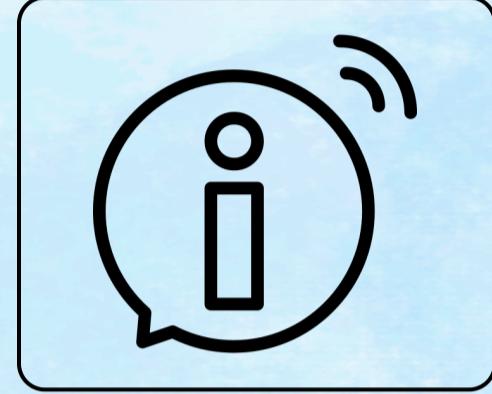




Business Insights 360



Info

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



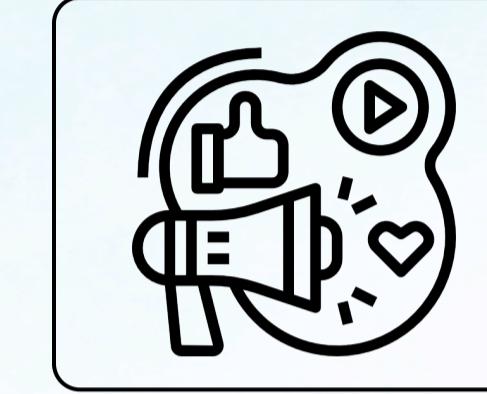
Finance View

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



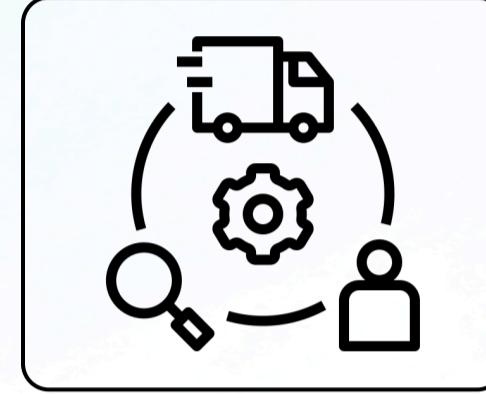
Sale View

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

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

vs
Target

vs LY

Net sales Performance Over Time

vs BM Selection

\$3,736.17M✓
BM: 823.85M (+353.5%)

Net Sales

38.08%✓
BM: 36.49% (+4.37%)

Gross Margin %

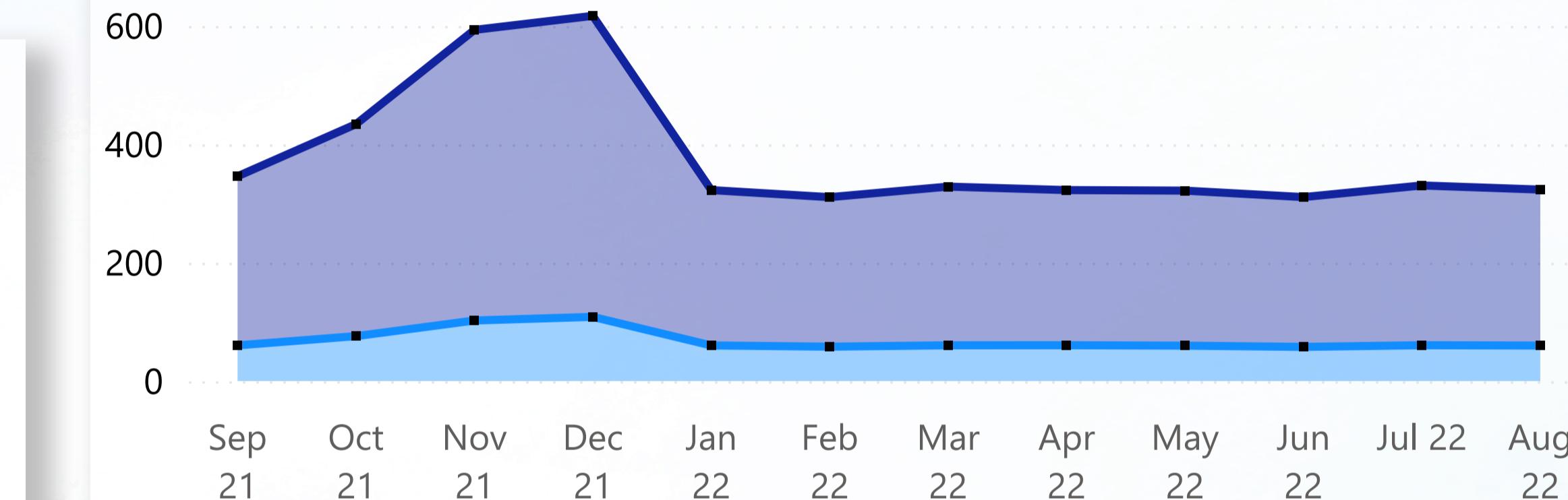
- 13.98%!
BM: -6.63% (-110.79%)

