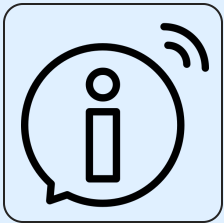




Business Insights 360



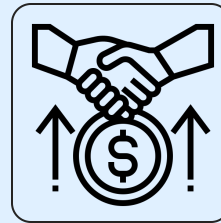
Info

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



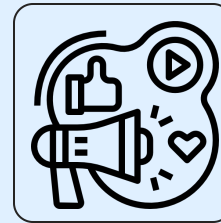
Finance View

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



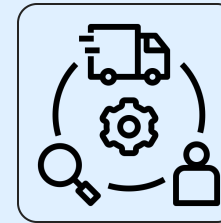
Sales View

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



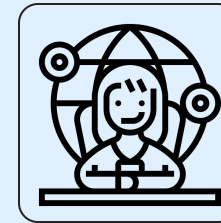
Marketing View

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

\$0.82bn✓

BM: 0.27bn (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

Gross Margin %

-6.63%!

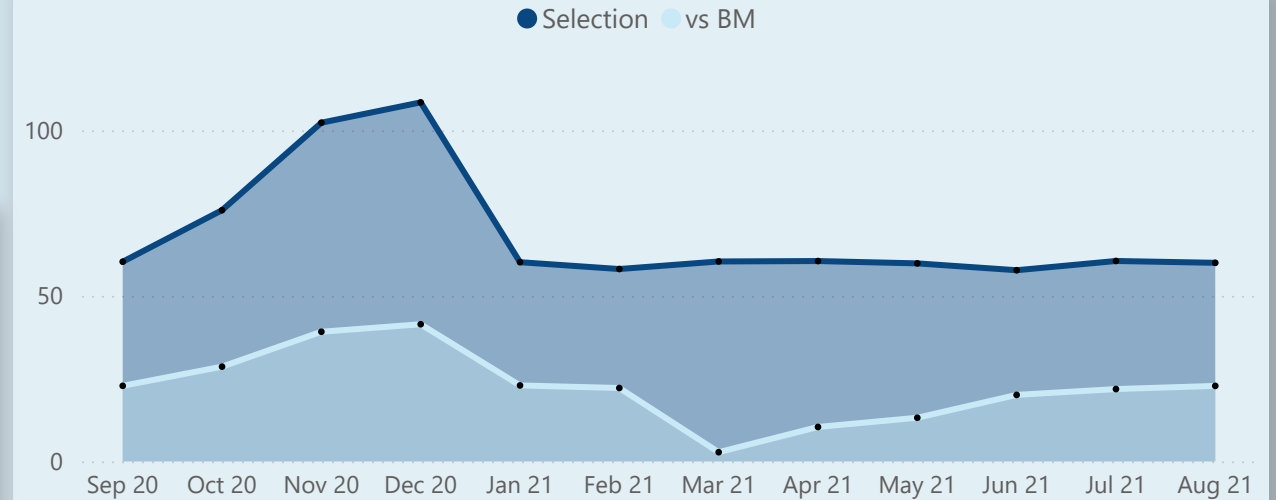
BM: -0.85% (-676.38%)

Net Profit %

Profit & 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 Expense	-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 & Customers 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 = Benchmark, LY= Last Year



Region, Market
All

Customer
All

Segment, Category, Product
All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

