



Business Insights 360



Info

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



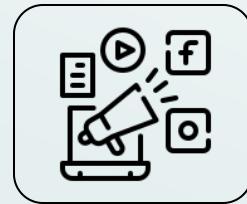
Finance View

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



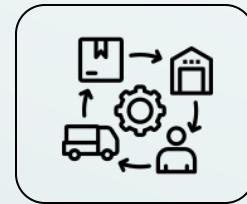
Sales View

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



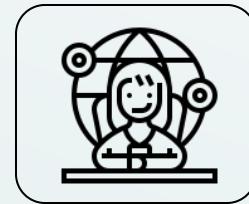
Marketing View

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



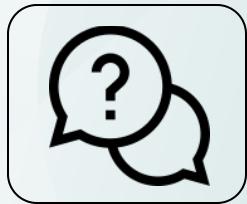
Supply Chain View

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
Allcustomer
Allsegment, category, product
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

\$3,736.17M✓
BM: 823.85M (+353.5%)38.08%✓
BM: 36.49% (+4.37%)-13.98%!
BM: -6.63% (-110.79%)

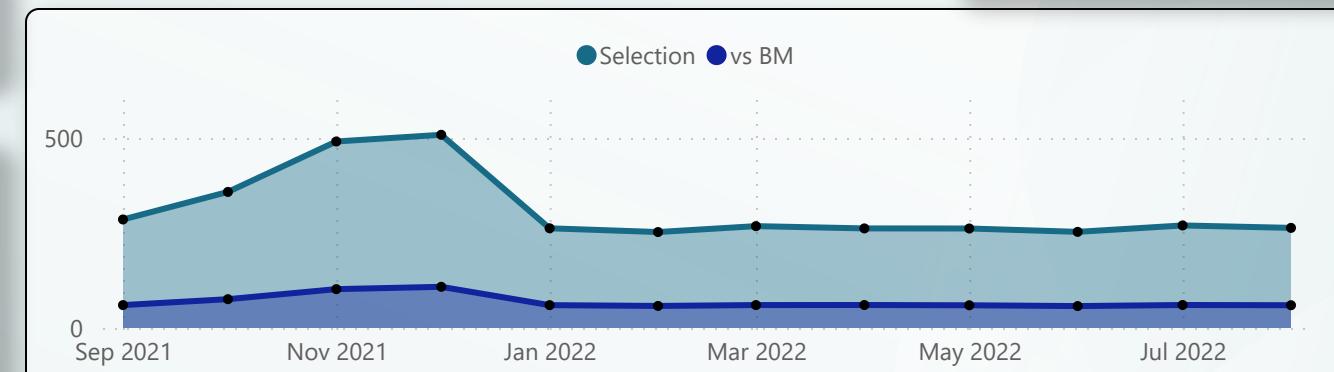
Net Sales

GM %

Net Profit %

Net Sales Performance Over Time

vs LY vs Target



Profit & Loss Statement

Line Item	2022 Est	BM	Chg YoY	ChG YoY%
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

Top / Bottom Products & Customers by Net Sales

region	P&L Values	P&L Chg %	segment	P&L Values	P&L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
+ Australia	119.33	332.38	Desktop	711.08	1,431.55
+ Bangladesh	36.41	299.56	Networking	38.43	-14.89
+ China	147.43	393.51	Notebook	1,580.43	493.06
+ India	945.34	348.72	Peripherals	897.54	439.03
+ Indonesia	96.61	298.56	Storage	54.59	0.32
+ Japan	47.34	356.67	Total	3,736.17	353.50
+ Newzealand	70.45	319.06			
+ Pakistan	31.05	318.88			
+ Philiphines	129.23	208.57			
+ South Korea	300.59	369.60			
EU	775.48	286.26			
Total	3,736.17	353.50			

BM = Benchmark, LY = Last Year



region, market
Allcustomer
Allsegment, category, product
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

