



# Business Insights 360



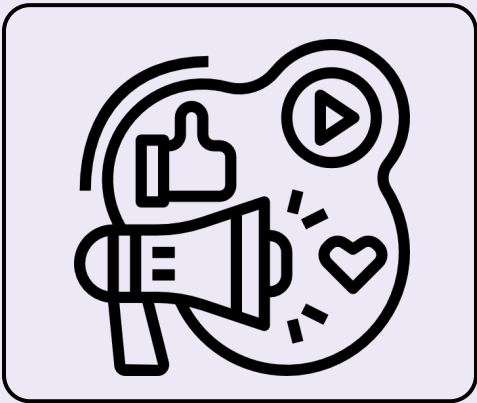
## Finance View

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



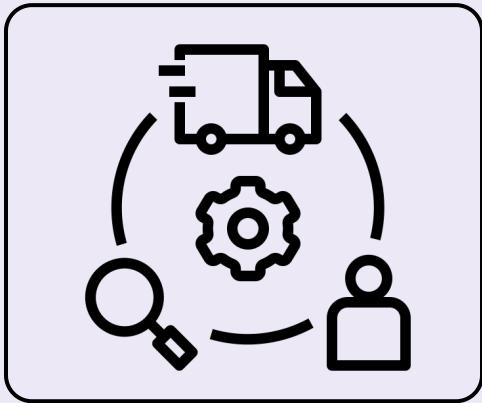
## Sales View

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



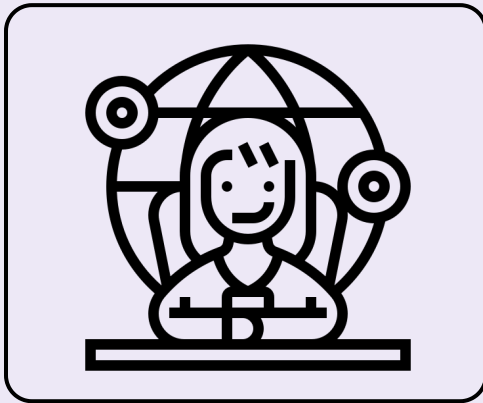
## Marketing View

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.



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

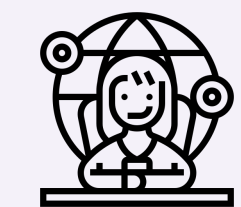
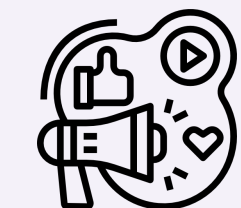
Q2

Q3

Q4

YTD

YTG



**\$111.37M**✓

BM: 29.11M (+282.57%)

**Net Sales**

**41.20%**✓

BM: 37.43% (+10.08%)

**GM %**

**2.21%**✓

BM: -4.38% (+150.38%)

**Net Profit %**

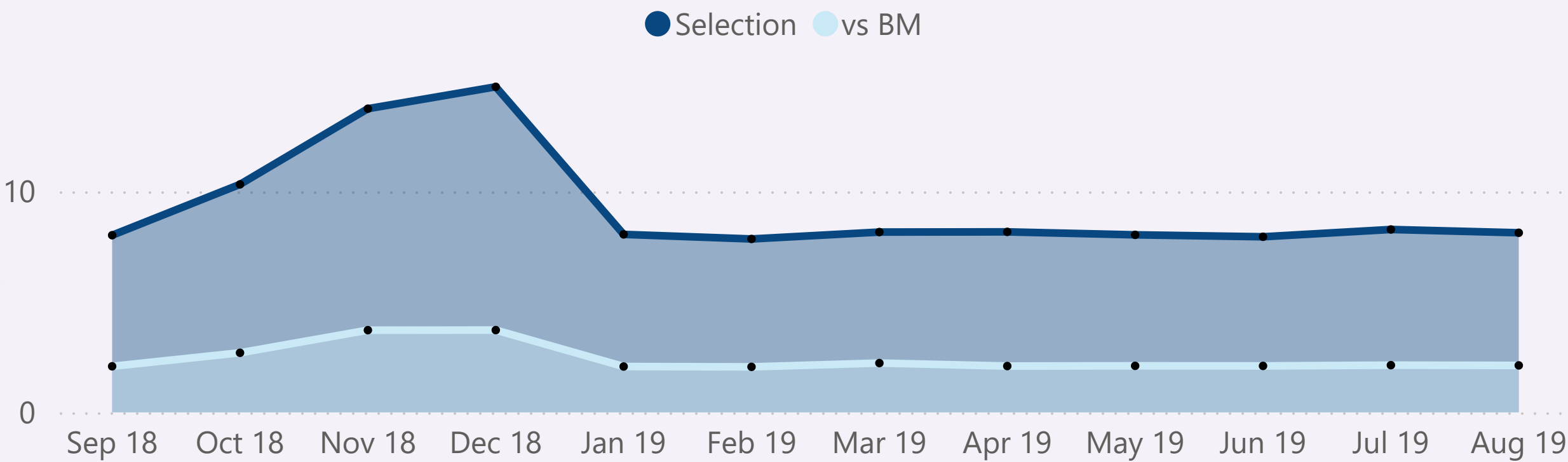
**Profit and Loss Statement**

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	-256.76
Net Profit	2.46	-1.28	3.74	292.73
Net Profit %	2.21	-4.38	6.59	150.38

