



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..



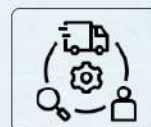
Sales View

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 Q3 Q4

YTD YTG



\$3.74bn ✓
BM: 623.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

Profit and Loss Statement

| Line Item | 2022 Est | BM | Chg | Chg % |
|------------------------------|-----------|----------|-----------|---------|
| Gross Sales | 7,370.14 | 1,664.64 | 5,705.50 | 342.75 |
| Pre Invoice Deduction | 1,727.01 | 392.50 | 1,334.51 | 340.00 |
| Net Invoice Sales | 5,643.13 | 1,272.13 | 4,370.99 | 343.59 |
| - Post Discounts | 1,243.54 | 281.64 | 961.90 | 341.54 |
| - Post Deductions | 663.42 | 166.65 | 496.77 | 298.09 |
| Total Post Invoice Deduction | 1,906.95 | 448.29 | 1,458.67 | 325.39 |
| Net Sales | 3,736.17 | 823.85 | 2,912.32 | 353.50 |
| - Manufacturing Cost | 2,197.28 | 497.78 | 1,699.50 | 341.42 |
| - Freight Cost | 100.49 | 22.05 | 78.43 | 355.64 |
| - Other Cost | 15.52 | 3.39 | 12.14 | 358.03 |
| Total COGS | 2,313.29 | 523.22 | 1,790.07 | 342.13 |
| Gross Margin | 1,422.88 | 300.63 | 1,122.25 | 373.30 |
| Gross Margin % | 38.08 | 36.49 | 1.59 | 4.37 |
| GM / Unit | 15.76 | 5.99 | 9.77 | 162.95 |
| Operational Expense | -1,945.30 | -355.28 | -1,590.02 | -447.54 |
| Net Profit | -522.42 | -54.65 | -467.77 | -855.93 |
| Net Profit % | -13.98 | -6.63 | -7.35 | -110.79 |

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 | 1,923.77 | 335.27 | Accessories | 454.10 | 85.46 |
| EU | 775.48 | 286.26 | Desktop | 711.08 | 1,431.55 |
| LATAM | 14.82 | 368.40 | Networking | 38.43 | -14.89 |
| NA | 1,022.09 | 474.40 | Notebook | 1,580.43 | 493.06 |
| Total | 3,736.17 | 353.50 | Peripherals | 897.54 | 439.03 |
| | | | Storage | 54.59 | 0.32 |
| | | | Total | 3,736.17 | 353.50 |

BM = Benchmark, LY=Last Year



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

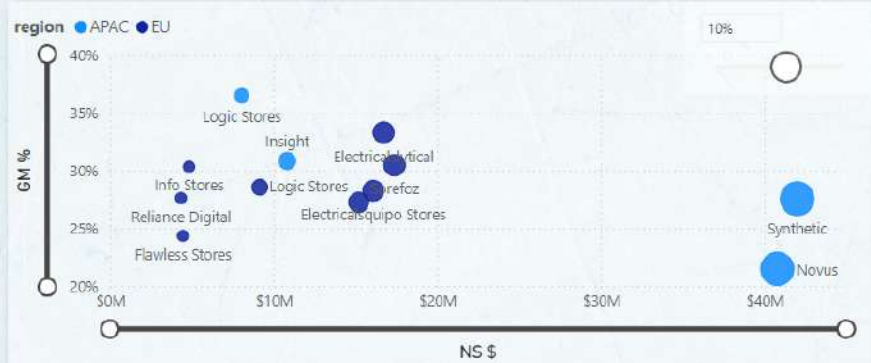
Customer Performance

| customer | NS \$ | GM \$ | GM % |
|--------------------|--------------------|------------------|---------------|
| Amazon | \$496.88M | 182.77M | 36.78% |
| AtliQ Exclusive | \$361.12M | 166.15M | 46.01% |
| AtliQ e Store | \$304.10M | 112.15M | 36.88% |
| Flipkart | \$138.49M | 58.37M | 42.14% |
| Sage | \$127.86M | 40.31M | 31.53% |
| Leader | \$117.32M | 36.02M | 30.70% |
| Neptune | \$105.69M | 49.36M | 46.70% |
| Ebay | \$91.60M | 33.06M | 36.09% |
| Acclaimed Stores | \$73.36M | 29.58M | 40.32% |
| walmart | \$72.41M | 33.06M | 45.66% |
| Electricalslytical | \$68.05M | 25.34M | 37.24% |
| Electricalsociety | \$67.76M | 24.41M | 36.03% |
| Staoles | \$64.20M | 24.99M | 38.92% |
| Total | \$3,736.17M | 1,422.88M | 38.08% |

