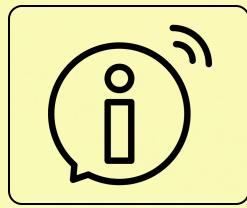




# Business Insights 360



**Info**

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



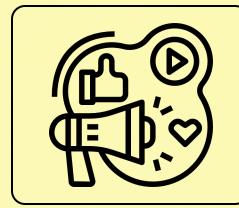
**Finance View**

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



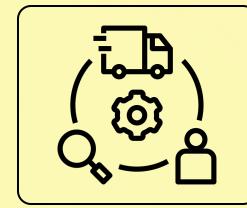
**Sales View**

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



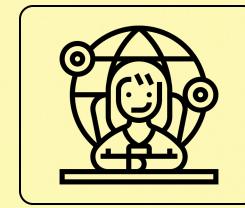
**Marketing View**

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



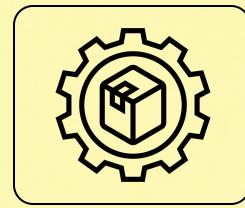
**Supply Chain View**

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.



**Products View**

Analyze **product performance trends**, customer purchasing behavior, and post-discount impact to gain deeper insights into sales and growth patterns.



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

All All All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

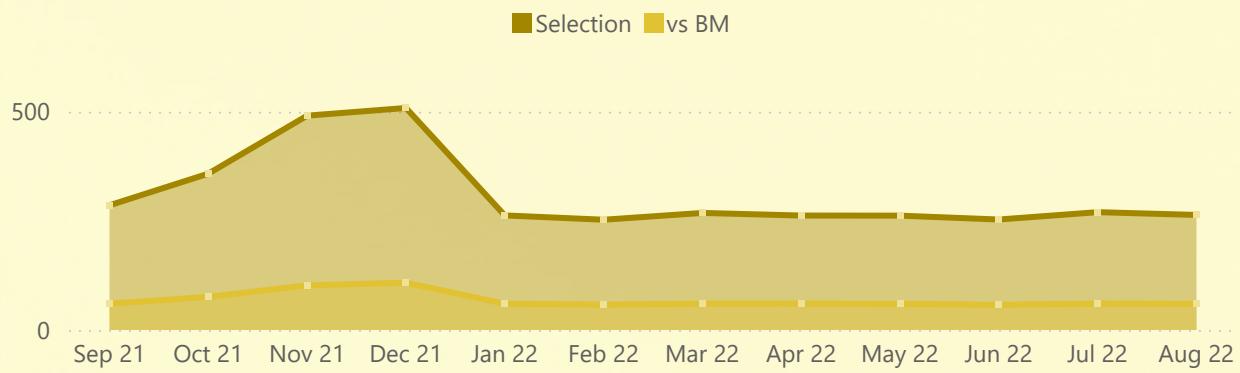
vs LY vs Target

**\$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 %	segment	P & L values	P & L Chg %
+ APAC	1,923.77	335.27	+ Storage	54.59	0.32
+ EU	775.48	286.26	+ Peripherals	897.54	439.03
+ LATAM	14.82	368.40	+ Notebook	1,580.43	493.06
+ NA	1,022.09	474.40	+ Networking	38.43	-14.89
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>	+ Desktop	711.08	1,431.55
			+ Accessories	454.10	85.46
			<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

