



## Business Insights 360



### Info

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



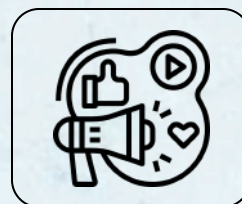
### Finance View

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



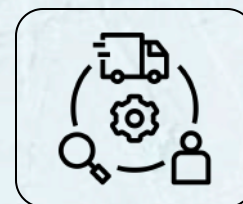
### Sales View

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



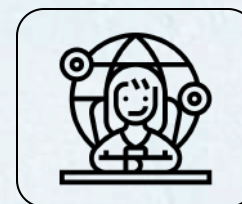
### Marketing View

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

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  
All

customer  
All

segment, category, pro...  
All

YTD

YTG

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4



**\$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 %**

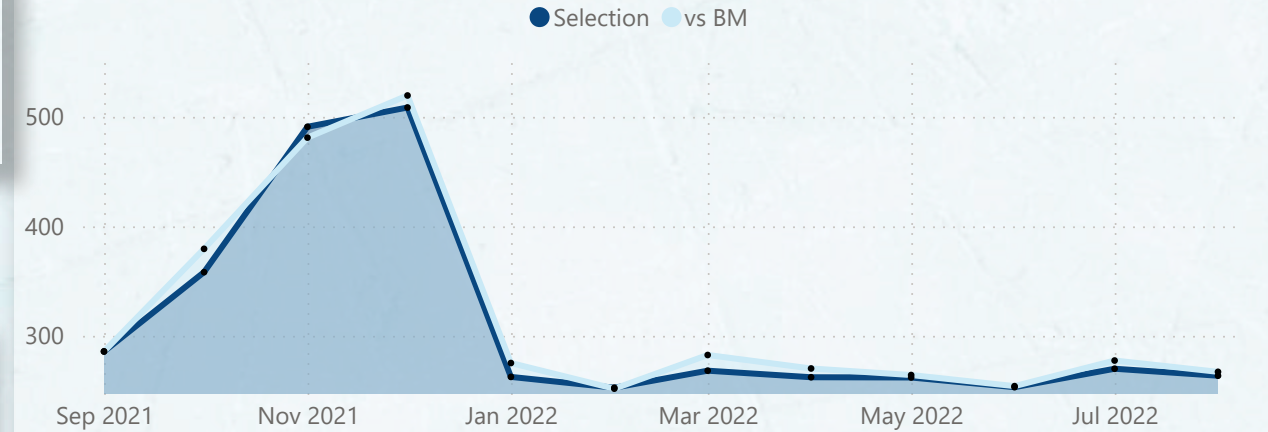
### Profit and Loss Statement

Line Item	2022 Est	BM	YoY Chg	YoY 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	35.47			
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 YOY 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 YOY Chg %
Accessories	454.10	-88.07
Desktop	711.08	-81.32
Networking	38.43	-98.99
Notebook	1,580.43	-58.49
Peripherals	897.54	-76.42
Storage	54.59	-98.57
<b>Total</b>	<b>3,736.1</b>	<b>-1.86</b>

