



Business Insights 360

Values are in Dollars & Millions

↻ 10 June 2024

⌚ Dec 21



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.

 **Information**

 **Support**



FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY SEGMENT PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change

All values in Million \$

\$5.26bn
BM: \$1.66bn (+216.71%)

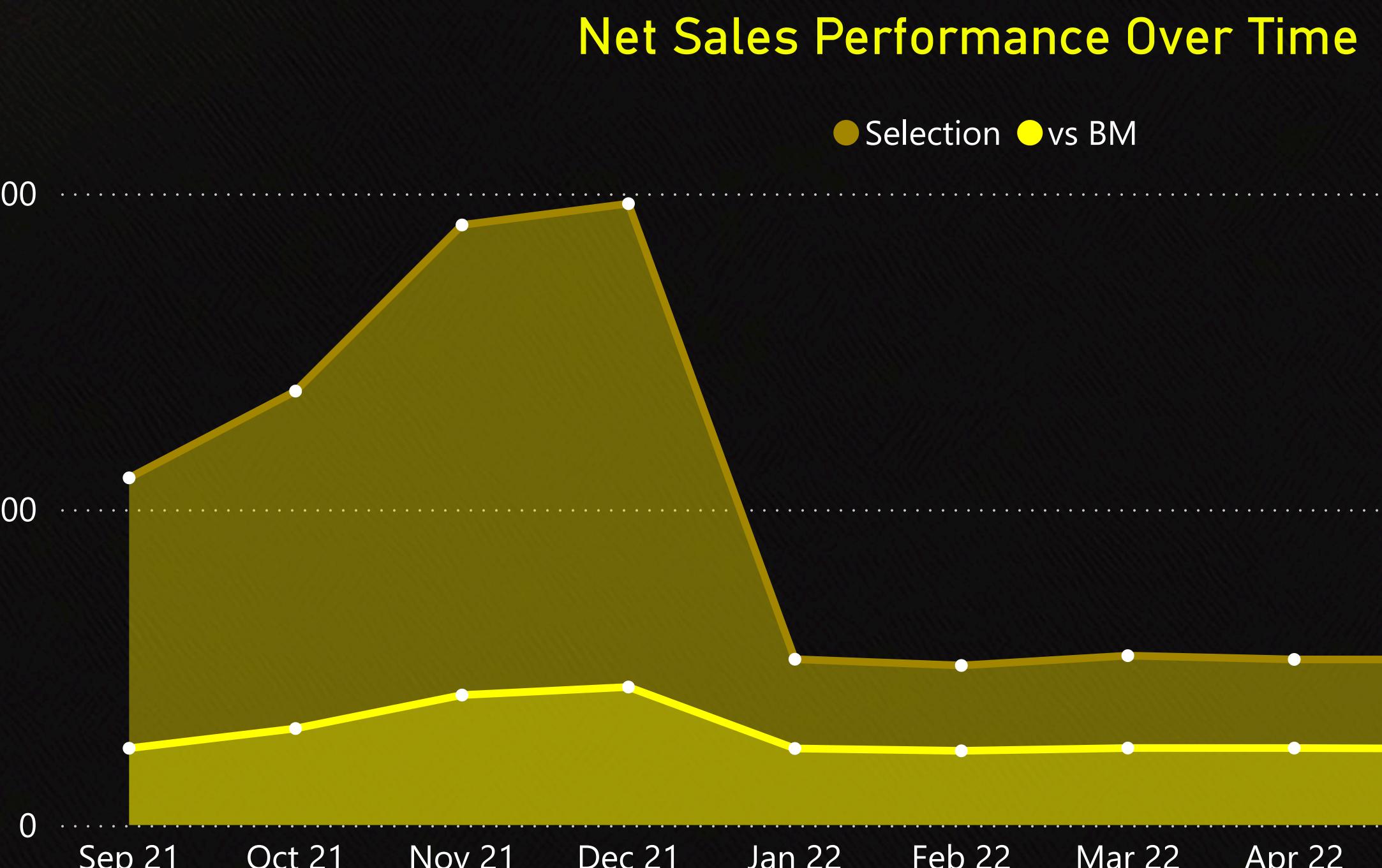
Net Sales

38.14%
BM: 0.37 (+4.31%)

