



# Business Insight 360



## Info



## Finance View

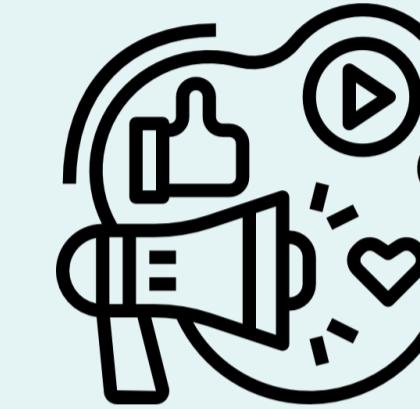
Download **user manual** and get to know the key information of this tool

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.



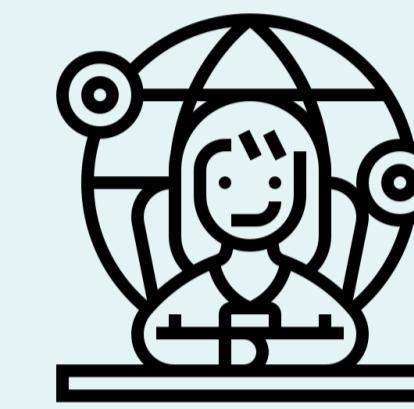
## Marketing View

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**.



market
All

region
All

Customer
All

2018

2019

2020

2021

2022 Est

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

## Net Sales Performance Over Time

vs LY

vs Target

## Net Sales

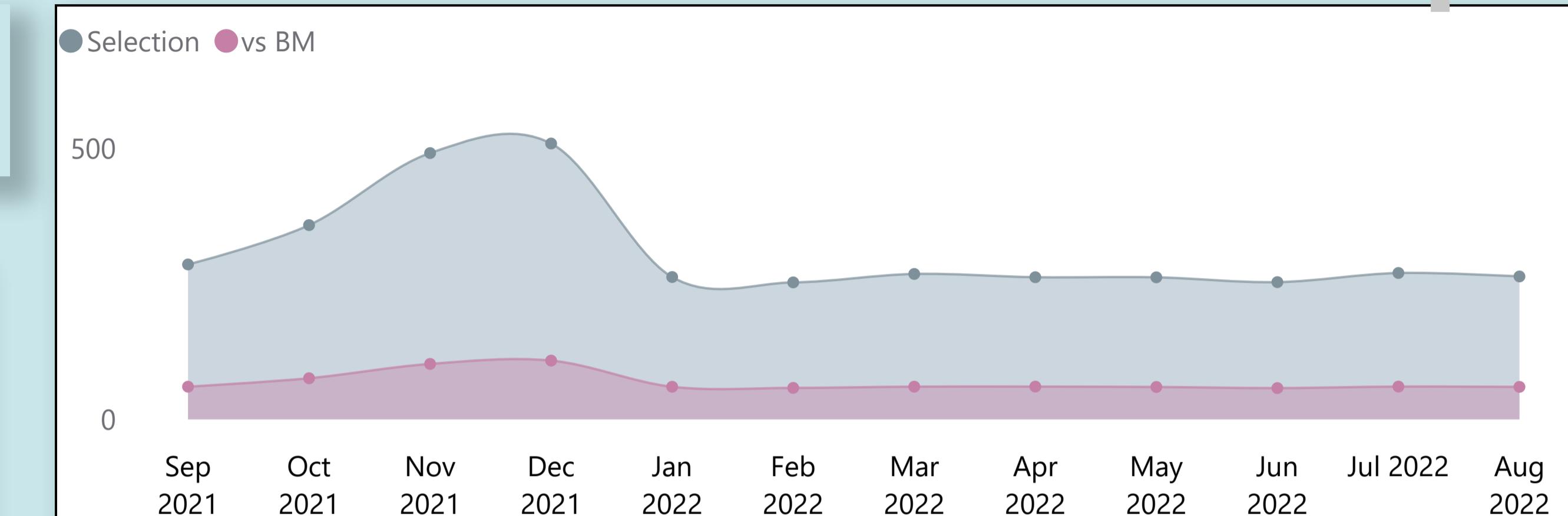
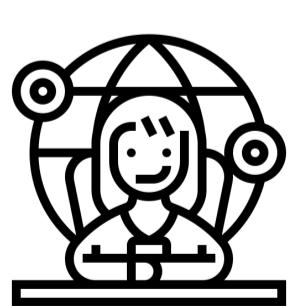
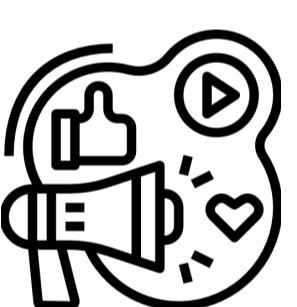
**\$3,736.17M✓**  
BM: 823.85M (+353.5%)

