

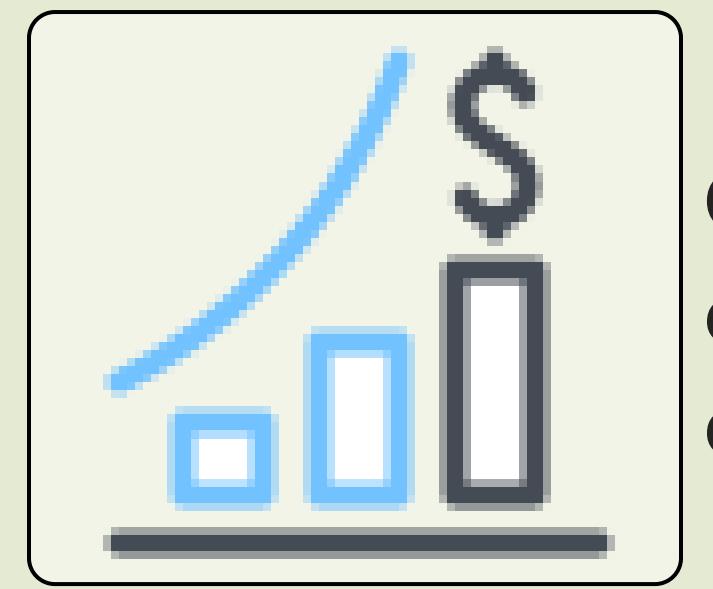


Business Insights 360



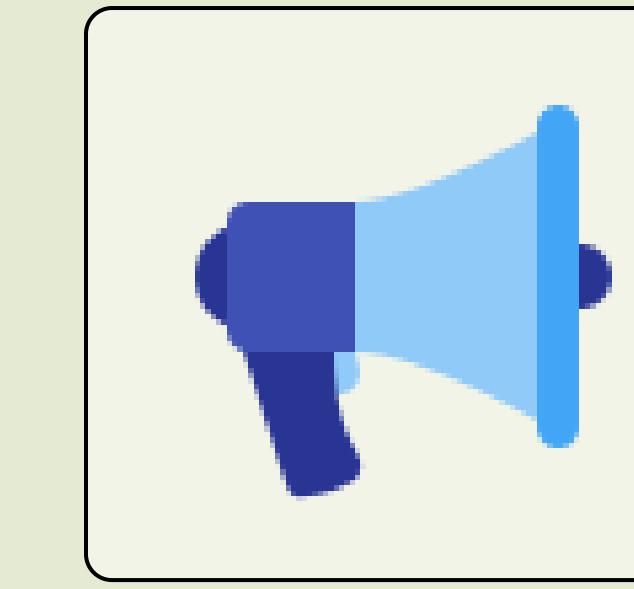
Info

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



Finance View

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



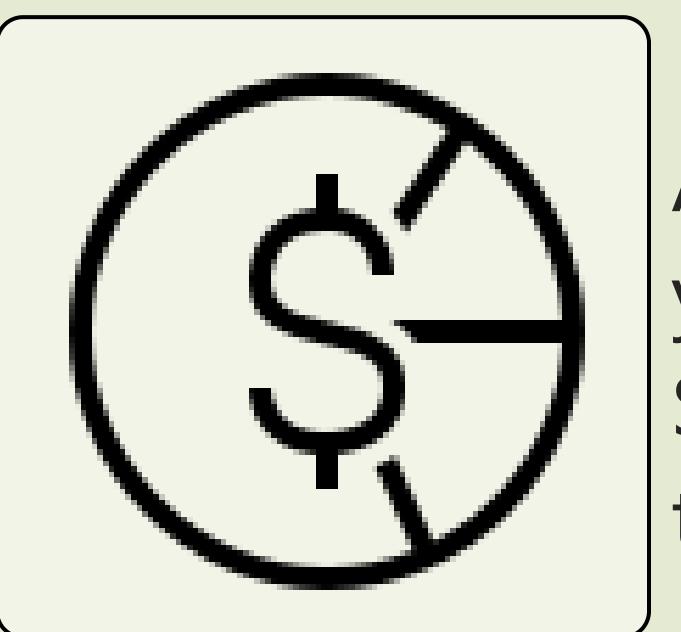
Marketing View

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



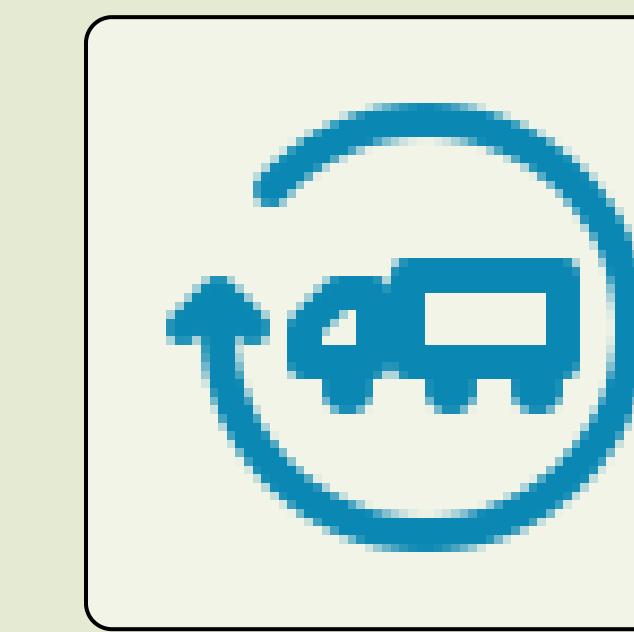
Executive View

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



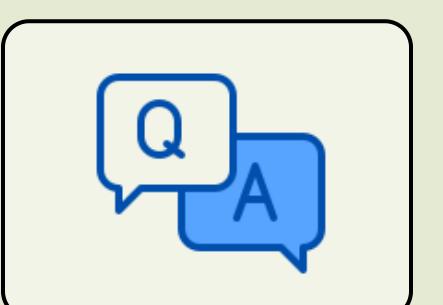
Sales View

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



Supply Chain View

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



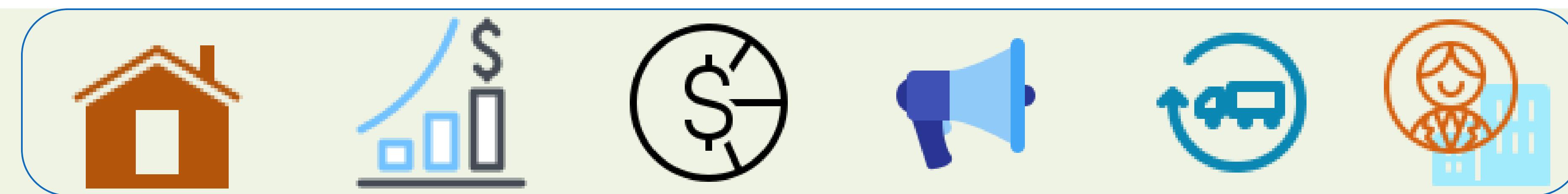
Support

Looking to get your issues resolved? Connect with our **support specialists** who are always ready to help you.



