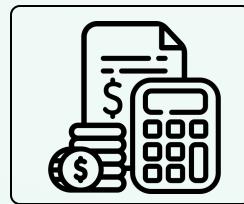




Business Insights 360



Finance View

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



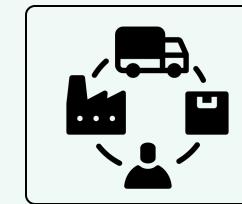
Sales View

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



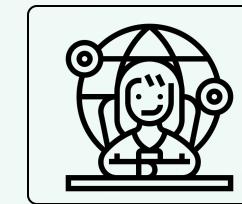
Marketing View

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

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.



region, market

All

customer

All

segment, category, pro...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs Target

vs LY

\$3,736.17M✓

BM: 823.85M (+353.5%)

38.1%✓

BM: 36.5% (+4.37%)

-13.98%!

BM: -6.63% (-110.79%)

Net Sales

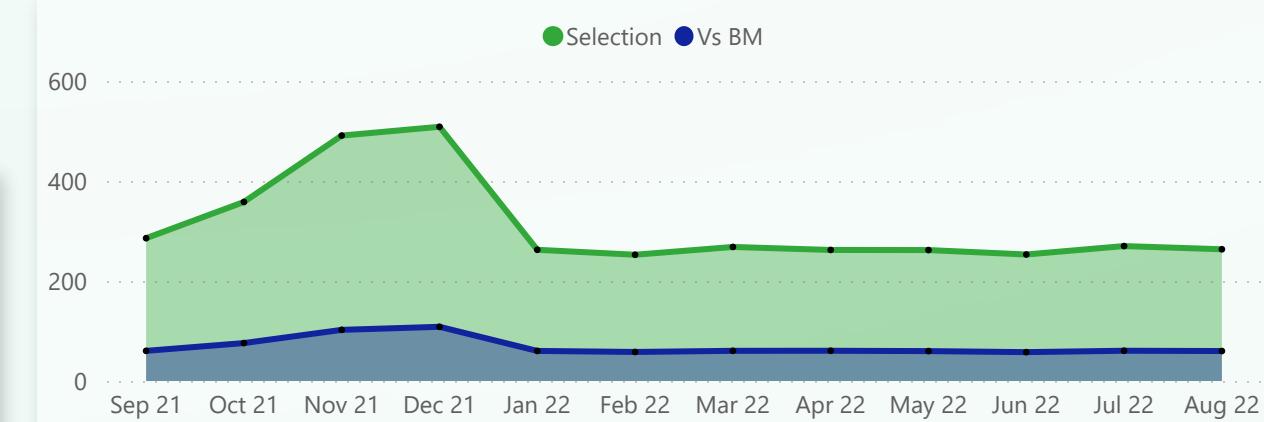
GM %

Net Profit

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Profit	-522.42	-54.65	-467.77	855.93
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Net Sales Performance Over Time



Top / Bottom Customers & Products by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
	Chg %	Total		Chg %	Total
NA	1,022.09	474.40	Accessories	454.10	85.46
LATAM	14.82	368.40	Desktop	711.08	1,431.55
APAC	1,923.77	335.27	Networking	38.43	-14.89
EU	775.48	286.26	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

BM = Benchmark , LY = Last Year



region, market

All

customer

All

segment, category, pro...

