



region, market  
APAC

customer  
All

segment, catego...  
Accessories

2018

2019

2020

2021

2022  
Est

Q2

Q3

Q4

YTD

YTG

**BM target(s) is not available for the selected filters**

**\$130.70M✓**

BM: (Blank) (+Infinity%)

**Net Sales**

**35.8%✓**

BM: 35.35% (+1.27%)

**GM %**

**-14.25%!**

BM: 100.00% (-114.25%)

**Net Profit %**

### Profit & Loss Statement

Line Item

	2022 Est	BM	chg	chg%
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Gross Sales	267.43			
Pre Invoice Deduction	63.66			
Net Invoice Sales	203.77			
- Post Discounts	51.22			
- Post Deductions	21.84			
Total Post Invoice Deduction	73.06			
Net Sales	130.70			
- Manufacturing Cost	79.84			
- Freight Cost	3.63			
- Other Cost	4.46			
Total COGS	83.92			
Gross Margin	46.79	377.63	-330.84	-87.61
Gross Margin %	35.80	0.35	35.44	10,026.61
GM / Unit	3.33			
Operational Expense	-65.41			
Net Profit	-18.62			
Net Profit %	-0.14	-0.14	0.00	0.00

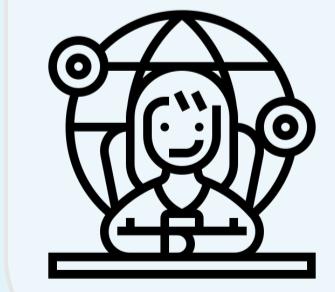
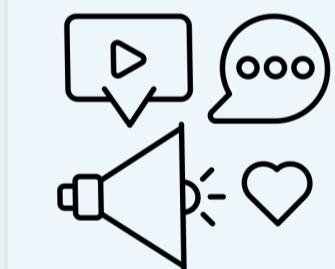


### Top / Bottom Products & Customers By Net Sales

region	P & L values	P & L chg%
APAC	130.70	
<b>Total</b>	<b>130.70</b>	

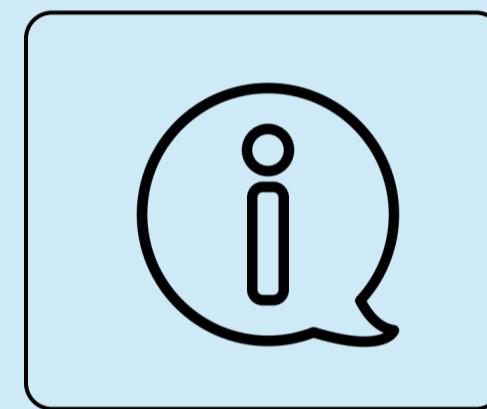
segment	P & L values	P & L chg%
Accessories	130.70	
<b>Total</b>	<b>130.70</b>	

