



Business Insights 360



Finance

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



Sales

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

Get **Forecast Accuracy, Net error and risk profile** for product, segment, category, customer etc.



Executive

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Filters

vs LY vs Target

2019 2020 2021 2022 EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

region, market

All

customer

All

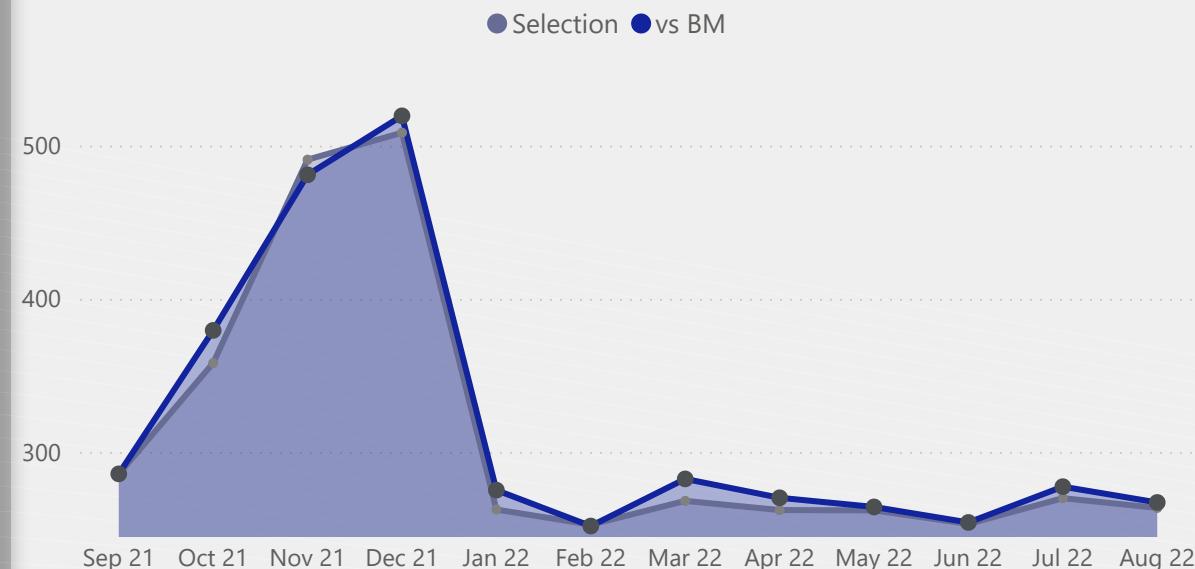
segment, category, product

All

Abbreviation

BM = Benchmark | LY = Last Year
 YTD = Year to Date | YTG = Year To Go
 GM Gross Margin | Chg = Change

Net Sales Performance Over Time



Net Sales
3,736.17M !
BM: 3,807.09M (-1.86%)

GM %
38.08% !
BM: 0.38 (-0.66%)

Net Profit %
-20.18% ✓
BM: -0.14 (+42.24%)

Profit & Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-2,177.02			
Net Profit	-754.14			
Net Profit %	-20.18	-14.19	-5.99	42.24

Top / Bottom Products & customers by Net Sales

segment	P&L Values	P&L Chg %
[+] Notebook	1,580.43	
[+] Peripherals	897.54	
[+] Desktop	711.08	
[+] Accessories	454.10	
[+] Storage	54.59	
[+] Networking	38.43	

region	P&L Values	P&L Chg %
[+] APAC	1,923.77	-2.48
[+] EU	775.48	-1.13
[+] LATAM	14.82	-1.60
[+] NA	1,022.09	-1.24