Gross Margin %

-13.96%
BM: -0.07 (-102.3%)

Net Profit %



Top / Bottom Products and Customers by Net Sales

region	P & L values	P & L Chg %
APAC	2,686.72	208.73%
NA	1,481.14	323.94%
EU	1,074.17	146.67%
LATAM	21.15	215.24%
Total	5,263.18	216.71%

segment	P & L values	P & L Chg %
Notebook	2,232.94	314.48%
Peripherals	1,226.77	255.05%
Desktop	1,027.81	942.84%
Accessories	646.29	39.66%
Storage	74.78	-38.60%
Networking	54.59	-42.20%
Total	5,263.18	216.71%

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	10,373.02	3,353.76	7,019.26	209.30
Pre Invoice Deduction	2,432.69	791.23	1,641.45	207.46
Net Invoice Sales	7,940.33	2,562.53	5,377.80	209.86
- Post Discounts	1,743.40	567.44	1,175.96	207.24
- Post Deductions	933.75	333.28	600.47	180.17
Total Post Invoice Deduction	2,677.15	900.72	1,776.44	197.22
Net Sales	5,263.18	1,661.81	3,601.37	216.71
- Manufacturing Cost	3,092.33	1,002.78	2,089.55	208.37
- Freight Cost	141.47	44.55	96.92	217.56
- Other Cost	21.93	6.83	15.10	221.22
Total COGS	3,255.73	1,054.16	2,201.57	208.85
Gross Margin	2,007.45	607.65	1,399.79	230.36
Gross Margin %	38.14	36.57	1.58	4.31
GM / Unit	15.81	6.10	9.71	159.15
Operaitonal Expense	-2,742.02	-722.30	-2,019.72	-279.62
Net Profit	-734.57	-114.65	-619.92	-540.71
Net Profit %	-13.96	-6.90	-7.06	-102.30



FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY/SEGMENT/PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million \$

Customer/Product Performance

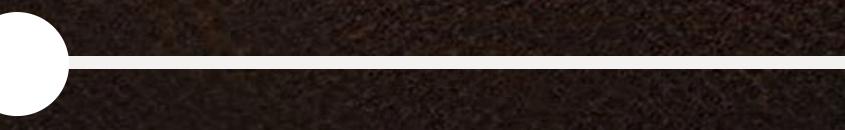
Product

customer	Net Sales	Gross Margin	Gross Margin %	-
Acclaimed Stores	\$106.22M	\$43.03M	40.51%	
All-Out	\$6.31M	\$2.41M	38.19%	
Amazon	\$702.27M	\$258.56M	36.82%	
Argos (Sainsbury's)	\$19.08M	\$7.37M	38.61%	
Atlas Stores	\$24.01M	\$7.60M	31.64%	
AtliQ e Store	\$428.37M	\$158.37M	36.97%	
AtliQ Exclusive	\$505.91M	\$233.20M	46.10%	
BestBuy	\$72.62M	\$32.58M	44.87%	
Billa	\$9.95M	\$2.37M	23.87%	
Boulanger	\$36.35M	\$14.51M	39.91%	
Chip 7	\$34.77M	\$11.19M	32.19%	
Chiptec	\$26.46M	\$10.29M	38.90%	
Circuit City	\$77.60M	\$36.27M	46.74%	
Control	\$77.05M	\$33.48M	43.45%	
Coolblue	\$30.11M	\$9.64M	32.03%	
Costco	\$89.03M	\$34.79M	39.08%	
Croma	\$71.61M	\$28.54M	39.85%	
Currys (Dixons Carphone)	\$17.28M	\$5.84M	33.79%	
Digimarket	\$33.75M	\$13.78M	40.85%	
Ebay	\$129.67M	\$46.91M	36.18%	
Electricalsara Stores	\$14.29M	\$5.41M	37.83%	
Electricalsbea	\$9.82M	\$3.83M	39.03%	

