



Harshith V C



Overview

Sales

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Business Insights 360 Dashboard

Net Sales

\$4.97bn

LY: \$1,232M (303.2% ↑)

Net Profit %

-11.64%

LY: -4.52% (157.2% ↑)

GM \$

\$4.97bn

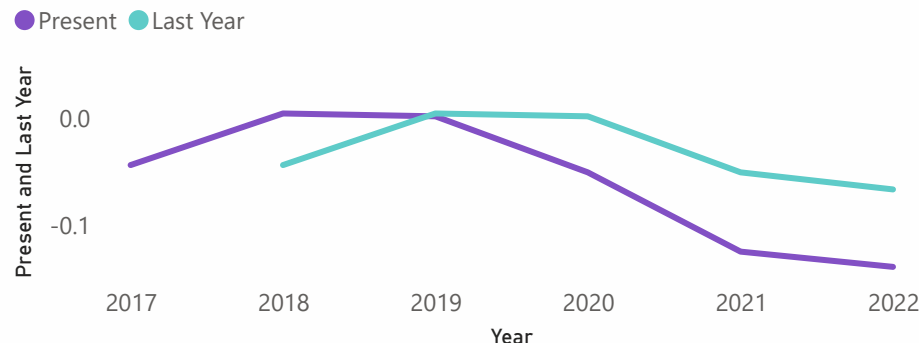
LY: \$457M (311.5% ↑)

Forecast Accuracy %

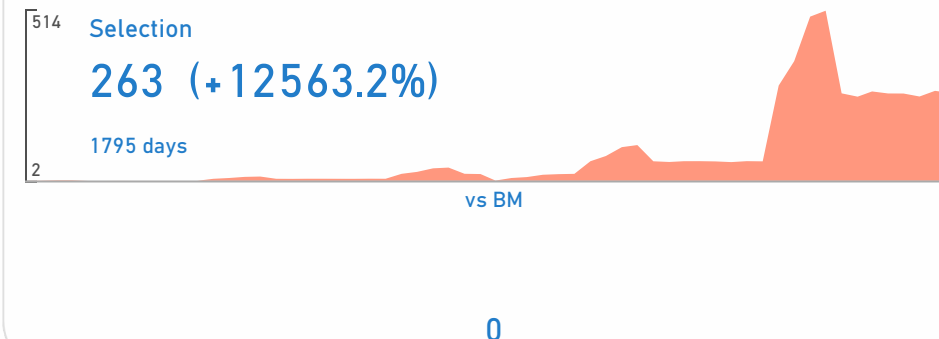
79.83%

LY: 79.26% (0.7% ↑)

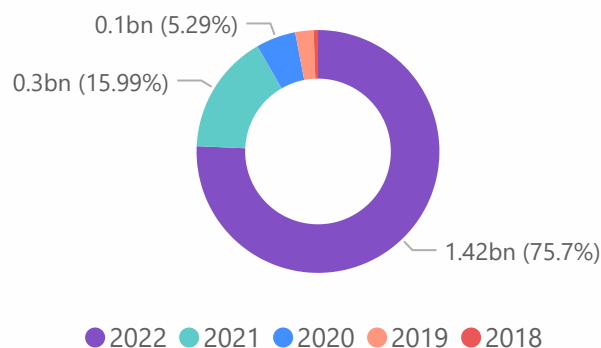
Net Profit Over Time



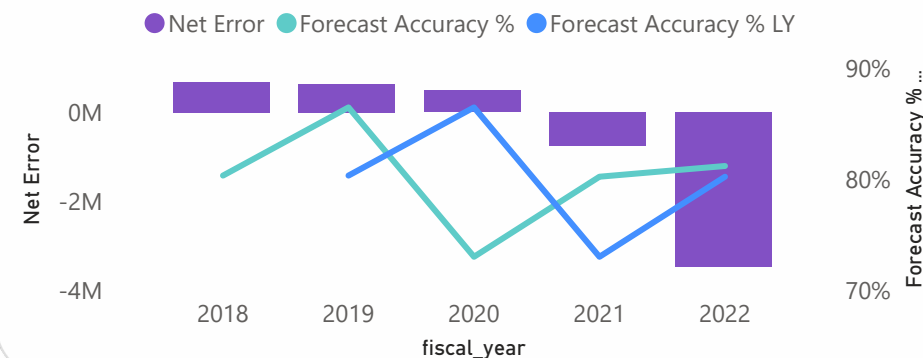
Net Sales Performance Over Time



GM \$ by Year



Accuracy / Net Error Trend





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Gross Margin

1.42bn✓

Goal: 300.63M (+373.3%)

Gross Sales

\$7,370.14M✓

Goal: \$1,664.64M (+342.75%)

Net Sales

\$3,736.17M✓

Goal: 823.85M (+353.5%)

Sales Qty

27.51M!

