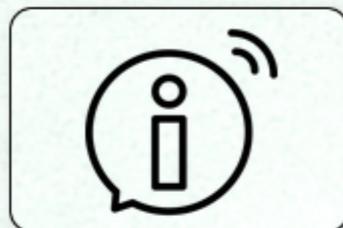




Business Insights 360



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



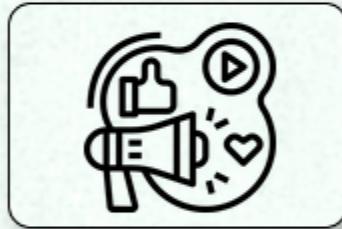
Executive View

A **top level dashboard for executives** consolidating top insights from all dimensions of business.



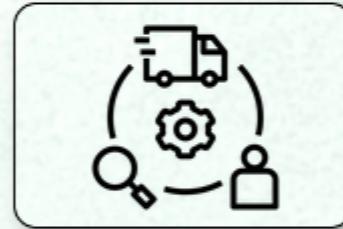
Sales View

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.



Support

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

Region, Market

All

Customer

All

Segment, Category, Product

All

2019 2020 2021 2022 est

Q1 Q2 Q3 Q4

YTD YTG

Net Sales - Performance Over Time

vs LY vs Target

Date	Selection	vs BM
Sep 21	~280	~100
Oct 21	~350	~100
Nov 21	~480	~120
Dec 21	~520	~120
Jan 22	~250	~100
Feb 22	~250	~100
Mar 22	~250	~100
Apr 22	~250	~100
May 22	~250	~100
Jun 22	~250	~100
Jul 22	~250	~100
Aug 22	~250	~100

\$3.74bn✓
BM: 823.85M (+353.5%)

38.08%✓
BM: 36.49% (+4.37%)

-13.98%!
BM: -6.63% (-110.79%)