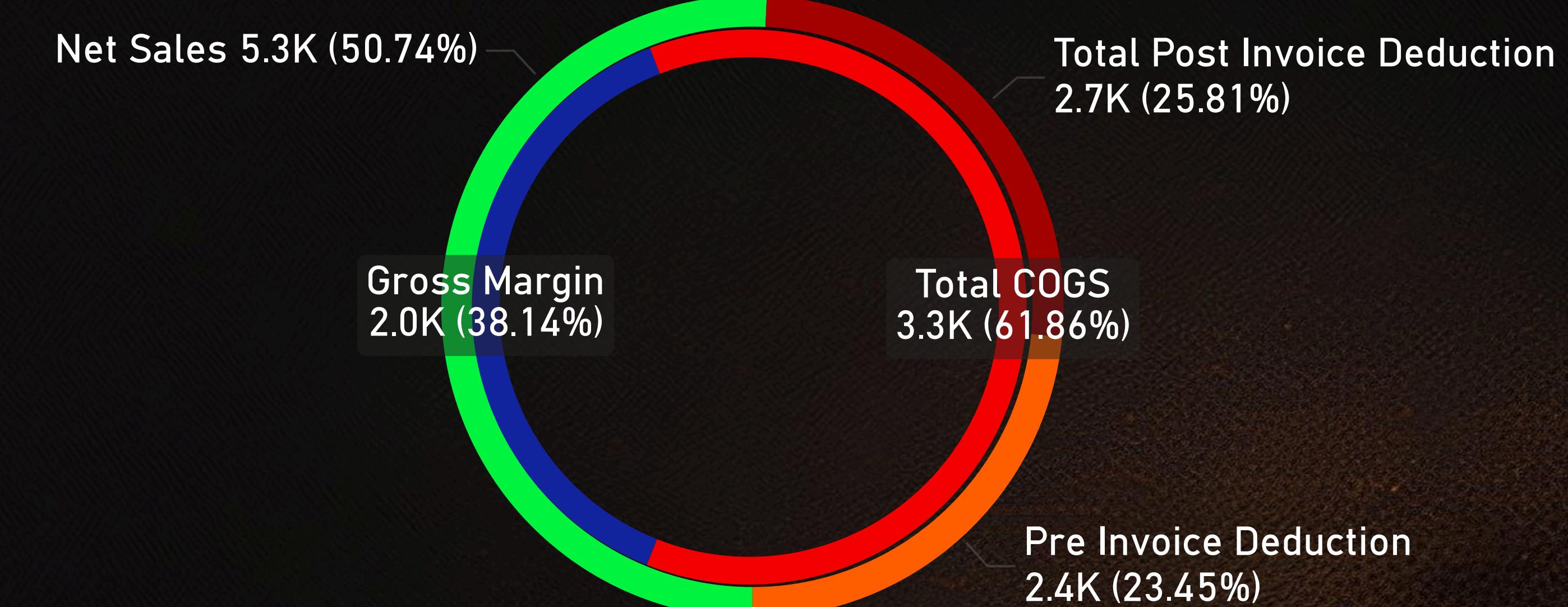
Performance Matrix

Gross Margin Variance %

0%



region ● APAC ● EU ● LATAM ● NA





FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY SEGMENT PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

