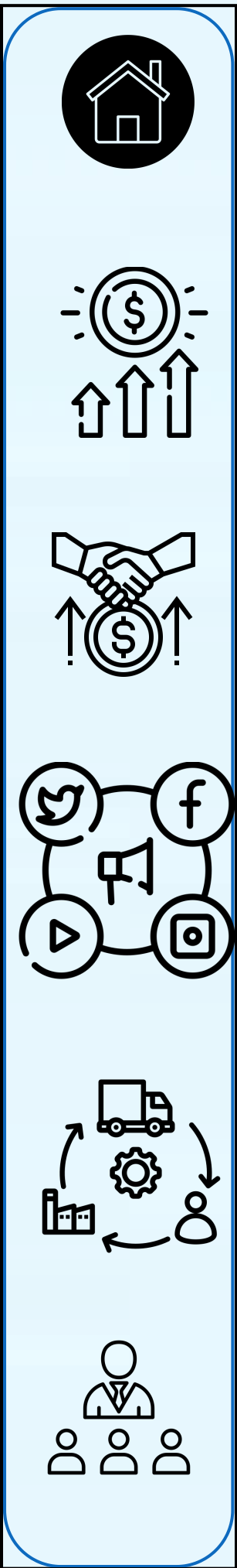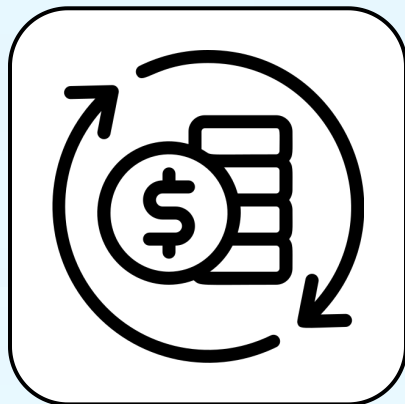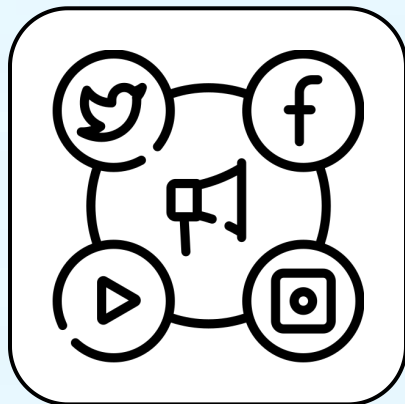# Business Insights 360

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.
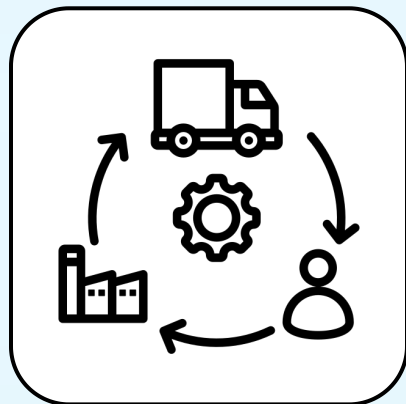
Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.
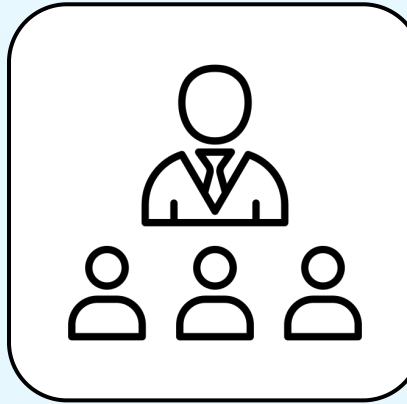
Executive Leadership view, gives a picture of the current status of the organization

Sales data loaded until: Dec 21

Currency in USD

Values in Millions

Last refresh date : Nov 01 2024

Design by FREEPIK

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

GM %
38.0839% !
BM: 38.34% (-0.66%)

