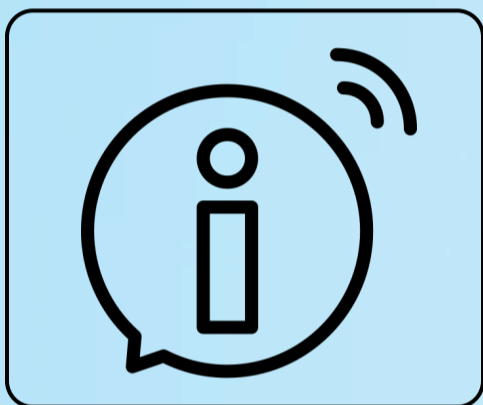


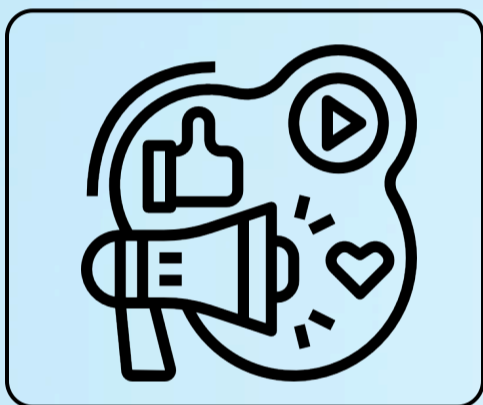


Business Insights 360



Info

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



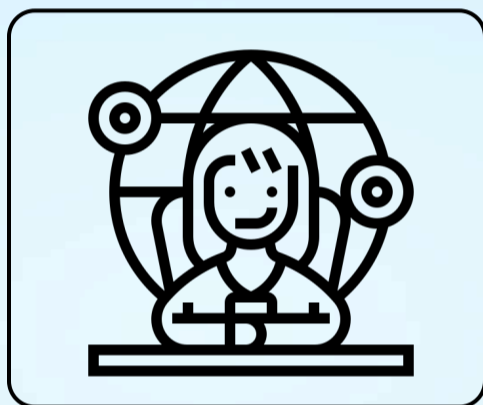
Finance View

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**.



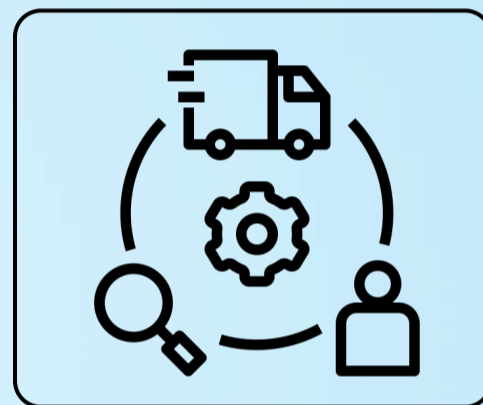
Marketing View

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

All

customer

All

segment, category, pr...

