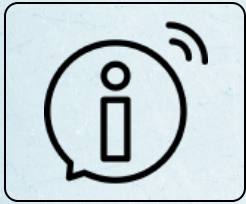




Business Insights 360



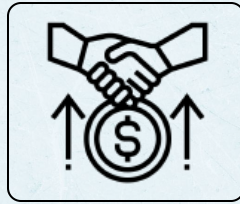
Info

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



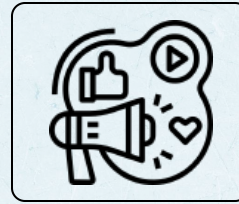
Finance View

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



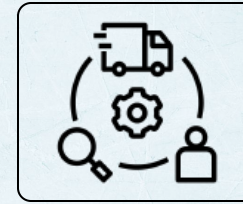
Sales View

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



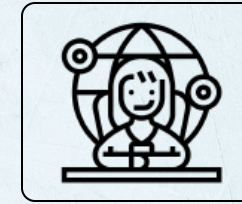
Marketing View

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.



Support

Get your **issues resolved** by connecting to our support specialist.



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales**38.08%✓**

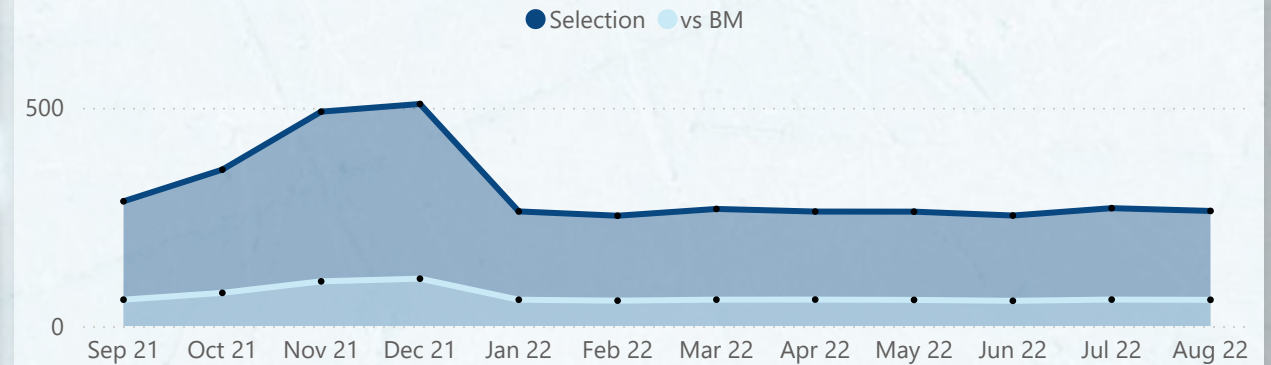
BM: 36.49% (+4.37%)

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 Expense	-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 & Customers by Net 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 %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Networking	38.43	-14.89
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Total	3,736.17	353.50

BM = Benchmark, LY = Last Year



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

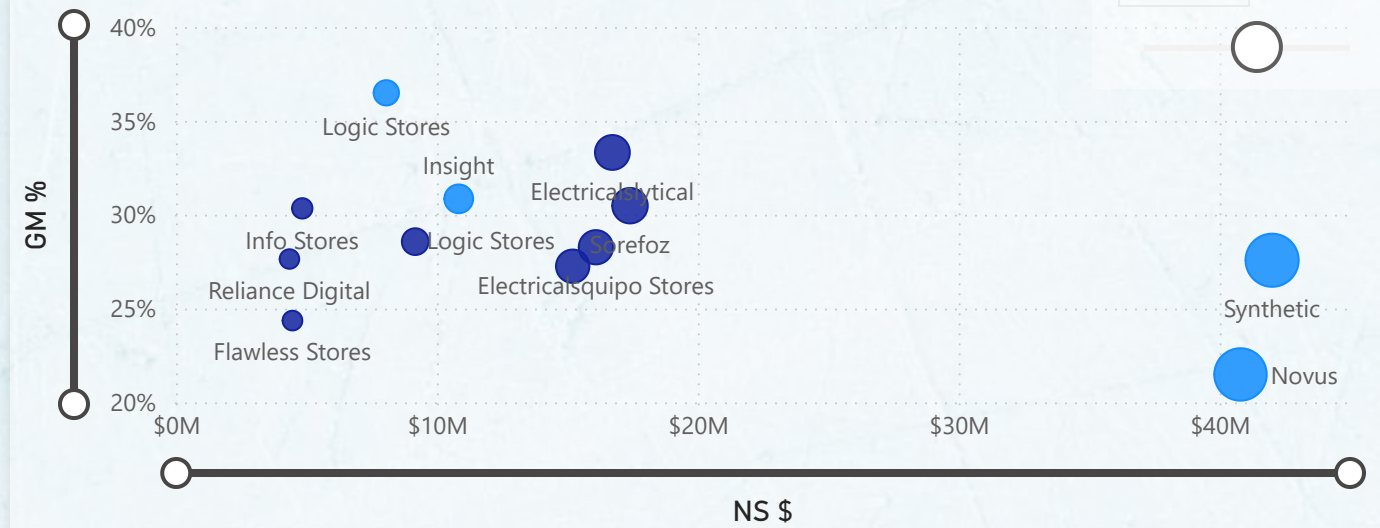
customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

