



## Business Insights 360



### Info

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



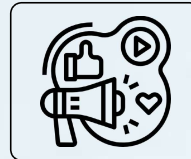
### Finance View

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



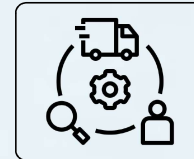
### Sales View

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



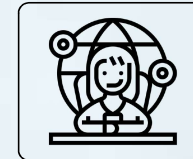
### Marketing View

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 ▼ customer ▼ segment, category, product ▼  
All ▼ All ▼ All ▼

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 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%)

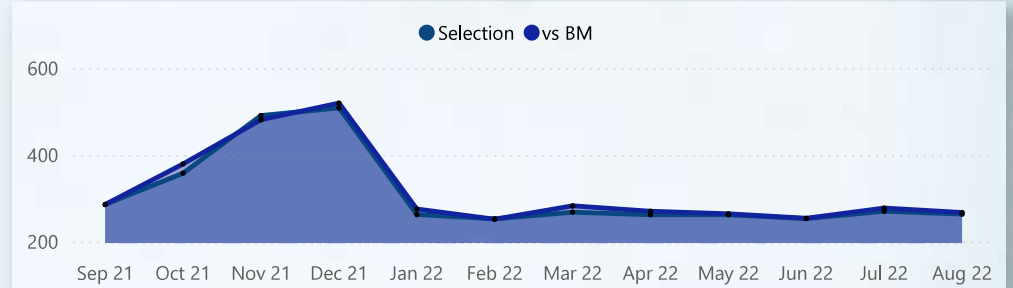
**Net Profit %**

**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**

vs LY vs Target



**Top / Bottom Products & Customers by Net Sales**

region	P & L Values	P & L YoY Chg %	segment	P & L Values	P & L YoY Chg %
⊕ APAC	1,923.77	-2.48	⊕ Notebook	1,580.43	
⊕ EU	775.48	-1.13	⊕ Peripherals	897.54	
⊕ LATAM	14.82	-1.60	⊕ Desktop	711.08	
⊕ NA	1,022.09	-1.24	⊕ Accessories	454.10	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>	⊕ Storage	54.59	
			⊕ Networking	38.43	
			<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

BM = Benchmark, LY = Last Year



region, market  customer  segment, category, product

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

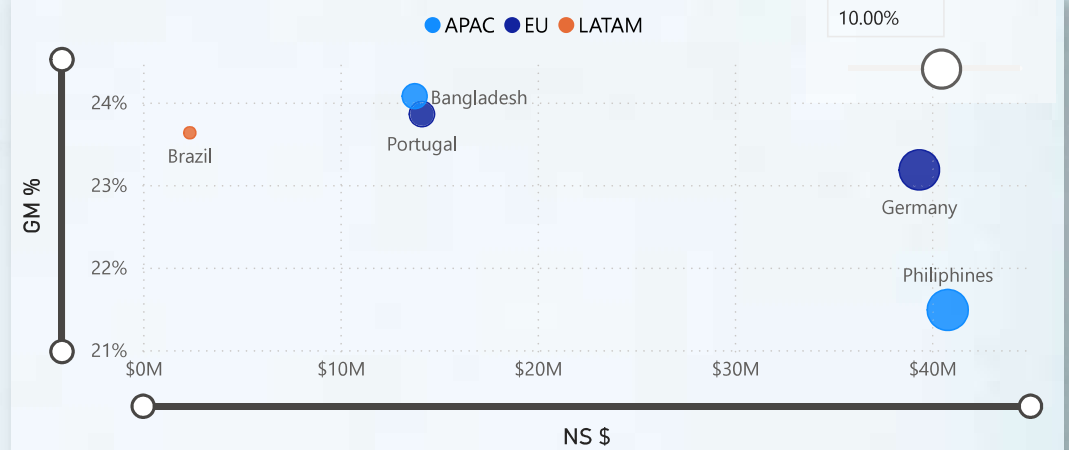
### Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

