

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 Growth matrix.



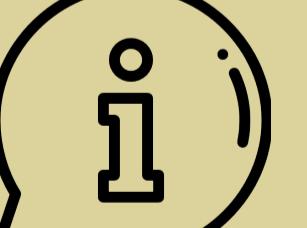
Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



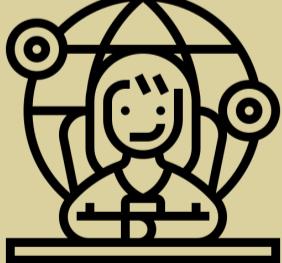
Information

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



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.





HOME



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE

FILTERS

2018	2019	2020
2021	2022...	

vs LY vs Target

Q1	Q2	Q3	Q4
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YTD	YTG
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By Region, Country

All

By Category, Product

All

By Customer

All

Abbreviations

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS = Net Sales | NP =

Net Profit | Chg = Change

All Values are in Millions \$

\$267.98M ✓

BM: 111.37M (+140.61%)

Net Sales

37.10% !

BM: 41.20% (-9.95%)

GM%

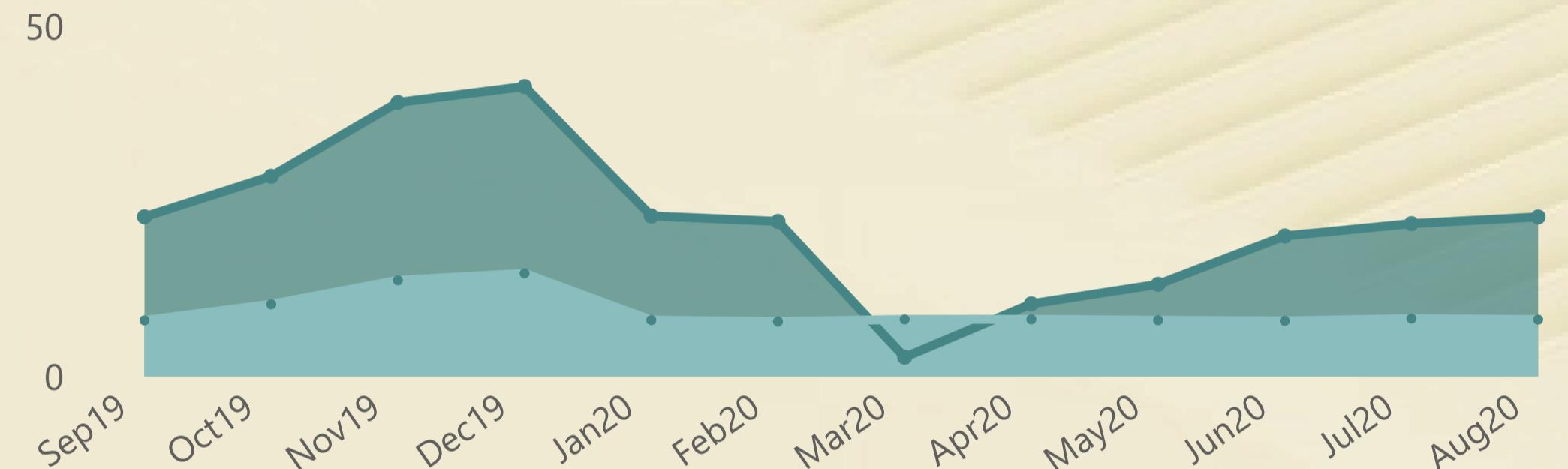
-0.85% !

BM: 2.21% (-138.68%)

Net Profit %

Net Sales Performance Over Time

● Selection ● vs BM



Top / Bottom Products & Customer by Net Sales

region	P & L values	P & L chg%
+ APAC	147.98	107.48
+ LATAM	2.00	141.89
+ NA	62.21	182.70
+ EU	55.79	224.03
Total	267.98	140.61

segment	P & L values	P & L chg%
+ Accessories	66.23	136.21
+ Desktop	0.95	
+ Networking	26.22	51.00
+ Notebook	86.39	166.63
+ Peripherals	60.63	207.22
+ Storage	27.56	99.17
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	chg	chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



