

Inf

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



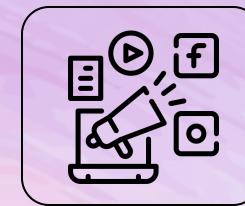
Finance View

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



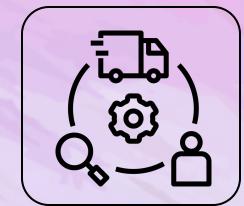
Sales View

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



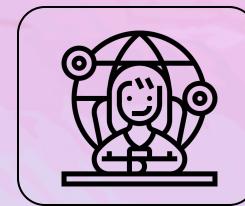
Marketing View

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	customer	market	fy_desc	Quarters	YTD-YTG
All	All	All	2018 2019 2020 2021 2022 est	Q1 Q2 Q3 Q4	YTD YTG
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All	All	All	Vs LY Vs target		

segment, product

All

Vs LY

Vs target

net sales performance over time

\$3.74bn✓
BM: 823.85M
(+353.5%)38.08%✓
BM: 36.49%
(+4.37%)- 13.98%!
LY: -6.63%
(-110.79%)

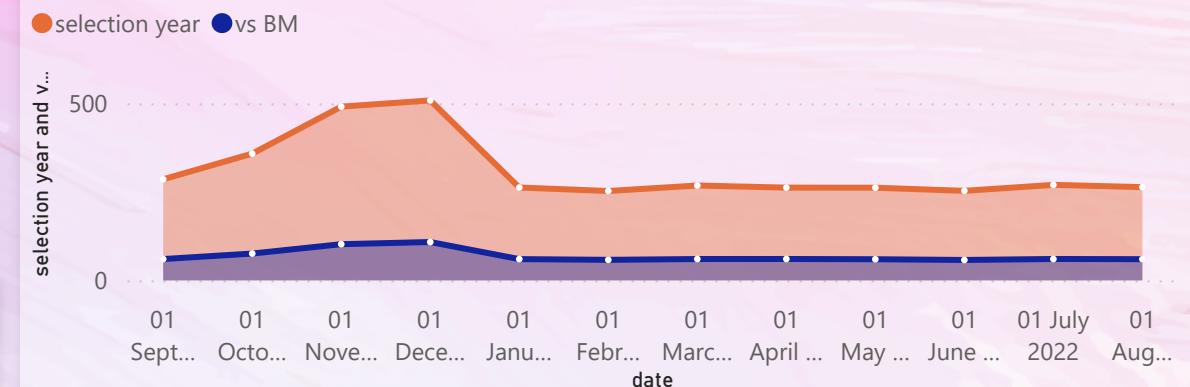
Net Sales

GM%

Net Profit %

Profit & Loss statement

Line Item	2022 est	BM	CHANGE	CHANGE%
Gross Sales	7370.14	1664.64	5705.50	342
Pre Invoice Deduction	1727.01	392.50	1334.51	340
Net Invoice Sales	5643.13	1272.13	4370.99	343
- Post Discounts	1243.54	281.64	961.90	341
- Post Deductions	663.42	166.65	496.77	298
Total Post Invoice Deduction	1906.95	448.29	1458.67	325
Net Sales	3736.17	823.85	2912.32	353
- Manufacturing Cost	2197.28	497.78	1699.50	341
- Freight Cost	100.49	22.05	78.43	355
- Other Cost	15.52	3.39	12.14	358
Total COGS	2313.29	523.22	1790.07	342
Gross Margin	1422.88	300.63	1122.25	373
Gross Margin %	38.08	36.49	1.59	4



Top & Bottom Products and Customer by net sales

region	P & L value	segment	P & L values	p & l change %
APAC		Storage	54.59	0.32
South Korea		Peripherals	897.54	439.03
Acclaimed Stores		Notebook	1,580.43	493.06
All-Out		Networking	38.43	-14.89
Amazon	24	Desktop	711.08	1,431.55
Argos (Sainsbury's)		Accessories	454.10	85.46
Atlas Stores		Total	3,736.17	353.50
Atliq e Store	29			
AtliQ Exclusive	31			
BestBuy				
Billa				
Roulancker				

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market	customer	region	fy_desc	Quarters	YTD-YTG
All	All	All	2018	Q1	YTD
All	All	All	2019	Q2	YTG
All	All	All	2020	Q3	
All	All	All	2021	Q4	
			2022 est		

81.17% ✓
LY: 80.21% (+1.2%)

-3472.69K ✓
LY: -751.71K
(-361.97%)

6899.04K ✓
LY: 9780.74K
(-29.46%)

