Business Insights 360

24/02/2024 06:31 PM
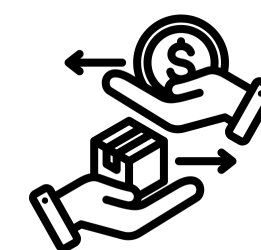
Dec 21

Finance View

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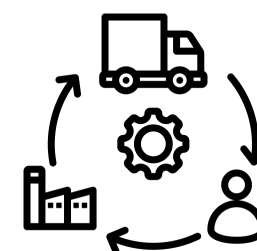
Sales View

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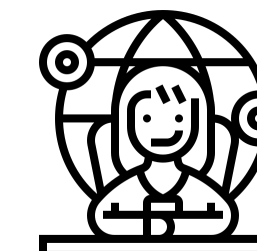
Marketing View

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.

FINANCE | SALES | MARKETING | SUPPLY CHAIN | EXECUTIVE

APPLIED FILTERS

Benchmark:	vs LY
Financial Year:	2022 Est

Clear Filters

ABBREVIATIONS

BM= Benchmark | LY = Last Year
GM = Gross Margin | NS = Net Sales
NP = Net Profit | Chg = Change
NE = Net Error | MS = Market Share
FA = Forecast Accuracy
EI = Excess Inventory
OOS = Out Of Stock
RC = Revenue Contribution

All values are in Million USD

$263.47M ✓
BM: 59.95M (+339.46%)
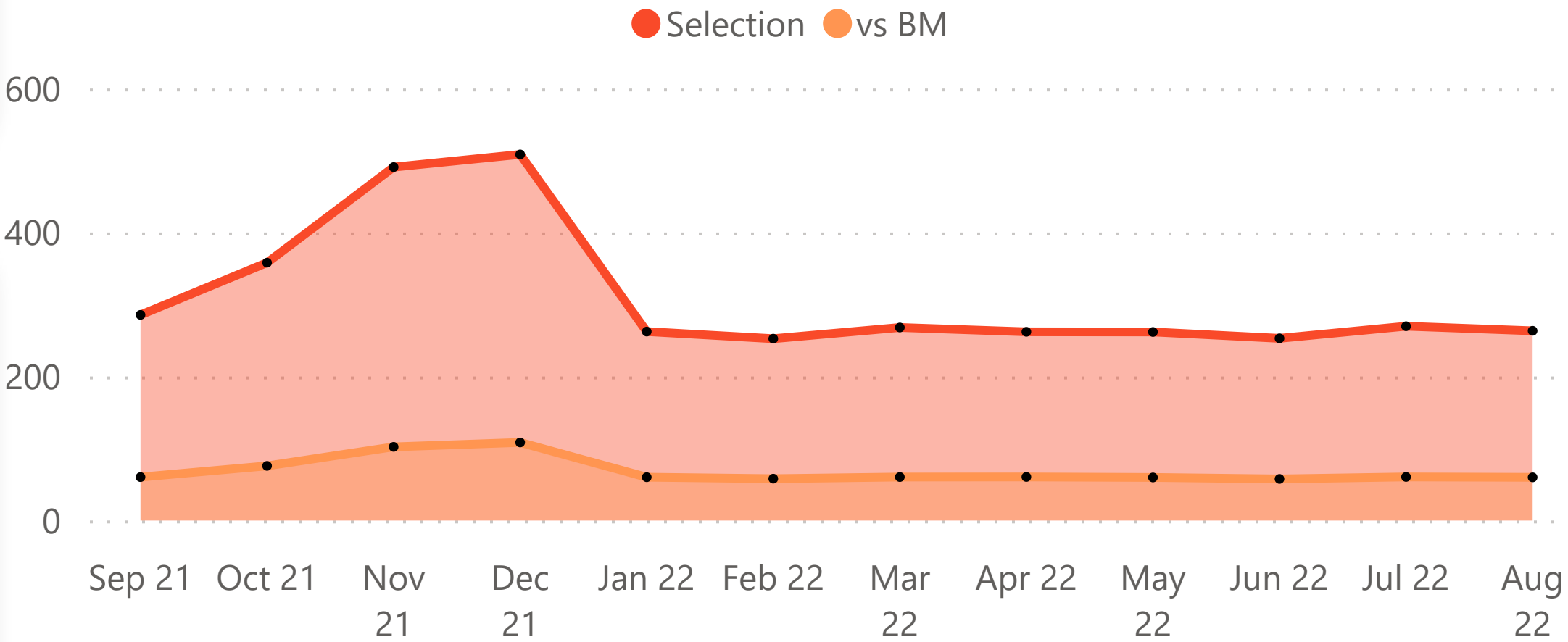**Net Sales**

