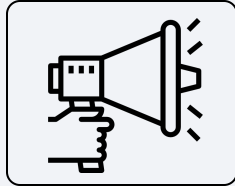




Business Insights 360

**Note:- Please select the Logo
for navigating to the desired
view.**



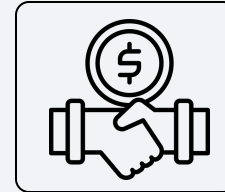
Marketing

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



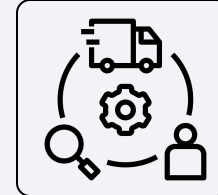
Finance View

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**.



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.



Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
- Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

\$267.98M✓

BM: 111.37M (+140.61%)

37.10%!

BM: 41.20% (-9.95%)

-0.85%!

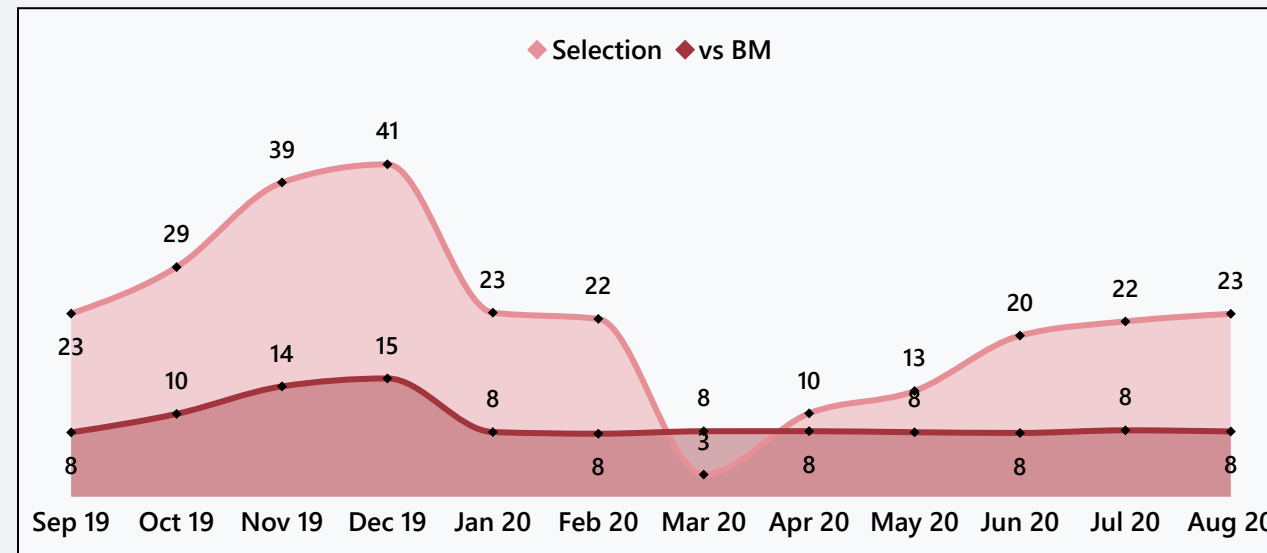
BM: 2.21% (-138.68%)

Net Sales

GM %

Net Profit %

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
APAC	147.98	107.48	Desktop	0.95	
LATAM	2.00	141.89	Networking	26.22	51.00
NA	62.21	182.70	Storage	27.56	99.17
EU	55.79	224.03	Peripherals	60.63	207.22
Total	267.98	140.61	Accessories	66.23	136.21
			Notebook	86.39	166.63
			Total	267.98	140.61

vs LY

vs Target

YTD

YTG

region, market

All

customer

All

segment, category...

