



### 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 Products, Segment, Category, Customers etc...



### Executive View

A **Top Level Dashboard** for Executives consolidating top insight from all dimensions of Business.



### Support

Get your **Issues Resolved** by connecting to our support specialist.

...

**Report Refresh Date**

**07-05-2024 22:14:35**

**Values are in Dollars  
& Millions**

**Sales Data Loaded Until : Dec 21**



Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Support





2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

Q3

Q4

Region, ma...

Customer

Segment

vs LY

vs Target

All

All

All

## Profit &amp; Loss Statement

Line Item	BM	Chg	Chg%
Net Profit %	-4.52	-7.11	157.19
Net Profit	-55.76	-522.42	936.96
Operational Expenses	-512.59	-1,945.30	379.50
GM / Unit	5.36	5.35	99.73
Gross Margin %	37.07	0.76	2.05
Gross Margin	456.84	1,422.88	311.46
Total COGS	775.48	2,313.29	298.31
- Other Cost	5.09	15.52	305.20
- Freight Cost	32.58	100.49	308.44
- Manufacturing Cost	737.81	2,197.28	297.81
Net Sales	1,232.31	3,736.17	303.18
Total Post Invoice Deduction	657.10	1,906.95	290.21
- Post Deductions	239.23	663.42	277.31
- Post Discounts	417.86	1,243.54	297.59
Net Invoice Sales	1,889.41	5,643.13	298.67
Pre Invoice Deduction	578.56	1,727.01	298.50
Gross Sales	2,467.97	7,370.14	298.63

## Net Sales

\$3.74bn

BM: 823.85M (+353.5%)

## GM%

38.08%

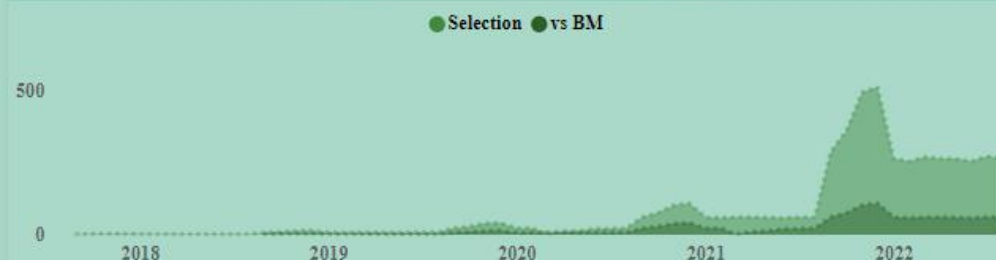
BM: 36.49% (+4.37%)

## Net Profit%

-13.98%

BM: 823.85 (-100.02%)

## Net Sales Performance Over Time



## Top/Bottom Customers &amp; Products by Gross Margin %

Region	P/L Values	P/L Chg%
NA	1,290.74	38045.70%
LATAM	21.00	23966.82%
EU	1,051.01	28145.62%
APAC	2,605.73	28209.63%

Segment	P/L Values	P/L Chg%
Accessories	802.17	13045.89%
Desktop	758.45	150086.12%
Networking	130.40	4179.15%
Notebook	1,973.15	40243.83%
Peripherals	1,152.02	35269.79%
Storage	152.29	5587.88%

