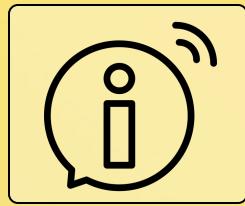




Business Insights 360



Info

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



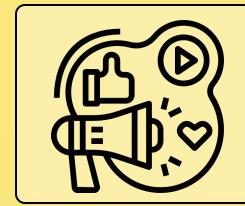
Finance View

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



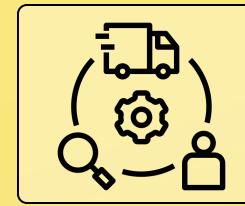
Sales View

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



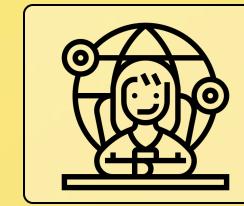
Marketing View

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

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 ▾ customer ▾ segment, category, pro... ▾

All

All

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

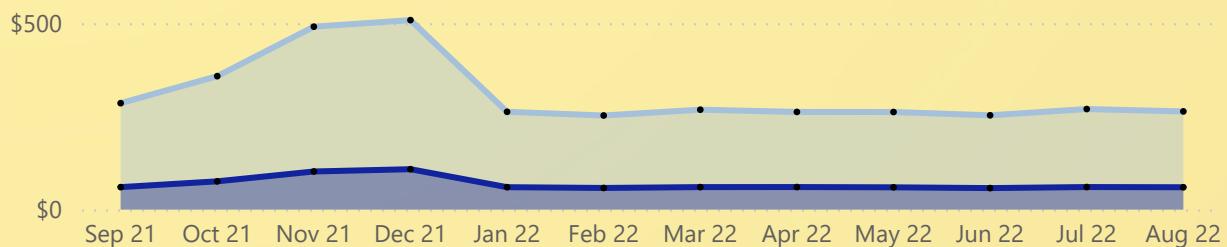
BM: -6.63% (-110.79%)

Net Profit %**Profit & 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**Net Sales Performance Over Time**

● Selection ● vs BM

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

region	P & L Values	P & L YoY Chg %
APAC	\$1,923.77	335.27
EU	\$775.48	286.26
LATAM	\$14.82	368.40
NA	\$1,022.09	474.40
Total	\$3,736.17	353.50

segment	P & L Values	P & L YoY Chg %
Accessories	\$454.10	85.46
Desktop	\$711.08	1,431.55
Networking	\$38.43	-14.89
Notebook	\$1,580.43	493.06
Peripherals	\$897.54	439.03
Storage	\$54.59	0.32
Total	\$3,736.17	353.50

BM = Benchmark , LY = Last Year, YTD = Year to Date, YTG = Year to Go, GM = Gross Margin



region, market ▾ customer ▾ segment, category, product ▾

All All All

2019 2020 2021 2022 EST Q1 Q2 Q3 Q4 YTD YTG vs LY vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	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	\$361.12M	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%
Chiptec	\$18.93M	7.37M	38.94%
Total	\$3,736.17M	1,422.88M	38.08%

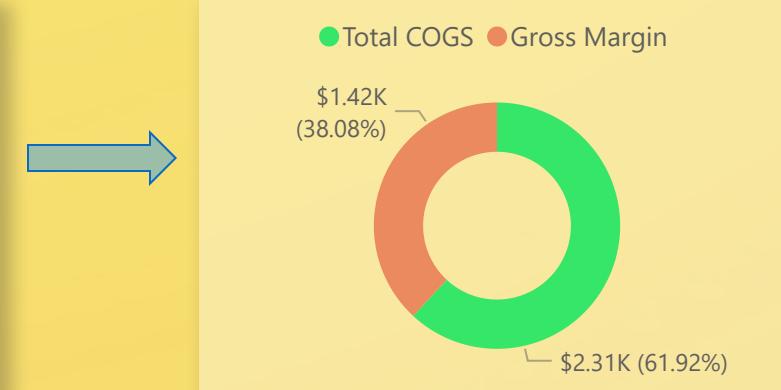
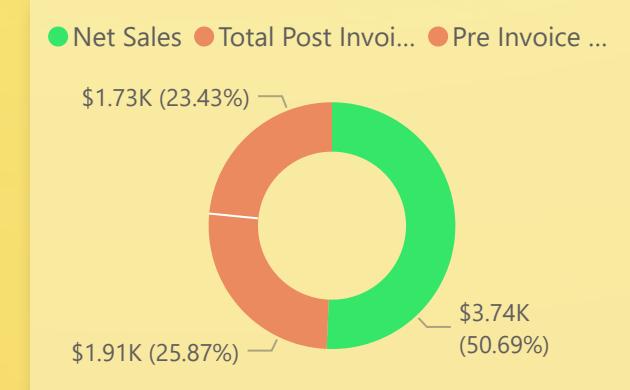
Performance Matrix



