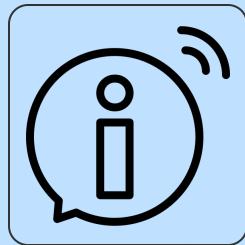




Business Insights 360



Info

Download **user manual** and get to know the key information of this tool.



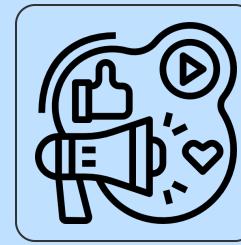
Finance View

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



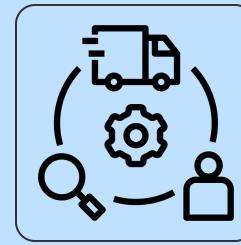
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



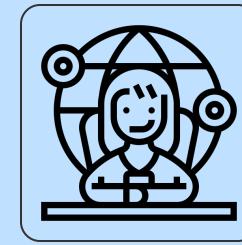
Marketing View

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.

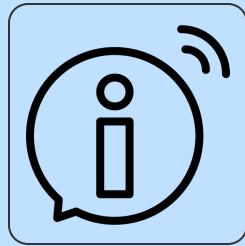


Support

Get your **issues resolved** by connecting to our support specialist.



Business Insights 360



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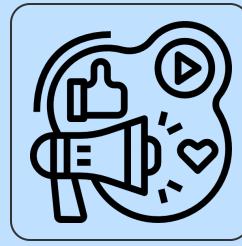
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Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



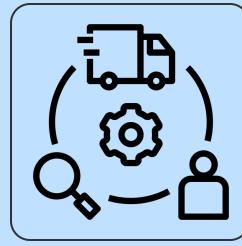
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Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



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Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

All the system data in tool is refreshed every month on the 5th working day.

System data such as Forecast, Actuals and Historical forecast are received from Global Database

Non system data such as Target, Operational Expense and Market Share are refreshed on request.

Executive View

A top level dashboard for executive level insights from all dimensions of business.

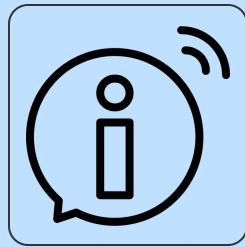
Support

For FAQs click here.

Download live excel version here.



Business Insights 360



Info

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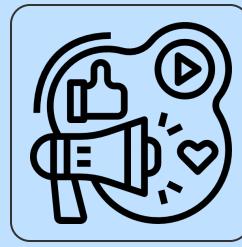
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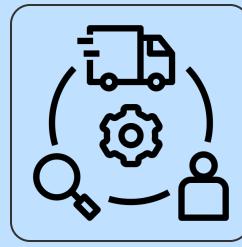
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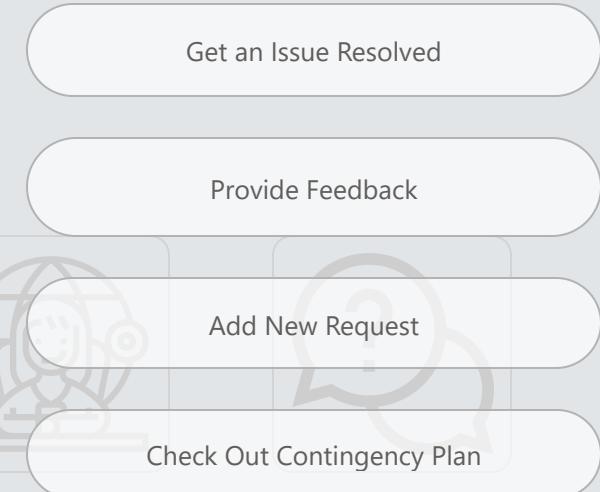
Marketing View

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.



Get an Issue Resolved

Provide Feedback

Add New Request

Check Out Contingency Plan

Executive View

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Support

New to Power BI?
Get your issues resolved by connecting to our support specialist.



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 est.