37.66% ✓
BM: 36.34% (+3.64%)
Gross Margin %

-14.23% !
BM: -6.34% (-124.39%)
Net Profit %

Profit and 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
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

● Selection ● vs BM

(Line chart showing values from Sep 21 to Aug 22, with y-axis 0–600)

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg % ▲
⊞ EU	775.48	286.26
⊞ APAC	1,923.77	335.27
⊞ LATAM	14.82	368.40
⊞ NA	1,022.09	474.40
Total	**3,736.17**	**353.50**

segment	P & L Values	P & L Chg % ▲
⊞ Networking	38.43	-14.89
⊞ Storage	54.59	0.32
⊞ Accessories	454.10	85.46
⊞ Desktop	711.08	1,431.55
⊞ Peripherals	897.54	439.03
⊞ Notebook	1,580.43	493.06
Total	**3,736.17**	**353.50**

APPLIED FILTERS

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Financial Year:	2022 Est

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All values are in Million USD

Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	$182.77M	36.78%
AtliQ Exclusive	$361.12M	$166.15M	46.01%
AtliQ e Store	$304.10M	$112.15M	36.88%
Flipkart	$138.49M	$58.37M	42.14%
Sage	$127.86M	$40.31M	31.53%
Leader	$117.32M	$36.02M	30.70%
Neptune	$105.69M	$49.36M	46.70%
Ebay	$91.60M	$33.06M	36.09%
Acclaimed Stores	$73.36M	$29.58M	40.32%
walmart	$72.41M	$33.06M	45.66%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Matrix