AtliQ Hardware

Finance View



vs LY vs Target

Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

2018

2019

2020

2021

2022 ESt

Quarters

Q1

Q2

Q3

Q4

YTD YTG

YTD

YTG

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08 %!

BM: 38.34 % (-0.66%)

GM %

- 522.42M

BM: (\$540.27M) (+3.3%)

Net Profit

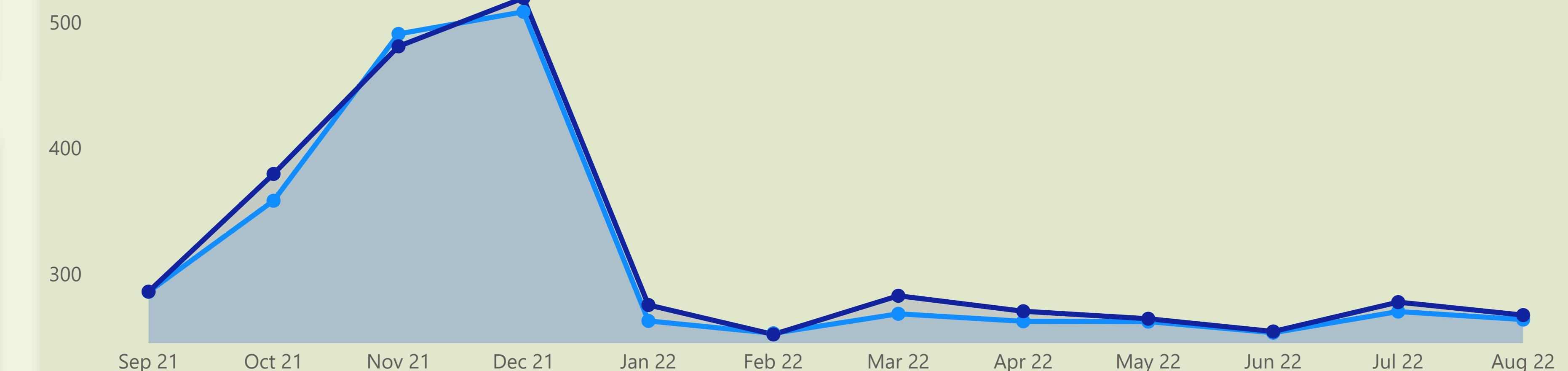
- 13.98 %

BM: -14.19 % (+1.47%)

Net Profit %

Net Sales Performance over time

● Selection ● vs BM



Profit and 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	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.80%
- 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	-2.5%
Gross Margin %	38.08	38.34	-0.25	-0.6%
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-3.3%
Net Profit %	-13.98	-14.19	0.21	-1.4%

