



Business Insights 360



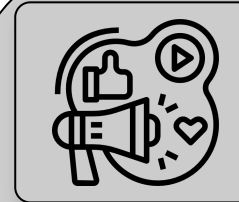
Finance View

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



Sale View

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



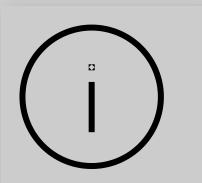
Marketing View

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



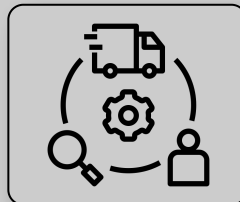
Support

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



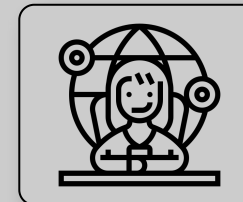
Info

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



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.



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SUPPLY
CHAIN PAGE



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BM =
Benchmark

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg%
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit%	-0.85	2.21	-3.06	-138.68

\$267.98M

Net Sales (\$)



LY: \$111.37M | +140.61% ▲

37.1%

Gross Margin



LY: 41.2% | -9.95% ▼

-0.85%

Net Profit



LY: 2.21% | -138.68% ▼

FILTERS

Region, Market

All

Customer

All

segment, ca...

All

2019

2021

2020

2022
Est

Q1

Q3

Q2

Q4

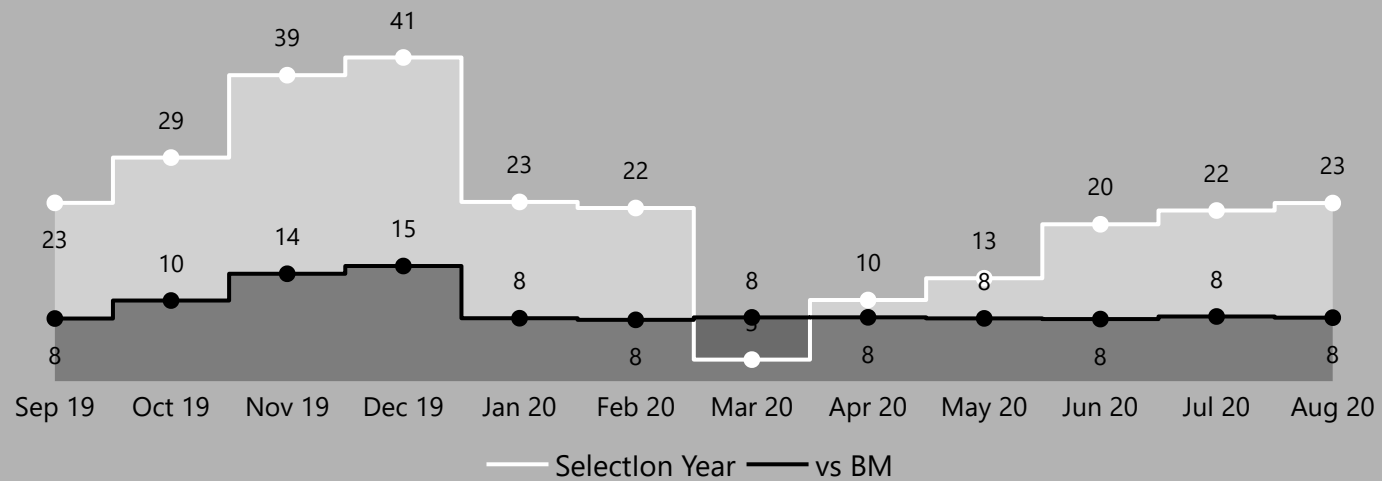
YTD

YTG

vs LY

vs
Target

Net Sales Performance over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L chg %	segment	P & L Values	P & L chg %
APAC	147.98	107.48	Notebook	86.39	166.63
EU	55.79	224.03	Accessories	66.23	136.21
LATAM	2.00	141.89	Peripherals	60.63	207.22
NA	62.21	182.70	Storage	27.56	99.17
Total	267.98	140.61	Networking	26.22	51.00
			Desktop	0.95	
			Total	267.98	140.61



