



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.



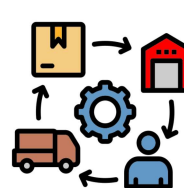
Sales View

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



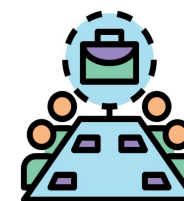
Marketing View

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

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



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, ma... ▾

All ▾

customer ▾

All ▾

segment, c... ▾

All ▾

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales

\$3.74bn !

BM: 3.81bn
(-1.86%)

GM %

38.08% !

BM: 38.34%
(-0.66%)

Net Profit %

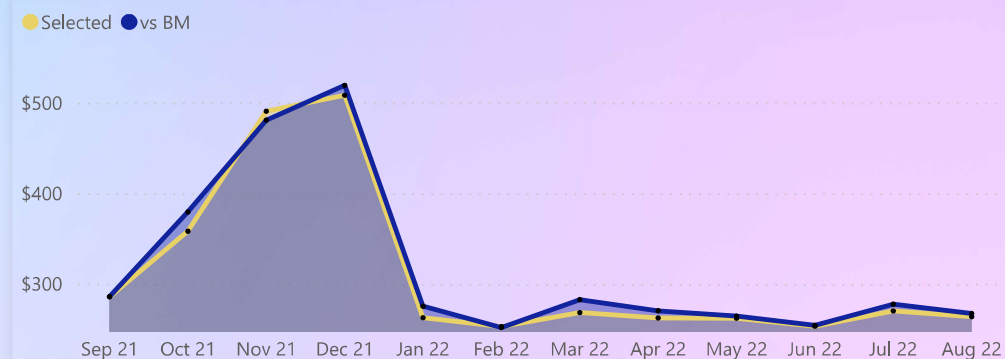
-13.98% ✓

BM: -0.14 (+1.47%)

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	-0.02
- Manufacturing Cost	0.03			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-0.03
Gross Margin %	0.38	0.38	0.00	-0.01
GM / Unit	15.76			
Operational Expense	1,945.30			
Net Profit	-522.42			
Net Profit %	-0.14	-0.14	0.00	-0.01

Net Sales Performance over time



Top/Bottom Products & Customers by Net Sales

region	P&L Values	P&L Chg %
APAC	\$1,923.77	-2.48%
LATAM	\$14.82	-1.60%
NA	\$1,022.09	-1.24%
EU	\$775.48	-1.13%
Total	\$3,736.17	-1.86%

segment	P&L Values	P&L Chg %
Storage	\$54.59	
Peripherals	\$897.54	
Notebook	\$1,580.43	
Networking	\$38.43	
Desktop	\$711.08	
Accessories	\$454.10	
Total	\$3,736.17	-1.86%

BM = Benchmark LY= Last Year



region, ma...
All

segment,...
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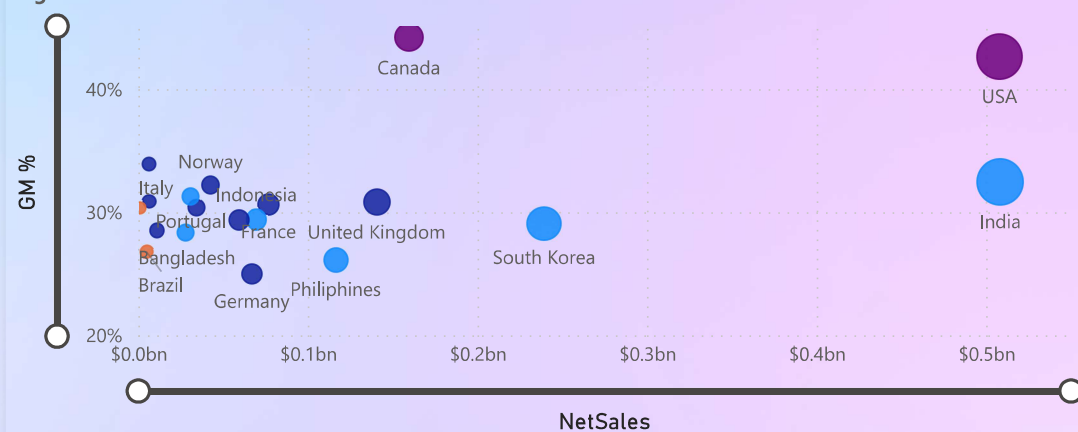
vs Target

