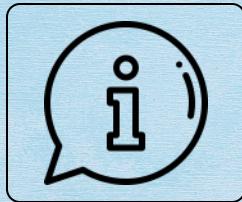




# Business Insights 360



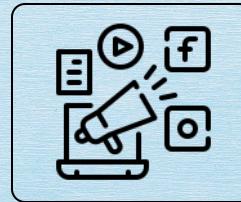
info



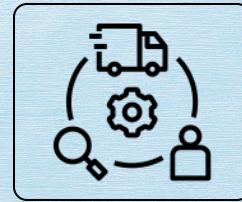
Finance View



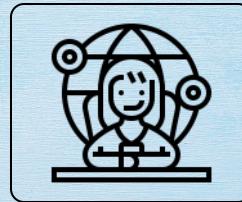
Sales View



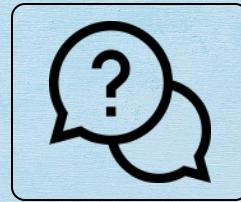
Marketing



Supply Chain View



Executive View



Support

Download **user manual** and get to know the key information of this tool.

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More.

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Get your **issues resolved** by connecting to our support specialist.

|   | 2018            | 2019             | 2020             | 2021               | 2022               | <b>Total</b>              |
|---|-----------------|------------------|------------------|--------------------|--------------------|---------------------------|
| Sum of gross_sales_amount                   | \$58,321,003.95 | \$209,061,401.63 | \$535,945,771.90 | \$1,664,639,273.54 | \$7,370,138,775.09 | <b>\$9,838,106,226.10</b> |
| Sum of Net_invoice_sales_amount             | \$44,402,346.60 | \$161,622,082.92 | \$411,251,323.52 | \$1,272,134,937.27 | \$5,643,125,002.51 | <b>\$7,532,535,692.83</b> |
| Sum of post_invoice_deductions_amount       | \$10,663,080.39 | \$29,718,264.62  | \$95,845,888.71  | \$281,637,192.09   | \$1,243,536,870.43 | <b>\$1,661,401,296.24</b> |
| Sum of post_invoice_other_deductions_amount | \$4,627,094.74  | \$20,529,647.67  | \$47,426,588.37  | \$166,648,725.64   | \$663,417,601.21   | <b>\$902,649,657.64</b>   |
| Sum of Net_sales_amount                     | \$29,112,171.47 | \$111,374,170.63 | \$267,978,846.44 | \$823,849,019.54   | \$3,736,170,530.87 | <b>\$4,968,484,738.95</b> |



region, market

All

customer

All

segment, cate...

All

fy\_desc

2021

Quaters

All

ytd\_ytg

All

BM Target is not available for Selected filters

\$823.85M ✓  
BM: (Blank) (+Infinity%)  
Net Sales36.49% ✓  
BM: (Blank) (+Infinity%)  
GM %- 6.63% !  
BM: (Blank) (-Infinity%)  
Net Profit %

## Profit and Loss Statement

Line Item

2021

|                              |          |
|------------------------------|----------|
| Gross Sales                  | 1,664.64 |
| Pre Invoice Deduction        | 392.50   |
| Net Invoice Sales            | 1,272.13 |
| - Post Discounts             | 281.64   |
| - Post Deductions            | 166.65   |
| Total Post Invoice Deduction | 448.29   |
| Net Sales                    | 823.85   |
| - Manufacturing Cost         | 497.78   |
| - Freight Cost               | 22.05    |
| - Other Cost                 | 3.39     |
| Total COGS                   | 523.22   |
| Gross Margin                 | 300.63   |
| Gross Margin %               | 36.49    |
| GM / Unit                    | 5.99     |
| Operational Expense          | -355.28  |
| Net profit                   | -54.65   |
| Net profit                   | -6.63    |



## Net Sales Performance Over Time

## Selection and vs BM by Date

● Selection ● vs BM



## Top / Bottom &amp; Customer by Net Sales

| region       | P & L Values  | P & L Chg % |
|--------------|---------------|-------------|
| + APAC       | 441.98        |             |
| + EU         | 200.77        |             |
| + LATAM      | 3.16          |             |
| + NA         | 177.94        |             |
| <b>Total</b> | <b>823.85</b> |             |

| segment       | P & L Values  | P & L Chg % |
|---------------|---------------|-------------|
| + Notebook    | 266.49        |             |
| + Accessories | 244.85        |             |
| + Peripherals | 166.51        |             |
| + Storage     | 54.42         |             |
| + Desktop     | 46.43         |             |
| + Networking  | 45.16         |             |
| <b>Total</b>  | <b>823.85</b> |             |

BM = Benchmark LY = Last Year



region, market

All

customer

All

segment, cate...

