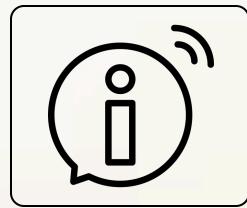


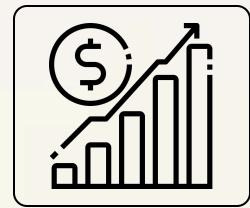


# Business Insights



Info

Download the **user manual** to understand the tool's core functionalities.



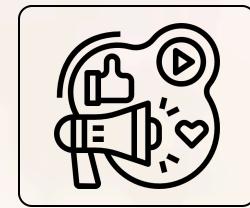
Finance

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



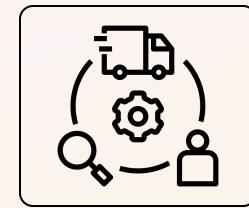
Sales

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



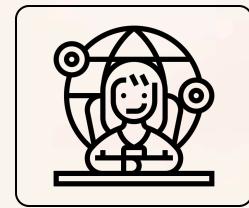
Marketing

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

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



Executive

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 ▼  
customer ▼  
segment, category, product ▼

All

All

All

2019 2020 2021 2022 EST Q1 Q2 Q3 Q4 YTG

**£26.30M✓**

BM: 24.35M (+8.01%)

**Net Sales****37.3%!**

BM: 41.0% (-9.07%)

**Gross Margin%****-0.8%!**

BM: 0.02 (-138.99%)

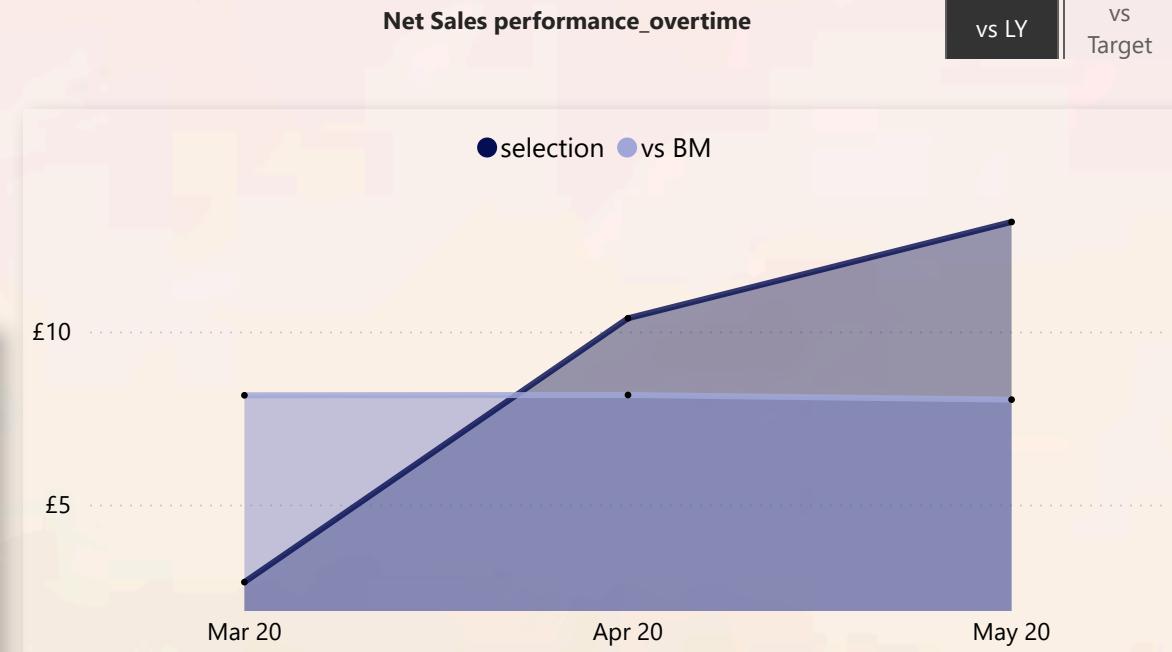
**Net Profit%****Net Sales performance\_overtime**

