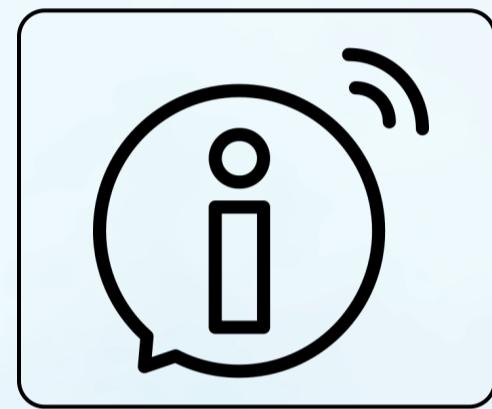




# Business Insights 360



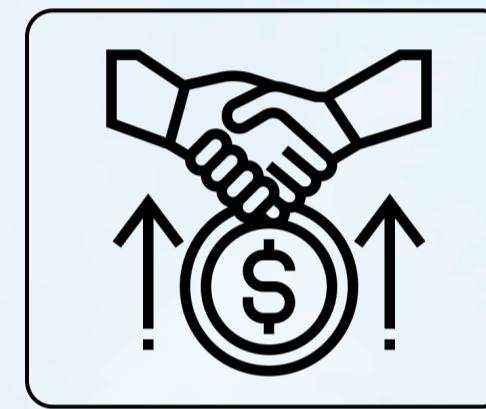
## Info

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



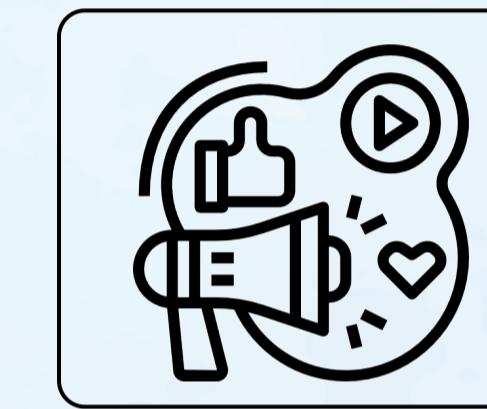
## Finance View

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



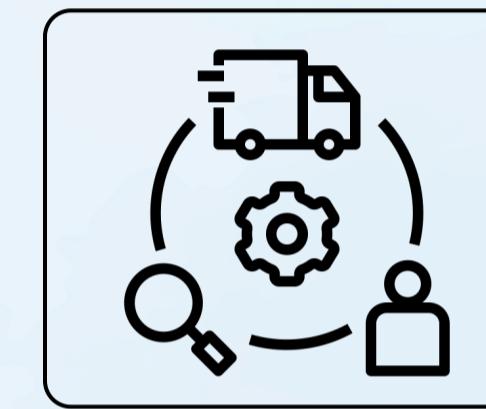
## Sales View

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



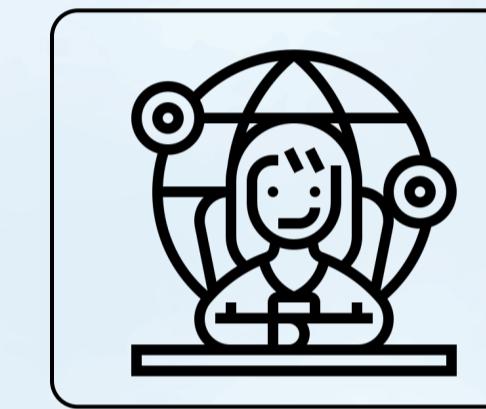
## Marketing

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.

