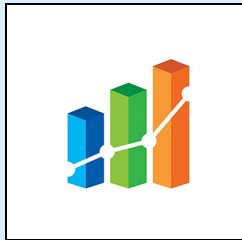


Business Insight 360



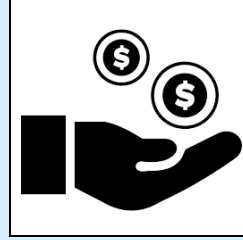
Info

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..



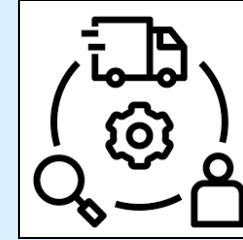
Sales View

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



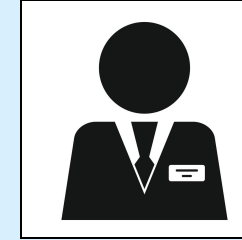
Marketing

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.

Region , Market

Customer

Segment Product

All

All

All

20182019202020212022EST

Q1Q2Q3Q4YTDYTG

\$3,736.2M✓

LY: ₹ 823.8M (+353.5%)

38.08%✓

LY: 0.36 (+4.37%)

-13.98%!

LY: -0.07 (-110.79%)

Net sales

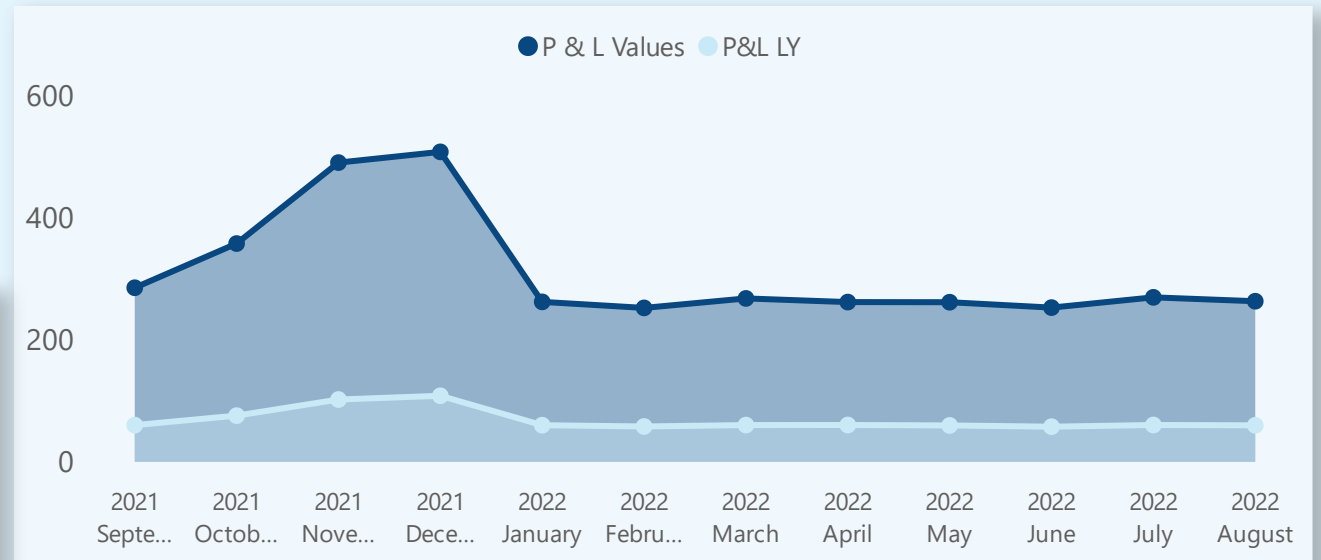
Gross Margin%

Net Profit %

Profit and Loss Statement

Line Item	2022ES	LY	YOY	YOY
				%
net profit %	-13.98	-6.63	-7.35	110.79
net profit	-522.42	-54.65	-467.77	855.93
Total_operational_expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Net Sales Performane over time



