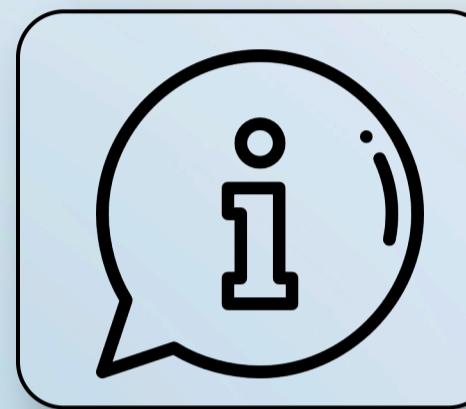




Business Insights 360



Info

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



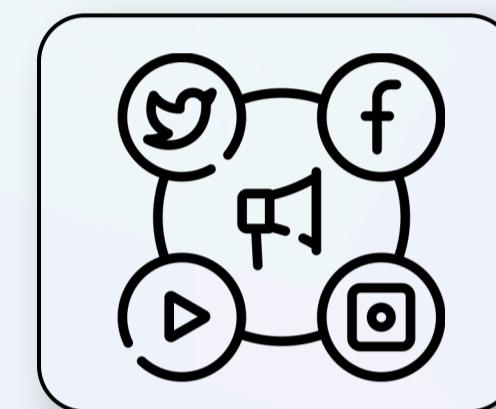
Finance View

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



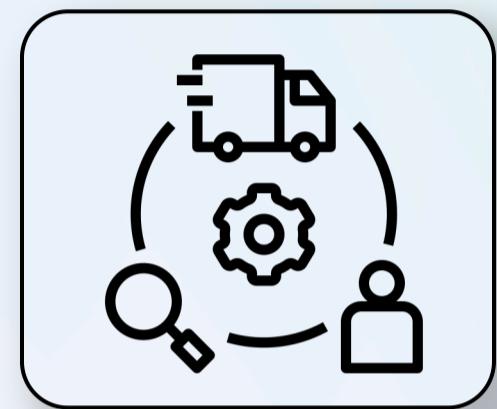
Sales View

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



Marketing 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 consolidating top insights from all dimensions of business.



Support

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

	2018	2019	2020	2021	2022
gross_sales_amount	₹ 58.3M	₹ 209.1M	₹ 535.9M	₹ 1,664.6M	₹ 7,370.1M
net_invoice_sales_amount	₹ 44.4M	₹ 161.6M	₹ 411.3M	₹ 1,272.1M	₹ 5,643.1M
Sum of post_invoice_deduction_amount	₹ 10.7M	₹ 29.7M	₹ 95.8M	₹ 281.6M	₹ 1,243.5M
Sum of post_invoice_other_deduction_amount	₹ 4.6M	₹ 20.5M	₹ 47.4M	₹ 166.6M	₹ 663.4M
Sum of net_sales_amount	₹ 29.1M	₹ 111.4M	₹ 268.0M	₹ 823.8M	₹ 3,736.2M



