



# Business360



## 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..



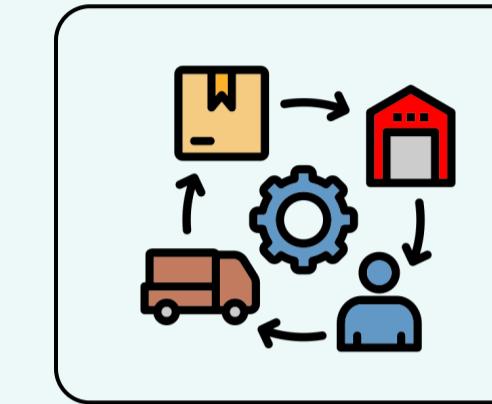
## Sales View

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



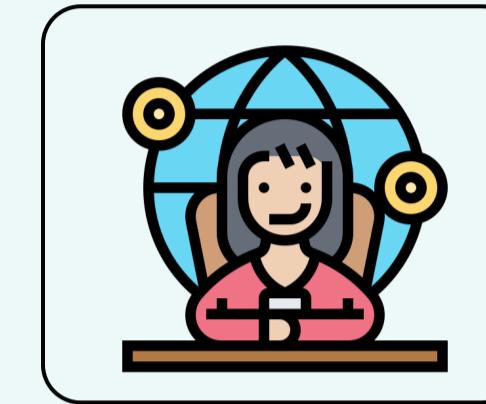
## Marketing

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



## Executive

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.

**region, market** All ▾ **customer** All ▾ **segment, category...** All ▾

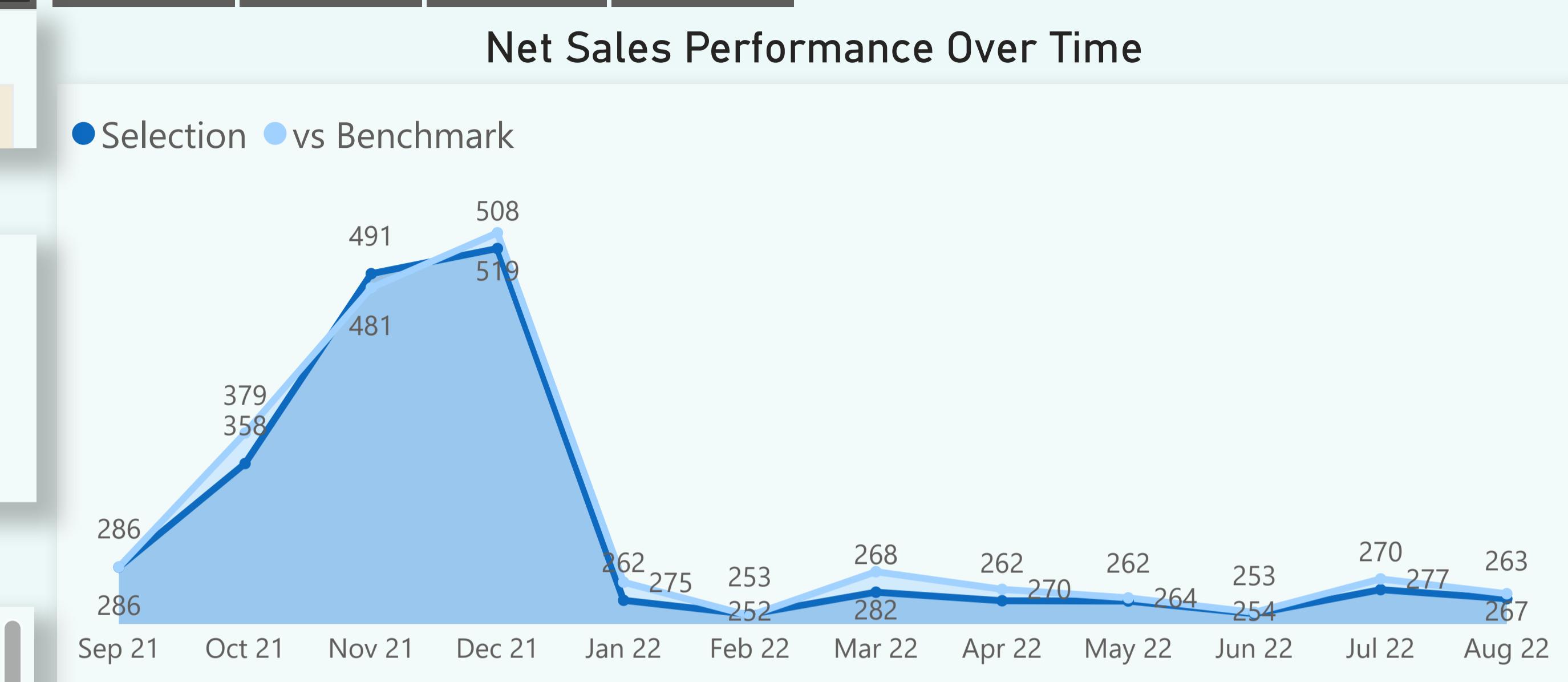
**Net Sales** **\$3.74bn!** Benchmark : 3.81bn (-1.86%)

