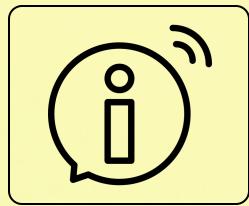




Business Insights 360



Info

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



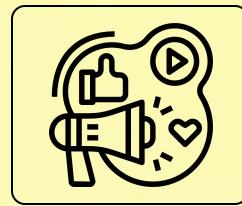
Finance View

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



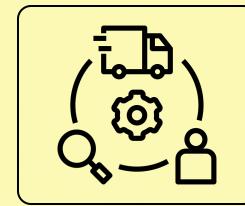
Sales View

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



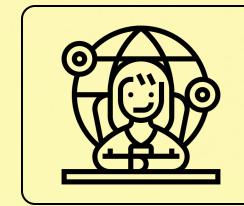
Marketing View

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

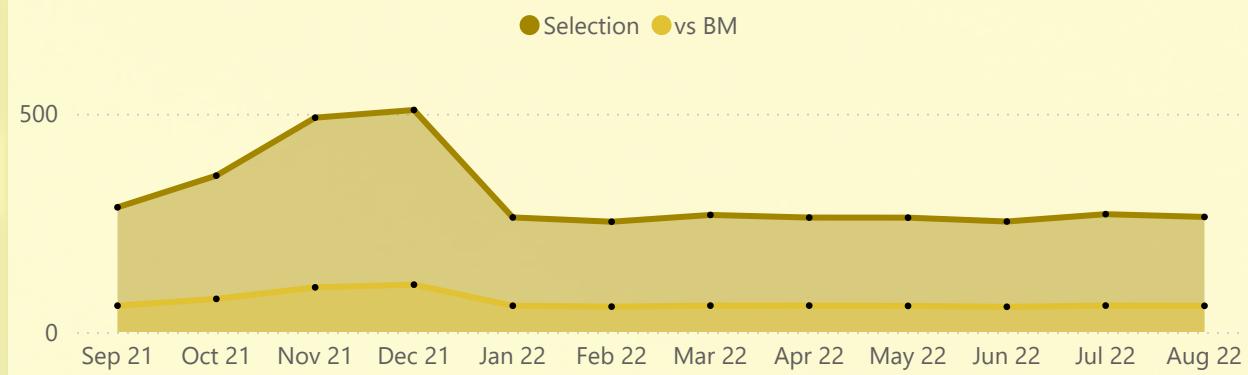
vs LY vs Target

\$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%

Net Sales Performance Over Time



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

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, YTD = Year to Date, YTG = Year to Go



