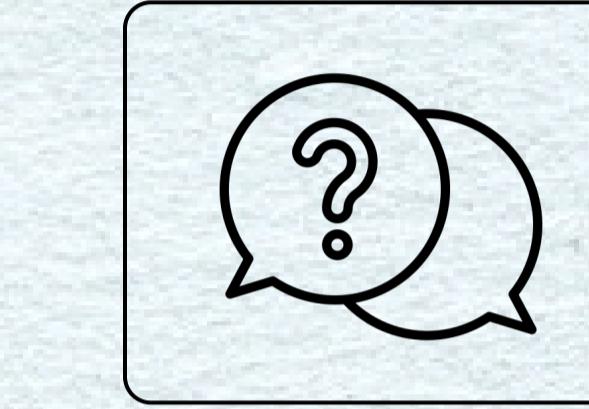
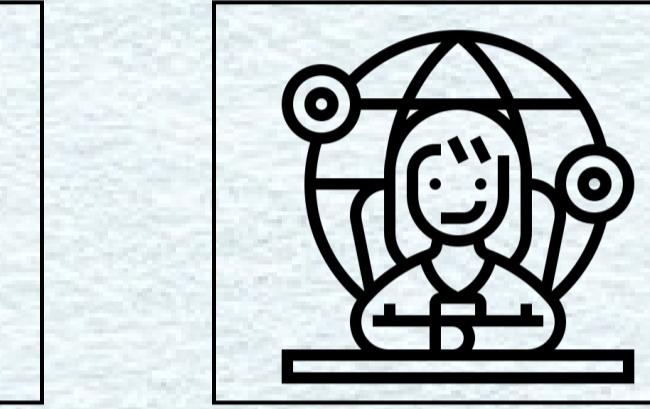
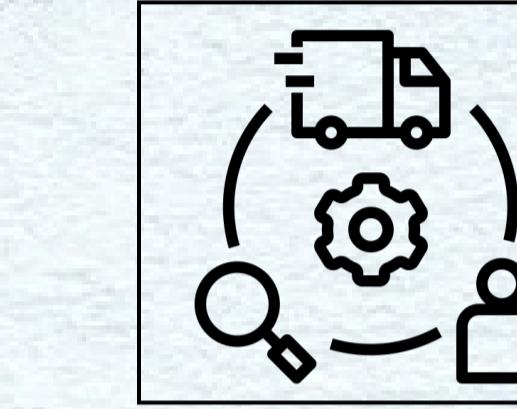
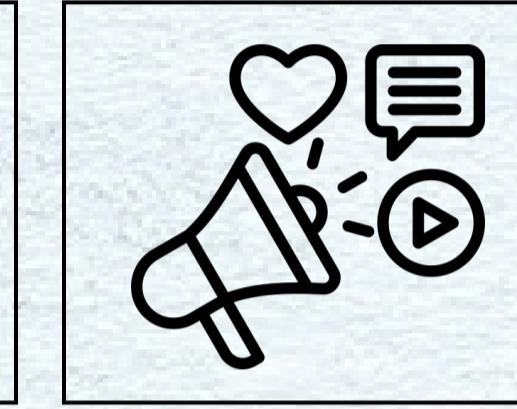
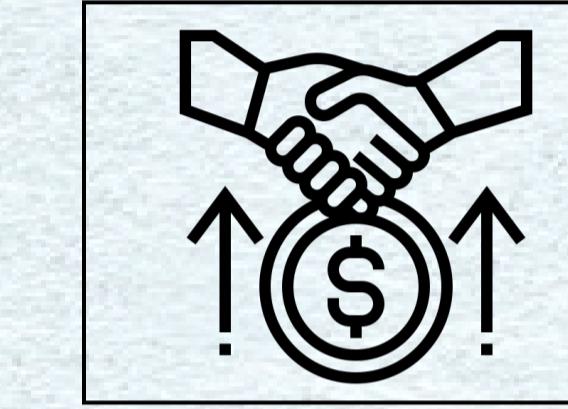
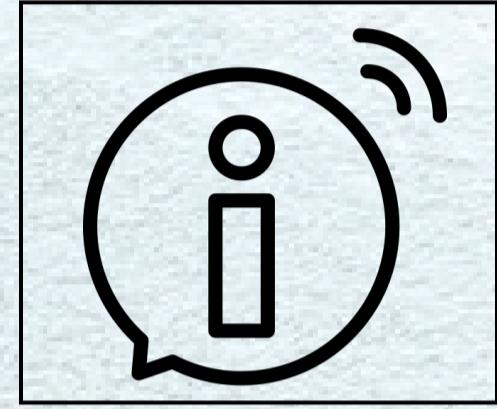




Business Insights 360



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

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.

