



Business Insights 360

 Information



Finance View

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



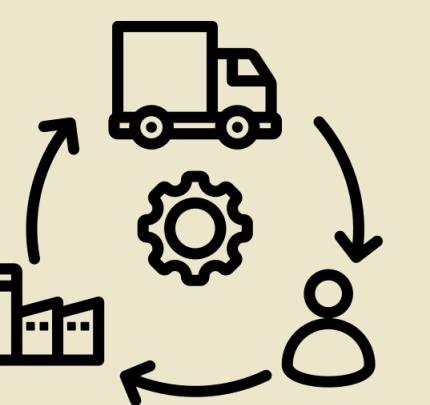
Sales View

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



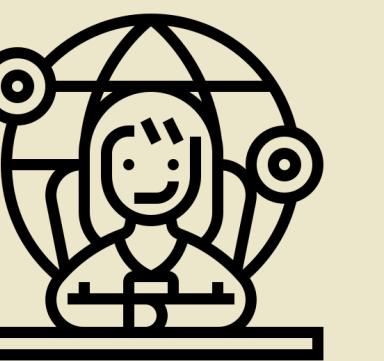
Marketing view

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



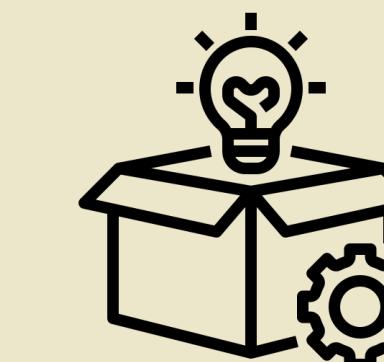
Supply Chain View

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.



Product view

Analyze the performance of the product(s) over GM % growth YoY for the top 5 countries in sales Performance and view the **Post Discount % trend** for the customers.



Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Net Profit %	-13.98	-6.63	-7.35	-110.79%
Net Profit	-522.42	-54.65	-467.77	-855.93%
Operational Expenses	-1,945.30	-355.28	-1,590.02	-447.54%
GM / Unit	15.76	5.99	9.77	162.91%
Gross Margin %	38.08	36.49	1.59	4.31%
Gross Margin	1,422.88	300.63	1,122.25	373.30%
Total COGS	2,313.29	523.22	1,790.07	342.13%
- Other Cost	15.52	3.39	12.14	358.03%
- Freight Cost	100.49	22.05	78.43	355.64%
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42%
Net Sales	3,736.17	823.85	2,912.32	353.50%
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39%
- Post Deductions	663.42	166.65	496.77	298.09%
- Post Discounts	1,243.54	281.64	961.90	341.54%
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59%
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00%
Gross Sales	7,370.14	1,664.64	5,705.50	342.71%

