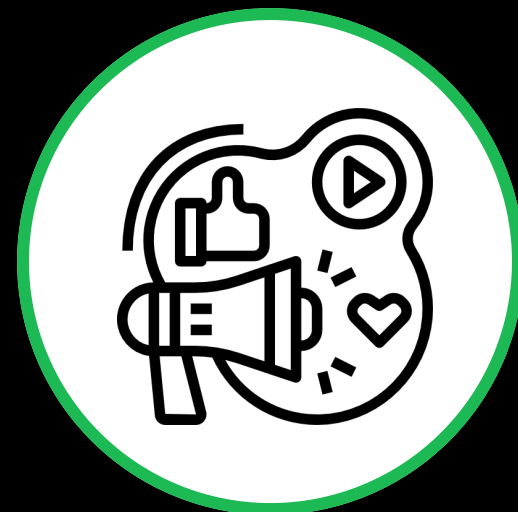# Busniess Insights 360

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 dimension
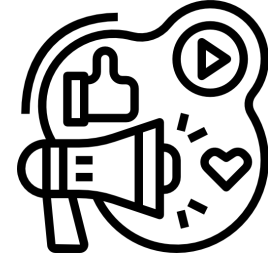of business.

Information

30 January 2024

Dec 21

Support
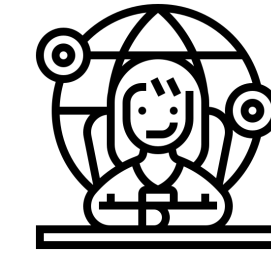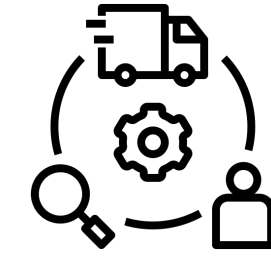
Values are in Dollars and Millions

FILTERS

Select BenchMark (BM)

vs LY	vs Target

2018	2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

YTD	YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million $

Get Job Ready with Power BI — CODE BASICS

NS $	**$267.98M**	GM %	**37.10%**	NP %	**-0.85%**
	BM: 111.37M | 140.61% ▲		BM: 41.2% | -9.95% ▼		BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time

Values over time (Selection): 23, 29, 39, 41, 23, 22, 8, 10, 13, 20, 22, 23
Values over time (vs BM): 8, 10, 14, 15, 8, 8, 3, 8, 8, 8, 8, 8

Sep 19, Oct 19, Nov 19, Dec 19, Jan 20, Feb 20, Mar 20, Apr 20, May 20, Jun 20, Jul 20, Aug 20

Legend: — Selection — vs BM
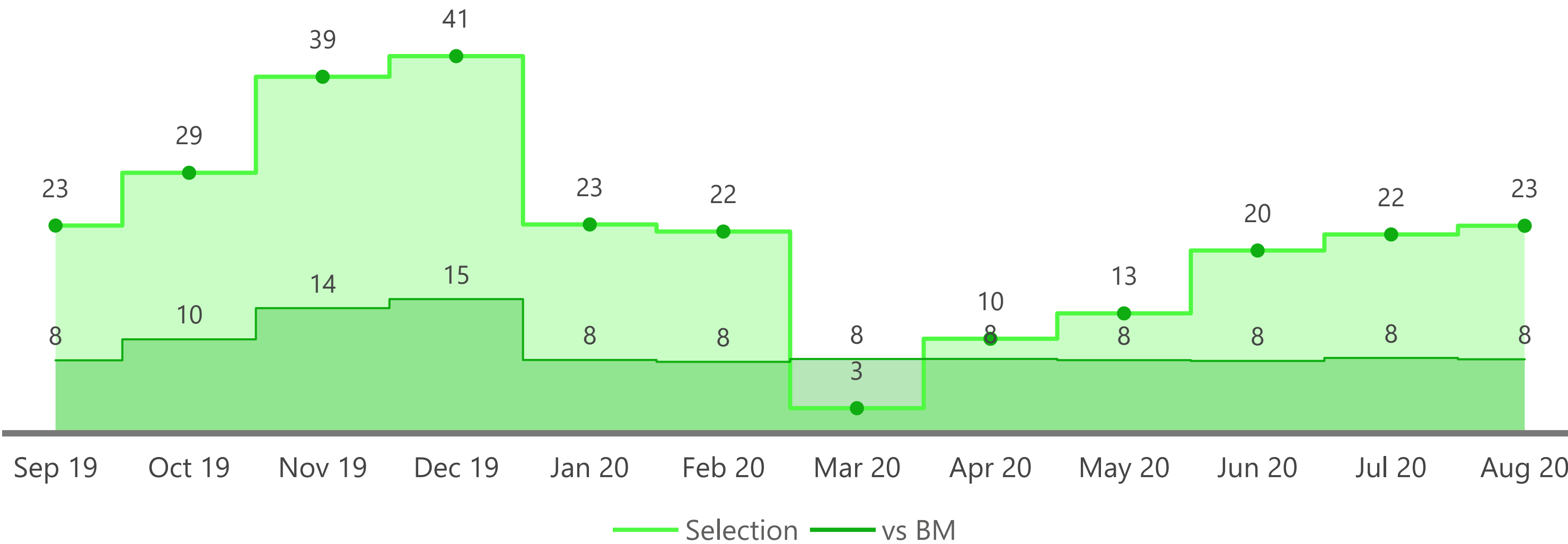
Top / Bottom Products & Customers by Net Sales

Primary Parameter
- ● Region
- ○ Category

Secondary Parameter
- ● Market
- ○ Product

Region	Values	Chg%
⊞ APAC	147.98	107.48
⊞ NA	62.21	182.70
⊞ EU	55.79	224.03
⊞ LATAM	2.00	141.89
Total	**267.98**	**140.61**

