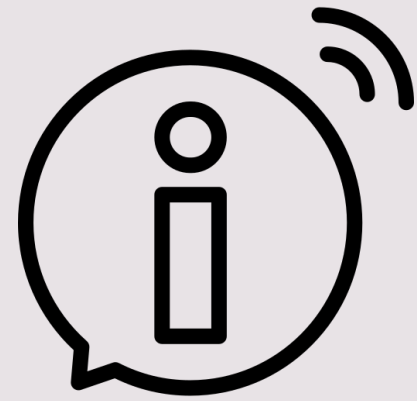




Business Insights



Info

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



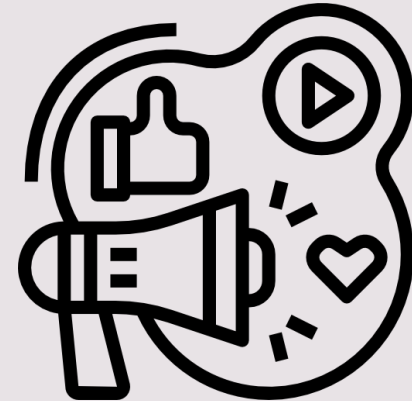
Finance View

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



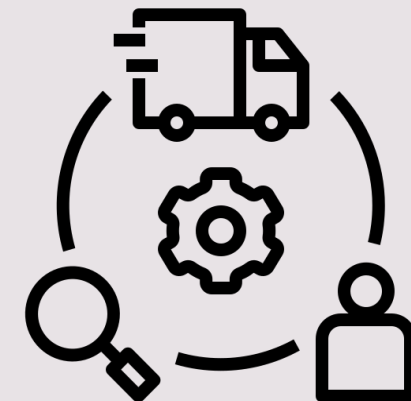
Sales View

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



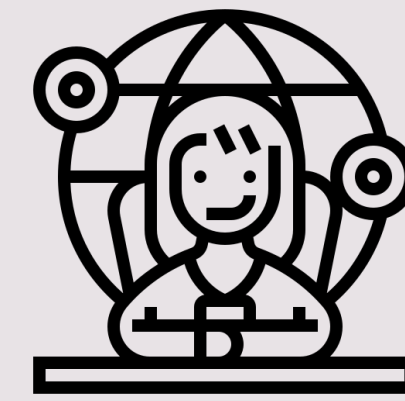
Marketing View

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, catego...

All



2019

2020

2021



Qtr

1

Qtr

2

Qtr

3

Qtr

4

YTD

YTG

vs LY

vs
Target

\$16.40M✓

BM: 4.25M (+285.41%)

Net Sales

41%✓

BM: 37.13% (+10.9%)

GM %

2.33%✓

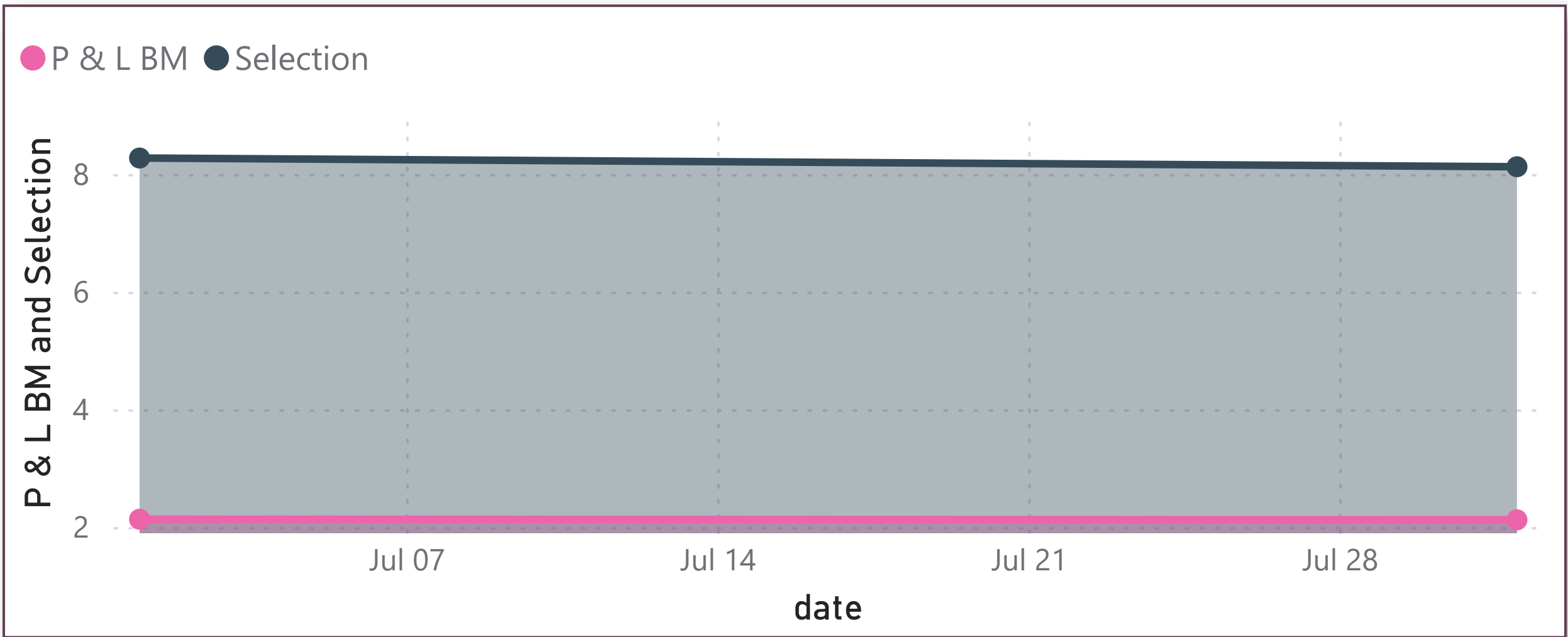
BM: -4.64% (+150.17%)

