

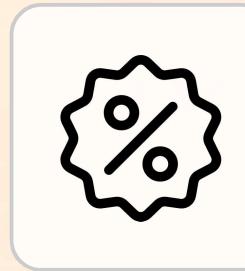


# Business Insights 360



## Finance View

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



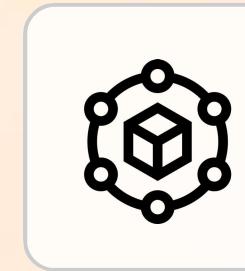
## Sales View

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



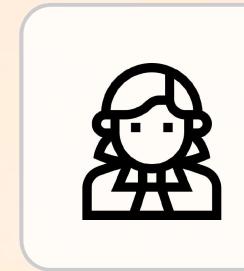
## Marketing View

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.

Refresh Date & Time

17 Sep 2024 13:17:43



segment, category

All

region, market

All

customer

All

2018

2019

2020

2021

2022  
est

Q1

Q2

Q3

Q4

YTD

YTG



Views



Net Sales

\$3,736.17M✓

BM: \$823.85M (+353.5%)

Gross Margin %

38.1%✓

BM: 36.5% (+4.37%)

Net Profit %

-14.0%!

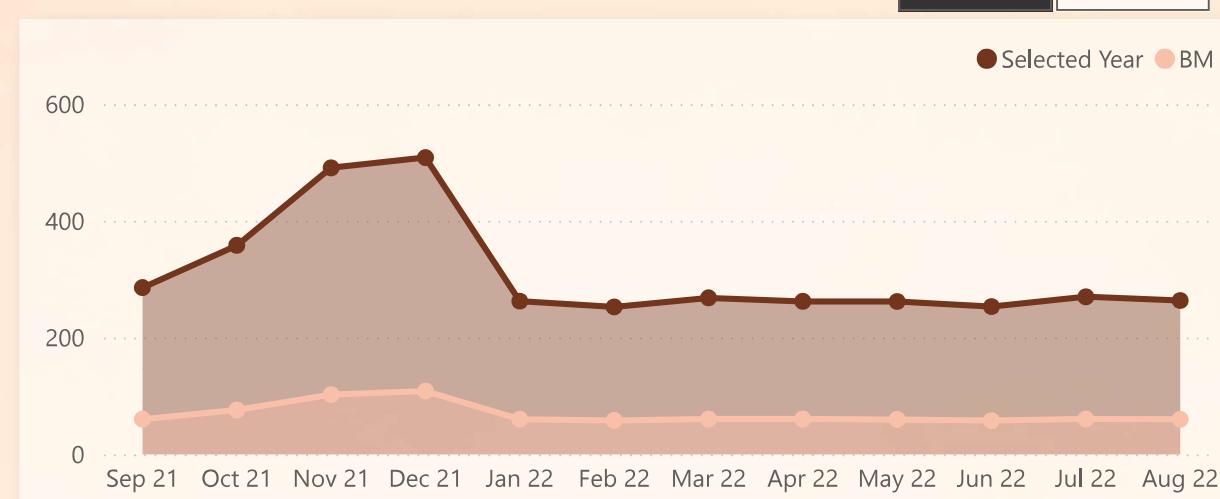
BM: -6.63% (-110.79%)

## Profit & Loss Statement

Line Item	2022 est	BM	Change	Change %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
- Pre Invoice Deductions	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 Invoice Discount	1,243.54	281.64	961.90	341.54
- Post Invoice other Deduction	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 Cost	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

Choose BM = Benchmark as (LY=Last Year or Target)