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BM =
Benchmark

Product / Customer Performance

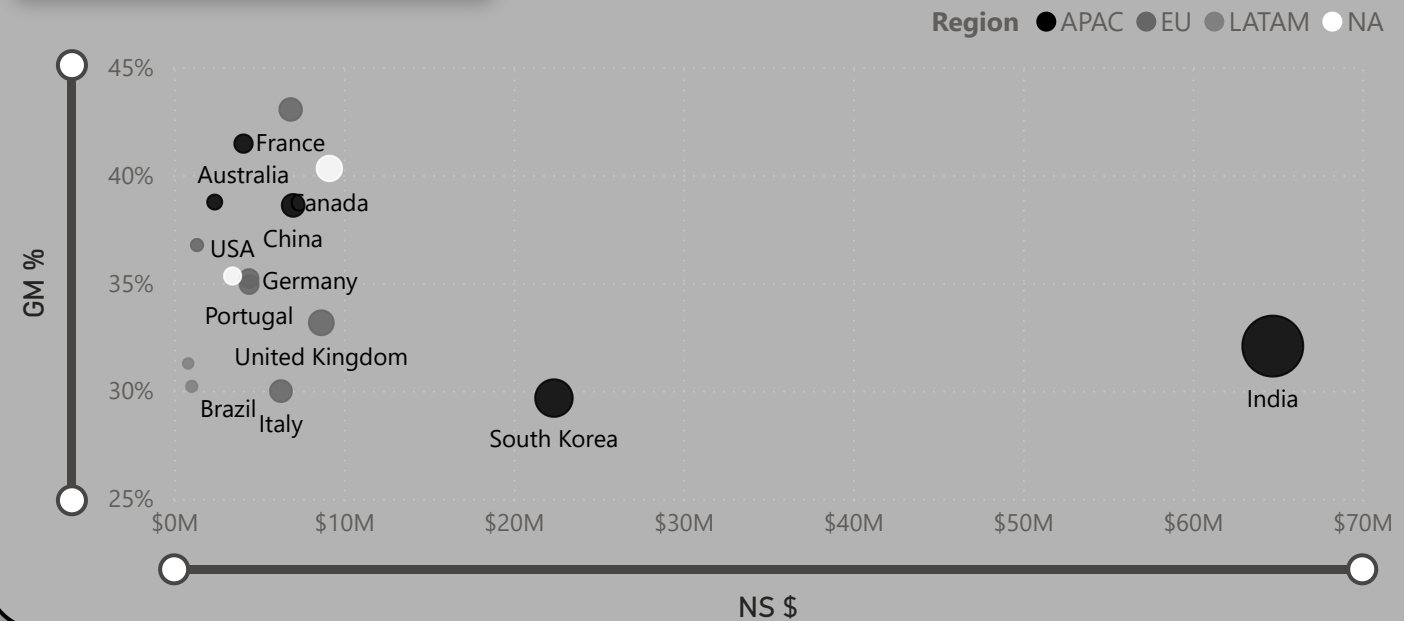
product

customer

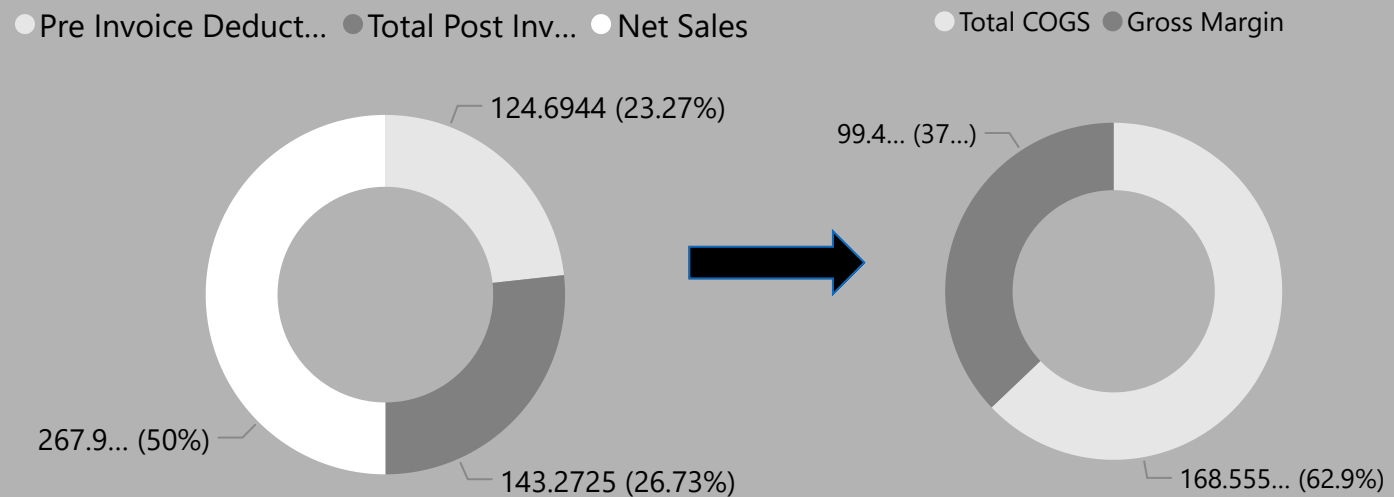
customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	38.0%
Atliq e Store	\$31.74M	11.89M	37.5%
AtliQ Exclusive	\$22.97M	10.52M	45.8%
Flipkart	\$10.92M	3.66M	33.5%
Sage	\$8.32M	2.60M	31.2%
Ebay	\$8.15M	2.80M	34.3%
Leader	\$7.73M	2.04M	26.4%
Synthetic	\$5.75M	2.54M	44.2%
Novus	\$4.88M	2.01M	41.3%
Electricalsocity	\$4.56M	1.54M	33.8%
Neptune	\$4.41M	1.70M	38.7%
Expression	\$3.86M	1.23M	32.0%
Acclaimed Stores	\$3.73M	1.38M	37.1%
Staples	\$3.71M	1.48M	40.0%
Costco	\$3.60M	1.43M	39.6%
walmart	\$3.42M	1.28M	37.4%
Electricalslytical	\$3.41M	0.93M	27.3%
Reliance Digital	\$3.36M	1.22M	36.4%
Propel	\$3.23M	1.04M	32.2%
Croma	\$3.19M	1.14M	35.6%
Viveks	\$2.92M	0.91M	31.2%
Control	\$2.84M	1.14M	40.1%
Vijay Sales	\$2.79M	0.74M	26.6%
Path	\$2.79M	0.97M	34.8%
Lotus	\$2.72M	0.86M	31.7%
Girias	\$2.68M	0.78M	29.1%
Ezone	\$2.64M	0.78M	29.4%
BestBuy	\$2.34M	0.91M	38.9%
Expert	\$2.30M	0.75M	32.9%
Circuit City	\$2.30M	0.78M	33.9%
Radio Shack	\$2.29M	0.86M	37.6%
Total	\$267.98M	99.42M	37.1%

Performance Matrix

0%



Unit Economics



FILTERS

Region, Market

All

Customer

All

segment, ca...

