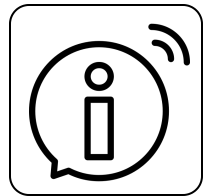




Business Insights 360



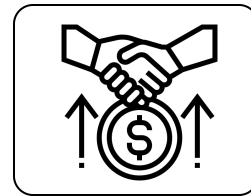
Info

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



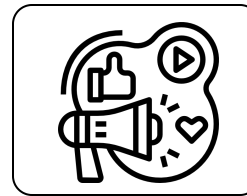
Finance View

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



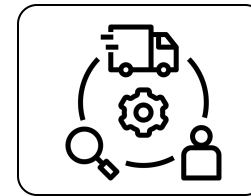
Sales View

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



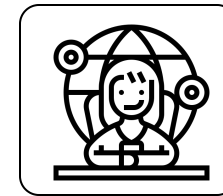
Marketing View

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.

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

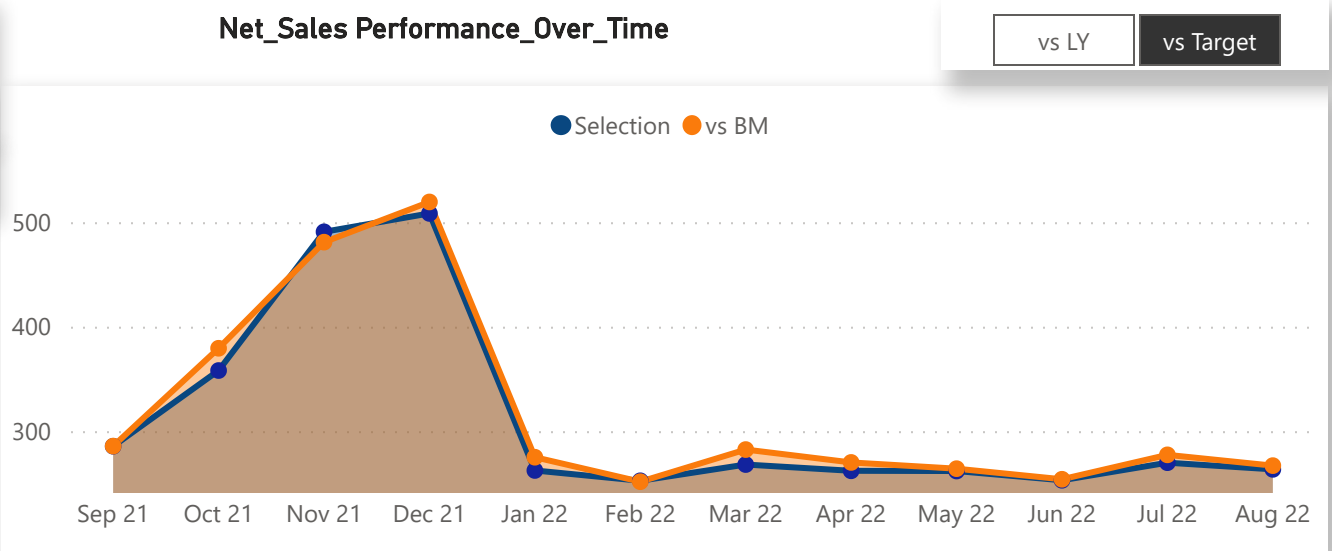
GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

Profit & 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	-1.86
- 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	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational_Expense	-1,945.30			
Net_Profit	-522.42	-540.27	17.84	-3.30
Net_Profit %	-13.98	-14.19	0.21	-1.47



Top/Bottom Products & Customers by Net_Sales		
region	P & L_Values	P & L_Chg_%
APAC	1,923.77	-2.48
LATAM	14.82	-1.60
NA	1,022.09	-1.24
EU	775.48	-1.13
Total	3,736.17	-1.86

segment	P & L_Values	P & L_Chg_%
Accessories	454.10	
Desktop	711.08	
Networkin	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86



