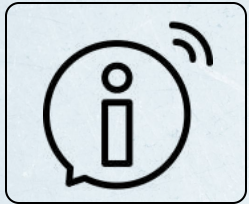




## Business Insights 360



### Info

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



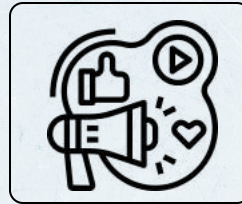
### Finance View

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



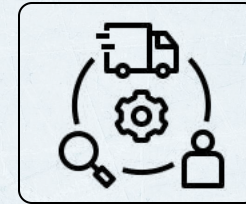
### Sales View

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



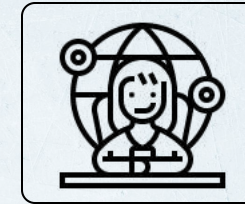
### Marketing View

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

All

customer

All

segment, category...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

BM Target(s) is not available for the selected filters

\$111.37M✓

BM: (Blank) (+Infinity%)

Net Sales

41.20%✓

BM: (Blank) (+Infinity%)

GM %

2.21%✓

BM: (Blank) (+Infinity%)

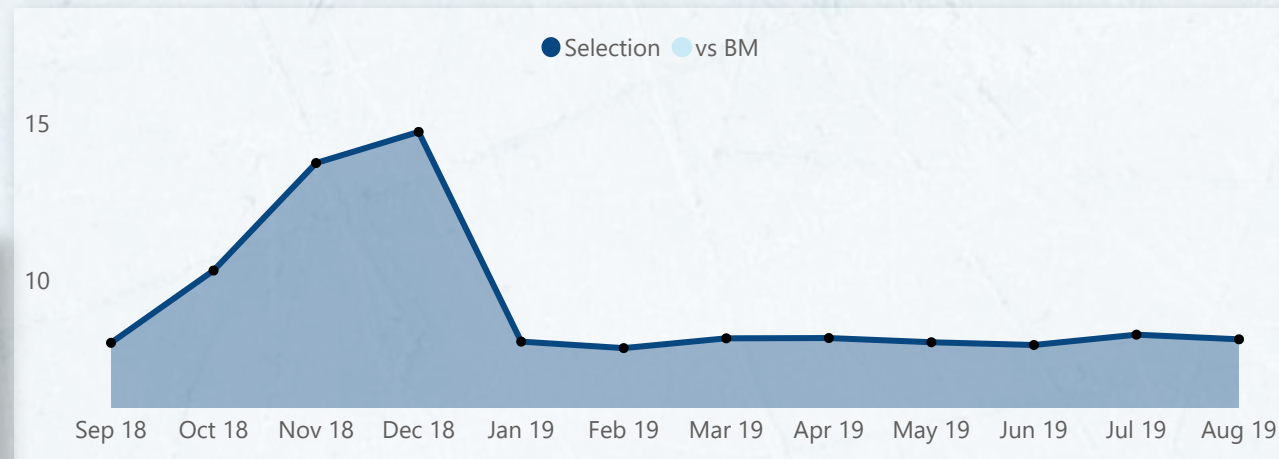
Net Profit %

## Profit and Loss Statement

Line Item 2019

Net Profit %	2.21
Net Profit	2.46
Operational Expense	-43.43
GM / Unit	4.25
Gross Margin %	41.20
Gross Margin	45.89
Total COGS	65.49
- Other Cost	0.51
- Freight Cost	2.64
- Manufacturing Cost	62.34
Net Sales	111.37
Total Post Invoice Deduction	50.25
- Post Deductions	20.53
- Post Discounts	29.72
Net Invoice Sales	161.62
Pre Invoice Deduction	47.44
Gross Sales	209.06

## Net Sales Performance Over Time



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

region	P & L Values	P & L Chg %
APAC	71.33	
NA	22.01	
EU	17.22	
LATAM	0.83	
<b>Total</b>	<b>111.37</b>	

segment	P & L Values	P & L Chg %
Accessories	28.04	
Networking	17.36	
Notebook	32.40	
Peripherals	19.73	
Storage	13.84	
<b>Total</b>	<b>111.37</b>	

BM = Benchmark, LY = Last Year



region, market



customer



segment, category...