region   ● APAC   ● EU

Gross Margin % Variance

10%
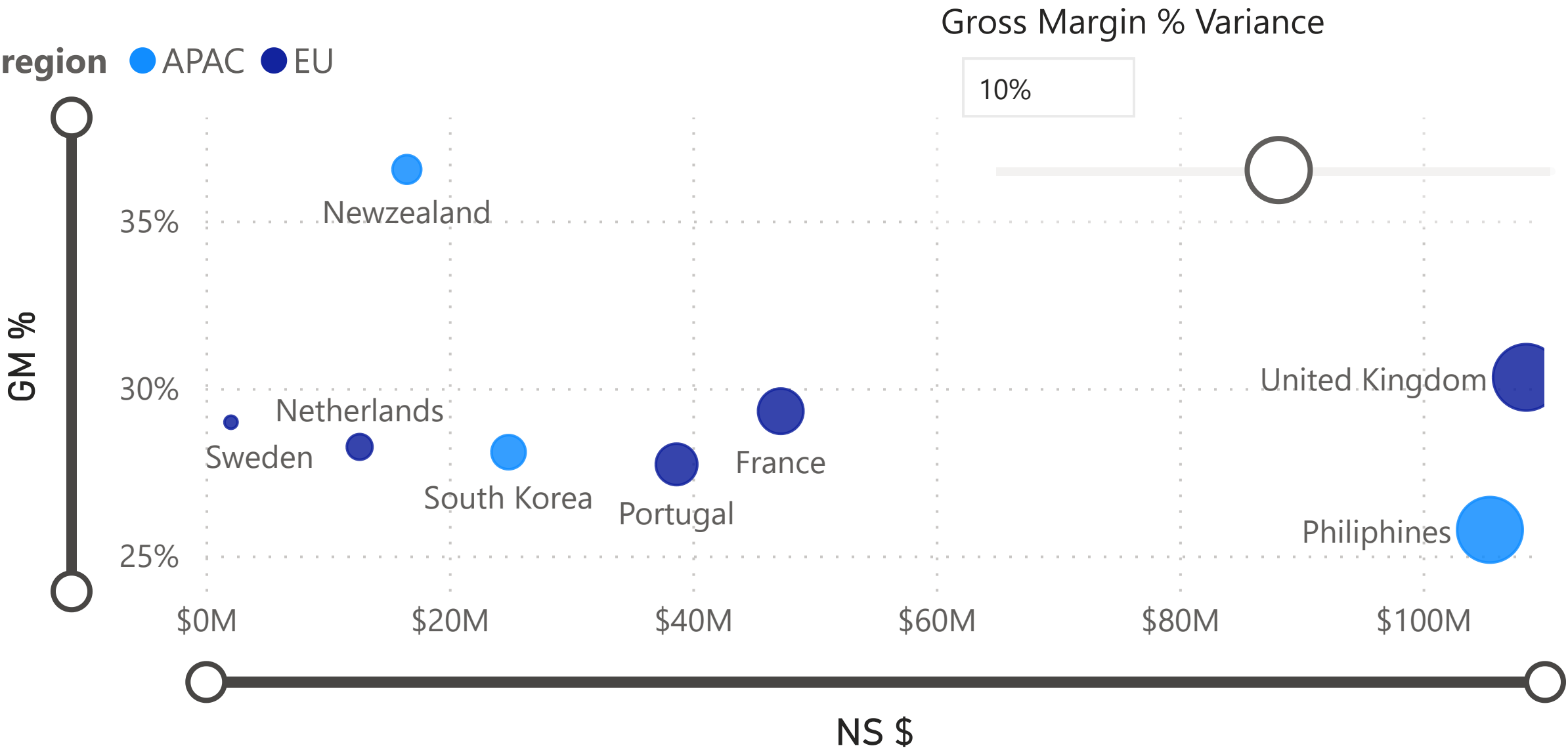
Product Performance

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

Unit Economics

● Net Sales ● Total Post Invoi... ● Pre Invoice ...
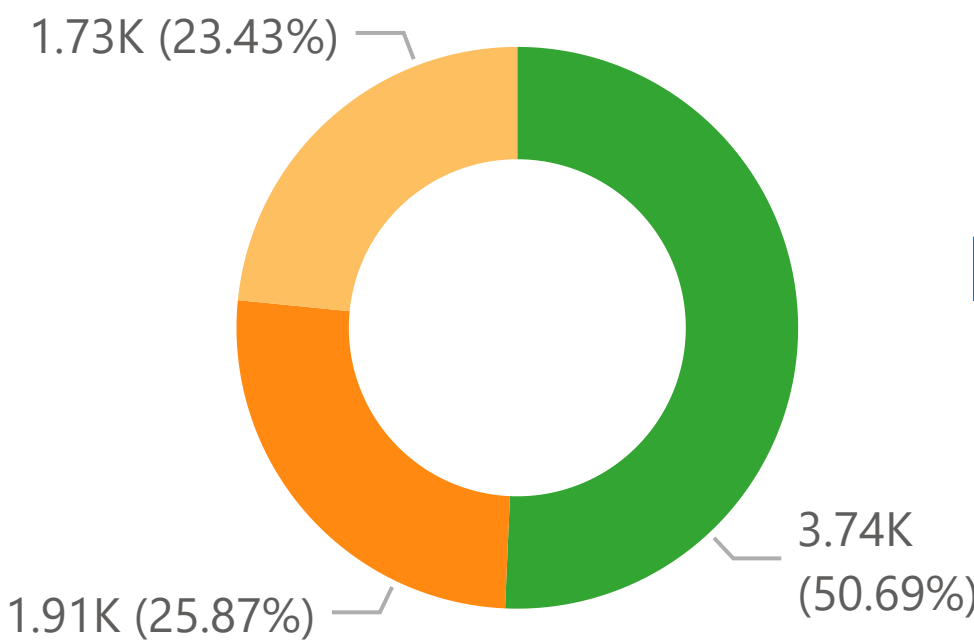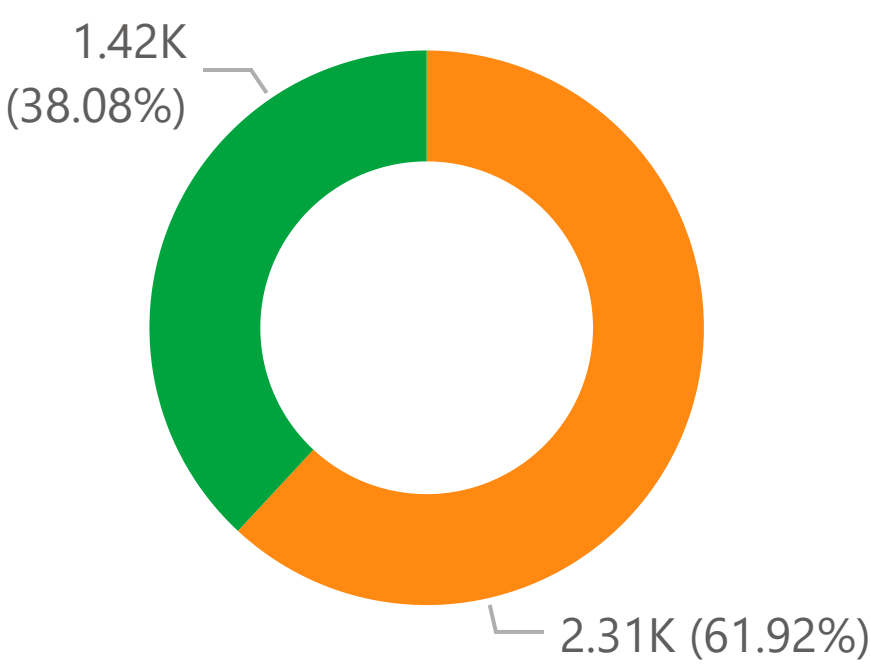
1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

