



Business Insights 360



Sunday, 20 October, 2024

December,21

*All the values are in Dollars & Millions



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

Designed By - Priya Jangid



FILTERS

Benchmark(BM)

vs LY

vs Target

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Region, Market

All

Customer

All

Segment, Category, Product

All

Clear Filters

Abbreviations:

BM = Benchmark | LY = Last Year

YTD = Year to Date

YTG = Year to Go

Chg = Change | GM = Gross Margin

*All values are in Million \$

Net Sales (\$)

\$3.74bn

BM: 823.85M | +353.5%



Gross Margin %

38.08%

BM: 36.49% | +4.37%



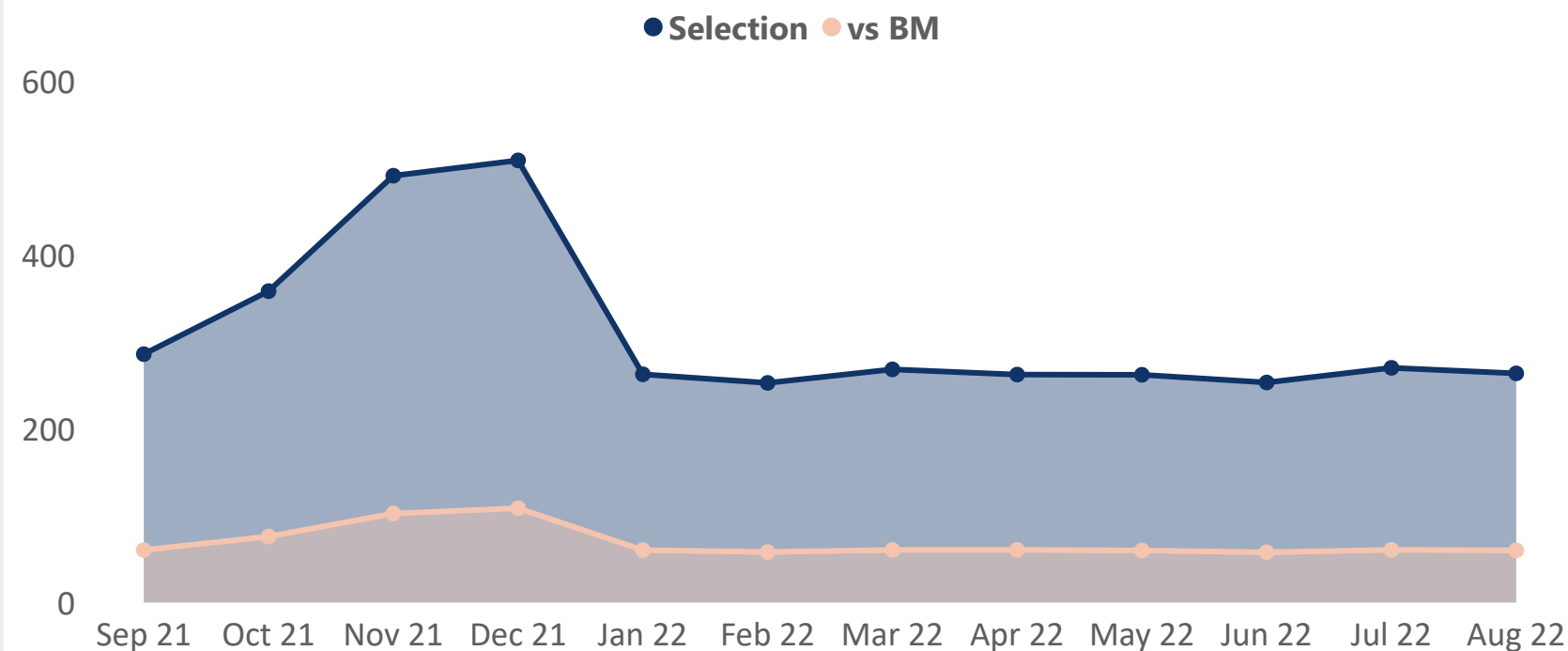
Net Profit %

-13.98%

BM: -6.63% | -110.79%



Net Sales Performance Over Time



Top/Bottom Customers/Products by Net Sales

region

P & L
Value

P & L
chg %



+ APAC

1923.77 335.27

+ EU

775.48 286.26

+ LATAM

14.82 368.40

+ NA

1022.09 474.40

segment

P & L
Value

P & L chg
%



+ Accessories

454.10 85.46

+ Desktop

711.08 1,431.55

+ Networking

38.43 -14.89

+ Notebook

1580.43 493.06

+ Peripherals

897.54 439.03

+ Storage

54.59 0.32

Profit & 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
Net Profit %	-13.98	-6.63	-7.35	110.79



