

Info

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.

Finance View

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

Sales View

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

Marketing View

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

Supply Chain View

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

Executive View

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

Support



Thursday, May 29, 2025

Values are in Dollars and Millions

Sales data loaded until: Dec 21



region, market ▾ customer ▾ segment, catego... ▾
All All All

2018 2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

\$823.85M ✓
LY: \$267.98M (+207.43%)
Net Sales

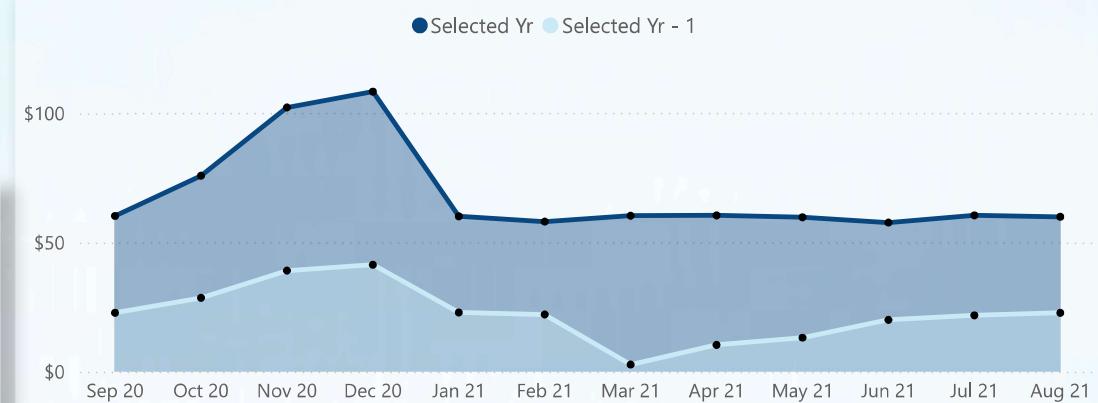
36.49% !
LY: 37.10% (-1.65%)
GM %

-6.63% !
LY: -0.85% (-676.38%)
Net Profit %

Profit & Loss Statement

Line Item	2021	LY	YOY	YOY %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expenses	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top / 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	198.67	+ Accessories	\$244.85	269.67
+ EU	\$200.77	259.88	+ Desktop	\$46.43	4,791.34
+ LATAM	\$3.16	58.40	+ Networking	\$45.16	72.26
+ NA	\$177.94	186.03	+ Notebook	\$266.49	208.45
			+ Peripherals	\$166.51	174.64
			+ Storage	\$54.42	97.48

LY: Last Year YOY: Year over Year P&L: Profit and Loss NS: Net Sales GM: Gross Margin NP: Net Profit



region, market ▾ customer ▾ segment, catego... ▾

All ▾ All ▾ All ▾

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$93.76M	37.00M	39.46%
All-Out	\$5.68M	2.27M	39.94%
Amazon	\$675.09M	248.15M	36.76%
Argos (Sainsbury's)	\$18.07M	6.84M	37.85%
Atlas Stores	\$22.40M	7.53M	33.63%
AtliQ e Store	\$417.55M	155.02M	37.13%
AtliQ Exclusive	\$478.93M	218.72M	45.67%
BestBuy	\$61.35M	26.51M	43.21%
Billa	\$9.43M	2.41M	25.58%
Boulanger	\$32.75M	12.44M	38.00%
Chip 7	\$35.42M	12.17M	34.37%
Chiptec	\$23.40M	8.86M	37.88%
Total	\$4,968.48M	1,879.72M	37.83%

