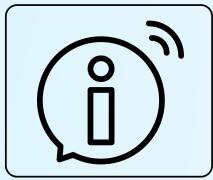




Business Insights 360



Info

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



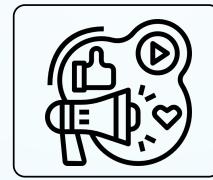
Finance View

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



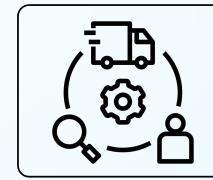
Sales View

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



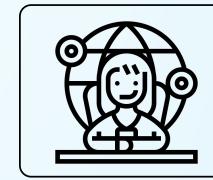
Marketing View

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, categor... ▾

All

2018 2019 2020 2021 2022 EST

Last year Target

Q 1 Q 2 Q 3 Q 4 YTD YTG

BM Value not available for selected filter

\$823.85M ✓

BM: (Blank) (+Infinity%)

Net sales

36.5% ✓

BM: (Blank) (+Infinity%)

Gross Margin %

-6.63% !

BM: (Blank) (-Infinity%)

Net Profit %

Profit & Loss statement

Line Item	2021
Net Profit %	-0.1
Net Profit	-54.7
operational expense	-355.3
GM / Unit	6.0
Gross Margin %	36.5
Gross Margin	300.6
Total COGS	523.2
- Other Cost	3.4
- Freight Cost	22.1
- Manufacturing Cost	497.8
Net Sales	823.8
Total Post Invoice	448.3
Deduction	
- Post Deductions	166.6
- Post Discounts	281.6
Net Invoice Sales	1272.1
Pre Invoice Deduction	392.5
Gross Sales	1664.6

Net sales Performance over time

Selected year P&L BM

Sep 20 Oct 20 Nov 20 Dec 20 Jan 21 Feb 21 Mar 21 Apr 21 May 21 Jun 21 Jul 21 Aug 21

Top/Bottum Products & customers by Net sales

region	P&L values	change %
APAC	441.98	
EU	200.77	
LATAM	3.16	
NA	177.94	
Total	823.85	

segment	P&L values	change %
Accessories	244.85	
Desktop	46.43	
Networking	45.16	
Notebook	266.49	
Peripherals	166.51	
Storage	54.42	
Total	823.85	

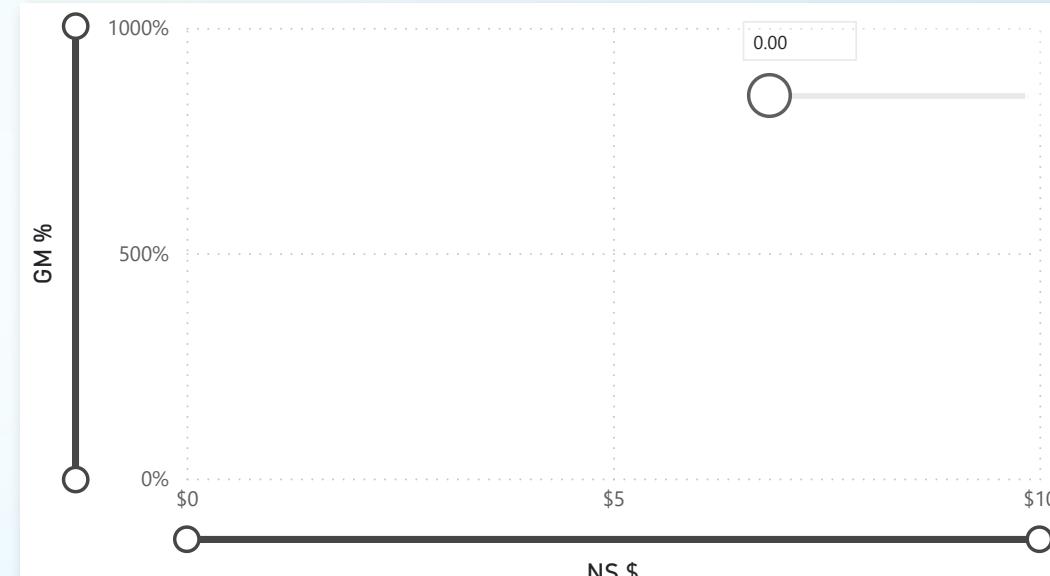

region, market
customer
segment, categor...
2018
2019
2020
2021
2022 EST
Q 1
Q 2
Q 3
Q 4
YTD
YTG