vs LY

vs Target

region ● APAC ● EU

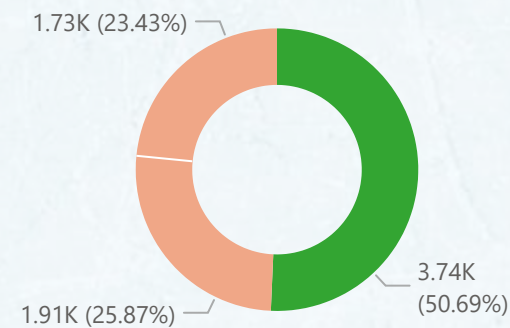


Product Performance

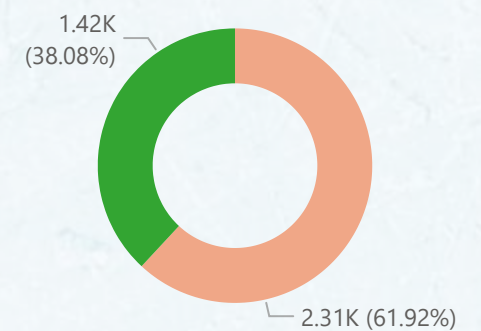
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics

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



● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

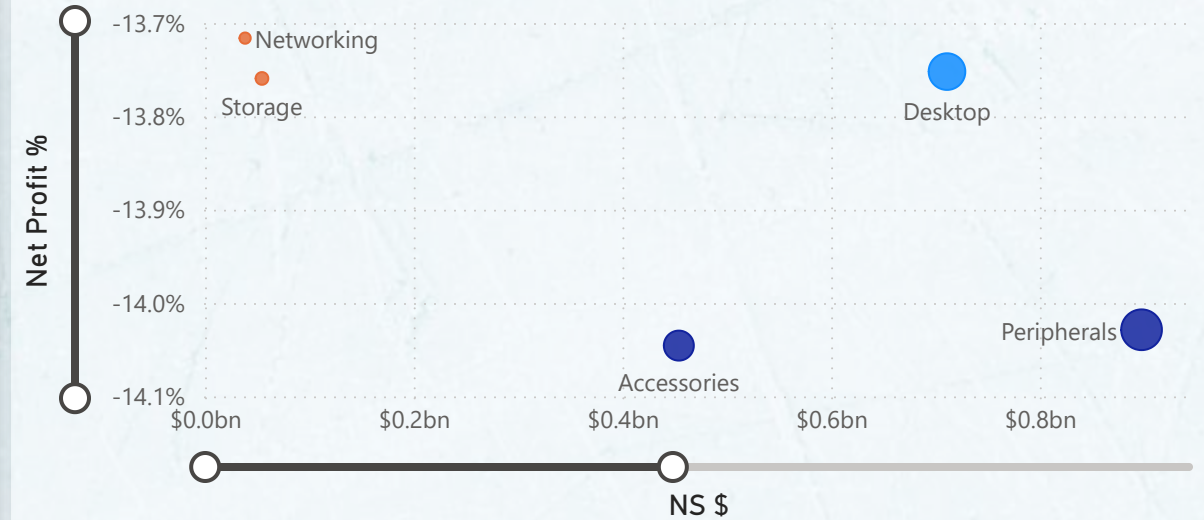
Show GM %

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

division ● N & S ● P & A ● PC

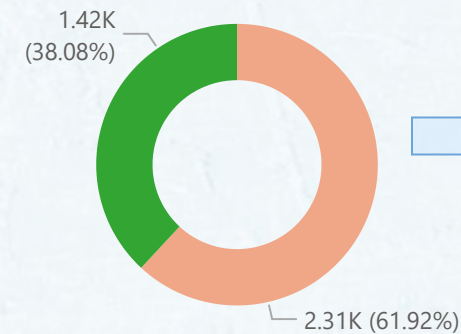


Region / Market / Customer Performance

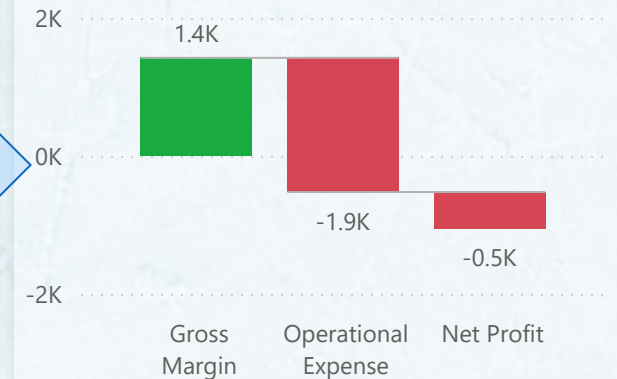
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

