



# Business Insights 360



Report Refresh Date :  
**Friday, November 22, 2024**

Sales Data Loaded Until : **Dec - 2021**

Designed By: Anish Chakravorty



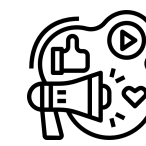
## Finance View

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.



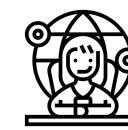
## Marketing View

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.



## Information

Values are in Dollars & Millions



Support



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/MARKET

All

BY STORES

All

BY SEGMENTS

All

Abbreviations

BM = Benchmark | LY = Last Year  
GM = Gross Margin | NS = Net Sales  
NP = Net Profit | Chg = Change

All Values in Millions \$

Designed By: Anish Chakravorty



\$4.97bn

Net Sales (\$)

Last Year: \$1.23Bn +303.18% ↗



37.83%

Gross Margin %

Last Year: 37.07% +2.05% ↗

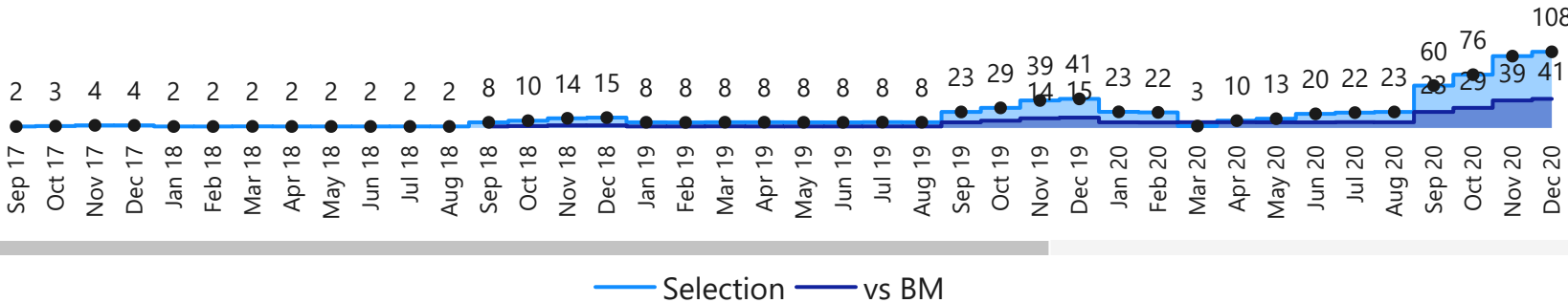


-11.64%

Net Profit %

Last Year: -4.52% -157.19% ↘

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

Primary Parameter

● REGION

○ CATEGORY

Secondary Parameter

○ Market

● Product

REGION

P & L Values

P & L Chg %

+ APAC

2,605.73

282.10

+ NA

1,290.74

380.46

+ EU

1,051.01

281.46

+ LATAM

21.00

239.67

Total

4,968.48

4,968.48

303.18

Profit and Loss Statement

Line Item	BM	Chg	Chg %
Net Profit %	-4.52	-7.11	-157.19
Net Profit	-55.76	-522.42	-936.96
Operational Expense	-512.59	-1,945.30	-379.50
GM / Unit	5.36	5.35	99.73
Gross Margin %	37.07	0.76	2.05
Gross Margin	456.84	1,422.88	311.46
Total COGS	775.48	2,313.29	298.31
- Other Cost	5.09	15.52	305.20
- Freight Cost	32.58	100.49	308.44
- Manufacturing Cost	737.81	2,197.28	297.81
Net Sales	1,232.31	3,736.17	303.18
Total Post Invoice Deduction	657.10	1,906.95	290.21
- Post Deductions	239.23	663.42	277.31
- Post Discounts	417.86	1,243.54	297.59
Net Invoice Sales	1,889.41	5,643.13	298.67
Pre Invoice Deduction	578.56	1,727.01	298.50
Gross Sales	2,467.97	7,370.14	298.63



