



Business Insight 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.



Home



Finance View



Sales View



Marketing View



Supply-Chain



Executive View

region, market

All



customer

All



segment, categor...

All



2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTD

vs LY

vs Target

\$3.74bn¹

BM: 3.81bn (-1.86%)

Net Sales

38.08%¹

BM: 38.34% (-0.66%)

GM %

-13.98%¹

BM: -14.19% (+1.47%)

Net Profit %

Profit and Loss Statement

| Line Item | 2022 Est | BM | Chg | Chg % |
|------------------------------|-----------|----------|--------|-------|
| Net Profit % | -13.98 | -14.19 | 0.21 | -1.47 |
| Net Profit | -522.42 | | | |
| Operational Expense | -1,945.30 | | | |
| GM / Unit | 15.76 | | | |
| Gross Margin % | 38.08 | 38.34 | -0.25 | -0.66 |
| Gross Margin | 1,422.88 | 1,459.51 | -36.63 | -2.51 |
| Total COGS | 2,313.29 | | | |
| - Other Cost | 15.52 | | | |
| - Freight Cost | 100.49 | | | |
| - Manufacturing Cost | 2,197.28 | | | |
| Net Sales | 3,736.17 | 3,807.09 | -70.92 | -1.86 |
| Total Post Invoice Deduction | 1,906.95 | | | |
| - Post Deductions | 663.42 | | | |
| - Post Discounts | 1,243.54 | | | |
| Net Invoice Sales | 5,643.13 | | | |
| Pre Invoice Deduction | 1,727.01 | | | |
| Gross Sales | 7,370.14 | | | |

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

| region | P & L Values | P & L YoY Chg % |
|--------|--------------|-----------------|
| APAC | 1924 | -2.48 |
| EU | 775 | -1.13 |
| LATAM | 15 | -1.60 |
| NA | 1022 | -1.24 |

| segment | P & L Values | P & L YoY Chg % |
|-------------|--------------|-----------------|
| Accessories | 454 | |
| Desktop | 711 | |
| Networking | 38 | |
| Notebook | 1580 | |
| Peripherals | 898 | |
| Storage | 55 | |

BM = Benchmark ; LY = Last Year



region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

FYD

FYU

vs LY

vs Target

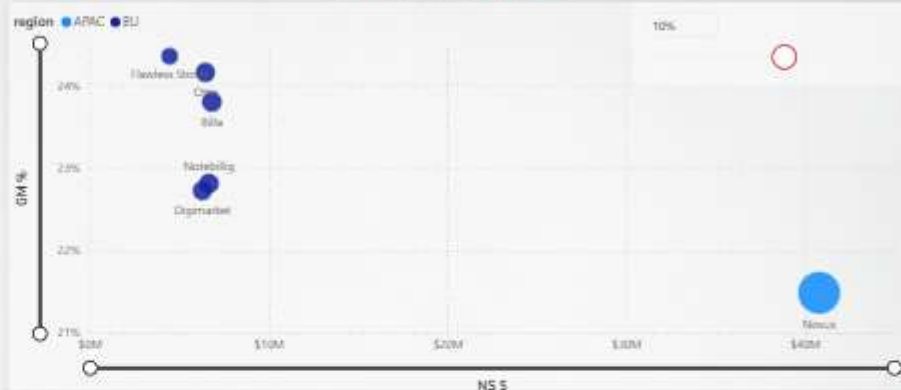
Customer Performance

| customer | NS \$ | GM \$ | GM % |
|------------------|--------------------|--------------------|---------------|
| Amazon | \$496.88M | \$182.77M | 36.78% |
| AtliQ Exclusive | \$361.12M | \$166.15M | 46.01% |
| AtliQ e Store | \$304.10M | \$112.15M | 36.88% |
| Flipkart | \$138.49M | \$58.37M | 42.14% |
| Sage | \$127.86M | \$40.31M | 31.53% |
| Leader | \$117.32M | \$36.02M | 30.70% |
| Neptune | \$105.69M | \$49.36M | 46.70% |
| Ebay | \$91.60M | \$33.06M | 36.09% |
| Acclaimed Stores | \$73.36M | \$29.58M | 40.32% |
| walmart | \$72.41M | \$33.06M | 45.66% |
| Total | \$3,736.17M | \$1,422.88M | 38.08% |

