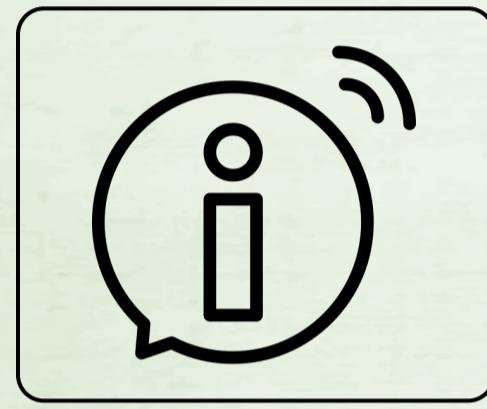




Business Insights 360



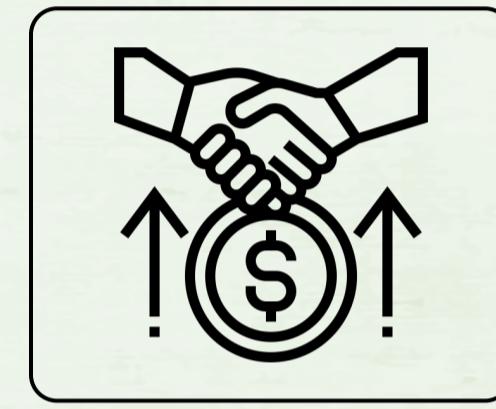
Info

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



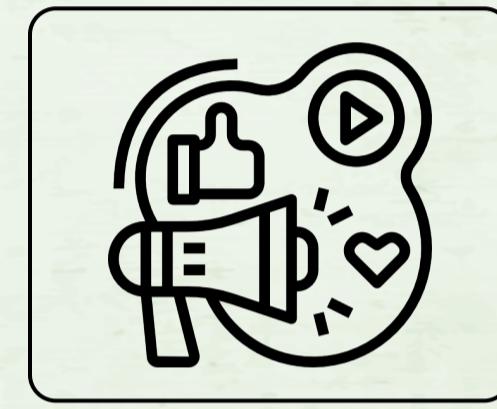
Finance View

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



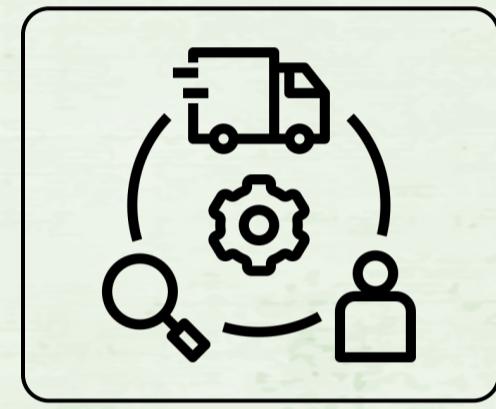
Sales View

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



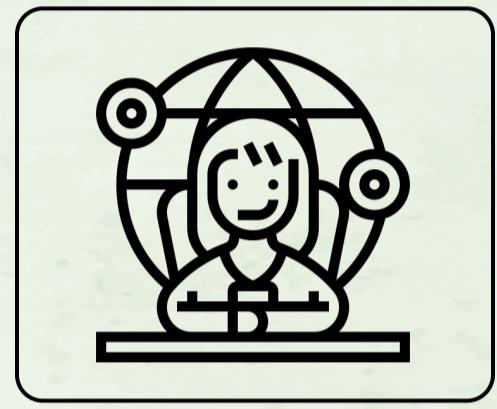
Marketing View

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, ...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

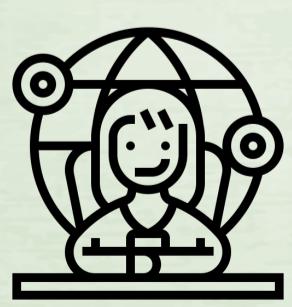
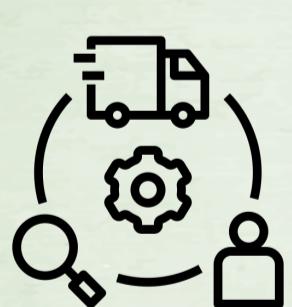
YTD

YTG

\$823.85M✓
BM: (Blank)
(+Infinity%)

36.49%✓
BM: (Blank)
(+Infinity%)

-6.63%!
BM: (Blank)
(-Infinity%)

