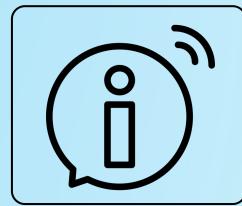




Business Insights 360



Info

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



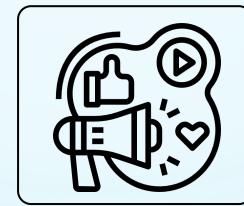
Finance View

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



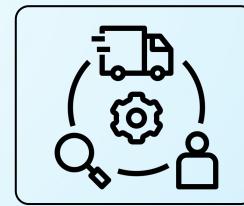
Sales View

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



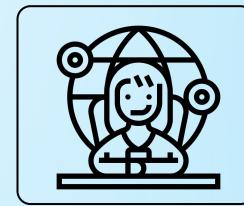
Marketing

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..

	2022	2021	2020	2019	2018	Total
Sum of gross_sales_amount	\$7,370.14M	\$1,664.64M	\$535.95M	\$209.06M	\$58.32M	\$9,838.11M
Sum of net_invoice_sales_amount	\$5,643.13M	\$1,272.13M	\$411.25M	\$161.62M	\$44.40M	\$7,532.54M
Sum of post_invoice_dedcutions_amount	\$1,243.54M	\$281.64M	\$95.85M	\$29.72M	\$10.66M	\$1,661.40M
Sum of post_invoice_other_dedcutions_amount	\$663.42M	\$166.65M	\$47.43M	\$20.53M	\$4.63M	\$902.65M
Sum of net_sales_amopunt	\$3,736.17M	\$823.85M	\$267.98M	\$111.37M	\$29.11M	\$4,968.48M



region, market ▼ customer ▼ segment, categor... ▼

All All All

2018 2019 2020 2021 > Q2 Q3 Q4 YTD YTG

\$0.05bn
BM: 0.02bn (+183.57%)
Net Sales

37.59%!
BM: 41.23% (-8.82%)
GM %

-0.39%!
BM: 2.1% (-118.65%)
Net Profit %

Net Sales Performance Over Time

vs LY vs Target



Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	89.39	29.81	59.58	199.87
Pre Invoice Deduction	20.38	6.72	13.66	203.28
Net Invoice Sales	69.01	23.09	45.92	198.87
- Post Discounts	16.02	4.23	11.78	278.22
- Post Deductions	-7.93	-2.96	-4.96	167.57
Total Post Invoice Deduction	8.09	1.27	6.82	535.93
Net Sales	45.07	15.89	29.18	183.56
- Manufacturing Cost	26.74	8.89	17.85	200.77
- Freight Cost	1.21	0.38	0.83	219.01
- Other Cost	0.18	0.07	0.11	151.02
Total COGS	28.13	9.34	18.79	201.12
Gross Margin	16.94	6.55	10.39	158.54
Gross Margin %	37.59	41.23	-3.64	-8.82
GM / Unit	4.89	4.26	0.63	14.67
Operational Expense	-17.12	-6.22	-10.90	175.33
Net Profit	-0.18	0.34	-0.51	-152.88
Net Profit %	0.00	0.00	0.00	-118.65

BM = Benchmark, LY=Last Year

Top / Bottom Products & Customers by Net Sales

region	P & L	P & L Chg	segment	P & L values	P & L Chg %
	values	%			
+ APAC	\$24.76	144.87	+ Accessories	\$11.1514	180.35
+ NA	\$10.13	224.14	+ Desktop	\$0.1464	
+ EU	\$9.94	290.08	+ Networking	\$4.4217	76.60
+ LATAM	\$0.24	119.02	+ Notebook	\$14.5385	213.95
Total	\$45.07	183.56	+ Peripherals	\$10.1962	260.15
			+ Storage	\$4.6154	136.64
			Total	\$45.0695	183.56



region, market

customer

segment, catego...

