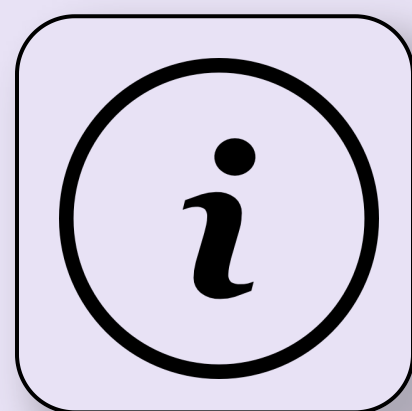




Business Insights 360



Info

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



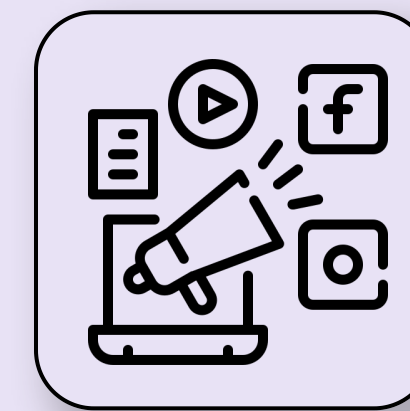
Finance View

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



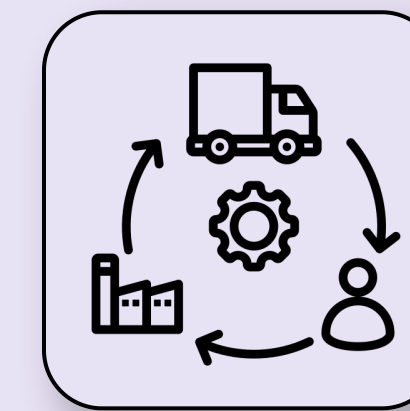
Sales View

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



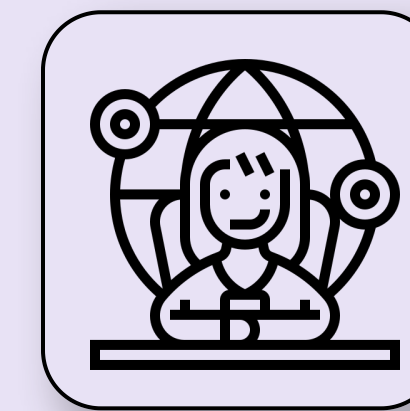
Marketing View

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.




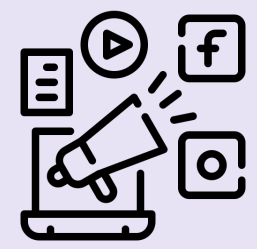
Executive View

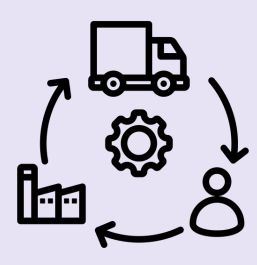
A **top level dashboard** for executives consolidating top insights from all dimensions of business.

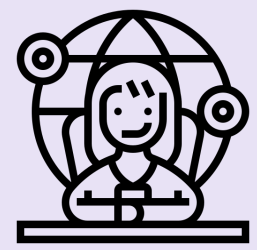












Net Sales

\$1.02bn

BM: 226.62M

(+351.57%)

