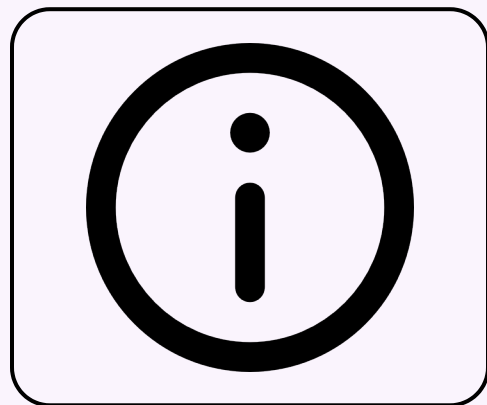




BUSINESS INSIGHTS 360



Info

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



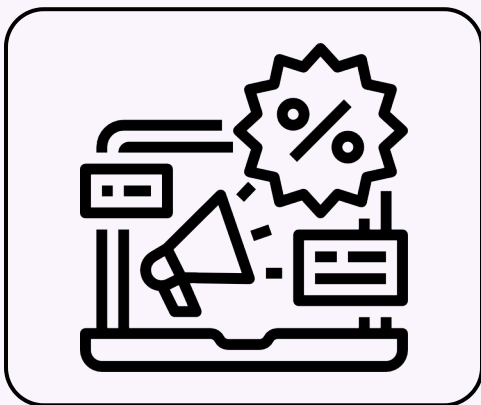
Finance View

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



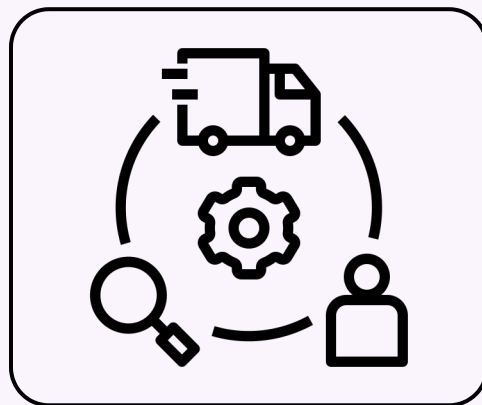
Sales View

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



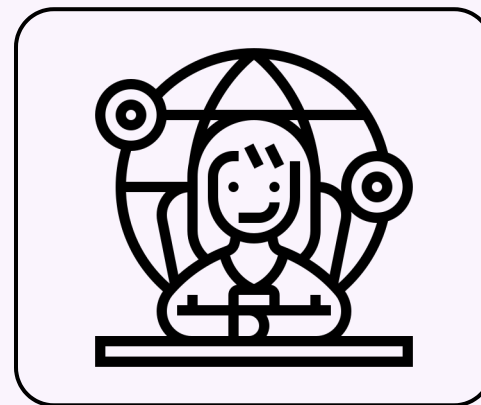
Marketing View

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, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn✓

BM: \$823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

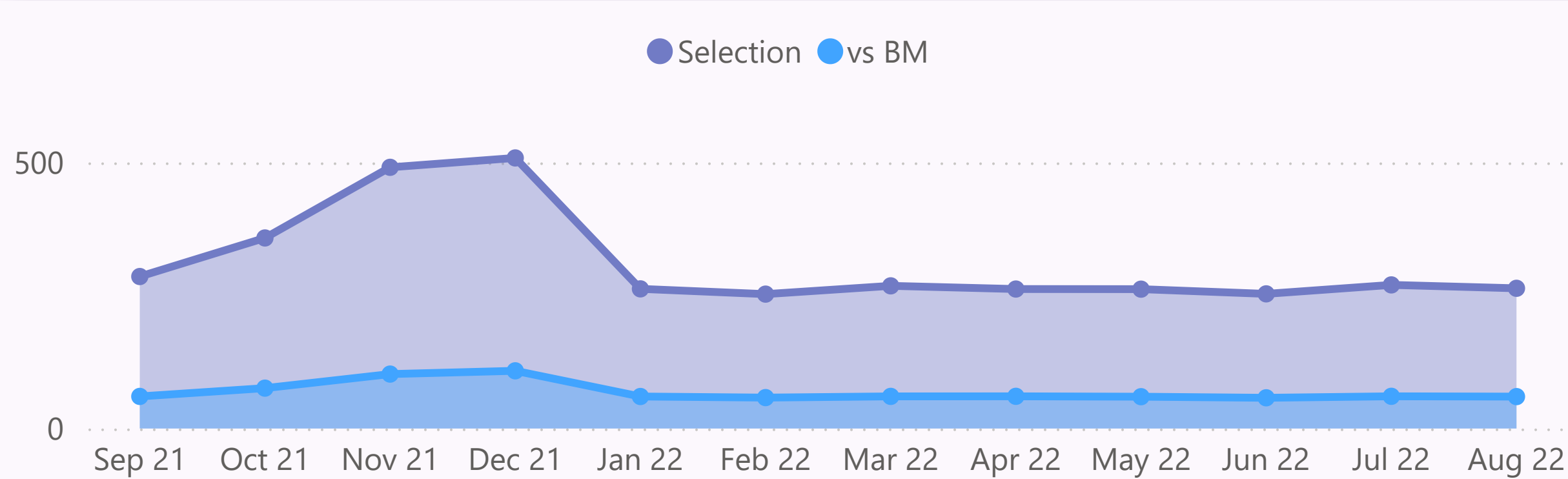
BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time