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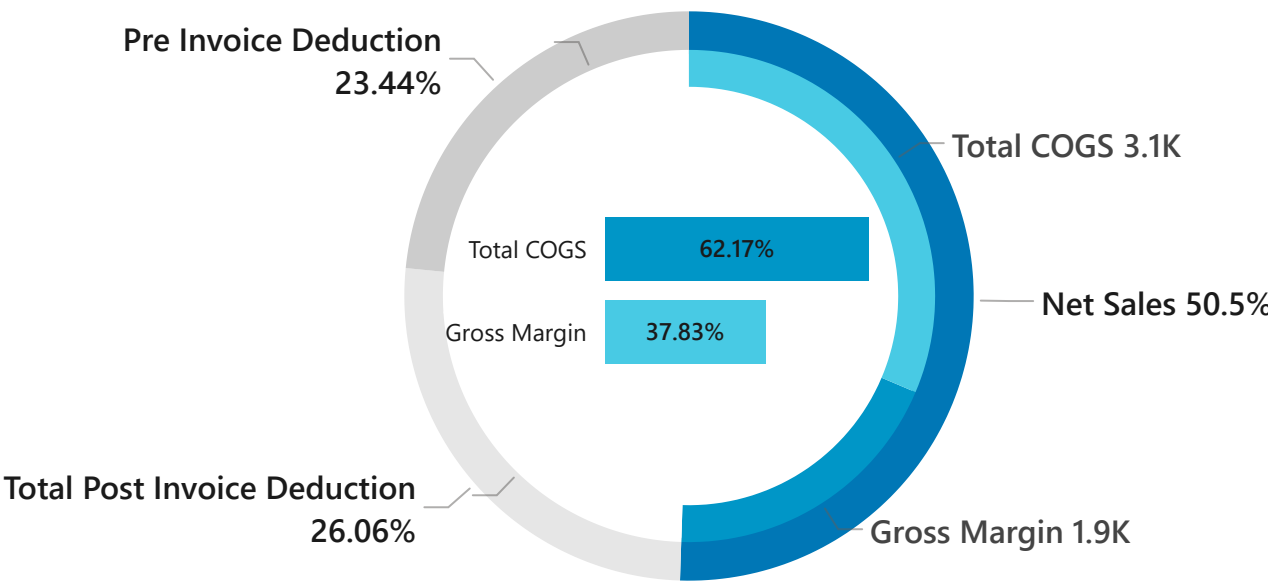
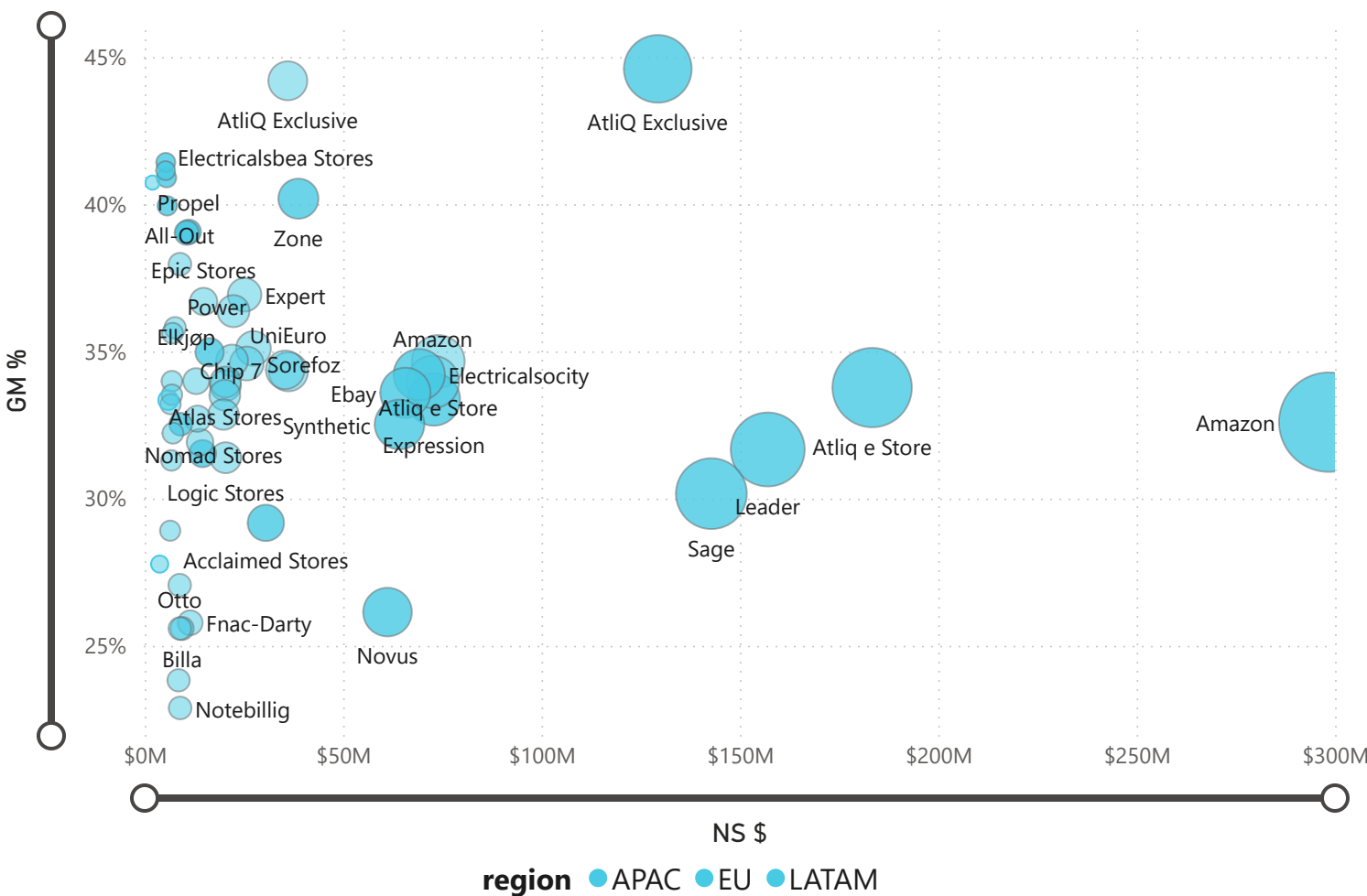
All Values in Millions \$