region, market

All

customer

All

segment, category, pro...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

net sales performance over time

LY

Target

**₹ 3.74bn!**

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

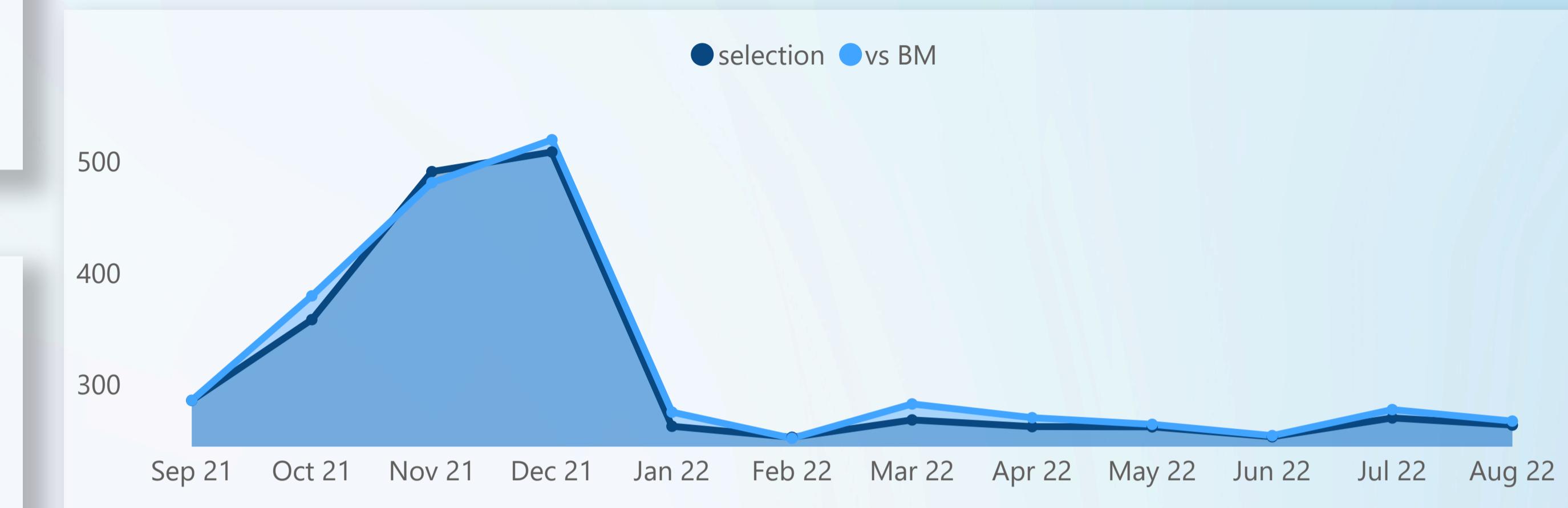
BM: 38.34% (-0.66%)

GM %

- 13.98%✓

BM: -14.19% (+1.47%)