Net Sales

GM %

Net Profit %

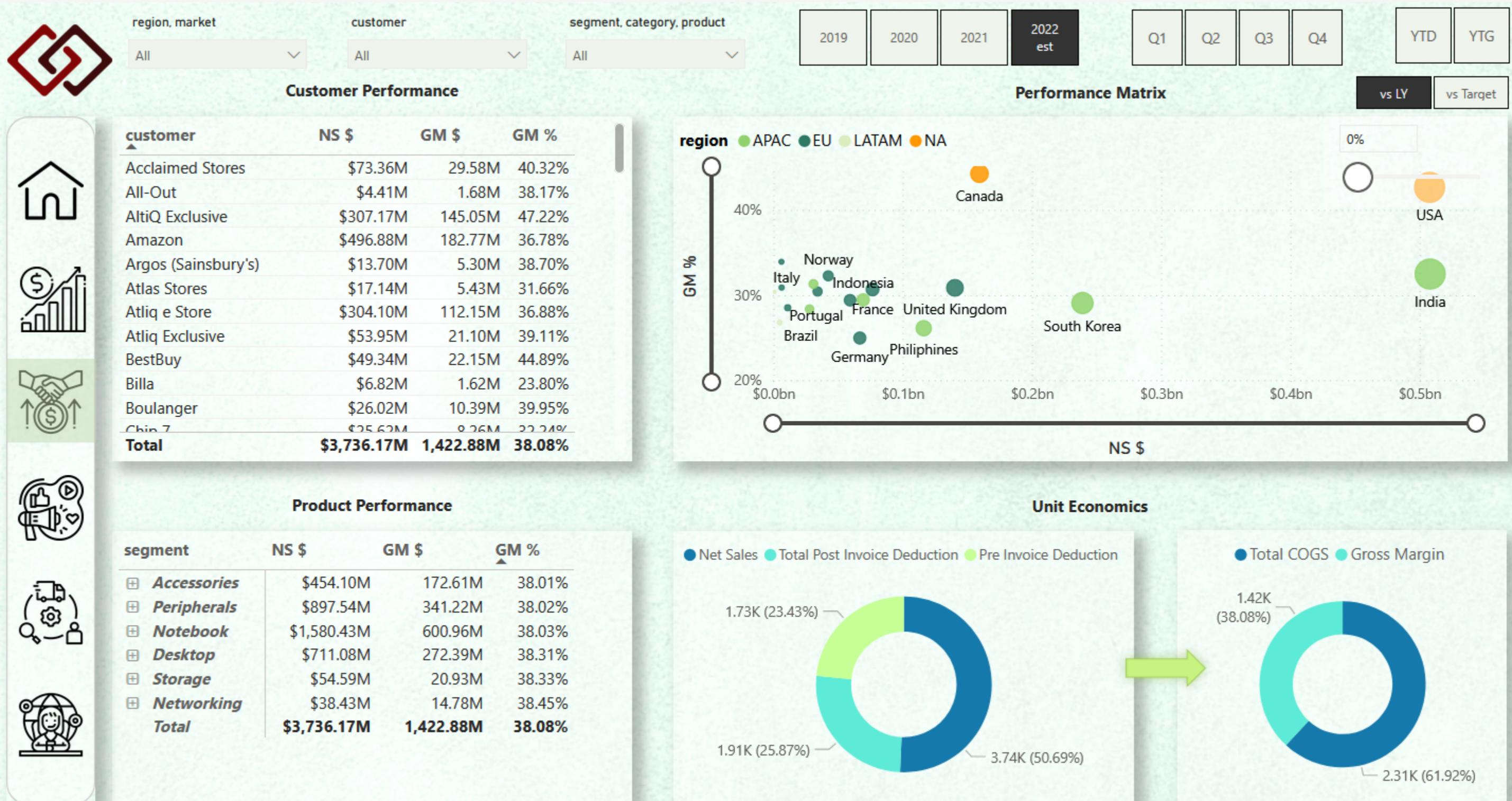
Profit and Loss Statement

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 Profit %	-13.98	-6.63	-7.35	110.79