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Customer Performance

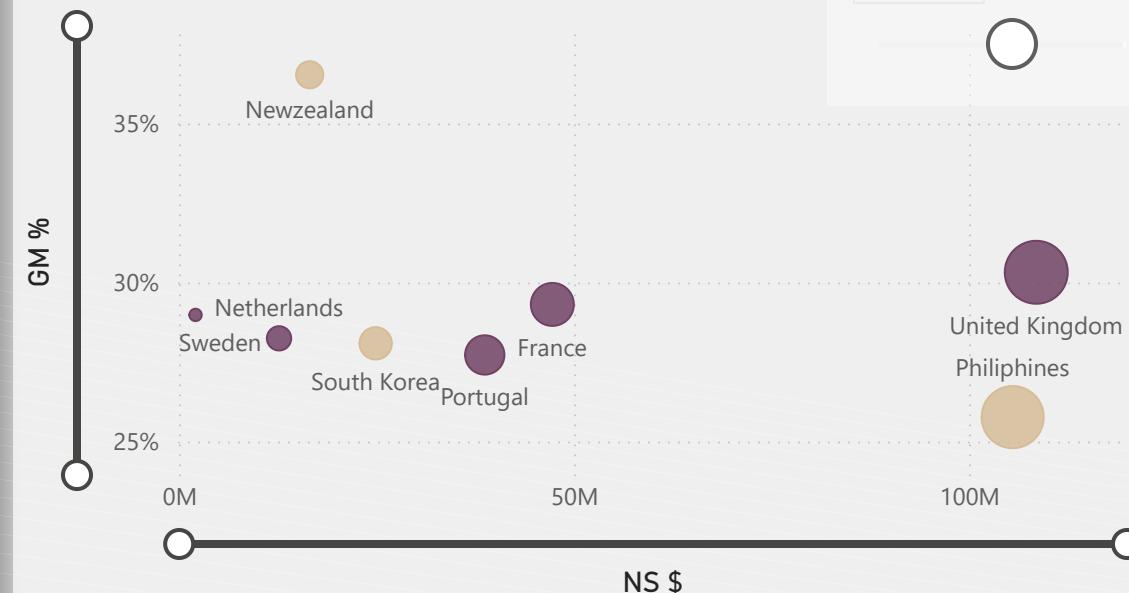
customer	NS \$	GM \$	GM %
Acclaimed Stores	73.36M	29.58M	40.32%
All-Out	4.41M	1.68M	38.17%
AltiQ Exclusive	307.17M	145.05M	47.22%
Amazon	496.88M	182.77M	36.78%
Argos (Sainsbury's)	13.70M	5.30M	38.70%
Atlas Stores	17.14M	5.43M	31.66%
Atliq e Store	304.10M	112.15M	36.88%
Atliq Exclusive	53.95M	21.10M	39.11%
BestBuy	49.34M	22.15M	44.89%
Billa	6.82M	1.62M	23.80%
Boulanger	26.02M	10.39M	39.95%
Chip 7	25.62M	8.26M	32.24%

Product Performance

segment	NS \$	GM \$	GM %
Accessories	454.10M	172.61M	38.01%
Desktop	711.08M	272.39M	38.31%
Networking	38.43M	14.78M	38.45%
Notebook	1,580.43M	600.96M	38.03%
Peripherals	897.54M	341.22M	38.02%
Storage	54.59M	20.93M	38.33%

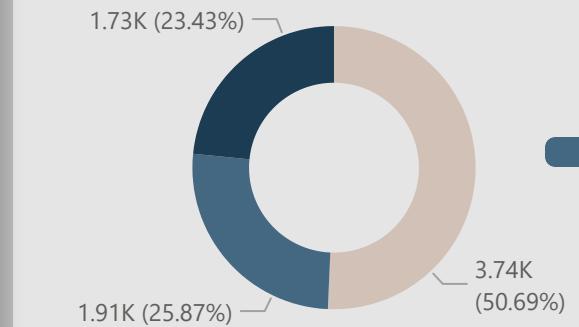
Performance Matrix

region APAC EU

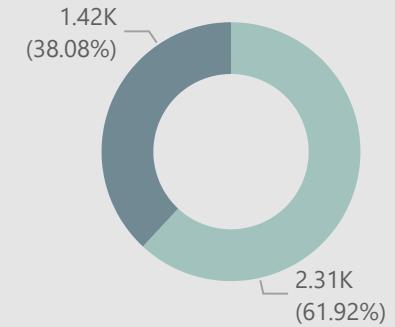


Unit Economics

Net Sales Total Post Invoice Pre Invoice Due

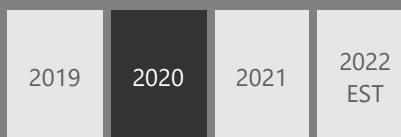
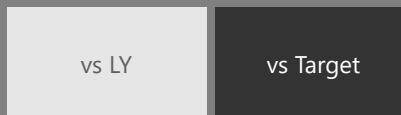