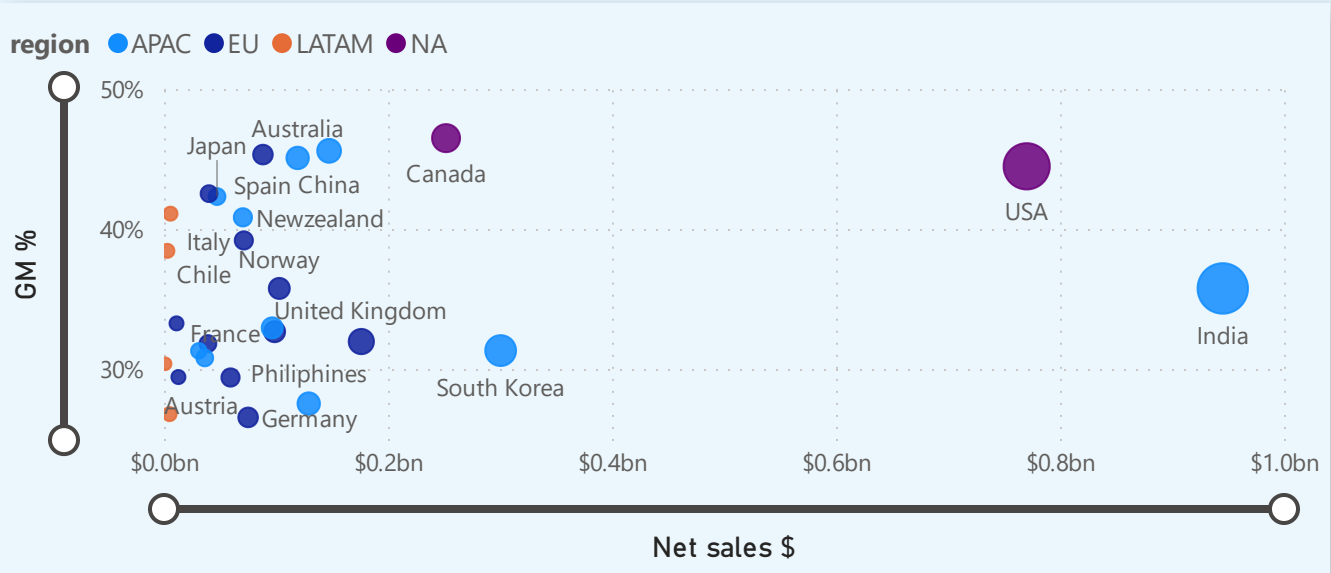
Top/Bottom Products and Customer by Net Sales

region	P & L Values	YOY % Chng	segment	P & L Values	YOY % Chng
⊕ EU	775.48	286.26	⊕ Accessories	454.10	85.46
⊕ APAC	1,923.77	335.27	⊕ Desktop	711.08	1,431.55
⊕ LATAM	14.82	368.40	⊕ Networking	38.43	-14.89
⊕ NA	1,022.09	474.40	⊕ Notebook	1,580.43	493.06
			⊕ Peripherals	897.54	439.03
			⊕ Storage	54.59	0.32

Customer Performance

customer	Net sales	Gross	GM %
Relief	\$30.7M	14.92M	48.55%
Circuit City	\$52.4M	24.51M	46.77%
Neptune	\$105.7M	49.36M	46.70%
Premium Stores	\$27.5M	12.72M	46.27%
AltiQ Exclusive	\$361.1M	166.15M	46.01%
walmart	\$72.4M	33.06M	45.66%
BestBuy	\$49.3M	22.15M	44.89%
Taobao	\$22.7M	9.97M	44.00%
Path	\$59.3M	25.81M	43.50%
Control	\$54.1M	23.51M	43.42%
Nomad Stores	\$27.7M	12.03M	43.42%
Radio Shack	\$46.2M	19.99M	43.30%
Integration Stores	\$9.3M	3.98M	42.70%