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

Profit & Loss Statement

Line Item ▼	BM	Chg	Chg %
Net Profit %	-14.19	2.55	-0.18
Gross Margin %	38.34	-0.50	-0.01
Gross Margin	1,459.51	420.20	0.29
Net Sales	3,807.09	1,161.39	0.31

Net Sales Performance Over Time

● Selection   ● vs BM

Date

Top Customers & Products by Net Sales

region	P&L Values	P&L Chg %
⊟ **APAC**	**2,605.73**	**32.09%**
⊟ **Australia**	**166.99**	**37.12%**
Amazon	24.50	
AtliQ e Store	24.02	
AtliQ Exclusive	26.78	
Digimarket	25.27	
Total	**4,968.48**	**30.51%**

segment	P&L Values	P&L Chg %
⊞ Accessories	802.17	
⊞ Desktop	758.45	
⊞ Networking	130.40	
⊞ Notebook	1,973.15	
⊞ Peripherals	1,152.02	
⊞ Storage	152.29	
Total	**4,968.48**	**30.51%**

BM= Benchmark, LY= Last Year

7%

Customer Sales

customer	NS $	GM $	GM %	Quantity
Amazon	$675.1M	$248.1M	36.7576%	25M
AtliQ Exclusive	$478.9M	$218.7M	45.6694%	15M
AtliQ e Store	$417.6M	$155.0M	37.1260%	15M
Flipkart	$179.6M	$71.5M	39.7757%	6M
Sage	$170.7M	$55.4M	32.4531%	7M
Leader	$157.0M	$49.7M	31.6652%	6M
Neptune	$132.5M	$60.3M	45.5428%	4M
Ebay	$123.8M	$44.8M	36.1685%	5M
Acclaimed Stores	$93.8M	$37.0M	39.4602%	3M
Electricalsocity	$92.4M	$33.2M	35.9830%	3M
walmart	$90.4M	$39.9M	44.0776%	3M
Electricalslytical	$89.9M	$33.3M	37.0504%	3M
Propel	$81.6M	$30.4M	37.2931%	3M
Staples	$81.4M	$30.9M	38.0048%	3M
Costco	$79.4M	$30.7M	38.7174%	3M
Synthetic	$76.7M	$24.7M	32.1466%	3M
Path	$74.5M	$31.6M	42.4921%	3M
Total	**$4,968.5M**	**$1,879.7M**	**37.8328%**	**175M**

Net Sales & Gross Margin by Market

region ● EU ● NA

Markets plotted: USA (NA, ~38% GM), Italy (EU, ~33.5% GM)

GM % axis: 34%, 36%, 38%
NS $ axis: $0M, $50M, $100M, $150M

Product Sales

segment	NS $	GM $	GM %
⊞ Accessories	$802.2M	$301.4M	37.5788%
⊞ Desktop	$758.5M	$289.5M	38.1736%
⊞ Networking	$130.4M	$49.4M	37.8658%
⊞ Notebook	$1,973.1M	$746.2M	37.8198%
⊞ Peripherals	$1,152.0M	$435.9M	37.8337%
⊞ Storage	$152.3M	$57.3M	37.6073%
Total	**$4,968.5M**	**$1,879.7M**	**37.8328%**

P&L Values by Description

Description ● Net Sales ● Pre Invoice Deduction ● Post Invoice Discount

1.66K (18.59%)
2.31K (25.8%)
4.97K (55.6%)

P&L Values by Description

Description ● Total COGS ● Gross Margin

1.88K (37.83%)
3.09K (62.17%)