2018

2019

2020

2021

> Q2

Q3

Q4

YTD

YTG

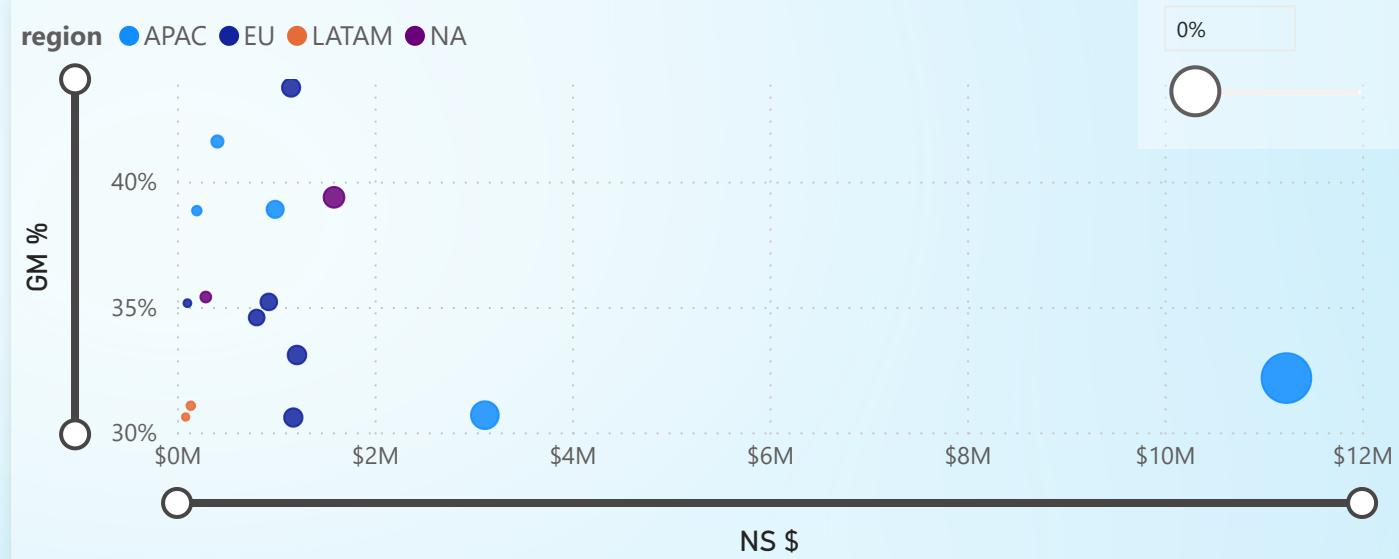
vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Unity Stores	\$0.07M	\$0.02M	23.27%
Nova	\$0.00M	\$0.00M	24.13%
Leader	\$0.96M	\$0.25M	25.62%
Electricalslytical	\$0.82M	\$0.22M	27.15%
Vijay Sales	\$0.38M	\$0.11M	27.74%
Girias	\$0.36M	\$0.10M	28.44%
Ezone	\$0.37M	\$0.11M	29.42%
Notebillig	\$0.07M	\$0.02M	29.47%
Fnac-Darty	\$0.21M	\$0.06M	29.94%
Expression	\$0.83M	\$0.25M	30.41%
Saturn	\$0.14M	\$0.04M	30.67%
Total	\$45.07M	\$16.94M	37.59%

