

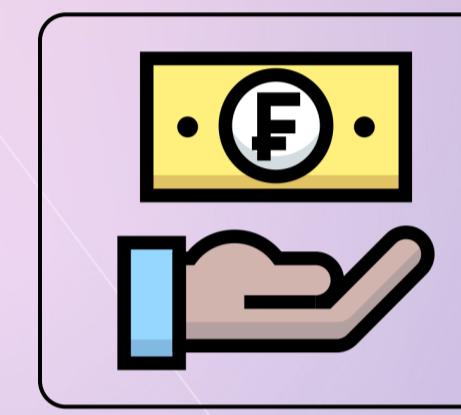


# Business Insights 360



## 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...



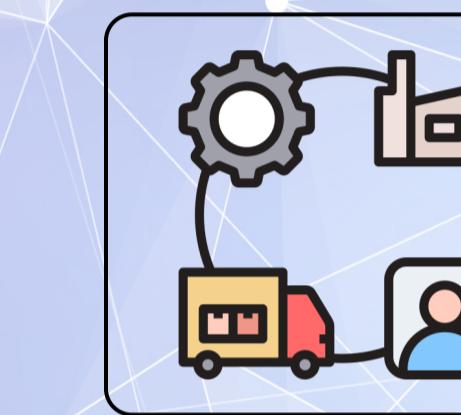
## Sales View

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



## Marketing

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 .

region, market  
Allcustomer  
Allsegment, categor...  
All2018 2019 2020 2021 2022  
EST

Q1 Q2 Q3 Q4

YTD YTG

₹ 3.74bn!  
BM: 3.81bn (-1.86%)38.08%!  
BM: 38.34% (-0.66%)-13.98%✓  
BM: -14.19% (+1.47%)