**\$3.74bn✓**  
BM: 823.85M (+353.5%)

Net Sales

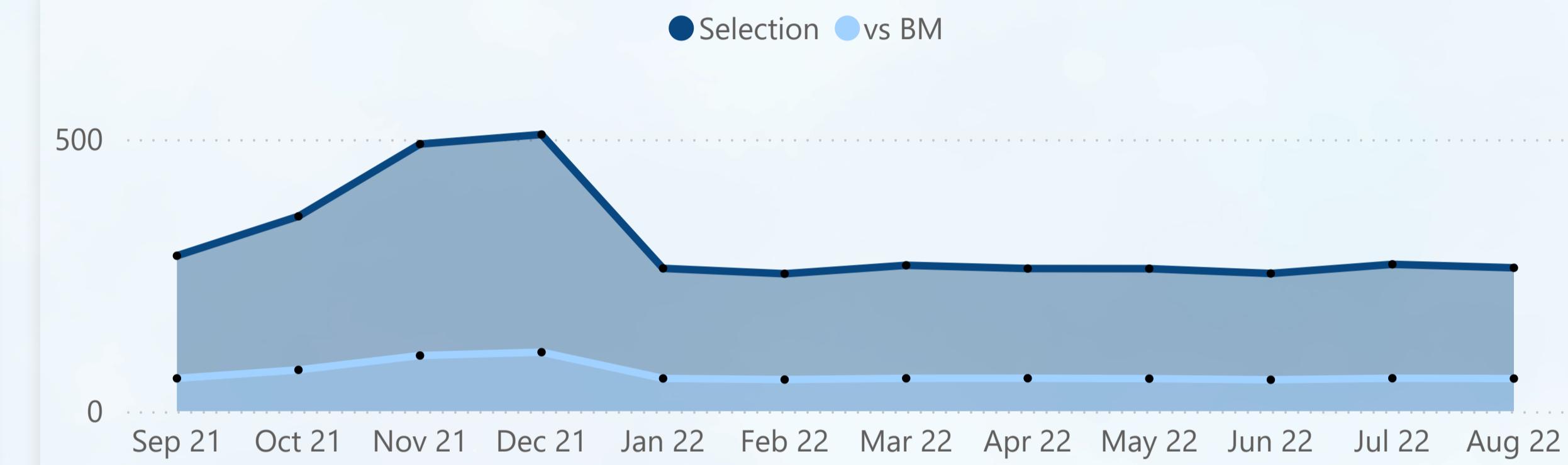
**38.08%✓**  
BM: 0.36 (+4.37%)