## GM %

**38.08%✓**  
BM: 36.49% (+4.37%)

## Net Profit

**-13.98%!**  
BM: -6.63% (-110.79%)



## Profit &amp; Loss Statement

Line Item	2022 Est	BM	YoY	YoY %
<b>Gross Sales</b>	7,370.14	1,664.64	5,705.50	342.75
<b>Pre Invoice Deduction</b>	1,727.01	392.50	1,334.51	340.00
<b>Net Invoice Sales</b>	5,643.13	1,272.13	4,370.99	343.59
<b>- Post Discounts</b>	1,243.54	281.64	961.90	341.54
<b>- Post Deductions</b>	663.42	166.65	496.77	298.09
<b>Total Post Invoice Deduction</b>	1,906.95	448.29	1,458.67	325.39
<b>Net Sales</b>	3,736.17	823.85	2,912.32	353.50
<b>- Manufacturing Cost</b>	2,197.28	497.78	1,699.50	341.42
<b>- Freight Cost</b>	100.49	22.05	78.43	355.64
<b>- Other Cost</b>	15.52	3.39	12.14	358.03
<b>Total COGS</b>	2,313.29	523.22	1,790.07	342.13
<b>Gross Margin</b>	1,422.88	300.63	1,122.25	373.30
<b>Gross Margin %</b>	38.08	36.49	1.59	4.37
<b>GM / Unit</b>	15.76	5.99	9.77	162.95
<b>Operational Expense</b>	-1,945.30	-355.28	-1,590.02	447.54
<b>Net Profit</b>	-522.42	-54.65	-467.77	855.93
<b>Net Profit %</b>	-13.98	-6.63	-7.35	110.79

## Top / Bottom Products &amp; Customer by Net Sales

customer	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg	P & L Chg %
Acclaimed Stores	73.36	412.45%	Accessories	454.10	\$209.25	85.46%
All-Out	4.41	315.22%	Desktop	711.08	\$664.65	1,431.55%
Amazon	496.88	355.74%	Networking	38.43	(\$6.72)	-14.89%
Argos (Sainsbury's)	13.70	361.56%	Notebook	1,580.43	\$1,313.95	493.06%
Atlas Stores	17.14	312.30%	Peripherals	897.54	\$731.03	439.03%
Atliq e Store	304.10	332.50%	Storage			
Atliq Exclusive	361.12	351.83%	External Solid State Drives			
BestBuy	49.34	497.42%	AQ Clx1	11.38	(\$0.23)	-1.95%
Billa	6.82	313.72%	AQ Clx2	11.96	(\$0.25)	-2.03%

BM = Benchmark, YoY = Year of Year



<b>market</b>	<b>region</b>	<b>Customer</b>
All	All	All

2018 2019 2020 2021 2022 Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4 YTD YTG

