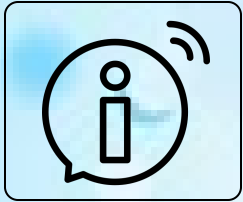




# Business Insights 360



## Info

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



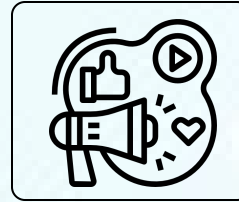
## Finance View

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



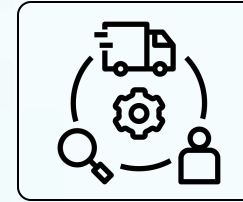
## Sales View

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



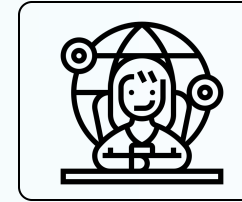
## Marketing

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.



## Support

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



### FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022  
Est

Q1

Q2

YTD

YTG

### BY REGION/COUNTRY

All

### BY STORES/(S)

All

### BY CATEGORY

All

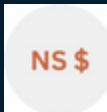
### Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$



\$131.94M

BM: 46.79M | 181.96% ▲



37.07%

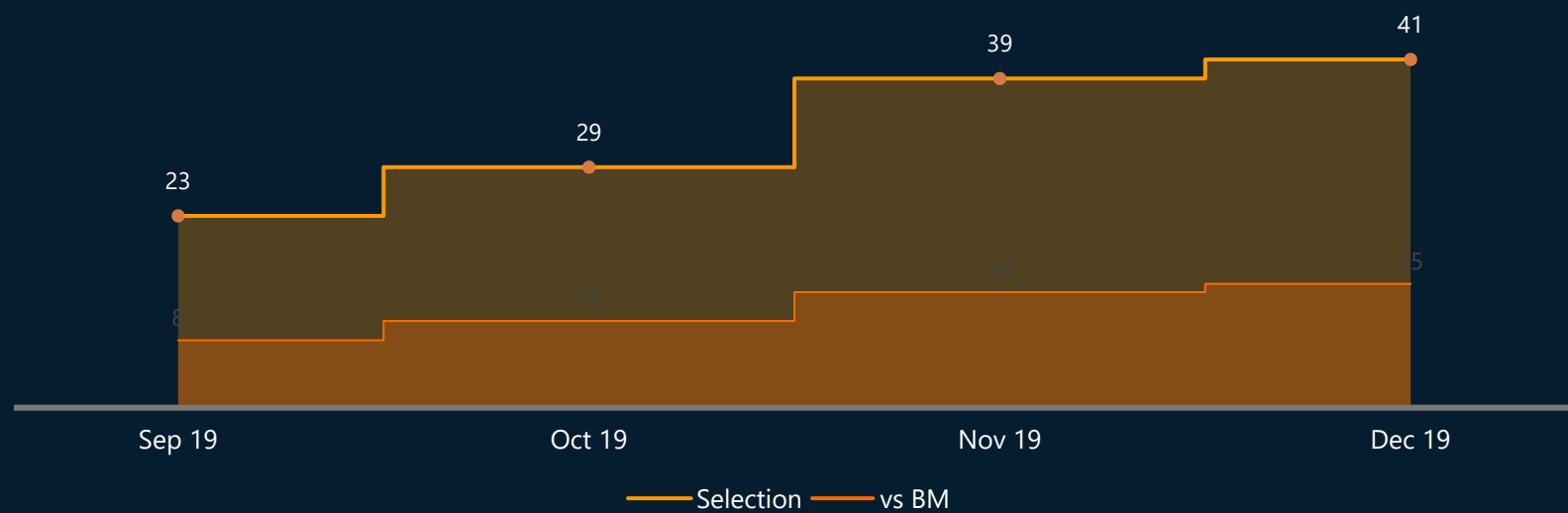
BM: 41.22% | -10.07% ▼



-0.77%

BM: 2.23% | -134.51% ▼

### Net Sales Performace Over Time



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

#### Primary Parameter

☐ REGION

☒ CATEGORY

#### Secondary Parameter

☐ Market

☒ Product

#### CATEGORY

Values -

Chg %

+ Batteries

0.18

+ Business Laptop

18.97

+ External Solid State Drives

12.63

+ Gaming Laptop

7.45

+ Graphic Card

7.82

Total

131.94

131.94

181.96

### Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	264.04	87.81	176.23	200.68
Pre Invoice Deduction	61.59	19.92	41.67	209.18
Net Invoice Sales	202.44	67.89	134.55	198.19
- Post Discounts	47.07	12.50	34.57	276.65
- Post Deductions	23.44	8.60	14.84	172.50
Total Post Invoice Deduction	70.51	21.10	49.41	234.19
Net Sales	131.94	46.79	85.14	181.96
- Manufacturing Cost	78.97	26.18	52.79	201.62
- Freight Cost	3.52	1.11	2.41	217.35
- Other Cost	0.54	0.21	0.33	152.57
Total COGS	83.03	27.50	55.52	201.87
Gross Margin	48.91	19.29	29.62	153.57
Gross Margin %	37.07	41.22	-4.15	-10.07
GM / Unit	4.80	4.26	0.53	12.54
Operational Expense	-49.92	-18.24	-31.68	173.64
Net Profit	-1.02	1.04	-2.06	-197.29
Net Profit %	-0.77	2.23	-3.00	-134.51



