



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 ▼ customer ▼ segment, category, product ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M ✓

BM: 267.98M (+207.43%)

Net Sales

36.49% !

BM: 37.10% (-1.65%)

GM %

-6.63% !

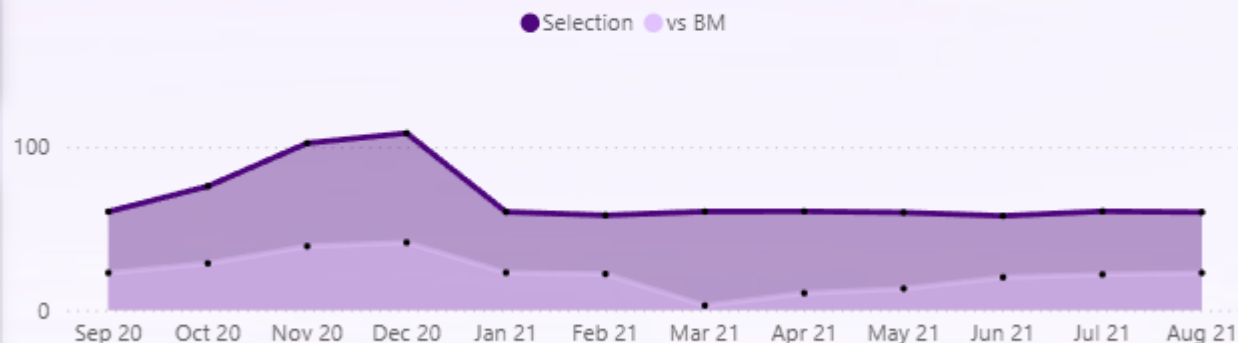
BM: -0.85% (-676.38%)

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 Expenses | -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



Top / Bottom Products & Customer by Net Sales

| region | P & L values | P & L Chg % |
|--------------|---------------|---------------|
| APAC | 441.98 | 198.67 |
| EU | 200.77 | 259.88 |
| LATAM | 3.16 | 58.40 |
| NA | 177.94 | 186.03 |
| Total | 823.85 | 207.43 |

| segment | P & L values | P & L Chg % |
|--------------|---------------|---------------|
| Accessories | 244.85 | 269.67 |
| Desktop | 46.43 | 4,791.34 |
| Networking | 45.16 | 72.26 |
| Notebook | 266.49 | 208.45 |
| Peripherals | 166.51 | 174.64 |
| Storage | 54.42 | 97.48 |
| Total | 823.85 | 207.43 |

BM = Bench Mark , LY = Last Year



region, market ▼ customer ▼ segment, category, product ▼

All ▼

All ▼

All ▼

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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% |
| Total | \$823.85M | \$300.63M | 36.49% |

Product Performance

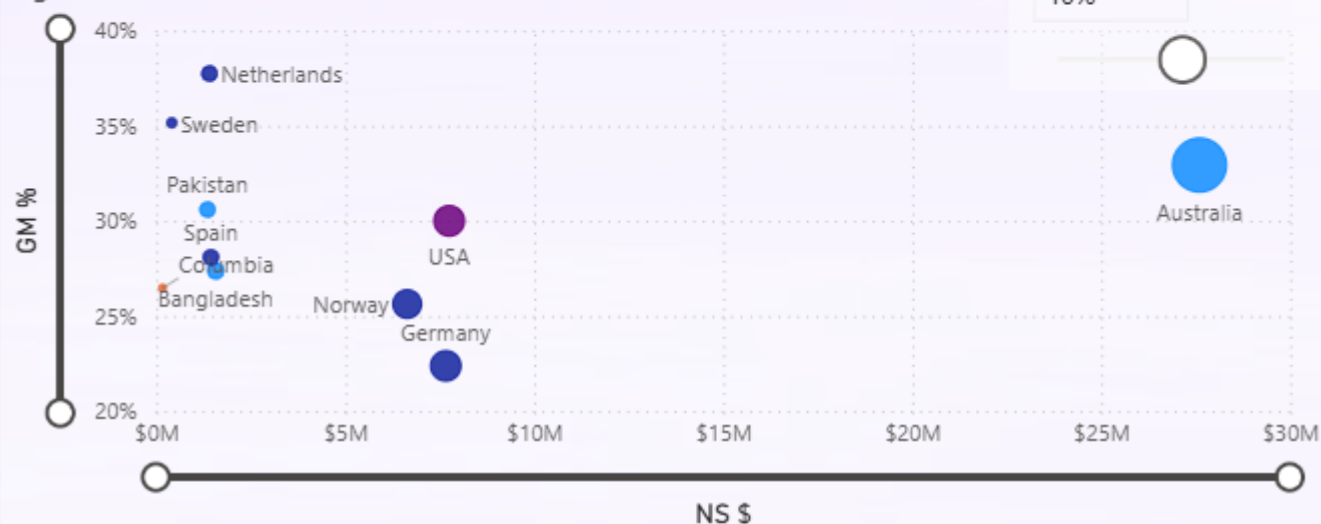
| segment | NS \$ | GM \$ | GM % |
|--------------|------------------|------------------|---------------|
| Storage | \$54.42M | \$20.00M | 36.75% |
| Peripherals | \$166.51M | \$60.81M | 36.52% |
| Notebook | \$266.49M | \$97.12M | 36.45% |
| Networking | \$45.16M | \$16.60M | 36.75% |
| Desktop | \$46.43M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

