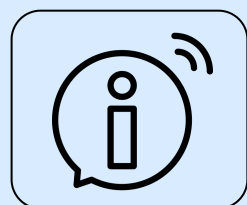




Business Insights 360



Info

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



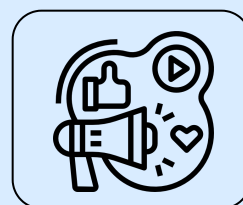
Finance View

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



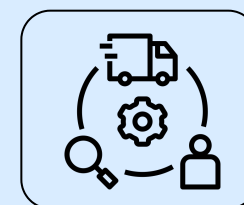
Sales View

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



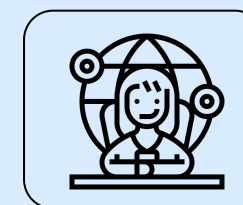
Marketing View

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.



Help

Get your **issues resolved** by connecting to our support specialist.



region, market

customer

segment, category...

All

All

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

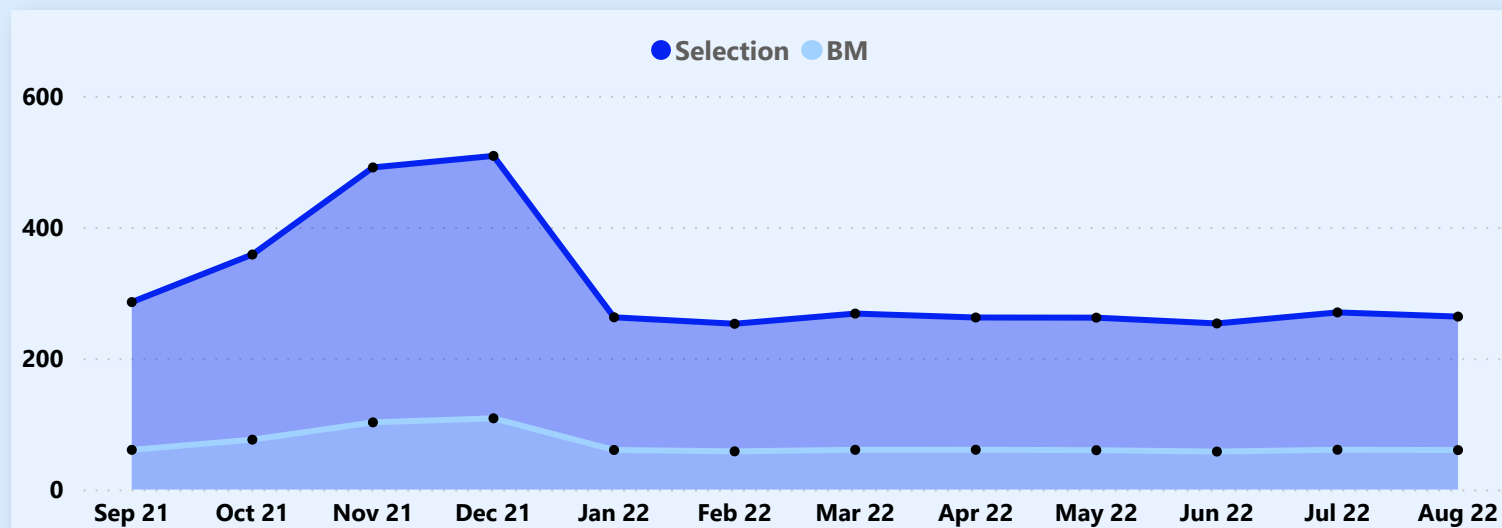
YTD

YTG

Net Sales Performance Over Time

LY

Target



Profit and Loss Statement

Line Item	2022 EST	BM	BM chg	BM 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 Expenses	-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

Top/Bottom Customers and Products By Net sales

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

segment	P & L Values	BM Chg %
+	Accessories	454.10 85.46
+	Desktop	711.08 1431.55
+	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



YTG

Top/Bottom View

Performance Matrix

The scatter plot displays the relationship between Gross Margin (GM %) and Net Sales (NS) for several retailers. The y-axis (GM %) ranges from 20% to 30%, and the x-axis (NS) ranges from ₹ 10M to ₹ 50M. A shaded region in the top right corner indicates a high-performing area. The data points are as follows:

Retailer	NS (₹)	GM %
Saturn	~₹ 8M	~26.5%
Otto	~₹ 8M	~24.5%
Billa	~₹ 8M	~23.5%
Notebillig	~₹ 8M	~22.5%
Electricalsquipos Stores	~₹ 18M	~28.5%
Novus	~₹ 40M	~21.5%
Synthetic	~₹ 52M	~28.5%

Unit Economics

Net Sales Breakdown:

Category	Value	Percentage
Net Sales	3736.17	50.69%
Total Post Invoice	1906.95	25.87%
Pre Invoice	1727.01	23.43%

Cost Breakdown:

Category	Value	Percentage
Total COGS	2313.29	61.92%
Gross Margin	1422.88	38.08%

BM=Benchmark, LY=Last Year, YTD=Year to Date, YTG=Year to Go, NS-Net Sales, GM-Gross Margin



region, market

customer

segment, category...