All



All



All



2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

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vs LY

vs  
Target

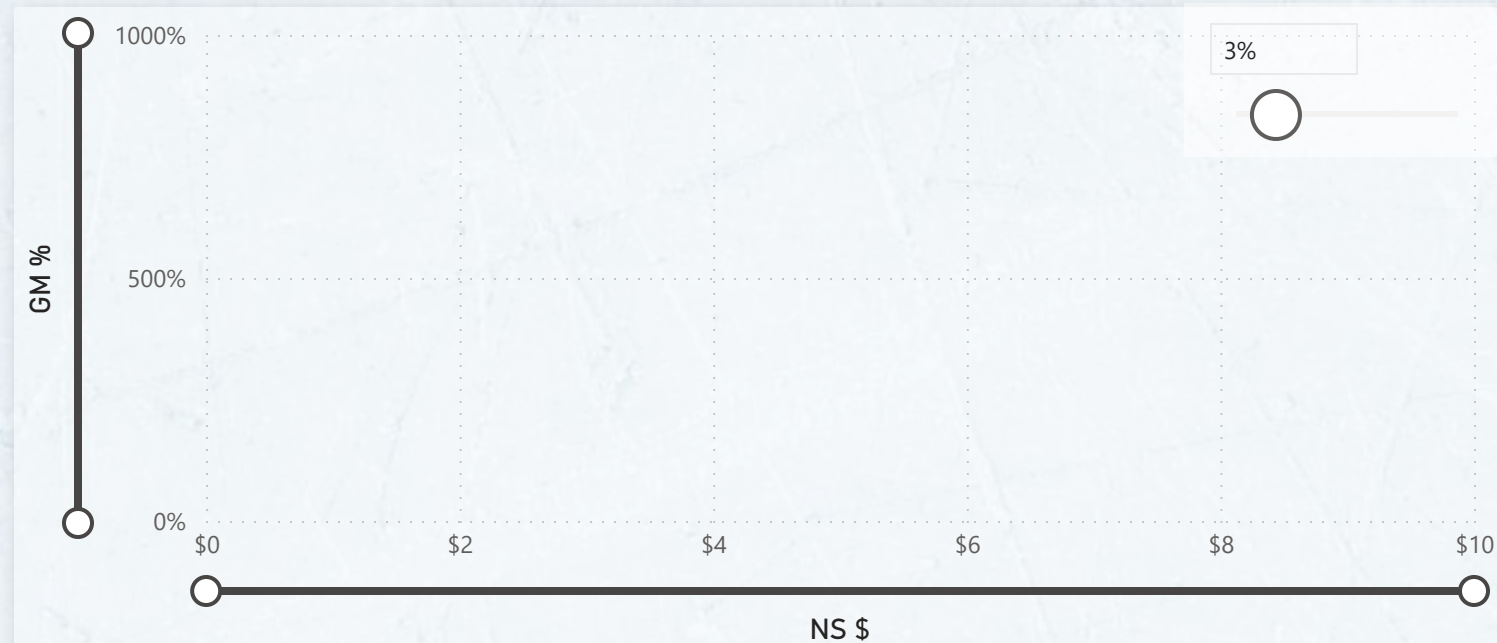
## Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$0.41M	0.17M	40.32%
walmart	\$1.55M	0.56M	35.87%
Viveks	\$1.91M	0.76M	40.01%
Vijay Sales	\$2.12M	0.91M	42.79%
Unity Stores	\$0.34M	0.13M	39.37%
UniEuro	\$0.74M	0.30M	40.15%
Taobao	\$0.27M	0.12M	45.55%
Synthetic	\$2.31M	0.94M	40.68%
Surface Stores	\$0.11M	0.02M	21.84%
Staples	\$1.51M	0.52M	34.09%
Sound	\$0.68M	0.27M	40.19%
Sorefoz	\$0.67M	0.29M	43.68%
Saturn	\$0.28M	0.09M	31.81%
Sage	\$5.85M	2.56M	43.70%
<b>Total</b>	<b>\$111.37M</b>	<b>45.89M</b>	<b>41.20%</b>

