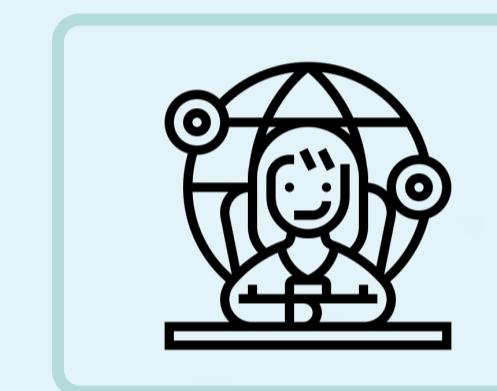
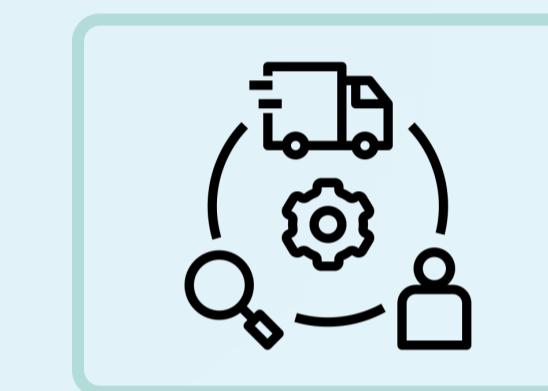
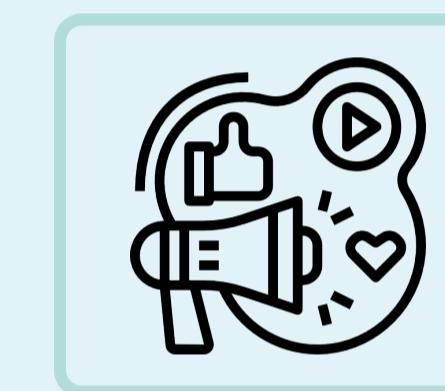
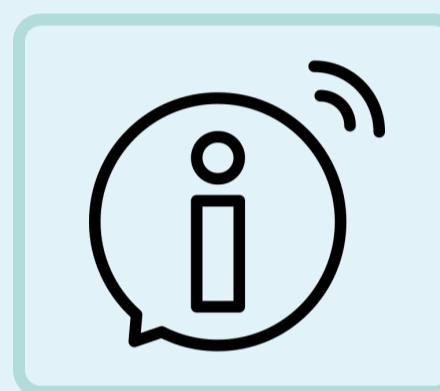




# Business Insights 360



## 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 View

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

### Last Refresh Time

8/18/2024 7:16:28 PM

Sales Data Loaded until : Dec 21

Currency Type: USD (\$)

Currency Value In: (Millions)



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

## Net Sales Performance Over Time



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

Net Sales



**38.08%!**  
BM: 38.34% (-0.66%)

GM %



**-13.98%**✓  
BM: -14.19% (+1.47%)

Net Profit %



## Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-0.02
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-0.03
Gross Margin %	38.08	38.34	-0.25	-0.01
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-0.03
Net Profit %	-13.98	-14.19	0.21	-0.01

Selection

vs BM



## Top / Bottom Products &amp; 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%

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	

NS = Net Sales; GM = Gross Margin; LY = Last Year; BM = Benchmark; P&L = Profit and Loss; YoY = Year on Year; YTD = Year till Date; YTG = Year to Go



Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

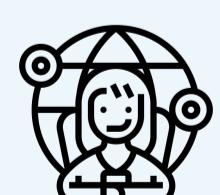
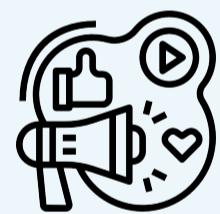
YTG