| | 2018 | 2019 | 2020 | 2021 | 2022 | Total |
|--------------------------------------|----------|-----------|-----------|-------------|-------------|--------------------|
| gross_sales_amount | \$58.32M | \$209.06M | \$535.95M | \$1,664.64M | \$7,370.14M | \$9,838.11M |
| net_invoice_sales_amount | \$44.40M | \$161.62M | \$411.25M | \$1,272.13M | \$5,643.13M | \$7,532.54M |
| post_invoice_deductions_amount | \$10.66M | \$29.72M | \$95.85M | \$281.64M | \$1,243.54M | \$1,661.40M |
| post_invoice_other_deductions_amount | \$4.63M | \$20.53M | \$47.43M | \$166.65M | \$663.42M | \$902.65M |
| net_sales_amount | \$29.11M | \$111.37M | \$267.98M | \$823.85M | \$3,736.17M | \$4,968.48M |



region, market

All



customer

All

segment, category, produ...



2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn !

BM: 3807090639 (-1.86%)

Net sales

38.08% !

BM: 38.34% (-0.66%)

GM %

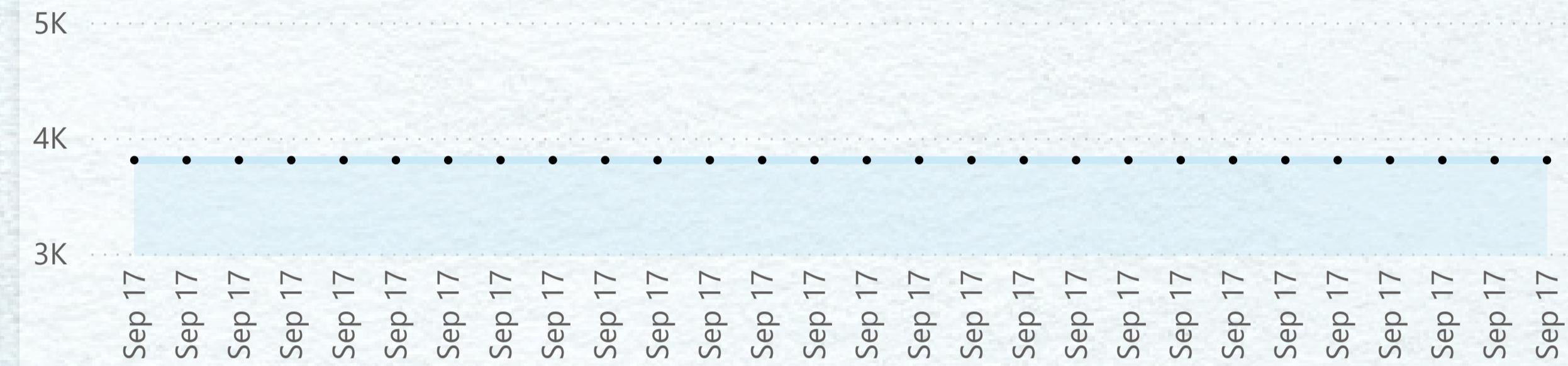
-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

Net Sales Performance Over Time

Selection vs BM



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 expenses | -1,945.30 | | | |
| Net profit | -522.42 | | | |
| Net profit % | -13.98 | -14.19 | 0.21 | 1.47 |

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 | -49.47 | + Accessories | 454.10 | |
| + NA | 1,022.09 | -73.15 | + Desktop | 711.08 | |
| + EU | 775.48 | -79.63 | + Networking | 38.43 | |
| + LATAM | 14.82 | -99.61 | + Notebook | 1,580.43 | |
| Total | 3,736.17 | -1.86 | + Peripherals | 897.54 | |
| | | | + Storage | 54.59 | |
| | | | Total | 3,736.17 | -1.86 |

region, market

customer

segment, category, produ...

