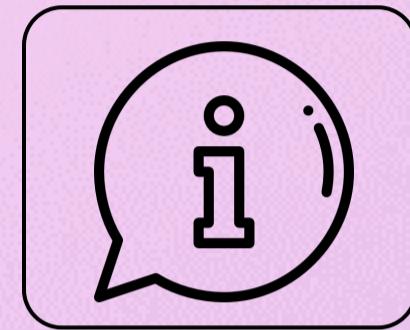




Business Insights 360



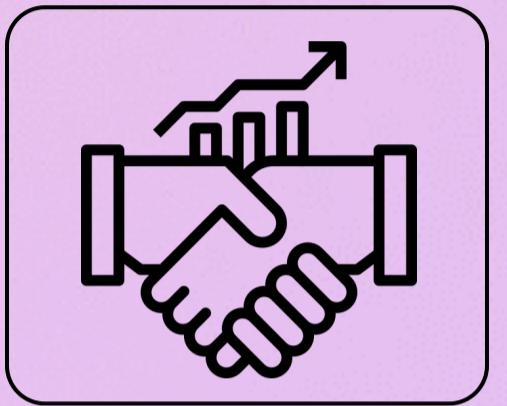
Info

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



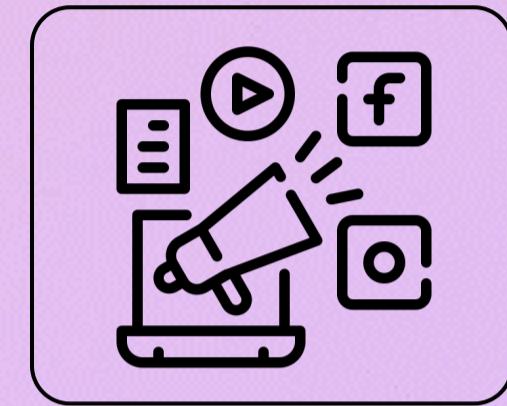
Finance View

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



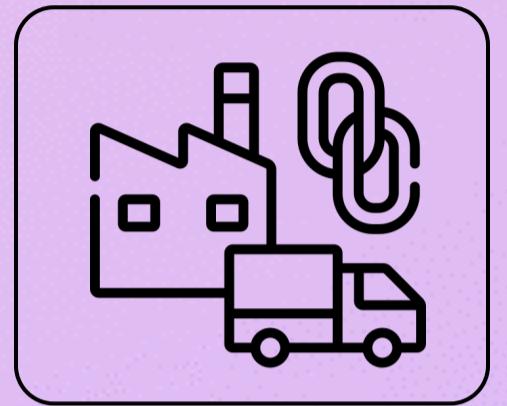
Sales View

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



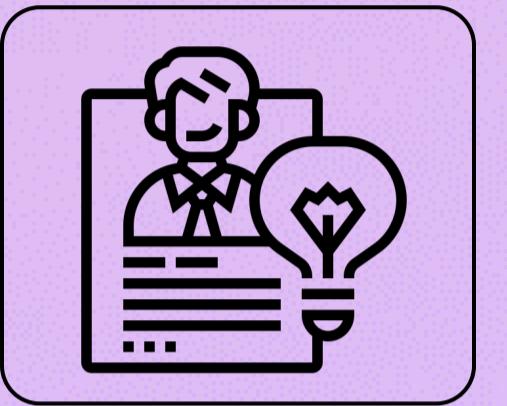
Marketing View

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.

region, market
Allcustomer
Allsegment, category, ...
All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

YTG



Net Sales

₹ 823.85M ✓
BM: 267.98M
(+207.43%)

Gross Margin %

34.2%!
BM: 34.84% (-1.76%)

