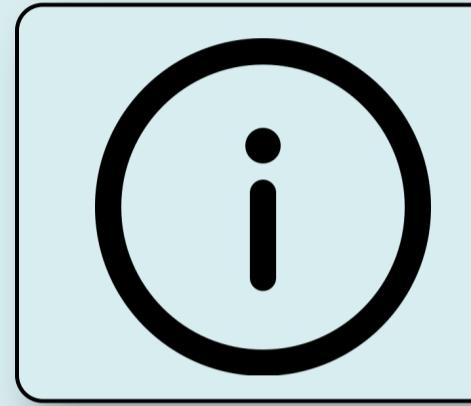




# Business Insights 360



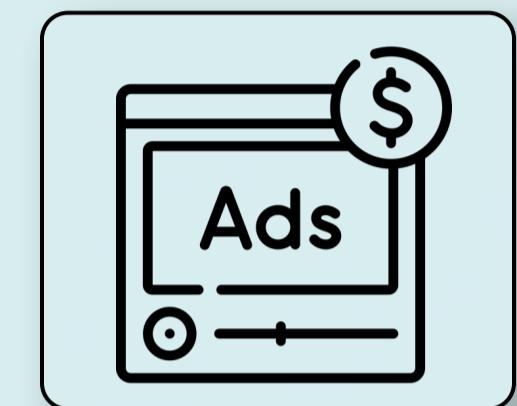
Info



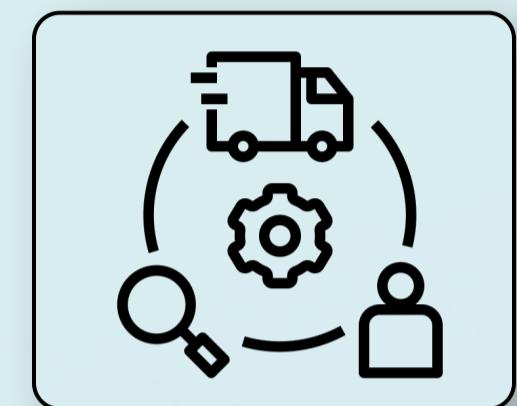
Finance View



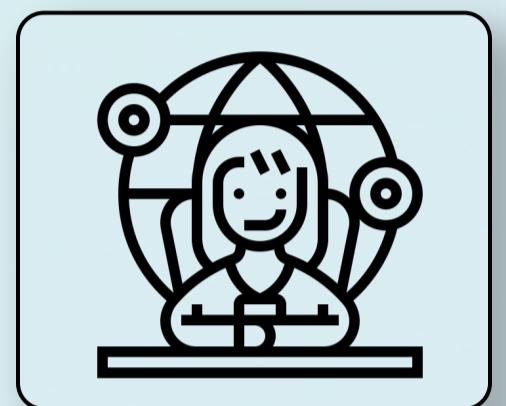
Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

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

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn✓

BM: 0.82bn (+353.5%)  
Net Sales

38.08%✓

BM: 36.49% (+4.37%)  
GM %

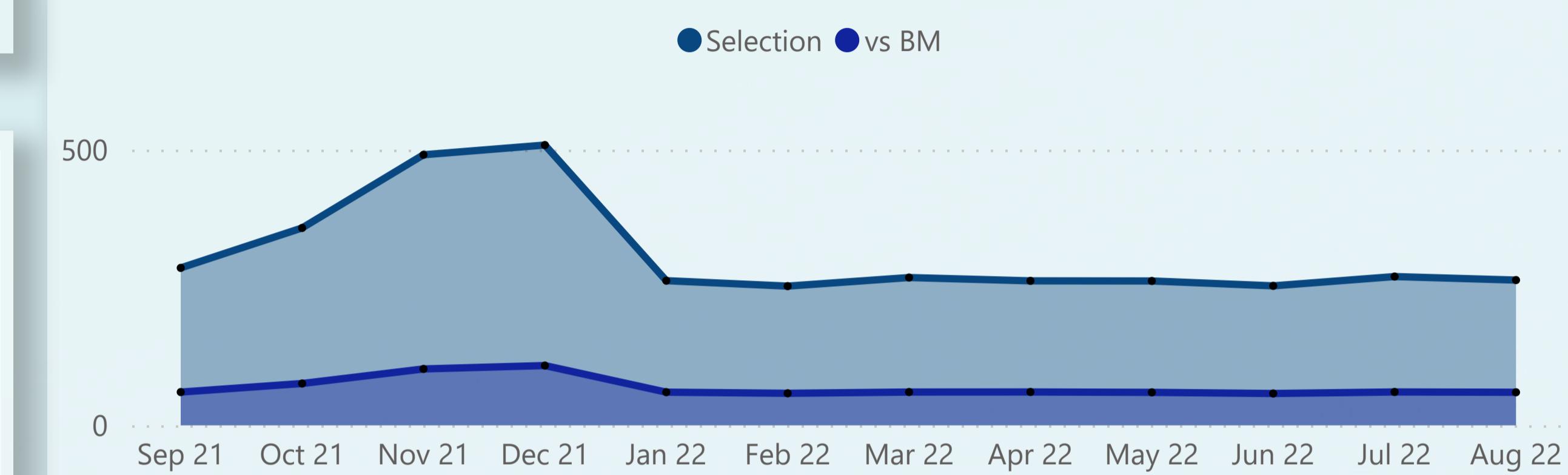
-13.98%!

