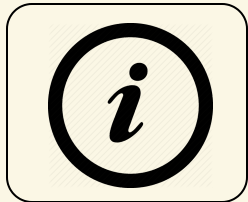




BUSINESS INSIGHTS 360



Info

Download **User Manual** and get to know the key information of this tool.



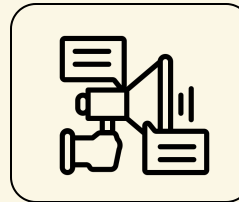
Finance View

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



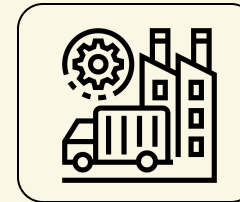
Sales View

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 dimensions of business.



Support

Get your **Issues Resolved** by connecting to our support specialist.



Region, Mar...
All

Customer
All

Products
All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales
\$823.85M✓
BM: \$267.98M
(+207.43%)

GM %
36.49%!
BM: 37.10% (-1.65%)

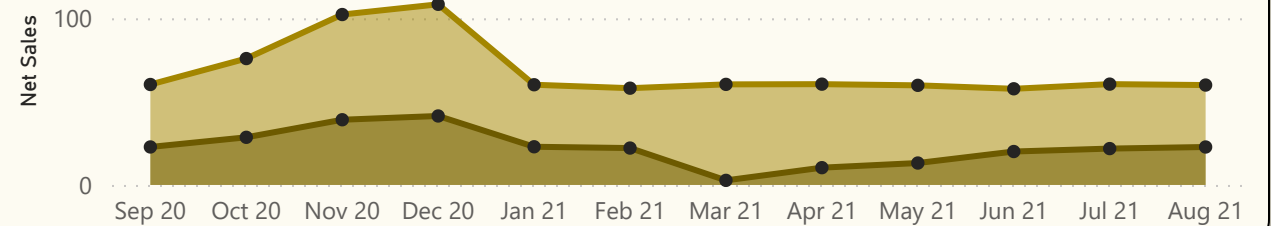
Net Profit %
-6.63%!
BM: -0.85% (-676.38%)

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance vs Benchmark

Selected Year vs. BM



Top / Bottom Customers & Products by Net Sales

Region	P & L values	P & L BM Chg %
⊕ LATAM	3.16	58.40
⊕ NA	177.94	186.03
⊕ EU	200.77	259.88
⊕ APAC	441.98	198.67

Segment	P & L values	P & L BM Chg %
⊕ Storage	54.42	97.48
⊕ Peripherals	166.51	174.64
⊕ Notebook	266.49	208.45
⊕ Networking	45.16	72.26
⊕ Desktop	46.43	4,791.34
⊕ Accessories	244.85	269.67



Region, Market

All

Customer

All

Products

All

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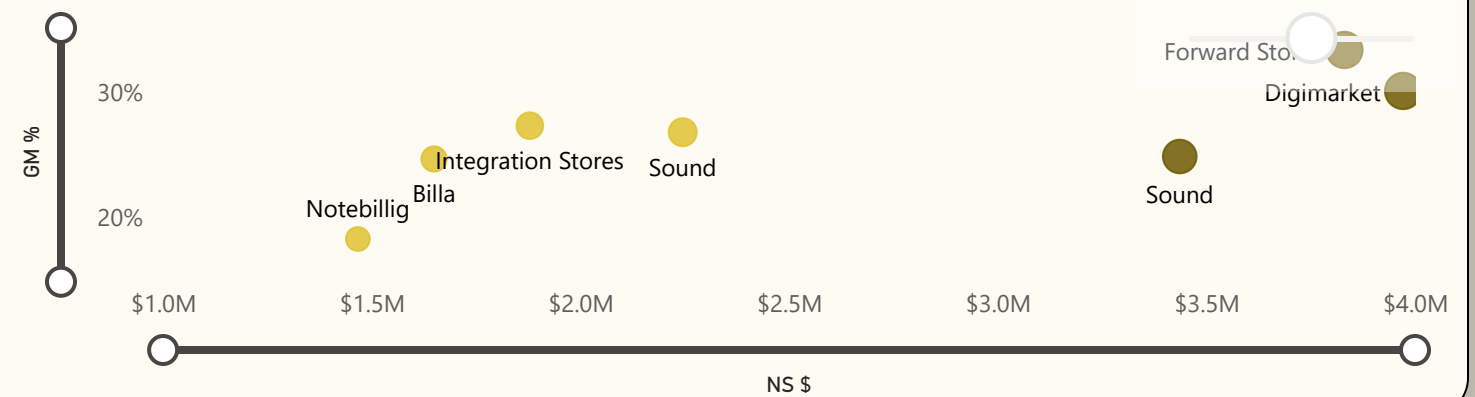
vs Target