## Customer Performance

vs LY

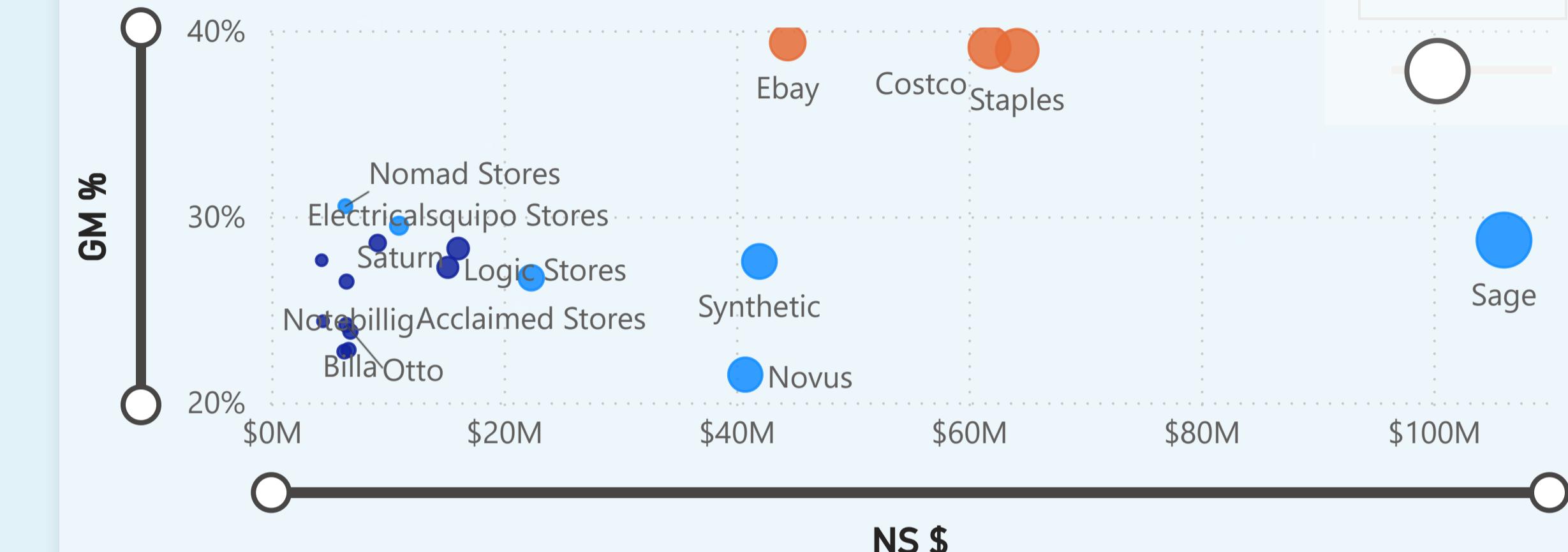
vs Target

## Performance Matrix



Customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtilQ Exclusive	\$307.17M	145.05M	47.22%
Atilq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