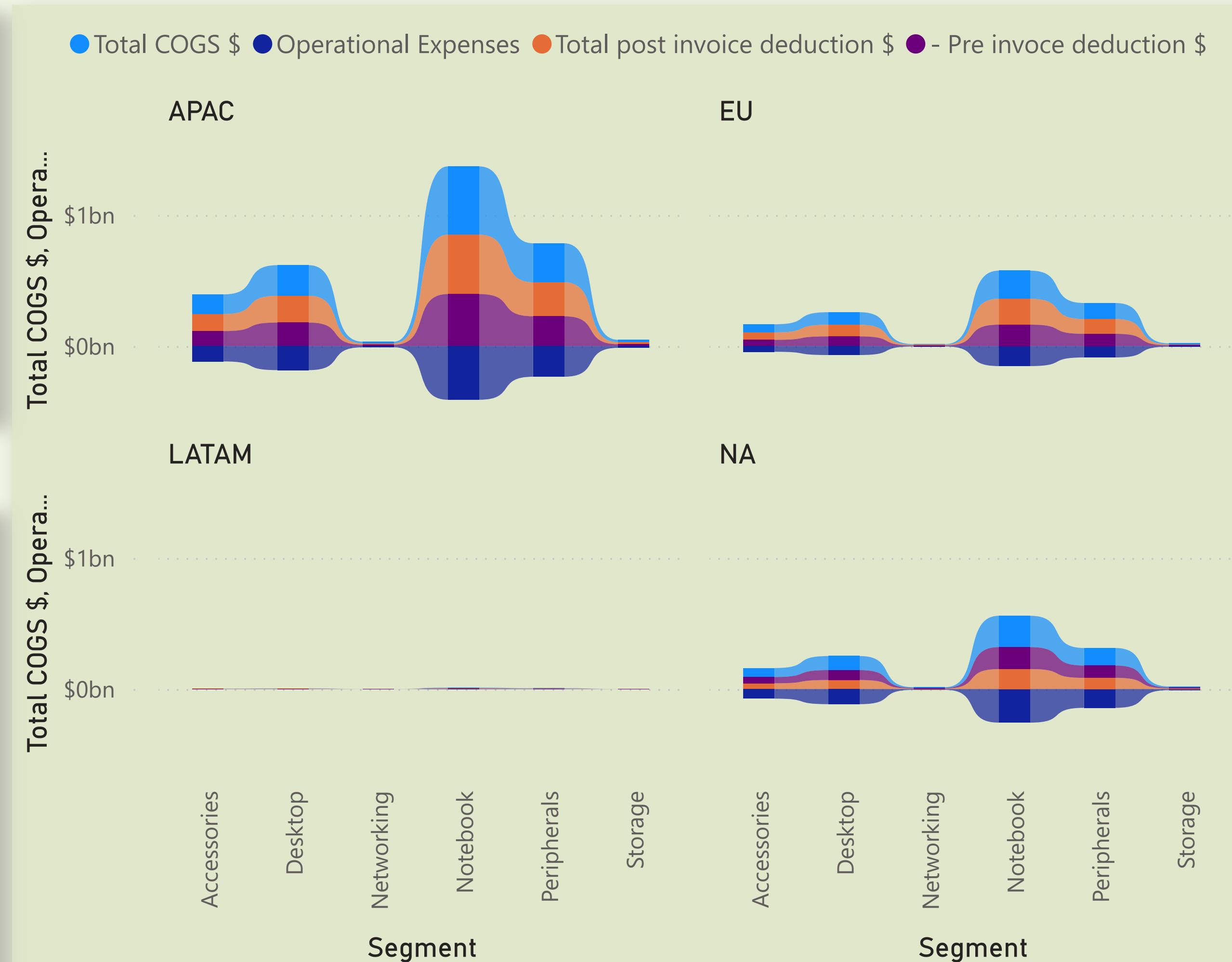
Customers By Net Sales

Region	P & L values	P & L Chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
Total	3,736.17	-1.86

Top/Bottom Products by Net Sales

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	
Total	3,736.17	-1.86

All Expenses By Segment & Region

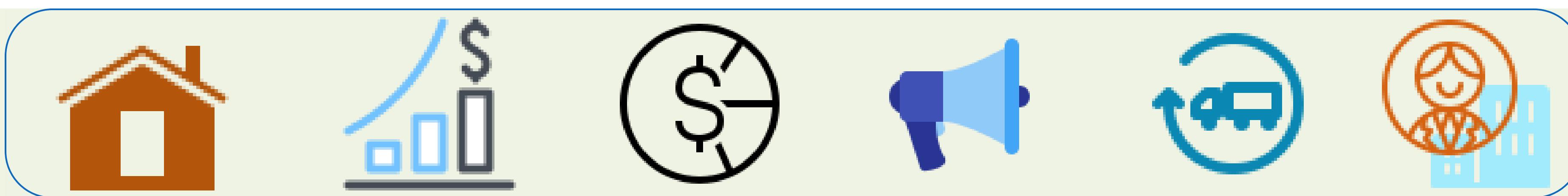


• BM= Benchmark, LY= Last Year, GM= Gross Margin,



AtliQ Hardware

Sales View



vs LY vs Target

Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

2018

2019

2020

2021

2022 ESt

Quarters

Q1

Q2

Q3

Q4

YTD YTG

YTD

YTG

Customer Performance

Customer	Net sales \$	Gross margin \$	Gross margin %
Acclaimed Stores	\$73.36M	29.58M	40.32 %
All-Out	\$4.41M	1.68M	38.17 % ↓
AltIQ Exclusive	\$307.17M	145.05M	47.22 %
Amazon	\$496.88M	182.77M	36.78 % ↓
Argos (Sainsbury'S)	\$13.70M	5.30M	38.70 %
Atlas Stores	\$17.14M	5.43M	31.66 % ↓
AltIQ E Store	\$304.10M	112.15M	36.88 % ↓
AltIQ Exclusive	\$53.95M	21.10M	39.11 %
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 %
Control	\$54.14M	23.51M	43.42 %
Coolblue	\$21.63M	6.94M	32.07 % ↓
Costco	\$61.81M	24.15M	39.07 %
Croma	\$51.84M	20.67M	39.88 %

Product Performance

Segment	Net sales \$	Gross margin \$	Gross margin %
[+] Networking	\$38.43M	14.78M	38.45 %
[+] Storage	\$54.59M	20.93M	38.33 %
[+] Desktop	\$711.08M	272.39M	38.31 %
[+] Notebook	\$1,580.43M	600.96M	38.03 %
[+] Peripherals	\$897.54M	341.22M	38.02 %
[+] Accessories	\$454.10M	172.61M	38.01 %

\$7.37bn ✓

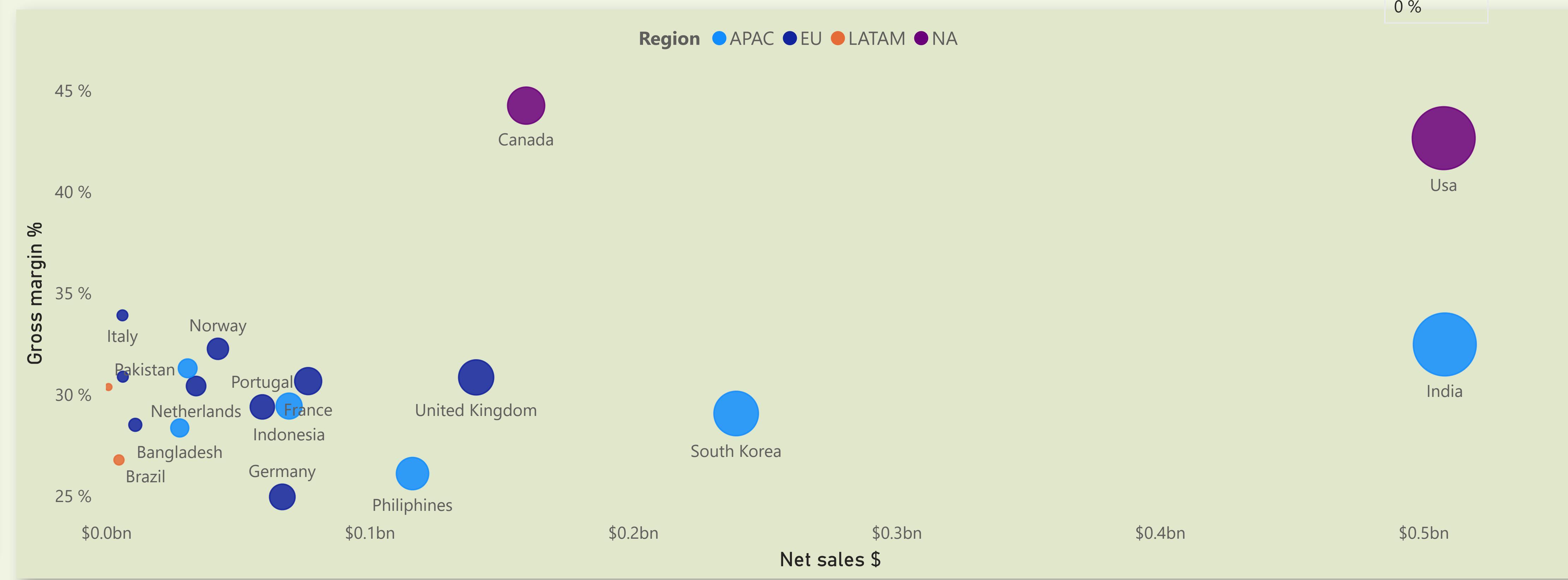
LY: \$1.66bn (+342.75%)

