



BUSINESS INSIGHTS 360



Dec 21



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

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



Support



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Sales View



Marketing View



Supply Chain View



Executive View

BUSINESS INSIGHTS 360



NSS

\$267.98M

BM: 111.37M | 140.61% ▲

GM%

37.10%

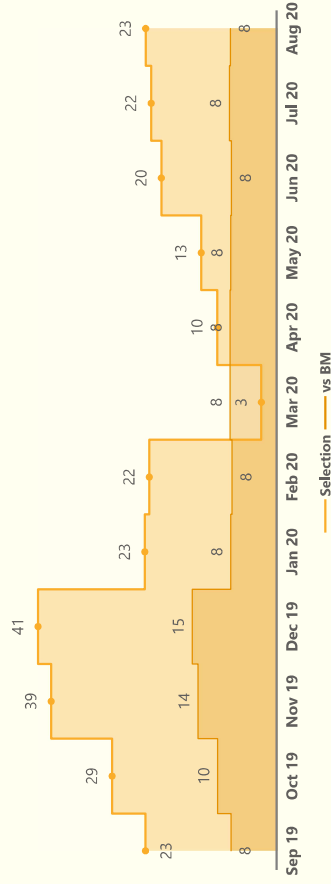
BM: 41.2% | -9.95% ▼

NP%

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time



Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

Top / Bottom Products & Customers by Net Sales

Region	P & L values	P & L Chg %
APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89
Total	267.98	140.61

BUSINESS INSIGHTS 360



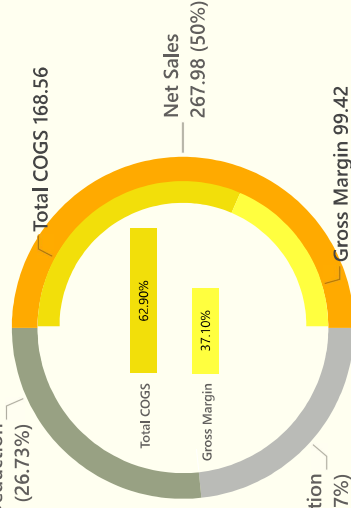
Net Sales Performance Over Time



Product Performance

Product	NS \$	GM \$	GM %	Δ GM %
AQ Wi Power Dx2	\$14.37M	5.46M	37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	4.47M	36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	4.38M	36.97%	-8.37%
AQ Lite	\$11.55M	4.21M	36.47%	-12.85%
AQ BZ Compact	\$11.40M	4.16M	36.47%	-12.49%
AQ Elite	\$9.48M	3.58M	37.74%	-7.16%
AQ Gamers	\$9.34M	3.49M	37.41%	-10.03%
AQ 5000 Series Ultron 8 590...	\$8.77M	3.38M	38.59%	-9.02%
AQ 5000 Series Electron 8 590...	\$8.19M	3.00M	36.66%	-13.78%
AQ 5000 Series Electron 9 590...	\$7.52M	2.80M	37.20%	-12.12%
AQ Neuer SSD	\$7.85M	2.76M	35.20%	-13.86%
AQ Digit	\$7.45M	2.75M	36.96%	-10.10%
AQ Gamers Ms	\$7.33M	2.71M	36.97%	-10.86%
AQ Master wireless x1	\$6.95M	2.56M	36.77%	-11.15%
AQ Digit SSD	\$6.70M	2.38M	35.47%	-13.92%
AQ Velocity	\$6.27M	2.36M	37.68%	-8.03%
AQ BZ 101	\$5.49M	2.09M	38.01%	-7.75%
Total	\$200.16M	74.30M	37.12%	-9.90%

Total Post Invoice Deduction



Pre Invoice Deduction

124.69 (23.27%)



