



#### Info

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



#### Finance View

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



#### Sales View

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



#### Marketing View

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



#### Supply Chain View

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



#### Executive View

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



#### Support

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



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**\$3.74bn !**

BM: 3.81bn (-1.86%)

**Net Sales****38.08% !**

BM: 38.34% (-0.66%)

**GM %****-13.98% ✓**

BM: -14.19% (+1.47%)

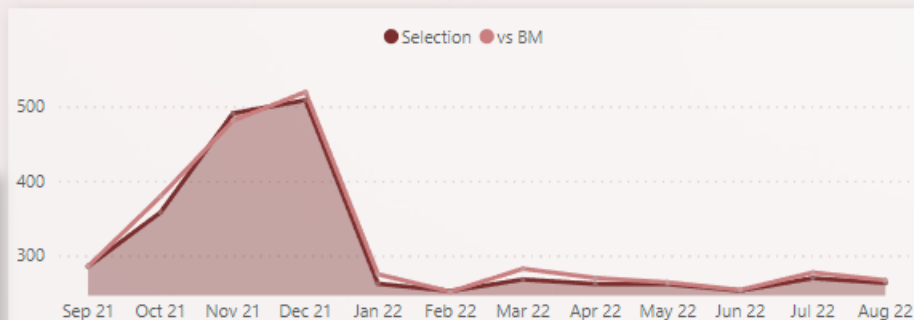
**Net Profit %****Profit and Loss Statement**

| Line Item                    | 2022 Est  | BM       | Chg    | Chg % |
|------------------------------|-----------|----------|--------|-------|
| Gross Sales                  | 7,370.14  |          |        |       |
| Pre Invoice Deduction        | 1,727.01  |          |        |       |
| Net Invoice Sales            | 5,643.13  |          |        |       |
| - Post Discounts             | 1,243.54  |          |        |       |
| - Post Deductions            | 663.42    |          |        |       |
| Total Post Invoice Deduction | 1,906.95  |          |        |       |
| Net Sales                    | 3,736.17  | 3,807.09 | -70.92 | -1.86 |
| - Manufacturing Cost         | 2,197.28  |          |        |       |
| - Freight Cost               | 100.49    |          |        |       |
| - Other Cost                 | 15.52     |          |        |       |
| Total COGS                   | 2,313.29  |          |        |       |
| Gross Margin                 | 1,422.88  | 1,459.51 | -36.63 | -2.51 |
| Gross Margin %               | 38.08     | 38.34    | -0.25  | -0.66 |
| GM / Unit                    | 15.76     |          |        |       |
| Operational Expense          | -1,945.30 |          |        |       |
| Net Profit                   | -522.42   |          |        |       |
| Net Profit %                 | -13.98    | -14.19   | 0.21   | -1.47 |

**Net Sales Performance Over Time**

vs LY

vs Target

**Top / Bottom Products & Customers by Net Sales**

| region       | P & L values    | P & L Chg %  |
|--------------|-----------------|--------------|
| APAC         | 1,923.77        | -2.48        |
| EU           | 775.48          | -1.13        |
| LATAM        | 14.82           | -1.60        |
| NA           | 1,022.09        | -1.24        |
| <b>Total</b> | <b>3,736.17</b> | <b>-1.86</b> |

| segment      | P & L values    | P & L Chg %  |
|--------------|-----------------|--------------|
| Accessories  | 454.10          |              |
| Desktop      | 711.08          |              |
| Networking   | 38.43           |              |
| Notebook     | 1,580.43        |              |
| Peripherals  | 897.54          |              |
| Storage      | 54.59           |              |
| <b>Total</b> | <b>3,736.17</b> | <b>-1.86</b> |



region, market customer segment, category, pr...

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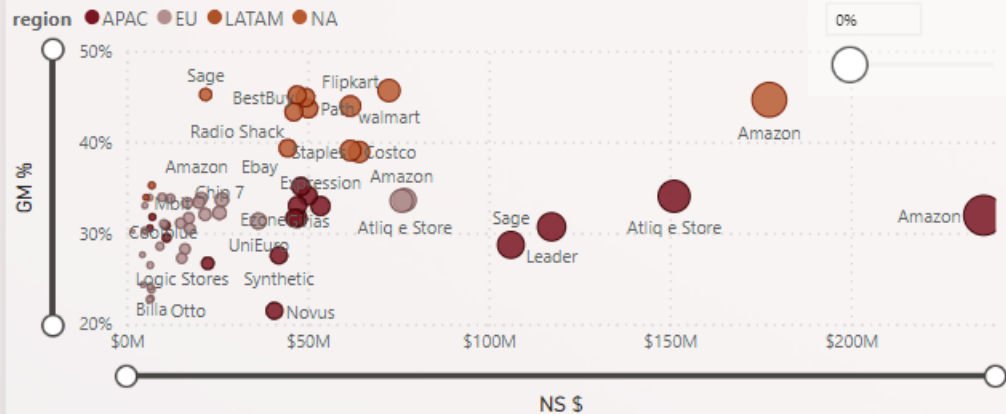
### Customer Performance

