



Business Insights 360



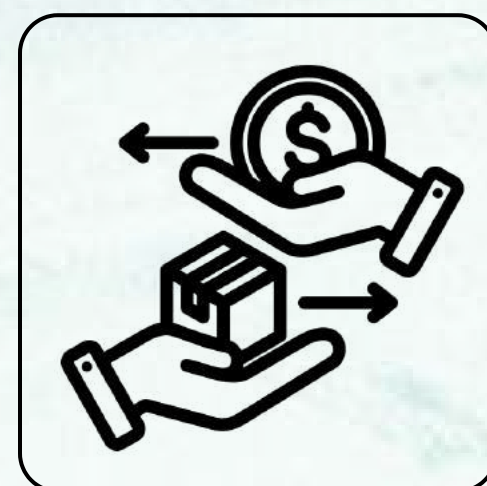
Info

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..



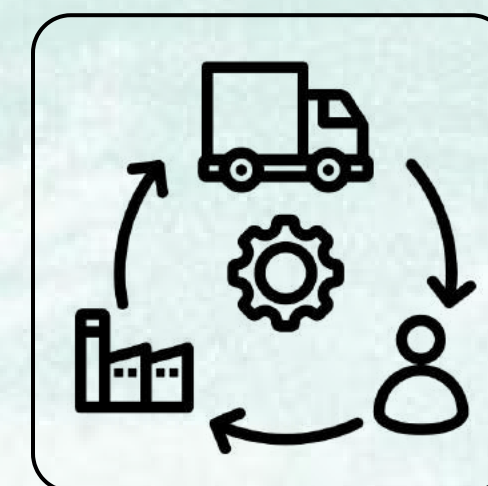
Sales View

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



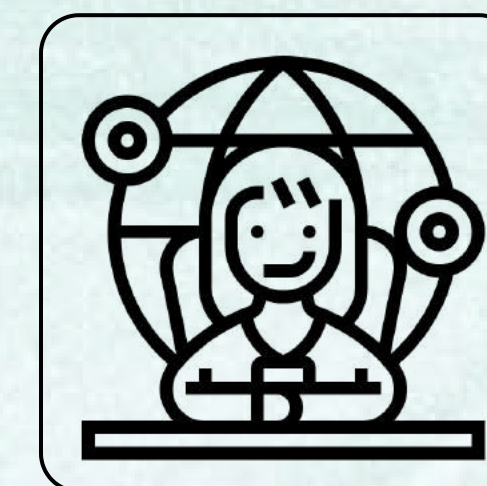
Marketing View

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, market

All

customer

All

segment, category, product

All

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% !**

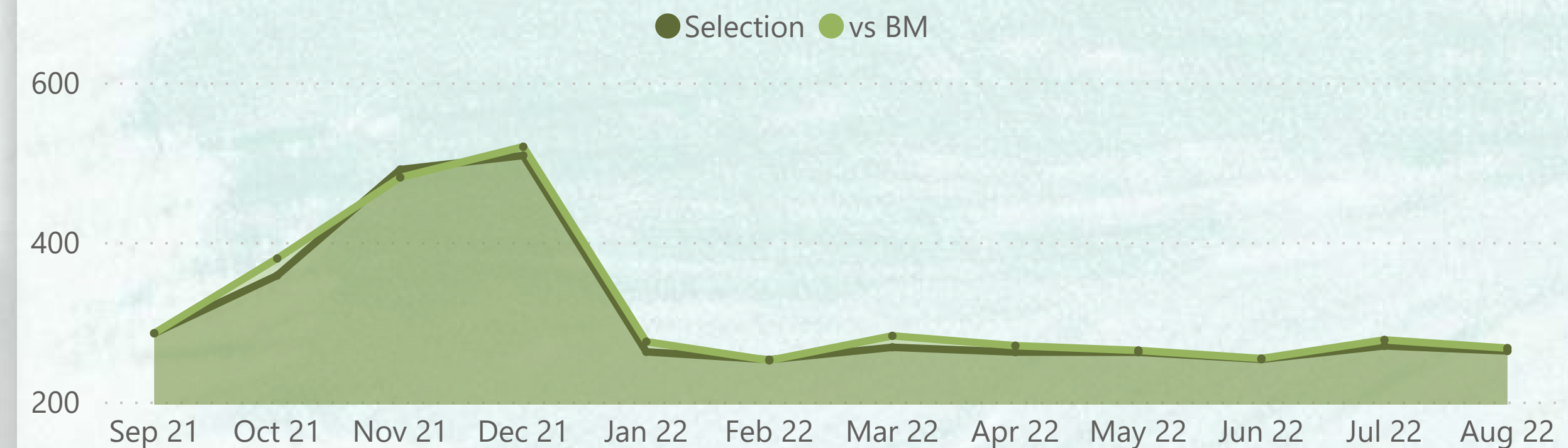
BM: 38.34% (-0.66%)

GM %**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit %**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 Expenses	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time**Top / Bottom Products & Customers by Net Sales**

region	P & L Values	P & L Chg %	segment	P & L Values	P & L 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

