Business Insights 360

Info

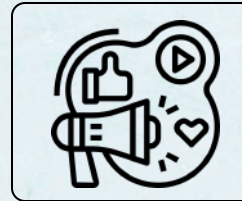Download **user manual** and get to know the key information of this tool.

Finance View

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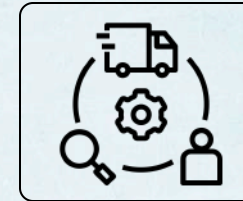
Sales View

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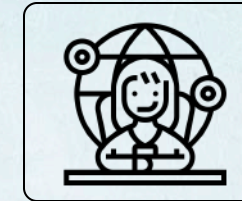
Marketing

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.

2018 | 2019 | **2020** | 2021 | 2022 Est   Q1 | Q2 | Q3 | Q4   YTD | YTG   **vs LY** | vs Target

Net Sales Performance Over Time

$267.98M ✓	37.10% !	−0.85% !
BM: 111.37M (+140.61%)	BM: 41.20% (−9.95%)	BM: 0.02 (−138.68%)
Net Sales	**GM %**	**Net Profit %**

● Selection ● vs BM
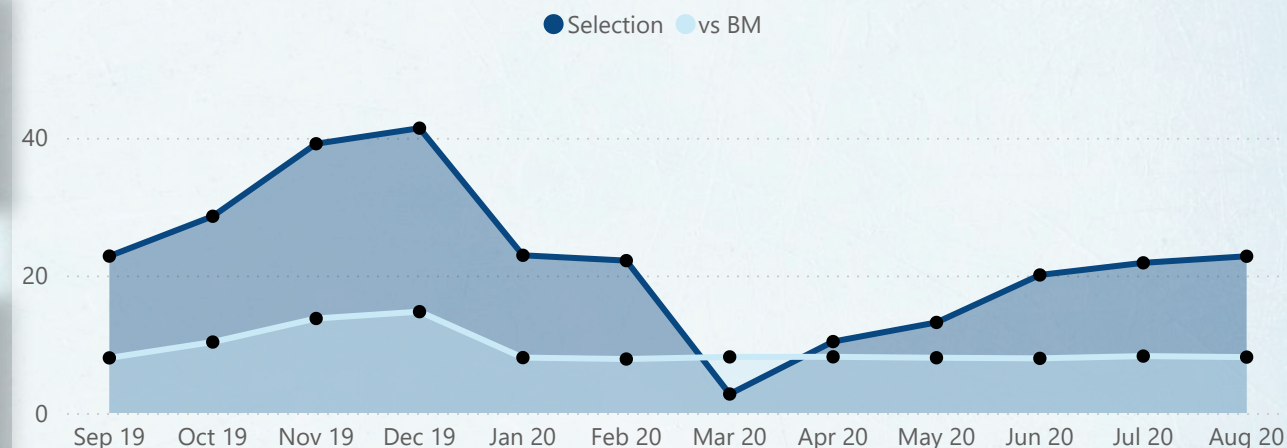
Profit and Loss Statement

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

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
⊞ APAC	147.98	107.48
⊞ EU	55.79	224.03
⊞ LATAM	2.00	141.89
⊞ NA	62.21	182.70
Total	**267.98**	**140.61**

segment	P & L Values	P & L Chg %
⊞ Peripherals	60.63	207.22
⊞ Notebook	86.39	166.63
⊞ Accessories	66.23	136.21
⊞ Storage	27.56	99.17
⊞ Networking	26.22	51.00
⊞ Desktop	0.95	

BM = Benchmark, LY = Last Year

Customer Performance

customer	NS $	GM $	GM %	GM % BM	GM % YOY
Amazon	$49.77M	$18.89M	37.96%	41.57%	-8.68%
Atliq e Store	$31.74M	$11.89M	37.47%	40.99%	-8.59%
AtliQ Exclusive	$22.97M	$10.52M	45.79%	48.41%	-5.42%
Flipkart	$10.92M	$3.66M	33.54%	34.84%	-3.75%
Sage	$8.32M	$2.60M	31.22%	43.70%	-28.55%
Ebay	$8.15M	$2.80M	34.34%	42.58%	-19.35%
Leader	$7.73M	$2.04M	26.36%	48.13%	-45.22%
Synthetic	$5.75M	$2.54M	44.23%	40.68%	8.72%
Novus	$4.88M	$2.01M	41.28%	37.45%	10.25%
Electricalsocity	$4.56M	$1.54M	33.77%	44.33%	-23.82%
Neptune	$4.41M	$1.70M	38.66%	46.06%	-16.07%
Expression	$3.86M	$1.23M	31.95%	39.95%	-20.01%
Total	**$267.98M**	**$99.42M**	**37.10%**	**41.20%**	**-9.95%**