| 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%        |
| walmart            | \$72.41M           | 33.06M           | 45.66%        |
| Electricalslytical | \$68.05M           | 25.34M           | 37.24%        |
| Electricalsociety  | \$67.76M           | 24.41M           | 36.03%        |
| Staples            | \$64.20M           | 24.99M           | 38.92%        |
| <b>Total</b>       | <b>\$3,736.17M</b> | <b>1,422.88M</b> | <b>38.08%</b> |

### Performance Matrix

vs LY

vs Target

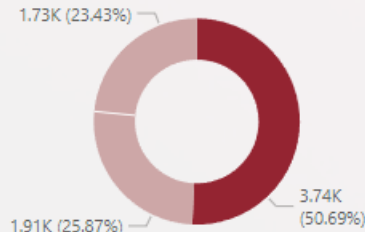


### Product Performance

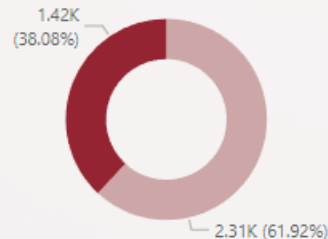
| segment      | NS \$              | GM \$            | GM %          |
|--------------|--------------------|------------------|---------------|
| Networking   | \$38.43M           | 14.78M           | 38.45%        |
| Storage      | \$54.59M           | 20.93M           | 38.33%        |
| Desktop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

### Unit Economics

Net Sales Total Post Invoice ... Pre Invoice ...



Total COGS Gross Margin





region, market  customer  segment, category, pr...

All  All  All

2019

2020

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YTD

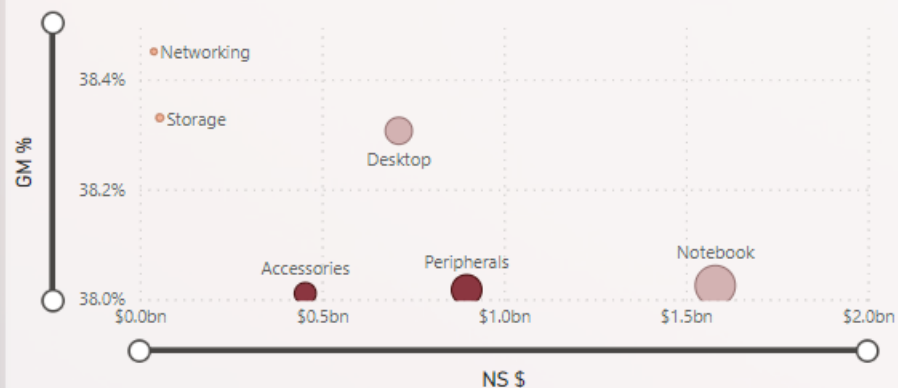
YTG

## Product Performance

| segment     | NS \$       | GM \$     | GM %   | Net Profit \$ | Net Profit % |
|-------------|-------------|-----------|--------|---------------|--------------|
| Accessories | \$454.10M   | 172.61M   | 38.01% | -63.78M       | -14.05%      |
| Desktop     | \$711.08M   | 272.39M   | 38.31% | -97.79M       | -13.75%      |
| Networking  | \$38.43M    | 14.78M    | 38.45% | -5.27M        | -13.72%      |
| Notebook    | \$1,580.43M | 600.96M   | 38.03% | -222.16M      | -14.06%      |
| Peripherals | \$897.54M   | 341.22M   | 38.02% | -125.91M      | -14.03%      |
| Storage     | \$54.59M    | 20.93M    | 38.33% | -7.51M        | -13.76%      |
| Total       | \$3,736.17M | 1,422.88M | 38.08% | -522.42M      | -13.98%      |

