

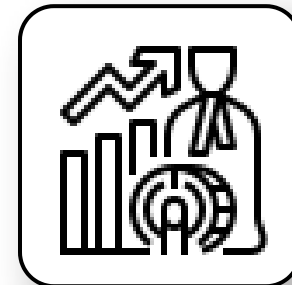


Business Insights 360



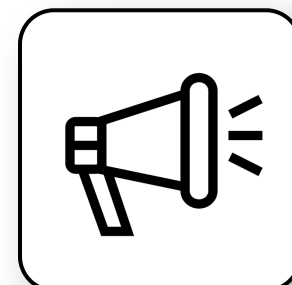
Finance View

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



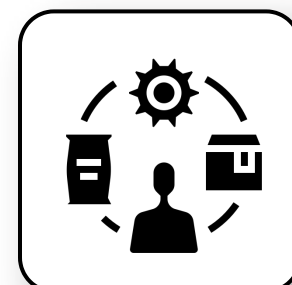
Sales View

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



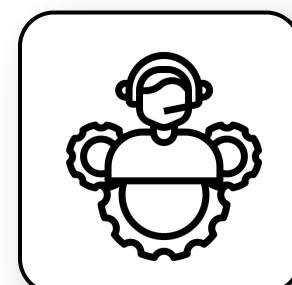
Marketing View

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



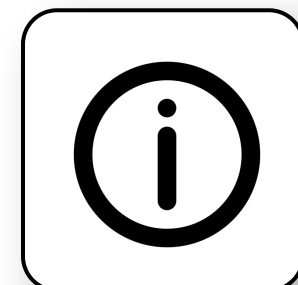
Supply Chain View

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



Executive View

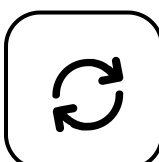
A **top level dashboard** for executives consolidating top insights from all dimensions of business..



Info



Support



Sunday, March...



Dec 21

All Values in USD Dollars



Finance



Sales



Marketing



Supply Chain



Executive



Net Sales

\$0.82bn✓

BM: 0.27bn (+207.43%)

GM %

36.49%!

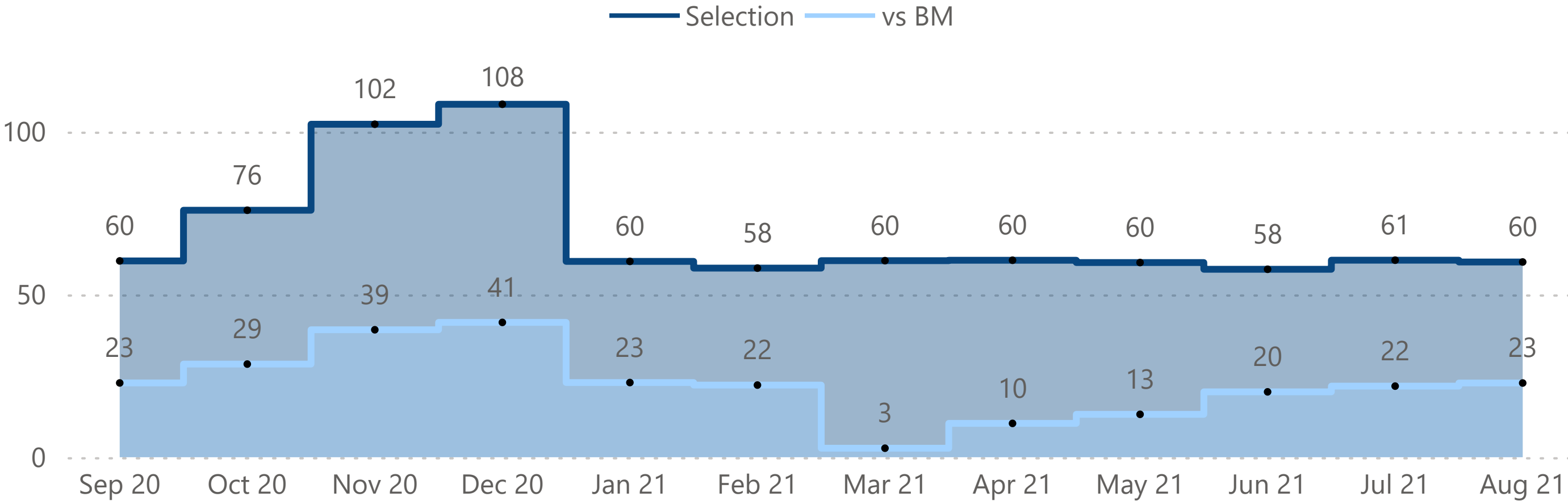
BM: 37.10% (-1.65%)

Net Profit %

-6.63%!