Net Sales**GM %****Net Profit %**

Profit and Loss Statement

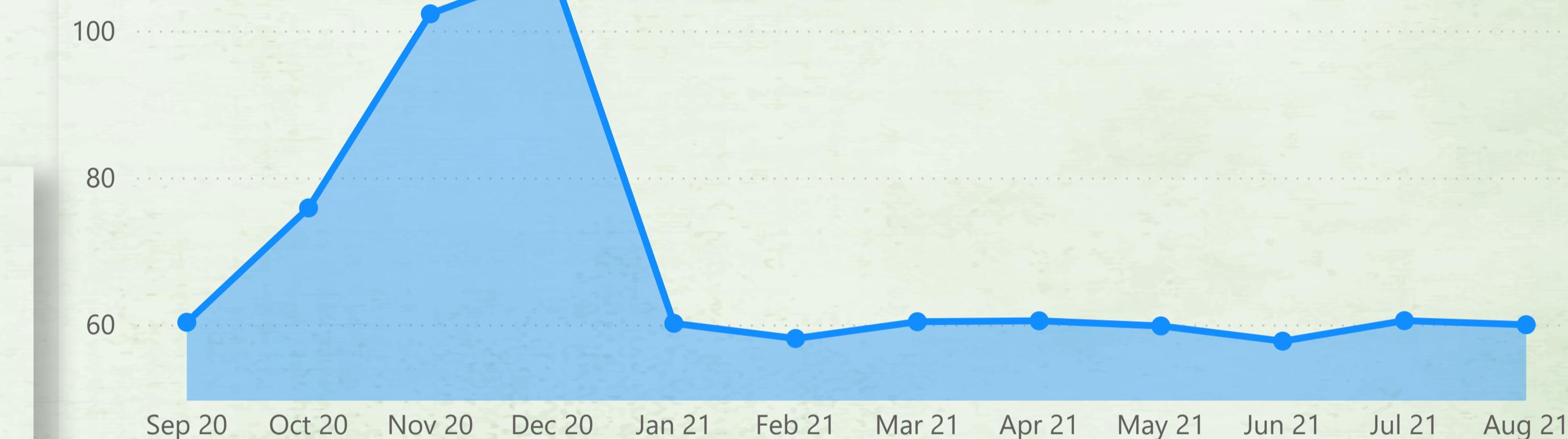
Line Item

2021

Gross Sales	1,664.64
Pre Invoice Deduction	392.50
Net Invoice Sales	1,272.13
- Post Discounts	281.64
- Post Deductions	166.65
Total Post Invoice Deduction	448.29
Net Sales	823.85
- Manufacturing Cost	497.78
- Freight Cost	22.05
- Other Cost	3.39
Total COGS	523.22
Gross Margin	300.63
Gross Margin %	36.49
GM / Unit	5.99
Operational Expense	-355.28
Net Profit	-54.65
Net Profit %	-6.63

Net Sales Performance Over Time

Selection ● vs BM



Top and Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
APAC	441.98		Accessories	244.85	
EU	200.77		Desktop	46.43	
LATAM	3.16		Networking	45.16	
NA	177.94		Notebook	266.49	
			Peripherals	166.51	
			Storage	54.42	

