

Info

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



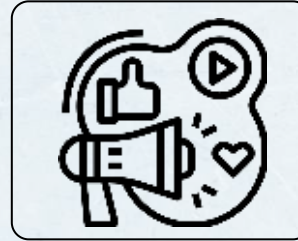
Finance View

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



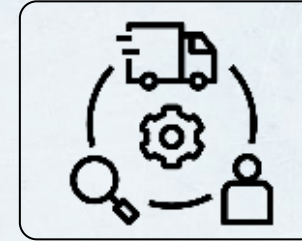
Sales View

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



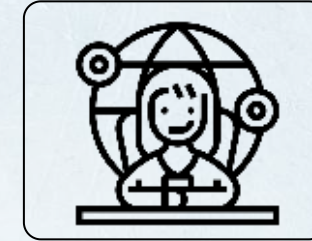
Marketing

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.



Support

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



₹ 823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

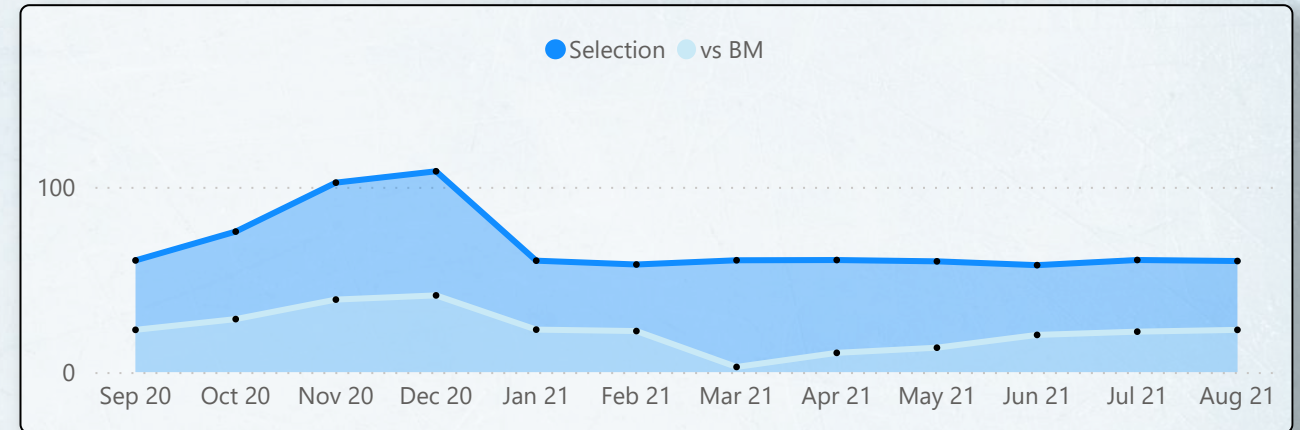
BM: -0.01 (-676.38%)

Net Profit %

Profit and 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

Net Sales Performance Over Time



Top / Bottom Product & Customers by Net Sales

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

segment	P & L values	P & L Chg	P & L Chg %
Accessories	244.85	178.61	269
Desktop	46.43	45.48	4,791
Networking	45.16	18.94	72
Notebook	266.49	180.09	208
Peripherals	166.51	105.88	174
Storage	54.42	26.86	97
Total	823.85	555.87	207.

BM- Bench Mark, LY - Last Year



region, market

customer

segment, cat...

All

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Customer Performance

customer		NS \$	GM \$	GM %
Acclaimed Stores	◆	₹ 14.32M	5.18M	36.18%
All-Out	●	₹ 1.06M	0.50M	47.53%
AltiQ Exclusive	◆	₹ 69.15M	31.88M	46.10%
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	◆	₹ 10.77M	3.07M	28.52%
BestBuy	◆	₹ 8.26M	2.97M	35.94%
Billa	◆	₹ 1.65M	0.41M	24.68%
Boulanger	◆	₹ 5.32M	1.55M	29.11%
Chip 7	●	₹ 7.23M	2.94M	40.71%
Chiptec	◆	₹ 3.93M	1.29M	32.74%
Circuit City	◆	₹ 8.11M	2.59M	31.96%
Total		₹ 823.85M	300.63M	36.49%

