



## 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.**



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.



region, market ▼ customer ▼ segment, category... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

### Net Sales Performance Over Time

vs LY vs Target



### Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational Expense	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deductions	166.65	47.43	119.22	251.38
- Post Discounts	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

### Top / Bottom Products & Customers By Net Sales

region	P & L Values	P & L Chg %
LATAM	3.16	58.40
NA	177.94	186.03
APAC	441.98	198.67
EU	200.77	259.88
Total	823.85	207.43

segment	P & L Values	P & L Chg %
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

BM = BenchMark, LY = Last Year, GM = Gross Margin



region, market ▼ customer ▼ segment, category... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG vs LY vs Target

10%

### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
Atliq e Store	\$70.31M	\$26.40M	37.54%
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%
Sage	\$27.07M	\$9.52M	35.16%
Flipkart	\$25.25M	\$7.64M	30.23%
Leader	\$24.51M	\$8.34M	34.01%
Neptune	\$21.00M	\$8.65M	41.17%
Ebay	\$19.87M	\$7.17M	36.10%
Electricalsociety	\$16.25M	\$5.66M	34.83%
Synthetic	\$16.10M	\$6.32M	39.25%
Total	\$823.85M	\$300.63M	36.49%

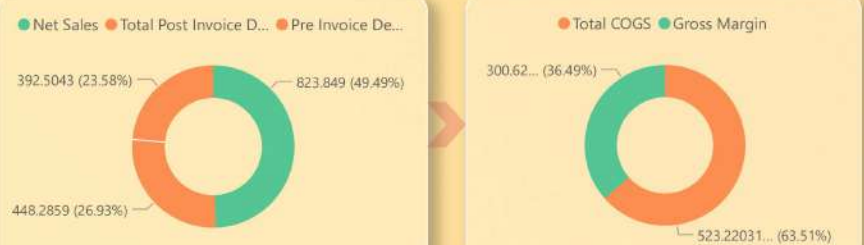
### Performance Matrix



### Product Performance

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

### Unit Economics



NS = Net Sales, GM = Gross Margin, COGS = Costs of Goods Sold



region, market ▼ customer ▼ segment, category... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

### Product Performance

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

Show GM %

### Performance Matrix



### Region / Market / Customer Performance

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%
NA	\$177.94M	\$66.25M	37.23%	(\$24.32M)	-13.67%
LATAM	\$3.16M	\$1.19M	37.54%	\$0.20M	6.18%
Total	\$823.85M	\$300.63M	36.49%	(\$54.65M)	-6.63%

### Unit Economics



NS = Net Sales, GM = Gross Margin, COGS = Costs of Goods Sold





region, market  
All

customer  
All

segment, category...  
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

**80.21%!**  
LY: ₹ 267.98M (-100%)  
**Forecast Accuracy**

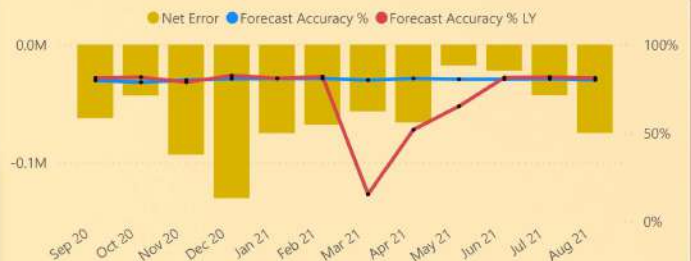
**-751.7K✓**  
LY: 491.6K (-252.91%)  
**Net Error**

**9780.7K!**  
LY: 5743.2K (+70.3%)  
**ABS Error**

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
AltiQ Exclusive	71.15%	56.78%	-191800	-5.73%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
Atliq Exclusive	42.13%	32.66%	2714	0.35%	EI
BestBuy	35.31%	7.31%	-73279	-16.97%	OOS
Billa	18.29%	26.05%	-37856	-47.09%	OOS
Boulangier	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Circuit City	35.02%	9.90%	-84752	-19.00%	OOS
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.52%</b>	<b>OOS</b>

#### Accuracy / Net Error Trend



#### Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	83.54%	81.01%	1507656	15.77%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.52%</b>	<b>OOS</b>

ABS Error = Absolute Error



region, market ▼ customer ▼ segment, cat... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG vs LY vs Target

**\$823.85M** ✓  
BM: 267.98M  
Net Sales

**36.49%** !  
BM: 37.10% (-1.65%)  
GM %

**-6.63%** !  
BM: -0.85% (-676.38%)  
Net Profit %

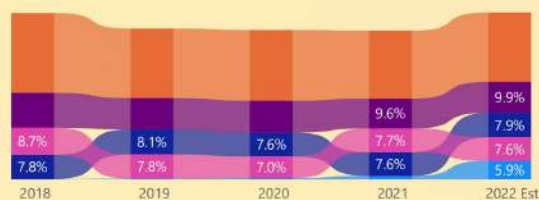
**80.21%** !  
LY: ₹ 267.98M (-100%)  
Forecast Accuracy

#### Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.56%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.55%	OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.27%	EI
NA	\$177.9M	21.6%	37.2%	-13.7%	0.8%	-7.06%	OOS
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	5.32%	EI
India	\$210.7M	25.6%	32.0%	-24.7%	2.5%	3.90%	EI
ANZ	\$44.4M	5.4%	38.5%	7.3%	0.3%	-5.19%	OOS
Total	\$823.8M	100.0%	36.5%	-6.6%	1.1%	-1.52%	OOS

#### PC Market Share Trend - AtliQ & Competitors

Manufacturer atliq bp dale innovo pacer



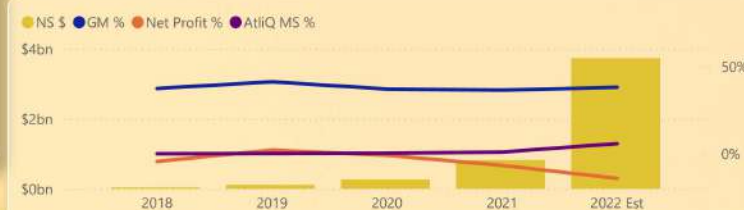
#### Revenue By Division



#### Revenue By Channel



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



#### Top 5 Customers By Revenue

customer	RC %	GM %
AtliQ Exclusive	8.4%	46.10% ↓
Amazon	13.2%	35.40% ↓
AtliQ e Store	8.5%	37.54%
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Total	36.5%	37.90%

#### 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%
Total	16.3%	36.52%

BM = BenchMark, LY = Last Year, GM = Gross Margin, EI = Excess Inventory, OOS = Out Of Stock