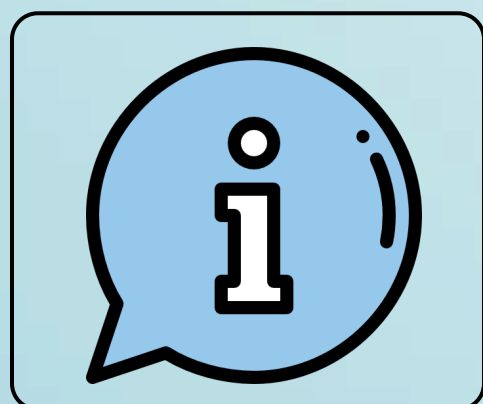




# Business Insights 360



## Info

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



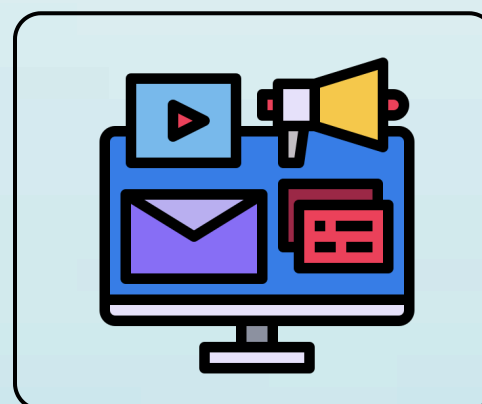
## Finance View

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



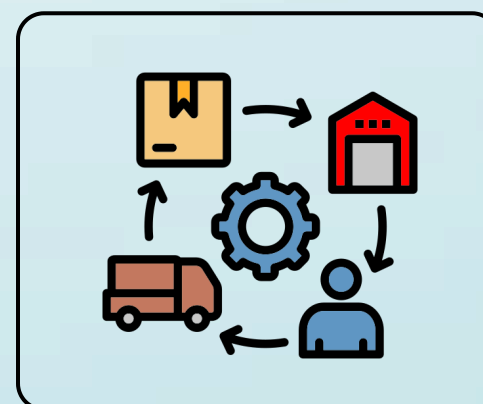
## Sales View

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



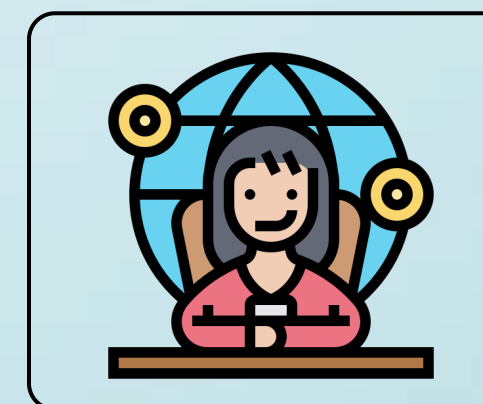
## Marketing View

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.



## Support

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

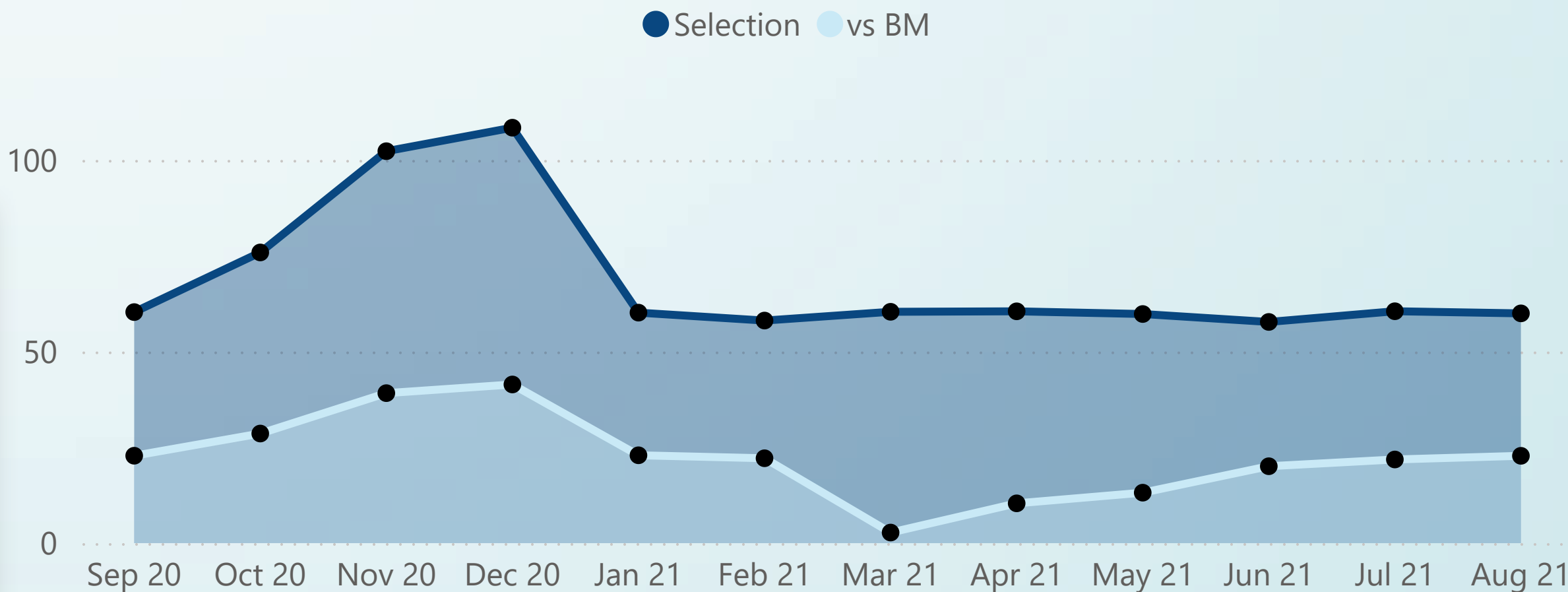
BM: -0.01 (-676.38%)

