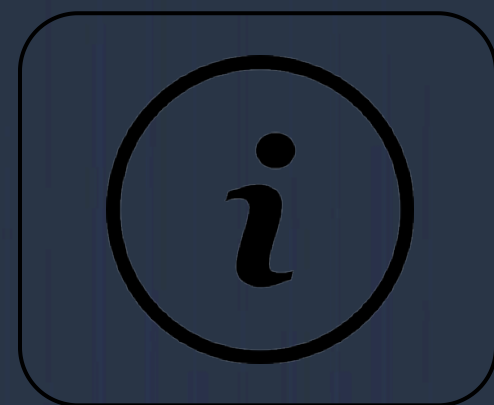




Business Insight 360



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.



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES

All

BY SEGMENT/CATEGORY/PRODUCT

All

All values are in Million (\$)

BM = Benchmark | LY = Last Year

GM = Gross Margin | NP = Net Profit

NS = Net Sales

Chg = Change (year on year)

Net sales

\$3.74bn✓

BM: 823.85M (+353.5%)

GM %

38.08%✓

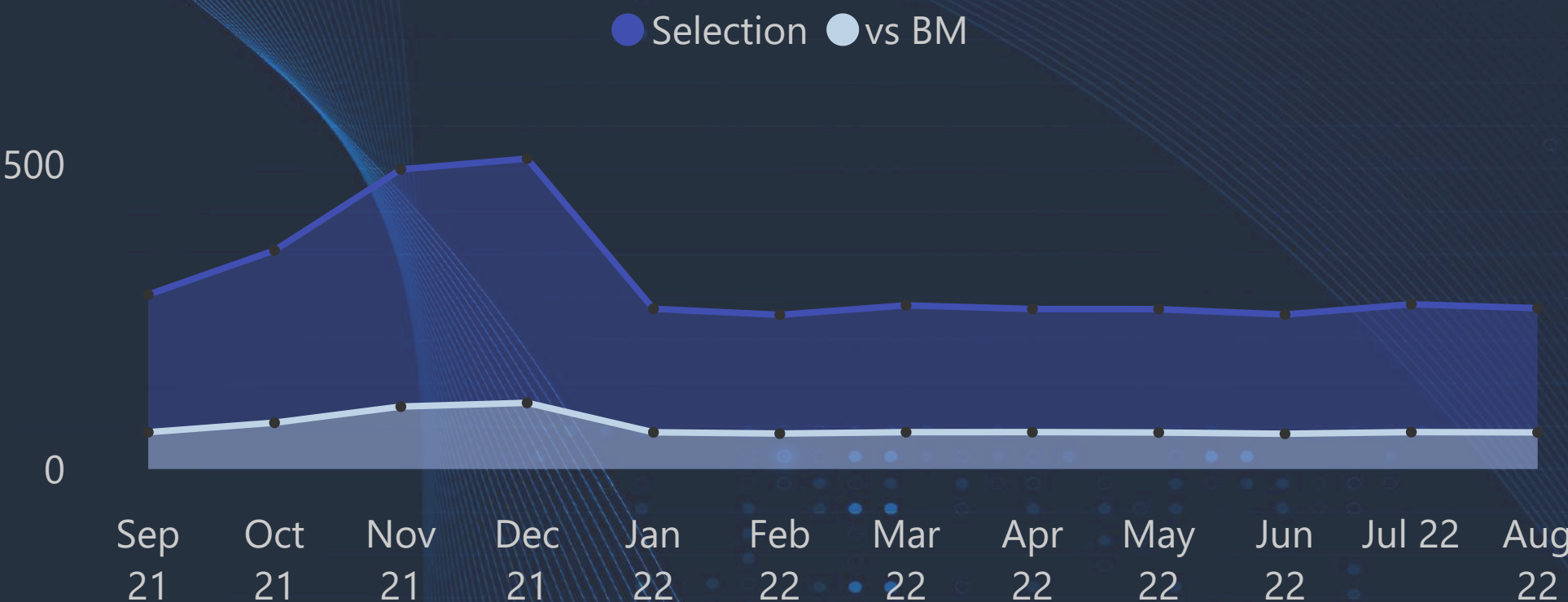
BM: 36.49% (+4.37%)

Net Profit %

-13.98%!

