



BUSINESS INSIGHTS 360

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Dec 21



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

Values are in Rupees & Millions



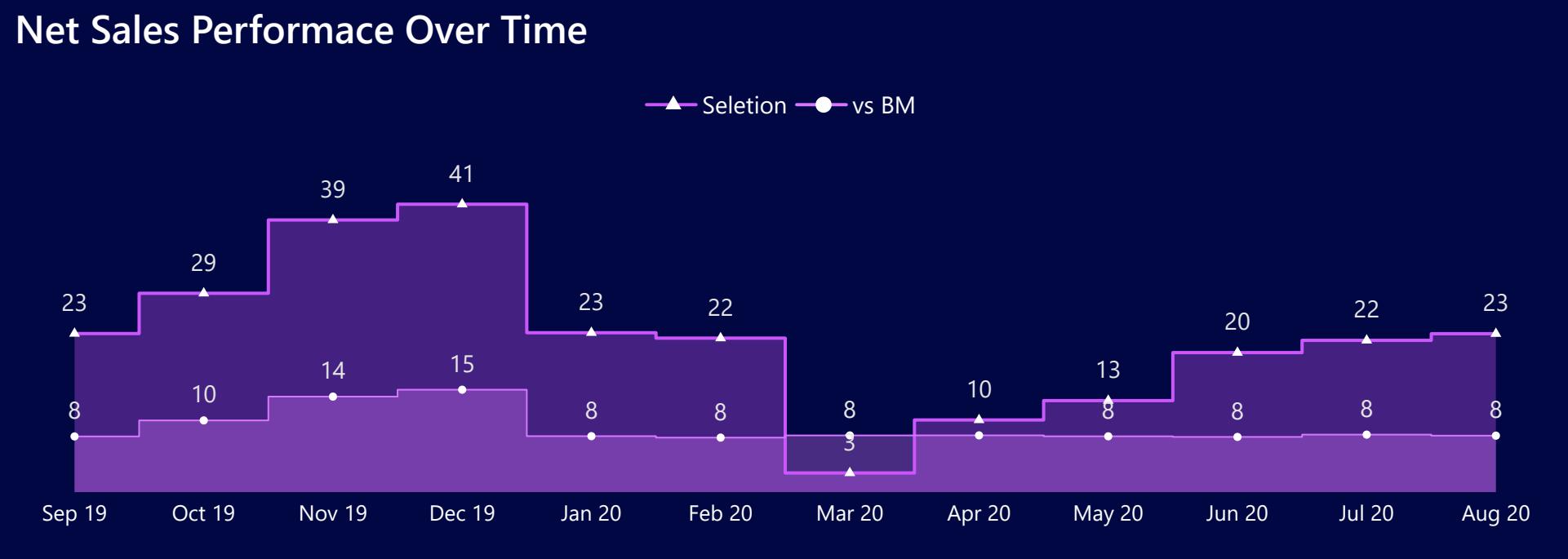
Information



NS (\$) **\$267.98M**
Net Sales (\$)
BM : \$111.37M +140.61% ↗

GM % **37.10%**
Gross Margin
BM : 41.2% -9.95% ↘

NP % **-0.85%**
Net Profit
BM : 2.21% -138.68% ↘



Top / Bottom Products & Customers by Net Sales			
Primary Parameter	REGION	Values	Chg %
	APAC	147.98	107.48
Secondary Parameter	NA	62.21	182.70
	EU	55.79	224.03
Market	LATAM	2.00	141.89
	Total	267.98	140.61

Abbreviations**BM** = Bench Mark**LY** = Last Year**Chg** = Change**NS** = Net Sales**GM** = Gross Margin**NP** = Net Profit

