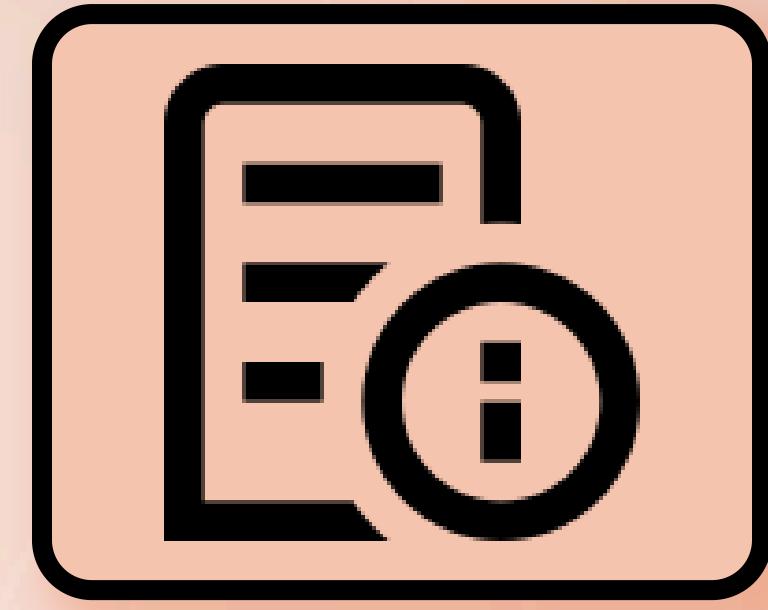


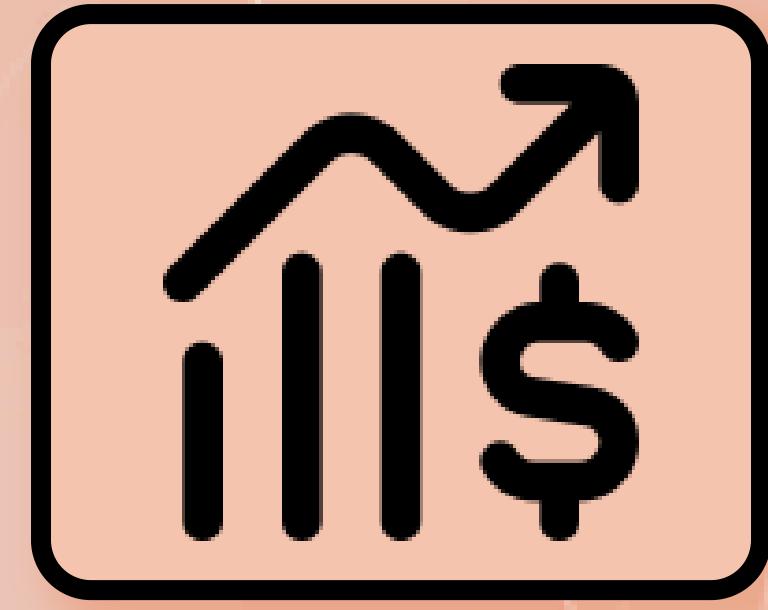


Business Insights 360



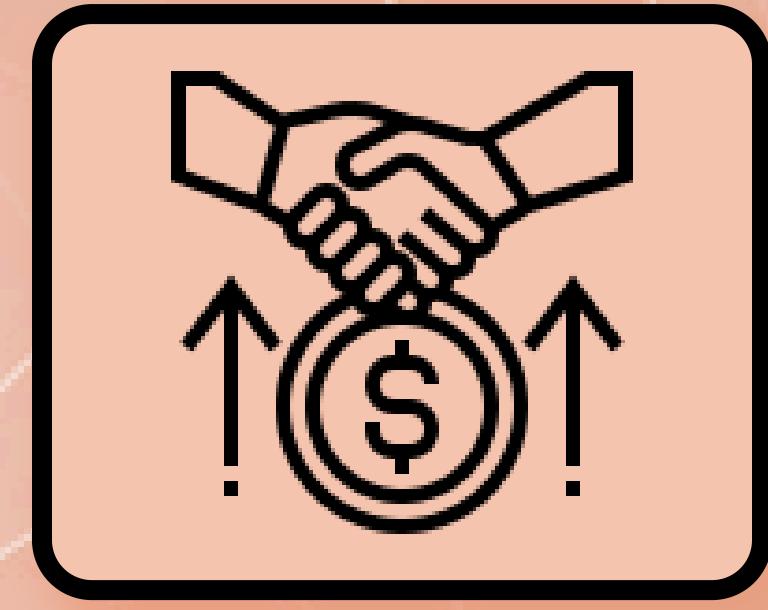
Home

Overview of AtliQ Hardwares with actionable insights across Finance, Sales, Marketing, Supply Chain and Executive data.



