



## Business Insight 360

Sales data loaded until : Dec 21

Last Refresh Date : Sunday, 31 December, 2023



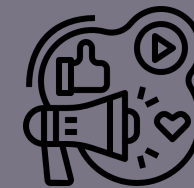
### Finance View

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**.



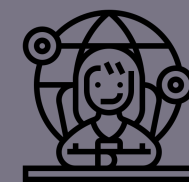
### Marketing View

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.



### Information

Download **user manual** and get to know the key information of this tool. country or aggregation of the above over any time period and More..

Values are in Dollars & Millions



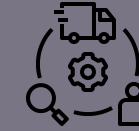
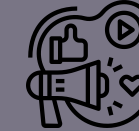
Support



**\$3.74bn<sup>✓</sup>**  
BM : 823.85M (+353.5%)  
**Net Sales**

**38.08%<sup>✓</sup>**  
BM : 36.49% (+4.37%)  
**GM %**

**-13.98%<sup>!</sup>**  
BM : -6.63% (-110.79%)  
**Net Profit %**



vs LY

vs Target

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

region, market

All

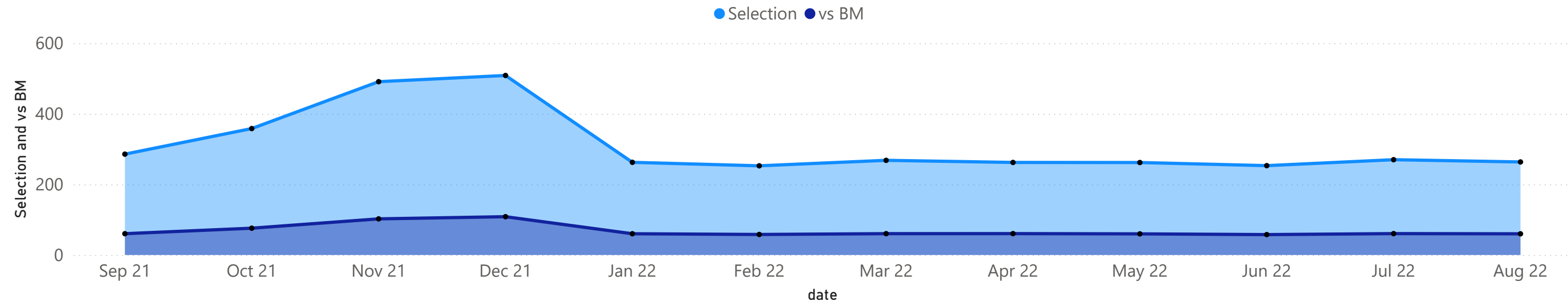
customer

All

segment, category, product

All

## Net Sales Performace Over Time



## Profit and Loss Statement

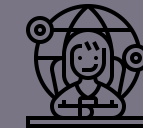
Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	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	1,015.20	255.28	1,500.00	117.51

## 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
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

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
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM = Benchmark, LY = Last Year



vs LY

vs Target

2018

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Q2

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region, market

All

customer

All

segment, category, product

All

## Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.4M	29.6M	40.32%
All-Out	\$4.4M	1.7M	38.17%
Amazon	\$496.9M	182.8M	36.78%
Argos (Sainsbury's)	\$13.7M	5.3M	38.70%
Atlas Stores	\$17.1M	5.4M	31.66%
Atliq e Store	\$304.1M	112.1M	36.88%
AtliQ Exclusive	\$361.1M	166.1M	46.01%
BestBuy	\$49.3M	22.1M	44.89%
Billa	\$6.8M	1.6M	23.80%
Boulanger	\$26.0M	10.4M	39.95%
Chip 7	\$25.6M	8.3M	32.24%
Chiptec	\$18.9M	7.4M	38.94%
Total	\$3,736.2M	1,422.9M	38.08%

