

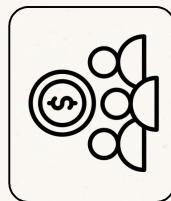


## Business Insights - AtliQ Hardware



### Finance

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



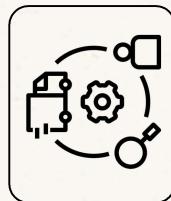
### Sales

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



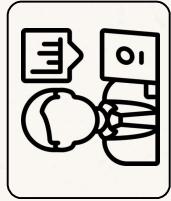
### Marketing

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

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	Customer	Segment
All	All	All
VS LY		
VS T...		
Q1	Q2	Q3
Q4	YTD	YTG
2019	2020	2021
2020	2021	2022-Est

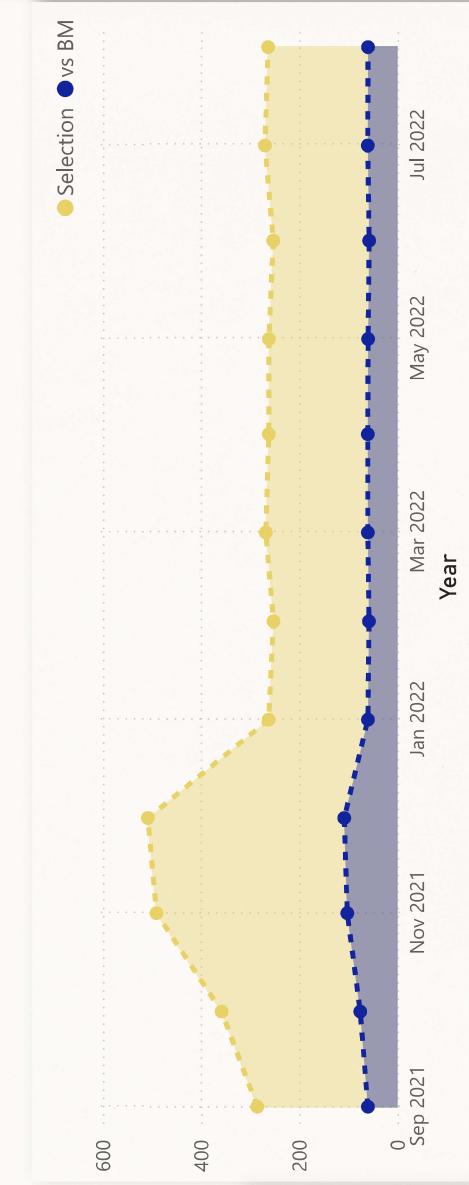
**₹ 3.74bn** 38.08% -13.98%  
BM: 36.49% (+4.37%) BM: -0.07 (-10.77%)

**Net Sales** **GM %** **Net Profit %**

### Profit and Loss Statement

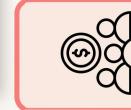
Line Item	2022-Est	BM	CHG	CHG %
Gross Sales	7,370.11	1,664.62	5,705.49	3.43
Pre Invoice Deduction	1,727.01	392.50	1,334.51	3.40
Net Invoice Sales	5,643.11	1,272.12	4,370.99	3.44
- Post Discounts	1,243.53	281.63	961.90	3.42
- Post Deductions	663.42	166.65	496.77	2.98
Total Post Invoice Deduction	1,906.95	448.28	1,458.67	3.25
Net Sales	3,736.16	823.84	2,912.32	3.54
- Manufacturing Cost	2,197.28	497.78	1,699.50	3.41
- Freight Cost	100.49	22.05	78.43	3.56
- Other Cost	15.52	3.39	12.14	3.58
Total COGS	2,313.29	523.22	1,790.07	3.42
Gross Margin	1,422.87	300.62	1,122.25	3.73
Gross Margin %	38.08	36.49	1.59	0.04
GM / Unit	15.76	5.99	9.77	1.63
Other_operational_expense	-1,945.30	-355.28	-1,590.02	4.48
Net profit	-522.43	-54.66	-467.77	8.56
Net profit %	-13.98	-6.63	-7.35	1.11

