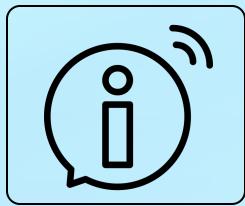




# Business Insights 360



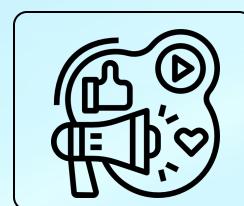
Info



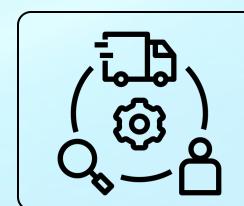
Finance View



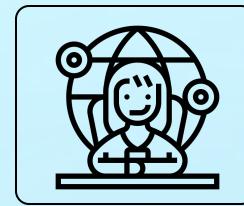
Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

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



region, market

APAC (region) + India (...

customer

All

segment, category

All

2018

2019

2020

2021

2022 EST

Q2

Q3

Q4

YTD

YTG

Accuracy/ Net Error Trend

vs LY

vs Target



\$500.08M✓

BM: 122.08M (+309.62%)

Net Sales

35.81%✓

BM: 32.04% (+11.78%)

GM %

-22.93%✓

BM: -24.64% (+6.96%)

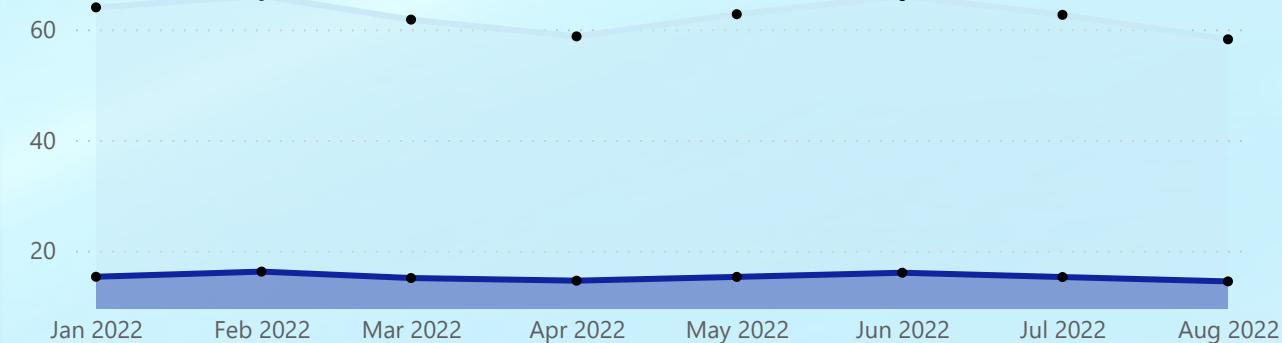
Net Profit %

### Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
- Freight Cost	15.45	3.77	11.68	309.62
- Manufacturing Cost	304.08	78.84	225.24	285.67
- Other Cost	1.45	0.35	1.10	309.66
- Post Deductions	63.94	29.05	34.89	120.12
- Post Discounts	213.45	48.69	164.76	338.40
GM / Unit	14.43	4.90	9.53	194.39
Gross Margin	179.10	39.11	139.98	357.89
Gross Margin %	35.81	32.04	3.78	11.78
Gross Sales	1,020.11	263.67	756.44	286.89
Net Invoice Sales	777.47	199.82	577.65	289.08
Net Profit	-114.65	-30.08	-84.57	281.10
Net Profit %	-22.93	-24.64	1.72	-6.96
Net Sales	500.08	122.08	378.00	309.62
Operational Expense	-293.75	-69.20	-224.55	324.50
Pre Invoice Deduction	242.63	63.84	178.79	280.04
Total COGS	320.98	82.97	238.01	286.86
Total Post Invoice Deduction	277.39	77.74	199.66	256.84

### Accuracy/ Net Error Trend

Selection ● vs BM



### Top Bottom Products & Customers By Net Sales

region	P&L Value	YOY %
APAC	500.08	309.62
India	500.08	309.62
Total	500.08	309.62

segment	P&L Value	YOY %
Accessories	62.43	71.67
Desktop	103.03	1415.68
Networking	5.28	-22.64
Notebook	214.96	446.39
Peripherals	107.82	336.89
Storage	6.57	-18.62
Total	500.08	309.62

region, m...

