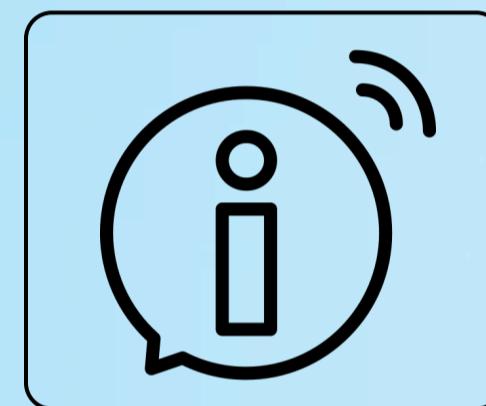


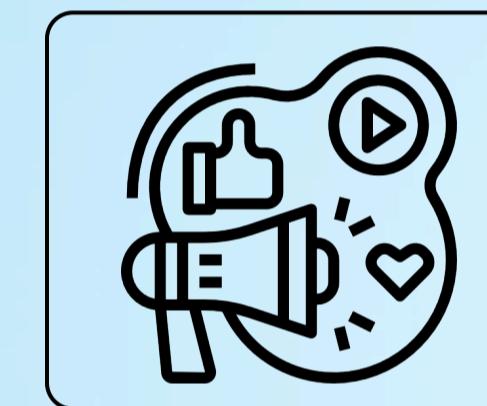


# Business Insights 360



## Info

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



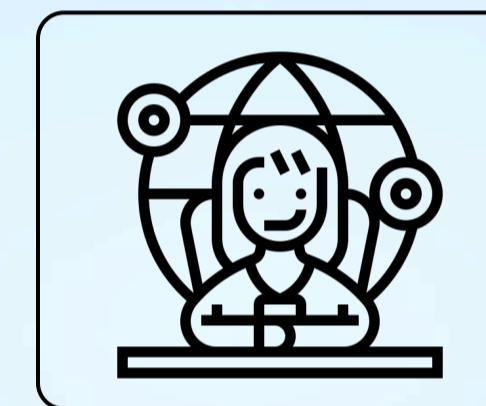
## Finance View

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

▼

customer

▼

segment, category, pr...

▼

2018

2019

2020

2021

2022  
Est

YTD

YTG

Q1

Q2

Q3

Q4

Vs LY

Vs Target



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

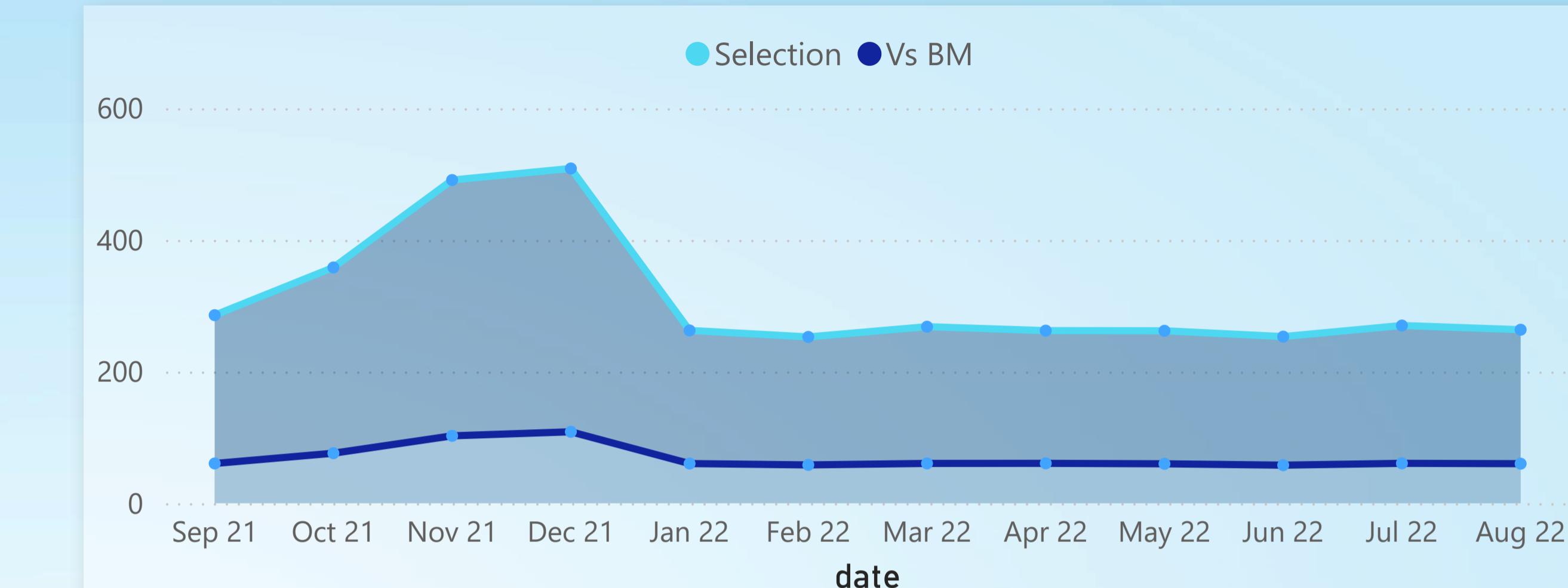
- 13.98%!