### Net sales Performance Over Time



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

segment	P & L values	P & L Change %	segment	P & L values	P & L Change %
■ Accessories	454.09	85.46%	■ Accessories	454.09	85.46%
AQ Gamers	21.03	26.22%	AQ Gamers Ms	14.89	23.63%
AQ LION x1	12.52	987.10%	AQ LION x2	13.90	741.43%
AQ LION x3	17.83	746.72%	AQ Lite	26.02	34.41%
<b>Total</b>	<b>3,736.16</b>		<b>Total</b>	<b>3,736.16</b>	<b>353.51%</b>





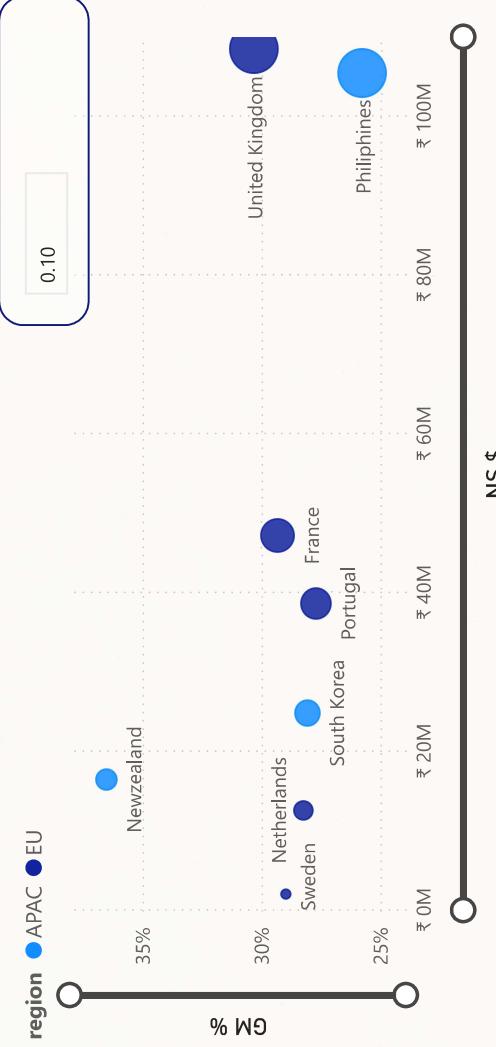
region, Market	Customer	Segment	VS LY	VS T...	Q1	Q2	Q3	Q4	YTD	YTG	2019	2020	2021	2022-Est
All	All	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.87M	182.76M	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	₹ 361.11M	166.15M	46.01%
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%

## Customer Performance

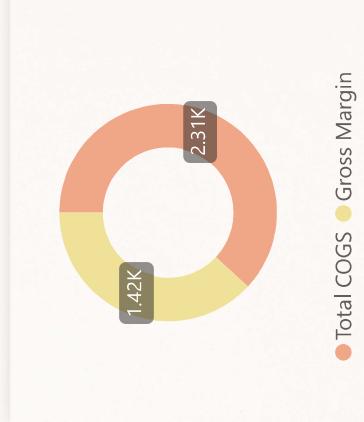
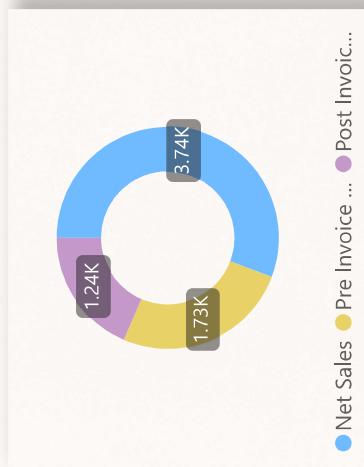
### Performance Matrix



## Product performance

category	NS \$	GM \$	GM %
Batteries	₹ 71.37M	26.84M	37.61%
Business Laptop	₹ 765.25M	292.87M	38.27%
External Solid State Drives	₹ 50.90M	19.55M	38.41%
Gaming Laptop	₹ 619.25M	233.85M	37.76%
Graphic Card	₹ 233.69M	87.70M	37.53%
Internal HDD	₹ 37.42M	14.33M	38.30%
Keyboard	₹ 225.24M	85.97M	38.17%
MotherBoard	₹ 101.84M	39.40M	38.69%