All

All

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

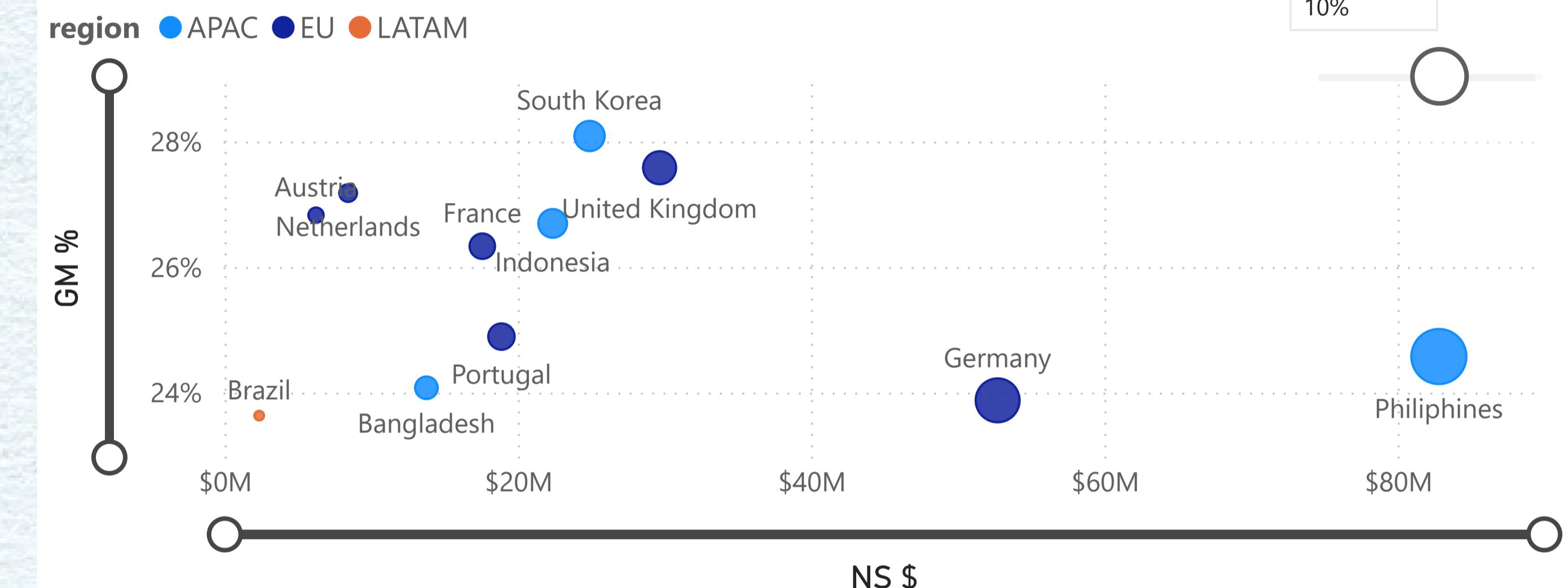
vs Target

Customer Performance

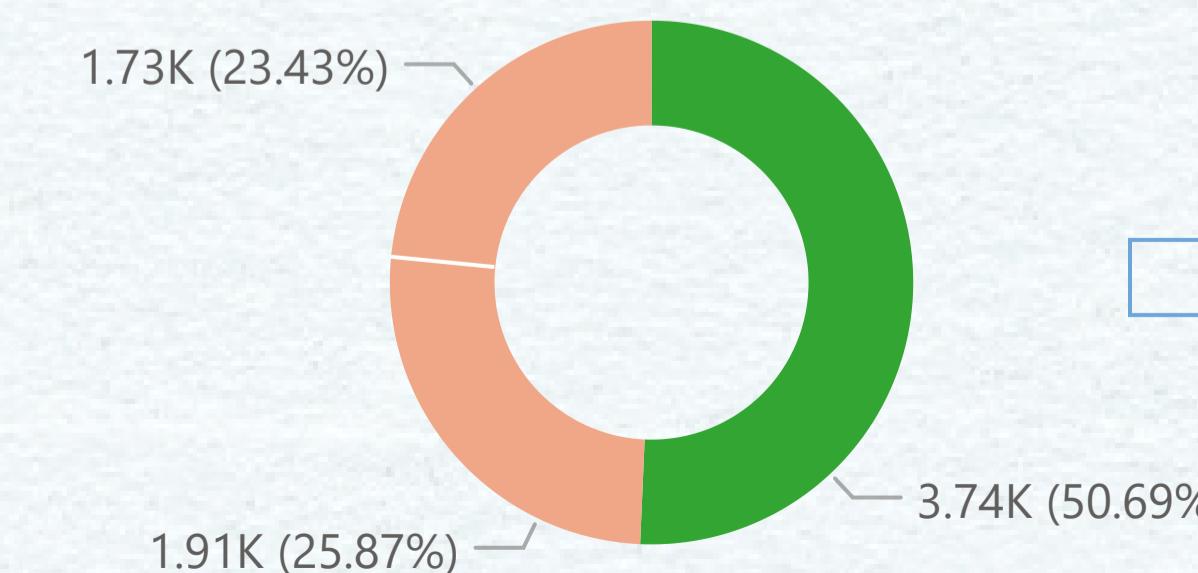
| customer | NS \$ | GM \$ | GM % | Quantity |
|--------------------|-------------------|-----------------|---------------|------------|
| Amazon | \$496.9M | 182.8M | 36.78% | 12M |
| AtliQ Exclusive | \$361.1M | 166.1M | 46.01% | 8M |
| Atliq e Store | \$304.1M | 112.1M | 36.88% | 8M |
| Flipkart | \$138.5M | 58.4M | 42.14% | 3M |
| Sage | \$127.9M | 40.3M | 31.53% | 3M |
| Leader | \$117.3M | 36.0M | 30.70% | 3M |
| Neptune | \$105.7M | 49.4M | 46.70% | 2M |
| Ebay | \$91.6M | 33.1M | 36.09% | 2M |
| Acclaimed Stores | \$73.4M | 29.6M | 40.32% | 2M |
| walmart | \$72.4M | 33.1M | 45.66% | 2M |
| Electricalslytical | \$68.0M | 25.3M | 37.24% | 2M |
| Electricalsocity | \$67.8M | 24.4M | 36.03% | 2M |
| Staples | \$64.2M | 25.0M | 38.92% | 2M |
| Costco | \$61.8M | 24.2M | 39.07% | 1M |
| Total | \$3,736.2M | 1,422.9M | 38.08% | 90M |

Product Performance

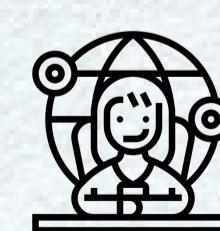
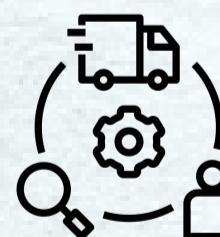
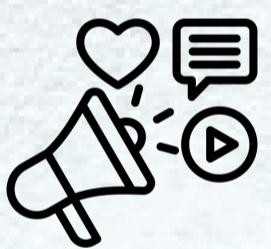
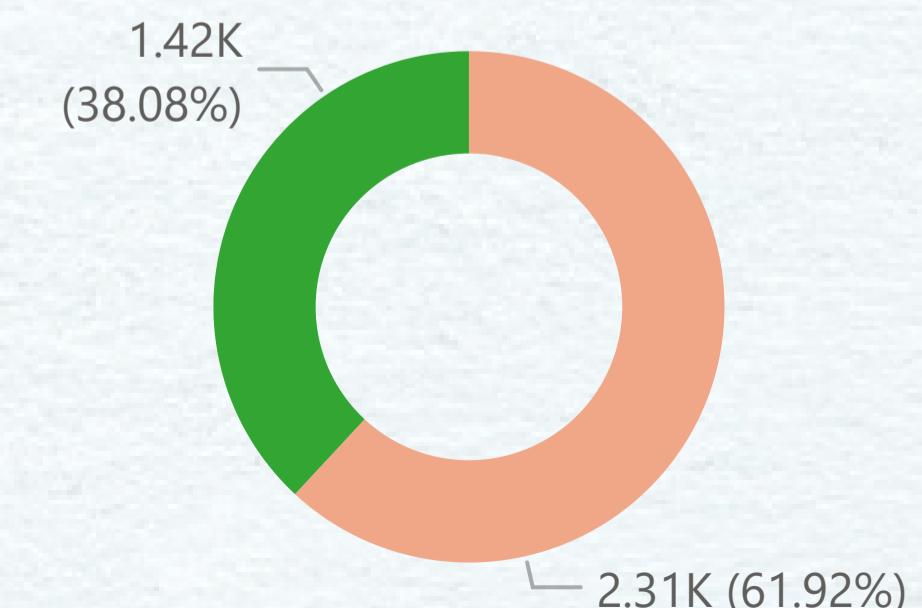
| segment | NS \$ | GM \$ | GM % |
|--------------|--------------------|------------------|---------------|
| Networking | \$38.43M | 14.78M | 38.45% |
| Storage | \$54.59M | 20.93M | 38.33% |
| Desktop | \$711.08M | 272.39M | 38.31% |
| Notebook | \$1,580.43M | 600.96M | 38.03% |
| Peripherals | \$897.54M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

