



Info

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



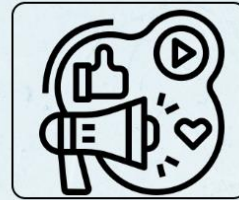
Finance View

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



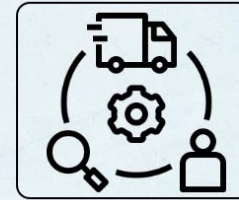
Sales View

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



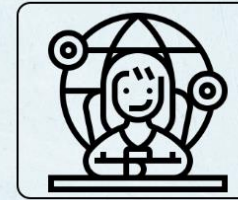
Marketing View

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, produ...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG

**\$1.02bn**✓

LY: 226.62M (+351.57%)

Net Sales**37.78%**✓

LY: 36.51% (+3.48%)

GM %**-14.26%**!

LY: -6.51% (-118.91%)

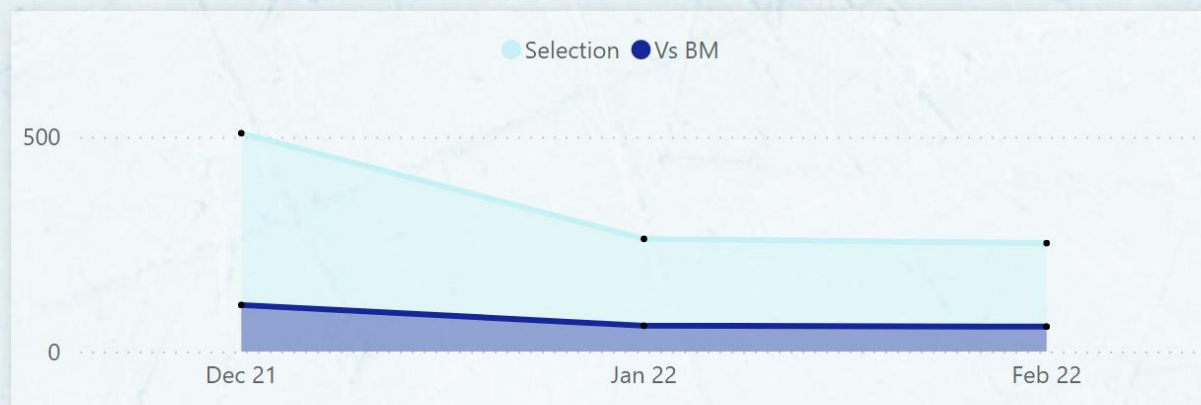
Net Profit %**Profit and Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	2,029.07	457.74	1,571.32	343.28
Pre Invoice Deduction	481.06	107.90	373.16	345.83
Net Invoice Sales	1,548.01	349.84	1,198.16	342.49
- Post Discounts	342.73	77.38	265.35	342.91
- Post Deductions	181.91	45.84	136.08	296.88
Total Post Invoice Deduction	524.65	123.22	401.43	325.79
Net Sales	1,023.36	226.62	796.73	351.57
- Manufacturing Cost	604.93	136.87	468.05	341.96
- Freight Cost	27.52	6.06	21.46	353.81
- Other Cost	4.25	0.93	3.31	355.07
Total COGS	636.69	143.87	492.82	342.54
Gross Margin	386.66	82.75	303.91	367.26
Gross Margin %	37.78	36.51	1.27	3.48
GM / Unit	15.54	5.99	9.55	159.35
Operational Expense	-532.60	-97.51	-435.08	446.17
Net Profit	-145.93	-14.76	-131.17	888.50

Net Sales Performace Over Time

Vs LY

Vs Target

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

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
+	APAC	529.08 335.80	+	Accessories	123.98 83.54
+	EU	216.20 286.48	+	Desktop	193.10 1,425.03
+	LATAM	4.00 374.43	+	Networking	10.38 -16.21
+	NA	274.09 465.86	+	Notebook	431.43 486.94
	Total	1,023.36 351.57	+	Peripherals	249.33 446.85
			+	Storage	15.13 1.41
				Total	1,023.36 351.57



region, market

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customer Performance

customer	NS \$	GM \$	GM %
Nova	\$0.47M	0.14M	30.18%
Saturn	\$1.32M	0.34M	26.03%
Notebillig	\$1.73M	0.39M	22.71%
Billa	\$1.73M	0.41M	23.72%
All-Out	\$1.14M	0.44M	38.29%
Unity Stores	\$1.72M	0.58M	33.67%
Otto	\$2.45M	0.60M	24.36%
Insight	\$1.90M	0.60M	31.45%
Info Stores	\$1.69M	0.61M	35.86%
Electricalsbea Stores	\$1.81M	0.71M	39.36%
Electricalslance Stores	\$2.61M	0.74M	28.53%
Inteagation Stores	\$1.93M	0.80M	41.64%
Total	\$1,023.36M	386.66M	37.78%

