

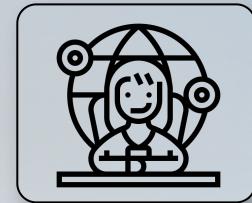
Info

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



Support

Get your issues resolved by connecting to our support specialist.



Executive View

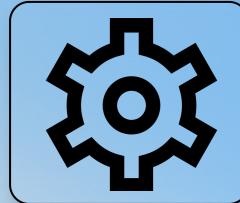
A top level dashboard for executives consolidating top insights from all dimensions of business.



Finance View

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

Business Insight 360



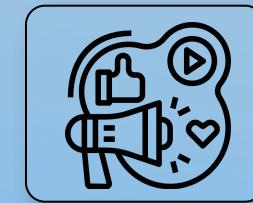
Product View

Get Info about products based on the Growth of different products, there Gross Margin, and post discount percentage of these products



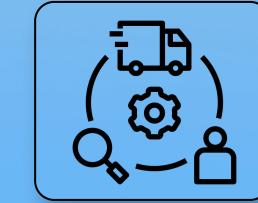
Sales View

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.



region, market

All

segment, categor...

All

customer

All

2019 2020 2021 2022 EST

YTD YTG

Q1 Q2 Q3 Q4

Net Sales

\$3,736.2M ✓

Benchmark: 823.8M (+353.5%)

Gross Margin %

38.1% ✓

Benchmark: 36.5% (+4.37%)

Net Profit %

-14.0% !

Benchmark: -6.6% (-110.79%)

Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg%
Gross Sales	7,370.1	1,664.6	5,705.5	342.7
Pre Invoice Deduction	1,727.0	392.5	1,334.5	340.0
Net Invoice Sales	5,643.1	1,272.1	4,371.0	343.6
Post Discounts	1,243.5	281.6	961.9	341.5
Post Deductions	663.4	166.6	496.8	298.1
Total Post Invoice Deduction	1,907.0	448.3	1,458.7	325.4
Net Sales	3,736.2	823.8	2,912.3	353.5
Manufacturing Cost	2,197.3	497.8	1,699.5	341.4
Freight Cost	100.5	22.1	78.4	355.6
Other Cost	15.5	3.4	12.1	358.0
Total COGS	2,313.3	523.2	1,790.1	342.1
Gross Margin	1,422.9	300.6	1,122.3	373.3
Gross Margin %	38.1	36.5	1.6	4.4
GM / Unit	15.8	6.0	9.8	162.9
Operational Expansis	-1,945.3	-355.3	-1,590.0	447.5
Net Profit	-522.4	-54.7	-467.8	855.9
Net Profit %	-0.1	-0.1	-0.1	110.8

Top/Bottom Products Net Sales

segment	P&L values	Chg%
Accessories	454.1M	85.5
Desktop	711.1M	1,431.5
Networking	38.4M	-14.9
Notebook	1,580.4M	493.1
Peripherals	897.5M	439.0
Storage	54.6M	0.3

Top/Bottom Customers by Net Sales

region	P&L values	Chg%
EU	775.48M	286.26
APAC	1,923.77M	335.27
LATAM	14.82M	368.39
NA	1,022.09M	474.40

Benchmark

VS LY

Net Sales Performance Overtime

● Selection ● Vs BM

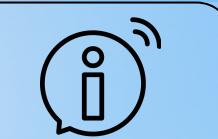
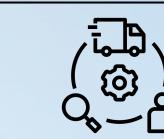
0.6bn

