



# Business Insights 360



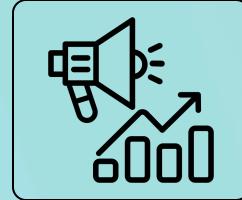
## Finance View

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



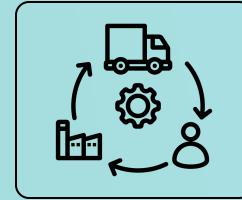
## Sales View

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



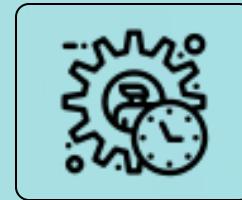
## Marketing View

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.



region, market

customer

segment, category, pro...

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY      vs Target

**\$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****Top/ Bottom Products & Customers by Net Sales**

| region       | P & L Values  | P & L Chg %  | segment       | P & L Values | P & L Chg %  |
|--------------|---------------|--------------|---------------|--------------|--------------|
| + EU         | 775.48        | -1.13        | + Accessories | 454.1        | 0            |
| + NA         | 1022.09       | -1.24        | + Desktop     | 711.0        | 8            |
| + LATAM      | 14.82         | -1.60        | + Networking  | 38.43        |              |
| + APAC       | 1923.77       | -2.48        | + Notebook    | 1580.        | 43           |
| <b>Total</b> | <b>3736.1</b> | <b>-1.86</b> | + Peripherals | 897.5        | 4            |
|              | 7             |              | <b>Total</b>  | <b>3736.</b> | <b>-1.86</b> |
|              |               |              |               |              |              |
|              |               |              |               |              |              |

BM = Benchmark , LY = Last Year



region, market

customer

segment, category, pro...

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## Customer Performance

| customer            | NS \$              | GM \$            | GM %          |
|---------------------|--------------------|------------------|---------------|
| Acclaimed Stores    | \$73.36M           | 29.58M           | 40.32%        |
| All-Out             | \$4.41M            | 1.68M            | 38.17%        |
| 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     | \$361.12M          | 166.15M          | 46.01%        |
| BestBuy             | \$49.34M           | 22.15M           | 44.89%        |
| Billa               | \$6.82M            | 1.62M            | 23.80%        |
| <b>Total</b>        | <b>\$3,736.17M</b> | <b>1,422.88M</b> | <b>38.08%</b> |

## Performance Matrix

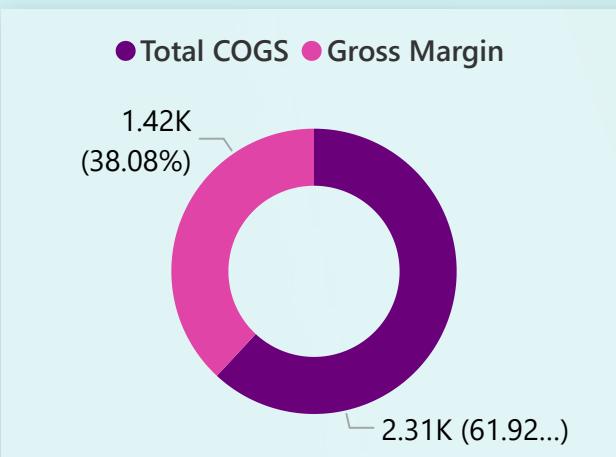
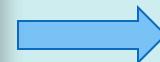
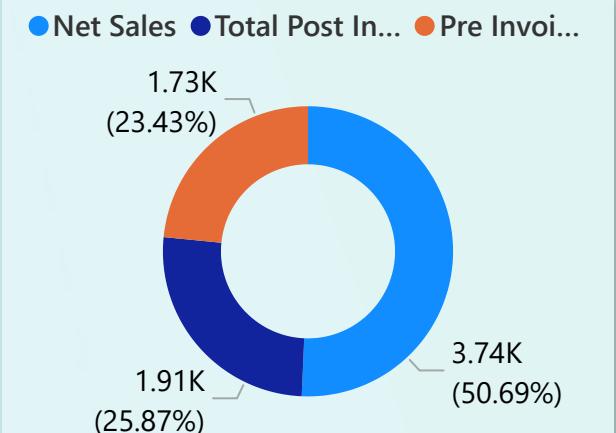
vs LY      vs Target



## Product Performance

| segment      | NS \$              | GM \$            | GM %          |
|--------------|--------------------|------------------|---------------|
| Accessories  | \$454.10M          | 172.61M          | 38.01%        |
| Peripherals  | \$897.54M          | 341.22M          | 38.02%        |
| Notebook     | \$1,580.43M        | 600.96M          | 38.03%        |
| Desktop      | \$711.08M          | 272.39M          | 38.31%        |
| 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> |

## Unit Economics





region, market

customer

segment, category, pro...

