



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

Q4

YTD

YTG

1.64bn

BM: 1.67bn (-1.35%)

Net Sales

1.62bn

BM: 354.30M  
(+356.05%)

GM %

763.48M

BM: 346.81M  
(+120.14%)

Net Sales %

82.18%

LY: 80.33% (+2.3%)

Forecast Accuracy

## Key Insights By Sub Zone

sub_zone	NS \$	RC %	net_profit %	AtliQ MS %	Risk	net_error %
ANZ	251.71M	5.23%	58.83%	0.54%	OOS	-1.16%
India	1,230.80M	25.58%	77.72%	5.11%	AIS	0.21%
LATAM	20.28M	0.42%	92.70%	0.12%	AIS	0.32%
NA	1,257.20M	26.13%	54.73%	1.82%	OOS	-3.79%
NE	579.93M	12.05%	92.83%	2.52%	AIS	4.92%
ROA	1,037.58M	21.56%	92.98%	3.18%	OOS	-5.27%
SE	434.31M	9.03%	79.85%	6.59%	OOS	-6.66%
Total	4,811.80M	100.00%	76.09%	2.26%	OOS	-1.97%

## PC Market Share By AtliQ And Competitor

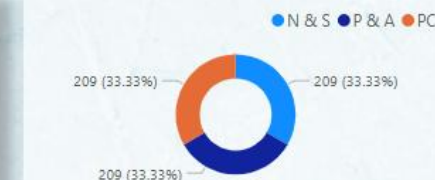
● atliq ● bp ● dale ● innovo ● pacer



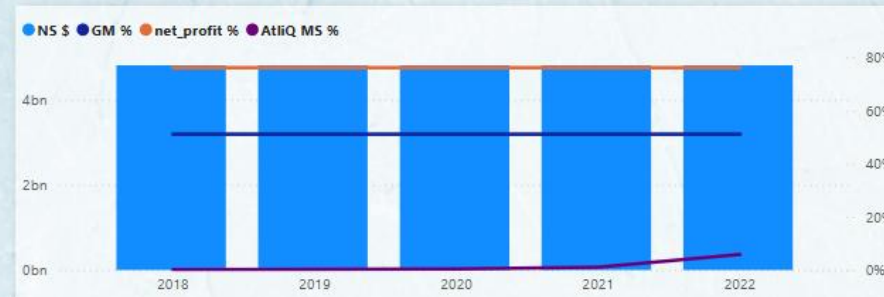
## Revenue by Division



## Revenue by Channel



## Yearly Trend By NS%, GM%, Net Profit %, Market share %



## Top Five Products By Revenue

customer	GM %	RC %
Amazon	51.86%	13.61%
AtliQ e Store	51.78%	8.40%
AtliQ Exclusive	43.73%	9.62%
Flipkart	49.15%	3.63%
Sage	55.79%	3.41%
Total	50.19%	38.67%

## Top Five Products By Revenue

product	GM %	RC %
AQ BZ Allin1	51.33%	3.51%
AQ BZ Allin1 Gen 2	51.52%	4.02%
AQ HOME Allin1 Gen 2	51.68%	4.33%
AQ Smash 1	51.12%	3.33%
AQ Smash 2	51.20%	3.39%
Total	51.39%	18.59%

BM = Benchmark LY = Last Year AIS = Available in Stock OOS = Out Of Stock

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Net Sales

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GM %

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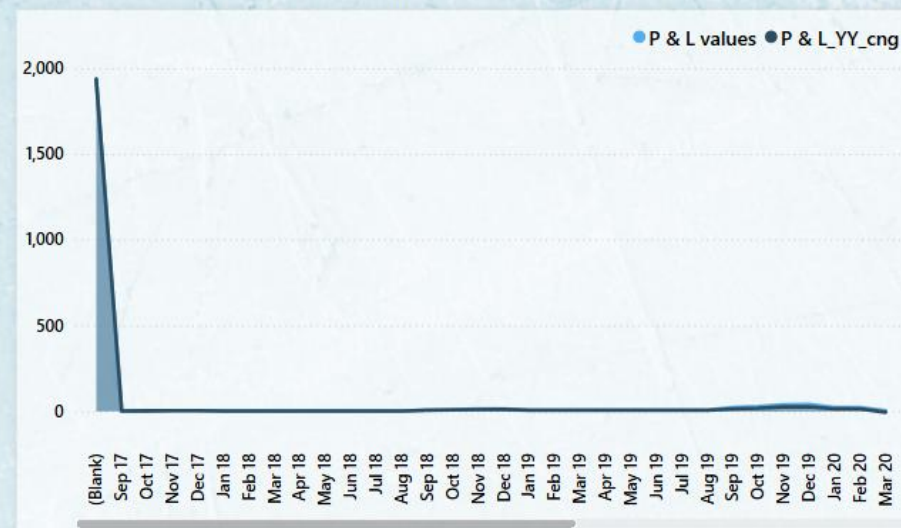
BM: 346.81M (+120.14%)

