



# Business Insights 360

## Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change



Support



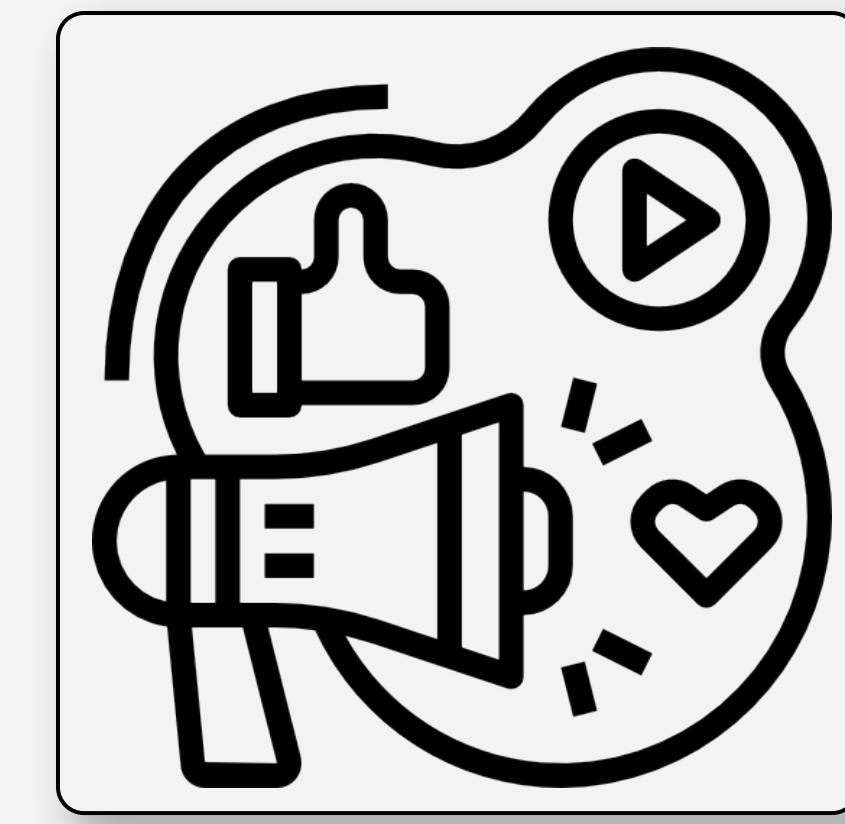
## Finance View

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



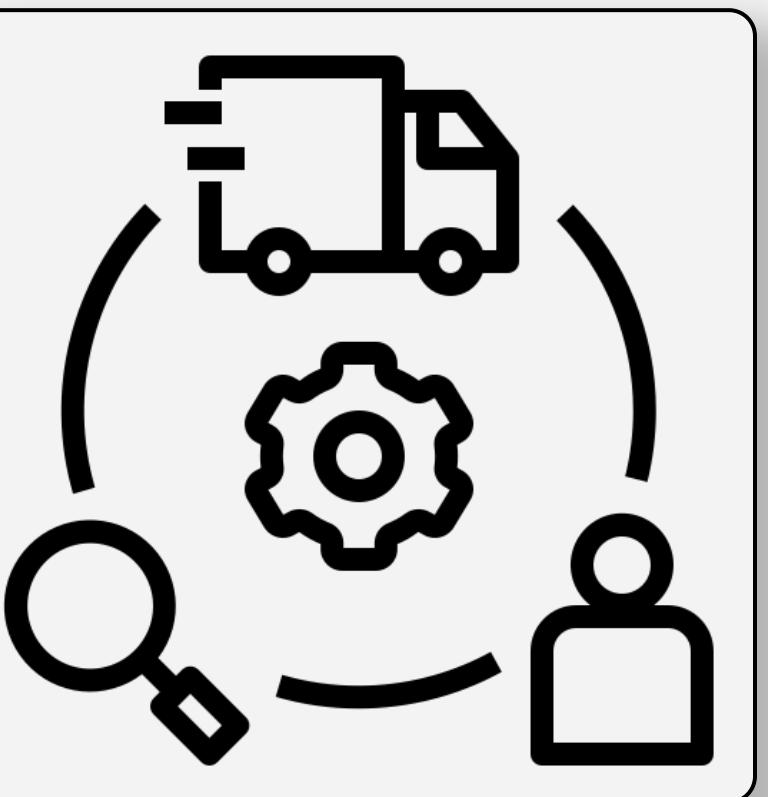
## Sales View

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



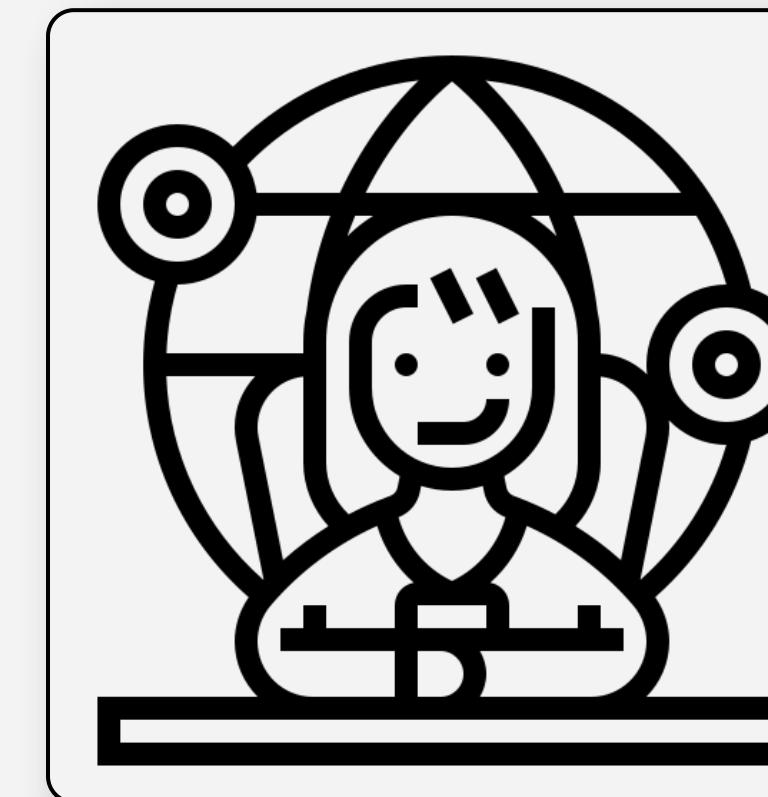
## Marketing View

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.