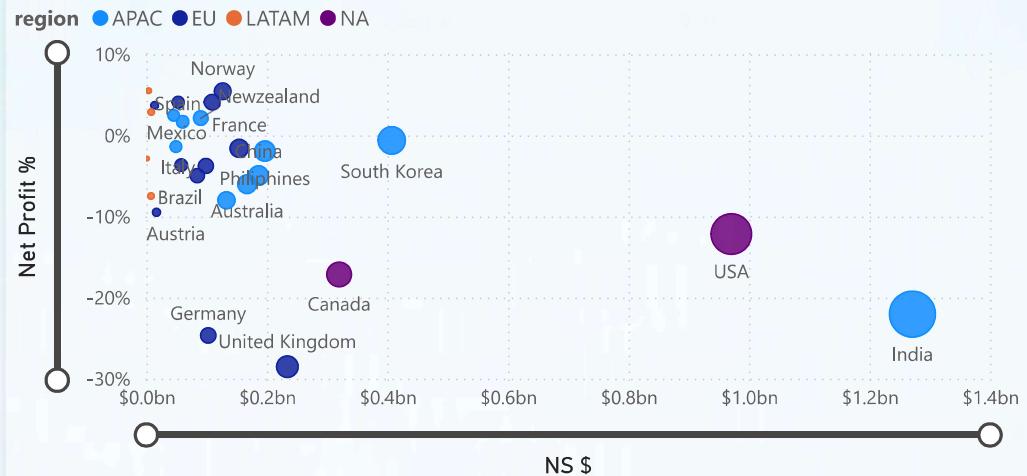


Product Performance

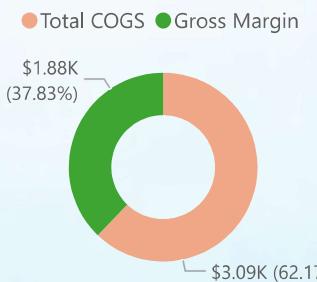
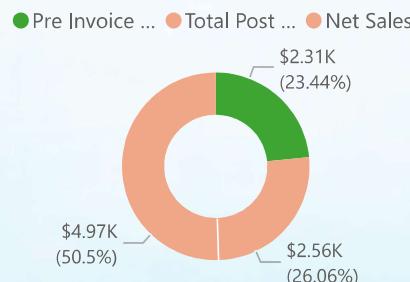
segment	NS \$	GM \$	GM %
Accessories	\$802.17M	301.45M	37.58%
Desktop	\$758.45M	289.53M	38.17%
Networking	\$130.40M	49.38M	37.87%
Notebook	\$1,973.15M	746.24M	37.82%
Peripherals	\$1,152.02M	435.85M	37.83%
Storage	\$152.29M	57.27M	37.61%
Total	\$4,968.48M	1,879.72M	37.83%

