



Business Insights 360



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**.



Finance View

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



Marketing View

Analyze the performance of your customer(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.



info



Support



region, market

customer

segment, category, ...

All

All

All

\$3,736.2M✓

BM: (Blank) (+Infinity%)

Net Sales

41.1%✓

BM: (Blank) (+Infinity%)

GM %

-11.0%!

BM: (Blank) (-Infinity%)

Net Profit %

Profit and Loss Statements

| Line Item | 2022Est | BM | Chg | Chg % |
|------------------------------|---------|---------|---------|-------|
| Gross Sales | 7,370.1 | 1,664.6 | 5,705.5 | 3.4 |
| Pre Invoice Deduction | 1,727.0 | 392.5 | 1,334.5 | 3.4 |
| Net Invoice Sales | 5,643.1 | 1,272.1 | 4,371.0 | 3.4 |
| Post Discounts | 1,243.5 | 281.6 | 961.9 | 3.4 |
| Post Deductions | 663.4 | 166.6 | 496.8 | 3.0 |
| Total Post Invoice Deduction | 1,907.0 | 448.3 | 1,458.7 | 3.3 |
| Net Sales | 3,736.2 | 823.8 | 2,912.3 | 3.5 |
| Manufacturing Cost | 2,197.3 | 497.8 | 1,699.5 | 3.4 |
| Freight Cost | 2.4 | 1.3 | 1.1 | 0.8 |
| Other Cost | 0.4 | 0.2 | 0.2 | 0.8 |
| Total COGS | 2,200.1 | 499.3 | 1,700.7 | 3.4 |
| Gross Margin | 1,536.1 | 324.5 | 1,211.6 | 3.7 |
| Gross Margin % | 41.1 | 39.4 | 1.7 | 0.0 |
| GM / Unit | 38.3 | 6.5 | 31.8 | 4.9 |
| Operational Expenses | 1,945.3 | 355.3 | 1,590.0 | 4.5 |
| Net Profit | -409.2 | -30.8 | -378.4 | 12.3 |
| Net Profit % | -11.0 | -3.7 | -7.2 | 1.9 |

BM- Bench Mark, LY - Last Year

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

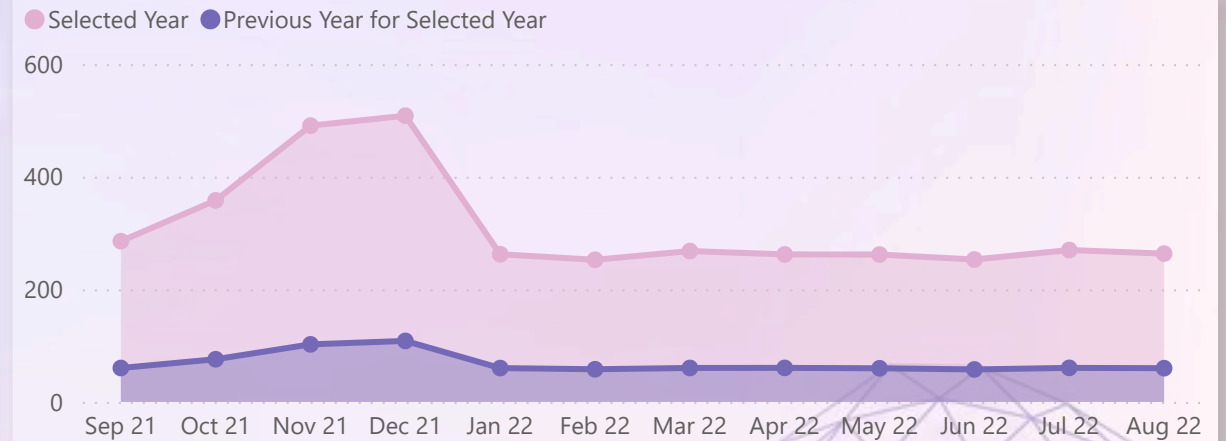
YTD

YTG

vs LY

vs Target

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

| Region | Net Sales | Chg % | Segment | Net Sales | YoY Chg % |
|--------------|----------------|---------------|---------------|----------------|---------------|
| ⊕ NA | 1,022.1 | 474.4% | ⊕ Desktop | 711.1 | 1431.5% |
| ⊕ LATAM | 14.8 | 368.4% | ⊕ Notebook | 1,580.4 | 493.1% |
| ⊕ APAC | 1,923.8 | 335.3% | ⊕ Peripherals | 897.5 | 439.0% |
| ⊕ EU | 775.5 | 286.3% | ⊕ Accessories | 454.1 | 85.5% |
| Total | 3,736.2 | 353.5% | ⊕ Storage | 54.6 | 0.3% |
| | | | ⊕ Networking | 38.4 | -14.9% |
| | | | Total | 3,736.2 | 353.5% |



region, market ▼ customer ▼ segment, category, produ... ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

