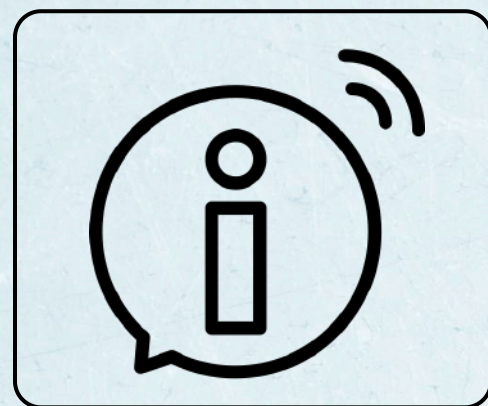




Business Insights 360



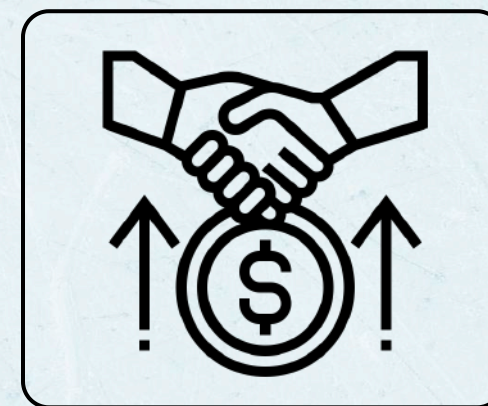
Info

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



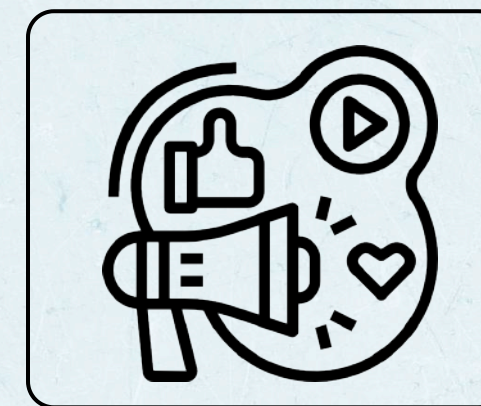
Finance View

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



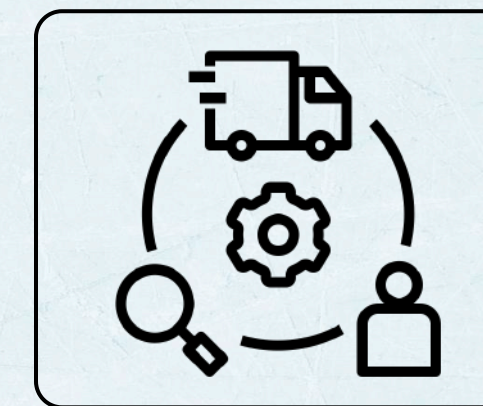
Sales View

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



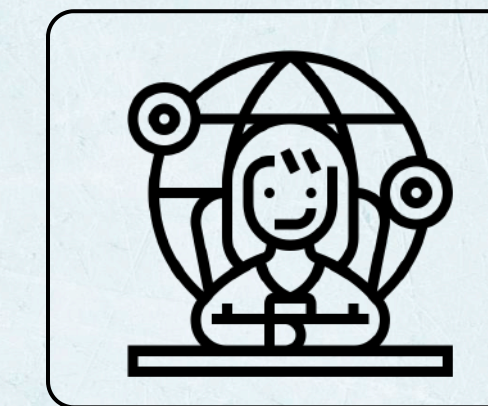
Marketing

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.

Report Refresh Date

Friday, January 24,
2025

Values are in Dollars & Millions

sales data loaded until : Dec 21



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

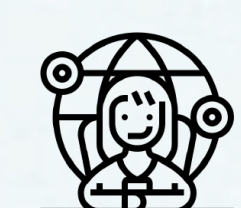
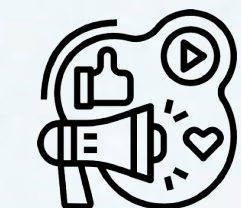
Q2