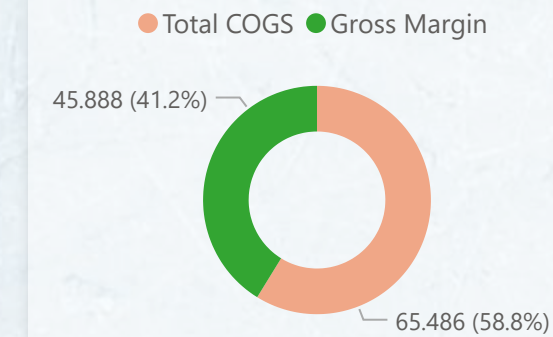
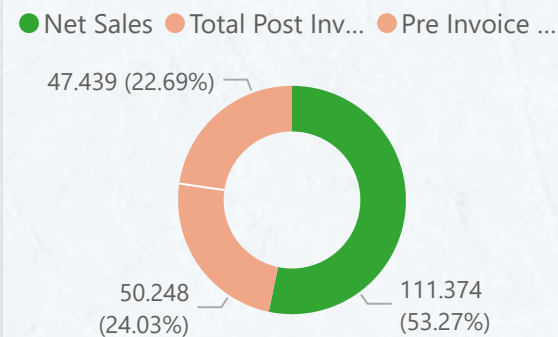
## Product Performance

segment	NS \$	GM \$	GM %
Networking	\$17.36M	6.96M	40.08%
Storage	\$13.84M	5.68M	41.04%
Notebook	\$32.40M	13.38M	41.29%
Accessories	\$28.04M	11.58M	41.31%
Peripherals	\$19.73M	8.29M	42.01%
<b>Total</b>	<b>\$111.37M</b>	<b>45.89M</b>	<b>41.20%</b>

## Performance Matrix



## Unit Economics







region, market

customer

segment, category

All

All

All

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%
Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%
EU	\$17.22M	7.05M	40.97%	0.04M	0.23%
LATAM	\$0.83M	0.35M	42.32%	0.06M	7.53%
NA	\$22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

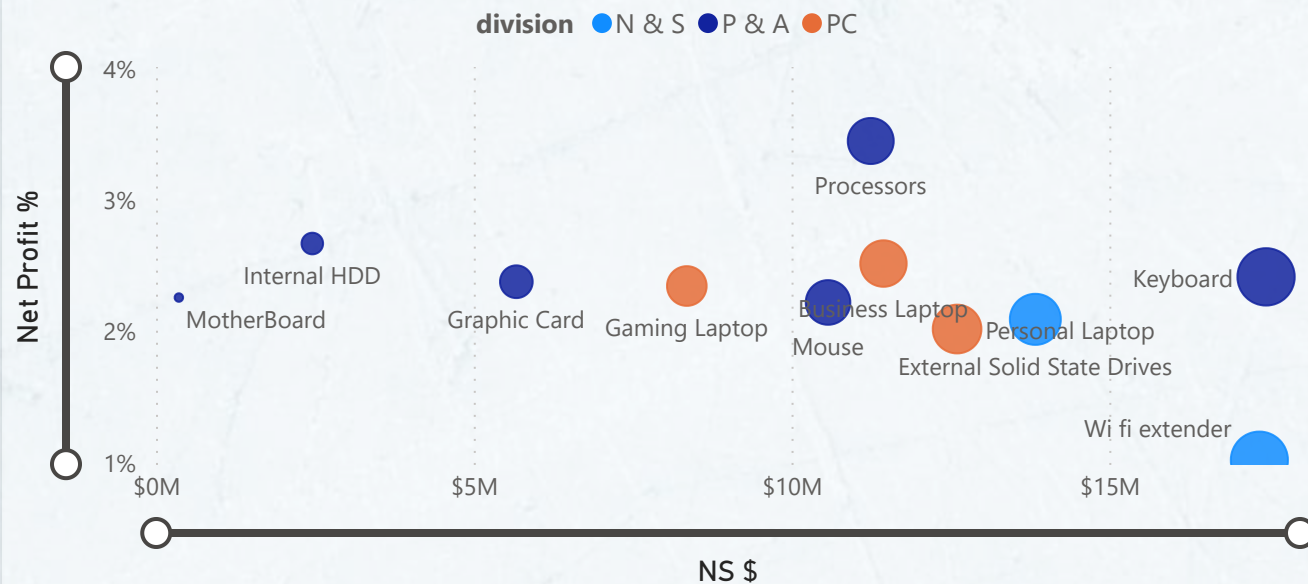
YTD

YTG

## Performance Matrix

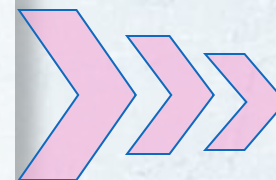
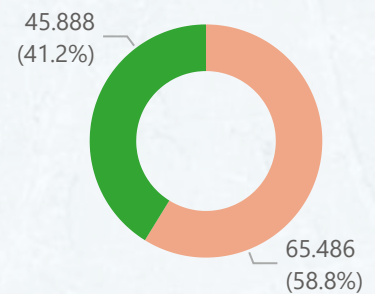
NS \$ vs GM %