NS \$

\$3.74bn

BM: 823.85M | 353.5% ▲

GM %

38.08%

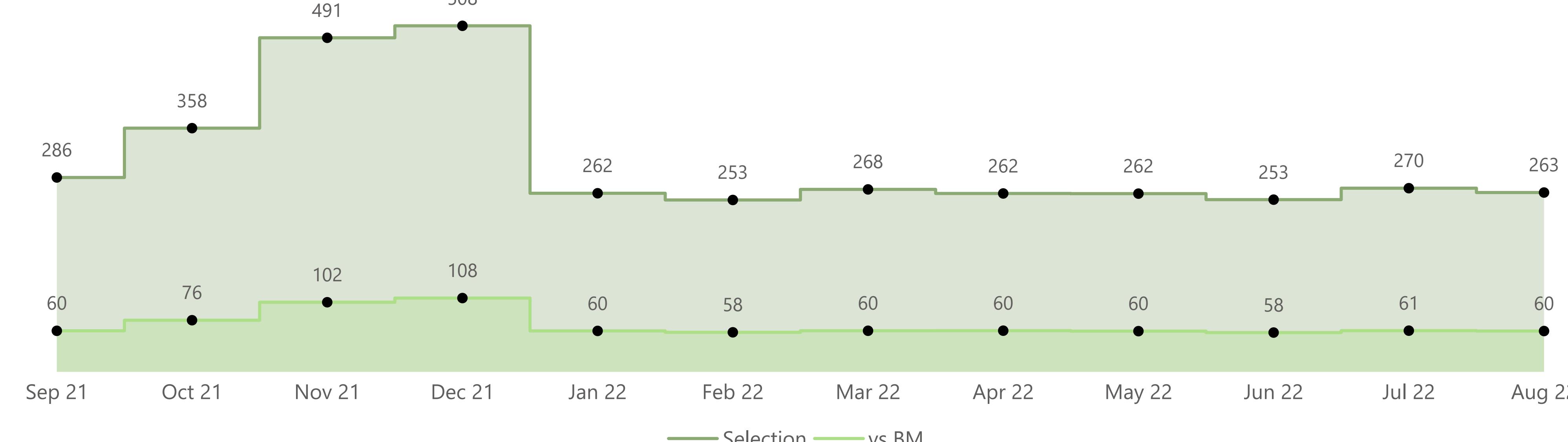
BM: 36.49% | 4.37% ▲

NP %

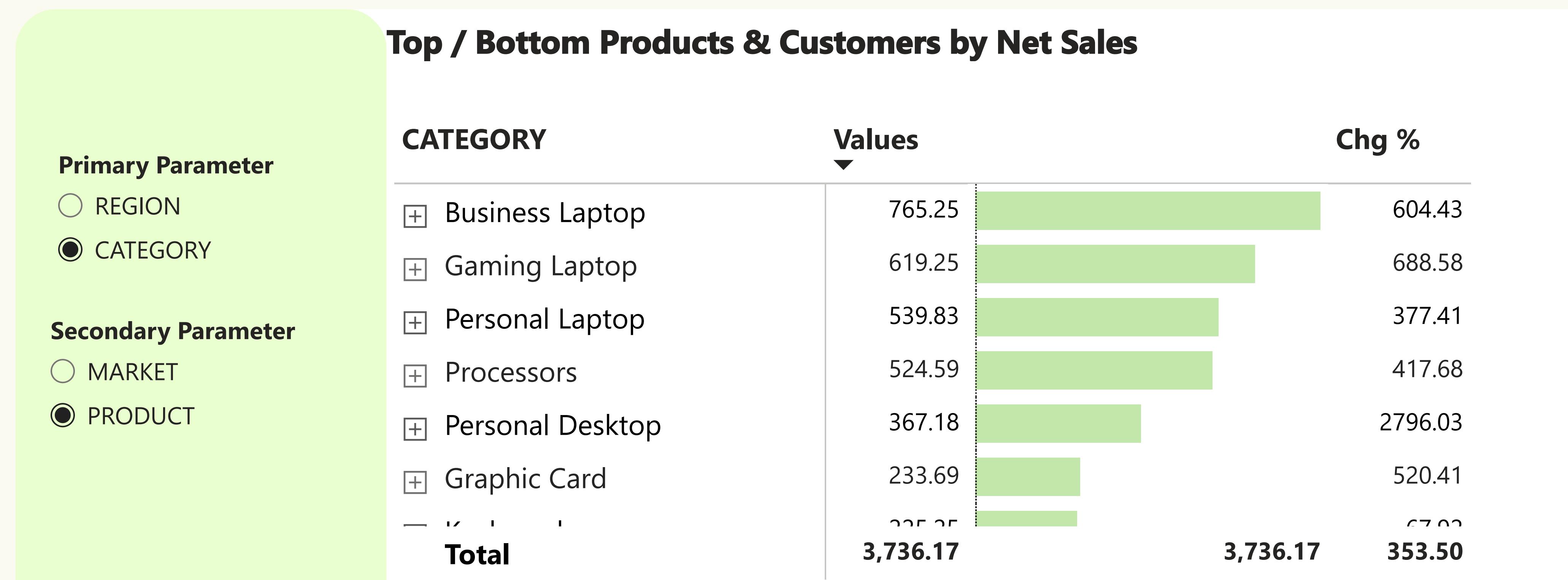