LY- Last Year  
BM-Benchmark

Home

Finance View <sup>x</sup>

Sales View

Marketing View

Supply Chain View

Executive View

Support





2018 2019 2020 2021 2022Est

YTD YTG

Q1 Q2 Q3 Q4

### Customer Performance

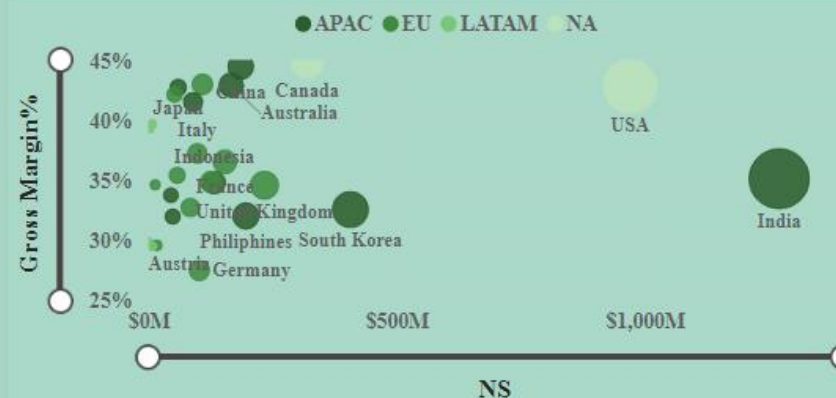
Customer	NS	Gross_Margin	Gross Margin%
Acclaimed Stores	\$93.76M	\$37.00M	39.46%
All-Out	\$5.68M	\$2.27M	39.94%
AltiQ Exclusive	\$409.09M	\$192.92M	47.16%
Amazon	\$675.09M	\$248.15M	36.76%
Argos	\$18.07M	\$6.84M	37.85%
(Sainsbury's)			
Atlas Stores	\$22.40M	\$7.53M	33.63%
Atliq e Store	\$417.55M	\$155.02M	37.13%
Atliq Exclusive	\$69.84M	\$25.81M	36.95%
BestBuy	\$61.35M	\$26.51M	43.21%
Billa	\$9.43M	\$2.41M	25.58%
Boulangier	\$32.75M	\$12.44M	38.00%
Chip 7	\$35.42M	\$12.17M	34.37%
Chiptec	\$23.40M	\$8.86M	37.88%
Circuit City	\$64.23M	\$28.38M	44.18%
Control	\$68.52M	\$28.93M	42.22%
Coolblue	\$29.35M	\$10.04M	34.21%
Costco	\$79.40M	\$30.74M	38.72%
Croma	\$67.63M	\$25.60M	37.86%

vs LY vs Target

Region, Market

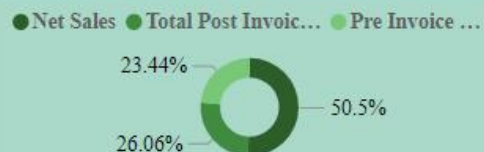
All

### Performance Matrix

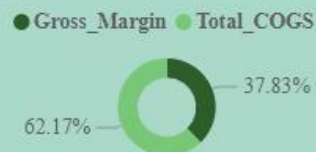


### Unit Economics

#### P/L Values by Description



#### Gross\_Margin and Total\_COGS



### Product Performance

Segment	NIS	Gross_Margin	Gross Margin%
+ Notebook	\$2,988.7M	\$746.2M	37.82%
+ Peripherals	\$1,746.9M	\$435.9M	37.83%
+ Accessories	\$1,219.7M	\$301.4M	37.58%
+ Desktop	\$1,147.3M	\$289.5M	38.17%
+ Storage	\$231.7M	\$57.3M	37.61%
+ Networking	\$198.2M	\$49.4M	37.87%



Home

Finance View

Sales View <sup>x</sup>

Marketing View

Supply Chain View

Executive View

Support







2018

2019

2020

2021

2022Est

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YTG

Q1

Q2

Q3

Q4

Customer

All



## Products Performance

	Segment	NIS	Gross_Margin	Gross Margin%	Net_Profit	Net_Profit %
+	Networking	\$198.2M	\$49.4M	37.87%	-8.27M	-6.34%
+	Storage	\$231.7M	\$57.3M	37.61%	-11.23M	-7.37%
+	Accessories	\$1,219.7M	\$301.4M	37.58%	-80.32M	-10.01%
+	Desktop	\$1,147.3M	\$289.5M	38.17%	-101.09M	-13.33%
+	Peripherals	\$1,746.9M	\$435.9M	37.83%	-136.99M	-11.89%
+	Notebook	\$2,988.7M	\$746.2M	37.82%	-240.29M	-12.18%

Region, Market

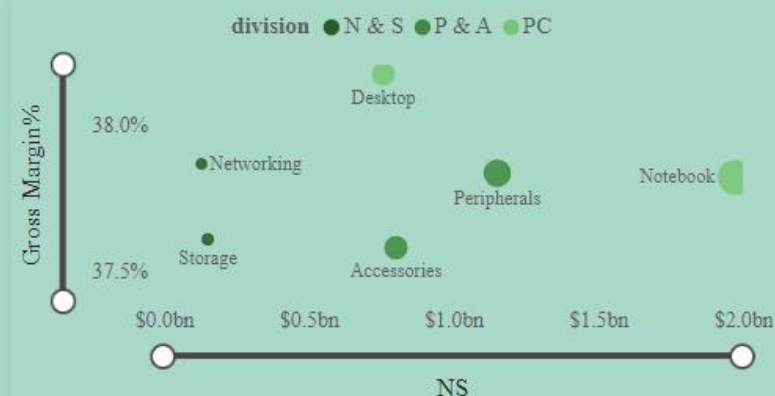
All

Segment, Category, Product

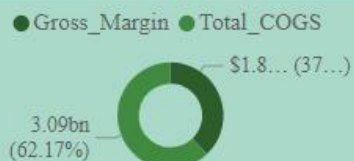
All

Show NP%

## Performance Matrix

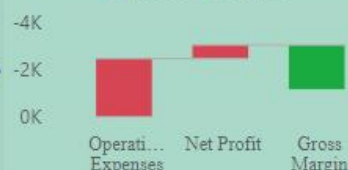


## Unit Economics

Gross\_Margin and  
Total\_COGS

## P/L Values by Description

● Increase ● Decrease



## Region/Market/Customer Performance

	Region	NIS	Gross_Margin	Gross Margin%	Net_Profit	Net_Profit %
+	NA	\$1,787.2M	\$560.9M	43.45%	-172.97M	-13.40%
+	LATAM	\$32.4M	\$7.4M	35.33%	-0.16M	-0.78%
+	EU	\$1,655.9M	\$373.7M	35.56%	-92.10M	-8.76%
+	APAC	\$4,057.1M	\$937.7M	35.99%	-312.94M	-12.01%



Home

Finance View

Sales View

Marketing View <sup>x</sup>

Supply Chain View

Executive View

Support





2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

Q3

Q4

79.83%

Forecast Accuracy%

-2M

Net Error

25M

ABS Error

Customer

All

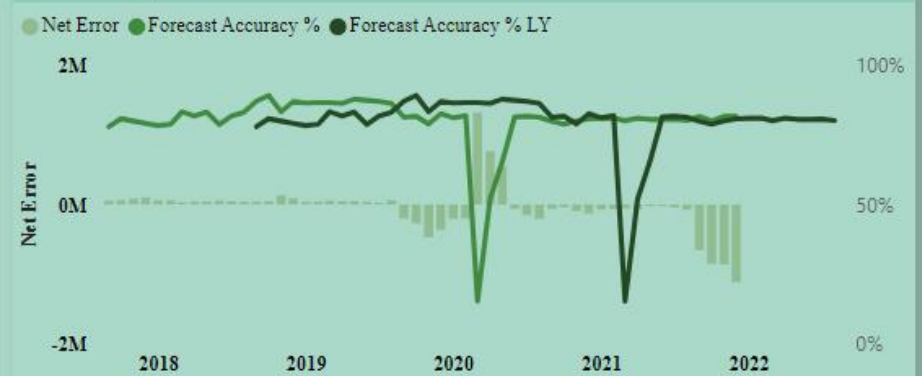
Region, ma...

All

## FA % ,Net Error by Customers

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
Atlas Stores	47.19%	46.26%	119793	18.87%	EI
Logic Stores	49.57%	48.19%	143411	16.96%	EI
Electricalsquipo Stores	46.97%	46.27%	99503	15.92%	EI
Premium Stores	51.23%	51.06%	106437	13.00%	EI
Nomad Stores	49.20%	47.56%	112882	12.39%	EI
Coolblue	50.10%	50.97%	96016	11.18%	EI
Relief	48.84%	47.51%	86437	10.34%	EI
Surface Stores	48.72%	47.32%	37384	9.26%	EI
Chiptec	50.08%	49.88%	47937	8.84%	EI
UniEuro	52.99%	53.96%	122707	8.75%	EI
Electricalslytica 1	47.48%	48.16%	182716	7.43%	EI
Chip 7	45.13%	48.42%	65405	6.37%	EI
Radio Popular	54.52%	55.09%	57874	5.84%	EI
Ezone	40.46%	42.38%	110431	5.67%	EI
Expert	59.53%	58.05%	68664	5.30%	EI
Power	52.60%	52.00%	19784	5.20%	EI
Croma	40.98%	42.46%	91166	4.90%	EI
Sound	45.22%	49.06%	46627	4.57%	EI
Electricalsara	47.27%	46.75%	16112	4.55%	EI

## Net Error, FA% and FA % LY by Date



## FA%, Net Error by Segments

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
Desktop	86.98%	84.11%	94729	10.36%	EI
Networking	80.99%	79.46%	184995	2.72%	EI
Notebook	83.80%	79.41%	22621	0.45%	EI
Storage	81.08%	82.48%	2020264	10.51%	EI
Accessories	80.50%	77.85%	-1352029	-1.89%	OOS
Peripherals	74.34%	81.06%	-3388005	-17.54%	OOS

FA-Forecast Accuracy

Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Support







Region, market

All

Customer

All

2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

Q3

Q4

Segment

All

vs LY

vs Target

Net Sales  
**\$3.74bn**  
BM: 823.85M  
(+353.5%)

GM%  
**38.08%**  
BM: 36.49%  
(+4.37%)

Net Profit%  
**-13.98%**  
BM: 823.85  
(-100.02%)

FA %  
**79.83%**

## Key Insights by Sub\_zone

Sub Zone	NS	GM%	Atliq MS%	Net Profit	Net Error%	Risk
India	\$1,271.2M	35.1%	0.05	-22.0%	0.21%	EI
LATAM	\$21.0M	35.3%	0.00	-0.8%	0.32%	EI
NE	\$604.6M	34.1%	0.03	-14.3%	4.92%	EI
ANZ	\$257.1M	42.5%	0.01	-3.2%	-1.16%	OOS
NA	\$1,290.7M	43.5%	0.02	-13.4%	-3.79%	OOS
ROA	\$1,077.4M	35.4%	0.03	-2.3%	-5.27%	OOS
SE	\$446.4M	37.6%	0.07	-1.3%	-6.66%	OOS
Total	\$4,968.5M	37.8%	0.02	-11.6%	-1.97%	OOS

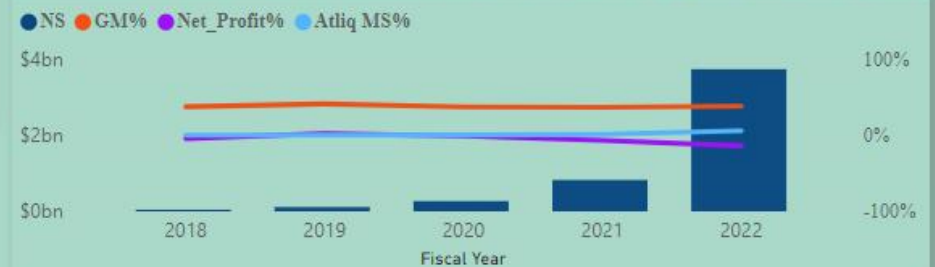
## Revenue by division



## Revenue by Channel



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



## PC Market Share Trend. Atliq &amp; Compititors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



## Top 5 Customers by Revenue

Customer	RC%	GM%
AltiQ Exclusive	8.23%	47.16%
Flipkart	3.62%	39.78%
Atliq e Store	8.40%	37.13%
Amazon	13.59%	36.76%
Sage	3.43%	32.45%

## Top 5 Products by Revenue

Product	RC%	GM%
AQ BZ Allin1	3.53%	37.55%
AQ BZ Allin1 Gen 2	4.07%	38.51%
AQ HOME Allin1 Gen 2	4.40%	38.04%
AQ Smash 1	3.33%	37.47%
AQ Smash 2	3.40%	37.37%

LY- Last Year  
EI-Excess  
Inventory  
OOS-Out Of Stock



Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View <sup>x</sup>

Support





## Key Info

1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast ,Actual ,Historical Forecast are received from Global Database.
3. Non system data as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs Click [here](#).
5. Download live excel version [here](#).