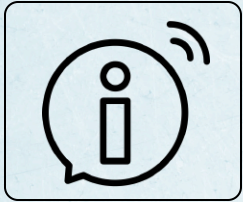




Business Insights 360



Info

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



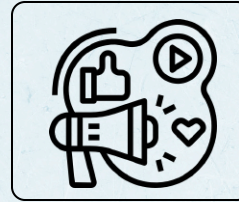
Finance View

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



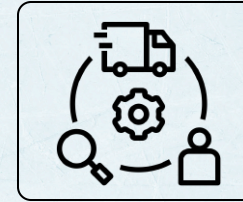
Sales View

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



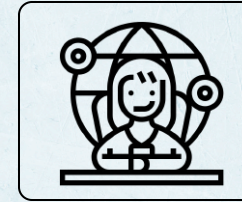
Marketing View

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

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$111.37M✓

BM: 29.11M (+282.57%)

Net Sales

41.20%✓

BM: 37.43% (+10.08%)

GM %

2.21%✓

BM: -4.38% (+150.38%)

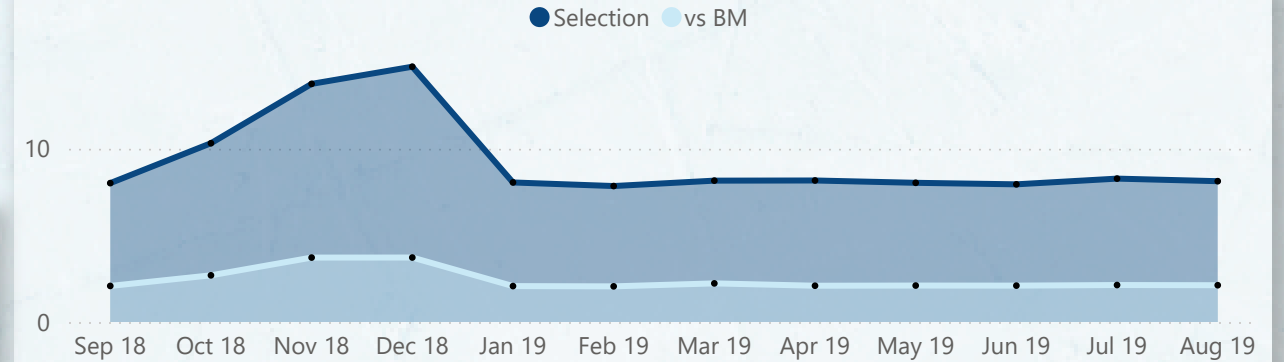
Net Profit %

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Net Sales Performance Over Time

vs LY vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
EU	17.22	881.12
LATAM	0.83	320.47
APAC	71.33	245.08
NA	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L Chg %
Accessories	28.04	213.09
Networking	17.36	436.97
Notebook	32.40	336.01
Peripherals	19.73	159.47
Storage	13.84	633.77
Total	111.37	282.57

BM - Benchmark, LY- Last Year



region, market

customer

segment, category, pr...

All

All

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$1.75M	0.59M	33.50%
Amazon	\$15.35M	6.38M	41.57%
Argos (Sainsbury's)	\$0.43M	0.18M	43.03%
Atlas Stores	\$0.22M	0.09M	39.84%
Atliq e Store	\$9.15M	3.75M	40.99%
AtliQ Exclusive	\$11.73M	5.68M	48.41%
BestBuy	\$1.04M	0.33M	31.46%
Billa	\$0.36M	0.14M	40.48%
Boulanger	\$0.30M	0.11M	38.54%
Chip 7	\$0.73M	0.28M	38.59%
Circuit City	\$1.03M	0.33M	31.79%
Control	\$1.10M	0.35M	31.94%
Coolblue	\$0.57M	0.23M	39.92%
Total	\$111.37M	45.89M	41.20%