2019

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Q2

Q3

Q4

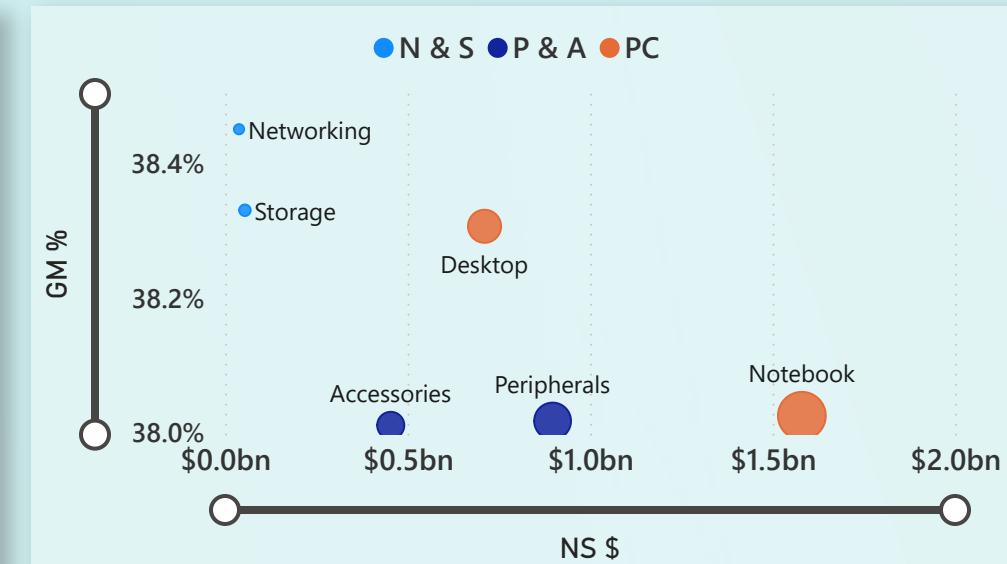
YTD

YTG

## Product Performance

| segment                     | NS \$              | GM \$            | GM %          | Net Profit \$   | Net Profit %   |
|-----------------------------|--------------------|------------------|---------------|-----------------|----------------|
| <b>Networking</b>           | <b>\$38.43M</b>    | <b>14.78M</b>    | <b>38.45%</b> | <b>-5.27M</b>   | <b>-13.72%</b> |
| Wi fi extender              | \$38.43M           | 14.78M           | 38.45%        | -5.27M          | -13.72%        |
| <b>Storage</b>              | <b>\$54.59M</b>    | <b>20.93M</b>    | <b>38.33%</b> | <b>-7.51M</b>   | <b>-13.76%</b> |
| USB Flash Drives            | \$3.69M            | 1.38M            | 37.22%        | -0.55M          | -14.87%        |
| External Solid State Drives | \$50.90M           | 19.55M           | 38.41%        | -6.96M          | -13.68%        |
| <b>Accessories</b>          | <b>\$454.10M</b>   | <b>172.61M</b>   | <b>38.01%</b> | <b>-63.78M</b>  | <b>-14.05%</b> |
| Batteries                   | \$71.37M           | 26.84M           | 37.61%        | -10.27M         | -14.40%        |
| Mouse                       | \$157.48M          | 59.79M           | 37.96%        | -22.26M         | -14.14%        |
| Keyboard                    | \$225.25M          | 85.88M           | 38.17%        | -21.24M         | -14.07%        |
| <b>Total</b>                | <b>\$3,736.17M</b> | <b>1,422.88M</b> | <b>38.08%</b> | <b>-522.42M</b> | <b>-13.98%</b> |

## Performance Matrix



## Region / Market / Customer Performance

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

## Unit Economics





region, market

All

customer

All

segment, category, pro...