BM: -0.07 (-110.79%)  
Net Profit %

## Profit &amp; Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

## Net Sales Performance Over Time



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

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
	Total	Total		Total	Total
APAC	1,923.77	335.27	Networking	38.43	-14.89
+ Australia	119.33	332.38	+ Storage	54.59	0.32
+ Bangladesh	36.41	299.56	+ Accessories	454.10	85.46
+ China	147.43	393.51	+ Desktop	711.08	1,431.55
+ India	945.34	348.72	+ Peripherals	897.54	439.03
+ Indonesia	96.61	298.56	+ Notebook	1,580.43	493.06
+ Japan	47.34	356.67	Total	3,736.17	353.50
+ Newzealand	70.45	310.06			

BM = Benchmark, LY = Last Year



region, market

## customer

segment, category...

A

A

A

2018

2019

020

21

01

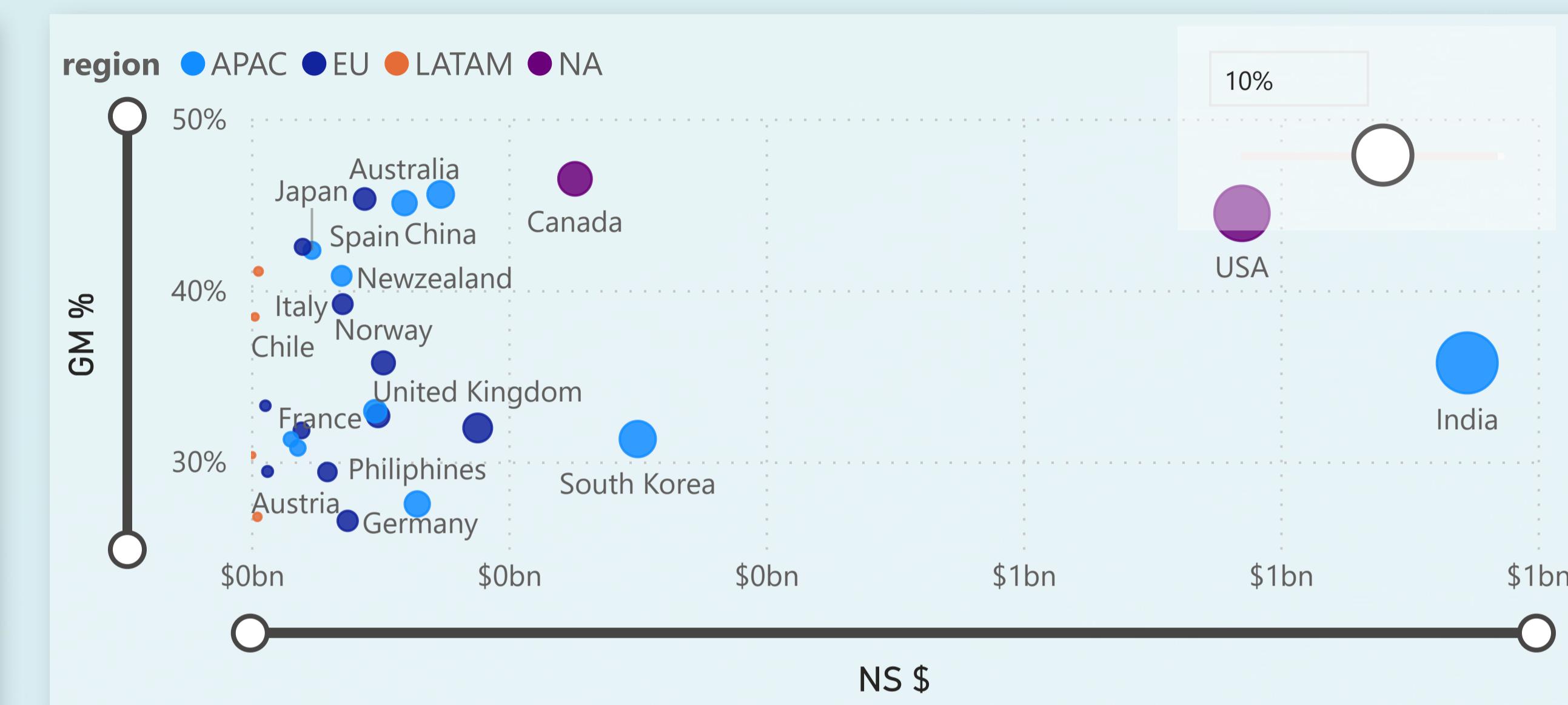
Q2

O

YTD

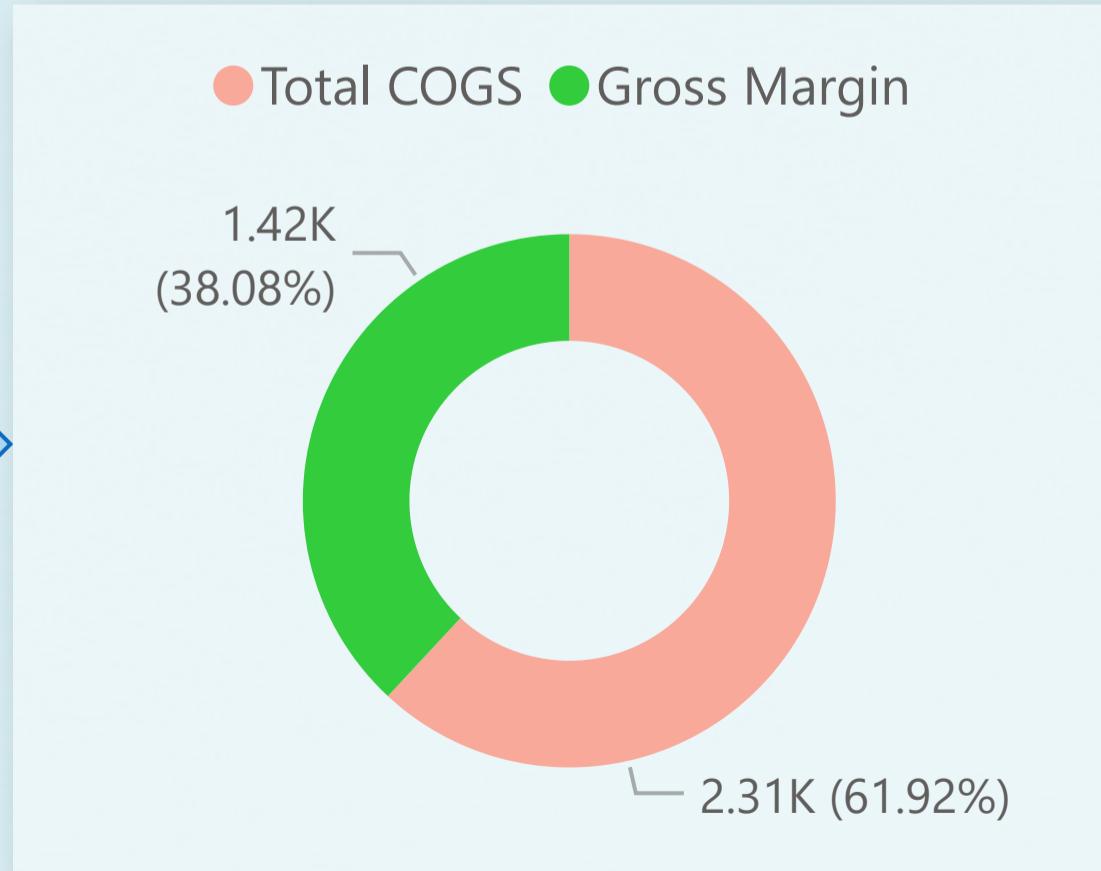
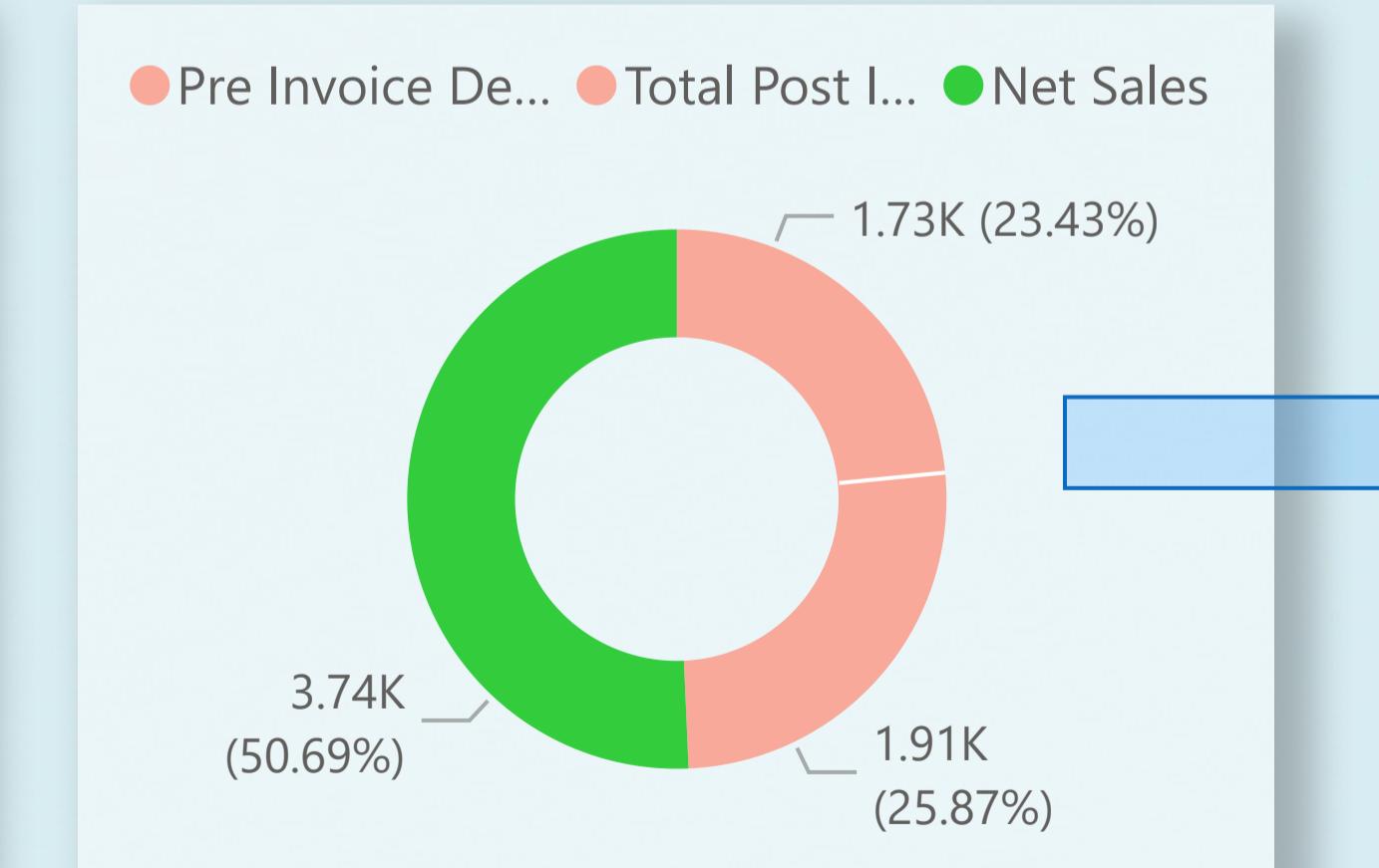
# Customer Performance

