



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.



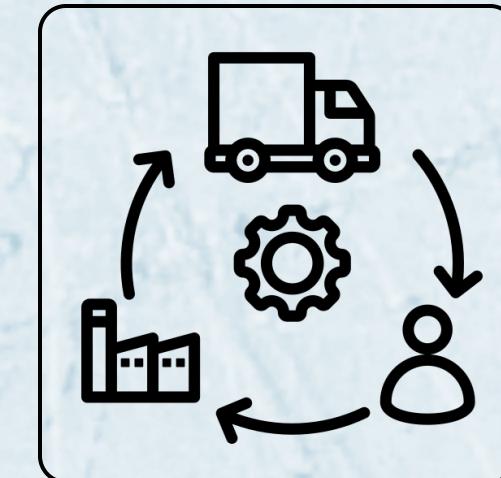
Sales View

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



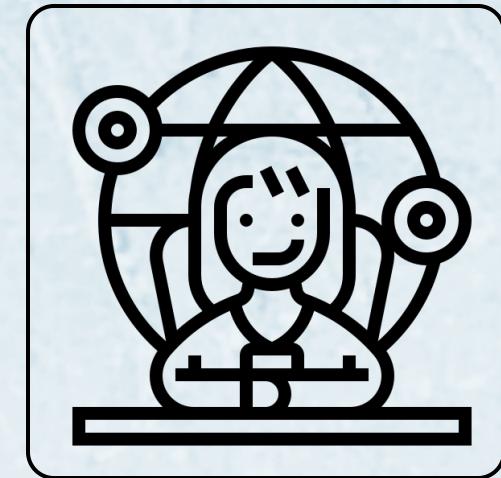
Marketing View

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, Market
All

customer
All

segment, category, pr...
All

2018 2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

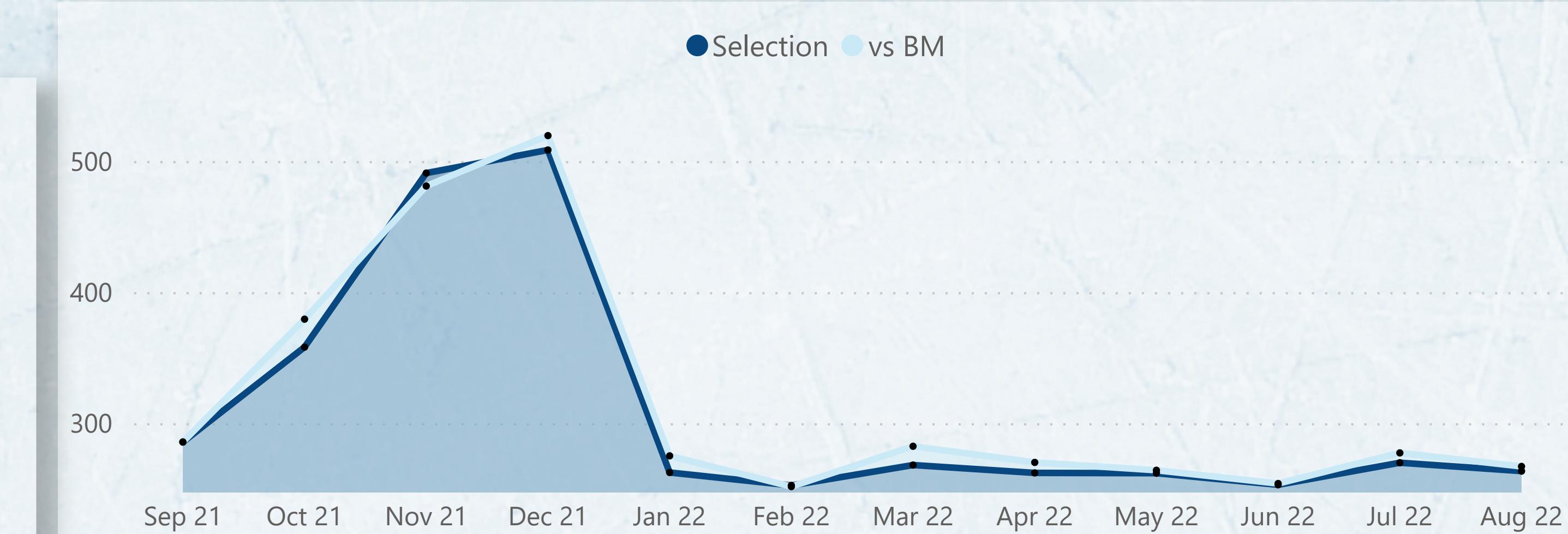
₹ 3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