Net Profit %

Profit & Loss Statement

Line Item

	2022EST	BM	change	change %
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



Top / Bottom & Customer by Net sales

region	P&L	P&L YoY	segment	P&L	P&L YoY
	Values	change %		Values	change %
APAC	1,923.77	335.27	Storage	54.59	0.32
NA	1,022.09	474.40	Peripherals	897.54	439.03
EU	775.48	286.26	Notebook	1,580.43	493.06
LATAM	14.82	368.40	Networking	38.43	-14.89
Total	3,736.17	353.50	Desktop	711.08	1,431.55
			Accessories	454.10	85.46
			Total	3,736.17	353.50

BM - Benchmark, LY - Last Year



region, market

All



customer

All



segment, categor...

All



2018

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vs Target

vs LY

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer

	Net sales \$	Gross margin \$	Gross margin %
Amazon	\$496.9M	\$182.8M	36.78%
AltiQ Exclusive	\$361.1M	\$166.1M	46.01%
Atliq e Store	\$304.1M	\$112.1M	36.88%
Flipkart	\$138.5M	\$58.4M	42.14%
Sage	\$127.9M	\$40.3M	31.53%
Leader	\$117.3M	\$36.0M	30.70%
Neptune	\$105.7M	\$49.4M	46.70%
Ebay	\$91.6M	\$33.1M	36.09%
Acclaimed Stores	\$73.4M	\$29.6M	40.32%
walmart	\$72.4M	\$33.1M	45.66%
Total	\$3,736.2M	\$1,422.9M	38.08%