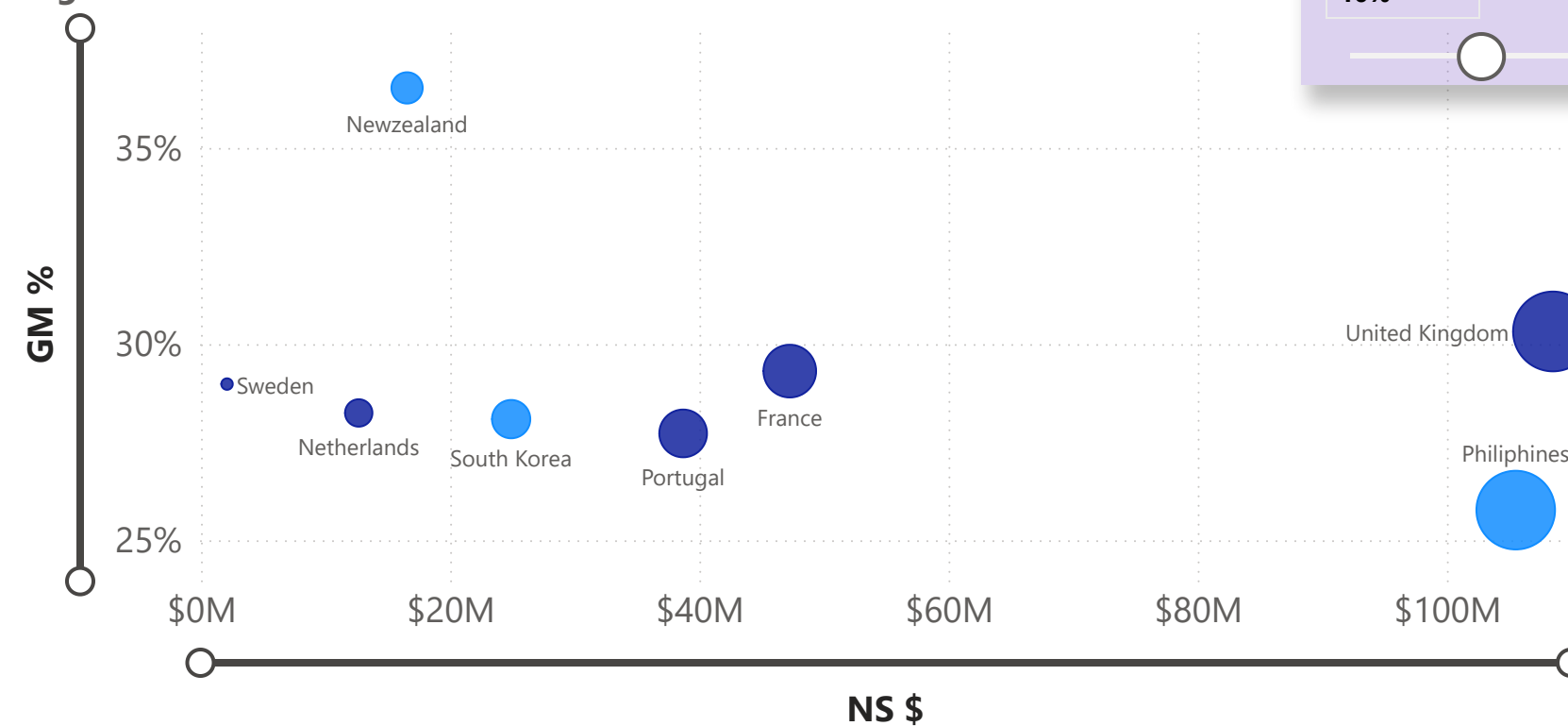
## Product Performance

segment	NS \$	GM \$	GM %
+ Accessories	\$454.10M	172.61M	38.01%
+ 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%
Total	\$3,736.17M	1,422.88M	38.08%

