Business Insight 360

CODE BASICS

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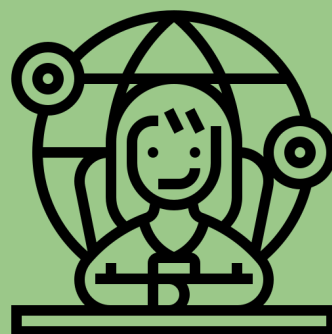
Marketing
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**

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.

Information

region, market	customer	segment, category, ...
All	All	All

2018	2019	2020	>	Q1	Q2	Q3	Q4		YTD	YTG

vs LY | **vs Target**

$3.74bn !	38.08% !	-13.98% ✓
BM: 3.81bn (-1.86%)	BM: 38.3% (-0.66%)	BM: -14.19% (+1.47%)
Net Sales	**GM %**	**Net Profit %**

Profit and Loss Statement

Line Item	2022Est	BM	Chg	Chg %
Net Profit%	-13.98	-14.19	0.21	-1.47
Net Profit	-522.42			
Operational Expense	-1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.66
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Total COGS	2,313.29			
- Other Cost	15.52			
- Freight Cost	100.49			
- Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Total Post Invoice Deduction	1,906.95			
- Post Deductions	663.42			
- Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			

BM Benchmark LY Last Year

NetSales Performance over Time

● Selection ● vs BM
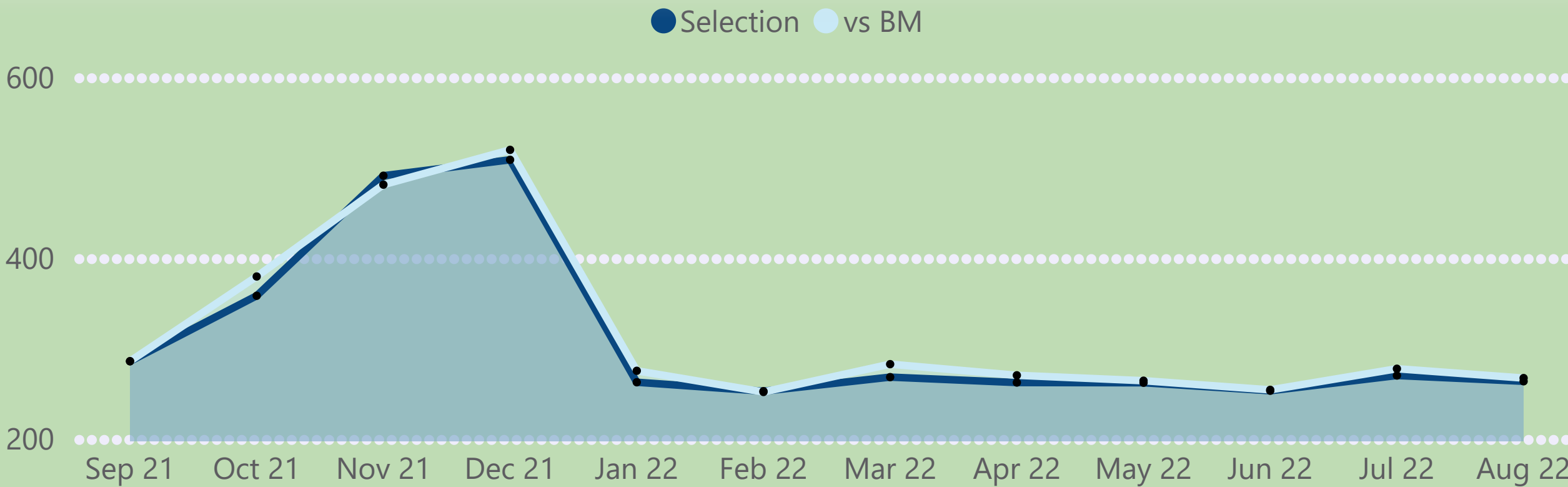
Top / Bottom Products & Customer by NetSales

