



Business Insights 360



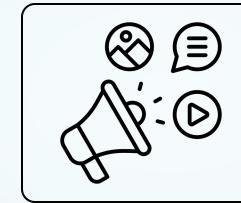
Info



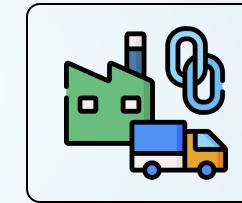
Finance View



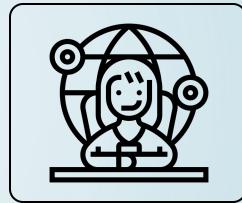
Sales View



Marketing View



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.



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.5%!

BM: 37.10% (-1.65%)

-6.63%!

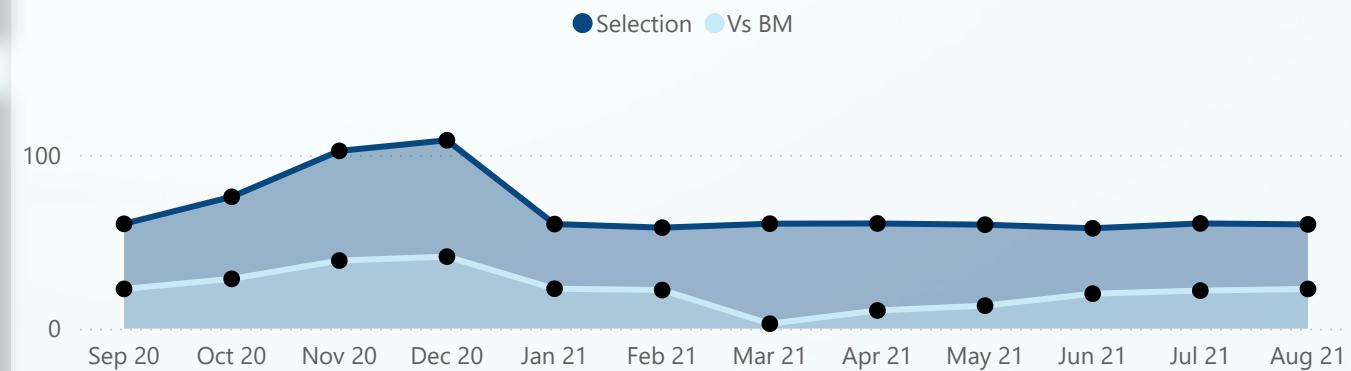
BM: -0.85% (-676.38%)



Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational Expense	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deductions	166.65	47.43	119.22	251.38
- Post Discounts	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

Net Sales Performance Over Time



Top/Bottom Customers & Products by Net Sales

region	P & L Values		P&L Chg %	
	Values	Chg %	Values	Chg %
+ APAC	441.98	198.67	Accessories	244.85 269.67
+ EU	200.77	259.88	Desktop	46.43 4,791.34
+ LATAM	3.16	58.40	Networking	45.16 72.26
+ NA	177.94	186.03	Notebook	266.49 208.45
Total	823.85	207.43	Peripherals	166.51 174.64
			Storage	54.42 97.48
			Total	823.85 207.43

BM = Benchmark, LY = Last Year



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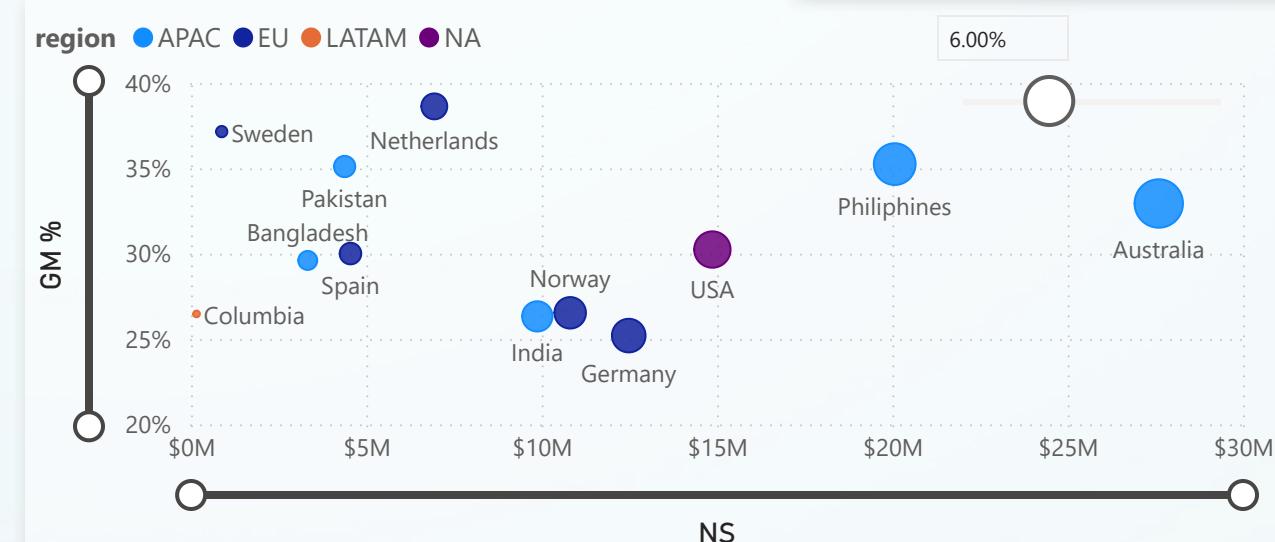
Customer Performance

