



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..



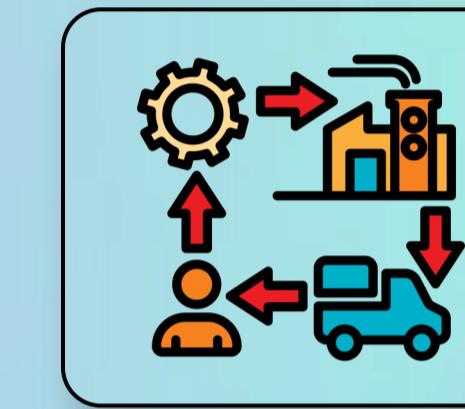
Sales View

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



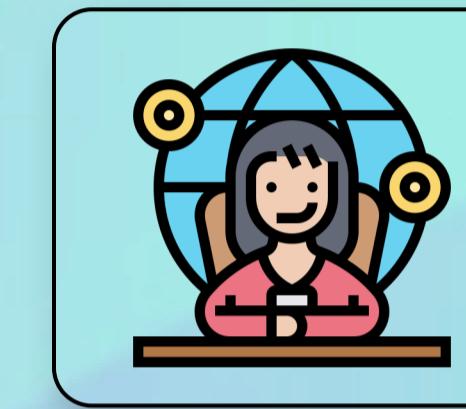
Marketing View

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.