Q3

Q4

YTD

YTG



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

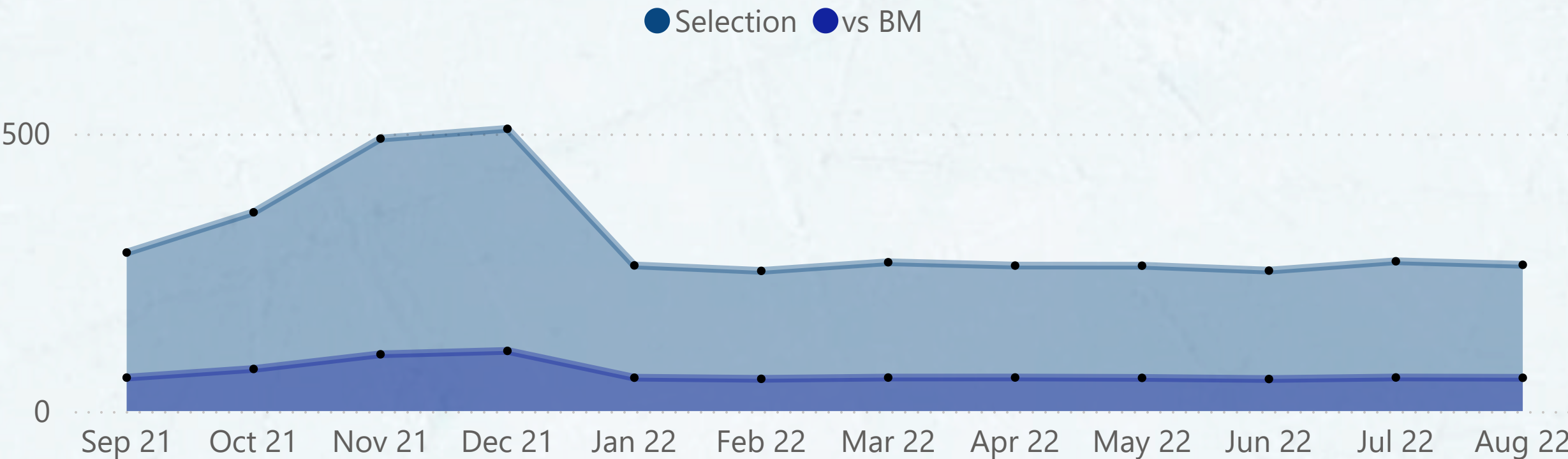
Profit and Loss Statement

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

Net Sales Performace Over Time

vs LY

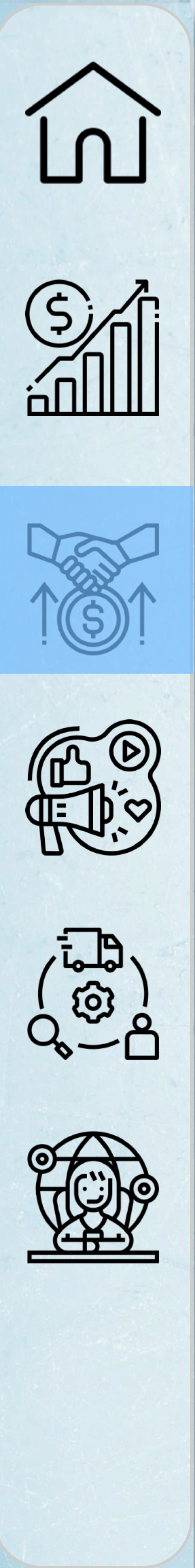
vs Traget



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50



region, market

All



customer

All



segment, categ...

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.78%
AltiQ Exclusive	\$307.2M	145.0M	47.22%
Atliq e Store	\$304.1M	112.1M	36.88%
Flipkart	\$138.5M	58.4M	42.14%
Sage	\$127.9M	40.3M	31.53%
Leader	\$117.3M	36.0M	30.70%
Neptune	\$105.7M	49.4M	46.70%
Ebay	\$91.6M	33.1M	36.09%
Acclaimed Stores	\$73.4M	29.6M	40.32%
walmart	\$72.4M	33.1M	45.66%
Electricalslytical	\$68.0M	25.3M	37.24%
Electricalsocity	\$67.8M	24.4M	36.03%
Staples	\$64.2M	25.0M	38.92%
Costco	\$61.8M	24.2M	39.07%
Propel	\$61.6M	23.0M	37.38%
Path	\$59.3M	25.8M	43.50%
Vijay Sales	\$55.1M	20.9M	37.96%
Total	\$3,736.2M	1,422.9M	38.08%