BM = Benchmark, LY = Last year





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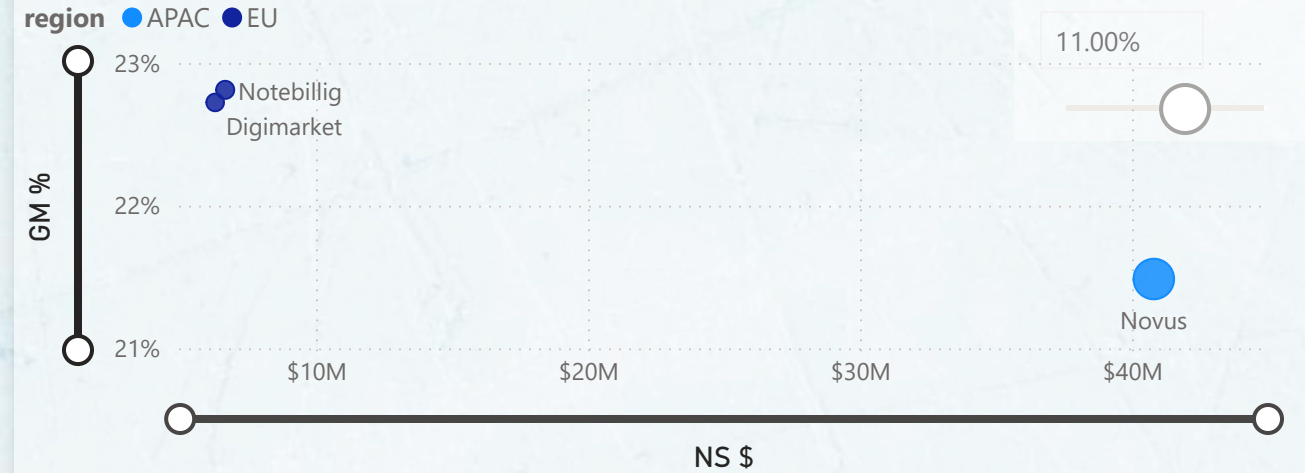
## Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chio 7	\$25.62M	9.26M	36.14%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Performance Matrix

vs LY

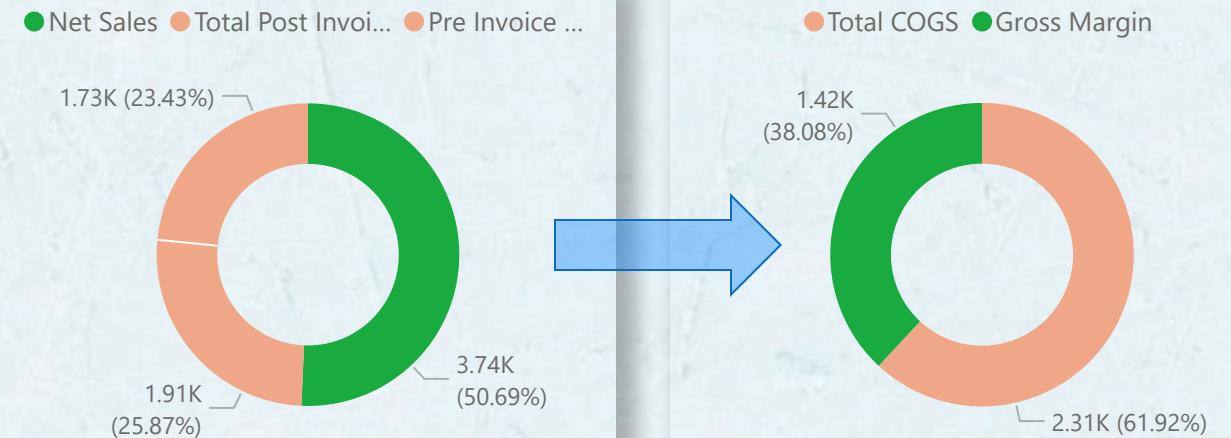
vs Target



## Product Performance

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

## Unit Economics







region, market  
All

customer  
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segment, category, pro...  
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## 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%