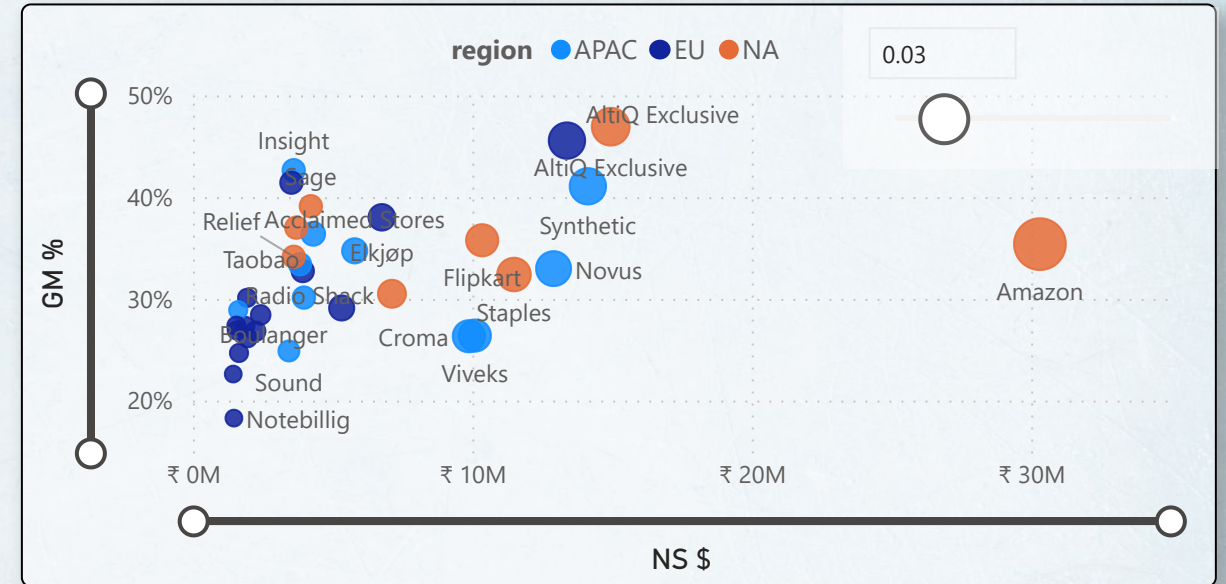
Product Performance

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

vs LY

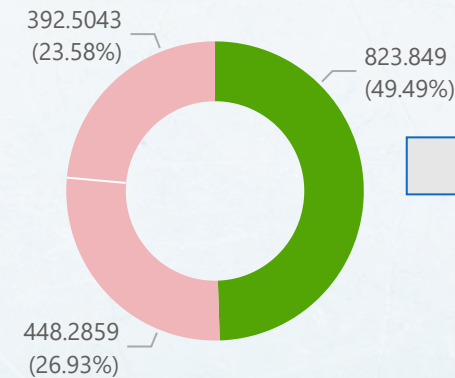
vs Target

Performance Matrix

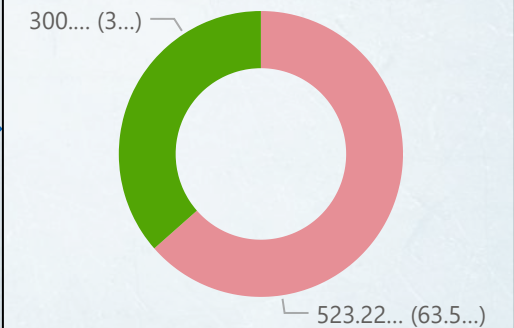


Unit Economics

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



● Total COGS ● Gross Margin





region, market

customer

segment, cat...