**Net Sales Performace Over Time**

vs LY

vs Target



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

region	P & L values	P & L Chg %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
NA	22.01	239.00
<b>Total</b>	<b>111.37</b>	<b>282.57</b>

segment	P & L values	P & L Chg %
Accessories	28.04	213.09
Networking	17.36	436.97
Notebook	32.40	336.01
Peripherals	19.73	159.47
Storage	13.84	633.77
<b>Total</b>	<b>111.37</b>	<b>282.57</b>

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment, category, produ...

All

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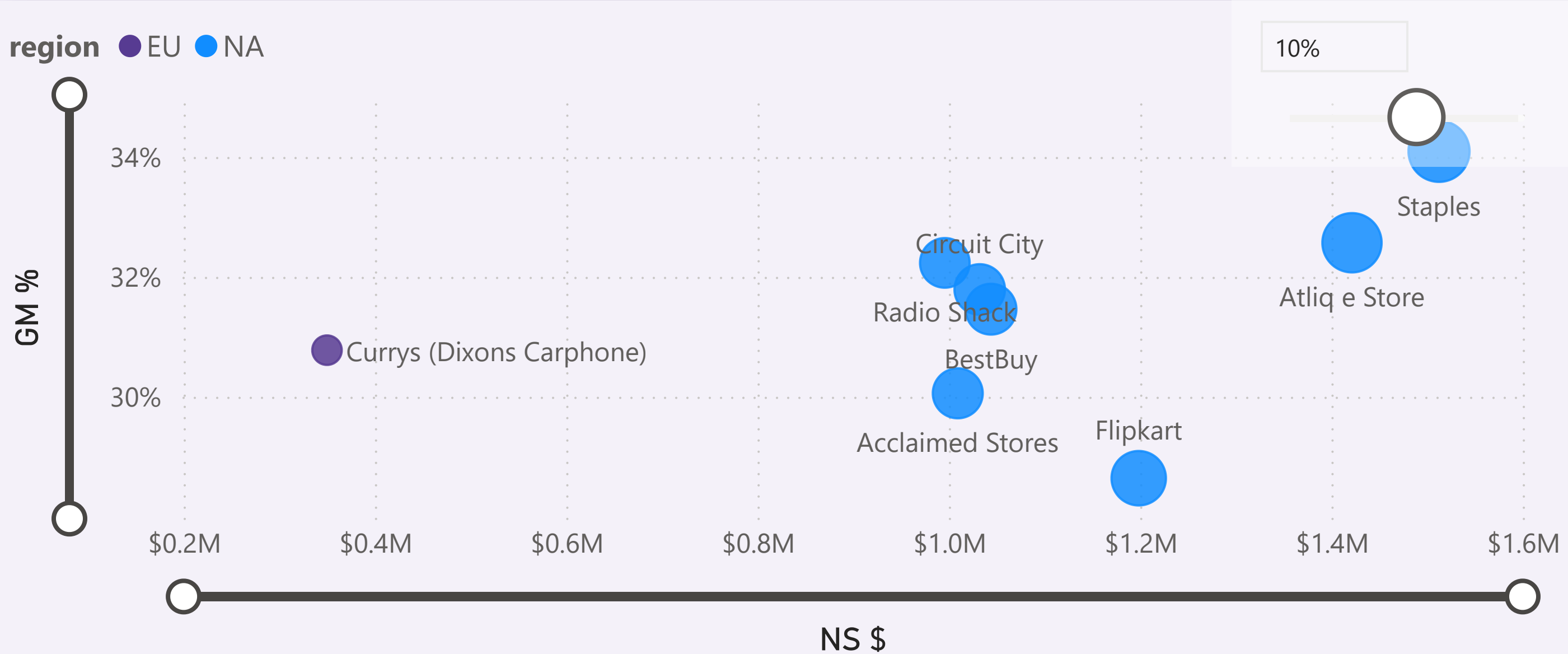
vs LY

