Business Insights 360

Code Basics.io

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

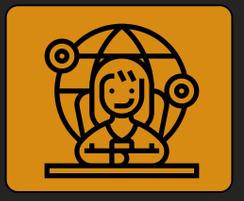
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**

Marketing Vie

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.

Report Refresh Date: Saturday, March 23, 2024

Sales data loaded until : Dec 21

	2018	2019	2020	2021	2022	**Total**
gross_sales_amount	$58.32M	$209.06M	$535.95M	$1,664.64M	$7,370.14M	**$9,838.11M**
net_invoice_sales_amount	$44.40M	$161.62M	$411.25M	$1,272.13M	$5,643.13M	**$7,532.54M**
post_invoice_deductions_amount	$10.66M	$29.72M	$95.85M	$281.64M	$1,243.54M	**$1,661.40M**
post_invoice_other_deductions_amount	$4.63M	$20.53M	$47.43M	$166.65M	$663.42M	**$902.65M**
net_sales_amount	$29.11M	$111.37M	$267.98M	$823.85M	$3,736.17M	**$4,968.48M**

region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q2 | Q3 | Q4

YTD | YTG

$15.89M✓
BM: 4.13M (+285.06%)
Net Sales

41.23%✓
BM: 37.76% (+9.18%)
GM %

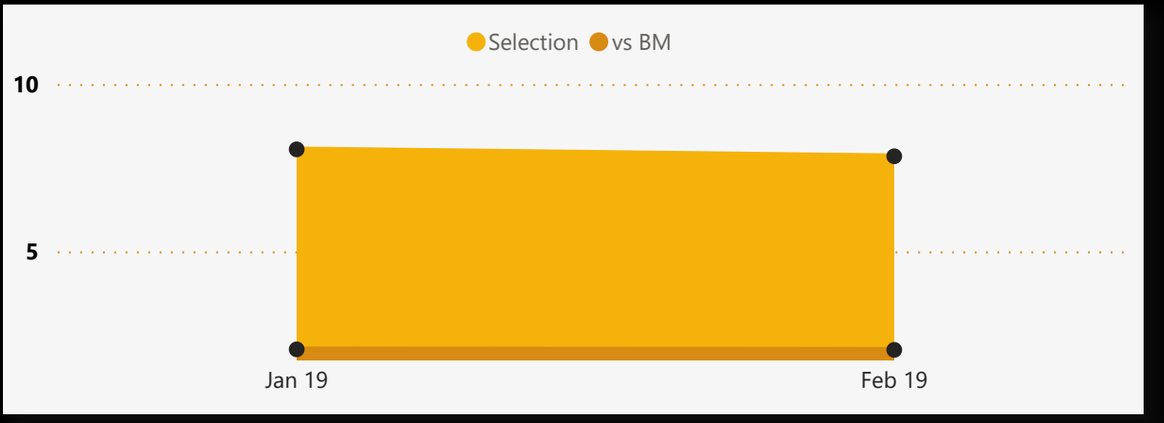
2.11%✓
BM: -4.13% (+151.11%)
Net Profit %

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Net Profit %	2.11	-4.13	6.23	151.11
Net Profit	0.34	-0.17	0.51	296.79
Operational Expense	-6.22	-1.73	-4.49	-259.60
GM / Unit	4.26	3.19	1.07	33.54
Gross Margin %	41.23	37.76	3.47	9.18
Gross Margin	6.55	1.56	4.99	320.39
Total COGS	9.34	2.57	6.77	263.61
- Other Cost	0.07	0.01	0.06	465.38
- Freight Cost	0.38	0.10	0.28	270.06
- Manufacturing Cost	8.89	2.45	6.44	262.28
Net Sales	15.89	4.13	11.77	285.05
Total Post Invoice Deduction	7.20	2.16	5.04	233.29
- Post Deductions	2.96	0.65	2.31	354.44
- Post Discounts	4.23	1.51	2.73	180.90
Net Invoice Sales	23.09	6.29	16.80	267.27
Pre Invoice Deduction	6.72	1.94	4.78	246.30

Net Sales Performace Over Time

vs LY | vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	10.11	242.46
EU	2.55	865.86
LATAM	0.11	469.43
NA	3.12	250.22
Total	**15.89**	**285.05**

segment	P & L values	P & L Chg %
Accessories	3.98	215.49
Networking	2.50	416.25
Notebook	4.63	346.56
Peripherals	2.83	164.17
Storage	1.95	613.91
Total	**15.89**	**285.05**