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%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics





region, market ▾ customer ▾ segment, category, product ▾

All All All

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

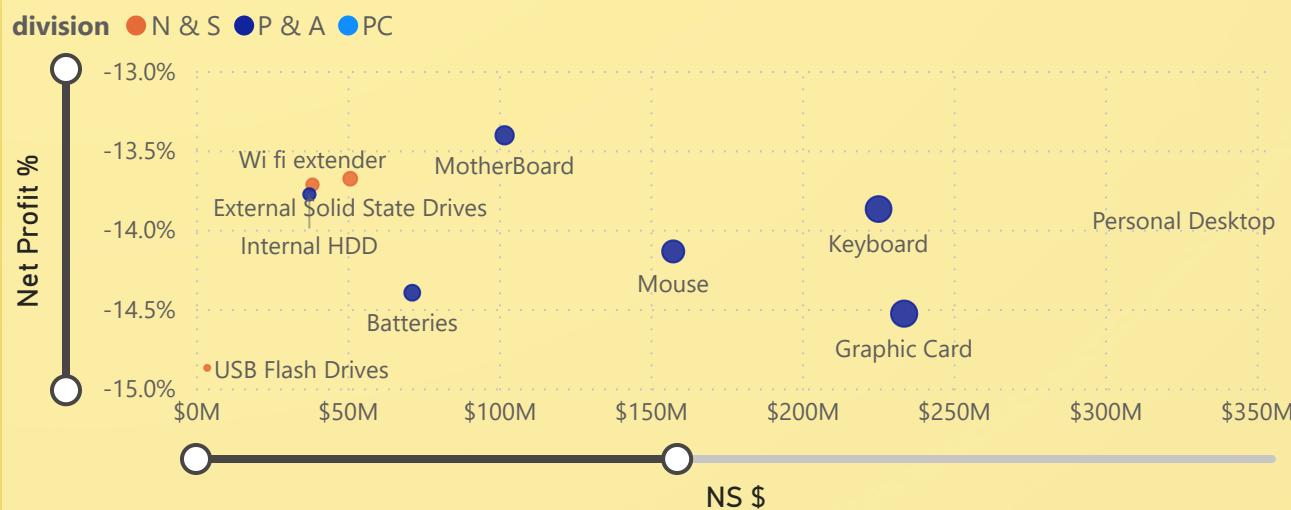
vs LY vs Target

Product Performance

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

Show GM %

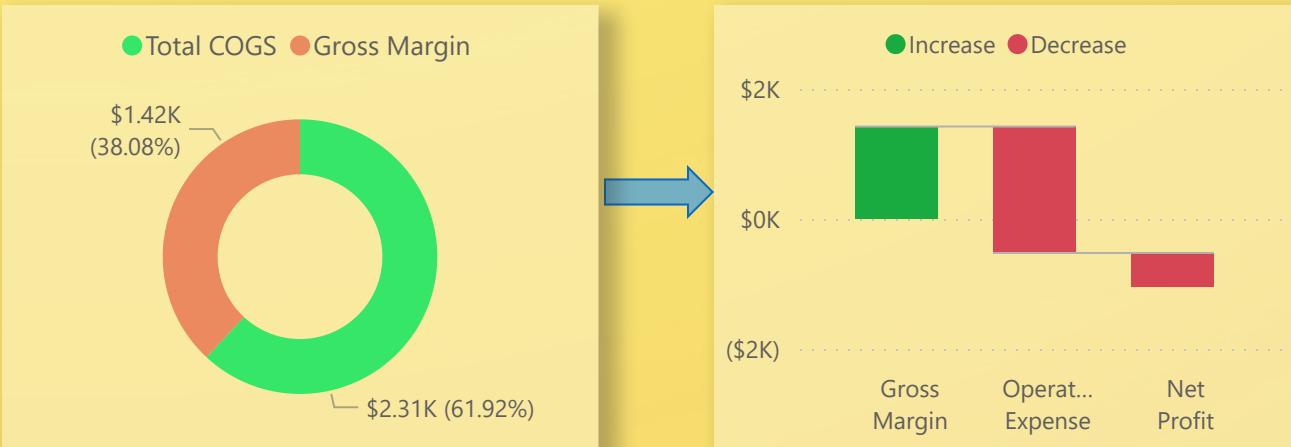
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics





region, market ▾ customer ▾ segment, category, product ▾

All

All

All

2019 2020 2021 2022 EST Q1 Q2 Q3 Q4 YTD YTG vs LY vs Target



81.17% ✓
LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K ✓
LY: -751.7K (-361.97%)

GM %

6899.0K ✓
LY: 9780.7K (-29.46%)

