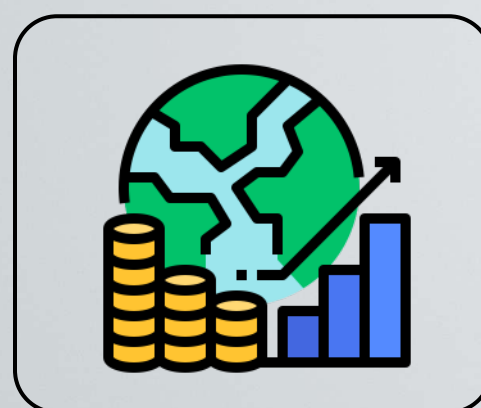# Business Insights 360

Info

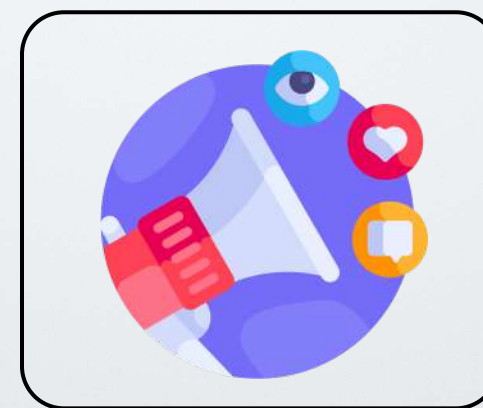Download **user manual** and get to know the key information of this

Finance View

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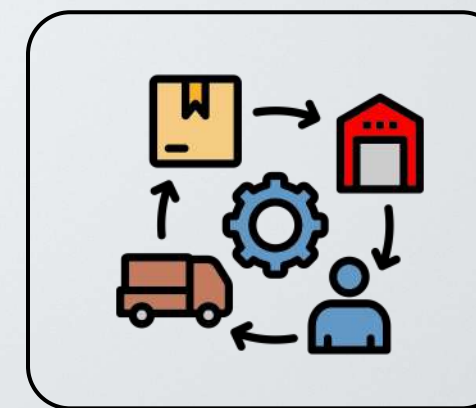
Sales View

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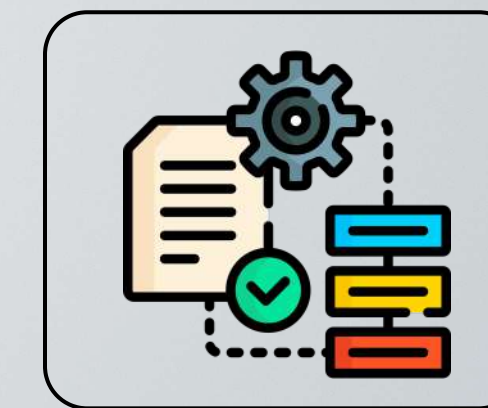
Marketing View