All values in Million \$

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



Net Sales Performance Over Time

Gross Margin%
Variance

0%



Abbreviations

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Chg = Change

NS = Net Sales

GM = Gross Margin

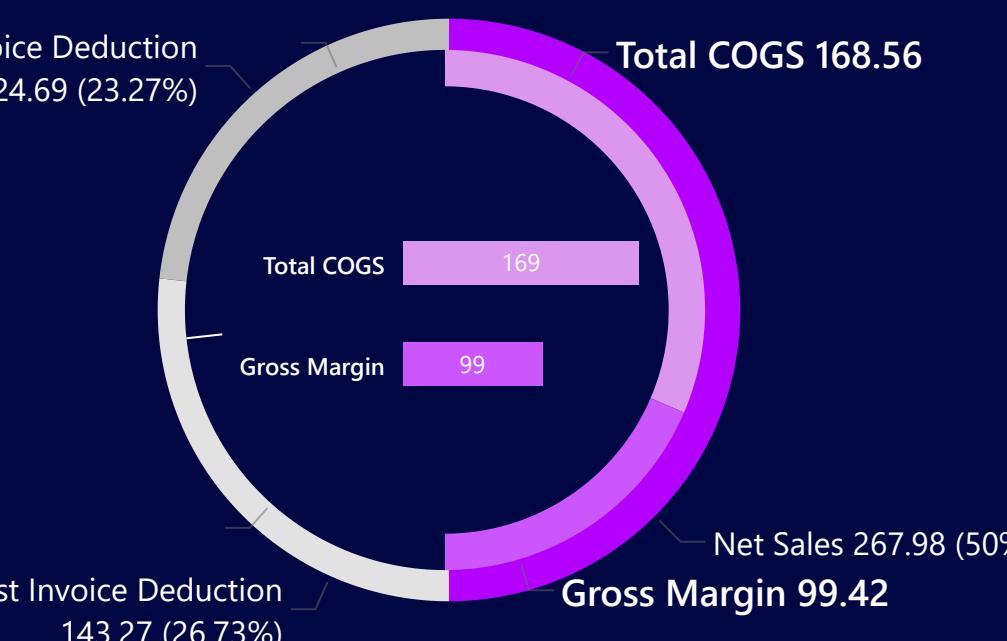
NP = Net Profit

All values in Million \$

Customer Performance

Product Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	18.89M	37.96%	-8.68%
AtliQ e Store	\$31.74M	11.89M	37.47%	-8.59%
AtliQ Exclusive	\$22.97M	10.52M	45.79%	-5.42%
Flipkart	\$10.92M	3.66M	33.54%	-3.75%
Ebay	\$8.15M	2.80M	34.34%	-19.35%
Sage	\$8.32M	2.60M	31.22%	-28.55%
Leader	\$7.73M	2.04M	26.36%	-45.22%
Neptune	\$4.41M	1.70M	38.66%	-16.07%
Electricalsociety	\$4.56M	1.54M	33.77%	-23.82%
Expression	\$3.86M	1.23M	31.95%	-20.01%
Reliance Digital	\$3.36M	1.22M	36.36%	-15.39%
Croma	\$3.19M	1.14M	35.65%	-21.73%
Propel	\$3.23M	1.04M	32.18%	-21.92%
Electricalslytical	\$3.41M	0.93M	27.32%	-33.99%
Viveks	\$2.92M	0.91M	31.25%	-21.90%
Lotus	\$2.72M	0.86M	31.71%	-21.62%
Total	\$211.40M	76.80M	36.33%	-14.70%





