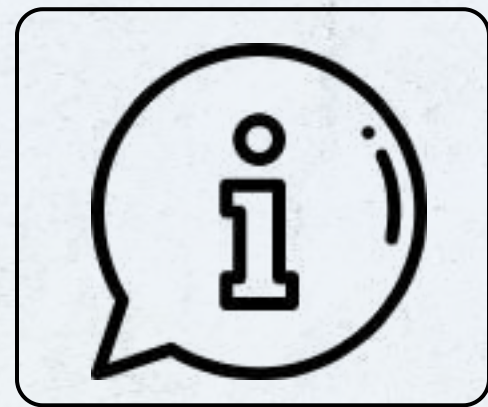




Business Insights 360



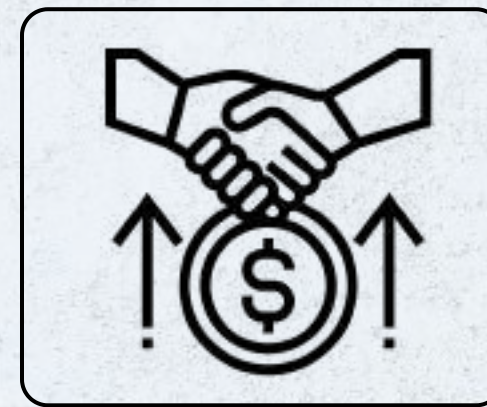
Info

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



Finance View

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



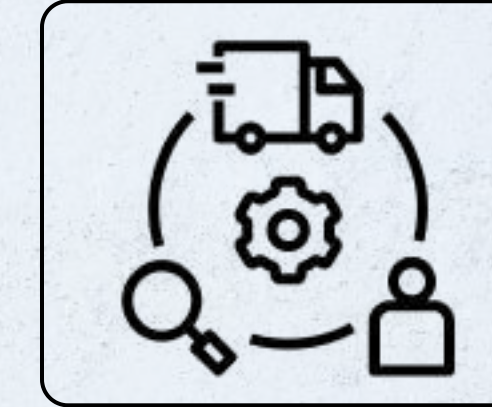
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



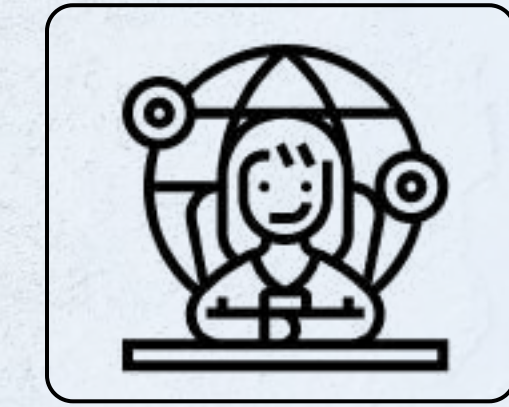
Marketing View

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.



- . All the system data in tool is refreshed every month on 5th working day.
- . System data such as forecast, Actuals and Historical forecast are received from Global database
- . Non system data such as target, operational Expenses and Market Share are refreshed on request.
- . For FAQs [click](#) here



region, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Vs LY

Vs Target

\$3.74bn✓

BM: 0.82bn (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

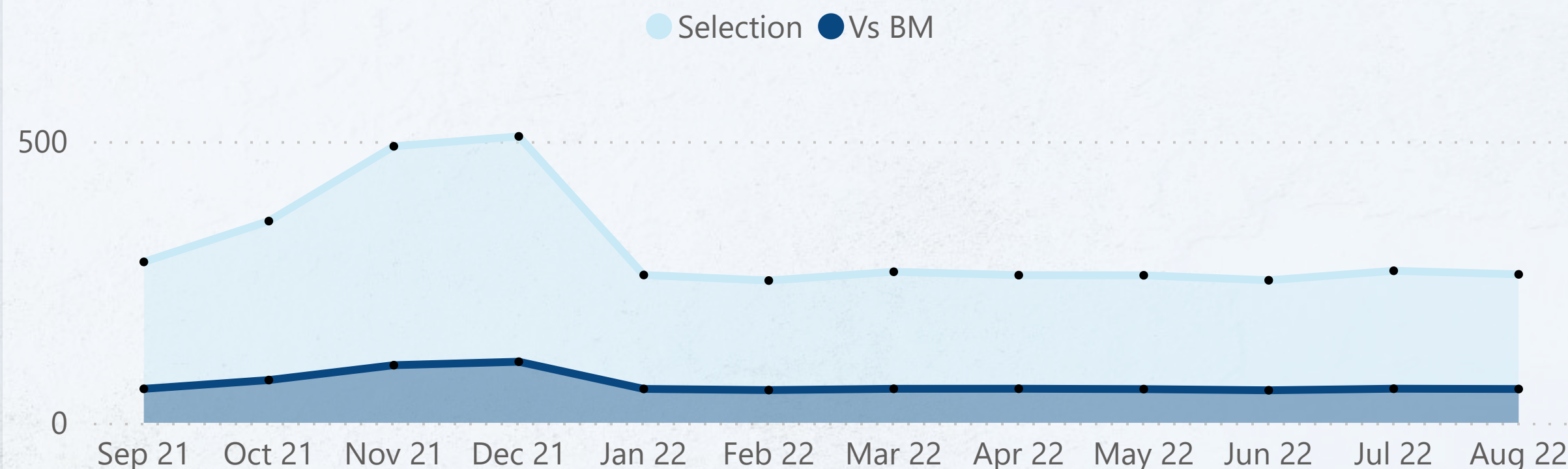
BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

Net sales Performance Over Time



Top / Bottom products & customer byNet sales

region	P&L Values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P&L Values	P & L Chg %
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Desktop	711.08	1,431.55
Total	3,736.17	353.50

BM= Benchmark, LY= Last Year



region, market

All



customer

All



segment, category,...

