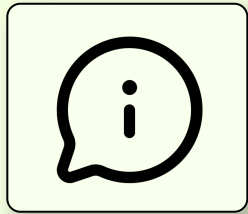




Business Insights 360



Info

Download [user manual](#) and get to know the key information of this tool.



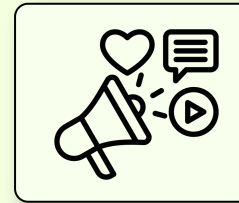
Finance View

Get [P & L statement](#) for any customer / product / country or aggregation of the above over any time period and More..



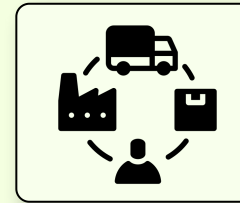
Sales View

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



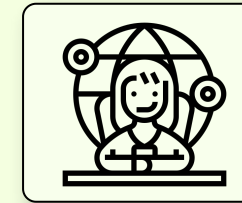
Marketing

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, p...
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target



₹ 823.85M✓
BM: 267.98M (+207.43%)
Net Sales

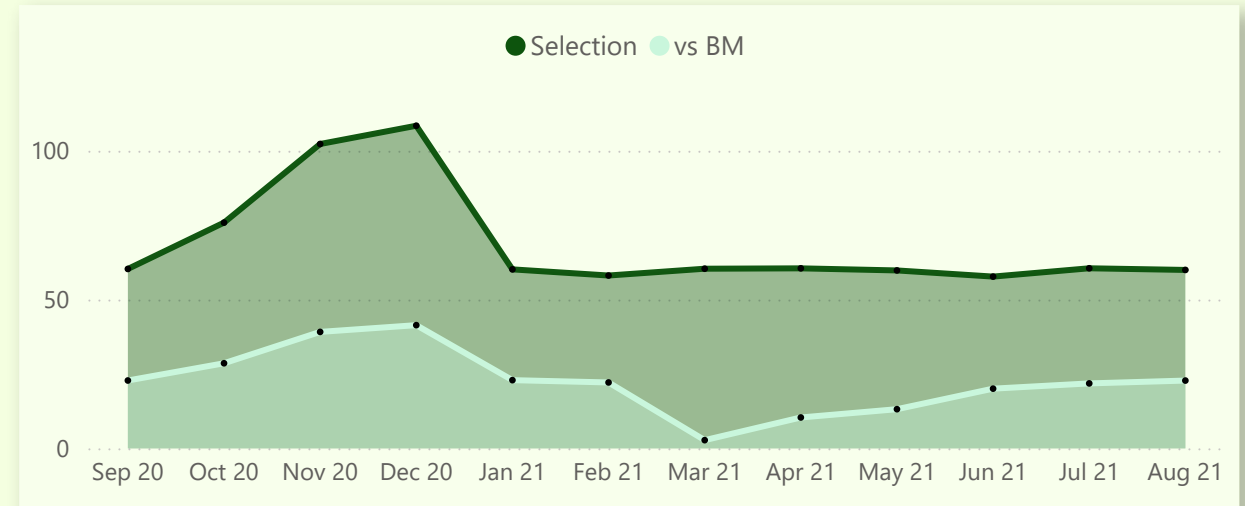
36.49%!
BM: 37.10% (-1.65%)
GM %

-36.13%!
BM: -30.36% (+5.76%)
Net Profit %

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-598.27	-180.79	-417.48	230.92

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
[+] LATAM	3.16	58.40	[+] Notebook	266.49	208.45
[+] NA	177.94	186.03	[+] Accessories	244.85	269.67
[+] APAC	441.98	198.67	[+] Peripherals	166.51	174.64
[+] EU	200.77	259.88	[+] Storage	54.42	97.48
Total	823.85	207.43	[+] Desktop	46.43	4,791.34
			[+] Networking	45.16	72.26
			Total	823.85	207.43

BM = Benchmark, LY = Last Year, GM = Gross Margin



region, market ▼ customer ▼ segment, cate... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