region, mark...
All

customer
All

segment, c...
All

2018

2019

2020

2021

2022_Est

Q1

Q2

Q3

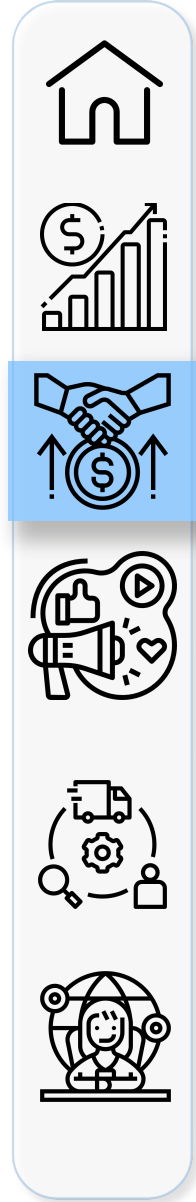
Q4

YTD

YTG

vs LY

vs Target



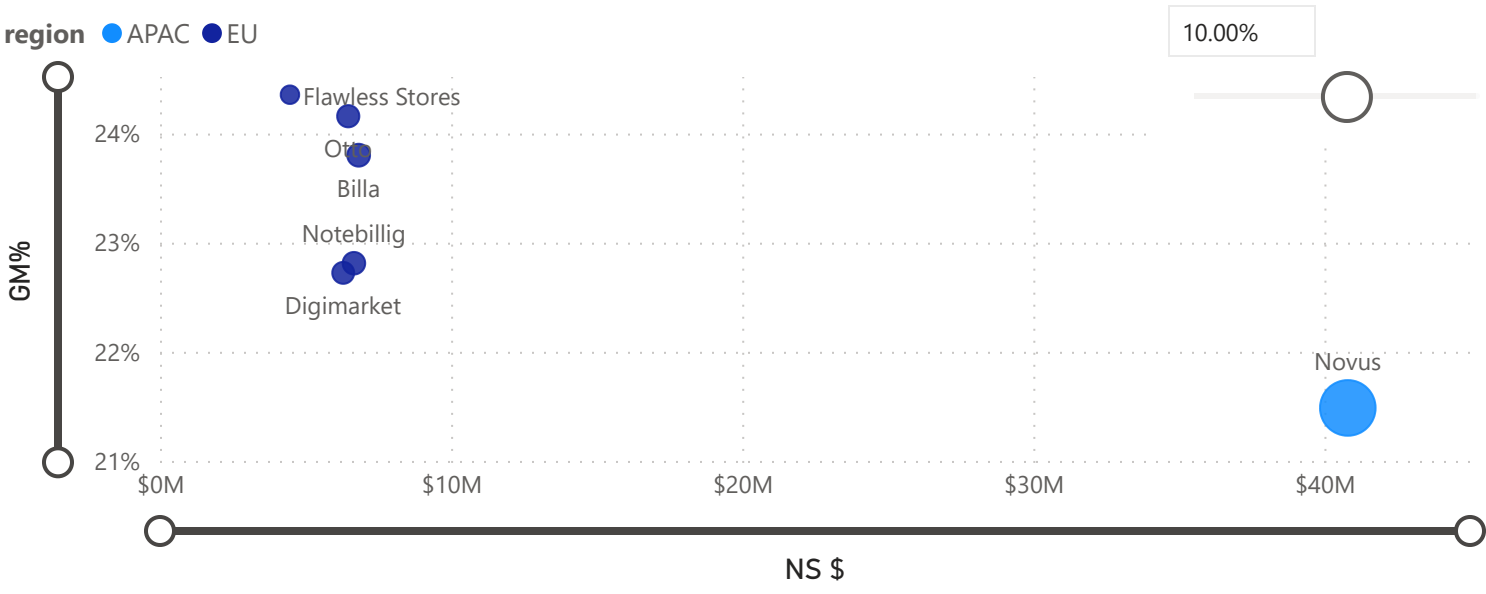
Customer Performance

customer	NS \$	GM \$	GM%
Amazon	\$496.88M	\$182.77M	36.78%
AltiQ Exclusive	\$307.17M	\$145.05M	47.22%
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%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsocity	\$67.76M	\$24.41M	36.03%
Total	\$3,736.17M	\$1,422.88M	38.08%