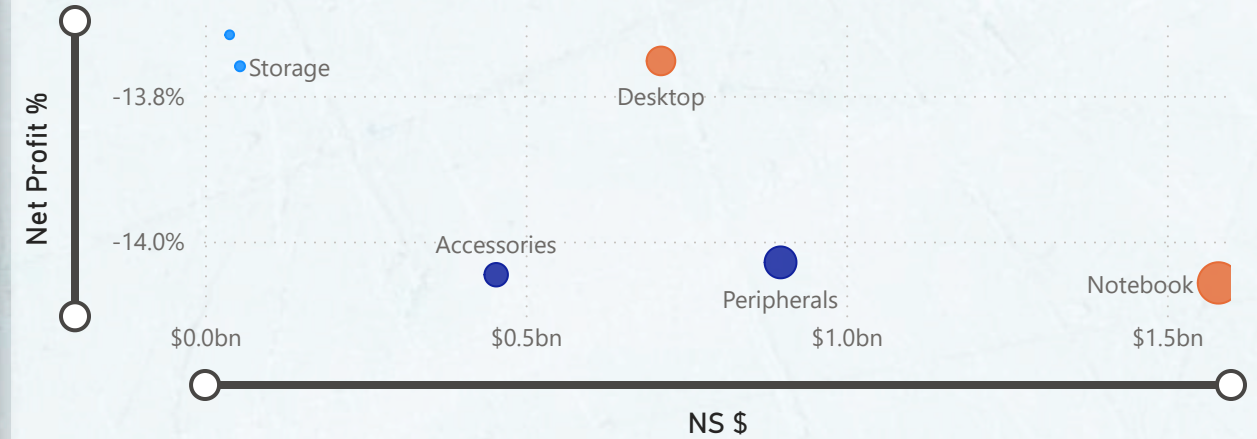
Show GM %

## Performance Matrix

vs LY

vs Target

division ● N & S ● P & A ● PC

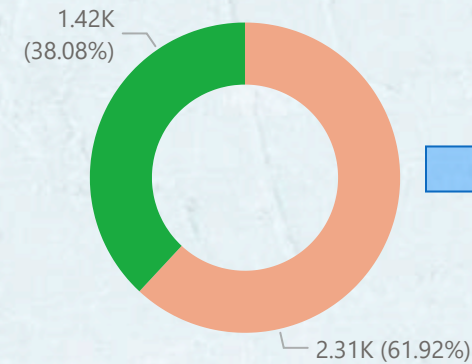


## Region / Market / Customer Performance

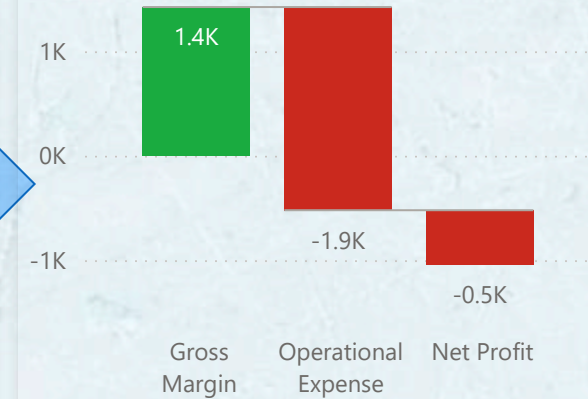
region	NS \$	GM \$	GM %	Net Profit	Net Profit %
⊕ NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
⊕ LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊕ EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊕ APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease







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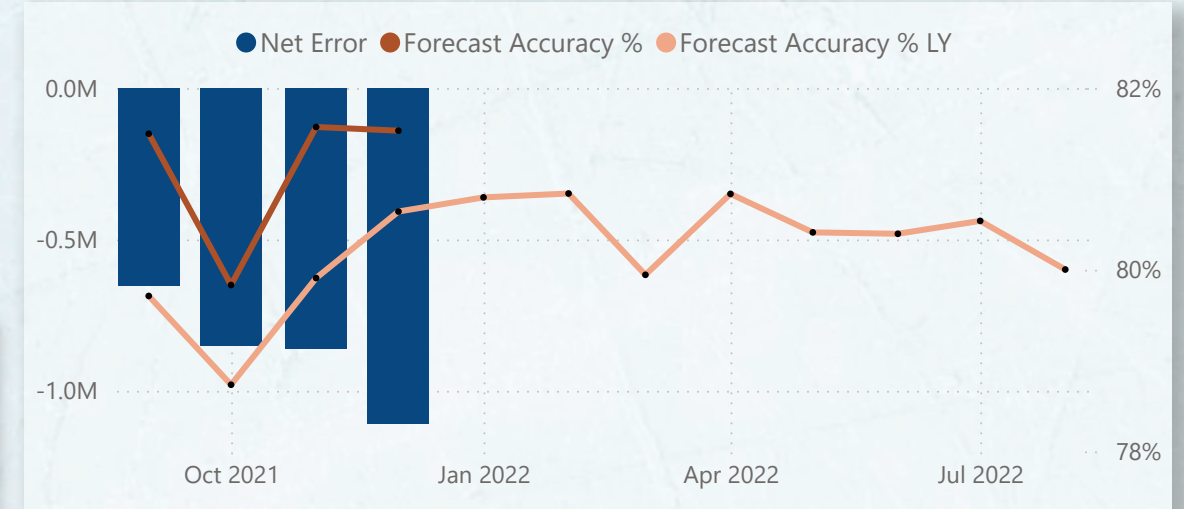
Q3

