



### 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..



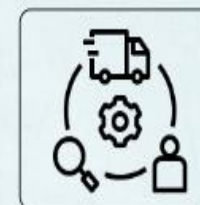
### Sales View

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



### Marketing

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.



region, market  
All

customer  
All

segment, category, pr...  
All

2019 2020 2021 **2022 Est** Q1 Q2 Q3 Q4 YTD YTG



**\$3.74bn!**

BM: 3.81bn (-1.86%)

**Net Sales**

**38.08%!**

BM: 38.34% (-0.66%)

**GM %**

**-13.98%✓**

BM: -14.19% (+1.47%)

**Net Profit %**

### Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

### Net Sales Performance Over Time

vs LY

vs Target



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

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	-2.48	Accessories	454.10	
EU	775.48	-1.13	Desktop	711.08	
LATAM	14.82	-1.60	Networking	38.43	
NA	1,022.09	-1.24	Notebook	1,580.43	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>	Peripherals	897.54	
			Storage	54.59	
			<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

BM = Benchmark, LY=Last Year





region, market customer segment, category, pr...  
All All All

2019 2020 2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

### Customer Performance

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%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Matrix

vs LY

vs Target

region ● APAC ● EU

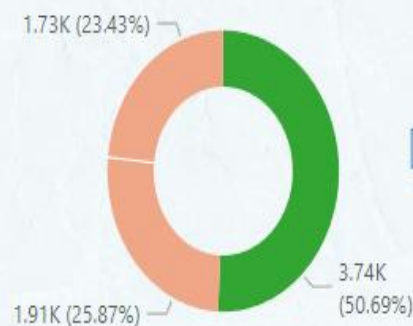


### Product Performance

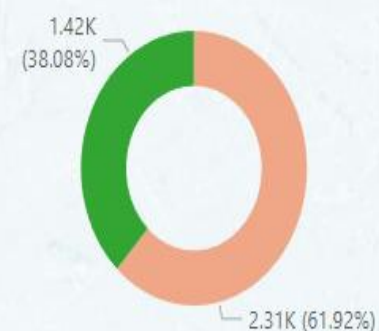
segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Desktop	\$711.08M	272.39M	38.31%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Unit Economics

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



● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

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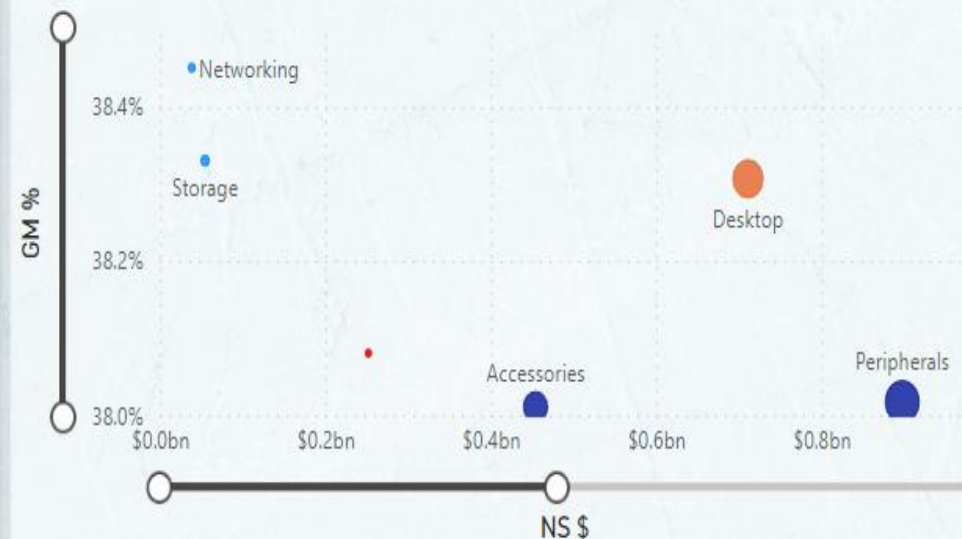
### Product Performance

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

Show NP %

### Performance Matrix

division ● N & S ● P & A ● PC

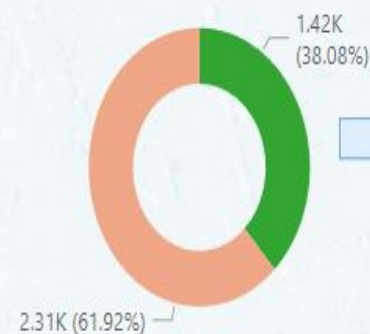


### Region / Market / Customer performance

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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease







region, market ▼ customer ▼ segment, category, pr... ▼  
All ▼ All ▼ All ▼

2019 2020 2021

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Est

Q1

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81.17%✓

0.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

LY: 9780.7K (-29.46%)

ABS Error

### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

### Accuracy / Net Error Trend



### Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market  customer  segment, category, pr...

All  All  All

2019 2020 2021

2022 Est

Q1

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vs LY

vs Target

YTD

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**\$3.74bn !**

BM: 3.81bn (-1.86%)  
**Net Sales**

**38.08% !**

BM: 38.34% (-0.66%)  
**GM %**

**-13.98% ✓**

BM: -14.19% (+1.47%)  
**Net Profit %**

**81.17% ✓**

BM: 80.21% (+1.2%)  
**Forecast Accuracy**

### Key Insights By Sub Zone

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

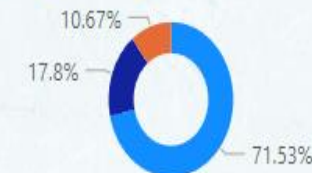
### Revenue by Division

PC P & A N & S



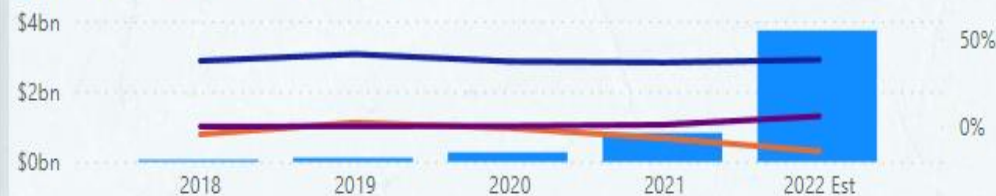
### Revenue by Channel

Retailer Direct Distributor



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

NS \$ GM % Net Profit % AtliQ MS %



### PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



### Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78% ↓
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

### Top 5 Products by Revenue

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

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