



Business Insight 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.



region, market

All

customer

All

segment, category,...

All

2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

Q3

Q4

\$3,736.2M✓
LY: \$823.8M
(+353.5%)

38.1%✓
LY: 36.5%
(+4.37%)

-14.0%!
LY: -0.1
(-110.79%)

Net Sales

GM %

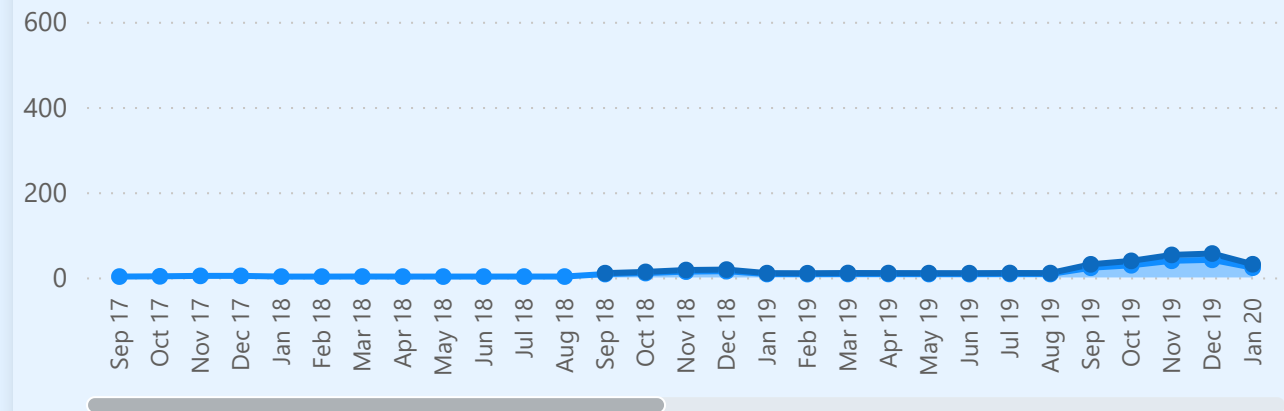
Net Profit %

Profit & Loss Statement

| Line Item | LY | YoY | YoY % |
|------------------------------|----------|-----------|--------|
| Gross Sales | 2,467.97 | 7,370.14 | 298.63 |
| Pre Invoice Deduction | 578.56 | 1,727.01 | 298.50 |
| Net Invoice Sales | 1,889.41 | 5,643.13 | 298.67 |
| - Post Discounts | 417.86 | 1,243.54 | 297.59 |
| - Post Deductions | 239.23 | 663.42 | 277.31 |
| Total Post Invoice Deduction | 657.10 | 1,906.95 | 290.21 |
| Net Sales | 1,232.31 | 3,736.17 | 303.18 |
| - Manufacturing Cost | 737.81 | 2,197.28 | 297.81 |
| - Freight Cost | 32.58 | 100.49 | 308.44 |
| - Other Cost | 5.09 | 15.52 | 305.20 |
| Total COGS | 775.48 | 2,313.29 | 298.31 |
| Gross Margin | 456.84 | 1,422.88 | 311.46 |
| Gross Margin % | 37.07 | 0.76 | 2.05 |
| GM / Unit | 5.36 | 5.35 | 99.73 |
| Operational Expense | -512.59 | -1,945.30 | 379.50 |
| Net Profit | -55.76 | -522.42 | 936.96 |
| Net Profit % | -4.52 | -7.11 | 157.19 |

Net Sales Performance Over Time

● Selected Year ● Selected Year -1



Top & Bottom Products and Customers by Net Sales

| region | P & L Values | P & L YoY Chg % | segment | P & L Values | P & L YoY Chg % |
|--------|--------------|-----------------|-------------|--------------|-----------------|
| NA | 1,290.74 | 380.46 | Accessories | 802.17 | 130.46 |
| LATAM | 21.00 | 239.67 | Desktop | 758.45 | 1,500.86 |
| EU | 1,051.01 | 281.46 | Networking | 130.40 | 41.79 |
| APAC | 2,605.73 | 282.10 | Notebook | 1,973.15 | 402.44 |
| Total | 4,968.48 | 303.18 | Peripherals | 1,152.02 | 352.70 |
| | | | Storage | 152.29 | 55.88 |
| | | | Total | 4,968.48 | 303.18 |

region, ma...

