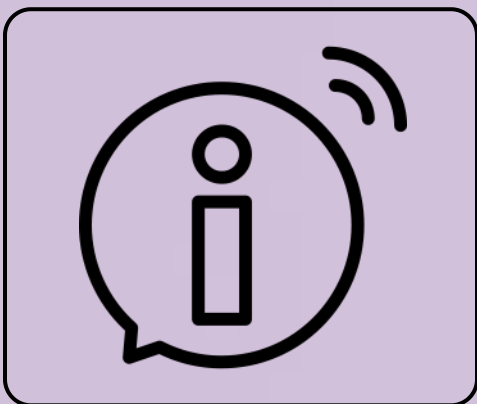




# Business Insights 360



## Info

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



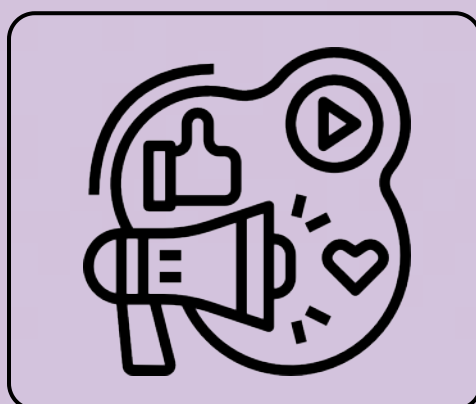
## Finance View

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



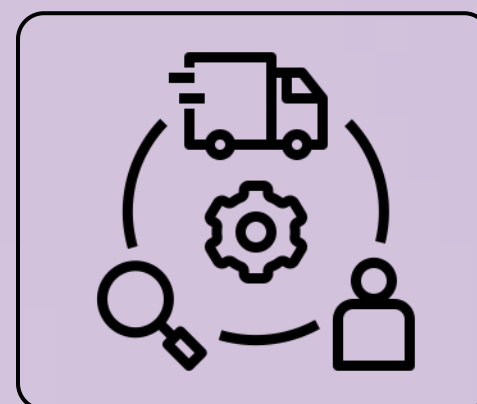
## Sales View

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



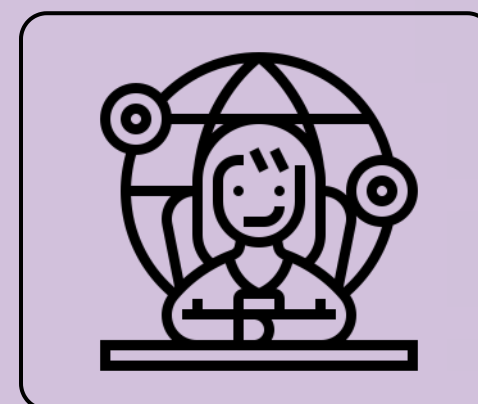
## Marketing View

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, pr...

All

2018

2019

2020

2021



Q1

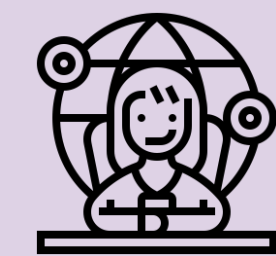
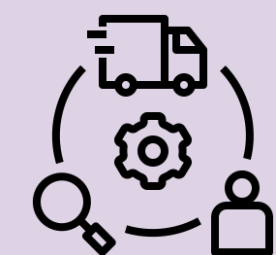
Q2

