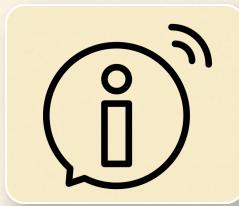




Business Insight 360



Info

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



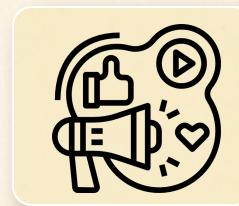
Finance View

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



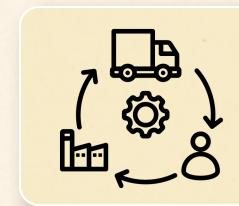
Sales View

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.



Support

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



region, market

All

segment, category, p...

All

customer

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$3.74bn

BM: \$0.82bn (+353.5%)

Net Sales

38.08%

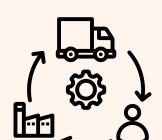
BM: 36.49% (+4.37%)

Gross Margin %

-13.98%

BM: -0.07 (-110.79%)

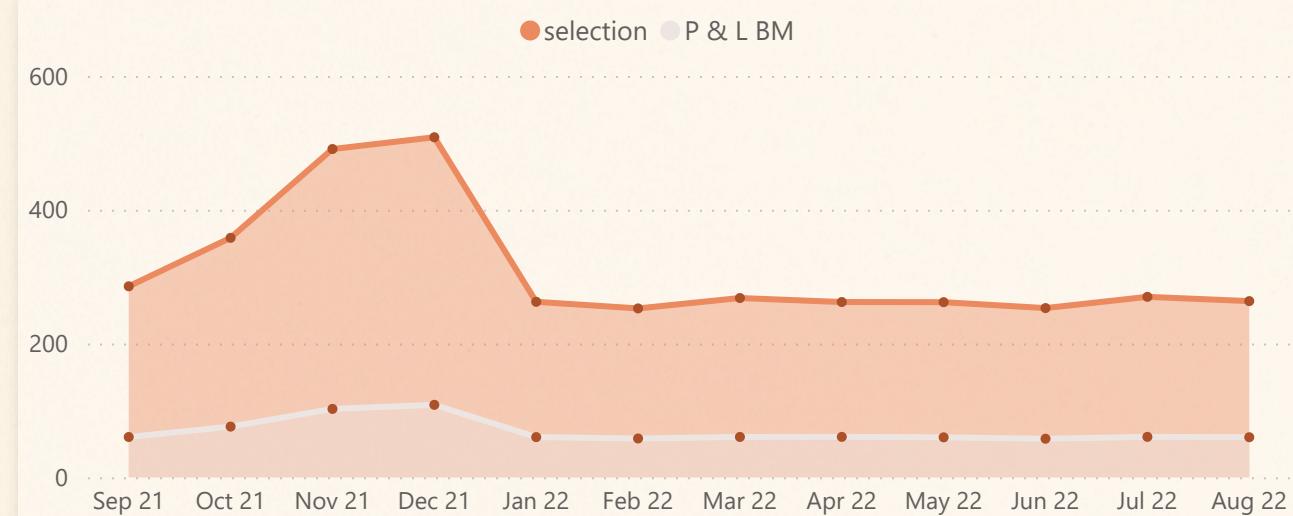
Net Profit %



Profit/Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Total Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net profit	-522.42	-54.65	-467.77	855.93
Net profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time



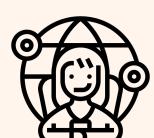
Top/Bottom Products & Customers by Net Sales

region	P & L values	YoY chg %	segment	P & L values	YoY chg %
+ APAC	1,923.77	335.27	+ Notebook	1,580.43	493.06
+ EU	775.48	286.26	+ Peripherals	897.54	439.03
+ LATAM	14.82	368.40	+ Desktop	711.08	1,431.55
+ NA	1,022.09	474.40	+ Accessories	454.10	85.46
Total	3,736.17	353.50	+ Storage	54.59	0.32
			+ Networking	38.43	-14.89

Footer Note: BM= Benchmark, LY= Last Year



region, market ▾ segment, category, p... ▾ customer ▾ Q1 Q2 Q3 Q4 2018 2019 2020 2021 2022 Est YTD YTG

**\$3.74bn**

LY: \$0.82bn (+353.5%)

Net Sales**1.42bn**

LY: 300.63M (+373.3%)

Gross Margin**38.08%**

LY: 36.49% (+4.37%)