- 13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

vs LY vs Target

Net Sales performance over time



Profit And Loss Statement

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			
Net Profit %	-13.98	-14.19	0.21	-1.47

Top/Bottom Customers & Products by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
	Total	Chg %		Total	Chg %
+ APAC	1,923.77	-2.48	+ Accessories	454.10	
+ EU	775.48	-1.13	+ Desktop	711.08	
+ LATAM	14.82	-1.60	+ Networking	38.43	
+ NA	1,022.09	-1.24	+ Notebook	1,580.43	
Total	3,736.17	-1.86	+ Peripherals	897.54	
			+ Storage	54.59	
			Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



Region, Market

All



customer

All



segment, category, pr...

All



2018

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Q1

Q2

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Q4

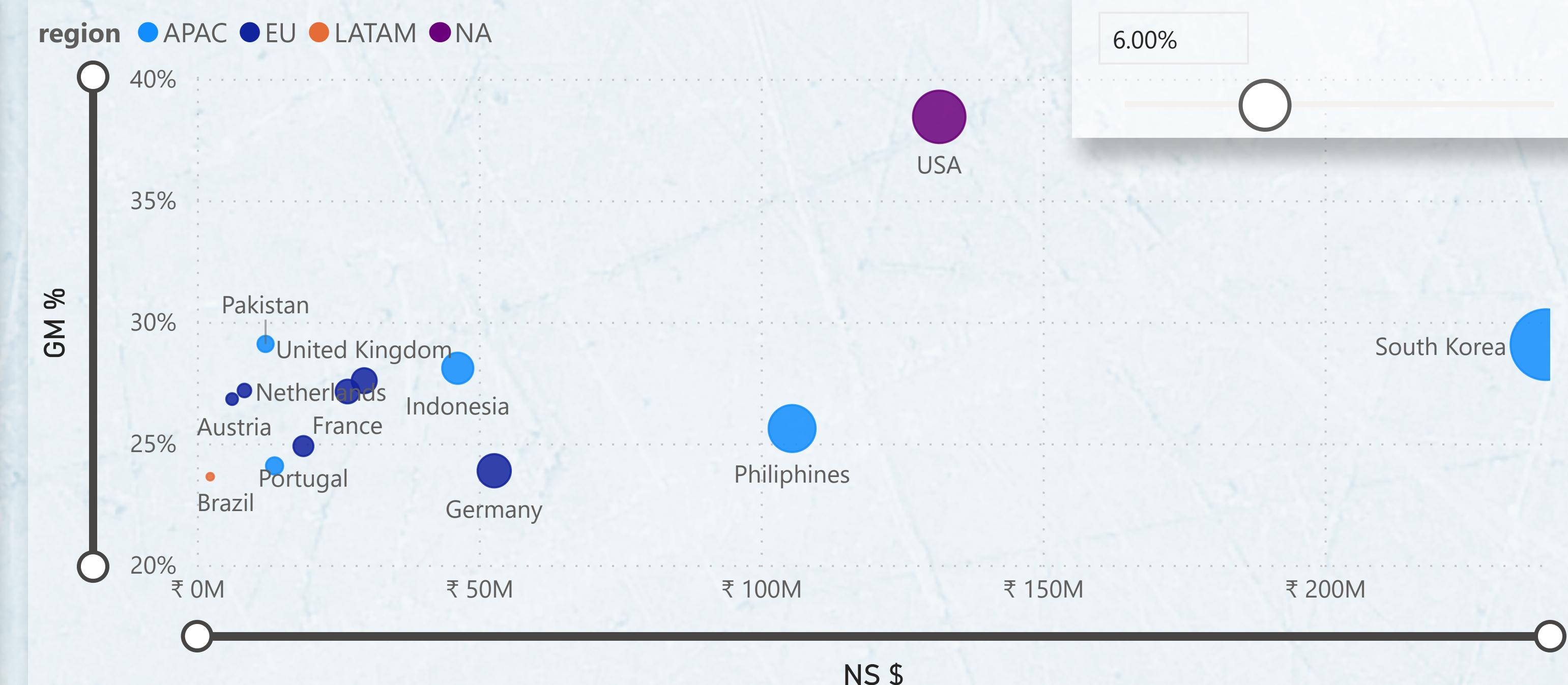
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AltiQ Exclusive	₹ 307.17M	145.05M	47.22%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
walmart	₹ 72.41M	33.06M	45.66%
Total	₹ 1,422.88	38.08%	
	3,736.17M	M	