-13.98%

BM: -6.63% | 110.79% ▲

Net Sales Performance Over Time

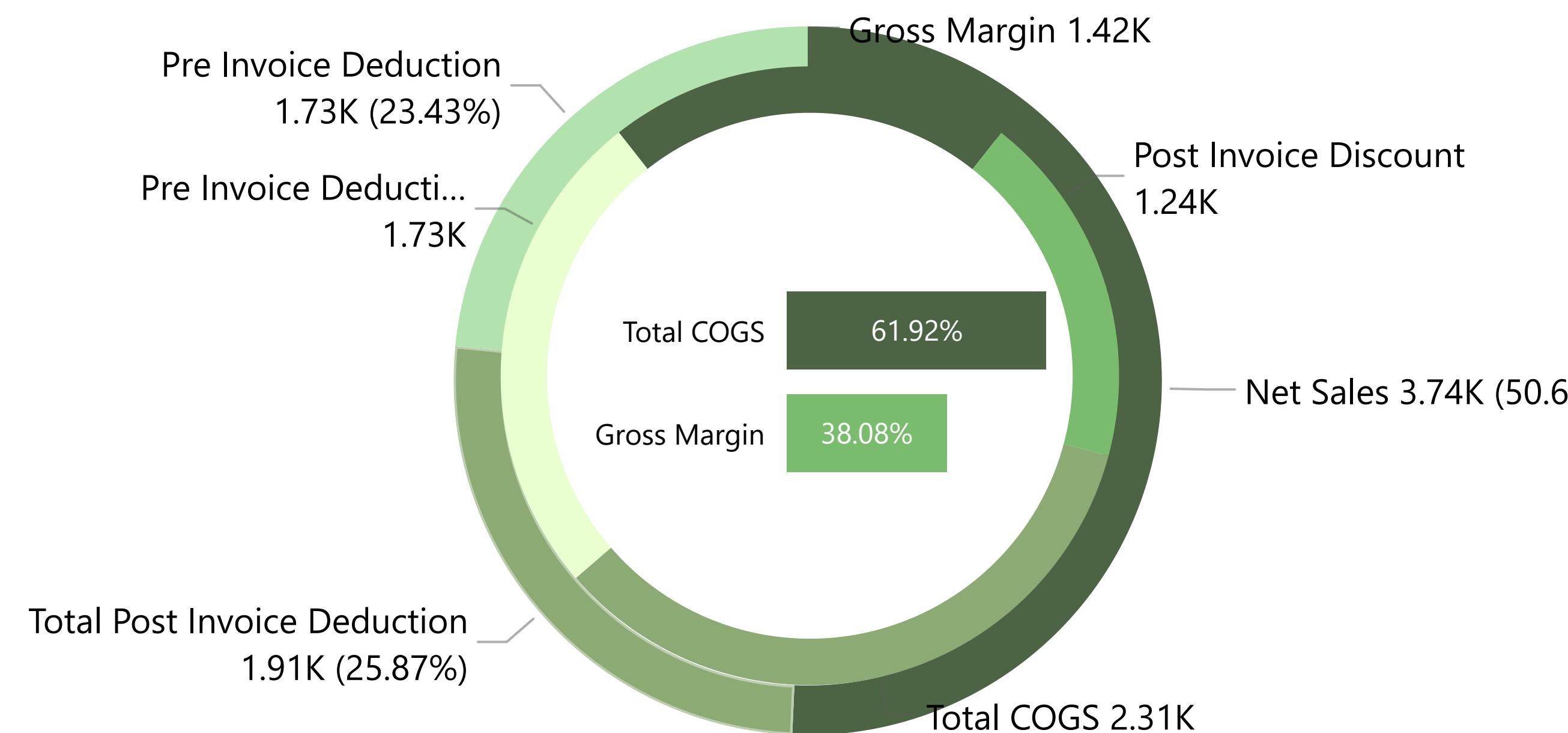
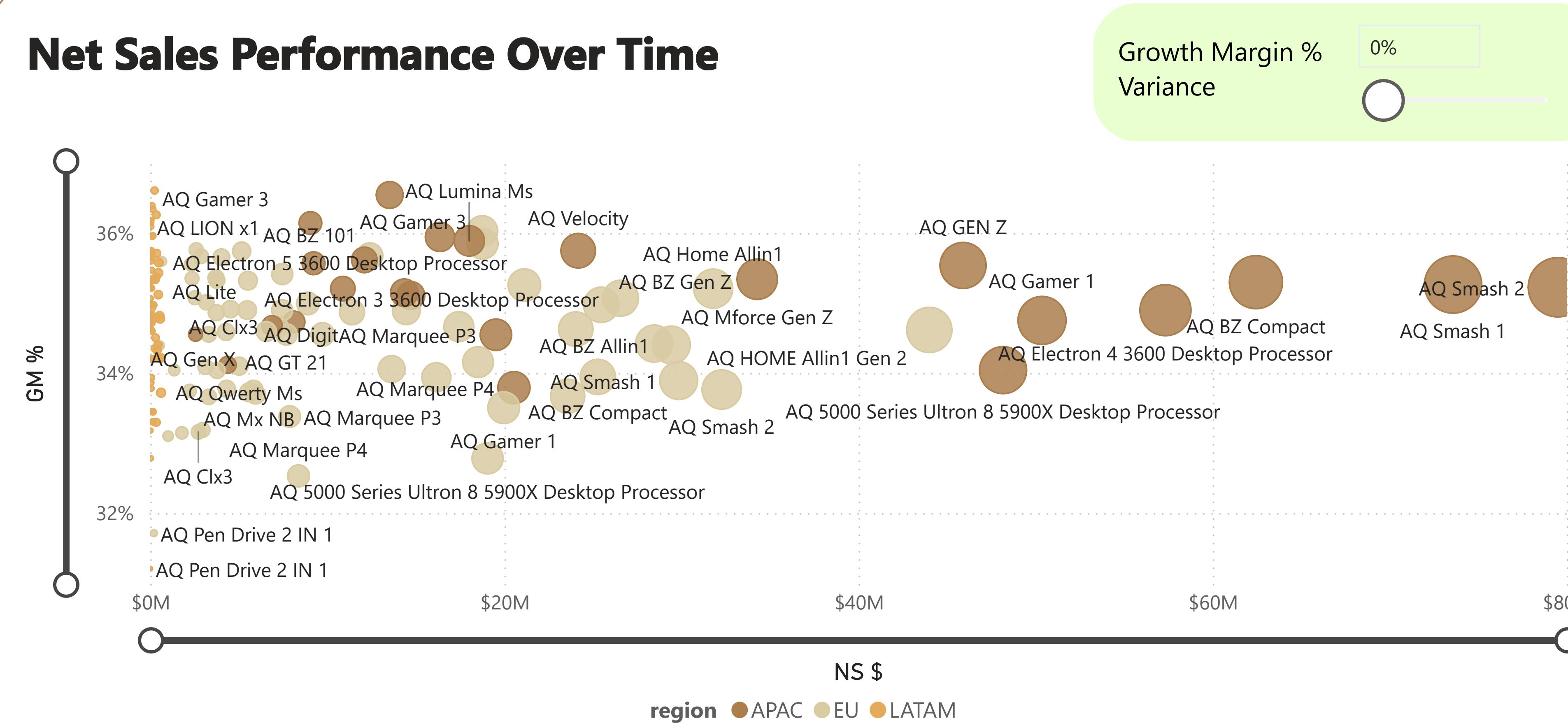