Show GM %

Performance Matrix



Unit Economics





region, market ▾ customer ▾ segment, catego... ▾

All ▾ All ▾ All ▾

2018 2019 2020 2021 2022 Est

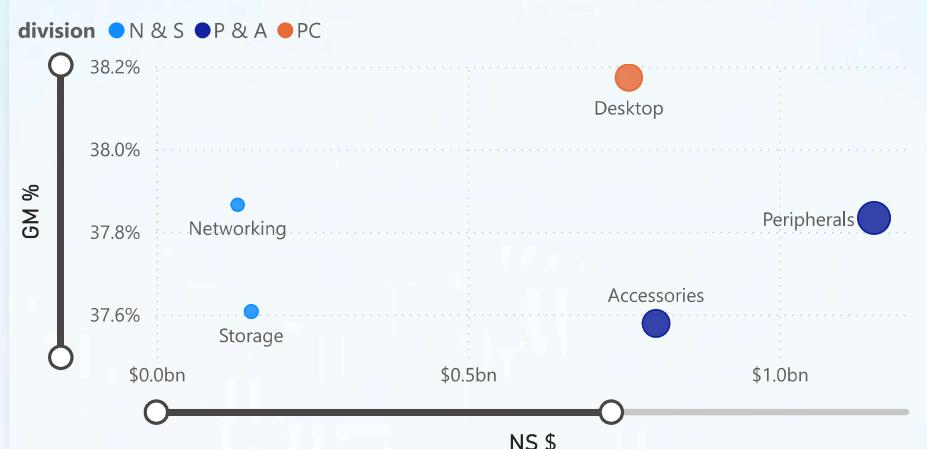
Q1 Q2 Q3 Q4

YTD YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$802.17M	301.45M	37.58%	-80.32M	-10.01%
Desktop	\$758.45M	289.53M	38.17%	-101.09M	-13.33%
Networking	\$130.40M	49.38M	37.87%	-8.27M	-6.34%
Notebook	\$1,973.15M	746.24M	37.82%	-240.29M	-12.18%
Peripherals	\$1,152.02M	435.85M	37.83%	-136.99M	-11.89%
Storage	\$152.29M	57.27M	37.61%	-11.23M	-7.37%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%

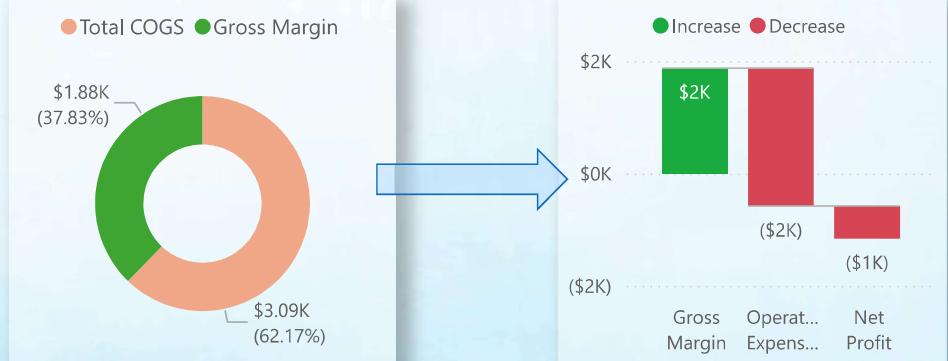
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$2,605.73M	937.72M	35.99%	-312.94M	-12.01%
EU	\$1,051.01M	373.69M	35.56%	-92.10M	-8.76%
LATAM	\$21.00M	7.42M	35.33%	-0.16M	-0.78%
NA	\$1,290.74M	560.88M	43.45%	-172.97M	-13.40%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%

Unit Economics





region, market ▼ customer ▼ segment, catego... ▼
All ▼ All ▼ All ▼

2018 2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

80.21%
LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K
LY: 491.6K (-252.91%)

Net Error

9780.7K!
LY: 5743.2K (+70.3%)

Absolute Error

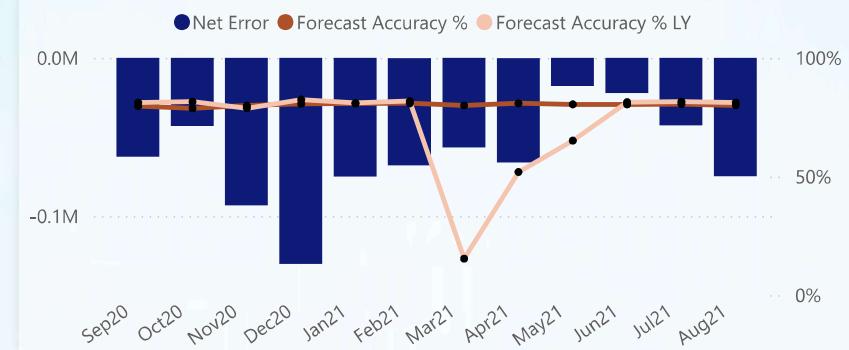
Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsociety	50.35%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Expression	44.32%	37.52%	2997	0.37%	EI
Total	80.21%	72.99%	-75171	-1.52%	OOS

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EI: Excessive Inventory OOS: Out of Stock LY: Last Year

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Desktop	84.37%	70.07%	16205	-7.04%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Storage	83.54%	81.01%	1507656	-6.36%	EI
Total	80.21%	72.99%	-751714	-6.63%	OOS

EI: Excessive Inventory OOS: Out of Stock LY: Last Year

4



region, market
All

customer
All

segment, category
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

\$29.11M ✓

LY: (Blank) (+Infinity%)
Net Sales

37.43% ✓

LY: (Blank) (+Infinity%)
GM %

-4.38% !