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.
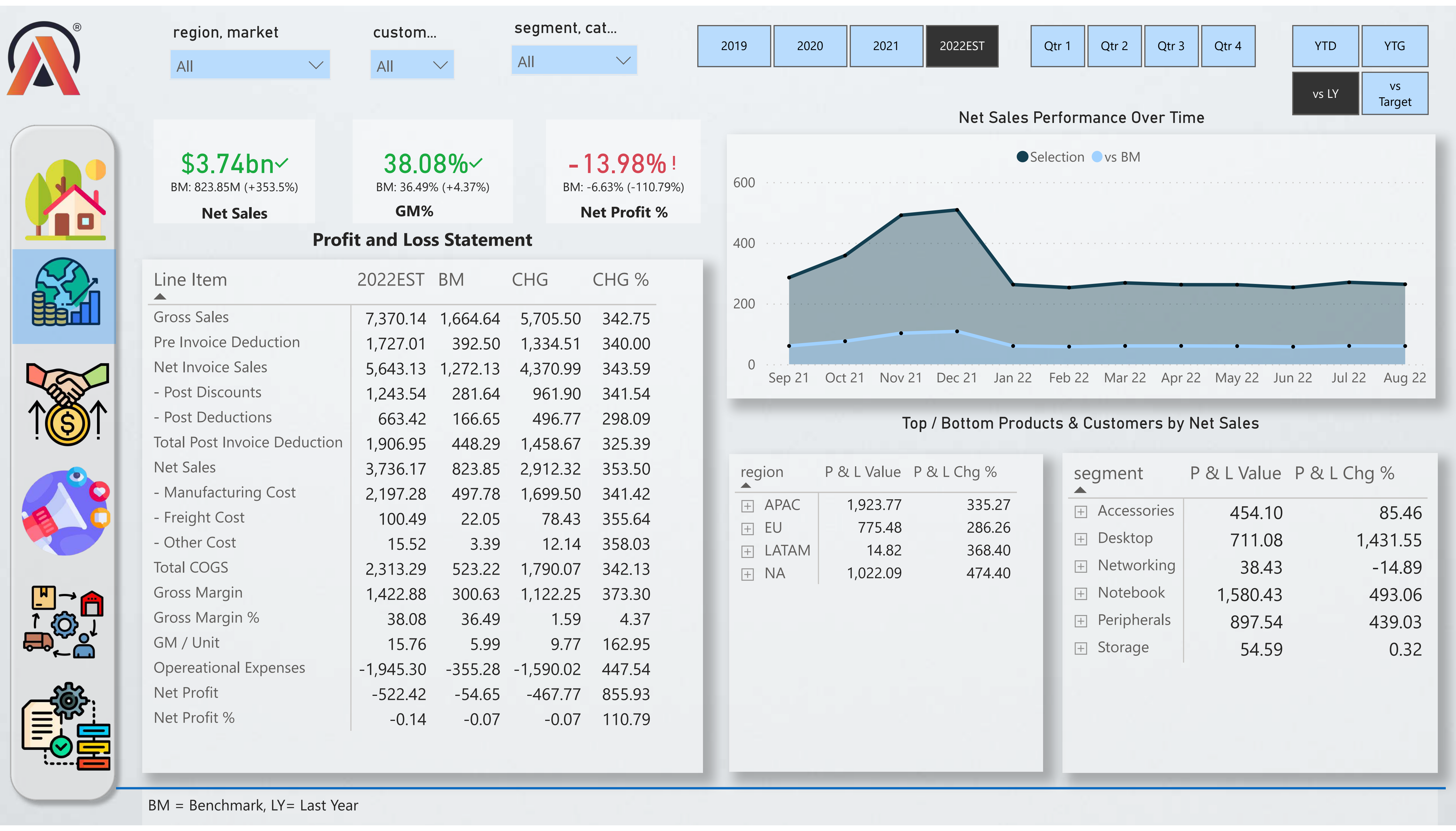
Executive View

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.

$3.74bn ✓
BM: 823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM%

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

Profit and Loss Statement

Line Item ▲	2022EST	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
Opereational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-0.14	-0.07	-0.07	110.79

Net Sales Performance Over Time

● Selection ● vs BM

Top / Bottom Products & Customers by Net Sales

region ▲	P & L Value	P & L Chg %
⊞ APAC	1,923.77	335.27
⊞ EU	775.48	286.26
⊞ LATAM	14.82	368.40
⊞ NA	1,022.09	474.40

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

BM = Benchmark, LY= Last Year

| 2019 | 2020 | 2021 | 2022EST |

| Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |

| YTD | YTG |

| vs LY | vs Target |

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	$73.36M	29.58M	40.32%
All-Out	$4.41M	1.68M	38.17%
AltiQ Exclusive	$307.17M	145.05M	47.22%
Amazon	$496.88M	182.77M	36.78%
Argos (Sainsbury's)	$13.70M	5.30M	38.70%
Atlas Stores	$17.14M	5.43M	31.66%
Atliq e Store	$304.10M	112.15M	36.88%
Atliq Exclusive	$53.95M	21.10M	39.11%
BestBuy	$49.34M	22.15M	44.89%
Billa	$6.82M	1.62M	23.80%
Boulanger	$26.02M	10.39M	39.95%
Chip 7	$25.62M	8.26M	32.24%
Chintos	$18.03M	7.27M	38.04%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