Top / Bottom Products & Customers by Net Sales





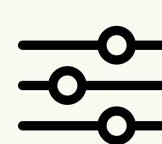
Net Sales Performance Over Time



Product Performance

Product Customer

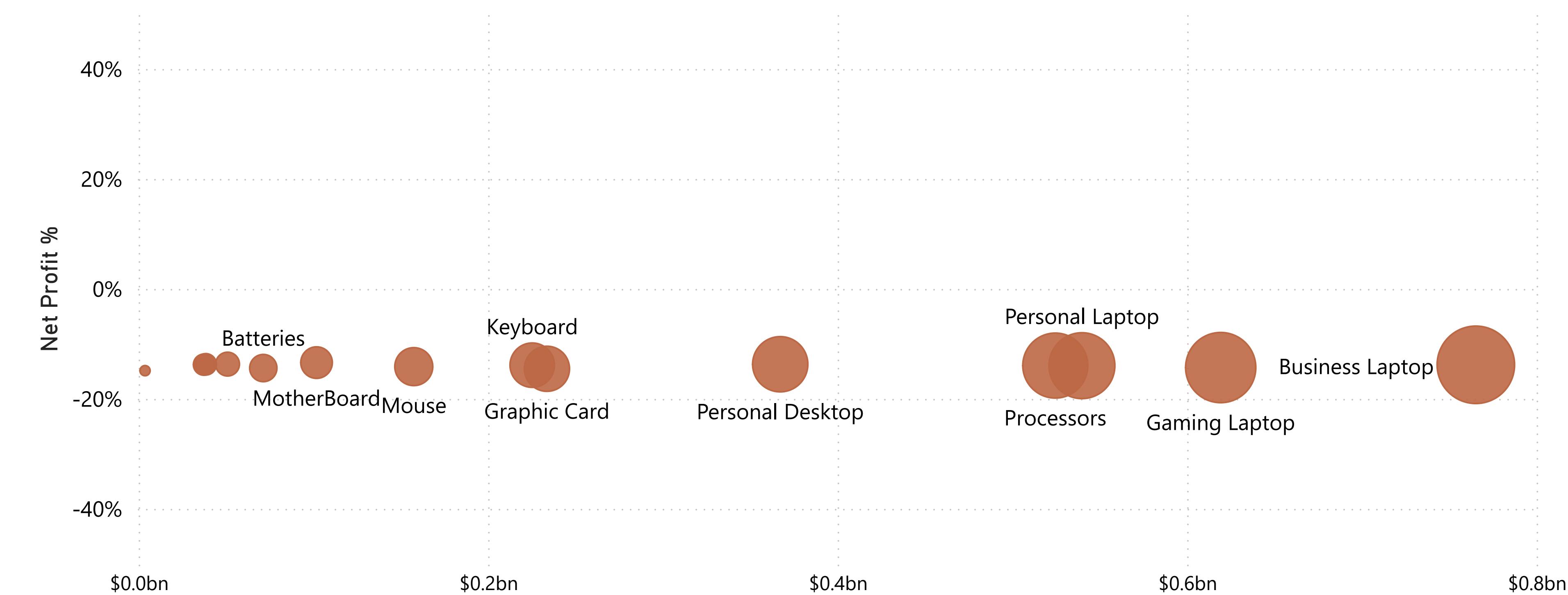
Product	NS \$	GM \$	GM %	Δ €
AQ Smash 1	\$142.46M	53.32M	37.43%	-1
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$91.66M	33.21M	36.23%	-1
AQ Marquee P4	\$39.92M	14.42M	36.11%	-1
AQ Lumina Ms	\$35.36M	13.50M	38.17%	-1
AQ Clx3	\$13.35M	4.92M	36.85%	-1
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	\$8.53M	3.11M	36.54%	-1
AQ 5000 Series Electron 9 5900X Desktop Processor				-1
AQ MB Elite				-1
AQ Wi Power Dx1				-1
Total	\$331.28M	122.48M	36.97%	