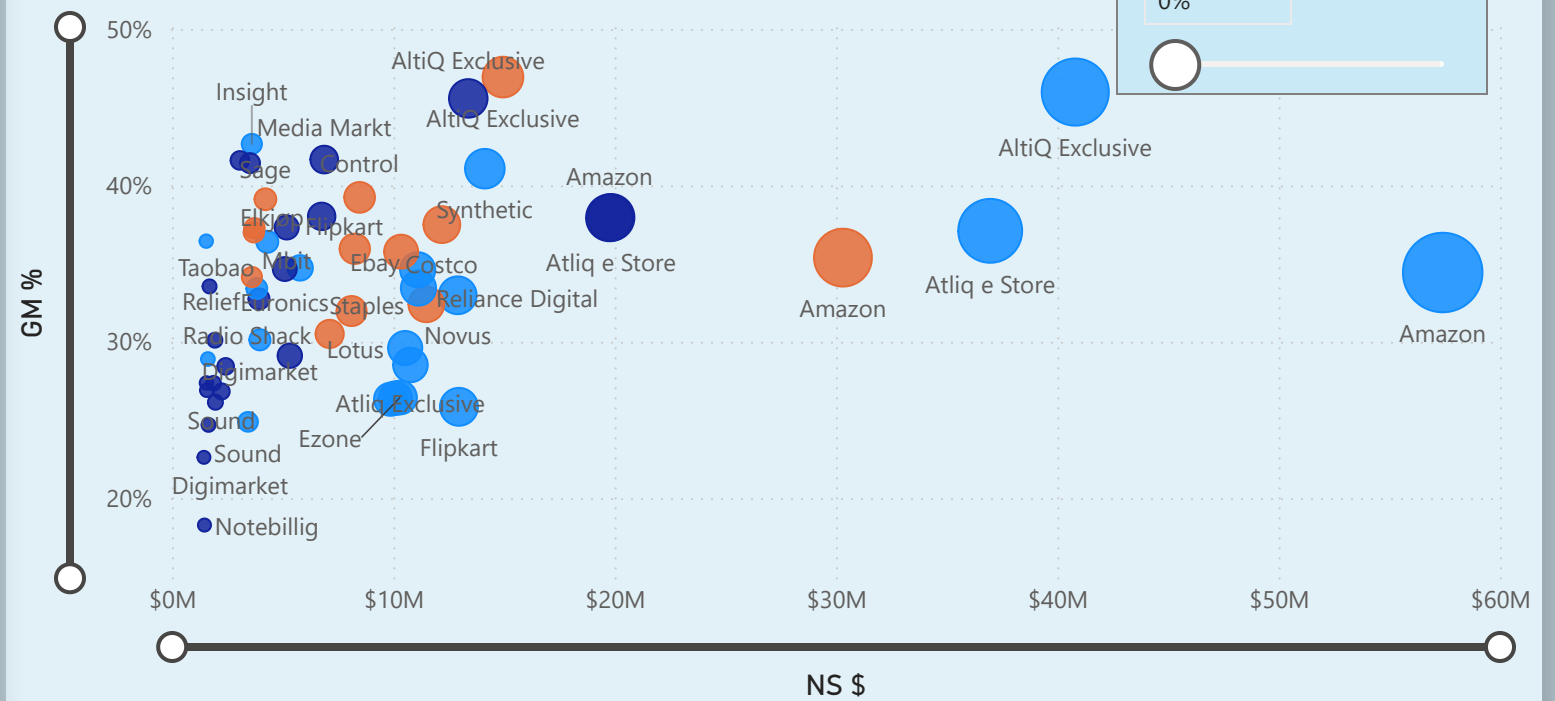
Customer Performance

Customer	NS \$	Gross Margin \$	GM %
All-Out	\$1.1M	0.5M	47.53%
Electricalsquipo	\$4.8M	2.2M	47.19%
Stores			
Logic Stores	\$6.3M	3.0M	46.98%
AltiQ Exclusive	\$69.2M	31.9M	46.10%
Sorefoz	\$6.1M	2.7M	44.13%
Zone	\$6.9M	3.0M	43.55%
Insight	\$3.6M	1.5M	42.65%
Info Stores	\$2.4M	1.0M	42.43%
Flawless Stores	\$2.4M	1.0M	41.98%
Electricalsbea Stores	\$1.5M	0.6M	41.85%
Epic Stores	\$5.5M	2.3M	41.79%
Media Markt	\$6.9M	2.9M	41.65%
Electricalslance	\$3.1M	1.3M	41.60%
Stores			
Power	\$2.6M	1.1M	41.40%
Coolblue	\$5.6M	2.3M	41.26%
Total	\$823.8M	300.6M	36.49%