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

FILTERS
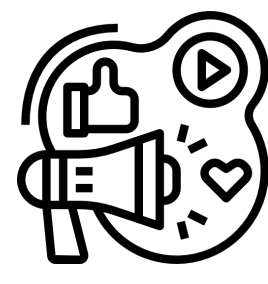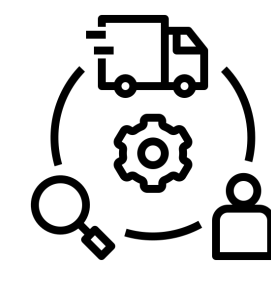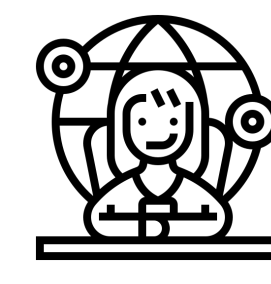
Select BenchMark (BM)

| vs LY | vs Target |

| 2018 | 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

| YTD | YTG |

BY REGION/COUNTRY

All ▾

BY STORES/(S)

All ▾

BY CATEGORY

All ▾

Abbreviations

BM = Benchmark | LY=Last Year
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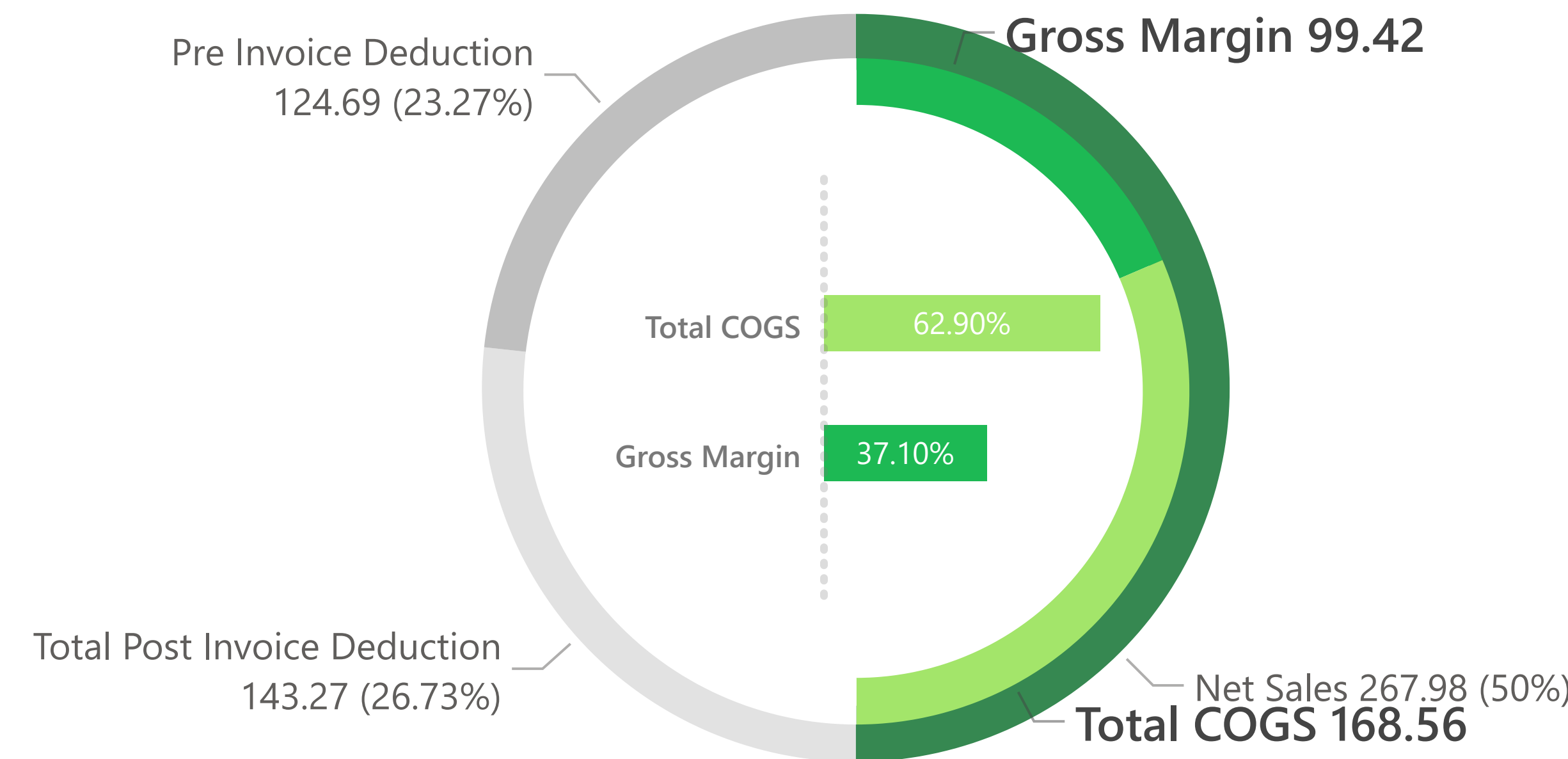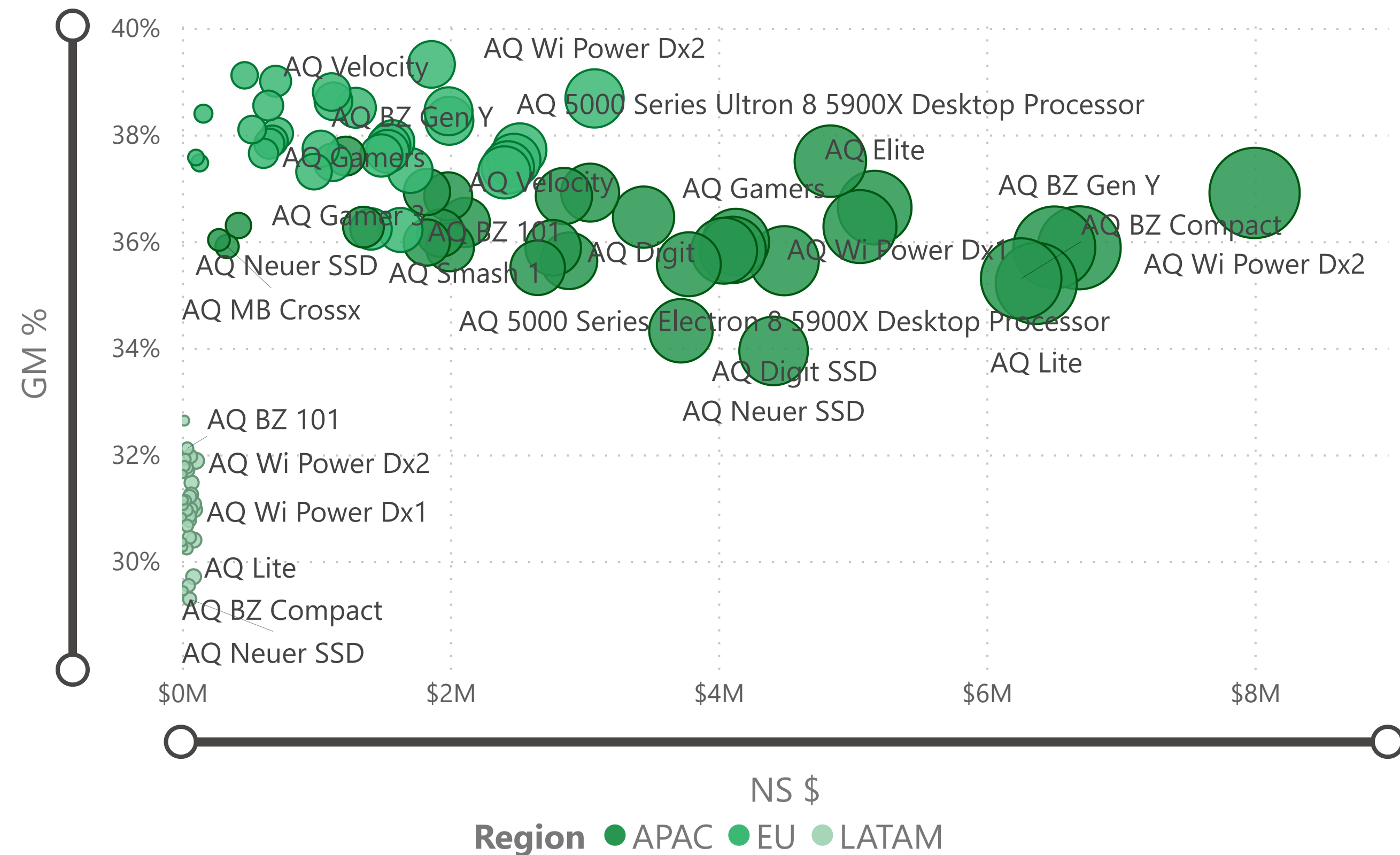NP= Net Profit | Chg = Change

