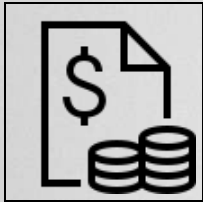




Business Insights 360



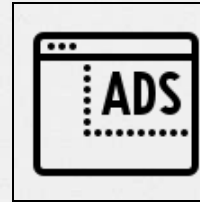
Finance View

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



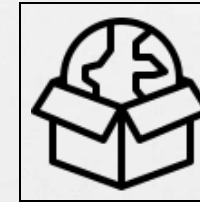
Sales View

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.



Region, Market
All

Customer
All

Segment, Cate...
All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

Finance View

Net Sales \$

\$823.85M✓

BM: 267978846 (+207.43%)

GM %

36.49%!

BM: 37.10% (-1.65%)

Net Profit %

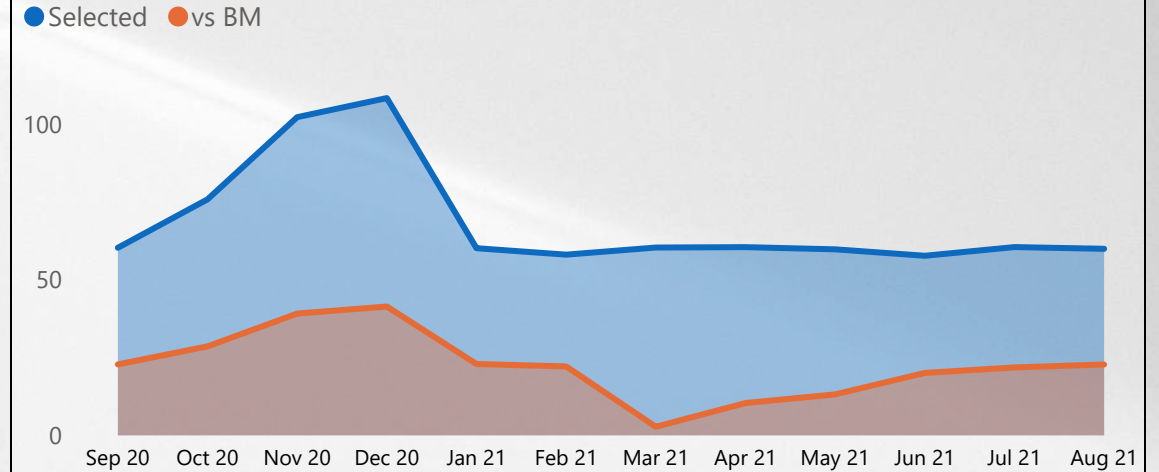
-6.63%!

BM: -0.85% (-676.38%)

Profit & Loss Statement

Line Item	2021	BM	Change	Change %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expenses	-355.28	-101.71	-253.57	249.30
Net Profit \$	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

Region	P/L Values	LY Change %
APAC	441.98	198.67%
EU	200.77	259.88%
LATAM	3.16	58.40%
NA	177.94	186.03%
Total	823.85	207.43%

Segment	P/L Values	LY Change %
Accessories	244.85	269.67%
Desktop	46.43	4791.34%
Networking	45.16	72.26%
Notebook	266.49	208.45%
Peripherals	166.51	174.64%
Storage	54.42	97.48%
Total	823.85	207.43%



Region, Market
All

Customer
All

Segment, Cate...
All

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Sales View

Total Sales Qty

50.16M✓

LY: 20.77M (+141.49%)

Gross Sales \$

1.66bn✓

LY: 535.95M (+210.6%)

Net Profit %

-6.63%!