All

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2022  
Est

Q1

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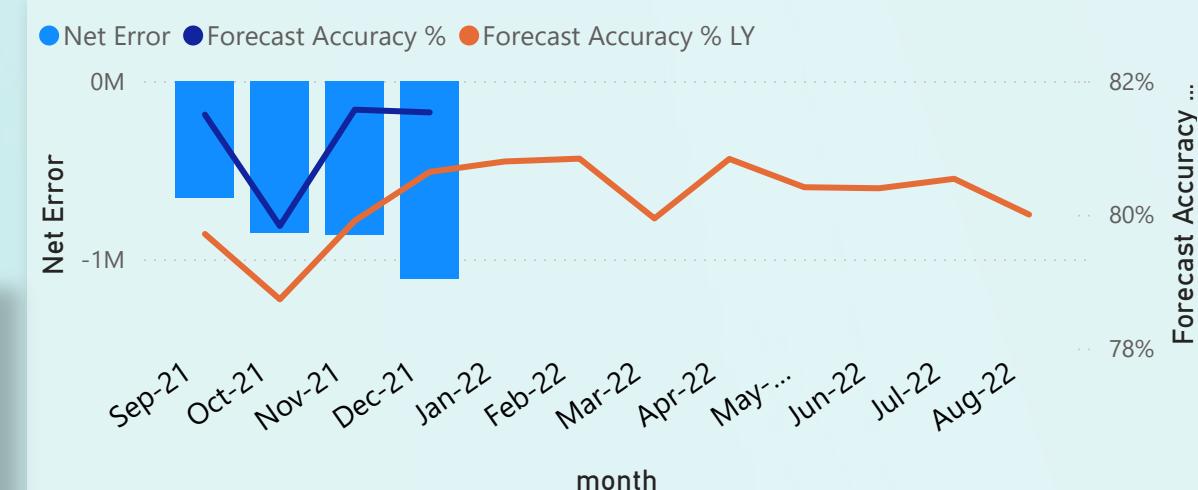
YTG

**81.17%✓**  
LY: 80.21% (+1.2%)**Forecast Accuracy****-3472.69K✓**  
LY: -751.71K (-361.97%)**Net Error****6899.0K✓**  
LY: 9780.7K (-29.46%)**ABS Error**

### Key Metrics By Customer

| customer            | Forecast Accuracy % | Forecast Accuracy % LY | Net Error       | Net Error %   | Risk       |
|---------------------|---------------------|------------------------|-----------------|---------------|------------|
| Acclaimed Stores    | 57.74%              | 50.69%                 | 83037           | 10.74%        | EI         |
| All-Out             | 43.96%              | 29.09%                 | -150            | -0.32%        | OOS        |
| Amazon              | 73.79%              | 74.54%                 | -464694         | -9.22%        | OOS        |
| Argos (Sainsbury's) | 54.78%              | 56.08%                 | -23040          | -17.60%       | OOS        |
| Atlas Stores        | 49.53%              | 48.16%                 | -4182           | -2.31%        | OOS        |
| Atliq e Store       | 74.22%              | 74.59%                 | -294868         | -9.65%        | OOS        |
| AtliQ Exclusive     | 70.35%              | 71.69%                 | -359242         | -11.91%       | OOS        |
| BestBuy             | 46.60%              | 35.31%                 | 81179           | 16.72%        | EI         |
| Billa               | 42.63%              | 18.29%                 | 3704            | 3.91%         | EI         |
| Boulanger           | 52.69%              | 58.77%                 | -48802          | -20.21%       | OOS        |
| Chip 7              | 34.56%              | 53.44%                 | -85293          | -35.01%       | OOS        |
| Chiptec             | 50.49%              | 52.54%                 | -20102          | -11.36%       | OOS        |
| Circuit City        | 46.17%              | 35.02%                 | 85248           | 16.55%        | EI         |
| <b>Total</b>        | <b>81.17%</b>       | <b>80.21%</b>          | <b>-3472690</b> | <b>-9.48%</b> | <b>OOS</b> |

### Accuracy / Net Error Trend



### Key Metrics By Products

| segment               | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|-----------------------|---------------------|------------------------|-----------|--------------|------|
| Accessories           | 87.42%              | 77.66%                 | 341468    | -14.05%      | EI   |
| Batteries             | 55.82%              | 85.08%                 | -920667   | -14.40%      | OOS  |
| Keyboard              | 92.06%              | 55.08%                 | 421416    | -13.87%      | EI   |
| Mouse                 | 90.37%              | 88.58%                 | 840719    | -14.14%      | EI   |
| Desktop               | 87.53%              | 84.37%                 | 78576     | -13.75%      | EI   |
| Business Laptop Total | 94.04%              | 83.23%                 | 4991      | -13.80%      | EI   |
|                       | 81.17%              | 80.21%                 | -3472690  | -13.98%      | OOS  |



region, market

All

customer

All

segment, category, pro...

All

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vs LY

vs Target

\$3.74bn!

LY: 3.81bn (-1.86%)

Net Sales

38.08%!