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
Total	**3,736.17**	**-1.86**

segment	P&L VAlues	P&L Chg %
⊞ Accessories	454.10	
⊞ Desktop	711.08	
⊞ Networking	38.43	
⊞ Notebook	1,580.43	
⊞ Peripherals	897.54	
⊞ Storage	54.59	
Total	**3,736.17**	**-1.86**

Customer Performance

customer	NS $	GM $	GM %
Relief	$30.72M	14.92M	48.55%
AltiQ Exclusive	$307.17M	145.05M	47.22%
Circuit City	$52.42M	24.51M	46.77%
Neptune	$105.69M	49.36M	46.70%
Premium Stores	$27.49M	12.72M	46.27%
walmart	$72.41M	33.06M	45.66%
BestBuy	$49.34M	22.15M	44.89%
Taobao	$22.66M	9.97M	44.00%
Path	$59.32M	25.81M	43.50%
Control	$54.14M	23.51M	43.42%
Nomad Stores	$27.72M	12.03M	43.42%
Radio Shack	$46.15M	19.99M	43.30%
Integration Stores	$9.33M	3.98M	42.70%
Flipkart	$138.49M	58.37M	42.14%
Digimarket	$25.00M	10.28M	41.11%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

Performance Market

region ● APAC ● EU

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%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**
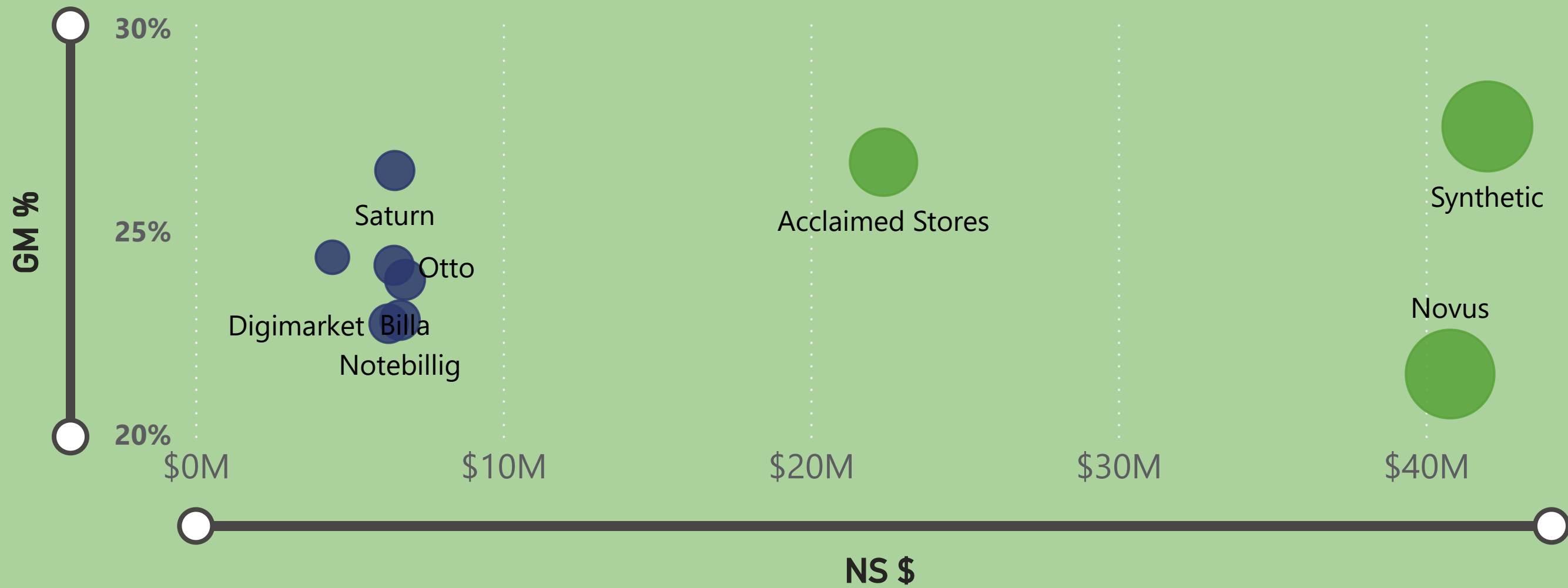
Unit Economics