Net Profit %

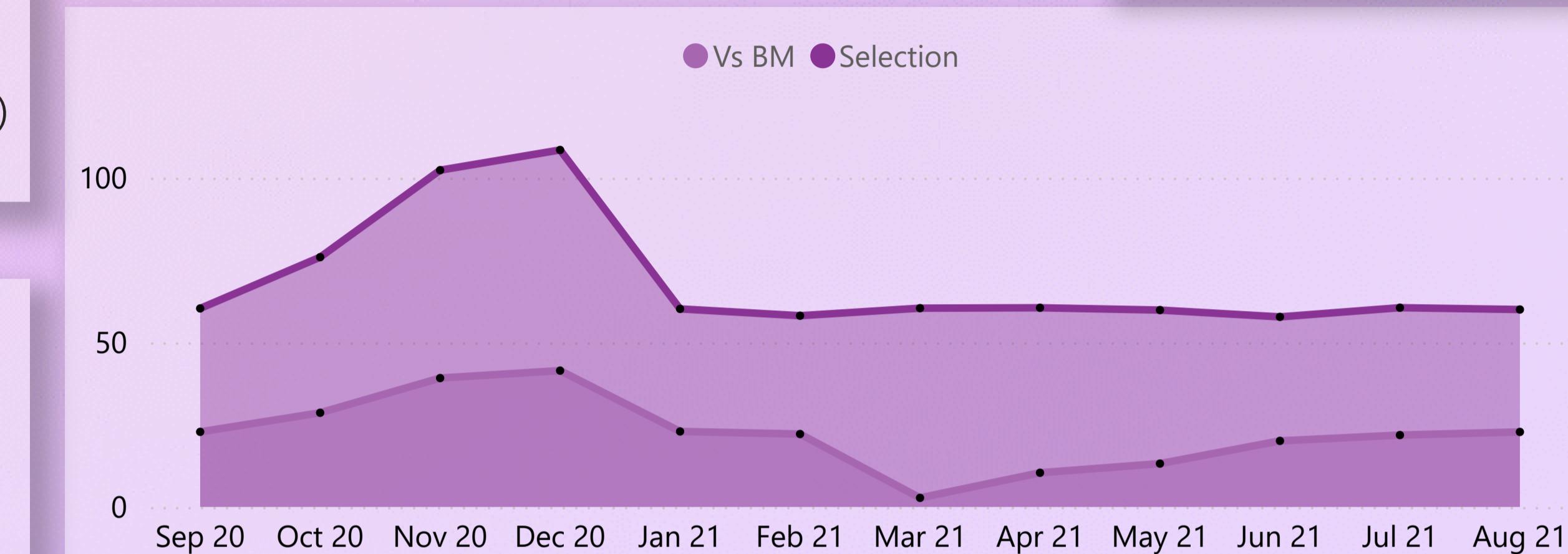
-8.90%!
BM: -3.12% (-185.42%)

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	22.05	7.16	14.89	207.98
Total COGS	541.88	174.62	367.26	210.32
Gross Margin	281.96	93.36	188.61	202.03
Gross Margin %	34.23	34.84	-0.61	-1.76
GM / Unit	5.62	4.49	1.13	25.07
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-73.32	-8.36	-64.96	777.48
Net Profit %	-8.90	-3.12	-5.78	185.42



Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L	P & L
	Values	Chg %
+ APAC	441.98	198.67%
+ EU	200.77	259.88%
+ NA	177.94	186.03%
+ LATAM	3.16	58.40%

segment	P & L	P & L
	Values	Chg %
+ Networking	45.16	72.26%
+ Desktop	46.43	4791.34%
+ Storage	54.42	97.48%
+ Peripherals	166.51	174.64%
+ Accessories	244.85	269.67%
+ Notebook	266.49	208.45%



region, market
Allcustomer
Allsegment, category, ...
All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

