

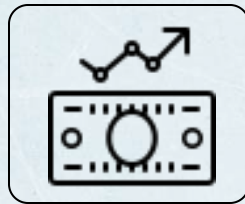


## Business Insights 360



### Info

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



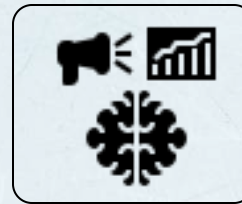
### Finance View

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**.



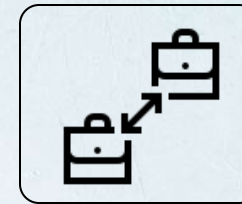
### Marketing View

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, categ...  
All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales

₹ 3,736.17M!

BM: 3,807.09M (-1.86%)

GM %

38.08%!

BM: 38.34% (-0.66%)

Net Profit %

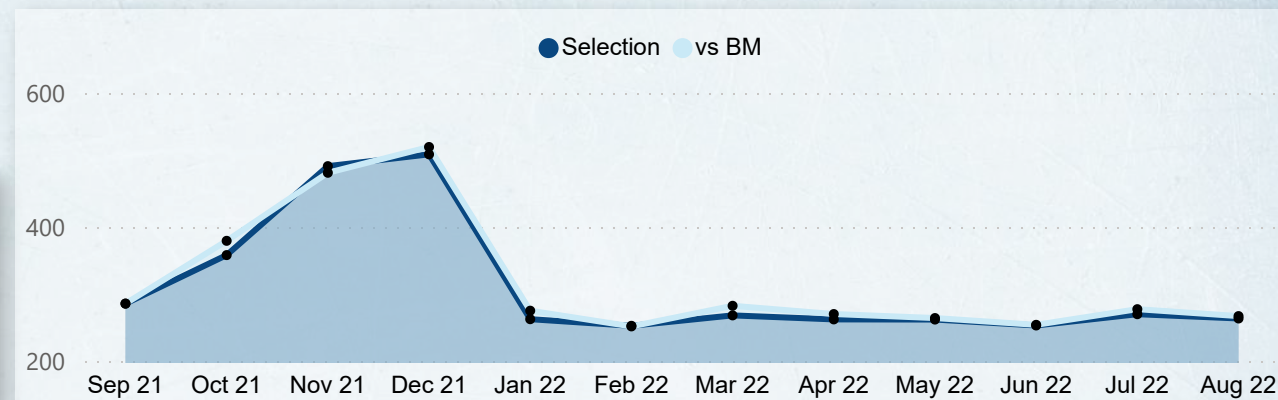
-13.98%✓

BM: -14.19% (+1.47%)

### Profit and Loss Statement

Line Item	2022Est	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



### Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L chg %
APAC	1,923.77	-2.48
NA	1,022.09	-1.24
EU	775.48	-1.13
LATAM	14.82	-1.60

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	

BM = Benchmark, LY = Last Year





region, market

All

customer

All

segment, categ...

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vs LY

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## Customer Performance

customer	NS	GM	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AltiQ Exclusive	₹ 307.17M	145.05M	47.22%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
walmart	₹ 72.41M	33.06M	45.66%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Product Performance