## Net Sales over Time



## Top/Bottom Customer & Product by Net Sales

segment	Selected Values	Change %		
			Total	
Notebook	1,580.43	49306.5%		
Peripherals	897.54	43903.5%		
Desktop	711.08	143154.9%		
Accessories	454.10	8546.2%		
<b>Total</b>	<b>3,736.17</b>	<b>35350.2%</b>		
customer	Selected Value	Change %		
			Total	
Amazon	496.88	35573.9%		
AltiQ Exclusive	307.17	34419.5%		
Atliqe Store	304.10	33249.8%		
Flipkart	138.49	44838.3%		
<b>Total</b>	<b>3,736.17</b>	<b>35350.2%</b>		

\* Selected Value = Net Sales



## segment, catego...

## region, market

## customer

All

A

AII

2018

2019

2020

1  
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est

Q1

Q2

Q3

4

TD

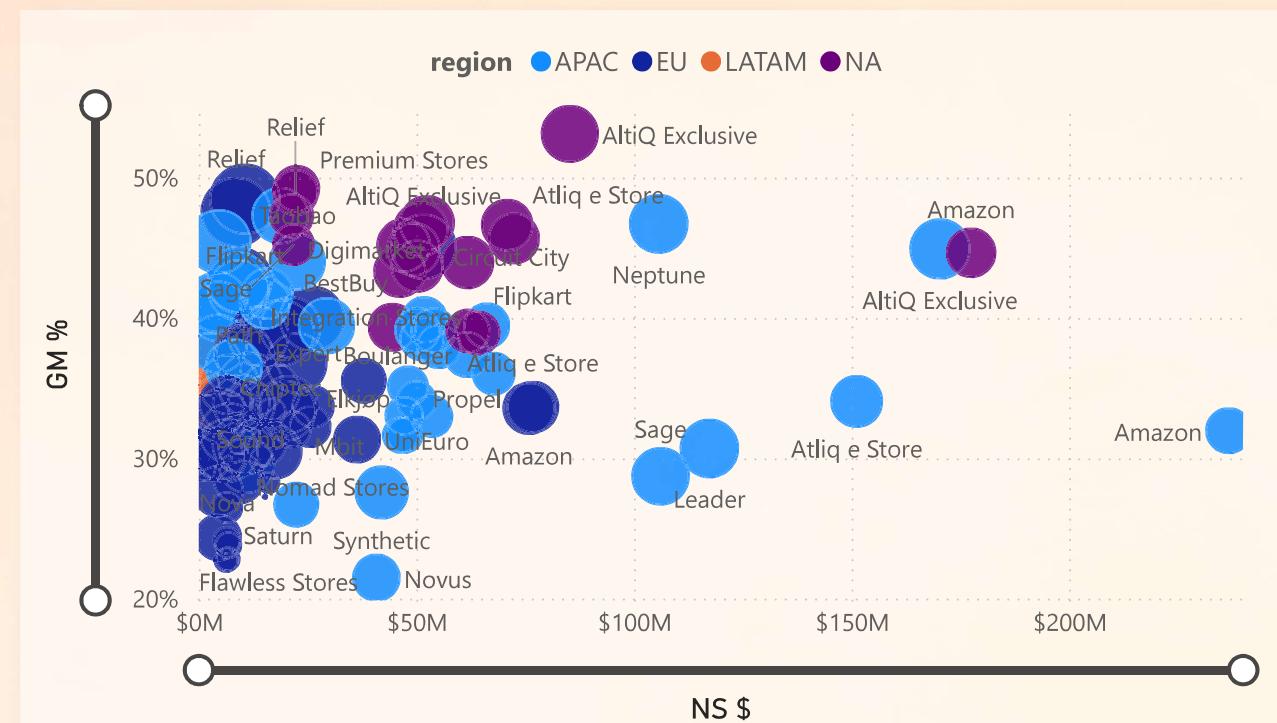
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## Views