BM = Bench Mark LY = Last Year



region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

>

YTD

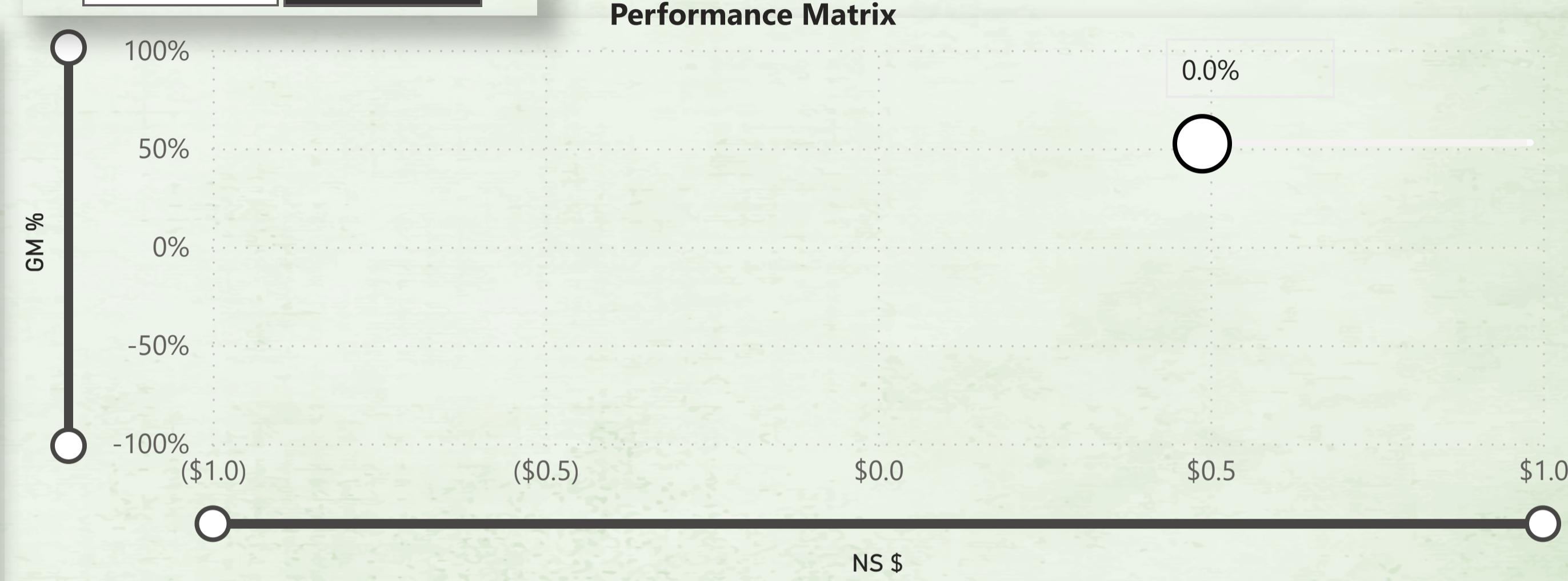
YTG



Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$6.9M	3.01M	43.55%
walmart	\$12.6M	4.79M	37.95%
Viveks	\$10.1M	2.66M	26.39%
Vijay Sales	\$11.3M	3.27M	29.00%
Unity Stores	\$1.6M	0.49M	30.40%
UniEuro	\$9.6M	3.79M	39.36%
Taobao	\$4.3M	1.57M	36.39%
Synthetic	\$16.1M	6.32M	39.25%
Surface Stores	\$2.8M	1.07M	38.32%
Staples	\$11.5M	3.72M	32.39%
Sound	\$5.7M	1.46M	25.65%

