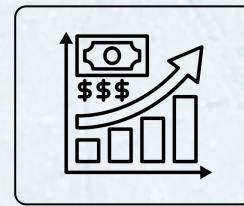


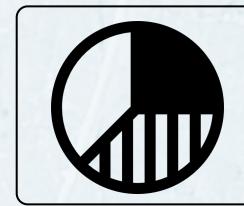
Business Insights 360



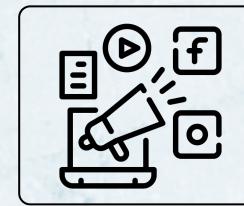
Info



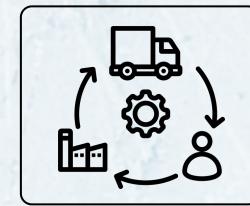
Finance



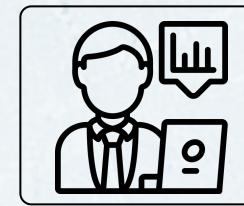
Sales View



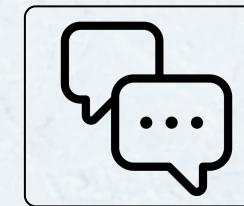
Marketing



Supply Chain



Executive



Support

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Get your **issues resolved** by connecting to our support specialist.

region, market

All

segment, catego...

All

customer

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$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 %



Profit and 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	-540.27	17.84	-3.30
Net Profit %	-13.98	-14.19	0.21	-1.47



Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L	P & L Chg
	Values	
+ APAC	1,923.77	-48.92
+ EU	775.48	-8.89
+ LATAM	14.82	-0.24
+ NA	1,022.09	-12.87
Total	3,736.17	-70.92

segment	P & L	P & L Chg
	Values	
+ Storage	54.59	
+ Peripherals	897.54	
+ Notebook	1,580.4	
	3	
+ Networking	38.43	
+ Desktop	711.08	
+ Accessories	454.10	