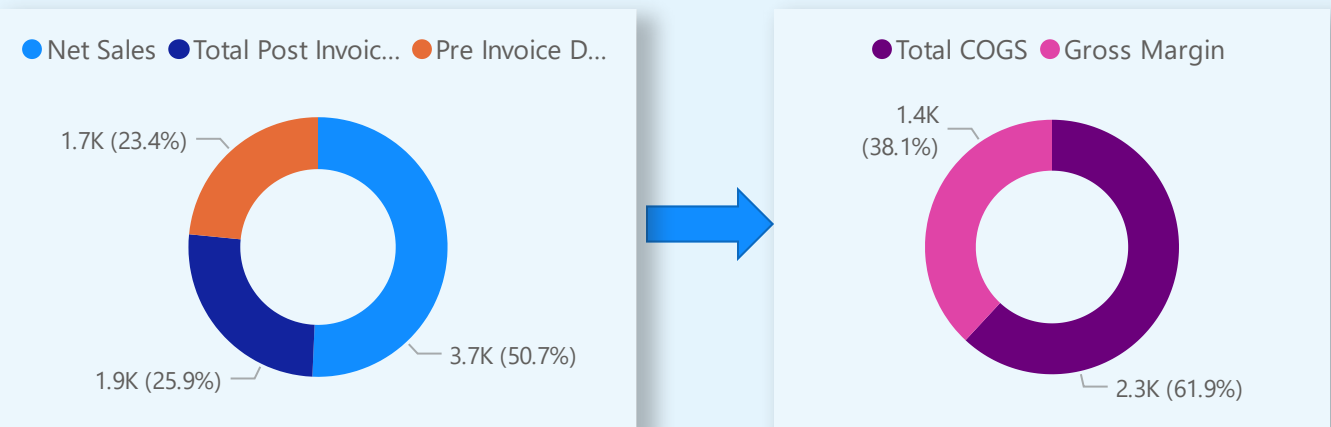
Performance Matrix



Product Performance

segment	Net sales	Gross	GM %
Notebook	\$1,580.4M	600.96M	38.03%
Peripherals	\$897.5M	341.22M	38.02%
Desktop	\$711.1M	272.39M	38.31%
Accessories	\$454.1M	172.61M	38.01%
Storage	\$54.6M	20.93M	38.33%
Networking	\$38.4M	14.78M	38.45%