All

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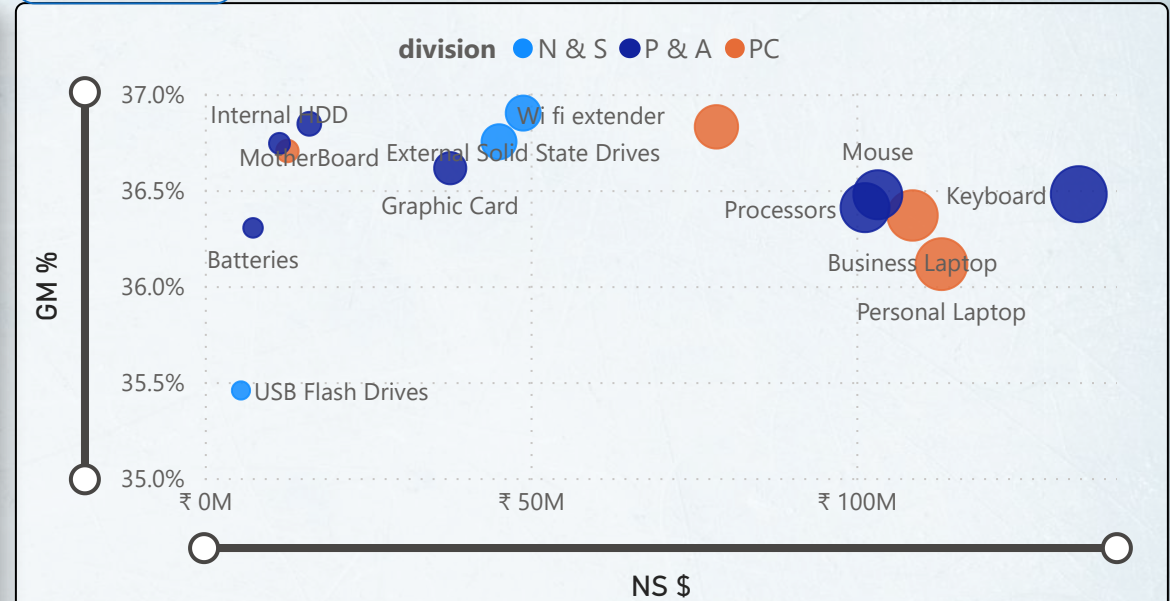
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	₹ 45.16M	16.60M	36.75%	-2.910M	-6.44%
Desktop	₹ 46.43M	16.79M	36.17%	-3.270M	-7.04%
Storage	₹ 54.42M	20.00M	36.75%	-3.460M	-6.36%
Peripherals	₹ 166.51M	60.81M	36.52%	-11.022M	-6.62%
Accessories	₹ 244.85M	89.30M	36.47%	-16.283M	-6.65%
Notebook	₹ 266.49M	97.12M	36.45%	-17.706M	-6.64%
Total	₹ 823.85M	300.63M	36.49%	-54.651M	-6.63%

