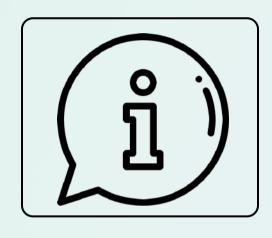


Business Insights 360





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



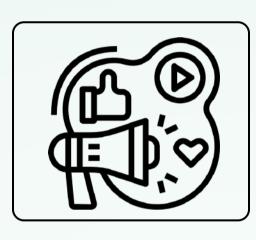
Finance View

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



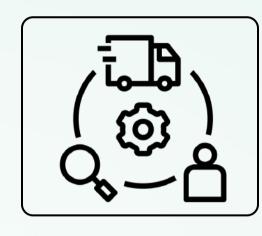
Sales View

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.



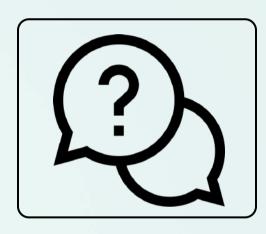
Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



Executive View

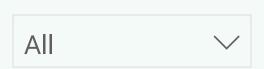
A top level
dashboard for
executives
consolidating top
insights from all
dimensions of
business.



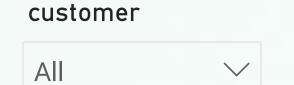
Support

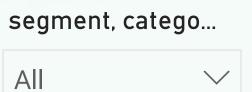
Get your **issues resolved** by
connecting to our
support specialist.





region, market









YTD YTG



₹ 3.74bn ✓ BM: 823.85M (+353.5%)

Net Sales

38.08% BM: 36.49% (+4.37%)**GM** %

-13.98%! BM: -6.63% (-110.79%)

Net Profit %

(\$)/1	





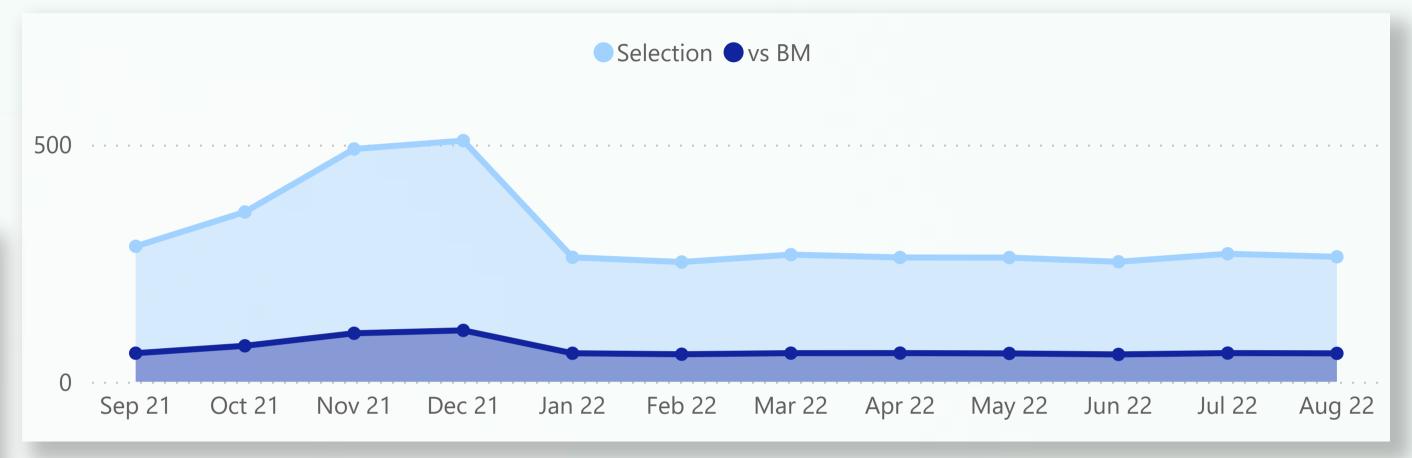




Profit & Loss Statement

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

Net SalesPerformance Over Time



Top / Bottom Products & Customers byNet Sales

region	P & L Values	P & L chg %
+ APAC	1,923.77	335.27
+ EU	775.48	286.26
± LATAM	14.82	368.40
+ NA	1,022.09	474.40
Total	3,736.17	353.50