BM = Benchmark, LY=Last Year

region, market
All

customer
All

segment, category, pr...
All

2019 | 2020 | 2021 | 2022 Est

Q2 | Q3 | Q4

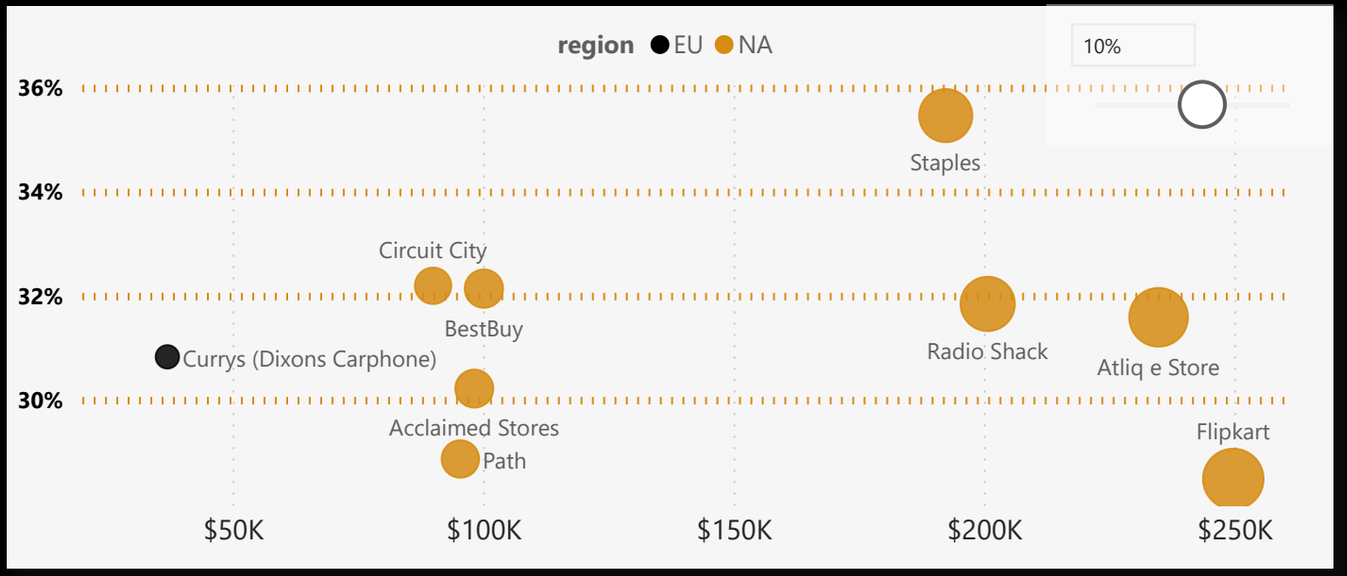
YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Amazon	$1.94M	0.79M	40.53%
AtliQ Exclusive	$1.87M	0.93M	49.78%
Atliq e Store	$1.48M	0.60M	40.51%
Flipkart	$0.71M	0.24M	34.48%
Leader	$0.57M	0.28M	48.51%
Sage	$0.57M	0.25M	43.66%
Ebay	$0.54M	0.24M	44.00%
Synthetic	$0.45M	0.19M	40.83%
Electricalslytical	$0.42M	0.18M	41.77%
Croma	$0.41M	0.19M	45.36%
Total	**$15.89M**	**6.55M**	**41.23%**