Q4

## Accuracy / Net Error Trend

vs LY

vs Target



## Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
AtliQ Exclusive	70.35%	-359242	-11.91%	71.69%	OOS
Expert	62.93%	-26489	-6.75%	60.67%	OOS
Acclaimed Stores	57.74%	83037	10.74%	50.69%	EI
Electricalsbea Stores	55.74%	-6352	-9.56%	51.56%	OOS
Mbit	55.40%	-43470	-22.29%	62.34%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
walmart	54.78%	84334	12.08%	50.12%	EI
Staples	54.45%	79821	11.51%	49.38%	EI
Currys (Dixons Carphone)	54.29%	8104	6.00%	35.92%	EI
Flipkart	54.21%	-13616	-1.09%	52.59%	OOS
Power	54.06%	-11212	-10.18%	56.72%	OOS
Nomad Stores	53.44%	3394	1.34%	50.59%	EI
Radio Popular	52.94%	-49354	-18.61%	56.74%	OOS
Boulanger	52.69%	-48802	-20.21%	58.77%	OOS
Logic Stores	52.49%	6430	2.37%	51.44%	EI
Ebay	52.27%	-19127	-2.02%	50.49%	OOS
Total	81.17%	-3472690	-9.48%	80.21%	OOS

## Key Metrics by Product

segment	Forecast Accuracy %	Net Error	Net Error %	Risk
Accessories	87.42%	341468	1.72%	EI
Batteries	55.82%	-920667	-44.18%	OOS
AQ LION x1	54.71%	-221591	-45.29%	OOS
AQ LION x2	58.91%	-203604	-41.09%	OOS
AQ LION x3	58.64%	-203553	-41.36%	OOS
AQ Mx NB	51.91%	-291919	-48.09%	OOS
Keyboard	92.06%	421416	5.23%	EI
Mouse	90.37%	840719	8.71%	EI
Desktop	87.53%	78576	10.24%	EI
Networking	93.06%	-12967	-1.69%	OOS
Notebook	87.24%	-47221	-1.69%	OOS
Peripherals	68.17%	-3204280	-31.83%	OOS
Total	81.17%	-3472690	-9.48%	OOS

EI = Excess Inventory , OOS = Out of Stock





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vs LY

vs Target

**\$3.74bn !**  
BM: 3.81bn (-1.86%)  
**Net Sales**

**38.08% !**  
BM: 38.34% (-0.66%)  
**GM %**

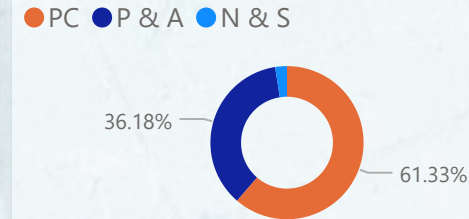
**-13.98% ✓**  
BM: -14.19% (+1.47%)  
**Net Profit %**