customer	NS	GM	GM %
Acclaimed Stores	\$14.32M	5.18M	36.2%
All-Out	\$1.06M	0.50M	47.5%
Amazon	\$109.03M	38.59M	35.4%
Argos (Sainsbury's)	\$2.97M	1.05M	35.4%
Atlas Stores	\$4.16M	1.68M	40.4%
Atliq e Store	\$70.31M	26.40M	37.5%
AtliQ Exclusive	\$79.92M	34.95M	43.7%
BestBuy	\$8.26M	2.97M	35.9%
Total	\$823.85M	300.63M	36.5%

Performance Matrix

vs LY

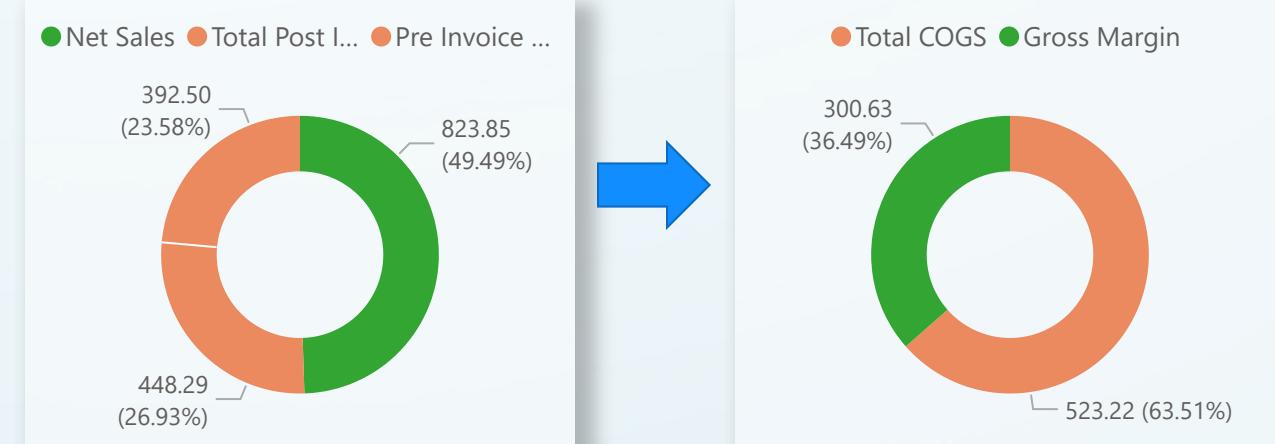
vs Target



Product Performance

segment	NS	GM	GM %
Accessories	\$244.85M	89.30M	36.5%
Desktop	\$46.43M	16.79M	36.2%
Networking	\$45.16M	16.60M	36.8%
Notebook	\$266.49M	97.12M	36.4%
Peripherals	\$166.51M	60.81M	36.5%
Storage	\$54.42M	20.00M	36.8%
Total	\$823.85M	300.63M	36.5%

