



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.



Filters

Region, Market

All

Customer

All

Segment, Category, ...

All

2019 2020 2021 2022
EST

Q1 Q2 Q3 Q4

vs LY vs Target

YTD YTG

Abbreviations

BM=Benchmark | LY=Last Year

GM=Gross Margin | NS=Net Sales

NP=Net Profit | Chg=Change

All values in Million \$

\$823.85M ✓

BM: 267.98M (+207.43%)

Net Sales

36.49% !

BM: 37.10% (-1.65%)

GM%

-6.63% !

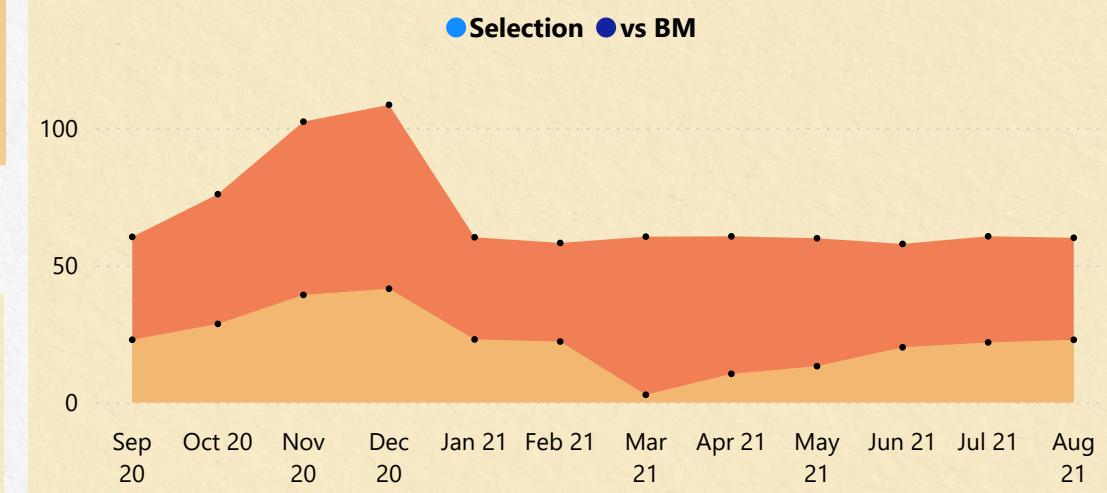
BM: -0.85% (-676.38%)

Net Profit %

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 | 392.50 | 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 |
| GM / Unit | 5.99 | 4.79 | 1.21 | 25.21 |
| 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 |

Net Sales Performance Over Time



Top/Bottom Products and Customers by Net Sales

| segment | P & L values | | P & L Chg% | region | P & L values | | P & L Chg% |
|---------------|--------------|--------|------------|--------|--------------|---------|------------|
| | + Desktop | 46.43 | 4,791.34 | + EU | 200.77 | 259.88 | + APAC |
| + Accessories | 244.85 | 269.67 | + NA | 177.94 | 186.03 | + LATAM | 3.16 |
| + Notebook | 266.49 | 208.45 | Total | 823.85 | 207.43 | | 58.40 |
| + Peripherals | 166.51 | 174.64 | | | | | |
| + Storage | 54.42 | 97.48 | | | | | |
| + Networking | 45.16 | 72.26 | | | | | |
| Total | 823.85 | 207.43 | | | | | |



Filters

Region, Market

All

Customer

All

Segment, Category, ...

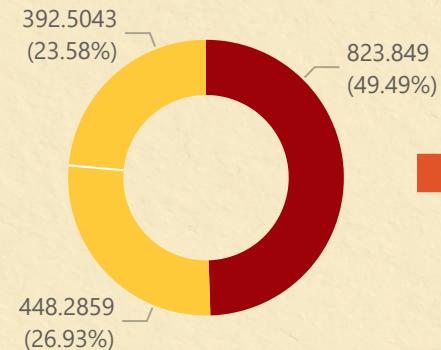
All

| | | | |
|-------|-----------|------|----------|
| 2019 | 2020 | 2021 | 2022 EST |
| Q1 | Q2 | Q3 | Q4 |
| YTD | YTG | | |
| vs LY | vs Target | | |

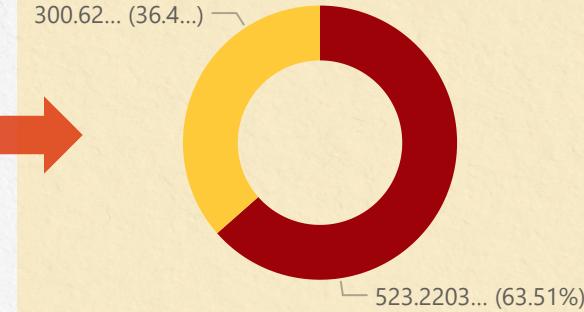
Abbreviations

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All values in Million \$

● Net Sales ● Total Post Inv... ● Pre Invoice ...



