



AtliQ Business Insights 360

Values are in Millions, Currency is USD

Sales Data Loaded Until : Dec 21

Report Refresh Date
Wednesday, February 05, 2025



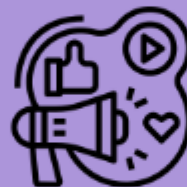
Finance View

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.



Region, Market

All

Customer

All

Segment, Category, Pr...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$267.98M✓

BM: \$111.37M (+140.61%)

Net Sales

37.35%!

BM: 41.40% (-9.78%)

GM%

1.36%!

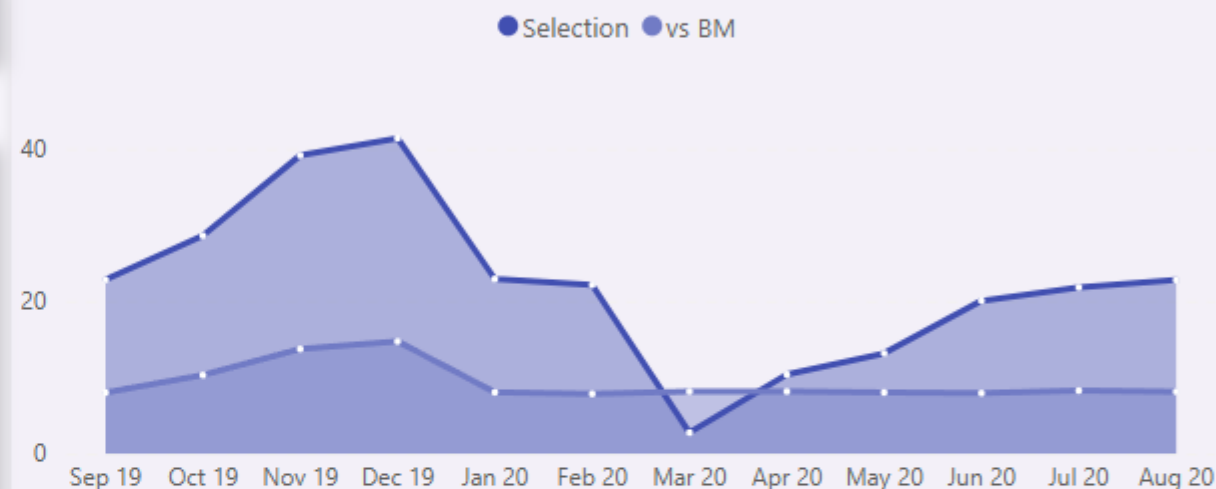
BM: 4.06% (-66.53%)

Net Profit %

Profit and Loss (P & L) Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	6.59	2.44	4.15	170.18
- Other Cost	1.01	0.49	0.52	105.26
Total COGS	167.89	65.27	102.63	157.24
Gross Margin	100.08	46.11	53.98	117.07
Gross Margin %	37.35	41.40	-4.05	-9.78
GM / Unit	4.82	4.28	0.54	12.70
Operational Expenses	-96.44	-41.58	-54.86	131.94
Net Profit	3.65	4.53	-0.88	-19.47
Net Profit %	1.36	4.06	-2.70	-66.53

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Region	P & L Values (M)	P & L Chg %
APAC	147.98	107.48
EU	55.79	224.03
LATAM	2.00	141.89
NA	62.21	182.70
Total	267.98	140.61

Segment	P & L Values (M)	P & L Chg %
Accessories	66.23	136.21
Desktop	0.95	
Networking	26.22	51.00
Notebook	86.39	166.63
Peripherals	60.63	207.22
Storage	27.56	99.17
Total	267.98	140.61