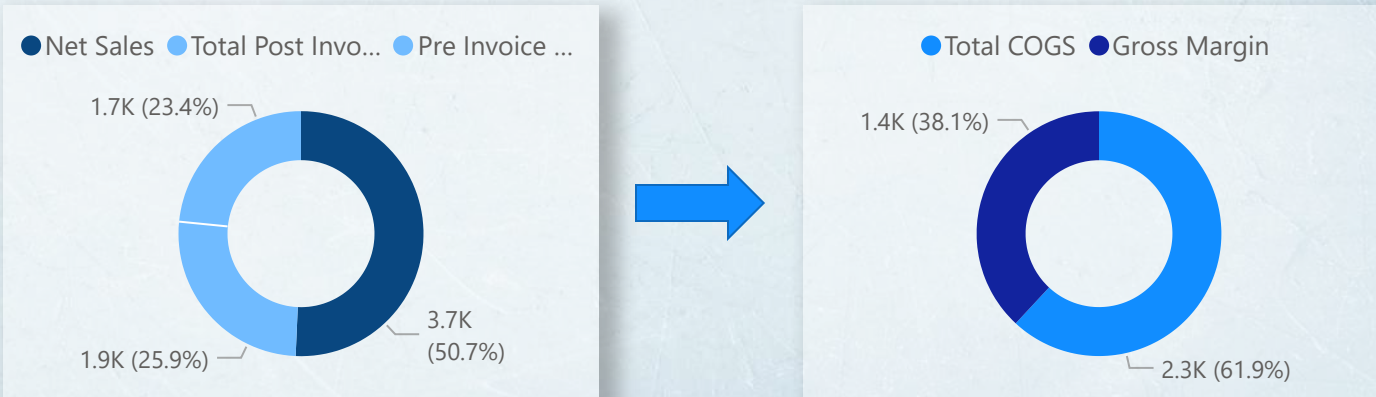
segment	NS	GM	GM %
Notebook	₹ 1,580.43M	600.96M	38.03%
Peripherals	₹ 897.54M	341.22M	38.02%
Desktop	₹ 711.08M	272.39M	38.31%
Accessories	₹ 454.10M	172.61M	38.01%
Storage	₹ 54.59M	20.93M	38.33%
Networking	₹ 38.43M	14.78M	38.45%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Performance Matrix

region ● APAC ● EU ● LATAM



## Unique Economics







region, market  
All

customer  
All

segment, categ...  
All

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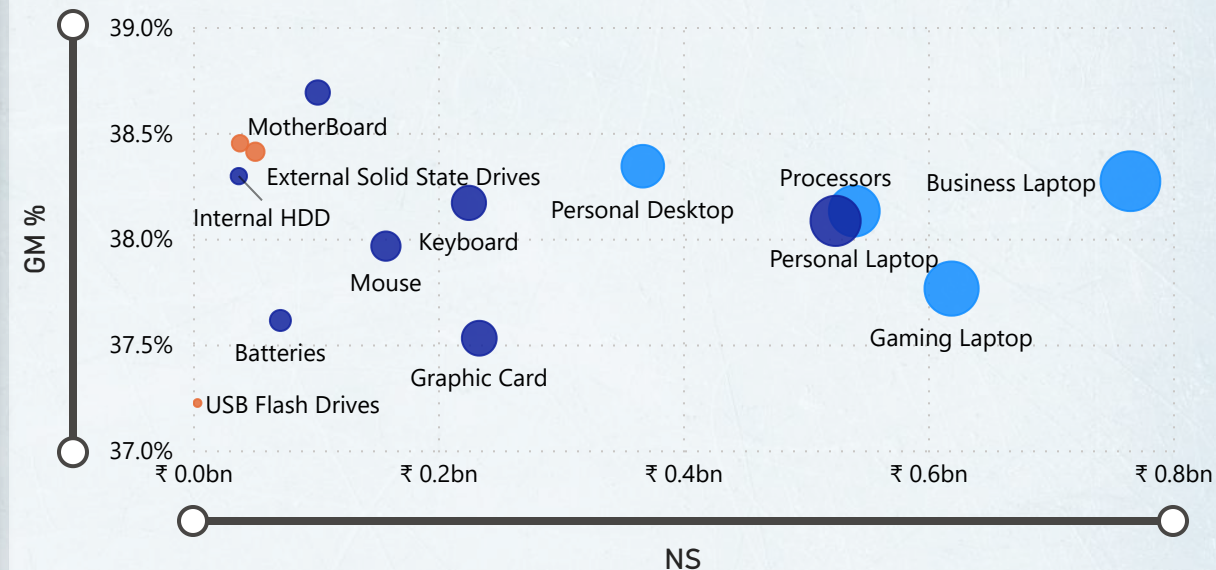
### Product Performance