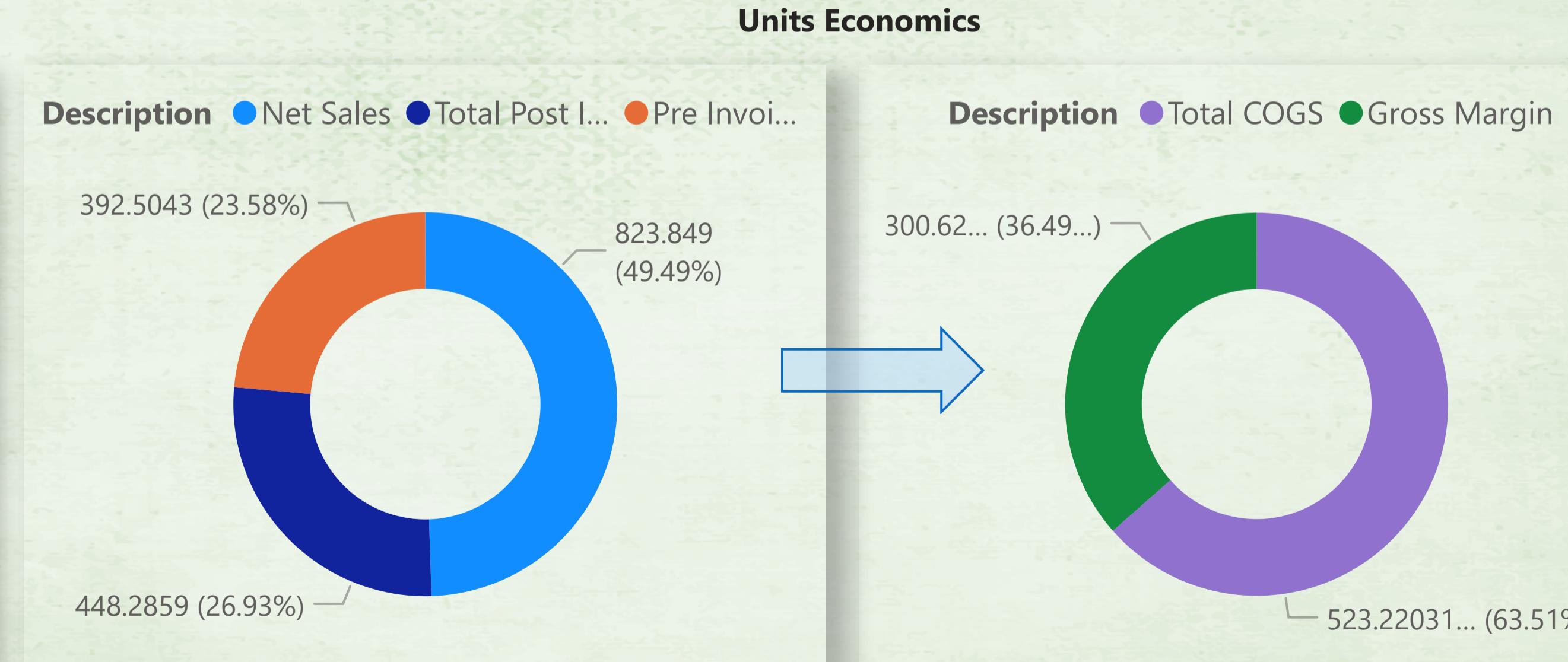
vs LY vs Target



Performance Matrix

Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$244.8M	89.30M	36.47%
Acclaimed Stores	\$4.2M	1.54M	36.21%
All-Out	\$0.3M	0.15M	47.50%
Amazon	\$32.4M	11.49M	35.45%
Argos (Sainsbury's)	\$0.9M	0.32M	35.48%
Atlas Stores	\$1.2M	0.49M	40.20%
Atliq e Store	\$20.9M	7.84M	37.57%
AtliQ Exclusive	\$23.9M	10.43M	43.68%
BestBuy	\$2.4M	0.87M	35.92%
Billa	\$0.5M	0.12M	24.58%
Boulanger	\$1.6M	0.46M	28.98%
Total	\$823.8M	300.63M	36.49%





region, market

All



customer

All



segment, category, ...