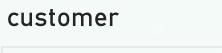
segment	P & L Values	P & L chg %
+ Storage	54.59	0.32
Peripherals	897.54	439.03
+ Notebook	1,580.43	493.06
H Networking	38.43	-14.89
+ Desktop	711.08	1,431.55
+ Accessories Total	אבא זה 3,736.17	353.50

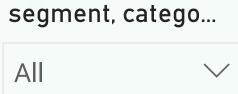
BM = Benchmark, LY = Last Year





region, market







2020

2021

2022Est

Q1

Q2

Q3

YTG YTD

vs LY vs Target

Customer Performance

All











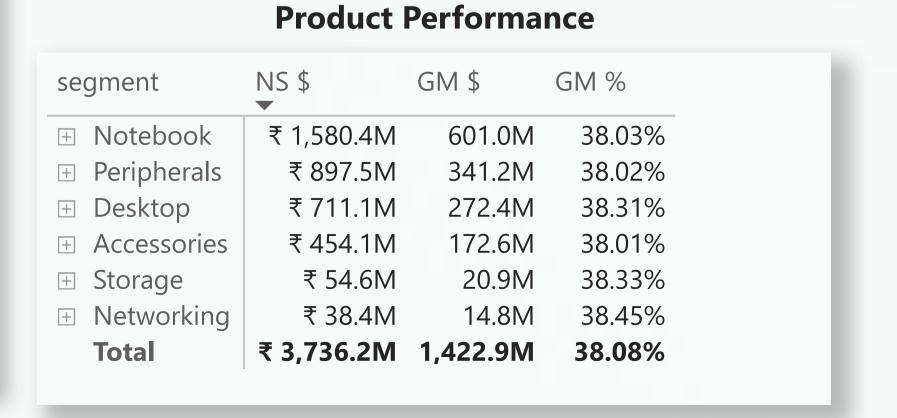


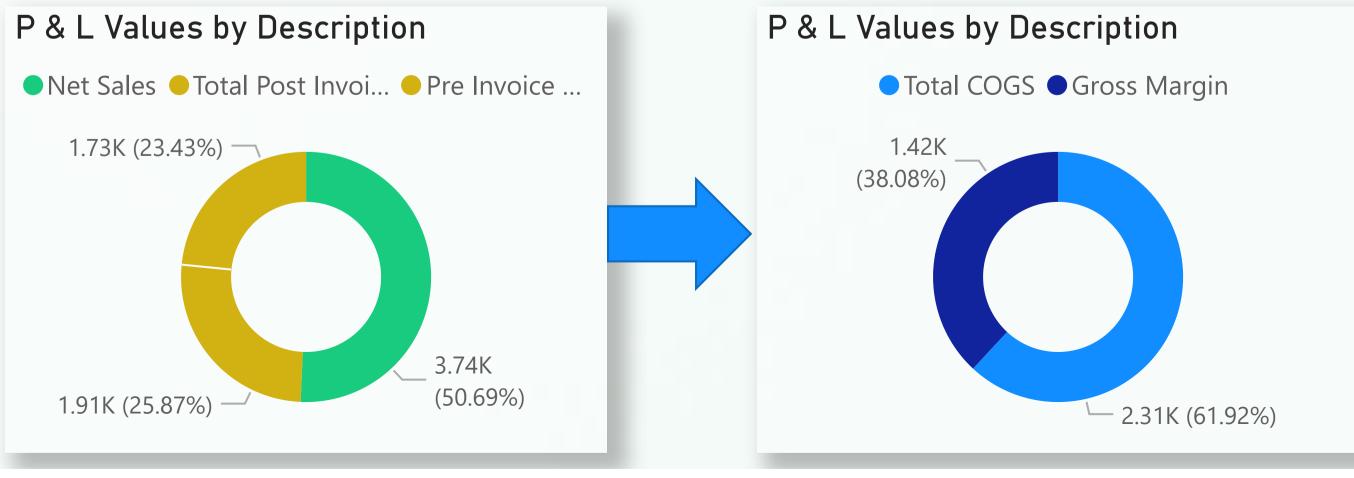
customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
walmart	₹ 72.41M	33.06M	45.66%
Electricalslytical	₹ 68.05M	25.34M	37.24%
Electricalsocity	₹ 67.76M	24.41M	36.03%
Total	₹ 3,736.17M	1,422.88M	38.08%

