



Business Insights 360



Info



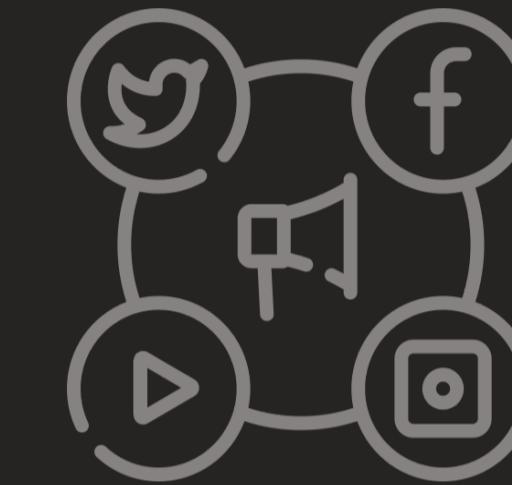
Finance View

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.**



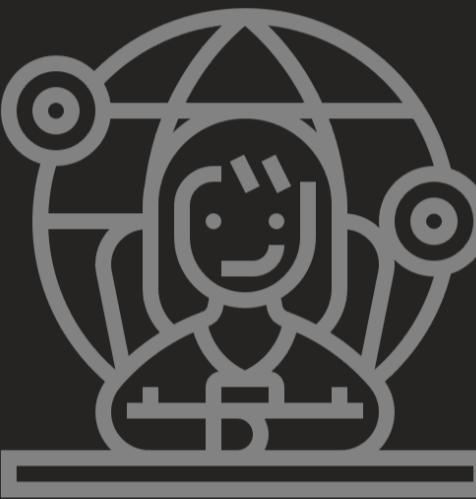
Marketing View

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.

Sales data loaded until : Dec 21

Report Refresh Date : Wednesday, 29 October, 2025

Values are in Dollars & Millions



Support



region, market	customer	segment, category, product	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All										



Home

vs LY vs Target

Net Sales Performance Over Time



Finance

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

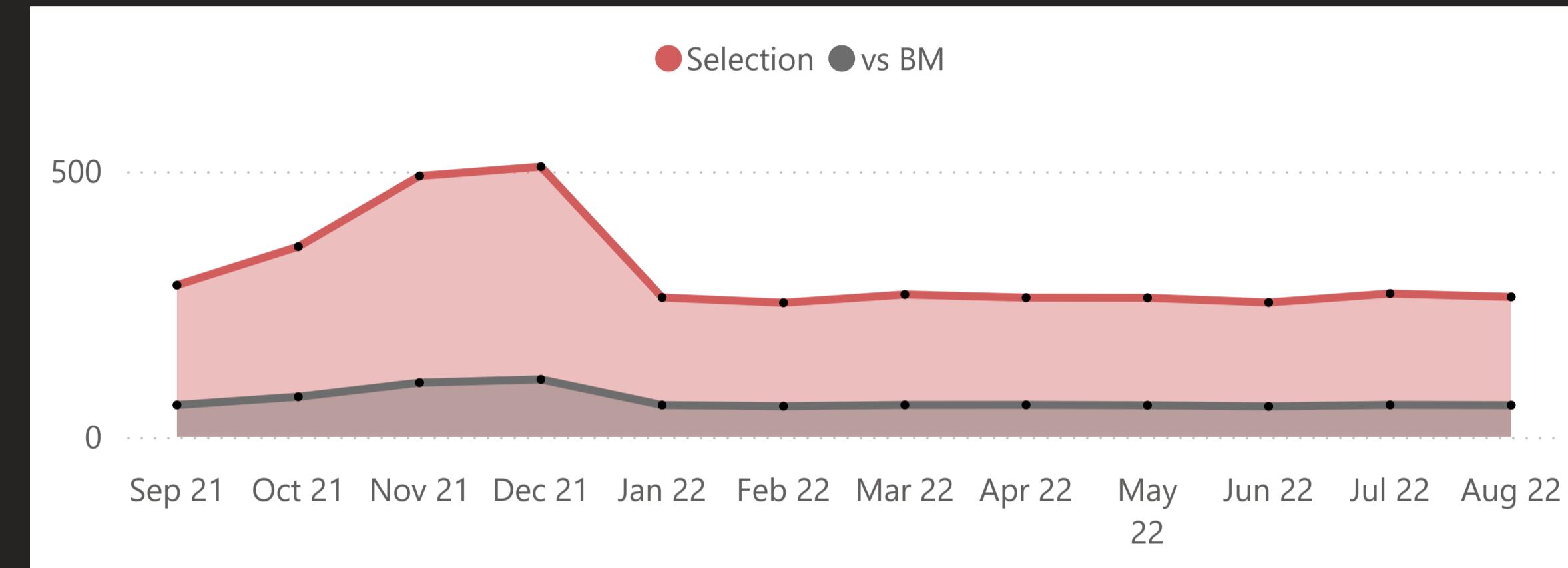
BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %



Sales

Profit and Loss Statement



Marketing

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



Executive



Supply Chain



Info

Top / Bottom Products & Customers by Net Sales

region	P and L values	P & L Chg %	segment	P and L values	P & L Chg %
		%			
+ APAC	1,923.77	335.27	+ Accessories	454.10	85.46
+ EU	775.48	286.26	+ 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
Total	3,736.17	353.50	+ Peripherals	897.54	439.03
			+ Storage	54.59	0.32
			Total	3,736.17	353.50

BM = Benchmark

LY = Last Year

GM= Gross Margin

NS= Net Sales

NP= Net Profit

Chg= Change

Values are in Millions \$



region, market
All

customer
All

segment, category, product
All

2019
2020
2021
2022
Est

Q1
Q2
Q3
Q4

YTD
YTG

vs LY
vs Target



Home



Finance



Sales



Marketing



Supply Chain



Executive



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Abbreviations

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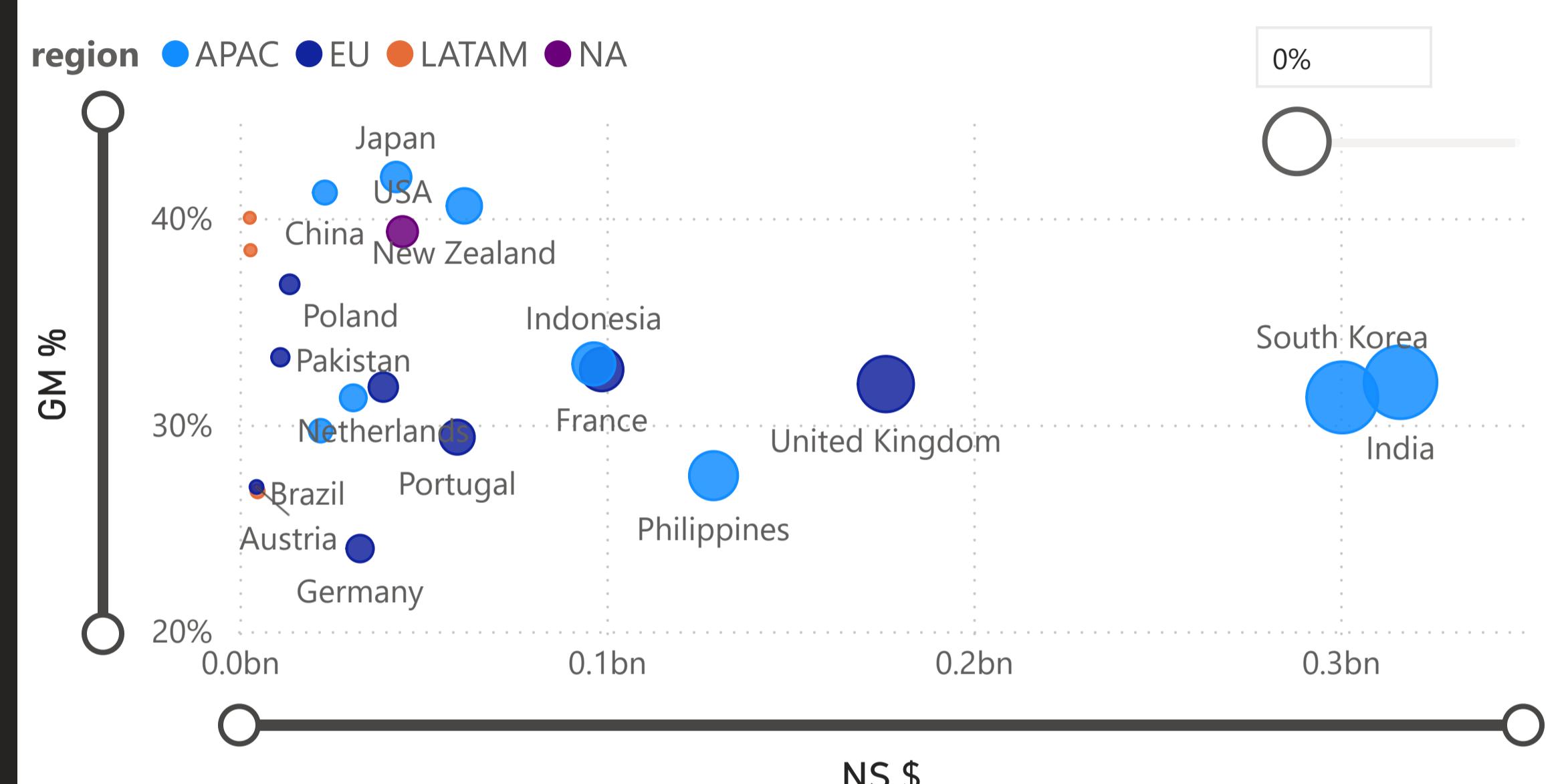
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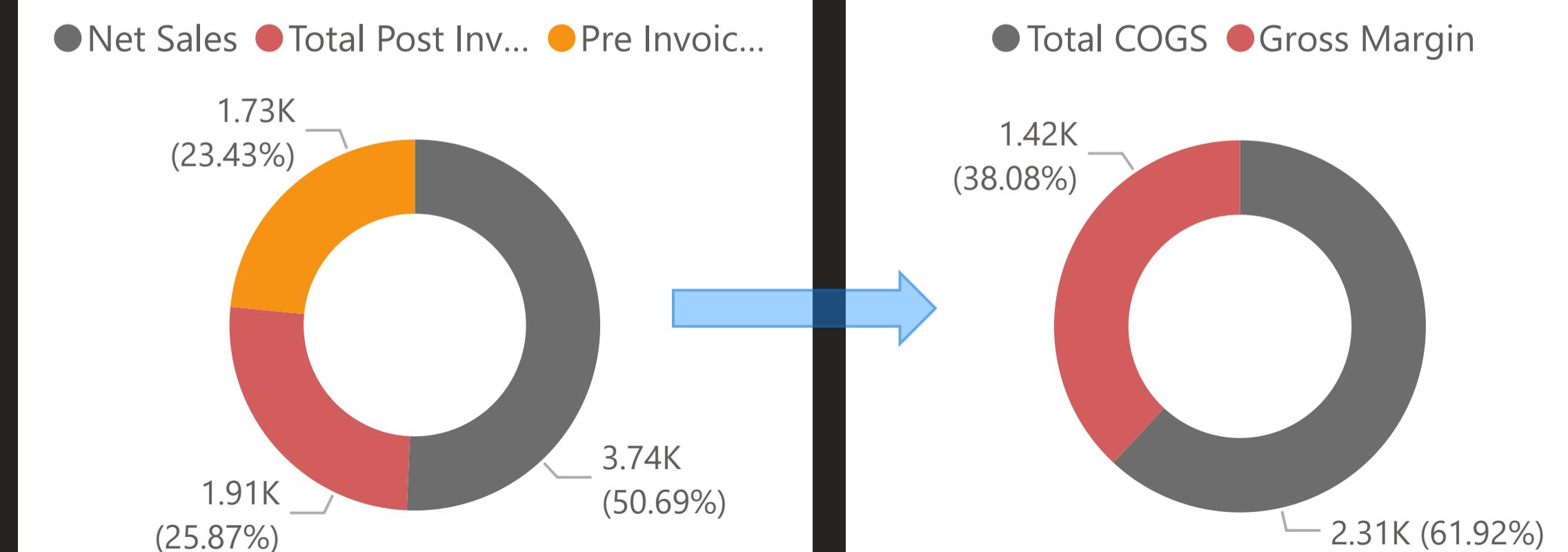
Values are in Millions \$