BY REGION / COUNTRY

All

BY STORE

All

BY SEGMENT

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG


**NS \$  
267.98M**

Last Year  
\$111.37M

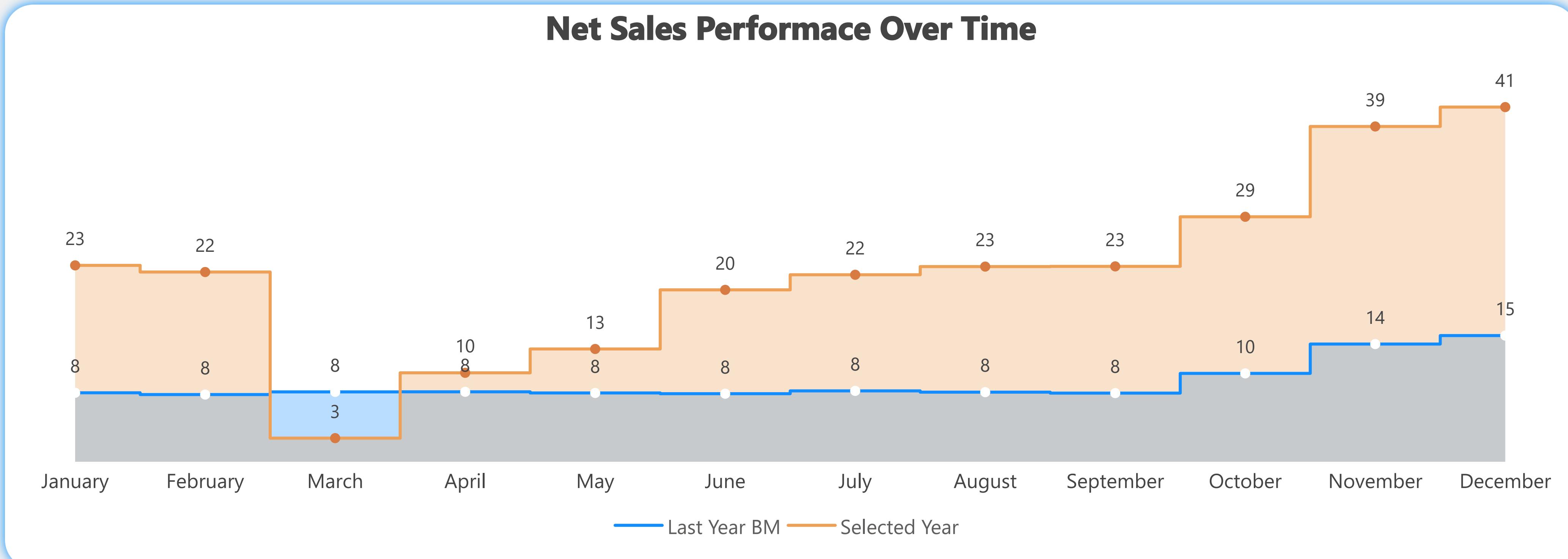
GM %

**37.10%**
Last Year  
41.2%

**Net Profit %  
-0.85%**

Last Year  
2.21%

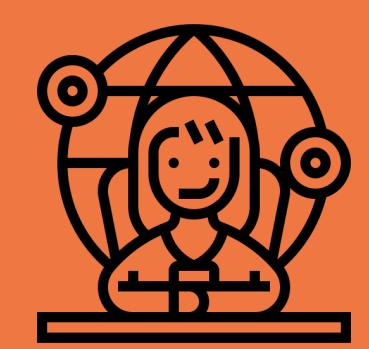

Line Item	2020	LY	YoY Chg	YoY Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	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 YoY Chg %
