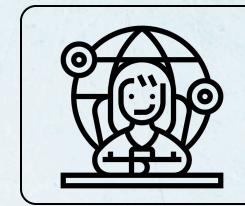
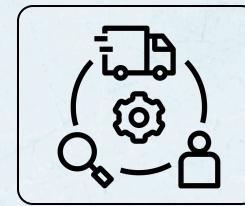
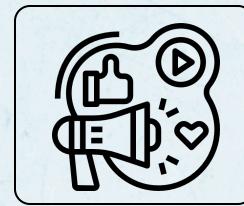
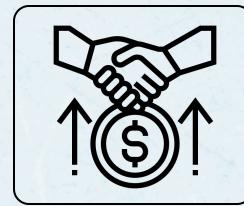
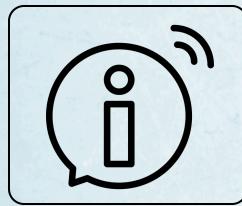




Business Insights 360



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 customer(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, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

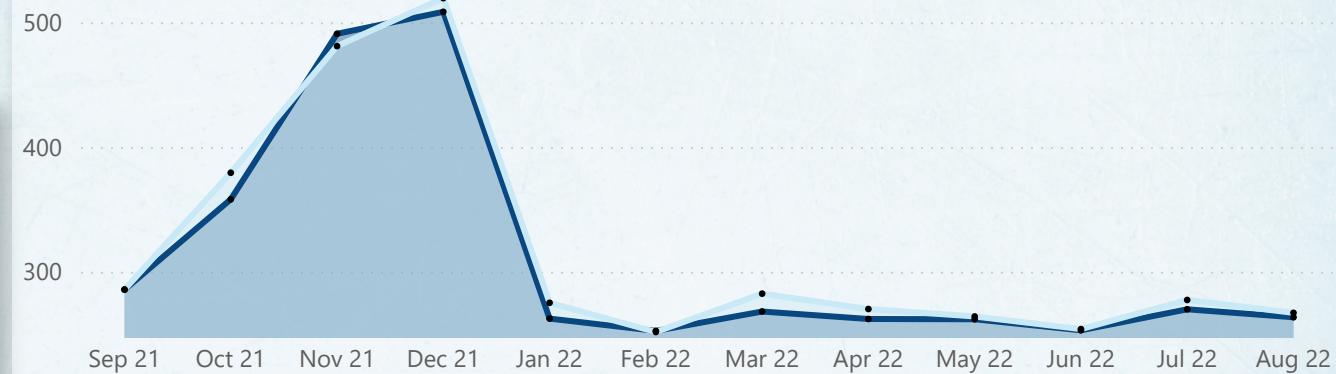
YTG

\$3.74bn!
BM: 3.81bn (-1.86%)37.80%!
BM: 38.34% (-1.4%)-20.47%!
BM: -14.19% (-44.22%)**Net Sales****GM %****Net Profit %****Profit & Loss Statement**

Line Item	2022EST	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	107.05			
- Other Cost	19.50			
Total COGS	2,323.83			
Gross Margin	1,412.34	1,459.51	-47.17	-3.23
Gross Margin %	37.80	38.34	-0.53	-1.40
GM / Unit	81.62			
Operational Expense	-2,177.02			
Net Profit	-764.68			
Net Profit %	-20.47	-14.19	-6.28	44.22

Net Sales Performance Overtime

● Selection ● vs BM

**Top / Bottom Products & Customers by Net Sales**

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

segment	P & L	P & L
	Values	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

BM = Benchmark, LY=Last Year



region, market

customer

segment, category, pro...