Product Performance

segment	NS \$	GM \$	GM %
Networking	\$10.38M	3.96M	38.17%
Storage	\$15.13M	5.75M	38.03%
Desktop	\$193.10M	73.36M	37.99%
Accessories	\$123.98M	46.81M	37.76%
Notebook	\$431.43M	162.75M	37.72%
Peripherals	\$249.33M	94.03M	37.71%
Total	\$1,023.36M	386.66M	37.78%

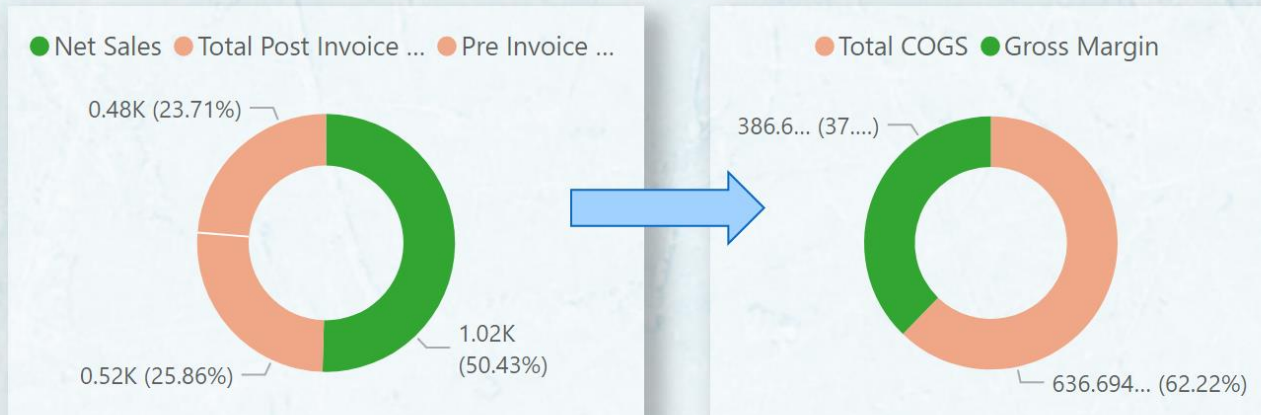
Performance Matrix

NS \$, GM \$, NS \$ and GM % by market and region

region ● APAC ● EU ● LATAM ● NA



Unit Economics



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



region, market

All

customer

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segment, category, produ...

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Product Performance

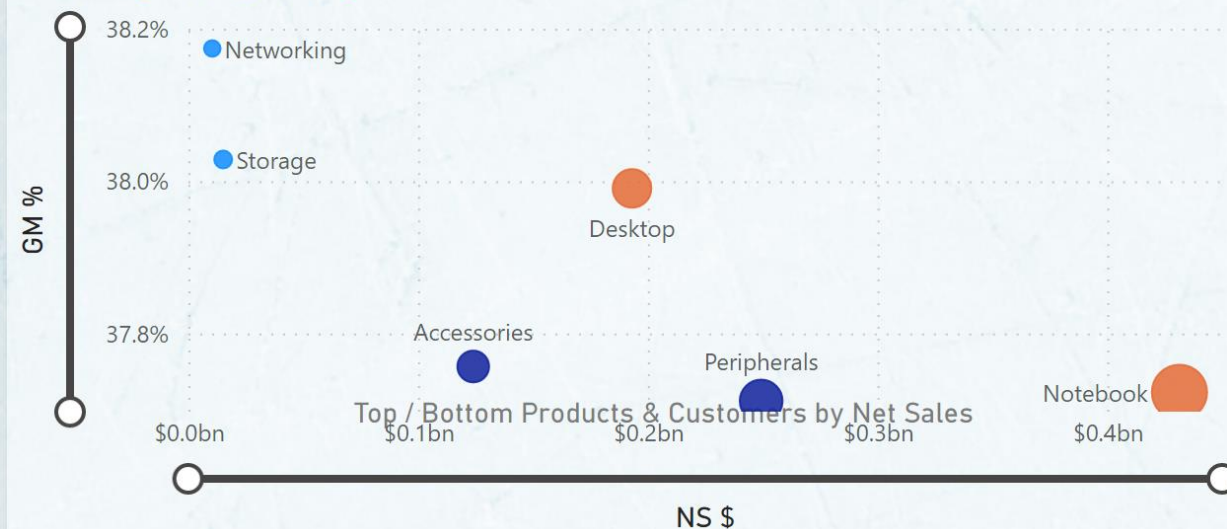
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Storage	\$15.13M	5.75M	38.03%	-2.13M	-14.09%
Peripherals	\$249.33M	94.03M	37.71%	-35.48M	-14.23%
Notebook	\$431.43M	162.75M	37.72%	-61.90M	-14.35%
Networking	\$10.38M	3.96M	38.17%	-1.44M	-13.89%
Desktop	\$193.10M	73.36M	37.99%	-27.20M	-14.09%
Accessories	\$123.98M	46.81M	37.76%	-17.78M	-14.34%

