Business Insights 360

Finance View

Sales View

Marketing View

Supply Chain View

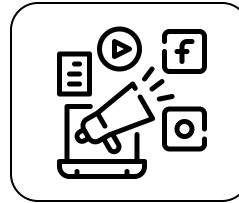**Executive View**

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..
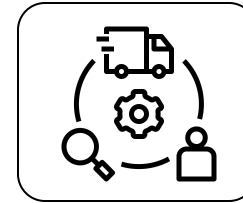
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.
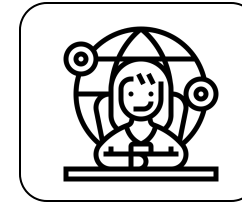
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

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

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

Vs LY | Vs Target

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
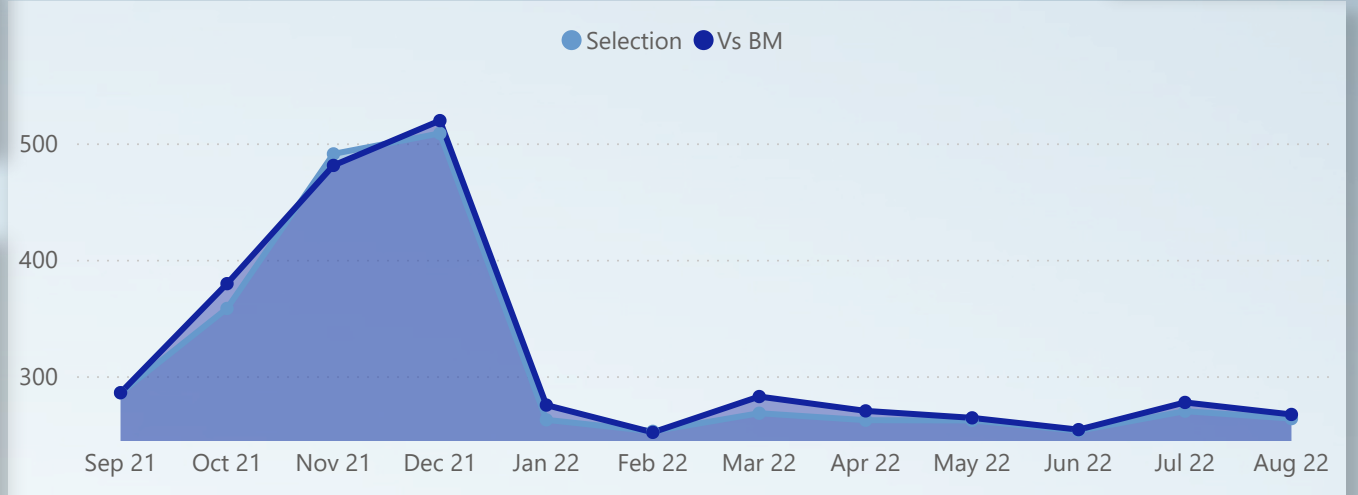**Net Gross Margin %**

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Net Sales Performance Over Time

● Selection ● Vs BM

Profit and Loss Statement

Line Item	2022 Est	BM	Change	Change%
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-0.02
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-0.03
Gross Margin %	38.08	38.34	-0.25	-0.01
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-0.01

BM : Benchmark, LY: Last Year

Top/Bottom Customer & Product by Net Sales

Region	P & L Values	P&L change%
⊞ APAC	1,923.77	-2.48%
⊞ EU	775.48	-1.13%
⊞ LATAM	14.82	-1.60%
⊞ NA	1,022.09	-1.24%

Product Segment	P & L Values	P&L change%
⊞ Accessories	454.10	
⊞ Desktop	711.08	
⊞ Networking	38.43	
⊞ Notebook	1,580.43	
⊞ Peripherals	897.54	
⊞ Storage	54.59	

10.00%

Vs LY   Vs Target

Customer Performance

Customer	Net_Sales	Gross_Margin	GM%
Relief	$30.72M	14.92M	48.55%
Circuit City	$52.42M	24.51M	46.77%
Neptune	$105.69M	49.36M	46.70%
Premium Stores	$27.49M	12.72M	46.27%
AtliQ Exclusive	$361.12M	166.15M	46.01%
walmart	$72.41M	33.06M	45.66%
BestBuy	$49.34M	22.15M	44.89%
Taobao	$22.66M	9.97M	44.00%
Path	$59.32M	25.81M	43.50%
Control	$54.14M	23.51M	43.42%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

