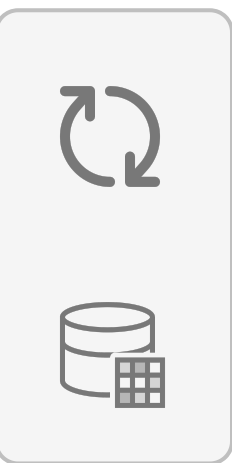




Business Insight 360



Tuesday, April 12, 2022

Dec 21



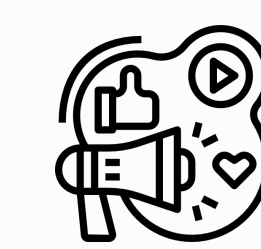
Finance View

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



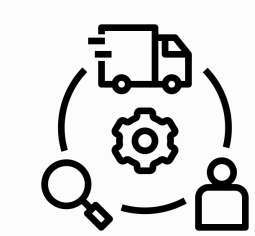
Sales View

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



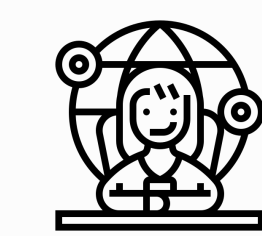
Marketing View

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.



Information

Values are in Dollars & Millions





FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready
with Power BI



NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

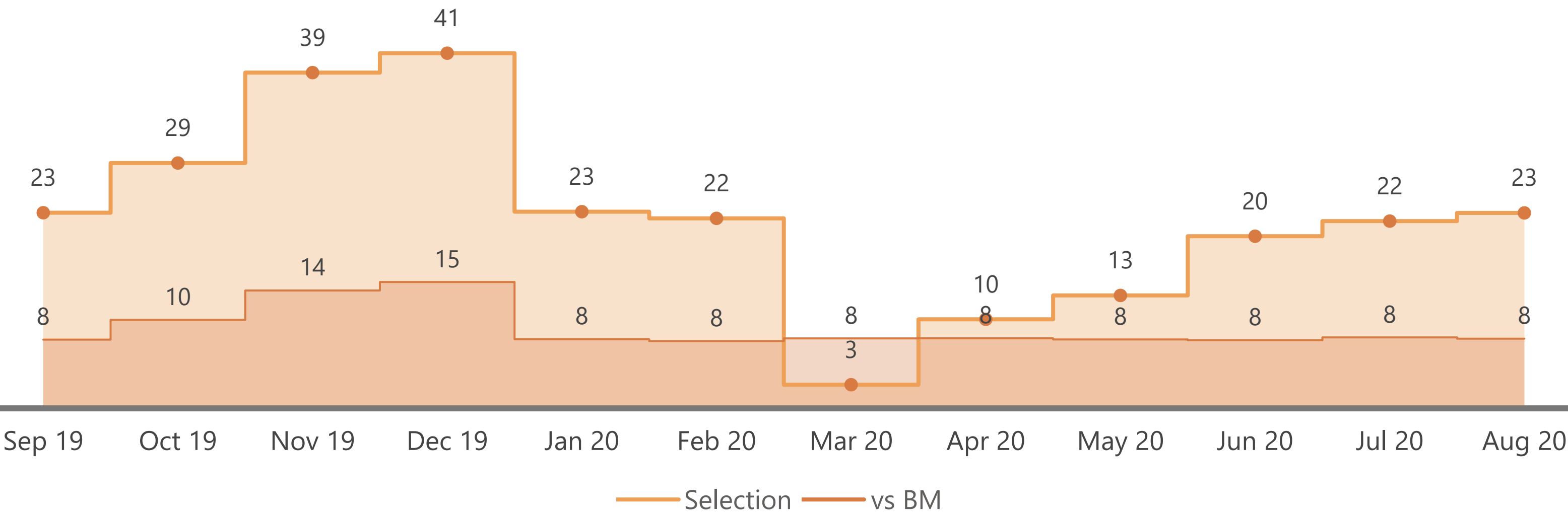
BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