NS = Net Sales, GM = Gross Margin



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Customer Performance

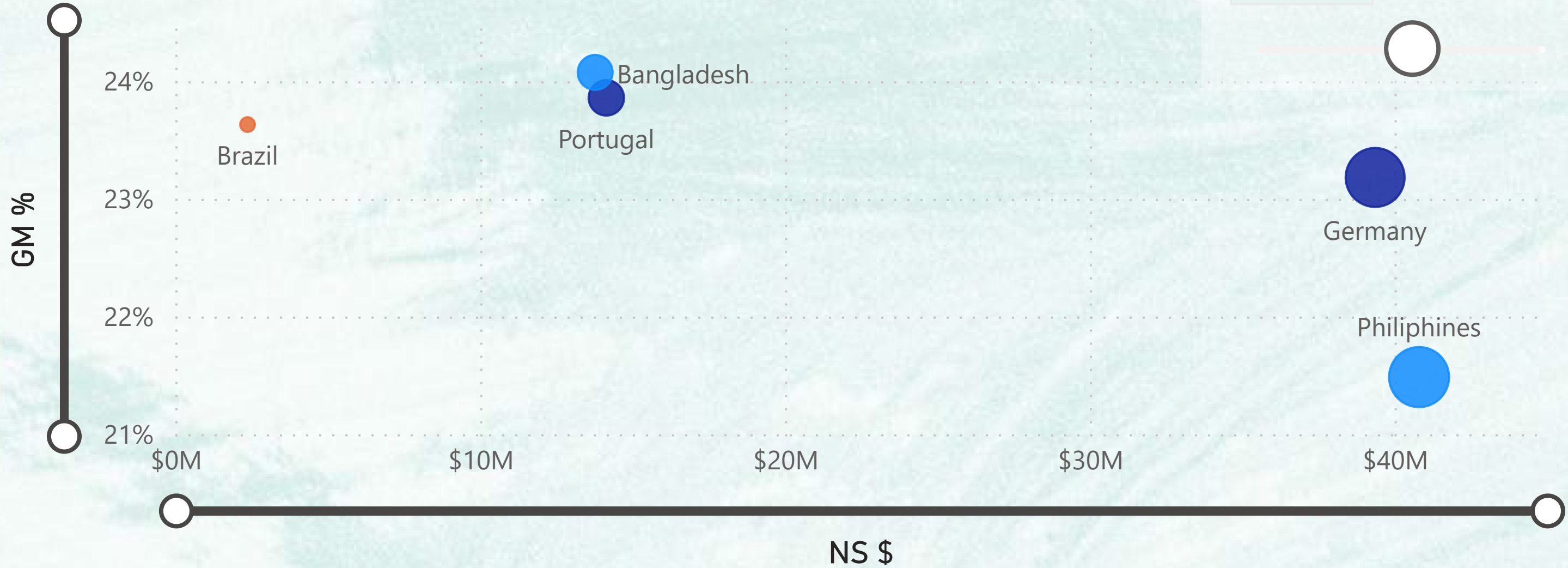
customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.78%
AtliQ Exclusive	\$361.1M	166.1M	46.01%
Atliq e Store	\$304.1M	112.1M	36.88%
Flipkart	\$138.5M	58.4M	42.14%
Sage	\$127.9M	40.3M	31.53%
Leader	\$117.3M	36.0M	30.70%
Neptune	\$105.7M	49.4M	46.70%
Ebay	\$91.6M	33.1M	36.09%
Acclaimed Stores	\$73.4M	29.6M	40.32%
walmart	\$72.4M	33.1M	45.66%
Electricalslytical	\$68.0M	25.3M	37.24%
Electronicslytical	\$67.8M	24.4M	36.02%
Total	\$3,736.2M	1,422.9M	38.08%

Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.01%
Desktop	\$711.1M	272.4M	38.31%
Networking	\$38.4M	14.8M	38.45%
Notebook	\$1,580.4M	601.0M	38.03%
Peripherals	\$897.5M	341.2M	38.02%
Storage	\$54.6M	20.9M	38.33%
Total	\$3,736.2M	1,422.9M	38.08%