NA	62.21	182.70
LATAM	2.00	141.89
EU	55.79	224.03
APAC	147.98	107.48
Total	<b>267.98</b>	<b>140.61</b>

Segment	P & L values	P & L YoY Chg %
Accessories	66.23	136.21
Desktop	0.95	0.00
Networking	26.22	51.00
Notebook	86.39	166.63
Peripherals	60.63	207.22
Storage	27.56	99.17
Total	<b>267.98</b>	<b>140.61</b>



BY REGION / COUNTRY

All

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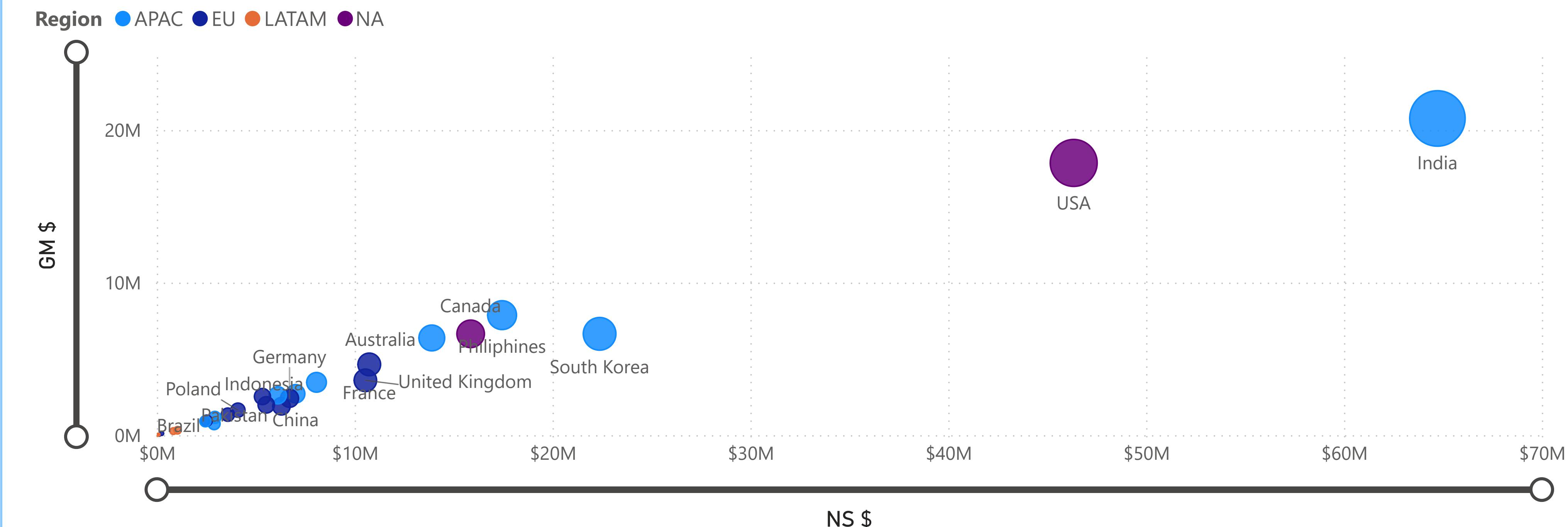
YTG



## Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$3.73M	1.38M	37.09%
All-Out	\$0.21M	0.08M	38.69%
AltiQ Exclusive	\$20.28M	9.74M	48.02%
Amazon	\$49.77M	18.89M	37.96%
Argos (Sainsbury's)	\$0.95M	0.29M	30.83%
Atlas Stores	\$0.89M	0.34M	38.44%
Atliq e Store	\$31.74M	11.89M	37.47%
Atliq Exclusive	\$2.69M	0.78M	28.96%
BestBuy	\$2.34M	0.91M	38.88%
Billa	\$0.60M	0.24M	39.39%
Boulanger	\$1.09M	0.38M	34.74%
Chip 7	\$1.72M	0.64M	37.24%
Chiptec	\$0.54M	0.21M	38.22%
Circuit City	\$2.30M	0.78M	33.94%
Control	\$2.84M	1.14M	40.09%
Coolblue	\$1.54M	0.56M	36.60%
Costco	\$3.60M	1.43M	39.59%
Croma	\$3.19M	1.14M	35.65%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

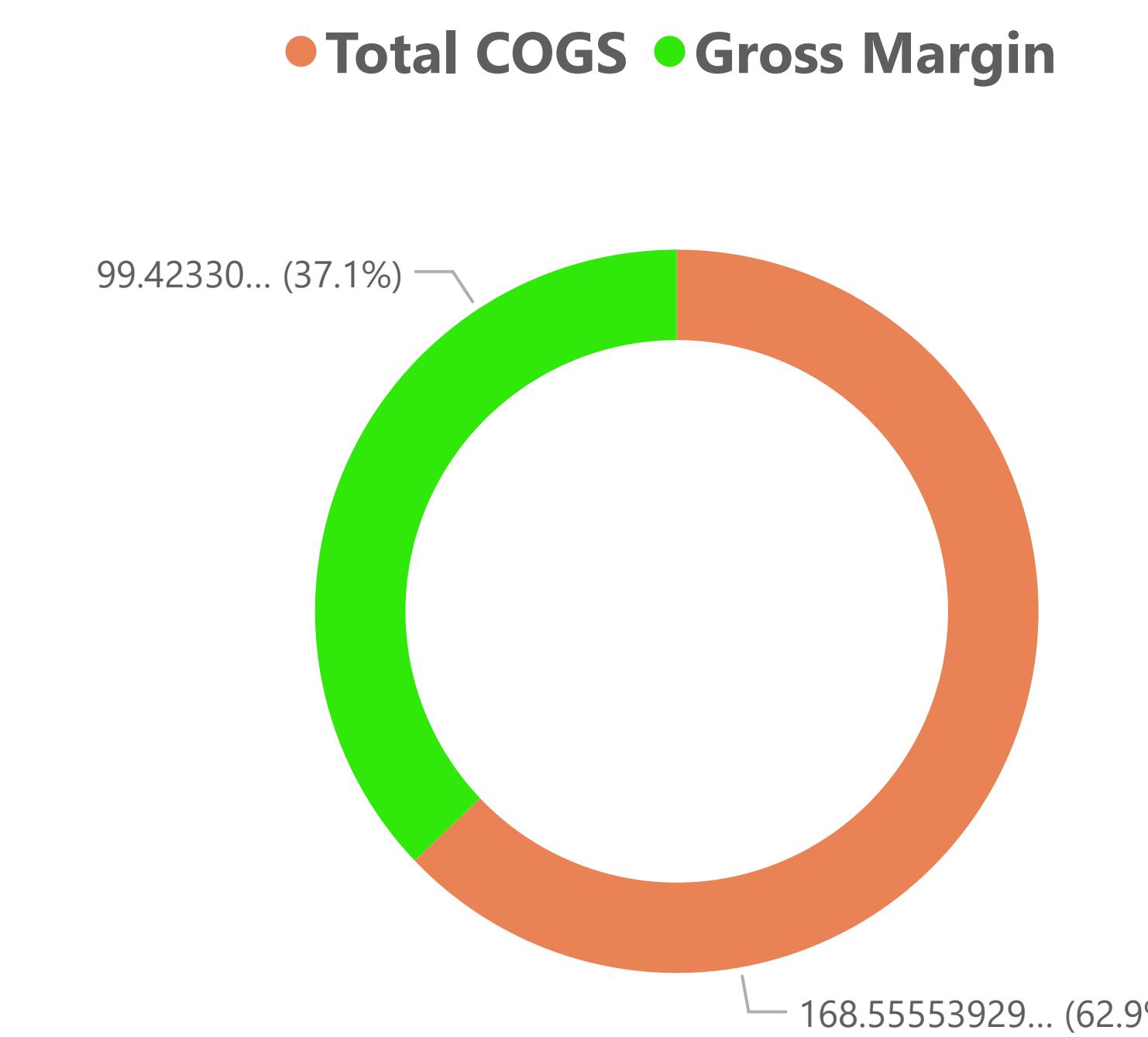
## Net Sales Performance Over Time



## Product Performance

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

## Gross Margin



BY REGION / COUNTRY

All

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Q1

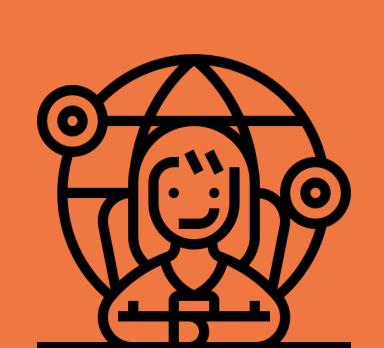