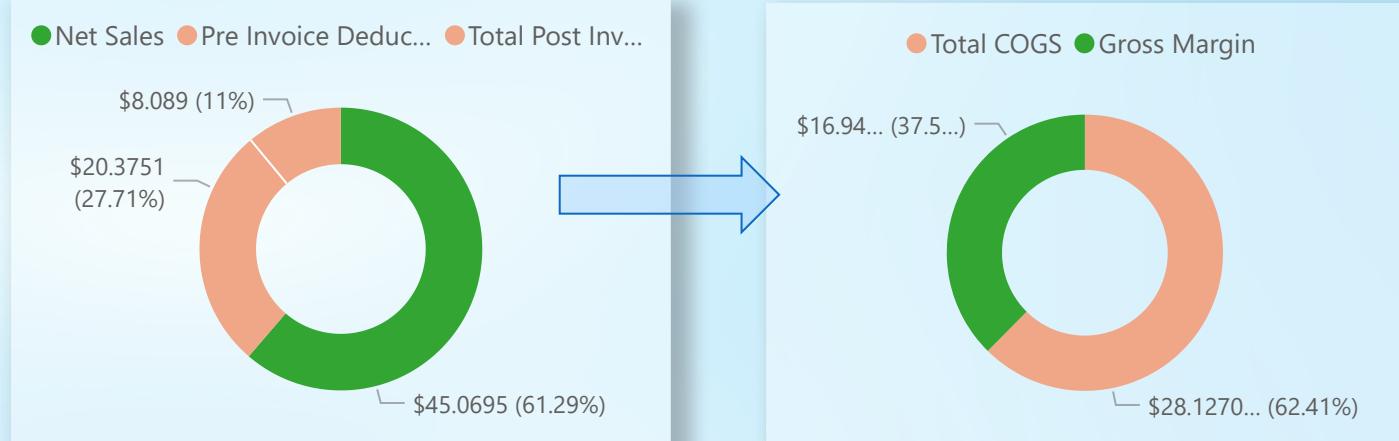
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Networking	\$4.42M	\$1.68M	38.06%
Peripherals	\$10.20M	\$3.87M	37.93%
Notebook	\$14.54M	\$5.46M	37.59%
Accessories	\$11.15M	\$4.19M	37.54%
Desktop	\$0.15M	\$0.05M	37.24%
Storage	\$4.62M	\$1.69M	36.55%
Total	\$45.07M	\$16.94M	37.59%

Unit Economics





region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

> Q2

Q3

Q4

YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$14.54M	\$5.46M	37.59%	-0.06M	-0.41%
Accessories	\$11.15M	\$4.19M	37.54%	-0.05M	-0.42%
Peripherals	\$10.20M	\$3.87M	37.93%	0.00M	-0.01%
Storage	\$4.62M	\$1.69M	36.55%	-0.07M	-1.47%
Networking	\$4.42M	\$1.68M	38.06%	0.00M	0.05%
Desktop	\$0.15M	\$0.05M	37.24%	0.00M	-2.61%
Total	\$45.07M	\$16.94M	37.59%	-0.18M	-0.39%