BM = Benchmark, LY = Last Year

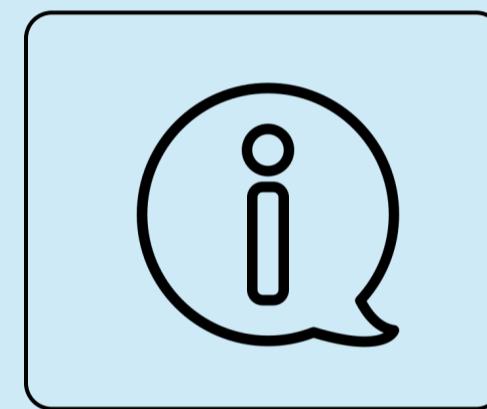




# Business Insights 360



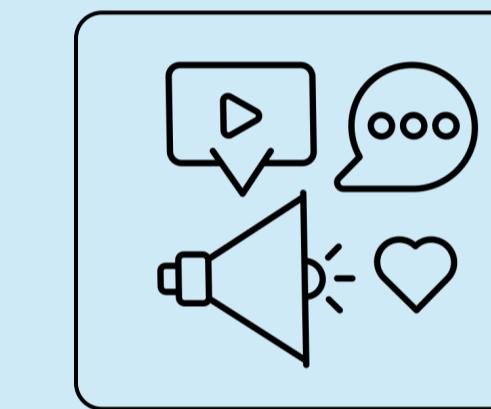
## Info



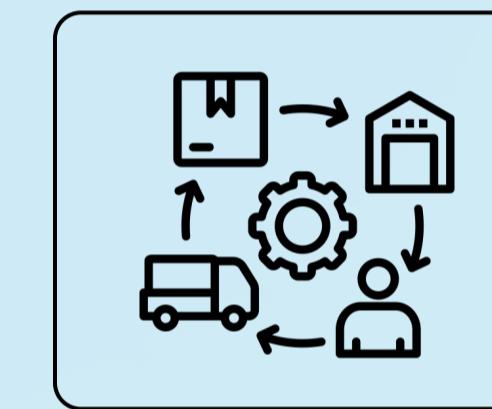
## Finance View



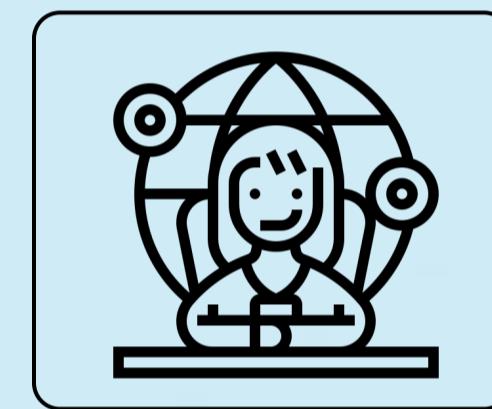
## Sales View



## Marketing View



## Supply Chain View



## Executive View



## Support

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

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

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

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

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

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

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



region, market

All

market

All

segment, catego...

All

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Q2

Q3

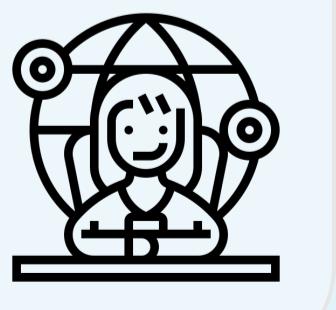
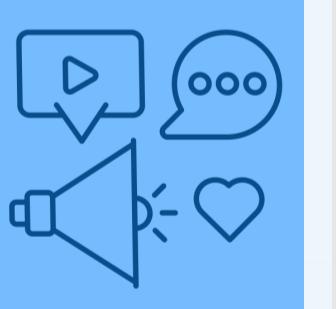
Q4

YTD

YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$263.26M	100.66M	38.2%	-36.71M	-13.94%
Desktop	\$430.30M	165.88M	38.5%	-58.78M	-13.66%
Networking	\$22.16M	8.57M	38.7%	-3.02M	-13.64%
Notebook	\$897.19M	343.50M	38.3%	-124.93M	-13.92%
Peripherals	\$452.71M	173.47M	38.3%	-63.05M	-13.93%
Storage	\$27.65M	10.67M	38.6%	-3.78M	-13.69%
<b>Total</b>	<b>\$2,093.26M</b>	<b>802.74M</b>	<b>38.3%</b>	<b>-290.27M</b>	<b>-13.87%</b>

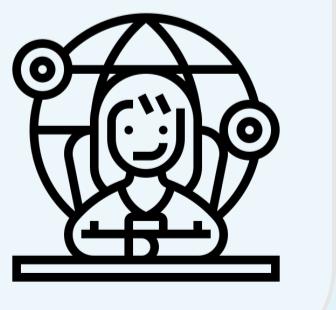
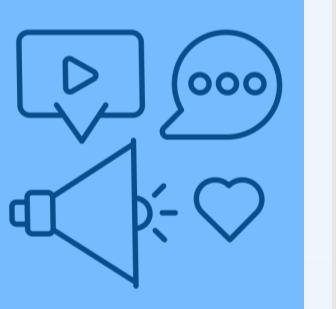