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

All All All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

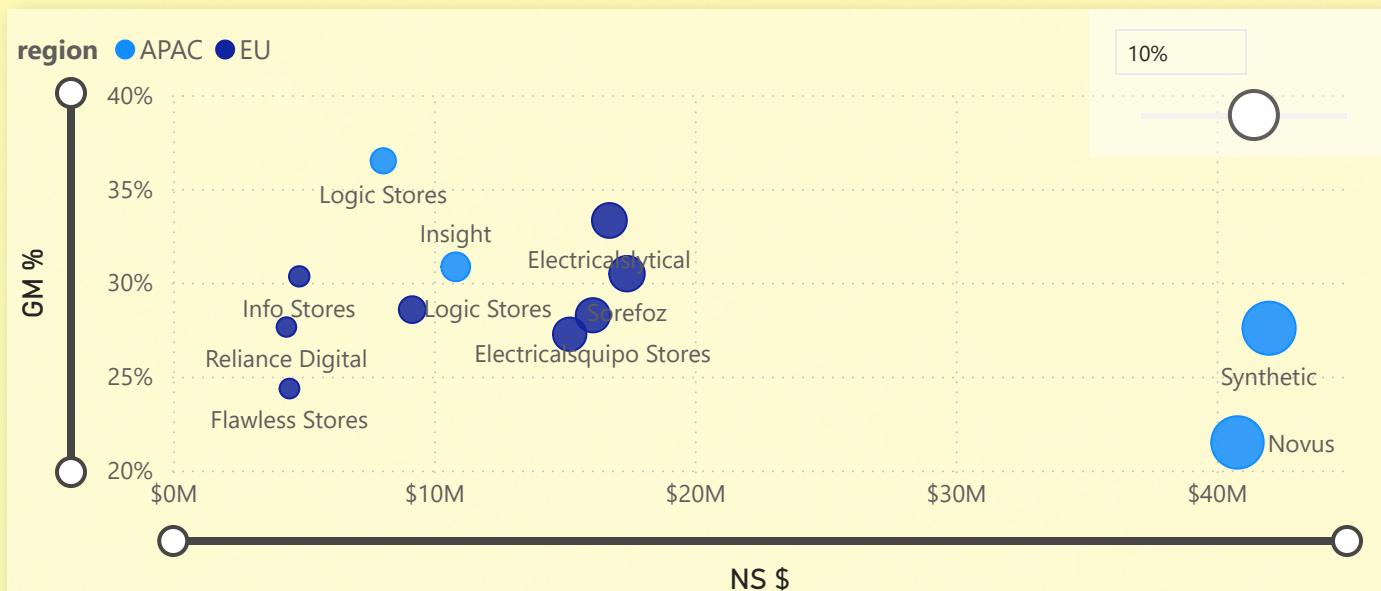
YTG

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

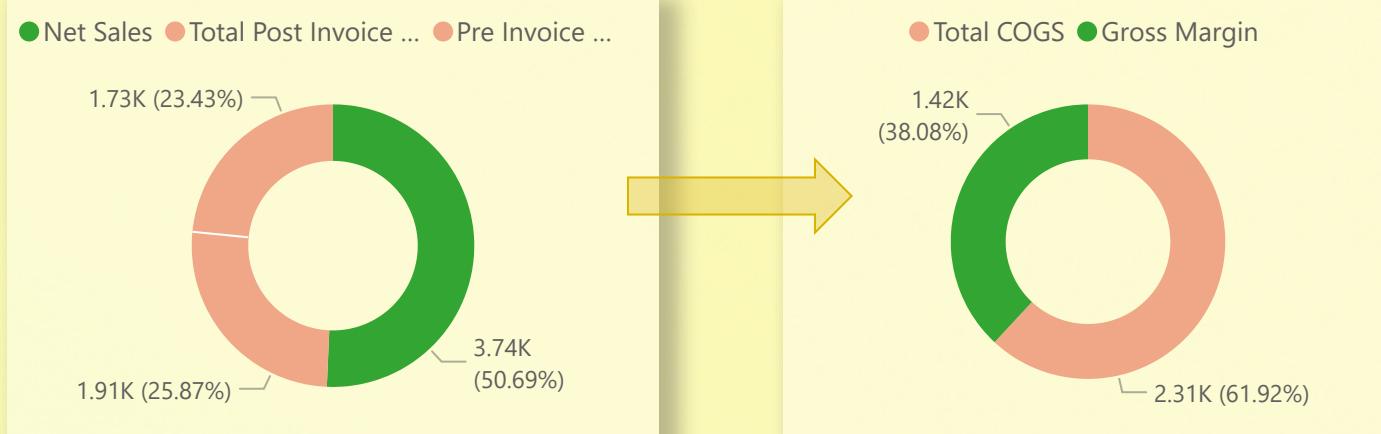
vs LY vs Target



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





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

All All All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Product Performance

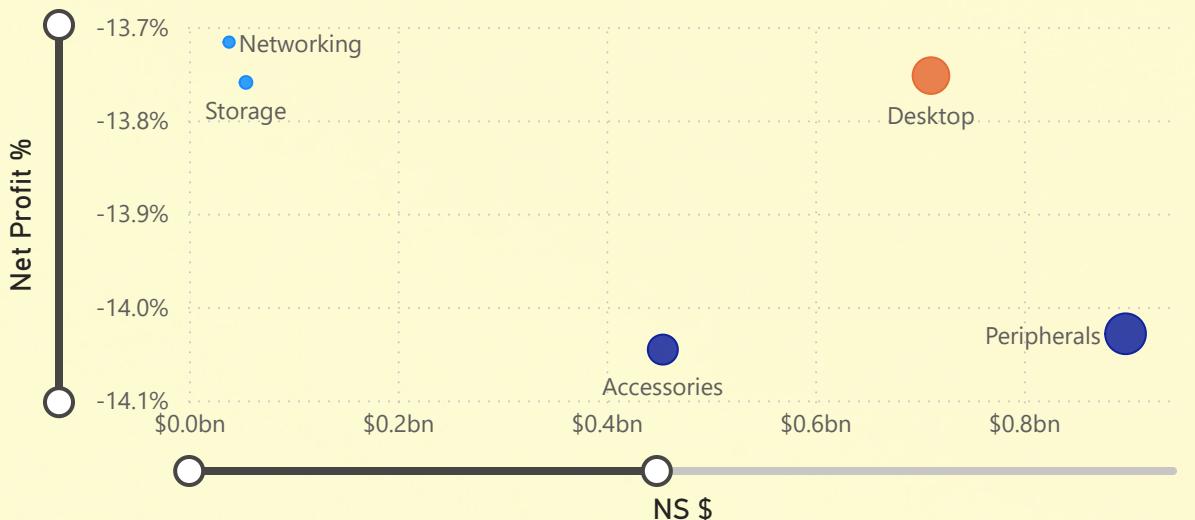
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-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%



