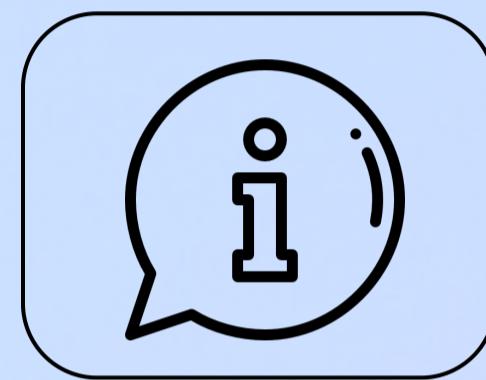


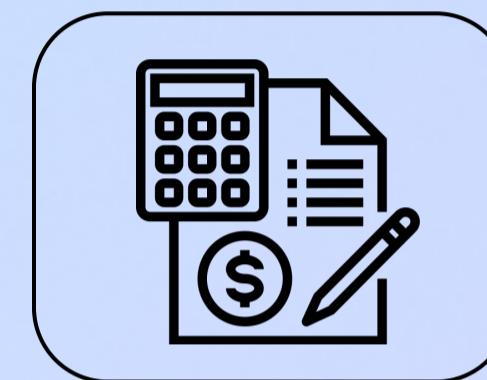


Business insights 360



Info.

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



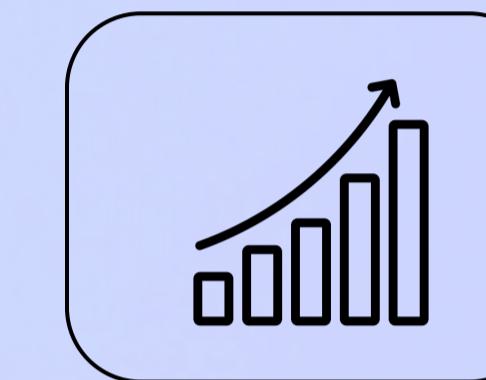
Finance view

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



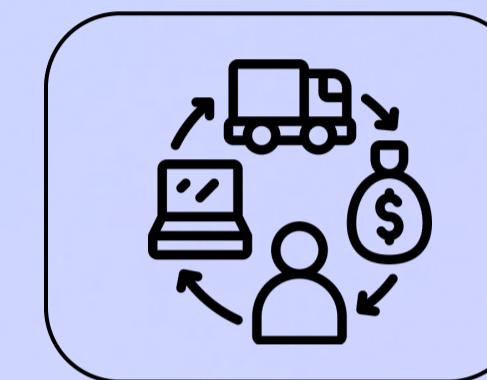
Sales view

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



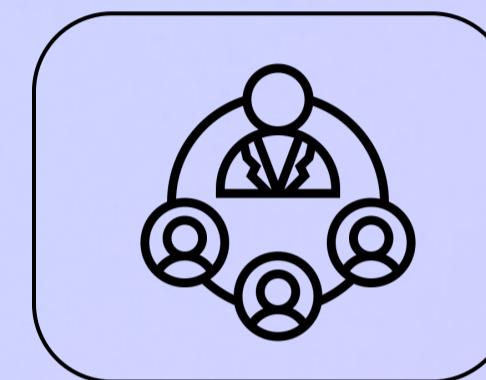
Marketing view

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



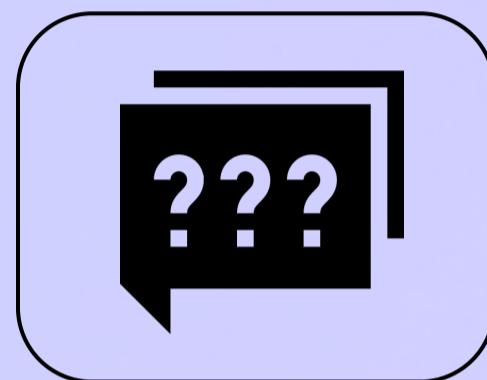
Supply chain view

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

All



customer

All



segment, cat...