Goal: \$86.82M (-68.32%)

Fiscal Year

2018

2019

2020

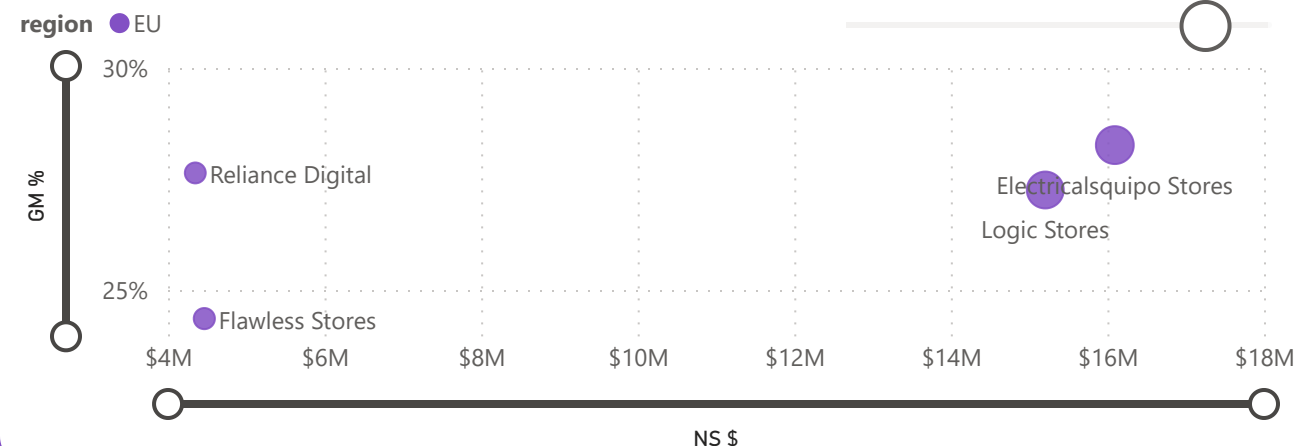
2021

2022

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%
Total	\$1,651.45M	645.12M	39.06%

Performance Matrix

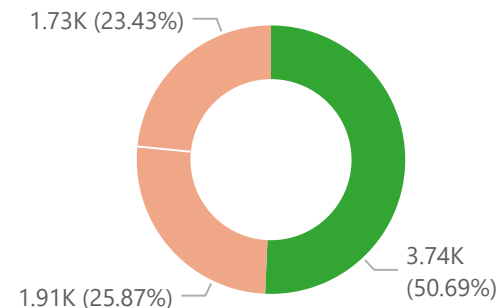


Product Performance

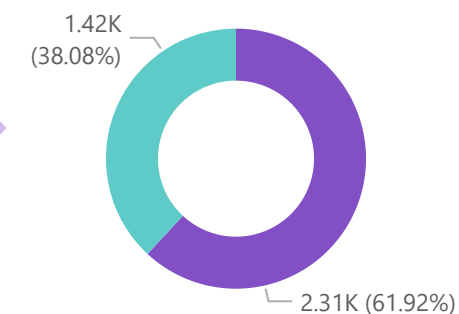
segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics