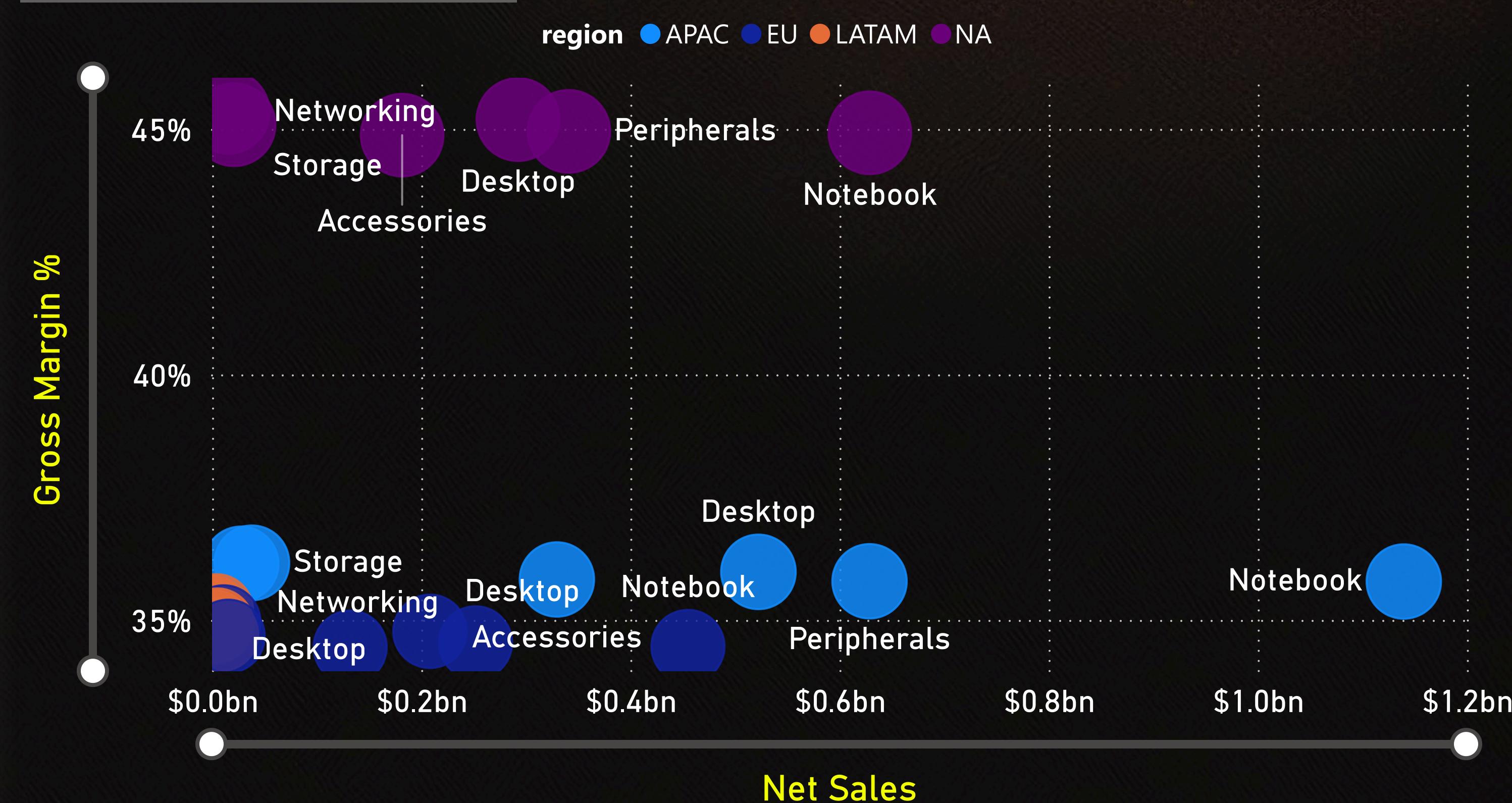
All values in Million \$

Region / Product / Customer Performance

Region

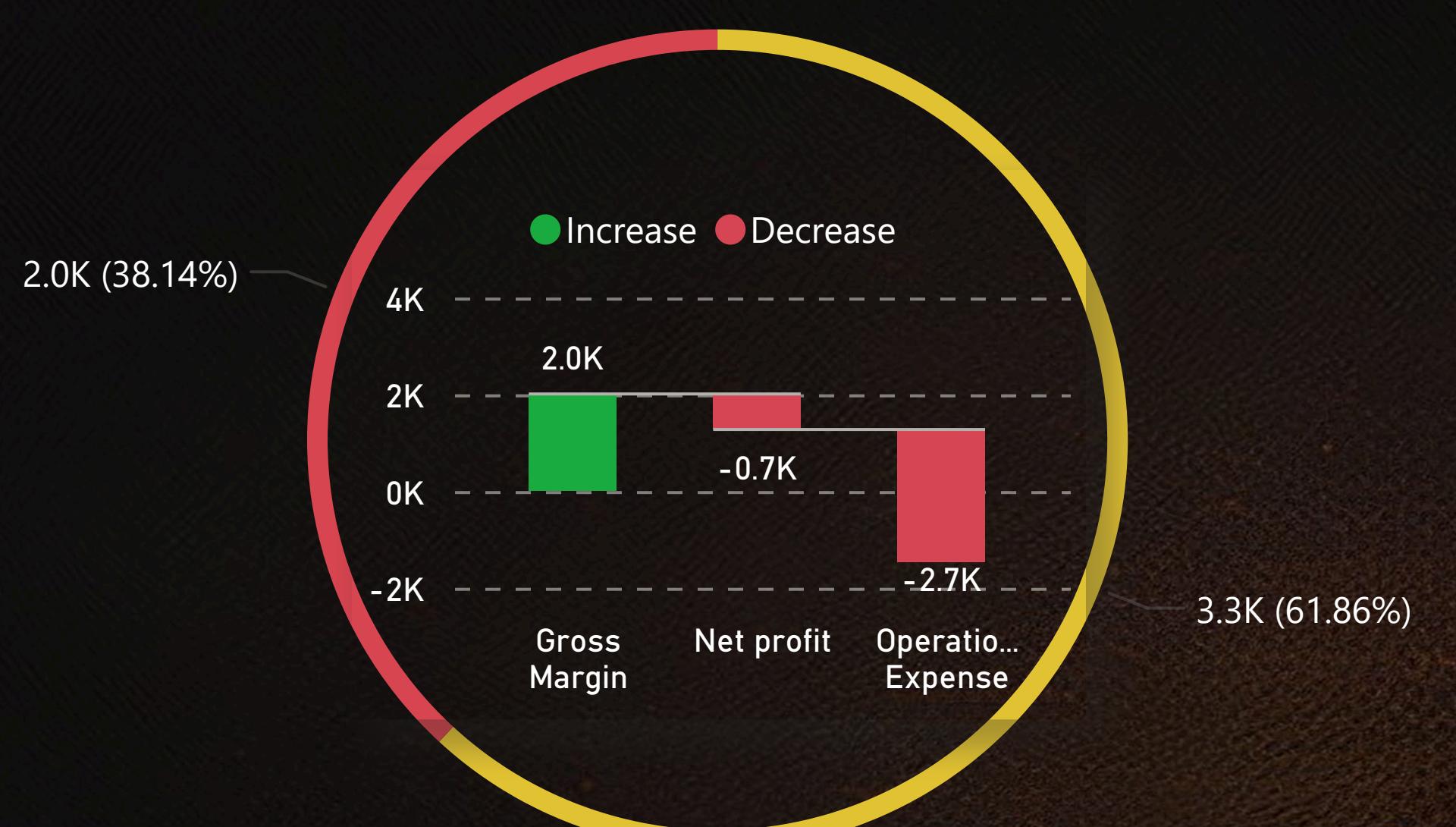
segment	Net Sales	Gross Margin	GM %	Net Profit	NP %
[+] Networking	\$54.59M	\$21.01M	38.49%	(\$7.42M)	-13.59%
[+] Desktop	\$1,027.81M	\$394.19M	38.35%	(\$141.22M)	-13.74%
[+] Storage	\$74.78M	\$28.68M	38.36%	(\$10.29M)	-13.77%
[+] Accessories	\$646.29M	\$246.13M	38.08%	(\$90.46M)	-14.00%
[+] Peripherals	\$1,226.77M	\$467.08M	38.07%	(\$171.78M)	-14.00%
[+] Notebook	\$2,232.94M	\$850.36M	38.08%	(\$313.40M)	-14.04%
Total	\$5,263.18M	\$2,007.45M	38.14%	(\$734.57M)	-13.96%

Net Profit %



Unit Economics

Description ● Total COGS ● Gross Margin





FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY SEGMENT PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP = Net Profit | Chg = Change
All values in Million \$

81.2%

BM: 80.21% (+1.2%)

Forecast Accuracy

- 3.47M

BM: -0.75M (-361.97%)