Customer Performance

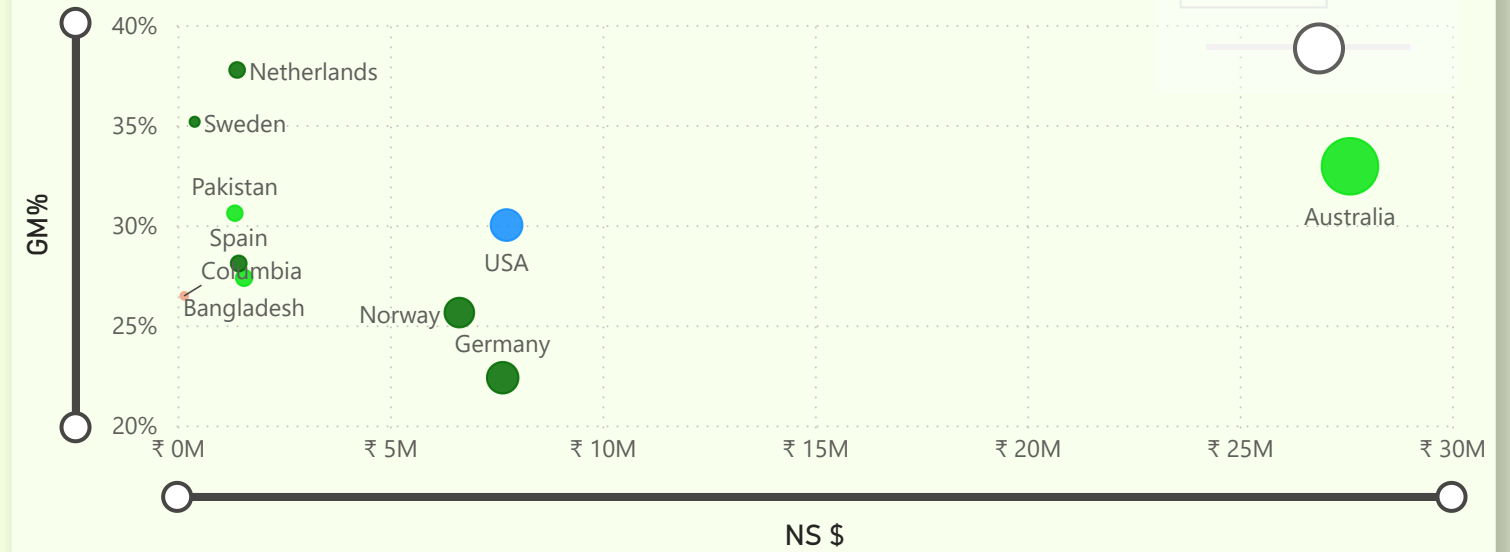
customer	NS \$	GM \$	GM%
Amazon	₹ 109.03M	38.59M	35.40%
AtliQ Exclusive	₹ 79.92M	34.95M	43.73%
Atliq e Store	₹ 70.31M	26.40M	37.54%
Sage	₹ 27.07M	9.52M	35.16%
Flipkart	₹ 25.25M	7.64M	30.23%
Leader	₹ 24.51M	8.34M	34.01%
Neptune	₹ 21.00M	8.65M	41.17%
Ebay	₹ 19.87M	7.17M	36.10%
Electricalsociety	₹ 16.25M	5.66M	34.83%
Synthetic	₹ 16.10M	6.32M	39.25%
Electricalslytical	₹ 15.64M	5.92M	37.86%
Total	₹ 823.85M	300.63M	36.49%

Product Performance

segment	NS \$	GM \$	GM%
Desktop	₹ 46.43M	16.79M	36.17%
Notebook	₹ 266.49M	97.12M	36.45%
Accessories	₹ 244.85M	89.30M	36.47%
Peripherals	₹ 166.51M	60.81M	36.52%
Networking	₹ 45.16M	16.60M	36.75%
Storage	₹ 54.42M	20.00M	36.75%
Total	₹ 823.85M	300.63M	36.49%

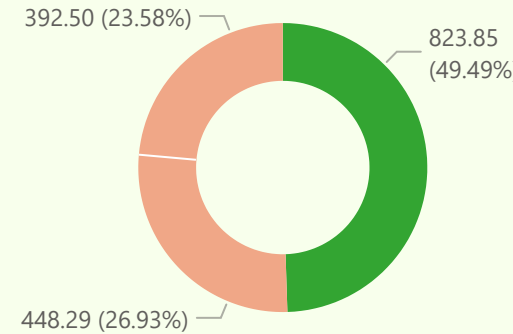
Performance Matrix

region ● APAC ● EU ● LATAM ● NA

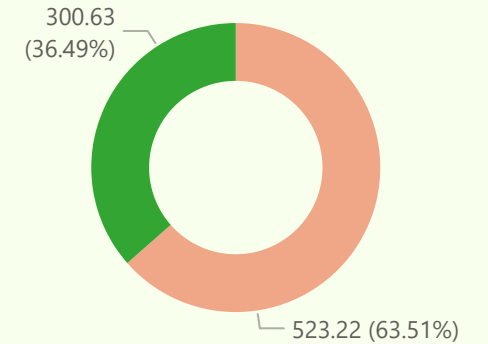


Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...