Net Profit %

## Profit and Loss Statement

Line Item	2021	BM	Chng	Chng %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expenses	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

## Net Sales Performance over Time



## Top / Bottom Customers & Products by Net Sales

region	P & L values	YoY chng %
⊕ APAC	441.98	198.67%
⊕ EU	200.77	259.88%
⊕ LATAM	3.16	58.40%
⊕ NA	177.94	186.03%
<b>Total</b>	<b>823.85</b>	<b>207.43%</b>

segment	P & L values	YoY chng %
⊕ Accessories	244.85	269.67%
⊕ Desktop	46.43	4791.34%
⊕ Networking	45.16	72.26%
⊕ Notebook	266.49	208.45%
⊕ Peripherals	166.51	174.64%
⊕ Storage	54.42	97.48%
<b>Total</b>	<b>823.85</b>	<b>207.43%</b>

BM : Benchmark , LY : Last Year



region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓

LY: 491.60K (+252.91%)

Net Error

9780.74K!

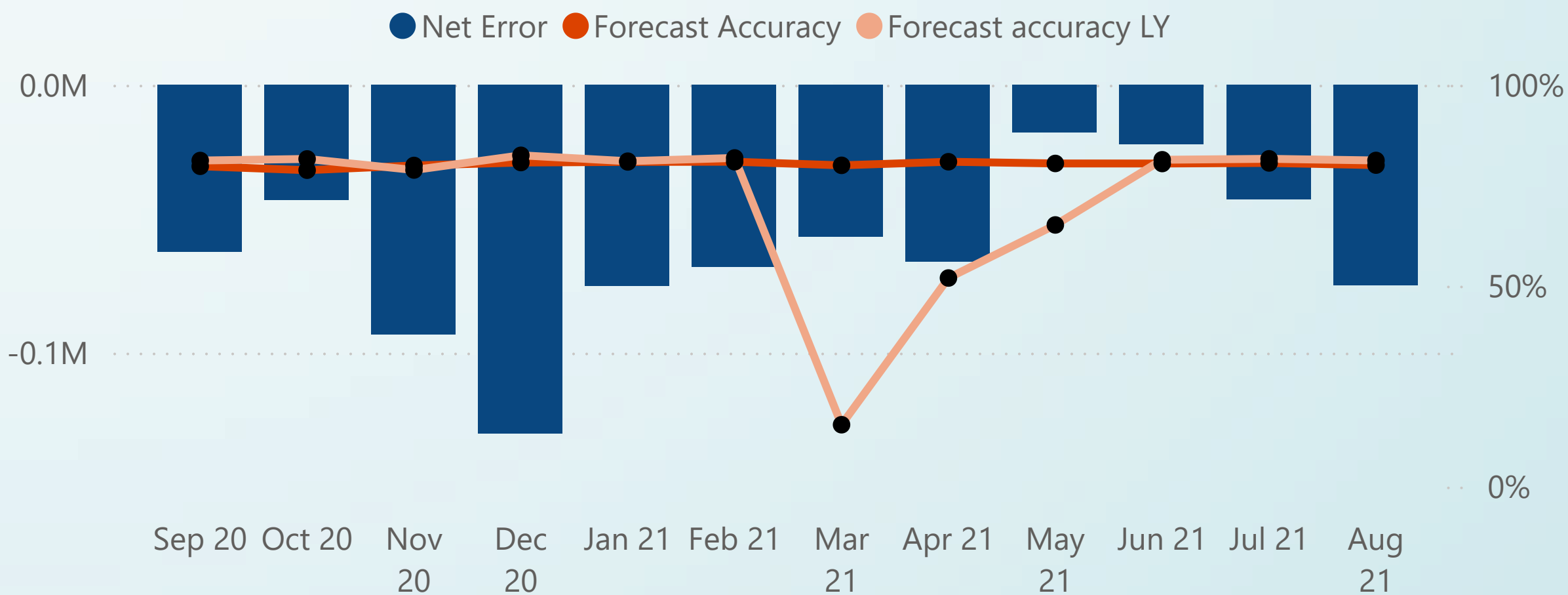
LY: 5743.20K (-70.3%)