Q3

Q4

YTD

YTG



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net profit %

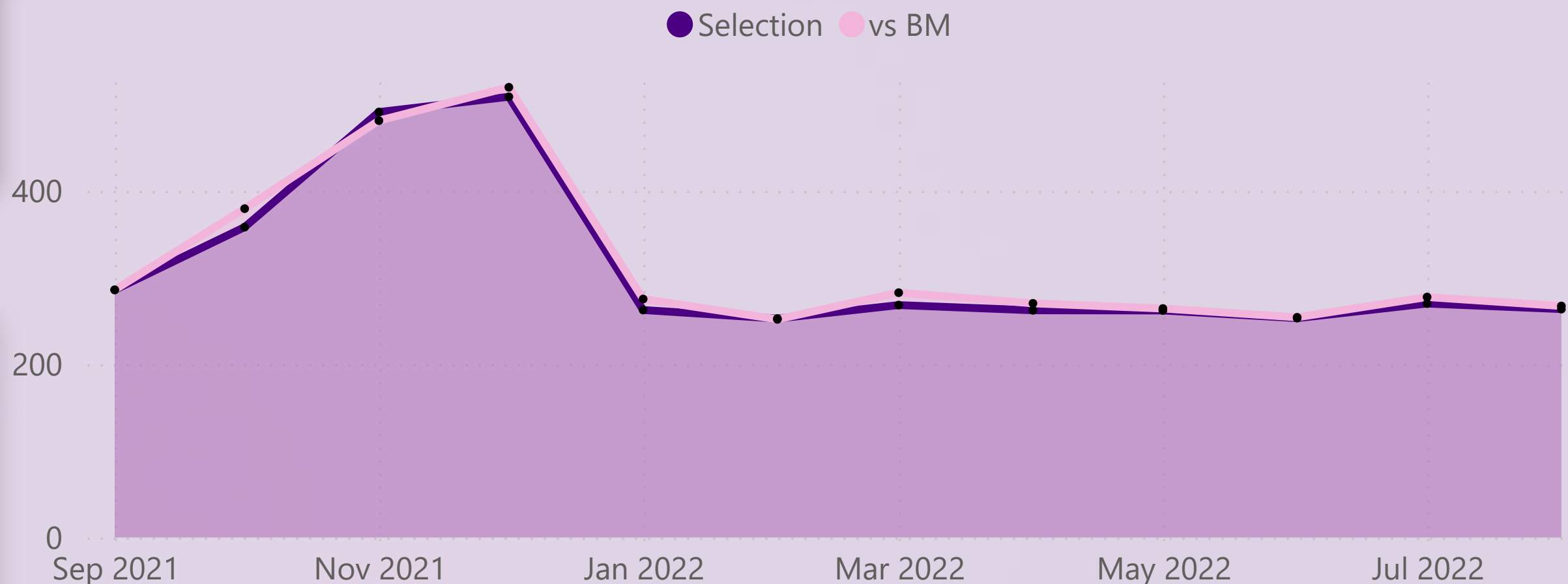
Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	-2.48
Australia	119.33	-2.01
Bangladesh	36.41	0.62
China	147.43	0.56
India	945.34	-3.28
Indonesia	96.61	-2.70
Japan	47.34	-2.88
Newzealand	70.45	0.13
Pakistan	31.05	-3.17
Philippines	120.22	-1.91
Total	3,736.17	-1.86

segment	P & L values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86

BM = Benchmark, LY= Last Year



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
Synthetic	\$52.24M	14.76M	28.25%
Surface Stores	\$11.01M	3.25M	29.49%
Staples	\$64.20M	24.99M	38.92%
Total	\$3,736.17M	1,422.88M	38.08%