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

All

All

All

customer

NS \$

GM \$

GM %

GM_Stat

customer	NS \$	GM \$	GM %	GM_Stat
Amazon	\$496.88M	181.54M	36.54%	Not Met
AltiQ Exclusive	\$361.12M	165.07M	45.71%	Met
Atliq e Store	\$304.10M	111.19M	36.56%	Not Met
Flipkart	\$138.49M	58.04M	41.91%	Met
Sage	\$127.86M	39.37M	30.79%	Not Met
Leader	\$117.32M	35.01M	29.84%	Not Met
Neptune	\$105.69M	49.36M	46.70%	Met
Ebay	\$91.60M	32.89M	35.90%	Not Met
Acclaimed Stores	\$73.36M	29.47M	40.17%	Met
walmart	\$72.41M	33.02M	45.60%	Met
Electricalslytical	\$68.05M	25.18M	37.00%	Not Met
Electricalsociety	\$67.76M	24.17M	35.68%	Not Met
Staples	\$64.20M	24.95M	38.86%	Met
Total	\$3,736.17M	1,412.34M	37.80%	Not Met

Product Performance

segment

NS \$

GM \$

GM %

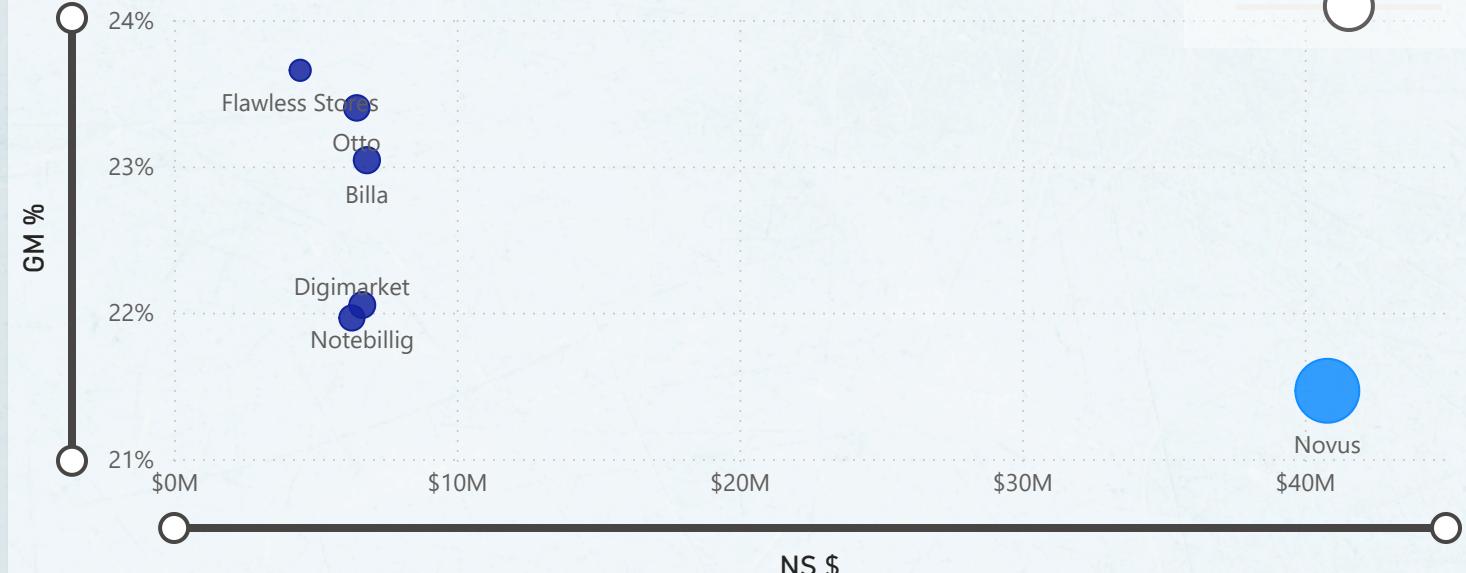
Networking	\$38.43M	14.67M	38.17%
Storage	\$54.59M	20.77M	38.05%
Accessories	\$454.10M	171.32M	37.73%
Desktop	\$711.08M	270.38M	38.02%
Peripherals	\$897.54M	338.68M	37.73%
Notebook	\$1,580.43M	596.51M	37.74%
Total	\$3,736.17M	1,412.34M	37.80%

