



Business Insights 360



Info

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



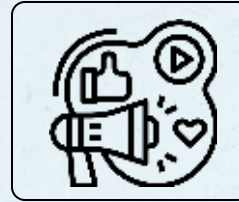
Finance View

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



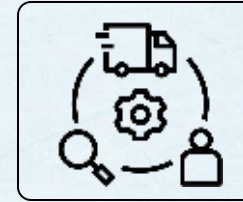
Sales View

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



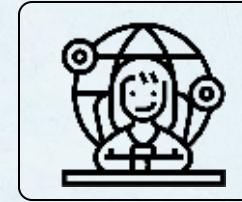
Marketing

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

2019

2020

2021

2022
Est

Q1

Q2

YTD

YTG

\$1.64bn!

BM: 1.67bn (-1.35%)

Net Sales**37.75%!**

BM: 38.26% (-1.34%)

GM %**-14.13%✓**

BM: -14.37% (+1.68%)

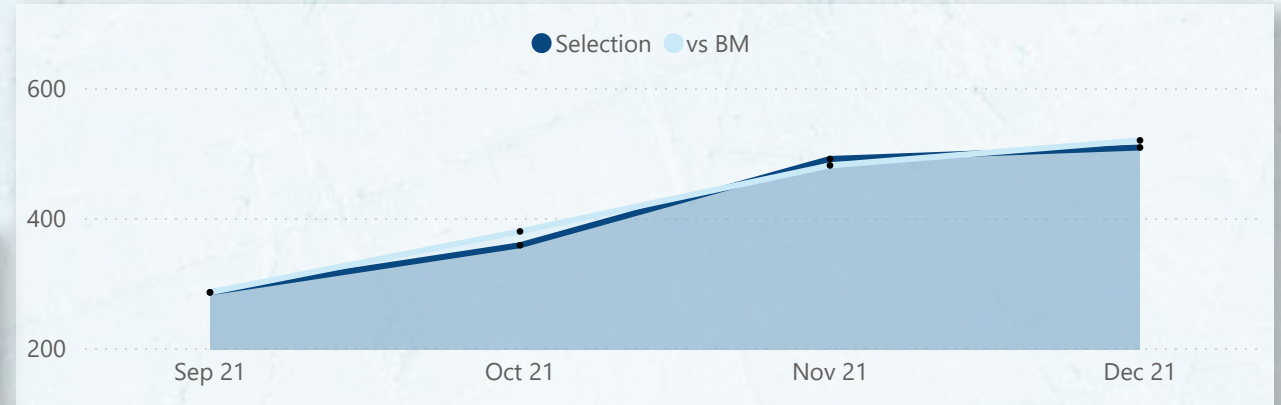
Net Profit %**Profit and Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	3,258.68			
Pre Invoice Deduction	764.20			
Net Invoice Sales	2,494.48			
- Post Discounts	558.55			
- Post Deductions	293.03			
Total Post Invoice Deduction	851.58			
Net Sales	1,642.91	1,665.41	-22.51	-1.35
- Manufacturing Cost	971.74			
- Freight Cost	44.29			
- Other Cost	6.74			
Total COGS	1,022.77			
Gross Margin	620.14	637.20	-17.06	-2.68
Gross Margin %	37.75	38.26	-0.51	-1.34
GM / Unit	15.46			
Operational Expense	-852.29			
Net Profit	-232.15			
Net Profit %	-14.13	-14.37	0.24	-1.68

Net Sales Performance 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	882.68	-2.40	Accessories	190.84	
EU	362.09	-1.00	Desktop	280.78	
LATAM	6.04	-3.06	Networking	16.28	
NA	392.10	0.79	Notebook	683.24	
Total	1,642.91	-1.35	Peripherals	444.83	
			Storage	26.95	
			Total	1,642.91	-1.35