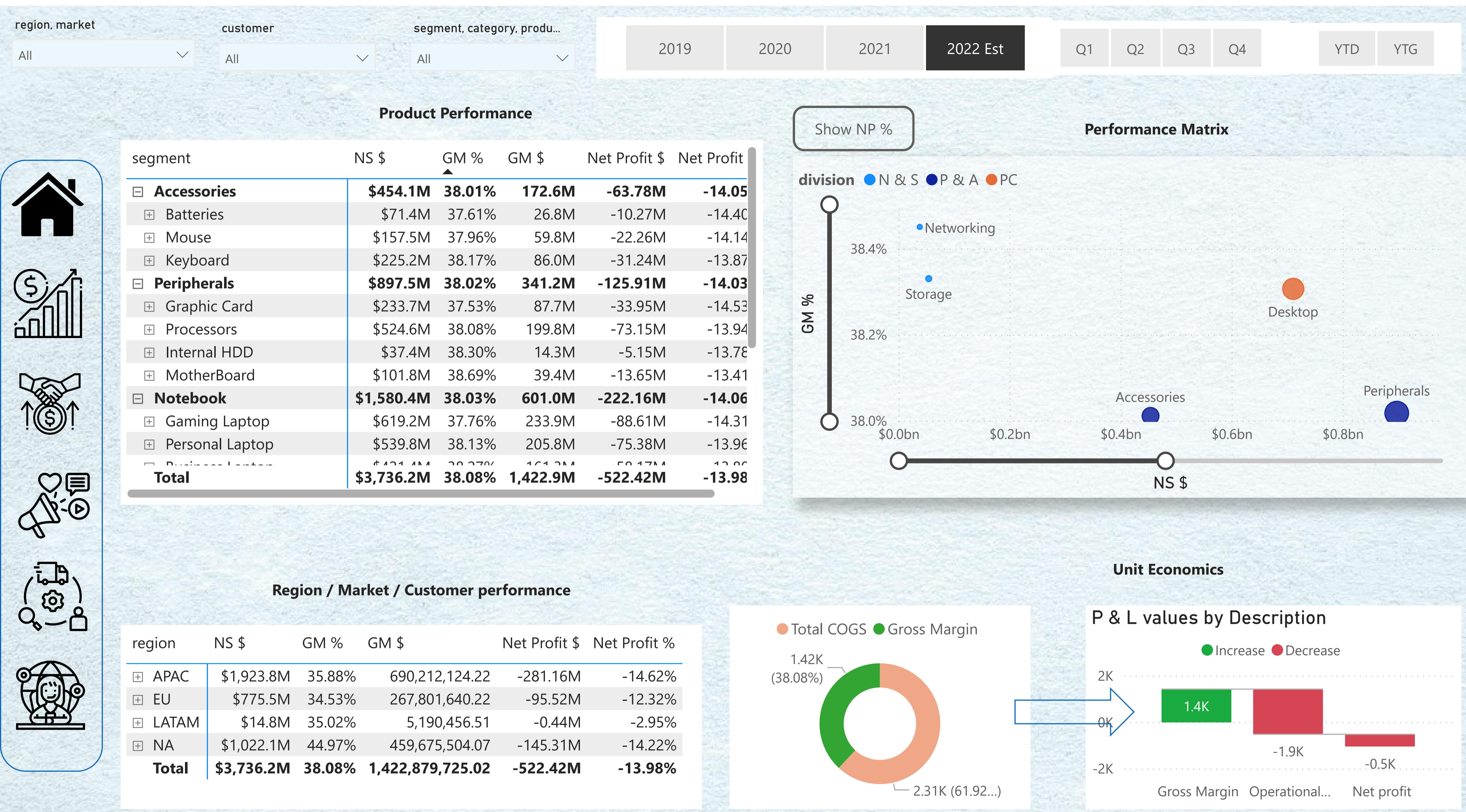
Performance Matrix**Unit Economics**

- Net Sales
- Total Post Invoice ...
- Pre Invoice De...



- Total COGS
- Gross Margin





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy**-3472.7K ✓**

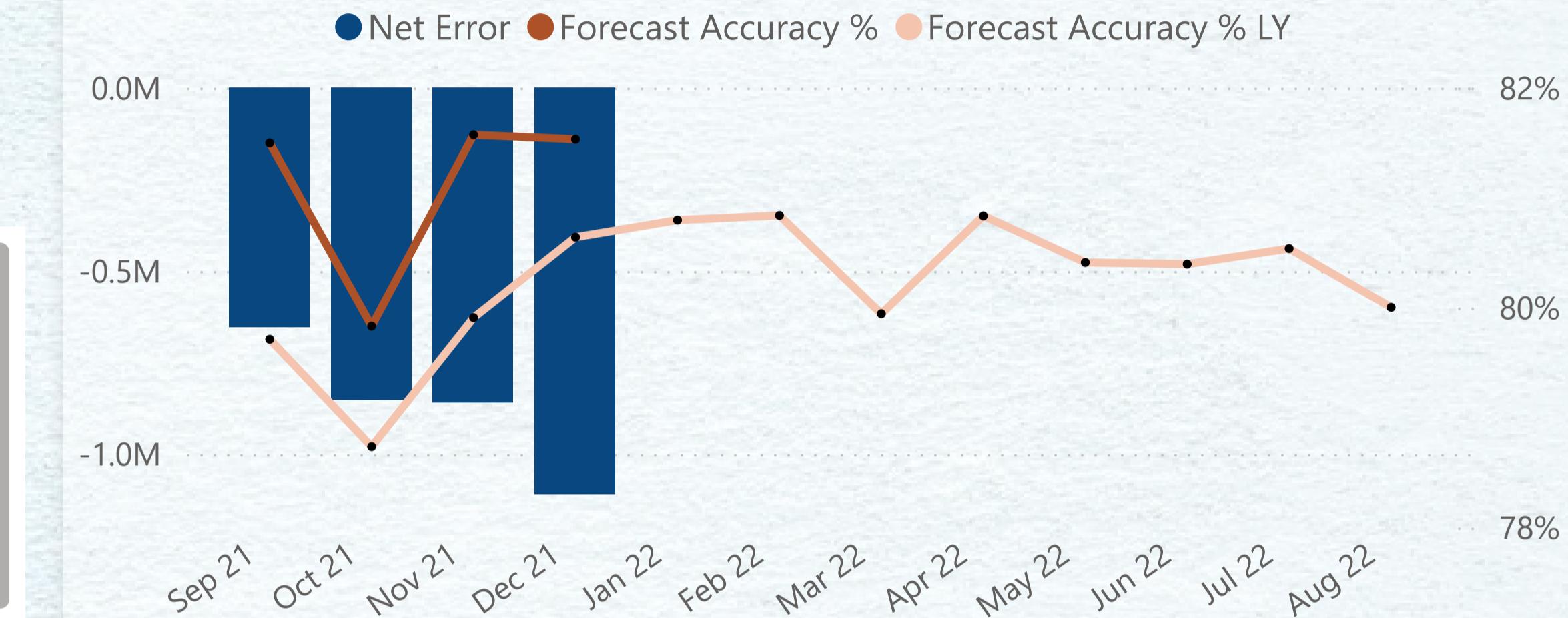
LY: -751.7K (-361.97%)