Top / Bottom Products & Customer by Net Sales

region	P & L Values	P & L YoY Chg %	segment	P & L Values	P & L YoY Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

BM = Benchmark, LY = Last Year, YTD = Year to Date, YTG = Year to Go



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

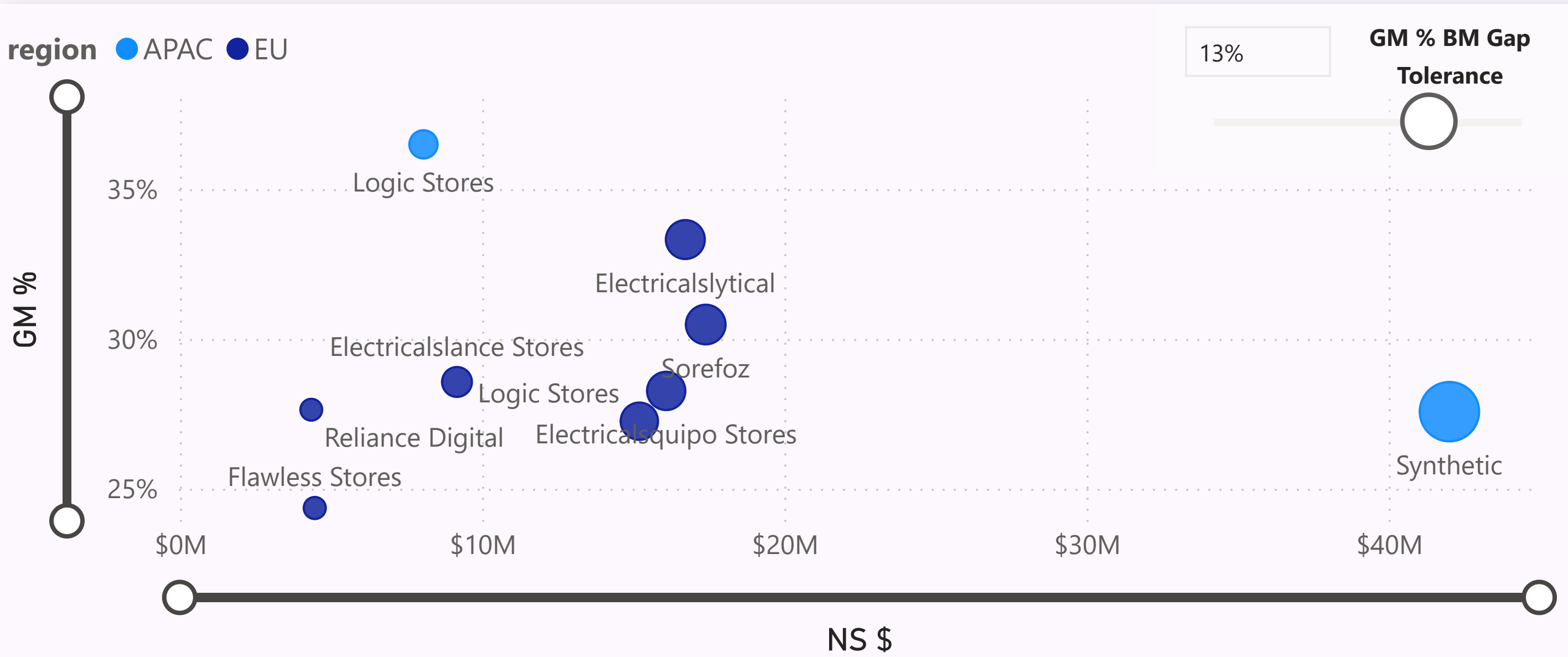
vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
Atliq e Store	\$304.10M	\$112.15M	36.88%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
Chip 7	\$25.62M	\$8.26M	32.24%
Chiptec	\$18.93M	\$7.37M	38.94%
Circuit City	\$52.42M	\$24.51M	46.77%
Control	\$54.14M	\$22.51M	41.42%
Total	\$3,736.17M	\$1,422.88M	38.08%