● REGION

○ CATEGORY

Secondary Parameter

● Market

○ Product

REGION

Values

Chg %

⊕ APAC

147.98



107.48

⊕ NA

62.21



182.70

⊕ EU

55.79



224.03

⊕ LATAM

2.00

141.89

Total

267.98

140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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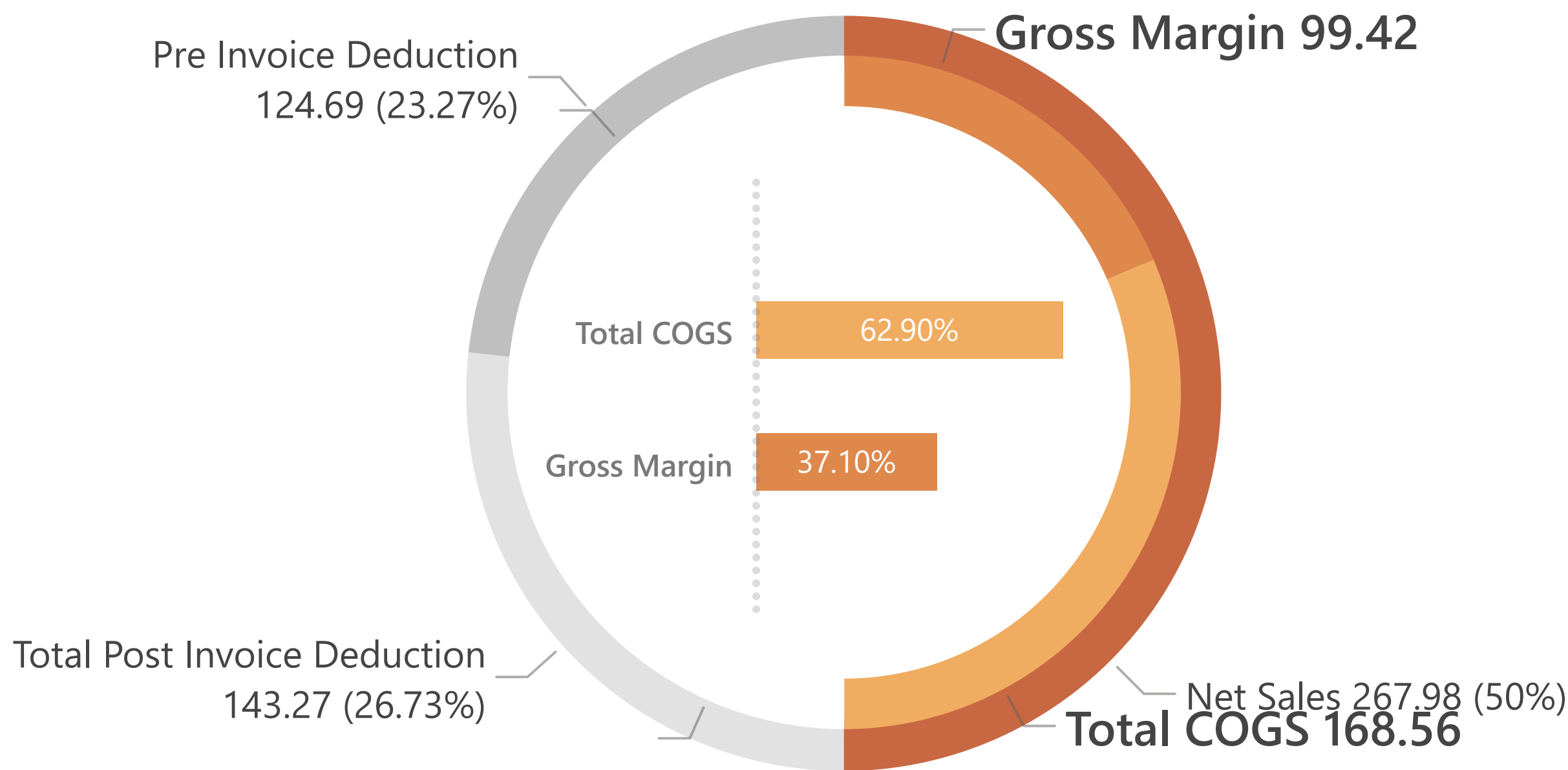
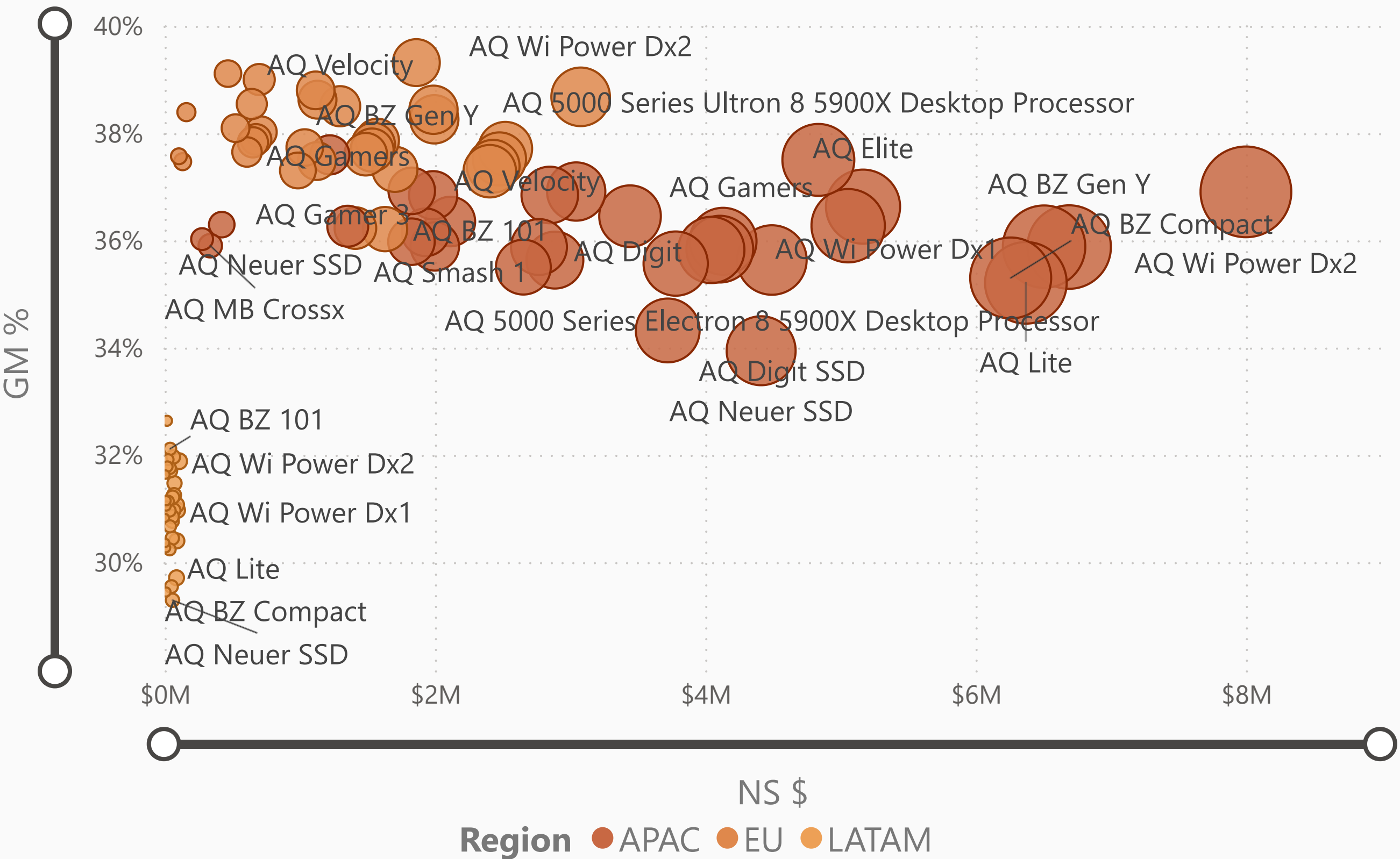
Get Job Ready
with Power BI