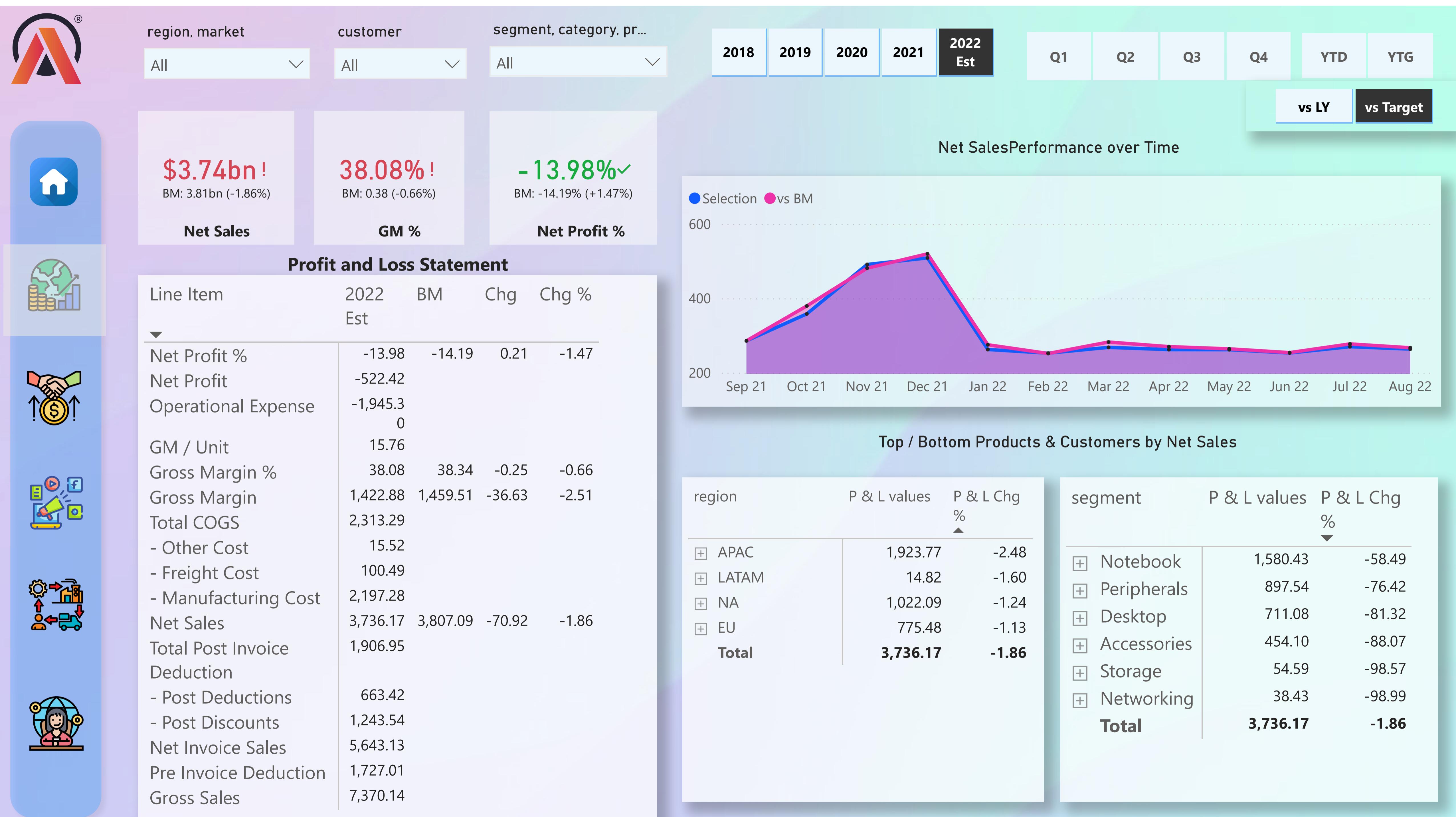
Executive View

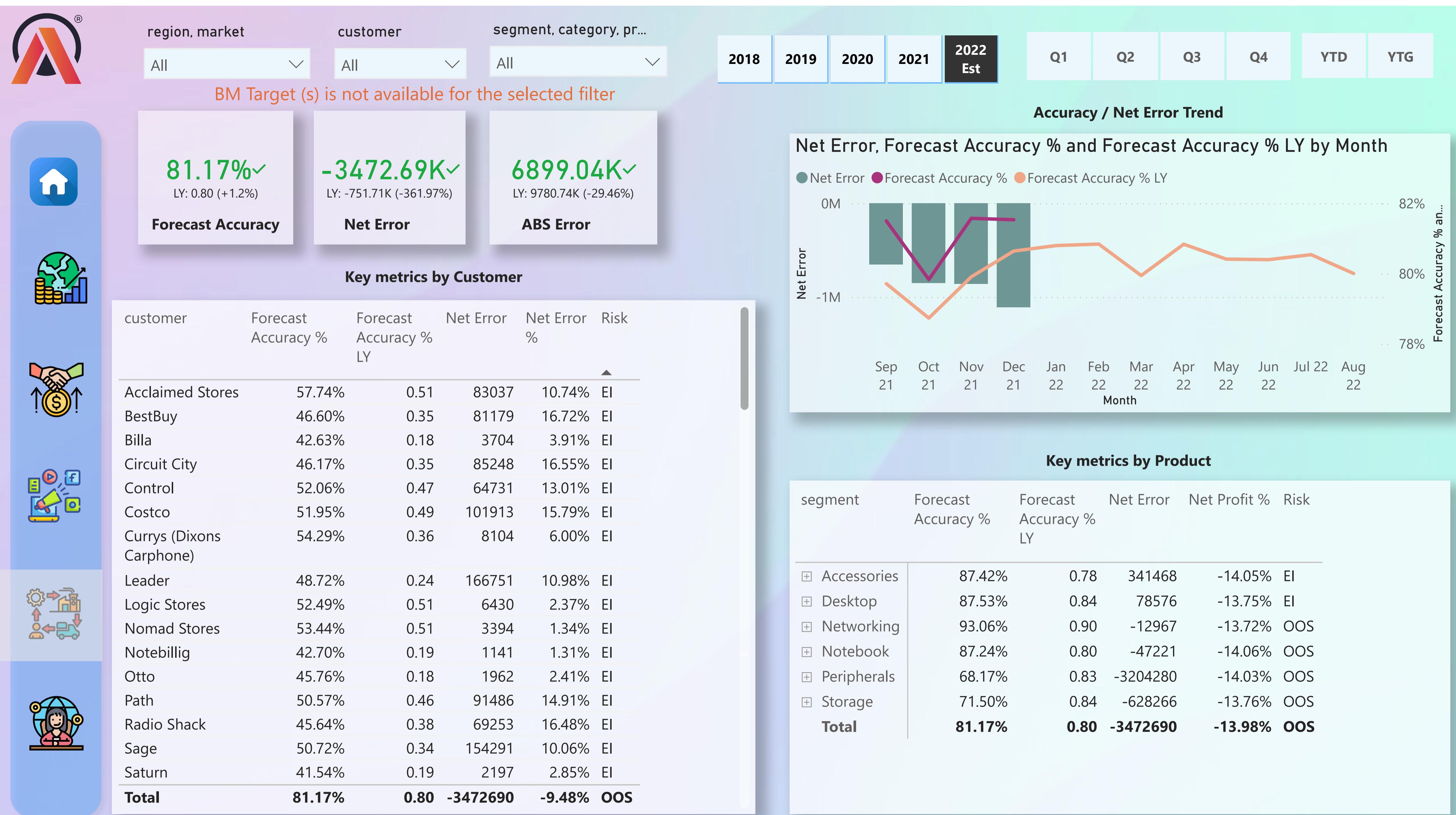
A top level dashboard for executives consolidating top insights from all dimensions of business.



Support

Get your issues resolved by connecting to our support specialist.







region, market

customer

segment, category, pr...