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

Show NP%

### Performance Matrix

division N & S P & A PC

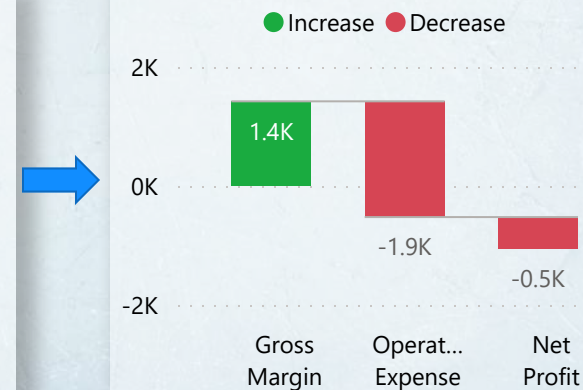
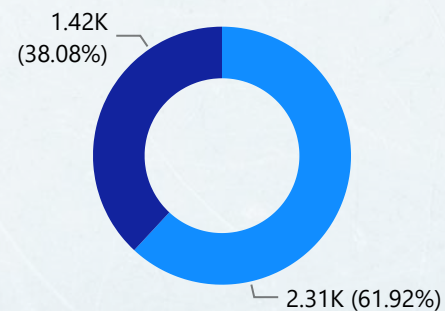


### Region / Market / Customer Performance

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

### Unit Economics

Total COGS Gross Margin







region, market

All

customer

All

segment, categ...

All

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## Forecast Accuracy

82.18%✓

LY: 80.69% (+1.84%)

## Net Error

-3472.7K✓

LY: -751.7K (-361.97%)

## ABS Error

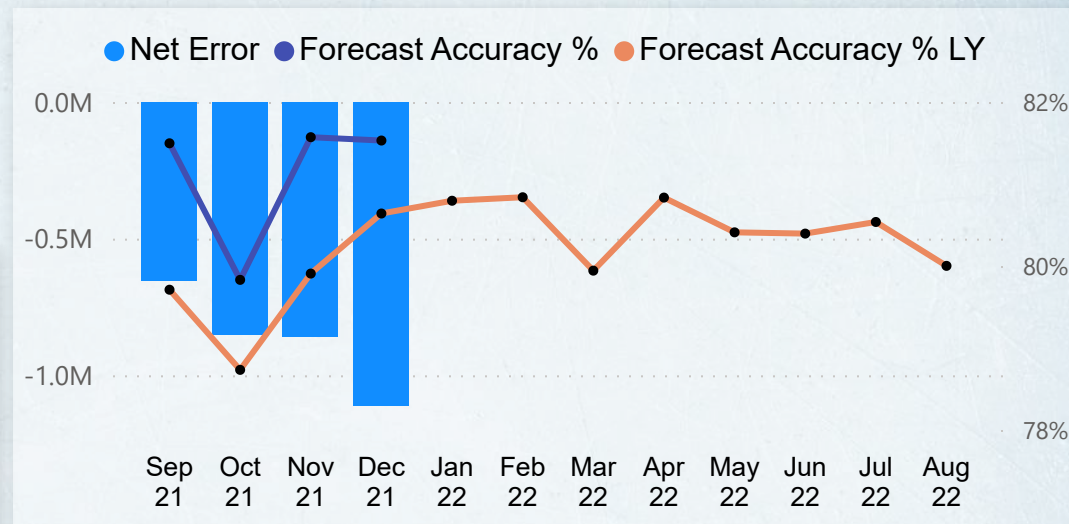
6529.4K✓

LY: 9539.3K (-31.55%)

## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	70.48%	74.75%	83037	10.74%	EI
BestBuy	64.67%	69.47%	81179	16.72%	EI
Billa	65.95%	50.23%	3704	3.91%	EI
Circuit City	64.17%	71.78%	85248	16.55%	EI
Control	67.27%	72.93%	64731	13.01%	EI
Costco	70.03%	76.32%	101913	15.79%	EI
Currys (Dixons Carphone)	72.70%	61.89%	8104	6.00%	EI
Leader	66.83%	54.27%	166751	10.98%	EI
Logic Stores	71.69%	68.12%	6430	2.37%	EI
Nomad Stores	73.35%	77.53%	3394	1.34%	EI
Notebillig	64.77%	50.64%	1141	1.31%	EI
Otto	66.67%	50.09%	1962	2.41%	EI
Path	67.65%	74.78%	91486	14.91%	EI
<b>Total</b>	<b>82.18%</b>	<b>80.69%</b>	<b>-347269</b>	<b>-9.48%</b>	<b>OOS</b>

## Accuracy / Net Error Trend



## Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊕ Peripherals	68.17%	83.69%	-3204280	-31.83%	OOS
⊕ Storage	72.40%	84.23%	-628266	-25.61%	OOS
⊕ Notebook	88.20%	80.01%	-47221	-1.69%	OOS
⊕ Networking	97.32%	91.83%	-12967	-1.69%	OOS
⊕ Accessories	88.81%	78.03%	341468	1.72%	EI
⊕ Desktop	89.30%	84.52%	78576	10.24%	EI
<b>Total</b>	<b>82.18%</b>	<b>80.69%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>





region, market

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Net Sales

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BM: 3,807.09M

(-1.86%)

GM %

38.08% !