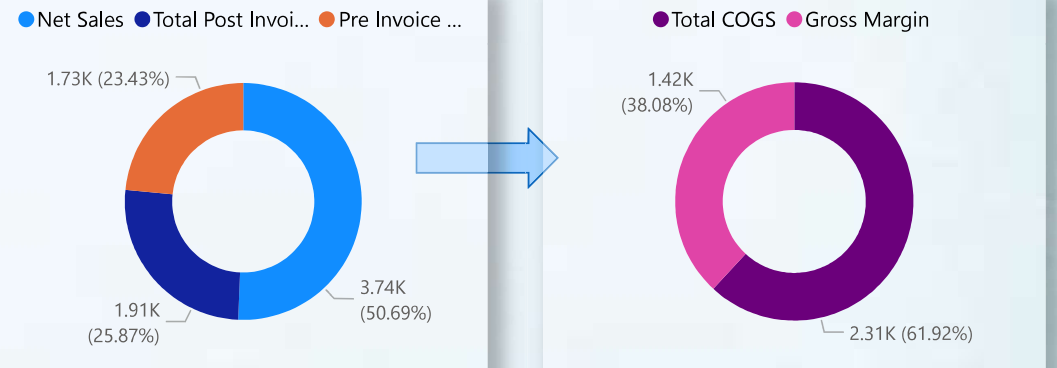
### Product Performance

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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Matrix



### Unit Economics



vs LY vs Target



region, market ▼ customer ▼ segment, category, product ▼  
All ▼ All ▼ All ▼

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72
+ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98</b>

2019

2020

2021

2022 Est

Q1

Q2

Q3

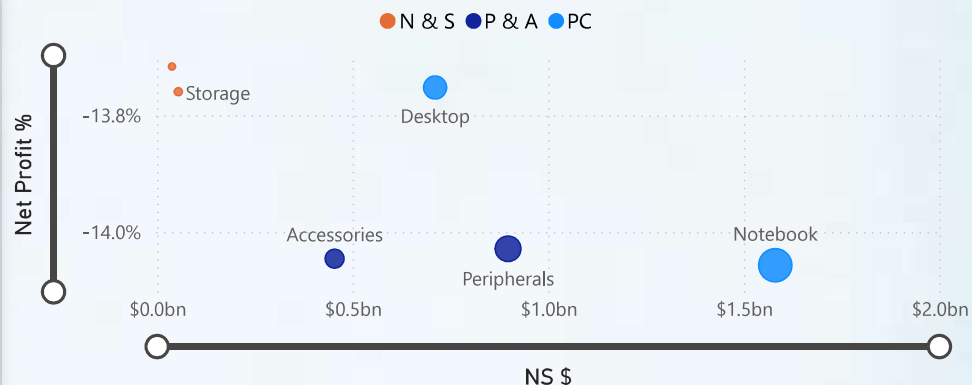
Q4

YTD

YTG

Show GM %

### Performance Matrix

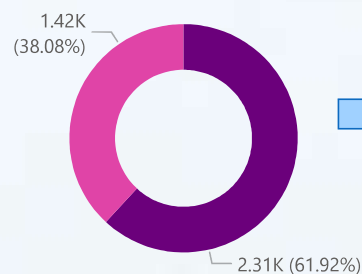


### Region / Market / Customer Performance

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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

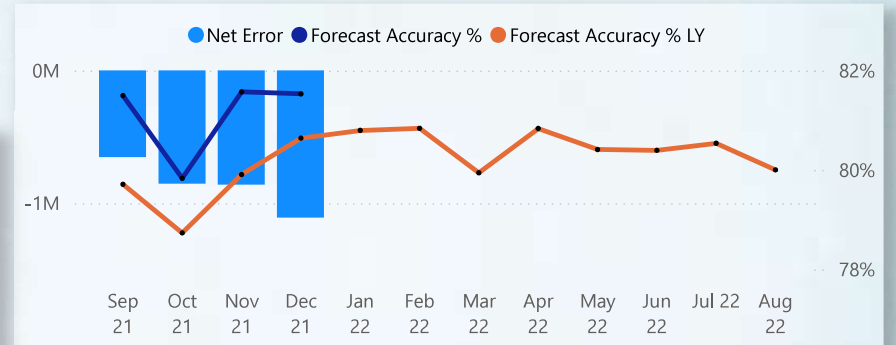
LY: 9780.74K (-29.46%)

ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

## Accuracy / Net Error Trend



## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-320428	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market ▼ customer ▼ segment, category, product ▼  
All ▼ All ▼ All ▼

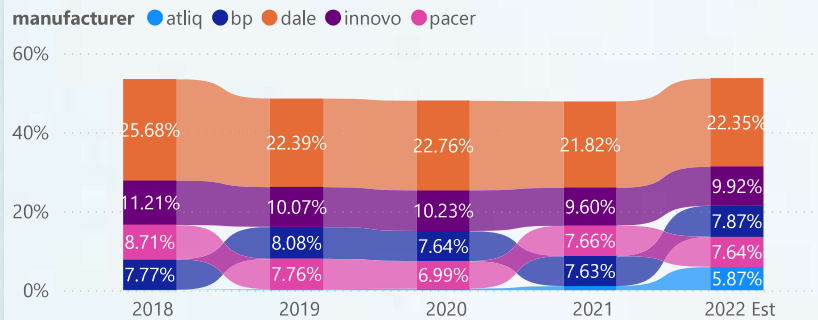
2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG  
vs LY vs Target

**\$3.74bn !** **38.08% !** **-13.98%✓** **81.17%✓**  
BM: 3.81bn (-1.86%) BM: 38.34% (-0.66%) BM: -14.19% (+1.47%) BM: 80.21% (+1.2%)  
**Net Sales** **GM %** **Net Profit %** **Forecast Accuracy**

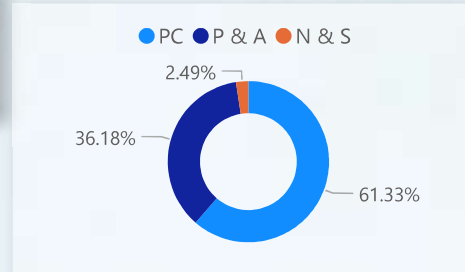
#### Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
NA	\$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.35%	EI
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	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>-9.48%</b>	<b>OOS</b>

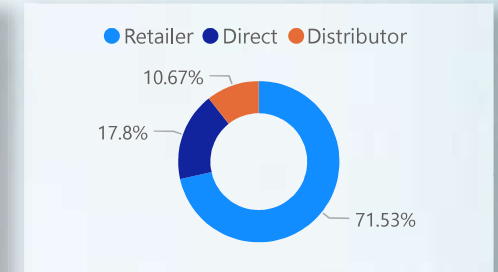
#### PC Market Share Trend- AtliQ & Competitors



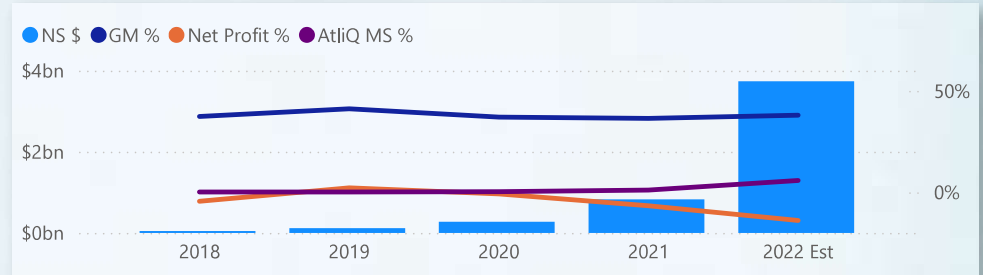
#### Revenue by Division



#### Revenue by Channel



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



#### Top 5 Customers 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% ↓
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

#### Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.40% ↓
AQ Smash 1	3.8%	37.43% ↓
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

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