NS \$ vs NP %

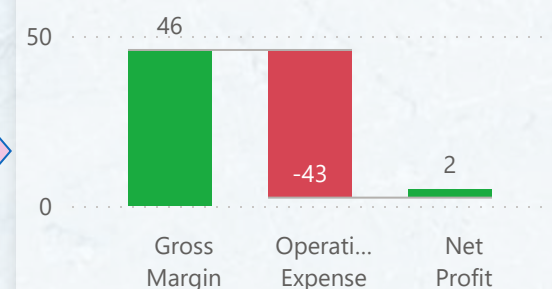


## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

86.45%✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)

Net Error

1547.8K!

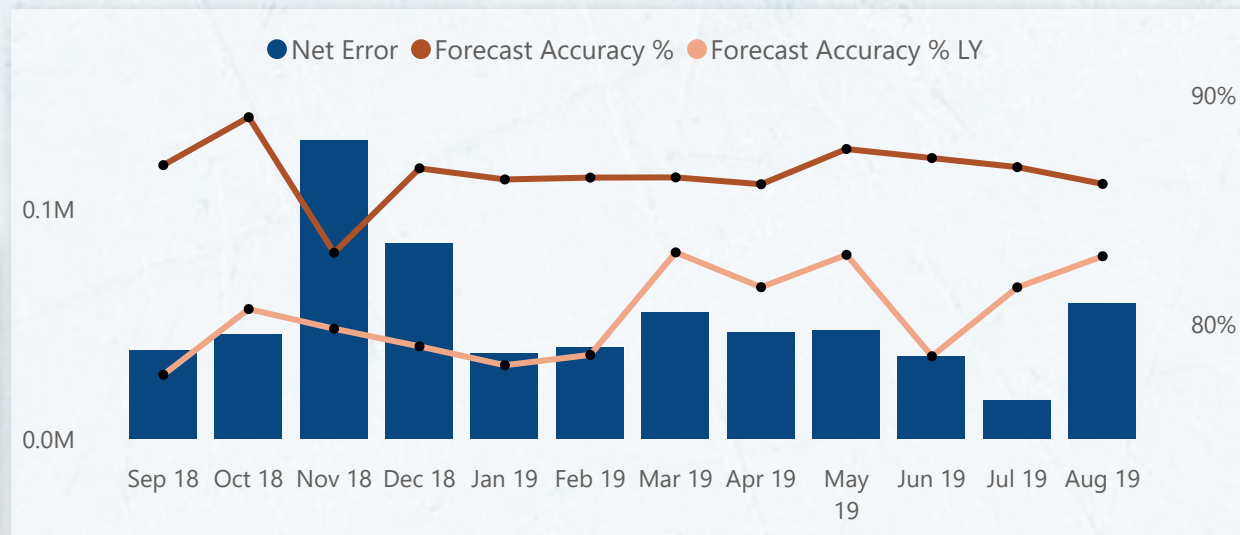
LY: 813.7K (+90.21%)

ABS Error

## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.19%	EI
Argos (Sainsbury's)	56.06%	55.33%	3879	8.40%	EI
Atliq e Store	76.51%	68.38%	37982	4.08%	EI
AtliQ Exclusive	76.67%	67.89%	92532	8.52%	EI
Boulanger	45.56%	40.83%	1993	6.08%	EI
Croma	48.82%	44.74%	45283	20.07%	EI
Digimarket	52.62%	44.10%	19920	17.38%	EI
Ebay	51.05%	51.42%	12676	4.13%	EI
Electricalsara Stores	52.73%	41.97%	7322	28.88%	EI
Electricalslance Stores	57.64%		3507	19.27%	EI
Electricalslytical	51.50%	44.88%	43072	16.91%	EI
Electricalsociety	52.63%	49.12%	64722	20.15%	EI
Euronics	57.34%	43.62%	3078	7.09%	EI
Expression	46.37%	45.67%	50774	20.02%	EI
Ezone	47.80%	42.50%	58241	23.76%	EI
Flawless Stores	47.26%		3166	24.24%	EI
Flinkart	50.68%	53.07%	13240	3.35%	EI
<b>Total</b>	<b>86.45%</b>	<b>80.31%</b>	<b>637478</b>	<b>5.58%</b>	<b>EI</b>