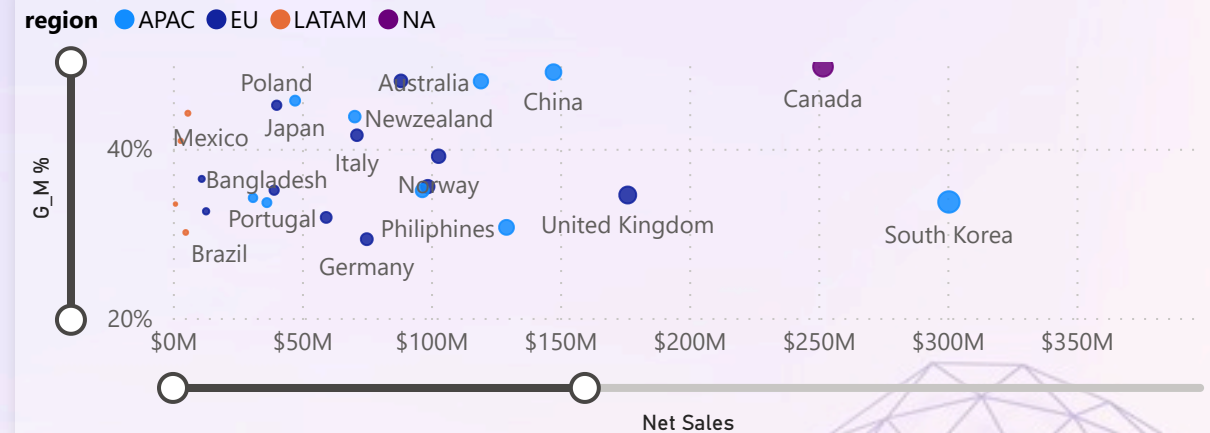
YTD

YTG

Customer Performance

| Customer | Net Sales | Gross_margin | Gross Margin % |
|--------------------|-------------------|-----------------|----------------|
| Amazon | \$496.9M | 197.9M | 39.8% |
| AtliQ Exclusive | \$361.1M | 177.0M | 49.0% |
| Atliq e Store | \$304.1M | 121.0M | 39.8% |
| Flipkart | \$138.5M | 62.8M | 45.3% |
| Sage | \$127.9M | 43.6M | 34.1% |
| Leader | \$117.3M | 38.9M | 33.1% |
| Neptune | \$105.7M | 53.0M | 50.2% |
| Ebay | \$91.6M | 36.0M | 39.3% |
| Acclaimed Stores | \$73.4M | 31.7M | 43.2% |
| walmart | \$72.4M | 35.4M | 48.8% |
| Electricalslytical | \$68.0M | 27.5M | 40.4% |
| Total | \$3,736.2M | 1,536.1M | 41.1% |

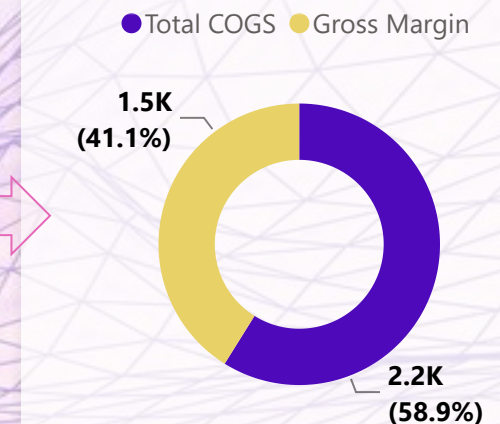
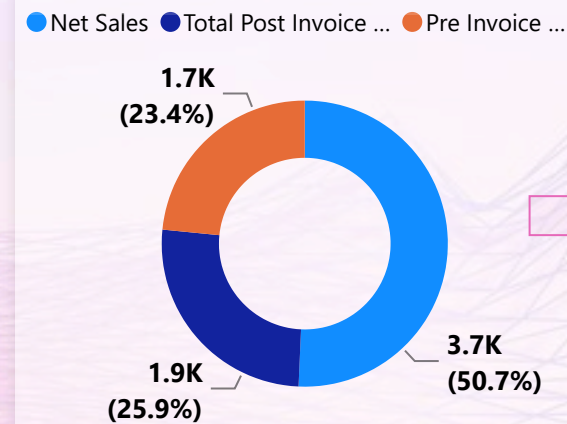
Performance Matrix