Net Sales Performace Over Time

Gross Margin%
Variance

0%



Product

Customer

Product

NS \$

GM \$

GM %

Δ GM %

AQ Wi Power Dx2

\$14.37M

5.46M



37.96%

-3.45%

AQ BZ Gen Y

\$12.09M

4.47M



36.99%

-11.72%

AQ Wi Power Dx1

\$11.84M

4.38M



36.97%

-8.37%

AQ Lite

\$11.55M

4.21M



36.47%

-12.85%

AQ BZ Compact

\$11.40M

4.16M



36.47%

-12.49%

AQ Elite

\$9.48M

3.58M



37.74%

-7.16%

AQ Gamers

\$9.34M

3.49M



37.41%

-10.03%

AQ 5000 Series Ultron 8 590...

\$8.77M

3.38M



38.59%

-9.02%

AQ 5000 Series Electron 8 5...

\$8.19M

3.00M



36.66%

-13.78%

AQ 5000 Series Electron 9 5...

\$7.52M

2.80M



37.20%

-12.12%

AQ Neuer SSD

\$7.85M

2.76M



35.20%

-13.96%

AQ Digit

\$7.45M

2.75M



36.96%

-10.10%

AQ Gamers Ms

\$7.33M

2.71M



36.97%

-10.86%

AQ Master wireless x1

\$6.95M

2.56M



36.77%

-11.15%

AQ Digit SSD

\$6.70M

2.38M



35.47%

-13.92%

AQ Velocity

\$6.27M

2.36M



37.68%

-8.03%

Total

\$200.16M

74.30M



37.12%

-9.90%



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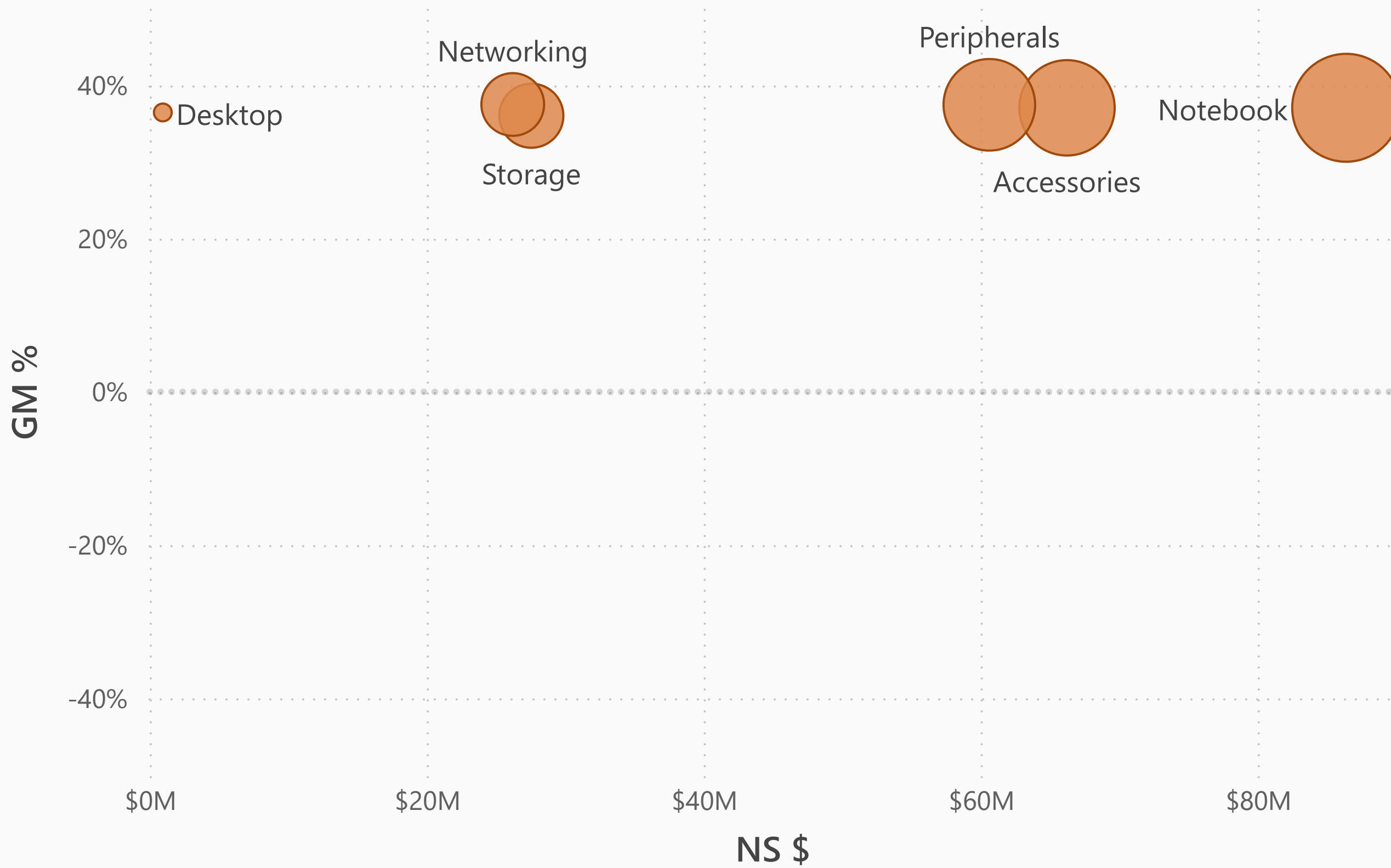
Get Job Ready
with Power BI