BM: -6.63% (-110.79%)

Net Profit %

### Profit and Loss Statement

Line Item	2022	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93



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

region	P & L values	P & L Chg%	segment	P & L values	P & L Chg%
NA	1,022.09	47440.1%	Accessories	454.10	8546.2%
LATAM	14.82	36839.9%	Desktop	711.08	143154.9%
APAC	1,923.77	33526.5%	Networking	38.43	-1489.0%
EU	775.48	28626.1%	Notebook	1,580.43	49306.5%
<b>Total</b>	<b>3,736.17</b>	<b>35350.2%</b>	Peripherals	897.54	43903.5%
			Storage	54.59	31.7%

region  
Allcustomer  
Allsegment, category, pr...  
All

2018

2019

2020

2021

2022  
Est

YTD

YTG

Q1

Q2

Q3

Q4

## Customer Performance

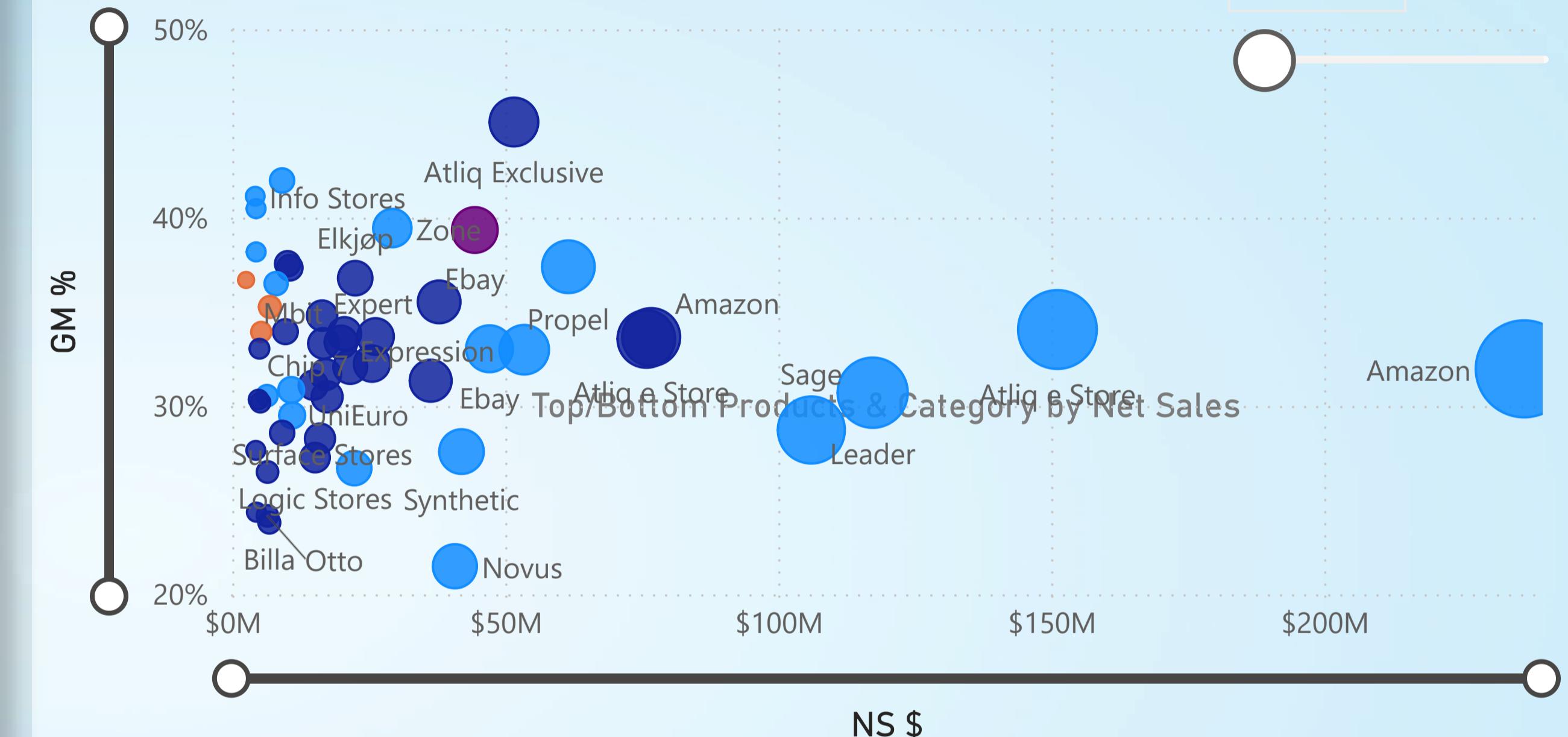
Vs LY

Vs Target

## Performance Menu

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78%
Atliq Exclusive	\$361.12M	\$166.15M	46.01%
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%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsocity	\$67.76M	\$24.41M	36.03%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