All

2019

2021

2020

2022
Est

Q1

Q3

Q2

Q4

YTD

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Target



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PAGESUPPLY
CHAIN PAGEEXECUTIVE
PAGEBM =
BenchmarkSegment / Category
Performance

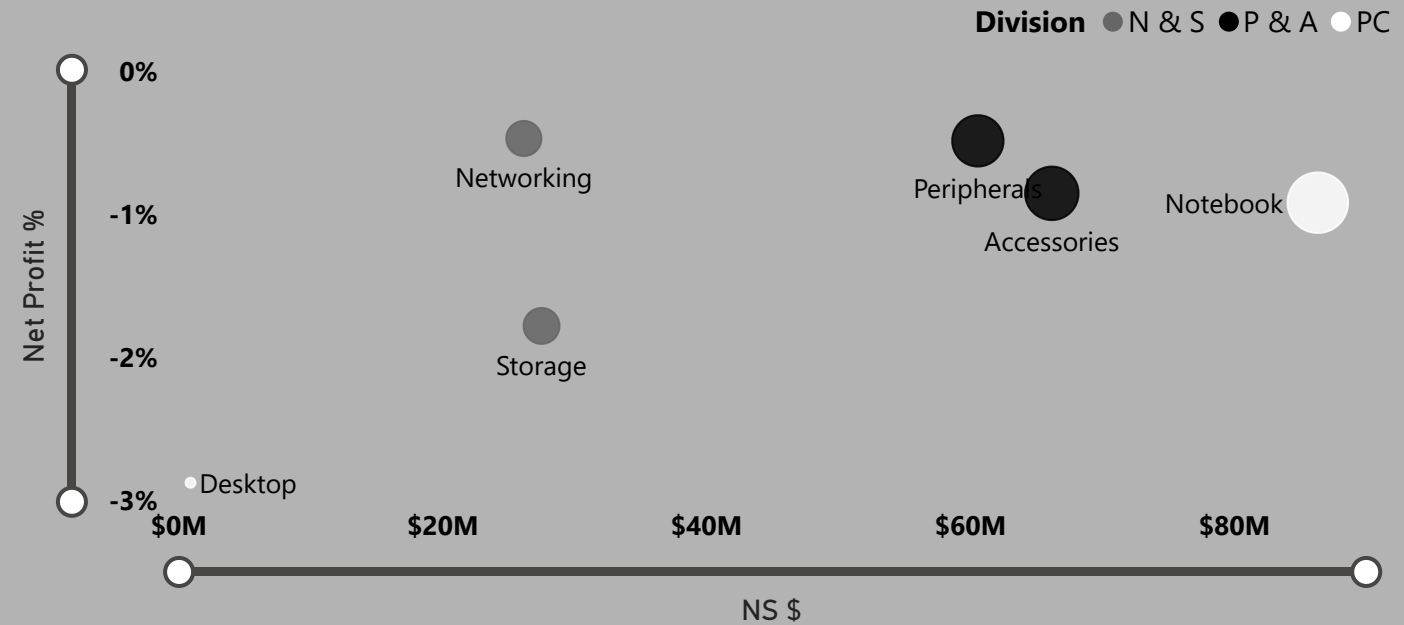
segment

category

category	NS \$	GM \$	GM %	Net Profit %
Batteries	\$0.35M	0.13M	36.4%	-1.68%
Business Laptop	\$38.54M	14.19M	36.8%	-1.10%
External Solid State Drives	\$25.88M	9.34M	36.1%	-1.74%
Gaming Laptop	\$14.52M	5.42M	37.3%	-0.96%
Graphic Card	\$15.98M	5.89M	36.9%	-1.06%
Internal HDD	\$5.41M	2.03M	37.6%	-0.31%
Keyboard	\$41.37M	15.31M	37.0%	-0.95%
MotherBoard	\$1.90M	0.71M	37.2%	-0.72%
Mouse	\$24.51M	9.12M	37.2%	-0.68%
Personal Desktop	\$0.95M	0.35M	36.5%	-2.88%
Personal Laptop	\$33.33M	12.42M	37.3%	-0.69%
Processors	\$37.35M	14.08M	37.7%	-0.25%
USB Flash Drives	\$1.68M	0.59M	35.2%	-2.46%
Total	\$267.98M	99.42M	37.1%	-0.85%

Performance Matrix

Show GM%



FILTERS

Region, Market

All

Customer

All

segment, ca...