Show NP %

## Performance Matrix

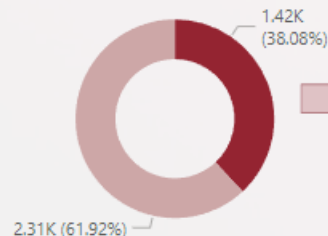
division ● N & S ● P & A ● PC

## Region / Market / Customer performance

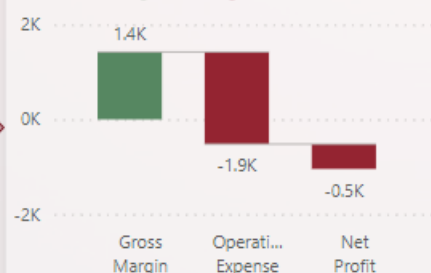
| region | NS \$       | GM \$     | GM %   | Net Profit \$ | Net Profit % |
|--------|-------------|-----------|--------|---------------|--------------|
| APAC   | \$1,923.77M | 690.21M   | 35.88% | -281.16M      | -14.62%      |
| EU     | \$775.48M   | 267.80M   | 34.53% | -95.52M       | -12.32%      |
| LATAM  | \$14.82M    | 5.19M     | 35.02% | -0.44M        | -2.95%       |
| NA     | \$1,022.09M | 459.68M   | 44.97% | -145.31M      | -14.22%      |
| Total  | \$3,736.17M | 1,422.88M | 38.08% | -522.42M      | -13.98%      |

## Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market  
All

customer  
All

segment, category, pr...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

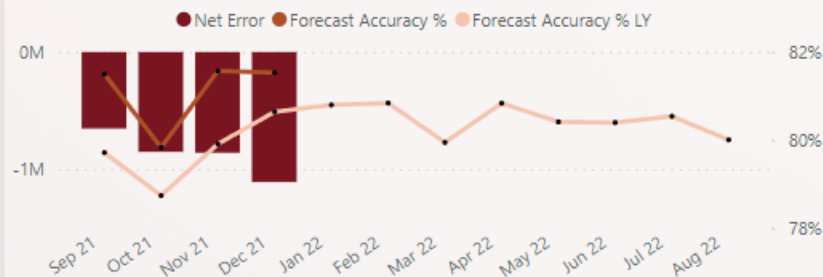
LY: 9780.7K (-29.46%)

ABS Error

## Key Metrics By Customer

| customer                 | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------------------|---------------------|------------------------|-----------|-------------|------|
| Acclaimed Stores         | 57.74%              | 50.69%                 | 83037     | 10.7%       | EI   |
| BestBuy                  | 46.60%              | 35.31%                 | 81179     | 16.7%       | EI   |
| Billa                    | 42.63%              | 18.29%                 | 3704      | 3.9%        | EI   |
| Circuit City             | 46.17%              | 35.02%                 | 85248     | 16.5%       | EI   |
| Control                  | 52.06%              | 47.42%                 | 64731     | 13.0%       | EI   |
| Costco                   | 51.95%              | 49.42%                 | 101913    | 15.8%       | EI   |
| Currys (Dixons Carphone) | 54.29%              | 35.92%                 | 8104      | 6.0%        | EI   |
| Leader                   | 48.72%              | 24.45%                 | 166751    | 11.0%       | EI   |
| Logic Stores             | 52.49%              | 51.44%                 | 6430      | 2.4%        | EI   |
| Nomad Stores             | 53.44%              | 50.59%                 | 3394      | 1.3%        | EI   |
| Notebillig               | 42.70%              | 18.87%                 | 1141      | 1.3%        | EI   |
| Otto                     | 45.76%              | 18.37%                 | 1962      | 2.4%        | EI   |
| Path                     | 50.57%              | 45.53%                 | 91486     | 14.9%       | EI   |
| Radio Shack              | 45.64%              | 38.46%                 | 69253     | 16.5%       | EI   |
| Sage                     | 50.72%              | 33.58%                 | 154291    | 10.1%       | EI   |
| Saturn                   | 41.54%              | 19.16%                 | 2197      | 2.9%        | EI   |
| Staples                  | 54.45%              | 49.38%                 | 79821     | 11.5%       | EI   |
| Total                    | 81.17%              | 80.21%                 | -3472690  | -9.5%       | OOS  |

## Accuracy / Net Error Trend



## Key Metrics by Products

| segment     | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|-------------|---------------------|------------------------|-----------|--------------|------|
| Accessories | 87.42%              | 77.66%                 | 341468    | -14.05%      | EI   |
| Desktop     | 87.53%              | 84.37%                 | 78576     | -13.75%      | EI   |
| Networking  | 93.06%              | 90.40%                 | -12967    | -13.72%      | OOS  |
| Notebook    | 87.24%              | 79.99%                 | -47221    | -14.06%      | OOS  |
| Storage     | 71.50%              | 83.54%                 | -628266   | -13.76%      | OOS  |
| Peripherals | 68.17%              | 83.23%                 | -3204280  | -14.03%      | OOS  |
| Total       | 81.17%              | 80.21%                 | -3472690  | -13.98%      | OOS  |



region, market customer segment, category, pr...