All

All

All

2018

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Q1

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Q3

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YTD

YTG

Top/Bottom View

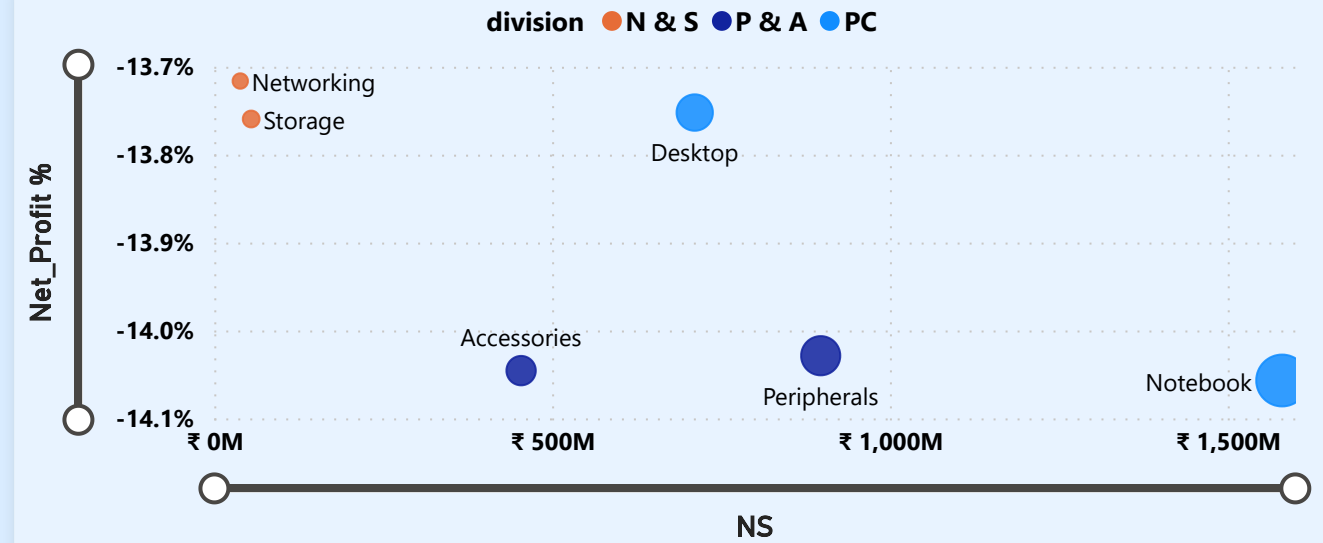
Product Performance

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

Performance Matrix

Vs GM %

Vs NP %

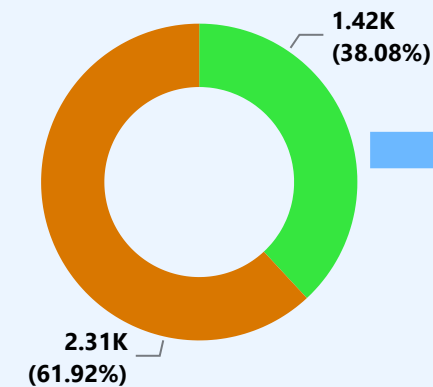


Region/Market/Customer Performance

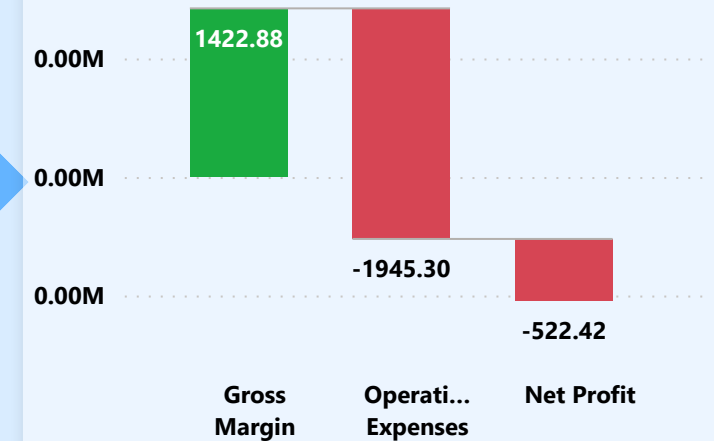
region	NS	GM	GM %	Net_Profit	Net_Profit %
APAC	₹ 1,923.77M	₹ 690.21M	35.88%	281.16M₹	-14.62%
EU	₹ 775.48M	₹ 267.80M	34.53%	95.52M₹	-12.32%
LATAM	₹ 14.82M	₹ 5.19M	35.02%	0.44M₹	-2.95%
NA	₹ 1,022.09M	₹ 459.68M	44.97%	145.31M₹	-14.22%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





segment, category...