Net Sales

GM %

Net Profit %

## Profit &amp; 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

1,727.01

- Post Deductions

1,243.54

Total Post Invoice

1,906.95

Deduction

Net Sales

3,736.17 3,807.09

-70.92

-1.86

- 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

-2.51

Gross Margin %

38.08

38.34

-0.25

-0.66

GM / Unit

15.76

Operational Expense

-1,945.30

Net Profit

-522.42

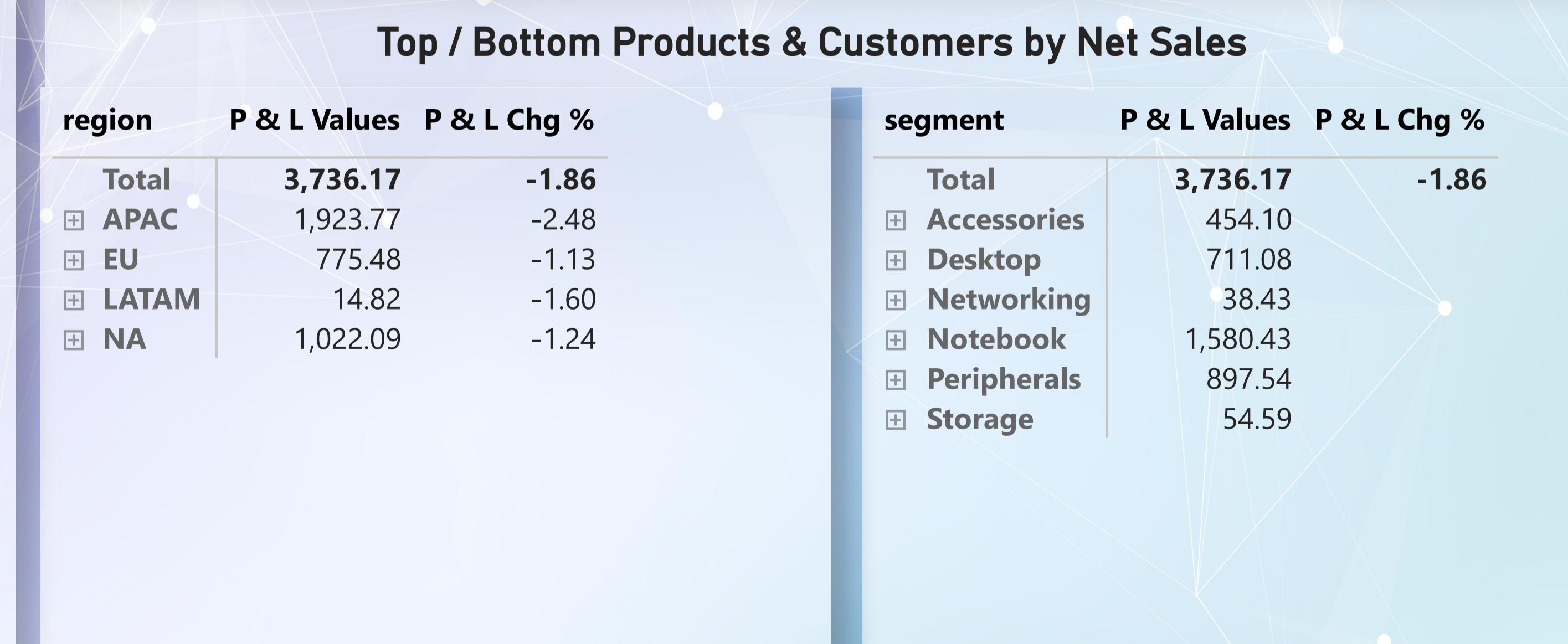
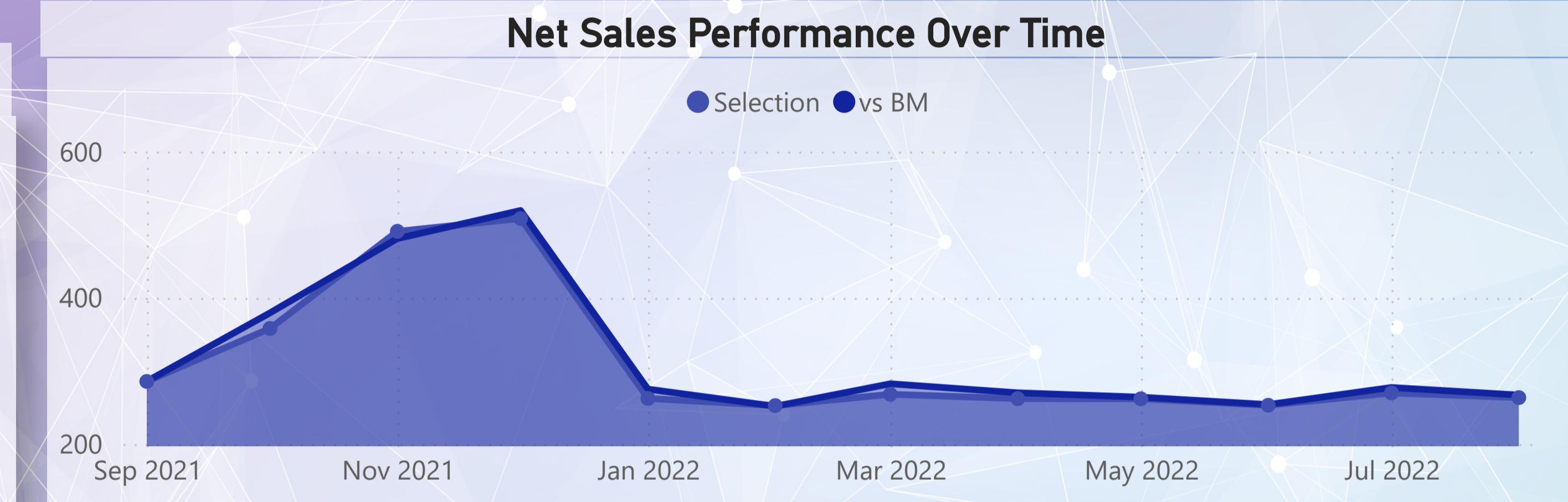
Net Profit %

-13.98

-14.19

0.21

-1.47





region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

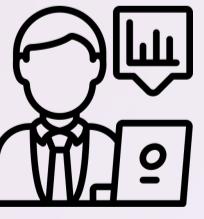
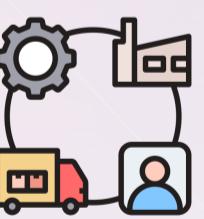
Q4