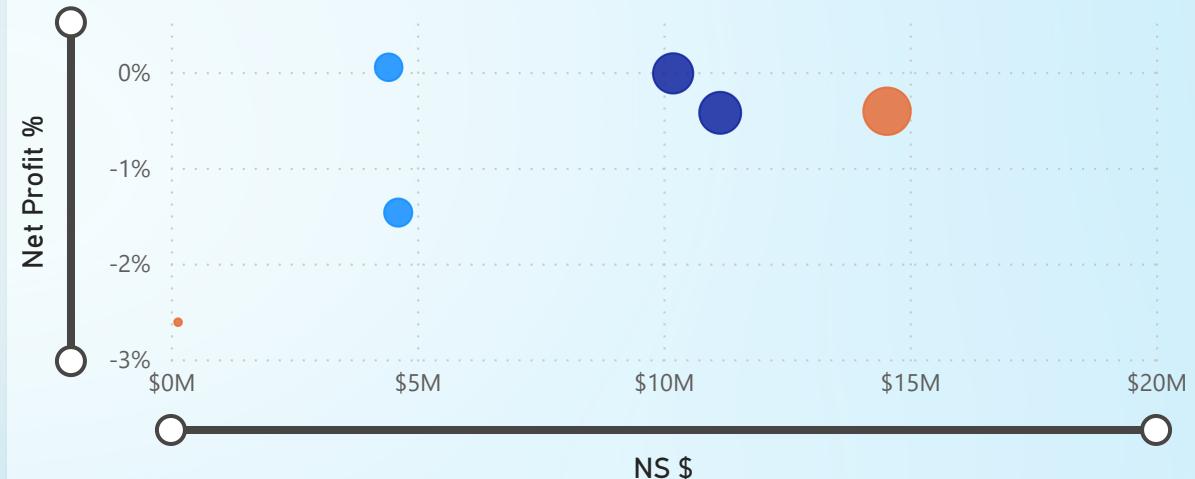
All



Show GM %

Performance Matrix

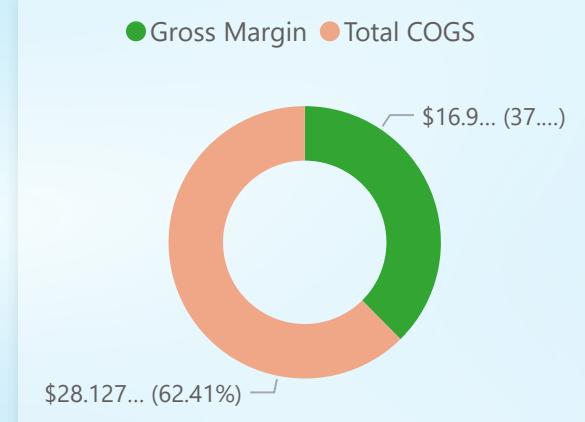
division ● N & S ● P & A ● PC



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$24.76M	\$9.11M	36.78%	-0.09M	-0.35%
NA	\$10.13M	\$3.97M	39.22%	-0.20M	-1.96%
EU	\$9.94M	\$3.79M	38.11%	0.11M	1.06%
LATAM	\$0.24M	\$0.08M	31.18%	0.00M	0.70%
Total	\$45.07M	\$16.94M	37.59%	-0.18M	-0.39%

● Gross Margin ● Total COGS



Unit Economics

● Increase ● Decrease





region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

>

Q2

Q3

Q4

YTD

YTG

**81.37%**!

LY: 86.36% (-5.77%)

Forecast Accuracy**-404.54K**

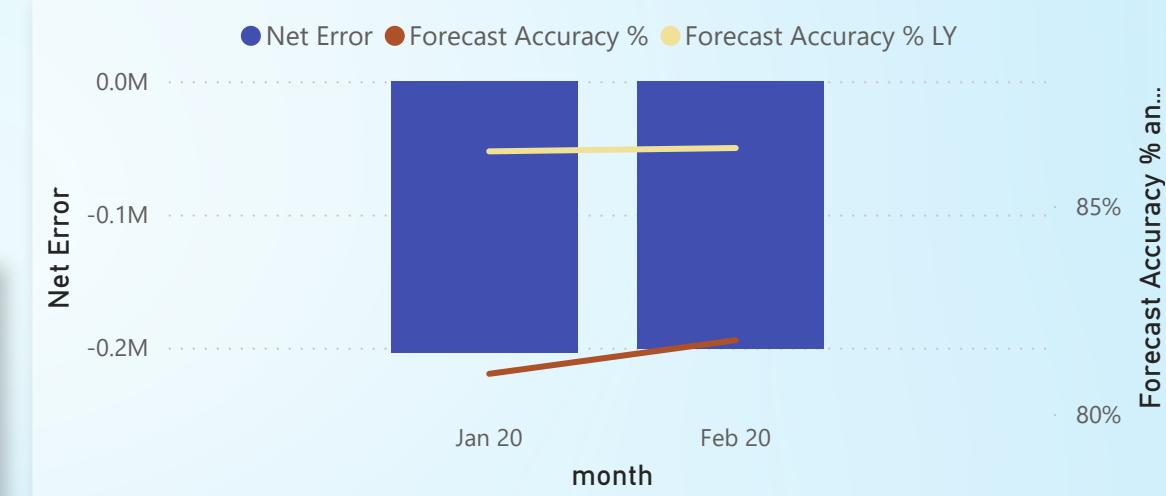
LY: 77.16K (-624.27%)

Net Error**570.24K**!