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

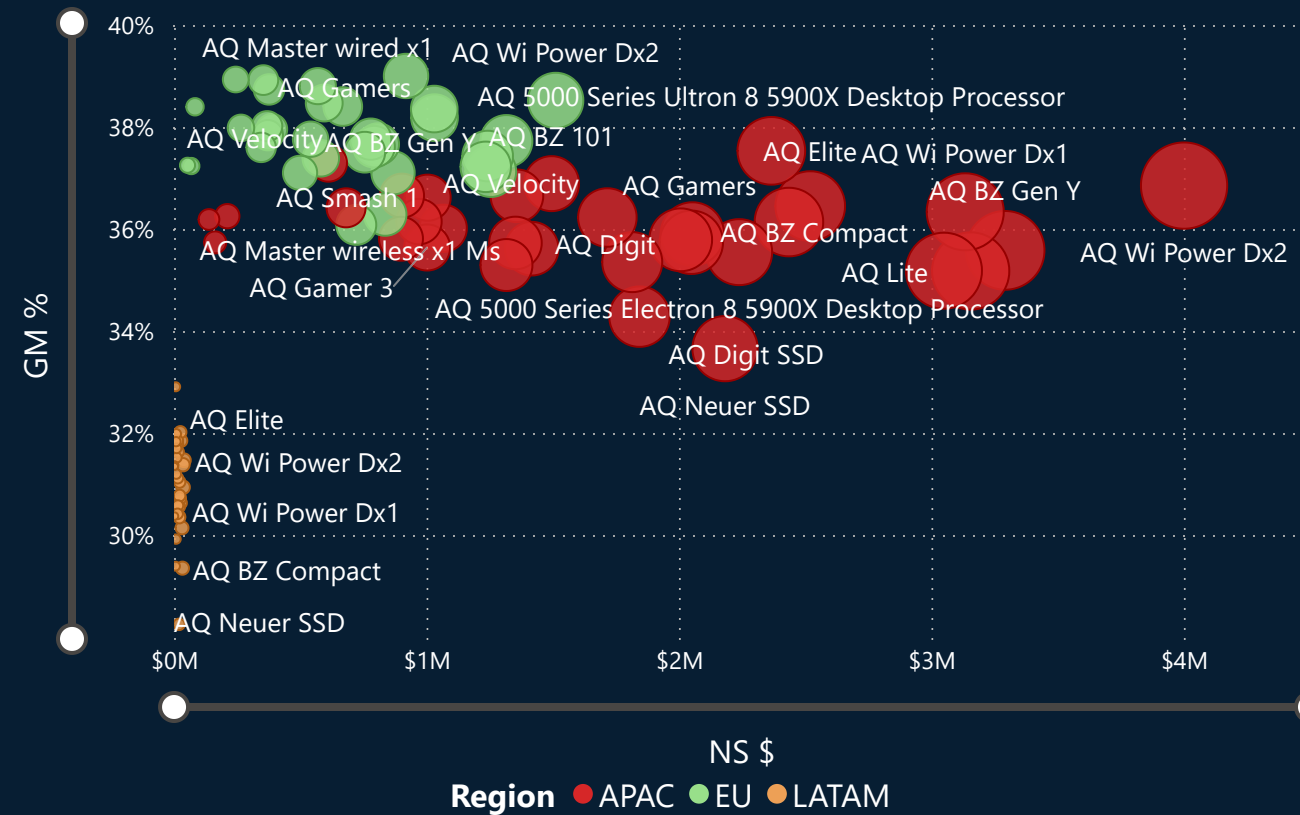
NP= Net Profit | Chg = Change

All values in Million \$

Performance matrix

Gross Margin%  
Variance

0%



Pre Invoice Deduction  
61.59

Gross Margin 48.91

Total COGS

62.93%

Gross Margin

37.07%

Total Post Invoice Deduction  
70.51

Total COGS 83.03

Gross Margin Total COGS Total Post Invoice Deduction Pre Invoice Deduction

Customer Performance

Product

Customer

Product	NS \$	GM \$	-	GM %	Δ GM %
AQ Wi Power Dx2	\$7.13M	2.70M		37.90%	-4.10%
AQ BZ Gen Y	\$5.96M	2.20M		36.87%	-11.96%
AQ Wi Power Dx1	\$5.75M	2.14M		37.26%	-7.66%
AQ Lite	\$5.70M	2.08M		36.43%	-12.69%
AQ BZ Compact	\$5.58M	2.03M		36.39%	-12.84%
AQ Elite	\$4.66M	1.76M		37.72%	-6.84%
AQ Gamers	\$4.54M	1.70M		37.36%	-10.31%
AQ 5000 Series Ultron 8 590...	\$4.24M	1.63M		38.57%	-9.06%
AQ 5000 Series Electron 8 5...	\$4.05M	1.48M		36.59%	-14.06%
AQ 5000 Series Electron 9 5...	\$3.71M	1.38M		37.14%	-12.38%
AQ Digit	\$3.69M	1.36M		36.95%	-9.99%
AQ Neuer SSD	\$3.82M	1.34M		35.04%	-14.45%
AQ Gamers Ms	\$3.62M	1.34M		36.98%	-10.82%
AQ Master wireless x1	\$3.38M	1.24M		36.67%	-11.42%
AQ Velocity	\$3.13M	1.18M		37.64%	-8.00%
AQ Digit SSD	\$3.28M	1.16M		35.41%	-13.86%
Total	\$98.62M	36.58M	3,65,79,504.23	37.09%	-10.01%