## Performance Metrics

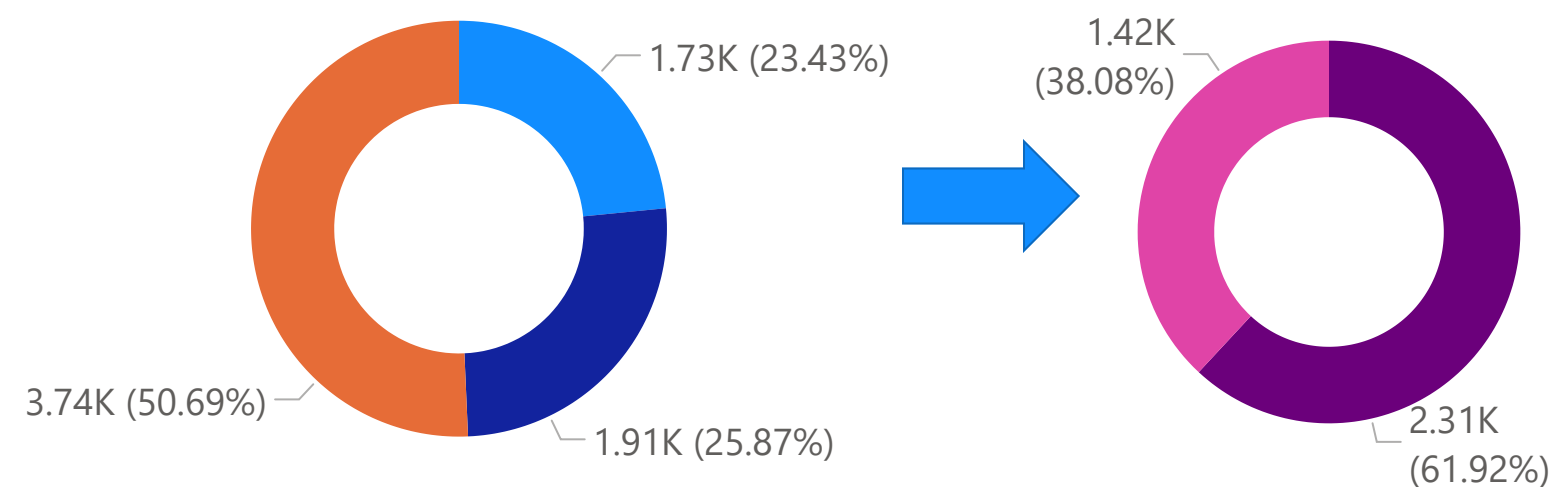
region ● APAC ● EU

10%



## Unit Economics

● Pre Invoice Deduction ● Total Post Invoice Deduc... ● Net Sales ● Total COGS ● Gross Margin