0%

Customer Performance

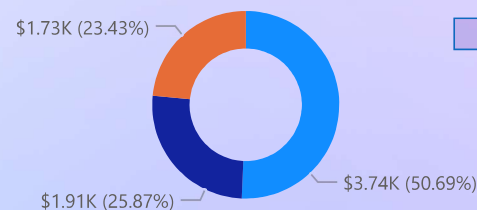
customer	NetSales	GM \$	GM %
Acclaimed Stores	\$73.4M	\$29.6M	40.32%
All-Out	\$4.4M	\$1.7M	38.17%
Amazon	\$496.9M	\$182.8M	36.78%
Argos (Sainsbury's)	\$13.7M	\$5.3M	38.70%
Atlas Stores	\$17.1M	\$5.4M	31.66%
Atliq e Store	\$304.1M	\$112.1M	36.88%
AtliQ Exclusive	\$361.1M	\$166.1M	46.01%
BestBuy	\$49.3M	\$22.1M	44.89%
Billa	\$6.8M	\$1.6M	23.80%
Boulanger	\$26.0M	\$10.4M	39.95%
Chip 7	\$25.6M	\$8.3M	32.24%
Chiptec	\$18.9M	\$7.4M	38.94%
Circuit City	\$52.4M	\$24.5M	46.77%
Total	\$3,736.2M	\$1,422.9M	38.08%

region ● APAC ● EU ● LATAM ● NA

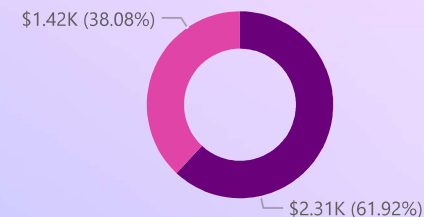


Unit Economics

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



● Total COGS ● Gross Margin



Product Performance

segment	NetSales	GM \$	GM %
Storage	\$54.6M	\$20.9M	38.33%
Peripherals	\$897.5M	\$341.2M	38.02%
Notebook	\$1,580.4M	\$601.0M	38.03%
Networking	\$38.4M	\$14.8M	38.45%
Desktop	\$711.1M	\$272.4M	38.31%
Accessories	\$454.1M	\$172.6M	38.01%
Total	\$3,736.2M	\$1,422.9M	38.08%



region, ma... ▾

All ▾

segment,... ▾

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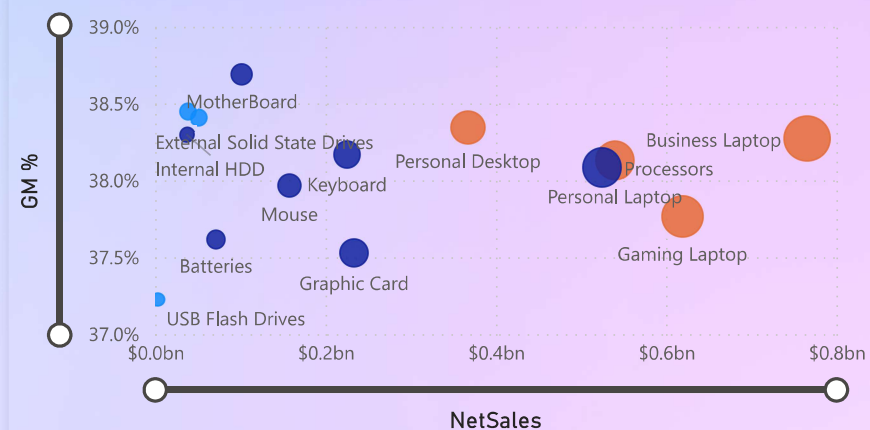
Product Performance

segment	NetSales	GM \$	GM %	NP S	NP %
Networking	\$38.4M	\$14.8M	38.45%	(\$5.27M)	-13.72%
Storage	\$54.6M	\$20.9M	38.33%	(\$7.51M)	-13.76%
Desktop	\$711.1M	\$272.4M	38.31%	(\$97.79M)	-13.75%
Notebook	\$1,580.4M	\$601.0M	38.03%	(\$222.16M)	-14.06%
Peripherals	\$897.5M	\$341.2M	38.02%	(\$125.91M)	-14.03%
Accessories	\$454.1M	\$172.6M	38.01%	(\$63.78M)	-14.05%
Total	\$3,736.2M	\$1,422.9M	38.08%	(\$522.42M)	-13.98%

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

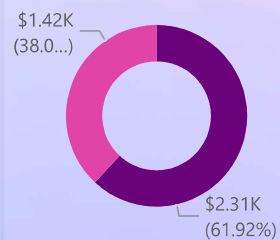


Region/ Market/ Customer Performance

region	NetSales	GM \$	GM %	NP S	NP %
APAC	\$1,923.8M	\$690.2M	35.88%	(\$281.16M)	-14.62%
EU	\$775.5M	\$267.8M	34.53%	(\$95.52M)	-12.32%
LATAM	\$14.8M	\$5.2M	35.02%	(\$0.44M)	-2.95%
NA	\$1,022.1M	\$459.7M	44.97%	(\$145.31M)	-14.22%
Total	\$3,736.2M	\$1,422.9M	38.08%	(\$522.42M)	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, ma... ▾