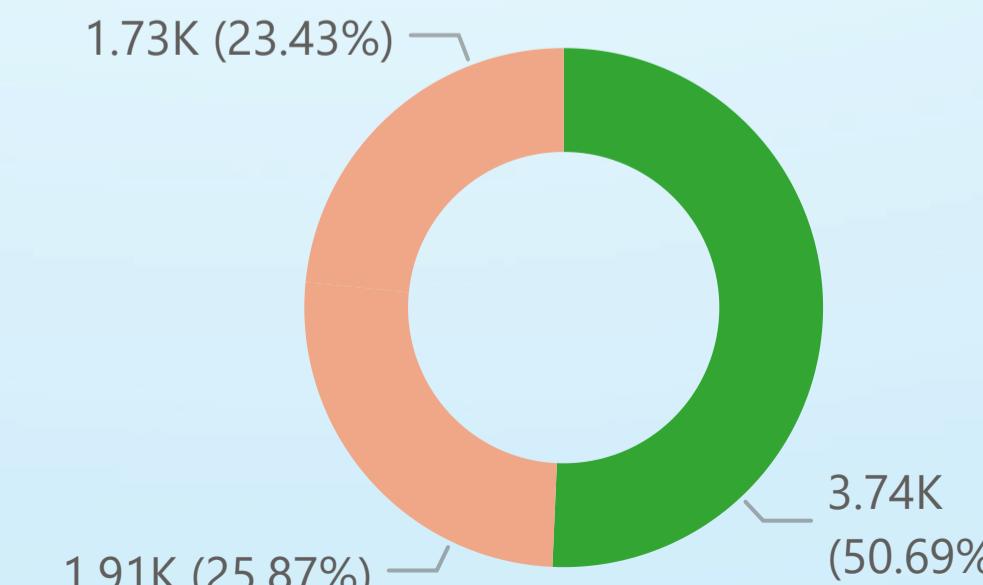
region ● APAC ● EU ● LATAM ● NA



## Product Performance

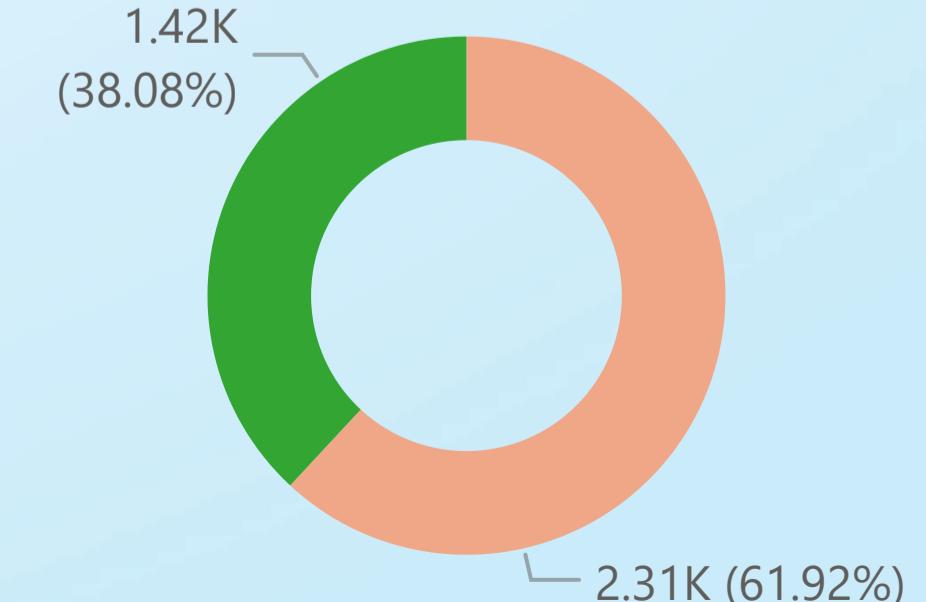
segment	NS \$	GM \$	GM %
Networking	\$38.43M	\$14.78M	38.45%
Storage	\$54.59M	\$20.93M	38.33%
Desktop	\$711.08M	\$272.39M	38.31%
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Accessories	\$454.10M	\$172.61M	38.01%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%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

