



# Business Insight 360



## Info

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



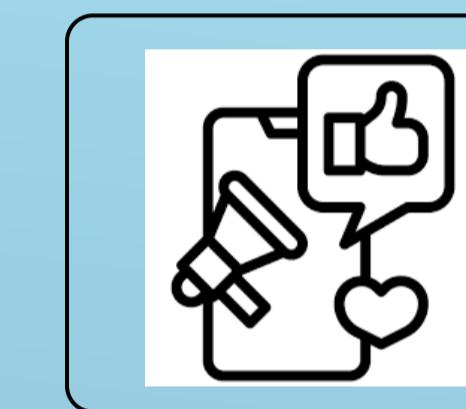
## Finance View

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



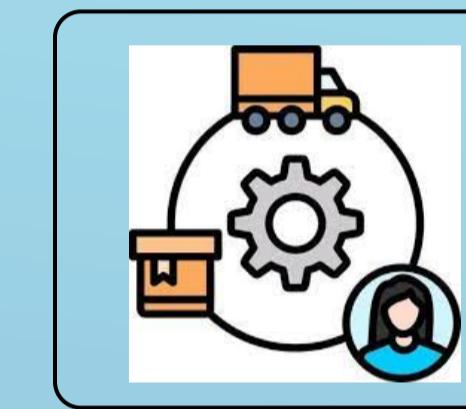
## Sales View

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



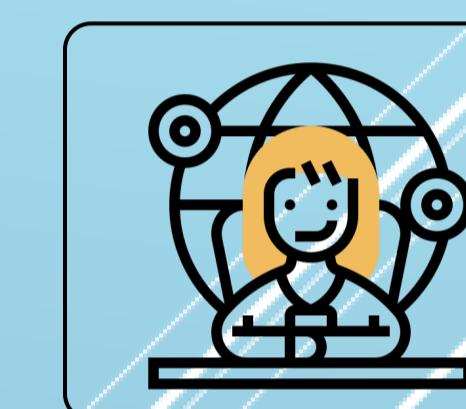
## Marketing View

Analyze the performance of your customer(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, catego...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

## Net Sales Performance Over Time



\$267.98M✓

BM: 111.37M (+140.61%)

Net Sales

37.10%✓

BM: (Blank) (+Infinity%)

GM %

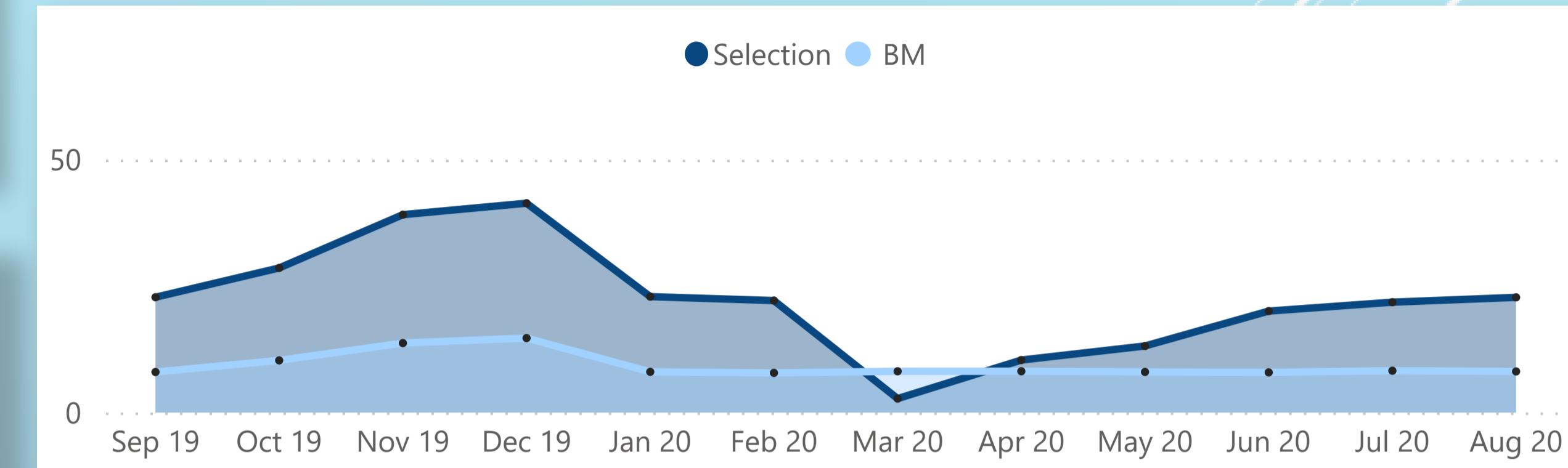
-0.85%!

BM: (Blank) (-Infinity%)

Net Profit %

## Profit and Loss Statement

| Line Item                    | 2020   | BM     | Chg    | Chg %   |
|------------------------------|--------|--------|--------|---------|
| Net Profit%                  | -0.85  | 2.21   | -3.06  | -138.68 |
| Net Profit                   | -2.29  | 2.46   | -4.75  | -193.08 |
| Operational Expense          | 101.71 | 43.43  | 58.28  | 134.21  |
| GM / Unit                    | 4.79   | 4.25   | 0.53   | 12.49   |
| Gross Margin %               | 37.10  | 41.20  | -4.10  | -9.95   |
| Gross Margin                 | 99.42  | 45.89  | 53.53  | 116.66  |
| Total COGS                   | 168.56 | 65.49  | 103.07 | 157.39  |
| - Other Cost                 | 1.10   | 0.51   | 0.59   | 115.02  |
| - Freight Cost               | 7.16   | 2.64   | 4.52   | 171.46  |
| - Manufacturing Cost         | 160.30 | 62.34  | 97.96  | 157.14  |
| Net Sales                    | 267.98 | 111.37 | 156.60 | 140.61  |
| Total Post Invoice Deduction | 143.27 | 50.25  | 93.02  | 185.13  |
| - Post Deductions            | 47.43  | 20.53  | 26.90  | 131.02  |
| - Post Discounts             | 95.85  | 29.72  | 66.13  | 222.51  |
| Net Invoice Sales            | 411.25 | 161.62 | 249.63 | 154.45  |
| Pre Invoice Deduction        | 124.69 | 47.44  | 77.26  | 162.85  |