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



## Product Performance

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



vs LY

VS  
Target



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

### Product Performance

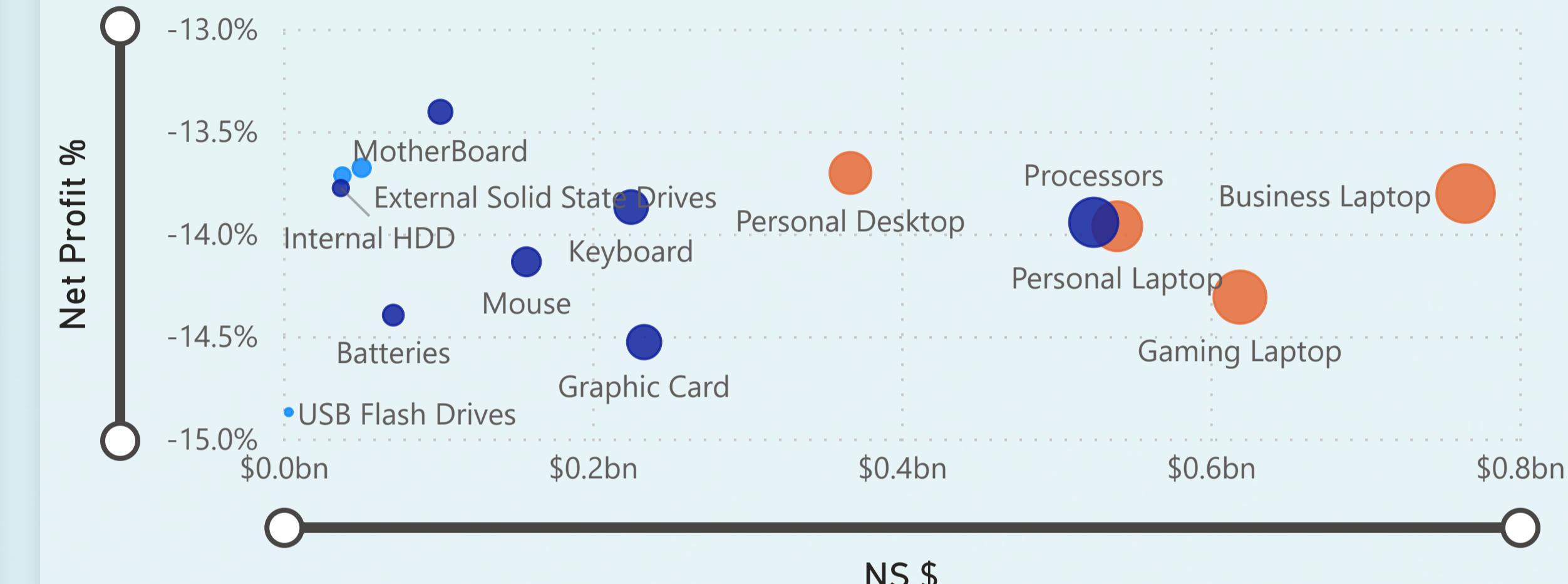
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M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