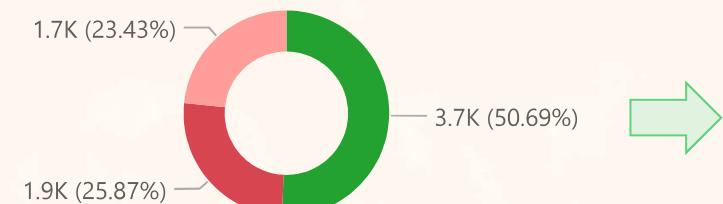
## Customer Performance

customer	GS \$	NS \$	GM \$	GM %
⊕ Amazon	\$1,001.6M	\$496.9M	\$182.8M	36.8%
⊕ AltiQ Exclusive	\$512.5M	\$307.2M	\$145.0M	47.2%
⊕ Atliq e Store	\$613.4M	\$304.1M	\$112.1M	36.9%
⊕ Flipkart	\$253.6M	\$138.5M	\$58.4M	42.1%
⊕ Sage	\$282.4M	\$127.9M	\$40.3M	31.5%
⊕ Leader	\$262.8M	\$117.3M	\$36.0M	30.7%
⊕ Neptune	\$176.4M	\$105.7M	\$49.4M	46.7%
⊕ Ebay	\$186.2M	\$91.6M	\$33.1M	36.1%
⊕ Acclaimed Stores	\$139.7M	\$73.4M	\$29.6M	40.3%
⊕ walmart	\$124.1M	\$72.4M	\$33.1M	45.7%
⊕ Electricalslytical	\$135.9M	\$68.0M	\$25.3M	37.2%



## **Gross Sales = Net Sales + Deductions**

- Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction



**Net Sales = Gross Margin + COGS**

- Total COGS ● Gross Margin



### **Quantity Sold or Estimated**

# 90.3M ✓



segment, category  
region, market  
customer

All All All

2018 2019 2020 2021 2022 est Q1 Q2 Q3 Q4 YTD YTG



Views



Home



Finance View



Sales Views



Marketing View



Supply Chain View

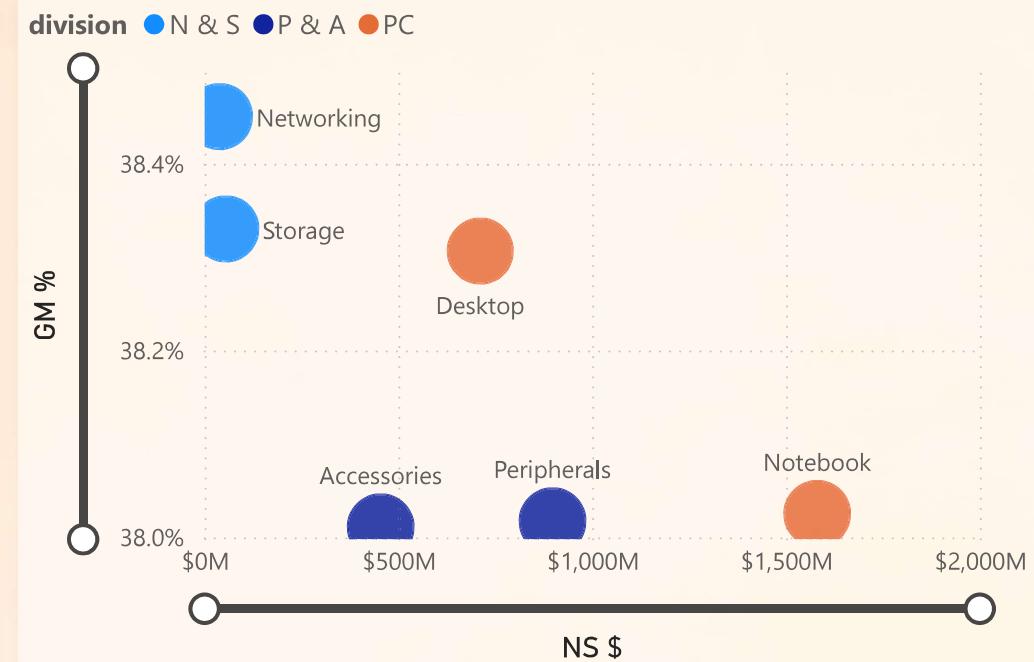


Executive View

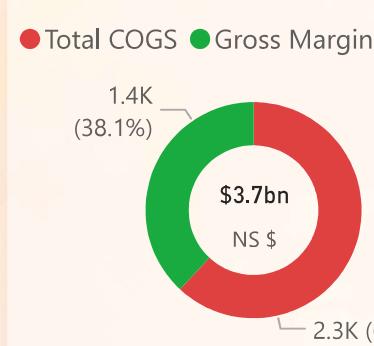
## Product Segment P&L Values

segment	NS \$	GM \$	GM %	NP \$	NP %
Accessories					
Batteries	\$71.4M	\$26.8M	37.6%	(\$10.3M)	-14.4%
Keyboard	\$225.2M	\$86.0M	38.2%	(\$31.2M)	-13.9%
Mouse	\$157.5M	\$59.8M	38.0%	(\$22.3M)	-14.1%
Desktop					
Business Laptop	\$343.9M	\$131.6M	38.3%	(\$47.5M)	-13.8%
Personal Desktop	\$367.2M	\$140.8M	38.3%	(\$50.3M)	-13.7%
Networking					
Wi fi extender	\$38.4M	\$14.8M	38.5%	(\$5.3M)	-13.7%
Notebook					
Business Laptop	\$421.4M	\$161.3M	38.3%	(\$58.2M)	-13.8%
Gaming Laptop	\$619.2M	\$233.9M	37.8%	(\$88.6M)	-14.3%
Personal Laptop	\$539.8M	\$205.8M	38.1%	(\$75.4M)	-14.0%

## Performance Matrix



## Gross Margin & COGS



## Net Profit = Gross Margin - Op Cost



NP % View

## Regional Markets and P&L Values

region	NS \$	GM \$	GM %	NP \$	NP %
APAC	\$1,923.8M	\$690.2M	35.9%	(\$281.2M)	-14.6%
EU	\$775.5M	\$267.8M	34.5%	(\$95.5M)	-12.3%
LATAM	\$14.8M	\$5.2M	35.0%	(\$0.4M)	-2.9%
NA	\$1,022.1M	\$459.7M	45.0%	(\$145.3M)	-14.2%



segment, category  
All

region, market  
All

customer  
All

2018 2019 2020 2021 2022 est Q1 Q2 Q3 Q4 YTD YTG



## Views



**Net Error**  
**-3472.69K!**  
LY: -751.71K (-361.97%)



**Forecast Accuracy %**  
**81.2% ✓**  
LY: 80.2% (+1.2%)



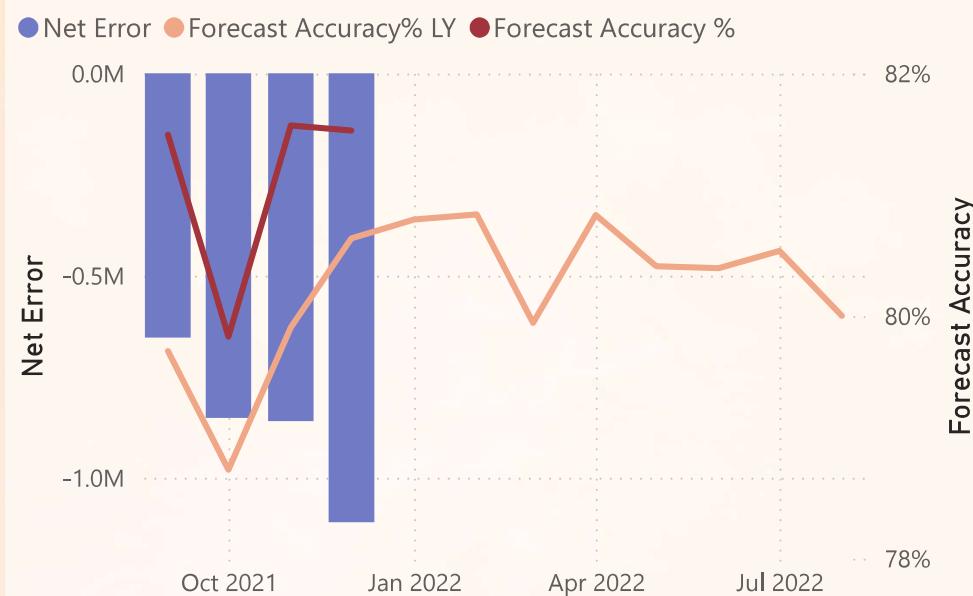
**Absolute Error**  
**6899.04K!**  
LY: 9780.74K (-29.46%)



### Forecast Metrics of the Customers

customer	Forecast Accuracy %	Forecast Accuracy% LY	Net Error	Net Error %	Risk Status
Acclaimed Stores	57.7%	50.7%	83037	4.6%	Excess Inventory
All-Out	44.0%	29.1%	-150	-0.1%	Out of Stock
AltiQ Exclusive	71.4%	71.1%	-221177	-3.6%	Out of Stock
Amazon	73.8%	74.5%	-464694	-3.9%	Out of Stock
Argos (Sainsbury's)	54.8%	56.1%	-23040	-7.6%	Out of Stock
Atlas Stores	49.5%	48.2%	-4182	-0.9%	Out of Stock
Atliq e Store	74.2%	74.6%	-294868	-4.1%	Out of Stock
Atliq Exclusive	29.7%	42.1%	-138065	-12.1%	Out of Stock
BestBuy	46.6%	35.3%	81179	7.2%	Excess Inventory
Billa	42.6%	18.3%	3704	1.7%	Excess Inventory
Boulanger	52.7%	58.8%	-48802	-8.6%	Out of Stock
Chip 7	34.6%	53.4%	-85293	-14.1%	Out of Stock
Chiptec	50.5%	52.5%	-20102	-4.7%	Out of Stock
Circuit City	46.2%	35.0%	85248	7.4%	Excess Inventory
Control	52.1%	47.4%	64731	5.1%	Excess Inventory
Coolblue	47.7%	52.9%	-34790	-6.3%	Out of Stock
Total	51.00%	40.10%	101121	6.00%	Out of Stock

### Forecast Accuracy % and Net Error with Time



### Product Segment Forecast Metrics

segment	Forecast Accuracy %	Forecast Accuracy% LY	Net Error	Risk Status
Accessories	87.4%	77.7%	341468	Excess Inventory
Desktop	87.5%	84.4%	78576	Excess Inventory
Networking	93.1%	90.4%	-12967	Out of Stock
Notebook	87.2%	80.0%	-47221	Out of Stock
Peripherals	68.2%	83.2%	-3204280	Out of Stock
Storage	71.5%	83.5%	-628266	Out of Stock
<b>Total</b>	<b>81.2%</b>	<b>80.2%</b>	<b>-3472690</b>	<b>Out of Stock</b>



segment, category  
region, market  
customer

All All All

2018 2019 2020 2021 2022 est

Q1 Q2 Q3 Q4 YTD YTG



## Views



Net Sales \$  
**\$3,736.2M** ✓  
BM: 823.8M (+353.5%)

Gross Margin %  
**38.1%** ✓  
BM: 0.4 (+4.37%)

Net Profit %  
**-14.0%!**  
BM: -0.07 (-110.79%)

Forecast Accuracy %  
**81.2%** ✓  
LY: 80.2% (+1.2%)