APPLIED FILTERS

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Product Performance

segment	NS $	GM $	GM %	NP $	NP %
⊞ 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%

Performance Matrix

division ● N & S ● P & A ● PC

Show GM %

Net Profit % (y-axis) vs NS $ (x-axis)
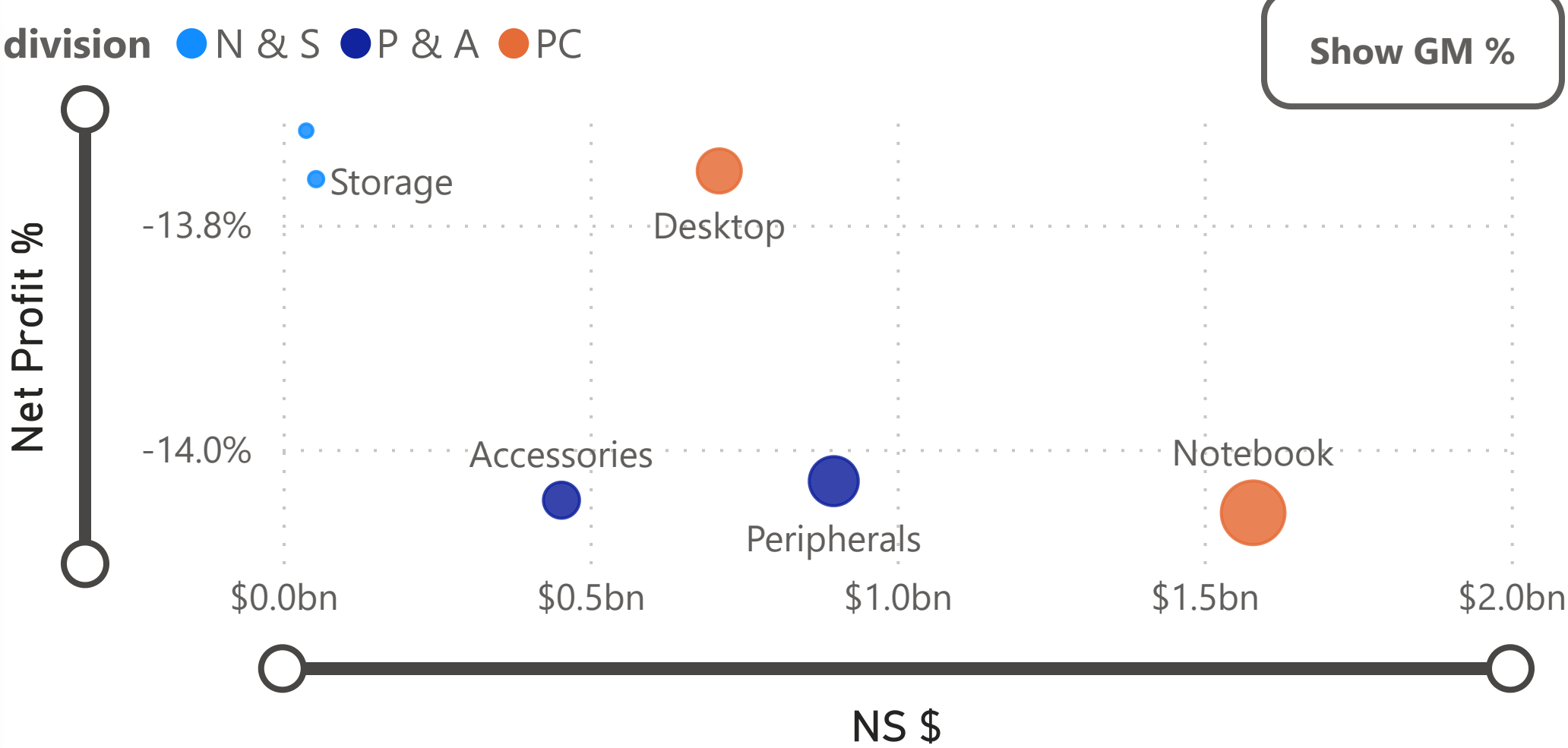
Region / Market / Customer Performance