BM: (Blank) (-Infinity)

Net Sales Performance Over Time



Top / Bottom Product & Customers by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
⊕ APAC	1,923.77	335.27	⊕ Accessories	454.10	85.46
⊕ EU	775.48	286.26	⊕ Desktop	711.08	1,431.5
⊕ LATAM	14.82	368.40			5
⊕ NA	1,022.09	474.40	⊕ Networking	38.43	-14.89
Total	3,736.17	353.50	⊕ Notebook	1,580.43	493.06
			⊕ Peripherals	897.54	439.03
			Total	3,736.17	353.50

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



FILTERS

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vs LY

vs Target

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BY REGION/COUNTRY

All

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All

BY SEGMENT/CATEGORY/PRODUCT

All

All values are in Million (\$)

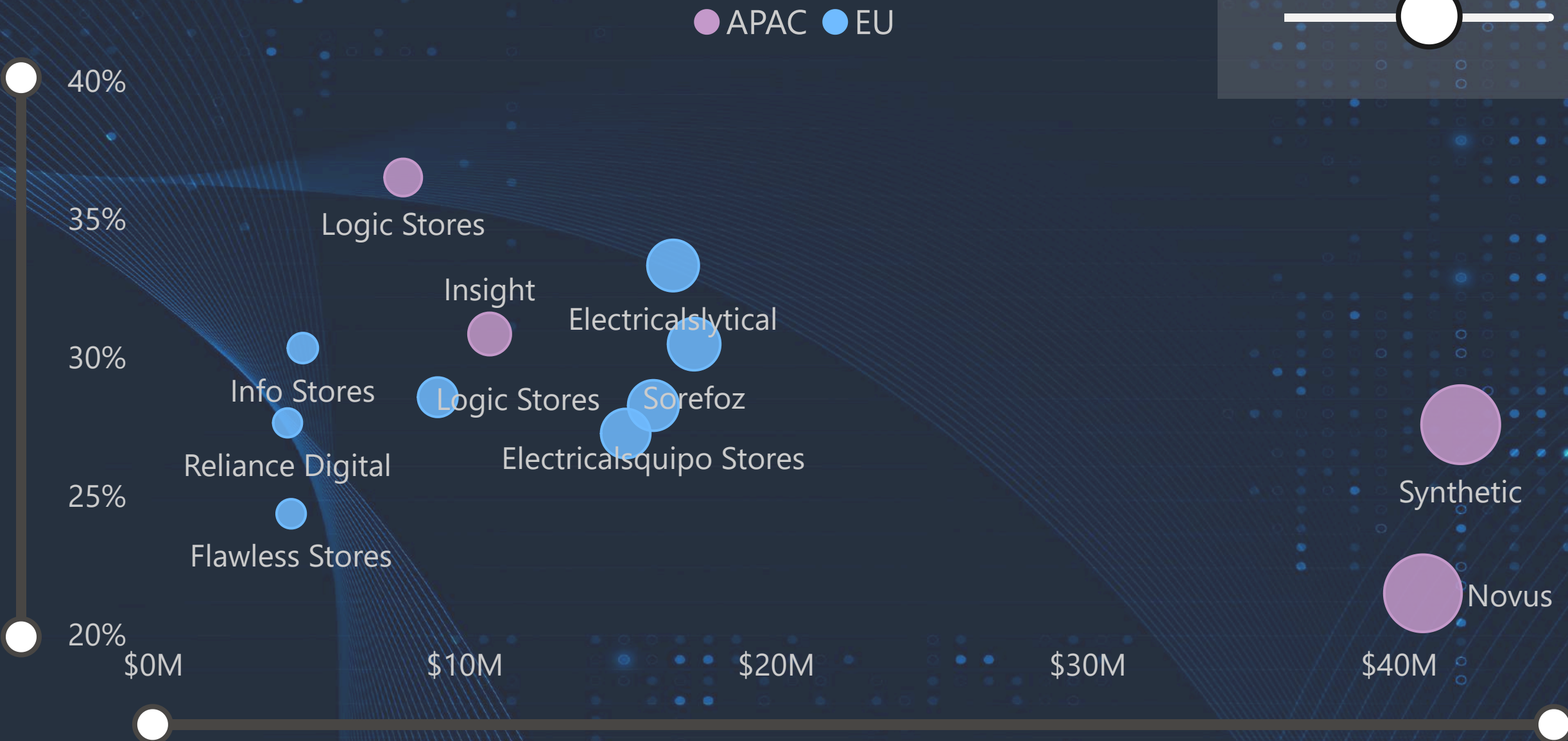
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NS = Net Sales