vs Target

### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$15.35M	6.38M	41.57%
AtliQ Exclusive	\$11.73M	5.68M	48.41%
Atliq e Store	\$9.15M	3.75M	40.99%
Sage	\$5.85M	2.56M	43.70%
Leader	\$5.82M	2.80M	48.13%
Flipkart	\$3.58M	1.25M	34.84%
Ebay	\$3.19M	1.36M	42.58%
Electricalsocity	\$2.87M	1.27M	44.33%
Synthetic	\$2.31M	0.94M	40.68%
Novus	\$2.28M	0.85M	37.45%
Electricalslytical	\$2.20M	0.91M	41.39%
Vijay Sales	\$2.12M	0.91M	42.79%
Croma	\$2.05M	0.93M	45.54%
<b>Total</b>	<b>\$111.37M</b>	<b>45.89M</b>	<b>41.20%</b>

### Performance Matrix

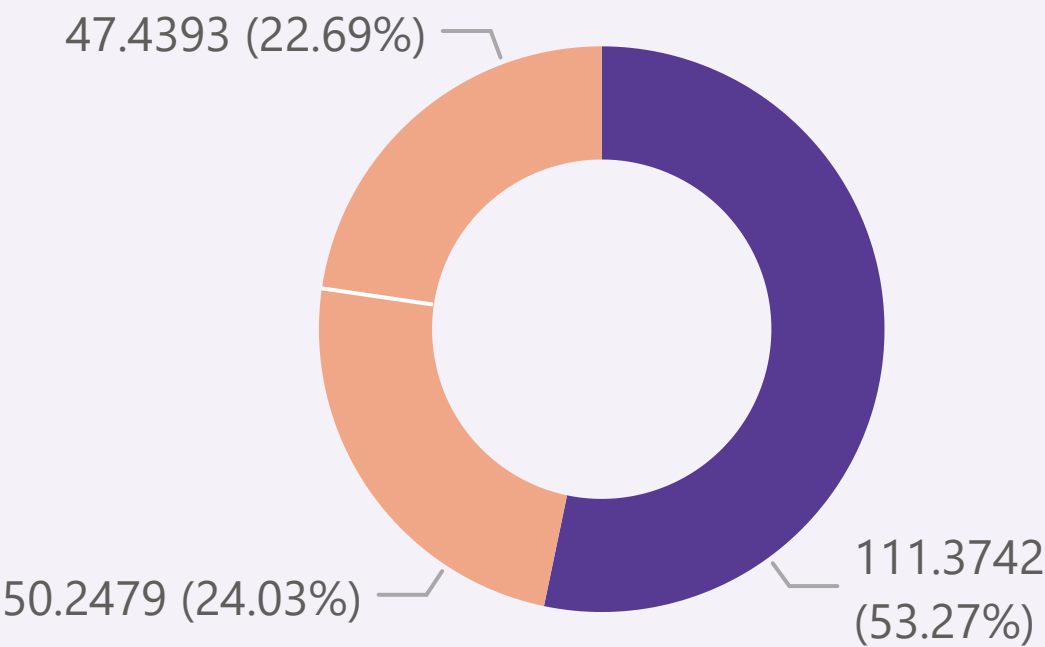


### Product Performance

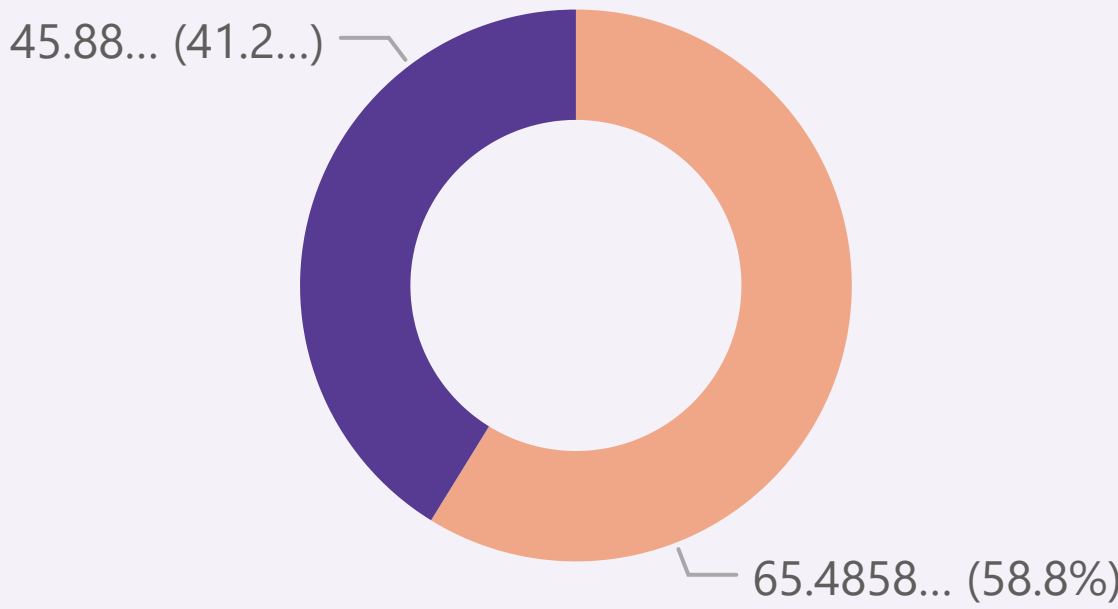
segment	NS \$	GM \$	GM %
⊕ Peripherals	\$19.73M	8.29M	42.01%
⊕ Accessories	\$28.04M	11.58M	41.31%
⊕ Notebook	\$32.40M	13.38M	41.29%
⊕ Storage	\$13.84M	5.68M	41.04%
⊕ Networking	\$17.36M	6.96M	40.08%
<b>Total</b>	<b>\$111.37M</b>	<b>45.89M</b>	<b>41.20%</b>