Total COGS Gross Margin





Filters



region, market

All

customer

All

segment, category, product

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Product Performance

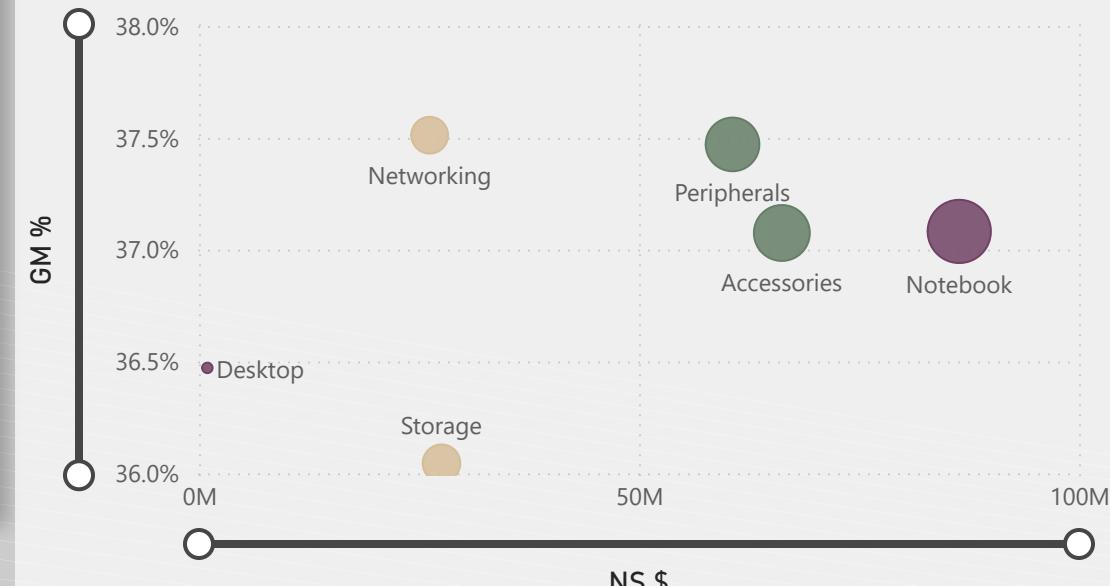
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	66.23M	24.56M	37.07%	-13.46M	-20.33%
+ Desktop	0.95M	0.35M	36.47%	-0.21M	-22.43%
+ Networking	26.22M	9.83M	37.51%	-5.21M	-19.88%
+ Notebook	86.39M	32.04M	37.08%	-17.70M	-20.48%
+ Peripherals	60.63M	22.72M	37.47%	-12.09M	-19.95%
+ Storage	27.56M	9.93M	36.05%	-5.85M	-21.22%

Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	147.98M	53.23M	35.97%	-27.23M	-18.40%
+ EU	55.79M	21.10M	37.82%	-9.31M	-16.69%
+ LATAM	2.00M	0.62M	30.96%	-0.20M	-10.26%
+ NA	62.21M	24.48M	39.35%	-17.78M	-28.58%

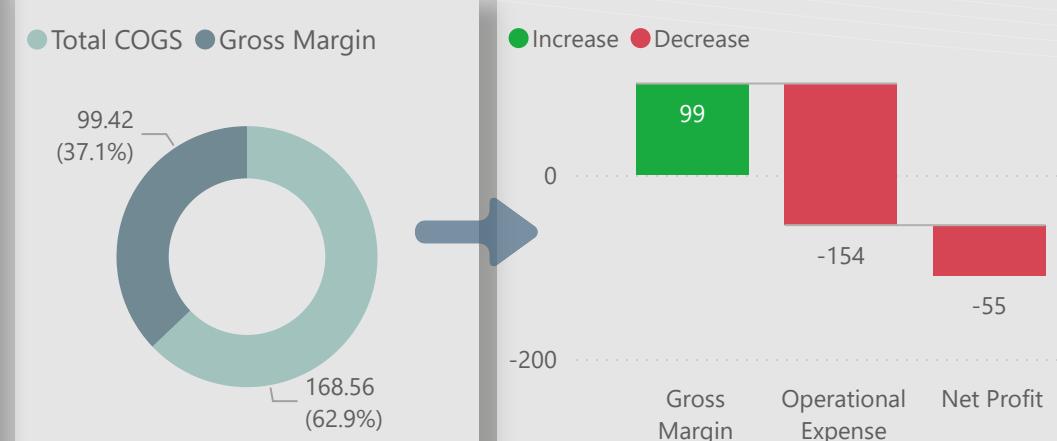
Show NP%

division N & S P & A PC



Performance Matrix

Unit Economics





Filters

vs LY	vs Target
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2019	2020	2021	2022 EST
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Qtr 1	Qtr 2	Qtr 3	Qtr 4
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YTD	YTG
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region, market