GM %

**-13.98%!**  
BM: -0.07 (-110.79%)

Net Profit

## Net Sales Performance Over Time



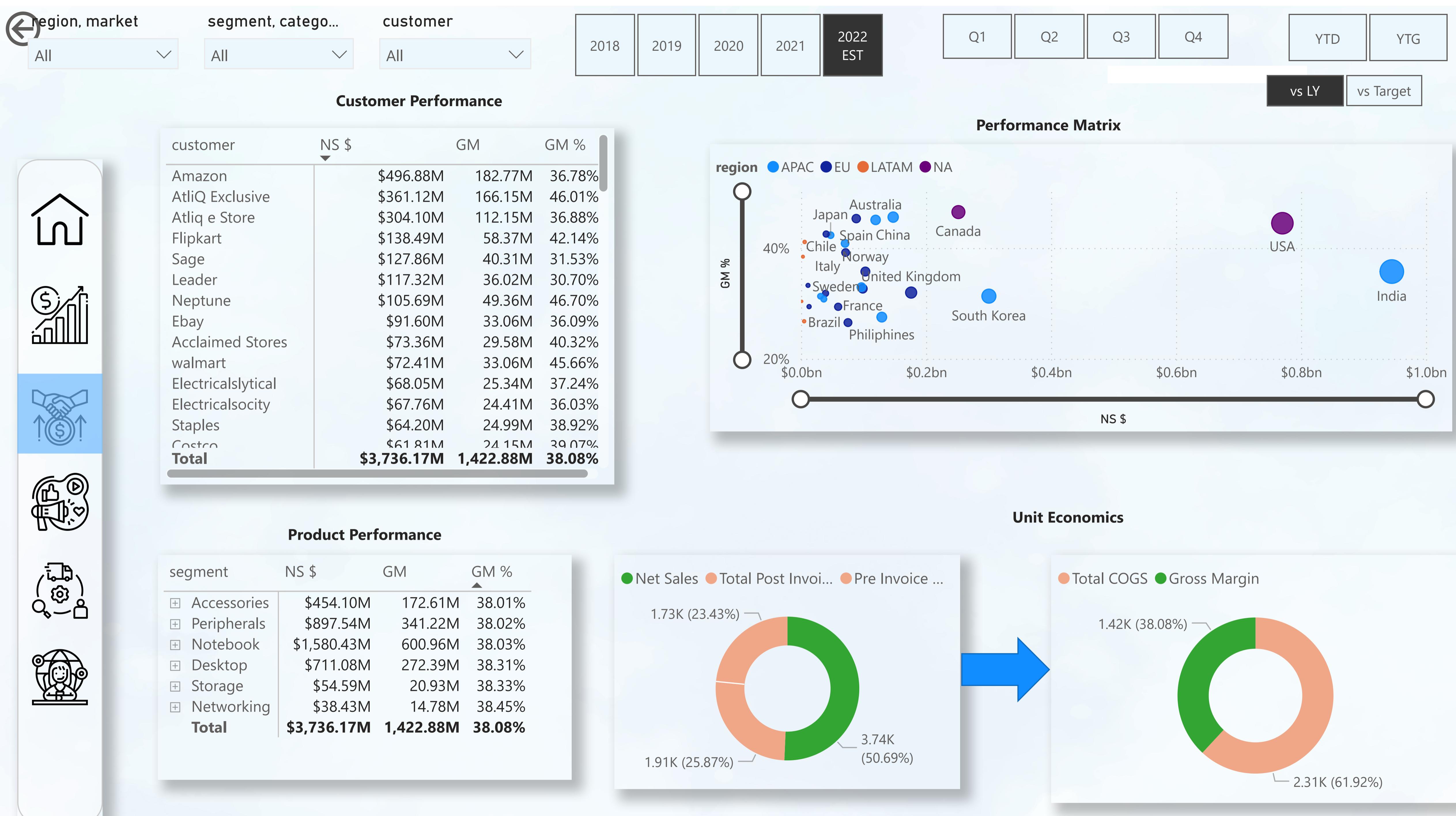
## Profit and Loss Statement

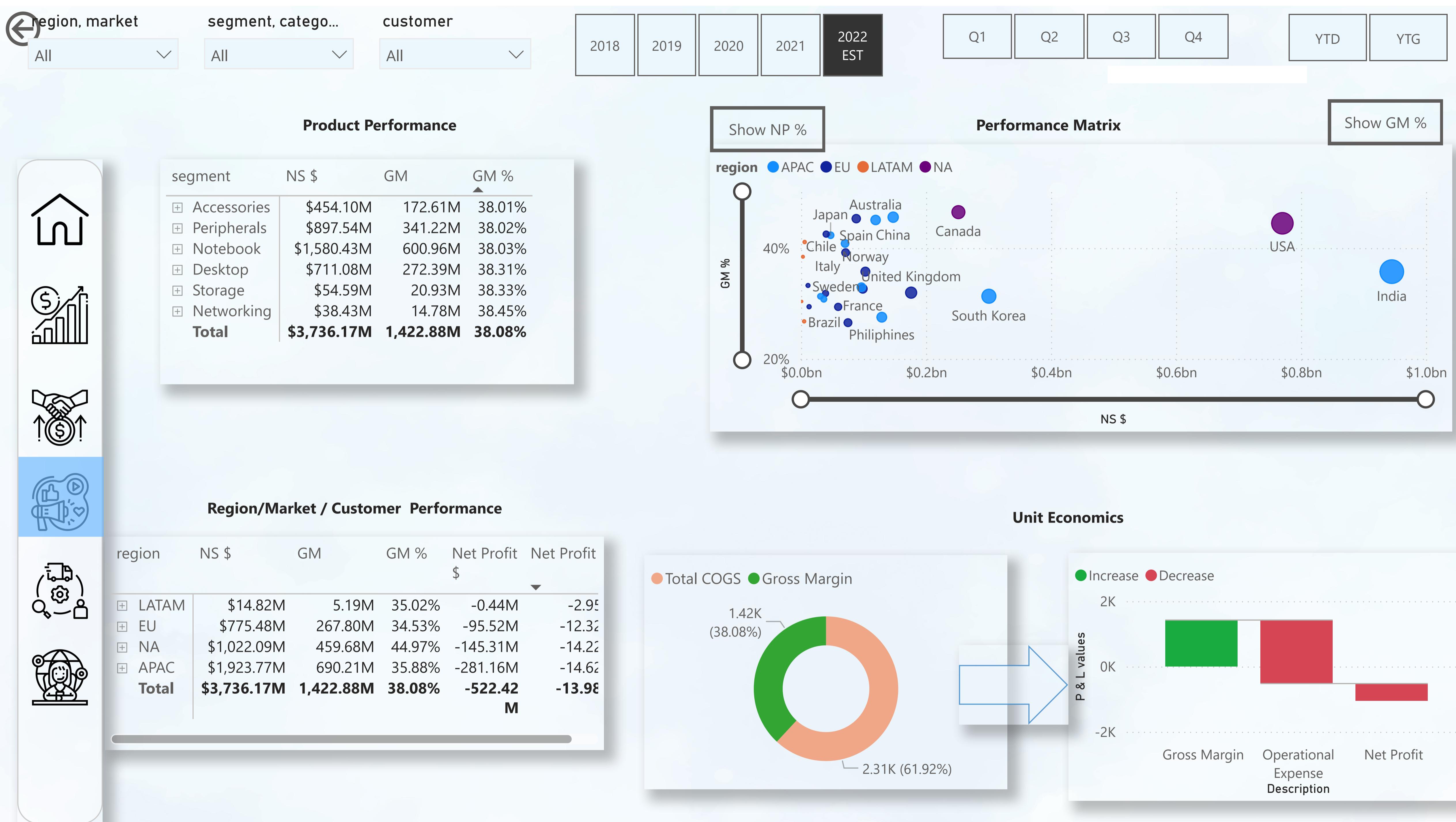
Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	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 Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93