Net Error**6899.0K ✓**

LY: 9780.7K (-29.46%)

ABS Error**Key Metrics By Customer**

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Er |
|--------------------------|---------------------|------------------------|-----------------|-------------|
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 100% |
| BestBuy | 46.60% | 35.31% | 81179 | 100% |
| Billa | 42.63% | 18.29% | 3704 | 100% |
| Circuit City | 46.17% | 35.02% | 85248 | 100% |
| Control | 52.06% | 47.42% | 64731 | 100% |
| Costco | 51.95% | 49.42% | 101913 | 100% |
| Currys (Dixons Carphone) | 54.29% | 35.92% | 8104 | 100% |
| Leader | 48.72% | 24.45% | 166751 | 100% |
| Logic Stores | 52.49% | 51.44% | 6430 | 100% |
| Nomad Stores | 53.44% | 50.59% | 3394 | 100% |
| Notebillig | 42.70% | 18.87% | 1141 | 100% |
| Otto | 45.76% | 18.37% | 1962 | 100% |
| Path | 50.57% | 45.53% | 91486 | 100% |
| Radio Shack | 45.64% | 38.46% | 69253 | 100% |
| Sage | 50.72% | 33.58% | 154291 | 100% |
| Saturn | 41.54% | 19.16% | 2197 | 100% |
| Staples | 54.45% | 49.38% | 79821 | 100% |
| walmart | 54.78% | 50.12% | 84334 | 100% |
| All-Out | 43.96% | 29.09% | -150 | -100% |
| Amazon | 73.79% | 74.54% | -464694 | -90% |
| Argos (Sainsbury's) | 54.78% | 56.08% | -23040 | -100% |
| Total | 81.17% | 80.21% | -3472690 | -90% |