Product Performance

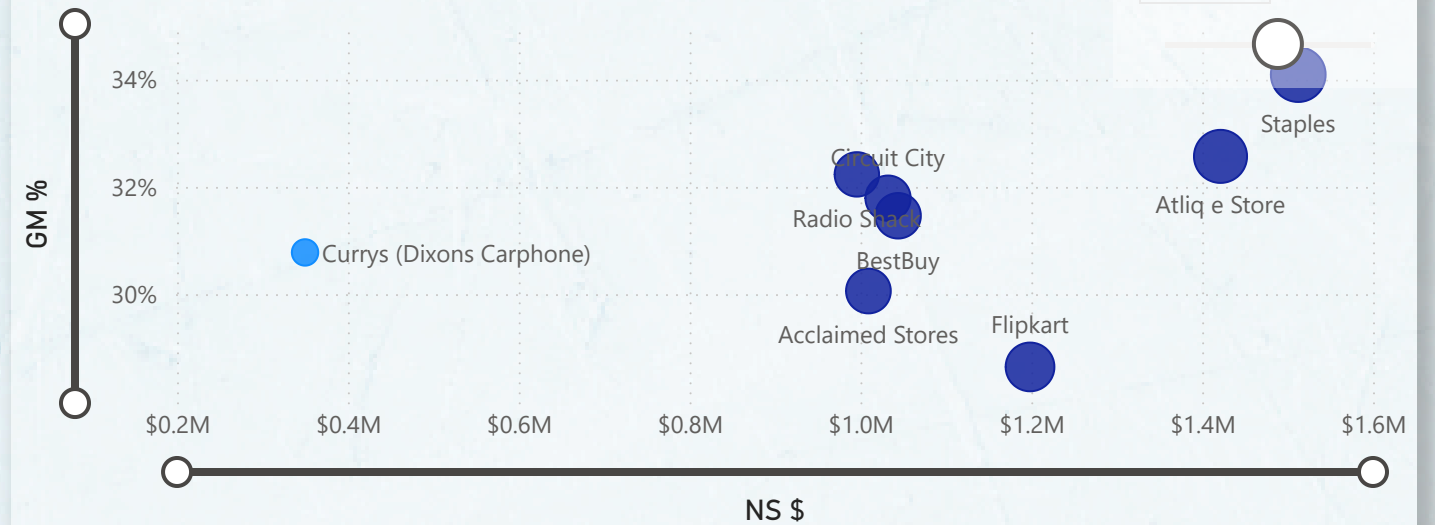
segment	NS \$	GM \$	GM %
⊕ Peripherals	\$19.73M	8.29M	42.01%
⊕ Accessories	\$28.04M	11.58M	41.31%
⊕ Notebook	\$32.40M	13.38M	41.29%
⊕ Storage	\$13.84M	5.68M	41.04%
⊕ Networking	\$17.36M	6.96M	40.08%
Total	\$111.37M	45.89M	41.20%

Performance Matrix

vs LY

vs Target

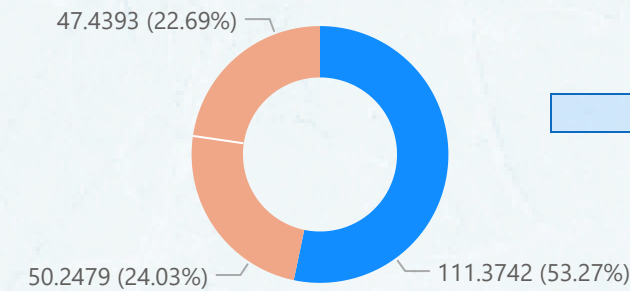
region ● EU ● NA



Unit Economics

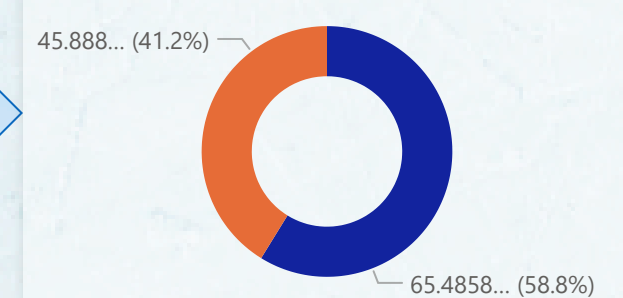
P & L values by Description

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



P & L values by Description

● Total COGS ● Gross Margin





region, market

customer

segment, category, pr...