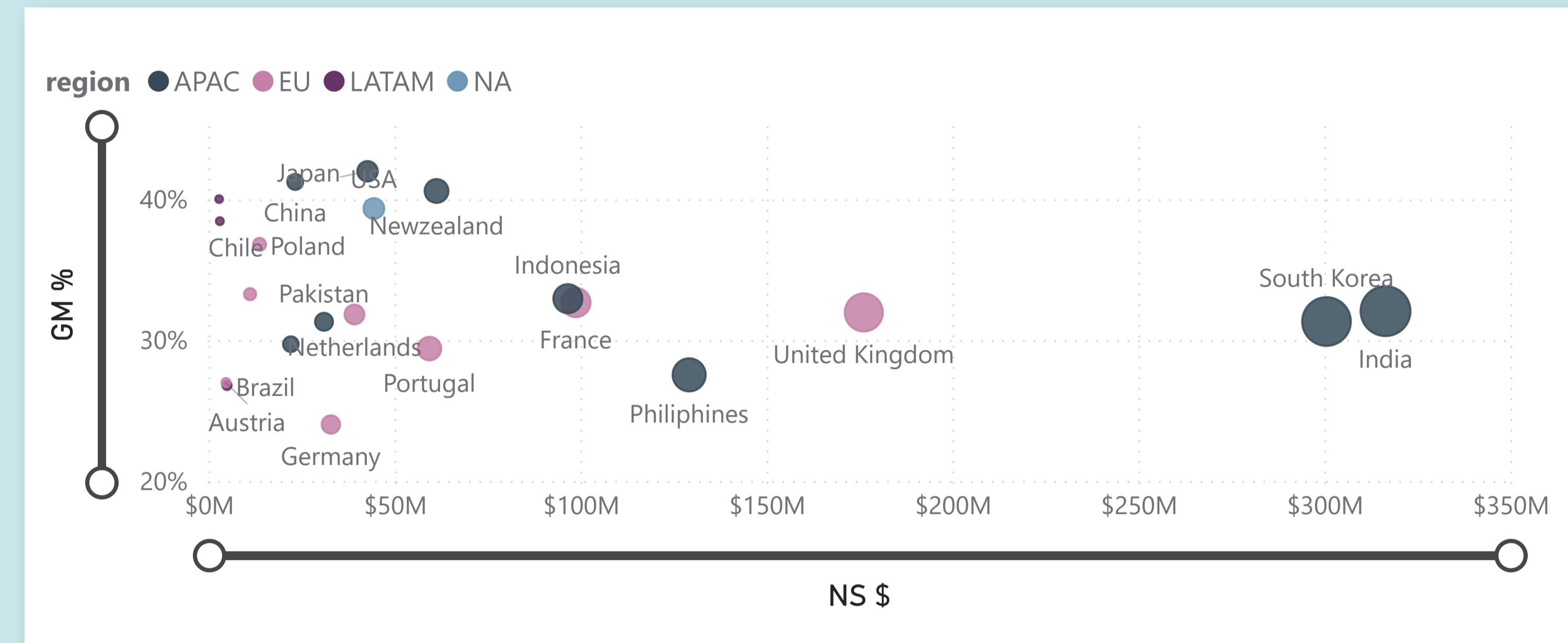
vs LY vs Target

## Top / Bottom Customer by Net Sales

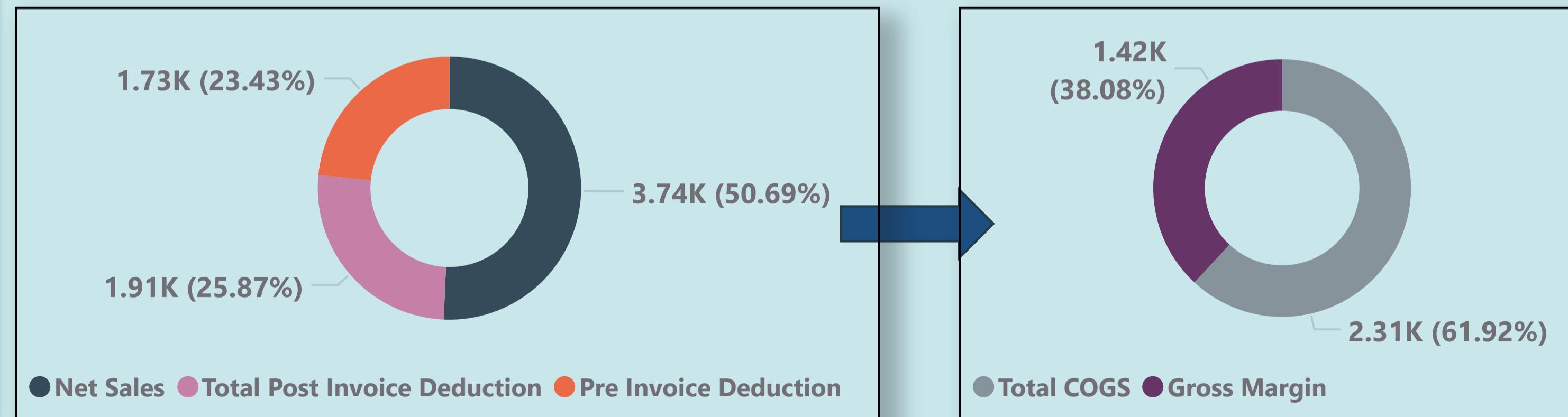
customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
Atliq Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	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%
Chiptec	\$18.93M	7.37M	38.94%

Show NP %

## Performance Over Time



## Units Economic



## Top / Bottom Products by Net Sales

segment	NS \$	GM \$	GM %
Storage	\$3.69M	1.38M	37.22%
USB Flash Drives	\$50.90M	19.55M	38.41%
External Solid State Drives	\$524.59M	199.79M	38.08%
Peripherals	\$101.84M	39.40M	38.69%
Processors	\$37.41M	14.33M	38.30%
MotherBoard	\$233.69M	87.70M	37.53%
Internal HDD			
Graphic Card			

