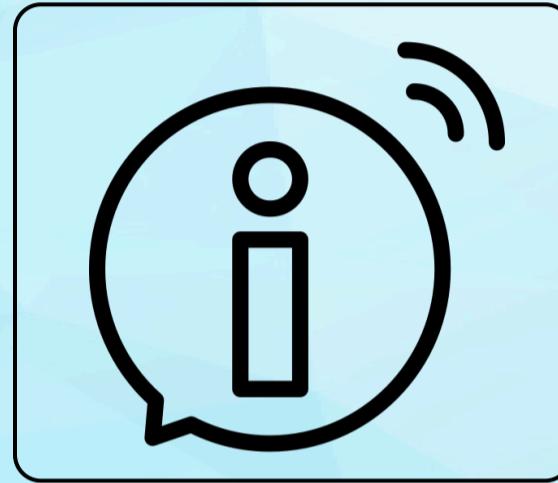




BUSINESS INSIGHTS 360



Info

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



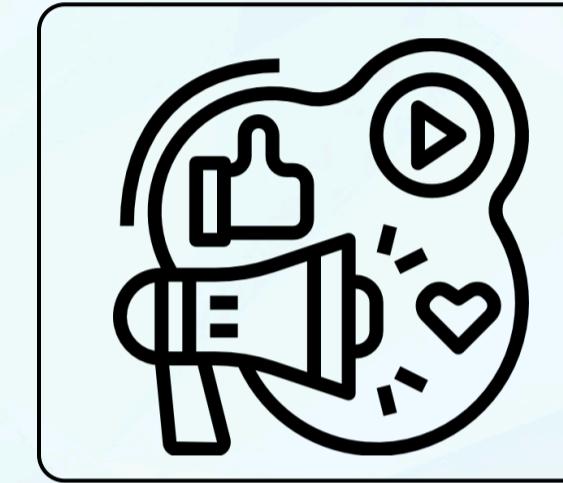
Finance View

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



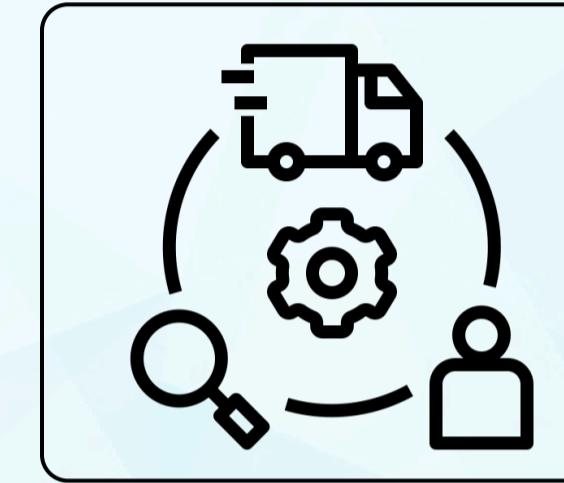
Sales View

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



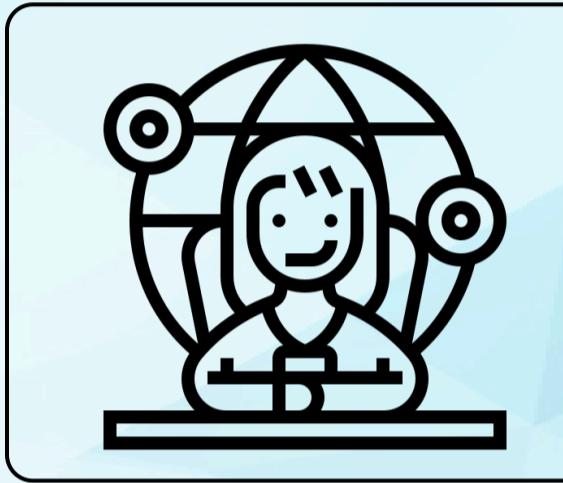
Marketing View

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 dimension of business.