## Performance Matrix

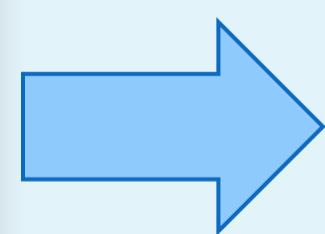
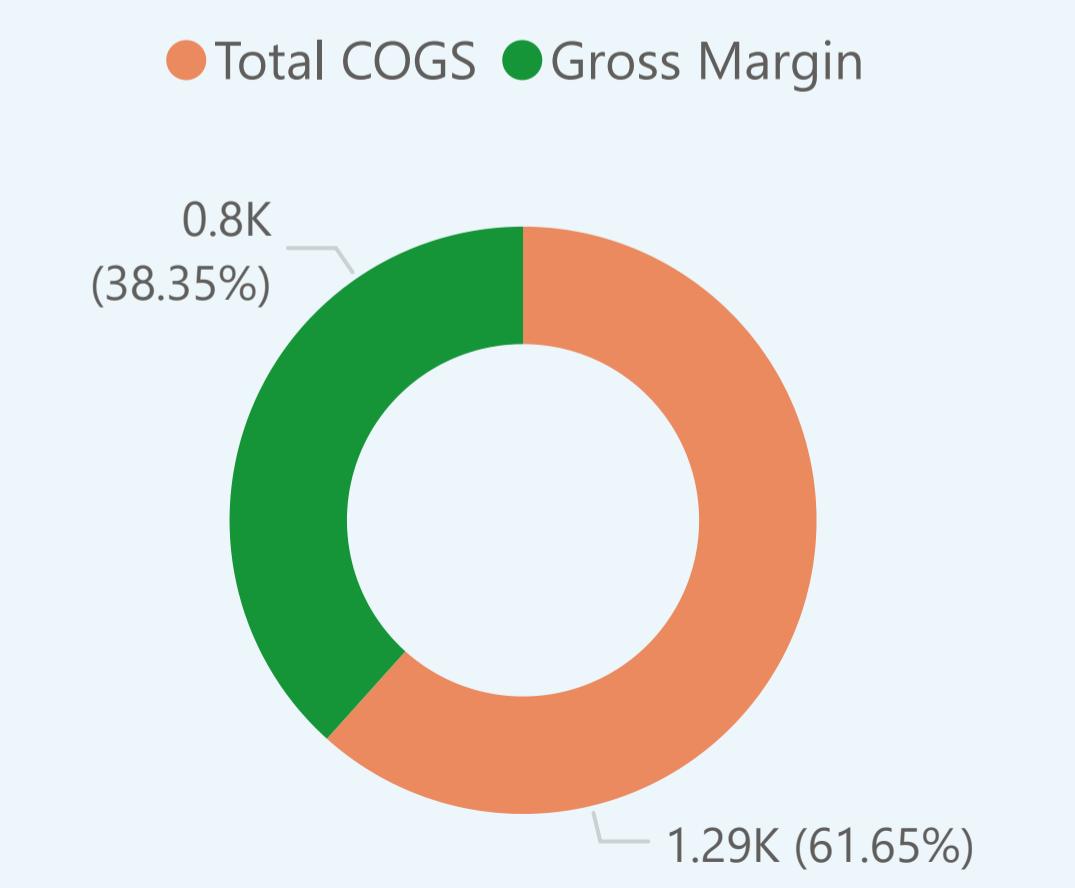


## Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,041.09M	373.59M	35.9%	-148.02M	-14.22%
EU	\$413.40M	142.89M	34.6%	-53.04M	-12.83%
LATAM	\$8.78M	3.06M	34.8%	-0.28M	-3.23%
NA	\$630.00M	283.20M	45.0%	-88.92M	-14.12%
<b>Total</b>	<b>\$2,093.26M</b>	<b>802.74M</b>	<b>38.3%</b>	<b>-290.27M</b>	<b>-13.87%</b>



## Unit Economics





region, market

All

market

All

segment, catego...

