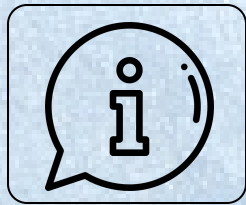




Business Insights 360



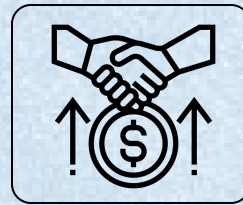
Info

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.



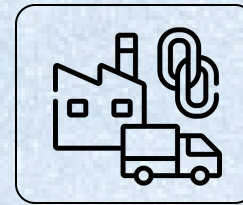
Sales View

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



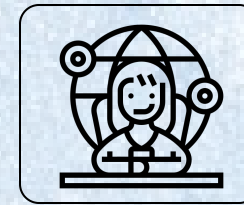
Marketing View

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
All

customer
All

segment, category, product
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

\$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.1% !
BM: 38.34% (-0.66%)
GM %

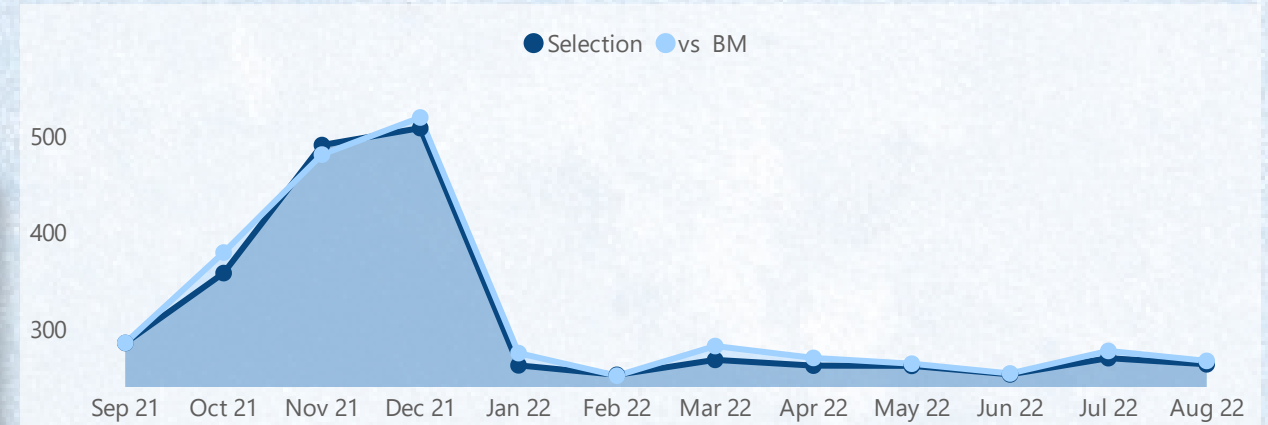
-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

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	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
- Operational Expenses	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-3.30
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

