



Business Insights 360



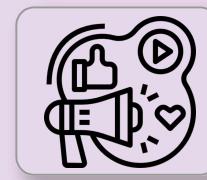
Download user manual and get to know the key information of this tool.



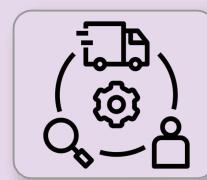
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



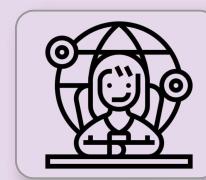
Analyse the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**



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



market	region	customer	FY_desc	2018	2019	2020	2021	2022 EST	quarter_month	ytd_ytg
All	All	All							Q1	Q2

\$1.64bn!
BM: 1.67bn (-1.35%)

37.75%!
BM: 637.20M (-100%)

(\$232.15M)~
Goal: -239.36M (+3.01%)

Net Sales

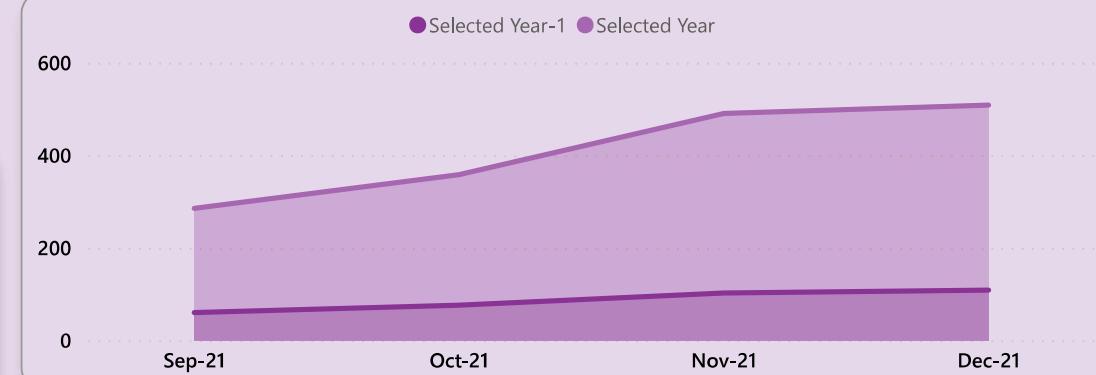
Gross

Net Profit

Profit & Loss Statement

Line Item	2022 EST	LY	YOY	YOY%
Gross Sales	3259	701	2558	365
Pre Invoice Deduction	764	166	599	362
Net Invoice Sales	2494	536	1959	366
- Post Discounts	559	119	440	371
- Post Deductions	293	70	223	318
Total Post Invoice Deduction	852	189	663	351
Net Sales	1643	347	1296	374
- Manufacturing Cost	972	210	762	364
- Freight Cost	44	9	35	377
- Other Cost	7	1	5	372
Total COGS	1023	220	802	364
Gross Margin	620	126	494	390
Gross Margin %	38	36	1	4
GM / Unit	15	6	9	158
Operational expense	852	149	703	470
Net profit \$	-232	-23	-209	908
Net profit %	-14	-7	-7	113

Net sales over Time



Top/Bottom products & customers by net sales\$

region	P&L Values	YOY%	segment	P&L Values	YOY%
+ APAC	882.68	373.83	+ Accessories	190.84	85.15
+ EU	362.09	329.67	+ Desktop	280.78	1,325.58
+ LATAM	6.04	344.10	+ Networking	16.28	-14.39
+ NA	392.10	423.53	+ Notebook	683.24	508.24
Total	1,642.91	373.72	+ Peripherals	444.83	536.63
			+ Storage	26.95	18.04



market ▾ All

region ▾ All

customer ▾ All

FY_desc 2018 2019 2020 2021 2022 EST

quarter_month Q1 Q2

ytd_ytg YTD >

Customer Performance

customer	NS \$	GM \$	GM%	Target met%
Amazon	\$218.21M	\$79.001M	36.20%	
AltiQ Exclusive	\$133.58M	\$62.969M	47.14%	
Atliq e Store	\$133.08M	\$48.523M	36.46%	
Flipkart	\$57.24M	\$24.082M	42.07%	
Neptune	\$45.97M	\$21.432M	46.62%	
Sage	\$52.48M	\$16.533M	31.50%	
Leader	\$48.95M	\$15.004M	30.65%	
Ebay	\$38.56M	\$13.772M	35.71%	
walmart	\$29.32M	\$13.355M	45.55%	
Total	\$1,642.91M	\$620.137M	37.75%	0.51%

Performance matrix

region	APAC	EU	LATAM	NA
Networking				45%
Storage				40%
Desktop				35%
Accessories				35%
Peripherals				35%
Notebook				35%