Designed By: Anish Chakravorty

Net Sales Performance Over Time

Gross Margin%  
Variance

0%



Product

Customer

Customer and Product Performance

Customer	NS \$	GM \$	-	GM %	Δ GM %
Atliq e Store	\$417.55M	155.02M		37.13%	-1.76%
Sage	\$170.67M	55.39M		32.45%	-7.83%
Leader	\$157.04M	49.73M		31.67%	-8.27%
Ebay	\$123.83M	44.79M		36.17%	-0.60%
Synthetic	\$76.74M	24.67M		32.15%	-20.55%
Expression	\$72.88M	24.32M		33.36%	-3.07%
Expert	\$49.59M	17.72M		35.73%	-1.89%
UniEuro	\$48.97M	16.31M		33.31%	-14.61%
Novus	\$61.21M	16.00M		26.14%	-26.26%
Zone	\$38.74M	15.57M		40.18%	-5.47%
Radio Popular	\$35.74M	12.58M		35.19%	-10.61%
Chip 7	\$35.42M	12.17M		34.37%	-13.93%
Elkjøp	\$31.73M	11.89M		37.49%	-4.44%
Media Markt	\$29.81M	10.82M		36.29%	-13.13%
Logic Stores	\$31.01M	10.54M		33.99%	-23.84%
Total	\$1,723.96M	594.40M		34.48%	-8.62%