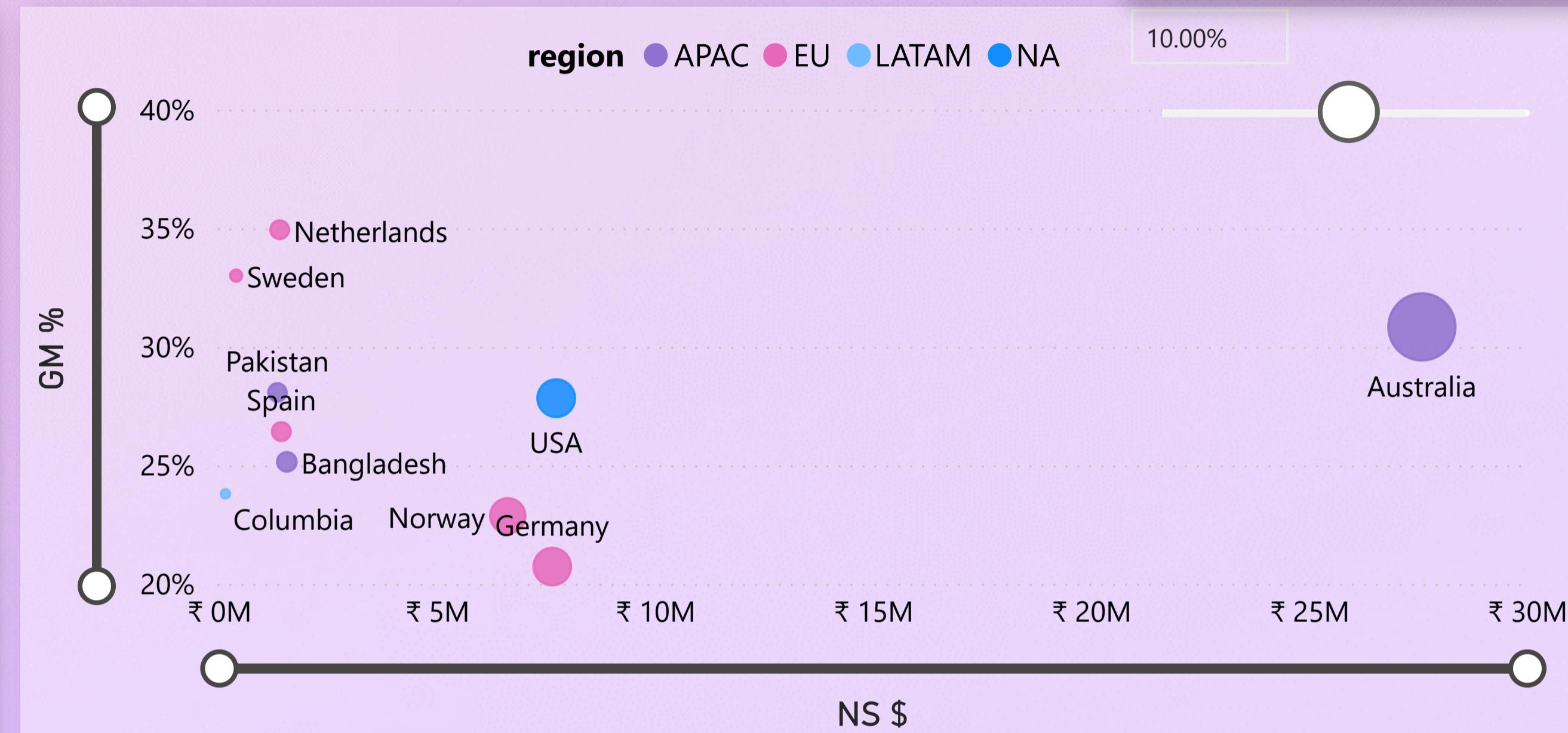
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Zone	₹ 6.91M	2.83M	40.9%
walmart	₹ 12.63M	4.52M	35.8%
Viveks	₹ 10.09M	2.38M	23.6%
Vijay Sales	₹ 11.27M	2.95M	26.2%
Unity Stores	₹ 1.60M	0.46M	28.5%
UniEuro	₹ 9.63M	3.60M	37.4%
Taobao	₹ 4.31M	1.45M	33.7%
Synthetic	₹ 16.10M	5.92M	36.8%
Surface Stores	₹ 2.78M	1.00M	36.0%
Staples	₹ 11.49M	3.47M	30.2%
Sound	₹ 5.68M	1.32M	23.3%
Sorefoz	₹ 6.13M	2.59M	42.3%
Total	₹ 823.85M	281.96M	34.2%

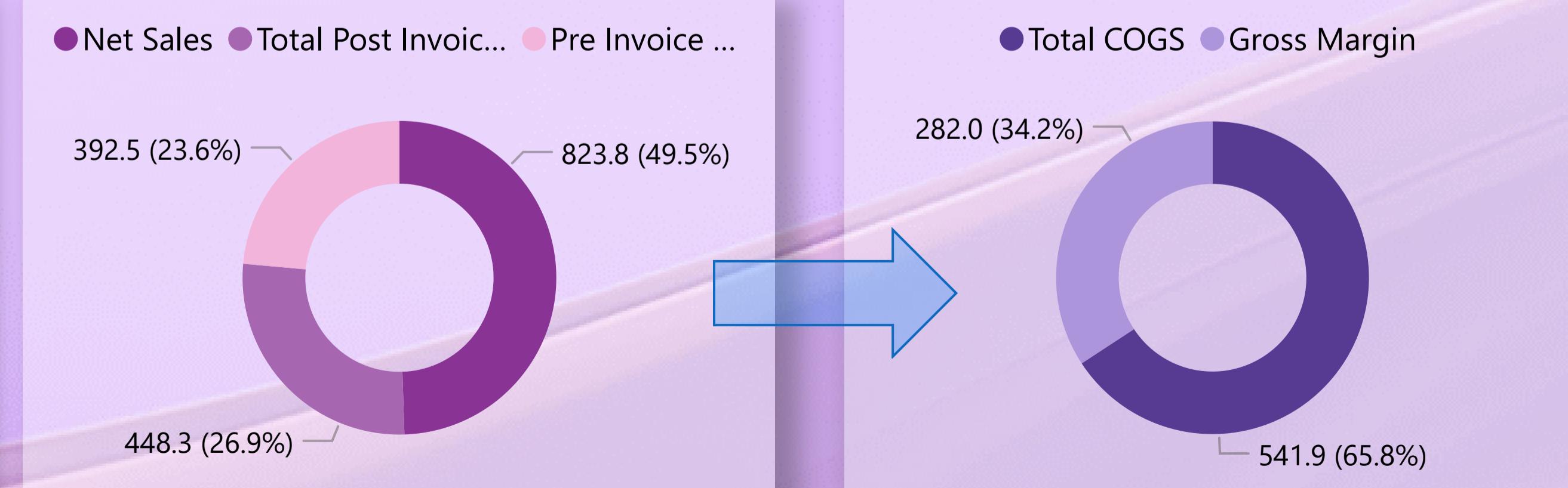
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	₹ 54.42M	18.77M	34.5%
Peripherals	₹ 166.51M	57.04M	34.3%
Notebook	₹ 266.49M	91.09M	34.2%
Networking	₹ 45.16M	15.57M	34.5%
Desktop	₹ 46.43M	15.74M	33.9%
Accessories	₹ 244.85M	83.75M	34.2%
Total	₹ 823.85M	281.96M	34.2%