6899.04K✓
LY: 9780.74K (-29.46%)
ABS Error

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
All-Out	43.96%	29.67%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.21%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.17%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
Boulanger	52.69%	58.78%	-48802	-20.2%	OOS
Chip 7	34.56%	53.45%	-85293	-35.0%	OOS
Chiptec	50.49%	52.56%	-20102	-11.4%	OOS
Coolblue	47.66%	52.96%	-34790	-15.3%	OOS
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Digimarket	28.21%	40.81%	-95328	-46.6%	OOS
Ebay	52.27%	50.49%	-19127	-2.0%	OOS
Electricalsara Stores	48.62%	52.12%	-11256	-11.4%	OOS
Electricalsbea Stores	55.74%	52.10%	-6352	-9.6%	OOS
Electricalclanco	41.07%	54.72%	-20258	-11.9%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

YTG

Legend:

- Net Error (Blue bars)
- Forecast Accuracy % (Dark red line)
- Forecast Accuracy LY % (Orange line)

Month	Net Error (M)	Forecast Accuracy %	Forecast Accuracy LY %
Sep 21	-0.65	81.5%	79.5%
Oct 21	-0.85	80.0%	78.5%
Nov 21	-0.85	81.5%	79.5%
Dec 21	-1.15	81.5%	80.0%
Jan 22	-	-	80.5%
Feb 22	-	-	80.5%
Mar 22	-	-	79.5%
Apr 22	-	-	80.5%
May 22	-	-	80.0%
Jun 22	-	-	80.0%
Jul 22	-	-	80.2%
Aug 22	-	-	79.5%

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy LY %	Risk
+	Desktop	87.53%	78576	10.2%	84.37% EI
+	Accessories	87.42%	341468	1.7%	77.66% EI
+	Networking	93.06%	-12967	-1.7%	90.40% OOS
+	Notebook	87.24%	-47221	-1.7%	79.99% OOS
+	Storage	71.50%	-628266	-25.6%	83.54% OOS
+	Peripherals	68.17%	-3204280	-31.8%	83.23% OOS

BM=Benchmark, LY=Last Year, YTD=Year to Date, YTG=Year to Go, ABS Error-Absolute Error



region, market
All

customer
All

segment, category, pr...
All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

LY

Target

₹ 3.74bn✓
BM: ₹ 823.85M
(+353.5%)
Net Sales

38.08%✓
BM: 36.49% (+4.37%)
Gross Margin %

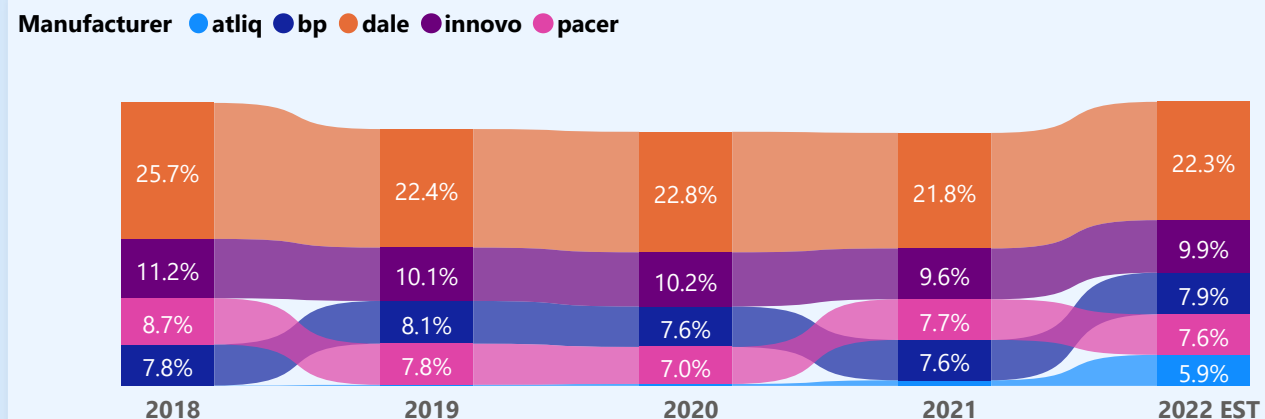
-13.98%!
BM: -6.63%
(-110.79%)
Net Profit %

