

# BUSINESS INSIGHTS 360



## Finance View

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



## Executive View

A top level dashboard for **executives consolidating** top insights from all dimensions of business.

## 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**



## Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



region, market

All

segment, category, product

All

₹ 267.98M

BM: 111.37M (+140.61%)

37.10%!

BM: 41.20% (-9.95%)

-0.85%!

BM: 2.21% (-138.68%)

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

LY

BM

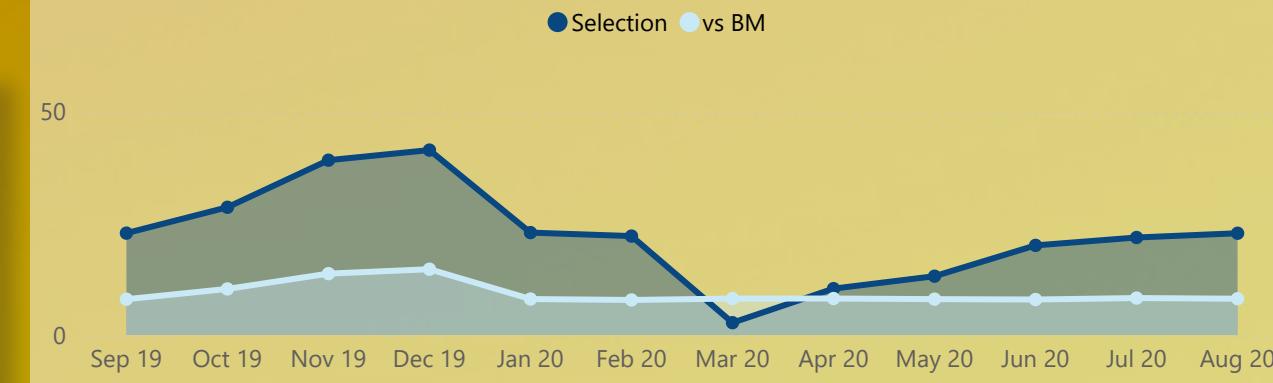
Net Sales

GM%

Net Profit %

## Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expenses	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



## Top/Bottom Customers and Products by Net Sales

segment	P & L	P & L
	Values	Change %
Notebook	86.39	166.63
Accessories	66.23	136.21
Peripherals	60.63	207.22
Storage	27.56	99.17
Networking	26.22	51.00
Desktop	0.95	

region	P & L	P & L
	Values	Change %
APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89

BM=Bench Mark Value

LY = Last Year



region, market

All

segment, category, product

All

2018

2019

2020

2021

2022  
Est

YTD

YTG

LY

BM

0.00%

Q1

Q2

Q3

Q4

Show GM%



## Customer Performance

customer

Net Sales INR

GM INR

GM %

Amazon	₹ 49.77M	18.89M	37.96%
Atliq e Store	₹ 31.74M	11.89M	37.47%
AtliQ Exclusive	₹ 22.97M	10.52M	45.79%
Flipkart	₹ 10.92M	3.66M	33.54%
Sage	₹ 8.32M	2.60M	31.22%
Ebay	₹ 8.15M	2.80M	34.34%
Leader	₹ 7.73M	2.04M	26.36%
Synthetic	₹ 5.75M	2.54M	44.23%
Novus	₹ 4.88M	2.01M	41.28%
Electricalsociety	₹ 4.56M	1.54M	33.77%
Neptune	₹ 4.41M	1.70M	38.66%
Expression	₹ 3.86M	1.23M	31.95%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