LY = Last Year



<b>market</b>	<b>region</b>	<b>Customer</b>
All	All	All

2018

2019

2020

2021

2022 Est

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

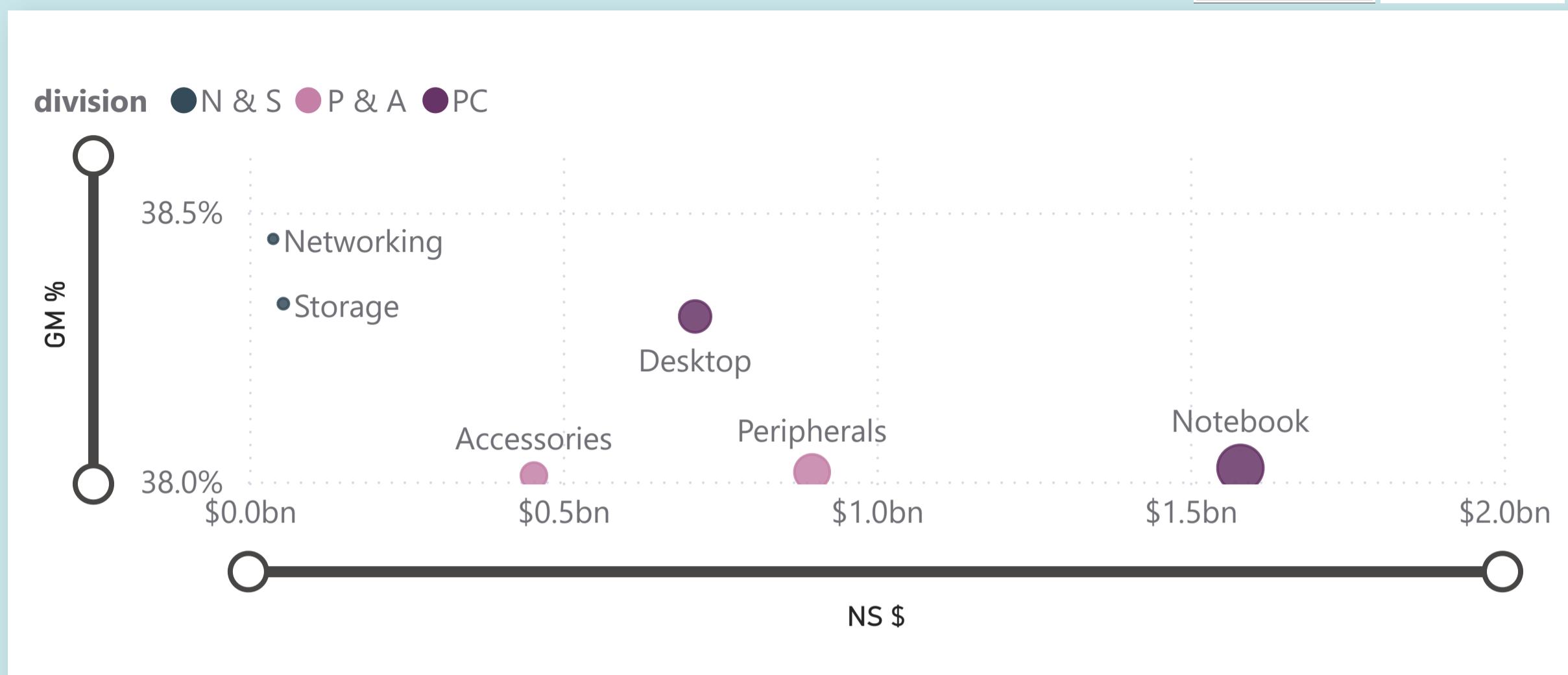
Performance Over Time

vs LY

vs Target

## Key Metric By Category

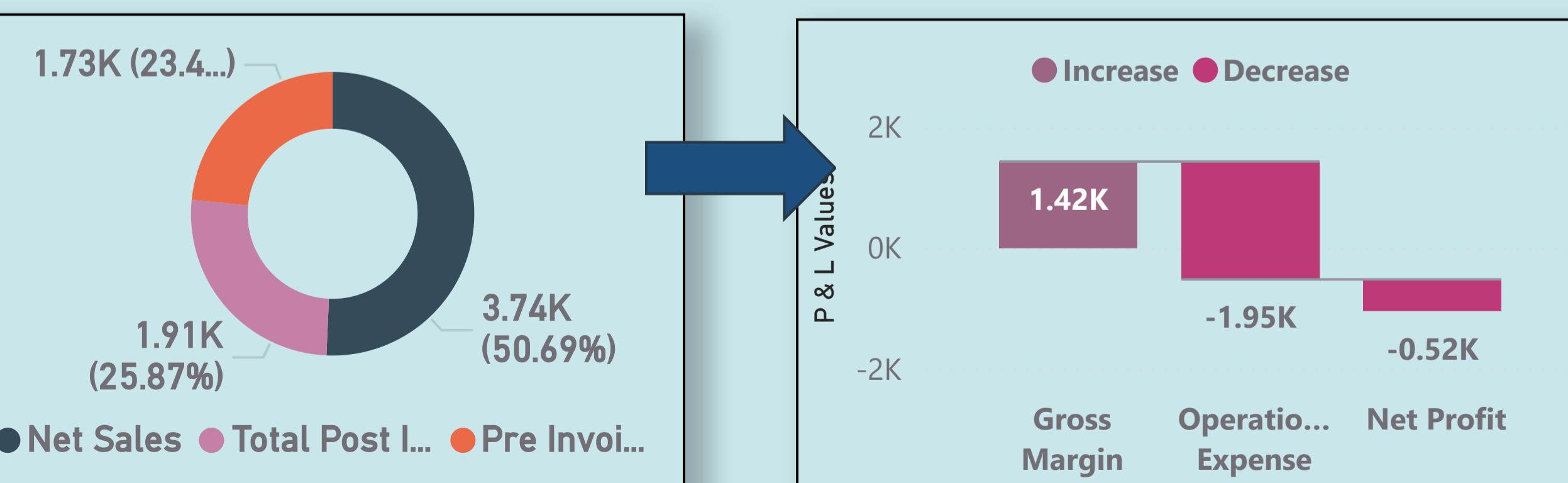
category	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Batteries	\$71.37M	26.84M	37.61%	-10.27M	-14.40%
Business Laptop	\$765.25M	292.87M	38.27%	-105.64M	-13.80%
External Solid State Drives	\$50.90M	19.55M	38.41%	-6.96M	-13.68%
Gaming Laptop	\$619.25M	233.85M	37.76%	-88.61M	-14.31%
Graphic Card	\$233.69M	87.70M	37.53%	-33.95M	-14.53%
Internal HDD	\$37.41M	14.33M	38.30%	-5.15M	-13.78%
Keyboard	\$225.25M	85.98M	38.17%	-31.24M	-13.87%
MotherBoard	\$101.84M	39.40M	38.69%	-13.65M	-13.41%
Mouse	\$157.48M	59.79M	37.96%	-22.26M	-14.14%
Personal Desktop	\$367.18M	140.79M	38.34%	-50.32M	-13.70%
Personal Laptop	\$539.83M	205.84M	38.13%	-75.38M	-13.96%
Processors	\$524.59M	199.79M	38.08%	-73.15M	-13.94%
USB Flash Drives	\$3.69M	1.38M	37.22%	-0.55M	-14.87%
Wi fi extender	\$38.43M	14.78M	38.45%	-5.27M	-13.72%