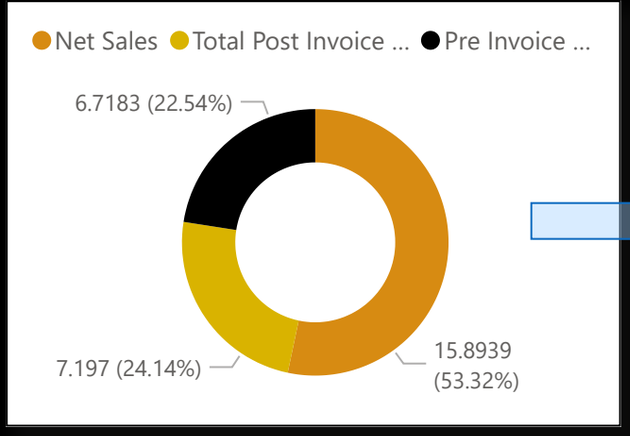
Performance Matrix

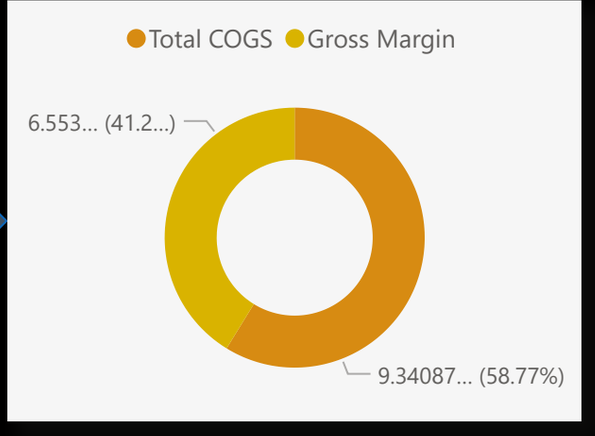


Product Performance

segment	NS $	GM $	GM %
Peripherals	$2.83M	1.19M	42.07%
Notebook	$4.63M	1.91M	41.32%
Accessories	$3.98M	1.64M	41.27%
Storage	$1.95M	0.80M	41.22%
Networking	$2.50M	1.00M	40.06%
Total	**$15.89M**	**6.55M**	**41.23%**

Unit Economics





region, market
All

customer
All

segment, category, pr...
All

2019 | 2020 | 2021 | 2022 Est

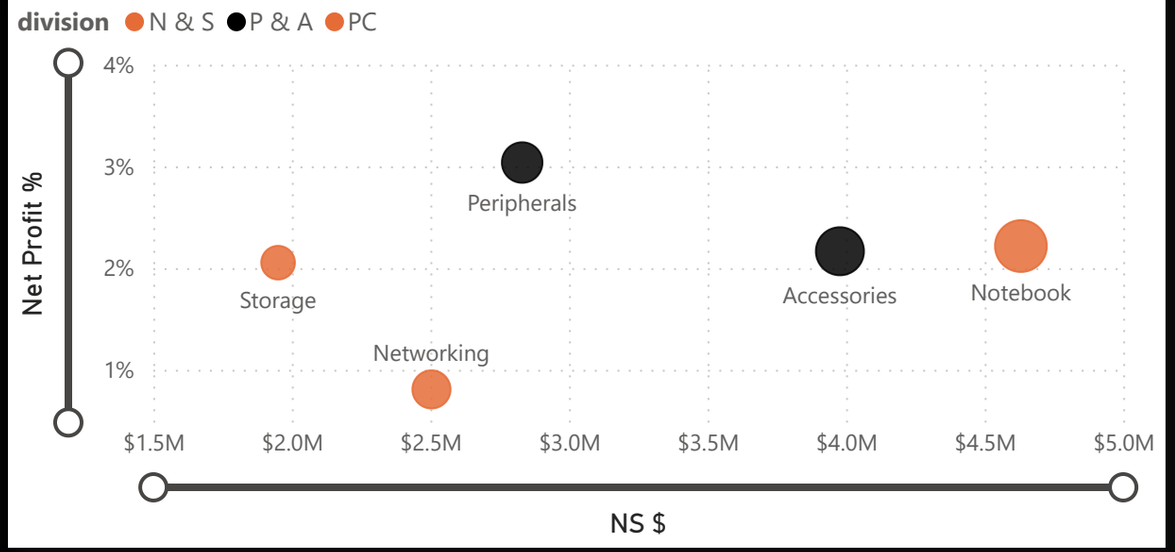
Q2 | Q3 | Q4

YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$3.98M	1.64M	41.27%	0.09M	2.17%
Networking	$2.50M	1.00M	40.06%	0.02M	0.81%
Notebook	$4.63M	1.91M	41.32%	0.10M	2.22%
Peripherals	$2.83M	1.19M	42.07%	0.09M	3.04%
Storage	$1.95M	0.80M	41.22%	0.04M	2.05%
Total	**$15.89M**	**6.55M**	**41.23%**	**0.34M**	**2.11%**

