



## Business Insights 360



**Info**

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



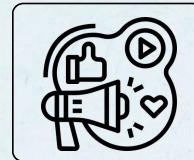
**Finance View**

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



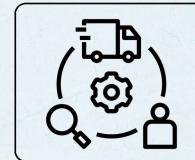
**Sales View**

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.



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

vs LY

vs Target

\$1.13bn!

BM: 1.15bn (-1.01%)

Net Sales

38.09%

BM: 39.36% (-3.21%)

GM %

-13.91%

BM: -14.27% (+2.49%)

Net Profit %

## Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	2,236.95			
Pre Invoice Deduction	515.61			
Net Invoice Sales	1,721.34			
- Post Discounts	384.75			
- Post Deductions	202.12			
Total Post Invoice Deduction	586.87			
Net Sales	1,134.47	1,146.00	-11.53	-1.01
- Manufacturing Cost	667.05			
- Freight Cost	30.63			
- Other Cost	4.65			
Total COGS	702.33			
Gross Margin	432.14	451.02	-18.88	-4.19
Gross Margin %	38.09	39.36	-1.26	-3.21
GM / Unit	15.71			
Operational Expense	-589.95			
Net Profit	-157.81			
Net Profit %	-13.91	-14.27	0.36	2.49

BM = Benchmark, LY=Last Year

## Net Sales Performance Over Time

Selection

vs BM



## Top / Bottom Products &amp; Customers by Net Sales

region	P & L values	P & L Chg %
APAC	607.53	-2.27
EU	249.57	-0.48
LATAM	4.19	-3.72
NA	273.19	1.47
<b>Total</b>	<b>1,134.47</b>	<b>-1.01</b>

segment	P & L values	P & L Chg %
Accessories	131.58	
Desktop	193.70	
Networking	11.38	
Notebook	472.97	
Peripherals	306.27	
Storage	18.57	
<b>Total</b>	<b>1,134.47</b>	<b>-1.01</b>



region, market ▾ customer ▾

All All All

segment, category, pr... ▾

All

2019 2020 2021

2022  
Est

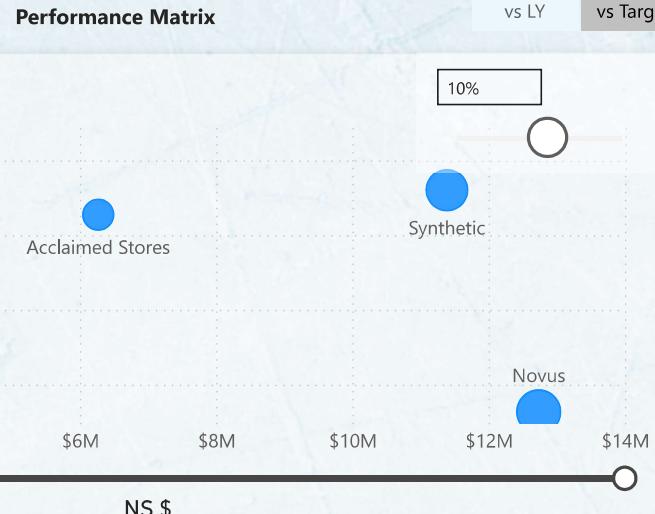
Q1 Q2 Q3 Q4

YTD

### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$149.26M	54.19M	36.30%
AtliQ Exclusive	\$124.30M	57.03M	45.88%
Atliq e Store	\$84.88M	31.74M	37.39%
Flipkart	\$45.25M	18.72M	41.37%
Sage	\$31.73M	10.11M	31.86%
Leader	\$31.62M	9.83M	31.08%
Neptune	\$28.04M	13.03M	46.48%
Electricalslytical	\$27.25M	10.25M	37.62%
Reliance Digital	\$24.24M	9.32M	38.45%
Ebay	\$22.03M	7.87M	35.73%
Lotus	\$21.83M	7.69M	35.24%
Electricalsociety	\$21.66M	7.87M	36.31%
Control	\$19.66M	8.50M	43.21%
<b>Total</b>	<b>\$1,134.47M</b>	<b>432.14M</b>	<b>38.09%</b>