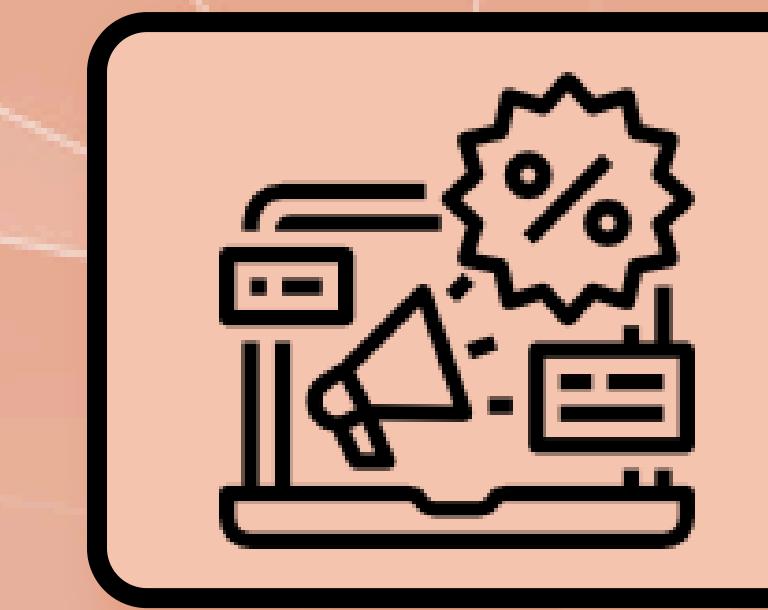
Finance View

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



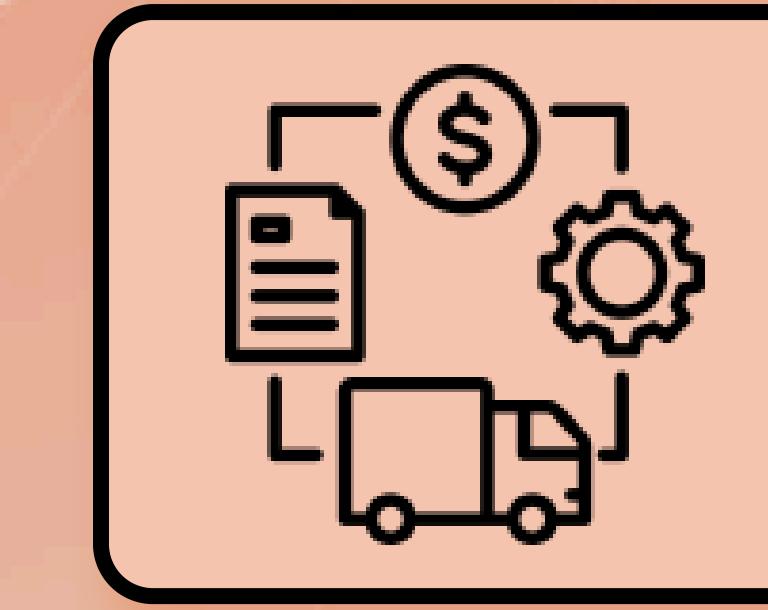
Sales View

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



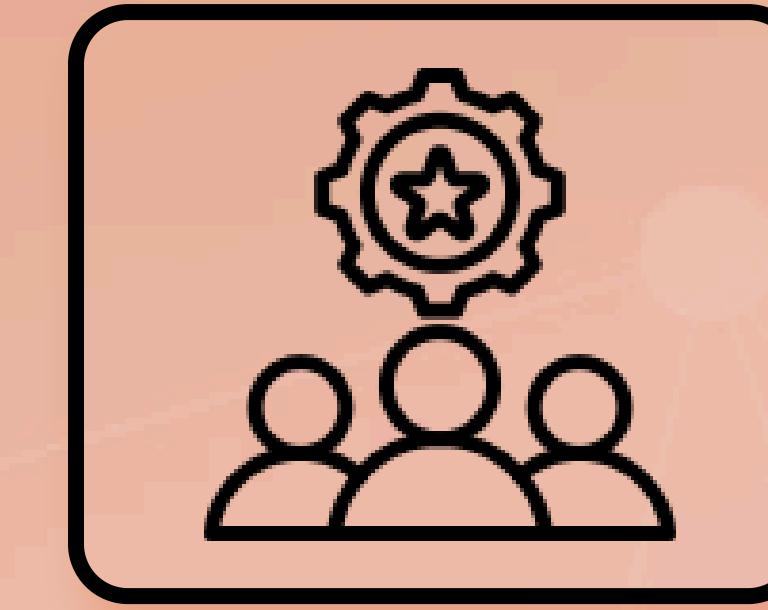
Marketing View

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.



Filters

Select Benchmark

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Segment, Category, Prod...