All   All   All

Product Performance

Show GM%

segment	NS $	GM $	GM %	Net Profit $	NP %
⊟ **Accessories**	**$802.2M**	**$301.4M**	**37.5788%**	**($80.32M)**	**-10.01%**
Batteries	$79.1M	$29.7M	37.4853%	($10.78M)	-13.62%
Keyboard	$424.2M	$159.7M	37.6537%	($40.34M)	-9.51%
Mouse	$298.9M	$112.1M	37.4971%	($29.20M)	-9.77%
⊟ **Desktop**	**$758.5M**	**$289.5M**	**38.1736%**	**($101.09M)**	**-13.33%**
Business Laptop	$377.6M	$143.7M	38.0632%	($49.86M)	-13.20%
Personal Desktop	$380.8M	$145.8M	38.2831%	($51.22M)	-13.45%
⊟ **Networking**	**$130.4M**	**$49.4M**	**37.8658%**	**($8.27M)**	**-6.34%**
Wi fi extender	$130.4M	$49.4M	37.8658%	($8.27M)	-6.34%
⊟ **Notebook**	**$1,973.1M**	**$746.2M**	**37.8198%**	**($240.29M)**	**-12.18%**
Business Laptop	$550.1M	$209.1M	38.0002%	($63.36M)	-11.52%
Gaming Laptop	$720.9M	$271.7M	37.6922%	($93.50M)	-12.97%
Personal Laptop	$702.1M	$265.5M	37.8093%	($83.43M)	-11.88%
⊟ **Peripherals**	**$1,152.0M**	**$435.9M**	**37.8337%**	**($136.99M)**	**-11.89%**
Graphic Card	$294.0M	$110.1M	37.4524%	($36.51M)	-12.42%
Internal HDD	$57.4M	$21.9M	38.0588%	($5.87M)	-10.22%
MotherBoard	$120.2M	$46.2M	38.4280%	($14.67M)	-12.21%
Processors	$680.4M	$257.7M	37.8744%	($79.95M)	-11.75%
Total	**$4,968.5M**	**$1,879.7M**	**37.8328%**	**($578.18M)**	**-11.64%**

NP% Performance matrix

division ● N & S ● P & A ● PC

NP %

NS $

Region, MArket, Customer Performance

region	NS $	GM $	GM %	Net Profit $	NP %
⊞ **APAC**	$2,605.7M	$937.7M	35.9870%	($312.94M)	-12.01%
⊞ **EU**	$1,051.0M	$373.7M	35.5558%	($92.10M)	-8.76%
⊞ **LATAM**	$21.0M	$7.4M	35.3252%	($0.16M)	-0.78%
⊞ **NA**	$1,290.7M	$560.9M	43.4539%	($172.97M)	-13.40%
Total	**$4,968.5M**	**$1,879.7M**	**37.8328%**	**($578.18M)**	**-11.64%**

P&L Values by Description

Desc… ● Total COGS ● Gross Mar…

1.88K (37.83%)

3.09K (62.1…)

Unit Economics

P&L Values by Description

● Increase ● Decrease

1.9K — Gross Margin
-2.5K — Operation Expense
-0.6K — Net Profit

Forecast Accuracy %
81.17% ✓
LY: 80.21% (+1.2%)

Net Error
-3472.69K ✓
LY: -751.71K (+361.97%)

Abs Error %
18.83% ✓
LY: 19.79% (+4.88%)

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.38%	43.91%	-162K	-8.31%	OOS
All-Out	36.64%	31.27%	-7K	-6.30%	OOS
Amazon	69.95%	68.28%	-1394K	-8.39%	OOS
Argos (Sainsbury's)	53.17%	52.54%	-1K	-0.30%	OOS
Atlas Stores	47.19%	46.26%	120K	18.87%	EI
AtliQ e Store	70.89%	69.48%	-866K	-8.40%	OOS
AtliQ Exclusive	69.00%	68.46%	-49K	-0.46%	OOS
BestBuy	35.90%	28.26%	-80K	-6.91%	OOS
Billa	31.07%	23.91%	-42K	-16.98%	OOS
Boulanger	54.23%	54.88%	27K	3.41%	EI
Chip 7	45.13%	48.42%	65K	6.37%	EI
Chiptec	50.08%	49.88%	48K	8.84%	EI
Circuit City	35.85%	28.20%	-91K	-7.51%	OOS
Control	45.57%	41.76%	-63K	-4.70%	OOS
Coolblue	50.10%	50.97%	96K	11.18%	EI
Costco	46.64%	43.59%	29K	1.66%	EI
Croma	40.98%	42.46%	91K	4.90%	EI
Currys (Dixons Carphone)	43.74%	38.01%	-34K	-8.89%	OOS
Digimarket	39.32%	42.48%	-42K	-4.58%	OOS
Ebay	46.65%	44.05%	-252K	-8.43%	OOS
Electricalsara Stores	47.27%	46.75%	16K	4.55%	EI
Electricalsbea Stores	51.49%	48.83%	-8K	-4.92%	OOS
Total	**79.83%**	**79.26%**	**-2417 K**	**-1.97%**	**OOS**