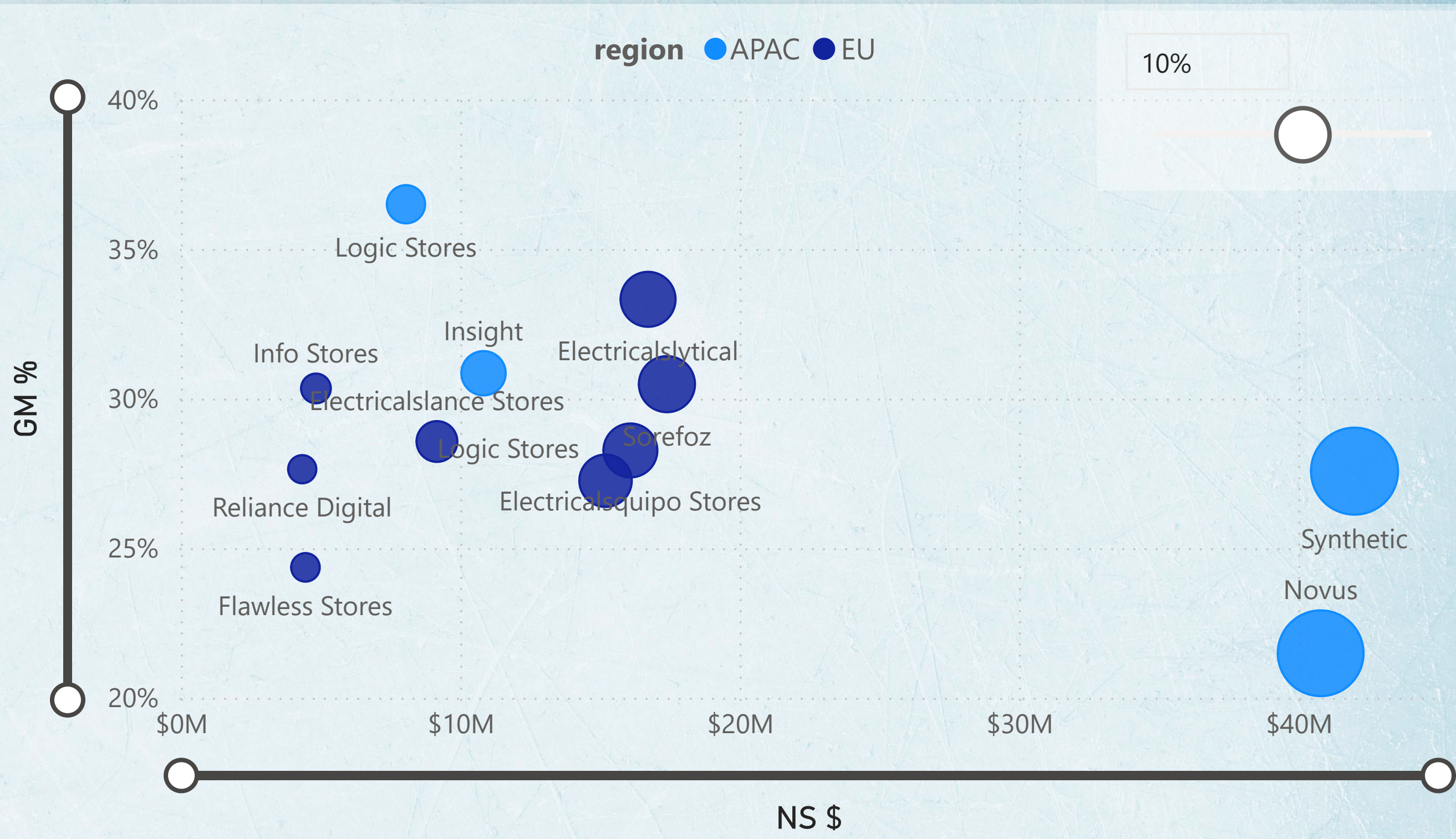
Product Performance

segment	NS \$	GM \$	GM %
⊕ Accessories	\$454.1M	172.6M	38.01%
⊕ Peripherals	\$897.5M	341.2M	38.02%
⊕ Notebook	\$1,580.4M	601.0M	38.03%
⊕ Desktop	\$711.1M	272.4M	38.31%
⊕ Storage	\$54.6M	20.9M	38.33%
⊕ Networking	\$38.4M	14.8M	38.45%
Total	\$3,736.2M	1,422.9M	38.08%

