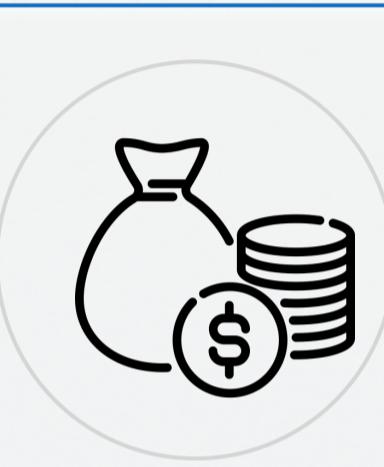




Business Insights 360



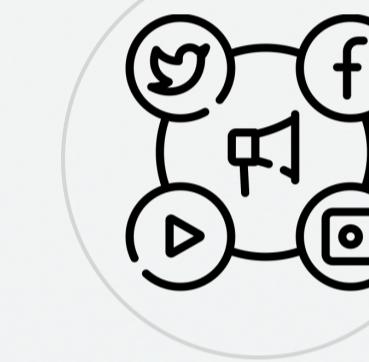
Finance View

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



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.



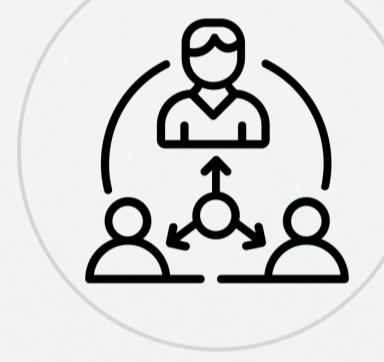
Marketing View

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.

Last date of data refresh :- 08-07-2025 17:15:20



Home



Finance



Sales



Marketing



Supply Chain



Executive

Note :- All currency in USD and where ever its not specified currency units in millions.



20... 20... 20... 20... 20...
20... EST

Q1 Q2 Q3 Q4
YTD YTG

market
All

region
All

customer
All

₹ 3.74bn✓
LY: \$823.85M (+353.5%)
Net Sales

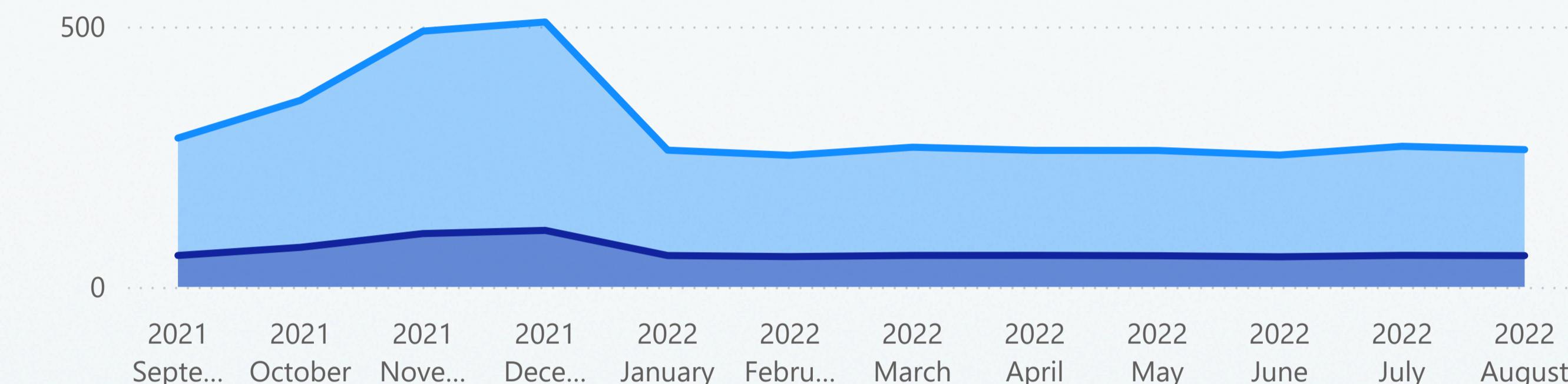
0.38✓
LY: 0.36 (+4.37%)
Gross Margin

-13.98%!
LY: -0.07 (-110.79%)
Net Profit %

Ly Target

Net sales by year and month

● P&I item ● LY



Profit and Loss Statements

P&L Attributes	2022	BM	chng	chng_Pct
Gross Sales	7,370.14	1,664.64	5,705.50	3.43
Pre Invoice Deduction	1,727.01	392.50	1,334.51	3.40
Net Invoice Sales	5,643.13	1,272.13	4,370.99	3.44
- Post Discounts	1,243.54	281.64	961.90	3.42
- Post Deductions	663.42	166.65	496.77	2.98
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	3.25
Net Sales	3,736.17	823.85	2,912.32	3.54
- Manufacturing Cost	2,197.28	497.78	1,699.50	3.41
- Freight Cost	100.49	22.05	78.43	3.56
- Other Cost	15.52	3.39	12.14	3.58
Total COGS	2,313.29	523.22	1,790.07	3.42
Gross Margin	1,422.88	300.63	1,122.25	3.73
Gross Margin %	38.08	36.49	1.59	0.04
GM / Unit	15.76	5.99	9.77	1.63
Operational Cost	-1,945.30	-355.28	-1,590.02	-4.48
Net Profit	-522.42	-54.65	-467.77	-8.56
Net Profit %	-13.98	-6.63	-7.35	-1.11

