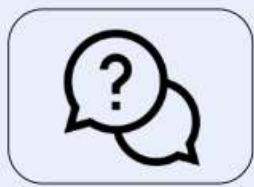
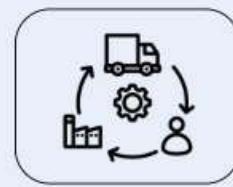
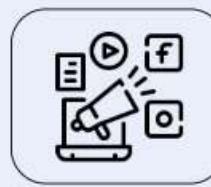
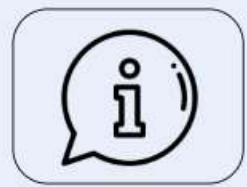




## Business Insights 360



### 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, market ▾ customer ▾ segment, categ... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

**\$3.74bn✓**  
BM: 823.85M (+353.5%)  
**Net Sales**

**38.08%✓**  
BM: 36.49% (+4.37%)  
**GM %**

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

#### Profit & 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
Net Profit %	-13.98	-6.63	-7.35	110.79

#### Net Sales Performance Over Time



#### Top / Bottom by Product and Customer by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

LY: Last Year, BM: Bench Mark



region, market

customer

segment, categ...

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

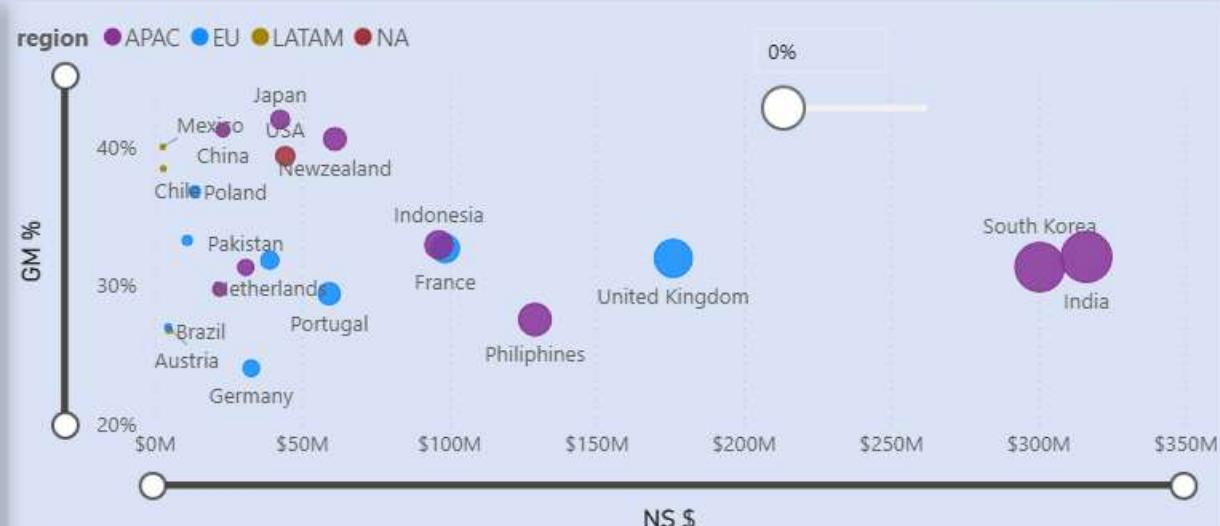
YTD

YTG

## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Neptune	\$105.69M	49.36M	46.70%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
walmart	\$72.41M	33.06M	45.66%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
Path	\$59.32M	25.81M	43.50%
Electricalslytical	\$68.05M	25.34M	37.24%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

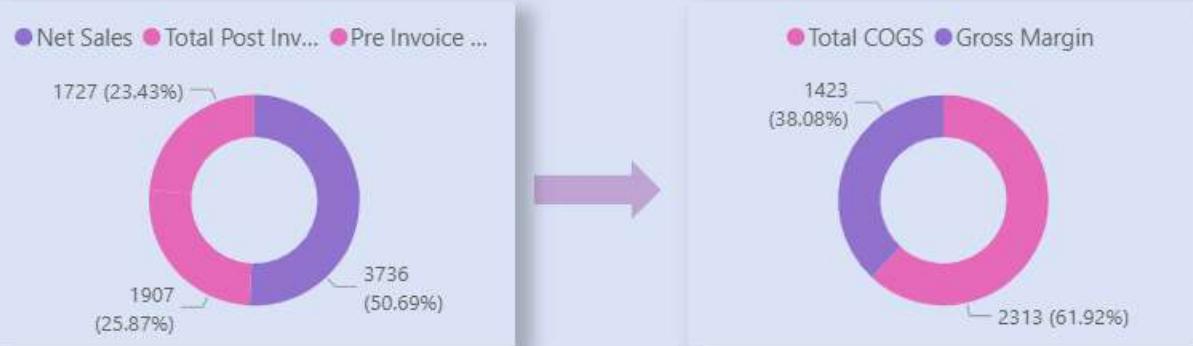
## Performance Matrix



## Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Unit Economics





region, market

customer

segment, categ...