Performance Matrix

region ● APAC ● EU

0.10

United Kingdom

Radio Popular
Electric alytical
Chip 7 UniEuro
Logic Stores

GM % / NS $

France | Netherlands | Newzealand | Philipines | Portugal | South Korea | Sweden | United Kingdom

Products Performance

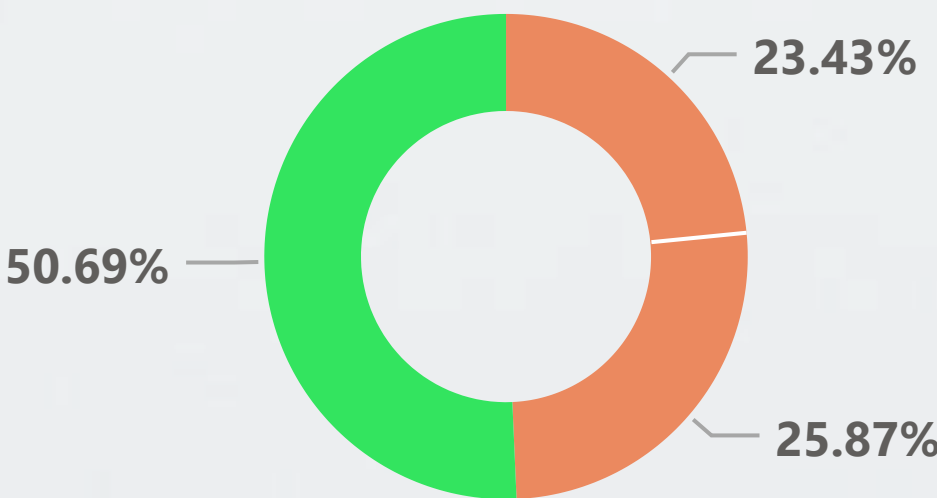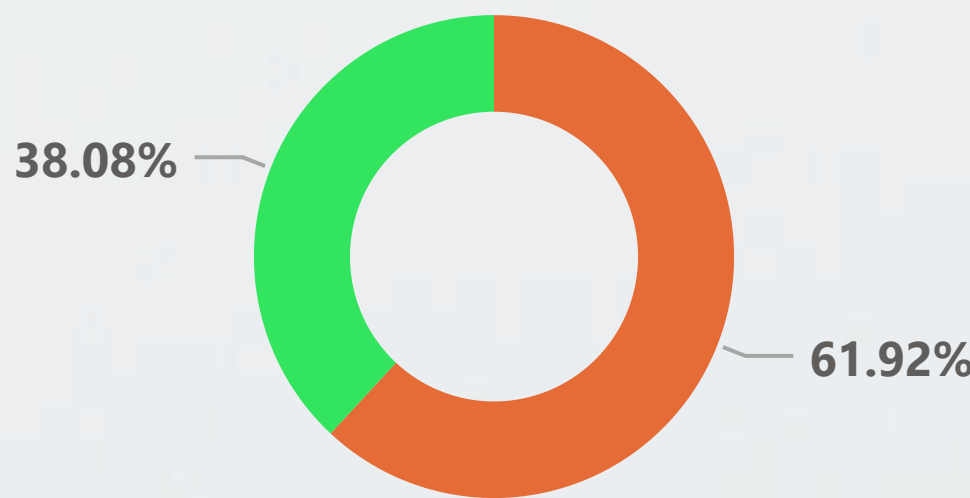| segment	NS $	GM $	GM %
Accessories	$454.10M	172.61M	38.01%
Desktop	$711.08M	272.39M	38.31%
Networking	$38.43M	14.78M	38.45%
Notebook	$1,580.43M	600.96M	38.03%
Peripherals	$897.54M	341.22M	38.02%
Storage	$54.59M	20.93M	38.33%