All

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 %

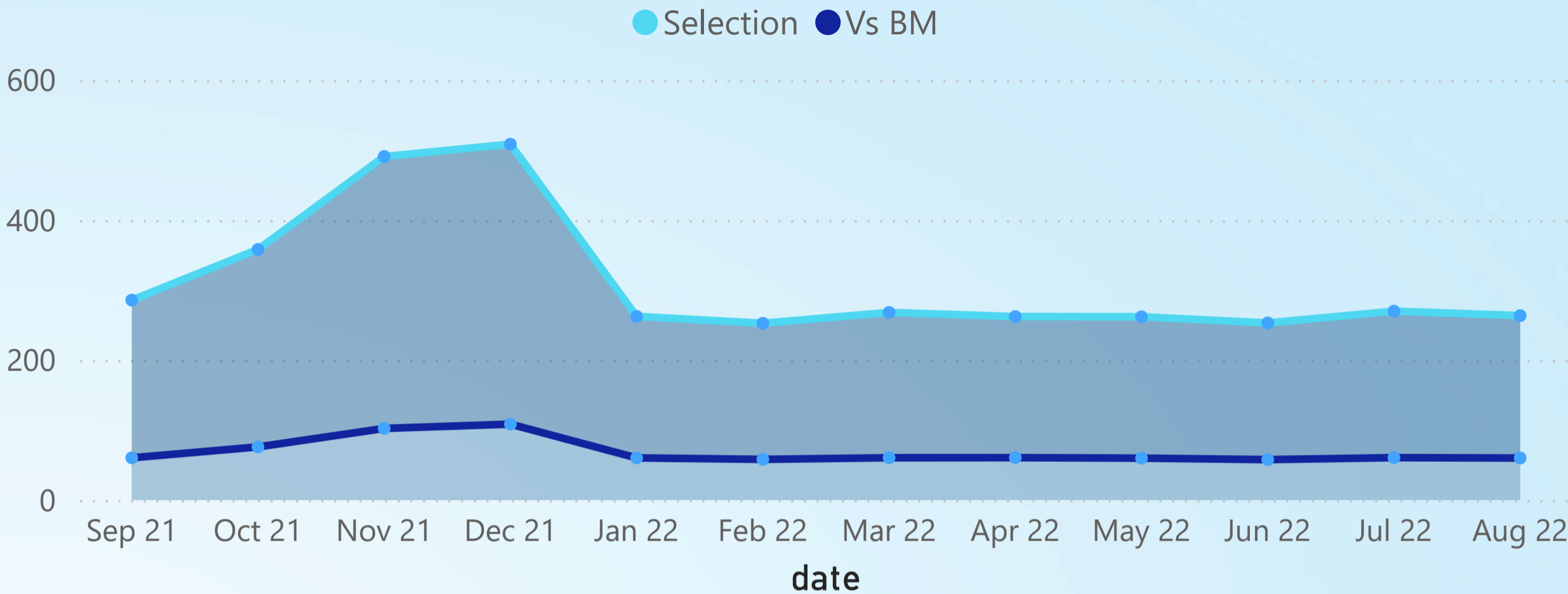
-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

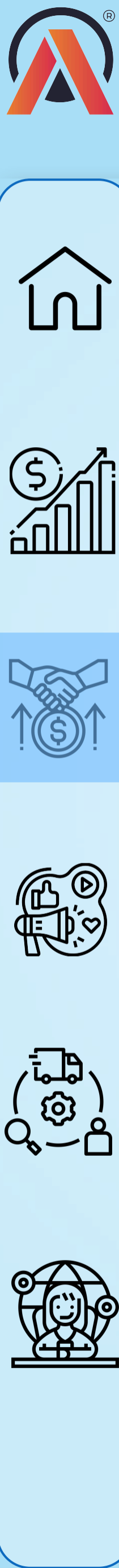
Profit and Loss Statement

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%
Total	3,736.17	35350.2%	Peripherals	897.54	43903.5%
			Storage	54.59	31.7%



region

customer

segment, category, pr...