Product Performance

| Segment | Net Sales | Gross_margin | Gross Margin % |
|---------------|-------------------|-----------------|----------------|
| ⊕ Notebook | \$1,580.4M | 649.8M | 41.1% |
| ⊕ Peripherals | \$897.5M | 368.3M | 41.0% |
| ⊕ Desktop | \$711.1M | 294.4M | 41.4% |
| ⊕ Accessories | \$454.1M | 185.3M | 40.8% |
| ⊕ Storage | \$54.6M | 22.4M | 41.1% |
| ⊕ Networking | \$38.4M | 15.9M | 41.4% |
| Total | \$3,736.2M | 1,536.1M | 41.1% |

Unit Economics





region, market ▼ customer ▼ segment, category, pro... ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

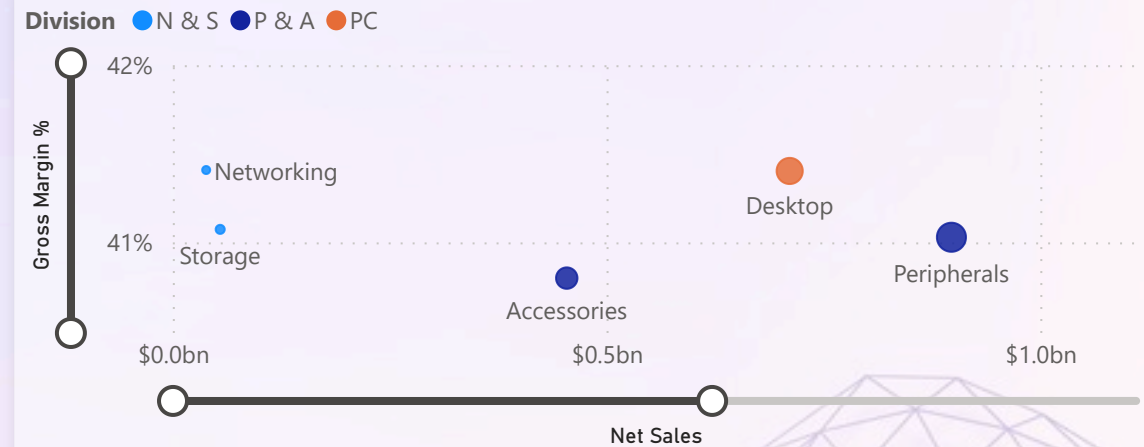
YTD

YTG

Product Performance

| Segment | Net Sales | Gross_margin | G_M % | Net Profit | Net Profit % |
|-------------|------------|--------------|-------|------------|--------------|
| Accessories | \$454.1M | 185.3M | 40.8% | -51.1M | -11.3% |
| Batteries | \$71.4M | 28.9M | 40.5% | -8.2M | -11.5% |
| Keyboard | \$225.2M | 92.4M | 41.0% | -24.8M | -11.0% |
| Mouse | \$157.5M | 64.0M | 40.6% | -18.1M | -11.5% |
| Desktop | \$711.1M | 294.4M | 41.4% | -75.8M | -10.7% |
| Networking | \$38.4M | 15.9M | 41.4% | -4.1M | -10.8% |
| Notebook | \$1,580.4M | 649.8M | 41.1% | -173.3M | -11.0% |
| Peripherals | \$897.5M | 368.3M | 41.0% | -98.9M | -11.0% |
| Storage | \$54.6M | 22.4M | 41.1% | -6.0M | -11.0% |
| Total | \$3,736.2M | 1,536.1M | 41.1% | -409.2M | -11.0% |