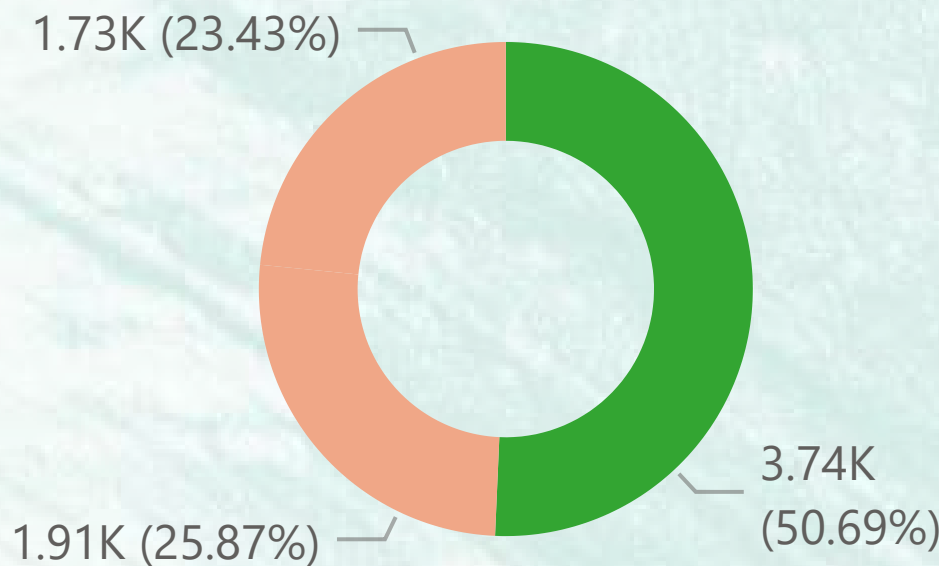
Performance Matrix

region APAC EU LATAM

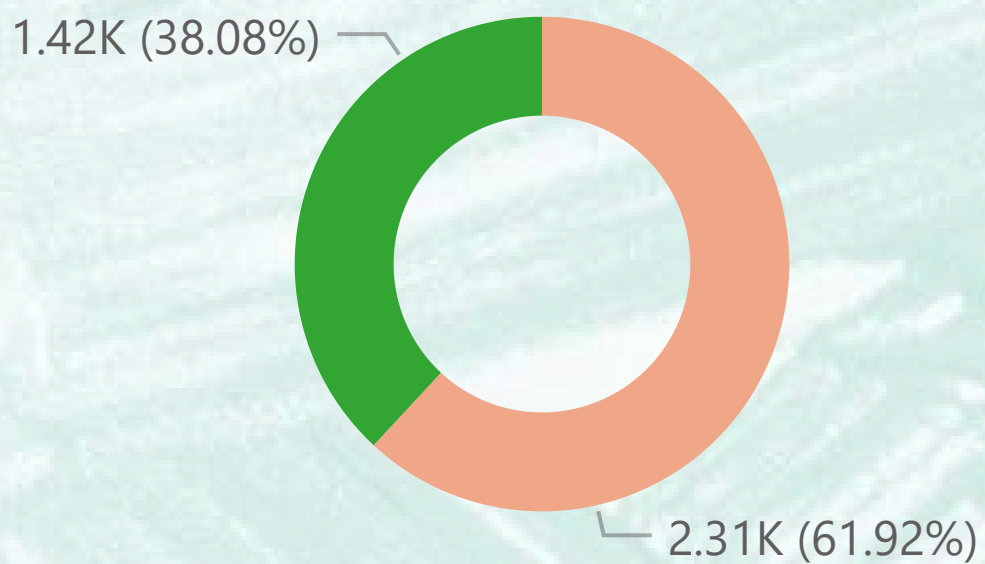


Unit Economics

Net Sales Total Post Invoice Pre Invoice



Total COGS Gross Margin





region, market

All

customer

All

segment, category, product

All

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	38.03%	-222.2M	-14.06%
⊞ Accessories	\$454.1M	172.6M	38.01%	-63.8M	-14.05%
⊞ Peripherals	\$897.5M	341.2M	38.02%	-125.9M	-14.03%
⊞ Storage	\$54.6M	20.9M	38.33%	-7.5M	-13.76%
⊞ Desktop	\$711.1M	272.4M	38.31%	-97.8M	-13.75%
⊞ Networking	\$38.4M	14.8M	38.45%	-5.3M	-13.72%
Total	\$3,736.2M	1,422.9M	38.08%	-522.4M	-13.98%

Show GM..