**Gross Margin %** **38.08%** Benchmark : 37.37% (-1.9%)

**Net Profit %** **-13.98%** Benchmark : -13.72% (+1.9%)

### Profit & Loss Statement

Line Item	2022 Est	Benchmark	Change	Change %
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			
<b>Total COGS</b>	2,313.29			



### Top/Bottom Products & Customers by Net Sales

region	P&L value	P&L change %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24

segment	P&L value	P&L change %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	

region, market

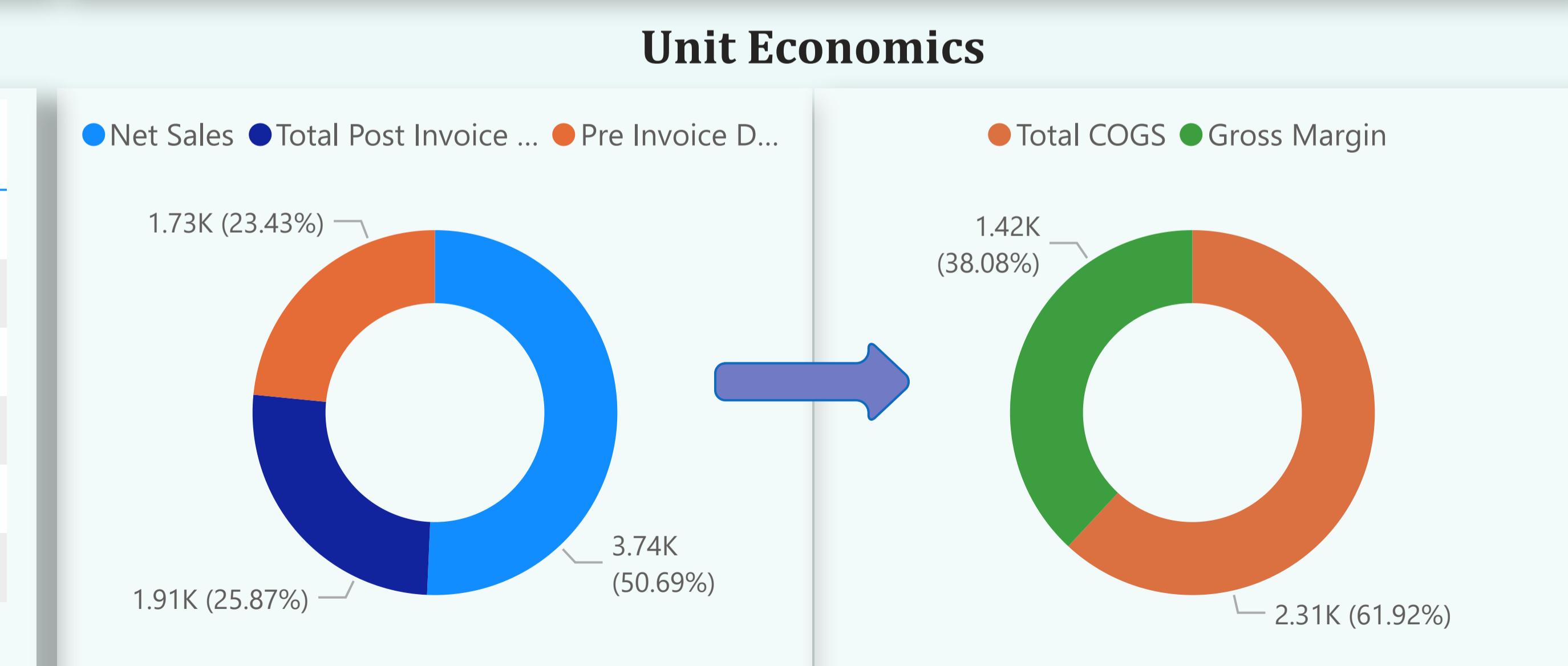
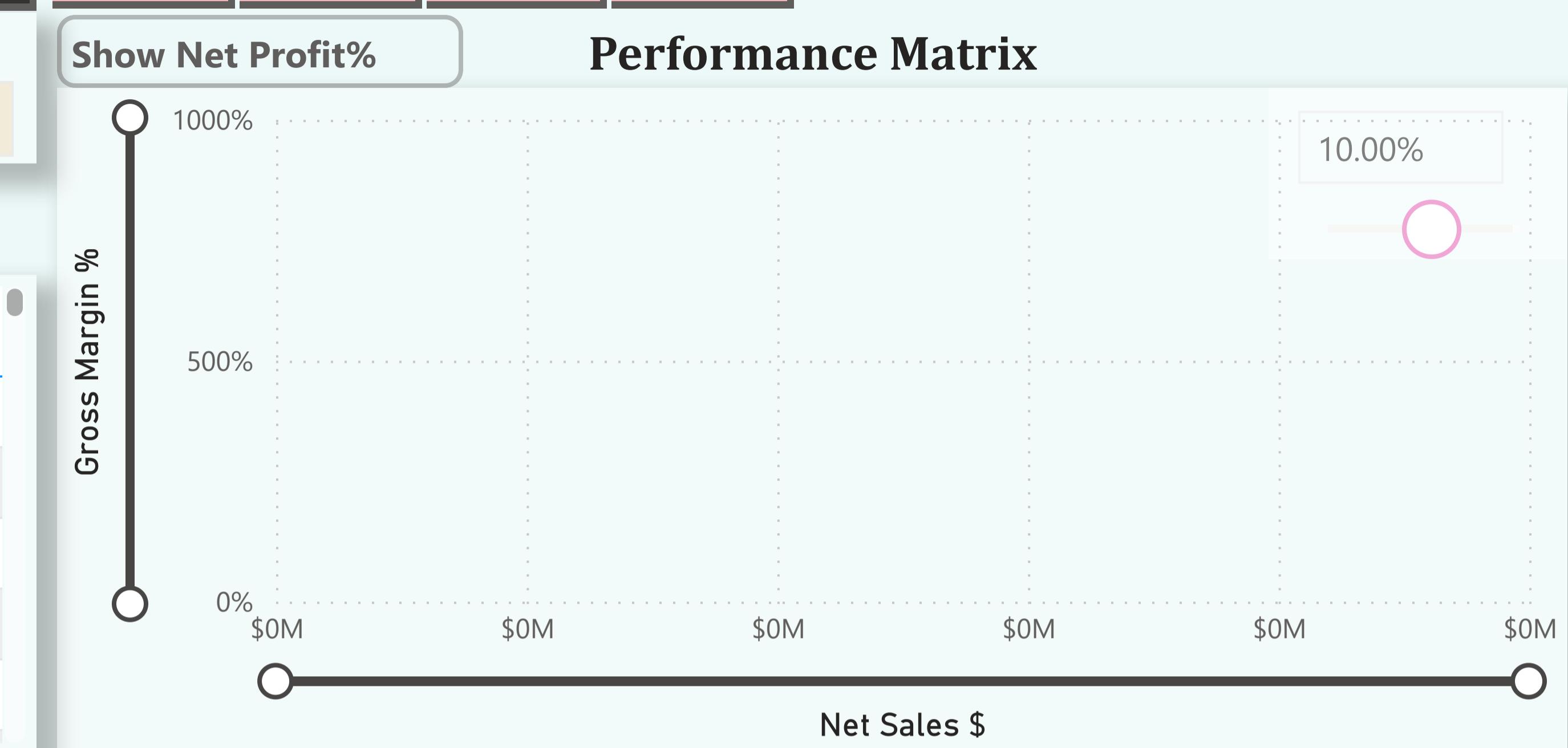
All ▼