Performance Matrix

region ● APAC ● EU ● LATAM

Target Gap Tolerance: 10%
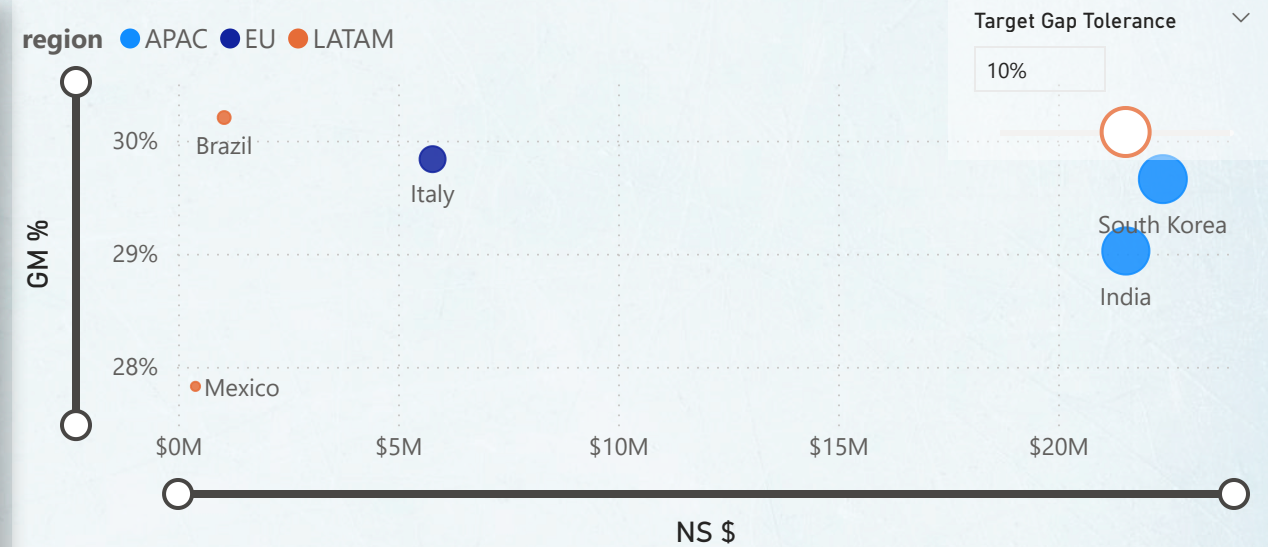
Product Performance

Top 5 Countries

segment	NS $	GM $	GM %	GM % BM	GM % YOY
⊞ Networking	$26.22M	$9.83M	37.51%	40.08%	-6.41%
⊞ Peripherals	$60.63M	$22.72M	37.47%	42.01%	-10.81%
⊞ Notebook	$86.39M	$32.04M	37.08%	41.29%	-10.18%
⊞ Accessories	$66.23M	$24.56M	37.07%	41.31%	-10.24%
⊞ Desktop	$0.95M	$0.35M	36.47%		-100.00%
⊞ Storage	$27.56M	$9.93M	36.05%	41.04%	-12.18%
Total	**$267.98M**	**$99.42M**	**37.10%**	**41.20%**	**-9.95%**