Support

Get your issues resolved by connecting to our support specialist.

region, market
Allsegment, category, prod...
Allcustomer
All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

₹ 3,736.17M!
BM: ₹ 3,807.09M
(-1.86%)
Net Sales

38.08%!
BM: 38.34%
(-0.66%)
GM %

-13.98%✓
BM: -14.19%
(+1.47%)
Net Profit %

Profit & Loss Statement

Line Item	2022 EST	BM	chg	chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-1.12	-1.10	0.21	-1.17

BM = Benchmark LY = Last Year

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

region	P & L values	YOY_Chg %	segment	P & L values	YOY_Chg %
+ APAC	1,923.77	-2.48	+ Accessories	454.10	
+ NA	1,022.09	-1.24	+ Desktop	711.08	
+ EU	775.48	-1.13	+ Networking	38.43	
+ LATAM	14.82	-1.60	+ Notebook	1,580.43	
Total	3,736.17	-1.86	+ Peripherals	897.54	
			+ Storage	54.59	
			Total	3,736.17	-1.86



region, market

All

segment, category, prod...

All

customer

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

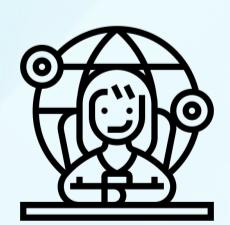
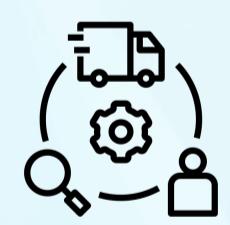
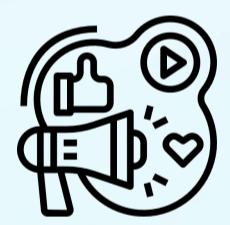
Q4