All

2018

2021

2019

2022 EST

2020

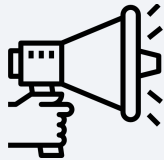
Q1

Q3

Q2

Q4

BM = Benchmark | LY= Last Year | GM = Gross Margin | NS= Net Sales | Chg. = Change | P&L = Profit and Loss | YTD = Year to Date | YTG = Year to GO



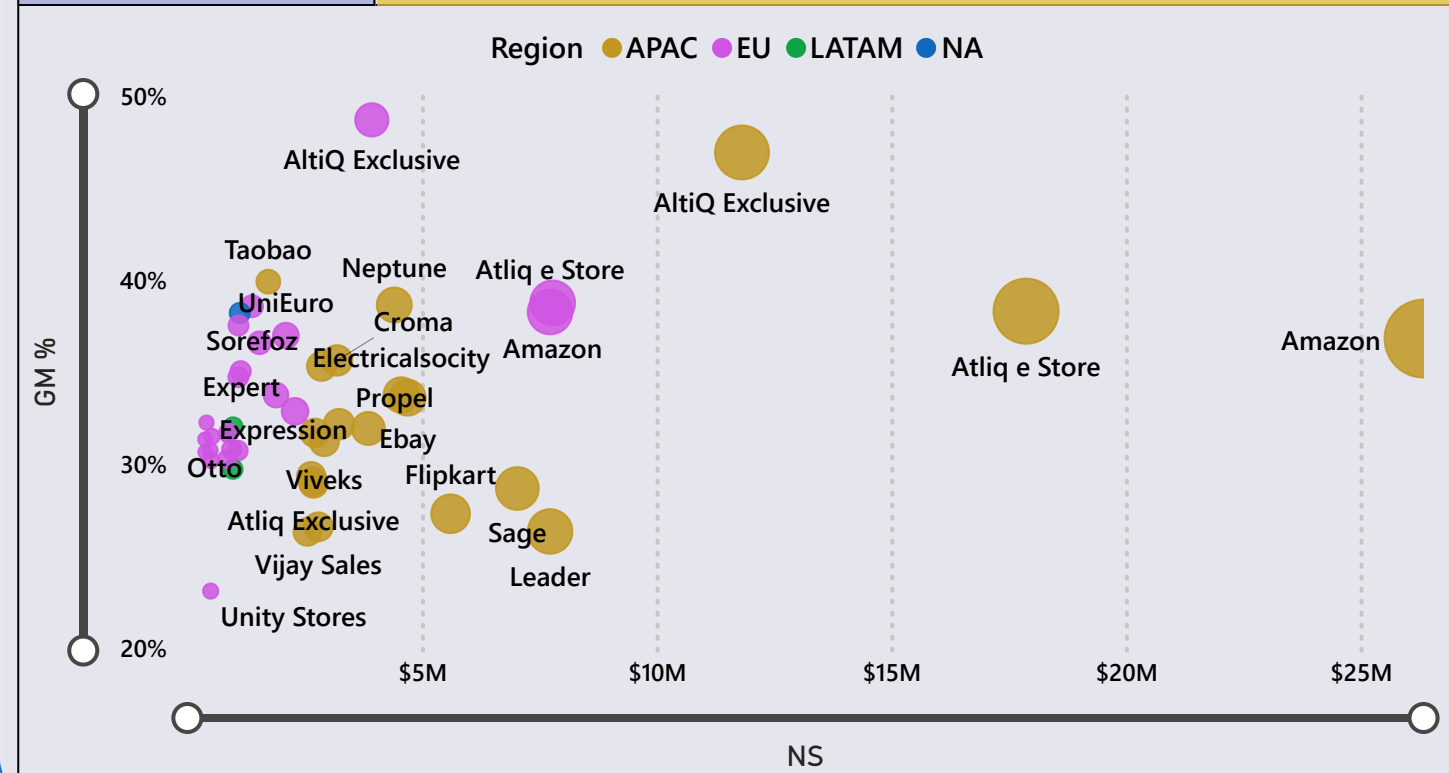
Customer Performance

customer	NS	GM	GM %
Amazon	\$49.8M	18.89M	37.96%
Atliq e Store	\$31.7M	11.89M	37.47%
AltiQ Exclusive	\$20.3M	9.74M	48.02%
Flipkart	\$10.9M	3.66M	33.54%
Sage	\$8.3M	2.60M	31.22%
Ebay	\$8.1M	2.80M	34.34%
Leader	\$7.7M	2.04M	26.36%
Synthetic	\$5.8M	2.54M	44.23%
Novus	\$4.9M	2.01M	41.28%
Total	\$268.0M	99.42M	37.10%

