

Business Insights 360



Info

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



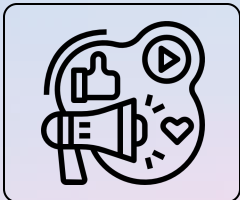
Finance View

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



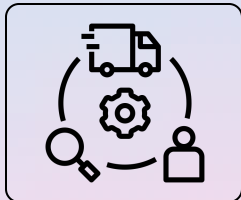
Sales View

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



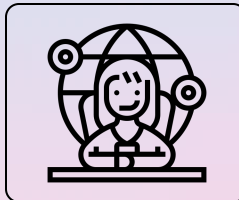
Marketing View

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.



region, market
All

customer
All

segment, cate...
Desktop

(Blank) 2018 2019 2020 > Q1 Q2 Q3 > ytd ytg



\$46.43M✓
BM: 949.24K (+4791.14%)
Net Sales

36.17%!
BM: 0.36 (-0.82%)
GM %

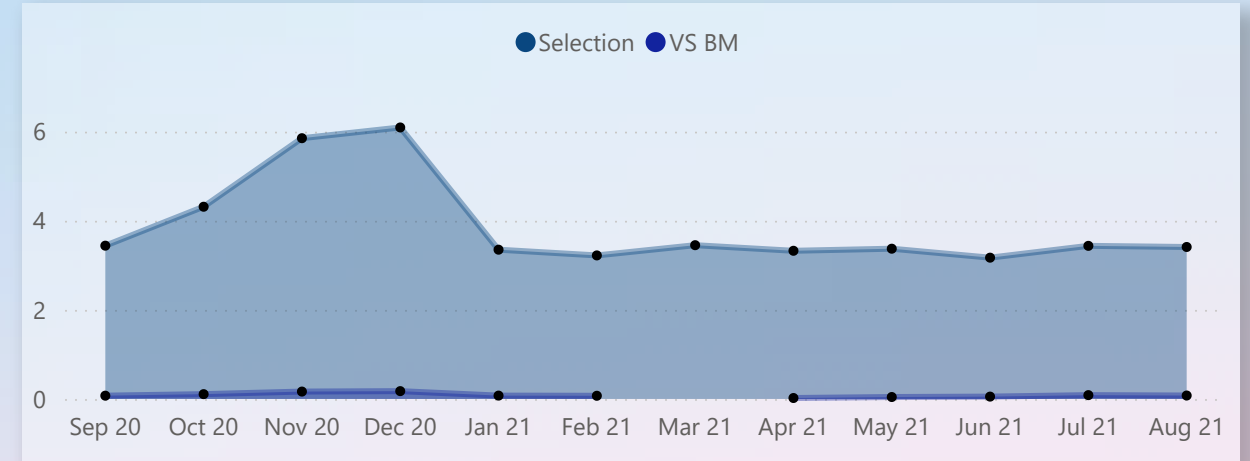
-7.04%!
BM: -0.03 (-144.71%)
Net profit%

Profit and Lost Statment

| Line Item | 2021 | BM | Chg | Chg % |
|------------------------------|--------|--------|--------|-----------|
| Gross Sales | 93.74 | 1.92 | 91.81 | 4,780.28 |
| Pre Invoice Deduction | 22.08 | 0.45 | 21.63 | 4,831.34 |
| Net Invoice Sales | 71.66 | 1.47 | 70.18 | 4,764.44 |
| - Post Discounts | 15.86 | 0.36 | 15.50 | 4,301.14 |
| - Post Deductions | 9.37 | 0.16 | 9.21 | 5,632.17 |
| Total Post Invoice Deduction | 25.23 | 0.52 | 24.71 | 4,716.61 |
| Net Sales | 46.43 | 0.95 | 45.48 | 4,791.34 |
| - Manufacturing Cost | 28.20 | 0.57 | 27.63 | 4,818.52 |
| - Freight Cost | 1.24 | 0.03 | 1.22 | 4,694.59 |
| - Other Cost | 0.19 | 0.00 | 0.19 | 4,926.32 |
| Total COGS | 29.63 | 0.60 | 29.03 | 4,814.16 |
| Gross Margin | 16.79 | 0.35 | 16.45 | 4,751.04 |
| Gross Margin % | 36.17 | 36.47 | -0.30 | -0.82 |
| GM / Unit | 131.01 | 130.59 | 0.42 | 0.32 |
| Operational Expeunce | -20.06 | -0.37 | -19.69 | 5,272.02 |
| Net Profit | -3.27 | -0.03 | -3.24 | 11,869.29 |
| Net Profit% | -7.04 | -2.88 | -4.17 | 144.71 |