Show NP %

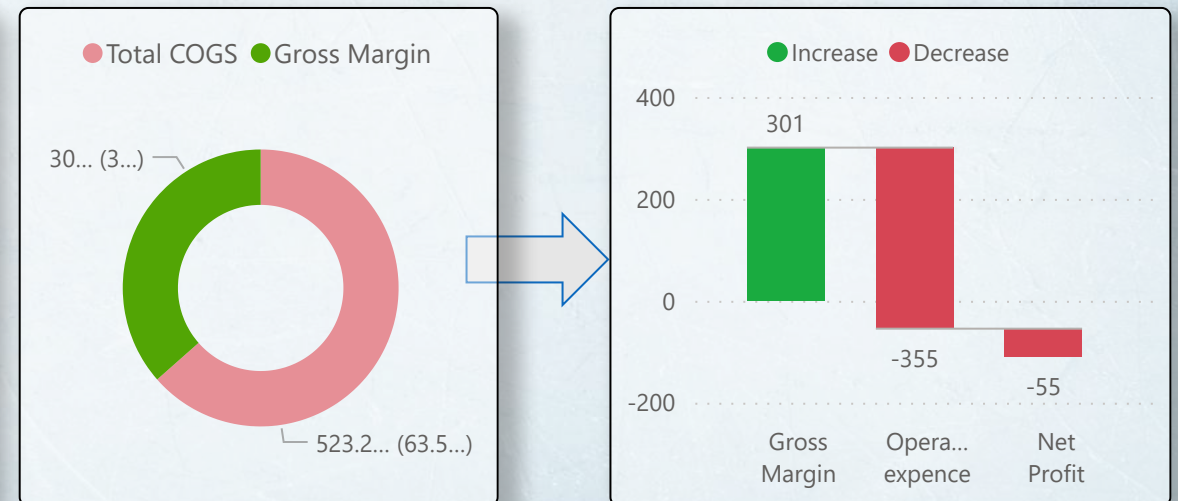
Performance Matrix



Region / Market / Customer Performance

customer	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Synthetic	₹ 3.61M	1.54M	42.65%	0.70M	19.41%
Electricalsara Stores	₹ 2.60M	1.08M	41.40%	0.45M	17.50%
All-Out	₹ 16.10M	6.32M	39.25%	2.62M	16.26%
nfo Stores	₹ 2.42M	0.96M	39.69%	0.38M	15.78%
Electricalslance Stores	₹ 1.06M	0.50M	47.53%	0.15M	14.32%
Stores	₹ 2.40M	1.02M	42.43%	0.34M	14.18%
Flawless Stores	₹ 3.07M	1.28M	41.60%	0.42M	13.77%
Mbit					
Total	₹ 823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics





region, market

customer

segment, cat...

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All

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YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy %

-751.71K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

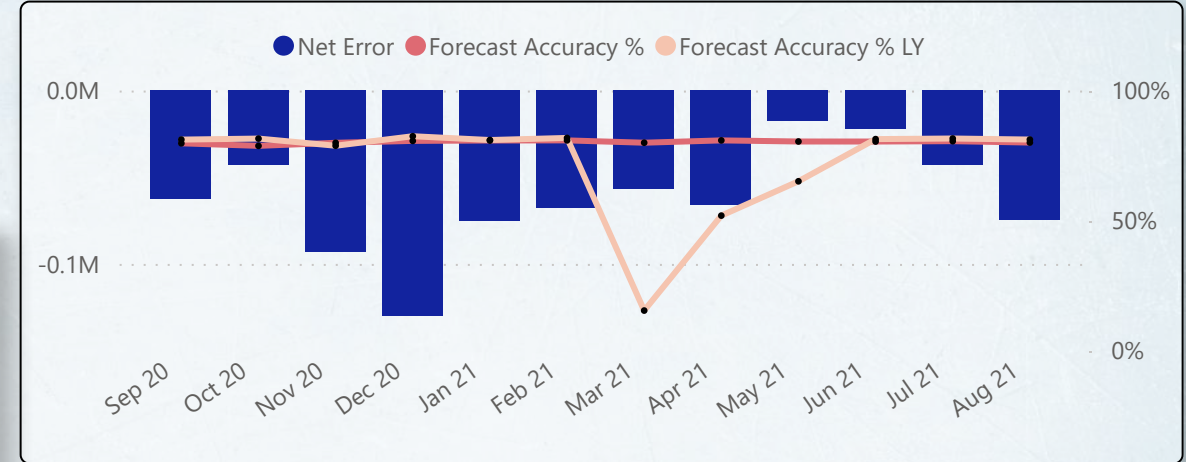
LY: 5743.2K (+70.3%)

ABS Error

Ket Matrix By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq Exclusive	42.13%	32.66%	2714	0.35%	EI
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
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsocity	50.35%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Expression	44.32%	37.52%	2997	0.37%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Accuracy / Net Error Trend



Key Matrix by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
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
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market

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segment, cat...

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vs LY

vs Target

₹ 0.8bn✓

LY: ₹ 0.3bn (+207.43%)

Net Sales

36.49%!

LY: 0.37 (-1.65%)

GM %

-6.63%!