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



Region, Market
All

Customer
All

Segment, Category, Pr...
All

2019

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Customer Performance

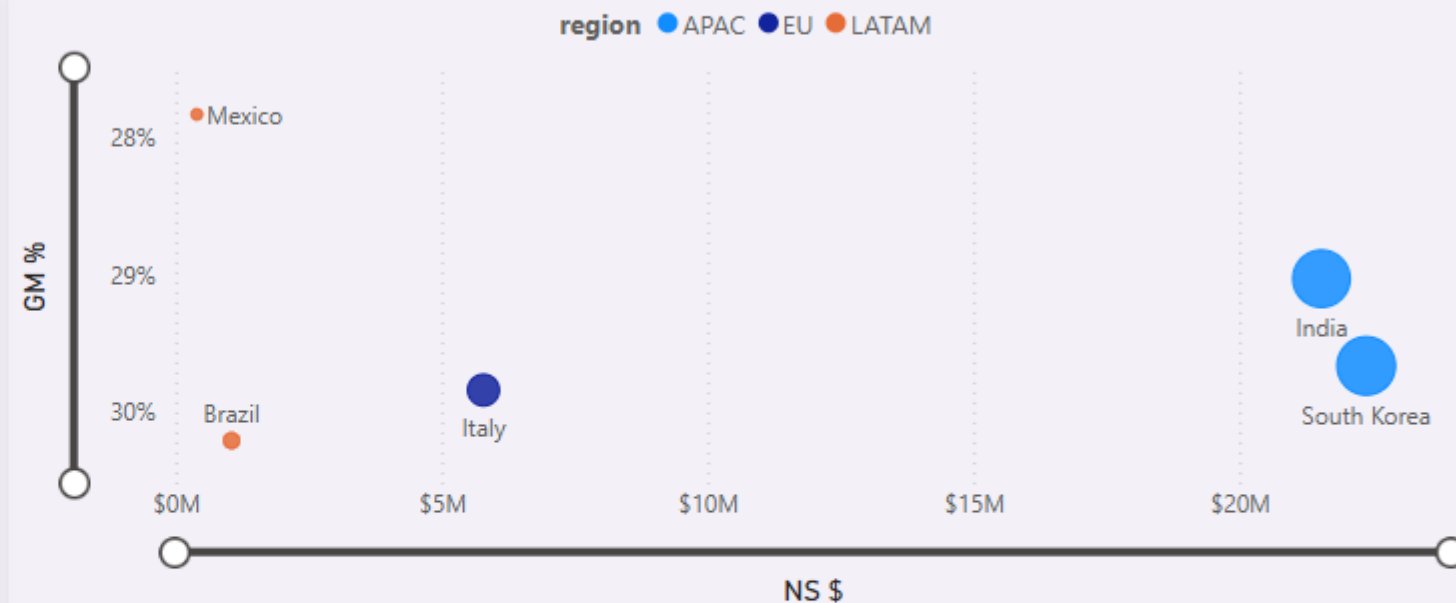
Customer	NS \$	GM \$	GM %
Acclaimed Stores	\$3.73M	\$1.38M	37.1%
All-Out	\$0.21M	\$0.08M	38.7%
Amazon	\$49.77M	\$18.98M	38.1%
Argos (Sainsbury's)	\$0.95M	\$0.29M	30.8%
Atlas Stores	\$0.89M	\$0.34M	38.4%
AtliQ e Store	\$31.74M	\$11.98M	37.7%
AtliQ Exclusive	\$22.97M	\$10.58M	46.0%
BestBuy	\$2.34M	\$0.91M	38.9%
Billa	\$0.60M	\$0.24M	39.4%
Boulangier	\$1.09M	\$0.38M	34.7%
Chip 7	\$1.72M	\$0.64M	37.2%
Chiptec	\$0.54M	\$0.21M	38.2%
Circuit City	\$2.30M	\$0.78M	33.9%
Total	\$267.98M	\$100.08M	37.3%