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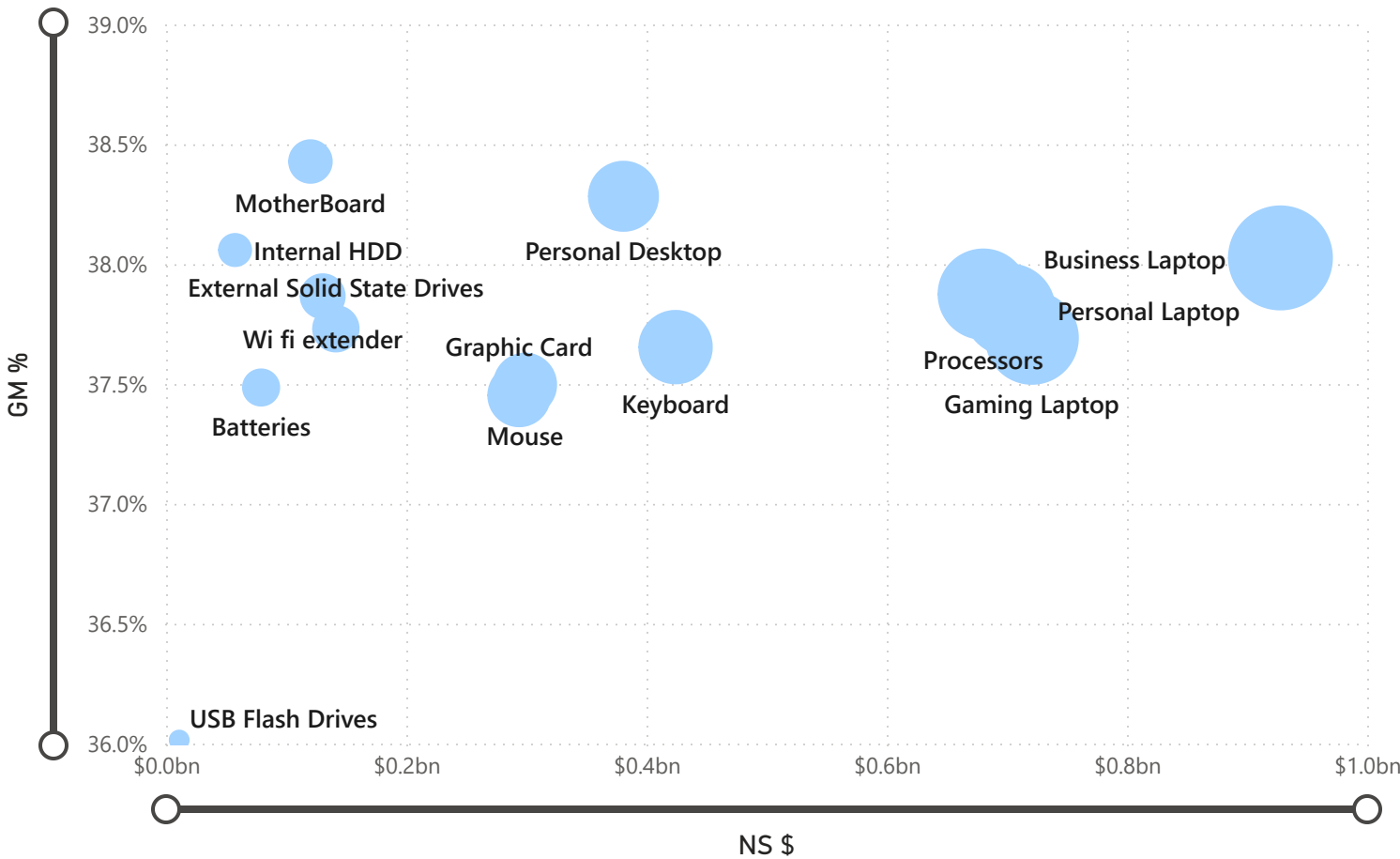
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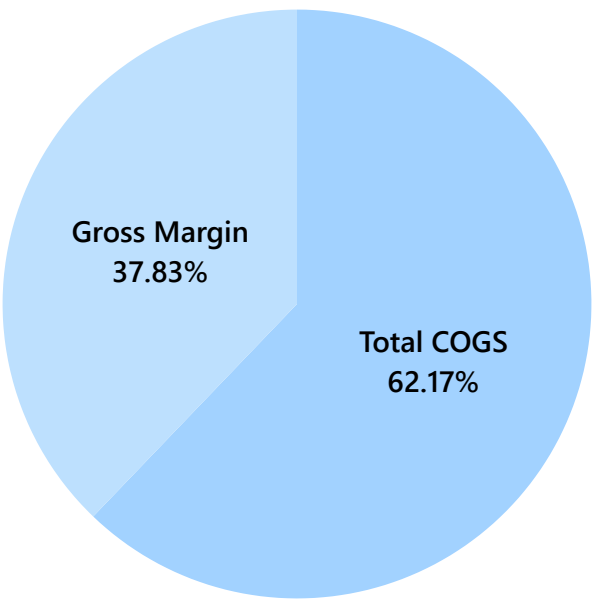
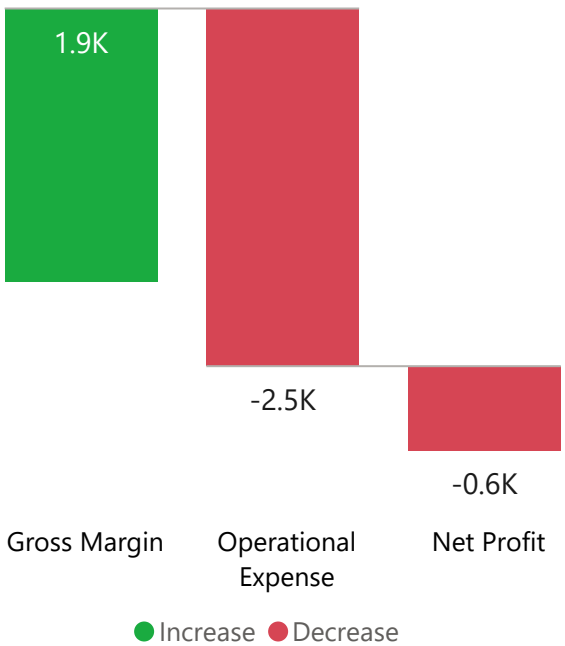
Performance Matrix

