



Business Insights 360



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...



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.



Information



Support

06 September 2024

Sales data loaded until : Dec 21

Values are in Dollars & Millions

\$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 & 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 %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	P & L values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86

region	P & L values	P & L Chg %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24
Total	3,736.17	-1.86

FILTERS

Select Benchmark (BM)

vs LY

vs Target

YTD

YTG

2018

2019

2020

2021

Q1

Q2

Q3

Q4

region

All

market

All

customer

All

Abbreviations

BM = Benchmark | LY=Last Year

NP= Net Profit | Chg = Change

GM = Gross Margin | NS = Net Sales

All values in Million \$



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



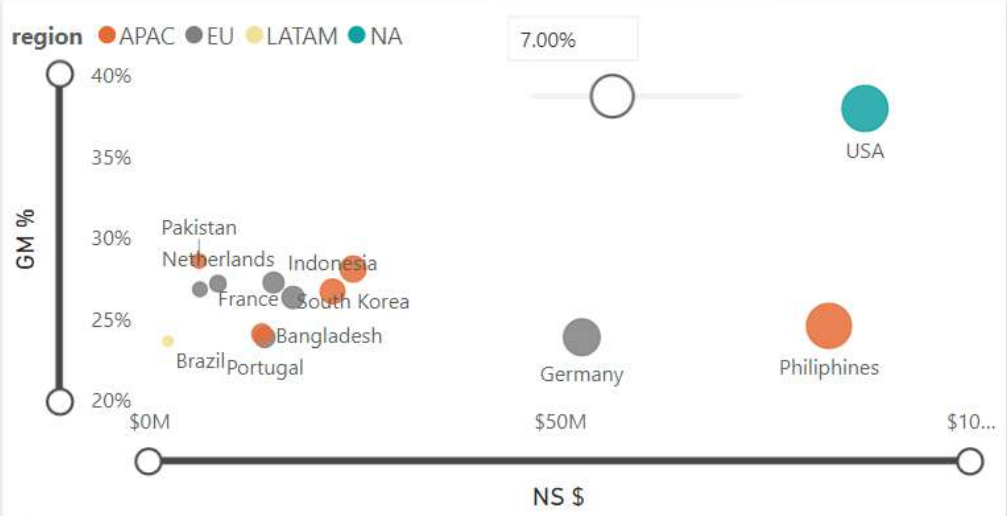
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	customer 36M	\$29.5798321084M	40.32%
All-Out	\$4.41M	\$1.6817002356M	38.17%
Amazon	\$496.88M	\$182.7664478316M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.3009773347M	38.70%
Atlas Stores	\$17.14M	\$5.42655745M	31.66%
Atliq e Store	\$304.10M	\$112.1478702219M	36.88%
AtliQ Exclusive	\$361.12M	\$166.1468767196M	46.01%
BestBuy	\$49.34M	\$22.1497335852M	44.89%
Billa	\$6.82M	\$1.6242190652M	23.80%
Boulanger	\$26.02M	\$10.3946967538M	39.95%
Total	\$3,736.17M	\$1,422.879725019M	38.08%

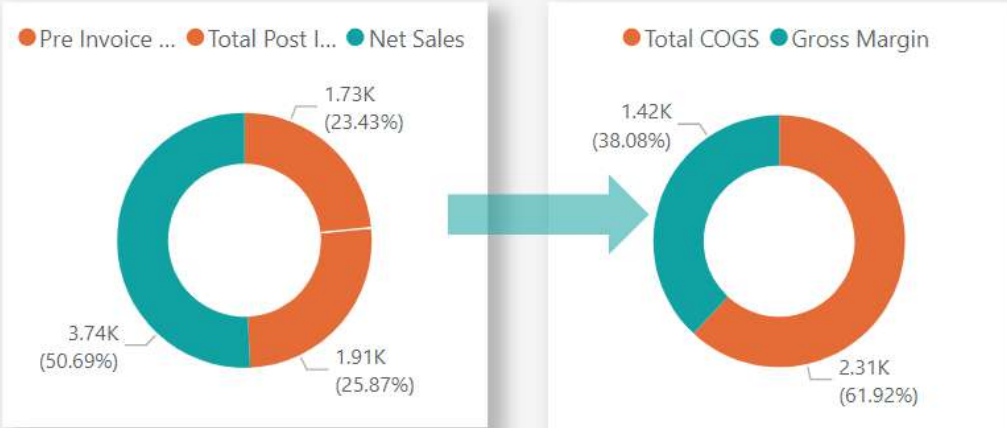
Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	\$14.7784762547M	38.45%
Storage	\$54.59M	\$20.9258353414M	38.33%
Accessories	\$454.10M	\$172.6059728555M	38.01%
Desktop	\$711.08M	\$272.3887754789M	38.31%
Peripherals	\$897.54M	\$341.2200135041M	38.02%
Notebook	\$1,580.43M	\$600.9606515843M	38.03%
Total	\$3,736.17M	\$1,422.879725019M	38.08%