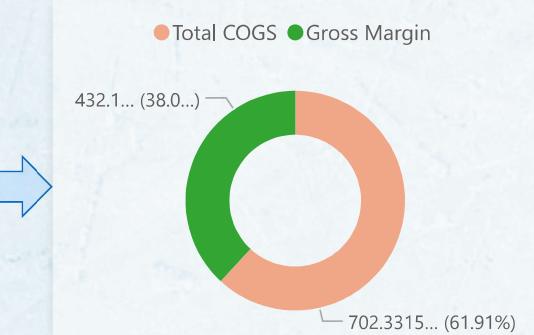
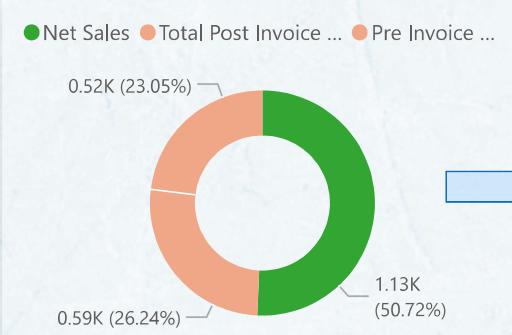
### Performance Matrix



### Product Performance

segment	NS \$	GM \$	GM %
Networking	\$11.38M	4.38M	38.45%
Desktop	\$193.70M	74.32M	38.37%
Storage	\$18.57M	7.12M	38.36%
Notebook	\$472.97M	179.86M	38.03%
Accessories	\$131.58M	50.04M	38.03%
Peripherals	\$306.27M	116.43M	38.01%
<b>Total</b>	<b>\$1,134.47M</b>	<b>432.14M</b>	<b>38.09%</b>

### Unit Economics





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

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD

### Product Performance

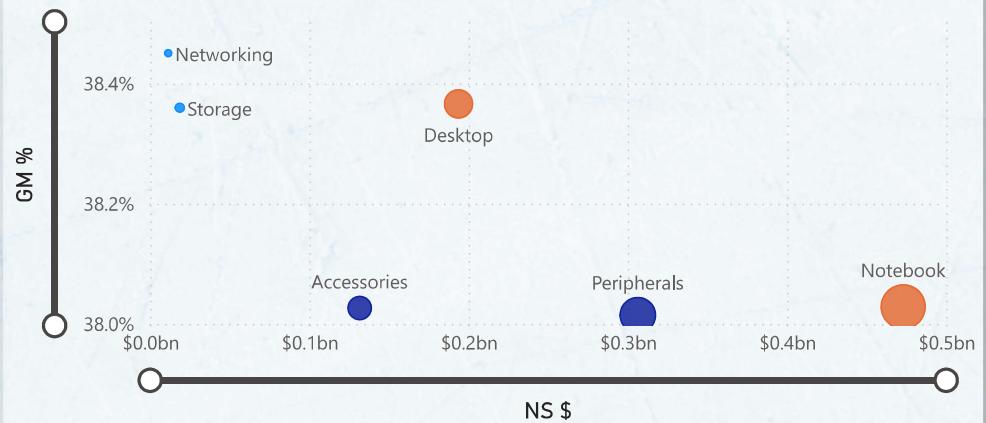
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$131.58M	50.04M	38.03%	-18.38M	-13.97%
Desktop	\$193.70M	74.32M	38.37%	-26.30M	-13.58%
Networking	\$11.38M	4.38M	38.45%	-1.56M	-13.70%
Notebook	\$472.97M	179.86M	38.03%	-66.23M	-14.00%
Peripherals	\$306.27M	116.43M	38.01%	-42.81M	-13.98%
Storage	\$18.57M	7.12M	38.36%	-2.53M	-13.64%
<b>Total</b>	<b>\$1,134.47M</b>	<b>432.14M</b>	<b>38.09%</b>	<b>-157.81M</b>	<b>-13.91%</b>