HOME



FINANCE



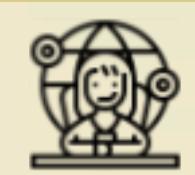
SALES



MARKETING



SUPPLY CHAIN



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YTD YTG

By Region, Country

All ▼

By Category, Product

All ▼

By Customer

All ▼

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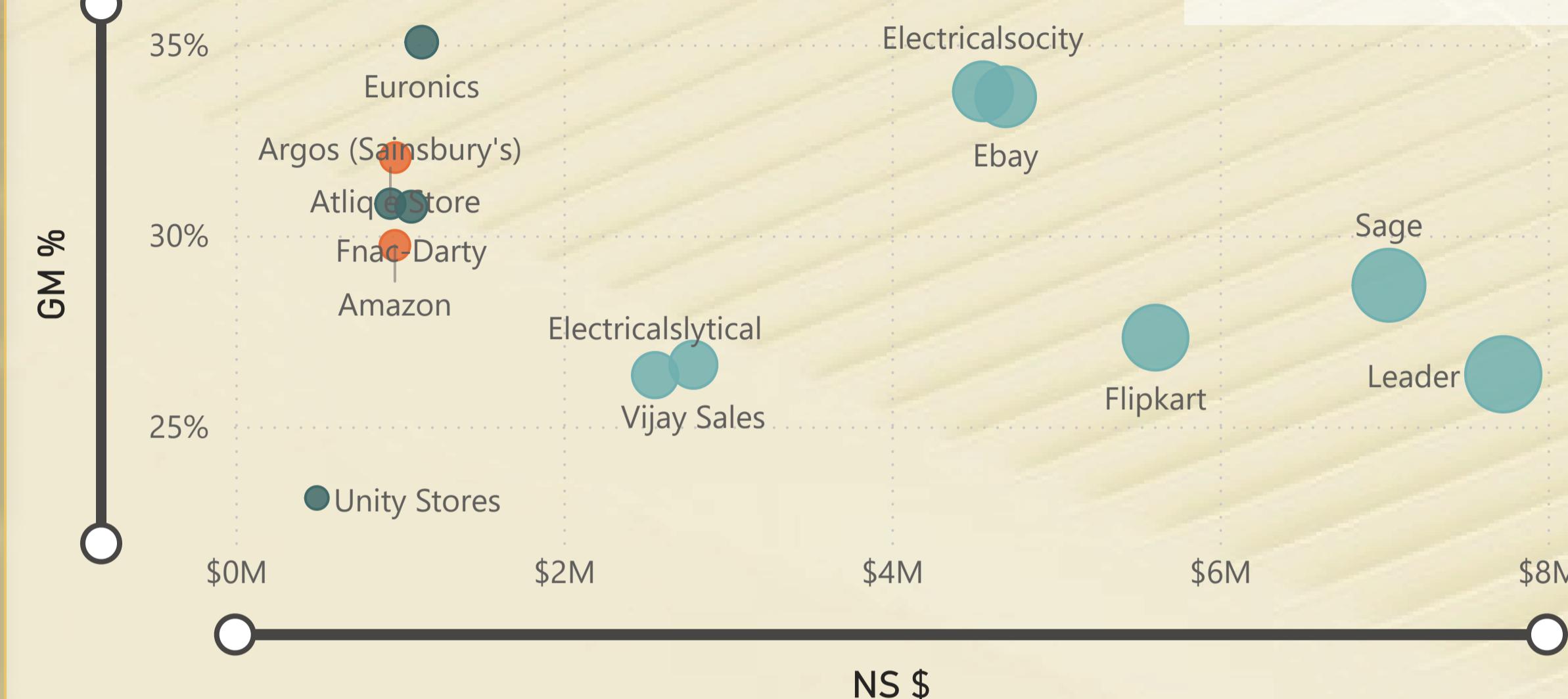
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Performance Matrix