Net Profit %

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg%
▼				
Net Profit %	2.33	-4.64	6.97	-150.17
Net Profit	0.38	-0.20	0.58	-293.36
Operational Expense	-6.37	-1.78	-4.59	258.42
GM / Unit	4.22	3.11	1.11	35.71
Gross Margin %	41.17	37.13	4.05	10.90
Gross Margin	6.75	1.58	5.17	327.40
Total COGS	9.65	2.67	6.97	260.61
- Other Cost	0.07	0.01	0.06	445.59
- Freight Cost	0.39	0.11	0.28	261.50
- Manufacturing Cost	9.18	2.55	6.63	259.59
Net Sales	16.40	4.25	12.14	285.41
Total Post Invoice Deduction	7.36	2.24	5.12	227.99
- Post Deductions	3.00	0.68	2.32	340.81
- Post Discounts	4.36	1.56	2.80	178.88
Net Invoice Sales	23.76	6.50	17.26	265.58
Pre Invoice Deduction	7.04	2.06	4.98	241.34
Gross Sales	30.80	8.56	22.24	259.74

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
+		▲
NA	3.28	242.04
+		
APAC	10.60	250.76
+		
LATAM	0.13	257.10
+		
EU	2.39	907.86
Total	16.40	285.41

segment	P & L values	P & L YoY Chg %
+		▼
Storage	2.10	649.04
+		
Networking	2.50	425.13
+		
Notebook	4.72	345.15
+		
Accessories	4.19	217.78
+		
Peripherals	2.88	157.62
Total	16.40	285.41

BM = Benchmark, LY = Last Year, GM = Gross Margin , P & L = Profit & Loss



region, market

All

segment, categ...