Customer Performance

Performance Matrix

NS \$, GM %, NS \$ and GM % by customer and region

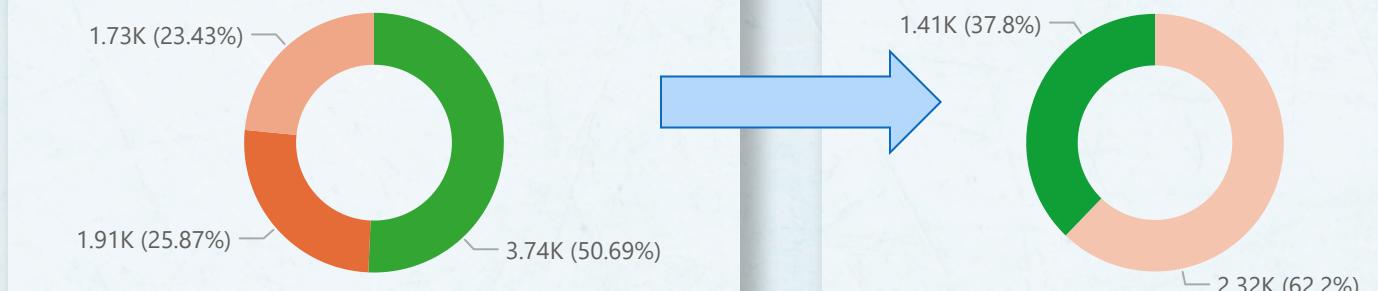
region ● APAC ● EU



Unit Economics

● Net Sales ● Total Post Invoice De... ● Pre Invoice Ded...

● Total COGS ● Gross Margin





region, market

customer

segment, category, product

All

All

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

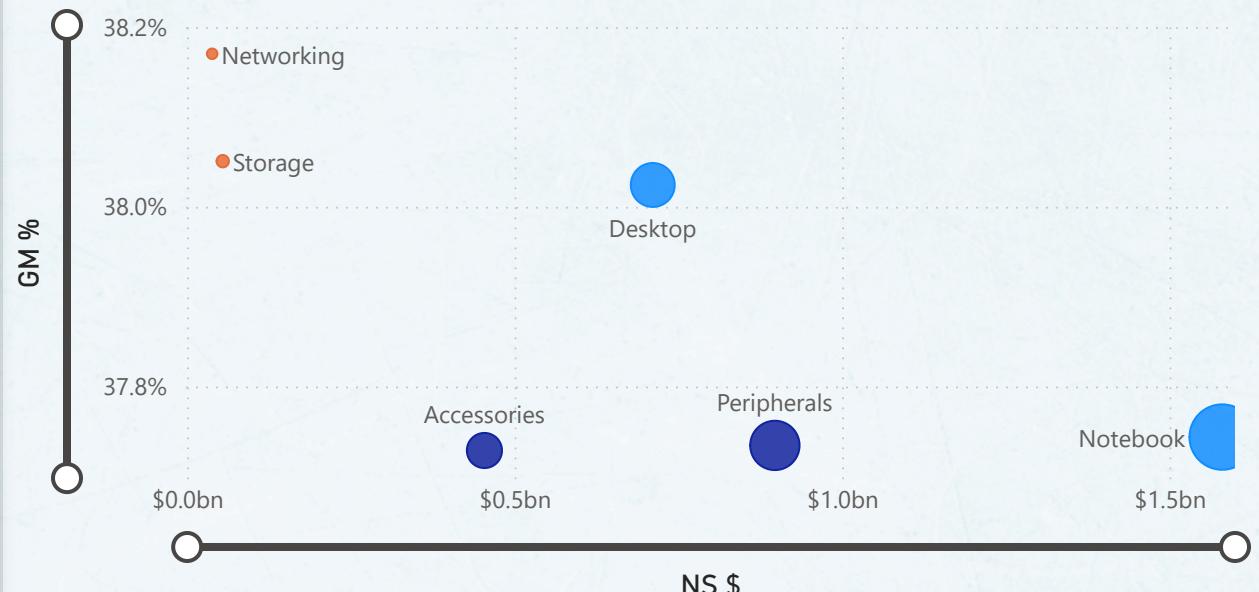
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	14.67M	38.17%	-7.75M	-20.16%
Storage	\$54.59M	20.77M	38.05%	-11.06M	-20.26%
Accessories	\$454.10M	171.32M	37.73%	-93.26M	-20.54%
Desktop	\$711.08M	270.38M	38.02%	-143.93M	-20.24%
Peripherals	\$897.54M	338.68M	37.73%	-184.06M	-20.51%
Notebook	\$1,580.43M	596.51M	37.74%	-324.63M	-20.54%
Total	\$3,736.17M	1,412.34M	37.80%	-764.68M	-20.47%