## Performance Matrix

region ● APAC ● EU ● LATAM ● NA



## Product Performance

segment

Net Sales INR

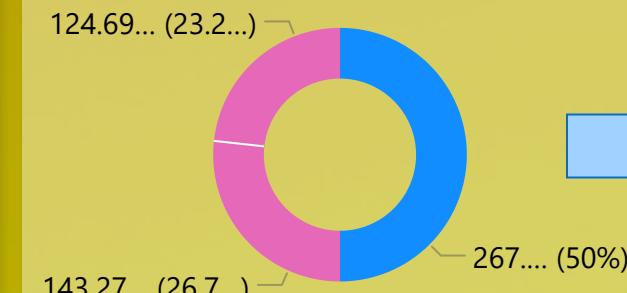
GM INR

GM %

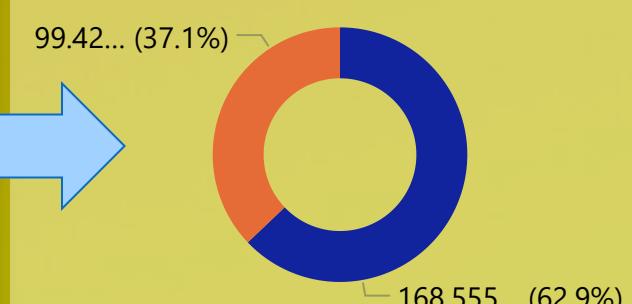
+ Notebook	₹ 86.39M	32.04M	37.08%
+ Accessories	₹ 66.23M	24.56M	37.07%
+ Peripherals	₹ 60.63M	22.72M	37.47%
+ Storage	₹ 27.56M	9.93M	36.05%
+ Networking	₹ 26.22M	9.83M	37.51%
+ Desktop	₹ 0.95M	0.35M	36.47%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

## Unit Economics

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



● Total COGS ● Gross Margin



BM=Bench Mark Value

LY = Last Year



region, market

segment, category, product

customer

All

All

All

2018

2019

2020

2021

2022  
Est

YTD

YTG

Q1

Q2

Q3

Q4

LY

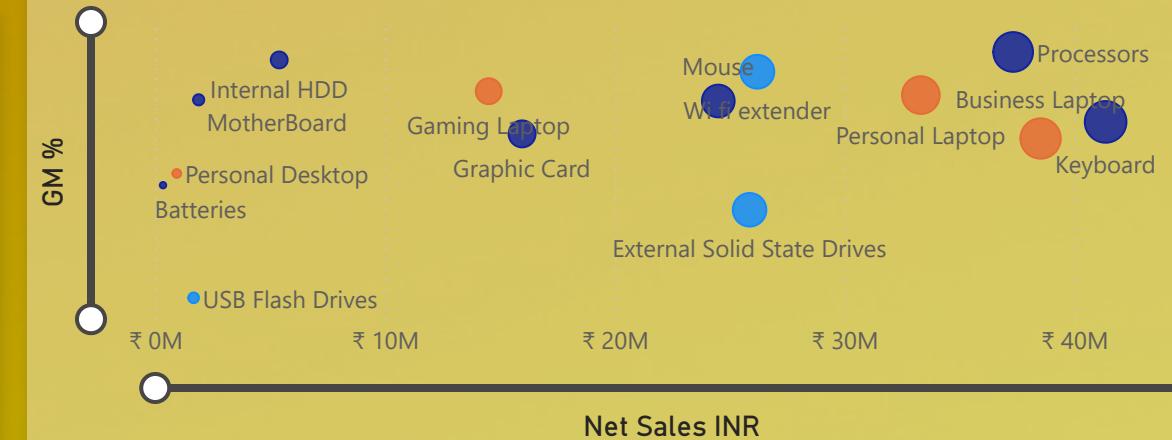
BM

## Performance Matrix

### Product Performance

segment	Net Sales INR	GM INR	GM %	Net Profit INR
+ Storage	₹ 27.56M	9.93M	36.05%	-0.49M
+ Desktop	₹ 0.95M	0.35M	36.47%	-0.03M
+ Accessories	₹ 66.23M	24.56M	37.07%	-0.56M
+ Notebook	₹ 86.39M	32.04M	37.08%	-0.79M
+ Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M
+ Networking	₹ 26.22M	9.83M	37.51%	-0.12M
Total	₹ 267.98M	99.42M	37.10%	-2.29M

