



# 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.



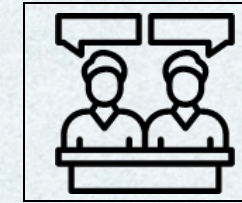
## Marketing View

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.





region, market  
All

customer  
All

segment, ca...  
All

fy\_desc

Q2

Q3

Q4

YTG

**\$792.01M**✓

LY: \$180.64M (+338.45%)

**Net Sales**

**38.35% !**

LY: \$180.64M (-100%)

**GM %**

**-13.75% !**

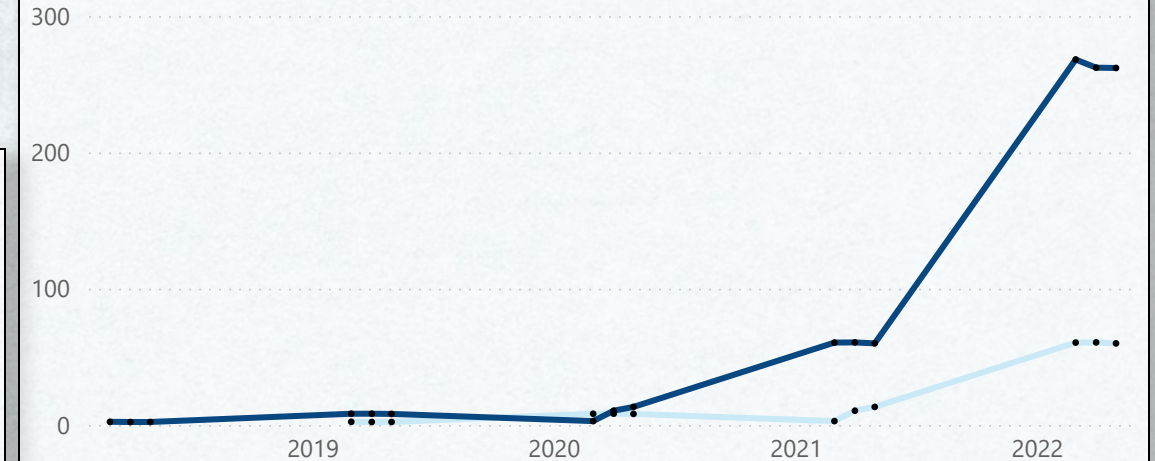
LY: -0.06 (-113.97%)

**Net Profit %**

### Profit and Loss Statement

Line Item	LY	YoY Chg	YoY Chg %
Net Profit %	-5	-7	140
Net Profit	-12	-109	938
Operational Expense	-100	-413	414
GM / Unit	5	6	104
Gross Margin %	37	1	3
Gross Margin	88	304	345
Total COGS	150	488	326
- Other Cost	1	3	339
- Freight Cost	6	21	339
- Manufacturing Cost	142	464	326
Net Sales	238	792	333
Total Post Invoice Deduction	126	399	316
- Post Deductions	47	140	301
- Post Discounts	80	258	324
Net Invoice Sales	364	1191	327
Pre Invoice Deduction	112	365	325
Gross Sales	476	1556	327

Previous Year Selected Year



### Top/Bottom products and Customers by Net Sales

region	P & L values	P & L YoY Chg %
APAC	528	300.41
EU	207	297.27
LATAM	5	265.93
NA	290	453.00
<b>Total</b>	<b>1030</b>	<b>333.18</b>

segment	P & L values	P & L YoY Chg %
Accessories	168	146.07
Desktop	171	1,579.33
Networking	26	49.69
Notebook	415	453.61
Peripherals	220	351.71
Storage	29	57.87
<b>Total</b>	<b>1030</b>	<b>333.18</b>





region, market  
All

customer  
All

segment, ca...  
All

2018

2019

2020

2021

2022  
Est

Q2

Q3

Q4

YTG

**\$24.35M**✓

LY: \$6.42M (+279.13%)

Net Sales

**9.99M**✓

LY: 2.38M (+319.95%)

GM \$

**41.02%**✓

LY: 0.37 (+10.77%)

GM %

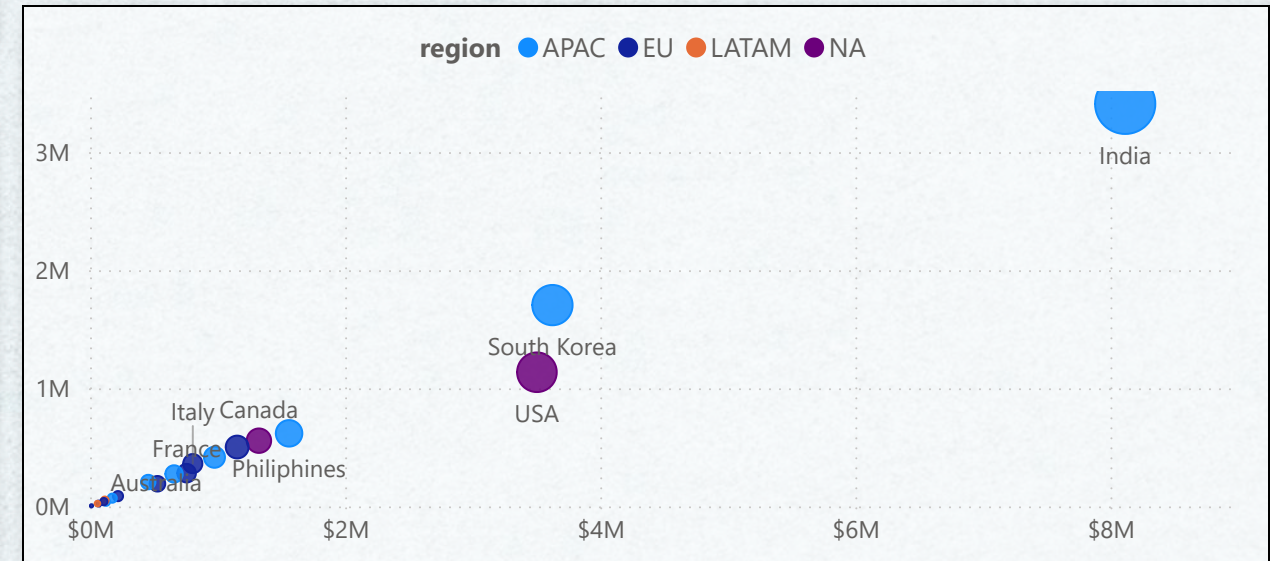
### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$3.04M	1.26M	41.55%
AltiQ Exclusive	\$2.04M	1.03M	50.46%
Atliq e Store	\$1.96M	0.81M	41.37%
Sage	\$1.62M	0.71M	43.61%
Leader	\$1.08M	0.52M	48.02%
Ebay	\$0.71M	0.30M	41.81%
Electricalsocity	\$0.60M	0.26M	44.12%
Flipkart	\$0.74M	0.26M	34.75%
<b>Total</b>	<b>\$24.35M</b>	<b>9.99M</b>	<b>41.02%</b>

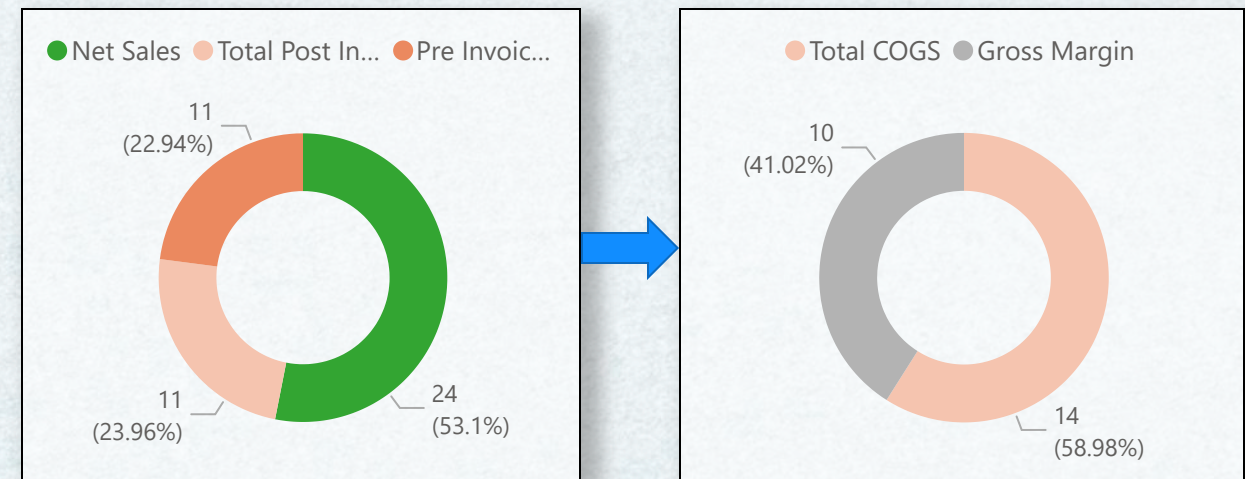
### Product Performance

segment	NS \$	GM \$	GM %
Networking	\$3.82M	1.53M	39.97%
Storage	\$3.03M	1.24M	40.82%
Notebook	\$7.06M	2.90M	41.08%
Accessories	\$6.14M	2.53M	41.14%
Peripherals	\$4.29M	1.79M	41.80%
<b>Total</b>	<b>\$24.35M</b>	<b>9.99M</b>	<b>41.02%</b>

### Net Sales By Customer and Market



### Unit Economics







region, market  
All

customer  
All

segment, ca...  
All

2018

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2020

2021

2022  
Est

Q2

Q3

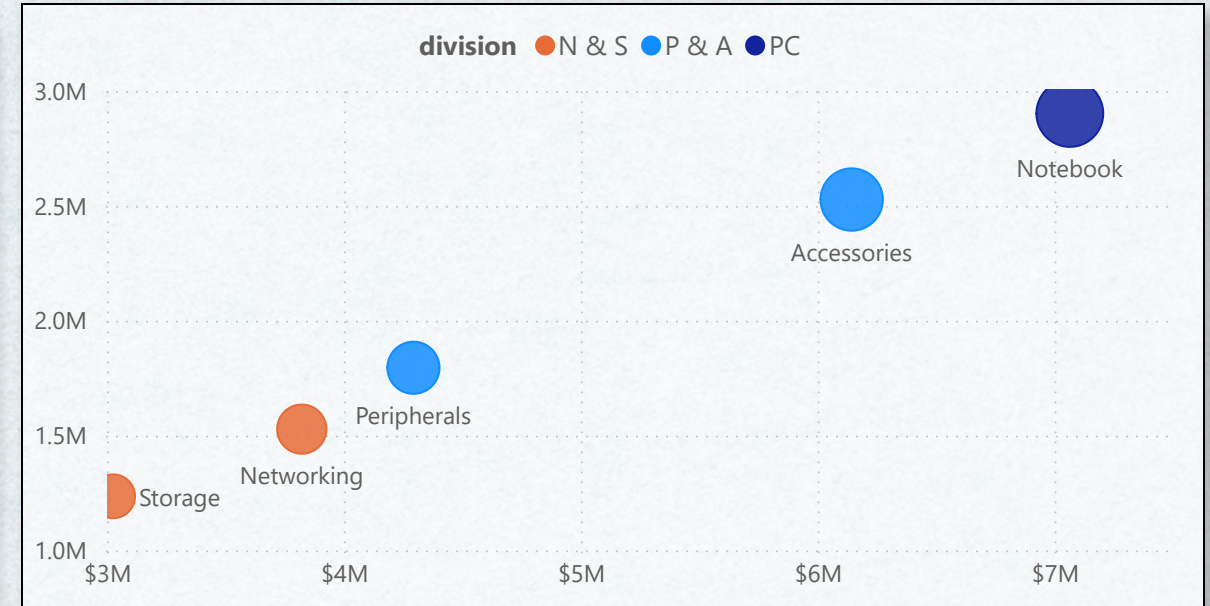
Q4

YTG

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Peripherals	\$4.29M	1.79M	41.80%	0.12M	2.77%
⊕ Accessories	\$6.14M	2.53M	41.14%	0.14M	2.31%
⊕ Notebook	\$7.06M	2.90M	41.08%	0.15M	2.17%
⊕ Storage	\$3.03M	1.24M	40.82%	0.06M	2.02%
⊕ Networking	\$3.82M	1.53M	39.97%	0.04M	0.98%
<b>Total</b>	<b>\$24.35M</b>	<b>9.99M</b>	<b>41.02%</b>	<b>0.51M</b>	<b>2.11%</b>

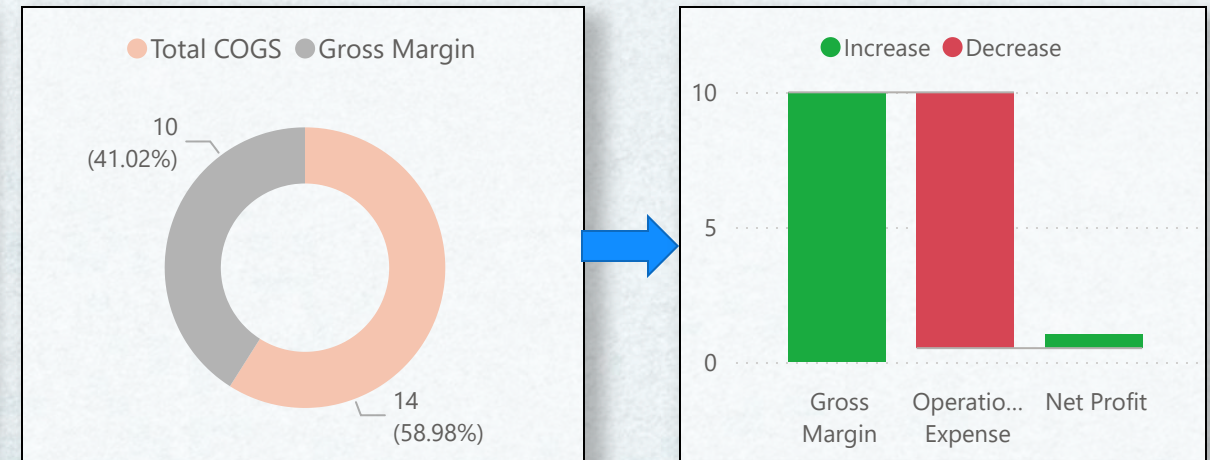
### Performance Matrix



### Region / Market Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$15.69M	6.73M	42.90%	0.93M	5.95%
⊕ LATAM	\$0.18M	0.07M	42.29%	0.01M	7.32%
⊕ EU	\$3.65M	1.49M	40.79%	0.00M	-0.04%
⊕ NA	\$4.83M	1.69M	35.03%	-0.43M	-8.94%
<b>Total</b>	<b>\$24.35M</b>	<b>9.99M</b>	<b>41.02%</b>	<b>0.51M</b>	<b>2.11%</b>

### Unit Economics







region, market  
All

customer  
All

segment, ca...  
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YTG

86.72%✓

LY: 82.59% (+4.99%)

Forecast

5.94%✓

LY: 119.49K (-100%)

Net Error

333.2K!

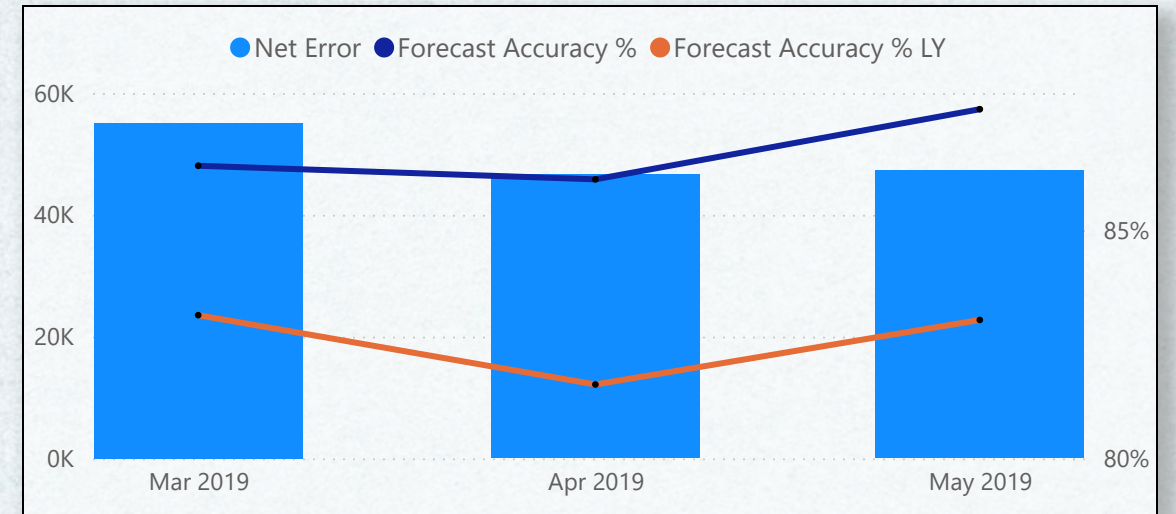
LY: 154.9K (+115.09%)

Abs Error %

### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AltiQ Exclusive	73.34%	61.86%	9899	5.65%	Excess Inventory
Amazon	77.25%	68.76%	5994	2.02%	Excess Inventory
Argos (Sainsbury's)	59.82%	54.72%	1283	9.78%	Excess Inventory
Atliq e Store	77.39%	70.40%	16831	8.19%	Excess Inventory
Atliq Exclusive	50.41%	44.92%	13352	19.69%	Excess Inventory
Boulanger	45.05%	40.13%	634	9.83%	Excess Inventory
Croma	54.14%	42.38%	5656	13.59%	Excess Inventory
Digimarket	52.06%	47.35%	4502	19.97%	Excess Inventory
Ebay	53.82%	55.75%	3993	5.90%	Excess Inventory
Electricalsara Stores	53.86%	46.99%	1575	27.47%	Excess Inventory
Electricalslance Stores	60.22%		797	15.44%	Excess Inventory
Electricalslytical	48.72%	47.80%	11990	22.92%	Excess Inventory
Electricalsocity	52.36%	47.31%	12169	18.27%	Excess Inventory
Euronics	53.05%	52.02%	859	9.93%	Excess Inventory
Expert	68.07%	52.47%	3	0.01%	Excess Inventory
Expression	45.80%	43.11%	15125	26.99%	Excess Inventory
Ezone	50.93%	42.28%	15216	21.55%	Excess Inventory
<b>Total</b>	<b>86.72%</b>	<b>82.59%</b>	<b>148954</b>	<b>5.94%</b>	<b>Excess Inventory</b>

### Accuracy/Net Error Trend



### Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	80.08%	86.50%	96446	2.02%	Excess Inventory
Peripherals	84.94%	77.21%	-1487	2.77%	Out of Stock
Notebook	81.04%	84.57%	-7029	2.17%	Out of Stock
Networking	82.21%	93.35%	64281	0.98%	Excess Inventory
Accessories	90.63%	81.65%	-3257	2.31%	Out of Stock
<b>Total</b>	<b>86.72%</b>	<b>82.59%</b>	<b>148954</b>	<b>2.11%</b>	<b>Excess Inventory</b>





region, market

All

customer

All

segment, ca...

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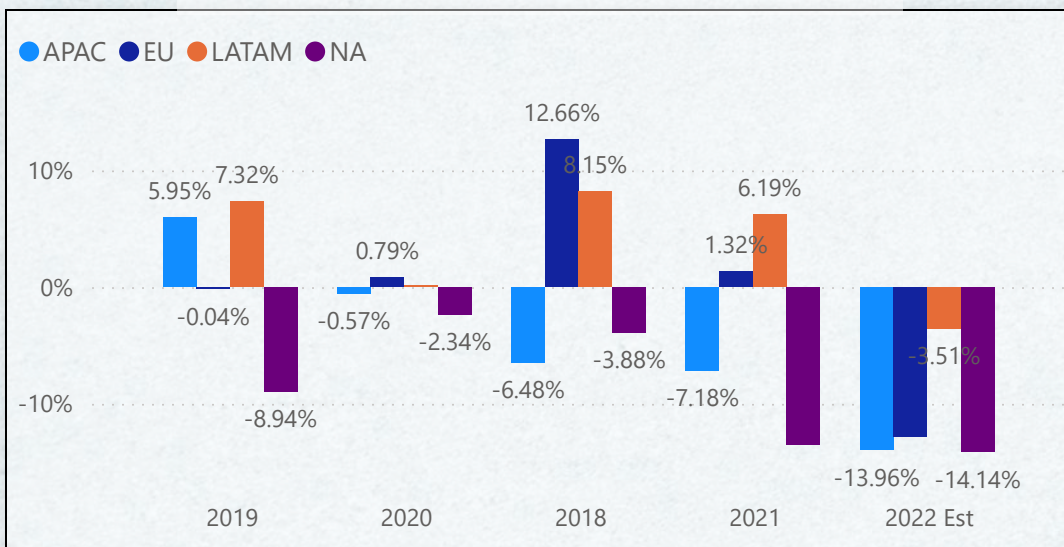