Q1

Q2

Q3

Q4

YTD

YTG

**\$3.74bn!**

BM: 3.81bn (-1.86%)

Net Sales**38.08%!**

BM: 38.34% (-0.66%)

GM %**-13.98%**✓

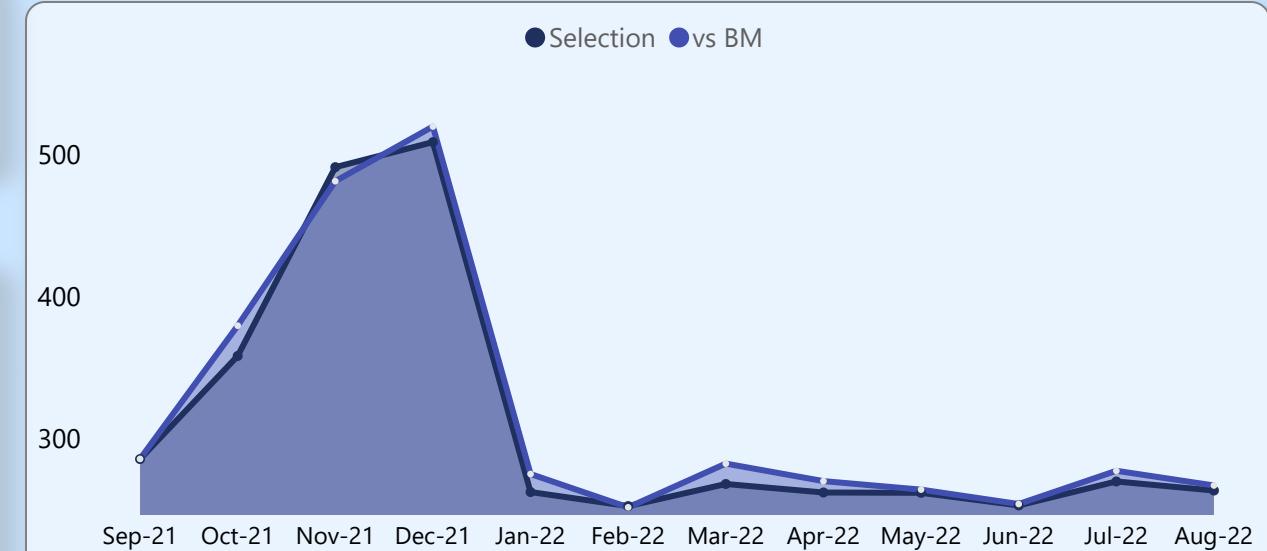
BM: -14.19% (+1.47%)

Net Profit %**Profit & Loss Statement**

vs LY

vs Target

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	-540.27	17.84	3.30
Net Profit %	-13.98	-14.19	0.21	1.47

Net Sales Performance over time for FY 2022 est.**Top & bottom Products & customers by Net Sales**

region	P & L Values	P & L chg %
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 Values	P & L chg %
Notebook	1,580.43	
Peripherals	897.54	
Desktop	711.08	
Accessories	454.10	
Storage	54.59	
Networking	38.43	
Total	3,736.17	-1.86



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 est.

Q1

Q2

Q3

Q4

YTD

YTG



Customer Performance

customer	NS \$	GM\$	GM%
Amazon	\$496.9M	\$182.77M	36.78% ↓
AtliQ Exclusive	\$361.1M	\$166.15M	46.01%
Atliq e Store	\$304.1M	\$112.15M	36.88% ↓
Flipkart	\$138.5M	\$58.37M	42.14%
Neptune	\$105.7M	\$49.36M	46.70%
Sage	\$127.9M	\$40.31M	31.53% ↓
Leader	\$117.3M	\$36.02M	30.70% ↓
walmart	\$72.4M	\$33.06M	45.66%
Ebay	\$91.6M	\$33.06M	36.09% ↓
Acclaimed Stores	\$73.4M	\$29.58M	40.32%
Path	\$59.3M	\$25.81M	43.50%
Electricalslytical	\$68.0M	\$25.34M	37.24% ↓
Staples	\$64.2M	\$24.99M	38.92%
Total	\$3,736.2M	\$1,422.88M	38.08% ↓