NS=Net Sales, GM=Gross Margin, LY=Last Year



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region, market

All

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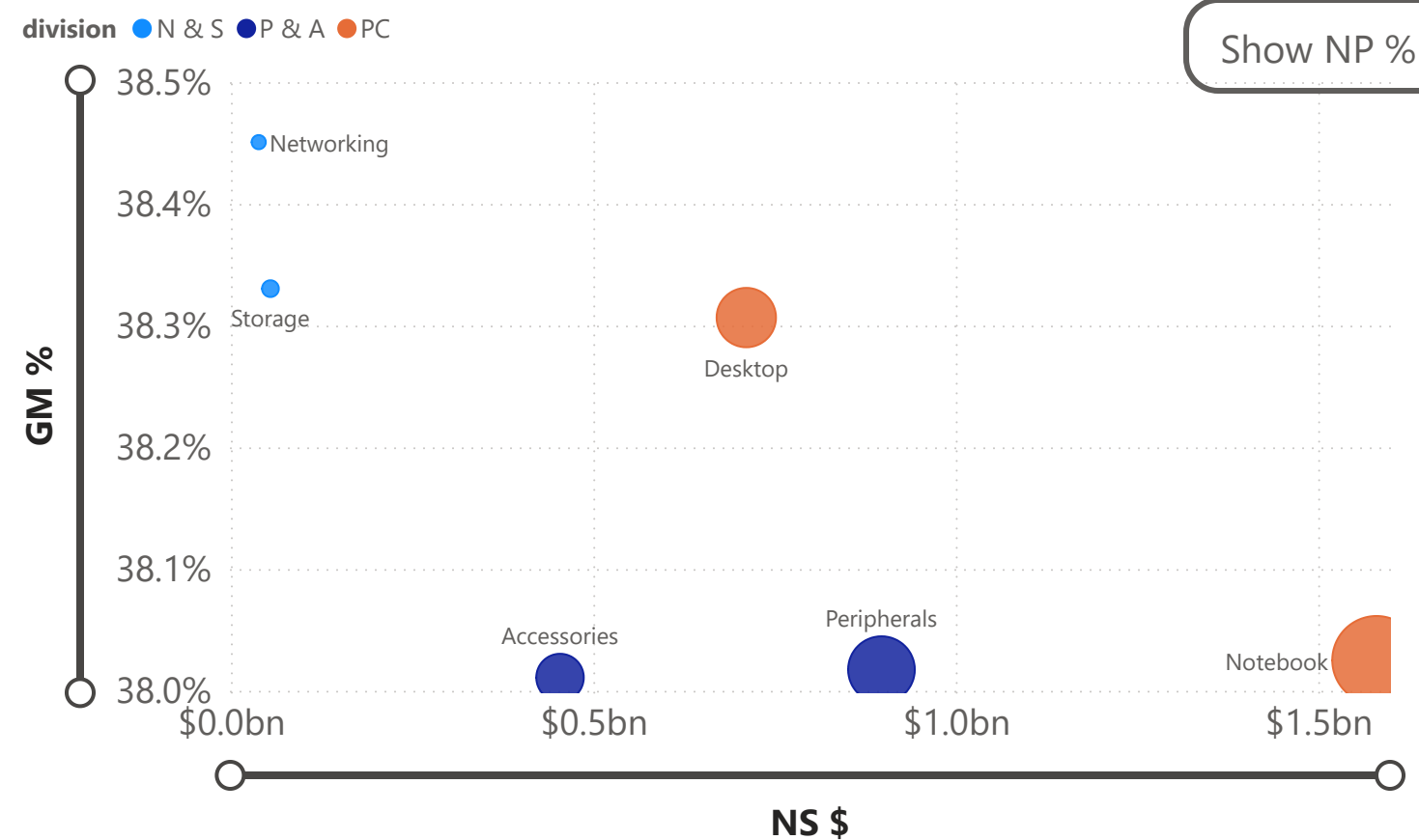
segment, category, product

All

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Notebook	\$1,580.4M	601.0M	38.03%	-222.2M	-14.06%
⊕ Peripherals	\$897.5M	341.2M	38.02%	-125.9M	-14.03%
⊕ Desktop	\$711.1M	272.4M	38.31%	-97.8M	-13.75%
⊕ Accessories	\$454.1M	172.6M	38.01%	-63.8M	-14.05%
⊕ Storage	\$54.6M	20.9M	38.33%	-7.5M	-13.76%
⊕ Networking	\$38.4M	14.8M	38.45%	-5.3M	-13.72%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.4M</b>	<b>-13.98%</b>