Unit Economics





region, market

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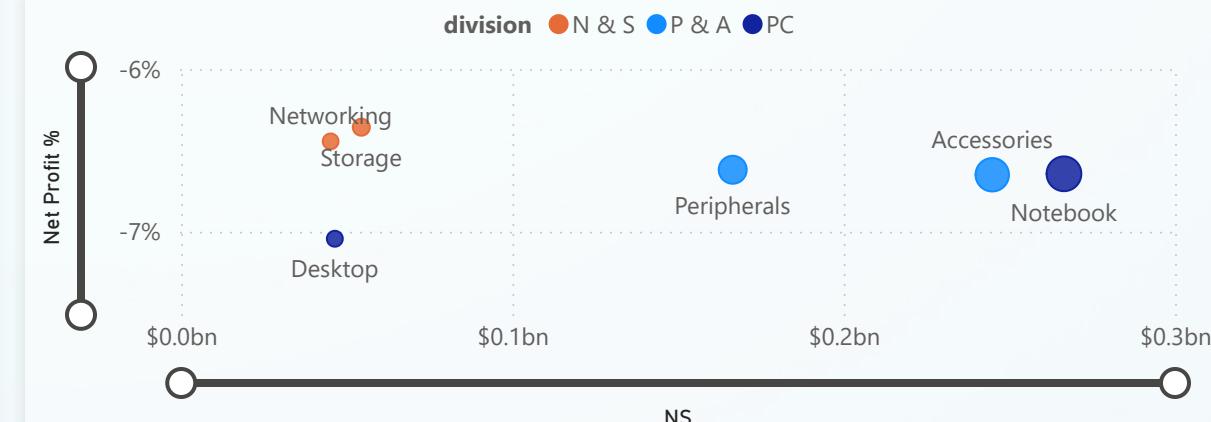


Product Performance

segment	NS	GM	GM %	Net Profit \$	Net Profit %
Storage	\$54.42M	20.00M	36.8%	-3.46M	-6.36%
Networking	\$45.16M	16.60M	36.8%	-2.91M	-6.44%
Peripherals	\$166.51M	60.81M	36.5%	-11.02M	-6.62%
Notebook	\$266.49M	97.12M	36.4%	-17.71M	-6.64%
Accessories	\$244.85M	89.30M	36.5%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.2%	-3.27M	-7.04%
Total	\$823.85M	300.63M	36.5%	-54.65M	-6.63%

Show GM %

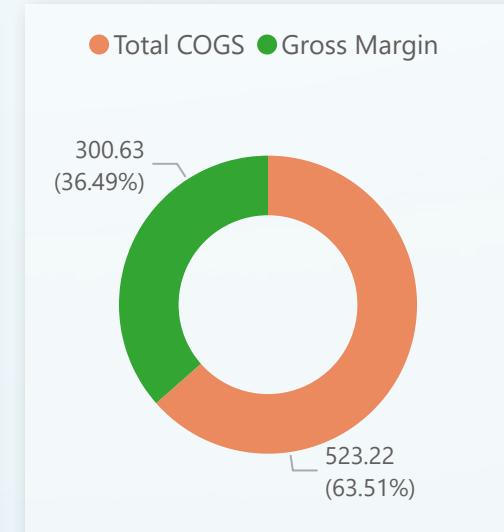
Performance Matrix



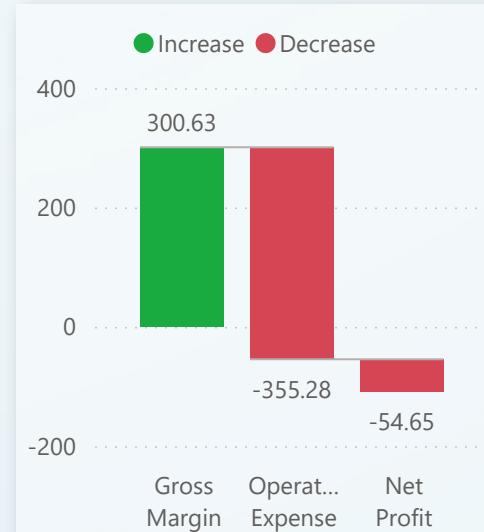
Region/ Market/ Customer Performance

region	NS	GM	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.3%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.3%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.5%	0.20M	6.18%
NA	\$177.94M	66.25M	37.2%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.5%	-54.65M	-6.63%

● Total COGS ● Gross Margin



Unit Economics





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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%)