● Total COGS ● Gross Margin



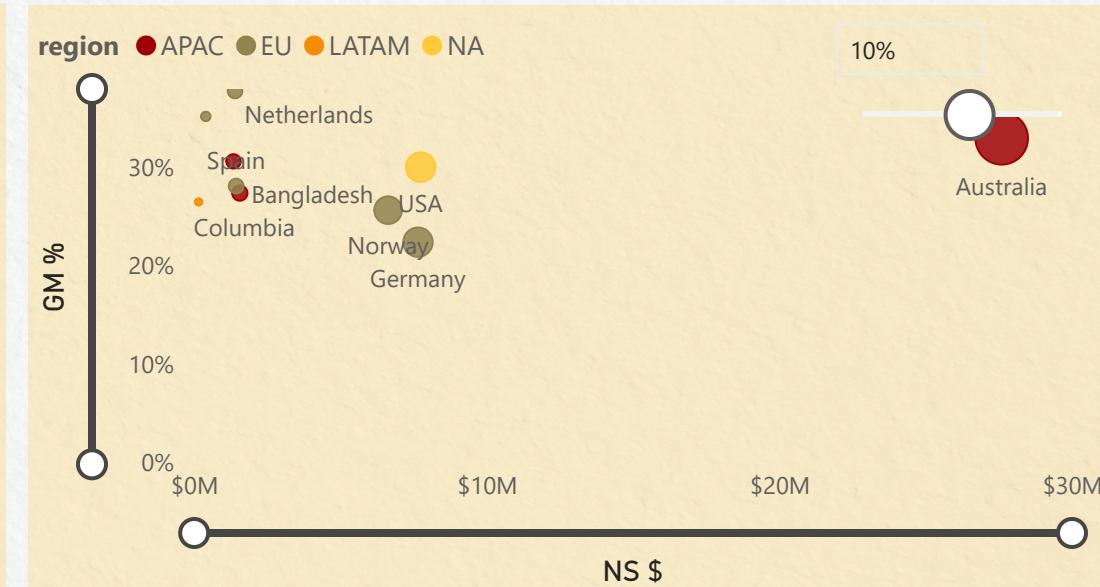
Product Performance

| segment | NS \$ | GM \$ | GM % |
|--------------|------------------|----------------|---------------|
| Accessories | \$244.85M | 89.30M | 36.47% |
| Desktop | \$46.43M | 16.79M | 36.17% |
| Networking | \$45.16M | 16.60M | 36.75% |
| Notebook | \$266.49M | 97.12M | 36.45% |
| Peripherals | \$166.51M | 60.81M | 36.52% |
| Storage | \$54.42M | 20.00M | 36.75% |
| Total | \$823.85M | 300.63M | 36.49% |

Customer Performance

| customer | NS \$ | GM \$ | GM % |
|---------------------|------------------|----------------|---------------|
| Acclaimed Stores | \$14.32M | 5.18M | 36.18% |
| All-Out | \$1.06M | 0.50M | 47.53% |
| Amazon | \$109.03M | 38.59M | 35.40% |
| Argos (Sainsbury's) | \$2.97M | 1.05M | 35.42% |
| Atlas Stores | \$4.16M | 1.68M | 40.36% |
| Atliq e Store | \$70.31M | 26.40M | 37.54% |
| AtliQ Exclusive | \$79.92M | 34.95M | 43.73% |
| BestBuy | \$8.26M | 2.97M | 35.94% |
| Billa | \$1.65M | 0.41M | 24.68% |
| Boulanger | \$5.32M | 1.55M | 29.11% |
| Chip 7 | \$7.23M | 2.94M | 40.71% |
| Total | \$823.85M | 300.63M | 36.49% |

Performance Matrix





Filters

Region, Market

All

Customer

All

Segment, Category, ...