region ● APAC ● EU ● NA

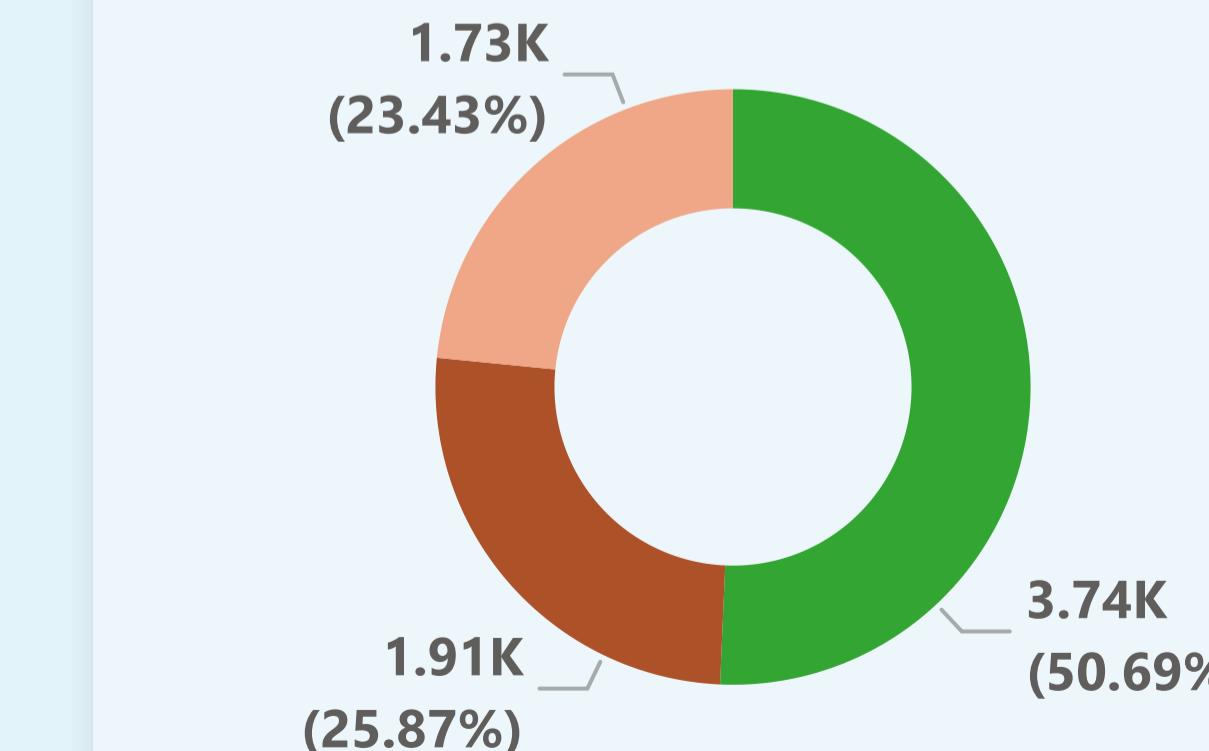


## Product Performance

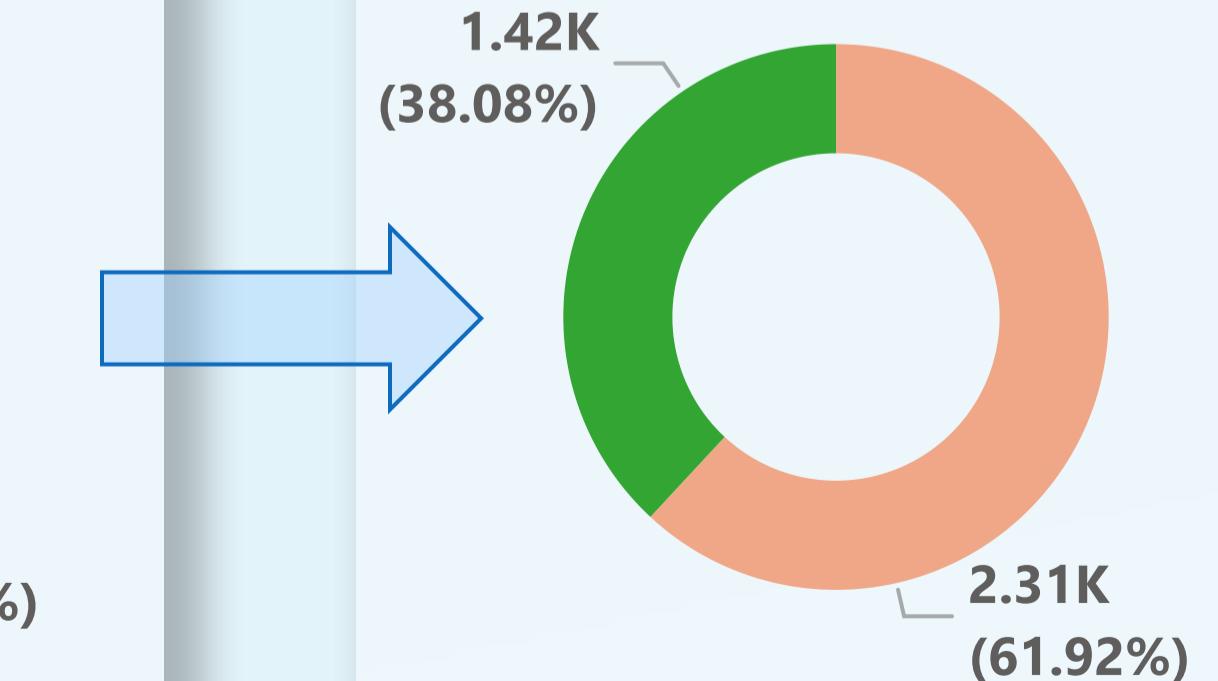
Segment	P & L Values	P & L Chg%
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	

## Unit Economics

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



● Total COGS ● Gross Margin



NS = Net Sales; GM = Gross Margin; LY = Last Year; P&amp;L = Profit and Loss; YoY = Year on Year; YTD = Year till Date; YTG = Year to Go



Region, Market

All

Customer

All

Segment, Category...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

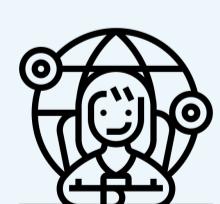
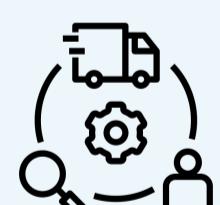
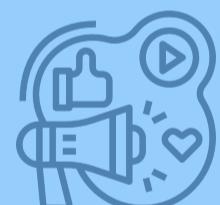
Q4