Net profit %



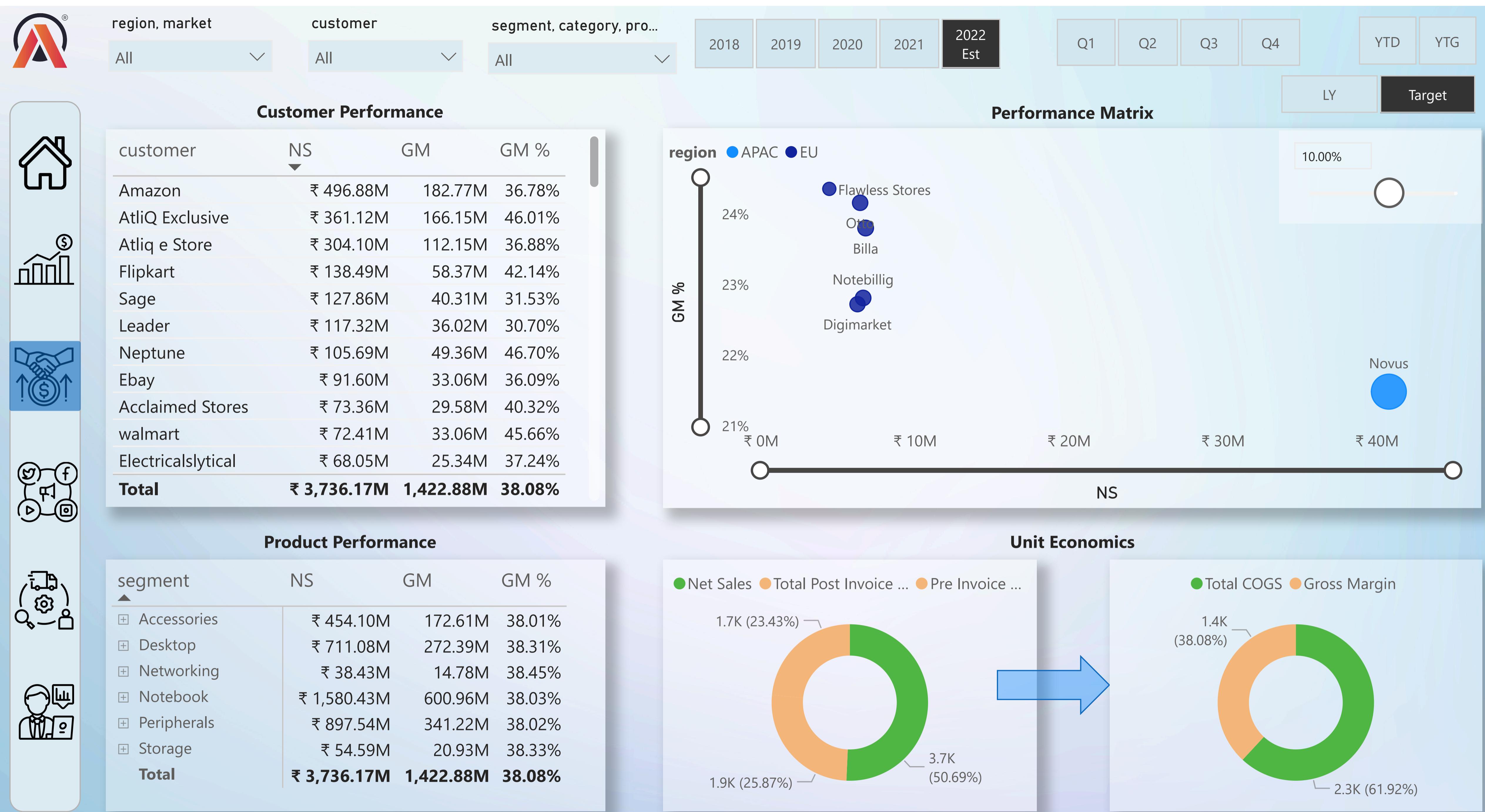
Profit & Loss statement

Line Item	2022 Est	BM	Chg	Chg %
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	-1.86
- 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	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational expense	-1,945.30			
Net profit	-522.42			
Net profit %	-13.98	-14.19	0.21	-1.47

Top / Bottom Products & Customers by net sales

region	P & L values	P & L chg %	segment	P & L values	P & L chg %
+ APAC	1,923.77	-2.48	+ Accessories	454.10	
+ EU	775.48	-1.13	+ Desktop	711.08	
+ LATAM	14.82	-1.60	+ Networking	38.43	
+ NA	1,022.09	-1.24	+ Notebook	1,580.43	
Total	3,736.17	-1.86	+ Peripherals	897.54	
			+ Storage	54.59	
			Total	3,736.17	-1.86

BM= benchmark, LY= last year





region, market

All

customer

All

segment, category, pro...