Unit Economics



region, market
Allcustomer
Allsegment, category, ...
All

2018 2019 2020 2021 >

Q1 Q2 Q3 Q4

YTD YTG

Region / Market / Customer Performance



region	NS \$	GM \$	GM %	NP \$	NP %
EU	₹ 200.77M	73.08M	36.4%	-1.09M	-0.54%
LATAM	₹ 3.16M	1.12M	35.4%	0.13M	4.00%
NA	₹ 177.94M	62.38M	35.1%	-28.20M	-15.85%
APAC	₹ 441.98M	145.39M	32.9%	-44.15M	-9.99%
Total	₹ 823.85M	281.96M	34.2%	-73.32M	-8.90%



Product Performance

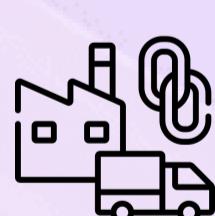
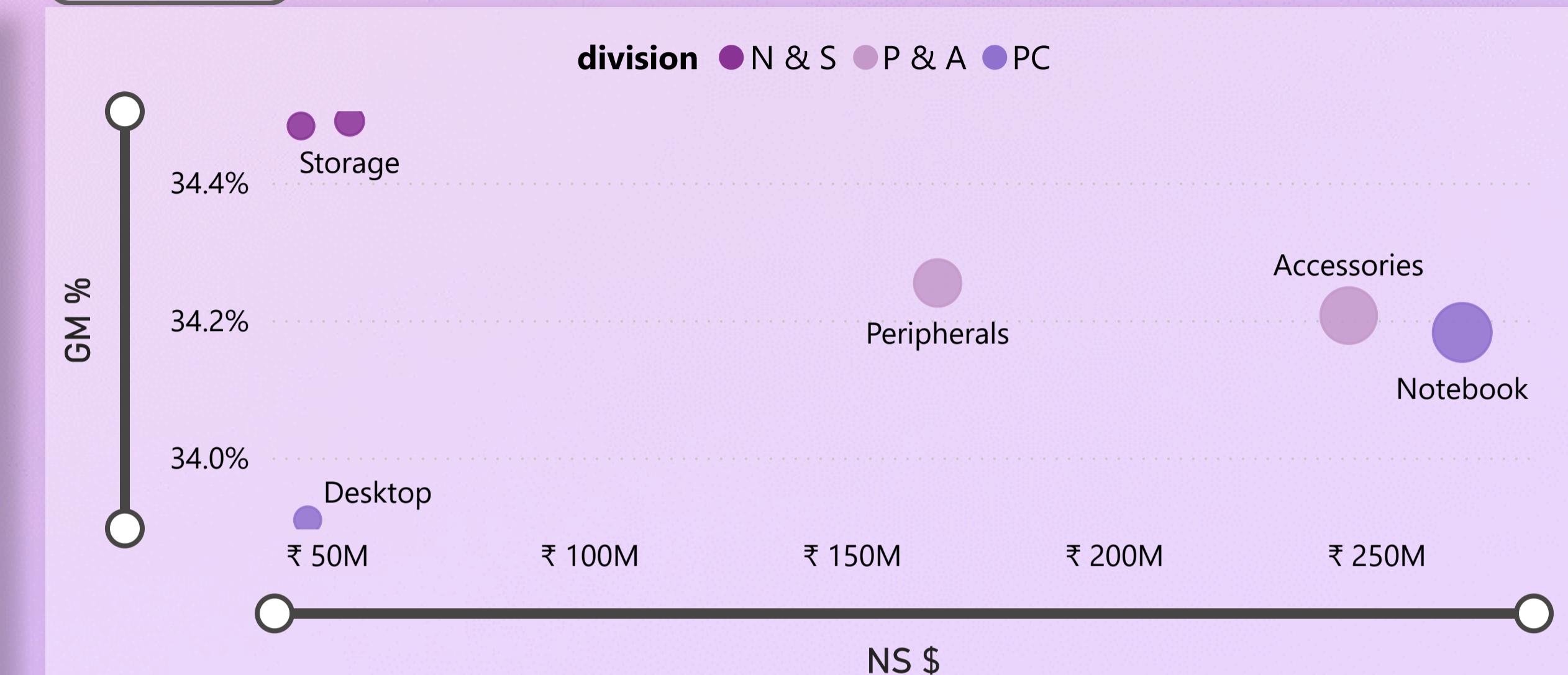