Net Sales %

## Profit &amp; Loss Statement

Line Item	2018	2019	2020	2021	2022 est	YoY
- Freight Cost	76.87	76.87	76.87	76.87	76.87	76.87
- Manufacturing Cost	1,709.56	1,709.56	1,709.56	1,709.56	1,709.56	1,709.56
- Other Cost	11.82	11.82	11.82	11.82	11.82	11.82
- Post Deductions	961.83	961.83	961.83	961.83	961.83	961.83
- Post Discounts	1,758.90	1,758.90	1,758.90	1,758.90	1,758.90	1,758.90
GM / Unit	28.64	28.64	28.64	28.64	28.64	28.64
Gross Margin	5,026.30	5,026.30	5,026.30	5,026.30	5,026.30	5,026.30
Gross Margin %	0.51	0.51	0.51	0.51	0.51	0.51
Gross Sales	9,838.11	9,838.11	9,838.11	9,838.11	9,838.11	9,838.11
Net Invoice Sales	7,532.54	7,532.54	7,532.54	7,532.54	7,532.54	7,532.54
net profit	36,614.17	36,614.17	36,614.17	36,614.17	36,614.17	36,614.17
net profit %	76.09	76.09	76.09	76.09	76.09	76.09
Net Sales	4,811.80	4,811.80	4,811.80	4,811.80	4,811.80	4,811.80
operational expense	13,648.84	13,648.84	13,648.84	13,648.84	13,648.84	13,648.84
Pre Invoice Deduction	2,305.57	2,305.57	2,305.57	2,305.57	2,305.57	2,305.57
Total COGS	1,798.25	1,798.25	1,798.25	1,798.25	1,798.25	1,798.25
Total Post Invoice Deduction	2,720.73	2,720.73	2,720.73	2,720.73	2,720.73	2,720.73

## Net Sale performance over time



## Top Bottom products &amp; customer by Net Sale

segment	P & L values	P & L_YY_cng %
Accessories	782.45	73.63%
Desktop	726.35	97.16%
Networking	128.77	48.88%
Notebook	1,905.78	87.48%
Peripherals	1,118.22	85.88%
Storage	150.23	56.00%
Total	4,811.80	84.30%

region	P & L values	P & L_YY_cng %
APAC	2,520.08	83.09%
EU	1,014.24	84.32%
LATAM	20.28	78.41%
NA	1,257.20	86.83%
Total	4,811.80	84.30%

BM = Benchmark LY = Last Year

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## 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

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.



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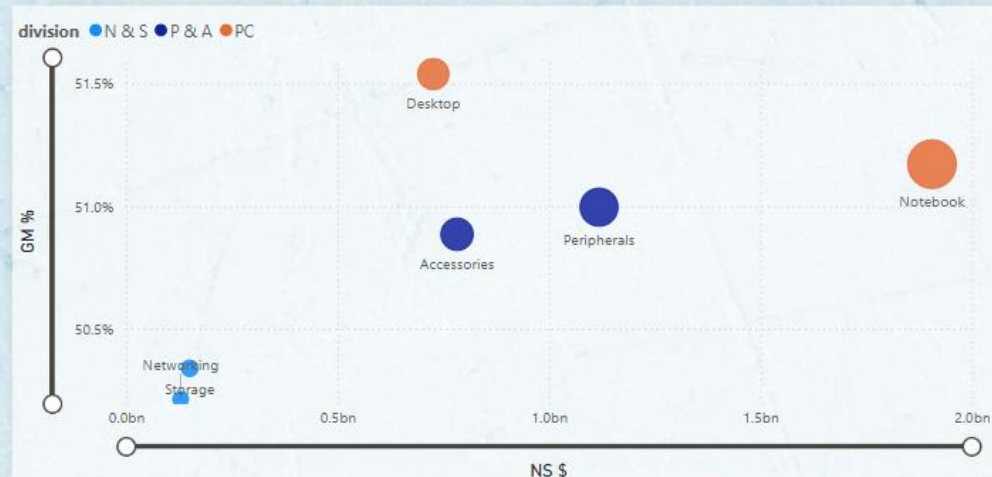
YTD