0.4bn

0.2bn

0.0bn

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22



region, market

All

segment, category

All

customer

All

2019 2020 2021 2022 EST

YTD YTG

Q1 Q2 Q3 Q4

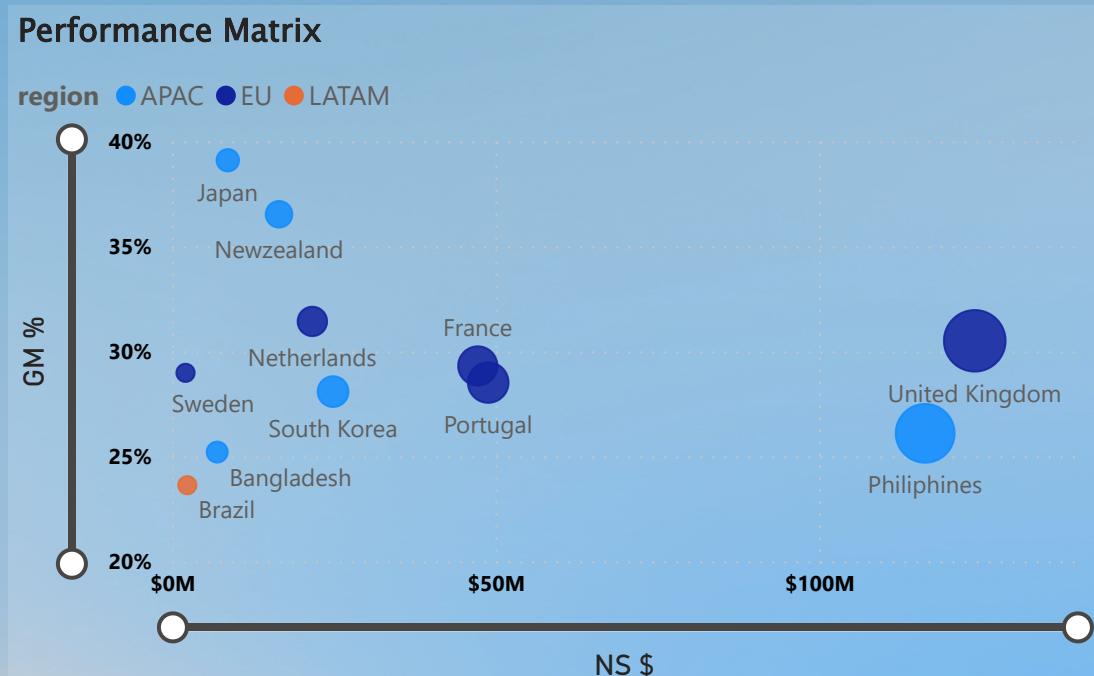


VS LY

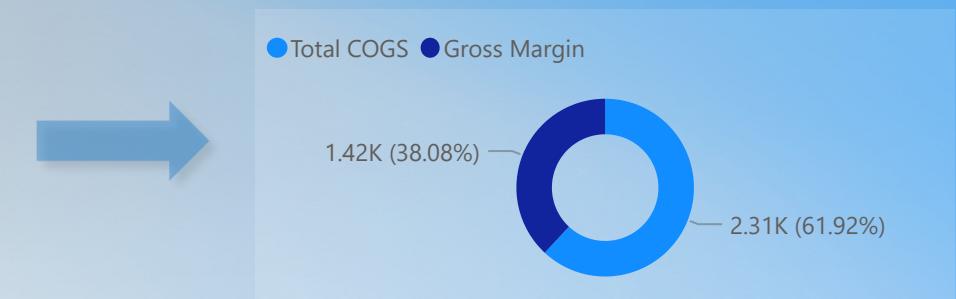
Product Performance

segment	NS \$	GM \$	GM %
Notebook	\$1,580.4M	\$600.96M	38.0%
Peripherals	\$897.5M	\$341.22M	38.0%
Desktop	\$711.1M	\$272.39M	38.3%
Accessories	\$454.1M	\$172.61M	38.0%
Storage	\$54.6M	\$20.93M	38.3%
Networking	\$38.4M	\$14.78M	38.5%

● Net Sales ● Total Post Invoice Deduct... ● Pre Invoice Ded...

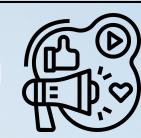


UNIT ECONOMICS



Customer Trends

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	\$182.8M	36.8%
AtliQ Exclusive	\$361.1M	\$166.1M	46.0%
Atliq e Store	\$304.1M	\$112.1M	36.9%
Flipkart	\$138.5M	\$58.4M	42.1%
Neptune	\$105.7M	\$49.4M	46.7%
Sage	\$127.9M	\$40.3M	31.5%
Leader	\$117.3M	\$36.0M	30.7%
walmart	\$72.4M	\$33.1M	45.7%
Ebay	\$91.6M	\$33.1M	36.1%
Acclaimed Stores	\$73.4M	\$29.6M	40.3%
Path	\$59.3M	\$25.8M	43.5%
Electricalslytical	\$68.0M	\$25.3M	37.2%
Staples	\$64.2M	\$25.0M	38.9%
Circuit City	\$52.4M	\$24.5M	46.8%
Electricalsocity	\$67.8M	\$24.4M	36.0%
Costco	\$61.8M	\$24.2M	39.1%
Control	\$54.1M	\$23.5M	43.4%
Propel	\$61.6M	\$23.0M	37.4%
BestBuy	\$49.3M	\$22.1M	44.9%
Vijay Sales	\$55.1M	\$20.9M	38.0%
Reliance Digital	\$54.6M	\$20.9M	38.2%
Croma	\$51.8M	\$20.7M	39.9%
Radio Shack	\$46.2M	\$20.0M	43.3%
Expression	\$53.5M	\$17.6M	33.0%
Total	\$3,736.2M	\$1,422.9M	38.1%



Highlighted customers failed to meet the target Gross Margin % requirements

region, market
All

segment, categor...
All

customer
All

2019 2020 2021 2022
EST

YTD YTG

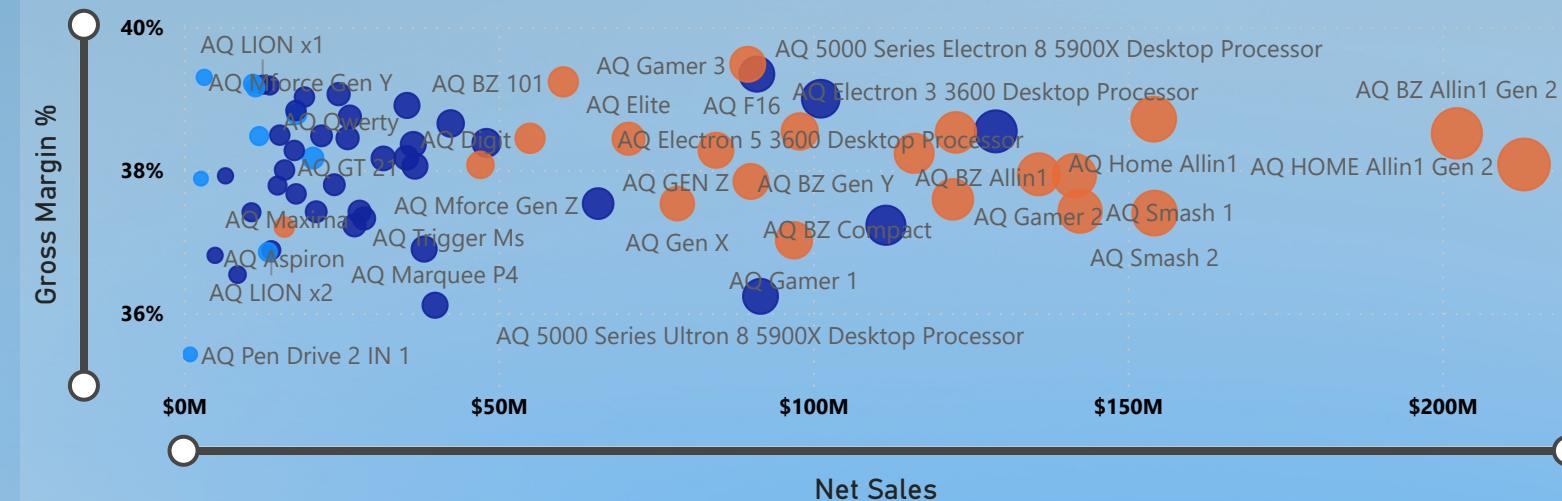
Q1 Q2 Q3 Q4

Region/Market/Customer performance

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
LATAM	\$14.8M	\$5.2M	35.0%	-0.4M	-2.9%
EU	\$775.5M	\$267.8M	34.5%	-95.5M	-12.3%
NA	\$1,022.1M	\$459.7M	45.0%	-145.3M	-14.2%
APAC	\$1,923.8M	\$690.2M	35.9%	-281.2M	-14.6%

Performance Marix

division ● N & S ● P & A ● PC

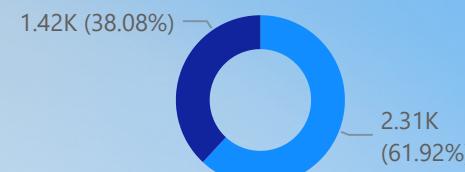


Product Performance

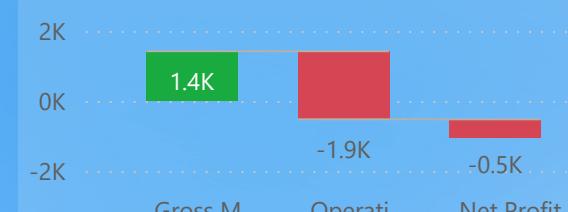
segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
Accessories	\$454.1M	\$172.6M	38.0%	-63.8M	-14.0%
Desktop	\$711.1M	\$272.4M	38.3%	-97.8M	-13.8%
Networking	\$38.4M	\$14.8M	38.5%	-5.3M	-13.7%
Notebook	\$1,580.4M	\$601.0M	38.0%	-222.2M	-14.1%
Peripherals	\$897.5M	\$341.2M	38.0%	-125.9M	-14.0%
Storage	\$54.6M	\$20.9M	38.3%	-7.5M	-13.8%

UNIT ECONOMICS

● Total COGS ● Gross Margin



● Increase ● Decrease



region, market

All

segment, categor...

All

customer

All

2019 2020 2021 2022
EST

YTD YTG

Q1 Q2 Q3 Q4

Absolute Error

6899.04K ✓

Last Year: 9780.74K (-29.46%)

Forcast Accuracy %

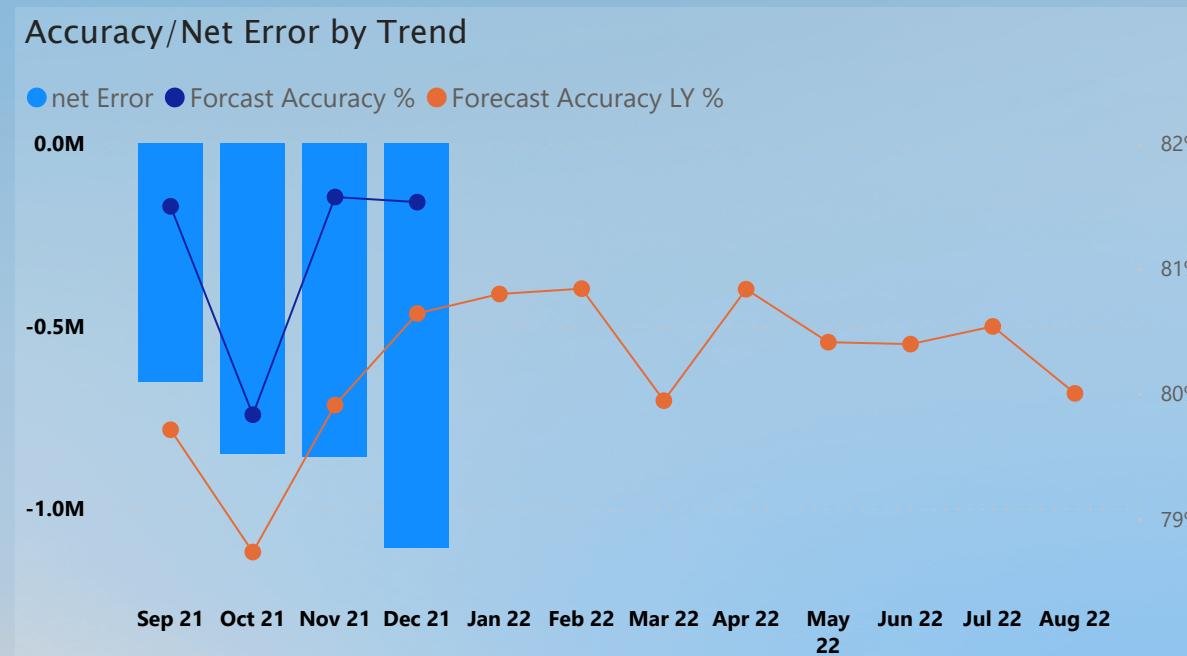
81.17% ✓

Last Year: 80.21% (+1.2%)

Net Error

-3472.7K ✓

Last Year: -751.7K (-361.97%)

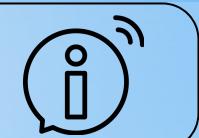
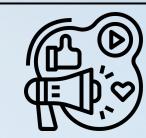


Key matrix by Products

segment	Forcast Accuracy %	net Error	net error %	Risk
Networking	93.1%	-12967	-1.7%	OOS
Notebook	87.2%	-47221	-1.7%	OOS
Peripherals	68.2%	-3204280	-31.8%	OOS
Storage	71.5%	-628266	-25.6%	OOS
Accessories	87.4%	341468	1.7%	El
Desktop	87.5%	78576	10.2%	El

Key matrix by customer

customer	Forecast Accuracy %	Forecast Accuracy LY %	net Error
Atliq e Store	74.2%	74.6%	-294868.0
Amazon	73.8%	74.5%	-464694.0
AtliQ Exclusive	70.4%	71.7%	-359242.0
Expert	62.9%	60.7%	-26489.0
Acclaimed Stores	57.7%	50.7%	83037.0
Electricalsbea Stores	55.7%	51.6%	-6352.0
Mbit	55.4%	62.3%	-43470.0
Argos (Sainsbury's)	54.8%	56.1%	-23040.0
walmart	54.8%	50.1%	84334.0
Staples	54.4%	49.4%	79821.0
Currys (Dixons Carphone)	54.3%	35.9%	8104.0
Flipkart	54.2%	52.6%	-13616.0
Power	54.1%	56.7%	-11212.0
Nomad Stores	53.4%	50.6%	3394.0
Radio Popular	52.9%	56.7%	-49354.0
Boulanger	52.7%	58.8%	-48802.0
Logic Stores	52.5%	51.4%	6430.0
Ebay	52.3%	50.5%	-19127.0
Control	52.1%	47.4%	64731.0
Costco	51.9%	49.4%	101913.0
Relief	51.9%	52.0%	-348.0
Surface Stores	51.7%	49.6%	-4304.0
Premium Stores	51.7%	55.6%	-17551.0
Flawless Stores	50.7%	56.3%	-21201.0
Sage	50.7%	33.6%	154291.0
Path	50.6%	45.5%	91486.0
Chiptec	50.5%	52.5%	20102.0



region, market

All

segment, categor...

All

customer

All

2019 2020 2021 2022 EST

YTD YTG

Q1 Q2 Q3 Q4

Overall Top 5 products by Gross Margin Growth Percentage

product	Growth	GM%	GM %	GM % LY
AQ 5000 Series Electron 8 5900X Desktop Processor	4.1%	39.3%	35.2%	
AQ Clx1	3.0%	39.2%	36.1%	
AQ Elite	3.0%	38.4%	35.4%	
AQ Lite	3.2%	38.4%	35.2%	
AQ MB Crossx 2	3.0%	39.1%	36.0%	
Total	3.4%	38.9%	35.5%	

Overall Bottom 5 products by Gross Margin Growth Percentage

product	Growth	GM%	GM %	GM % LY
AQ 5000 Series Ultron 8 5900X Desktop Processor	-0.7%	36.2%	36.9%	
AQ Clx3	-1.8%	36.9%	38.7%	
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	-0.7%	36.5%	37.2%	
AQ Lumina Ms	-1.1%	38.2%	39.3%	
AQ Marquee P4	-0.8%	36.1%	36.9%	
Total	-0.9%	36.6%	37.5%	

Top/Bottom 5 customers for

By Gross Margin Growth percentage

TOP

product	Growth	GM%	GM %	GM % LY
AQ 5000 Series Electron 8 5900X Desktop Processor	4.1%	39.3%	35.2%	
AQ Clx1	3.0%	39.2%	36.1%	
AQ Elite	3.0%	38.4%	35.4%	
AQ Lite	3.2%	38.4%	35.2%	
AQ MB Crossx 2	3.0%	39.1%	36.0%	
Total	3.4%	38.9%	35.5%	

BOTTOM

product	Growth	GM%	GM %	GM % LY
AQ 5000 Series Ultron 8 5900X Desktop Processor	-0.7%	36.2%	36.9%	
AQ Clx3	-1.8%	36.9%	38.7%	
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	-0.7%	36.5%	37.2%	
AQ Lumina Ms	-1.1%	38.2%	39.3%	
AQ Marquee P4	-0.8%	36.1%	36.9%	
Total	-0.9%	36.6%	37.5%	



region, market

All

segment, categor...

All

customer

All

2019 2020 2021 2022 EST

YTD YTG

Q1 Q2 Q3 Q4

Net Sales

\$3.74bn ✓

Benchmark: 823.85M
(+353.5%)

Gross Margin %

38.08% ✓

Benchmark: 36.49% (+4.37%)

Net Profit %

-13.98% !

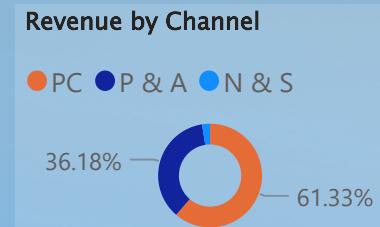
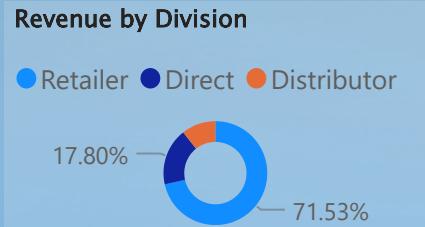
Benchmark: -6.63% (-110.79%)

Forcast Accuracy %

81.17% ✓

Benchmark: 80.21% (+1.2%)

VS LY

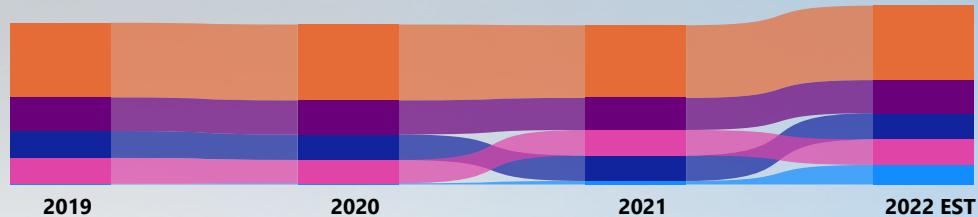


Key Insight By Sub Zone

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

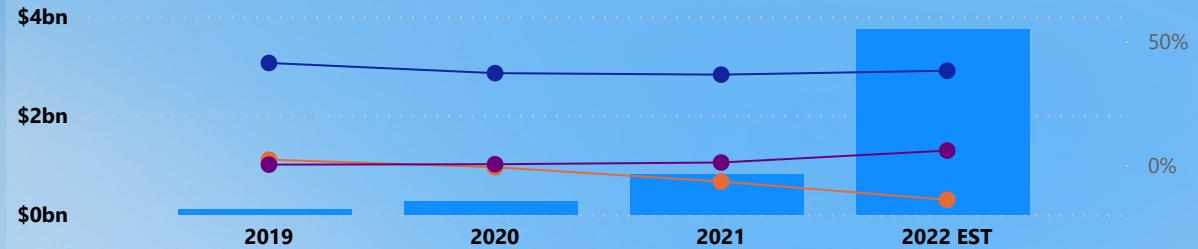
PC Market share Trend- Atliq and it's competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

● NS \$ ● GM % ● Net profit % ● Marketshare %



- . All the system data is refreshed every month on 6th**
- . System data such as forecast, actuals and historical forecast are received from Global database**
- . Non-system data such as Operational expenses, target and Market share are refreshed on request**



Business Insight 360 SUPPORT

Get an Issue Resolved

Provide a feedback

Add a new Request

Check out the contingency plan

New to PowerBi