Performance Matrix

vs LY vs Target

Region ● APAC ● EU ● NA

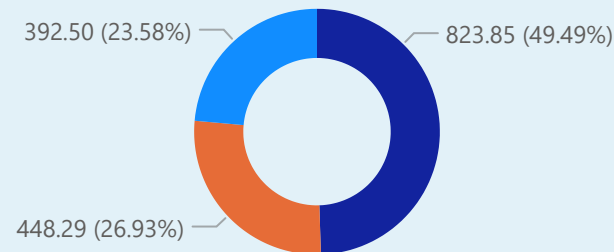


Customer Performance

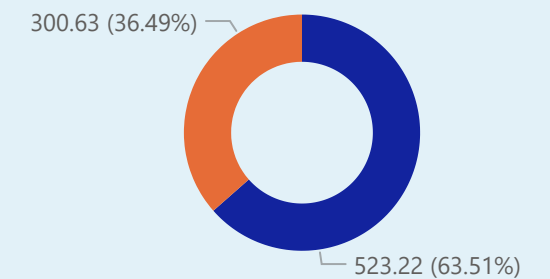
Segment	NS \$	Gross Margin \$	GM %
Accessories	\$244.8M	89.3M	36.47%
Desktop	\$46.4M	16.8M	36.17%
Networking	\$45.2M	16.6M	36.75%
Notebook	\$266.5M	97.1M	36.45%
Peripherals	\$166.5M	60.8M	36.52%
Storage	\$54.4M	20.0M	36.75%
Total	\$823.8M	300.6M	36.49%

Unit Economics

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



● Total COGS ● Gross Margin





Region, Market
All

Customer
All

Segment, Category, Product
All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