All

2019

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Q1

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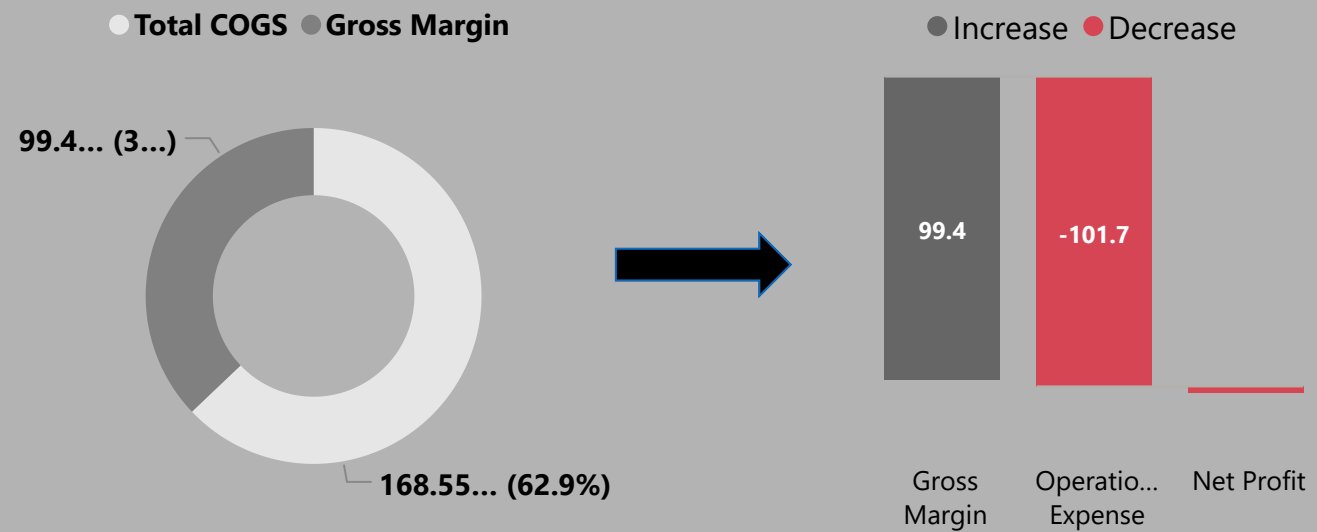
YTD

YTG

vs LY

vs
Target

Unit Economics





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BM =
Benchmark

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	OOS
All-Out	35.18%		5699	25.31%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	EI
Atlas Stores	39.19%	47.32%	24488	26.07%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
BestBuy	7.31%	26.90%	-44305	-32.55%	OOS
Billa	26.05%	36.08%	-2483	-5.80%	OOS
Boulanger	38.12%	45.56%	-7244	-8.78%	OOS
Chip 7	41.32%	30.35%	79770	37.39%	EI
Chiptec	27.04%		-4136	-10.85%	OOS
Circuit City	9.90%	26.23%	-47555	-34.82%	OOS
Control	30.41%	36.19%	-20992	-11.29%	OOS
Coolblue	43.16%	55.15%	15660	11.41%	EI
Costco	33.18%	38.04%	8127	2.94%	EI
Croma	35.49%	48.82%	28591	10.12%	EI
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.71%	EI
Digimarket	39.69%	52.62%	87844	34.82%	EI
Ebay	18.21%	51.05%	-231960	-55.58%	OOS
Electricalsara Stores	32.38%	52.73%	226	0.33%	EI
Electricalsbea Stores	41.94%		8182	27.23%	EI
Electricalslance Stores	41.81%	57.64%	21648	24.02%	EI
Electricalslytical	39.26%	51.50%	62444	17.03%	EI
Electricalsociety	42.87%	52.63%	122081	24.92%	EI
Electricalsquipo Stores	39.26%	38.16%	20565	21.77%	EI
Elite	40.14%	1.74%	47640	35.35%	EI
Elkjøp	45.00%	12.35%	78218	39.29%	EI
Epic Stores	38.40%	1.51%	39966	29.75%	EI
Euronics	42.25%	57.34%	-3198	-3.48%	OOS
Expert	48.84%	64.24%	32551	14.52%	EI
Expression	37.52%	46.37%	39977	10.96%	EI
Ezone	33.17%	47.80%	59289	20.45%	EI
Flawless Stores	38.59%	47.26%	-2163	-4.35%	OOS
Flipkart	11.82%	50.68%	-330236	-59.99%	OOS
Fnac-Darty	36.34%	51.50%	-7236	-8.27%	OOS
Total	72.99%	86.45%	491599	2.31%	EI