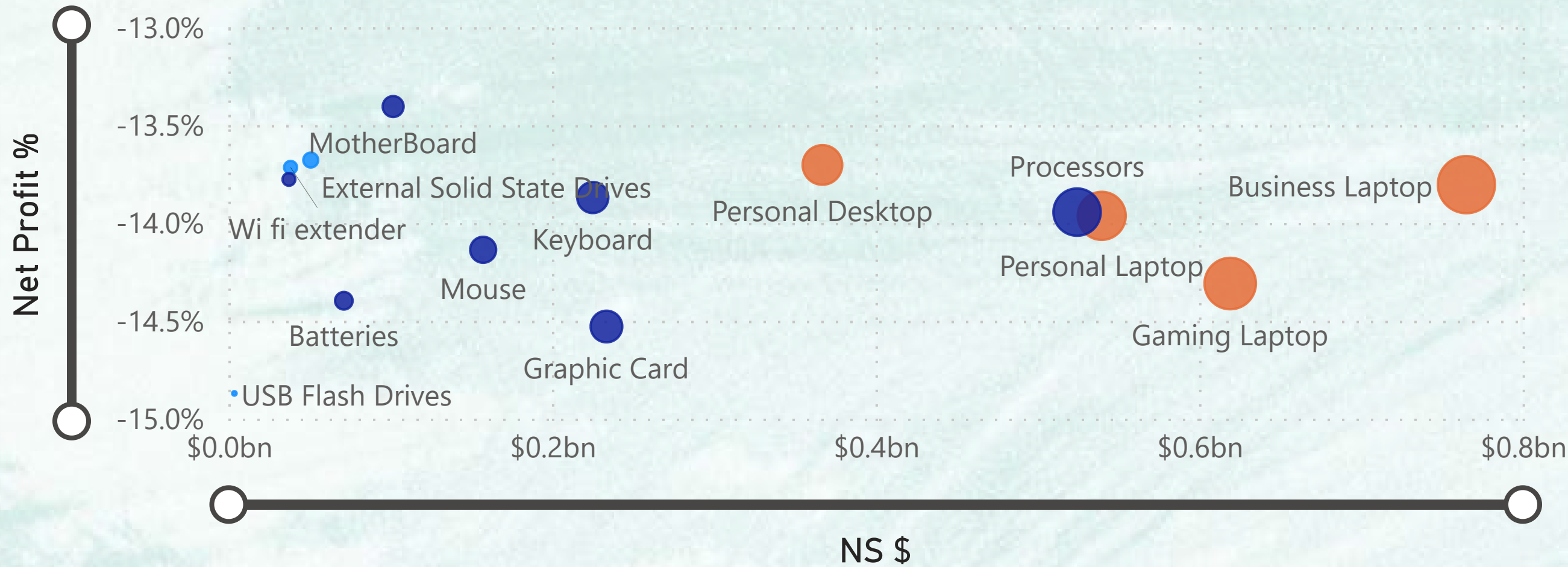
Performance Matrix

vs LY

vs Target

division

● N & S ● P & A ● PC

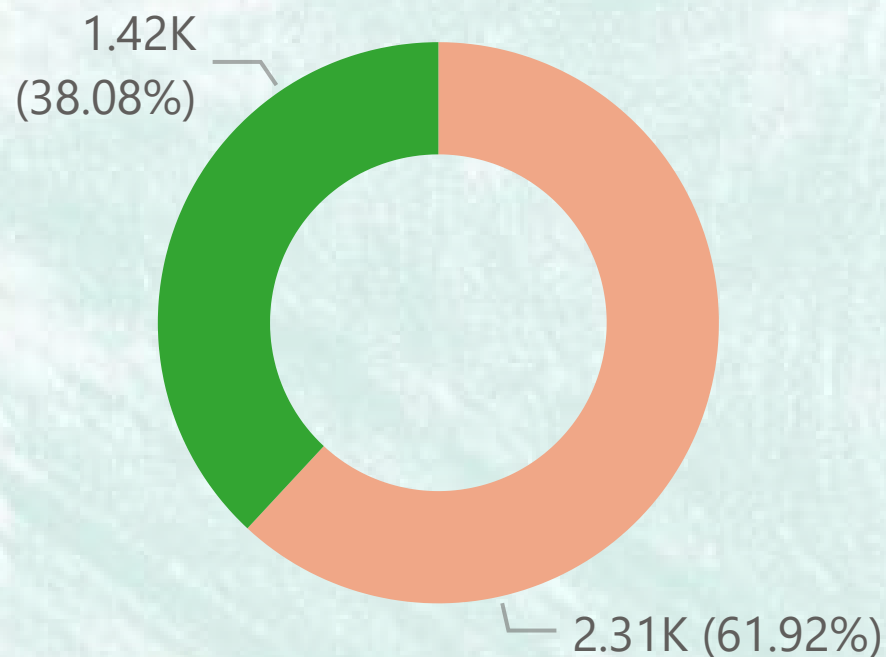


Region / Market / Customer Performance

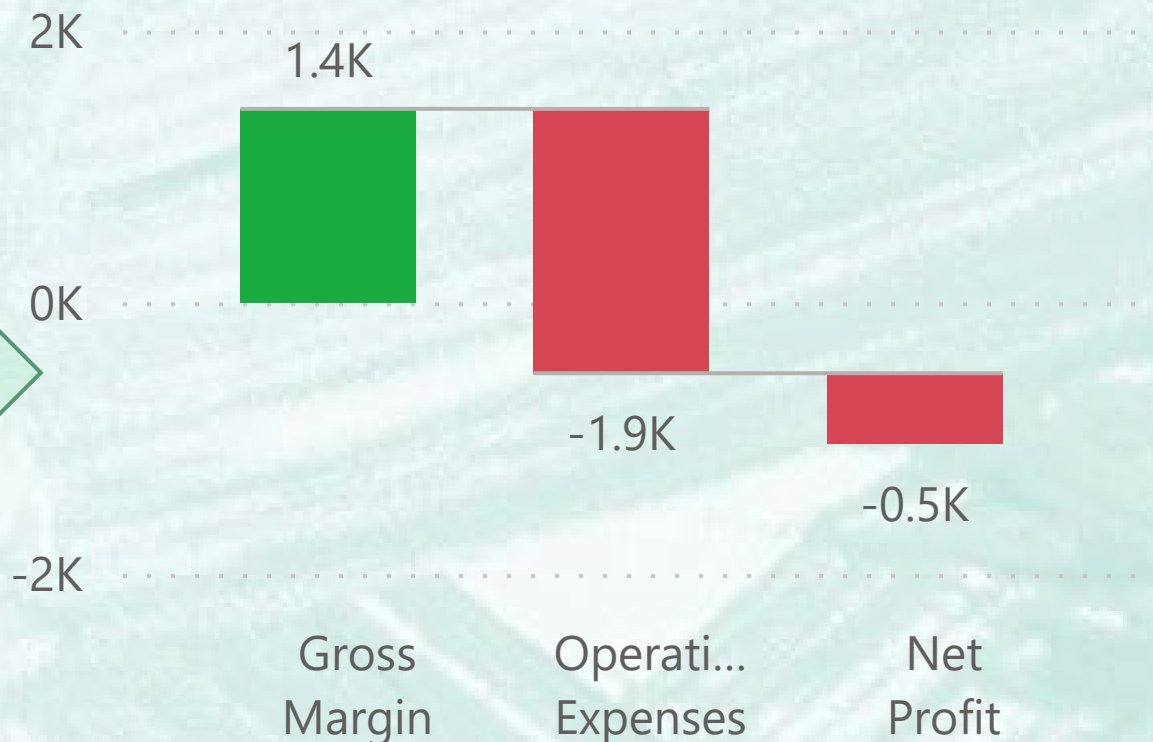
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊞ APAC	\$1,923.8M	690.2M	35.88%	-281.2M	-14.62%
⊞ NA	\$1,022.1M	459.7M	44.97%	-145.3M	-14.22%
⊞ EU	\$775.5M	267.8M	34.53%	-95.5M	-12.32%
⊞ LATAM	\$14.8M	5.2M	35.02%	-0.4M	-2.95%
Total	\$3,736.2M	1,422.9M	38.08%	-522.4M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All