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

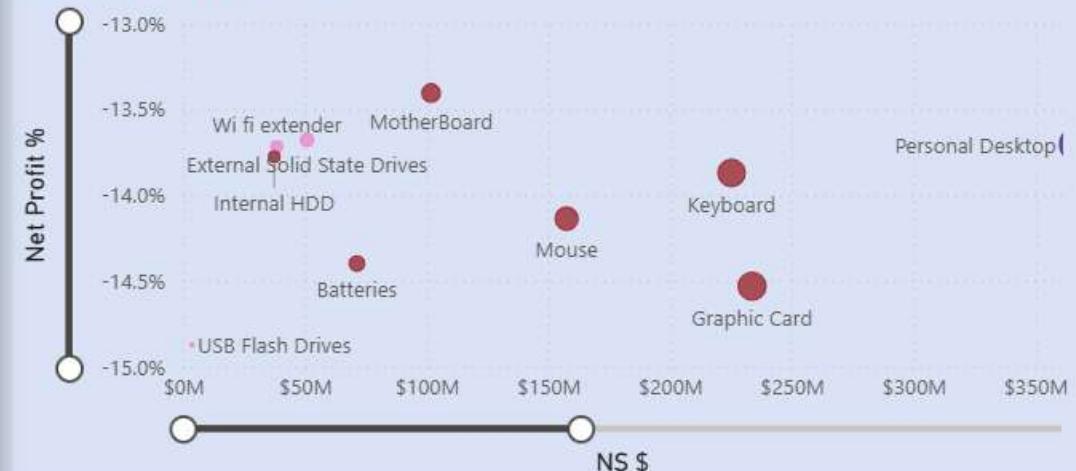
### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.7%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.7%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.7%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.01%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show GM %