All values in Million $

Get Job Ready with Power BI
CODE BASICS

Net Sales Performace Over Time

Gross Margin% Variance: 0%

GM %

- 40%
- 38% — AQ Velocity, AQ Wi Power Dx2
- 36% — AQ BZ Gen Y, AQ 5000 Series Ultron 8 5900X Desktop Processor, AQ Elite, AQ BZ Gen Y, AQ BZ Compact, AQ Wi Power Dx2
- AQ Gamers, AQ Gamer 3, AQ Velocity, AQ Gamers, AQ Wi Power Dx1
- AQ Neuer SSD, AQ BZ 101, AQ Digit, AQ Lite
- AQ MB Crossx, AQ Smash 1
- 34% — AQ 5000 Series Electron 8 5900X Desktop Processor, AQ Digit SSD, AQ Neuer SSD
- 32% — AQ BZ 101, AQ Wi Power Dx2, AQ Wi Power Dx1
- 30% — AQ Lite, AQ BZ Compact, AQ Neuer SSD

NS $: $0M | $2M | $4M | $6M | $8M

Region ● APAC ● EU ● LATAM

Pre Invoice Deduction
124.69 (23.27%)

Gross Margin 99.42

Total COGS — 62.90%
Gross Margin — 37.10%

Total Post Invoice Deduction
143.27 (26.73%)

Net Sales 267.98 (50%)