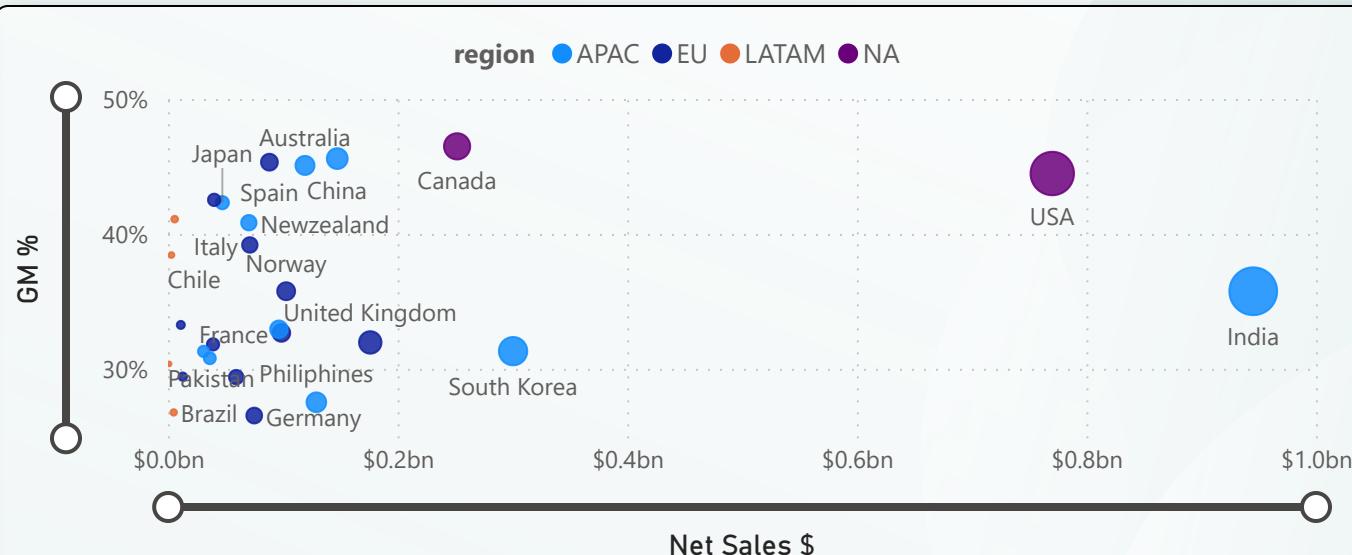
YTD YTG



Customer Performance

customer	Net Sales \$	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%
Neptune	\$105.69M	\$49.36M	46.70%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Walmart	\$72.41M	\$33.06M	45.66%
Ebay	\$91.60M	\$33.06M	36.09%
Total	\$3,736.17M	\$1,422.88M	38.08%

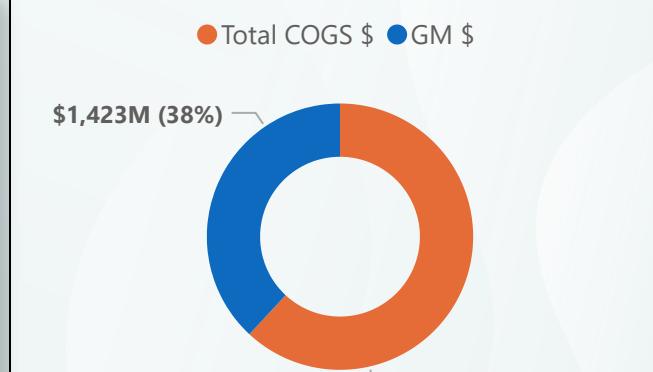
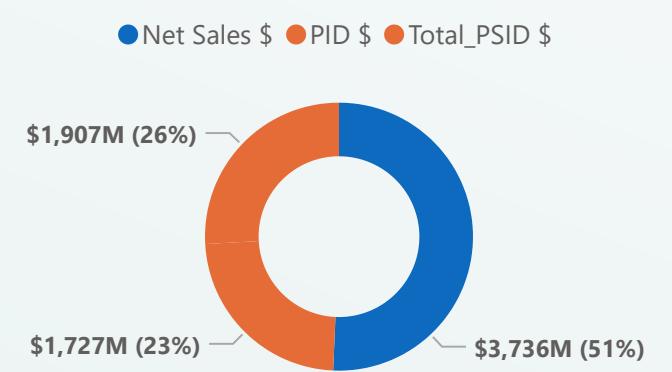
Performance Matrix