<div>\$24.35M✓</div> <div>LY: \$6.42M (+279.13%)</div> <div>Net Sales</div>	<div>41.02%!</div> <div>LY: \$6.42M (-100%)</div> <div>GM %</div>	<div>2.11%✓</div> <div>LY: -0.05 (+144.79%)</div> <div>Net Profit %</div>	<div>86.72%✓</div> <div>LY: 82.59% (+4.99%)</div> <div>Forecast</div>
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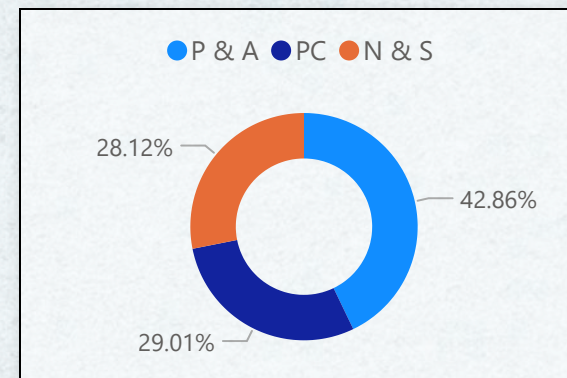
### Key Insights By Sub Zone

sub_zone	NS \$	RC%	GM %	Net Profit %	NIS \$	P & L LY
India	\$8.1M	2.38	41.99%	↓	-0.59%	\$11.4M 2.77
ROA	\$6.6M	2.27	44.05%	↓	13.35%	\$9.3M 1.54
NA	\$4.8M	2.85	35.03%	↓	-8.94%	\$7.6M 1.40
SE	\$2.2M	2.29	43.62%	↓	7.36%	\$3.0M 0.35
Total	\$24.3M	2.44	41.02%	↓	2.11%	\$35.3M 6.42

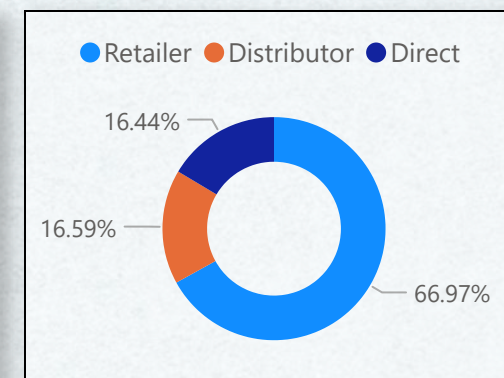
### PC market share Trend - Atliq and Competitors



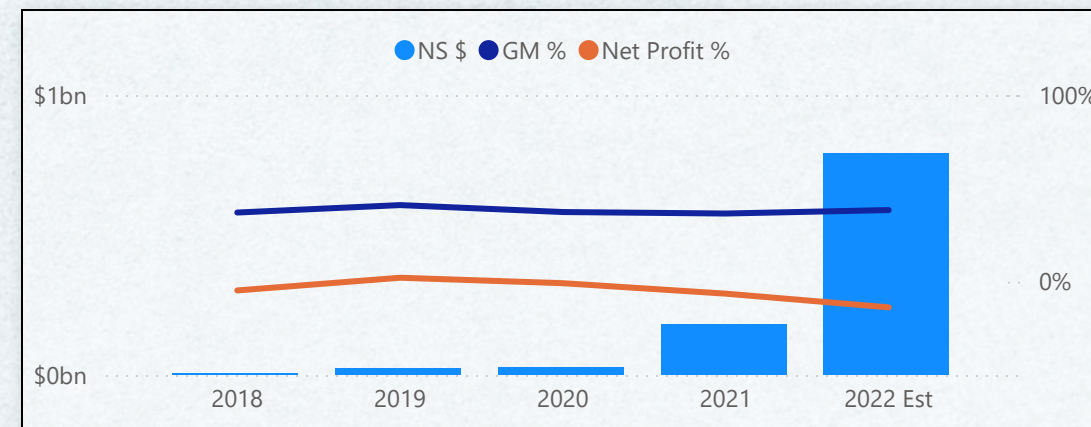
### Revenue by Division



### Revenue by Channel



### Yearly trend by Revenue, NS\$, GM%, Net Profit%



### Top 5 customers by Revenue

customer	RC%	GM %
Acclaimed Stores	2.99	33.45%
AltiQ Exclusive	1.98	50.46%
Amazon	2.41	41.55%
Argos (Sainsbury's)	2.32	43.03%
Atlas Stores	2.51	39.82%

### Top 5 variants by Revenue

variant	RC%	GM %
Standard Red	2.45	40.74%
Standard Grey	2.44	40.92%
Standard Firey Red	2.41	41.57%
Standard Cool Blue	2.51	39.89%
Standard Blue	2.43	41.12%