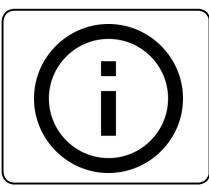
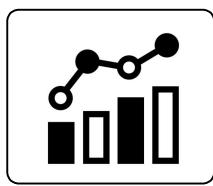
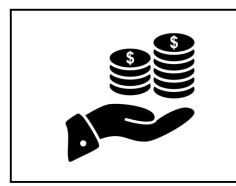
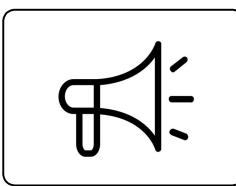
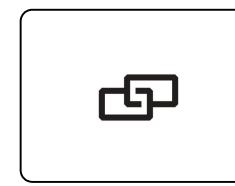
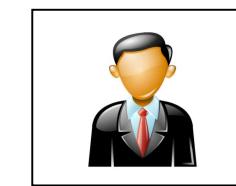
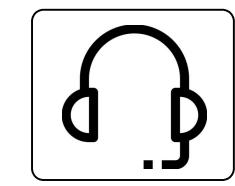




## Business Insights 360

**Info****Finance View****Sales View****Marketing View****Supply Chain View****Execute 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..

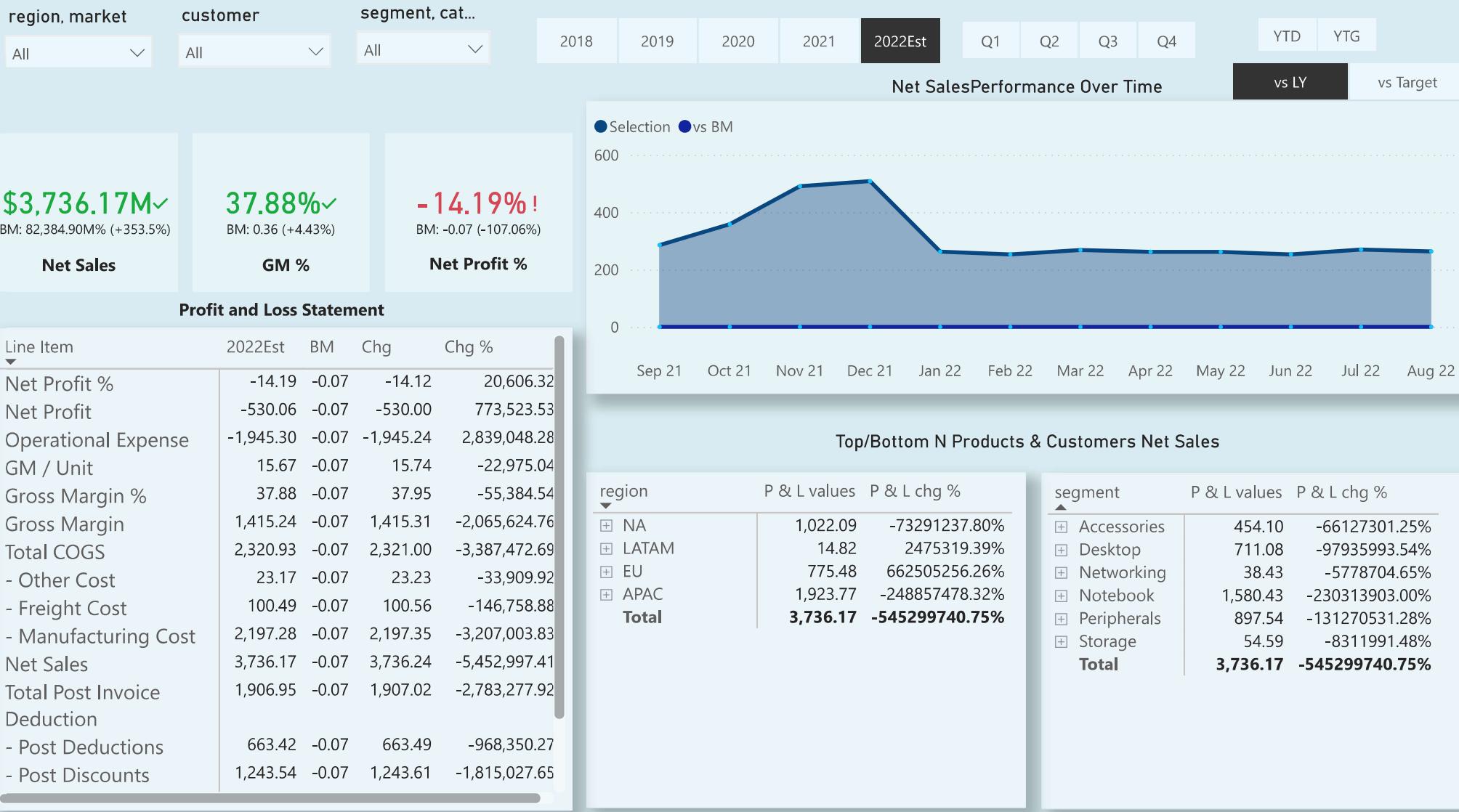
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