Unit Economics



Region , Market

Customer

Segment Product

All

All

All

2018

2019

2020

2021

2022EST

Q1

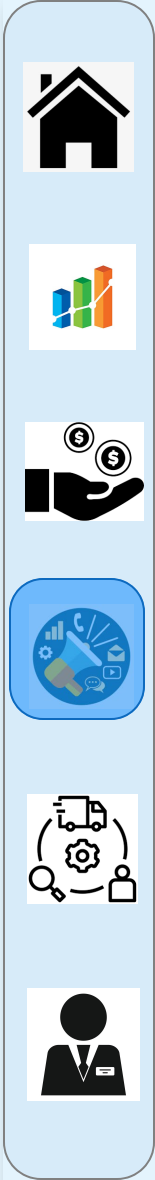
Q2

Q3

Q4

YTD

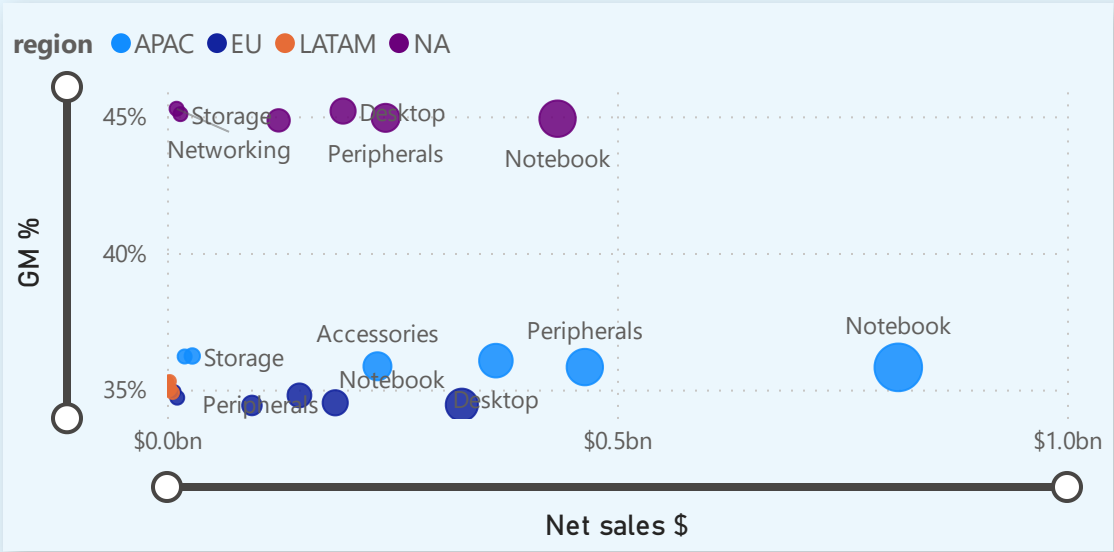
YTG



Product Preference

segment	Net sales	Gross	GM %	Net Profit \$	Net Profit
	\$	M			%
+ Notebook	\$1,580.4M	600.96M	38.03%	-222.2M	-14.06%
+ Peripherals	\$897.5M	341.22M	38.02%	-125.9M	-14.03%
+ Desktop	\$711.1M	272.39M	38.31%	-97.8M	-13.75%
+ Accessories	\$454.1M	172.61M	38.01%	-63.8M	-14.05%
+ Storage	\$54.6M	20.93M	38.33%	-7.5M	-13.76%
+ Networking	\$38.4M	14.78M	38.45%	-5.3M	-13.72%

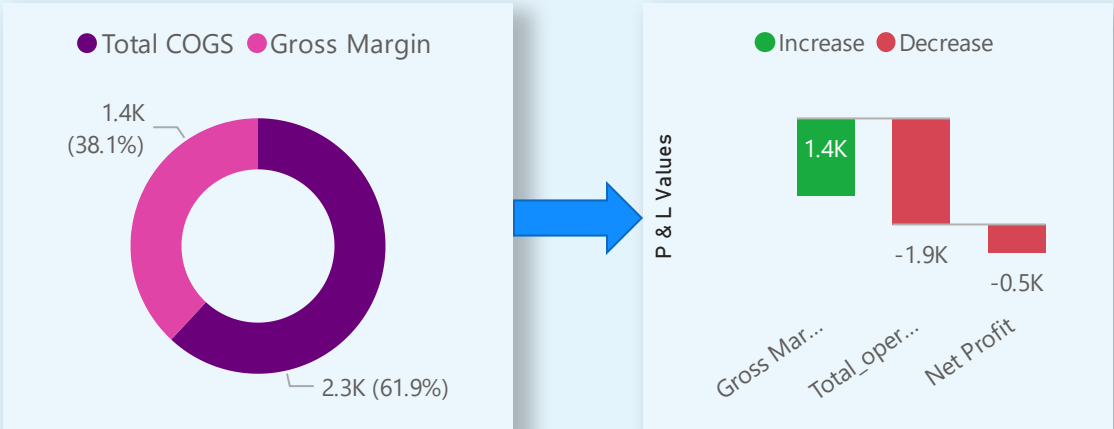
Performance Matrix

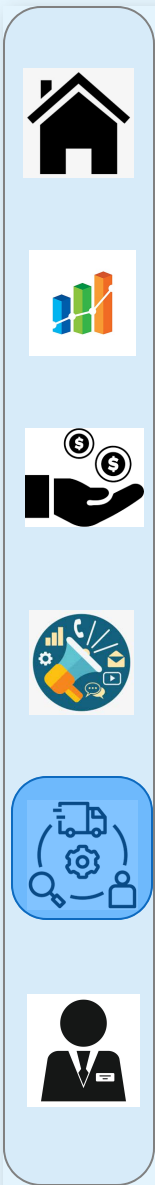


Region / Market / Customer Performance

region	Net sales \$	Gross Margin	GM %	Net Profit \$	Net Profit %
⊕ NA	\$1,022.1M	459.68M	44.97%	-145.3M	-14.22%
⊕ APAC	\$1,923.8M	690.21M	35.88%	-281.2M	-14.62%
⊕ LATAM	\$14.8M	5.19M	35.02%	-0.4M	-2.95%
⊕ EU	\$775.5M	267.80M	34.53%	-95.5M	-12.32%

Unit Economics





Region , Market ▼

Customer ▼

Segment Product ▼

All ▼

All ▼

All ▼

20182019202020212022EST

Q1Q2Q3Q4YTDYTG

81.17%✓
LY: 80.21% (+1.2%)

-3472.7K✓
LY: -751.7K (-361.97%)

6899.0K✓
LY: 9780.7K (+29.46%)