LY: (Blank) (-Infinity%)
Net Profit %

80.31% ✓

LY: (Blank) (+Infinity%)
Forecast Accuracy

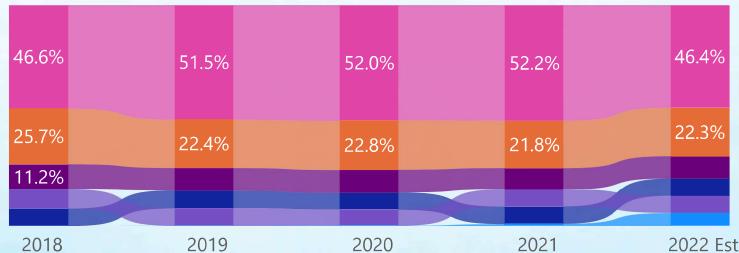


Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Atliq MS %	Risk
India	\$12.7M	43.7%	35.9%	-9.2%	37.81%	0.2% EI	
ROA	\$6.5M	22.4%	33.4%	-2.2%	-22.37%	0.1% OOS	
NA	\$6.5M	22.3%	42.7%	-3.8%	-40.41%	0.0% OOS	
SE	\$1.7M	5.7%	43.2%	12.2%	-10.77%	0.1% OOS	
ANZ	\$1.4M	4.9%	38.7%	2.8%	38.18%	0.0% EI	
LATAM	\$0.2M	0.7%	37.4%	9.1%	4.82%	0.0% EI	
NE	\$0.1M	0.3%	45.2%	21.0%	-1.05%	0.0% OOS	
Total	\$29.1M	100.0%	37.4%	-4.4%	16.41%	0.1% EI	

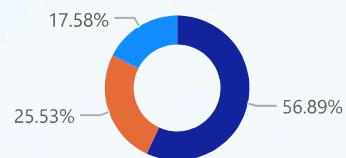
PC Market Share Trend: AtliQ and Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer



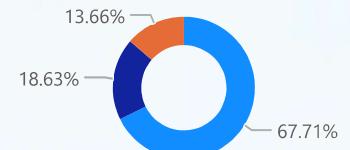
Revenue by Division

division ● P & A ● PC ● N & S



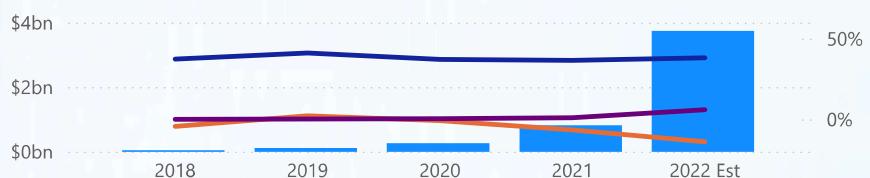
Revenue by Channel

channel ● Retailer ● Direct ● Distributor



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

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



Top 5 Customers by Revenue

customer RC % GM %

Amazon	14.0%	37.27%
Atliq e Store	7.7%	37.17%
AtliQ Exclusive	10.9%	44.96%
Leader	5.7%	32.33%
Sage	5.4%	25.59%
Total	43.7%	37.09%

Top 5 products by Revenue

product RC % GM %

AQ 5000 Series Electron 8 5900X Desktop Processor	9.1%	36.61%
AQ 5000 Series Electron 9 5900X Desktop Processor	7.8%	36.98%
Total	48.5%	37.54%