Show GM %

Performance Matrix

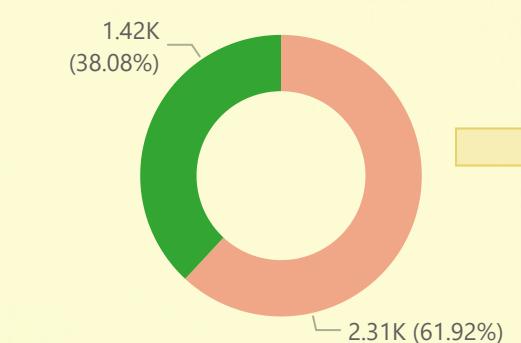
division ● N & S ● P & A ● PC



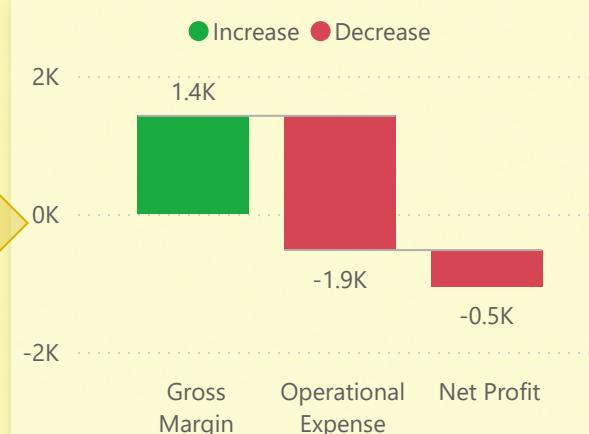
Region / Market / Customer Performance

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%

● Total COGS ● Gross Margin



Unit Economics





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✓**

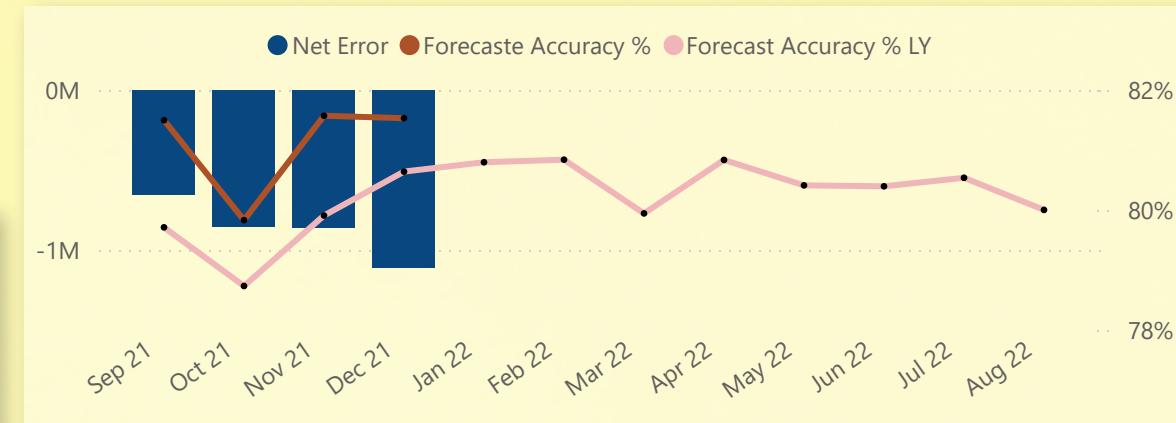
LY: -751.7K (-361.97%)

Net Error**6899.0K✓**

LY: 9780.7K (-29.46%)

ABS Error**Key Metrics By Customer**

customer	Forecasts Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
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
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
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Digimarket	28.21%	40.79%	-95328	-46.6%	OOS
Ebay	52.27%	50.49%	-19127	-2.0%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.4%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.6%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.9%	OOS
Electricalslytical	45.55%	50.82%	-102814	-16.1%	OOS
Electricalsreality	26.28%	50.25%	-221226	21.1%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend**Key Metrics By Products**

segment	Forecasts 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
YTD YTG

vs LY vs Target

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(+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM%

-13.98%!