All

By Region & Market

All

By Customer

All

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All Values in Millions \$

NS \$

\$86.47M

GM %

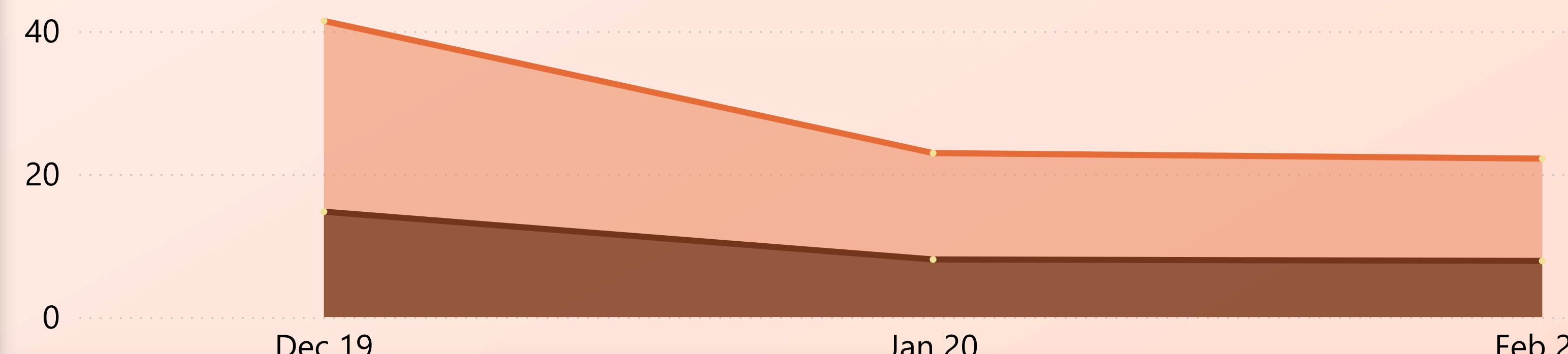
37.13%

NP %

-0.68%

Net Sales Performance Over Time

● Current Selection ● vs BM



Top / Bottom Products & Customers by Net Sales

category	Values	Chg %
Keyboard	13.33	182.62
Business Laptop	12.53	297.28
Processors	12.06	293.90
Personal Laptop	10.71	207.17
Wi fi extender	8.44	76.59
External Solid State Drives	8.33	117.30
Mouse	7.79	164.70
Graphic Card	5.18	232.53
Total	86.47	182.37

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	172.88	57.50	115.38	200.64
Pre Invoice Deduction	40.30	13.08	27.23	208.20
Net Invoice Sales	132.58	44.43	88.15	198.42
- Post Discounts	30.76	8.17	22.59	276.41
- Post Deductions	15.35	5.63	9.71	172.47
Total Post Invoice Deduction	46.11	13.81	32.30	234.00
Net Sales	86.47	30.62	55.85	182.37
- Manufacturing Cost	51.70	17.15	34.56	201.54
- Freight Cost	2.31	0.73	1.58	217.70
- Other Cost	0.35	0.14	0.21	153.22
Total COGS	54.37	18.01	36.35	201.81
Gross Margin	32.10	12.61	19.49	154.60
Gross Margin %	37.13	41.18	-4.05	-9.83
GM / Unit	4.83	4.24	0.59	13.83
Operational Expense	-32.69	-11.92	-20.77	174.25
Net Profit	-0.59	0.69	-1.28	-185.17