division N &amp; S P &amp; A PC

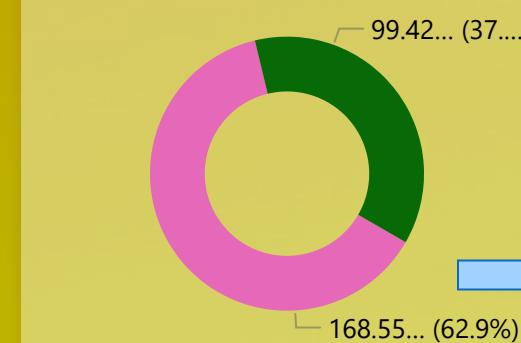


### Region/Market/Customer Performance

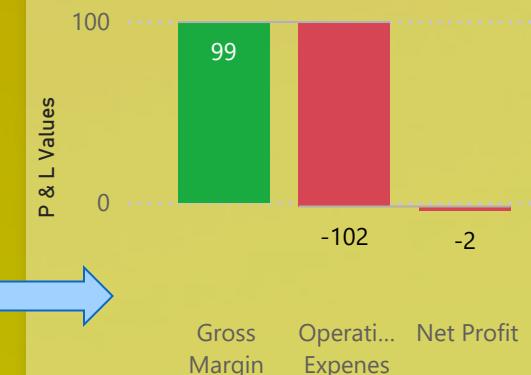
region	Net Sales INR	GM INR	GM %	Net Profit INR
+ APAC	₹ 147.98M	53.23M	35.97%	-1.52M
+ NA	₹ 62.21M	24.48M	39.35%	-1.11M
+ EU	₹ 55.79M	21.10M	37.82%	0.35M
+ LATAM	₹ 2.00M	0.62M	30.96%	0.00M
Total	₹ 267.98M	99.42M	37.10%	-2.29M

### Unit Economics

Total COGS Gross Margin



Increase Decrease



BM=Bench Mark Value

LY = Last Year



region, market

All

segment, category, ...

All

customer

All

2018

2019

2020

2021

2022  
Est

YTD

YTG

74.31%!

BM: 88.51% (-16.04%)

Forecast Accuracy

491599!

BM: 637478 (-22.88%)

Net Error

5462749~

BM: 1312682 (+316.15%)