Customer Performance

customer	NS \$	GM \$	GM %
Notebillig	\$1.47M	\$0.27M	18.3%
Billa	\$1.65M	\$0.41M	24.7%
Sound	\$5.68M	\$1.46M	25.6%
Croma	\$9.88M	\$2.60M	26.3%
Viveks	\$10.09M	\$2.66M	26.4%
Ezone	\$10.30M	\$2.72M	26.4%
Nova	\$0.46M	\$0.12M	26.6%
Otto	\$1.57M	\$0.42M	26.9%
Integration Stores	\$1.88M	\$0.51M	27.3%
Saturn	\$1.56M	\$0.43M	27.4%
Digimarket	\$5.41M	\$1.52M	28.1%
Currys (Dixons Carphone)	\$2.43M	\$0.69M	28.4%
Atliq Exclusive	\$10.77M	\$3.07M	28.5%
Vijay Sales	\$11.27M	\$3.27M	29.0%
Total	\$823.85M	\$300.63M	36.5%

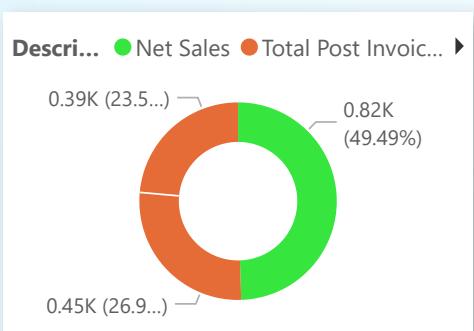
Net sales and Gross margin % by region

Last year Target

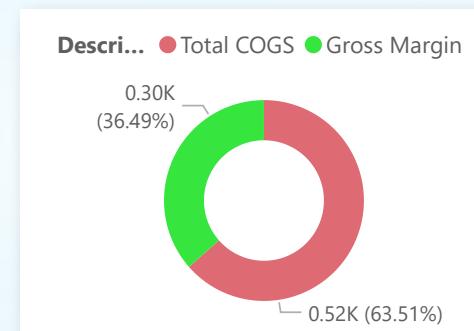


Unit Economics

Descript... ● Net Sales ● Total Post Invoic... ▶



Descript... ● Total COGS ● Gross Margin



Product Performance

segment	NS \$	GM \$	GM %
Desktop	\$46.43M	\$16.79M	36.2%
Notebook	\$266.49M	\$97.12M	36.4%
Accessories	\$244.85M	\$89.30M	36.5%
Peripherals	\$166.51M	\$60.81M	36.5%
Networking	\$45.16M	\$16.60M	36.8%
Storage	\$54.42M	\$20.00M	36.8%
Total	\$823.85M	\$300.63M	36.5%



- Home
- Analytics
- Marketing
- Customer
- Operations
- Finance
- HR

region, market ▾

customer ▾

segment, categor... ▾

2018 2019 2020 2021 2022 EST

Q 1 Q 2 Q 3 Q 4

YTD YTG

Key metrics by Products

segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
Notebook	\$266.49M	\$97.12M	36.4%	-17.71M	-6.64%
Personal Laptop	\$113.07M	\$40.84M	36.1%	-7.90M	-6.99%
Gaming Laptop	\$78.53M	\$28.92M	36.8%	-4.92M	-6.27%
Business Laptop	\$74.88M	\$27.37M	36.5%	-4.88M	-6.52%
Accessories	\$244.85M	\$89.30M	36.5%	-16.28M	-6.65%
Keyboard	\$134.14M	\$48.93M	36.5%	-8.91M	-6.65%
Mouse	\$103.30M	\$37.68M	36.5%	-6.87M	-6.65%
Batteries	\$7.40M	\$2.69M	36.3%	-0.50M	-6.72%
Peripherals	\$166.51M	\$60.81M	36.5%	-11.02M	-6.62%
Processors	\$101.33M	\$36.89M	36.4%	-6.80M	-6.71%
Graphic Card	\$37.67M	\$13.79M	36.6%	-2.48M	-6.59%
MotherBoard	\$16.04M	\$5.91M	36.8%	-1.01M	-6.30%
Internal HDD	\$11.47M	\$4.21M	36.7%	-0.73M	-6.40%
Storage	\$54.42M	\$20.00M	36.8%	-3.46M	-6.36%
External Solid State	\$48.87M	\$18.03M	36.9%	-3.04M	-6.22%
Total	\$823.85M	\$300.63M	36.5%	-54.65M	-6.63%

Last year Target

Show GM %

Net sales and Gross margin % by Products

division N & S P & A PC

Net profit %

NS \$

Unit Economics

Des... ● Total COGS ● Gross Ma...