P&L VAlues by Description

● Net Sales ● Total Post Invoi... ● Pre Invoice ...
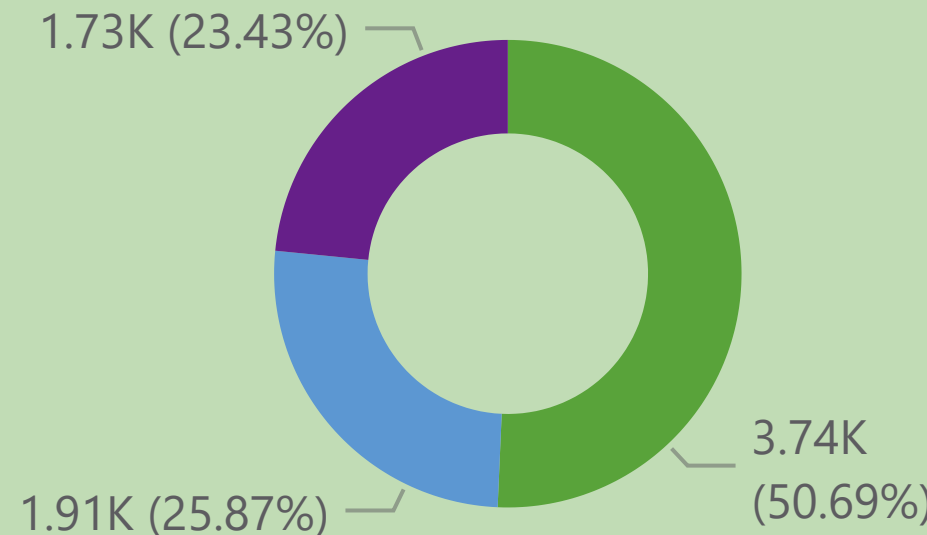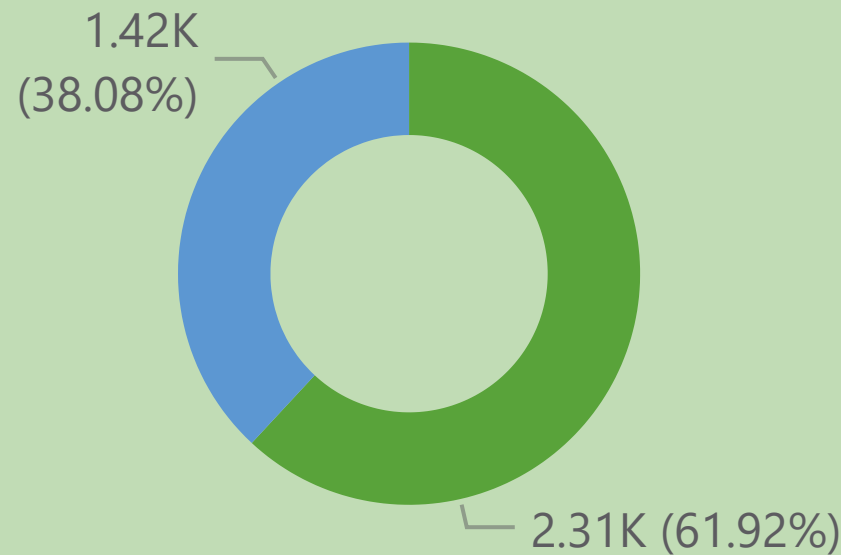
1.73K (23.43%)
3.74K (50.69%)
1.91K (25.87%)