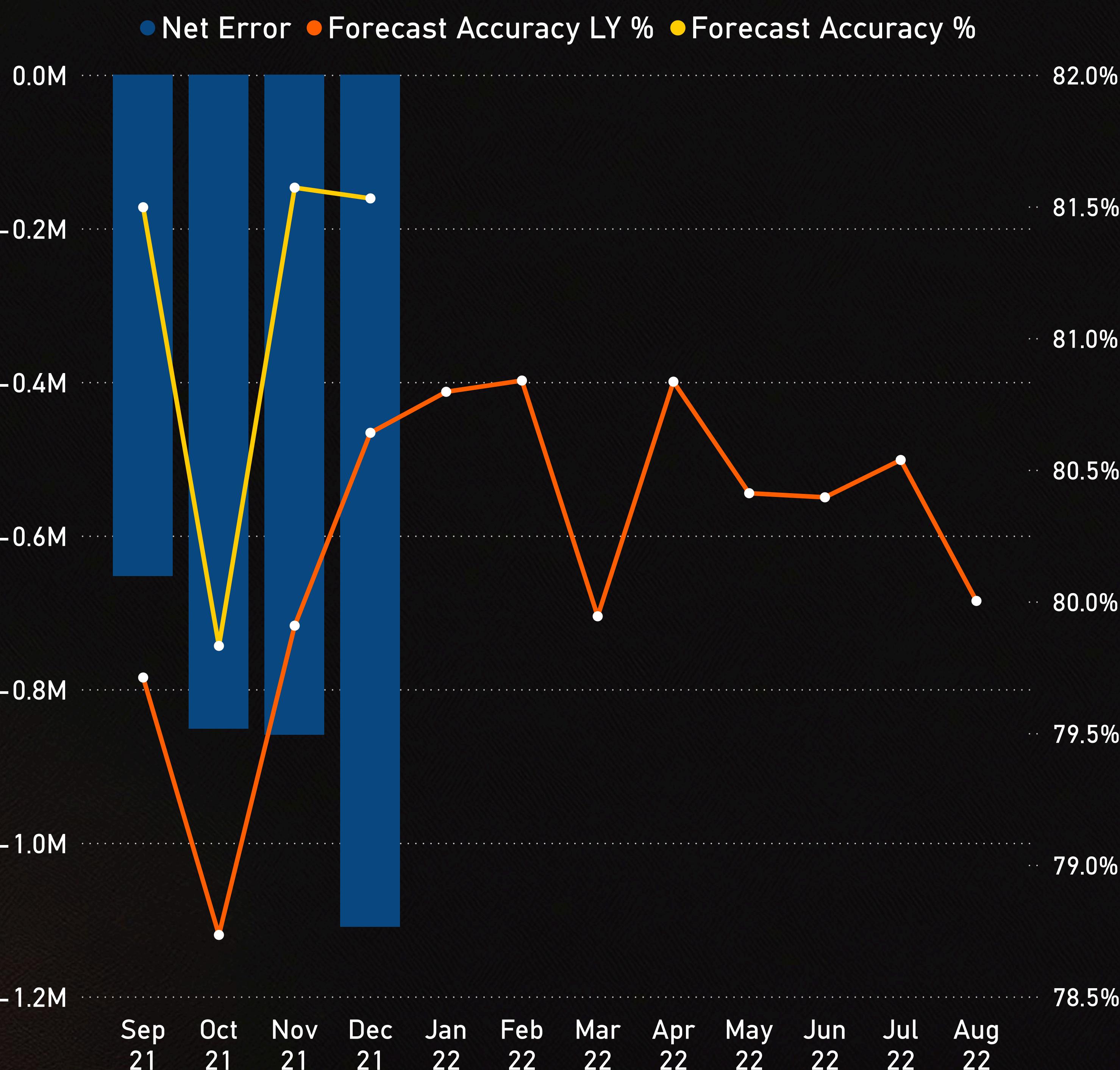
Net Error

6.90M

BM: 9.78M (-29.46%)