All



2019

2020

2021

2022 Est

Q1

Q2

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Q4

YTD

YTG

Vs LY

Vs Target

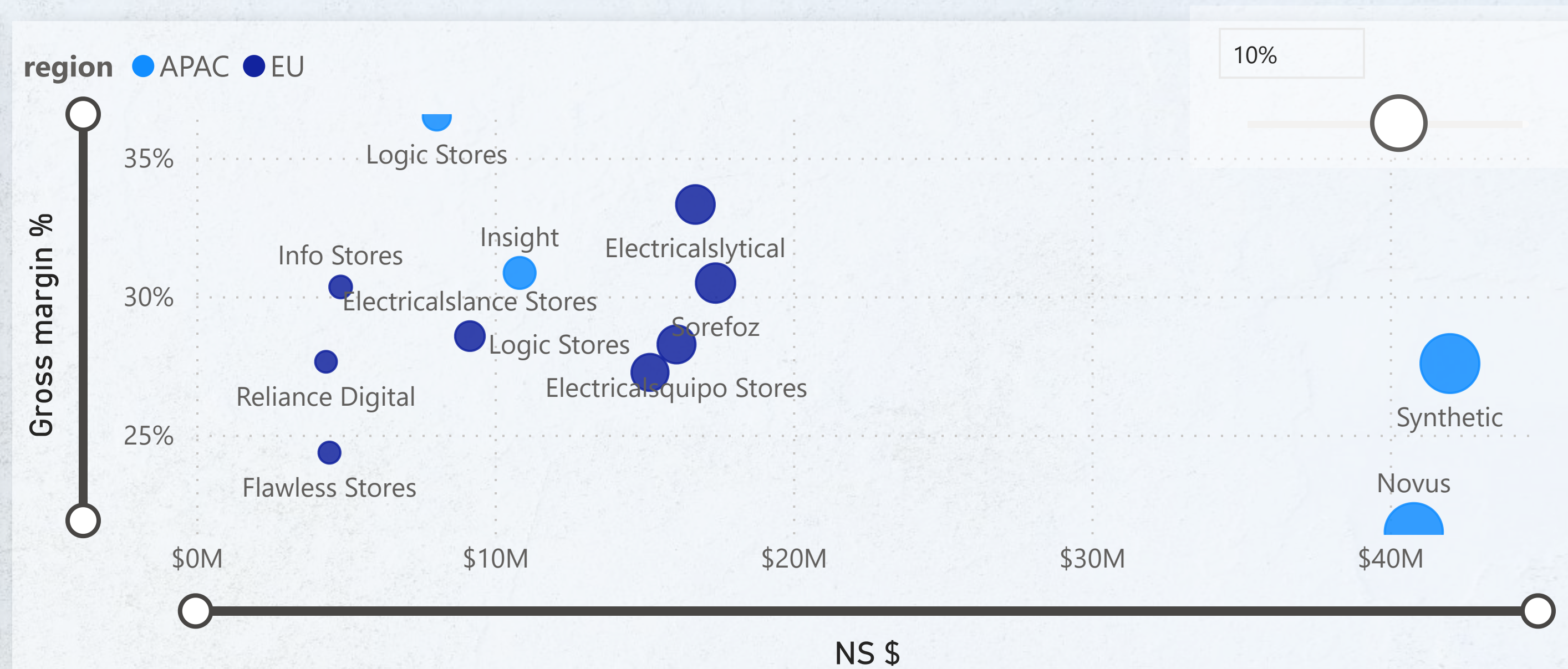
Customer Performance

customer	NS \$	GM\$	GM%
Amazon	\$496.88M	\$182.77M	36.78%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Total	\$3,736.17M	\$1,422.88M	38.08%