ABS Error



Key Metrics By Customer

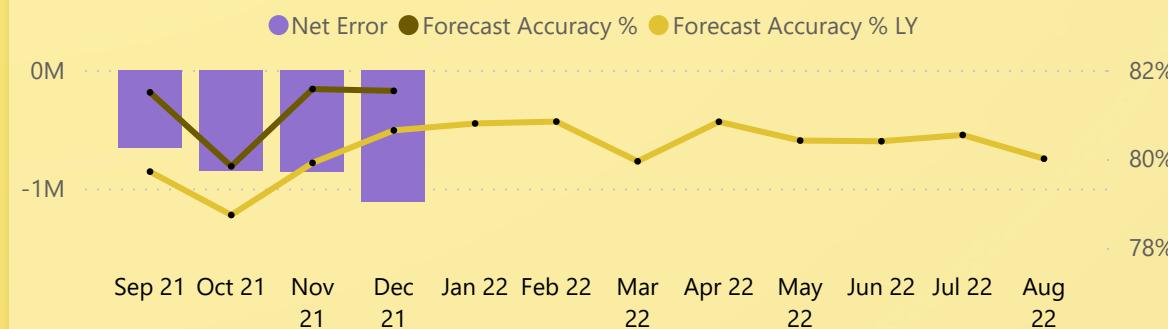
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	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
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Total	81.17%	80.21%	-34726	-9.48%	OOS

90



Accuracy / Net Error Trend

Net Sales Performance Over Time



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

All

segment, category, product

All

2019

2020

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BM: 823.85M (+353.5%)

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BM: 36.49% (+4.37%)

GM %

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BM: -6.63% (-110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy

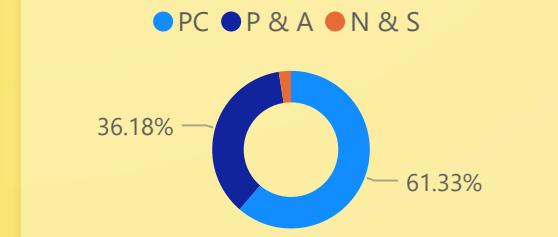


Key Insights By Sub Zone

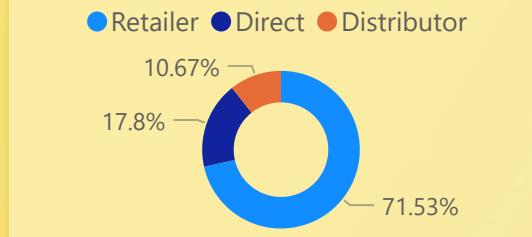
sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk	
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS	
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS	
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	EI	
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI	
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56%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



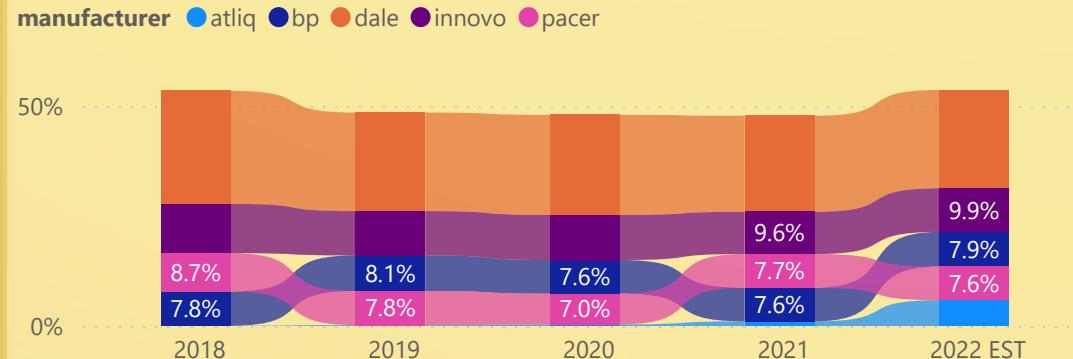
Revenue By Division



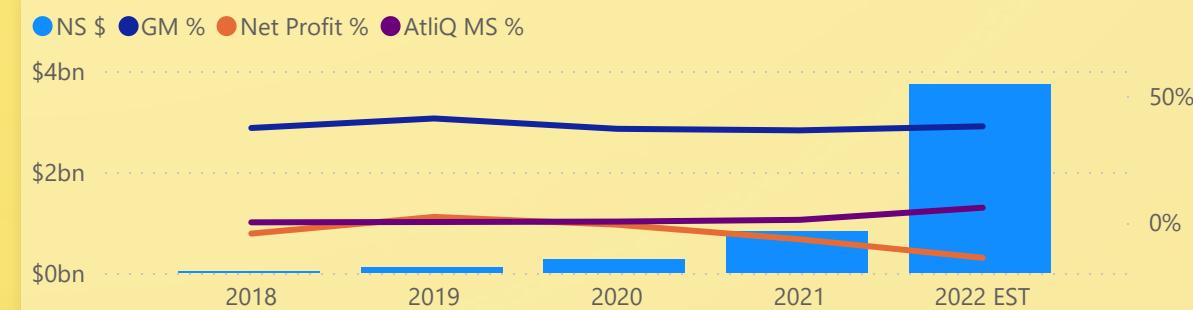
Revenue By Channel



PC Market Share Trend - AtliQ & Competitors



Yearly Trend by Revenue, GM%, Net Profit %, PC 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 Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
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%