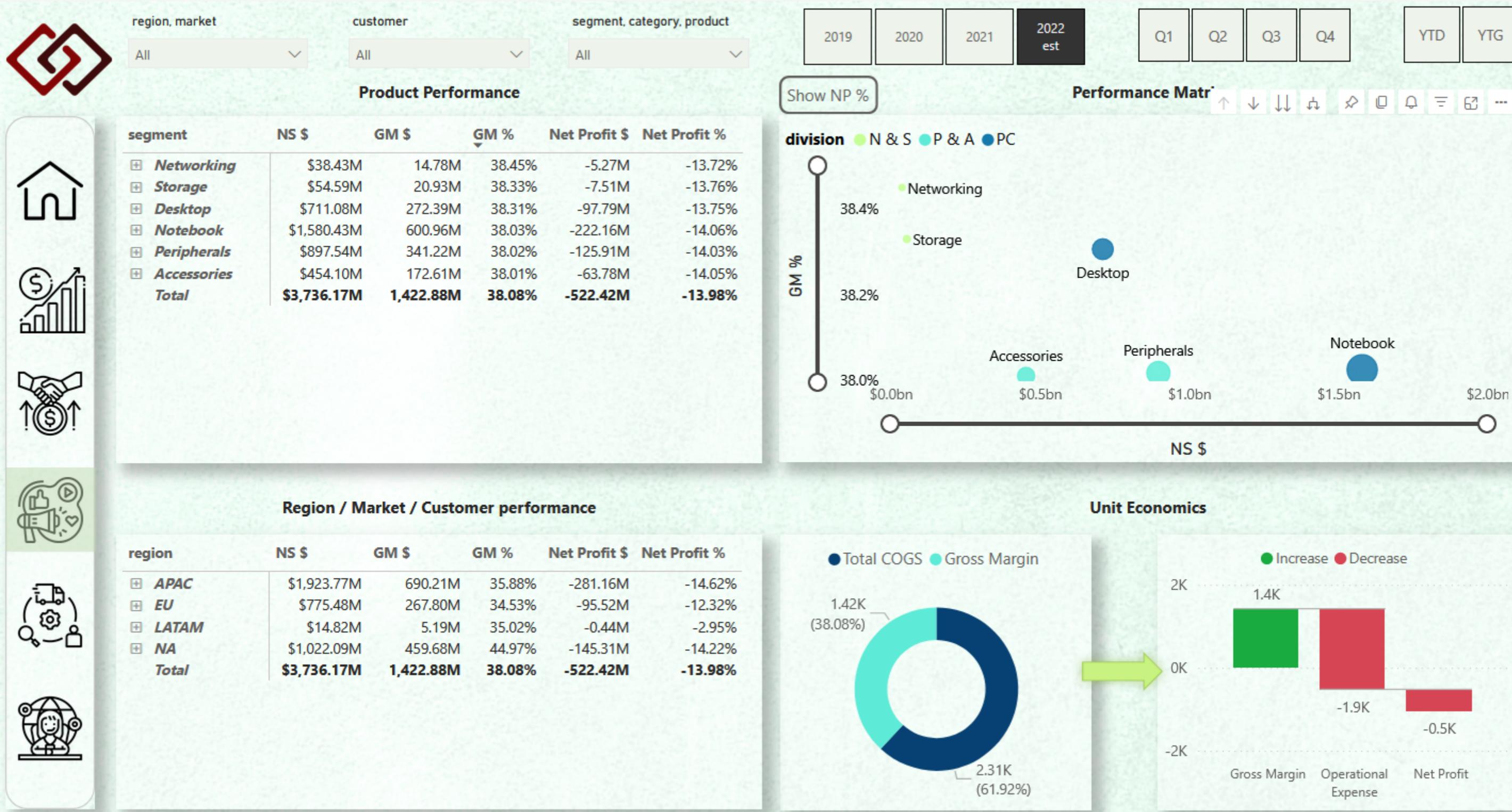
Top / Bottom Products & Customers by Net Sales

region	P&L	P&L Chg	segment	P&L	P&L Chg
	Values	%		Values	%
NA	1022.09	474.40	Notebook	1580.43	493.06
LATAM	14.82	368.40	Peripherals	897.54	439.03
EU	775.48	286.26	Desktop	711.08	1,431.55
APAC	1923.77	335.27	Accessories	454.10	85.46
Total	3736.17	353.50	Storage	54.59	0.32
			Networking	38.43	-14.89
			Total	3736.17	353.50

