



Business Insights 360

Sales data loaded until : Dec 21

Report Refresh Date Sunday, January 28, 20...

Values are in Dollars & Millions



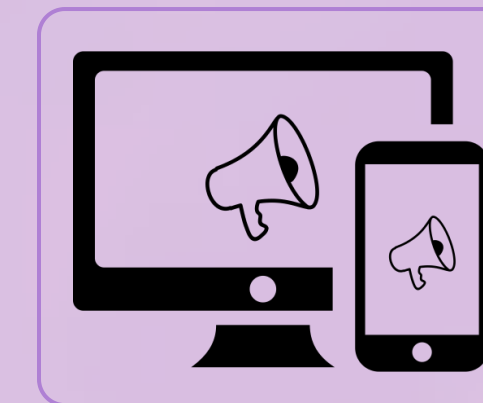
Finance View

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



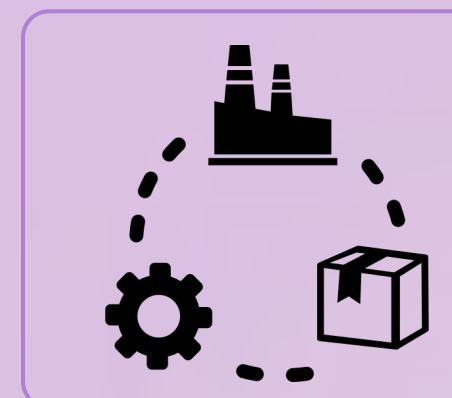
Sales View

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.**



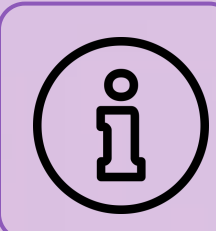
Supply Chain View

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.



Info



Support



2019

2020

2021

2022
EST

Q1

Q2

YTD

YTG

vs LY

vs Target

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY

All

NS \$

\$346.81M✓

BM: 131.94M (+162.86%)

GM %

36.46%!

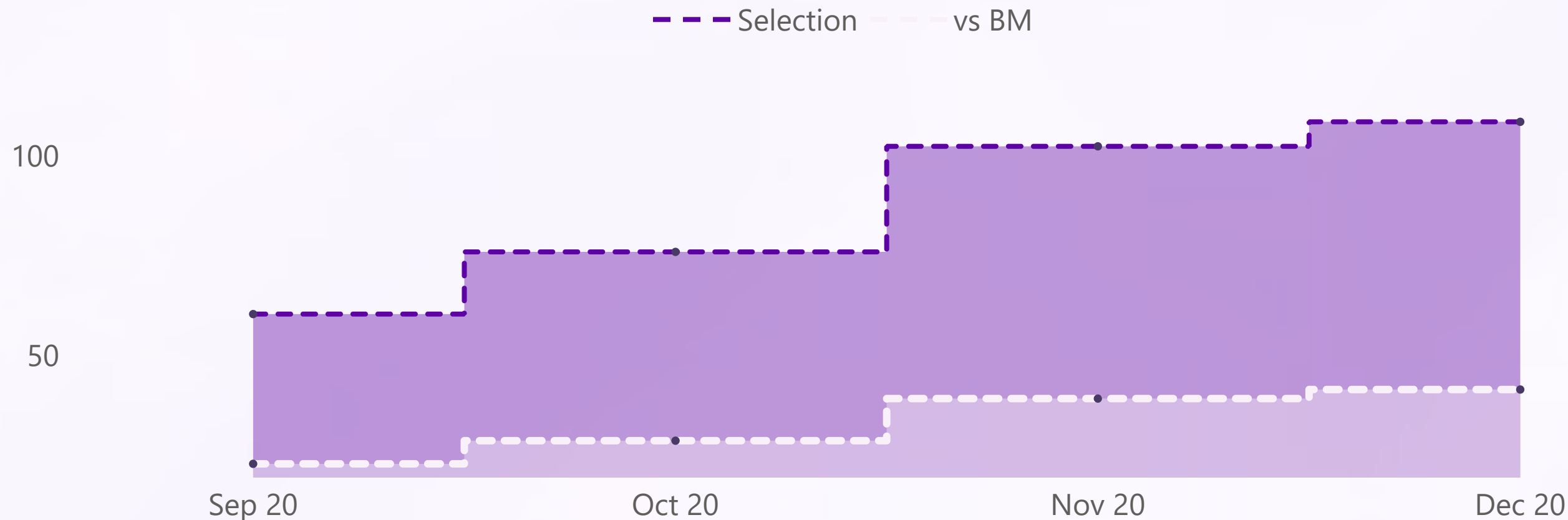
BM: 37.07% (-1.64%)

NP %

-6.64%!