## Top / Bottom by product & Customers by Net Sales

region	P & L values	P & I YOY chg%
EU	775.48	286.26
APAC	1,923.77	335.27
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L values	P & I YOY chg%
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.1</b>	<b>353.50</b>





region, market

segment, category

customer

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4 YTD YTG

All All All

vs LY vs Target

**81.17% ✓**  
LY: 80.21% (+1.2%)

**-3472.69K ✓**  
LY: -751.71K (+361.97%)

**6899.04K ✓**  
LY: 9780.74K (-29.46%)

### Forecast Accuracy

### Net Error

### ABS Error

### Key Metrics By Customer

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

### Accuracy/Net Error Trend



### Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

region, market

segment, category

customer

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target



**\$3.74bn** ✓  
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**GM %**

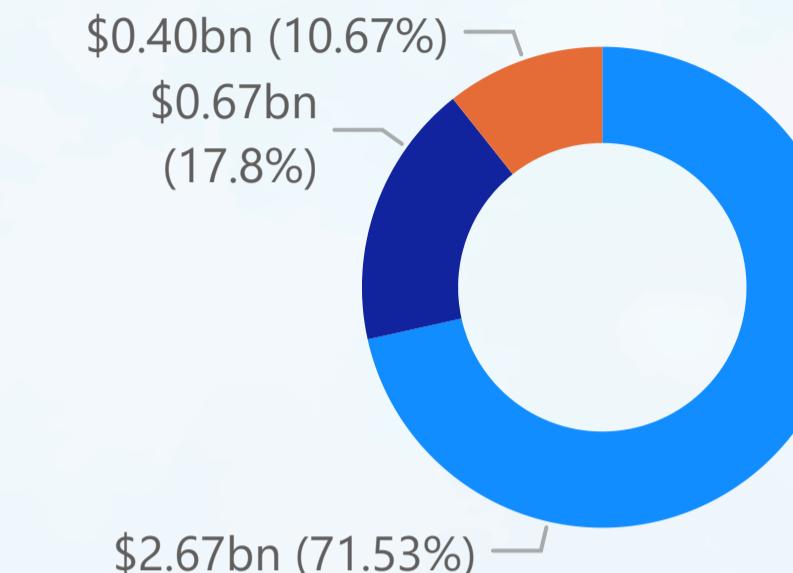
**-13.98%!**  
BM: -0.07  
(-110.79%)  
**Net Profit**