vs LY

vs
Target

YTD

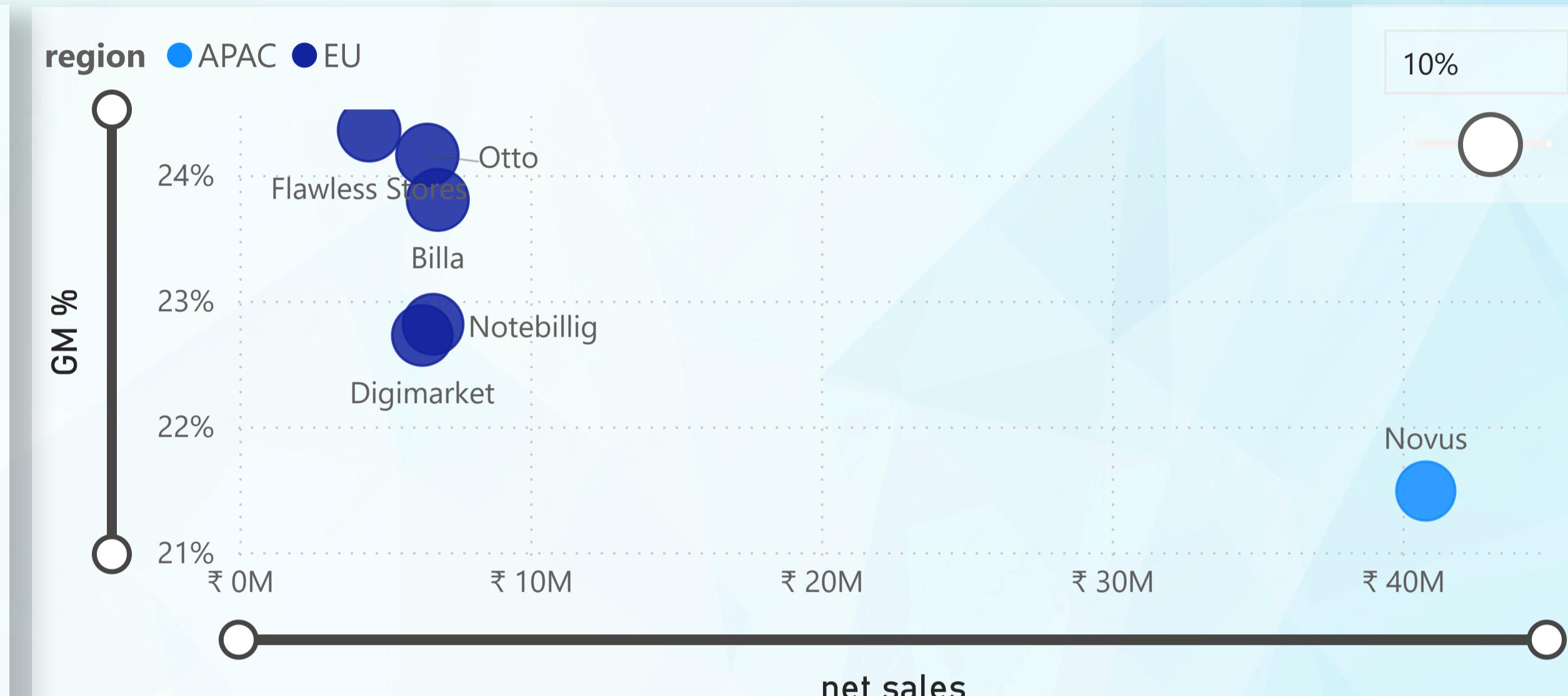
YTG



Customer Performance

customer	net sales	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%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%