10%

Performance Matrix

vs LY

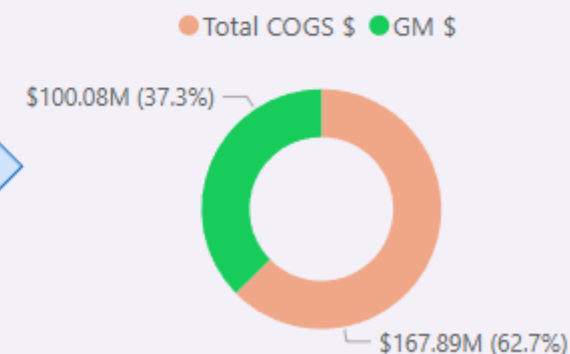
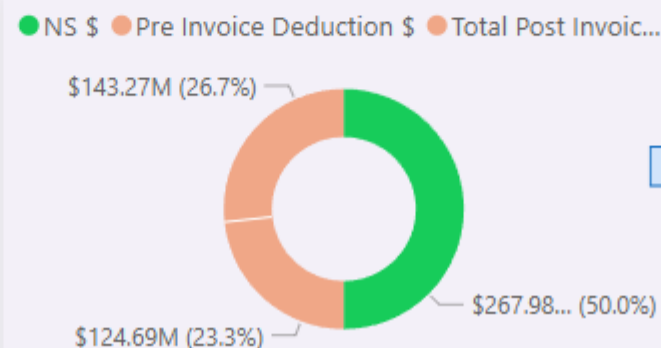
vs Target



Product Performance

Segment	NS \$	GM \$	GM %
Accessories	\$66.23M	\$24.72M	37.3%
Desktop	\$0.95M	\$0.35M	36.7%
Networking	\$26.22M	\$9.90M	37.8%
Notebook	\$86.39M	\$32.25M	37.3%
Peripherals	\$60.63M	\$22.87M	37.7%
Storage	\$27.56M	\$10.00M	36.3%
Total	\$267.98M	\$100.08M	37.3%

Unit Economics



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



Region, Market

All

Customer

All

Segment, Category, P...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

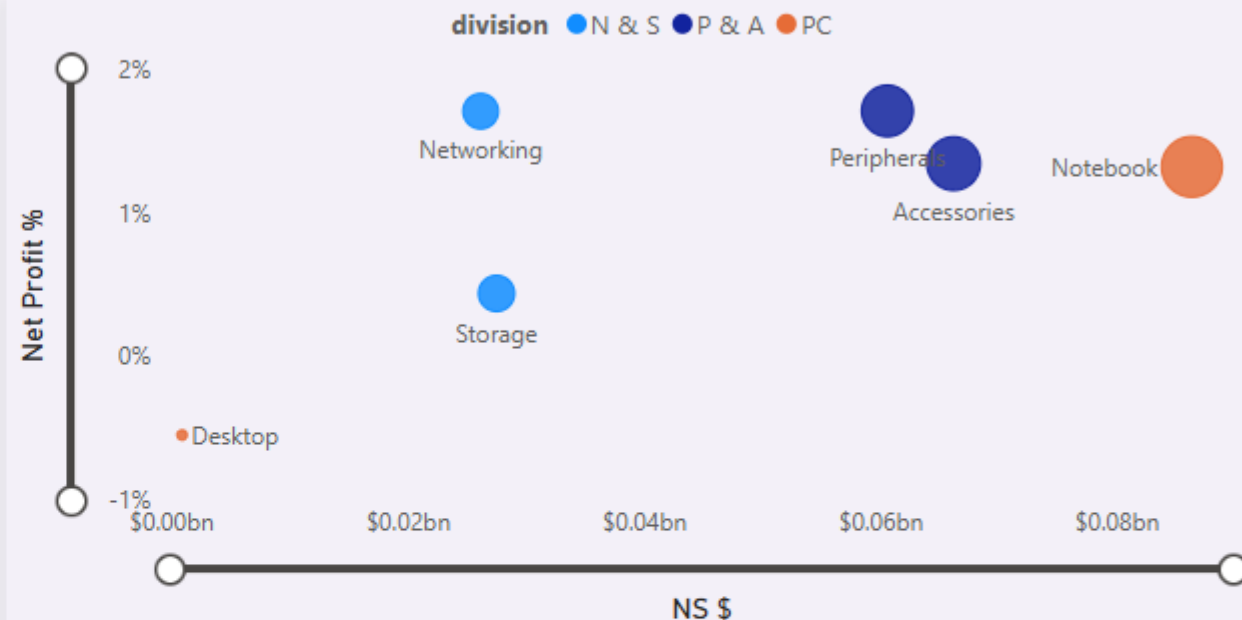
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Desktop	\$0.95M	\$0.35M	36.73%	-0.01M	-0.55%
Storage	\$27.56M	\$10.00M	36.29%	0.12M	0.44%
Networking	\$26.22M	\$9.90M	37.75%	0.45M	1.72%
Accessories	\$66.23M	\$24.72M	37.32%	0.89M	1.35%
Peripherals	\$60.63M	\$22.87M	37.72%	1.04M	1.72%
Notebook	\$86.39M	\$32.25M	37.33%	1.15M	1.33%
Total	\$267.98M	\$100.08M	37.35%	3.65M	1.36%