YTG

## Products Performance

segment	NS \$	GM \$	GM %	net_profit	net_profit %
⊕ Accessories	782.45M	810.69M	50.89%	566,292,343.76	72.37%
⊕ Desktop	726.35M	772.48M	51.54%	606,522,560.93	83.50%
⊕ Networking	128.77M	129.88M	50.21%	83,824,326.10	65.09%
⊕ Notebook	1,905.78M	1,997.25M	51.17%	1,479,147,649.80	77.61%
⊕ Peripherals	1,118.22M	1,163.71M	51.00%	827,388,965.99	73.99%
⊕ Storage	150.23M	152.29M	50.34%	98,241,622.25	65.39%
Total	4,811.80M	5,026.30M	51.09%	3,661,417,468.83	76.09%

## Performance Matrix

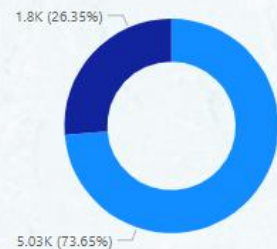


## Region/Market/Customer Performance

region	NS \$	GM \$	GM %	net_profit	net_profit %
⊕ APAC	2,520.08M	2,798.50M	52.62%	2,069,456,770.84	82.12%
⊕ EU	1,014.24M	1,154.98M	53.24%	885,115,855.88	87.27%
⊕ NA	1,257.20M	1,049.77M	45.50%	688,042,029.35	54.73%
⊕ LATAM	20.28M	23.04M	53.19%	18,802,812.76	92.70%
Total	4,811.80M	5,026.30M	51.09%	3,661,417,468.83	76.09%

## Unit Economics

Description ● Gross Margin ● Total COGS



● Increase ● Decrease







region, market

All

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segment, cate...

All

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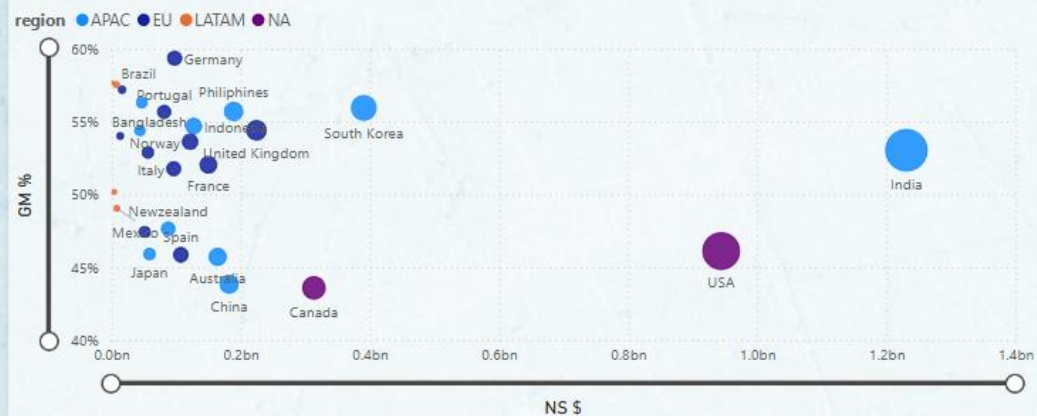
YTG

## Customer Performance

customer	NS \$	GM \$	GM %	net_profit %
Acclaimed Stores	90.67M	90.60M	49.98%	72.81%
All-Out	5.54M	5.23M	48.56%	71.46%
Amazon	655.04M	705.73M	51.86%	78.61%
Argos (Sainsbury's)	17.55M	18.49M	51.31%	82.40%
Atlas Stores	21.47M	26.36M	55.11%	89.49%
Atliq e Store	404.14M	434.04M	51.78%	80.33%
AtliQ Exclusive	463.04M	359.78M	43.73%	49.69%
BestBuy	59.67M	50.53M	45.85%	56.60%
Billa	8.99M	13.64M	60.29%	121.80%
Boulangier	31.76M	33.00M	50.96%	82.93%
Chip 7	34.11M	40.48M	54.27%	86.82%
Chiptec	22.66M	23.57M	50.98%	85.65%
Circuit City	62.49M	50.80M	44.84%	52.81%
Control	66.31M	59.13M	47.14%	63.04%
Total	4,811.80M	5,026.30M	51.09%	76.09%

## Performance Matrix

NS \$, GM %, Sum of net\_sale\_amount and GM % by market and region

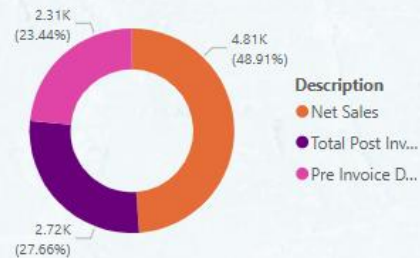


## Products Performance

segment	NS \$	GM \$	GM %
Accessories	782.45M	810.69M	50.89%
Desktop	726.35M	772.48M	51.54%
Networking	128.77M	129.88M	50.21%
Notebook	1,905.78M	1,997.25M	51.17%
Peripherals	1,118.22M	1,163.71M	51.00%
Storage	150.23M	152.29M	50.34%
Total	4,811.80M	5,026.30M	51.09%