### Unit Economics

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



● Total COGS ● Gross Margin





region, market

All

customer

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segment, category, produ...

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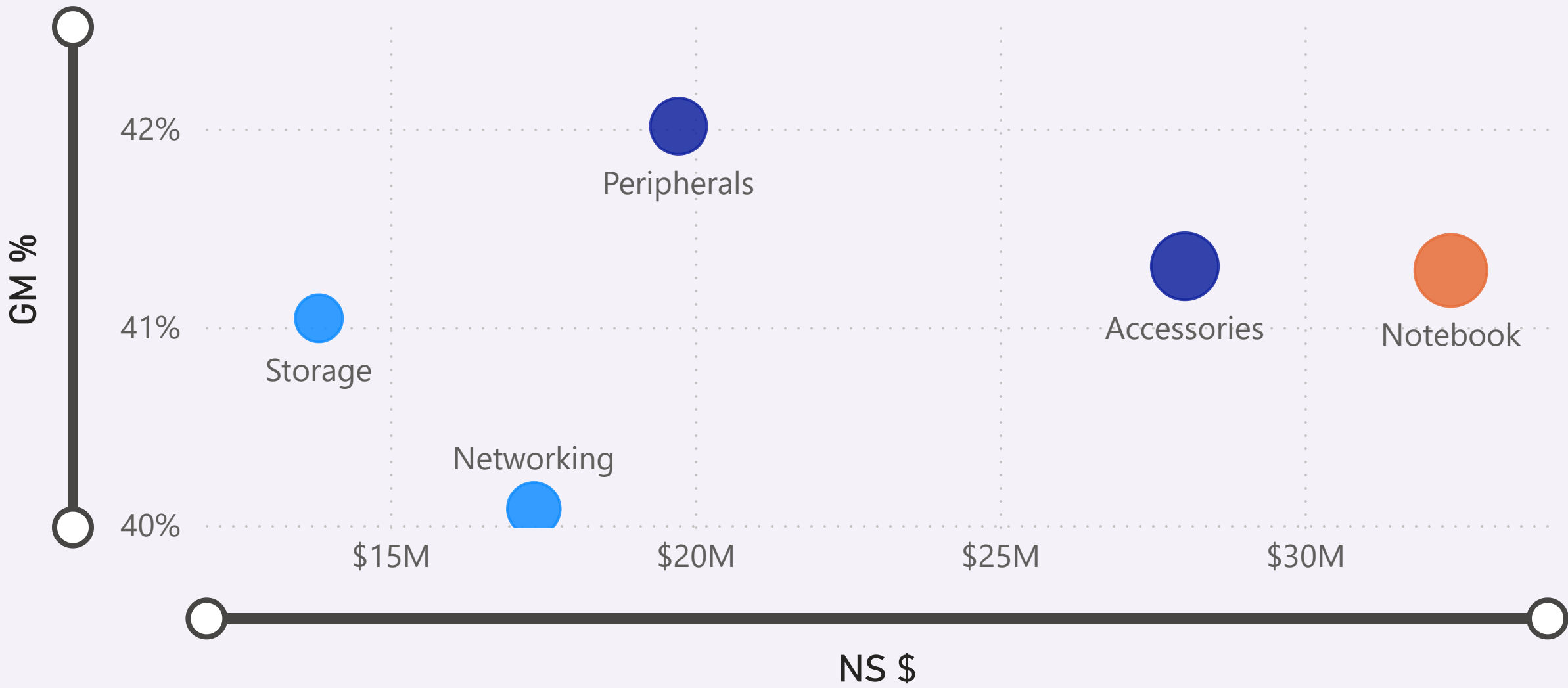
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%
Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Show NP %