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	73.36M	29.58M	40.32%
All-Out	4.41M	1.68M	38.17%
Amazon	496.88M	182.77M	36.78%
Argos (Sainsbury's)	13.70M	5.30M	38.70%
Atlas Stores	17.14M	5.43M	31.66%
AtliQ e Store	304.10M	112.15M	36.88%
AtliQ Exclusive	361.12M	166.15M	46.01%
BestBuy	49.34M	22.15M	44.89%
Billa	6.82M	1.62M	23.80%
Boulanger	26.02M	10.39M	39.95%
Chip 7	25.62M	8.26M	32.24%
Chiptec	18.93M	7.37M	38.94%
Total	3,736.17M	1,422.88M	38.08%

Performance Matrix**Product Performance**

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

Unit Economics



region, market

customer

segment, category, product

All

All

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



Home



Finance



Sales



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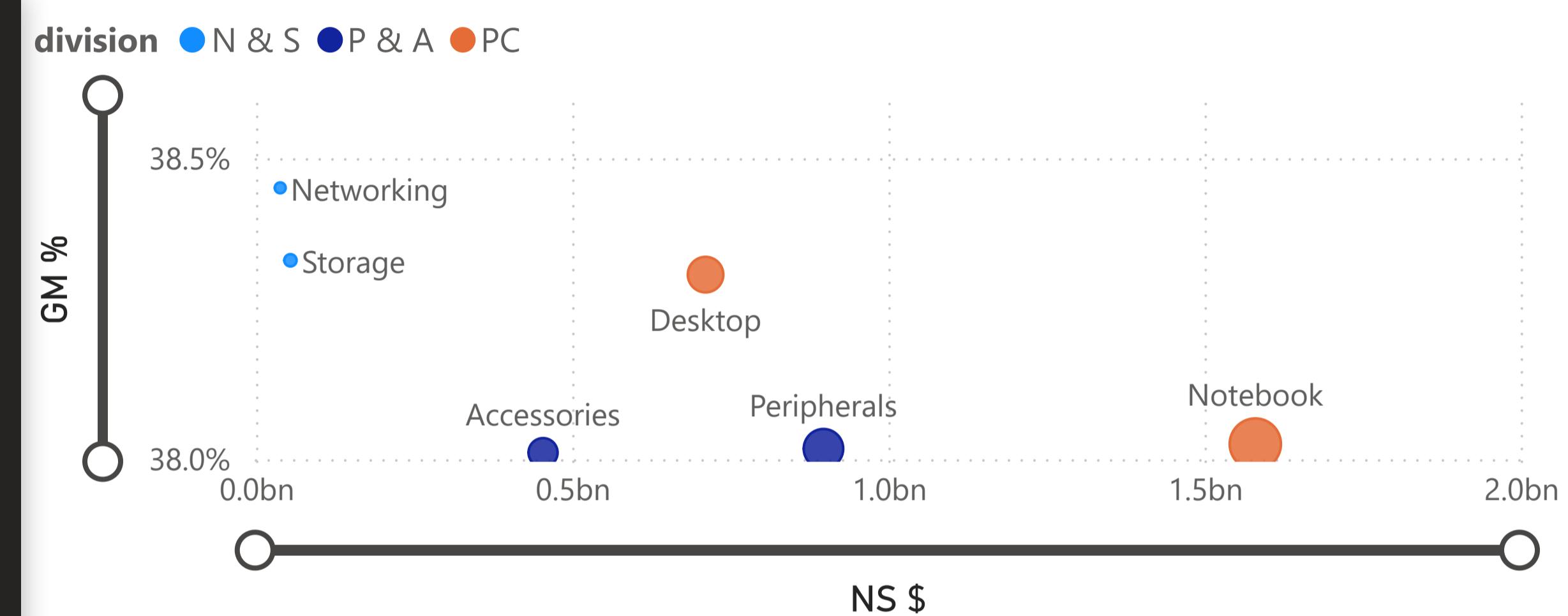
Values are in Millions \$