All

2019

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Q1

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Q3

Q4

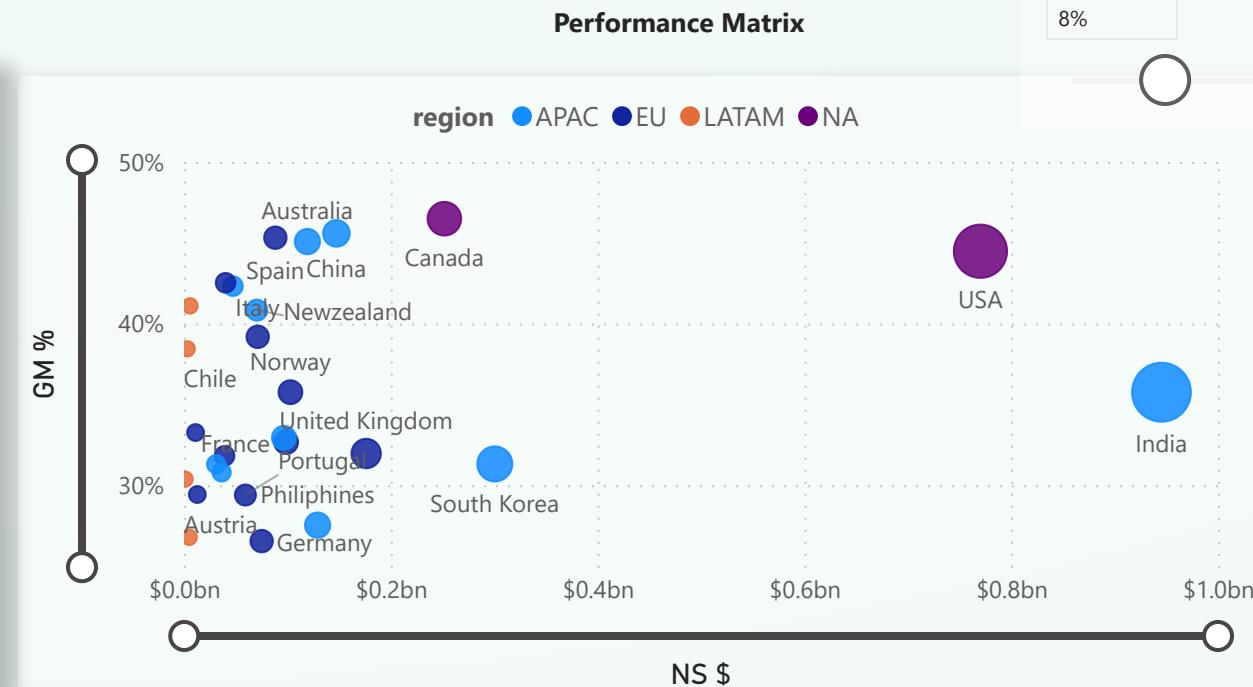
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %	GM % Target
Zone	\$29.3M	\$11.58M	39.4%	38.3%
walmart	\$72.4M	\$33.06M	45.7%	38.3%
Viveks	\$46.4M	\$14.68M	31.6%	38.3%
Vijay Sales	\$55.1M	\$20.93M	38.0%	38.3%
Unity Stores	\$6.3M	\$2.13M	33.9%	38.3%
UniEuro	\$36.4M	\$11.40M	31.3%	38.3%
Taobao	\$22.7M	\$9.97M	44.0%	38.3%
Synthetic	\$52.2M	\$14.76M	28.2%	38.3%
Surface Stores	\$11.0M	\$3.25M	29.5%	38.3%
Staples	\$64.2M	\$24.99M	38.9%	38.3%
Sound	\$27.6M	\$10.76M	38.9%	38.3%
Sorefoz	\$17.4M	\$5.30M	30.5%	38.3%
Total	\$3,736.2M	\$1,422.88M	38.1%	38.3%

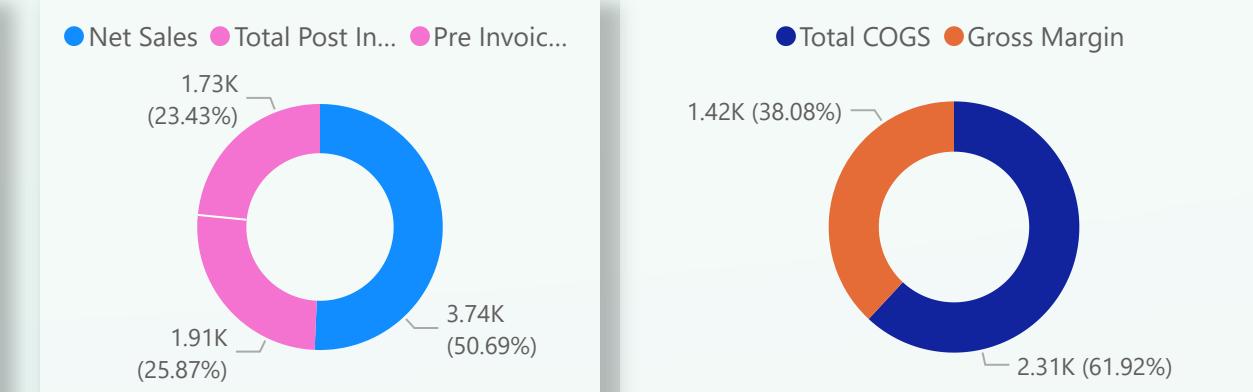
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.1M	\$172.61M	38.0%
Desktop	\$711.1M	\$272.39M	38.3%
Networking	\$38.4M	\$14.78M	38.5%
Notebook	\$1,580.4M	\$600.96M	38.0%
Peripherals	\$897.5M	\$341.22M	38.0%
Storage	\$54.6M	\$20.93M	38.3%
Total	\$3,736.2M	\$1,422.88M	38.1%