LY: -0.01 (-676.38%)

Net Profit %

80.21%✓

LY: 72.99%

(+9.88%)

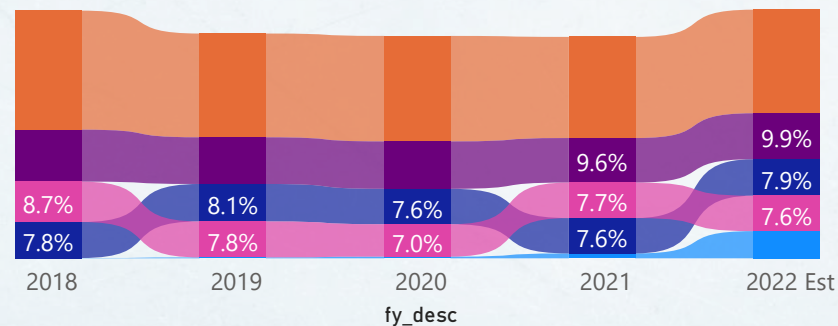
Forecast Accuracy

Key Insights by Sub Zone

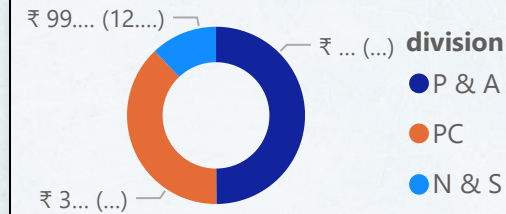
sub_zone	NS \$	GM %	RC %	Net Profit %	AtliQ MS %	Net Error %	R _A
SE	₹ 91.5M	38.7%	11.1%	4.4%	3.6%	10.56%	E
India	₹ 210.7M	32.0% ↓	25.6%	-24.7%	2.5%	3.90%	E
ROA	₹ 186.9M	38.3%	22.7%	8.2%	1.5%	-21.55%	C
NE	₹ 109.3M	38.0%	13.3%	-1.1%	1.2%	11.27%	E
NA	₹ 177.9M	37.2% ↓	21.6%	-13.7%	0.8%	-7.06%	C
ANZ	₹ 44.4M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

PC Market Share Trend - AtliQ & Competitors

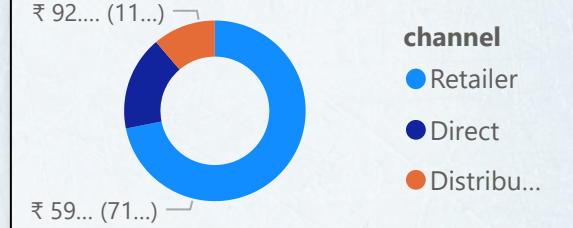
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



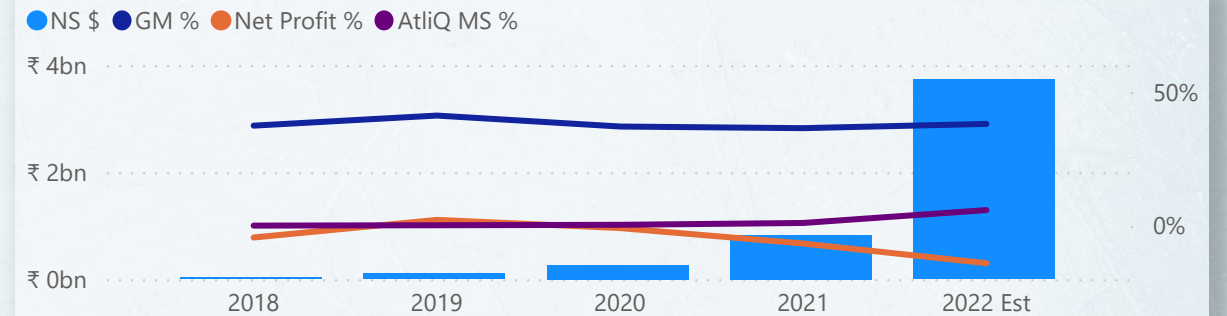
Revenue By Division



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 Trigger	3.3%	36.89%
AQ Qwerty	3.4%	37.09%
AQ Maxima	2.7%	36.68% ↓
AQ Gen Y	2.9%	36.06%
AQ B7 Allin1	4.1%	35.97%
Total	16.3%	36.52%

BM- Bench Mark, LY - Last Year, EI- Excess Inventory- Out of Stock