All

2019 2020 2021 2022
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Q1 Q2 Q3 Q4

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All values in Million \$

Product Performance

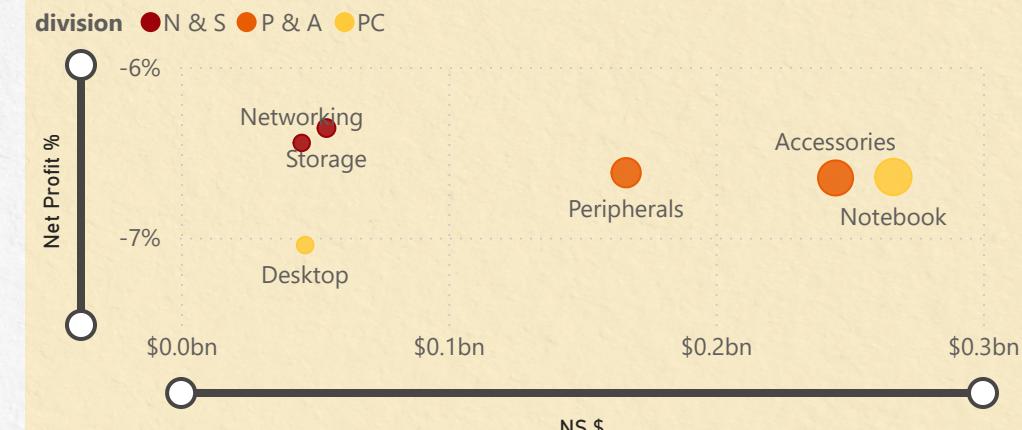
| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|-------------|-----------|---------|--------|---------------|--------------|
| Accessory | \$244.85M | 89.30M | 36.47% | -16.28M | -6.65% |
| Desktop | \$46.43M | 16.79M | 36.17% | -3.27M | -7.04% |
| Networkin | \$45.16M | 16.60M | 36.75% | -2.91M | -6.44% |
| Notebook | \$266.49M | 97.12M | 36.45% | -17.71M | -6.64% |
| Peripherals | \$166.51M | 60.81M | 36.52% | -11.02M | -6.62% |
| Storage | \$54.42M | 20.00M | 36.75% | -3.46M | -6.36% |
| Total | \$823.85M | 300.63M | 36.49% | -54.65M | -6.63% |

Region/Market/Customer Performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------|-----------|---------|--------|---------------|--------------|
| APAC | \$441.98M | 156.21M | 35.34% | -33.33M | -7.54% |
| EU | \$200.77M | 76.98M | 38.34% | 2.81M | 1.40% |
| LATAM | \$3.16M | 1.19M | 37.54% | 0.20M | 6.18% |
| NA | \$177.94M | 66.25M | 37.23% | -24.32M | -13.67% |
| Total | \$823.85M | 300.63M | 36.49% | -54.65M | -6.63% |

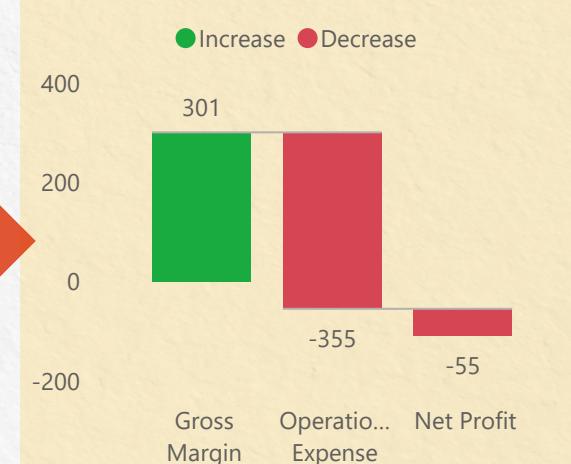
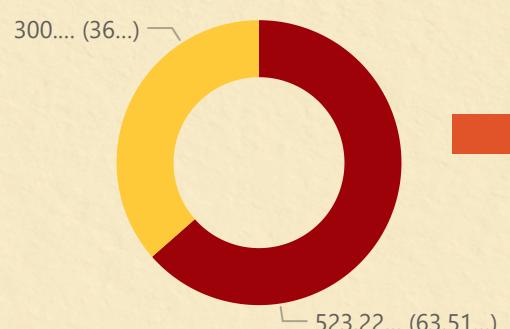
Show GM%