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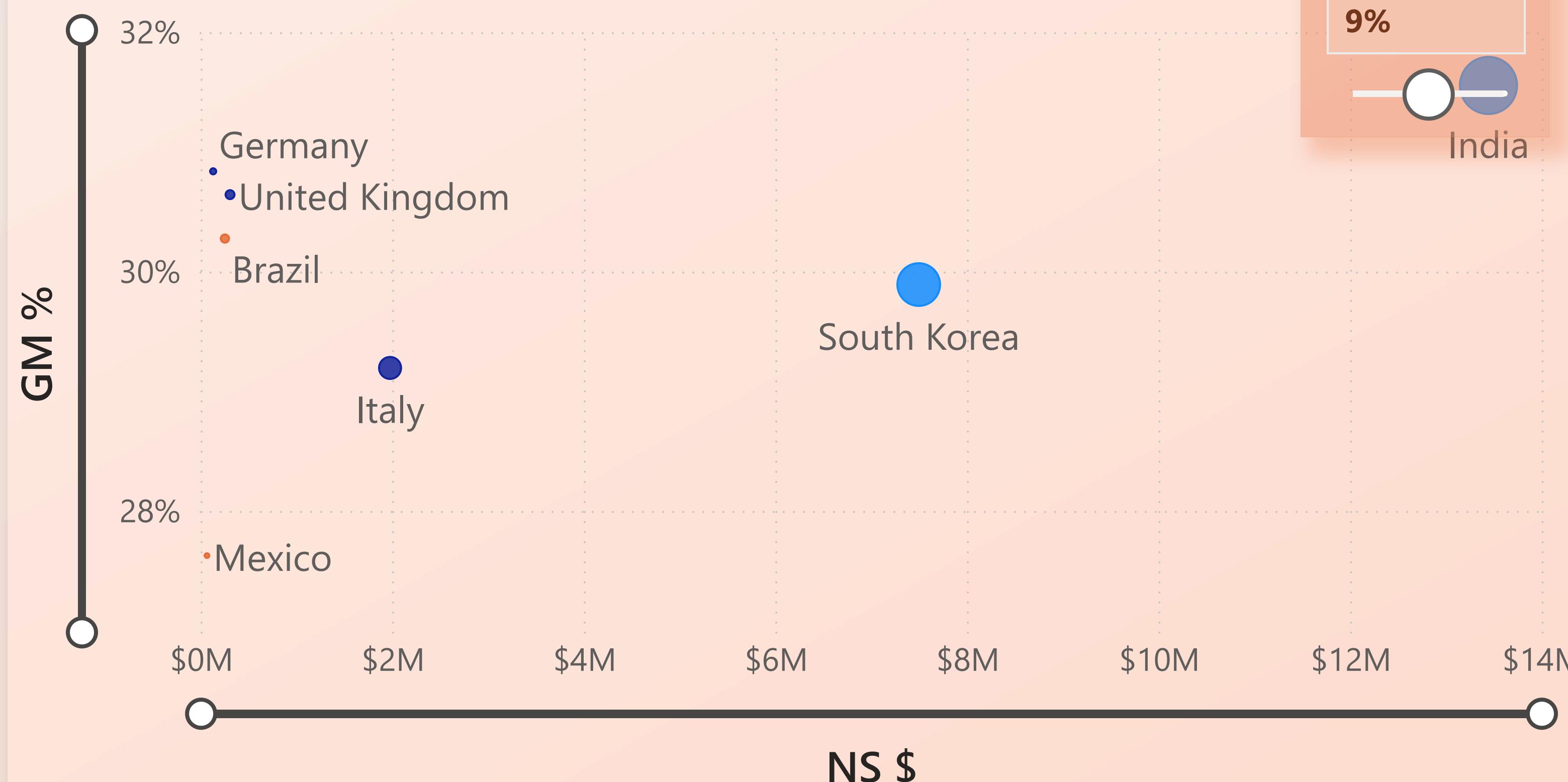
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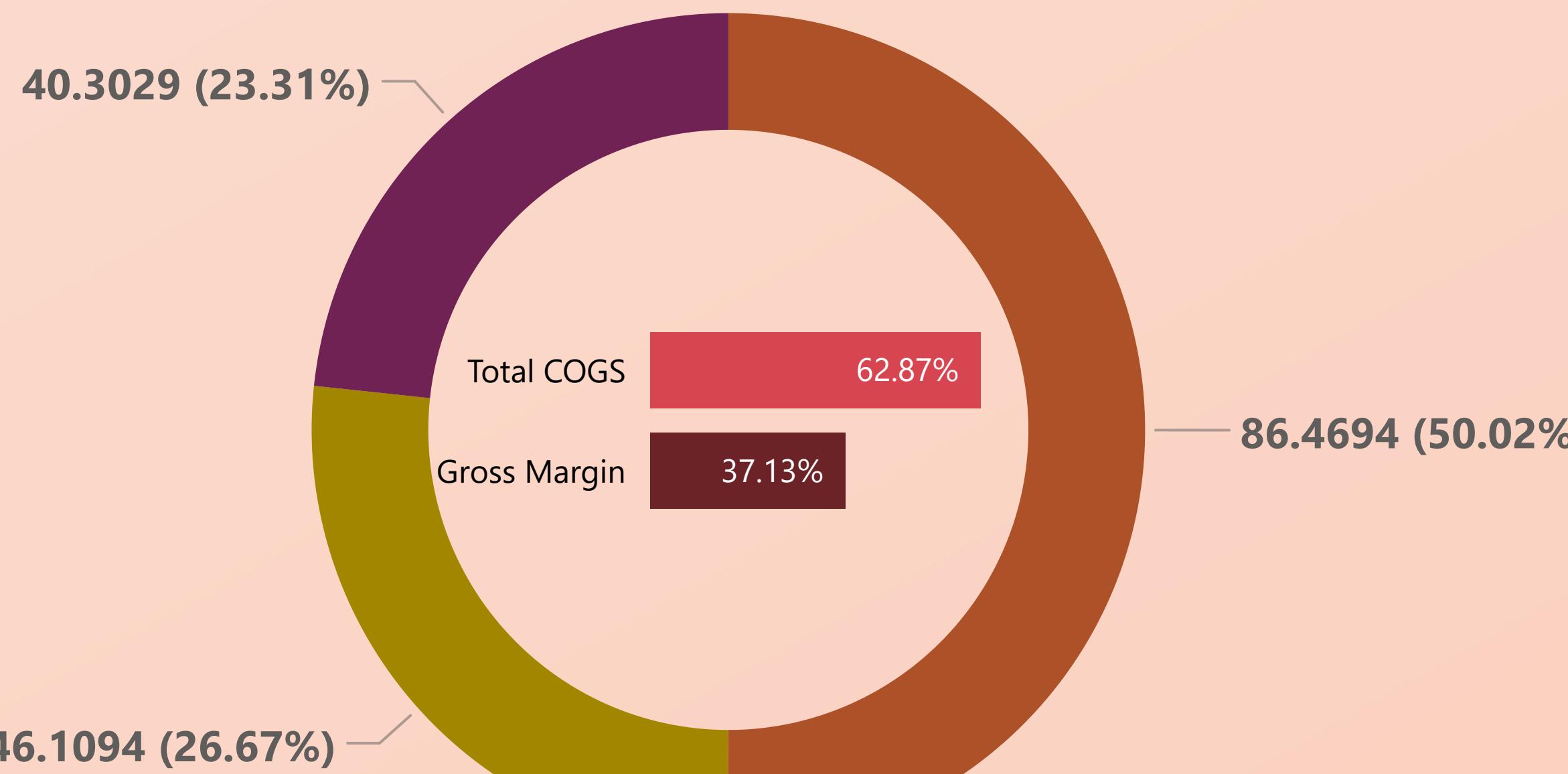
All Values in Millions \$