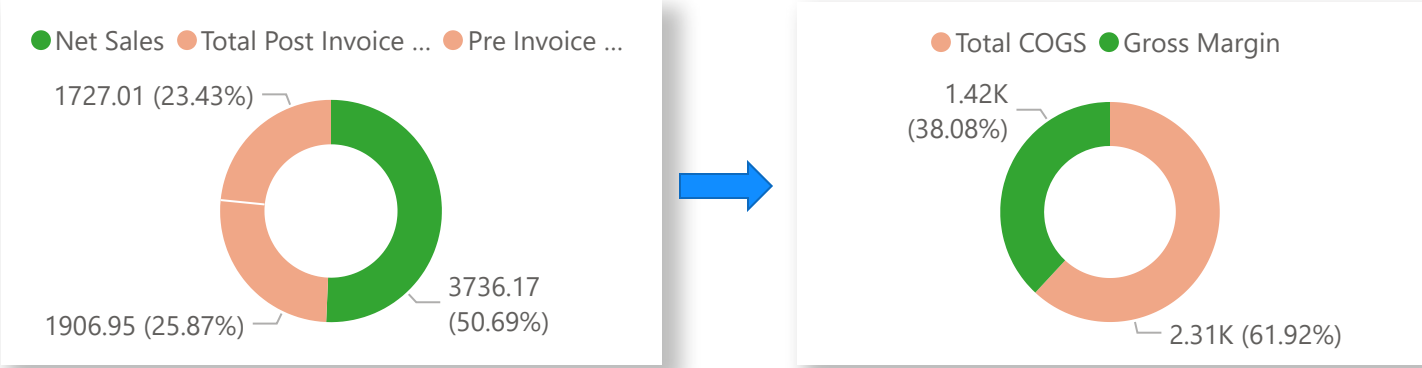
Product Performance

segment	NS \$	GM \$	GM%
Networking	\$38.43M	\$14.78M	38.45%
Storage	\$54.59M	\$20.93M	38.33%
Accessories	\$454.10M	\$172.61M	38.01%
Desktop	\$711.08M	\$272.39M	38.31%
Peripherals	\$897.54M	\$341.22M	38.02%
Notebook	\$1,580.43M	\$600.96M	38.03%
Total	\$3,736.17M	\$1,422.88M	38.08%