## Unit Economy

P &amp; L values by Description



P &amp; L values by Description



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region, market

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82.18%

LY: 80.33% (+2.3%)

Forecast Accuracy

-3472.69K

LY: -328.76K (+956.3%)

Net Error

6529.4K

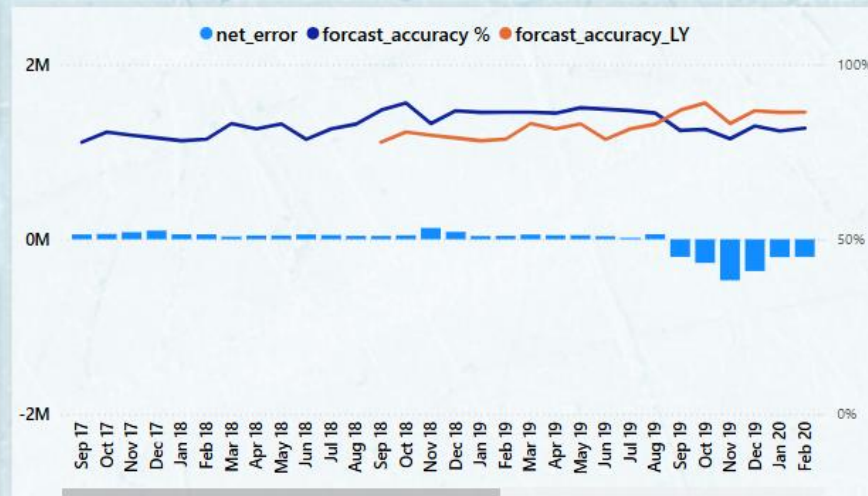
LY: 4085.88K (-59.8%)

ABS Error

## Key Metrics By Customer

customer	forecast_accuracy %	net_error	net_error %	forecast_accuracy_LY	Risk
Acclaimed Stores	82.51%	-162373	-8.31%	72.19%	OOS
All-Out	77.37%	-6876	-6.30%	69.65%	OOS
Amazon	85.88%	-1394379	-8.39%	85.20%	OOS
Argos (Sainsbury's)	82.30%	-1394	-0.30%	81.71%	OOS
Atlas Stores	74.98%	119793	18.87%	69.67%	AIS
Atliq e Store	86.51%	-865676	-8.40%	84.96%	OOS
AtliQ Exclusive	86.30%	-48639	-0.46%	85.08%	OOS
BestBuy	78.93%	-80434	-6.91%	65.99%	OOS
Billa	76.81%	-42043	-16.98%	72.52%	OOS
Boulanger	81.27%	27467	3.41%	78.54%	AIS
Chip 7	79.82%	65405	6.37%	75.74%	AIS
Chiptec	79.46%	47937	8.84%	73.14%	AIS
Circuit City	78.54%	-90877	-7.51%	65.96%	OOS
Control	81.67%	-63137	-4.70%	72.49%	OOS
Coolblue	80.22%	96016	11.18%	77.08%	AIS
Costco	84.11%	29316	1.66%	80.37%	AIS
Croma	79.97%	91166	4.90%	77.28%	AIS
Currys (Dixons Carphone)	82.83%	-34159	-8.89%	81.00%	OOS
Digimarket	79.20%	-42375	-4.58%	75.84%	OOS
Ebay	83.11%	-251887	-8.43%	79.18%	OOS
Electricalsara Stores	82.89%	16112	4.55%	82.12%	AIS
Total	86.89%	-2417425	-1.97%	87.40%	OOS

## Accuracy/Net Error Trend



## Key Metrics By Products

segment	forecast_accuracy %	net_error	net_error %	forecast_accuracy_LY	Risk
Storage	88.43%	2020K	10.51%	84.04%	AIS
Networking	95.13%	185K	2.72%	93.87%	AIS
Desktop	89.22%	95K	10.36%	85.49%	AIS
Notebook	93.32%	23K	0.45%	89.77%	AIS
Accessories	86.61%	-1352K	-1.89%	86.79%	OOS
Peripherals	81.74%	-3388K	-17.54%	91.77%	OOS
Total	86.89%	-2417K	-1.97%	87.40%	OOS

BM = Benchmark LY = Last Year AIS = Available in Stock OOS = Out Of Stock

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