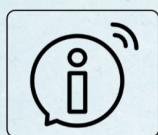




## Business Insights 360



### Info

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



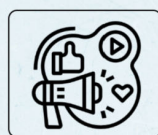
### Finance View

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



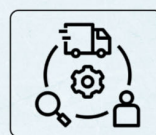
### Sales View

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



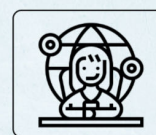
### Marketing View

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.



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**\$823.85M** ✓  
BM: 267.98M (+207.43%)  
**Net Sales**

**36.49%** !  
BM: 37.10% (-1.65%)  
**GM %**

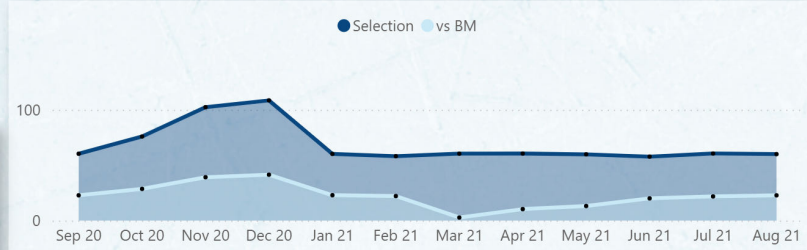
**-6.63%** !  
BM: -0.85% (-676.38%)  
**Net Profit %**

**Profit and Loss Statement**

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38

**Net Sales Performance Over Time**

vs LY vs Target

**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
⊕ APAC	441.98	198.67	⊕ Accessories	244.85	269.67
⊕ EU	200.77	259.88	⊕ Desktop	46.43	4,791.34
⊕ LATAM	3.16	58.40	⊕ Networking	45.16	72.26
⊕ NA	177.94	186.03	⊕ Notebook	266.49	208.45
<b>Total</b>	<b>823.85</b>	<b>207.43</b>	⊕ Peripherals	166.51	174.64
			⊕ Storage	54.42	97.48
			<b>Total</b>	<b>823.85</b>	<b>207.43</b>

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

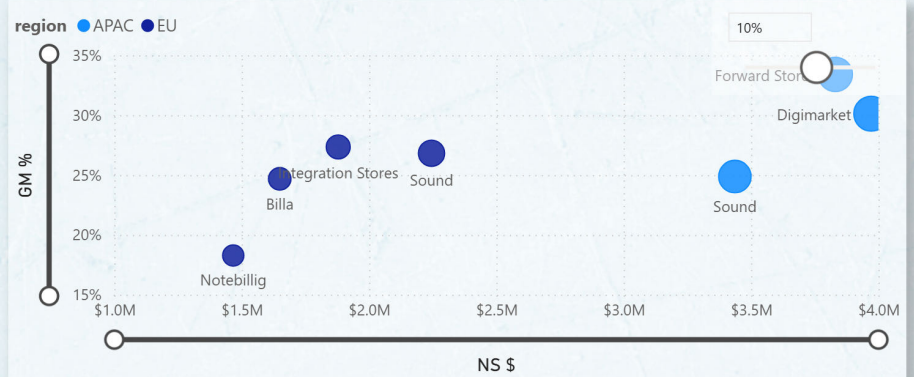
## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Pronel	\$14.14M	5.34M	37.77%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>

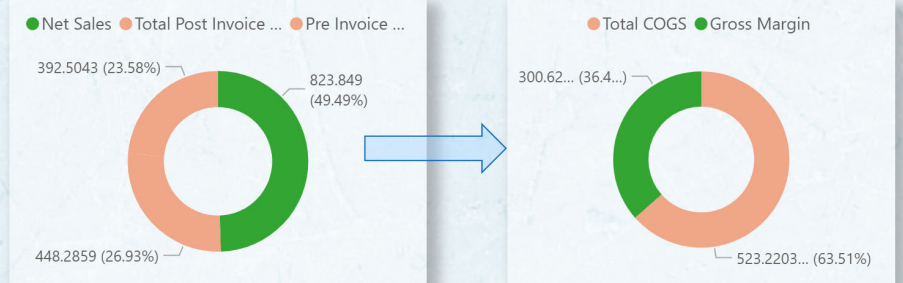
## Product Performance

segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>

## Performance Matrix



## Unit Economics





region, market  
All

customer  
All

segment, category, produ...  
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

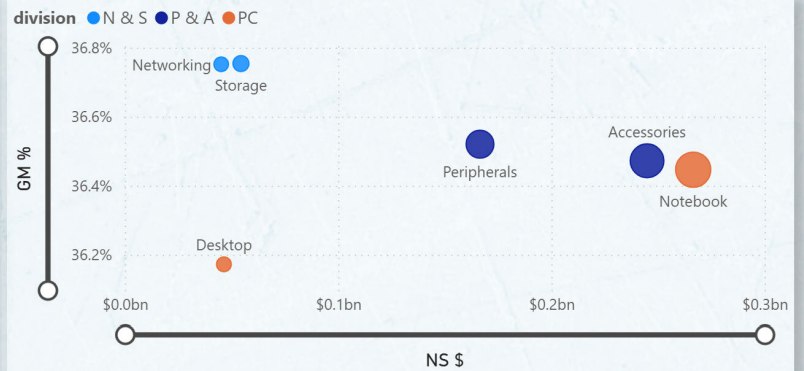
YTD YTG

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>	<b>-54.65M</b>	<b>-6.63%</b>