Top five Market/Products by Net sales

market	P&I item	Chang_pct
Australia	119.33	3.32
Austria	12.86	2.47
Bangladesh	36.41	3.00
Brazil	4.97	3.95
Canada	251.83	4.49
Chile	3.04	2.77
China	147.43	3.94
Columbia	1.00	5.31
France	98.75	1.61
Germany	75.11	3.33

segment	P&I item	Chang_pct
Networking	38.43	-0.15
Storage	54.59	0.00
Accessories	454.10	0.85
Peripherals	897.54	4.39
Notebook	1580.43	4.93
Desktop	711.08	14.32
Total	3736.17	3.54





20... 20... 20... 20... 20... 20...
EST

Q1 Q2 Q3 Q4
YTD YTG

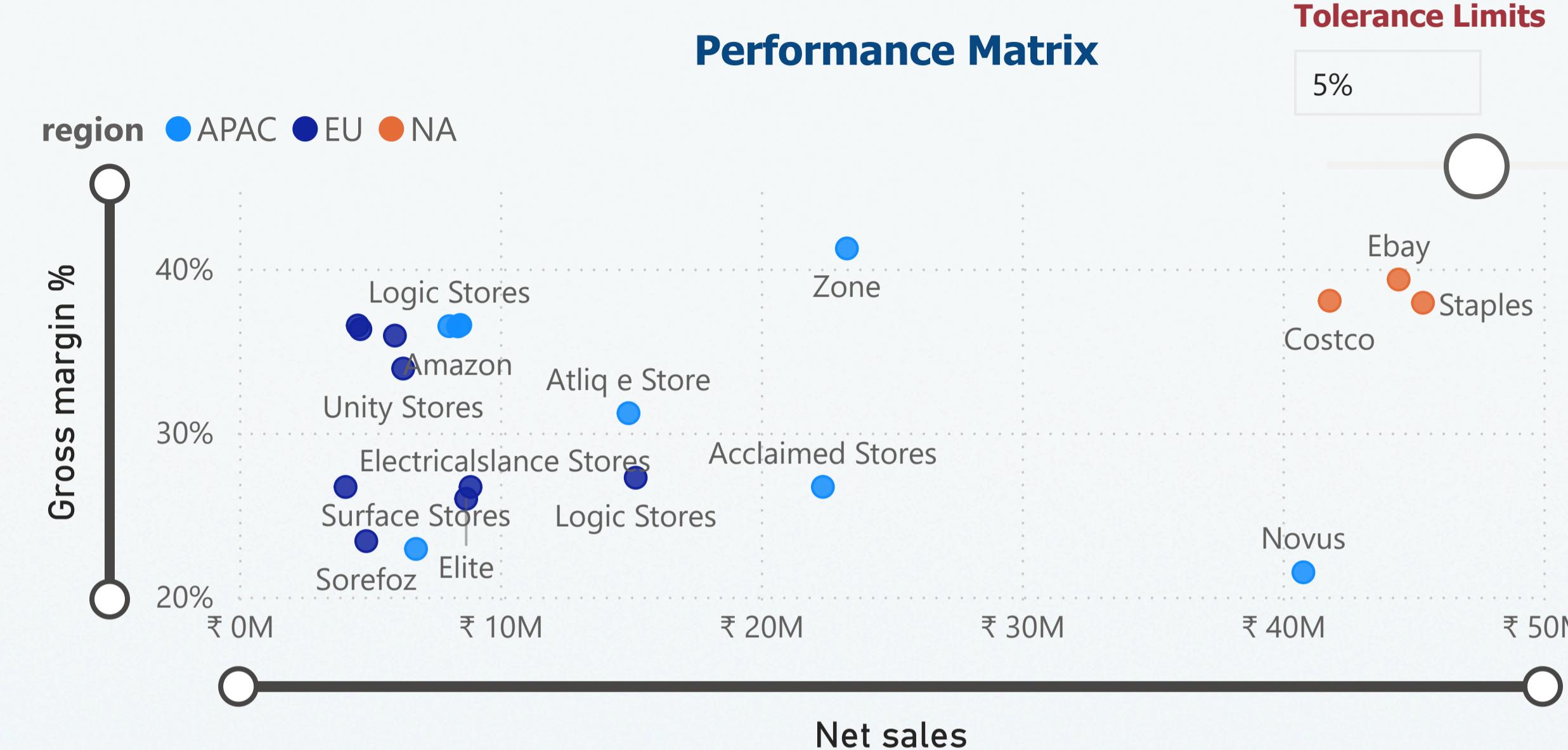
market
All

region
All

customer
All

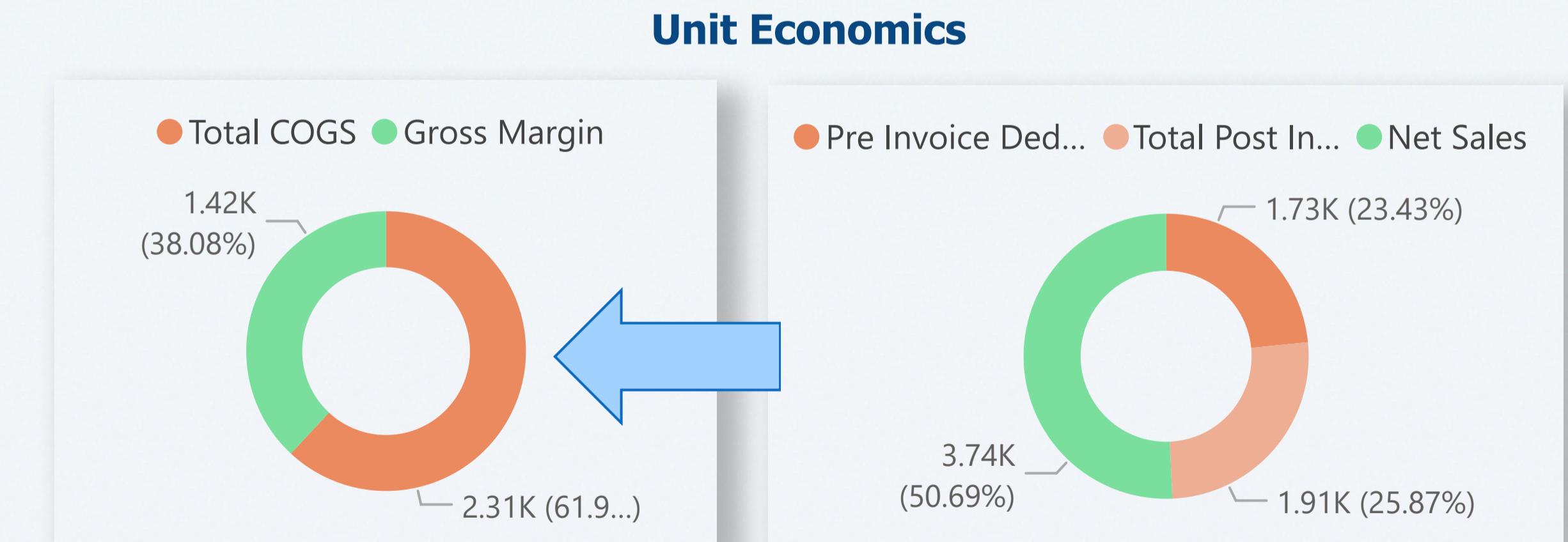
Top/Bottom customer by net sale and gross margin

customer	Net sales	Gross Margin	Gross margin %
Acclaimed Stores	₹ 73.36M	₹ 29.58M	40.32%
All-Out	₹ 4.41M	₹ 1.68M	38.17%
AltiQ Exclusive	₹ 307.17M	₹ 145.05M	47.22%
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	₹ 53.95M	₹ 21.10M	39.11%
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%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%



Top/Bottom products by net sale and gross margin

segment	Net sales	Gross Margin	Gross margin %
Accessories	₹ 454.10M	₹ 172.61M	38.01%
Peripherals	₹ 897.54M	₹ 341.22M	38.02%
Notebook	₹ 1,580.43M	₹ 600.96M	38.03%