## Performance Metrics

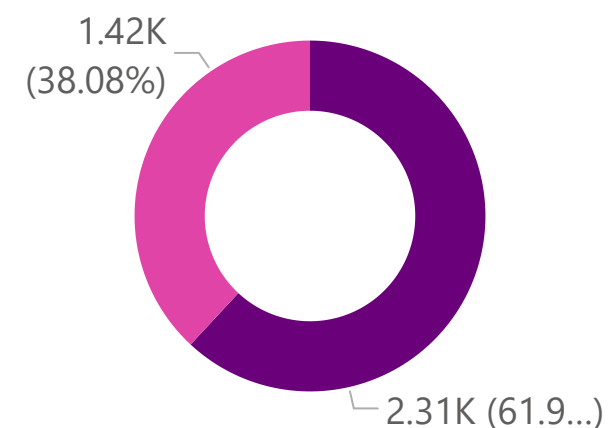


## Region / Market / Customer Performance

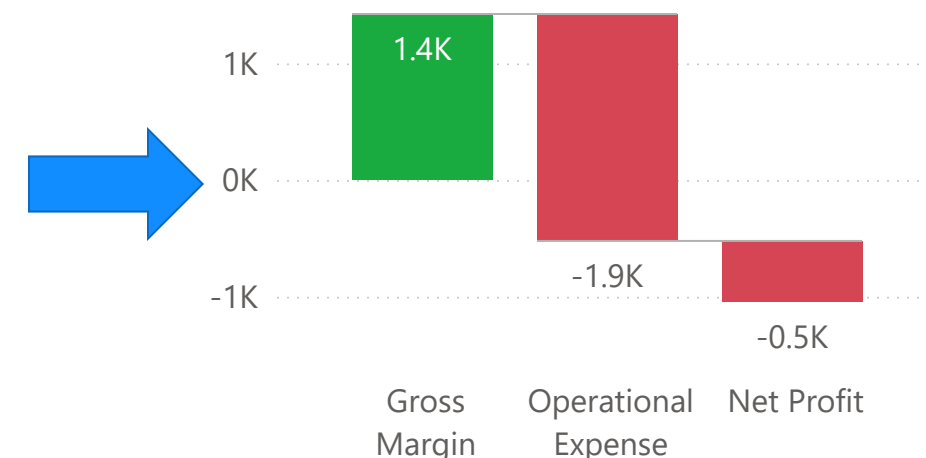
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$1,923.8M	690.2M	35.88%	-281.2M	-14.62%
⊕ EU	\$775.5M	267.8M	34.53%	-95.5M	-12.32%
⊕ LATAM	\$14.8M	5.2M	35.02%	-0.4M	-2.95%
⊕ NA	\$1,022.1M	459.7M	44.97%	-145.3M	-14.22%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.4M</b>	<b>-13.98%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



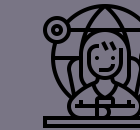
NS=Net Sales, GM=Gross Margin, LY=Last Year,



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

-3472.69K✓  
LY : -751.71K (-361.97%)  
Net Error

6899.04K✓  
LY : 9780.74K (-29.46%)  
ABS Error



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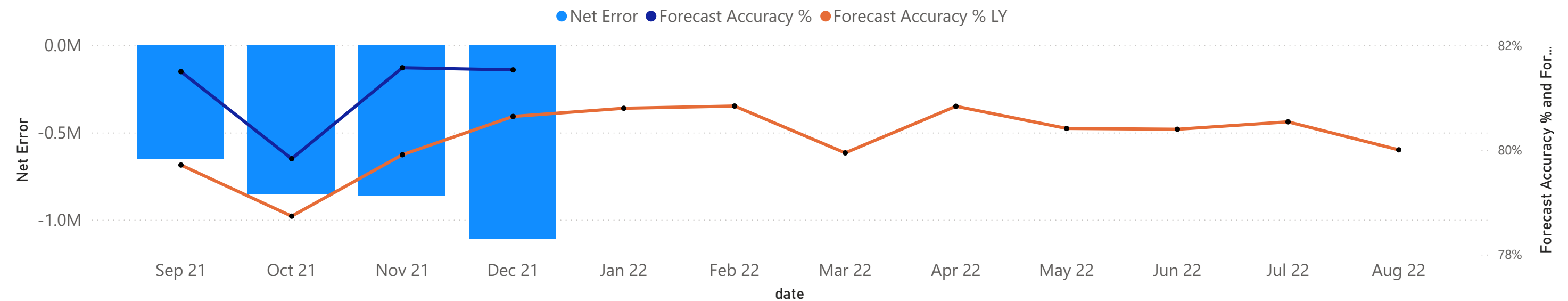
customer