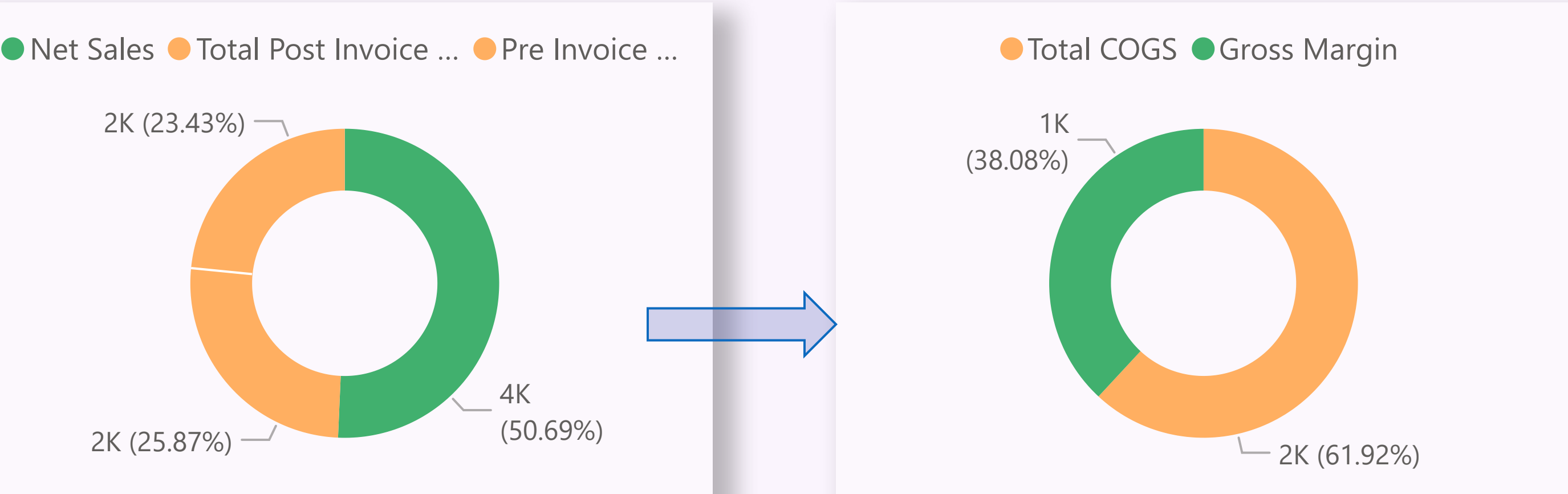
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Peripherals	\$897.54M	\$341.22M	38.02%
Notebook	\$1,580.43M	\$600.96M	38.03%
Desktop	\$711.08M	\$272.39M	38.31%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%
Total	\$3,736.17M	\$1,422.88M	38.08%

Unit Economics



BM = Benchmark, LY = Last Year, YTD = Year to Date, YTG = Year to Go



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.23M	\$24.56M	37.07%	-0.56M	-0.85%
Desktop	\$0.95M	\$0.35M	36.47%	-0.03M	-2.88%
Networking	\$26.22M	\$9.83M	37.51%	-0.12M	-0.47%
Notebook	\$86.39M	\$32.04M	37.08%	-0.79M	-0.92%
Peripherals	\$60.63M	\$22.72M	37.47%	-0.29M	-0.48%
Storage	\$27.56M	\$9.93M	36.05%	-0.49M	-1.78%
Total	\$267.98M	\$99.42M	37.10%	-2.29M	-0.85%