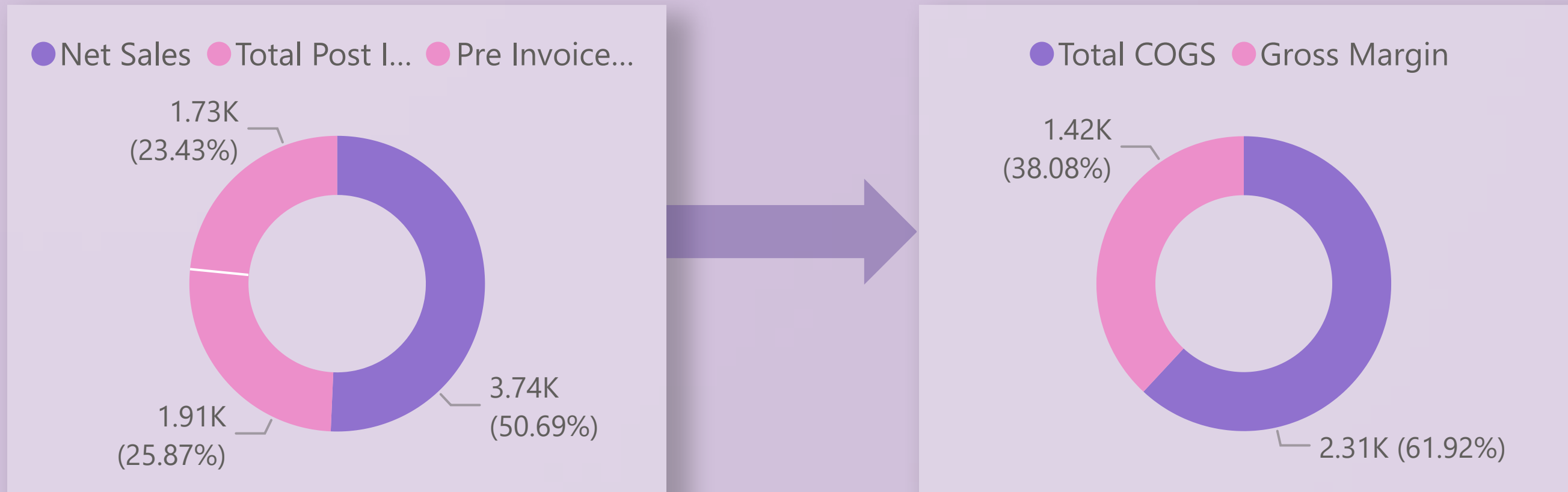
Performance Matrix



Product Performance

segment	NS \$	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

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021



Q1

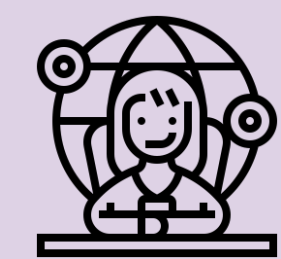
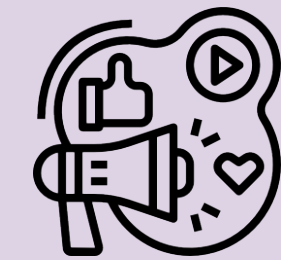
Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

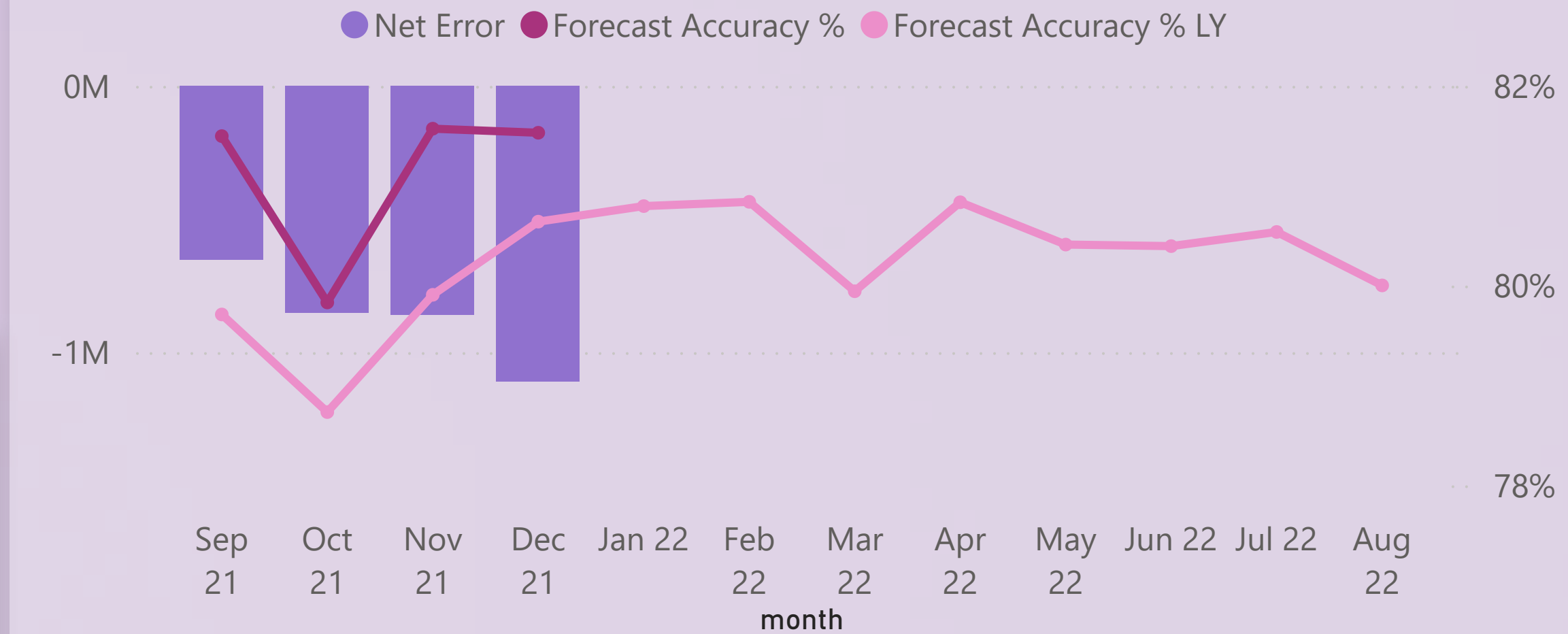
Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

