



Business Insights 360



Info



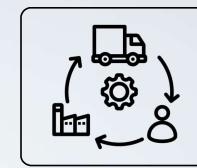
Finance View



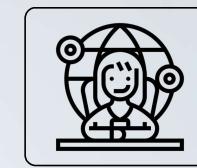
Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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

Analyze the performance of your product(s) over key metrics like Net sales, Gross margin and view the same **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.

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



region, market

customer

segment, cate...

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



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

37.9%!
BM: 38.34% (-1.19%)
GM %

- 14.19% ✓
BM: 100.00% (+114.19%)
Net Profit %

Profit and 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 Discount	1,243.54			
-Post Deductions	663.42			
Total Post Invoice Deductions	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	23.17			
Total COGS	2,320.93			
Gross Margin	1,415.24	1,459.51	-44.27	-3.03
Gross Margin %	37.88	38.34	-0.46	-1.19
GM/Unit	15.67			
Operational Expense	-1,945.30			
Net Profit	-530.06			
Net Profit %	-14.19	100.00	-114.19	-114.19

Net Sales Performance Over Time



Top / Bottom Products & customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	
NA	1,022.09	
EU	775.48	
LATAM	14.82	
Total	3,736.17	-1.86

segment	P & L values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86

BM = Benchmark , LY = Last Year

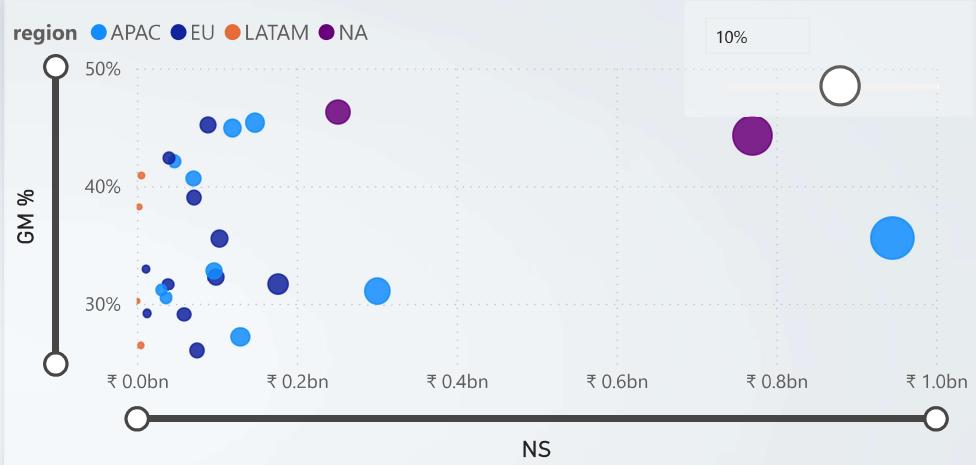


region, market	customer	segment, category, product	2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	vs LY	vs Target
All	All	All										YTD	YTG

Customer Performance

customer	NS	GM	GM %
Amazon	₹ 496.88M	181.78M	36.6%
AtliQ Exclusive	₹ 361.12M	165.43M	45.8%
Atliq e Store	₹ 304.10M	111.50M	36.7%
Flipkart	₹ 138.49M	58.13M	42.0%
Sage	₹ 127.86M	40.03M	31.3%
Leader	₹ 117.32M	35.74M	30.5%
Neptune	₹ 105.69M	49.20M	46.5%
Ebay	₹ 91.60M	32.90M	35.9%
Acclaimed Stores	₹ 73.36M	29.45M	40.1%
walmart	₹ 72.41M	32.93M	45.5%
Electricalslytical	₹ 68.05M	25.21M	37.0%
Total	₹ 3,736.17M	1,415.24M	37.9%

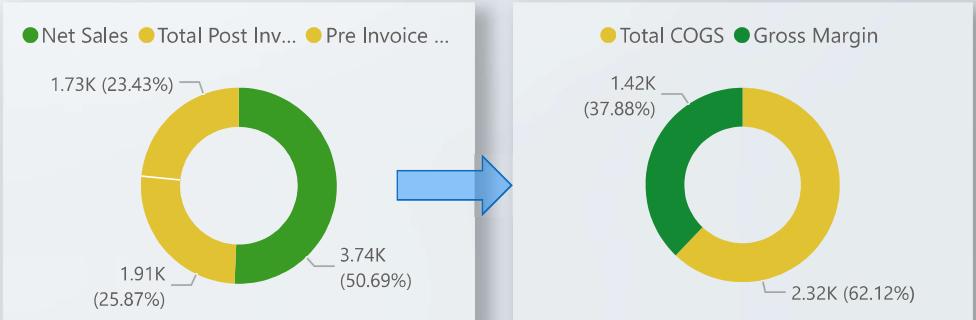
Performance Matrix



Product Performance

segment	NS	GM	GM %
Notebook	₹ 1,580.43M	597.73M	37.8%
Peripherals	₹ 897.54M	339.38M	37.8%
Desktop	₹ 711.08M	270.93M	38.1%
Accessories	₹ 454.10M	171.68M	37.8%
Storage	₹ 54.59M	20.81M	38.1%
Networking	₹ 38.43M	14.70M	38.2%
Total	₹ 3,736.17M	1,415.24M	37.9%

Unit Economics



BM = Benchmark , LY = Last Year



region, market

customer

segment, category, product

2018

2019

2020

2021

2022
Est

Q1

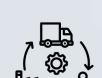
Q2

Q3

Q4

YTD

YTG



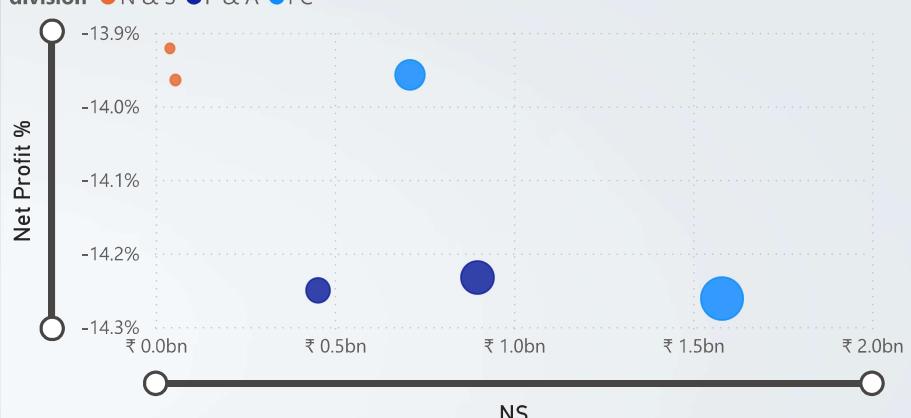
Product Performance

segment	NS	GM	GM %	Net Profit	Net Profit %
Networking	₹ 38.43M	14.70M	38.2%	-5.35M	-13.92%
Storage	₹ 54.59M	20.81M	38.1%	-7.62M	-13.96%
Desktop	₹ 711.08M	270.93M	38.1%	-99.24M	-13.96%
Notebook	₹ 1,580.43M	597.73M	37.8%	-225.39M	-14.26%
Peripherals	₹ 897.54M	339.38M	37.8%	-127.75M	-14.23%
Accessories	₹ 454.10M	171.68M	37.8%	-64.71M	-14.25%
Total	₹ 3,736.17M	1,415.24M	37.9%	-530.06M	-14.19%

Show GM %

Performance Matrix

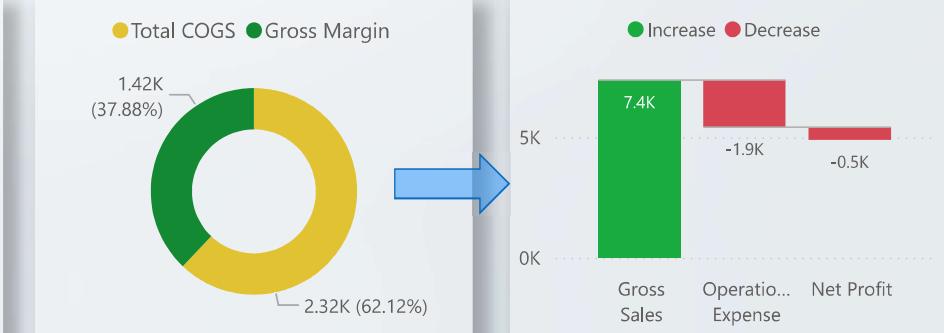
division ● N & S ● P & A ● PC



Region/ Market/ Customer Performance

region	NS	GM	GM %	Net Profit	Net Profit %
EU	₹ 775.48M	265.67M	34.3%	-97.65M	-12.59%
LATAM	₹ 14.82M	5.15M	34.8%	-0.47M	-3.20%
APAC	₹ 1,923.77M	686.62M	35.7%	-284.75M	-14.80%
NA	₹ 1,022.09M	457.79M	44.8%	-147.19M	-14.40%
Total	₹ 3,736.17M	1,415.24M	37.9%	-530.06M	-14.19%

Unit Economics



BM = Benchmark , LY = Last Year

region, market ▾ customer ▾ segment, category, product ▾

2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

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

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

Absolute Error 6.90M ✓ LY: 9.78M (-29.46%)

Key Metrics by Customer

customer	Forecast accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Euronics	45.25%	60.79%	-67489	-37.39%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Flawless Stores	50.73%	56.29%	-21201	-24.72%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Info Stores	50.29%	55.99%	-19146	-22.61%	OOS
Premium Stores	51.71%	55.64%	-17551	-8.04%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Fnac-Darty	48.56%	54.33%	-36952	-23.35%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.92%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend

Key Metrics By Products

segment	Forecast accuracy %	Net Error	Risk	Net Error %
Accessories	87.42%	341468	EI	1.72%
Desktop	87.53%	78576	EI	10.24%
Networking	93.06%	-12967	OOS	-1.69%
Notebook	87.24%	-47221	OOS	-1.69%
Storage	71.50%	-628266	OOS	-25.61%
Peripherals	68.17%	-3204280	OOS	-31.83%
Total	81.17%	-3472690	OOS	-9.48%

BM = Benchmark , LY = Last Year



region, market

All

customer

All

segment, cate...

All

2018

2019

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Q1

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vs LY

vs
Target**₹ 3.74bn !**

BM: 3.81bn (-1.86%)

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GM %

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Net Profit %

81.17% ✓

BM: 80.21% (+1.2%)

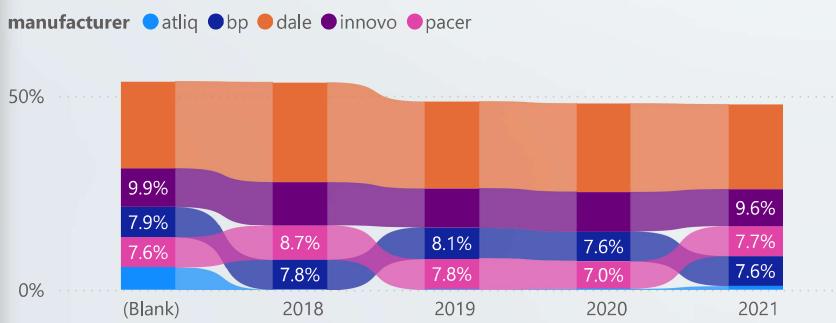
Forecast Accuracy



Key Insights by Sub Zone

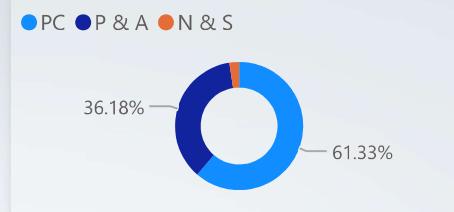
sub_zone	NS	RC %	GM %	Net Profit %	AtliQ MS %	Risk
ANZ	₹ 189.8M	5.1%	43.34%	-7.6%	OOS	
India	₹ 945.3M	25.3%	35.59%	-23.1%	OOS	
LATAM	₹ 14.8M	0.4%	34.77%	-3.2%	EI	
NA	₹ 1,022.1M	27.4%	44.79%	-14.4%	EI	
NE	₹ 457.7M	12.3%	32.51%	-18.4%	OOS	
ROA	₹ 788.7M	21.1%	33.97%	-6.5%	OOS	
SE	₹ 317.8M	8.5%	36.77%	-4.3%	OOS	
Total	₹ 3,736.2M	100.0%	37.88% 	-14.2%	OOS	

PC Market Share Trend - AtliQ & competitors

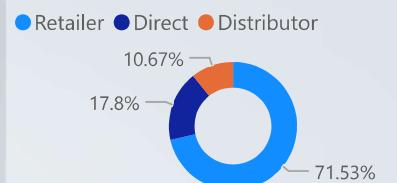


BM = Benchmark , LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock

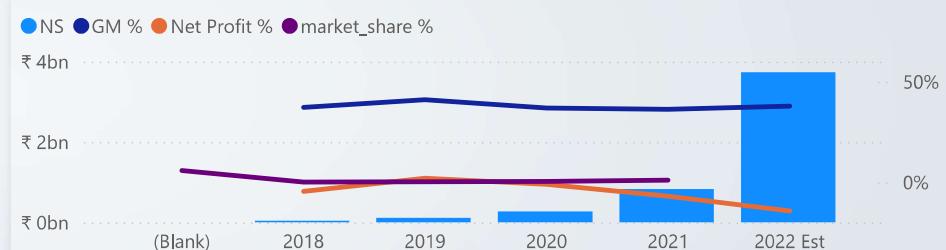
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM %, Net profit %, PC Market share %



Top 5 Customer by Revenue

customer	RC %	GM %
Sage	3.4%	31.3%
Flipkart	3.7%	42.0%
AtliQ Exclusive	9.7%	45.8%
Atliq e Store	8.1%	36.7%
Amazon	13.3%	36.6%
Total	38.2%	39.0%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.2%
AQ Smash 1	3.8%	37.2%
AQ HOME Allin1 Gen 2	5.7%	37.9%
AQ Home Allin1	4.1%	38.5%
AQ BZ Allin1 Gen 2	5.4%	38.3%
Total	23.2%	37.9%