Forecast Accuracy

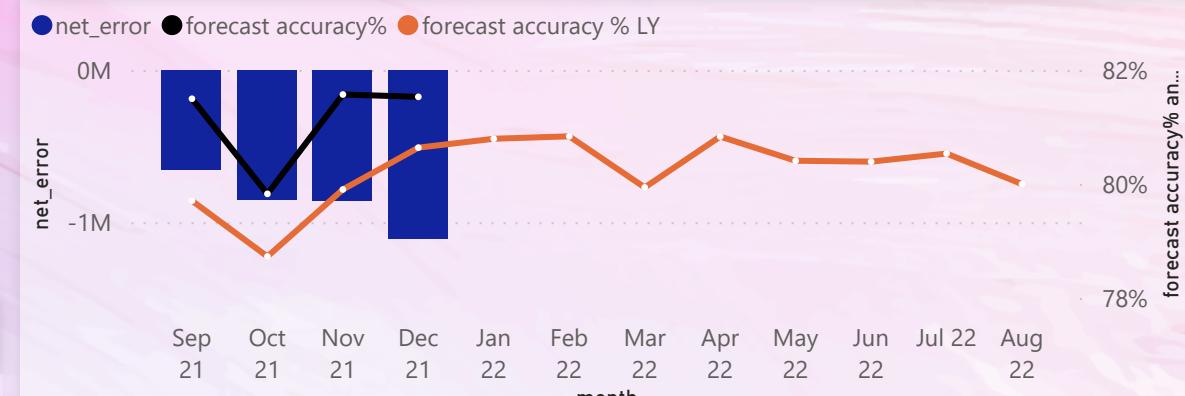
Net Error

ABS Error

Key Metrics by Customers

customer	forecast accuracy%	forecast accuracy % LY	net_error	net_error%	risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	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_error%	risk
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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The dashboard displays performance data across four main sections:

- Customer Performance:** A table showing NS \$, GM \$, and GM % for various customers. The total values are \$3,736.17M, 1,422.88M, and 38.08% respectively.
- Performance Matrix:** A bubble chart showing NS \$ (X-axis) and GM % (Y-axis) for different customers across regions (APAC, EU, LATAM, NA). The chart includes labels for Info Stores, AtliQ Exclusive, Zone, Ebay, Amazon, Sage, Leader, Neptune, Acclaimed Stores, and walmart.
- Product Performance:** A table showing NS \$, GM \$, and GM % for product segments. The total values are \$3,736.17M, 1,422.88M, and 38.08% respectively.
- Unit Economics:** A donut chart showing the breakdown of Net Sales, Total Post Inv., Pre Invoice Inv., and COGS. The segments are labeled with their values and percentages: 1.73K (23.43%), 1.91K (25.87%), 3.74K (50.69%), and 3.42K (38.08%).

Filtering and comparison tools are available at the top, including dropdown menus for market, customer, region, fiscal year, quarters, and YTD-YTG, as well as buttons for 'Vs LY' and 'Vs target'.

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market	customer	region	fy_desc	2018	2019	2020	2021	2022 est	Quarters	YTD-YTG				
All	All	All							Q1	Q2	Q3	Q4	YTD	YTG