Performance Matrix



Unit Economics





region, m...
All

customer
All

segment, cat...
All

2018

2019

2020

2021

2022_Est

Q1

Q2

Q3

Q4

YTD

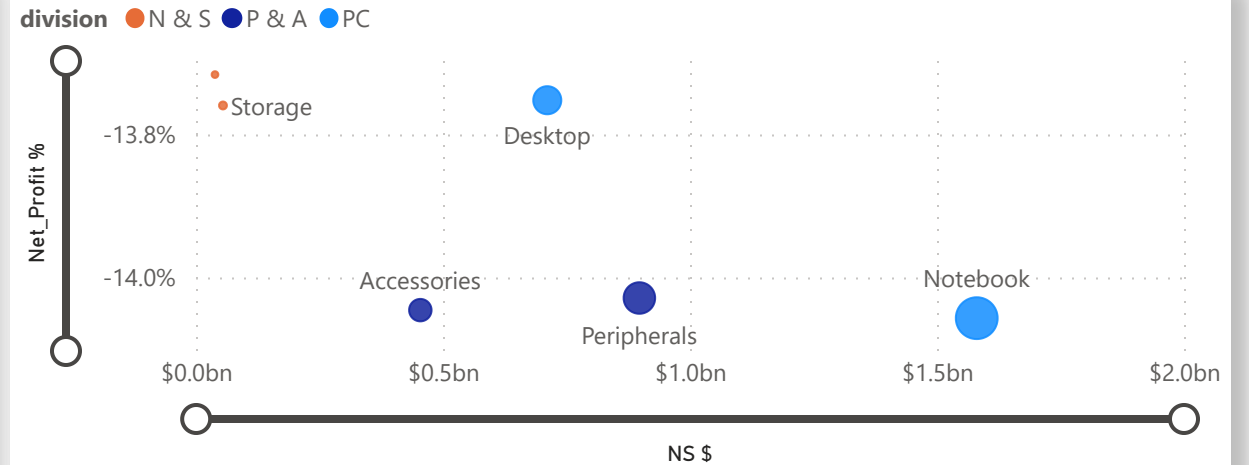
YTG

Product Performance

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

Show GM %

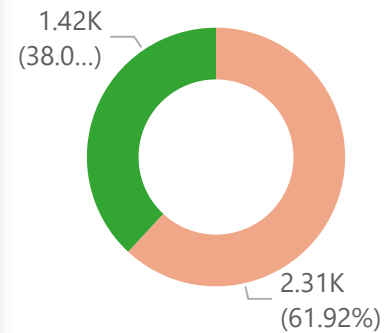
Performance Matrix



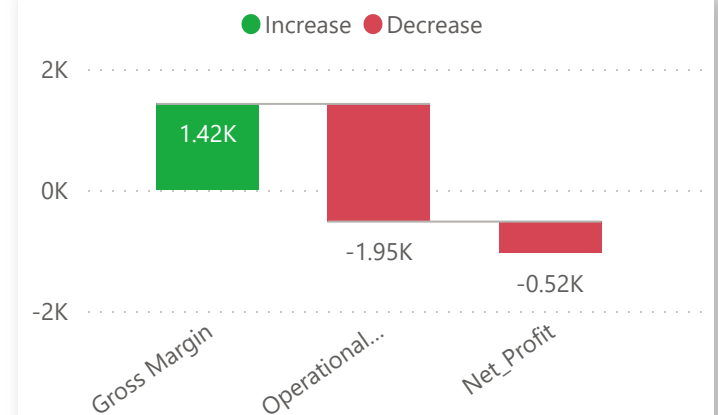
Region/Market/Customer Performance

region	NS \$	GM \$	GM%	Net_Profit \$	Net_Profit %
<div>+ APAC</div>	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
<div>+ EU</div>	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
<div>+ LATAM</div>	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
<div>+ NA</div>	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

● Total COGS ● Gross Margin



Unit Economics





region, mar...
All

customer
All

segment, categor...
All

20182019202020212022_Est

Q1Q2Q3Q4

YTDYTG

81.17%✓

LY: 80.21% (+1.2%)

-3472.7K✓

LY: -751.7K
(-361.97%)

6899.0K✓

LY: 9780.7K (-29.46%)

Forecast Accuracy %

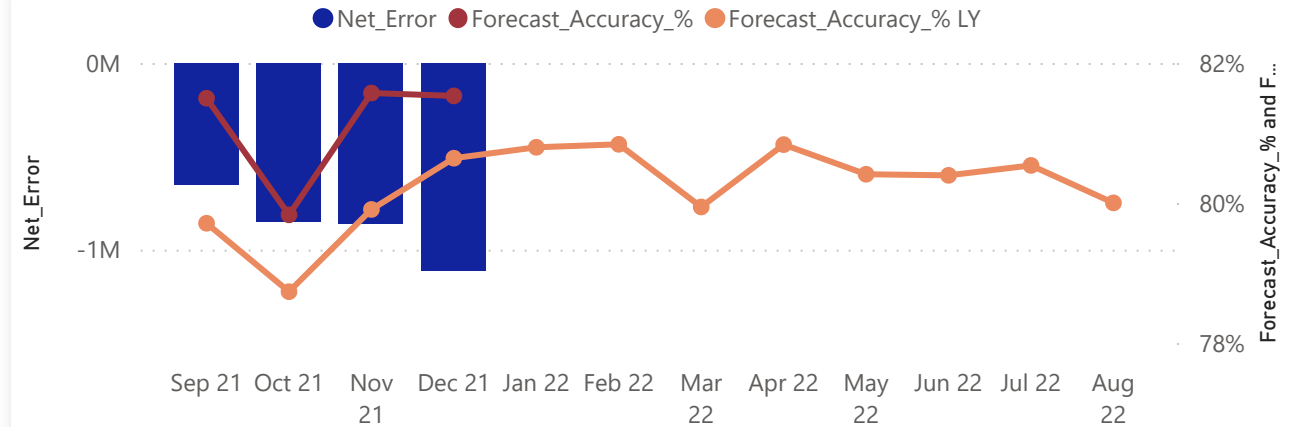
Net Error

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
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	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	29.71%	42.13%	-138065	-28.62%	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
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast_Accuracy_%	Forecast_Accuracy_% LY	Net_Error	Net_Error_%	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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