Gross Margin %

vs LY

vs Target

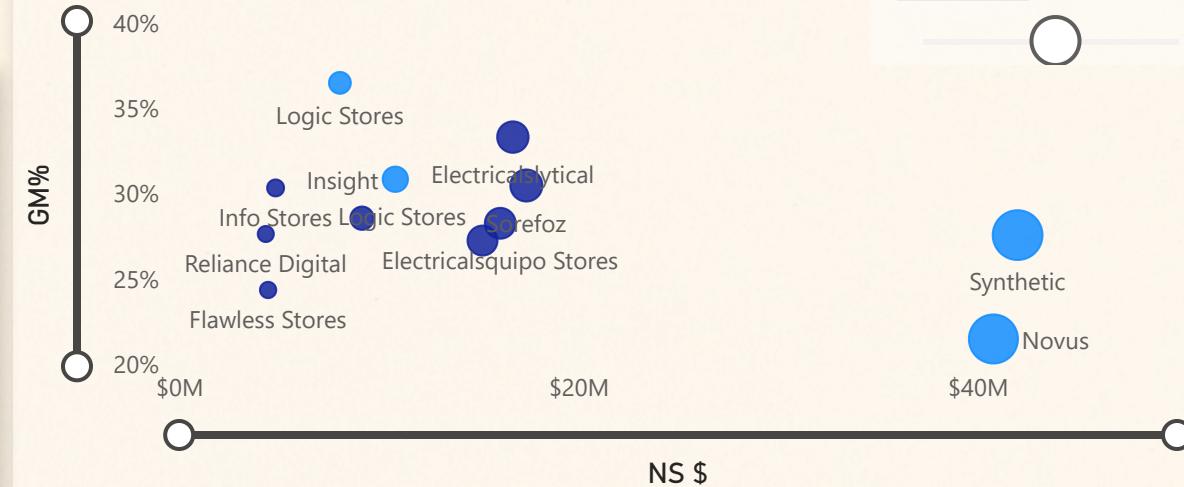
Key Matrix

0.10

customer	NS \$	GM \$	GM%
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atlia e Store	\$304.10M	112.15M	36.88%
Total	\$3,736.17M	1,422.88M	38.08%

Customer Performance

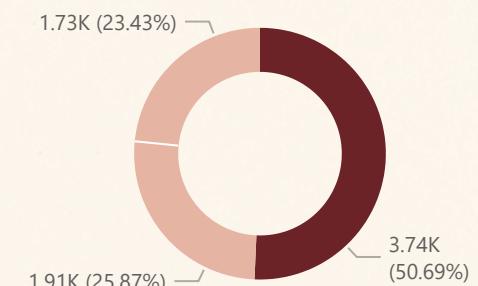
region APAC EU

**Product Performance**

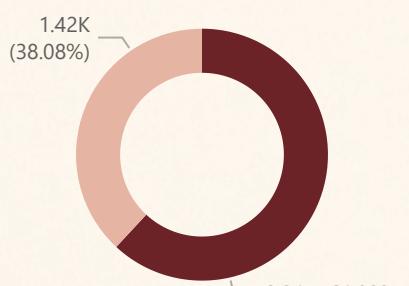
segment	NS \$	GM \$	GM%
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics

● Net Sales ● Total Post Invoic... ● Pre Invoic...



● Total COGS ● Gross Margin





region, market ▾ segment, category, p... ▾ customer ▾ Q1 Q2 Q3 Q4 2018 2019 2020 2021 2022 Est YTD YTG

**1.42bn**

LY: 300.63M (+373.3%)

Gross Margin**(\$522.42M)**

LY: -54.65M (-855.93%)