ABS Error

Accuracy / Net Error Trend



Key Metrics By Customer

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Networking	93.1%	90.40%	-0.01M	-1.69%	OOS
Desktop	87.5%	84.37%	0.08M	10.24%	EI
Storage	71.5%	83.54%	-0.63M	-25.61%	OOS
Peripherals	68.2%	83.23%	-3.20M	-31.83%	OOS
Notebook	87.2%	79.99%	-0.05M	-1.69%	OOS
Accessories	87.4%	77.66%	0.34M	1.72%	EI
Total	81.2%	80.21%	-3.47M	-9.48%	OOS

Key Metrics By Product

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Leader	48.7%	24.45%	0.17M	10.98%	EI
Sage	50.7%	33.58%	0.15M	10.06%	EI
Costco	51.9%	49.42%	0.10M	15.79%	EI
Path	50.6%	45.53%	0.09M	14.91%	EI
Circuit City	46.2%	35.02%	0.09M	16.55%	EI
walmart	54.8%	50.12%	0.08M	12.08%	EI
Acclaimed Stores	57.7%	50.69%	0.08M	10.74%	EI
BestBuy	46.6%	35.31%	0.08M	16.72%	EI
Staples	54.4%	49.38%	0.08M	11.51%	EI
Total	81.2%	80.21%	-3.47M	-9.48%	OOS



FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY/SEGMENT/PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

\$5.26bn
BM: \$1.66bn (+216.71%)

Net Sales

38.14%
BM: 0.37 (+4.31%)

Gross Margin %

-13.96%
BM: -0.07 (-102.3%)

Net Profit %

81.2%
BM: 80.21% (+1.2%)