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

YTG

vs LY

vs Target

Customer Performance

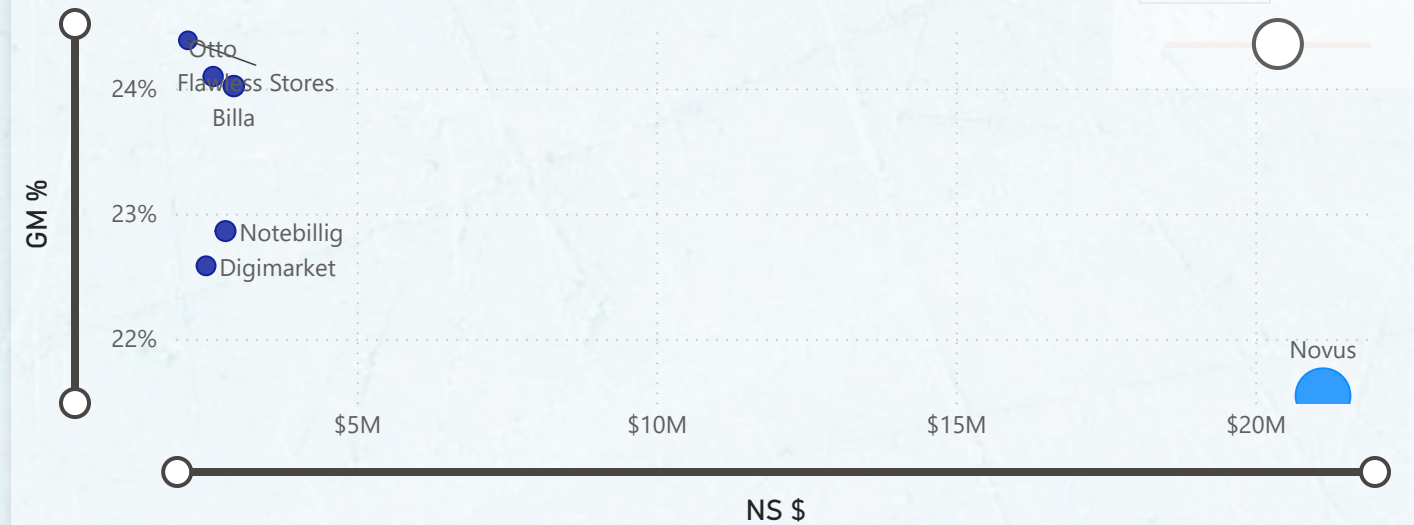
customer	NS \$	GM \$	GM %
Amazon	\$218.21M	79.00M	36.20%
AtliQ Exclusive	\$159.31M	73.00M	45.82%
Atliq e Store	\$133.08M	48.52M	36.46%
Flipkart	\$57.24M	24.08M	42.07%
Sage	\$52.48M	16.53M	31.50%
Leader	\$48.95M	15.00M	30.65%
Neptune	\$45.97M	21.43M	46.62%
Ebay	\$38.56M	13.77M	35.71%
Electricalsocity	\$34.90M	12.68M	36.32%
Electricalslytical	\$30.04M	11.18M	37.22%
Acclaimed Stores	\$29.51M	11.63M	39.40%
Propel	\$29.37M	10.98M	37.39%
walmart	\$29.32M	13.35M	45.55%
Vijaya Sales	\$27.45M	10.43M	38.00%
Total	\$1,642.91M	620.14M	37.75%

Product Performance

segment	NS \$	GM \$	GM %
Networking	\$16.28M	6.21M	38.16%
Storage	\$26.95M	10.26M	38.06%
Desktop	\$280.78M	106.51M	37.93%
Peripherals	\$444.83M	167.75M	37.71%
Accessories	\$190.84M	71.95M	37.70%
Notebook	\$683.24M	257.46M	37.68%
Total	\$1,642.91M	620.14M	37.75%

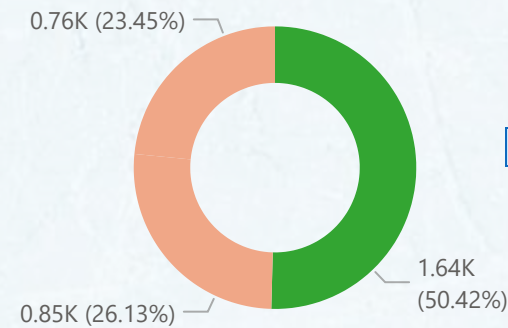
Performance Matrix

region ● APAC ● EU

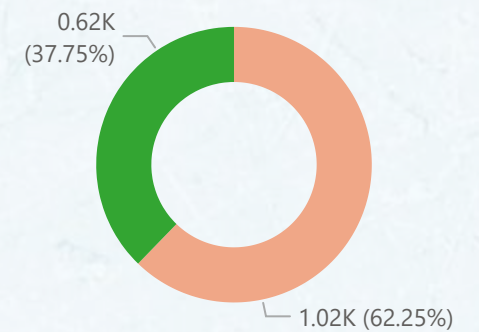


Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, pr...