segment	NS \$	GM \$	GM %	NP \$	NP %
Networking	₹ 45.16M	15.57M	34.5%	-3.94M	-8.71%
Desktop	₹ 46.43M	15.74M	33.9%	-4.32M	-9.31%
Storage	₹ 54.42M	18.77M	34.5%	-4.69M	-8.62%
Peripherals	₹ 166.51M	57.04M	34.3%	-14.80M	-8.89%
Accessories	₹ 244.85M	83.75M	34.2%	-21.83M	-8.92%
Notebook	₹ 266.49M	91.09M	34.2%	-23.74M	-8.91%
Total	₹ 823.85M	281.96M	34.2%	-73.32M	-8.90%

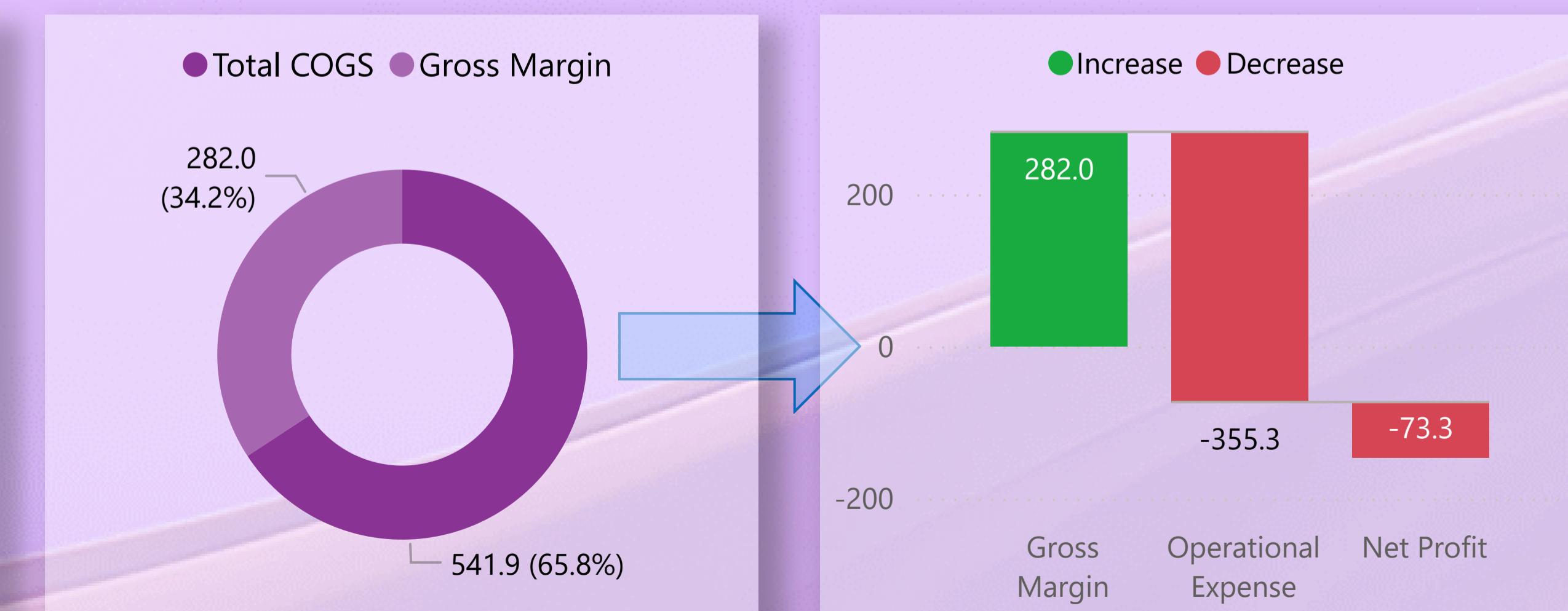


Show NP %

Performance Matrix



Unit Economics



NS = Net Sales, GM = Gross Margin, NP = Net Profit, LY = Last Year YTD = Year to Day, YTG = Year to Go

region, market
Allcustomer
Allsegment, category, ...
All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

YTG



Forecast Accuracy %

80.21% ✓

LY: 72.99% (+9.88%)

Net Error

-751.7K ✓

LY: 491.6K (-252.91%)

ABS Error

9780.7K!