All

customer

All

2019

2020

2021

2022Est

Qtr

1

Qtr

2

Qtr

3

Qtr

4

YTD

YTG

vs LY

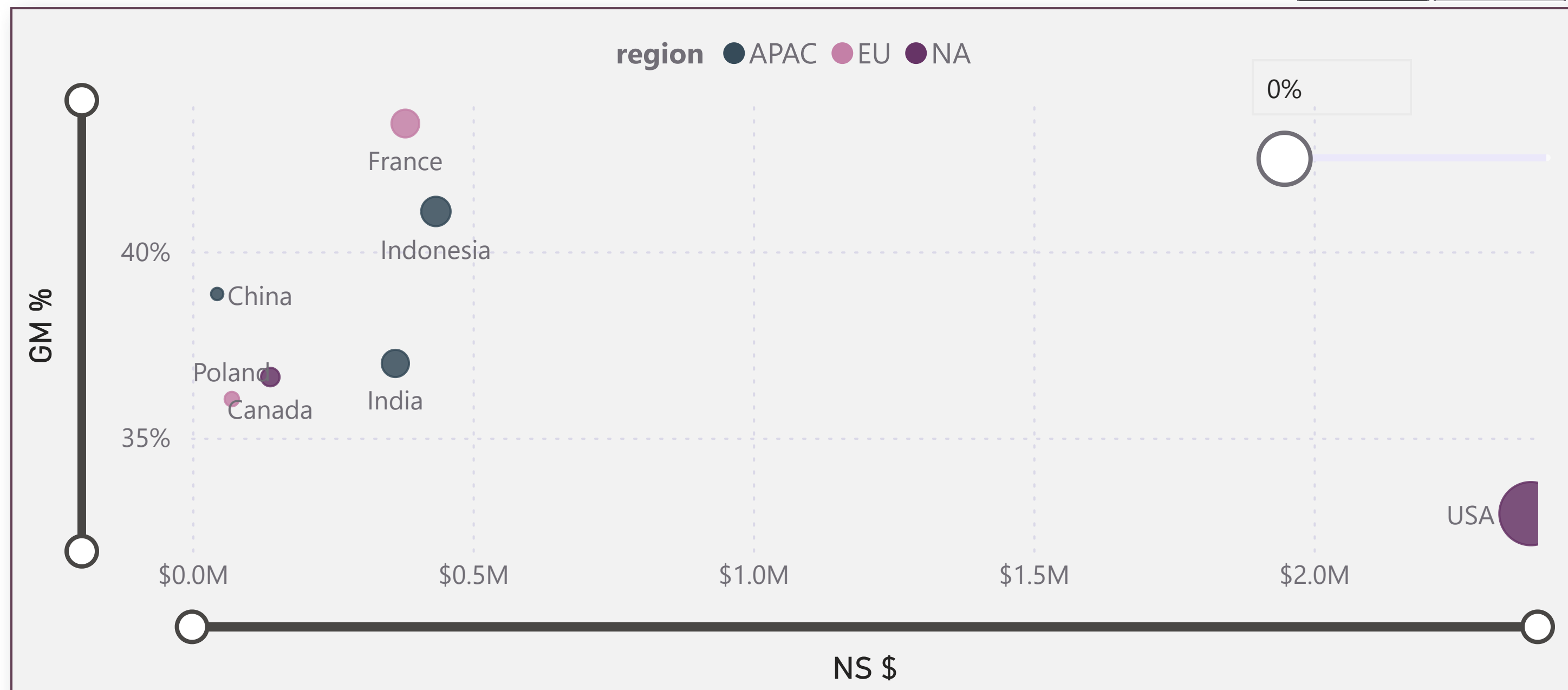
vs

Target

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$0.34M	\$0.11M	33%
Amazon	\$2.44M	\$1.03M	42%
Argos (Sainsbury's)	\$0.08M	\$0.03M	43%
Atlas Stores	\$0.02M	\$0.01M	40%
Atliq e Store	\$1.17M	\$0.48M	42%
AtliQ Exclusive	\$1.52M	\$0.71M	47%
BestBuy	\$0.20M	\$0.06M	32%
Billa	\$0.07M	\$0.03M	41%
Boulangier	\$0.03M	\$0.01M	39%
Chip 7	\$0.12M	\$0.05M	39%
Circuit City	\$0.20M	\$0.06M	31%
Control	\$0.11M	\$0.04M	32%
Coolblue	\$0.09M	\$0.04M	42%
Costco	\$0.19M	\$0.06M	32%
Croma	\$0.20M	\$0.09M	46%
Currys (Dixons Carphone)	\$0.07M	\$0.02M	31%
Digimarket	\$0.15M	\$0.06M	40%
Total	\$16.40M	\$6.75M	41%

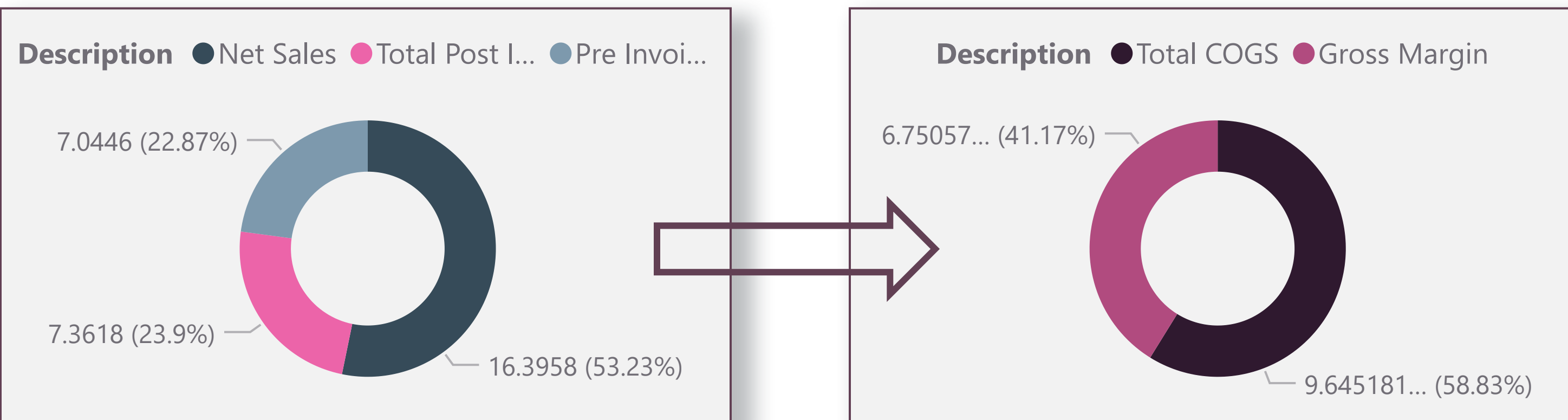
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	\$2M	\$1M	41%
Networking	\$3M	\$1M	40%
Peripherals	\$3M	\$1M	42%
Accessories	\$4M	\$2M	41%
Notebook	\$5M	\$2M	41%
Total	\$16M	\$7M	41%