Total COGS 168.56

Product Performance

Product		NS $	GM $	GM %	Δ GM %
				Product	Customer
AQ MB Elite		$0.51M	$0.19M	37.07%	-11.22%
AQ MB Crossx		$0.62M	$0.23M	36.95%	-10.96%
AQ MB Crossx 2		$0.77M	$0.29M	37.54%	-2.71%
AQ WereWolf NAS Interna...		$2.22M	$0.86M	38.52%	-3.27%
AQ Dracula HDD – 3.5 Inc...		$2.46M	$0.92M	37.42%	-12.53%
AQ Mforce Gen X		$3.35M	$1.25M	37.18%	-10.18%
AQ Gamer 1		$3.37M	$1.25M	37.19%	-7.95%
AQ Master wired x1 Ms		$3.35M	$1.28M	38.18%	-6.52%
AQ Gamer 3		$3.51M	$1.30M	37.07%	-10.63%
AQ Gamer 2		$3.49M	$1.32M	37.93%	-8.23%
AQ Smash 1		$3.70M	$1.38M	37.39%	-10.99%
AQ Mforce Gen Y		$4.76M	$1.74M	36.57%	-11.57%
AQ Aspiron		$5.02M	$1.86M	37.01%	-9.98%
AQ Master wireless x1 Ms		$5.27M	$1.94M	36.75%	-10.48%
AQ Master wired x1		$5.19M	$1.97M	37.98%	-6.69%
AQ BZ 101		$5.49M	$2.09M	38.01%	-7.75%
Total		**$200.16M**	**$74.30M**	**37.12%**	**-9.90%**

FILTERS

Select BenchMark (BM)

vs LY	vs Target

2018	2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

YTD	YTG

BY REGION/COUNTRY

All ▾

BY STORES/(S)

All ▾

BY CATEGORY

All ▾

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million $

Get Job Ready with Power BI | CODE BASICS