Gross Sales

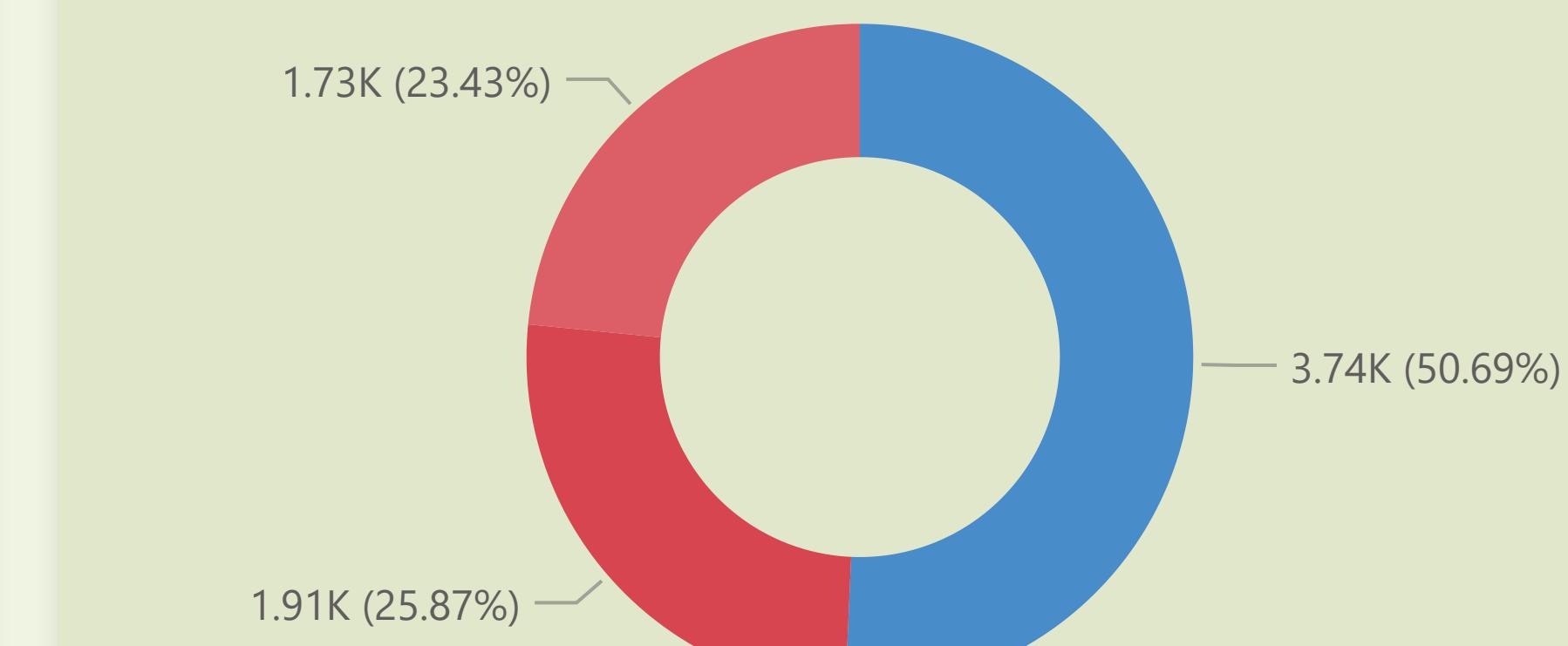
\$3.74bn ✓

LY: \$823.85M (+353.5%)