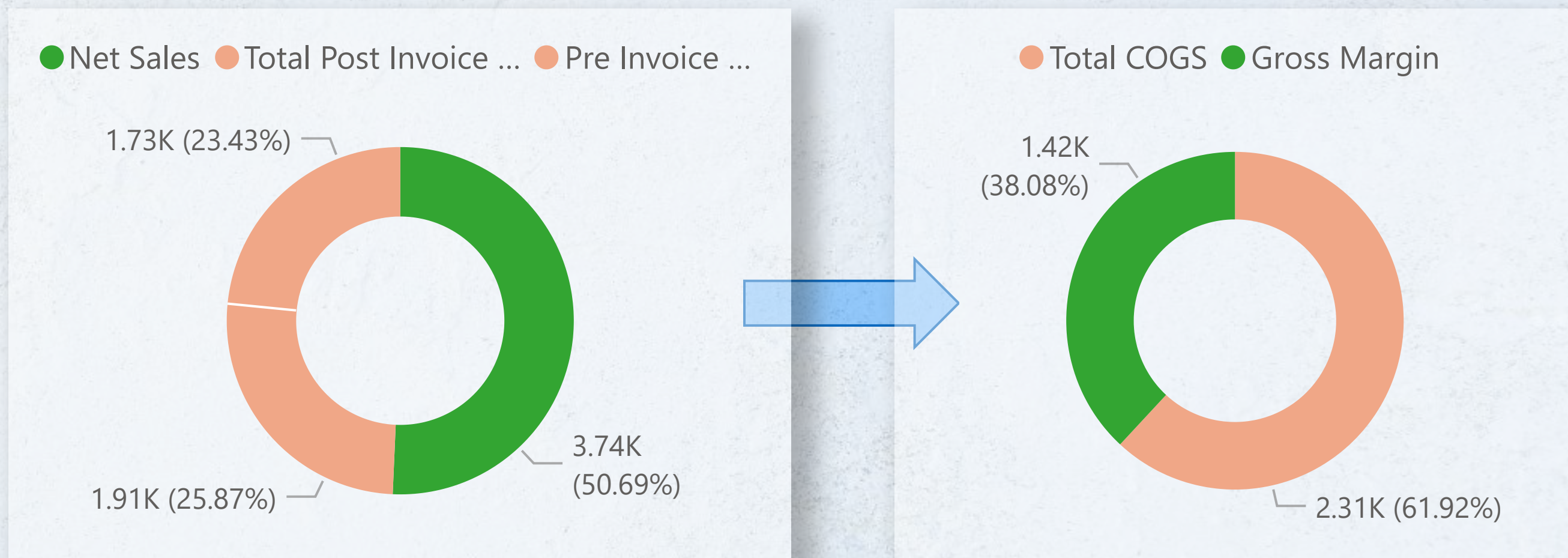
Product Performance

segment	NS \$	Gross Margin \$	Gross margin %
⊕ Accessories	\$454.10M	\$172.61M	38.01%
⊕ Desktop	\$711.08M	\$272.39M	38.31%
⊕ Networking	\$38.43M	\$14.78M	38.45%
⊕ Notebook	\$1,580.43M	\$600.96M	38.03%
⊕ Peripherals	\$897.54M	\$341.22M	38.02%
⊕ Storage	\$54.59M	\$20.93M	38.33%
Total	\$3,736.17M	\$1,422.88M	38.08%