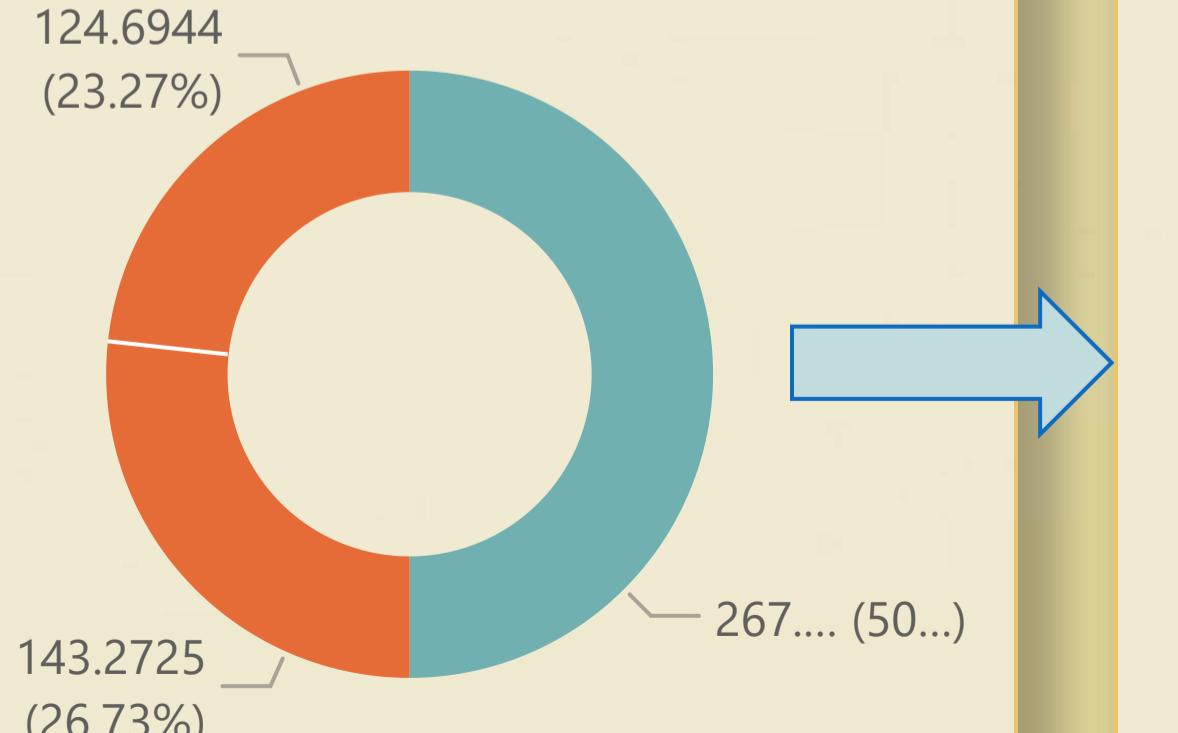
region ● APAC ● EU ● LATAM



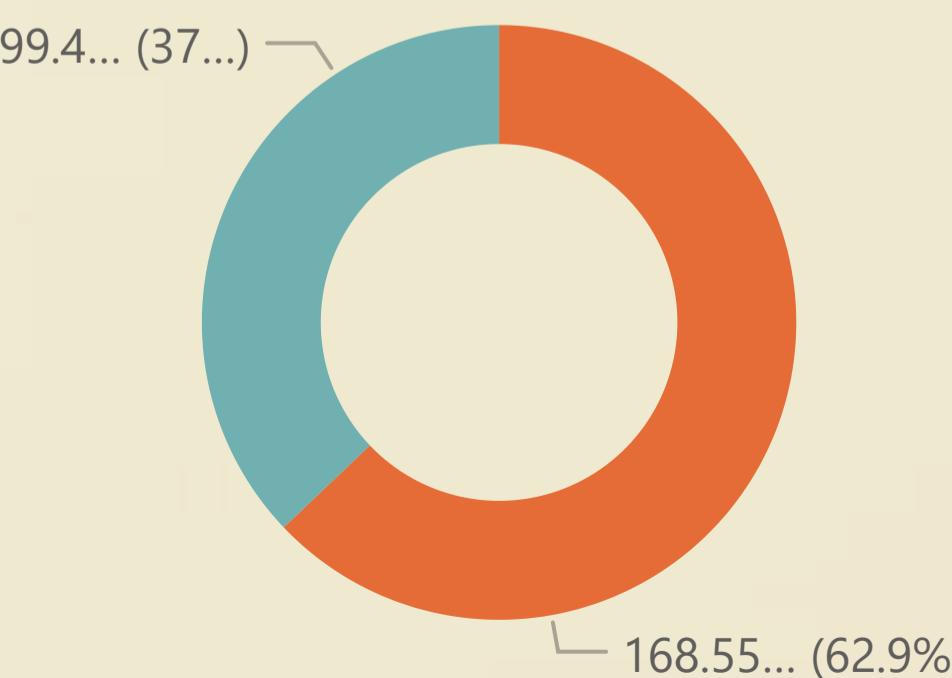
10%

Unit Economics

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



● Total COGS ● Gross Margin



Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.9M	37.96%
Atliq e Store	\$31.74M	11.9M	37.47%
AtliQ Exclusive	\$22.97M	10.5M	45.79%
Flipkart	\$10.92M	3.7M	33.54%
Ebay	\$8.15M	2.8M	34.34%
Sage	\$8.32M	2.6M	31.22%
Synthetic	\$5.75M	2.5M	44.23%
Leader	\$7.73M	2.0M	26.36%
Novus	\$4.88M	2.0M	41.28%
Neptune	\$4.41M	1.7M	38.66%
Electricalsociety	\$4.56M	1.5M	33.77%
Staples	\$3.71M	1.5M	39.99%
Costco	\$3.60M	1.4M	39.59%
Acclaimed Stores	\$3.73M	1.4M	37.09%
Total	\$267.98M	99.4M	37.10%

Product Performance

segment	NS \$	GM \$	GM %
Storage	\$27.56M	9.9M	36.05%
Peripherals	\$60.63M	22.7M	37.47%
Notebook	\$86.39M	32.0M	37.08%
Networking	\$26.22M	9.8M	37.51%
Desktop	\$0.95M	0.3M	36.47%
Accessories	\$66.23M	24.6M	37.07%
Total	\$267.98M	99.4M	37.10%