Unit Economics



vs Target

vs LY



region, market

All

customer

All

segment, category, pro...

All

2019

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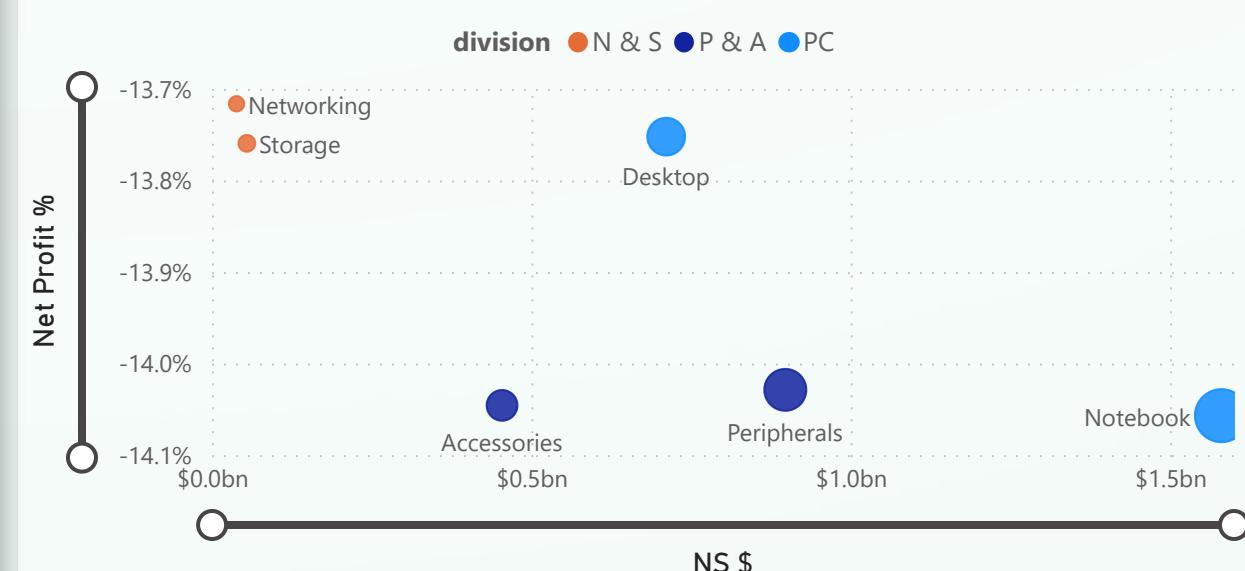
Product Performance

segment	NS \$	GM \$	GM %	Net Profit %	Net Profit
Accessories	\$454.1M	\$172.61M	38.0%	-14.05%	(\$63.78M)
Desktop	\$711.1M	\$272.39M	38.3%	-13.75%	(\$97.79M)
Networking	\$38.4M	\$14.78M	38.5%	-13.72%	(\$5.27M)
Notebook	\$1,580.4M	\$600.96M	38.0%	-14.06%	(\$222.16M)
Peripherals	\$897.5M	\$341.22M	38.0%	-14.03%	(\$125.91M)
Storage	\$54.6M	\$20.93M	38.3%	-13.76%	(\$7.51M)
Total	\$3,736.2M	\$1,422.88M	38.1%	-13.98%	(\$522.42M)

[Show GM %](#)