## Top / Bottom Products &amp; Customers by Net Sales

| region       | P & L values  | P & L YOY Chg % |
|--------------|---------------|-----------------|
| APAC         | 147.98        | 107.4           |
| Japan        | 2.46          |                 |
| Newzealan    | 2.90          |                 |
| South        | 22.38         | 42.6            |
| India        | 64.73         | 71.4            |
| Philiphines  | 17.45         | 151.2           |
| Indonesia    | 8.08          | 161.7           |
| Australia    | 13.90         | 193.4           |
| China        | 7.02          | 302.7           |
| Bangladesh   | 2.01          | 206.5           |
| <b>Total</b> | <b>267.98</b> | <b>140.6</b>    |

| segment      | P & L values  | P & L YOY Chg % |
|--------------|---------------|-----------------|
| Accessories  | 66.23         | 136.21          |
| Desktop      | 0.95          |                 |
| Networking   | 26.22         | 51.00           |
| Notebook     | 86.39         | 166.63          |
| Peripherals  | 60.63         | 207.22          |
| Storage      | 27.56         | 99.17           |
| <b>Total</b> | <b>267.98</b> | <b>140.61</b>   |

BM = Benchmark, LY = Lastyear



region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

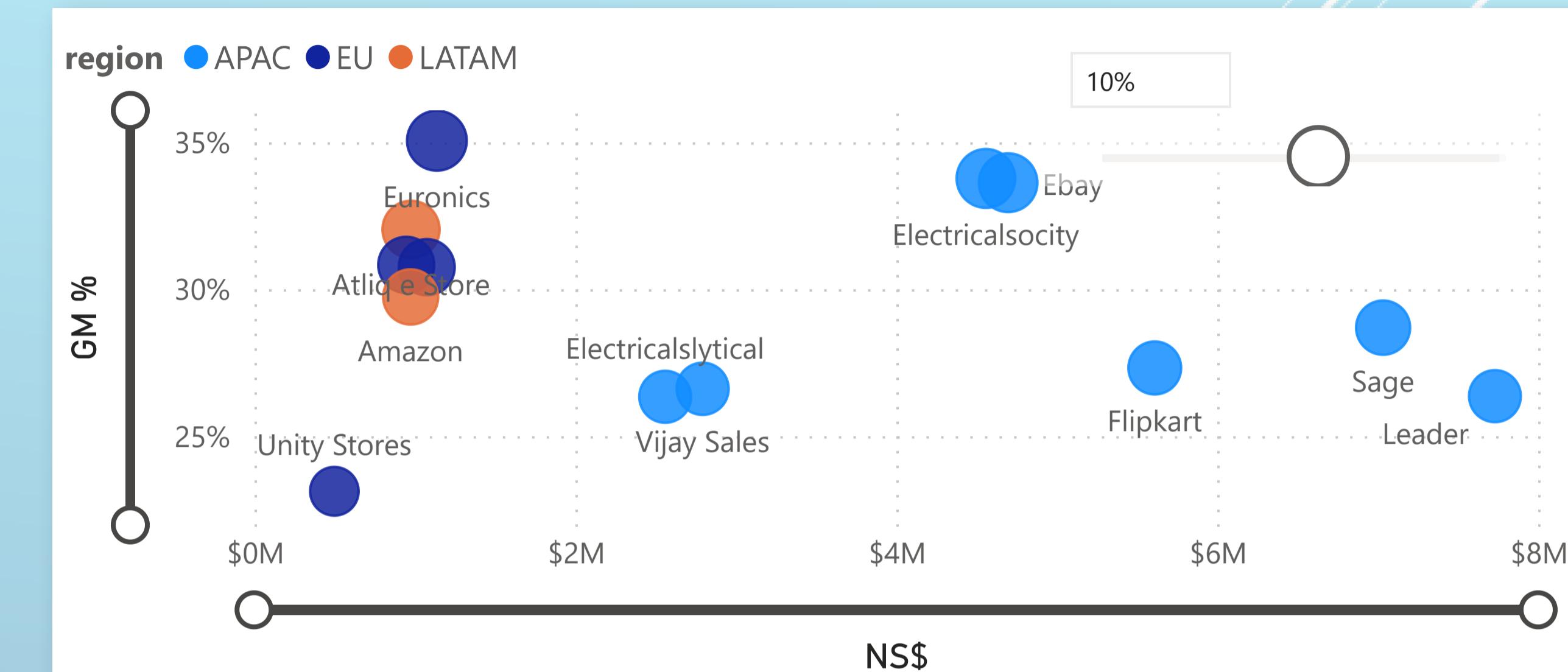
vs LY

vs Target

## Customer Performance

| customer       | NS\$             | GM \$         | GM %          | Quantity   |
|----------------|------------------|---------------|---------------|------------|
| Zone           | \$2.04M          | 0.80M         | 39.43%        | 0M         |