Show GM %

### Performance Matrix

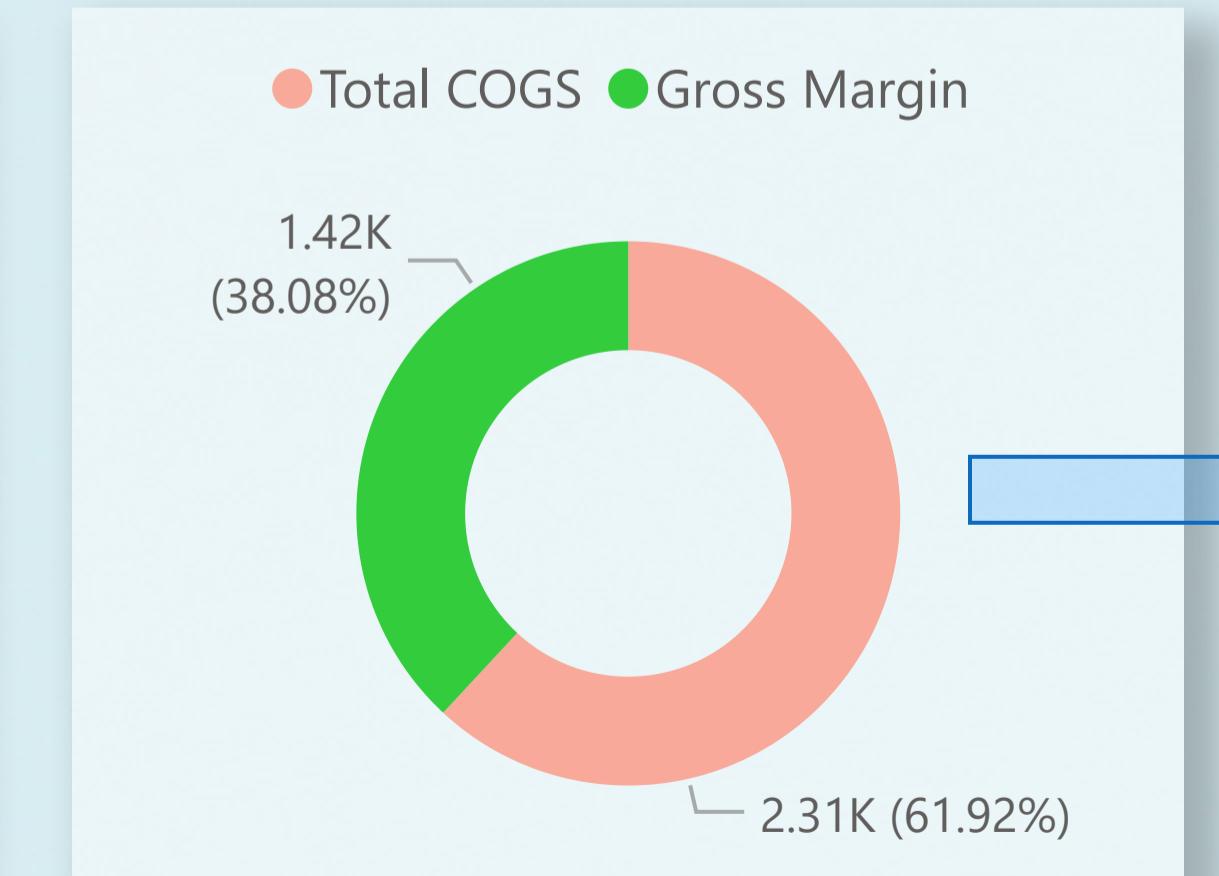
division N &amp; S P &amp; A PC



### 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%

Total COGS Gross Margin



### Unit Economics





region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

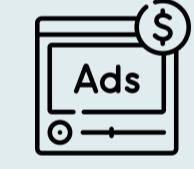
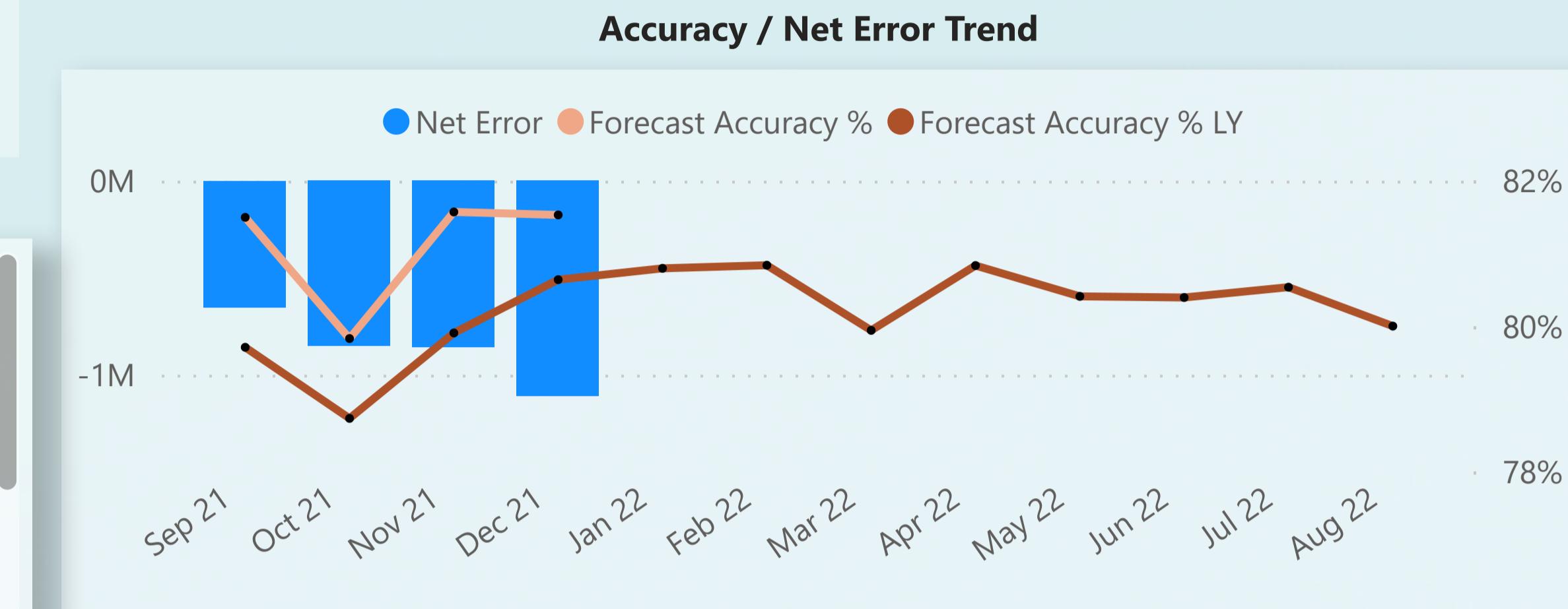
LY: 9780.7K (-29.46%)