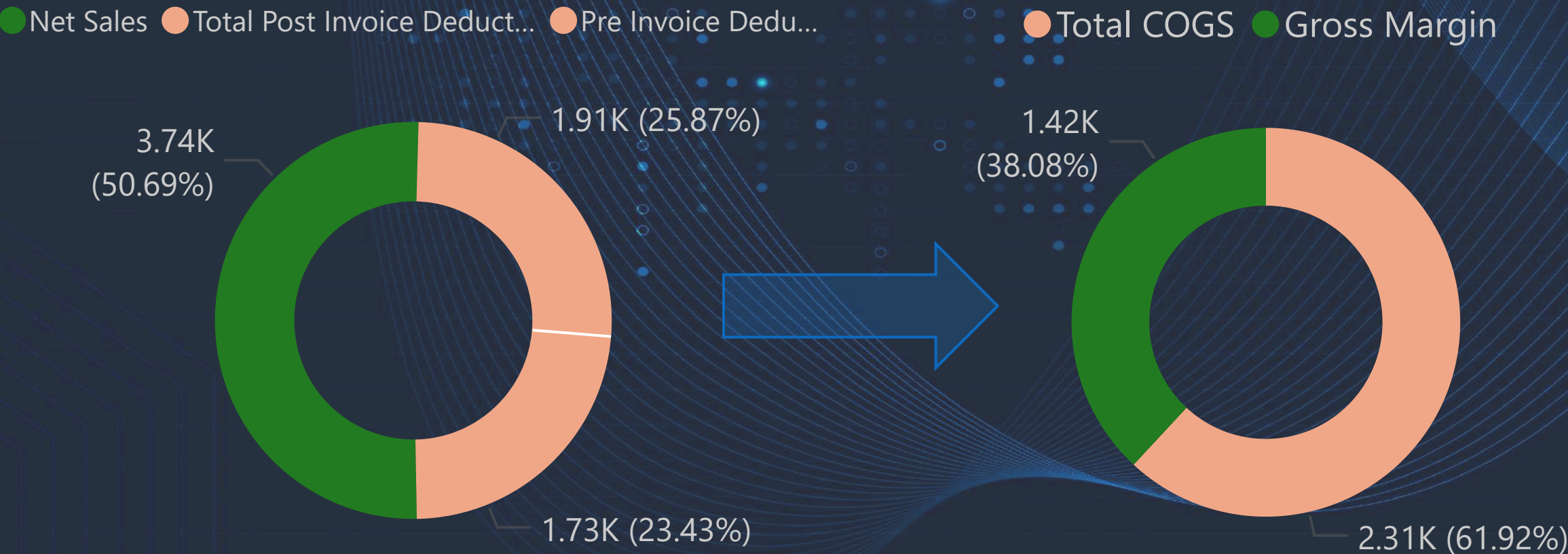
Performance Metrics



Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	183M	36.78%
AltiQ Exclusive	\$307.17M	145M	47.22%
Atliq e Store	\$304.10M	112M	36.88%
Flipkart	\$138.49M	58M	42.14%
Sage	\$127.86M	40M	31.53%
Leader	\$117.32M	36M	30.70%
Neptune	\$105.69M	49M	46.70%
Ebay	\$91.60M	33M	36.09%
Acclaimed Stores	\$73.36M	30M	40.32%
Total	\$3,736.17M	1423M	38.08%

Unit Economics



Product Performance

segment	NS \$	GM \$	GM %
⊕ Notebook	\$1,580.43M	601M	38.03%
⊕ Peripherals	\$897.54M	341M	38.02%
⊕ Desktop	\$711.08M	272M	38.31%
⊕ Accessories	\$454.10M	173M	38.01%
⊕ Storage	\$54.59M	21M	38.33%
⊕ Networking	\$38.43M	15M	38.45%
Total	\$3,736.17M	1423M	38.08%