## Unit Economics





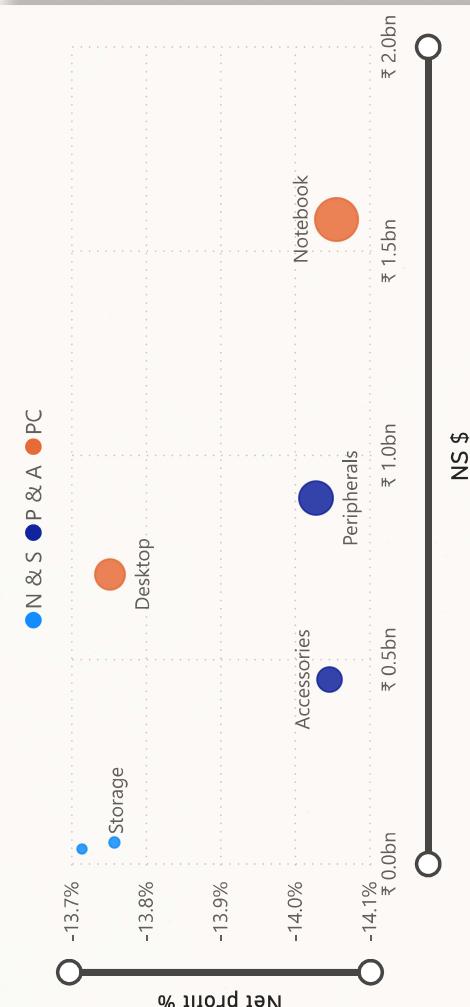
region, Market	All

Segment	All

## Key Metrics by Product

segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
⊕ Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊕ Peripherals	₹ 897.55M	341.22M	38.02%	-125.91M	-14.03%
⊕ Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
⊕ Accessories	₹ 454.09M	172.60M	38.01%	-63.79M	-14.05%
⊕ Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
⊕ Networking	₹ 38.44M	14.78M	38.45%	-5.27M	-13.71%

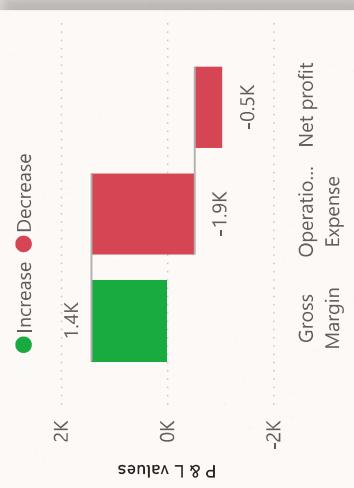
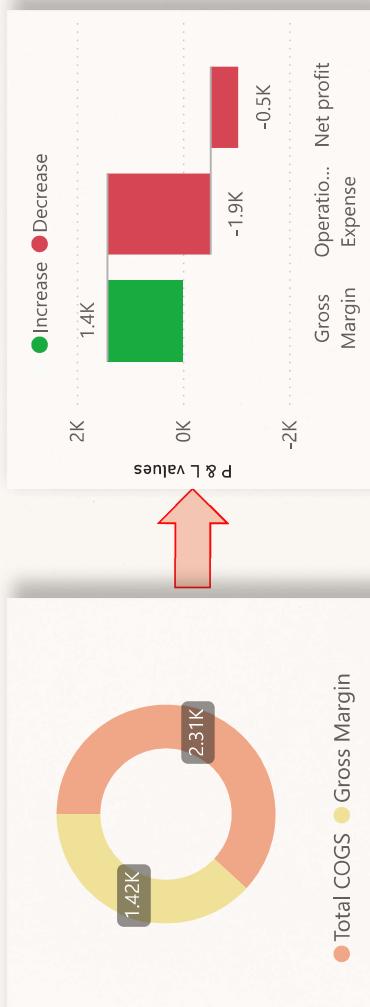
## Key Metrics by Region and Market



## Key Metrics by Region

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
⊕ APAC	₹ 1,923.77M	690.21M	35.88%	-281.17M	-14.62%
⊕ NA	₹ 1,022.09M	459.67M	44.97%	-145.31M	-14.22%
⊕ EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
⊕ LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%

## Unit Economics





region, Market	Customer	Segment
All	All	LY: 80.21% (+1.2%)