Unit Performance

● Pre Invoice Deduct... ● Total Post Inv... ● Net Sales

23.43%
50.69%
25.87%

● Total COGS ● Gross Margin

38.08%
61.92%

Products Performance

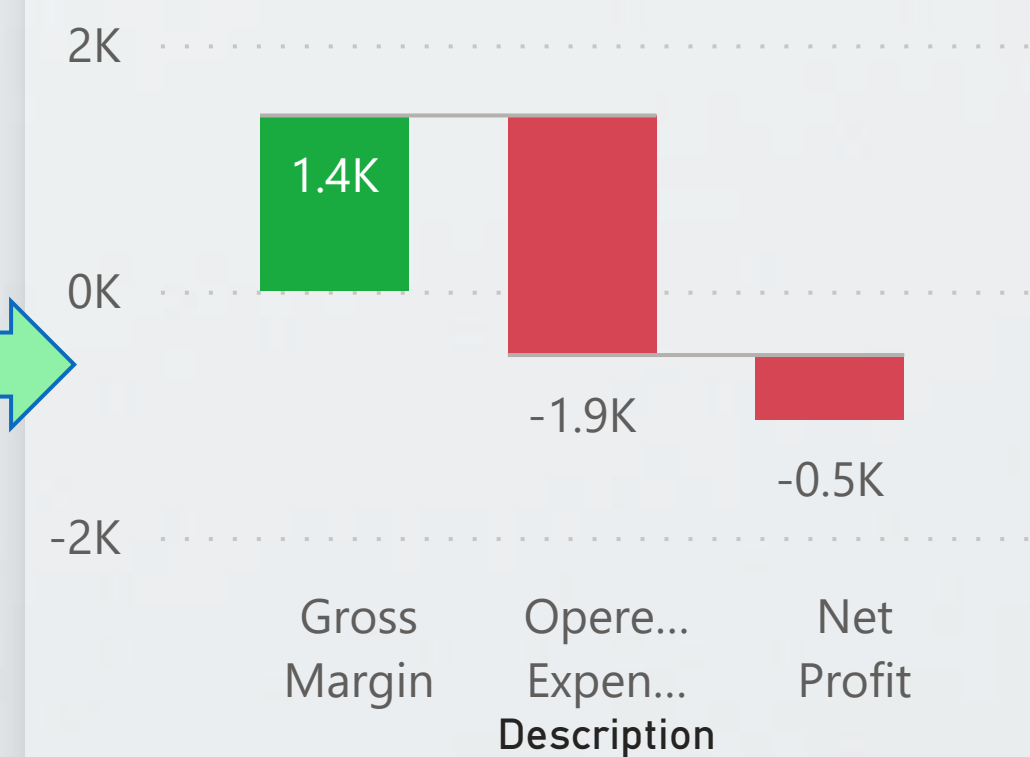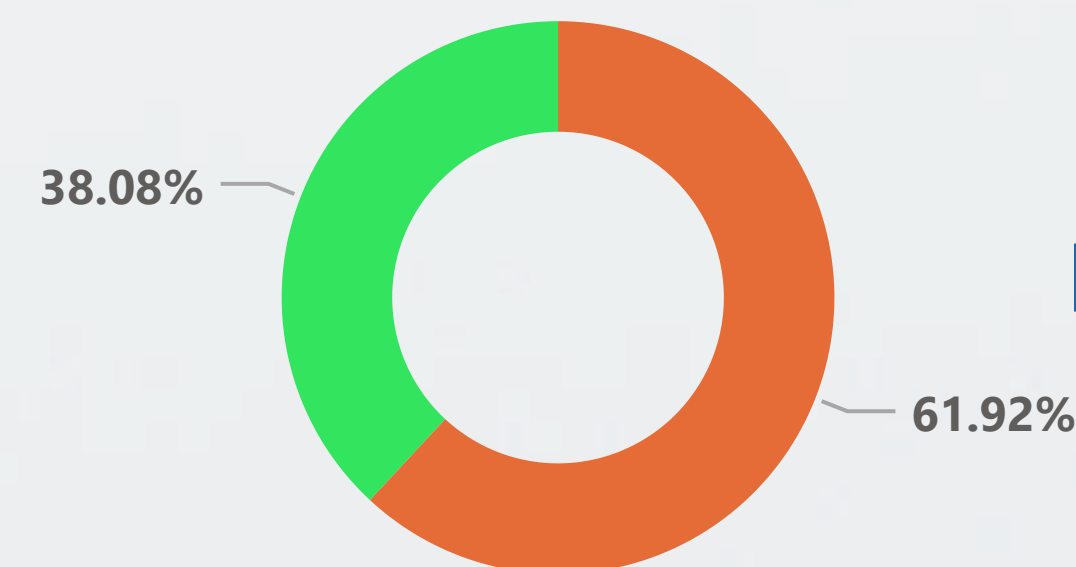| segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M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