All

fy\_desc

2022EST

Quaters

All

ytd\_ytg

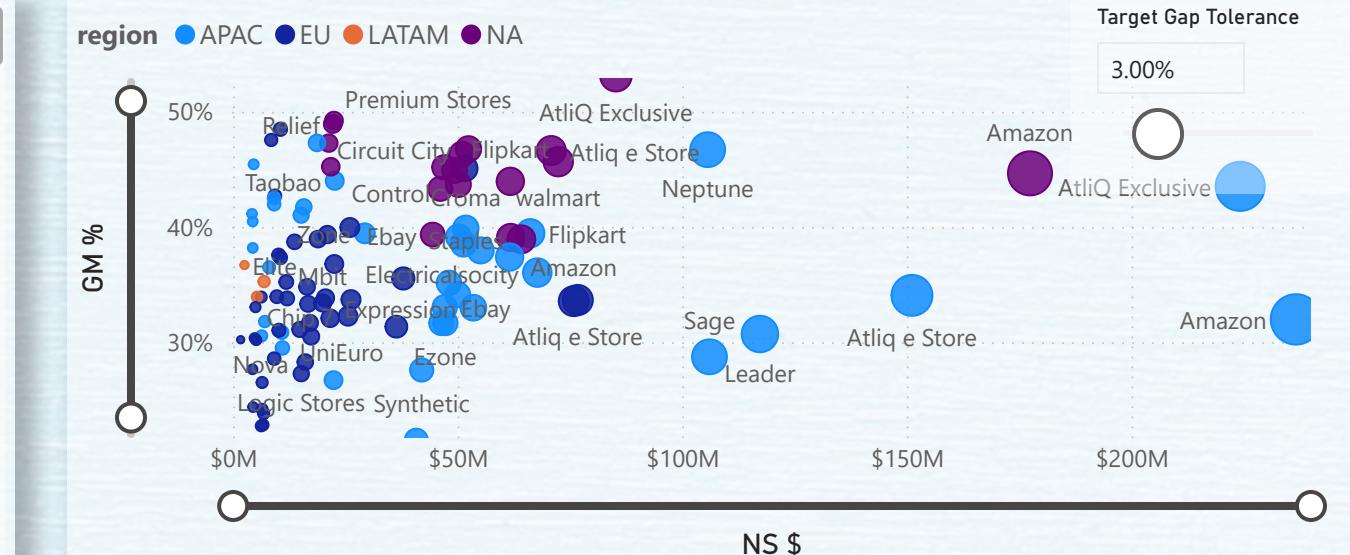
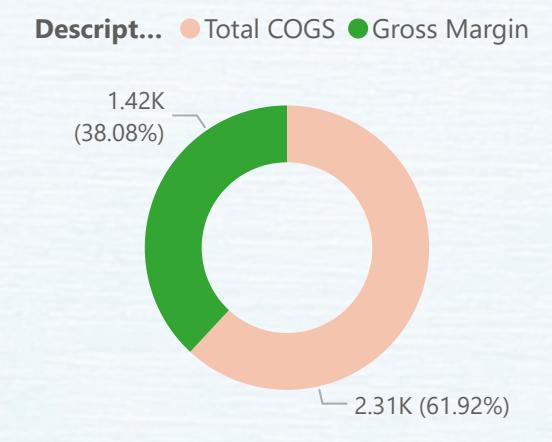
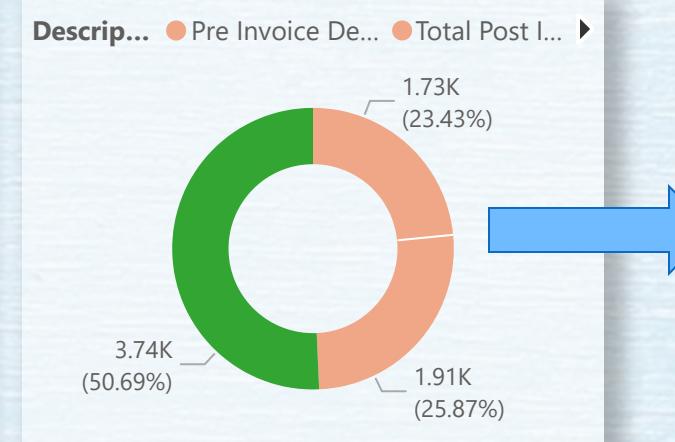
All