Product Performance

Show NP %

Performance Matrix

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%

**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%

● Total COGS ● Gross Margin

Category	Value (%)
Gross Margin	38.08%
Total COGS	61.92%

Unit Economics**P and L values by Description**

● Increase ● Decrease

Description	Value
Gross Margin	1.4K
Operation Expense	-1.9K

2K
0K
-2K

Gross Margin Operation... Net Profit

Description



region, market

All

customer

All

segment, category, product

All

2019

2020

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Est

Q1

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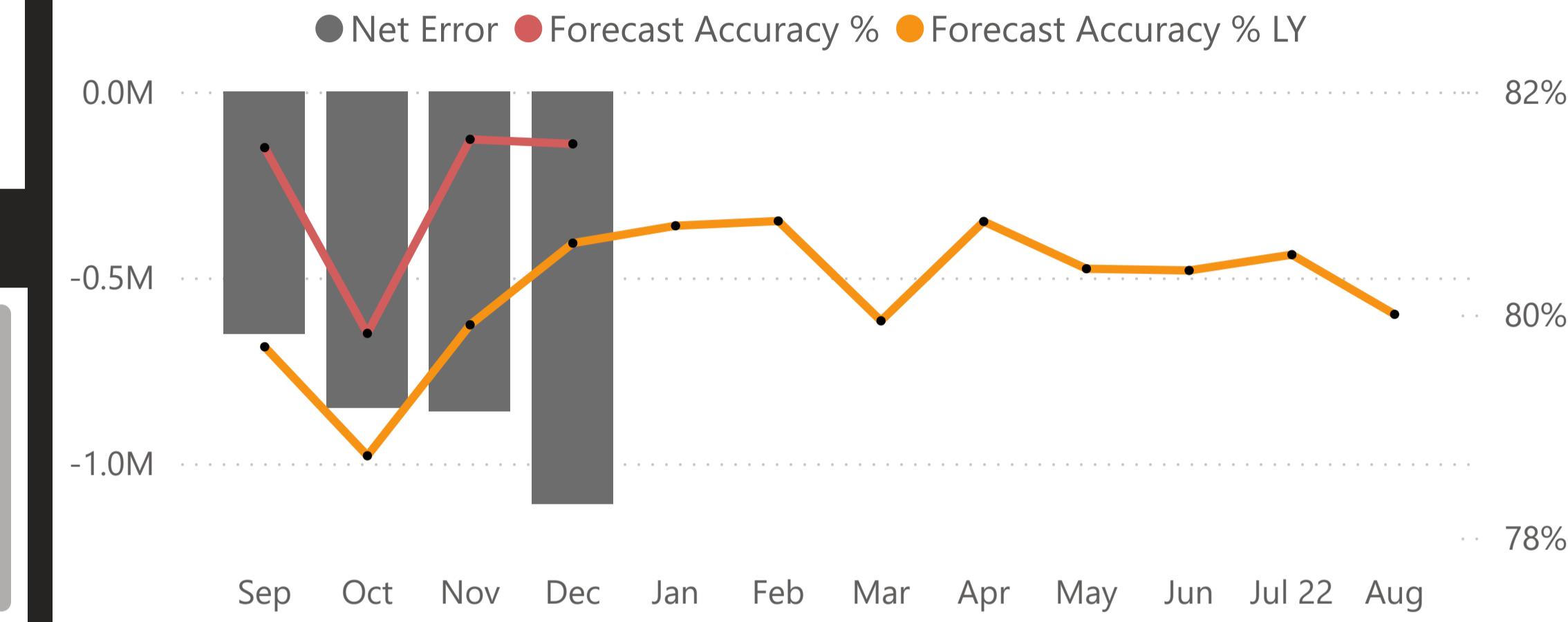
81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy %

-3472.69K✓
LY: -751.71K (-361.97%)
Net Error

6899.04K✓
LY: 9780.74K (-29.46%)
ABS Error

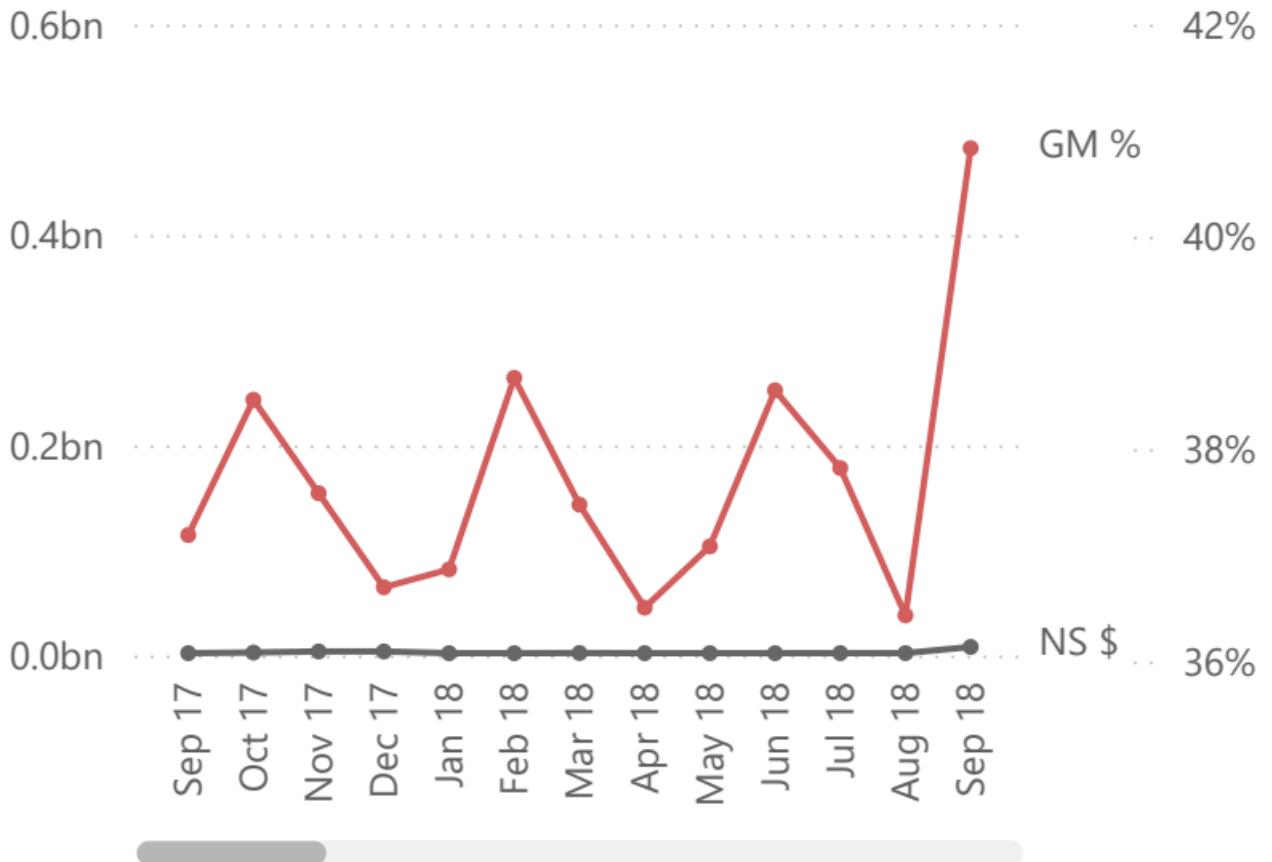
Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7% EI	
All-Out	43.96%	29.09%	-150	-0.3% OOS	
Amazon	73.79%	74.54%	-464694	-9.2% OOS	
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6% OOS	
Atlas Stores	49.53%	48.16%	-4182	-2.3% OOS	
AtliQ e Store	74.22%	74.59%	-294868	-9.6% OOS	
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9% OOS	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Boulanger	52.69%	58.77%	-48802	-20.2% OOS	
Chip 7	34.56%	53.44%	-85293	-35.0% OOS	
Chiptec	50.49%	52.54%	-20102	-11.4% OOS	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Coolblue	47.66%	52.95%	-34790	-15.3% OOS	
Costco	51.95%	49.42%	101913	15.8% EI	
Croma	36.58%	42.78%	-77649	-16.5% OOS	
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0% EI	
Total	81.17%	80.21%	-3472690	-9.5% OOS	