NetsalesPerformance over Time

vs LY vs Target



Top/Buttom products & customer byNetsales

| region | P & L VALUES | P & L chg % |
|--------------|--------------|-----------------|
| APAC | 24.98 | 3,808.15 |
| EU | 11.17 | 31,732.76 |
| NA | 10.15 | 3,591.27 |
| LATAM | 0.13 | |
| Total | 46.43 | 4,791.34 |

| segment | P & L VALUES | P & L chg % |
|--------------|--------------|-----------------|
| Desktop | 46.43 | 4,791.34 |
| Total | 46.43 | 4,791.34 |

BM=Benchmark LY=Last year



region, market
All

segment, category, pro...
Desktop

customer
All

(Blank)

2018

2019

2020

Q1

Q2

Q3

ytd

ytg

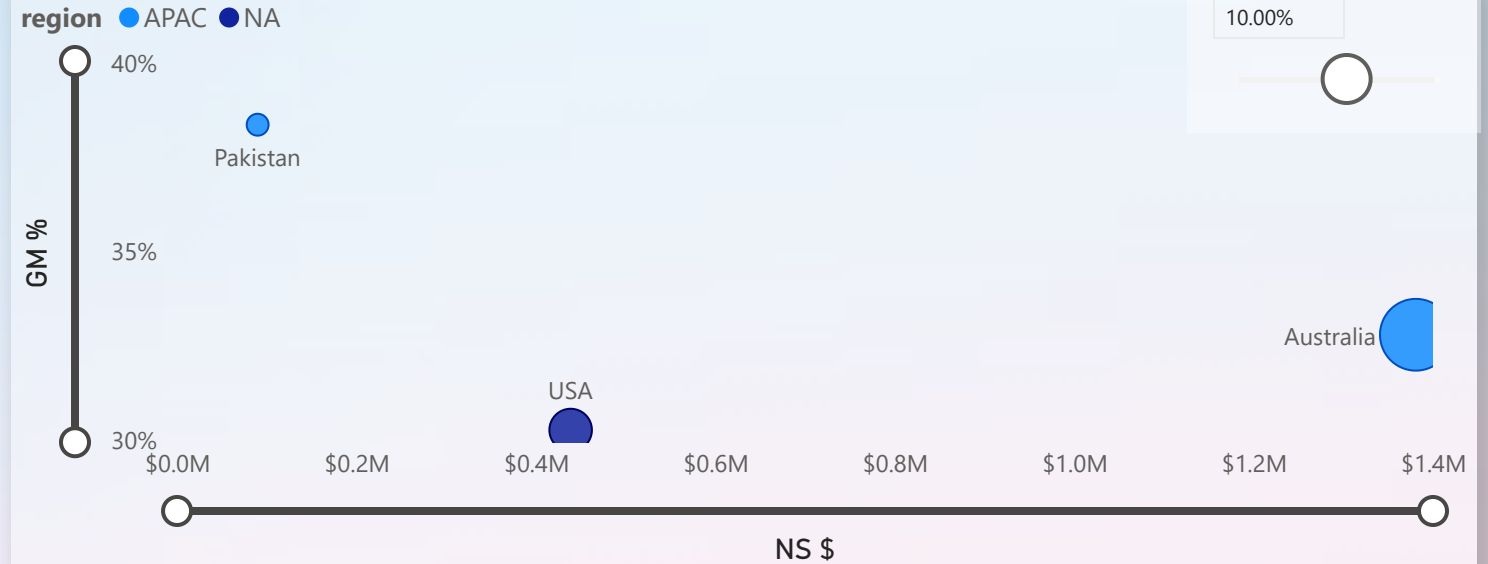
Customer performance

| customer | NS \$ | GM \$ | GM % |
|--------------------|----------------|----------------|---------------|
| Amazon | \$6.2M | \$2.2M | 34.97% |