| walmart        | \$3.42M          | 1.28M         | 37.43%        | 0M         |
| Viveks         | \$2.92M          | 0.91M         | 31.25%        | 0M         |
| Vijay Sales    | \$2.79M          | 0.74M         | 26.61%        | 0M         |
| Unity Stores   | \$0.50M          | 0.12M         | 23.13%        | 0M         |
| UniEuro        | \$2.10M          | 0.78M         | 36.99%        | 0M         |
| Taobao         | \$1.73M          | 0.69M         | 39.92%        | 0M         |
| Synthetic      | \$5.75M          | 2.54M         | 44.23%        | 0M         |
| Surface Stores | \$0.69M          | 0.26M         | 38.10%        | 0M         |
| Staples        | \$3.71M          | 1.48M         | 39.99%        | 0M         |
| <b>Total</b>   | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> | <b>21M</b> |

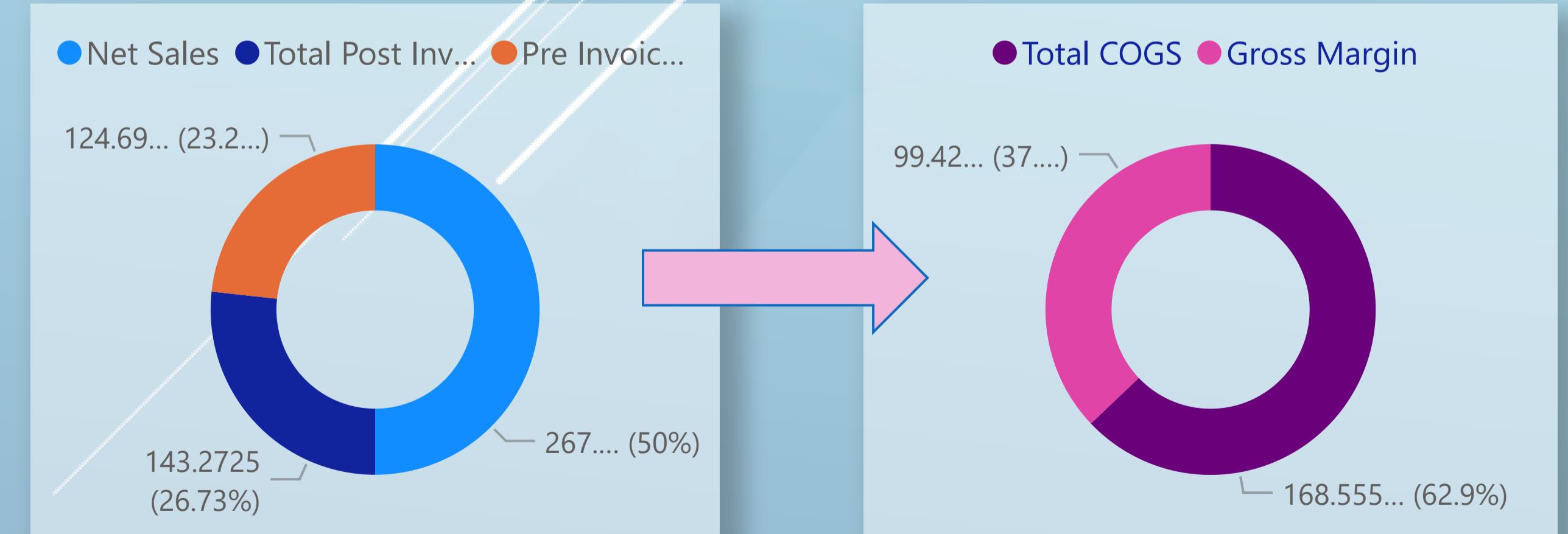
## Performance Matrix



## Product Performance

| segment      | NS\$             | GM \$         | GM %          |
|--------------|------------------|---------------|---------------|
| Accessories  | \$66.23M         | 24.56M        | 37.07%        |
| Desktop      | \$0.95M          | 0.35M         | 36.47%        |
| Networking   | \$26.22M         | 9.83M         | 37.51%        |
| Notebook     | \$86.39M         | 32.04M        | 37.08%        |
| Peripherals  | \$60.63M         | 22.72M        | 37.47%        |
| Storage      | \$27.56M         | 9.93M         | 36.05%        |
| <b>Total</b> | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> |