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

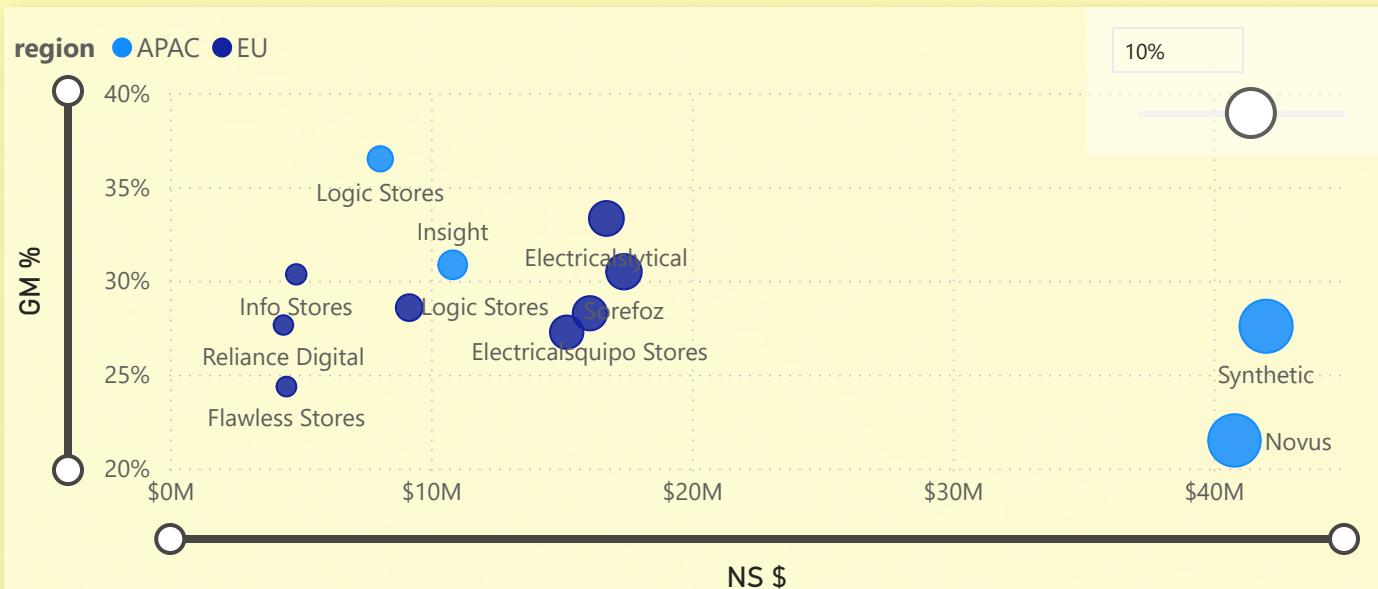
YTG

### 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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Matrix

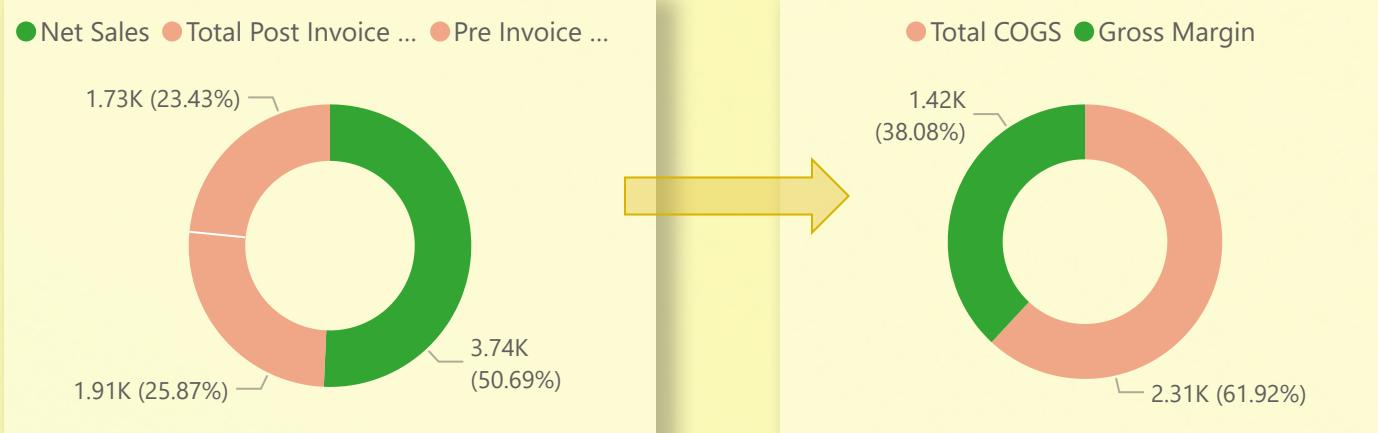
vs LY vs Target



### 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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### 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	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