All



2018

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

Vs LY

Vs
Target

Net Sales performance over time



\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

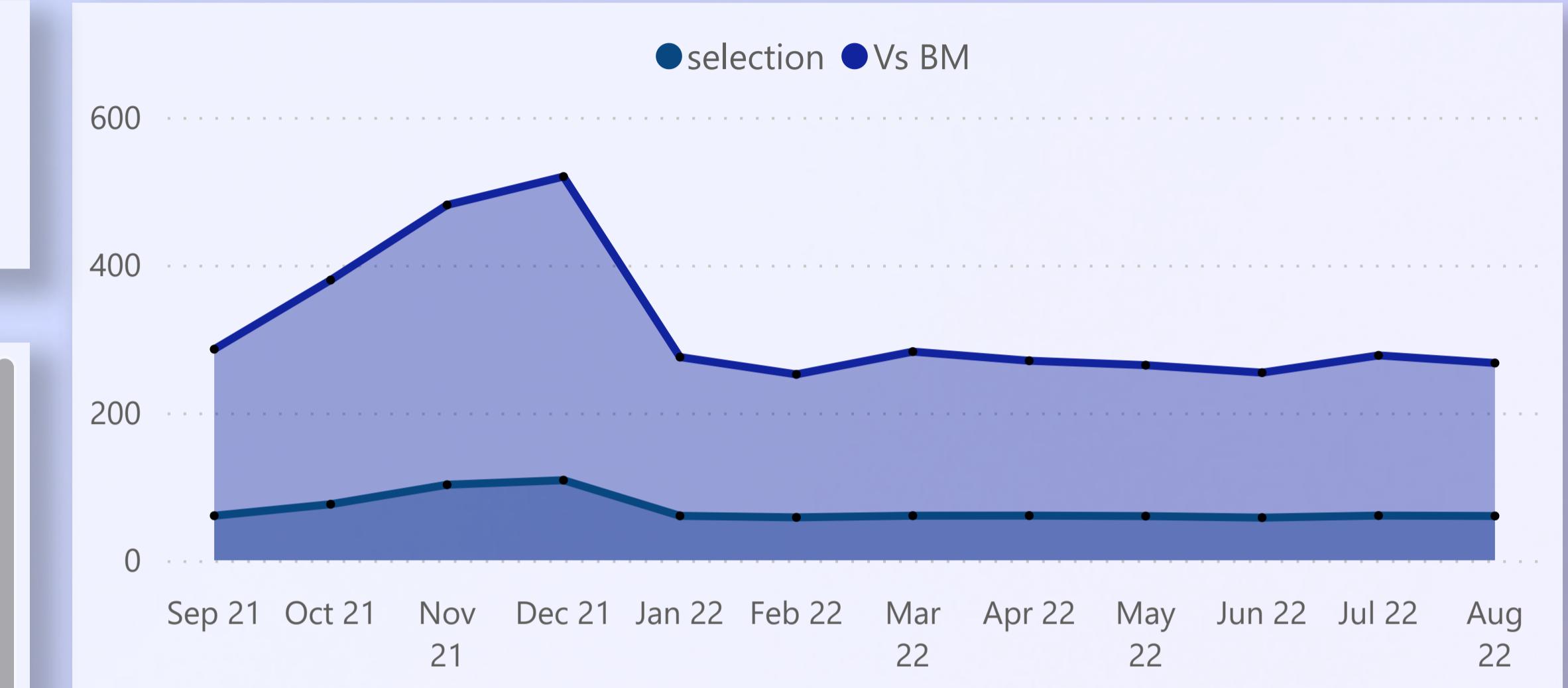
-13.98% ✓

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



Top / Bottom Products & Customer by Net Sales

region	P & L values	P & I YOY chg %
EU	775.48	-1.13
NA	1,022.09	-1.24
LATAM	14.82	-1.60
APAC	1,923.77	-2.48
Total	3,736.17	-1.86

segment	P & L values	P & I YOY chg %
Notebook	1,580.43	
Peripherals	897.54	
Desktop	711.08	
Accessories	454.10	
Storage	54.59	
Networking	38.43	
Total	3,736.17	-1.86

BM = Benchmark , LY= Last year



region, market

All



customer

All



segment, cat...

All



2018

2019

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2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