Performance Matrix
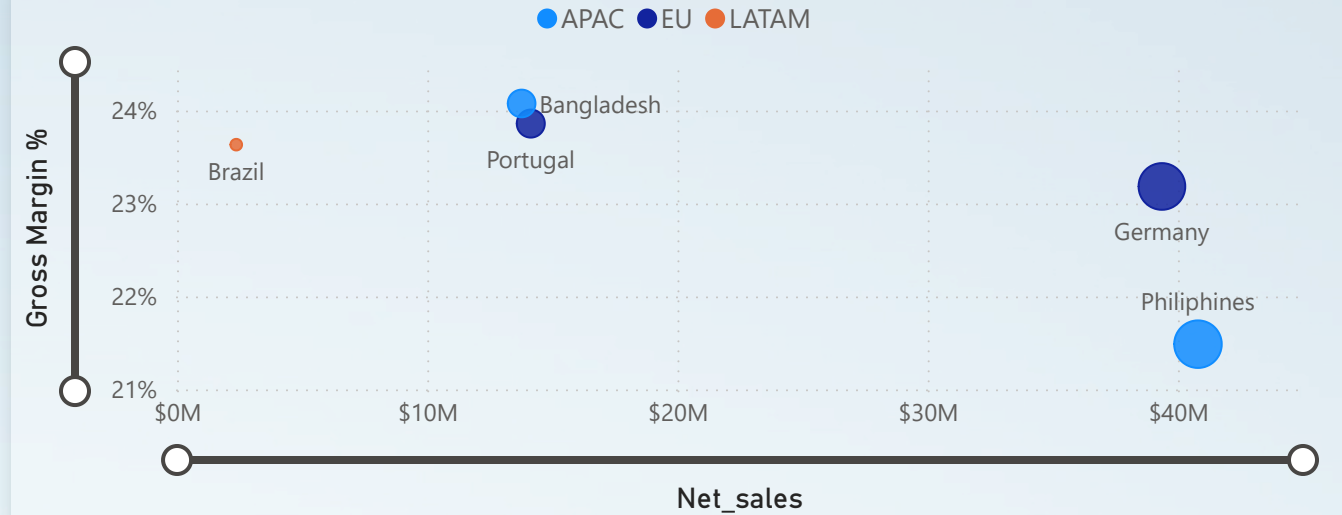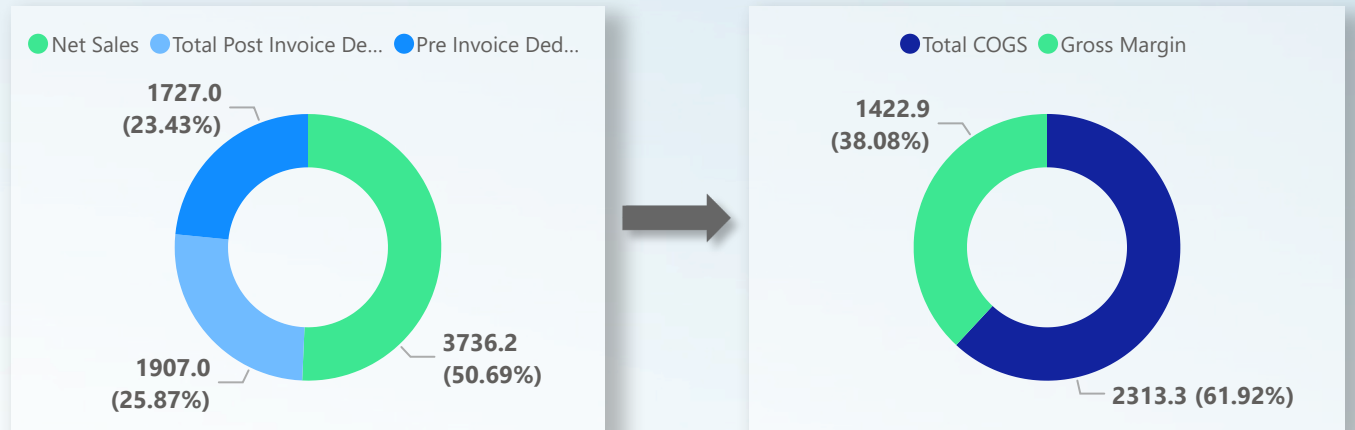
● APAC   ● EU   ● LATAM