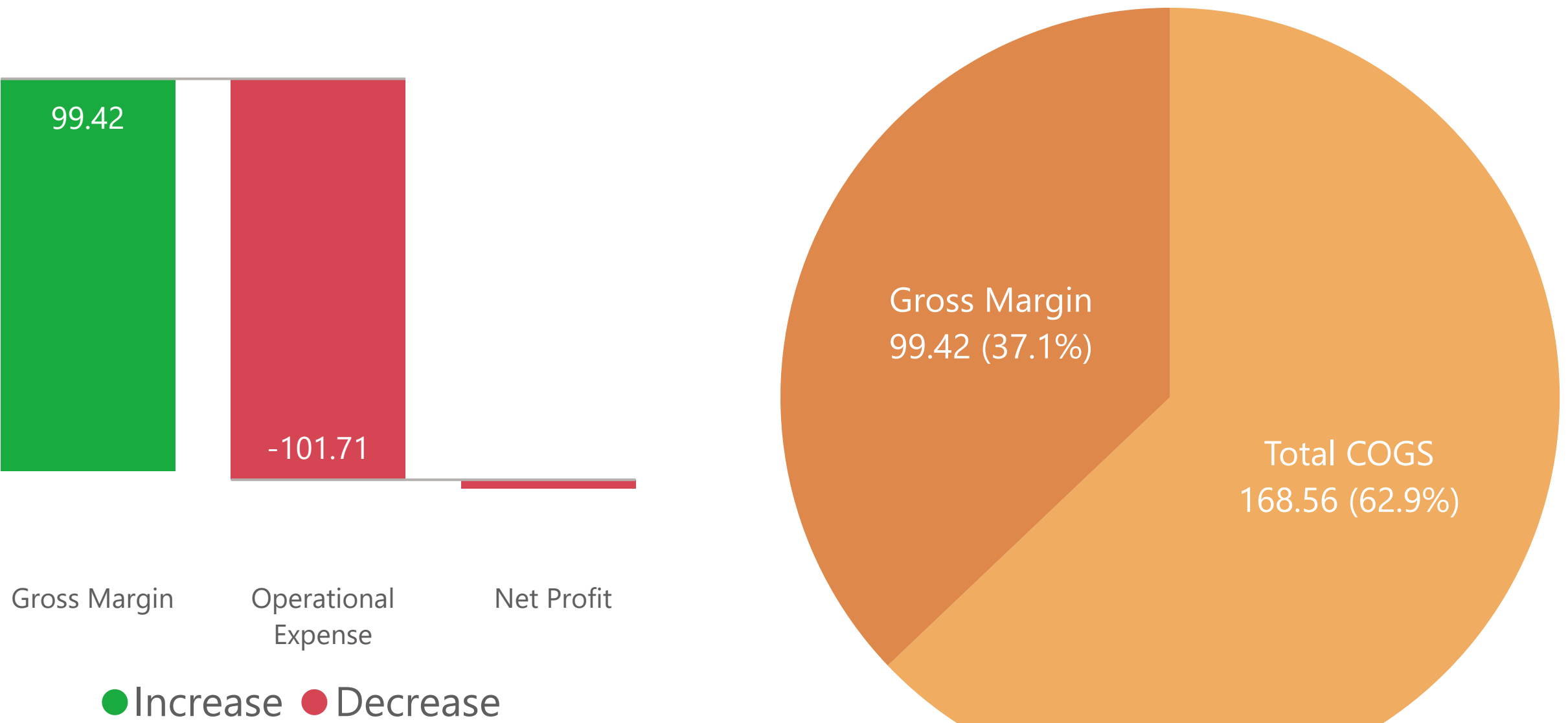
Couldn't load the data for this visual [See details](#)

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Segment

Category

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
Networking	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Peripherals	\$60.63M	37.47%	-0.29M	-0.48%	-115.99%
Accessories	\$66.23M	37.07%	-0.56M	-0.85%	-136.33%
Notebook	\$86.39M	37.08%	-0.79M	-0.92%	-140.20%
Storage	\$27.56M	36.05%	-0.49M	-1.78%	-185.03%
Desktop	\$0.95M	36.47%	-0.03M	-2.88%	
Grand Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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All values in Million \$