YTD

YTG

## Product Performance

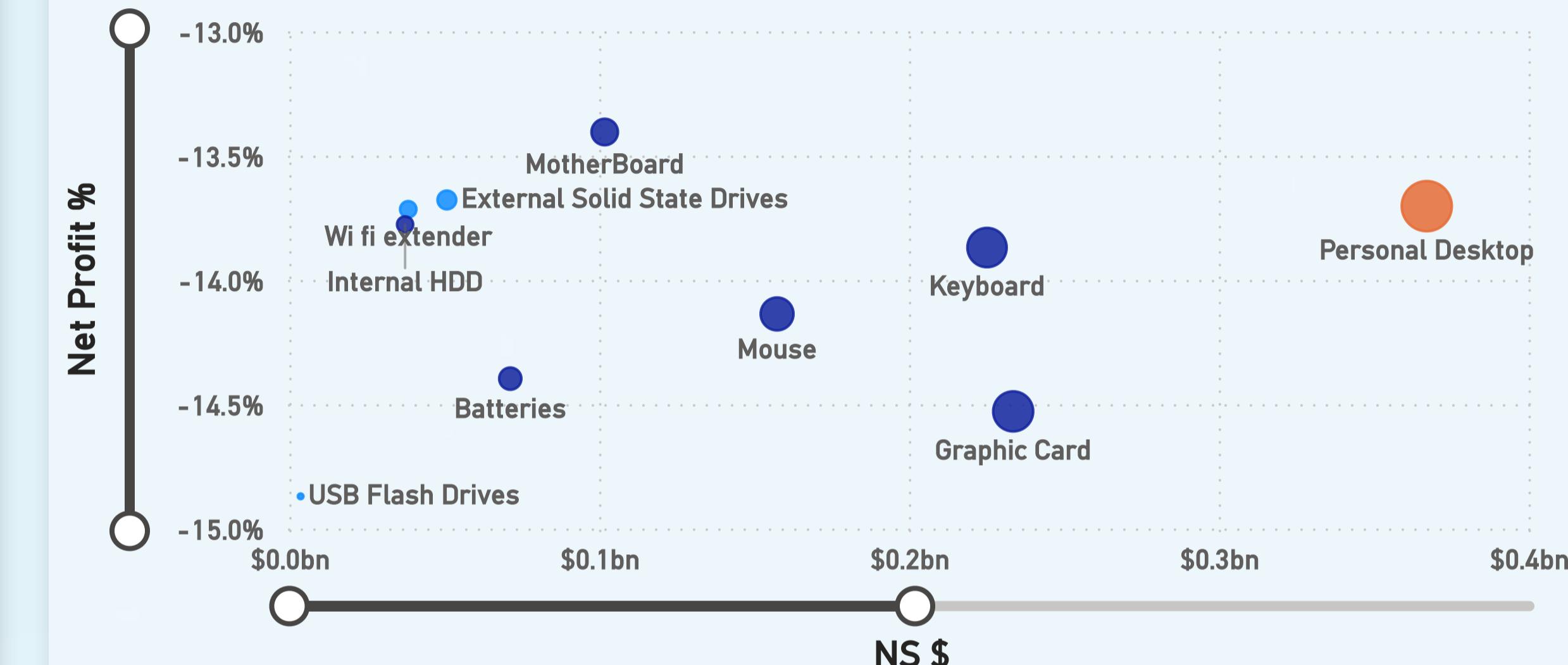
Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
+ Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
+ Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
+ Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
+ Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
+ Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



Show GM %

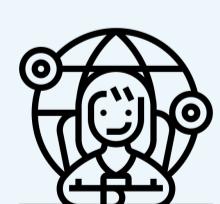
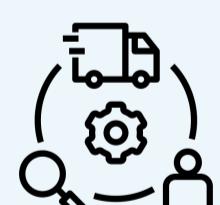
## Performance Matrix