All



All



All



2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

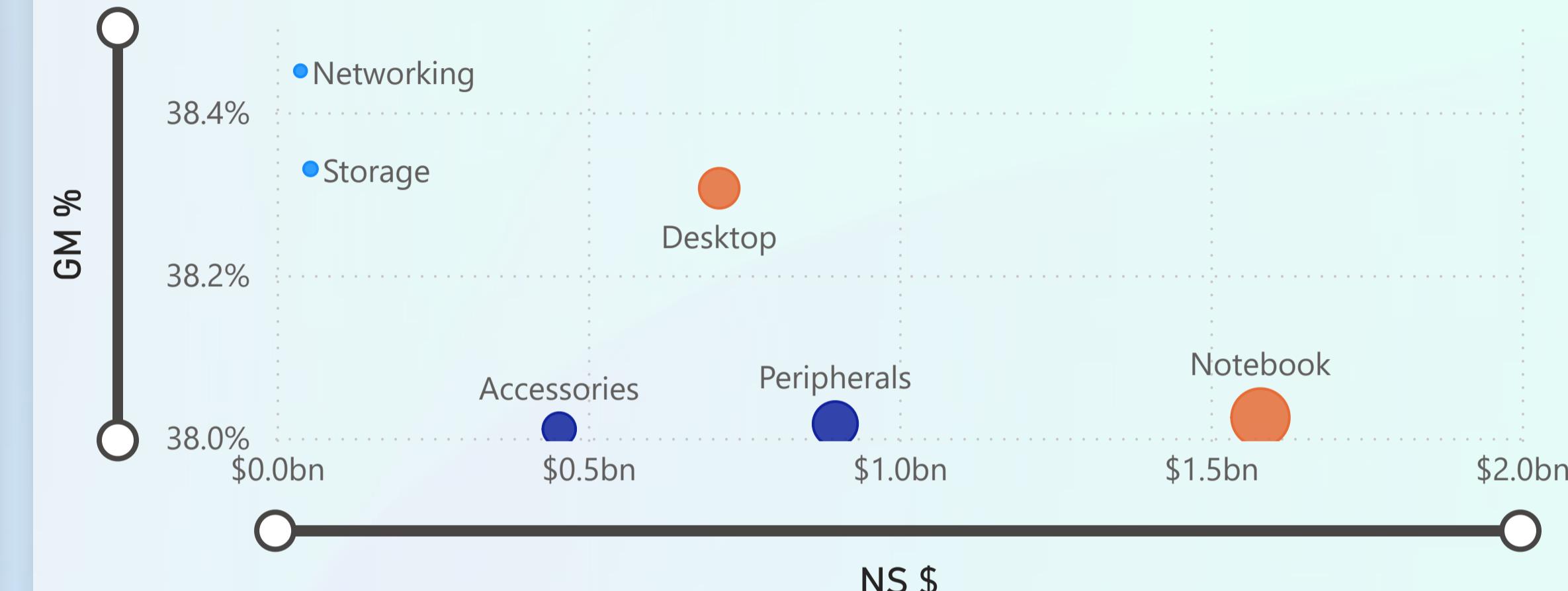
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