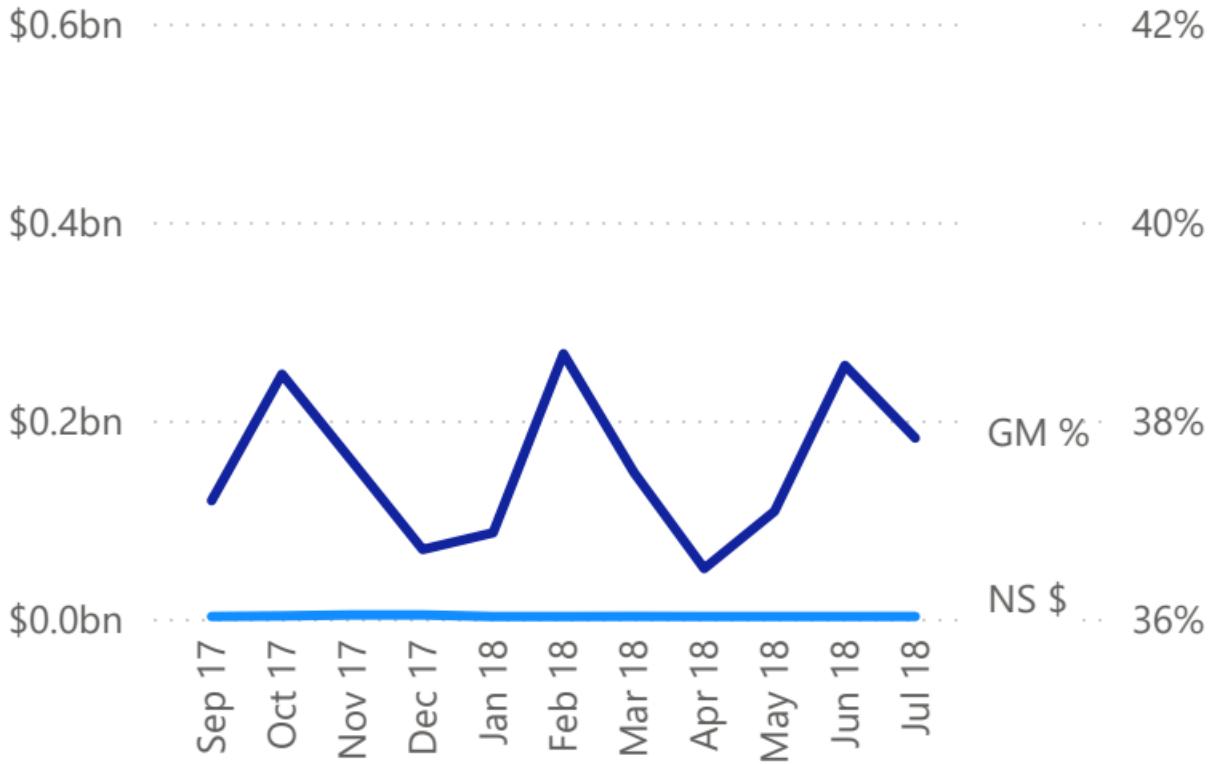
Accuracy/Net Error Trend**Top/Bottom Products & customers by Net Sales**

| 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 |
| Peripherals | 68.17% | 83.23% | -3204280 | -14.03% | OOS |
| Storage | 71.50% | 83.54% | -628266 | -13.76% | OOS |
| Total | 81.17% | 80.21% | -3472690 | -13.98% | OOS |

| customer | market | Count of customer_code |
|------------------|-------------|------------------------|
| Amazon | Canada | 2 |
| Amazon | India | 2 |
| Amazon | Japan | 2 |
| Amazon | USA | 2 |
| AtliQ Exclusive | India | 2 |
| Acclaimed Stores | Indonesia | 1 |
| Acclaimed Stores | USA | 1 |
| All-Out | Japan | 1 |
| Amazon | Australia | 1 |
| Amazon | Austria | 1 |
| Amazon | Bangladesh | 1 |
| Amazon | Brazil | 1 |
| Amazon | Chile | 1 |
| Amazon | France | 1 |
| Amazon | Germany | 1 |
| Amazon | Indonesia | 1 |
| Amazon | Italy | 1 |
| Amazon | Mexico | 1 |
| Amazon | Netherlands | 1 |
| Amazon | Newzealand | 1 |
| Amazon | Norway | 1 |
| Amazon | Pakistan | 1 |
| Total | | 209 |

| customer | customer_code | platform |
|------------------|---------------|----------------|
| Acclaimed Stores | 90003179 | Brick & Mortar |
| Acclaimed Stores | 90022071 | Brick & Mortar |
| All-Out | 90004064 | Brick & Mortar |
| Amazon | 90002008 | E-Commerce |
| Amazon | 90002016 | E-Commerce |
| Amazon | 90003180 | E-Commerce |
| Amazon | 90004067 | E-Commerce |
| Amazon | 90004068 | E-Commerce |
| Amazon | 90005162 | E-Commerce |
| Amazon | 90006156 | E-Commerce |
| Amazon | 90007197 | E-Commerce |
| Amazon | 90008168 | E-Commerce |
| Amazon | 90009132 | E-Commerce |
| Amazon | 90010046 | E-Commerce |
| Amazon | 90011192 | E-Commerce |
| Amazon | 90012041 | E-Commerce |
| Amazon | 90013124 | E-Commerce |
| Amazon | 90014141 | E-Commerce |
| Amazon | 90015150 | E-Commerce |
| Amazon | 90016176 | E-Commerce |
| Amazon | 90017059 | E-Commerce |
| Amazon | 90018114 | E-Commerce |
| Amazon | 90019203 | E-Commerce |

NS & GM % For





region, market

All



customer

All

segment, category, produ...