All All All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 vs LY vs Target

YTD YTG

**\$3.74bn !**

BM: 3.81bn (-1.86%)  
**Net Sales**

**38.08% !**

BM: 38.34% (-0.66%)  
**GM %**

**-13.98% ✓**

BM: -14.19% (+1.47%)  
**Net Profit %**

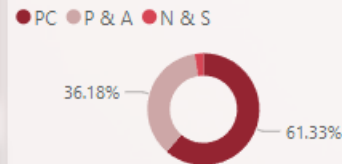
**81.17% ✓**

BM: 80.21% (+1.2%)  
**Forecast Accuracy**

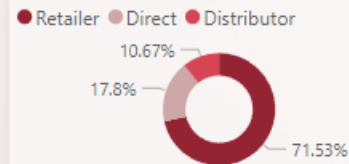
#### Key Insights By Sub Zone

| Sub Zone     | NS \$             | RC %          | GM %         | Net Profit %    | AtliQ MS %  | Net Error %  | Risk       |
|--------------|-------------------|---------------|--------------|-----------------|-------------|--------------|------------|
| NA           | \$1,022.1M        | 27.4%         | 45.0%        | ↓ -14.2%        | 4.9%        | 14.4%        | EI         |
| India        | \$945.3M          | 25.3%         | 35.8%        | ↓ -23.0%        | 13.3%       | -24.4%       | OOS        |
| ROA          | \$788.7M          | 21.1%         | 34.2%        | ↓ -6.3%         | 8.3%        | -4.6%        | OOS        |
| NE           | \$457.7M          | 12.3%         | 32.8%        | ↓ -18.1%        | 6.8%        | -4.6%        | OOS        |
| SE           | \$317.8M          | 8.5%          | 37.0%        | ↓ -4.0%         | 16.4%       | -55.5%       | OOS        |
| ANZ          | \$189.8M          | 5.1%          | 43.5%        | ↓ -7.4%         | 1.4%        | -37.6%       | OOS        |
| <b>Total</b> | <b>\$3,736.2M</b> | <b>100.0%</b> | <b>38.1%</b> | <b>↓ -14.0%</b> | <b>5.9%</b> | <b>-9.5%</b> | <b>OOS</b> |

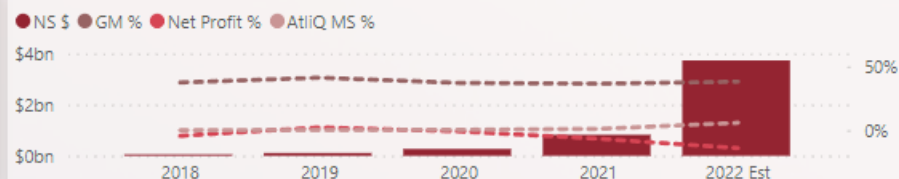
#### Revenue by Division



#### Revenue by Channel

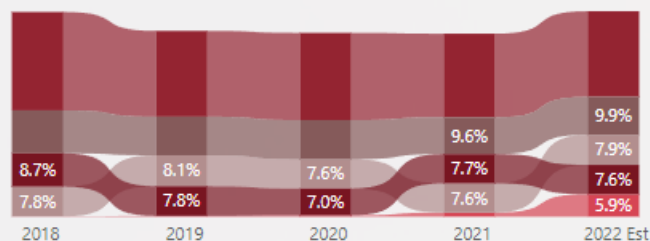


#### Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



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

manufacturer atliq bp dale innovo pacer



#### Top 5 Customers by Revenue

| customer        | RC %         | GM %          |
|-----------------|--------------|---------------|
| Sage            | 3.4%         | 31.53% ↓      |
| Flipkart        | 3.7%         | 42.14%        |
| AtliQ Exclusive | 9.7%         | 46.01%        |
| AtliQ e Store   | 8.1%         | 36.88% ↓      |
| Amazon          | 13.3%        | 36.78% ↓      |
| <b>Total</b>    | <b>38.2%</b> | <b>39.19%</b> |

#### Top 5 Products by Revenue

| product              | RC %         | GM %          |
|----------------------|--------------|---------------|
| AQ BZ Allin1 Gen 2   | 5.4%         | 38.51%        |
| AQ Home Allin1       | 4.1%         | 38.71%        |
| AQ HOME Allin1 Gen 2 | 5.7%         | 38.08% ↓      |
| AQ Smash 1           | 3.8%         | 37.43% ↓      |
| AQ Smash 2           | 4.1%         | 37.40% ↓      |
| <b>Total</b>         | <b>23.2%</b> | <b>38.06%</b> |