ABS Error



## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
BestBuy	46.60%	35.31%	81179	16.72%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Control	52.06%	47.42%	64731	13.01%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>



## Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
<b>Accessories</b>					
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
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

EI = Excess Inventory, OOS = Out Of Stock



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$3.74bn✓

BM: 0.82bn (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -0.07 (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

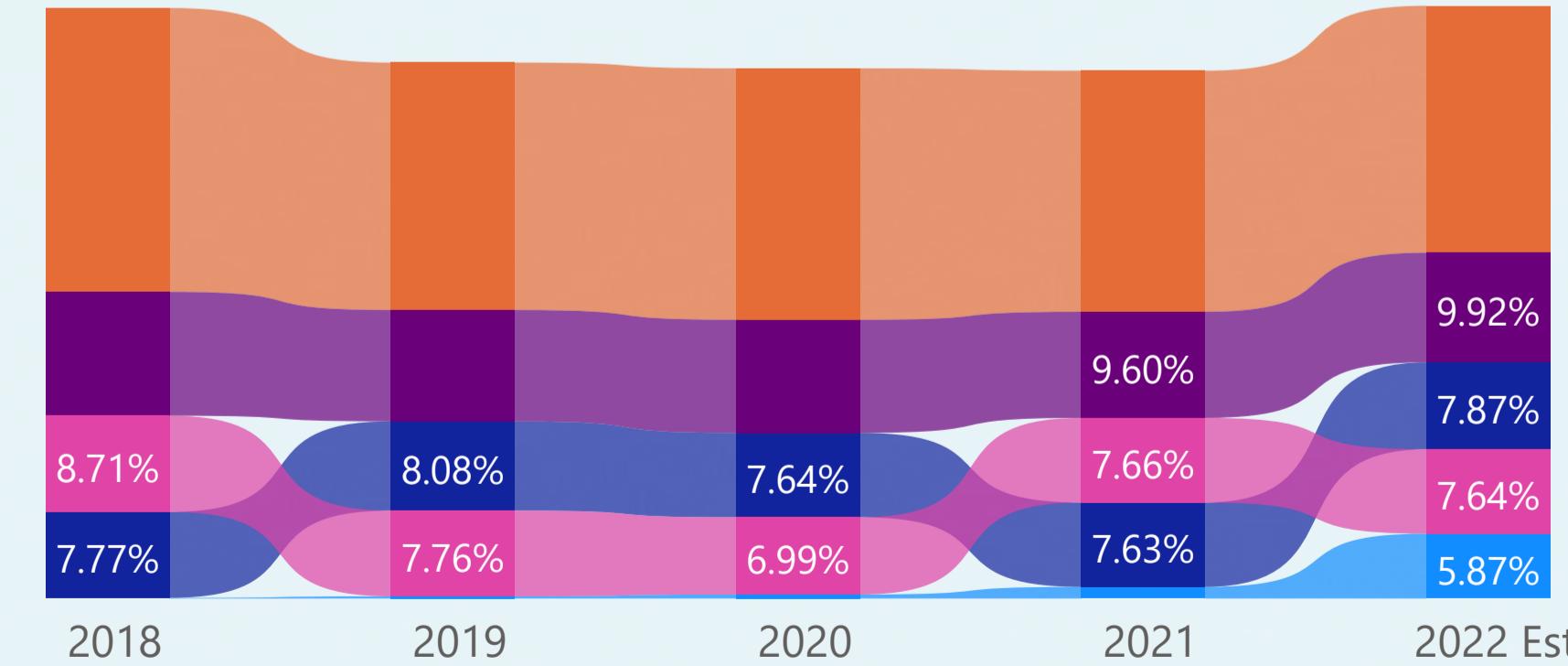
Forecast Accuracy

## Key Insights By Sub Zone

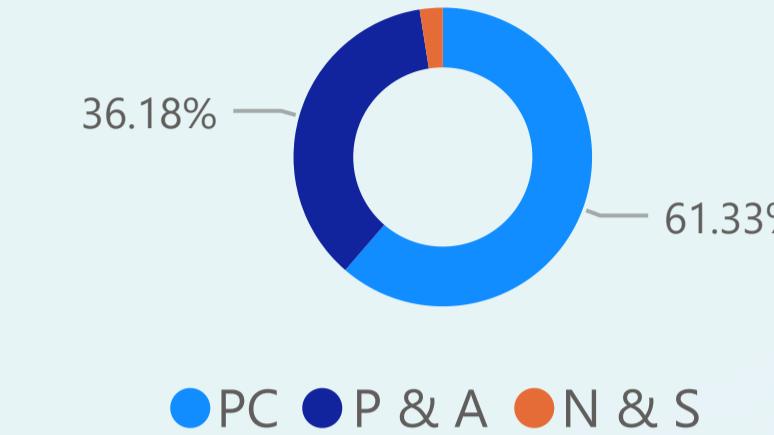
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.36%	45.0%	-14.2%	4.87%	14.35%	EI
