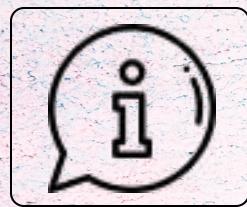




# Business Insights 360



## Info

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



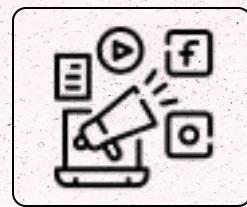
## Finance View

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



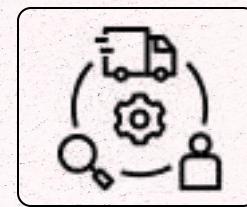
## Sales View

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



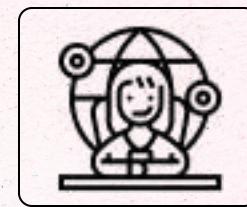
## Marketing View

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



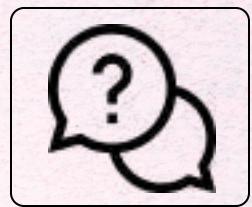
## Supply Chain View

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, p...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

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%)

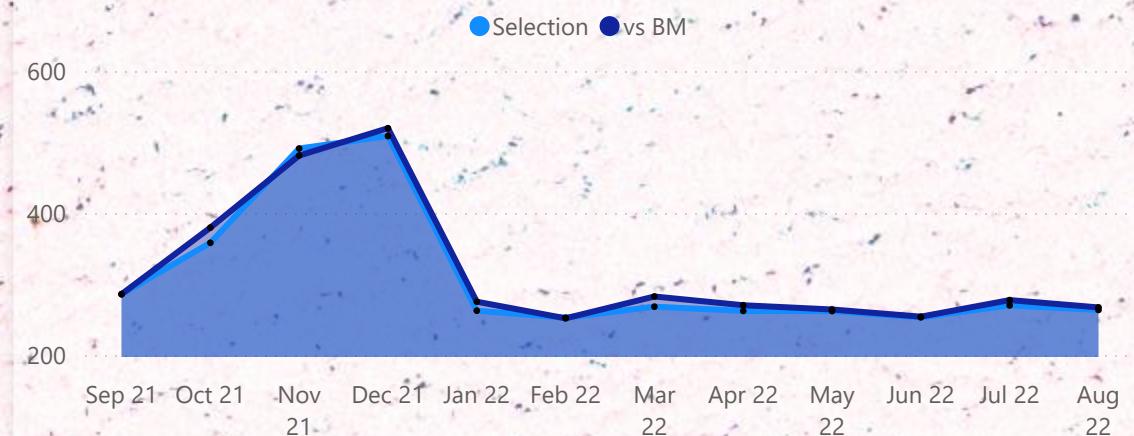
Net Profit%



## Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Net Profit %	-13.98	-14.19	0.21	-1.47
Net Profit	-522.42			
Operational Expense	-1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.66
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Total COGS	2,313.29			
- Other Cost	15.52			
- Freight Cost	100.49			
- Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Total Post Invoice Deduction	1,906.95			
- Post Deductions	663.42			
- Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			

## Net Sales Performance Over Time



## Top / Bottom Products &amp; Customers by Net Sales

region	P & L values	P & L Chg %
NA	1,022.09	-1.24
LATAM	14.82	-1.60
EU	775.48	-1.13
APAC	1,923.77	-2.48
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

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	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>



region, market

All

customer

All

segment, category, p...