All

segment, c...

All

customer

All

YTD

YTG

Quarters

Q1

Q2

Q3

Q4

fy_desc

2018

2019

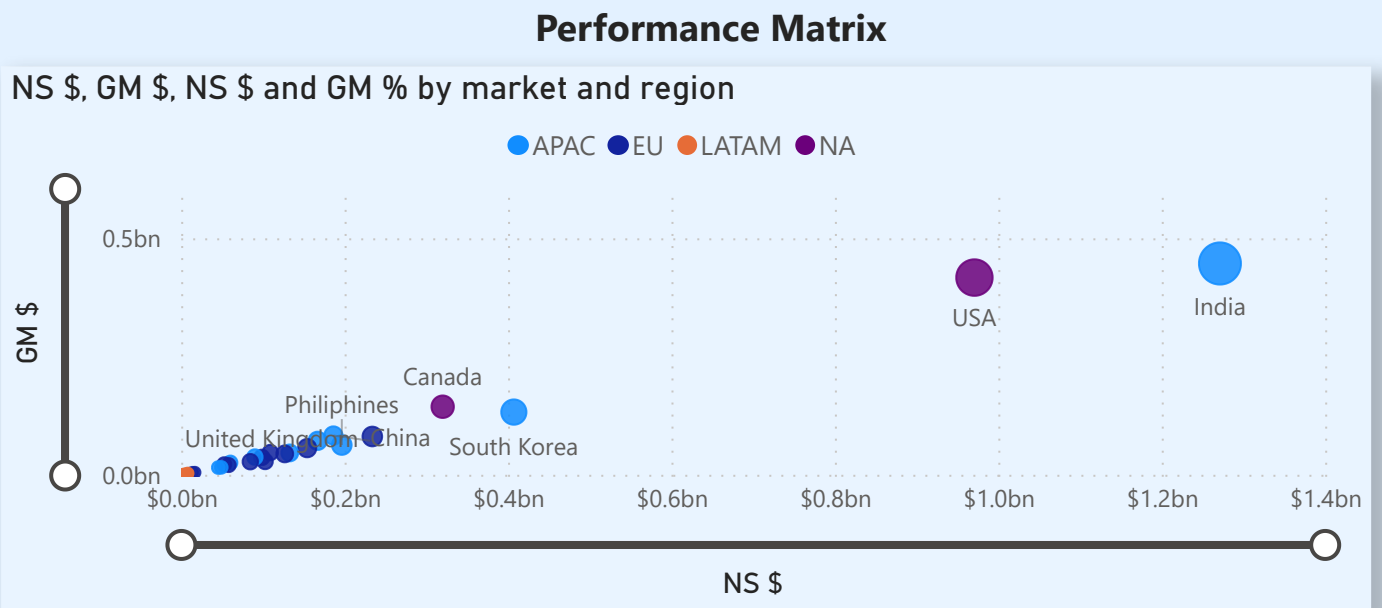
2020

2021

2022Est

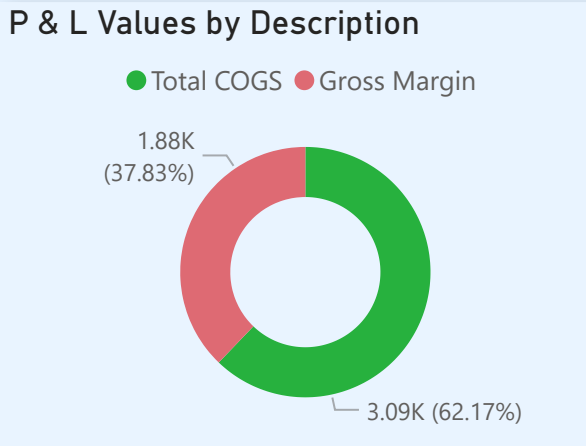
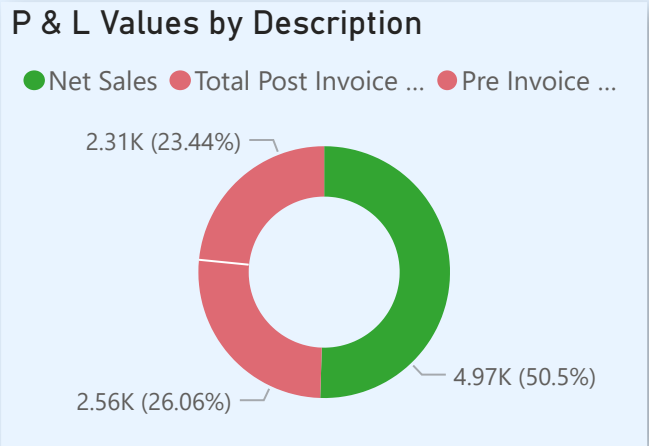
Customer Performance