BM = Benchmark,, LY = Last year

region, market
All

segment, catego...
All

customer
All

2019

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Est

Q1

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Q4

YTD

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vs LY

vs
Target

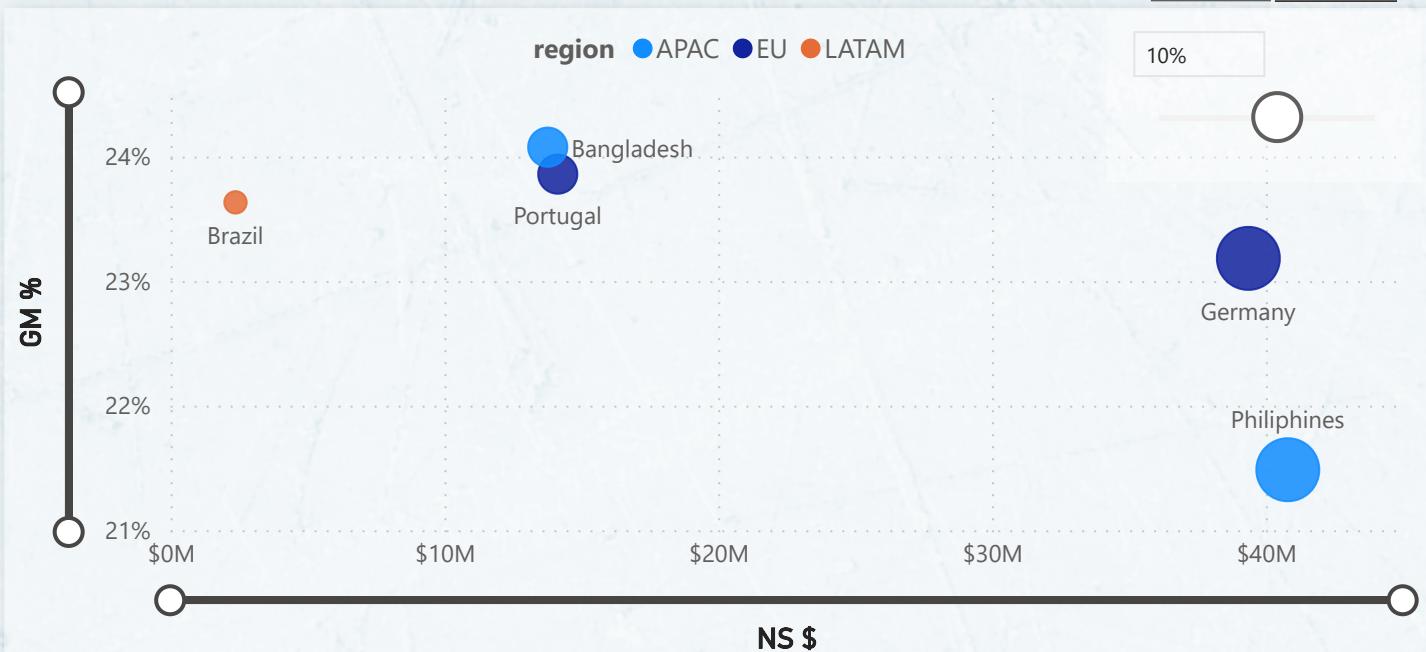
Customer Performance

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%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsociety	\$67.76M	\$24.41M	36.03%
Staples	\$64.20M	\$24.99M	38.92%
Total	\$3,736.17M	\$1,422.88M	38.08%

Product Performance

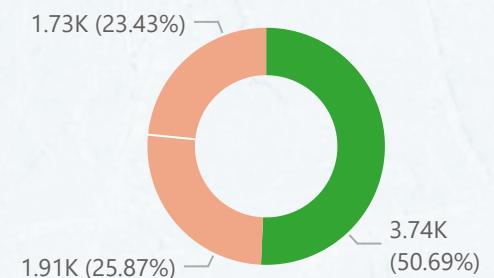
segment	NS \$	GM \$	GM %
Networking	\$38.43M	\$14.78M	38.45%
Storage	\$54.59M	\$20.93M	38.33%
Desktop	\$711.08M	\$272.39M	38.31%
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Accessories	\$454.10M	\$172.61M	38.01%
Total	\$3,736.17M	\$1,422.88M	38.08%

Performance Matrix

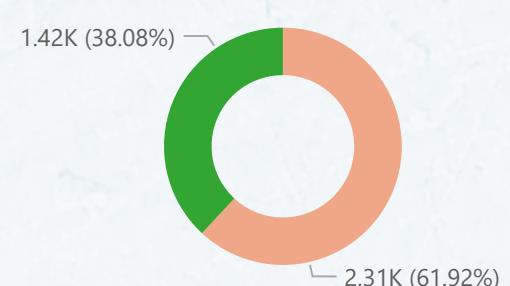


Unit Economics

Net Sales Total Post Invoice Pre Invoice ...



Total COGS Gross Margin



region, market

All

segment, catego...