Performance Matrix



Unit Economics





region, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

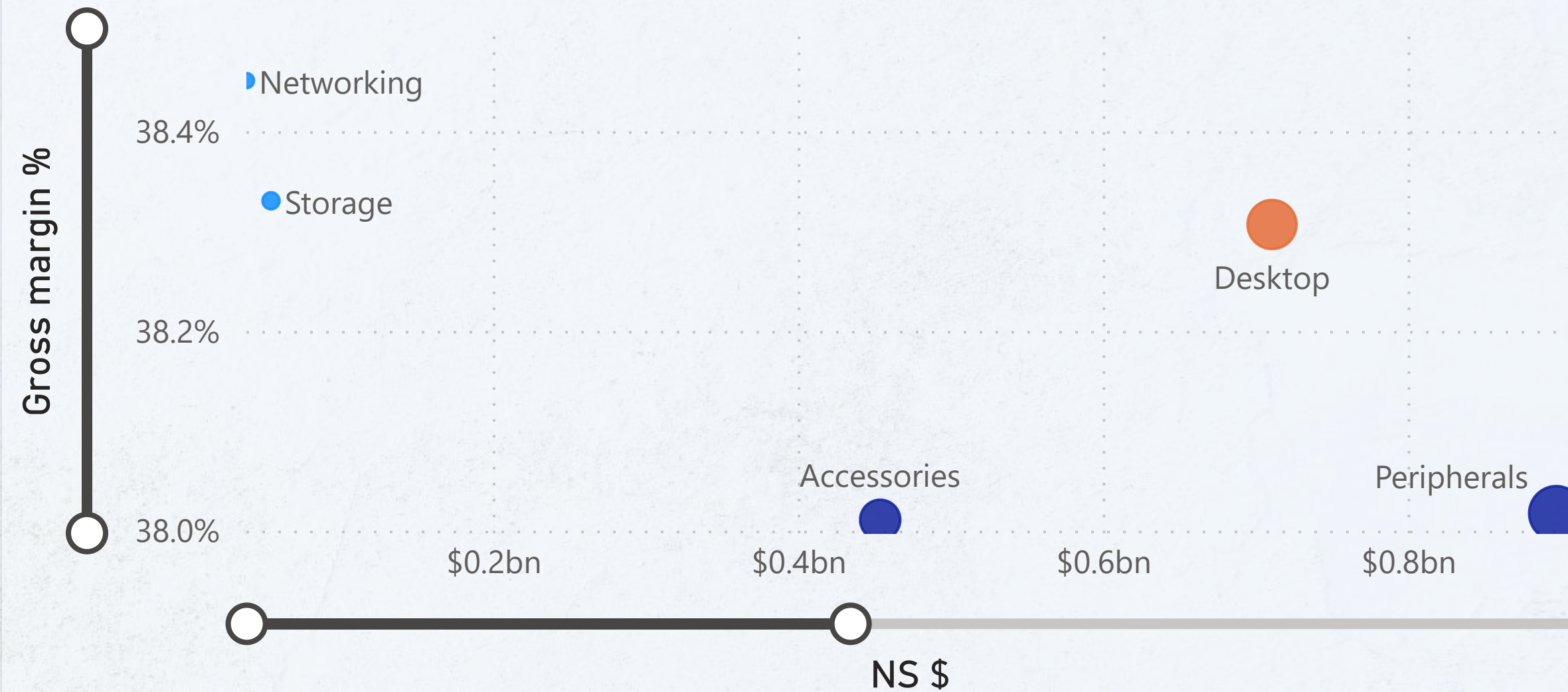
YTD

YTG

Show NP %

Performance Matrix

division N & S P & A PC