| AtliQ Exclusive | \$4.5M | \$1.9M | 43.15% |
| Atliq e Store | \$4.0M | \$1.5M | 37.44% |
| Sage | \$1.6M | \$0.5M | 34.68% |
| Neptune | \$1.1M | \$0.5M | 41.15% |
| Leader | \$1.4M | \$0.5M | 33.63% |
| Flipkart | \$1.4M | \$0.4M | 29.77% |
| Ebay | \$1.1M | \$0.4M | 35.70% |
| Synthetic | \$0.9M | \$0.4M | 38.90% |
| Electricalslytical | \$0.9M | \$0.3M | 38.09% |
| Electricalsocity | \$0.9M | \$0.3M | 34.97% |
| Propel | \$0.8M | \$0.3M | 37.28% |
| Acclaimed Stores | \$0.8M | \$0.3M | 36.02% |
| Total | \$46.4M | \$16.8M | 36.17% |

Product Performance

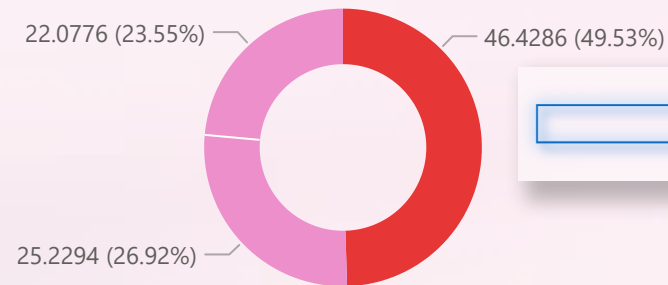
| segment | NS \$ | GM \$ | GM % |
|--------------|----------------|----------------|---------------|
| Desktop | \$46.4M | \$16.8M | 36.17% |
| Total | \$46.4M | \$16.8M | 36.17% |

