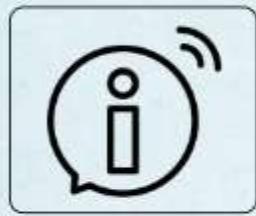




# Business Insights 360

**Info**

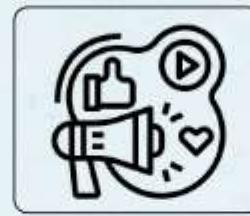
Download user manual and get to know the key information of this tool.

**Finance View**

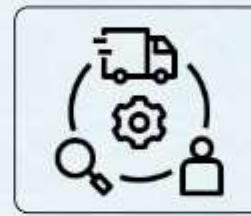
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

**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**

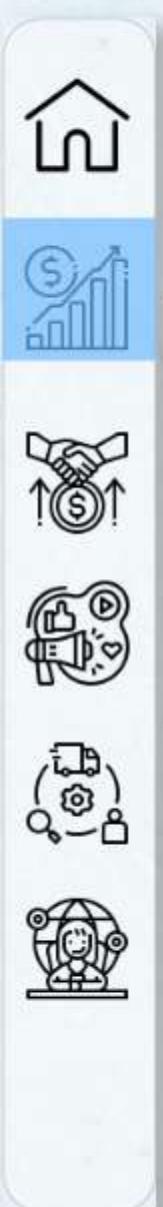
A **top level dashboard** for executives consolidating top insights from all dimensions of business.

**Support**

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

board	Data	Queries	Insert			
	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	<b>\$9,838.11M</b>
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	<b>\$7,532.54M</b>
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	<b>\$1,661.40M</b>
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	<b>\$902.65M</b>
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	<b>\$4,968.48M</b>

A set of small, semi-transparent navigation icons located at the bottom left of the page. From left to right, they include: a square icon, a left arrow, a right arrow, a double left arrow, a double right arrow, a magnifying glass, a home icon, a P&L Check icon (which is highlighted in green), a finance view icon, a sales view icon, a marketing view icon, a supply chain view icon, a sales trend icon, an executive view icon, and a quick search icon.



**\$267.98M** ✓  
BM: 111.37M (+140.61%)  
**Net Sales**

**37.10%** !  
BM: 41.20% (-9.95%)  
**GM %**

**-0.85%** !  
BM: 2.21% (-138.68%)  
**Net Profit %**

### Net Sales Performance Over Time

vs LY

vs Target



### Top / Bottom Products & Customers by Net Sales

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

BM = Benchmark, LY=Last Year

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
+ APAC	147.98	107.48	+ Accessories	66.23	136.21
+ EU	55.79	224.03	+ Desktop	0.95	
+ LATAM	2.00	141.89	+ Networking	26.22	51.00
+ NA	62.21	182.70	+ Notebook	86.39	166.63
<b>Total</b>	<b>267.98</b>	<b>140.61</b>	+ Peripherals	60.63	207.22
			+ Storage	27.56	99.17
			<b>Total</b>	<b>267.98</b>	<b>140.61</b>



### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AtliQ Exclusive	\$22.97M	10.52M	45.79%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Synthetic	\$5.75M	2.54M	44.23%
Novus	\$4.88M	2.01M	41.28%
Electricalsociety	\$4.56M	1.54M	33.77%
Neptune	\$4.41M	1.70M	38.66%
Expression	\$3.86M	1.23M	31.95%
Acclaimed Stores	\$3.73M	1.38M	37.09%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

### Performance Matrix

vs LY vs Target



### Product Performance

segment	NS \$	GM \$	GM %
Networking	\$26.22M	9.83M	37.51%
Peripherals	\$60.63M	22.72M	37.47%
Notebook	\$86.39M	32.04M	37.08%
Accessories	\$66.23M	24.56M	37.07%
Desktop	\$0.95M	0.35M	36.47%
Storage	\$27.56M	9.93M	36.05%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

### Unit Economics



Home

P&L Check

Finance View

Sales View

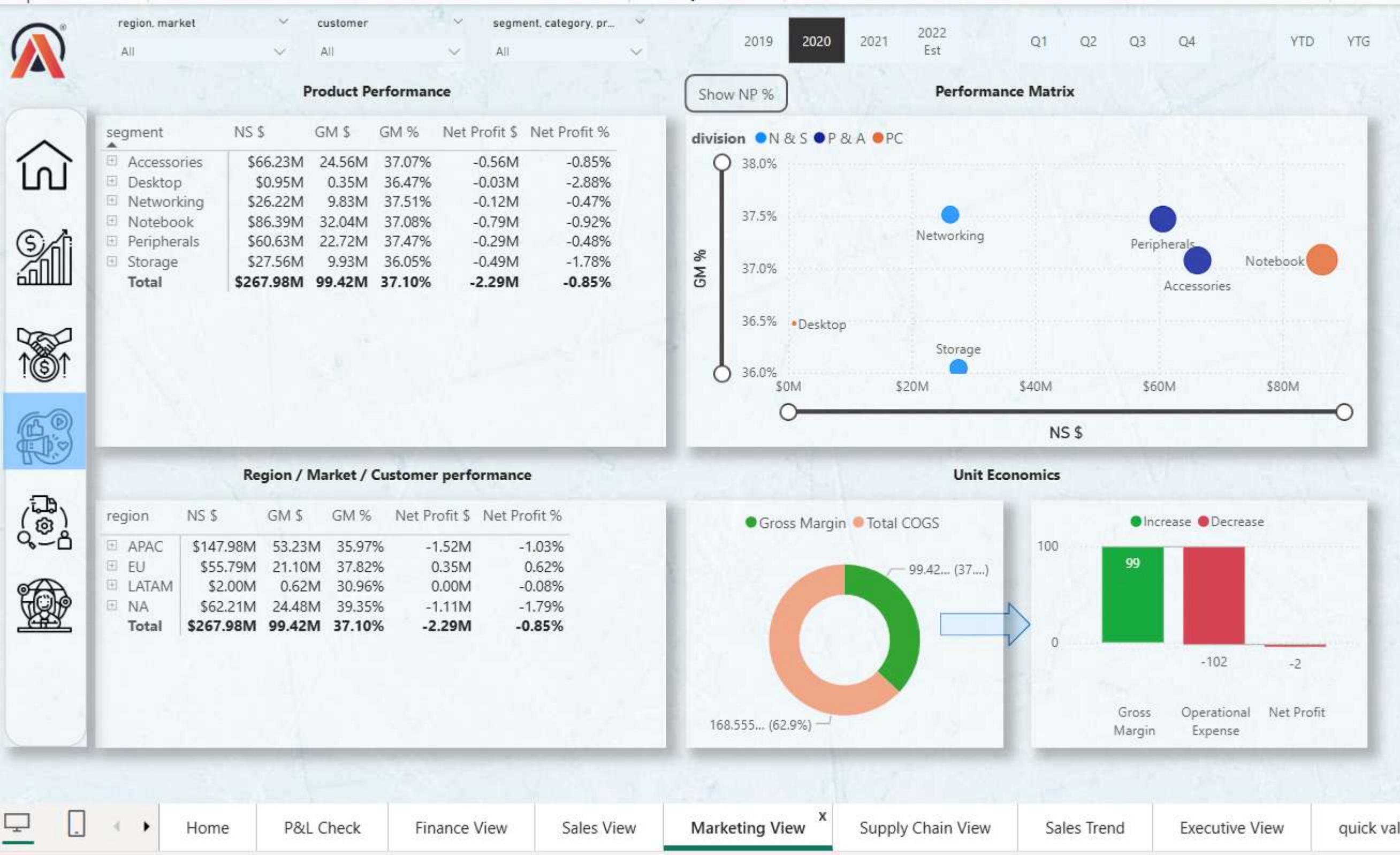
Marketing View

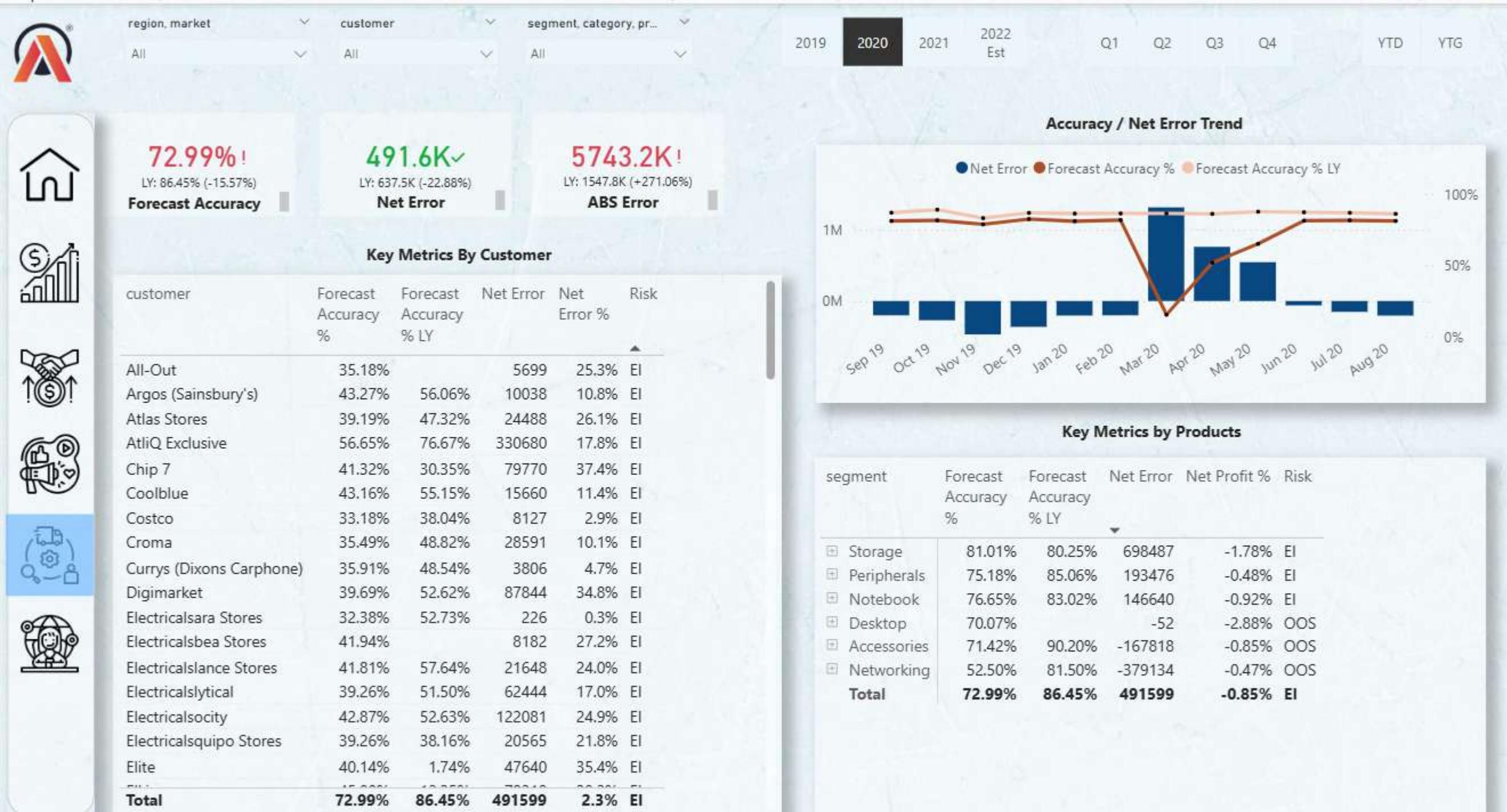
Supply Chain View

Sales Trend

Executive View

quick val







**Executive Dashboard Overview**

Region, Market: All | Customer: All | Segment, Category, Product: All

Year: 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | vs LY | vs Target

**Key Performance Indicators:**

- Net Sales:** \$267.98M ✓ (BM: 111.37M)
- GM %:** 37.10% ! (BM: 41.20% (-9.95%))
- Net Profit %:** -0.85% ! (BM: 2.21% (-138.68%))
- Forecast Accuracy:** 72.99% ! (BM: 86.45% (-15.57%))

**Revenue by Division:**

Division	Revenue Share (%)
P & A	20.07%
PC	47.34%
N & S	32.59%

**Revenue by Channel:**

Channel	Revenue Share (%)
Retailer	68.76%
Direct	20.42%
Distributor	10.82%

**Key Insights By Sub Zone:**

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI
India	\$64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI
ANZ	\$16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI
LATAM	\$2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI
<b>Total</b>	<b>\$268.0M</b>	<b>100.0%</b>	<b>37.1%</b>	<b>-0.9%</b>	<b>0.4%</b>	<b>2.3%</b>	<b>EI</b>

**Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %:**

Year	Revenue (\$bn)	GM %	Net Profit %	PC Market Share %
2018	\$0bn	~37.1%	~-0.9%	~50%
2019	\$0bn	~37.1%	~-0.9%	~50%
2020	\$0bn	~37.1%	~-0.9%	~50%
2021	\$0bn	~37.1%	~-0.9%	~50%
2022 Est	\$0bn	~37.1%	~-0.9%	~50%

**PC Market Share Trend - AtliQ & Competitors:**

Year	atliq	bp	dale	innovo	pacer
2018	7.8%	8.7%	8.1%	7.6%	7.0%
2019	7.8%	8.1%	8.0%	7.6%	7.0%
2020	7.0%	7.6%	7.6%	7.7%	7.6%
2021	7.6%	7.7%	9.6%	7.9%	7.6%
2022 Est	5.9%	7.9%	9.9%	7.7%	7.6%

**Top 5 Customers by Revenue:**

Customer	RC %	GM %
Sage	3.1%	31.22% ↓
Flipkart	4.1%	33.54% ↓
AtliQ Exclusive	8.6%	45.79% ↓
AtliQ e Store	11.8%	37.47% ↓
Amazon	18.6%	37.96% ↓
<b>Total</b>	<b>46.2%</b>	<b>38.44%</b>

**Top 5 Products by Revenue:**

Product	RC %	GM %
AQ BZ Compact	4.3%	36.47% ↓
AQ BZ Gen Y	4.5%	36.99% ↓
AQ Lite	4.3%	36.47% ↓
AQ Wi Power Dx1	4.4%	36.97% ↓
AQ Wi Power Dx2	5.4%	37.96% ↓
<b>Total</b>	<b>22.9%</b>	<b>37.02%</b>

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

Icons on the left: Home, P&L Check, Finance View, Sales View, Marketing View, Supply Chain View, Sales Trend, Executive View, quick validate.