0.30K (36.49%)

0.52K (63.51%)

400
200
0
-200

P&L values

Gross Mar... Open... Net Profit Description

301 -355 -55

Key metrics by Region

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
APAC	\$441.98M	\$156.21M	35.3%	-3,33,31,734.28	-7.54%
Australia	\$27.60M	\$9.09M	32.9%	-7,37,623.92	-2.67%
Bangladesh	\$9.11M	\$3.15M	34.5%	2,78,201.92	3.05%
China	\$29.87M	\$12.28M	41.1%	5,70,806.70	1.91%
India	\$210.67M	\$67.48M	32.0%	-5,19,34,241.23	-24.65%
Indonesia	\$24.24M	\$9.32M	38.5%	2,69,622.89	1.11%
Japan	\$10.37M	\$4.82M	46.5%	13,80,369.34	13.32%
New Zealand	\$16.81M	\$7.99M	47.5%	29,66,238.04	23.59%
Total	\$823.85M	\$300.63M	36.5%	-5,46,51,041.25	-6.63%



region, market ▾ customer ▾ segment, categor... ▾

All All All

2018 2019 2020 2021 2022 EST

Last year Target

80.21% ✓
LY: 72.99% (+9.88%)

(\$751.71K) ✓
LY: 491599 (+252.91%)

\$9.78M !
LY: 5743199 (-70.3%)

Forecast Accuracy Net Error Absolute Error

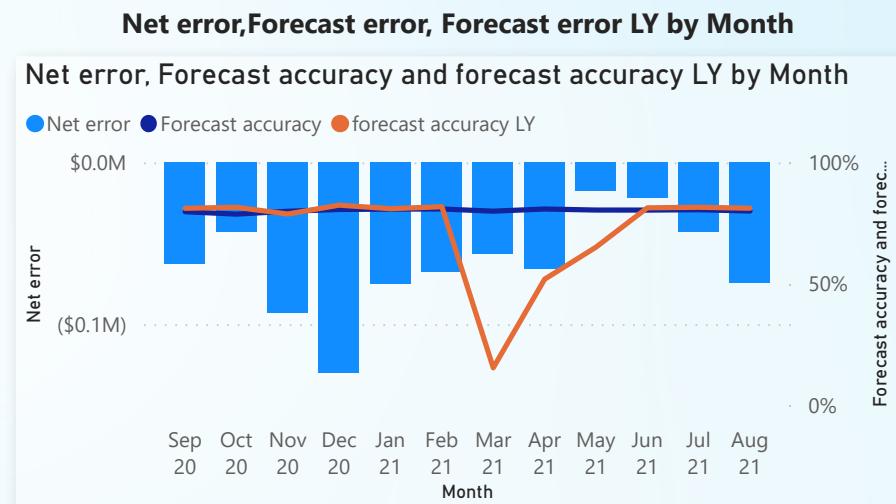
Key metrics by Customer

customer	Forecast Accuracy	forecast accuracy LY	Net error	absolute error	net error %	Risk
Atlas Stores	48.16%	39.19%	\$99.52K	\$174.12K	29.63%	ES
Electricalsiquipo Stores	48.82%	39.26%	\$89.61K	\$168.87K	27.16%	ES
Coolblue	52.95%	43.16%	\$116.84K	\$204.64K	26.87%	ES
Logic Stores	51.44%	37.85%	\$115.48K	\$208.76K	26.86%	ES
UniEuro	58.22%	45.77%	\$173.58K	\$308.14K	23.54%	ES
Chiptec	52.54%	27.04%	\$72.18K	\$155.19K	22.07%	ES
Premium Stores	55.64%	42.85%	\$75.21K	\$167.92K	19.87%	ES
Chip 7	53.44%	41.32%	\$95.12K	\$235.34K	18.82%	ES
Unity Stores	44.61%	27.53%	\$24.93K	\$74.25K	18.60%	ES
Boulanger	58.77%	38.12%	\$81.79K	\$183.85K	18.34%	ES
Radio Popular	56.74%	50.36%	\$72.81K	\$202.93K	15.52%	ES
Euronics	60.79%	42.25%	\$58.39K	\$149.20K	15.34%	ES
Mbit	62.34%	49.13%	\$51.22K	\$137.27K	14.05%	ES
Flawless Stores	56.29%	38.59%	\$20.84K	\$67.42K	13.52%	ES
Power	56.72%	40.19%	\$22.12K	\$72.63K	13.18%	ES
Taobao	44.98%	-4.05%	\$38.25K	\$163.92K	12.84%	ES
Electricalsara Stores	52.02%	32.38%	\$19.89K	\$76.80K	12.43%	ES
Electricalslytical	50.82%	39.26%	\$130.90K	\$526.15K	12.24%	ES
Total	80.21%	72.99%	(\$751.71 K)	\$9,780.74K	-1.52%	OOS