All

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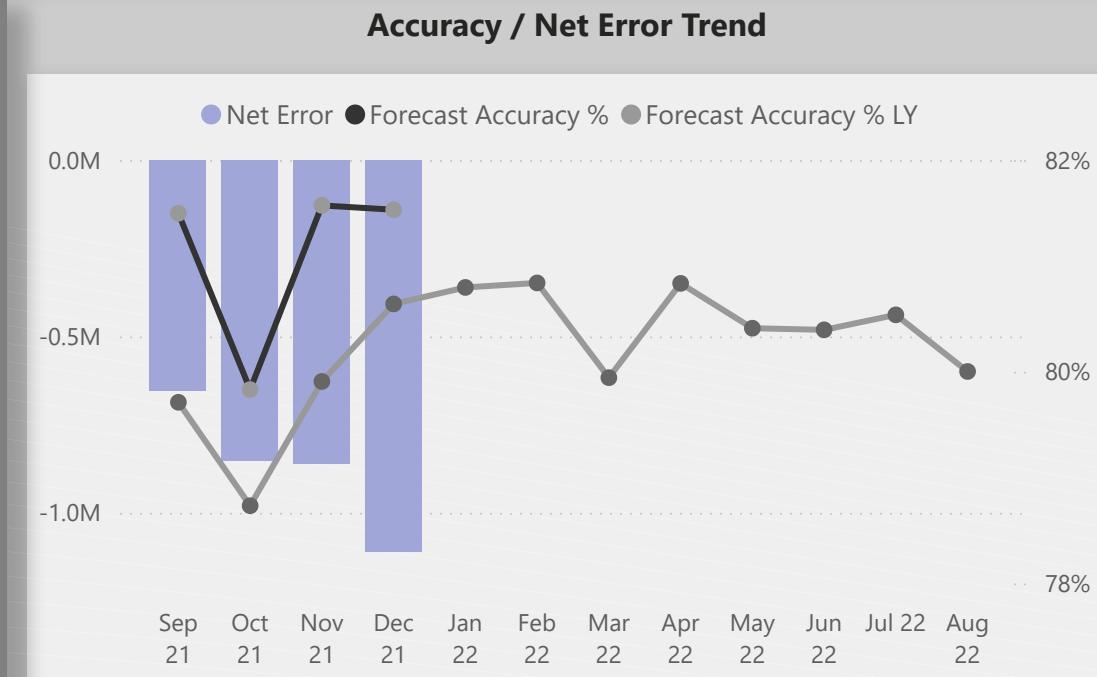
All

segment, category, product

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BM = Benchmark | LY = Last Year
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 EL = Excess Inventory | OOS = Out of Stock



Forecast Accuracy

81.17%✓

LY: 80.21% (+1.2%)

Net Error

-3472.69K✓

LY: -751.71K (-361.97%)

ABS Error

6899.0K✓

LY: 9780.7K (-29.46%)

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Zone	49.46%	-19035	-6.56%	50.30%	OOS
walmart	54.78%	84334	12.08%	50.12%	EI
Viveks	33.27%	-129058	-28.95%	43.03%	OOS
Vijay Sales	30.76%	-137937	-25.92%	42.98%	OOS
Unity Stores	8.32%	-35536	-61.31%	44.61%	OOS
UniEuro	50.30%	-89065	-23.90%	58.22%	OOS
Taobao	42.65%	-13408	-7.14%	44.98%	OOS
Synthetic	30.36%	-191078	-36.09%	37.93%	OOS
Surface Stores	51.75%	-4304	-3.38%	49.59%	OOS
Staples	54.45%	79821	11.51%	49.38%	EI
Sound	32.34%	-97958	-41.81%	52.83%	OOS
Sorefroz	23.48%	-100677	-61.15%	55.21%	OOS
Saturn	41.54%	2197	2.85%	19.16%	EI
Sage	50.72%	154291	10.06%	33.58%	EI
Relief	51.88%	-348	-0.14%	52.04%	OOS
Reliance Digital	34.59%	-122328	-24.97%	45.19%	OOS
Radio Shack	45.64%	69253	16.48%	38.46%	EI
Radio Popular	52.94%	-49354	-18.61%	56.74%	OOS
Propel	42.18%	-135662	-23.13%	46.53%	OOS
Premium Stores	51.71%	-17551	-8.04%	55.64%	OOS
Power	54.06%	-11212	-10.18%	56.72%	OOS
Path	50.57%	91486	14.91%	45.53%	EI
Other	45.76%	-1052	-2.11%	49.27%	EI