All

segment, category, product

All

### Accuracy / Net Error Trend



### Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk
Acclaimed Stores	57.74%	50.69%	83037	EI
All-Out	43.96%	29.09%	-150	OOS
Amazon	73.79%	74.54%	-464694	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	OOS
Atlas Stores	49.53%	48.16%	-4182	OOS
Atliq e Store	74.22%	74.59%	-294868	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	OOS
BestBuy	46.60%	35.31%	81179	EI
Billa	42.63%	18.29%	3704	EI
Boulangier	52.69%	58.77%	-48802	OOS
Chip 7	34.56%	53.44%	-85293	OOS
Chiptec	50.49%	52.54%	-20102	OOS
Total	81.17%	80.21%	-3472690	OOS

### Key Metrics Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

BM=Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out of stock



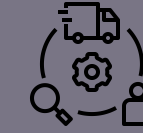


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BM : 80.21% (+1.2%)  
Forecast Accuracy

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Net Sales

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Net Profit %



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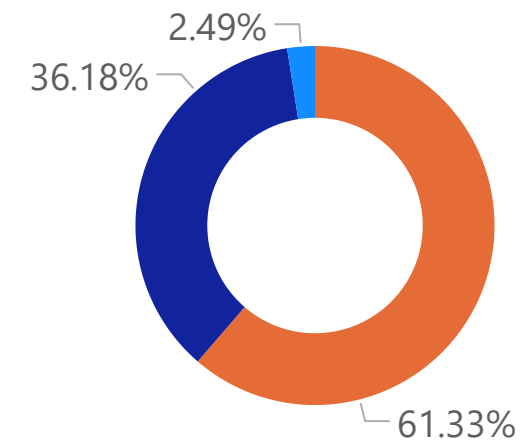
All