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

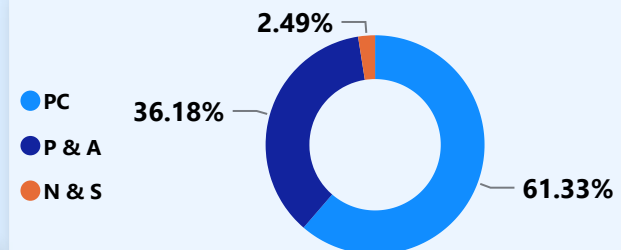
Key Insights By Sub Zone

sub_zone	NS	RC %	GM %		Net_Profit %	Atliq MS %	Net Error %	Risk
NA	₹ 1,022.09M	27.4%	45.0%	↑	-14.2%	4.9%	14.4%	EI
India	₹ 945.34M	25.3%	35.8%	↑	-23.0%	13.3%	-24.4%	OOS
ROA	₹ 788.66M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
NE	₹ 457.71M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
SE	₹ 317.78M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
ANZ	₹ 189.78M	5.1%	43.5%	↑	-7.4%	1.4%	-37.6%	OOS
LATAM	₹ 14.82M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
Total	₹ 3,736.17M	100.0%	38.1%	↑	-14.0%	5.9%	-9.5%	OOS

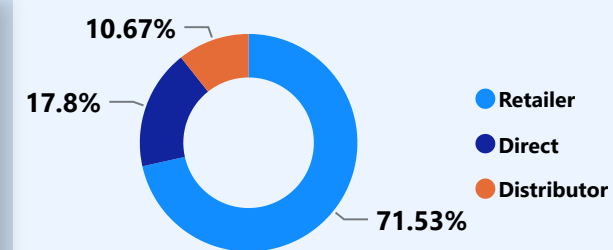
PC Market Share Trend- Atliq & Competitors



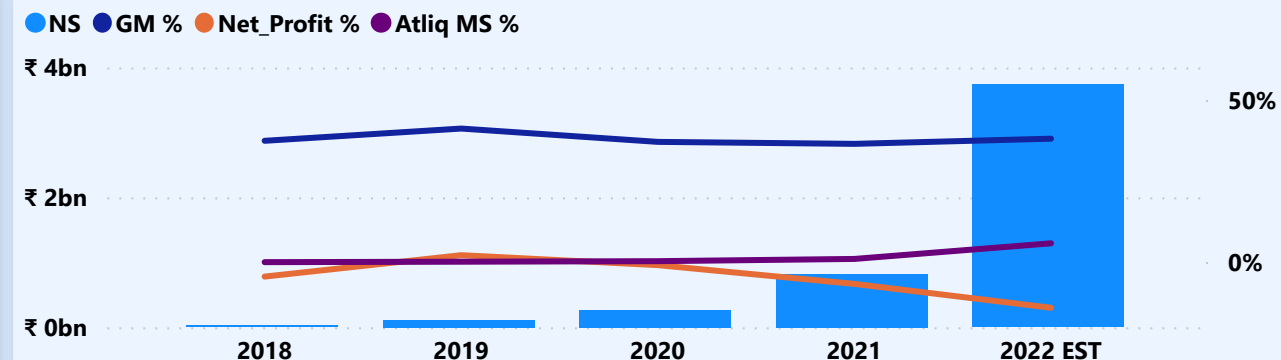
Revenue By Division



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%	38.51% ↑
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%



region, market



customer



segment, category, pr...



All



All



All



2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Top 5 Market BY YOY GM % Growth

Top 5 Market BY YOY GM % Growth

market	GM %	GM % LY	YOY GM % Growth
Spain	45.32%	32.99%	37.36%
Australia	45.08%	32.94%	36.85%
Italy	39.18%	30.18%	29.85%
Canada	46.49%	38.22%	21.63%
USA	44.48%	36.89%	20.57%

Top 5 Products By YOY GM % Growth

product	GM %	GM % LY	YOY GM % Growth
AQ 5000 Series Electron 8 5900X Desktop Processor	46.1%	32.3%	42.6%
AQ Electron 3 3600 Desktop Processor	45.8%	31.9%	43.5%
AQ Lite	45.8%	31.6%	44.9%
AQ Master wireless x1	45.3%	31.2%	44.8%
AQ Pen Drive 2 IN 1	41.6%	29.1%	43.3%

Bottom 5 Products By YOY GM % Growth

product	GM %	GM % LY	YOY GM % Growth
AQ Lumina Ms	44.9%	35.8%	25.4%
AQ Clx3	44.5%	35.3%	26.1%
AQ Marquee P4	43.6%	34.0%	28.0%
AQ Mforce Gen X	45.0%	34.6%	29.8%
AQ Smash 1	44.5%	34.2%	30.0%

Australia

Canada

Italy

Spain

USA

Post discount % Trend for Customers of Top 5 Products

Bottom 5

Amazon Atliq e Store AtliQ Exclusive Digimarket Electricalsociety Forward Stores Sound