APAC (region)

segment, ...

All

customer

All

2018

2019

2020

2021

2022  
EST

Q2

Q3

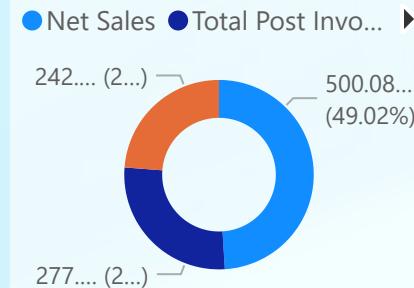
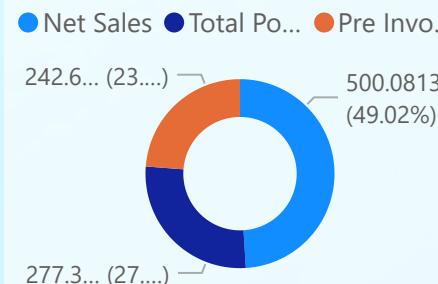
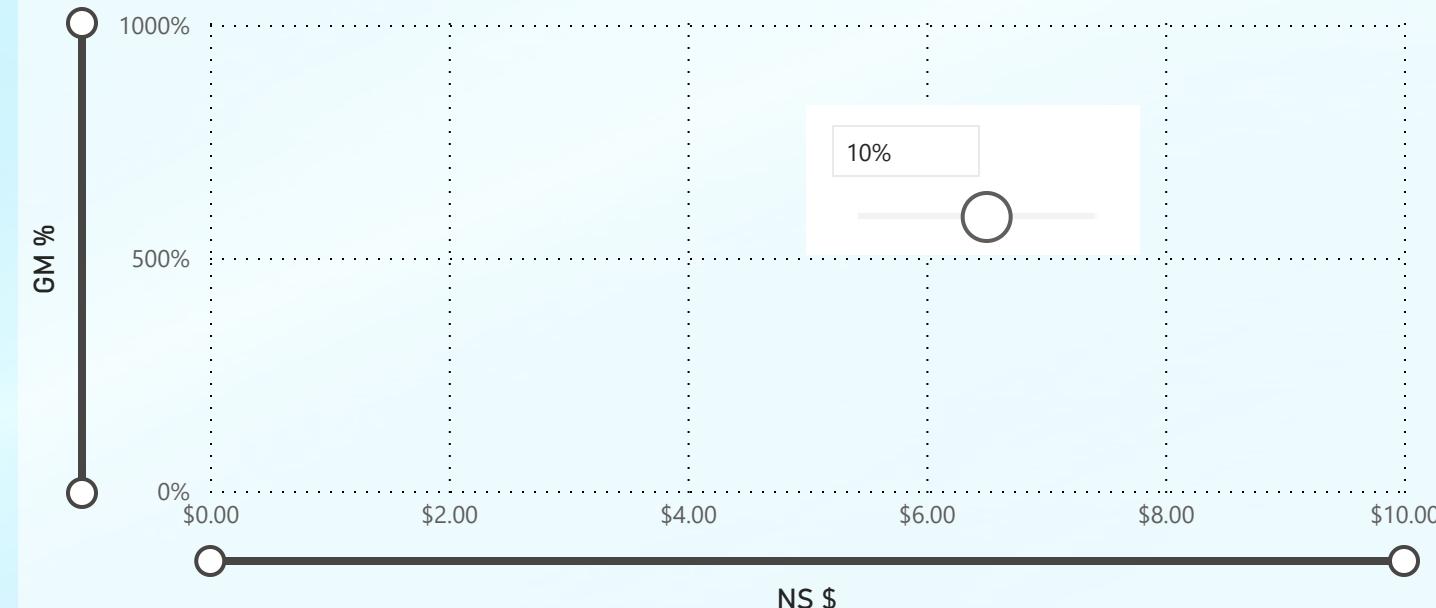
Q4