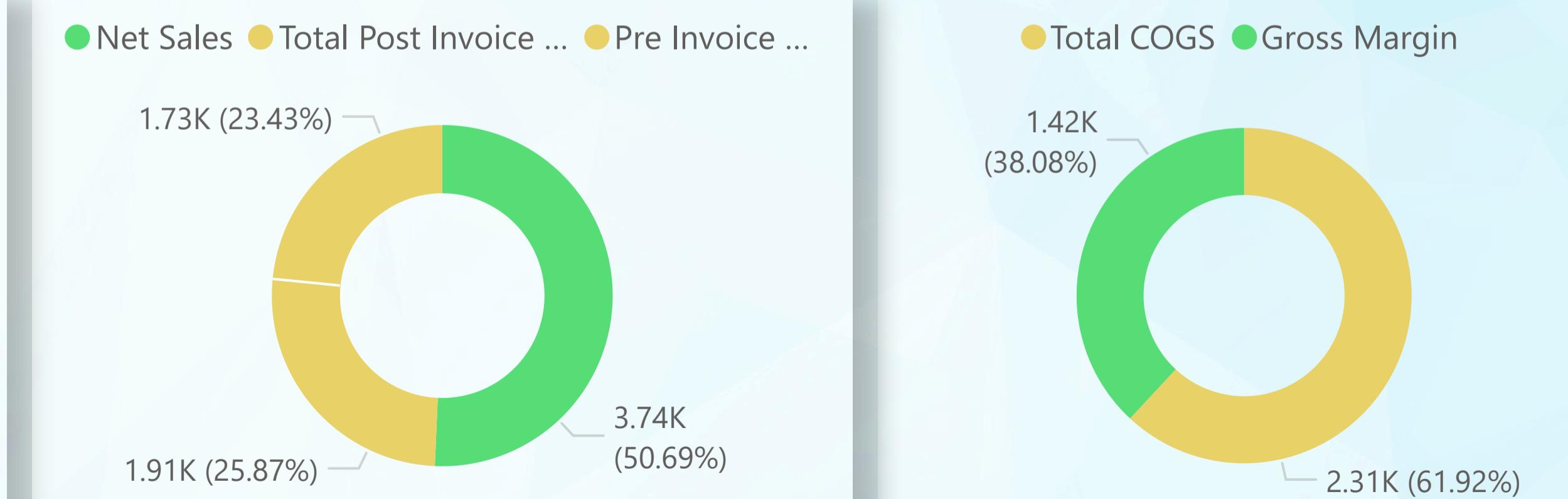
Performance Metrix



Product Performance

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

Unit Economics





region, market

All

segment, category, product

All

customer

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance



segment

net sales

GM

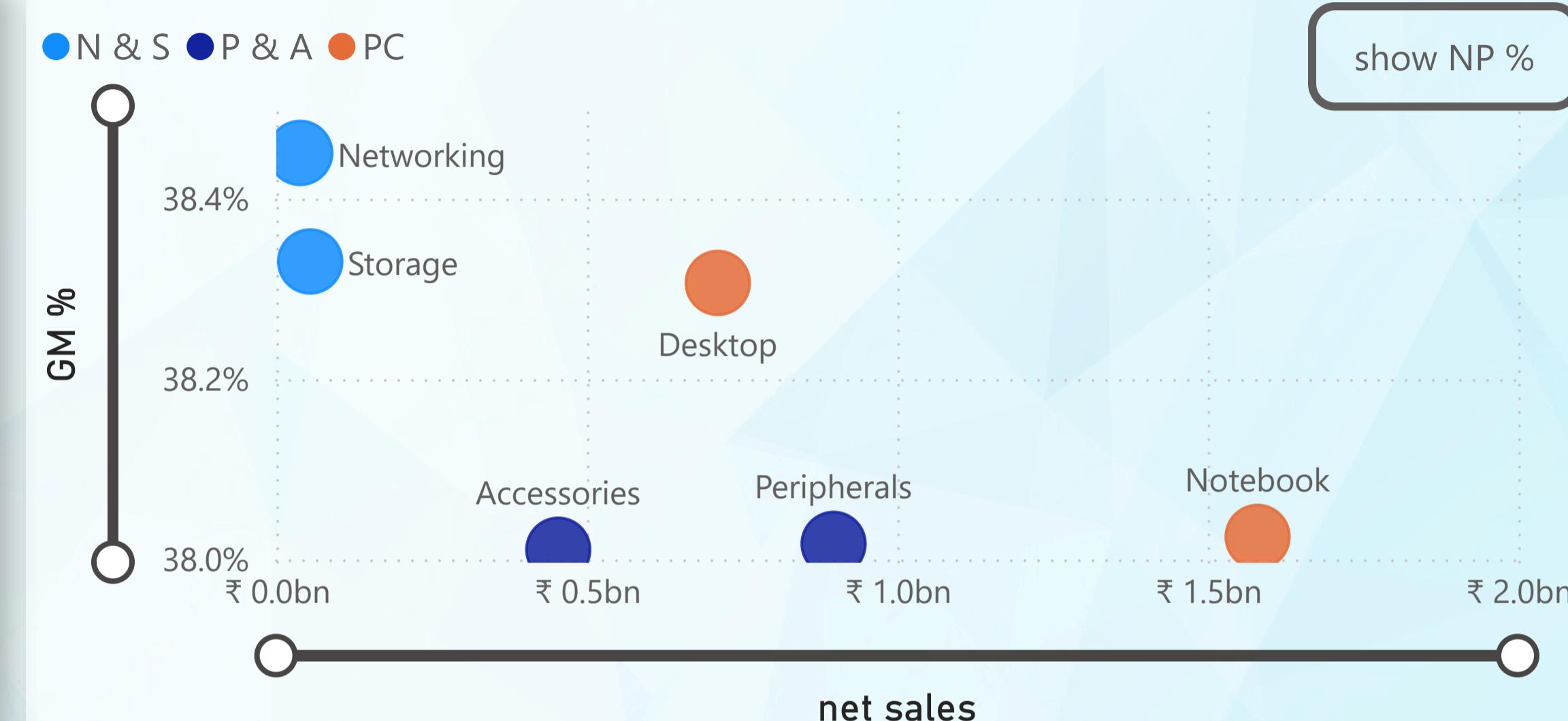
GM %

net_profit

net_profit %

+ Accessories	₹ 454.10M	₹ 172.61M	38.01%	63.78M₹	-14.05%
+ Peripherals	₹ 897.54M	₹ 341.22M	38.02%	125.91M₹	-14.03%
+ Notebook	₹ 1,580.43M	₹ 600.96M	38.03%	222.16M₹	-14.06%