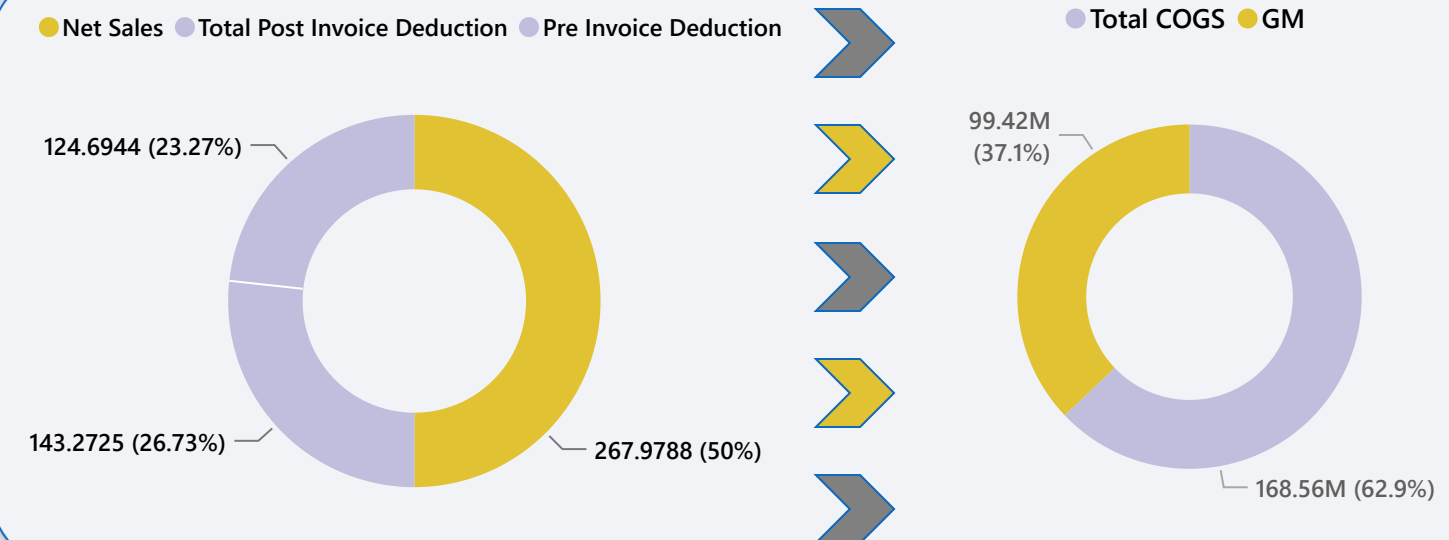
Product Performance

segment	NS	GM	GM %
Networking	\$26.2M	9.83M	37.51%
Peripherals	\$60.6M	22.72M	37.47%
Notebook	\$86.4M	32.04M	37.08%
Accessories	\$66.2M	24.56M	37.07%
Desktop	\$0.9M	0.35M	36.47%
Total	\$268.0M	99.42M	37.10%

Performance Matrix



Unit Economics



vs LY

vs Target

YTD

YTG

segment, categor...

All

customer

All

region, market

All

2018

2021

2019

2022 EST

2020

Q1

Q3

Q2

Q4

BM = Benchmark | LY= Last Year | GM = Gross Margin | NS = Net Sales | COGS = Cost of Goods Sold | YTD = Year to Date | YTG = Year to GO