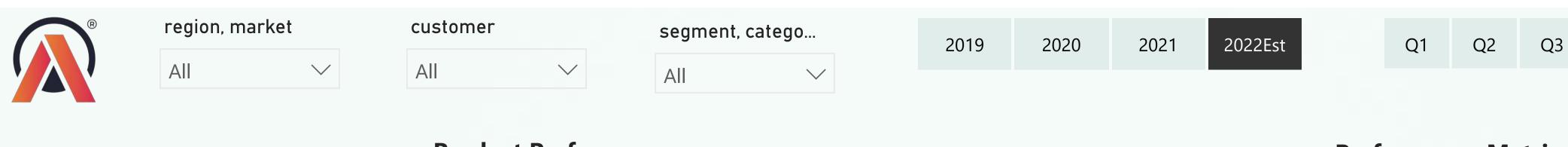
)	
8%	
1%	
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3%	
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0%	
9%	٠
2%	٠
6%	н
4%	٠
3%	н
3%	

		P	Performance Matr	IX	100/
	AC • EU				10%
40%				· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·
35%					
	Logic	Insight	ctrical		
3070	Info Stores	_ogic Stores	refoz		
25%	Reliance Digital	Electrica	asquipo Stores		Synthetic
2004	Flawless Stores				Novus
₹ ()M	₹ 10M	₹ 20M	₹ 30M	₹ 40M
			NS \$		<u> </u>
	35% 30% 25%	35% Logic S 30% Info Stores Reliance Digital 25% Flawless Stores	n APAC EU 40% Logic Stores Insight Stores Info Stores Reliance Digital Flawless Stores 20%	APAC ● EU 40% 35% Logic Stores Insight Electrical dytical 30% Info Stores Logic Stores Electrical dytical Electrical dytical Electrical squipo Stores 25% Flawless Stores 20% ₹ 0M ₹ 10M ₹ 20M	APAC ● EU 40% 35% Logic Stores Insight Electrical lytical 30% Info Stores Logic Stores refoz Reliance Digital Electrical squipo Stores Flawless Stores 20% ▼ 0M ▼ 10M ▼ 20M ▼ 30M