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Sales View



Marketing View



Supply Chain View

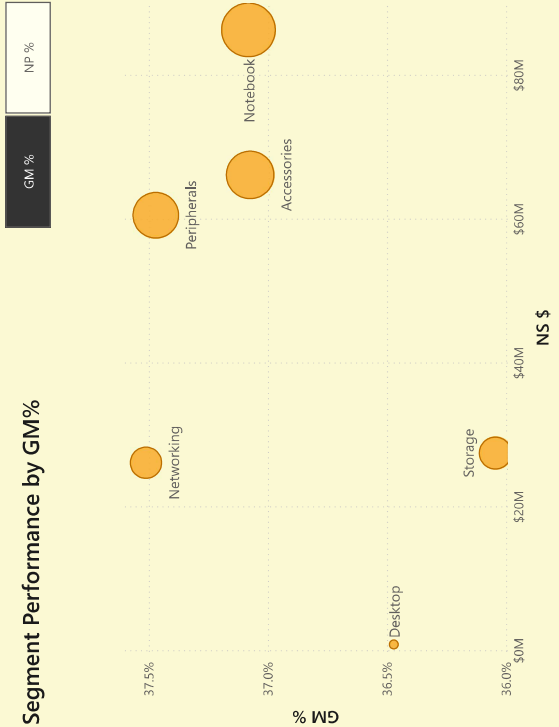


Executive View

BUSINESS INSIGHTS 360



Segment Performance by GM%



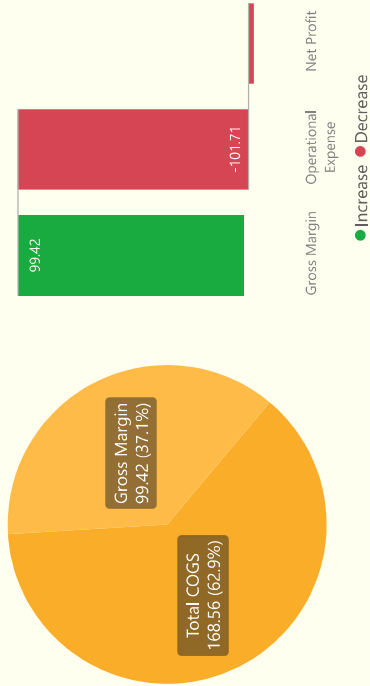
Market

Segment Performance

Segment

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
Networking	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Peripherals	\$60.63M	37.47%	-0.29M	-0.48%	-115.99%
Accessories	\$66.23M	37.07%	-0.56M	-0.85%	-136.33%
Notebook	\$86.39M	37.08%	-0.79M	-0.92%	-140.20%
Storage	\$27.56M	36.05%	-0.49M	-1.78%	-185.03%
Desktop	\$0.95M	36.47%	-0.03M	-2.88%	
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%