vs LY

vs Target

**Profit & Loss Statement**

Line Item	2020	BM	Change	Change%
Gross Sales	52.42	45.86	6.57	14.32
Pre Invoice Deduction	12.18	10.52	1.66	15.74
Net Invoice Sales	40.25	35.34	4.91	13.89
- Post Discounts	9.33	6.50	2.82	43.38
- Post Deductions	4.62	4.48	0.14	3.07
Total Post Invoice Deduction	13.95	10.99	2.96	26.93
Net Sales	26.30	24.35	1.95	8.01
- Manufacturing Cost	15.68	13.68	2.00	14.64
- Freight Cost	0.71	0.58	0.13	22.54
- Other Cost	0.11	0.11	0.00	-2.44
Total COGS	16.49	14.36	2.13	14.82
Gross Margin	9.81	9.99	-0.18	-1.78
Gross Margin %	37.30	41.02	-3.72	-9.07
GM / Unit	4.73	4.23	0.49	11.65
Operational Expense	-10.03	-9.47	-0.55	5.81
Net Profit	-0.22	0.51	-0.73	-142.12
Net Profit%	-0.82	2.11	-2.93	-138.99

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

region	P & L values	P & L_Change%	segment	P & L values	P & L_Change%
APAC	£14.17	-9.68	Peripherals	£6.14	43.08
+ Australia	£1.30	32.73	Notebook	£8.06	14.10
+ Bangladesh	£0.31	142.28	Accessories	£6.69	8.88
+ China	£0.54	19.12	Desktop	£0.06	
+ India	£6.30	-22.35	Storage	£2.77	-8.36
+ Indonesia	£1.00	52.12	Networking	£2.57	-32.76
+ Japan	£0.26		<b>Total</b>	<b>£26.30</b>	<b>8.01</b>
+ Newzealand	£0.24				
<b>Total</b>	<b>£26.30</b>	<b>8.01</b>			

BM = Bench Mark, LY = Last Year



region, mark...

All

customer

All

segment, category, product

All

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

## Customer Performance

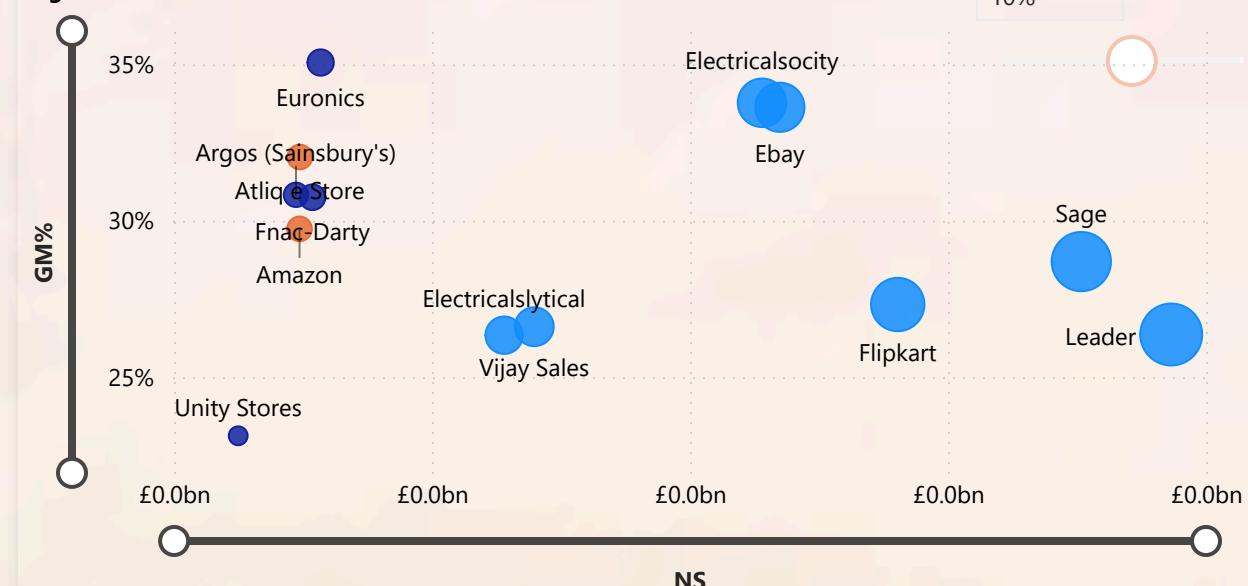
## Performance Matrix

vs LY

vs Target

customer	NS	GM	GM%
Insight	£1.3M	£0.64M	47.8%
Sound	£2.2M	£1.02M	46.6%
AtliQ Exclusive	£23.0M	£10.52M	45.8%
Synthetic	£5.8M	£2.54M	44.2%
Elkjøp	£1.7M	£0.74M	43.4%
Media Markt	£1.7M	£0.73M	43.4%
Electricals lance Stores	£1.0M	£0.42M	43.2%
Forward Stores	£2.0M	£0.82M	41.7%
Novus	£4.9M	£2.01M	41.3%
Integration Stores	£0.2M	£0.09M	40.8%
Digimarket	£2.2M	£0.91M	40.8%
Control	£2.8M	£1.14M	40.1%
Staples	£2.7M	£1.19M	40.0%
<b>Total</b>	<b>£268.0M</b>	<b>£99.42M</b>	<b>37.1%</b>

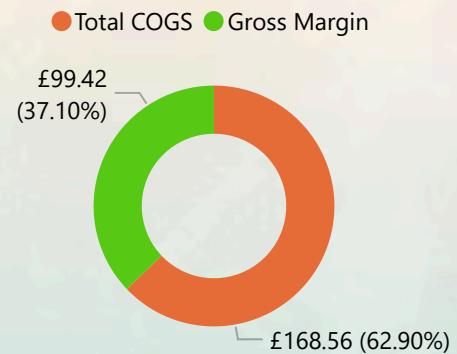
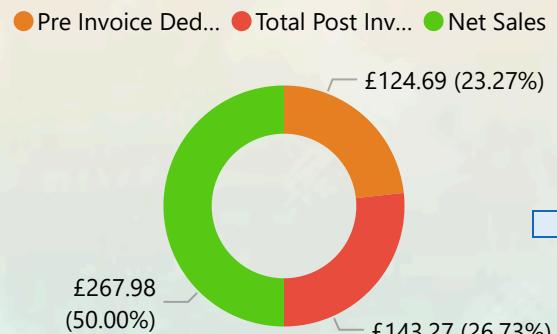
region APAC EU LATAM



## Product Performance

segment	NS	GM	GM%
Storage	£27.6M	£9.93M	36.0%
Peripherals	£60.6M	£22.72M	37.5%
Notebook	£86.4M	£32.04M	37.1%
Networking	£26.2M	£9.83M	37.5%
Desktop	£0.9M	£0.35M	36.5%
Accessories	£66.2M	£24.56M	37.1%
<b>Total</b>	<b>£268.0M</b>	<b>£99.42M</b>	<b>37.1%</b>

## Unit Economics





region, mark...