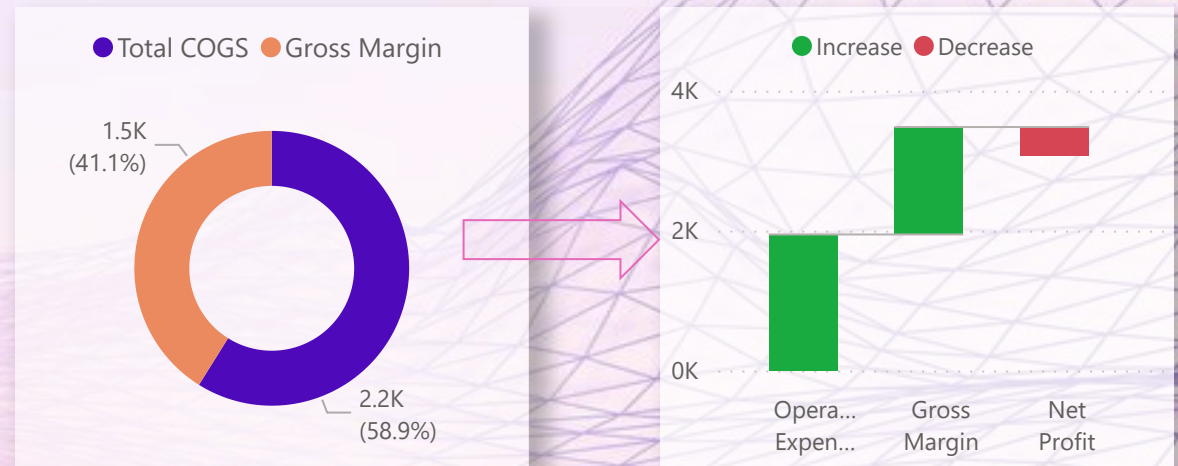
Performance Matrix



Region, Market and Customer Performance

| region | Net Sales | GM | GM % | Net Profit | Net Profit % |
|-------------|------------|----------|-------|------------|--------------|
| APAC | \$1,923.8M | 749.0M | 38.9% | -222.4M | -11.6% |
| Australia | \$119.3M | 57.3M | 48.0% | -8.5M | -7.2% |
| Bangladesh | \$36.4M | 12.2M | 33.6% | -0.3M | -0.8% |
| China | \$147.4M | 72.3M | 49.1% | -4.2M | -2.9% |
| India | \$945.3M | 369.1M | 39.0% | -186.2M | -19.7% |
| Indonesia | \$96.6M | 33.9M | 35.1% | -11.2M | -11.6% |
| Japan | \$47.3M | 21.6M | 45.7% | 1.1M | 2.4% |
| Newzealand | \$70.5M | 30.9M | 43.8% | 0.1M | 0.1% |
| Pakistan | \$31.0M | 10.6M | 34.2% | 1.4M | 4.5% |
| Philippines | \$129.2M | 39.7M | 30.7% | -10.7M | -8.3% |
| South Korea | \$200.6M | 101.3M | 33.7% | -3.9M | -1.3% |
| Total | \$3,736.2M | 1,536.1M | 41.1% | -409.2M | -11.0% |

Unit Economics





region, market ▼ customer ▼ segment, category, pro... ▼

All ▼ All ▼ All ▼

82.2%✓

LY: 0.8 (+1.84%)

Forecast Accuracy %

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6529.4K✓

LY: 9539.3K (-31.55%)

ABS Error

Key Metrics by Customer

| Customer | Forecast Accuracy % | Forecast Accuracy% LY | Net Error | Net Error % | Risk |
|--------------------------|---------------------|-----------------------|-----------|-------------|------|
| Acclaimed Stores | 70.48% | 0.75 | 83037 | 10.74% | EI |
| All-Out | 63.62% | 0.61 | -150 | -0.32% | OOS |
| Amazon | 79.49% | 0.81 | -464694 | -9.22% | OOS |
| Argos (Sainsbury's) | 68.14% | 0.76 | -23040 | -17.60% | OOS |
| Atlas Stores | 70.00% | 0.66 | -4182 | -2.31% | OOS |
| Atliq e Store | 79.72% | 0.81 | -294868 | -9.65% | OOS |
| AtliQ Exclusive | 78.88% | 0.80 | -359242 | -11.91% | OOS |
| BestBuy | 64.67% | 0.69 | 81179 | 16.72% | EI |
| Billa | 65.95% | 0.50 | 3704 | 3.91% | EI |
| Boulangier | 69.96% | 0.74 | -48802 | -20.21% | OOS |
| Chip 7 | 56.00% | 0.73 | -85293 | -35.01% | OOS |
| Chiptec | 70.64% | 0.72 | -20102 | -11.36% | OOS |
| Circuit City | 64.17% | 0.72 | 85248 | 16.55% | EI |
| Control | 67.27% | 0.73 | 64731 | 13.01% | EI |
| Coolblue | 67.33% | 0.69 | -34790 | -15.34% | OOS |
| Costco | 70.03% | 0.76 | 101913 | 15.79% | EI |
| Croma | 60.37% | 0.73 | -77649 | -16.54% | OOS |
| Currys (Dixons Carphone) | 72.70% | 0.62 | 8104 | 6.00% | EI |
| Digimarket | 47.54% | 0.70 | -95328 | -46.59% | OOS |
| Total | 82.18% | 0.81 | -34726 | -9.48% | OOS |