Performance matrix

region ● APAC ● EU ● LATAM



● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction



Customer Performance

Customer	NS \$	GM \$	Customer Performance		
			GM %	Δ GM %	
Surface Stores	\$0.3M	0.1M	37.62%	0.75	
Insight	\$0.4M	0.2M	47.69%	0.32	
Costco	\$1.6M	0.6M	39.29%	0.28	
Currys (Dixons Carphone)	\$0.4M	0.2M	38.74%	0.27	
Control	\$0.8M	0.3M	40.15%	0.23	
BestBuy	\$0.9M	0.3M	38.73%	0.23	
Radio Shack	\$0.6M	0.2M	37.90%	0.19	
Staples	\$1.2M	0.5M	39.94%	0.18	
Path	\$1.0M	0.3M	34.73%	0.18	
Sound	\$1.0M	0.5M	47.15%	0.17	
Electricals lance Stores	\$0.4M	0.2M	43.27%	0.15	
Media Markt	\$0.7M	0.3M	43.44%	0.13	
Acclaimed Stores	\$1.4M	0.5M	37.02%	0.10	
Elkjøp	\$0.6M	0.3M	43.49%	0.10	
Novus	\$1.7M	0.7M	41.13%	0.10	
Synthetic	\$2.7M	1.2M	44.46%	0.09	
Mbit	\$0.6M	0.3M	39.08%	0.08	
Circuit City	\$0.8M	0.3M	33.94%	0.07	
Flipkart	\$2.6M	0.9M	35.70%	0.07	
Electricalsara Stores	\$0.4M	0.1M	35.22%	0.07	
Info Stores	\$0.2M	0.1M	39.07%	0.06	
Logic Stores	\$0.5M	0.2M	34.24%	0.06	
Forward Stores	\$0.6M	0.2M	41.09%	0.05	
walmart	\$1.2M	0.5M	37.38%	0.05	
Digimarket	\$0.8M	0.3M	41.53%	0.03	
All-Out	\$0.1M	0.0M	38.61%		
Chiptec	\$0.2M	0.1M	38.02%		
Total	\$86.5M	32.1M	37.13%	-0.10	