**81.17% ✓**  
LY: 80.21% (+1.2%)  
**Forecast Accuracy**

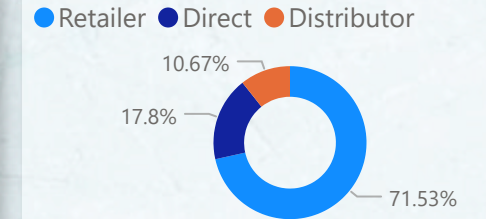
### Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	AtliQ MS %	Risk
SE	\$317.8M	8.5%	37.03%	↓	-4.00%	-55.47%	16.4% OOS
ROA	\$788.7M	21.1%	34.19%	↓	-6.32%	-4.56%	8.3% OOS
NE	\$457.7M	12.3%	32.80%	↓	-18.09%	-4.56%	6.8% OOS
NA	\$1,022.1M	27.4%	44.97%	↓	-14.22%	14.35%	4.9% EI
LATAM	\$14.8M	0.4%	35.02%	↓	-2.95%	3.37%	0.3% EI
India	\$945.3M	25.3%	35.75%	↓	-22.99%	-24.37%	13.3% OOS
ANZ	\$189.8M	5.1%	43.50%	↓	-7.39%	-37.61%	1.4% OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>-9.48%</b>	<b>5.9%</b>	<b>OOS</b>

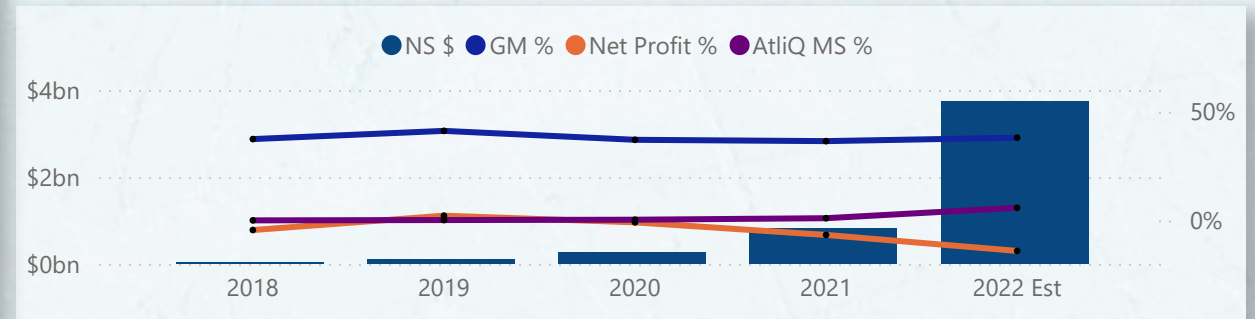
### Revenue by Division



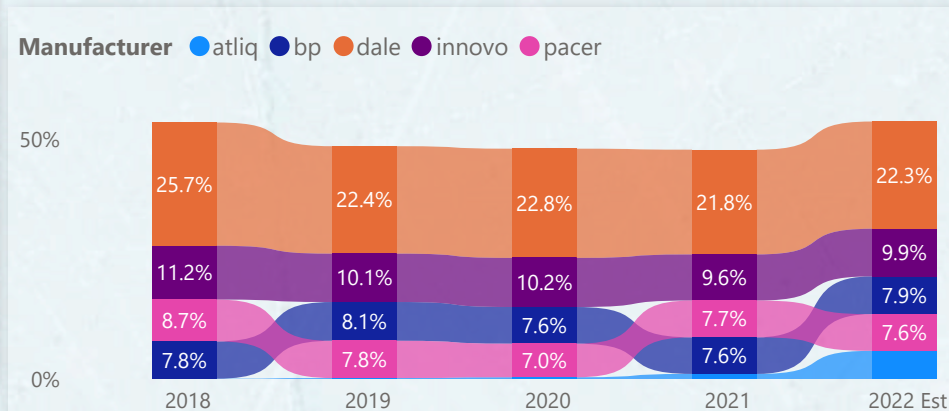
### Revenue by Channel



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



### PC Market Share Trend - Atliq & Competitors



### Top 5 Customer by Revenue

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

### Top 5 Product 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>