YTD

YTG



customer	NS \$	GM \$	GM %	Quantity \$
Amazon	\$62.95M	19.40M	30.82%	2M
AtliQ Exclusive	\$58.55M	24.67M	42.13%	1M
Flipkart	\$36.02M	14.13M	39.23%	1M
Electricalslytical	\$28.57M	11.01M	38.53%	1M
Croma	\$28.41M	11.36M	39.98%	1M
Vijay Sales	\$27.68M	10.50M	37.92%	1M
Reliance Digital	\$27.47M	10.74M	39.11%	1M
Propel	\$27.27M	10.24M	37.55%	1M
Lotus	\$26.25M	9.20M	35.05%	1M
Girias	\$25.98M	8.83M	33.99%	1M
Electricalsocity	\$25.73M	8.64M	33.56%	1M
Ebay	\$25.60M	8.48M	33.13%	1M
Expression	\$25.44M	8.51M	33.44%	1M
Viveks	\$24.92M	7.91M	31.76%	1M
Ezone	\$24.68M	7.83M	31.71%	1M
Atliq e Store	\$24.57M	7.66M	31.19%	1M
<b>Total</b>	<b>\$500.08M</b>	<b>179.10M</b>	<b>35.81%</b>	<b>12M</b>



segment	NS \$	GM \$	GM %
Notebook	\$214.96M	76.93M	35.79%
Peripherals	\$107.82M	38.50M	35.71%
Desktop	\$103.03M	37.10M	36.01%
Accessories	\$62.43M	22.29M	35.71%
Storage	\$6.57M	2.37M	36.07%
Networking	\$5.28M	1.90M	35.95%
<b>Total</b>	<b>\$500.08M</b>	<b>179.10M</b>	<b>35.81%</b>