Performance Matrix



Unit Economics



FILTERS

Select Benchmark (BM)

vs LY vs Target

YTD YTG

2018 2019 2020 2021

Q1 Q2 Q3 Q4

region

All

market

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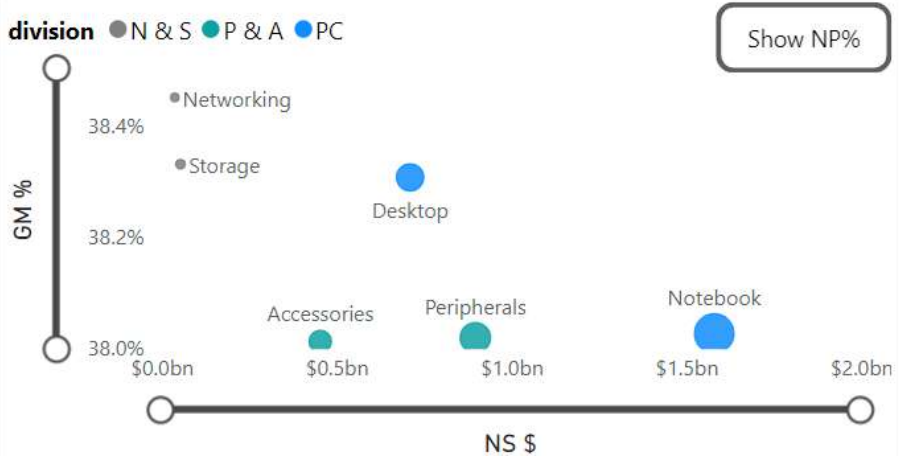
EXECUTIVE



Region / Market / Customer performance

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

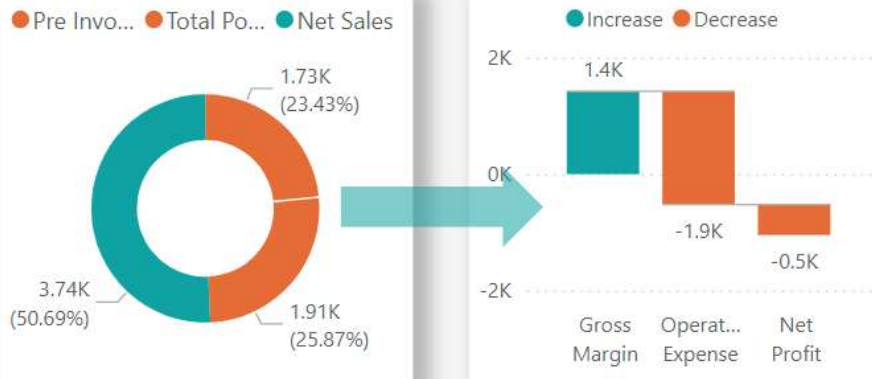
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
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%

Unit Economics



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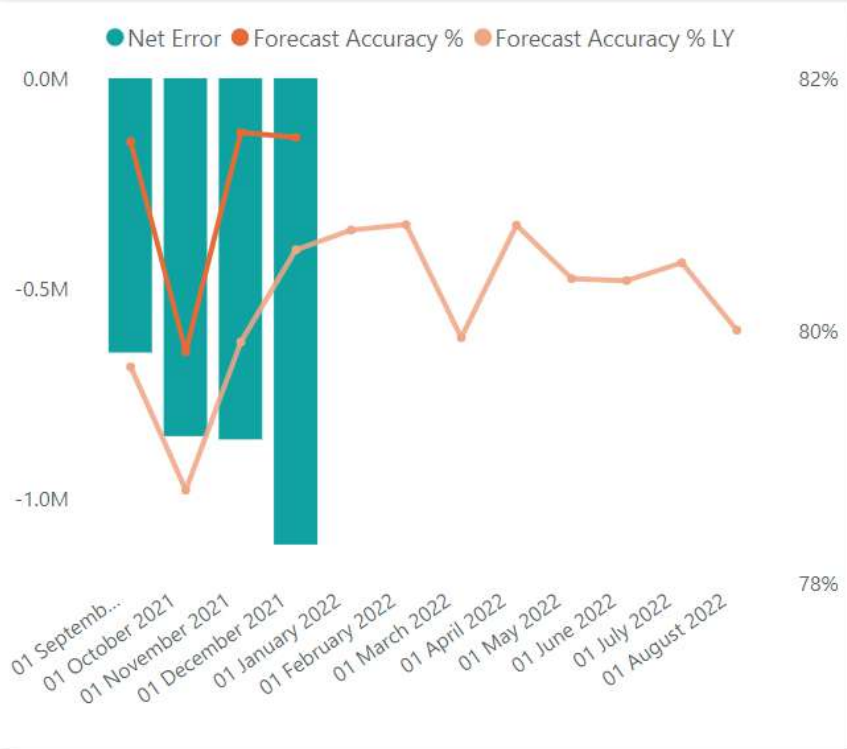
EXECUTIVE



81.17%✓
LY: 80.21%
(+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 Customers					
Customer	Forecast Accuracy %	Forecast Accuracy % 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
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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

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

Donut chart illustrating the distribution of sales channels:

- Retailer: 71.53%
- Direct: 17.8%
- Distributor: 10.67%

Year	NS \$ (\$bn)	GM %	Net Profit %	AtliQ MS %
2018	~0.1	~45%	~10%	~10%
2019	~0.2	~48%	~15%	~12%
2020	~0.3	~45%	~12%	~12%
2021	~0.5	~45%	~8%	~12%
2022 Est	~3.8	~45%	~5%	~15%

Year	Male 18-29	Male 30-49	Male 50+	Female 18-29	Female 30-49	Female 50+
2018	12.56%	13.12%	1.21%	36.56%	25.68%	25.68%
2019	10.07%	12.32%	1.07%	51.50%	22.39%	22.39%
2020	10.23%	11.77%	1.02%	52.02%	22.76%	22.76%
2021	9.92%	11.36%	1.02%	52.23%	21.82%	21.82%
2022 Est.	9.92%	12.43%	1.01%	46.36%	22.35%	22.35%

customer	RC %	GM %
Amazon	13.30%	36.78% ▼
Atliq e Store	8.14%	36.88% ▼
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ▼
Total	38.23%	39.19%

product	RC %	GM %
AQ Home Allin1	4.13%	38.71%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

2021

Q4

All

All values in Million \$