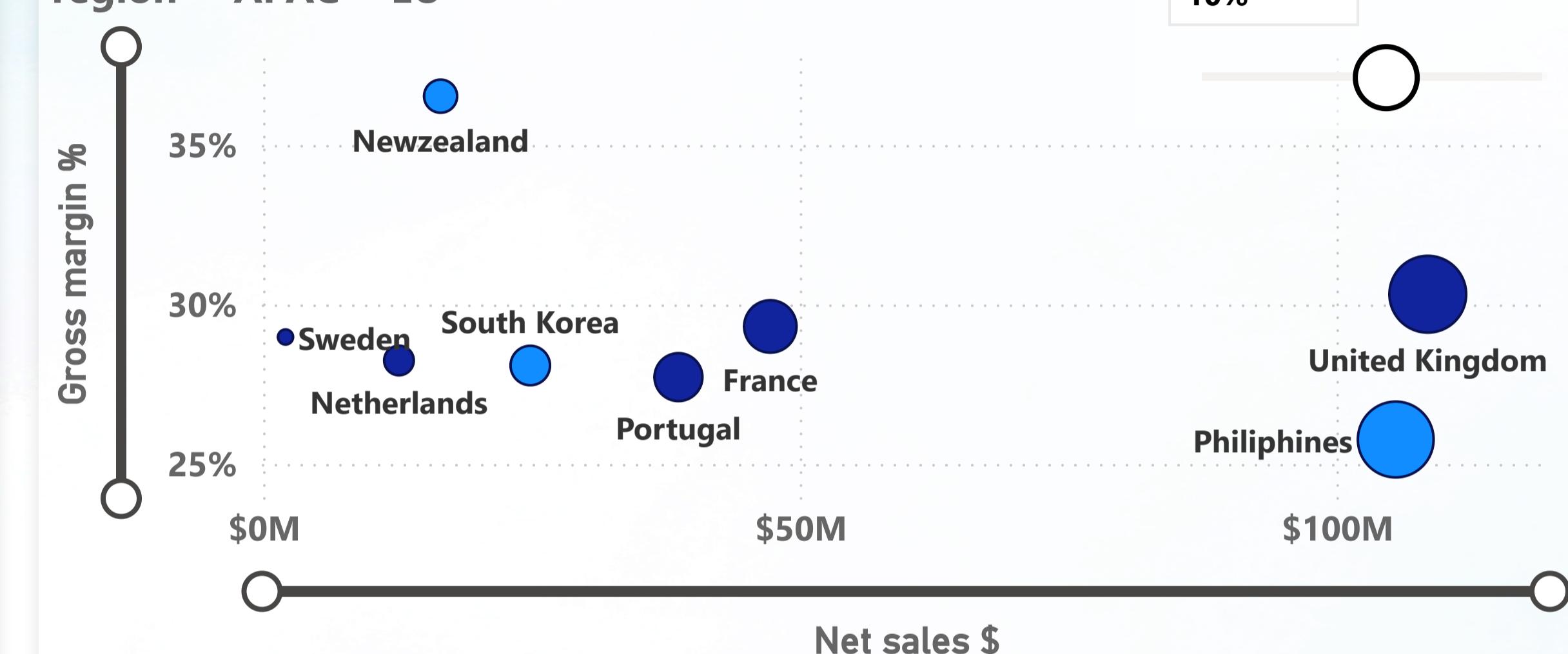
Product Performance

segment

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

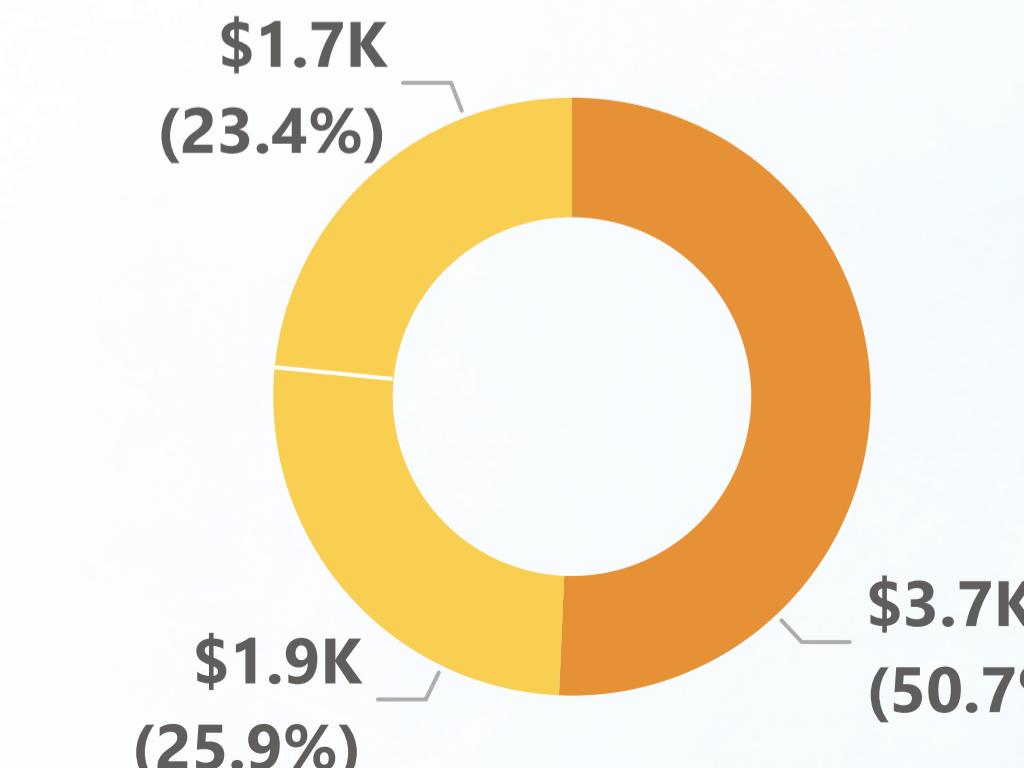