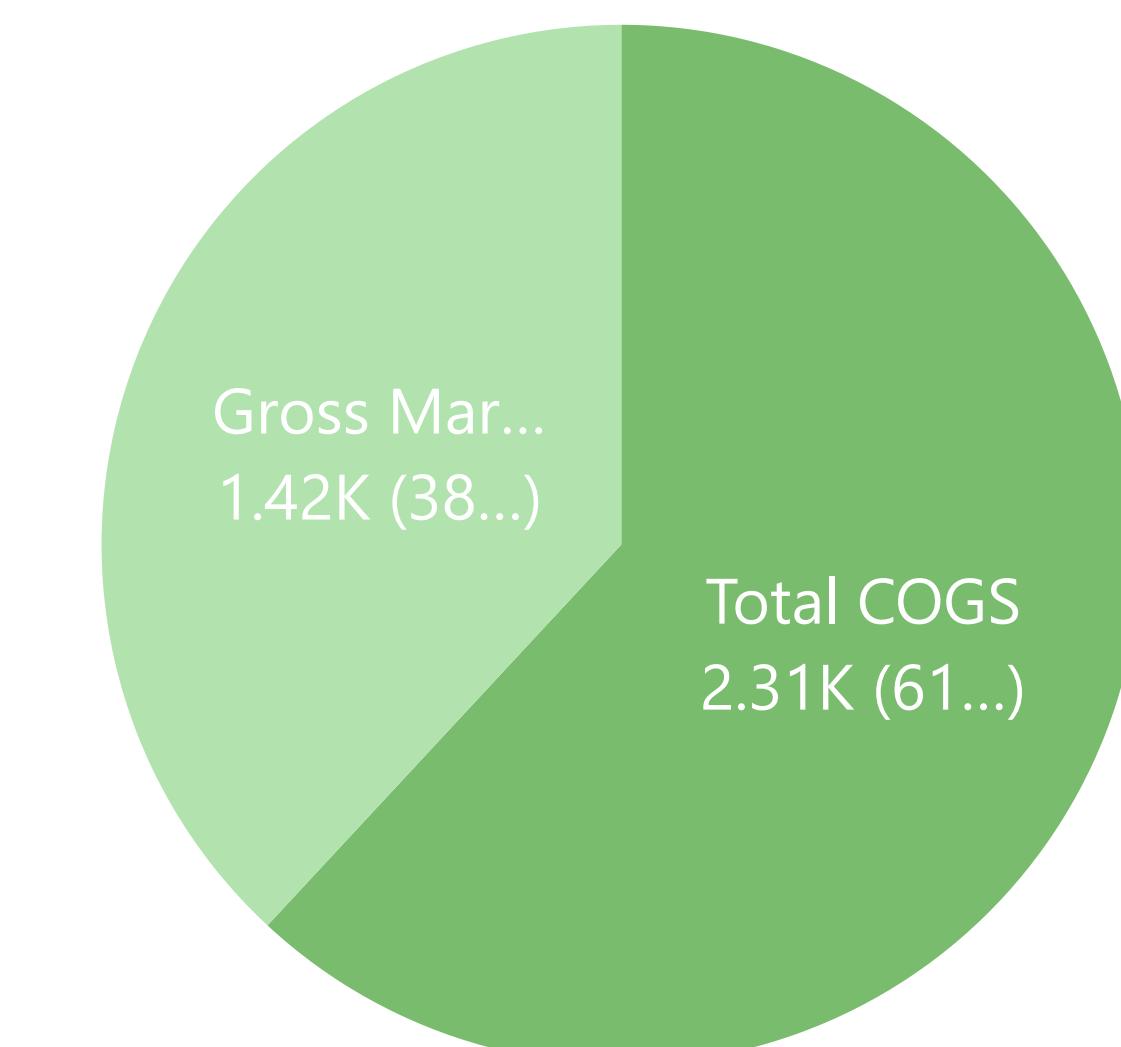
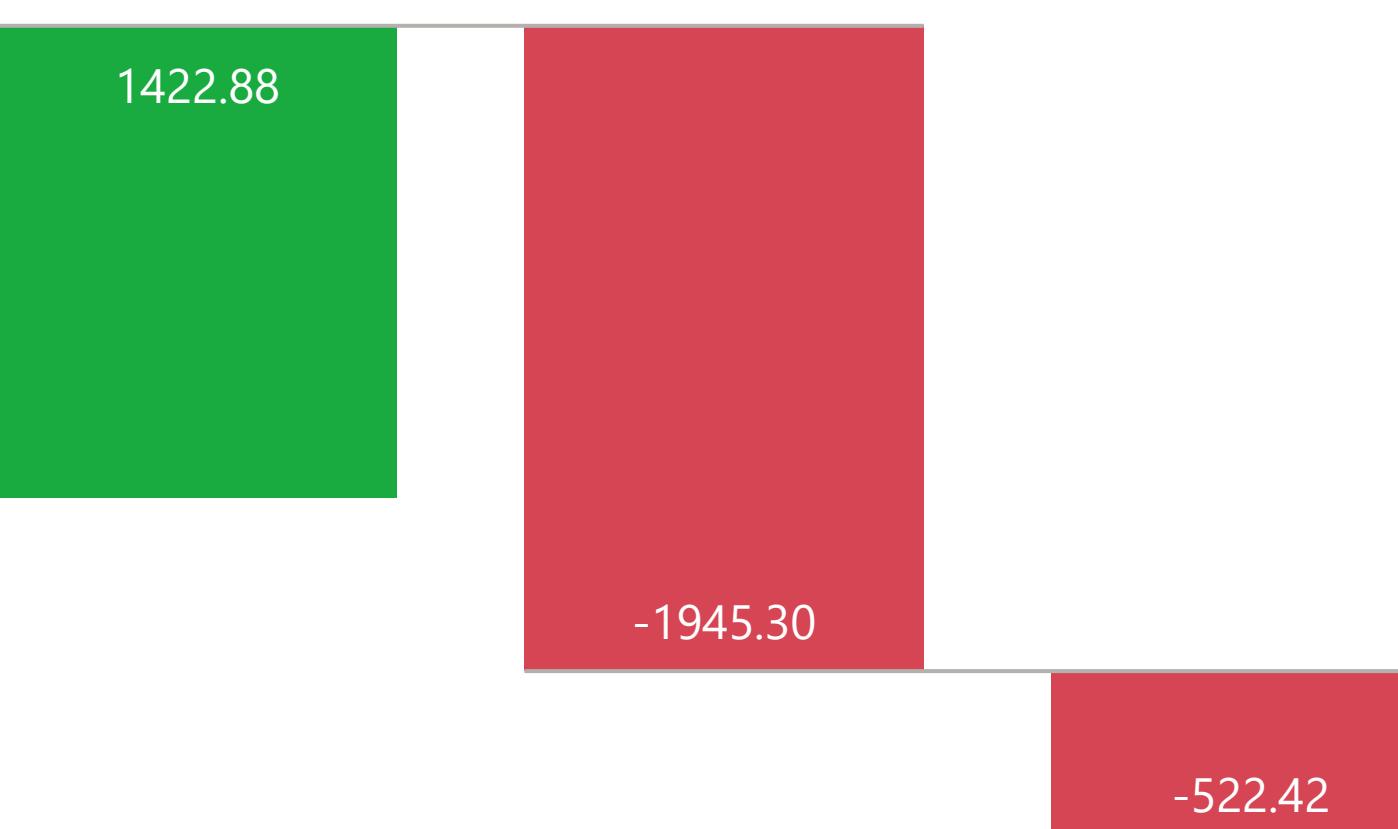
Segment Performance - By Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Gross Margin