Forecast Accuracy

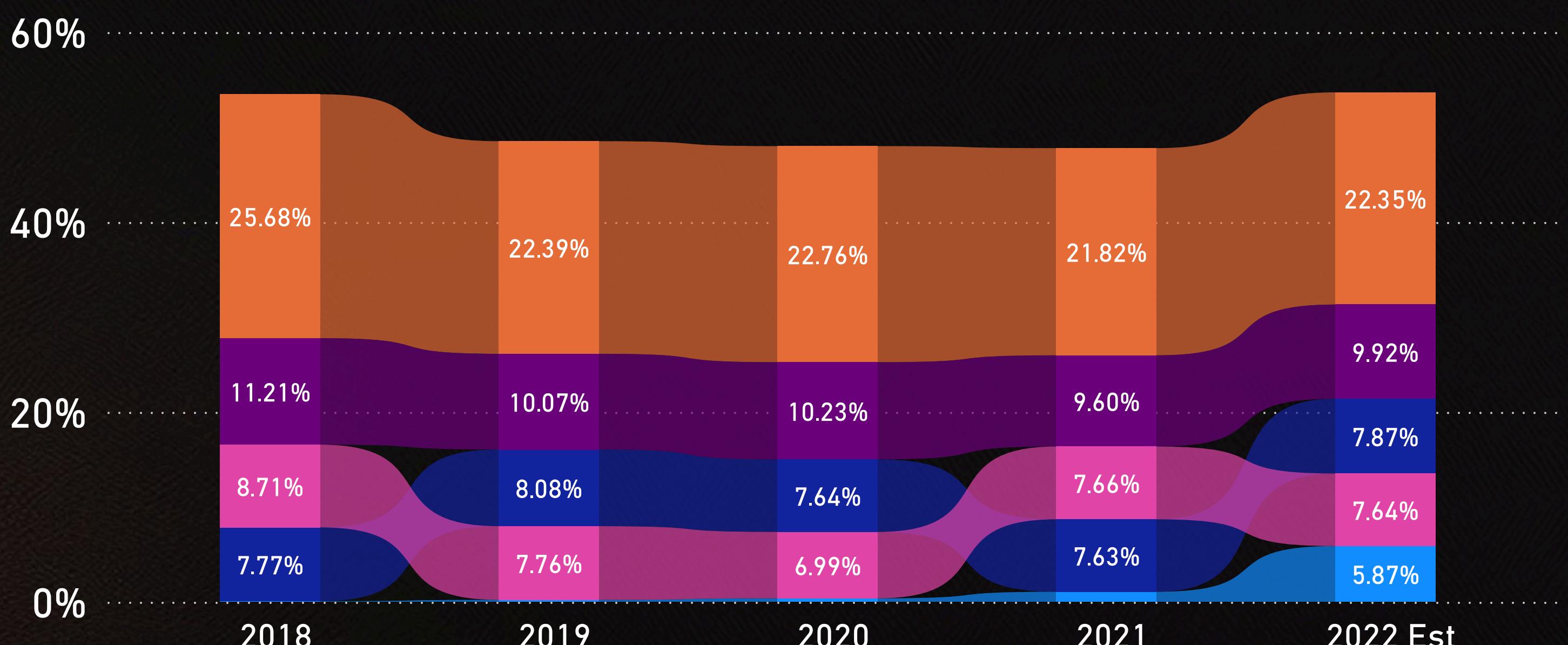
Channel

Key Insights By Sub Zone

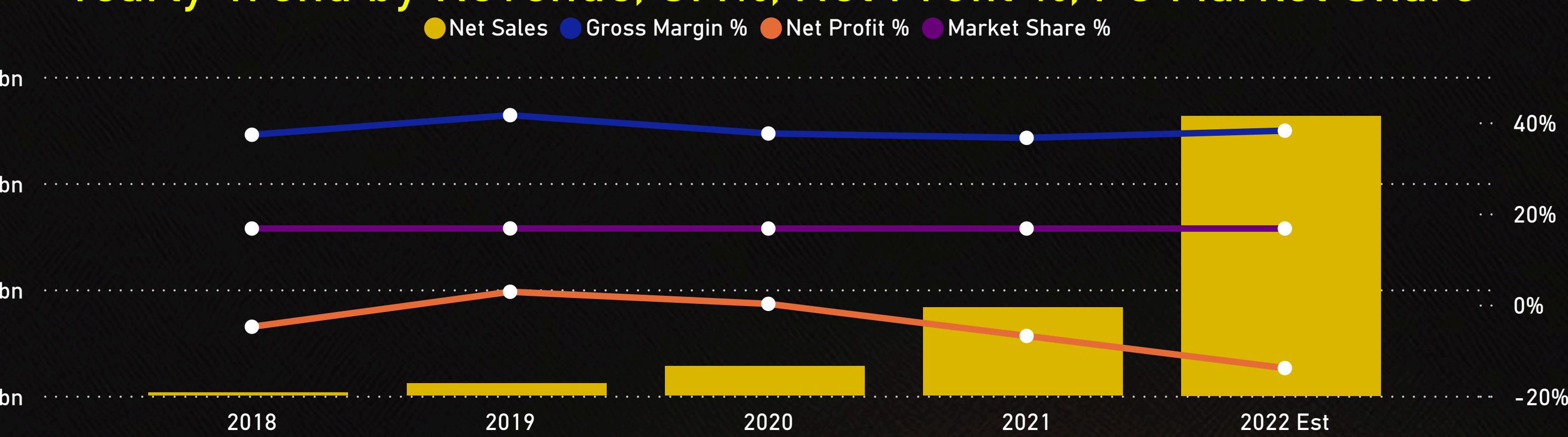
sub_zone	Net Sales	RC %	Gross Margin %	Net Profit %	Atliq's Market Share %	Net Error %	Risk
India	\$1,991.50M	25.6%	34.96%	-21.65%	5.1%	0.21%	EI
LATAM	\$33.83M	0.4%	35.17%	-0.46%	0.1%	0.32%	EI
NE	\$965.30M	12.4%	34.66%	-13.09%	2.5%	4.92%	EI
ANZ	\$401.49M	5.2%	42.35%	-1.23%	0.5%	-1.16%	OOS
NA	\$1,993.94M	25.7%	43.13%	-13.07%	1.8%	-3.79%	OOS
Total	\$7,768.90M	100.0%	37.85%	-10.88%	2.3%	-1.97%	OOS

PC Market Share Trend - AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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



Top 5 Products By Revenue

product	Revenue Contribution %	Gross Margin %
AQ HOME Allin1 Gen 2	4.1%	38.09%
AQ BZ Allin1 Gen 2	3.7%	38.58%
AQ BZ Allin1	3.6%	37.44%
AQ BZ Compact	3.4%	37.63%
Total	18.0%	37.88%