customer

All



segment, category, product

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3.47M✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

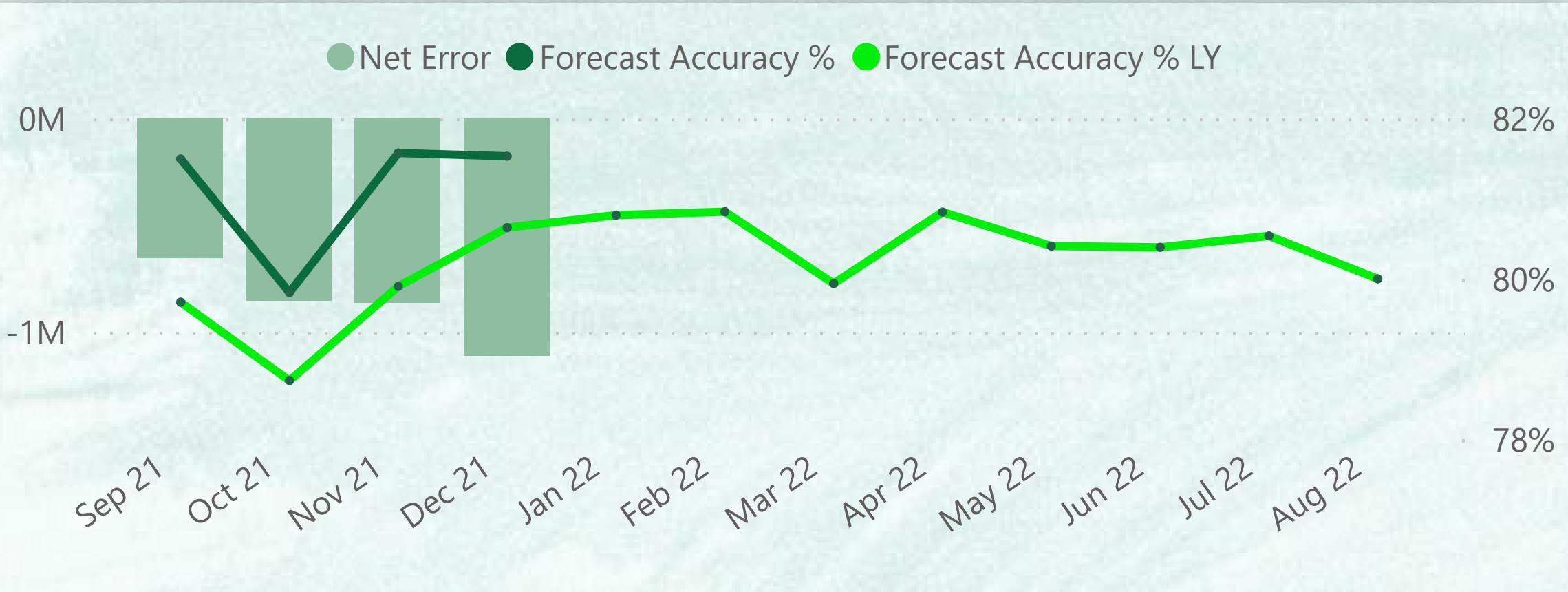
LY: 9780.74K (-29.46%)

ABS Error

Key Metrics by Customer

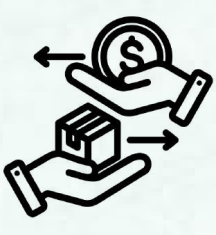
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
▲					
Acclaimed Stores	57.74%	50.69%	83037.00	10.74%	EI
All-Out	43.96%	29.09%	-150.00	-0.32%	OOS
Amazon	73.79%	74.54%	-464694.00	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040.00	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182.00	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868.00	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242.00	-11.91%	OOS
BestBuy	46.60%	35.31%	81179.00	16.72%	EI
Billa	42.63%	18.29%	3704.00	3.91%	EI
Boulangier	52.69%	58.77%	-48802.00	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293.00	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102.00	-11.36%	OOS
Circuit City	46.17%	35.02%	85248.00	16.55%	EI
Control	52.06%	47.42%	64731.00	13.01%	EI
Coolblue	47.66%	52.95%	-34790.00	-15.34%	OOS
Costco	51.95%	49.42%	101913.00	15.79%	EI
Total	81.17%	80.21%	-3472690.00	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
+					
Desktop	87.53%	84.37%	78576.00	10.24%	EI
Accessories	87.42%	77.66%	341468.00	1.72%	EI
Networking	93.06%	90.40%	-12967.00	-1.69%	OOS
Notebook	87.24%	79.99%	-47221.00	-1.69%	OOS
Storage	71.50%	83.54%	-628266.00	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280.00	-31.83%	OOS
Total	81.17%	80.21%	-3472690.00	-9.48%	OOS



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs Target

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 %

81.17%✓

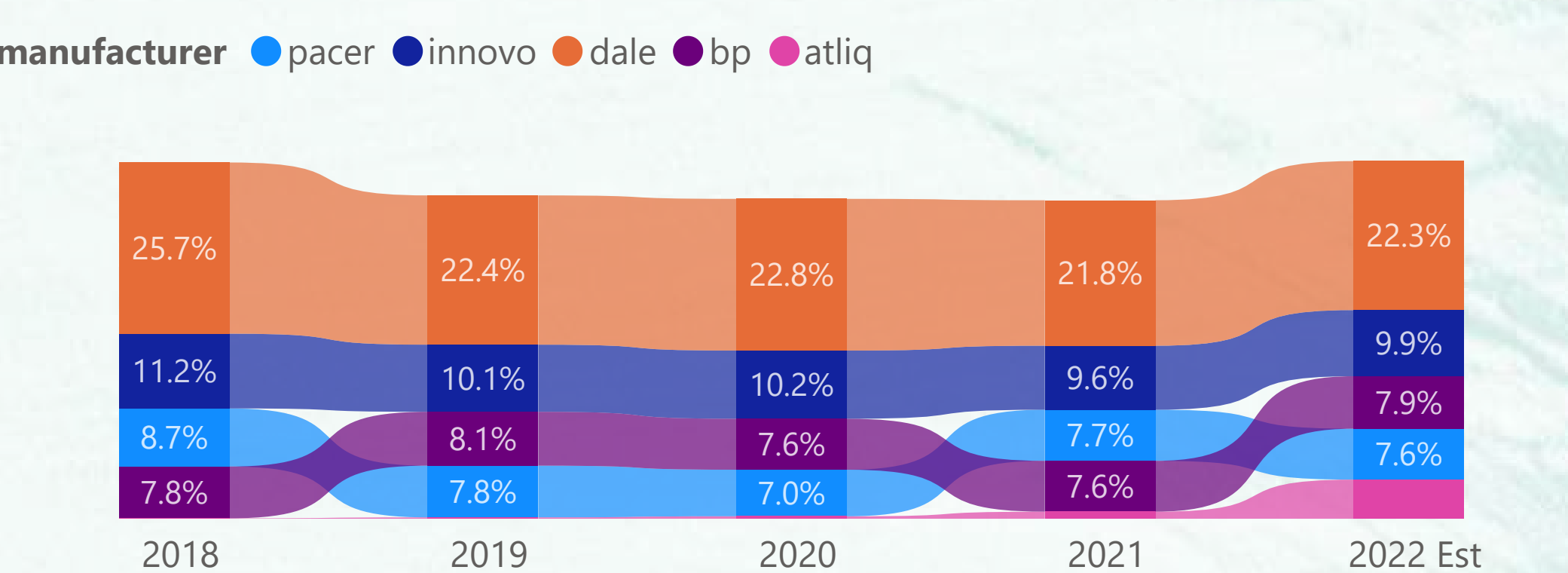
BM: 80.21% (+1.2%)

Forecast Accuracy

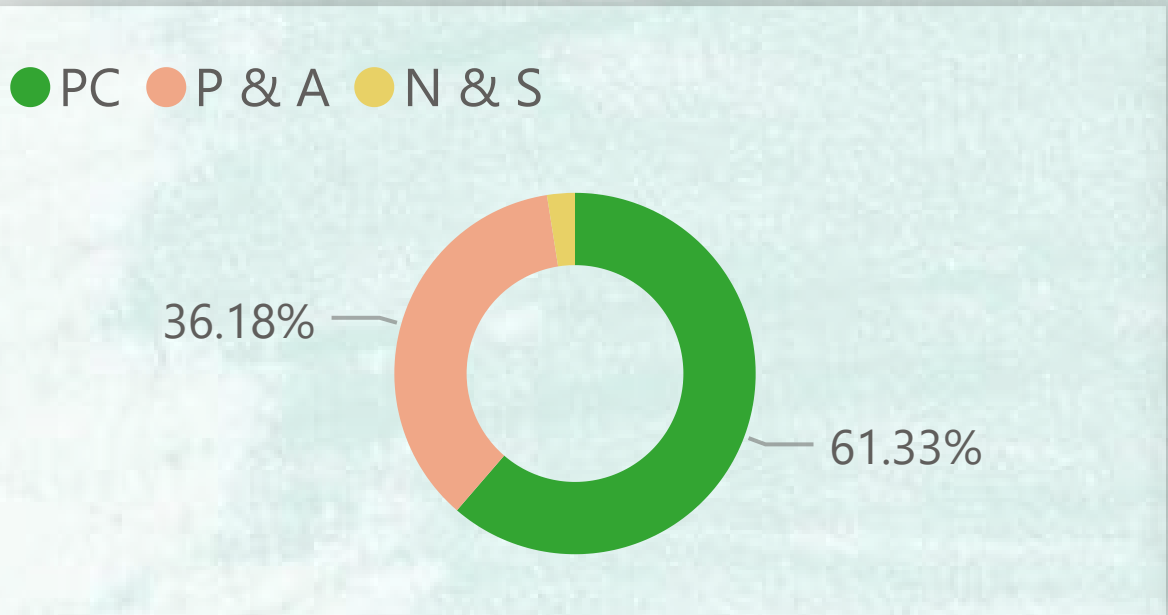
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	↓	-14.22%	4.9%	14.35%	EI
India	\$945.3M	25.3%	35.8%		-22.99%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.32%	8.3%	-4.56%	OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.09%	6.8%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.00%	16.4%	-55.47%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓	-7.39%	1.4%	-37.61%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.95%	0.3%	3.37%	EI
Total	\$3,736.2M	100.0%	38.1%	↓	-13.98%	5.9%	-9.48%	OOS

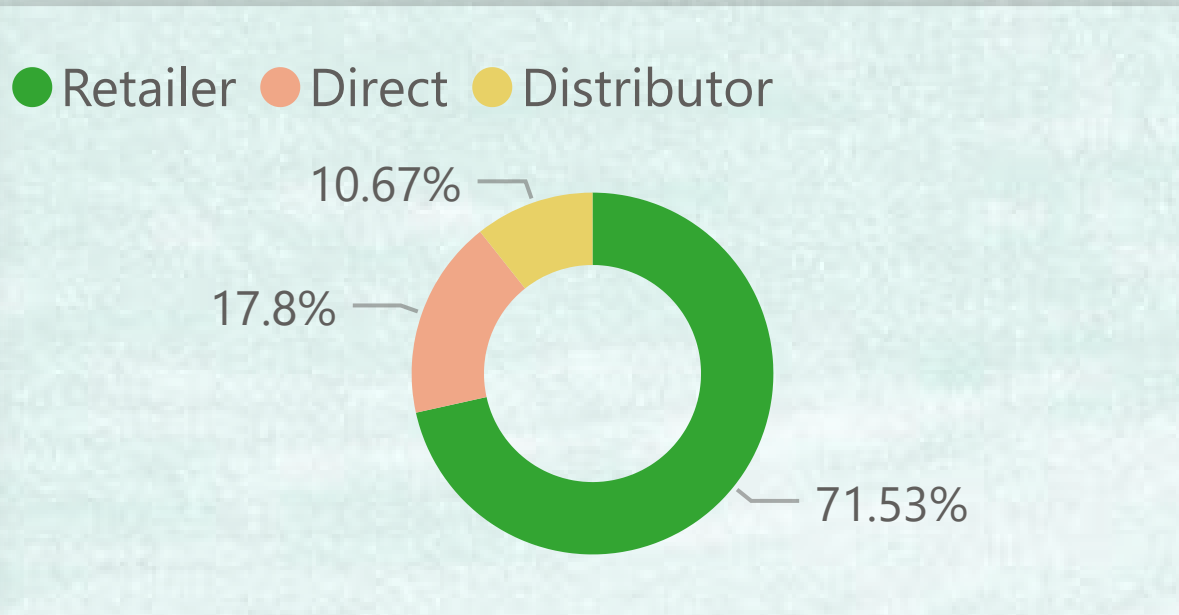
PC Market Share Trend - AtliQ & Competitors



