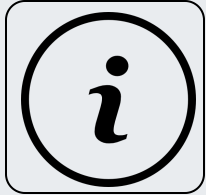


Business Insights 360



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..



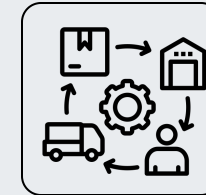
Sales View

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



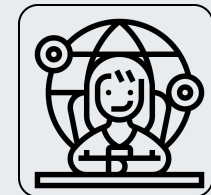
Marketing

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.

201820202022 EST

20192021

Q1Q2Q3Q4

YTDYTG

REGION & MARKET

All

CUSTOMER

All

SEGMENT, CATEGORY, PRODUCT

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

HOME

FINANCE VIEW

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SUPPLY CHAIN VIEW

EXECUTIVE VIEW

vs LY

vs Target

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -0.14 (+1.47%)

Net Profit %

Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.1		7,370.1	
Pre Invoice Deduction	1,727.0		1,727.0	
Net Invoice Sales	5,643.1		5,643.1	
- Post Discounts	1,243.5		1,243.5	
- Post Deductions	663.4		663.4	
Total Post Invoice Deduction	1,907.0		1,907.0	
Net Sales	3,736.2	3,807.1	-70.9	-1.9
- Manufacturing Cost	2,197.3		2,197.3	
- Freight Cost	100.5		100.5	
- Other Cost	15.5		15.5	
Total COGS	2,313.3		2,313.3	
Gross Margin	1,422.9	1,459.5	-36.6	-2.5
Gross Margin %	38.1	38.3	-0.3	-0.7
GM / Unit	15.8		15.8	
Operational Ex..	-1,945.3		-1,945.3	
Net Profit	-522.4	-14.2	-508.2	3,581.4
Net Profit %	-14.0		-14.0	

Net Sales Performance Over Time

Selection

vs BM

Month	Selection	vs BM
Oct 2021	450	300
Nov 2021	550	400
Dec 2021	750	500
Jan 2022	780	520
Feb 2022	400	280
Mar 2022	380	250
Apr 2022	400	280
May 2022	390	270
Jun 2022	380	260
Jul 2022	400	280

Top / Bottom products and Customers Net Sales

Region	P & L values	P & L YoY Chg %
APAC	2,997.00	51.92
EU	1,242.94	58.46
LATAM	22.97	52.49
NA	1,380.22	33.36
Total	5,643.13	48.23

Segment	P & L values	P & L YoY Chg %
Accessorie	685.72	
Desktop	1,074.19	
Networkin	58.10	
Notebook	2,386.32	
Peripherals	1,356.37	
Storage	82.42	
Total	5,643.13	48.23

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Customer Performance

Customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsocity	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Costco	\$61.81M	24.15M	39.07%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

vs LYvs Target

region

APACEULATAMNA

0%

Aug 22

GM %

40%

20%

\$0M\$50M\$100M

NS \$

Sep 21Oct 21Nov 21Dec 21Jan 22Feb 22Mar 22Apr 22May 22Jun 22Jul 22Aug 22

Product Performance

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

Unit Economics

Net SalesTotal Post Inv...Pre Invoice ...

1.73K (23.43%)

1.91K (25.87%)

3.74K (50.69%)

Total COGSGross Margin

1.42K (38.08%)

2.31K (61.92%)

201820202022 EST

20192021

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EXECUTIVE VIEW

Product Performance

SegmentNS \$GM \$GM %Net Profit \$Net Profit %

Accessories

\$454.10M

172.61M

38.01%

-63.78M

-14.05%

Desktop

\$711.08M

272.39M

38.31%

-97.79M

-13.75%

Networkin

\$38.43M

14.78M

38.45%

-5.27M

-13.72%

Notebook

\$1,580.43M

600.96M

38.03%

-222.16M

-14.06%

Peripherals

\$897.54M

341.22M

38.02%

-125.91M

-14.03%

Storage

\$54.59M

20.93M

38.33%

-7.51M

-13.76%

Total

\$3,736.17M

1,422.88M

38.08%

-522.42M

-13.98%

Performance Matrix

Division N & S P & A PC

Aug 22

40%

38%

36%

Storage

Desktop

Accessories

Networking

Peripherals

Notebook

\$0.0bn

\$0.1bn

\$0.2bn

NS \$

Sep 21

Oct 21

Nov 21

Dec 21

Jan 22

Feb 22

Mar 22

Apr 22

May 22

Jun 22

Jul 22

Aug 22

Region/Market/Customer Performance

RegionNS \$GM \$GM %Net Profit \$Net Profit %

APAC

\$1,923.77M

690.21M

35.88%

-281.16M

-14.62%

NA

\$1,022.09M

459.68M

44.97%

-145.31M

-14.22%

EU

\$775.48M

267.80M

34.53%

-95.52M

-12.32%

LATAM

\$14.82M

5.19M

35.02%

-0.44M

-2.95%

Total

\$3,736.17M

1,422.88M

38.08%

-522.42M

-13.98%

Unit Economics

IncreaseDecrease

2K

1.4K

0K

-2K

Gross Marg...