NS \$, GM %, NS \$ and GM % by segment and division

division • N & S • P & A • PC

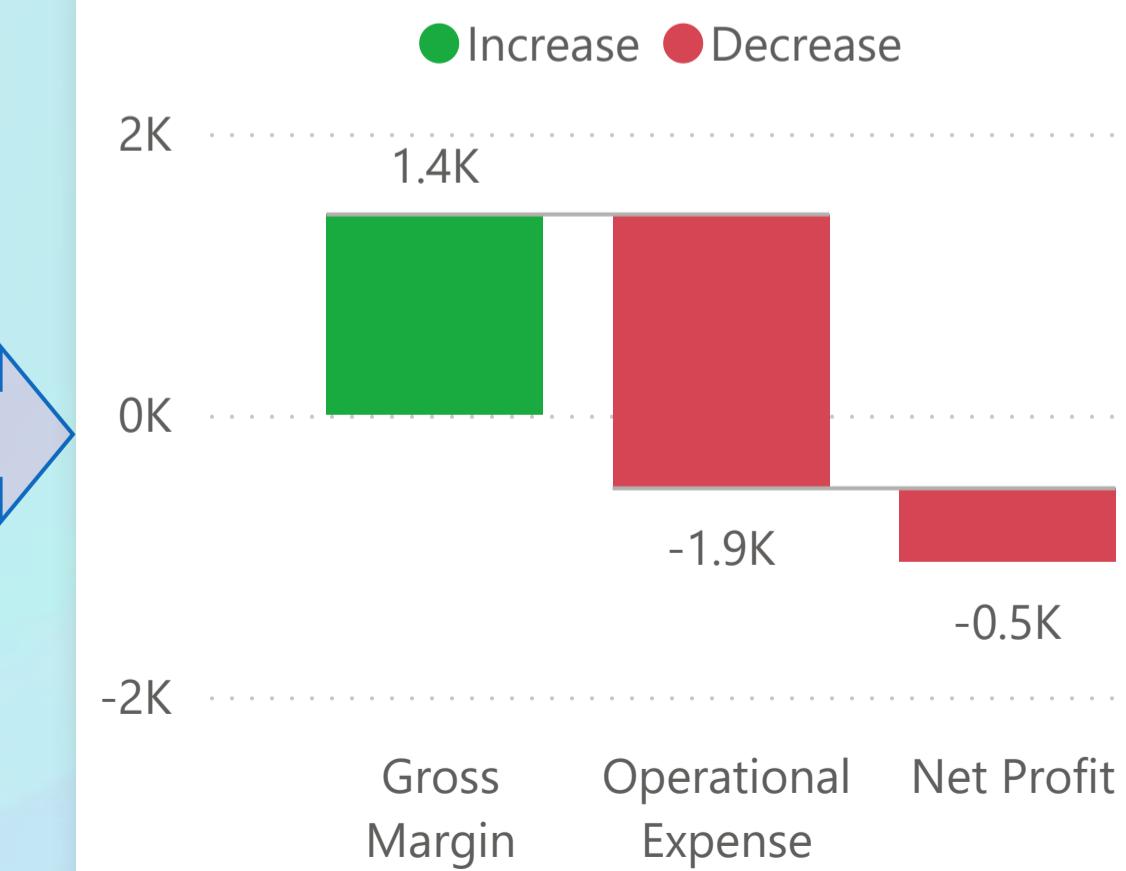
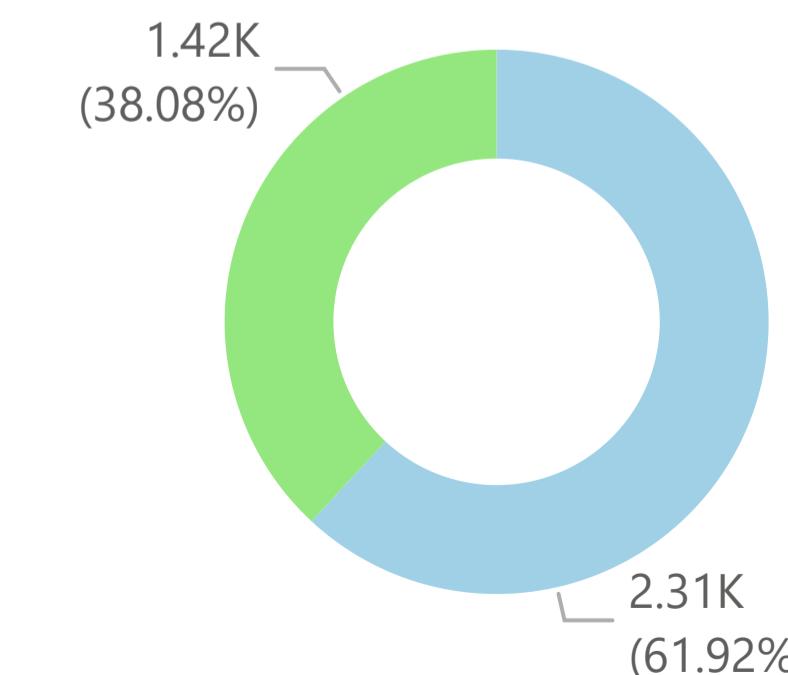


Region / Market / Customer Performance

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

Unit Economics

Total COGS • Gross Margin





region, market

customer

segment, category, pr...