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.



BM=BenchMark LY=Last Year

**Region, Market** **Customer** **Segment, Cat...**

All All All

2018 2019 2020 2021 **2022Est** Q1 Q2 Q3 Q4 YTD YTG

### Key Metrics

	Forecast Accuracy	Net Error	ABS Error
Forecast Accuracy	81.17% ✓ LY: 0.80 (+1.2%)	-3472.69K ✓ LY: -75171.40K (-361.97%)	6899.04K ✓ LY: 9780.74K (-29.46%)

### Key Metrics by Customers

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
BestBuy	46.60%	0.35	81179	EI	16.72%
Circuit City	46.17%	0.35	85248	EI	16.55%
Radio Shack	45.64%	0.38	69253	EI	16.48%
Costco	51.95%	0.49	101913	EI	15.79%
Path	50.57%	0.46	91486	EI	14.91%
Control	52.06%	0.47	64731	EI	13.01%
walmart	54.78%	0.50	84334	EI	12.08%
Staples	54.45%	0.49	79821	EI	11.51%
Leader	48.72%	0.24	166751	EI	10.98%
Acclaimed Stores	57.74%	0.51	83037	EI	10.74%
Sage	50.72%	0.34	154291	EI	10.06%
Currys (Dixons Carphone)	54.29%	0.36	8104	EI	6.00%
Billa	42.63%	0.18	3704	EI	3.91%
Saturn	41.54%	0.19	2197	EI	2.85%
Otto	45.76%	0.18	1962	EI	2.41%
<b>Total</b>	<b>81.17%</b>	<b>0.80</b>	<b>-3472690</b>	<b>OOS</b>	<b>-9.48%</b>





region, market

customer

segment, cat...