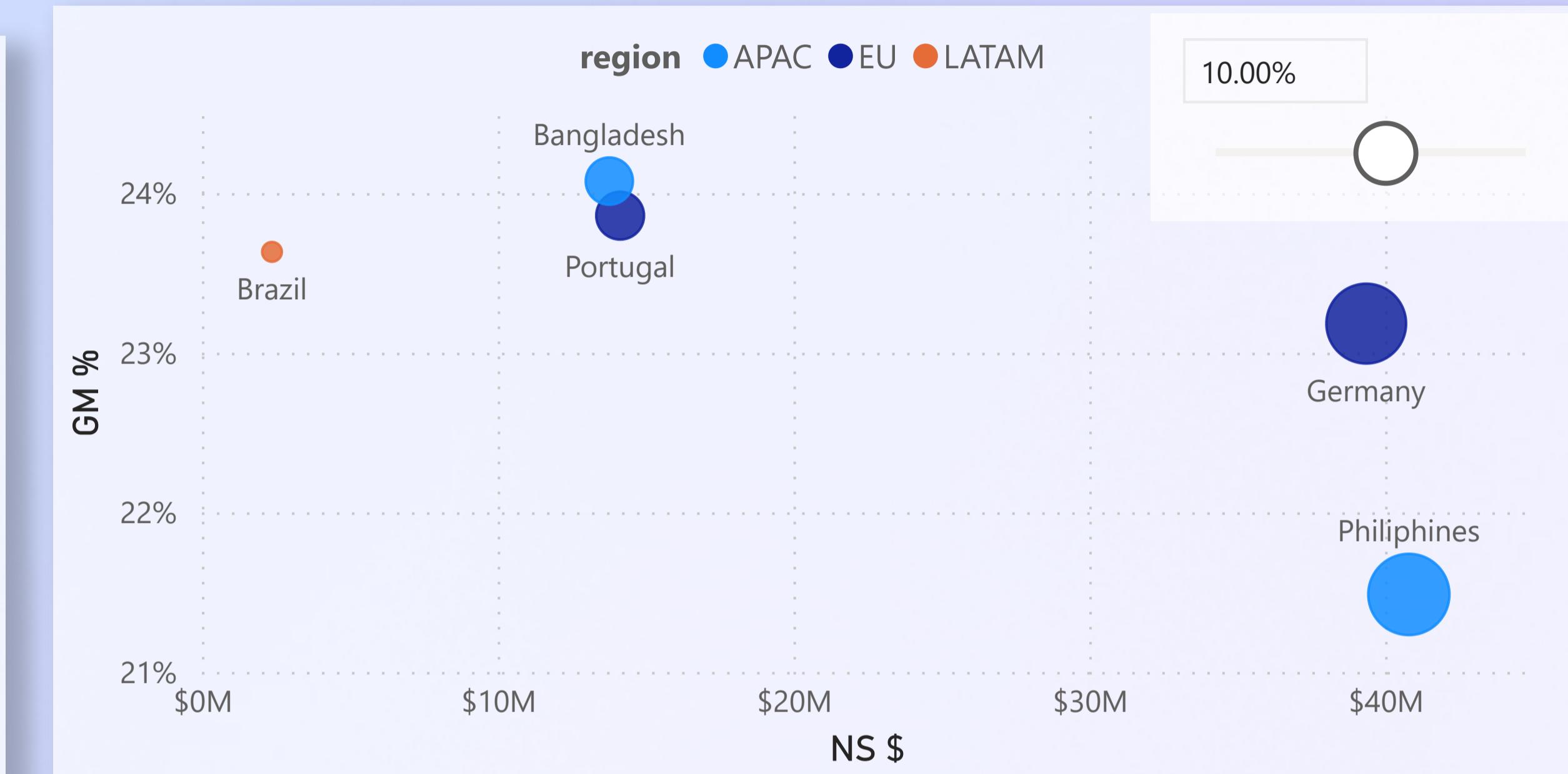
Customer Performance

Performance Matrix

Vs LY

Vs Target

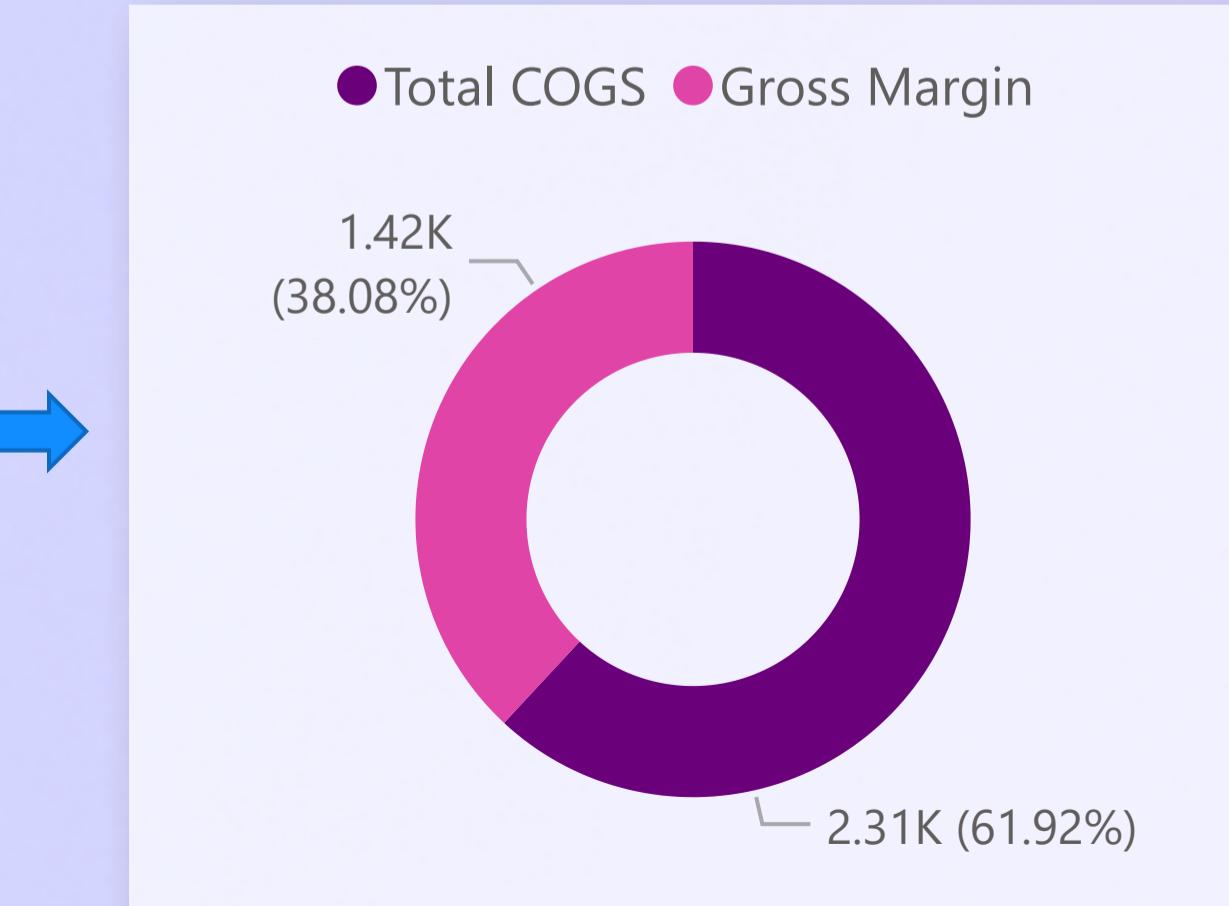