Performance Matrix

region ● APAC ● EU

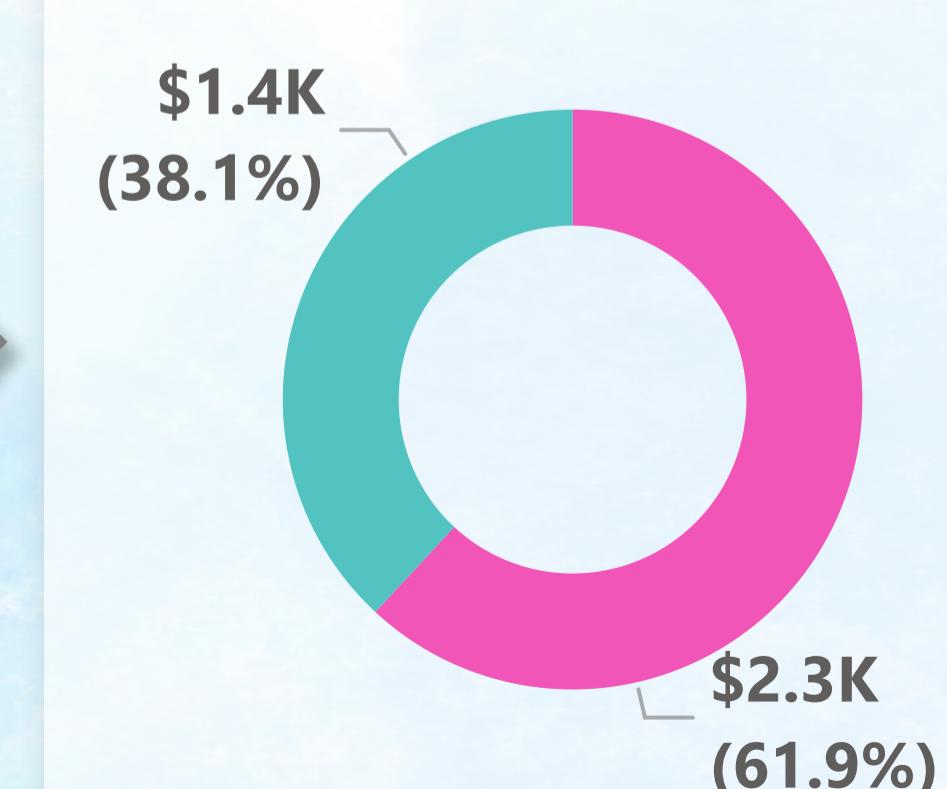


Unit Economics

● Net Sales ● Total P... ● Pre Inv...



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