Product Performance

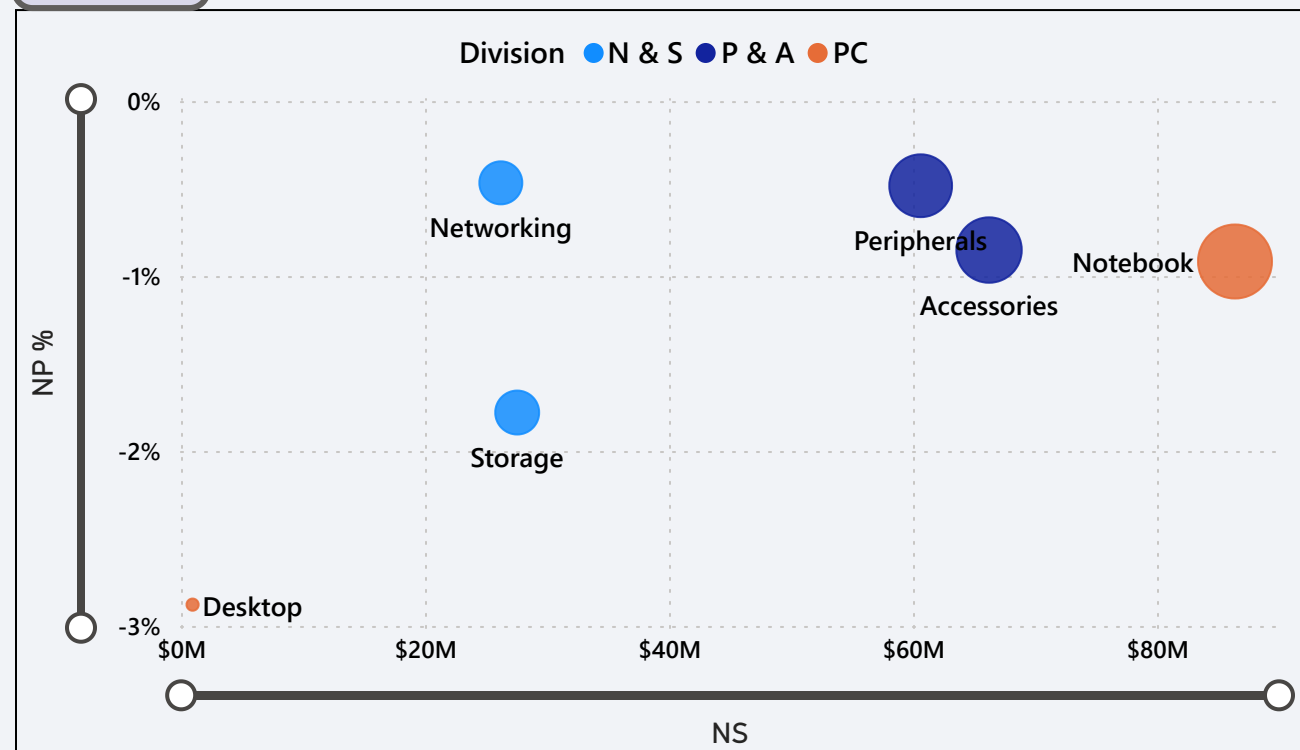
segment	NS	GM	GM %	Net_Profit	Net Profit %
+ Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
+ Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
+ Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
+ Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
+ Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
+ Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Region/Market/Customer performance

