



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



Finance View

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



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



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.



1 Information



11/8/2024 1:44:15 PM



Sales data loaded until :Dec 21





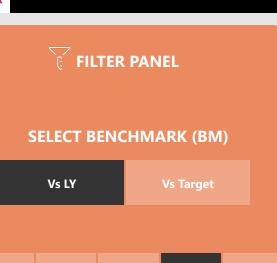


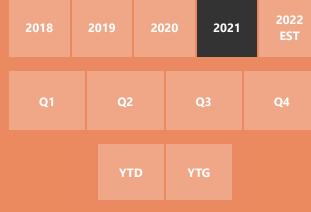












BY REGION

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

NP= Net Profi

All values in Million \$

Net Sales \$

\$823.85M

Gr

BM: 267.98M | 207.43% **A**

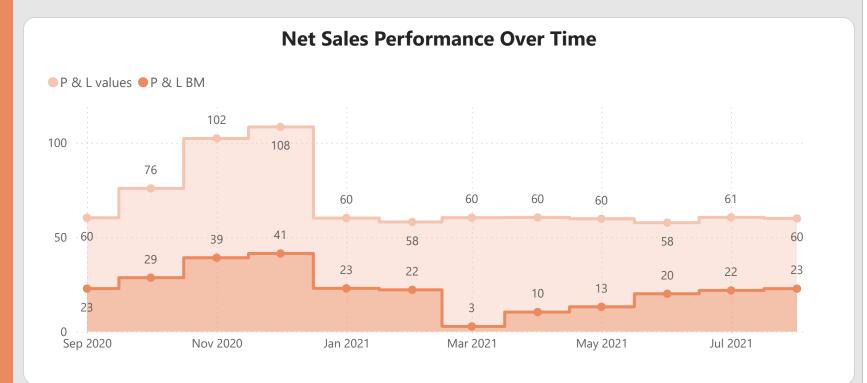


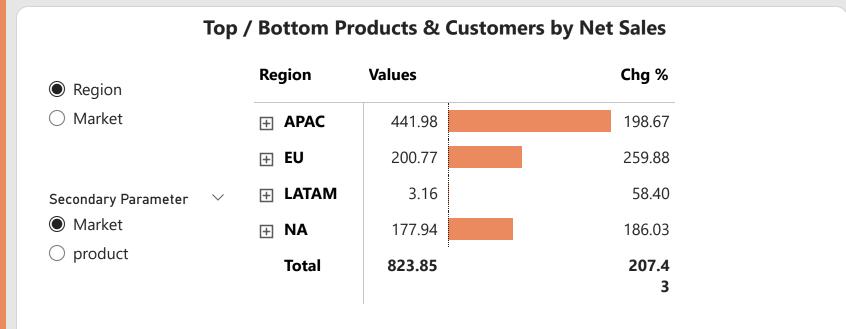
36.5%BM: 37.1% | -1.65% ▼

Net Profit %

-6.63%

BM: -0.85% | 676.38% ▼





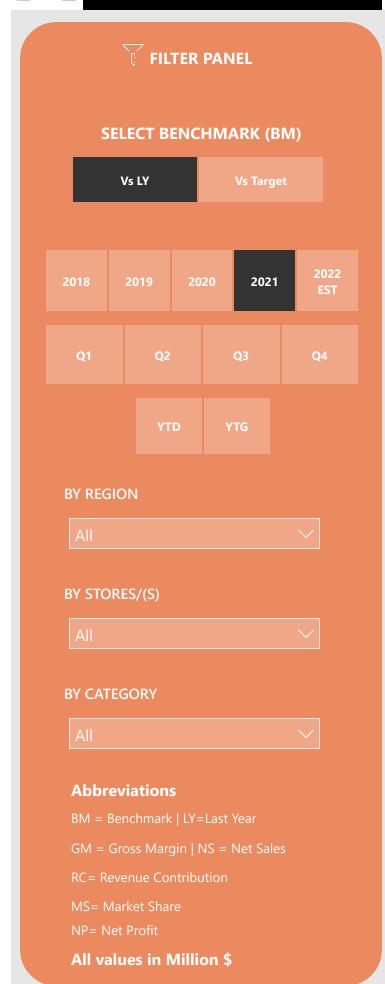
Profit and Loss Statement

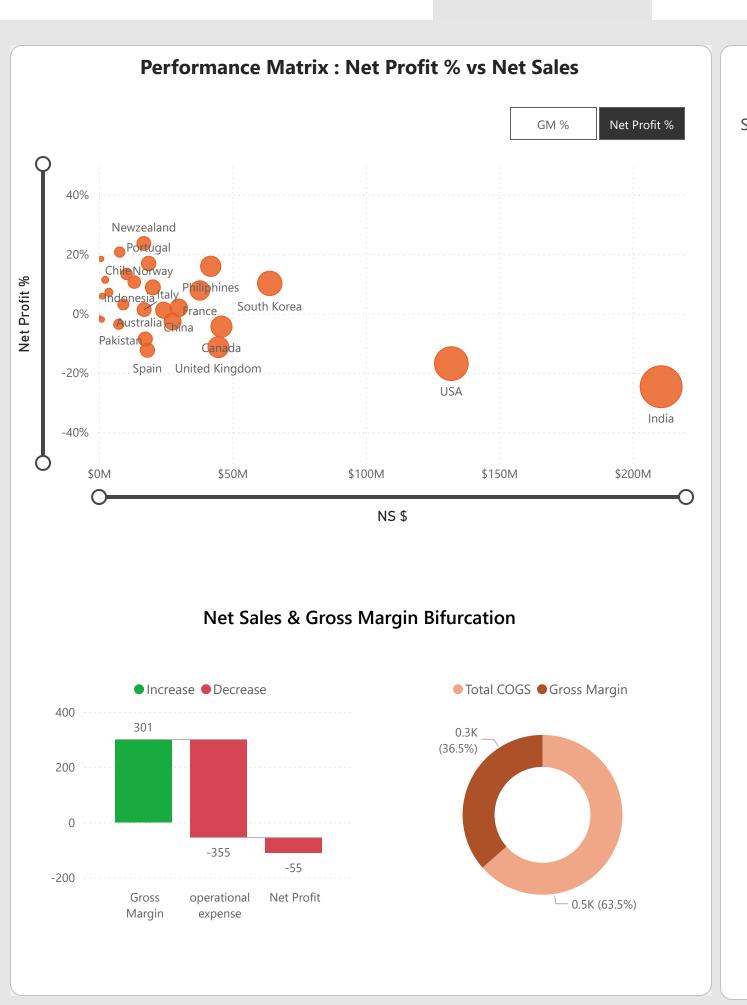
Line Item	2021	ВМ	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	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	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
operational expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38