YTD

YTG

vs LY

vs Target



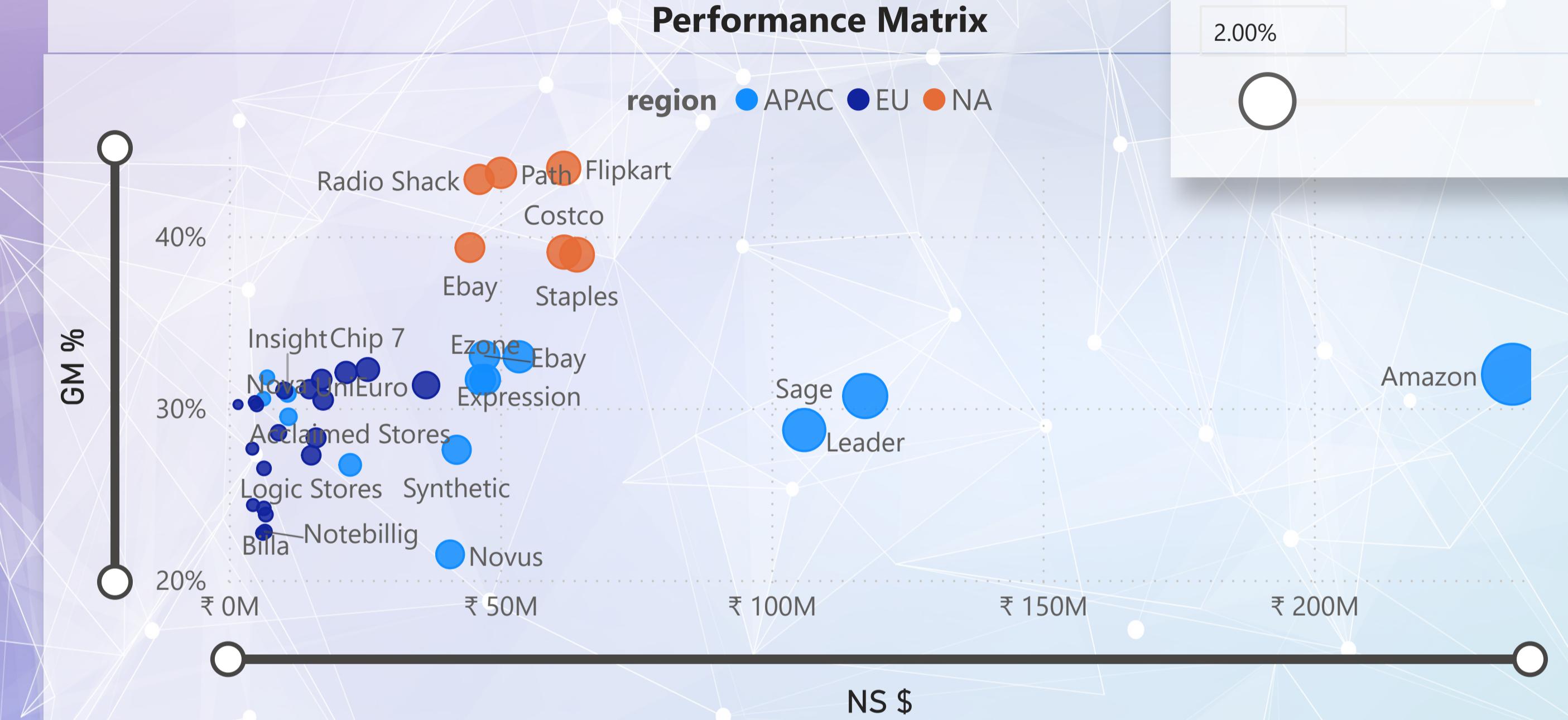
## Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%
Chiptec	₹ 18.93M	7.37M	38.94%
Circuit City	₹ 52.42M	24.51M	46.77%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