Show GM %

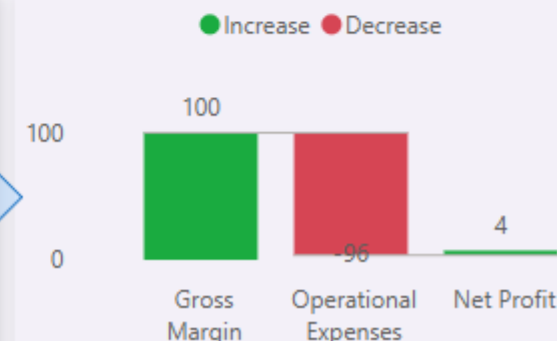
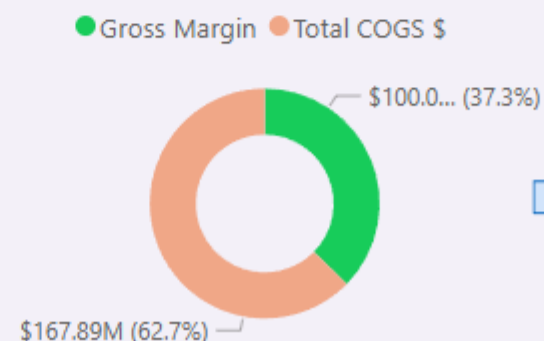
Performance Matrix



Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$147.98M	\$53.89M	36.41%	4.41M	2.98%
EU	\$55.79M	\$21.10M	37.82%	0.35M	0.62%
LATAM	\$2.00M	\$0.62M	30.96%	0.00M	-0.08%
NA	\$62.21M	\$24.48M	39.35%	-1.11M	-1.79%
Total	\$267.98M	\$100.08M	37.35%	3.65M	1.36%

Unit Economics



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



Region, Market

All

Customer

All

Segment, Category, Pr...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.48K (-22.88%)

Net Error

5.74M!