LY: 220.24K (+158.92%)

ABS Error

Net Sales Performance Over Time



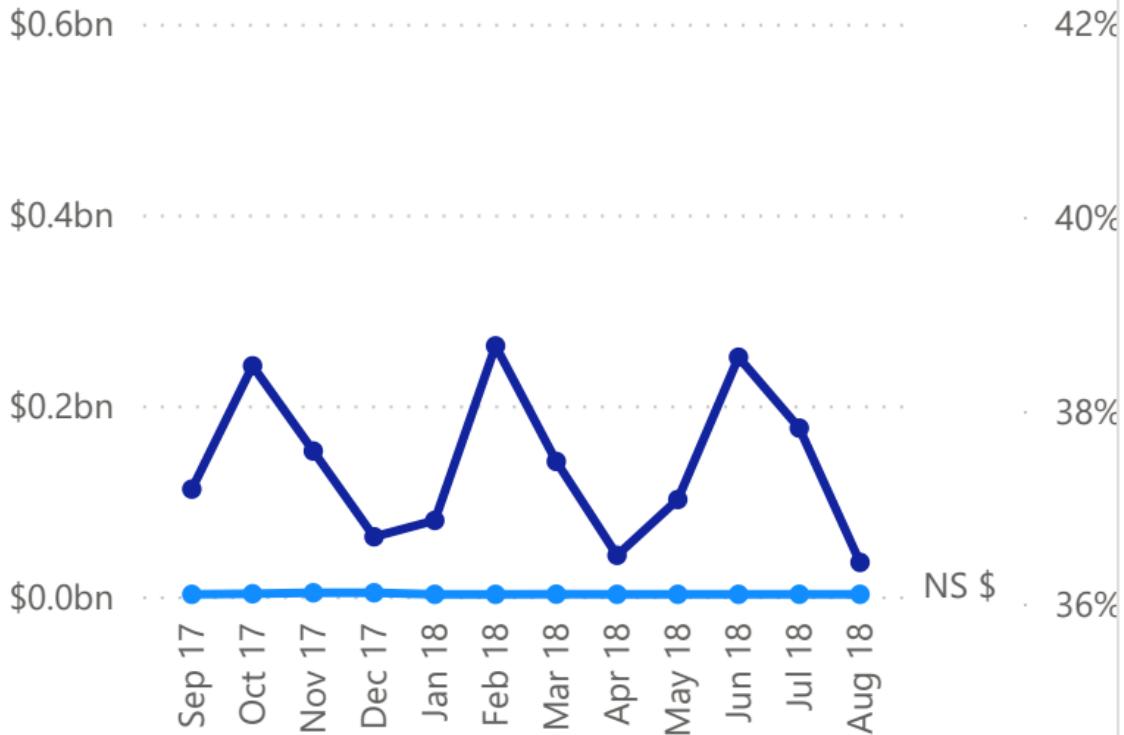
Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	-2.23%	59.11%	-18752	-92.66%	OOS
All-Out	38.79%		220	10.41%	EI
Amazon	70.68%	78.16%	-78396	-21.24%	OOS
Argos (Sainsbury's)	57.42%	58.04%	-1866	-19.79%	OOS
Atlas Stores	46.48%	43.64%	628	3.26%	EI
Atliq e Store	74.38%	76.68%	-41705	-14.05%	OOS
AtliQ Exclusive	72.88%	73.87%	-39394	-13.06%	OOS
BestBuy	-13.61%	35.73%	-11781	-92.52%	OOS
Billa	-0.06%	29.94%	-2494	-73.61%	OOS
Boulanger	44.43%	43.66%	-5105	-36.03%	OOS
Chip 7	56.53%	40.50%	2714	9.36%	EI
Chiptec	31.50%		-2491	-43.72%	OOS
Circuit City	-2.97%	30.74%	-9541	-76.22%	OOS
Control	27.61%	36.95%	-18789	-50.60%	OOS
Coolblue	46.43%	53.10%	-2084	-9.42%	OOS
Costco	25.04%	44.03%	-18757	-49.25%	OOS
Croma	40.60%	51.79%	-10998	-19.32%	OOS
Currvs (Dixons Total	39.46%	55.17%	-2718	-23.20%	OOS
	81.37%	86.36%	-404544	-13.22%	OOS