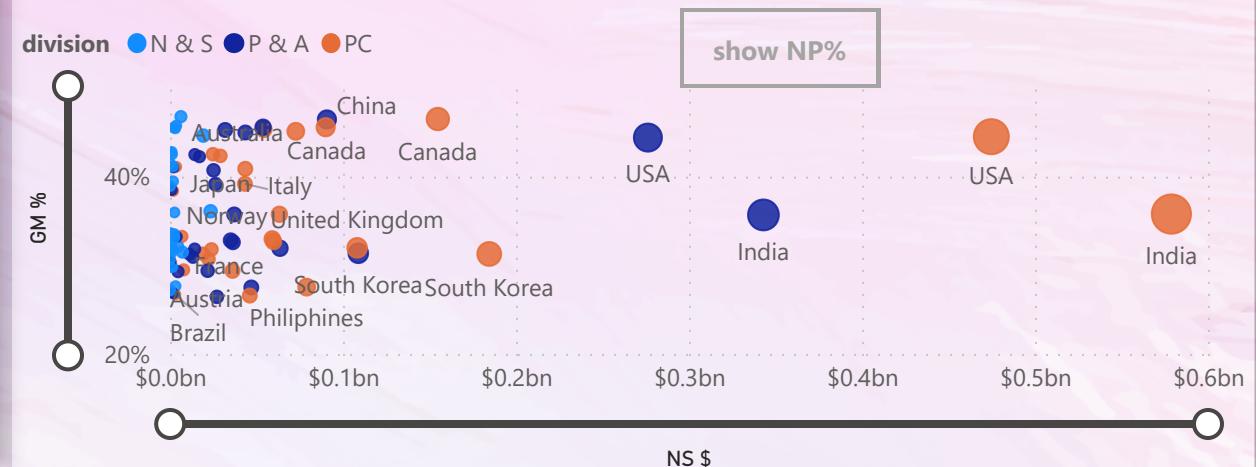
Product Performance

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

Performance Matrix

GM% VISUAL

division N & S P & A PC

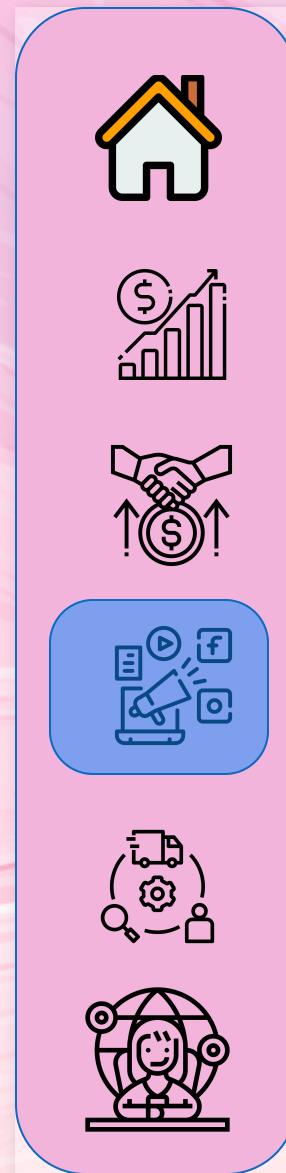
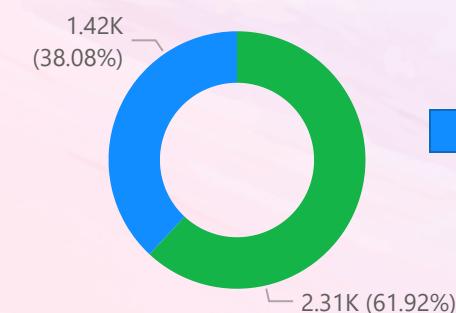


Customer Performance

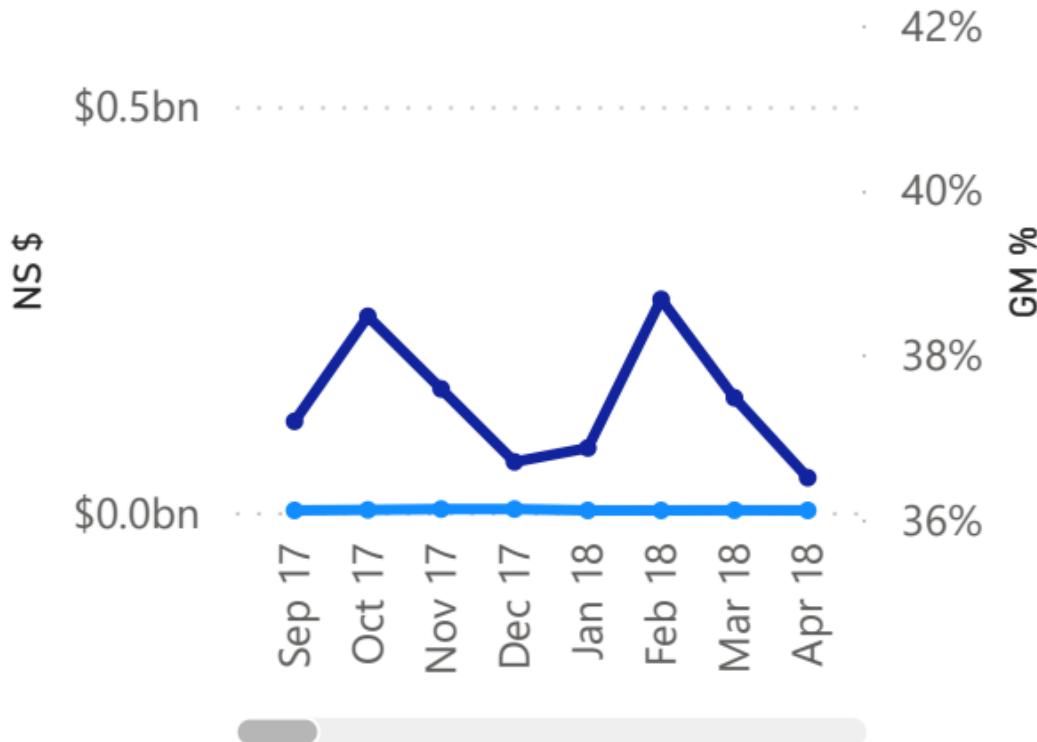
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics

● Total COGS ● Gross Margin



NS & GM% FOR





region ▾ customer ▾ market ▾ fy_desc ▾ Quarters ▾ YTD-YTG ▾

All All All 2018 2019 2020 2021 2022 est Q1 Q2 Q3 Q4 YTD YTG

segment, product ▾ All Vs LY Vs target

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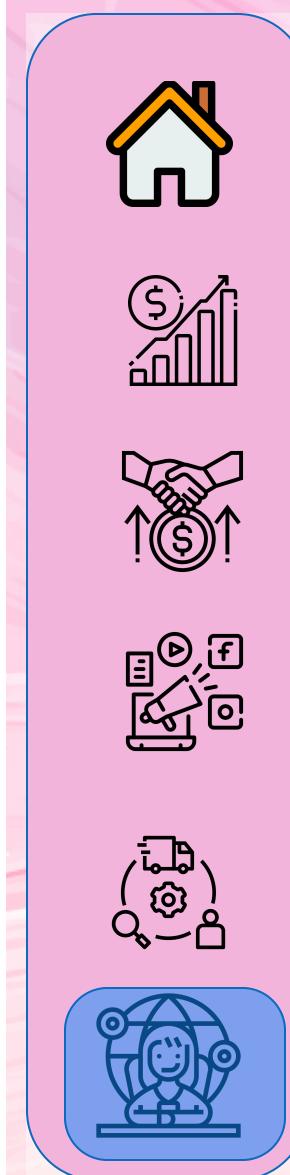
81.17%✓
LY: 80.21%
(+1.2%)

Net Sales

GM%

Net Profit %

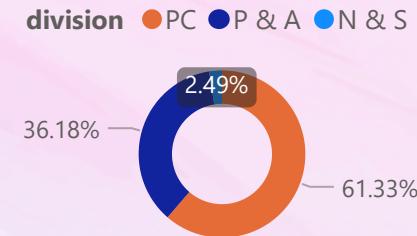
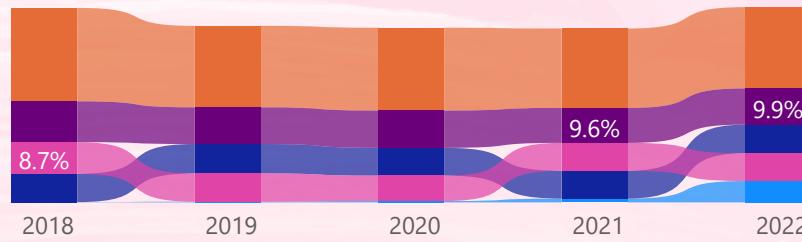
Forecast A%



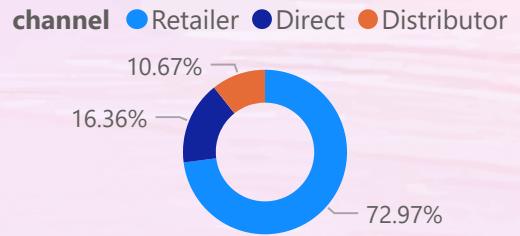
sub_zone	NS \$	RC%	GM %	net profit %	Atliq MS%	risk	net_err or%
NA	\$1,022.1M	27.4%	45.0%	-14.22%	0.05 EI	14.35%	
LATAM	\$14.8M	0.4%	35.0%	-2.95%	0.00 EI	3.37%	
NE	\$457.7M	12.3%	32.8%	-18.09%	0.07 OOS	-4.56%	
ROA	\$788.7M	21.1%	34.2%	-6.32%	0.08 OOS	-4.56%	
India	\$945.3M	25.3%	35.8%	-22.99%	0.13 OOS	-24.37%	
ANZ	\$189.8M	5.1%	43.5%	-7.39%	0.01 OOS	-37.61%	
SE	\$317.8M	8.5%	37.0%	-4.00%	0.16 OOS	-55.47%	
Total	\$3,736.2M	100.0	38.1%	-13.98%	0.06 OOS	-9.48%	
			%				

PC market share Trend-AtliQ & Competitors

MANUFACTURER ● atliq ● bp ● dale ● innovo ● pacer



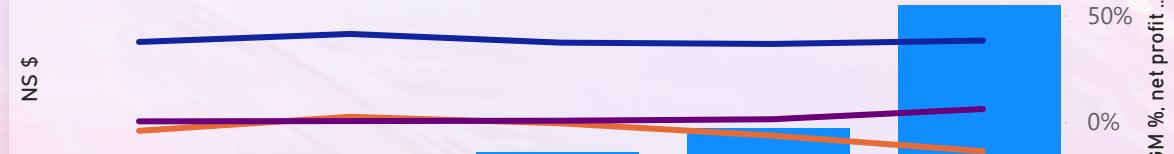
Revenue By Division



Revenue by Channel

Yearly trend by Revenue ,GM%, Net Profit%, PC market share%

● NS \$ ● GM % ● net profit % ● Atliq MS%



Top & Bottom Products and Customer by net sales

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%

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%