



Business Insights 360



Info



Finance View



Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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

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

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

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

Get your **issues resolved** by connecting to our support specialist.

region, market
Allcustomer
Allsegment, category, ...
All2019 2020 2021 2022
Est

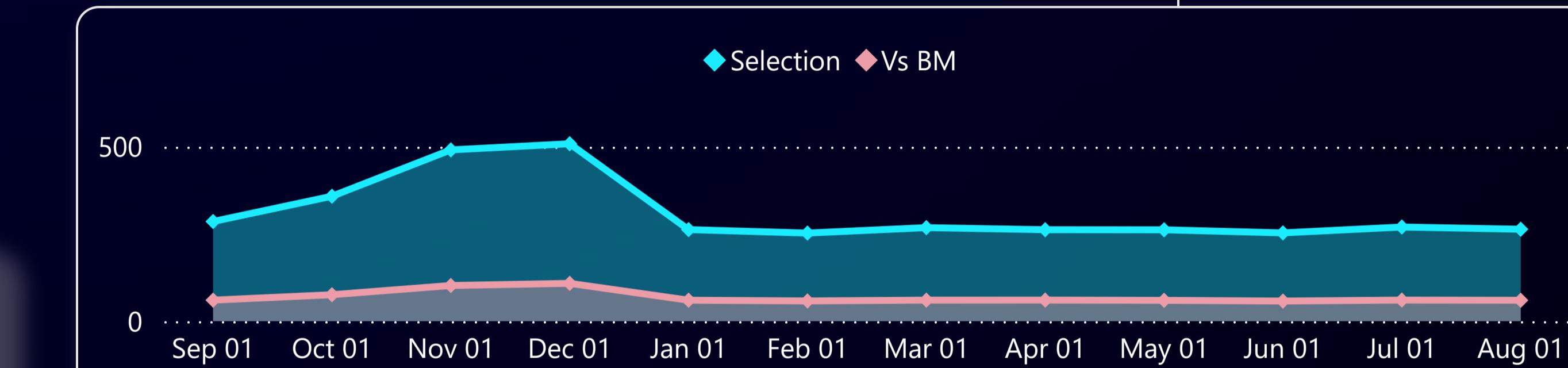
Q1 Q2 Q3 Q4

YTD YTG

\$3.74bn
BM: 82384.90M% (+353.5%)
Net Sales38.1%
BM: 36.49% (+4.37%)
GM %- 14.0%!
BM: -6.63% (-110.79%)
Net Profit %