ABS Error

### Key Metrics by Customer

customer	Forecast Accuracy	Forecast accuracy LY	Net Error	Net Error %	Risk
Leader	24.45%	31.01%	-462K	-42.10%	OOS
Sage	33.58%	35.92%	-426K	-33.69%	OOS
Novus	25.28%	36.59%	-229K	-38.18%	OOS
AltiQ Exclusive	71.15%	56.78%	-192K	-5.73%	OOS
Amazon	74.54%	48.43%	-155K	-2.35%	OOS
Synthetic	37.93%	38.32%	-146K	-18.65%	OOS
Acclaimed Stores	50.69%	8.69%	-123K	-16.23%	OOS
Atliq e Store	74.59%	55.24%	-95K	-2.30%	OOS
Flipkart	52.59%	11.82%	-92K	-5.80%	OOS
Circuit City	35.02%	9.90%	-85K	-19.00%	OOS
BestBuy	35.31%	7.31%	-73K	-16.97%	OOS
Digimarket	40.79%	39.69%	-72K	-23.20%	OOS
Control	47.42%	30.41%	-65K	-11.99%	OOS
Path	45.53%	9.55%	-59K	-10.57%	OOS
Insight	26.88%	37.11%	-51K	-34.72%	OOS
Ebay	50.49%	18.21%	-49K	-4.24%	OOS
Radio Shack	38.46%	7.10%	-47K	-11.19%	OOS
Total	80.21%	72.99%	-752K	-1.52%	OOS

### Accuracy / Net Error Trend



### Key Metrics by Product

segment	Forecast Accuracy	Forecast accuracy LY	Net Error	Net Error %	Risk
⊕ Accessories	77.66%	71.42%	-2133K	-7.06%	OOS
⊕ Desktop	84.37%	70.07%	16K	11.22%	EI
⊕ Networking	90.40%	52.50%	227K	8.17%	EI
⊕ Notebook	79.99%	76.65%	-51K	-3.96%	OOS
⊕ Peripherals	83.23%	75.18%	-318K	-5.89%	OOS
⊕ Storage	83.54%	81.01%	1508K	15.77%	EI