vs LY vs Target



Top / Bottom Products and Customers by Net Sales

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

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

BM = Bench Mark, LY = Last Year



region, market
All

customer
All

segment, category, product
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

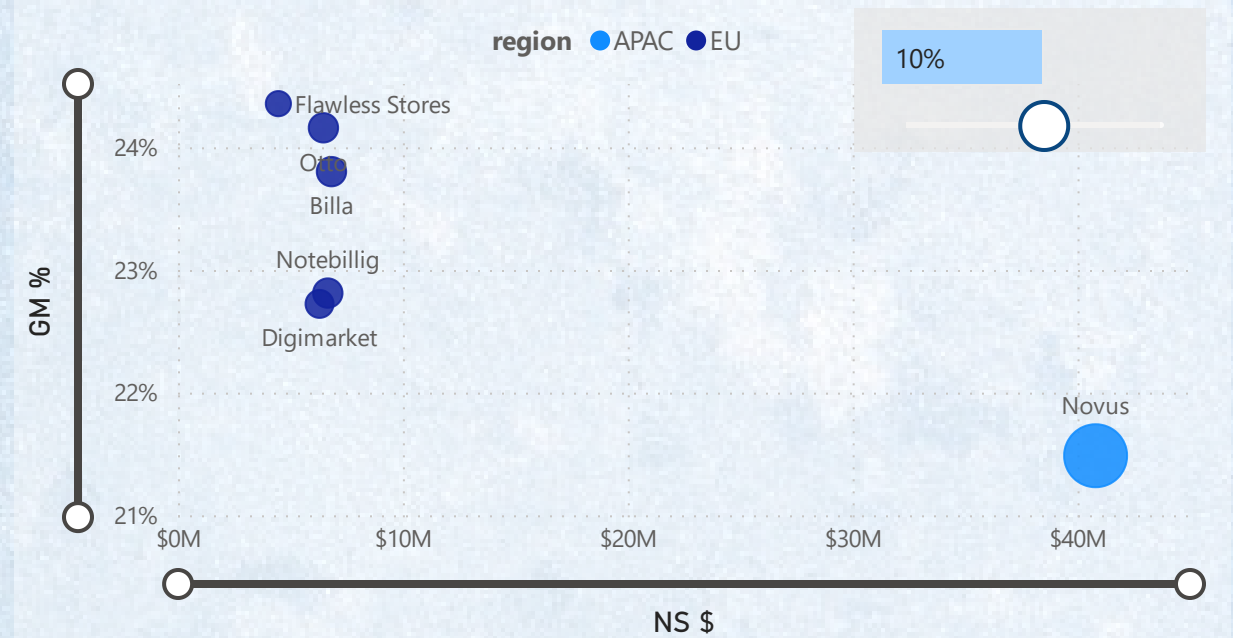
YTD YTG

Customer Performance

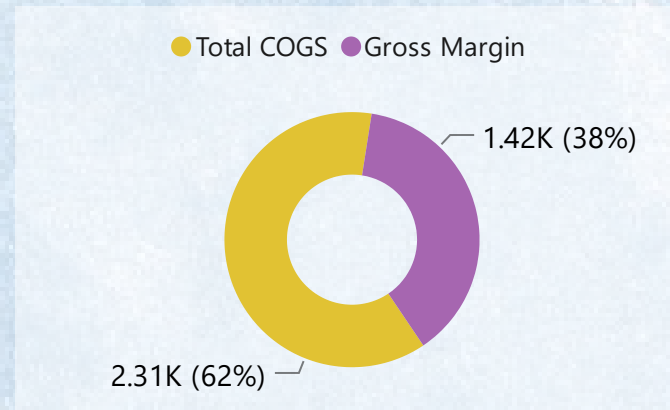
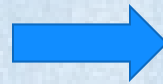
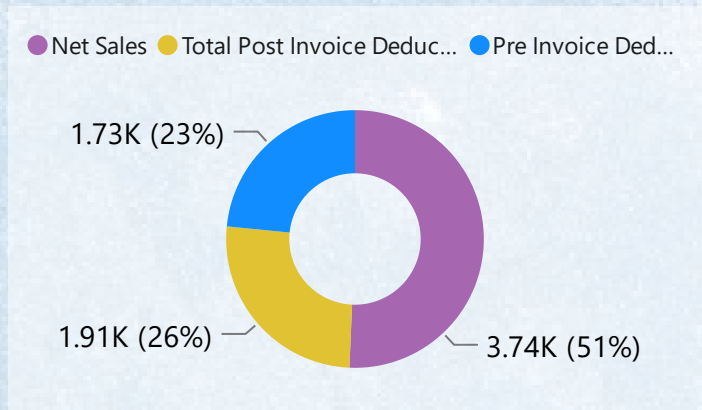
customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.4M	29.6M	40.3%
All-Out	\$4.4M	1.7M	38.2%
Amazon	\$496.9M	182.8M	36.8%
Argos (Sainsbury's)	\$13.7M	5.3M	38.7%
Atlas Stores	\$17.1M	5.4M	31.7%
Atliq e Store	\$304.1M	112.1M	36.9%
AtliQ Exclusive	\$361.1M	166.1M	46.0%
BestBuy	\$49.3M	22.1M	44.9%
Billa	\$6.8M	1.6M	23.8%
Boulangier	\$26.0M	10.4M	39.9%
Chip 7	\$25.6M	8.3M	32.2%
Total	\$3,736.2M	1,422.9M	38.1%