Forecast Accuracy Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metric by Products

segment	Forecast Accuracy %	Forecast Accuracy %	Net Error	Net Error %	Risk
⊞ Accessories	80.50%	80.50%	-1352029	-1.89%	OOS
⊞ Desktop	86.98%	86.98%	94729	10.36%	EI
⊞ Networking	80.99%	80.99%	184995	2.72%	EI
⊞ Notebook	83.80%	83.80%	22621	0.45%	EI
⊞ Peripherals	74.34%	74.34%	-3388005	-17.54%	OOS
⊞ Storage	81.08%	81.08%	2020264	10.51%	EI

vs LY | **vs Target**

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

GM %
38.0839% !
BM: 38.34%
(-0.66%)

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

FA %
81.17% ✓
BM: -14.19%
(+671.99%)

Sub Zone	NS $	GM %	NP %	Atliq MS%	Net Error %	Risk
ANZ	$257.15M	42.5121% ⬇	-3.2%	0.5%	-1.16%	OOS
India	$1,271.22M	35.1447%	-22.0%	5.1%	0.21%	EI
LATAM	$21.00M	35.3252% ⬇	-0.8%	0.1%	0.32%	EI
NA	$1,290.74M	43.4539% ⬇	-13.4%	1.8%	-3.79%	OOS
NE	$604.60M	34.0544%	-14.3%	2.5%	4.92%	EI
ROA	$1,077.36M	35.4235%	-2.3%	3.2%	-5.27%	OOS
SE	$446.41M	37.5892%	-1.3%	6.6%	-6.66%	OOS
Total	**$4,968.48M**	**37.8328%** ⬇	**-11.6%**	**2.3%**	**-1.97%**	**OOS**

Revenue by Division
● PC ● P & A ● N & S
$0.28bn (5.69%)
$1.95bn (39.33%)
$2.73bn (54.98%)

Revenue by Channel
● Retailer ● Direct ● Distributor
$0.90bn (18.04%)
$3.53bn (71.07%)

NS $, GM %, NP % and Atliq MS% by fiscal_year
● NS $ ● GM % ● NP % ● Atliq MS%

$4bn — 50%
$2bn
$0bn — 0%
2018 2019 2020 2021 2022

Market Share % by fy_desc and Manufacturer
● Atliq ● BP ● Dale ● Innovo ● Pacer

	2018	2019	2020	2021	2022 Est
Dale	25.7%	22.4%	22.8%	21.8%	22.3%
Innovo	11.2%	10.1%	10.2%	9.6%	9.9%
					7.9%
Pacer	8.7%	8.1%	7.6%	7.7%	7.6%
BP	7.8%	7.8%	7.0%	7.6%	5.9%

Top Customers & Products by Net Sales

Customer	RC %	GM %
Amazon	13.6%	36.7576% ⬇
AtliQ e Store	8.4%	37.1260% ⬇
AtliQ Exclusive	9.6%	45.6694%
Flipkart	3.6%	39.7757%
Sage	3.4%	32.4531% ⬇
Total	**38.7%**	**38.9583%**

Product	RC %	GM %
AQ HOME Allin1 Gen 2	4.4%	38.0439% ⬇
AQ BZ Allin1 Gen 2	4.1%	38.5119%
AQ BZ Allin1	3.5%	37.5453% ⬇
AQ Smash 2	3.4%	37.3657% ⬇
AQ Smash 1	3.3%	37.4698% ⬇
Total	**18.7%**	**37.8263%**

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