All

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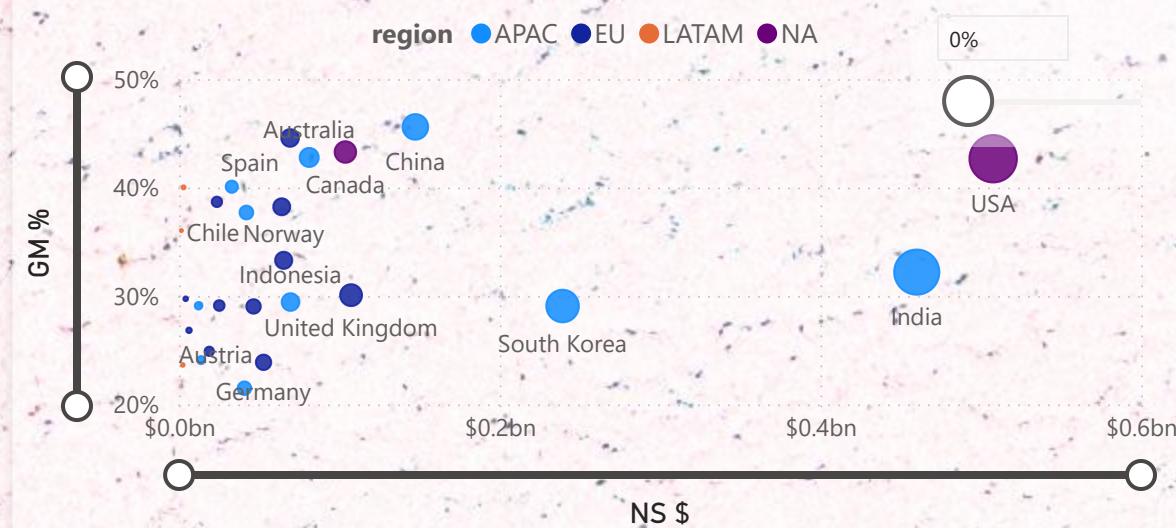
### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Atliq 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%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Product Performance

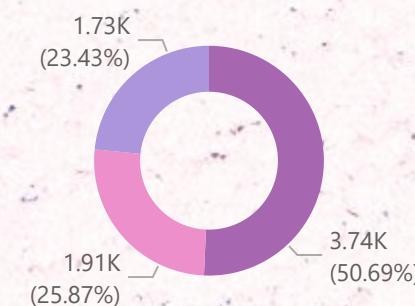
segment	NS \$	GM \$	GM %
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Desktop	\$711.08M	272.39M	38.31%
Accessories	\$454.10M	172.61M	38.01%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Matrix



### Unit Economics

- Net Sales
- Total Post Inv...
- Pre Inv...



- Total COGS
- Gross Margin





region, market

All

customer

All

segment, category, p...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

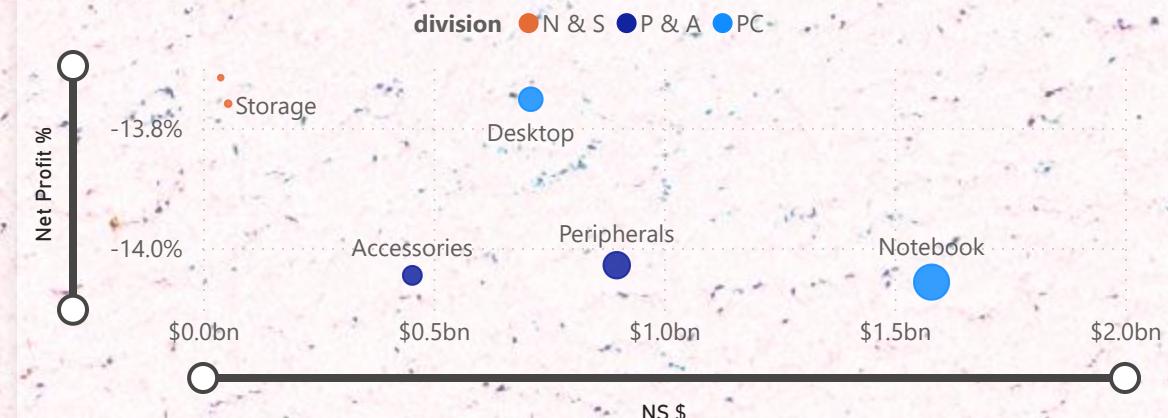
Q4

YTD

YTG

Show GM %

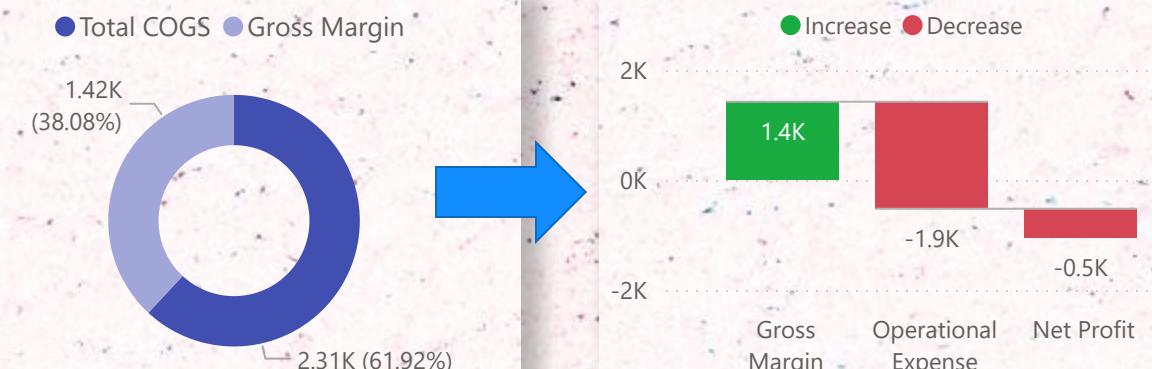
## Performance Matrix



## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
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%

## Unit Economics





region, market

All

customer

All

segment, category, p...