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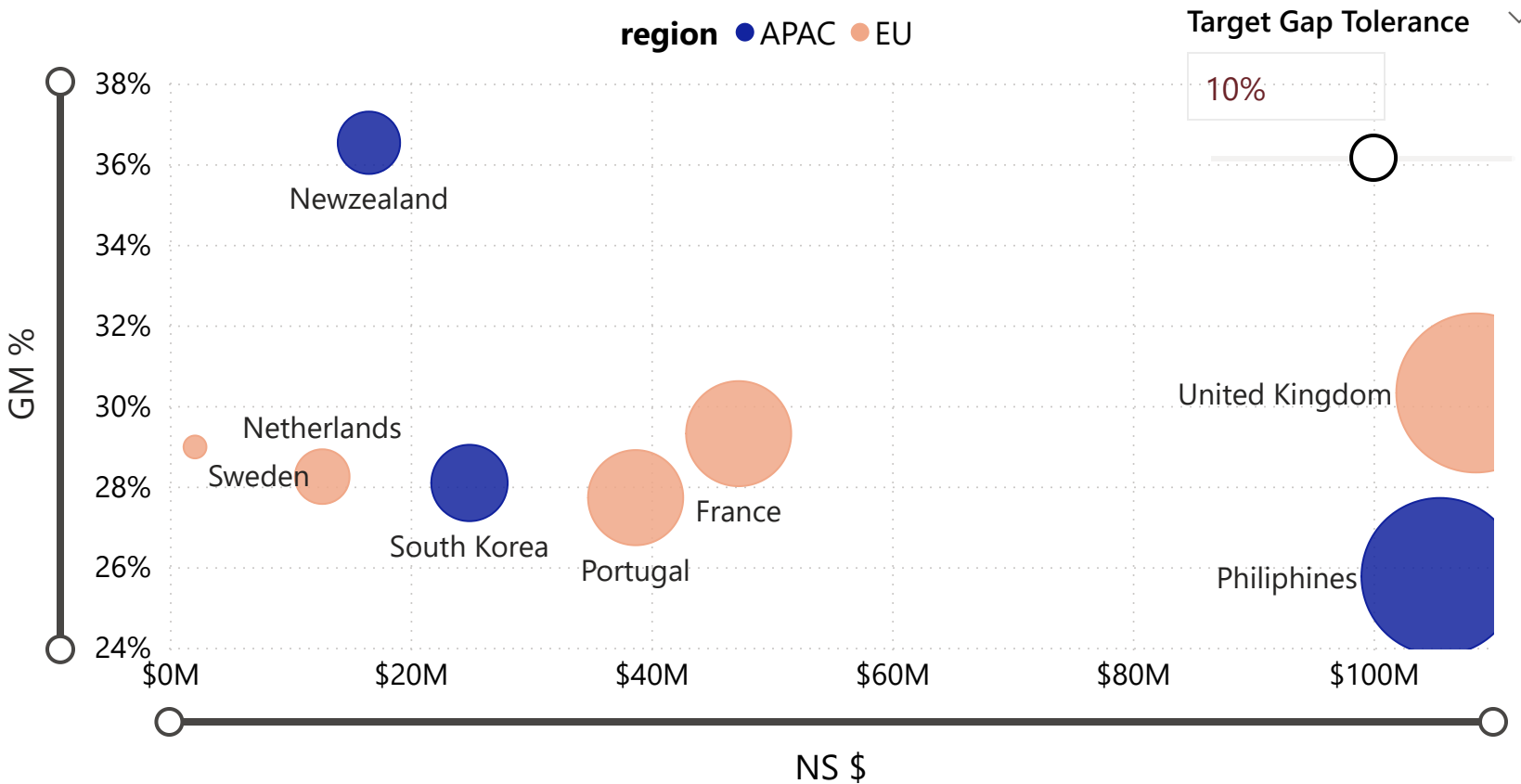
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