BM : Benchmark , LY : Last Year , OOS : Out of Stock, EI : Excess Inventory





region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

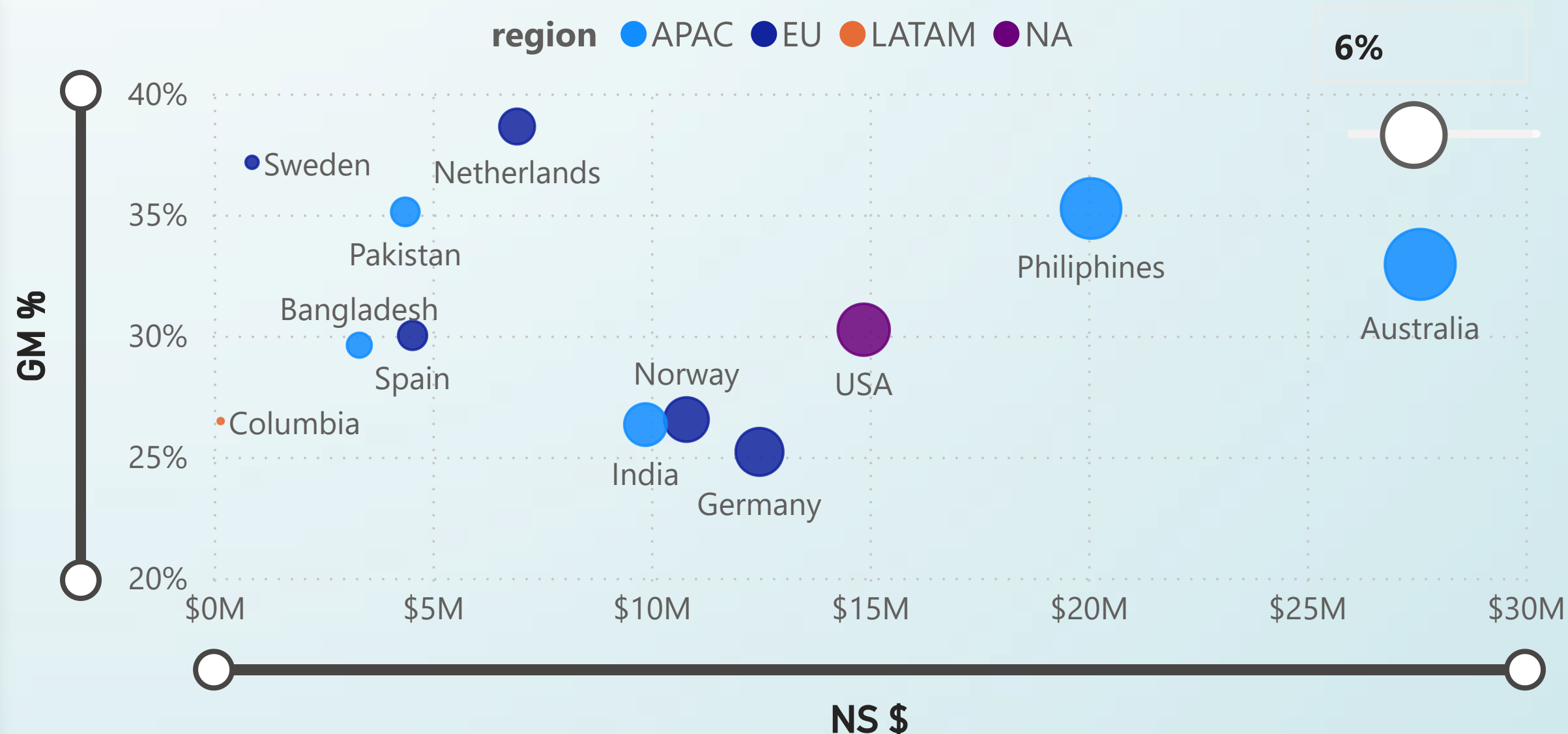
vs LY

vs Target

## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
Atliq e Store	\$70.31M	26.40M	37.54%
AltiQ Exclusive	\$69.15M	31.88M	46.10%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.22M	38.63%
Total	\$823.85M	300.63M	36.49%

## Performance Matrix

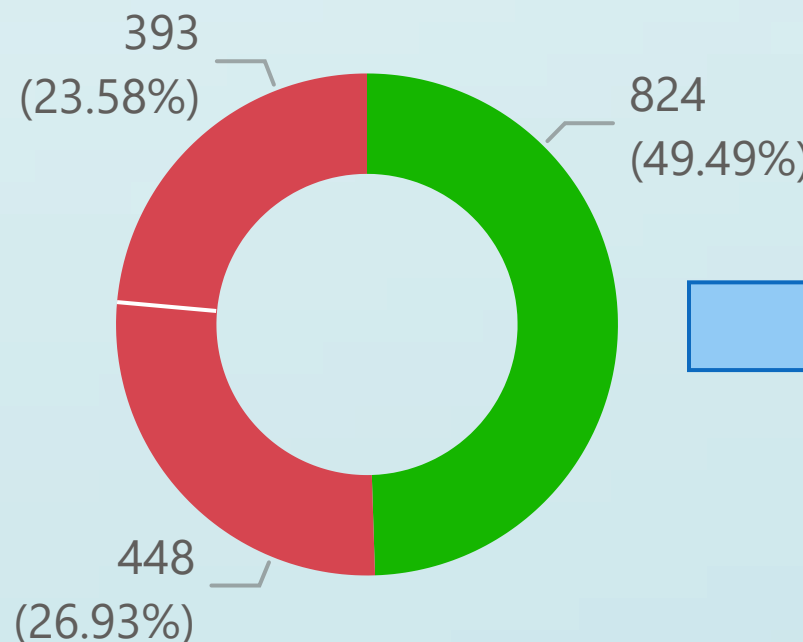


## Product Performance

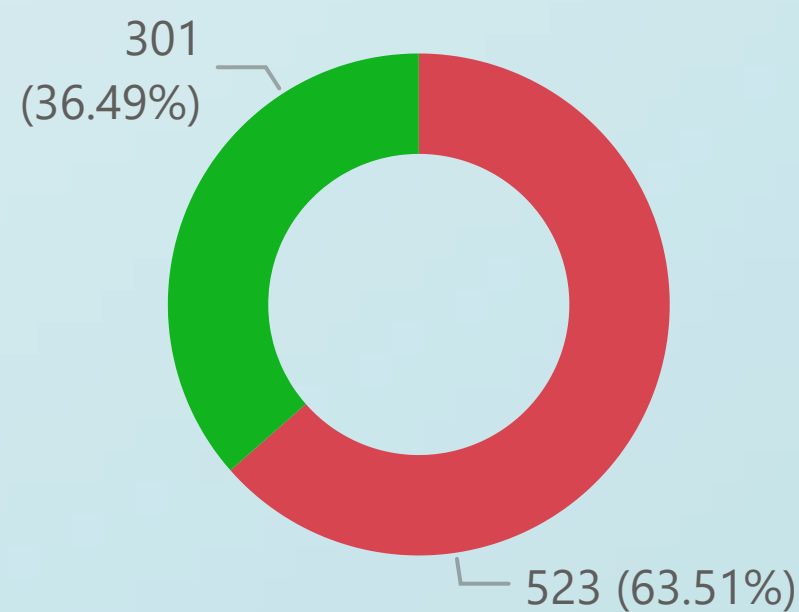
segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

## Unit Economics

● Net Sales ● Total Post In... ● Pre Invoic...