LY: -0.85% (-676.38%)

Net Sales Performace Over Time



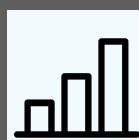
Top/ Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
<div>+ APAC</div>	441.98	198.67
<div>+ EU</div>	200.77	259.88
<div>+ LATAM</div>	3.16	58.40
<div>+ NA</div>	177.94	186.03
Total	823.85	207.43

segment	P & L values	P & L YoY Chg %
<div>- Notebook</div>	266.49	208.45
<div>+ Personal Laptop</div>	113.07	239.26
<div>+ Gaming Laptop</div>	78.53	440.68
Total	823.85	207.43

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38



Finance



Sales



Marketing



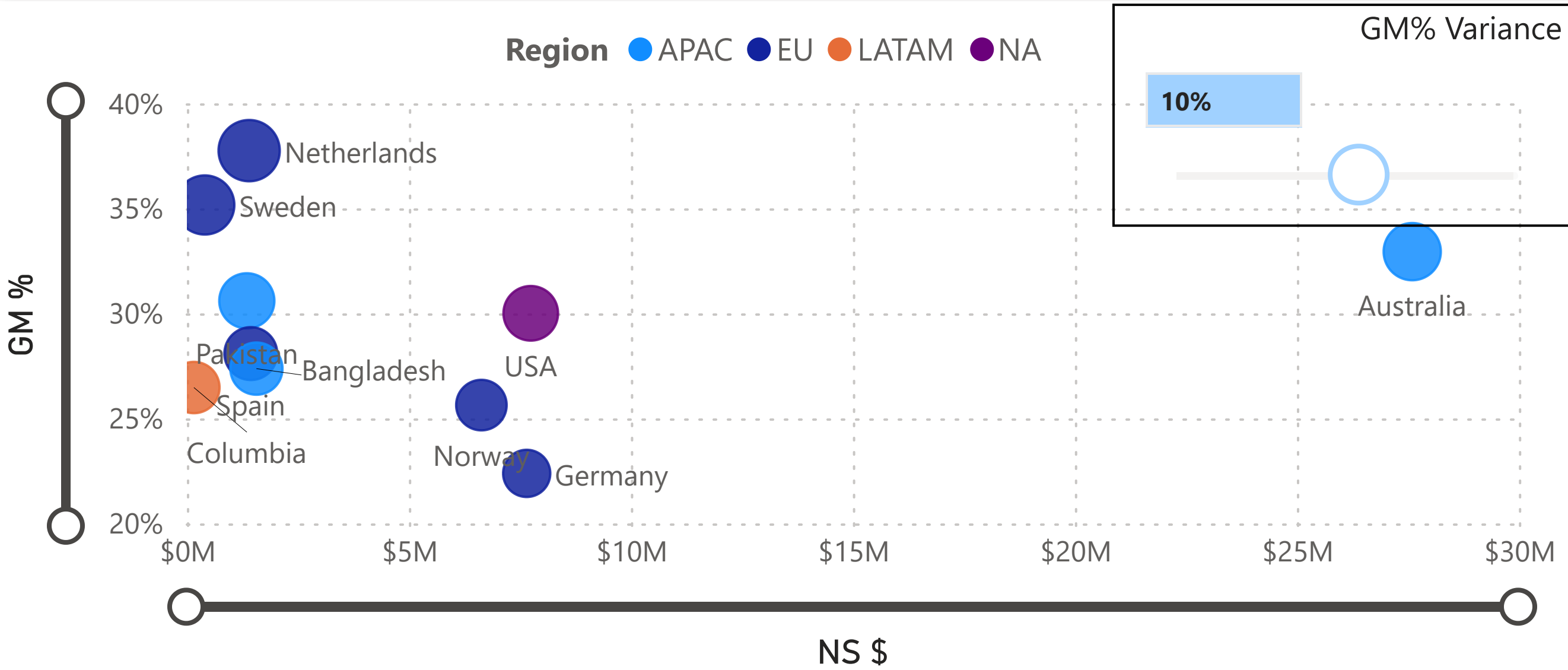
Supply Chain



Executive



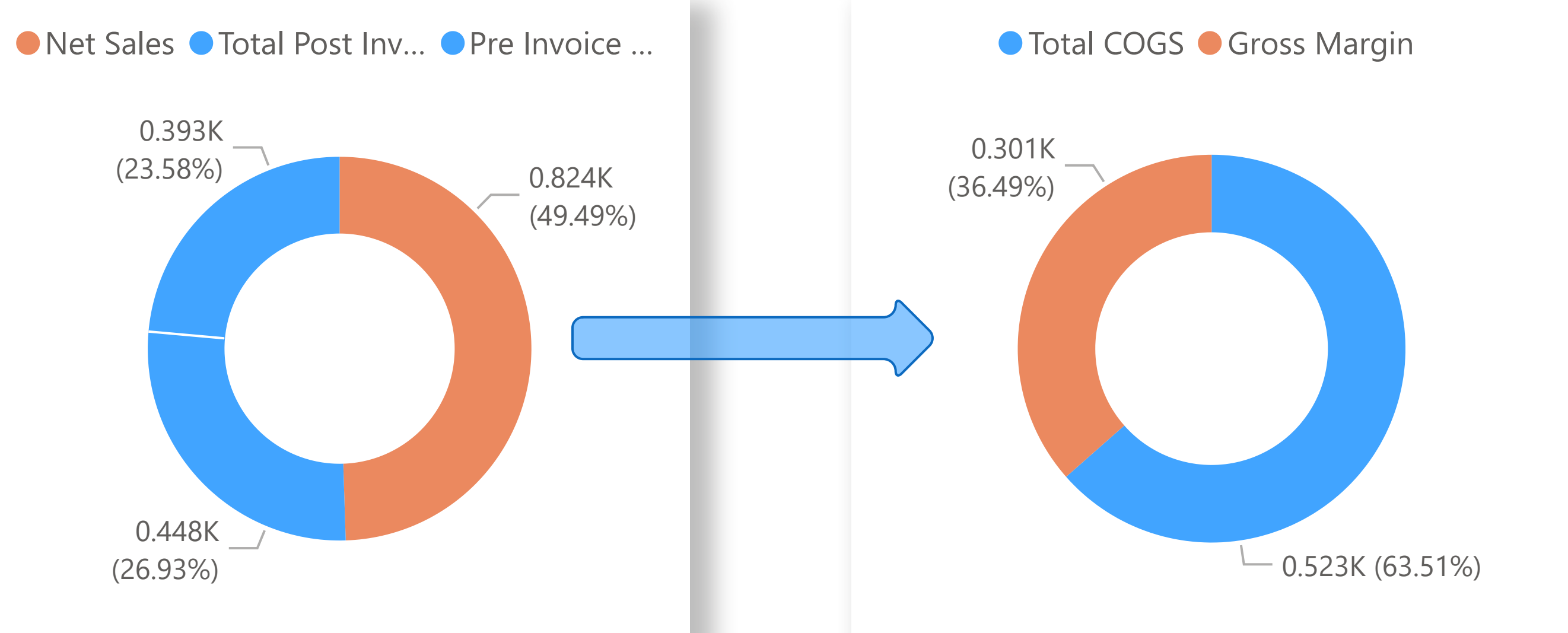
Performance Metrics



Customer Performance

Customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	5.18M	36.18%
All-Out	\$1.06M	0.50M	47.53%
Amazon	\$109.03M	38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%
Atlas Stores	\$4.16M	1.68M	40.36%
Atliq e Store	\$70.31M	26.40M	37.54%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
BestBuy	\$8.26M	2.97M	35.94%
Total	\$823.85M	300.63M	36.49%

Unit Economics



Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$
Accessories	\$244.85M	89.30M	36.47%	-16.28M
Desktop	\$46.43M	16.79M	36.17%	-3.27M
Networking	\$45.16M	16.60M	36.75%	-2.91M
Notebook	\$266.49M	97.12M	36.45%	-17.71M
Peripherals	\$166.51M	60.81M	36.52%	-11.02M
Storage	\$54.42M	20.00M	36.75%	-3.46M
Total	\$823.85M	300.63M	36.49%	-54.65M



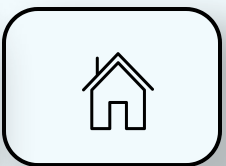
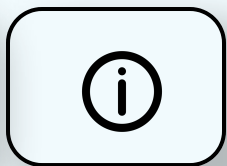
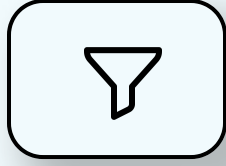
Finance