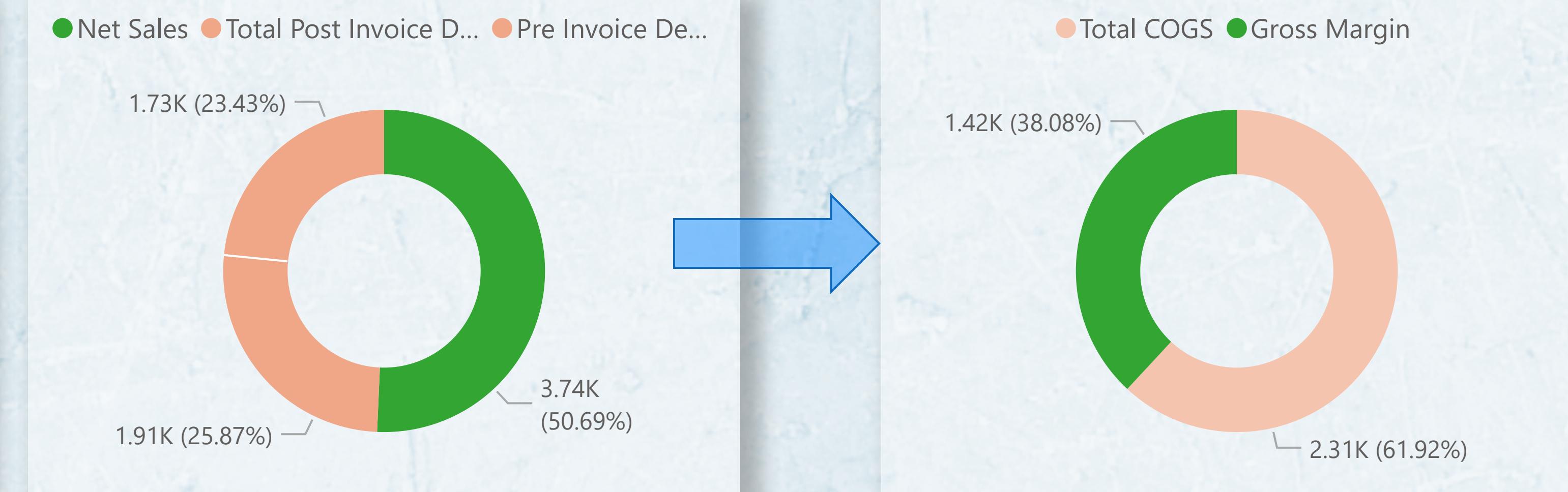
Performance Matrix



Product Performance

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

Unit Economics



vs LY

vs Target



Region, Market

All



customer

All



segment, category, pr...