## Unit Economics





region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

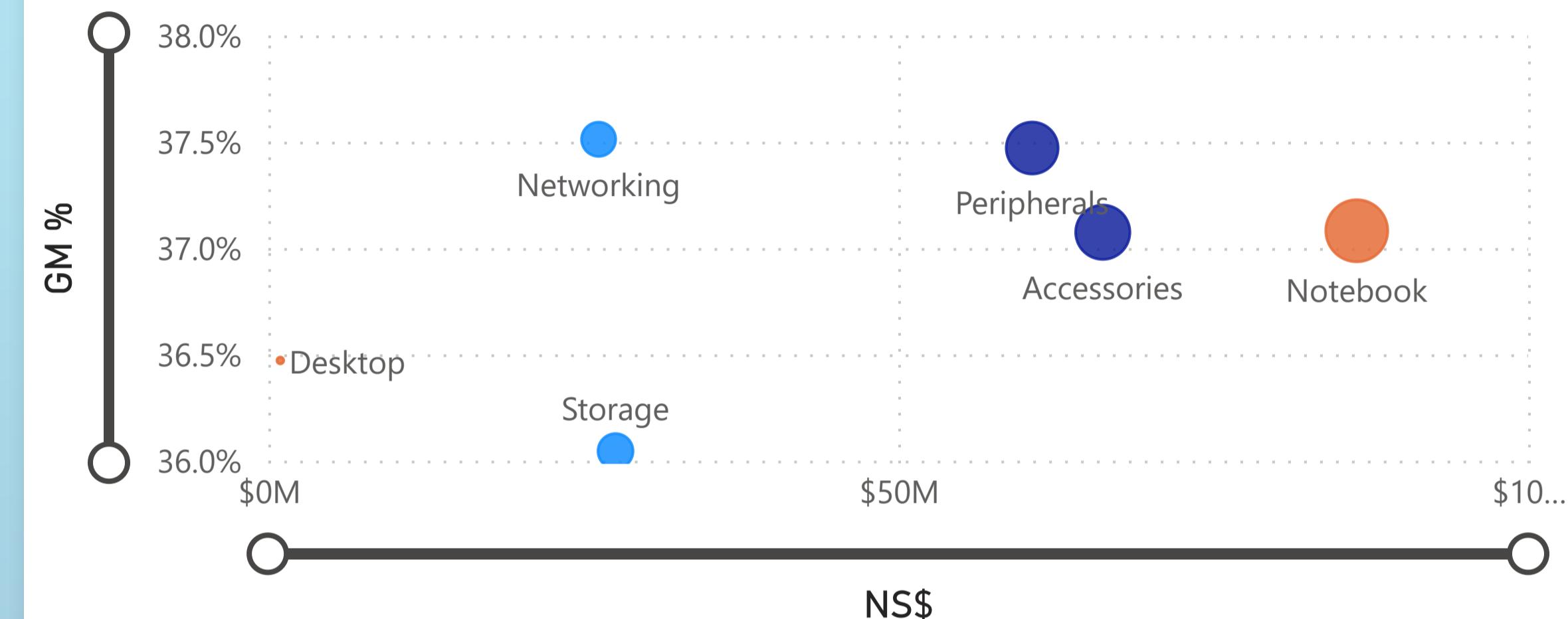
## Product Performance

| segment      | NS\$             | GM \$         | GM %          | Net Profit \$        | Net Profit %  |
|--------------|------------------|---------------|---------------|----------------------|---------------|
| Accessories  | \$66.23M         | 24.56M        | 37.07%        | -563,898.86          | -0.85%        |
| Desktop      | \$0.95M          | 0.35M         | 36.47%        | -27,321.42           | -2.88%        |
| Networking   | \$26.22M         | 9.83M         | 37.51%        | -122,484.58          | -0.47%        |
| Notebook     | \$86.39M         | 32.04M        | 37.08%        | -792,106.49          | -0.92%        |
| Peripherals  | \$60.63M         | 22.72M        | 37.47%        | -293,335.84          | -0.48%        |
| Storage      | \$27.56M         | 9.93M         | 36.05%        | -490,555.19          | -1.78%        |
| <b>Total</b> | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> | <b>-2,289,702.38</b> | <b>-0.85%</b> |