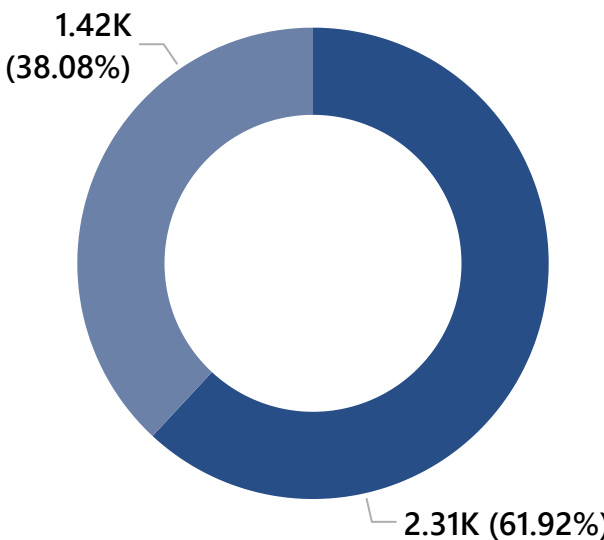
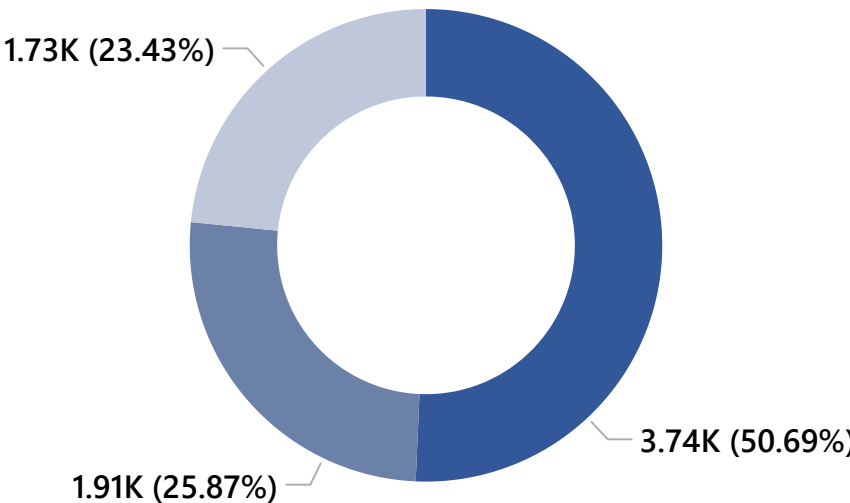
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Performance Metrics