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	683.41M	35.52%	-380.39M	-19.77%
EU	\$775.48M	264.80M	34.15%	-148.19M	-19.11%
LATAM	\$14.82M	5.15M	34.78%	-0.80M	-5.38%
NA	\$1,022.09M	458.98M	44.91%	-235.30M	-23.02%
Total	\$3,736.17M	1,412.34M	37.80%	-764.68M	-20.47%

Region / Market / Customer Performance





region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓
LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓
LY: -751.7K (-361.97%)

Net Error

6899.0K✓
LY: 9780.7K (-29.46%)

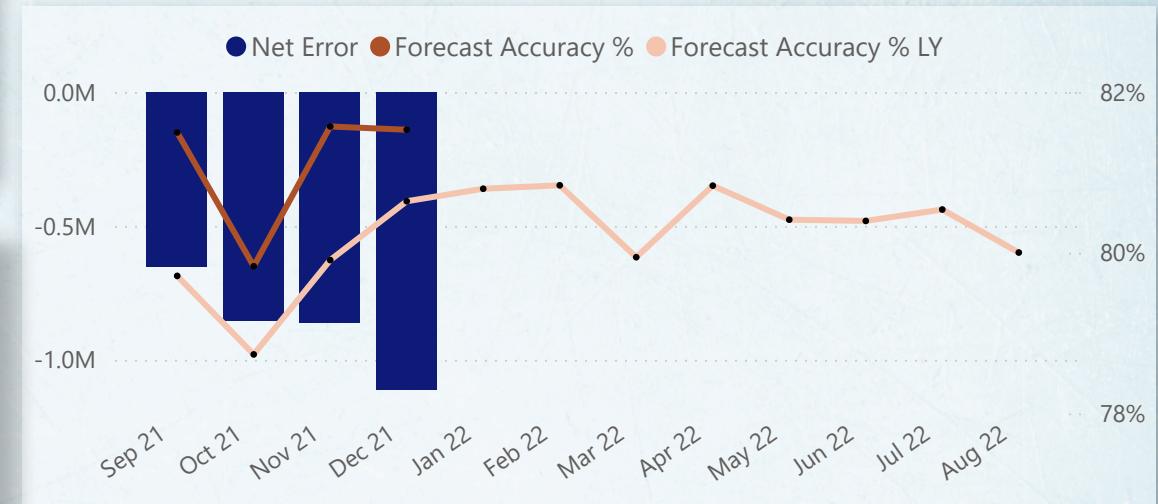
ABS Error



Key Metrics By Customer

customer	Net Error	Net Error %	Forecast Accuracy %	Forecast Accuracy % LY	Risk
Acclaimed Stores	83037	10.74%	57.74%	50.69%	EI
All-Out	-150	-0.32%	43.96%	29.09%	OOS
AltiQ Exclusive	-359242	-11.91%	70.35%	71.69%	OOS
Amazon	-464694	-9.22%	73.79%	74.54%	OOS
Argos (Sainsbury's)	-23040	-17.60%	54.78%	56.08%	OOS
Atlas Stores	-4182	-2.31%	49.53%	48.16%	OOS
Atliq e Store	-294868	-9.65%	74.22%	74.59%	OOS
BestBuy	81179	16.72%	46.60%	35.31%	EI
Billa	3704	3.91%	42.63%	18.29%	EI
Boulanger	-48802	-20.21%	52.69%	58.77%	OOS
Chip 7	-85293	-35.01%	34.56%	53.44%	OOS
Chiptec	-20102	-11.36%	50.49%	52.54%	OOS
Circuit City	85248	16.55%	46.17%	35.02%	EI
Control	64731	13.01%	52.06%	47.42%	EI
Coolblue	-34790	-15.34%	47.66%	52.95%	OOS
Costco	101913	15.79%	51.95%	49.42%	EI
Croma	-77649	-16.54%	36.58%	42.78%	OOS
Currys (Dixons Carphone)	8104	6.00%	54.29%	35.92%	EI
Total	-347269	0	81.17%	80.21%	OOS