BM: 38.34%

(-0.66%)

Net Profit %

-13.98%✓

BM: -14.19%

(+1.47%)

Forecast Accuracy

82.18%✓

LY: 80.69%

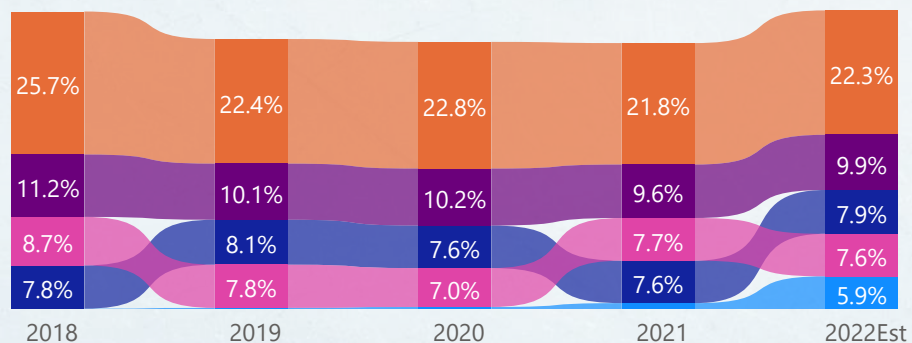
(+1.84%)

## Key Insights by Sub Zone

Sub Zone	NS	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	₹ 14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.37%	EI
SE	₹ 317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.47%	OOS
ROA	₹ 788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.56%	OOS
ANZ	₹ 189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.61%	OOS
NA	₹ 1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.35%	EI
NE	₹ 457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.56%	OOS
India	₹ 945.3M	25.3%	35.8%	↓ -23.0%	13.3%	-24.37%	OOS
Total	₹ 3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

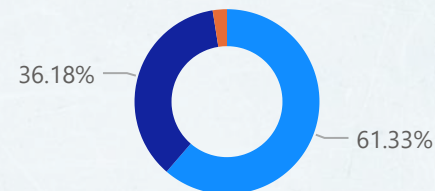
## PC Market Share Trend - AtliQ and Competitor

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



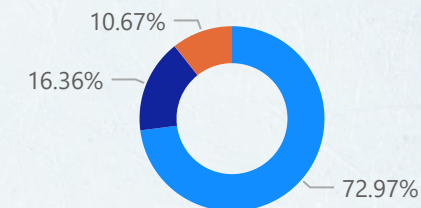
## Revenue by Division

● PC ● P &amp; A ● N &amp; S



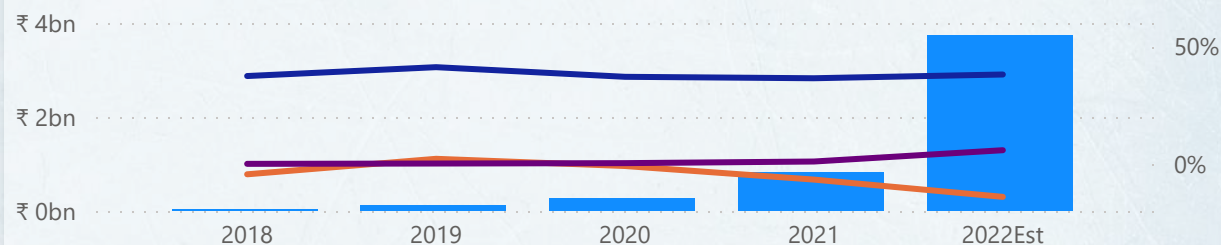
## Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS ● GM % ● Net Profit % ● AtliQ MS %



## Top 5 Customer by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	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, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock