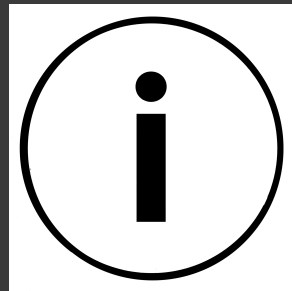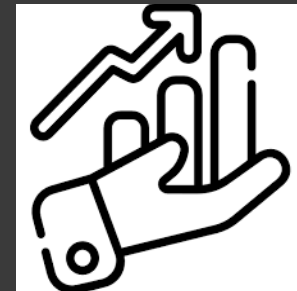# Business Insights 360

Info

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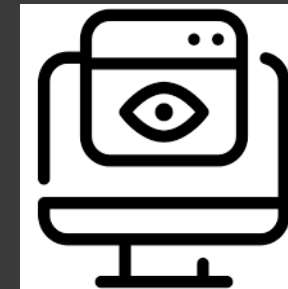
Finance View

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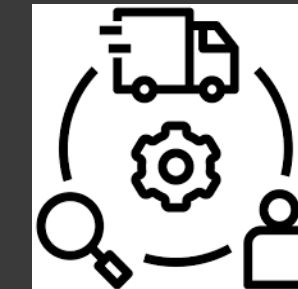
Sales View

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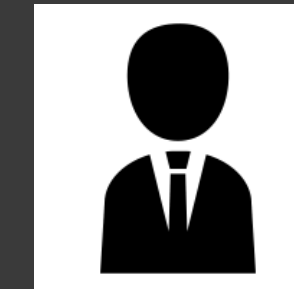
A top level dashboard for executives consolidating top insights from all dimensions of business.

Support

Get your issues resolved by connecting to our support specialist.

Net Sales
$3.74bn !
BM: 3.81bn (-1.86%)

GM %
38.08% !
BM: 38.34% (-0.66%)

Net Profit %
-13.98% ✓
BM: -14.19% (+1.47%)

Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg_%
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	2,192.65			
Total_operational_exp	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

BM= Benchmark , LY=Last Year

Net Sales Performanace Over Time

● Selection ● vs BM
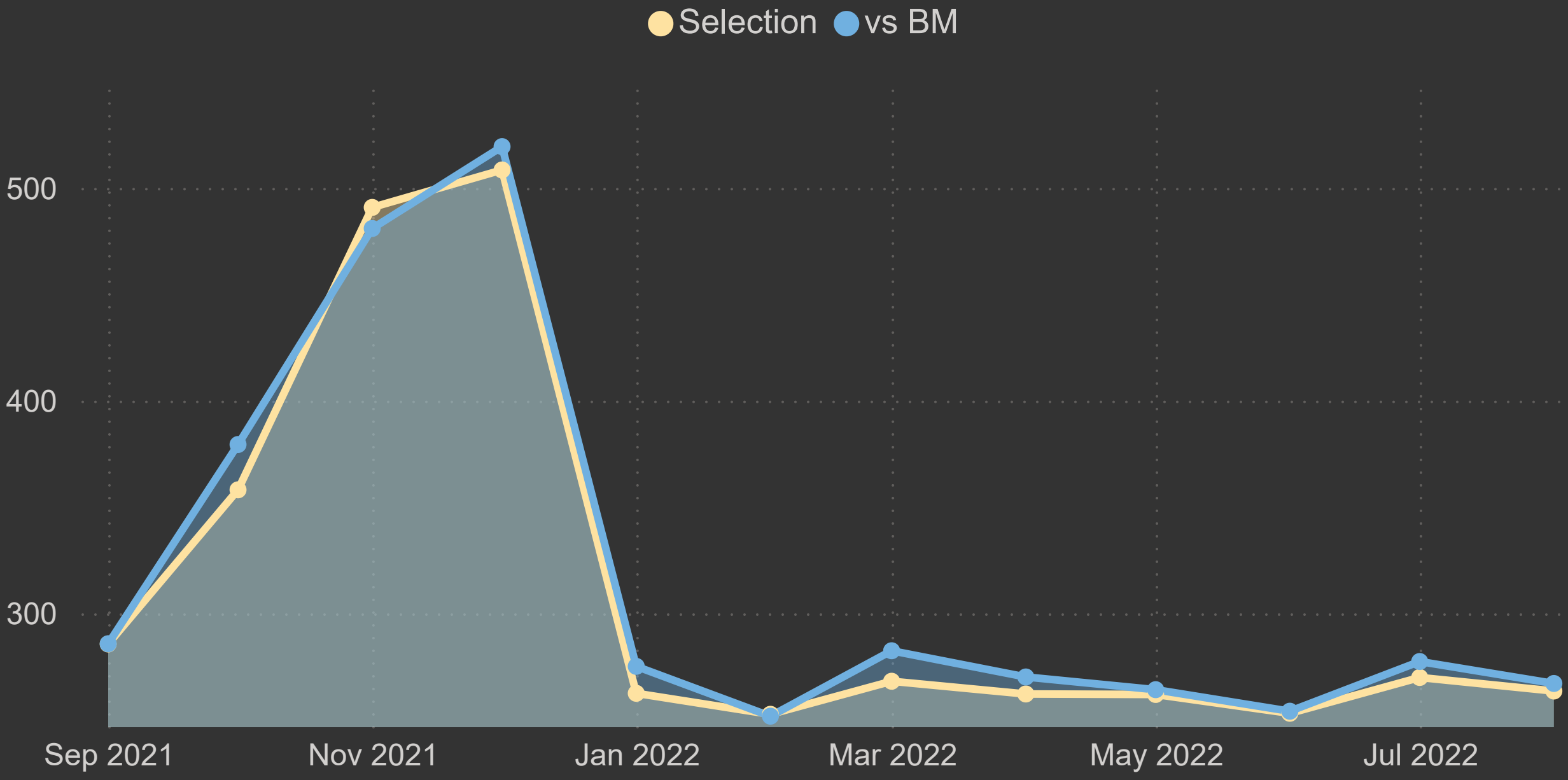
Top/Bottom products and Customers by Net Sales

segment	P&L_values	chg_%
⊞ Accessories	454.10	-88.07
⊞ Desktop	711.08	-81.32
⊞ Networking	38.43	-98.99
⊞ Notebook	1,580.43	-58.49
⊞ Peripherals	897.54	-76.42
⊞ Storage	54.59	-98.57
Total	**3,736.17**	**-1.86**

region	P&L_values	chg_% ▲
⊞ APAC	1,923.77	
⊞ EU	775.48	
⊞ LATAM	14.82	
⊞ NA	1,022.09	
Total	**3,736.17**	**-1.86**
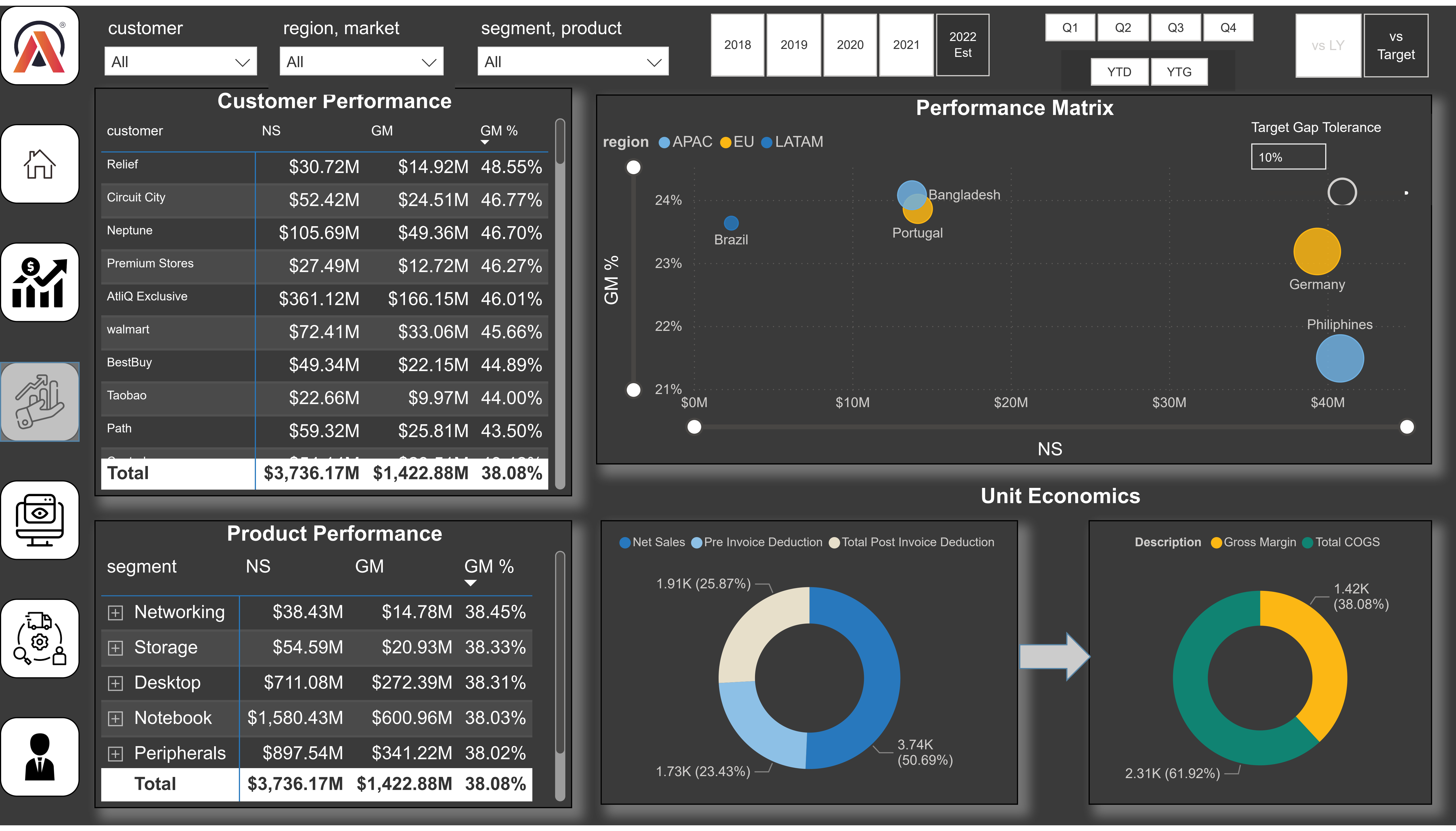
customer
All ▾

region, market
All ▾

segment, product
All ▾

2018	2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

YTD	YTG

vs LY	vs Target

Customer Performance

customer	NS	GM	GM % ▾
Relief	$30.72M	$14.92M	48.55%
Circuit City	$52.42M	$24.51M	46.77%
Neptune	$105.69M	$49.36M	46.70%
Premium Stores	$27.49M	$12.72M	46.27%
AtliQ Exclusive	$361.12M	$166.15M	46.01%
walmart	$72.41M	$33.06M	45.66%
BestBuy	$49.34M	$22.15M	44.89%
Taobao	$22.66M	$9.97M	44.00%
Path	$59.32M	$25.81M	43.50%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Matrix

Target Gap Tolerance
10%

region ● APAC ● EU ● LATAM

GM %

- Bangladesh
- Brazil
- Portugal
- Germany
- Philipines

24%
23%
22%
21%

$0M $10M $20M $30M $40M

NS

Product Performance

segment	NS	GM	GM % ▾
⊞ Networking	$38.43M	$14.78M	38.45%
⊞ Storage	$54.59M	$20.93M	38.33%
⊞ Desktop	$711.08M	$272.39M	38.31%
⊞ Notebook	$1,580.43M	$600.96M	38.03%
⊞ Peripherals	$897.54M	$341.22M	38.02%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Unit Economics

● Net Sales ● Pre Invoice Deduction ● Total Post Invoice Deduction

1.91K (25.87%)
3.74K (50.69%)
1.73K (23.43%)

Description ● Gross Margin ● Total COGS

1.42K (38.08%)
2.31K (61.92%)

Select Y axis for the below Matrix

GM %	Net Profit %

Q1	Q2	Q3	Q4		YTD	YTG

2018	2019	2020	2021	2022 Est

Product Performance

segment	NS	GM	GM %	NP	NP %
⊞ Accessories	$454.10M	$172.61M	38.01%	($63.78M)	-14.05%
⊞ Desktop	$711.08M	$272.39M	38.31%	($97.79M)	-13.75%
⊞ Networking	$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

- Networking
- Storage
- Desktop
- Accessories
- Peripherals
- Notebook

Selected Y-Axis Value

-0.138
-0.140

$0.0bn $0.5bn $1.0bn $1.5bn

NS
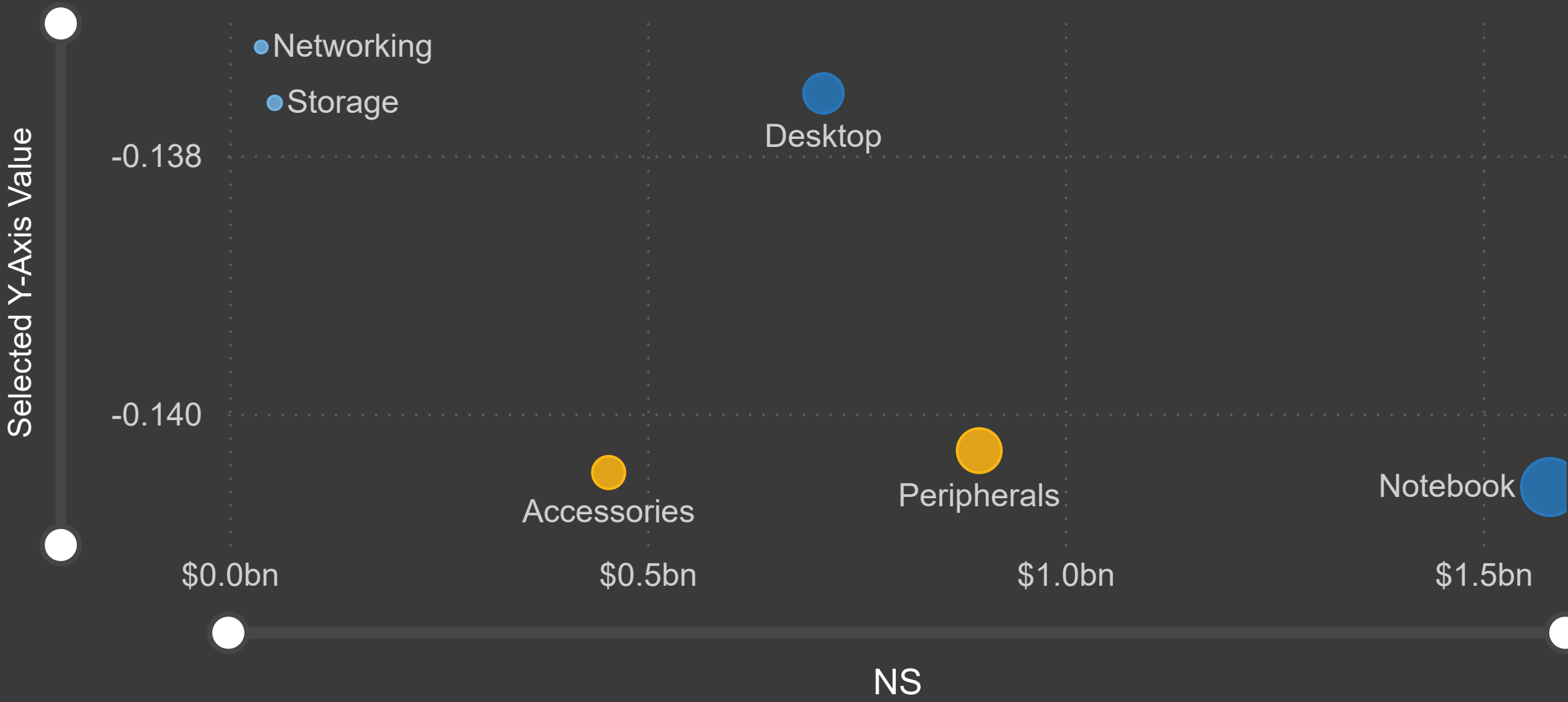
Region Performance

region	NS	GM	GM %	Net Profit	Net Profit %
⊞ NA	$1,022.09M	$459.68M	44.97%	($145.31M)	-14.22%
⊞ LATAM	$14.82M	$5.19M	35.02%	($0.44M)	-2.95%
⊞ EU	$775.48M	$267.80M	34.53%	($95.52M)	-12.32%
⊞ APAC	$1,923.77M	$690.21M	35.88%	($281.16M)	-14.62%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**($522.42M)**	**-13.98%**

Unit Economics

● Net Sales ● Pre Invoice Deduction ● Total Post Invoice Ded…

1.91K (25.87%)
3.74K (50.69%)
1.73K (23.43%)
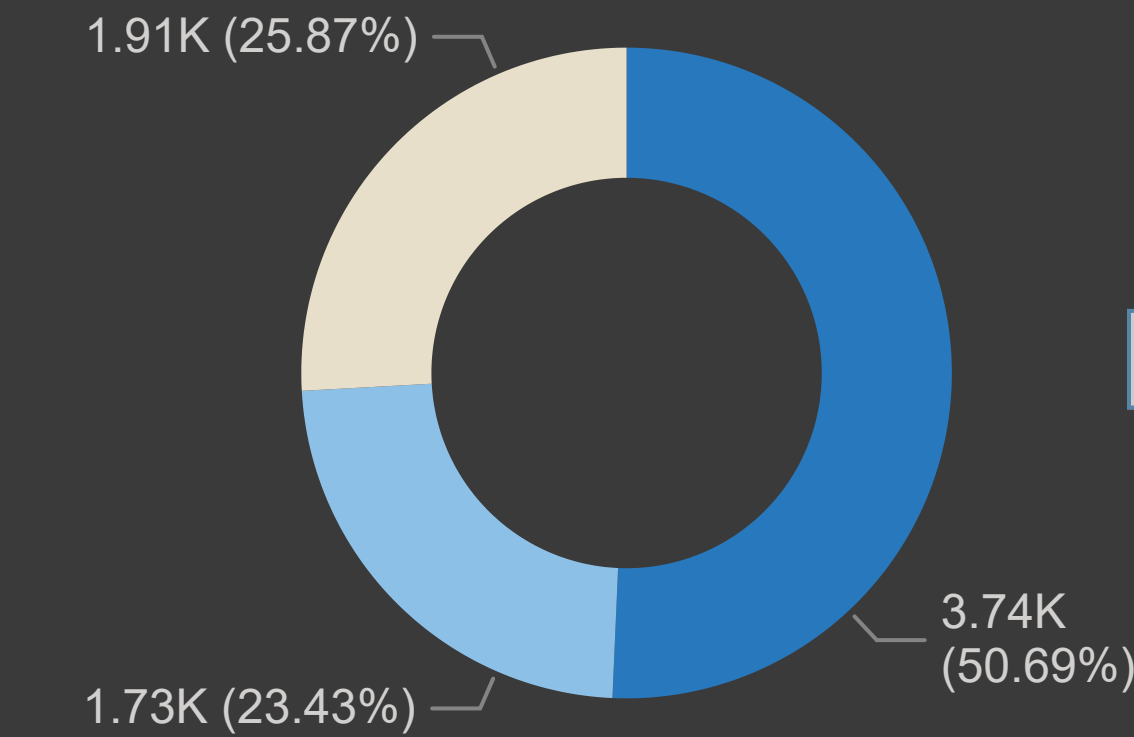
● Increase ● Decrease

2K
1.4K
0K
-0.5K
-2K
-1.9K

Gross Margin   Net Profit   Total_operational_exp
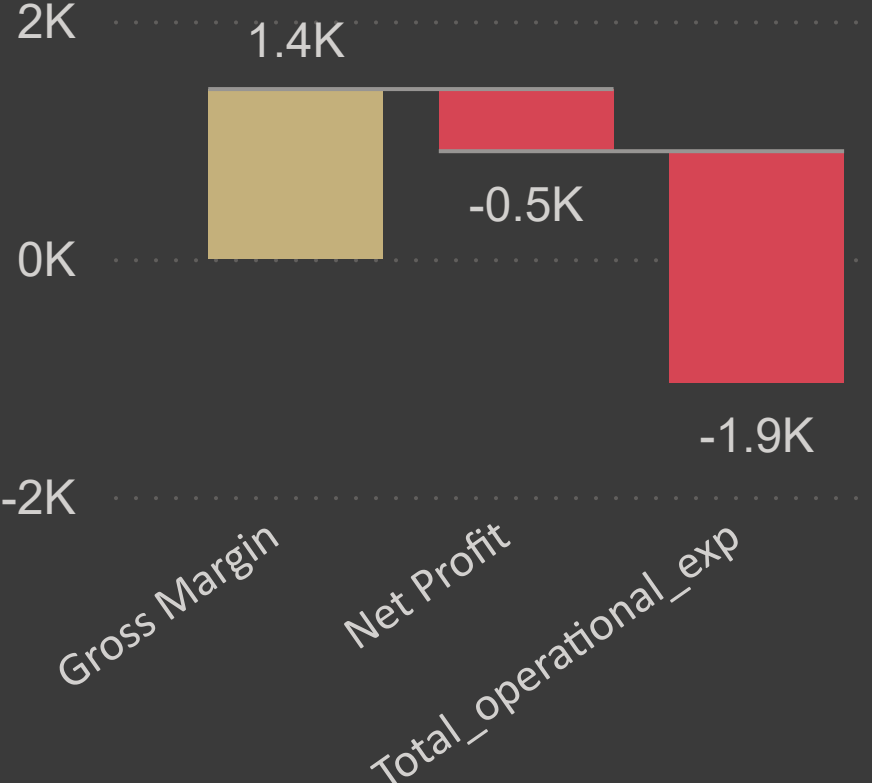
Forecast Accuracy %
81.17% ✓
LY: 80.21% (+1.2%)

Net Error
-3.47M !
LY: -751.71K (-361.97%)

ABS Error
6.90M !
LY: 9.78M (-29.46%)

Accuracy/Net Error Trend

● Net_Error ● Forecast_Accuracy_% ● Forecast_Accuracy_%_LY

Key Metrics by Customer

customer	Forecast_Accuracy_%	Forecast_Accuracy_%_LY	Net_Error ▼	Net_Error %	Risk
Leader	48.7%	24.5%	166751	11.0%	EI
Sage	50.7%	33.6%	154291	10.1%	EI
Costco	51.9%	49.4%	101913	15.8%	EI
Path	50.6%	45.5%	91486	14.9%	EI
Circuit City	46.2%	35.0%	85248	16.5%	EI
walmart	54.8%	50.1%	84334	12.1%	EI
Acclaimed Stores	57.7%	50.7%	83037	10.7%	EI
BestBuy	46.6%	35.3%	81179	16.7%	EI
Staples	54.4%	49.4%	79821	11.5%	EI
Radio Shack	45.6%	38.5%	69253	16.5%	EI
Control	52.1%	47.4%	64731	13.0%	EI
Currys (Dixons Carphone)	54.3%	35.9%	8104	6.0%	EI
Logic Stores	52.5%	51.4%	6430	2.4%	EI
Billa	42.6%	18.3%	3704	3.9%	EI
Total	**81.2%**	**80.2%**	**-3472690**	**-9.5%**	**OO**
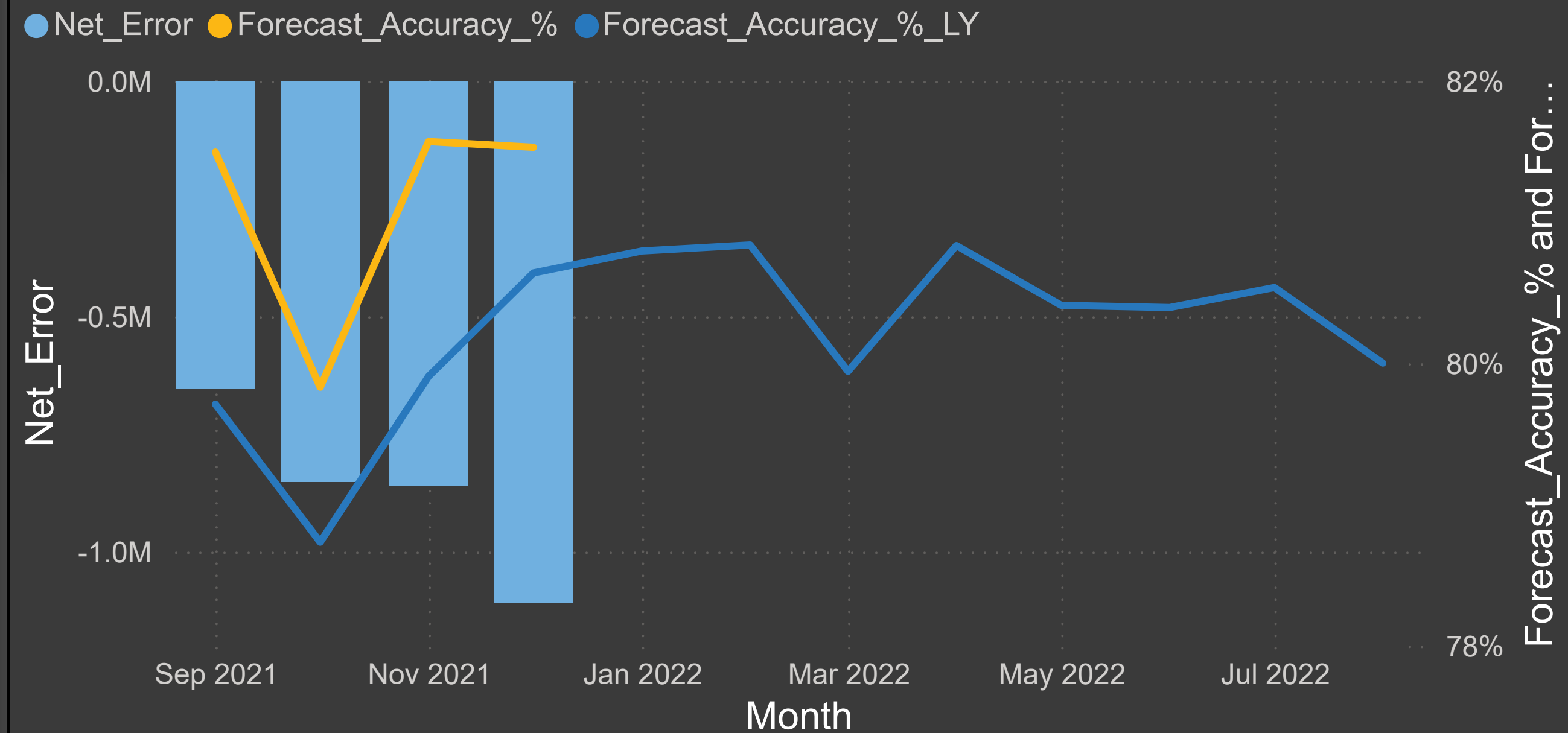
Key Metrics by Product

segment	Forecast_Accuracy_%	Forecast_Accuracy_%_LY ▲	Net_Error	Net_Error %	Risk
⊞ Accessories	87.4%	77.7%	341468	1.7%	EI
⊞ Notebook	87.2%	80.0%	-47221	-1.7%	OOS
⊞ Peripherals	68.2%	83.2%	-3204280	-31.8%	OOS
⊞ Storage	71.5%	83.5%	-628266	-25.6%	OOS
⊞ Desktop	87.5%	84.4%	78576	10.2%	EI
Total	**81.2%**	**80.2%**	**-3472690**	**-9.5%**	**OOS**

Net Sales
$3.74bn !
BM: 3.81bn
(-1.86%)

GM %
38.08% !
BM: 38.34%
(-0.66%)

Net Profit %
-13.98% ✓
BM: -14.19%
(+1.47%)

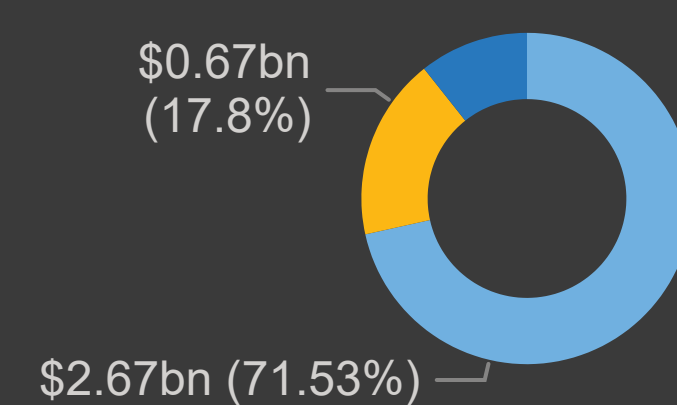## Forecast Accuracy %
81.17% ✓
BM: 80.21%
(+1.2%)

Key Insights by Sub Zone

sub_zone	NS	RC %	GM %	NP %	AtliQ MS %	Net_Error %	Risk
NA	$1,022.1M	27%	45.0%	-14.2%	0.05	14.4%	EI
India	$945.3M	25%	35.8% ↓	-23.0%	0.13	-24.4%	OOS
ROA	$788.7M	21%	34.2% ↓	-6.3%	0.08	-4.6%	OOS
NE	$457.7M	12%	32.8% ↓	-18.1%	0.07	-4.6%	OOS
SE	$317.8M	9%	37.0% ↓	-4.0%	0.16	-55.5%	OOS
ANZ	$189.8M	5%	43.5%	-7.4%	0.01	-37.6%	OOS
Total	**$3,736.2M**	**100%**	**38.1%**	**-14.0%**	**0.06**	**-9.5%**	**OOS**

Market Share Trend

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

Revenue by Division

division ● PC ● P & A ● N & S

$1.35bn (36.18%)
$2.29bn (61.33%)

Revenue by Channel

channel ● Retailer ● Direct ● Distributor

$0.67bn (17.8%)
$2.67bn (71.53%)
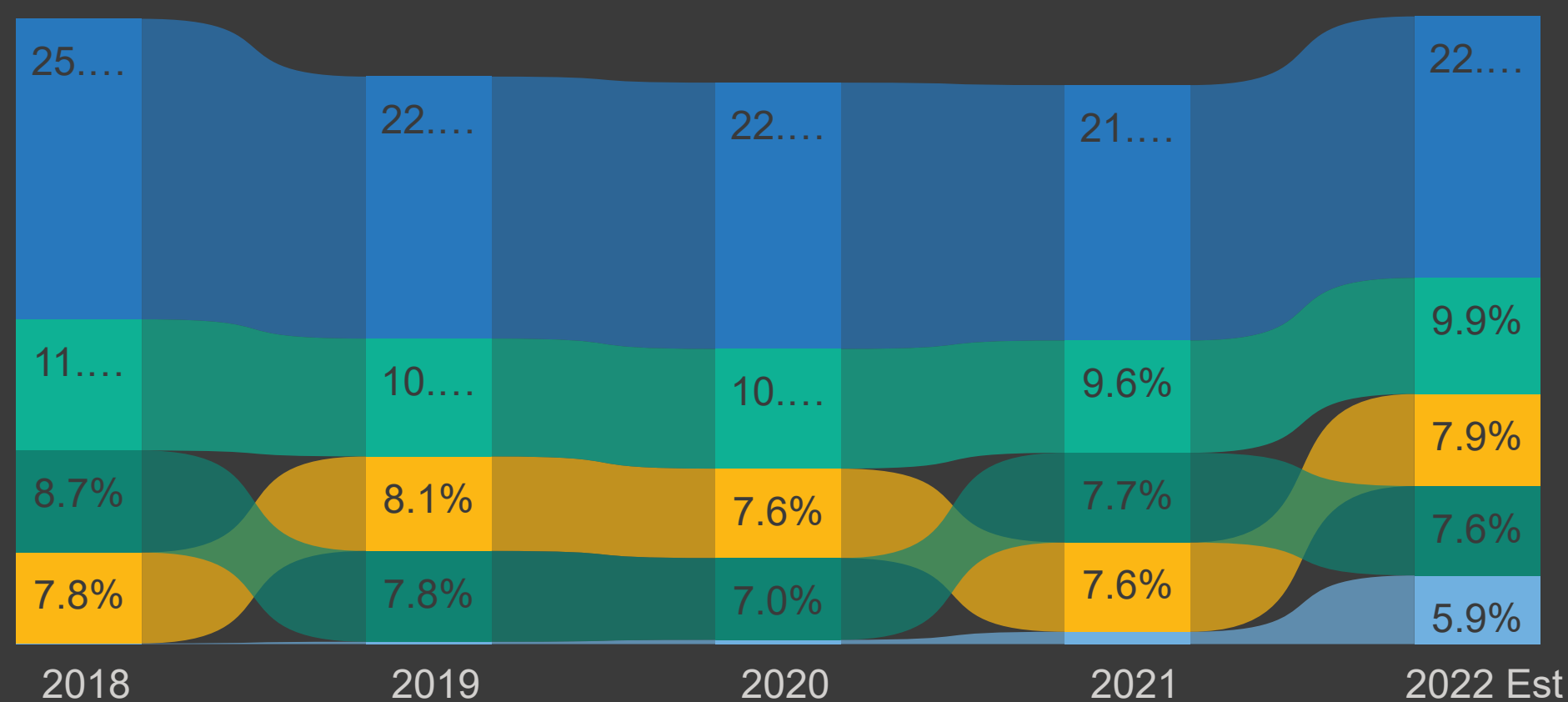
Yearly trend by NS, GM %, Net Profit % and AtliQ MS %

● NS ● GM % ● Net Profit % ● AtliQ MS %
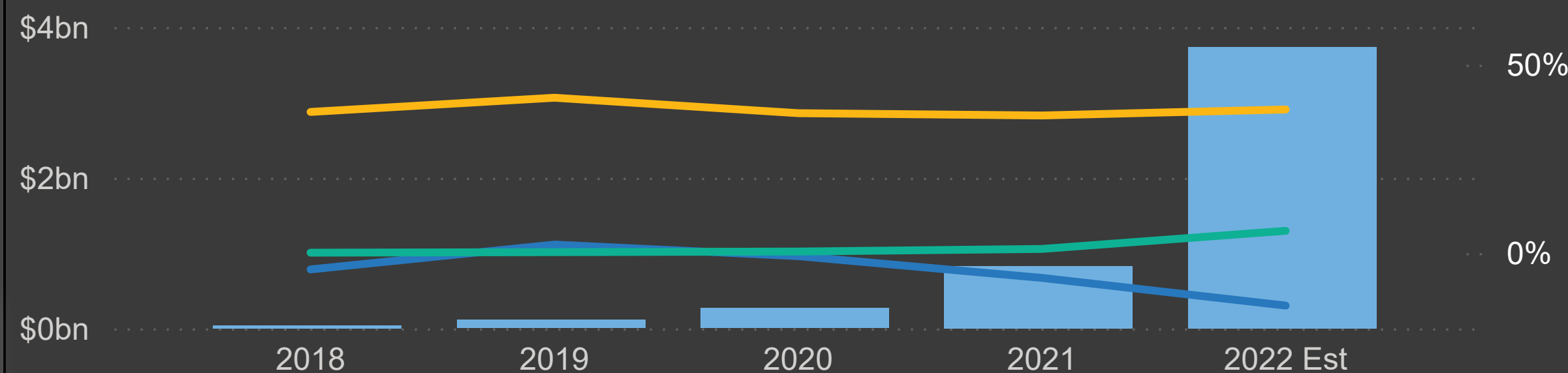
Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78% ↓
Sage	3.42%	31.53% ↓
Total	**38.23%**	**39.19%**

Top 5 Products by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Smash 2	4.13%	37.40% ↓
AQ Home Allin1	4.13%	38.71%
AQ Smash 1	3.81%	37.43% ↓
Total	**23.19%**	**38.06%**