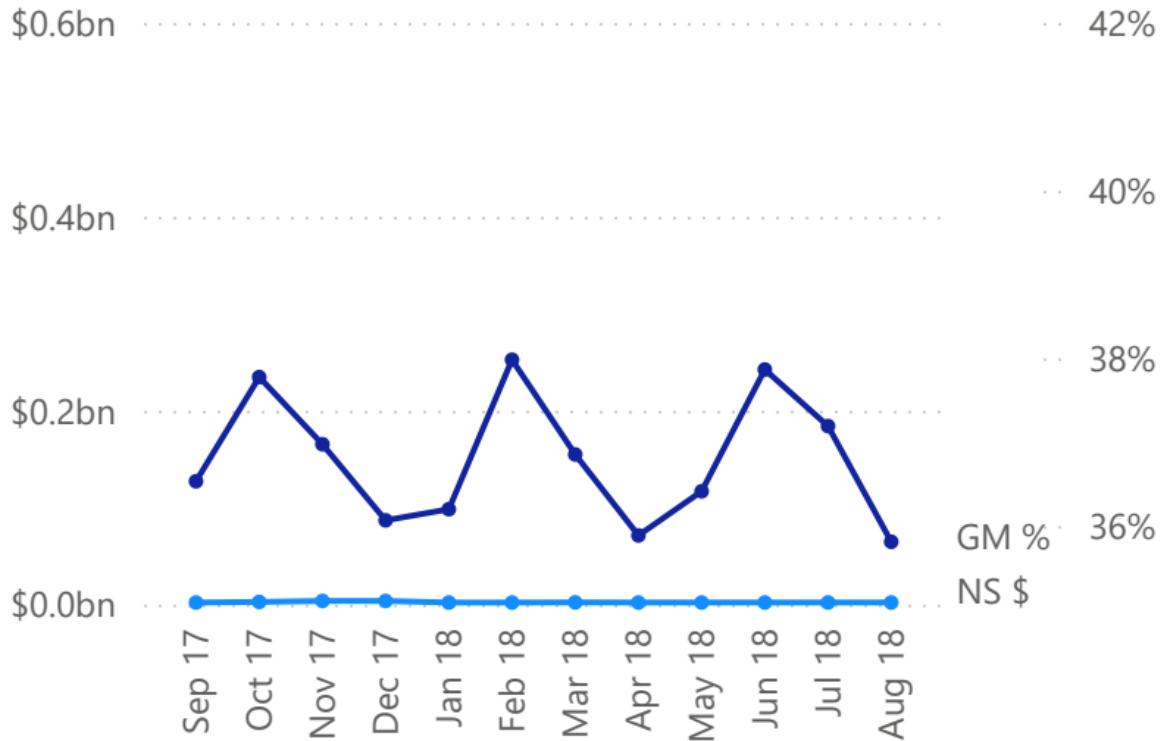
Accuracy / Net Error Trend



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
Networkin	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%	-347269	0	OOS

