



Business Insights 360



Info



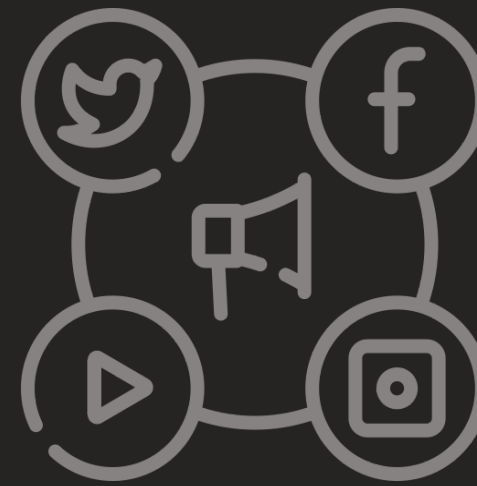
Finance View

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.**



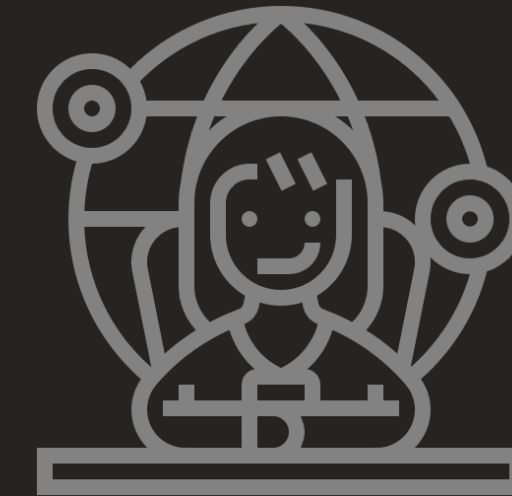
Marketing View

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



Home

Finance

Sales

Marketing

Executive

Supply Chain

Info

Abbreviations

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

vs LY

vs Target

\$3.74bn

BM: 823.85M (+353.5%)

Net Sales

38.08%

BM: 36.49% (+4.37%)

GM %

-13.98%!

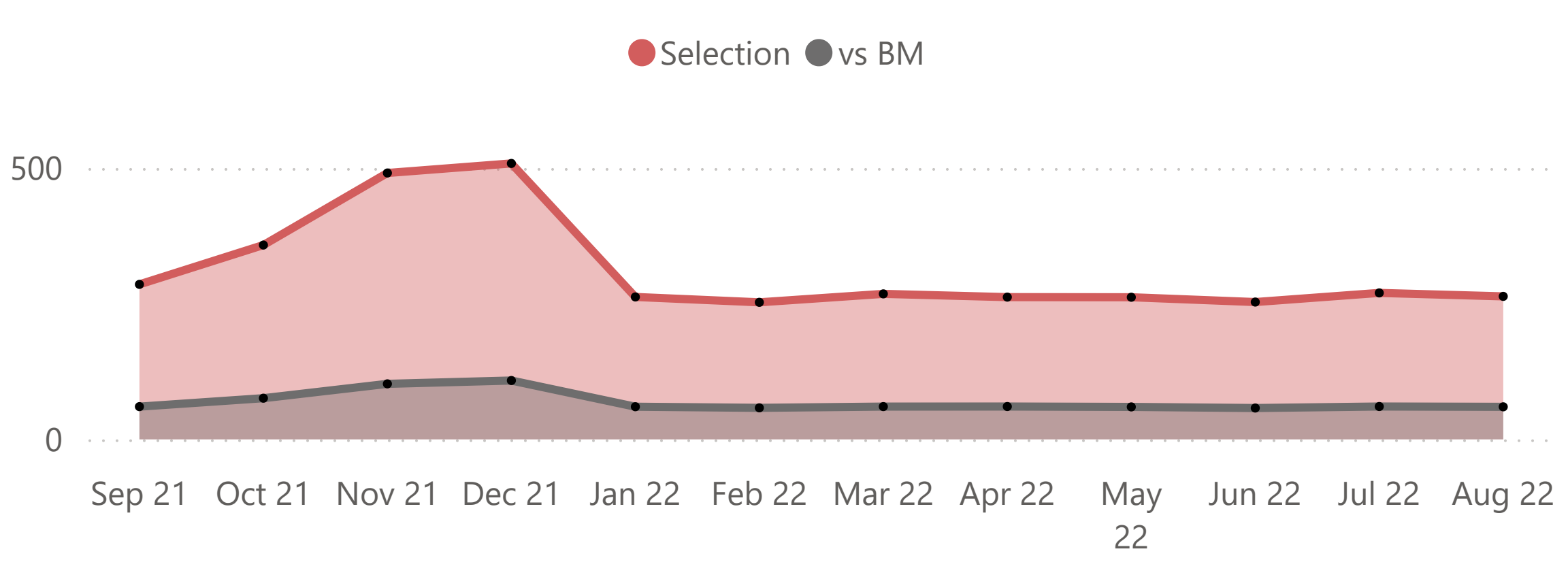
BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