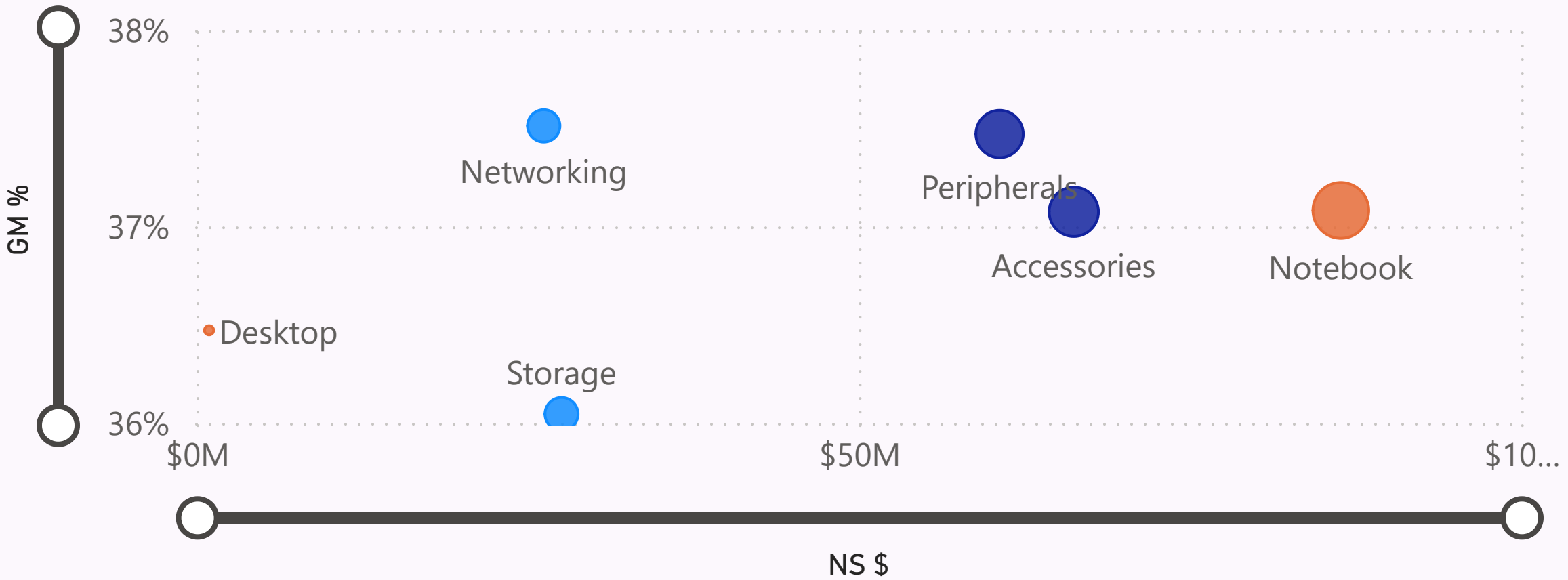
Performance Matrix

Net Profit %



GM %

division N & S P & A PC

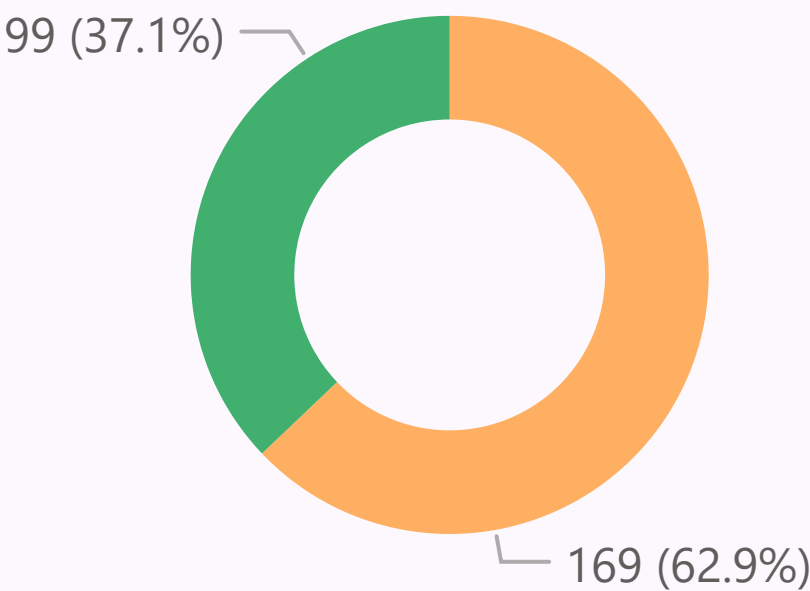


Region / Market / Customer Performance

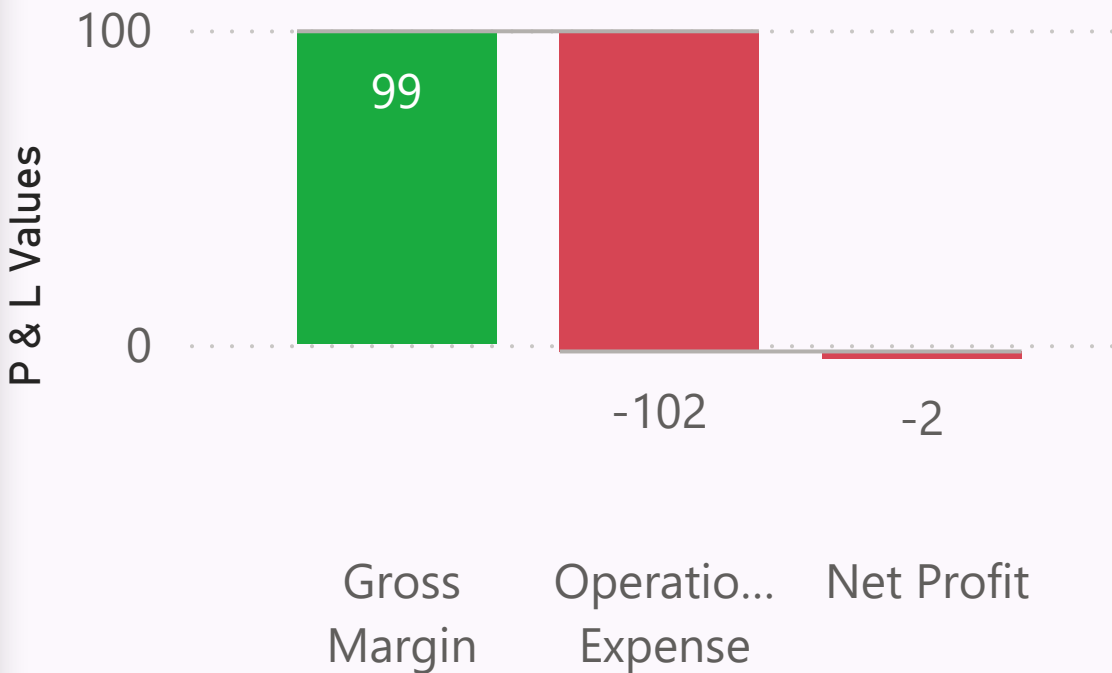
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
NA	\$62.21M	\$24.48M	39.35%	-1.11M	-1.79%
EU	\$55.79M	\$21.10M	37.82%	0.35M	0.62%
APAC	\$147.98M	\$53.23M	35.97%	-1.52M	-1.03%
LATAM	\$2.00M	\$0.62M	30.96%	0.00M	-0.08%
Total	\$267.98M	\$99.42M	37.10%	-2.29M	-0.85%

Unit Economics

Total COGS Gross Margin



Increase Decrease



LY = Last Year, YTD = Year to Date, YTG = Year to Go



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓

LY: 491.6K (-252.91%)

Net Error

9780.74K!