● Total COGS ● Gross Margin



BM : Benchmark , LY : Last Year



region, market

All

customer

All

segment, category, prod...

All

2019

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2021

2022

Q1

Q2

Q3

Q4

YTD

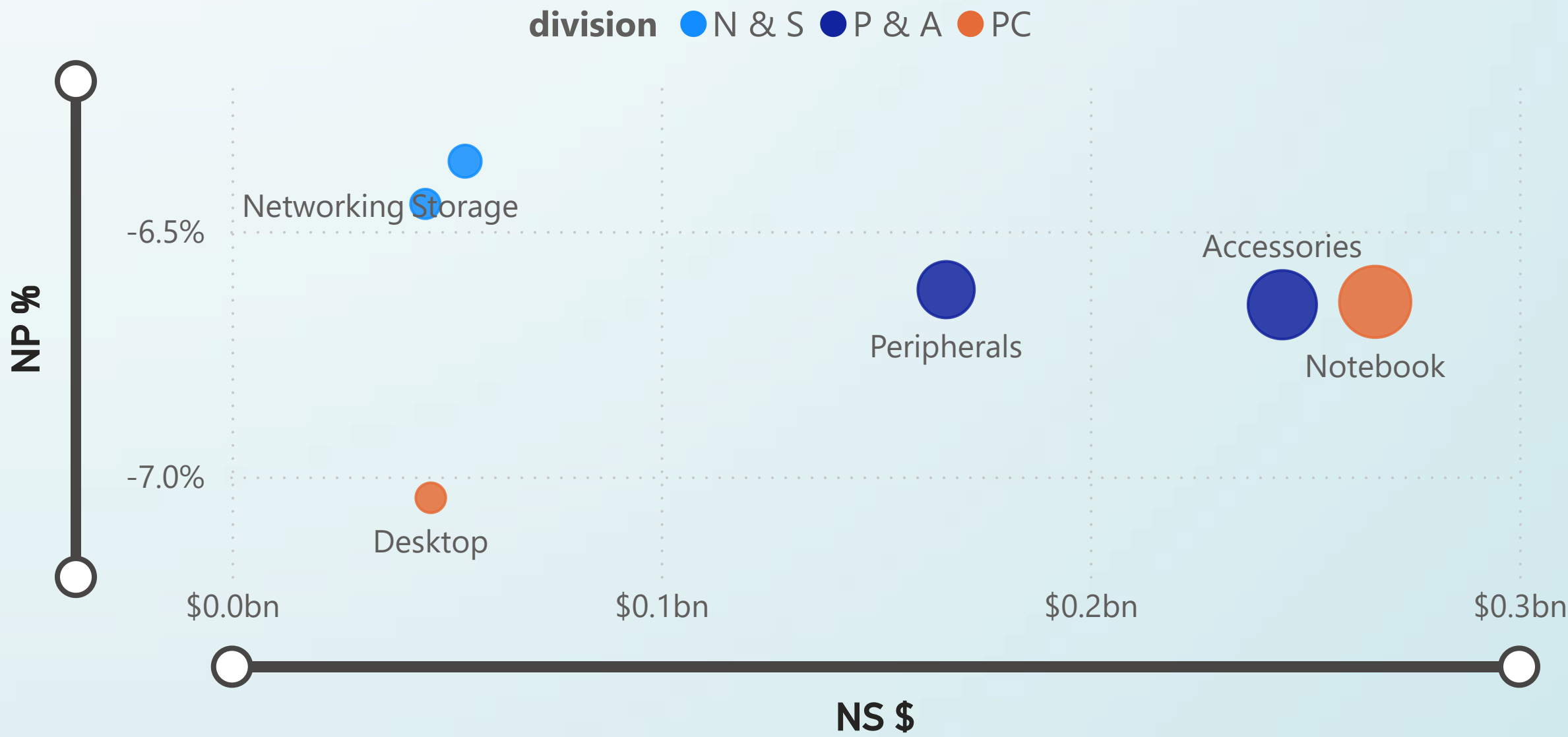
YTG

Show GM %

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit	NP %
<div>+ Accessories</div>	\$244.85M	89.30M	36.47%	(\$16.28M)	-6.65%
<div>+ Desktop</div>	\$46.43M	16.79M	36.17%	(\$3.27M)	-7.04%
<div>+ Networking</div>	\$45.16M	16.60M	36.75%	(\$2.91M)	-6.44%
<div>+ Notebook</div>	\$266.49M	97.12M	36.45%	(\$17.71M)	-6.64%
<div>+ Peripherals</div>	\$166.51M	60.81M	36.52%	(\$11.02M)	-6.62%
<div>+ Storage</div>	\$54.42M	20.00M	36.75%	(\$3.46M)	-6.36%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>	<b>(\$54.65M)</b>	<b>-6.63%</b>