Performance Matrix

vs LY

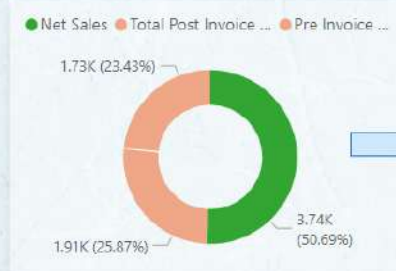
vs Target



Product Performance

| segment | NS \$ | GM \$ | GM % |
|--------------|--------------------|------------------|---------------|
| Networking | \$38.43M | 14.78M | 38.45% |
| Storage | \$54.59M | 20.93M | 38.33% |
| Desktop | \$711.08M | 272.39M | 38.31% |
| Notebook | \$1,580.43M | 600.96M | 38.03% |
| Peripherals | \$897.54M | 341.22M | 38.02% |
| Accessories | \$454.10M | 172.61M | 38.01% |
| Total | \$3,736.17M | 1,422.88M | 38.08% |

Unit Economics





region, market
All

customer
All

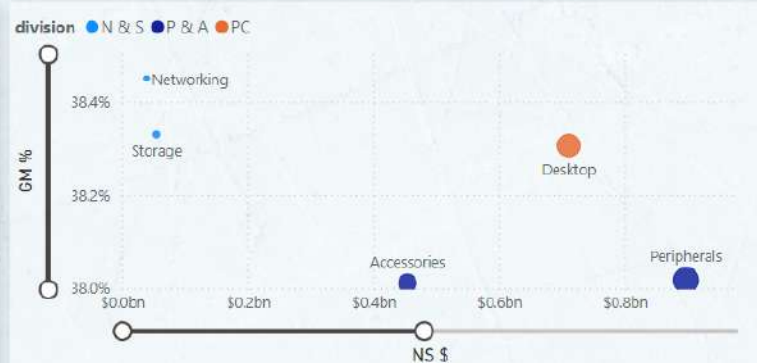
segment, category, pr...
All

Product Performance

| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------------|--------------------|------------------|---------------|-----------------|----------------|
| Accessories | \$454.10M | 172.61M | 38.01% | -63.78M | -14.05% |
| Desktop | \$711.08M | 272.39M | 38.31% | -97.79M | -13.75% |
| Networking | \$38.43M | 14.78M | 38.45% | -5.27M | -13.72% |
| Notebook | \$1,580.43M | 600.96M | 38.03% | -222.16M | -14.06% |
| Peripherals | \$897.54M | 341.22M | 38.02% | -125.91M | -14.03% |
| Storage | \$54.59M | 20.93M | 38.33% | -7.51M | -13.76% |
| Total | \$3,736.17M | 1,422.88M | 38.08% | -522.42M | -13.98% |

Show NP %

Performance Matrix

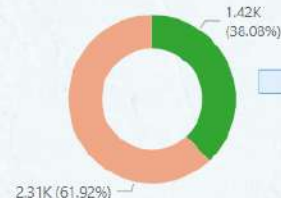


Region / Market / Customer performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------------|--------------------|------------------|---------------|-----------------|----------------|
| APAC | \$1,923.77M | 690.21M | 35.88% | -281.16M | -14.62% |
| EU | \$775.48M | 267.80M | 34.53% | -95.52M | -12.32% |
| LATAM | \$14.82M | 5.19M | 35.02% | -0.44M | -2.95% |
| NA | \$1,022.09M | 459.68M | 44.97% | -145.31M | -14.22% |
| Total | \$3,736.17M | 1,422.88M | 38.08% | -522.42M | -13.98% |

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market ▼ customer ▼ segment, category, pr... ▼
All ▼ All ▼ All ▼

2019 2020 2021 **2022 Est** Q1 Q2 Q3 Q4 YTD YTG

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

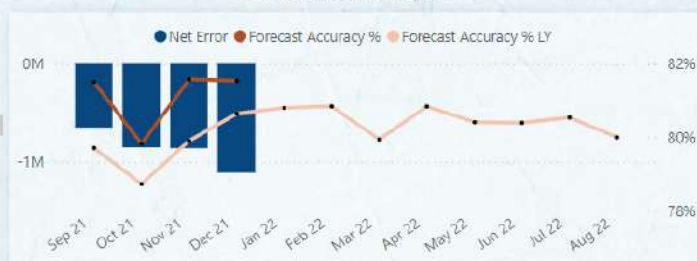
-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