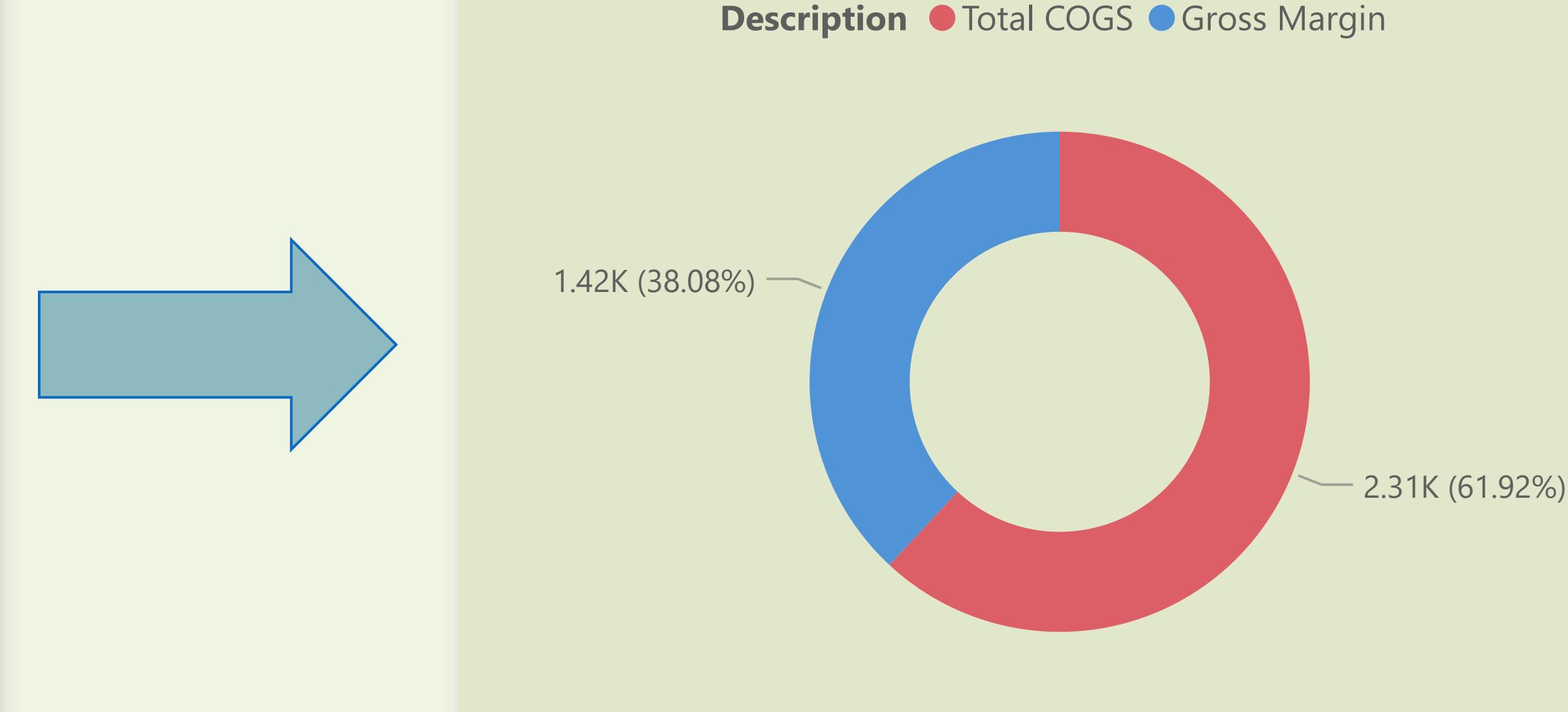
Net Sales



Description ● Net Sales ● Total Post Invoice Deducti... ● Pre Invoice Deducti...



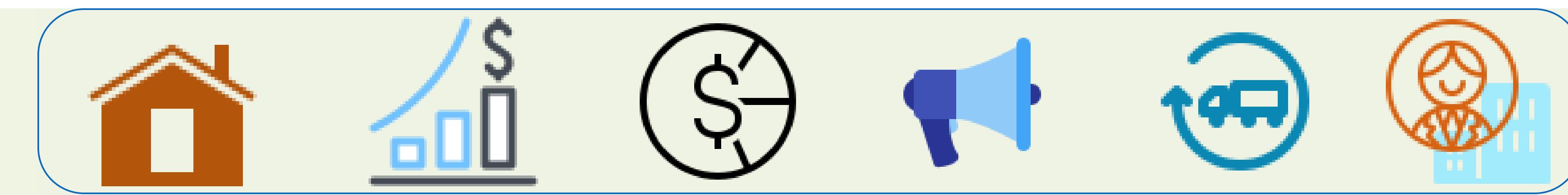
Unit Economics





AtliQ Hardware

Marketing View



Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

- 2018
- 2019
- 2020
- 2021
- 2022 ESt

Quarters

- Q1
- Q2
- Q3
- Q4

YTD YTG

- YTG

Product Performance

Segment	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
Networking	\$8.11M	3.13M	38.58 %	-1.12M	-13.76 %
Wi Fi Extender	\$8.11M	3.13M	38.58 %	-1.12M	-13.76 %
Storage	\$10.37M	3.98M	38.42 %	-1.43M	-13.77 %
External Solid State Drives	\$9.56M	3.68M	38.52 %	-1.31M	-13.68 %
Usb Flash Drives	\$0.81M	0.30M	37.26 %	-0.12M	-14.86 %
Desktop	\$163.00M	62.56M	38.38 %	-22.43M	-13.76 %
Business Laptop	\$76.06M	29.22M	38.42 %	-10.47M	-13.77 %
Personal Desktop	\$86.94M	33.34M	38.35 %	-11.96M	-13.76 %
Peripherals	\$170.25M	65.03M	38.20 %	-23.82M	-13.99 %
Motherboard	\$20.07M	7.79M	38.84 %	-2.68M	-13.37 %
Internal Hdd	\$7.45M	2.87M	38.57 %	-1.03M	-13.76 %
Processors	\$98.43M	37.66M	38.26 %	-13.71M	-13.93 %
Graphic Card	\$44.31M	16.70M	37.69 %	-6.40M	-14.44 %
Notebook	\$335.76M	127.99M	38.12 %	-47.15M	-14.04 %
Business Laptop	\$92.55M	35.48M	38.34 %	-12.71M	-13.73 %
Personal Laptop	\$122.51M	46.77M	38.18 %	-17.17M	-14.02 %
Gaming Laptop	\$120.70M	45.74M	37.89 %	-17.27M	-14.31 %
Accessories	\$98.83M	37.66M	38.11 %	-13.83M	-14.00 %
Keyboard	\$50.22M	19.21M	38.26 %	-6.94M	-13.81 %
Mouse	\$35.39M	13.46M	38.03 %	-5.00M	-14.13 %
Batteries	\$13.22M	4.99M	37.74 %	-1.89M	-14.32 %
Total	\$786.33M	300.35M	38.20 %	-109.78M	-13.96 %

Unit Economics

Description ● Total COGS ● Gross Margin

300.353... (38.2%)

485.97460... (61.8%)