Performance Matrix

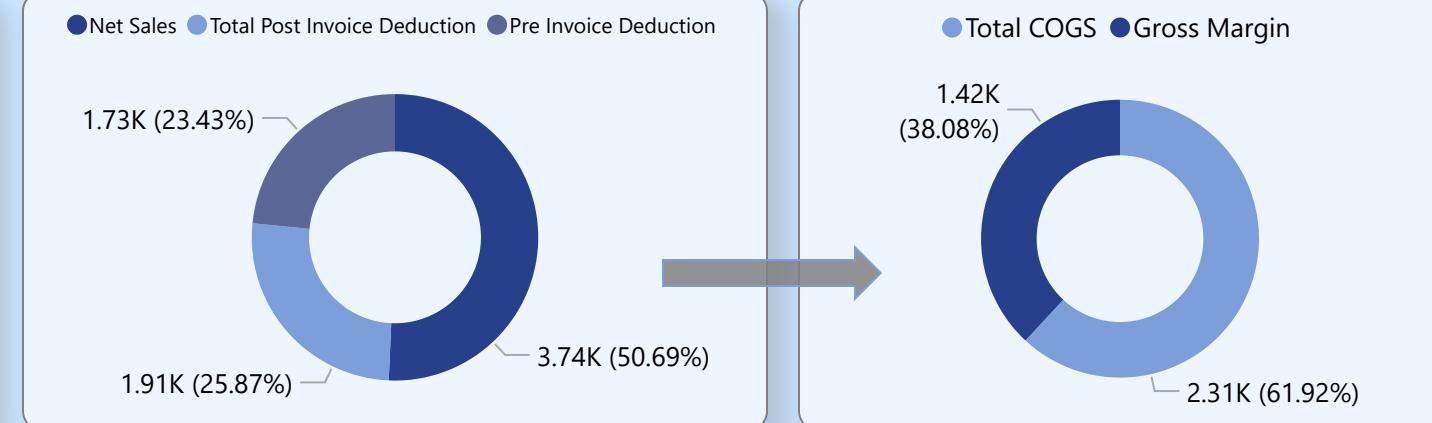
vs LY vs Target



Product Performance

segment	NS \$	GM\$	GM%
Notebook	\$1,580.4M	\$600.96M	38.03%
Peripherals	\$897.5M	\$341.22M	38.02%
Desktop	\$711.1M	\$272.39M	38.31%
Accessories	\$454.1M	\$172.61M	38.01%
Storage	\$54.6M	\$20.93M	38.33%
Networking	\$38.4M	\$14.78M	38.45%
Total	\$3,736.2M	\$1,422.88M	38.08%

Unit Economics



NS = Net Sales, GM = Gross Margin, COGS = Cost of Goods Sold, Red Highlighted Text = Not Meeting the GM % target



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 est.

Q1

Q2

Q3

Q4

YTD

YTG

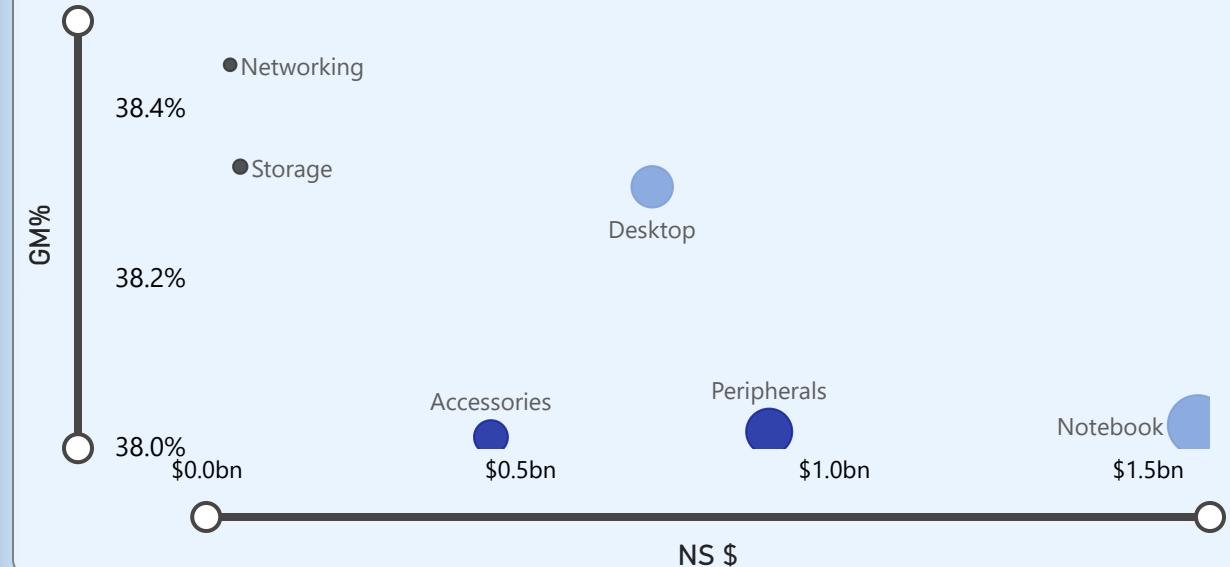


Product Performance

segment	NS \$	GM\$	GM%	Net Profit \$	Net Profit %	
+	Notebook	\$1,580.4M	\$601.0M	38.0%	-222.2M	-14.1%
+	Peripherals	\$897.5M	\$341.2M	38.0%	-125.9M	-14.0%
+	Desktop	\$711.1M	\$272.4M	38.3%	-97.8M	-13.8%
+	Accessories	\$454.1M	\$172.6M	38.0%	-63.8M	-14.0%
+	Storage	\$54.6M	\$20.9M	38.3%	-7.5M	-13.8%
+	Networking	\$38.4M	\$14.8M	38.5%	-5.3M	-13.7%
	Total	\$3,736.2M	\$1,422.9M	38.1%	-522.4M	-14.0%

