# BUSINESS INSIGHTS 360



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



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 cosolidating top insights from all dimensions of business.









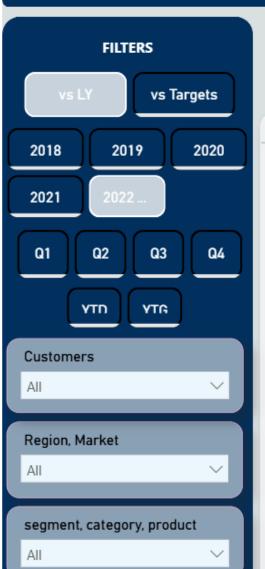












Bm=Benchmark

LY=Last Year

\$3.7bn Net Sales (\$)

Benchmark: \$823.85M +353.5% 7

38.1% Gross Margin % Benchmark: 36.49% +4.37% 7

-14.0% Net Profit %

Benchmark: -6.63%

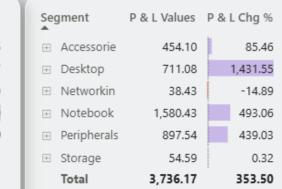
#### Profit & Loss Statement

Line Item	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



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

Region	P & L Values	P & L Chg %
⊕ EU	775.48	286.26
⊕ APAC	1,923.77	335.27
± LATAM	14.82	368.40
⊕ NA	1,022.09	474.40
Total	3,736.17	353.50



















### Customers

All

Region, Market All

segment, category, product

ΑII

Bm=Benchmark LY=Last Year





Segment

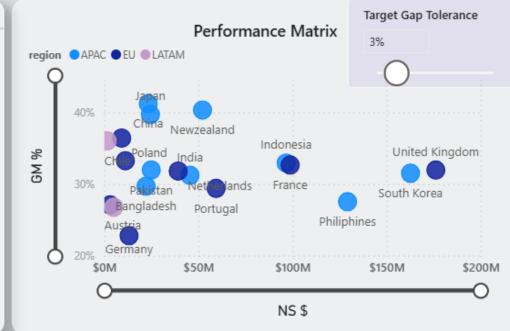
Metworking

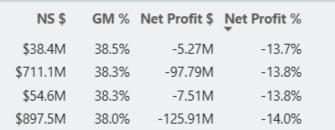
Peripherals

⊕ Desktop

⊕ Storage

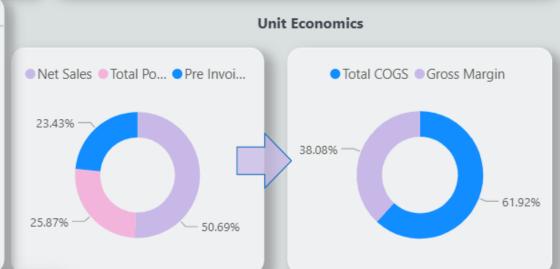






\$454.1M 38.0% -63.78M -14.0% Accessories -14.1% Notebook \$1,580.4M 38.0% -222.16M \$3,736.2M 38.1% -522.42M -14.0% Total