Show NP %

### Performance Matrix

division ● N & S ● P & A ● PC

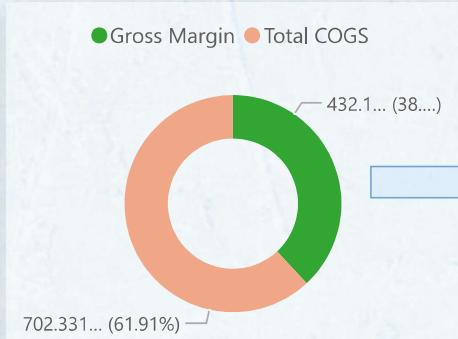


### Region / Market / Customer performance

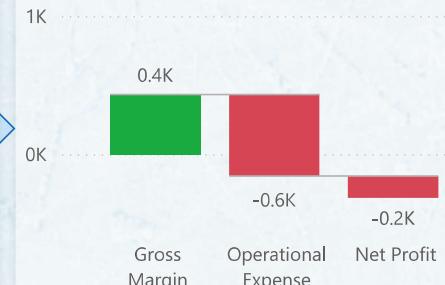
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$607.53M	221.21M	36.41%	-90.27M	-14.86%
EU	\$249.57M	86.49M	34.66%	-28.53M	-11.43%
LATAM	\$4.19M	1.48M	35.41%	-0.10M	-2.37%
NA	\$273.19M	122.96M	45.01%	-38.91M	-14.24%
<b>Total</b>	<b>\$1,134.47M</b>	<b>432.14M</b>	<b>38.09%</b>	<b>-157.81M</b>	<b>-13.91%</b>

### Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





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

All All All

2019 2020 2021

2022  
Est

Q1 Q2 Q3 Q4

YTD

**81.01%**  
LY: 79.48% (+1.92%)  
**Forecast Accuracy**

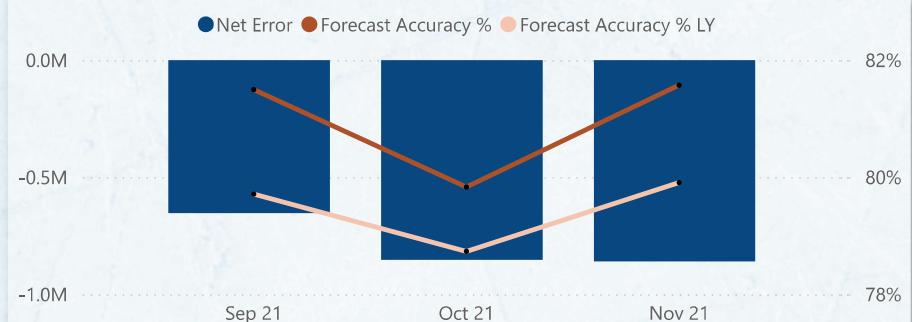
**-2363.3K**  
LY: -198.7K (-1089.53%)  
**Net Error**

**4775.0K!**  
LY: 2929.2K (+63.02%)  
**ABS Error**

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	56.55%	49.31%	41462	8.9% EI	
BestBuy	45.11%	34.40%	56418	19.3% EI	
Billa	42.35%	17.44%	2043	3.5% EI	
Circuit City	46.27%	40.91%	54941	17.1% EI	
Control	52.06%	47.69%	64731	13.0% EI	
Costco	48.13%	46.45%	59277	16.0% EI	
Currys (Dixons Carphone)	51.92%	27.79%	7330	9.1% EI	
Ebay	49.75%	48.57%	7671	1.4% EI	
Leader	50.90%	26.89%	120116	12.1% EI	
Logic Stores	50.77%	48.48%	4856	3.1% EI	
Notebillig	43.50%	16.19%	157	0.3% EI	
Otto	44.91%	20.01%	940	2.1% EI	
Path	50.46%	44.24%	66345	16.9% EI	
Radio Shack	45.64%	34.44%	69253	16.5% EI	
Relief	49.24%	50.55%	537	0.4% EI	
Sage	50.90%	31.60%	97648	10.5% EI	
Saturn	41.54%	21.06%	2197	2.9% EI	
<b>Total</b>	<b>81.01%</b>	<b>79.48%</b>	<b>-2363325</b>	<b>-9.4% OOS</b>	