region	NS $	GM $	GM %	NP $	NP %
⊞ APAC	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
⊞ NA	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%
⊞ EU	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
Total	$3,736.17M	$1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics
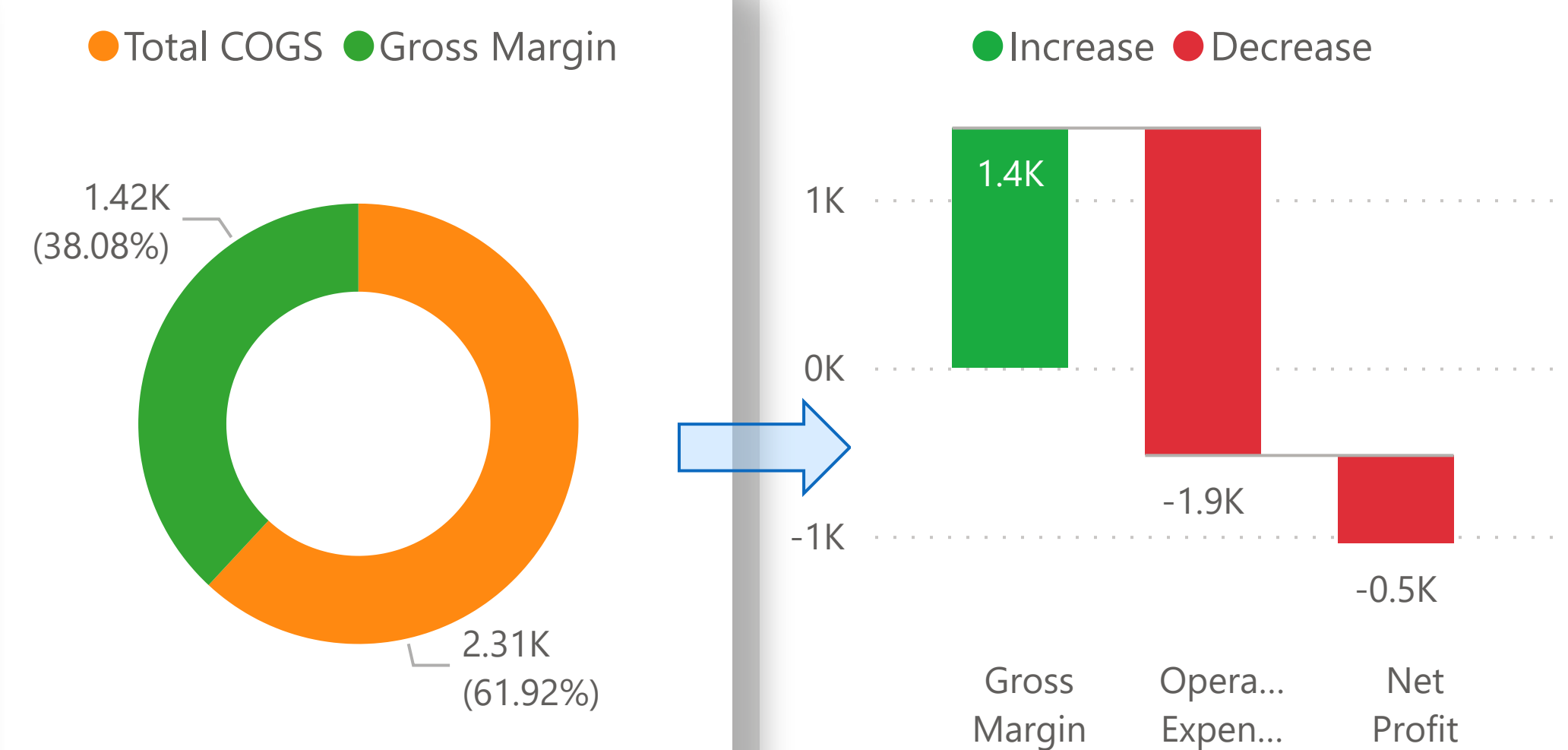
● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