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



## Unit Economics

● Total COGS ● Gross Margin



region  
Allcustomer  
Allsegment, category, pr...  
All

2018

2019

2020

2021

2022  
Est

YTD

YTG

Q1

Q2

Q3

Q4

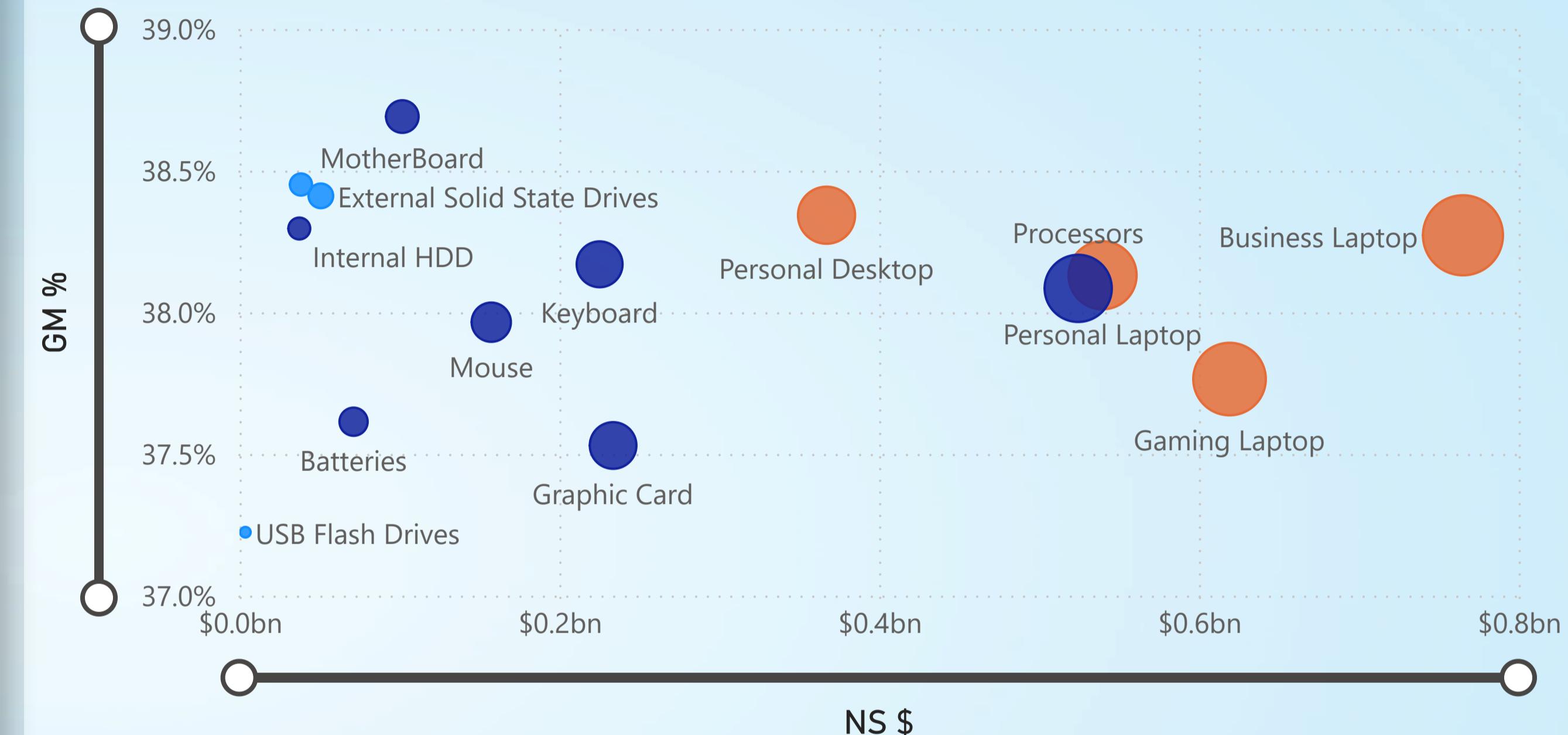
## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.61M	38.01%	-63780775	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97787785	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5271811	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222159259	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	-125912722	-14.03%
Storage	\$54.59M	\$20.93M	38.33%	-7511731	-13.76%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522424082</b>	<b>-13.98%</b>