Performance Matrix

division N & S P & A PC

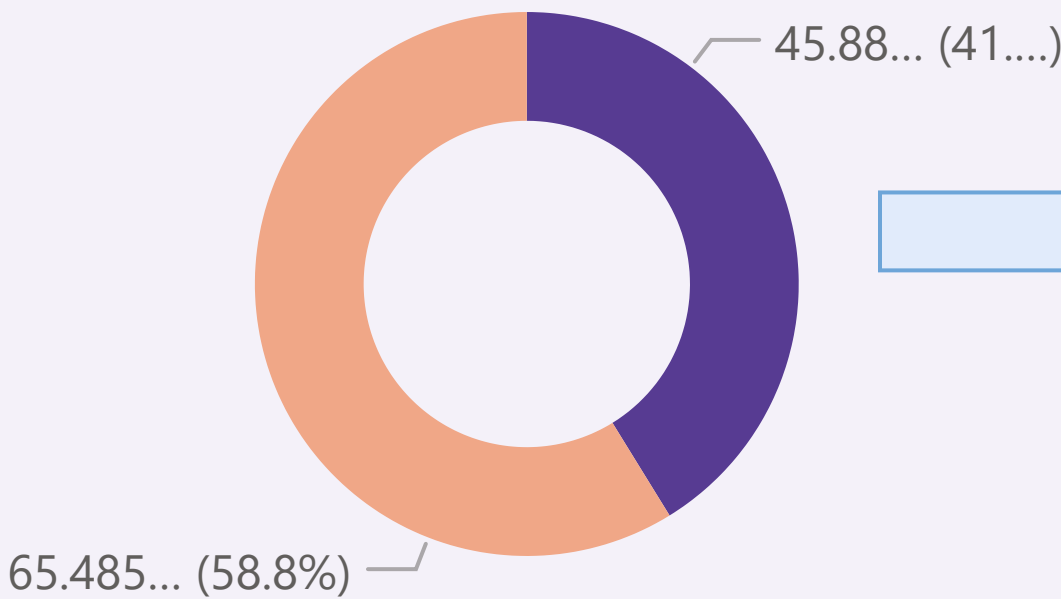


Region / Market / Customer performance

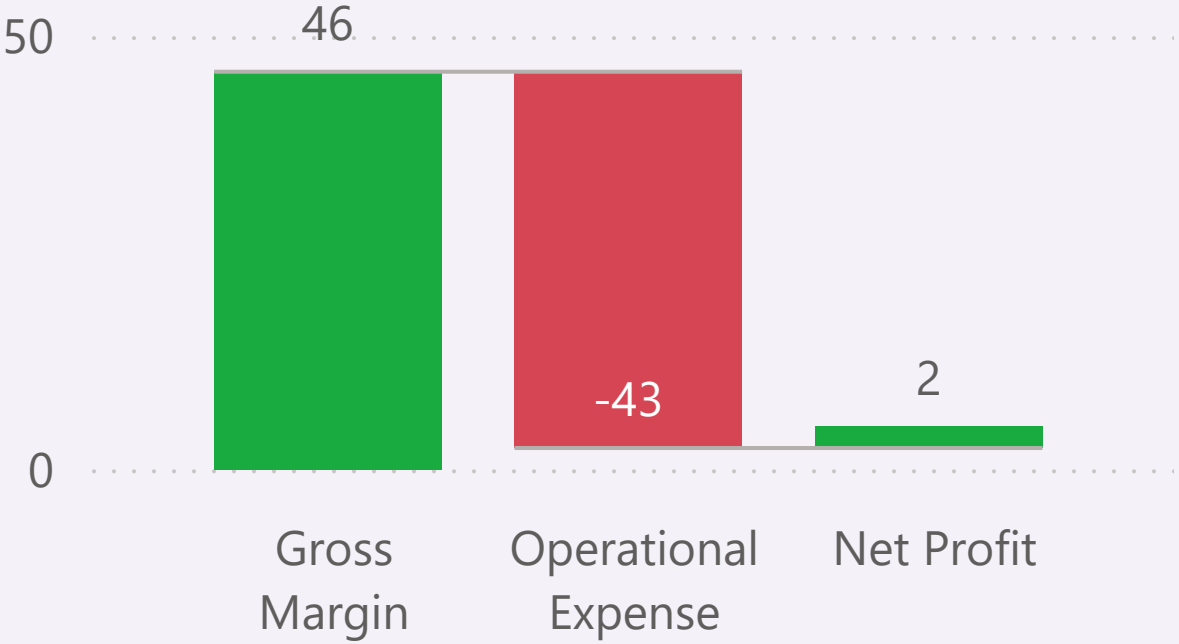
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%
EU	\$17.22M	7.05M	40.97%	0.04M	0.23%
LATAM	\$0.83M	0.35M	42.32%	0.06M	7.53%
NA	\$22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Unit Economics

Gross Margin Total COGS



Increase Decrease







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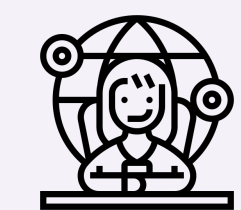
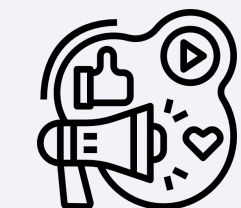
Q2

Q3

Q4

YTD

YTG



86.45%✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)

Net Error

1547.8K!