All



2018

2019

2020

2021



Q1

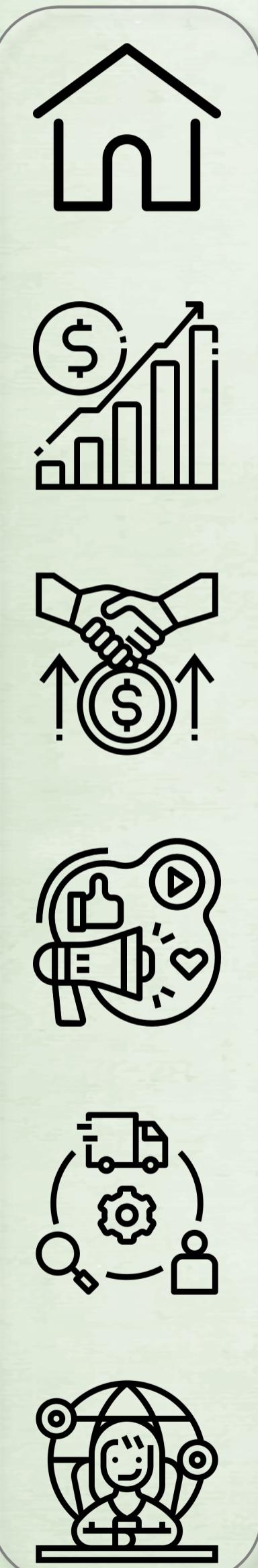
Q2

Q3

Q4

YTD

YTG

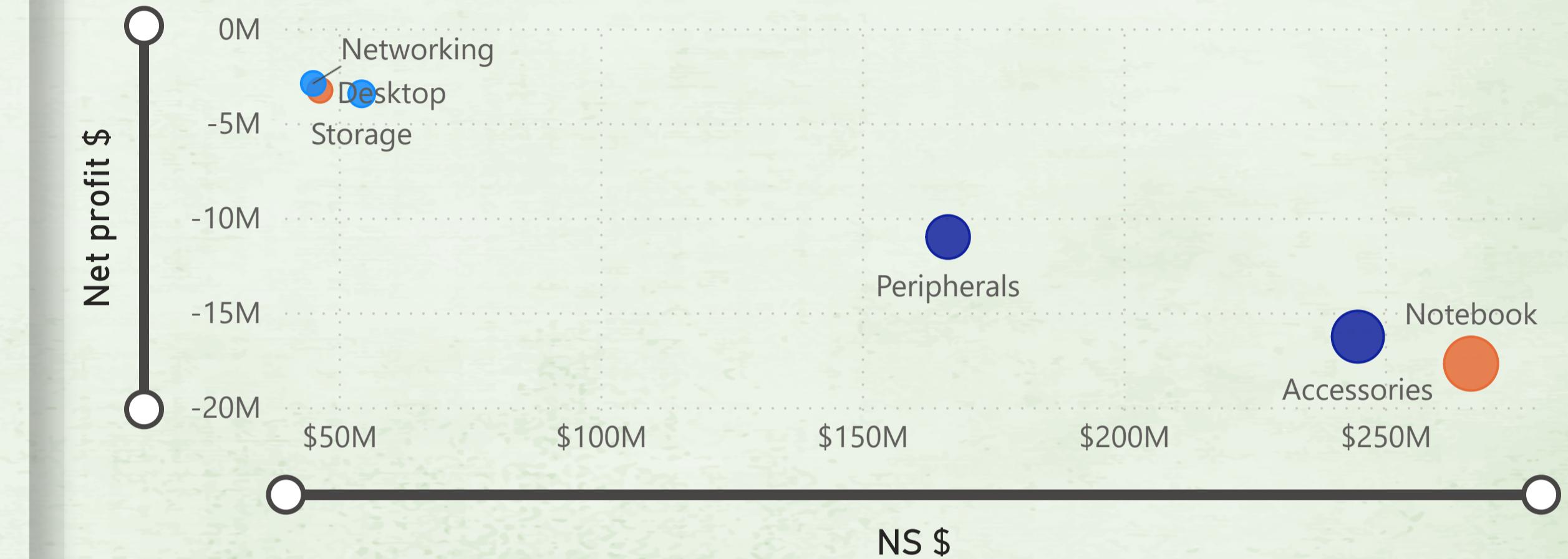


Customer Performance

segment	NS \$	GM \$	GM %	Net profit \$	Net Profit %
Accessories	\$244.8M	89.3M	36.47%	-16.3M	-6.65%
Desktop	\$46.4M	16.8M	36.17%	-3.3M	-7.04%
Networking	\$45.2M	16.6M	36.75%	-2.9M	-6.44%
Notebook	\$266.5M	97.1M	36.45%	-17.7M	-6.64%
Peripherals	\$166.5M	60.8M	36.52%	-11.0M	-6.62%
Storage	\$54.4M	20.0M	36.75%	-3.5M	-6.36%

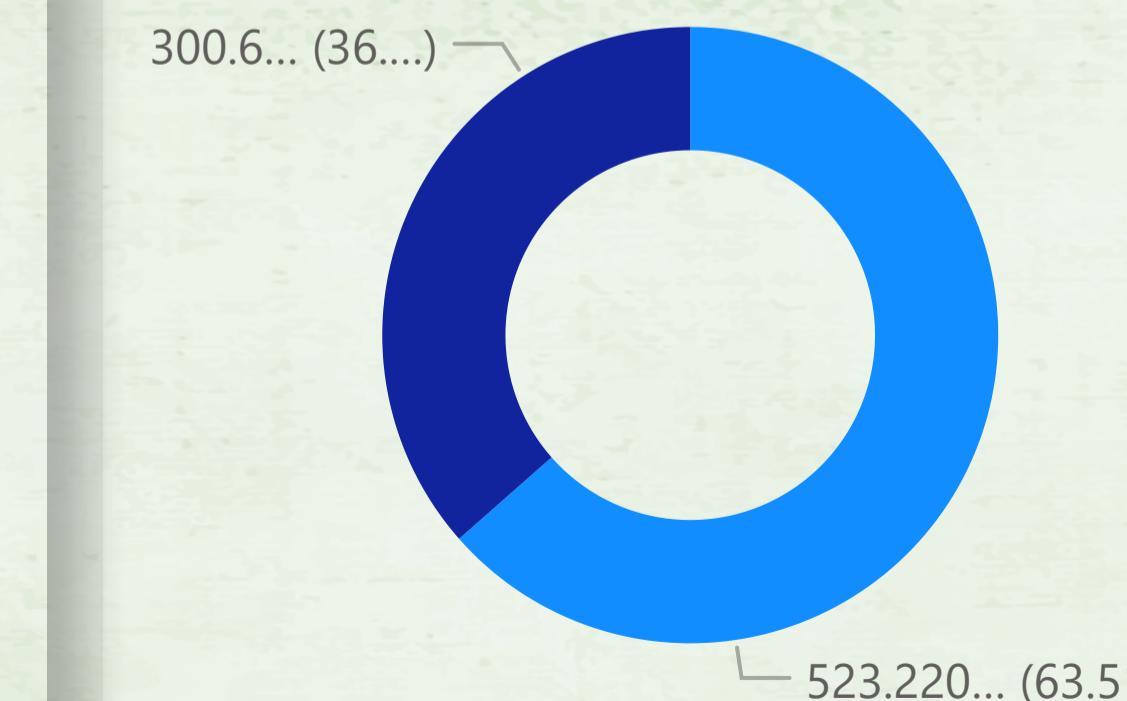
[Show NP %](#)

Performance Matrix

division ● N & S ● P & A ● PC

Region / Market Customer Performance

region	NS \$	GM \$	GM %	Net profit \$	Net Profit %
APAC	\$442.0M	156.21M	35.34%	-33.3M	-7.54%
EU	\$200.8M	76.98M	38.34%	2.8M	1.40%
LATAM	\$3.2M	1.19M	37.54%	0.2M	6.18%
Brazil	\$1.0M	0.33M	32.86%	0.0M	-2.00%
Chile	\$0.8M	0.35M	43.06%	0.1M	18.39%
Columbia	\$0.2M	0.04M	26.47%	0.0M	-1.39%
Mexico	\$1.2M	0.47M	39.22%	0.1M	5.81%
NA	\$177.9M	66.25M	37.23%	-24.3M	-13.67%
Total	\$823.8M	300.63M	36.49%	-54.7M	-6.63%