All



All



All



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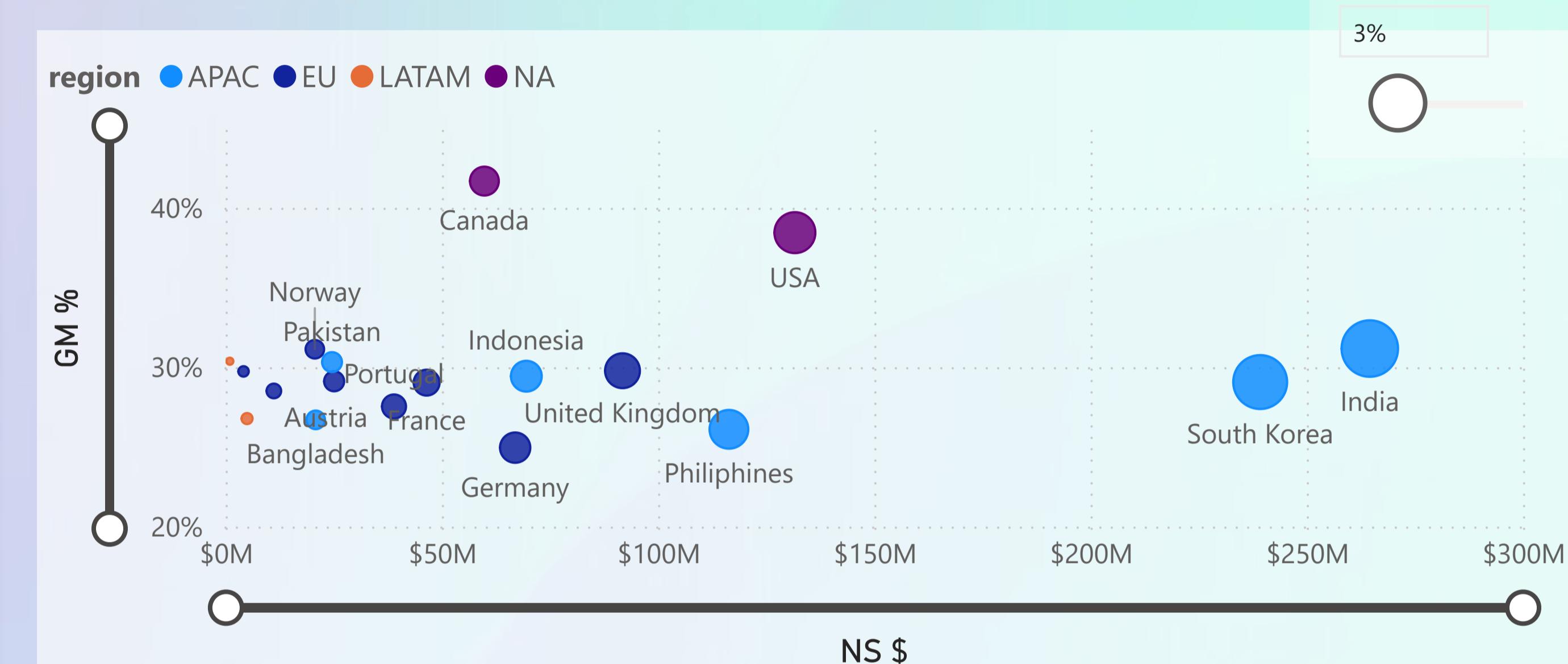
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
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	\$53.95M	21.10M	39.11%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.12M	21.51M	41.77%
Total	\$3,736.17M	1,422.88M	38.08%