Division • N &amp; S • P &amp; A • PC



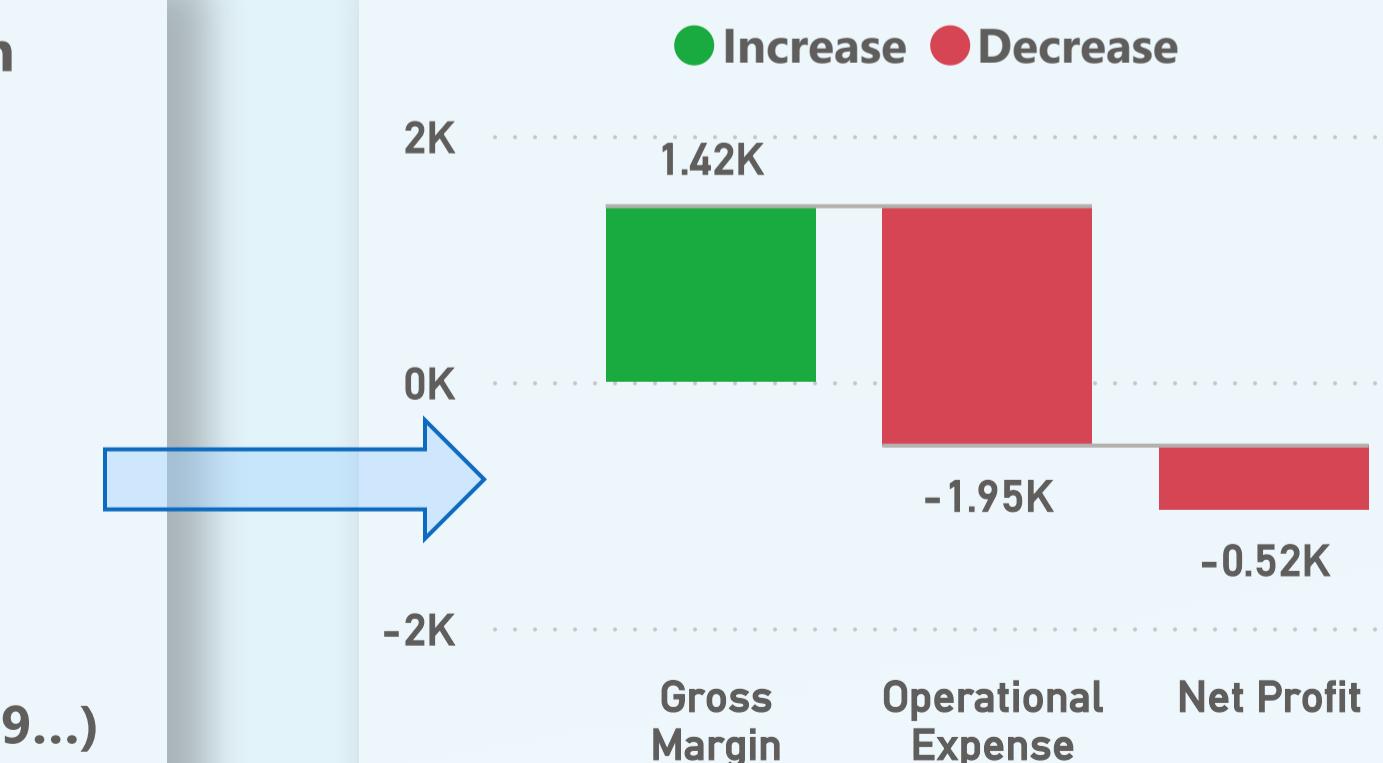
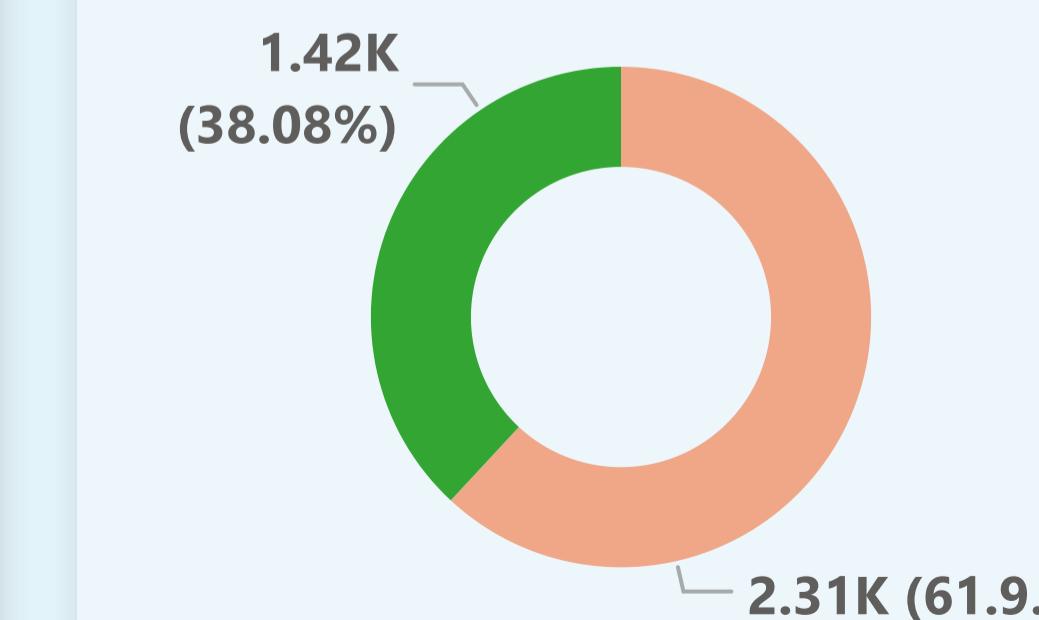
## Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
+ EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
+ LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
+ NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



## Unit Economics

● Total COGS ● Gross Margin



NS = Net Sales; GM = Gross Margin; LY = Last Year; P&amp;L = Profit and Loss; YoY = Year on Year; YTD = Year till Date; YTG = Year to Go