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

Net Sales Performance Over Time



Month	Selection	vs BM
Sep 21	300	50
Oct 21	350	60
Nov 21	480	80
Dec 21	500	90
Jan 22	250	40
Feb 22	240	40
Mar 22	260	40
Apr 22	250	40
May 22	250	40
Jun 22	240	40
Jul 22	260	40
Aug 22	250	40

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



Home



Finance



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Marketing



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vs LY

vs Target

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%

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%

2019

2020

2021

2022
Est

Q1

Q2

Q3

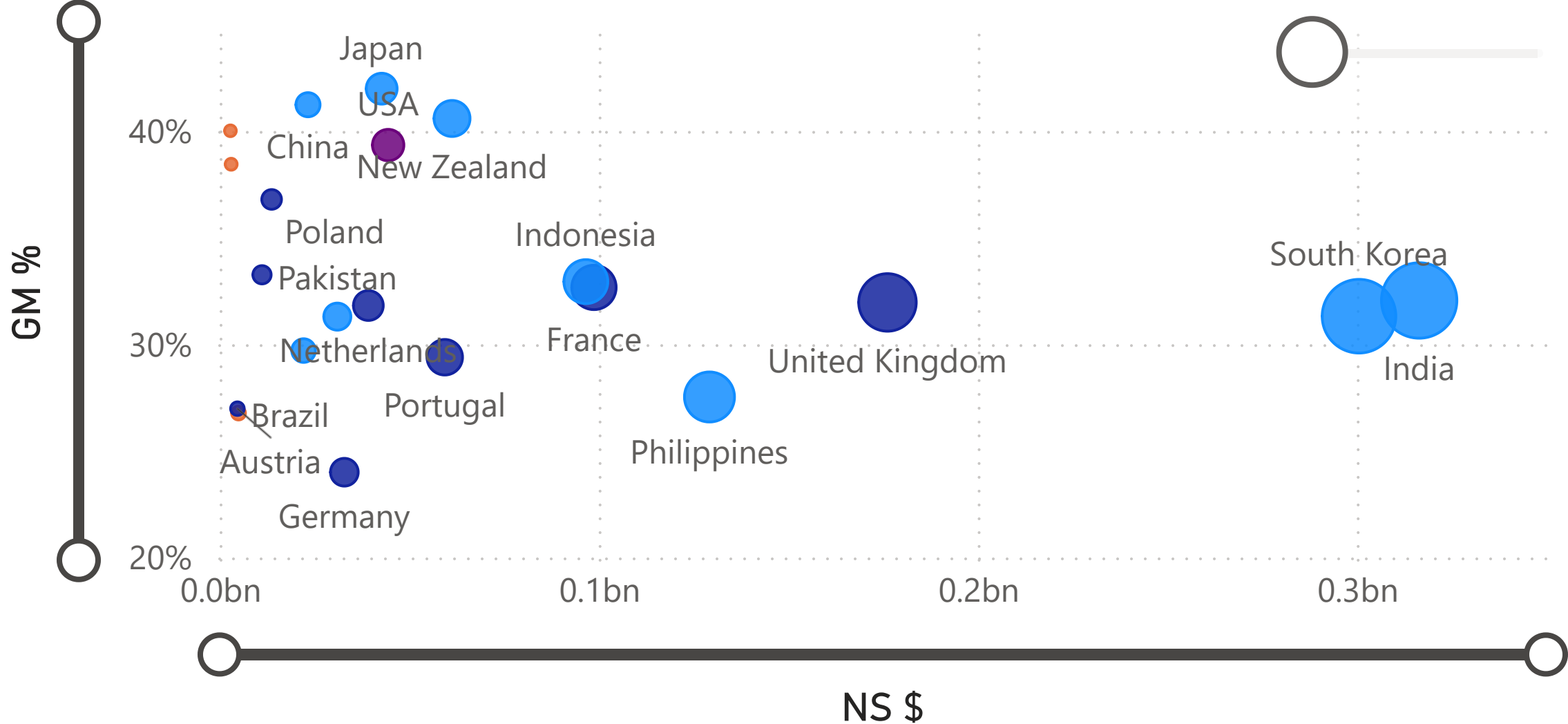
Q4

YTD