Segment Performance - By Gross Margin %

GM %	Net Profit %

Net Sales & Gross Margin Bifurcation

Gross Margin 99.42 (37.1%)
Total COGS 168.56 (62.9%)

Gross Margin: 99.42
Operating Expense: -101.71

● Increase ● Decrease

Segment ⬤ Market

Category	Segment

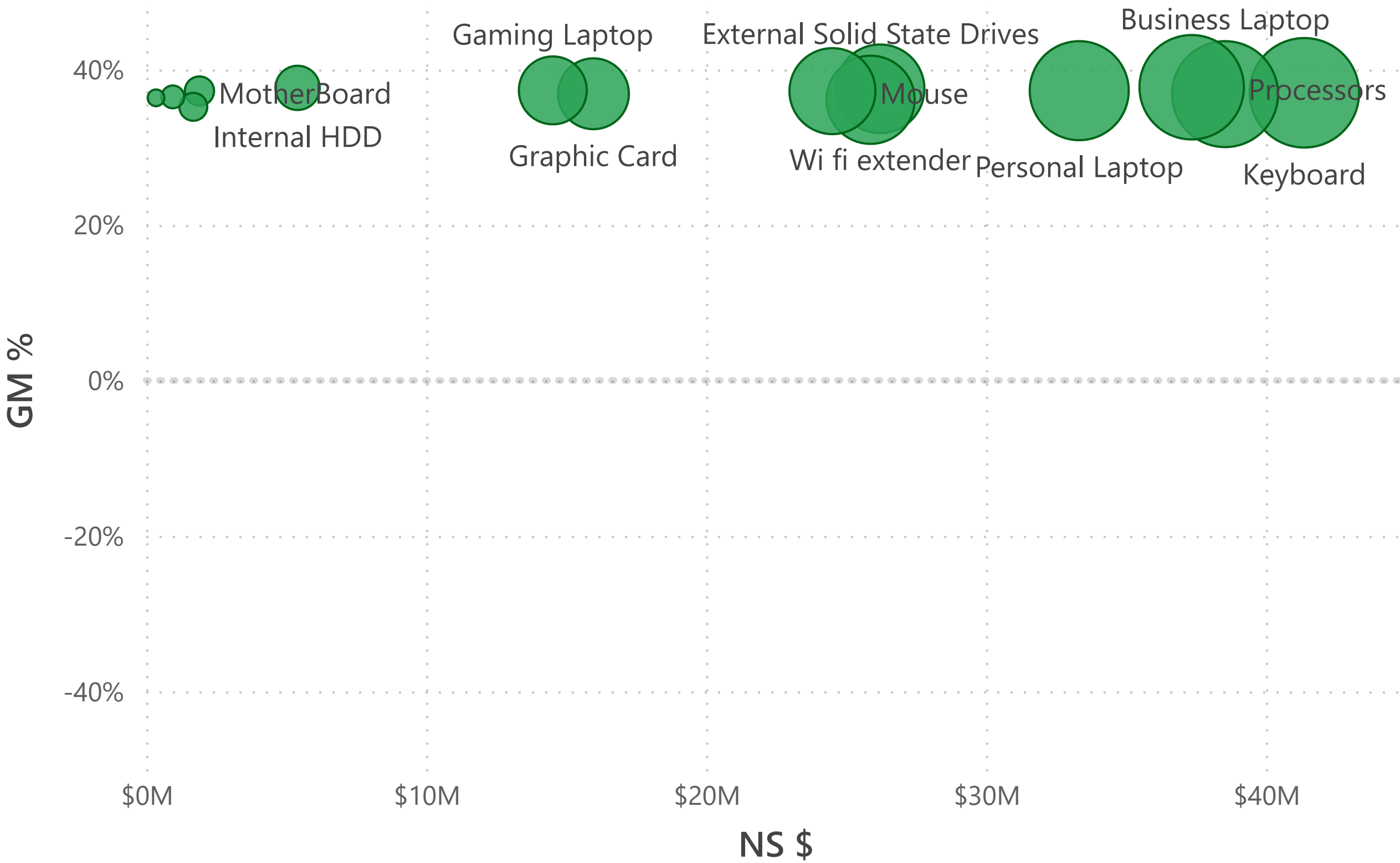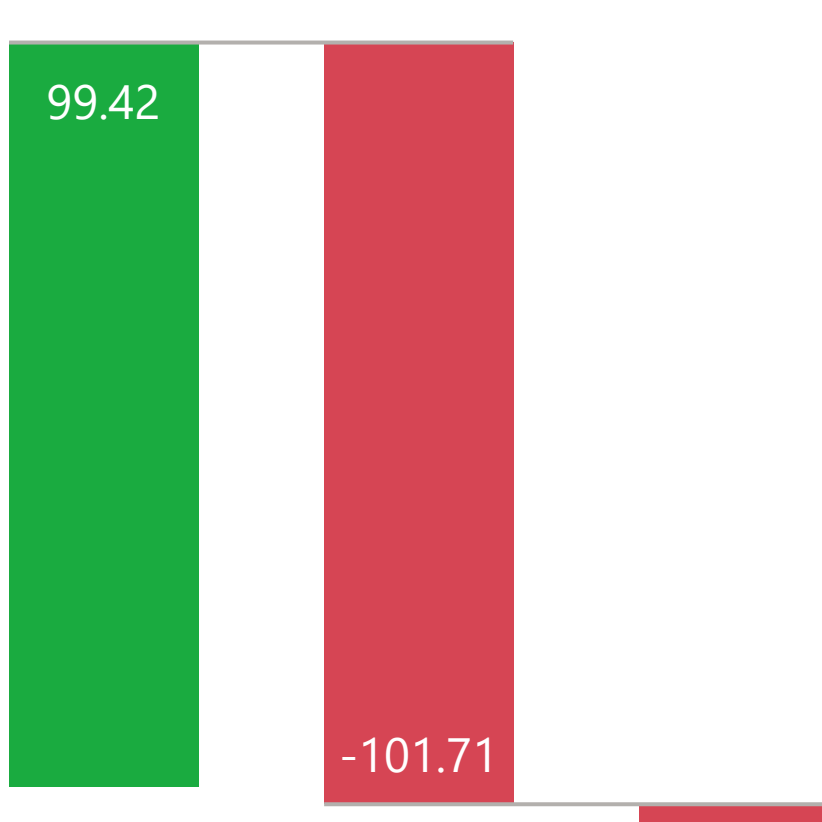| Category	NS $	GM %	NP $	NP % ▾	Δ NP %
Processors	$37.35M	37.71%	-0.09M	-0.25%	-107.34%
Internal HDD	$5.41M	37.63%	-0.02M	-0.31%	-111.42%
Wi fi extender	$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Mouse	$24.51M	37.21%	-0.17M	-0.68%	-130.46%
Personal Laptop	$33.33M	37.27%	-0.23M	-0.69%	-134.01%
MotherBoard	$1.90M	37.22%	-0.01M	-0.72%	-131.88%
Keyboard	$41.37M	37.00%	-0.39M	-0.95%	-139.21%
Gaming Laptop	$14.52M	37.31%	-0.14M	-0.96%	-141.09%
Graphic Card	$15.98M	36.88%	-0.17M	-1.06%	-144.33%
Business Laptop	$38.54M	36.83%	-0.42M	-1.10%	-143.58%
Batteries	$0.35M	36.35%	-0.01M	-1.68%	
External Solid State ...	$25.88M	36.10%	-0.45M	-1.74%	-182.91%
USB Flash Drives	$1.68M	35.20%	-0.04M	-2.46%	
Personal Desktop	$0.95M	36.47%	-0.03M	-2.88%	
Total	**$267.98M**	**37.10%**	**-2.29M**	**-0.85%**	**-138.68%**

FILTERS

FINANCE SALES MARKETING **SUPPLY CHAIN** EXECUTIVE

Reset Fliters

Select BenchMark (BM)

| vs LY | vs Target |

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

BY REGION/COUNTRY
All

BY STORES/(S)
All

BY CATEGORY
All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million $

Get Job Ready with Power BI CODE BASICS

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% ▼

Accuracy / Net Error Trend

81.14% 81.53% 82.44% 81.78% 1.31M 81.33% 81.56% 81.16%
78.78% 80.97% 15.40% 0.76M 65.11% 0.54M
51.91%

-0.20M -0.27M -0.36M -0.47M -0.20M -0.20M -0.06M -0.15M -0.20M

Sep 19 Oct 19 Nov 19 Dec 19 Jan 20 Feb 20 Mar 20 Apr 20 May 20 Jun 20 Jul 20 Aug 20

● Net Error ─●─ Forecast Accuracy % ····· Forecast Accuracy % LY
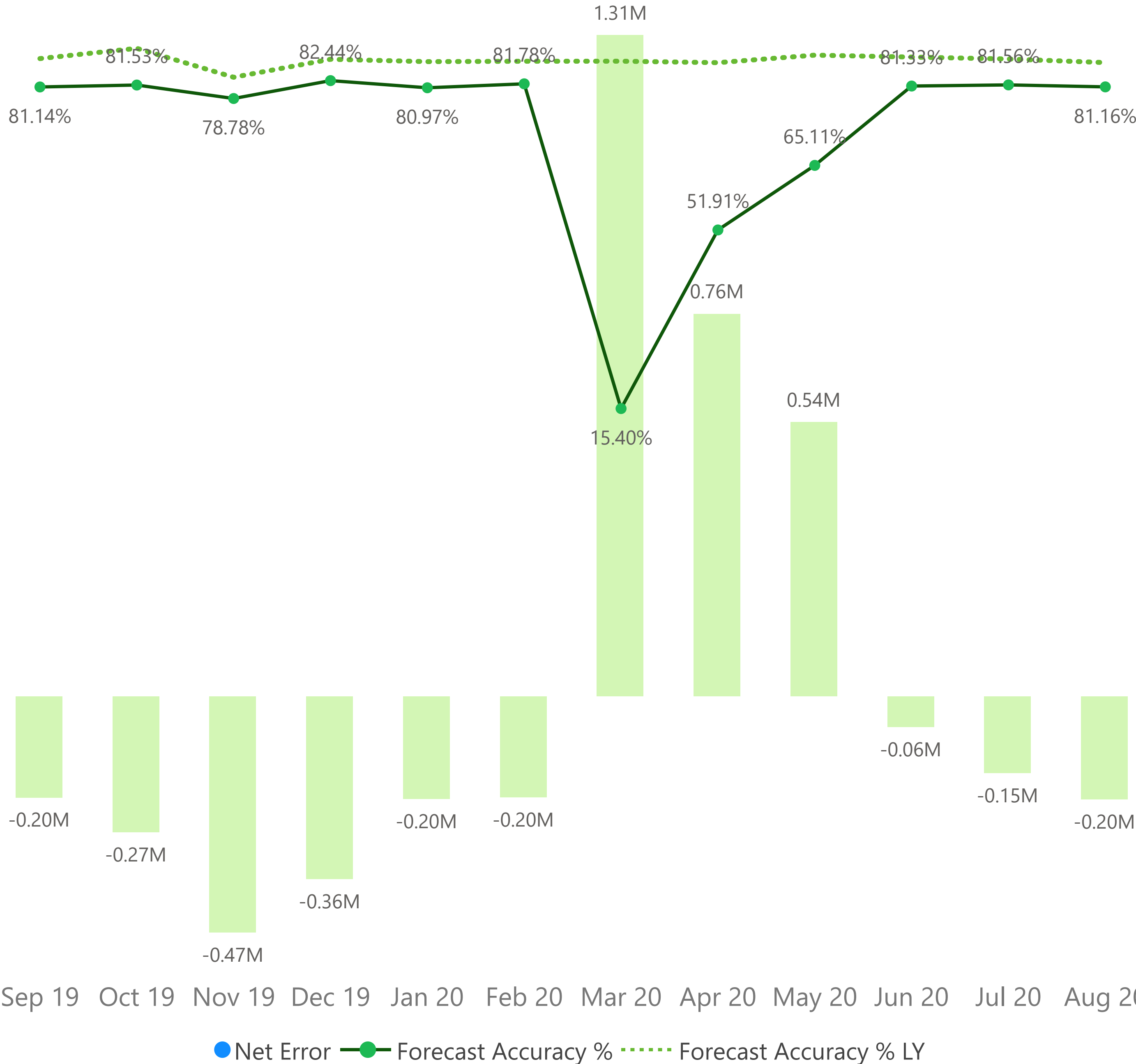
Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83K	-39.76%	OOS
All-Out	35.18%		6K	25.31%	EI
Amazon	48.43%	78.07%	-917K	-31.93%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10K	10.79%	EI
Atlas Stores	39.19%	47.32%	24K	26.07%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.48%	OOS
AtliQ Exclusive	56.65%	76.67%	331K	17.76%	EI
BestBuv	7.31%	26.90%	-44K	-32.55%	OOS
Total	**72.99%**	**86.45%**	**492K**	**2.31%**	**EI**

Key Metrics By Product

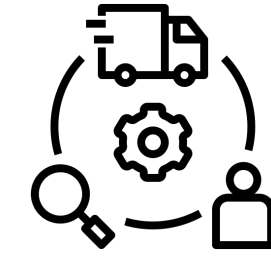| Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
⊞ Storage	81.01%	80.25%	698K	14.86%	EI
⊞ Peripherals	75.18%	85.06%	193K	7.43%	EI
⊞ Notebook	76.65%	83.02%	147K	22.59%	EI
⊞ Networking	52.50%	81.50%	-379K	-28.90%	OOS
⊞ Desktop	70.07%		0K	-2.00%	OOS
⊞ Accessories	71.42%	90.20%	-168K	-1.40%	OOS
Total	**72.99%**	**86.45%**	**492K**	**2.31%**	**EI**

Reset Fliters

FILTERS

Select BenchMark (BM)

| vs LY | vs Target |

| 2018 | 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

| YTD | YTG |

BY REGION/COUNTRY
All

BY STORES/(S)
All

BY CATEGORY
All

Abbreviations
BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
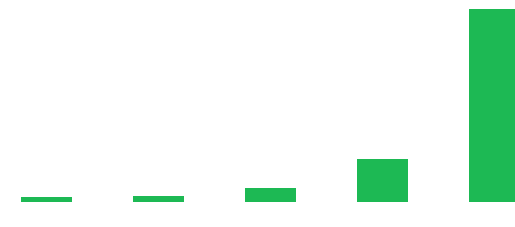NP= Net Profit | Chg = Change

All values in Million $

Get Job Ready with Power BI — CODE BASICS
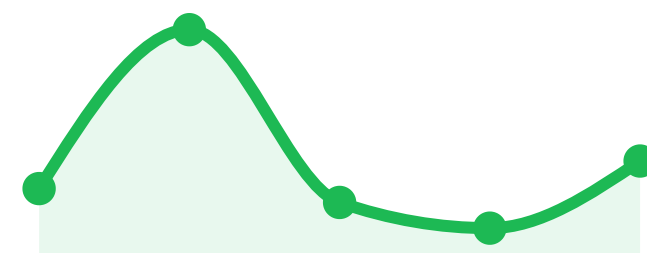

Net Sales $
$4.97bn
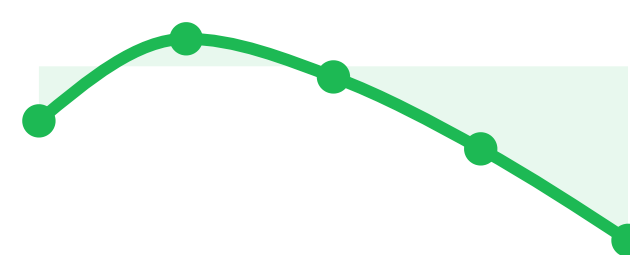BM: 1.23Bn | 303.18% ▲