Unit Economic

Description	Value
Net Sales	1.64K (60.85%)
Pre Invo...	0.29K (10.85%)
Post Invo...	0.7... (2.0%)

Description	Value
Total COGS	1.02K (37.75%)
Gross Ma...	0.62K (62.25%)

Product Performance

category	NS \$	GM \$
Business Laptop	\$319.58M	\$121.106
Gaming Laptop	\$294.94M	\$110.573
Processors	\$263.74M	\$99.659
Personal Laptop	\$212.56M	\$80.282
Personal Desktop	\$136.95M	\$52.014
Graphic Card	\$115.41M	\$42.949
Keyboard	\$91.96M	\$34.870



market

All

region

All

customer

All

FY_desc

2018 2019 2020 2021 2022 EST

quarter_month

Q1 Q2 Q3 Q4



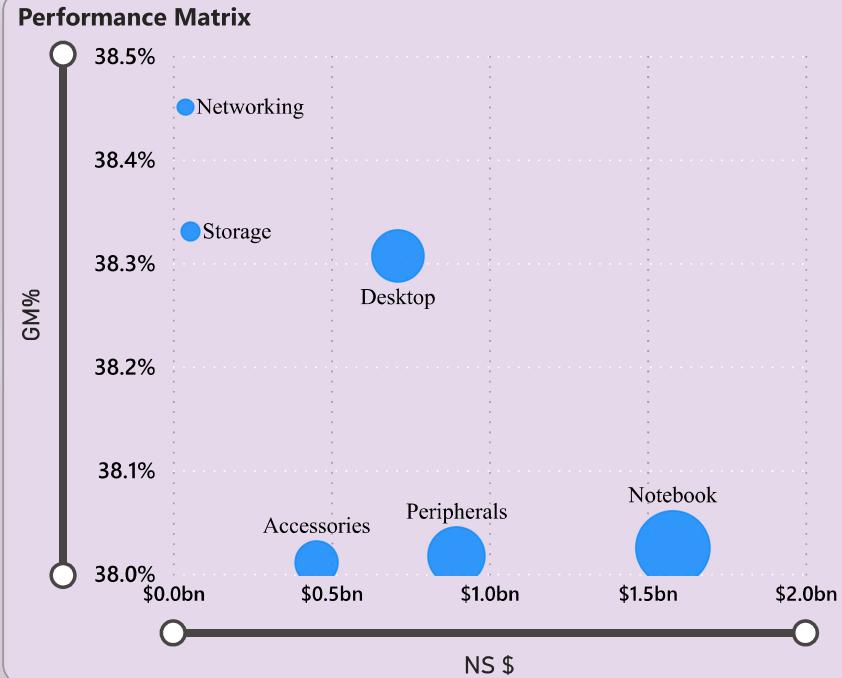
region	NS \$ M	GM \$ M	GM%	Net profit \$ M	Net profit %
+ APAC	\$1,923.77 M	\$690.212M	35.88%	(\$281.16M)	-14.62%
+ EU	\$775.48M	\$267.802M	34.53%	(\$95.52M)	-12.32%
+ LATAM	\$14.82M	\$5.190M	35.02%	(\$0.44M)	-2.95%
- N/A	\$1,022.00	\$450.676M	34.07%	(\$115.21M)	-11.22%
Total	\$3,736.17 M	\$1,422.880M	38.08%	(\$522.42M)	-13.98%

segment	NS \$ M	GM \$ M	GM%	Net profit \$ M	Net p
+ Notebook	\$1,580.43 M	\$600.961M	38.03%	(\$222.16M)	-
+ Peripherals	\$897.54M	\$341.220M	38.02%	(\$125.91M)	-
+ Desktop	\$711.08M	\$272.389M	38.31%	(\$97.79M)	-
Total	\$3,736.17 M	\$1,422.880M	38.08%	(\$522.42M)	-

Description ● Total COGS ● Gross Margin



Unit Economic
→





market

All

region

All

customer

All

FY_desc

2018

2019

2020

2021

2022
EST

quarter_month

Q1

Q2

ytd_ytg

YTD

81.17% ✓
LY: 79.85% (+1.66%)**6899.04K ✓**
LY: 4186.74K (+64.78%)**-3,472.69K !**
LY: (\$328.76K) (-956.3%)