### Performance Matrix

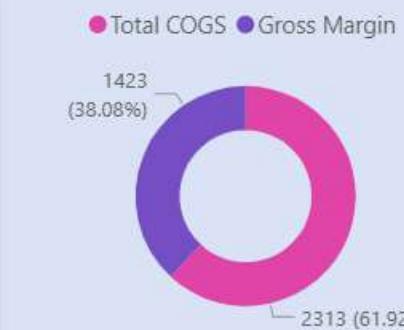
division N &amp; S P &amp; A PC



### Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Economics





region, market ▾ customer ▾ segment, categ... ▾

All All All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

**81.17%** ✓  
LY: 0.80 (+1.2%)

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

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

**Forecast Accuracy**

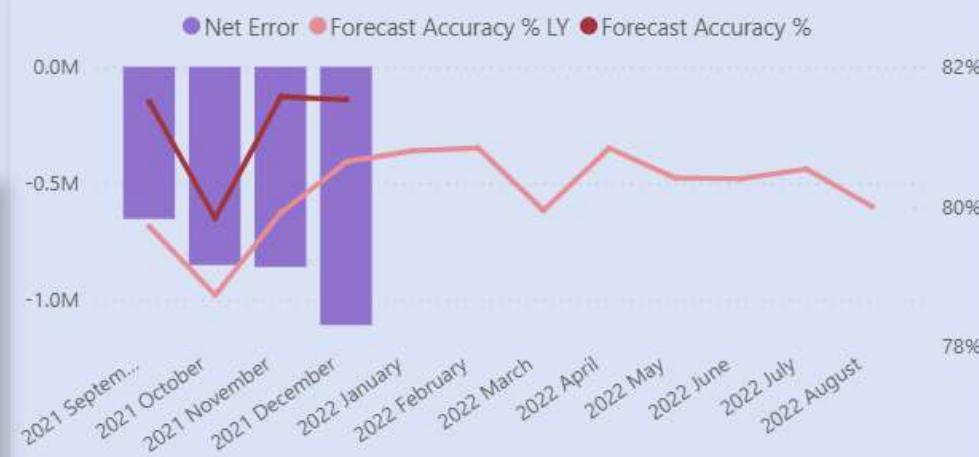
**Net Error**

**ABS Error**

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74% EI	
BestBuy	46.60%	0.35	81179	16.72% EI	
Billa	42.63%	0.18	3704	3.91% EI	
Circuit City	46.17%	0.35	85248	16.55% EI	
Control	52.06%	0.47	64731	13.01% EI	
Costco	51.95%	0.49	101913	15.79% EI	
Currys (Dixons Carphone)	54.29%	0.36	8104	6.00% EI	
Leader	48.72%	0.24	166751	10.98% EI	
Logic Stores	52.49%	0.51	6430	2.37% EI	
Nomad Stores	53.44%	0.51	3394	1.34% EI	
Notebillig	42.70%	0.19	1141	1.31% EI	
Otto	45.76%	0.18	1962	2.41% EI	
Path	50.57%	0.46	91486	14.91% EI	
Radio Shack	45.64%	0.38	69253	16.48% EI	
Sage	50.72%	0.34	154291	10.06% FI	
<b>Total</b>	<b>81.17%</b>	<b>0.80</b>	<b>-3472690</b>	<b>-9.48% OOS</b>	

#### Accuracy / Net Error Trend



#### Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	93.06%	0.90	-12967	-1.69% OOS	
Desktop	87.53%	0.84	78576	10.24% EI	
Accessories	87.42%	0.78	341468	1.72% EI	
Notebook	87.24%	0.80	-47221	-1.69% OOS	
Storage	71.50%	0.84	-628266	-25.61% OOS	
Peripherals	68.17%	0.82	-220128	-21.82% OOS	
<b>Total</b>	<b>81.17%</b>	<b>0.80</b>	<b>-347269</b>	<b>-9.48% OOS</b>	





region, market ▾ customer ▾ segment, categ... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target

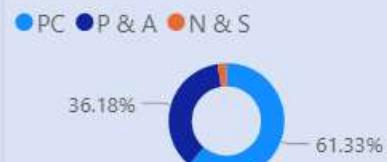
**\$3.74bn✓**  
BM: 823.85M  
(+353.5%)  
**Net Sales**

**38.08%✓**  
BM: 36.49%  
(+4.37%)  
**GM %**

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

**81.17%✓**  
LY: 0.80 (+1.2%)  
**Forecast Accuracy**

### Revenue by Division



### Revenue by Channel

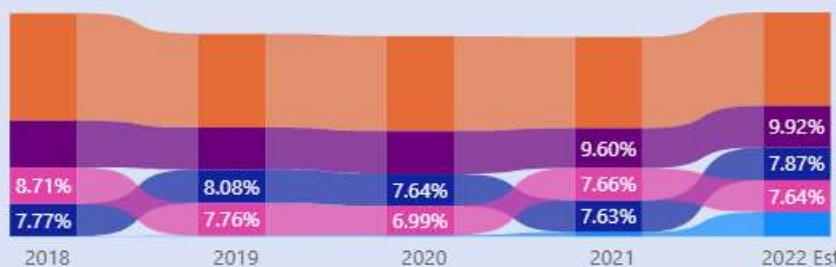


### Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.37% EI
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.47% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.56% OOS
ANZ	\$189.8M	5.1%	43.5%		-7.4%	1.4%	-37.61% OOS
NA	\$1,022.1M	27.4%	45.0%		-14.2%	4.9%	14.35% EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56% OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.37% OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>		<b>-14.0%</b>	<b>5.9%</b>	<b>-9.48% OOS</b>

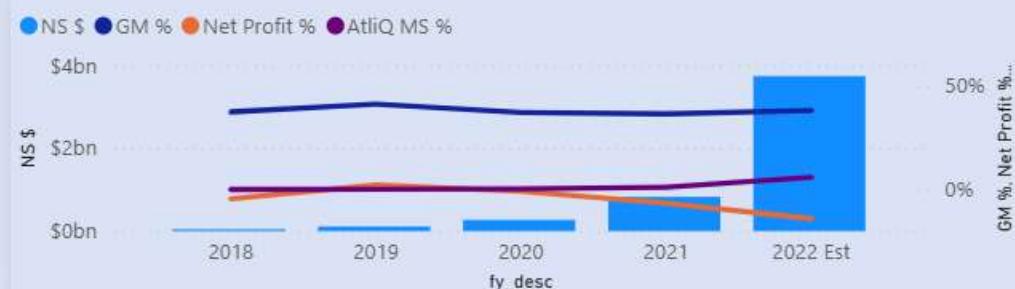
### PC Market Share Trend - AtliQ & Competitors

manufacturers ● atliq ● bp ● dale ● innovo ● pacer



LY: Last Year, BM: Bench Mark, EI = Excess Inventory, OOS = Out of Stock

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



### 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>