Unit Economics





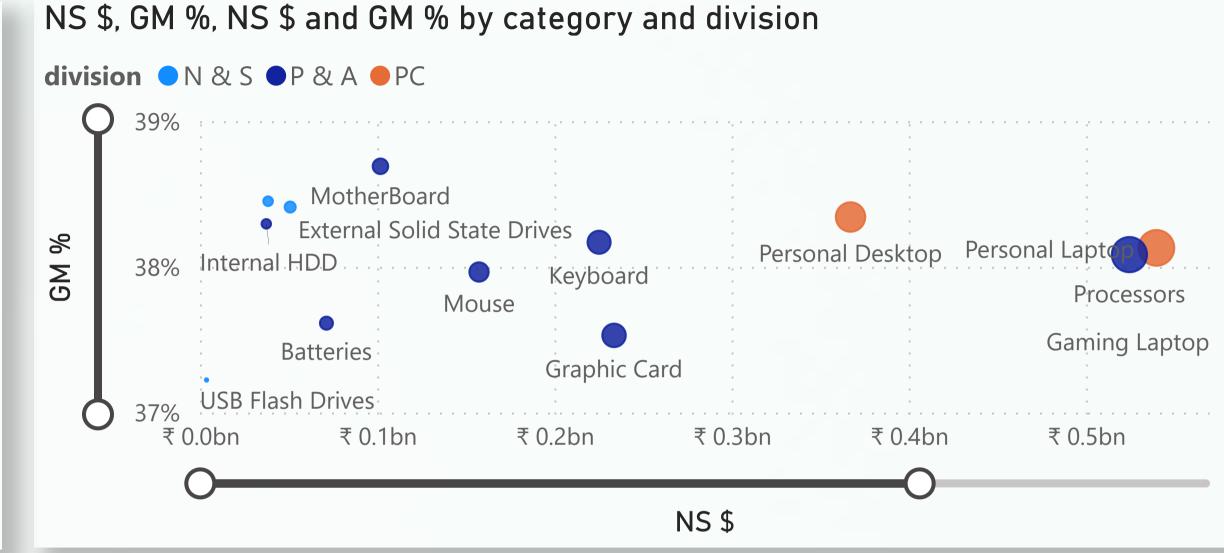


Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	₹ 454.10M	172.61	38.01%	-63.78M	-14.05%
		M			
Desktop	₹ 711.08M	272.39	38.31%	-97.79M	-13.75%
		M			
H Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
H Notebook	₹ 1,580.43M	600.96	38.03%	-222.16M	-14.06%
		M			
Peripherals	₹ 897.54M	341.22	38.02%	-125.91M	-14.03%
		N /			12.222
Total	₹ 3,736.17M	1,422.8	38.08%	-522.42M	-13.98%
		8M			

Performance Matrix

YTG



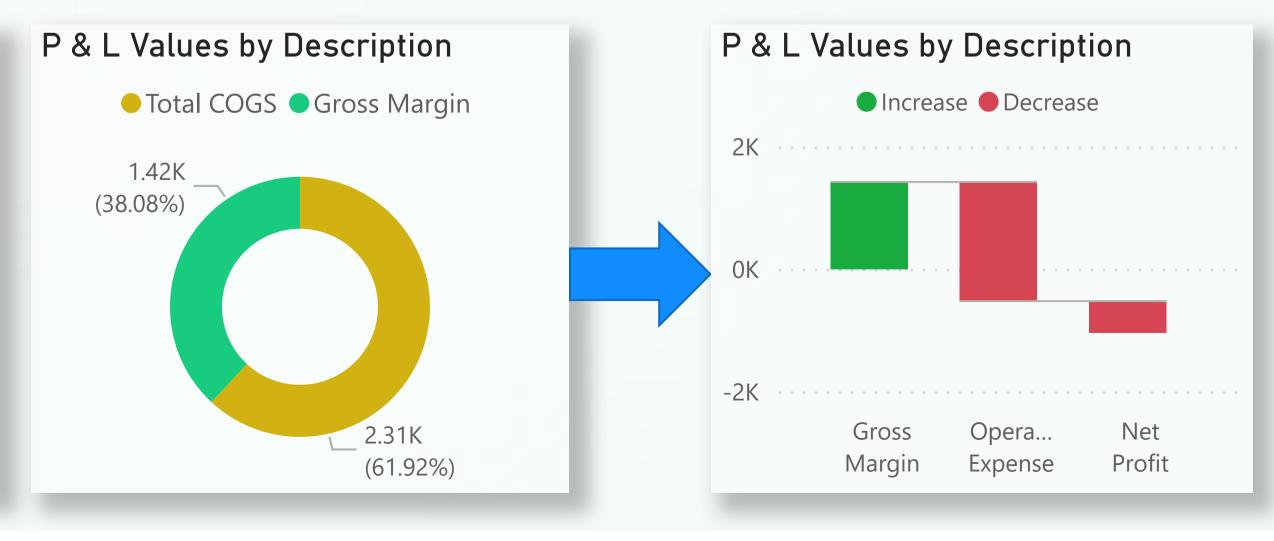




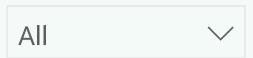
Region / Market / Customer Performance

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	1,422.88	38.08%	-522.42M	-13.98%
		M			

Unit Economics



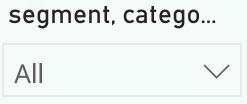


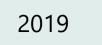


region, market



customer





2020

2021

2022Est

Q3

YTD

YTG



Forecast Accuracy

-3472.69K✓ LY: -751.71K (-361.97%)