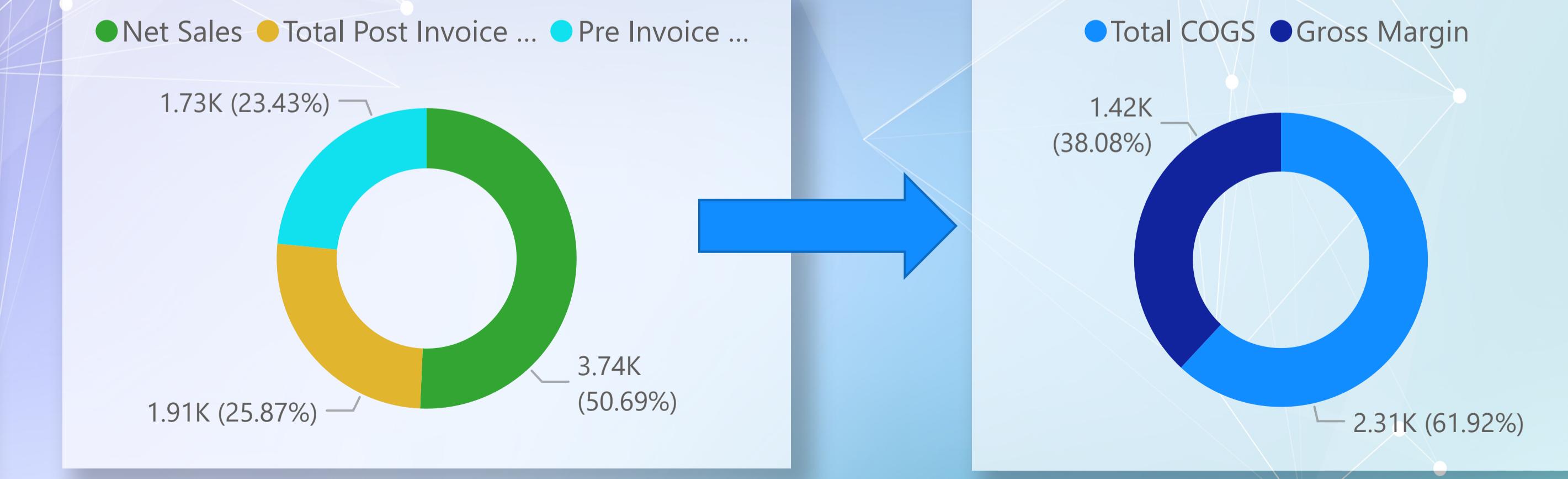
## Product Performance

segment	NS \$	GM \$	GM %
Accessories	₹ 454.10M	172.61M	38.01%
Batteries	₹ 71.37M	26.84M	37.61%
Keyboard	₹ 225.25M	85.98M	38.17%
Mouse	₹ 157.48M	59.79M	37.96%
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%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Performance Matrix



## Unit Economics





region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

YTD

YTG

Show GM %



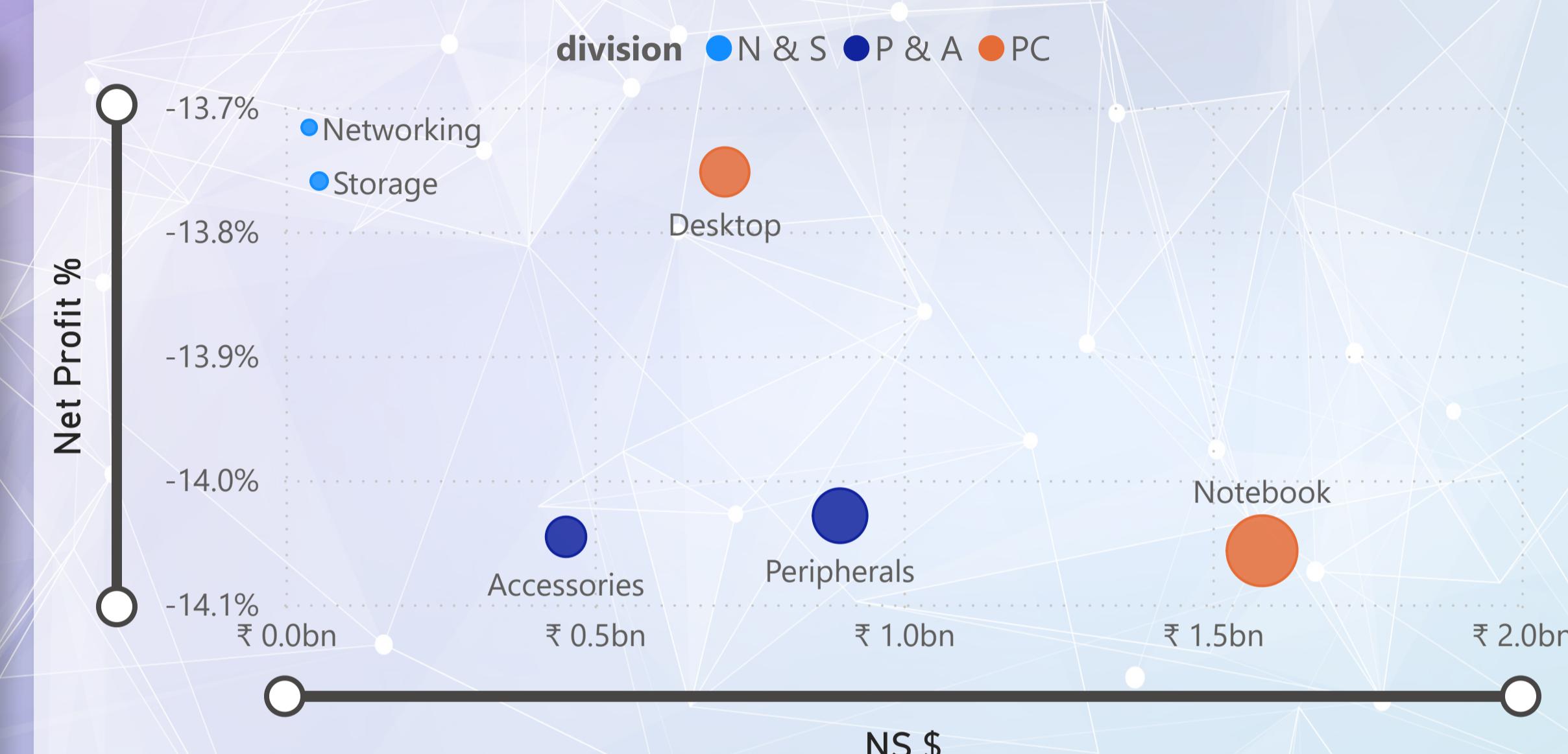
### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

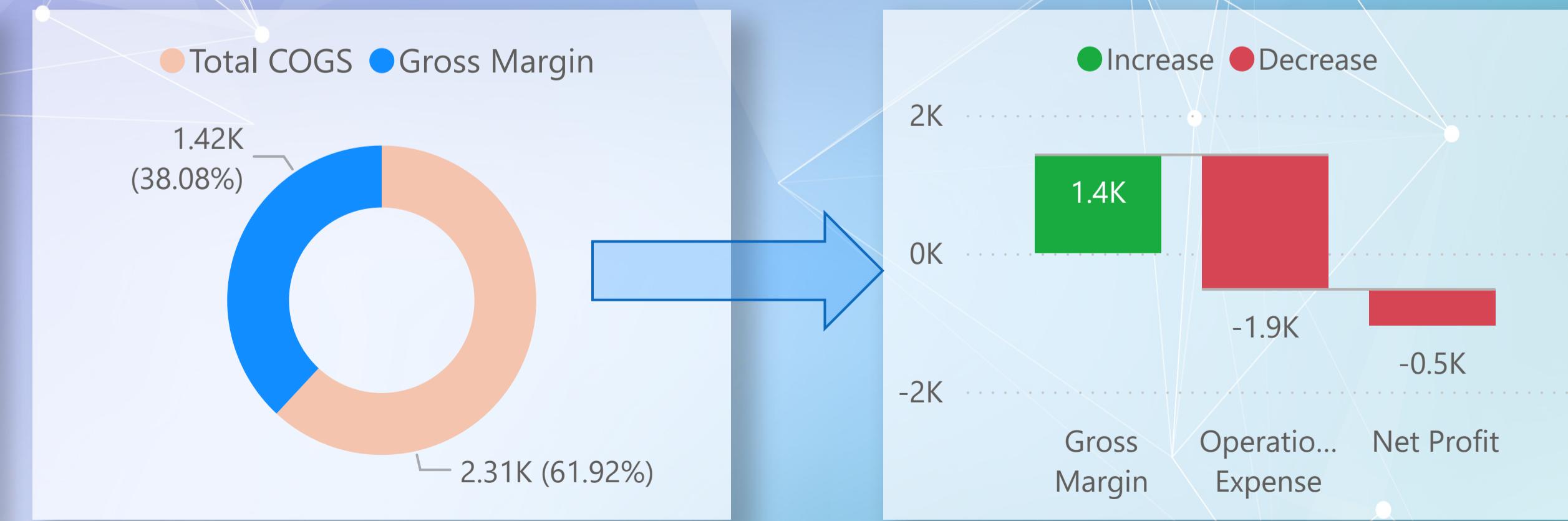
### Region / Market / Customer Performance