Product Performance

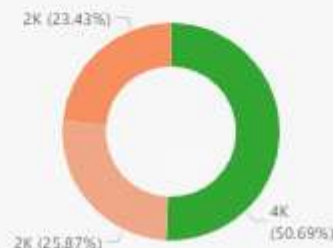
| segment | NS \$ | GM \$ | GM % |
|--------------|--------------------|--------------------|---------------|
| Accessories | \$454.10M | \$172.61M | 38.01% |
| Desktop | \$711.08M | \$272.39M | 38.31% |
| Networking | \$38.43M | \$14.78M | 38.45% |
| Notebook | \$1,580.43M | \$600.96M | 38.03% |
| Peripherals | \$897.54M | \$341.22M | 38.02% |
| Storage | \$54.59M | \$20.93M | 38.33% |
| Total | \$3,736.17M | \$1,422.88M | 38.08% |

Performance Matrix

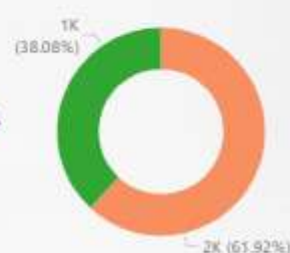


Unit Economics

Net Sales Total Post-Invoice Deduction Pre-Invoice Deduction



Total COGS Gross Margin



BM = Benchmark ; LY = Last Year ; GM = Gross Margin ; NS = Net Sales



region, market
All

customer
All

segment, category...
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTD

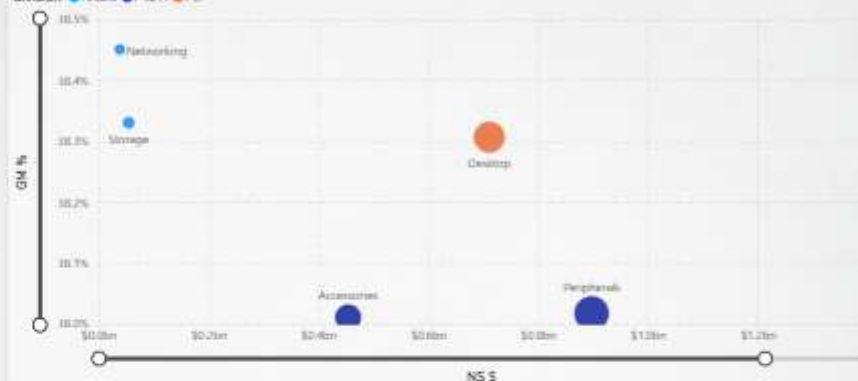
Product Performance

| 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 NP%

Performance Matrix

division: N S S A P B A PC

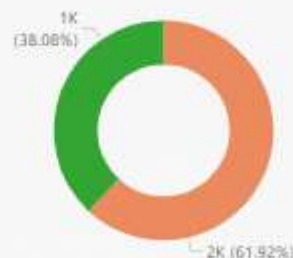


Region/Market/Customer Performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------|-------------|-------------|--------|---------------|--------------|
| APAC | \$1,923.77M | \$690.21M | 35.88% | -281.16M | -14.62% |
| EU | \$775.48M | \$267.80M | 34.53% | -95.52M | -12.32% |
| LATAM | \$14.82M | \$5.19M | 35.02% | -0.44M | -2.95% |
| NA | \$1,022.09M | \$459.68M | 44.97% | -145.31M | -14.22% |
| Total | \$3,736.17M | \$1,422.88M | 38.08% | -522.42M | -13.98% |

Unit Economics

Total COGS Gross Margin



Increase Decrease



BM = Benchmark ; LY = Last Year ; NP = Net Profit ; GM = Gross Margin ;



Home



Finance View



Sales View



Marketing View



Supply-Chain



Executive View

region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTD

81.17%

LY: 80.21% (+1.2%)

Forecast Acc %

-3472.69K

LY: -751.71K (-361.97%)

Net Error

6899.0K

Goal: 9780.7K (-29.46%)

