



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, mar...
All

customer
All

segment, cat...
All

2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

\$3.7bn!

BM: 3.8bn (-\$0.1bn)

Net Sales

38.08%!

BM: 38.3% (-0.66%)

GM %

-13.98%✓

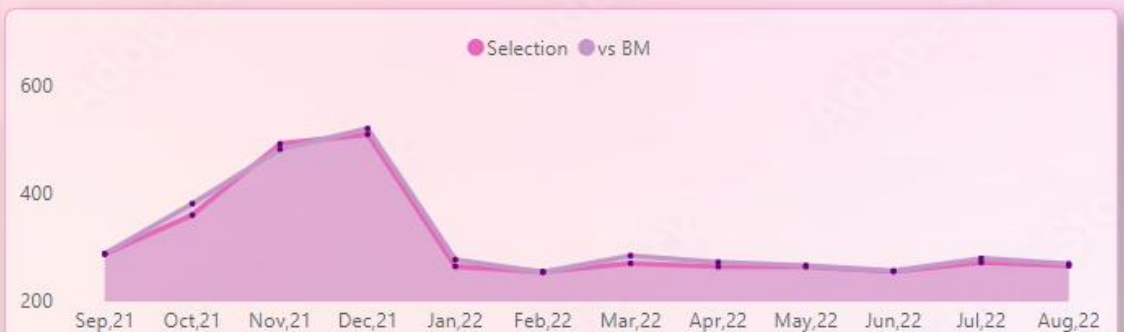
BM: -14.2% (+1.47%)

Net Profit %

Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg%
Gross Sales	7370.14			
Pre Invoice Deduction	1727.01			
Net Invoice Sales	5643.13			
- Post Discounts	1243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1906.95			
Net Sales	3736.17	3807.09	-70.92	-1.86
- Manufacturing Cost	2197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2313.29			
Gross Margin	1422.88	1459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1945.30			
Net Profit	-522.42			
Net Profit%	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg%
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	P & L Chg%
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-Benchmark , LY-Last Year , GM-Gross Margin , YTD-Year To Date , YTG-Year To Go



region, market

All

customer

All

segment, cat...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

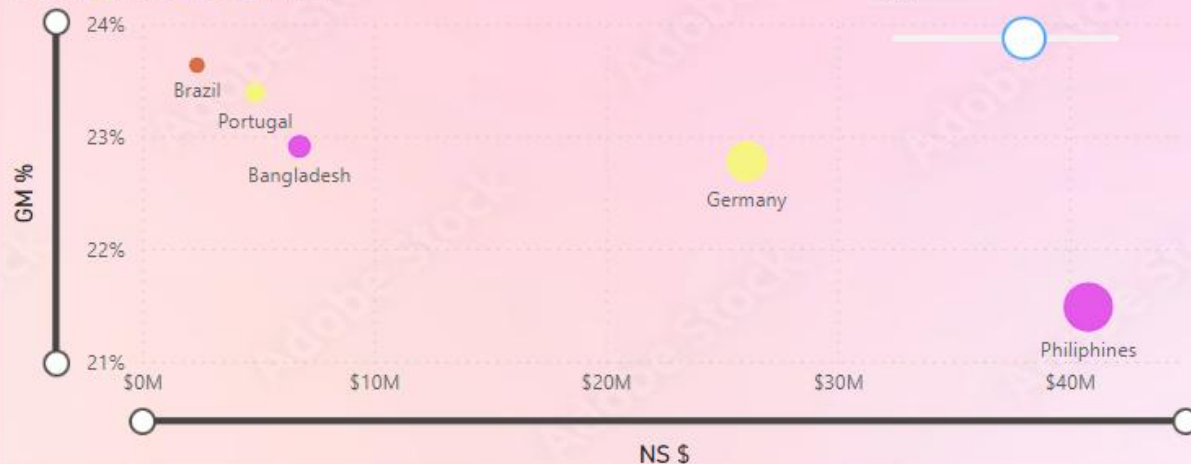
vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.78%
AtliQ 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%
Electricalslytical	\$68.0M	25.3M	37.24%
Electricalsociety	\$67.8M	24.4M	36.03%
Staples	\$64.2M	25.0M	38.92%
Total	\$3,736.2M	1,422.9M	38.08%

region ● APAC ● EU ● LATAM



Product Performance

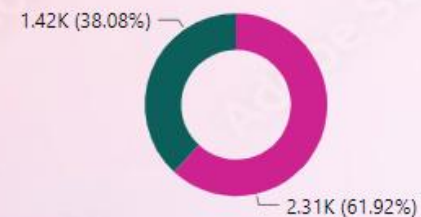
segment	NS \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.01%
Desktop	\$711.1M	272.4M	38.31%
Networking	\$38.4M	14.8M	38.45%
Notebook	\$1,580.4M	601.0M	38.03%
Peripherals	\$897.5M	341.2M	38.02%
Storage	\$54.6M	20.9M	38.33%
Total	\$3,736.2M	1,422.9M	38.08%