Gaming Laptop	₹ 619.25M	₹ 233.85M	37.76%
Personal Laptop	₹ 539.83M	₹ 205.84M	38.13%
Business Laptop	₹ 421.35M	₹ 161.27M	38.27%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%





20... 20... 20... 20... 20... 20...
EST

Q1 Q2 Q3 Q4

YTD YTG

market
All ▾

region
All ▾

customer
All ▾

Top/Bottom products by net sale and gross margin

category	Net sales	Gross Margin	Gross margin %	Net Profit	Net Profit %
USB Flash Drives	₹ 3.69M	₹ 1.38M	37.22%	549.45K₹	-14.87%
Internal HDD	₹ 37.41M	₹ 14.33M	38.30%	5,154.77K₹	-13.78%
Wi fi extender	₹ 38.43M	₹ 14.78M	38.45%	5,271.81K₹	-13.72%
External Solid State Drives	₹ 50.90M	₹ 19.55M	38.41%	6,962.28K₹	-13.68%
Batteries	₹ 71.37M	₹ 26.84M	37.61%	10,274.91K₹	-14.40%
MotherBoard	₹ 101.84M	₹ 39.40M	38.69%	13,652.40K₹	-13.41%
Mouse	₹ 157.48M	₹ 59.79M	37.96%	22,263.36K₹	-14.14%
Keyboard	₹ 225.25M	₹ 85.98M	38.17%	31,242.51K₹	-13.87%
Graphic Card	₹ 233.69M	₹ 87.70M	37.53%	33,953.29K₹	-14.53%
Personal Desktop	₹ 367.18M	₹ 140.79M	38.34%	50,317.34K₹	-13.70%
Processors	₹ 524.59M	₹ 199.79M	38.08%	73,152.26K₹	-13.94%
Personal Laptop	₹ 539.83M	₹ 205.84M	38.13%	75,380.82K₹	-13.96%
Gaming Laptop	₹ 619.25M	₹ 233.85M	37.76%	88,612.23K₹	-14.31%
Business Laptop	₹ 765.25M	₹ 292.87M	38.27%	1,05,636.66K₹	-13.80%