## Performance Matrix

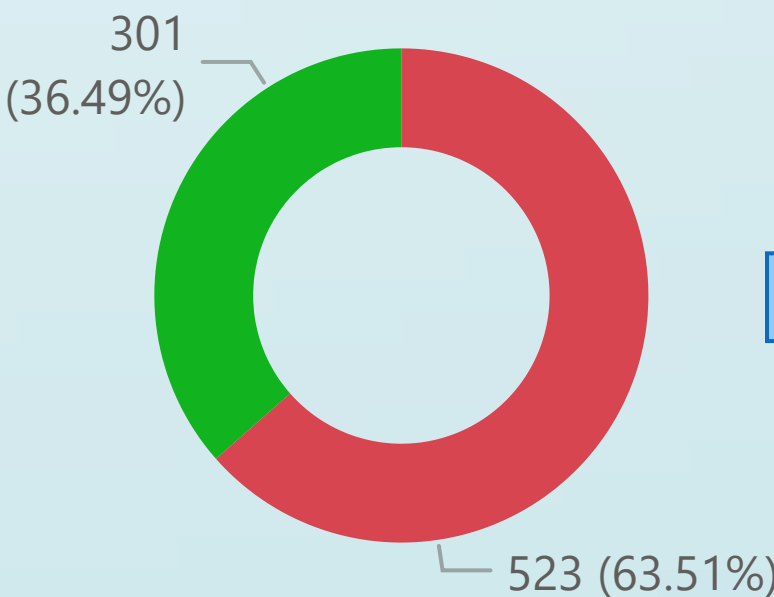


## Region / Market / Customer Performance

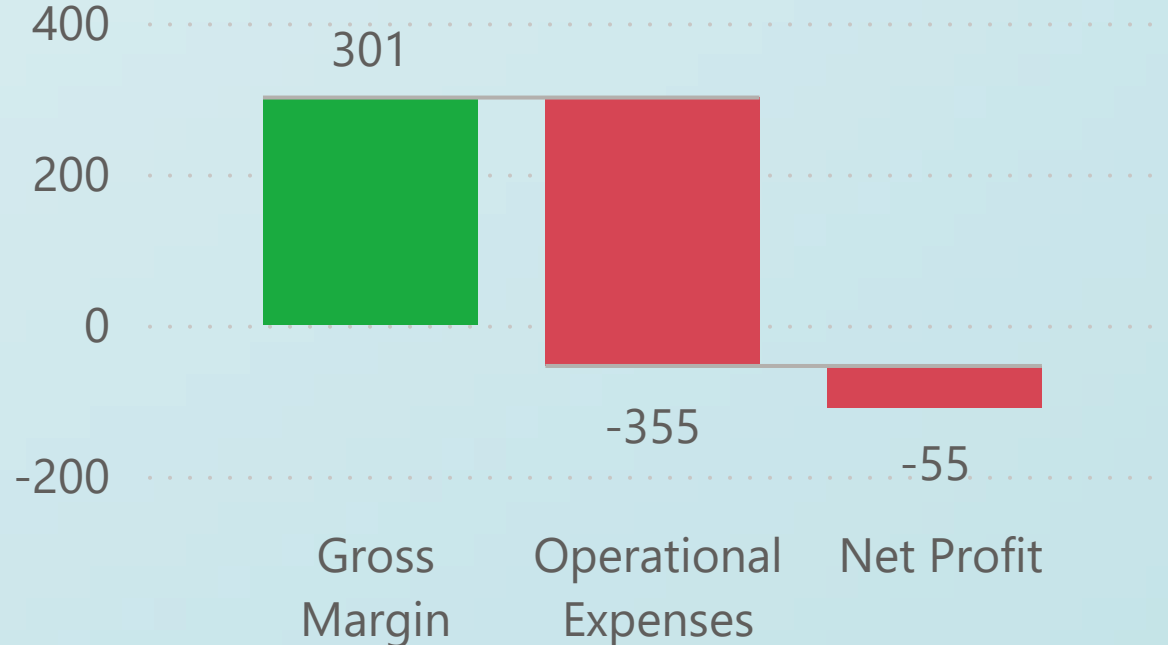
region	NS \$	GM \$	GM %	Net Profit	NP %
<div>+ APAC</div>	\$441.98M	156.21M	35.34%	(\$33.33M)	-7.54%
<div>+ EU</div>	\$200.77M	76.98M	38.34%	\$2.81M	1.40%
<div>+ NA</div>	\$177.94M	66.25M	37.23%	(\$24.32M)	-13.67%
<div>+ LATAM</div>	\$3.16M	1.19M	37.54%	\$0.20M	6.18%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>	<b>(\$54.65M)</b>	<b>-6.63%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