, categor...

All

2018

2019

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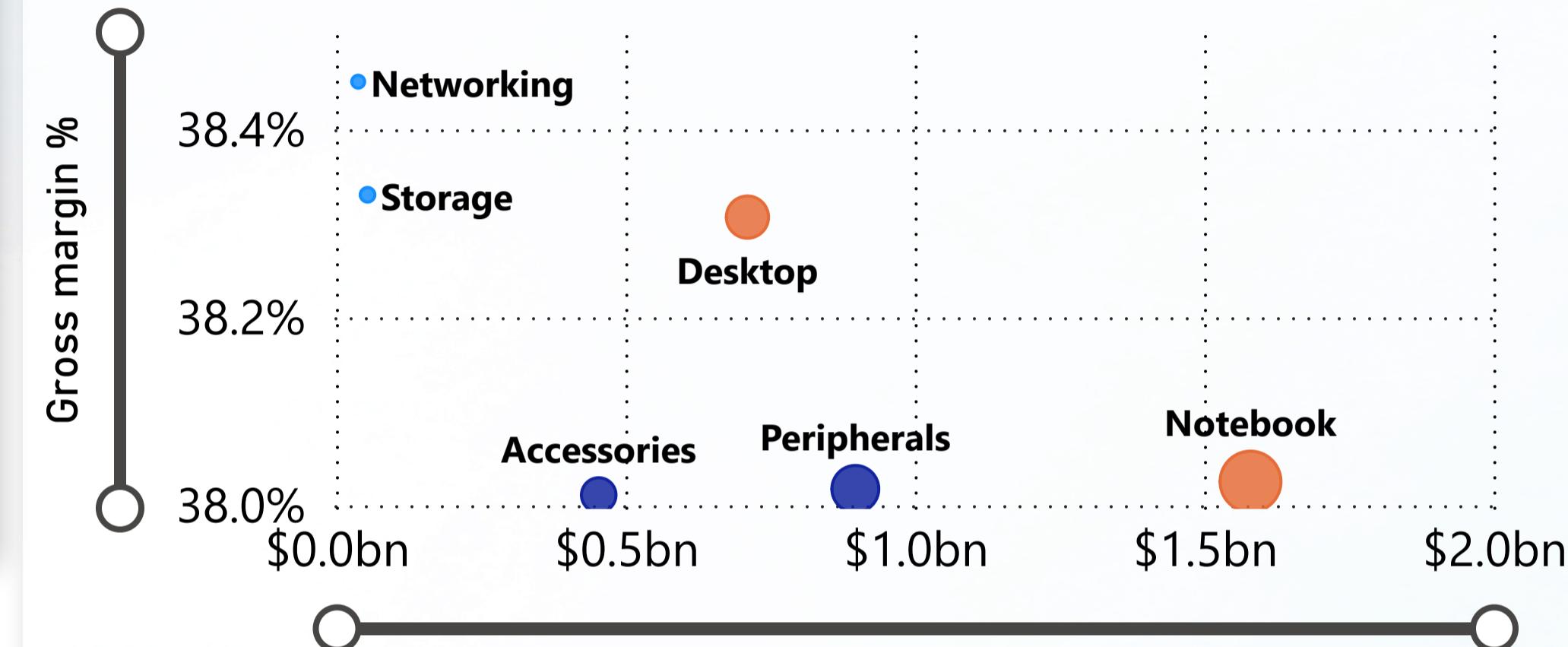
Product Performance