BUSINES INSIGHT 360



MARKETING VIEW

Filter 2



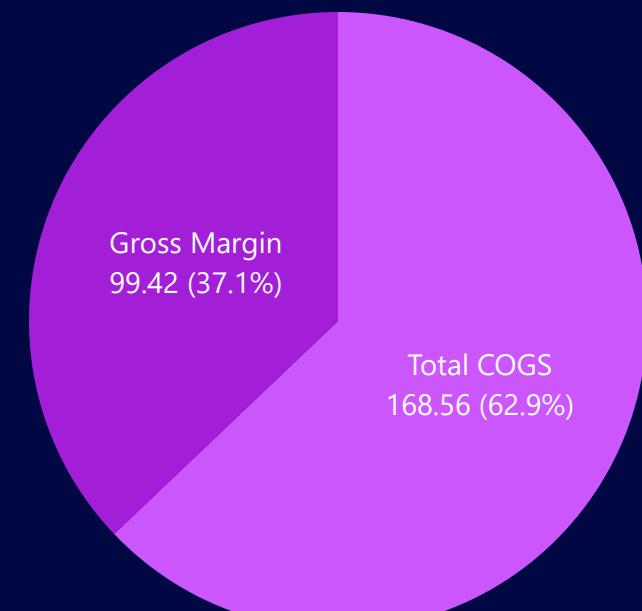
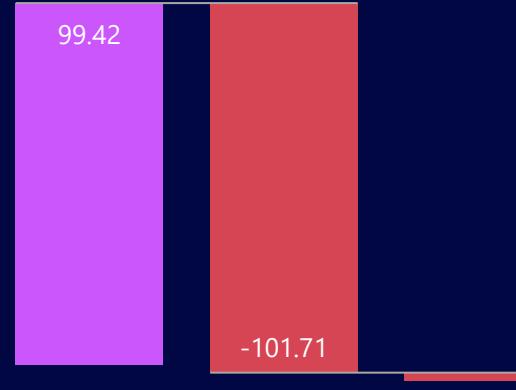
Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Gross Margin Operational Expense Net Profit

● Increase ● Decrease

Abbreviations

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NS = Net Sales

GM = Gross Margin

NP = Net Profit

All values in Million \$

Segment Market

Region

Market

Region	NS \$	GM %	NP ₹	NP %	Δ NP %
EU	\$55.79M	37.82%	0.35M	0.62%	165.48%
LATAM	\$2.00M	30.96%	0.00M	-0.08%	-101.11%
APAC	\$147.98M	35.97%	-1.52M	-1.03%	-116.88%
NA	\$62.21M	39.35%	-1.11M	-1.79%	80.25%
Total	\$267.98 M	37.10%	-2.29M	-0.85%	-138.68%