Product Performance

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

Unit Economics



region, market
Allcustomer
Allsegment, category, product
All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

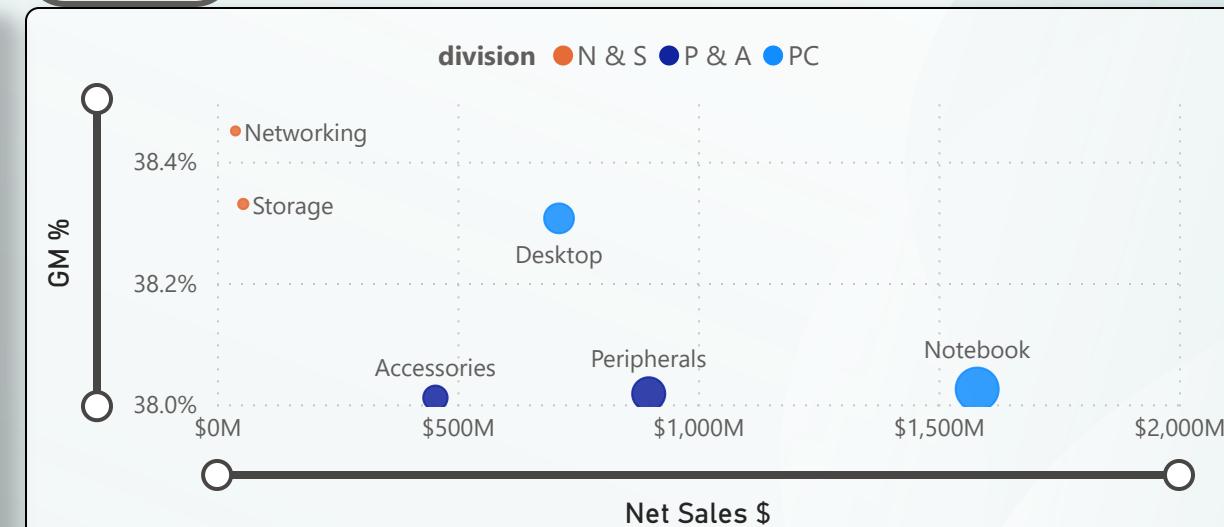
YTG

Product Performance

segment	Net Sales \$	GM \$	GM %	Net_Profit	Net_Profit %
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Storage	\$54.59M	\$20.93M	38.33%	-7.51M	-13.76%
Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Show NP %