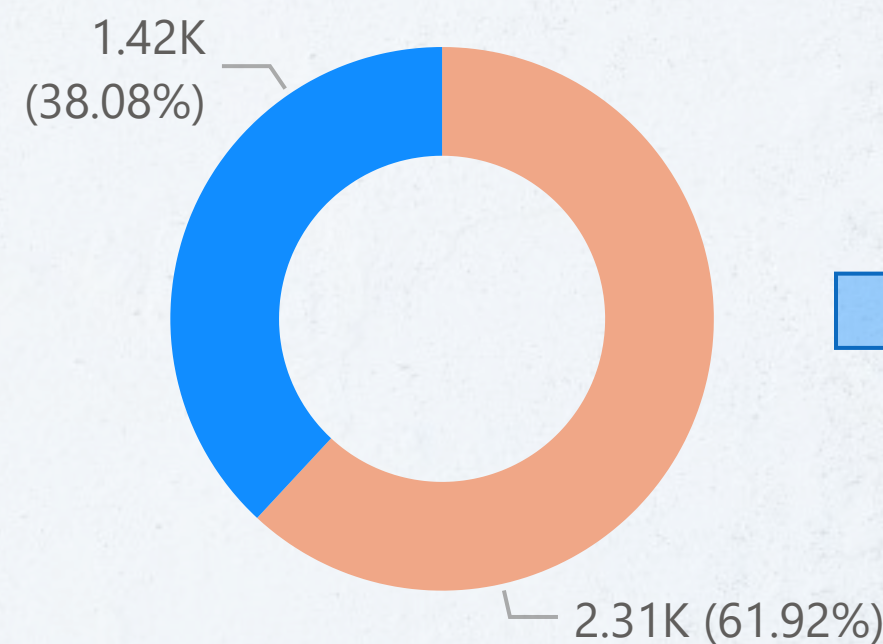


Region / Market / Customer performance

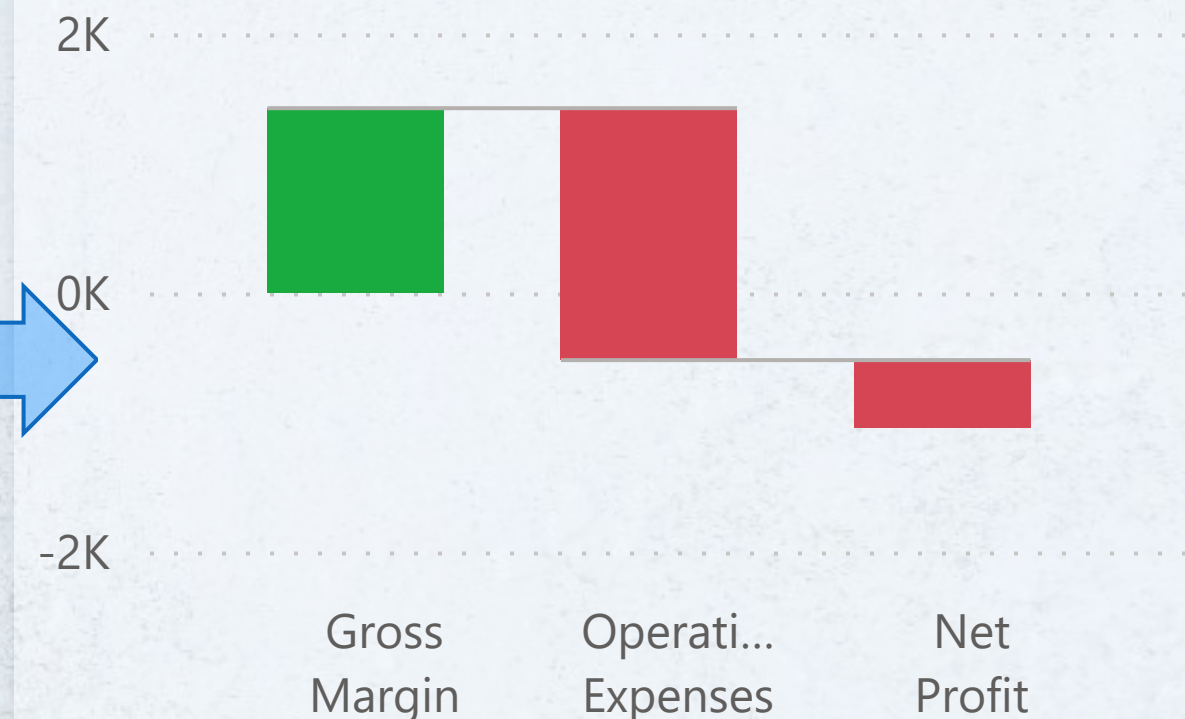
region	NS \$	GM\$	GM%	NP\$	NP%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