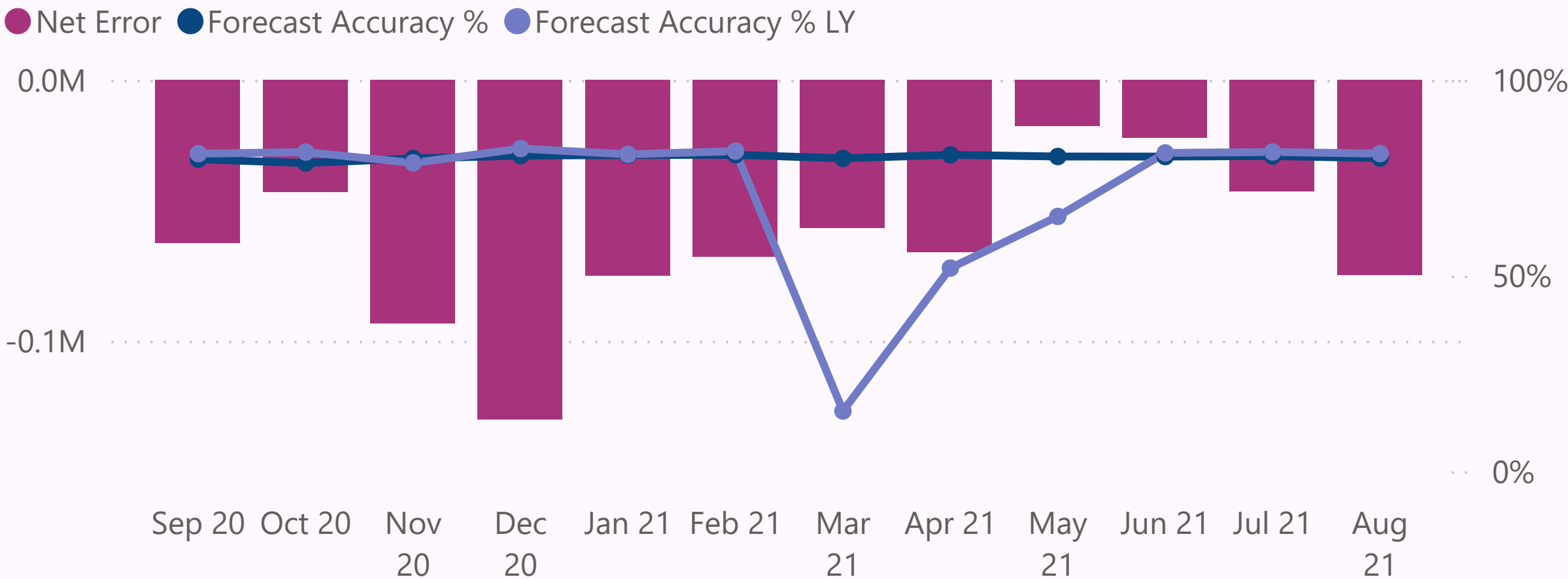
LY: 5743.2K (+70.3%)

Absolute 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
Boulangier	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
Crave	42.78%	35.49%	45046	6.0%	EI
Total	80.21%	72.99%	-751714	-1.5%	OOS

Accuracy / Net Error Trend

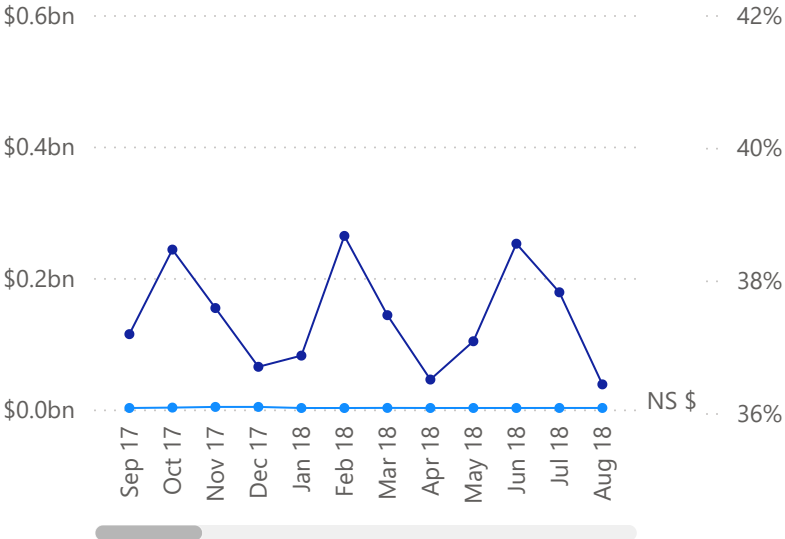


Key Metrics By Product

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

EI=Excess Inventory, OOS=Out of Stock, LY = Last Year, YTD = Year to Date, YTG = Year to Go

NS \$ & GM % for





region, market

All

customer

All

segment, category, product

All

vs LY

vs Target

\$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 %

81.17%✓

LY: 80.21% (+1.2%)

