



Business Insight 360



Finance View

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



Sales View

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



Marketing View

Analyse 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.



Information



Support



Filters

Select Benchmark(BM)

vs LY vs Target

2018 2019 2020

Q1 Q2 Q3 Q4

YTD YTG

By Stores

All

By Region/Country

All

By Category

All

Abbreviation

BM = Benchmark | LY = Last Year
NS=Net Sales | GM=Gross Margin
NP=Net Profit | Chg=Change

All Values in Millions \$

Net Sales \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

Gross Margin %

37.83%

BM: 37.07% | 2.05% ▲

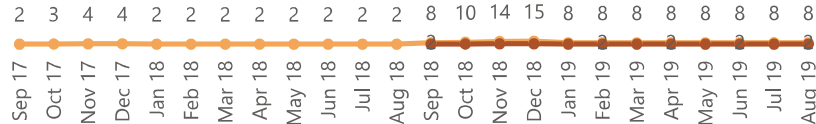
Net Profit %

- 11.64%

BM: -4.52% | 157.19% ▲

Net sales Performance Over Time

● Selection ● vs BM



Profit and Loss Statement

Line Item	BM	Chg	Chg %
Gross Sales	2,467.97	7,370.14	298.63
Pre Invoice Deduction	578.56	1,727.01	298.50
Net Invoice Sales	1,889.41	5,643.13	298.67
- Post Discounts	417.86	1,243.54	297.59
- Post Deductions	239.23	663.42	277.31
Total Post Invoice Deduction	657.10	1,906.95	290.21
Net Sales	1,232.31	3,736.17	303.18
- Manufacturing Cost	737.81	2,197.28	297.81
- Freight Cost	32.58	100.49	308.44
- Other Cost	5.09	15.52	305.20
Total COGS	775.48	2,313.29	298.31
Gross Margin	456.84	1,422.88	311.46
Gross Margin %	37.07	0.76	2.05
GM / Unit	5.36	5.35	99.73
Operational Expenses	-512.59	-1,945.30	-379.50
Net Profit	-55.76	-522.42	-936.96
Net Profit %	-4.52	-7.11	-157.19

Primary Parameter

☒ Region☐ Category

Secondary Parameter

☒ Market☐ Product

Top/Bottom Products & Customers by Net sales

Region	Values	P & L Chg %
APAC	2,605.73	282.10
EU	1,051.01	281.46
LATAM	21.00	239.67
NA	1,290.74	380.46



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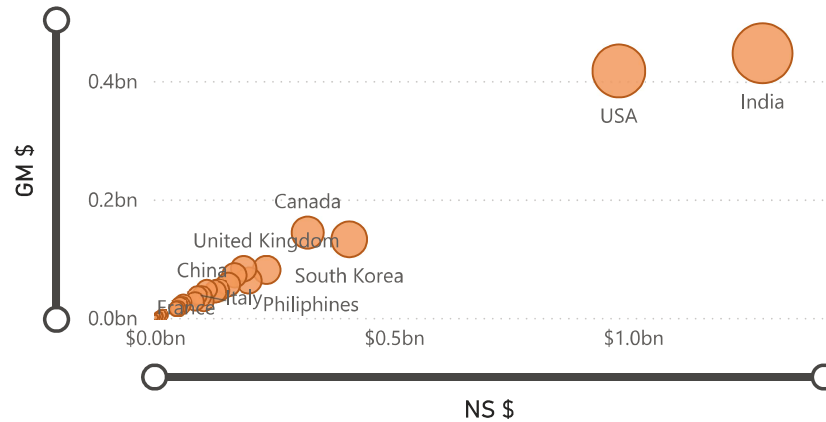
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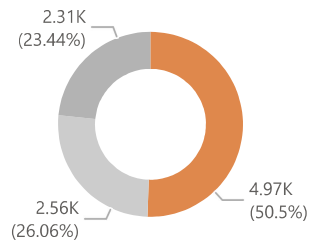
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Performance Matrix

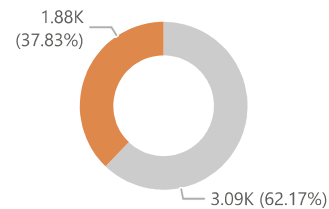
GM \$ NP \$



Net Sales Total Post I... Pre Invoice ...