All

2019

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YTD

YTG

82.17% ✓  
LY: 80.56% (+2%)

Forecast

-3472.69K ✓  
LY: -751.71K (-361.97%)

Net Error

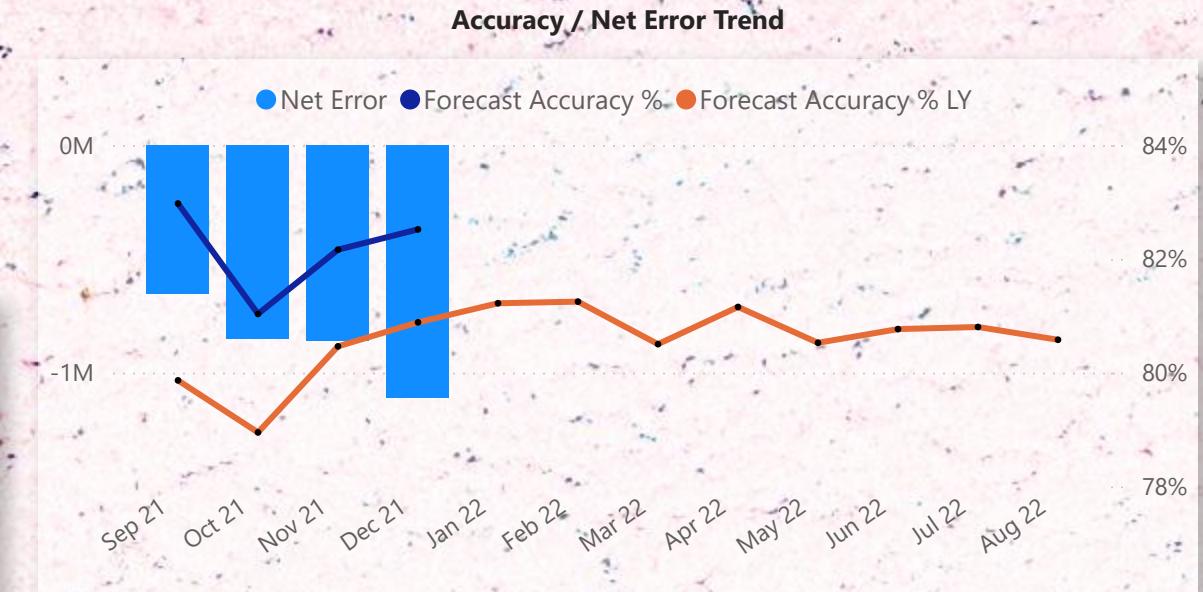
6534.1K ✓  
LY: 9607.6K (-31.99%)

ABS Error



## Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Risk	Net Error%	Forecast Accuracy % LY
Acclaimed Stores	74.24%	83037	EI	0.11	68.51%
BestBuy	69.88%	81179	EI	0.17	63.47%
Billa	69.15%	3704	EI	0.04	44.64%
Circuit City	67.92%	85248	EI	0.17	61.94%
Control	72.39%	64731	EI	0.13	69.17%
Costco	72.41%	101913	EI	0.16	69.25%
Currys (Dixons Carphone)	74.28%	8104	EI	0.06	55.71%
Leader	69.77%	166751	EI	0.11	48.00%
Logic Stores	72.58%	6430	EI	0.02	65.55%
Nomad Stores	77.39%	3394	EI	0.01	71.63%
Notebillig	72.23%	1141	EI	0.01	45.02%
Otto	75.78%	1962	EI	0.02	44.41%
Path	70.99%	91486	EI	0.15	69.43%
Radio Shack	72.71%	69253	EI	0.16	65.15%
Sage	75.88%	154291	EI	0.10	55.70%
Saturn	68.35%	2197	EI	0.03	45.22%
Staples	71.70%	79821	EI	0.12	69.62%
walmart	73.92%	84334	EI	0.12	67.68%
All-Out	69.07%	-150	OOS	0.00	55.36%
<b>Total</b>	<b>82.17%</b>	<b>-3472690</b>	<b>OOS</b>	<b>-0.09</b>	<b>80.56%</b>



## Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Risk	Net Error%	Forecast Accuracy % LY
Accessories	88.89%	341468	EI	0.02	78.01%
Desktop	88.90%	78576	EI	0.10	84.50%
Networking	95.35%	-12967	OOS	-0.02	91.35%
Notebook	88.29%	-47221	OOS	-0.02	80.01%
Peripherals	68.17%	-3204280	OOS	-0.32	83.66%
Storage	72.17%	-628266	OOS	-0.26	83.72%
<b>Total</b>	<b>82.17%</b>	<b>-3472690</b>	<b>OOS</b>	<b>-0.09</b>	<b>80.56%</b>





region, market

All

customer

All

segment, category, p...

All

2019

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BM: 3.81bn (-1.86%)

38.08%!

BM: 38.34% (-0.66%)

-13.98%✓

BM: -14.19% (+1.47%)

82.17%✓

LY: 80.56% (+2%)



Net Sales

GM%

NP %

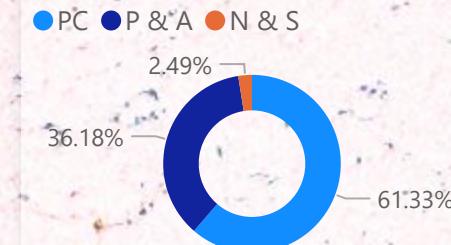
Forecast Accuracy

## Key Insights by Subzone

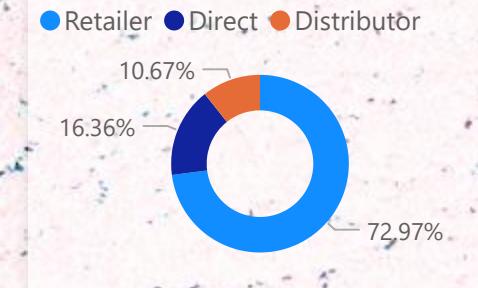
Sub zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	0.03	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	0.14	EI
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-0.38	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-0.24	OOS
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-0.05	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-0.05	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-0.55	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>-0.09</b>	<b>OOS</b>



## Revenue by Division

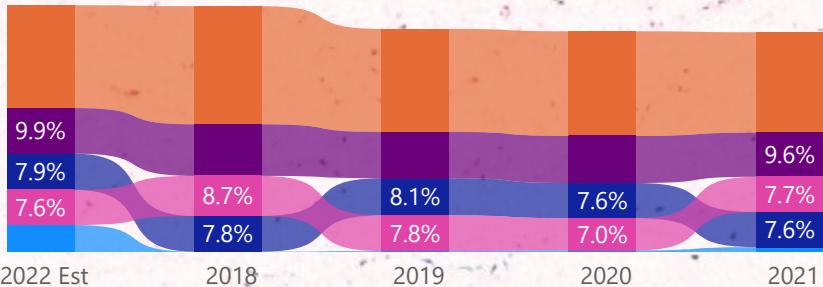


## Revenue by Channel

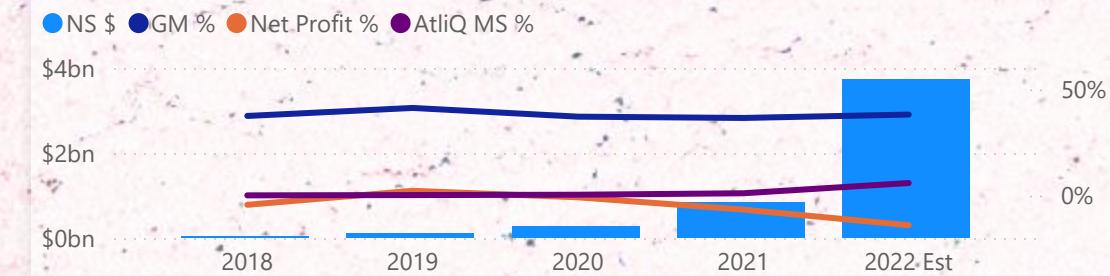


## PC Market Share Trend - AtliQ &amp;Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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



## Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78%
AtliQ e Store	8.1%	36.88%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
<b>Total</b>	<b>36.8%</b>	<b>39.19%</b>

## Top 5 Products by Revenue

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