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Forecast Accuracy

81.17%✓

BM: 80.21% (+1.2%)

Net Error

-3472.69K✓

BM: -751.71K (-361.97%)

ABS Error

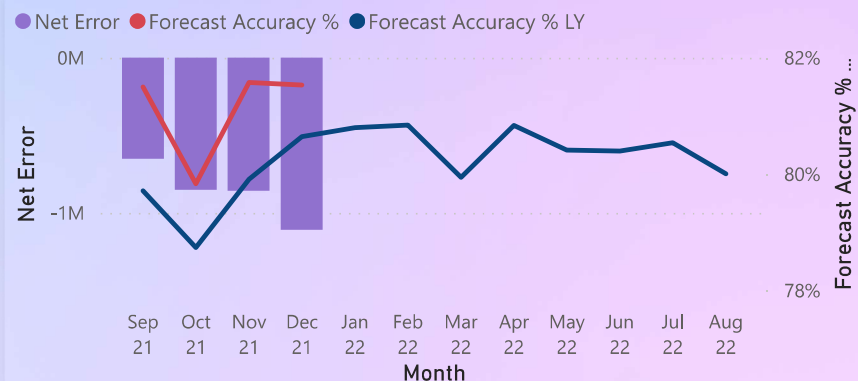
6899044!

BM: 9780738 (-29.46%)

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	49.46%	50.30%	-19035	-6.56%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Viveks	33.27%	43.03%	-129058	-28.95%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Taobao	42.65%	44.98%	-13408	-7.14%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Surface Stores	51.75%	49.59%	-4304	-3.38%	OOS
Staples	54.45%	49.38%	79821	11.51%	EI
Sound	32.34%	52.83%	-97958	-41.81%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Saturn	41.54%	19.16%	2197	2.85%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Relief	51.88%	52.04%	-348	-0.14%	OOS
Reliance Digital	34.59%	45.19%	-122328	-24.97%	OOS
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



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Net Profit %

-13.98%✓

BM: -0.14 (+1.47%)

Forecast Accuracy

81.17%✓

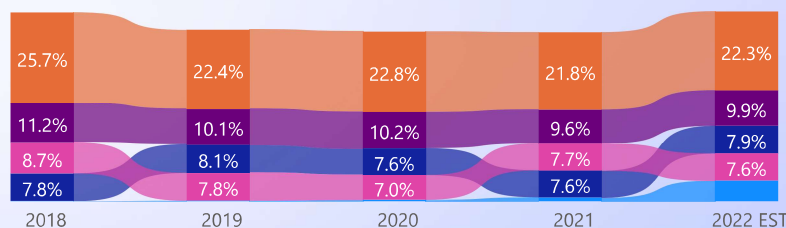
BM: 80.21% (+1.2%)

Key Insights by Sub Zone

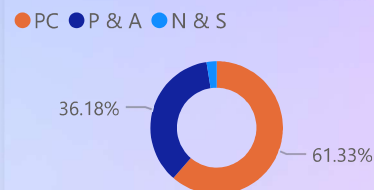
Sub Zone	NetSales	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.37%	El
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.47%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.56%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.61%	OOS
NA	\$1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.35%	El
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.56%	OOS
India	\$945.3M	25.3%	35.8%	↓ -23.0%	13.3%	-24.37%	OOS
Total	\$3,736.2M	100.0%	38.1%	↓ -14.0%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

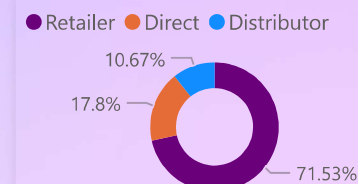
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



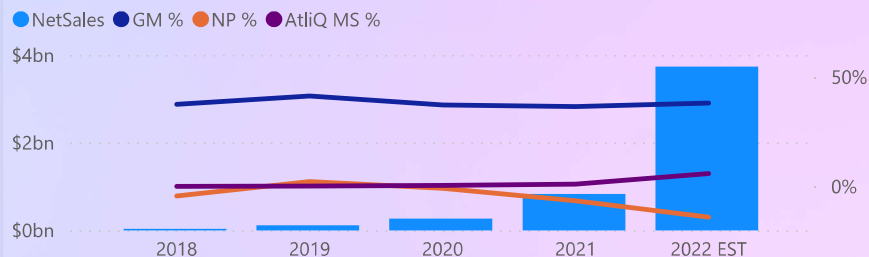
Revenue By Division



Revenue By Channel



Yearly Trend By Revenue, GM%, Net Profit%, Market Share%



Top 5 Customers by Revenue

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

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% ↓
Total	23.2%	38.06%

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