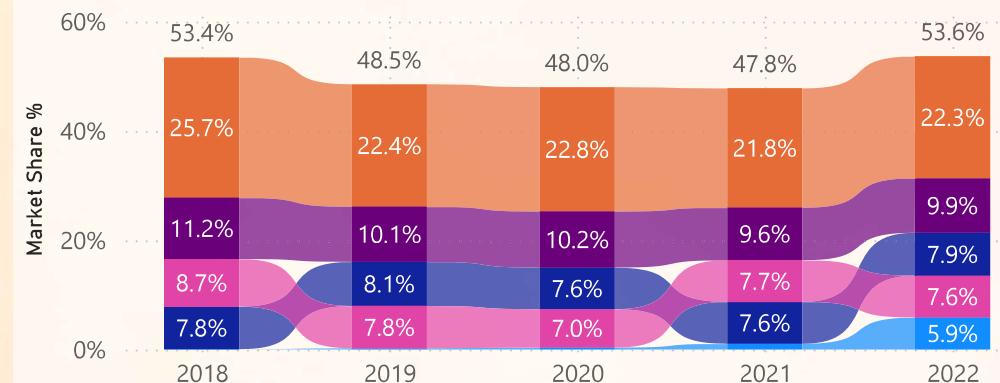
Choose BM = Benchmark as (LY=Last Year or Target)

vs LY

vs Target

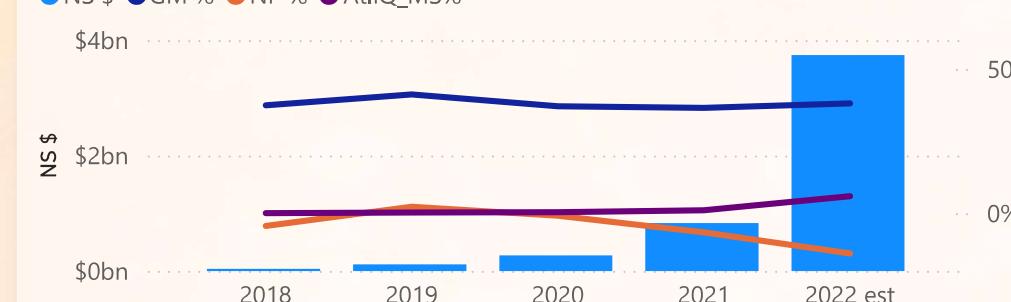
### Market Share Trend - AtliQ vs Competitors

AtliQ bp Dale Innovo Pacer



### Yearly Trends

NS \$ GM % NP % AtliQ\_MS%



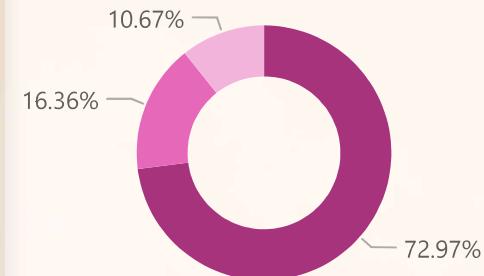
### Top 5 Products by Revenue

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%
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>

Top 5 Customers

### Net Sales by Channel

Retailer Direct Distributor



Net Sales by Division

### Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	NP %	Net Error %	Risk Status
NA	\$1,022.1M	27.4%	45.0%	-14.2%	6.0%	↑ Excess Inventory
India	\$945.3M	25.3%	35.8%	-23.0%	-10.3%	↓ Out of Stock
ROA	\$788.7M	21.1%	34.2%	-6.3%	-1.9%	↓ Out of Stock
NE	\$457.7M	12.3%	32.8%	-18.1%	-1.9%	↓ Out of Stock
SE	\$317.8M	8.5%	37.0%	-4.0%	-23.2%	↓ Out of Stock
ANZ	\$189.8M	5.1%	43.5%	-7.4%	-15.7%	↓ Out of Stock
LATAM	\$14.8M	0.4%	35.0%	-2.9%	1.4%	↑ Excess Inventory
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>-4.0%</b>	<b>Out of Stock</b>



## Support Page

Write to [\*lilekha.work@gmail.com\*](mailto:lilekha.work@gmail.com) for any further support or clarification.

Thank you!