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

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

NS & GM % For





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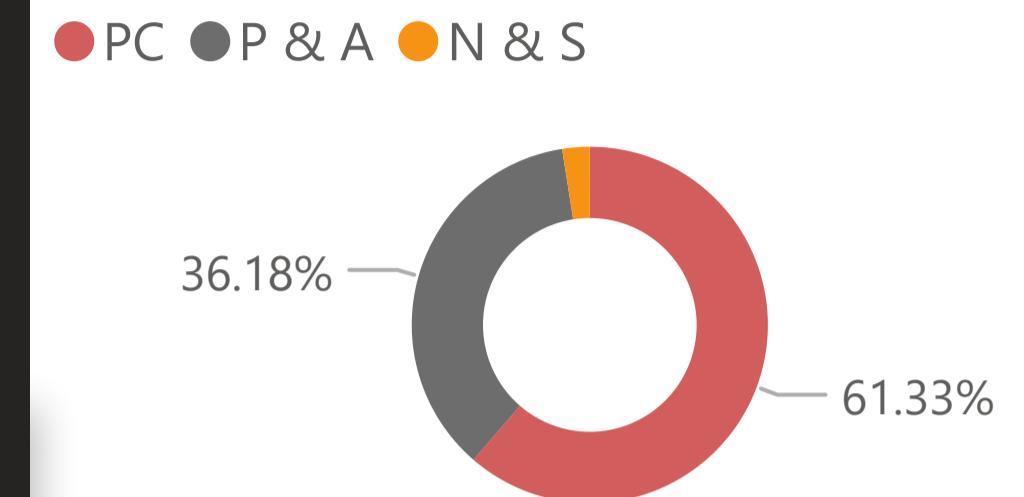
-13.98%!
BM: -6.63% (-110.79%)
Net Profit %

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

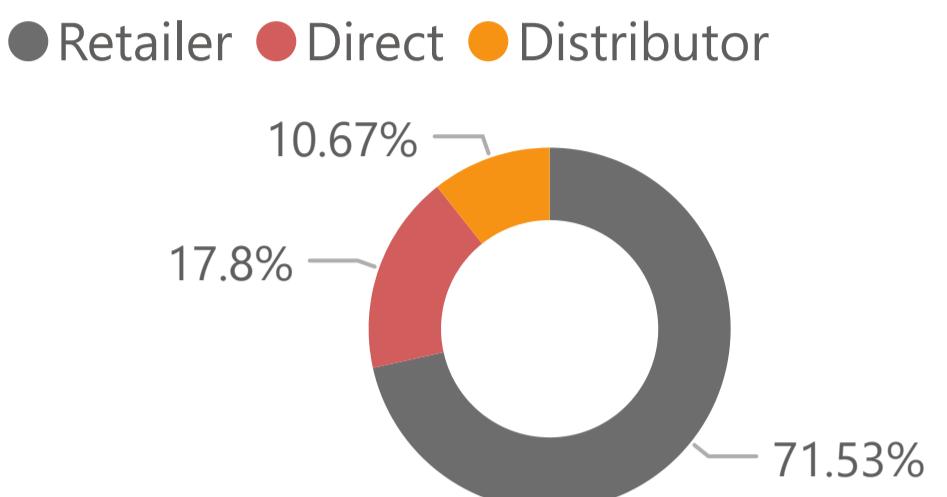
Key insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	189.8M	5.1%	43.5%	-7.4%	1.36%	-37.6%	OOS
India	945.3M	25.3%	35.8%	-23.0%	13.26%	-24.4%	OOS
LATAM	14.8M	0.4%	35.0%	↓	-2.9%	0.28%	EI
NA	1,022.1M	27.4%	45.0%	-14.2%	4.87%	14.4%	EI
NE	457.7M	12.3%	32.8%	↓	-18.1%	6.80%	OOS
ROA	788.7M	21.1%	34.2%	↓	-6.3%	8.32%	OOS
SE	317.8M	8.5%	37.0%	↓	-4.0%	16.40%	-55.5% OOS
Total	3,736.2M	100.0%	38.1%	-14.0%	5.87%	-9.5%	OOS