ABS Error

## Accuracy / Net Error Trend



## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

## Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

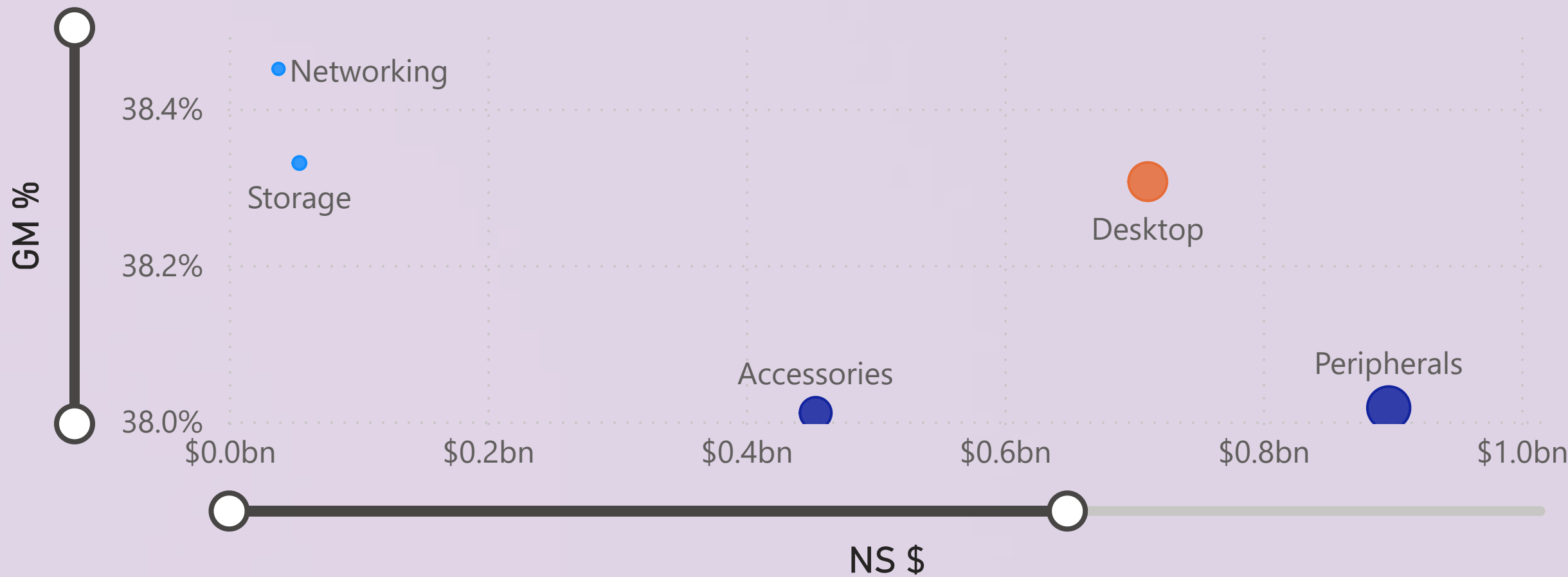
YTD

YTG

Show NP %