Performance Matrix

vs LY vs Target



Unit Matrix



Key Metrics by Product

segment	NS \$	GM \$	GM
Accessories	\$454.1M	172.6M	38.0%
Desktop	\$711.1M	272.4M	38.0%
Networking	\$38.4M	14.8M	38.0%
Notebook	\$1,580.4M	601.0M	38.0%
Peripherals	\$897.5M	341.2M	38.0%
Storage	\$54.6M	20.9M	38.0%



region, market
All

customer
All

segment, category, product
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

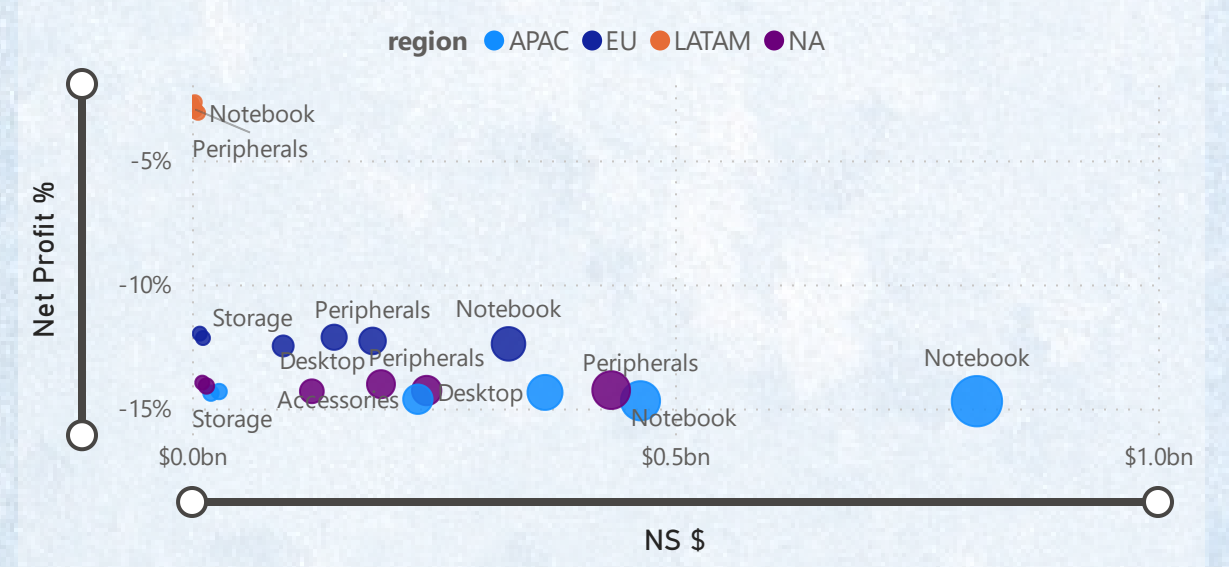
YTD YTG

Product Performance

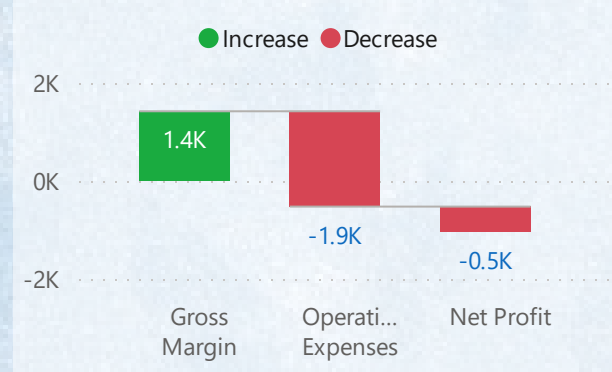
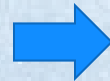
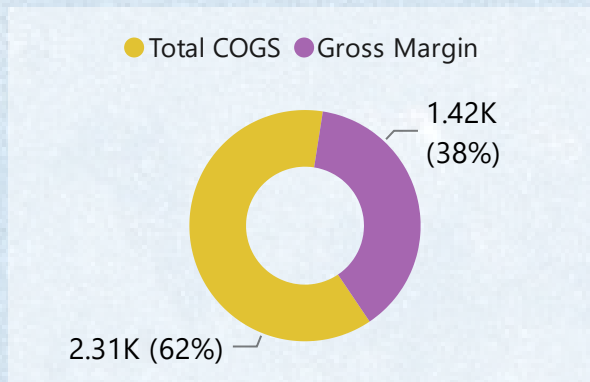
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	172.6M	38.0%	-6378.1M%	-14.1%
Desktop	\$711.1M	272.4M	38.3%	-9778.8M%	-13.7%
Networking	\$38.4M	14.8M	38.5%	-527.2M%	-13.7%
Notebook	\$1,580.4M	601.0M	38.0%	-22215.9M%	-14.1%
Peripherals	\$897.5M	341.2M	38.0%	-12591.3M%	-14.1%
Storage	\$54.6M	20.9M	38.3%	-751.2M%	-13.7%