Unit Economics



NS = Net Sales, GM = Gross Margin , COGS = Cost Of Good Sales



region

All

market

All

customer

All

2019

2020

2021

2022Est

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

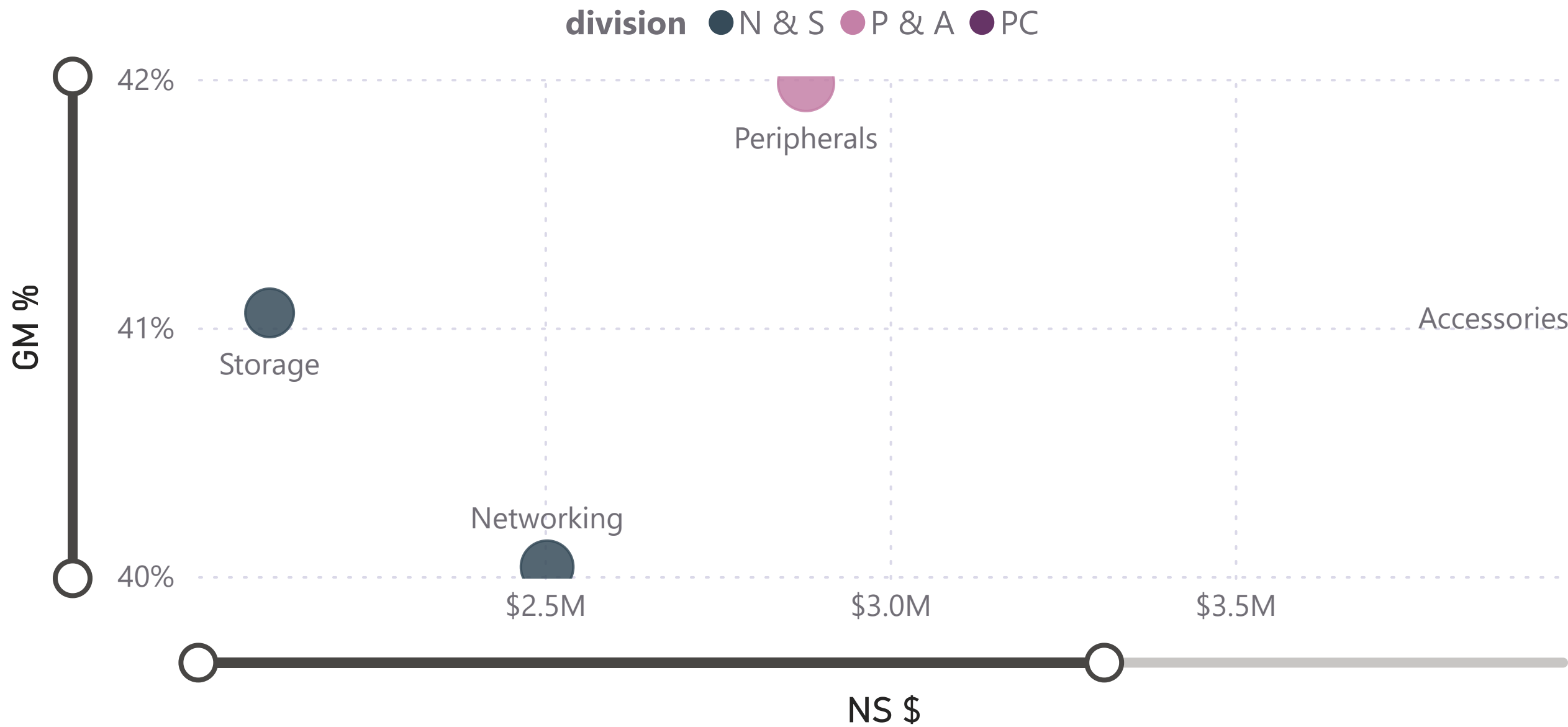
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$4M	\$2M	41%	0.10M	2.47%
Networking	\$3M	\$1M	40%	0.03M	1.21%
Notebook	\$5M	\$2M	41%	0.11M	2.30%
Peripherals	\$3M	\$1M	42%	0.09M	3.06%
Storage	\$2M	\$1M	41%	0.05M	2.45%
Total	\$16M	\$7M	41%	0.38M	2.33%