| customer | NS \$ | GM \$ | GM % |
|---------------------|------------|-----------|--------|
| Acclaimed Stores | \$93.8M | 37.00M | 39.46% |
| All-Out | \$5.7M | 2.27M | 39.94% |
| AltIQ Exclusive | \$409.1M | 192.92M | 47.16% |
| Amazon | \$675.1M | 248.15M | 36.76% |
| Argos (Sainsbury's) | \$18.1M | 6.84M | 37.85% |
| Atlas Stores | \$22.4M | 7.53M | 33.63% |
| Atliq e Store | \$417.6M | 155.02M | 37.13% |
| Atliq Exclusive | \$69.8M | 25.81M | 36.95% |
| BestBuy | \$61.4M | 26.51M | 43.21% |
| Billa | \$9.4M | 2.41M | 25.58% |
| Boulanger | \$32.8M | 12.44M | 38.00% |
| Total | \$4,968.5M | 1,879.72M | 37.83% |



Product Performance

| segment | NS \$ | GM \$ | GM % |
|-------------|------------|-----------|--------|
| Accessories | \$802.2M | 301.45M | 37.58% |
| Desktop | \$758.5M | 289.53M | 38.17% |
| Networking | \$130.4M | 49.38M | 37.87% |
| Notebook | \$1,973.1M | 746.24M | 37.82% |
| Peripherals | \$1,152.0M | 435.85M | 37.83% |
| Storage | \$152.3M | 57.27M | 37.61% |
| Total | \$4,968.5M | 1,879.72M | 37.83% |





region, market

All

customer

All

segment, category,...