FILTERS

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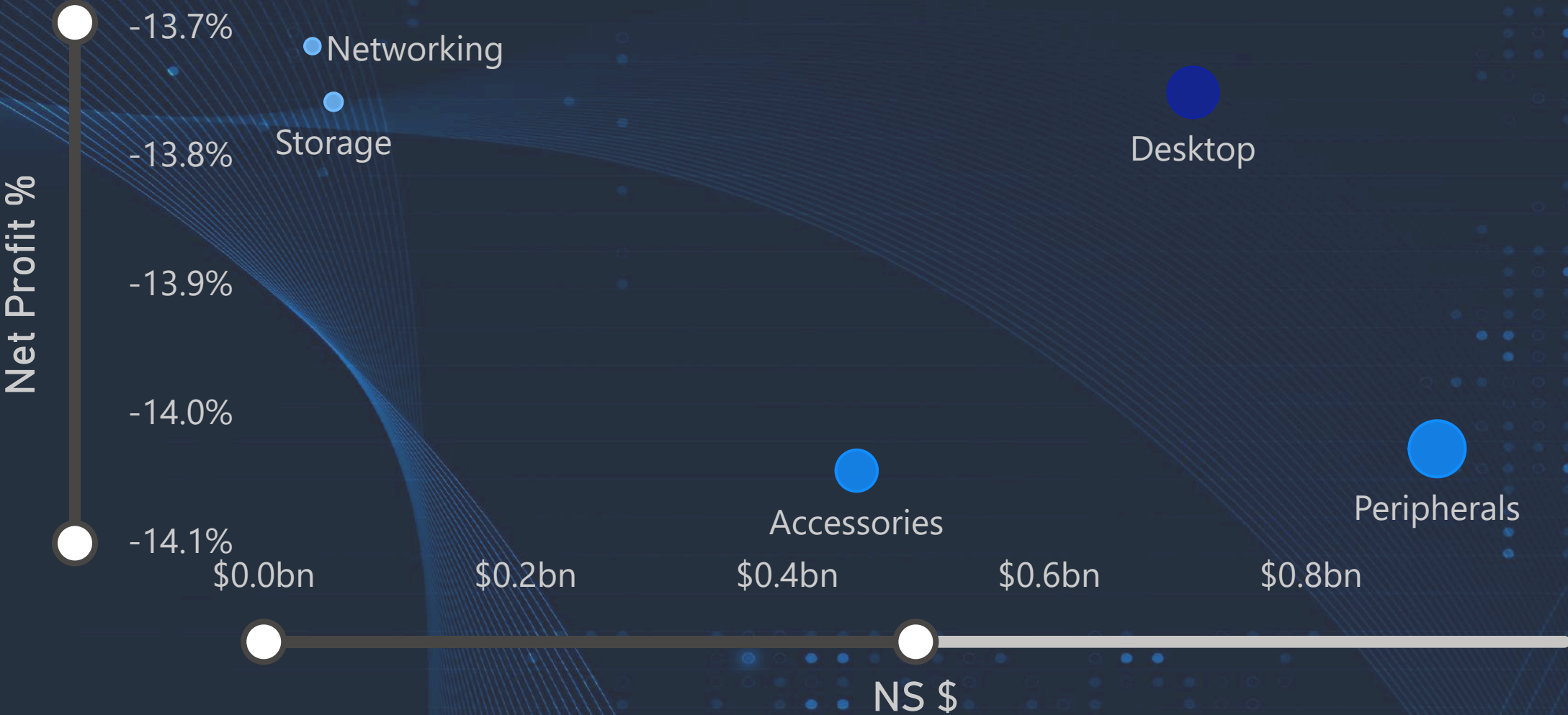
NP = Net Profit