Sales

Marketing

Supply Chain

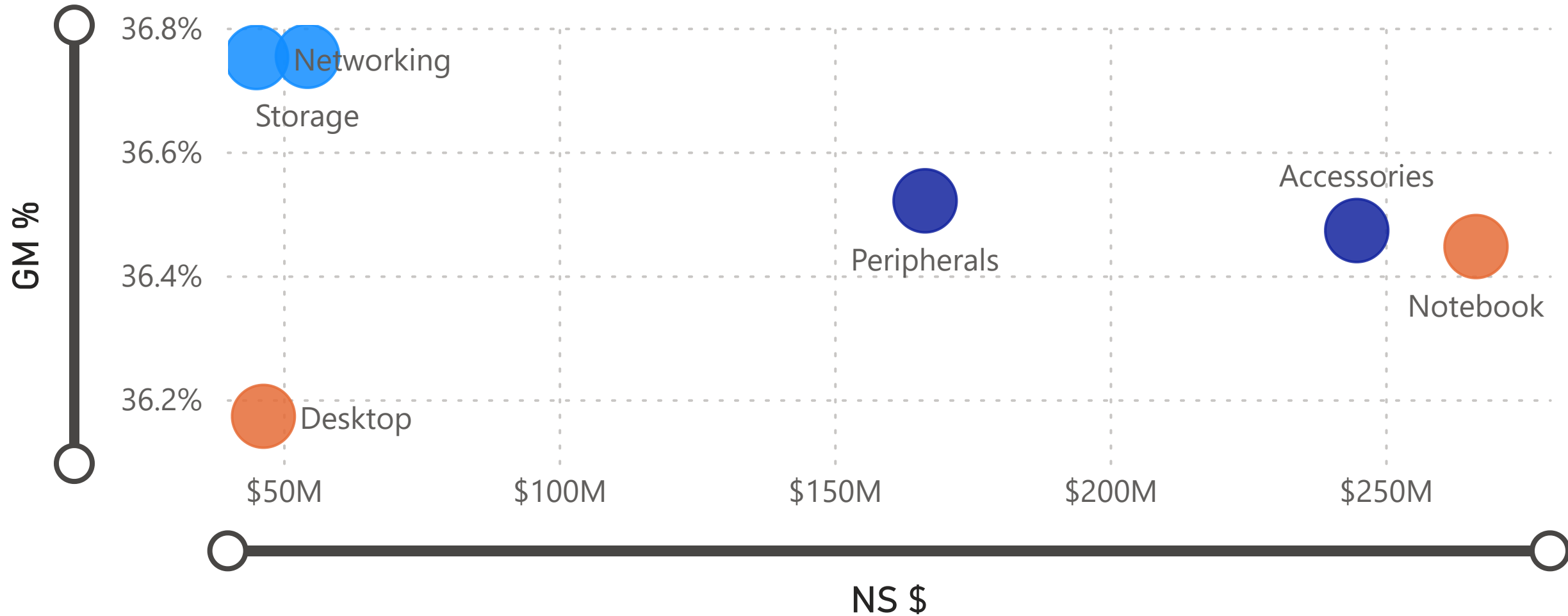
Executive



Show NP %

Performance Metrics

division N & S P & A PC

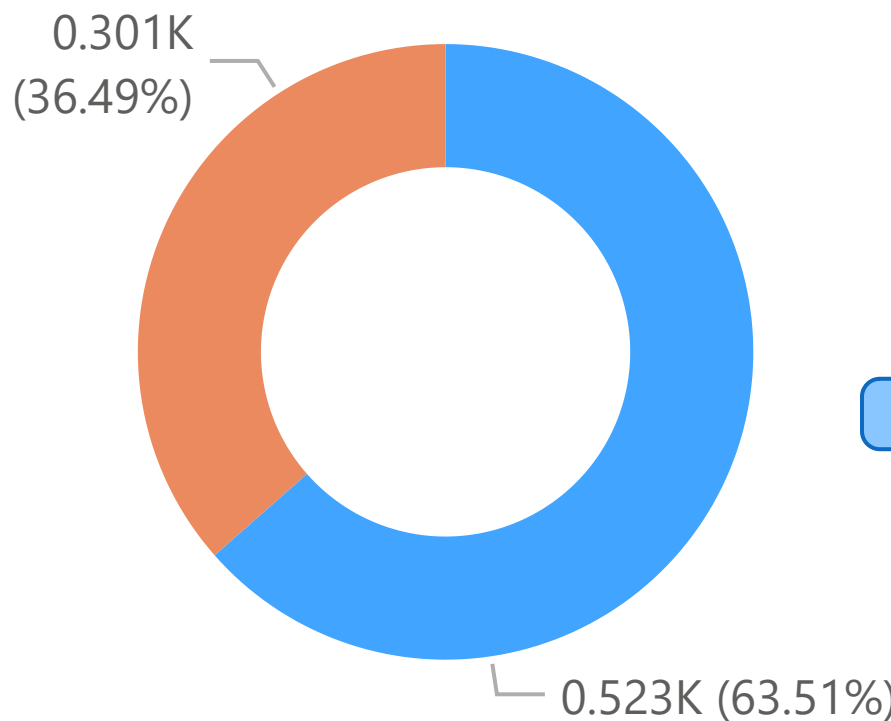


Product Performance

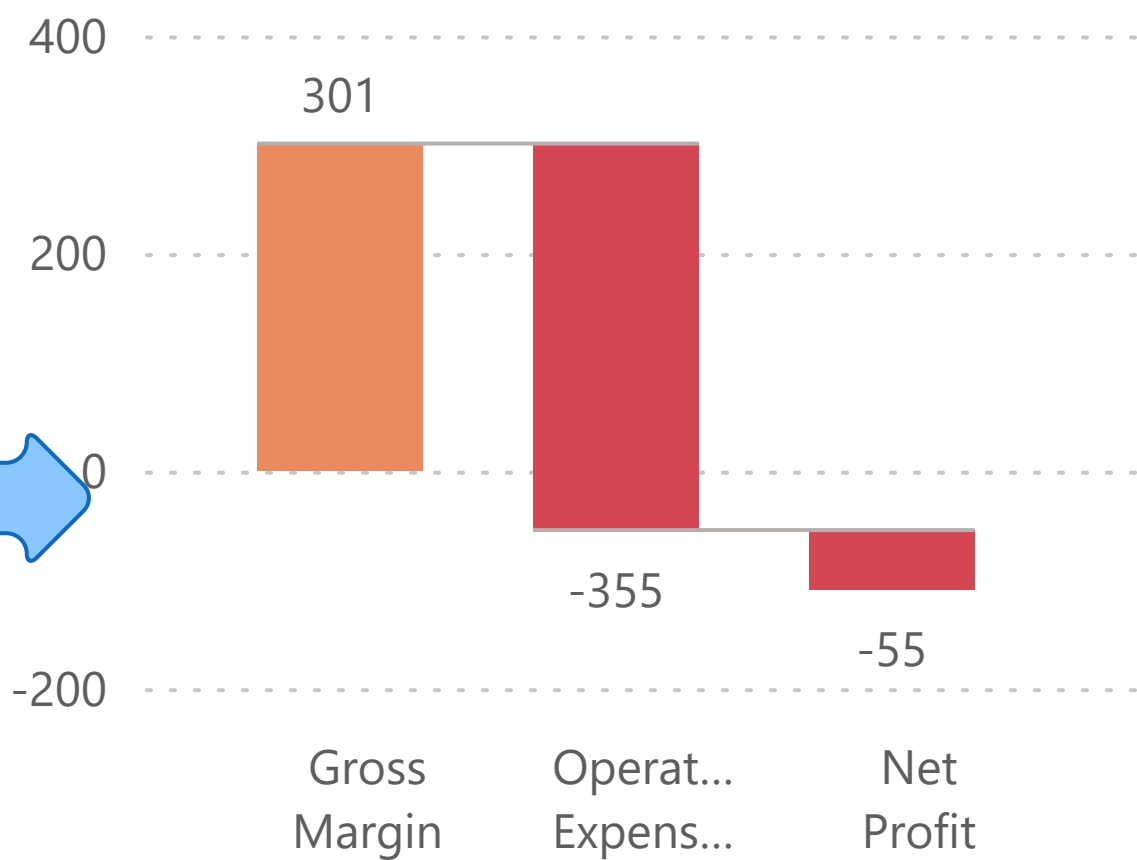
Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>+ Desktop</div>	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
<div>+ Notebook</div>	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
<div>+ Accessories</div>	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
<div>+ Peripherals</div>	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
<div>+ Networking</div>	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
<div>+ Storage</div>	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics

Total COGS Gross Margin

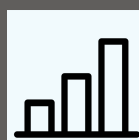


Increase Decrease



Region/Market/Customer Performance

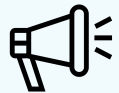
Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>+ APAC</div>	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
<div>+ NA</div>	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
<div>+ LATAM</div>	\$3.16M	1.19M	37.54%	0.20M	6.18%
<div>+ EU</div>	\$200.77M	76.98M	38.34%	2.81M	1.40%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%



Finance



Sales



Marketing



Supply Chain



Executive



Forecast Accuracy

80.69%!

LY: 82.36% (-2.03%)

Net Error

-751.71K✓

LY: 491.6K (-252.91%)

ABS Error

9539.3K!

LY: 3750.2K (+154.37%)