## Top / Bottom Products by Net Sales

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<b>APAC</b>					
Australia	\$119.33M	53.79M	45.08%	-12.02M	-10.07%
Bangladesh	\$36.41M	11.21M	30.79%	-1.34M	-3.68%
China	\$147.43M	67.20M	45.58%	-9.33M	-6.33%
India	\$945.34M	337.98M	35.75%	-217.32M	-22.99%
Indonesia	\$96.61M	31.82M	32.93%	-13.25M	-13.71%
Japan	\$47.34M	20.03M	42.32%	-0.47M	-0.98%
Newzealand	\$70.45M	28.77M	40.83%	-2.01M	-2.85%
Pakistan	\$31.05M	9.72M	31.29%	0.49M	1.59%
Philippines	\$129.23M	35.57M	27.53%	-14.78M	-11.44%
South Korea	\$300.59M	94.12M	31.31%	-11.14M	-3.71%

## Units Economic



LY = Last Year



market	region	Customer
All	All	All

2018

2019

2020

2021

2022 Est

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

## Net Sales Performance Over Time

### ABS Error

**19%✓**  
LY: 10M (-100%)

### Forecast Accuracy

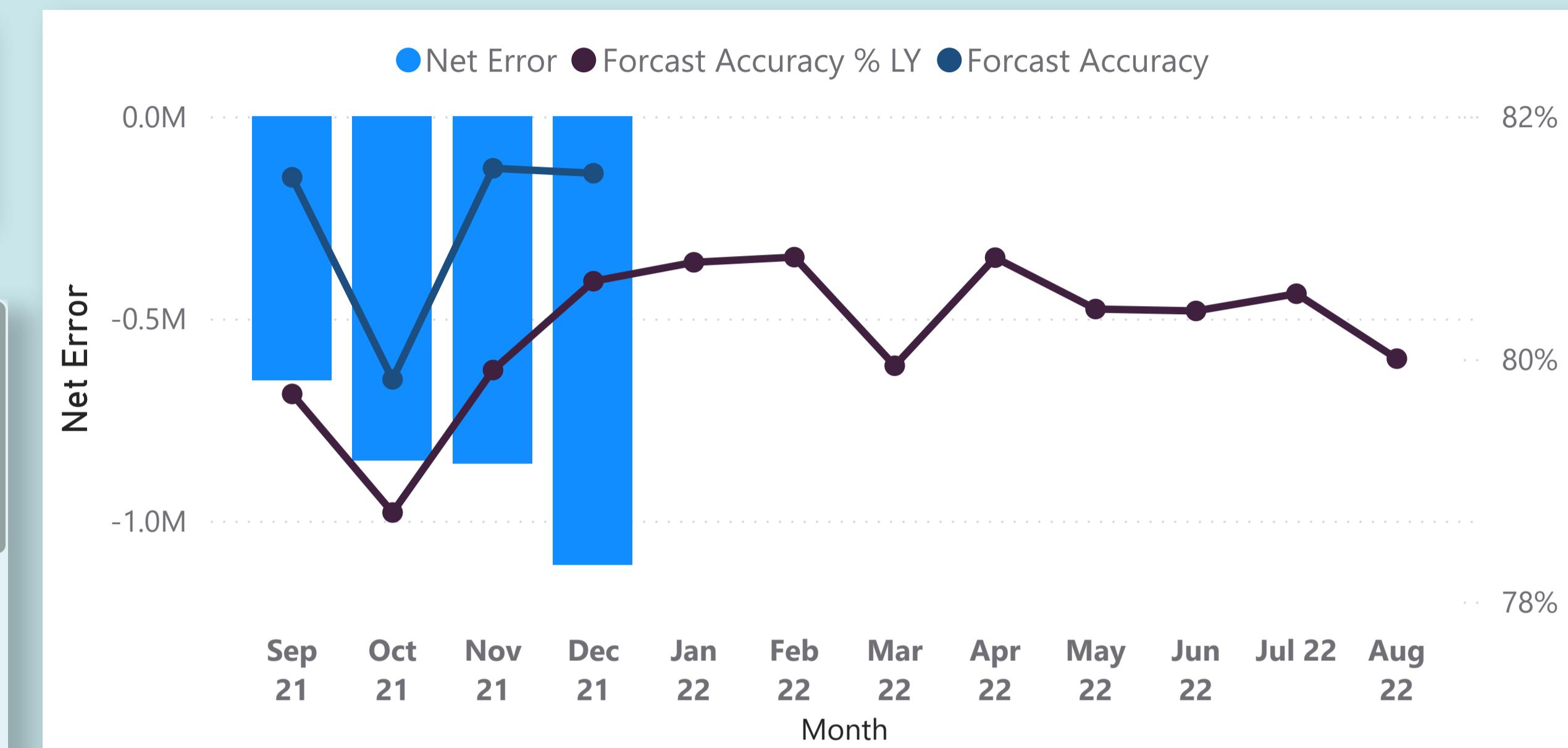
**81%✓**  
LY: 80% (+1.2%)