All

2018

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Est

Q1

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YTD

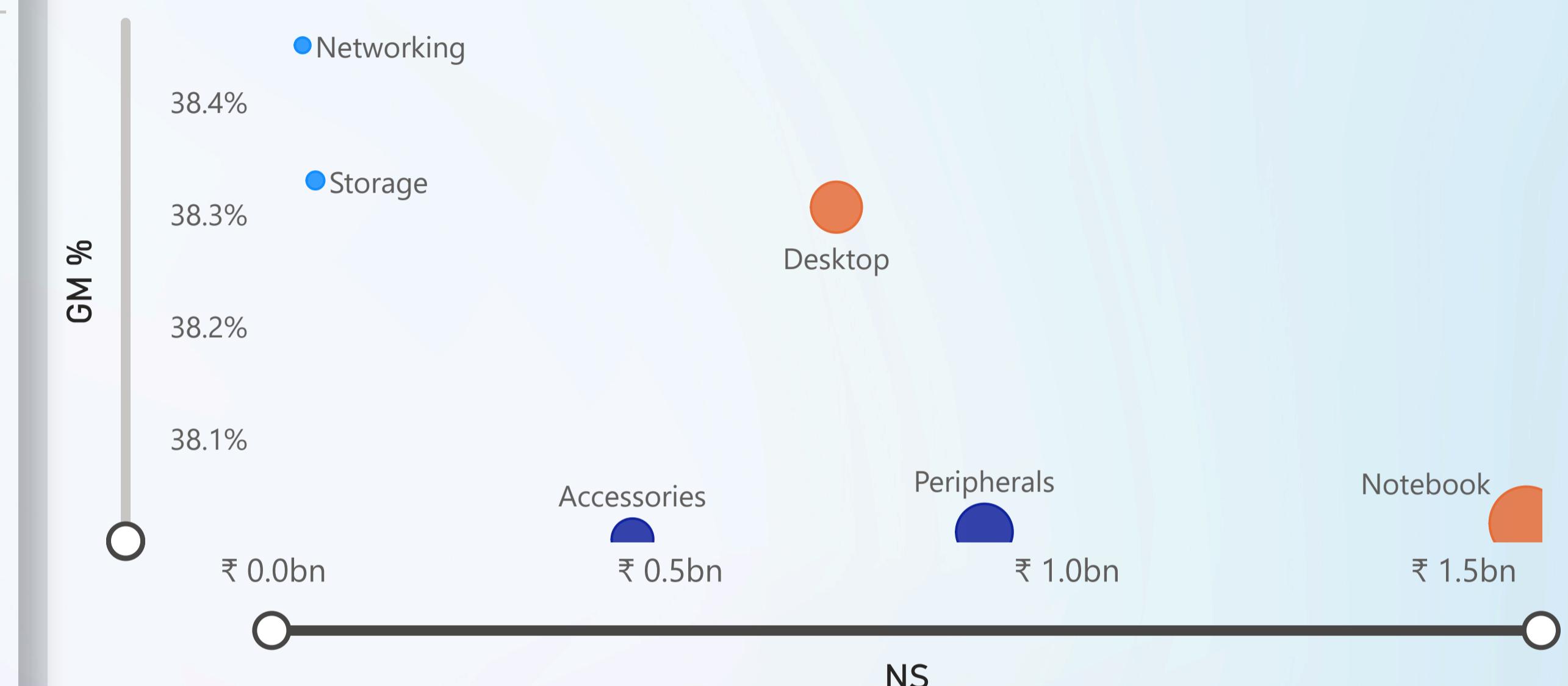
YTG

Product Performance

[Show NP %](#)

Performance Matrix

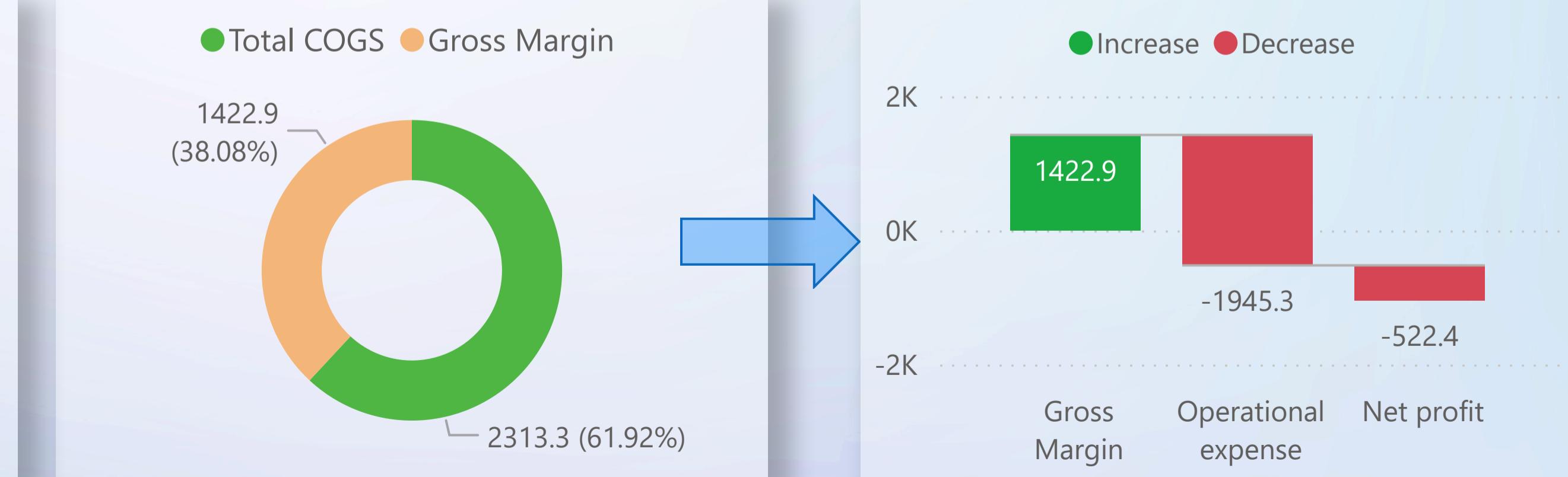
segment	NS	GM	GM %	net profit	net profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%