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment

Market

Category

Segment

Category

NS \$

GM %

NP \$

-

NP %

Δ NP %

Wi fi extender	\$130.40M	37.87%	-8.27M		-6.34%	-0.95
External Solid Stat...	\$141.37M	37.73%	-10.22M		-7.23%	-1.01
USB Flash Drives	\$10.93M	36.01%	-1.01M		-9.26%	-0.45
Keyboard	\$424.19M	37.65%	-40.34M		-9.51%	-1.08
Mouse	\$298.86M	37.50%	-29.20M		-9.77%	-0.99
Internal HDD	\$57.43M	38.06%	-5.87M		-10.22%	-1.86
Processors	\$680.40M	37.87%	-79.95M		-11.75%	-1.69
Personal Laptop	\$702.09M	37.81%	-83.43M		-11.88%	-1.40
Business Laptop	\$927.79M	38.03%	-113.23M		-12.20%	-1.61
MotherBoard	\$120.20M	38.43%	-14.67M		-12.21%	-1.20
Graphic Card	\$293.99M	37.45%	-36.51M		-12.42%	-1.93
Gaming Laptop	\$720.91M	37.69%	-93.50M		-12.97%	-1.70
Personal Desktop	\$380.81M	38.28%	-51.22M		-13.45%	-1.03
Batteries	\$79.12M	37.49%	-10.78M		-13.62%	-1.10
Total	\$4,968.48M	37.83%	-578.18M		-11.64%	-1.57



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EI = Excess Inventory | OOS = Out of Stock

All Values in Millions \$

Designed By: Anish Chakravorty



79.83%

Forecast Accuracy %

Last Year: 79.26% | 0.72% ↗



-2M

Net Error (\$)