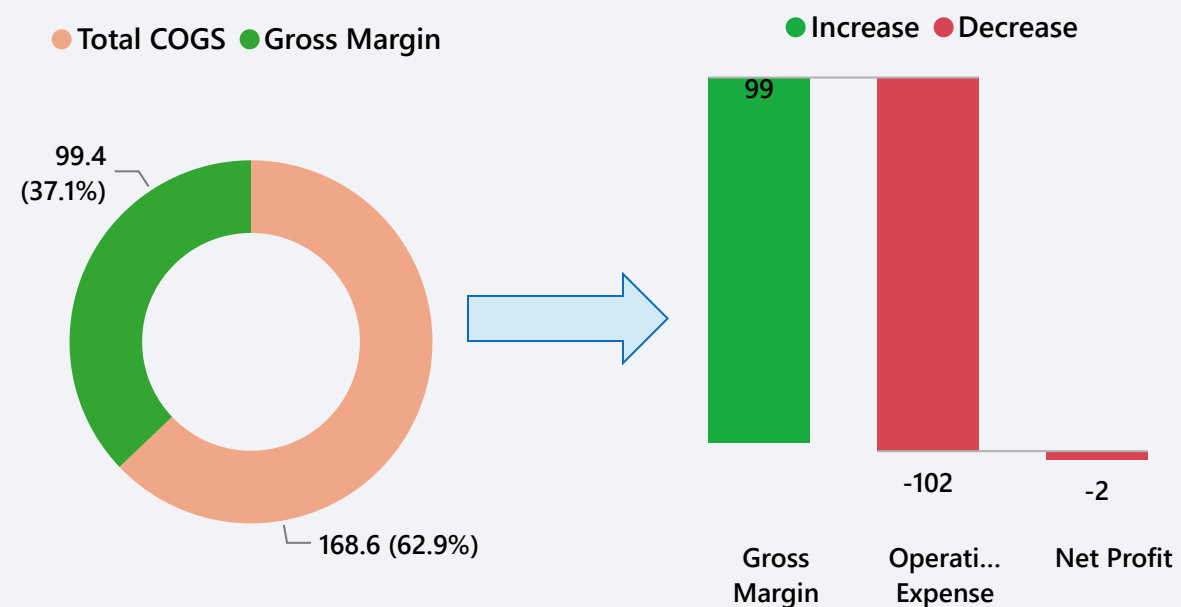
region	NS	GM	GM %	Net_Profit	Net Profit %
+ APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
+ EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
+ LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%
+ NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Show GM%

Performance Matrix



Unit Economics



vs LY

vs Target

YTD

YTG

region, market

All

customer

All

segment, categor...

All

2018

2021

2019

2022 EST

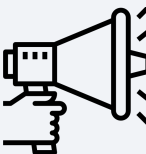
2020

Q1

Q3

Q2

Q4



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Flipkart	11.82%	50.68%	-330236	-59.99%	OOS
Ebay	18.21%	51.05%	-231960	-55.58%	OOS
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	OOS
Path	9.55%	29.61%	-63699	-40.42%	OOS
Taobao	-4.05%	4.43%	-50872	-67.95%	OOS
Circuit City	9.90%	26.23%	-47555	-34.82%	OOS
Radio Shack	7.10%	28.64%	-44918	-34.68%	OOS
Total	72.99%	86.45%	491599	2.31%	EI

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	71.42%	90.20%	-167818	-1.40%	OOS
Desktop	70.07%		-52	-2.00%	OOS
Networking	52.50%	81.50%	-379134	-28.90%	OOS
Notebook	76.65%	83.02%	146640	22.59%	EI
Peripherals	75.18%	85.06%	193476	7.43%	EI
Total	72.99%	86.45%	491599	2.31%	EI

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy %
(FCA)

491.6K!

LY: 637.48K (-22.88%)

Net Error

5743.20K!

LY: 1547.78K
(+271.06%)

Abs Error

vs LY

vs Target

YTD

YTG

region, market

All

customer

All

segment, category

All

2018

2021

2019

2022 EST

2020

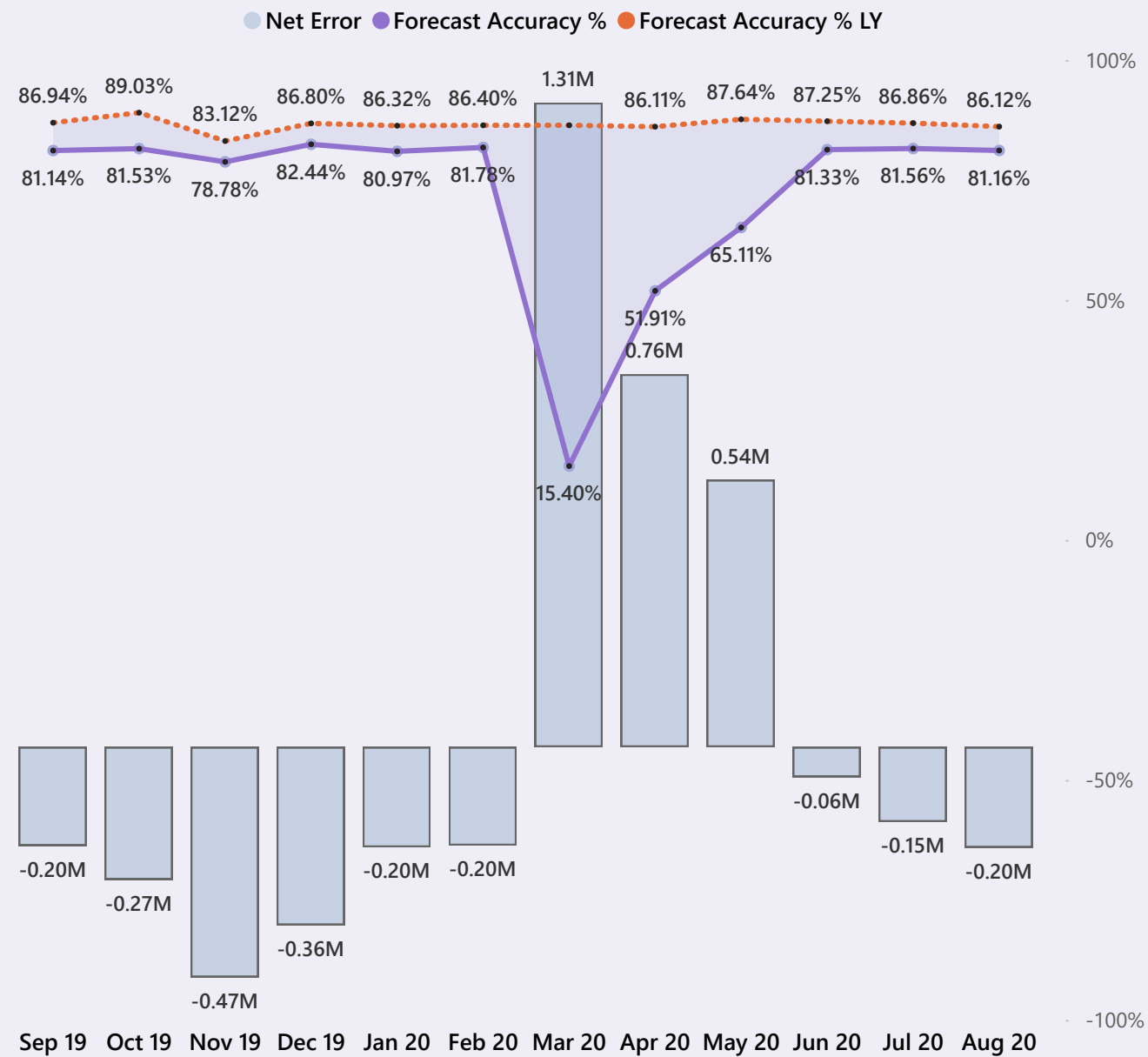
Q1

Q3

Q2

Q4

ACCURACY/ NET ERROR TREND



FCA = FORECAST ACCURACY | FCA % = FORECAST ACCURACY % | EI = EXCESS INVENTORY | OOS = OUT OF STOCK | ABS = ABSOLUTE | LY = LAST YEAR | YTD = YEAR TO DATE | YTG = YEAR TO GO



\$267.98M✓
BM: 111.37M
(+140.61%)

Net Sales

37.10%!
BM: 41.20%
(-9.95%)