Net Error

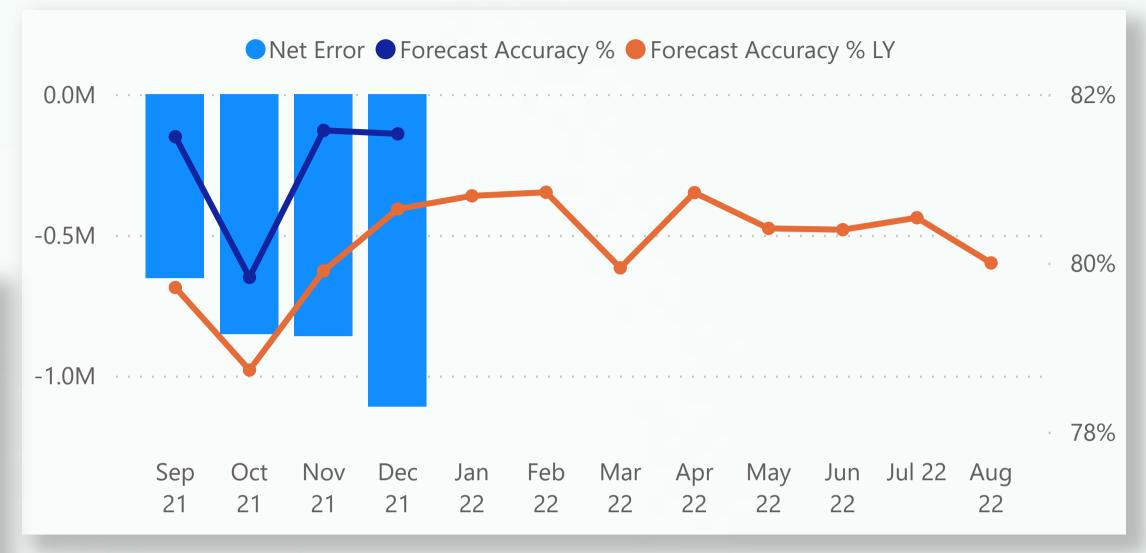
6899.04K✓ LY: 9780.74K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	43.96%	29.09%	-150	-0.32%	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	70.35%	71.69%	-359242	-11.91%	OOS
Boulanger	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
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	oos

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy % •	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Desktop	87.53%	84.37%	78576	-13.75%	EI
+ Accessories	87.42%	77.66%	341468	-14.05%	EI
∃ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
± Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	oos

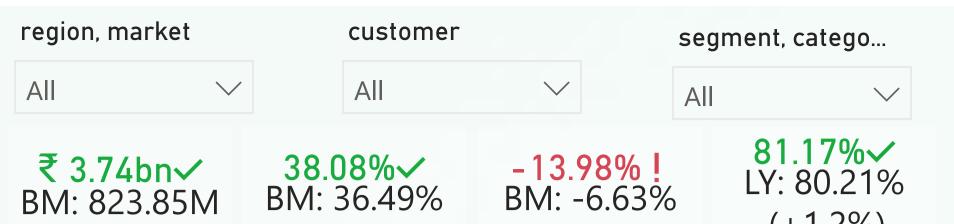


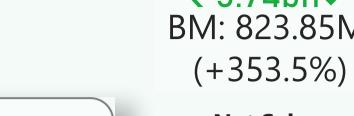




(f)

1601





(+4.37%)(-110.79%) (+1.2%)