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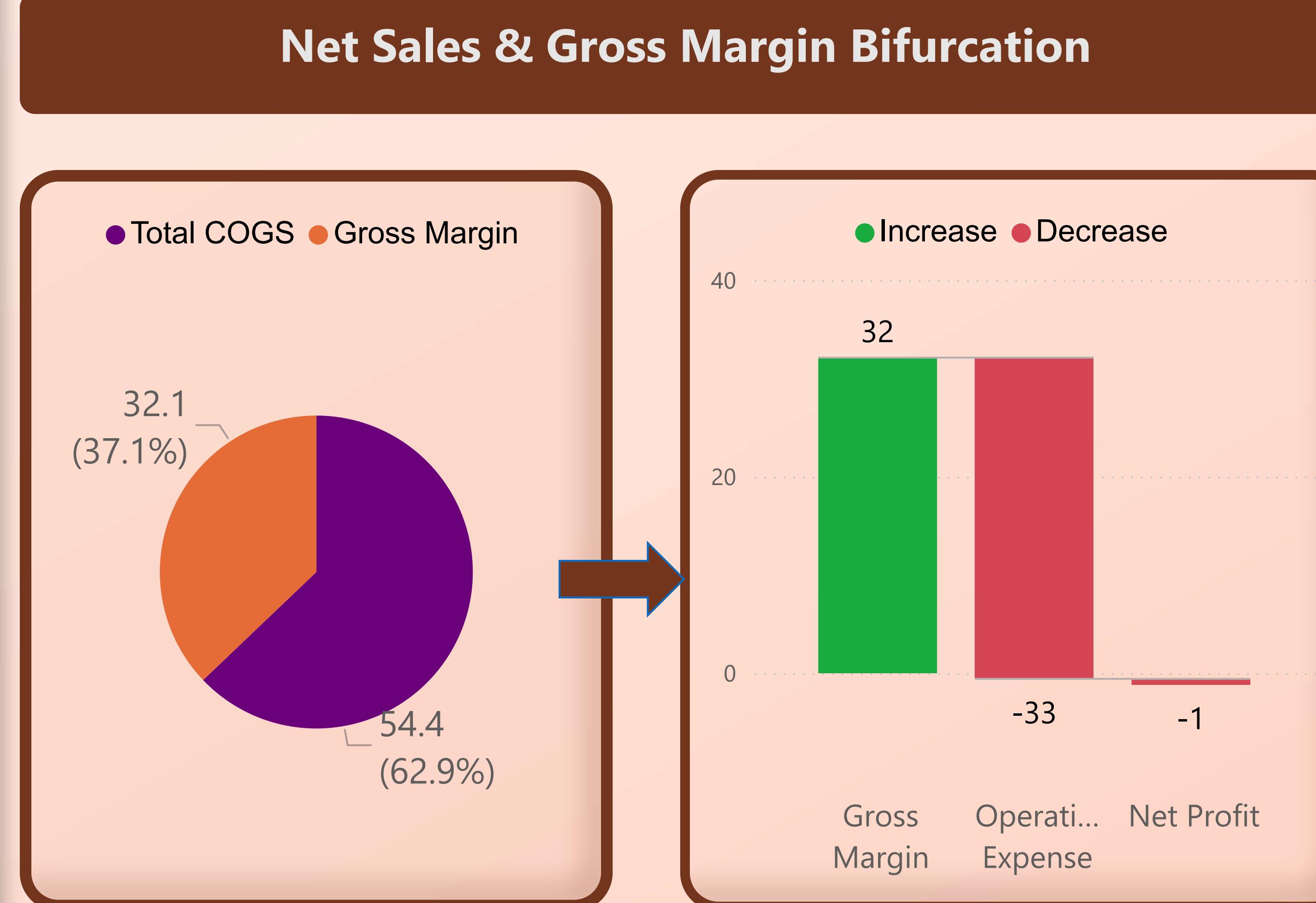
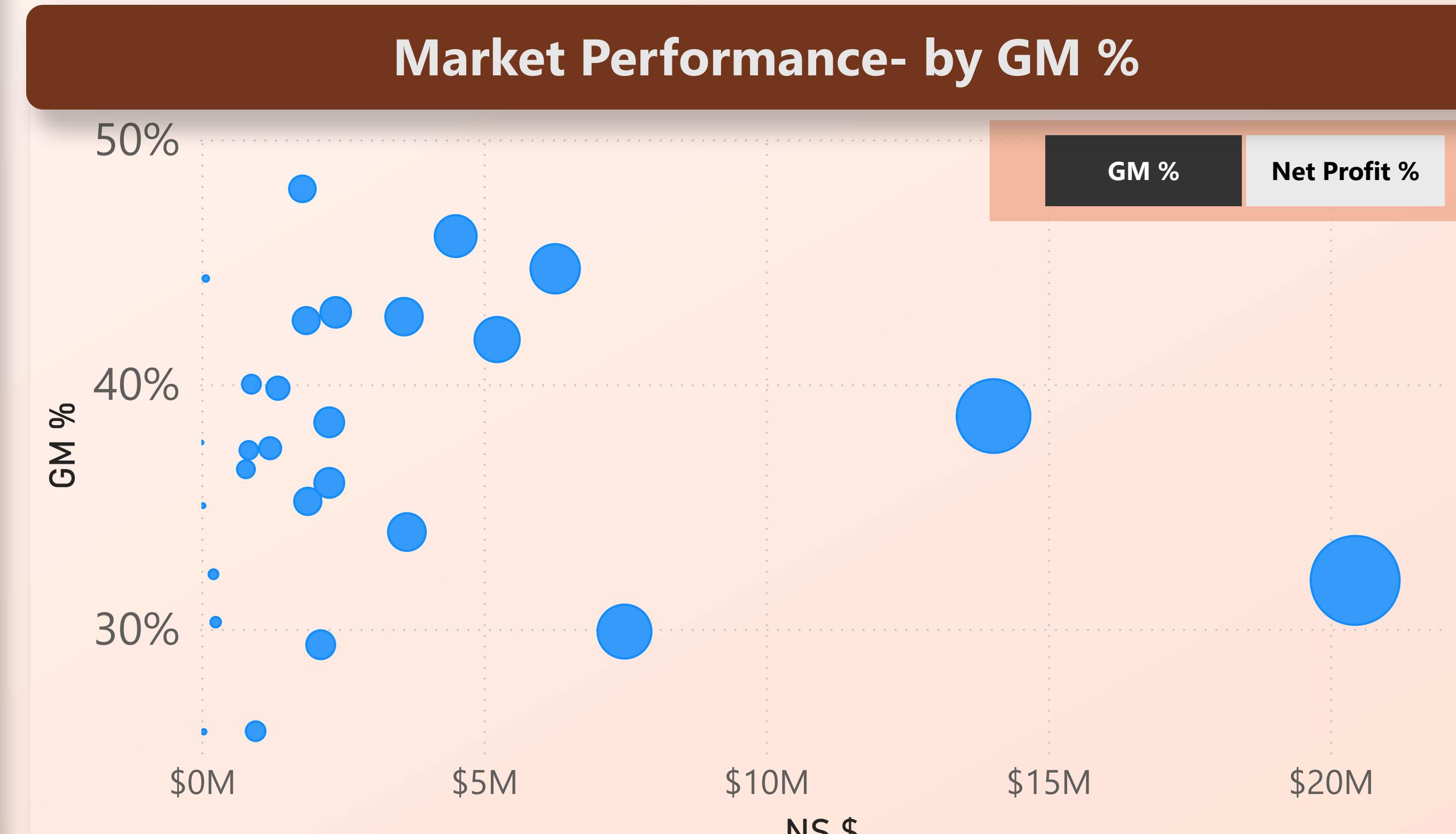
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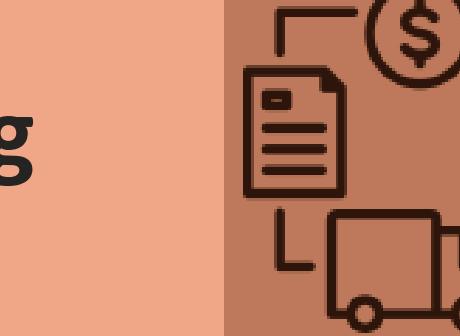
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All Values in Millions \$