Gross Margin %
37.83%
BM: 37.07% | 2.05% ▲

Net Profit %
-11.64%
BM: -4.52% | 157.19% ▲

Forecast Accuracy %
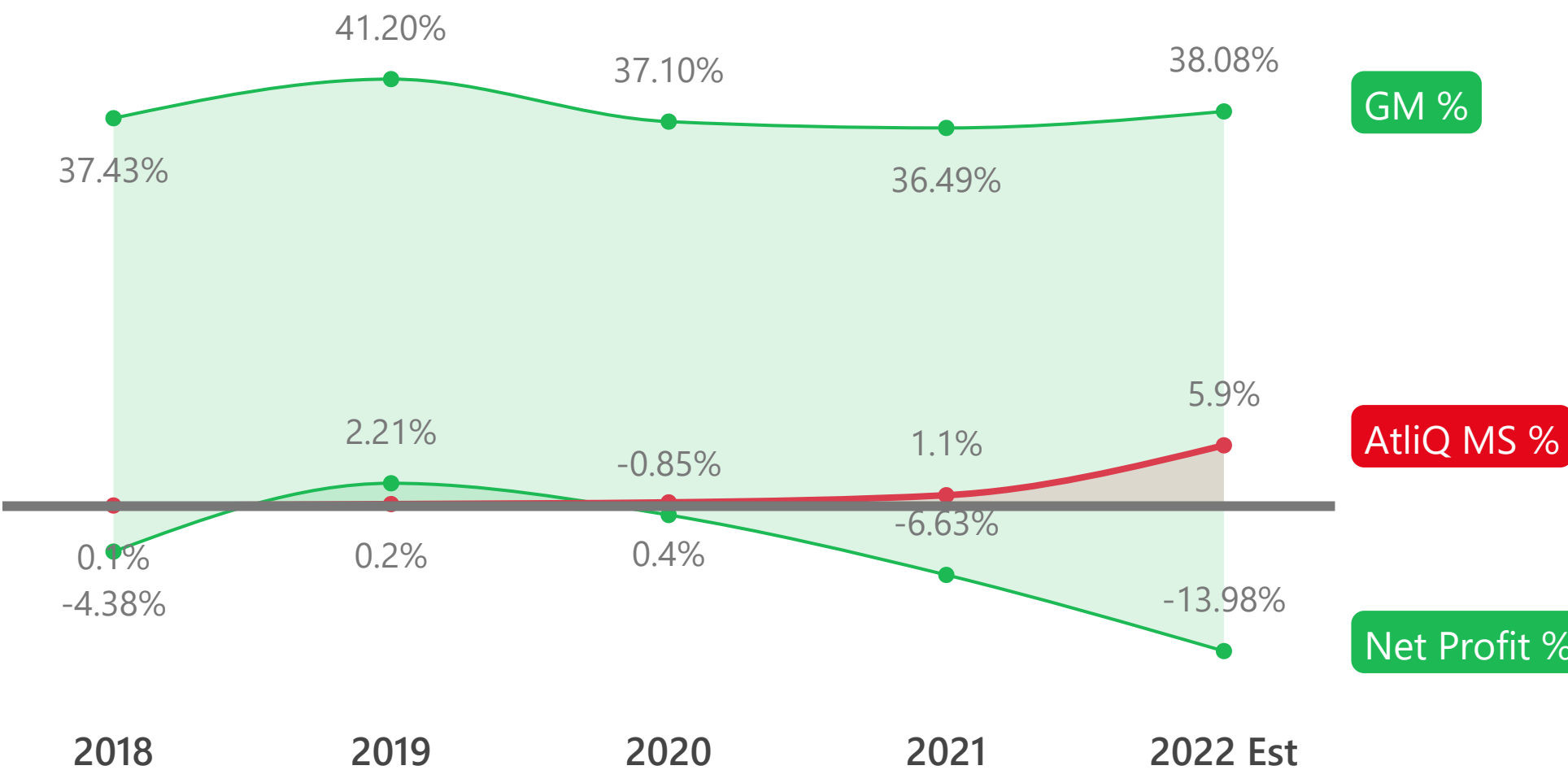79.83%
LY: 79.26% | 0.72% ▲
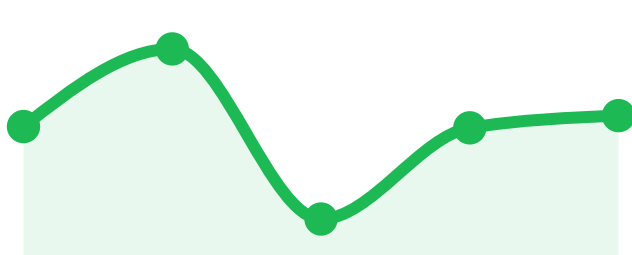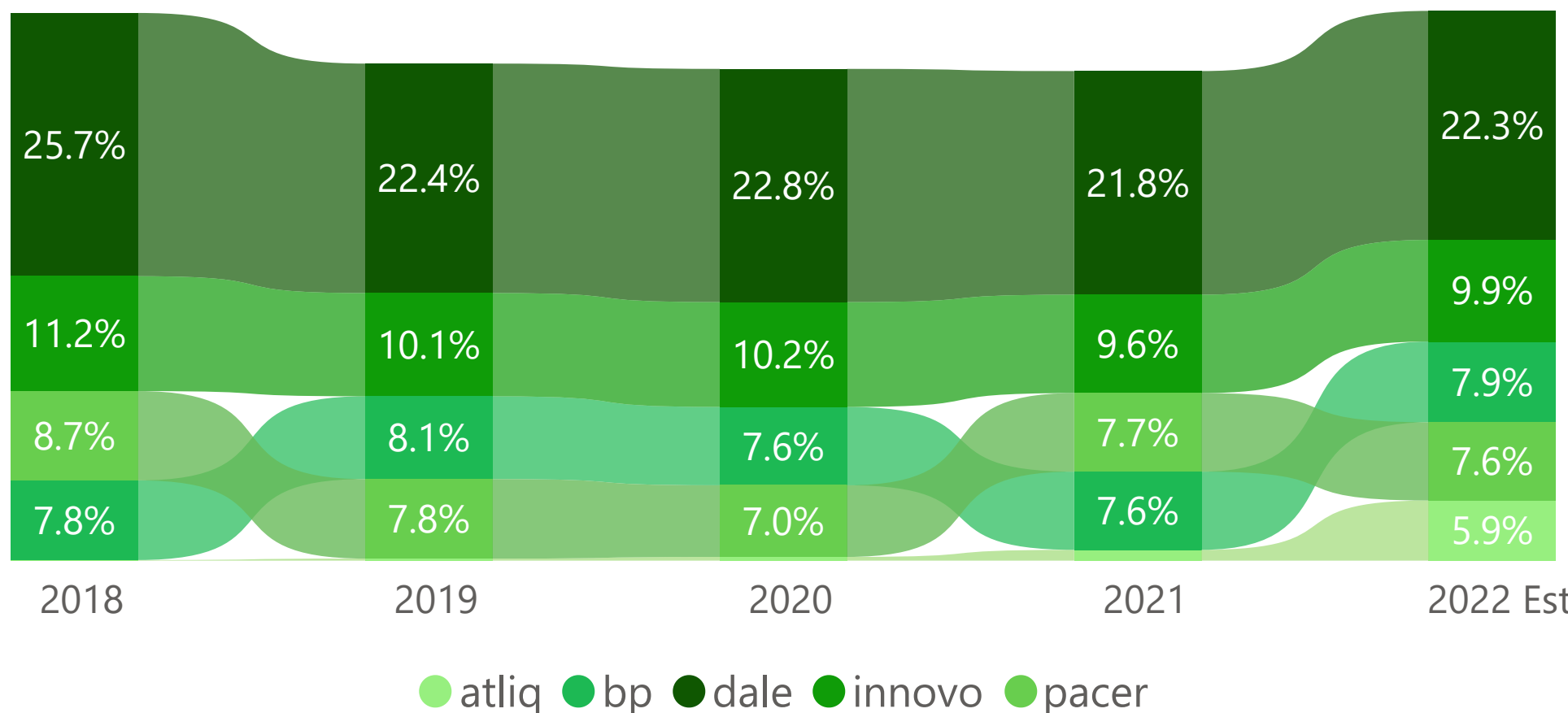