BM : Benchmark , LY : Last Year



region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

\$823.85M✓

BM: 267.98M

(+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

BM: -0.01 (-676.38%)

Net Profit %

80.21%✓

BM: 72.99% (+9.88%)

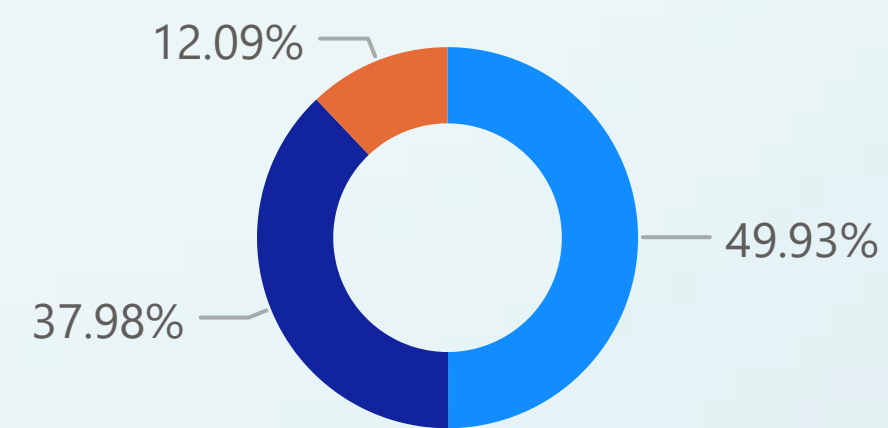
Forecast Accuracy

vs LY

vs Target

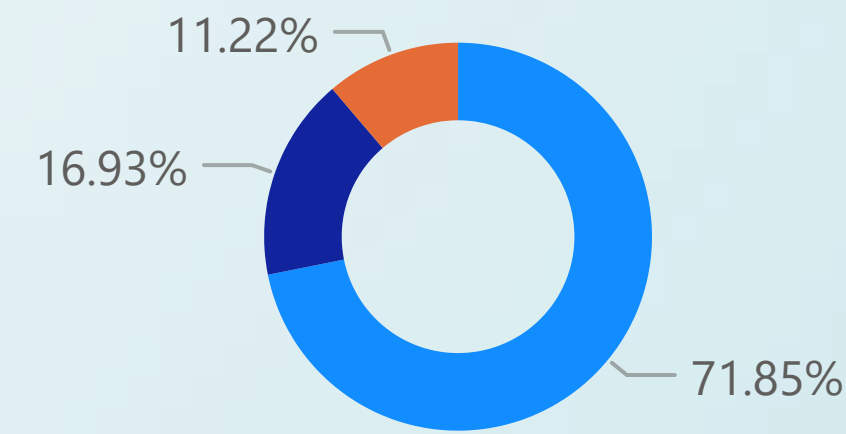
## Revenue by Division

division ● P &amp; A ● PC ● N &amp; S



## Revenue by Channel

channel ● Retailer ● Direct ● Distributor

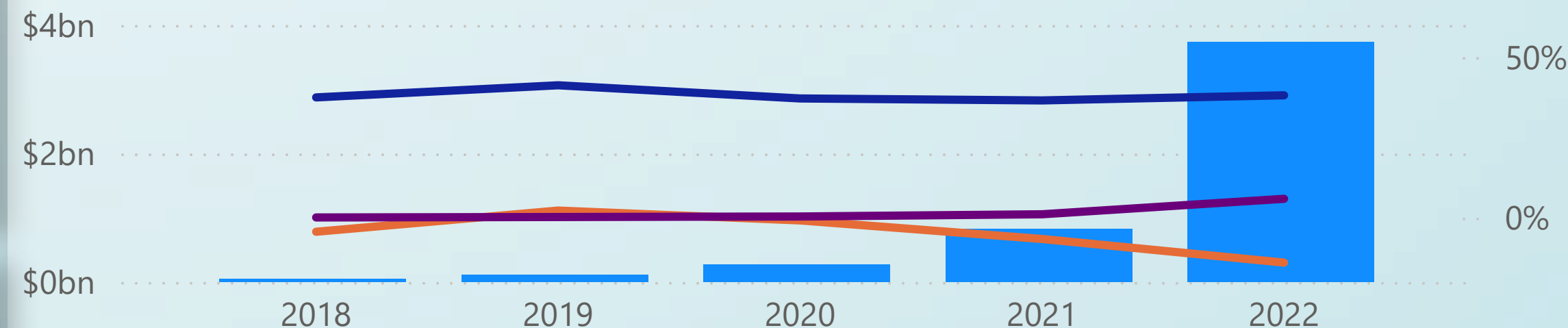


## Key Insights by Sub Zone

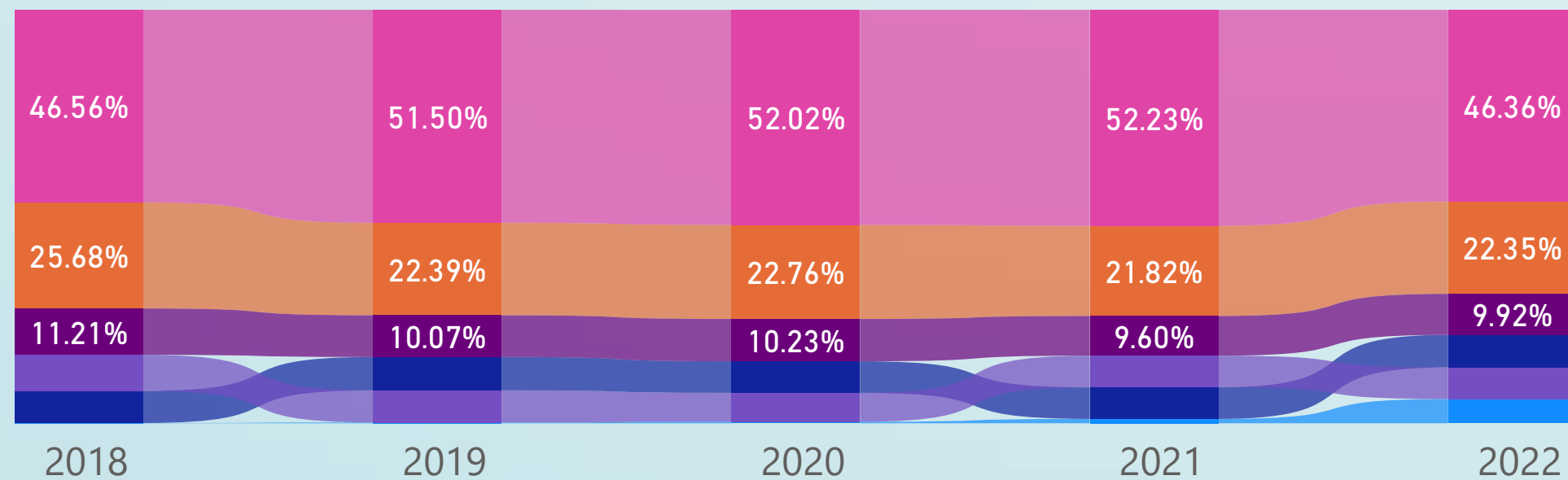
Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
SE	\$91.5M	11.10%	38.7%	4.4%	6.6%	10.56%	EI
ROA	\$186.9M	22.69%	38.3%	8.2%	3.2%	-21.55%	OOS
NE	\$109.3M	13.27%	38.0%	-1.1%	2.5%	11.27%	EI
NA	\$177.9M	21.60%	37.2% ↓	-13.7%	1.8%	-7.06%	OOS