BM: -0.77% (-762.59%)

Net Sales Performance Over Time



Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	701.11	264.04	437.07	165.53
Pre Invoice Deduction	165.57	61.59	103.97	168.81
Net Invoice Sales	535.54	202.44	333.10	164.54
- Post Discounts	118.65	47.07	71.59	152.09
- Post Deductions	70.08	23.44	46.64	198.96
Total Post Invoice Deduction	188.73	70.51	118.22	167.67
Net Sales	346.81	131.94	214.88	162.86
- Manufacturing Cost	209.65	78.97	130.68	165.47
- Freight Cost	9.28	3.52	5.77	163.96
- Other Cost	1.43	0.54	0.89	164.13
Total COGS	220.36	83.03	137.33	165.40
Gross Margin	126.46	48.91	77.55	158.57
Gross Margin %	36.46	37.07	-0.61	-1.64
GM / Unit	5.99	4.80	1.19	24.86
Operational Expense	-149.48	-49.92	-99.56	199.44
Net Profit	-23.03	-1.02	-22.01	2,167.44
Net Profit%	-6.64	-0.77	-5.87	762.59

Top / Bottom Products & Customers by Net Sales

1st Parameter

2nd Parameter

Region	Category	Market	Product
Region	P & L Values		P & L Chg %
⊕ LATAM	1.36		76.54
⊕ NA	74.90		152.41
⊕ APAC	186.29		155.82
⊕ EU	84.27		193.89
Total	346.81		162.86

2019

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Q1

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vs LY

vs Target

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY CATEGORY

All

Performance Matrix

1%

GM % Variance

region

APAC

EU

NA

GM %

NS \$

AQ Aspiro

AQ Lite Ms

AQ Smash 1

AQ Gamers

AQ BZ Compact

AQ Gamer 3

AQ BZ Gen Z

AQ Gamer 2

AQ Gen X

AQ Clx1

AQ Electron 5 3600 Desktop Processor

AQ MB Elite

AQ GT 21

AQ BZ 101

AQ Gamer 2

AQ Elite

AQ Master wired x1

AQ Master wireless x1

AQ Lite

AQ Gen X

Gross Ma...

126.46

Pre Invoice ...

165.57

Net Sales

346.81

Total COGS

63.54%

Gross Margin

36.46%

Total Post I...

Total COGS

220.36

Product Performance

Product

Customer

Product	NS \$	GM \$	GM %
AQ 5000 Series Electron ...	\$6.67M	2.35M	35.23%
AQ 5000 Series Ultron 8 ...	\$7.17M	2.63M	36.75%
AQ BZ 101	\$4.36M	1.59M	36.46%
AQ Electron 5 3600 Desk...	\$7.83M	2.90M	36.99%
AQ Elite	\$7.92M	2.80M	35.42%
AQ Gamer 2	\$7.03M	2.57M	36.48%
AQ Gen X	\$9.00M	3.17M	35.26%
AQ GT 21	\$2.55M	0.91M	35.81%
AQ Lite	\$8.33M	2.92M	35.11%
AQ Master wired x1	\$3.67M	1.30M	35.52%
AQ Master wired x1 Ms	\$2.23M	0.82M	36.57%
AQ Master wireless x1	\$5.07M	1.80M	35.44%
AQ MB Crossx 2	\$1.45M	0.52M	35.99%
AQ MB Elite	\$0.99M	0.36M	35.98%
AQ WereWolf NAS Intern...	\$1.46M	0.53M	36.48%
AQ Wi Power Dx2	\$6.12M	2.24M	36.63%
Total	\$81.87M	29.43M	35.94%




Executive Overview



LY: 1.69M | 147.31% ▼



Customer	FCA %	FCA% LY	Net Error	Net Error %	Risk
▲					
Acclaimed Stores	50.00%	-6.31%	-49K	-15.00%	OOS
All-Out	27.42%	41.36%	-6K	-33.52%	OOS
Amazon	74.27%	74.16%	-77K	-2.75%	OOS
Argos (Sainsbury's)	57.37%	52.81%	2K	2.57%	EI
Atlas Stores	45.52%	46.23%	39K	29.09%	EI
Atliq e Store	74.38%	75.48%	-33K	-1.91%	OOS
AtliQ Exclusive	70.37%	72.28%	-83K	-4.88%	OOS
BestBuy	34.72%	-4.08%	-29K	-15.52%	OOS
Billa	21.82%	25.66%	-16K	-43.18%	OOS
Boulanger	58.45%	37.38%	34K	18.03%	EI
Chip 7	54.29%	53.54%	44K	21.17%	EI
Chiptec	51.66%	25.42%	32K	23.15%	EI
Total	79.85%	80.95%	-329K	-1.58%	OOS

<div>☰</div> <div>?</div> <div>i</div>	<div>  </div> <div> <div>2019</div> <div>2020</div> </div> <div> <div>2021</div> <div>2022...</div> </div> <div> <div>Q1</div> <div>Q2</div> </div> <div> <div>Q3</div> <div>Q4</div> </div> <div> <div>YTD</div> <div>YTG</div> </div> <div> <div>vs LY</div> <div>vs Target</div> </div> <div> <div>BY REGION/COUNTRY</div> <div>All</div> </div> <div> <div>BY CUSTOMER</div> <div>All</div> </div> <div> <div>BY CATEGORY</div> <div>All</div> </div>	<div> <div>\$4.97bn</div> <div>TARGET NOT...</div> </div> <div> <div>37.83%</div> <div>TARGET NOT...</div> </div> <div> <div>-11.64%</div> <div>TARGET NOT...</div> </div> <div> <div>79.83%</div> <div>LY: 79.26% 0.72% ▲</div> </div>	<div> <div>Contribution</div> <div> <div>N & S</div> <div>P & A</div> <div>PC</div> </div> <div> <div>Division</div> <div>Channel</div> </div> <div> <div>...</div> <div>39.3%</div> <div>55.0%</div> </div> </div> <td data-cs="2" data-kind="parent"> <div> <div>Trend: Revenue Contribution 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1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).



Business Insights 360



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