2019

2020

Net Sales

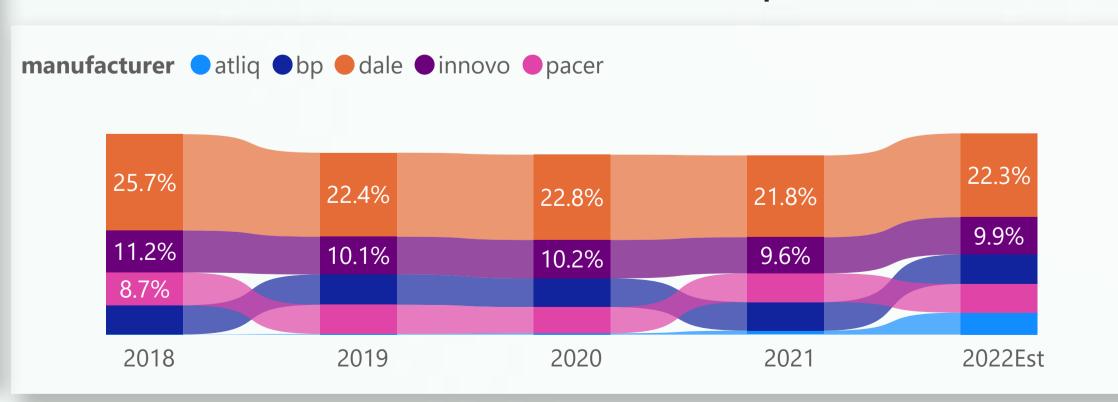
Net Profit % GM %

Forecast Accuracy

Key Insights by Sub Zone

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

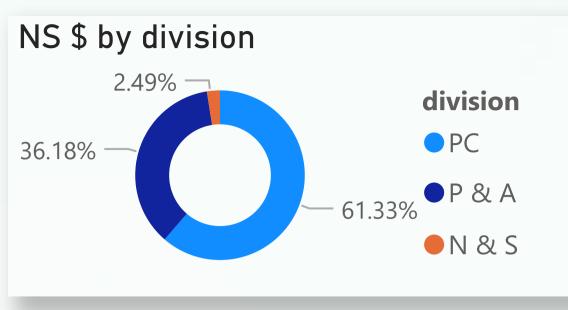
PC Market Share Trend - AtliQ & Competitors



Revenue By Division

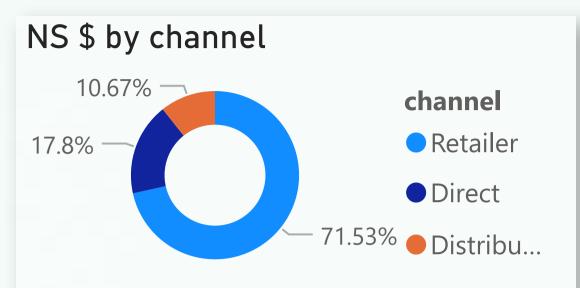
2021

2022Est



Revenue By Channel

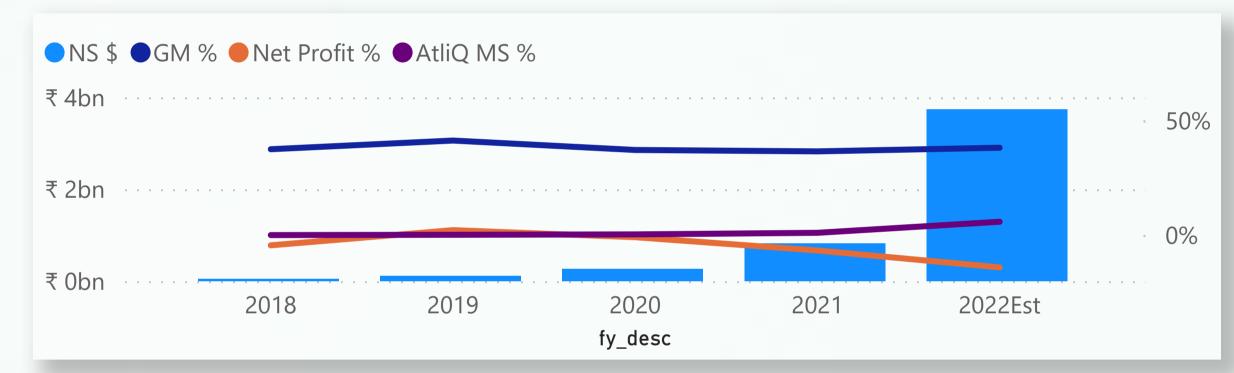
Q4



YTD

YTG

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



Q1

Q2

Q3

Top 5 Customers By Revenue

customer	RC %	GM %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88%
AtliQ Exclusive	9.7%	46.01%
Amazon	13.3%	36.78%
Total	38.2%	39.19%

Top 5 Products By Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%
Total	23.2%	38.06%

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

vs LY

vs Target