+ Desktop	₹ 711.08M	₹ 272.39M	38.31%	97.79M₹	-13.75%
+ Storage	₹ 54.59M	₹ 20.93M	38.33%	7.51M₹	-13.76%
+ Networking	₹ 38.43M	₹ 14.78M	38.45%	5.27M₹	-13.72%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	522.42M₹	-13.98%

Performance Metrix



Region/Market/Customer Performance



region

net sales

GM

GM %

net_profit

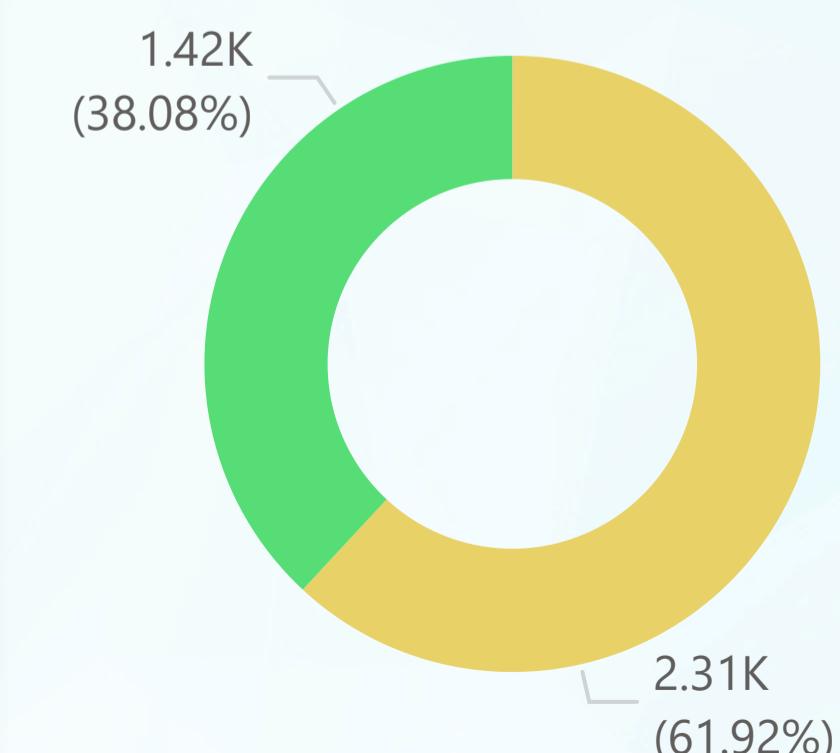
net_profit %

+ 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 Metrix

Total COGS

Gross Margin



Increase

Decrease





region, market

All

segment, category, prod...