Unit Economics

● Increase ● Decrease

300

-410

-110

Gross Margin Operational Expenses Net Profit

Show GM %

Unit Economics

Division ● N & S ● P & A ● Pc

Net Profit %

-\$13.5 % Motherboard

-\$14.0 % External Solid State Drives, Internal Hdd, Wi Fi Extender

-\$14.5 % Keyboard, Mouse, Batteries, Graphic Card

-\$15.0 % Usb Flash Drives

-\$0M

\$50M

\$100M

\$150M

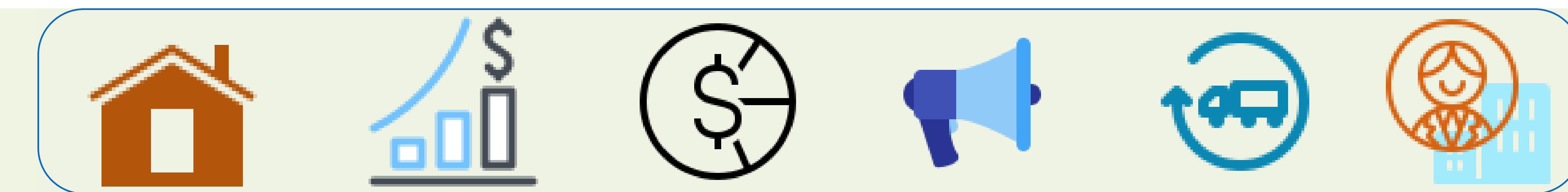
Net sales \$

Region/Market/Customer Performance

Region	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
APAC	\$391.11M	139.11M	35.57 %	-56.37M	-14.41 %
EU	\$154.59M	53.32M	34.49 %	-19.89M	-12.87 %
LATAM	\$3.27M	1.12M	34.15 %	-0.13M	-3.90 %
NA	\$237.36M	106.81M	45.00 %	-33.39M	-14.07 %
Total	\$786.33M	300.35M	38.20 %	-109.78M	-13.96 %



AtliQ Hardware Supply Chain View



Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

- 2018
- 2019
- 2020
- 2021
- 2022 Est

Quarters

- Q1
- Q2
- Q3
- Q4

YTD YTG

- YTD
- YTG

Key Metrics by Customer

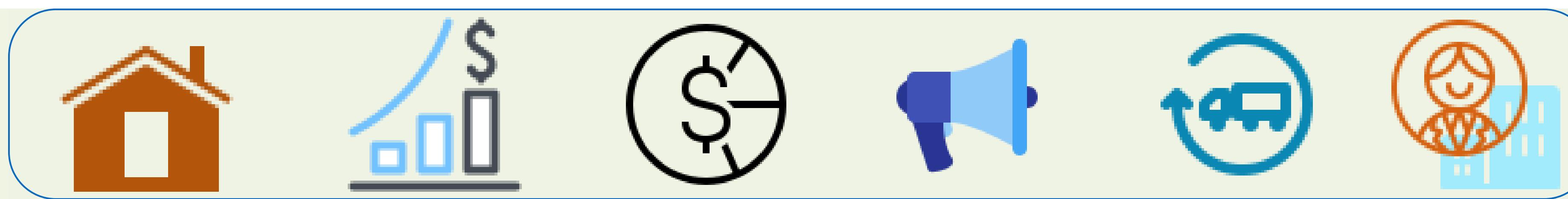
Customer	Forcast Accuracy %	Forcast Accuracy % LY	Net Error	Net Error %	Risk
Bestbuy	69.88 %	63.47 %	81,179	16.72 % EI	
Circuit City	67.92 %	61.94 %	85,248	16.55 % EI	
Radio Shack	72.71 %	65.15 %	69,253	16.48 % EI	
Costco	72.41 %	69.25 %	101,913	15.79 % EI	
Path	70.99 %	69.43 %	91,486	14.91 % EI	
Control	72.39 %	69.17 %	64,731	13.01 % EI	
Walmart	73.92 %	67.68 %	84,334	12.08 % EI	
Staples	71.70 %	69.62 %	79,821	11.51 % EI	
Leader	69.77 %	48.00 %	166,751	10.98 % EI	
Acclaimed Stores	74.24 %	68.51 %	83,037	10.74 % EI	
Sage	75.88 %	55.70 %	154,291	10.06 % EI	
Currys (Dixons Carphone)	74.28 %	55.71 %	8,104	6.00 % EI	
Billa	69.15 %	44.64 %	3,704	3.91 % EI	
Saturn	68.35 %	45.22 %	2,197	2.85 % EI	
Otto	75.78 %	44.41 %	1,962	2.41 % EI	
Logic Stores	72.58 %	65.55 %	6,430	2.37 % EI	
Nomad Stores	77.39 %	71.63 %	3,394	1.34 % EI	
Notebillig	72.23 %	45.02 %	1,141	1.31 % EI	
Relief	75.46 %	70.63 %	-348	-0.14 % OOS	
All-Out	69.07 %	55.36 %	-150	-0.32 % OOS	
Flipkart	75.48 %	70.78 %	-13,616	-1.09 % OOS	
Ebay	73.80 %	71.37 %	-19,127	-2.02 % OOS	
Atlas Stores	75.32 %	63.98 %	-4,182	-2.31 % OOS	
Surface Stores	72.89 %	70.86 %	-4,304	-3.38 % OOS	

Key Metrics by Product

Segment	Forcast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	88.89 %	78.01 %	341,468	1.72 % EI	
Mouse	91.29 %	89.11 %	840,719	8.71 % EI	
Keyboard	94.57 %	55.08 %	421,416	5.23 % EI	
Batteries	55.82 %	85.09 %	-920,667	-44.18 % OOS	
Desktop	88.90 %	84.50 %	78,576	10.24 % EI	
Personal Desktop	81.45 %	89.47 %	73,585	18.55 % EI	
Business Laptop	96.88 %	83.23 %	4,991	1.35 % EI	
Networking	95.35 %	91.35 %	-12,967	-1.69 % OOS	
Wi Fi Extender	95.35 %	91.35 %	-12,967	-1.69 % OOS	
Aq Wi Power Dx3	94.72 %	91.66 %	348	0.09 % EI	
Aq Wi Power Dx1		92.68 %			
Aq Wi Power Dx2	95.99 %	89.75 %	-13,315	-3.49 % OOS	
Notebook	88.29 %	80.01 %	-47,221	-1.69 % OOS	
Total	82.17 %	80.56 %	-3,472,690	-9.48 % OOS	



AtliQ Hardware Executive View



vs LY vs Target

Region, Market

Customer

Segment, Category

Fiscal Year

2022 ESt

Quarters

YTD YTG

\$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 %

82.17 %

LY: 80.56 % (+2%)

