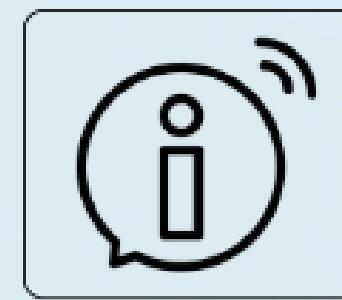




# Business Insights 360



Info



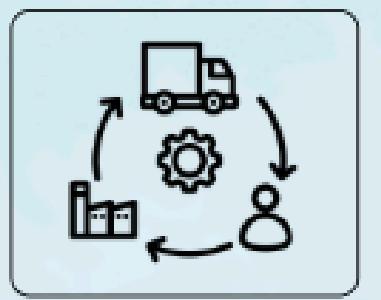
Finance View



Sales View



Marketing View



Supply Chain



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

customer

All

segment, category, pro...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

## Profit and Loss Statement

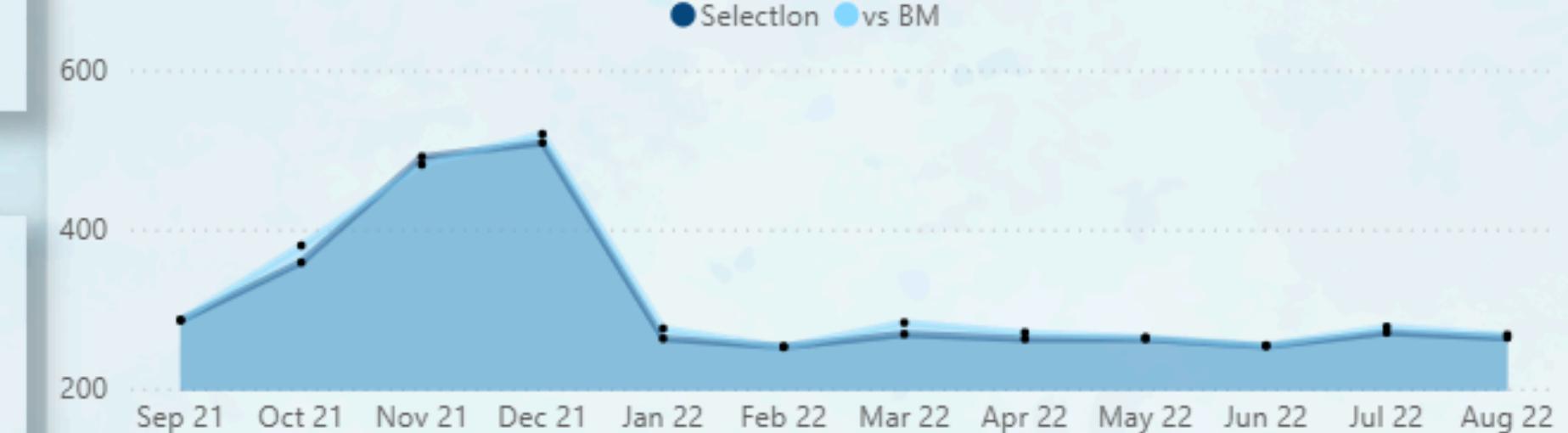
Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Pofit	-522.42	-540.27	17.84	-3.30
Net Pofit %	-13.98	-14.19	0.21	-1.47



## Net Sales Perfomence Over Time

Vs LY

Vs Target



## Top / Bottom Products &amp; Customers by Net Sales

region	P & L Values	P & L Chg%	segment	P & L Values	P & L Chg%
	Total	-1.86		Total	-1.86
APAC	1,923.77	-2.48	Accessories	454.10	
EU	775.48	-1.13	Desktop	711.08	
LATAM	14.82	-1.60	Networking	38.43	
NA	1,022.09	-1.24	Notebook	1,580.43	
Total	3,736.17	-1.86	Peripherals	897.54	
			Storage	54.59	
			Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



region, market

All

customer

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segment, category, pro...