All

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$190.84M	71.95M	37.70%	-27.07M	-14.19%
Desktop	\$280.78M	106.51M	37.93%	-39.01M	-13.89%
Networking	\$16.28M	6.21M	38.16%	-2.25M	-13.82%
Notebook	\$683.24M	257.46M	37.68%	-97.23M	-14.23%
Peripherals	\$444.83M	167.75M	37.71%	-62.86M	-14.13%
Storage	\$26.95M	10.26M	38.06%	-3.73M	-13.83%
Total	\$1,642.91M	620.14M	37.75%	-232.15M	-14.13%

Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$882.68M	316.62M	35.87%	-133.14M	-15.08%
EU	\$362.09M	124.91M	34.50%	-42.48M	-11.73%
LATAM	\$6.04M	2.13M	35.30%	-0.15M	-2.53%
NA	\$392.10M	176.48M	45.01%	-56.38M	-14.38%
Total	\$1,642.91M	620.14M	37.75%	-232.15M	-14.13%

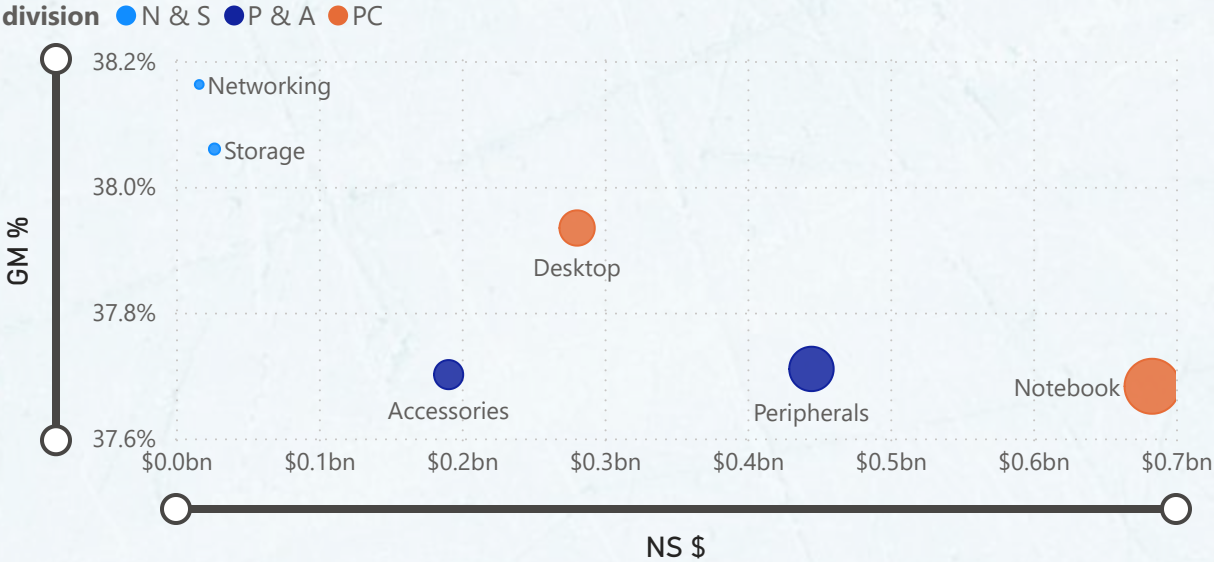
2019202020212022 Est

Q1Q2

YTDYTG

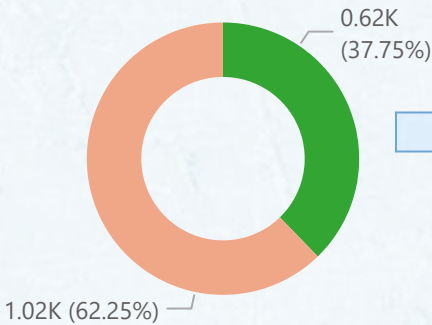
Show NP %

Performance Matrix

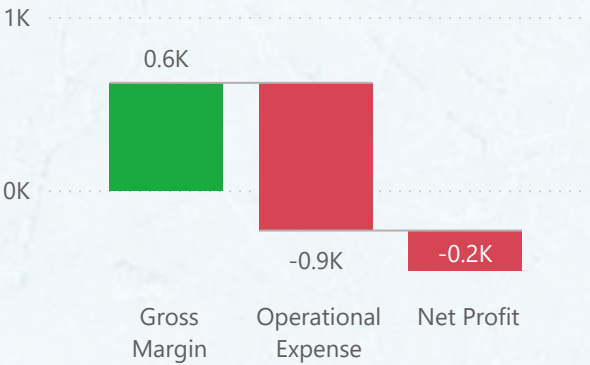


Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

YTG

81.17%✓

LY: 79.85% (+1.66%)

Forecast Accuracy

-3472.7K✓

LY: -328.8K (-956.3%)

Net Error

6899.0K!

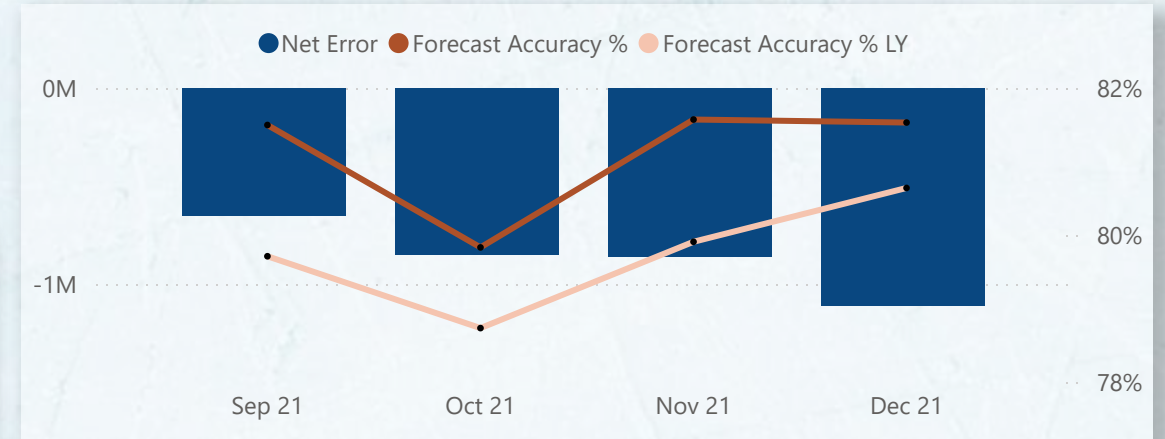
LY: 4186.7K (+64.78%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.00%	83037	10.7%	EI