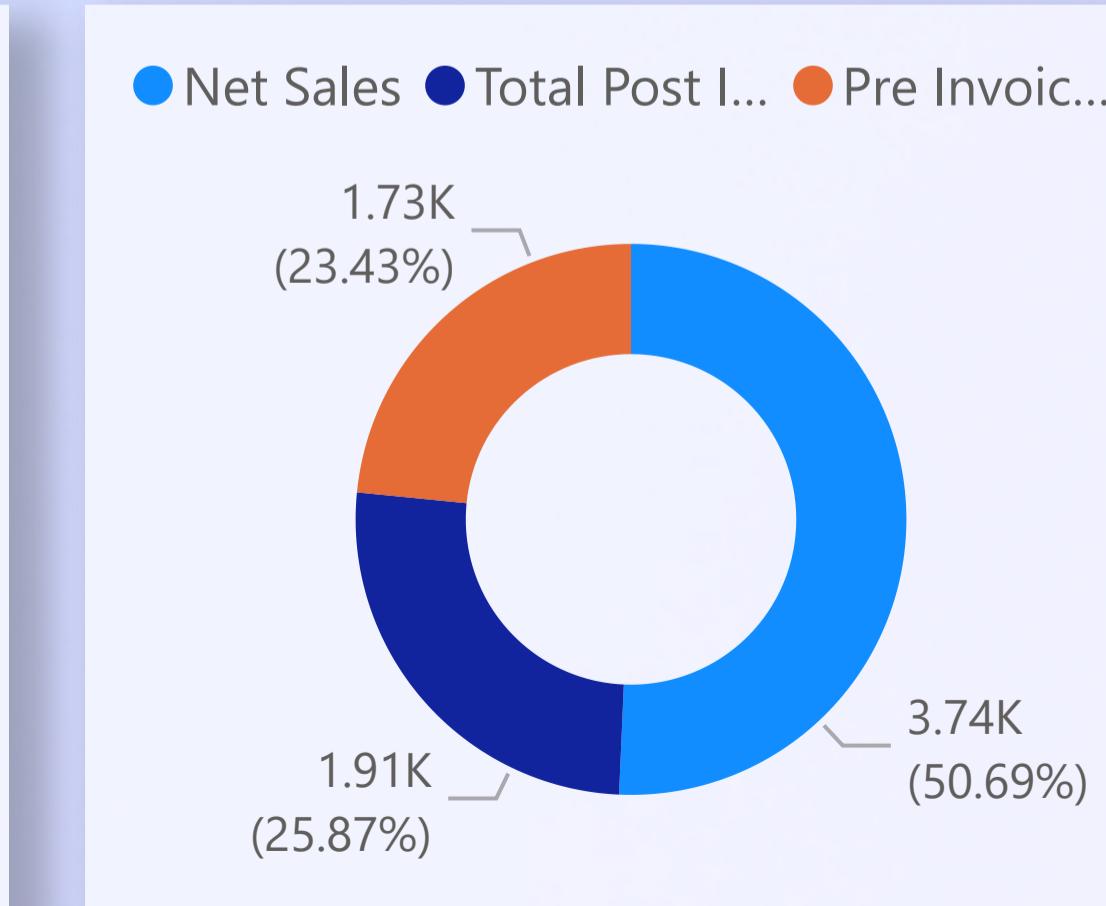
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Total	\$3,736.17M	1,422.88M	38.08%