All

All

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

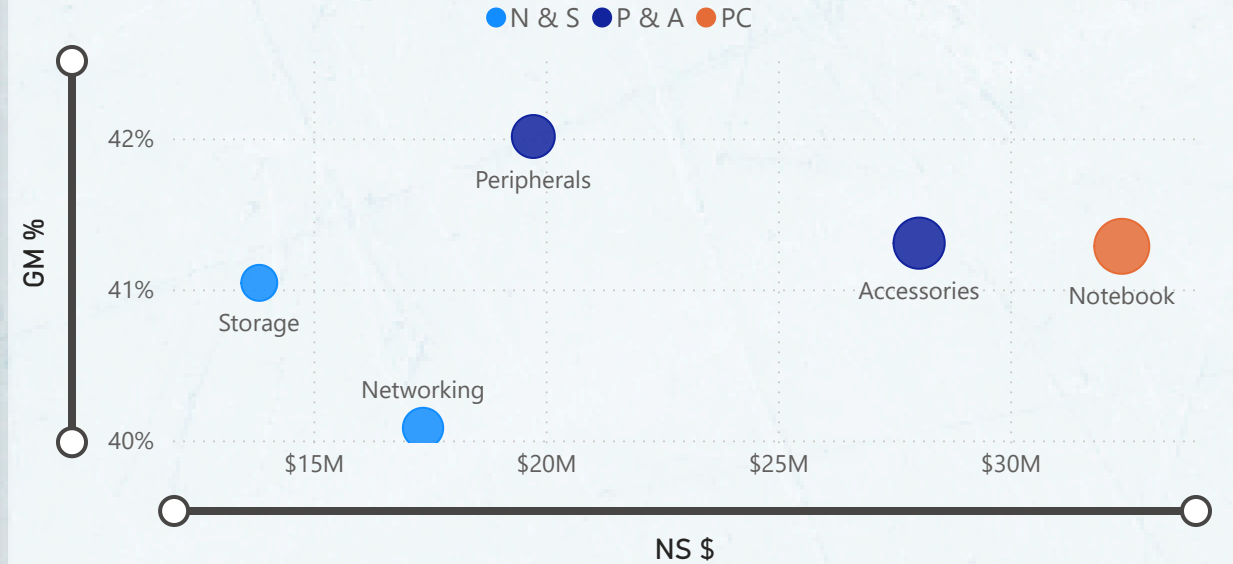
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%
Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Show NP %

Performance Matrix



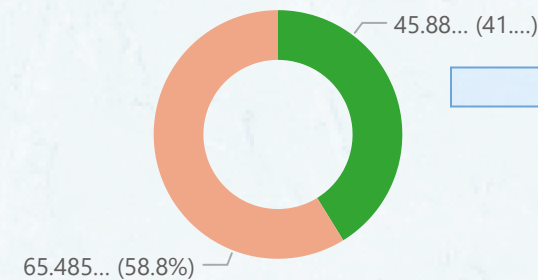
Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%
EU	\$17.22M	7.05M	40.97%	0.04M	0.23%
LATAM	\$0.83M	0.35M	42.32%	0.06M	7.53%
NA	\$22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Unit Economics

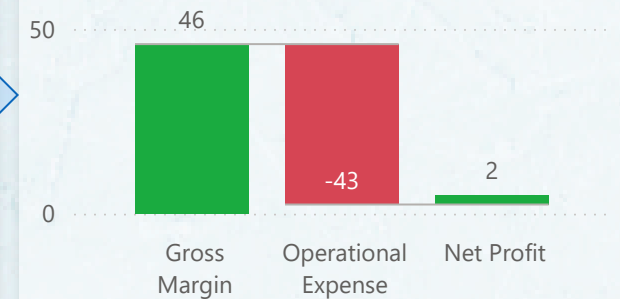
P & L values by Description

Gross Margin Total COGS



P & L values by Description

Increase Decrease





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

86.45%✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)

Net Error

1547.8K!