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022  
Est

Q1

Q2

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

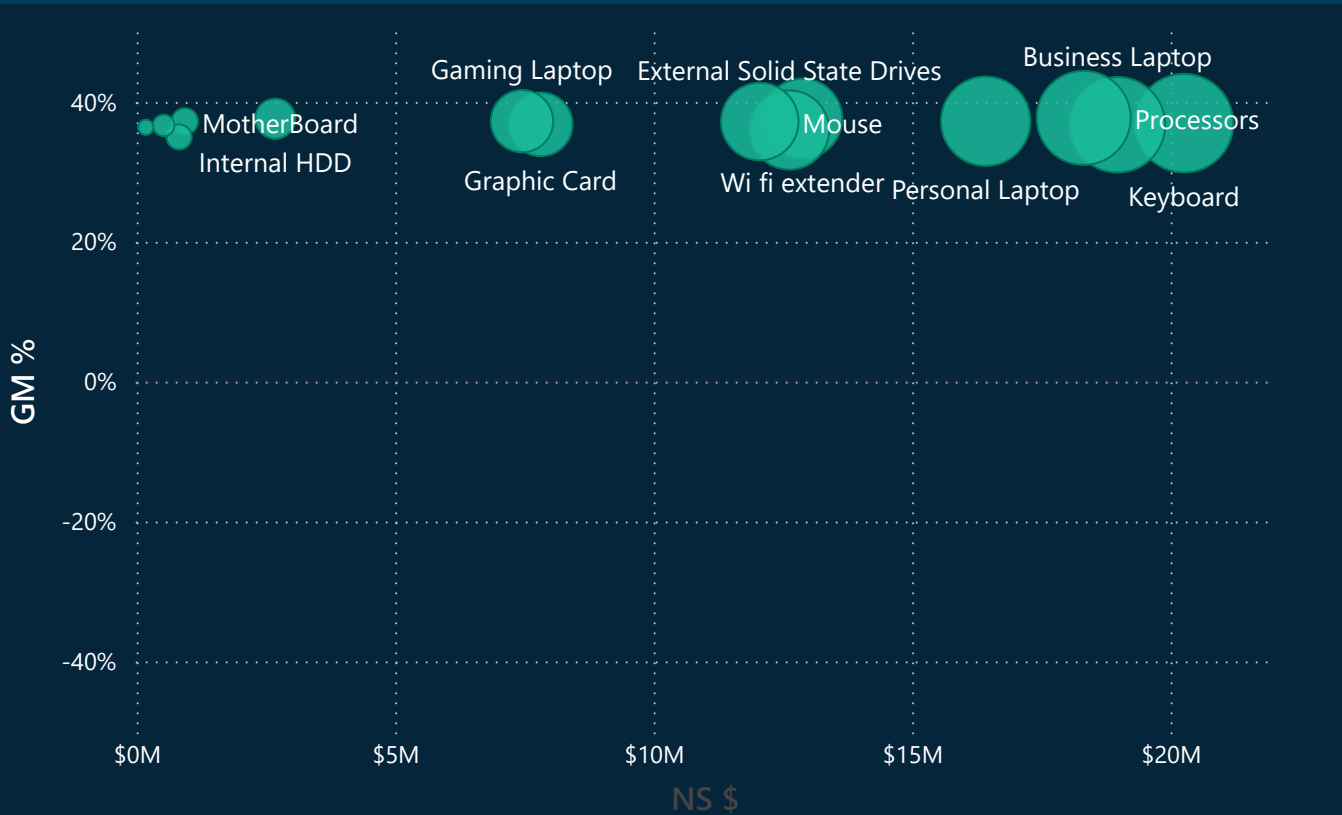
NP= Net Profit | Chg = Change

All values in Million \$

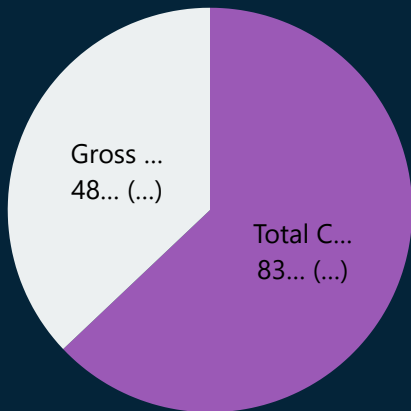
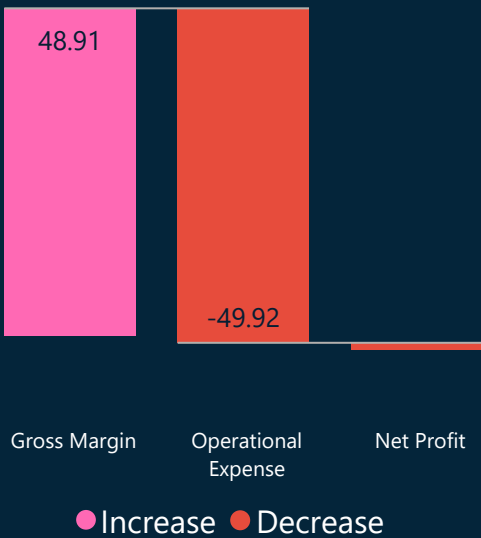
Market Performance- by GM %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Segment

Category

Category	NS \$	GM %	NP \$	NP %	NP BAR	Δ NP %
Keyboard	\$20.26M	36.96%	-0.19M	-0.92%		-138.65%
Business Laptop	\$18.97M	36.74%	-0.20M	-1.06%		-139.69%
Processors	\$18.32M	37.72%	-0.04M	-0.19%		-105.50%
Personal Laptop	\$16.42M	37.24%	-0.10M	-0.62%		-130.72%
Wi fi extender	\$12.88M	37.62%	-0.03M	-0.21%		-119.42%
External Solid State ...	\$12.63M	35.98%	-0.21M	-1.65%		-181.09%
Mouse	\$12.05M	37.20%	-0.07M	-0.60%		-126.85%
Graphic Card	\$7.82M	36.79%	-0.08M	-1.06%		-143.68%
Gaming Laptop	\$7.45M	37.25%	-0.05M	-0.74%		-132.35%
Internal HDD	\$2.68M	37.61%	-0.01M	-0.20%		-107.38%
MotherBoard	\$0.93M	37.23%	-0.01M	-0.71%		-130.02%
USB Flash Drives	\$0.82M	35.00%	-0.02M	-2.32%		
Personal Desktop	\$0.52M	36.64%	-0.01M	-2.16%		
Batteries	\$0.18M	36.37%	0.00M	-1.48%		
Total	\$131.94M	37.07%	-1.02M	-0.77%	-0.77%	-134.51%