● Increase ● Decrease

1.4K
-1.9K
-0.5K

Gross Margin | Opera... Expen... | Net Profit

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

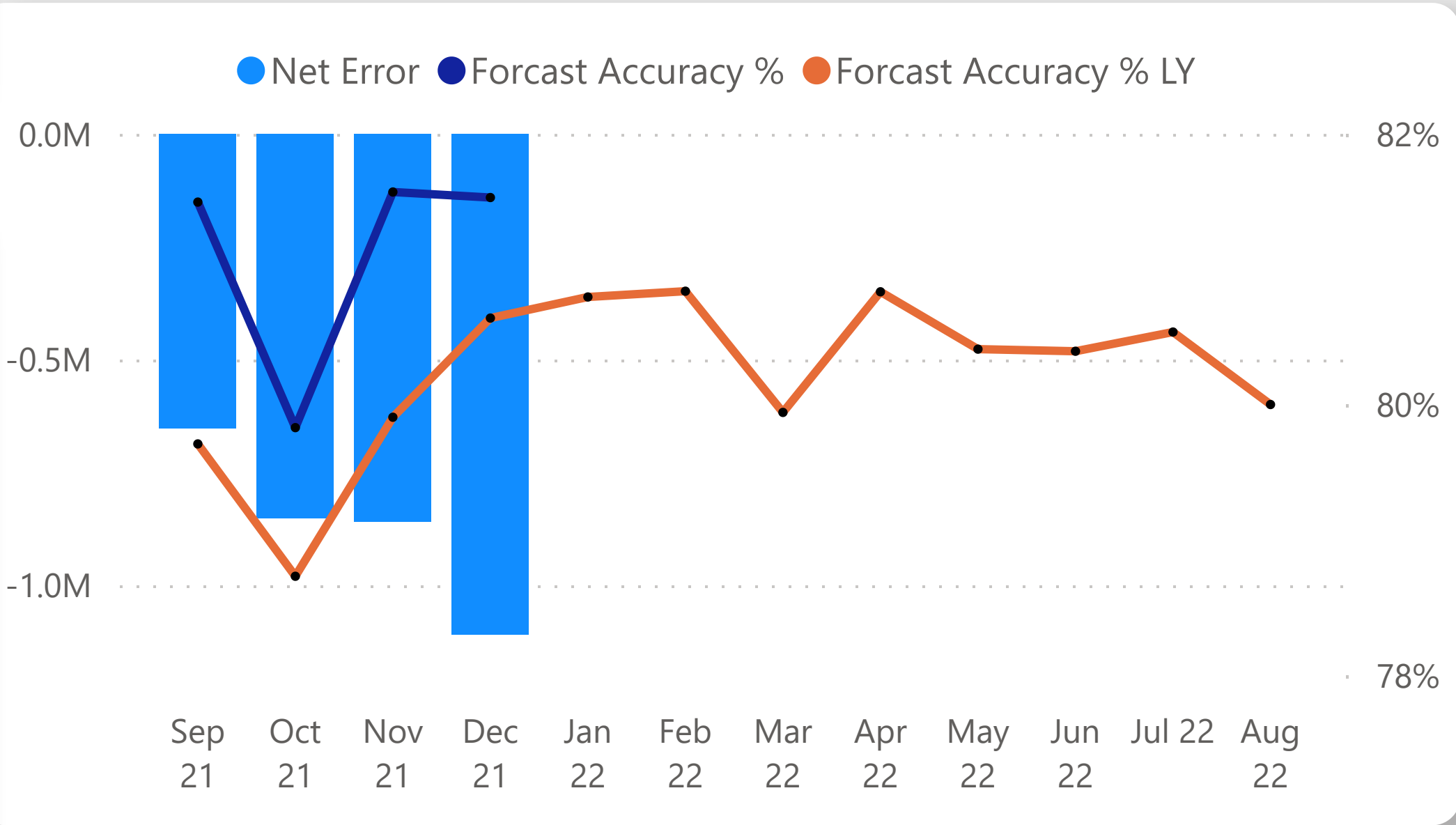**-3472.69K**✓
BM: -751.71K (+361.97%)
Net Error

6899.04K✓
BM: 9780.74K (+29.46%)
ABS Error

### Key Metrics by Customer

customer	FA %	FA % LY	NE	NE %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend

● Net Error ● Forcast Accuracy % ● Forcast Accuracy % LY

0.0M
-0.5M
-1.0M

82%
80%
78%

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22

Key Metrics by Product

segment	FA %	FA % LY	NE	NE %	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
Total	81.17%	80.21%	-3472690	-9.48%	OOS
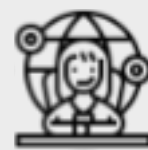
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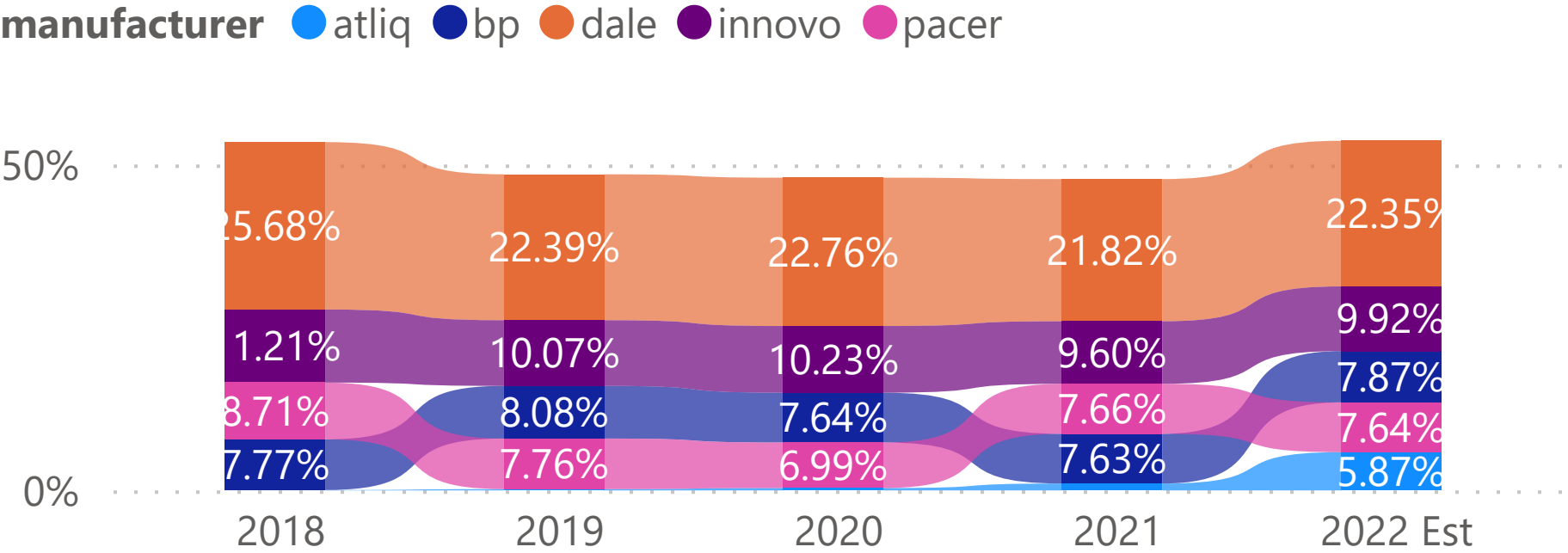BM: 36.34%
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Forecast Accuracy %

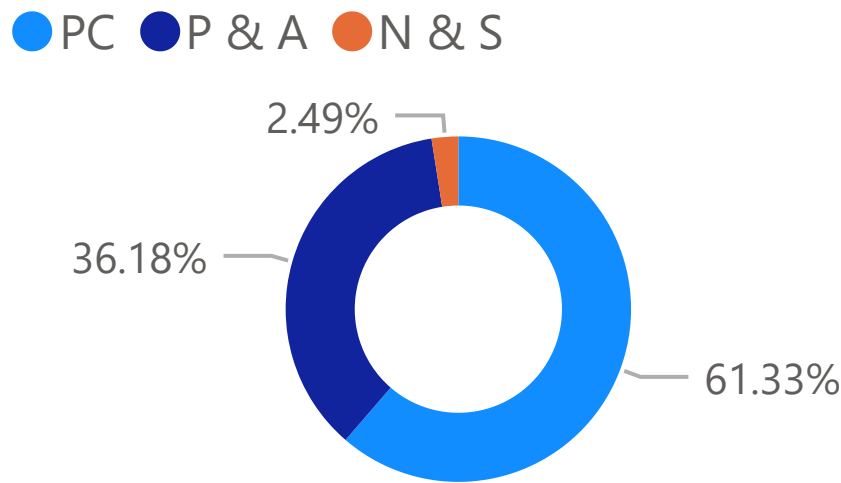## Key Insights by Sub Zone

Sub Zone	NS $	RC %	GM %	NP %	AtliQ MS %	NE %	Risk
NA	$1,022.09M	27.36%	44.97%	-14.22%	4.87%	14.35%	EI
India	$945.34M	25.30%	35.75%	-22.99%	13.26%	-24.37%	OOS
ROA	$788.66M	21.11%	34.19% ↓	-6.32%	8.32%	-4.56%	OOS
NE	$457.71M	12.25%	32.80% ↓	-18.09%	6.80%	-4.56%	OOS
SE	$317.78M	8.51%	37.03% ↓	-4.00%	16.40%	-55.47%	OOS
ANZ	$189.78M	5.08%	43.50%	-7.39%	1.36%	-37.61%	OOS
LATAM	$14.82M	0.40%	35.02% ↓	-2.95%	0.28%	3.37%	EI
Total	**$3,736.17M**	**100.00%**	**38.08%**	**-13.98%**	**5.87%**	**-9.48%**	**OOS**