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022 Est

Q1

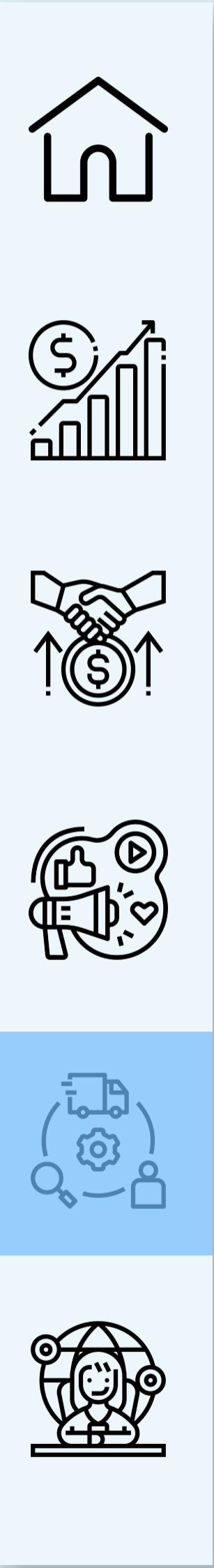
Q2

Q3

Q4

YTD

YTG



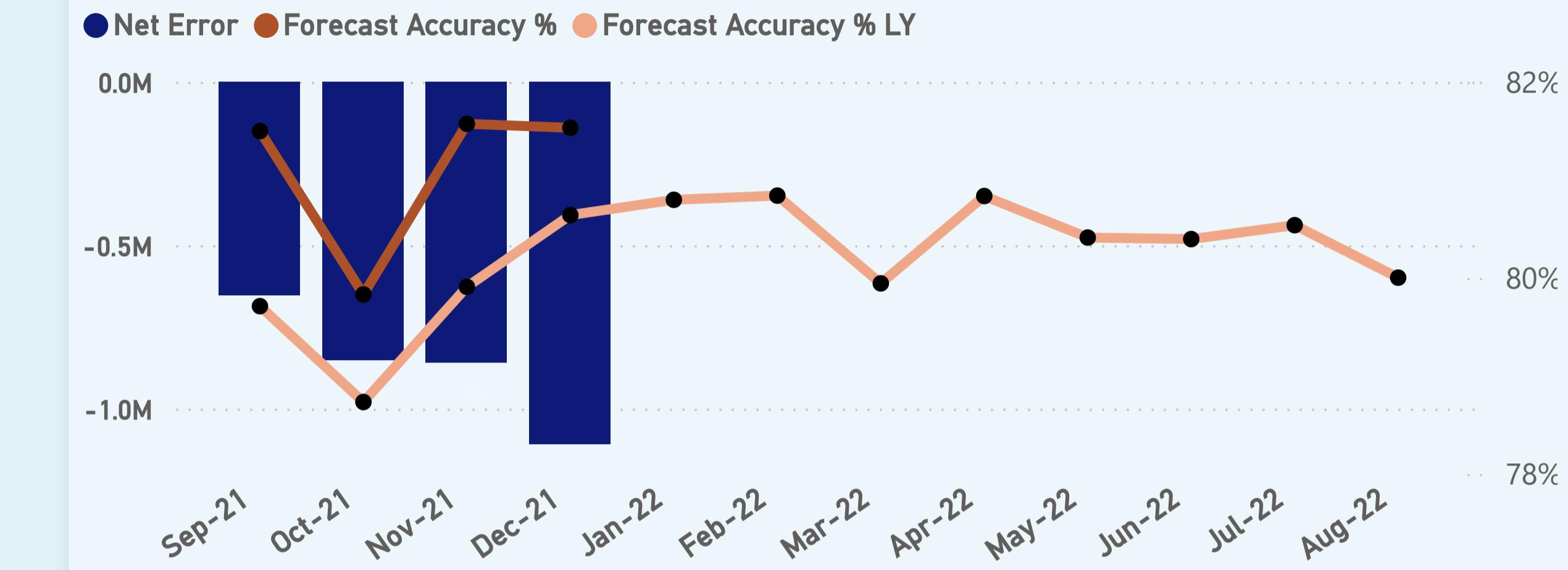
**Key Metrics Summary:**

- Forecast Accuracy:** 81.17% ✓ LY: 80.21% (+1.2%)
- Net Error:** -3472.7K ✓ LY: -751.7K (-361.97%)
- ABS Error:** 6899.0K ✓ LY: 9780.7K (-29.46%)

**Key Metrics By Customer:**

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
All-Out	43.96%	-150	-0.32%	29.09%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
AtilQ Exclusive	71.42%	-221177	-8.73%	71.15%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
AtliQ Exclusive	29.71%	-138065	-28.62%	42.13%	OOS
Boulanger	52.69%	-48802	-20.21%	58.77%	OOS
Chip 7	34.56%	-85293	-35.01%	53.44%	OOS
Chiptec	50.49%	-20102	-11.36%	52.54%	OOS
Coolblue	47.66%	-34790	-15.34%	52.95%	OOS
Croma	36.58%	-77649	-16.54%	42.78%	OOS
Digimarket	28.21%	-95328	-46.59%	40.79%	OOS
Ebay	52.27%	-19127	-2.02%	50.49%	OOS
Electricalsara Stores	48.62%	-11256	-11.41%	52.02%	OOS
Electricalsbea Stores	55.74%	-6352	-9.56%	51.56%	OOS
Electricalslance Stores	41.07%	-39358	-41.89%	54.69%	OOS
Electricalslytical	45.55%	-102814	-16.07%	50.82%	OOS
Electricalsociety	36.28%	-224226	-34.43%	50.35%	OOS
Total	81.17%	-3472690	-9.48%	80.21%	OOS