Net Sales Performance Over Time

Vs LY Vs Target



Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50

region, market
Allcustomer
Allsegment, category, ...
All

2019

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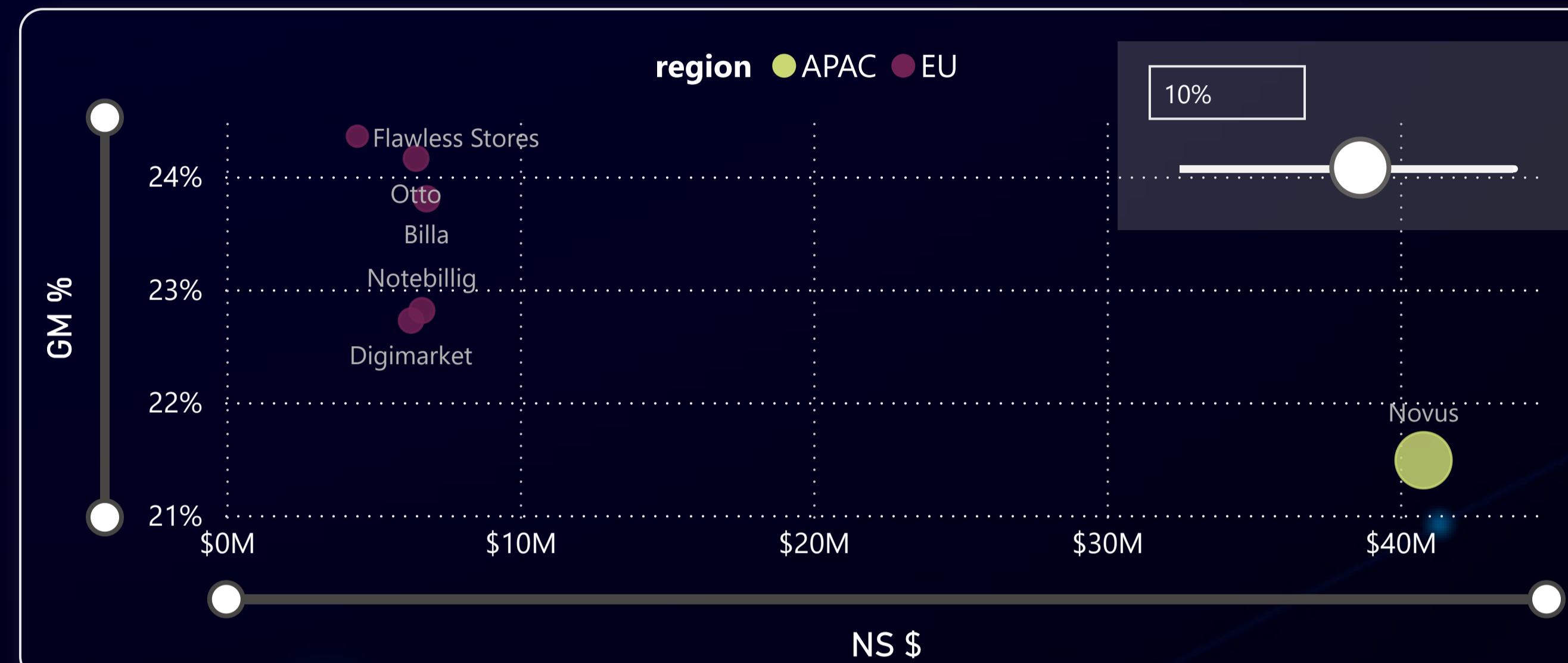
Customer Performance

Performance Matrix

Vs LY

Vs Target

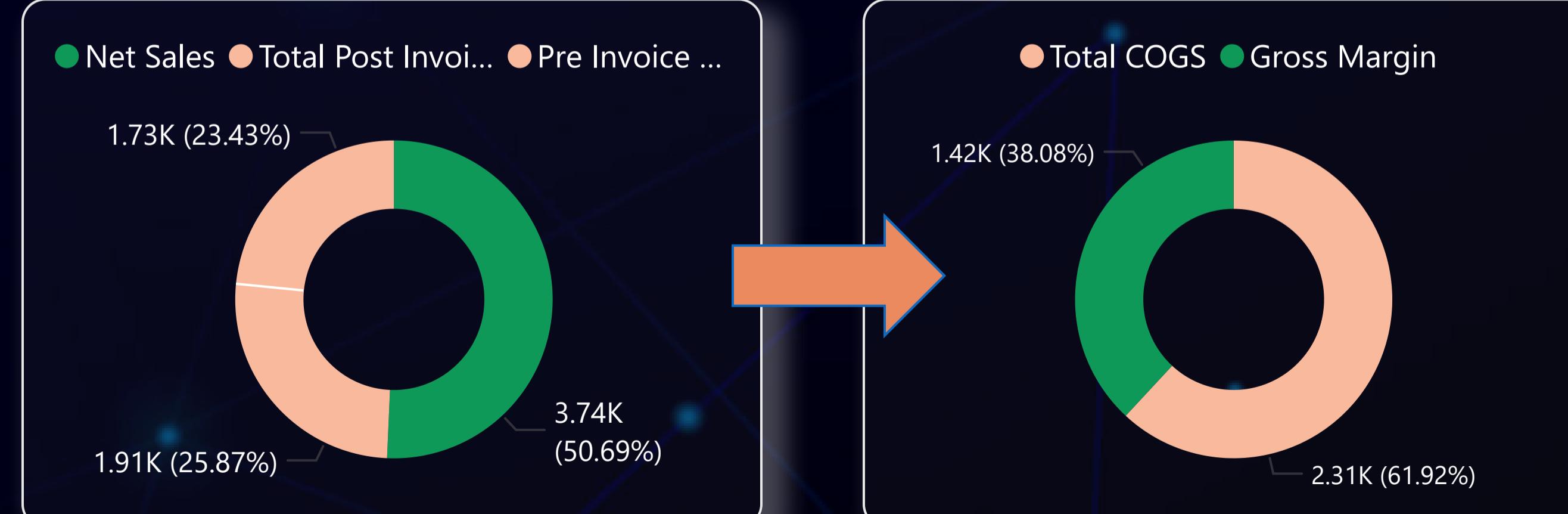
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.8%
AtliQ Exclusive	\$361.12M	\$166.15M	46.0%
Atliq e Store	\$304.10M	\$112.15M	36.9%
Flipkart	\$138.49M	\$58.37M	42.1%
Sage	\$127.86M	\$40.31M	31.5%
Leader	\$117.32M	\$36.02M	30.7%
Neptune	\$105.69M	\$49.36M	46.7%
Ebay	\$91.60M	\$33.06M	36.1%
Acclaimed Stores	\$73.36M	\$29.58M	40.3%
walmart	\$72.41M	\$33.06M	45.7%
Total	\$3,736.17M	\$1,422.88M	38.1%