region, mar...
All

customer
All

segment, categ...
All

2018

2019

2020

2021

2022_Est

Q1

Q2

Q3

Q4

YTD

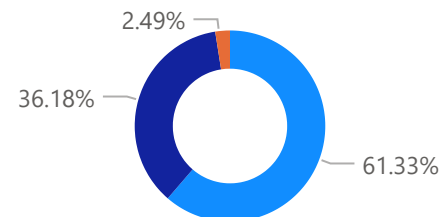
YTG

vs LY

vs Target

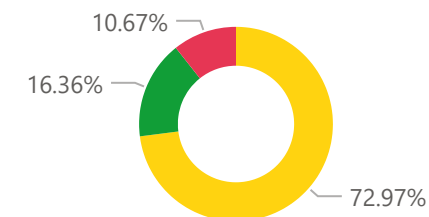
Revenue by Division

division ● PC ● P & A ● N & S



Revenue by Channel

channel ● Retailer ● Direct ● Distributor



\$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 %

81.17%✓

BM: 80.21% (+1.2%)

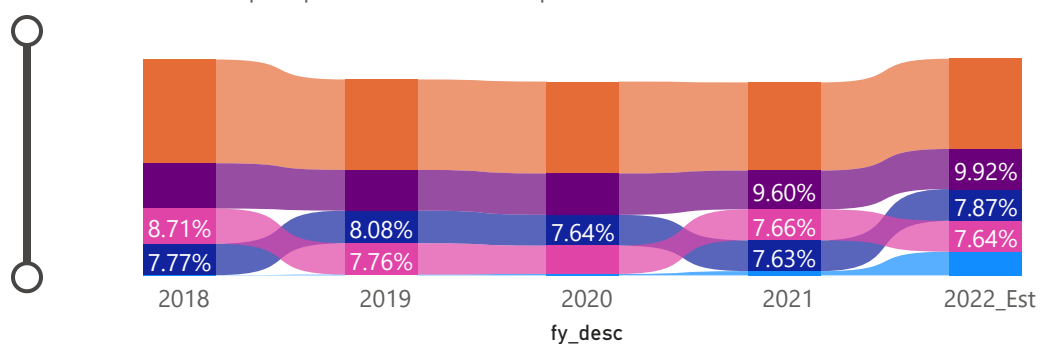
Forecast Accuracy %

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM%	Net_Profit %	Atliq_Market_Share_ %	Net_Error_ %	Risk
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4% EI
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4% EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6% OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4% OOS
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6% OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5% OOS
Total	\$3,736.2M	100.0%	38.1%	↓	-14.0%	5.9%	-9.5% OOS

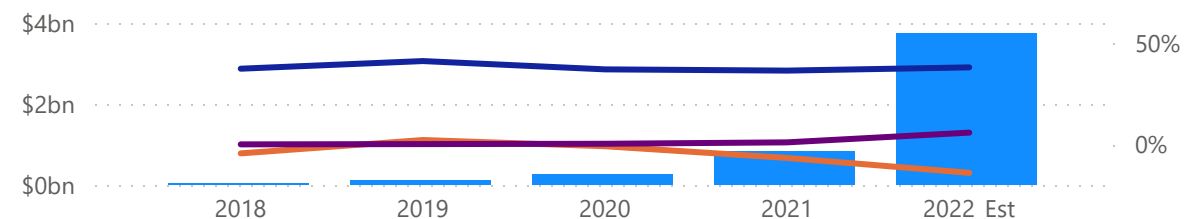
PC Market Share Trend - Atliq & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Yearly Trend by NS \$, GM %, PC Market Share %, Net Profit %

● NS \$ ● GM% ● Net_Profit % ● Atliq_Market_Share_ %



Top 5 Customers by Revenue

customer	RC %	GM%
AltiQ 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 5 Products by Revenue

product	RC %	GM%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Smash 2	4.13%	37.40% ↓
AQ Home Allin1	4.13%	38.71%
AQ Smash 1	3.81%	37.43% ↓
Total	23.19%	38.06%

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