Performance Matrix

division ● N & S ● P & A ● PC

USA
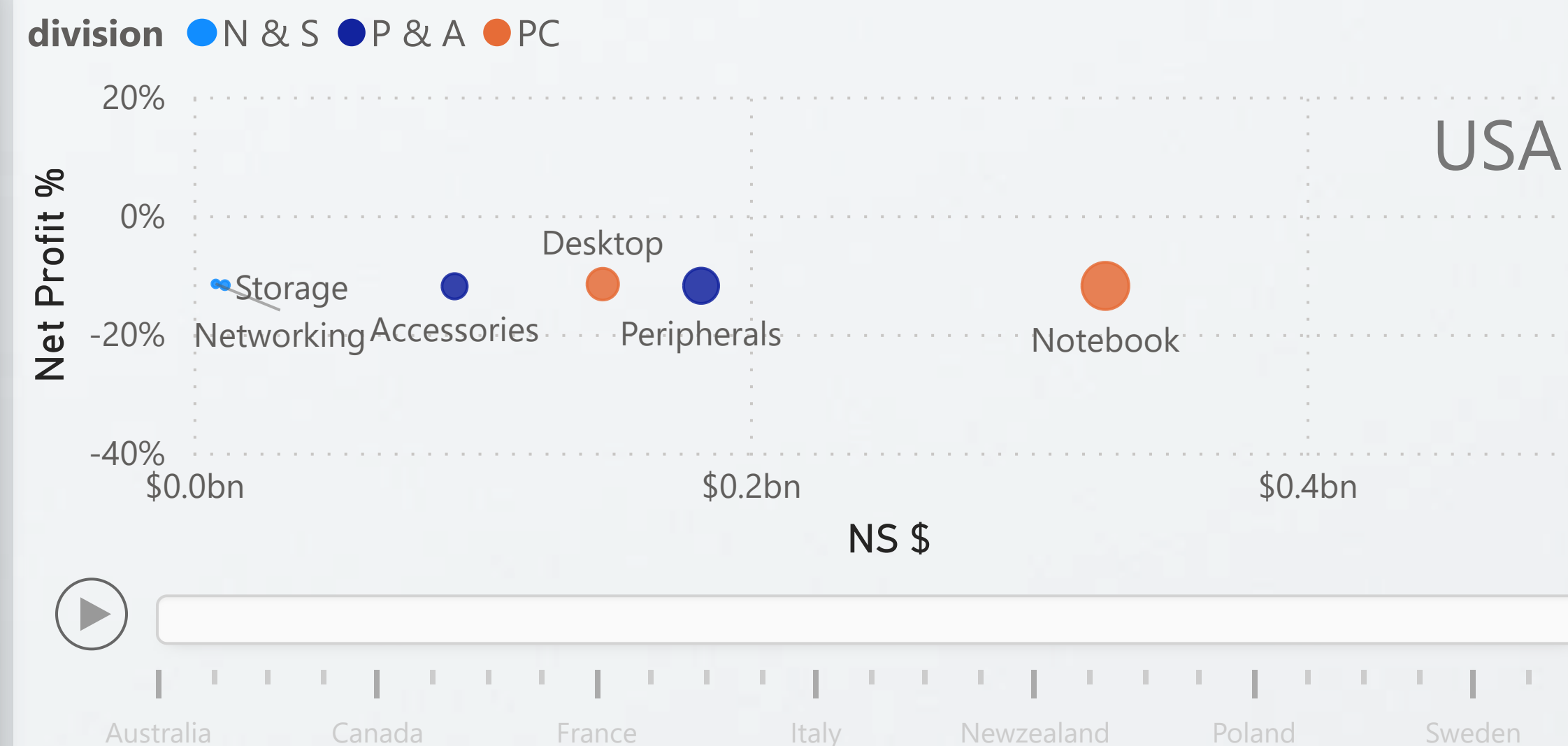
Region/Market/Customer Performence

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ 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