Show NP %

Performance Matrix

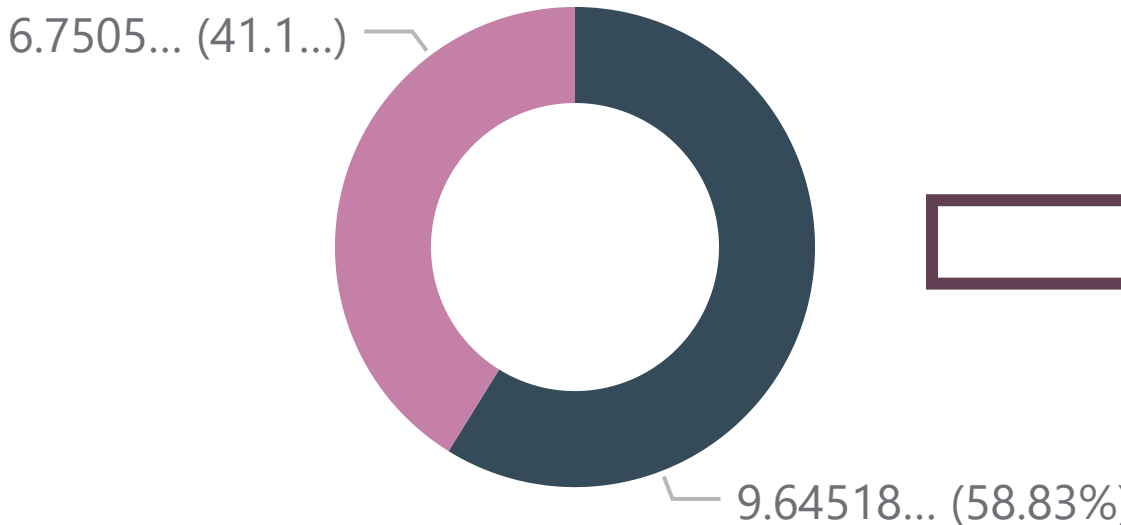


Region / Market / Customer Performance

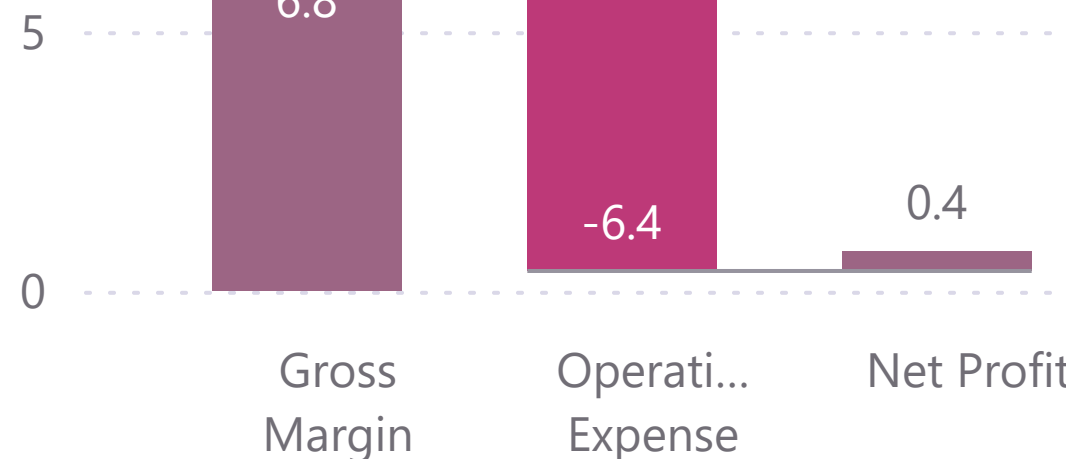
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$11M	\$5M	43%	0.66M	6.22%
NA	\$3M	\$1M	35%	-0.28M	-8.62%
EU	\$2M	\$1M	41%	-0.01M	-0.22%
LATAM	\$0M	\$0M	43%	0.01M	7.56%
Total	\$16M	\$7M	41%	0.38M	2.33%

Unit Economics

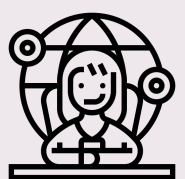
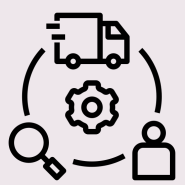
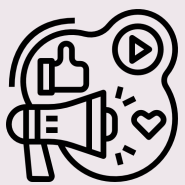
Descripti... ● Total COGS ● Gross Margin



● Increase ● Decrease



NS = Net Sales, GM = Gross Margin , COGS = Cost Of Good Sales



region

All

market

All

customer

All

2019

2020

2021

2022Est

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

86.48%✓

LY: 82.28% (+5.1%)

Forecast Accuracy

75.68K✓

LY: 8770.2K% (-13.71%)

Net Error

226.7K!