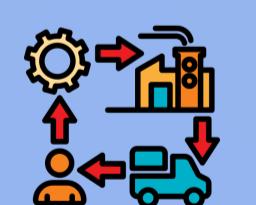
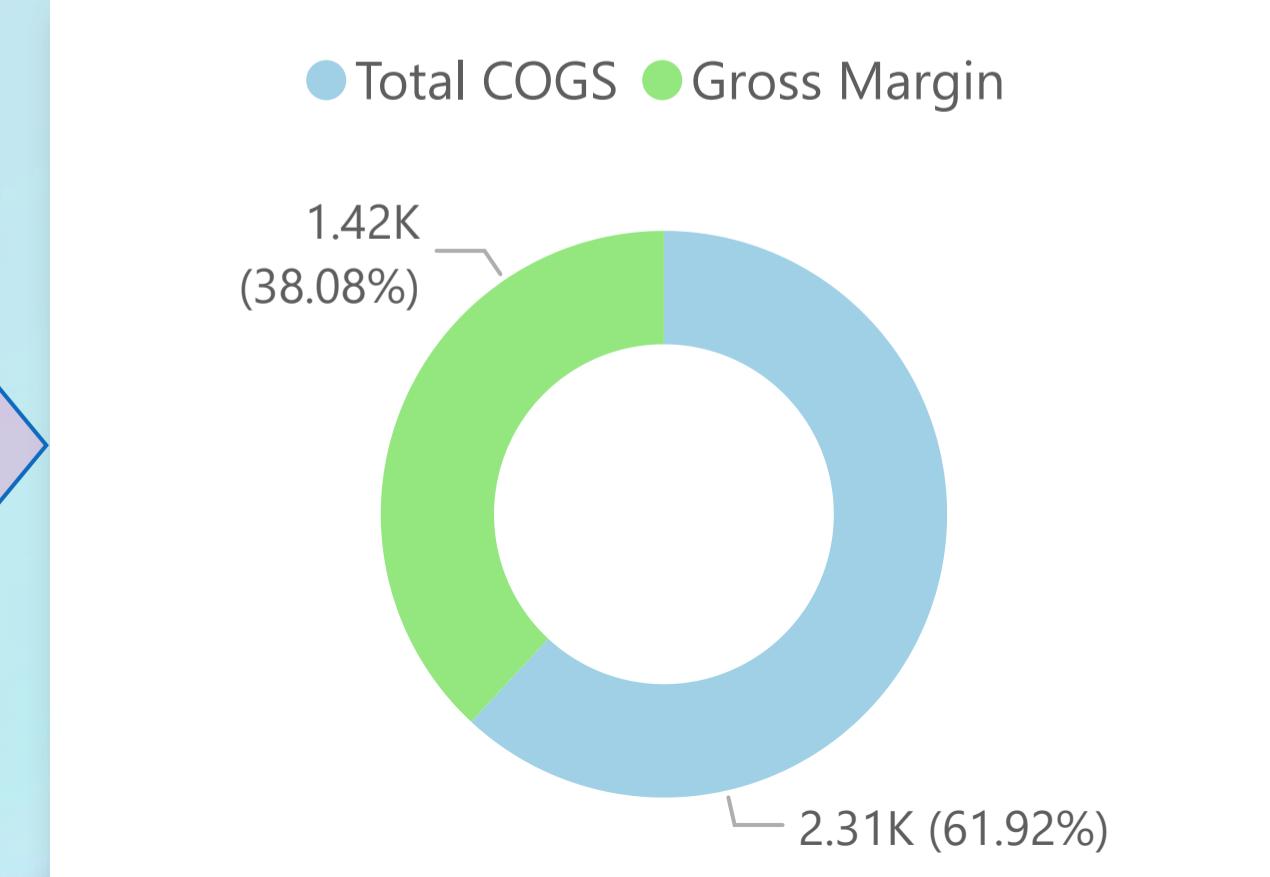
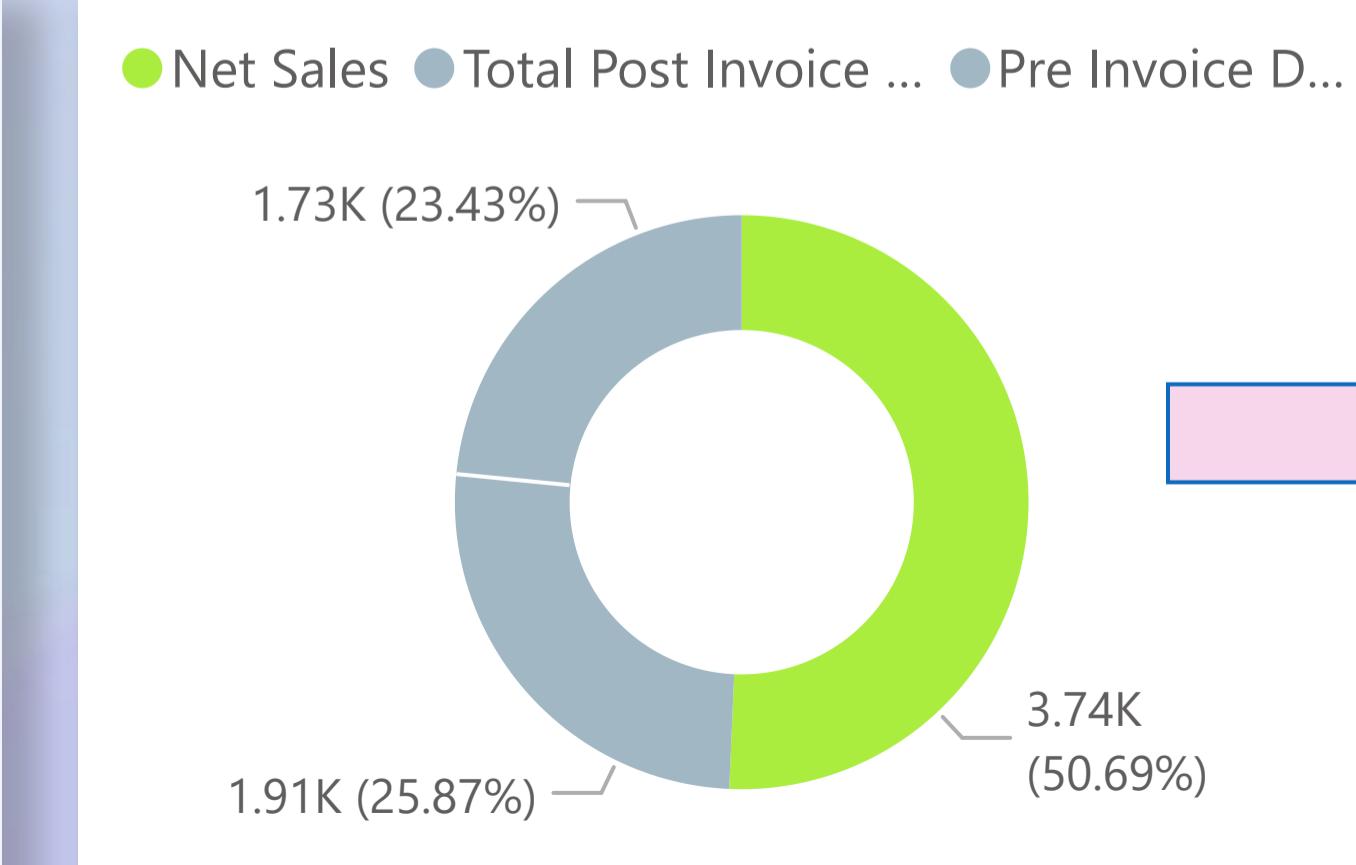
Performance Matrix