Q2

Q3

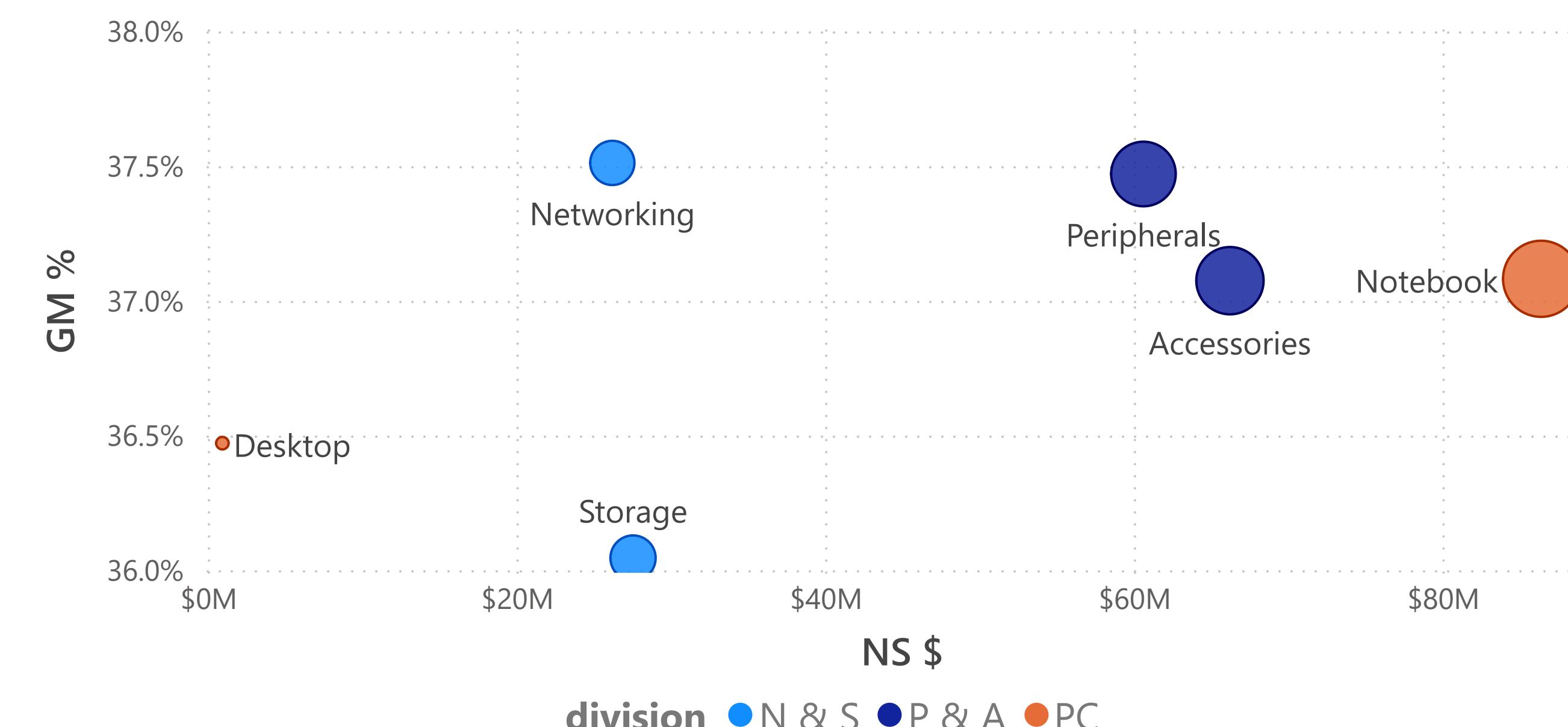
Q4

YTD

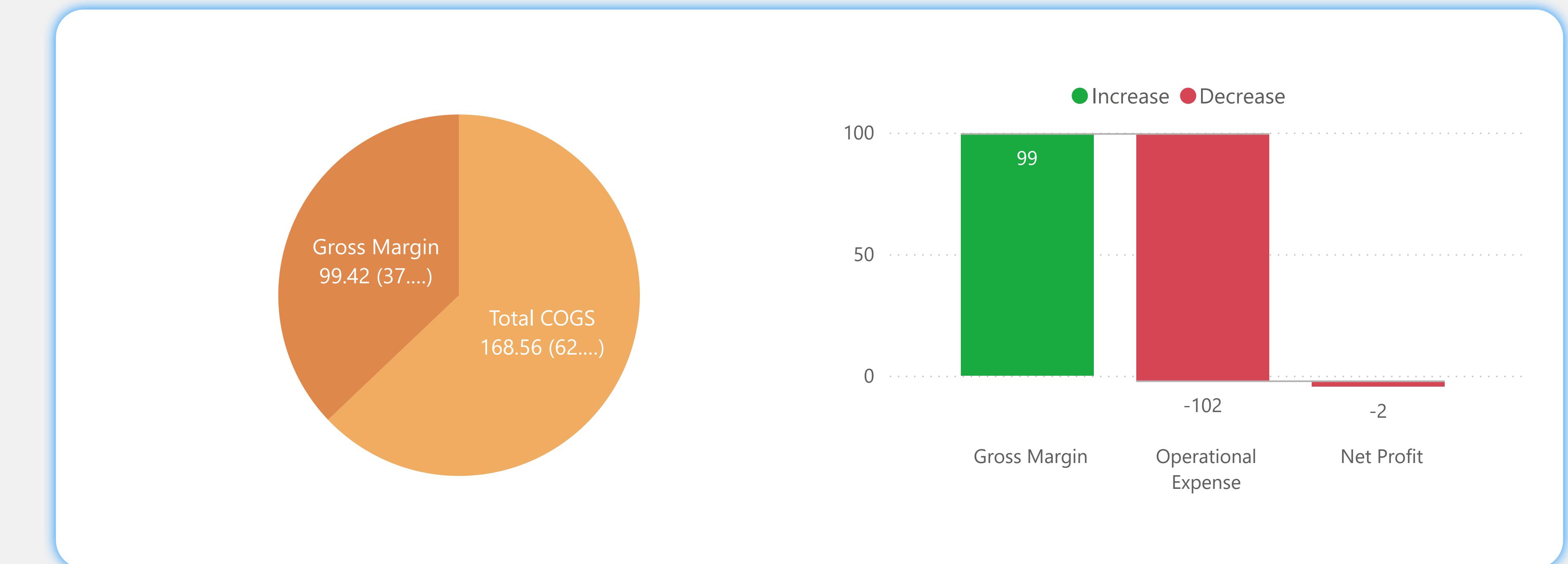
YTG



## Performance Matrix



## Unit Economics



## Region / Market / Customer performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%

## Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%

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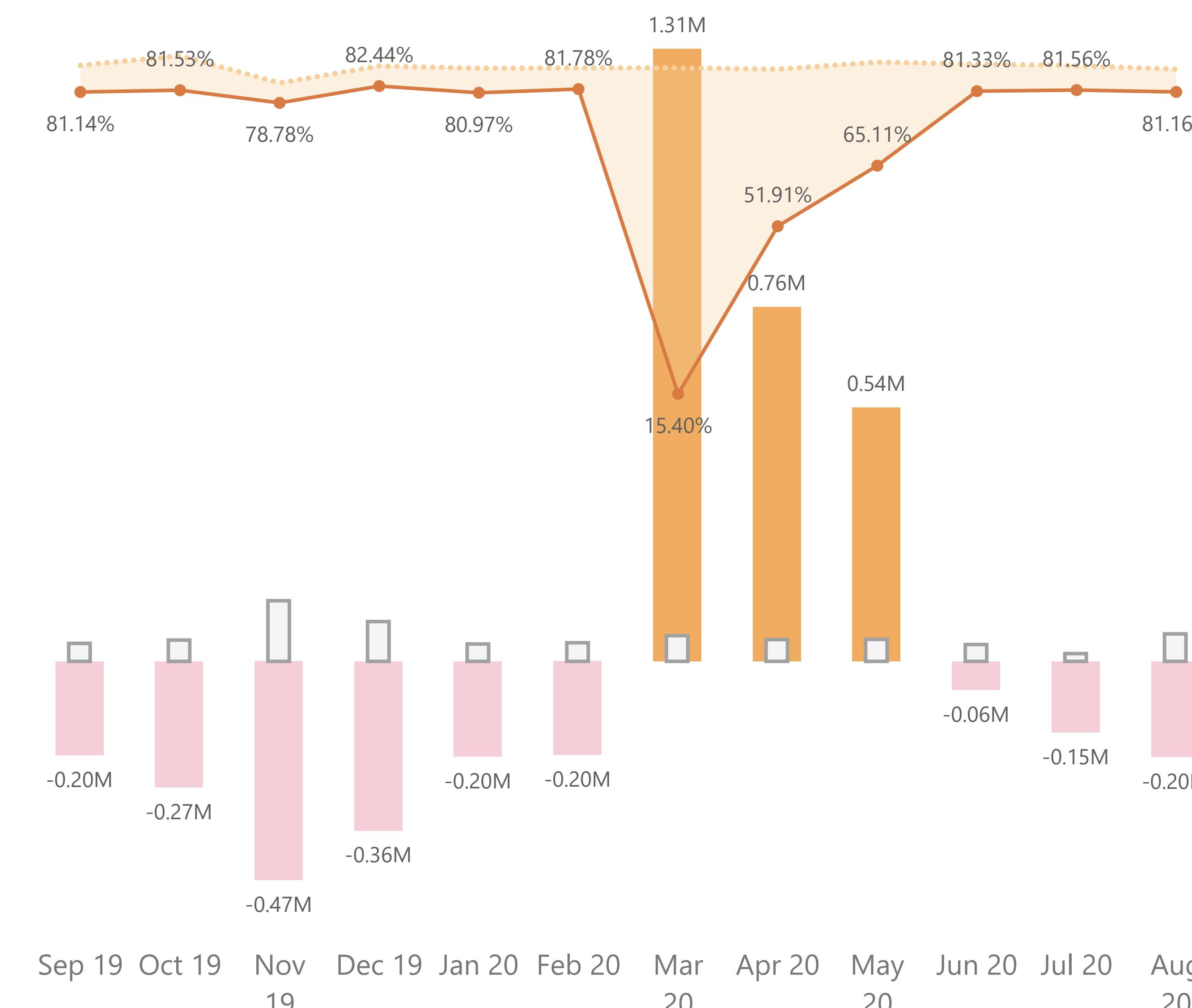
73.0%!  
LY: 86.4% (-15.57%)491.6K  
LY: 637.48K (-22.88%)5.7M!  
LY: 1.5M (+271.06%)

Forecast Accuracy

Net Error

Net Profit %

## Net Sales Performance Over Time



## Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
All-Out	35.18%		6K	25.3%	Excess Inventory
AltiQ Exclusive	56.78%	74.90%	277K	17.7%	Excess Inventory
Argos (Sainsbury's)	43.27%	56.06%	10K	10.8%	Excess Inventory
Atlas Stores	39.19%	47.32%	24K	26.1%	Excess Inventory
Atliq Exclusive	32.66%	49.91%	53K	18.2%	Excess Inventory
Total	72.99%	86.45%	492K	2.3%	Excess Inventory