customer

segment, category, product

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

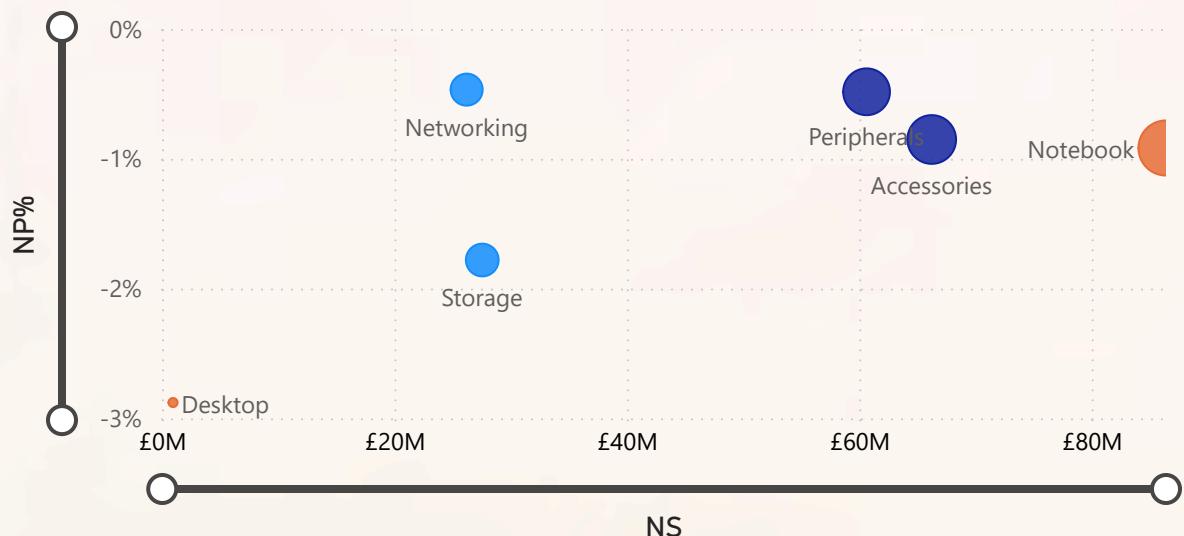
## Product Performance

segment	net_sales	GM	GM%	NP	NP%
Accessories	£66.23M	£24.56M	37.1%	-0.56M	-0.9%
Desktop	£0.95M	£0.35M	36.5%	-0.03M	-2.9%
Networking	£26.22M	£9.83M	37.5%	-0.12M	-0.5%
Notebook	£86.39M	£32.04M	37.1%	-0.79M	-0.9%
Peripherals	£60.63M	£22.72M	37.5%	-0.29M	-0.5%
Storage	£27.56M	£9.93M	36.0%	-0.49M	-1.8%
<b>Total</b>	<b>£267.98M</b>	<b>£99.42M</b>	<b>37.1%</b>	<b>-2.29M</b>	<b>-0.9%</b>

Show GM%

## Performance Matrix

division ● N &amp; S ● P &amp; A ● PC

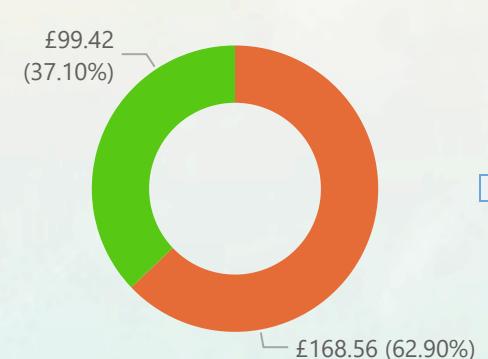


## Region / Market / Customer Performance

region	net_sales	GM	GM%	NP	NP%
APAC	£147.98M	£53.23M	36.0%	-1.52M	-1.0%
EU	£55.79M	£21.10M	37.8%	0.35M	0.6%
LATAM	£2.00M	£0.62M	31.0%	0.00M	-0.1%
NA	£62.21M	£24.48M	39.3%	-1.11M	-1.8%
<b>Total</b>	<b>£267.98M</b>	<b>£99.42M</b>	<b>37.1%</b>	<b>-2.29M</b>	<b>-0.9%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



Gross Margin      Operational...      Net Profit



region, mark...

All

customer

All

segment, category, product

All

fy\_desc

2019

2020

2021

2022  
EST

Q1

Q2

YTD

YTG

**80.95%!**

LY: 86.20% (-6.09%)

**Forecast Accuracy%****-1303.1K**

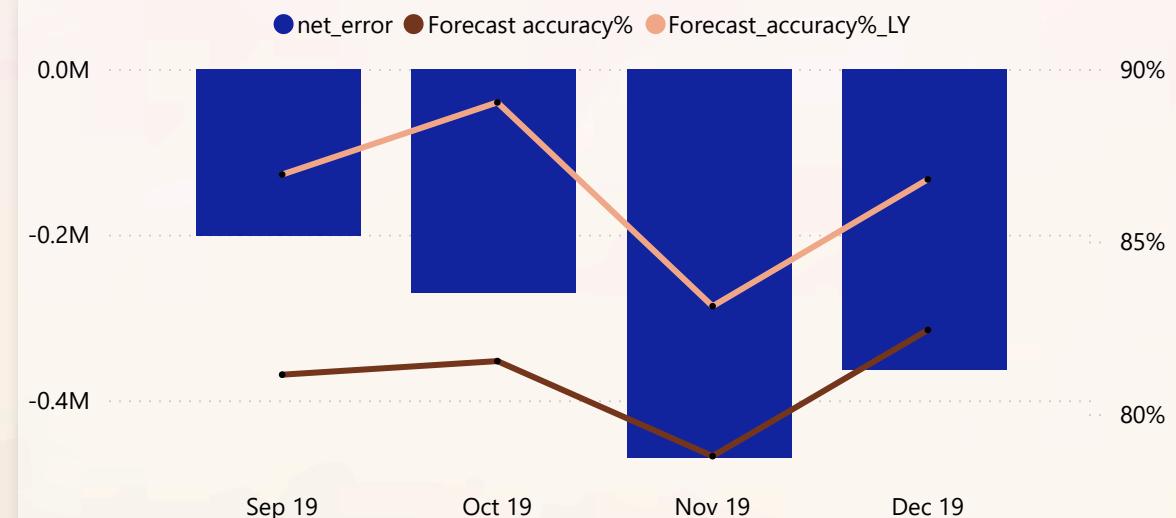
LY: 299.6K (-534.98%)