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, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

\$3.74bn!
BM: 3.81bn (-1.86%)38.08%!
BM: 0.38 (-0.66%)-13.98%✓
BM: -14.19% (+1.47%)81.17%✓
BM: 0.80 (+1.2%)

Net Sales

GM %

Net Profit %

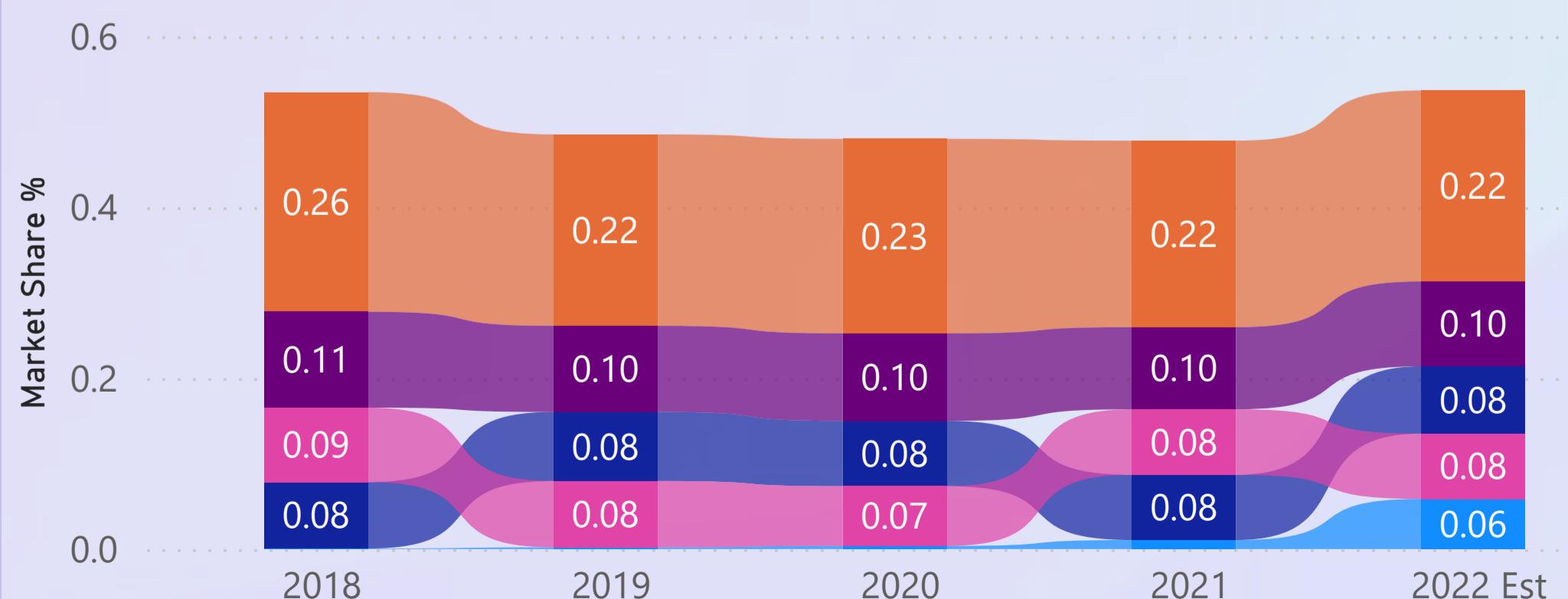
Forecast Accuracy

Key Insights by Sub Zones

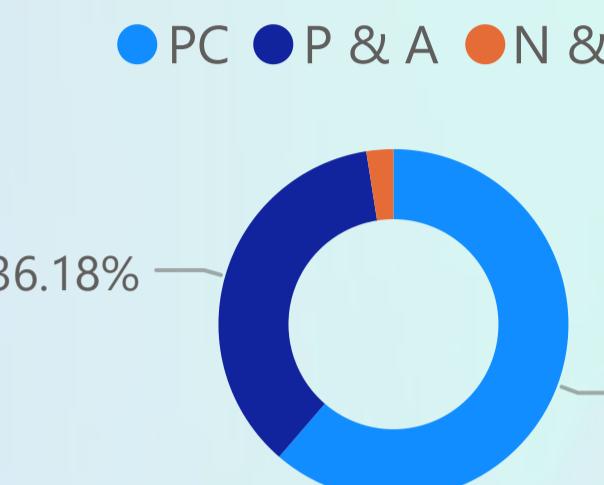
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Risk
ANZ	\$189.78M	5.1%	43.50% ⬇️	-7.39%	5.9%	OOS
India	\$945.34M	25.3%	35.75%	-22.99%	5.9%	OOS
NE	\$457.71M	12.3%	32.80% ⬇️	-18.09%	5.9%	OOS
ROA	\$788.66M	21.1%	34.19% ⬇️	-6.32%	5.9%	OOS
SE	\$317.78M	8.5%	37.03% ⬇️	-4.00%	5.9%	OOS
LATAM	\$14.82M	0.4%	35.02% ⬇️	-2.95%	5.9%	EI
NA	\$1,022.09M	27.4%	44.97% ⬇️	-14.22%	5.9%	EI
Total	\$3,736.17M	100.0%	38.08% ⬇️	-13.98%	5.9%	OOS