All

All

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

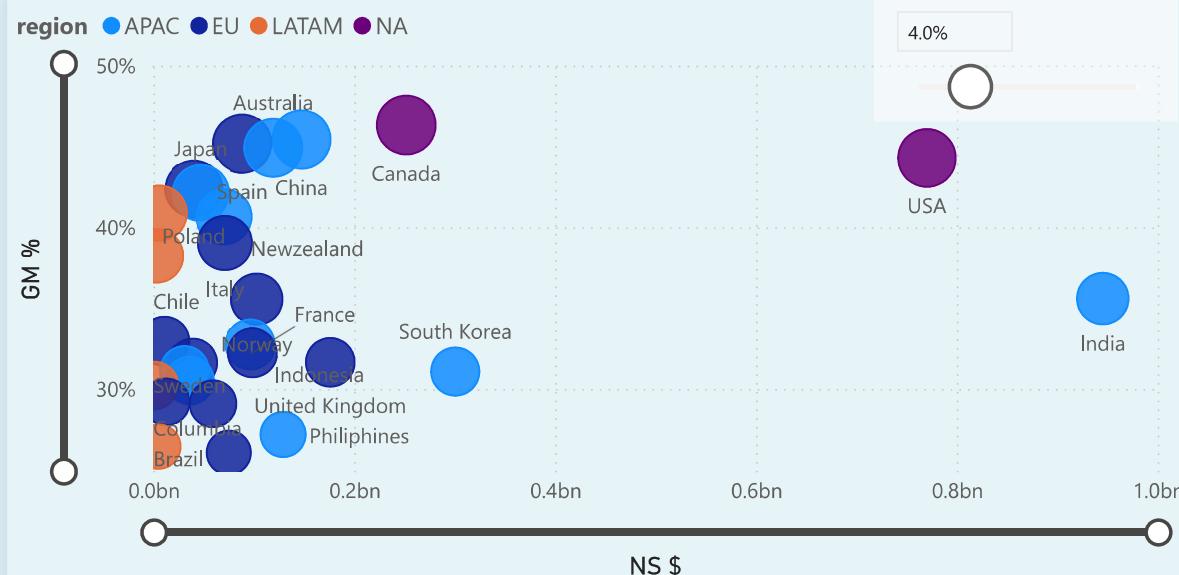
YTD

YTG

### Customer Performance

customer	NS \$	GM \$	GM %
Nova	1.71M	0.51M	29.98%
All-Out	4.41M	1.67M	37.99%
Unity Stores	6.29M	2.12M	33.76%
Otto	6.47M	1.53M	23.68%
Saturn	6.49M	1.69M	26.02%
Notebillig	6.66M	1.49M	22.34%
Billa	6.82M	1.59M	23.33%
Electricalsbea Stores	6.95M	2.70M	38.89%
Flawless Stores	9.07M	3.16M	34.81%
Info Stores	9.08M	3.19M	35.13%
Electricalslance Stores	9.17M	2.60M	28.31%
Integration Stores	9.33M	3.97M	42.54%
Electricalsara Stores	10.17M	3.79M	37.33%
Power	10.56M	3.92M	37.11%
Insight	10.84M	3.31M	30.50%
Surface Stores	11.01M	3.22M	29.26%
<b>Total</b>	<b>3736.17M</b>	<b>1,415.24M</b>	<b>37.88%</b>

### Performance Matrix



### Product Performance

segment	NS \$	GM \$	GM %
[+] Networking	38.43M	14.70M	38.25%
[+] Storage	54.59M	20.81M	38.13%
[+] Accessories	454.10M	171.68M	37.81%
[+] Desktop	711.08M	270.93M	38.10%
[+] Peripherals	897.54M	339.38M	37.81%
[+] Notebook	1580.43M	597.73M	37.82%
<b>Total</b>	<b>3736.17M</b>	<b>1,415.24M</b>	<b>37.88%</b>

### Unit Economics





region, market

customer

segment, cat...

2018

2019

2020

2021

2022Est

Q1

Q2

YTD

YTG



segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
[+] Networking	16.28M	6.18M	37.96%	-2.28M	-14.03%
[+] Storage	26.95M	10.20M	37.85%	-3.78M	-14.04%
[+] Accessories	190.84M	71.56M	37.50%	-27.47M	-14.39%
[+] Desktop	280.78M	105.93M	37.73%	-39.59M	-14.10%
[+] Peripherals	444.83M	166.83M	37.50%	-63.78M	-14.34%
[+] Notebook	683.24M	256.06M	37.48%	-98.64M	-14.44%
<b>Total</b>	<b>1642.91M</b>	<b>616.76M</b>	<b>37.54%</b>	<b>-235.53M</b>	<b>-14.34%</b>