segment	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net profit %
+ Notebook	\$1,580.4M	\$601.0M	38.03%	(\$222.2M)	-14.06%
+ Peripherals	\$897.5M	\$341.2M	38.02%	(\$125.9M)	-14.03%
+ Desktop	\$711.1M	\$272.4M	38.31%	(\$97.8M)	-13.75%
+ Accessories	\$454.1M	\$172.6M	38.01%	(\$63.8M)	-14.05%
+ Storage	\$54.6M	\$20.9M	38.33%	(\$7.5M)	-13.76%
+ Networking	\$38.4M	\$14.8M	38.45%	(\$5.3M)	-13.72%
Total	\$3,736.2M	\$1,422.9M	38.08%	(\$522.4M)	-13.98%

Show NP %

Performance Matrix

division • N & S • P & A • PC

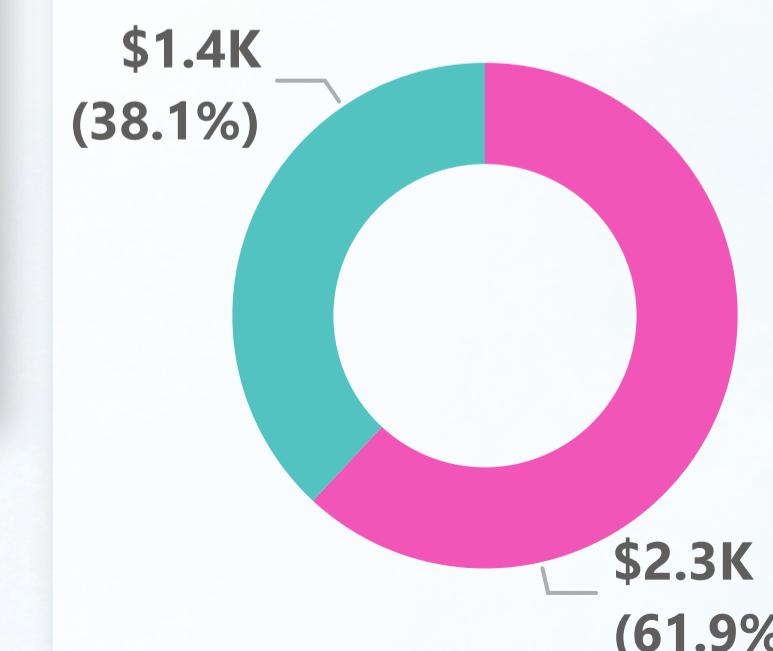


Region / Market / Customer Performance

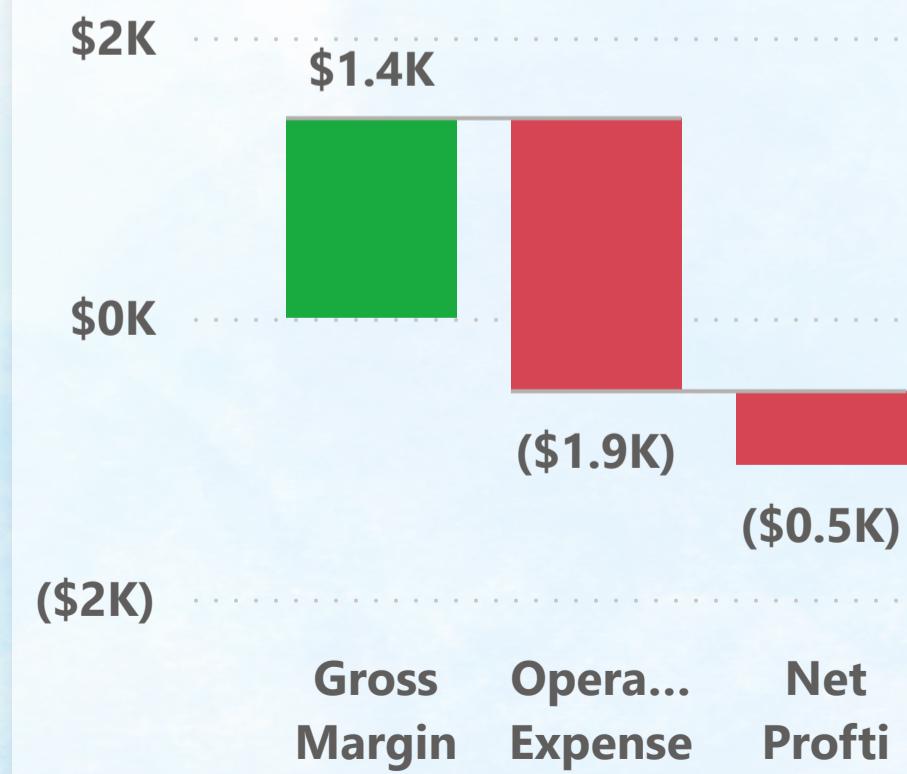
region	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net profit %
+ APAC	\$1,923.8M	\$690.2M	35.88%	(\$281.2M)	-14.62%
+ EU	\$775.5M	\$267.8M	34.53%	(\$95.5M)	-12.32%
+ LATAM	\$14.8M	\$5.2M	35.02%	(\$0.4M)	-2.95%
+ NA	\$1,022.1M	\$459.7M	44.97%	(\$145.3M)	-14.22%
Total	\$3,736.2M	\$1,422.9M	38.08%	(\$522.4M)	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, categor...