vs LY

vs Target

region

market

customer

2018

2019

2020

2021

2022  
EST

Q2

Q3

Q4

YTD

YTG

All



segment

NS \$

GM \$

GM %

Net Profit \$

Net Profit %

## Accessories

Batteries

Keyboard

Mouse

## Desktop

Business Laptop

Personal Desktop

## Networking

Wi fi extender

## Notebook

Business Laptop

Gaming Laptop

Personal Laptop

## Peripherals

## Storage

External Solid State Drives

USB Flash Drives

Total

\$263.26M 100.66M 38.24% -36.71M -13.94%

\$35.09M 13.31M 37.92% -5.00M -14.24%

\$133.29M 51.11M 38.34% -18.38M -13.79%

\$94.88M 36.25M 38.20% -13.33M -14.04%

\$430.30M 165.88M 38.55% -58.78M -13.66%

\$200.06M 77.11M 38.54% -27.39M -13.69%

\$230.24M 88.77M 38.56% -31.39M -13.64%

\$22.16M 8.57M 38.66% -3.02M -13.64%

\$22.16M 8.57M 38.66% -3.02M -13.64%

\$897.19M 343.50M 38.29% -124.93M -13.92%

\$245.61M 94.66M 38.54% -33.58M -13.67%

\$324.31M 123.28M 38.01% -45.96M -14.17%

\$327.27M 125.56M 38.36% -45.39M -13.87%

\$452.71M 173.47M 38.32% -63.05M -13.93%

\$27.65M 10.67M 38.59% -3.78M -13.69%

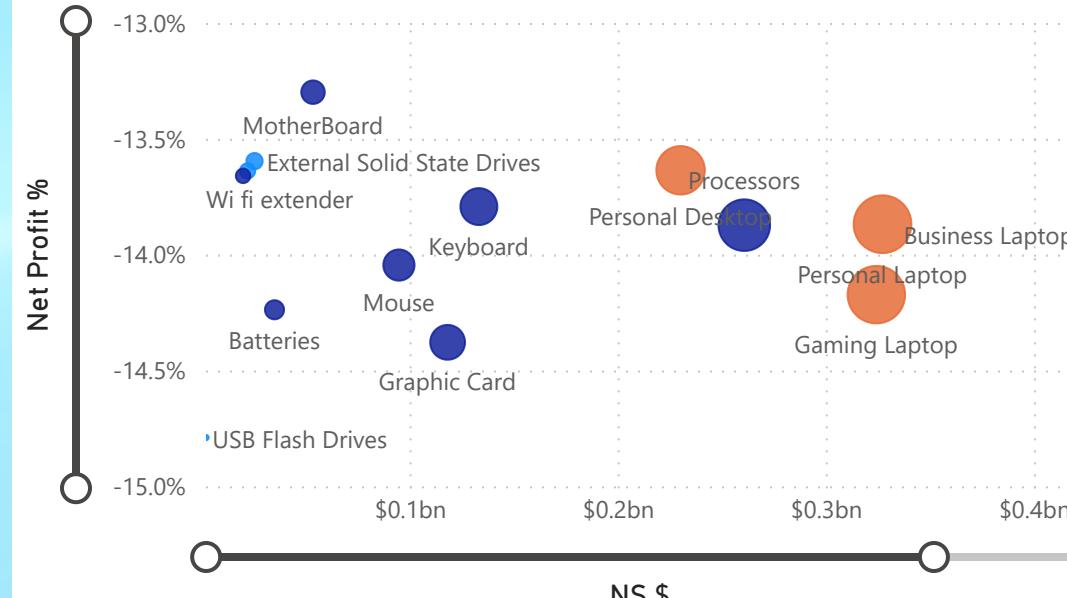
\$25.48M 9.86M 38.69% -3.46M -13.60%

\$2.16M 0.81M 37.49% -0.32M -14.79%

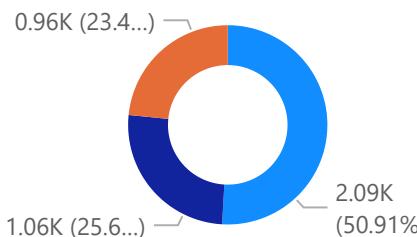
\$2,093.26M 802.74M 38.35% -290.27M -13.87%

Show GM%

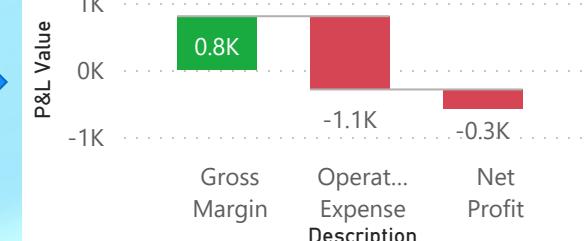
division ● N &amp; S ● P &amp; A ● PC



● Net Sales ● Total Post I... ● Pre Invoi...



● Increase ● Decrease



region NS \$ GM \$ GM % Net Profit \$ Net Profit %

APAC \$1,041.09M 373.59M 35.88% -148.02M -14.22%

EU \$413.40M 142.89M 34.56% -53.04M -12.83%

LATAM \$8.78M 3.06M 34.83% -0.28M -3.23%

NA \$630.00M 283.20M 44.95% -88.92M -14.12%

Total \$2,093.26M 802.74M 38.35% -290.27M -13.87%



region, market

APAC (region) + I...

customer

All

segment, category

All

2018

2019

2020

2021

2022  
EST

Q2

Q3

Q4

YTD

YTG



(Blank)!

LY: 0.77 (-100%)

Forecast Accuracy

(Blank)

Net Error

(Blank)✓

LY: 1939.0K (-100%)

ABS Error

### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	0.59				
Atliq e Store	0.44				
AtliQ Exclusive	0.53				
Croma	0.43				
Ebay	0.42				
Electricalslytical	0.42				
Electricalsociety	0.44				
Expression	0.38				
Ezone	0.42				
Flipkart	0.41				
Girias	0.45				
Lotus	0.42				
Pronel	0.42				
<b>Total</b>	<b>0.77</b>				

Accuracy/ Net Error Trend



### Top Bottom Products & Customers By Net Sales

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Viveks					0.44
Vijay Sales					0.44
Reliance Digital					0.44
Propel					0.42
Lotus					0.42
Girias					0.45
Flipkart					0.41
Ezone					0.42
<b>Total</b>					<b>0.77</b>



region, market

APAC (region) + In...

customer

All

segment, category

All

2018

2019

2020

2021

2022  
EST

Q2

Q3

Q4

YTD

&gt;