Gross Margin %

24% — Bangladesh, Portugal

23% — Brazil, Germany

22% — Philiphines

21%

$0M $10M $20M $30M $40M

Net_sales

Product Performance

Product Segment	Net_Sales	Gross_margin	GM%
⊞ **Accessories**	$454.10M	172.61M	38.01%
⊞ **Desktop**	$711.08M	272.39M	38.31%
⊞ **Networking**	$38.43M	14.78M	38.45%
⊞ **Notebook**	$1,580.43M	600.96M	38.03%
⊞ **Peripherals**	$897.54M	341.22M	38.02%
⊞ **Storage**	$54.59M	20.93M	38.33%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

Unit Economics

● Net Sales   ● Total Post Invoice De...   ● Pre Invoice Ded...

1727.0 (23.43%)

1907.0 (25.87%)

3736.2 (50.69%)

● Total COGS   ● Gross Margin

1422.9 (38.08%)

2313.3 (61.92%)

Product Performance

Show NP%

Product Segment	Net_Sales	Gross_Margin	GM%	Net_Profit	Net_Profit %
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Performance Matrix

● N & S ● P & A ● PC

Gross Margin %

- Networking
- Storage
- Desktop
- Accessories
- Peripherals
- Notebook

38.4%
38.2%
38.0%

$0.0bn $0.5bn $1.0bn $1.5bn
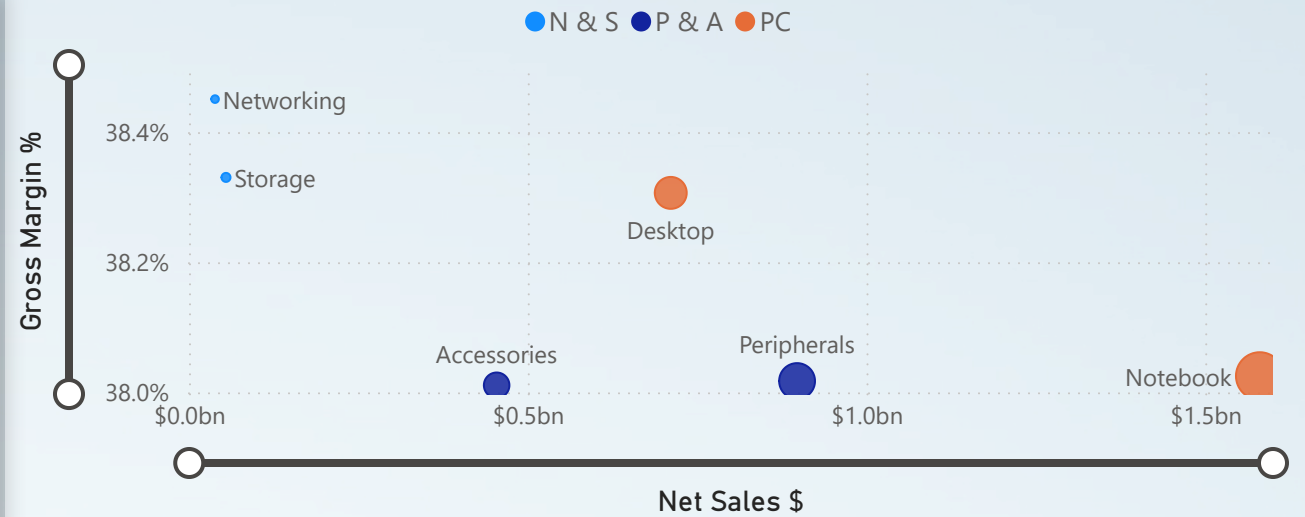
Net Sales $

Region / Market / Customer Performance

Region	Net_Sales	Gross_Margin	GM%	Net_Profit	Net_Profit %
⊞ **APAC**	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
⊞ **EU**	$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊞ **LATAM**	$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊞ **NA**	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Total COGS ● Gross Margin
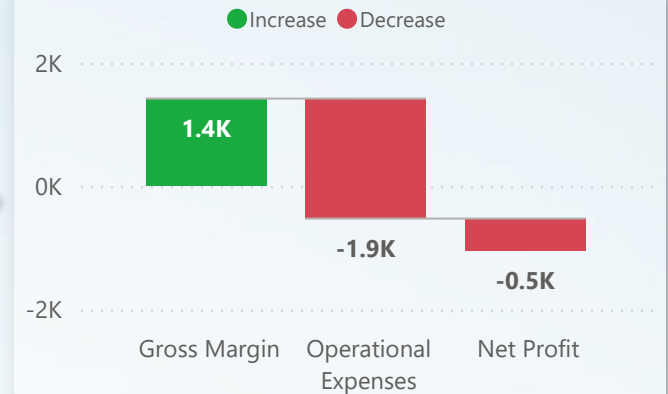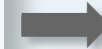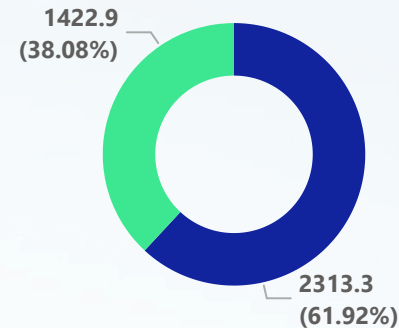
1422.9 (38.08%)

2313.3 (61.92%)

● Increase ● Decrease

2K
0K
-2K

1.4K
-1.9K
-0.5K

Gross Margin — Operational Expenses — Net Profit

Net Error Vs Forecast Accuracy Trend

81.2% ✓
LY: 0.8 (+1.2%)
Forecast Accuracy %

-3.5M ✓
LY: -0.8M (-361.97%)
Net Error

6.9M ✓
LY: 9.8M (-29.46%)
Absolute Error

● Net_error ● forecast_accuracy% ● forecast_accuracy%_LY

Key Metrics by Customers

Customer	Forecast_Accuracy%	Forecast_Accuracy%_LY	Net_Error	Net_Error%	Risk
Atliq e Store	74.2%	0.75	-294868	-9.6%	OOS
Amazon	73.8%	0.75	-464694	-9.2%	OOS
AtliQ Exclusive	70.4%	0.72	-359242	-11.9%	OOS
Mbit	55.4%	0.62	-43470	-22.3%	OOS
Euronics	45.3%	0.61	-67489	-37.4%	OOS
Expert	62.9%	0.61	-26489	-6.7%	OOS
Boulanger	52.7%	0.59	-48802	-20.2%	OOS
UniEuro	50.3%	0.58	-89065	-23.9%	OOS
Radio Popular	52.9%	0.57	-49354	-18.6%	OOS
Power	54.1%	0.57	-11212	-10.2%	OOS
Flawless Stores	50.7%	0.56	-21201	-24.7%	OOS
Total	**81.2%**	**0.80**	**-3472690**	**-9.5%**	**OOS**

Key Metrics by Products

Product Segment	Forecast_Accuracy%	Forecast_Accuracy%_LY	Net_Error	Net_Error%	Risk
⊞ **Accessories**	87.4%	0.78	341468	1.7%	EI
⊞ **Desktop**	87.5%	0.84	78576	10.2%	EI
⊞ **Networking**	93.1%	0.90	-12967	-1.7%	OOS
⊞ **Notebook**	87.2%	0.80	-47221	-1.7%	OOS
⊞ **Peripherals**	68.2%	0.83	-3204280	-31.8%	OOS
⊞ **Storage**	71.5%	0.84	-628266	-25.6%	OOS
Total	**81.2%**	**0.80**	**-3472690**	**-9.5%**	**OOS**

All | **All** | **All**

YTD | **YTG**

Revenue by Division

● PC ● P & A ● N & S

36.18%
61.33%

Revenue by Channel

● Retailer ● Direct ● Distributor

10.67%
17.8%
71.53%

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
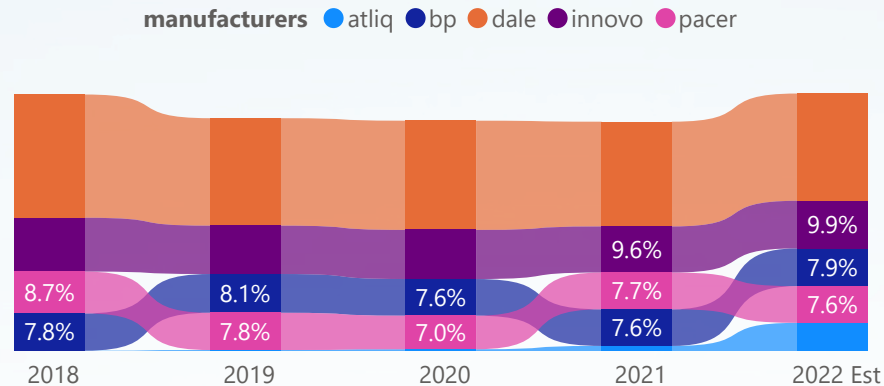BM: 38.34% (-0.66%)
Goss Margin %