All

2018

2019

2020

2021

2022  
Est

Q2

Q3

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YTD

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## Customer Performance

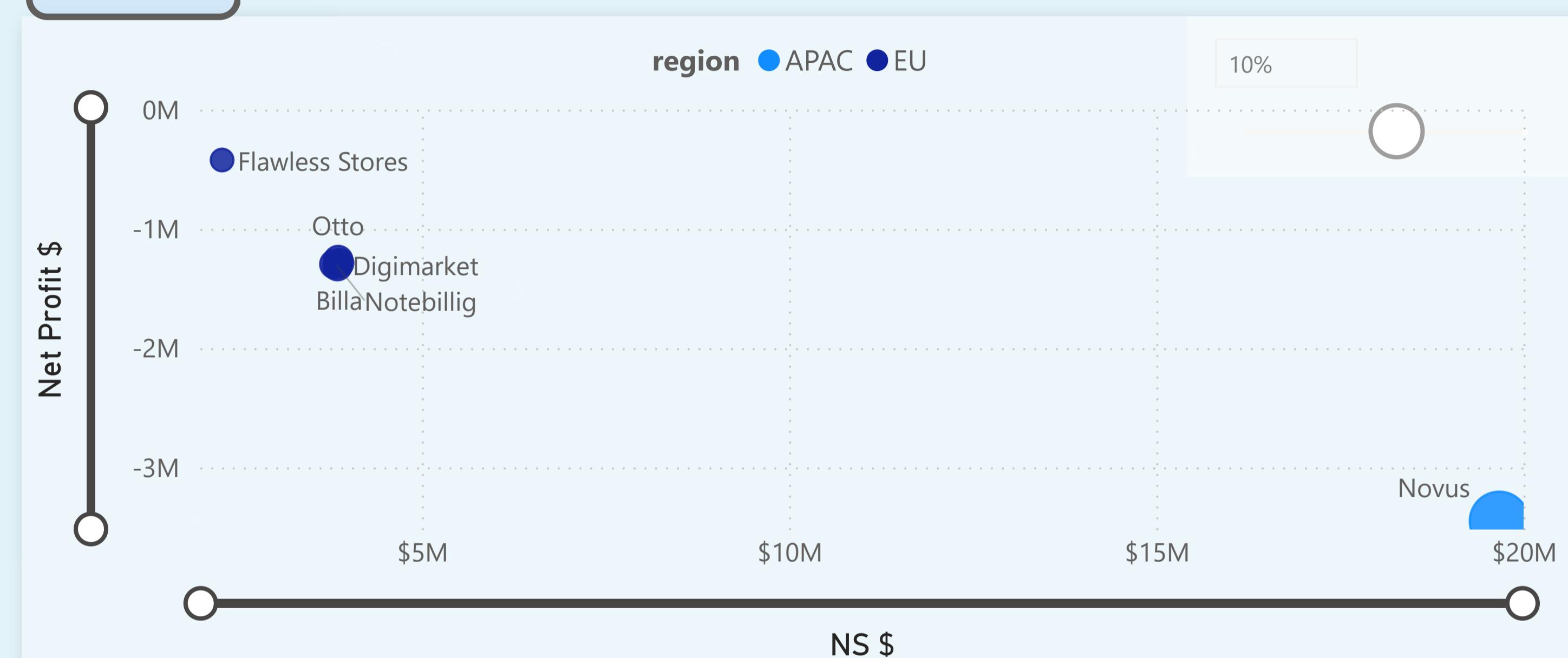
customer	NS \$	GM \$	GM %
Amazon	\$278.66M	103.77M	37.2%
AtliQ Exclusive	\$201.80M	93.15M	46.2%
Atliq e Store	\$171.03M	63.63M	37.2%
Flipkart	\$81.25M	34.28M	42.2%
Sage	\$75.37M	23.78M	31.5%
Leader	\$68.37M	21.01M	30.7%
Neptune	\$59.72M	27.93M	46.8%
Ebay	\$53.04M	19.29M	36.4%
Acclaimed Stores	\$43.85M	17.95M	40.9%
walmart	\$43.10M	19.71M	45.7%
Staples	\$39.37M	15.35M	39.0%
Costco	\$38.58M	15.05M	39.0%
<b>Total</b>	<b>\$2,093.26M</b>	<b>802.74M</b>	<b>38.3%</b>