### Product Performance

### Performance Matrix

Show GM %

division ● N &amp; S ● P &amp; A ● PC



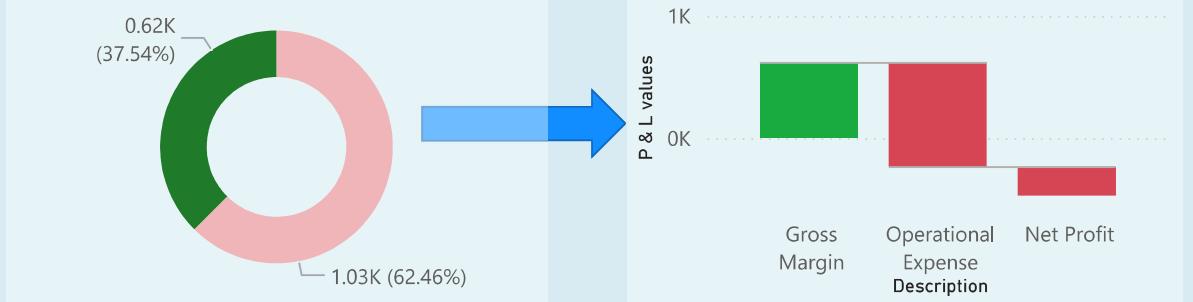
### Region/Market/Customer Performance

Show GM %

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
[+] APAC	882.68M	314.97M	35.68%	-134.78M	-15.27%
[+] NA	392.10M	175.75M	44.82%	-57.10M	-14.56%
[+] EU	362.09M	123.91M	34.22%	-43.47M	-12.01%
[+] LATAM	6.04M	2.12M	35.05%	-0.17M	-2.78%
<b>Total</b>	<b>1642.91M</b>	<b>616.76M</b>	<b>37.54%</b>	<b>-235.53M</b>	<b>-14.34%</b>

### Unit Economics

● Total COGS ● Gross Margin





**region, market** **customer** **segment, cat...**

All All All 2018 2019 2020 2021 2022Est Q1 Q2 Q3 Q4 vs LY vs Target

**\$3,736.17M✓**  
BM: 82,384.90M%  
(+353.5%)  
**Net Sales**

**37.88%✓**  
BM: 0.36 (+4.43%)  
**GM %**

**-14.19%!**  
BM: -0.07 (-107.06%)  
**Net Profit %**

**81.17%✓**  
LY: 0.80 (+1.2%)  
**Forecast Accuracy**

### Revenue By Division

PC: 36.18% P & A: 61.33% N & S: 1.5%

### Revenue By Channel

Retailer: 72.97% Direct: 16.36% Distributor: 10.67%

YTD
YTG

**Key Insight By Sub Zone**

Sub_Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$317.8M	8.5%	36.8%	-4.3%	16.40%	-55.47%	OOS
ANZ	\$189.8M	5.1%	43.3%	-7.6%	1.36%	-37.61%	OOS
India	\$945.3M	25.3%	35.6%	-23.1%	13.26%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.0%	-6.5%	8.32%	-4.56%	OOS
NE	\$457.7M	12.3%	32.5%	-18.4%	6.80%	-4.56%	OOS
LATAM	\$14.8M	0.4%	34.8%	-3.2%	0.28%	3.37%	EI
NA	\$1,022.1M	27.4%	44.8%	-14.4%	4.87%	14.35%	EI
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>37.9%</b>	<b>-14.2%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>OOS</b>

**PC Market Share Trend AtliQ & Competitors**

Manufacturer: atliq, bp, dale, innovo, pacer

Year	atliq	bp	dale	innovo	pacer
2018	7.8%	8.7%	8.1%	7.6%	7.8%
2019	7.8%	8.1%	8.1%	7.6%	7.8%
2020	7.6%	7.7%	7.7%	7.6%	7.6%
2021	7.6%	7.7%	7.7%	7.6%	7.6%
2022Est	9.9%	9.6%	9.6%	7.9%	7.6%

**Top 5 Customer By Revenue**

customer	RC %	GM %
Amazon	13.3%	36.59%
Atliq e Store	8.1%	36.67%
Atliq Exclusive	9.7%	45.81%
Flipkart	3.7%	41.97%
Sage	3.4%	31.31%
<b>Total</b>	<b>38.2%</b>	<b>38.98%</b>

**Top 5 Products By Revenue**

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.31%
AQ Home Allin1	4.1%	38.51%
AQ HOME Allin1 Gen 2	5.7%	37.87%
AQ Smash 1	3.8%	37.22%
AQ Smash 2	4.1%	37.19%
<b>Total</b>	<b>23.2%</b>	<b>37.86%</b>

BM=BenchMark LY=Last Year EI=Excess Inventory OOS=Out Of Stock