Oper... Ex..

Net Profit

-1.9K

-0.5K

Total COGS

Gross Margin

1.42K

(38.08%)

2.31K

(61.92%)

2018

2020

2022 EST

2019

2021

Q1

Q2

Q3

Q4

YTD

YTG

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EI = Excess Inventory

OOS = Out of Stock

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EXECUTIVE VIEW

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

ABS Error

Key Metrics by Customers

customer	Forecast Qty	Net Error	Net Error %	Forecast Accuracy % LY	Risk
BestBuy	485484	81179	16.72%	35.31%	EI
Circuit City	515211	85248	16.55%	35.02%	EI
Radio Shack	420314	69253	16.48%	38.46%	EI
Costco	645303	101913	15.79%	49.42%	EI
Path	613631	91486	14.91%	45.53%	EI
Control	497570	64731	13.01%	47.42%	EI
walmart	697894	84334	12.08%	50.12%	EI
Staples	693368	79821	11.51%	49.38%	EI
Leader	1519308	166751	10.98%	24.45%	EI
Acclaimed Stores	773406	83037	10.74%	50.69%	EI
Sage	1534281	154291	10.06%	33.58%	EI
Currys (Dixons Carphone)	135146	8104	6.00%	35.92%	EI
Billa	94724	3704	3.91%	18.29%	EI
Saturn	77022	2197	2.85%	19.16%	EI
Otto	81549	1962	2.41%	18.37%	EI
Logic Stores	271627	6430	2.37%	51.44%	EI
Nomad Stores	253500	3394	1.34%	50.59%	EI
Total	36642256	-3472690	-9.48%	80.21%	OOS

Accuracy / Net Error Trend

Net Error

Forecast Accuracy %

Forecast Accuracy % LY

Month	Net Error	Forecast Accuracy %	Forecast Accuracy % LY
Sep 21	-0.7M	80.5%	80.5%
Oct 21	-0.9M	78.5%	78.5%
Nov 21	-0.8M	81.5%	81.5%
Dec 21	-1.1M	81.5%	81.5%
Jan 22	-0.8M	81.5%	81.5%
Feb 22	-0.7M	81.5%	81.5%
Mar 22	-0.6M	80.5%	80.5%
Apr 22	-0.7M	81.5%	81.5%
May 22	-0.7M	80.5%	80.5%
Jun 22	-0.7M	80.5%	80.5%
Jul 22	-0.7M	81.5%	81.5%
Aug 22	-0.8M	80.5%	80.5%

Key Metrics by Products

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

201820202022 EST

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38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -0.14 (+1.47%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

Revenue by Division

PC P & A N & S

2.49%

36.18%

61.33%

Revenue by Channel

Retailer Direct Distributor

10.67%

17.8%

71.53%

Key Insights by Sub Zone

Sub Zone	NS \$	GM %	Net Profit %	RC %	Atliq MS %	Net Error %
NA	\$1,022.09M	45.0% ↓	-14.22%	27.4%	5.9%	14.35%
India	\$945.34M	35.8%	-22.99%	25.3%	5.9%	-24.37%
ROA	\$788.66M	34.2% ↓	-6.32%	21.1%	5.9%	-4.56%
NE	\$457.71M	32.8% ↓	-18.09%	12.3%	5.9%	-4.56%
SE	\$317.78M	37.0% ↓	-4.00%	8.5%	5.9%	-55.47%
ANZ	\$189.78M	43.5% ↓	-7.39%	5.1%	5.9%	-37.61%
LATAM	\$14.82M	35.0% ↓	-2.95%	0.4%	5.9%	3.37%
Total	\$3,736.17M	38.1% ↓	-13.98%	100.0%	5.9%	-9.48%

Key Insights by Sub Zone

NS \$ GM % Atliq MS % Net Profit %

\$0bn\$2bn\$4bn

20182019202020212022 EST

Key Insights by Sub Zone

Manufacturer atliq bp dale innovo pacer

60%

40%

20%

0%

20182019202020212022 EST

Key Insights by Sub Zone

Customer	RC %	GM %
Sage	3.4%	31.5% ↓
Flipkart	3.7%	42.1%
AtliQ Exclusive	9.7%	46.0%
Atliq e Store	8.1%	36.9% ↓
Amazon	13.3%	36.8% ↓
Total	38.2%	39.2%

Product	RC %	GM %
AQ Smash 2	4.1%	37.4% ↓
AQ Smash 1	3.8%	37.4% ↓
AQ HOME Allin1 Gen 2	5.7%	38.1% ↓
AQ Home Allin1	4.1%	38.7%
AQ BZ Allin1 Gen 2	5.4%	38.5%
Total	23.2%	38.1% ↓