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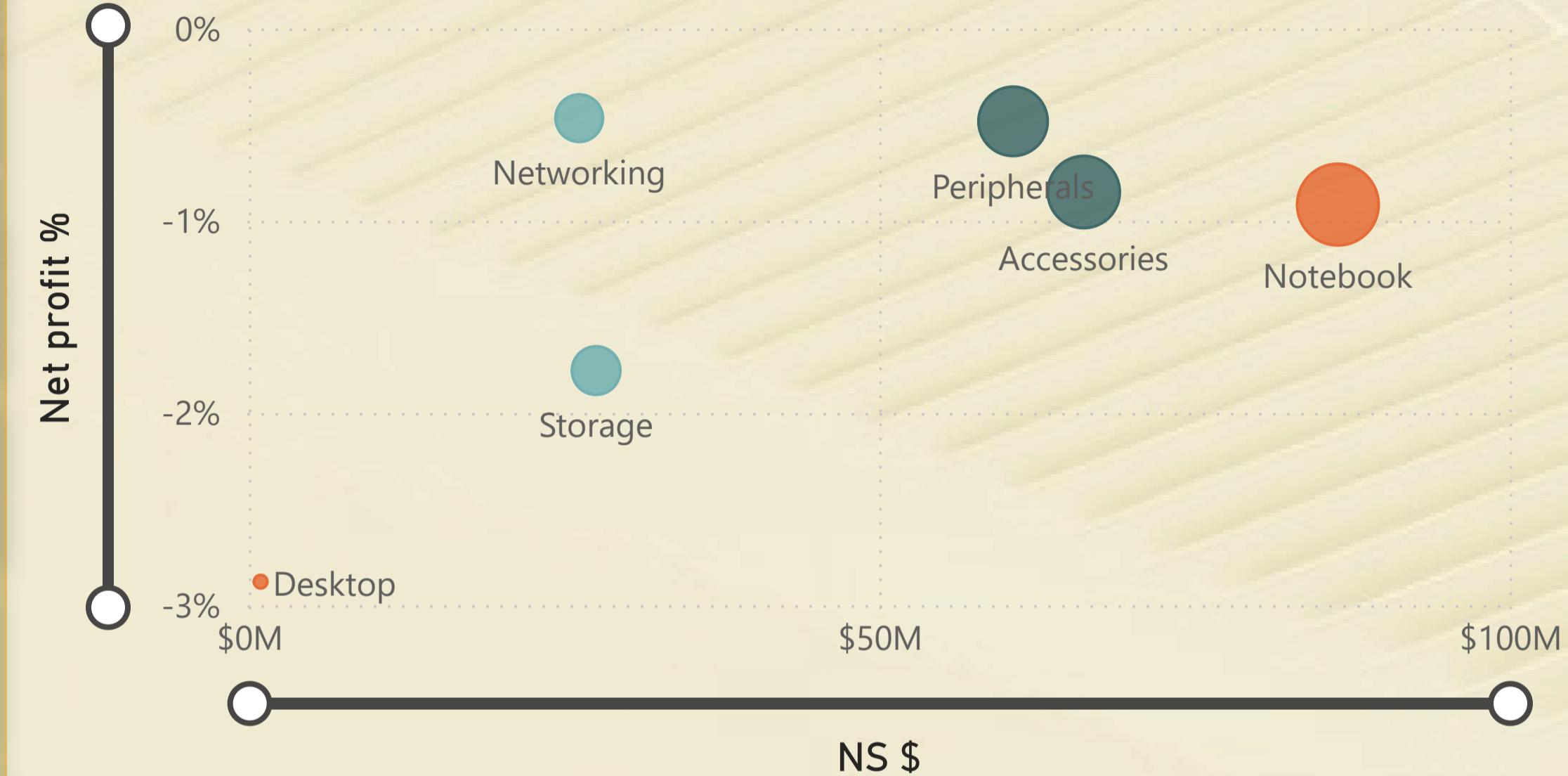
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Performance Matrix