Net Sales & Gross Margin Bifurcation





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Forecast Accuracy %
72.99%

LY: 86.45% | -15.57% ▼

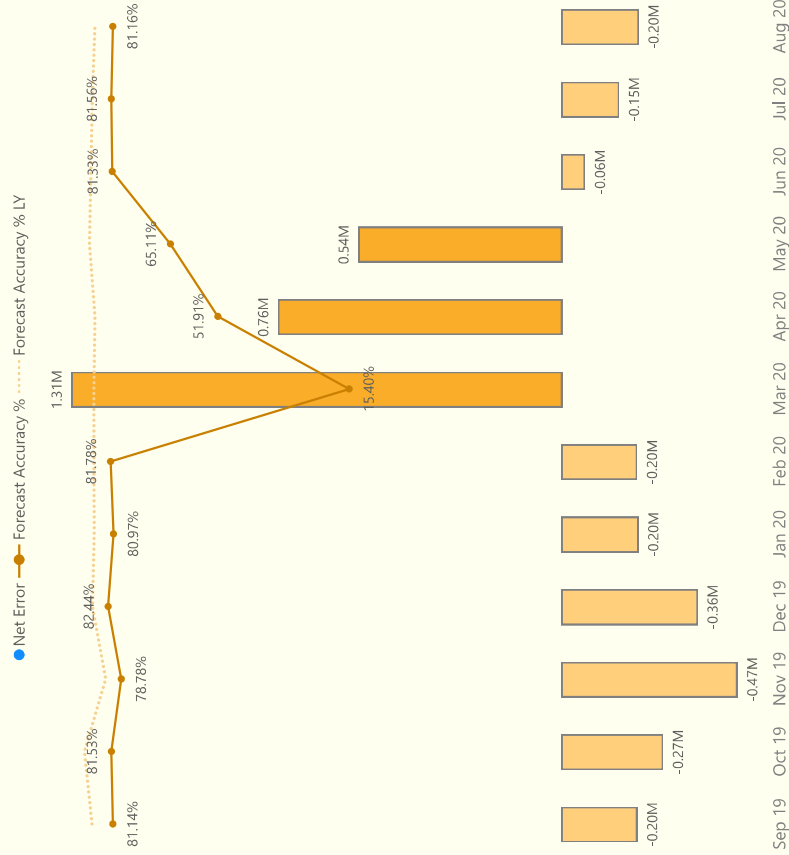
Net Error \$
492K

LY: 0.64M | -22.88% ▲

Absolute Error \$
6M

LY: 1.55M | 271.06% ▼

Accuracy/Net Error Trend



Key Metrics By Customer

Customer	FA %	FA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	330.68K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544.33K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39.16K	19.9%	EI
Mbit	49.13%	55.20%	6.92K	6.5%	EI
Expert	48.84%	64.24%	32.55K	14.5%	EI
Amazon	48.43%	78.07%	-917.37K	-31.9%	OOS
UniEuro	45.77%	32.17%	62.61K	27.5%	EI
Elkjøp	45.00%	12.35%	78.22K	39.3%	EI
Nomad Stores	43.96%	45.05%	85.61K	34.9%	EI
Total	72.99%	86.45%	491.60K	2.3%	EI

Key Metrics By Product

Segment	FA %	FA % LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698.49K	14.9%	EI
Notebook	76.65%	83.02%	146.64K	22.6%	EI
Peripherals	75.18%	85.06%	193.48K	7.4%	EI
Accessories	71.42%	90.20%	-167.82K	-1.4%	OOS
Desktop	70.07%	-0.05K	-0.05K	-2.0%	OOS
Networking	52.50%	81.50%	-379.13K	-28.9%	OOS
Total	72.99%	86.45%	491.60K	2.3%	EI



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Net Sales \$

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Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼



Net Profit %

-0.85%

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Forecast Accuracy %

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LY: 86.45% | -15.57% ▼



Revenue Contribution

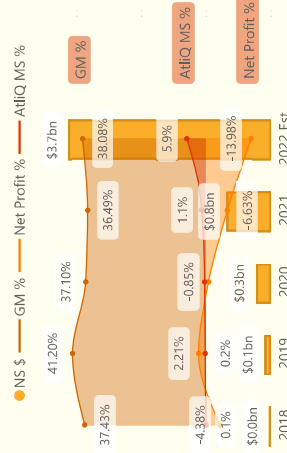
Division

Channel

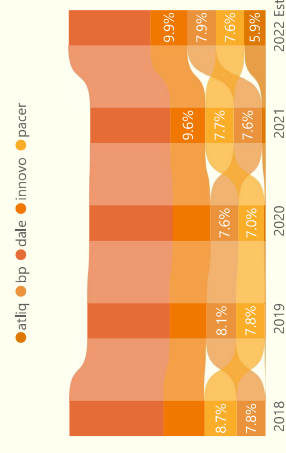


Direct ● Distributor ● Retailer

Trend: Key Metrics Over Years



Trend: Revenue Contribution Over Years



Top 5 Customers by Net Sales

Customer	RC %	GM %
Amazon	18.6%	37.96% ↓
Atliq e Store	11.8%	37.47% ↓
AtliQ Exclusive	8.6%	45.79% ↓
Flipkart	4.1%	33.54% ↓
Sage	3.1%	31.22% ↓
Total	46.2%	38.44%

Top 5 Products by Net Sales

Product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96% ↓
AQ BZ Gen Y	4.5%	36.99% ↓
AQ Wi Power Dx1	4.4%	36.97% ↓
AQ Lite	4.3%	36.47% ↓
AQ BZ Compact	4.3%	36.47% ↓
Total	22.9%	37.02%

Key Insights by Sub-Zone

Sub-Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87% ↓	9.4%	EI	0.57%
India	\$64.73M	24.2%	32.07%	-14.73% ↓	-0.8%	OOS	0.84%
NA	\$62.21M	23.2%	39.35%	-1.79% ↑	-22.1%	OOS	0.27%
NE	\$30.68M	11.4%	37.97%	-4.58% ↑	8.3%	EI	0.34%
SE	\$25.11M	9.4%	37.64%	6.98% ↓	11.0%	EI	1.07%
ANZ	\$16.80M	6.3%	42.36%	12.62% ↓	24.2%	EI	0.10%
LATAM	\$2.00M	0.7%	30.96%	-0.08% ↓	1.2%	EI	0.03%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.36%



TRENDS

Net Sales Vs Gross Margin %

Net Sales

\$4.97bn

TARGET NOT AVAILABLE

Gross Margin %

37.83%

TARGET NOT AVAILABLE