38.08%

61.92%

● Increase ● Decrease

1.4K

-1.9K

-0.5K

Gross Margin | Opere... Expen... | Net Profit

Description

81.17% ✓
LY: 80.21% (+1.2%)

Forecast Accuracy

-3.47M ✓
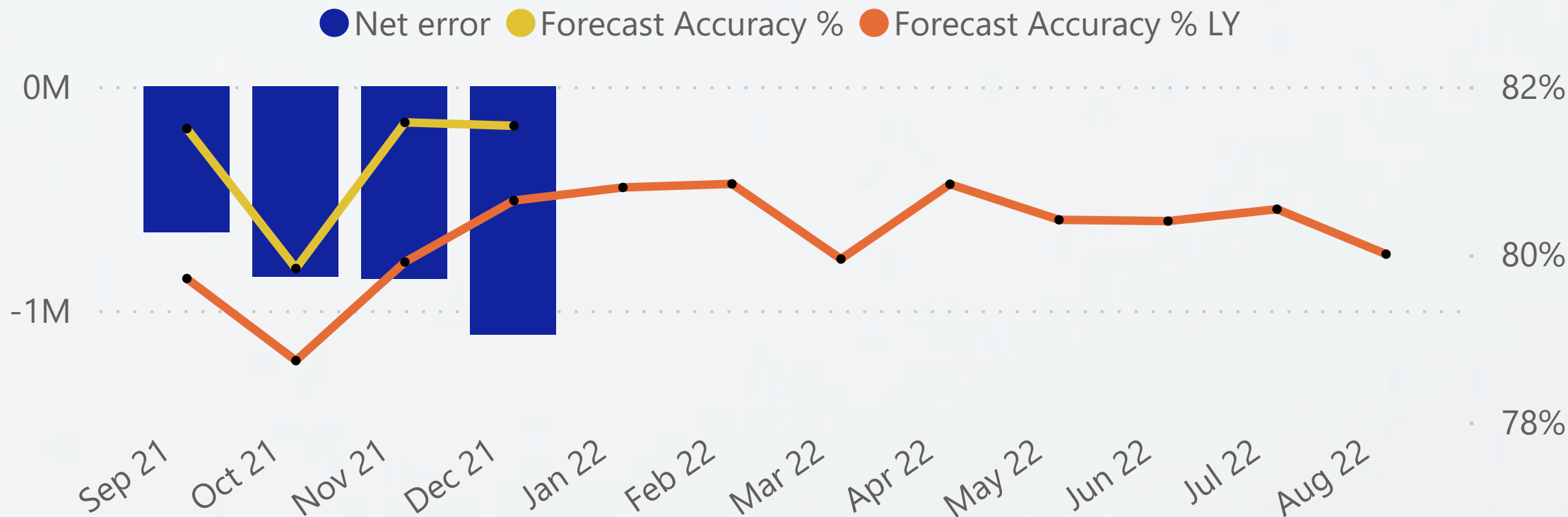LY: -0.75M (+361.97%)

Net Error

6.9M ✓
LY: 9.78M (+29.46%)

Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Net Error % ▲	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
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend

● Net error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Risk ▲	Net Error %
⊞ Accessories	87.42%	77.66%	341468	EI	1.72%
⊞ Desktop	87.53%	84.37%	78576	EI	10.24%
⊞ Networking	93.06%	90.40%	-12967	OOS	-1.69%
⊞ Notebook	87.24%	79.99%	-47221	OOS	-1.69%
⊞ Peripherals	68.17%	83.23%	-3204280	OOS	-31.83%
⊞ Storage	71.50%	83.54%	-628266	OOS	-25.61%
Total	**81.17%**	**80.21%**	**-3472690**	**OOS**	**-9.48%**

region, market All

customer All

segment, category, pr... All

2019 | 2020 | 2021 | 2022EST

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

vs LY | vs Target

YTD | YTG

$3.74bn ✓
BM: 823.85M
(+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM%

-13.98% !
BM: -6.63%
(-110.79%)
Net Profit %

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

Revenue by Division

● PC ● P & A ● N & S
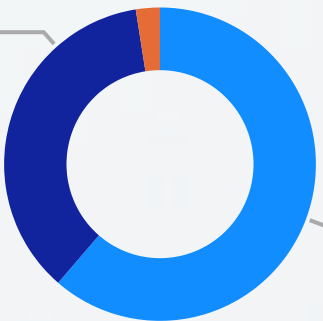
P & A $1.35bn (36.1...)
PC $2.29... (61....)

Revenue by Channel

● Retailer ● Direct ● Distributor
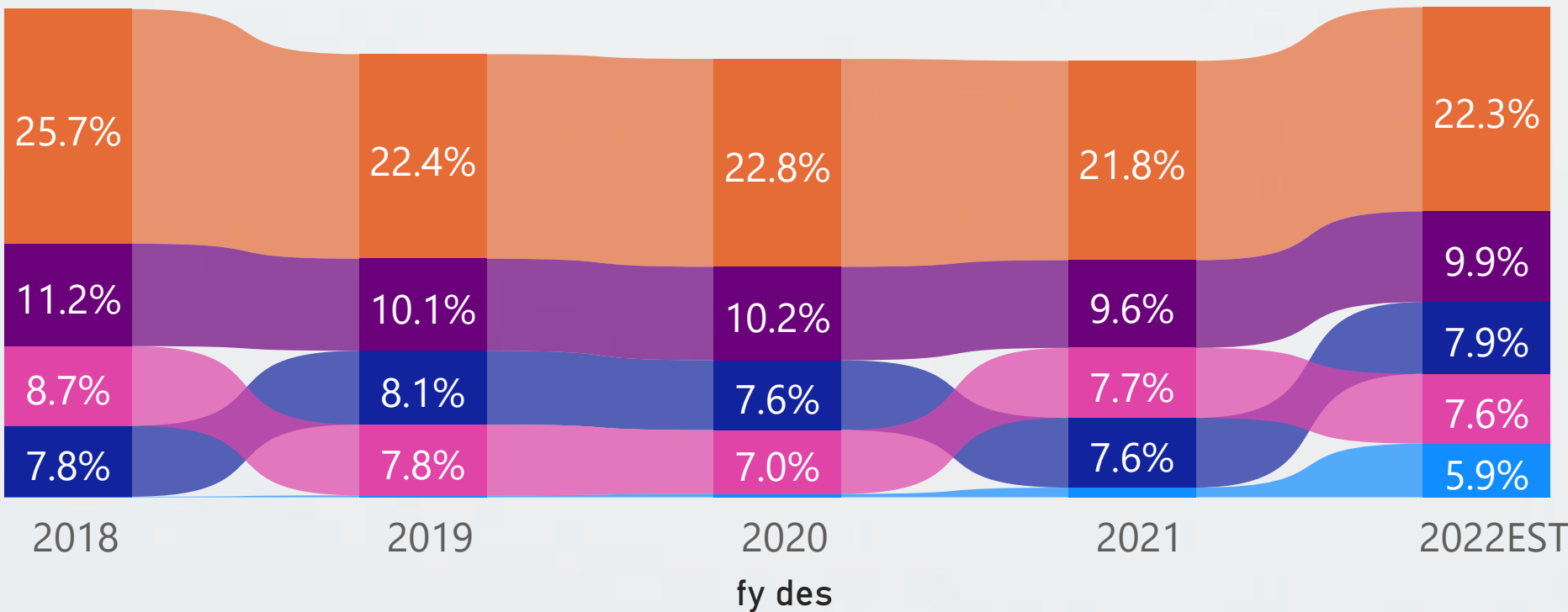
Direct $0.61bn (16.3...)
Retailer $2.73bn (72.9...)