Get Job Ready
with Power BI



Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

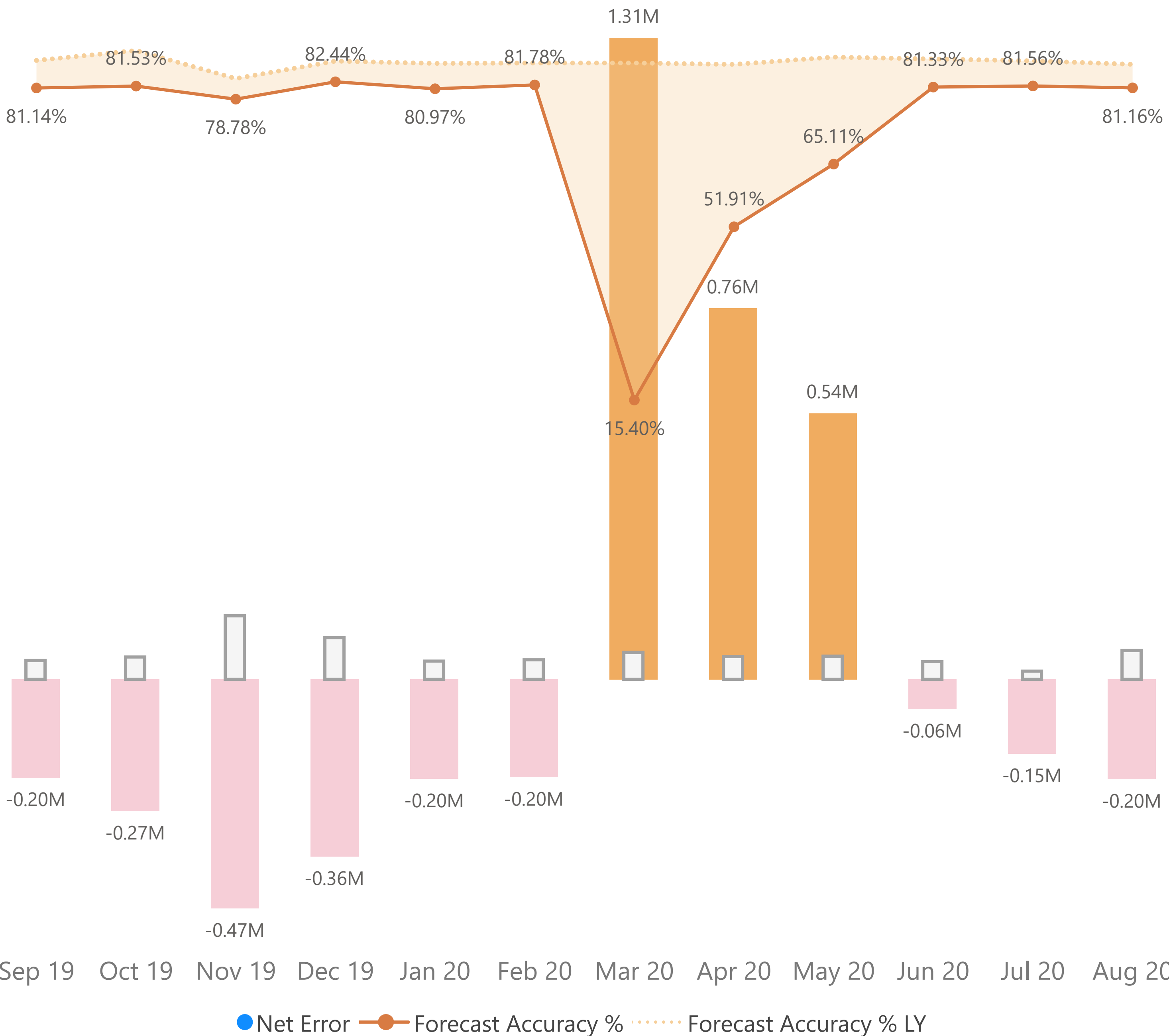
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøb	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



FILTERS

Select Benchmak (BM)

vs LY

vs Target

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All

BY STORES/(S)

All

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All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