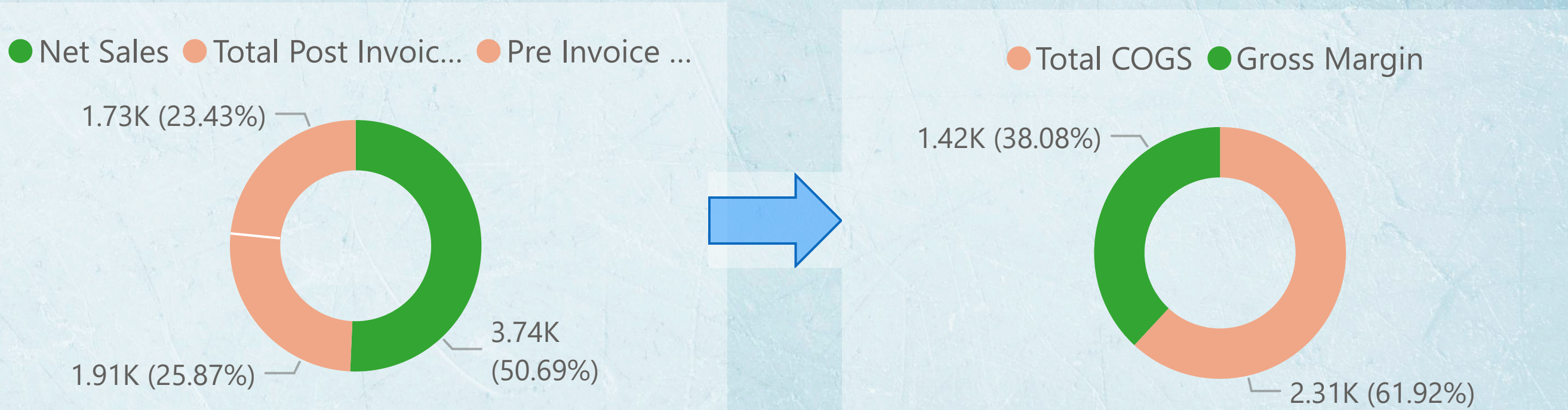
Performance Matrix

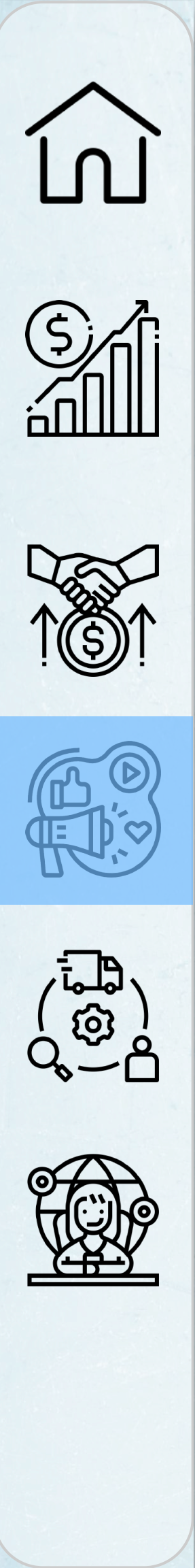
vs LY

vs Traget



Unit Economics





region

All

market