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.0%
Desktop	\$711.08M	\$272.39M	38.3%
Networking	\$38.43M	\$14.78M	38.5%
Notebook	\$1,580.43M	\$600.96M	38.0%
Peripherals	\$897.54M	\$341.22M	38.0%
Storage	\$54.59M	\$20.93M	38.3%
Total	\$3,736.17M	\$1,422.88M	38.1%

Unit Economics



region, market
Allcustomer
Allsegment, category, ...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

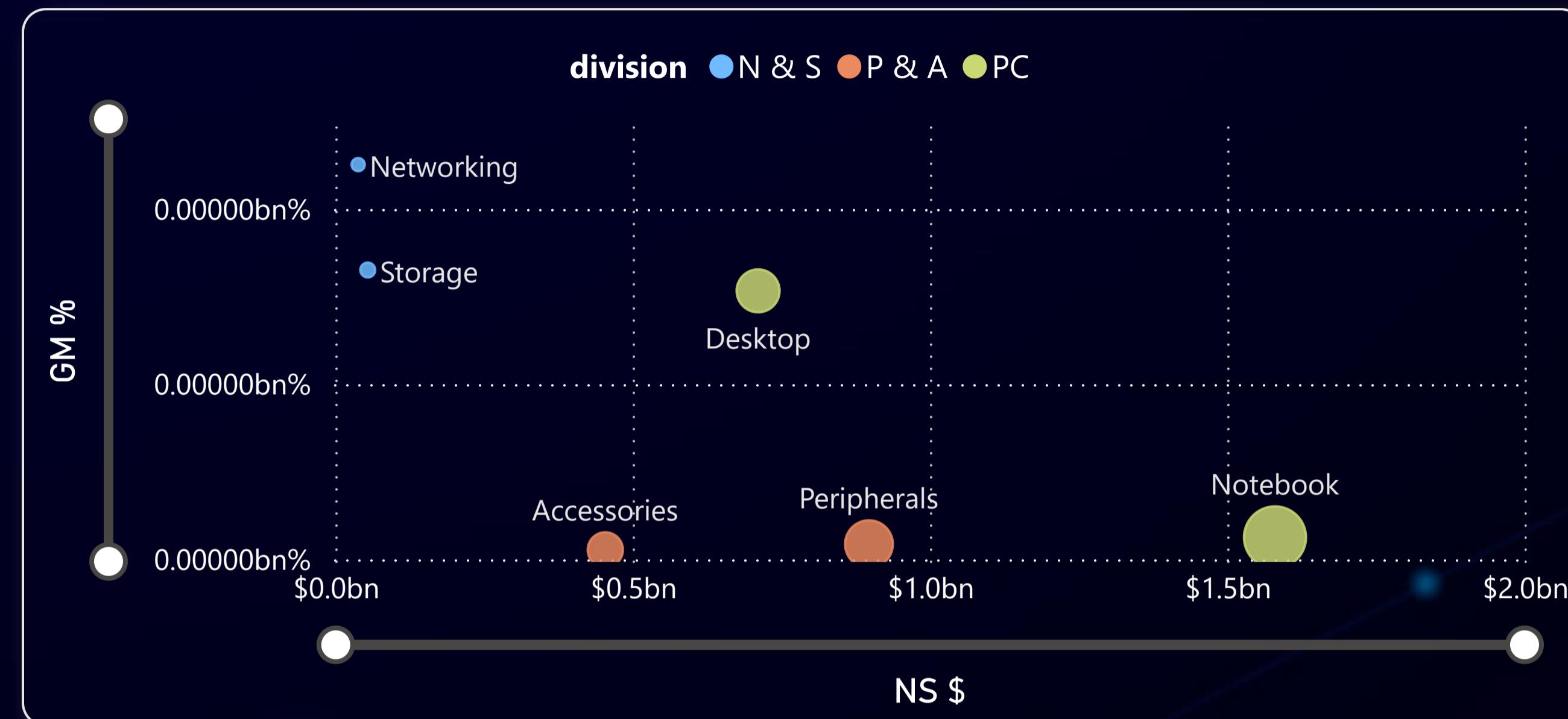
Product Performance

segment

	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Notebook	\$1,580.43M	\$600.96M	38.0%	-222.16M	-14.1%
+ Peripherals	\$897.54M	\$341.22M	38.0%	-125.91M	-14.0%
+ Desktop	\$711.08M	\$272.39M	38.3%	-97.79M	-13.8%
+ Accessories	\$454.10M	\$172.61M	38.0%	-63.78M	-14.0%
+ Storage	\$54.59M	\$20.93M	38.3%	-7.51M	-13.8%
+ Networking	\$38.43M	\$14.78M	38.5%	-5.27M	-13.7%
Total	\$3,736.17 M	\$1,422.88 M	38.1%	-522.42M	-14.0%