YTG

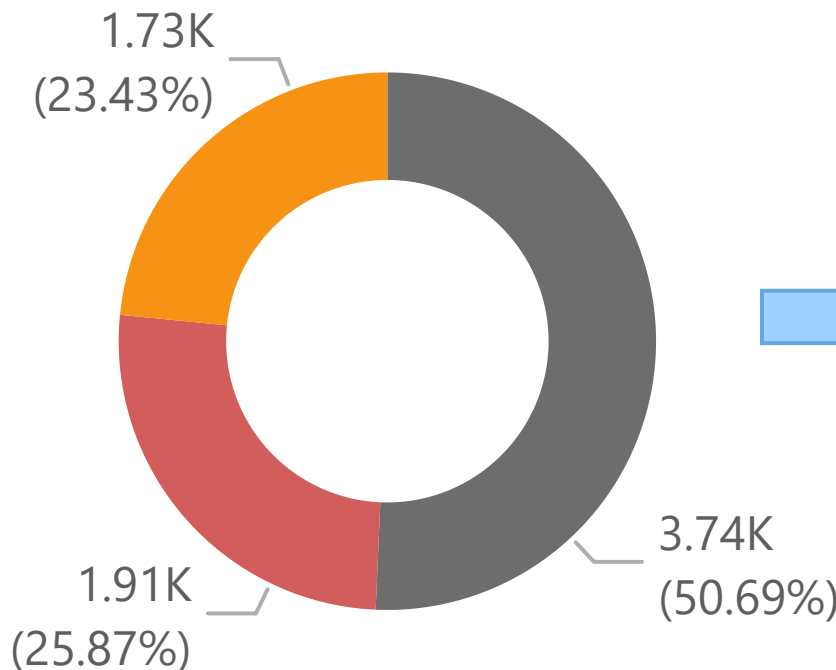
Performance Matrix

region APAC EU LATAM NA

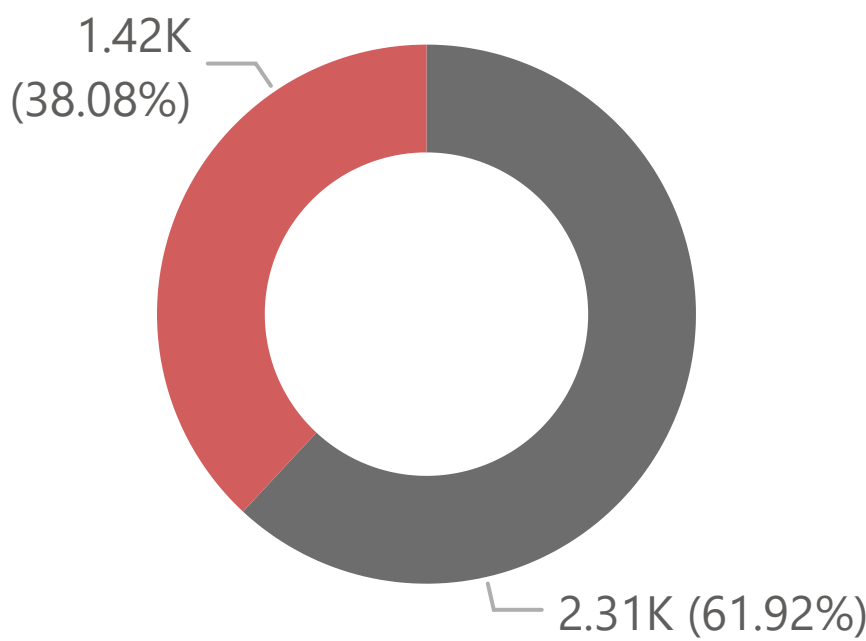


Unit Economics

Net Sales Total Post Inv... Pre Invoic...



Total COGS Gross Margin





Home



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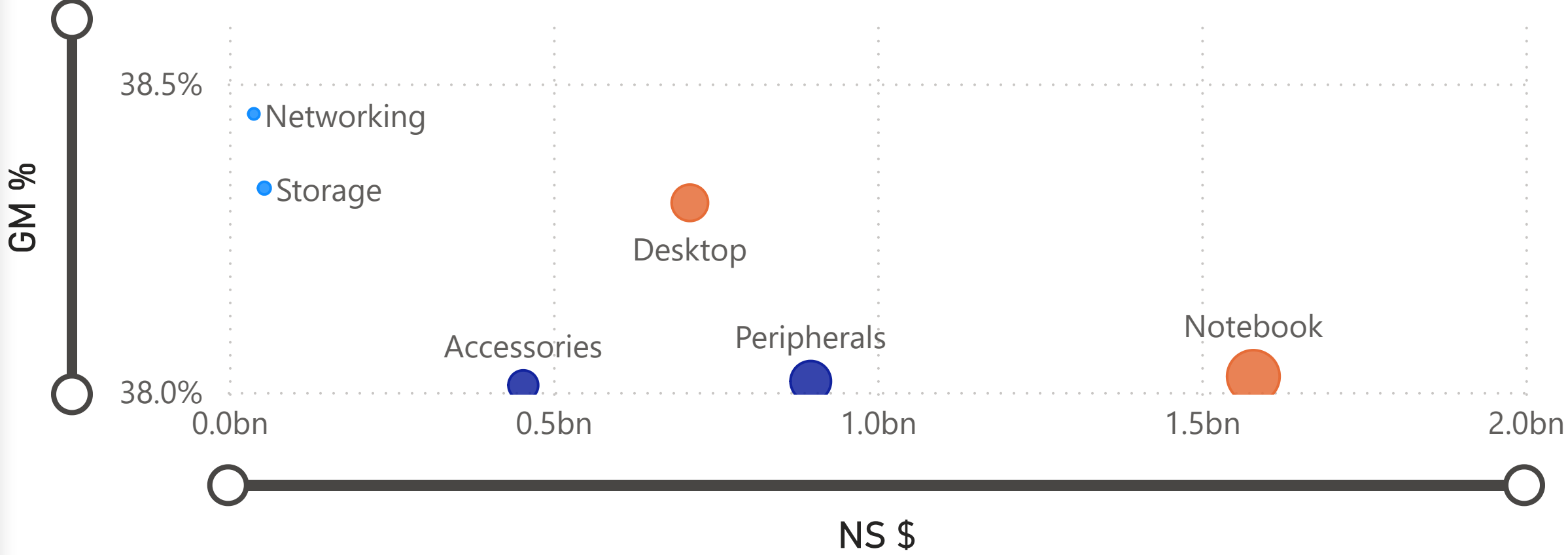
Product Performance