Product Performance

Unit Economics Performance Matrix

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%
Total	\$3,736.17M	1,422.88M	38.08%





region, market

All



customer

All



segment, cat...

All



2018

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

Q3

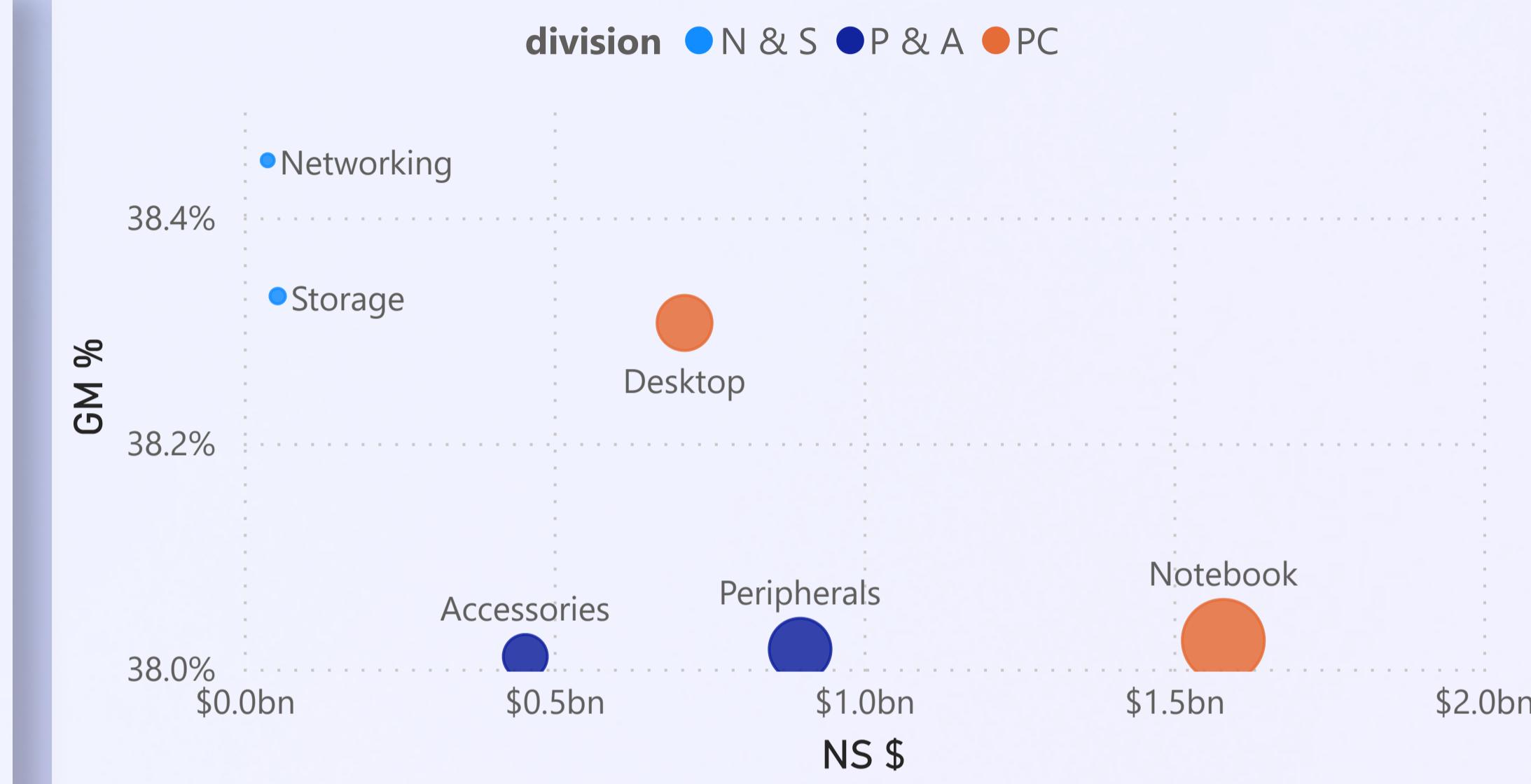
Q4

Product Performance

Show NP %

Performance Metrix

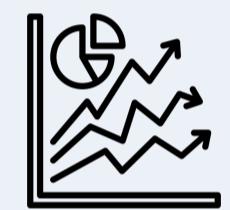
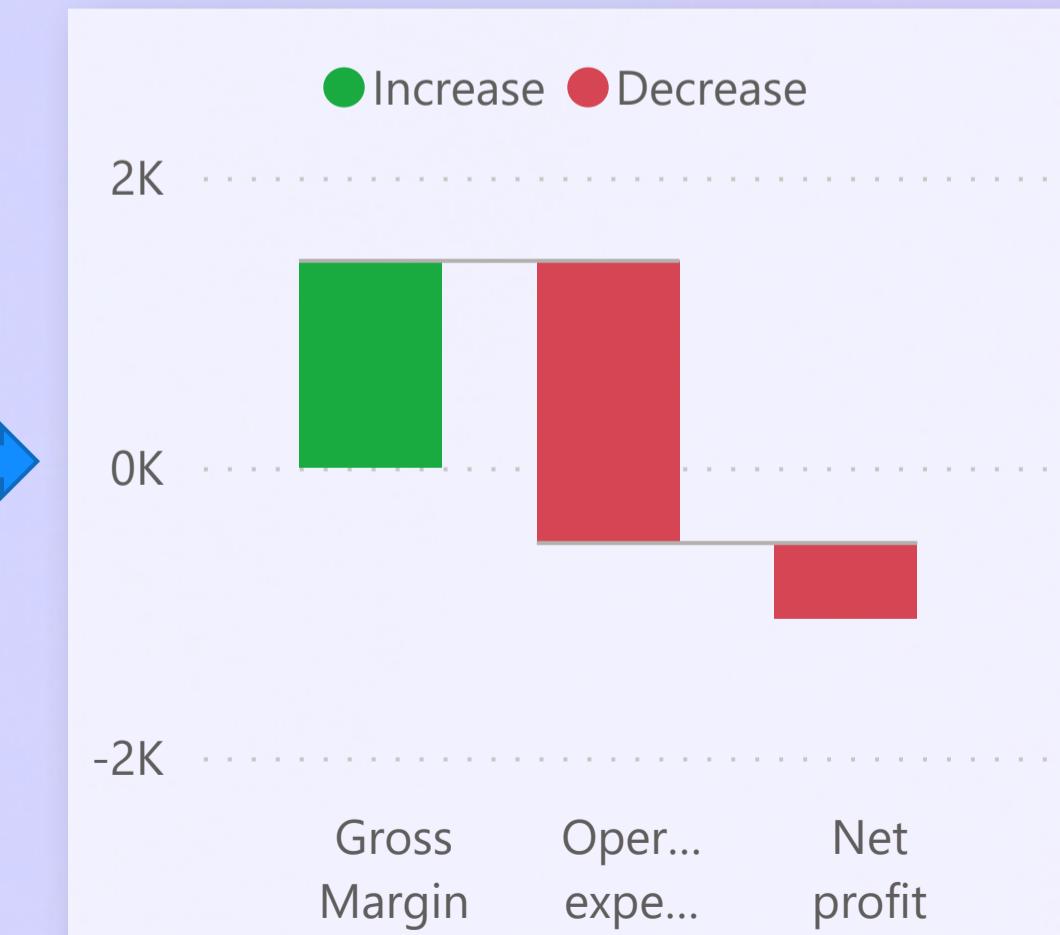
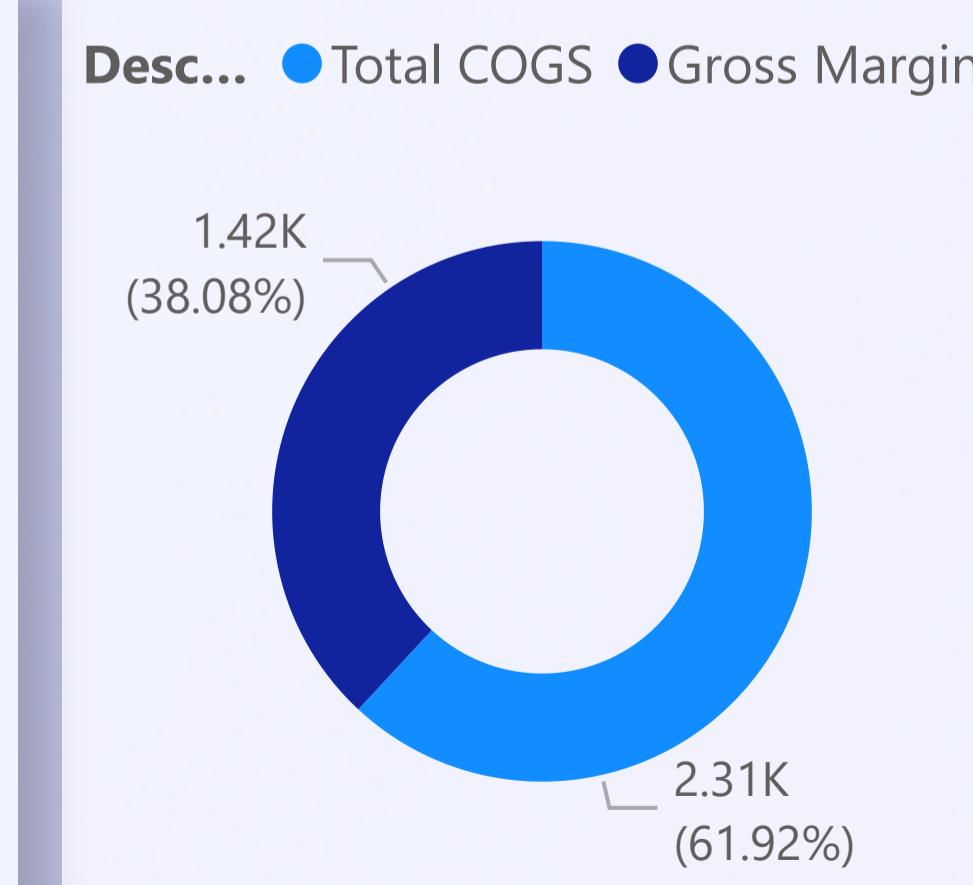
segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M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



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 Performance Matrix





region, market

All



customer

All



segment, cat...