Show GM %

### Performance Matrix

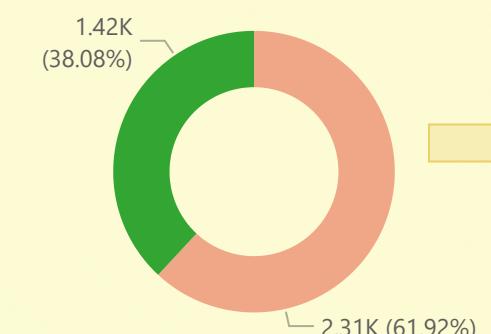
division ● N & S ● P & A ● PC



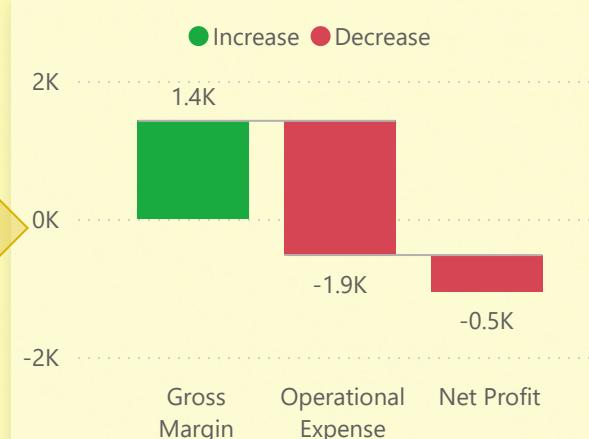
### Region / Market / Customer Performance

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	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

● 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**

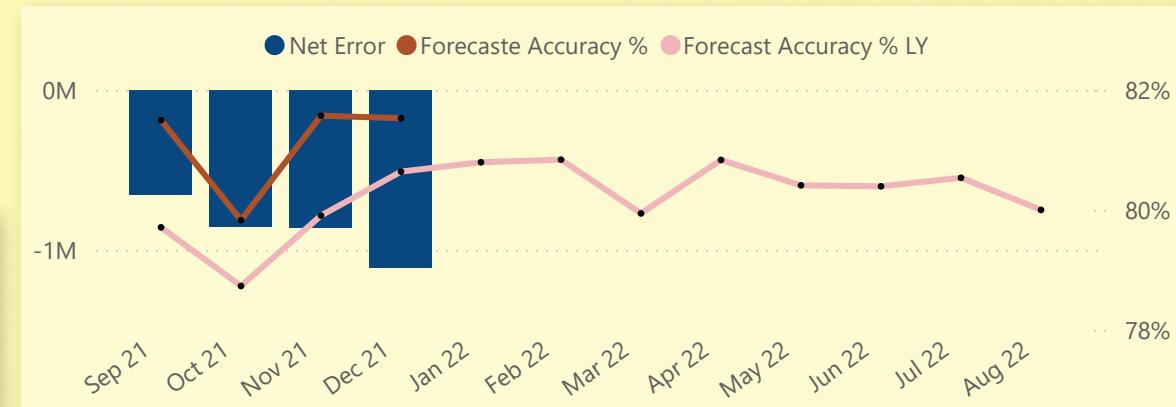
**-3472.7K✓**  
LY: -751.7K (-361.97%)  
**Net Error**

**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
Electricalsactivity	26.28%	50.25%	-221226	21.1%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>

#### 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
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>OOS</b>



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%**

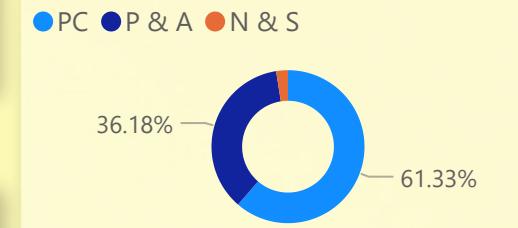
**81.17%✓**

LY: 80.21% (+1.2%)