Gross Margin %

37.78%

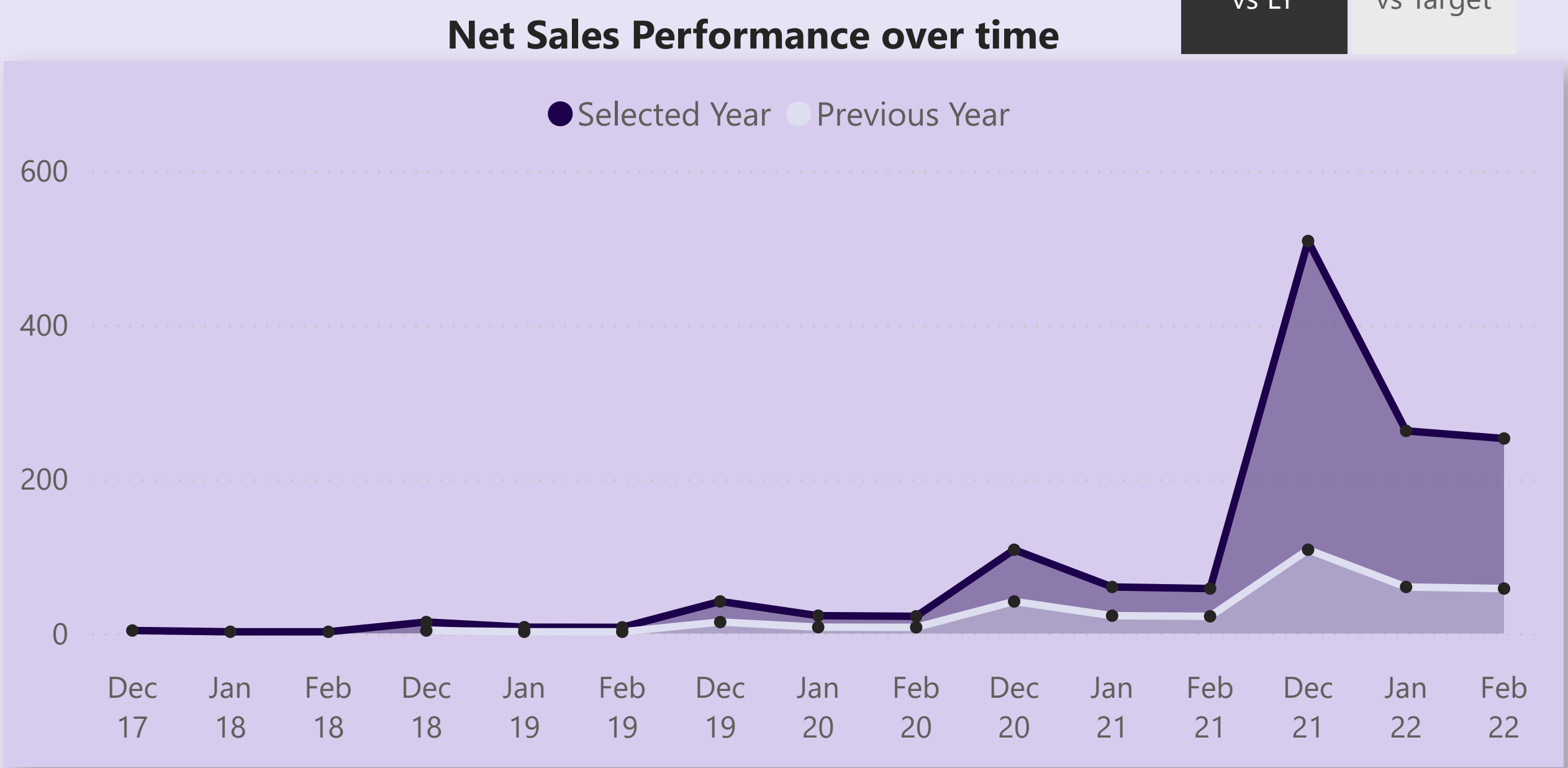
BM: 36.51% (+3.48%)

Net Profit %

-14.26%

BM: -6.51% (-118.91%)

Profit and Loss Statement			
Line Item	LY	YoY	YoY %
Net Profit %	-4.27	-7.44	174.13
Net Profit	-15.01	-145.93	972.09
Operational Costs	145.40	532.60	366.30
GM / Unit	5.35	5.15	96.18
Gross Margin %	37.09	0.52	1.40
Gross Margin	130.39	386.66	296.55
Total COGS	221.17	636.69	287.87
- Other Cost	1.45	4.25	292.47
- Freight Cost	9.29	27.52	296.16
- Manufacturing Cost	210.43	604.93	287.47
Net Sales	351.56	1,023.36	291.09
Total Post Invoice Deduction	187.25	524.65	280.18
- Post Deductions	68.07	181.91	267.26
- Post Discounts	119.19	342.73	287.55
Net Invoice Sales	538.82	1,548.01	287.30
Pre Invoice Deduction	165.08	481.06	291.41
Gross Sales	703.90	2,029.07	288.26



Top / Bottom Customers & Products by Net Sales		
region	P&L Values	P&L YoY %
APAC	723.58	272.01
EU	296.26	270.05
LATAM	5.63	245.05
NA	349.45	363.68

segment	P&L Values	P&L YoY %
Accessories	222.82	125.44
Desktop	206.09	1,487.23
Networking	36.86	39.20
Notebook	543.95	383.43
Peripherals	321.94	343.38
Storage	43.27	53.79

region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022 est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	Net Sales \$	GM \$	GM %
Amazon	\$183.11M	67.96M	37.11%
Atliq e Store	\$127.75M	46.77M	36.61%
AltiQ Exclusive	\$99.18M	46.65M	47.03%
Flipkart	\$50.34M	20.53M	40.78%
Sage	\$45.38M	14.64M	32.26%
Leader	\$41.20M	12.96M	31.47%
Ebay	\$39.74M	14.18M	35.67%
Neptune	\$35.65M	16.19M	45.42%
Synthetic	\$27.80M	9.06M	32.59%
Costco	\$27.57M	10.61M	38.48%
Expression	\$27.08M	9.09M	33.57%
Croma	\$26.01M	9.83M	37.80%
Electricalsocity	\$25.49M	9.18M	36.03%

Net Sales \$, Gross Margin % by Market & Region

Country	Region	Net Sales \$ (bn)	GM %
Spain	APAC	0.05	45
China	APAC	0.06	43
Canada	NA	0.10	45
USA	NA	0.25	42
India	APAC	0.35	35
South Korea	APAC	0.12	33
United Kingdom	EU	0.08	35
France	EU	0.06	34
Germany	EU	0.04	29
Austria	EU	0.03	28
Philippines	APAC	0.07	31
Japan	APAC	0.04	40
Australia	APAC	0.05	40
Newzealand	APAC	0.05	38
Italy	EU	0.03	36
Mexico	LATAM	0.02	39
Pakistan	APAC	0.02	32

Product Performance

segment	Net Sales \$	GM \$	GM %
Notebook	\$543.95M	204.37M	37.57%
Peripherals	\$321.94M	121.05M	37.60%
Accessories	\$222.82M	83.40M	37.43%
Desktop	\$206.09M	78.07M	37.88%
Storage	\$43.27M	16.22M	37.49%
Networking	\$36.86M	13.94M	37.83%

Unit Economics

Category	Value	Percentage
Net Sales	1.37K	50.31%
Total P...	0.71K	26.05%
Pre Invoi...	0.65K	23.64%

Category	Value	Percentage
Total COGS	857.86...	62.3...
Gross Margin	517....	37.7...

region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022 est

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

segment	Net Sales \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessorie	\$222.82M	83.40M	37.43%	-22.24M	-9.98%
Desktop	\$206.09M	78.07M	37.88%	-28.06M	-13.62%
Networkin	\$36.86M	13.94M	37.83%	-2.25M	-6.10%
Notebook	\$543.95M	204.37M	37.57%	-66.82M	-12.28%
Peripheral	\$321.94M	121.05M	37.60%	-38.46M	-11.94%
Storage	\$43.27M	16.22M	37.49%	-3.12M	-7.22%
Total	\$1,374.92M	517.05M	37.61%	-160.95M	-11.71%

Net Sales \$, Gross Margin % by Segment & Division

Segment	Division	Net Sales \$	Gross Margin %
Desktop	PC	\$0.20bn	37.8%
Networking	N & S	\$0.05bn	37.8%
Storage	N & S	\$0.05bn	37.5%
Accessories	P & A	\$0.22bn	37.4%
Peripherals	P & A	\$0.32bn	37.6%
Notebook	PC	\$0.55bn	37.6%

Region / Market Performance

region	Net Sales \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$723.58M	258.33M	35.70%	-87.86M	-12.14%
NA	\$349.45M	151.60M	43.38%	-46.85M	-13.41%
EU	\$296.26M	105.10M	35.48%	-26.22M	-8.85%
LATAM	\$5.63M	2.02M	35.89%	-0.02M	-0.30%
Total	\$1,374.92M	517.05M	37.61%	-160.95M	-11.71%

Unit Economics

region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022 est

Q1

Q2

Q3

Q4

YTD

YTG

Forecast Accuracy %

81.53%
LY: 80.73% (+0.99%)

Net Error

-1.11M!
LY: -0.27M (-306.35%)

Absolute Error

2.12M!
LY: 2.61M (-18.58%)

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Risk
Atliq e Store	75.17%	-206K	-6.13%	Out of Stock
Amazon	74.43%	-320K	-6.87%	Out of Stock
AltiQ Exclusive	71.44%	-50K	-2.51%	Out of Stock
Expert	59.71%	-7K	-1.75%	Out of Stock
Mbit	59.27%	-9K	-3.19%	Out of Stock
Radio Popular	58.93%	8K	2.05%	Excess Inventory
Argos	58.53%	-12K	-8.03%	Out of Stock
(Sainsbury's)				
Boulanger	56.22%	6K	2.66%	Excess Inventory
Nomad Stores	56.02%	31K	9.23%	Excess Inventory
Surface Stores	55.34%	2K	1.72%	Excess Inventory
Flawless Stores	54.45%	-7K	-5.52%	Out of Stock
Premium Stores	54.43%	18K	14.80%	Excess Inventory
Fnac-Darty	54.28%	-31K	-16.01%	Out of Stock
Power	54.05%	-3K	-2.43%	Out of Stock
Ebay	53.85%	-60K	-5.60%	Out of Stock

Net Error, Forecast Accuracy % and Forecast Accuracy LY % by month

Net Error

Forecast Accuracy %

Forecast Accuracy % LY

Top / Bottom Customers & Products by Net Sales

segment	Forecast Accuracy %	Net Error	Net Profit %	Risk
Desktop	86.46%	30K	-13.62%	Excess Inventory
Notebook	85.53%	-12K	-12.28%	Out of Stock
Storage	84.85%	328K	-7.22%	Excess Inventory
Accessories	82.41%	-926K	-9.98%	Out of Stock
Networking	80.93%	-14K	-6.10%	Out of Stock
Peripherals	74.85%	-1177K	-11.94%	Out of Stock



region, market customer segment, cate...

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

Net Sales

\$1.02bn
BM: 226.62M

Gross Margin %

37.78%
BM: 36.51% (+3.48%)

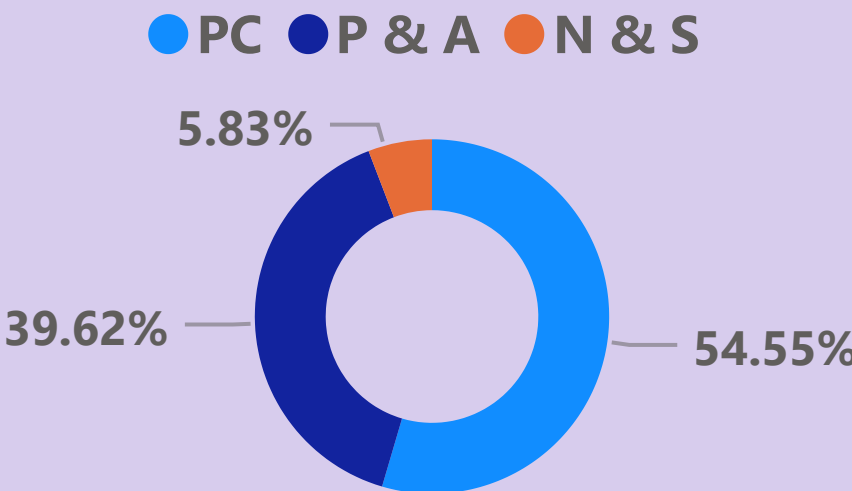
Net Profit %

-14.26%
BM: -6.51% (-118.91%)