Unit Economics

● Pre Invoice Ded... ● Total Post In... ● Net Sales
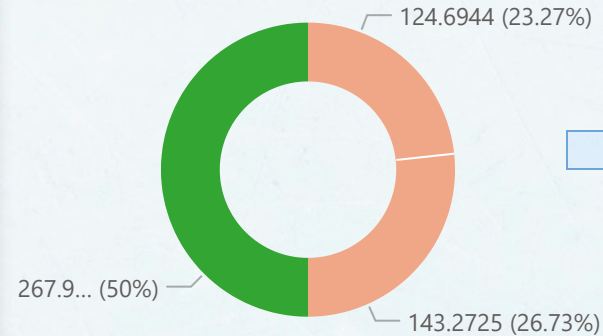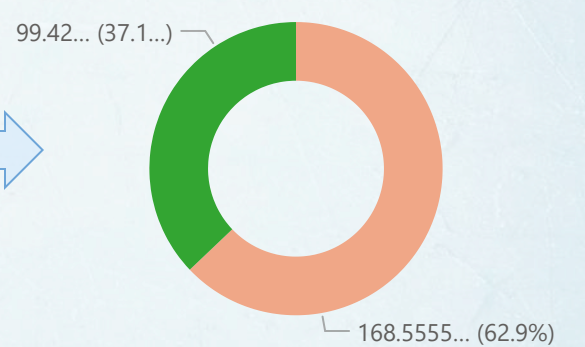
124.6944 (23.27%)
267.9... (50%)
143.2725 (26.73%)

● Total COGS ● Gross Margin

99.42... (37.1...)
168.5555... (62.9%)

BM = Benchmark, LY = Last Year

Product Performance

Show GM %

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	$28.04M	$11.58M	41.31%	0.66M	2.34%
⊞ Networking	$17.36M	$6.96M	40.08%	0.18M	1.02%
⊞ Notebook	$32.40M	$13.38M	41.29%	0.74M	2.28%
⊞ Peripherals	$19.73M	$8.29M	42.01%	0.60M	3.02%
⊞ Storage	$13.84M	$5.68M	41.04%	0.29M	2.09%
Total	**$111.37M**	**$45.89M**	**41.20%**	**2.46M**	**2.21%**

Performance Matrix

division ● N & S ● P & A ● PC
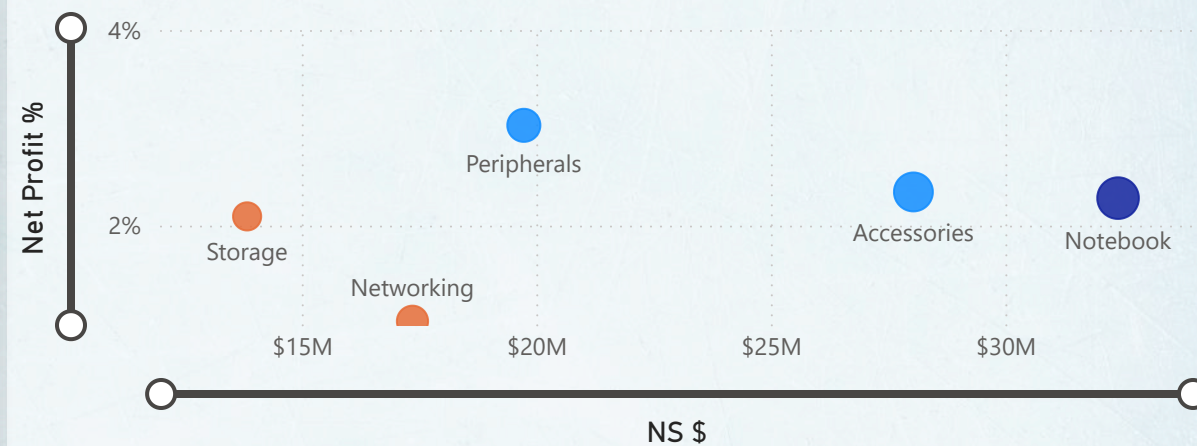
Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$71.33M	$30.79M	43.17%	4.35M	6.10%
⊞ EU	$17.22M	$7.05M	40.97%	0.04M	0.23%
⊞ LATAM	$0.83M	$0.35M	42.32%	0.06M	7.53%
⊞ NA	$22.01M	$7.69M	34.97%	-1.99M	-9.05%
Total	**$111.37M**	**$45.89M**	**41.20%**	**2.46M**	**2.21%**

Unit Economics

● Total COGS ● Gross Margin

45.8... (41....)
65.485... (58.8%)
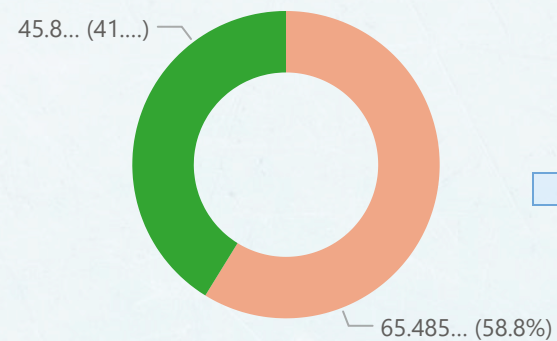
● Increase ● Decrease
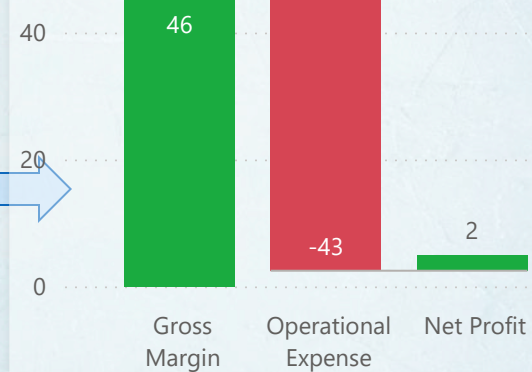
Gross Margin	Operational Expense	Net Profit
46	-43	2

BM = Benchmark, LY = Last Year

Accuracy / Net Error Trend

72.99% !
LY: 86.45% (-15.57%)
Forecast Accuracy

491.60K ✓
LY: 637.48K (-22.88%)
Net Error

5743.2K !
LY: 1547.8K (+271.06%)
ABS Error

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

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	OSS
All-Out	35.18%		5699	25.31%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OSS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	EI
Atlas Stores	39.19%	47.32%	24488	26.07%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OSS
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
BestBuy	7.31%	26.90%	-44305	-32.55%	OSS
Billa	26.05%	36.08%	-2483	-5.80%	OSS
Boulanger	38.12%	45.56%	-7244	-8.78%	OSS
Chip 7	41.32%	30.35%	79770	37.39%	EI
Chiptec	27.04%		-4136	-10.85%	OSS
Circuit City	9.90%	26.23%	-47555	-34.82%	OSS
Control	30.41%	36.19%	-20992	-11.29%	OSS
Coolblue	43.16%	55.15%	15660	11.41%	EI
Costco	33.18%	38.04%	8127	2.94%	EI
Total	**72.99%**	**86.45%**	**491599**	**2.31%**	**EI**
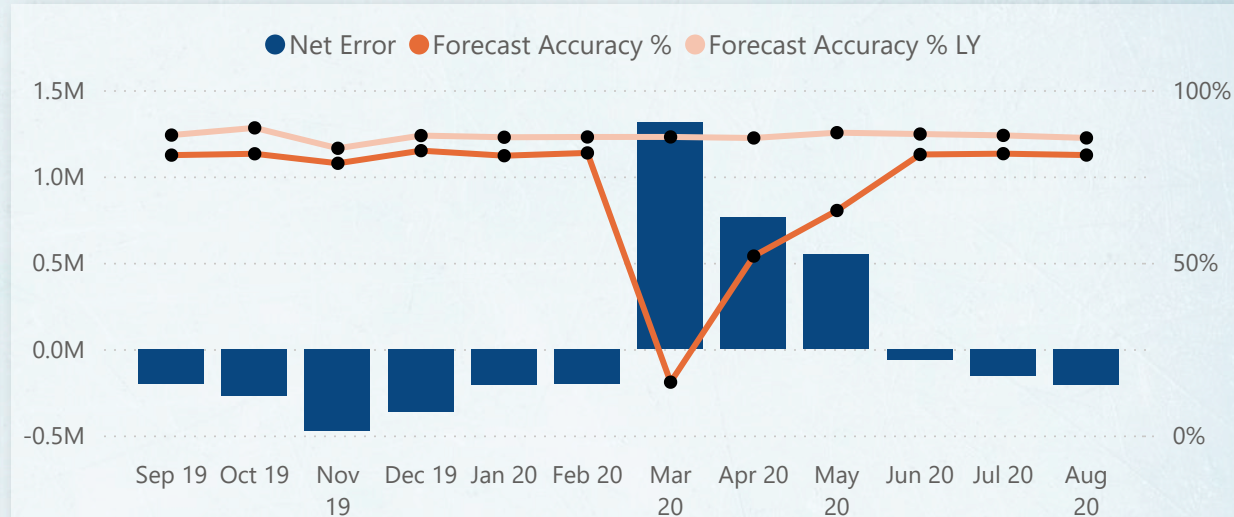
Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Accessories	71.42%	90.20%	-167818	-1.40%	OSS
⊞ Desktop	70.07%		-52	-2.00%	OSS
⊞ Networking	52.50%	81.50%	-379134	-28.90%	OSS
⊞ Notebook	76.65%	83.02%	146640	22.59%	EI
⊞ Peripherals	75.18%	85.06%	193476	7.43%	EI
⊞ Storage	81.01%	80.25%	698487	14.86%	EI
Total	**72.99%**	**86.45%**	**491599**	**2.31%**	**EI**

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

KPIs

$267.98M ✓	37.10% !	-0.85% !	72.99% !
BM: 111.37M (+140.61%)	BM: 41.20% (-9.95%)	BM: 0.02 (-138.68%)	LY: 86.45% (-15.57%)
Net Sales	**GM %**	**Net Profit %**	**Forecast Accuracy**

Revenue by Division

● P & A ● PC ● N & S

47.34% · 32.59% · 20.07%

Revenue by Channel

● Retailer ● Direct ● Distributor

68.76% · 20.42% · 10.82%

Key Insights By Sub Zone

Sub Zone ▼	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	$66.5M	24.8%	38.1% ⬇	8.9%	0.6%	9.35%	EI
India	$64.7M	24.2%	32.1% ⬇	-14.7%	0.8%	-0.82%	OSS
NA	$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.10%	OSS
NE	$30.7M	11.4%	38.0%	-4.6%	0.3%	8.34%	EI
SE	$25.1M	9.4%	37.6% ⬇	7.0%	1.1%	11.01%	EI
ANZ	$16.8M	6.3%	42.4% ⬇	12.6%	0.1%	24.23%	EI
LATAM	$2.0M	0.7%	31.0% ⬇	-0.1%	0.0%	1.20%	EI
Total	**$268.0M**	**100.0%**	**37.1%** ⬇	**-0.9%**	**0.4%**	**2.31%**	**EI**

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

● NS $ ● GM % ● Net Profit % ● Market Share %

(chart: 2018, 2019, 2020, 2021, 2022 Est; $0bn–$4bn; 0%–50%)

Market Share % by fiscal year and manufacturer

● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022
innovo				9.60%	9.92%
bp					7.87%
pacer	8.71%	8.08%	7.64%	7.66%	7.64%
atliq	7.77%	7.76%	6.99%	7.63%	
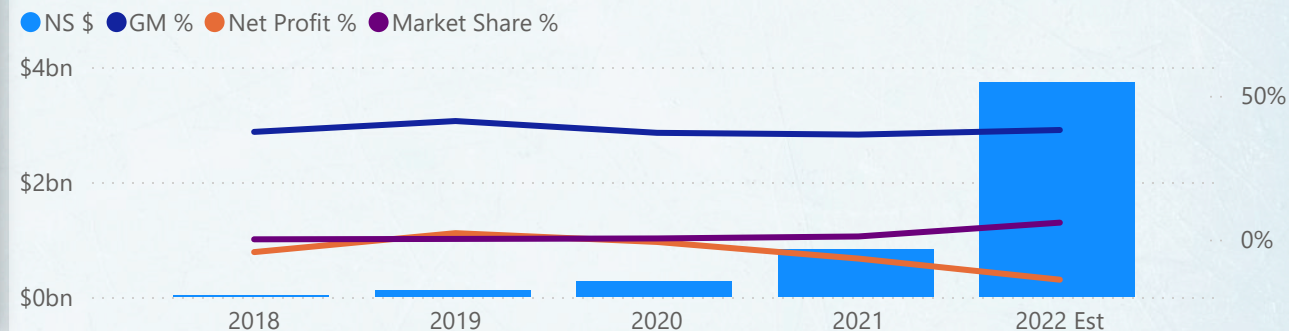
Top 5 Customers by Revenue

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

Top 5 Products by Revenue

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

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