Revenue by Division

PC P & A N & S

2.49%
36.18%
61.33%

Revenue by Channel

Retailer Direct Distributor

10.67%
17.8%
71.53%
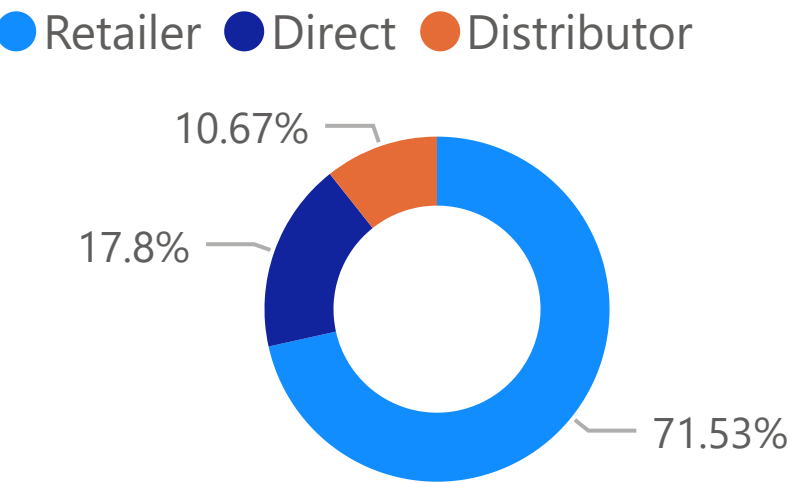
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

NS $ GM % Net Profit % AtliQ MS %

2018 2019 2020 2021 2022 Est

PC Market Share Trend - AtliQ and Competitors

manufacturer atliq bp dale innovo pacer

	2018	2019	2020	2021	2022 Est
	25.68%	22.39%	22.76%	21.82%	22.35%
	1.21%	10.07%	10.23%	9.60%	9.92%
					7.87%
	8.71%	8.08%	7.64%	7.66%	7.64%
	7.77%	7.76%	6.99%	7.63%	5.87%
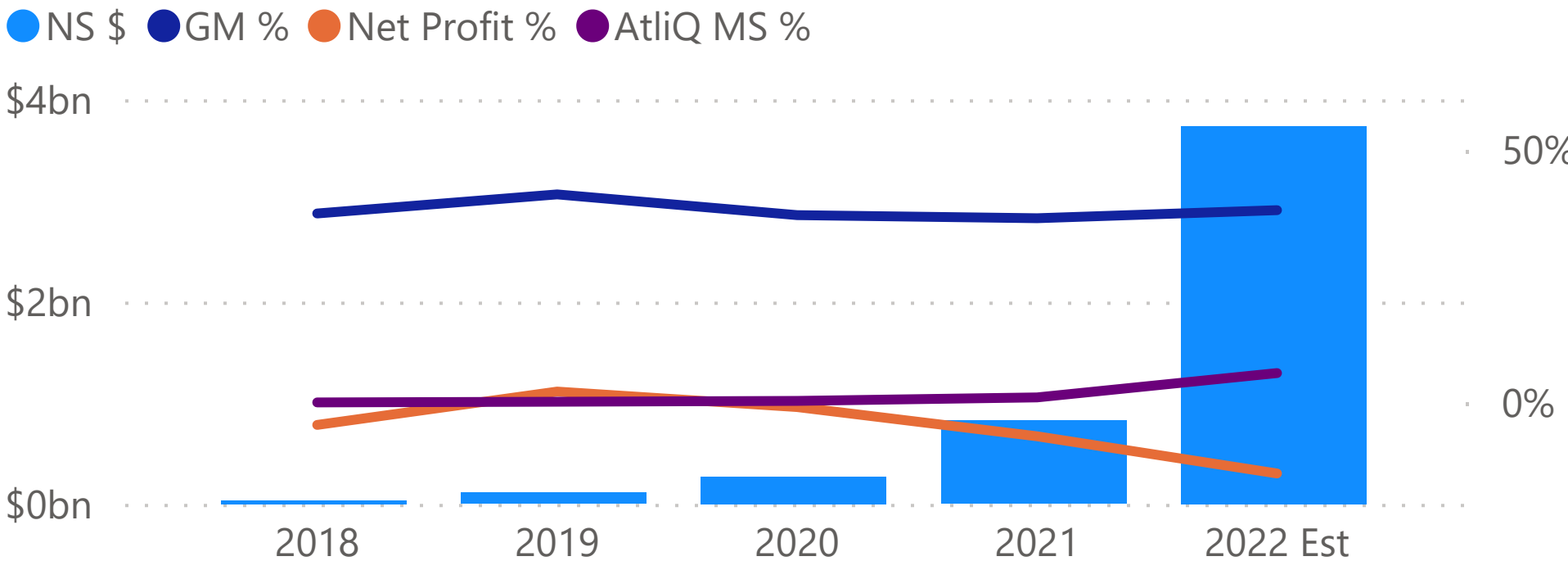
Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78%
AtliQ e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	**38.23%**	**39.19%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
Total	**23.19%**	**38.06%**