Business Insights 360

Info

Sales View

Finance View

Marketing View

Supply Chain View

Executive View

Support

region, market: All | customer: All | segment, cate...: All

2019 | 2020 | 2021 | 2022 | YTD | YTG | Q1 | Q2 | Q3 | Q4

Last Year | Targets

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

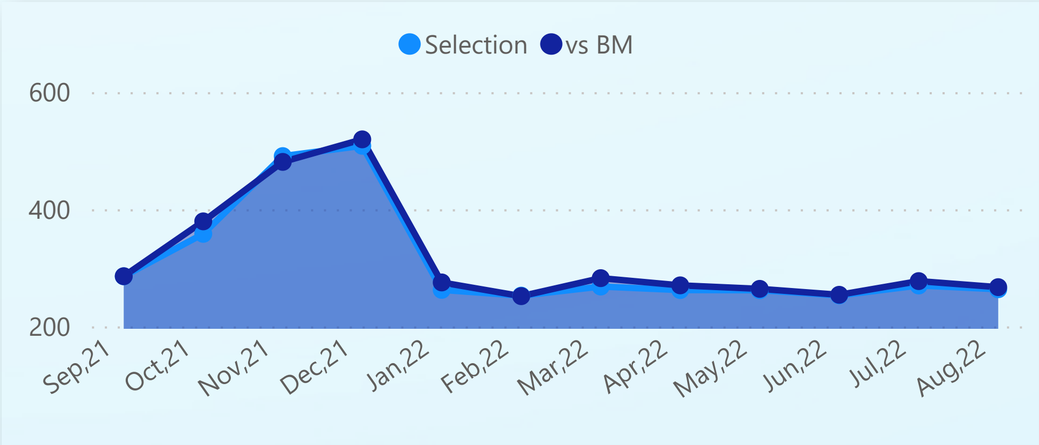
38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% !
BM: 14.85% (-194.14%)
Net Profit %

Profit and Loss Statement

Line Item	2022	BM	Change	Change %
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Gross Margin %	38.08	38.34	-0.25	-0.66
Net Profit %	-13.98	14.85	-28.84	-194.14

Net Sales Performance Over Time



Top/Bottom Products and Customers by Net Sales

region	P & L Values	Change %
NA	1,022.10	-1.24
LATAM	14.82	-1.60
EU	775.48	-1.13
APAC	1,923.77	-2.48
Total	**3,736.17**	**-1.86**

segment	P & L Values	table selection
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	**3,736.17**	**-1.86**

region, market: All | customer: All | segment, cate...: All

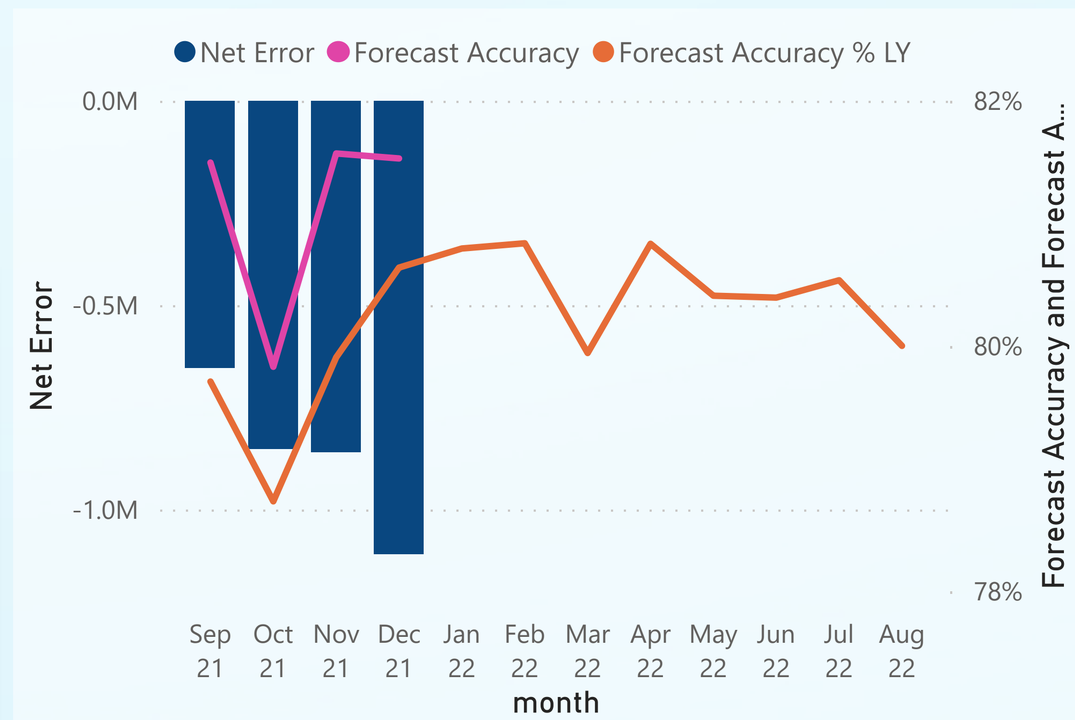
2019 | 2020 | 2021 | 2022 | YTD | YTG | Q1 | Q2 | Q3 | Q4