All

customer

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

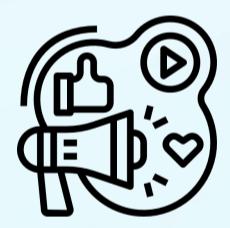
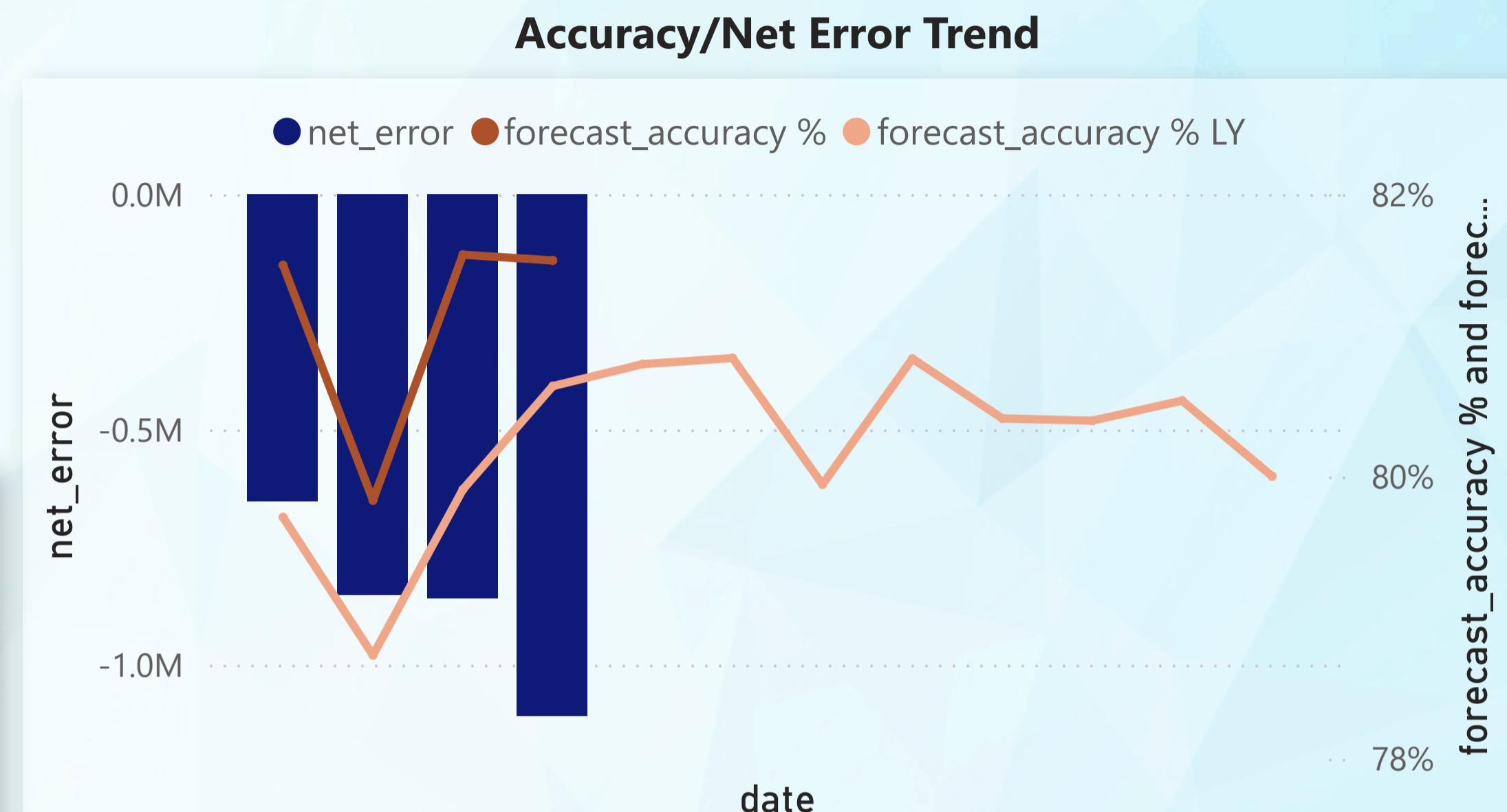
Q4

YTD

YTG

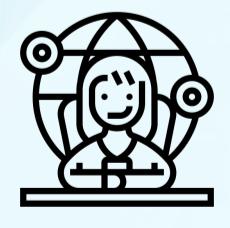
**81.17%** ✓
LY: 80.21% (+1.2%)**Forecast Accuracy****-3472.7K** ✓
LY: -751.7K
(-2720.98K)**Net Error****6899.0K** ✓
LY: 9780.7K
(-29.46%)**ABS Error****Key Metrics By Customer**

customer	forecast_accuracy %	forecast_accurcy % LY	net_error	net_error %	risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