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## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
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%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

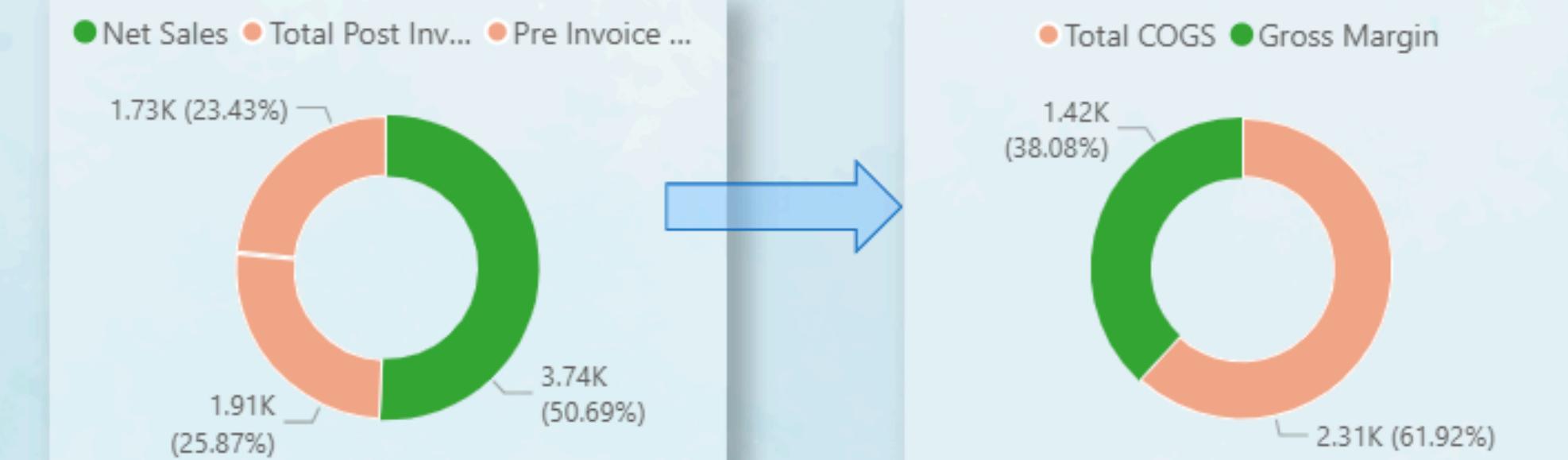
## Performance Matrix



## Product Performance

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

## Unit Economics





region, market

All

customer

All

segment, category, pro...