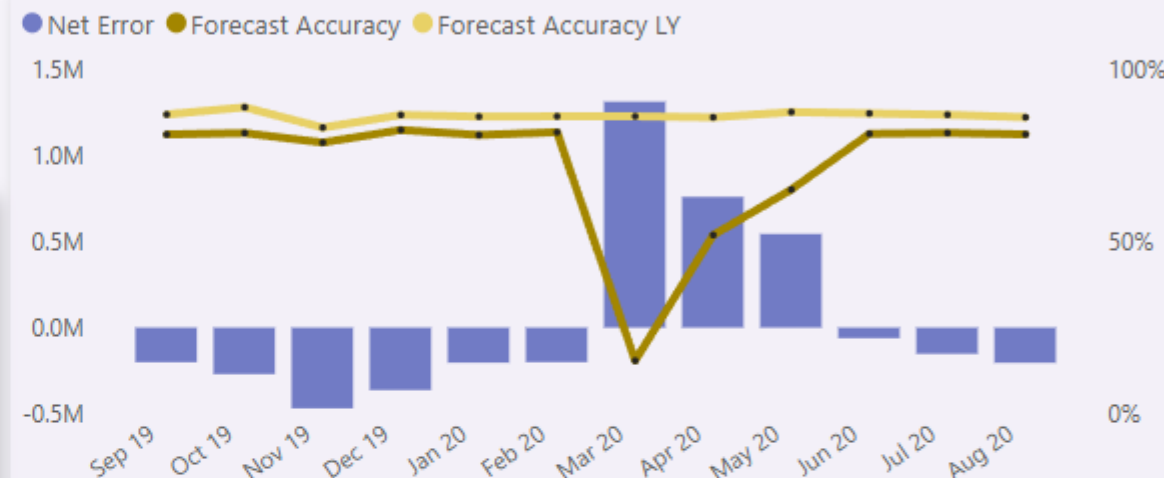
LY: 1.55M (+271.06%)

ABS Error

Key Metrics by Customer

Customer	Forecast Accuracy	Forecast Accuracy LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83.36K		OOS
All-Out	35.18%		5.70K		EI
Amazon	48.43%	78.07%	-917.37K		OOS
Argos (Sainsbury's)	43.27%	56.06%	10.04K		EI
Atlas Stores	39.19%	47.32%	24.49K		EI
AtliQ e Store	55.24%	76.51%	-544.33K		OOS
AtliQ Exclusive	56.65%	76.67%	330.68K		EI
BestBuy	7.31%	26.90%	-44.31K		OOS
Billa	26.05%	36.08%	-2.48K		OOS
Boulanger	38.12%	45.56%	-7.24K		OOS
Chip 7	41.32%	30.35%	79.77K		EI
Chiptec	27.04%		-4.14K		OOS
Circuit City	9.90%	26.23%	-47.56K		OOS
Control	30.41%	36.19%	-20.99K		OOS
Coolblue	43.16%	55.15%	15.66K		EI
Costco	33.18%	38.04%	8.13K		EI
Croma	35.49%	48.82%	28.59K		EI
Currys (Dixons Carphone)	35.91%	48.54%	3.81K		EI
Digimarket	39.69%	52.62%	87.84K		EI
Ebay	18.21%	51.05%	-231.96K		OOS

Forecast Accuracy / Net Error Trend



Key Metrics by Products

Segment	Forecast Accuracy	Forecast Accuracy LY	Net Error	Net Error %	Risk
Accessories	71.42%	90.20%	-167.82K		OOS
Desktop	70.07%		-0.05K		OOS
Networking	52.50%	81.50%	-379.13K		OOS
Notebook	76.65%	83.02%	146.64K		EI
Peripherals	75.18%	85.06%	193.48K		EI
Storage	81.01%	80.25%	698.49K		EI