Accuracy / Net Error Trend

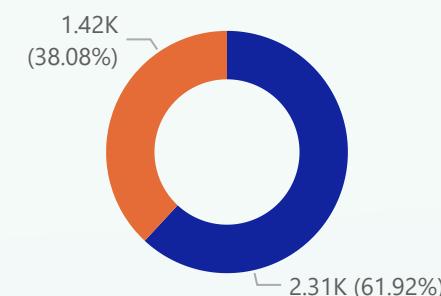
NP % visual



Region / Market / Customers Performance

region	NS \$	GM \$	GM %	Net Profit %	Net Profit
APAC	\$1,923.8M	\$690.21M	35.9%	-14.62%	(\$281.16M)
NA	\$1,022.1M	\$459.68M	45.0%	-14.22%	(\$145.31M)
EU	\$775.5M	\$267.80M	34.5%	-12.32%	(\$95.52M)
LATAM	\$14.8M	\$5.19M	35.0%	-2.95%	(\$0.44M)
Total	\$3,736.2M	\$1,422.88M	38.1%	-13.98%	(\$522.42M)

Unit Economics

● Total COGS ● Gross Margin● Increase ● Decrease



region, market

All

customer

All

segment, category, pro...

All

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YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

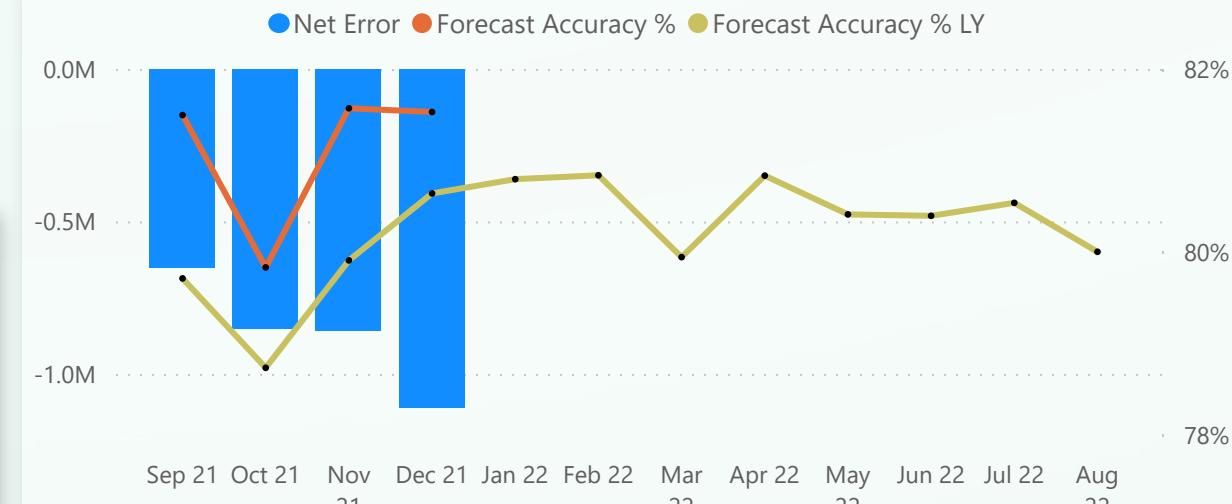
LY: 9780.74K (-29.46%)

ABS Error

Key Metrics By Customers

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
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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



region, market

All

customer

All

segment, category, pro...

All

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\$3,736.17M✓

BM: 823.85M
(+353.5%)

Net Sales

38.1%✓

BM: 36.5%
(+4.37%)

GM %

-13.98%!

BM: -6.63%
(-110.79%)

Net Profit

81.17%✓

LY: 80.21%
(+1.2%)