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

### Performance Matrix



### Unit Economics





region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022

EST

Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

LY: 9780.7K (-29.46%)

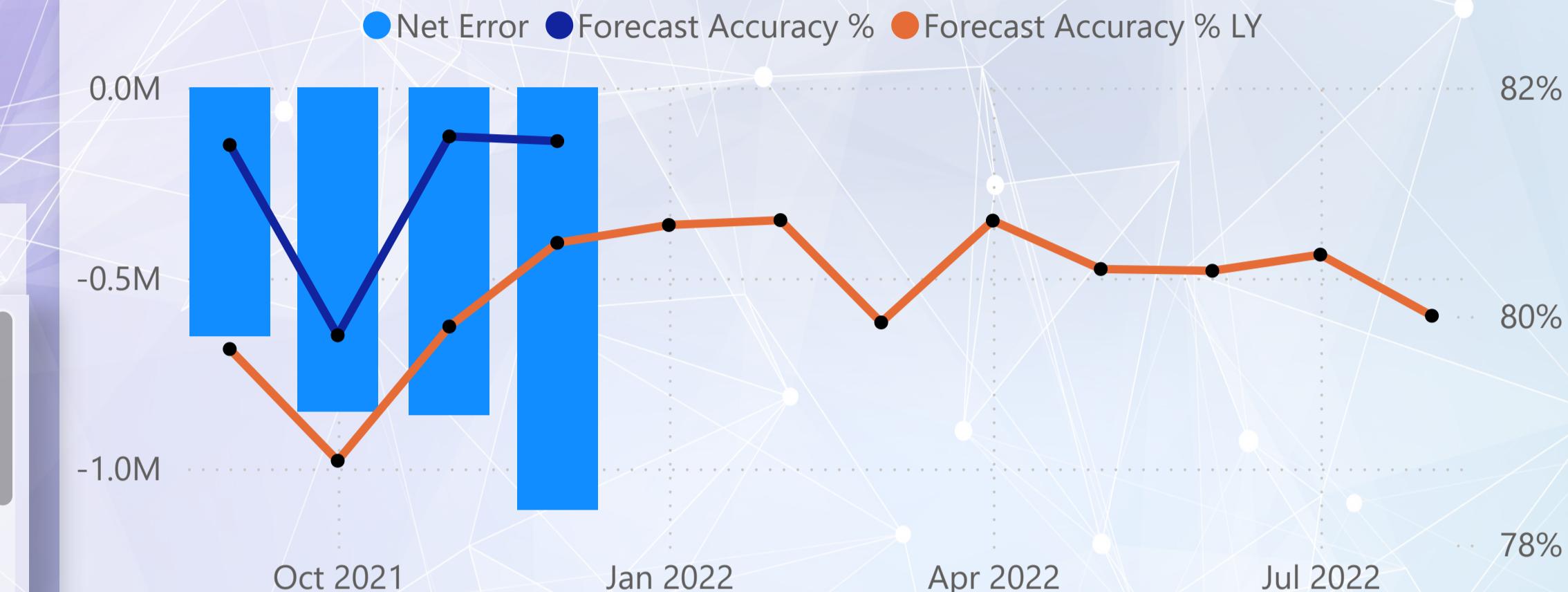
ABS Error

### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
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Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

### Accuracy / Net Error Trend



### Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
<b>Total</b>					
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-320428	-31.83%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>



region, market

All



customer

All



segment, categor...