division ● N & S ● P & A ● PC

Region / Market / Customer Performance

region	NS	GM	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%

Unit Economics





region, market

All



customer

All



segment, category, pro...

All



2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓
LY: 80.21% (+1.2%)

Forecast accuracy

-3472.69K✓
LY: -751.71K (-361.97%)

Net error

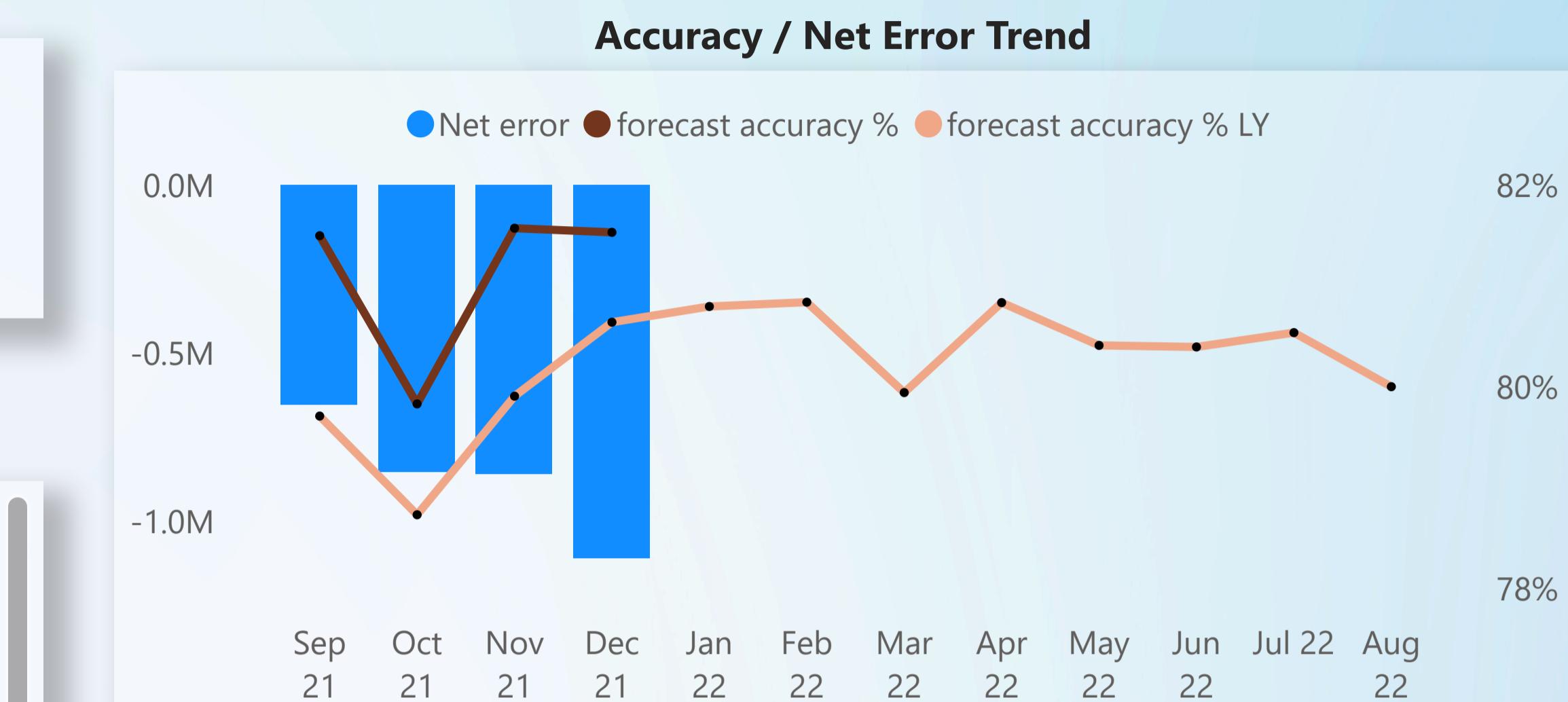
6899.0K✓
LY: 9780.7K (-29.46%)