P&L VAlues by Description

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

Show GM %

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Performance Matrix

division ● N & S ● P & A ● PC

Net Profit % vs NS $ scatter plot with points: MotherBoard, External Solid State Drives, Internal HDD, Keyboard, Mouse, Batteries, Graphic Card, USB Flash Drives, Personal Desktop, Personal Laptop, Processors, Gaming Laptop
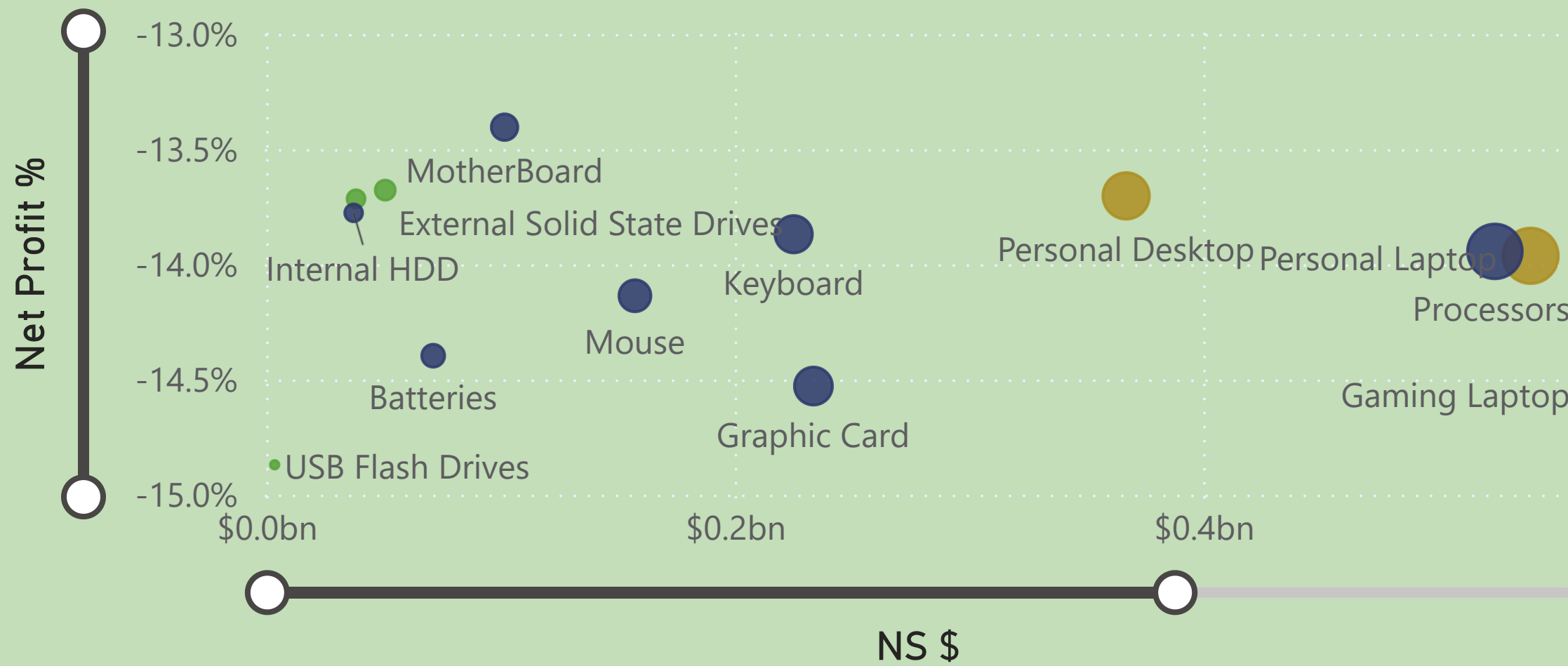
Region / Market /Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
⊞ EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊞ NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

P&L VAlues by Description

● Total COGS ● Gross Margin

1.42K (38.08%)

2.31K (61.92%)
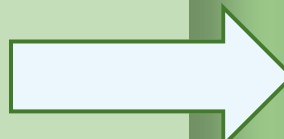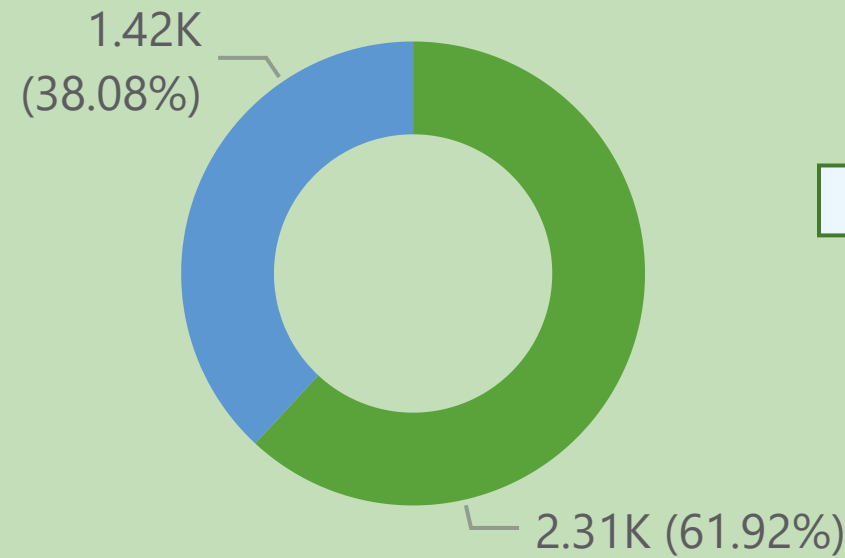
P&L VAlues by Description

● Increase ● Decrease

Gross Margin — OPerational Expense — Net Profit

81.17% ✓
LY: $823.85M (+100%)
Forecast Accuracy

–3472.69K ✓
LY: -751.71K (-361.97%)
Net Error

6899.0K ✓
LY: 0.0K% (+3664225500%)
ABS Error

Key Metrics By Customer

customer	forecast accuracy %	forcast Accuracy % LY	Net Error	Net Error%	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy and Net Error Trend

● Net Error ● forecast accuracy % ● forcast Accuracy % LY
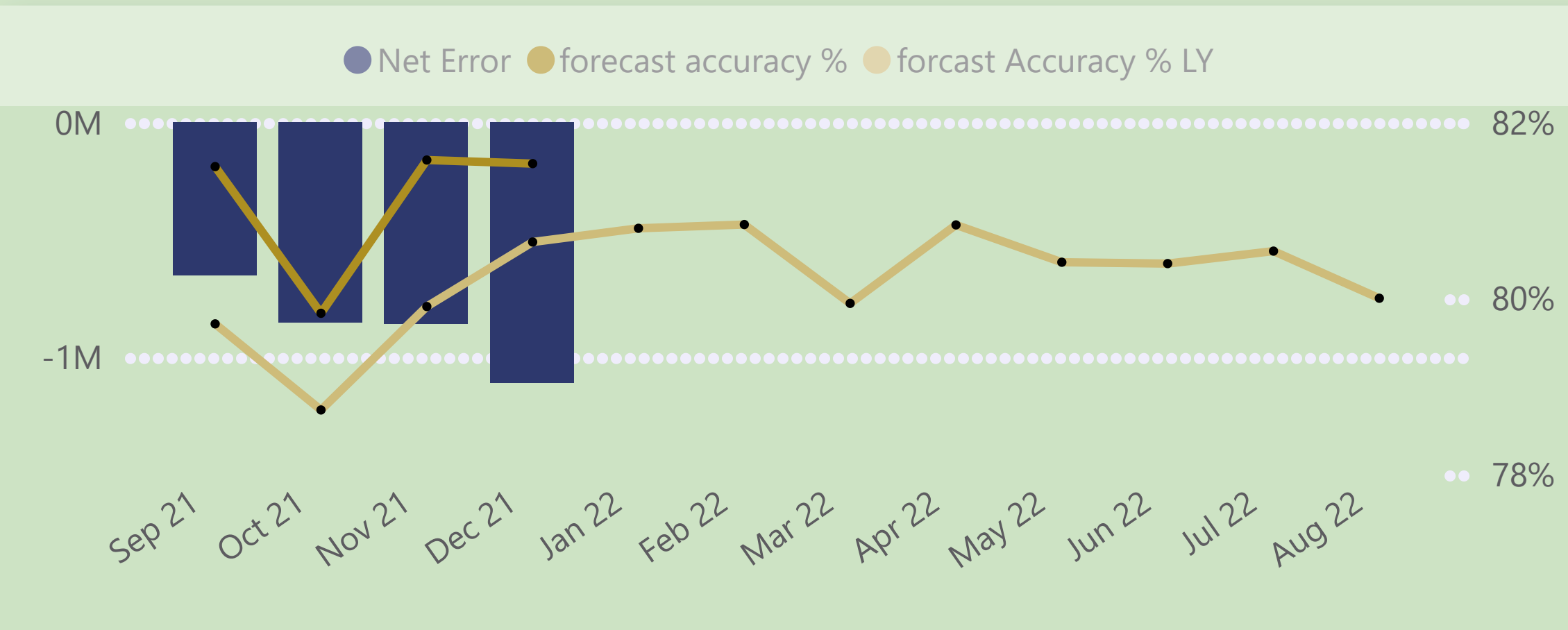
Key Metrics By Product

