



# 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 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**.

region, market ▾

customer ▾

segment, category ▾

2018 2019 2020 2021 2022EST

Q1 Q2 Q3 Q4

YTD YTG

Vs LY Vs Target



**\$3,736.17M!**  
BM: 3,807.09M  
(-1.86%)

**38.08%**  
BM: 0.38 (-0.66%)

**-13.98%✓**  
BM: -0.14 (+1.47%)

**Net Sales**

**GM%**

**Net Profit %**

### Net Sales Performance Over Time



### Profit And Loss Statement

Line Item	2022EST	BM	Chg	Chg %
<b>Gross Sales</b>	7,370.14			
<b>Pre Invoice Deduction</b>	1,727.01			
<b>Net Invoice Sales</b>	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
<b>Total Post Invoice Deduction</b>	1,906.95			
<b>Net Sales</b>	<b>3,736.17</b>	<b>3,807.09</b>	<b>-70.92</b>	<b>-1.86</b>
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
<b>Total COGS</b>	<b>2,313.29</b>			
<b>Gross Margin</b>	1,422.88	1,459.51	-36.63	-2.51
<b>Gross Margin %</b>	38.08	38.34	-0.25	-0.66
<b>GM / Unit</b>	15.76			
<b>Operational Expence</b>	-1,945.30			
<b>Net Profit</b>	-522.42			
<b>Net Profit %</b>	-13.98	-14.19	0.21	-1.47
<b>Total</b>	<b>3,736.17</b>	<b>3,807.09</b>	<b>-70.92</b>	<b>-1.86</b>

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

region	P&L Values	P&L YoY Change %
LATAM	14.82	-1.60
EU	775.48	-1.13
NA	1,022.09	-1.24
APAC	1,923.77	-2.48

segment	P&L Values	P&L YoY Change %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	



region, market ▾

customer ▾

segment, category ▾

2018 2019 2020 2021 2022EST

All All All

Q1 Q2 Q3 Q4 YTD YTG



## Customer Performance

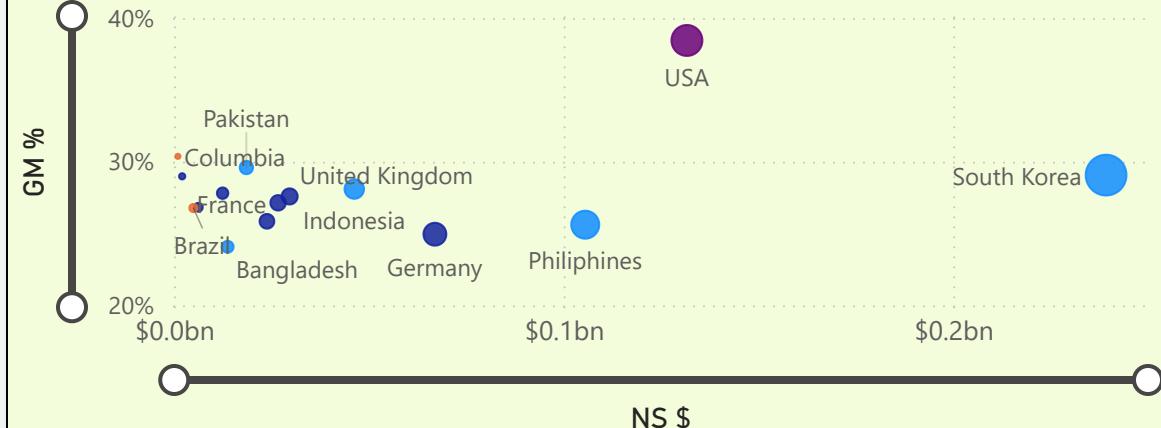
customer	NS \$	GM \$	GM %
+ Amazon	\$496.88M	182.77M	36.78%
+ AtliQ Exclusive	\$361.12M	166.15M	46.01%
+ Atliq e Store	\$304.10M	112.15M	36.88%
+ Flipkart	\$138.49M	58.37M	42.14%
+ Sage	\$127.86M	40.31M	31.53%
+ Leader	\$117.32M	36.02M	30.70%
+ Neptune	\$105.69M	49.36M	46.70%
+ Ebay	\$91.60M	33.06M	36.09%
+ Acclaimed Stores	\$73.36M	29.58M	40.32%
+ walmart	\$72.41M	33.06M	45.66%
+ Electricalslytical	\$68.05M	25.34M	37.24%
+ Electricalsocity	\$67.76M	24.41M	36.03%
Total	\$3,736.17M	1,422.88M	38.08%

0.05

Vs LY Vs Target

## Performance Matrix

region ● APAC ● EU ● LATAM ● NA

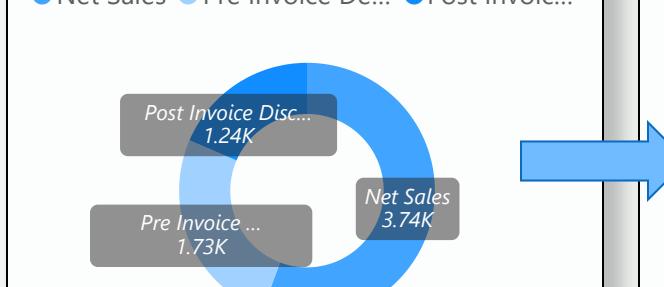


## Product Performance

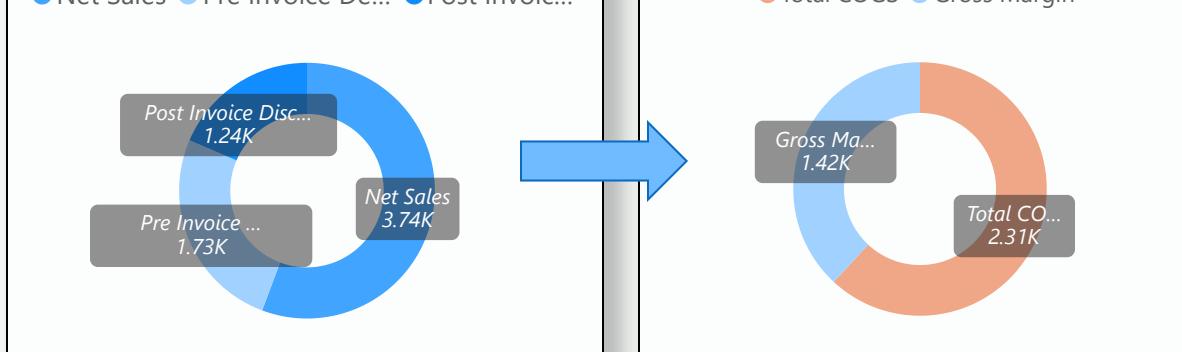
segment	NS \$	GM \$	GM %
+ Networking	\$38.43M	14.78M	38.45%
+ Storage	\$54.59M	20.93M	38.33%
+ Accessories	\$454.10M	172.61M	38.01%
+ Desktop	\$711.08M	272.39M	38.31%
+ Peripherals	\$897.54M	341.22M	38.02%
+ Notebook	\$1,580.43M	600.96M	38.03%

## Unit Economics

● Net Sales ● Pre Invoice De... ● Post Invoic...



● Total COGS ● Gross Margin



All

All

All

2018

2019

2020

2021

2022EST

Q1

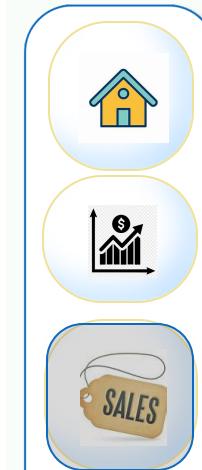
Q2

Q3

Q4

YTD

YTG

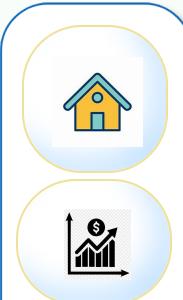


region, market  
All

customer  
All

segment, category  
All

2018 2019 2020 2021 2022EST Q1 Q2 Q3 Q4 YTD YTG



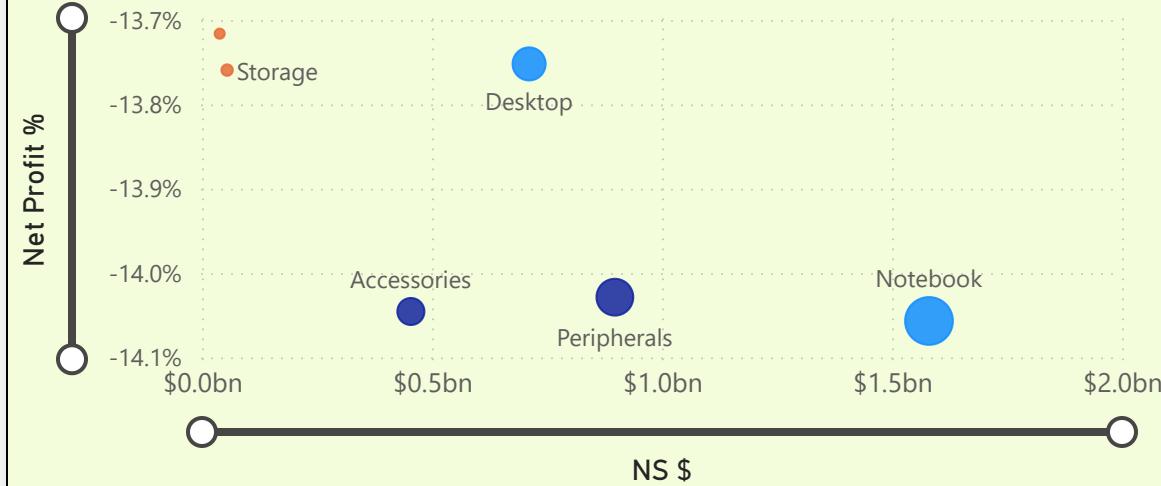
## Product Performance

segment	NS \$	GM \$	Net Profit \$	Net Profit %
+ Networking	\$38.43M	14.78M	-527.18M%	-13.72%
+ Storage	\$54.59M	20.93M	-751.17M%	-13.76%
+ Accessories	\$454.10M	172.61M	-6378.08M%	-14.05%
+ Desktop	\$711.08M	272.39M	-9778.78M%	-13.75%
+ Peripherals	\$897.54M	341.22M	-12591.27M%	-14.03%
+ Notebook	\$1,580.43M	600.96M	-22215.93M%	-14.06%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>-52242.41M%</b>	<b>-13.98%</b>

Show GM %

## Performance Matrix

division ● N & S ● P & A ● PC

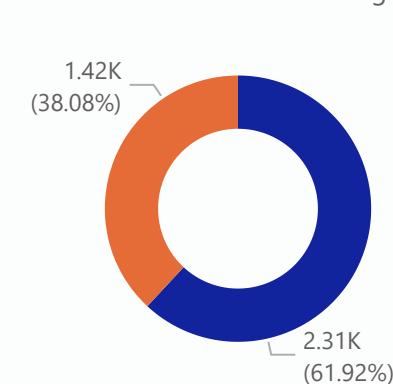


## Region/ Market/ Customer Performance

region	NS \$	GM \$	Net Profit \$	Net Profit %
+ APAC	\$1,923.77M	690.21M	-28116.25M%	-14.62%
+ NA	\$1,022.09M	459.68M	-14530.59M%	-14.22%
+ EU	\$775.48M	267.80M	-9551.88M%	-12.32%
+ LATAM	\$14.82M	5.19M	-43.70M%	-2.95%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>-52242.41M%</b>	<b>-13.98%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



region, market	customer	segment, category	2018	2019	2020	2021	2022EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All											



81.17% ✓  
LY: 80.21% (+1.2%)

-3,472.69K ✓  
LY: -751.71K  
(+361.97%)

6899.04K ✓  
LY: 9780.74K (-29.46%)