● Total COGS ● Gross Margin



GM = Gross Margin, NS = Net Sales, COGS = Cost of Goods Sold



region, market

▼

All

▼

customer

▼

All

▼

segment, cate...

▼

All

▼

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

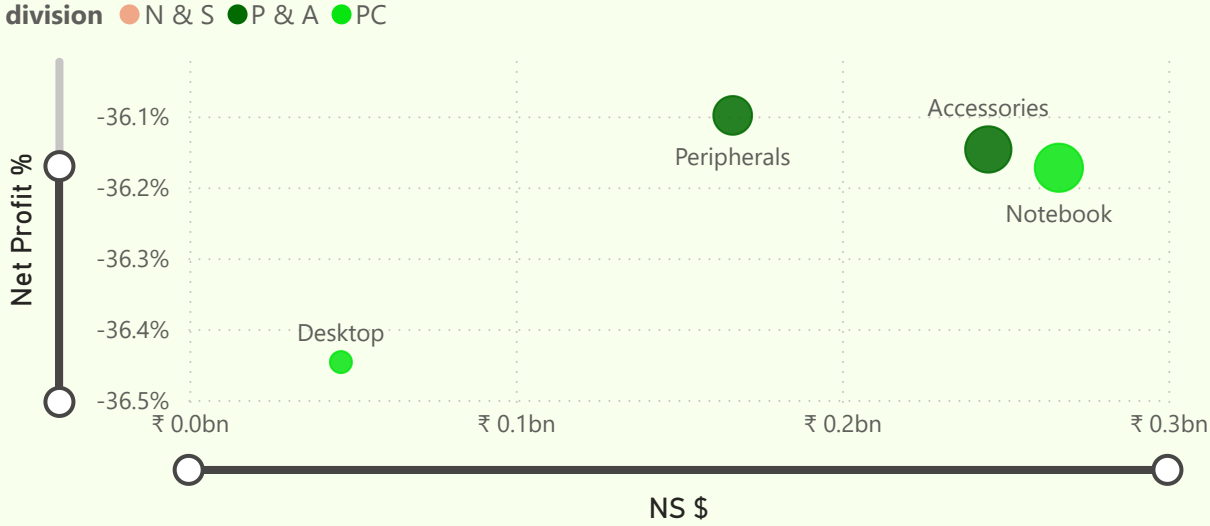
YTG

Product Performance

segment	NS \$	GM \$	GM%	Net Profit \$	Net Profit %
▲					
+ Accessories	₹ 244.8M	89.3M	36.47%	-88.5M	-36.15%
+ Desktop	₹ 46.4M	16.8M	36.17%	-16.9M	-36.45%
+ Networking	₹ 45.2M	16.6M	36.75%	-16.2M	-35.87%
+ Notebook	₹ 266.5M	97.1M	36.45%	-96.4M	-36.17%
+ Peripherals	₹ 166.5M	60.8M	36.52%	-60.1M	-36.10%
+ Storage	₹ 54.4M	20.0M	36.75%	-19.5M	-35.86%
Total	₹ 823.8M	300.6M	36.49%	-297.6M	-36.13%

Show GM %

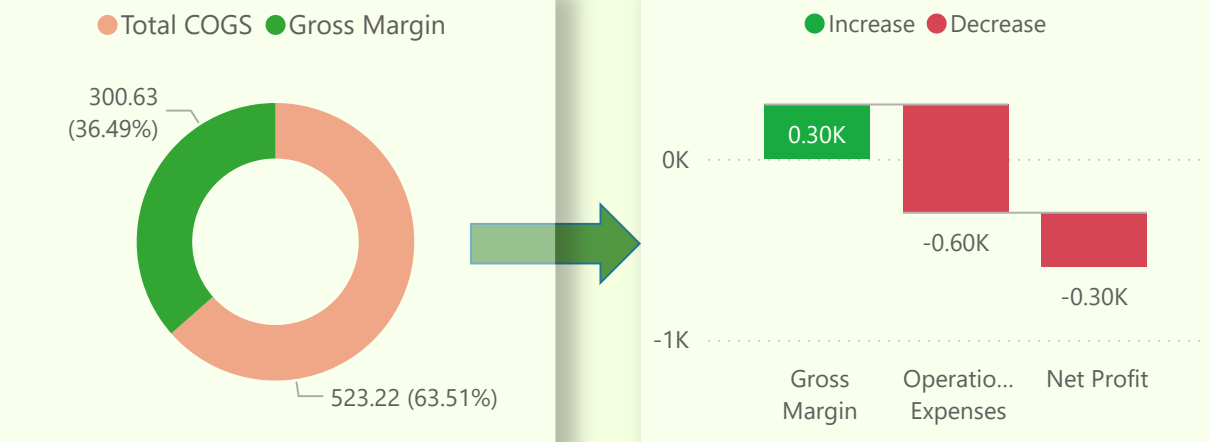
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM%	Net Profit \$	Net Profit %
+ APAC	₹ 442.0M	156.2M	35.34%	-164.8M	-37.28%
+ EU	₹ 200.8M	77.0M	38.34%	-68.8M	-34.28%
+ LATAM	₹ 3.2M	1.2M	37.54%	-1.1M	-35.08%
+ NA	₹ 177.9M	66.3M	37.23%	-63.0M	-35.38%
Total	₹ 823.8M	300.6M	36.49%	-297.6M	-36.13%