### Net Error

**-3473K✓**  
LY: -752K (-361.97%)

### Key Metric By Customer

customer	Forcast Accuracy	Net Error	Net Error %	Forcast Accuracy % LY	Risk
All-Out	43.96%	-150	-0.32%	29.09%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
Atliq Exclusive	70.35%	-359242	-11.91%	71.69%	OOS
Boulanger	52.69%	-48802	-20.21%	58.77%	OOS
Chip 7	34.56%	-85293	-35.01%	53.44%	OOS
Chiptec	50.49%	-20102	-11.36%	52.54%	OOS
Coolblue	47.66%	-34790	-15.34%	52.95%	OOS
Croma	36.58%	-77649	-16.54%	42.78%	OOS
Digimarket	28.21%	-95328	-46.59%	40.79%	OOS
Ebay	52.27%	-19127	-2.02%	50.49%	OOS
Electricalsara Stores	48.62%	-11256	-11.41%	52.02%	OOS
Electricalsbea Stores	55.74%	-6352	-9.56%	51.56%	OOS
Electricalslance	41.07%	-39358	-41.89%	54.69%	OOS



### Key Metric By Product

segment	Forcast Accuracy	Net Error	Net Error %	Forcast Accuracy % LY	Risk
<b>Accessories</b>					
AQ Gamers	93.78%	37883	3.59%	53.81%	EI
AQ Gamers Ms	90.89%	102151	8.16%	89.33%	EI
AQ LION x1	54.71%	-221591	-45.29%	83.95%	OOS
AQ LION x2	58.91%	-203604	-41.09%	85.92%	OOS
AQ LION x3	58.64%	-203553	-41.36%	85.34%	OOS
AQ Lite	90.14%	66835	6.16%	56.31%	EI
AQ Lite Ms	91.91%	96438	7.62%	88.55%	EI

OOS = Out of Stock, EI = Excess Inventory



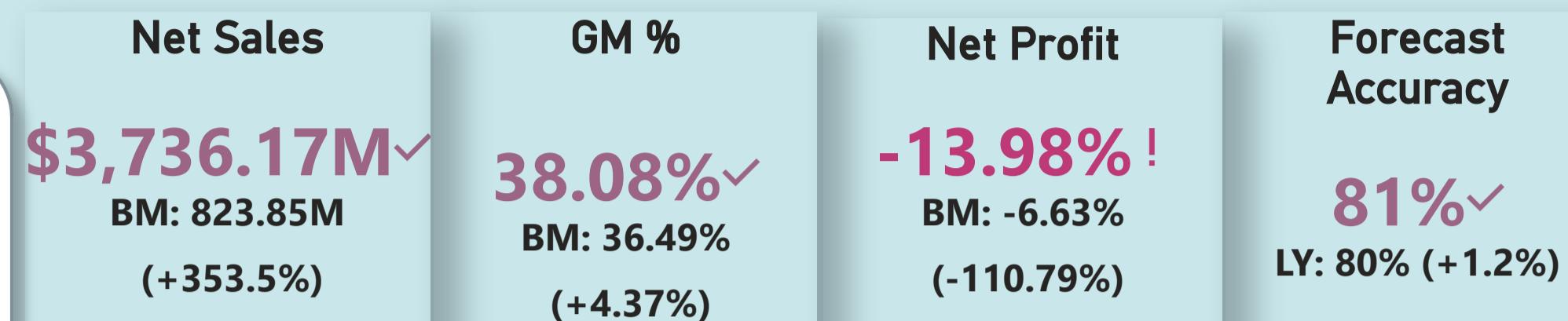
**market** **region** **Customer** **2018** **2019** **2020** **2021** **2022 Est** **Qtr 1** **Qtr 2** **Qtr 3** **Qtr 4** **vs LY** **vs Target**