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error

492K

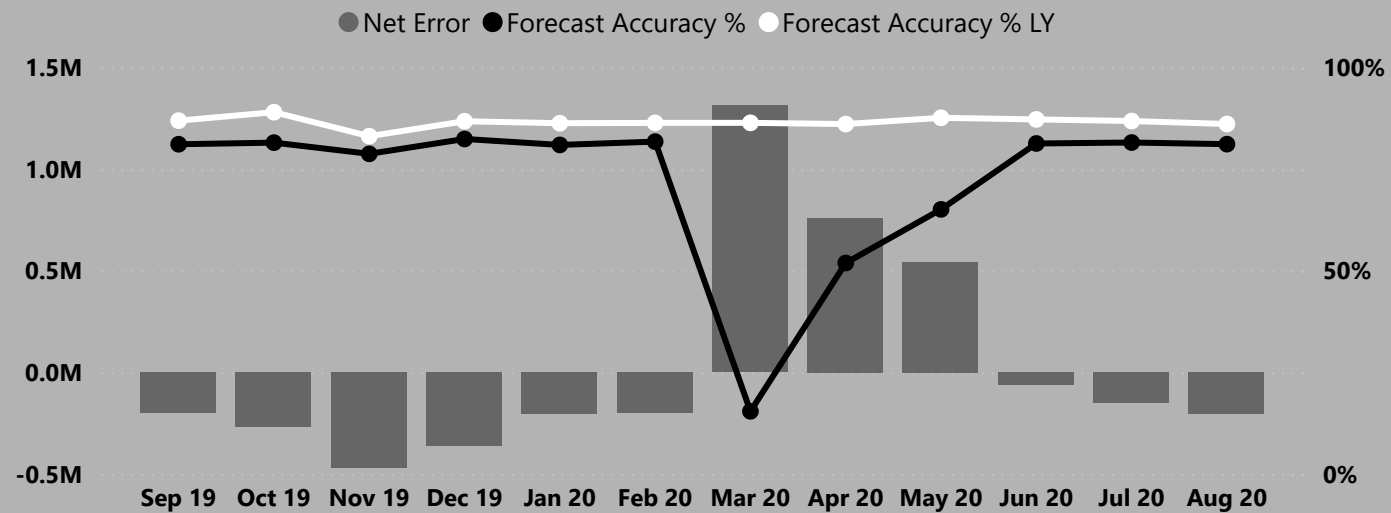
LY: 0.64M | -22.88% ▲

ABS Error

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	52.50%	81.50%	-379134	-28.90%	OOS
Desktop	70.07%		-52	-2.00%	OOS
Accessories	71.42%	90.20%	-167818	-1.40%	OOS
Peripherals	75.18%	85.06%	193476	7.43%	EI
Notebook	76.65%	83.02%	146640	22.59%	EI
Storage	81.01%	80.25%	698487	14.86%	EI
Total	72.99%	86.45%	491599	2.31%	EI

FILTERS

Region, Market

All

Customer

All

segment, ca...