2018

2019

2020

2021

2022 Est

YTD

YTG

Q1

Q2

Q3

Q4

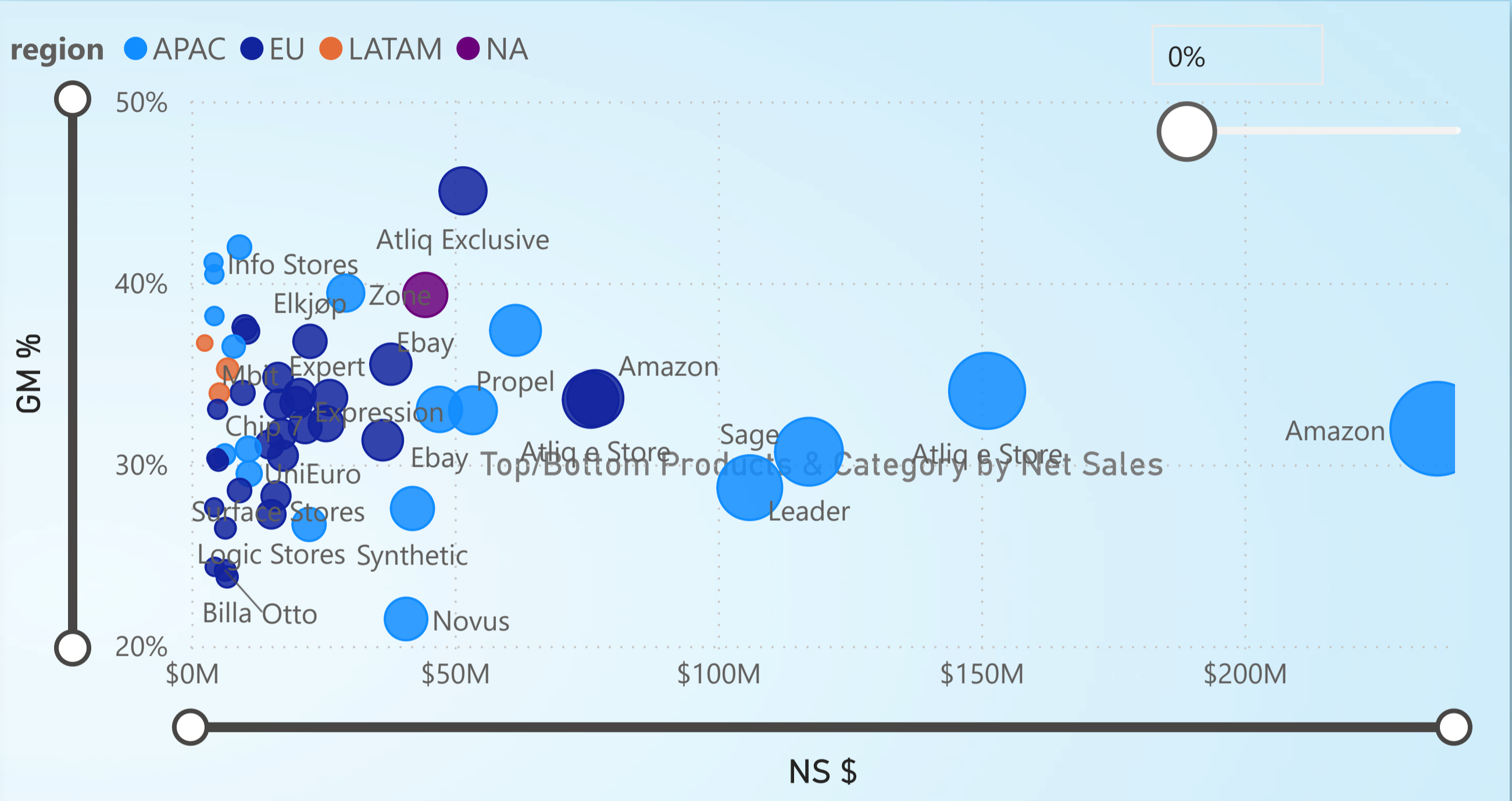
Customer Performance

Vs LY

Vs Target

Performance Menu

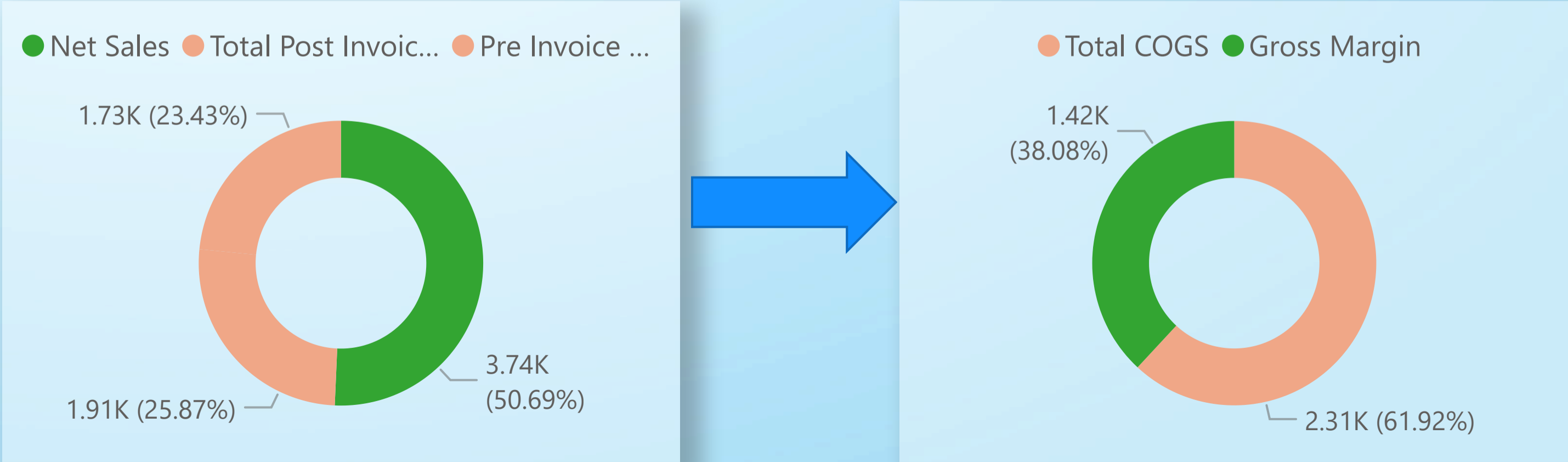
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78%
Atliq Exclusive	\$361.12M	\$166.15M	46.01%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
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%
Total	\$3,736.17M	\$1,422.88M	38.08%