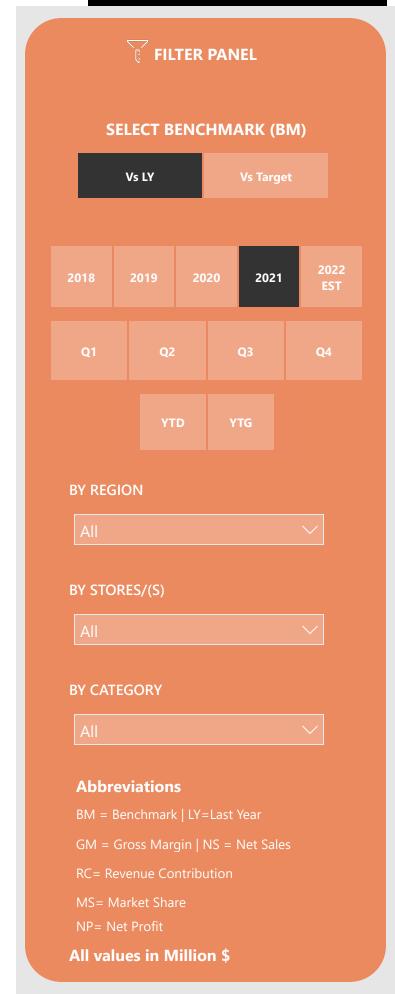


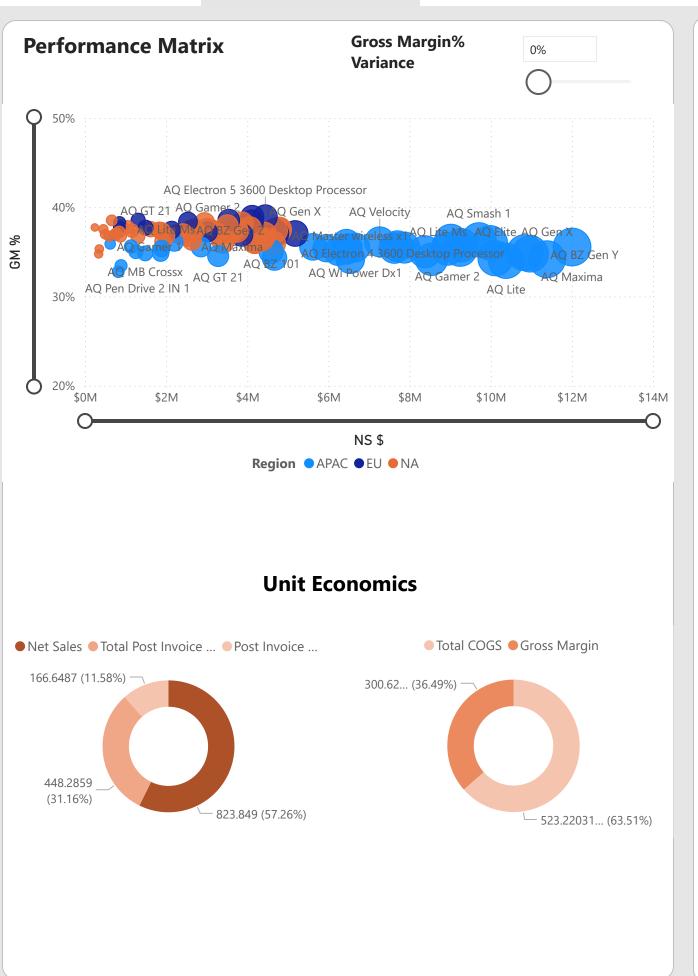












Product Performance

Product Customer

Product	NS \$	GM \$	GM %	Δ GM %
AQ Maxima	\$22.3M	8.2M	36.7%	0.00
AQ Gen X	\$21.3M	7.5M	35.3%	-0.04
AQ BZ Gen Y	\$20.4M	7.3M	35.9%	-0.03
AQ Electron 4 3600 Desktop Processor	\$20.3M	7.3M	36.1%	-0.01
AQ Lite	\$19.4M	6.8M	35.2%	-0.03
AQ Elite	\$19.1M	6.8M	35.4%	-0.06
AQ Electron 5 3600 Desktop Processor	\$18.6M	6.9M	37.1%	-0.04
AQ Gamer 3	\$17.3M	6.3M	36.5%	-0.02
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$17.2M	6.3M	36.9%	-0.04
AQ Gamer 2	\$16.7M	6.1M	36.5%	-0.04
AQ Gamers	\$16.7M	6.2M	37.3%	0.00
AQ 5000 Series Electron 8 5900X Desktop Processor	\$15.9M	5.6M	35.2%	-0.04
AQ Digit	\$15.5M	5.6M	36.1%	-0.02
AQ Wi Power Dx2	\$14.6M	5.4M	36.6%	-0.03
AQ 5000 Series Electron 9 5900X Desktop Processor	\$14.4M	5.3M	36.8%	-0.01
AQ Lite Ms	\$14.2M	5.2M	36.7%	-0.02
AQ Velocity	\$13.5M	5.1M	37.4%	-0.01
AQ Wi Power Dx1	\$12.5M	4.6M	36.7%	-0.01





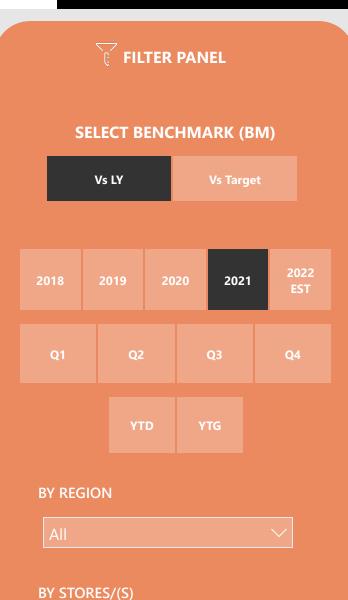














BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

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MS= Market Share

NP= Net Prof

All values in Million \$



80.21%

LY: 72.99% | 9.88% ▲

Net Error (\$)