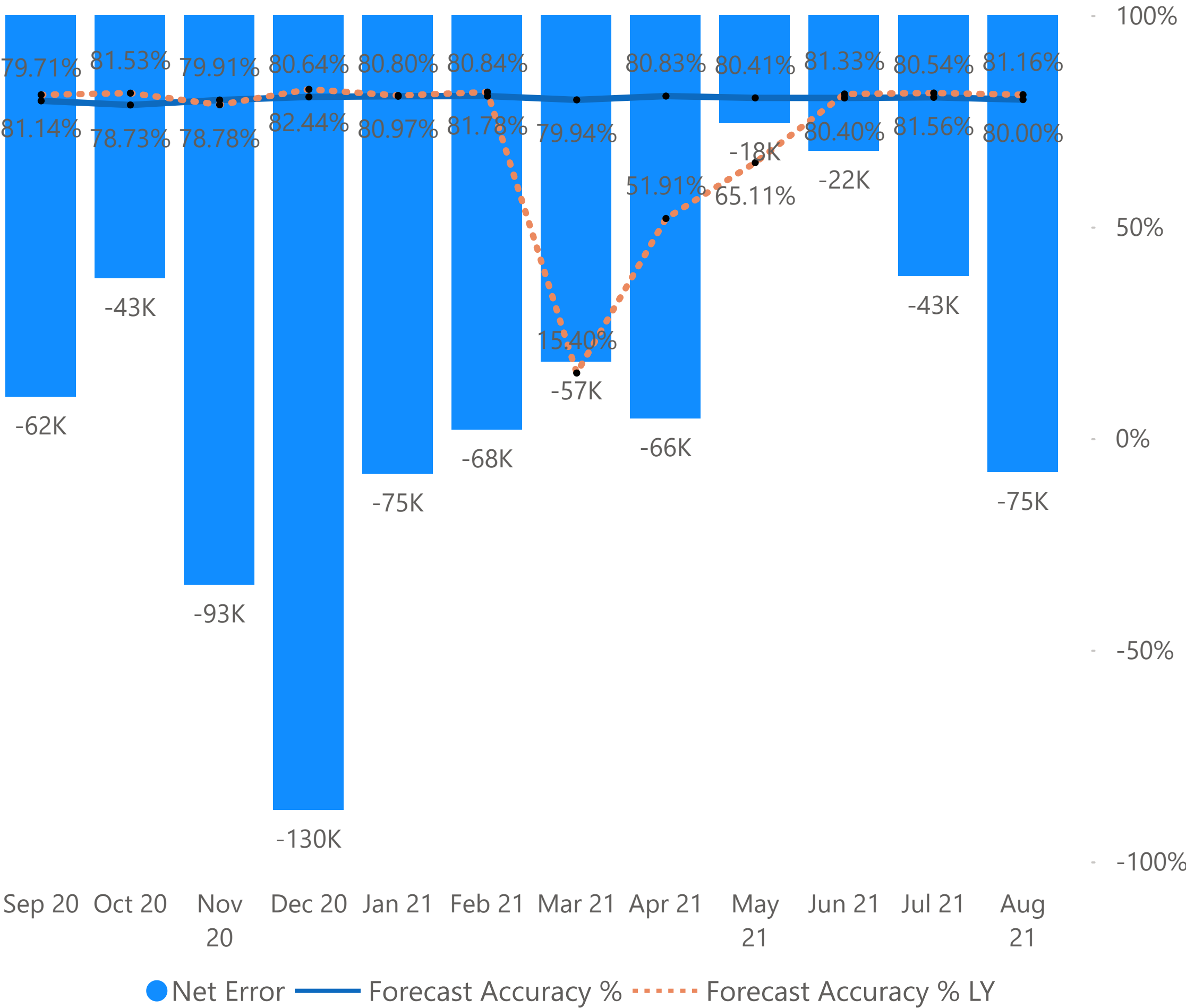
Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	74.75%	57.31%	-122555	-16.23%	OOS
All-Out	61.45%	68.24%	-12425	-30.67%	OOS
Amazon	80.74%	67.98%	-155116	-2.35%	OOS
Atliq e Store	80.70%	71.31%	-94643	-2.30%	OOS
AtliQ Exclusive	80.46%	77.97%	-189086	-4.59%	OOS
BestBuy	69.47%	61.34%	-73279	-16.97%	OOS
Total	80.69%	82.36%	-751714	-1.52%	OOS

Key Metrics By Products

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
<input type="checkbox"/> Accessories	78.03%	82.85%	-2133183	-7.06%	OOS
<input type="checkbox"/> Desktop	84.52%	95.08%	16205	11.22%	EI
<input type="checkbox"/> Networking	91.83%	71.10%	227056	8.17%	EI
<input type="checkbox"/> Notebook	80.01%	77.41%	-51254	-3.96%	OOS
<input type="checkbox"/> Peripherals	83.69%	82.03%	-318194	-5.89%	OOS
<input type="checkbox"/> Storage	84.23%	85.14%	1507656	15.77%	EI
Total	80.69%	82.36%	-751714	-1.52%	OOS

Accuracy/ Net Error Trend





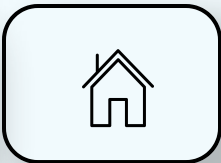
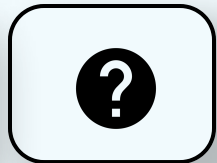
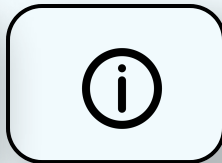
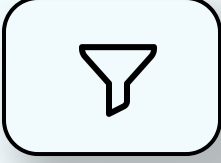
Finance