All



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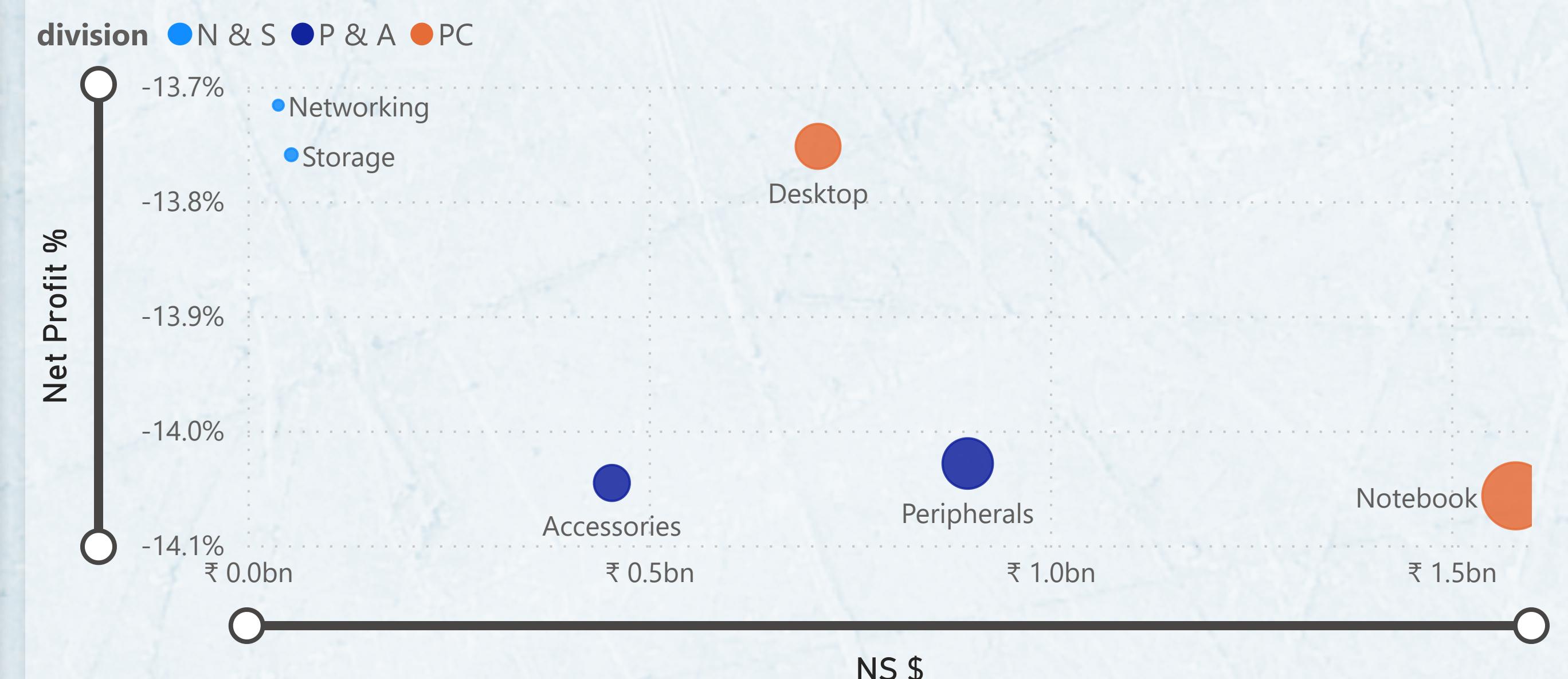
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