#### Accuracy / Net Error Trend



#### Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	86.96%	76.87%	259341	-13.97% EI	
Desktop	87.67%	86.77%	53967	-13.58% EI	
Networking	92.89%	90.59%	-20682	-13.70% OOS	
Notebook	87.25%	80.34%	-40168	-14.00% OOS	
Storage	72.18%	82.09%	-429566	-13.64% OOS	
Peripherals	68.31%	83.31%	-2186217	-13.98% OOS	
<b>Total</b>	<b>81.01%</b>	<b>79.48%</b>	<b>-2363325</b>	<b>-13.91% OOS</b>	



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

All All All

2019 2020 2021

2022  
Est

Q1 Q2 Q3 Q4

YTD

vs LY

vs  
Target

**\$1.13bn!**  
BM: 1.15bn (-0.01%)  
Net Sales

**38.09%!**  
BM: 39.36% (-3.21%)  
GM %

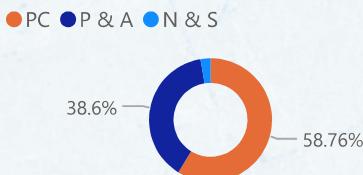
**-13.91%✓**  
BM: -14.27% (+2.49%)  
Net Profit %

**81.01%✓**  
BM: 79.48% (+1.92%)  
Forecast Accuracy

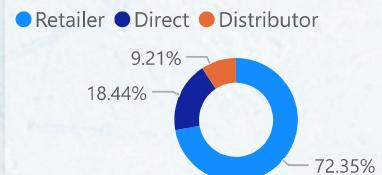
#### Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$314.3M	27.7%	36.3%	-22.5%	13.3%	-23.8%	OOS
NA	\$273.2M	24.1%	45.0%	-14.2%	4.9%	14.6%	EI
ROA	\$226.6M	20.0%	34.3%	-6.5%	8.3%	-4.4%	OOS
NE	\$132.9M	11.7%	32.6%	-17.8%	6.8%	-4.3%	OOS
SE	\$116.7M	10.3%	37.0%	-4.2%	16.4%	-56.3%	OOS
ANZ	\$66.6M	5.9%	44.4%	-7.5%	1.4%	-38.3%	OOS
<b>Total</b>	<b>\$1,134.5M</b>	<b>100.0%</b>	<b>38.1% </b>	<b>-13.9%</b>	<b>5.9%</b>	<b>-9.4% OOS</b>	

#### Revenue by Division



#### Revenue by Channel



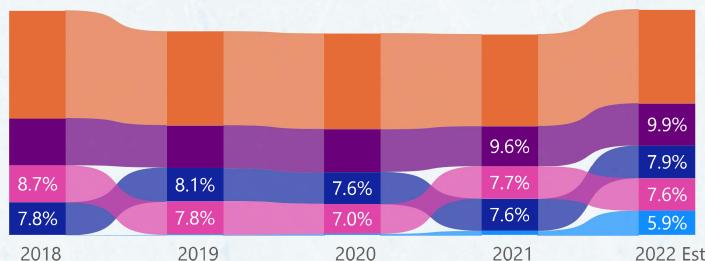
#### Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● 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	2.8%	31.86%
Flipkart	4.0%	41.37%
AtliQ Exclusive	11.0%	45.88%
AtliQ e Store	7.5%	37.39%
Amazon	13.2%	36.30%
<b>Total</b>	<b>38.4%</b>	<b>39.45%</b>

#### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.2%	38.60%
AQ Gamer 2	4.0%	37.96%
AQ HOME Allin1 Gen 2	4.8%	38.19%
AQ Smash 1	4.2%	37.56%
AQ Smash 2	4.5%	37.47%
<b>Total</b>	<b>22.6%</b>	<b>37.99%</b>

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock