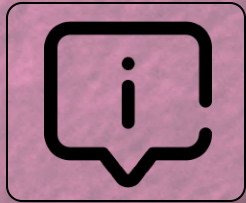




Business Insights 360



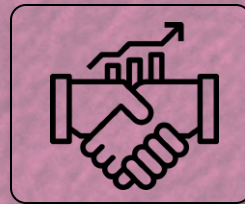
Info

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



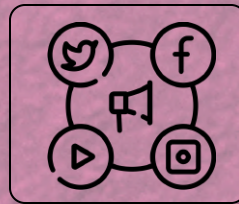
Finance View

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



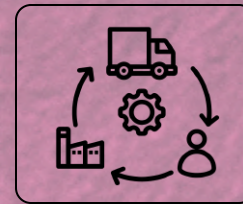
Sales View

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



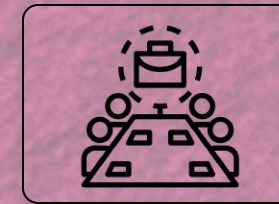
Marketing View

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



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.
Finance View



2018

2019

2020

2021

2022
ESTsegment, cate... ▼All ▼region, market ▼All ▼customer ▼All ▼

Qtr 1

Qtr 3

Qtr 2

Qtr 4

YTD

YTG

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 %

1. Profit & 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 Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

● Selection ● vs BM

\$1K

\$0K

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22

Top/Bottom Products & Customers By Net Sales

region	P&L Values	P&L YOY %
+	APAC	\$1,923.7728 -2.48
+	EU	\$775.4825 -1.13
+	LATAM	\$14.8206 -1.60
+	NA	\$1,022.0946 -1.24
	Total	\$3,736.1705 -1.86

segment	P&L Values	P&L YOY %
+	Networkin	\$38.4349
+	Storage	\$54.5934
+	Accessorie	\$454.0965
+	Desktop	\$711.0766
+	Peripherals	\$897.5379
+	Notebook	\$1,580.4312
	Total	\$3,736.1705 -1.86

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



2018

2019

2020

2021

2022
EST

Customer Performance

segment, cat... ▾

All ▾

region, mark... ▾

All ▾

Qtr 1

Qtr 3

Qtr 2

Qtr 4

YTD

YTG

vs LY

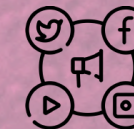
vs
Target

customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
Synthetic	\$52.24M	14.76M	28.25%
Surface Stores	\$11.01M	3.25M	29.49%
Staples	\$64.20M	24.99M	38.92%
Sound	\$27.63M	10.76M	38.94%
Total	\$3,736.17M	1,422.88M	38.08%

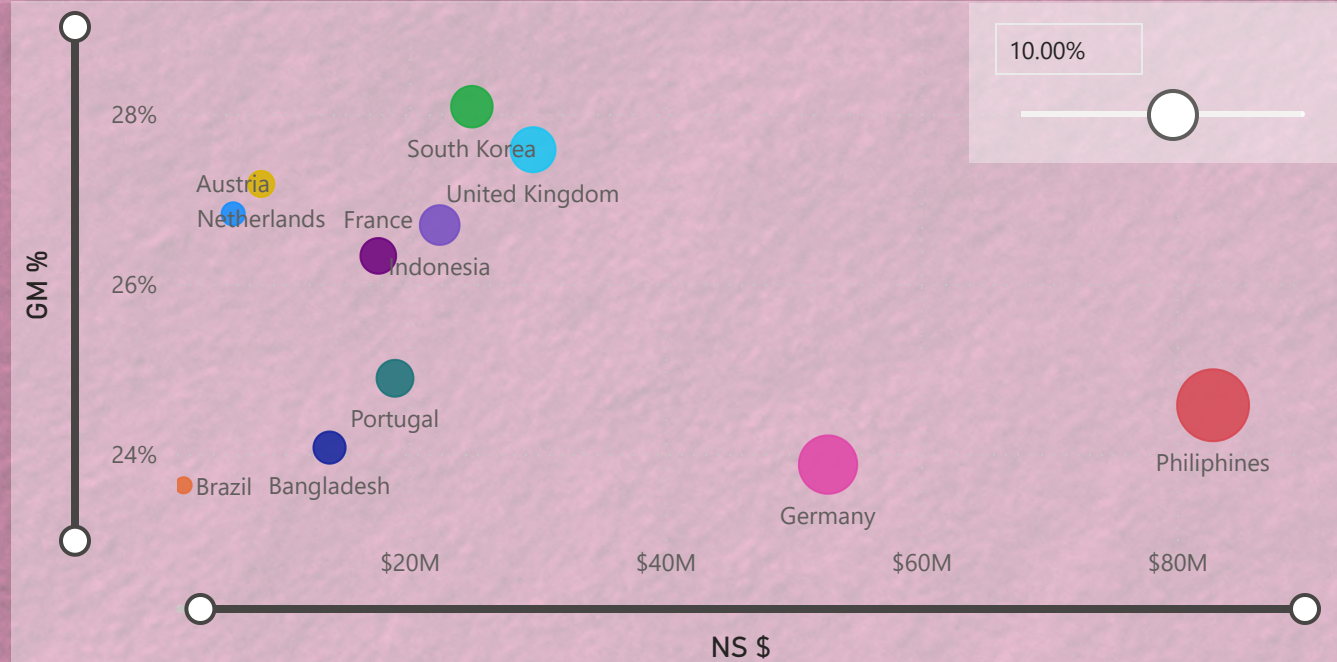
Product Performance

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

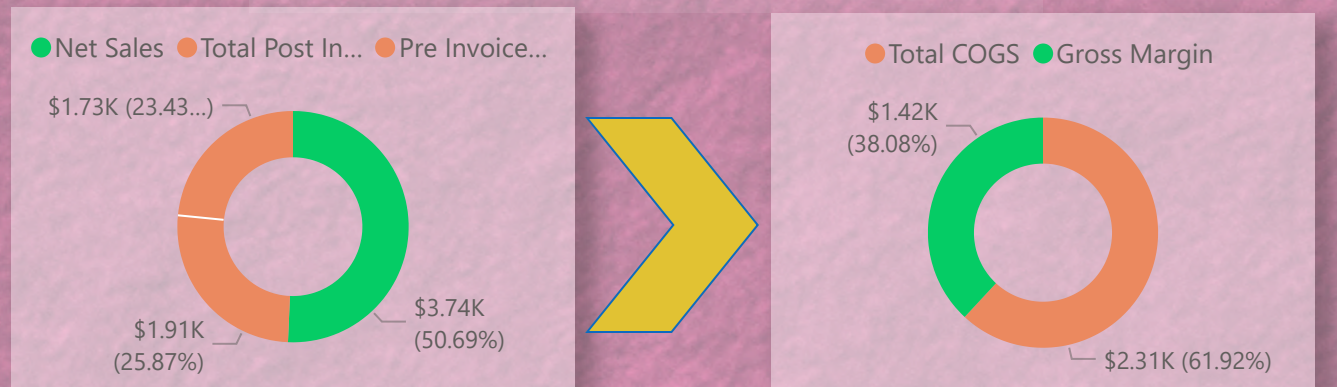
BM= Benchmark , LY=Last Year , EI = Excess Inventory , OOS = Out Of Stock



Performance Matrix



Unit Economics



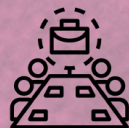


2018

2019

2020

2021

2022
EST

Product Performance

Show GM %

Performance Metrics

region, mark... ▾

All ▾

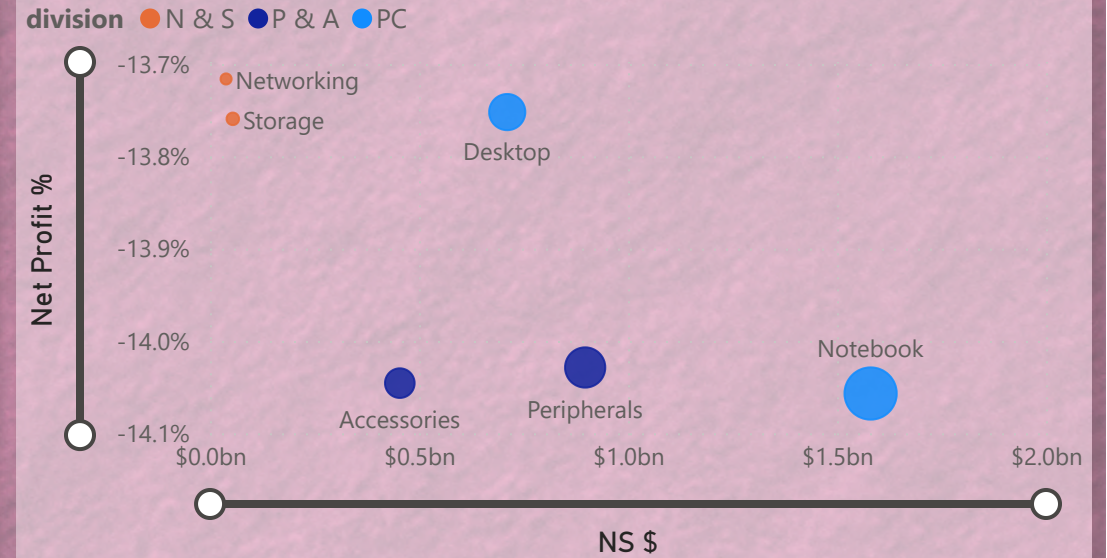
segment, cat... ▾

All ▾

customer ▾

All ▾

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



Qtr 1

Qtr 3

Qtr 2

Qtr 4

YTD

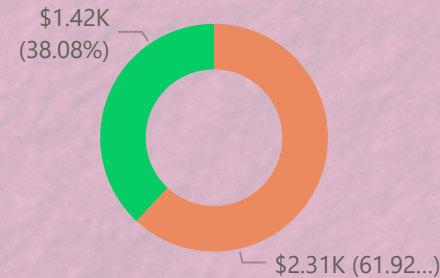
YTG

Region / Market / Customer Performance

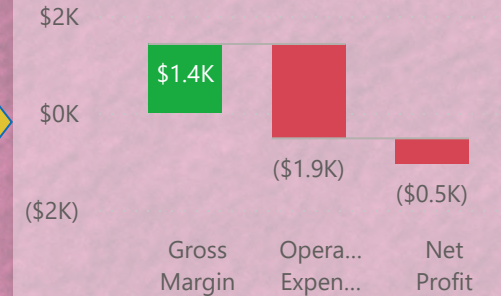
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div><div></div>LATAM</div>	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
<div><div></div>EU</div>	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
<div><div></div>NA</div>	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
<div><div></div>APAC</div>	\$1,923.77M	690.21M	35.88%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

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



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



2018

2019

2020

2021

2022
EST81.17%✓
LY: 0.80 (+1.2%)

Forecast Accuracy %

-3472.69K✓
LY: -751.71K
(-361.97%)

Net Error

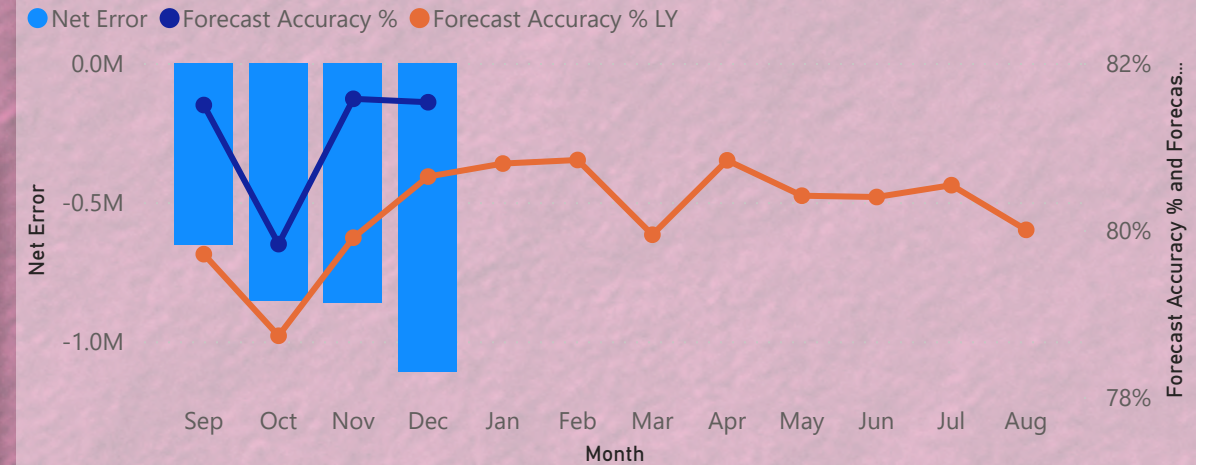
6899.0K✓
LY: 9780.7K
(-29.46%)

ABS Error

Key Metrics By Customers

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
▲					
Acclaimed Stores	57.74%	83037	10.74%	0.51	EI
All-Out	43.96%	-150	-0.32%	0.29	OOS
AltiQ Exclusive	71.42%	-221177	-8.73%	0.71	OOS
Amazon	73.79%	-464694	-9.22%	0.75	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	0.56	OOS
Atlas Stores	49.53%	-4182	-2.31%	0.48	OOS
Atliq e Store	74.22%	-294868	-9.65%	0.75	OOS
Atliq Exclusive	29.71%	-138065	-28.62%	0.42	OOS
BestBuy	46.60%	81179	16.72%	0.35	EI
Billa	42.63%	3704	3.91%	0.18	EI
Boulanger	52.69%	-48802	-20.21%	0.59	OOS
Chip 7	34.56%	-85293	-35.01%	0.53	OOS
Chiptec	50.49%	-20102	-11.36%	0.53	OOS
Circuit City	46.17%	85248	16.55%	0.35	EI
Control	52.06%	64731	13.01%	0.47	EI
Coolblue	47.66%	-34790	-15.34%	0.53	OOS
Total	81.17%	-3472690	-9.48%	0.80	OOS

Accuracy/Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Net Error	Risk	Net Error %	Forecast Accuracy % LY
+					
Accessories	87.42%	341468	EI	1.72%	0.78
Desktop	87.53%	78576	EI	10.24%	0.84
Networking	93.06%	-12967	OOS	-1.69%	0.90
Notebook	87.24%	-47221	OOS	-1.69%	0.80
Storage	71.50%	-628266	OOS	-25.61%	0.84
Peripherals	68.17%	-3204280	OOS	-31.83%	0.83
Total	81.17%	-3472690	OOS	-9.48%	0.80

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



2018

2019

2020

2021

2022
EST

region, m...