All

2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

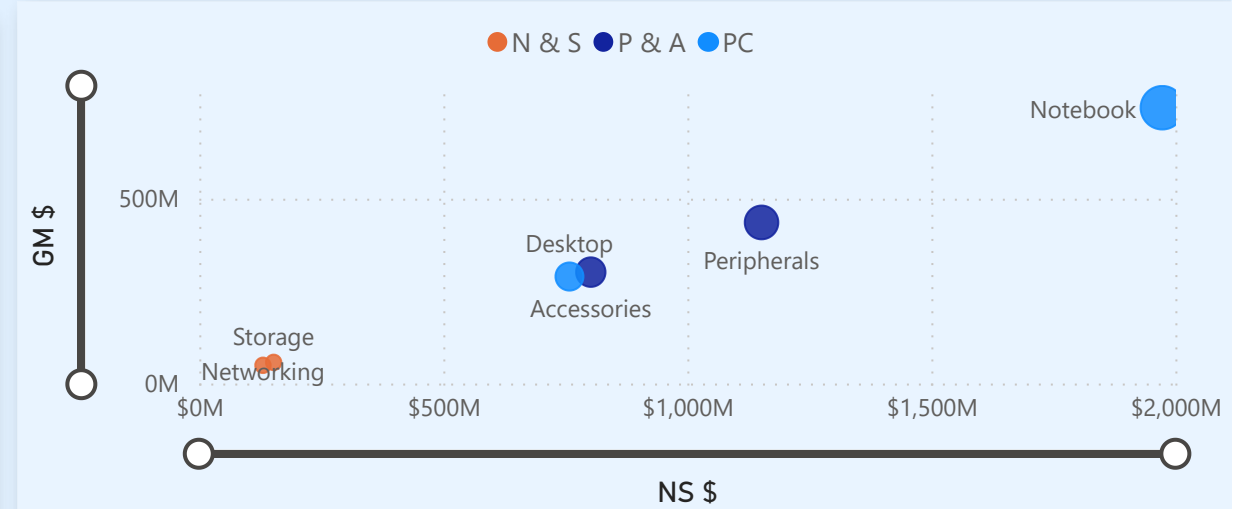
Q3

Q4

Product Performance

| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|-------------|------------|----------|--------|---------------|--------------|
| Storage | \$152.3M | 57.27M | 37.61% | -11.23M | -7.37% |
| Peripherals | \$1,152.0M | 435.85M | 37.83% | -136.99M | -11.89% |
| Notebook | \$1,973.1M | 746.24M | 37.82% | -240.29M | -12.18% |
| Networking | \$130.4M | 49.38M | 37.87% | -8.27M | -6.34% |
| Desktop | \$758.5M | 289.53M | 38.17% | -101.09M | -13.33% |
| Total | \$4,968.5M | 1,879.7M | 37.83% | -578.18M | -11.64% |

Performance Matrix



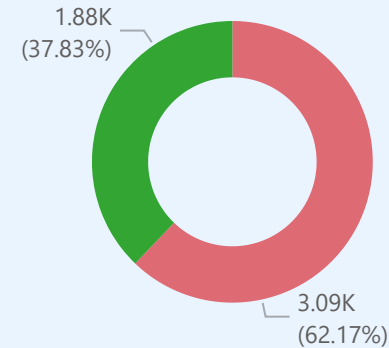
Region / Market / Customer Performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------|------------|----------|--------|---------------|--------------|
| APAC | \$2,605.7M | 937.72M | 35.99% | -312.94M | -12.01% |
| EU | \$1,051.0M | 373.69M | 35.56% | -92.10M | -8.76% |
| LATAM | \$21.0M | 7.42M | 35.33% | -0.16M | -0.78% |
| NA | \$1,290.7M | 560.88M | 43.45% | -172.97M | -13.40% |
| Total | \$4,968.5M | 1,879.7M | 37.83% | -578.18M | -11.64% |

Unit Economics

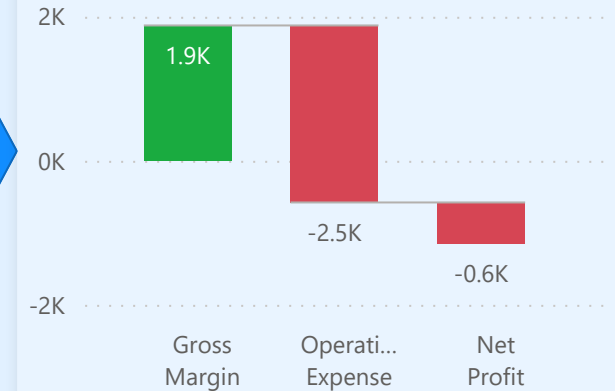
P & L Values by Description

Total COGS Gross Margin



P & L Values by Description

Increase Decrease



region, market

All

customer

All

segment, category,...

All

2018

2019

2020

2021

2022Est

YTD

YTG

Q1

Q2

Q3

Q4

81.2%✓
LY: 80.2%
(+1.2%)

Forecast Accuracy

-3472.69K✓
LY: -751.71K
(-361.97%)