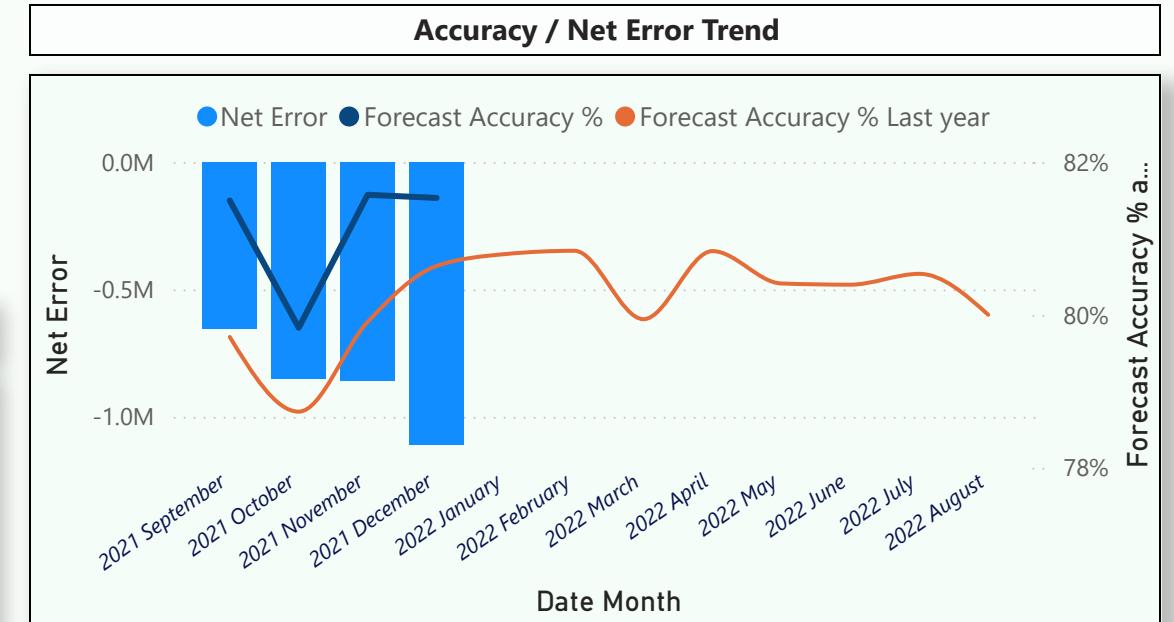
Forecast Accuracy

Net Error

ABS Error

### Key Metrics by Customers

customer	FA %	Net Error	FA % LY	Risk
+ Leader	48.72%	166751	24.45%	EI
+ Sage	50.72%	154291	33.58%	EI
+ Costco	51.95%	101913	49.42%	EI
+ Path	50.57%	91486	45.53%	EI
+ Circuit City	46.17%	85248	35.02%	EI
+ walmart	54.78%	84334	50.12%	EI
+ Acclaimed Stores	57.74%	83037	50.69%	EI
+ BestBuy	46.60%	81179	35.31%	EI
+ Staples	54.45%	79821	49.38%	EI
+ Radio Shack	45.64%	69253	38.46%	EI
+ Control	52.06%	64731	47.42%	EI
+ Currys (Dixons Carphone)	54.29%	8104	35.92%	EI
+ Logic Stores	52.49%	6430	51.44%	EI
+ Billa	42.63%	3704	18.29%	EI
+ Nomad Stores	53.44%	3394	50.59%	EI
+ Saturn	41.54%	2197	19.16%	EI
+ Otto	45.76%	1962	18.37%	EI
+ Notebillig	42.70%	1141	18.87%	EI
+ All Out	43.96%	-150	29.00%	OOS



### Key Matrix By Products

segment	FA %	Net Error	FA % LY	Risk
+ Peripherals	68.17%	-3204280	83.23%	OOS
+ Storage	71.50%	-628266	83.54%	OOS
+ Notebook	87.24%	-47221	79.99%	OOS
+ Networking	93.06%	-12967	90.40%	OOS
+ Desktop	87.53%	78576	84.37%	EI
+ Accessories	87.42%	341468	77.66%	EI

FA = Forecast Accuracy, LY = Last Year , EI = Excess Inventory, OOS = Out Of Stock

region, market ▾

customer ▾

segment, category ▾

2018 2019 2020 2021 2022EST

Q1 Q2 Q3 Q4 YTD YTG



**\$3,736.17M✓**  
LY: \$823.85M  
(+353.5%)

Net Sales

**38.08%✓**  
LY: 36.49%  
(+4.37%)

GM%

**-13.98%!**  
LY: -6.63%  
(-110.79%)

Net Profit %

Vs LY Vs Target

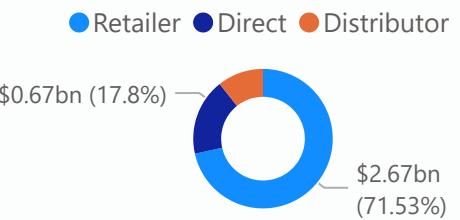
**81.17%✓**  
LY: 80.21%  
(+1.2%)