Operational Expenses

Net Profit

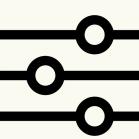
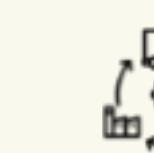
● Increase ● Decrease

Segment Market

Category

Segment

Category	NS \$	GM %	NP \$	NP %	Δ NP %
MotherBoard	\$101.84M	38.69%	-13.65M	-13.41%	1.13
Wi fi extender	\$38.43M	38.45%	-5.27M	-13.72%	1.13
External Solid State Drives	\$50.90M	38.41%	-6.96M	-13.68%	1.20
Personal Desktop	\$367.18M	38.34%	-50.32M	-13.70%	0.98
Internal HDD	\$37.41M	38.30%	-5.15M	-13.78%	1.15
Business Laptop	\$765.25M	38.27%	-105.64M	-13.80%	1.06
Keyboard	\$225.25M	38.17%	-31.24M	-13.87%	1.09
Personal Laptop	\$539.83M	38.13%	-75.38M	-13.96%	1.00
Processors	\$524.59M	38.08%	-73.15M	-13.94%	1.08
Mouse	\$157.48M	37.96%	-22.26M	-14.14%	1.13
Gaming Laptop	\$619.25M	37.76%	-88.61M	-14.31%	1.28
Batteries	\$71.37M	37.61%	-10.27M	-14.40%	1.14
Graphic Card	\$233.69M	37.53%	-33.95M	-14.53%	1.20
USB Flash Drives	\$3.69M	37.22%	-0.55M	-14.87%	0.96
Total	\$3,736.17M	38.08%	-522.42M	-13.98%	1.11



Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲

Net Error \$

-3M

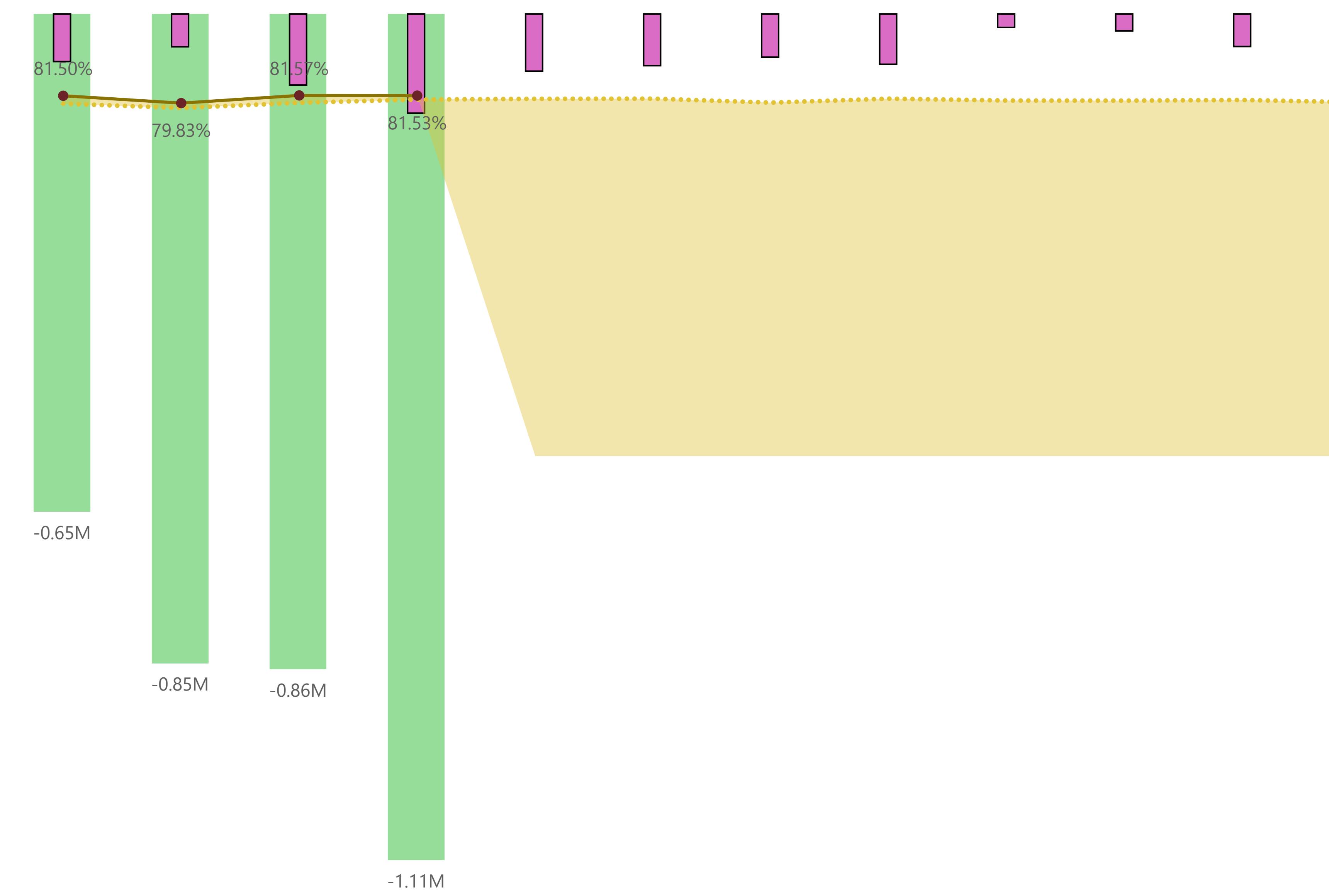
LY: -0.75M | 361.97% ▼

Absolute Error \$

7M

LY: 9.78M | -29.46% ▲

Accuracy / Net Error Trend


● Net Error
■ Forecast Accuracy %
····· Forecast Accuracy % LY

Key Metrics by Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ e Store	74.22%	0.75	-295K	-9.65%	OOS
Amazon	73.79%	0.75	-465K	-9.22%	OOS
AtliQ Exclusive	70.35%	0.72	-359K	-11.91%	OOS
Expert	62.93%	0.61	-26K	-6.75%	OOS
Acclaimed Stores	57.74%	0.51	83K	10.74%	EI
Electricalsbea Stores	55.74%	0.52	-6K	-9.56%	OOS
Mbit	55.40%	0.62	-43K	-22.29%	OOS
Argos (Sainsbury's)	54.78%	0.56	-23K	-17.60%	OOS
Total	81.17%	0.80	-3473K	-9.48%	OOS

Key Metrics by Product

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Peripherals	68.17%	0.83	-3204K	-31.83%	OOS
Storage	71.50%	0.84	-628K	-25.61%	OOS
Notebook	87.24%	0.80	-47K	-1.69%	OOS
Accessories	87.42%	0.78	341K	1.72%	EI
Desktop	87.53%	0.84	79K	10.24%	EI
Networking	93.06%	0.90	-13K	-1.69%	OOS
Total	81.17%	0.80	-3473K	-9.48%	OOS



**Net Sales \$
\$3.74bn**

BM: 823.85M | 353.5% ▲

**Gross Margin %
38.08%**

BM: 36.49% | 4.37% ▲

**Net Profit %
-13.98%**

BM: -6.63% | 110.79% ▲

**Forecast Accuracy %
81.17%**

LY: 80.21% | 1.2% ▲

Revenue Contribution

● Division

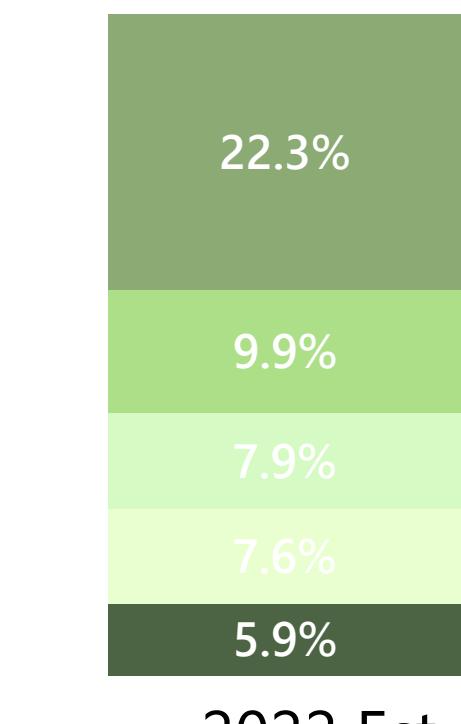
○ Channel



Trend: Key Metrics over years



Trend: Revenue Contribution over years



● atliq ● bp ● dale ● innovo ● pacer

Top 5 Customers

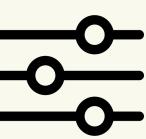
Customer	RC %	GM %
AtliQ Exclusive	9.7%	46.0% ▲
Flipkart	3.7%	42.1% ▲
Atliq e Store	8.1%	36.9% ▼
Amazon	13.3%	36.8% ▲
Sage	3.4%	31.5% ▼
Total	38.2%	39.2%

Top 5 Products

product	RC %	GM %
AQ Smash 2	4.1%	37.4% ▲
AQ Smash 1	3.8%	37.4% ▼
AQ HOME Allin1 Gen 2	5.7%	38.1% ▲
AQ BZ Allin1 Gen 2	5.4%	38.5% ○
AQ Home Allin1	4.1%	38.7% ▲
Total	23.2%	38.1%