Key Insight By Subzones

sub_zone	NS $	GM %	GM % Variance	Net Profit %	Risk	RC %	Net Error %
nan	$1,022M	44.97%	-7.74%	-14.22%	EI	27.36%	14.35%
India	$945M	35.75%	-3.72%	-22.99%	OOS	25.30%	-24.37%
ROA	$789M	34.19%	4.14% ⇩	-6.32%	OOS	21.11%	-4.56%
NE	$458M	32.80%	5.23% ⇩	-18.09%	OOS	12.25%	-4.56%
SE	$318M	37.03%	1.68% ⇩	-4.00%	OOS	8.51%	-55.47%
ANZ	$190M	43.50%	-5.04%	-7.39%	OOS	5.08%	-37.61%
LATAM	$15M	35.02%	2.52% ⇩	-2.95%	EI	0.40%	3.37%
Total	**$3,736M**	**38.08%**	**-1.59%**	**-13.98%**	**OOS**	**100.00%**	**-9.48%**
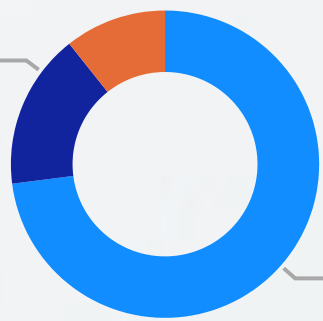
Yearly Trend By Revenue, GM% ,Net Profit% .Market Share %

● NS $ ● GM % ● Net Profit % ● Atliq MS %

$4bn — 50%
$2bn
$0bn — 0%
2018 | 2019 | 2020 | 2021 | 2022EST

PC Market Share Trend

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022EST
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp					7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
atliq	7.8%	7.8%	7.0%	7.6%	5.9%

fy des
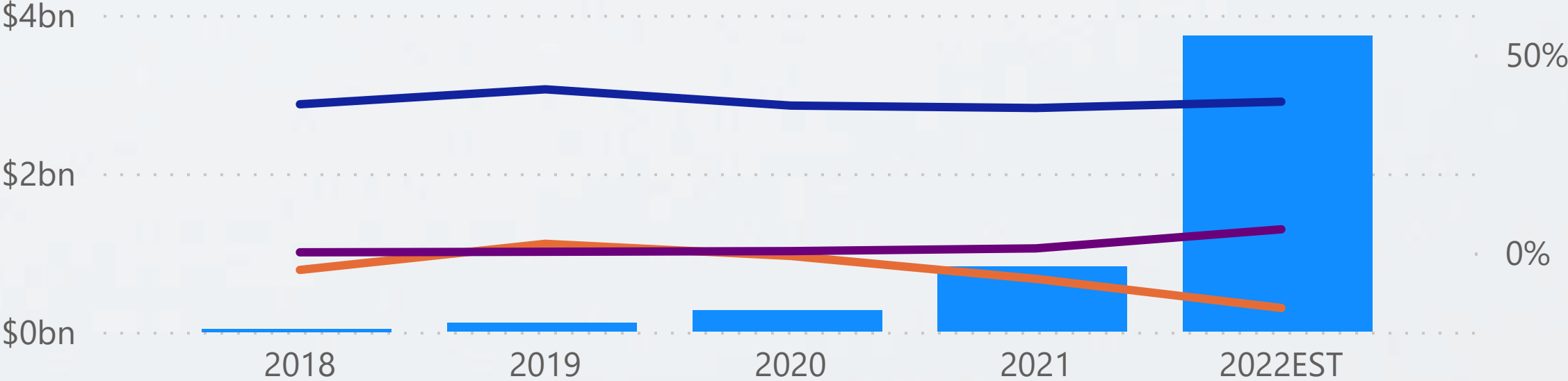
Top 5 Customer By Revenue

customer	RC %	GM %
AltiQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88% ⇩
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ⇩

Top 5 Product By Revenue

product	RC %	GM %
AQ Home Allin1	4.13%	38.71%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ⇩
AQ Smash 2	4.13%	37.40%

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