Show NP%

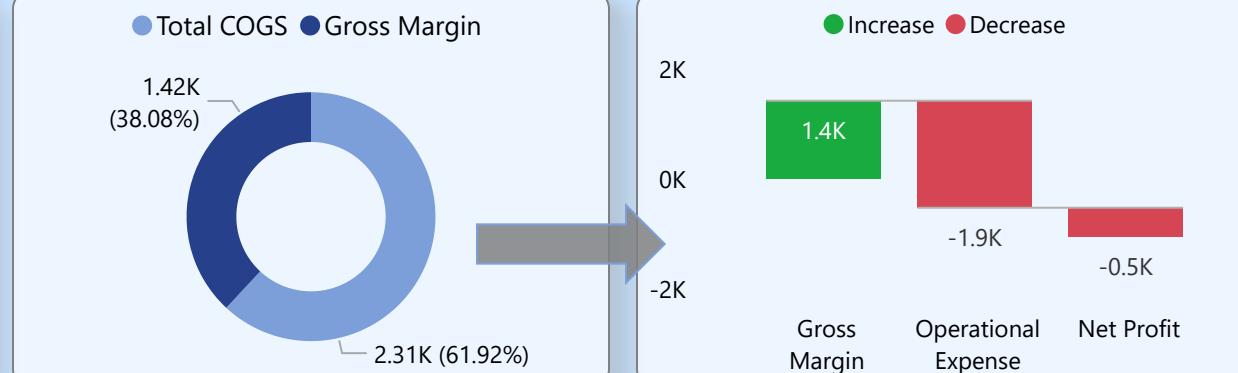
Performance Matrix

● N & S
 ● P & A
 ● PC
 

Region / Market / Customer Performance

region	NS \$	GM\$	GM%	Net Profit \$	Net Profit %	
+	LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
+	EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
+	NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
+	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%

Unit Economics



NS = Net Sales, GM = Gross Margin



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 est.

Q1

Q2

Q3

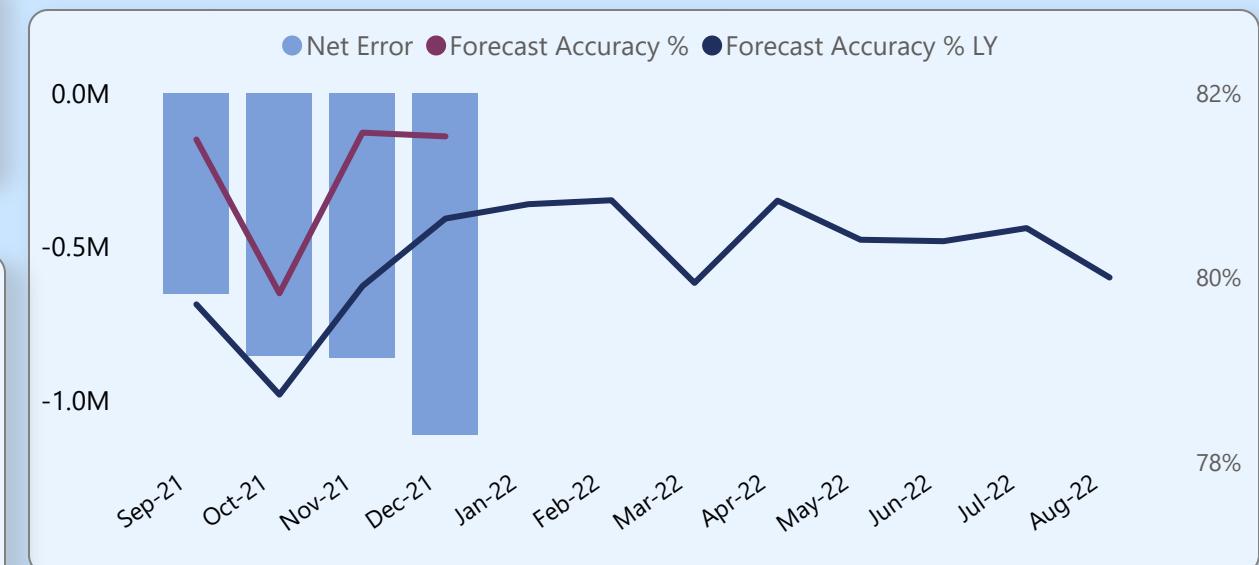
Q4

YTD

YTG

**81.17%✓**
LY: 80.21% (+1.2%)**Forecast Accuracy %****-3.47M✓**
LY: -0.75M (+361.97%)**Net Error****6.90M✓**
LY: 9.78M (+29.46%)**ABS Error****Key Metrics by Customer**