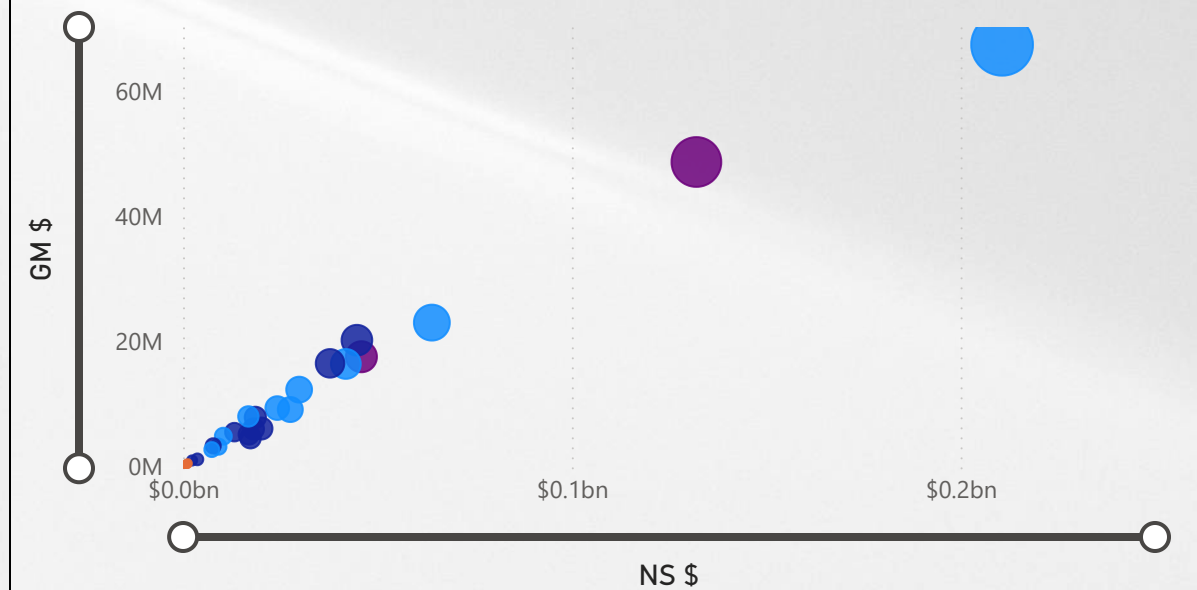
LY: -0.01 (-676.38%)

Total Sales by Customers

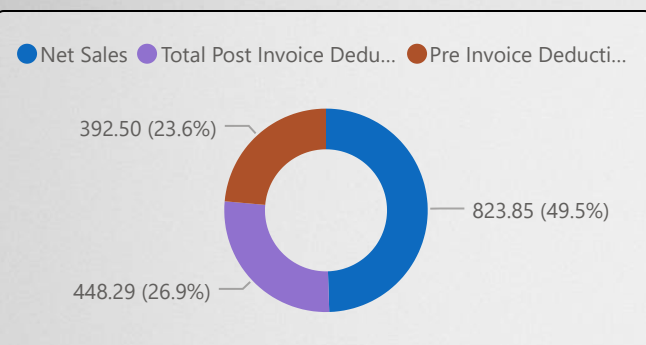
Customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	5.18M	36.18%
All-Out	\$1.06M	0.50M	47.53%
Amazon	\$109.03M	38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%
Atlas Stores	\$4.16M	1.68M	40.36%
Atliq e Store	\$70.31M	26.40M	37.54%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
BestBuy	\$8.26M	2.97M	35.94%
Billa	\$1.65M	0.41M	24.68%
Boulanger	\$5.32M	1.55M	29.11%
Chip 7	\$7.23M	2.94M	40.71%
Total	\$823.85M	300.63M	36.49%

Gross margin/Net Sales Performance by Region

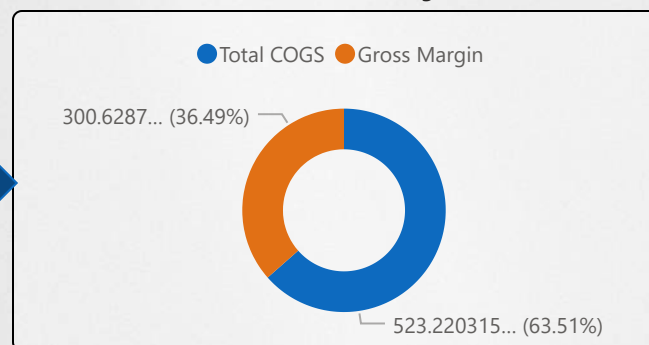
Region ● APAC ● EU ● LATAM ● NA



Net Sales vs Post Invoice Deductions vs Pre Invoice Deductions



COGS vs Gross Margin



Gross margin/Net Sales Performance by Products

Segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

NS= Net Sales, GM= Gross Margin, NP= Net Profit, LY= Last Year



Region, Market
All

Customer
All

Segment, Cate...
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YTG

Marketing View

Total Ad Expenses \$
₹ 181.27M!
LY: ₹ 47.18M (-284.24%)