All

customer

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

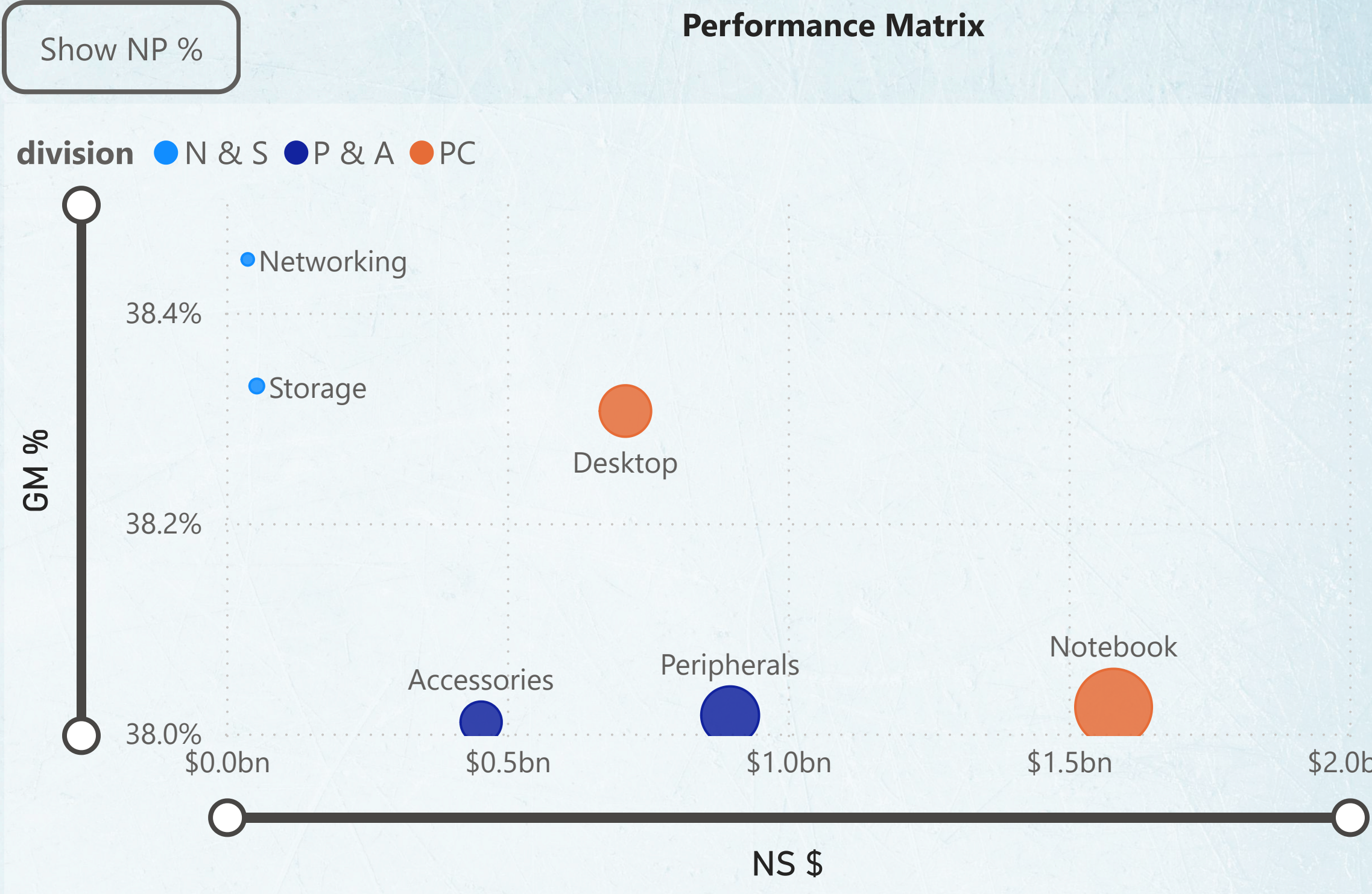
YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