**Customer Performance**

| customer         | NS \$              | GM \$            | GM %          |
|------------------|--------------------|------------------|---------------|
| Amazon           | \$496.88M          | 182.77M          | 36.78%        |
| AtliQ Exclusive  | \$361.12M          | 166.15M          | 46.01%        |
| Atliq e Store    | \$304.10M          | 112.15M          | 36.88%        |
| Flipkart         | \$138.49M          | 58.37M           | 42.14%        |
| Sage             | \$127.86M          | 40.31M           | 31.53%        |
| Leader           | \$117.32M          | 36.02M           | 30.70%        |
| Neptune          | \$105.69M          | 49.36M           | 46.70%        |
| Ebay             | \$91.60M           | 33.06M           | 36.09%        |
| Acclaimed Stores | \$73.36M           | 29.58M           | 40.32%        |
| <b>Total</b>     | <b>\$3,736.17M</b> | <b>1,422.88M</b> | <b>38.08%</b> |

**Product Performance**

| segment      | NS \$              | GM \$            | GM %          |
|--------------|--------------------|------------------|---------------|
| Networking   | \$38.43M           | 14.78M           | 38.45%        |
| Storage      | \$54.59M           | 20.93M           | 38.33%        |
| Accessories  | \$454.10M          | 172.61M          | 38.01%        |
| Desktop      | \$711.08M          | 272.39M          | 38.31%        |
| Peripherals  | \$897.54M          | 341.22M          | 38.02%        |
| Notebook     | \$1,580.43M        | 600.96M          | 38.03%        |
| <b>Total</b> | <b>\$3,736.17M</b> | <b>1,422.88M</b> | <b>38.08%</b> |

**Performance Matrix****Unit Performance**



| region, market | customer | segment, cate... | fy_desc | Quaters | ytd_ytg |
|----------------|----------|------------------|---------|---------|---------|
| All            | All      | All              | 2020    | All     | All     |