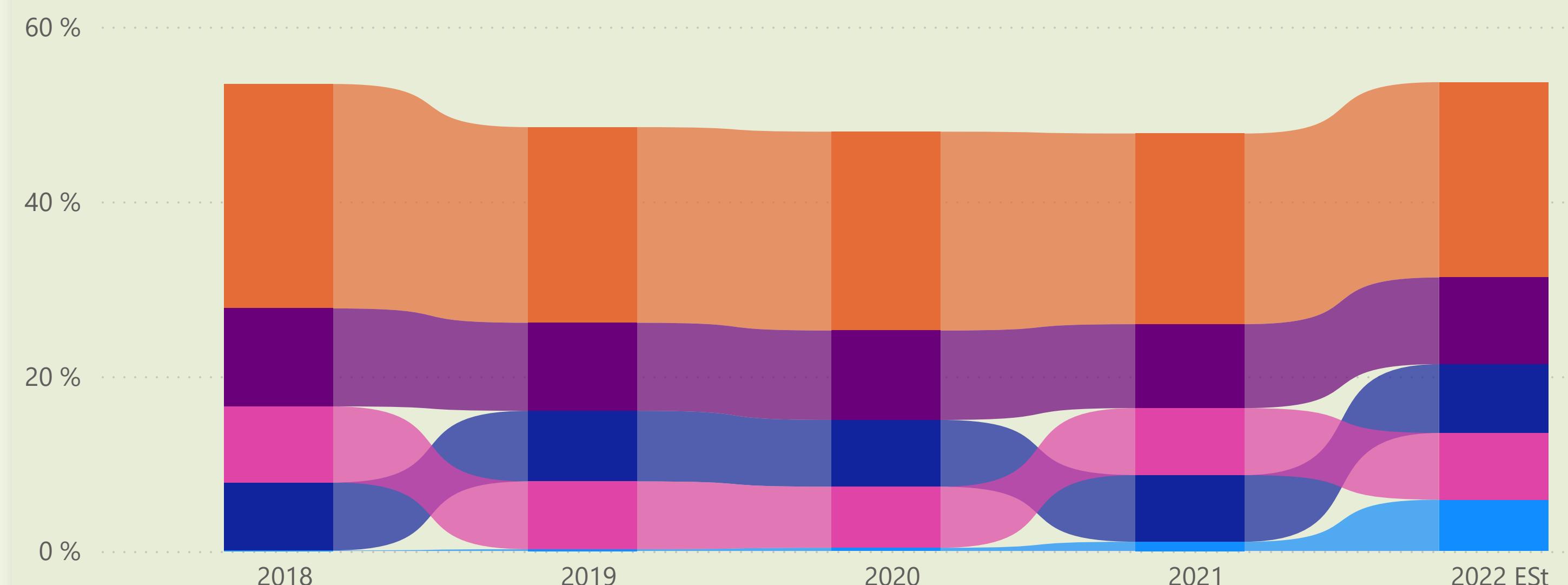
Forecast Accuracy %

Key Insight by Sub Zone

Sub_zone	Net sales \$	RC %	Gross margin %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	\$14.82M	0.40 %	35.02 %	-2.95 %	0.28 %	3.37 %	EI
SE	\$317.78M	8.51 %	37.03 %	-4.00 %	16.40 %	-55.47 %	OOS
ROA	\$788.66M	21.11 %	34.19 %	-6.32 %	8.32 %	-4.56 %	OOS
ANZ	\$189.78M	5.08 %	43.50 %	-7.39 %	1.36 %	-37.61 %	OOS
NA	\$1,022.09M	27.36 %	44.97 %	-14.22 %	4.87 %	14.35 %	EI
NE	\$457.71M	12.25 %	32.80 %	-18.09 %	6.80 %	-4.56 %	OOS
India	\$945.34M	25.30 %	35.75 %	-22.99 %	13.26 %	-24.37 %	OOS
Total	\$3,736.17M	100.00 %	38.08 %	-13.98 %	5.87 %	-9.48 %	OOS

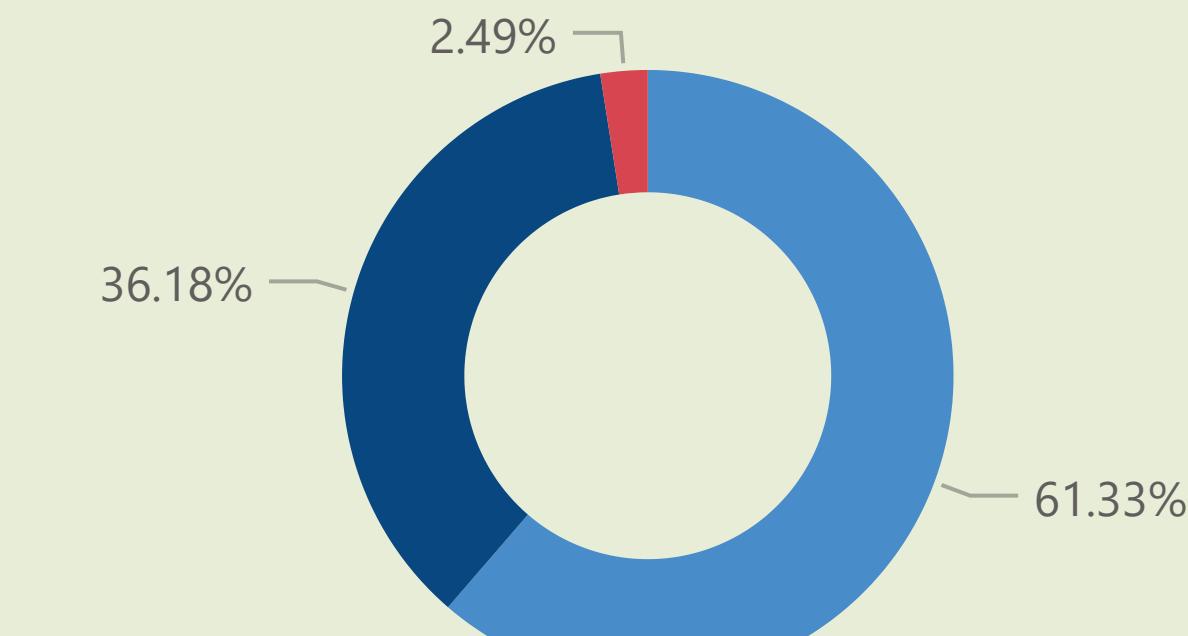
PC Market share Trend - AtliQ and Competitors

