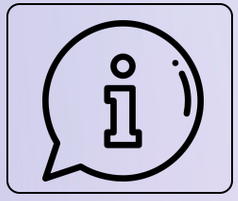
Business Insights 360



Info

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

Finance View

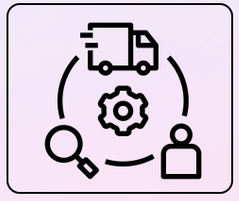
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

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.**

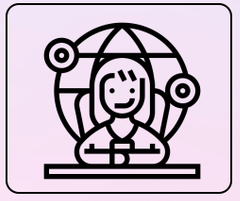
Marketing View

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.

Report Refresh Date: Friday, 30 September, 2022

Values are in Dollars & Millions

Sales data loaded until : Dec 21

region, market: All | customer: All | segment, categor...: All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

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

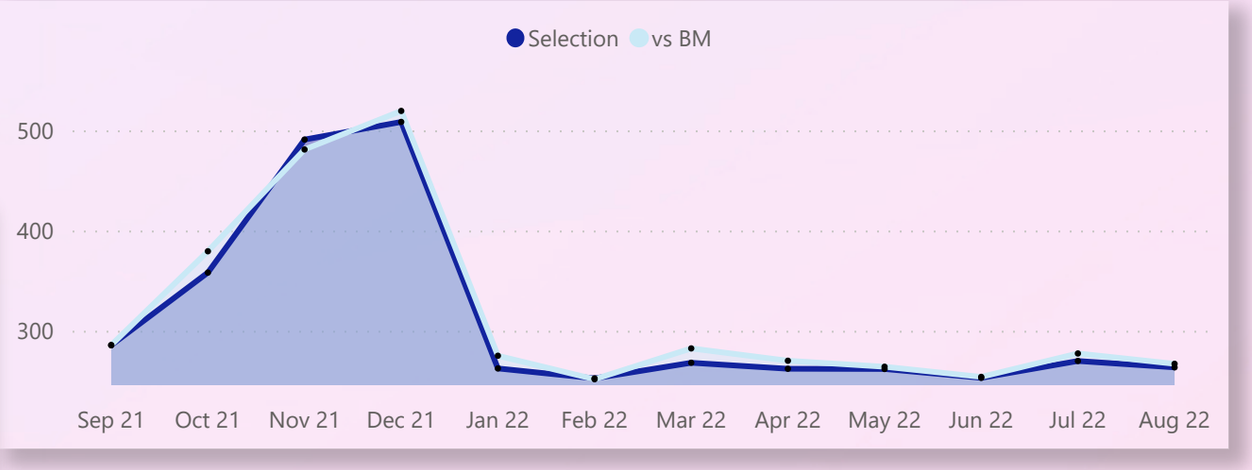
38.08% !
BM: 38.34% (-0.66%)
GM%

-13.98% ✓
BM: -14.19% (+1.47%)
NP%

Profit and 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 Expenese	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P&L Chg %
APAC	**1,923.77**	**-2.48**
Australia	119.33	-2.01
Bangladesh	36.41	0.62
China	147.43	0.56
India	945.34	-3.28
Indonesia	96.61	-2.70
Japan	47.34	-2.88
Newzealand	70.45	0.13
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**