All



2018

2019

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2021

2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

Accuracy / Net Error Trend

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472690✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

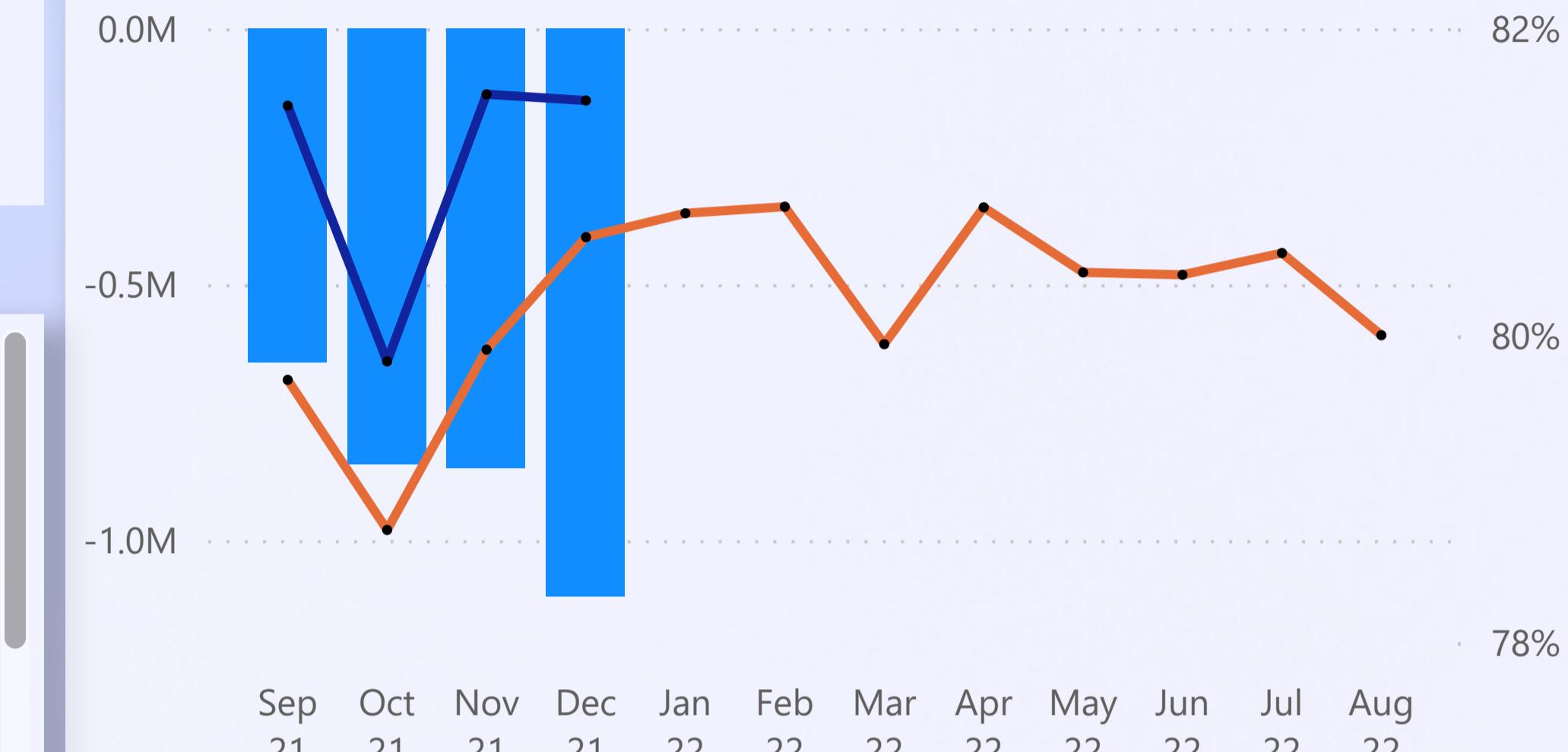
LY: 9780.7K (-29.46%)

ABS Error

Key Matrix by Customer

customer	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons)	54.29%	35.92%	8104	6.00%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