division ● N & S ● P & A ● PC

GM %

Net Profit %

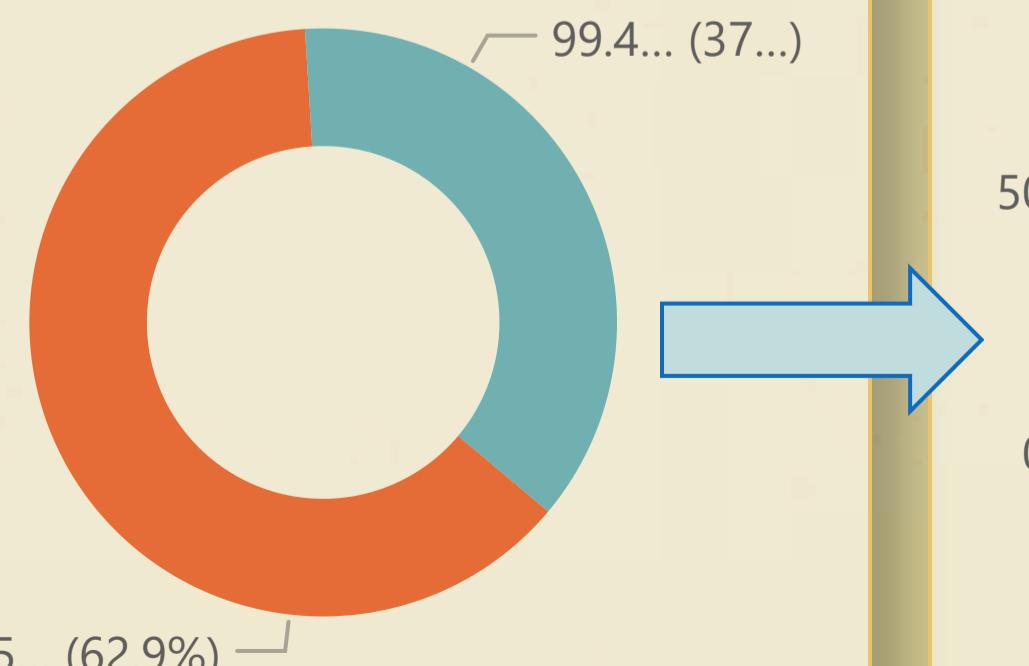


Product Performance

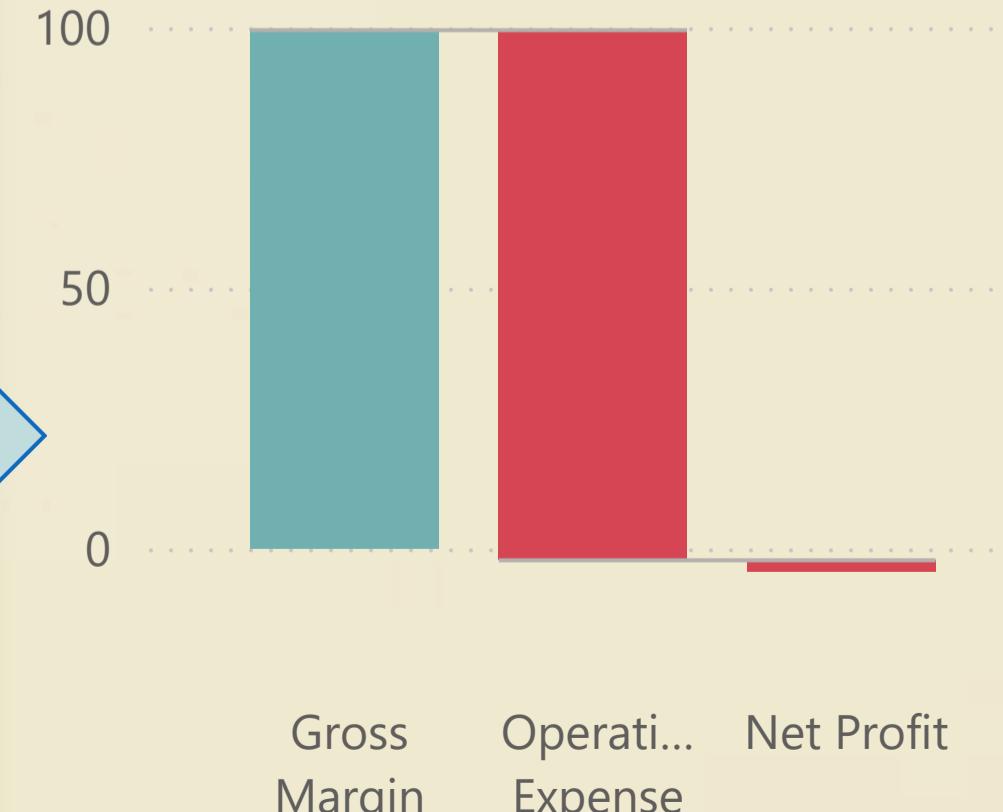
segment	NS \$	GM \$	GM %	Net Profit \$	Net profit %
Accessories	\$66.23M	24.6M	37.07%	(\$0.6M)	-0.85%
Desktop	\$0.95M	0.3M	36.47%	(\$0.0M)	-2.88%
Networking	\$26.22M	9.8M	37.51%	(\$0.1M)	-0.47%
Notebook	\$86.39M	32.0M	37.08%	(\$0.8M)	-0.92%
Peripherals	\$60.63M	22.7M	37.47%	(\$0.3M)	-0.48%
Storage	\$27.56M	9.9M	36.05%	(\$0.5M)	-1.78%
Total	\$267.98M	99.4M	37.10%	(\$2.3M)	-0.85%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net profit %
EU	\$55.79M	21.1M	37.82%	\$0.3M	0.62%
LATAM	\$2.00M	0.6M	30.96%	(\$0.0M)	-0.08%
APAC	\$147.98M	53.2M	35.97%	(\$1.5M)	-1.03%
NA	\$62.21M	24.5M	39.35%	(\$1.1M)	-1.79%
Total	\$267.98M	99.4M	37.10%	(\$2.3M)	-0.85%