## Product Performance

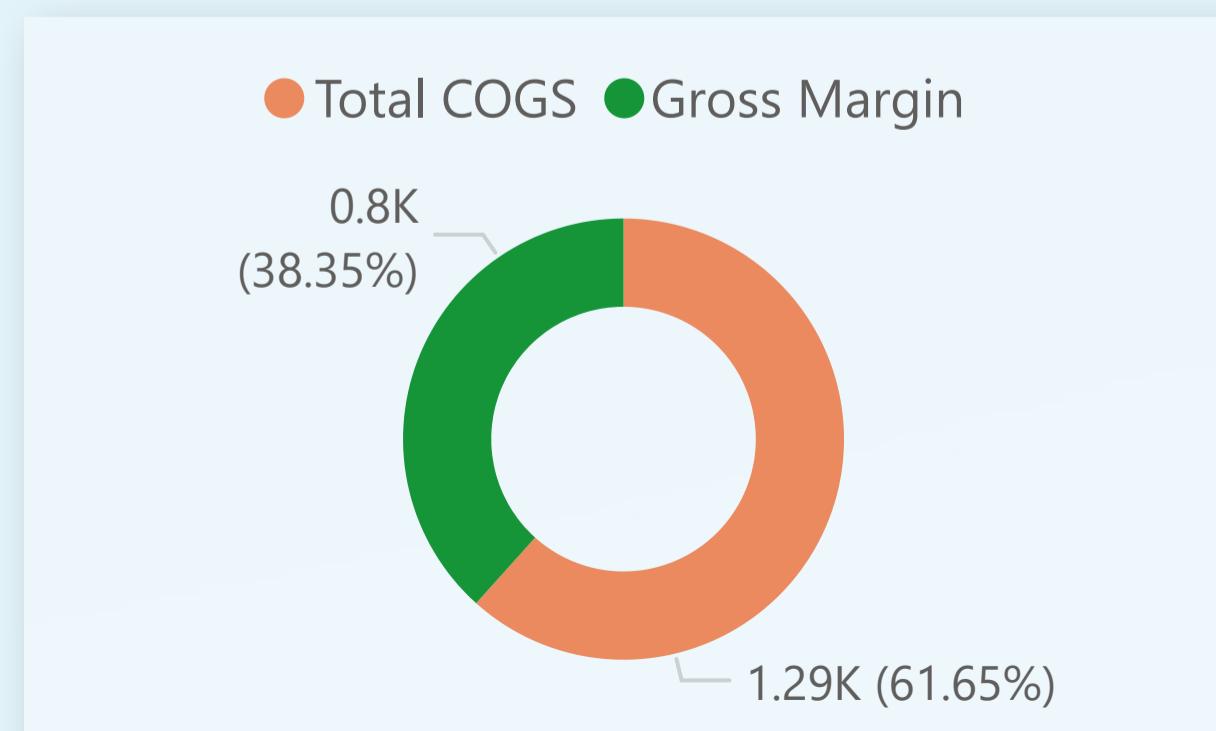
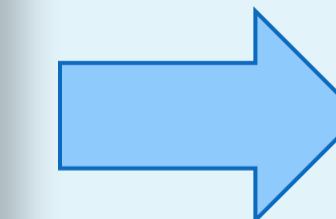
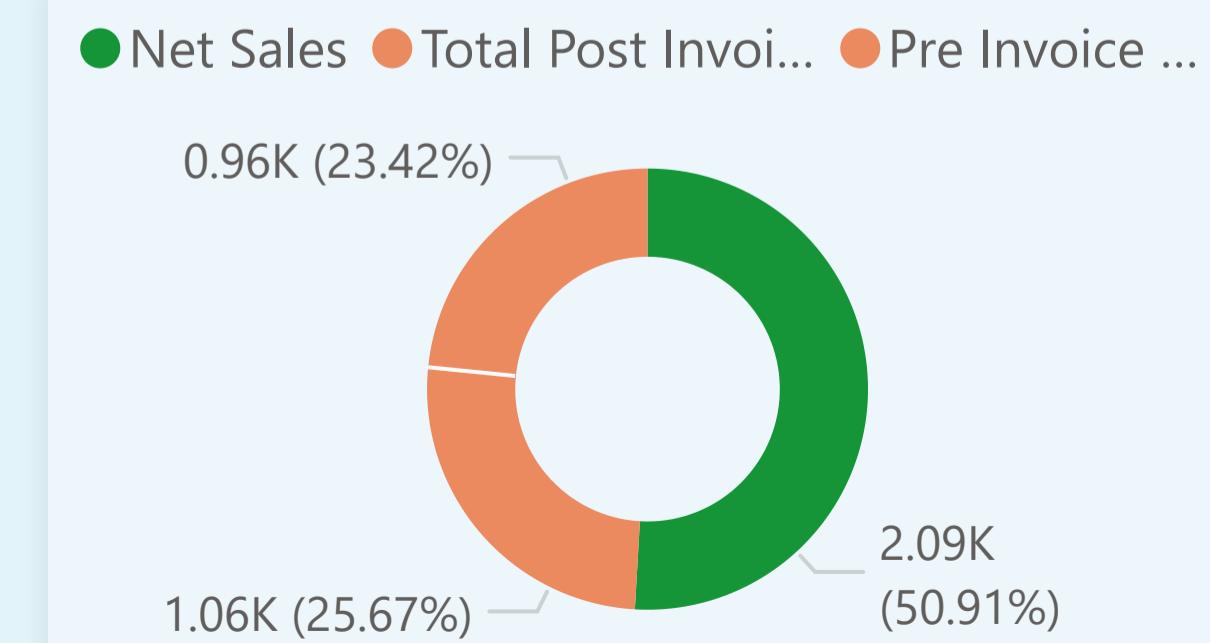
segment	NS \$	GM \$	GM %
Notebook	\$897.19M	343.50M	38.3%
Peripherals	\$452.71M	173.47M	38.3%
Desktop	\$430.30M	165.88M	38.5%
Accessories	\$263.26M	100.66M	38.2%
Storage	\$27.65M	10.67M	38.6%
Networking	\$22.16M	8.57M	38.7%

Show GM %

## Performance Matrix



## Unit Economics





region, market

All

market

All

segment, catego...