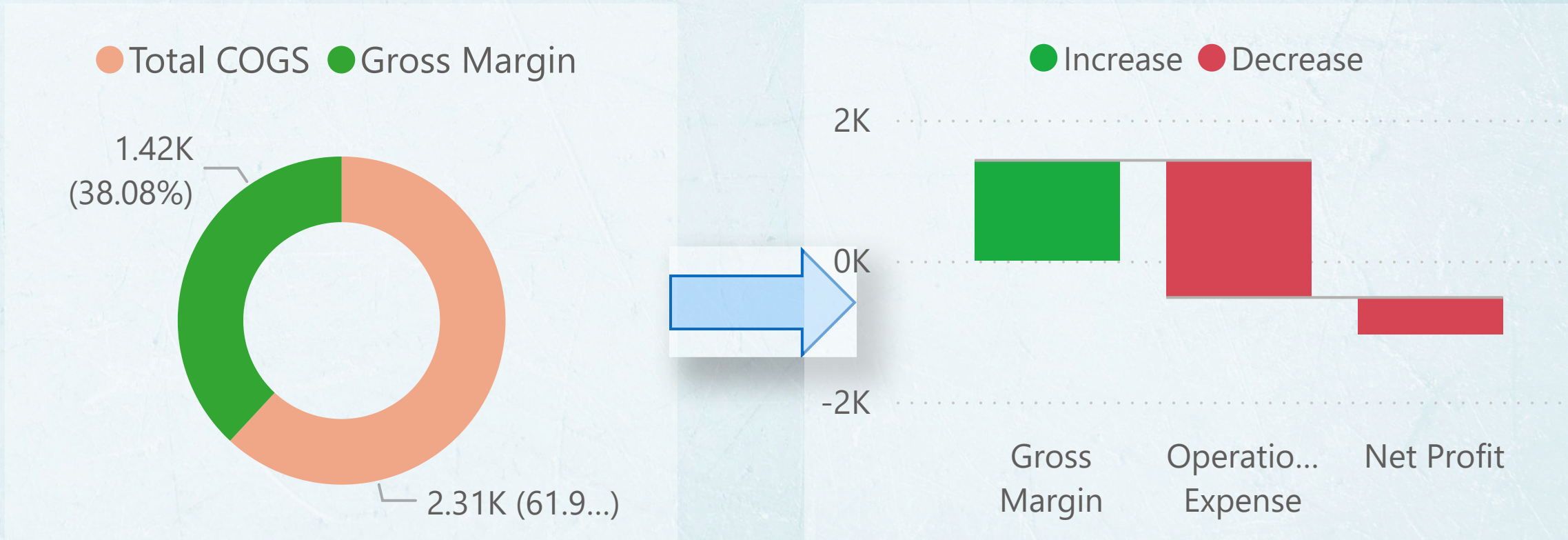
Performance Matrix



Region/Market/Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Unit Economics





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

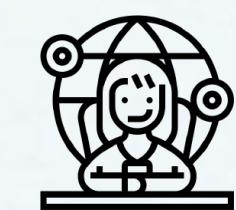
Q2

Q3

Q4

YTD

YTG



81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

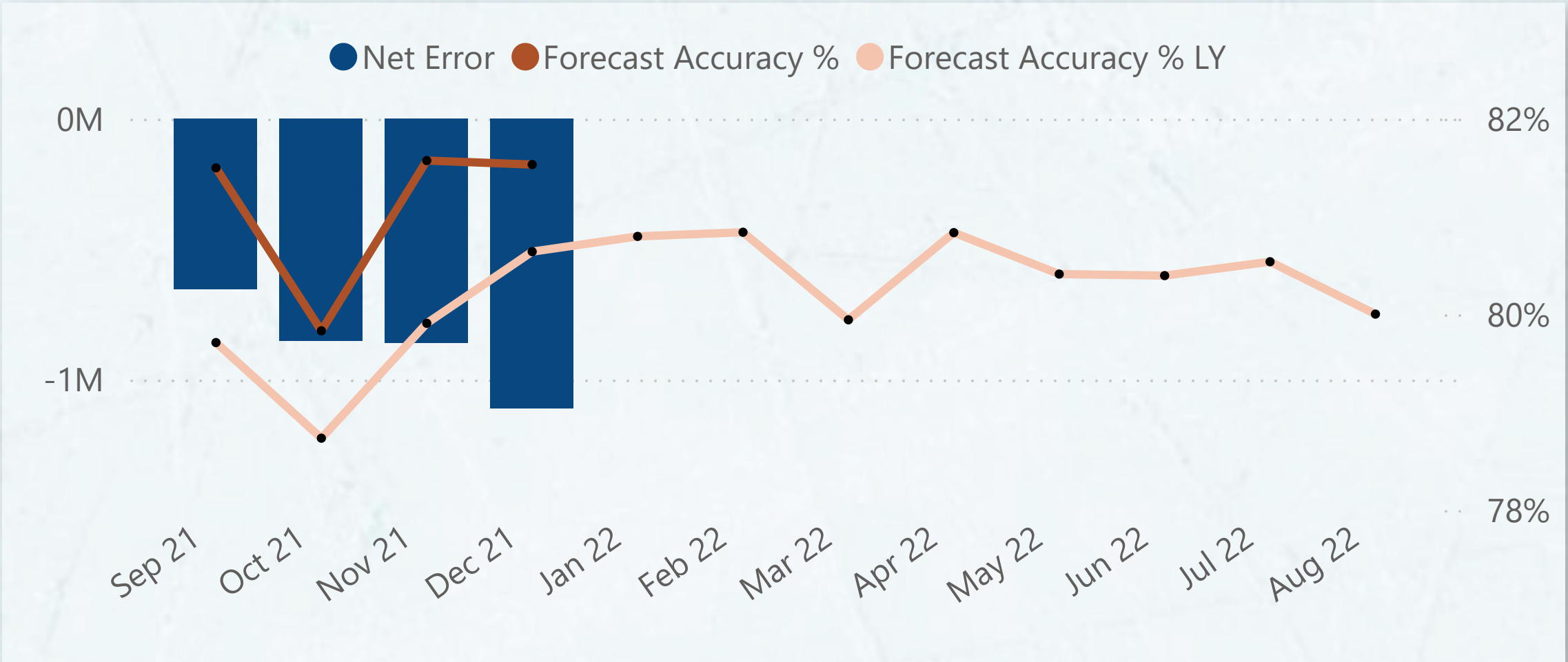
-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