Last Year: LY: 1.06M | -329.08% ↗

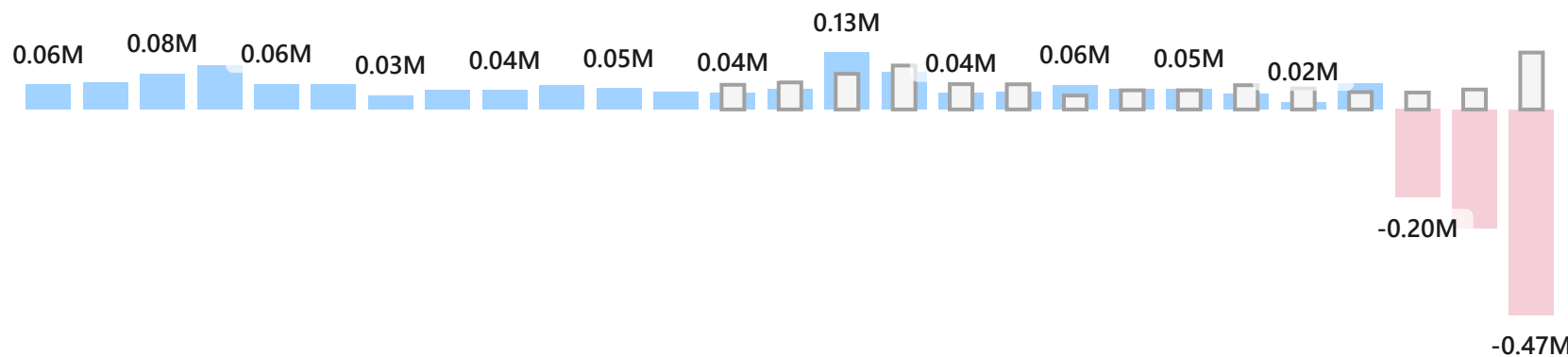
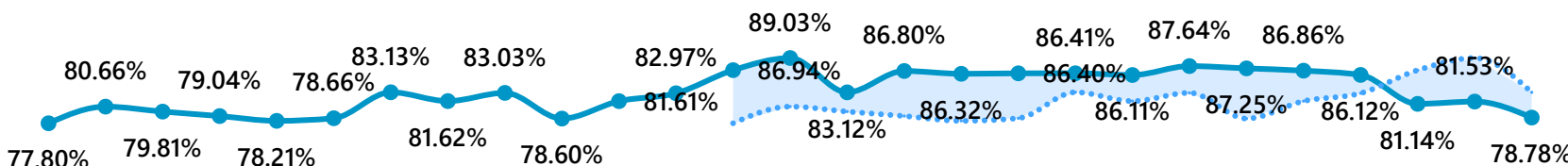


25M

Absolute Error (\$)

Last Year: LY: 17.89M | 38.57% ↘

Accuracy/Net Error Trend



Sep 17 Oct 17 Nov 17 Dec 17 Jan 18 Feb 18 Mar 18 Apr 18 M... 18 Jun 18 Jul 18 Aug 18 Sep 18 Oct 18 Nov 18 Dec 18 Jan 19 Feb 19 Mar 19 Apr 19 M... 19 Jun 19 Jul 19 Aug 19 Sep 19 Oct 19 Nov 19

Net Error Forecast Accuracy % Forecast Accuracy % LY

Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	70.89%	69.48%	-866K	-8.40%	OOS
Amazon	69.95%	68.28%	-1394K	-8.39%	OOS
AtliQ Exclusive	69.00%	68.46%	-49K	-0.46%	OOS
Expert	59.53%	58.05%	69K	5.30%	EI
Mbit	58.12%	59.20%	17K	2.46%	EI
Radio Popular	54.52%	55.09%	58K	5.84%	EI
Boulangier	54.23%	54.88%	27K	3.41%	EI
Total	79.83%	79.26%	-2417K	-1.97%	OOS

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	80.50%	77.85%	-1352K	-1.89%	OOS
Desktop	86.98%	84.11%	95K	10.36%	EI
Networking	80.99%	79.46%	185K	2.72%	EI
Notebook	83.80%	79.41%	23K	0.45%	EI
Peripherals	74.34%	81.06%	-3388K	-17.54%	OOS
Storage	81.08%	82.48%	2020K	10.51%	EI
Total	79.83%	79.26%	-2417K	-1.97%	OOS