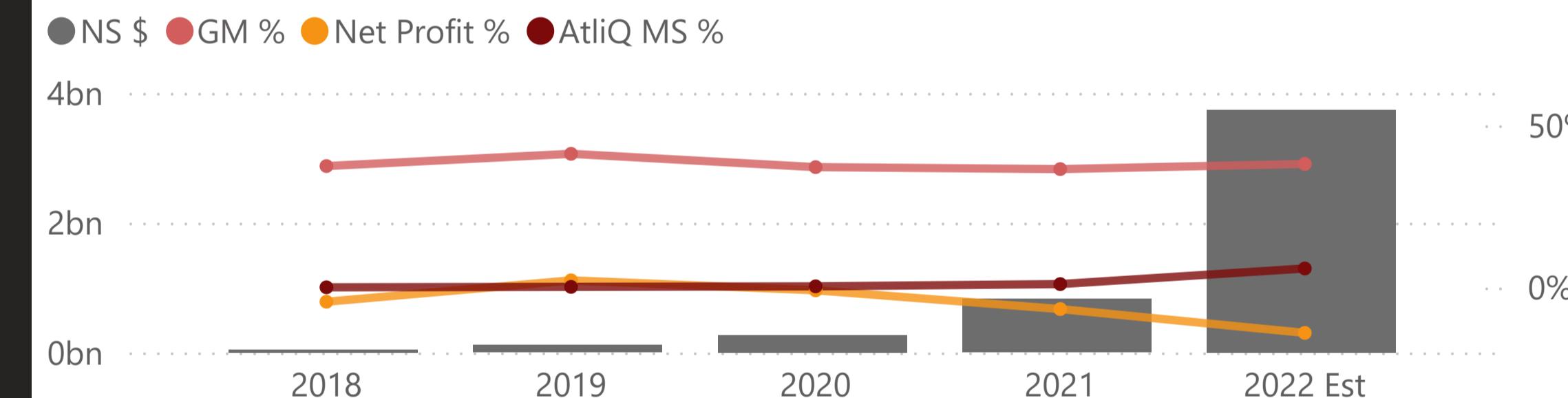
Revenue by Division



Revenue by Channel

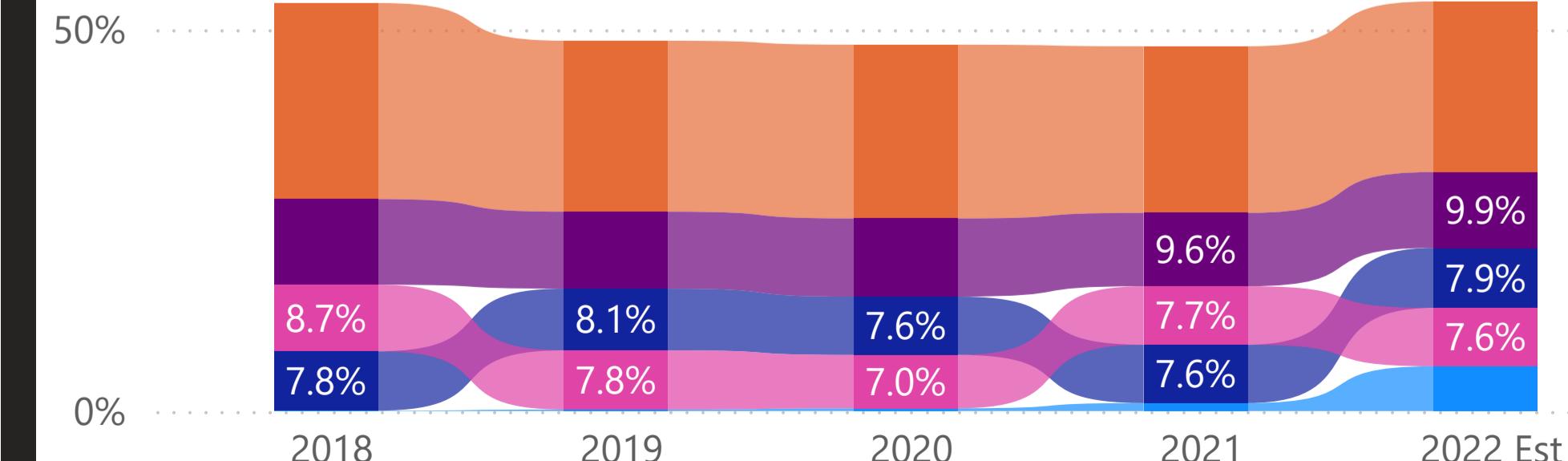


Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %



PC Market Share Trend - AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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 Customers 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%

- Home
- Finance
- Sales
- Marketing
- Supply Chain
- Executive



Info

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BM = Benchmark
LY = Last Year
GM= Gross Margin
NS= Net Sales
EI = Excess Inventory, OOS = Out of Stock
RC= Revenue Contribution
MS=Market Share

Values are in Millions \$