India	\$945.3M	25.30%	35.8%	-23.0%	13.26%	-24.37%	OOS
ROA	\$788.7M	21.11%	34.2%	↓	-6.3%	8.32%	-4.56%
NE	\$457.7M	12.25%	32.8%	↓	-18.1%	6.80%	-4.56%
SE	\$317.8M	8.51%	37.0%	↓	-4.0%	16.40%	-55.47%
ANZ	\$189.8M	5.08%	43.5%		-7.4%	1.36%	-37.61%
LATAM	\$14.8M	0.40%	35.0%	↓	-2.9%	0.28%	3.37%
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.00%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>OOS</b>

## PC Market Share Trend - AtliQ &amp; Competitors

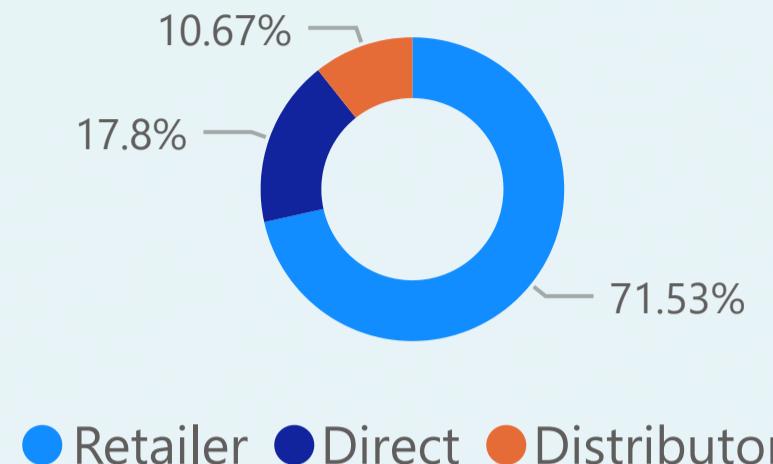
atliq bp dale innovo pacer



## Revenue By Division



## Revenue By Channel



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

NS \$ GM % Net Profit % AtliQ MS %

\$4bn

\$2bn

\$0bn

2018

2019

2020

2021

2022 Est

0%

50%

0%

0%

## Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

## Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

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