



Business Insights 360



Info

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



Finance View

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



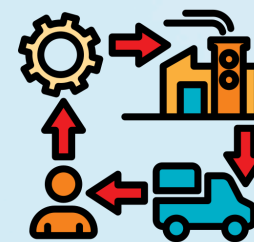
Sales View

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



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
Sum of gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
Sum of Net_invoice_sales_Amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
Sum of Post_Invoice_deduction_amt	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
Sum of Freight_cost	\$0.73M	\$2.64M	\$7.16M	\$22.05M	\$100.49M	\$133.07M
Sum of Other_cost	\$0.09M	\$0.51M	\$1.10M	\$3.39M	\$15.52M	\$20.61M
Sum of Manufacturing_cost	\$17.40M	\$62.34M	\$160.30M	\$497.78M	\$2,197.28M	\$2,935.09M
Sum of Post_Invoice_other_deduction_amt	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M



region, market
All

customer
All

segment, category
All



\$823.85M✓
BM: 267.98M
(+207.43%)

Net Sales

36.49%!
BM: 37.10%
(-1.65%)

Gross Margin

-6.63%!
BM: -0.85%
(-676.38%)

Net Profit %

Profit and Loss Statement

Line Item	2021	LY	YoY Chg	YoY Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	54.65	2.22	52.26	2352.22

2019 2020 **2021** 2022 Est

Q1 Q2 Q3 Q4

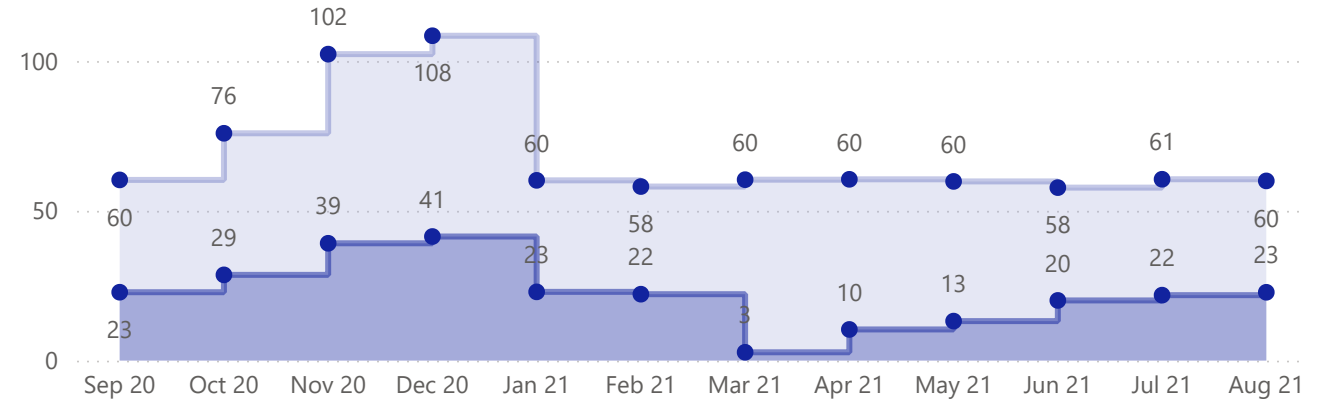
YTD YTG

vs LY

vs target

Net Sales Performance overtime

Selected Year -1 Selected Year



Top/Bottom Products & Customers by Net Sales

region	P&L Values	YoY Chg %
LATAM	3.16	58.40
NA	177.94	186.03
APAC	441.98	198.67
EU	200.77	259.88
Total	823.85	207.43

segment	P&L Values	YoY Chg %
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

BM = Benchmark, LY = Last year



region, market

customer

segment, category

All

All

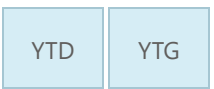
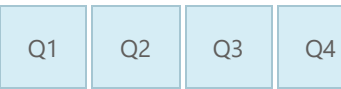
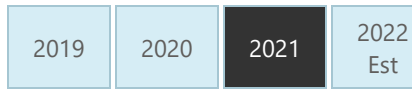
All

Sales metrics by Segment and Products

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
Atliq e Store	\$70.31M	26.40M	37.54%
AltiQ Exclusive	\$69.15M	31.88M	46.10%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsociety	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Propel	\$14.14M	5.34M	37.77%
Novus	\$12.91M	4.26M	32.97%
Total	\$823.85M	300.63M	36.49%