Sales

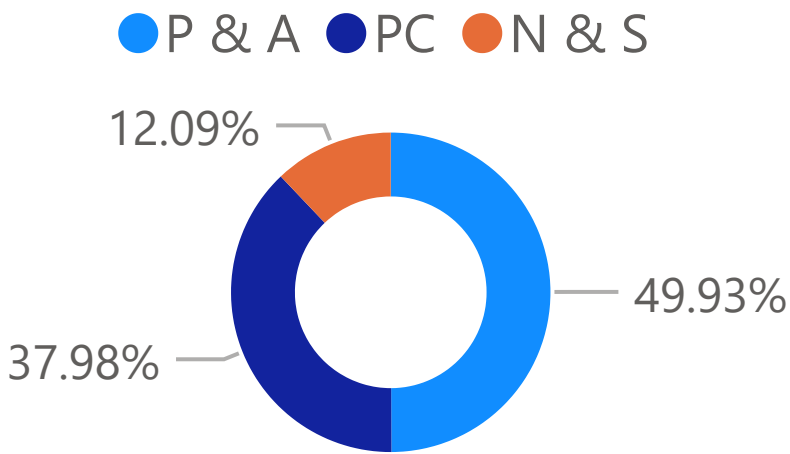
Marketing

Supply Chain

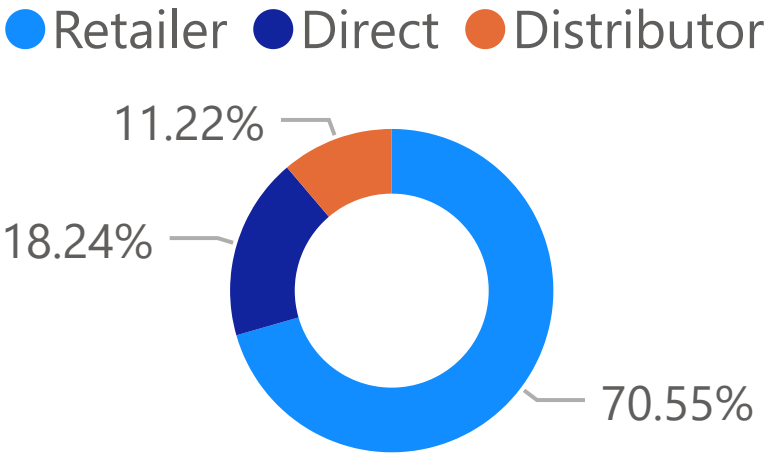
Executive



Revenue by Division



Revenue by Channel



Net Sales

\$0.82bn ✓
BM: 0.27bn (+207.43%)

GM %

36.49%!
BM: 37.10% (-1.65%)

Net Profit %

-6.63%!
LY: -0.85% (-676.38%)

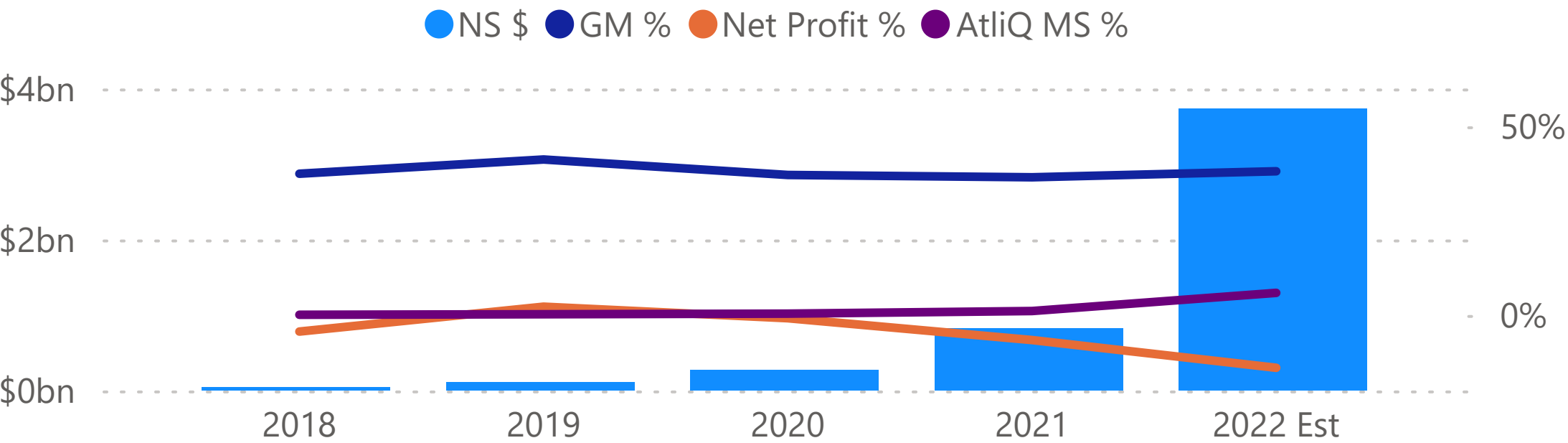
Forecast Accuracy %

80.69%!
LY: 82.36% (-2.03%)