6899.0K✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
walmart	54.78%	50.12%	84334	12.1%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Desktop	87.53%	84.37%	78576	-13.75%	EI
Accessories	87.42%	77.66%	341468	-14.05%	EI
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Traget

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%✓

BM: -6.63% (+110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

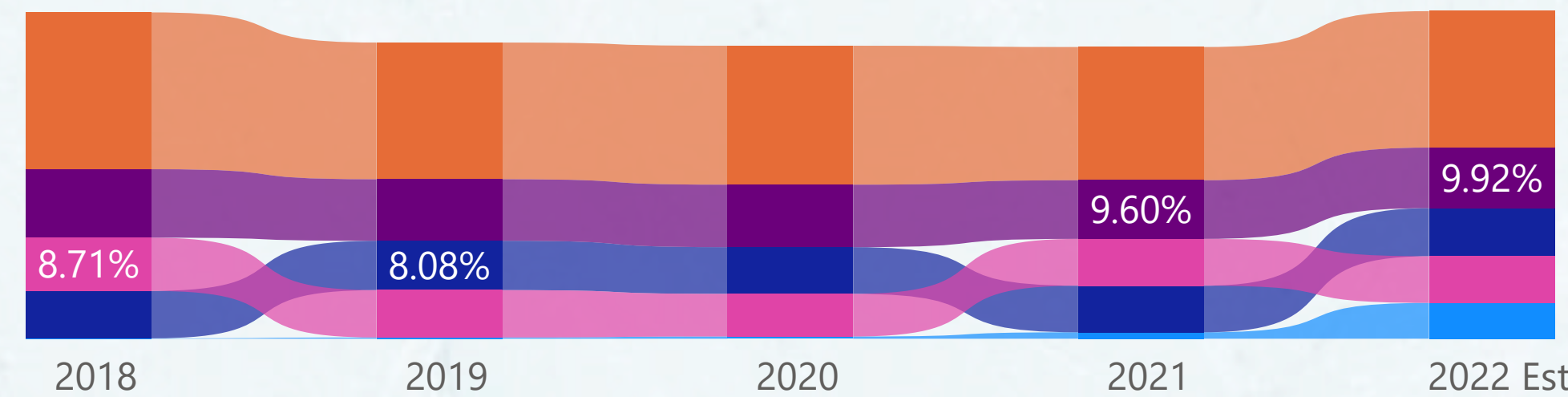
Forecast Accuracy

Key Insight By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	GM % Variance	Risk
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	0.02	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	0.04	OOS
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	0.05	OOS
NA	\$1,632.1M	27.1%	45.0% ↓	-14.3%	4.8%	-14.4%	0.02	FI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	-0.02	OOS