Show NP %

## Performance Matrix

division N &amp; S P &amp; A PC

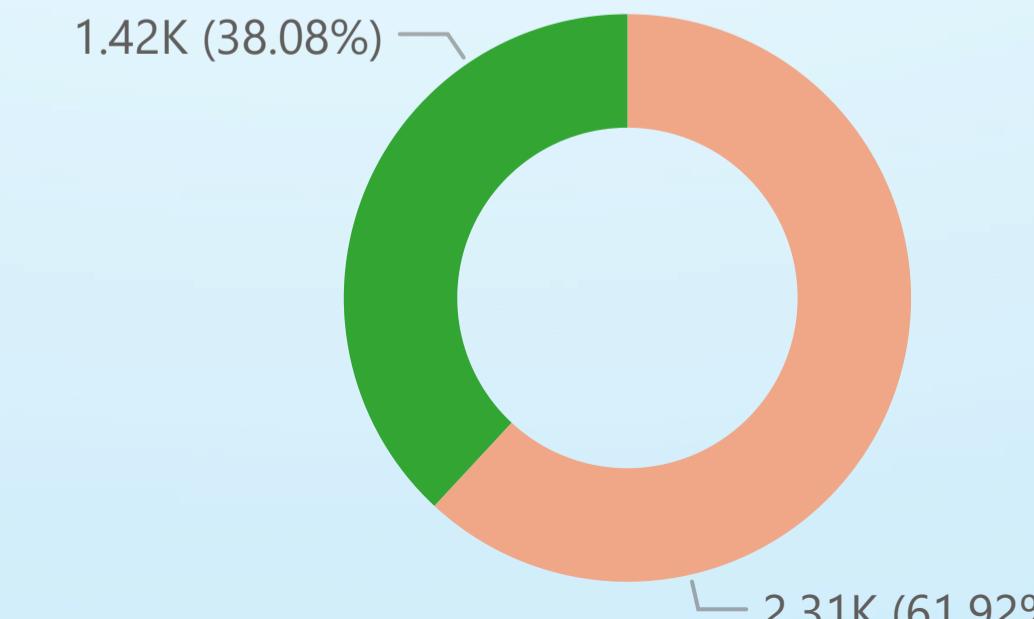


## Region/Market/Customer performance

region	NS \$	GM \$	GM %	Net Profit \$
LATAM	\$14.82M	\$5.19M	35.02%	0M
EU	\$775.48M	\$267.80M	34.53%	-96M
NA	\$1,022.09M	\$459.68M	44.97%	-145M
APAC	\$1,923.77M	\$690.21M	35.88%	-281M
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522M</b>

## Unit Economics

Total COGS Gross Margin





region

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022  
Est

YTD

YTG

Q1

Q2

Q3

Q4

**30.86%!**

LY: 80.21% (-61.53%)

**Forecast Accuracy****-14972.65K**

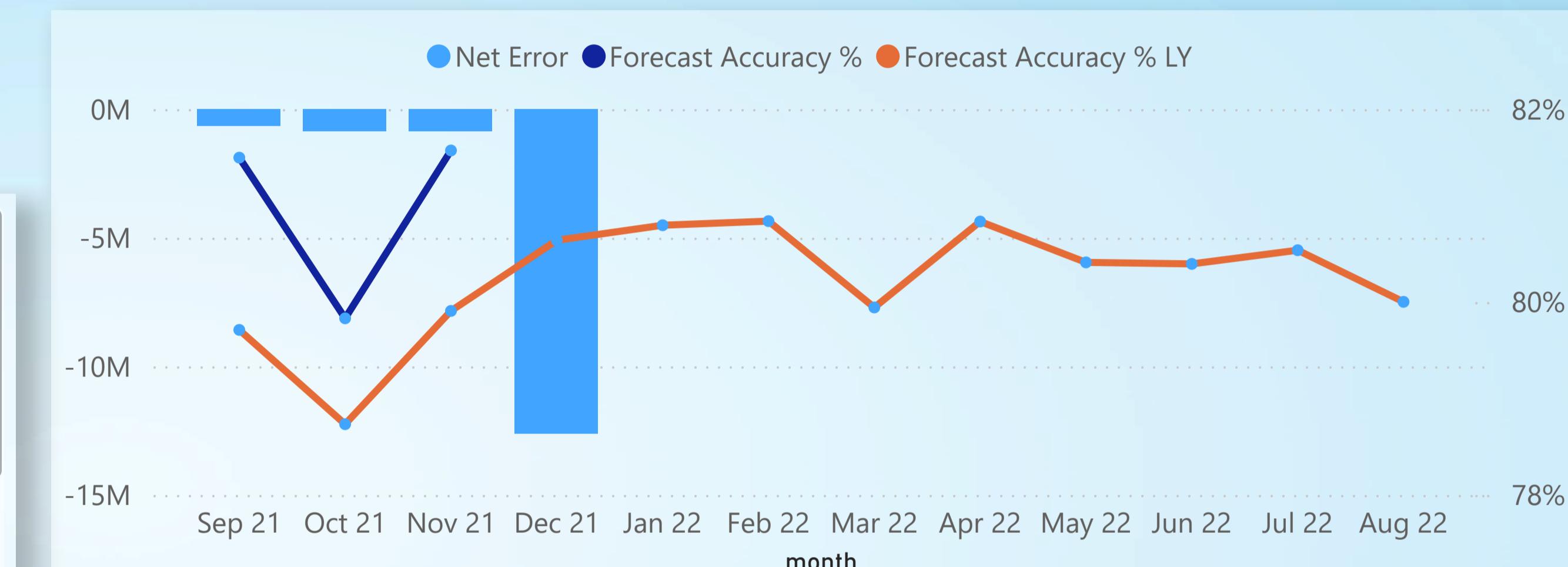
LY: -751.71K (-1,891.8%)

**Net Error****17384.3K!**

LY: 9780.7K (+77.74%)