Sales Metrics by region and country

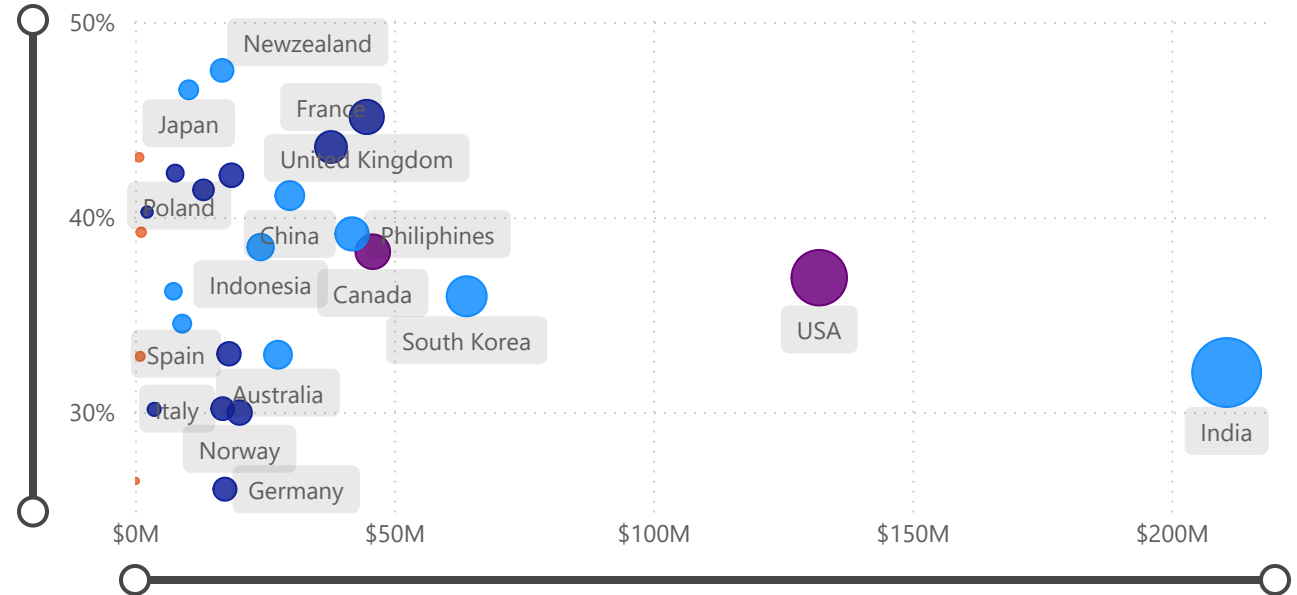
segment	NS \$	GM \$	GM %
Desktop	\$46.43M	16.79M	36.17%
Notebook	\$266.49M	97.12M	36.45%
Accessories	\$244.85M	89.30M	36.47%
Peripherals	\$166.51M	60.81M	36.52%
Networking	\$45.16M	16.60M	36.75%
Storage	\$54.42M	20.00M	36.75%
Total	\$823.85M	300.63M	36.49%



Performance Matrix

NS \$, GM %, NS \$ and GM % by market and region

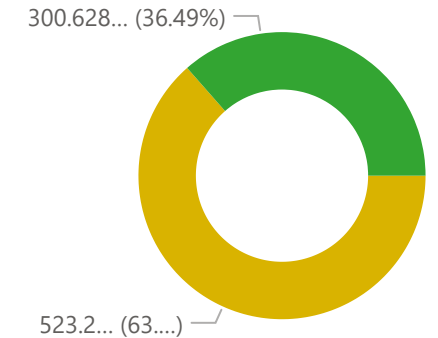
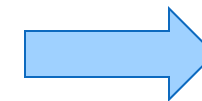
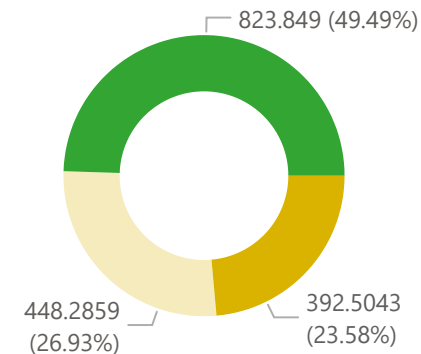
region APAC EU LATAM NA



Unit Matrix

Pre Invoic... Total Pos... Net Sales

Total COGS Gross Margin





region, market

All

customer

All

segment, category

Desktop

Marketing Metrics by Segment and Products

segment	NS \$	GM \$	GM %	NP \$	NP %
+ Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Total	\$46.43M	16.79M	36.17%	-3.27M	-7.04%