All



2018

2019

2020

2021

2022  
EST

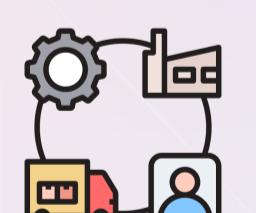
Q1

Q2

Q3

Q4

vs LY

vs  
Target**₹ 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 %

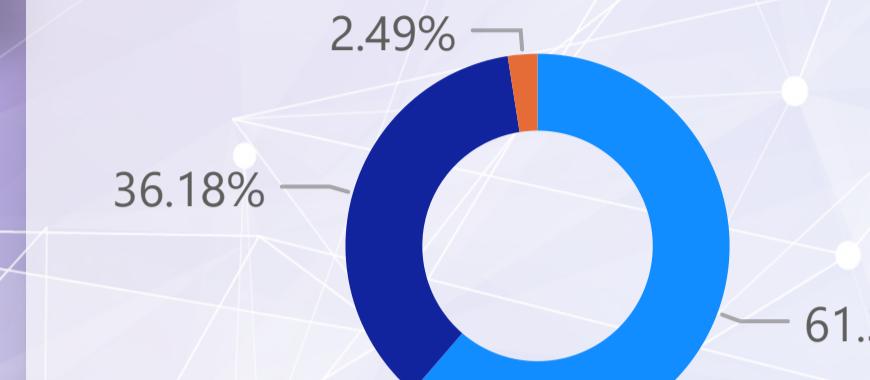
**81.17% ✓**

LY: 80.21% (+1.2%)