region, market: All

customer: All

segment, category, pr...: All

2018 | 2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

YTD | YTG

vs LY | vs Target

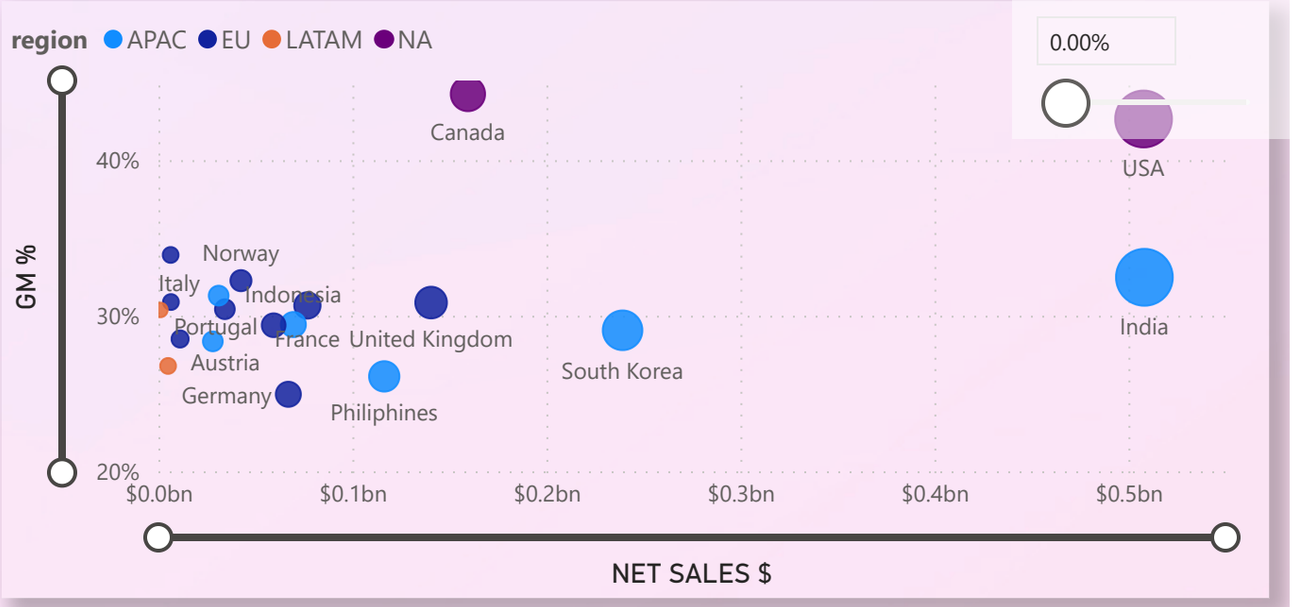
Customer Performance

customer	NET SALES $	Gross Margin $	GM %
Amazon	$496.88M	$182.77M	36.78%
AtliQ Exclusive	$361.12M	$166.15M	46.01%
Atliq e Store	$304.10M	$112.15M	36.88%
Flipkart	$138.49M	$58.37M	42.14%
Sage	$127.86M	$40.31M	31.53%
Leader	$117.32M	$36.02M	30.70%
Neptune	$105.69M	$49.36M	46.70%
Ebay	$91.60M	$33.06M	36.09%
Acclaimed Stores	$73.36M	$29.58M	40.32%
walmart	$72.41M	$33.06M	45.66%
Electricalslytical	$68.05M	$25.34M	37.24%
Electricalsocity	$67.76M	$24.41M	36.03%
Staples	$64.20M	$24.99M	38.92%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