Performance Matrix



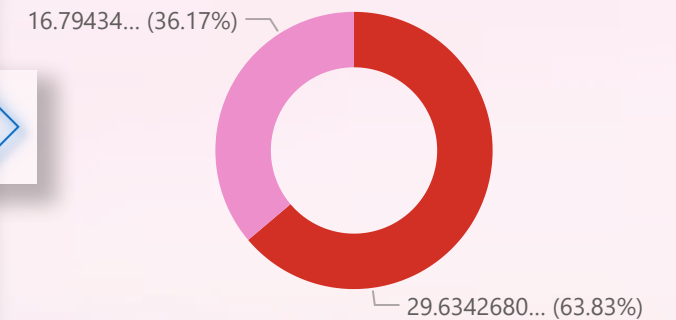
P & L VALUES by Description

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



P & L VALUES by Description

● Total COGS ● Gross Margin



vs LY

vs Target



region, market
All

segment, category, pro...
Desktop

customer
All

(Blank) 2018 2019 2020 > Q1 Q2 Q3 > ytd ytg

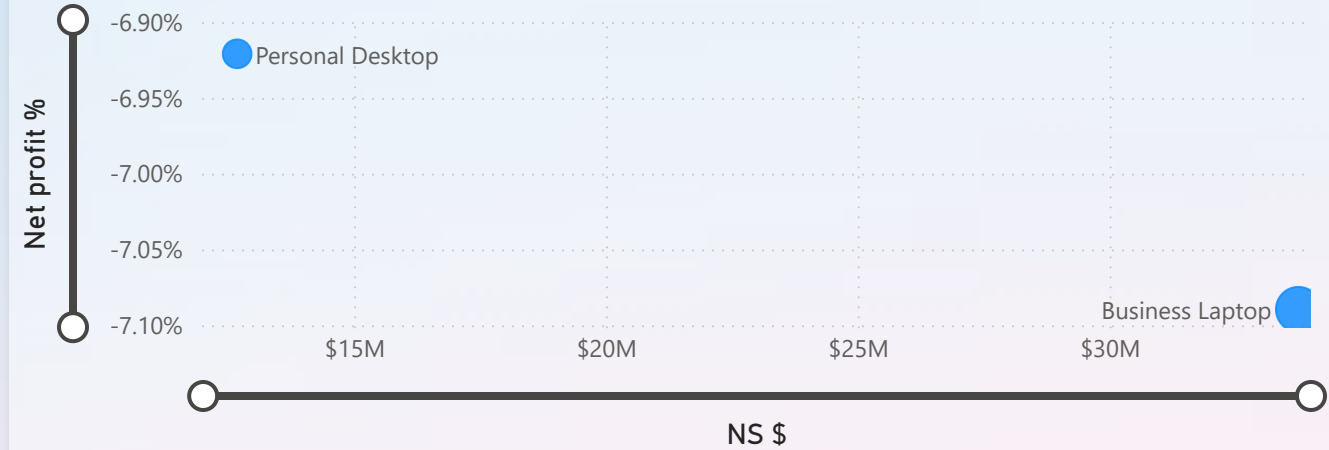
Product Performance

| segment | NS \$ | GM \$ | GM % | Net profit \$ | Net profit % |
|----------------|---------|---------|--------|---------------|--------------|
| Desktop | \$46.4M | \$16.8M | 36.17% | -3.3M | -7.04% |
| Total | \$46.4M | \$16.8M | 36.17% | -3.3M | -7.04% |