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Forecast Accuracy %

80.95%

LY: 86.2% | -6.09% ▼

Net Error (\$)

-1M

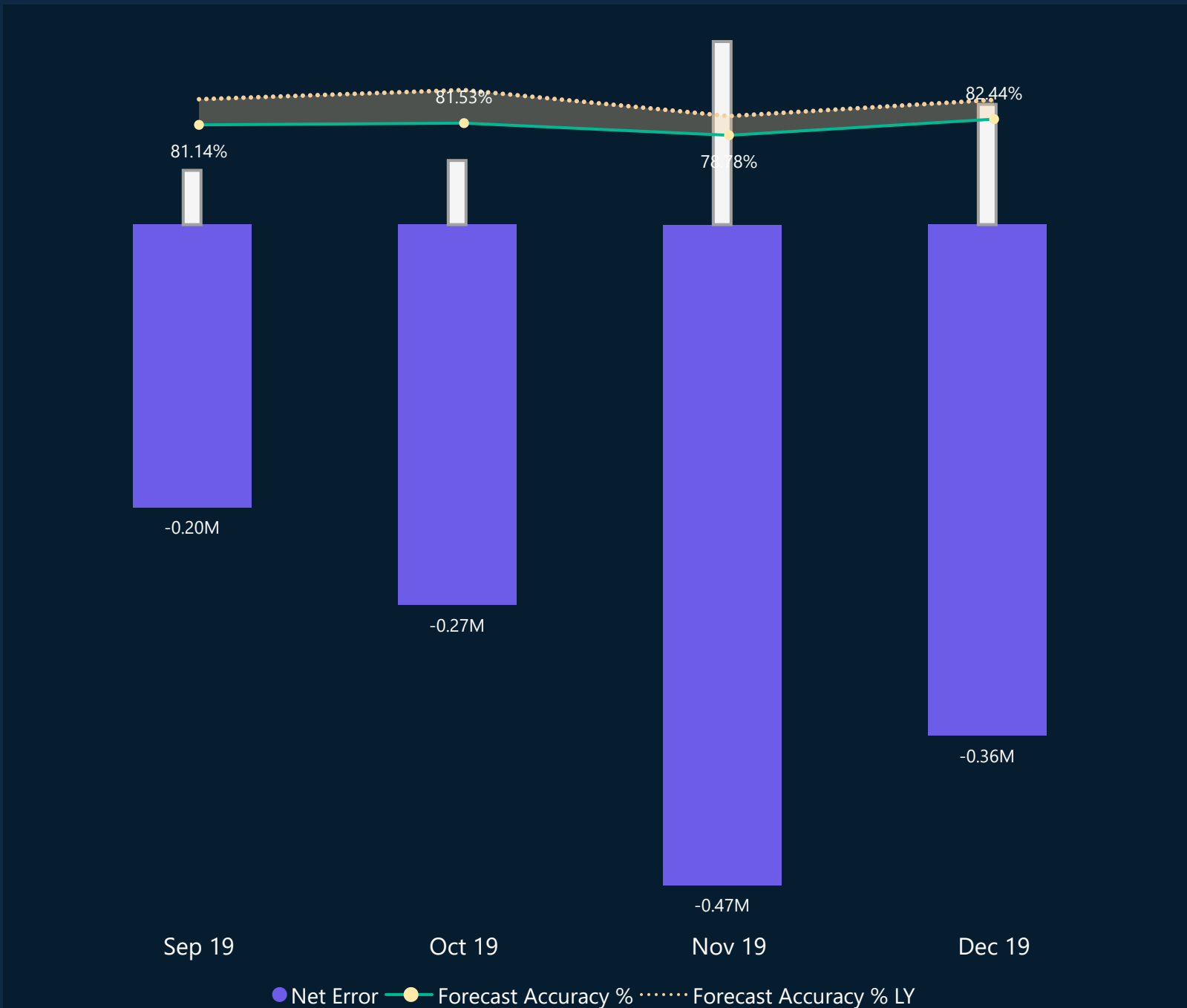
LY: 0.3M | -534.98% ▲

Absolute Error (\$)