LY: 5743.2K (+70.3%)

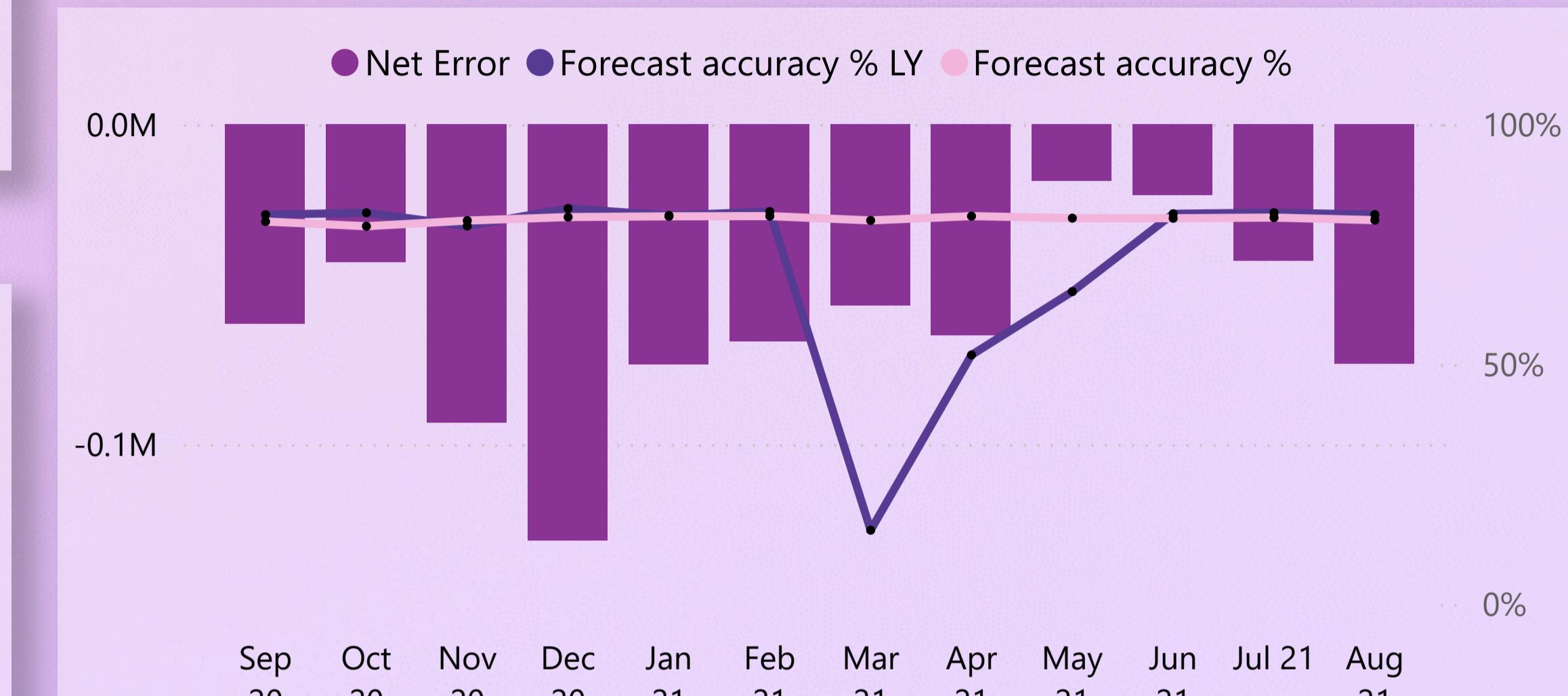


Key Metrics by Customers

customer	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsocity	50.35%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Expression	44.32%	37.52%	2997	0.37%	EI
Ezone	44.11%	33.17%	26876	3.52%	EI
Flawless Stores	56.29%	38.59%	20844	13.52%	EI
Forward Stores	50.76%	28.58%	8200	2.11%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market
Allcustomer
Allsegment, category, ...
All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