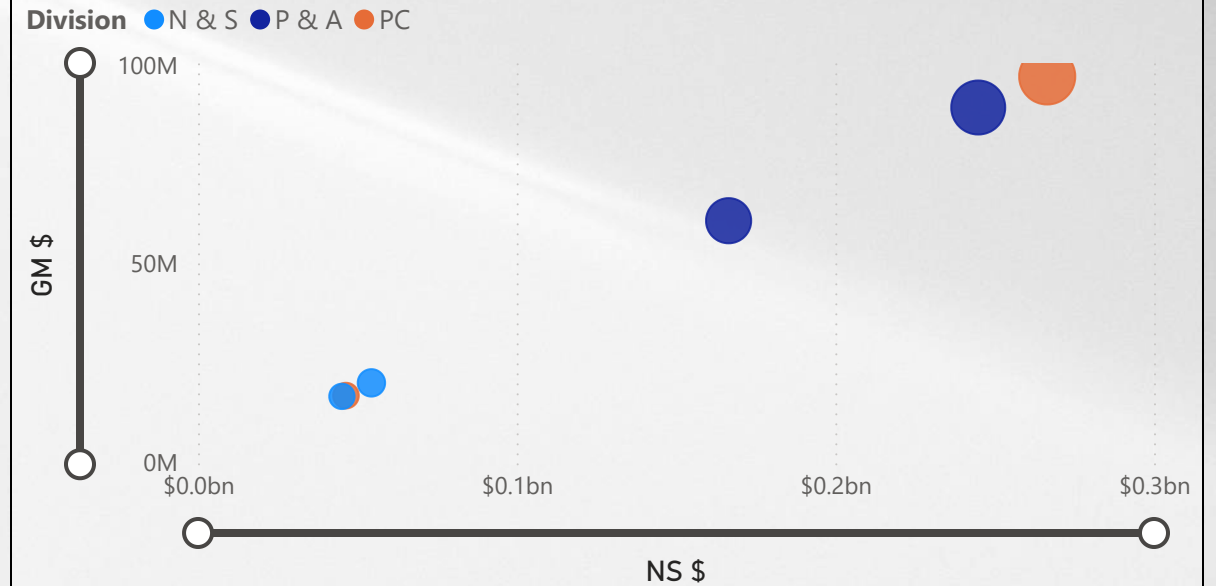
Net Profit \$
-54.65M!
LY: -2.29M (-2286.82%)

Net Profit %
-6.63%!
LY: -0.01 (-676.38%)

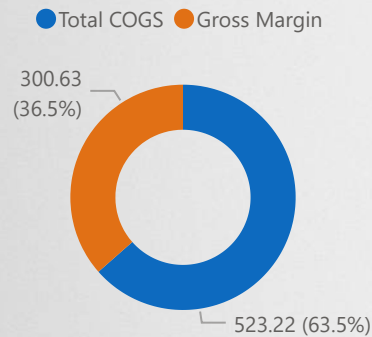
Marketing Performance Across Segments

Segment	Ad Expenses \$	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	₹ 53.83M	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
+ Desktop	₹ 10.27M	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
+ Networking	₹ 9.96M	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
+ Notebook	₹ 58.59M	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
+ Peripherals	₹ 36.66M	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
+ Storage	₹ 11.96M	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	₹ 181.27M	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Gross margin/Net Sales Performance by Divisions



COGS vs Gross Margin



GM vs Operations Expenses vs Net Profit



Ad Expenses/Gross margin/Net Sales Performance by Region

Region	Ad Expenses \$	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	₹ 89.32M	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
+ EU	₹ 30.72M	\$200.77M	76.98M	38.34%	2.81M	1.40%
+ LATAM	₹ 0.39M	\$3.16M	1.19M	37.54%	0.20M	6.18%
+ NA	₹ 60.85M	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	₹ 181.27M	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