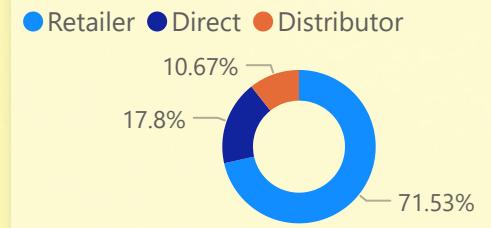
**Forecast Accuracy**



### Revenue by Division



### Revenue by Channel



### Key Insights by Sub Zone

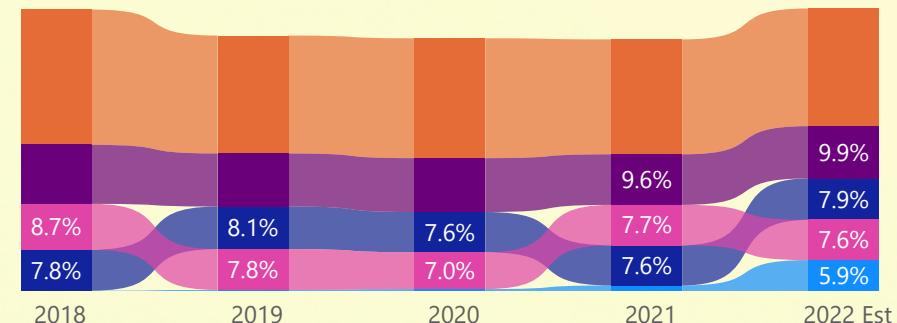
sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	AtliQ MS
NA	\$1,022.09M	27.4%	45.0%	-14.2%	14.4%	4.9
India	\$945.34M	25.3%	35.8%	-23.0%	-24.4%	13.3
ROA	\$788.66M	21.1%	34.2% ↓	-6.3%	-4.6%	8.3
NE	\$457.71M	12.3%	32.8% ↓	-18.1%	-4.6%	6.8
SE	\$317.78M	8.5%	37.0% ↓	-4.0%	-55.5%	16.4
ANZ	\$189.78M	5.1%	43.5%	-7.4%	-37.6%	1.4
<b>Total</b>	<b>\$3,736.17M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>-9.5%</b>	<b>5.9</b>

### 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%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

### 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%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

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



# Business Insights 360

## Top 5 Countries based on GM% YoY Growth

Australia Canada Italy Spain USA

2019 2020 2021 2022 Est

### Top 5 Products based on GM% YoY Growth

product	GM %	GM % LY	GM% YoY Growth
AQ 5000 Series Electron 8 5900X Desktop Processor	<b>46.54%</b>	<b>31.72%</b>	<b>46.73%</b>
Amazon	46.01%	32.14%	43.16%
Atliq e Store	45.88%	34.15%	34.33%
Boulanger	45.70%	33.65%	35.80%
Chiptec	44.59%	32.93%	35.42%
Elite	46.15%	34.32%	34.46%
Elkjøp	46.65%	34.72%	34.34%
Euronics	45.85%	28.53%	60.69%
Flipkart	49.31%	27.16%	81.59%
Integration Stores	47.47%	27.75%	71.05%
Media Markt	45.02%	30.10%	49.55%
Relief	48.53%	33.29%	45.77%
AQ Lite	<b>45.65%</b>	<b>31.61%</b>	<b>44.41%</b>
AQ Master wireless x1	<b>45.29%</b>	<b>31.52%</b>	<b>43.66%</b>
AQ MB Crossx	<b>46.45%</b>	<b>32.19%</b>	<b>44.28%</b>
AQ Pen Drive 2 IN 1	<b>43.01%</b>	<b>29.42%</b>	<b>46.18%</b>
Total	<b>46.22%</b>	<b>31.60%</b>	<b>46.29%</b>

### Bottom 5 Products based on GM% YoY Growth

product	GM %	GM % LY	GM% YoY Growth
AQ 5000 Series Electron 9 5900X Desktop Processor	<b>33.29%</b>		<b>-100.00%</b>
Amazon	33.91%		-100.00%
Atliq e Store	34.76%		-100.00%
Boulanger	35.35%		-100.00%
Chiptec	33.93%		-100.00%
Elite	36.15%		-100.00%
Elkjøp	37.62%		-100.00%
Euronics	29.37%		-100.00%
Flipkart	30.60%		-100.00%
Integration Stores	27.75%		-100.00%
Media Markt	33.15%		-100.00%
Relief	34.07%		-100.00%
AQ BZ Allin1 Gen 2	<b>45.68%</b>		<b>0.00%</b>
AQ F16	<b>45.64%</b>		<b>0.00%</b>
AQ Lumina	<b>45.59%</b>		<b>0.00%</b>
AQ MB Elite			<b>-100.00%</b>
AQ Wi Power Dx1			<b>-100.00%</b>
Total	<b>45.66%</b>	<b>33.31%</b>	<b>37.05%</b>