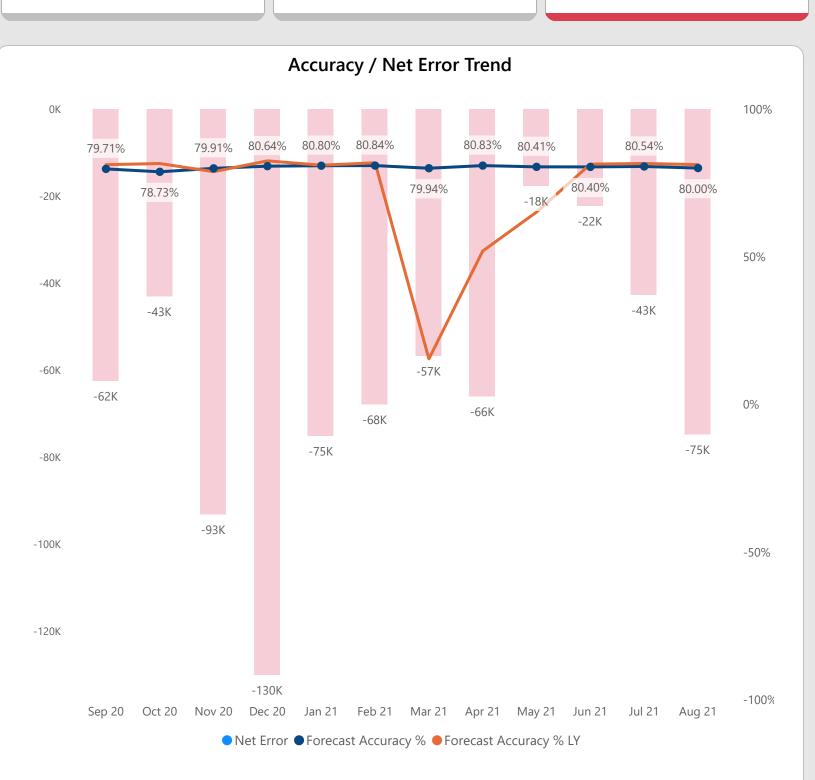
-751.71K

LY: 0.49M | -252.91% ▲

Absolute Error (\$)

10M

LY: 5.74M | 70.3% ▼



Forecast by Customers

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.59%	0.55	-94.6K	-2.3%	oos
Amazon	74.54%	0.48	-155.1K	-2.3%	oos
AtliQ Exclusive	71.69%	0.57	-189.1K	-4.6%	oos
Mbit	62.34%	0.49	51.2K	14.1%	EI
Euronics	60.79%	0.42	58.4K	15.3%	EI
Expert	60.67%	0.49	69.3K	12.0%	EI
Boulanger	58.77%	0.38	81.8K	18.3%	EI
UniEuro	58.22%	0.46	173.6K	23.5%	EI
Total	80.21%	0.73	-751.7K	-1.5%	oos

Forecast by Products

Segment	Forecast Accuracy % ▼	Forecast Accuracy % LY	Net Error	Net Error %	Risk
	90.40%	0.53	227056.0	8.2%	EI
⊕ Desktop	84.37%	0.70	16205.0	11.2%	El
	83.54%	0.81	1507656.0	15.8%	EI
→ Peripherals	83.23%	0.75	-318194.0	-5.9%	OOS
→ Notebook	79.99%	0.77	-51254.0	-4.0%	OOS
+ Accessories	77.66%	0.71	-2133183.0	-7.1%	OOS
Total	80.21%	0.73	-751714.0	-1.5%	oos