LY = Last Year, ABS = Absolute, EI = Excess Inventory, OOS = Out Of Stock



YTG

vs Target

Net Sales

GM%

Net Profit %

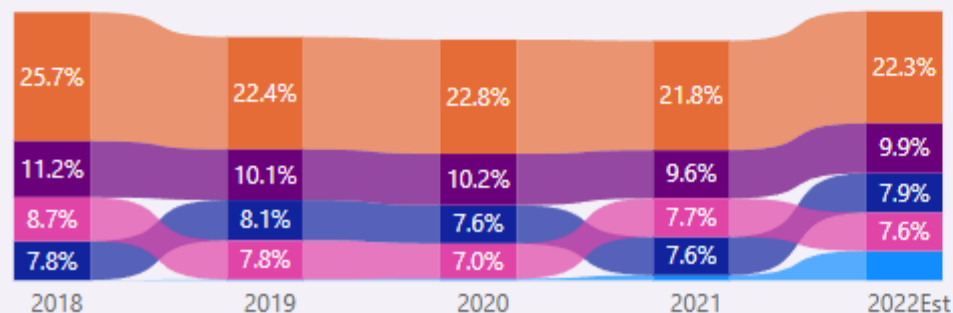
Forecast Accuracy

Key Insights by Sub-Zone

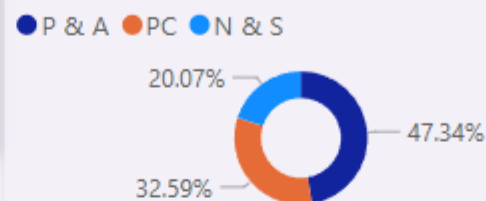
Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	39.0%	↓	16.5%	0.6%	9.4% EI
India	\$64.7M	24.2%	32.1%	↓	-14.7%	0.8%	-0.8% OOS
NA	\$62.2M	23.2%	39.3%		-1.8%	0.3%	-22.1% OOS
NE	\$30.7M	11.4%	38.0%		-4.6%	0.3%	8.3% EI
SE	\$25.1M	9.4%	37.6%	↓	7.0%	1.1%	11.0% EI
ANZ	\$16.8M	6.3%	42.9%		17.8%	0.1%	24.2% EI
LATAM	\$2.0M	0.7%	31.0%	↓	-0.1%	0.0%	1.2% EI
Total	\$268.0M	100.0%	37.3%	↓	1.4%	0.4%	2.3% EI

PC Market Share Trend - AtliQ & Competitors

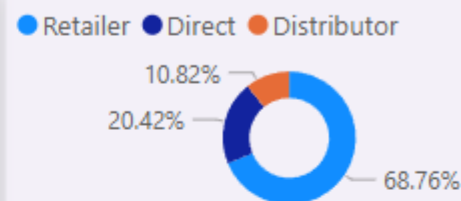
manufacturer ● atiq ● bp ● dale ● innovo ● pacer



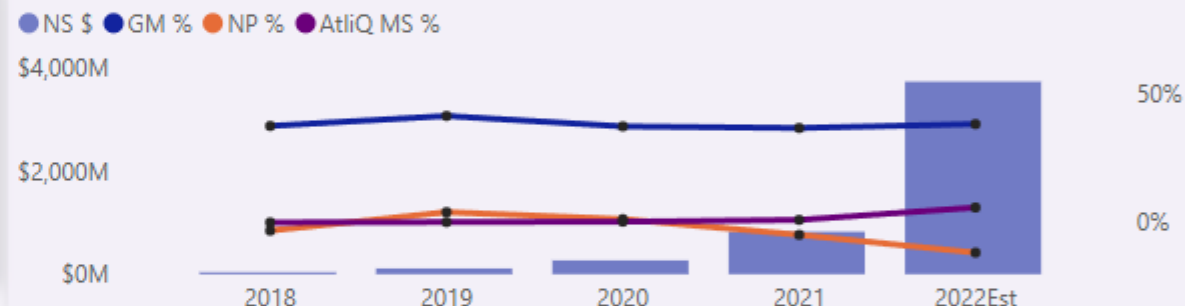
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

Customer	RC %	GM %	
Amazon	18.6%	38.1%	↓
AtliQ e Store	11.8%	37.7%	↓
AtliQ Exclusive	8.6%	46.0%	↓
Flipkart	4.1%	33.5%	↓
Sage	3.1%	31.2%	↓
Total	46.2%	38.6%	↓

Top 5 Products by Revenue

Product	RC %	GM %
AQ Wi Power Dx2	5.36%	38.21%
AQ BZ Gen Y	4.51%	37.24%
AQ Wi Power Dx1	4.42%	37.20%
AQ Lite	4.31%	36.71%
AQ BZ Compact	4.25%	36.72%
Total	22.85%	37.26%

LY = Last Year, RC = Revenue Contribution, MS = Market Share