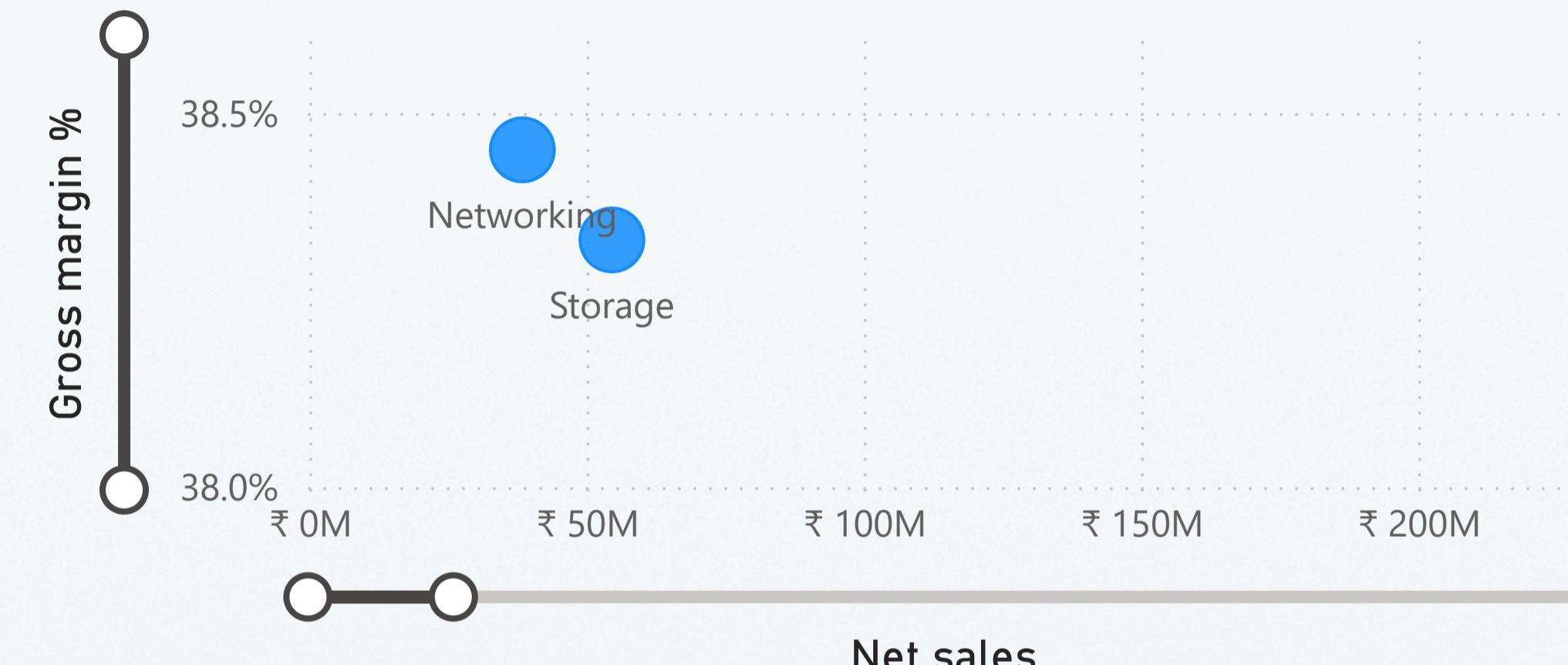
Top/Bottom region by net sale and gross margin

region	Net sales	Gross Margin	Gross margin %	Net Profit	Net Profit %
APAC	₹ 1,923.77M	₹ 690.21M	35.88%	28,11,62,471.92 -₹	-14.62%
NA	₹ 1,022.09M	₹ 459.68M	44.97%	14,53,05,884.48 -₹	-14.22%
EU	₹ 775.48M	₹ 267.80M	34.53%	9,55,18,773.36 -₹	-12.32%
LATAM	₹ 14.82M	₹ 5.19M	35.02%	4,36,952.29 -₹	-2.95%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	52,24,24,082.04 -₹	-13.98%