customer

All ▼

segment, category

All ▼



Customer Performance

customer	Net Sales \$	Gross Margin \$	Gross Margin %
Amazon	\$496.88M	\$182.766M	36.78%
AtliQ Exclusive	\$361.12M	\$166.147M	46.01%
Atliq e Store	\$304.10M	\$112.148M	36.88%
Flipkart	\$138.49M	\$58.366M	42.14%
Neptune	\$105.69M	\$49.359M	46.70%

Product Performance

segment	Net Sales \$	Gross Margin \$	Gross Margin %
Networking	\$38.43M	\$14.778M	38.45%
Storage	\$54.59M	\$20.926M	38.33%
Desktop	\$711.08M	\$272.389M	38.31%
Notebook	\$1,580.43M	\$600.961M	38.03%
Peripherals	\$897.54M	\$341.220M	38.02%
Accessories	\$454.10M	\$172.606M	38.01%

region, market

All

customer

All

segment, category

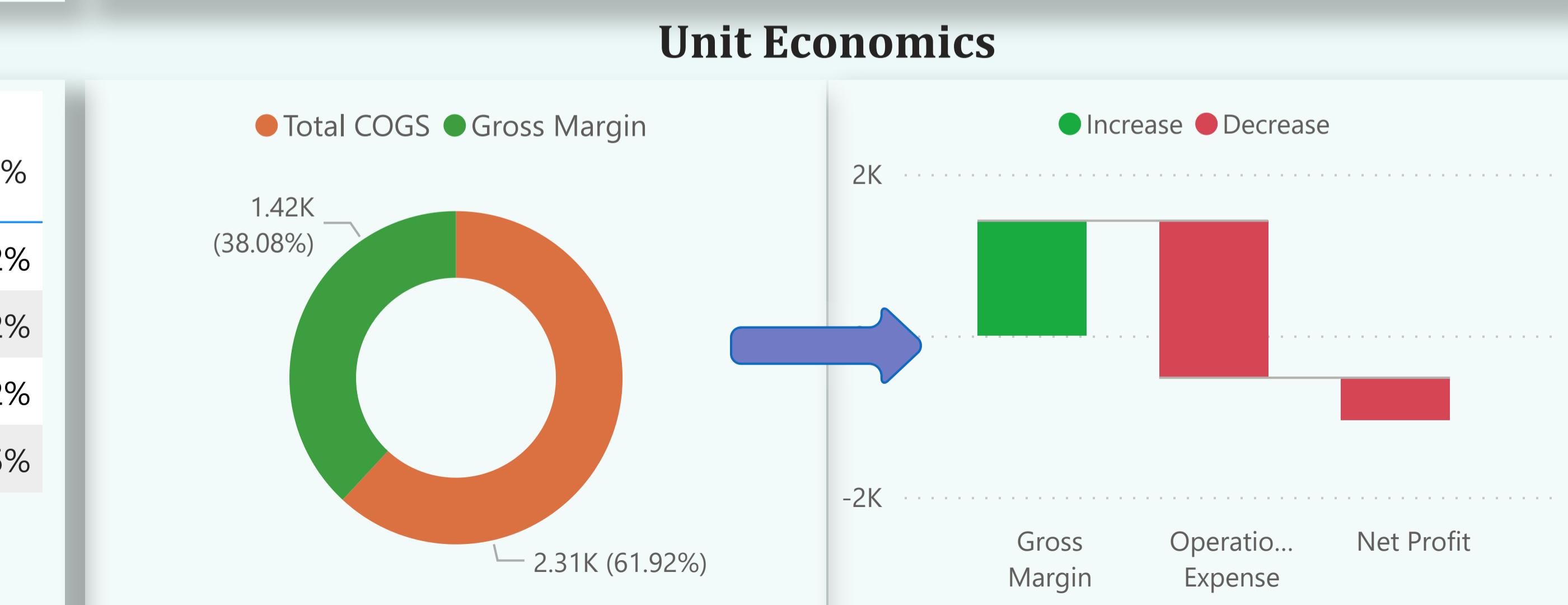
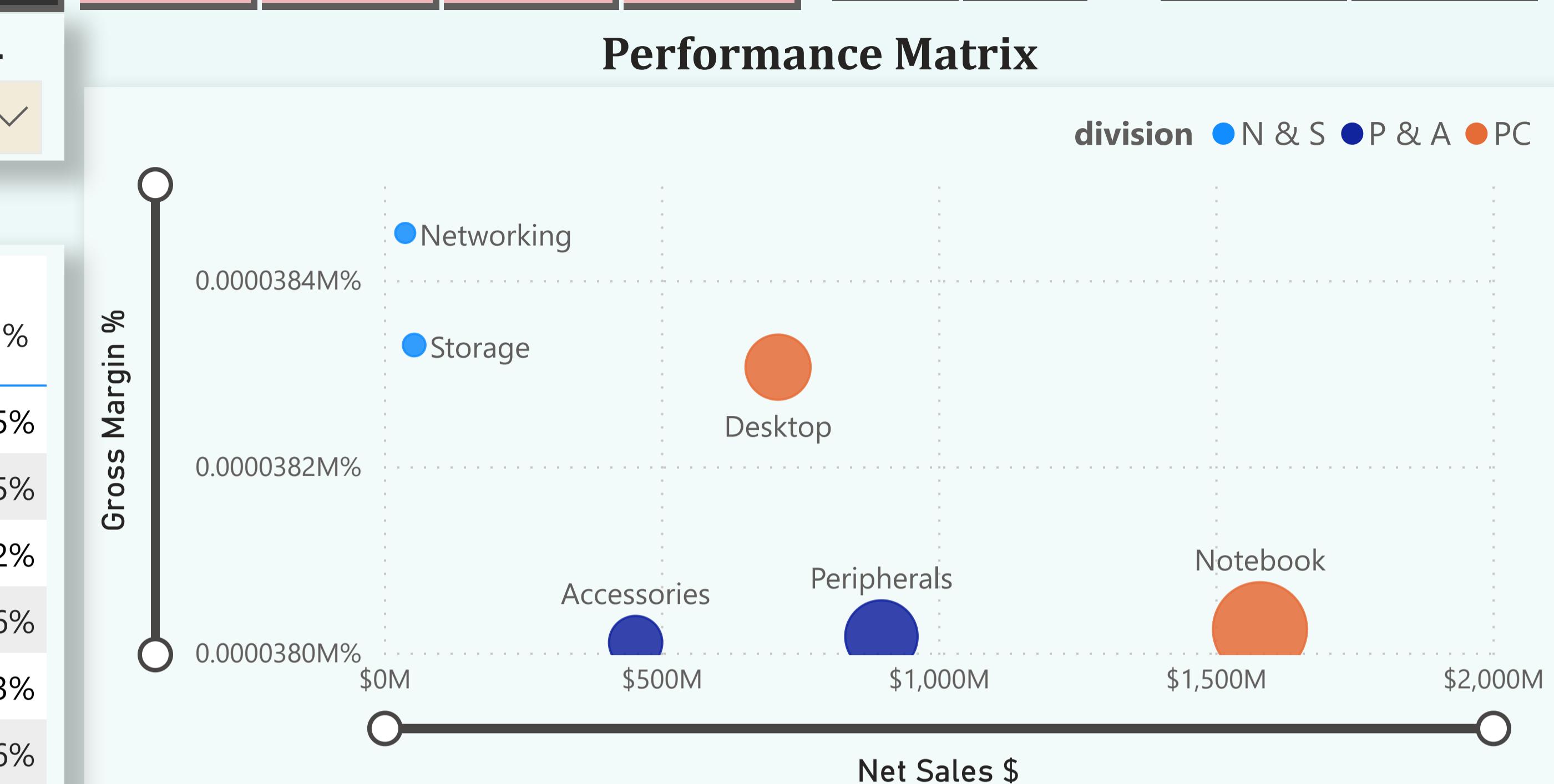
All