Descript... ● Total COGS ● Gross Margin

Units Economics

● Increase ● Decrease ● Total

A®

region, market
All

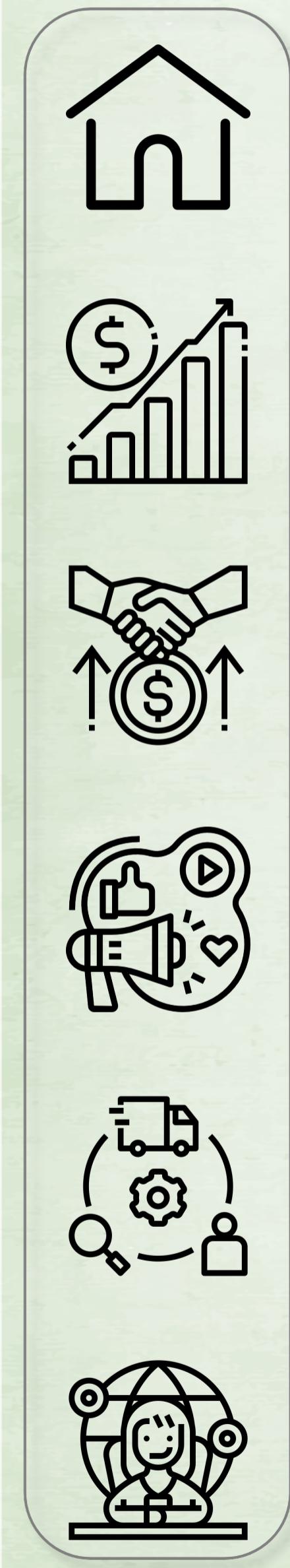
customer
All

segment, category, ...
All

2018 2019 2020 2021 >

Q1 Q2 Q3 Q4

YTD YTG



80.21%✓
LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓
LY: 491.60K (-252.91%)

Net Error

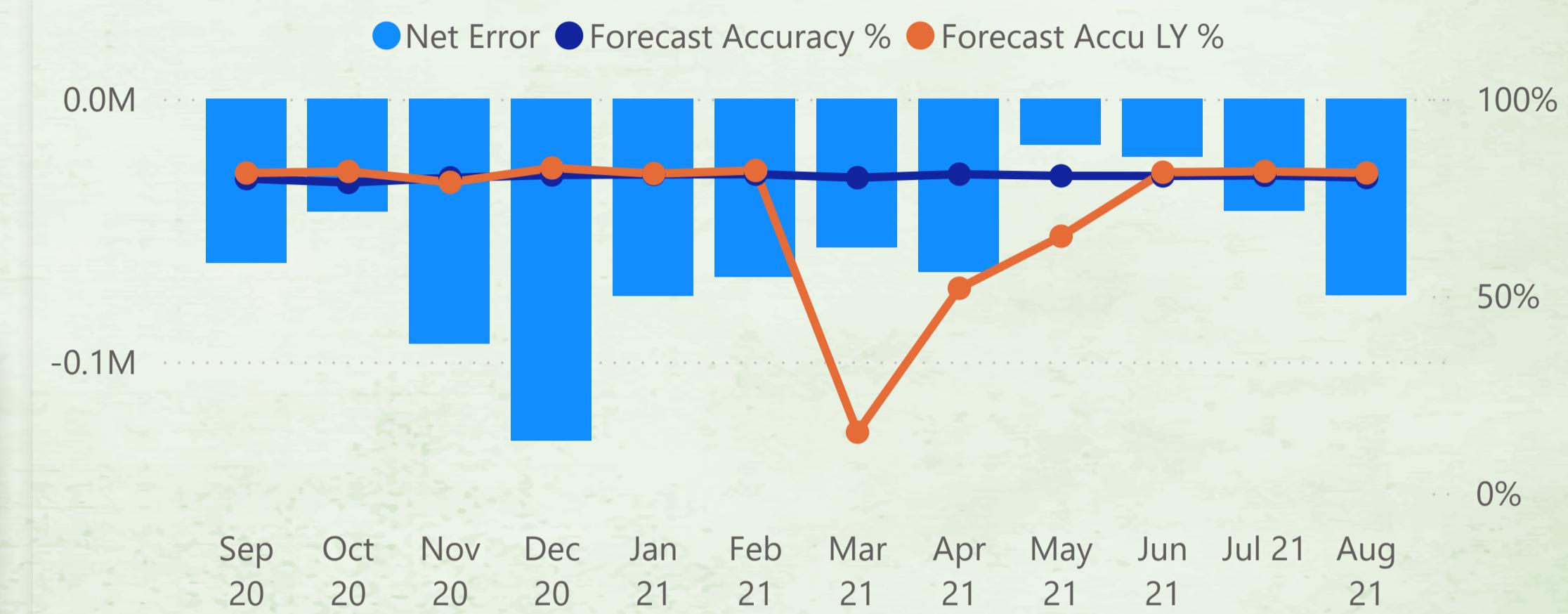
9780738!
LY: 5743199 (+70.3%)