All All All

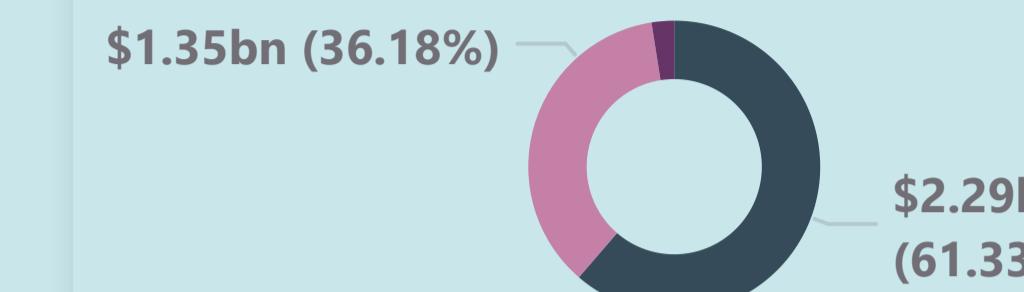
**YTD** **YTG**

**Revenue by Division**

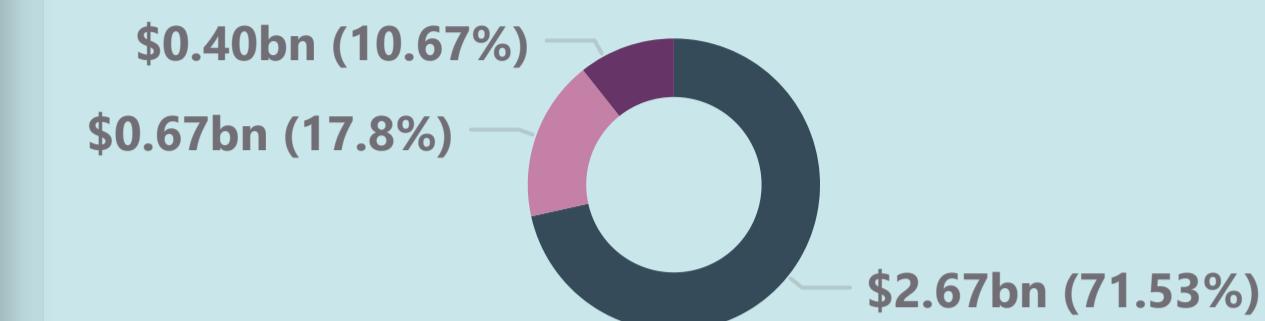
**Revenue by Channel**



● PC ● P & A ● N & S



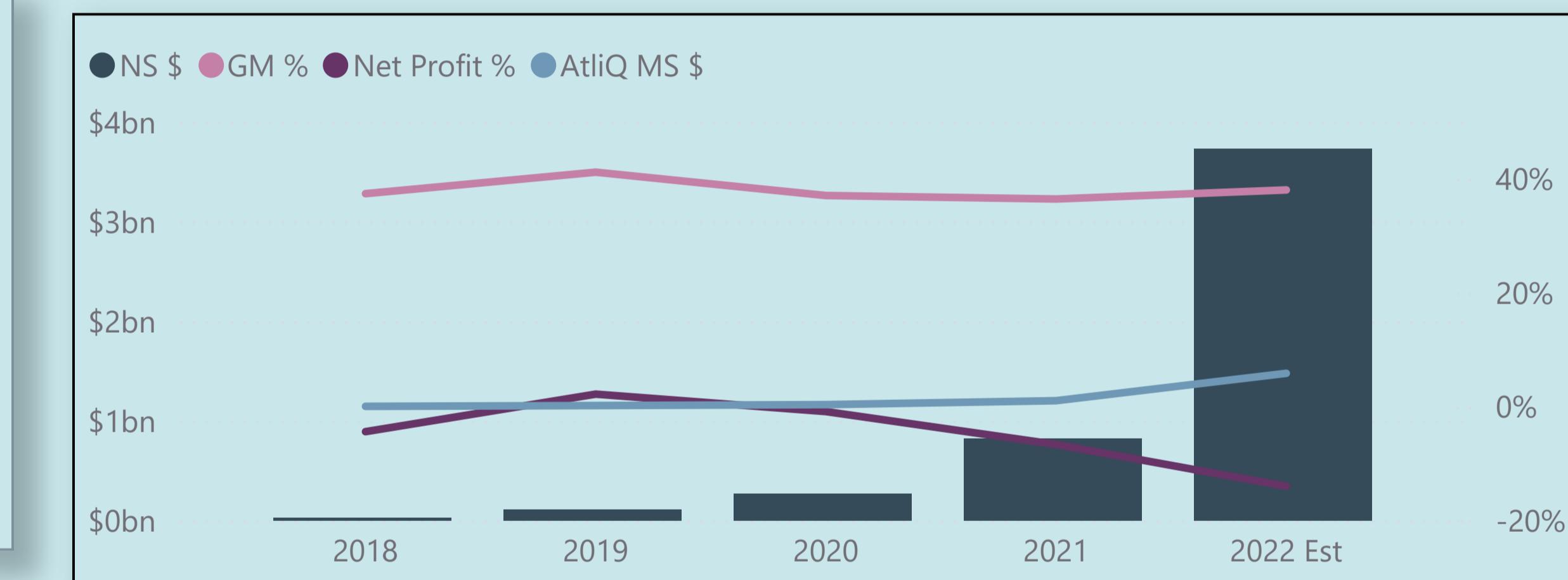
● Retailer ● Direct ● Distributor



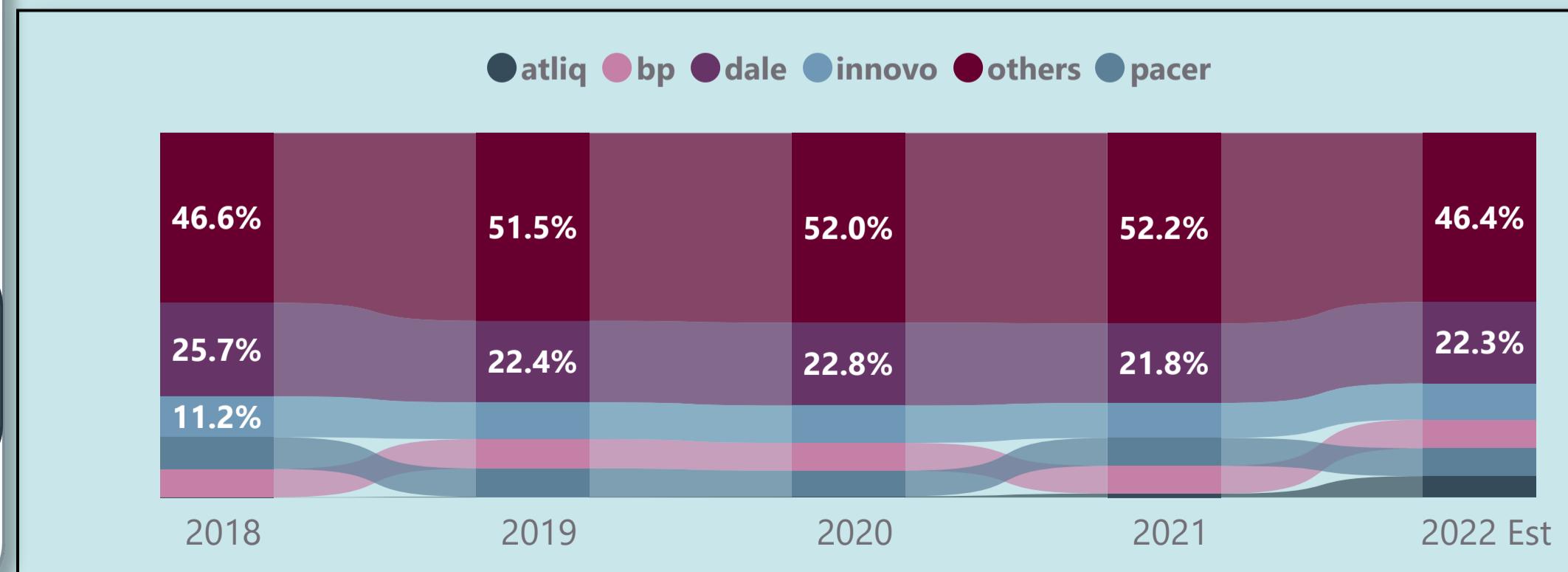
### Key Insight By Sub Zones

Sub Zones	NS \$	GM %	Net Profit %	RC %	Net Error %	AtliQ MS \$	Risk
SE	\$317.8M	37.0%	↓	-4.0%	8.51%	-55.47%	16.4% OOS
ANZ	\$189.8M	43.5%		-7.4%	5.08%	-37.61%	1.4% OOS
India	\$945.3M	35.8%		-23.0%	25.30%	-24.37%	13.3% OOS
ROA	\$788.7M	34.2%	↓	-6.3%	21.11%	-4.56%	8.3% OOS
NE	\$457.7M	32.8%	↓	-18.1%	12.25%	-4.56%	6.8% OOS
LATAM	\$14.8M	35.0%	↓	-2.9%	0.40%	3.37%	0.3% EI
NA	\$1,022.1M	45.0%		-14.2%	27.36%	14.35%	4.9% EI
<b>Total</b>	<b>\$3,736.2M</b>	<b>38.1%</b>		<b>-14.0%</b>	<b>100.00%</b>	<b>-9.48%</b>	<b>5.9% OOS</b>

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



### PC Market Share Trend -AtliQ & Competitors



### Top Products & Customer by Net Sales

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%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

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%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

OOS = Out of Stock, EI = Excess Inventory



# Support

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



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LinkedIn: [linkedin.com/in/noor-ul-ain-02a99b162](https://linkedin.com/in/noor-ul-ain-02a99b162)