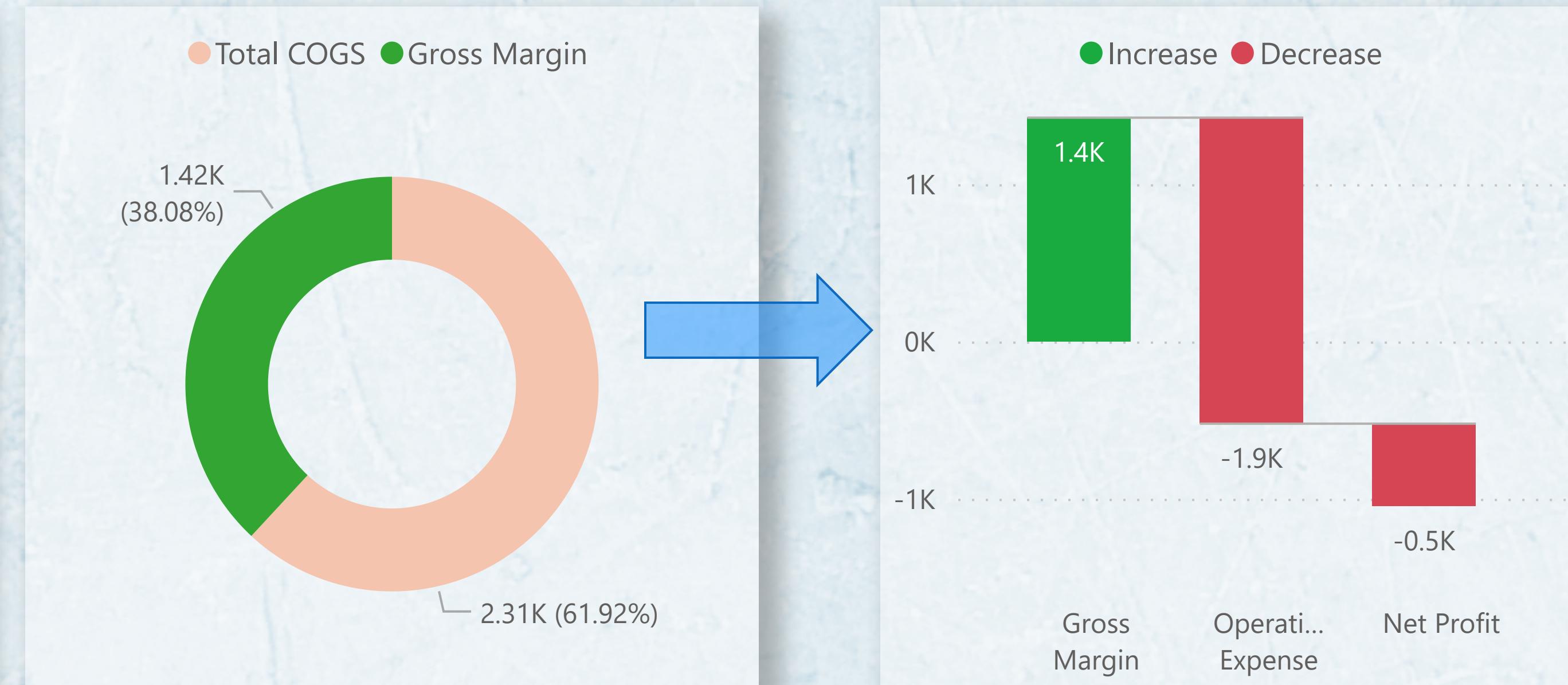
Performance Matrix



Region/Market/Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
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





Region, Market

All



customer

All



segment, category, pr...

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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

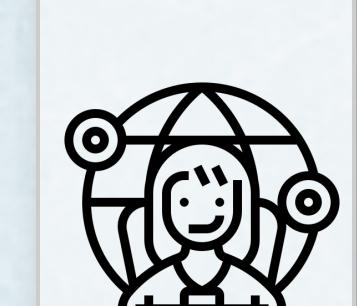
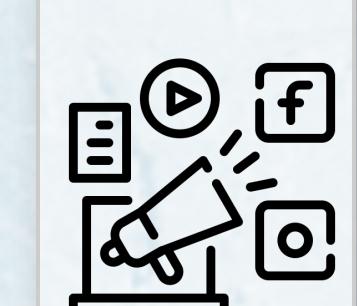
-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