Show NP%

Performance Matrix

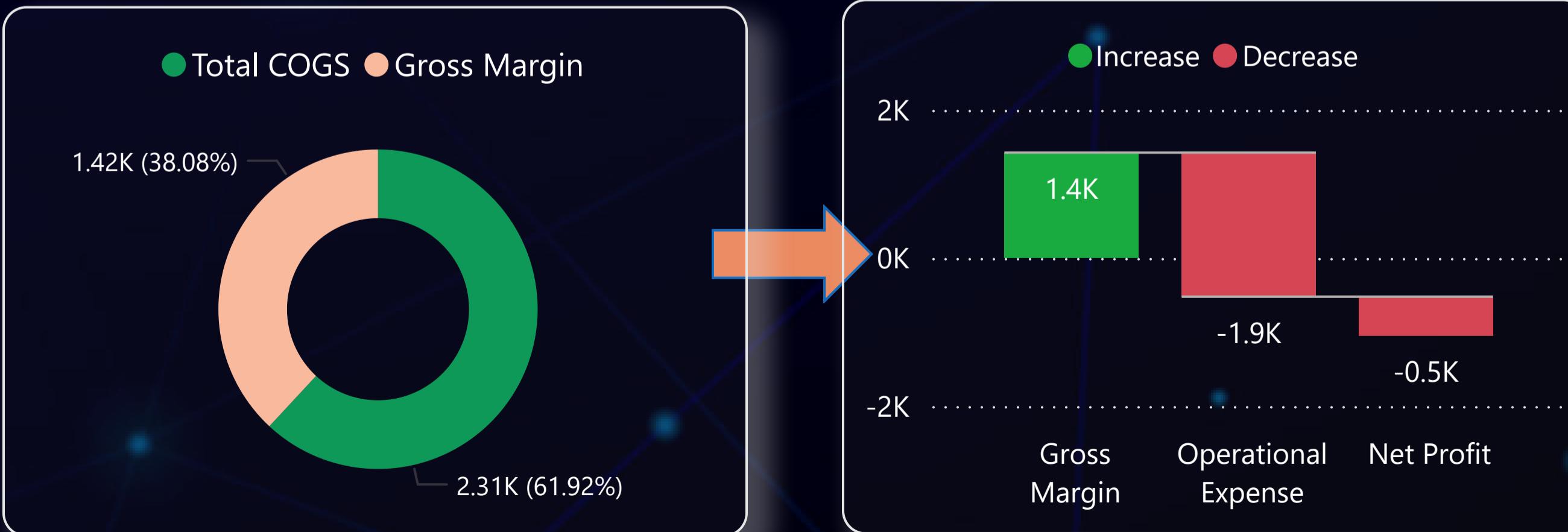


Region / Market / Customer performance

region

	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$1,923.77 M	\$690.21 M	35.9%	-281.16M	-14.6%
+ NA	\$1,022.09 M	\$459.68 M	45.0%	-145.31M	-14.2%
+ EU	\$775.48M M	\$267.80 M	34.5%	-95.52M	-12.3%
+ LATAM	\$14.82M M	\$5.19M M	35.0%	-0.44M	-2.9%
Total	\$3,736.17 M	\$1,422.8 M	38.1%	-522.42M	-14.0%

Unit Economics





region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022
Est

Q1 Q2 Q3 >

YTD YTG

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K ✓

LY: -75171.4K (-361.97%)

Net Error %

6899.0K ✓

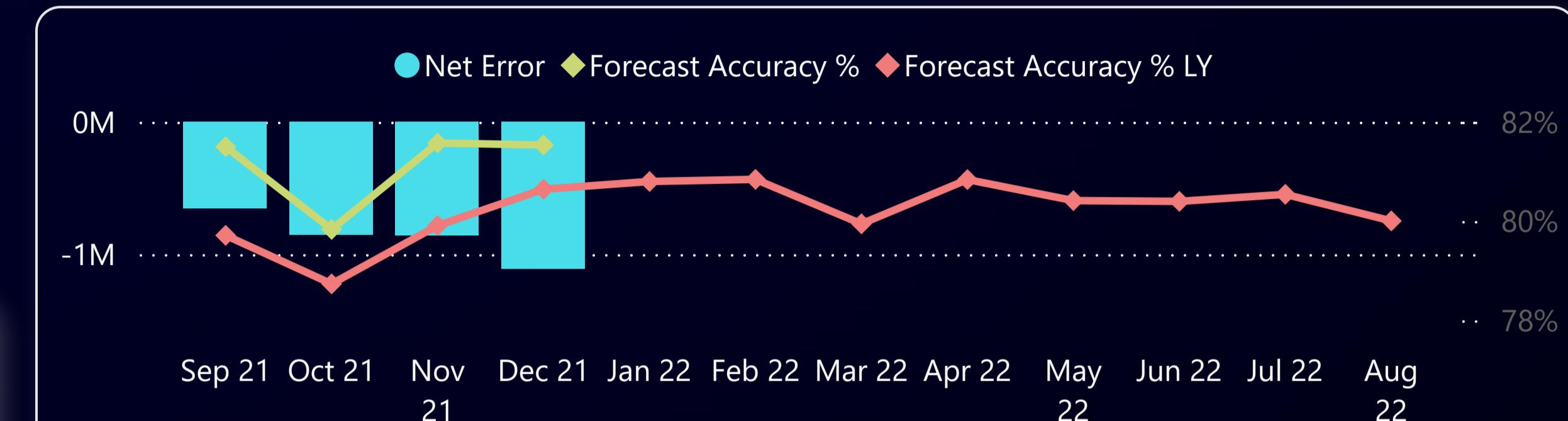
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7% EI	
All-Out	43.96%	29.09%	-150	-0.3% OOS	
Amazon	73.79%	74.54%	-464694	-9.2% OOS	
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6% OOS	
Atlas Stores	49.53%	48.16%	-4182	-2.3% OOS	
Atliq e Store	74.22%	74.59%	-294868	-9.6% OOS	
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9% OOS	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Boulanger	52.69%	58.77%	-48802	-20.2% OOS	
Chip 7	34.56%	53.44%	-85293	-35.0% OOS	
Chiptec	50.49%	52.54%	-20102	-11.4% OOS	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Coolblue	47.66%	52.95%	-34790	-15.3% OOS	
Costco	51.95%	49.42%	101913	15.8% EI	
Croma	36.58%	42.78%	-77649	-16.5% OOS	
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0% EI	
Diaimarket	28.21%	40.79%	-95328	-46.6% OOS	
Total	81.17%	80.21%	-347269	-9.5% OOS	