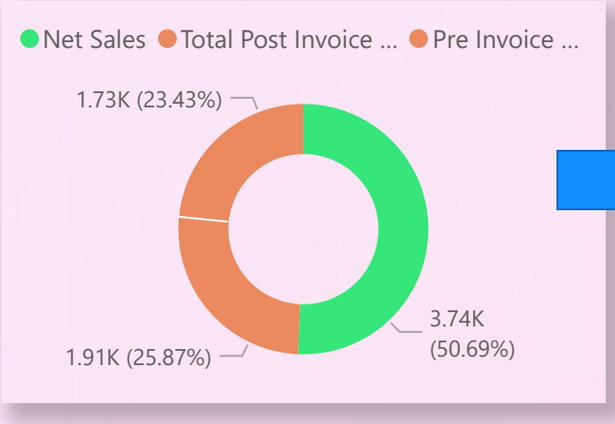
Product Performance

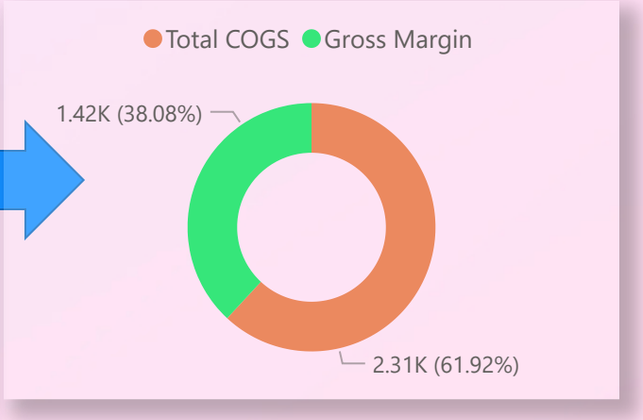
segment	NET SALES $	Gross Margin $	GM %
Notebook	$1,580.43M	$600.96M	38.03%
Peripherals	$897.54M	$341.22M	38.02%
Desktop	$711.08M	$272.39M	38.31%
Accessories	$454.10M	$172.61M	38.01%
Storage	$54.59M	$20.93M	38.33%
Networking	$38.43M	$14.78M	38.45%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Martix



Unit Economics





region, market: All

customer: All

segment, category, pr...: All

2018 | 2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

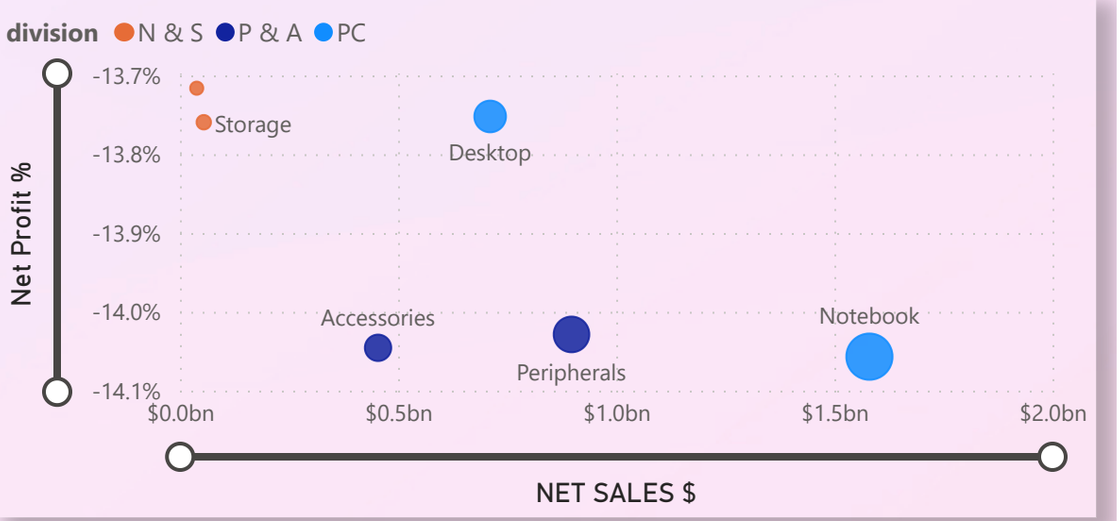
YTD | YTG

SHOW GM %

Product Performance

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

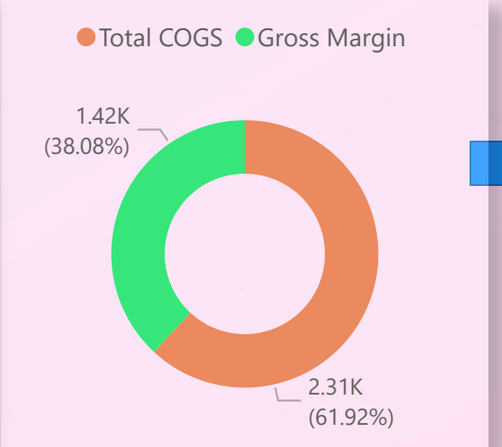
Performance Martix



Region / Market / Customer Performance

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

Unit Economics



region, market: All

customer: All

segment, category, pr...: All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