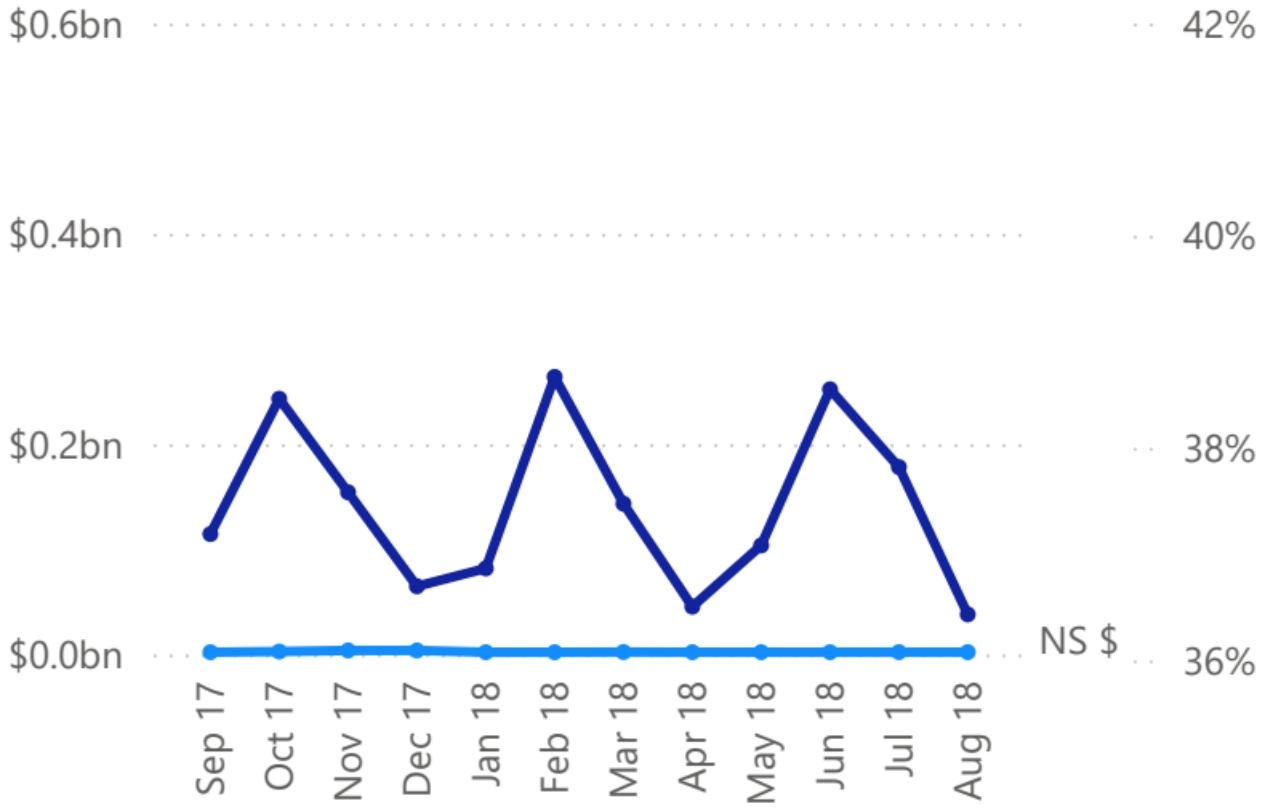
**ABS Error****Key Metrics By Customer**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Control	52.06%	47.42%	64731	0.13	EI
Radio Shack	45.64%	38.46%	69253	0.16	EI
Saturn	41.54%	19.16%	2197	0.03	EI
Acclaimed Stores	-1.16%	50.69%	-226328	-0.49	OOS
All-Out	-16.83%	29.09%	-17604	-0.61	OOS
Amazon	22.42%	74.54%	-2013264	-0.58	OOS
Argos (Sainsbury's)	-30.25%	56.08%	-77203	-1.01	OOS
Atlas Stores	49.53%	48.16%	-4182	-0.02	OOS
Atliq e Store	10.91%	74.59%	-1382501	-0.70	OOS
Atliq Exclusive	37.85%	71.69%	-1106856	-0.49	OOS
BestBuy	-12.32%	35.31%	-111648	-0.38	OOS
Billa	-16.13%	18.29%	-32297	-0.55	OOS
Boulanger	0.36%	58.77%	-126372	-0.77	OOS
Chip 7	12.97%	53.44%	-116443	-0.55	OOS
Chiptec	15.33%	52.54%	-66262	-0.51	OOS
Circuit City	-4.90%	35.02%	-109202	-0.34	OOS
Coolblue	-34.46%	52.95%	-126791	-0.94	OOS
Costco	-14.63%	49.42%	-173117	-0.47	OOS
Croma	-49.94%	42.78%	-281312	-1.06	OOS
Currys (Dixons Total	-14.75%	35.92%	-46418	-0.58	OOS
	<b>30.86%</b>	<b>80.21%</b>	<b>-14972645</b>	<b>-0.60</b>	<b>OOS</b>