All

segment, ...

All

customer

All

Qtr 1

Qtr 3

Qtr 2

Qtr 4

YTD

YTG

vs LY

\$3.74bn!

BM: 3.81bn
(-1.86%)

Net Sales

38.08%!

BM: 38.34%
(-0.66%)

GM %

-13.98%✓

BM: -14.19%
(+1.47%)

NP %

81.17%✓

LY: 0.80
(+1.2%)

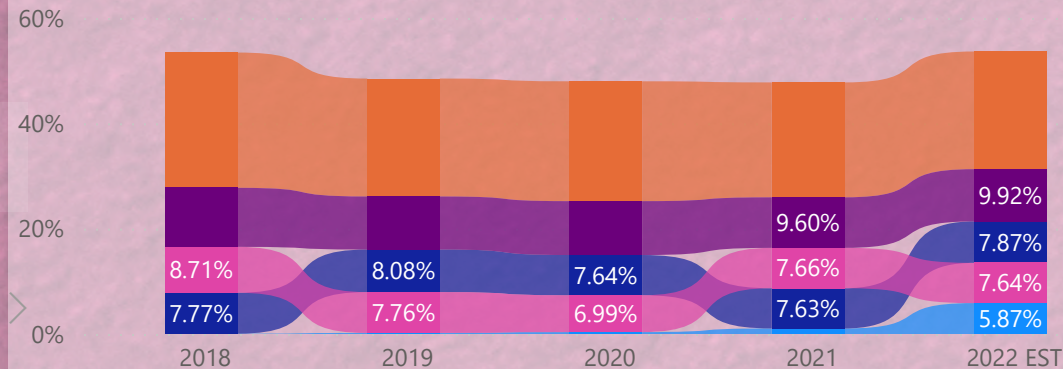
FA %

Key Insights By Sub Zone

sub_ zone	NS \$	GM %	GM % Variance	RC %	Net Profit %	Atliq MS %	Risk	Net Error %	
SE	\$317.8M	37.0%	⬇️	0.27%	8.51%	-4.0%	16.4%	OOS	-55.47%
ROA	\$788.7M	34.2%	⬇️	0.49%	21.11%	-6.3%	8.3%	OOS	-4.56%
NE	\$457.7M	32.8%	⬇️	0.17%	12.25%	-18.1%	6.8%	OOS	-4.56%
NA	\$1,022.1M	45.0%	⬇️	1.20%	27.36%	-14.2%	4.9%	EI	14.35%
LATA M	\$14.8M	35.0%	⬇️	0.46%	0.40%	-2.9%	0.3%	EI	3.37%
India	\$945.3M	35.8%		-0.96%	25.30%	-23.0%	13.3%	OOS	-24.37%
ANZ	\$189.8M	43.5%	⬇️	0.83%	5.08%	-7.4%	1.4%	OOS	-37.61%
Total	\$3,736.2M	38.1%	0.25%	100.00%	-14.0%	5.9%	OOS	-9.48%	

PC Market Share Trend

Manufacturer atliq bp dale innovo pacer



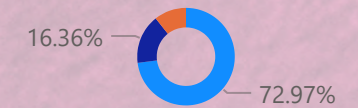
Revenue By Division

divisi... PC P & A N & S



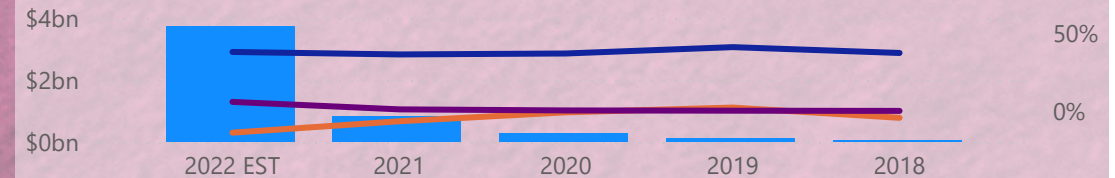
Revenue By Channel

chan... Retailer Direct Distributor



Yearly Trend By NS , GM% , NP% & MS%

NS \$ GM % Net Profit % Atliq MS %



Top 5 Customers

customer	RC %	GM %
AltiQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53%
Total	36.79%	39.19%

Top 5 Products

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

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