Show GM %

Performance Matrix



Unit Economics



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.9%	-28116.2M%	-14.62%
EU	\$775.5M	267.8M	34.5%	-9551.9M%	-12.32%
LATAM	\$14.8M	5.2M	35.0%	-43.7M%	-2.95%
NA	\$1,022.1M	459.7M	45.0%	-14530.6M%	-14.22%



region, market
All

customer
All

segment, category, product
All

2018

2019

2020

2021

2022
EST

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✓

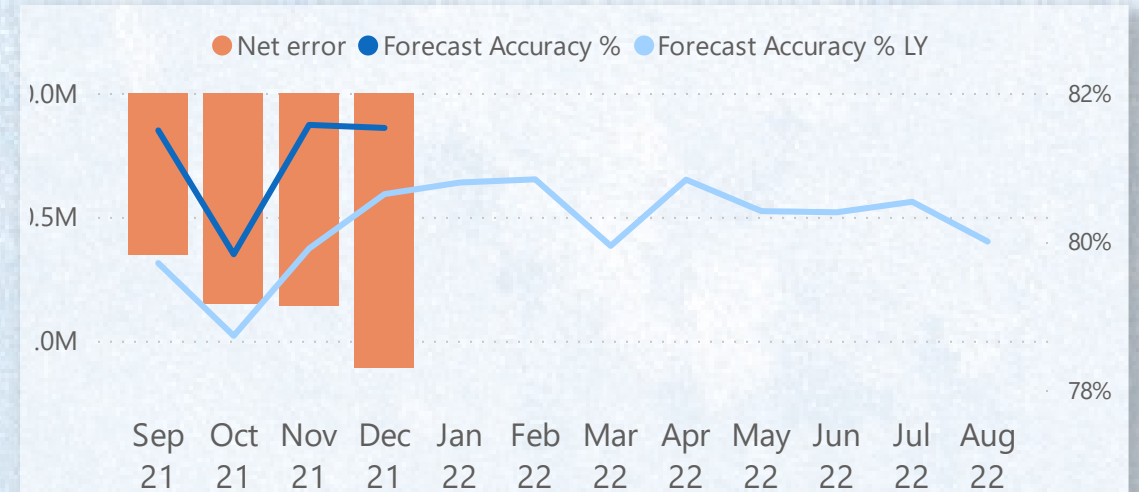
LY: 9780.7K (+29.46%)

Absolute Error

Key Metrics by Customer

customer	Forecast Accuracy %	Net error	risk	Net error %	Forecast Accuracy % LY
Acclaimed Stores	57.74%	83037	EI	10.74%	50.69%
All-Out	43.96%	-150	OOS	-0.32%	29.09%
Amazon	73.79%	-464694	OOS	-9.22%	74.54%
Argos	54.78%	-23040	OOS	-17.60%	56.08%
(Sainsbury's)					
Atlas Stores	49.53%	-4182	OOS	-2.31%	48.16%
Atliq e Store	74.22%	-294868	OOS	-9.65%	74.59%
AtliQ Exclusive	70.35%	-359242	OOS	-11.91%	71.69%
BestBuy	46.60%	81179	EI	16.72%	35.31%
Billa	42.63%	3704	EI	3.91%	18.29%
Boulanger	52.69%	-48802	OOS	-20.21%	58.77%
Chip 7	34.56%	-85293	OOS	-35.01%	53.44%
Chiptec	50.49%	-20102	OOS	-11.36%	52.54%
Circuit City	46.17%	85248	EI	16.55%	35.02%
Control	52.06%	64731	EI	13.01%	47.42%
Coolblue	47.66%	-34790	OOS	-15.34%	52.95%
Costco	51.95%	101913	EI	15.79%	49.42%
Croma	36.58%	-77649	OOS	-16.54%	42.78%
Currys (Dixons Carphone)	54.29%	8104	EI	6.00%	35.92%
Digimarket	28.21%	-95328	OOS	-46.59%	40.79%
EL	52.37%	10127	OOS	2.22%	50.18%
Total	81.17%	-3472690	OOS	-9.48%	80.21%

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Net error	risk	Net error %
Accessories	87.42%	341468	EI	1.72%
Desktop	87.53%	78576	EI	10.24%
Networking	93.06%	-12967	OOS	-1.69%
Notebook	87.24%	-47221	OOS	-1.69%
Peripherals	68.17%	-3204280	OOS	-31.83%
Storage	71.50%	-628266	OOS	-25.61%



region, market ▼ customer ▼ segment, category, product ▼
All ▼ All ▼ All ▼

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.1% !