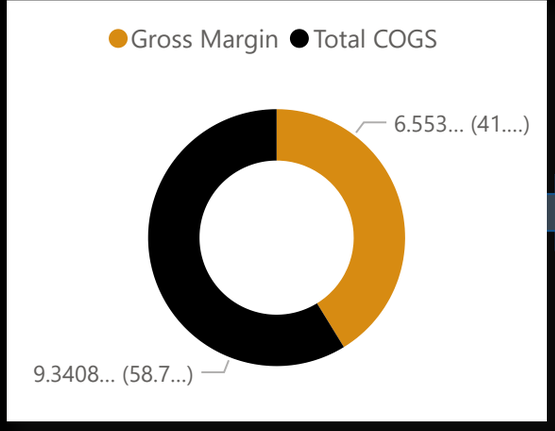
Show GM %



Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$10.11M	4.38M	43.28%	0.61M	5.99%
EU	$2.55M	1.06M	41.42%	0.02M	0.83%
LATAM	$0.11M	0.05M	41.62%	0.01M	7.84%
NA	$3.12M	1.08M	34.43%	-0.30M	-9.62%
Total	**$15.89M**	**6.55M**	**41.23%**	**0.34M**	**2.11%**

Unit Economics



region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est | Q2 | Q3 | Q4 | YTD | YTG