Performance Matrix



Unit Economics

● Total COGS ● Gross Margin





Filters

Region, Market

All

Customer

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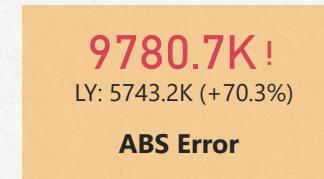
All

| | | | |
|------|------|------|----------|
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vs LY vs Target

Abbreviations

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 EI=Excess Inventory|OoS=Out Of Stock
 All values in Million \$

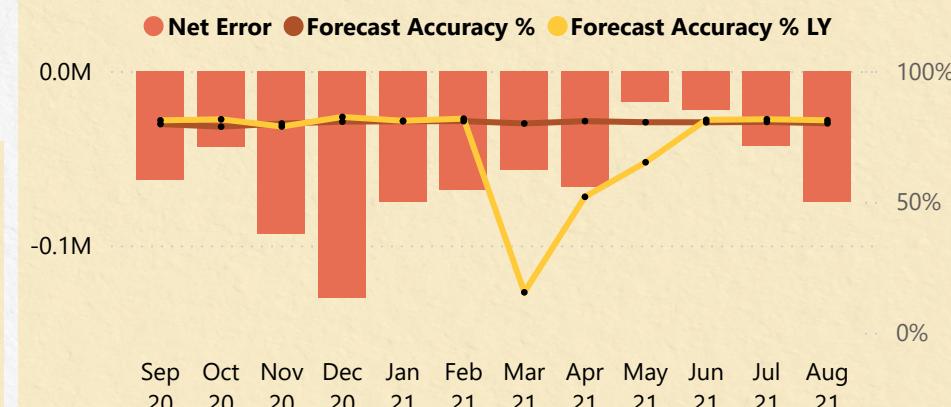


Key Metrics By Customers

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------------------|---------------------|------------------------|----------------|---------------|------------|
| Acclaimed Stores | 50.69% | 8.69% | -122555 | -16.23% | OoS |
| All-Out | 29.09% | 35.18% | -12425 | -30.67% | OoS |
| Amazon | 74.54% | 48.43% | -155116 | -2.35% | OoS |
| Argos (Sainsbury's) | 56.08% | 43.27% | 8033 | 4.14% | EI |
| Atlas Stores | 48.16% | 39.19% | 99521 | 29.63% | EI |
| Atliq e Store | 74.59% | 55.24% | -94643 | -2.30% | OoS |
| AtliQ Exclusive | 71.69% | 56.65% | -189086 | -4.59% | OoS |
| BestBuy | 35.31% | 7.31% | -73279 | -16.97% | OoS |
| Billa | 18.29% | 26.05% | -37856 | -47.09% | OoS |
| Boulanger | 58.77% | 38.12% | 81786 | 18.34% | EI |
| Chip 7 | 53.44% | 41.32% | 95124 | 18.82% | EI |
| Chiptec | 52.54% | 27.04% | 72175 | 22.07% | EI |
| Circuit City | 35.02% | 9.90% | -84752 | -19.00% | OoS |
| Control | 47.42% | 30.41% | -64707 | -11.99% | OoS |
| Coolblue | 52.95% | 43.16% | 116840 | 26.87% | EI |
| Costco | 49.42% | 33.18% | -24581 | -3.50% | OoS |
| Croma | 42.78% | 35.49% | 45046 | 5.96% | EI |
| Currys (Dixons Carphone) | 35.92% | 35.91% | -44680 | -35.54% | OoS |
| Digimarket | 40.79% | 39.69% | -72129 | -23.20% | OoS |
| Ebay | 50.49% | 18.21% | -49299 | -4.24% | OoS |
| Total | 80.21% | 72.99% | -751714 | -1.52% | OoS |

Accuracy/Net Error Trend

Net Sales Performance Over Time



Key Metrics By Product

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|--------------|---------------------|------------------------|----------------|---------------|------------|
| Storage | 83.54% | 81.01% | 1507656 | -6.36% | EI |
| Notebook | 79.99% | 76.65% | -51254 | -6.64% | OoS |
| Peripherals | 83.23% | 75.18% | -318194 | -6.62% | OoS |
| Accessories | 77.66% | 71.42% | -2133183 | -6.65% | OoS |
| Desktop | 84.37% | 70.07% | 16205 | -7.04% | EI |
| Networking | 90.40% | 52.50% | 227056 | -6.44% | EI |
| Total | 80.21% | 72.99% | -751714 | -6.63% | OoS |



Business Insights 360

Home



Finance



Sales



Marketing



Supply Chain



Executive



Filters

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Segment, Category, ...

