



Business Insight 360



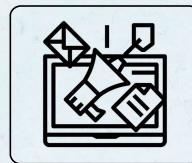
Info



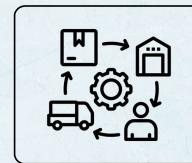
Finance View



Sales View



Marketing



Supply Chain view



Executive View



Support

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Get your **issues resolved** by connecting to our support specialist.



region, market ▾ customer ▾ segment, category, p... ▾

All All All

2018 2019 2020 2021

2022
Est

Q1 Q2 Q3 Q4

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 %

Profit and 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



Top / Bottom Products & Customers by Net sales

region	P&L values	P&L chg%
+ EU	775.48	-1.13
+ NA	1,022.09	-1.24
+ LATAM	14.82	-1.60
APAC	1,923.77	-2.48
+ Bangladesh	36.41	0.62
+ China	147.43	0.56
+ Newzealand	70.45	0.13
+ South Korea	300.59	-1.24
+ Australia	119.33	-2.01
Atolia Exclusive	19.42	-84.06
Total	3,736.17	-1.86

segment	P&L values	P&L chg%
+ Accessories	454.10	-88.07
+ Desktop	711.08	-81.32
+ Networking	38.43	-98.99
+ Notebook	1,580.43	-58.49
+ Peripherals	897.54	-76.42
+ Storage	54.59	-98.57
Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



region, market ▾ customer ▾ segment, category, p... ▾

All All All

2018 2019 2020 2021

2022
Est

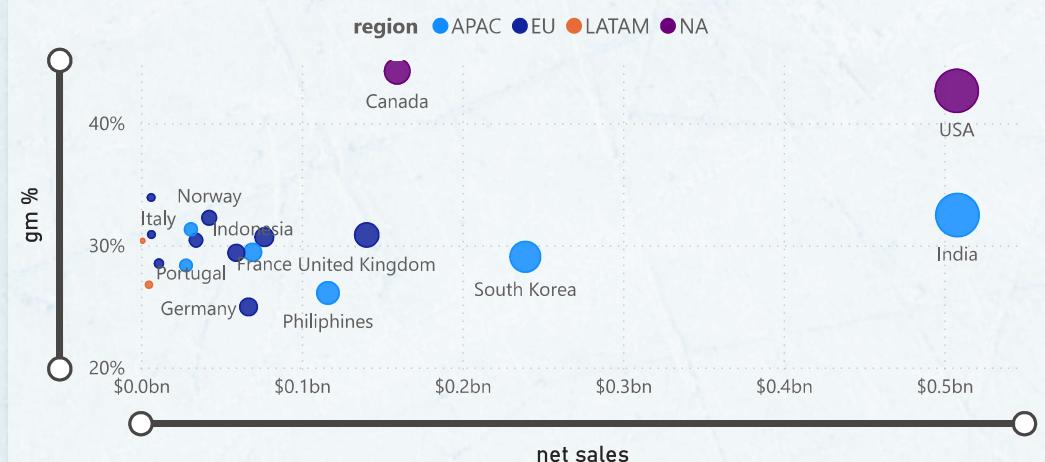
Q1 Q2 Q3 Q4 YTD YTG

0%

Customer Performance

customer	net sales	gm	gm %
Relief	\$30.72M	14.92M	48.55%
Circuit City	\$52.42M	24.51M	46.77%
Neptune	\$105.69M	49.36M	46.70%
Premium Stores	\$27.49M	12.72M	46.27%
Atliq Exclusive	\$361.12M	166.15M	46.01%
walmart	\$72.41M	33.06M	45.66%
Total	\$3,736.17M	1,422.88M	38.08%

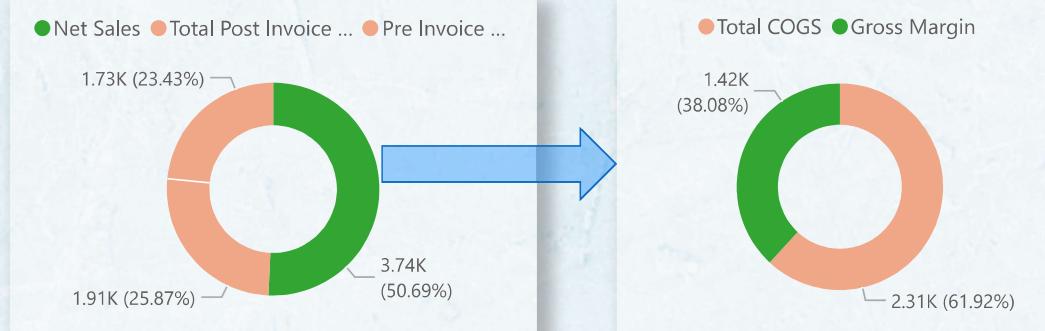
Performance Matrix



Product Performance

segment	net sales	gm	gm %
Accessories	\$454.10M	172.61M	38.01%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Desktop	\$711.08M	272.39M	38.31%
Total	\$3,736.17M	1,422.88M	38.08%