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	57.74%	0.08M	10.74%	50.69%	EI
BestBuy	46.60%	0.08M	16.72%	35.31%	EI
Billa	42.63%	0.00M	3.91%	18.29%	EI
Circuit City	46.17%	0.09M	16.55%	35.02%	EI
Control	52.06%	0.06M	13.01%	47.42%	EI
Costco	51.95%	0.10M	15.79%	49.42%	EI
Currys (Dixons Carphone)	54.29%	0.01M	6.00%	35.92%	EI
Leader	48.72%	0.17M	10.98%	24.45%	EI
Logic Stores	52.49%	0.01M	2.37%	51.44%	EI
Nomad Stores	53.44%	0.00M	1.34%	50.59%	EI
Notebillig	42.70%	0.00M	1.31%	18.87%	EI
Otto	45.76%	0.00M	2.41%	18.37%	EI
Path	50.57%	0.09M	14.91%	45.53%	EI
Radio Shack	45.64%	0.07M	16.48%	38.46%	EI
Sage	50.72%	0.15M	10.06%	33.58%	EI
Saturn	41.54%	0.00M	2.85%	19.16%	EI
Staples	54.45%	0.08M	11.51%	49.38%	EI
walmart	54.78%	0.08M	12.08%	50.12%	EI
All-Out	43.96%	0.00M	-0.32%	29.09%	OOS
Total	81.17%	-3.47M	-9.48%	80.21%	OOS

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

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
+ Desktop	87.53%	0.08M	10.24%	84.37%	EI
+ Accessories	87.42%	0.34M	1.72%	77.66%	EI
+ Networking	93.06%	-0.01M	-1.69%	90.40%	OOS
+ Notebook	87.24%	-0.05M	-1.69%	79.99%	OOS
+ Storage	71.50%	-0.63M	-25.61%	83.54%	OOS
+ Peripherals	68.17%	-3.20M	-31.83%	83.23%	OOS
Total	81.17%	-3.47M	-9.48%	80.21%	OOS

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



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022 est.

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$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 %

81.17%✓
LY: 80.21% (+1.2%)

Forecast Accuracy %

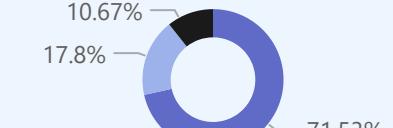
Revenue by Division

● PC ● P & A ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor

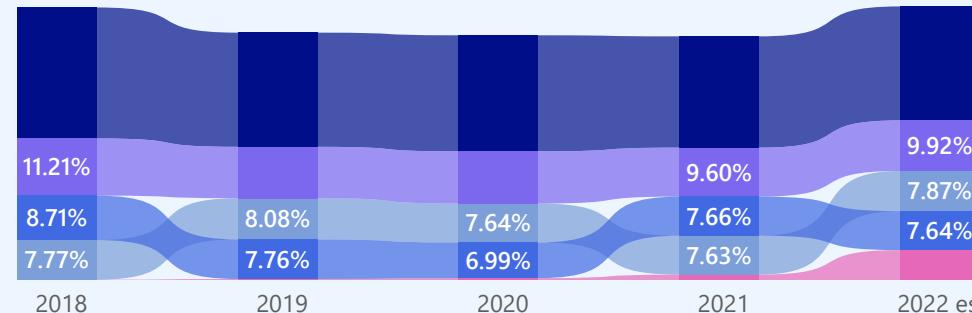


Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM%	NP %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4%
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6%
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%
Total	\$3,736.2M	100.0%	38.1%	↓	-14.0%	5.9%	OOS

PC Market Share Trend -AtliQ & Competitors

● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customers by Revenue

customer	RC %	GM%
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78% ↓
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products Revenue

product	RC %	GM%
AQ Smash 2	4.1%	37.40% ↓
AQ Smash 1	3.8%	37.43% ↓
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
Total	23.2%	38.06% ↓

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

NS \$ and GM% by Start of Month