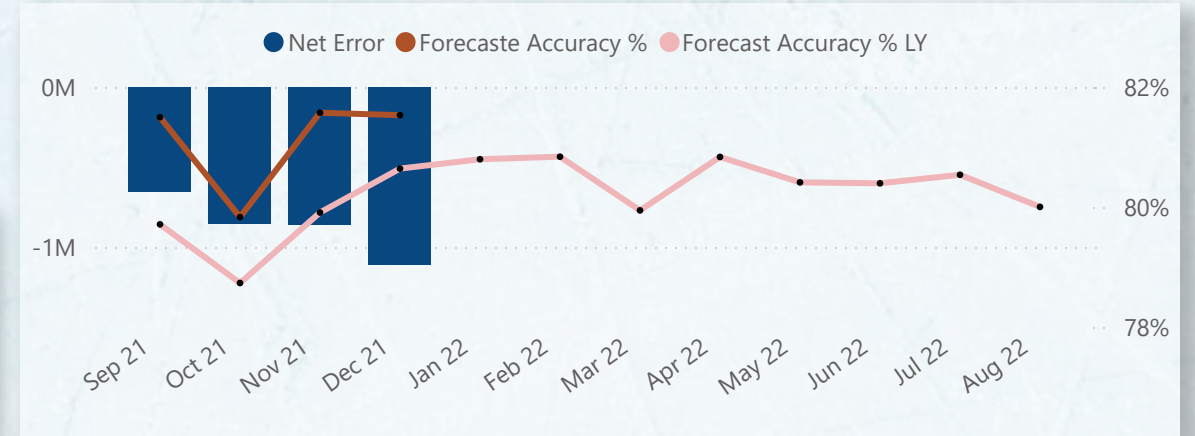
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecaste Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Costco	51.95%	49.42%	101913	15.8%	EI
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecaste Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

vs LY vs Target

YTD YTG

\$3.74bn✓

BM: 823.85M
(+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM%

-13.98%!

BM: -6.63%
(-110.79%)

Net Profit%

81.17%✓

LY: 80.21% (+1.2%)

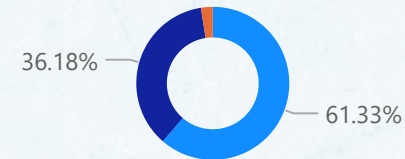
Forecast Accuracy

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	AtliQ MS
LATAM	\$14.82M	0.4%	35.0% ↓	-2.9%	3.4%	0.3
NA	\$1,022.09M	27.4%	45.0%	-14.2%	14.4%	4.9
ANZ	\$189.78M	5.1%	43.5%	-7.4%	-37.6%	1.4
India	\$945.34M	25.3%	35.8%	-23.0%	-24.4%	13.3
NE	\$457.71M	12.3%	32.8% ↓	-18.1%	-4.6%	6.8
ROA	\$788.66M	21.1%	34.2% ↓	-6.3%	-4.6%	8.3
Total	\$3,736.17M	100.0%	38.1%	-14.0%	-9.5%	5.9

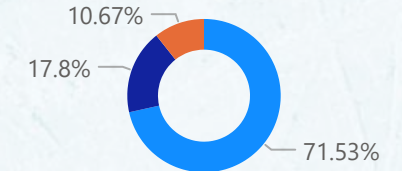
Revenue by Division

PC P & A N & S



Revenue by Channel

Retailer Direct Distributor



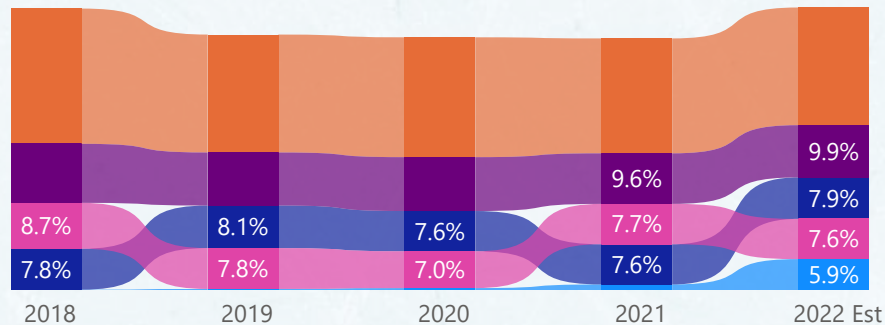
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

NS \$ GM % Net Profit % AtliQ MS %



PC Market Share Trend - AtliQ & Competitors

Manufacturer atliq bp dale innovo pacer



Top 5 customers by revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Total	38.2%	39.19%

Top 5 products by revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%