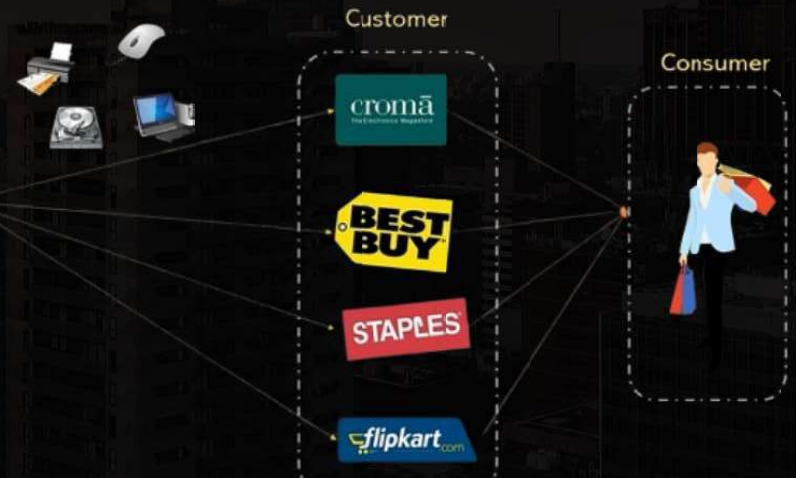


Business Insights 360

Explore Projects



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.

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**.

Supply Chain View

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

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**.

Executive View

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



Finance View

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Executive



vs LY

vs Target

2019

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2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

BM: 823.85M (+353.5%)

38.08%✓

BM: 36.49% (+4.37%)

-13.98%!

BM: -6.63% (-110.79%)

Net Sales

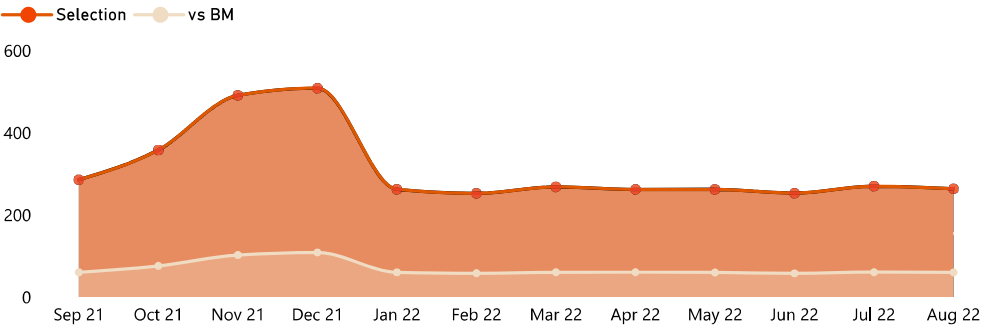
GM%

Net Profit %

Profit & Loss Statement

Key Metrics	2022 Est	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
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Region	P & L Values	YOY %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40

Segment	P & L Values	YOY %
Accessories	454.10	85.5
Desktop	711.08	1431.5
Networking	38.43	-14.9
Notebook	1,580.43	493.1
Peripherals	897.54	439.0
Storage	54.59	0.3

Sales Performance

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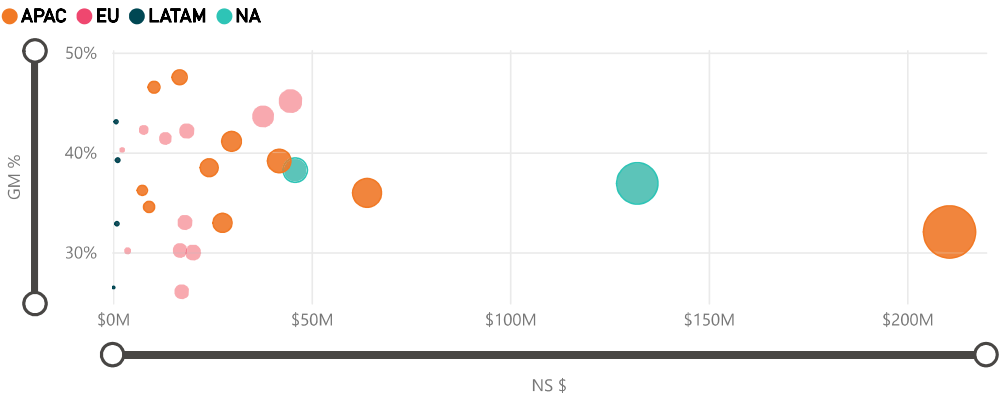
Customers Performance