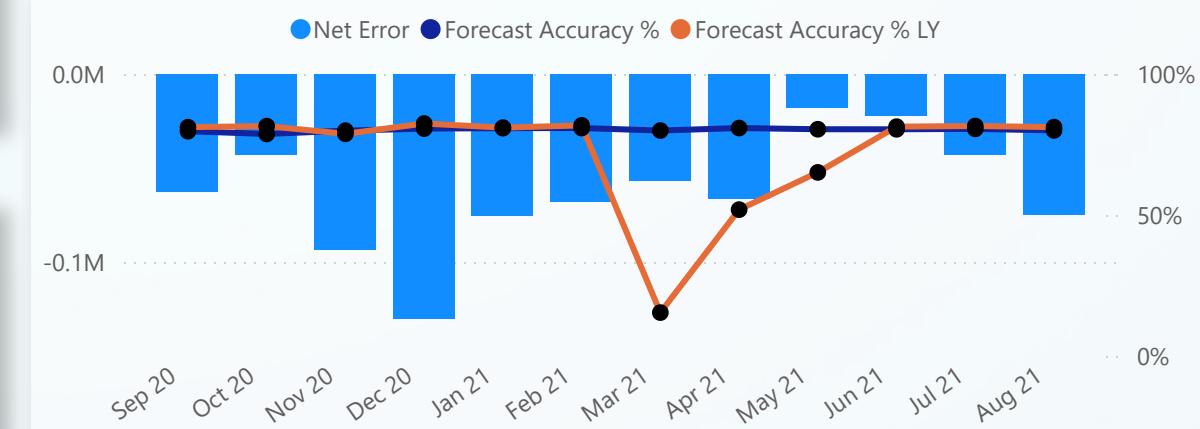
ABS Error



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsociety	50.35%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



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(+207.43%)

Net Sales

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GM %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

80.21%✓

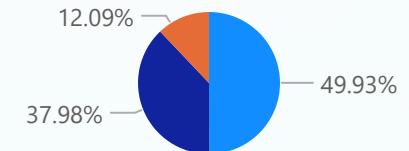
LY: 72.99% (+9.88%)

Forecast Accuracy



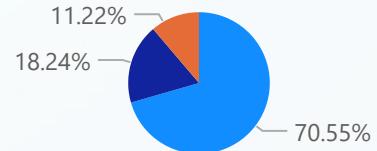
Revenue by Division

P & A ● PC ● N & S



Revenue by Channel

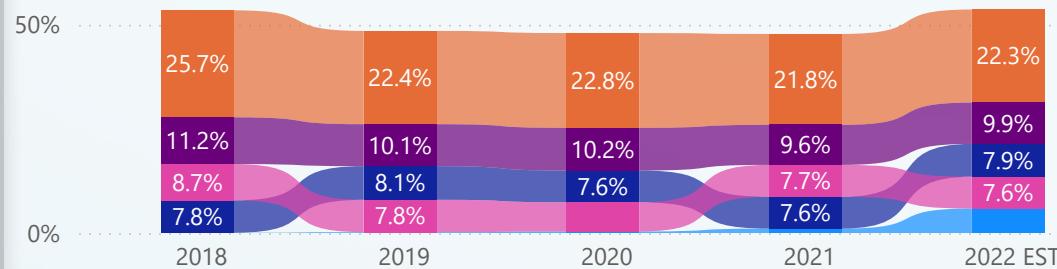
Retailer ● Direct ● Distributor



Sub Zone	NS	RC %	GM %	AtliQ MS%	Net Profit %	Net Error %	Risk
India	\$210.67M	25.6%	32.0%	2.5%	-24.65%	3.90%	EI
LATAM	\$3.16M	0.4%	37.5%	0.0%	6.18%	5.32%	EI
NE	\$109.29M	13.3%	38.0%	1.2%	-1.14%	11.27%	EI
SE	\$91.48M	11.1%	38.7%	3.6%	4.43%	10.56%	EI
ANZ	\$44.41M	5.4%	38.5%	0.3%	7.27%	-5.19%	OOS
NA	\$177.94M	21.6%	37.2%	0.8%	-13.67%	-7.06%	OOS
ROA	\$186.89M	22.7%	38.3%	1.5%	8.23%	-21.55%	OOS
Total	\$823.85M	100.0%	36.5%	1.1%	-6.63%	-1.52%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

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%
Total	37.8%	37.6%

Top 5 Products by Revenue

product	RC %	GM %
AQ Trigger	3.3%	36.9%
AQ Qwerty	3.4%	37.1%
AQ Maxima	2.7%	36.7% ↓
AQ Gen Y	2.9%	36.1%
AQ BZ Allin1	4.1%	36.0%
Total	16.3%	36.5%