Product Performance



















vs Targets

2018 2019 2020

2021

Q2 Q3 Q4

> YTD YTG

#### Customers

ΑII

Q1

Region, Market

ΑII

segment, category, product

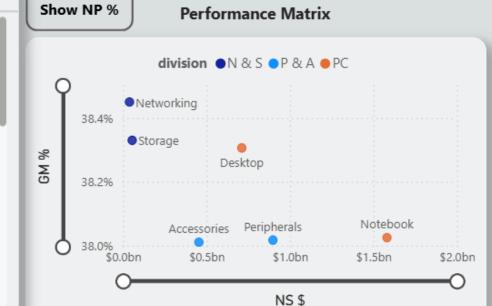
ΑII

Bm=Benchmark LY=Last Year





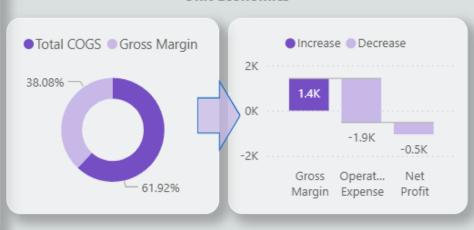
Market	NS \$	GM \$	GM %	Net Profit \$	Net Profit %	
India	\$945.3M	337.98M	35.8%	-217.32M	-23.0%	ı
USA	\$770.3M	342.60M	44.5%	-91.06M	-11.8%	ı
South Korea	\$300.6M	94.12M	31.3%	-11.14M	-3.7%	ı
Canada	\$251.8M	117.08M	46.5%	-54.25M	-21.5%	١
United Kingdom	\$176.2M	56.31M	32.0%	-59.11M	-33.5%	
China	\$147.4M	67.20M	45.6%	-9.33M	-6.3%	
Philiphines	\$129.2M	35.57M	27.5%	-14.78M	-11.4%	
Australia	\$119.3M	53.79M	45.1%	-12.02M	-10.1%	
Norway	\$102.9M	36.80M	35.8%	4.57M	4.4%	
France	\$98.8M	32.26M	32.7%	-7.80M	-7.9%	
Total	\$3,736.2M	1,422.88M	38.1%	-522.42M	-14.0%	



#### Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Networking	\$38.4M	14.78M	38.5%	-5.27M	-13.7%
Desktop	\$711.1M	272.39M	38.3%	-97.79M	-13.8%
⊕ Storage	\$54.6M	20.93M	38.3%	-7.51M	-13.8%
Peripherals	\$897.5M	341.22M	38.0%	-125.91M	-14.0%
Accessories	\$454.1M	172.61M	38.0%	-63.78M	-14.0%
⊕ Notebook	\$1,580.4M	600.96M	38.0%	-222.16M	-14.1%
Total	\$3,736.2M	1,422.88M	38.1%	-522.42M	-14.0%

#### **Unit Economics**



















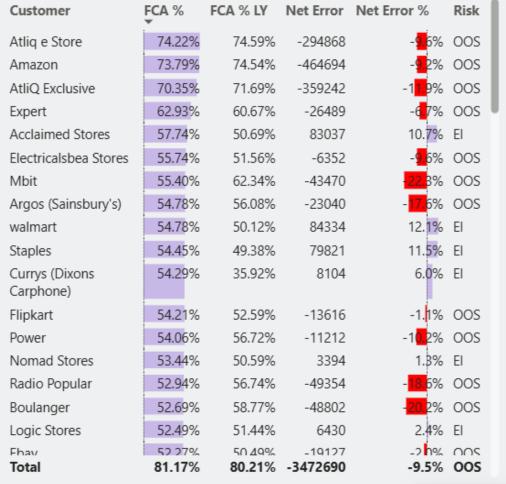
81.17% Forecast Accuracy %

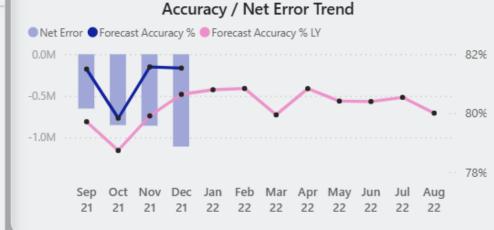


-3M Net Error **LY: -752K** +361.97% **7**  **7M**Abs Error



Key	metrics	by	customer





#### Key Metrics by Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
⊕ Networking	93.06%	90.40%	-12967	-1.7%	OOS
⊕ Desktop	87.53%	84.37%	78576	10.2%	El
	71.50%	83.54%	-628266	-25.6%	OOS
⊕ Peripherals	68.17%	83.23%	-3204280	-31,8%	OOS
	87.24%	79.99%	-47221	-17%	OOS
$\pm$ Accessories	87.42%	77.66%	341468	1.7%	El
Total	81.17%	80.21%	-3472690	-9.5%	oos



















BM: \$823.85M +353.5% **7** 

**38.1%** Gross Margin %

BM: 36.49% +4.37% 7

**-14.0%**Net Profit %

BM: -6.63% -110.79% ы 81.17% FCA % LY: 80.21% +1.2% 7

#### Key Insights by Sub Zone

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





All

#### Region, Market

All

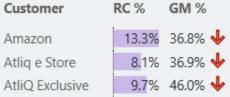
#### segment, category, product

All

EI = Excess Inventory
OOS = Out of Stock
FCA = Forecast Accuracy



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Top 5 customers by Revenue

## AtliQ Exclusive 9.7% 46.0% ↓ Flipkart 3.7% 42.1% ↓ Sage 3.4% 31.5% ↓ Total 38.2% 39.2%

#### Top 5 products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5% 🖖
AQ Home Allin1	4.1%	38.7% 🖖
AQ HOME Allin1 Gen 2	5.7%	38.1% 🖖
AQ Smash 1	3.8%	37.4% 🖖
AQ Smash 2	4.1%	37.4% 🖖
Total	23.2%	38.1%



PC Market share trend - AtliQ & competitors