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

\$3.74bn✓

BM: 823849020

(+353.5%)
Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

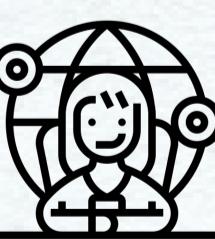
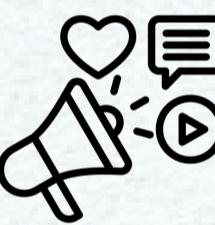
BM: -6.63%

(-110.79%)
Net Profit %

81.17%✓

BM: 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% | 14.35% | EI |
| India | \$945.3M | 25.3% | 35.8% | -23.0% | 13.3% | -24.37% | OOS |
| ROA | \$788.7M | 21.1% | 34.2% | ↓ -6.3% | 8.3% | -4.56% | OOS |
| NE | \$457.7M | 12.3% | 32.8% | ↓ -18.1% | 6.8% | -4.56% | OOS |
| SE | \$317.8M | 8.5% | 37.0% | ↓ -4.0% | 16.4% | -55.47% | OOS |
| ANZ | \$189.8M | 5.1% | 43.5% | ↓ -7.4% | 1.4% | -37.61% | OOS |
| LATAM | \$14.8M | 0.4% | 35.0% | ↓ -2.9% | 0.3% | 3.37% | EI |
| Total | \$3,736.2M | 100.0% | 38.1% | -14.0% | 5.9% | -9.48% | OOS |

Revenue by Division

● PC ● P & A ● N & S



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

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

\$4bn

\$2bn

\$0bn

2018

2019

2020

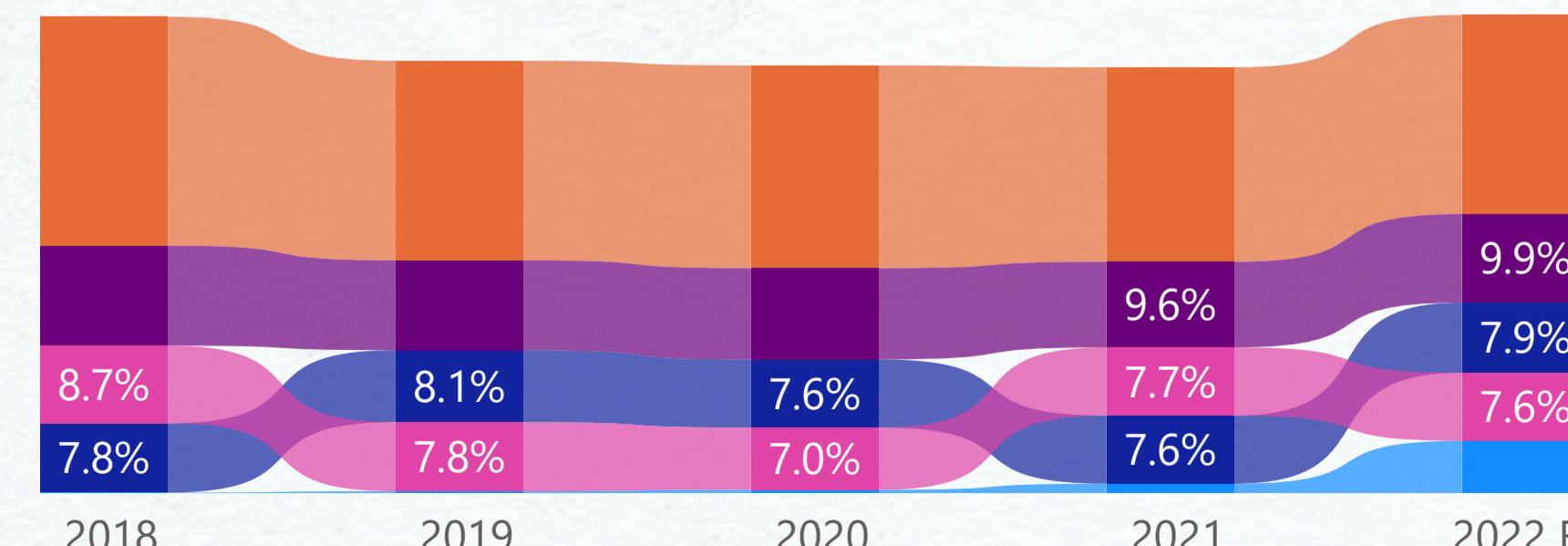
2021

2022 Est

50% 0%

PC Market Share Trend - AtliQ & Competitors

● atliq ● bp ● dale ● innovo ● pacer



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% |

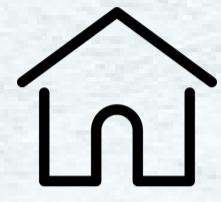
Top 5 Products by Revenue

| 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% ↓ |
| Total | 23.2% | 38.06% |

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



Business Insights 360 Key Info



1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?

Option 1

\$4.97bn

Net Sales (\$)

NS \$

37.83%

Gross Margin

GM %

-11.64%

Net Profit

NP %

Last Year \$1.23Bn \$1.23Bn

Last Year: 37.07% 0.02

Last Year: -4.52% -157.19% ↘