Performance Matrix

vs LY

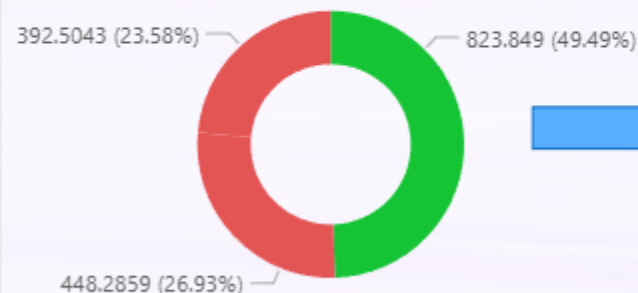
vs Target

region ● APAC ● EU ● LATAM ● NA

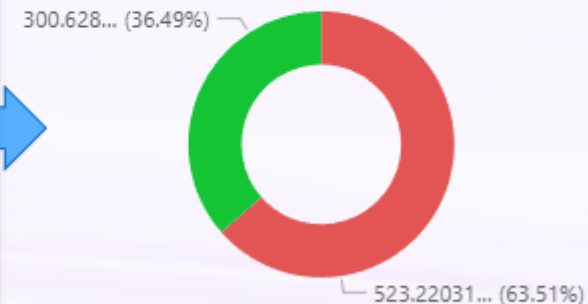


Unit Economics

● Net Sales ● Total Post Invoice D... ● Pre Invoice De...



● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, category, product ▼

All ▼ All ▼ All ▼

2018

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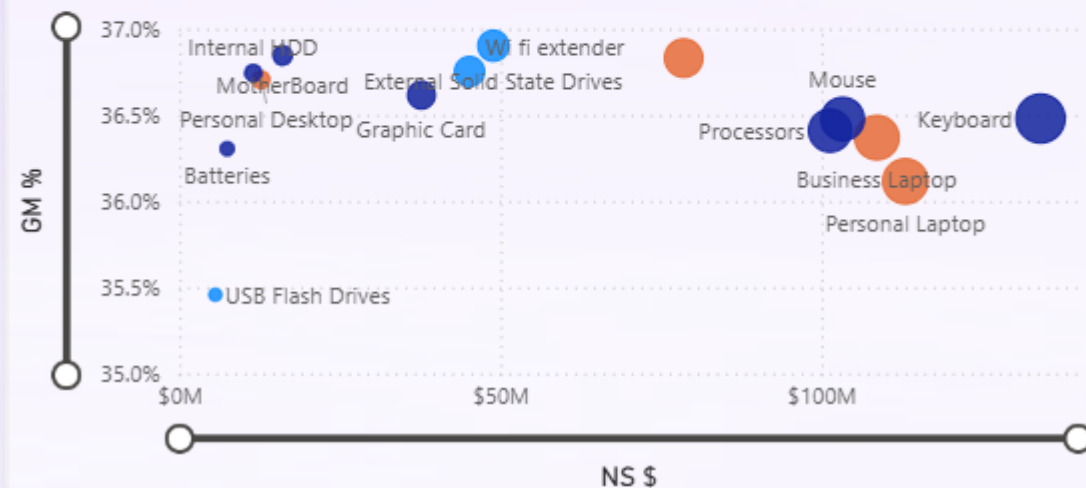
Product Performance

| 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% |
| Total | \$823.85M | \$300.63M | 36.49% | -54.65M | -6.63% |