BestBuy	46.60%	34.72%	81179	16.7%	EI
Billa	42.63%	21.82%	3704	3.9%	EI
Circuit City	46.17%	35.62%	85248	16.5%	EI
Control	52.06%	47.69%	64731	13.0%	EI
Costco	51.95%	48.35%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.27%	8104	6.0%	EI
Leader	48.72%	27.72%	166751	11.0%	EI
Logic Stores	52.49%	49.66%	6430	2.4%	EI
Nomad Stores	53.44%	51.58%	3394	1.3%	EI
Notebillig	42.70%	18.18%	1141	1.3%	EI
Otto	45.76%	17.85%	1962	2.4%	EI
Path	50.57%	45.58%	91486	14.9%	EI
Radio Shack	45.64%	34.44%	69253	16.5%	EI
Sage	50.72%	32.93%	154291	10.1%	EI
Saturn	41.54%	21.06%	2197	2.9%	EI
Staples	54.45%	47.29%	79821	11.5%	EI
walmart	54.78%	51.27%	84334	12.1%	EI
All	42.66%	27.48%	156456	8.22%	OOS
Total	81.17%	79.85%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊕ Accessories	87.42%	77.24%	341468	-14.19%	EI
⊕ Desktop	87.53%	84.91%	78576	-13.89%	EI
⊕ Networking	93.06%	90.42%	-12967	-13.82%	OOS
⊕ Notebook	87.24%	80.24%	-47221	-14.23%	OOS
⊕ Storage	71.50%	83.05%	-628266	-13.83%	OOS
⊕ Peripherals	68.17%	83.08%	-3204280	-14.13%	OOS
Total	81.17%	79.85%	-3472690	-14.13%	OOS