Forecast Accuracy

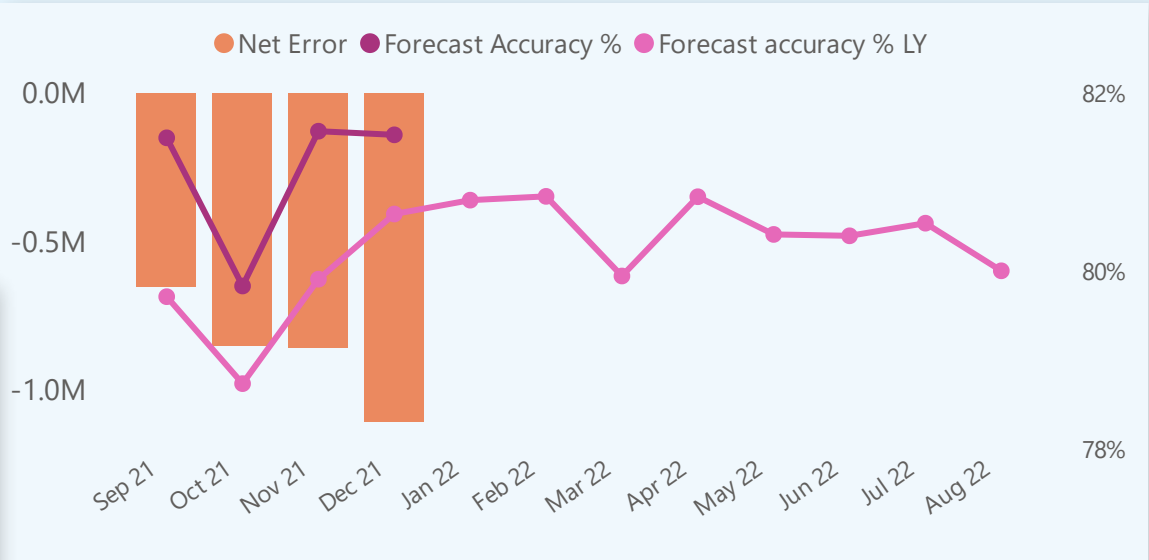
Net Error

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Error LY	Risk
UniEuro	50.30%	58.22%	-89065	173583	Out of Stock
Neptune	41.24%	46.22%	-49381	151361	Out of Stock
Electricalslytical	45.55%	50.82%	-102814	130903	Out of Stock
Coolblue	47.66%	52.95%	-34790	116840	Out of Stock
Logic Stores	52.49%	51.44%	6430	115481	Excess Inventory
Atlas Stores	49.53%	48.16%	-4182	99521	Out of Stock
Chip 7	34.56%	53.44%	-85293	95124	Out of Stock
Electricalsquipo Stores	48.72%	48.82%	-8961	89614	Out of Stock
Boulangier	52.69%	58.77%	-48802	81786	Out of Stock
Premium Stores	51.71%	55.64%	-17551	75214	Out of Stock
Radio Popular	52.94%	56.74%	-49354	72810	Out of Stock
Chiptec	50.49%	52.54%	-20102	72175	Out of Stock
Expert	62.93%	60.67%	-26489	69286	Out of Stock
Propel	42.18%	46.53%	-135662	63305	Out of Stock
Euronics	45.25%	60.79%	-67489	58391	Out of Stock
Mbit	55.40%	62.34%	-43470	51220	Out of Stock
Croma	36.58%	42.78%	-77649	45046	Out of Stock

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Error LY	Risk
Accessories	87.42%	77.66%	341468	-2133183	Excess Inventory
Desktop	87.53%	84.37%	78576	16205	Excess Inventory
Networking	93.06%	90.40%	-12967	227056	Out of Stock
Notebook	87.24%	79.99%	-47221	-51254	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-318194	Out of Stock
Storage	71.50%	83.54%	-628266	1507656	Out of Stock

Region , Market

Customer

Segment Product

2018

2019

2020

2021

2022EST

All

All

All

Q1

Q2

Q3

Q4

YTD

YTG

\$3.7bn✓

LY: ₹ 0.8bn (+353.5%)

Net sales \$

38.08%✓

LY: 0.36 (+4.37%)

Gross Margin %

-13.98%!

