



Information



Support

BUSINESS INSIGHTS 360



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.



08 January 2024



December 2021



Home

Finance

Sales

Marketing

Supply Chain

Executive



FILTERS

LY Target

2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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YTD	YTG
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Region, Market

All

Customer

All

Segment, Category, Product

All

Abbreviations:

BM : Benchmark | LY : Last Year

NS : Net Sales | NP : Net Profit

GM : Gross Margin | MS : Market Share

FCA : Forecast Accuracy

OOS : Out Of Stock

EI : Excess Inventory

Values in Millions and Dollars

Clear Filters

Net Sales \$

\$823.85M

BM: 267.98 M | 207.43 %...

Gross Margin %

36.49%

BM: 37.1 % | -1.65 % ▼

Net Profit %

-6.63%

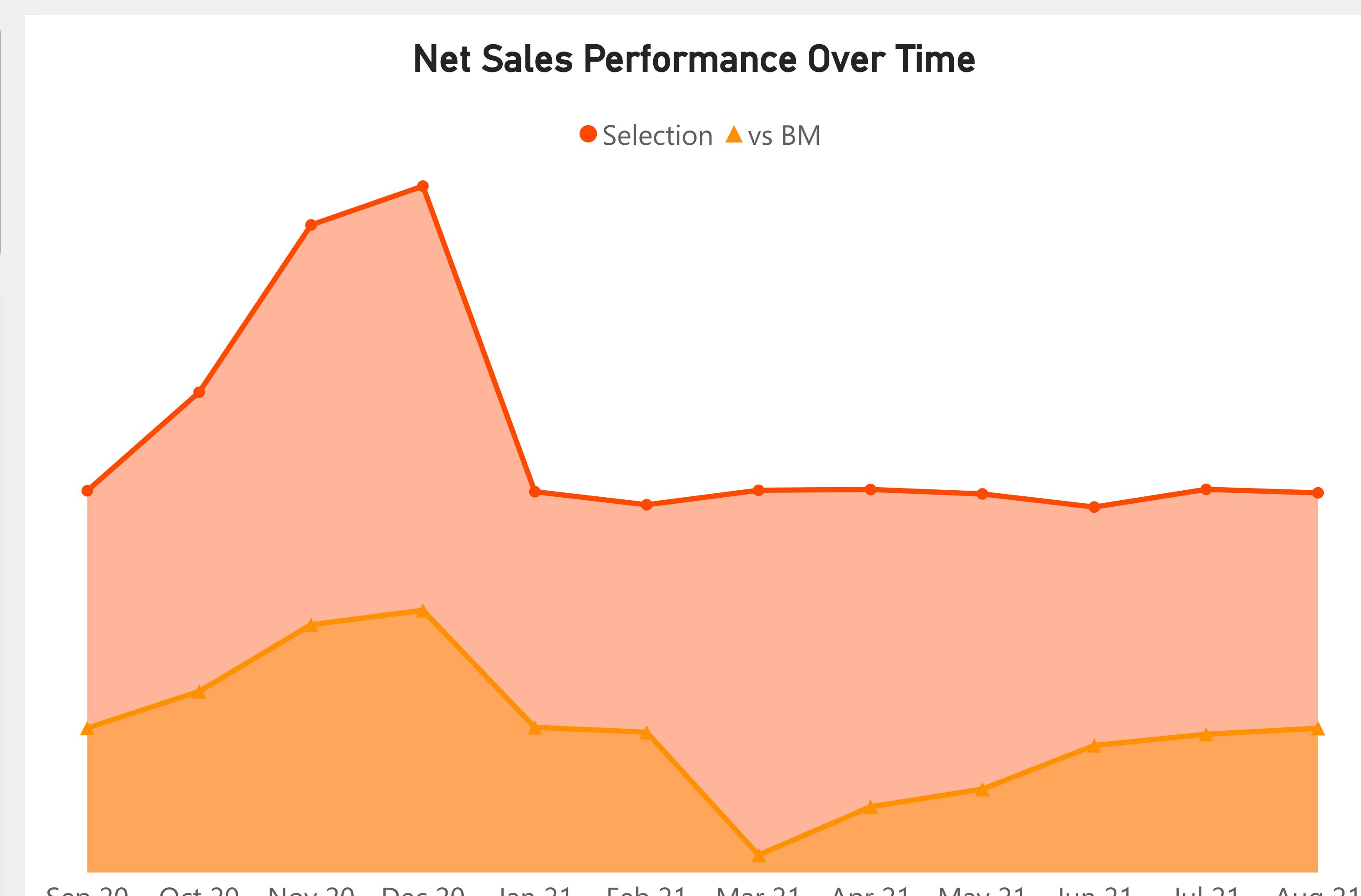
BM: -0.85 % | -676.3 % ▼

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.51	124.70	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.28	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.20	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expenses	-355.28	-101.71	-253.57	249.30
Net Profit \$	-54.65	-2.29	-52.36	2,286.59
Net Profit %	-6.63	-0.85	-5.78	676.30