All

customer

All

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Q4

YTD

YTG

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 GM %

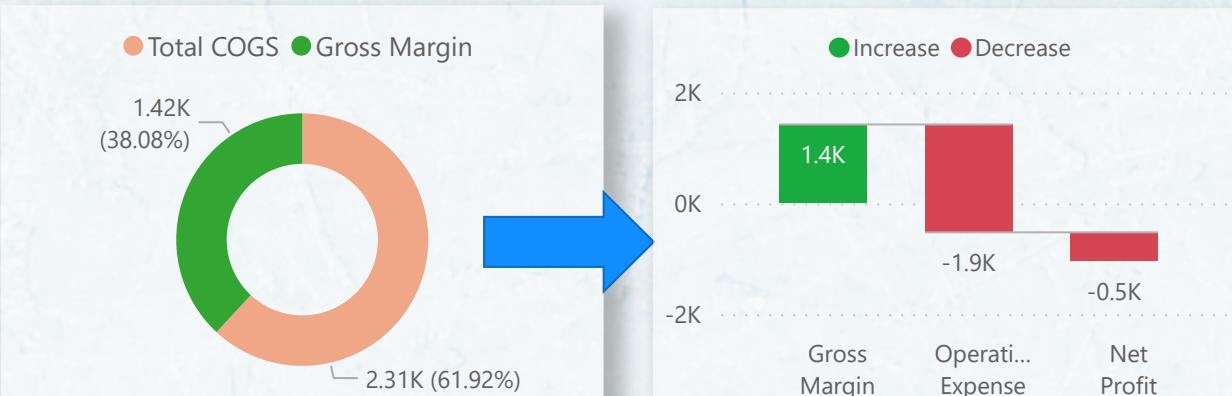
Performance Matrix



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



region, market

All

segment, catego...

All

customer

All

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Q4

YTD

YTG

**81.17%✓**

LY: 0.80 (+1.2%)

Forecast Accuracy**-3472.69K✓**

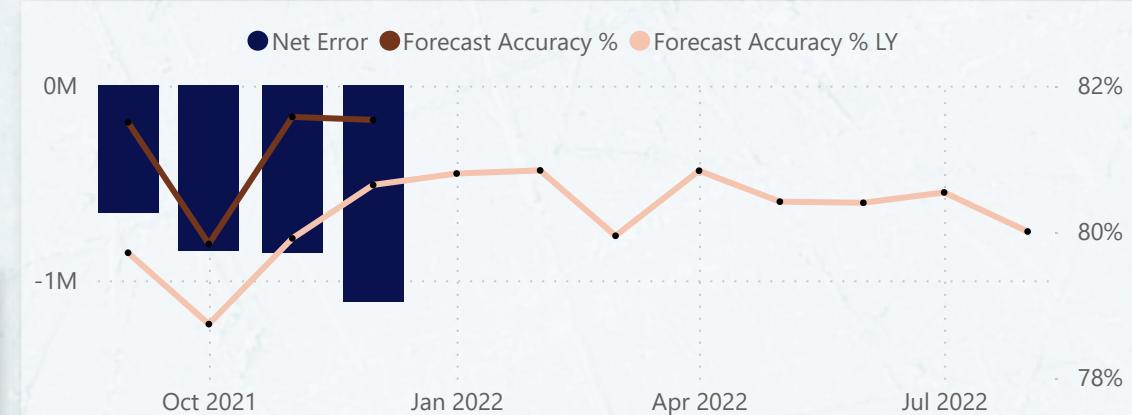
LY: -751.71K (-361.97%)

Net Error**6899.04K✓**

LY: 9780.74K (-29.46%)

ABS Error**Key Metrics By Customer**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74% EI	
BestBuy	46.60%	0.35	81179	16.72% EI	
Billa	42.63%	0.18	3704	3.91% EI	
Circuit City	46.17%	0.35	85248	16.55% EI	
Control	52.06%	0.47	64731	13.01% EI	
Costco	51.95%	0.49	101913	15.79% EI	
Currys (Dixons Carphone)	54.29%	0.36	8104	6.00% EI	
Leader	48.72%	0.24	166751	10.98% EI	
Logic Stores	52.49%	0.51	6430	2.37% EI	
Nomad Stores	53.44%	0.51	3394	1.34% EI	
Notebillig	42.70%	0.19	1141	1.31% EI	
Otto	45.76%	0.18	1962	2.41% EI	
Path	50.57%	0.46	91486	14.91% EI	
Radio Shack	45.64%	0.38	69253	16.48% EI	
Sage	50.72%	0.34	154291	10.06% EI	
Saturn	41.54%	0.19	2197	2.85% EI	
Staples	54.45%	0.49	79821	11.51% EI	
Total	81.17%	0.80	-3472690	-9.48% OOS	