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

NP %

81.17%✓

BM: 80.21% (+1.2%)

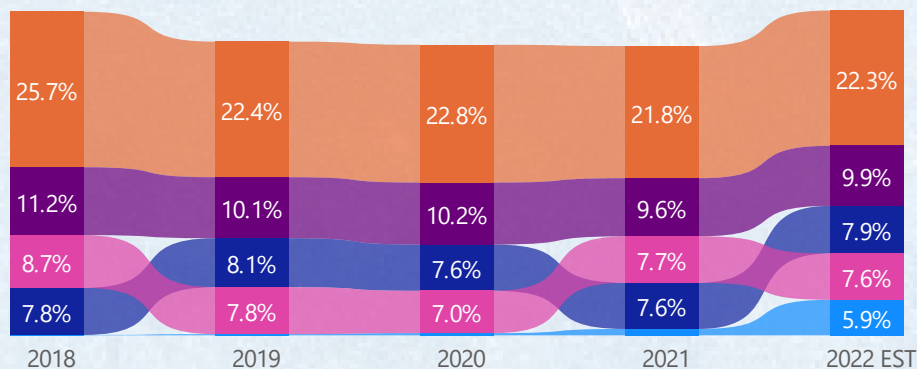
F A %

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net error %	risk
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
India	\$945.3M	25.3%	35.8%	↓ -23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
NA	\$1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.4%	EI
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.0%	38.1%	↓ -14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

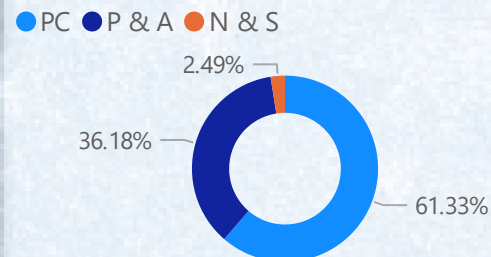
YTD

YTG

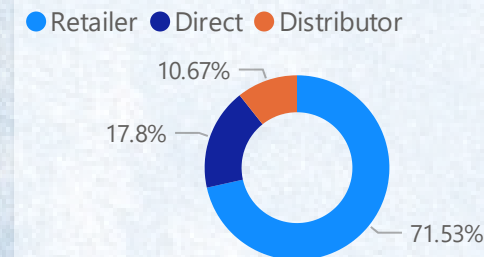
vs LY

vs Target

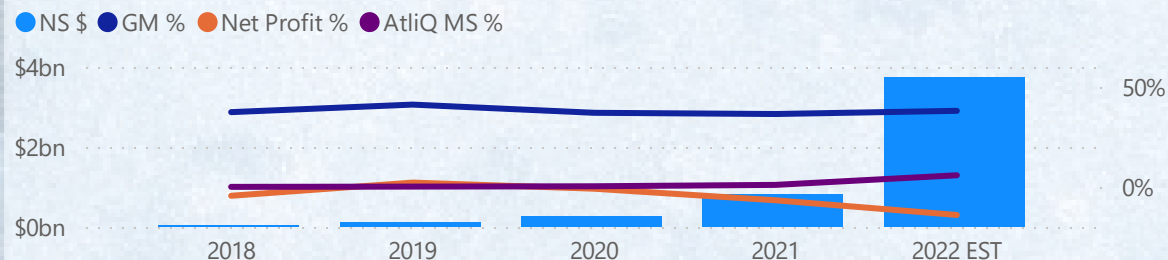
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
AtliQ e Store	8.1%	36.9%
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	23.2%	38.1%

BM = Bench Mark, LY = Last Year, GM = Gross Margin, NP = Net Profit, FA = Forecast Accuracy, MS = Market Share, EI = Excess Inventory, OOS = Out Of Stock