90

2018

2019

2020

2021

2022Est

Q1

Q2

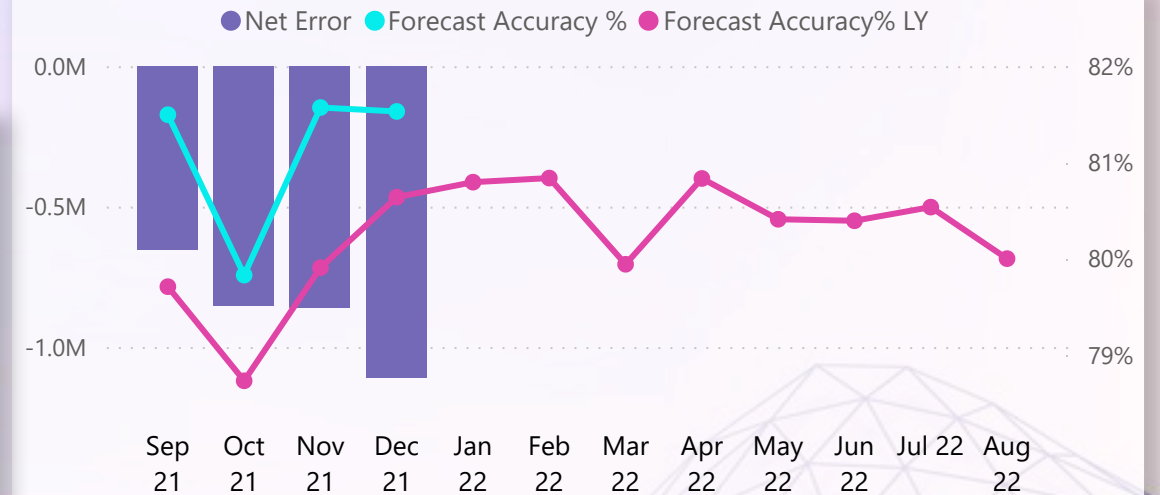
Q3

Q4

YTD

YTG

Accuracy/ Net error trend



Key Metrics by Product

| Segment | Forecast Accuracy % | Net Error | Net Error % | Risk |
|-------------|---------------------|-----------|-------------|------|
| Accessories | 88.81% | 341.47K | 1.72% | EI |
| Desktop | 89.30% | 78.58K | 10.24% | EI |
| Networking | 97.32% | -12.97K | -1.69% | OOS |
| Notebook | 88.20% | -47.22K | -1.69% | OOS |
| Storage | 72.40% | -628.27K | -25.61% | OOS |
| Peripherals | 68.17% | -3204.28K | -31.83% | OOS |
| Total | 82.18% | -3472.69K | -9.48% | OOS |



region, market

customer

segment, ca...

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

All

All

All

YTD

YTG

\$3,736.2M✓

BM: (Blank) (+Infinity%)

Net Sales

41.1%✓

BM: (Blank) (+Infinity%)

GM %

-11.0%!

BM: (Blank)

(-Infinity%)

Net Profit %

82.2%✓

BM: 0.8 (+1.84%)