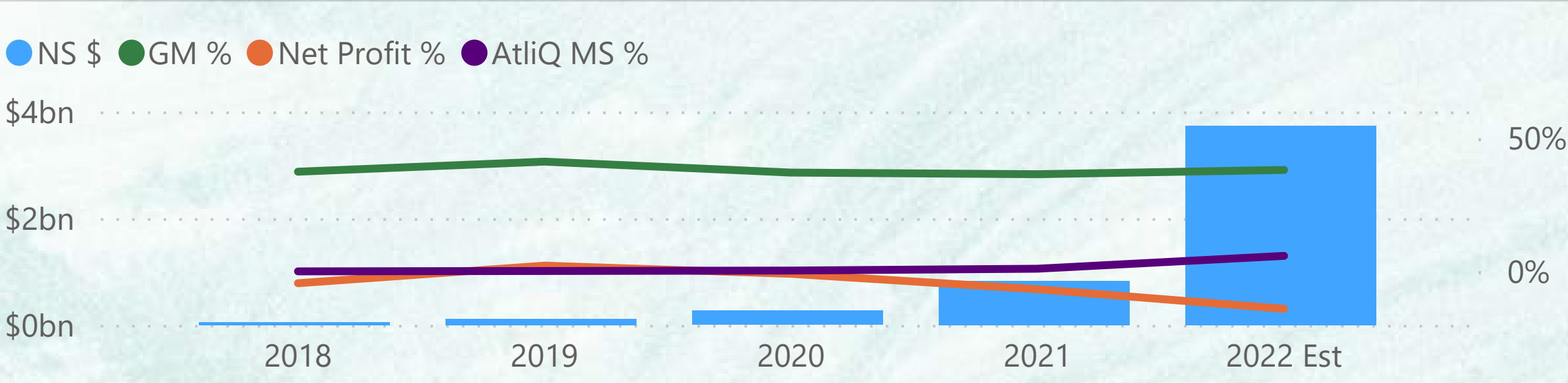
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

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

Top 5 Products by Revenue

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

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OSS = Out Of Stock



region, market

All



customer

All



segment, category, product

All



2019

2020

2021

2022
Est

Q1

Q2

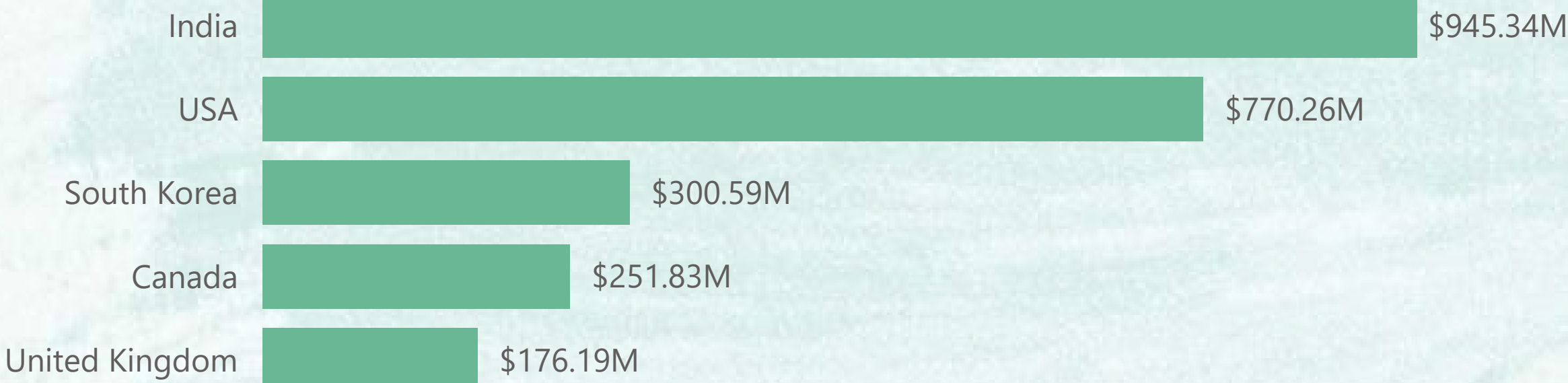
Q3

Q4

YTD

YTG

Top 5 Market by Net Sales



Top 5 Products by Net GM% Growth

product	GM %	GM % LY	GM % Growth
AQ 5000 Series Electron 8 5900X Desktop Processor	39.34%	35.23%	4.10%
AQ Clx1	39.15%	36.13%	3.03%
AQ Elite	38.44%	35.42%	3.02%
AQ Lite	38.44%	35.21%	3.23%
AQ MB Crossx 2	39.06%	36.01%	3.04%

Bottom 5 Products by GM % Growth

product	GM %	GM % LY	GM % Growth
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.23%	36.92%	-0.69%
AQ Clx3	36.85%	38.70%	-1.85%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.54%	37.20%	-0.66%
AQ Lumina Ms	38.17%	39.27%	-1.10%
AQ Marquee P4	36.11%	36.86%	-0.75%

Post Discounts % Trend of Customers

customer	NS \$	GM %
Acclaimed Stores	\$73.36M	40.32%
All-Out	\$4.41M	38.17%
Amazon	\$496.88M	36.78%
Argos (Sainsbury's)	\$13.70M	38.70%
Atlas Stores	\$17.14M	31.66%
Atliq e Store	\$304.10M	36.88%
AtliQ Exclusive	\$361.12M	46.01%
BestBuy	\$49.34M	44.89%
Billa	\$6.82M	23.80%
Boulangier	\$26.02M	39.95%
Chip 7	\$25.62M	32.24%
Chiptec	\$18.93M	38.94%
Circuit City	\$52.42M	46.77%
Control	\$54.14M	43.42%
Coolblue	\$21.63M	32.07%
Costco	\$61.81M	39.07%
Croma	\$51.84M	39.88%
Currvs (Dixons Carphone)	\$12.06M	33.79%
Total	\$3,736.17M	38.08%

GM = Gross Margin, LY = Last Year