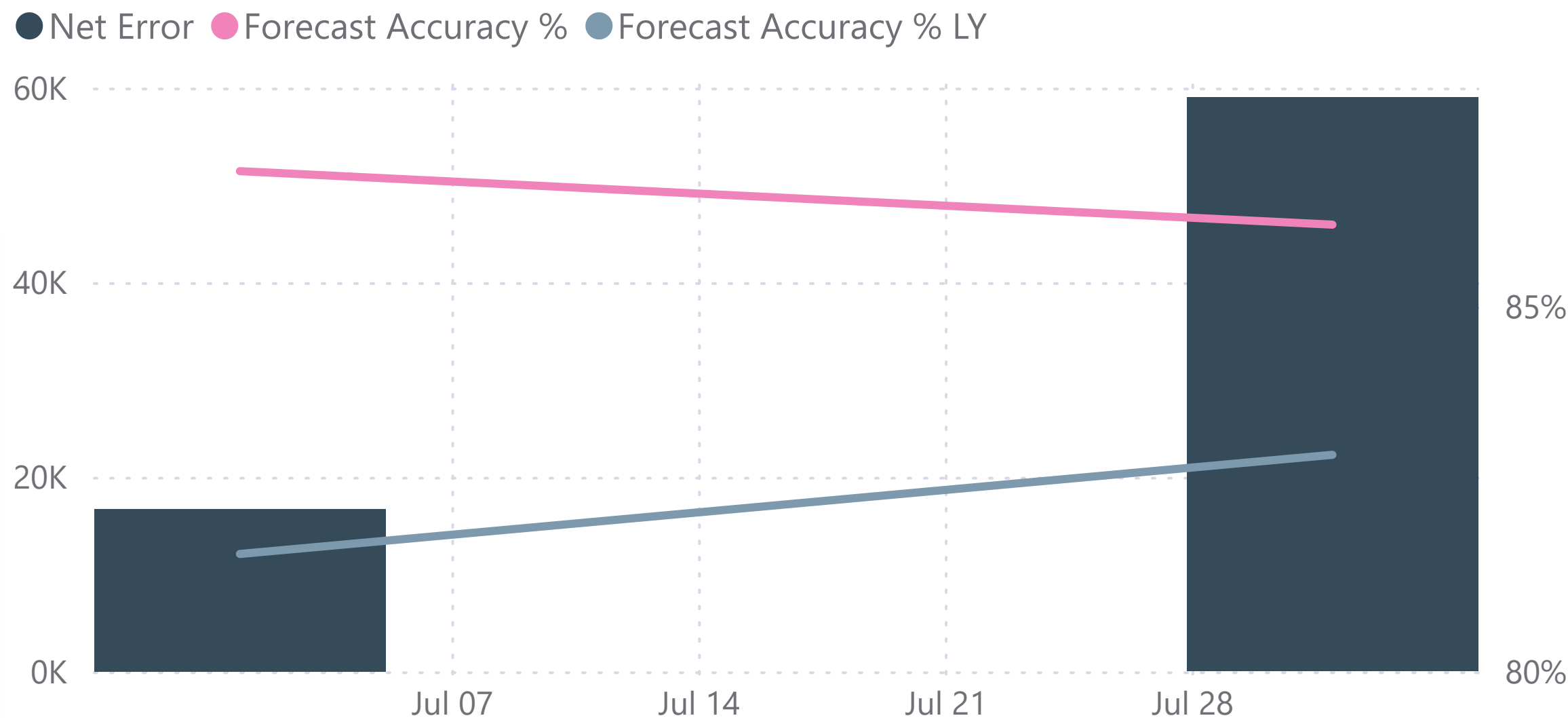
LY: 105.6K (+114.63%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Info Stores	42.73%		604	39.40%	EI
Electricalsara Stores	51.14%	34.87%	1304	33.85%	EI
Power	58.70%	35.69%	1730	32.57%	EI
Leader	52.06%	42.97%	39494	29.06%	EI
Vijay Sales	40.39%	48.50%	13272	27.78%	EI
Viveks	52.07%	45.67%	6508	25.94%	EI
Sage	50.65%	35.28%	34239	24.54%	EI
Ezone	44.34%	43.99%	10759	23.99%	EI
Propel	46.20%	41.73%	11197	23.87%	EI
Electricalslance Stores	55.96%		795	21.98%	EI
Forward Stores	52.69%	49.07%	2121	20.96%	EI
Electricalsocity	57.29%	51.42%	11956	19.47%	EI
Flawless Stores	47.58%		227	18.34%	EI
Lotus	46.81%	45.76%	4119	17.94%	EI
Digimarket	52.47%	40.77%	3159	17.51%	EI
Electricalslytical	44.57%	45.31%	4573	17.32%	EI
Expression	47.64%	54.58%	4376	16.77%	EI
Croma	48.39%	41.43%	3551	16.74%	EI
Sound	57.48%	48.90%	1202	14.77%	EI
Girias	53.70%	44.25%	5323	12.82%	EI
Total	86.48%	82.28%	75678	4.51%	EI

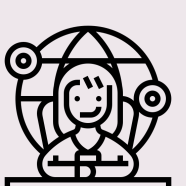
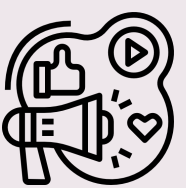
Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊕ Accessories	90.03%	80.96%	-26820	-2.87%	OOS
⊕ Networking	82.24%	87.40%	41811	17.69%	EI
⊕ Notebook	84.48%	85.49%	-3978	-14.80%	OOS
⊕ Peripherals	84.77%	78.27%	-794	-0.55%	OOS
⊕ Storage	80.52%	94.05%	65459	19.48%	EI
Total	86.48%	82.28%	75678	4.51%	EI

LY = Last Year , EI = Excess Inventory , OOS =Out of Stock



region, market

All

customer

All

segment, catego...