NS & GM % For





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

vs LY

vs Target



\$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

37.80% !
BM: 38.34% (-1.4%)
GM %

-20.47% !
BM: -14.19% (-44.22%)
Net Profit %

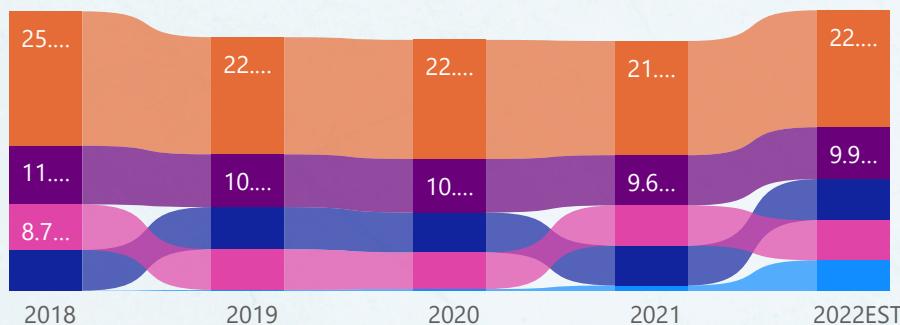
81.17% ✓
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.0% ↓	-12.17%	1.4%	-37.61%	OOS
India	\$945.3M	25.3%	35.5%	-24.33%	13.3%	-24.37%	OOS
NE	\$457.7M	12.3%	32.6% ↓	-22.74%	6.8%	-4.56%	OOS
ROA	\$788.7M	21.1%	33.8% ↓	-16.14%	8.3%	-4.56%	OOS
SE	\$317.8M	8.5%	36.4% ↓	-13.89%	16.4%	-55.47%	OOS
LATAM	\$14.8M	0.4%	34.8% ↓	-5.38%	0.3%	3.37%	EI
NA	\$1,022.1M	27.4%	44.9% ↓	-23.02%	4.9%	14.35%	EI
Total	\$3,736.2M	100.0%	37.8%	-20.47%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

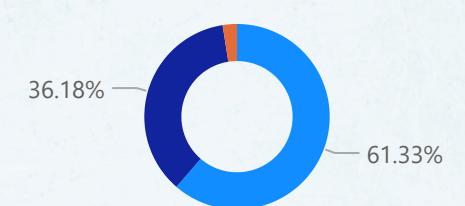
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out of Stock

Revenue by Division

● PC ● P & A ● N & S

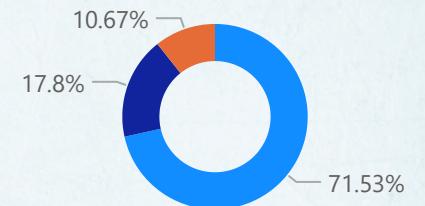


YTD

YTG

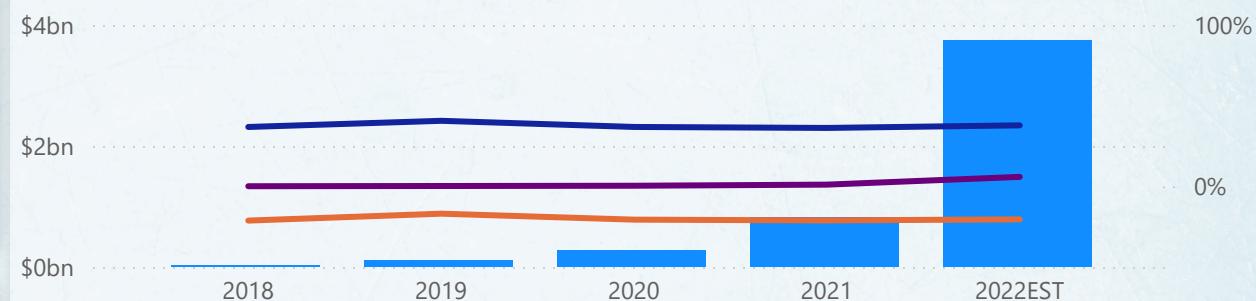
Revenue by Channel

● Retailer ● Direct ● Distributor



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

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



Top 5 Customers by Revenue

customer RC % GM %

AtliQ Exclusive	9.7%	45.71%
Flipkart	3.7%	41.91%
AtliQ e Store	8.1%	36.56% ↓
Amazon	13.3%	36.54% ↓
Sage	3.4%	30.79% ↓
Total	38.2%	38.87%

Top 5 Products by Revenue

product RC % GM %

AQ Home Allin1	4.1%	38.43%
AQ BZ Allin1 Gen 2	5.4%	38.23% ↓
AQ HOME Allin1 Gen 2	5.7%	37.79% ↓
AQ Smash 1	3.8%	37.15% ↓
AQ Smash 2	4.1%	37.12% ↓
Total	23.2%	37.78%