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



● Total COGS ● Gross Margin





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Fiscal Year

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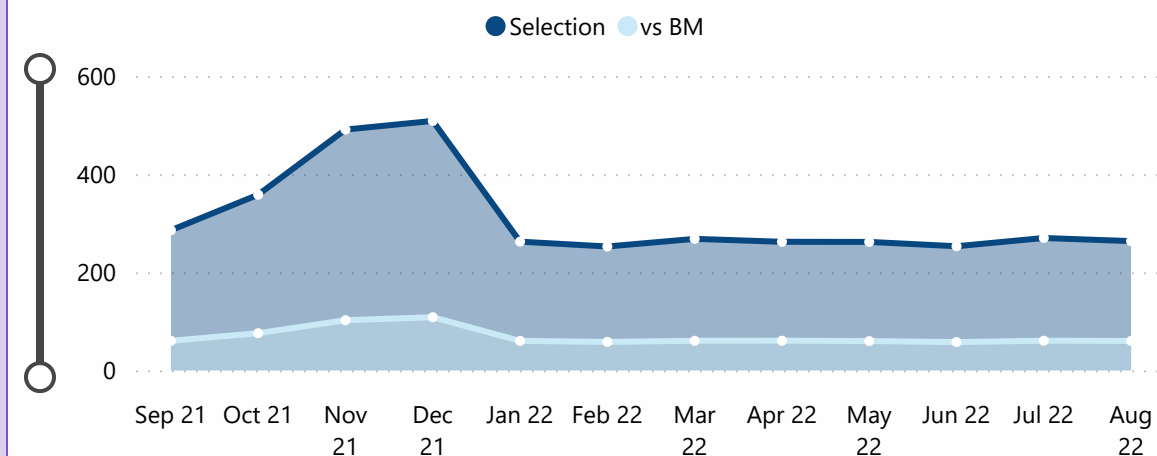
2021

2022

P&L Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

Net Sales Performance Over Time



region	P & L values	P & L Chg %
⊕ APAC	1,923.77	335.27
⊕ EU	775.48	286.26
⊕ LATAM	14.82	368.40
⊕ NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L Chg %
⊕ Accessories	454.10	85.46
⊕ Desktop	711.08	1,431.55
⊕ Networking	38.43	-14.89
⊕ Notebook	1,580.43	493.06
⊕ Peripherals	897.54	439.03
⊕ Storage	54.59	0.32
Total	3,736.17	353.50



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GM %

38.08%✓

Goal: 36.49% (+4.37%)

NS \$

\$3.74bn✓

Goal: 823.85M (+353.5%)

NP %

-13.98%!

Goal: -6.63% (-110.79%)

NS \$

\$3.74bn✓

Goal: 823.85M (+353.5%)