All

2019

2020

2021



Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

Revenue by Division

vs LY

vs
Target

Revenue by Channel

\$16.40M✓

BM: 4.25M (+285.41%)

Net Sales

41%✓

BM: 37.13% (+10.9%)

GM %

2.33%✓

BM: -4.64% (+150.17%)

Net Profit %

86.48%✓

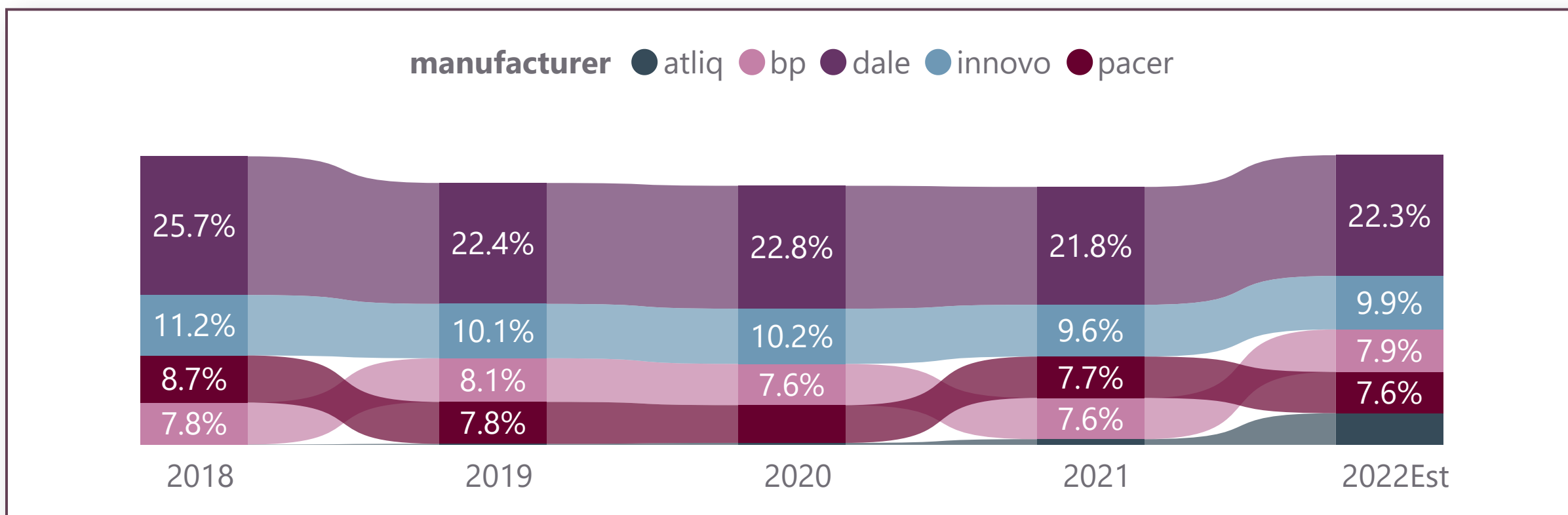
BM: 82.28% (+5.1%)

Forecast Accuracy

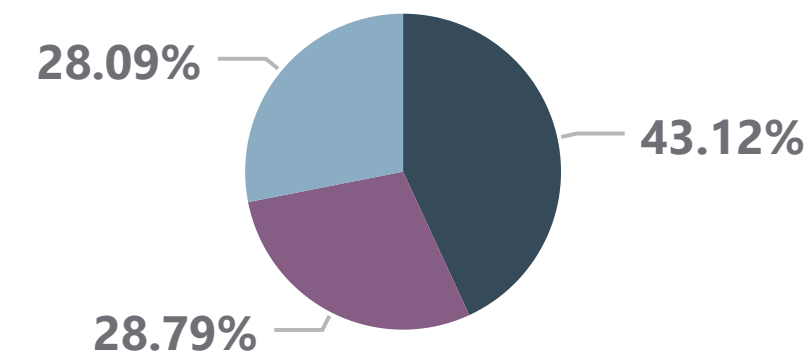
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$0.6M	3.9%	42.3%	10.0%	0.0%	24.0%	EI
India	\$5.3M	32.4%	42.2%	-0.4%	0.6%	17.9%	EI
ROA	\$4.6M	28.3%	44.2%	13.3%	0.3%	16.1%	EI
LATAM	\$0.1M	0.8%	43.1%	7.6%	0.0%	-37.5%	OOS
NA	\$3.3M	20.0%	35.4%	-8.6%	0.1%	-39.6%	OOS
NE	\$1.0M	5.8%	36.4%	-11.3%	0.1%	-6.5%	OOS
SE	\$1.4M	8.7%	43.4%	7.2%	0.5%	-23.7%	OOS
Total	\$16.4M	100.0%	41.2%	2.3%	0.2%	4.5%	EI