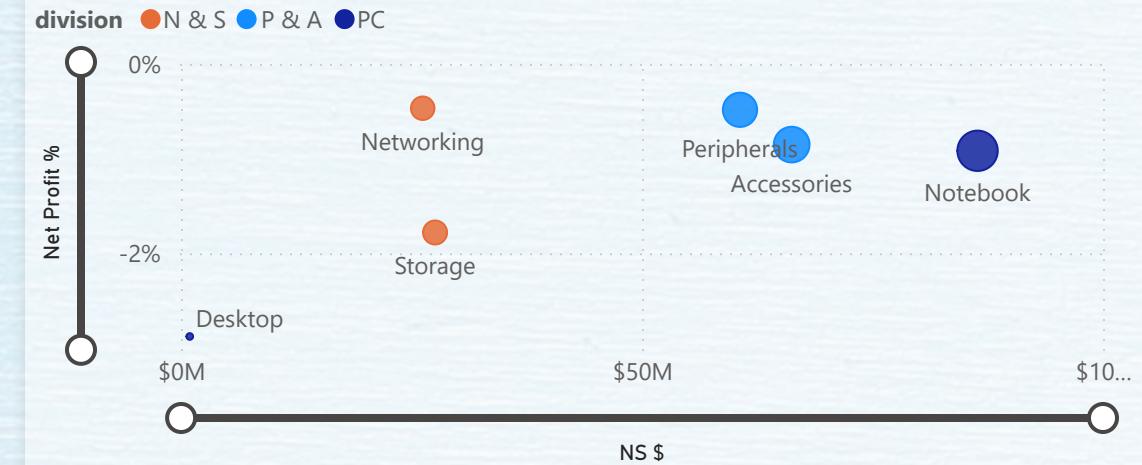
### Product Performance

| segment         | NS \$            | GM \$         | GM %          | Net Profit \$ | Net Profit %  |
|-----------------|------------------|---------------|---------------|---------------|---------------|
| [+] Networking  | \$26.22M         | 9.83M         | 37.51%        | -0.12M        | -0.47%        |
| [+] Peripherals | \$60.63M         | 22.72M        | 37.47%        | -0.29M        | -0.48%        |
| [+] Notebook    | \$86.39M         | 32.04M        | 37.08%        | -0.79M        | -0.92%        |
| [+] Accessories | \$66.23M         | 24.56M        | 37.07%        | -0.56M        | -0.85%        |
| [+] Desktop     | \$0.95M          | 0.35M         | 36.47%        | -0.03M        | -2.88%        |
| [+] Storage     | \$27.56M         | 9.93M         | 36.05%        | -0.49M        | -1.78%        |
| <b>Total</b>    | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> | <b>-2.29M</b> | <b>-0.85%</b> |



Show GM %

### Performance Matrix

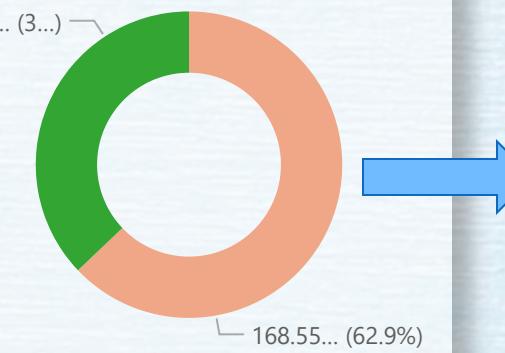


### Region / Market /Customer performance

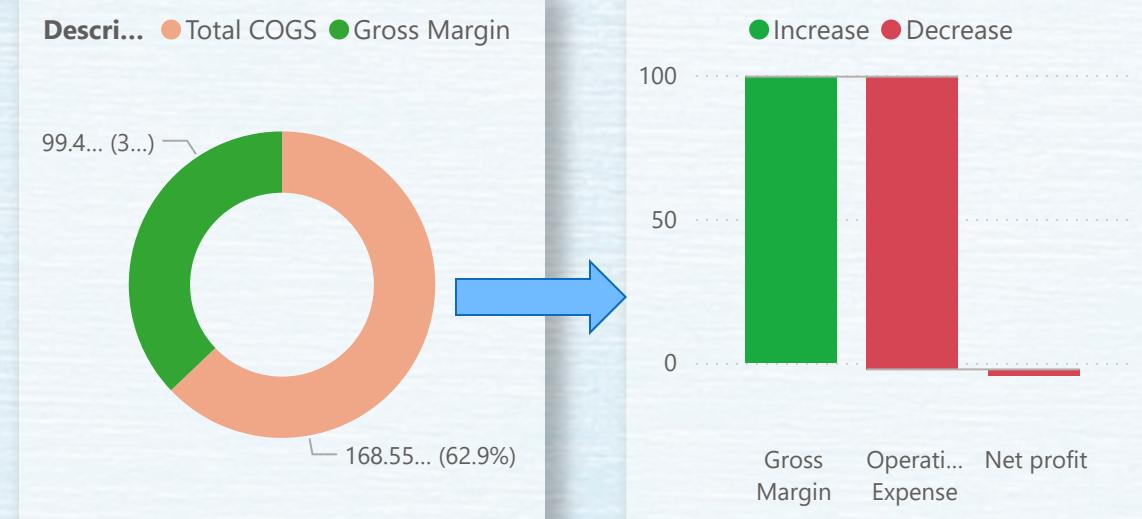
| region       | NS \$            | GM \$         | GM %          | Net Profit \$ | Net Profit %  |
|--------------|------------------|---------------|---------------|---------------|---------------|
| [+] APAC     | \$147.98M        | 53.23M        | 35.97%        | -1.52M        | -1.03%        |
| [+] NA       | \$62.21M         | 24.48M        | 39.35%        | -1.11M        | -1.79%        |
| [+] EU       | \$55.79M         | 21.10M        | 37.82%        | 0.35M         | 0.62%         |
| [+] LATAM    | \$2.00M          | 0.62M         | 30.96%        | 0.00M         | -0.08%        |
| <b>Total</b> | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> | <b>-2.29M</b> | <b>-0.85%</b> |