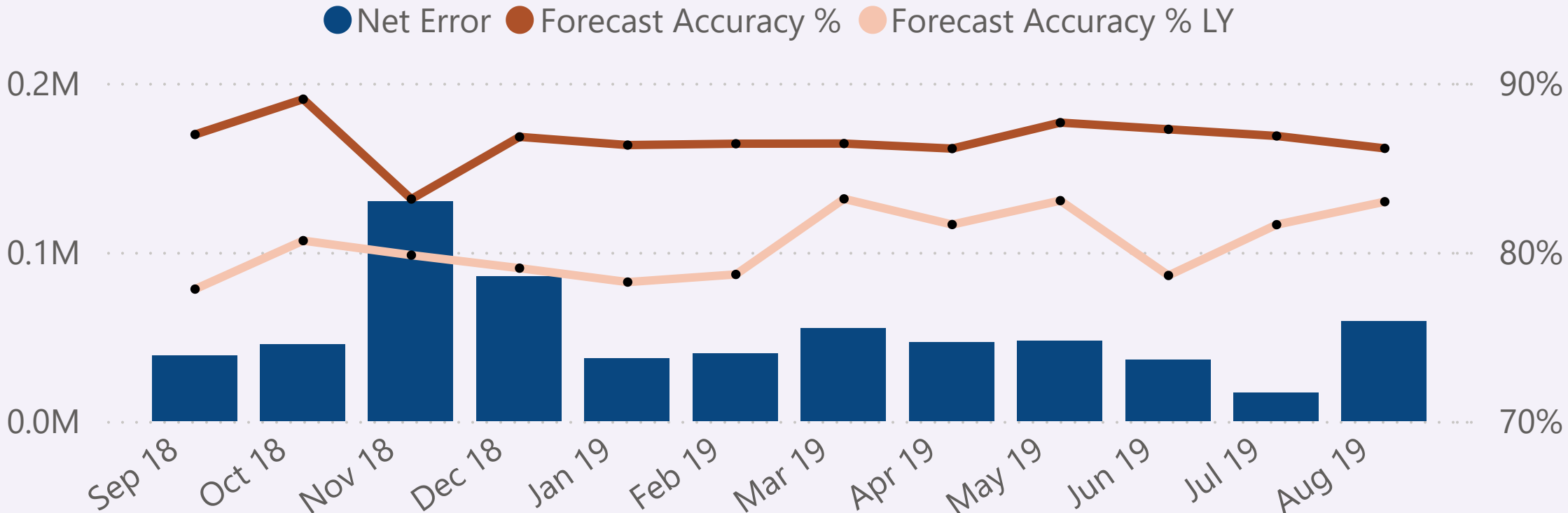
LY: 813.7K (+90.21%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.2%	EI
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4%	EI
Atliq e Store	76.51%	68.38%	37982	4.1%	EI
AtliQ Exclusive	76.67%	67.89%	92532	8.5%	EI
Boulanger	45.56%	40.83%	1993	6.1%	EI
Croma	48.82%	44.74%	45283	20.1%	EI
Digimarket	52.62%	44.10%	19920	17.4%	EI
Ebay	51.05%	51.42%	12676	4.1%	EI
Electricalsara Stores	52.73%	41.97%	7322	28.9%	EI
Electricalslance Stores	57.64%		3507	19.3%	EI
Electricalslytical	51.50%	44.88%	43072	16.9%	EI
Electricalsocity	52.63%	49.12%	64722	20.1%	EI
Euronics	57.34%	43.62%	3078	7.1%	EI
Expression	46.37%	45.67%	50774	20.0%	EI
Ezone	47.80%	42.50%	58241	23.8%	EI
Flawless Stores	47.26%		3166	24.2%	EI
Flipkart	50.68%	53.07%	13240	3.3%	EI
Total	86.45%	80.31%	637478	5.6%	EI

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	80.25%	88.60%	432521	2.09%	EI
Networking	81.50%	84.87%	305573	1.02%	EI
Peripherals	85.06%	79.51%	-14576	3.02%	OOS
Notebook	83.02%	85.46%	-29145	2.28%	OOS
Accessories	90.20%	79.13%	-56895	2.34%	OOS
Total	86.45%	80.31%	637478	2.21%	EI



region, market

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customer

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segment, category, produ...