## Accuracy / Net Error Trend



## Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	80.25%	88.60%	432521	2.09%	EI
Notebook	83.02%	85.46%	-29145	2.28%	OOS
Networking	81.50%	84.87%	305573	1.02%	EI
Peripherals	85.06%	79.51%	-14576	3.02%	OOS
Accessories	90.20%	79.13%	-56895	2.34%	OOS
<b>Total</b>	<b>86.45%</b>	<b>80.31%</b>	<b>637478</b>	<b>2.21%</b>	<b>EI</b>

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





region, market

All

customer

All

segment, category...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

BM Target(s) is not available for the selected filters

\$111.37M✓

BM: (Blank) (+Infinity%)

Net Sales

41.20%✓

BM: (Blank) (+Infinity%)

GM %

2.21%✓

BM: (Blank) (+Infinity%)

Net Profit %

86.45%✓

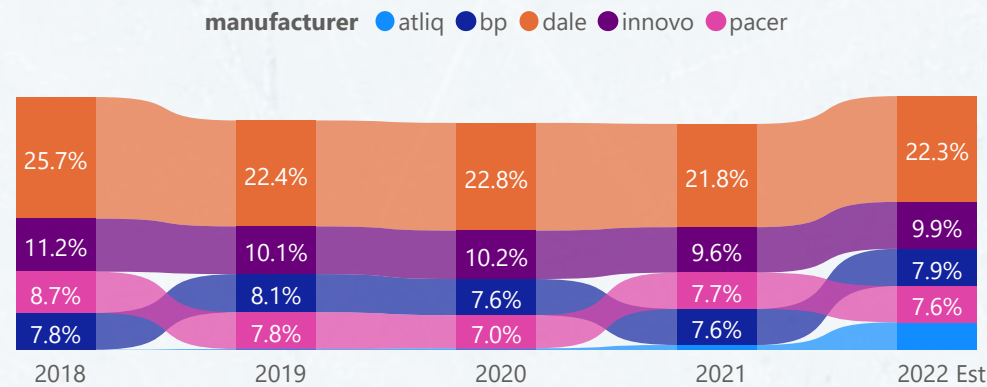
LY: 80.31% (+7.65%)

Forecast Accuracy

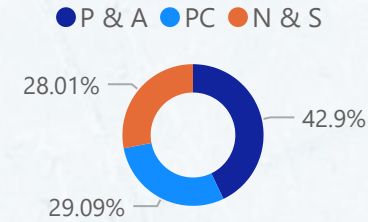
## Key Insights By Sub Zone

Sub Zone	NS \$	GM %	RC %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$22.0M	35.0%	19.8%	-9.05%	0.1%	-37.0%	OOS
NE	\$6.8M	36.8%	6.1%	-10.76%	0.1%	-6.6%	OOS
LATAM	\$0.8M	42.3%	0.7%	7.53%	0.0%	-27.2%	OOS
India	\$37.8M	42.3%	33.9%	-0.24%	0.6%	18.8%	EI
ANZ	\$4.7M	42.6%	4.3%	10.20%	0.0%	23.8%	EI
SE	\$10.4M	42.7%	0.2%	7.17%	0.5%	21.5%	OOS
Total	\$111.4M	41.2%	100.0%	2.21%	0.2%	5.6%	EI

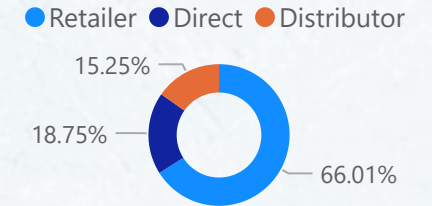
## PC Market Share Trend - AtliQ &amp; Competitors