Unit Economics

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



● Total COGS ● Gross Margin



NS-Net Sales , LY-Last Year , GM-Gross Margin , YTD-Year To Date , YTG-Year To Go



region, mar... ▾

All ▾

customer ▾

All ▾

segment, cat... ▾

All ▾

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

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

Show NP%

Performance Matrix

division ● N & S ● P & A ● PC

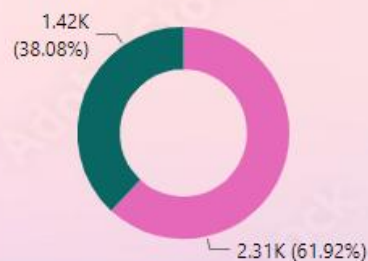


Region/Market/Customer Performance

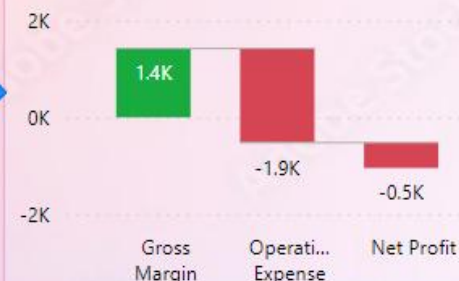
region	NS \$	GM \$	GM %	NP \$	NP %
APAC	\$1,923.8M	690.2M	35.88%	-281.2M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.5M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.4M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.3M	-14.22%
Total	\$3,736.2M	1,422.9M	38.08%	-522.4M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



NS-Net Sales , GM-Gross Margin , NP-Net Profit , YTD-Year To Date , YTG-Year To Go

region, mar...
Allcustomer
Allsegment, cat...
All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6,899.0K✓

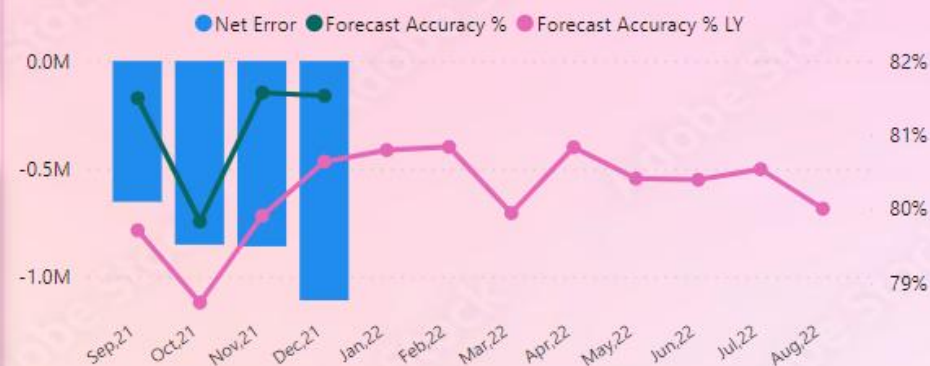
LY: 9780.7K (-29.46%)

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

Accuracy/Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	NP %	RISK
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

EI - Excess Inventory , OOS - Out Of Stock , LY - Last Year , YTD-Year To Date , YTG-Year To Go



region, mar...

All

customer

All

segment, cat...

All

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

Revenue By Division

PC P & A N & S



Revenue By Channel

Retailer Direct Distributor



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

38.08% !
BM: 38.3% (-0.66%)
GM %

-13.98%✓
BM: -14.2% (+1.47%)
Net Profit %

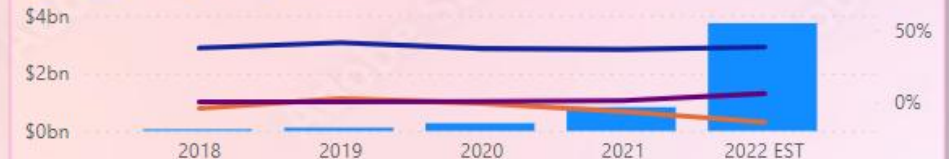
81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	RISK
NA	\$1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.4%	EI
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
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.6%	OOS
LATAM	\$14.9M	0.4%	25.0%	↓ 2.0%	0.2%	2.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

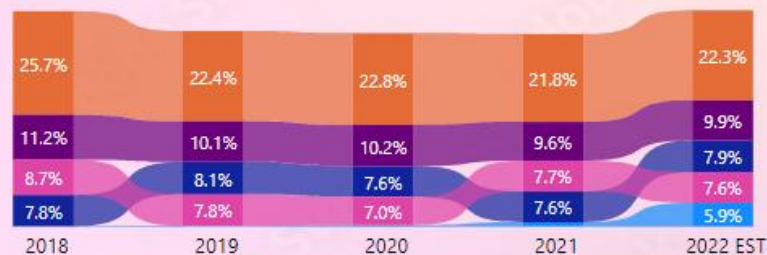
Yearly Trend By Revenue, GM %, NP %, PC Market Share %

NS \$ GM % NP % AtliQ MS %



PC Market Share Trend - AtliQ & Competitors

atliq bp dale innovo pacer



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 BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
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%

BM- Benchmark, LY=Last Year, YTD-Year To Date, YTG-Year To Go, NS-Net Sales, RC-Revenue Contribution, EI=Excess Inventory, OOS=Out Of Stock