86.36% ✓
LY: 78.44% (+10.1%)
Forecast Accuracy

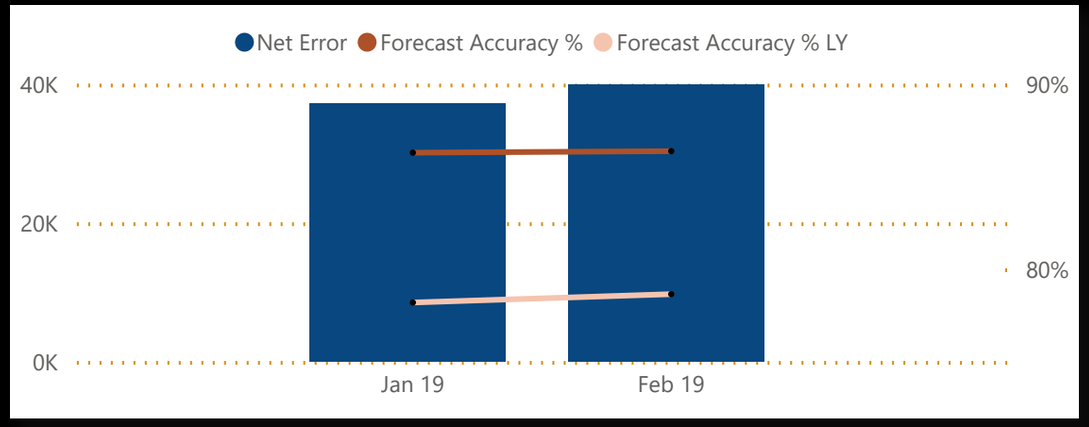
77.2K ✓
LY: 115.4K (-33.13%)
Net Error

220.2K !
LY: 130.2K (+69.19%)
ABS Error

Key Metrics By Customer

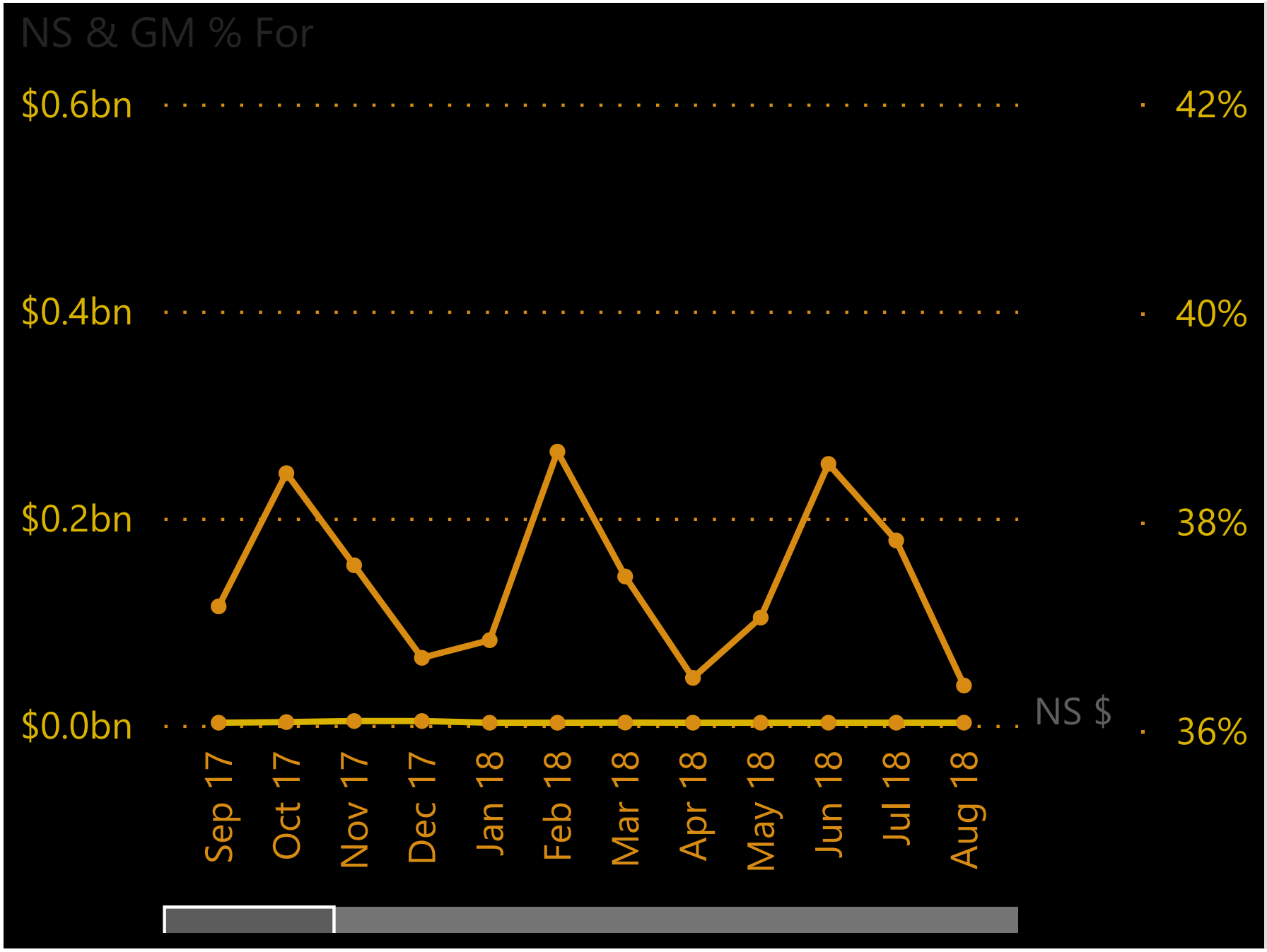
customer	Forecast Accuracy %	Forecast Accuracy % LY	N
AtliQ Exclusive	73.87%	70.47%	
Leader	47.21%	19.27%	
Expression	49.58%	47.36%	
Croma	51.79%	44.86%	
Sage	43.85%	39.11%	
Electricalslytical	52.09%	44.77%	
Electricalsocity	42.65%	46.03%	
Lotus	46.74%	37.09%	
Reliance Digital	42.17%	38.33%	
Viveks	44.37%	52.99%	
Girias	45.00%	39.96%	
Ezone	50.03%	49.10%	
Sound	48.79%	46.85%	
Atliq e Store	76.68%	68.45%	
Forward Stores	49.88%	52.18%	
Digimarket	47.62%	51.45%	
Total	**86.36%**	**78.44%**	

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Prof
⊞ Storage	79.52%	92.03%	64461	2
⊞ Peripherals	84.64%	84.20%	-5264	3
⊞ Notebook	81.49%	85.49%	-4609	2
⊞ Networking	84.44%	79.07%	35771	0
⊞ Accessories	89.62%	76.64%	-13196	2
Total	**86.36%**	**78.44%**	**77163**	**2**


NS & GM % For
$0.6bn
$0.4bn
$0.2bn
$0.0bn
42%
40%
38%
36%
NS $
Sep 17
Oct 17
Nov 17
Dec 17
Jan 18
Feb 18
Mar 18
Apr 18
May 18
Jun 18
Jul 18
Aug 18

region, market: All | customer: All | segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

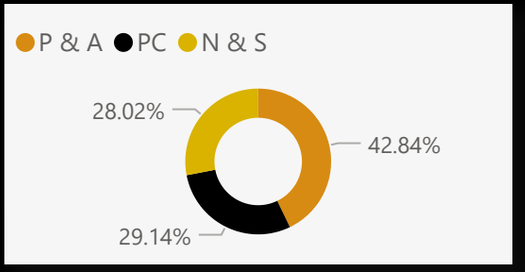
$15.89M✓
BM: 4.13M
Net Sales (+283.86%)