Show NP %

## Performance Matrix

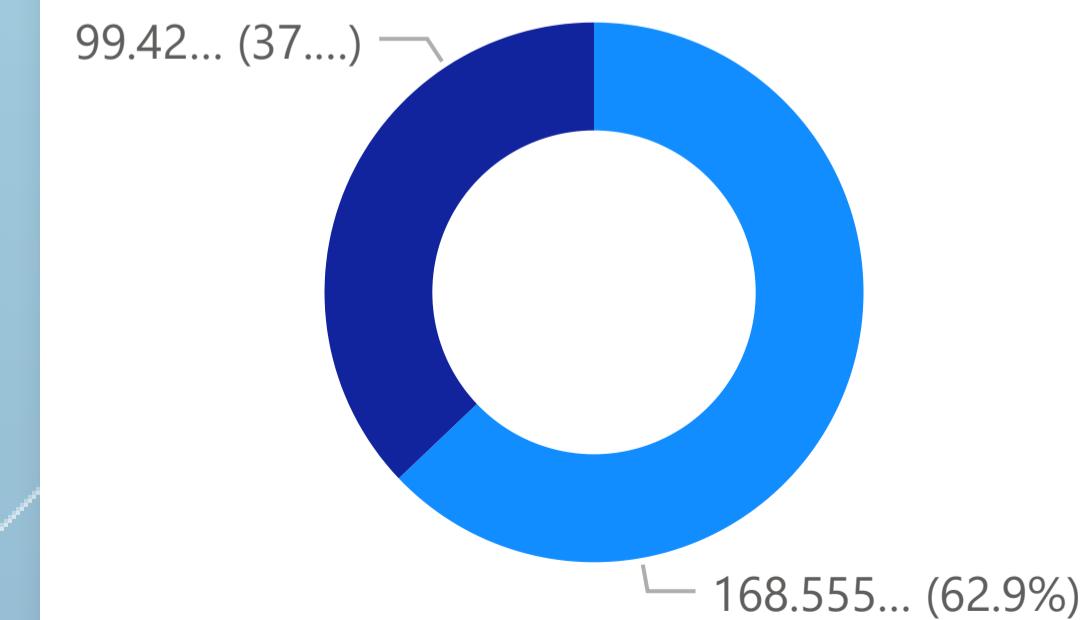
division ● N &amp; S ● P &amp; A ● PC



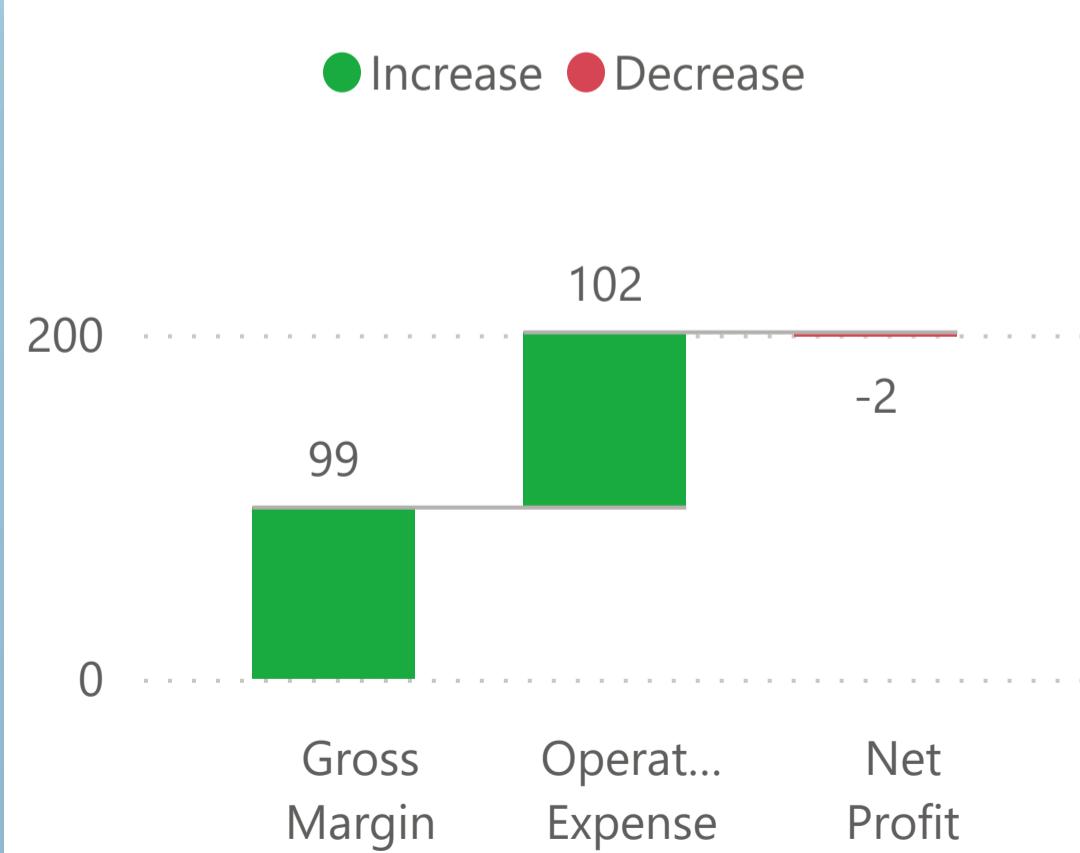
## Region / Market / Customer Performance

| region       | NS\$             | GM \$         | GM %          | Net Profit \$        | Net Profit %  |
|--------------|------------------|---------------|---------------|----------------------|---------------|
| APAC         | \$147.98M        | 53.23M        | 35.97%        | -1,523,509.27        | -1.03%        |
| EU           | \$55.79M         | 21.10M        | 37.82%        | 347,465.95           | 0.62%         |
| LATAM        | \$2.00M          | 0.62M         | 30.96%        | -1,664.94            | -0.08%        |
| NA           | \$62.21M         | 24.48M        | 39.35%        | -1,111,994.12        | -1.79%        |
| <b>Total</b> | <b>\$267.98M</b> | <b>99.42M</b> | <b>37.10%</b> | <b>-2,289,702.38</b> | <b>-0.85%</b> |

● Total COGS ● Gross Margin



## Unit Economics





region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG

72.99%!

LY: 0.86 (-15.57%)

Forecast Accuracy

491.6K✓

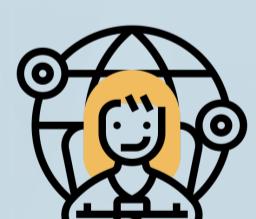
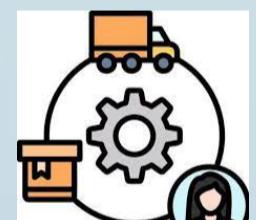
LY: 637.5K (-22.88%)

GM %

5743.2K!

LY: 1547.8K (+271.06%)