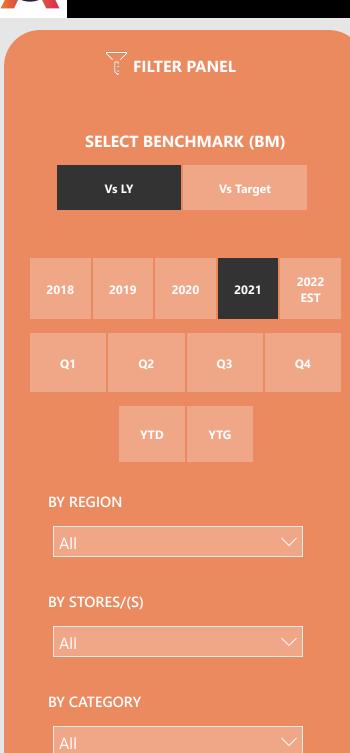












Abbreviations

MS= Market Share

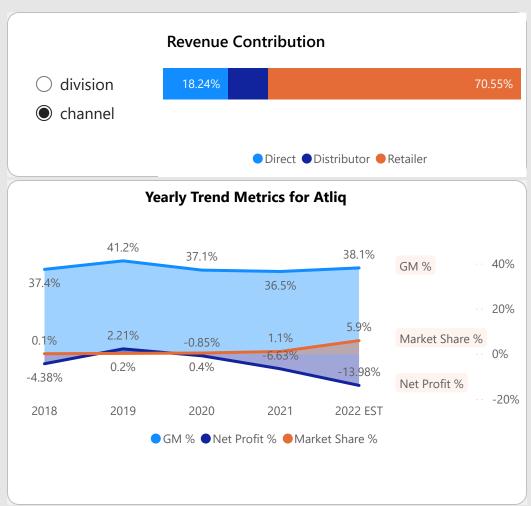
All values in Million \$

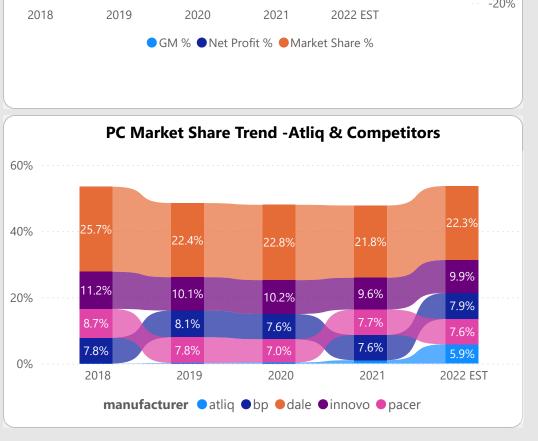


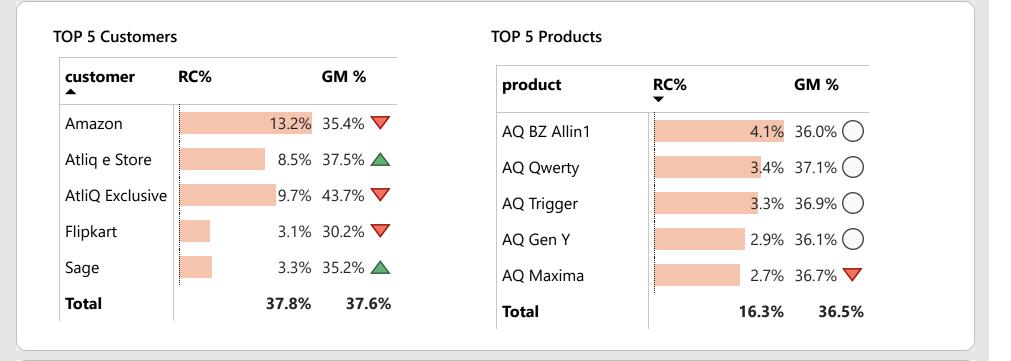














sub_zone	NS \$	RC% ▼	GM %	Net Profit %	Net Error % F	Risk A	Atliq MS %
India	\$210.7M	25.6%	32.0% 🔻	-24.65% 🛆	3.9% E	EI	2.5%
ROA	\$186.9M	22.7%	38.3% 🛕	8.23%	-21.6%(oos	1.5%
NA	\$177.9M	21,6%	37.2%	-13.67%	-7.1%(oos	0.8%
NE	\$109.3M	13.3%	38.0% 🛕	-1.14% 🔽	11.3% E	El	1.2%
SE	\$91.5M	11.1%	38.7% 🛕	4.43%	10.6% E	EI	3.6%
ANZ	\$44.4M	5.4%	38.5% 🔻	7.27% 🔻	-5.2%(oos	0.3%
LATAM	\$3.2M	0.4%	37.5% 🛆	6.18%	5.3% E	EI	0.0%
Total	\$823.8M	100.0%	36.5%	-6.63%	-1.5% (oos	1.1%