Absolute Error

Key Metrics by Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accu LY %	Risk
Atliq e Store	74.59%	-94643	-2.30%	55.24%	OOS
Amazon	74.54%	-155116	-2.35%	48.43%	OOS
AtliQ Exclusive	71.69%	-189086	-4.59%	56.65%	OOS
Mbit	62.34%	51220	14.05%	49.13%	EI
Euronics	60.79%	58391	15.34%	42.25%	EI
Expert	60.67%	69286	11.97%	48.84%	EI
Boulanger	58.77%	81786	18.34%	38.12%	EI
UniEuro	58.22%	173583	23.54%	45.77%	EI
Radio Popular	56.74%	72810	15.52%	50.36%	EI
Power	56.72%	22117	13.18%	40.19%	EI
Flawless Stores	56.29%	20844	13.52%	38.59%	EI
Argos (Sainsbury's)	56.08%	8033	4.14%	43.27%	EI
Info Stores	55.99%	16776	11.25%	35.71%	EI
Premium Stores	55.64%	75214	19.87%	42.85%	EI
Sorefoz	55.21%	22682	6.49%	41.33%	EI
Electricalslance Stores	54.69%	-4143	-2.48%	41.81%	OOS
Fnac-Darty	54.33%	-8252	-3.42%	36.34%	OOS
Elkjan	53.55%	-39201	-10.87%	45.00%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Risk	Net Error %
Storage	83.54%	1507656	EI	15.77%
Peripherals	83.23%	-318194	OOS	-5.89%
Notebook	79.99%	-51254	OOS	-3.96%
Networking	90.40%	227056	EI	8.17%
Desktop	84.37%	16205	EI	11.22%
Accessories	77.66%	-2133183	OOS	-7.06%
Total	80.21%	-751714	OOS	-1.52%

region, market
Allcustomer
Allsegment, category, ...
All

2018

2019

2020

>

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M

BM: (Blank)
(+Infinity%)

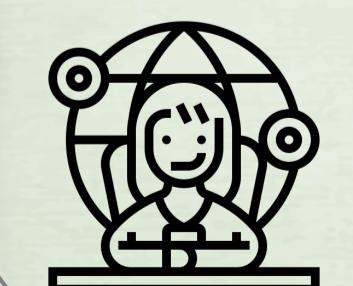
36.49%✓

BM: (Blank)
(+Infinity%)

-6.63%!

BM: (Blank)
(-Infinity%)

80.21%✓

LY: 72.99%
(+9.88%)**Net Sales**sub_z
one**GM %****Key Insights by Sub Zone**NS \$
RC %