Unit Economics

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction ● Total COGS ● Gross Margin



Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Neptune	\$105.69M	49.36M	46.70%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
walmart	\$72.41M	33.06M	45.66%
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Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Total	\$3,736.17M	1,422.88M	38.08%



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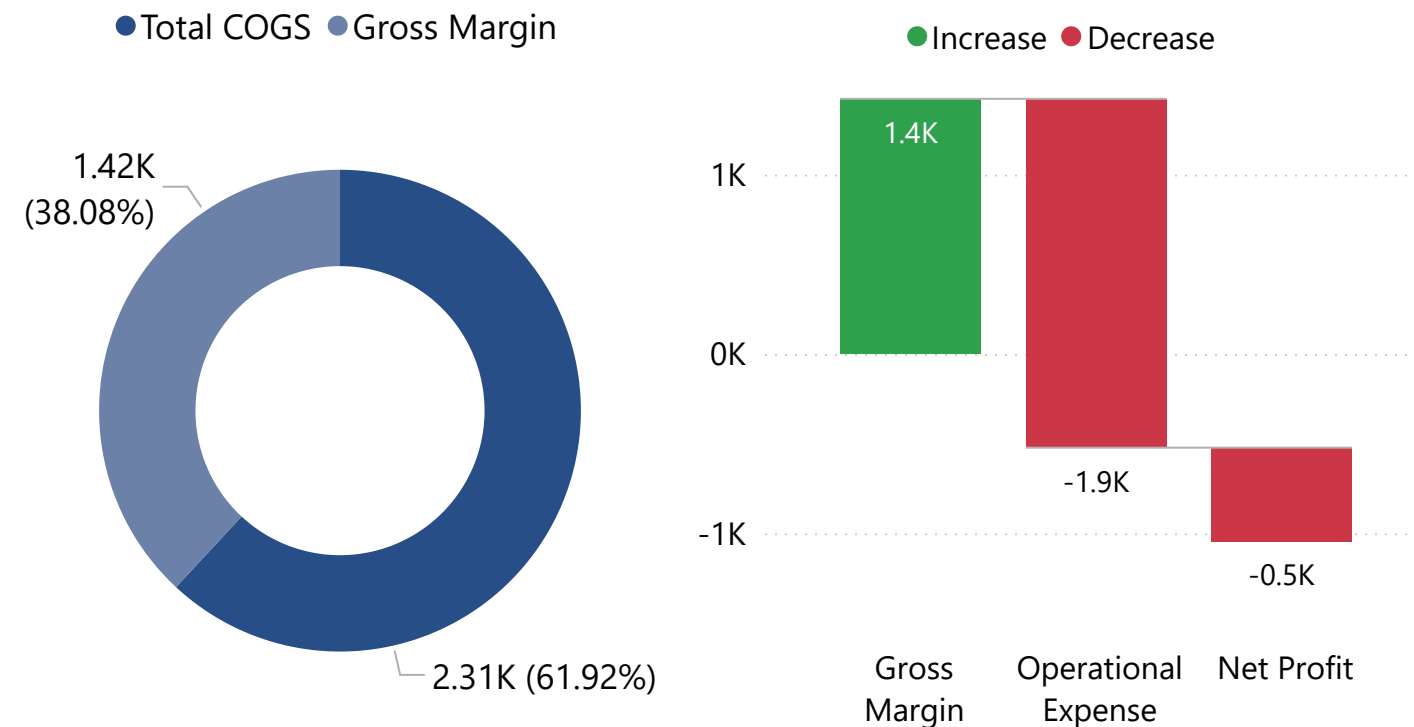
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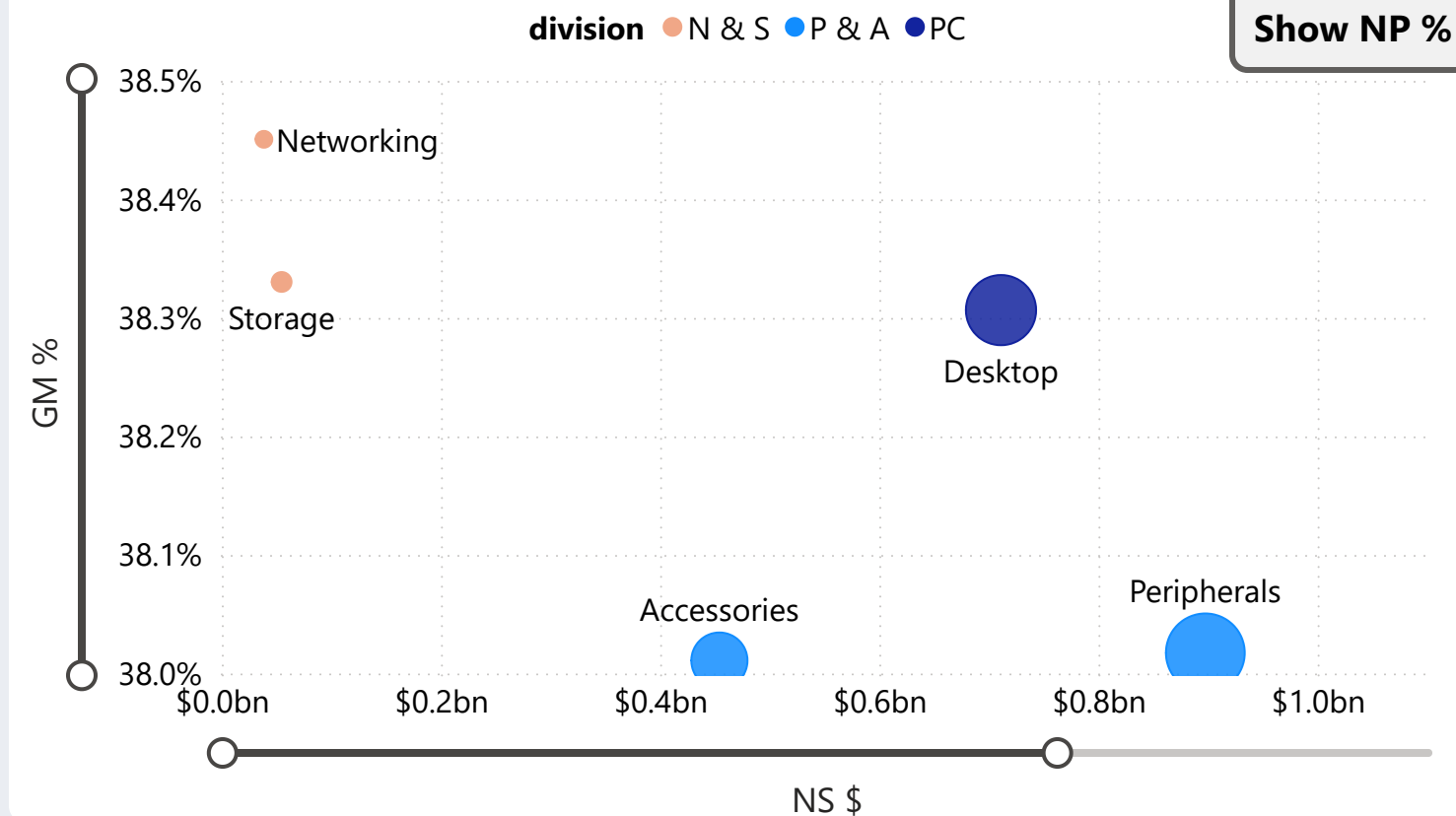
Profit & Loss Statement