Total COGS Gross Margin



Increase Decrease





region, market

All

customer

All

segment, category,...

All

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YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

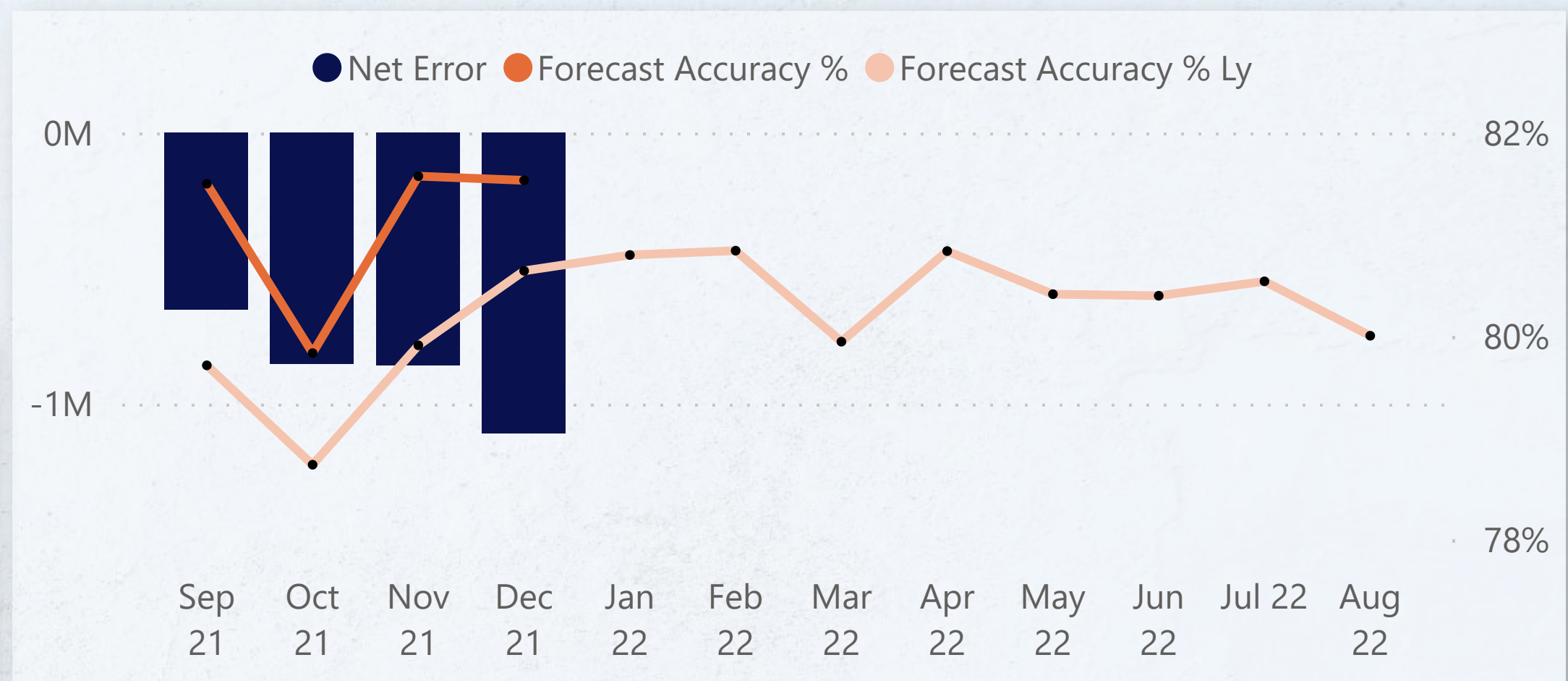
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % Ly	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % Ly	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category,...