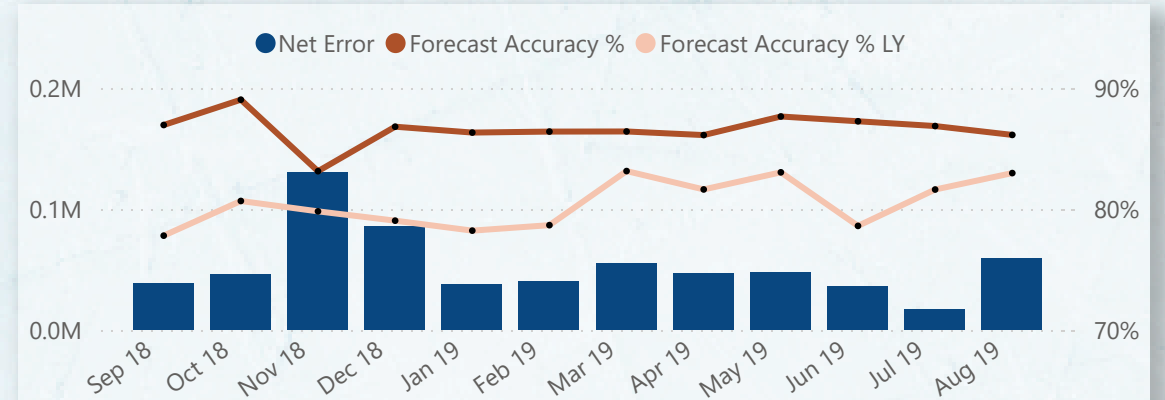
LY: 813.7K (+90.21%)

ABS Error

Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.2%	EI
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4%	EI
Atliq e Store	76.51%	68.38%	37982	4.1%	EI
AtliQ Exclusive	76.67%	67.89%	92532	8.5%	EI
Boulanger	45.56%	40.83%	1993	6.1%	EI
Croma	48.82%	44.74%	45283	20.1%	EI
Digimarket	52.62%	44.10%	19920	17.4%	EI
Ebay	51.05%	51.42%	12676	4.1%	EI
Electricalsara Stores	52.73%	41.97%	7322	28.9%	EI
Electricalslance Stores	57.64%		3507	19.3%	EI
Electricalslytical	51.50%	44.88%	43072	16.9%	EI
Electricalsociety	52.63%	49.12%	64722	20.1%	EI
Euronics	57.34%	43.62%	3078	7.1%	EI
Expression	46.37%	45.67%	50774	20.0%	EI
Ezone	47.80%	42.50%	58241	23.8%	EI
Flawless Stores	47.26%		3166	24.2%	EI
Flipkart	50.68%	53.07%	13240	3.3%	EI
Total	86.45%	80.31%	637478	5.6%	EI

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	90.20%	79.13%	-56895	2.34%	OOS
Peripherals	85.06%	79.51%	-14576	3.02%	OOS
Notebook	83.02%	85.46%	-29145	2.28%	OOS
Networking	81.50%	84.87%	305573	1.02%	EI
Storage	80.25%	88.60%	432521	2.09%	EI
Total	86.45%	80.31%	637478	2.21%	EI



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

\$111.37M✓

BM: 29.11M

(+282.57%)

Net Sales

41.20%✓

BM: 37.43%

(+10.08%)

GM %

2.21%✓

BM: -4.38%

(+150.38%)