Absolute Error



## Key Metrics by Customer

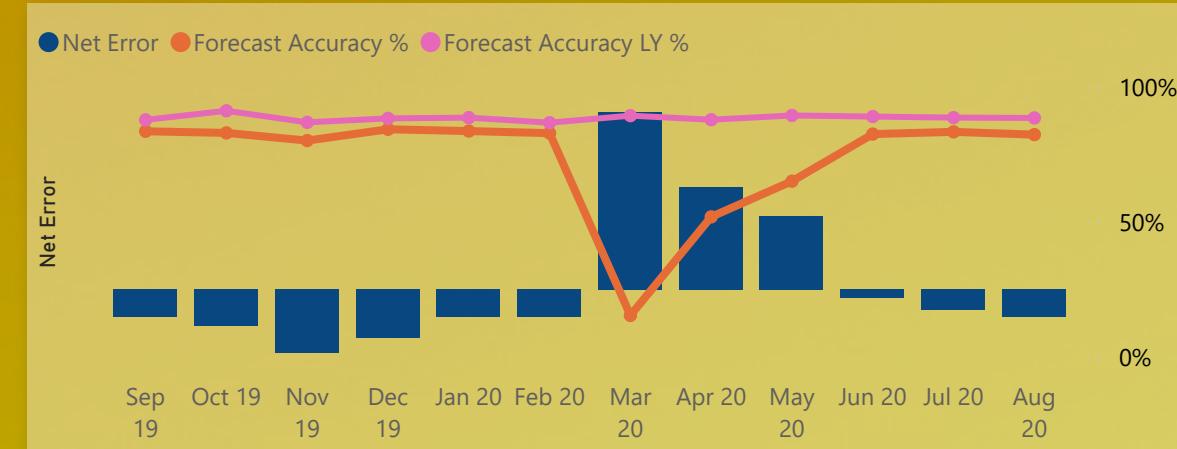
customer	Forecast Accuracy %	Net Error	Net Error %	Risk	Forecast Accuracy LY %
Amazon	51.87%	-917373	-31.93%	OOS	85.89%
Atliq e Store	59.06%	-544329	-28.48%	OOS	85.45%
Flipkart	26.32%	-330236	-59.99%	OOS	73.82%
Ebay	33.30%	-231960	-55.58%	OOS	74.76%
Acclaimed Stores	14.73%	-83357	-39.76%	OOS	73.60%
Path	23.08%	-63699	-40.42%	OOS	57.88%
Taobao	15.86%	-50872	-67.95%	OOS	26.29%
Circuit City	29.48%	-47555	-34.82%	OOS	51.47%
Radio Shack	23.53%	-44918	-34.68%	OOS	53.64%
BestBuy	19.97%	-44305	-32.55%	OOS	54.05%
Control	42.96%	-20992	-11.29%	OOS	59.32%
Boulanger	47.29%	-7244	-8.78%	OOS	72.73%
Fnac-Darty	48.87%	-7236	-8.27%	OOS	74.83%
Chiptec	38.83%	-4136	-10.85%	OOS	
Otto	48.30%	-4094	-9.97%	OOS	68.76%
Notebillig	36.33%	-3443	-8.21%	OOS	68.77%
Euronics	50.55%	-3198	-3.48%	OOS	77.32%
Saturn	42.83%	-3046	-7.64%	OOS	68.15%
Billa	48.09%	-2483	-5.80%	OOS	65.28%
Flawless Stores	52.00%	-2163	-4.35%	OOS	69.69%
Total	74.31%	491599	2.31% EI		88.51%

BM=Bench Mark Value

LY = Last Year

Q1 Q2 Q3 Q4

## Accuracy/ Net Error Trend



## Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Profit %	Risk
	%	LY %		%	
Accessories	73.06%	93.31%	-167818	-0.85%	OOS
Desktop	72.14%		-52	-2.88%	OOS
Networking	52.50%	81.51%	-379134	-0.47%	OOS
Notebook	77.36%	84.03%	146640	-0.92%	El
Peripherals	76.55%	87.97%	193476	-0.48%	El
Storage	81.94%	80.51%	698487	-1.78%	El
Total	74.31%	88.51%	491599	-0.85%	El



region, m... ▾ segment, cate... ▾ custom... ▾  
All All All

2018 2019 2020 2021 2022  
Est

YTD YTG Q1 Q2 Q3 Q4 LY BM

₹ 267.98M  
BM: 111.37M (+140.61%)

37.10%!  
BM: 41.20% (-9.95%)

-0.85%!  
BM: 2.21% (-138.68%)

74.31%!  
BM: 88.51% (-16.04%)