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	78.97%	89.62%	-313995	-0.42%	OOS
Peripherals	84.74%	84.64%	-31061	-0.01%	OOS
Networking	50.13%	84.44%	-94016	0.05%	OOS
Notebook	89.51%	81.49%	8721	-0.41%	EI
Storage	92.97%	79.52%	25861	-1.47%	EI
Desktop	80.00%		-54	-2.61%	OOS
Total	81.37%	86.36%	-404544	-0.39%	OOS

NS & GM % For





region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

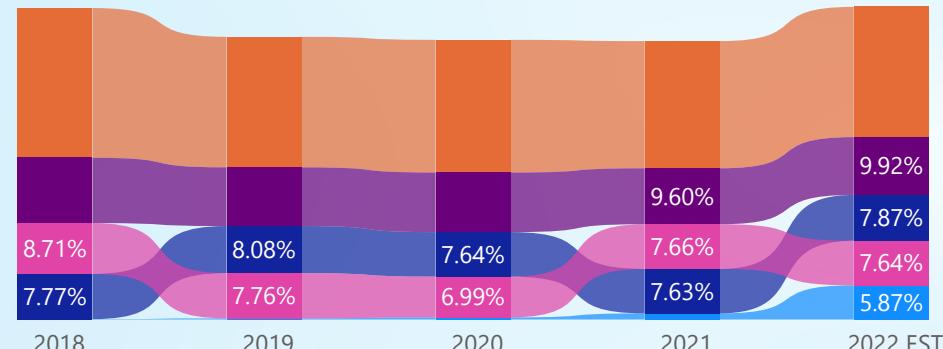
\$0.05bn✓
BM: 0.02bn (+183.57%)
Net Sales37.59%!
BM: 41.23% (-8.82%)
GM %-0.39%!
BM: 2.1% (-118.65%)
Net Profit %81.37%!
LY: 86.36% (-5.77%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Atliq MS %	Net Profit %	Risk	Net Error %
India	\$11.2M	24.93%	32.2%	0.8%	-14.6%	OOS	-15.46%
ROA	\$10.5M	23.28%	39.7%	0.6%	10.8%	OOS	-3.26%
NA	\$10.1M	22.47%	39.2%	0.3%	-2.0%	OOS	-41.94%
NE	\$5.3M	11.73%	38.1%	0.3%	-4.6%	OOS	-10.54%
SE	\$4.7M	10.33%	38.1%	1.1%	7.5%	OOS	-6.99%
ANZ	\$3.0M	6.72%	43.8%	0.1%	14.0%	EI	11.41%
I ATAM	\$0.2M	0.53%	31.2%	0.0%	0.7%	FI	11.59%
Total	\$45.1M	100.00%	37.6%	0.4%	-0.4%	OOS	-13.22%

PC Market Share Trend - Atliq & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



BM = Benchmark , LY = Last Year

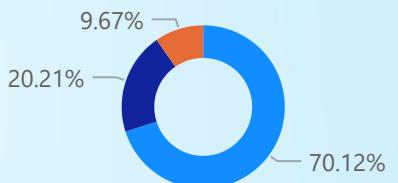
Revenue By Division

● P & A ● PC ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● Atliq MS %



Top 5 Customer by Revenue

customer Sales Qty

+ Synthetic	93433
+ Flipkart	146858
+ AtliQ Exclusive	341035
+ Atliq e Store	338534
+ Amazon	447575

Top 5 Products by Revenue

product RC % GM %

AQ BZ Compact	4.3%	37.05%	↓
AQ BZ Gen Y	4.6%	37.49%	↓
AQ Lite	4.3%	37.09%	↓
AQ Wi Power Dx1	4.4%	37.23%	↓
AQ Wi Power Dx2	5.4%	38.75%	↓