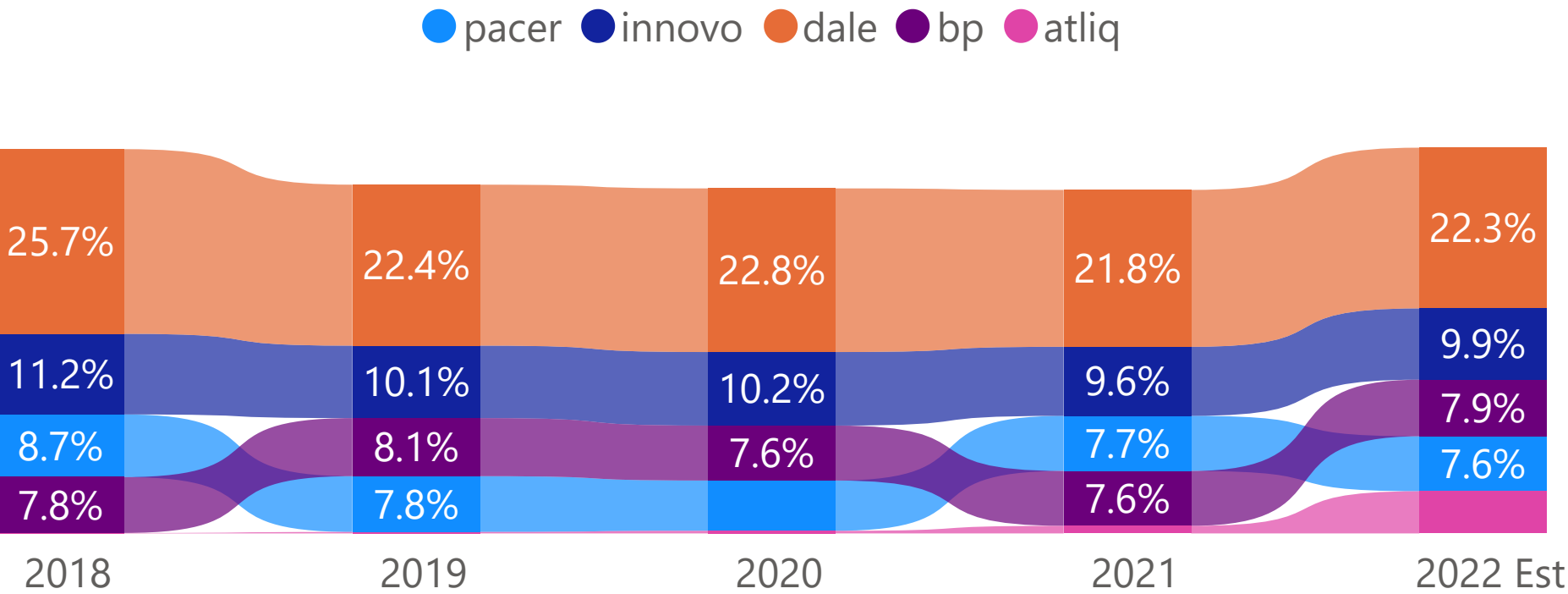
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
India	\$210.67M	25.6%	32.03% ↓	-24.65%	3.90%	EI	2.5%
ROA	\$186.89M	22.7%	38.34%	8.23%	-21.55%	OOS	1.5%
NA	\$177.94M	21.6%	37.23% ↓	-13.67%	-7.06%	OOS	0.8%
NE	\$109.29M	13.3%	38.03%	-1.14%	11.27%	EI	1.2%
SE	\$91.48M	11.1%	38.71%	4.43%	10.56%	EI	3.6%
ANZ	\$44.41M	5.4%	38.46% ↓	7.27%	-5.19%	OOS	0.3%
LATAM	\$3.16M	0.4%	37.54%	6.18%	5.32%	EI	0.0%
Total	\$823.85M	100.0%	36.49% ↓	-6.63%	-1.52%	OOS	1.1%

Yearly Trend By Revenue, GM% ,Net Profit% , Market Share%



PC Market Share Trend : AtliQ & Competitors



Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.2%	35.40% ↓
AtliQ Exclusive	9.7%	43.73% ↓
Atliq e Store	8.5%	37.54%
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
Total	37.8%	37.58%

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↑
Total	16.3%	36.52%