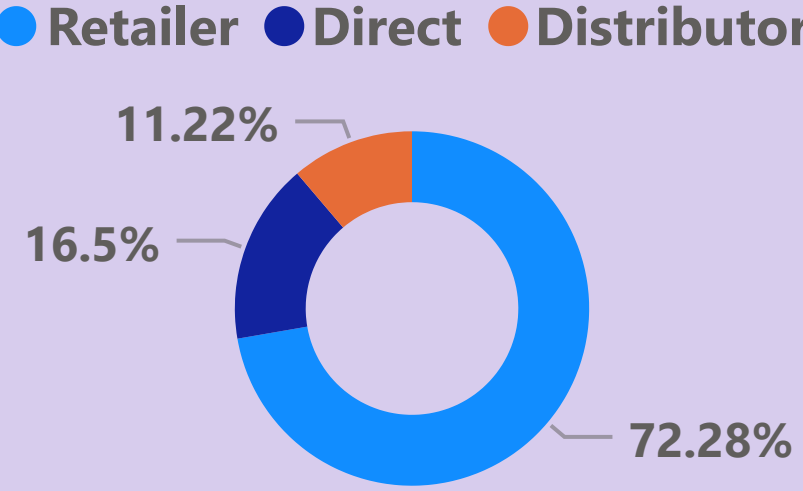
Forecast Accuracy%

81.53%
BM: 80.73%

Revenue by Division



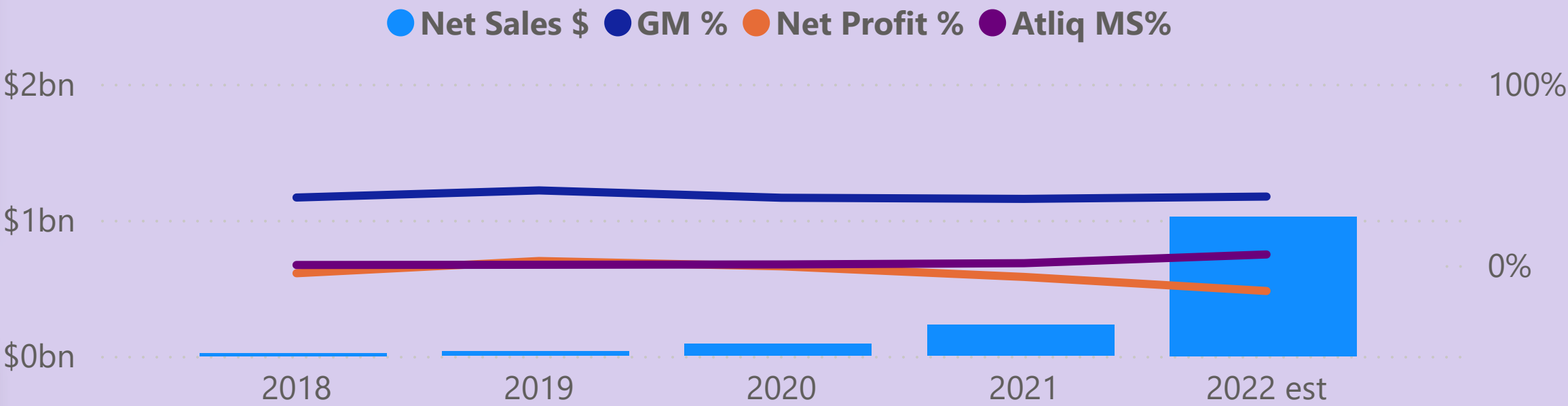
Revenue by Channel



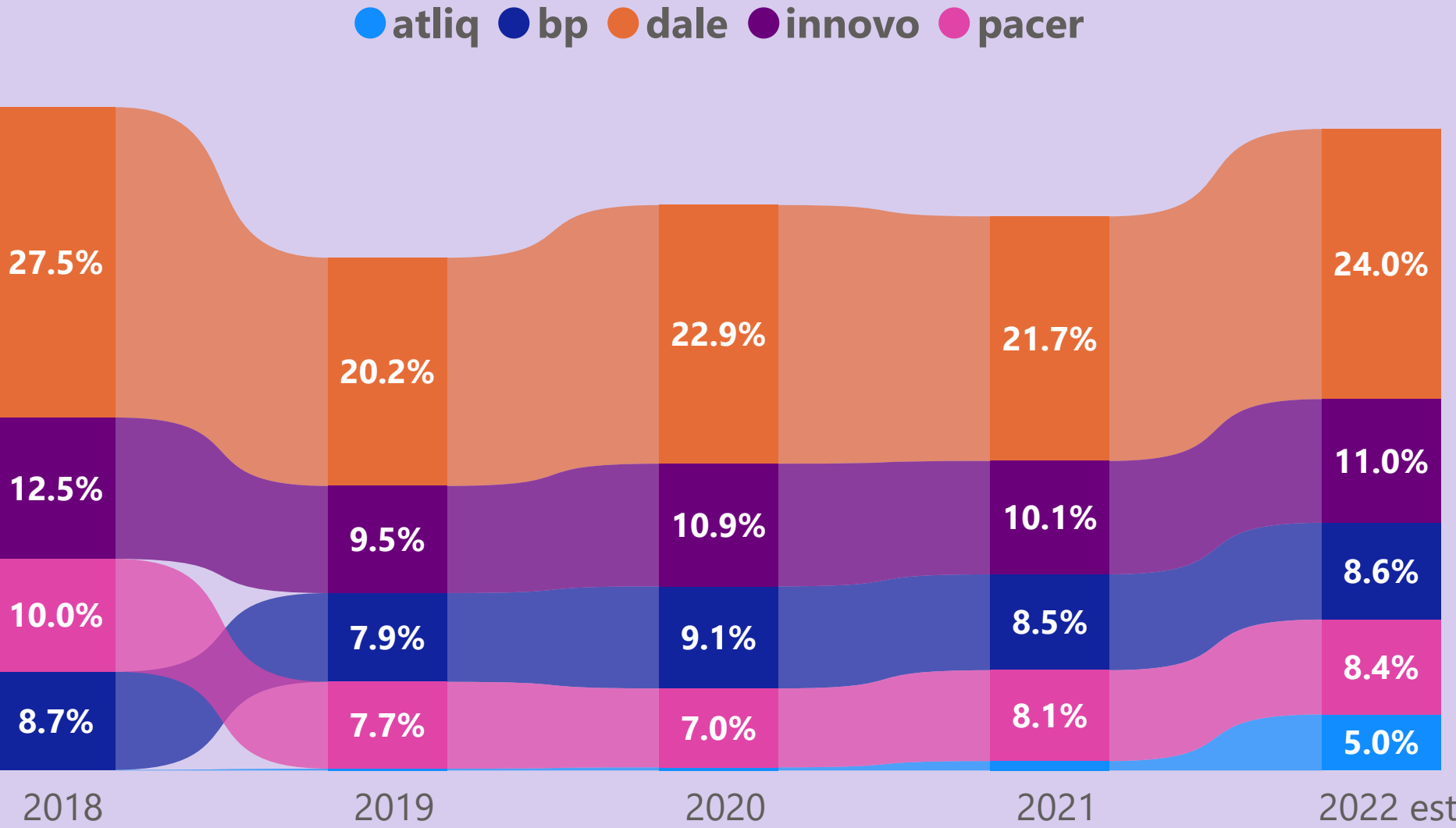
Key Insights by Sub Zone

Sub Zone	Net Sales \$	GM %	Net Profit %	Atliq MS%	RC %	Risk
LATAM	\$5.6M	35.9%	-0.3%	0.1%	0.4%	Excess Inventory
SE	\$125.7M	37.2% ↓	-1.6%	6.6%	9.1%	Out of Stock
ROA	\$299.0M	35.4%	-2.1%	3.2%	21.8%	Out of Stock
ANZ	\$71.7M	42.0%	-3.5%	0.5%	5.2%	Out of Stock
NA	\$349.4M	43.4% ↓	-13.4%	1.8%	25.4%	Out of Stock
NE	\$170.5M	34.2%	-14.2%	2.5%	12.4%	Excess Inventory
India	\$352.8M	34.7%	-22.4%	5.1%	25.7%	Out of Stock

Yearly trend: Revenue, Gross Margin%, Net Profit %, Market share %



PC Market share trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	32.3% ↓
Flipkart	3.7%	40.8%
Atliq e Store	9.3%	36.6% ↓
Amazon	13.3%	37.1% ↓
AltiQ Exclusive	7.2%	47.0%
Total	36.8%	38.9%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	3.4%	36.9% ↓
AQ Smash 1	3.3%	37.1% ↓
AQ HOME Allin1 Gen 2	4.3%	37.8%
AQ BZ Allin1 Gen 2	4.0%	38.1%
AQ BZ Allin1	3.5%	37.3% ↓
Total	18.5%	37.5%