GM %

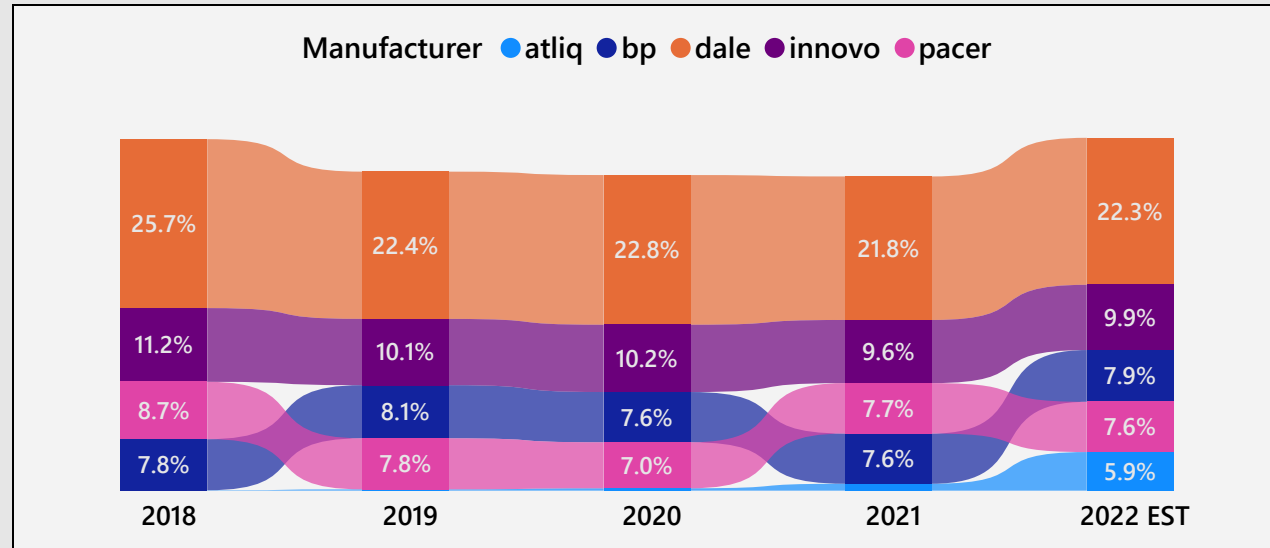
-0.85%!
BM: 2.21%
(-138.68%)

Net Profit %

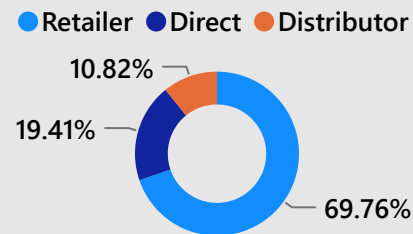
72.99%!
BM: 86.45%
(-15.57%)

Forecast Accuracy

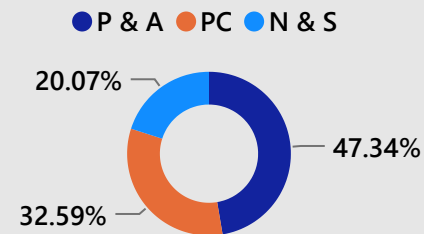
PC Market Share Trend - AtliQ & Competitors