Key Metrics By Products

segment	forecast_accuracy %	net_error	risk	net_error %
Networking	93.06%	-12967	OOS	-1.69%
Desktop	87.53%	78576	EI	10.24%
Accessories	87.42%	341468	EI	1.72%
Notebook	87.24%	-47221	OOS	-1.69%
Storage	71.50%	-628266	OOS	-25.61%
Peripherals	68.17%	-3204280	OOS	-31.83%
Total	81.17%	-3472690	OOS	-9.48%



region, market
Allsegment, category, prod...
Allcustomer
All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

vs LY

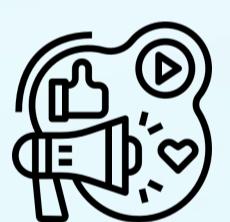
vs
Target

₹ 3,736.17M !
BM: ₹ 3,807.09M
(-1.86%)
Net Sales

38.08% !
BM: 38.34%
(-0.66%)
GM %

-13.98% ✓
BM: -14.19%
(+1.47%)
Net Profit %

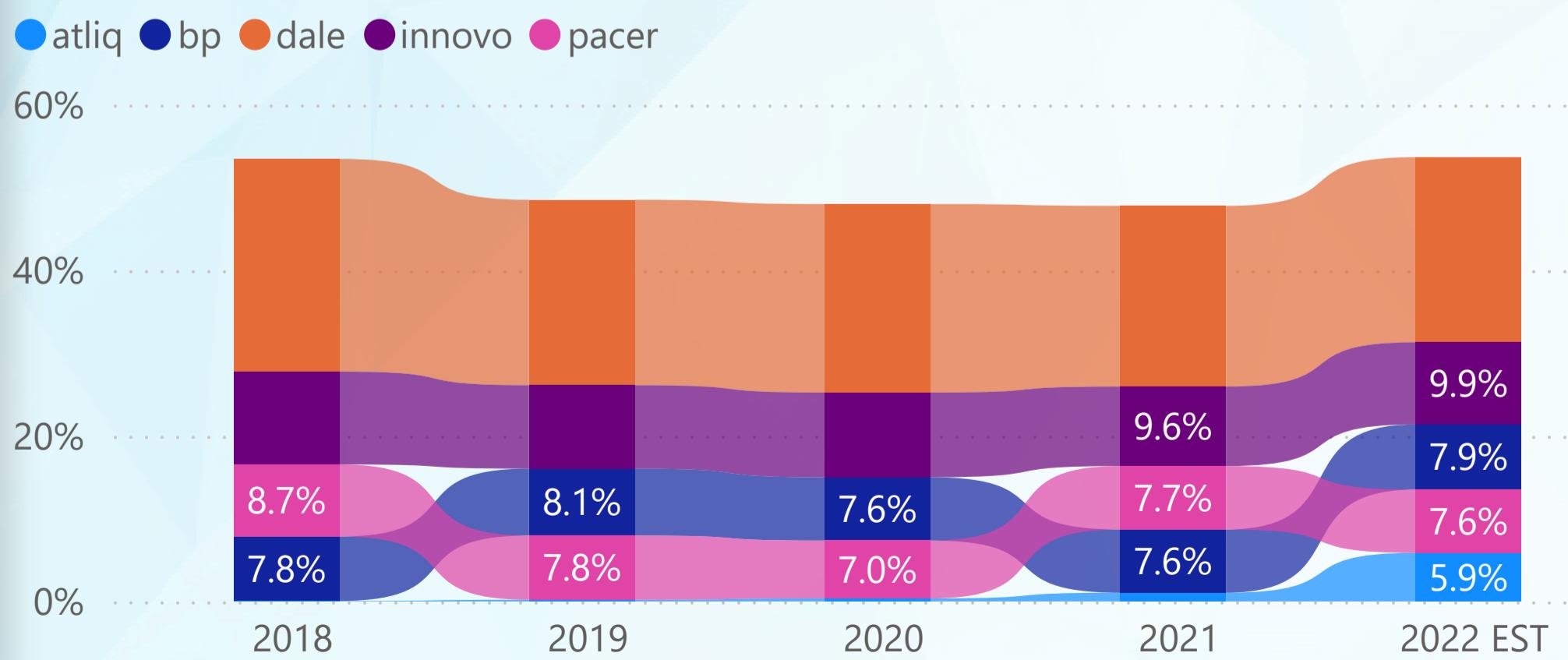
81.17% ✓
LY: 80.21%
(+1.2%)
Forecast Accuracy %