Show NP%

Performance Matrix

GM % Visual

division ● N & S ● P & A ● PC

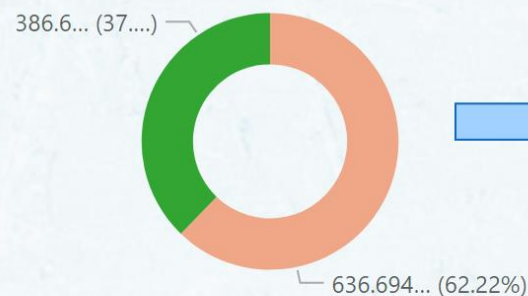


Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$529.08M	187.85M	35.51%	-79.24M	-14.98%
NA	\$274.09M	123.09M	44.91%	-39.43M	-14.39%
EU	\$216.20M	74.29M	34.36%	-27.17M	-12.57%
LATAM	\$4.00M	1.43M	35.73%	-0.09M	-2.30%
Total	\$1,023.36M	386.66M	37.78%	-145.93M	-14.26%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



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



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segment, category, produ...

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81.53%✓

LY: 80.73% (+0.99%)

Forecast Accuracy

-1109.4K✓

LY: -273.0K (-306.35%)

Net Error

2124.0K✓

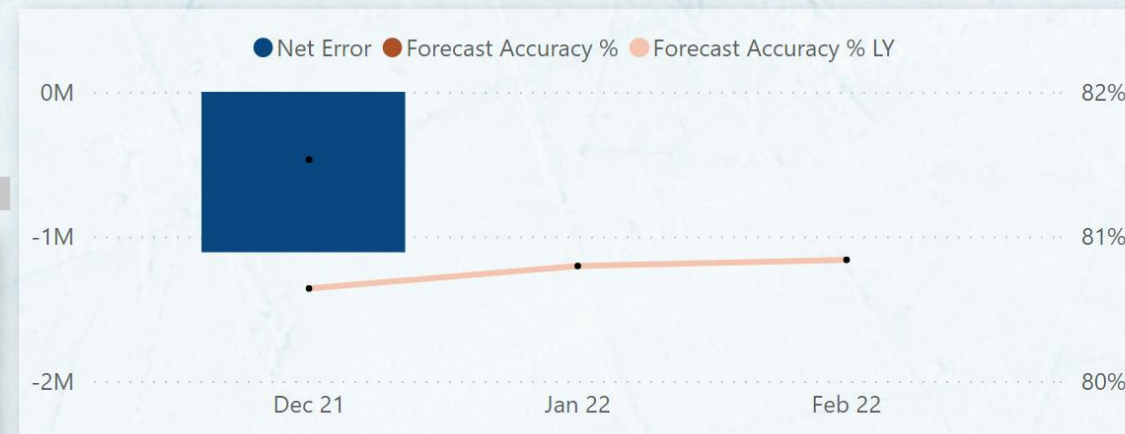
LY: 2608.8K (-18.58%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atlas Stores		51.47%			
Control		48.58%			
Info Stores		57.16%			
Insight		21.70%			
Lotus		40.56%			
Premium Stores		56.22%			
Radio Shack		37.64%			
Saturn		12.15%			
Taobao		43.29%			
Acclaimed Stores	59.53%	49.77%	41575	13.4%	EI
AltiQ Exclusive	72.15%	71.44%	51794	9.4%	EI
BestBuy	48.85%	34.21%	24761	12.8%	EI
Billa	43.10%	24.52%	1661	4.6%	EI
Circuit City	45.99%	27.42%	30307	15.6%	EI
Costco	57.09%	49.67%	42636	15.5%	EI
Currys (Dixons Carphone)	57.79%	44.26%	774	1.4%	EI
Five Star	44.23%	48.84%	3624	18.28%	EI
Total	81.53%	80.73%	-1109365	-9.6%	OOS

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.43%	90.53%	7715	-13.89%	EI
Accessories	88.43%	78.26%	82127	-14.34%	EI
Desktop	87.23%	81.95%	24609	-14.09%	EI
Notebook	87.21%	79.60%	-7053	-14.35%	OOS
Storage	70.01%	84.68%	-198700	-14.09%	OOS
Peripherals	67.87%	82.87%	-1018063	-14.23%	OOS
Total	81.53%	80.73%	-1109365	-14.26%	OOS