6899.0K✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------------------|---------------------|------------------------|-----------------|--------------|------------|
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 10.7% | EI |
| BestBuy | 46.60% | 35.31% | 81179 | 16.7% | EI |
| Biila | 42.63% | 18.29% | 3704 | 3.9% | EI |
| Circuit City | 46.17% | 35.02% | 85248 | 16.5% | EI |
| Control | 52.06% | 47.42% | 64731 | 13.0% | EI |
| Costco | 51.95% | 49.42% | 101913 | 15.8% | EI |
| Currys (Dixons Carphone) | 54.29% | 35.92% | 8104 | 6.0% | EI |
| Leader | 48.72% | 24.45% | 166751 | 11.0% | EI |
| Logic Stores | 52.49% | 51.44% | 6430 | 2.4% | EI |
| Nomad Stores | 53.44% | 50.59% | 3394 | 1.3% | EI |
| Notebillig | 42.70% | 18.87% | 1141 | 1.3% | EI |
| Otto | 45.76% | 18.37% | 1962 | 2.4% | EI |
| Path | 50.57% | 45.53% | 91486 | 14.9% | EI |
| Radio Shack | 45.64% | 38.46% | 69253 | 16.5% | EI |
| Sage | 50.72% | 33.58% | 154291 | 10.1% | EI |
| Saturn | 41.54% | 19.16% | 2197 | 2.9% | EI |
| Staples | 54.45% | 49.38% | 79821 | 11.5% | EI |
| Total | 81.17% | 80.21% | -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% | 77.66% | 341468 | -14.05% | EI |
| Desktop | 87.53% | 84.37% | 78576 | -13.75% | EI |
| Networking | 93.06% | 90.40% | -12967 | -13.72% | OOS |
| Notebook | 87.24% | 79.99% | -47221 | -14.06% | OOS |
| Storage | 71.50% | 83.54% | -628266 | -13.76% | OOS |
| Peripherals | 68.17% | 83.23% | -3204280 | -14.03% | OOS |
| Total | 81.17% | 80.21% | -3472690 | -13.98% | OOS |



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4
YTD YTG vs LY vs Target

\$3.74bn
8M: 823.85M
Net Sales %

38.08%
8M: 36.49% (+4.37%)
GM %

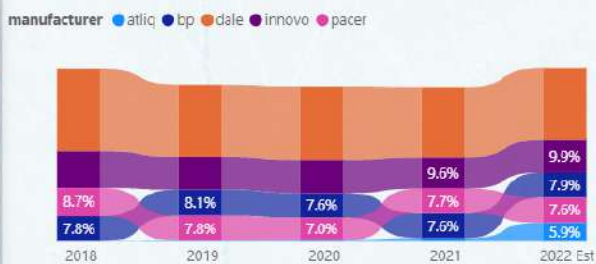
-13.98%
8M: -6.63%
Net Profit %

81.17%
8M: 80.21% (+1.2%)
Forecast Accuracy

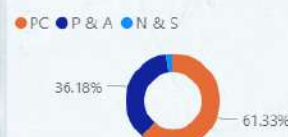
Key Insights By Sub Zone

| Sub Zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|----------|------------|--------|-------|--------------|------------|-------------|------|
| NA | \$1,022.1M | 27.4% | 45.0% | -14.2% | 4.9% | 14.4% | El |
| India | \$945.3M | 25.3% | 35.8% | -23.0% | 13.3% | -24.4% | OOS |
| ROA | \$788.7M | 21.1% | 34.2% | -6.3% | 8.3% | -4.6% | OOS |
| NE | \$457.7M | 12.3% | 32.8% | -18.1% | 6.8% | -4.6% | OOS |
| SE | \$317.8M | 8.5% | 37.0% | -4.0% | 16.4% | -55.5% | OOS |
| ANZ | \$189.8M | 5.1% | 43.5% | -7.4% | 1.4% | -37.6% | OOS |
| Total | \$3,736.2M | 100.0% | 38.1% | -14.0% | 5.9% | -9.5% | OOS |

PC Market Share Trend - AtliQ & Competitors



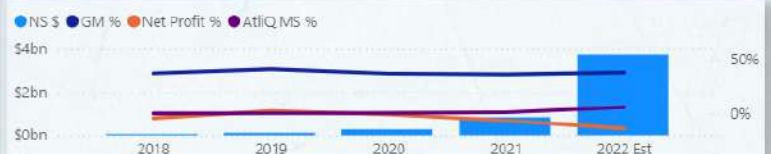
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

| customer | RC % | GM % |
|-----------------|-------|----------|
| Sage | 3.4% | 31.53% ↓ |
| Flipkart | 3.7% | 42.14% |
| AtliQ Exclusive | 9.7% | 46.01% |
| AtliQ e Store | 8.1% | 36.88% ↓ |
| Amazon | 13.3% | 36.78% |
| Total | 38.2% | 39.19% |

Top 5 Products by Revenue

| product | RC % | GM % |
|----------------------|-------|----------|
| AQ BZ Allin1 Gen 2 | 5.4% | 38.51% |
| AQ Home Allin1 | 4.1% | 38.71% |
| AQ HOME Allin1 Gen 2 | 5.7% | 38.08% |
| AQ Smash 1 | 3.8% | 37.43% ↓ |
| AQ Smash 2 | 4.1% | 37.40% |
| Total | 23.2% | 38.06% |

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