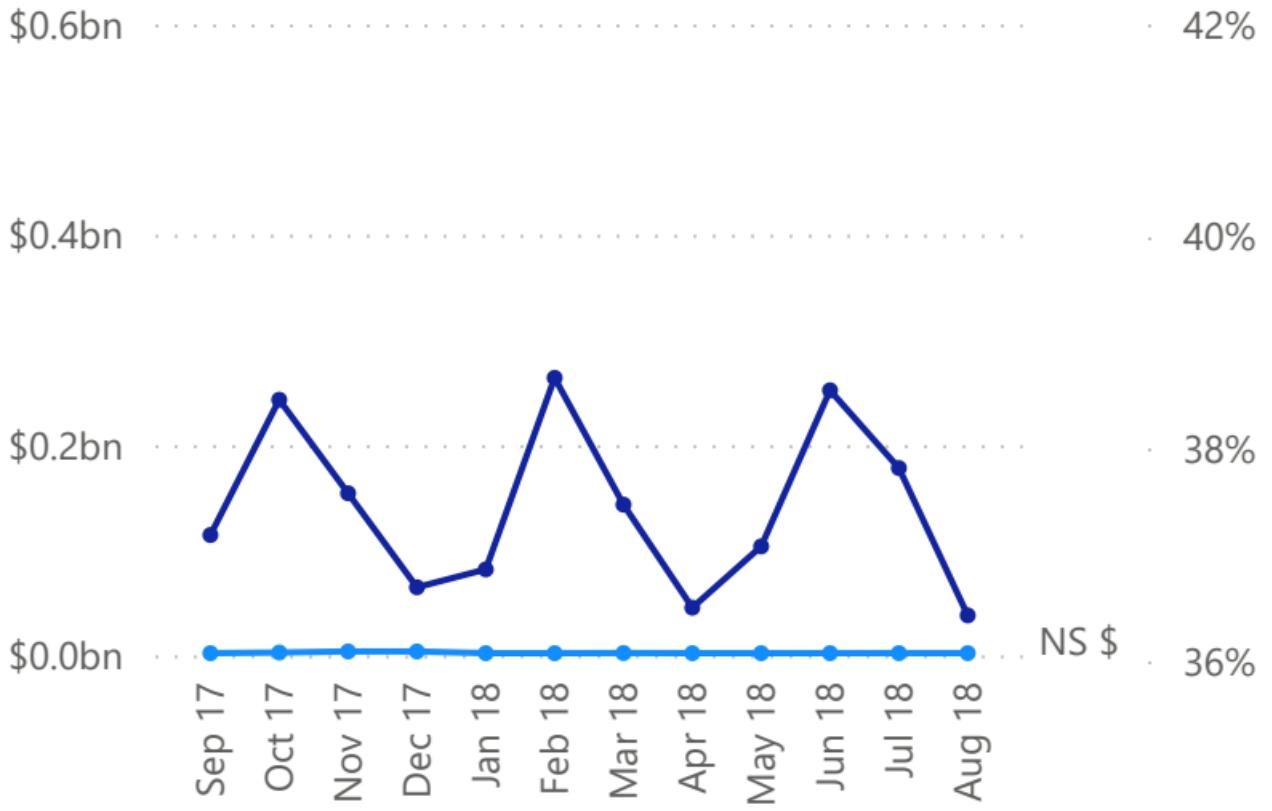
Net Error Forecast accuracy % Forecast accuracy % LY



Key Matrix by Products

segment	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Desktop	87.53%	84.37%	78576	10.24%	EI
Accessories	87.42%	77.66%	341468	1.72%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

NS & GM % For





region, market

All

customer

All

segment, cat...

All

2018

2019

2020

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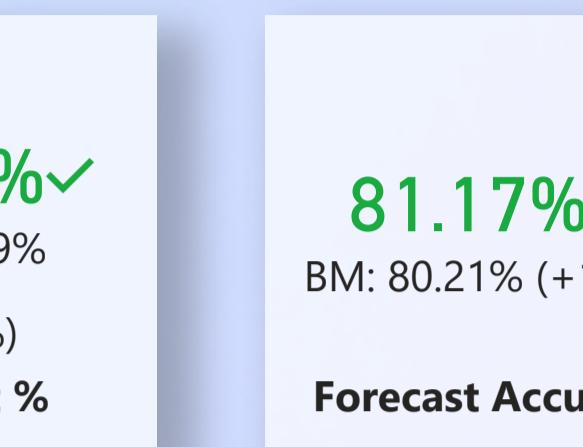
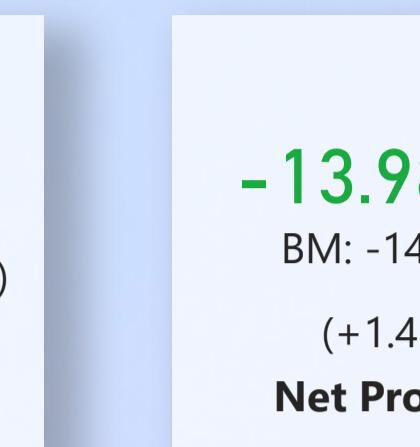
Q1