ABS Error

Key Metrics by Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---------------------|---------------------|------------------------|-----------------|---------------|------------|
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 10.74% | EI |
| All-Out | 43.96% | 29.09% | -150 | -0.32% | OOS |
| Amazon | 73.79% | 74.54% | -464694 | -9.22% | OOS |
| Argos (Sainsbury's) | 54.78% | 56.08% | -23040 | -17.60% | OOS |
| Atlas Stores | 49.53% | 48.16% | -4182 | -2.31% | OOS |
| Atliq e Store | 74.22% | 74.59% | -294868 | -9.65% | OOS |
| AtliQ Exclusive | 70.35% | 71.69% | -359242 | -11.91% | OOS |
| BestBuy | 46.60% | 35.31% | 81179 | 16.72% | EI |
| Billa | 42.63% | 18.29% | 3704 | 3.91% | EI |
| Boulanger | 52.69% | 58.77% | -48802 | -20.21% | OOS |
| Chip 7 | 34.56% | 53.44% | -85293 | -35.01% | OOS |
| Chiptec | 50.49% | 52.54% | -20102 | -11.36% | OOS |
| Circuit City | 46.17% | 35.02% | 85248 | 16.55% | EI |
| Control | 52.06% | 47.42% | 64731 | 13.01% | EI |
| Coolblue | 47.66% | 52.95% | -34790 | -15.34% | OOS |
| Costco | 51.95% | 49.42% | 101913 | 15.79% | EI |
| Total | 81.17% | 80.21% | -3472690 | -9.48% | OOS |

Accuracy / Net Error Trend



Key Metrics by Products

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------|---------------------|------------------------|-----------------|---------------|------------|
| Accessories | 87.42% | 77.66% | 341468 | 1.72% | EI |
| Desktop | 87.53% | 84.37% | 78576 | 10.24% | EI |
| Networking | 93.06% | 90.40% | -12967 | -1.69% | OOS |
| Notebook | 87.24% | 79.99% | -47221 | -1.69% | OOS |
| Peripherals | 68.17% | 83.23% | -3204280 | -31.83% | OOS |
| Storage | 71.50% | 83.54% | -628266 | -25.61% | OOS |
| Total | 81.17% | 80.21% | -3472690 | -9.48% | OOS |

BM = Benchmark ; LY = Last Year



Home



Finance View



Sales View



Marketing View



Supply-Chain



Executive View

region, market
Allcustomer
Allsegment, categor...
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

FYD

FYG

vs LY

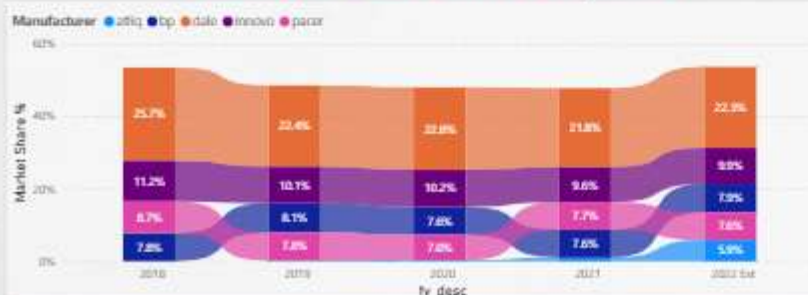
vs Target

\$3.74bn'
BM: 3.81bn (-1.86%)
Net Sales**38.08%**
BM: 38.34% (-0.66%)
GM %**-13.98%**
BM: -14.19% (+1.47%)
Net Profit %**81.17%**
LY: 80.21% (+1.2%)
Forecast Acc

Key Insights By Sub Zone

| Sub Zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|--------------|-------------------|---------------|--------------|---------------|-------------|---------------|------------|
| LATAM | \$14.8M | 0.4% | 35.0% | -2.9% | 0.3% | 3.37% | EI |
| ANZ | \$189.8M | 5.1% | 43.5% | -7.4% | 1.4% | -37.61% | OOS |
| SE | \$317.8M | 8.5% | 37.0% | -4.0% | 16.4% | -55.47% | OOS |
| NE | \$457.7M | 12.3% | 32.8% | -18.1% | 6.8% | -4.56% | OOS |
| ROA | \$788.7M | 21.1% | 34.2% | -6.3% | 8.3% | -4.56% | OOS |
| India | \$945.3M | 25.3% | 35.8% | -23.0% | 13.3% | -24.37% | OOS |
| NA | \$1,022.1M | 27.4% | 45.0% | -14.2% | 4.9% | 14.35% | EI |
| Total | \$3,736.2M | 100.0% | 38.1% | -14.0% | 5.9% | -9.48% | OOS |

PC Market Share trend - AtliQ & Competitors



Revenue By Division



Revenue By Channel



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



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 Smash 2 | 4.1% | 37.40% |
| AQ Smash 1 | 3.8% | 37.43% |
| AQ HOME Allin1 Gen 2 | 5.7% | 38.08% |
| AQ Home Allin1 | 4.1% | 38.71% |
| AQ BZ Allin1 Gen 2 | 5.4% | 38.51% |
| Total | 23.2% | 38.06% |

BM = Benchmark ; LY = Last Year ; OOS = Out of Stock ; EI = Excess Inventory