Net Sales Performance Over Time

● Selection ▲ vs BM



Top / Bottom Products and Customers by Net Sales

Segment	Values	Chg %
Accessories	244.85	269.67
Desktop	46.43	4,791.33
Networking	45.16	72.26
Notebook	266.48	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

Customer

Product



Home

Finance

Sales

Marketing

Supply Chain

Executive



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Region, Market
AllCustomer
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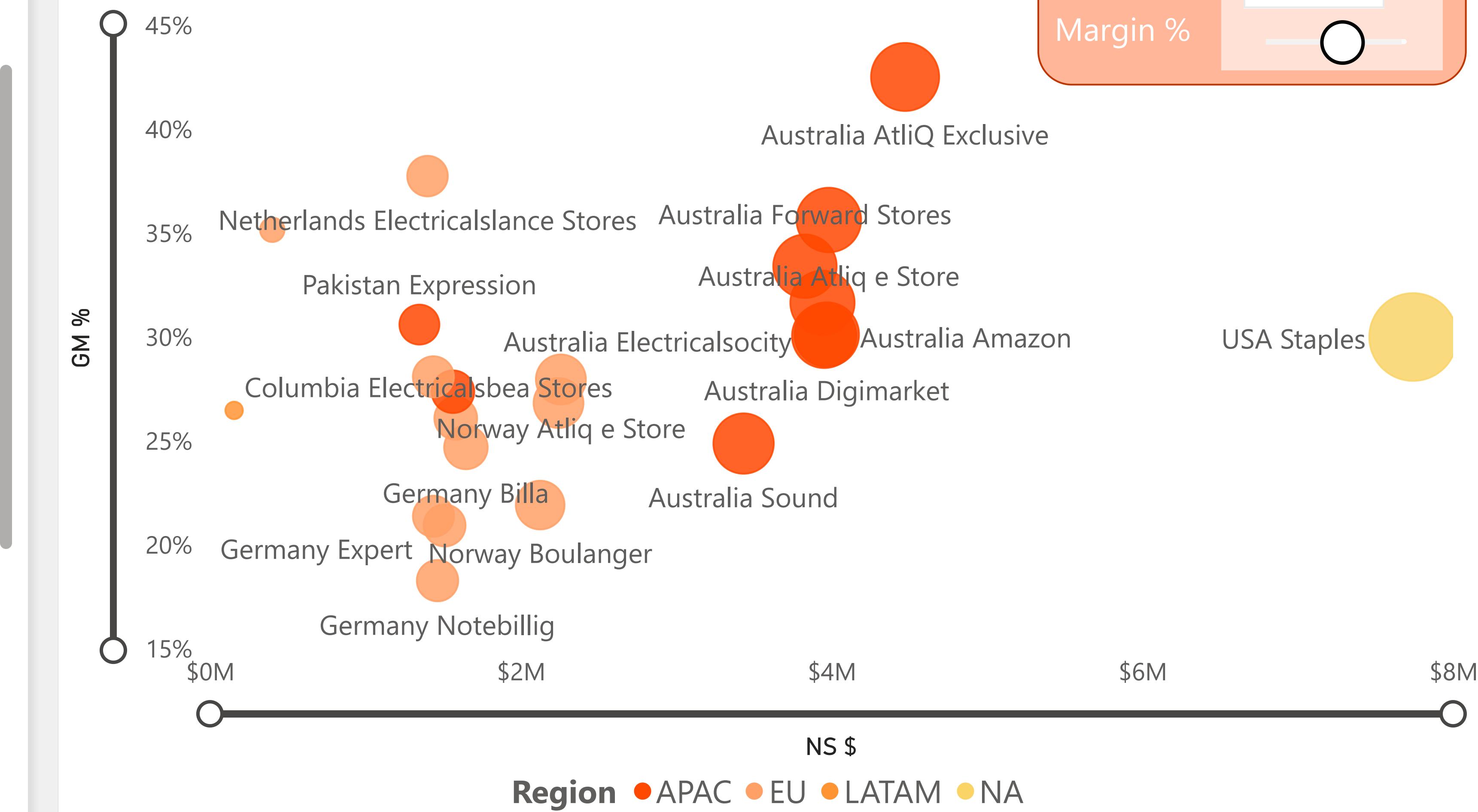
Customer Performance

Customer

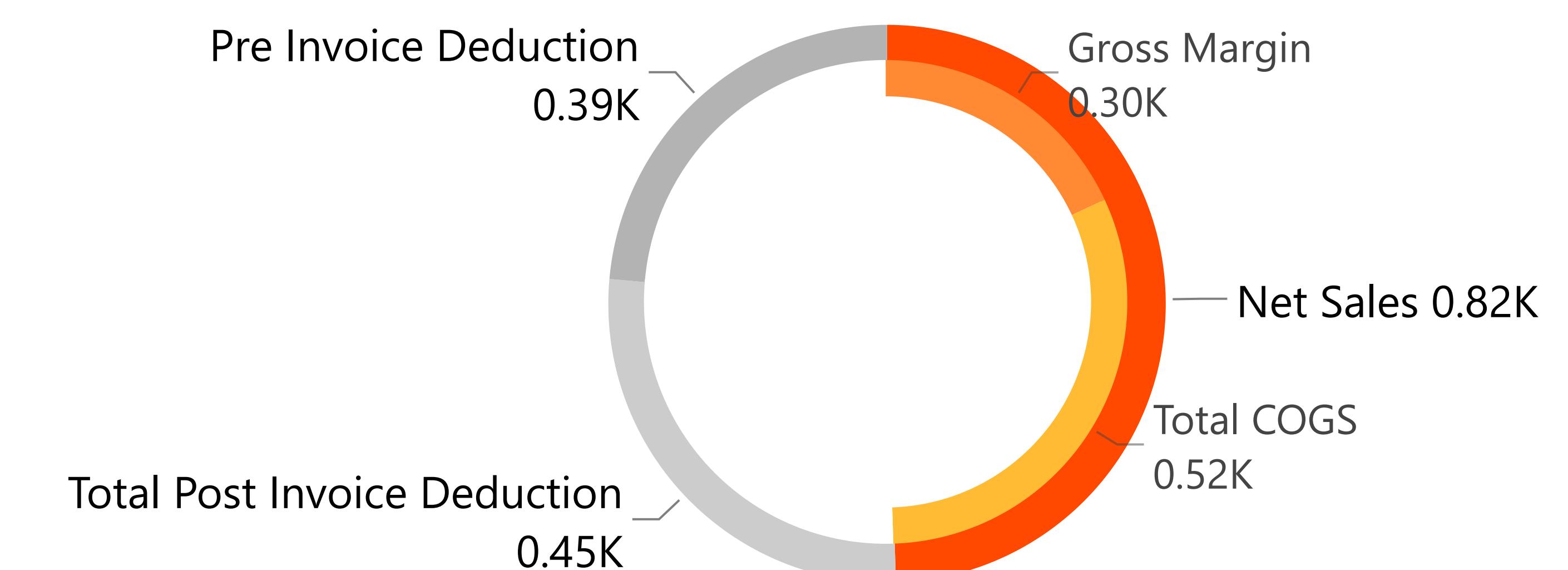
Product

Customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
AtliQ Exclusive	\$79.92M	\$34.95M	43.72%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Sage	\$27.07M	\$9.52M	35.16%
Neptune	\$21.01M	\$8.65M	41.18%
Leader	\$24.51M	\$8.34M	34.01%
Flipkart	\$25.25M	\$7.63M	30.23%
Ebay	\$19.88M	\$7.18M	36.10%
Synthetic	\$16.10M	\$6.32M	39.25%
Electricalslytical	\$15.64M	\$5.92M	37.86%
Electricalsociety	\$16.25M	\$5.66M	34.83%
Propel	\$14.14M	\$5.34M	37.77%
Acclaimed Stores	\$14.32M	\$5.18M	36.18%
walmart	\$12.63M	\$4.79M	37.94%
Reliance Digital	\$12.75M	\$4.58M	35.97%
Costco	\$12.19M	\$4.57M	37.49%
Expression	\$12.90M	\$4.45M	34.48%
Path	\$11.02M	\$4.44M	40.29%
Novus	\$12.91M	\$4.26M	32.97%
Control	\$10.10M	\$3.79M	37.57%
UniEuro	\$9.63M	\$3.79M	39.35%
Staples	\$11.49M	\$3.72M	32.39%
Girias	\$11.30M	\$3.55M	31.43%
Vijay Sales	\$11.27M	\$3.27M	29.00%
Lotus	\$10.53M	\$3.12M	29.59%
Fxnert	\$8.38M	\$3.12M	37.17%
Total	\$823.85M	\$300.63M	36.49%

Performance Matrix



Unit Economics





Home

Finance

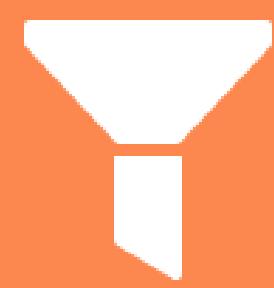
Sales

Marketing

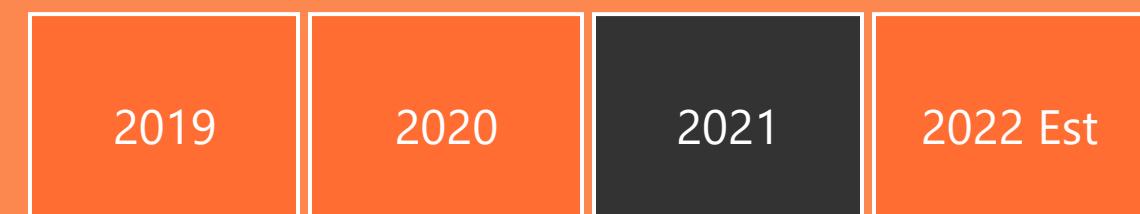
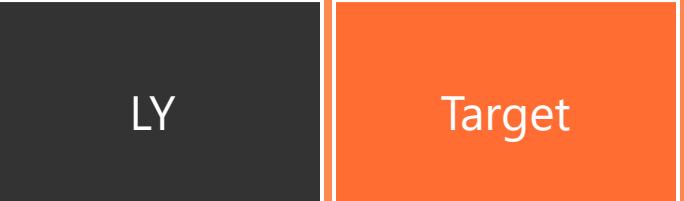
Supply Chain

Executive

i



FILTERS



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All

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Segment, Category, Product

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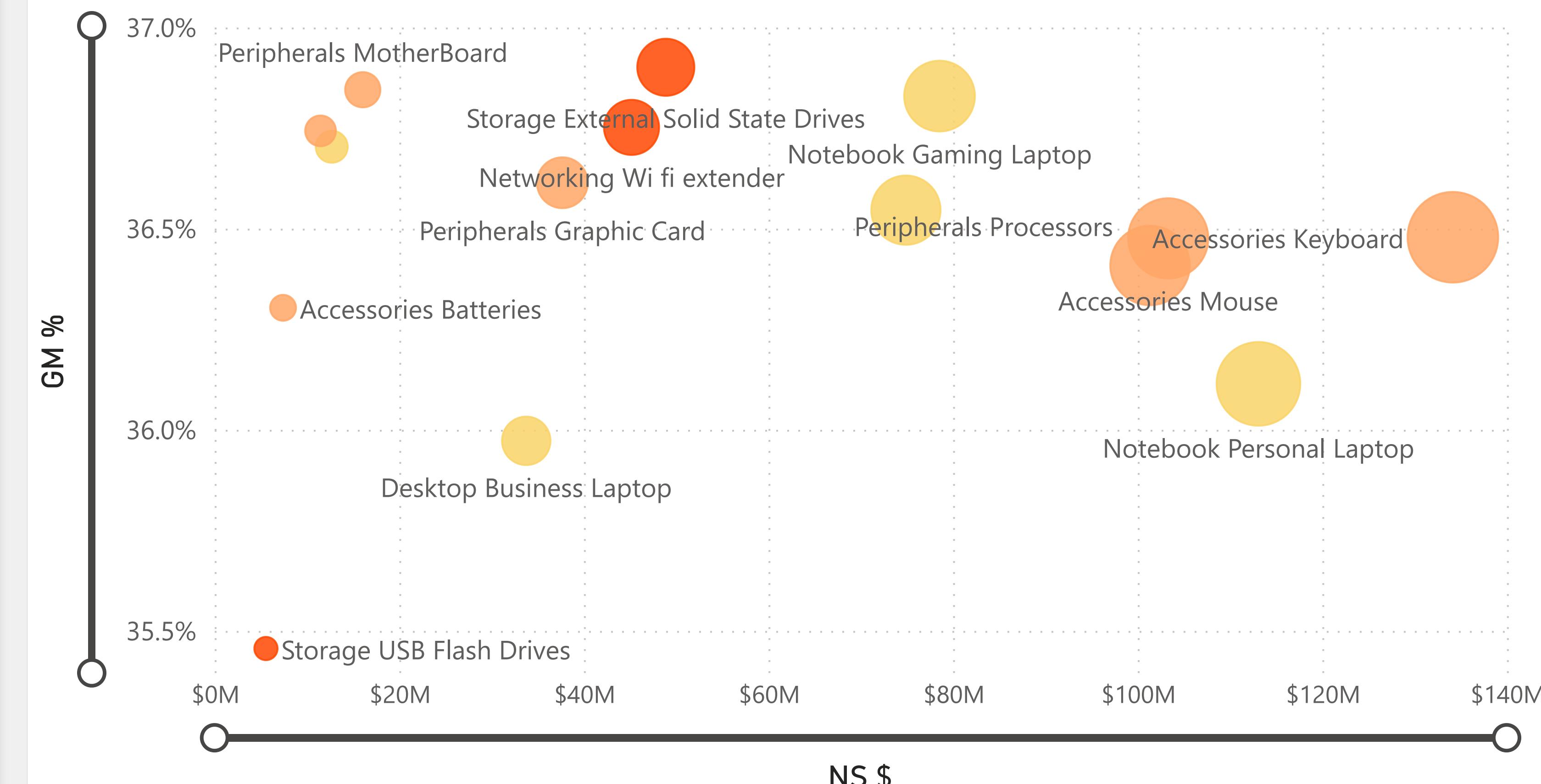
Segment Performance

Segment Market

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<input checked="" type="checkbox"/> Desktop	\$46.43M	\$16.79M	36.17%	-3.27M	-7.04%
+ Business	\$33.75M	\$12.14M	35.97%	-2.39M	-7.09%
+ Personal Desktop	\$12.68M	\$4.65M	36.70%	-0.88M	-6.92%
<input checked="" type="checkbox"/> Notebook	\$266.48M	\$97.12M	36.45%	-17.71M	-6.64%
+ Personal	\$113.07M	\$40.84M	36.11%	-7.90M	-6.99%
+ Business	\$74.88M	\$27.37M	36.55%	-4.88M	-6.52%
+ Gaming Laptop	\$78.53M	\$28.92M	36.83%	-4.92M	-6.27%
<input checked="" type="checkbox"/> Accessories	\$244.85M	\$89.30M	36.47%	-16.28M	-6.65%
+ Batteries	\$7.40M	\$2.69M	36.30%	-0.50M	-6.72%
+ Mouse	\$103.30M	\$37.68M	36.48%	-6.87M	-6.65%
+ Keyboard	\$134.14M	\$48.93M	36.48%	-8.91M	-6.65%
<input checked="" type="checkbox"/> Peripherals	\$166.51M	\$60.81M	36.52%	-11.02M	-6.62%
+ Processors	\$101.33M	\$36.89M	36.41%	-6.80M	-6.71%
+ Graphic Card	\$37.67M	\$13.79M	36.61%	-2.48M	-6.59%
+ Internal HDD	\$11.47M	\$4.21M	36.74%	-0.73M	-6.40%
+ MotherBoard	\$16.04M	\$5.91M	36.85%	-1.01M	-6.30%
<input checked="" type="checkbox"/> Networking	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
+ Wi fi extender	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
<input checked="" type="checkbox"/> Storage	\$54.42M	\$20.00M	36.75%	-3.46M	-6.36%
+ USB Flash	\$5.55M	\$1.97M	35.46%	-0.42M	-7.59%
+ External Solid State Drives	\$48.87M	\$18.03M	36.90%	-3.04M	-6.22%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

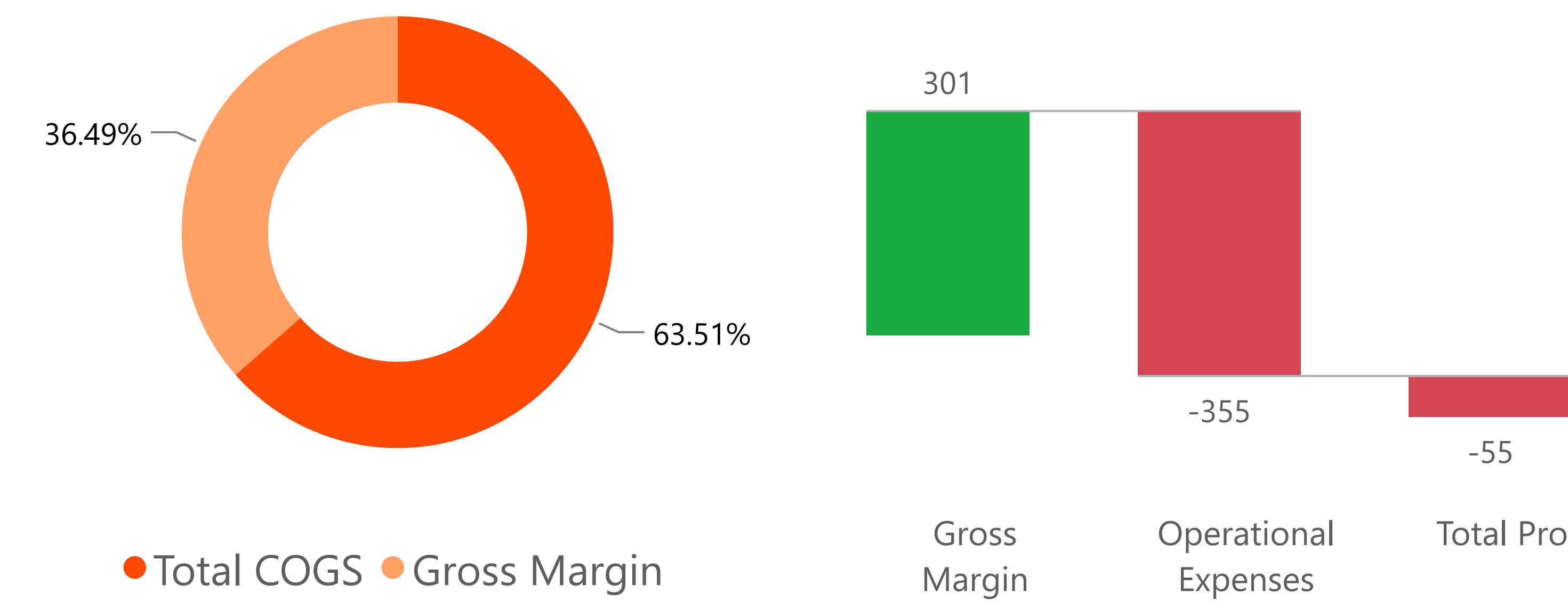
Performance Matrix

division • N & S • P & A • PC



Unit Economics

● Increase ● Decrease





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Finance

Sales

Marketing

Supply Chain

Executive

i



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Values in Millions and Dollars

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Forecast Accuracy %

80.21%

BM: 72.99 % | 9.88 % ▲

Net Error

-751.71K

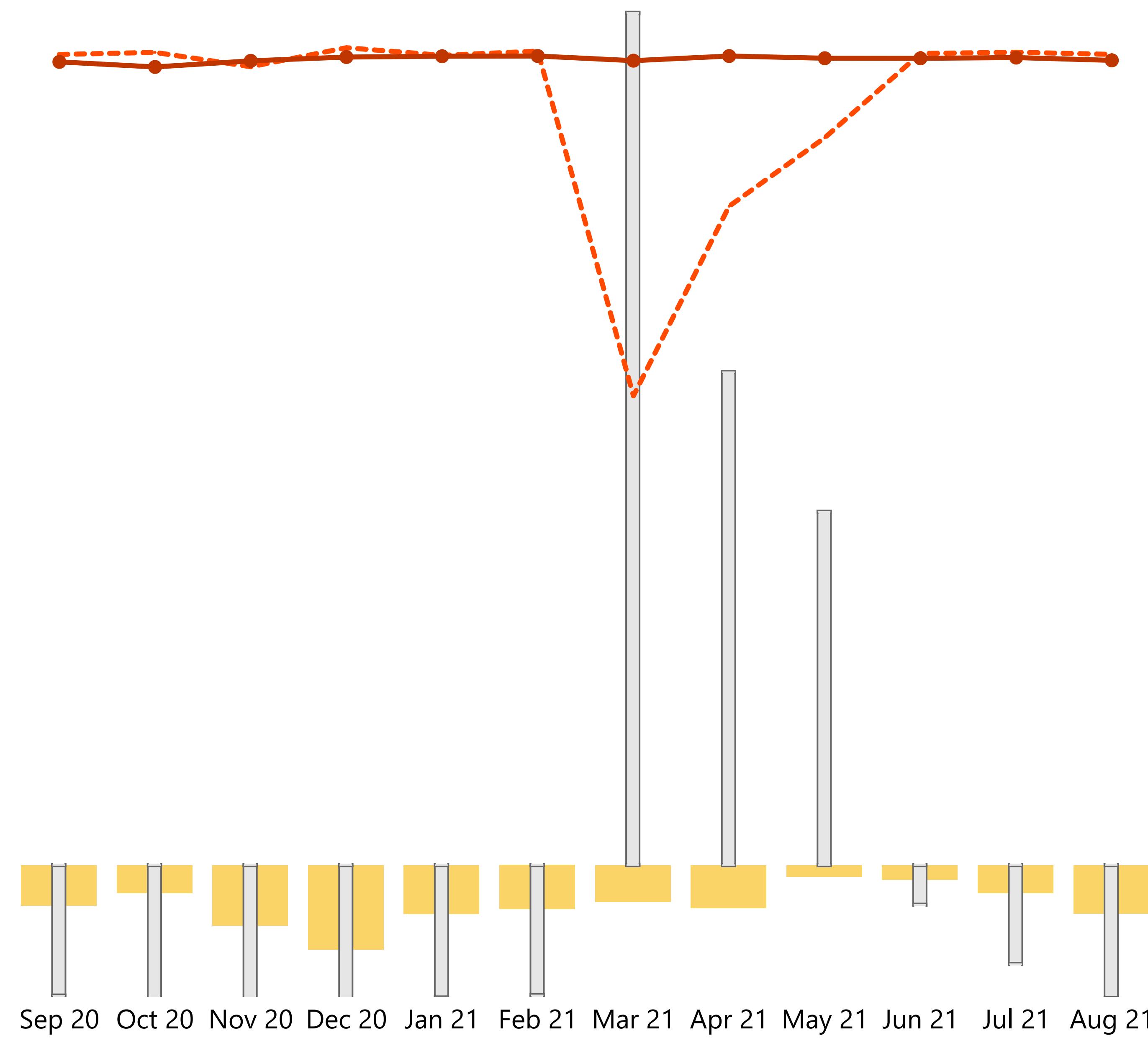
BM: 491.6 K | -252.91 % ▼

ABS Error

9.78M

BM: 5.74 M | 70.3 % ▲

Accuracy / Net Error Trend



Key Metrics by Product

Customer

Product

Segment	FCA %	FCA BM %	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06% OOS	
Batteries	85.08%	71.50%	114963	14.91% EI	
Keyboard	55.08%	57.03%	-4387572	-44.92% OOS	
Mouse	88.58%	80.89%	2139426	10.86% EI	
Desktop	84.37%	70.07%	16205	11.22% EI	
Business Laptop	83.23%		19280	16.77% EI	
Personal Desktop	88.81%	70.07%	-3075	-10.44% OOS	
Networking	90.40%	52.50%	227056	8.17% EI	
Wi fi extender	90.40%	52.50%	227056	8.17% EI	
Notebook	79.99%	76.65%	-51254	-3.96% OOS	
Business Laptop	84.29%	79.87%	58134	15.68% EI	
Gaming Laptop	84.95%	77.09%	45628	15.01% EI	
Personal Laptop	74.99%	74.78%	-155016	-25.01% OOS	
Peripherals	83.23%	75.18%	-318194	-5.89% OOS	
Graphic Card	91.22%	79.97%	-162467	-7.63% OOS	
Internal HDD	70.47%	81.21%	-223462	-29.53% OOS	
MotherBoard	74.83%	69.06%	-213914	-25.13% OOS	
Processors	83.10%	53.54%	281649	16.90% EI	
Storage	83.54%	81.01%	1507656	15.77% EI	
External Solid State Drives	79.90%	81.55%	1336802	20.10% EI	
USB Flash Drives	91.87%	79.13%	170854	5.88% EI	
Total	80.21%	72.99%	-751714	-1.52% OOS	