Net Profit**-13.98%**

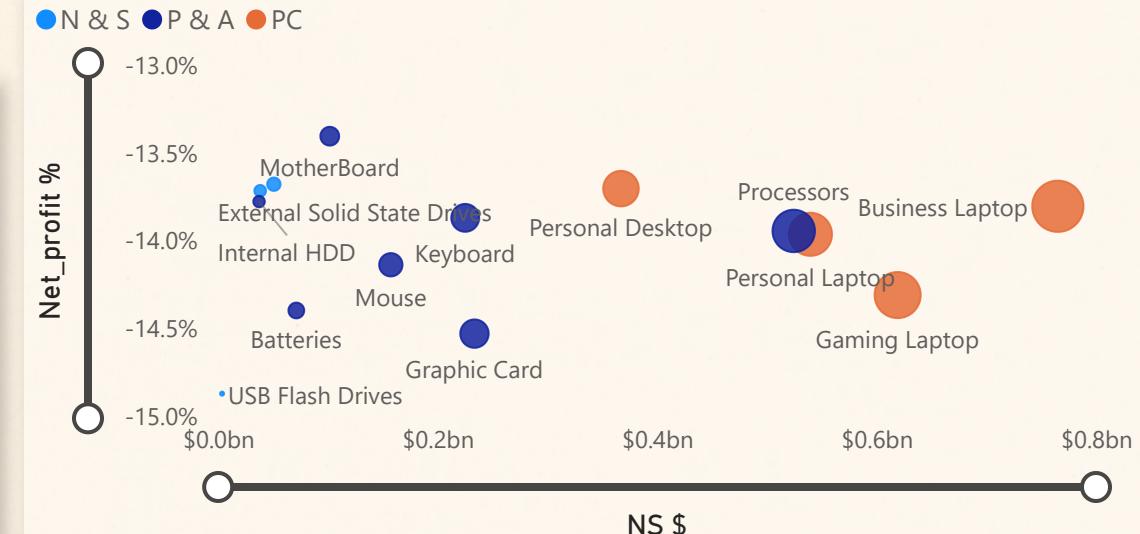
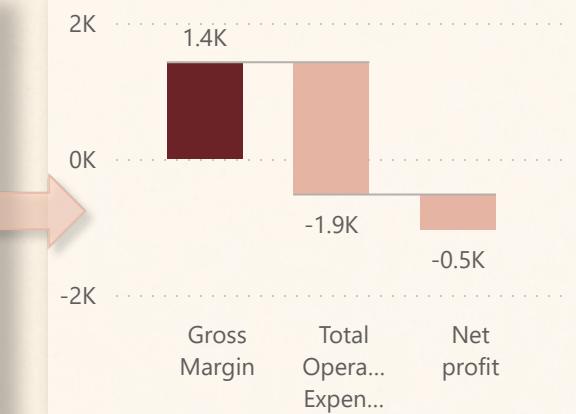
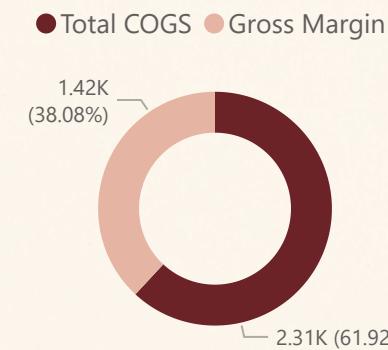
LY: -6.63% (-110.79%)

Net Profit %**Product Performance**

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

Region/Country/Customer Performance

region	NS \$	GM \$	GM%
APAC	\$1,923.77M	690.21M	35.88%
EU	\$775.48M	267.80M	34.53%
LATAM	\$14.82M	5.19M	35.02%
NA	\$1,022.09M	459.68M	44.97%
Total	\$3,736.17M	1,422.88M	38.08%

Show GM %**Key Matrix****Unit Economics**



region, market

All

segment, category, p...

All

customer

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

YTD

YTG



81.17%

LY: 80.21% (+1.2%)

Forecast Accuracy



6.90M

LY: 9.78M (-29.46%)

ABS Error



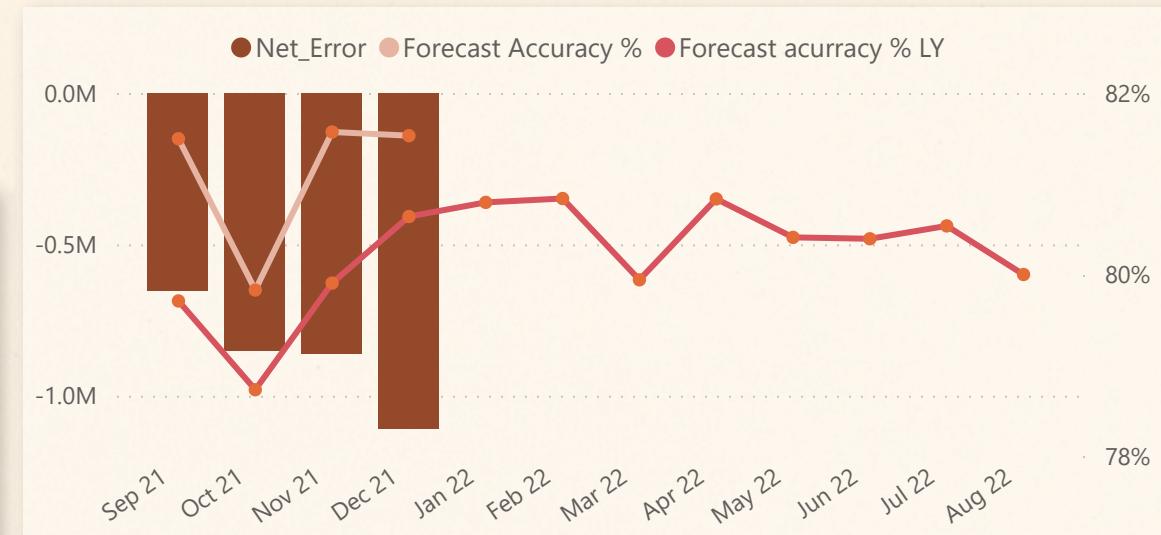
customer	Forecast Accuracy %	Forecast accuracy % LY	Net_Error	Net_Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Atliq Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