Key Metrics By Product



vs LY

vs Target



region, market ▾ customer ▾ segment, category, p... ▾

2018 2019 2020 2021 2022 Est

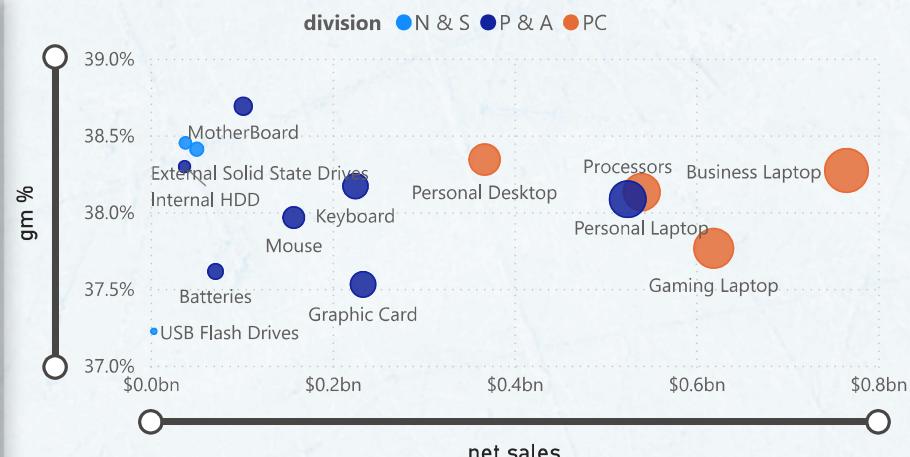
Q1 Q2 Q3 Q4 YTD YTG

Product Performance

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

Show NP%

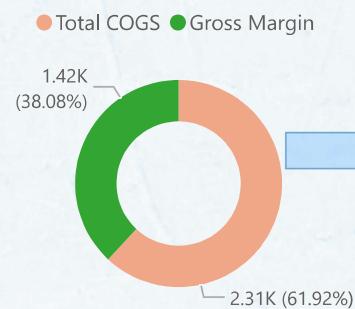
Performance Matrix



Region/Market/Customer Performance

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

Unit Economics



P&L values by Description





region, market ▾ customer ▾ segment, category, p... ▾

All All All

2018 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 acc % last year	Net Error	net error %	Risk
Zone	49.46%	50.30%	-19035.00	-6.56%	OOS
walmart	54.78%	50.12%	84334.00	12.08%	EI
Viveks	33.27%	43.03%	-129058.0	-28.95	OOS
			0	%	
Vijay Sales	30.76%	42.98%	-137937.0	-25.92	OOS
			0	%	
Unity Stores	8.32%	44.61%	-35536.00	-61.31	OOS
			0	%	
UniEuro	50.30%	58.22%	-89065.00	-23.90	OOS
			0	%	
Taobao	42.65%	44.98%	-13408.00	-7.14%	OOS
Synthetic	30.36%	37.93%	-191078.0	-36.09	OOS
			0	%	
Surface	51.75%	40.50%	-1204.00	2.28%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS
			.00		

Accuracy/Net Error Trend



Key Metrics By Product

segment	forecast accuracy %	forecast acc % last year	Net Error	net error %	Risk
[+] Accessories	87.42%	77.66%	341468.00	1.72%	EI
[+] Desktop	87.53%	84.37%	78576.00	10.24%	EI
[+] Networking	93.06%	90.40%	-12967.00	-1.69%	OOS
[+] Notebook	87.24%	79.99%	-47221.00	-1.69%	OOS
[+] Peripherals	68.17%	83.23%	-3204280.0	-31.83%	OOS
Total	81.17%	80.21%	-3472690.	-9.48%	OOS
			.00		



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All All All

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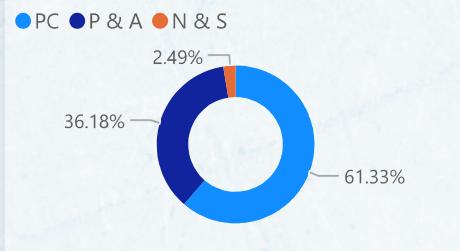
-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
BM: 80.21% (+1.2%)
Forecast Accuracy

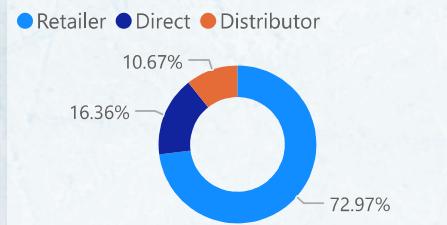
Key Insights By Sub Zone

SUB Zone	NS \$	RC %	GM %	Net profit %	Atliq MS%	net error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.87%	14.4% EI	
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.36%	-37.6% OOS	
SE	\$317.8M	8.5%	37.0%	-4.0%	16.40%	-55.5% OOS	
India	\$945.3M	25.3%	35.8%	-23.0%	13.26%	-24.4% OOS	
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.28%	3.4% EI	
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.32%	-4.6% OOS	
NE	\$457.7M	12.3%	32.8%	-18.1%	6.80%	-4.6% OOS	
Total	\$3,736.2M	100.0%	38.1% 	-14.0%	5.87%	-9.5% OOS	

Revenue by Division



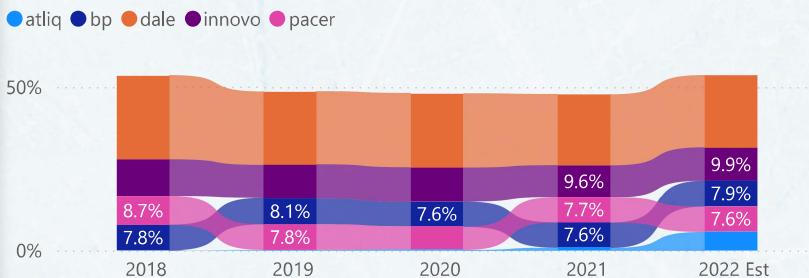
Revenue by Channel



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



Revenue by Division



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%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%

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