Marketing Metrics by region and country

region	NS \$	GM \$	GM %	NP \$	NP %
+ APAC	\$24.98M	8.74M	34.99%	-1.96M	-7.83%
+ NA	\$10.15M	3.75M	36.97%	-1.42M	-13.99%
+ LATAM	\$0.13M	0.05M	37.09%	0.01M	5.64%
+ EU	\$11.17M	4.25M	38.08%	0.10M	0.87%
Total	\$46.43M	16.79M	36.17%	-3.27M	-7.04%

2019202020212022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

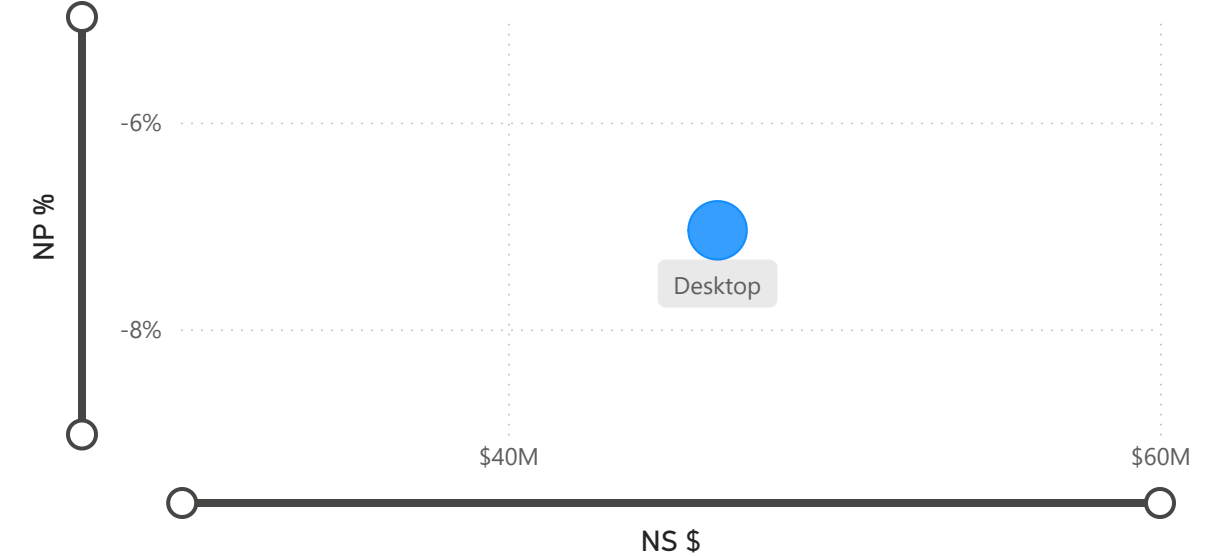
vs target

Show GM%

Performance Matrix

NS \$, NP %, NS \$ and GM % by segment and division

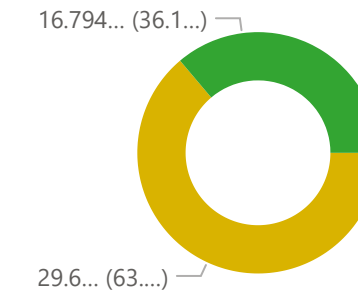
division ● PC



Unit Matrix

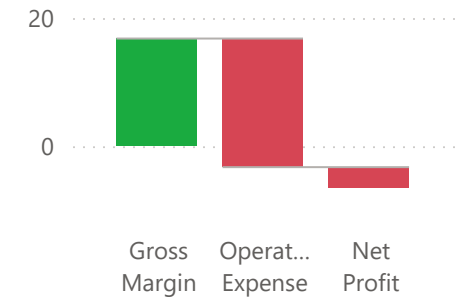
P & L Values by Description

● Total COGS ● Gross Margin



P & L Values by Description

● Increase ● Decrease





region, market
All

customer
All

segment, category
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY

vs target

80.21%✓
LY: 72.99% (+9.88%)

-0.75M✓
LY: 0.49M (-252.91%)

9.78M!
LY: 5.74M (+70.3%)