BM: -6.63%

(-110.79%)

Net Profit%

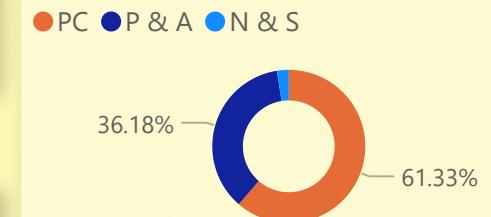
81.17%✓

LY: 80.21% (+1.2%)

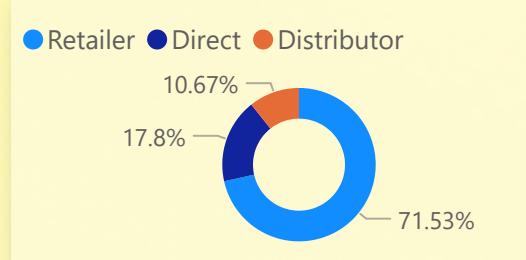
Forecast Accuracy



Revenue by Division



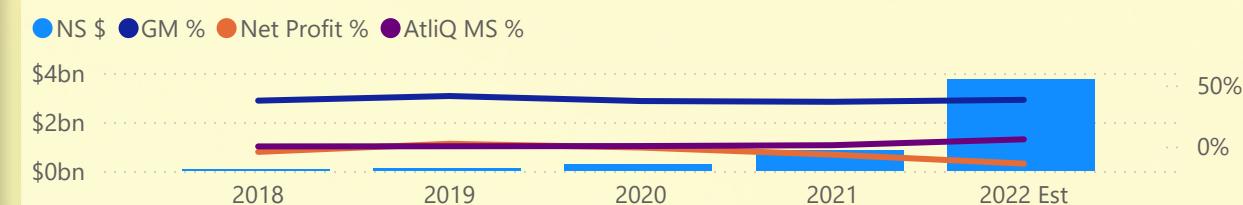
Revenue by Channel



Key Insights by Sub Zone

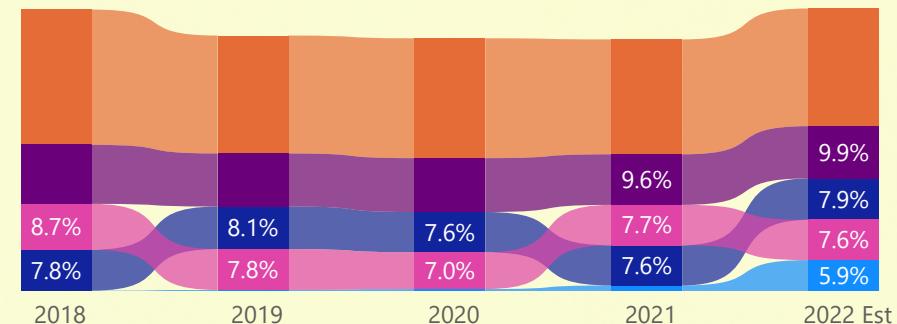
sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	AtliQ MS
NA	\$1,022.09M	27.4%	45.0%	-14.2%	14.4%	4.9
ANZ	\$189.78M	5.1%	43.5%	-7.4%	-37.6%	1.4
SE	\$317.78M	8.5%	37.0% ↓	-4.0%	-55.5%	16.4
India	\$945.34M	25.3%	35.8%	-23.0%	-24.4%	13.3
LATAM	\$14.82M	0.4%	35.0% ↓	-2.9%	3.4%	0.3
ROA	\$788.66M	21.1%	34.2% ↓	-6.3%	-4.6%	8.3
Total	\$3,736.17M	100.0%	38.1%	-14.0%	-9.5%	5.9

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 %	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%

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out of Stock, RC = Revenue Contribution