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72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy %

491.6K✓

LY: 637.48K (-22.88%)

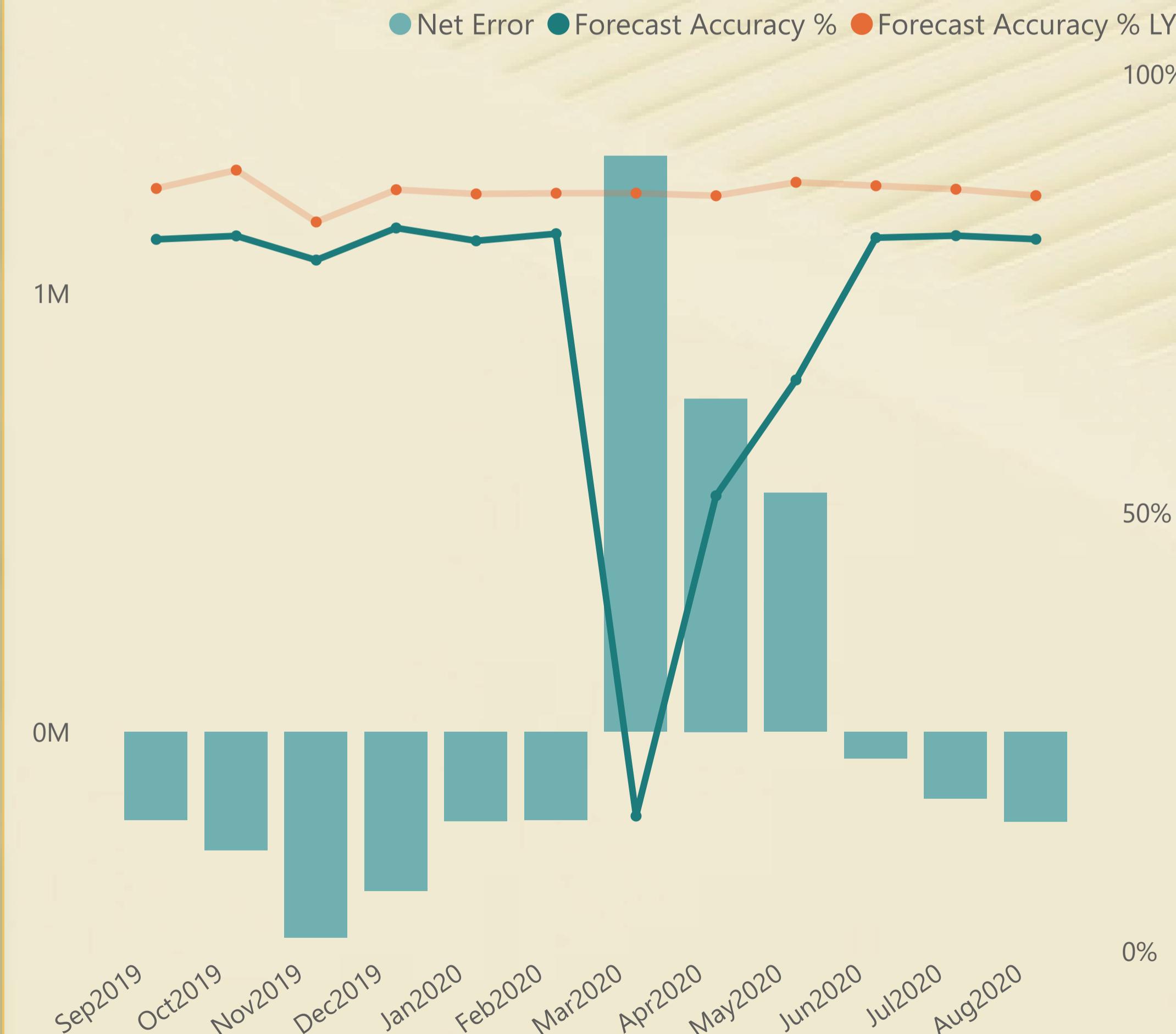
Net Error

5743.2K!