All

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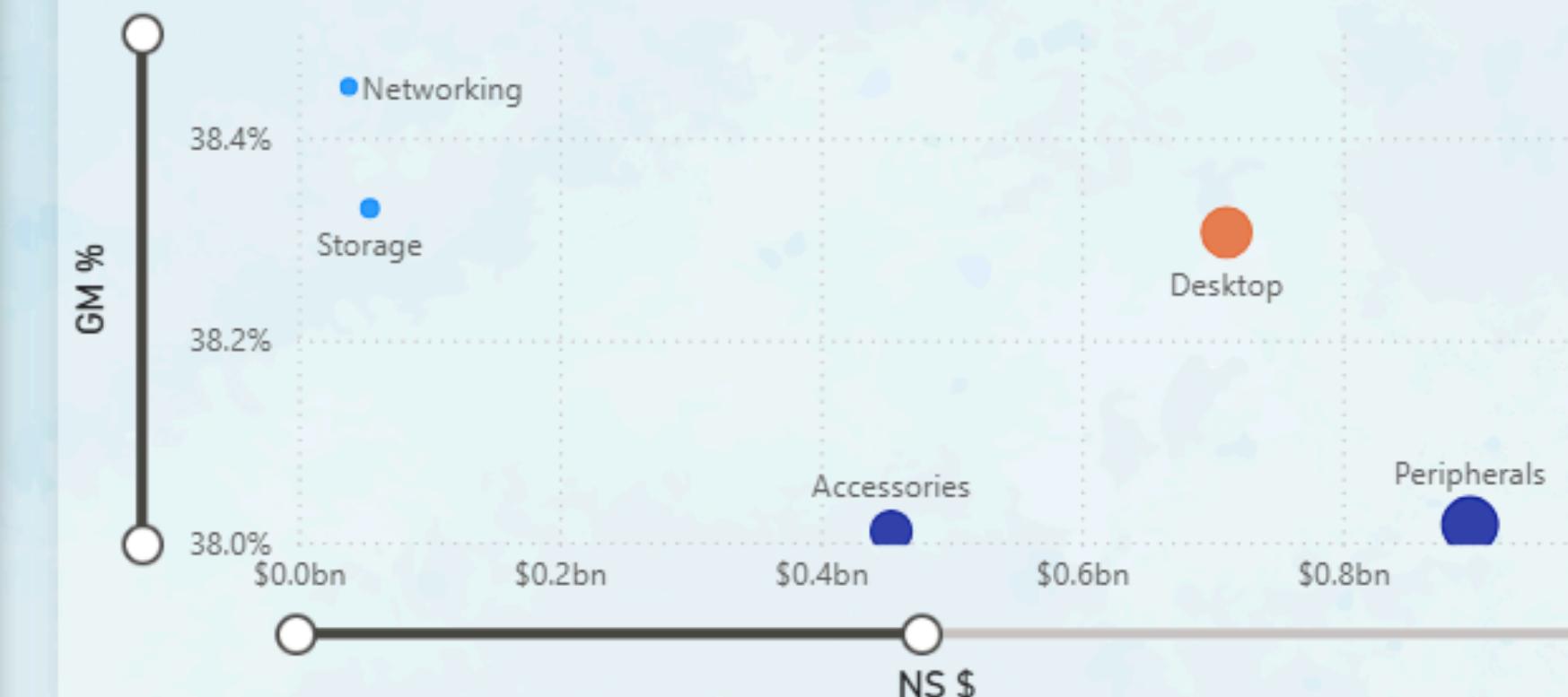
### Product Performance

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	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show NP %

### Performance Matrix

division N &amp; S P &amp; A PC



### 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	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Economics

Total COGS Gross Margin





region, market

All

customer

All

segment, category, pro...

All

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81.17%

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K

LY: -751.7K (-361.97%)