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

vs LY

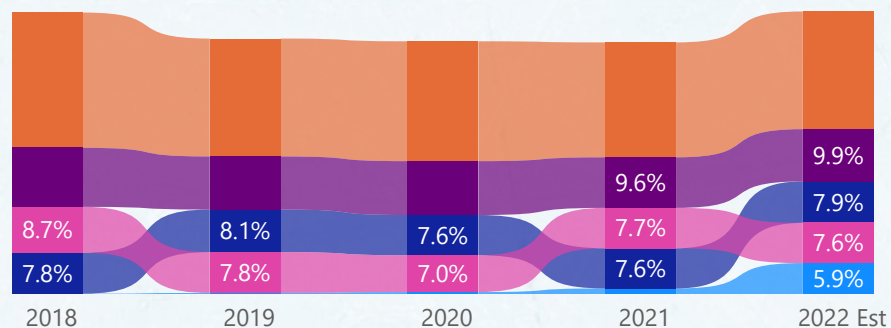
vs
Target**\$1.64bn !**BM: 1.67bn (-1.35%)
Net Sales**37.75% !**BM: 38.26% (-1.34%)
GM %**-14.13%✓**BM: -14.37% (+1.68%)
Net Profit %**81.17%✓**BM: 79.85% (+1.66%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$445.3M	27.1%	35.7%	-23.1%	13.3%	-24.4%	OOS
NA	\$392.1M	23.9%	45.0%	-14.4%	4.9%	14.4%	EI
ROA	\$343.0M	20.9%	33.9%	-6.7%	8.3%	-4.6%	OOS
NE	\$196.2M	11.9%	32.7%	-17.8%	6.8%	-4.6%	OOS
SE	\$165.9M	10.1%	36.6%	-4.6%	16.4%	-55.5%	OOS
ANZ	\$94.5M	5.7%	43.8%	-8.0%	1.4%	-37.6%	OOS
LATAM	\$6.0M	0.4%	35.3%	-2.5%	0.3%	3.4%	EI
Total	\$1,642.9M	100.0%	37.7%	-14.1%	5.9%	-9.5%	OOS

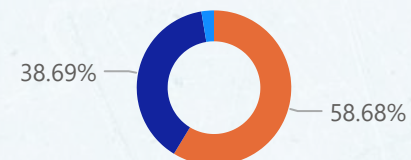
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



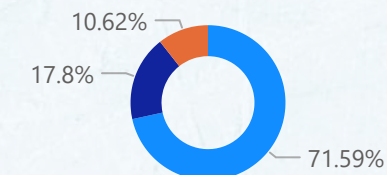
Revenue by Division

● PC ● P & A ● N & S



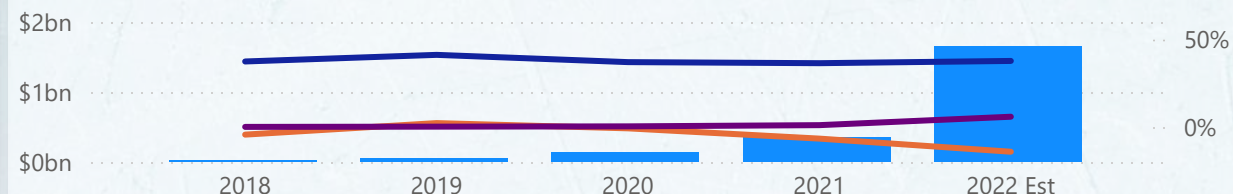
Revenue by Channel

● Retailer ● Direct ● Distributor



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

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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.2%	31.50% ↓
Flipkart	3.5%	42.07%
AtliQ Exclusive	9.7%	45.82%
Atliq e Store	8.1%	36.46% ↓
Amazon	13.3%	36.20% ↓
Total	37.8%	38.87%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.2%	38.12% ↓
AQ Electron 3 3600 Desktop Processor	4.0%	38.34%
AQ HOME Allin1 Gen 2	4.8%	37.77% ↓
AQ Smash 1	4.1%	37.11% ↓
Total	22.6%	37.68%