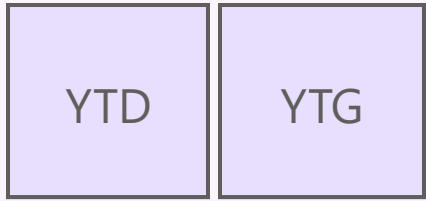
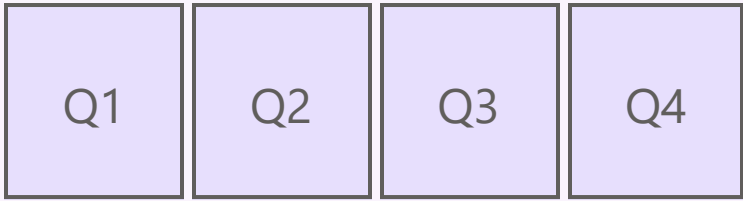
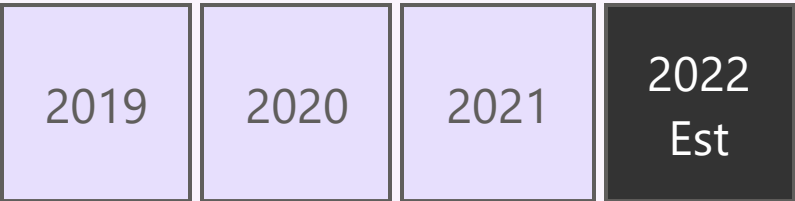
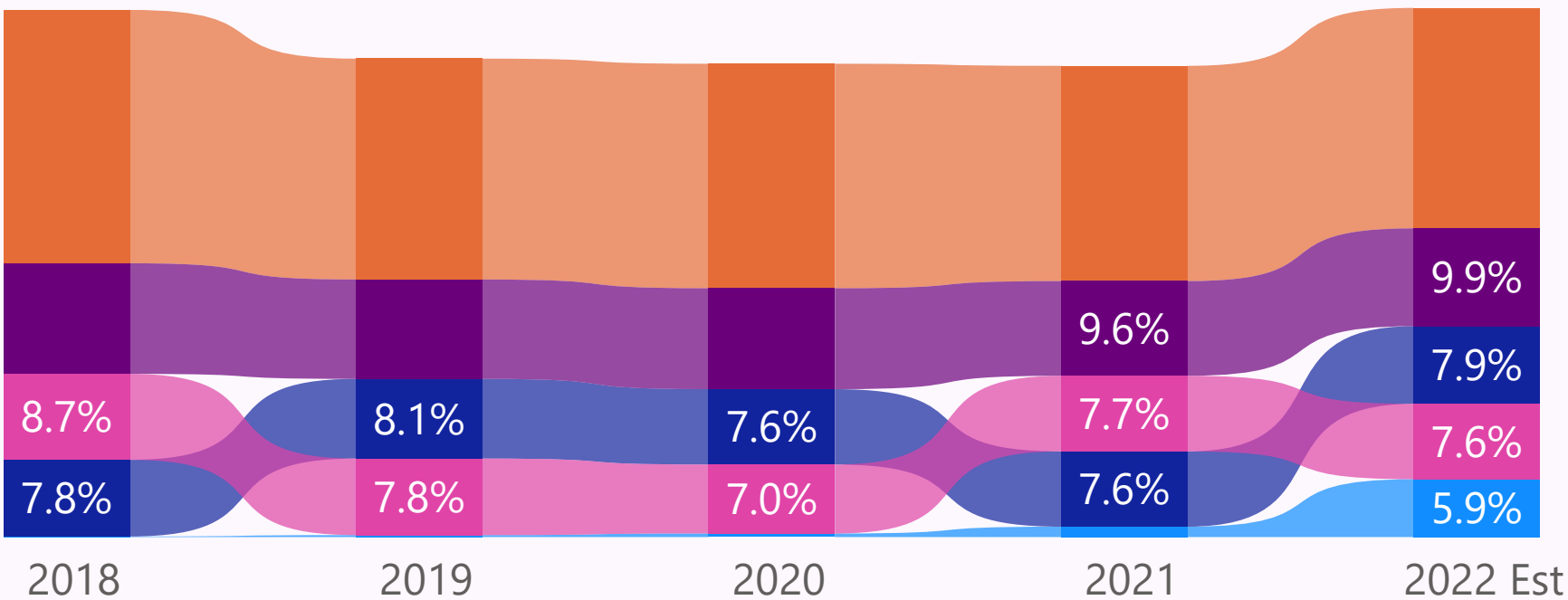
Forecast Accuracy