Show NP %

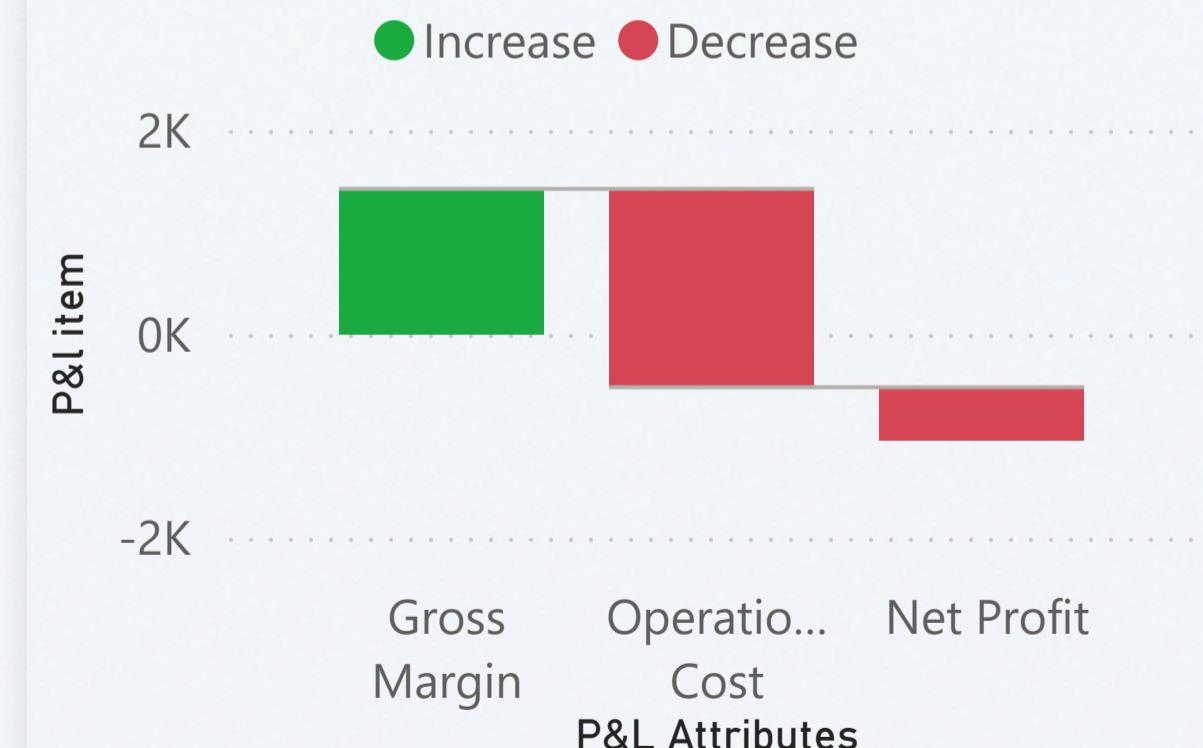
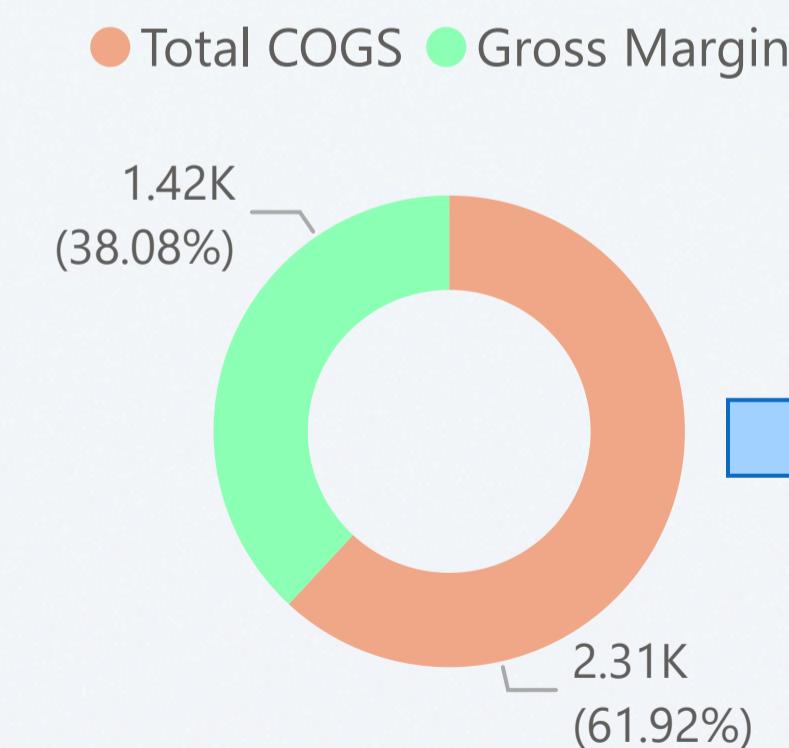
Performance Matrix