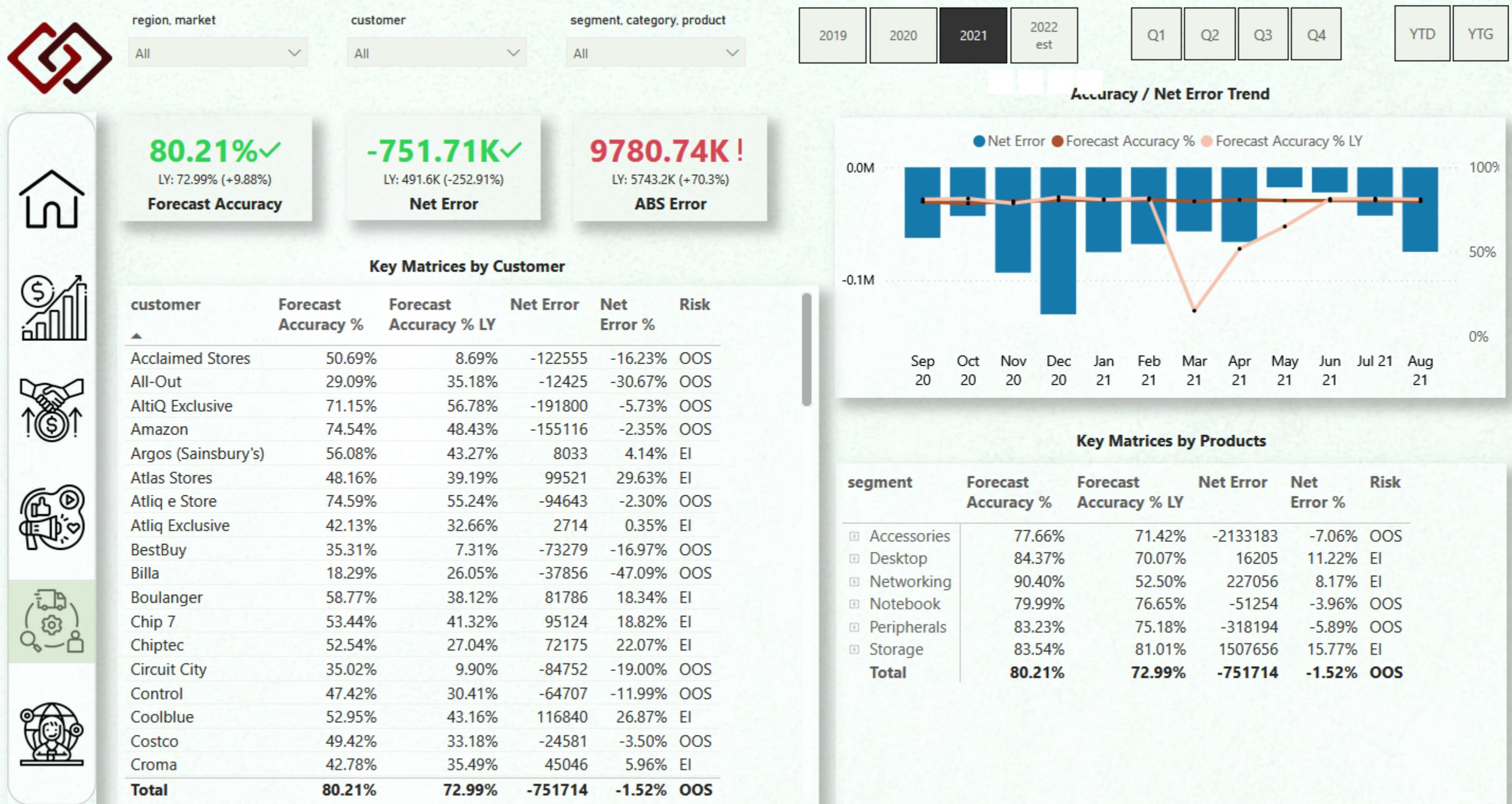
BM = Benchmark, LY = Last Year



NS = Net Sales, GM = Gross Margin



NS = Net Sales, GM = Gross Margin





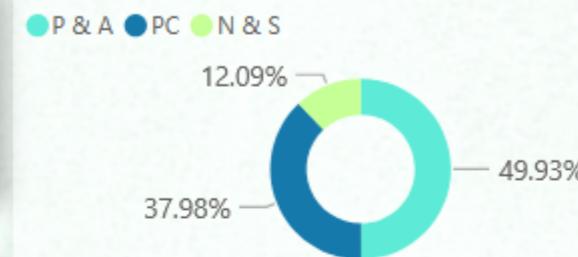
\$823.85M ✓
BM: 267.98M
(+207.43%)
Net Sales

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

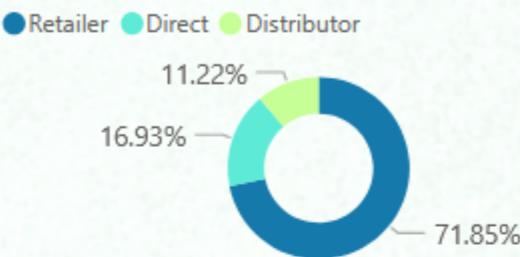
-6.63% !
BM: -0.85% (-676.38%)
Net Profit %