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Forecast Accuracy %

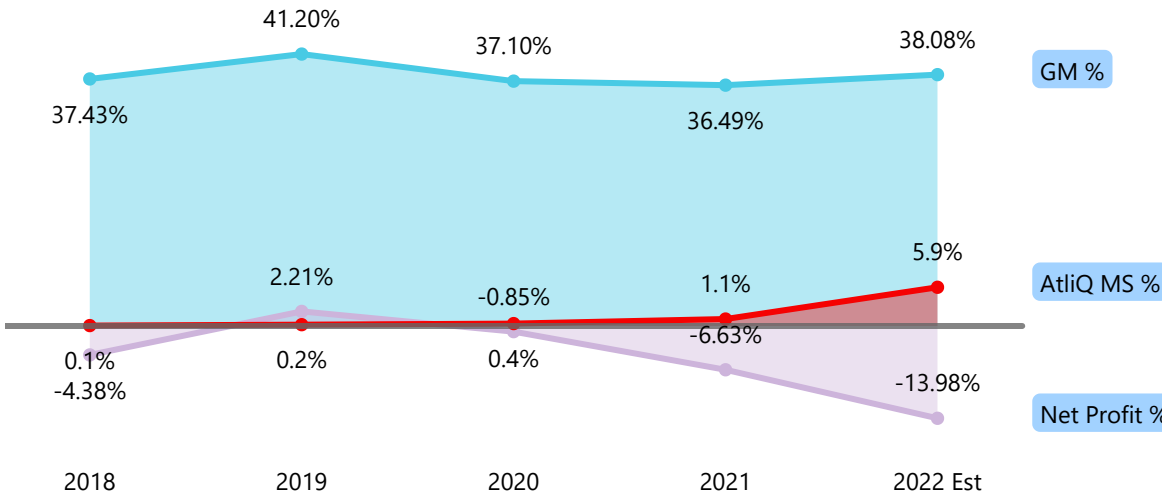
Last Year: 79.26% | 0.72%

Revenue Contribution

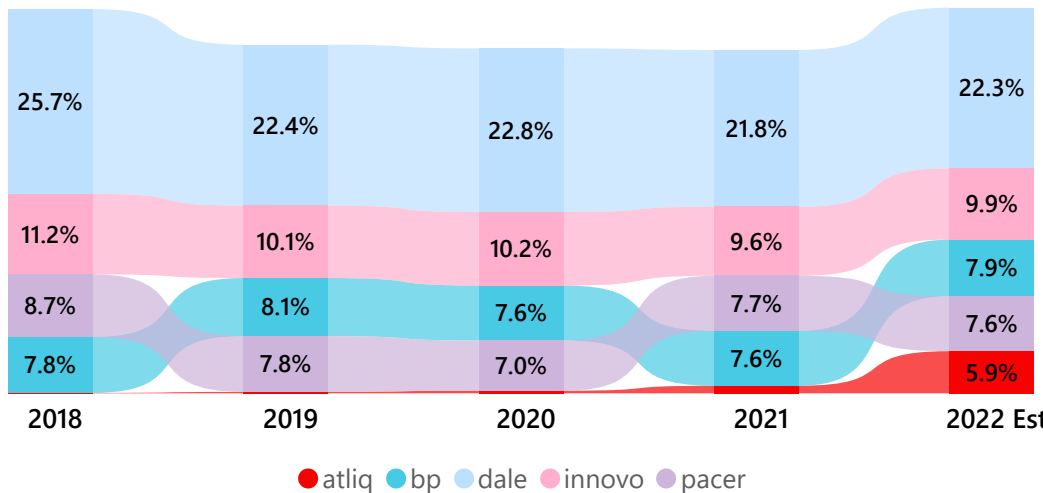
Division  
Channel

Division N & S P & A PC

Trend: Key Metrics Over Year



Trend: Revenue Contribution Over Years



Top 5 Customers

Customer	RC %	GM %
Amazon	13.59%	36.76%
AtliQ Exclusive	9.64%	45.67%
Atliq e Store	8.40%	37.13%
Flipkart	3.62%	39.78%
Sage	3.43%	32.45%
Total	38.68%	38.96%

Top 5 Products

Product	RC %	GM %
AQ HOME Allin1 Gen 2	4.40%	38.04%
AQ BZ Allin1 Gen 2	4.07%	38.51%
AQ BZ Allin1	3.53%	37.55%
AQ Smash 2	3.40%	37.37%
AQ Smash 1	3.33%	37.47%
Total	18.74%	37.83%

Sub Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,290.74M	25.98%	43.45%	-13.40%	-3.79%	OOS	1.8%
India	\$1,271.22M	25.59%	35.14%	-22.03%	0.21%	EI	5.1%
ROA	\$1,077.36M	21.68%	35.42%	-2.30%	-5.27%	OOS	3.2%
NE	\$604.60M	12.17%	34.05%	-14.26%	4.92%	EI	2.5%
SE	\$446.41M	8.98%	37.59%	-1.32%	-6.66%	OOS	6.6%
ANZ	\$257.15M	5.18%	42.51%	-3.17%	-1.16%	OOS	0.5%
Total	\$4,968.48M	100.00%	37.83%	-11.64%	-1.97%	OOS	2.3%