-3472.69K

LY: -751.71K (+361.97%)

Net Error

Accuracy/Net Error Trend



Key matrix by Product

segment	Forecast Accuracy %	Forecast accuracy % LY	Net_Error	Net_Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS



region, market ▾ segment, category, p... ▾ customer ▾ 2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

\$3.74bn
BM: \$0.82bn (+353.5%)

Net Sales

38.08%
BM: 36.49% (+4.37%)

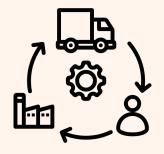
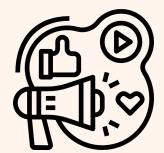
Gross Margin %

-13.98%
BM: -0.07 (-110.79%)

Net Profit %

81.17%
LY: 80.21% (+1.2%)

Forecast Accuracy

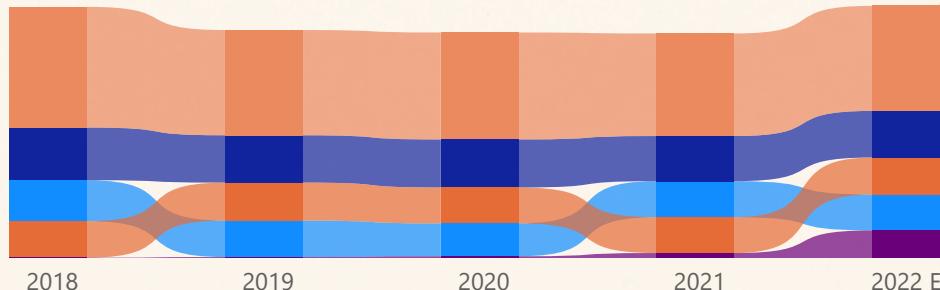


Key Insights by subzone

sub_zone	NS \$	RC %	GM%	Atliq MS%	Net_profit %	Net_Error %	Risk
LATAM	\$15M	0.4%	35.0%	↓	0.00	-2.9%	3.4% EI
ANZ	\$190M	5.1%	43.5%		0.01	-7.4%	-37.6% OOS
NA	\$1,022M	27.4%	45.0%		0.05	-14.2%	14.4% EI
NE	\$458M	12.3%	32.8%	↓	0.07	-18.1%	-4.6% OOS
ROA	\$789M	21.1%	34.2%	↓	0.08	-6.3%	-4.6% OOS
India	\$945M	25.3%	35.8%		0.13	-23.0%	-24.4% OOS
SE	\$318M	8.5%	37.0%	↓	0.16	-4.0%	-55.5% OOS
Total	\$3,736M	100.0%	38.1%		0.06	-14.0%	-9.5% OOS

Market share % by manufacturers

pacer innovo dale bp atliq



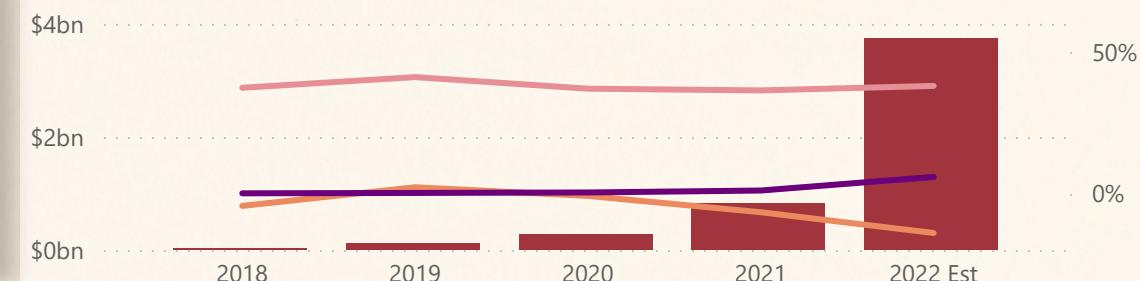
Revenue by Division

● PC ● P & A ● N & S



Yearly trend by revenue, GM%, NP%, Market Share %

● NS \$ ● GM% ● Net_profit % ● Atliq Market Share%



Top 5 Customer by Revenue

customer	RC %	GM%
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9% ↓
Atliq Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
Total	38.2%	39.2%

Top 5 Product by Revenue

product	RC %	GM%
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4% ↓
AQ Smash 2	4.1%	37.4%
Total	23.2%	38.1%

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