All

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Q1

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Q4

YTD

YTG

81.17%✓

LY: 80.21% (+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 10.74% EI

BestBuy 46.60% 35.31% 81179 16.72% EI

Billa 42.63% 18.29% 3704 3.91% EI

Circuit City 46.17% 35.02% 85248 16.55% EI

Control 52.06% 47.42% 64731 13.01% EI

Costco 51.95% 49.42% 101913 15.79% EI

Currys (Dixons Carphone) 54.29% 35.92% 8104 6.00% EI

Leader 48.72% 24.45% 166751 10.98% EI

Logic Stores 52.49% 51.44% 6430 2.37% EI

Nomad Stores 53.44% 50.59% 3394 1.34% EI

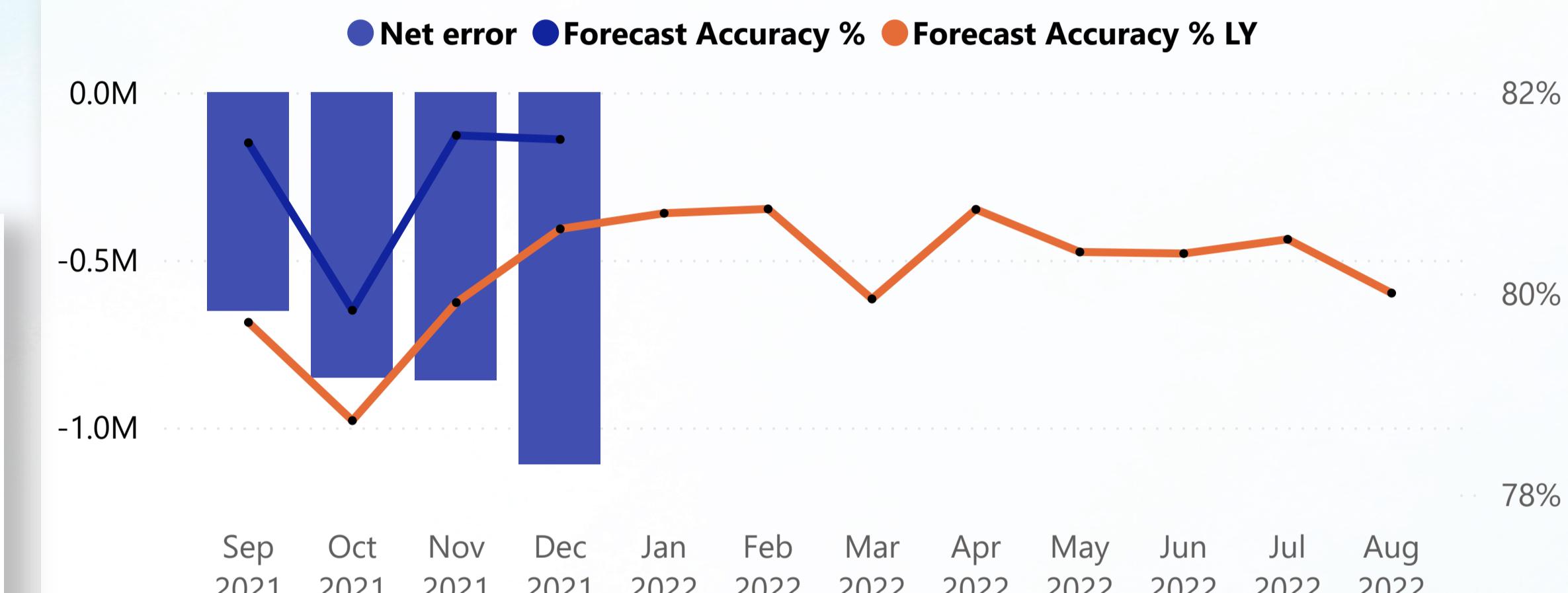
Notebillig 42.70% 18.87% 1141 1.31% EI

Otto 45.76% 18.37% 1962 2.41% EI

Total 50.57% 45.53% 91486 14.91% FI

81.17% 80.21% -3472690 -9.48% OOS

Accuracy / Net Error Trend



Key Metrics by Products

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



region, market

All

customer

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segment, categor...

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vs
Targetvs
LY

\$3,736.17M✓

LY: \$823.85M (+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

Gross Margin %

-13.98%!

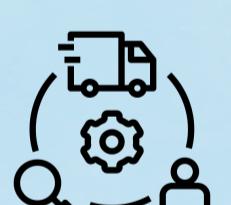
LY: -6.63% (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