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2019 2020 2021 2022 EST

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vs Target

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BM: 267.98M (+207.43%)

Net Sales

36.49% !

BM: 37.10% (-1.65%)

GM%

-6.63% !

BM: -0.85% (-676.38%)

80.21% ✓

BM: 72.99% (+9.88%)

Forecast Accuracy

Key Insights by Sub Zone

| Sub Zone | NS \$ | RC % | GM % | Atliq MS % | Net Profit % | Net Error % | Risk |
|----------|-----------|--------|----------|------------|--------------|-------------|------|
| India | \$210.67M | 25.6% | 32.03% ↓ | 2.5% | -24.65% | 3.90% | EI |
| LATAM | \$3.16M | 0.4% | 37.54% | 0.0% | 6.18% | 5.32% | EI |
| NE | \$109.29M | 13.3% | 38.03% | 1.2% | -1.14% | 11.27% | EI |
| SE | \$91.48M | 11.1% | 38.71% | 3.6% | 4.43% | 10.56% | EI |
| ANZ | \$44.41M | 5.4% | 38.46% ↓ | 0.3% | 7.27% | -5.19% | OoS |
| NA | \$177.94M | 21.6% | 37.23% ↓ | 0.8% | -13.67% | -7.06% | OoS |
| ROA | \$186.89M | 22.7% | 38.34% | 1.5% | 8.23% | -21.55% | OoS |
| Total | \$823.85M | 100.0% | 36.49% ↓ | 1.1% | -6.63% | -1.52% OoS | |

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

● NS \$ ● GM % ● Net Profit % ● Atliq MS %

\$4bn

\$2bn

\$0bn

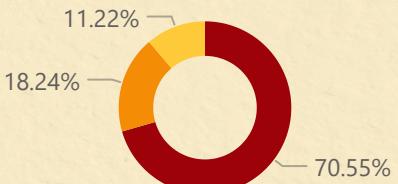
2018 2019 2020 2021 2022 EST

50%

0%

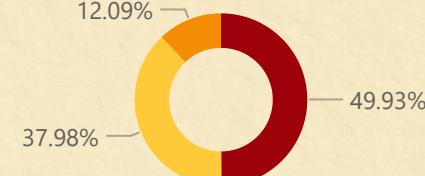
Revenue by Channel

● Retailer ● Direct ● Distributor



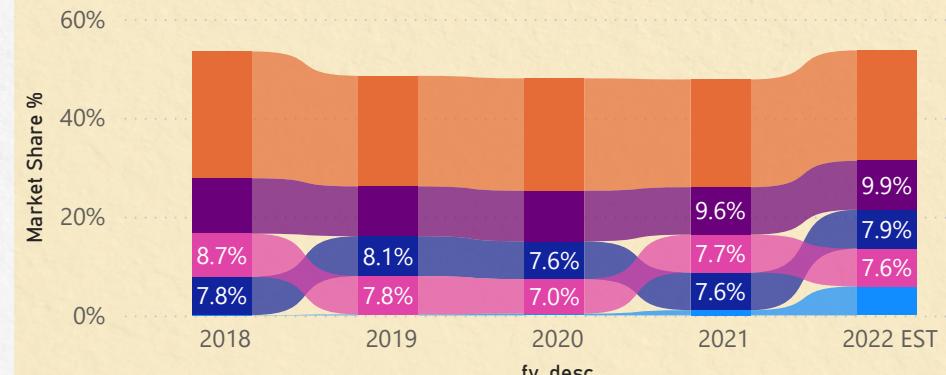
Revenue by Division

● P & A ● PC ● N & S



PC Market Share Trend-AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customers By Revenue

customer RC % GM %

| | | |
|-----------------|--------------|---------------|
| Amazon | 13.2% | 35.40% ↓ |
| Atliq e Store | 8.5% | 37.54% |
| AtliQ Exclusive | 9.7% | 43.73% ↓ |
| Flipkart | 3.1% | 30.23% ↓ |
| Sage | 3.3% | 35.16% |
| 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% |