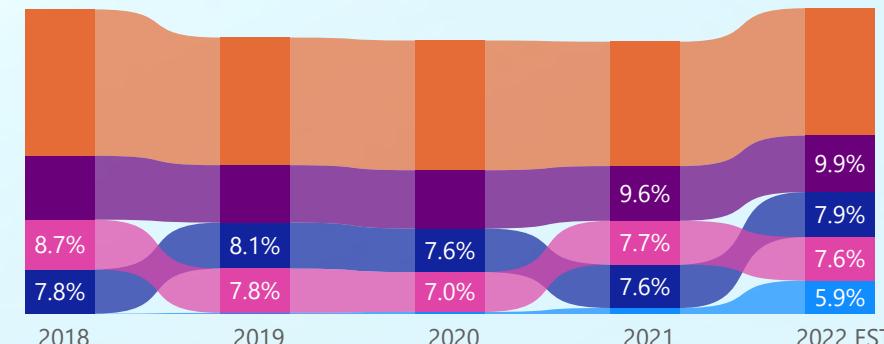
vs LY

vs  
Target\$0.5bn✓  
BM: 0.12bn  
(Net Sales)35.81%✓  
BM: 32.04%  
(GM %)- 22.93%✓  
BM: -24.64% (+6.96%)  
Net Profit %(Blank)!  
LY: 0.77 (-100%)  
Forecast Accuracy

## Key Insights By Subzone

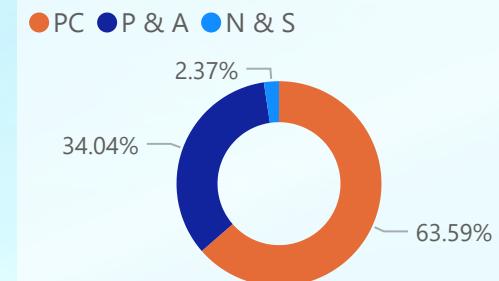
sub zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
India	\$500.1M	23.9%	35.8%	-22.9%	13.3%		
ANZ					1.4%		
LATAM					0.3%		
NA					4.9%		
NE					6.8%		
ROA					8.3%		
SE					16.4%		
<b>Total</b>	<b>\$500.1M</b>	<b>23.9%</b>	<b>35.8%</b>	<b>-22.9%</b>	<b>5.9%</b>		

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

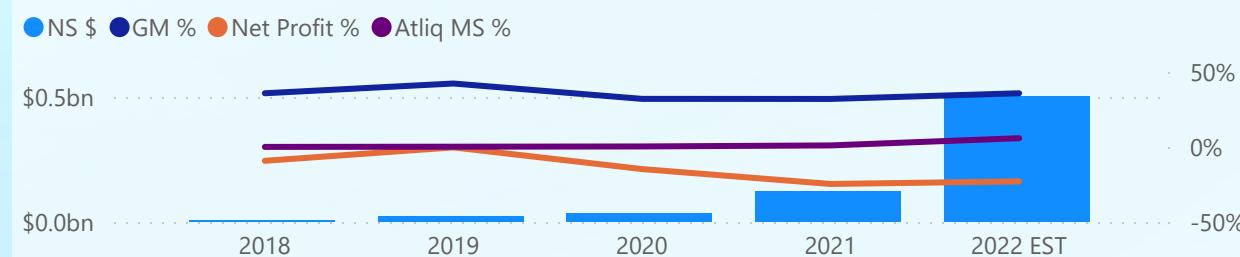
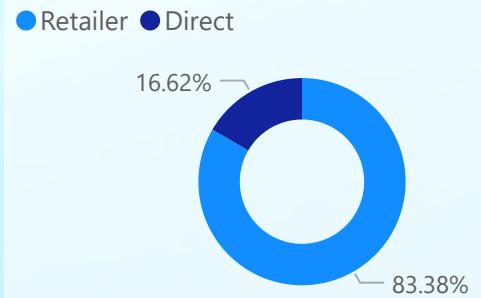


BM= Benchmark, LY=Last Year, EI=Excess Inventory, OOS= Out of Stock

## Revenue by Division



## Revenue by Channel



## Top 5 Customers by Revenue

customer	RC %	GM %
Flipkart	1.7%	39.23%
Electricalslytical	1.4%	38.53%
Croma	1.4%	39.98%
AtliQ Exclusive	2.8%	42.13%
Amazon	3.0%	30.82% ↓
<b>Total</b>	<b>10.2%</b>	<b>37.56%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	0.9%	35.07%
AQ HOME Allin1 Gen 2	1.5%	35.56%
AQ BZ Allin1	1.0%	35.79%
AQ Home Allin1	1.1%	36.36%
AQ BZ Allin1 Gen 2	1.3%	36.39%
<b>Total</b>	<b>5.8%</b>	<b>35.86%</b>