Forecast Accuracy

### Revenue By Division



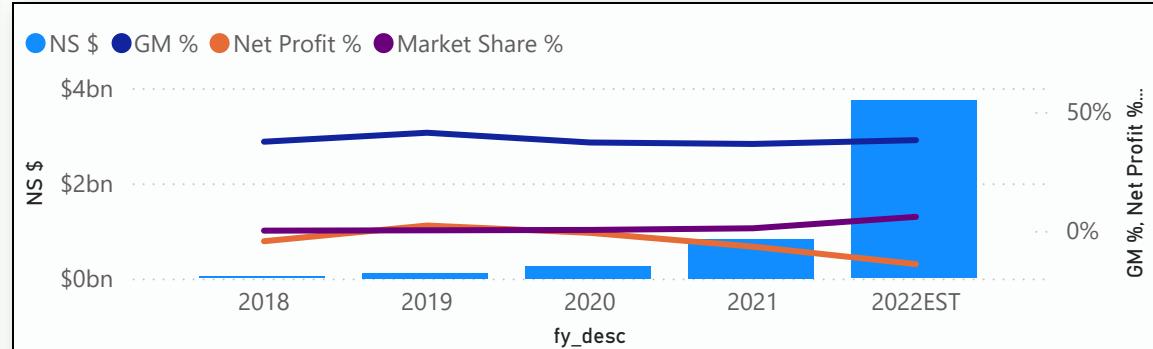
### Revenue By Division



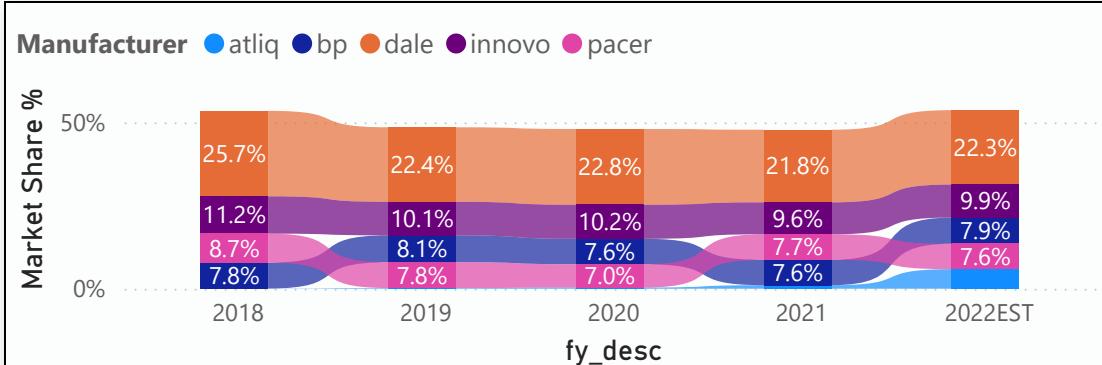
### Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk %
SE	\$317.78M	8.5%	37.03%	-4.00%	16.40%	-55.47%	OOS
ANZ	\$189.78M	5.1%	43.50%	-7.39%	1.36%	-37.61%	OOS
India	\$945.34M	25.3%	35.75%	-22.99%	13.26%	-24.37%	OOS
ROA	\$788.66M	21.1%	34.19%	-6.32%	8.32%	-4.56%	OOS
NE	\$457.71M	12.3%	32.80%	-18.09%	6.80%	-4.56%	OOS
LATAM	\$14.82M	0.4%	35.02%	-2.95%	0.28%	3.37%	EI
NA	\$1,022.09M	27.4%	44.97%	-14.22%	4.87%	14.35%	EI
Total	<b>\$3,736.17M</b>	<b>100.0%</b>	<b>38.08% </b>	<b>-13.98%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>OOS</b>

### Yearly Trend By Revenue, GM%, Net Profit %, PC market Share%



### PC Market Share Trend : AtliQ & Competitors



### Top 5 Customer By Revenue

customer	RC %	GM %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
AtliQ e Store	8.1%	36.88%
AtliQ Exclusive	9.7%	46.01%
Amazon	13.3%	36.78%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

### Top 5 Products By Revenue

product	RC %	GM %
AQ Smash 1	3.8%	37.43%
AQ Home Allin1	4.1%	38.71%
AQ Smash 2	4.1%	37.40%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ HOME Allin1 Gen 2	5.7%	38.08%
<b>Total</b>	<b>23.2%</b>	<b>38.06% </b>

BM = Bench Mark, LY = last Year, EI = Excess Inventory, OOS = Out Of Stock