**Accuracy/ Net Error Trend****Key Metrics by Products**

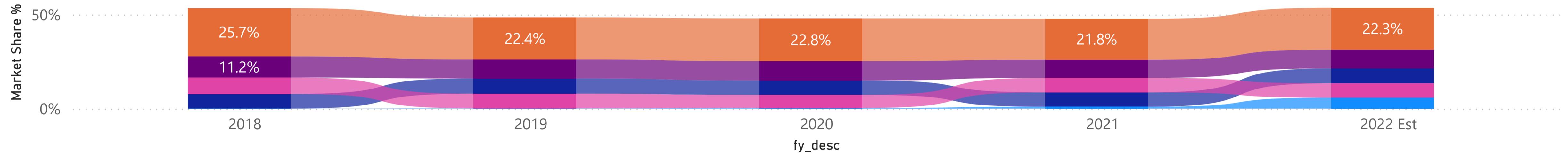
segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
+ Peripherals	7.63%	83.23%	-6372455	-0.92	OOS
+ Accessories	41.93%	77.66%	-5862159	-0.43	OOS
+ Storage	15.19%	83.54%	-1392401	-0.82	OOS
+ Notebook	41.02%	79.99%	-924704	-0.48	OOS
+ Networking	47.46%	90.40%	-257707	-0.49	OOS
+ Desktop	46.34%	84.37%	-163219	-0.31	OOS
<b>Total</b>	<b>30.86%</b>	<b>80.21%</b>	<b>-14972645</b>	<b>-0.60</b>	<b>OOS</b>

## NS & GM % for



## Market Share % by fy\_desc and manufacturer

manufacturer atliq bp dale innovo pacer





region

All

customer

All

segment, category, pr...

All

2018

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Vs LY

Vs Target

**\$3.74bn✓**  
BM: 823.85M (+353.5%)  
**Net Sales**

**38.08%✓**  
BM: 36.49% (+4.37%)  
**GM %**

**-13.98%!**  
BM: -6.63% (-110.79%)  
**Net Profit %**

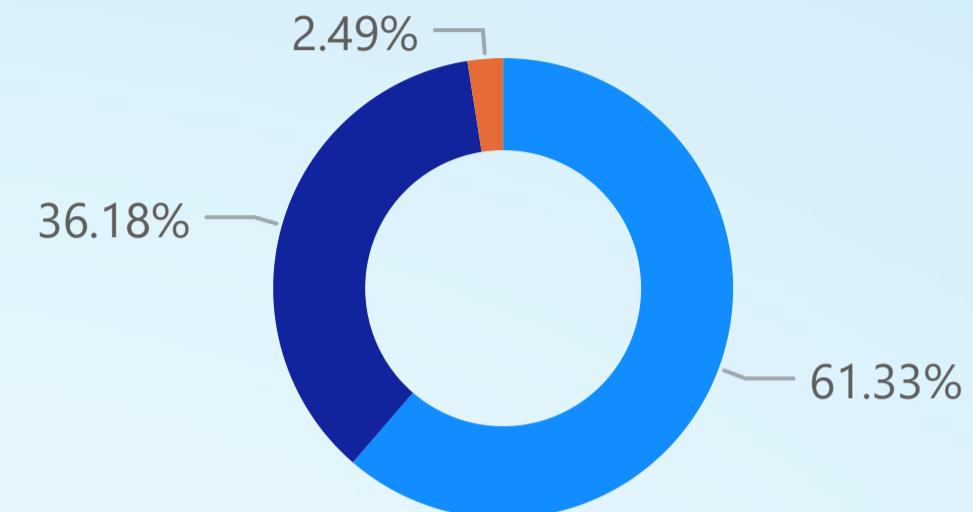
**30.86%!**  
LY: 80.21% (-61.53%)  
**Forecast Accuracy**

### Key insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Risk
nan	\$1,022.1M	27.4%	45.0%	-14.2%		OOS
India	\$945.3M	25.3%	35.8%	-23.0%	0.13	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	0.08	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	0.07	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	0.16	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	0.01	OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>0.06</b>	<b>OOS</b>