All

2019

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Q1

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vs Target



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BM = Benchmark

Net Sales(\$)

\$267.98M

LY: \$1111.37M | +140.61% ▲

Gross Margin%

37.1%

LY: 41.2% | -9.95% ▼

Net Profit %

-0.85%

LY: 2.21% | -138.68% ▼

Forecast Accuracy %

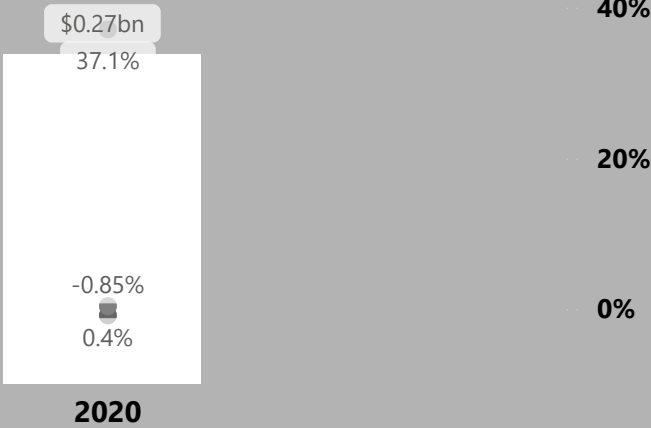
72.99%

LY: 86.45% | -15.57% ▼

Key Metrics by Insights

sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	\$16.80M	6.3%	42.4%	12.62%	0.1%	24.23%	EI
ROA	\$66.45M	24.8%	38.1%	8.87%	0.6%	9.35%	EI
SE	\$25.11M	9.4%	37.6%	6.98%	1.1%	11.01%	EI
LATAM	\$2.00M	0.7%	31.0%	-0.08%	0.0%	1.20%	EI
NA	\$62.21M	23.2%	39.3%	-1.79%	0.3%	-22.10%	OOS
NE	\$30.68M	11.4%	38.0%	-4.58%	0.3%	8.34%	EI
India	\$64.73M	24.2%	32.1%	-14.73%	0.8%	-0.82%	OOS
Total	\$267.98M	100.0%	37.1%	-0.85%	0.4%	2.31%	EI

Trends - Key Metrics over year

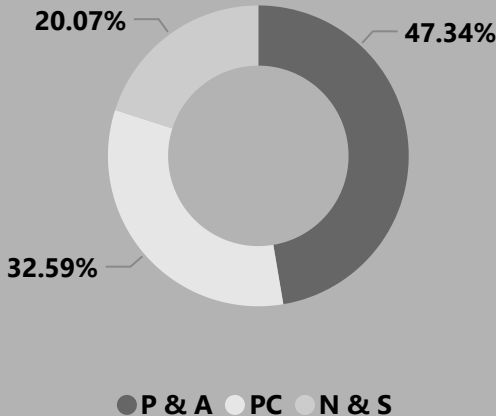


● NS \$ ● GM % ● Net Profit % ● Atliq MS %

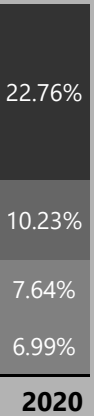
Revenue Contribution

division

channel



Market Share Trend- ATLIQ & Competitors



Manufacturer ●atliq ●bp ●dale ●innovo ●pacor

Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.2% ↓
Flipkart	4.1%	33.5% ↓
Atliq e Store	11.8%	37.5% ↓
Amazon	18.6%	38.0% ↓
AtliQ Exclusive	8.6%	45.8% ↓
Total	46.2%	38.4%

Top 5 Products by Revenue

product	RC %	GM %
AQ Lite	4.3%	36.5% ↓
AQ BZ Compact	4.3%	36.5% ↓
AQ Wi Power Dx1	4.4%	37.0% ↓
AQ BZ Gen Y	4.5%	37.0% ↓
AQ Wi Power Dx2	5.4%	38.0% ↓
Total	22.9%	37.0%

FILTERS

Region, Market

All

Customer

All

segment, ca...

All

2019

2021

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Q1

Q3

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YTD

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vs Target