Customer Performance

Customer	NS \$	GM \$	GM %
All-Out	\$1.06M	0.50M	47.53%
Electricalsquip o Stores	\$4.75M	2.24M	47.19%
Logic Stores	\$6.31M	2.96M	46.98%
Sorefoz	\$6.13M	2.70M	44.13%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Zone	\$6.91M	3.01M	43.55%
Insight	\$3.61M	1.54M	42.65%
Info Stores	\$2.40M	1.02M	42.43%
Total	\$823.85M	300.63M	36.49%

Performance Matrix

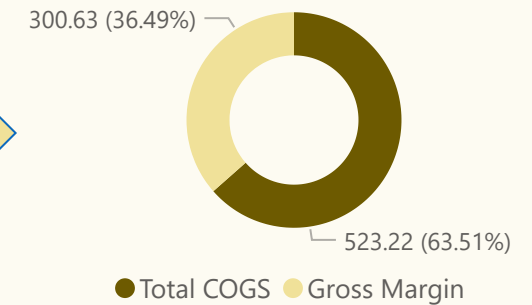
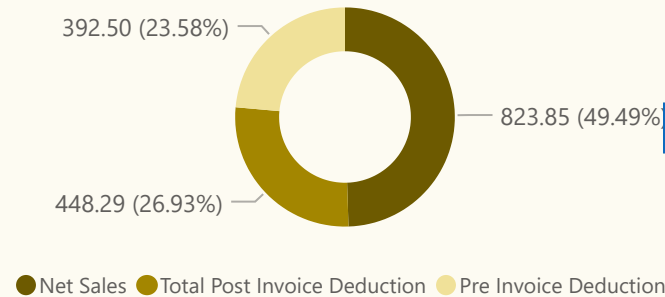
Region ● APAC ● EU



Product Performance

Segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

Unit Economics





Region, Market

All

Customer

All

Products

All

2019

2020

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2022 Est

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Q3

Q4

YTD

YTG

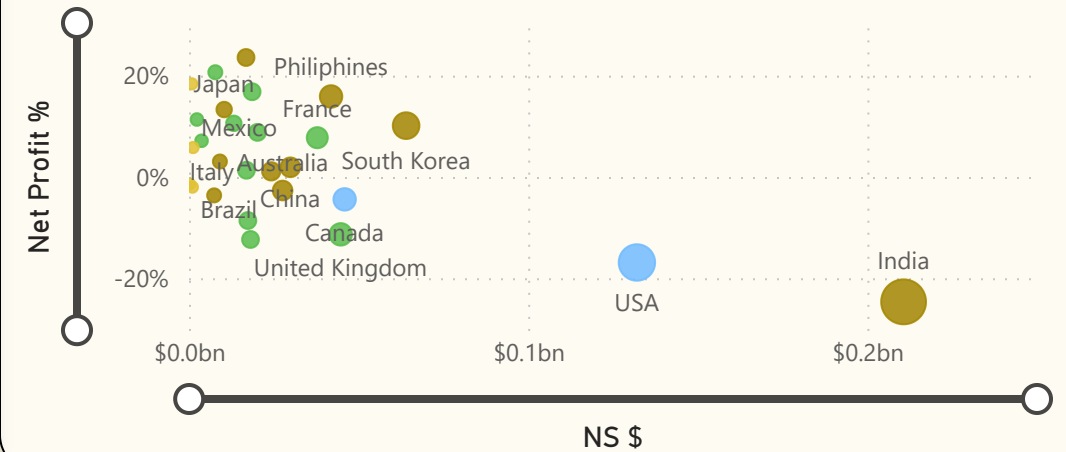
Show GM %

Performance Matrix

Product Performance

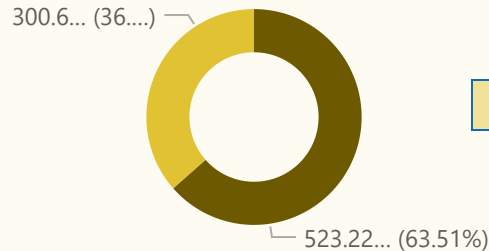
Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div><div></div>Storage</div>	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
<div><div></div>Networking</div>	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
<div><div></div>Peripherals</div>	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
<div><div></div>Accessories</div>	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
<div><div></div>Notebook</div>	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
<div><div></div>Desktop</div>	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Region ● APAC ● EU ● LATAM ● NA



Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div><div></div>APAC</div>	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
<div><div></div>EU</div>	\$200.77M	76.98M	38.34%	2.81M	1.40%
<div><div></div>LATAM</div>	\$3.16M	1.19M	37.54%	0.20M	6.18%
<div><div></div>NA</div>	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%



Region, Market

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Customer

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YTG

Forecast Accuracy

80.21%✓

LY: 0.73 (+9.88%)

Net Error

-0.75M✓

LY: 0.49M (+252.91%)

ABS Error %

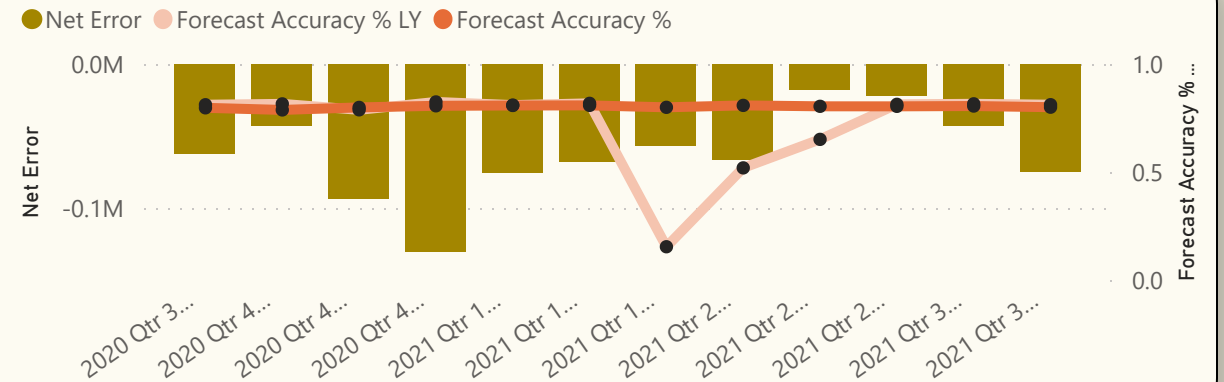
19.79%✓

LY: 0.27 (+26.71%)

Key Metrics by Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Argos (Sainsbury's)	56.1%	0.43	8033	EI	4.1%
Atlas Stores	48.2%	0.39	99521	EI	29.6%
Boulangier	58.8%	0.38	81786	EI	18.3%
Chip 7	53.4%	0.41	95124	EI	18.8%
Chiptec	52.5%	0.27	72175	EI	22.1%
Coolblue	52.9%	0.43	116840	EI	26.9%
Croma	42.8%	0.35	45046	EI	6.0%
Electricalsara Stores	52.0%	0.32	19891	EI	12.4%
Electricalslytical	50.8%	0.39	130903	EI	12.2%
Electricalsocity	50.4%	0.43	9221	EI	0.9%
Electricalsquipo Stores	48.8%	0.39	89614	EI	27.2%
Elite	51.5%	0.40	4296	EI	1.4%
Epic Stores	52.2%	0.38	11914	EI	3.8%
Euronics	60.8%	0.42	58391	EI	15.3%
Expert	60.7%	0.49	69286	EI	12.0%
Expression	44.3%	0.38	2997	EI	0.4%
Ezone	44.1%	0.33	26876	EI	3.5%
Flawless Stores	56.3%	0.39	20844	EI	13.5%
Total	80.2%	0.73	-751714	OOS	-1.5%

Forecast Accuracy / Net Error Trend



Key Metrics by Products

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Accessories	77.7%	0.71	-2133183	OOS	-7.1%
Desktop	84.4%	0.70	16205	EI	11.2%
Networking	90.4%	0.53	227056	EI	8.2%
Notebook	80.0%	0.77	-51254	OOS	-4.0%
Peripherals	83.2%	0.75	-318194	OOS	-5.9%
Storage	83.5%	0.81	1507656	EI	15.8%
Total	80.2%	0.73	-751714	OOS	-1.5%



Region, ...