Category	Segment		Region	Market		
Category	NS \$	GM \$	GM %	Net Profit \$	Net Profit %	Δ NP %
Personal Desktop	\$0.3M	0.1M	36.85%	-0.01M	-2.10%	-1.72
USB Flash Drives	\$0.5M	0.2M	35.47%	-0.01M	-1.96%	
External Solid State Drives	\$8.3M	3.0M	36.10%	-0.13M	-1.59%	
Batteries	\$0.1M	0.0M	36.48%	0.00M	-1.25%	
Business Laptop	\$12.5M	4.6M	36.80%	-0.12M	-0.93%	-1.34
Graphic Card	\$5.2M	1.9M	36.89%	-0.04M	-0.86%	-1.35
Keyboard	\$13.3M	4.9M	37.01%	-0.10M	-0.78%	-1.34
Gaming Laptop	\$4.8M	1.8M	37.37%	-0.03M	-0.66%	-1.29
Personal Laptop	\$10.7M	4.0M	37.27%	-0.05M	-0.50%	-1.24
Mouse	\$7.8M	2.9M	37.26%	-0.04M	-0.46%	-1.20
MotherBoard	\$0.6M	0.2M	37.38%	0.00M	-0.32%	-1.13
Wi fi extender	\$8.4M	3.2M	37.69%	-0.02M	-0.28%	-1.27
Internal HDD	\$1.8M	0.7M	37.55%	0.00M	-0.26%	-1.09
Processors	\$12.1M	4.5M	37.72%	-0.02M	-0.17%	-1.05
Total	\$86.5M	32.1M	37.13%	-0.59M	-0.68%	-1.30



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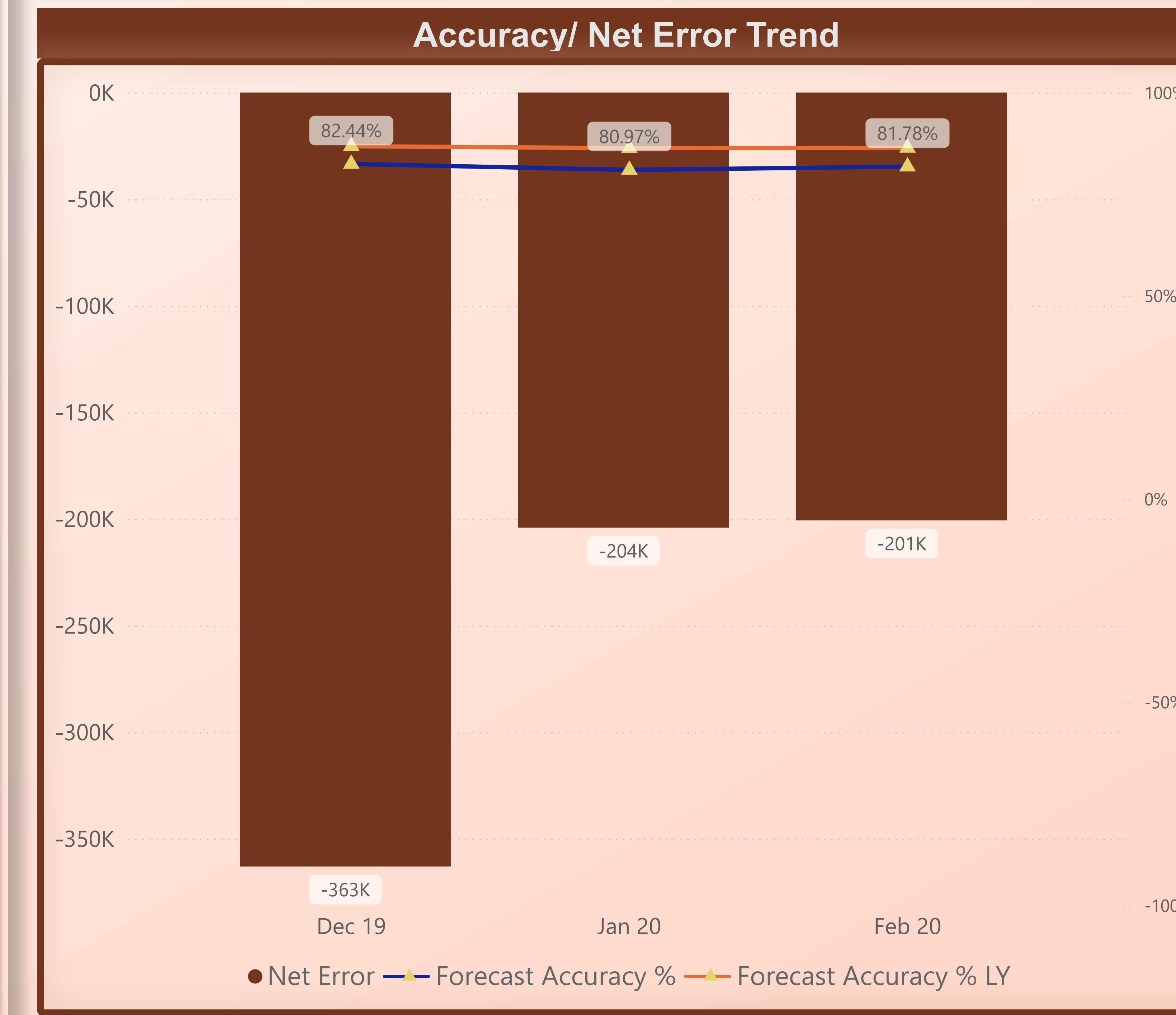
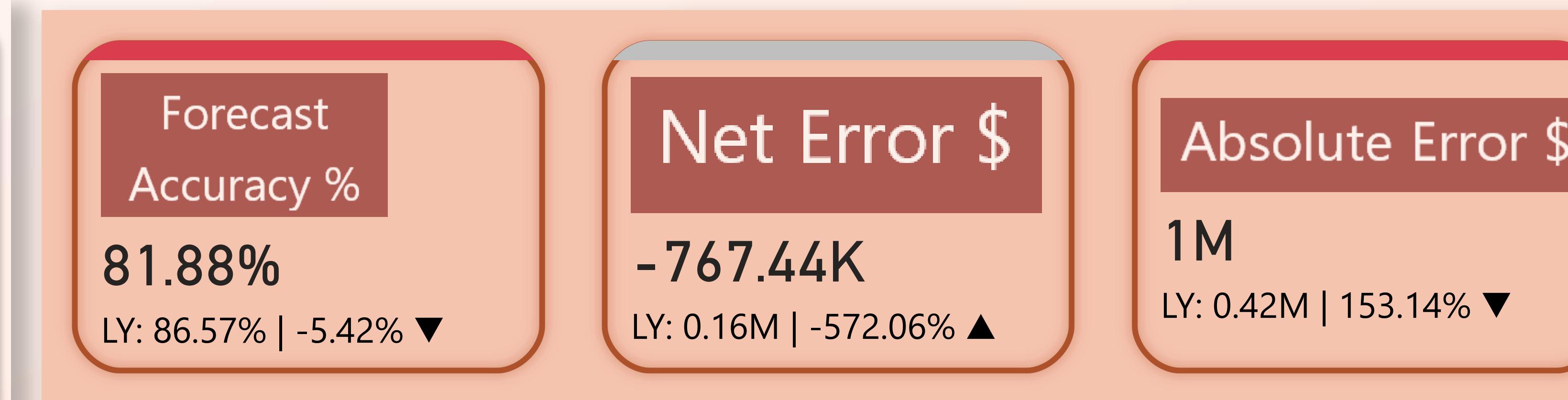
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OOS= Out Of Stock