Net Error

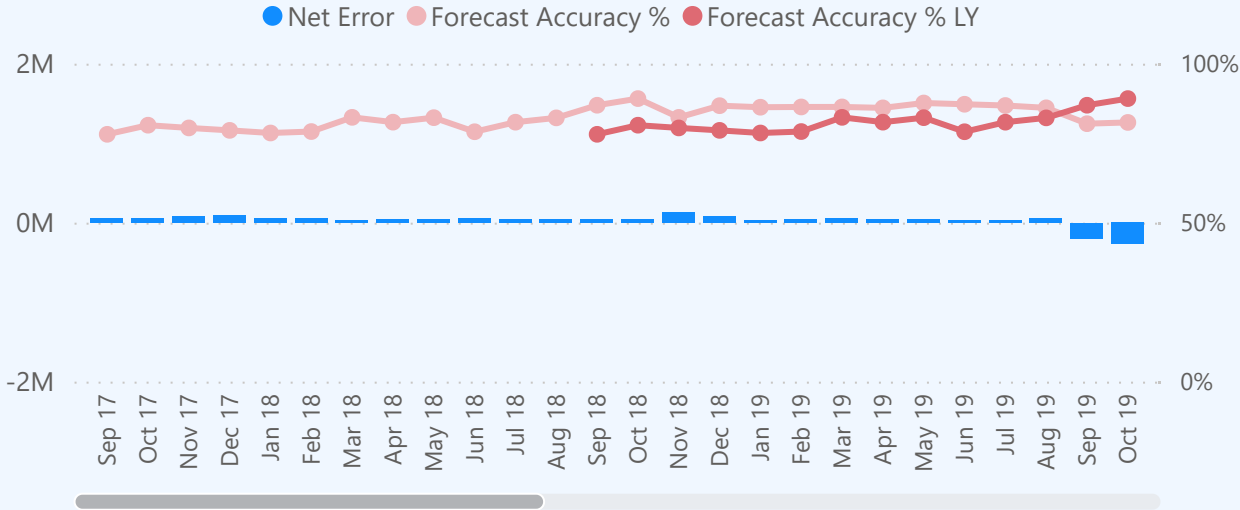
6899.0K✓
LY: 9780.7K
(-29.46%)

ABS Error

Key Metrics By Customer

| customer | Forecast Accuracy % | Net Error | Forecast Accuracy % LY | Risk |
|-------------------------|---------------------|-----------|------------------------|------|
| Atlas Stores | 47.19% | 119793 | 46.26% | EI |
| Atliq Exclusive | 38.45% | 17648 | 41.38% | EI |
| Boulanger | 54.23% | 27467 | 54.88% | EI |
| Chip 7 | 45.13% | 65405 | 48.42% | EI |
| Chiptec | 50.08% | 47937 | 49.88% | EI |
| Coolblue | 50.10% | 96016 | 50.97% | EI |
| Costco | 46.64% | 29316 | 43.59% | EI |
| Croma | 40.98% | 91166 | 42.46% | EI |
| Electricalsara Stores | 47.27% | 16112 | 46.75% | EI |
| Electricalslytical | 47.48% | 182716 | 48.16% | EI |
| Electricalsocity | 45.71% | 33907 | 48.78% | EI |
| Electricalsquipo Stores | 46.97% | 99503 | 46.27% | EI |
| Expert | 59.53% | 68664 | 58.05% | EI |
| Expression | 41.39% | 3117 | 43.18% | EI |
| Ezone | 40.46% | 110431 | 42.38% | EI |
| Flawless Stores | 51.42% | 646 | 51.69% | EI |
| Total | 79.83% | -2417425 | 79.26% | OST |

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



Break Down By Segment, Category & Products

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|-------------|---------------------|------------------------|-----------|-------------|------|
| Storage | 81.08% | 82.48% | 2020264 | 10.51% | EI |
| Peripherals | 74.34% | 81.06% | -3388005 | -17.54% | OST |
| Notebook | 83.80% | 79.41% | 22621 | 0.45% | EI |
| Networking | 80.99% | 79.46% | 184995 | 2.72% | EI |
| Desktop | 86.98% | 84.11% | 94729 | 10.36% | EI |
| Accessories | 80.50% | 77.85% | -1352029 | -1.89% | OST |
| Total | 79.83% | 79.26% | -2417425 | -1.97% | OST |

region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022Est

YTD

YTG

vs LY

vs Target

Q1

Q2

Q3

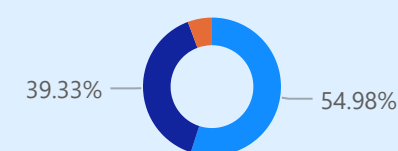
Q4

Key Insights by Sub zone

| sub_zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | N |
|----------|--------------------|--------|--------|--------------|------------|---|
| NA | \$1,290.743826781M | 26.0% | 43.45% | -13.40% | 0.02 | |
| India | \$1,271.223873663M | 25.6% | 35.14% | -22.03% | 0.05 | |
| ROA | \$1,077.355142205M | 21.7% | 35.42% | -2.30% | 0.03 | |
| NE | \$604.5952528231M | 12.2% | 34.05% | -14.26% | 0.03 | |
| SE | \$446.4123246495M | 9.0% | 37.59% | -1.32% | 0.07 | |
| ANZ | \$257.1498770052M | 5.2% | 42.51% | -3.17% | 0.01 | |
| LATAM | \$21.0044418237M | 0.4% | 35.33% | -0.78% | 0.00 | |
| Total | \$4,968.48473895M | 100.0% | 37.83% | -11.64% | 0.02 | |