Sub Region Performance

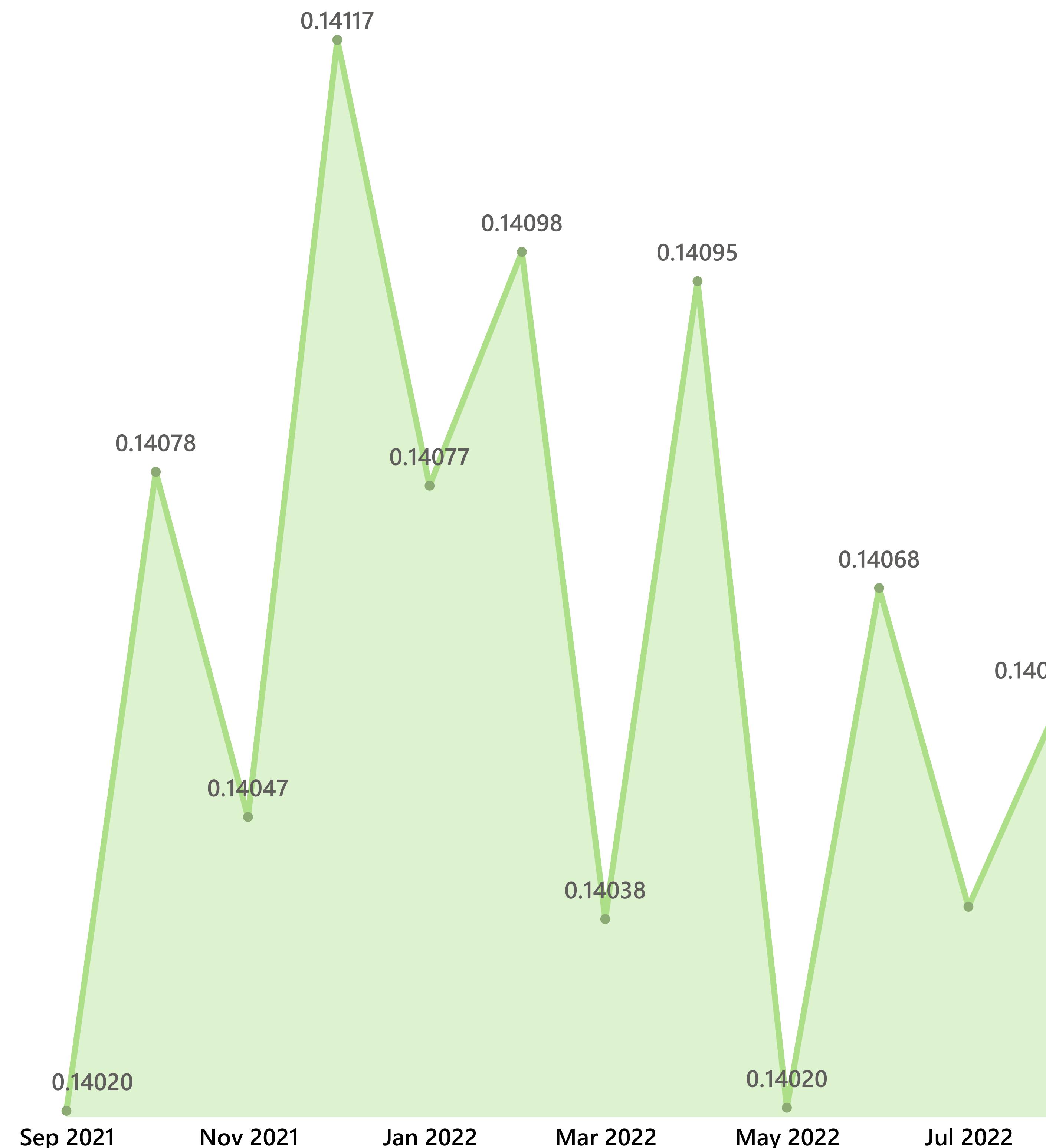
Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$317.8M	8.5%	37.0% ▼	-4.0%	-55.5% OOS		16.4%
India	\$945.3M	25.3%	35.8% ▲	-23.0% ▼	-24.4% OOS		13.3%
ROA	\$788.7M	21.1%	34.2% ▼	-6.3%	-4.6% OOS		8.3%
NE	\$457.7M	12.3%	32.8% ▼	-18.1%	-4.6% OOS		6.8%
NA	\$1,022.1M	27.4%	45.0% ▲	-14.2% ▲	14.4% EI		4.9%
ANZ	\$189.8M	5.1%	43.5% ▲	-7.4%	-37.6% OOS		1.4%
LATAM	\$14.8M	0.4%	35.0% ▼	-2.9%	3.4% EI		0.3%
Total	\$3,736.2M	100.0%	38.1%	-14.0%	-9.5% OOS		5.9%



Post Discount % Trend by Customers

Post Discount % by date

Customer

 Amazon Atliq e Store AtliQ Exclusive Costco Nomad Stores Premium Stores Relief Sage Staples walmart

Top 5 Countries by GM %

Australia

Canada

China

Spain

USA

**\$251.83M**

BM: 45.89M | 448.76% ▲

**46.49%**

BM: 38.22% | 21.63% ▲

**-21.54%**

BM: -4.42% | 387.41% ▲

Top & Bottom 5 Products

Top 5 Bottom 5