**81.17%** ✓  
LY: 80.21%  
(+1.2%)  
**Forecast Accuracy**

#### Key Insights by subzone

sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	\$1,022.09M	27.4%	44.97%	-14.22%	4.9%	14.35%	EI
India	\$945.34M	25.3%	35.75%	-22.99%	13.3%	-24.37%	OOS
ROA	\$788.66M	21.1%	34.19%	-6.32%	8.3%	-4.56%	OOS
NE	\$457.71M	12.3%	32.80%	-18.09%	6.8%	-4.56%	OOS
SE	\$317.78M	8.5%	37.03%	-4.00%	16.4%	-55.47%	OOS
ANZ	\$189.78M	5.1%	43.50%	-7.39%	1.4%	-37.61%	OOS

channel ● Retailer ● Direct ● Distributor

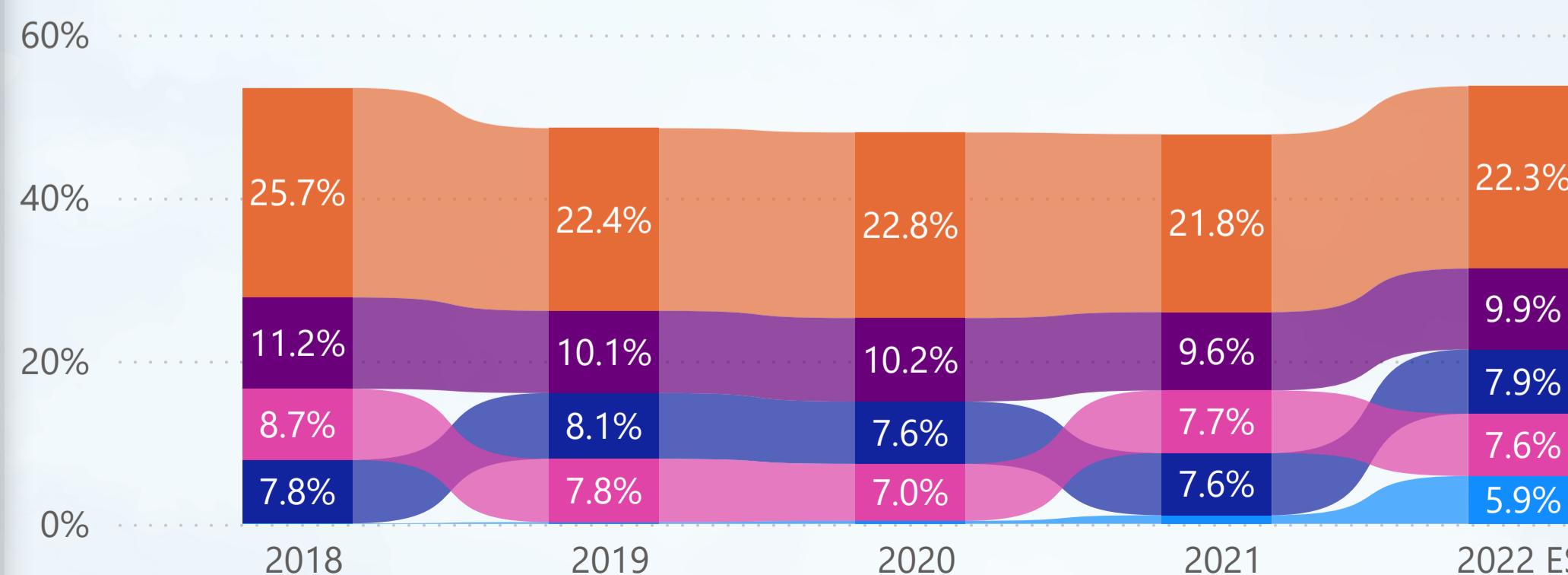


Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



#### PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



#### Top 5 customers by revenue

customer	RC %	GM %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88%
Amazon	13.3%	36.78%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

#### 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%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

# NS \$ and GM % by Month

