



BUSINESS INSIGHTS 360



Support

Get your issues resolved by connecting to our support specialist.



Finance View

Get **P & L 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



Info

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



customer

region, market

segment, category, p...

All

All

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3,736.2M✓

BM: 823.8M (+353.5%)

Net Sales**38.08%**!

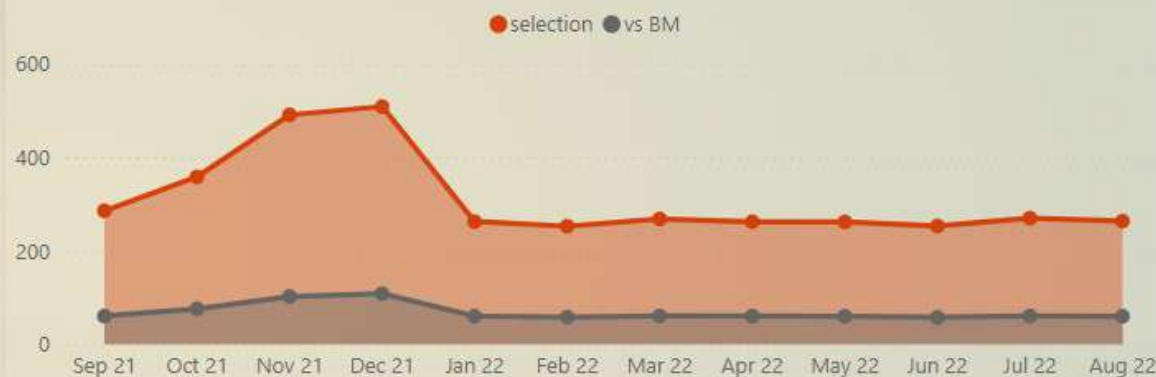
BM: 0.36 (+4.37%)

GM %**-13.98%**!

BM: -0.07 (-110.79%)

Net Profit %**Profit & Loss Statement**

Line Item	2022Est	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
Operation Expenditure	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	522.42	54.65	467.77	855.92

Net Sales Performance Over Time**Top / Bottom Products & customers by Net Sales**

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 %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Networking	38.43	-14.89
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Total	3,736.17	353.50



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Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109M	\$38.59M	35.40%
AltiQ Exclusive	\$69M	\$31.88M	46.10%
Atliq e Store	\$70M	\$26.40M	37.54%
Sage	\$27M	\$9.52M	35.16%
Neptune	\$21M	\$8.65M	41.17%
Leader	\$25M	\$8.34M	34.01%
Flipkart	\$25M	\$7.64M	30.23%
Ebay	\$20M	\$7.17M	36.10%
Synthetic	\$16M	\$6.32M	39.25%
Electricalslytical	\$16M	\$5.92M	37.86%
Electricalsociety	\$16M	\$5.66M	34.83%
Propel	\$14M	\$5.34M	37.77%
Acclaimed Stores	\$14M	\$5.18M	36.18%
Total	\$824M	\$300.63M	36.49%

Performance Metrics

region APAC EU LATAM NA

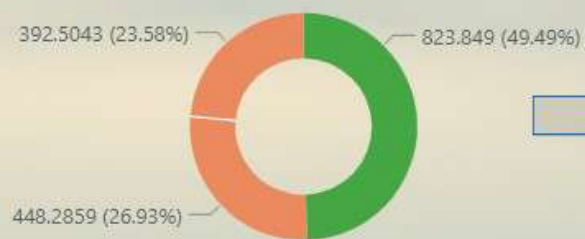


Product Performance

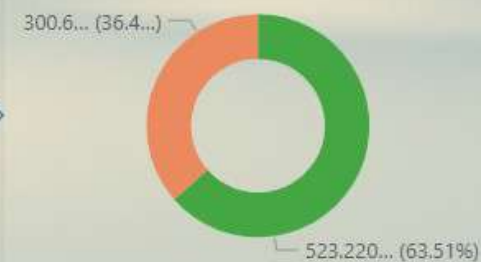
segment	NS \$	GM \$	GM %
Notebook	\$266M	\$97.12M	36.45%
Accessories	\$245M	\$89.30M	36.47%
Peripherals	\$167M	\$60.81M	36.52%
Storage	\$54M	\$20.00M	36.75%
Desktop	\$46M	\$16.79M	36.17%
Networking	\$45M	\$16.60M	36.75%
Total	\$824M	\$300.63M	36.49%

Unit Economics

Net Sales Total Post Invoice Dedu... Pre Invoice De...