segment, category, product

All

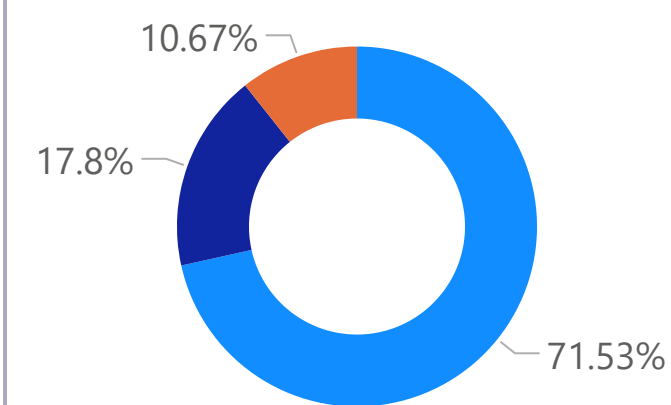
### Revenue by Division

PC P & A N & S



### Revenue by Channel

Retailer Direct Distributor

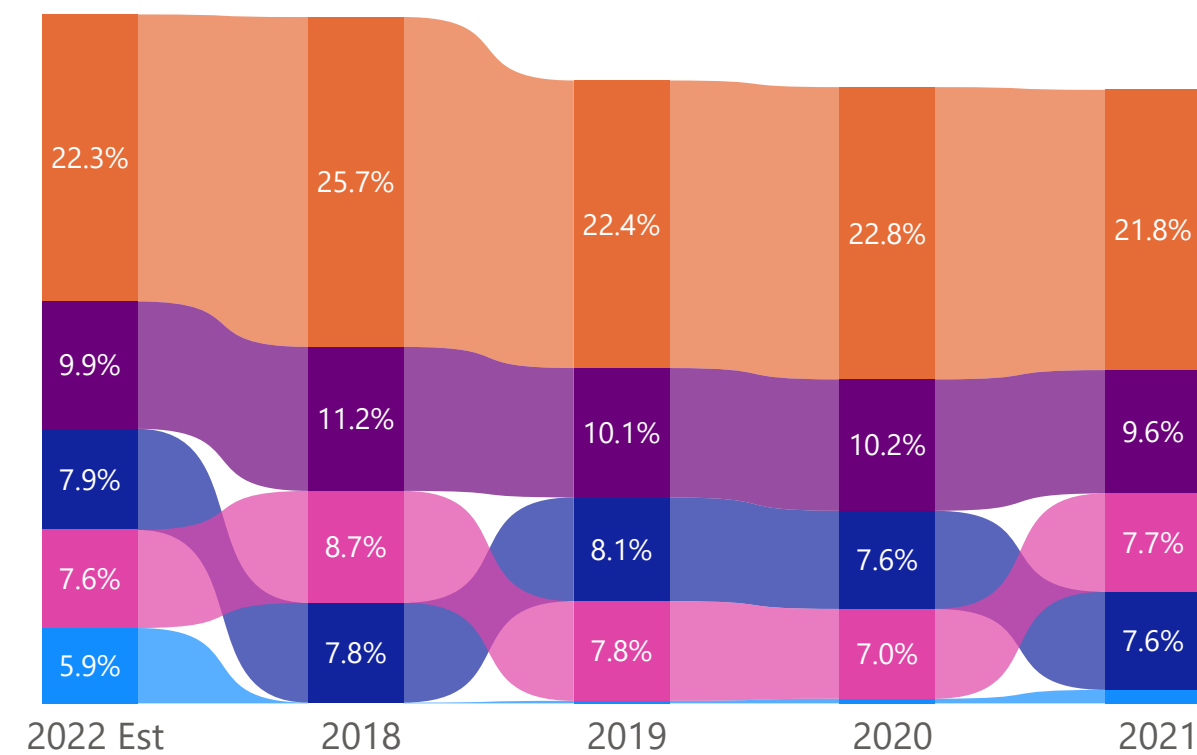


### Key Insight By Sub Zone

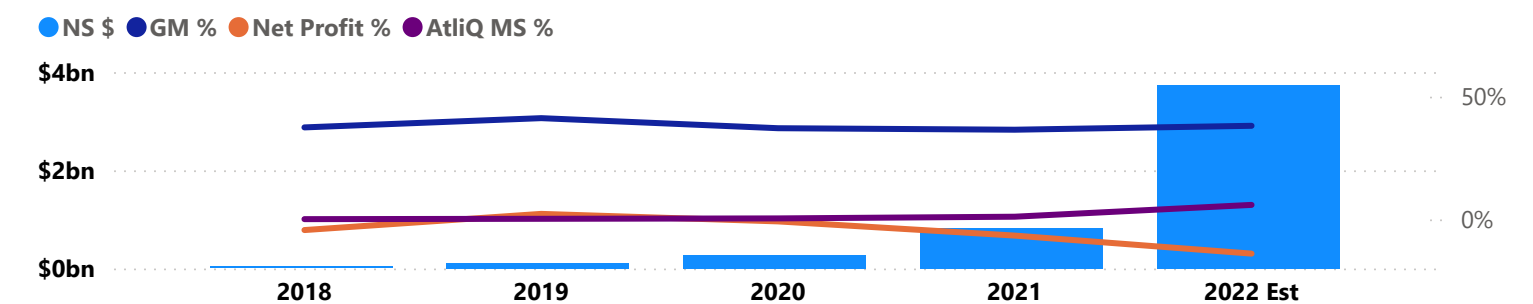
sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.78M	5.1%	43.50%	-7.39%	1.4%	-37.6%	OOS
India	\$945.34M	25.3%	35.75%	-22.99%	13.3%	-24.4%	OOS
LATAM	\$14.82M	0.4%	35.02%	-2.95%	0.3%	3.4%	EI
NA	\$1,022.09M	27.4%	44.97%	-14.22%	4.9%	14.4%	EI
NE	\$457.71M	12.3%	32.80%	-18.09%	6.8%	-4.6%	OOS
ROA	\$788.66M	21.1%	34.19%	-6.32%	8.3%	-4.6%	OOS
SE	\$317.78M	8.5%	37.03%	-4.00%	16.4%	-55.5%	OOS
Total	\$3,736.17M	100.0%	38.08%	-13.98%	5.9%	-9.5%	OOS

### PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



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



### Top 5 Customer by Revenue

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

### Top 5 Product 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%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%

BM=Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out of stock