Description Total COGS Gross Margin



### Unit Economics





| region, market | customer | segment, cate... | fy_desc | Quaters | ytd_ytg |
|----------------|----------|------------------|---------|---------|---------|
| All            | All      | All              | 2021    | All     | All     |



80.21%

LY: 72.99% (+9.88%)

**Forecast Accuracy**

-751.71K

LY: 491.6K (-252.91%)

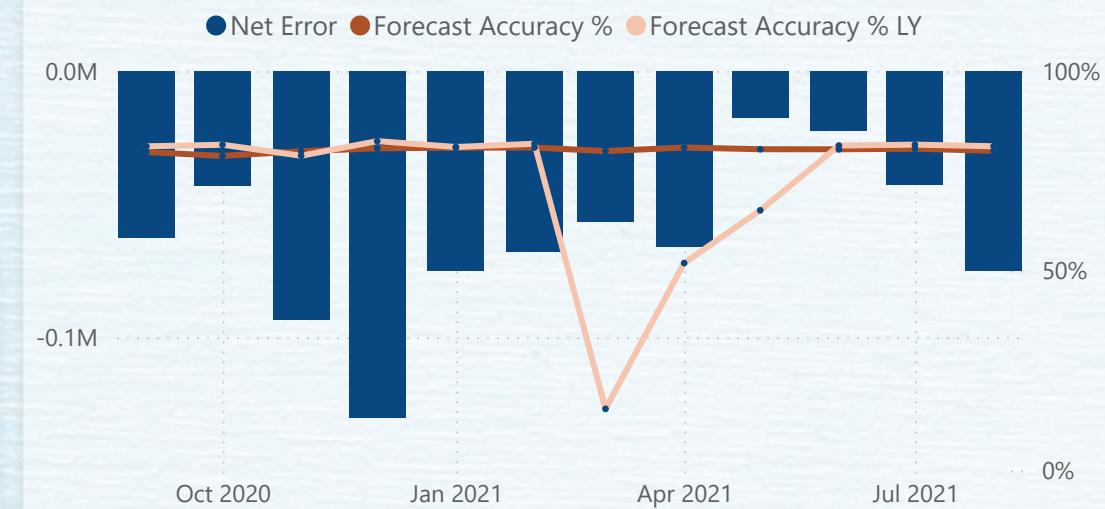
**Net Error**

9780.7K

LY: 5743.2K (+70.3%)

**ABS Error****Key Metrics By Customer**

| customer                | Forecast Accuracy % | Forecast Accuracy % LY | Net Error     | Net Error %      | Risk |
|-------------------------|---------------------|------------------------|---------------|------------------|------|
| Argos (Sainsbury's)     | 56.08%              | 43.27%                 | 8033          | 4.1% EI          |      |
| Atlas Stores            | 48.16%              | 39.19%                 | 99521         | 29.6% EI         |      |
| Boulanger               | 58.77%              | 38.12%                 | 81786         | 18.3% EI         |      |
| Chip 7                  | 53.44%              | 41.32%                 | 95124         | 18.8% EI         |      |
| Chiptec                 | 52.54%              | 27.04%                 | 72175         | 22.1% EI         |      |
| Coolblue                | 52.95%              | 43.16%                 | 116840        | 26.9% EI         |      |
| Croma                   | 42.78%              | 35.49%                 | 45046         | 6.0% EI          |      |
| Electricalsara Stores   | 52.02%              | 32.38%                 | 19891         | 12.4% EI         |      |
| Electricalslytical      | 50.82%              | 39.26%                 | 130903        | 12.2% EI         |      |
| Electricalsocity        | 50.35%              | 42.87%                 | 9221          | 0.9% EI          |      |
| Electricalsquipo Stores | 48.82%              | 39.26%                 | 89614         | 27.2% EI         |      |
| Elite                   | 51.48%              | 40.14%                 | 4296          | 1.4% EI          |      |
| Epic Stores             | 52.19%              | 38.40%                 | 11914         | 3.8% EI          |      |
| Euronics                | 60.79%              | 42.25%                 | 58391         | 15.3% EI         |      |
| Expert                  | 60.67%              | 48.84%                 | 69286         | 12.0% EI         |      |
| Expression              | 44.32%              | 37.52%                 | 2997          | 0.4% EI          |      |
| Ezone                   | 44.11%              | 33.17%                 | 26876         | 3.5% FI          |      |
| <b>Total</b>            | <b>80.21%</b>       | <b>72.99%</b>          | <b>-75171</b> | <b>-1.5% OOS</b> |      |