All

2018

2019

2020

2021

2022  
Est

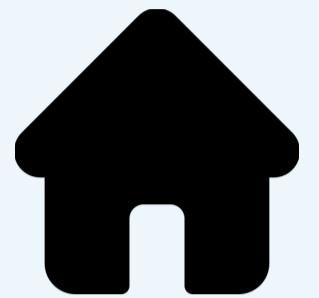
Q2

Q3

Q4

YTD

YTG



(Blank)!

LY: 80.47% (-100%)

Forecast Accuracy

(Blank)✓

LY: -422.95K (+100%)

Net Error

(Blank)!

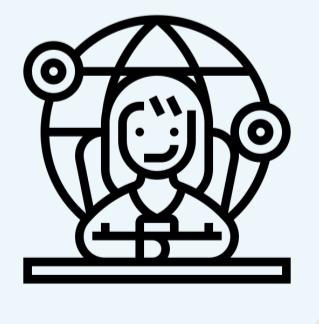
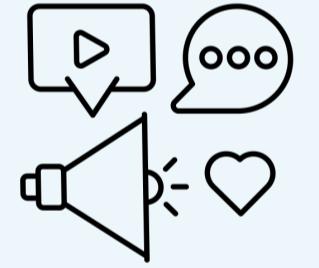
LY: 5594K (-100%)