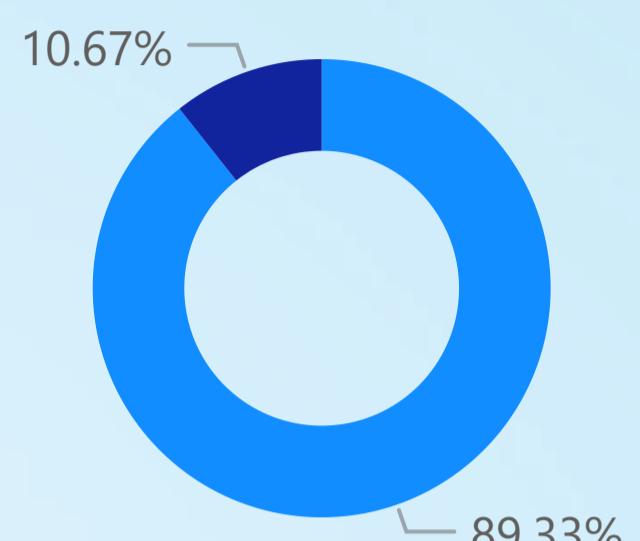
### Revenue by Division %

PC P & A N & S



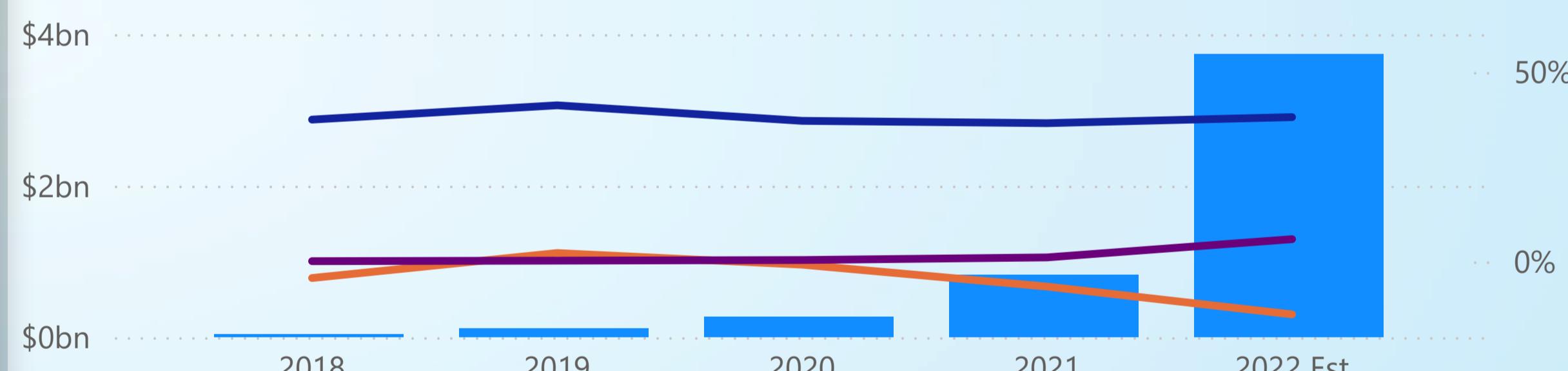
### Revenue by Channel

Direct Distributor

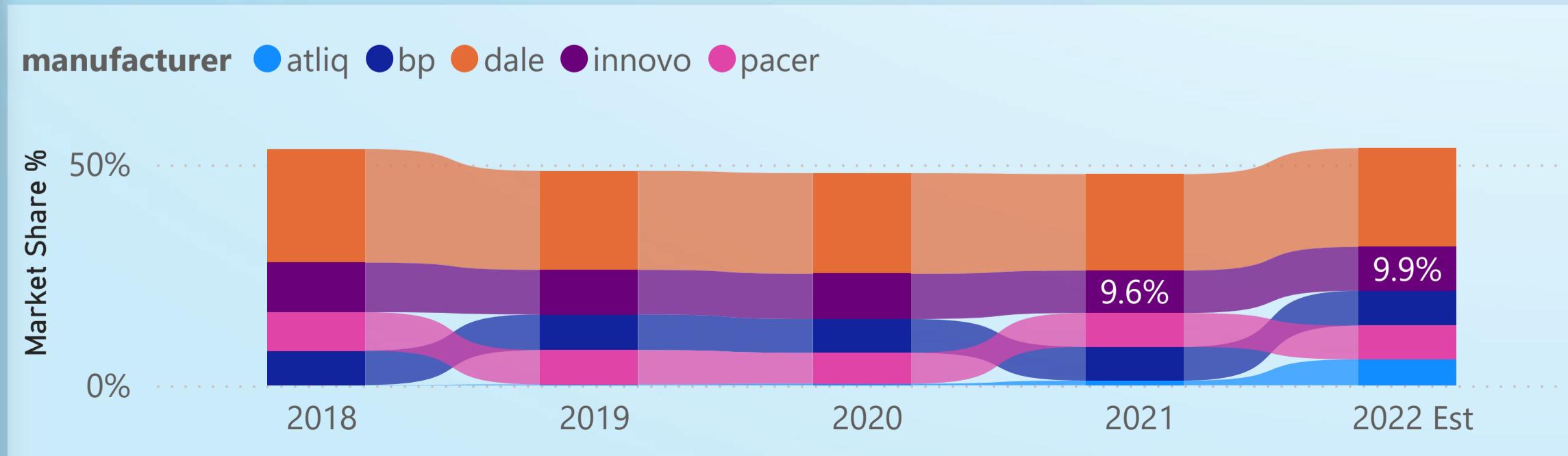


### Yearly Trend by Revenue, GM%, Net Profit%, PC Market Share %

NS \$ GM % Net Profit % AtliQ MS %



### Top/ Bottom N type



customer RC % GM %

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14% ↓
Atliq	9.7%	46.01% ↓
Exclusive		
Atlia e Store	8.1%	36.88% ↓
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

product RC % GM %

product	RC %	GM %
AQ 5000 Series Electron	2.4%	39.34%
8 5900X Desktop Processor		
AQ BZ 101	1.6%	39.23% ↓
AQ Digit SSD	0.1%	39.29% ↓
<b>Total</b>	<b>6.8%</b>	<b>39.36%</b>