Customers	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	5.18M	36.18%
All-Out	\$1.06M	0.50M	47.53%
Amazon	\$109.03M	38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%
Atlas Stores	\$4.16M	1.68M	40.36%
AtliQ E-Store	\$70.31M	26.40M	37.54%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
BestBuy	\$8.26M	2.97M	35.94%
Total	\$823.85M	300.63M	36.49%

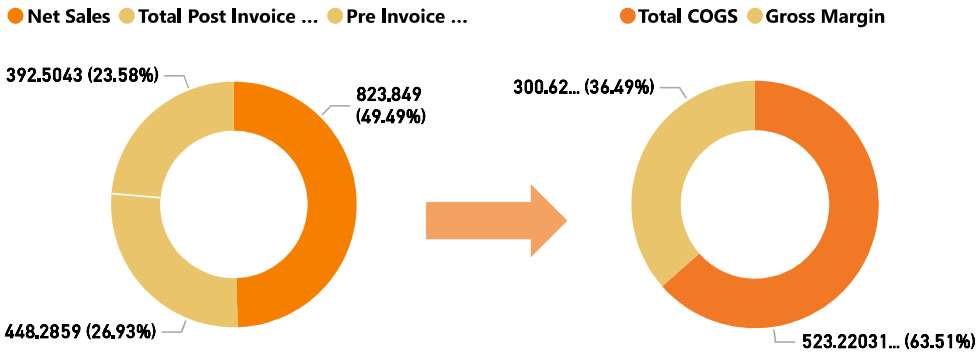
Product Performance

Segment	NS \$	GM \$	GM %
Accessories	\$244.85M	89.30M	36.47%
Desktop	\$46.43M	16.79M	36.17%
Networking	\$45.16M	16.60M	36.75%
Notebook	\$266.49M	97.12M	36.45%
Peripherals	\$166.51M	60.81M	36.52%
Storage	\$54.42M	20.00M	36.75%
Total	\$823.85M	300.63M	36.49%

Performance Matrix



Unit Economics



Supply Chain View

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Q1

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YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (+361.97%)

Net Error

6899.0K✓

LY: 9780.7K (-29.46%)

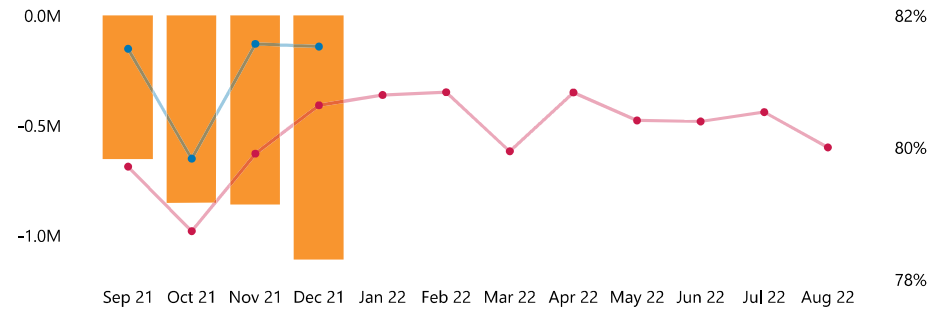
ABS Error

Key Metrics by Customers

Customers	FA%	FA % 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

Accuracy / Net Error Trend

Net Error FA% FA% LY



Key Metrics by Products

Segment	FA%	FA% LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS

Marketing View

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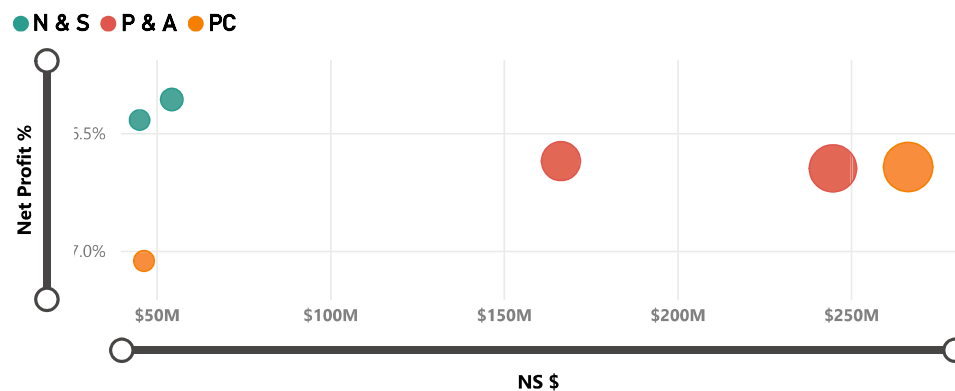
Executive