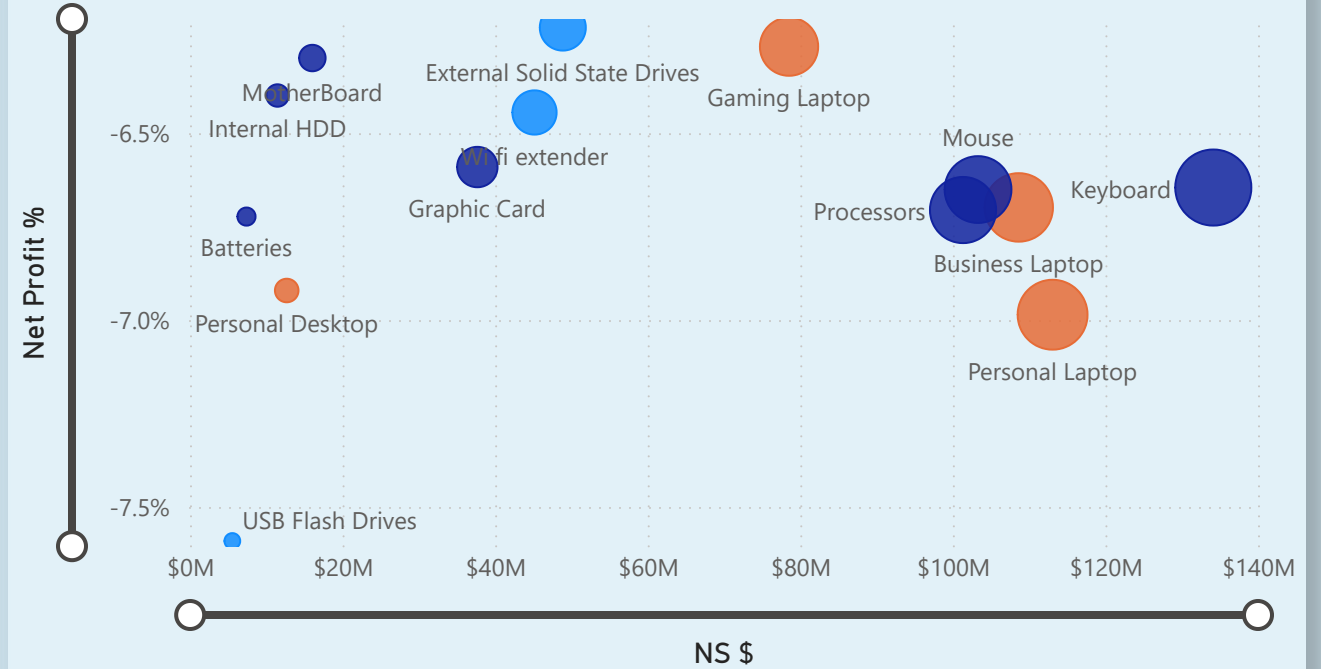
Product Performance

Segment	NS \$	Gross Margin \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.8M	89.3M	36.47%	-16.28M	-6.65%
Desktop	\$46.4M	16.8M	36.17%	-3.27M	-7.04%
Networking	\$45.2M	16.6M	36.75%	-2.91M	-6.44%
Notebook	\$266.5M	97.1M	36.45%	-17.71M	-6.64%
Peripherals	\$166.5M	60.8M	36.52%	-11.02M	-6.62%
Storage	\$54.4M	20.0M	36.75%	-3.46M	-6.36%
Total	\$823.8M	300.6M	36.49%	-54.65M	-6.63%

Show GM %

Performance Matrix

Division N & S P & A PC

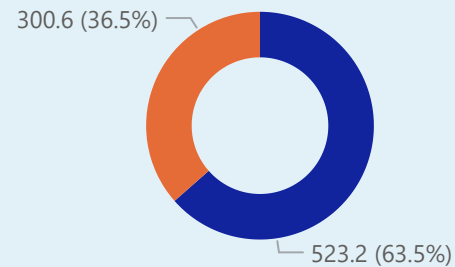


Region/ Market/ Customer Performance

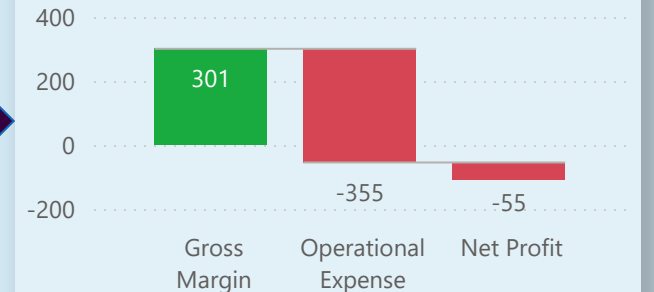
Region	NS \$	Gross Margin \$	GM %	Net Profit \$	Net Profit %
EU	\$200.8M	77.0M	38.34%	2.81M	1.40%
LATAM	\$3.2M	1.2M	37.54%	0.20M	6.18%
NA	\$177.9M	66.3M	37.23%	-24.32M	-13.67%
APAC	\$442.0M	156.2M	35.34%	-33.33M	-7.54%
Total	\$823.8M	300.6M	36.49%	-54.65M	-6.63%