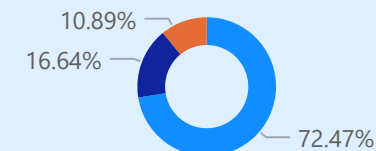
Revenue by Division

division PC P & A N & S



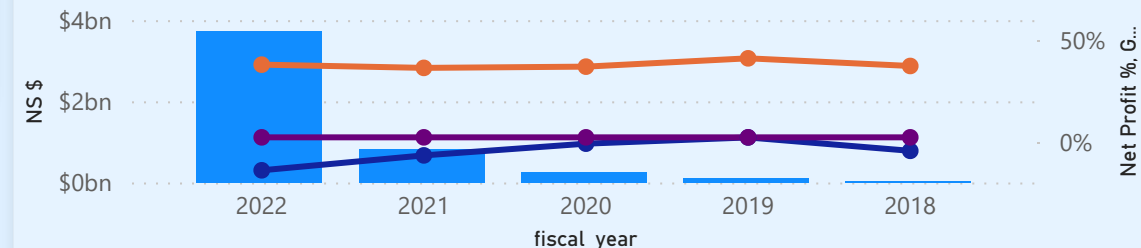
Revenue by Channel

channel Retailer Direct Distributor



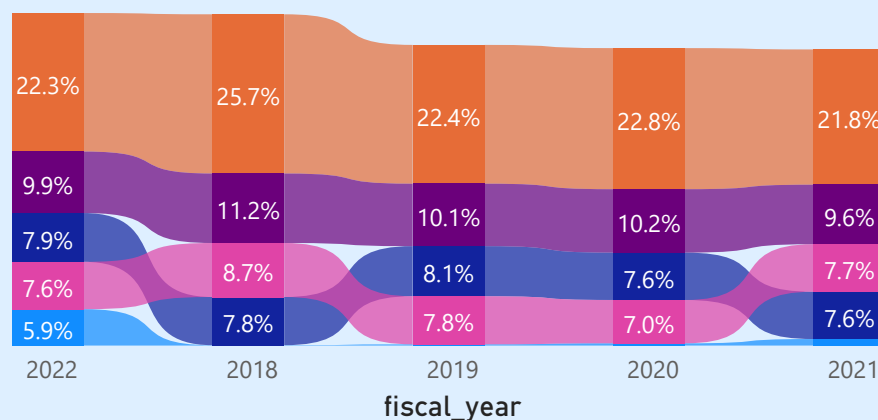
NS \$, Net Profit %, GM % and AtliQ MS % by fiscal_year

NS \$ Net Profit % GM % AtliQ MS %



Market Share by manufacturers

manufacturer atliq bp dale innovo pacer



Top 5 Customers by revenue

| customer | RC % | GM % |
|------------------|--------|--------|
| Acclaimed Stores | 1.9% | 39.46% |
| All-Out | 0.1% | 39.94% |
| AtliQ Exclusive | 8.2% | 47.16% |
| Amazon | 13.6% | 36.76% |
| Argos | 0.4% | 37.85% |
| (Sainsbury's) | | |
| Atlas Stores | 0.5% | 33.63% |
| Total | 100.0% | 37.83% |

Top 5 products by revenue

| product | RC % | GM % |
|---------------------|--------|--------|
| AQ Zion Saga | 0.4% | 38.00% |
| AQ Wi Power Dx3 | 0.8% | 37.57% |
| AQ Wi Power Dx2 | 1.0% | 37.99% |
| AQ Wi Power Dx1 | 0.8% | 38.00% |
| AQ WereWolf NAS | 0.4% | 38.66% |
| Internal Hard Drive | | |
| HDD – 8.89 cm | | |
| AQ Velocity | 1.4% | 38.05% |
| Total | 100.0% | 37.83% |