41.23%✓
BM: 37.76% (+9.18%)
GM %

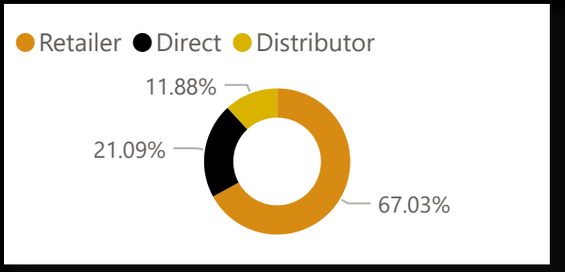
2.11%✓
BM: -4.13%
Net Profit % (+151.11%)

86.36%✓
BM: 78.44% (+10.1%)
Forecast Accuracy

Revenue by Division



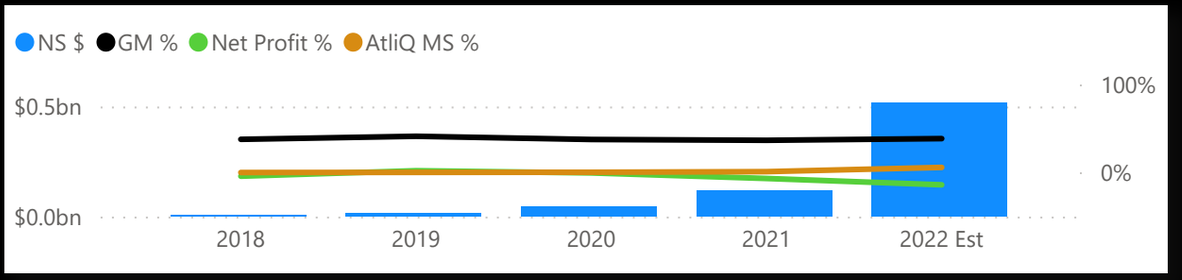
Revenue by Channel



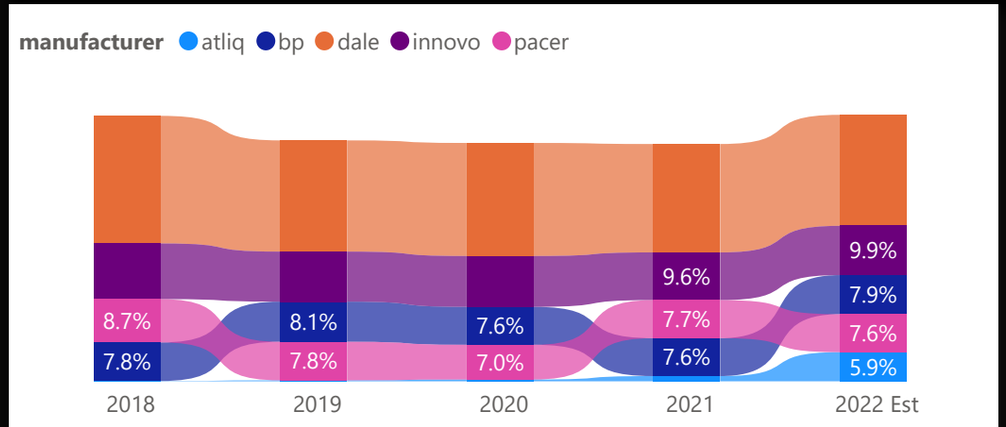
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	$5.7M	35.6%	42.5%	-0.1%	0.6%	18.8%	EI
ROA	$3.7M	23.5%	44.6%	14.4%	0.3%	13.7%	EI
NA	$3.1M	19.7%	34.4% ↓	-9.6%	0.1%	-36.1%	OOS
SE	$1.6M	9.9%	44.1%	7.8%	0.5%	-23.9%	OOS
NE	$1.0M	6.1%	37.1% ↓	-10.4%	0.1%	-4.7%	OOS
Total	**$15.9M**	**100.0%**	**41.2%**	**2.1%**	**0.2%**	**4.8%**	**EI**

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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Leader	3.6%	48.51%
Flipkart	4.5%	34.48% ↓
AtliQ Exclusive	11.8%	49.78%
Atliq e Store	9.3%	40.51%
Amazon	12.2%	40.53%
Total	**41.4%**	**43.20%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.9%	41.47%
AQ Digit SSD	5.3%	41.34%
AQ Gamers	5.6%	41.47%
AQ Neuer SSD	6.9%	41.12%
AQ Wi Power Dx1	11.6%	40.42%
Total	**34.4%**	**41.03%**

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