division ● N & S ● P & A ● PC

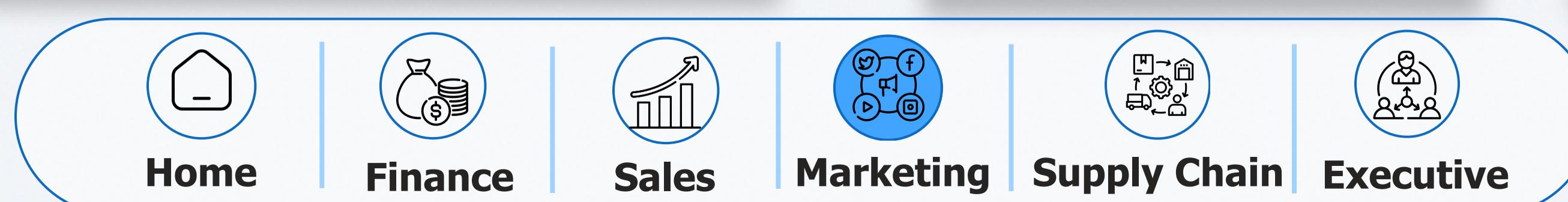


Net sales

Unit Economics



● Increase ● Decrease





20... 20... 20... 20... 20... 20...
20... EST

Q1 Q2 Q3 Q4

YTD YTG

market
All ▾

region
All ▾

customer
All ▾

7.54M!

LY: 8597536 (-12.31%)

ABS Error

-3.47M!

LY: -751.71K (-361.97%)

Net Error

79.43%

LY: 82.60% (-3.84%)

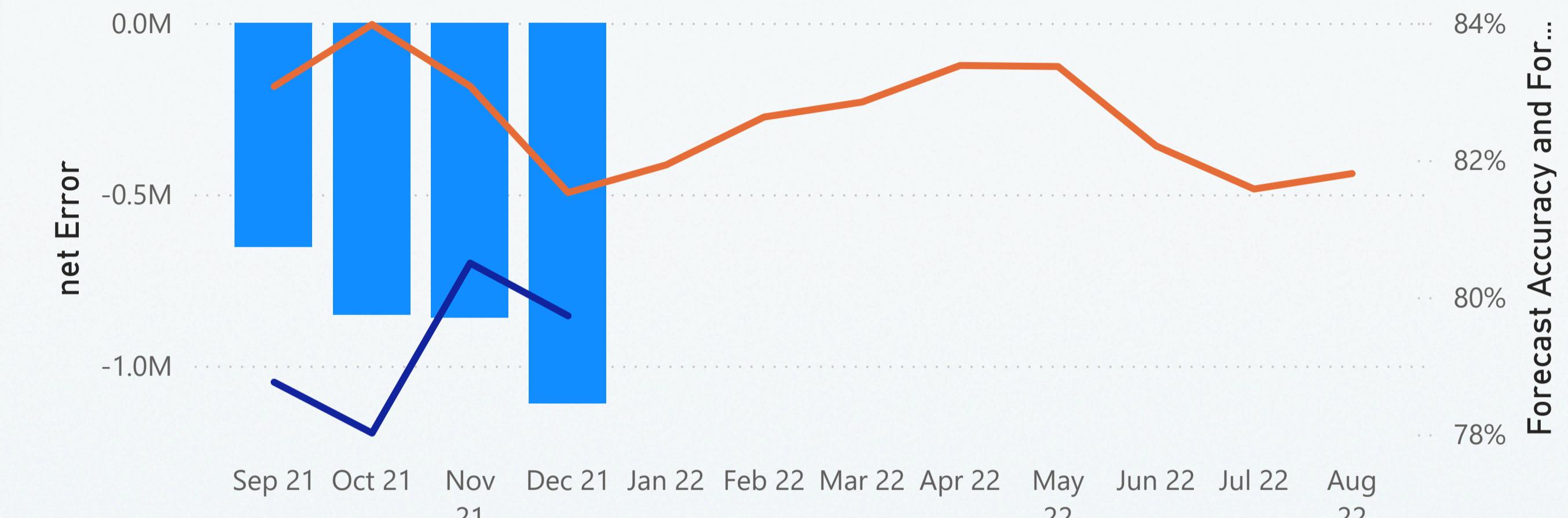
Forecast Accuracy

Top/Bottom Customer by Forecast Accuracy

customer	net Error	Forecast Accuracy	Forecast Accuracy LY	Risk
Notebillig	1141.00	97.64%	54.16%	EI
All-Out	-150.00	97.45%	69.33%	OOS
Saturn	2197.00	97.15%	56.64%	EI
Otto	1962.00	97.12%	52.98%	EI
Billa	3704.00	96.09%	52.91%	EI
Logic Stores	6430.00	95.99%	73.14%	EI
Atlas Stores	-4182.00	94.94%	70.32%	OOS
Surface Stores	-4304.00	94.49%	82.65%	OOS
Neptune	-49381.00	94.40%	86.96%	OOS
Zone	-19035.00	93.43%	90.57%	OOS
Taobao	-13408.00	92.86%	87.16%	OOS
Relief	-348.00	92.85%	87.26%	OOS
Electricalsquip o Stores	-8961.00	92.80%	72.78%	OOS
Total	-3472690.00	79.43%	82.60%	OOS

net Error, Forecast Accuracy and Forecast Accuracy LY by Start of Month

● net Error ● Forecast Accuracy ● Forecast Accuracy LY



Top/Bottom Customer by Forecast Accuracy

segment	net Error	Forecast Accuracy	Forecast Accuracy LY	Risk
Peripherals	-3204280.00	67.01%	81.05%	OOS
Storage	-628266.00	68.54%	75.74%	OOS
Networking	-12967.00	70.55%	75.52%	OOS
Desktop	78576.00	78.52%	76.38%	EI
Accessories	341468.00	80.13%	81.05%	EI
Notebook	-47221.00	81.29%	82.14%	OOS