**Accuracy / Net Error Trend****key Metrics by product**

| segment      | Forecast Accuracy % | Forecast Accuracy % LY | Net Error      | Net Error %      | Risk |
|--------------|---------------------|------------------------|----------------|------------------|------|
| Accessories  | 77.66%              | 71.42%                 | -2133183       | -7.1% OOS        |      |
| Desktop      | 84.37%              | 70.07%                 | 16205          | 11.2% EI         |      |
| Networking   | 90.40%              | 52.50%                 | 227056         | 8.2% EI          |      |
| Notebook     | 79.99%              | 76.65%                 | -51254         | -4.0% OOS        |      |
| Peripherals  | 83.23%              | 75.18%                 | -318194        | -5.9% OOS        |      |
| Storage      | 83.54%              | 81.01%                 | 1507656        | 15.8% EI         |      |
| <b>Total</b> | <b>80.21%</b>       | <b>72.99%</b>          | <b>-751714</b> | <b>-1.5% OOS</b> |      |



|                |          |                  |         |
|----------------|----------|------------------|---------|
| region, market | customer | segment, cate... | fy_desc |
| All            | All      | All              | 2021    |

|     |     |    |    |
|-----|-----|----|----|
| Q1  | Q2  | Q3 | Q4 |
| YTD | YTG |    |    |

|       |           |
|-------|-----------|
| VS LY | VS Target |
|-------|-----------|