Total COGS Gross Margin



Customer Performance

Customer Product

Customer	NS \$	GM \$	GM %
Amazon	\$675.1M	248.1M	36.76%
Atliq e Store	\$417.6M	155.0M	37.13%
AltiQ Exclusive	\$409.1M	192.9M	47.16%
Flipkart	\$179.6M	71.5M	39.78%
Sage	\$170.7M	55.4M	32.45%
Leader	\$157.0M	49.7M	31.67%
Neptune	\$132.5M	60.3M	45.54%
Ebay	\$123.8M	44.8M	36.17%
Acclaimed Stores	\$93.8M	37.0M	39.46%
Electricalsociety	\$92.4M	33.2M	35.98%
walmart	\$90.4M	39.9M	44.08%
Electricalslytical	\$89.9M	33.3M	37.05%
Propel	\$81.6M	30.4M	37.29%
Staples	\$81.4M	30.9M	38.00%
Costco	\$79.4M	30.7M	38.72%
Synthetic	\$76.7M	24.7M	32.15%
Path	\$74.5M	31.6M	42.49%



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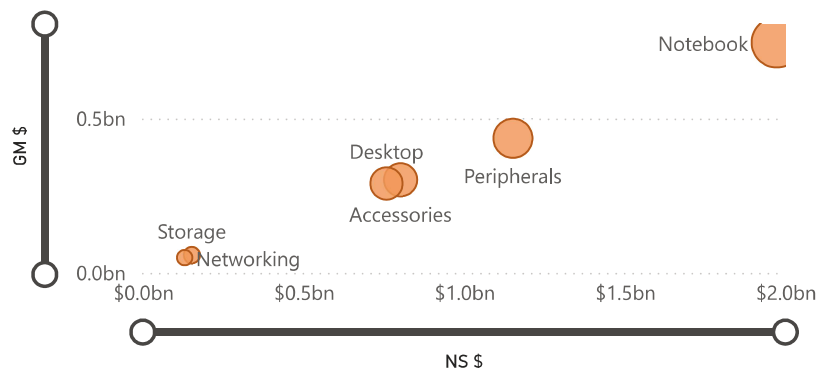
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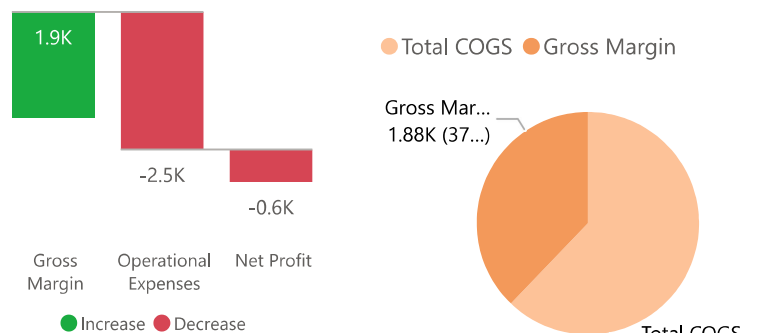
Performance Matrix

GM \$

NP \$



Net Sales and Gross Margin Bifurcation



Segment ☒ Market

region market

Performance Over Market

region	NS \$	GM \$	GM %	NP \$	NP%
NA	\$1,290.7M	560.9M	43.5%	-173.0M	-13.4%
APAC	\$2,605.7M	937.7M	36.0%	-312.9M	-12.0%
EU	\$1,051.0M	373.7M	35.6%	-92.1M	-8.8%
LATAM	\$21.0M	7.4M	35.3%	-0.2M	-0.8%



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FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



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All Values in Millions \$

125M

Sales Qty

24M

Abs Error

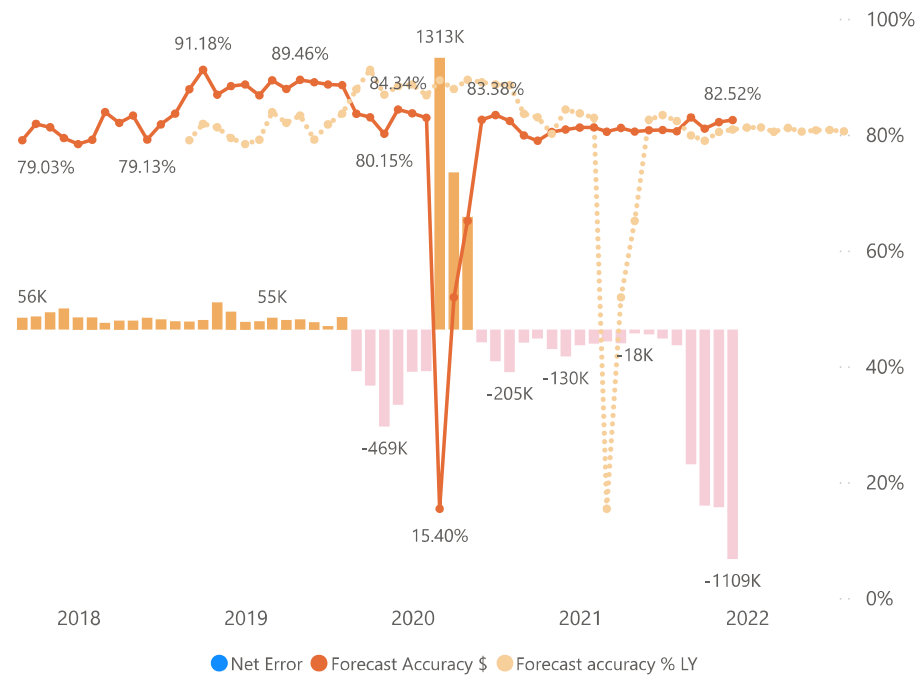
-1.97%

Net Error %

80.71%

Forecast Accurac...