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 NP %

Performance Matrix

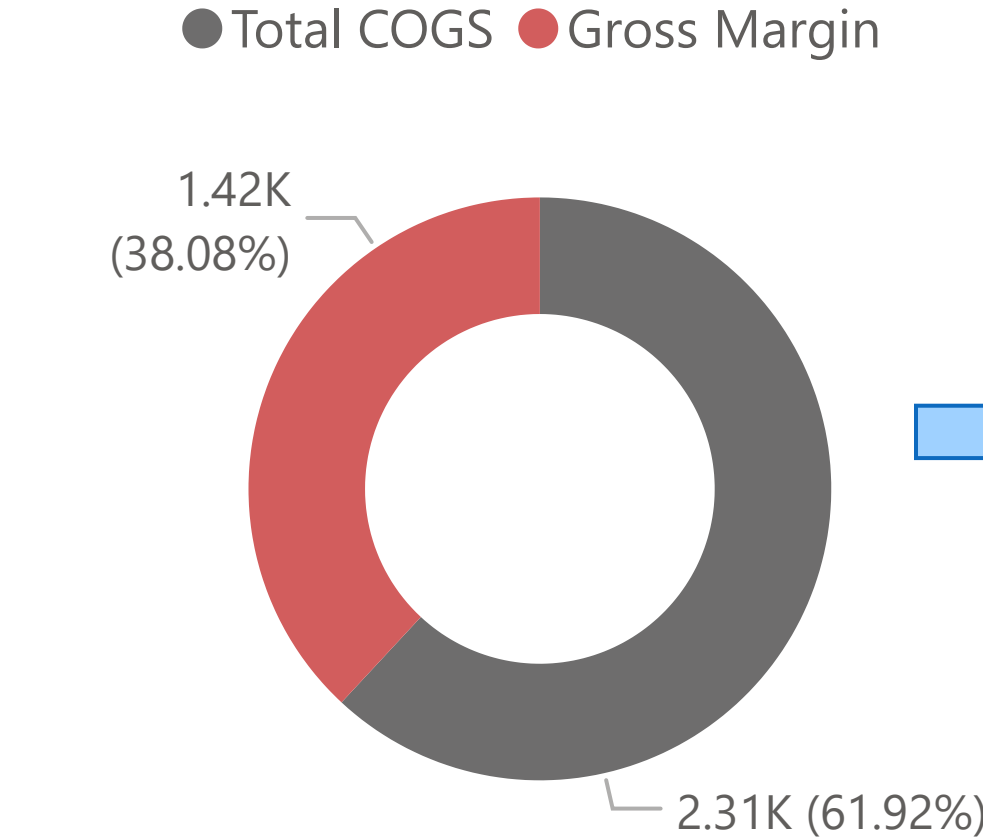
division N & S P & A PC



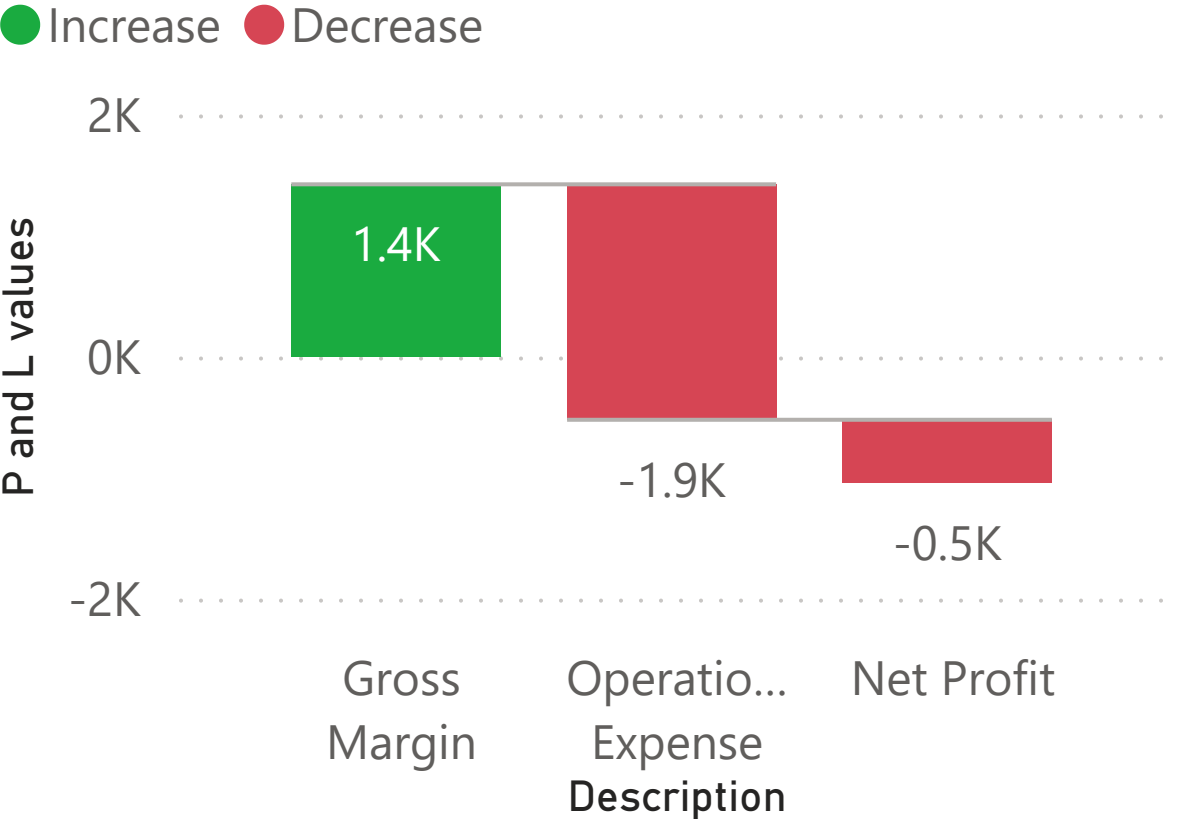
Region/ Market/Customer Performance

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



P and L values by Description





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2019

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Q1

Q2

Q3

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YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