Unit Economics

Total COGS Gross Margin



Increase Decrease





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

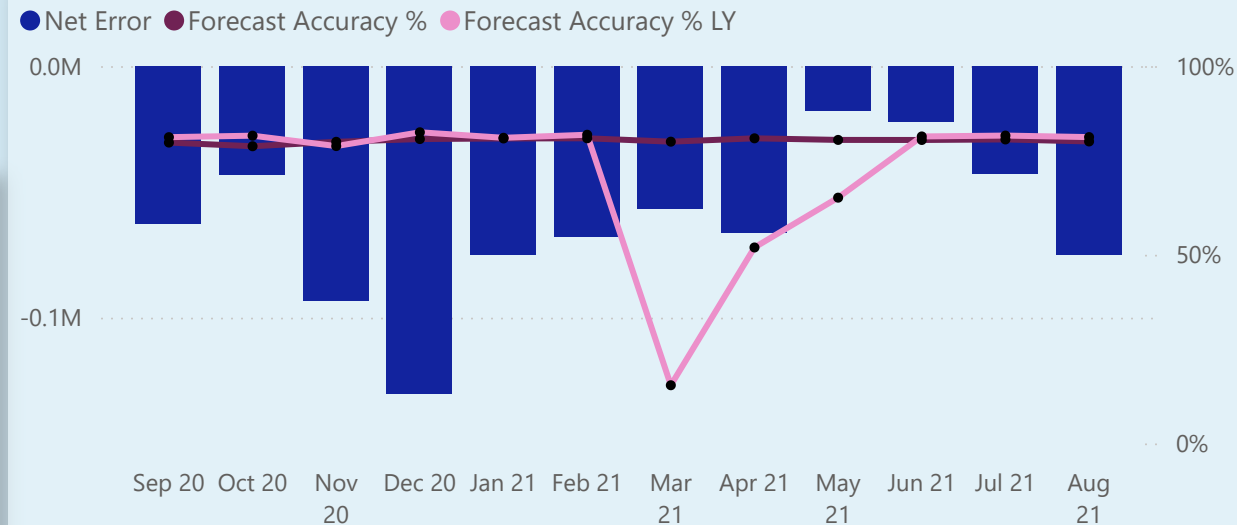
-751.7K✓
LY: 491.6K (-252.91%)
Net Error

9780.7K!
LY: 5743.2K (+70.3%)
Absolute Error

Key Metrics by Customers

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
AltiQ Exclusive	71.15%	56.78%	-191800	-5.7%	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	42.13%	32.66%	2714	0.4%	EI
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
Croma	42.78%	35.49%	45046	6.0%	EI
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.5%	OOS
Digimarket	40.79%	39.69%	-72129	-23.2%	OOS
Ebav	50.49%	18.21%	-49299	-4.2%	OOS
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 Profit %	Risk
Desktop	84.37%	70.07%	16205	-7.04%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Storage	83.54%	81.01%	1507656	-6.36%	EI
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Total	80.21%	72.99%	-751714	-6.63%	OOS



Region, Market
All

Customer
All

Segment, Category, Product
All

\$0.82bn✓
BM: 0.27bn (+207.43%)
Net Sales

36.49%!
BM: 37.10% (-1.65%)
Gross Margin %

-6.63%!
BM: -0.85% (-676.38%)
Net Profit %

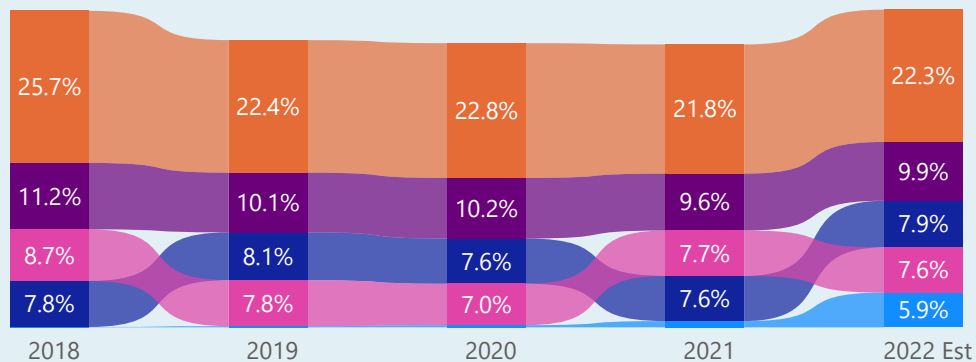
80.21%✓
BM: 72.99%
(+9.88%)
Forecast Accuracy

Key Insights by Sub Zones

Sub Zones	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$186.9M	22.7%	38.3%	8.2%	1.47%	-21.6%	OOS
ANZ	\$44.4M	5.4%	38.5%	7.3%	0.28%	-5.2%	OOS
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.05%	5.3%	EI
SE	\$91.5M	11.1%	38.7%	4.4%	3.63%	10.6%	EI
NE	\$109.3M	13.3%	38.0%	-1.1%	1.17%	11.3%	EI
NA	\$177.9M	21.6%	37.2%	-13.7%	0.76%	-7.1%	OOS
India	\$210.7M	25.6%	32.0%	-24.7%	2.45%	3.9%	EI
Total	\$823.8M	100.0%	36.5%	-6.6%	1.06%	-1.5%	OOS