segment	forecast accuracy %	Net Error	Risk	Net Error%
⊞ **Accessories**	87.42%	341468	EI	1.72%
⊞ **Desktop**	87.53%	78576	EI	10.24%
⊞ **Networking**	93.06%	-12967	OOS	-1.69%
⊞ **Notebook**	87.24%	-47221	OOS	-1.69%
⊞ **Peripherals**	68.17%	-3204280	OOS	-31.83%
⊞ **Storage**	71.50%	-628266	OOS	-25.61%
Total	**81.17%**	**-3472690**	**OOS**	**-9.48%**

region, market
All

customer
All

segment, category, ...
All

2018 | 2019 | 2020 | >

Q1 | Q2 | Q3 | Q4

vs LY | vs Target

YTD | YTG

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.3% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
BM: $823.85M (+100%)
Forecast Accuracy

Revenue By Division

division ● PC ● P & A ● N & S

36.18%
61.33%
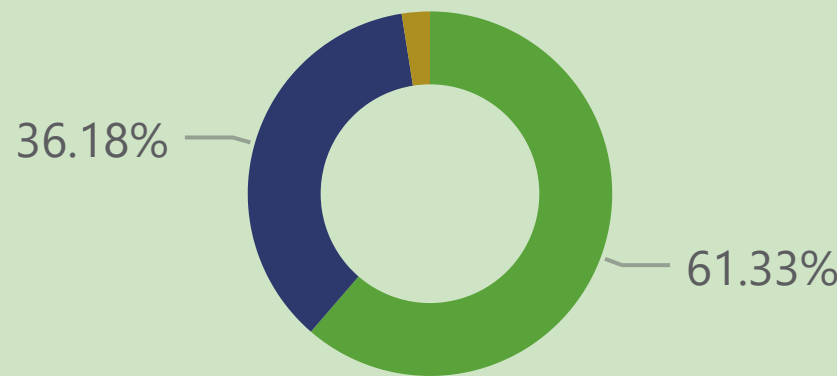
Revenue By Channel

channel ● Retailer ● Direct ● Distributor

10.67%
16.36%
72.97%

Key_Insights By Sub_Zone

sub_zone	NS $	RC %	GM % Varience	GM %	Net Profit %	Atliq MS%	Net Error%	Ris
NA	$1,022.1M	27.4%	1.20%	45.0% ⇓	-14.2%	4.9%	14.35%	EI
ANZ	$189.8M	5.1%	0.83%	43.5% ⇓	-7.4%	1.4%	-37.61%	OO
SE	$317.8M	8.5%	0.27%	37.0% ⇓	-4.0%	16.4%	-55.47%	OO
India	$945.3M	25.3%	-0.96%	35.8%	-23.0%	13.3%	-24.37%	OO
LATAM	$14.8M	0.4%	0.46%	35.0% ⇓	-2.9%	0.3%	3.37%	EI
ROA	$788.7M	21.1%	0.49%	34.2% ⇓	-6.3%	8.3%	-4.56%	OO
NE	$457.7M	12.3%	0.17%	32.8%	18.1%	6.8%	-4.56%	OO
Total	**$3,736.2M**	**100.0%**	**0.25%**	**38.1%**	**-14.0%**	**5.9%**	**-9.48%**	**OO**