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Net Sales

\$823.85M✓

BM: \$267.98M

(+207.43%)

GM %

36.49%!

BM: 37.10%

(-1.65%)

Net Profit %

-6.63%!

BM: -0.85%

(-676.38%)

FA %

80.21%✓

LY: 0.73

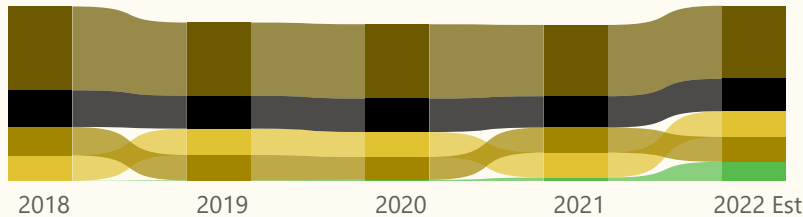
(+9.88%)

Key Insights by Sub Zones

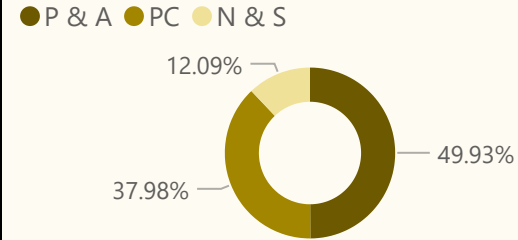
Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ROA	\$187M	23%	38%	8%	0.01	-21.6%	OOS
ANZ	\$44M	5%	38%	↓	7%	0.00	-5.2% OOS
LATAM	\$3M	0%	38%		6%	0.00	5.3% EI
SE	\$91M	11%	39%	4%	0.04	10.6%	EI
NE	\$109M	13%	38%	-1%	0.01	11.3%	EI
NA	\$178M	22%	37%	↓	-14%	0.01	-7.1% OOS
India	\$211M	26%	32%	↓	-25%	0.02	3.9% EI
Total	\$824M	100%	36%	↓	-7%	0.01	-1.5% OOS

PC Market Share Trend AtliQ & Competitors

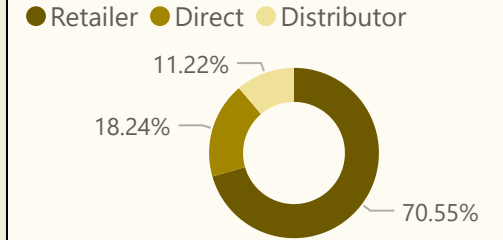
● atliq ● bp ● dale ● innovo ● pacer



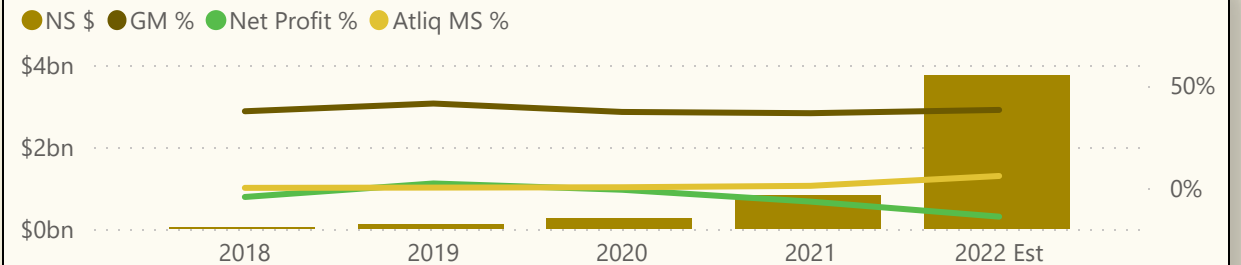
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.23%	35.40% ↓
AtliQ e Store	8.53%	37.54%
AtliQ Exclusive	9.70%	43.73% ↓
Flipkart	3.07%	30.23% ↓
Sage	3.29%	35.16%
Total	37.82%	37.58%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68% ↓
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%