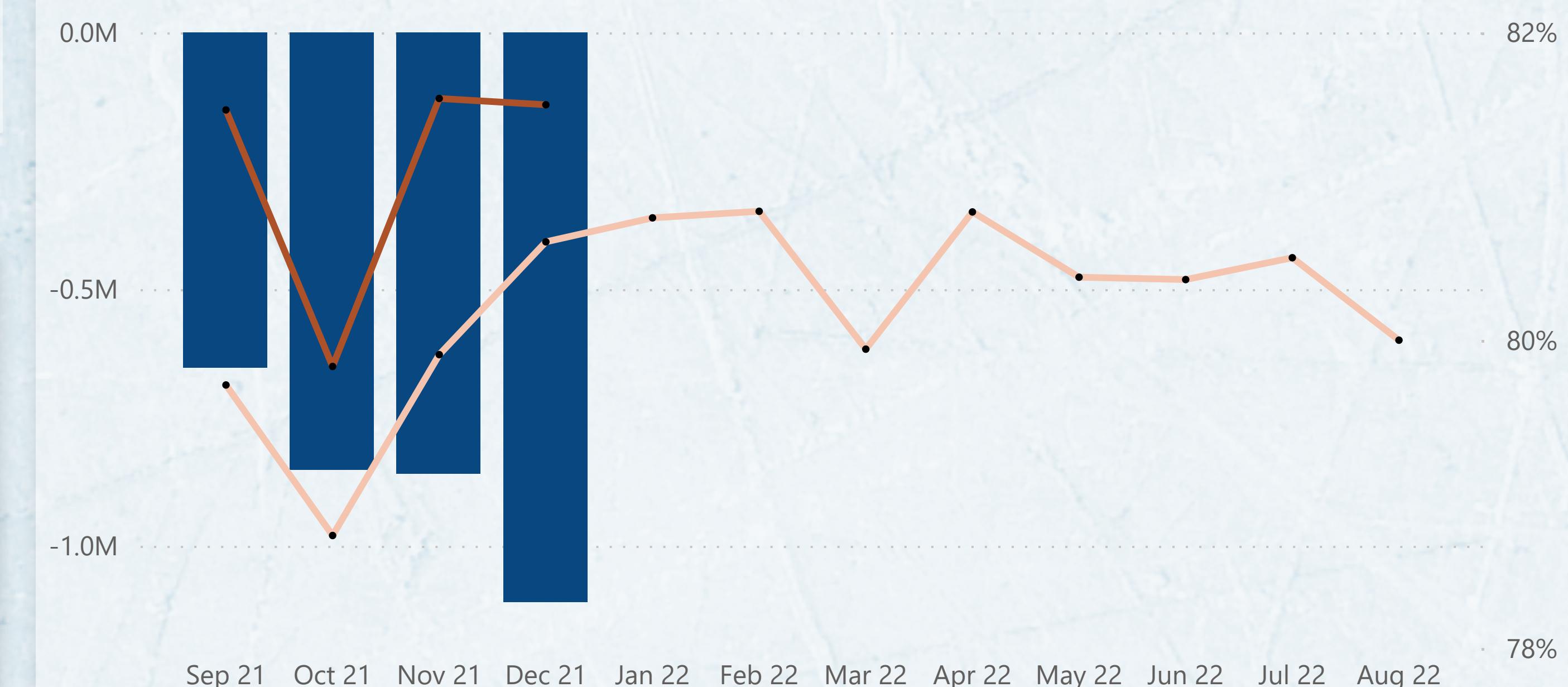
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk
Acclaimed Stores	57.74%	50.69%	83037	EI
All-Out	43.96%	29.09%	-150	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	OOS
Amazon	73.79%	74.54%	-464694	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	OOS
Atlas Stores	49.53%	48.16%	-4182	OOS
Atliq e Store	74.22%	74.59%	-294868	OOS
Atliq Exclusive	29.71%	42.13%	-138065	OOS
BestBuy	46.60%	35.31%	81179	EI
Billa	42.63%	18.29%	3704	EI
Boulanger	52.69%	58.77%	-48802	OOS
Chip 7	34.56%	53.44%	-85293	OOS
Chiptec	50.49%	52.54%	-20102	OOS
Circuit City	46.17%	35.02%	85248	EI
Control	52.06%	47.42%	64731	EI
Coolblue	47.66%	52.95%	-34790	OOS
Costco	51.95%	49.42%	101913	EI
Croma	36.58%	42.78%	-77649	OOS
Currys (Dixons)	54.29%	35.92%	8104	EI
Total	81.17%	80.21%	-3472690	OOS

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY



Accuracy/Net Error Trend

Key Metrics By Segment/Category/Product

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
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



Region, Market

All



customer

All



segment, category, pr...

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vs LY

vs Target

₹ 3.74bn!

BM: 3.81bn (-1.86%)

Net Sales**38.08%!**

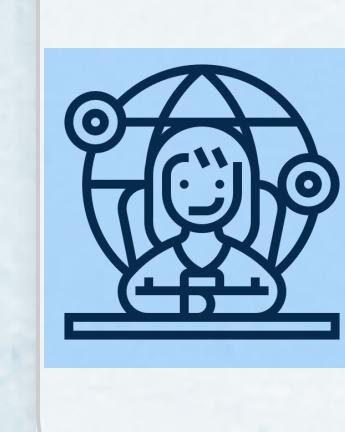
BM: 38.34% (-0.66%)

GM %**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit %**81.17%✓**

LY: 80.21% (+1.2%)