GM %

Net
Profit %

Risk

Net
Error %

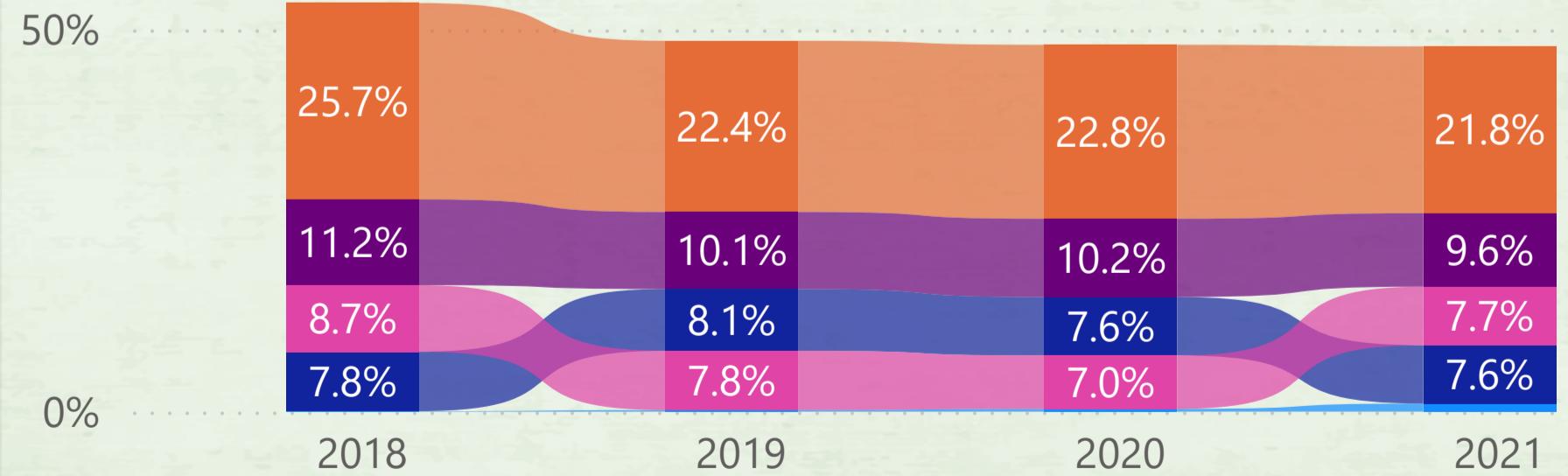
Atliq

MS %

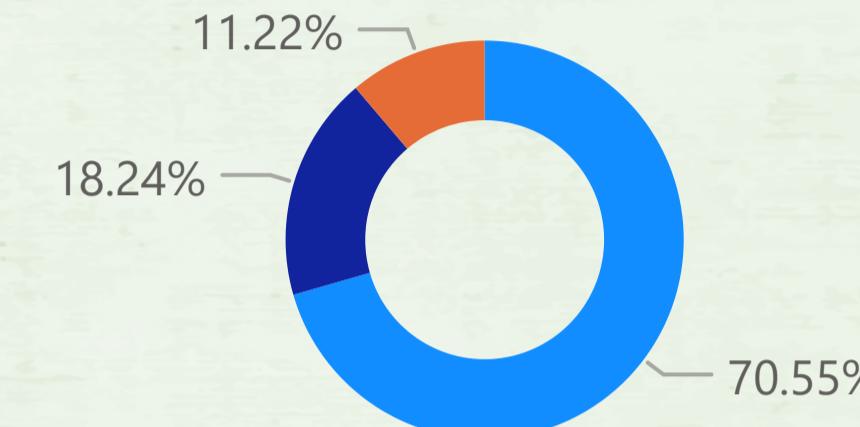
Market
Share %

ANZ	\$44.4M	5.4%	38.46%	7.27%	OOS	-5.19%	0.00	0.3%
India	\$210.7M	25.6%	32.03%	-24.65%	EI	3.90%	0.02	2.5%
LATAM	\$3.2M	0.4%	37.54%	6.18%	EI	5.32%	0.00	0.0%
NA	\$177.9M	21.6%	37.23%	-13.67%	OOS	-7.06%	0.01	0.8%
NE	\$109.3M	13.3%	38.03%	-1.14%	EI	11.27%	0.01	1.2%
ROA	\$186.9M	22.7%	38.34%	8.23%	OOS	-21.55%	0.01	1.5%
SE	\$91.5M	11.1%	38.71%	4.43%	EI	10.56%	0.04	3.6%
Total	\$823.8M	100.0%	36.49%	-6.63%	OOS	-1.52%	0.01	1.1%

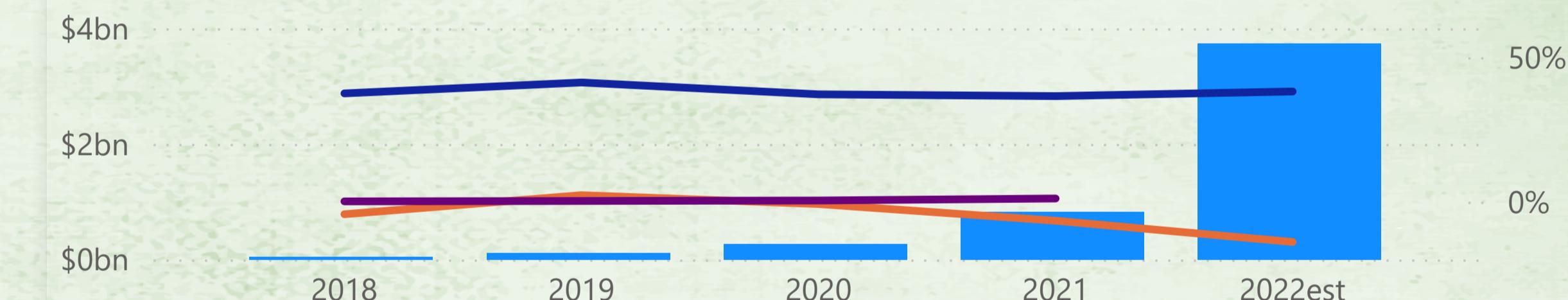
manufacturer ● atliq ● bp ● dale ● innovo ● pacer

**BM = Bench Mark****LY = Last Year****EI = Excess Inventory****OOS = Out Of Stock****Revenue by Channel**

channel ● Retailer ● Direct ● Distributor

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

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

**Top 5 Products & Customers by Net Sales**

customer RC % GM %

Sage	3.3%	35.16%
Flipkart	3.1%	30.23%
AtliQ Exclusive	9.7%	43.73%
Atliq e Store	8.5%	37.54%
Amazon	13.2%	35.40%

product RC % GM %

AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68%
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%