20... 20... 20... 20... 20...
EST

Q1 Q2 Q3 Q4
Ly Target

YTD YTG
market All

region All

customer All

₹ 3.74bn✓
LY: \$823.85M (+353.5%)

0.38✓
LY: 0.36 (+4.37%)

-13.98%!
LY: -0.07 (-110.79%)

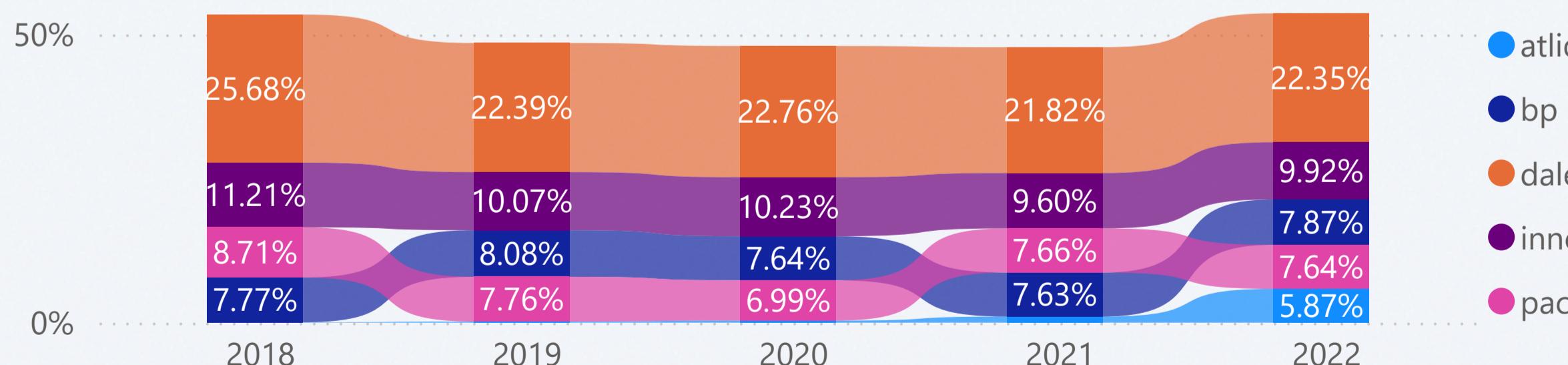
79.43%!
LY: 82.60% (-3.84%)

Forecast Acc

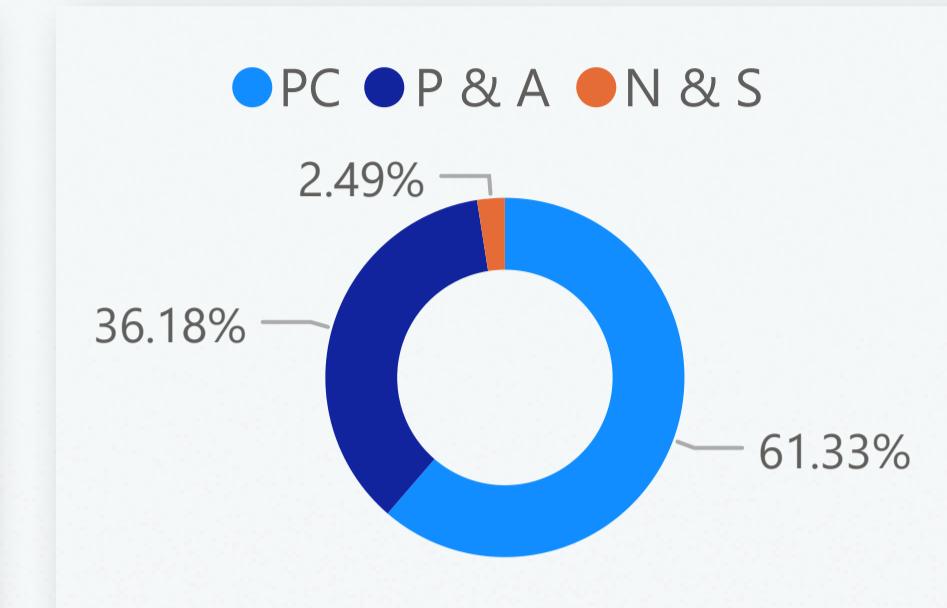
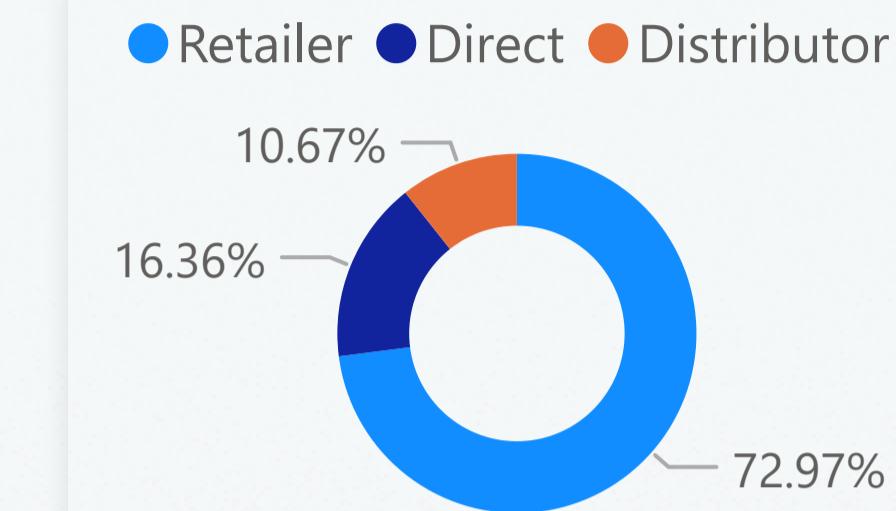
Key Insights for Sub Zones