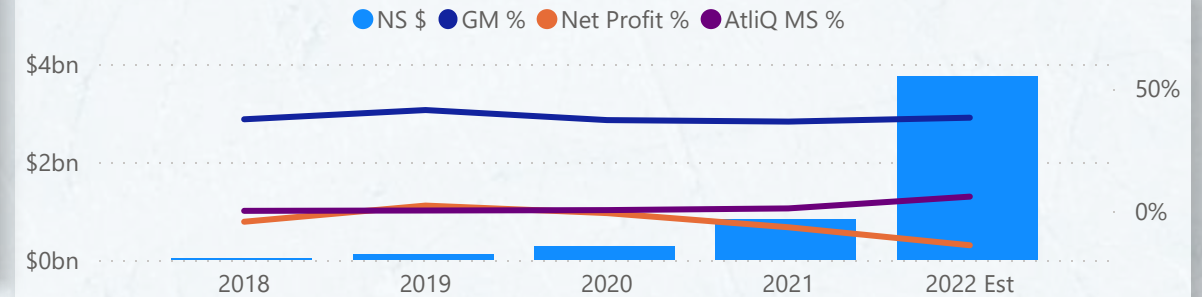
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	10.5%	48.41%
Leader	5.2%	48.13%
Sage	5.3%	43.70%
Amazon	13.8%	41.57%
AtliQ e Store	8.2%	40.99%
Total	43.0%	44.19%

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	5.1%	41.68%
AQ Digit SSD	5.6%	41.20%
AQ Gamers	5.7%	41.58%
AQ Neuer SSD	6.9%	40.91%
AQ Wi Power Dx1	11.6%	40.34%
Total	34.8%	40.99%

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



region, market



customer



segment, category, ...

All



All



All



2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

market	GM %
France	43.58%
United Kingdom	36.16%
<b>Total</b>	<b>41.28%</b>

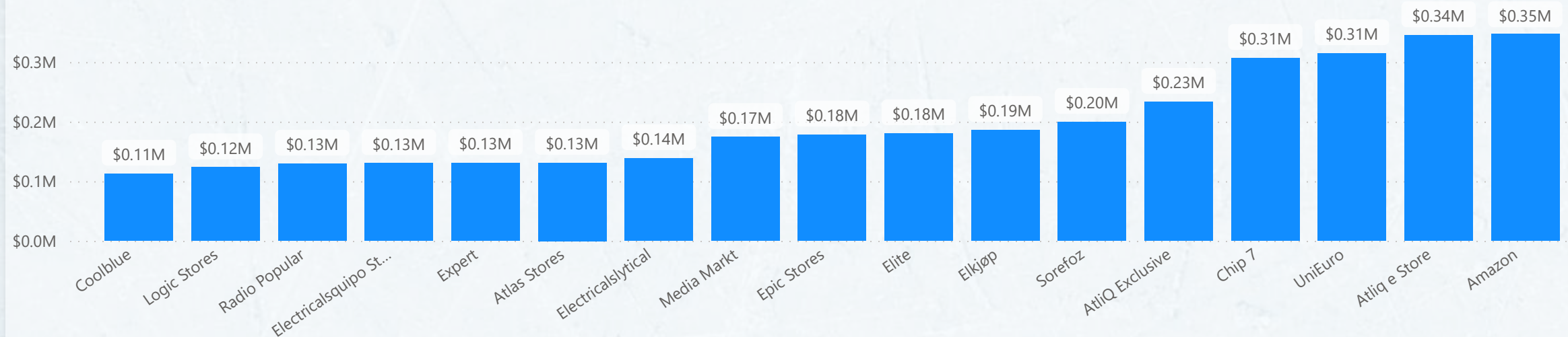
## Top 5 products by GM %

product	GM %	GM % LY
AQ 5000 Series Electron 8 5900X Desktop Processor	42.58%	43.84%
AQ 5000 Series Ultron 8 5900X Desktop Processor	42.66%	44.39%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	42.89%	44.18%
AQ Gamer 3	42.08%	
<b>Total</b>	<b>42.82%</b>	<b>44.01%</b>

## Bottom 5 products by GM %

product	GM %	GM % LY
AQ Elite	40.49%	
AQ MB Crossx 2	39.06%	
AQ WereWolf NAS	39.90%	
Internal Hard Drive HDD – 8.89 cm		
AQ Wi Power Dx1	40.43%	43.96%
AQ MB D-2	38.23%	
<b>Total</b>	<b>40.14%</b>	<b>43.96%</b>

## Total Post Invoice Deduction by Customers



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