Show GM%

Performance Matrix

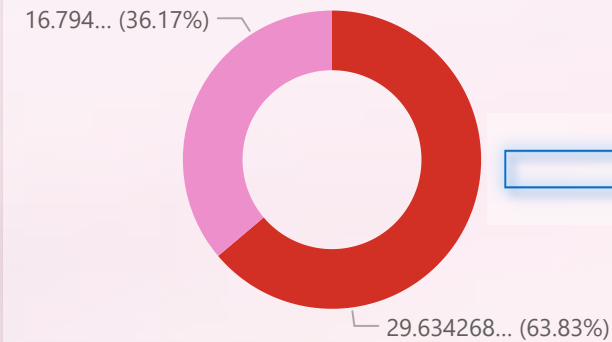
division ● PC



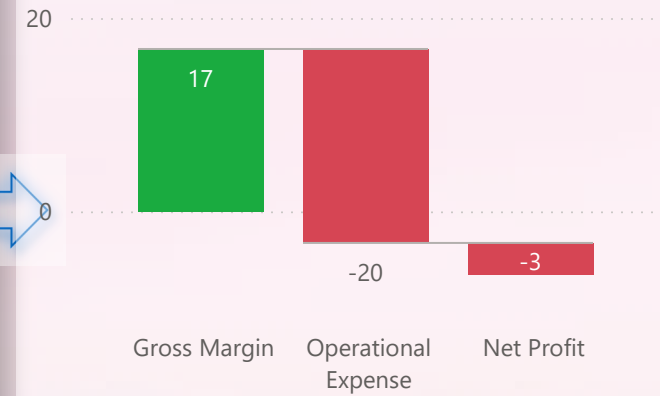
Region/Market/Customer performance

| region | NS \$ | GM \$ | GM % | Net profit \$ | Net profit % |
|--------------|---------|---------|--------|---------------|--------------|
| LATAM | \$0.1M | \$0.0M | 37.09% | 0.0M | 5.64% |
| NA | \$10.1M | \$3.8M | 36.97% | -1.4M | -13.99% |
| EU | \$11.2M | \$4.3M | 38.08% | 0.1M | 0.87% |
| APAC | \$25.0M | \$8.7M | 34.99% | -2.0M | -7.83% |
| Total | \$46.4M | \$16.8M | 36.17% | -3.3M | -7.04% |

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market
All

customer
All

segment, cate...
Desktop

(Blank)

2018

2019

2020



Q1

Q2

Q3



ytd

ytg

84.37%✓

LY: 70.07% (+20.41%)

Forecast Accuracy

16.21K!

LY: -0.05K (+31263.46%)

Net Error

22.57K!

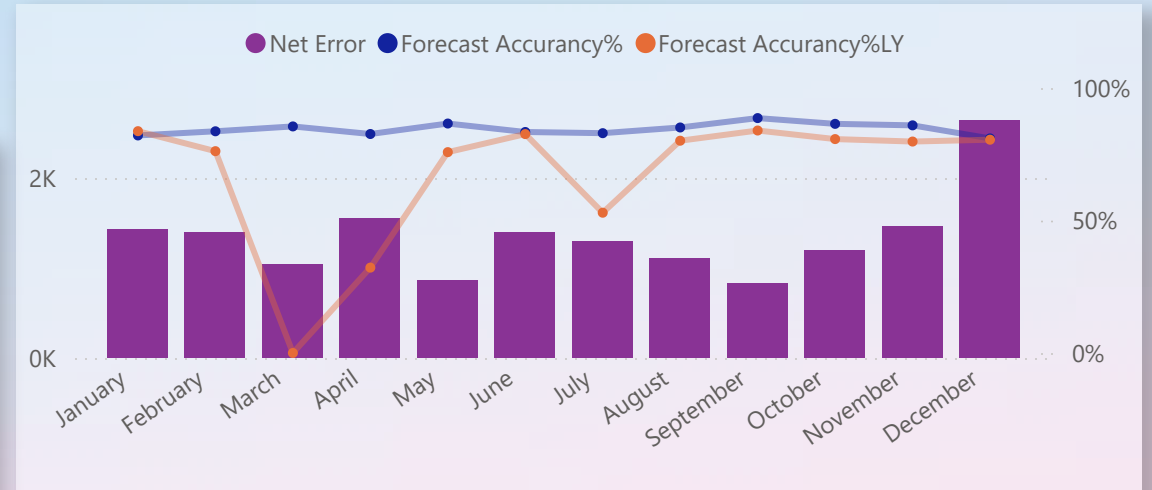
LY: 0.78K (+2801.41%)