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

customer

segment, category, pr...

All

All

All

2018

2019

2020

2021

2022
Est

YTD

YTG

Q1

Q2

Q3

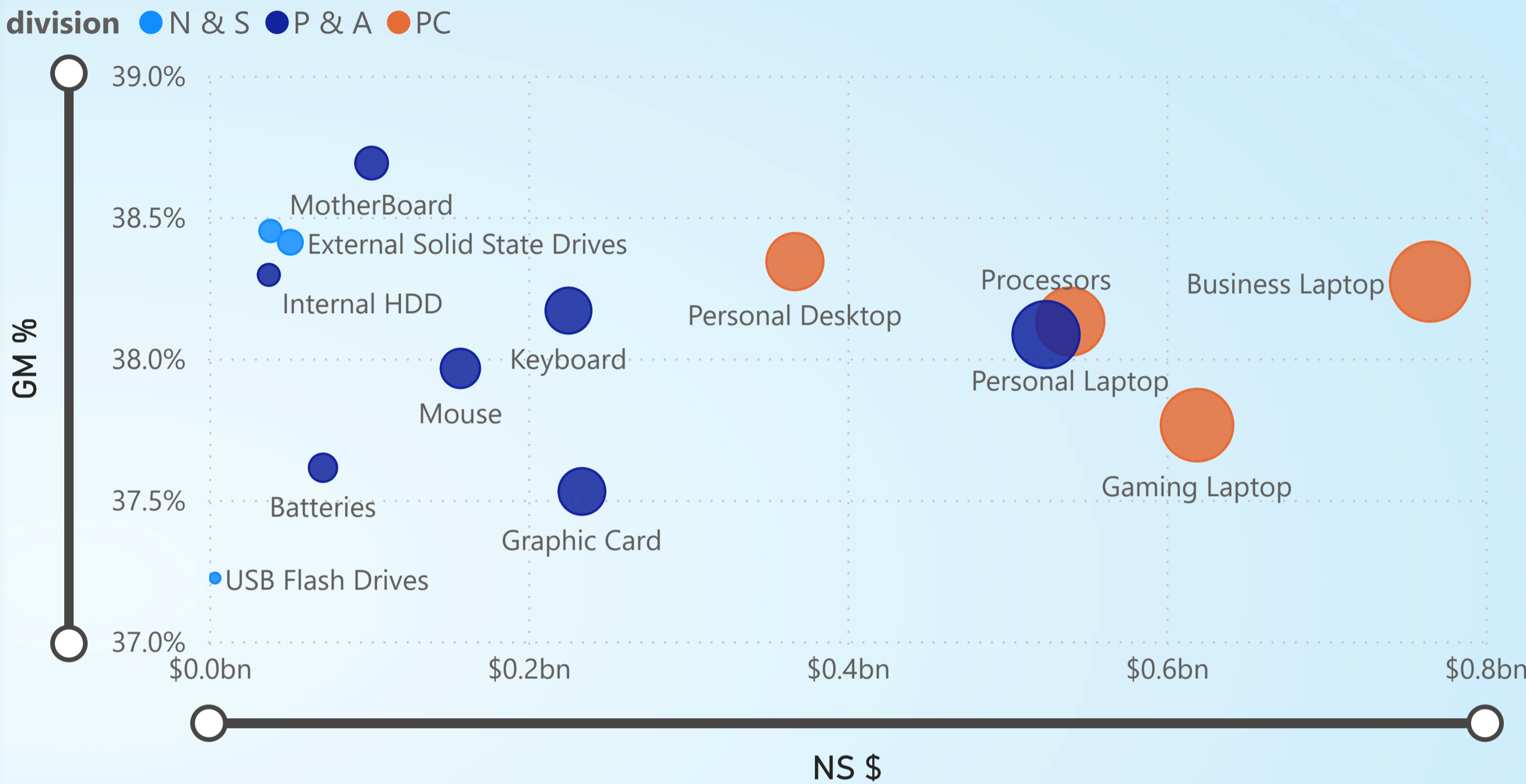
Q4

Product Performance

Show NP %

Performance Matrix

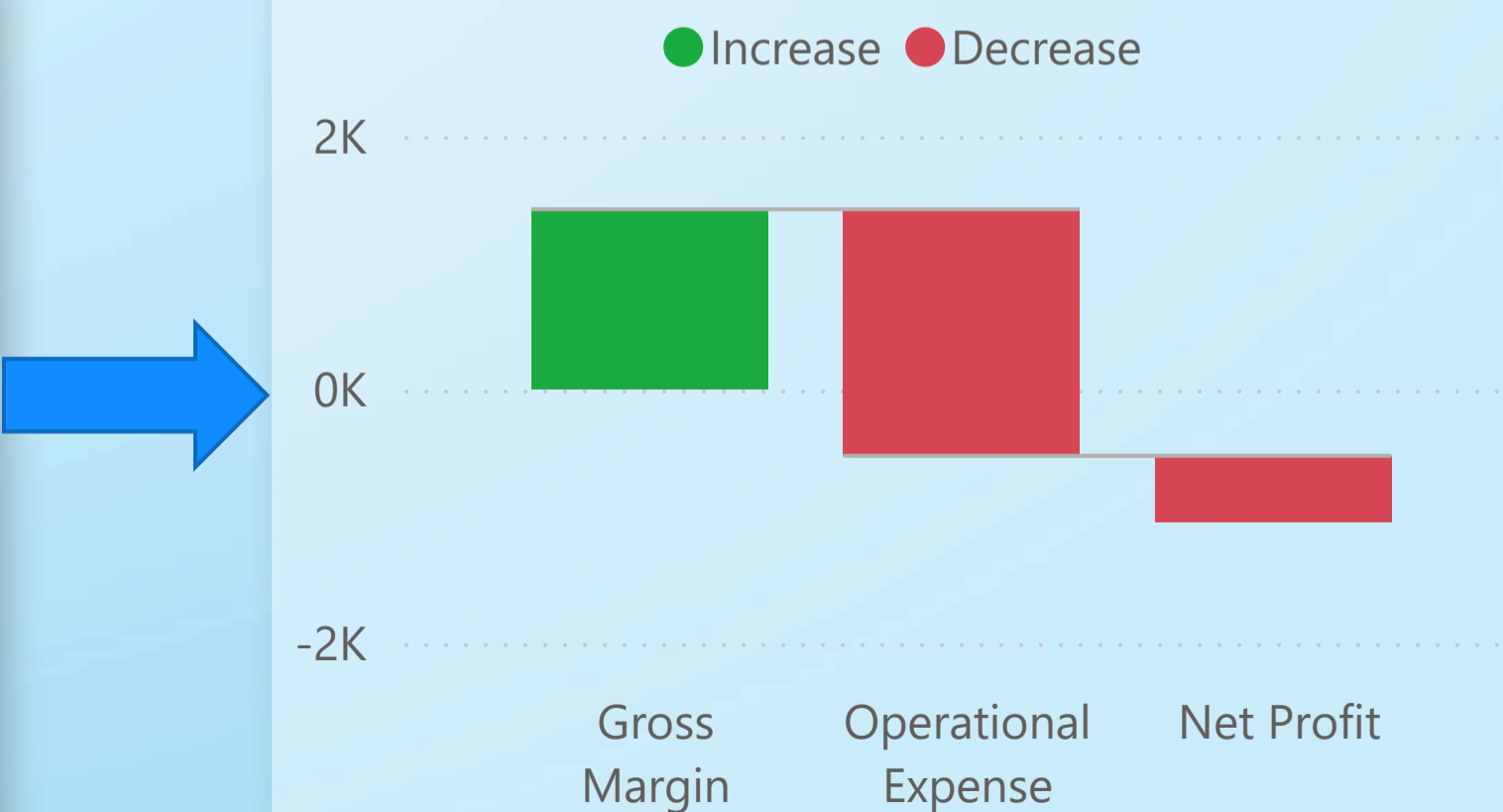
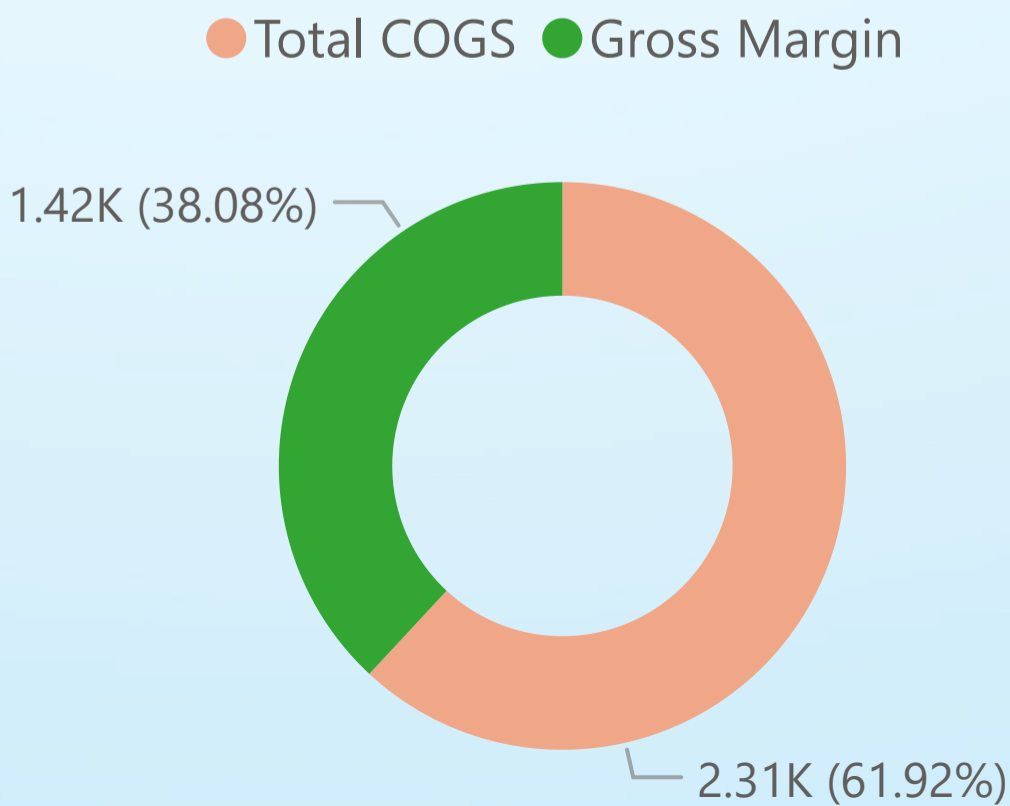
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.61M	38.01%	-63780775	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97787785	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5271811	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222159259	-14.06%
Peripherals	\$897.54M	\$341.22M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