2M

LY: 0.67M | 154.37% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	72.28%	78.80%	-93K	-12.2%	OOS
Amazon	74.16%	78.70%	-168K	-13.7%	OOS
Atliq e Store	75.48%	76.59%	-85K	-10.6%	OOS
Expert	60.11%	62.47%	-13K	-13.5%	OOS
Acclaimed Stores	63.31%	58.99%	-87K	-97.9%	OOS
Radio Popular	60.18%	57.32%	-2K	-2.5%	OOS
Electricalslance Stores	54.04%	57.20%	-3K	-8.0%	OOS
Euronics	43.97%	56.59%	-16K	-41.9%	OOS
Total	80.95%	86.20%	-1303K	-14.7%	OOS

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	78.28%	90.06%	-940K	-18.7%	OOS
Desktop	80.84%		0K	-18.2%	OOS
Networking	50.43%	79.83%	-274K	-49.6%	OOS
Notebook	90.13%	84.03%	24K	8.8%	EI
Peripherals	84.13%	85.57%	-92K	-8.5%	OOS
Storage	93.50%	80.29%	-20K	-1.0%	OOS
Total	80.95%	86.20%	-1303K	-14.7%	OOS



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022  
Est

Q1

Q2

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

All values in Million \$

Net Sales \$

\$131.94M

BM: 46.79M | 181.96% ▲

Gross Margin %

37.07%

BM: 41.22% | -10.07% ▼

Net Profit %

-0.77%

BM: 2.23% | -134.51% ▼

Forecast Accuracy %

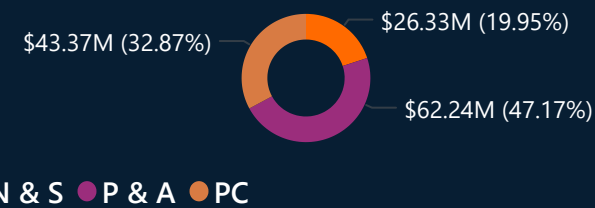
80.95%

LY: 86.2% | -6.09% ▼

Revenue  
Contribution

Division

Channel



TOP 5 Customers

37.07%

GM %

-0.77%  
0.4%

Net Profit %

2020

Count of manufacturer by fy\_desc

6

2020

fy\_desc

Trend: Key metrics over years

Customer	RC %	GM %
Leader	3.5%	26.52% ▼
Sage	3.7%	31.22% ▼
Atliq e Store	8.7%	37.42% ▼
AtliQ Exclusive	9.7%	45.74% ▼
Amazon	14.0%	38.01% ▼
Total	39.7%	38.11%

TOP 5 Products

Product	RC %	GM %
AQ BZ Compact	4.2%	36.39% ▼
AQ Lite	4.3%	36.43% ▼
AQ Wi Power Dx1	4.4%	37.26% ▼
AQ BZ Gen Y	4.5%	36.87% ▼
AQ Wi Power Dx2	5.4%	37.90% ▼
Total	22.8%	37.02%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$12.84M	9.7%	37.48%	6.85% ▼	-8.3%	OOS	1.1%
ROA	\$33.72M	25.6%	37.79%	8.29% ▼	-10.9%	OOS	0.6%
NE	\$15.83M	12.0%	37.90%	-4.65% ▼	-11.6%	OOS	0.3%
NA	\$29.67M	22.5%	39.55%	-1.50% ▼	-36.6%	OOS	0.3%
LATAM	\$0.77M	0.6%	30.97%	-0.15%	13.4%	EI	0.0%
India	\$30.82M	23.4%	32.05%	-14.75%	-15.8%	OOS	0.8%
ANZ	\$8.28M	6.3%	42.27%	12.54% ▲	11.4%	EI	0.1%
Total	\$131.94M	100.0%	37.07%	-0.77%	-14.7%	OOS	0.4%