Net error, Forecast error, Forecast error LY by Month

Net error, Forecast accuracy and forecast accuracy LY by Month

Net error • Forecast accuracy • forecast accuracy LY



Key metrics by Product

segment	Forecast accuracy	forecast accuracy LY	Net error	absolute error	net error %	Risk
Accessories	77.66%	71.42%	(\$2,133.18K)	\$6,752.58K	-7.06%	OOS
Desktop	84.37%	70.07%	\$16.21K	\$22.57K	11.22%	ES
Networking	90.40%	52.50%	\$227.06K	\$266.97K	8.17%	ES
Notebook	79.99%	76.65%	(\$51.25K)	\$259.00K	-3.96%	OOS
Business Laptop	84.29%	79.87%	\$58.13K	\$58.24K	15.68%	ES
Gaming Laptop	84.95%	77.09%	\$45.63K	\$45.74K	15.01%	ES
Total	80.21%	72.99%	(\$751.71 K)	\$9,780.74K	-1.52%	OOS

Region, Market

All

Customer

All

Segment, Category

All

Year

2018 2019 2020 2021 2022 EST

Last year Target

BM Value not available for selected filter

\$823.85M ✓ BM: (Blank) (+Infinity%)	36.5% ✓ BM: (Blank) (+Infinity%)	-6.63% ! BM: (Blank) (-Infinity%)	80.21% ✓ LY: 72.99% (+9.88%)
Net sales	Gross Margin %	Net Profit %	Forecast Accuracy

Key metrics by Subzone

Sub Zone	NS \$	RC	GM %	Net profit %	Mkt share %	Risk
India	\$210.67M	25.6%	32.0%	-24.65%	2.5%	ES
ROA	\$186.89M	22.7%	38.3%	8.23%	1.5%	OOS
NA	\$177.94M	21.6%	37.2%	-13.67%	0.8%	OOS
NE	\$109.29M	13.3%	38.0%	-1.14%	1.2%	ES
SE	\$91.48M	11.1%	38.7%	4.43%	3.6%	ES
ANZ	\$44.41M	5.4%	38.5%	7.27%	0.3%	OOS
LATAM	\$3.16M	0.4%	37.5%	6.18%	0.0%	ES
Total	\$823.85M	100.0%	36.5%	-6.63%	1.1%	OOS

Market share trend- Atliq & Competitors

Company name ● atliq ● bp ● dale ● innovo ● pacer

Year	atliq	bp	dale	innovo	pacer
2018	7.8%	7.8%	8.7%	11.2%	25.7%
2019	7.8%	8.1%	8.1%	10.1%	22.4%
2020	7.6%	7.6%	7.6%	10.2%	22.8%
2021	7.6%	7.6%	7.7%	9.6%	21.8%
2022	7.6%	7.6%	7.9%	9.9%	22.3%

Revenue by Division

● P & A ● PC ● N & S

Division	Revenue %
P & A	49.96%
PC	38.38%
N & S	11.66%

Revenue by Channel

● Distributor ● Direct ● Retailer

Channel	Revenue %
Distributor	73.52%
Direct	26.48%
Retailer	0%

Yearly trend by Revenue, GM %, NP % and Market share %

● NS \$ ● GM % ● Net profit % ● mkt share %

FY desc	NS \$	GM %	Net profit %	mkt share %
2018	\$0bn	~10%	~10%	~10%
2019	\$0.5bn	~12%	~12%	~12%
2020	\$1.5bn	~10%	~10%	~10%
2021	\$2.5bn	~10%	~10%	~10%
2022 EST	\$4bn	~12%	~12%	~12%

Top 5 Customers by revenue

customer	RC	GM %
Sage	3.3%	35.2%
Flipkart	3.1%	30.2%
Atliq e Store	8.5%	37.5%
Amazon	13.2%	35.4%
Atliq Exclusive	8.4%	46.1%
Total	36.5%	37.9%

Top 5 Products by revenue

product	RC	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
Total	16.3%	36.5%