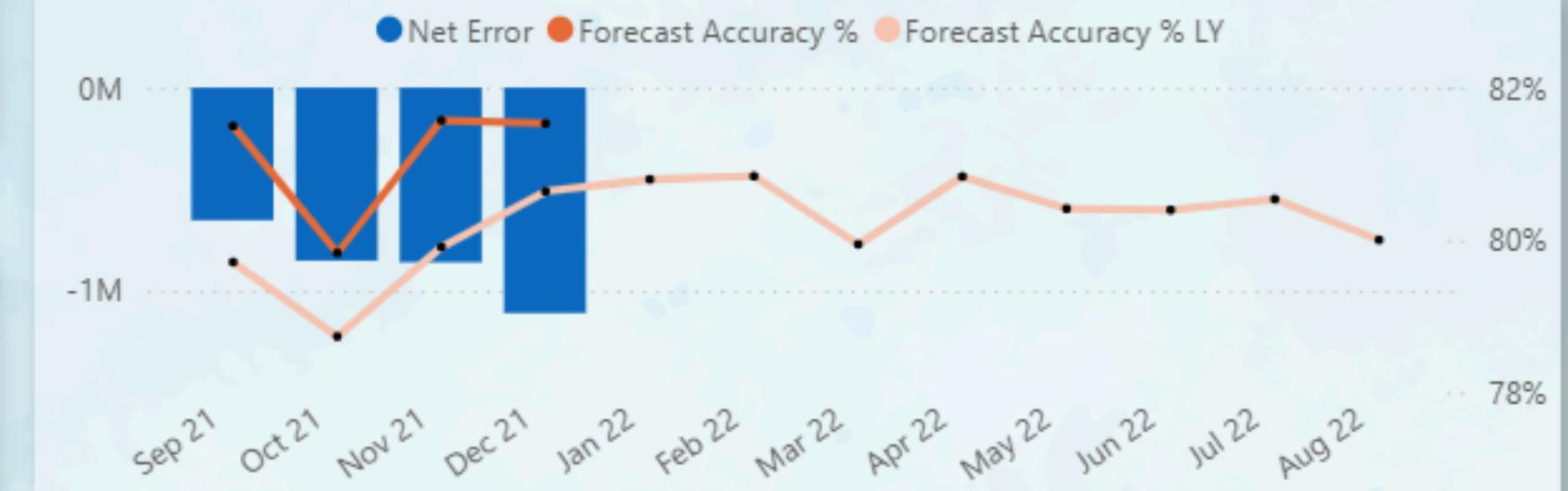
Net Error

6899.0K

LY: 9780.7K (-29.46%)

ABS Error

## Accuracy / Net Error Trend



## 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
Billa	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
walmart	54.78%	50.12%	84334	12.1%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>

## 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
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>OOS</b>



region, market

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customer

All

segment, category, pro...

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Vs LY | Vs Target



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

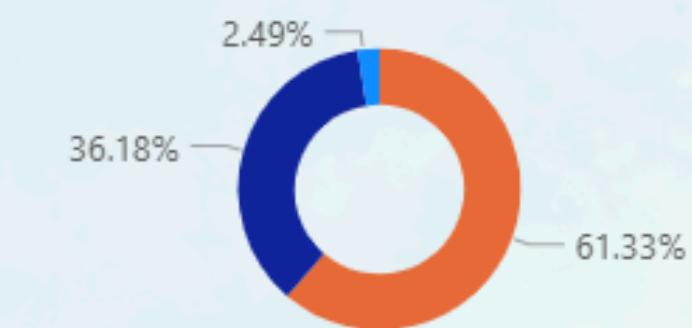
81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy

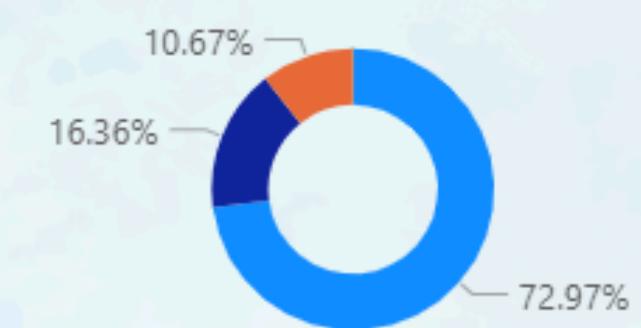
## Revenue By Division

PC P &amp; A N &amp; S



## Revenue By Channel

Retailer Direct Distributor



## Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5% <span style="color:red">↓</span>	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0% <span style="color:red">↓</span>	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0% <span style="color:red">↓</span>	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8% <span style="color:red">↓</span>	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2% <span style="color:red">↓</span>	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% <span style="color:red">↓</span>	-4.0%	16.4%	-55.5%	OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>

## PC Market Share Trend - AtliQ &amp; Competition

Manufacturer atliq bp dale innovo pacer



## Top 5 Customers By Revenue

customer	RC %	GM %
AtliQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78% <span style="color:red">↓</span>
Atliq e Store	8.1%	36.88% <span style="color:red">↓</span>
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% <span style="color:red">↓</span>
<b>Total</b>	<b>36.8%</b>	<b>39.19%</b>

## 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% <span style="color:red">↓</span>
AQ Smash 1	3.8%	37.43% <span style="color:red">↓</span>
AQ Smash 2	4.1%	37.40% <span style="color:red">↓</span>
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

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