ABS Error

Key Metrics by Customer

| customer | Forecast Accuracy y% | Net Error | Net Error% | Forecast Accuracy y%LY | Risk |
|------------------|----------------------|--------------|---------------|------------------------|-----------|
| Amazon | 79.88% | 2276 | 11.54% | 31.72% | EI |
| Atliq e Store | 79.72% | 1218 | 10.16% | 26.56% | EI |
| AtliQ Exclusive | 78.74% | 1064 | 8.82% | 40.00% | EI |
| Acclaimed Stores | 65.20% | -111 | -4.93% | -100.00% | OoS |
| Control | 63.79% | -60 | -3.95% | -100.00% | OoS |
| Mbit | 63.31% | 263 | 24.31% | | EI |
| Staples | 62.94% | 264 | 12.05% | -43.75% | EI |
| Media Markt | 62.65% | 59 | 5.55% | 0.00% | EI |
| Elkjøp | 62.54% | 33 | 3.10% | -12.50% | EI |
| Zone | 61.94% | 231 | 19.49% | -120.00% | EI |
| Flipkart | 61.56% | 221 | 4.88% | 1.02% | EI |
| walmart | 60.83% | 309 | 14.78% | -13.89% | EI |
| Expert | 60.19% | 418 | 25.06% | -175.00% | EI |
| Costco | 60.05% | 157 | 7.58% | -25.00% | EI |
| Boulangier | 59.85% | 386 | 29.13% | | EI |
| Ebay | 59.33% | 322 | 9.57% | -36.36% | EI |
| Epic Stores | 59.25% | 130 | 14.40% | 33.33% | EI |
| Elite | 58.47% | 178 | 18.39% | 0.00% | EI |
| Path | 58.34% | -76 | -4.51% | -44.44% | OoS |
| Chip 7 | 58.22% | 510 | 32.48% | 0.00% | EI |
| Uniforce | 58.11% | 761 | 24.00% | 12.50% | EI |
| Total | 84.37% | 16205 | 11.22% | 70.07% | EI |

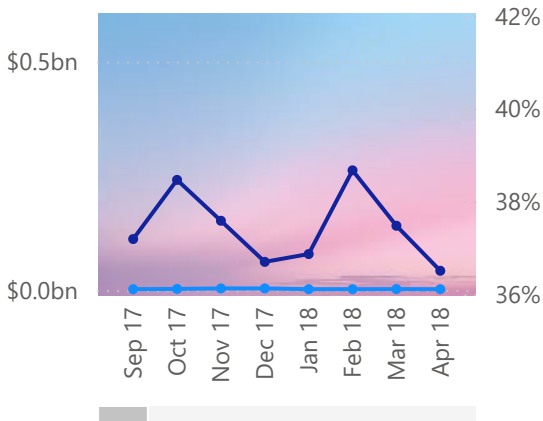
Accuracy / Net Error Trend



Key Metrics by products

| segment | Forecast Accuracy% | Net Error | Net Error% | Forecast Accuracy%LY | Risk |
|--------------|--------------------|--------------|---------------|----------------------|-----------|
| Desktop | 84.37% | 16205 | 11.22% | 70.07% | EI |
| Total | 84.37% | 16205 | 11.22% | 70.07% | EI |

NS & GM % For





region, market
All

customer
All

segment, cate...
Desktop

(Blank)

2018

2019

2020

Q1

Q2

Q3

vs LY

vs Target

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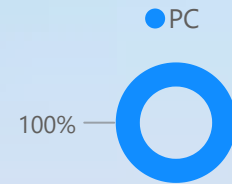
Net profit%

84.37%✓

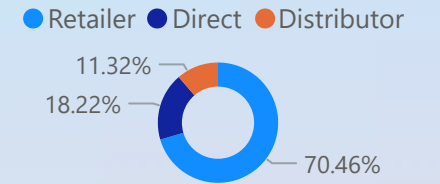
BM: 70.07% (+20.41%)