**Net Error****1,692.9K!**

LY: 665.5K (+154.37%)

**Absolute Error****Key Metrics By Customer**

customer	Forecast accuracy%	Forecast_accuracy % LY	net_error	net_error%	risk
Acclaimed Stores	-6.31%	58.99%	-87267.0	-97.9%	OOS
All-Out	41.36%		-519.0	-5.4%	OOS
Amazon	74.16%	78.70%	-168251.0	-13.7%	OOS
Argos (Sainsbury's)	52.81%	56.19%	-9684.0	-24.0%	OOS
Atlas Stores	46.23%	50.80%	-1097.0	-3.0%	OOS
Atliq e Store	75.48%	76.59%	-84974.0	-10.6%	OOS
AtliQ Exclusive	72.28%	78.80%	-92587.0	-12.2%	OOS
BestBuy	-4.08%	26.28%	-50952.0	-86.2%	OOS
Billa	25.66%	35.70%	-6932.0	-36.5%	OOS
Boulanger	37.38%	46.21%	-16476.0	-48.3%	OOS
Chip 7	53.54%	26.83%	10350.0	11.7%	EI
Chiptec	25.42%		-8395.0	-53.9%	OOS
Circuit City	-1.44%	21.72%	-48392.0	-76.2%	OOS
Control	27.02%	35.79%	-39160.0	-52.5%	OOS
Coolblue	49.89%	55.75%	-8333.0	-14.2%	OOS
Costco	39.90%	36.78%	-32267.0	-27.9%	OOS
<b>Total</b>	<b>80.95%</b>	<b>86.20%</b>	<b>-1303118.0</b>	<b>-14.7%</b>	<b>OOS</b>

**Accuracy / Net Error Trend****Key Metrics By Products**

segment	Forecast accuracy%	Forecast_accuracy%_LY	net_error	net_error%	risk
Accessories	78.28%	90.06%	-940207.0	-18.7%	OOS
Desktop	80.84%		-224.0	-18.2%	OOS
Networking	50.43%	79.83%	-274274.0	-49.6%	OOS
Notebook	90.13%	84.03%	23983.0	8.8%	EI
Peripherals	84.13%	85.57%	-92453.0	-8.5%	OOS
Storage	93.50%	80.29%	-19943.0	-1.0%	OOS
<b>Total</b>	<b>80.95%</b>	<b>86.20%</b>	<b>-1303118.0</b>	<b>-14.7%</b>	<b>OOS</b>



region, market

All

customer

All

segment, category, product

All

fy\_desc

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

vs LY

vs Target

£64,727,911.0 ✓

BM: 37.77M (+71.4%)

Net Sales

32.1% !

BM: 42.3% (-24.27%)

Gross Margin%

- 14.7% !

BM: 0.00 (-6065.23%)

Net Profit%

68.65% !