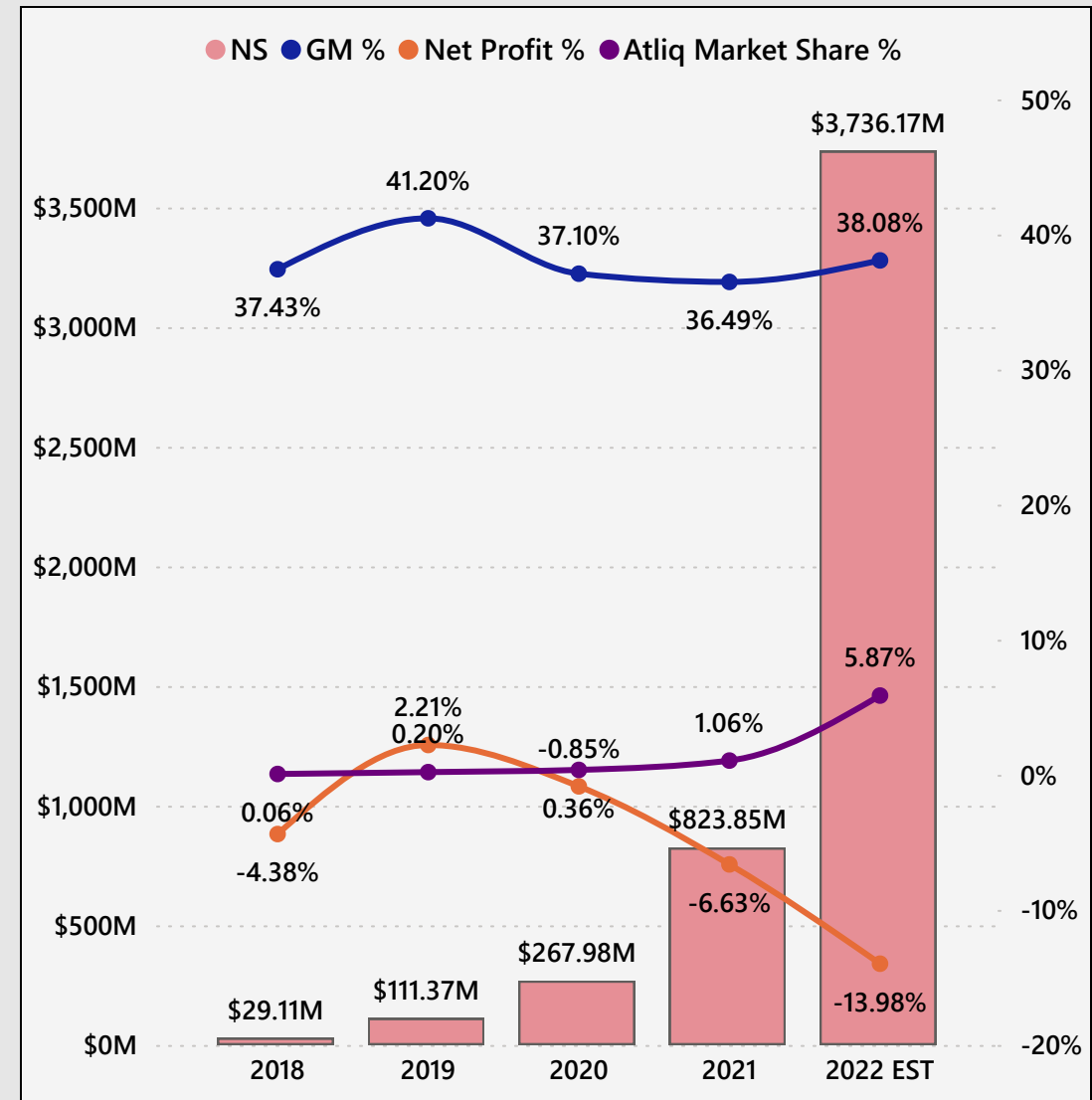
Revenue by Channel



Revenue by Division



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



vs LY

vs Target

YTD

YTG

segment, category, ...

All

customer

All

region, market

All

2018

2021

2019

2022 EST

2020

Q1

Q3

Q2

Q4

Key Insights By Sub Zone

sub_zone	NS	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	38.1% ↓	8.9%	0.57%	9.4%	EI
India	\$64.7M	24.2%	32.1% ↓	-14.7%	0.84%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.27%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.34%	8.3%	EI
Total	\$268.0M	100.0%	37.1% ↓	-0.9%	0.36%	2.3%	EI

Top 5 Customer by Revenue

customer	RC %	GM %	GM % Variance
AltiQ Exclusive	7.6%	48.0% ↓	2.57%
Amazon	18.6%	38.0% ↓	3.61%
Atliq e Store	11.8%	37.5% ↓	3.52%
Flipkart	4.1%	33.5% ↓	1.31%
Sage	3.1%	31.2% ↓	12.48%
Total	45.2%	38.7% ↓	4.57%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47%
AQ BZ Gen Y	4.5%	36.99%
AQ Lite	4.3%	36.47%
AQ Wi Power Dx1	4.4%	36.97%
AQ Wi Power Dx2	5.4%	37.96%
Total	22.9%	37.02%

BM = Benchmark | LY= Last Year | EI= Excess Inventory | OOS= Out Of Stock | RC % = Region Contribution % | MS % = Market Share %