81.17% ✓
LY: 80.21% (+1.2%)
Accuracy

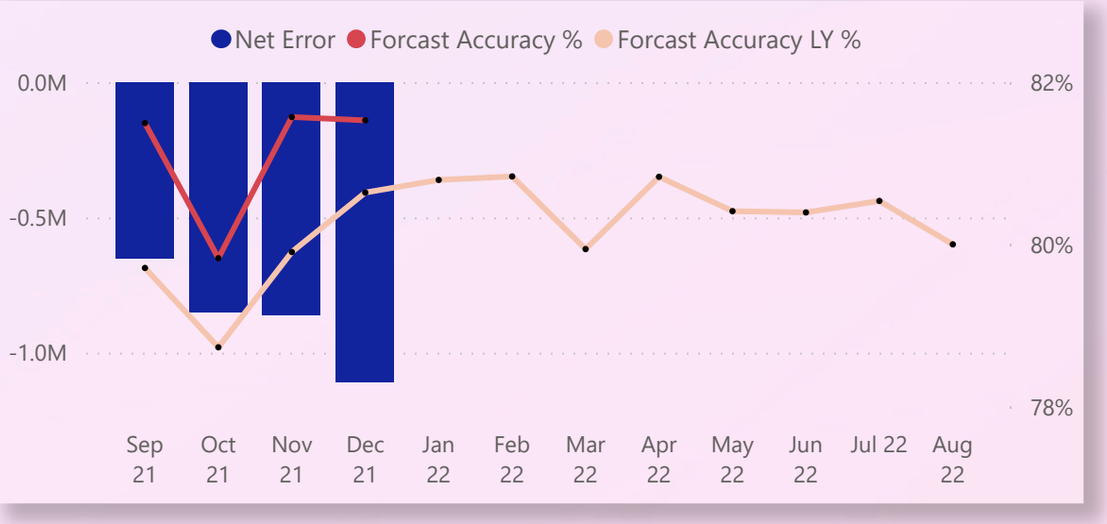
-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
Absolute Error

Key Metrics By Customer

customer	Forcast Accuracy %	Forcast Accuracy LY %	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forcast Accuracy %	Forcast Accuracy LY %	Net Error	Risk	Net Error %
⊞ Peripherals	68.17%	83.23%	-3204280	OOS	-31.83%
⊞ Storage	71.50%	83.54%	-628266	OOS	-25.61%
⊞ Notebook	87.24%	79.99%	-47221	OOS	-1.69%
⊞ Networking	93.06%	90.40%	-12967	OOS	-1.69%
⊞ Accessories	87.42%	77.66%	341468	EI	1.72%
⊞ Desktop	87.53%	84.37%	78576	EI	10.24%
Total	**81.17%**	**80.21%**	**-3472690**	**OOS**	**-9.48%**

region, market: All | customer: All | segment, categor...: All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

$3.74bn !
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Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM%