LY: 1547.78K (+271.06%)

Abs Error

Accuracy / Net Error Trend



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Radio Popular	50.36%	58.50%	39157	19.89%	EI
Mbit	49.13%	55.20%	6922	6.47%	EI
Expert	48.84%	64.24%	32551	14.52%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
UniEuro	45.77%	32.17%	62607	27.48%	EI
Elkjøp	45.00%	12.35%	78218	39.29%	EI
Nomad Stores	43.96%	45.05%	85613	34.93%	EI
Media Markt	43.66%	7.98%	73908	38.26%	EI
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	EI
Coolblue	43.16%	55.15%	15660	11.41%	EI
Total	72.99%	86.45%	491599	2.31%	EI

Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
+ Accessories	71.42%	90.20%	-167818	-1.40%	OOS
+ Desktop	70.07%		-52	-2.00%	OOS
+ Networking	52.50%	81.50%	-379134	-28.90%	OOS
+ Notebook	76.65%	83.02%	146640	22.59%	EI
+ Peripherals	75.18%	85.06%	193476	7.43%	EI
+ Storage	81.01%	80.25%	698487	14.86%	EI
Total	72.99%	86.45%	491599	2.31%	EI



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Net Profit %

72.99% !

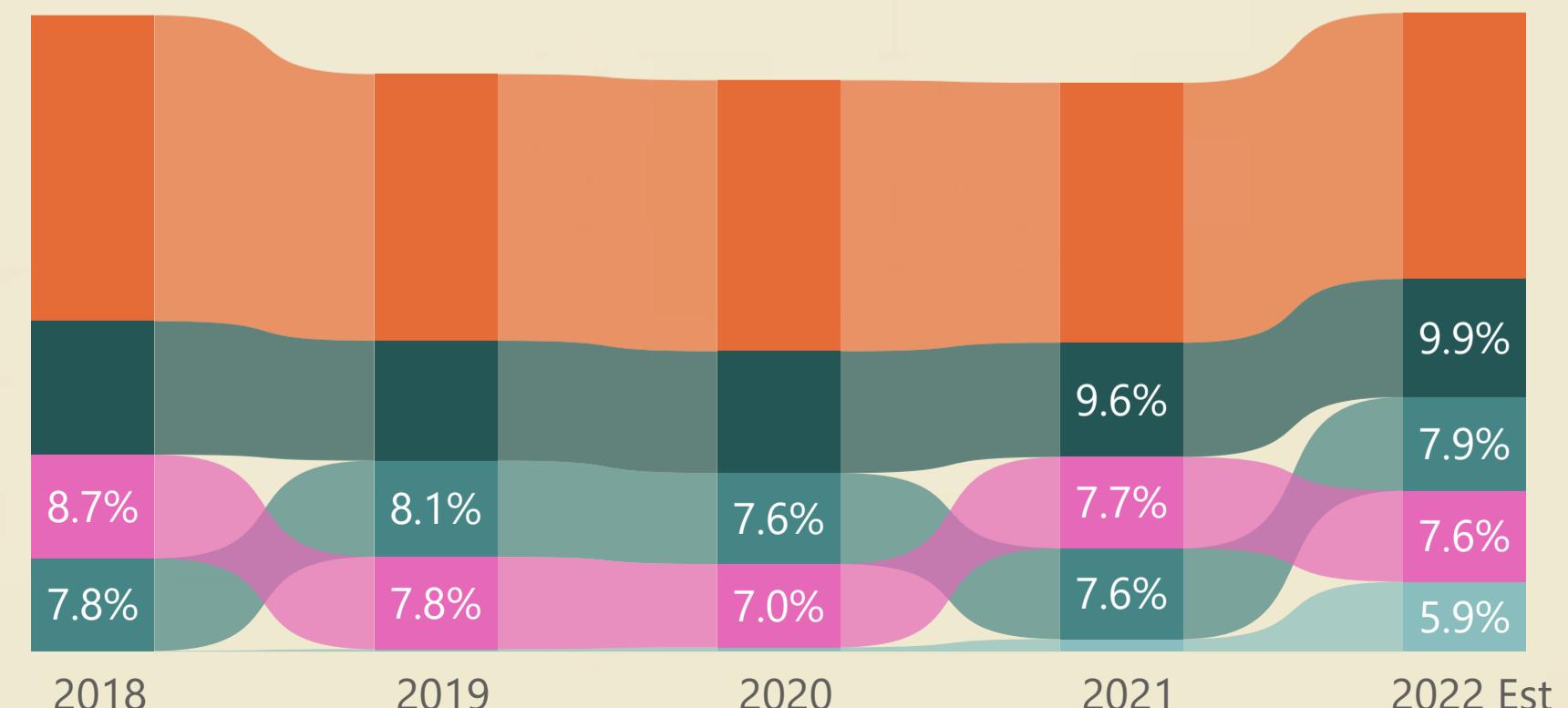
LY: 86.45% (-15.57%)
Forecast Accuracy%

Key Insights By Sub Zone

Sub_Zone	NS \$	RC %	GM %	Net profit %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI
India	\$64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI
ANZ	\$16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI
LATAM	\$2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1% 	-0.9%	0.4%	2.3%	EI