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.0% EI	
Desktop	87.53%	84.37%	78576	-13.8% EI	
Networking	93.06%	90.40%	-12967	-13.7% OOS	
Notebook	87.24%	79.99%	-47221	-14.1% OOS	
Peripherals	68.17%	83.23%	-3204280	-14.0% OOS	
Storage	71.50%	83.54%	-628266	-13.8% OOS	
Total	81.17%	80.21%	-3472690	-14.0% OOS	



region, market

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BM: 82384.90M%
Net Sales

38.1%✓
BM: 36.49% (+4.37%)
GM %

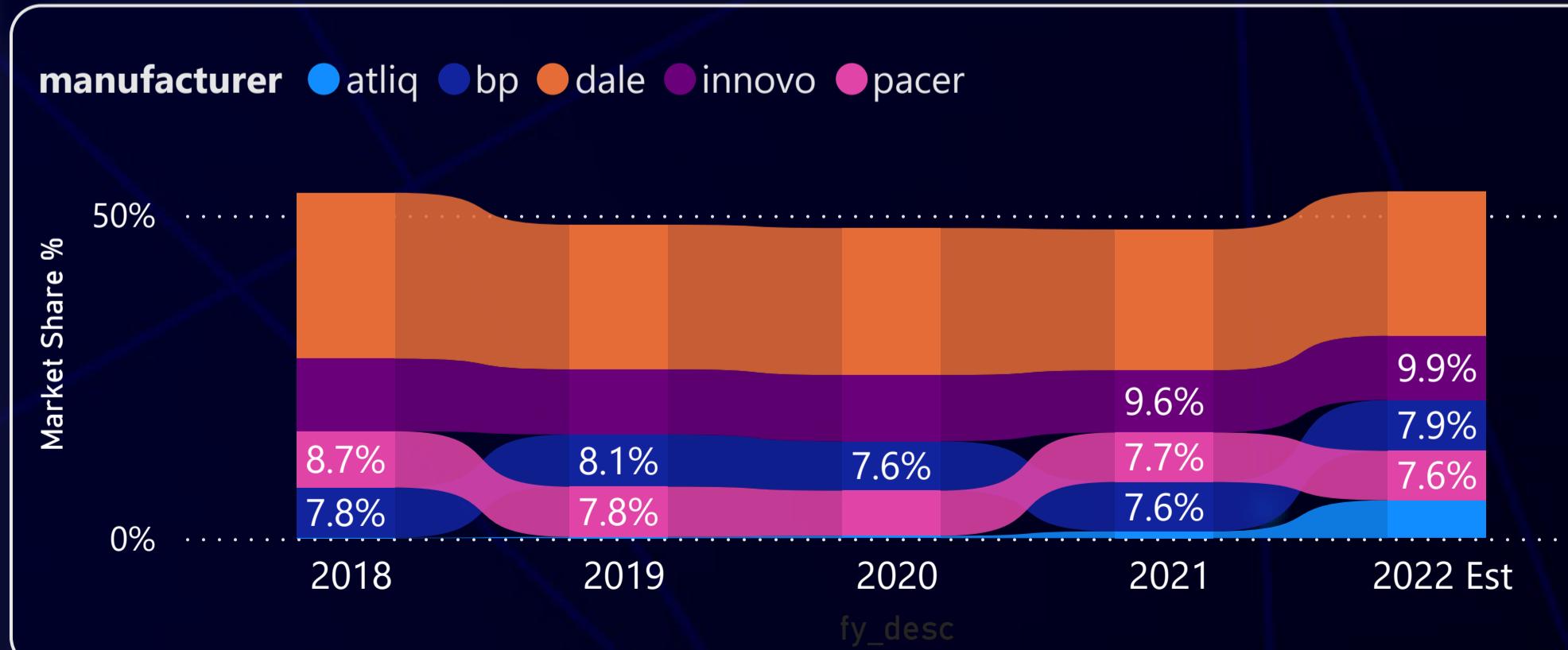
-14.0%!
BM: -6.63%
Net Profit %

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