Key Insights By Sub Zone

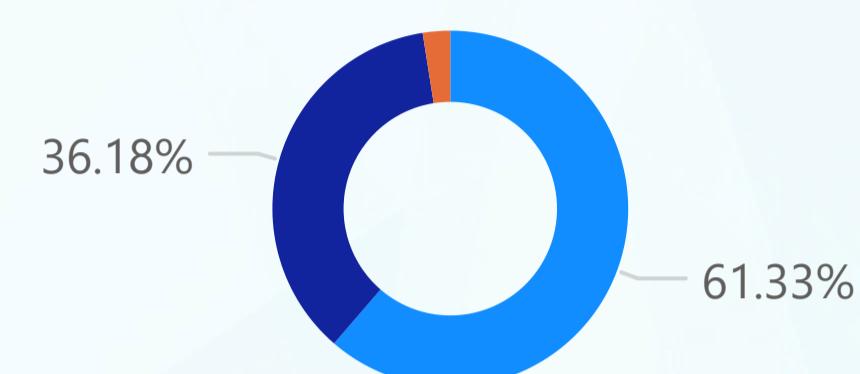
sub_zone	net sales	RC %	GM %	net_profit %	atliq market share %	risk
LATAM	₹ 14.8M	0.4%	35.0%	↓	-2.9%	EI
ANZ	₹ 189.8M	5.1%	43.5%	↓	-7.4%	OOS
NA	₹ 1,022.1M	27.4%	45.0%	↓	-14.2%	EI
NE	₹ 457.7M	12.3%	32.8%	↓	-18.1%	OOS
ROA	₹ 788.7M	21.1%	34.2%	↓	-6.3%	OOS
India	₹ 945.3M	25.3%	35.8%		-23.0%	OOS
Total	₹ 3,736.2M	100.0%	38.1% ↓	-14.0%	5.9% OOS	

PC Market Share Trend - AtliQ & Competitors

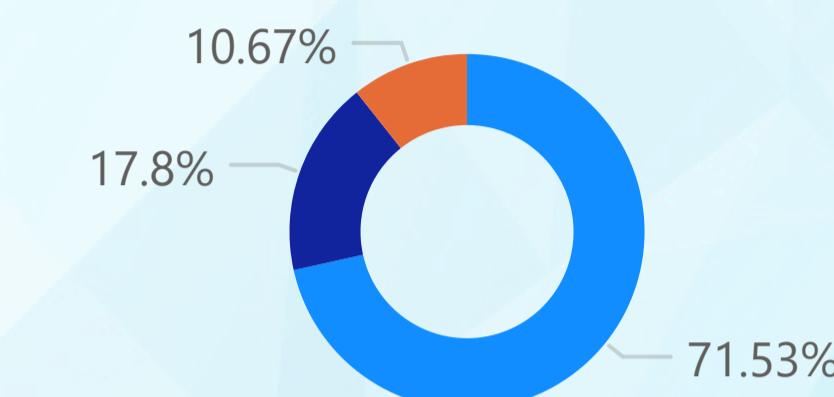


BM = Benchmark LY = Last Year EI = Excess Inventory OOS = Out Of Stock

Revenue By Division

● PC
 ● P & A
 ● N & S
 

Revenue By Channel

● Retailer
 ● Direct
 ● Distributor
 

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

● net sales
 ● GM %
 ● net_profit %
 ● atliq market share %

₹ 4bn

₹ 2bn

₹ 0bn

2018

2019

2020

2021

2022 EST

FY_DESC

50%

0%

Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
AtliQ e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products By Revenue

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