PC Market Share Trend - ATLIQ & Competitors

Manufacturer atliq bp dale innovo pacer

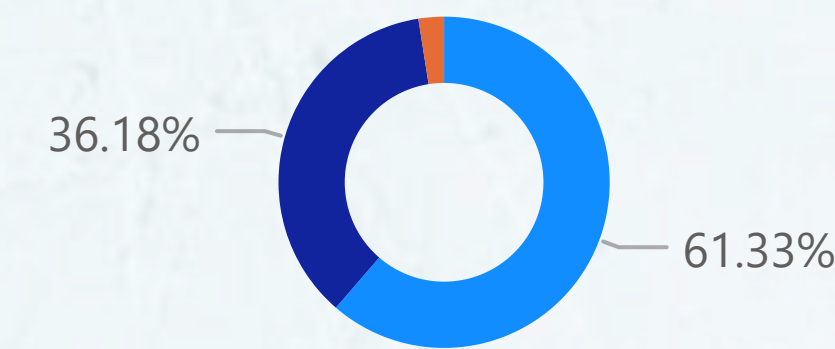


BM=Bench Mark , LY=Last Year, EI=Excess Inventory , OOS=Out Of Stock

Revenue By Division

NS \$ by division

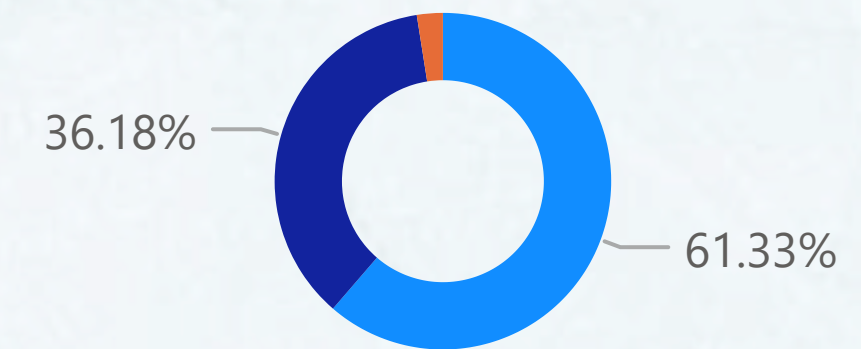
PC P & A N & S



Revenue By Channel

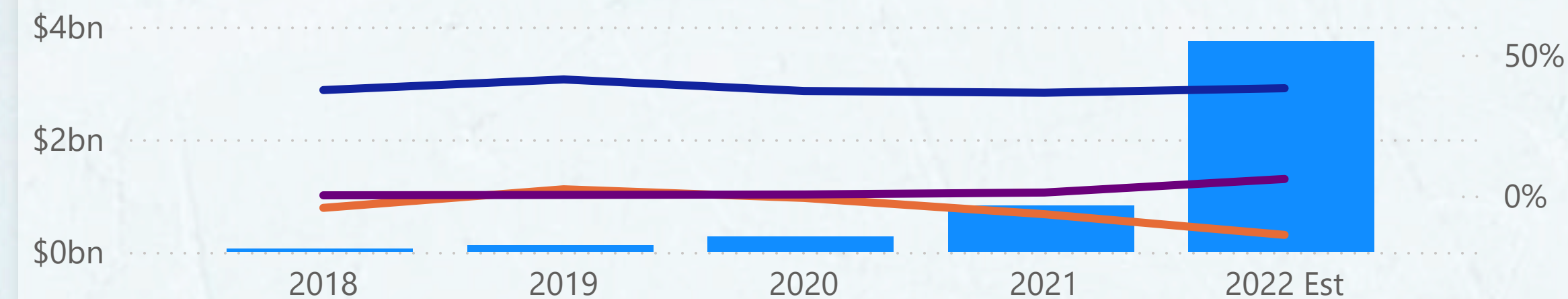
NS \$ by division

PC P & A N & S



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

NS \$ GM % Net Profit % AtliQ MS %



Top / Bottom N Title

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
AltiQ	8.2%	47.22%
Exclusive Total	36.8%	39.19%

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%