ABS Error

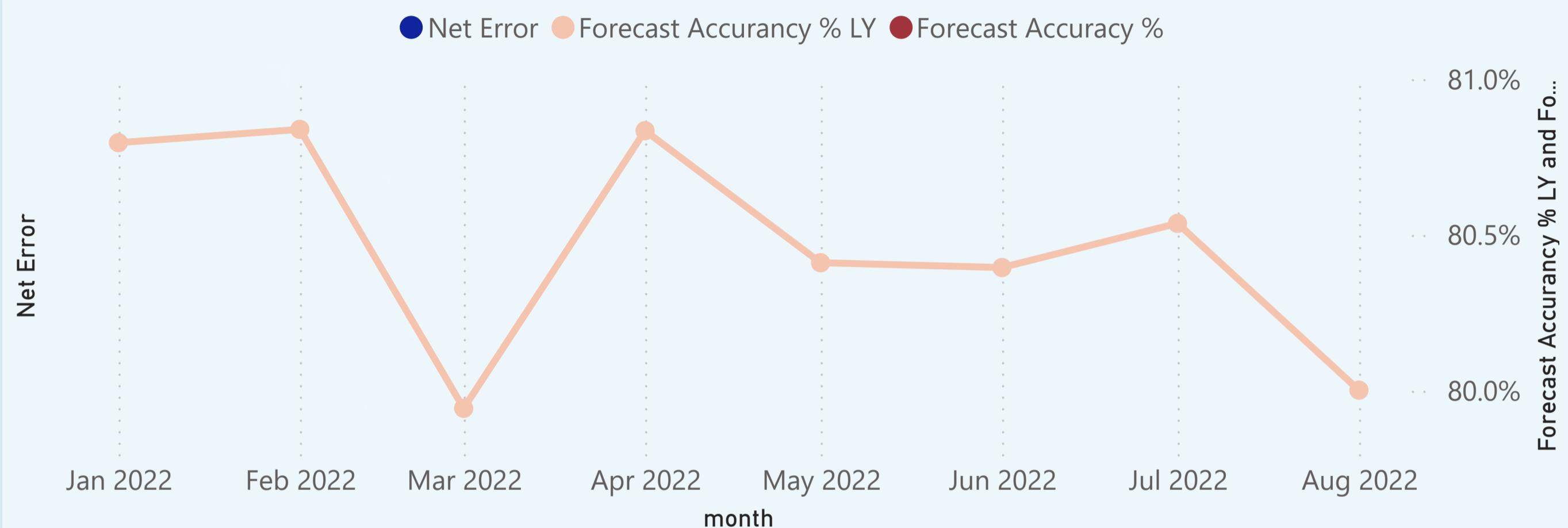


### Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Risk	Net Error %	Forecast Accuracy % LY
Atliq e Store					74.75%
Amazon					74.74%
AtliQ Exclusive					72.62%
Mbit					61.94%
Euronics					60.65%
Expert					60.11%
Boulanger					59.00%
UniEuro					57.57%
Power					57.12%
Info Stores					56.94%
Radio Popular					56.17%
Flawless Stores					55.54%
Electricalslance Stores					55.48%
Sorefoz					55.18%
Premium Stores					55.16%
Argos (Sainsbury's)					55.13%
Flipkart					54.05%
Fnac-Darty					53.90%
Elkjøp					53.44%
Media Markt					53.29%
Epic Stores					53.23%
Chiptec					53.19%
Chip 7					52.85%
Coolblue					52.79%
Logic Stores					52.73%
Sound					52.41%
Total					80.47%



### Accuracy / Net Error trend



### Key Metrics By Product

segment	Net Error	Forecast Accuracy %	Risk	Net Error %	Forecast Accuracy % LY
[+] Networking					90.38%
[+] Desktop					83.98%
[+] Storage					83.90%
[+] Peripherals					83.34%
[+] Notebook					79.81%
[+] Accessories					77.97%



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022  
Est

Q2

Q3

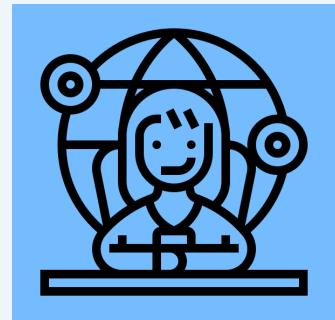
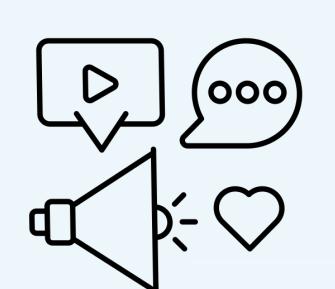
Q4

YTD

YTG

vs LY

vs Target

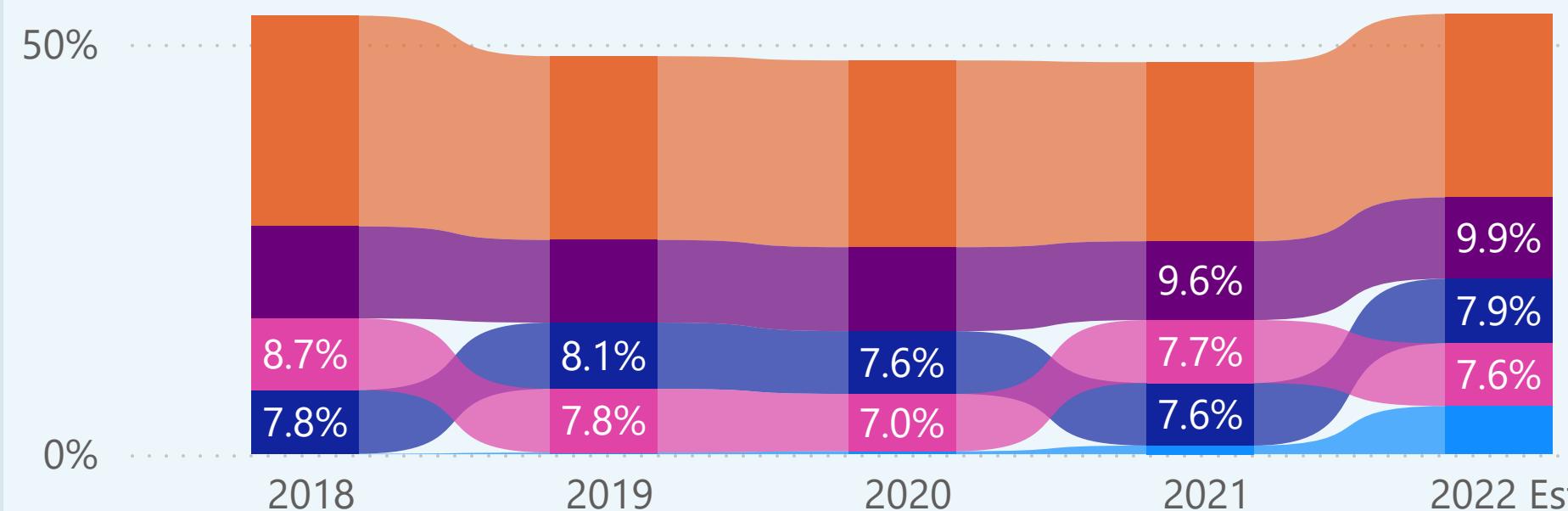
\$2.09bn !  
BM: 2.14bn (-2.26%)  
Net Sales38.3% !  
BM: 38.40% (-0.12%)  
GM %-13.87% !  
BM: 100.00%  
(-113.87%)  
Net Profit %(Blank) !  
BM: 80.47% (-100%)  
Forecast Accuracy

## Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	\$630.0M	30.1%	45.0%	14.1%	4.9%		
India	\$500.1M	23.9%	35.8%	-22.9%	13.3%		
ROA	\$445.7M	21.3%	34.4%	-6.0%	8.3%		
NE	\$261.5M	12.5%	32.8%	-18.3%	6.8%		
SE	\$151.9M	7.3%	37.5%	-3.3%	16.4%		
ANZ	\$95.3M	4.6%	43.2%	-6.8%	1.4%		
LATAM	\$8.8M	0.4%	34.8%	-3.2%	0.3%		
<b>Total</b>	<b>\$2,093.3M</b>	<b>100.0</b>	<b>38.3%</b>	<b>-13.9%</b>	<b>5.9%</b>		
			%				

## TPC Market Share Trend - AtliQ &amp; Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



## Revenue By Division

● PC ● P &amp; A ● N &amp; S

\$0.72bn (34.2%)  
\$1.33bn (63.42%)

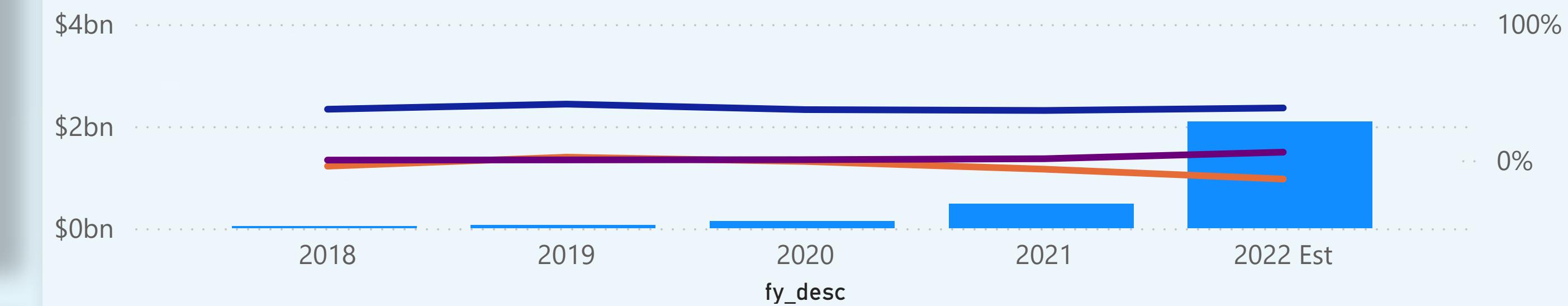
## Revenue By Channel

● Retailer ● Direct ● Distributor

\$0.22bn (10.71%)  
\$0.37bn (17.81%)  
\$1.50bn (71.48%)

## Yearly Revenue By GM%, Net Profit %, PC Market Share

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



## Top % Customers By Revenue

customer	RC %	GM %
Amazon	13.3%	37.2% <span style="color:red">↓</span>
AtliQ Exclusive	9.6%	46.2%
Atliq e Store	8.2%	37.2% <span style="color:red">↓</span>
Flipkart	3.9%	42.2%
Sage	3.6%	31.5% <span style="color:red">↓</span>
<b>Total</b>	<b>38.6%</b>	<b>39.4%</b>

## Top % Products By Revenue

product	RC %	GM %
AQ BZ Allin1	3.9%	38.2% <span style="color:red">↓</span>
AQ BZ Allin1 Gen 2	5.6%	38.8%
AQ Home Allin1	4.6%	39.0%
AQ HOME Allin1 Gen 2	6.4%	38.3% <span style="color:red">↓</span>
AQ Smash 2	3.9%	37.7% <span style="color:red">↓</span>
<b>Total</b>	<b>24.4%</b>	<b>38.4%</b>

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