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
Total	\$3,736.17M	\$1,422.88M	38.08%	-522M

Unit Economics



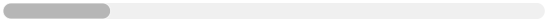
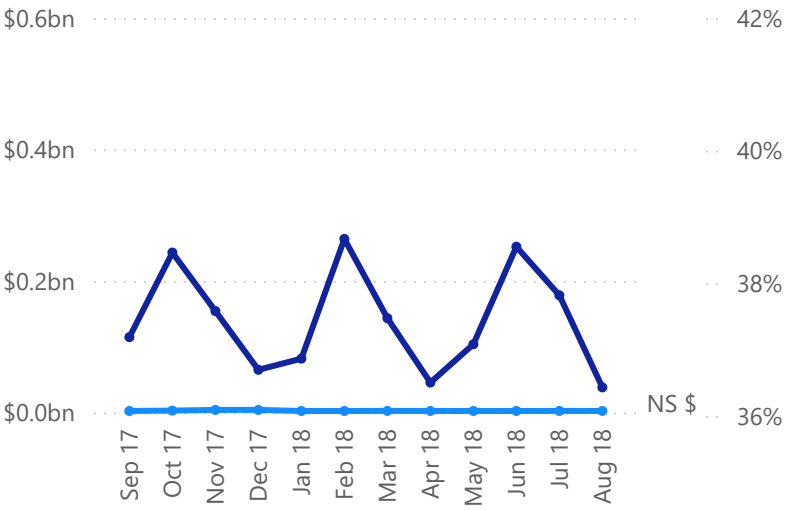