Fiscal Year

2018

2019

2020

2021

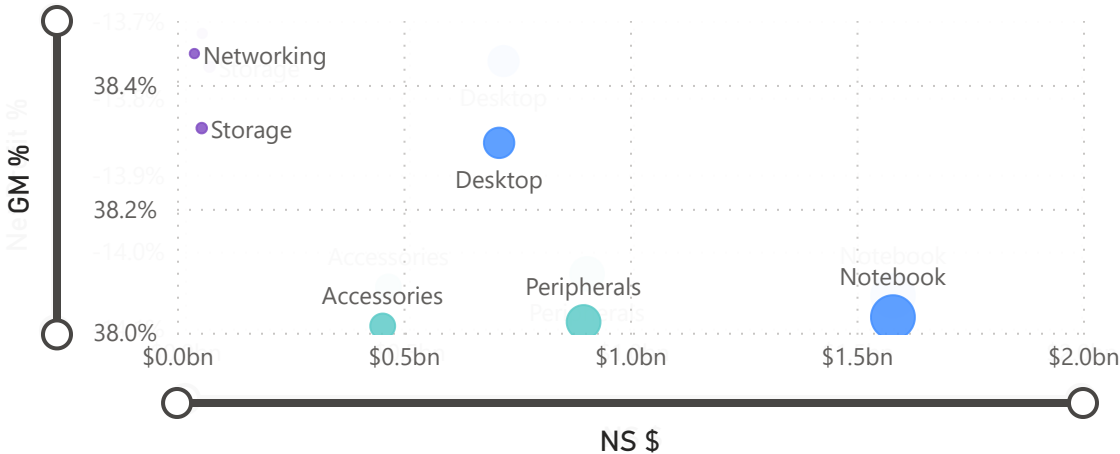
2022

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

GM % Visual

NP%

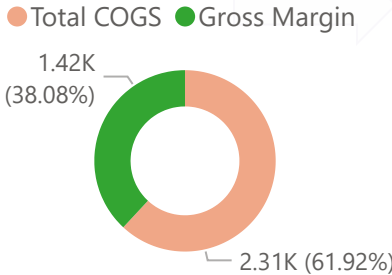
division ● N & S ● P & A ● PC



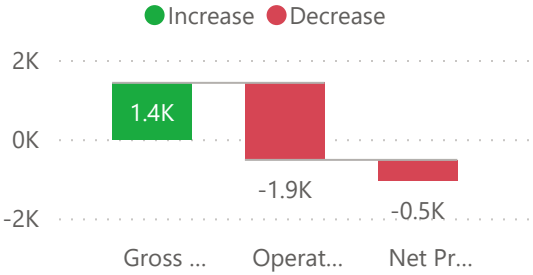
region	NS \$	GM \$	Net Profit \$	Net Profit %
⊕ APAC	\$1,923.77M	690.21M	-281.16M	-14.62%
⊕ EU	\$775.48M	267.80M	-95.52M	-12.32%
⊕ LATAM	\$14.82M	5.19M	-0.44M	-2.95%
⊕ NA	\$1,022.09M	459.68M	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	-522.42M	-13.98%

Unit Economics

P & L values by Description



P & L values by Description





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Forecast Accuracy %

81.17%✓

Goal: 80.21% (+1.2%)

Net Error

-3.47M !

Goal: -0.75M (-361.97%)

ABS Error

6.9M !

Goal: 9.78M (-29.46%)

Forecast Qty

36.64M✓

Goal: 36.64M (+0%)

Fiscal Year

2018

2019

2020

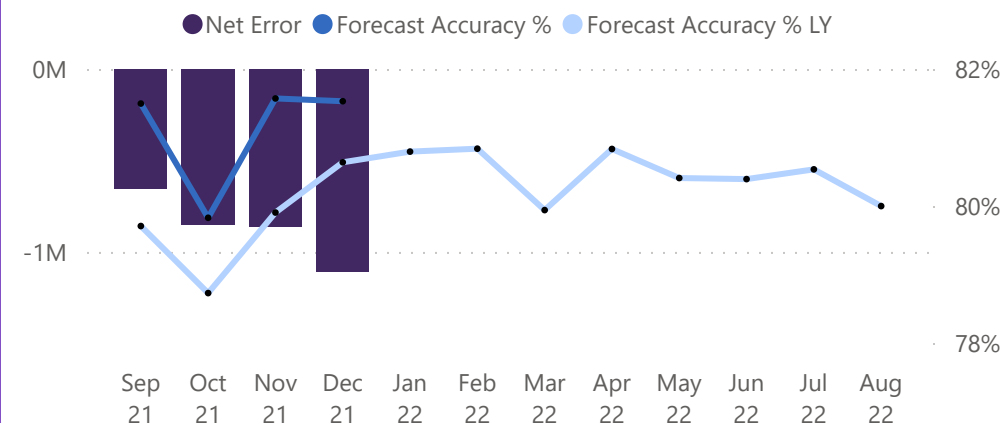
2021

2022

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Electricalsbea	55.74%	51.56%	-6352	-9.56%	OOS
Stores					
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos	54.78%	56.08%	-23040	-17.60%	OOS
(Sainsbury's)					
Power	54.06%	56.72%	-11212	-10.18%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Leader	48.72%	24.45%	166751	10.98%	EI
Electricalsara	48.62%	52.02%	-11256	-11.41%	OOS
Stores					
Euronics	45.25%	60.79%	-67489	-37.39%	OOS
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Neptune	41.24%	46.22%	-49381	-5.49%	OOS
Integration	39.62%	48.00%	-15912	-20.97%	OOS
Stores					
Epic Stores	32.38%	52.19%	-61593	-37.53%	OOS
Media Markt	28.17%	53.40%	-101119	-56.47%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.92%	OOS
Elite	20.90%	51.48%	-80439	-55.95%	OOS
Total	75.71%	76.48%	-848205	-11.41%	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
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



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Net Sales

\$267.98M✓

Goal: 111.37M (+140.61%)

Gross Margin

37.10%!

Goal: 41.20% (-9.95%)

NP %

-0.85%!