Product Performance

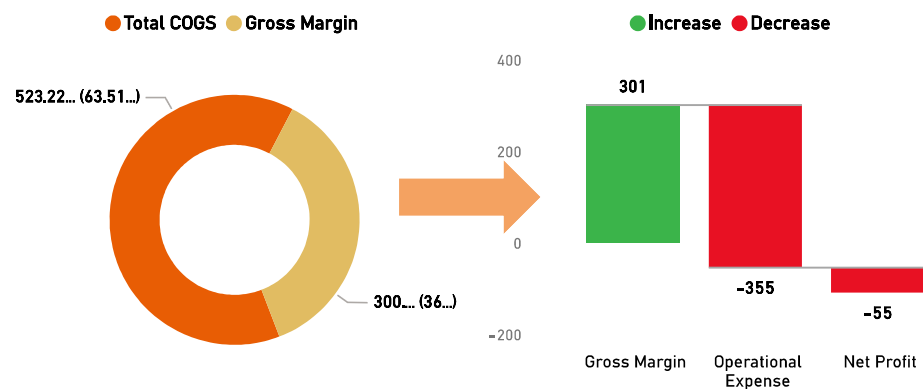
Show GM %

Performance Matrix



Region / Market / Customer Performance

Unit Economics



2019

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2021

2022 Est

Q1

Q2

Q3

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YTD

YTG

Segment

NS \$

GM \$

GM %

Net Profit \$

Net Profit %

⊕ Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
⊕ Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
⊕ Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
⊕ Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
⊕ Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
⊕ Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Region

NS \$

GM \$

GM %

Net Profit \$

Net Profit %

⊕ APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
⊕ EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
⊕ LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
⊕ NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Executive View

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Q1

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YTG

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM%

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

80.21%✓

BM: 72.99% (+9.88%)

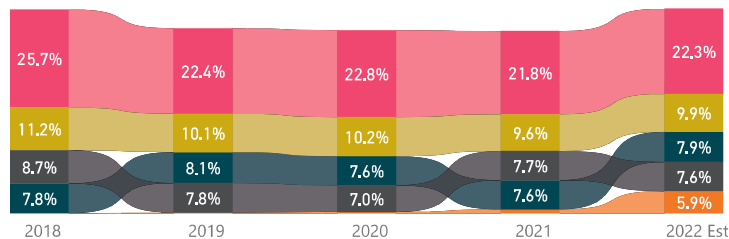
Forecast Accuracy

Key Insights by Sub Zone

Sub_Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$44.4M	5.4%	38.46% ↓	7.27%	0.28%	-5.19%	OOS
INDIA	\$210.7M	25.6%	32.03% ↓	-24.65%	2.45%	3.90%	EI
LATAM	\$3.2M	0.4%	37.54%	6.18%	0.05%	5.32%	EI
NA	\$177.9M	21.6%	37.23% ↓	-13.67%	0.76%	-7.06%	OOS
NE	\$109.3M	13.3%	38.03%	-1.14%	1.17%	11.27%	EI
ROA	\$186.9M	22.7%	38.34%	8.23%	1.47%	-21.55%	OOS
SE	\$91.5M	11.1%	38.71%	4.43%	3.63%	10.56%	EI
Total	\$823.8M	100.0%	36.49% ↓	-6.63%	1.06%	-1.52%	OOS

PC Market Share Trend - AtliQ & Competitors

● AtliQ ● bp ● Dale ● Innovo ● Pacer



Revenue by Division

● P & A ● PC ● N & S



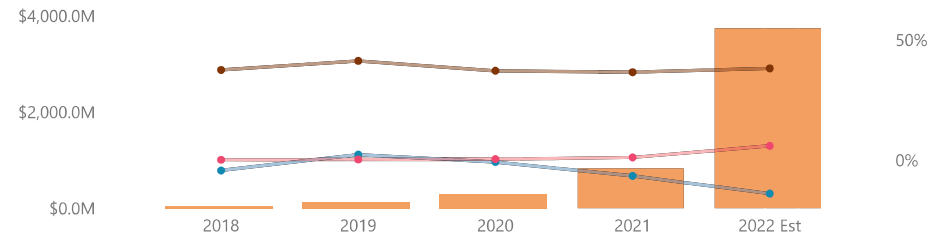
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %



Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.2%	35.40% ↓
AtliQ E-Store	8.5%	37.54%
AtliQ Exclusive	9.7%	43.73% ↓
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%