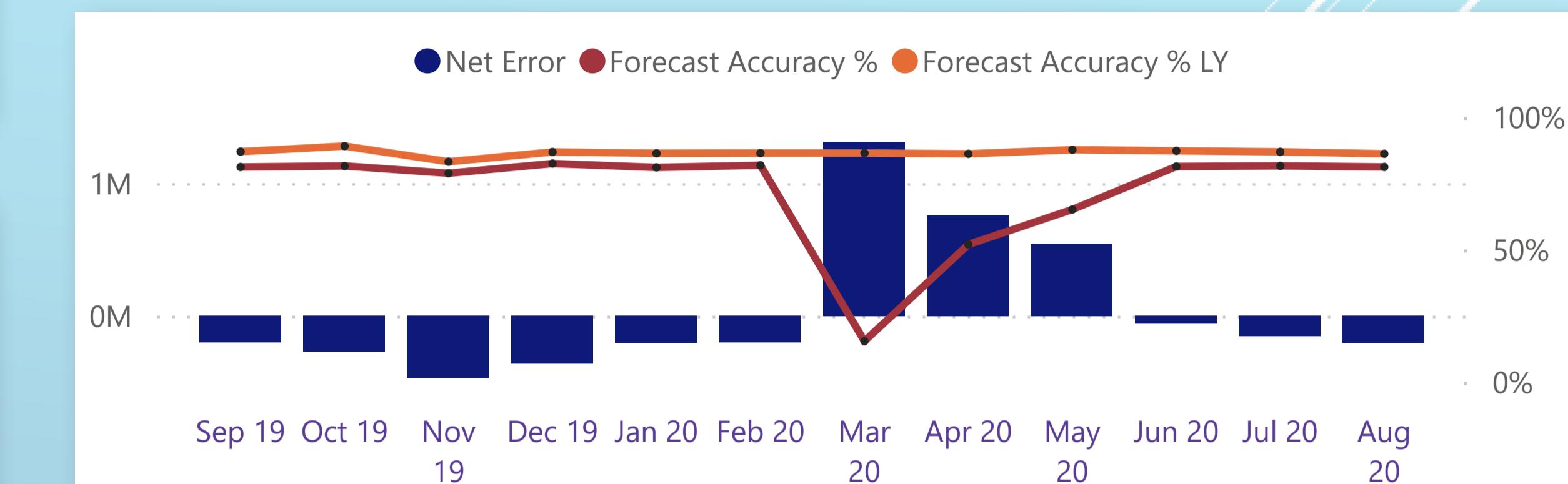
ABS Error



## Key Metrics by Customer

| customer                 | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|--------------------------|---------------------|------------------------|-----------|-------------|------|
| All-Out                  | 35.18%              |                        | 5699      | 25.31%      | EI   |
| Argos (Sainsbury's)      | 43.27%              | 0.56                   | 10038     | 10.79%      | EI   |
| Atlas Stores             | 39.19%              | 0.47                   | 24488     | 26.07%      | EI   |
| AtliQ Exclusive          | 56.65%              | 0.77                   | 330680    | 17.76%      | EI   |
| Chip 7                   | 41.32%              | 0.30                   | 79770     | 37.39%      | EI   |
| Coolblue                 | 43.16%              | 0.55                   | 15660     | 11.41%      | EI   |
| Costco                   | 33.18%              | 0.38                   | 8127      | 2.94%       | EI   |
| Croma                    | 35.49%              | 0.49                   | 28591     | 10.12%      | EI   |
| Currys (Dixons Carphone) | 35.91%              | 0.49                   | 3806      | 4.71%       | EI   |
| Digimarket               | 39.69%              | 0.53                   | 87844     | 34.82%      | EI   |
| Electricalsara Stores    | 32.38%              | 0.53                   | 226       | 0.33%       | EI   |
| Electricalsbea Stores    | 41.94%              |                        | 8182      | 27.23%      | EI   |
| Electricalslance Stores  | 41.81%              | 0.58                   | 21648     | 24.02%      | EI   |
| Total                    | 72.99%              | 0.86                   | 491599    | 2.31%       | EI   |

## Accuracy / Net Error Trend



## Key Metrics by Products

| segment      | Forecast Accuracy % | Forecast Accuracy % LY | Net Error     | Net Profit %  | Risk       |
|--------------|---------------------|------------------------|---------------|---------------|------------|
| Accessories  | 71.42%              |                        | 0.90          | -167818       | -0.85% OOS |
| Peripherals  | 75.18%              |                        | 0.85          | 193476        | -0.48% EI  |
| Notebook     | 76.65%              |                        | 0.83          | 146640        | -0.92% EI  |
| Networking   | 52.50%              |                        | 0.81          | -379134       | -0.47% OOS |
| Storage      | 81.01%              |                        | 0.80          | 698487        | -1.78% EI  |
| Desktop      | 70.07%              |                        | -52           | -2.88% OOS    |            |
| <b>Total</b> | <b>72.99%</b>       | <b>0.86</b>            | <b>491599</b> | <b>-0.85%</b> | <b>EI</b>  |



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

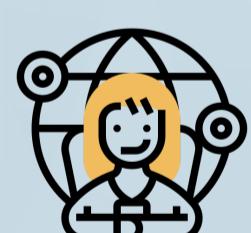
YTG

vs LY

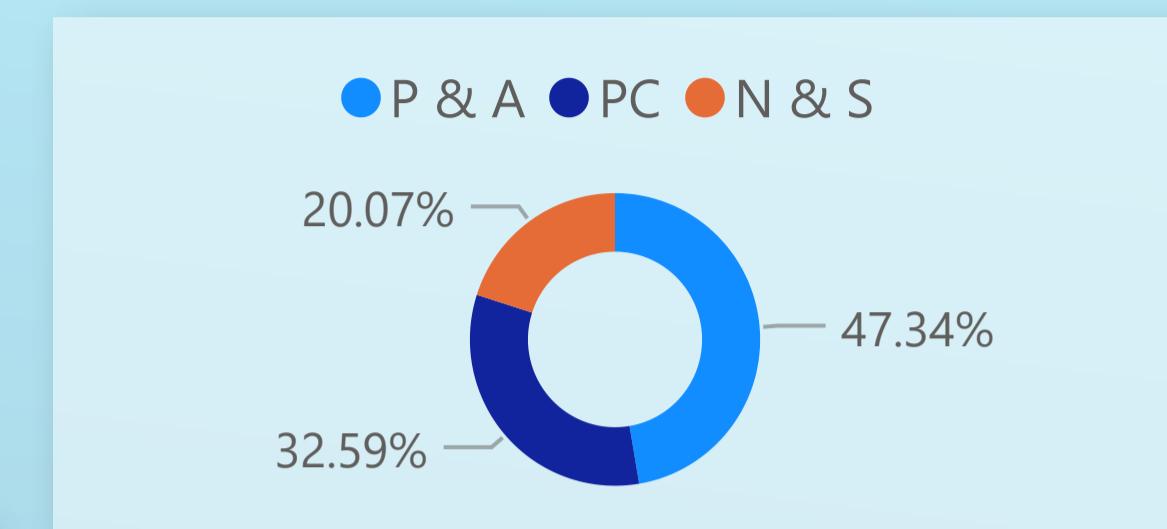
vs  
Target\$267.98M ✓  
BM: 111.37M (+140.61%)  
Net Sales37.10% ✓  
BM: (Blank) (+Infinity%)  
GM %-0.85% !  
BM: (Blank) (-Infinity%)  
Net Profit %72.99% !  
BM: 0.86 (-15.57%)  
Forecast Accuracy