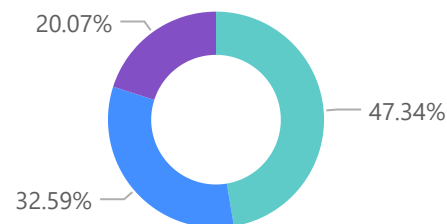
Goal: 2.21% (-138.68%)

Forecast Accuracy %

72.99%!

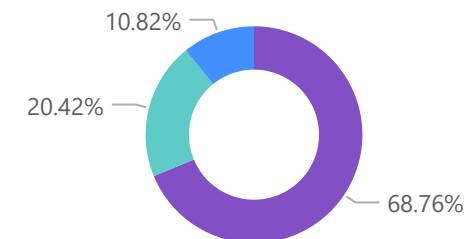
Goal: 86.45% (-15.57%)

P & A PC N & S



Revenue by Division

Retailer Direct Distributor

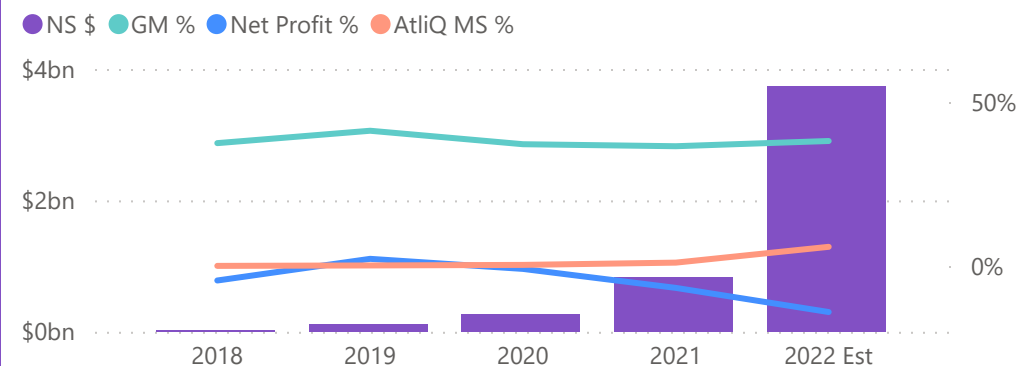


Revenue by Channel

Key Insights By Sub Zone

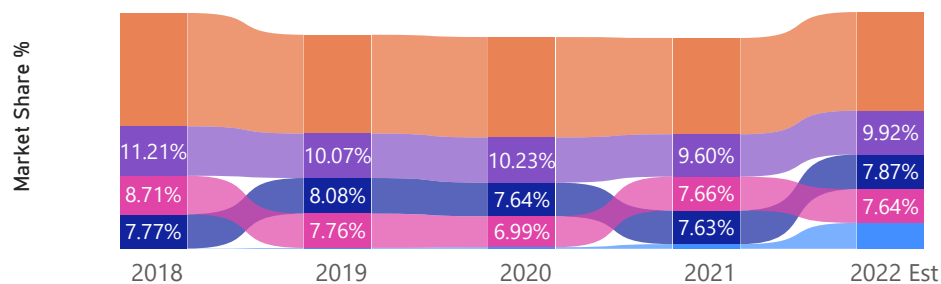
Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
ANZ	\$16.8M	6.27%	42.4%	12.6%	0.10%	24.23%	EI
NE	\$30.7M	11.45%	38.0%	-4.6%	0.34%	8.34%	EI
ROA	\$66.5M	24.80%	38.1%	8.9%	0.57%	9.35%	EI
SE	\$25.1M	9.37%	37.6%	7.0%	1.07%	11.01%	EI
NA	\$62.2M	23.21%	39.3%	-1.8%	0.27%	-22.10%	OOS
Total	\$201.3M	75.10%	38.8%	3.6%	0.33%	3.39%	EI

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



PC Market Share Trend - AtliQ & Competitors

Manufacturer atliq bp dale innovo pacer



Top 5 Customers by Revenue

customer	NS \$	RC %	Net Profit %	GM %
Acclaimed Stores	\$3.73M	1.39%	1.74%	37.09%
All-Out	\$0.21M	0.08%	5.90%	38.69%
Amazon	\$49.77M	18.57%	0.25%	37.96%
Argos	\$0.95M	0.35%	-2.25%	30.83%
Total	\$267.98M	100.00%	-0.85%	37.10%