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%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Metrics



Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%



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Forecast Accuracy %

81.17%

LY: 80.21% | +1.2%

Net Error

-3.47M

LY: -751.71K | +361.97%

Abs Net Error

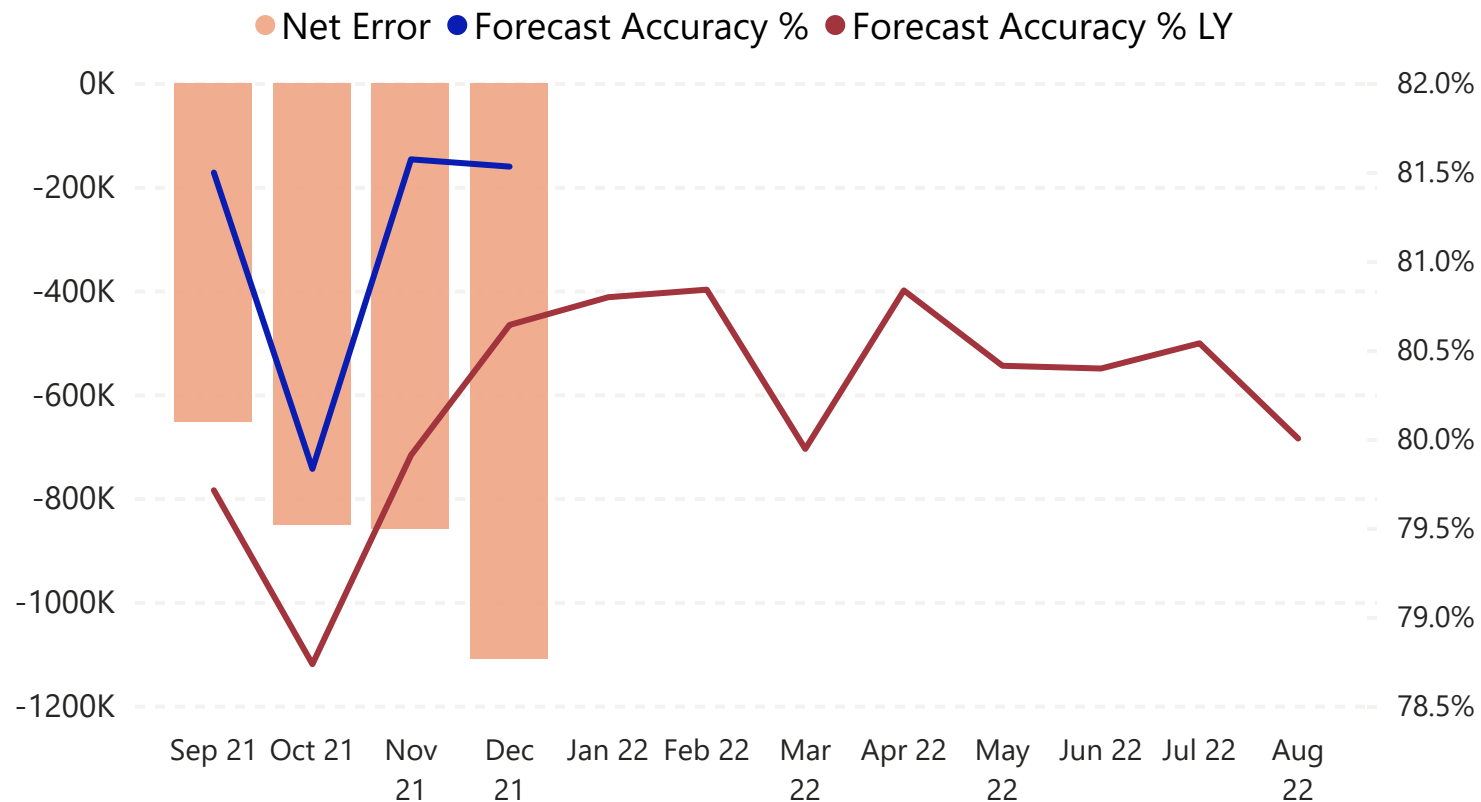
6.90M

LY: 9.78M | -29.46%

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
BestBuy	46.60%	35.31%	81179	16.7%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Control	52.06%	47.42%	64731	13.0%	EI
walmart	54.78%	50.12%	84334	12.1%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Otto	45.76%	18.27%	1062	2.4%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
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
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS



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Gross Margin %

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Net Profit %

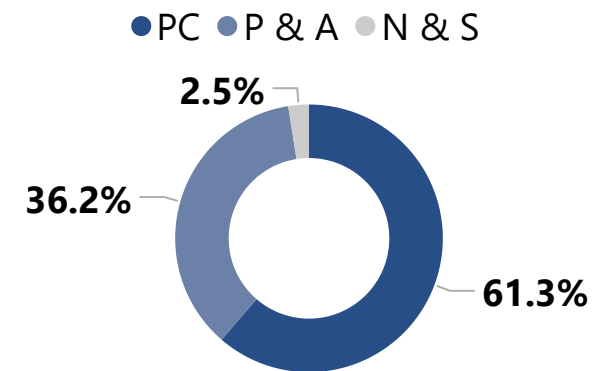
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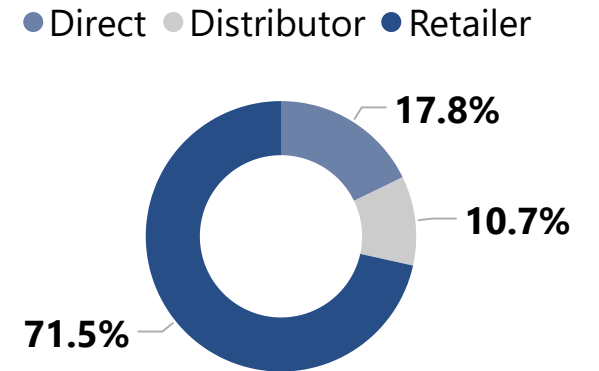
Key Insights by Sub-Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6% OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4% EI
India	\$945.3M	25.3%	35.8%	↓	-23.0%	13.3%	-24.4% OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5% 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
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