NET SALES

GM%

Net Profit %

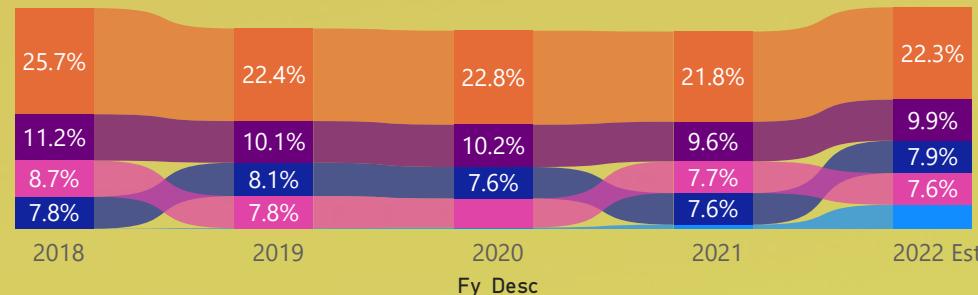
Forecast Accuracy



sub_zone	Net Sales INR	RC %	GM %	Net Profit %	Net Error %	AtliQ MS %	Risk
ANZ	₹ 16.80M	6.27%	42.36%	12.62%	24.23%	0.10%	EI
SE	₹ 25.11M	9.37%	37.64%	6.98%	11.01%	1.07%	EI
ROA	₹ 66.45M	24.80%	38.15%	8.87%	9.35%	0.57%	EI
NE	₹ 30.68M	11.45%	37.97%	-4.58%	8.34%	0.34%	EI
LATAM	₹ 2.00M	0.75%	30.96%	-0.08%	1.20%	0.03%	EI
India	₹ 64.73M	24.15%	32.07%	-14.73%	-0.82%	0.84%	OOS
NA	₹ 62.21M	23.21%	39.35%	-1.79%	-22.10%	0.27%	OOS

### PC Market Share Trend- Atliq and competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



BM=Bench Mark Value

RC=Revenue Contribution

MS = Market Share

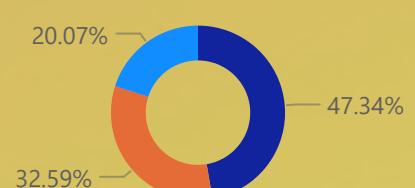
LY = Last Year

EI=Excess Inventory

OOS=Out of Stock

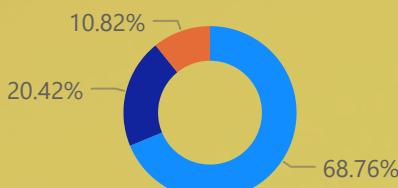
### Revenue by Region

● P & A ● PC ● N & S



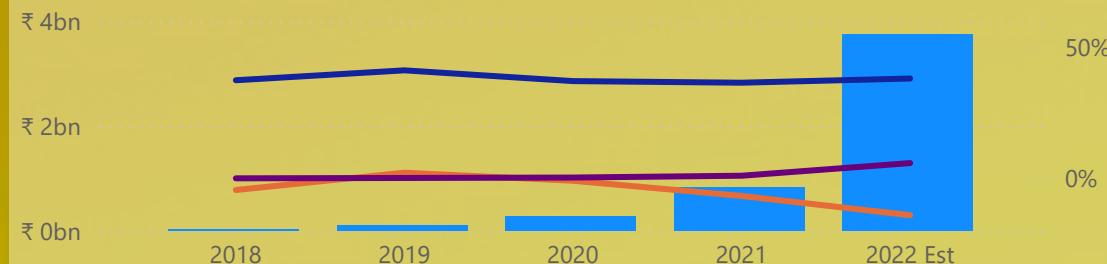
### Revenue by Channel

● Retailer ● Direct ● Distributor



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

● Net Sales INR ● GM % ● Net Profit % ● AtliQ MS %



### Top 5 Customers by Revenue

customer GM % RC %

customer	GM %	RC %
Sage	31.22% ↓	3.10%
Flipkart	33.54% ↓	4.08%
AtliQ Exclusive	45.79% ↓	8.57%
AtliQ e Store	37.47% ↓	11.85%
Amazon	37.96% ↓	18.57%

### Top 5 Products by Revenue

product RC % GM %

product	RC %	GM %
AQ BZ Compact	4.25%	36.47% ↓
AQ BZ Gen Y	4.51%	36.99% ↓
AQ Lite	4.31%	36.47% ↓
AQ Wi Power Dx1	4.42%	36.97% ↓
AQ Wi Power Dx2	5.36%	37.96% ↓