Performance Matrix

division N & S P & A PC

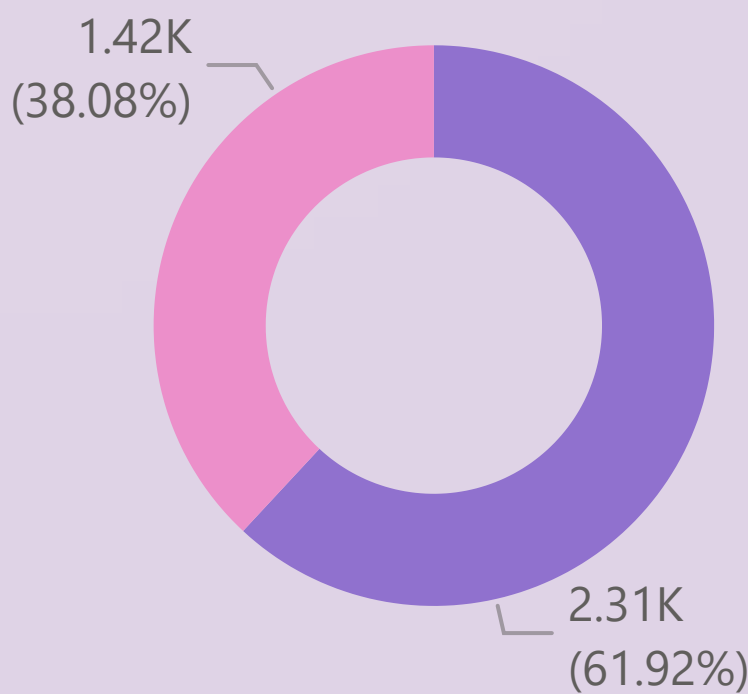


Region / Market / Customer performance

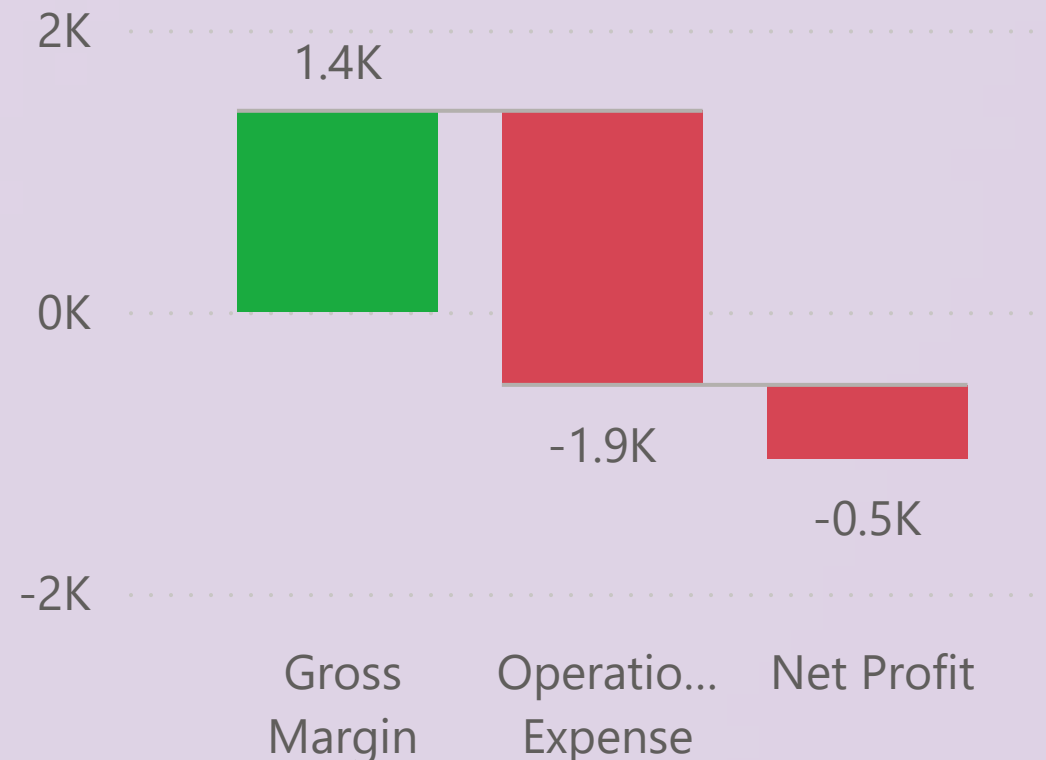
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