BUSINES INSIGHT 360



SUPPLY CHAIN VIEW

Filter 2



Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼



Abbreviations

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LY = Last Year

Chg = Change

NS = Net Sales

GM = Gross Margin

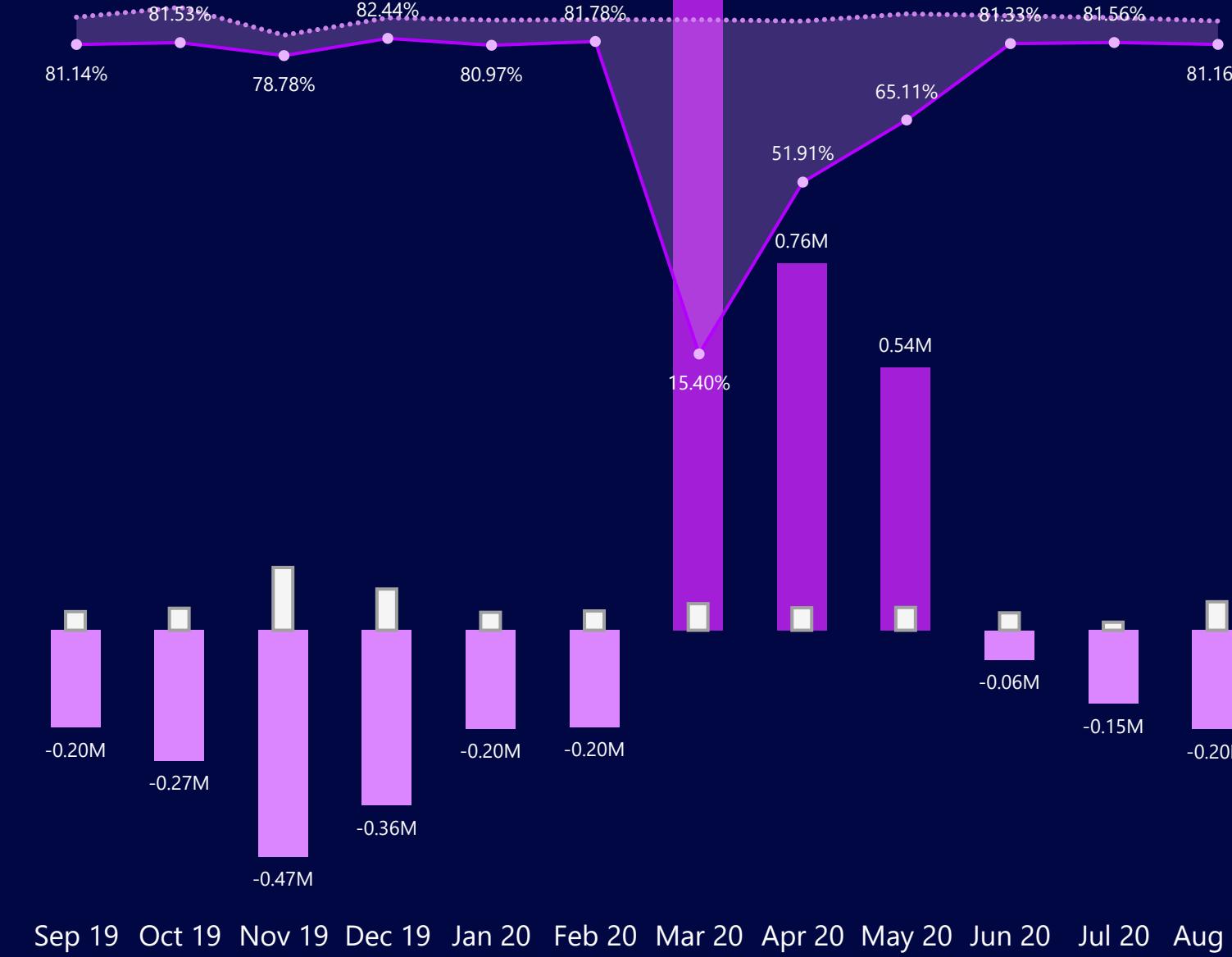
NP = Net Profit

FCA = Forecast

Accuracy

All values in Million \$

Accuracy / Net Error Trend



● Net Error ● Forecast Accuracy % Forecast Accuracy % LY

Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkjøp	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

**Revenue Contribution**

Division

Channel



● N & S ● P & A ● PC

Trend: Key Metrics Over Years

37.10%

GM %

-0.85%

0.4%

Net Profit %

Trend: Revenue Contribution Over Years

22.8%

10.2%

7.6%

7.0%

2020

Abbreviations**BM** = Bench Mark**LY** = Last Year**Chg** = Change**NS** = Net Sales**GM** = Gross Margin**NP** = Net Profit**All values in Million \$**

● atliq ● bp ● dale ● innovo ● pacer

TOP 5 Customers

Customer

RC %

GM %

Amazon

18.6%

37.96% ▼

Atliq e Store

11.8%

37.47% ▼

AtliQ Exclusive

8.6%

45.79% ▼

Flipkart

4.1%

33.54% ▼

Sage

3.1%

31.22% ▼

Total

46.2%

38.44%

TOP 5 Products

Product

RC %

GM %

AQ Wi Power Dx2

5.4%

37.96% ▼

AQ BZ Gen Y

4.5%

36.99% ▼

AQ Wi Power Dx1

4.4%

36.97% ▼

AQ Lite

4.3%

36.47% ▼

AQ BZ Compact

4.3%

36.47% ▼

Total

22.9%

37.02%

Sub-Region Performance

Sub Zone

NS \$

RC %

GM %

Net Profit %

Net Error %

Risk

AtliQ MS %

ROA

\$66.45M

24.8%

38.15% ▼

8.87% ▼

9.4%

EI

0.6%

India

\$64.73M

24.2%

32.07% ▼

-14.73%

-0.8%

OOS

0.8%

NA

\$62.21M

23.2%

39.35% ▲

-1.79% ▲

-22.1%

OOS

0.3%

NE

\$30.68M

11.4%

37.97% ▲

-4.58% ▲

8.3%

EI

0.3%

SE

\$25.11M

9.4%

37.64% ▼

6.98% ▼

11.0%

EI

1.1%

ANZ

\$16.80M

6.3%

42.36% ▼

12.62% ▲

24.2%

EI

0.1%

LATAM

\$2.00M

0.7%

30.96% ▼

-0.08%

1.2%

EI

0.0%

Total

\$267.98M

100.0%

37.10%

-0.85%

2.3%

EI

0.4%