NS= Net Sales, GM= Gross Margin, NP= Net Profit, LY= Last Year



Region, Market
All

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Supply Chain View

Net Error

-751.71K✓

LY: 491.60K (+252.91%)

Forecast Accuracy %

80.21%✓

LY: 72.99% (+9.88%)

ABS Error

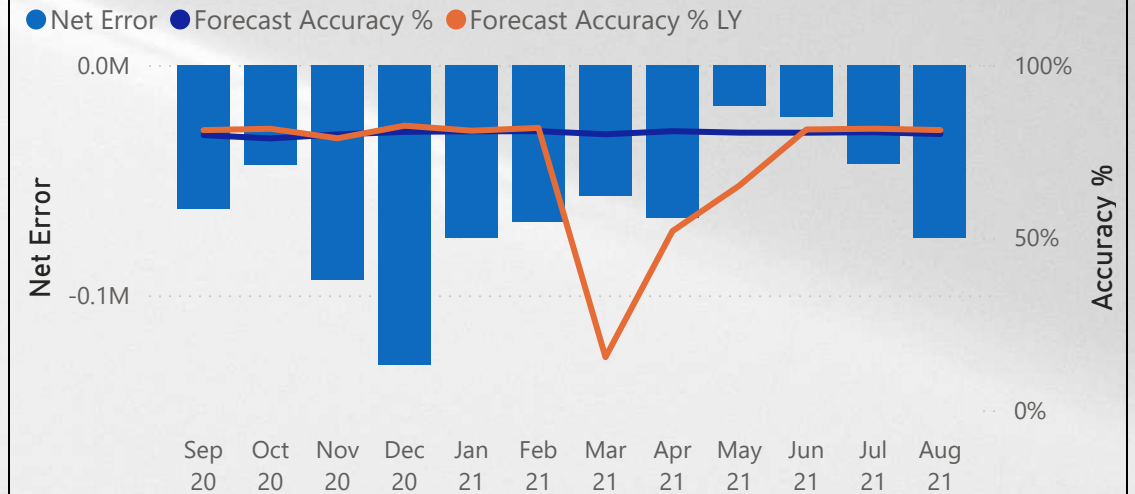
9.78M!

LY: 5.74M (-70.3%)

Key Metrics by Customers

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189086	-4.59%	OOS
BestBuy	35.31%	7.31%	-73279	-16.97%	OOS
Billa	18.29%	26.05%	-37856	-47.09%	OOS
Boulangier	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Circuit City	35.02%	9.90%	-84752	-19.00%	OOS
Control	47.42%	30.41%	-64707	-11.99%	OOS
Coolblue	52.95%	43.16%	116840	26.87%	EI
Costco	49.42%	33.18%	-24581	-3.50%	OOS
Croma	42.78%	35.49%	45046	5.96%	EI
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.54%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS

Accuracy / Net Error Trend



Accuracy Across Products

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊕ Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
⊕ Desktop	84.37%	70.07%	16205	11.22%	EI
⊕ Networking	90.40%	52.50%	227056	8.17%	EI
⊕ Notebook	79.99%	76.65%	-51254	-3.96%	OOS
⊕ Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
⊕ Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

ABS= Absolute, LY- Last Year



Region, Market
All

Customer
All

Segment, Cate...
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Executive View

Net Sales \$

\$823.85M✓

BM: 267.98M (+207.43%)

GM %

36.49%!

BM: 37.10% (-1.65%)

Net Profit %

-6.63%!

BM: -0.85% (-676.38%)