Forecast Accuracy

Net Error

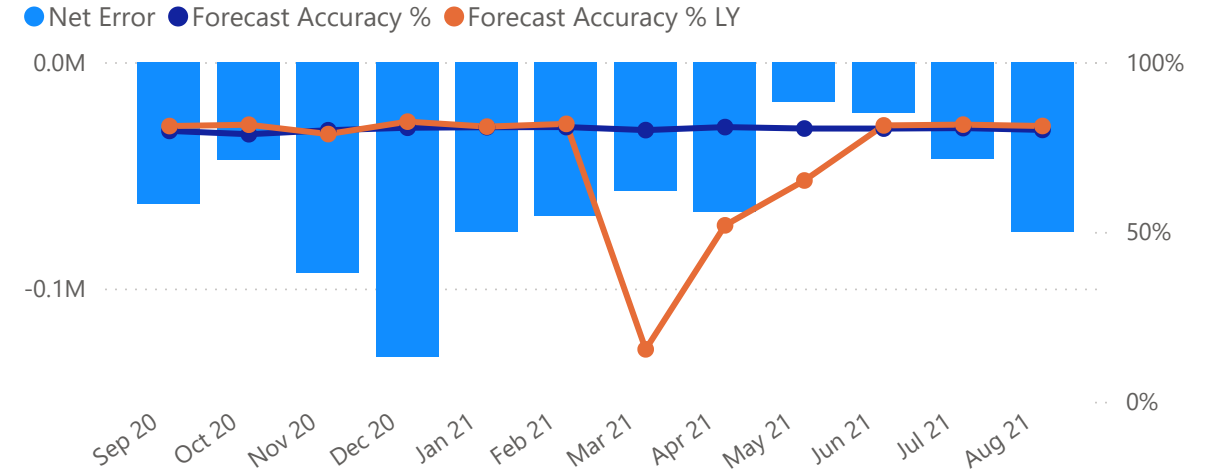
ABS Error

Key Metrics by Customer

customer	Net Error	FA %	Risk	Net Error %	FA % LY
Atliq e Store	-94643	74.59%	OOS	-2.30%	55.24%
Amazon	-155116	74.54%	OOS	-2.35%	48.43%
AltiQ Exclusive	-191800	71.15%	OOS	-5.73%	56.78%
Mbit	51220	62.34%	EI	14.05%	49.13%
Euronics	58391	60.79%	EI	15.34%	42.25%
Expert	69286	60.67%	EI	11.97%	48.84%
Boulangier	81786	58.77%	EI	18.34%	38.12%
UniEuro	173583	58.22%	EI	23.54%	45.77%
Radio Popular	72810	56.74%	EI	15.52%	50.36%
Power	22117	56.72%	EI	13.18%	40.19%
Flawless Stores	20844	56.29%	EI	13.52%	38.59%
Argos (Sainsbury's)	8033	56.08%	EI	4.14%	43.27%
Info Stores	16776	55.99%	EI	11.25%	35.71%
Premium Stores	75214	55.64%	EI	19.87%	42.85%
Sorefoz	22682	55.21%	EI	6.49%	41.33%
Electricalslance	-4143	54.69%	OOS	-2.48%	41.81%
Total	-751714	80.21%	OOS	-1.52%	72.99%

Accuracy / Net Error trend

Net Error, Forecast Accuracy % and Forecast Accuracy % LY by Date



Key Metrics by Products

segment	Net Error	Forecast Accuracy %	Forecast Accuracy % LY	NP %	Risk
Networking	227056	90.40%	52.50%	-6.44%	EI
Desktop	16205	84.37%	70.07%	-7.04%	EI
Storage	1507656	83.54%	81.01%	-6.36%	EI
Peripherals	-318194	83.23%	75.18%	-6.62%	OOS
Notebook	-51254	79.99%	76.65%	-6.64%	OOS
Accessories	-2133183	77.66%	71.42%	-6.65%	OOS
Total	-751714	80.21%	72.99%	-6.63%	OOS



region, market
All

customer
All

segment, category
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs target

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Gross Margin %

-6.63%!
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Net Profit %

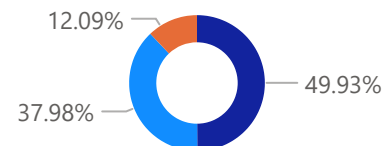
80.21%✓
LY: 72.99%
(+9.88%)