Total COGS Gross Margin



Increase Decrease





region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

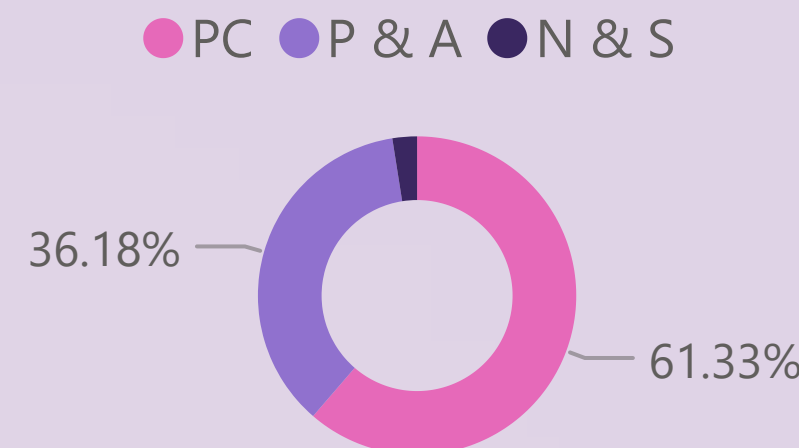
vs LY

vs Target

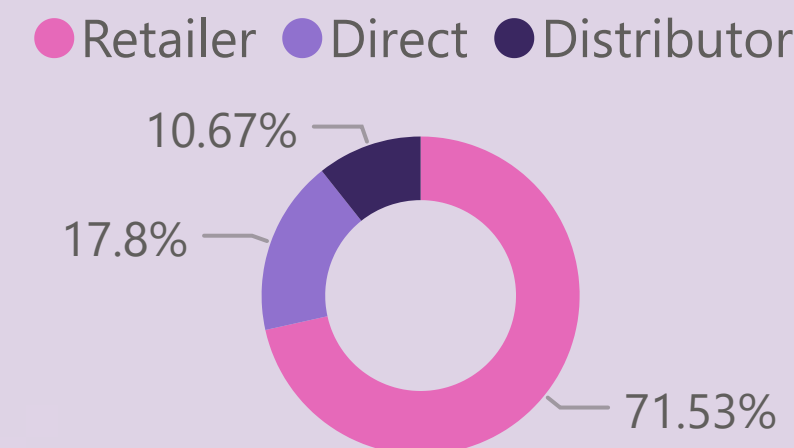
YTD

YTG

## Revenue by Division



## Revenue by Channel



**\$3.74bn!**  
BM: 3.81bn (-1.86%)  
**Net Sales**

**38.08%!**  
BM: 38.34% (-0.66%)  
**GM %**

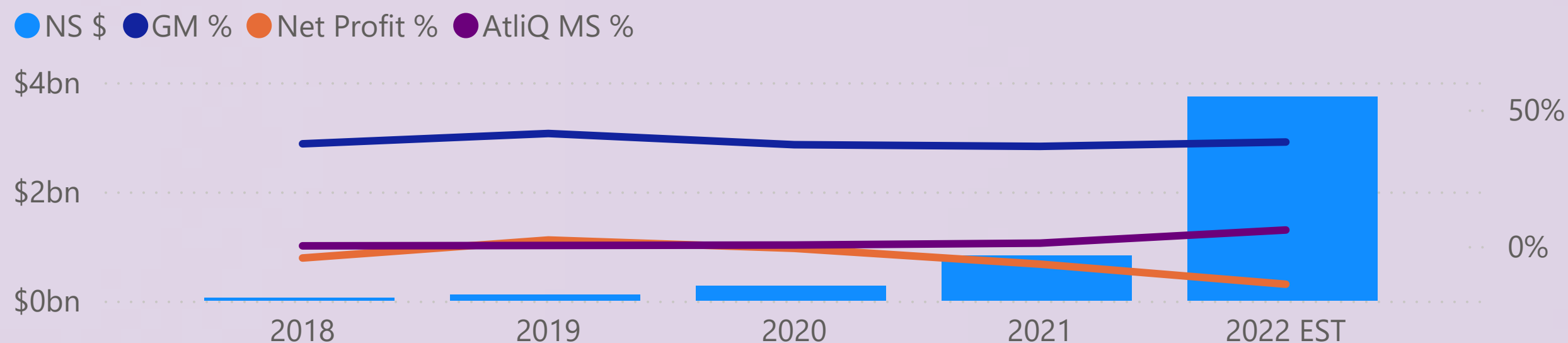
**-13.98%✓**  
BM: -14.19% (+1.47%)  
**Net profit %**