Forecast Accuracy %

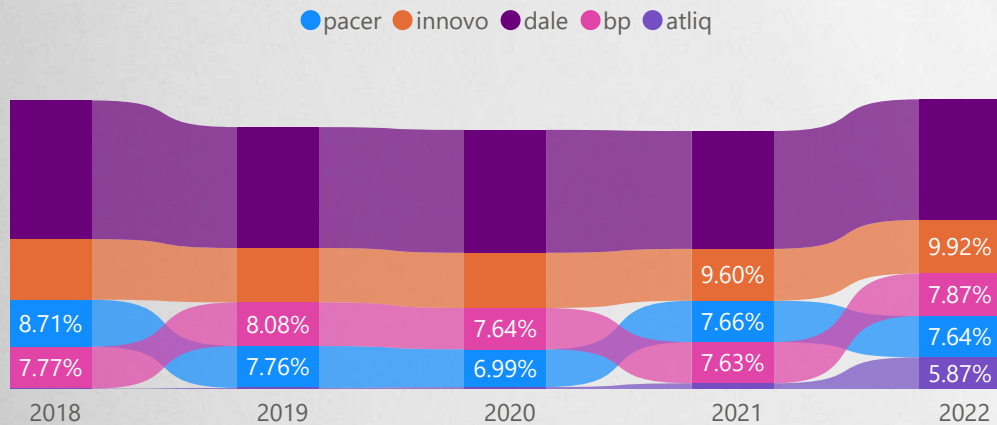
80.21%✓

LY: 72.99% (+9.88%)

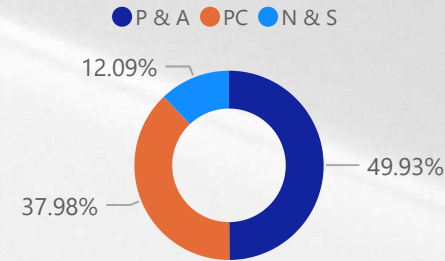
Key Insights By Sub Zone

Sub Zone	NS \$	GM %	Net Profit %	Atliq MS %	RC %	Net Error %	Risk
ANZ	\$44.41M	38.46%	7.27%	0.28%	5.39%	-5.19%	OOS
India	\$210.67M	32.03%	-24.65%	2.45%	25.57%	3.90%	EI
LATAM	\$3.16M	37.54%	6.18%	0.05%	0.38%	5.32%	EI
NA	\$177.94M	37.23%	-13.67%	0.76%	21.60%	-7.06%	OOS
NE	\$109.29M	38.03%	-1.14%	1.17%	13.27%	11.27%	EI
ROA	\$186.89M	38.34%	8.23%	1.47%	22.69%	-21.55%	OOS
SE	\$91.48M	38.71%	4.43%	3.63%	11.10%	10.56%	EI

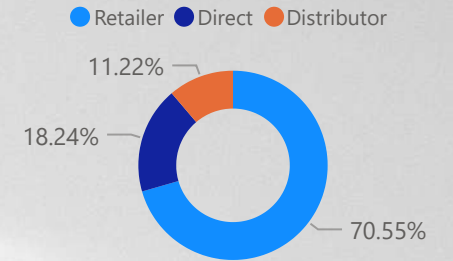
Yearly Trend of Market Share by Manufacturers



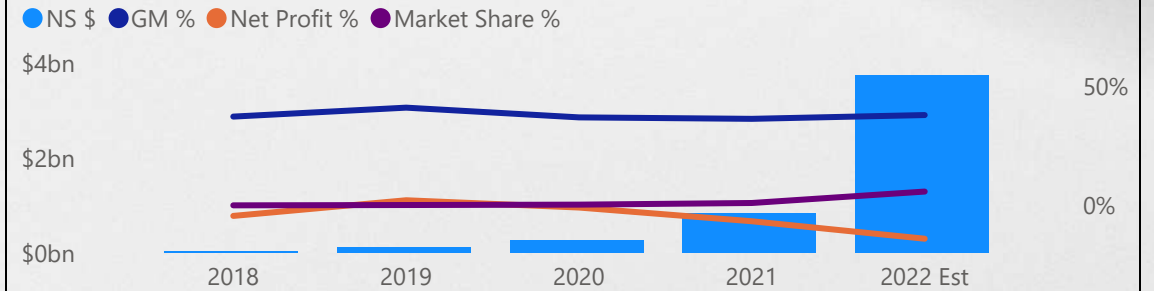
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, NP%, Market Share %



Top 5 Customers and Products by Revenue

Customer	RC %	GM %
Sage	3.29%	35.16%
Flipkart	3.07%	30.23%
AtliQ Exclusive	9.70%	43.73%
Atliq e Store	8.53%	37.54%
Amazon	13.23%	35.40%
Total	37.82%	37.58%

Product	RC %	GM %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%

BM= Benchmark, GM= Gross Margin, NP= Net Profit, LY= Last Year, RC= Revenue Contribution, NS= Net Sales, EI= Excess Inventory, OOS= Out Of Stock