**81.17%**  
LY: 80.21% (+1.2%)

**-3472.7K**  
LY: -751.7K (+361.97%)

**6.90M**  
LY: 9.78M (-29.46%)

### Forecast Accuracy

**Net Error %**

**Absolute error**

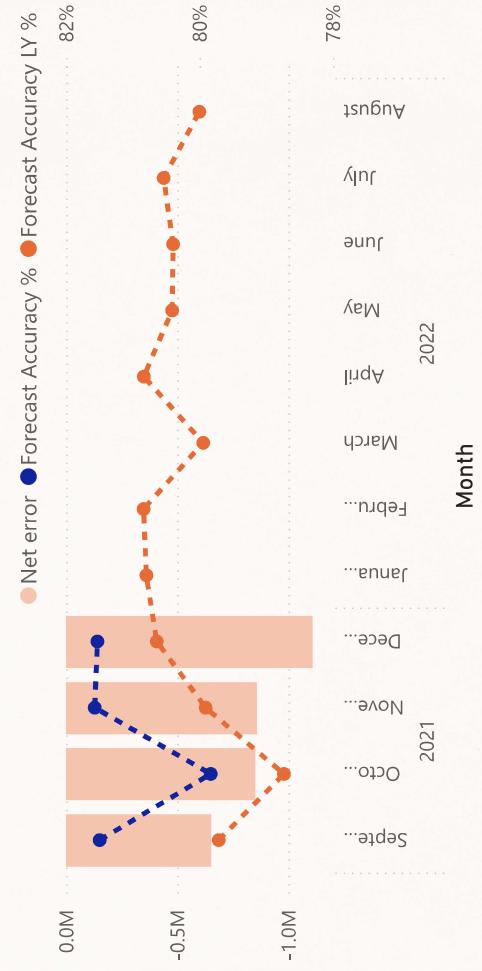
**Net Error %**

**Absolute error**

### Key Metrics by Customer

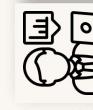
Customer	Forecast Accuracy LY %	Net error	Net error %	Risk
Atliq Store	74.2%	74.6%	-294868	-9.6% OOS
Amazon	73.8%	74.5%	-464694	-9.2% OOS
Atliq Exclusive	70.4%	71.7%	-359242	-11.9% OOS
Expert	62.9%	60.7%	-26489	-6.7% OOS
Acclaimed Stores	57.7%	50.7%	83037	10.7% EI
Electricalsbea Stores	55.7%	51.6%	-6352	-9.6% OOS
Mbit	55.4%	62.3%	-43470	-22.3% OOS
Argos (Sainsbury's)	54.8%	56.1%	-23040	-17.6% OOS
walmart	54.8%	50.1%	84334	12.1% EI
Staples	54.4%	49.4%	79821	11.5% EI
Currys (Dixons Carphone)	54.3%	35.9%	8104	6.0% EI
Flipkart	54.2%	52.6%	-13616	-1.1% OOS
Power	54.1%	56.7%	-11212	-10.2% OOS
Nomad Stores	53.4%	50.6%	3394	1.3% EI

### Accuracy / Net Error Trend



### Key Metrics by Product

Segment	Forecast Accuracy %	Forecast Accuracy LY %	Net error	Net error %	Risk
Networking	93.1%	90.4%	-12967	-1.7% OOS	
Desktop	87.5%	84.4%	78576	10.2% EI	
Accessories	87.4%	77.7%	341468	1.7% EI	
Notebook	87.2%	80.0%	-47221	-1.7% OOS	
Storage	71.5%	83.5%	-628266	-25.6% OOS	
Peripherals	68.2%	83.2%	-3204280	-31.8% OOS	



Region, Market		Customer		Segment		VS LY		VS T...		Q1		Q2		Q3		Q4		YTD		YTG		2019		2020		2021		2022-Est	
All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼	All	▼		
₹ 3.74bn	BM: 823.84M (+33.51%)	38.08%	-13.98%	BN: 36.49% (+4.37%)	LY: -0.07% (-110.77%)	81.17%	LY: 80.21% (+1.2%)	Net Sales	GM %	NetProfit %	FA	NS \$	RC %	GM %	Net profit %	AtliQ	MS	RISK	NS \$	RC %	GM %	Net profit %	FA	NS \$	RC %	GM %	Net profit %	PC Market share %	

### Yearly trend of Revenue , GM %, Net Profit %, PC Market share