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	
All-Out	43.96%	29.09%	-150	-0.3% OOS	
Amazon	73.79%	74.54%	-464694	-9.2% OOS	
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6% OOS	
Atlas Stores	49.53%	48.16%	-4182	-2.3% OOS	
Atliq e Store	74.22%	74.59%	-294868	-9.6% OOS	
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9% OOS	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Boulanger	52.69%	58.77%	-48802	-20.2% OOS	
Chip 7	34.56%	53.44%	-85293	-35.0% OOS	
Chiptec	50.49%	52.54%	-20102	-11.4% OOS	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Coolblue	47.66%	52.95%	-34790	-15.3% OOS	
Costco	51.95%	49.42%	101913	15.8% EI	

EI= Excess inventory, OOS= Out of stock



segment	forecast accuracy %	forecast accuracy % LY	Net error	Net error %	Risk
Accessories	87.42%	77.66%	341468	1.7% EI	
Desktop	87.53%	84.37%	78576	10.2% EI	
Networking	93.06%	90.40%	-12967	-1.7% OOS	
Notebook	87.24%	79.99%	-47221	-1.7% OOS	
Peripherals	68.17%	83.23%	-3204280	-31.8% OOS	
Storage	71.50%	83.54%	-628266	-25.6% OOS	
Total	81.17%	80.21%	-3472690	-9.5% OOS	



region, market

All

customer

All

segment, category, pro...

All

2018

2019

2020

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Est

Q1

Q2

Q3

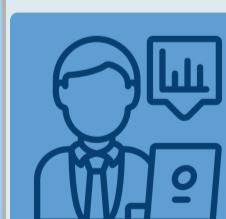
Q4

LY

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BM: -14.19% (+1.47%)

Net profit %

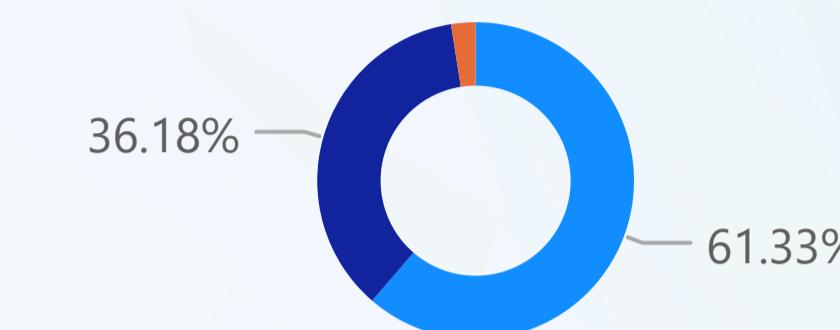
81.17%✓

BM: 80.21% (+1.2%)