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vs LY

vs  
Target

\$111.37M✓

BM: 29.11M

Net Sales  
(+2.21%)

41.20%✓

BM: 37.43%

GM %  
(+1.8%)

2.21%✓

BM: -4.38%

Net Profit  
(+0.19%)

86.45%✓

BM: 80.31% (+7.65%)

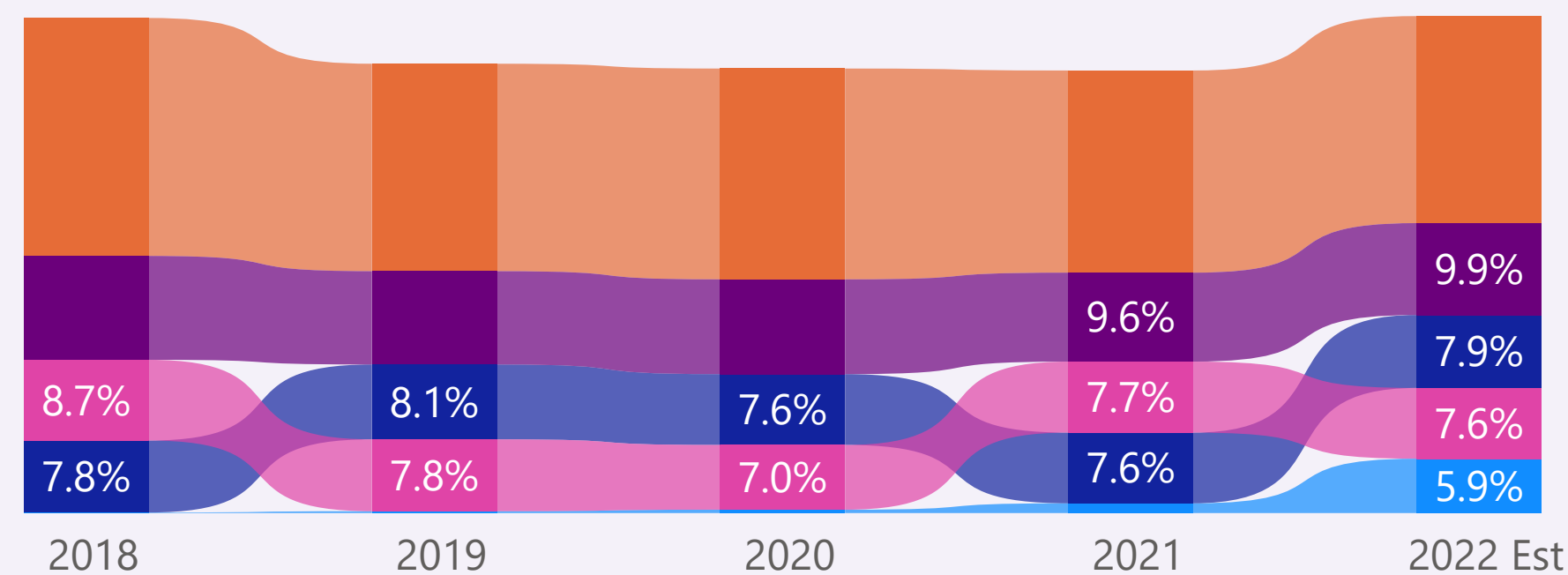
Forecast Accuracy

## Key Insights By Sub Zone

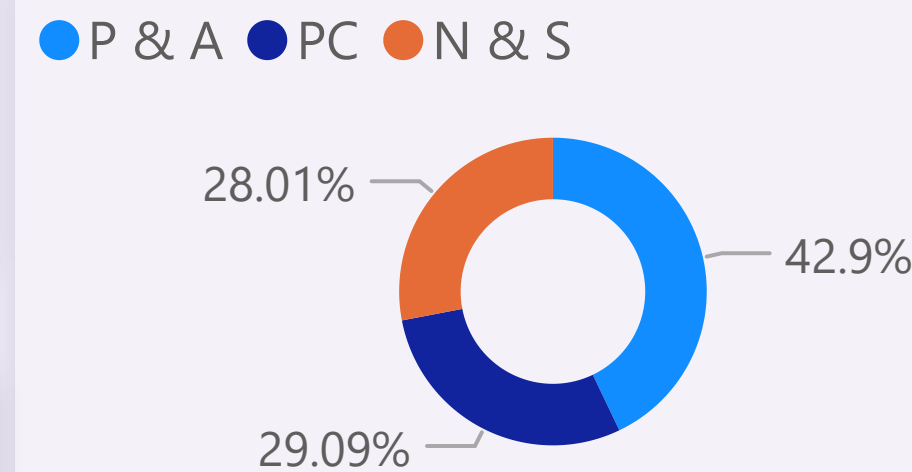
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$37.8M	33.9%	42.3%	-0.2%	0.6%	18.8%	EI
ROA	\$28.8M	25.9%	44.4%	13.7%	0.3%	17.1%	EI
NA	\$22.0M	19.8%	35.0%	↓ -9.1%	0.1%	-37.0%	OOS
SE	\$10.4M	9.3%	43.7%	7.5%	0.5%	-21.5%	OOS
NE	\$6.8M	6.1%	36.8%	↓ -10.8%	0.1%	-6.6%	OOS
ANZ	\$4.7M	4.3%	42.6%	10.2%	0.0%	23.8%	EI
LATAM	\$0.8M	0.7%	42.3%	7.5%	0.0%	-27.2%	OOS
Total	\$111.4M	100.0%	41.2%	2.2%	0.2%	5.6%	EI