Vs LY

Vs Target

YTD

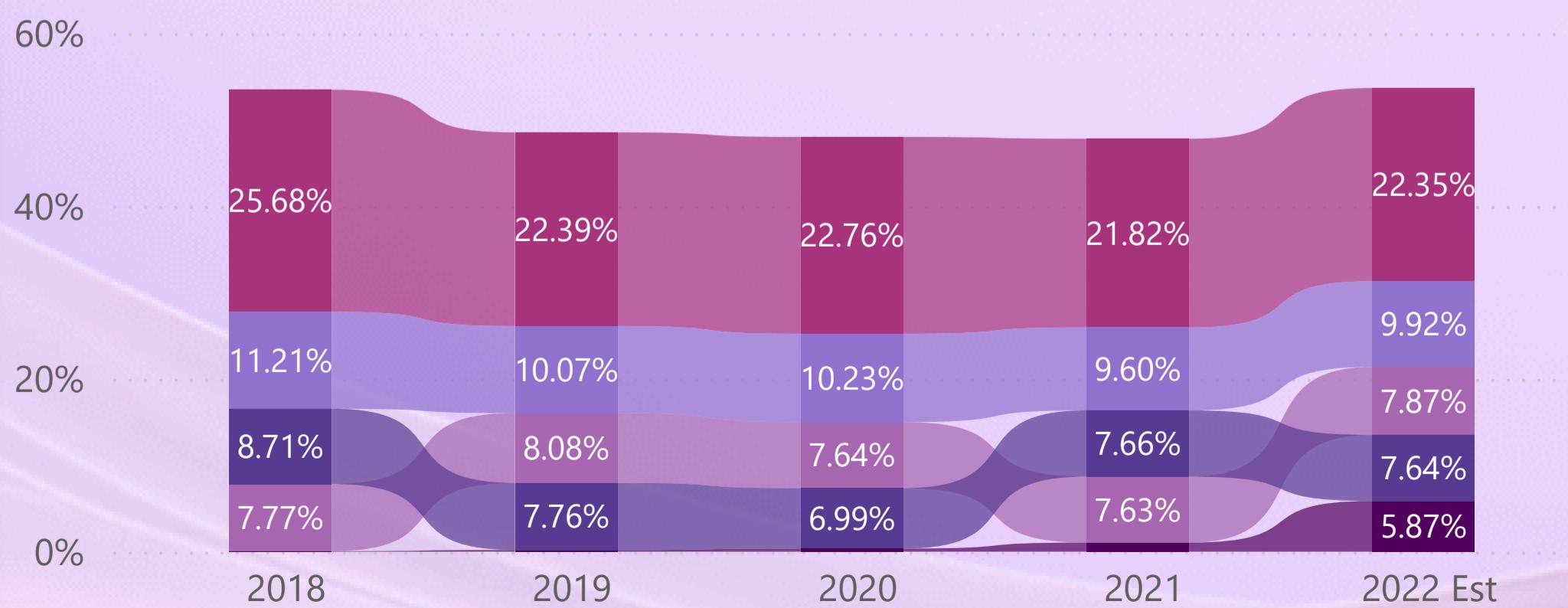
YTG

**Net Sales**
₹ 823.85M ✓
BM: 267.98M
(+207.43%)**Gross Margin %**
34.2% !
BM: 34.84%
(-1.76%)**Net Profit %**
-8.90% !
BM: -3.12%
(-185.42%)**Forecast Accuracy %**
80.21% ✓
BM: 72.99% (+9.88%)**Key Insights by Sub Zone**

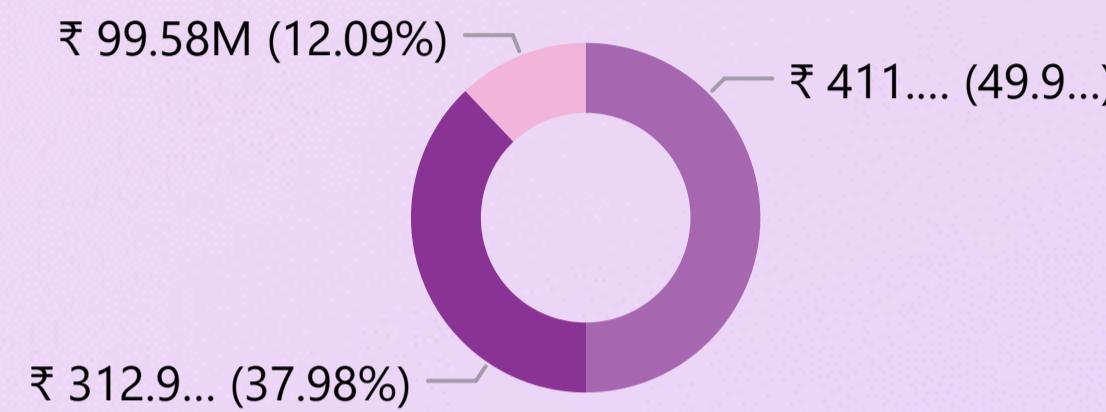
sub_zone	NS \$	RC %	GM %	NP %	Atliq Market Share %	Net Error %	Risk
SE	₹ 91.5M	11.1%	36.9%	2.7%	3.6%	10.6%	EI
ANZ	₹ 44.4M	5.4%	36.3%	5.1%	0.3%	-5.2%	OOS
ROA	₹ 186.9M	22.7%	36.2%	6.1%	1.5%	-21.6%	OOS
NE	₹ 109.3M	13.3%	36.0%	-3.2%	1.2%	11.3%	EI
LATAM	₹ 3.2M	0.4%	35.4%	4.0%	0.0%	5.3%	EI
NA	₹ 177.9M	21.6%	35.1%	-15.8%	0.8%	-7.1%	OOS
India	₹ 210.7M	25.6%	29.2%	-27.5%	2.5%	3.9%	EI
Total	₹ 823.8M	100.0%	34.2% ↘	-8.9%	1.1%	-1.5% OOS	