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



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GM %

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LY: -6.51% (-118.91%)

Net Profit %

81.53%✓

LY: 80.73% (+0.99%)

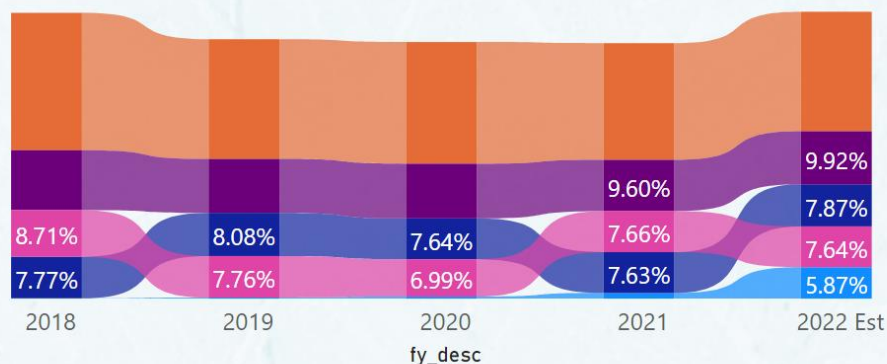
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Atliq MS %	Net Profit %	Net Error %	Risk
LATAM	\$4.0M	0.39%	35.73% ↓	0.28%	-2.30%	1.0%	EI
NA	\$274.1M	26.78%	44.91%	4.87%	-14.39%	13.9%	EI
ANZ	\$52.3M	5.11%	42.93%	1.36%	-8.02%	-36.0%	OOS
India	\$260.9M	25.50%	35.24%	13.26%	-23.50%	-25.7%	OOS
NE	\$127.5M	12.46%	32.84% ↓	6.80%	-18.20%	-5.1%	OOS
ROA	\$215.8M	21.09%	34.03% ↓	8.32%	-6.35%	-4.9%	OOS
SE	\$88.7M	8.66%	36.55% ↓	16.40%	-4.47%	-53.6%	OOS
Total	\$1,023.4M	100.00%	37.78%	5.87%	-14.26%	-9.6%	OOS

PC Market Share Trend - AtliQ & Competitors

Brand ● atliq ● bp ● dale ● innovo ● pacer



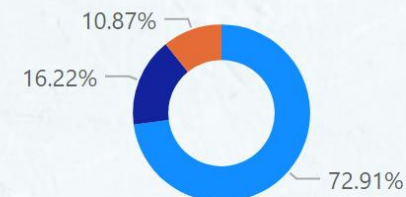
Revenue By Division

● PC ● P & A ● N & S



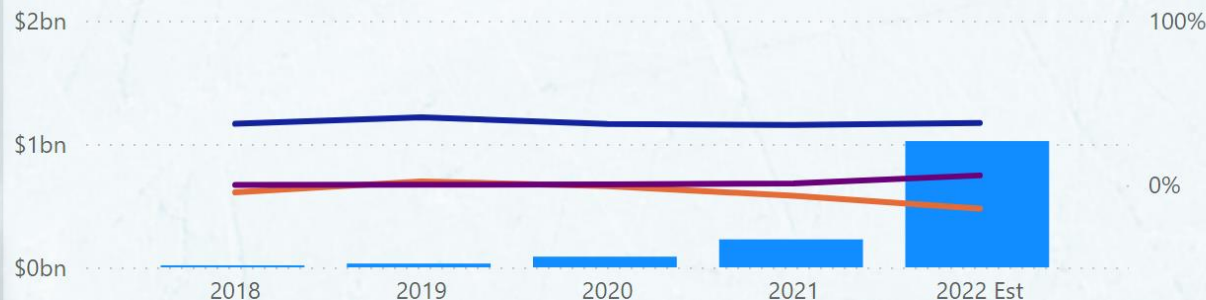
Revenue By Division

● Retailer ● Direct ● Distributor



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

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



Top 5 customer

customer	RC %	GM %
Amazon	13.41%	37.23%
Atliq e Store	9.15%	36.13% ↓
AltIQ Exclusive	7.06%	47.05%
Flipkart	3.83%	43.00%
Sage	3.25%	31.30% ↓
Total	36.71%	38.92%

Top 5 Product

product	RC %	GM %
AQ Smash 2	4.2%	36.9% ↓
AQ Smash 1	3.8%	36.9% ↓
AQ HOME Allin1 Gen 2	5.6%	37.8%
AQ Home Allin1	4.1%	38.5%
AQ BZ Allin1 Gen 2	5.4%	38.1%

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