Forcast Accuracy%

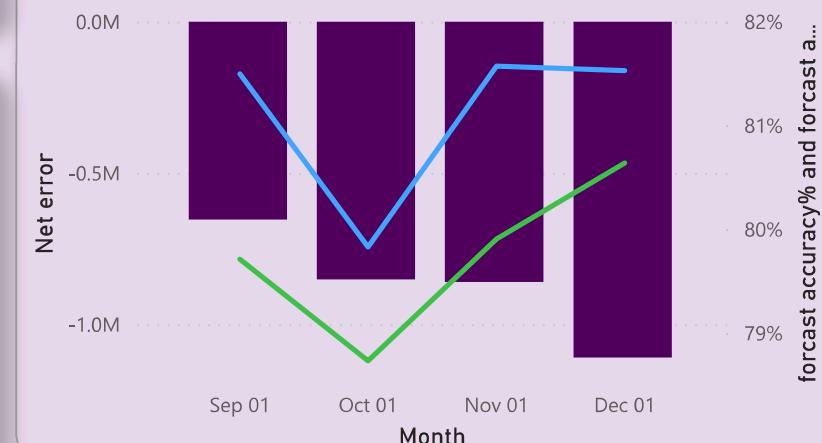
ABS Error

Net Error

customer	forcast accuracy %	forcast accuracy% ly	Net error	Risk
Acclaimed Stores	57.74%	50.00%	83,037	EI
All-Out	43.96%	27.42%	-150	OS
AltiQ Exclusive	71.42%	70.25%	-2,21,177	OS
Amazon	73.79%	74.27%	-4,64,694	OS
Argos (Sainsbury's)	54.78%	57.37%	-23,040	OS
Atlas Stores	49.53%	45.52%	-4,182	OS
Atliq e Store	74.22%	74.38%	-2,94,868	OS
Atliq Exclusive	29.71%	41.88%	-1,38,065	OS
BestBuy	46.60%	34.72%	81,179	EI
Billa	42.63%	21.82%	3,704	EI
Boulanger	52.69%	58.45%	-48,802	OS
Chip 7	34.56%	54.29%	-85,293	OS
Chiptec	50.49%	51.66%	-20,102	OS
Circuit City	46.17%	35.62%	85,248	EI
Control	52.06%	47.69%	64,731	EI
Total	81.17%	79.85%	-34,72,690	OS

Accuracy Net Error Trend

● Net error ● forcast accuracy% ● forcast accuracy% ly

**Key Matrices by Product**

region	forcast accuracy%	Net error	forcast accuracy% ly	Risk
NA	77.34%	13,95, 849		EI
LATAM	71.11%	5,401		EI
EU	75.56%	-17,13 81.17%	-34,72 ,690	OS
Total	79.85%			OS





market	region	customer	FY_desc	2018	2019	2020	2021	2022 EST	quarter_month	Q1	Q2	ytd_ytg
All	All	All										>



\$1.64bn!

BM: 1.67bn (-1.35%)

Net Sales

37.75%!

BM: 637.20M (-100%)

Gross Sales

(\$232.15M) ✓

Goal: -239.36M (+3.01%)

Net Profit

81.17% ✓

LY: 79.85%

(+1.66%)

Forcast Accuracy

sub_zone	NS \$	GM%	Net profit %	Atliq	MS%	Risk
India	\$44,52,55,857.29	35.68%	-23.06%	13.26%	OS	
NA	\$39,20,98,721.98	45.01%	-14.38%	4.87%	EI	
ROA	\$34,29,65,637.10	33.93%	-6.68%	8.32%	OS	
NE	\$19,61,91,339.58	32.74%	-17.77%	6.80%	OS	
SE	\$16,58,94,170.49	36.58%	-4.59%	16.40%	OS	
ANZ	\$9.44,58,514.13	43.81%	-8.00%	1.36%	OS	
Total	\$1,64,29,05,807.	37.75%	-14.13%	5.87%	OS	

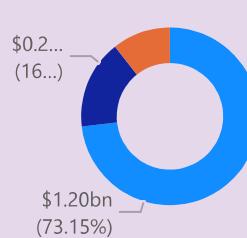
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Revenue by division



- PC
- P & A
- N & S

Revenue by Channel



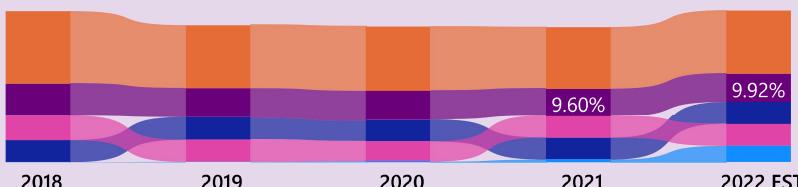
- Retailer
- Direct
- Distrib...

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



PC market share by revenue

manufacturer: atliq bp dale innovo pacer



product GM% RC %

AQ BZ Allin1 Gen 2	38.12%	5.15%
AQ Electron 3 3600 Desktop Processor	38.34%	4.00%
AQ HOME	37.77%	4.80%

customer GM% RC %

AltiQ Exclusive	47.14%	8.13%
Amazon	36.20%	13.28%
Atliq e Store	36.46%	8.10%
Flipkart	42.07%	3.48%
Sage	31.50%	3.19%

BM: Book-Mark EI-Excess Inventory OS- Out of Stock LY- Last Year