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Marketing

Supply Chain

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Gross Margin %

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Net Profit %

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Forecast Accuracy %

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BM: 72.99 % | 9.88 % ▲

Revenue Contribution

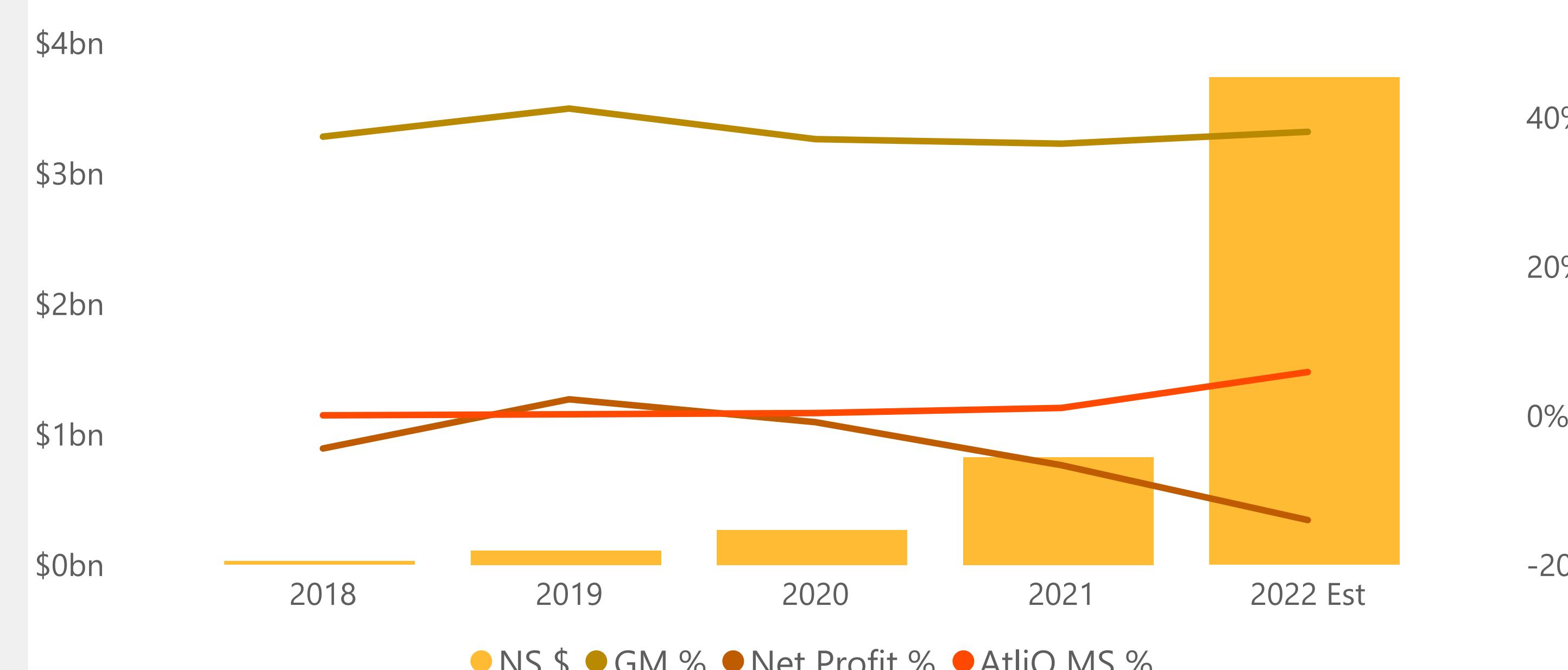
Division

Channel

12... 49.93% 37.98%

● N & S ● P & A ● PC

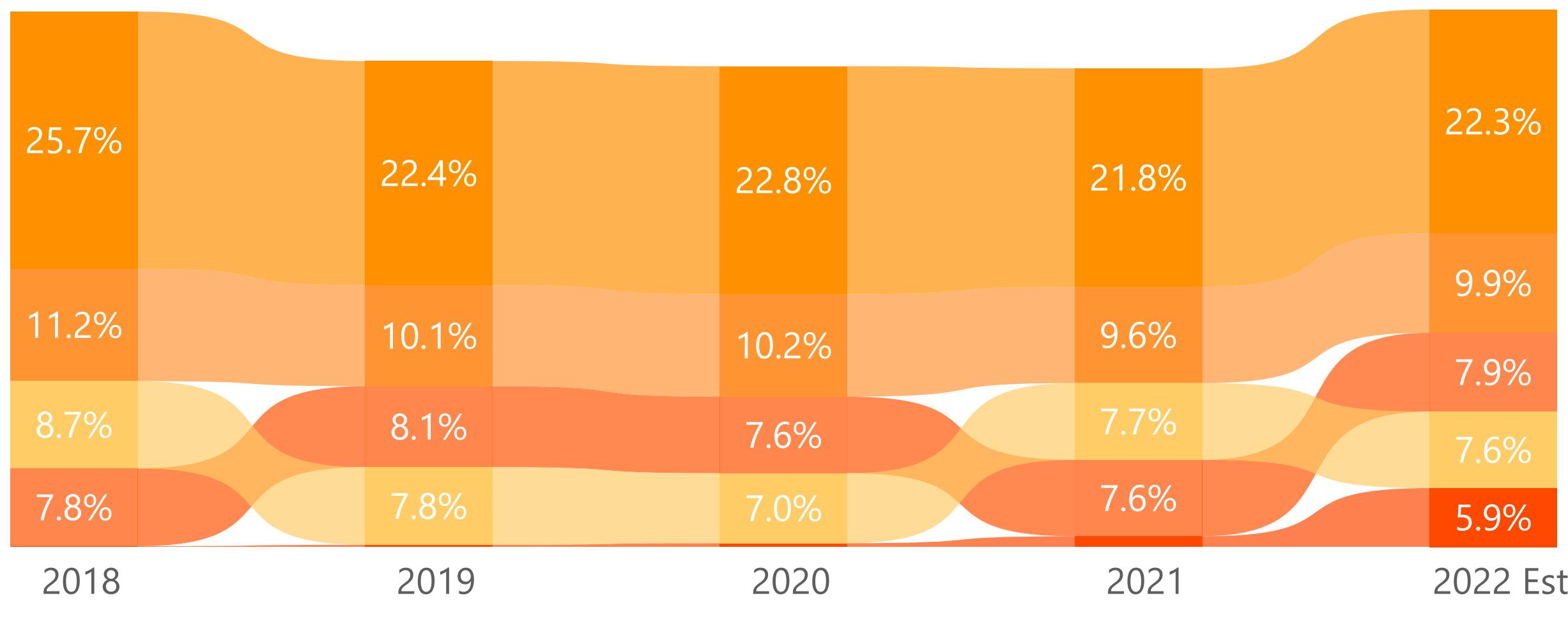
Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %



Key Insights By Sub Zone

Sub zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210,671,596.83	25.6%	32.03% ▼	-24.65% ▼	2.45%	3.90% EI	
ROA	\$186,894,920.82	22.7%	38.34% ▲	8.23% ▲	1.47%	-21.55% OOS	
NA	\$177,940,102.73	21.6%	37.23% ▼	-13.67%	0.76%	-7.06% OOS	
NE	\$109,288,720.93	13.3%	38.03% ▲	-1.14% ▲	1.17%	11.27% EI	
SE	\$91,478,580.29	11.1%	38.71% ▲	4.43% ▲	3.63%	10.56% EI	
ANZ	\$44,409,168.66	5.4%	38.46% ▼	7.27% ▲	0.28%	-5.19% OOS	
LATAM	\$3,164,197.95	0.4%	37.54% ▲	6.18%	0.05%	5.32% EI	
Total	\$823,847,288.21	100.0%	36.49%	-6.63%	1.06%	-1.52% OOS	

Key PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.16% ▲
Flipkart	3.1%	30.23% ▼
AtliQ Exclusive	9.7%	43.72% ▼
AtliQ e Store	8.5%	37.54% ▲
Amazon	13.2%	35.40% ▼
Total	37.8%	37.58%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97% ○
AQ Gen Y	2.9%	36.06% ○
AQ Maxima	2.7%	36.68% ▼
AQ Qwerty	3.4%	37.09% ○
AQ Trigger	3.3%	36.89% ○
Total	16.3%	36.52%

NS & GM % For

● NS \$ ● GM %