Forecast Accuracy

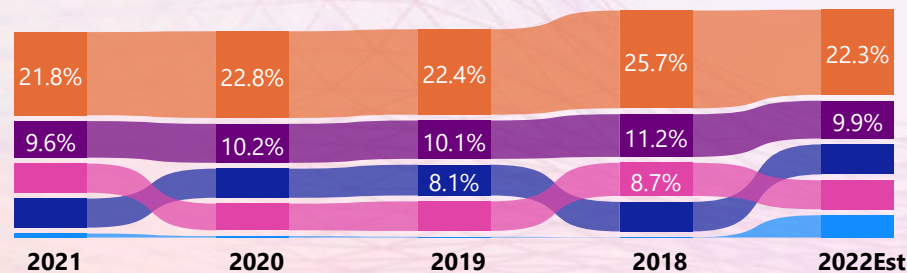
%

Key Insights by Sub Zone

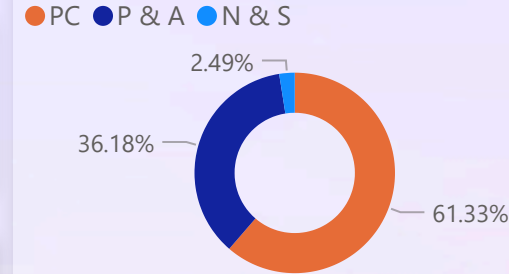
| Sub Zone | Net Sales | RC % | GM % | Net Profit % | Atliq MS % | Net Error % | Risk |
|----------|------------|--------|-------|--------------|------------|-------------|------|
| NA | \$1,022.1M | 27.4% | 48.1% | -11.1% | 4.9% | 14.35% | EI |
| India | \$945.3M | 25.3% | 39.0% | -19.7% | 13.3% | -24.37% | OOS |
| ROA | \$788.7M | 21.1% | 37.0% | -3.5% | 8.3% | -4.56% | OOS |
| NE | \$457.7M | 12.3% | 35.7% | -15.2% | 6.8% | -4.56% | OOS |
| SE | \$317.8M | 8.5% | 39.7% | -1.3% | 16.4% | -55.47% | OOS |
| ANZ | \$189.8M | 5.1% | 46.4% | -4.5% | 1.4% | -37.61% | OOS |
| LATAM | \$14.8M | 0.4% | 38.1% | 0.1% | 0.3% | 3.37% | EI |
| Total | \$3,736.2M | 100.0% | 41.1% | -11.0% | 5.9% | -9.48% | OOS |

PC Market Share Trend - Atliq and Competitors

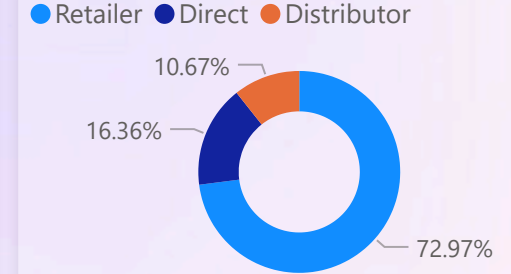
manufacturer atliq bp dale innovo pacer



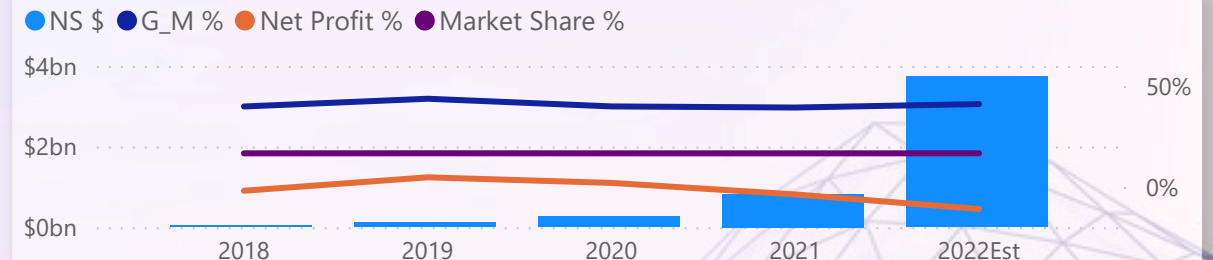
Revenue by Division



Revenue by Channel



Yearly trend by Net Sales, Gross Margin %, Net Profit %, Market Share %



Top / Bottom Customers and Segments by RC% and GM %

| Customer | RC % | GM % |
|-----------------|--------|--------|
| Amazon | 13.3% | 39.82% |
| AtliQ Exclusive | 9.7% | 49.02% |
| Atliq e Store | 8.1% | 39.79% |
| Flipkart | 3.7% | 45.33% |
| Sage | 3.4% | 34.07% |
| Total | 100.0% | 41.11% |

| Segment | RC % | GM % |
|-------------|--------|--------|
| Notebook | 42.3% | 41.12% |
| Peripherals | 24.0% | 41.03% |
| Desktop | 19.0% | 41.40% |
| Accessories | 12.2% | 40.80% |
| Storage | 1.5% | 41.07% |
| Total | 100.0% | 41.11% |

BM- Bench Mark, LY - Last Year, EI - Excess Inventory, OOS- Out of



Business Insights 360



Visit our website for support : www.atliqhardware.in