LATAM	\$3.2M	0.38%	37.5%	6.2%	0.1%	5.32%	EI
India	\$210.7M	25.57%	32.0% ↓	-24.7%	5.1%	3.90%	EI
ANZ	\$44.4M	5.39%	38.5% ↓	7.3%	0.5%	-5.19%	OOS
Total	\$823.8M	100.00%	36.5% ↓	-6.6%	2.3%	-1.52%	OOS

## Yearly Trend by Revenue, GM %, NP %, Market share %

● NS \$ ● GM % ● NP % ● AtliQ MS %



manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer



## Top 5 Customers by Revenue

customer	RC %	GM %
AltiQ Exclusive	8.39%	46.10% ↓
Amazon	13.23%	35.40% ↓
Atliq e Store	8.53%	37.54% ↓
Flipkart	3.07%	30.23% ↓
Sage	3.29%	35.16% ↓
Total	36.51%	37.90% ↓

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.10%	35.97% ↓
AQ Gen Y	2.86%	36.06% ↓
AQ Maxima	2.71%	36.68% ↓
AQ Qwerty	3.38%	37.09% ↓
AQ Trigger	3.27%	36.89% ↓
Total	16.32%	36.52% ↓

BM : Benchmark , LY : Last Year , OOS : Out of Stock, EI : Excess Inventory