yearly Trend By Revenue GM %,Net Profit % Marketshare %

● NS $ ● GM % ● Net Profit % ● Atliq MS

$4bn
$2bn
$0bn

50%
0%

2018 | 2019 | 2020 | 2021 | 2022Est

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022Est
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
					7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	5.9%

60% | 40% | 20% | 0%

fsy_des

BM Benchmark LY Last Year EI = Excess Inventory OOS=out of stock
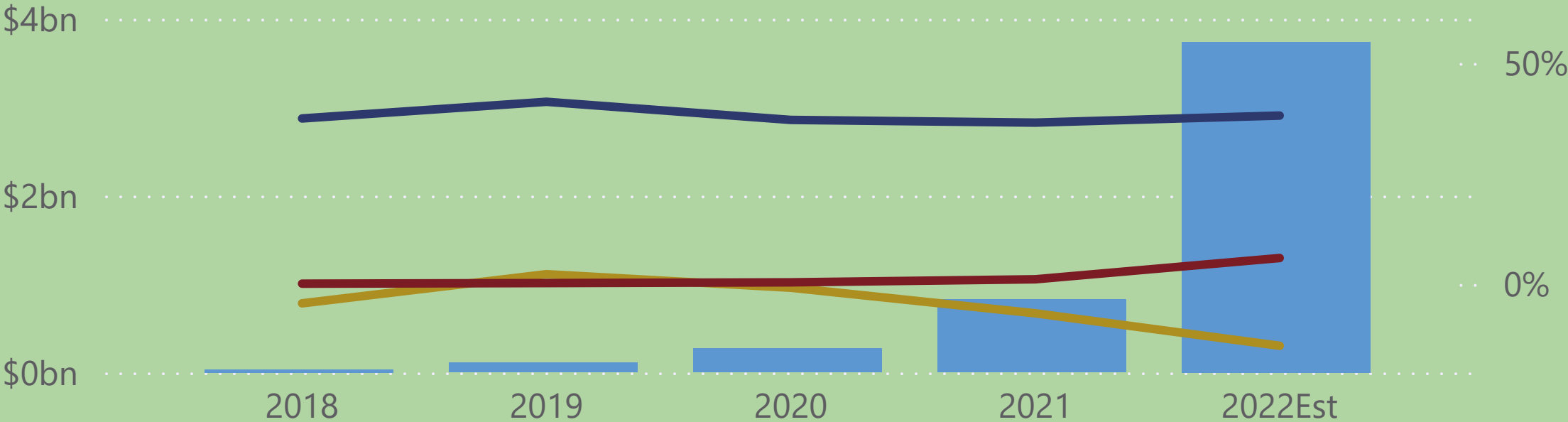
Top / Bottom Products & Customer by NetSales

customer	RC %	GM %	GM % BM
AltiQ Exclusive	8.2%	47.22%	38.3%
Amazon	13.3%	36.78% ⇓	38.3%
Atliq e Store	8.1%	36.88% ⇓	38.3%
Flipkart	3.7%	42.14%	38.3%
Sage	3.4%	31.53% ⇓	38.3%
Total	**36.8%**	**39.19%**	**38.3%**

product	RC %	GM %	GM % B
AQ BZ Allin1 Gen 2	5.4%	38.51%	38.3
AQ Home Allin1	4.1%	38.71%	38.3
AQ HOME Allin1 Gen 2	5.7%	38.08% ⇓	38.3
AQ Smash 1	3.8%	37.43% ⇓	38.3
AQ Smash 2	4.1%	37.40% ⇓	38.3
Total	**23.2%**	**38.06%**	**38.3**