BM: 77.33% (-11.23%)

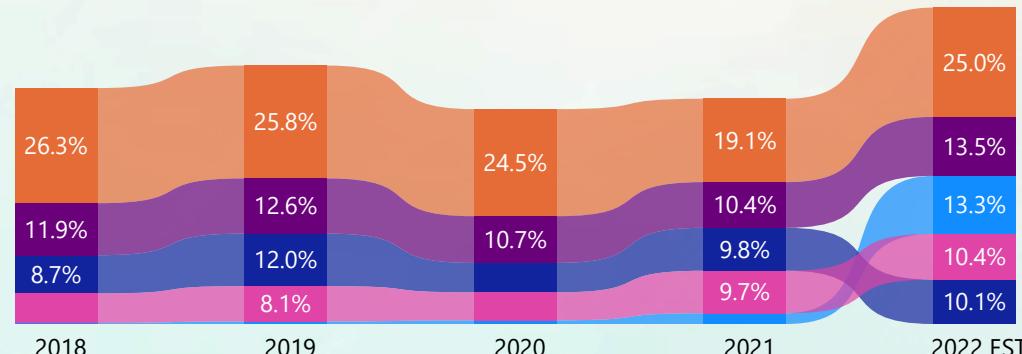
Forecast Accuracy%



sub_zone	NS	RC%	GM%	NP%	AtliQ	MS%	net_error%	risk
ROA	£66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI	
India	£64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS	
NA	£62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS	
NE	£30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI	
SE	£25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI	
ANZ	£16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI	
LATAM	£2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI	
<b>Total</b>	<b>£268.0M</b>	<b>100.0%</b>	<b>37.1%</b>	<b>-0.9%</b>	<b>0.4%</b>	<b>2.3%</b>	<b>EI</b>	

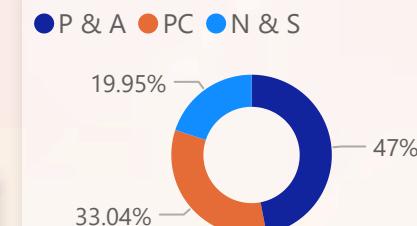
## Profit &amp; Loss Statement

Manufacturer ● Atliq ● Bp ● Dale ● Innovo ● Pacer

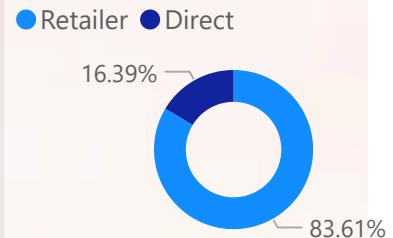


BM = Bench Mark, LY= Last Year, EI= Excess Inventory, OOS = Out of Stock

## Revenue by Division

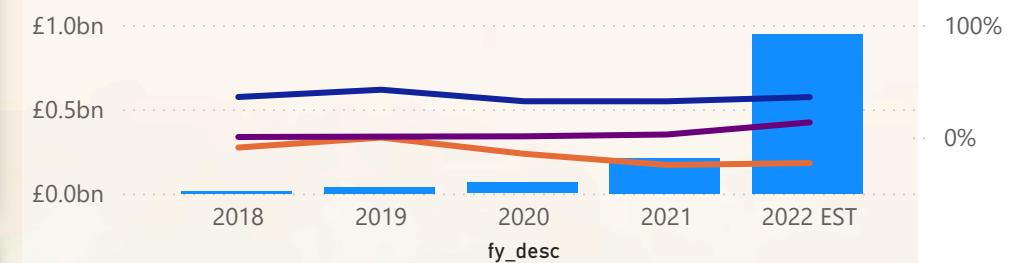


## Revenue by Channel



## Yearly trend by Revenue, GM%, NP%, PC Market Share

● NS ● GM% ● NP% ● AtliQ MS%



## Top 5 Customers by Revenue

customer	RC%	GM%
AtliQ Exclusive	2.3%	36.7% ↓
Amazon	4.7%	34.7% ↓
Ebay	1.8%	33.6% ↓
AtliQ e Store	1.7%	32.1% ↓
Flipkart	2.1%	27.3% ↓
<b>Total</b>	<b>12.5%</b>	<b>33.3%</b>

## Top 5 Products by Revenue

product	RC%	GM%
AQ Wi Power Dx2	1.3%	33.3% ↓
AQ Wi Power Dx1	1.1%	32.2% ↓
AQ BZ Gen Y	1.1%	31.9% ↓
AQ Lite	1.0%	31.3% ↓
AQ BZ Compact	1.0%	31.3% ↓
<b>Total</b>	<b>5.5%</b>	<b>32.0%</b>