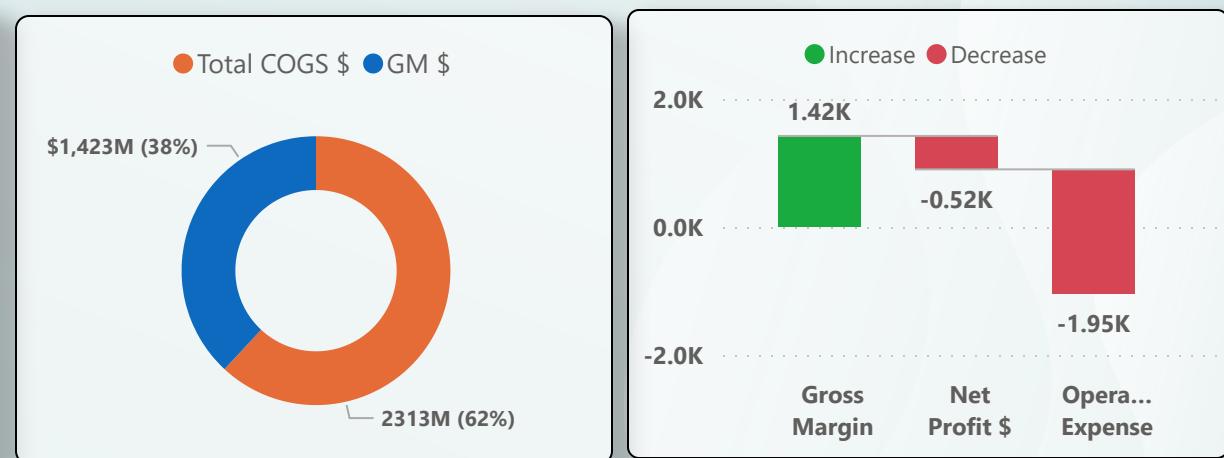
Performance Matrix



Region / Market / Customer Performance

region	Net Sales \$	GM \$	GM %	Net_Profit	Net_Profit %
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics



region, market
Allcustomer
Allsegment, category, product
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

82.17%✓

BM: 80.56% (+2%)

Forecast Accuracy**-3.47M✓**

BM: -0.75M (-361.97%)

Net Error**6.53M!**

BM: 9.61M (-31.99%)

ABS Error**Accuracy / Net Error Trend****Key Metrics by Customers**

customer	Forecast_Accuracy	Forecast_Accuract % LY	Net_Error	Risk
Acclaimed Stores	74.24%	68.51%	83037 EI	
All-Out	69.07%	55.36%	-150 OOS	
Amazon	79.46%	79.54%	-464694 OOS	
Argos (Sainsbury'S)	71.18%	72.69%	-23040 OOS	
Atlas Stores	75.32%	63.98%	-4182 OOS	
Atliq E Store	79.01%	79.13%	-294868 OOS	
Atliq Exclusive	78.28%	78.05%	-359242 OOS	
Bestbuy	69.88%	63.47%	81179 EI	
Billa	69.15%	44.64%	3704 EI	
Boulanger	68.30%	71.70%	-48802 OOS	
Chip 7	57.97%	69.13%	-85293 OOS	
Chiptec	72.34%	68.86%	-20102 OOS	
Circuit City	67.92%	61.94%	85248 EI	
Total	82.17%	80.56%	-3472690 OOS	

Key Metrics by Products

segment	Forecast_Accuracy	Forecast_Accuract % LY	Net_Error	Risk
Accessories	88.89%	78.01%	341468 EI	
Desktop	88.90%	84.50%	78576 EI	
Networking	95.35%	91.35%	-12967 OOS	
Notebook	88.29%	80.01%	-47221 OOS	
Peripherals	68.17%	83.66%	-3204280 OOS	
Storage	72.17%	82.72%	628266 OOS	
Total	82.17%	80.56%	-3472690 OOS	

BM = Benchmark, LY = Last Year



region, market
Allcustomer
Allsegment, category, product
All

2019 2020 2021 2022 Est

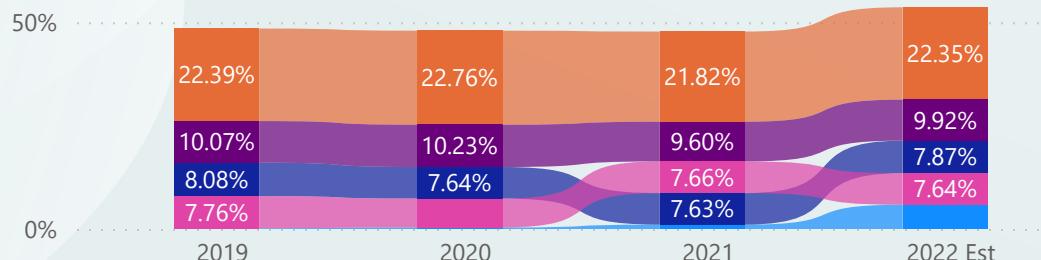
Q1 Q2 Q3 Q4

YTD YTG
vs LY vs Target\$3,736.17M!
BM: 3807.09M (-1.86%)0.00M%!
BM: 0.00M% (-0.66%)-0.00M%✓
BM: -0.00M% (+1.47%)82.17%✓
BM: 80.56% (+2%)
Forecast Accuracy