Unit Economics



GM = Gross Margin, NS = Net Sales, COGS = Cost of Goods Sold



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG



80%✓

LY: 72.99% (+9.88%)

Forecast Accuracy %

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.74K!

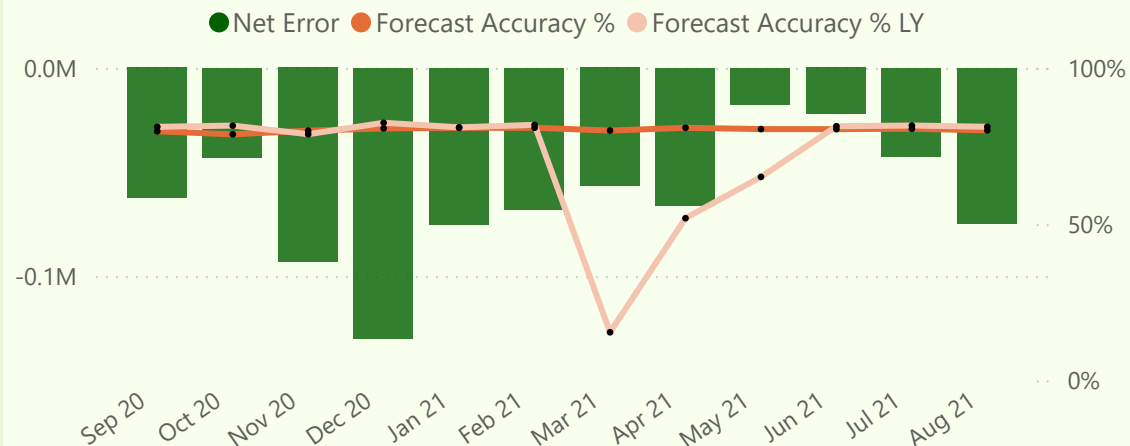
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56%	43.27%	8033	4.14%	EI
Atlas Stores	48%	39.19%	99521	29.63%	EI
Boulangier	59%	38.12%	81786	18.34%	EI
Chip 7	53%	41.32%	95124	18.82%	EI
Chiptec	53%	27.04%	72175	22.07%	EI
Coolblue	53%	43.16%	116840	26.87%	EI
Croma	43%	35.49%	45046	5.96%	EI
Electricalsara Stores	52%	32.38%	19891	12.43%	EI
Electricalslytical	51%	39.26%	130903	12.24%	EI
Electricalsociety	50%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	49%	39.26%	89614	27.16%	EI
Elite	51%	40.14%	4296	1.36%	EI
Epic Stores	52%	38.40%	11914	3.79%	EI
Euronics	61%	42.25%	58391	15.34%	EI
Expert	61%	48.84%	69286	11.97%	EI
Expression	44%	37.52%	2997	0.37%	EI

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	78%	71.42%	-2133183	-7.06%	OOS
Desktop	84%	70.07%	16205	11.22%	EI
Networking	90%	52.50%	227056	8.17%	EI
Notebook	80%	76.65%	-51254	-3.96%	OOS
Peripherals	83%	75.18%	-318194	-5.89%	OOS
Storage	84%	81.01%	1507656	15.77%	EI
Total	80%	72.99%	-751714	-1.52%	OOS