## PC Market Share Trend - AtliQ &amp; Competitors

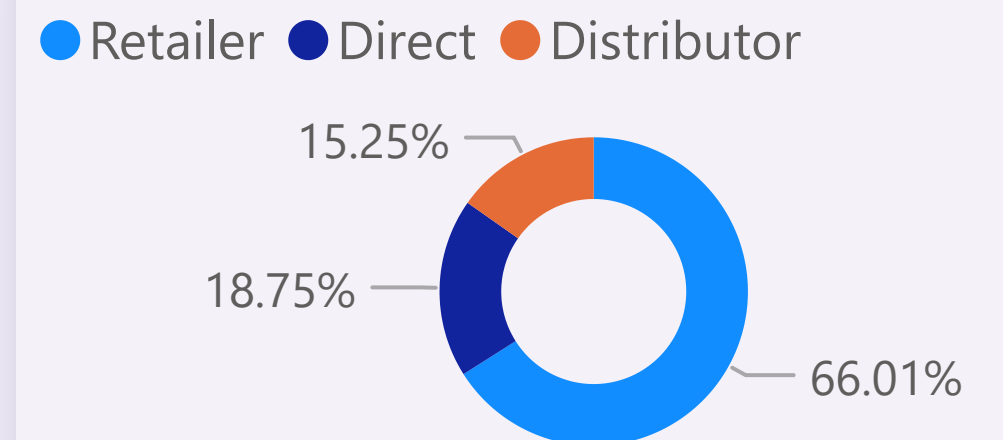
manufacturer atliq bp dale innovo pacer



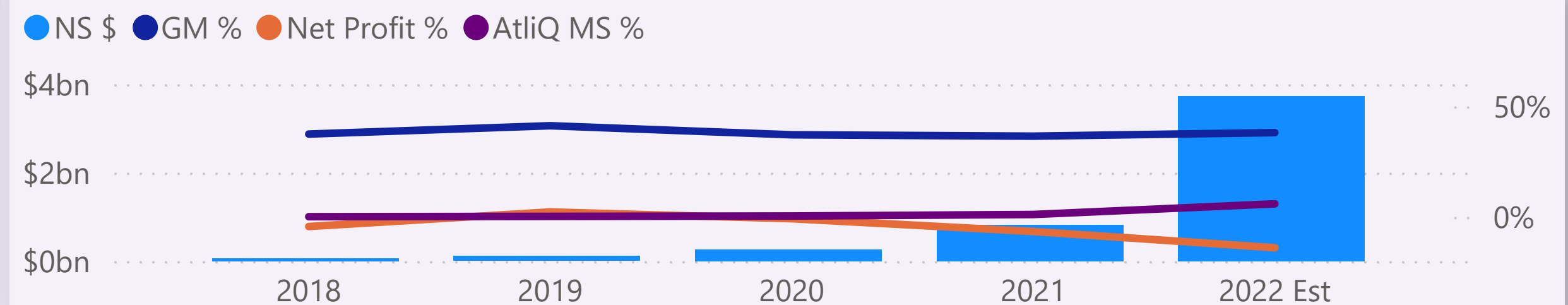
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

customer	RC %	GM %
Sage	5.3%	43.70%
Leader	5.2%	48.13%
AtliQ Exclusive	10.5%	48.41%
Atliq e Store	8.2%	40.99%
Amazon	13.8%	41.57%
Total	43.0%	44.19%

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	5.1%	41.68%
AQ Digit SSD	5.6%	41.20%
AQ Gamers	5.7%	41.58%
AQ Neuer SSD	6.9%	40.91%
AQ Wi Power Dx1	11.6%	40.34%
Total	34.8%	40.99%

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