Forecast Accuracy

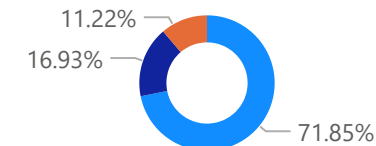
Key Insights by Sub zone

sub_zone	NS \$	GM %	NP %	RC %	Net Error %	Risk	Atliq MS%
India	\$210.7M	32.03%	↑ -24.7%	25.57%	3.90%	EI	2.45%
ROA	\$186.9M	38.34%	8.2%	22.69%	-21.55%	OOS	1.47%
NA	\$177.9M	37.23%	↑ -13.7%	21.60%	-7.06%	OOS	0.76%
NE	\$109.3M	38.03%	-1.1%	13.27%	11.27%	EI	1.17%
SE	\$91.5M	38.71%	4.4%	11.10%	10.56%	EI	3.63%
ANZ	\$44.4M	38.46%	↑ 7.3%	5.39%	-5.19%	OOS	0.28%
LATAM	\$3.2M	37.54%	6.2%	0.38%	5.32%	EI	0.05%
Total	\$823.8M	36.49%	-6.6%	100.00%	-1.52%	OOS	1.06%

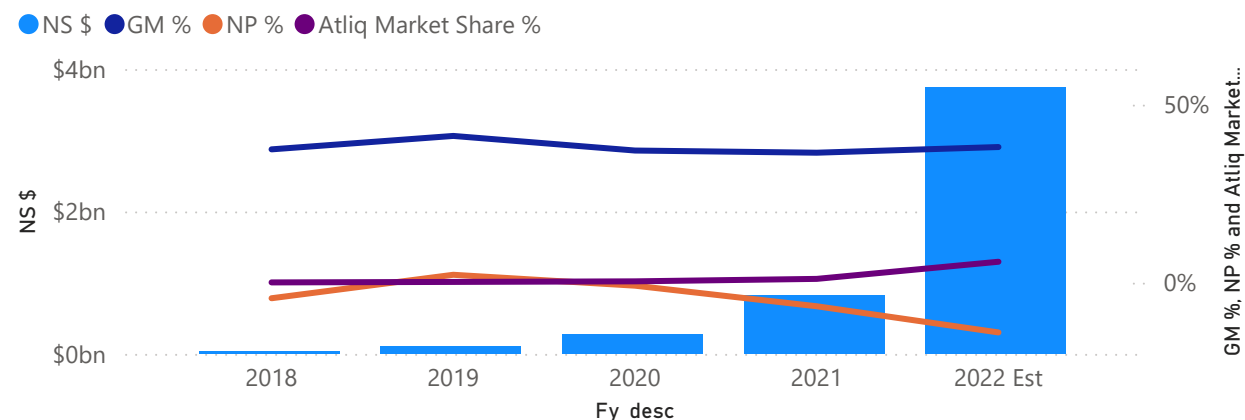
Revenue by Division



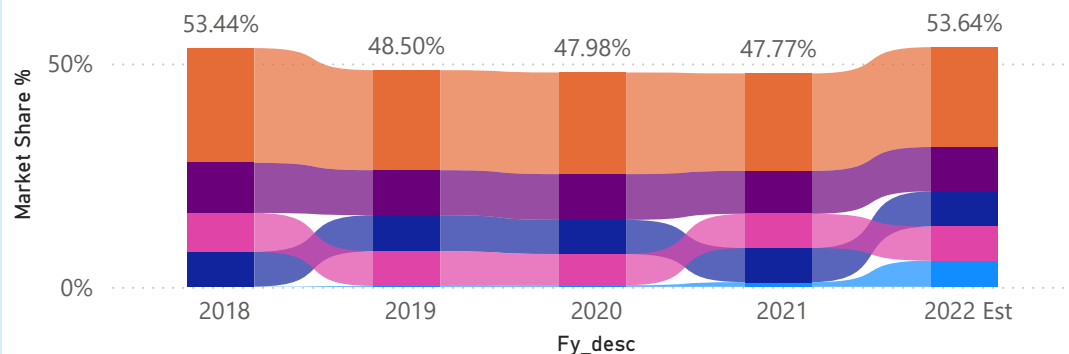
Revenue by Channel



Atliq Market Share Trend



Manufacturer atliq bp dale innovo pacer



Top 5 Customers by revenue

customer	RC %	GM %
Sage	3.29%	35.16%
Flipkart	3.07%	30.23%
Atliq e Store	8.53%	37.54%
Amazon	13.23%	35.40%
AltIQ Exclusive	8.39%	46.10%
Total	36.51%	37.90%

Top 5 products by revenue

product	RC %	GM %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
AQ Trigger	3.27%	36.89%
AQ Qwerty	3.38%	37.09%
Total	16.32%	36.52%

BM = Benchmark, LY = Last year, OOS =Out of stock, EI = Excess Inventory

NS and GM % for