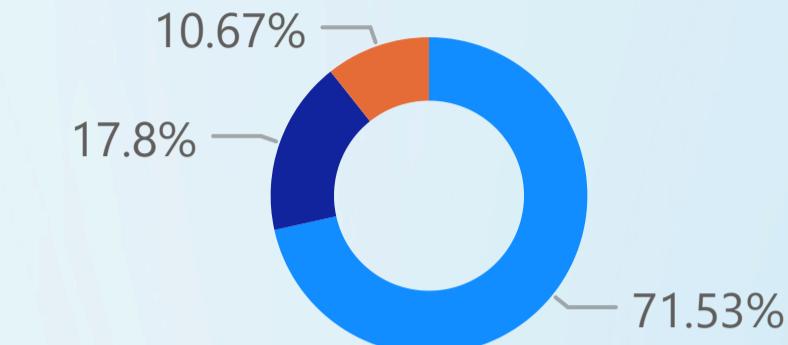
Forecast accuracy

Revenue by Division

PC P & A N & S

**Revenue by Channel**

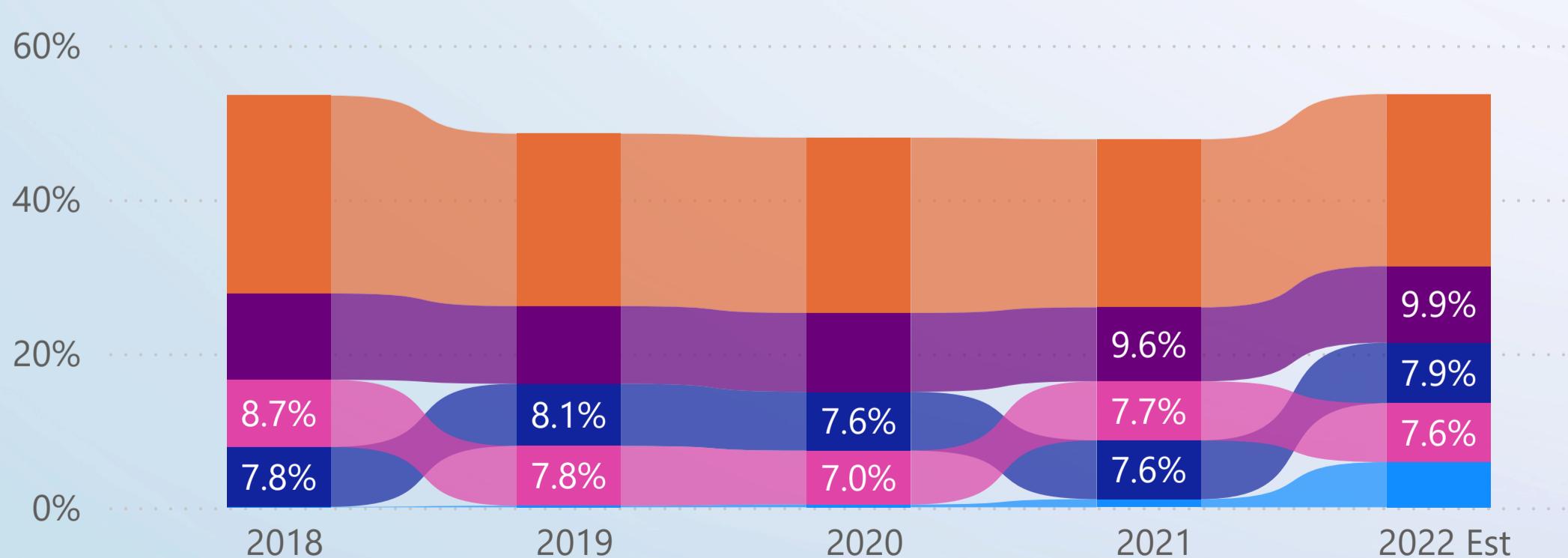
Retailer Direct Distributor

**Key insights by Sub Zone**

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

PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer

**Yearly trend by Revenue, NS, GM %, NP %, PC Market Share %**

NS GM % net profit % Atliq MS%

₹ 4bn

₹ 2bn

₹ 0bn

2018

2019

2020

2021

2022 Est

Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78% ↓
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%

NS and GM % for

₹ 0.6bn

42%

₹ 0.4bn

40%

₹ 0.2bn

38%

₹ 0.0bn

36%