Q2

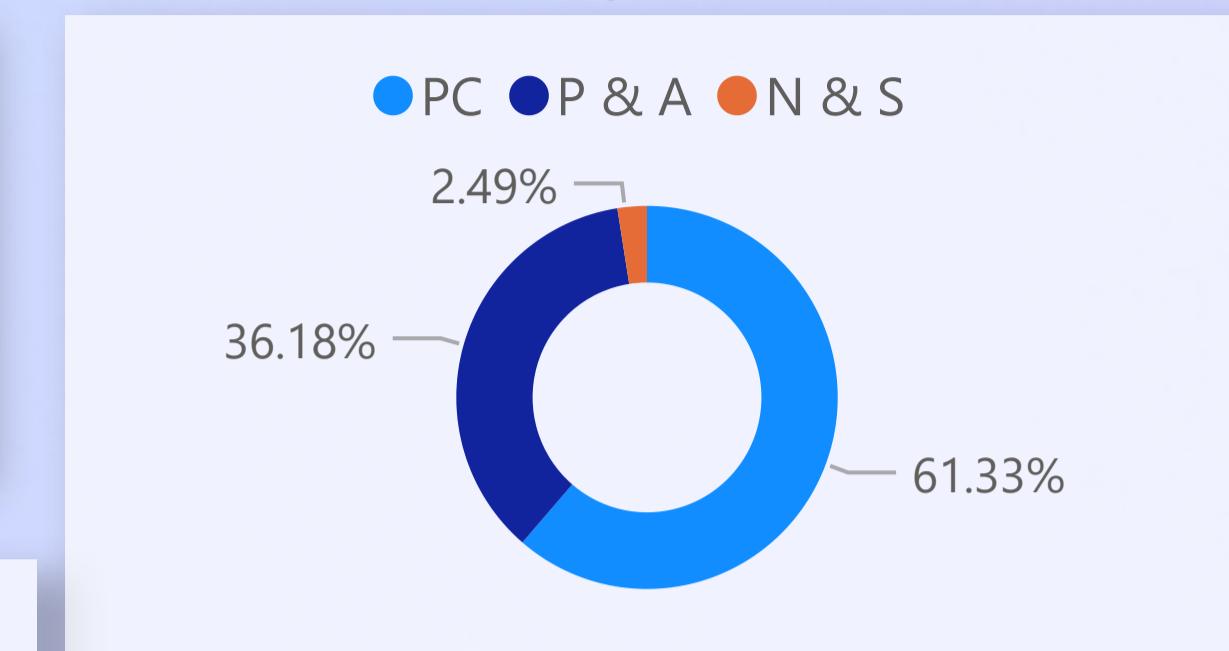
Q3

Q4

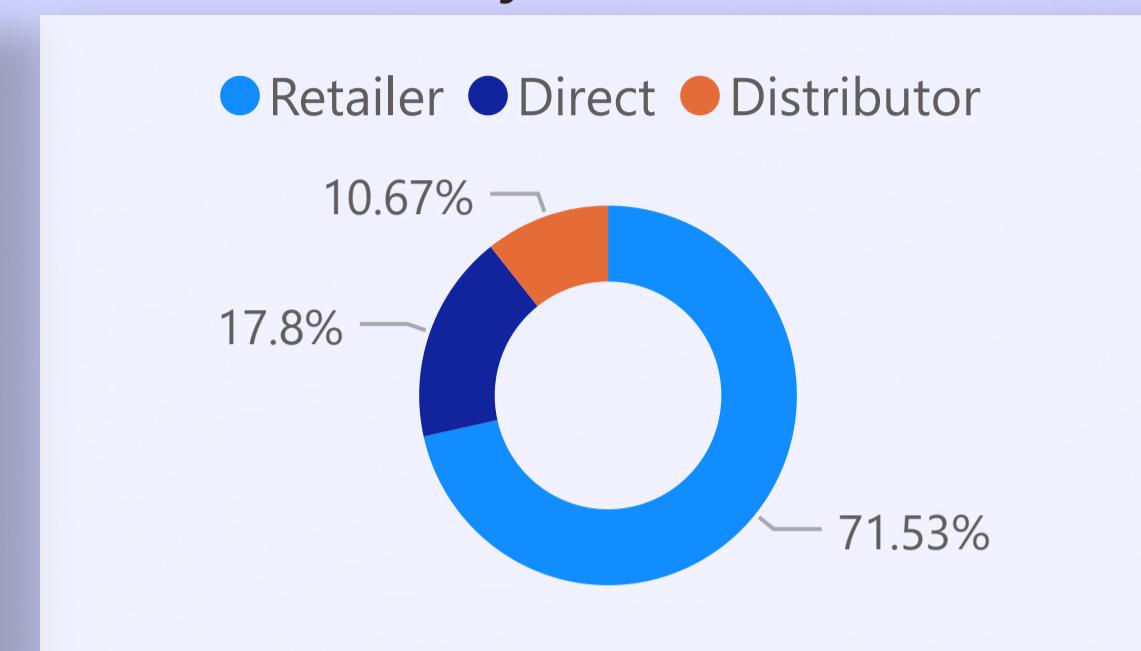
Vs LY

Vs
Target

Revenue By Division



Revenue By Channel

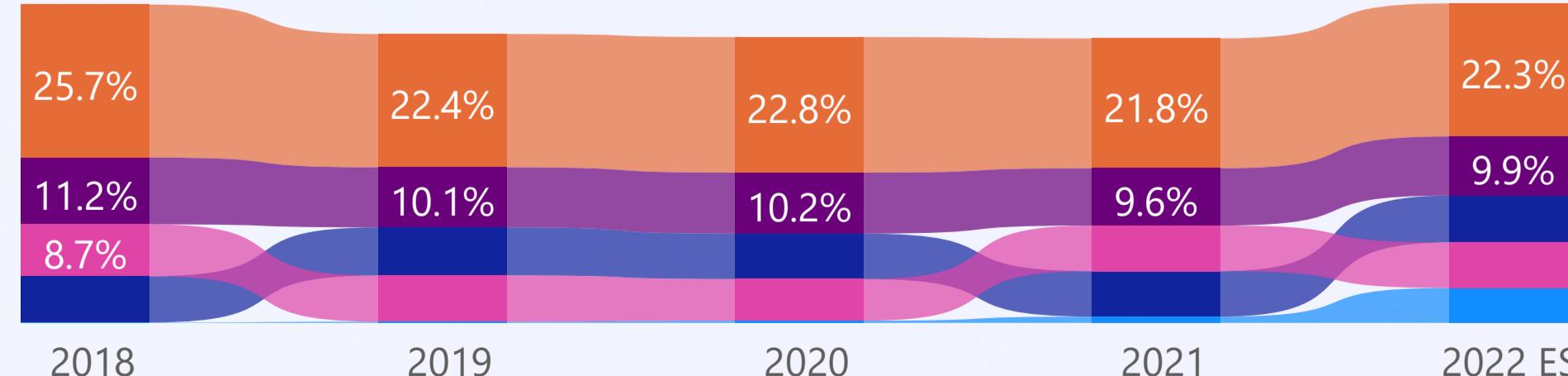


Key Insights by Subzone

Subzone	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
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customer By Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
AtliQ e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Sage	3.4%	31.5%
Total	38.2%	39.2%

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%
Total	23.2%	38.06%

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