Forecast Accuracy

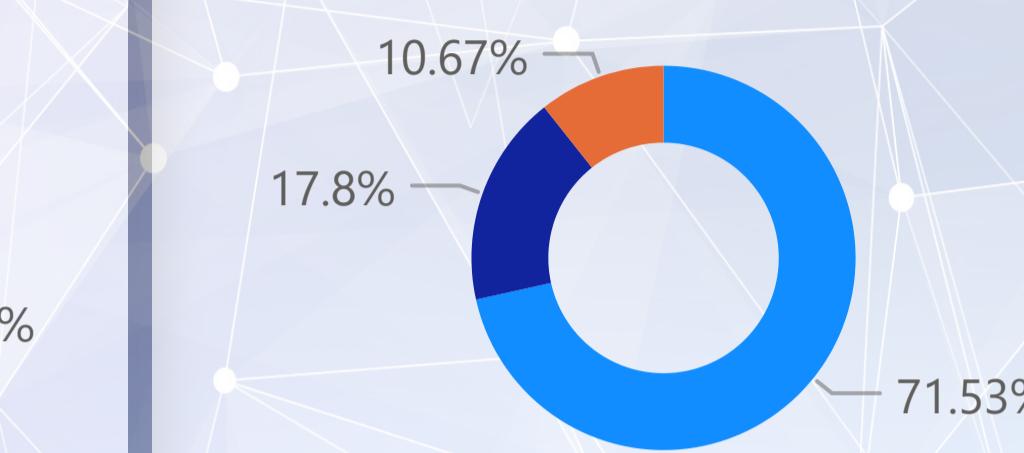
### Revenue by Division

● PC ● P &amp; A ● N &amp; S



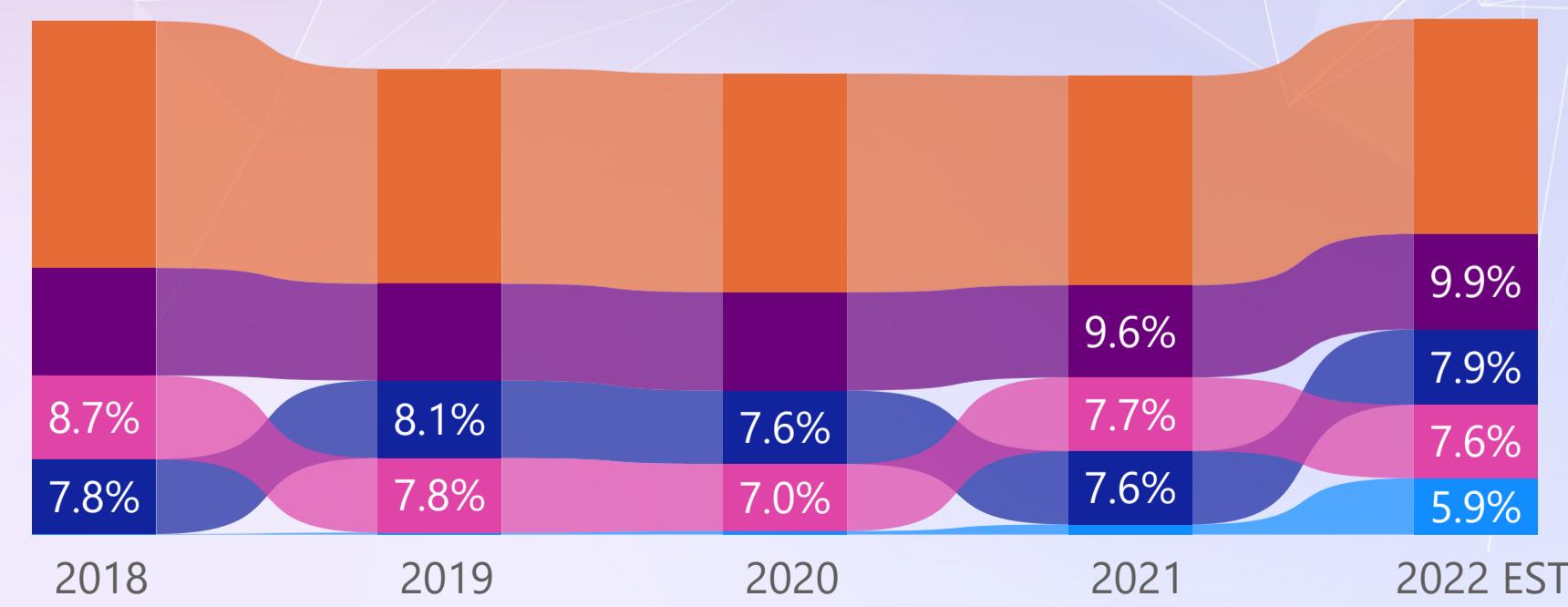
### Revenue by Channel

● Retailer ● Direct ● Distributor



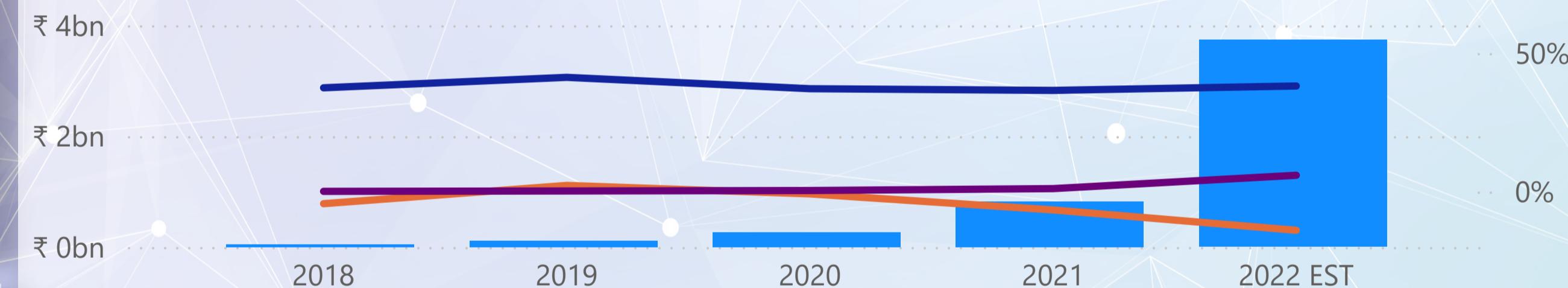
### Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ	Net MS %	Risk Error %
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	₹ 14.8M	0.4%	35.0%	-2.9%	0.3%	3.37%	EI
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
ROA	₹ 788.7M	21.1%	34.2%	-6.3%	8.3%	-4.56%	OOS
SE	₹ 317.8M	8.5%	37.0%	-4.0%	16.4%	-55.47%	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%</b>	<b>OOS</b>

● atliq ● bp ● dale ● innovo ● pacer


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

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



### Top 5 Customers by Revenue

customer	RC %	GM %	GM % BM
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>	<b>38.34%</b>
Amazon	13.3%	36.78%	38.34%
Atliq e Store	8.1%	36.88%	38.34%
AtliQ Exclusive	9.7%	46.01%	38.34%
Flipkart	3.7%	42.14%	38.34%
Sage	3.4%	31.53%	38.34%

### Top 5 Products by Revenue

product	RC %	GM %
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>
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%