**81.17%✓**  
LY: 80.21% (+1.2%)  
**Forecast Accuracy**

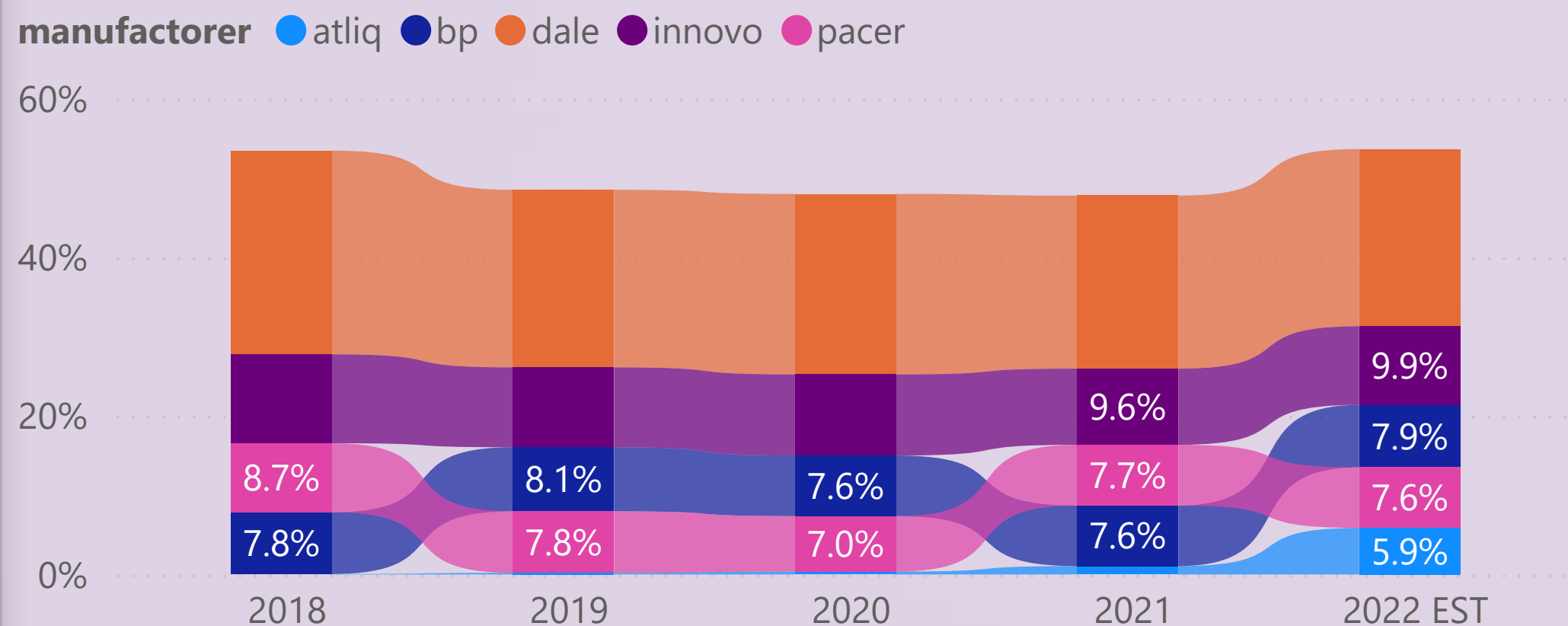
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.36%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.26%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.28%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.87%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.80%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.32%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.40%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1%	↓	-14.0%	5.87%	-9.5%	OOS

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



## PC Market Share Trend - AtliQ &amp; Competitors



## Top 5 Customers by Revenue

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

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	23.19%	38.06%

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