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



region, market
All

customer
All

segment, cate...
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4
YTD YTG

vs LY vs Target

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(+207.43%)
Net Sales

36.49% !
BM: 37.10% (-1.65%)
GM %

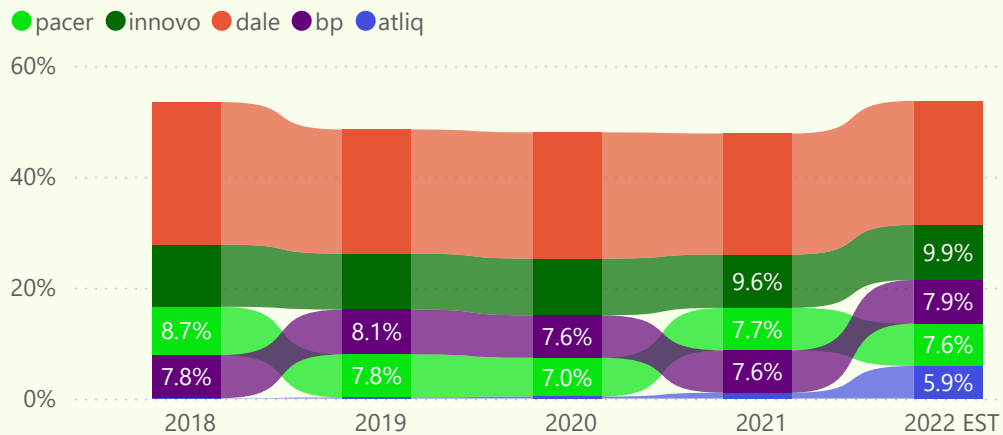
-36.13% !
BM: -30.36% (+5.76%)
Net Profit %

80% ✓
LY: 72.99% (+9.88%)
Forecast Accuracy %

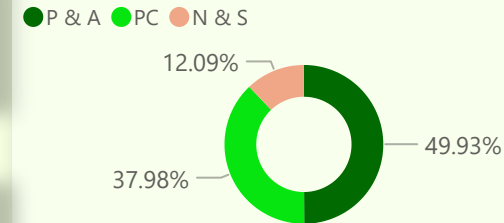
Key Insights per Subzone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Market Share %	Risk
ANZ	₹ 44.4M	5.4%	38.5% ↓	-34.2%	0.3%	OOS
India	₹ 210.7M	25.6%	32.0% ↓	-40.6%	2.5%	EI
LATAM	₹ 3.2M	0.4%	37.5%	-35.1%	0.0%	EI
NA	₹ 177.9M	21.6%	37.2% ↓	-35.4%	0.8%	OOS
NE	₹ 109.3M	13.3%	38.0%	-34.6%	1.2%	EI
ROA	₹ 186.9M	22.7%	38.3%	-34.3%	1.5%	OOS
SE	₹ 91.5M	11.1%	38.7%	-33.9%	3.6%	EI
Total	₹ 823.8M	100.0%	36.5% ↓	-36.1%	1.1%	OOS

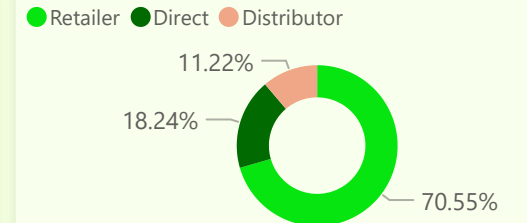
PC Market Share Trend - AtliQ & Competitors



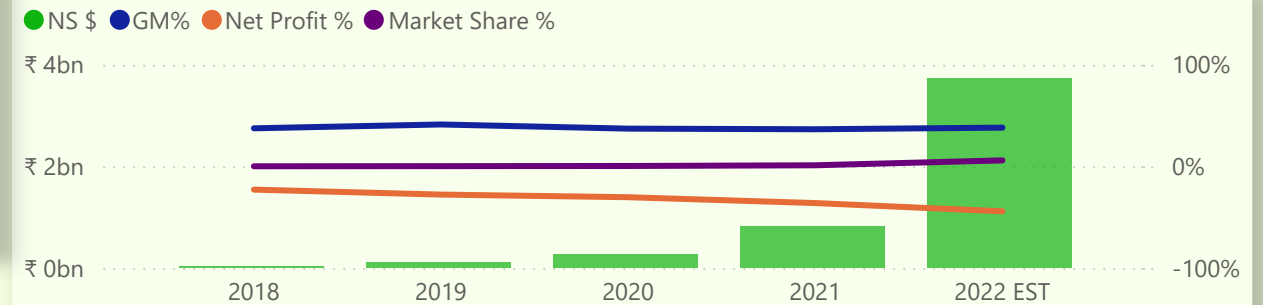
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, NP%, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM%
Amazon	13.2%	35.40% ↓
Atliq e Store	8.5%	37.54%
AtliQ Exclusive	9.7%	43.73% ↓
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Total	37.8%	37.58%

Top 5 Products by Revenue

product	RC %	GM%
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%

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