NS = Net Sales

Show GM %

Performance Metrics

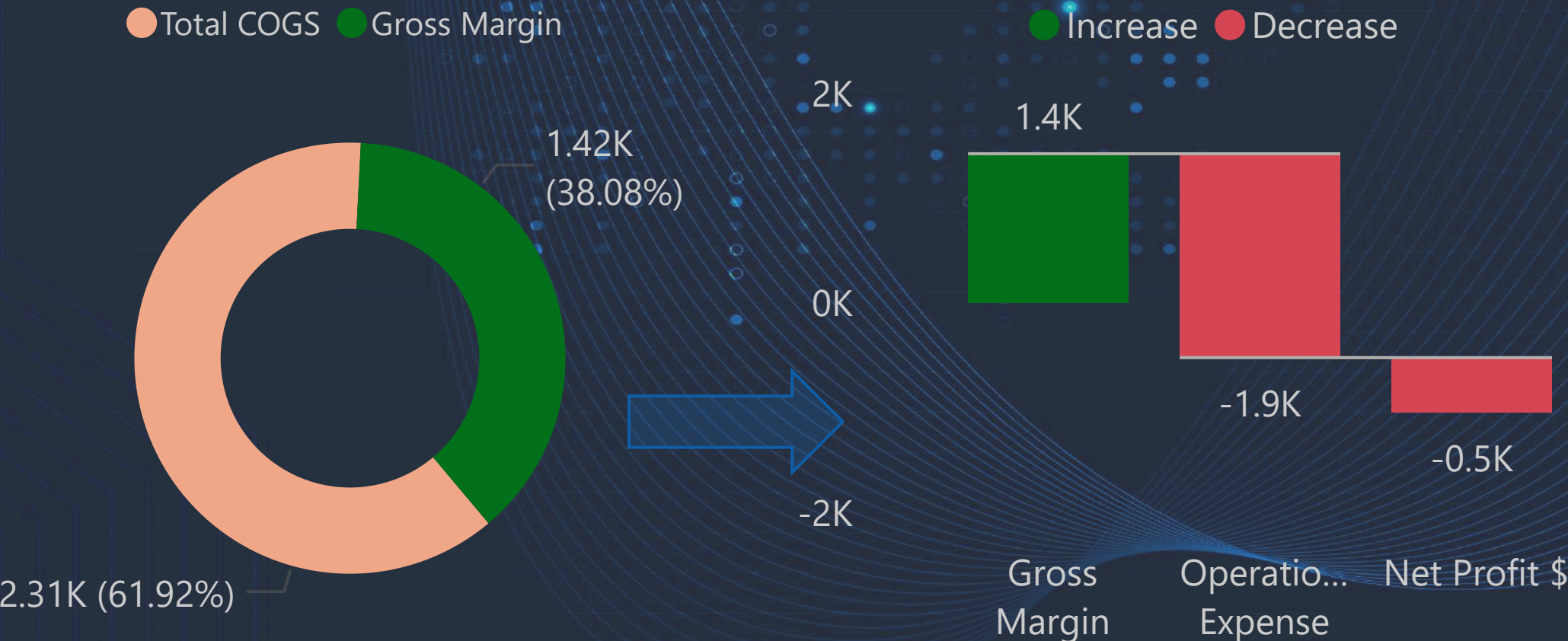
division ● N & S ● P & A ● PC



Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$1,580.43M	601M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341M	38.02%	-125.91M	-14.03%
Desktop	\$711.08M	272M	38.31%	-97.79M	-13.75%
Accessories	\$454.10M	173M	38.01%	-63.78M	-14.05%
Storage	\$54.59M	21M	38.33%	-7.51M	-13.76%
Networking	\$38.43M	15M	38.45%	-5.27M	-13.72%
Total	\$3,736.17M	1423M	38.08%	-522.42M	-13.98%

Unit Economics



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690M	35.88%	-281.16M	-14.62%
EU	\$775.48M	268M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	460M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1423M	38.08%	-522.42M	-13.98%



FILTERS

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All values are in Million (\$)

BM = Benchmark | LY = Last Year

GM = Gross Margin

NP = Net Profit

NS = Net Sales

Forecast Accuracy

81.17%✓

LY: 80.21% (+1.2%)