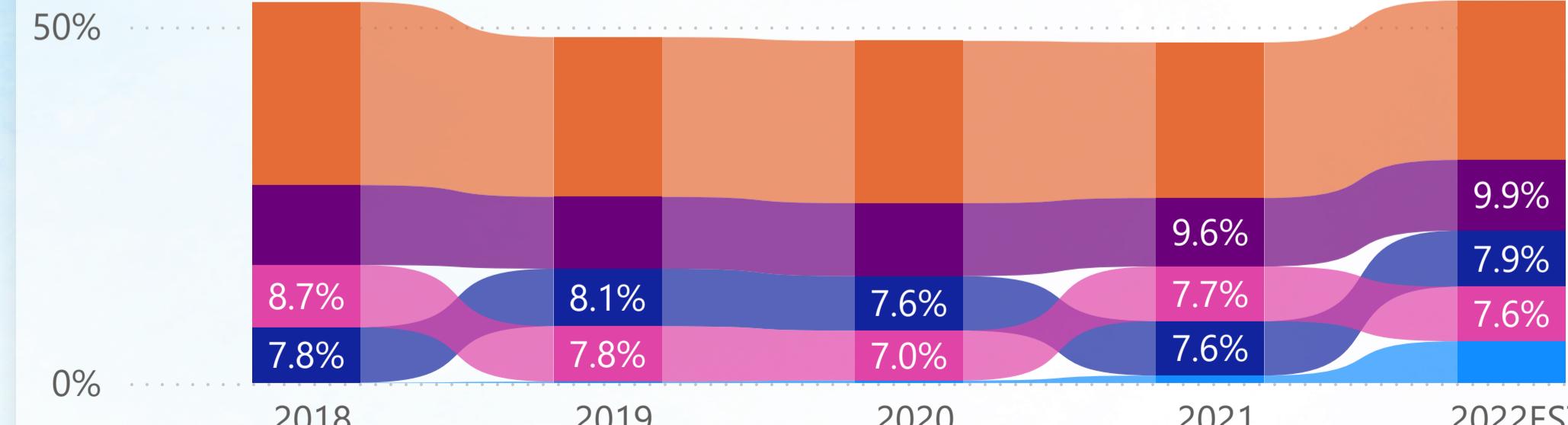


Key Insight By Sub Zone

sub_zone	Net sales \$	Revenue Contribution %	Gross margin %	Net profit %	AtliQ MS %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	OOS
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	EI
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	OOS

PC Market Share Trend - AtliQ & Competitors

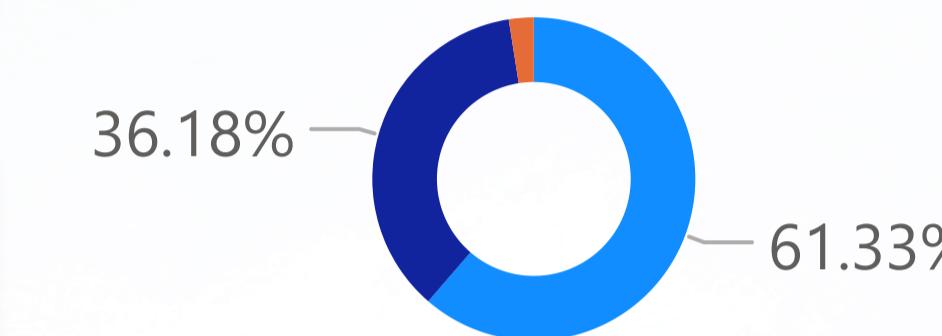
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

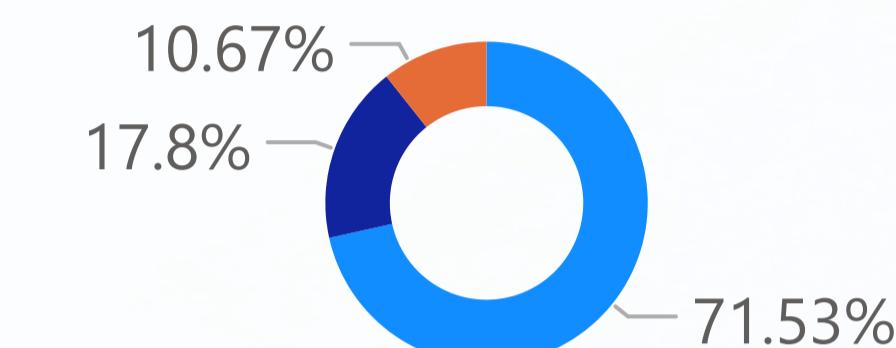
Revenue by Division

● PC ● P & A ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor



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

● Net sales \$ ● Gross margin % ● Net profit % ● AtliQ MS %

£4bn

£2bn

£0bn

2018

2019

2020

2021

2022EST

2018

2019

2020

2021

2022EST

Top 5 Customer by Revenue

customer	Revenue Contribution %	Gross margin %
AltiQ Exclusive	9.67%	46.01%
Amazon	13.30%	36.78%
AtliQ e Store	8.14%	36.88%
Flipkart	3.71%	42.14%
Total	38.23%	39.19%

Top 5 Product by Revenue

product	Revenue Contribution %	Gross margin %
AQ Home	4.13%	38.71%
Allin1	5.42%	38.51%
AQ BZ Allin1	5.42%	38.51%
Gen 2	23.19%	38.06%
Total	23.19%	38.06%