Q4

ABS Error

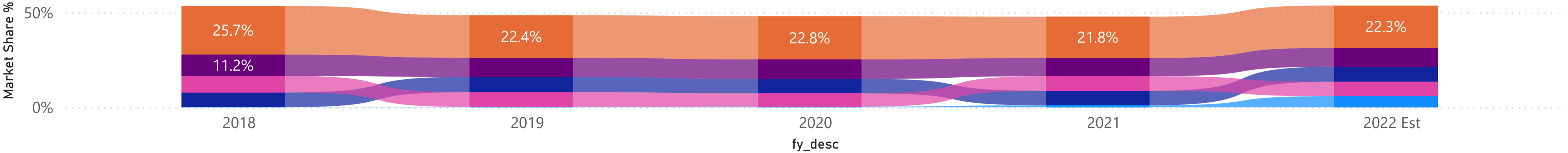
segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊕ Peripherals	7.63%	83.23%	-6372455	-0.92	OOS
⊕ Accessories	41.93%	77.66%	-5862159	-0.43	OOS
⊕ Storage	15.19%	83.54%	-1392401	-0.82	OOS
⊕ Notebook	41.02%	79.99%	-924704	-0.48	OOS
⊕ Networking	47.46%	90.40%	-257707	-0.49	OOS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

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%!

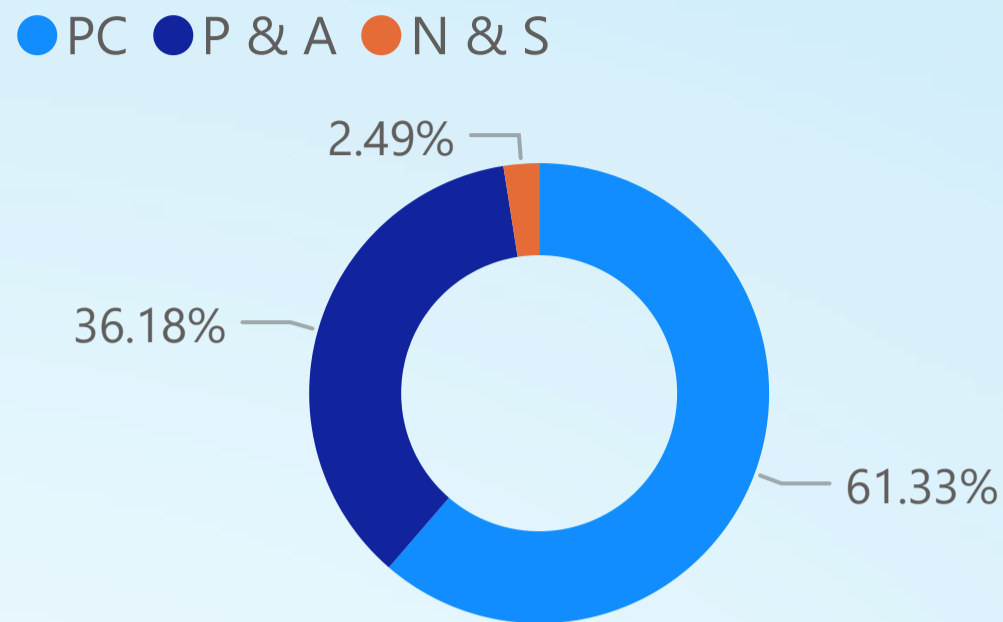
LY: 80.21% (-61.53%)