LY: 38.34% (-0.66%)

GM %

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LY: -14.19% (+1.47%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

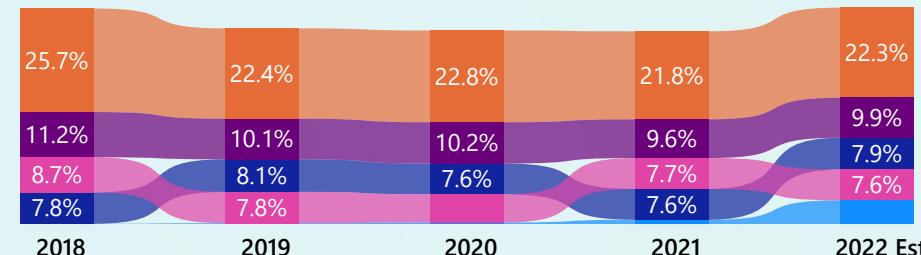


## Key Insight By Sub zone

| sub_zone     | NS \$                      | RC %          | GM %            | Net Profit %   | AtliQ MS %  | Net Error %   | Risk %     |
|--------------|----------------------------|---------------|-----------------|----------------|-------------|---------------|------------|
| NA           | \$1,02,20,94,592.13        | 27.4%         | 44.97% ↓        | -14.22%        | 4.9%        | 14.35%        | EI         |
| India        | \$94,53,37,128.14          | 25.3%         | 35.75%          | -22.99%        | 13.3%       | -24.37%       | OOS        |
| ROA          | \$78,86,56,403.80          | 21.1%         | 34.19% ↓        | -6.32%         | 8.3%        | -4.56%        | OOS        |
| NE           | \$45,77,07,228.75          | 12.3%         | 32.80% ↓        | -18.09%        | 6.8%        | -4.56%        | OOS        |
| SE           | \$31,77,75,287.65          | 8.5%          | 37.03% ↓        | -4.00%         | 16.4%       | -55.47%       | OOS        |
| ANZ          | \$18,97,79,258.41          | 5.1%          | 43.50% ↓        | -7.39%         | 1.4%        | -37.61%       | OOS        |
| LATAM        | \$1,48,20,632.00           | 0.4%          | 35.02% ↓        | -2.95%         | 0.3%        | 3.37%         | EI         |
| <b>Total</b> | <b>\$3,73,61,70,530.87</b> | <b>100.0%</b> | <b>38.08% ↓</b> | <b>-13.98%</b> | <b>5.9%</b> | <b>-9.48%</b> | <b>OOS</b> |

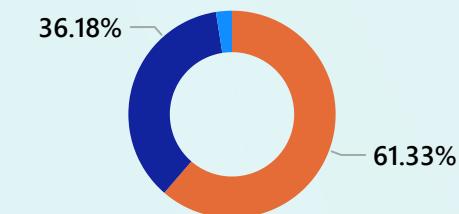
## PC Market Share Trend - AtliQ &amp; Competitors

atliq bp dale innovo pacer



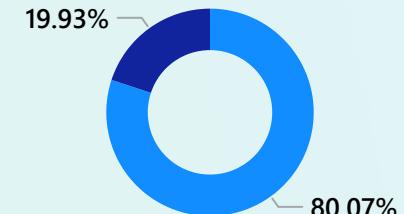
## Revenue By Division

● PC ● P &amp; A ● N &amp; S



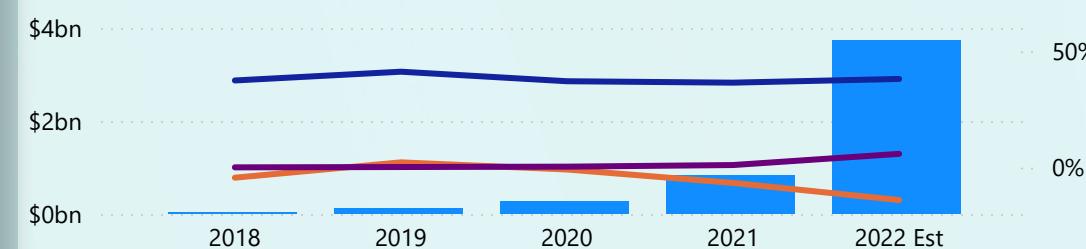
## Revenue By Channel

● Retailer ● Direct



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

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



## Top 5 Customers by Revenue

| customer        | RC %         | GM %          |
|-----------------|--------------|---------------|
| Amazon          | 13.3%        | 36.78% ↓      |
| AtliQ e Store   | 8.1%         | 36.88% ↓      |
| AtliQ Exclusive | 9.7%         | 46.01%        |
| Flipkart        | 3.7%         | 42.14%        |
| Sage            | 3.4%         | 31.53% ↓      |
| <b>Total</b>    | <b>38.2%</b> | <b>39.19%</b> |

## Top 5 Product by Revenue

| product                   | RC %         | GM %        |
|---------------------------|--------------|-------------|
| AQ 5000 Series Electron 8 | 0.9%         | 40.36%      |
| 5900X Desktop Processor   | 0.9%         | 37.35%      |
| AQ 5000 Series Ultron 8   | 0.2%         | 38.35%      |
| 5900X Desktop Processor   | 0.9%         | 37.35%      |
| AQ Aspiren                | 0.2%         | 38.35%      |
| <b>Total</b>              | <b>38.2%</b> | <b>39.1</b> |