Net Error

-3472.7K✓

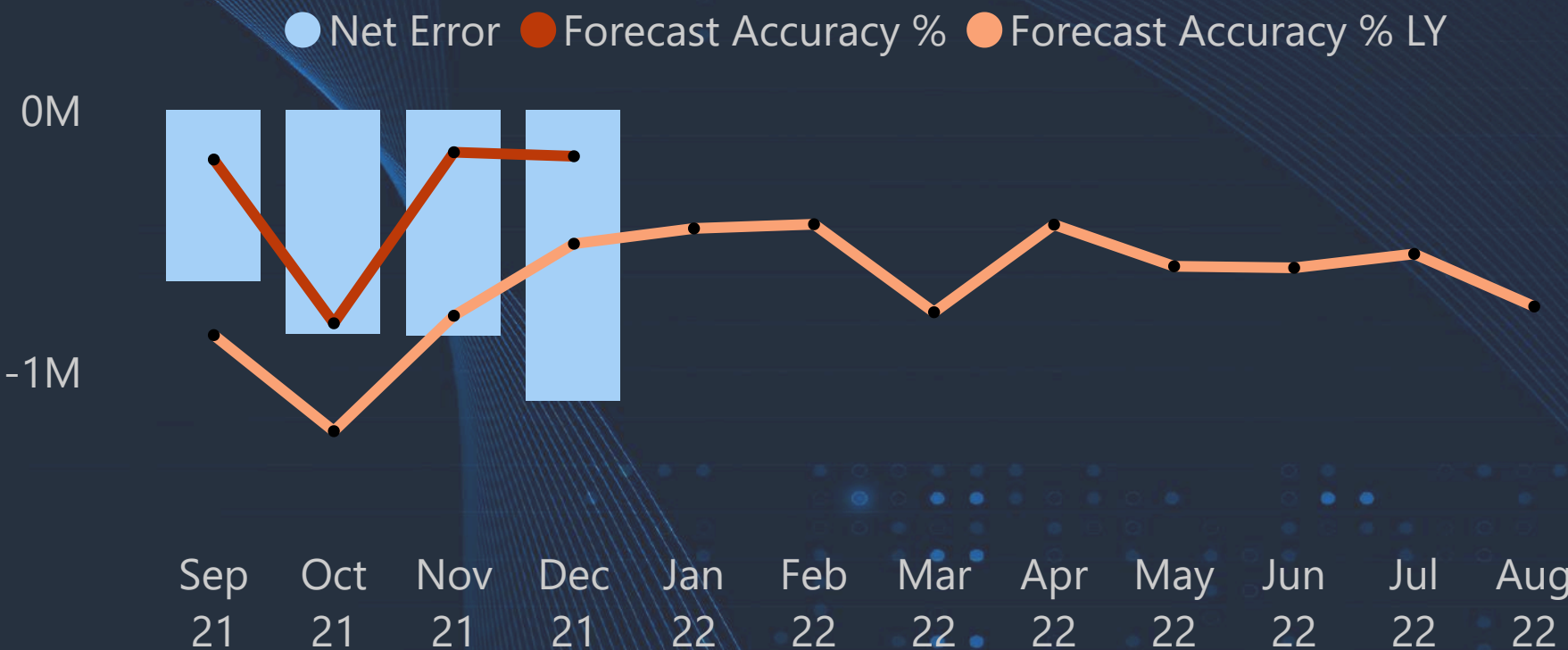
LY: -751.7K (-361.97%)

ABS Error

6899.0K✓

LY: 9,780.7K (-29.46%)

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊕ Accessories	87.42%	77.66%	341468	1.72%	EI
⊕ Desktop	87.53%	84.37%	78576	10.24%	EI
⊕ Networking	93.06%	90.40%	-12967	-1.69%	OOS
⊕ Notebook	87.24%	79.99%	-47221	-1.69%	OOS
⊕ Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
⊕ Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulangier	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



FILTERS

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All

BY SEGMENT/CATEGORY/PRODUCT

All

All values are in Million (\$)

BM = Benchmark | LY = Last Year

GM = Gross Margin | NP = Net Profit

NS = Net Sales

EI = Excess Inventory

OOS = Out of Stock

Net sales

\$3.74bn✓

BM: 823.85M

(+352.50%)

GM %

38.08%✓

BM: 36.49% (+4.37%)

Net Profit %

-13.98%!

BM: (Blank) (-Infinity)

Forecast Accuracy %

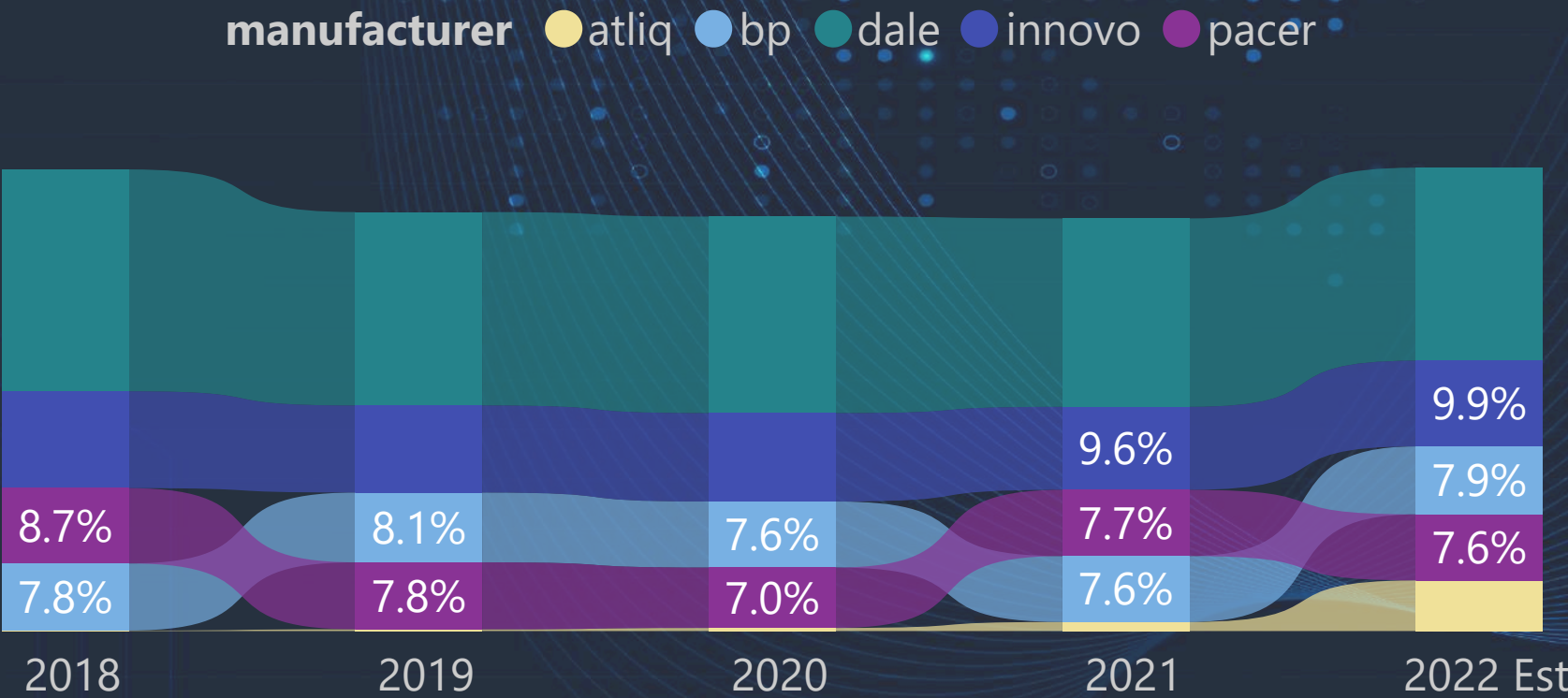
81.17%✓

BM: 80.21% (+1.2%)