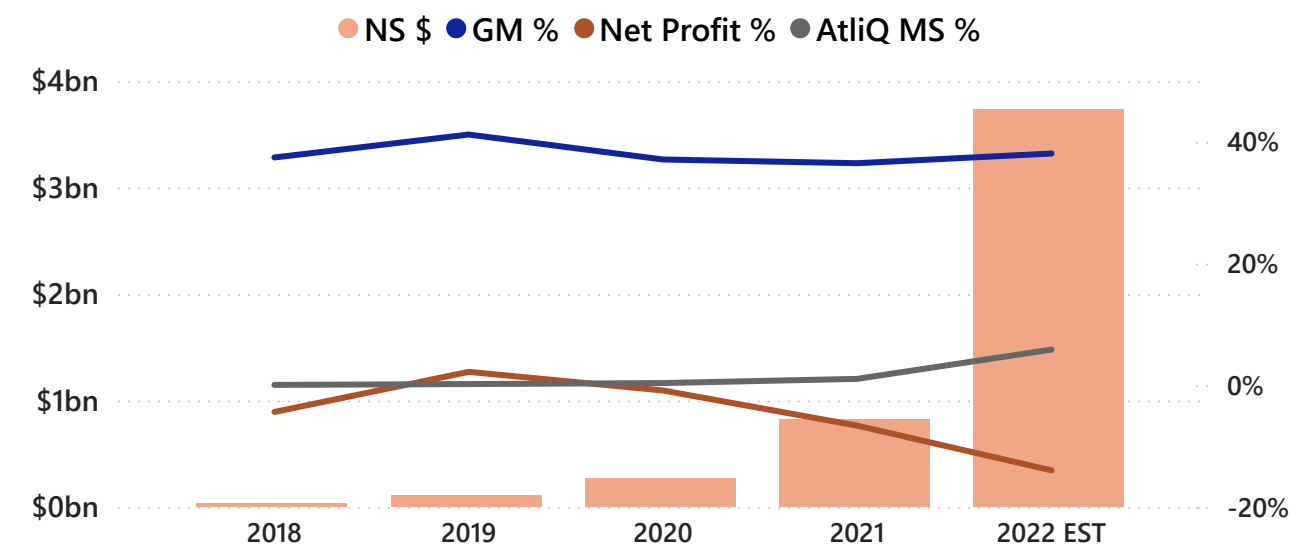
Revenue by Division



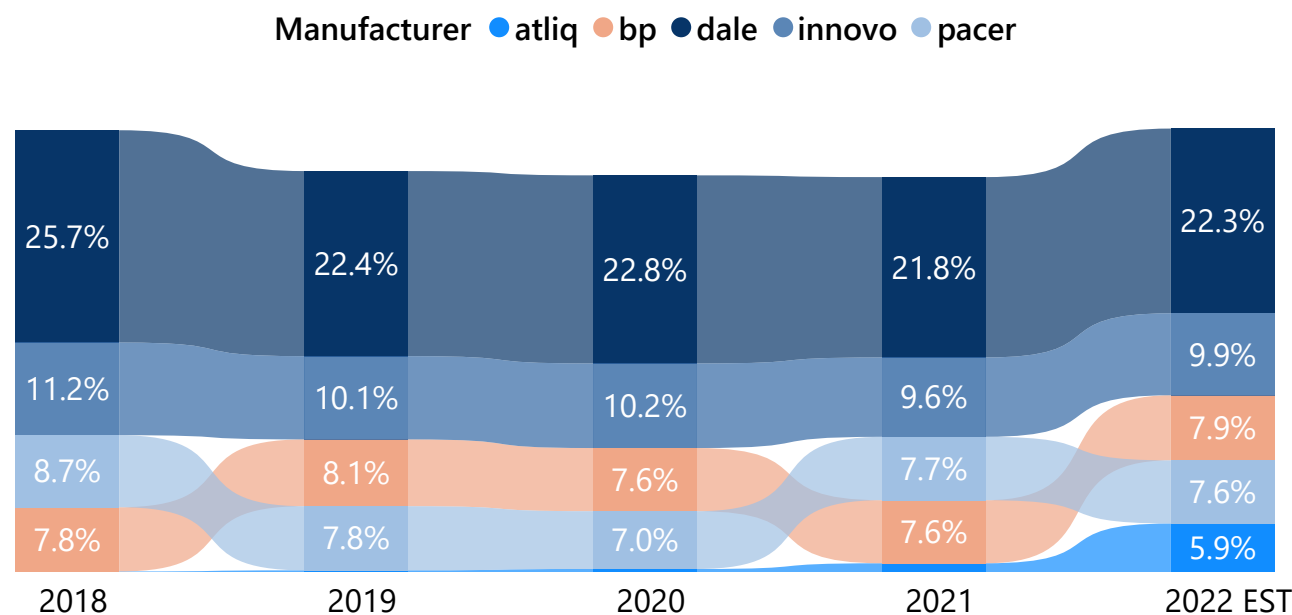
Revenue by Channel



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



PC Market Share Trend - AtliQ and Competitors



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%

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%