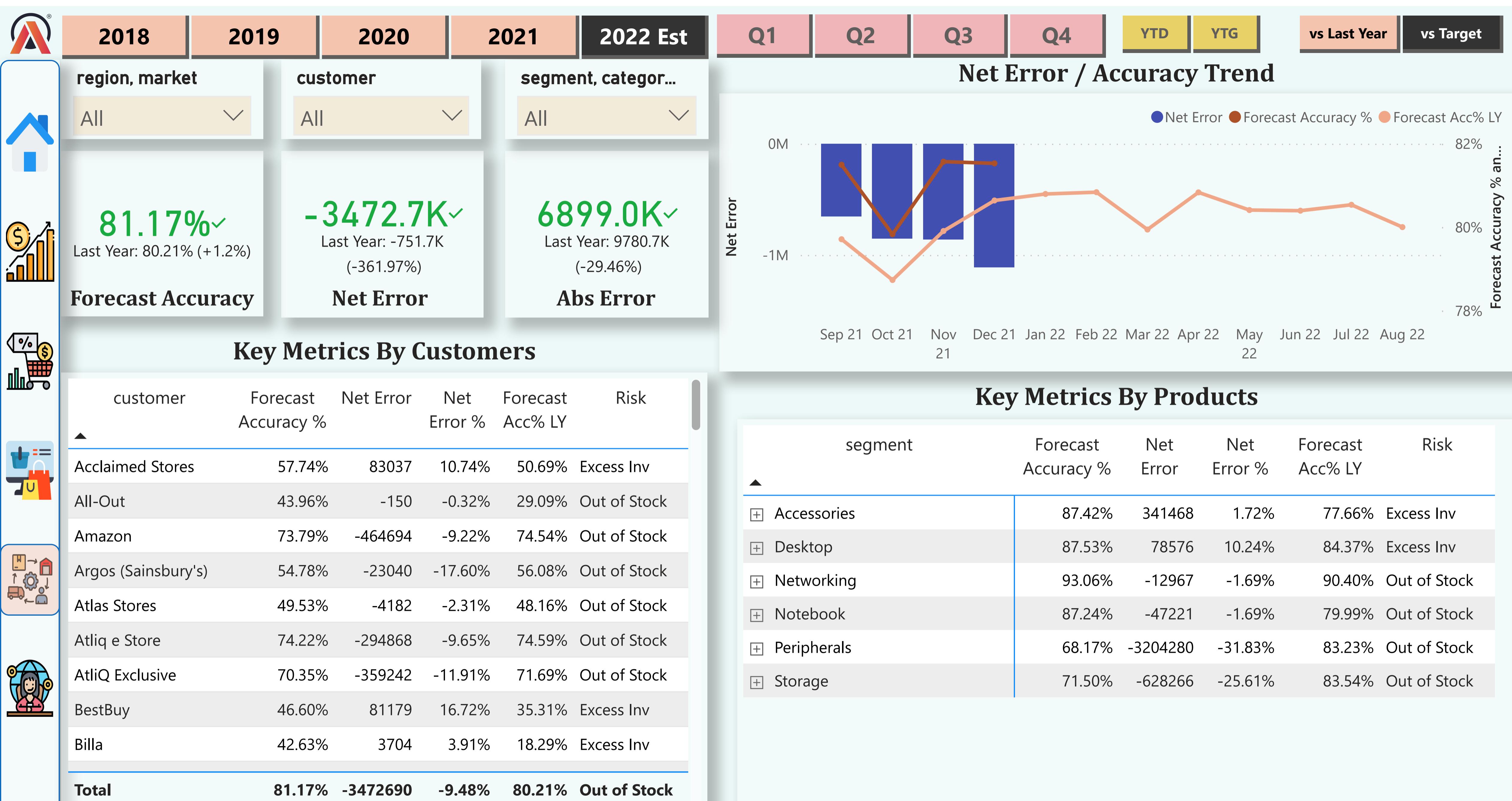
## Product Performance

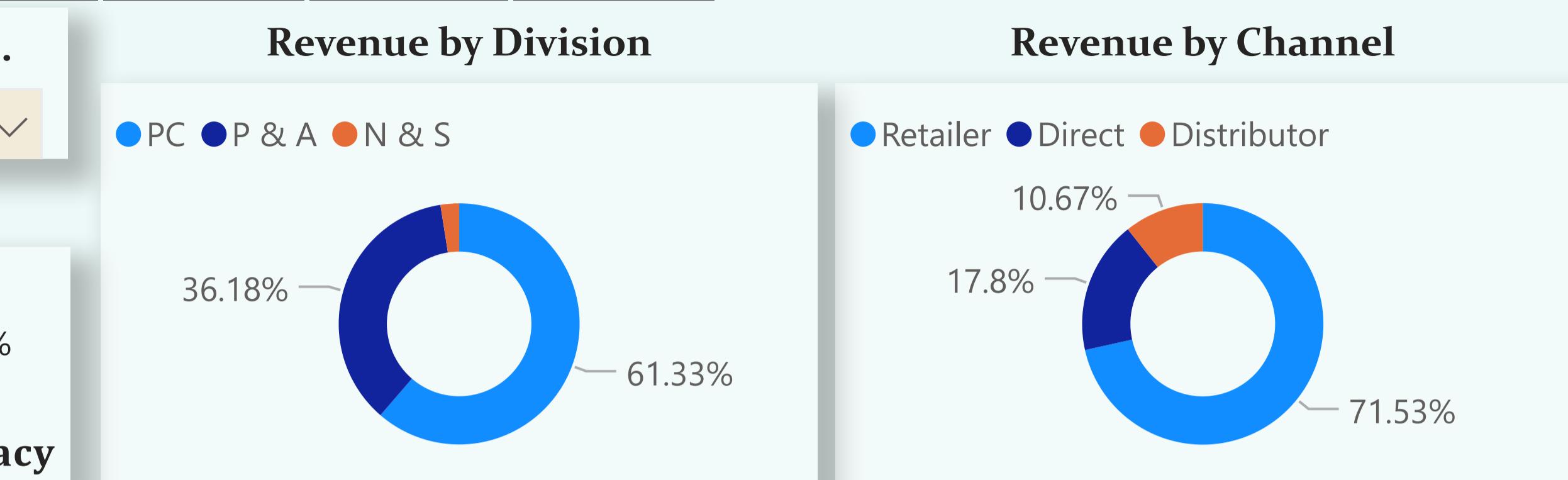
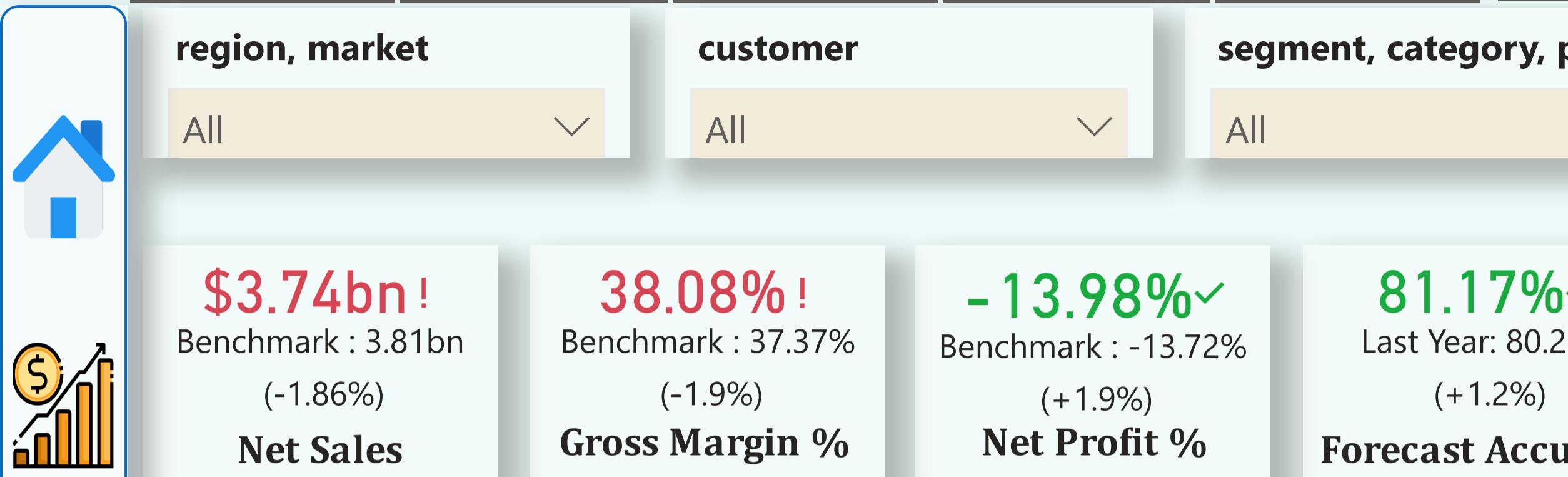
segment	Net Sales \$	Gross Margin \$	Gross Margin %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.606M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	\$272.389M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	\$14.778M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	\$600.961M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.220M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	\$20.926M	38.33%	-7.51M	-13.76%