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

Category	FCA %	FCA% LY	Net Error	Net Error %	Risk
Batteries	71.50%		14K	28.4%	Excess Inventory
Business Laptop	79.87%	90.40%	40K	18.9%	Excess Inventory
External Solid State Drives	81.55%	80.25%	573K	15.7%	Excess Inventory
Gaming Laptop	77.09%	65.89%	13K	20.5%	Excess Inventory
Graphic Card	79.97%	91.05%	256K	17.7%	Excess Inventory
Total	72.99%	86.45%	492K	2.3%	Excess Inventory



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\$267.98M

BM: \$111.37M (+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

BM: 0.02 (-138.68%)

Net Profit %

72.99%!

BM: 86.45% (-15.57%)

Forecast Accuracy

P &amp; A ● PC ● N &amp; S

20.07% 47.34%

32.59%

Revenue By Division

● Retailer ● Direct ● Distributor

10.82%

19.4...

69.76%

Revenue By Channel



## TOP 5 Customers

Customer	RC %	GM %
AltiQ Exclusive	0.08	48.02%
Amazon	0.19	37.96%
Atliq e Store	0.12	37.47%
Flipkart	0.04	33.54%
Sage	0.03	31.22%
Total	0.45	38.65%

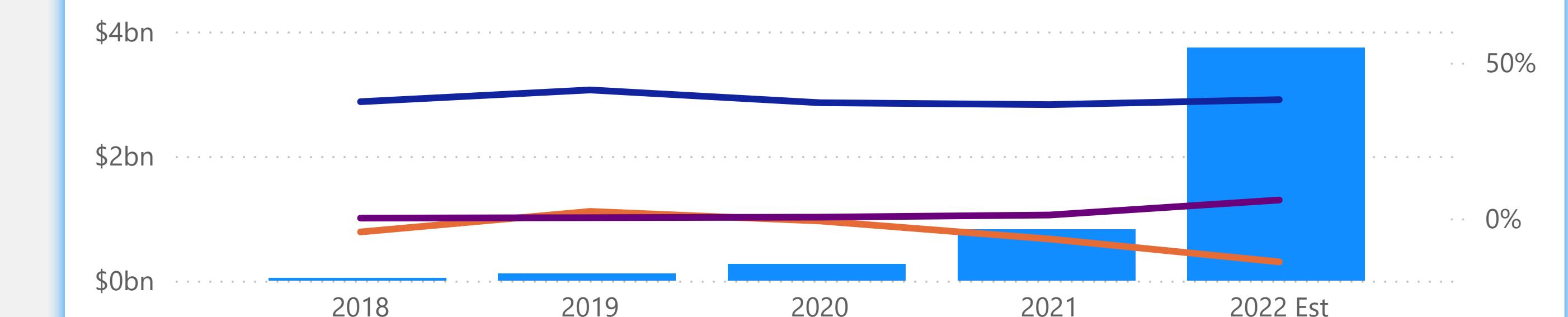
## TOP 5 Products

Product	RC %	GM %
AQ BZ Compact	0.04	36.47%
AQ BZ Gen Y	0.05	36.99%
AQ Lite	0.04	36.47%
AQ Wi Power Dx1	0.04	36.97%
AQ Wi Power Dx2	0.05	37.96%
Total	0.23	37.02%

## Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	0.25	38.15%	8.87%	9.4%	Excess Inventory	0.0
India	\$64.73M	0.24	32.07%	-14.73%	-0.8%	Out of Stock	0.0
NA	\$62.21M	0.23	39.35%	-1.79%	-22.1%	Out of Stock	0.0
NE	\$30.68M	0.11	37.97%	-4.58%	8.3%	Excess Inventory	0.0
SE	\$25.11M	0.09	37.64%	6.98%	11.0%	Excess Inventory	0.0
ANZ	\$16.80M	0.06	42.36%	12.62%	24.2%	Excess Inventory	0.0
Total	\$267.98M	1.00	37.10%	-0.85%	2.3%	Excess Inventory	0.0

NS \$ ● GM % ● Net Profit % ● AtliQ MS %



## PC Market Share Trend - AtliQ &amp; Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