PC Market Share Trend by AtliQ & Competitors

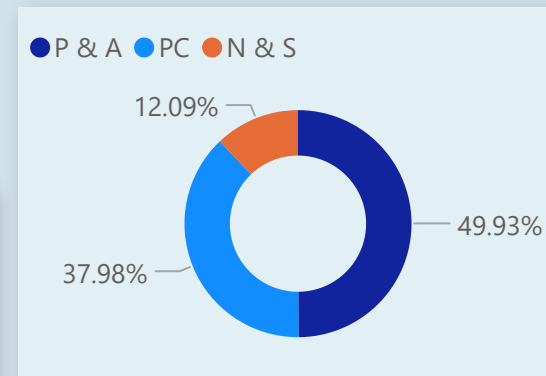
atliq bp dale innovo pacer



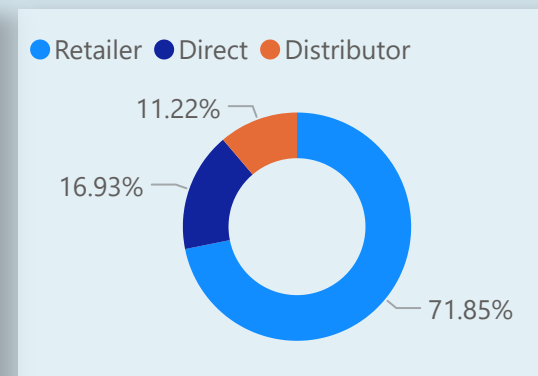
2019 2020 **2021** 2022 Est

Q1 Q2 Q3 Q4 YTD YTG

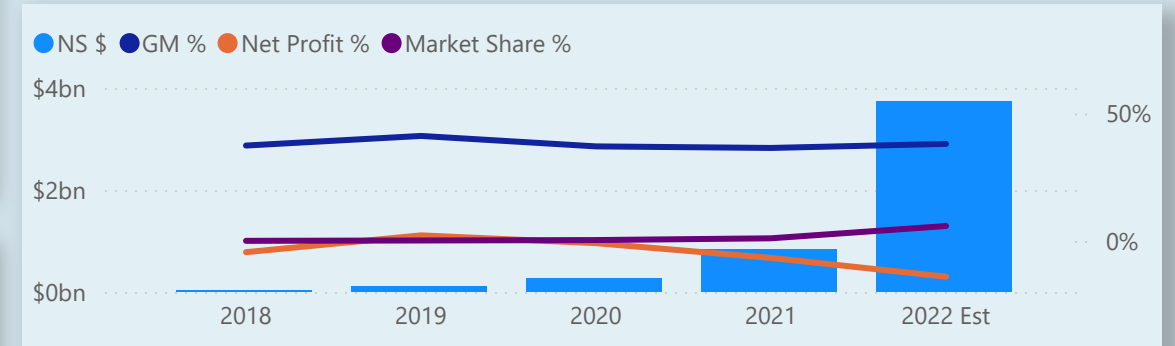
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

Customer	RC %	GM %
AltiQ Exclusive	8.4%	46.10%
Amazon	13.2%	35.40%
AtliQ e Store	8.5%	37.54%
Flipkart	3.1%	30.23%
Sage	3.3%	35.16%
Total	36.5%	37.90%

Top 5 Products by Revenue

Product	RC %	GM %
AQ Trigger	3.3%	36.89%
AQ Qwerty	3.4%	37.09%
AQ Maxima	2.7%	36.68%
AQ Gen Y	2.9%	36.06%
AQ BZ Allin1	4.1%	35.97%
Total	16.3%	36.52%

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

vs LY vs Target