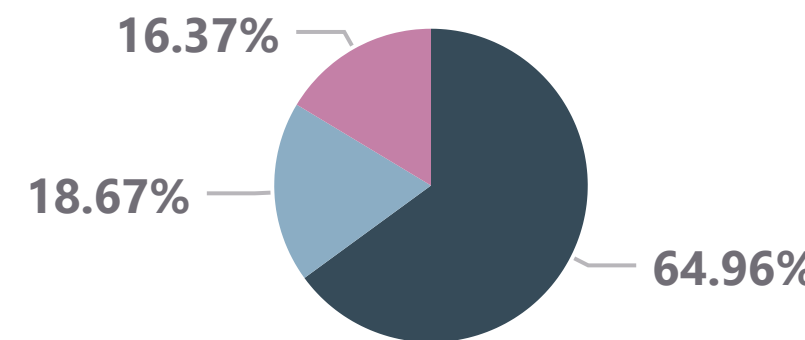
PC Market Share Trend - AtliQ & Competitors



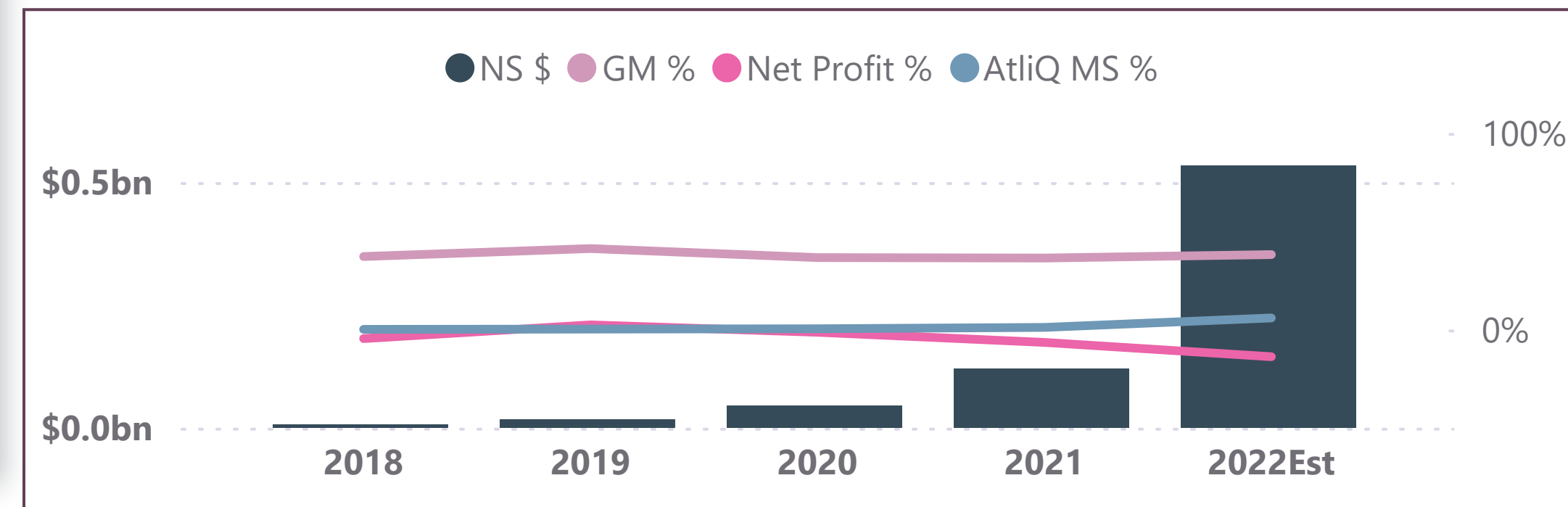
● P & A ● PC ● N & S



● Retailer ● Distributor ● Direct



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



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	14.9%	42.29%
Atliq e Store	7.1%	41.56%
AtliQ Exclusive	9.3%	46.93%
Leader	6.7%	47.99%
Sage	6.9%	43.82%
Total	44.9%	44.22%

Top % Products by Revenue

product	RC %	GM %
AQ BZ Compact	5.1%	41.62%
AQ Gamers	5.9%	41.49%
AQ Digit SSD	5.6%	41.34%
AQ Neuer SSD	7.2%	40.84%
AQ Wi Power Dx1	11.5%	40.20%
Total	35.3%	40.93%

BM = Benchmark, LY = Last Year , EI = Excess Inventory , OOS =Out of Stock