All Values in Millions \$



Key Metrics by Customers

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	76.98%	75.73%	-62834	-10.4%	OOS
Amazon	75.33%	77.18%	-91718	-11.8%	OOS
AtliQ Exclusive	71.52%	73.89%	-68443	-14.9%	OOS
Radio Popular	61.63%	56.09%	-4679	-7.2%	OOS
Elkjøp	58.28%	17.24%	7685	15.5%	EI
Expert	57.58%	61.57%	-11452	-18.4%	OOS
Nomad Stores	56.93%	50.94%	13741	16.9%	EI
Mbit	56.79%	54.53%	-8423	-20.8%	OOS
Electricalslan ce Stores	56.49%	55.48%	-1374	-5.6%	OOS
Electricalsbe a Stores	55.97%		-336	-4.2%	OOS
Argos	55.25%	59.36%	-5190	-19.8%	OOS
Total	81.88%	86.57%	-767436	-13.0%	OOS

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	95.09%	81.19%	19156	1.5%	EI
External Solid State Drives	95.41%	81.19%	21957	2.2%	EI
USB Flash Drives	93.92%		-2801	-1.0%	OOS
Peripherals	84.42%	85.06%	-57524	-8.0%	OOS
Notebook	89.74%	83.04%	16477	9.2%	EI
Networking	52.25%	82.10%	-175176	-47.7%	OOS
Desktop	80.26%		-134	-17.6%	OOS
Accessories	79.02%	89.91%	-570235	-17.2%	OOS
Total	81.88%	86.57%	-767436	-13.0%	OOS



Business Insights 360



Home



Finance



Sales



Marketing



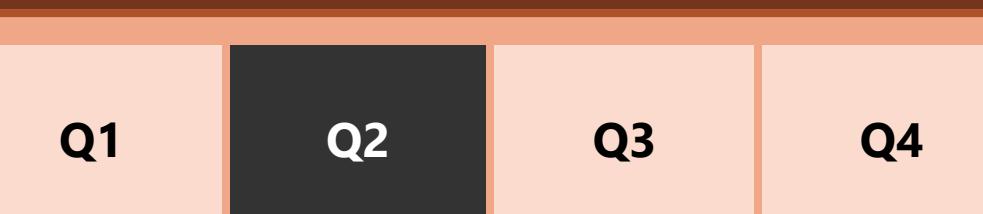
Supply Chain



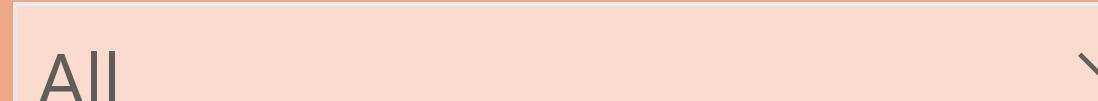
Executive

Filters

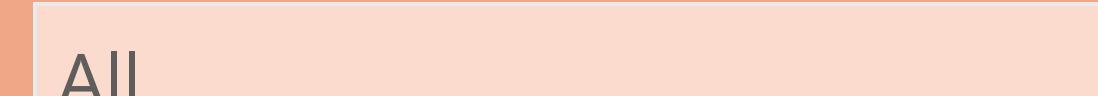
Select Benchmark



By Segment, Category, Prod...



By Region & Market



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