-13.98% ✓
BM: -14.19% (+1.47%)
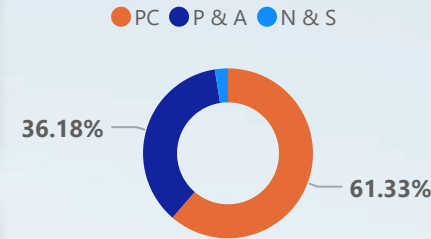**Net Profit %**

81.2% ✓
LY: 0.8 (+1.2%)
Forecast accuracy

Key Insights by Subzones

Sub Zone	Net_Sales	RC%	GM% ▼	Net_Profit %	Atliq MS%	Net_error %	Risk
NA	$1,022.1M	27.4%	45.0% ⬇	-14.2%	4.9%	14.4%	EI
ANZ	$189.8M	5.1%	43.5% ⬇	-7.4%	1.4%	-37.6%	OOS
SE	$317.8M	8.5%	37.0% ⬇	-4.0%	16.4%	-55.5%	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%	EI
ROA	$788.7M	21.1%	34.2% ⬇	-6.3%	8.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	-4.6%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%** ⬇	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

Yearly trend by Revenue, GM&, Net Profit%, PC Market Share %

● net_sales ● GM% ● Net_Profit % ● Atliq MS

$4bn / 50%
$2bn
$0bn / 0%

2018 | 2019 | 2020 | 2021 | 2022 Est

PC Market Share Trend - AtliQ Vs Competitors

manufacturers ● atliq ● bp ● dale ● innovo ● pacer

9.9%
7.9%
9.6%
8.7% | 8.1% | 7.6% | 7.7% | 7.6%
7.8% | 7.8% | 7.0% | 7.6%

2018 | 2019 | 2020 | 2021 | 2022 Est
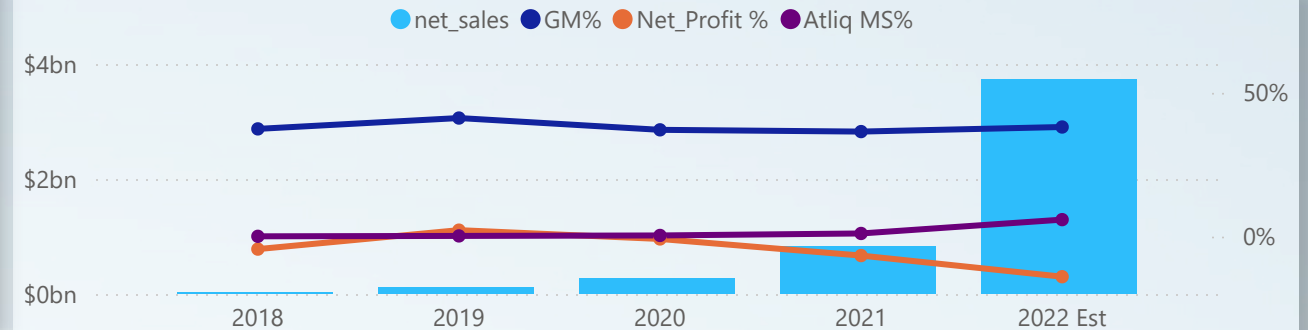
Top 5 Customer by Revenue

Customer	RC%	GM%	
Amazon	13.3%	36.78%	⬇
Atliq e Store	8.1%	36.88%	⬇
AtliQ Exclusive	9.7%	46.01%	
Flipkart	3.7%	42.14%	
Sage	3.4%	31.53%	⬇
Total	**38.2%**	**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%**	⬇

BM : Benchmark, LY: Last Year, EI: Excess Inventory, OOS: Out Of Stock

NS & GM% for

	GM%	net_sales
$600M	42%	
$400M	40%	
$200M	38%	
$0M	36%	

Sep 17, Oct 17, Nov 17, Dec 17, Jan 18, Feb 18, Mar 18, Apr 18, May 18, Jun 18, Jul 18