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

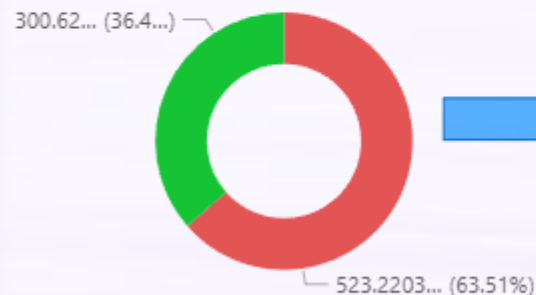


Region / Market / Customer Performance

| 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% |
| NA | \$177.94M | \$66.25M | 37.23% | -24.32M | -13.67% |
| LATAM | \$3.16M | \$1.19M | 37.54% | 0.20M | 6.18% |
| Total | \$823.85M | \$300.63M | 36.49% | -54.65M | -6.63% |

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market ▼ customer ▼ segment, category, product ▼

All ▼

All ▼

All ▼

2018

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2022 Est

Q1

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YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

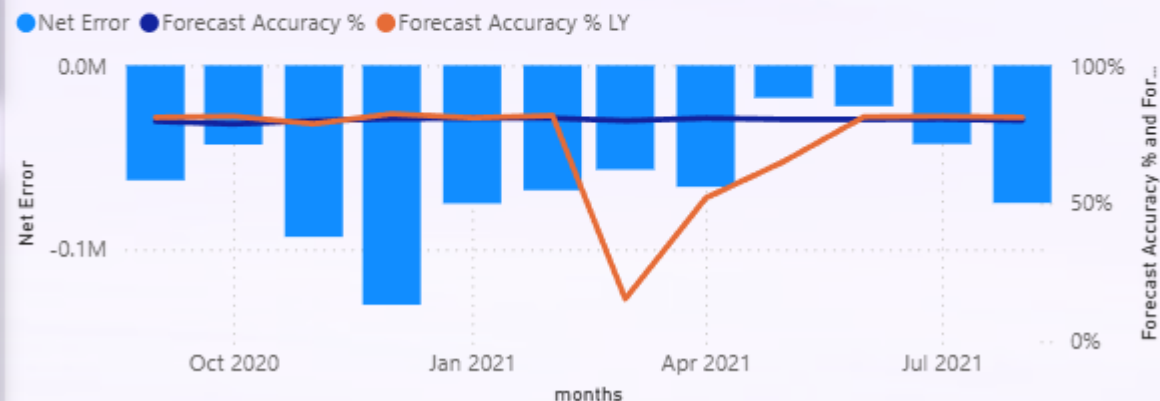
LY: 5743.2K (-70.3%)

ABS Error

Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---------------------|---------------------|------------------------|----------------|--------------|------------|
| Acclaimed Stores | 50.69% | 8.69% | -122555 | -16.2% | OOS |
| All-Out | 29.09% | 35.18% | -12425 | -30.7% | OOS |
| Amazon | 74.54% | 48.43% | -155116 | -2.3% | OOS |
| Argos (Sainsbury's) | 56.08% | 43.27% | 8033 | 4.1% | EI |
| Atlas Stores | 48.16% | 39.19% | 99521 | 29.6% | EI |
| Atliq e Store | 74.59% | 55.24% | -94643 | -2.3% | OOS |
| AtliQ Exclusive | 71.69% | 56.65% | -189086 | -4.6% | OOS |
| BestBuy | 35.31% | 7.31% | -73279 | -17.0% | OOS |
| Billa | 18.29% | 26.05% | -37856 | -47.1% | OOS |
| 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 |
| Circuit City | 35.02% | 9.90% | -84752 | -19.0% | OOS |
| Control | 47.42% | 30.41% | -64707 | -12.0% | OOS |
| Coolblue | 52.95% | 43.16% | 116840 | 26.9% | EI |
| Costco | 49.42% | 33.18% | -24581 | -3.5% | OOS |
| Total | 80.21% | 72.99% | -751714 | -1.5% | OOS |