Revenue Contribution

○ Division
● Channel

| 18.0% | 10.9% | 71.1% |

● Direct ● Distributor ● Retailer

Trend: Key metrics over years

GM %: 37.43% (2018), 41.20% (2019), 37.10% (2020), 36.49% (2021), 38.08% (2022 Est)
AtliQ MS %: 0.1% (2018), 2.21% (2019), -0.85% (2020), 1.1% (2021), 5.9% (2022 Est)
Net Profit %: -4.38% (2018), 0.2% (2019), 0.4% (2020), -6.63% (2021), -13.98% (2022 Est)

Trend: Revenue Contribution over years

	2018	2019	2020	2021	2022 Est
	25.7%	22.4%	22.8%	21.8%	22.3%
					9.9%
	11.2%	10.1%	10.2%	9.6%	7.9%
	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	5.9%

● atliq ● bp ● dale ● innovo ● pacer

TOP 5 Customers

Customer	RC %	GM %
Sage	3.4%	32.45% ▽
Flipkart	3.6%	39.78% ▲
AtliQ Exclusive	9.6%	45.67% ▲
Atliq e Store	8.4%	37.13% ▽
Amazon	13.6%	36.76% ▲
Total	**38.7%**	**38.96%**

TOP 5 Products

Product	RC %	GM %
AQ HOME Allin1 ...	4.4%	38.04% ▲
AQ BZ Allin1 Gen 2	4.1%	38.51% ○
AQ BZ Allin1	3.5%	37.55% ▲
AQ Smash 2	3.4%	37.37% ▲
AQ Smash 1	3.3%	37.47% ▽
Total	**18.7%**	**37.83%**

Sub-Region Performance

Sub Zone	NS $	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
LATAM	$21.00M	0.4%	35.33% ▽	-0.78%	0.32%	EI	0.1%
ANZ	$257.15M	5.2%	42.51% ▲	-3.17%	-1.16%	OOS	0.5%
SE	$446.41M	9.0%	37.59% ▽	-1.32%	-6.66%	OOS	6.6%
NE	$604.60M	12.2%	34.05% ▽	-14.26%	4.92%	EI	2.5%
ROA	$1,077.36M	21.7%	35.42% ▽	-2.30%	-5.27%	OOS	3.2%
India	$1,271.22M	25.6%	35.14% ▲	-22.03% ▲	0.21%	EI	5.1%
NA	$1,290.74M	26.0%	43.45% ▲	-13.40% ▲	-3.79%	OOS	1.8%
Total	**$4,968.48M**	**100.0%**	**37.83%**	**-11.64%**	**-1.97%**	**OOS**	**2.3%**