All values in Million \$

Get Job Ready
with Power BI



Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

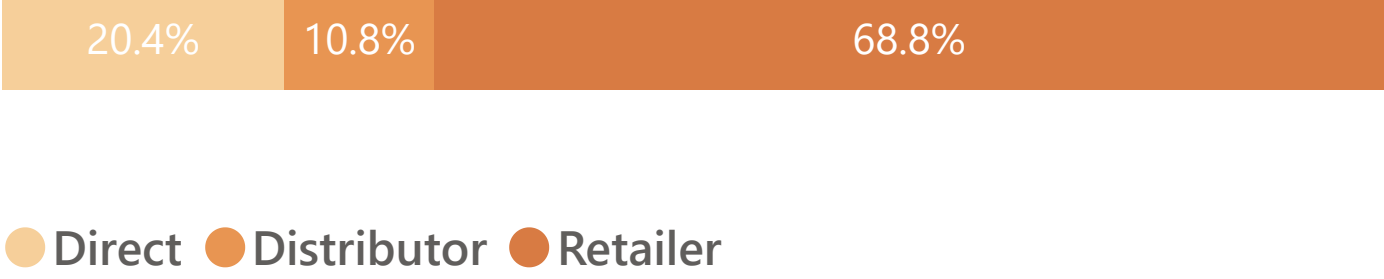
72.99%

LY: 86.45% | -15.57% ▼

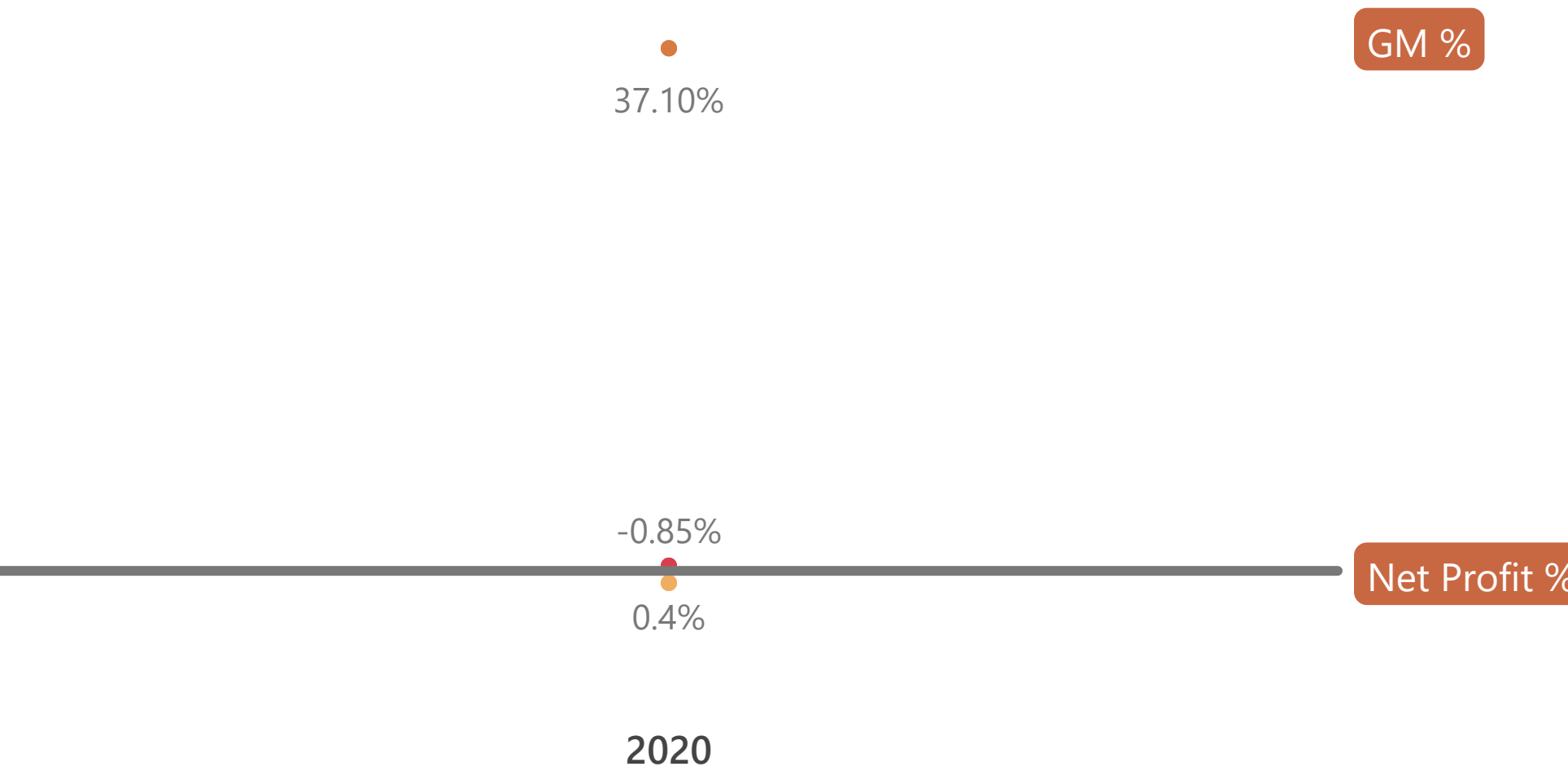
Revenue
Contribution

☐ Division

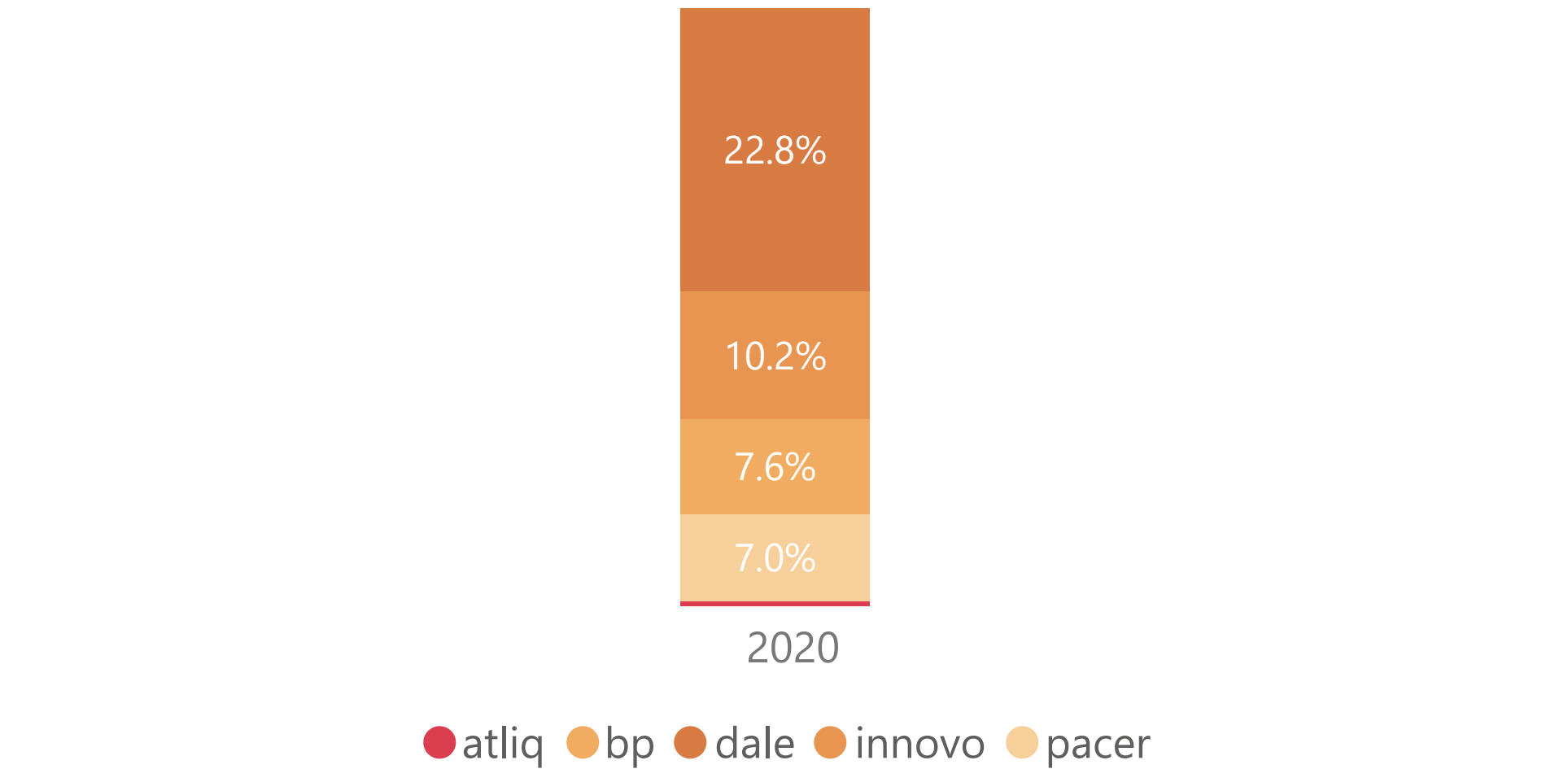
☒ Channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
Total	46.2%	38.44%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96% ▼
AQ BZ Gen Y	4.5%	36.99% ▼
AQ Wi Power Dx1	4.4%	36.97% ▼
AQ Lite	4.3%	36.47% ▼
AQ BZ Compact	4.3%	36.47% ▼
Total	22.9%	37.02%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73% ▼	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79% ▼	-22.1%	OOS	0.3%
NE	\$30.68M	11.4%	37.97%	-4.58% ▼	8.3%	EI	0.3%
SE	\$25.11M	9.4%	37.64%	6.98% ▼	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62% ▲	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08%	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%