Net Sales Performance Over Time



Top / Bottom Products & Customer by Net Sales

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------|---------------------|------------------------|----------------|--------------|------------|
| Accessories | 77.66% | 71.42% | -2133183 | -7.1% | OOS |
| Desktop | 84.37% | 70.07% | 16205 | 11.2% | EI |
| Networking | 90.40% | 52.50% | 227056 | 8.2% | EI |
| Notebook | 79.99% | 76.65% | -51254 | -4.0% | OOS |
| Peripherals | 83.23% | 75.18% | -318194 | -5.9% | OOS |
| Storage | 83.54% | 81.01% | 1507656 | 15.8% | EI |
| Total | 80.21% | 72.99% | -751714 | -1.5% | OOS |



region, market ▼ customer ▼ segment, category, prod... ▼

All ▼

All ▼

All ▼

2018

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Est

Q1

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YTG



\$3.74bn✓

BM: 0.82bn (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-14.0%!

BM: -6.6% (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

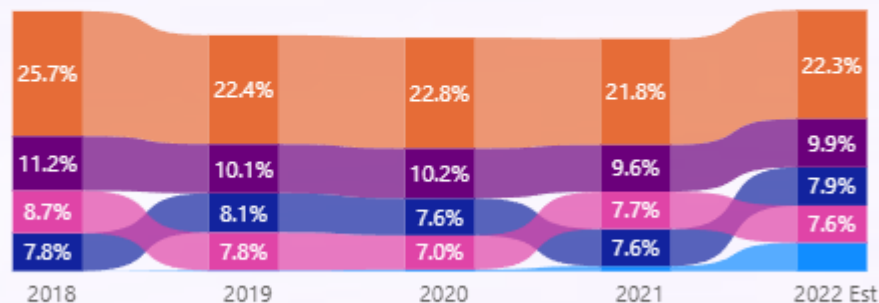
Forecast Accuracy

Key Insights By Sub Zone

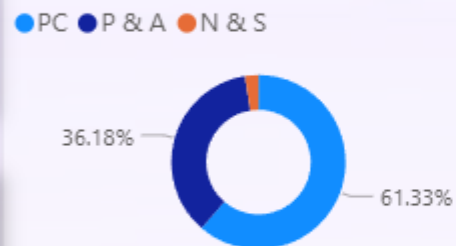
| Sub Zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|--------------|-------------------|---------------|--------------|---------------|-------------|--------------|------------|
| LATAM | \$14.8M | 0.4% | 35.0% | ↓ -2.9% | 0.3% | 3.4% | EI |
| SE | \$317.8M | 8.5% | 37.0%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

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



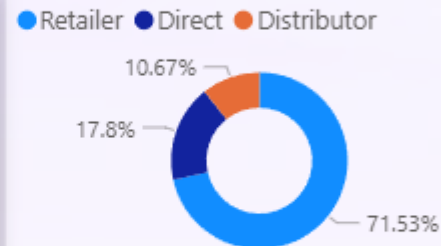
Revenue by Division



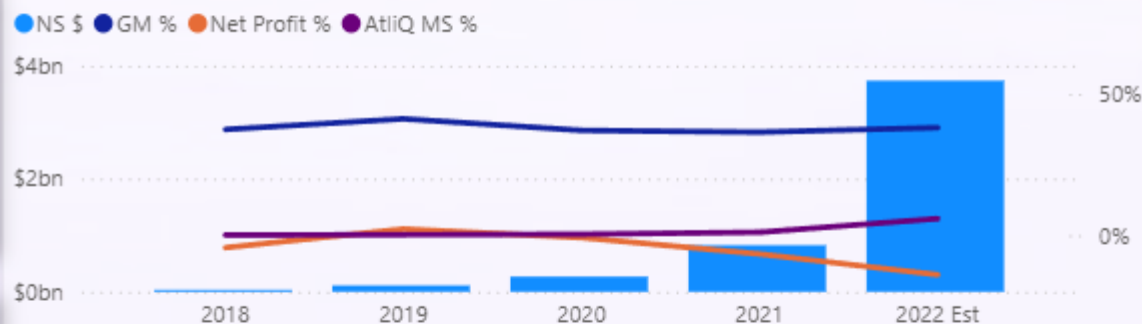
Revenue by Channel

vs LY

vs Target



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



Top 5 Customers by Revenue

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

Top 5 Products by Revenue

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

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