Forecast

Revenue by Division



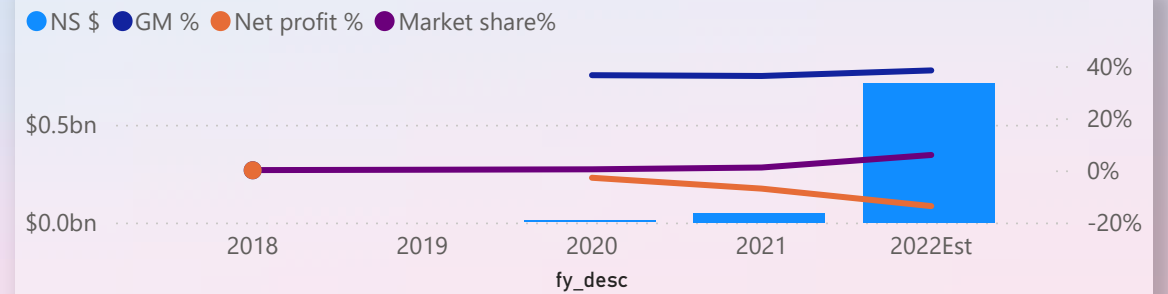
Revenue by Channel



Key insights per SubZone

| Sub Zone | NS \$ | Rc% | GM % | Net profit % | Market share% | Net Error% | Risk |
|----------|---------|------|-------|--------------|---------------|------------|-----------|
| ANZ | \$2.5M | 0.3% | 38.1% | ↓ | 6.9% | 16.7% | 6.5% EI |
| India | \$11.9M | 1.4% | 31.8% | ↓ | -24.9% | 16.7% | 16.5% EI |
| LATAM | \$0.1M | 0.0% | 37.1% | ↓ | 5.6% | 16.7% | 34.3% EI |
| NA | \$10.1M | 1.2% | 37.0% | ↓ | -14.0% | 16.7% | 6.0% EI |
| NE | \$6.0M | 0.7% | 37.7% | ↓ | -1.9% | 16.7% | 22.1% EI |
| SE | \$5.1M | 0.6% | 38.5% | ↓ | 4.2% | 16.7% | 23.9% EI |
| ROA | \$10.6M | 1.3% | 37.9% | ↓ | 7.8% | 16.7% | -7.7% OoS |
| Total | \$46.4M | 5.6% | 36.2% | ↓ | -7.0% | 16.7% | 11.2% EI |

Yearly Trend by revenue GM%,Netprofit%,pcMarketshare%

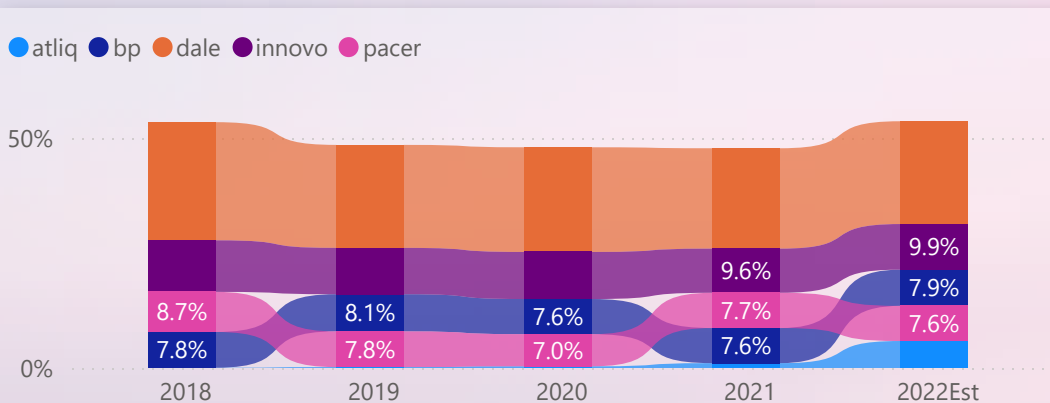


Top 5 Customers by revenue

| customer | Rc% | GM % |
|-----------------|------|---------|
| Amazon | 0.8% | 35.0% ↓ |
| Atliq e Store | 0.5% | 37.4% |
| AtliQ Exclusive | 0.5% | 43.1% ↓ |
| Flipkart | 0.2% | 29.8% ↓ |
| Sage | 0.2% | 34.7% |
| Total | 2.1% | 37.2% |

Top 5 products by Revenue

| product | Rc% | GM % |
|----------------------|------|-------|
| AQ BZ Allin1 | 4.1% | 36.0% |
| AQ Home Allin1 | 0.9% | 36.6% |
| AQ HOME Allin1 Gen 2 | 0.7% | 36.8% |
| Total | 5.6% | 36.2% |



BM=Benchmark, LY=Last year,EI=Excess inventory, Oos=Out of Stock