sub_zone	Net sales	RC%	GM %	Net Profit %	Atliq MS%	Net Error %	Risk
NA	₹ 1,022.1M	27.4%	0.45	-14.22%	4.87%	14.35%	EI
India	₹ 945.3M	25.3%	0.36	-22.99%	13.26%	-24.37%	OOS
ROA	₹ 788.7M	21.1%	0.34	-6.32%	8.32%	-4.56%	OOS
NE	₹ 457.7M	12.3%	0.33	-18.09%	6.80%	-4.56%	OOS
SE	₹ 317.8M	8.5%	0.37	-4.00%	16.40%	-55.47%	OOS
ANZ	₹ 189.8M	5.1%	0.44	-7.39%	1.36%	-37.61%	OOS
LATAM	₹ 14.8M	0.4%	0.35	-2.95%	0.28%	3.37%	EI
Total	₹ 3,736.2M	100.0%	0.38	-13.98%	5.87%	-9.48%	OOS

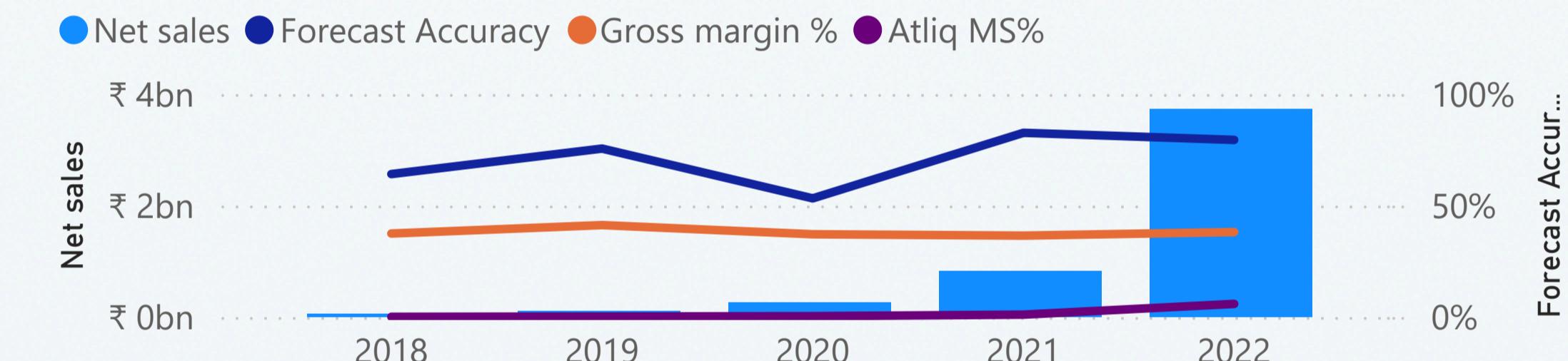
Market share trend - Atliq & Competitor



Revenue Distribution by Division & Channel



Revenue Distribution by Division & Channel



Top five market/ products by Net sales

customer	RC%	GM %
Atliq Exclusive	8.22%	0.47
Amazon	13.30%	0.37
Atliq e Store	8.14%	0.37
Flipkart	3.71%	0.42
Sage	3.42%	0.32
Total	36.79%	0.39

product	RC%	GM %
AQ Smash 2	4.13%	0.37
AQ Smash 1	3.81%	0.37
AQ HOME Allin1 Gen 2	5.70%	0.38
AQ Home Allin1	4.13%	0.39
AO BZ Allin1 Gen 2	5.42%	0.39
Total	23.19%	0.38