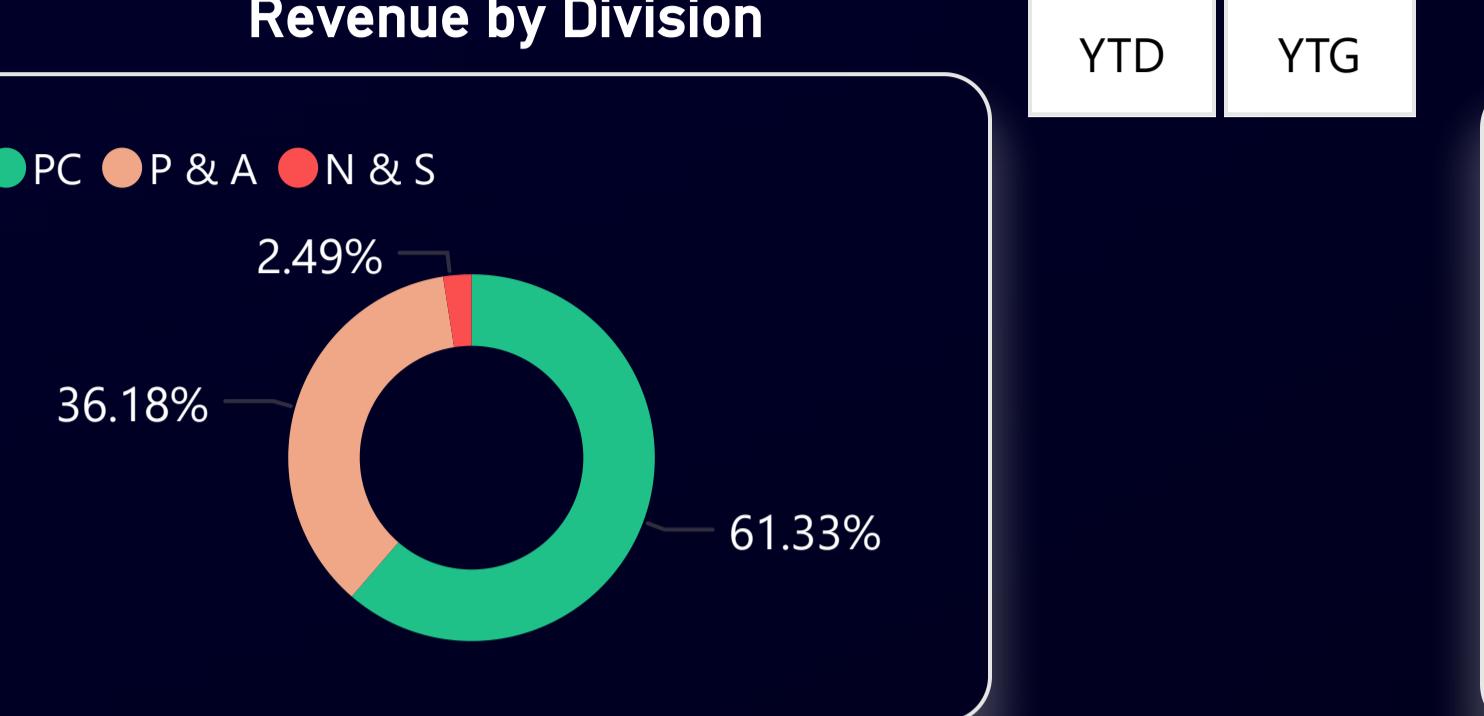
Key Insights by Subzone

sub_zone	NS \$	GM %	RC %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	35.0%	0.4%	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	45.0%	27.4%	-14.2%	4.9%	14.4%	EI
ANZ	\$189.8M	43.5%	5.1%	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	35.8%	25.3%	-23.0%	13.3%	-24.4%	OOS
NE	\$457.7M	32.8%	12.3%	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	34.2%	21.1%	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	37.0%	8.5%	-4.0%	16.4%	-55.5%	OOS
Total	\$3,736.2M	38.1%	100.0%	-14.0%	5.9%	-9.5%	OOS