80.21% ✓
LY: 72.99% (+9.88%)
Forecast Accuracy

Revenue by Division



Revenue by Channel

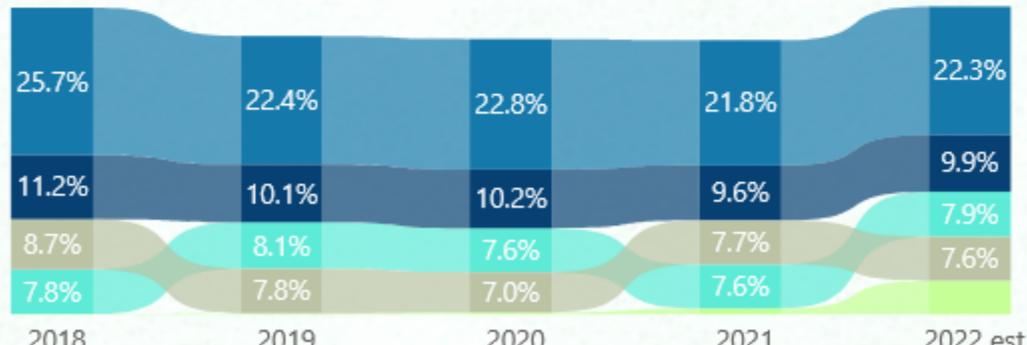


Key Insights by Subzone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210.7M	25.57%	32.0%	-24.7%	2.5%	3.90%	EI
NA	\$177.9M	21.60%	37.2%	-13.7%	0.8%	-7.06%	OOS
NE	\$109.3M	13.27%	38.0%	-1.1%	1.2%	11.27%	EI
SE	\$91.5M	11.10%	38.7%	4.4%	3.6%	10.56%	EI
LATAM	\$3.2M	0.38%	37.5%	6.2%	0.0%	5.32%	EI
ANZ	\$44.4M	5.39%	38.5%	7.3%	0.3%	-5.19%	OOS
ROA	\$186.9M	22.69%	38.3%	8.2%	1.5%	-21.55%	OOS
Total	\$823.8M	100.00%	36.5%	-6.6%	1.1%	-1.52%	OOS

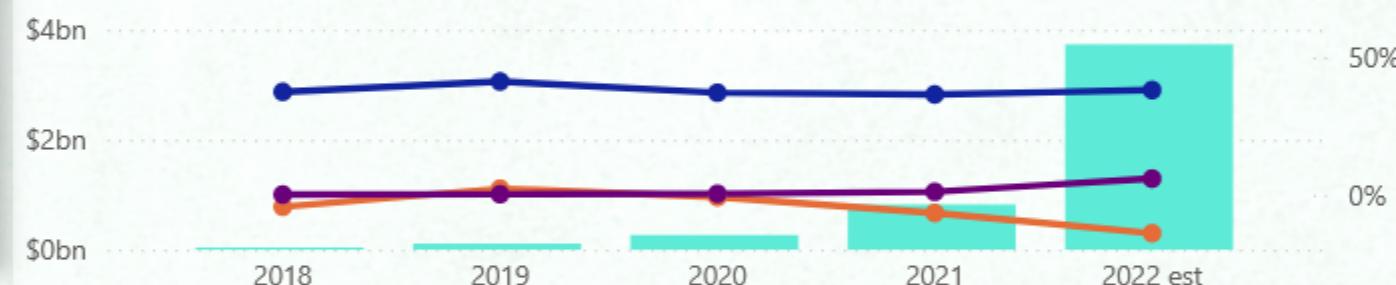
PC Market Share Trend of atliQ along with top manufacturer by Fiscal Year

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Yearly Trend by Revenue, NS \$, GM %, Net Profit % and Market Share %

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



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.39%	46.10%
Amazon	13.23%	35.40%
Atliq e Store	8.53%	37.54%
Flipkart	3.07%	30.23%
Sage	3.29%	35.16%
Total	36.51%	37.90%

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%





Business Insights 360



- All the system data in tool is refreshed 5th working day of every month.
- 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.
- For FAQ, click [here](#).