BM Target is not available for Selected filters

**\$823.85M✓**  
BM: (Blank)  
(+Infinity%)

**36.49%✓**  
BM: (Blank)  
(+Infinity%)

**-6.63%!**  
BM: (Blank)  
(-Infinity%)

**80.21%✓**  
BM: 72.99%  
(+9.88%)

Net Sales

GM %

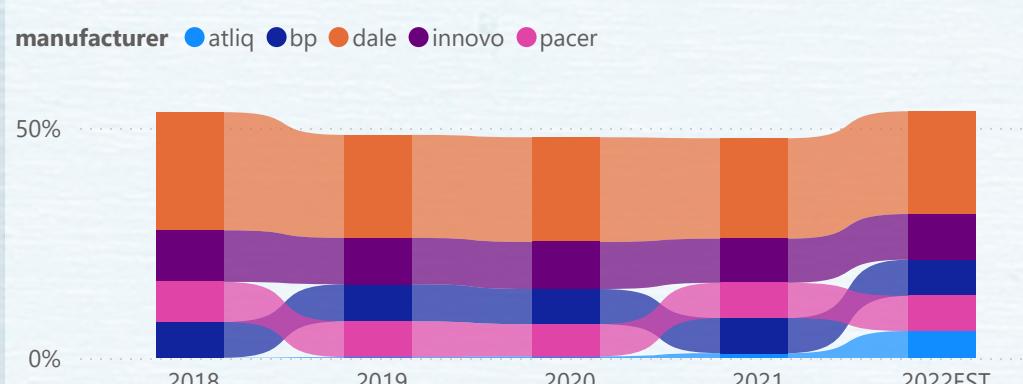
Net Profit %

Forecast Accuracy

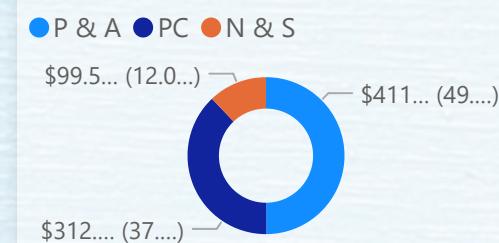
#### Key Insights by Sub Zone

| Sub Zone     | NS \$           | RC %          | GM %         | Net Profit % | AtliQ MS %  | Net Error %  | Risk       |
|--------------|-----------------|---------------|--------------|--------------|-------------|--------------|------------|
| India        | \$210.7M        | 25.6%         | 32.0%        | -24.7%       | 2.5%        | 3.9%         | EI         |
| LATAM        | \$3.2M          | 0.4%          | 37.5%        | 6.2%         | 0.0%        | 5.3%         | EI         |
| NE           | \$109.3M        | 13.3%         | 38.0%        | -1.1%        | 1.2%        | 11.3%        | EI         |
| SE           | \$91.5M         | 11.1%         | 38.7%        | 4.4%         | 3.6%        | 10.6%        | EI         |
| ANZ          | \$44.4M         | 5.4%          | 38.5%        | 7.3%         | 0.3%        | -5.2%        | OOS        |
| NA           | \$177.9M        | 21.6%         | 37.2%        | -13.7%       | 0.8%        | -7.1%        | OOS        |
| ROA          | \$186.9M        | 22.7%         | 38.3%        | 8.2%         | 1.5%        | -21.6%       | OOS        |
| <b>Total</b> | <b>\$823.8M</b> | <b>100.0%</b> | <b>36.5%</b> | <b>-6.6%</b> | <b>1.1%</b> | <b>-1.5%</b> | <b>OOS</b> |

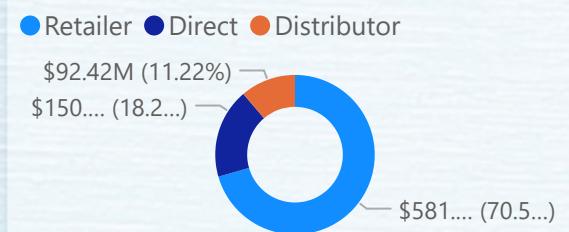
#### PC Market Share Trend - AtliQ & Competitors



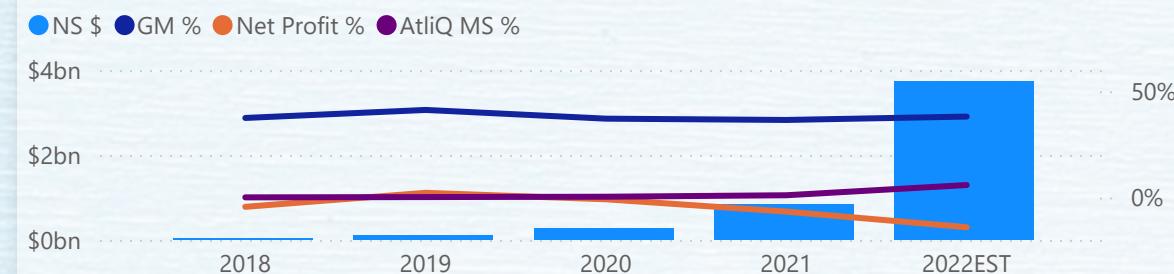
#### Revenue by Division



#### Revenue by Channel



#### Yearly Trend by Revenue, GM %, Net Profit%, PC Market Share %



#### Top 5 Customers by Revenue

| customer        | RC %         | GM %         |
|-----------------|--------------|--------------|
| Amazon          | 13.2%        | 35.4%        |
| AtliQ e Store   | 8.5%         | 37.5%        |
| AtliQ Exclusive | 9.7%         | 43.7%        |
| Flipkart        | 3.1%         | 30.2%        |
| Sage            | 3.3%         | 35.2%        |
| <b>Total</b>    | <b>37.8%</b> | <b>37.6%</b> |

#### Top % Products by Revenue

| product      | RC %         | GM %         |
|--------------|--------------|--------------|
| AQ BZ Allin1 | 4.1%         | 36.0%        |
| AQ Gen Y     | 2.9%         | 36.1%        |
| AQ Maxima    | 2.7%         | 36.7%        |
| AQ Qwerty    | 3.4%         | 37.1%        |
| AQ Trigger   | 3.3%         | 36.9%        |
| <b>Total</b> | <b>16.3%</b> | <b>36.5%</b> |

BM = Benchmark LY = Last Year EI = Excess Inventory OOS = out of Stock

## NS \$ GM For