Forecast Accuracy

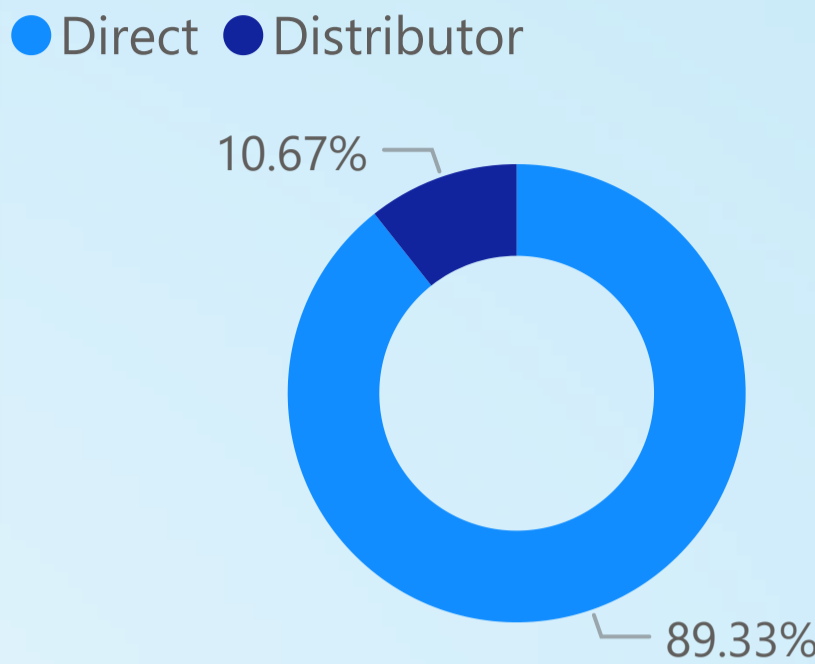
Key insights by Sub Zone

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
Total	\$3,736.2M	100.0%	38.1%	-14.0%	0.06	OOS

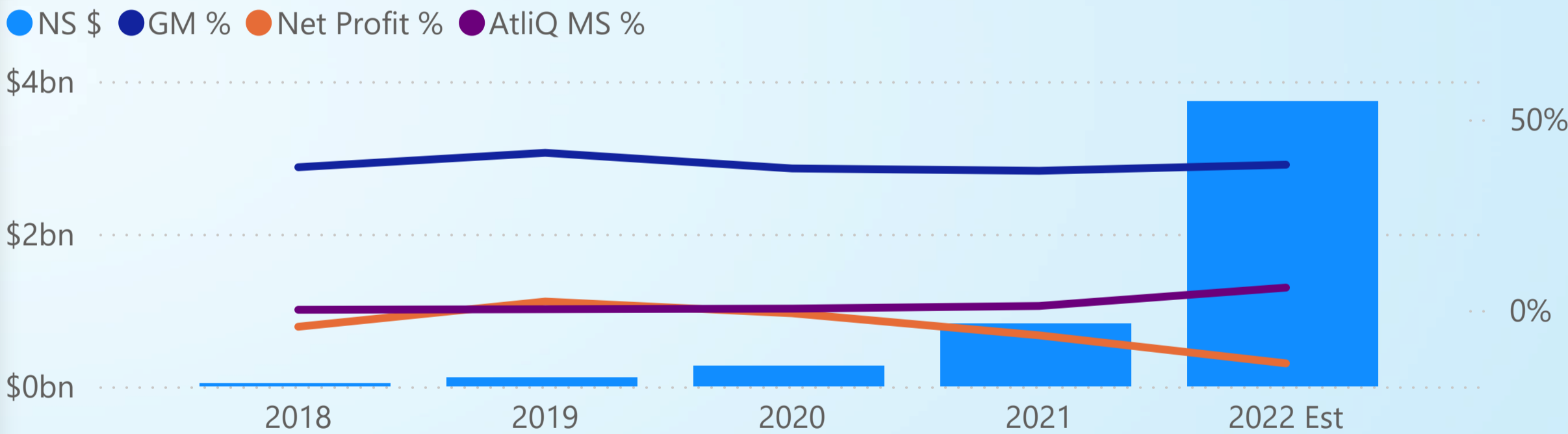
Revenue by Division %



Revenue by Channel



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



Top/ Bottom N type

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

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%
Total	6.8%	39.36%

manufacturer atliq bp dale innovo pacer