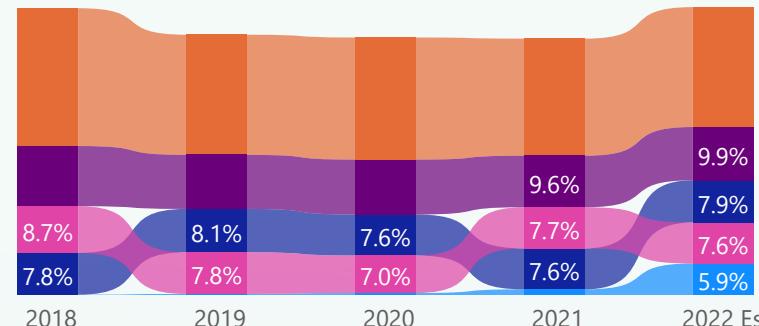
Forecast Accuracy %



Key Insights by Sub Zone

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

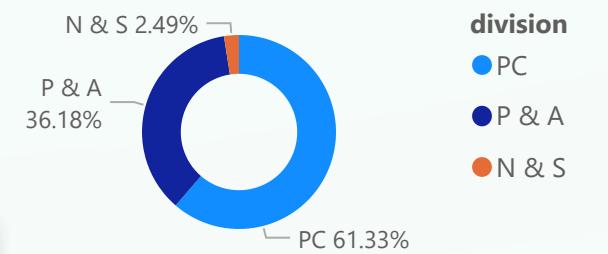
PC Market Share trend - AtliQ & Competitors



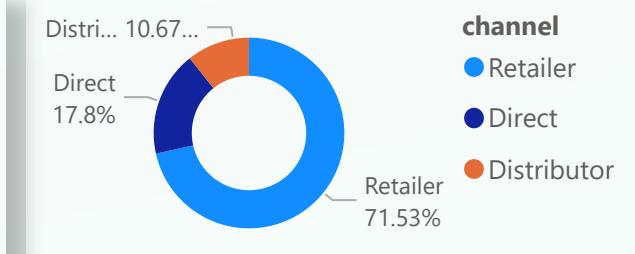
Manufacturer

- atliq
- bp
- dale
- innovo
- pacer

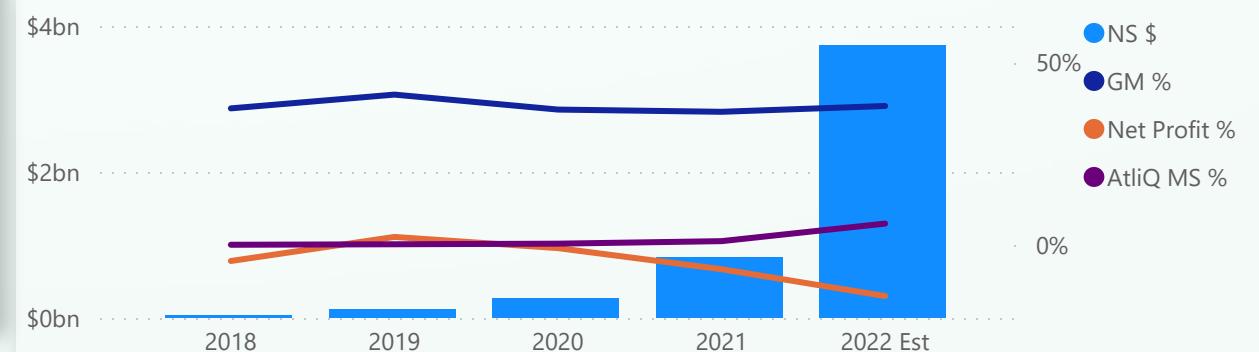
Revenue BY Division



Revenue BY Channel



Yearly Trend By Revenue, Net Profit % , Gm % , PC Market Share %



Top 5 Customers and Products by Revenue

customer	RC %	GM %	GM % BM	product	RC %	GM %	GM % BM
Amazon	13.3%	36.8%	35.4%	AQ Smash 2	4.1%	37.4%	37.1%
AtliQ e Store	8.1%	36.9%	37.5%	AQ Smash 1	3.8%	37.4%	37.5%
AtliQ Exclusive	9.7%	46.0%	43.7%	AQ HOME Allin1 Gen 2	5.7%	38.1%	36.8%
Flipkart	3.7%	42.1%	30.2%	AQ BZ Allin1 Gen 2	5.4%	38.5%	
Sage	3.4%	31.5%	35.2%	AQ Home Allin1	4.1%	38.7%	36.6%
Total	38.2%	39.2%	37.6%	Total	23.2%	38.1%	37.1%

BM = Benchmark , LY = Last Year , RC = Revenue Contribution , EI = Excess Inventory , OOS = Out Of Stock , MS = Market Share

vs Target

vs LY