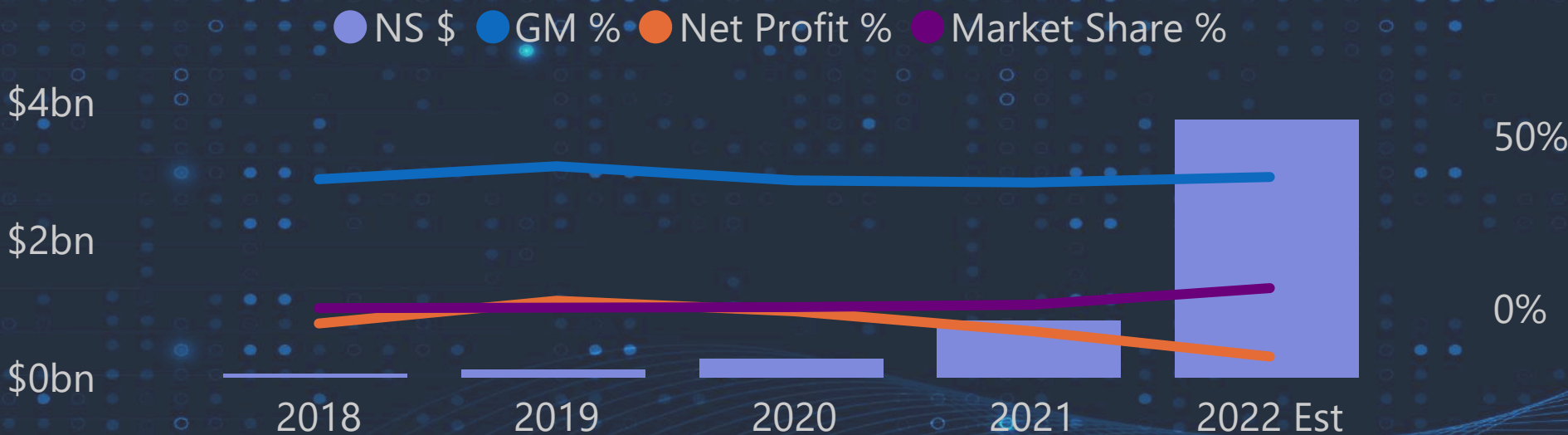
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.09M	27.4%	45.0%	-14.22%	4.9%	14.4%	EI
India	\$945.34M	25.3%	35.8%	-22.99%	13.3%	-24.4%	OOS
ROA	\$788.66M	21.1%	34.2%	↓ -6.32%	8.3%	-4.6%	OOS
NE	\$457.71M	12.3%	32.8%	↓ -18.09%	6.8%	-4.6%	OOS
SE	\$317.78M	8.5%	37.0%	↓ -4.00%	16.4%	-55.5%	OOS
ANZ	\$189.78M	5.1%	43.5%	-7.39%	1.4%	-37.6%	OOS
Total	\$3,736.17M	100.0%	38.1%	-13.98%	5.9%	-9.5%	OOS

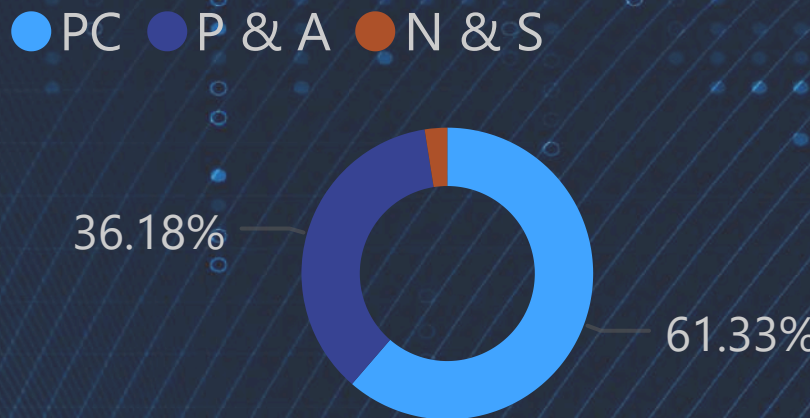
PC Market Share Trend - AtliQ & Competitors



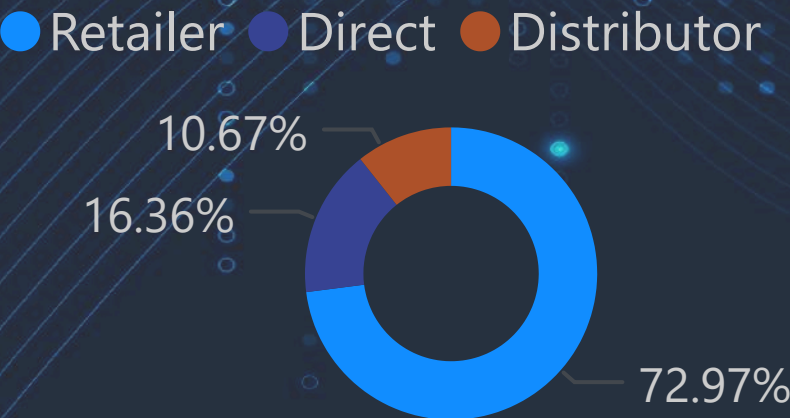
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Revenue by Division



Revenue by Channel



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
AltiQ Exclusive	8.22%	47.22%
Total	36.79%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%