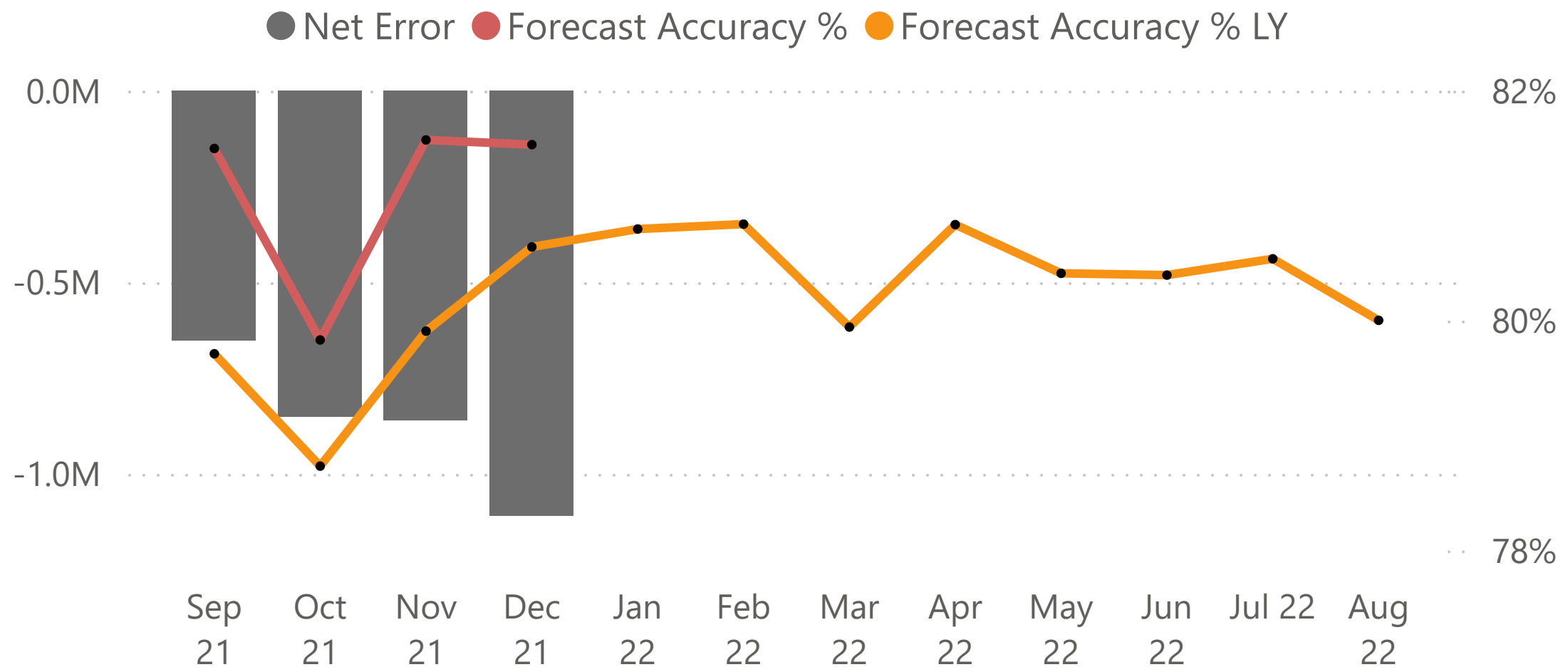
LY: 9780.74K (-29.46%)

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

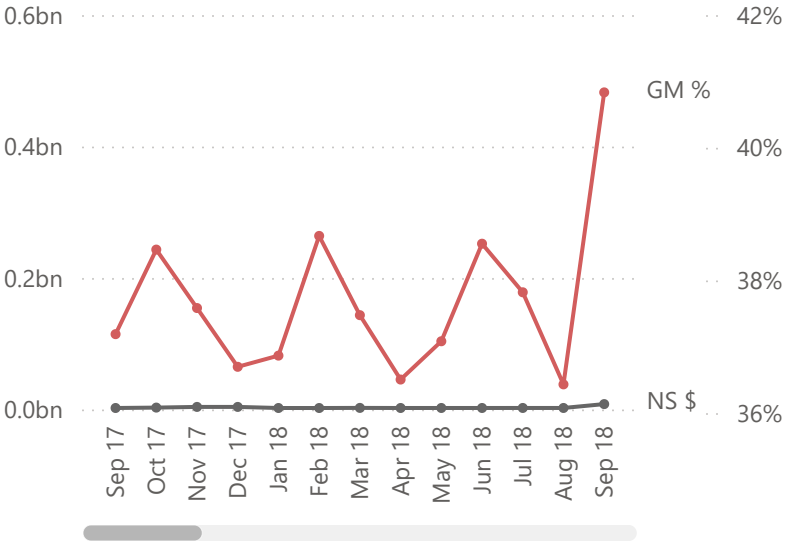
Accuracy / Net Error Trend



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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EI = Excess Inventory, OOS = Out of Stock
RC= Revenue Contribution
MS=Market Share

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region, market

customer

segment, category, product

All

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All

2019

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2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$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 %

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%	3.4%	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%	-4.6%	OOS
ROA	788.7M	21.1%	34.2%	↓ -6.3%	8.32%	-4.6%	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

● PC ● P & A ● N & S

36.18%

61.33%

Revenue by Channel

● Retailer ● Direct ● Distributor

10.67%

17.8%

71.53%

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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %

4bn

2bn

0bn

2018

2019

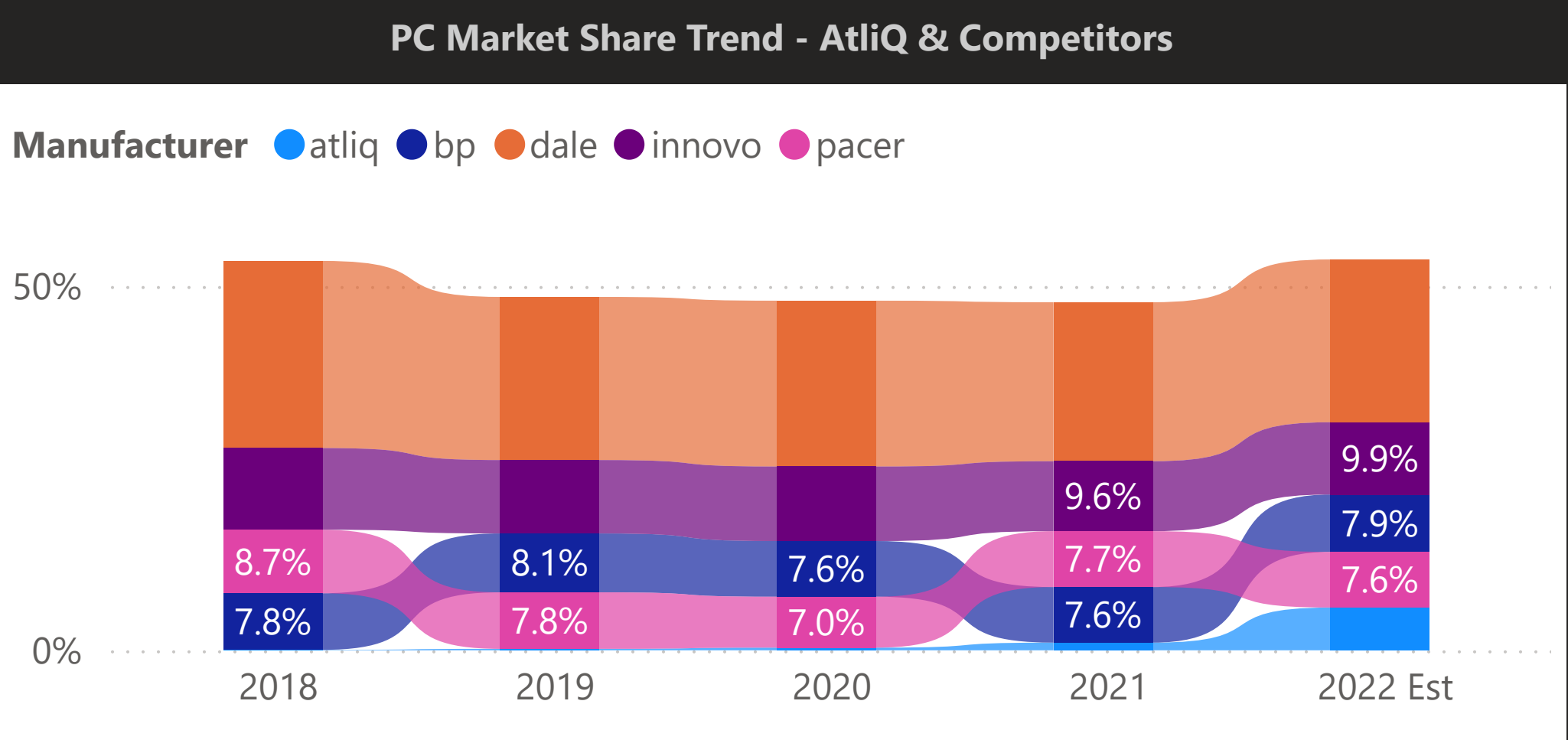
2020

2021

2022 Est

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%
Sane	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%