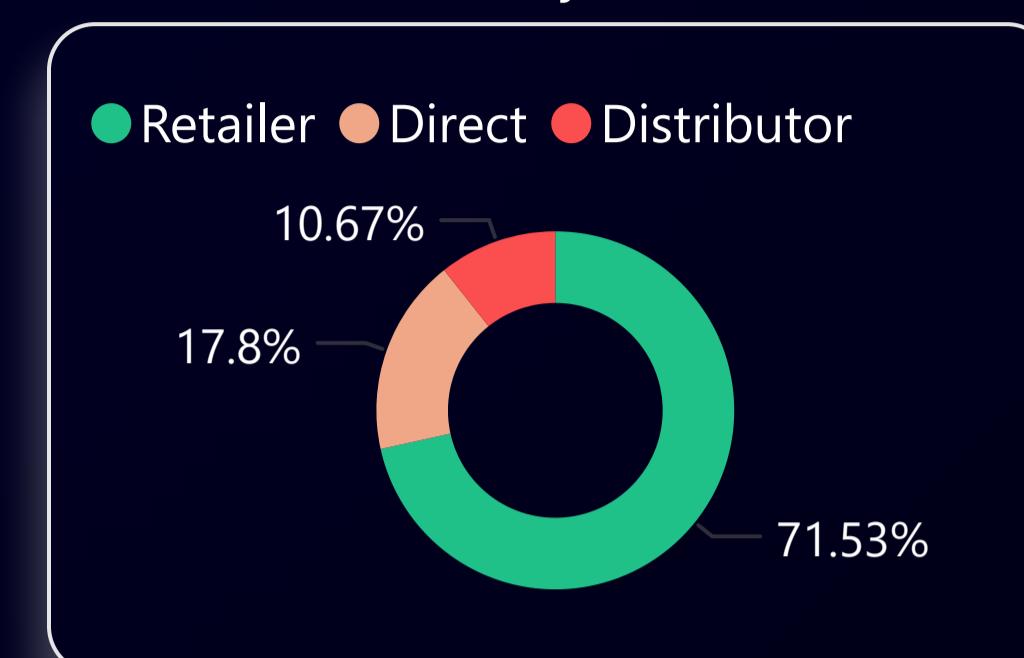
PC Market Share Trend - AtliQ & Competitors



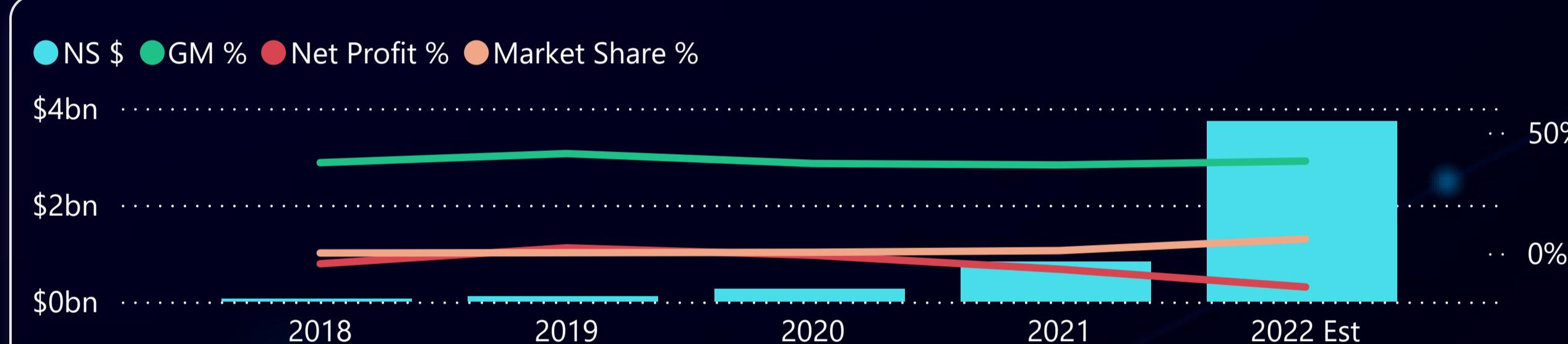
Revenue by Division



Revenue by Channel



Yearly trend by Revenue, GM %, Net Profit % & PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8% ↓
AtliQ Exclusive	9.7%	46.0%
AtliQ e Store	8.1%	36.9% ↓
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.1% ↓
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Smash 2	4.1%	37.4% ↓
AQ Home Allin1	4.1%	38.7%
AQ Smash 1	3.8%	37.4% ↓
Total	23.2%	38.1%