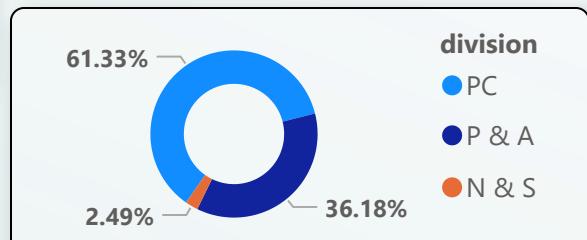
sub_zone	Net Sales \$	RC %	GM %	Net_Profit %	AtliQ MS %	Net_Error %	Risk
LATAM	\$14.8M	0.40%	35.0%	↓	-2.9%	0.28%	3.37% EI
SE	\$317.8M	8.51%	37.0%	↓	-4.0%	16.40%	-55.47% OOS
ROA	\$788.7M	21.11%	34.2%	↓	-6.3%	8.32%	-4.56% OOS
ANZ	\$189.8M	5.08%	43.5%	↓	-7.4%	1.36%	-37.61% OOS
NA	\$1,022.1M	27.36%	45.0%	↓	-14.2%	4.87%	14.35% EI
NE	\$457.7M	12.25%	32.8%	↓	-18.1%	6.80%	-4.56% OOS
India	\$945.3M	25.30%	35.8%		-23.0%	13.26%	-24.37% OOS
Total	\$3,736.2M	100.00%	38.1%		-14.0%	5.87%	-9.48% OOS

PC Market Share Trend - AtliQ & Competitors

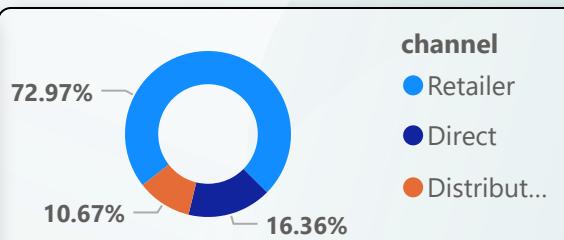
Manufactures ● atliq ● bp ● dale ● innovo ● pacer



Revenue by Division

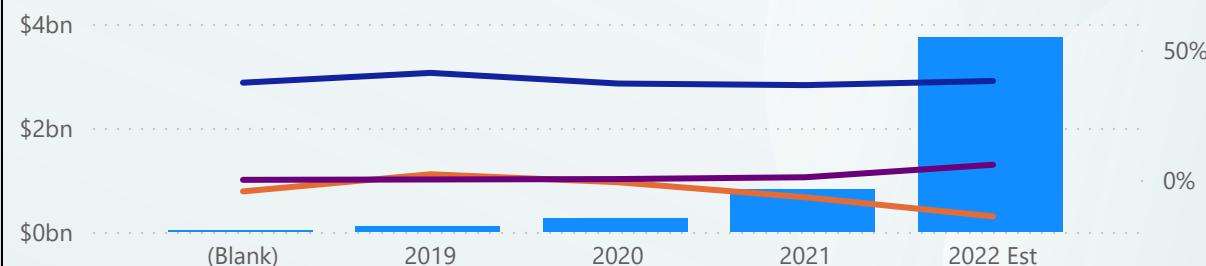


Revenue by Channel



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

● Net Sales \$ ● GM % ● Net_Profit % ● AtliQ MS %



Top 5 Customer by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ↓
Atliq Exclusive	9.67%	46.01%
Atliq E Store	8.14%	36.88% ↓
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	38.23%	39.19%

Top 5 Product by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	2.20%	39.17%
AQ BZ Allin1 Gen 2	2.05%	39.52%
AQ Home Allin1	1.58%	39.80%
AQ Smash 2	1.57%	38.52%
AQ Smash 1	1.46%	38.54%
AQ BZ Allin1	1.44%	39.05%
Total	38.23%	39.19%

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