Key Metrics By Products

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Accessories	87.42%	341468	1.72%	77.66%	EL
Desktop					
Business Laptop	94.04%	4991	1.35%	83.23%	EI
Personal Desktop	81.45%	73585	18.55%	88.81%	EI
Networking	93.06%	-12967	-1.69%	90.40%	OOS
Notebook	87.24%	-47221	-1.69%	79.99%	OOS
Peripherals	68.17%	-3204280	-31.83%	83.23%	OOS
Storage	71.50%	-628266	-25.61%	83.54%	OOS



Filters

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YTD YTG

fy_desc

2022 EST

Quarter

All

region, market

All

customer

All

segment, category, ...

All

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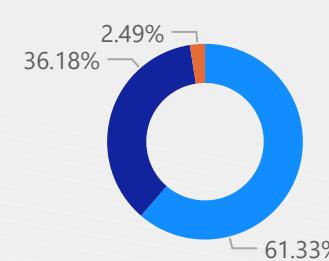
Chg = Change

EI = Excess Inventory

OOS = Out Of Stock

Revenue By Division

PC P & A N & S



Top 5 Product & Customer

product RC % GM %

AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%

customer RC % GM %

Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78% ↓
Atliq	8.22%	47.22%
Total	36.79%	39.19%

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	14.8M	0.4%	35.0% ↓	-5.1%	0.3%	3.4%	EI
NA	1,022.1M	27.4%	45.0% ↓	-23.0%	4.9%	14.4%	EI
ANZ	189.8M	5.1%	43.5% ↓	-11.7%	1.4%	-37.6%	OOS
India	945.3M	25.3%	35.8%	-24.1%	13.3%	-24.4%	OOS
NE	457.7M	12.3%	32.8% ↓	-22.5%	6.8%	-4.6%	OOS
ROA	788.7M	21.1%	34.2% ↓	-15.7%	8.3%	-4.6%	OOS
SE	317.8M	8.5%	37.0% ↓	-13.2%	16.4%	-55.5%	OOS
Total	3,736.2M	100.0%	38.1%	-20.2%	5.9%	-9.5%	OOS

Forecast Accuracy

81.17% ✓

LY: 80.21% (+1.2%)

Net Sales

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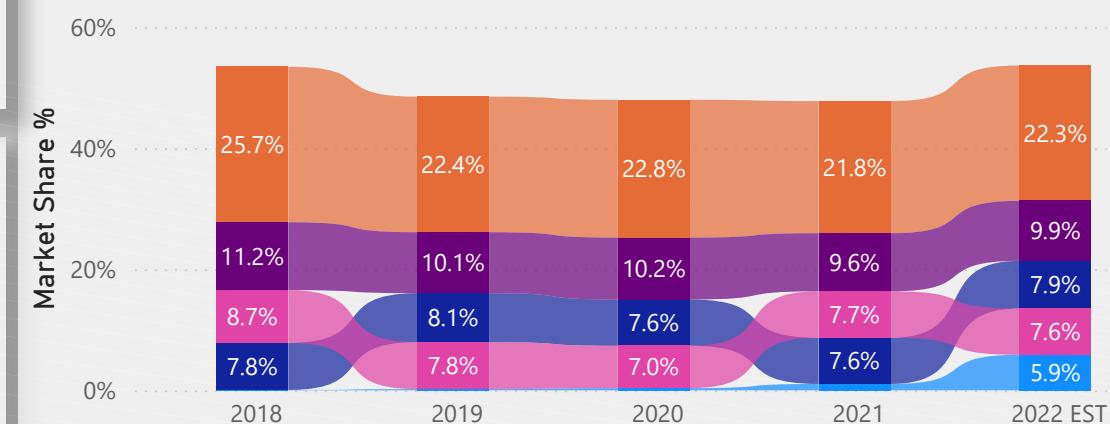
Net Profit %

-20.18% ✓

BM: -0.14 (+42.24%)

PC Market Share Trend - AtliQ & Competitors

manufacturer: atliq, bp, dale, innovo, pacer



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

NS \$ GM % Net Profit % Atliq MS %