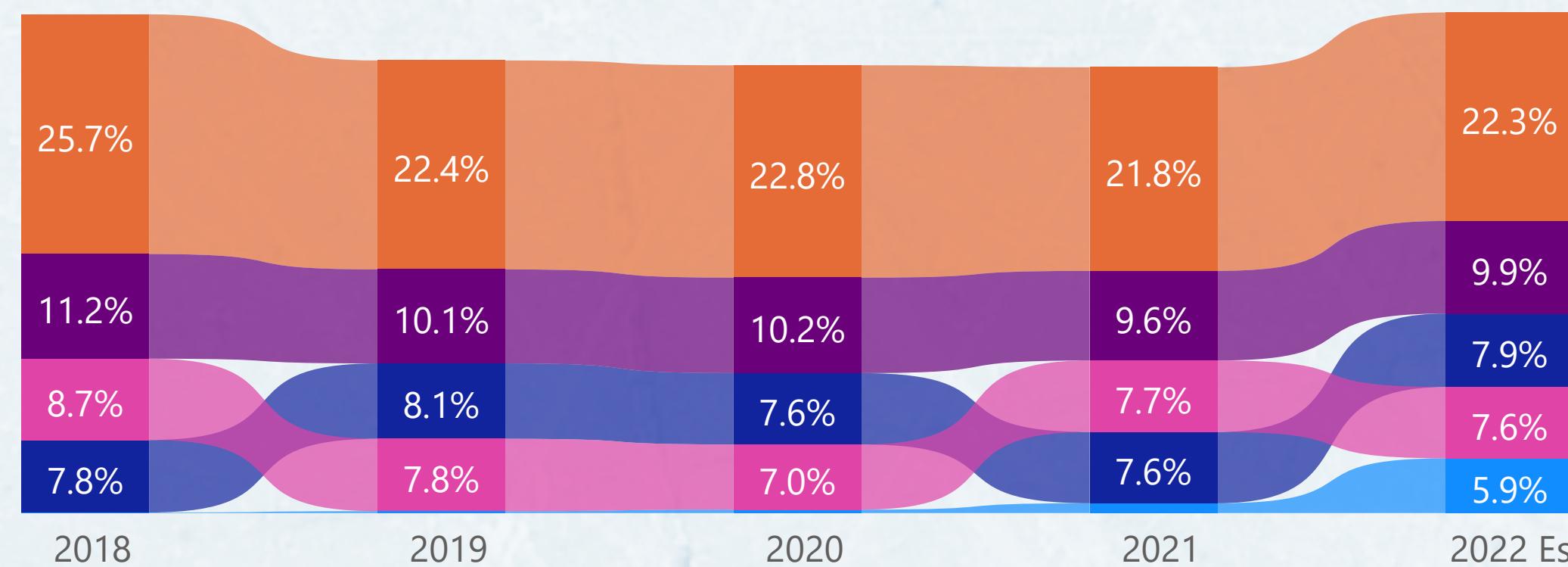
Forecast Accuracy

Key Insights by Sub Zone

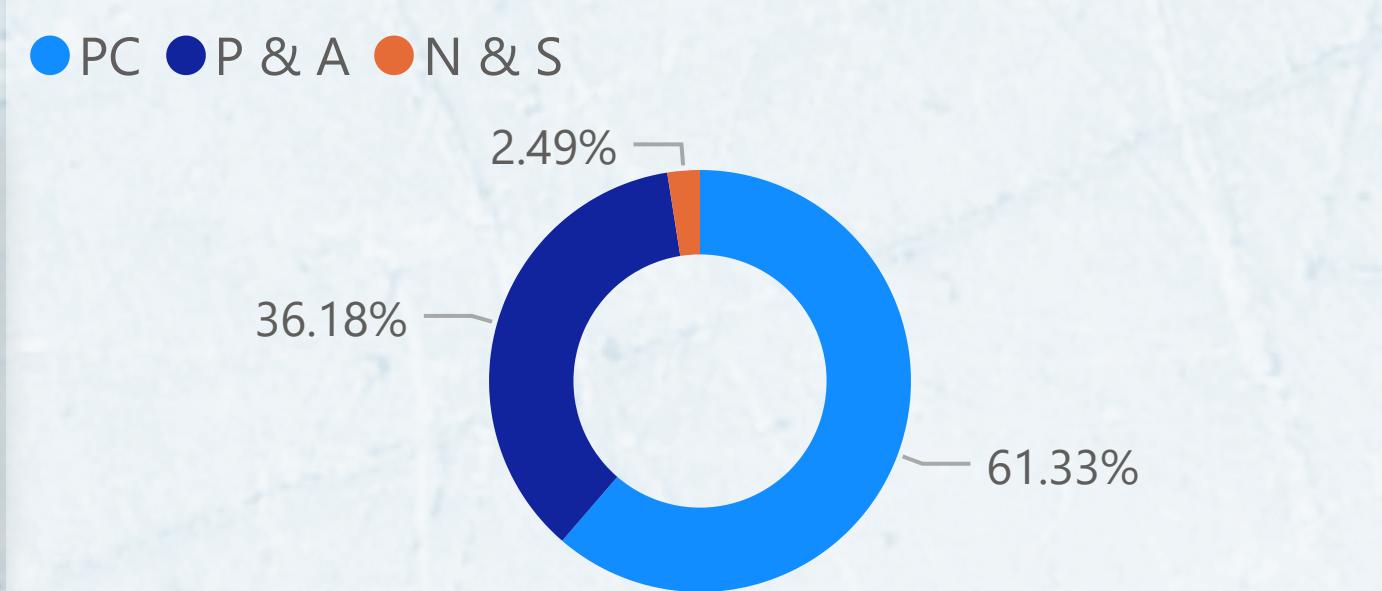
Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk %
ANZ	₹ 189.78M	5.1%	43.5%	↓	-7.4%	1.36%	-37.61% OOS
India	₹ 945.34M	25.3%	35.8%		-23.0%	13.26%	-24.37% OOS
LATAM	₹ 14.82M	0.4%	35.0%	↓	-2.9%	0.28%	3.37% EI
NA	₹ 1,022.09M	27.4%	45.0%	↓	-14.2%	4.87%	14.35% EI
NE	₹ 457.71M	12.3%	32.8%	↓	-18.1%	6.80%	-4.56% OOS
ROA	₹ 788.66M	21.1%	34.2%	↓	-6.3%	8.32%	-4.56% OOS
SE	₹ 317.78M	8.5%	37.0%	↓	-4.0%	16.40%	-55.47% OOS
Total	₹ 3,736.17M	100.0%	38.1%	-14.0%	5.87%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