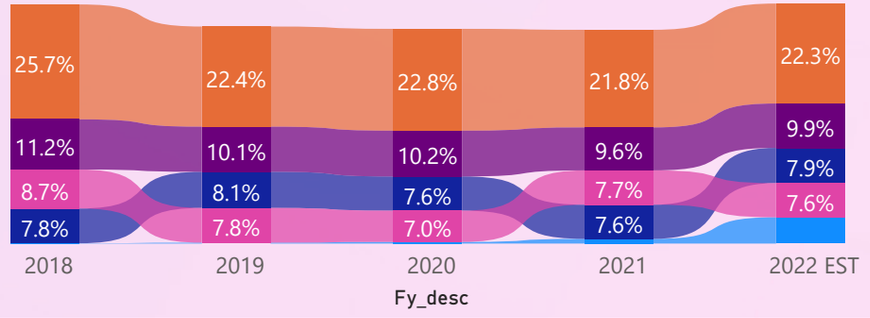
-13.98% ✓
BM: -14.19% (+1.47%)
NP%

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

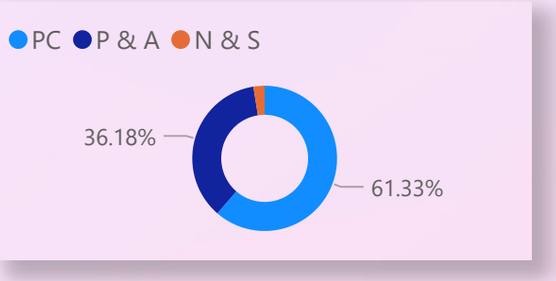
Key Insights by Sub Zone

sub_zone	NET SALES $	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
SE	$317.8M	8.5%	37.0% ↓	-4.00%	16.4%	-55.47%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.32%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.09%	6.8%	-4.56%	OOS
NA	$1,022.1M	27.4%	45.0% ↓	-14.22%	4.9%	14.35%	EI
LATAM	$14.8M	0.4%	35.0% ↓	-2.95%	0.3%	3.37%	EI
India	$945.3M	25.3%	35.8%	-22.99%	13.3%	-24.37%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.39%	1.4%	-37.61%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-13.98%**	**5.9%**	**-9.48%**	**OOS**

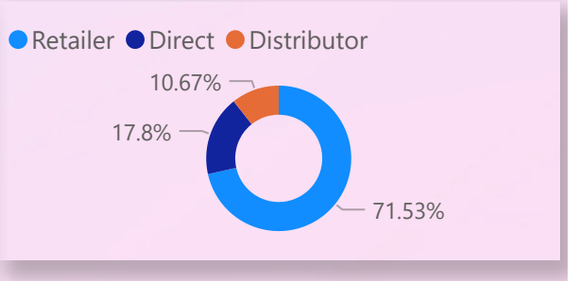
manufacturer: atliq | bp | dale | innovo | pacer



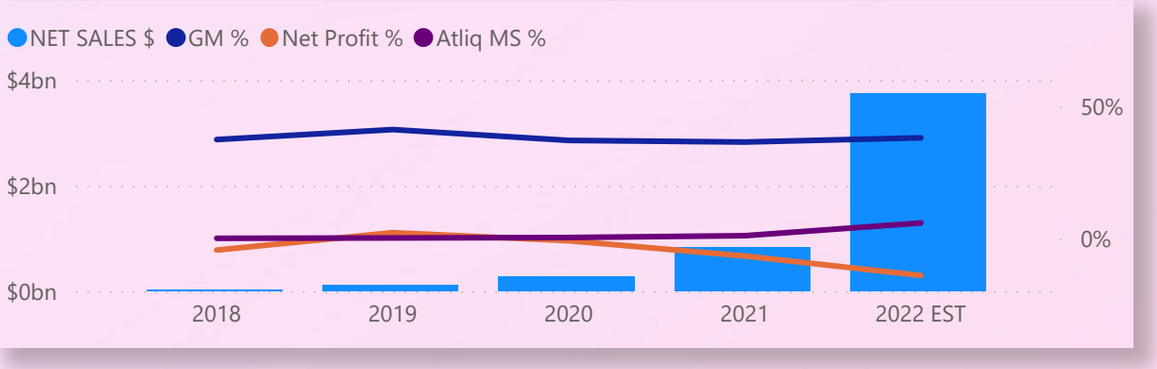
Revenue by division



Revenue by Channel



Yearly trend by Revenue,GM%,Net Profit %, PC market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.5% ↓
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9% ↓
AtliQ Exclusive	9.7%	46.0%
Amazon	13.3%	36.8% ↓
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

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% ↓
Total	**23.2%**	**38.1%**