## Key Insights By Sub Zone

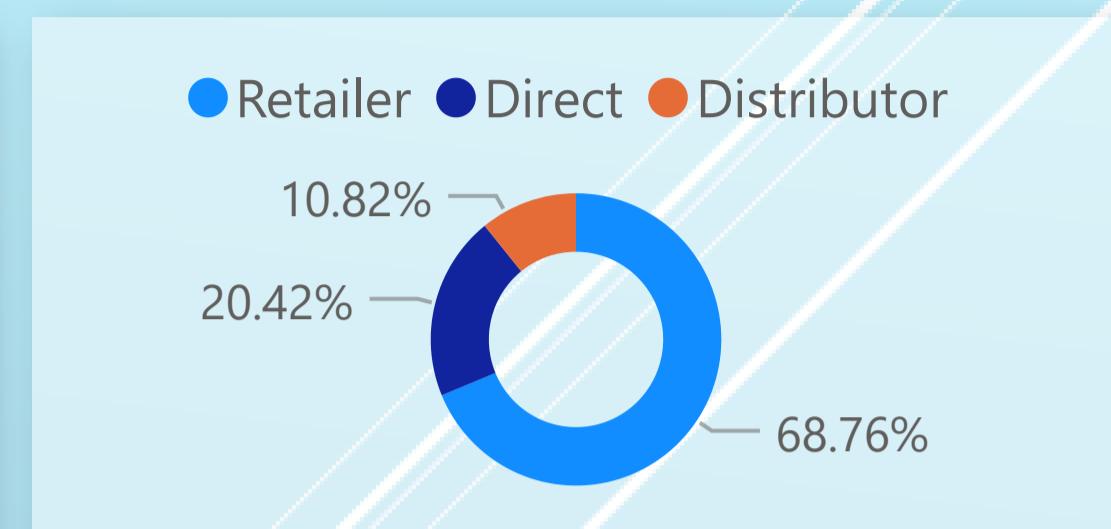
| Sub Zone     | NS\$            | RC %          | GM %  | Net Profit \$ | AtliQ MS%   | Net Error %     | Risk |
|--------------|-----------------|---------------|---|---------------|-------------|-----------------|------|
| ROA          | \$66.5M         | 24.8%         | 38.1% <span style="color:red">↓</span>        | 5.9M          | 0.01        | 9.35% EI        |      |
| India        | \$64.7M         | 24.2%         | 32.1% <span style="color:red">↓</span>        | -9.5M         | 0.01        | -0.82% OOS      |      |
| NA           | \$62.2M         | 23.2%         | 39.3% <span style="color:red">↓</span>        | -1.1M         | 0.00        | -22.10% OOS     |      |
| NE           | \$30.7M         | 11.4%         | 38.0% <span style="color:red">↓</span>        | -1.4M         | 0.00        | 8.34% EI        |      |
| SE           | \$25.1M         | 9.4%          | 37.6% <span style="color:red">↓</span>        | 1.8M          | 0.01        | 11.01% EI       |      |
| ANZ          | \$16.8M         | 6.3%          | 42.4% <span style="color:red">↓</span>        | 2.1M          | 0.00        | 24.23% EI       |      |
| LATAM        | \$2.0M          | 0.7%          | 31.0% <span style="color:red">↓</span>        | 0.0M          | 0.00        | 1.20% EI        |      |
| <b>Total</b> | <b>\$268.0M</b> | <b>100.0%</b> | <b>37.1% <span style="color:red">↓</span></b> | <b>-2.3M</b>  | <b>0.00</b> | <b>2.31% EI</b> |      |