Total COGS Gross Margin





customer

region, market

segment, category, p...

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Product Performance

segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
Notebook	\$266M	\$97.12M	36.45%	-17.71M	-6.64%
Accessories	\$245M	\$89.30M	36.47%	-16.28M	-6.65%
Peripherals	\$167M	\$60.81M	36.52%	-11.02M	-6.62%
Storage	\$54M	\$20.00M	36.75%	-3.46M	-6.36%
Desktop	\$46M	\$16.79M	36.17%	-3.27M	-7.04%
Networking	\$45M	\$16.60M	36.75%	-2.91M	-6.44%
Total	\$824M	\$300.63M	36.49%	-54.65M	-6.63%

Performance Metrics

NS \$, GM %, NS \$ and GM % by segment and division

division N & S P & A PC

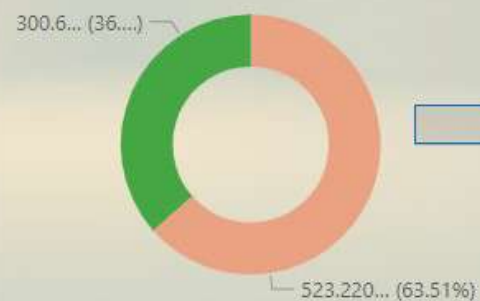


Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
APAC	\$442M	\$156.21M	35.34%	-33.33M	-7.54%
NA	\$178M	\$66.25M	37.23%	-24.32M	-13.67%
LATAM	\$3M	\$1.19M	37.54%	0.20M	6.18%
EU	\$201M	\$76.98M	38.34%	2.81M	1.40%
Total	\$824M	\$300.63M	36.49%	-54.65M	-6.63%

Unit Economics

Total COGS Gross Margin



Increase Decrease





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82%✓

LY: 80.69% (+1.84%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6529.4K✓

LY: 9539.3K (-31.55%)

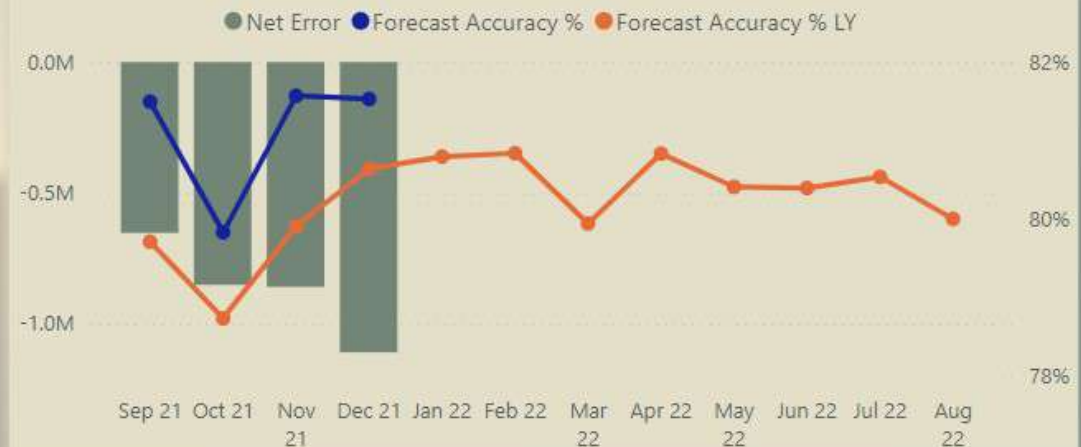
Absolute Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	70%	74.75%	83037	10.7%	Excess Inventory
BestBuy	65%	69.47%	81179	16.7%	Excess Inventory
Billa	66%	50.23%	3704	3.9%	Excess Inventory
Circuit City	64%	71.78%	85248	16.5%	Excess Inventory
Control	67%	72.93%	64731	13.0%	Excess Inventory
Costco	70%	76.32%	101913	15.8%	Excess Inventory
Currys (Dixons Carphone)	73%	61.89%	8104	6.0%	Excess Inventory
Leader	67%	54.27%	166751	11.0%	Excess Inventory
Logic Stores	72%	68.12%	6430	2.4%	Excess Inventory
Nomad Stores	73%	77.53%	3394	1.3%	Excess Inventory
Notebillig	65%	50.64%	1141	1.3%	Excess Inventory
Otto	67%	50.09%	1962	2.4%	Excess Inventory
Path	68%	74.78%	91486	14.9%	Excess Inventory
Radio Shack	64%	73.63%	69253	16.5%	Excess Inventory
Sage	69%	62.42%	154291	10.1%	Excess Inventory
Saturn	62%	53.67%	2197	2.9%	Excess Inventory
Staples	70%	76.55%	79821	11.5%	Excess Inventory
Total	82%	80.69%	-34726	-9.5%	out of stock