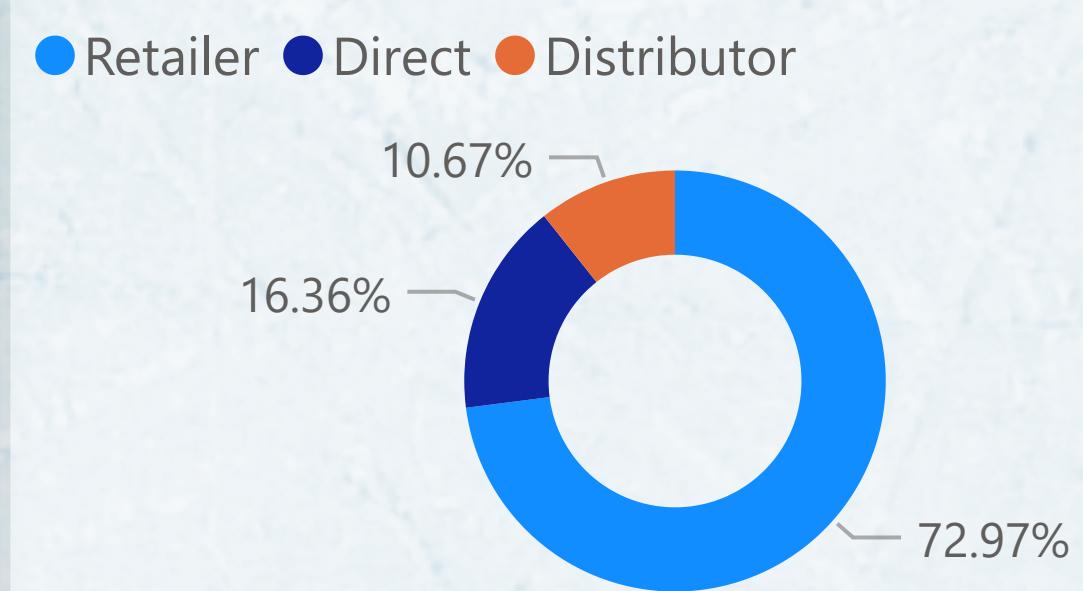
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Revenue by Division



Revenue by Channel



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

NS \$, GM %, Net Profit % and Market Share % by fy_desc

● NS \$ ● GM % ● Net Profit % ● Market Share %

₹ 4bn

₹ 2bn

₹ 0bn

2018 2019 2020 2021 2022 Est

Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ↓
AtliQ Exclusive	8.22%	47.22%
Atliq e Store	8.14%	36.88% ↓
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	36.79%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
Total	23.19%	38.06%

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