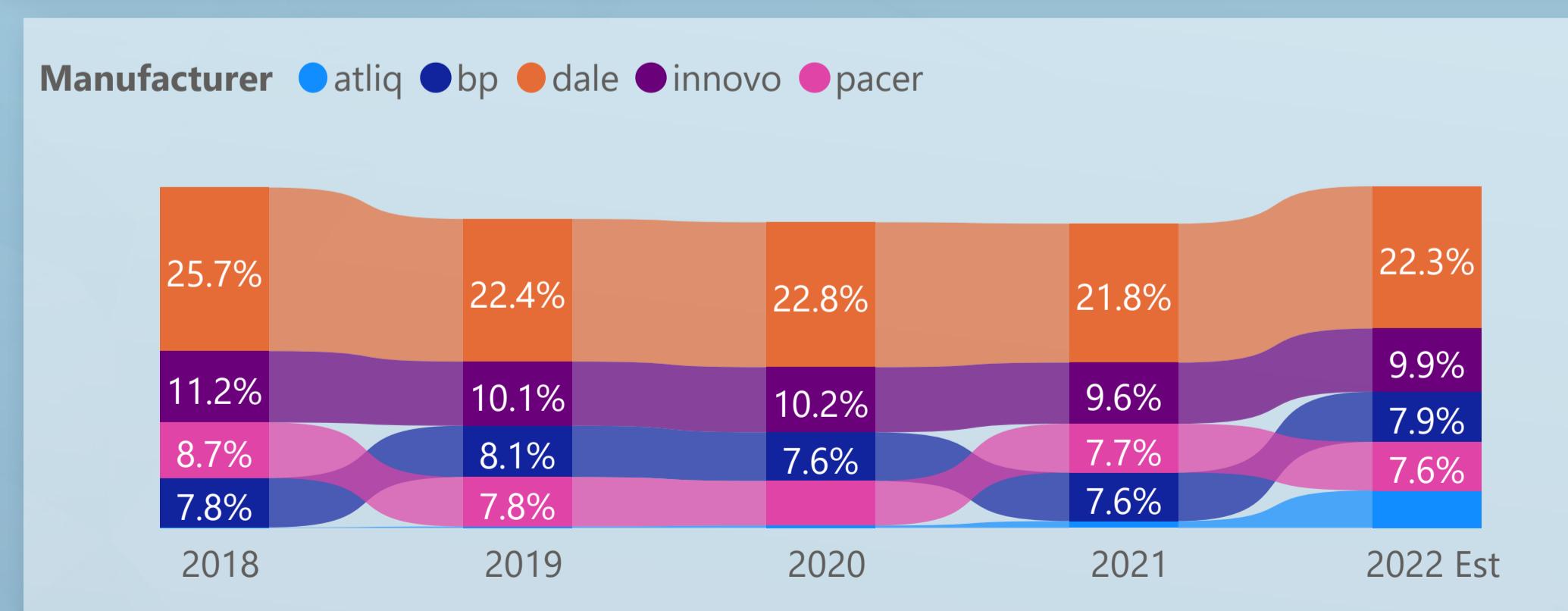
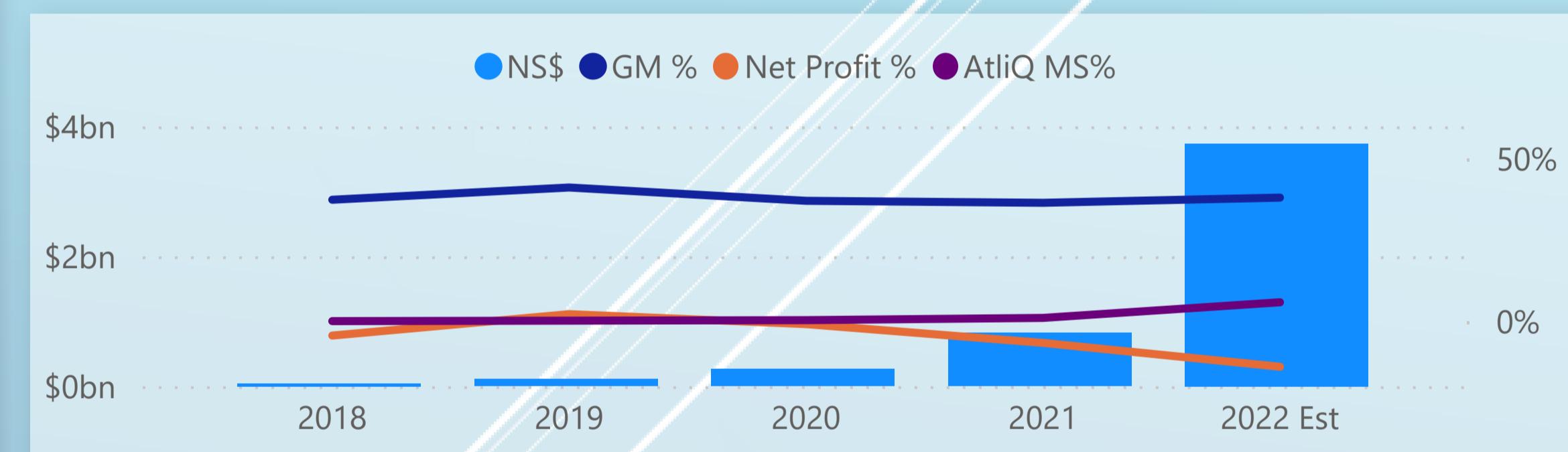
## Revenue by Division



## Revenue by Channel



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



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

## Top 5 Customers by Revenue

| customer        | RC %         | GM %                                    |
|-----------------|--------------|---|
| Sage            | 3.1%         | 31.22% <span style="color:red">↓</span> |
| Flipkart        | 4.1%         | 33.54% <span style="color:red">↓</span> |
| AtliQ Exclusive | 8.6%         | 45.79% <span style="color:red">↓</span> |
| AtliQ e Store   | 11.8%        | 37.47% <span style="color:red">↓</span> |
| Amazon          | 18.6%        | 37.96% <span style="color:red">↓</span> |
| <b>Total</b>    | <b>46.2%</b> | <b>38.44%</b>                           |

## Top 5 Products by Revenue

| product         | RC %         | GM %                                    |
|-----------------|--------------|---|
| AQ Wi Power Dx2 | 5.4%         | 37.96% <span style="color:red">↓</span> |
| AQ Wi Power Dx1 | 4.4%         | 36.97% <span style="color:red">↓</span> |
| AQ Lite         | 4.3%         | 36.47% <span style="color:red">↓</span> |
| AQ BZ Gen Y     | 4.5%         | 36.99% <span style="color:red">↓</span> |
| AQ BZ Compact   | 4.3%         | 36.47% <span style="color:red">↓</span> |
| <b>Total</b>    | <b>22.9%</b> | <b>37.02%</b>                           |