PC Market share Trend - AtliQ & Competitors

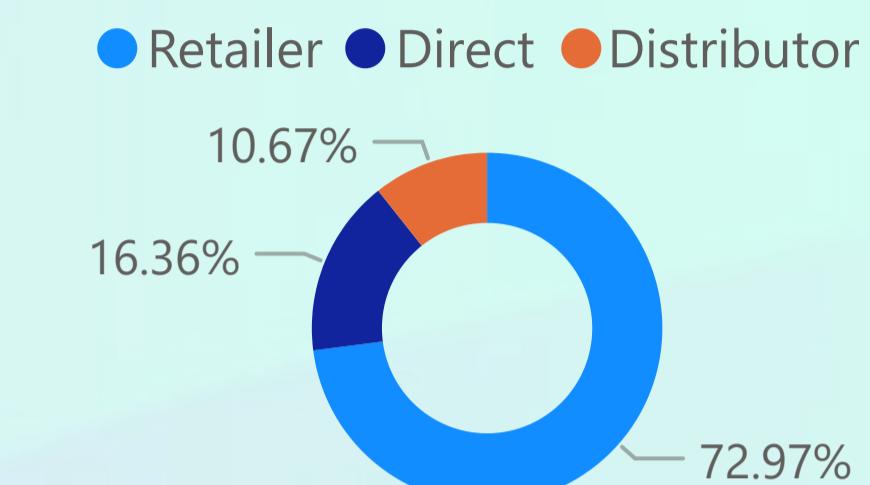
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Revenue by Division

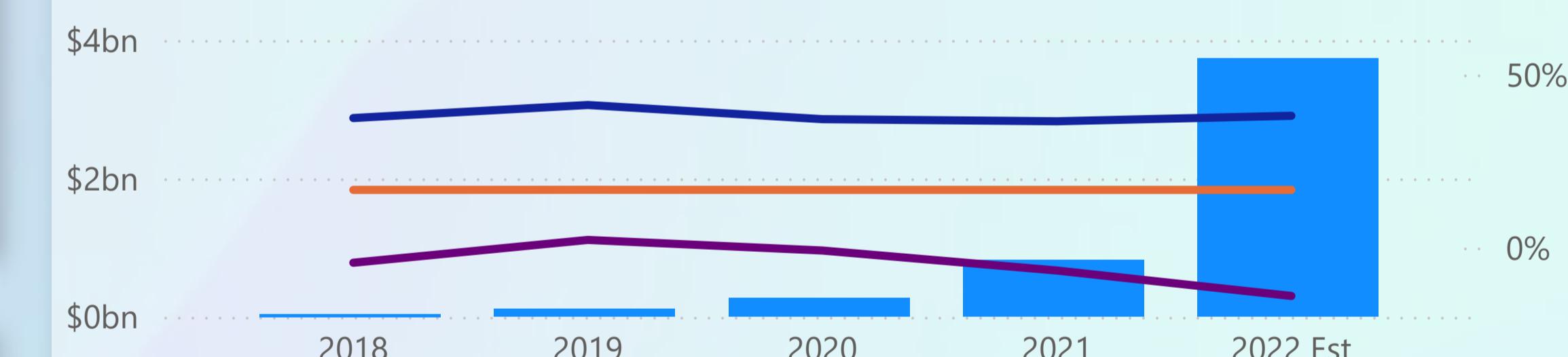


Revenue by Channel



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

● NS \$ ● GM % ● Market Share % ● Net Profit %



Top 5 Customers by Revenue

customer	RC %	GM %
AltiQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78% ⬇️
Atliq e Store	8.1%	36.88% ⬇️
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ⬇️
Total	36.8%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ HOME Allin1 Gen 2	5.7%	38.08% ⬇️
AQ Smash 1	3.8%	37.43% ⬇️
AQ Smash 2	4.1%	37.40% ⬇️
Total	23.2%	38.06% ⬇️