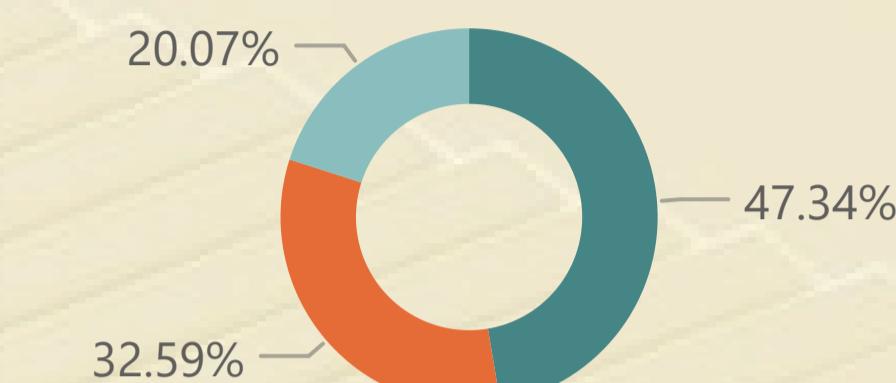
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



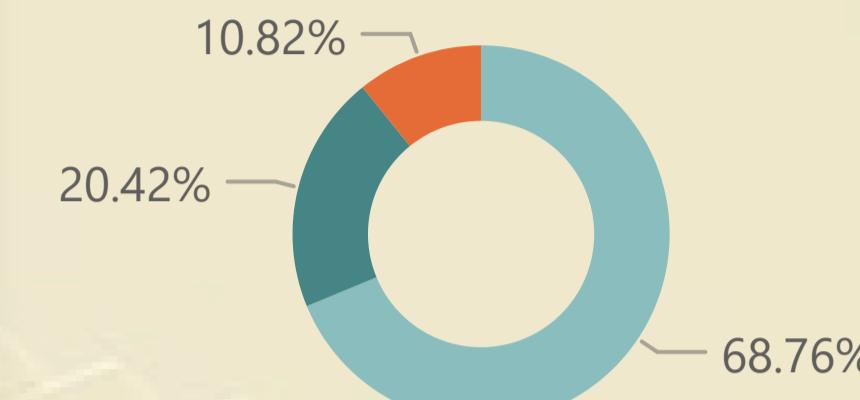
Revenue by Division

● P & A ● PC ● N & S



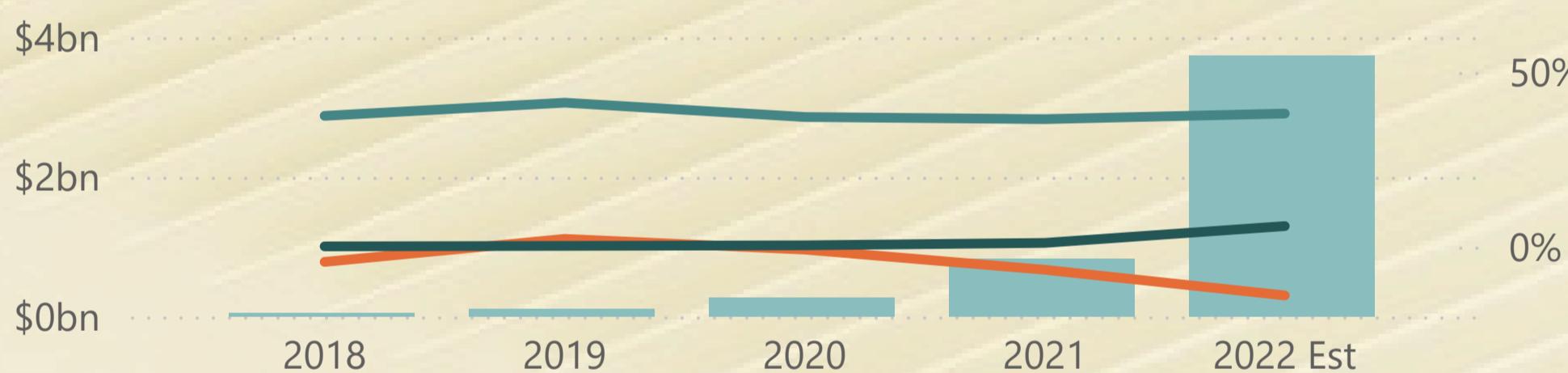
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net profit % ● AtliQ MS %



Top 5 Customer By Revenue

customer RC % GM %

AtliQ Exclusive	8.6%	45.79%
Amazon	18.6%	37.96%
Atliq e Store	11.8%	37.47%
Flipkart	4.1%	33.54%
Sage	3.1%	31.22%
Total	46.2%	38.44%

Top 5 Product By Revenue

product RC % GM %

AQ BZ Compact	4.3%	36.47%
AQ BZ Gen Y	4.5%	36.99%
AQ Lite	4.3%	36.47%
AQ Wi Power Dx1	4.4%	36.97%
AQ Wi Power Dx2	5.4%	37.96%
Total	22.9%	37.02%