Accuracy/ Net Error Trend



Key Matrix By Customer

Customer	FCA \$	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	65.38%	59.58%	-162373	-8.31%	OOS
All-Out	60.54%	54.29%	-6876	-6.30%	OOS
AltiQ Exclusive	75.44%	73.90%	-66287	-0.77%	OOS
Amazon	75.16%	73.28%	-1394379	-8.39%	OOS
Argos (Sainsbury's)	68.75%	67.81%	-1394	-0.30%	OOS
Atlas Stores	66.29%	62.68%	119793	18.87%	EI
Atlas e Store	75.92%	74.62%	-865676	-8.40%	OOS

Key Matrix By Products

Segment	FCA \$	FCA % LY	Net Error	Net Error %	Risk
Desktop	88.16%	84.28%	94729	10.36%	EI
Notebook	84.55%	79.80%	22621	0.45%	EI
Networking	81.64%	79.90%	184995	2.72%	EI
Accessories	81.62%	78.84%	-1352029	-1.89%	OOS
Storage	81.57%	82.95%	2020264	10.51%	EI
Peripherals	74.81%	82.03%	-3388005	-17.54%	OOS



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RC=Revenue Contribution

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BM: 1.23Bn | 303.18% ▲



Gross Margin %

37.83%

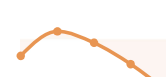
BM: 37.07% | 2.05% ▲



Net Profit %

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BM: -4.52% | 157.19% ▲



Forecast Accuracy

80.71%

LY: 80.09% | 0.77% ▲



Revenue Contribution

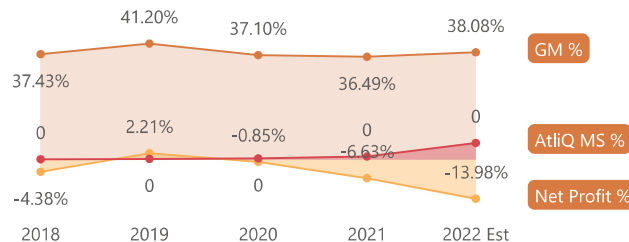
Division

Channel

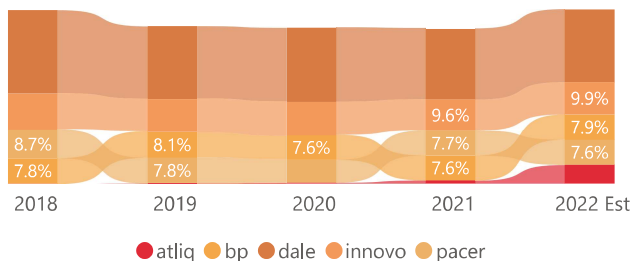


Direct Distributor Retailer

Trend: Key matrix over years



Trend: Revenue Contribution over years



Top 5 Customer

Customer	RC %	GM %
Amazon	13.59%	36.76% ▲
Atliq e Store	8.40%	37.13% ▲
AtliQ Exclusive	8.23%	47.16% ▲
Flipkart	3.62%	39.78% ▲
Sage	3.43%	32.45% ▲
Total	37.28%	39.03%

Top 5 Product

Product	RC %	GM %
AQ BZ Allin1	3.53%	37.55% ▲
AQ BZ Allin1 Gen 2	4.07%	38.51% ▲
AQ HOME Allin1 Gen 2	4.40%	38.04% ▲
AQ Smash 1	3.33%	37.47% ▲
AQ Smash 2	3.40%	37.37% ▲
Total	18.74%	37.83%

Sub Region Performance

Sub_Zone	NS \$	RC %	GM %	Net Profit %	Net error %	Risk	AtliQ MS %
SE	\$124.4M	2.50%	39.61% ▲	0.81% ▲	-12.34%	OOS	0.07
ROA	\$495.5M	9.97%	35.29% ▲	-0.30% ▼	-8.65%	OOS	0.03
NE	\$170.7M	3.43%	36.69% ▲	-8.17% ▼	-1.60%	OOS	0.03
NA	\$531.4M	10.69%	45.04% ▲	-12.06% ▼	-6.58%	OOS	0.02
LATAM	\$17.9M	0.36%	35.08% ▲	-1.47% ▼	1.07%	EI	0.00
India	\$402.7M	8.11%	35.30% ▲	-21.68% ▼	-3.70%	OOS	0.05
ANZ	\$109.5M	2.20%	44.22% ▲	-1.60% ▼	-4.59%	OOS	0.01
Total	\$1,852.0M	37.28%	39.03%	-9.06%	-6.15%	OOS	0.02