**Accuracy / Net Error Trend****Key Metrics By Product**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	0.78	341468	-14.05%	EI
Desktop	87.53%	0.84	78576	-13.75%	EI
Networking	93.06%	0.90	-12967	-13.72%	OOS
Notebook	87.24%	0.80	-47221	-14.06%	OOS
Peripherals	68.17%	0.83	-3204280	-14.03%	OOS
Storage	71.50%	0.84	-628266	-13.76%	OOS
Total	81.17%	0.80	-3472690	-13.98%	OOS

region, market
All

segment, catego...
All

customer
All

2019

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Q1

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Q3

Q4

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 %

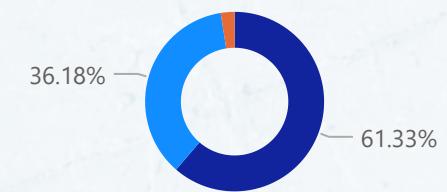
81.17%✓
BM: 0.80 (+1.2%)
Forecast Accuracy

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.87%	EI
India	\$945.3M	25.3%	35.8%		-23.0%	13.26%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.32%	OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.80%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.40%	-55.5% OOS
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.36%	-37.6% OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.28%	3.4% EI
Total	\$3,736.2M	100.0%	38.1% ↓	-14.0%	5.87%	-9.5% OOS	

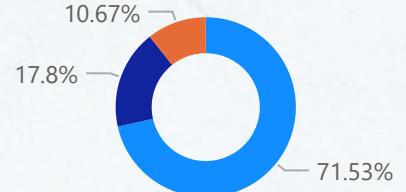
Revenue by Division

● PC ● P & A ● N & S



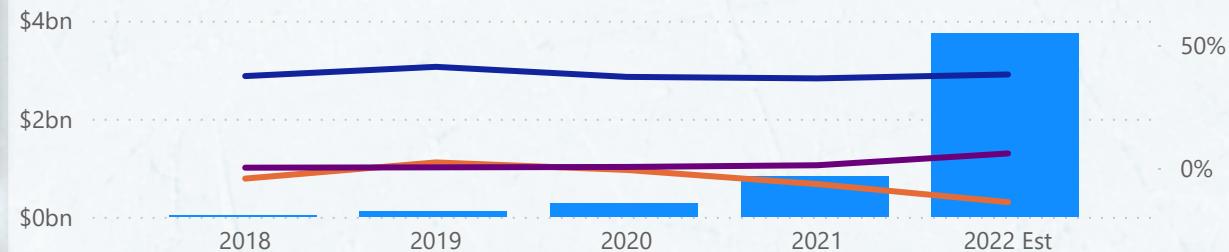
Revenue by Channel

● Retailer ● Direct ● Distributor



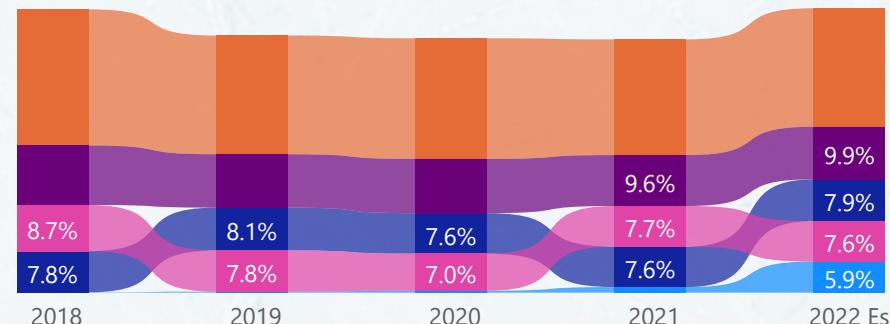
Key Insights by Sub Zone

● 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	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
AtliQ Exclusive	9.67%	46.01%
AtliQ e Store	8.14%	36.88% ↓
Total	38.23%	39.19% ✓

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
Total	23.19%	38.06% ✓

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