81.17%
Goal: 80.21% (+1.2%)
Forecast Accuracy %

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

6899.04K
LY: 9780.74K (+29.46%)
Net Profit

Accuracy/Net Error Trend



Key Metrics By Customer

customer	Forecast Accuracy	Net Error	Risk	Net Error %
All-Out	43.96%	-150	OOS	-0.3%
Amazon	73.79%	-464694	OOS	-9.2%
Argos (Sainsbury's)	54.78%	-23040	OOS	-17.6%
Atlas Stores	49.53%	-4182	OOS	-2.3%
Atliq e Store	74.22%	-294868	OOS	-9.6%
Atliq Exclusive	70.35%	-359242	OOS	-11.9%
Boulanger	52.69%	-48802	OOS	-20.2%
Chip 7	34.56%	-85293	OOS	-35.0%
Chiptec	50.49%	-20102	OOS	-11.4%
Coolblue	47.66%	-34790	OOS	-15.3%
Croma	36.58%	-77649	OOS	-16.5%
Digimarket	28.21%	-95328	OOS	-46.6%
Ebay	52.27%	-19127	OOS	-2.0%
Electricalsara Stores	48.62%	-11256	OOS	-11.4%
Electricalsbea Stores	55.74%	-6352	OOS	-9.6%
Electricalslance Stores	41.07%	-39358	OOS	-41.9%
Electricalslytical	45.55%	-102814	OOS	-16.1%
Electricalsocity	36.28%	-224226	OOS	-34.4%
Electricalsquipo Stores	48.72%	-8961	OOS	-5.0%
Elite	20.90%	-80439	OOS	-56.0%
Total	**81.17%**	**-3472690**	**OOS**	**-9.5%**

Key Metrics By Products

segment	Forecast Accuracy	Net Error	Net Profilt %	Risk
Peripherals	68.17%	-3204280	-14.03%	OOS
Storage	71.50%	-628266	-13.76%	OOS
Notebook	87.24%	-47221	-14.06%	OOS
Networking	93.06%	-12967	-13.72%	OOS
				OOS
Desktop	87.53%	78576	-13.75%	EI
Accessories	87.42%	341468	-14.05%	EI
Total	**81.17%**	**-3472690**	**-13.98%**	**OOS**

region, market: All | customer: All | segment, cate...: All

2019 | 2020 | 2021 | 2022 | YTD | YTG | Q1 | Q2 | Q3 | Q4

10%

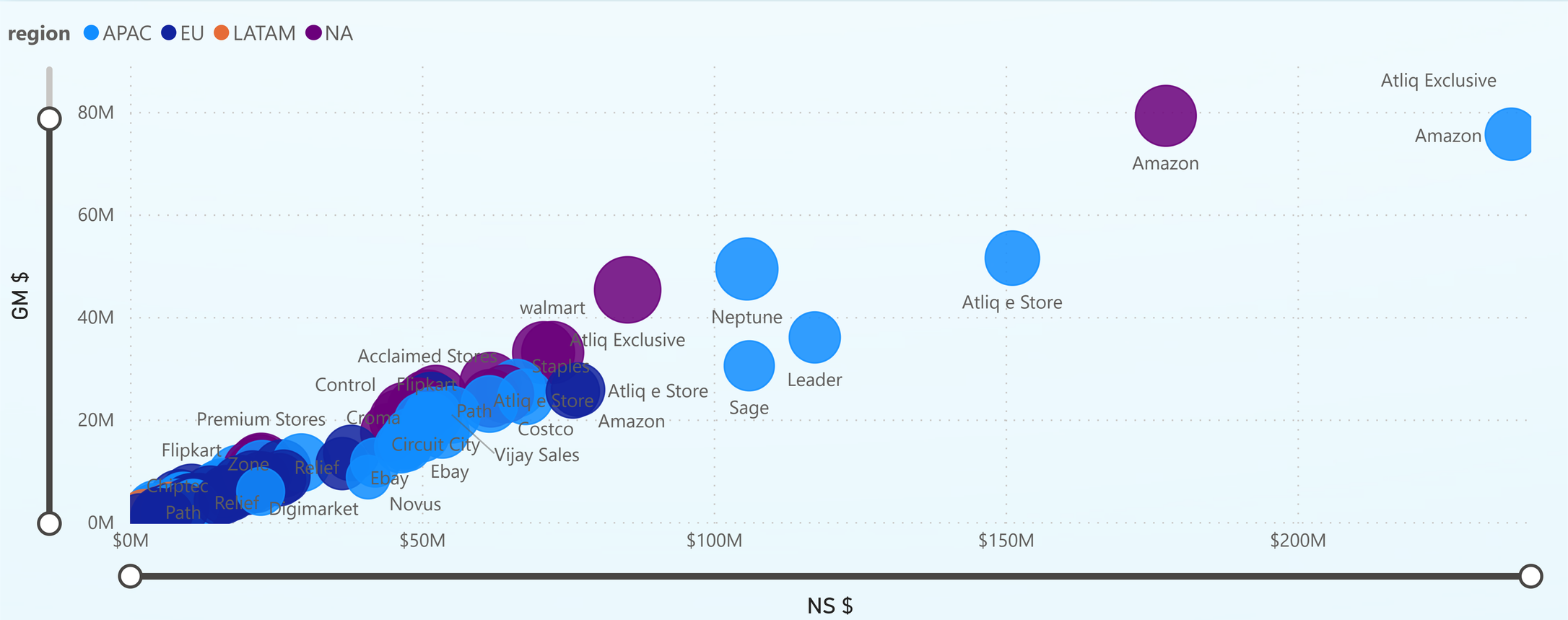
Customer Performance

customer	NS $	GM $	GM %
Zone	$29.35M	11.58M	39.44%
walmart	$72.41M	33.06M	45.66%
Viveks	$46.38M	14.68M	31.64%
Vijay Sales	$55.13M	20.93M	37.96%
Unity Stores	$6.29M	2.13M	33.91%
UniEuro	$36.37M	11.40M	31.33%
Taobao	$22.66M	9.97M	44.00%
Synthetic	$52.24M	14.76M	28.25%
Surface Stores	$11.01M	3.25M	29.49%
Staples	$64.20M	24.99M	38.92%
Sound	$27.63M	10.76M	38.94%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

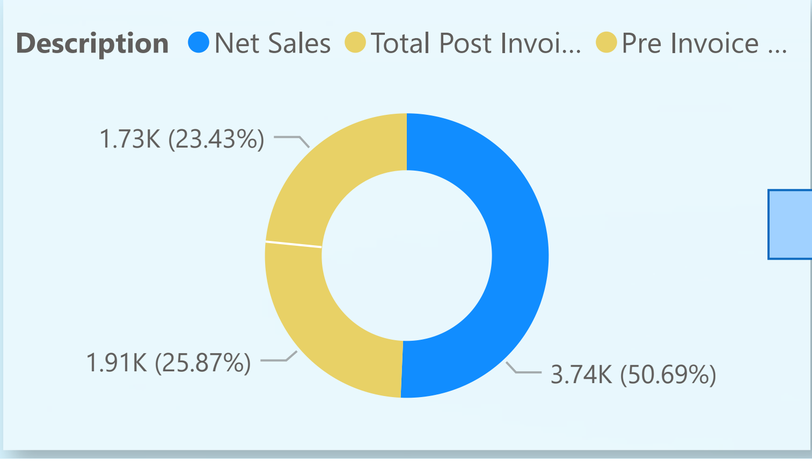
Product Performance

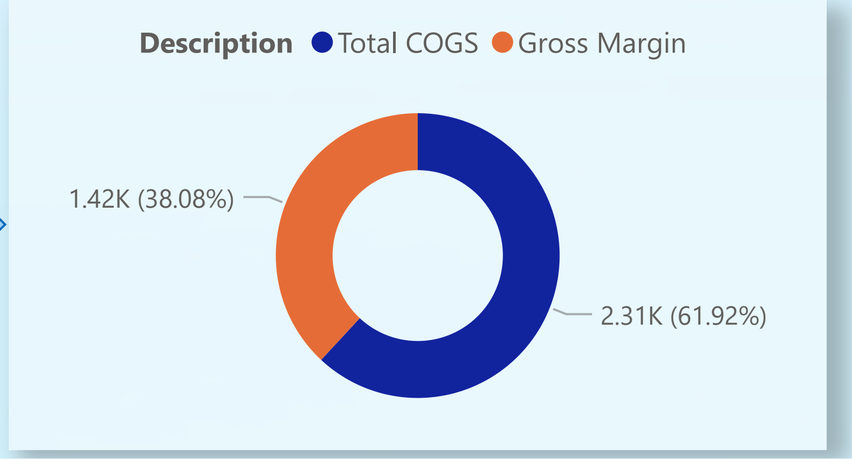
segment	NS $	GM $	GM %
Accessories	$454.10M	172.61M	38.01%
Desktop	$711.08M	272.39M	38.31%
Networking	$38.43M	14.78M	38.45%
Notebook	$1,580.43M	600.96M	38.03%
Peripherals	$897.54M	341.22M	38.02%
Storage	$54.59M	20.93M	38.33%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

Key Matrix



Unit Economies





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Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profilt %
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.43 M**	**-13.98%**

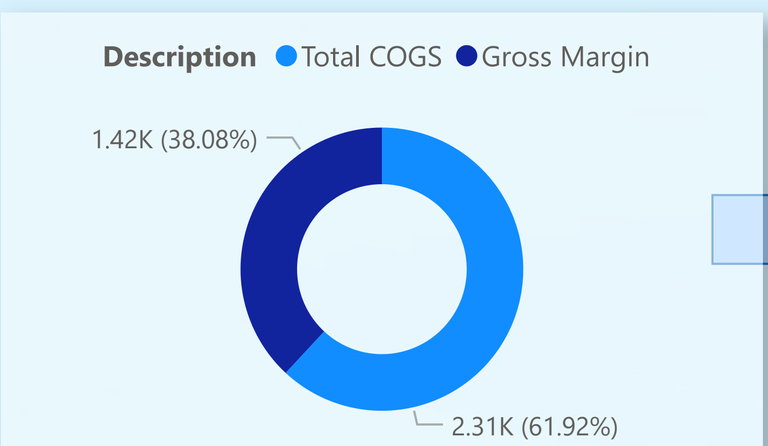
Region/Market/Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profilt %
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	$1,022.10M	459.68M	44.97%	-145.30M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.43M**	**-13.98%**

Key Matrix

Gross Margin | Net Profit

Unit Economies



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Last Year | Targets

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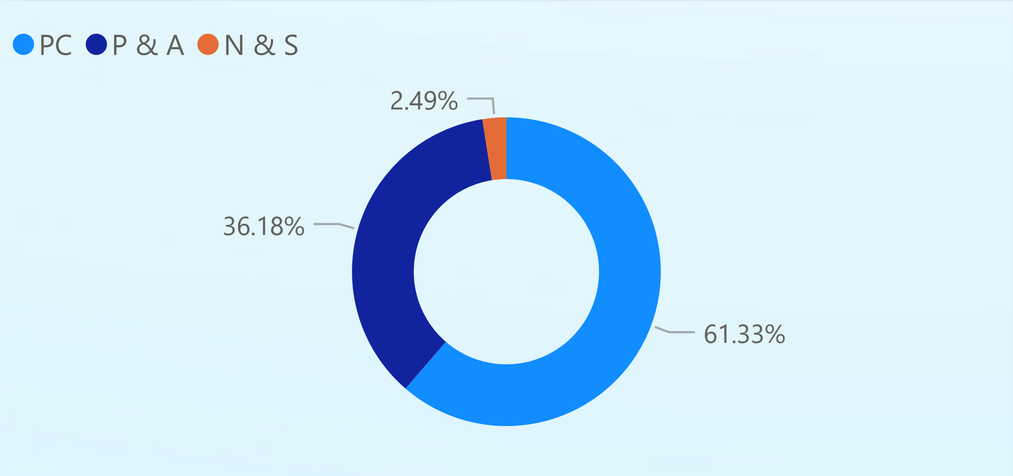
BM: 14.85% (-194.14%)
Net Profit %

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

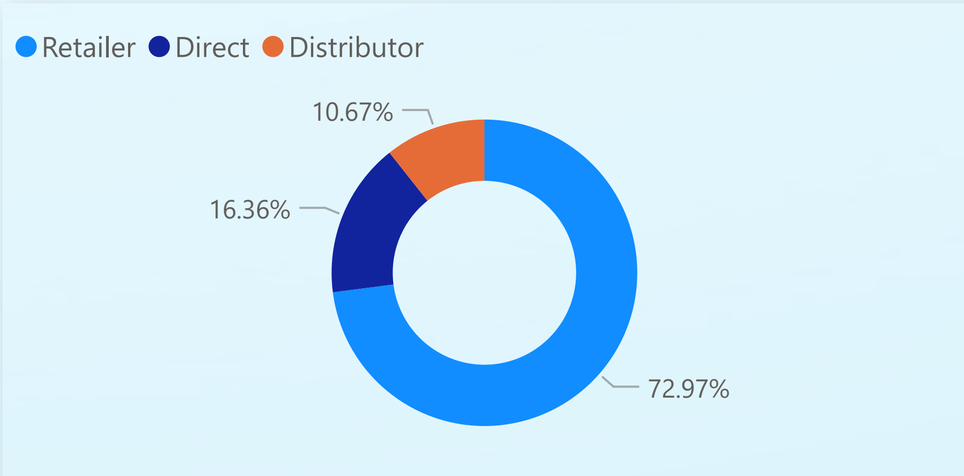
Key Insights by Sub-Zone

sub_zone	NS $	GM %	GM % Variance	Net Profilt %	Net Error %	AT MS %	RC %	Risk
LATAM	$14.82M	35.02% ⬇	0.46%	-2.95%	3.4%	0.3%	0.40%	EI
SE	$317.78M	37.03% ⬇	0.27%	-4.00%	-55.5%	16.4%	8.51%	OOS
ROA	$788.66M	34.19% ⬇	0.49%	-6.32%	-4.6%	8.3%	21.11%	OOS
ANZ	$189.78M	43.50% ⬇	0.83%	-7.39%	-37.6%	1.4%	5.08%	OOS
NA	$1,022.10M	44.97% ⬇	1.20%	-14.22%	14.4%	4.9%	27.36%	EI
NE	$457.70M	32.80% ⬇	0.18%	-18.10%	-4.6%	6.8%	12.25%	OOS
India	$945.33M	35.75%	-0.96%	-22.99%	-24.4%	13.3%	25.30%	OOS
Total	**$3,736.17M**	**38.08%** ⬇	**0.25%**	**-13.98%**	**-9.5%**	**5.9%**	**100.00%**	**OOS**

Revenue by Division



Revenue by Channel



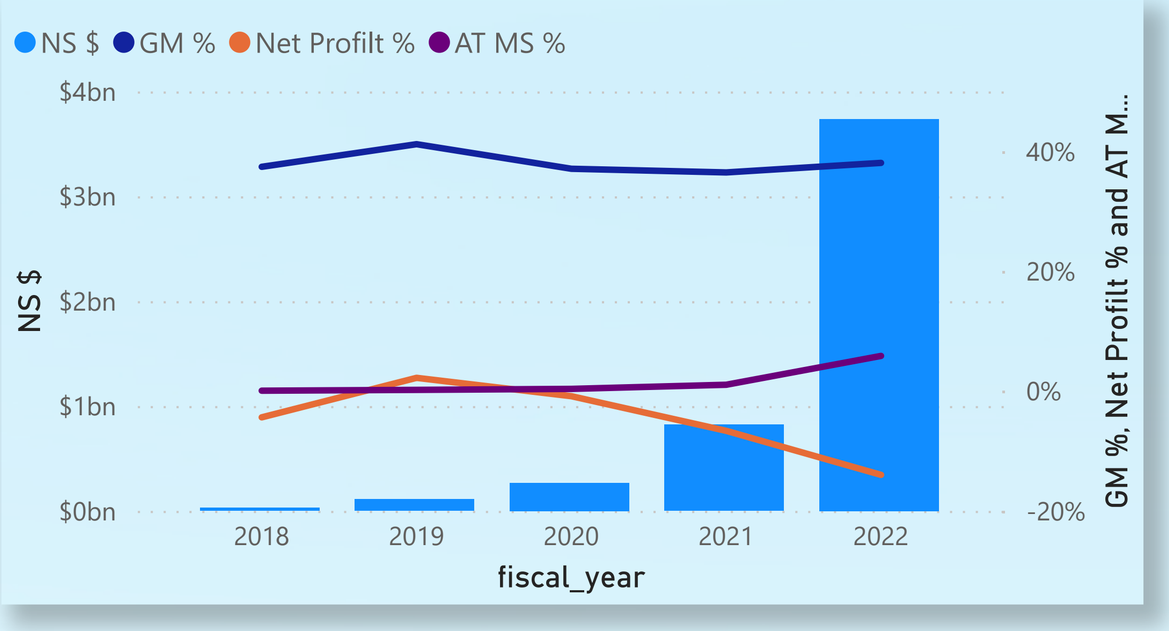
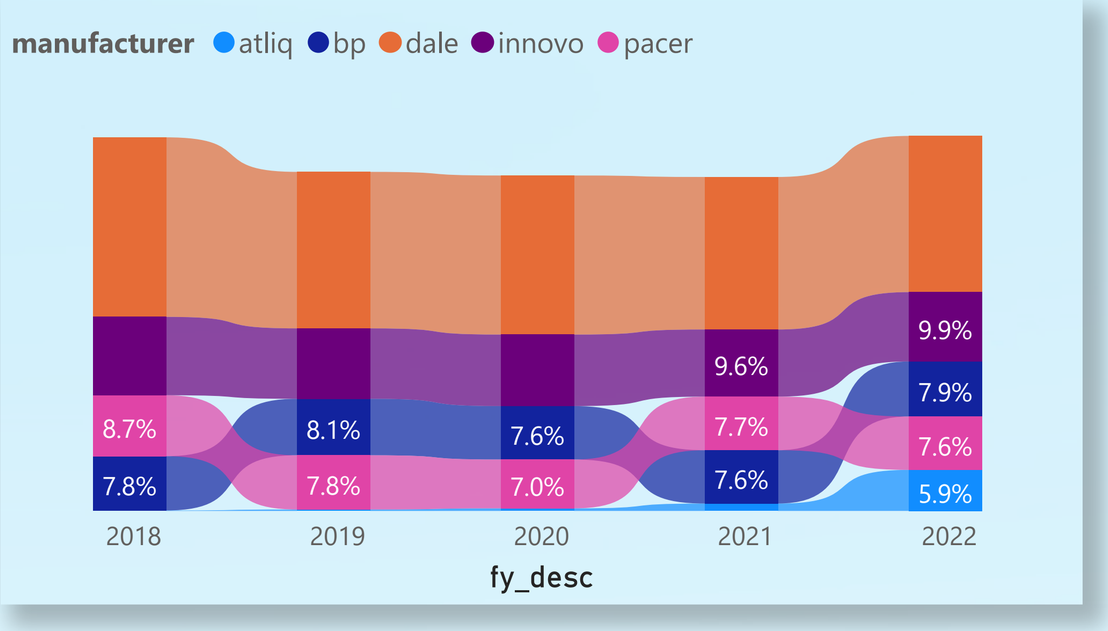
Top 5 Customers by Revenue

customer	NS $	RC %	GM %
Amazon	$496,880,264.23	13.30%	36.78% ⬇
Atliq e Store	$304,106,226.86	8.14%	36.88% ⬇
Atliq Exclusive	$361,108,320.40	9.67%	46.01%
Flipkart	$138,491,423.64	3.71%	42.14%
Sage	$127,864,536.84	3.42%	31.53% ⬇
Total	**$1,428,450,771.98**	**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%** ⬇

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



PC Market Share Trend-Atliq and Competitors