Key Insights By Sub Zone

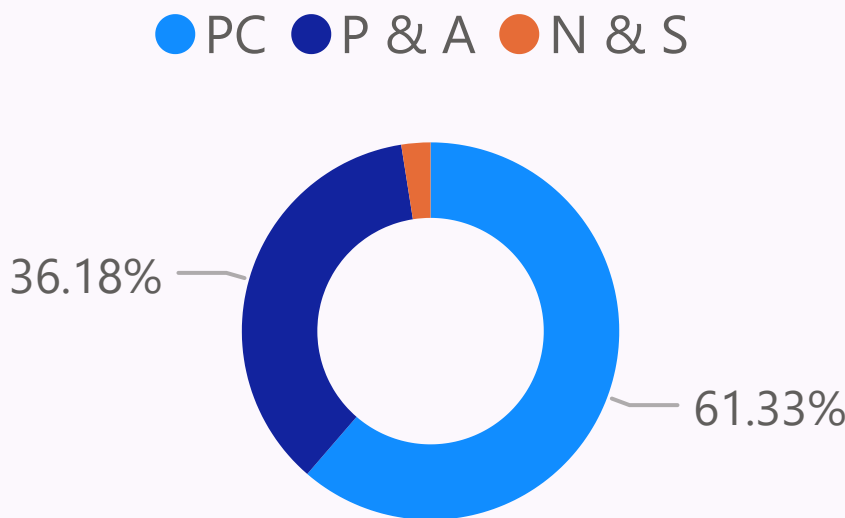
Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓↓ -18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓↓ -4.0%	16.4%	-55.5%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

PC Market Share Trend - AtliQ & Competitors

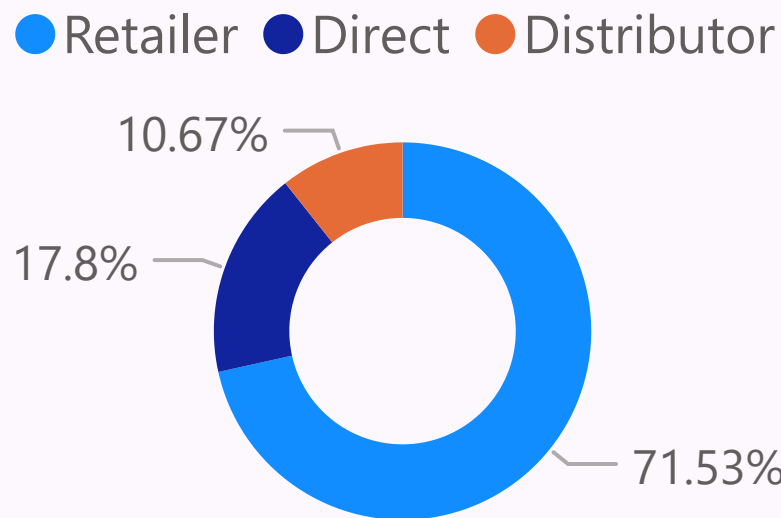
manufacturer atliq bp dale innovo pacer



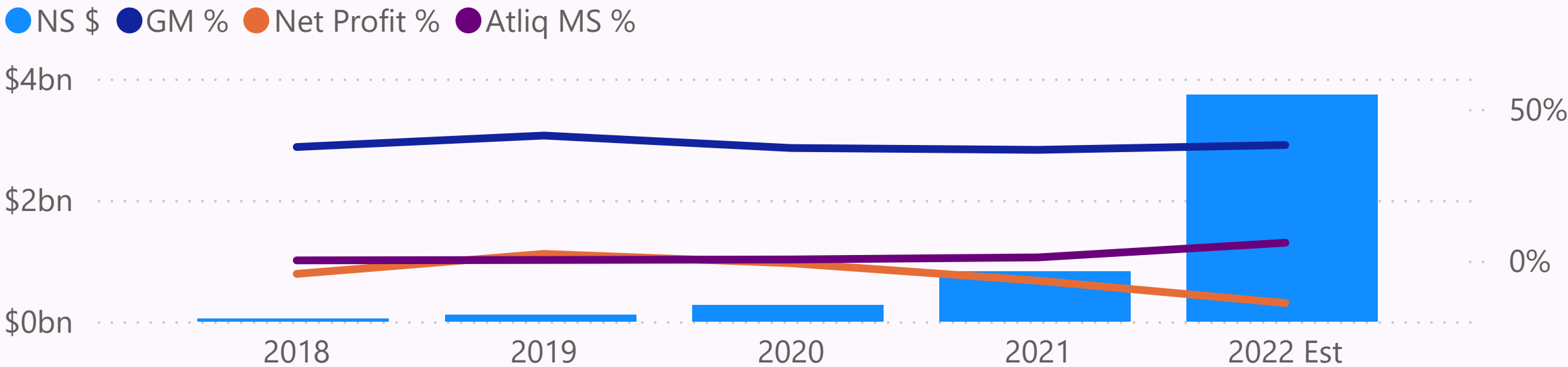
Revenue by Division



Revenue by Channel



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



Top 5 Customer by Revenue

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

Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
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 = Benchmark, EI=Excess Inventory, OOS=Out of Stock, LY = Last Year, YTD = Year to Date, YTG = Year to Go