Show NP %

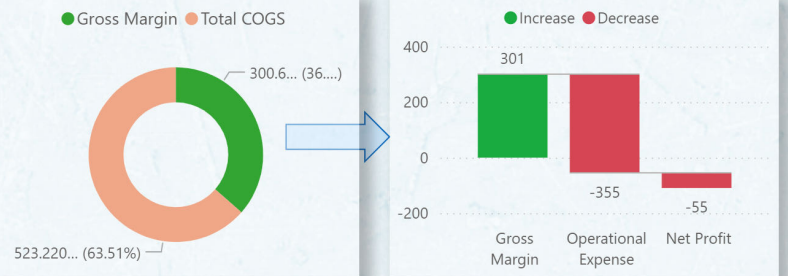
### Performance Matrix



### Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>	<b>-54.65M</b>	<b>-6.63%</b>

### Unit Economics





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**80.21%✓**  
LY: 72.99% (+9.88%)  
**Forecast Accuracy**

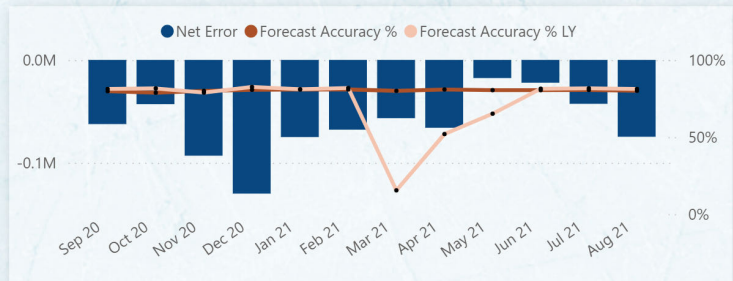
**-751.7K✓**  
LY: 491.6K (-252.91%)  
**Net Error**

**9780.7K!**  
LY: 5743.2K (+70.3%)  
**ABS Error**

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Atlas Stores	48.16%	39.19%	99521	29.6%	EI
Boulanger	58.77%	38.12%	81786	18.3%	EI
Chip 7	53.44%	41.32%	95124	18.8%	EI
Chiptec	52.54%	27.04%	72175	22.1%	EI
Coolblue	52.95%	43.16%	116840	26.9%	EI
Croma	42.78%	35.49%	45046	6.0%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.4%	EI
Electricalslytical	50.82%	39.26%	130903	12.2%	EI
Electricalsocity	50.35%	42.87%	9221	0.9%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	EI
Elite	51.48%	40.14%	4296	1.4%	EI
Epic Stores	52.19%	38.40%	11914	3.8%	EI
Euronics	60.79%	42.25%	58391	15.3%	EI
Expert	60.67%	48.84%	69286	12.0%	EI
Expression	44.32%	37.52%	2997	0.4%	EI
Ezone	44.11%	33.17%	26876	3.5%	EI
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.5%</b>	<b>OOS</b>

## Accuracy / Net Error Trend



## Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.54%	81.01%	1507656	-6.36%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Desktop	84.37%	70.07%	16205	-7.04%	EI
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-6.63%</b>	<b>OOS</b>



region, market

All

customer

All

segment, category, produ...

All

2019

2020

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Est

Q1

Q2

Q3

Q4

vs LY

vs

Target

YTD

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BM: 37.10% (-1.65%)  
**GM %**

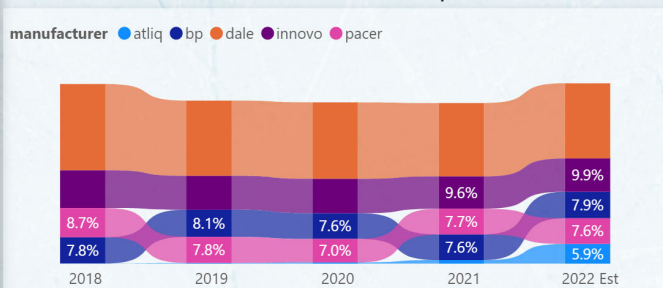
**-6.63%** !  
BM: -0.85%  
**Net Profit %**

**80.21%** ✓  
BM: 72.99% (+9.88%)  
**Forecast Accuracy**

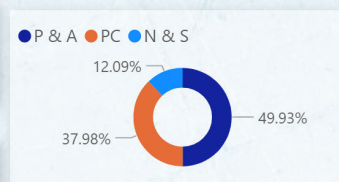
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210.7M	25.6%	32.0%	↓	-24.7%	2.5%	3.9% EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
NA	\$177.9M	21.6%	37.2%	↓	-13.7%	0.8%	-7.1% OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	\$44.4M	5.4%	38.5%	↓	7.3%	0.3%	-5.2% OOS
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	5.3%	EI
<b>Total</b>	<b>\$823.8M</b>	<b>100.0%</b>	<b>36.5%</b> ↓	<b>-6.6%</b>	<b>1.1%</b>	<b>-1.5%</b>	<b>OOS</b>

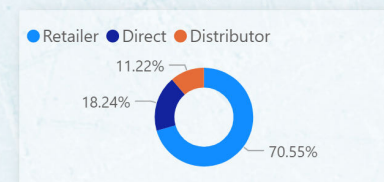
## PC Market Share Trend - AtliQ &amp; Competitors



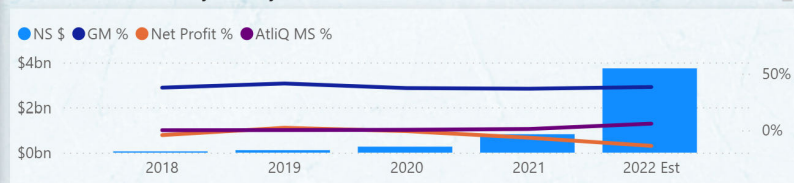
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
AtliQ Exclusive	9.7%	43.73% ↓
AtliQ e Store	8.5%	37.54%
Amazon	13.2%	35.40% ↓
<b>Total</b>	<b>37.8%</b>	<b>37.58%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
<b>Total</b>	<b>16.3%</b>	<b>36.52%</b>

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