atliq bp dale innovo pacer



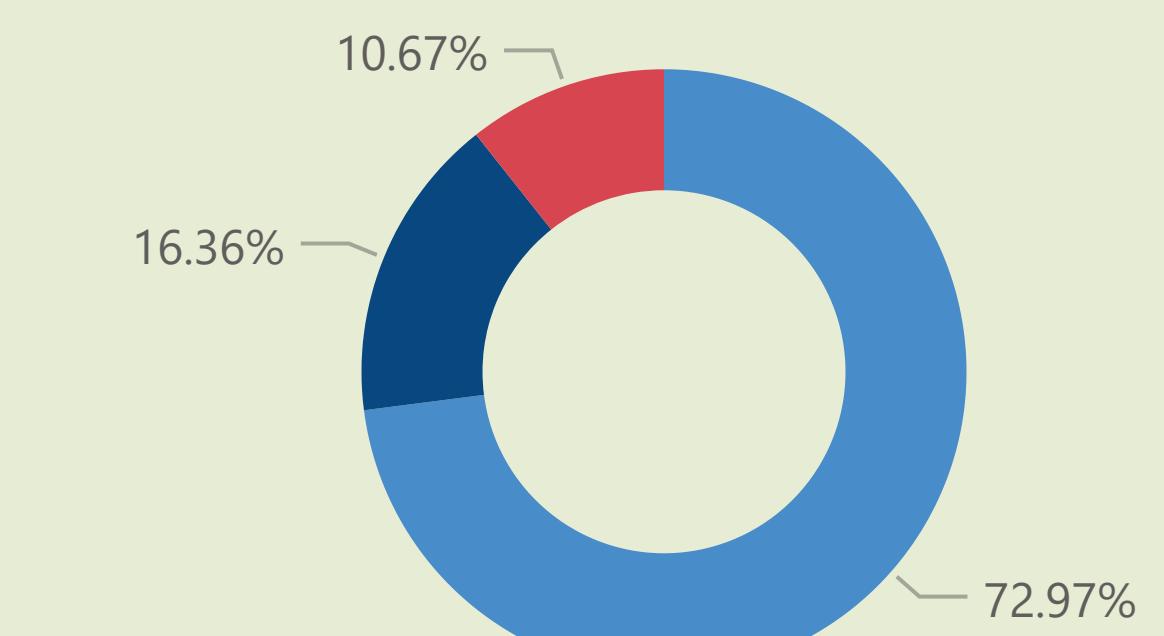
Revenue by Division

Pc P & A N & S



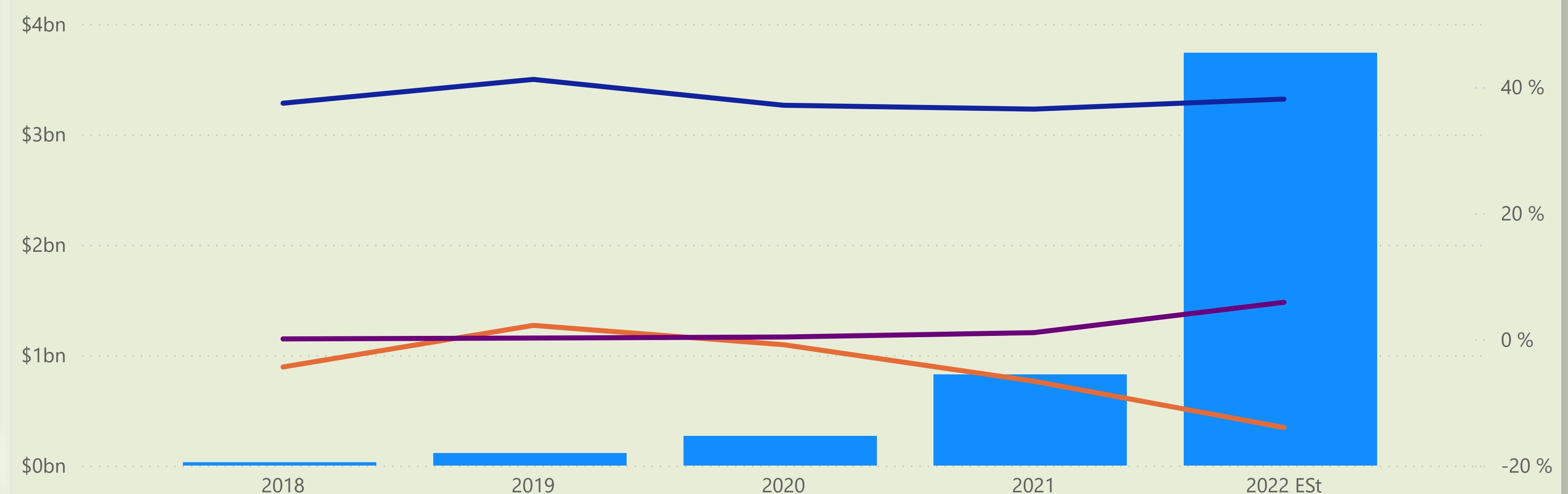
Revenue by Channel

Retailer Direct Distributor



Yearly Trend by Revenue, GM%, Net Profit, PC Market share %

Net sales \$ Gross margin % Net Profit % Atliq MS %



Top/Bottom Customer By Net Sales

Customer	RC %	Gross margin %
Atliq Exclusive	8.22 %	47.22 %
Amazon	13.30 %	36.78 %
Atliq E Store	8.14 %	36.88 %
Flipkart	3.71 %	42.14 %
Sage	3.42 %	31.53 %
Total	36.79 %	39.19 %

Top/Bottom Product By Net Sales

Product	RC %	Gross margin %
Aq Bz Allin1 Gen 2	5.42 %	38.51 %
Aq Home Allin1	4.13 %	38.71 %
Aq Home Allin1 Gen 2	5.70 %	38.08 %
Aq Smash 1	3.81 %	37.43 %
Aq Smash 2	4.13 %	37.40 %
Total	23.19 %	38.06 %

• BM= Benchmark, LY= Last Year, EI = Excess Inventory, OOS= Out of Stock, RC = Revenue Contribution, MS = Market Share