LY: -0.07 (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

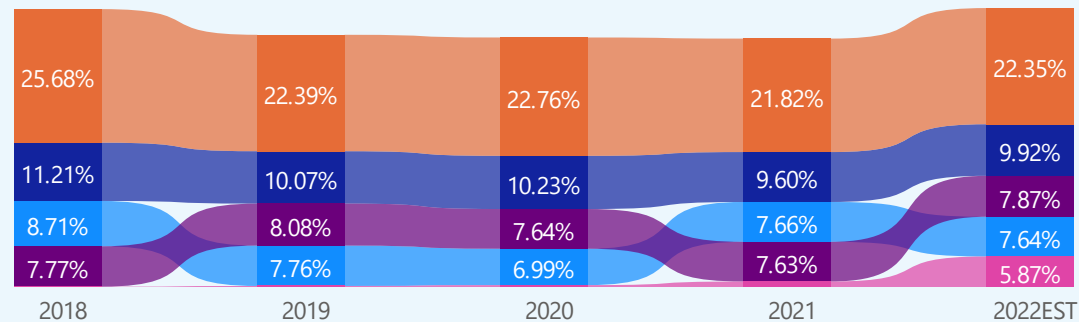
Forecast Accuracy

Key Insights by Sub Zone

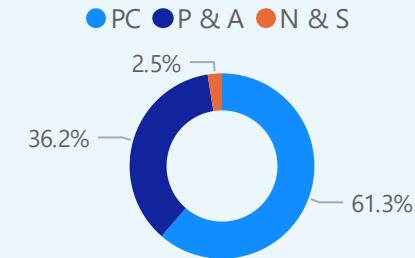
Sub Zone	Net sales \$	GM %	Net Error %	Net Profit %	Market Share %	Risk
ANZ	\$189.8M	43.50%	-37.61%	-7.39%	1.36%	Out of Stock
India	\$945.3M	35.75%	-24.37%	-22.99%	13.26%	Out of Stock
LATAM	\$14.8M	35.02%	3.37%	-2.95%	0.28%	Excess Inventory
NA	\$1,022.1M	44.97%	14.35%	-14.22%	4.87%	Excess Inventory
NE	\$457.7M	32.80%	-4.56%	-18.09%	6.80%	Out of Stock
ROA	\$788.7M	34.19%	-4.56%	-6.32%	8.32%	Out of Stock
Total	\$3,736.2M	38.08%	-9.48%	-13.98%	5.87%	Out of Stock

PC Market Share Trend - Atliq & Competitors

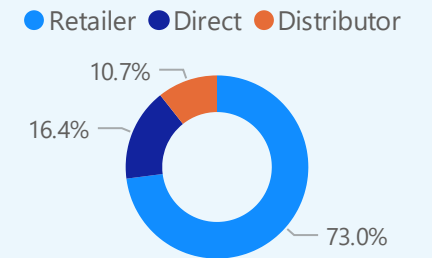
Manufacturer pacer innovo dale bp atliq



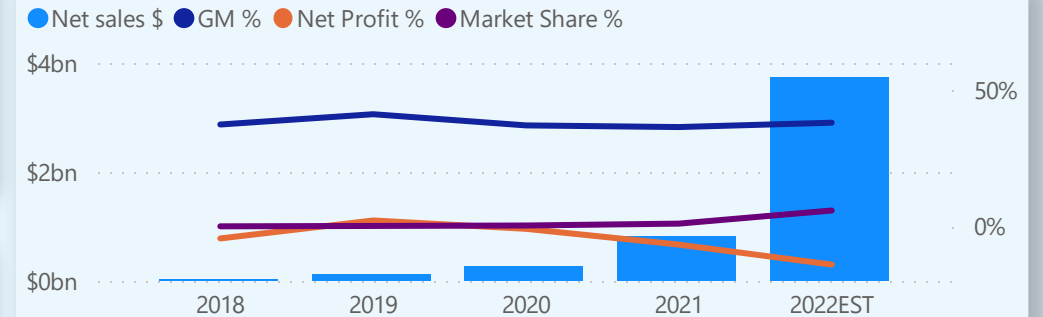
Revenue By Division



Revenue By Channel



Yearly Trend by revenue , GM% , Net Profit % ,PC Market share



customer

GM %

AltIQ Exclusive
Circuit City
Neptune
Premium Stores
Relief
Total

46.01%
46.77%
46.70%
46.27%
48.55%
46.35%

product

GM %

AQ 5000 Series Electron 8
5900X Desktop Processor
AQ BZ 101
AQ Digit SSD
AQ Gamer 3
AQ Neuer SSD
Total

39.34%
39.23%
39.29%
39.48%
39.20%
39.36%

Executive View

LY - Last Year