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Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

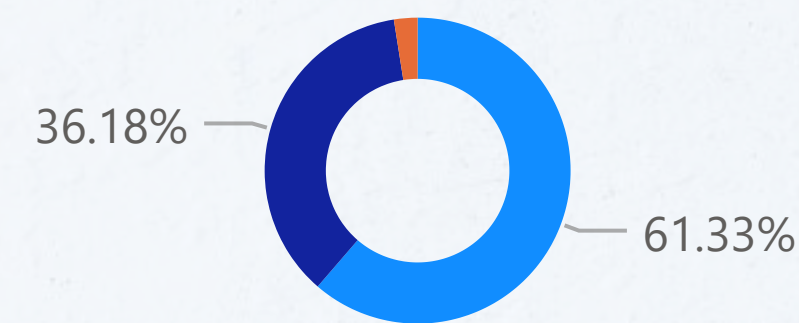
81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy

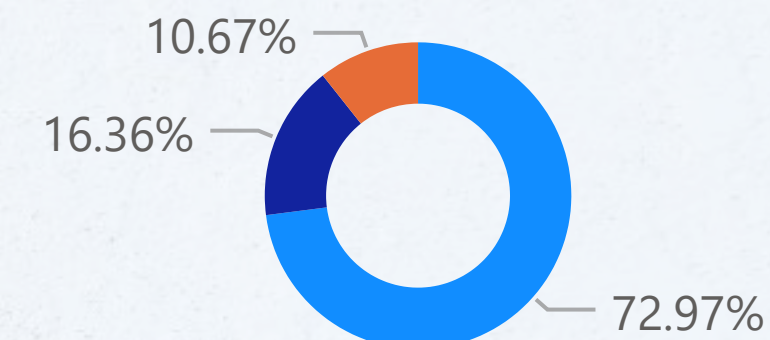
Revenue By Division

PC P & A N & S



Revenue By Channel

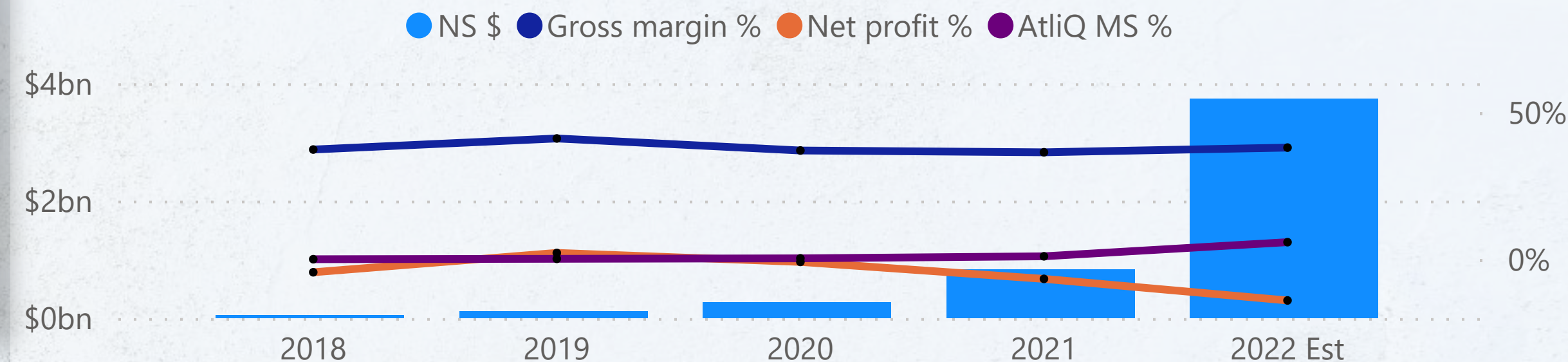
Retailer Direct Distributor



Key Insights By Sub Zone

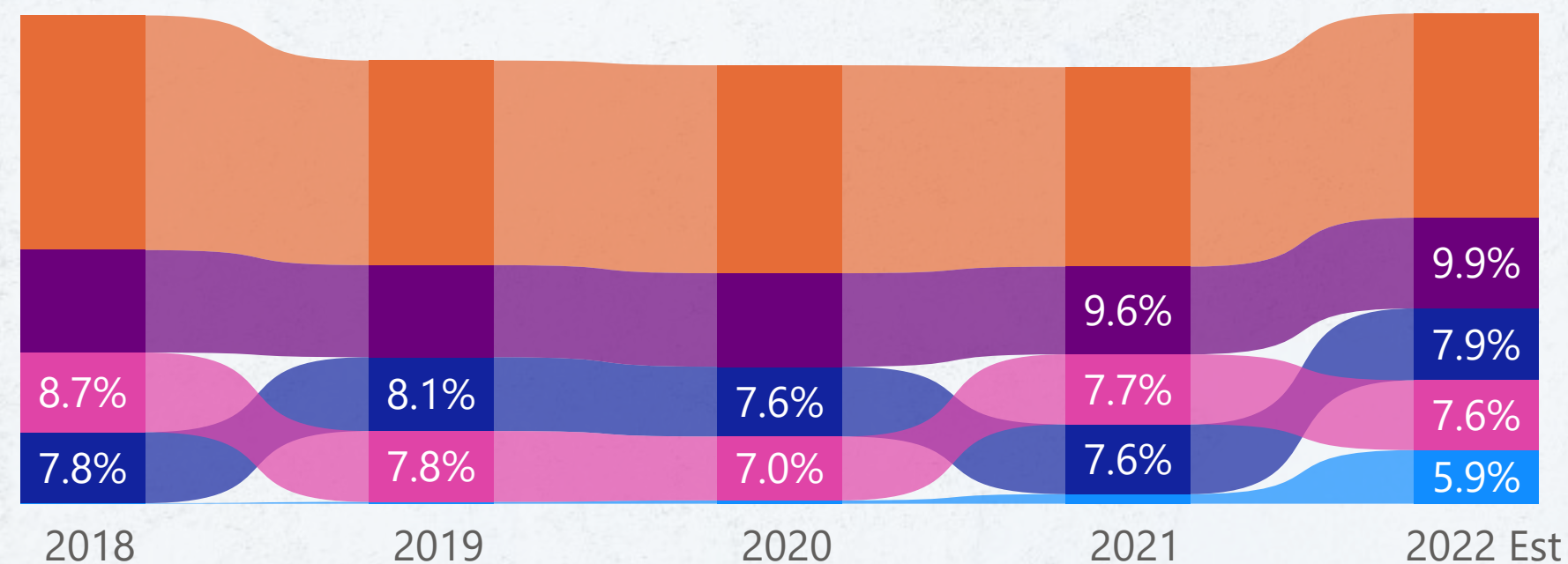
sub_zone	NS \$	RC%	GM %	Net profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
LATAM	\$114.8M	0.4%	35.0%	-2.0%	0.3%	-2.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

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



PC Market Share Trend - AtliQ & Competitors

Manufacturer atliq bp dale innovo pacer



Top 5 Customers by Revenue

customer	RC%	Gross margin %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
AtliQ Exclusive	9.67%	46.01%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
Total	38.23%	39.19%

Top 5 Products by Revenue

product	RC%	Gm%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

BM= Benchmark, LY= Last Year, EI=Excess Inventory, OOS=Out Of Stock