## Region/Market/Customer Performance

region	Net Sales \$	Gross Margin \$	Gross Margin %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.212M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	\$459.676M	44.97%	-145.31M	-14.22%
EU	\$775.48M	\$267.802M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.190M	35.02%	-0.44M	-2.95%

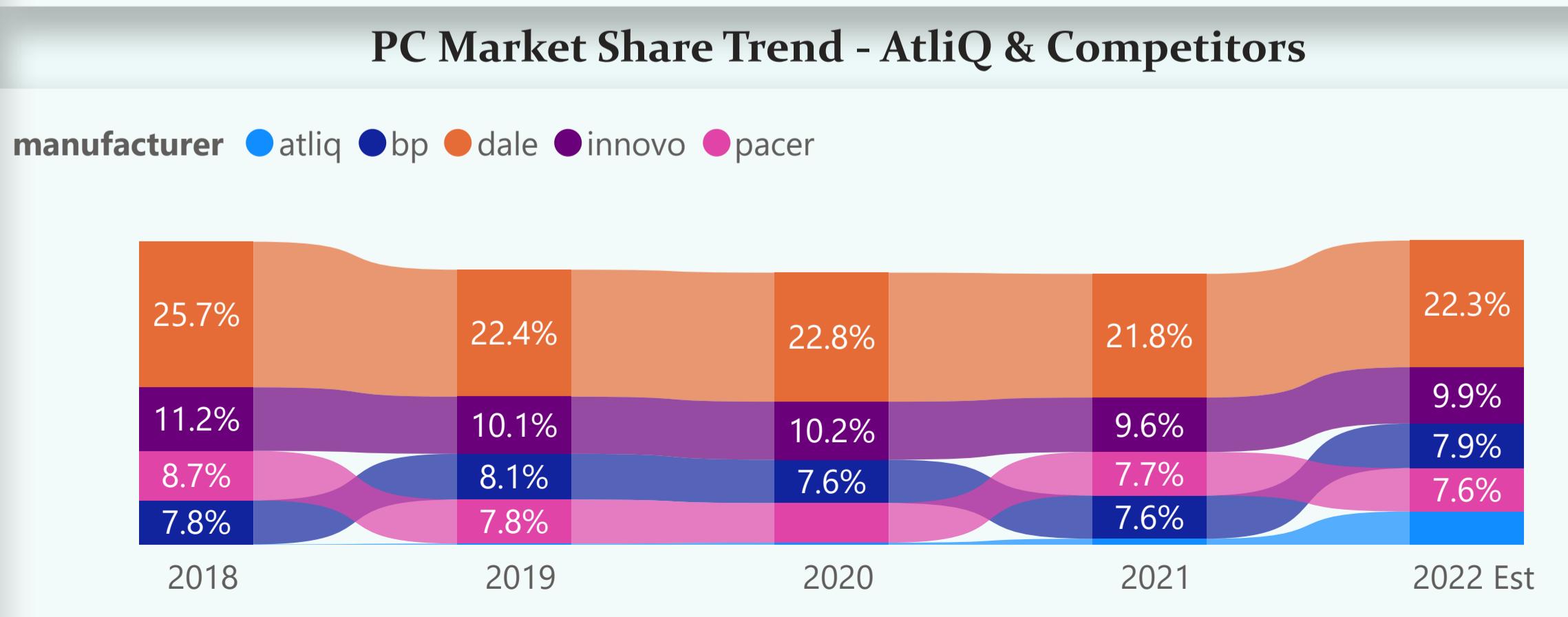
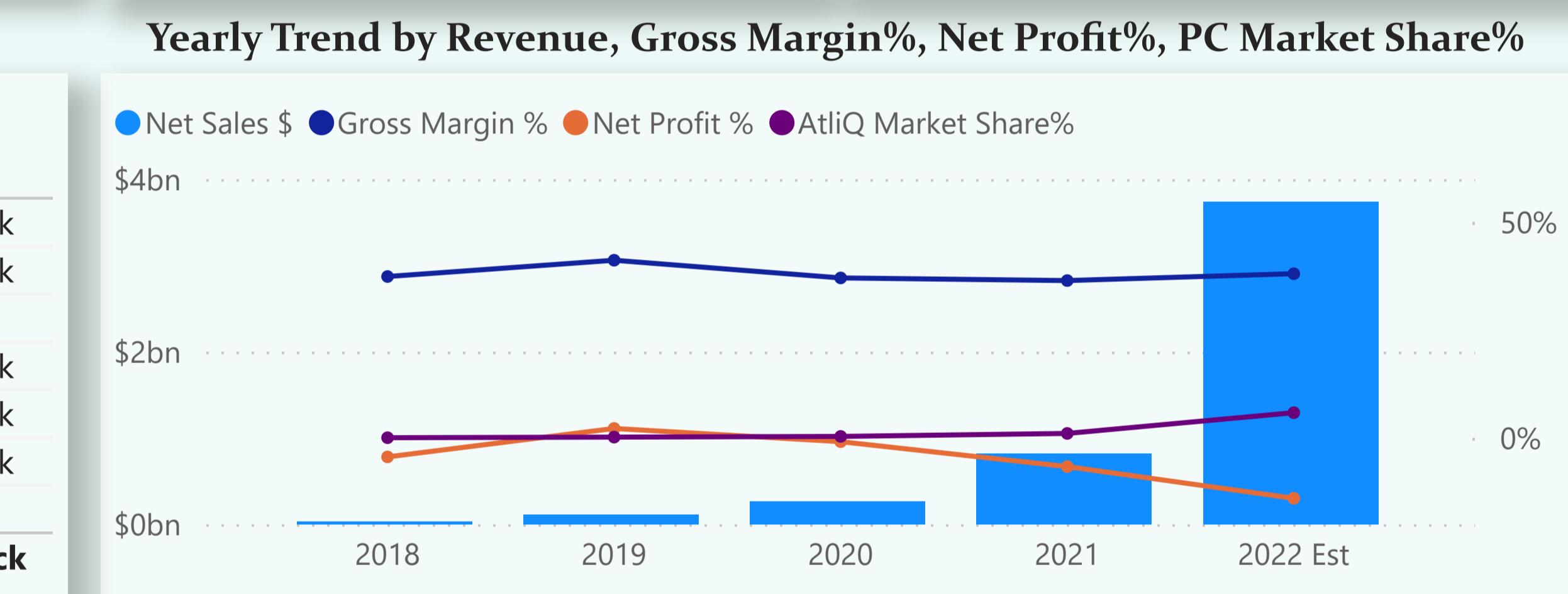






**Key Insights by Sub Zone**

Sub Zone	Net Sales \$	Revenue Contribution %	Gross Margin %	Net Profit %	AtliQ Market Share%	Net Error %	Risk
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	Out of Stock
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	Out of Stock
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	Excess Inv
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	Out of Stock
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	Out of Stock
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	Out of Stock
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	Excess Inv
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>Out of Stock</b>



**Top 5 Customers by Revenue**

customer	Revenue Contribution %	Gross Margin %
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Sage	3.4%	31.5%
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

**Top 5 products by Revenue**

product	Revenue Contribution %	Gross Margin %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4%
AQ HOME	5.7%	38.1%
Allin1 Gen 2		
AQ BZ Allin1 Gen 2	5.4%	38.5%
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>