## Accuracy/Net Error Trend



## Key Metrics By Products

Segment	Forecast Accuracy %	Net Error	Risk	Net Error %
Peripherals	68.17%	-3204280	OOS	-31.83%
Storage	71.50%	-628266	OOS	-25.61%
Notebook	87.24%	-47221	OOS	-1.69%
Accessories	87.42%	341468	EI	1.72%
Desktop	87.53%	78576	EI	10.24%
Networking	93.06%	-12967	OOS	-1.69%
Total	81.17%	-3472690	OOS	-9.48%

NS = Net Sales; GM = Gross Margin; LY = Last Year; EI = Excess Inventory; OOS = Out Of Stock; YoY = Year on Year; YTD = Year till Date; YTG = Year to Go



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

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

Net Sales

vs LY      vs Target

38.08%!  
BM: 38.34% (-0.66%)

GM %

-13.98%✓  
BM: -14.19% (+1.47%)

Net Profit %

81.17%✓  
BM: 80.21% (+1.2%)

Forecast Accuracy



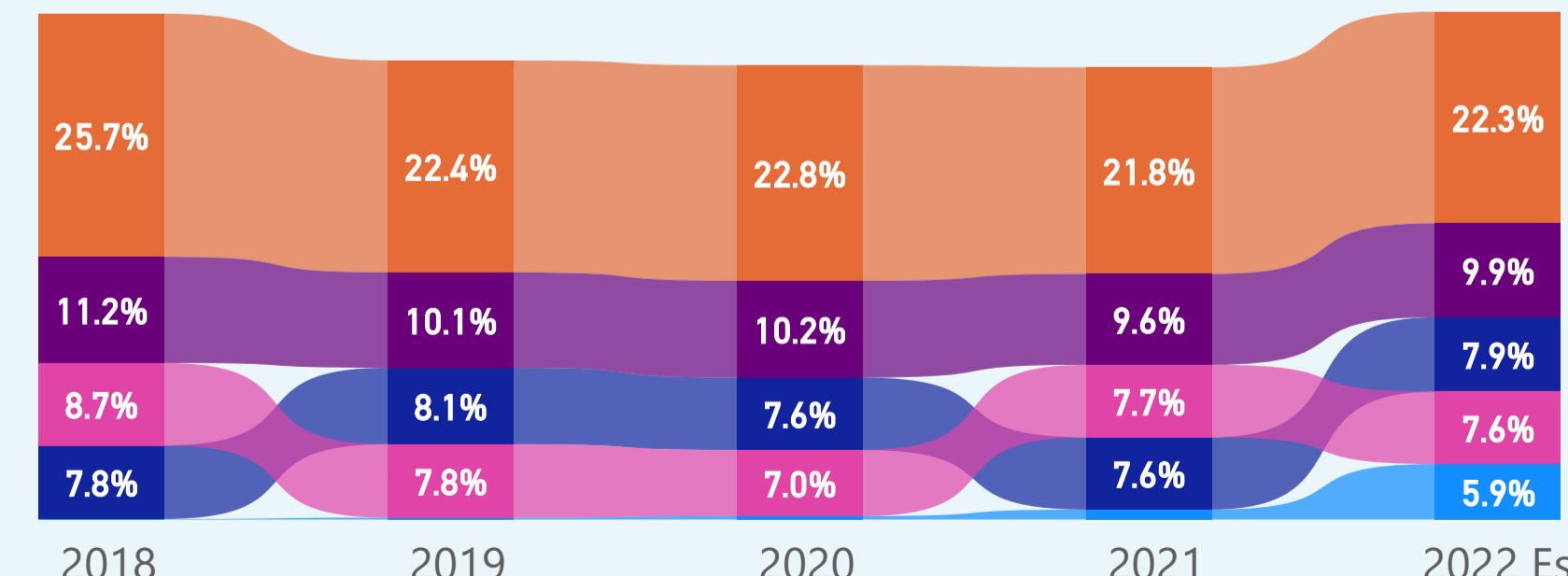