PC Market Share Trend - AtliQ & Competitors

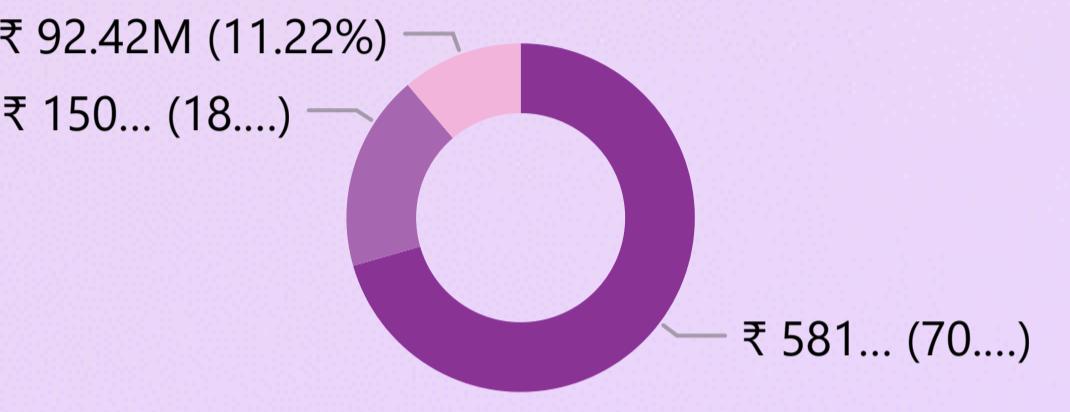
atliq bp dale innovo pacer

**Revenue by Division**

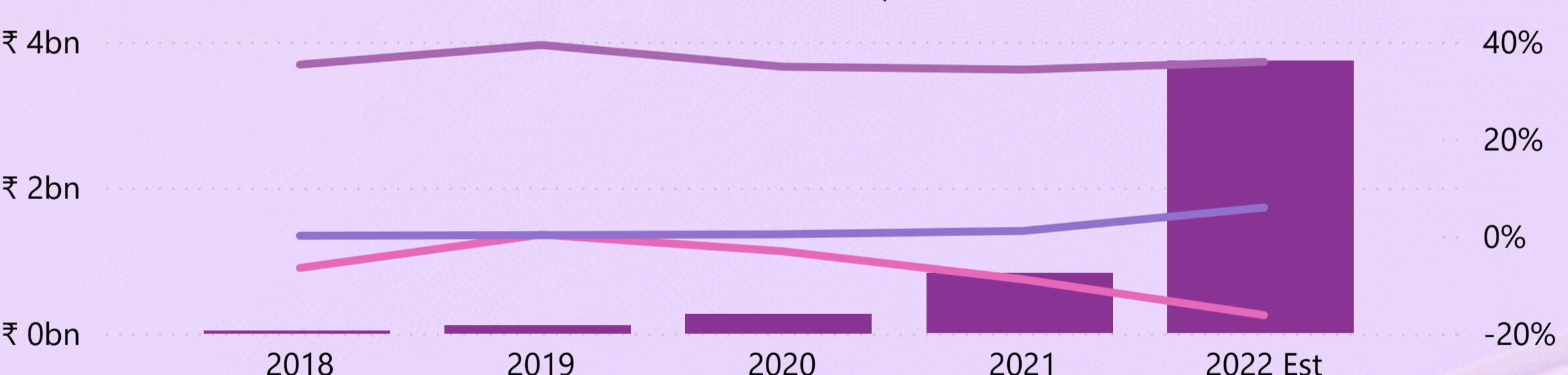
P & A PC N & S

**Revenue by Channel**

Retailer Direct Distributor

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

NS \$ GM % NP % Atliq Market Share %

**Top 5 Customers by Revenue**

customer	GM %	RC %
Amazon	33.1% ↘	13.2%
Atliq e Store	35.4%	8.5%
AtliQ Exclusive	41.4% ↘	9.7%
Flipkart	27.8% ↘	3.1%
Sage	33.4%	3.3%
Total	35.3%	37.8%

Top 5 Products by Revenue

product	GM %	RC %
AQ BZ Allin1	33.7%	4.1%
AQ Gen Y	33.8%	2.9%
AQ Maxima	34.4% ↘	2.7%
AQ Qwerty	34.8%	3.4%
AQ Trigger	34.6%	3.3%
Total	34.3%	16.3%

NS = Net Sales, GM = Gross Margin, NP = Net Profit, LY = Last Year, YTD = Year to Day, YTG = Year to Go, EI = Excess Inventory, OOS = Out Of Stock, RC = Revenue Contribution