Net Profit %

86.45%✓

BM: 80.31% (+7.65%)

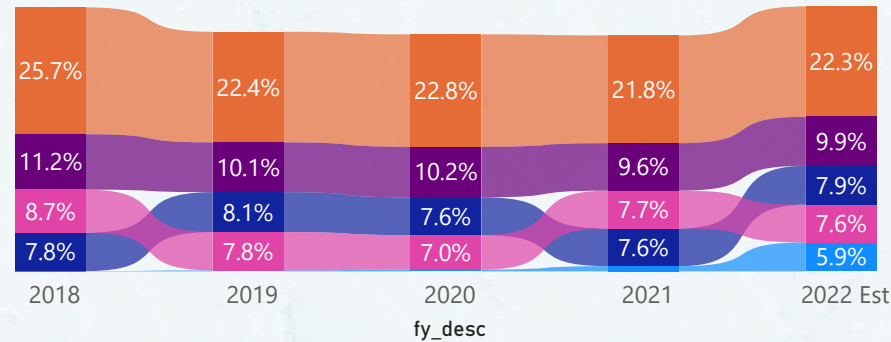
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$4.7M	4.3%	42.6%	10.2%	0.0%	23.8%	EI
India	\$37.8M	33.9%	42.3%	-0.2%	0.6%	18.8%	EI
LATAM	\$0.8M	0.7%	42.3%	7.5%	0.0%	-27.2%	OOS
NA	\$22.0M	19.8%	35.0%	-9.1%	0.1%	-37.0%	OOS
NE	\$6.8M	6.1%	36.8%	-10.8%	0.1%	-6.6%	OOS
ROA	\$28.8M	25.9%	44.4%	13.7%	0.3%	17.1%	EI
SE	\$10.4M	9.3%	43.7%	7.5%	0.5%	-21.5%	OOS
Total	\$111.4M	100.0%	41.2%	2.2%	0.2%	5.6%	EI

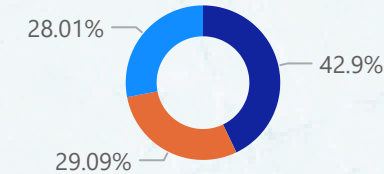
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



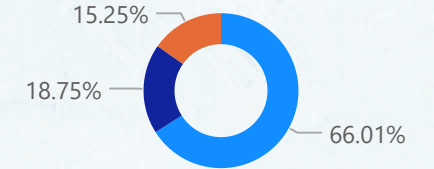
Revenue by Division

division ● P & A ● PC ● N & S



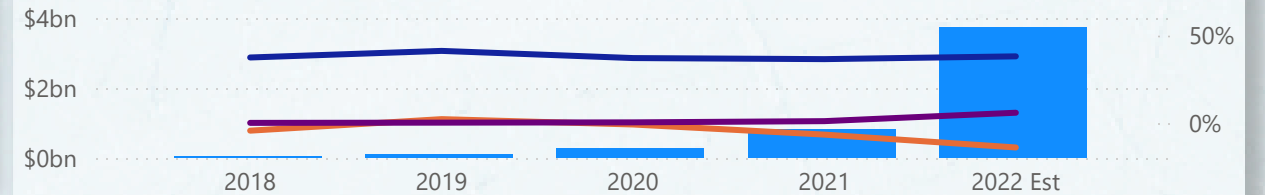
Revenue by Channel

channel ● Retailer ● Direct ● Distributor



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	13.8%	41.57%
Atliq e Store	8.2%	40.99%
AtliQ Exclusive	10.5%	48.41%
Leader	5.2%	48.13%
Sage	5.3%	43.70%
Total	43.0%	44.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	5.1%	41.68%
AQ Digit SSD	5.6%	41.20%
AQ Gamers	5.7%	41.58%
AQ Neuer SSD	6.9%	40.91%
AQ Wi Power Dx1	11.6%	40.34%
Total	34.8%	40.99%