90

Accuracy / Net Error Trend



Key Metrics by products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	89%	78.03%	341468	1.7%	Excess Inventory
Notebook	88%	80.01%	-47221	-1.7%	out of stock
Peripherals	68%	83.69%	-32042	-31.8%	out of stock
Storage	72%	84.23%	-62826	-25.6%	out of stock
Desktop	89%	84.52%	78576	10.2%	Excess Inventory
Networking	97%	91.83%	-12967	-1.7%	out of stock



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\$3,736.2M✓

BM: (Blank) (+Infinity%)
Net Sales

38.08% !

BM: (Blank) (+Infinity%)
GM %

-13.98% !

BM: (Blank) (-Infinity%)
Net Profit %

82%✓

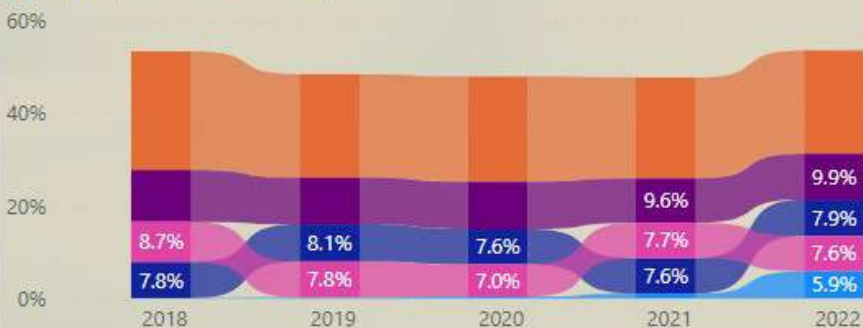
LY: 80.69% (+1.84%)
Forecast Accuracy

Key Insights by Sub Zones

sub zone	NS \$	RC %	GM %	Atliq MS %	Net profit %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	1.4%	-7.4%	-37.6%	out of stock
India	\$945.3M	25.3%	35.8%	13.3%	-23.0%	-24.4%	out of stock
LATAM	\$14.8M	0.4%	35.0%	0.3%	-2.9%	3.4%	Excess Inventory
NA	\$1,022.1M	27.4%	45.0%	4.9%	-14.2%	14.4%	Excess Inventory
NE	\$457.7M	12.3%	32.8%	6.8%	-18.1%	-4.6%	out of stock
ROA	\$788.7M	21.1%	34.2%	8.3%	-6.3%	-4.6%	out of stock
SE	\$317.8M	8.5%	37.0%	16.4%	-4.0%	-55.5%	out of stock
Total	\$3,736.2M	100.0%	38.1%	5.9%	-14.0%	-9.5%	out of stock

PC Market share Trend Atliq & Competitors

● atliq ● bp ● dale ● innovo ● pacer



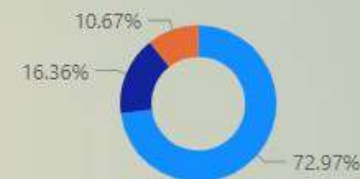
Revenue by Division

● PC ● P & A ● N & S



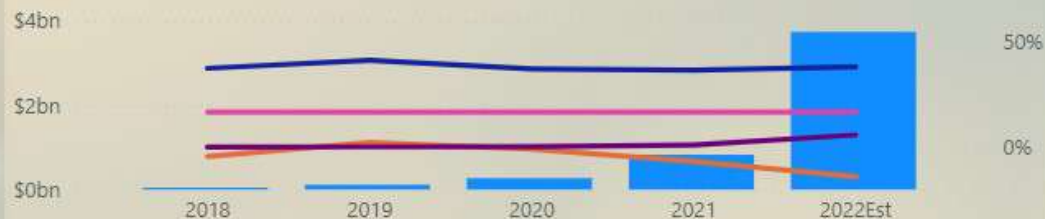
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net profit % ● Atliq MS % ● Market share %



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.2%	47.22% ↓
Flipkart	3.7%	42.14% ↓
Atliq e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78% ↓
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

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%