## Key Insights By Sub Zone

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

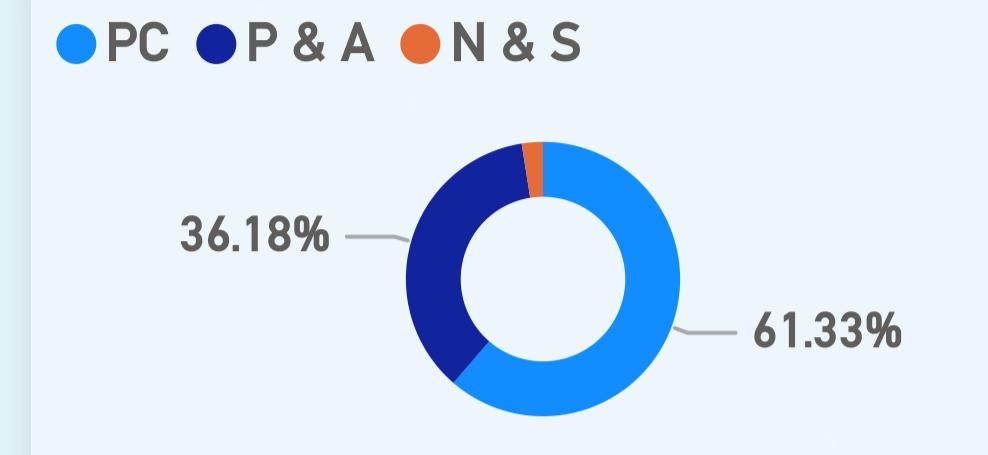


## PC Market Share Trend - Atliq &amp; Competitors

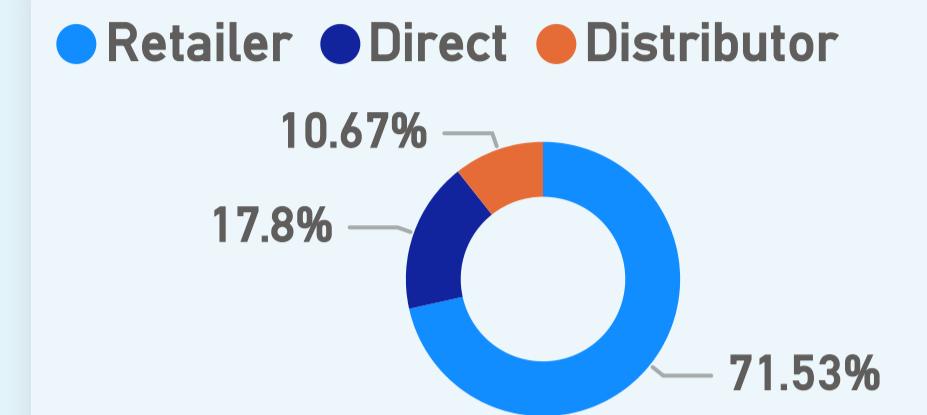
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



## Revenue by Division

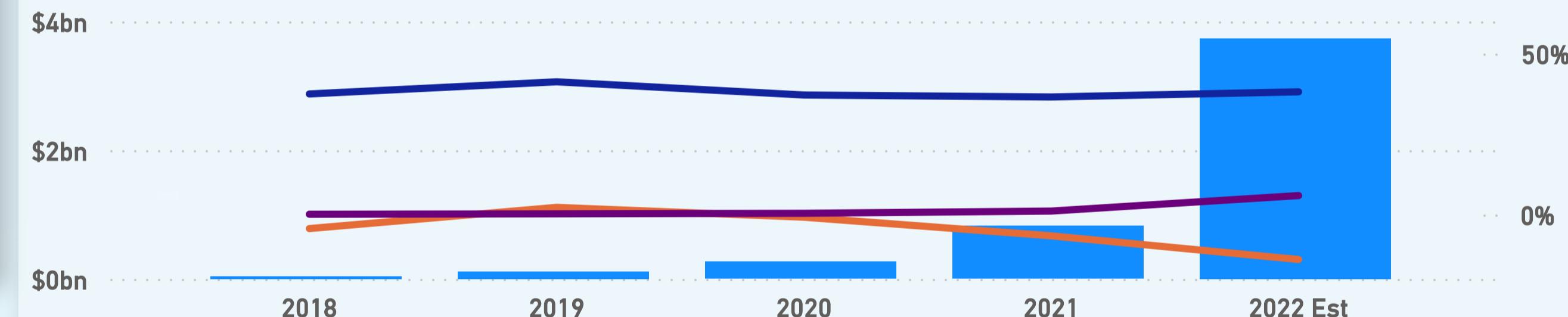


## Revenue by Channel



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

● NS \$ ● GM % ● Net Profit % ● Atliq MS %



## Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq Exclusive	8.2%	47.22%
Atliq e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

## Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.40% ↓
AQ Smash 1	3.8%	37.43% ↓
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
Total	23.2%	38.06%

NS = Net Sales; GM = Gross Margin; LY = Last Year; BM = Benchmark; EI = Excess Inventory; OOS = Out Of Stock; RC = Revenue Contribution