



Business Insights 360 Home

Finance



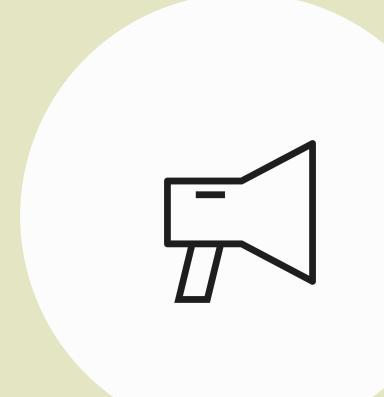
Get P & L statement for any customer / product / country or aggregation of the above over any time period and...

Sales



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

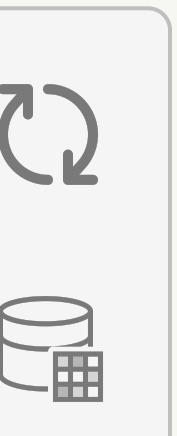
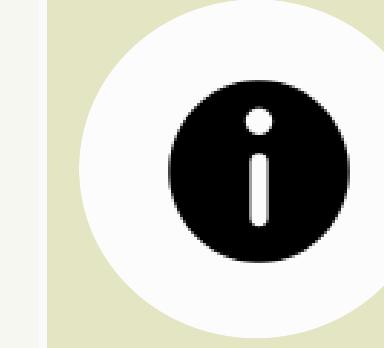


A top level dashboard for executives consolidating top insights from all dimensions of business.

Support



Information





Business
Insights
360



Finance



Sales



Marketing



Supply
Chain



Executive



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

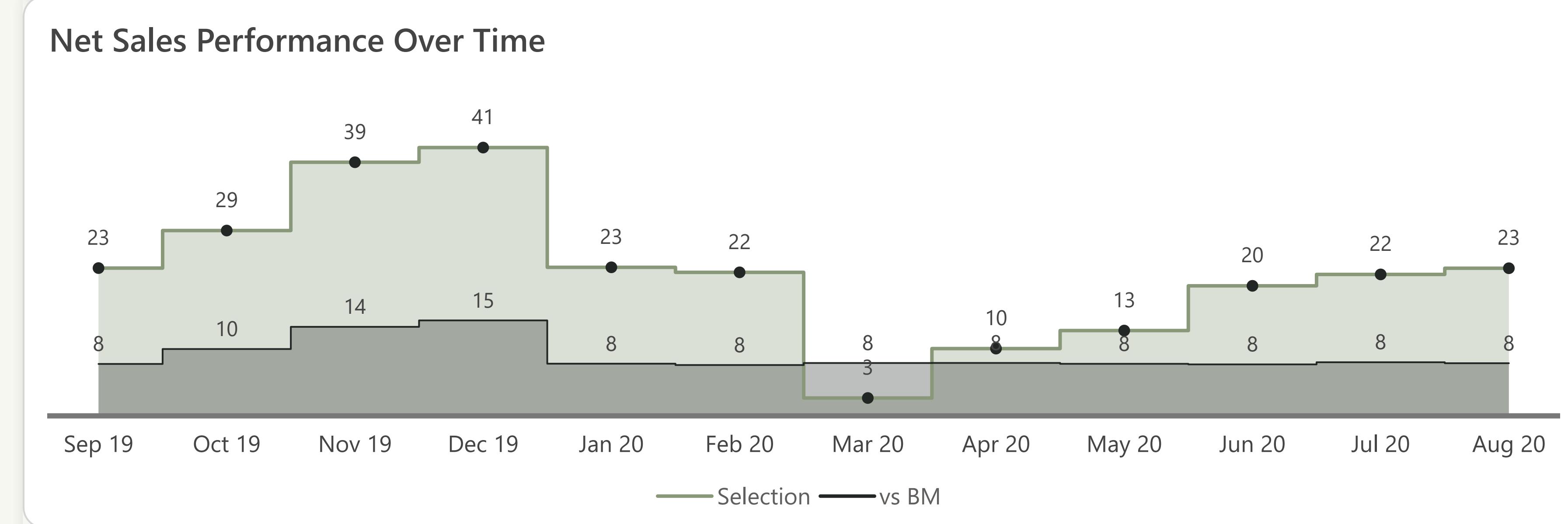
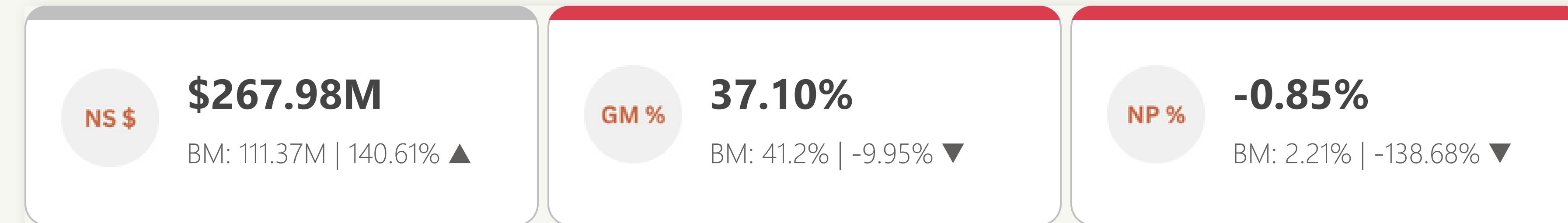
BY STORES/(S)

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 \$



Top / Bottom Products & Customers by Net Sales

Category	Values	Chg %
Primary Parameter		
<input type="radio"/> Region	Keyboard	41.37
<input checked="" type="radio"/> Category	Business Laptop	38.54
	Processors	37.35
	Personal Laptop	33.33
	Wi fi extender	26.22
	External Solid State Drives	25.88
Total	267.98	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



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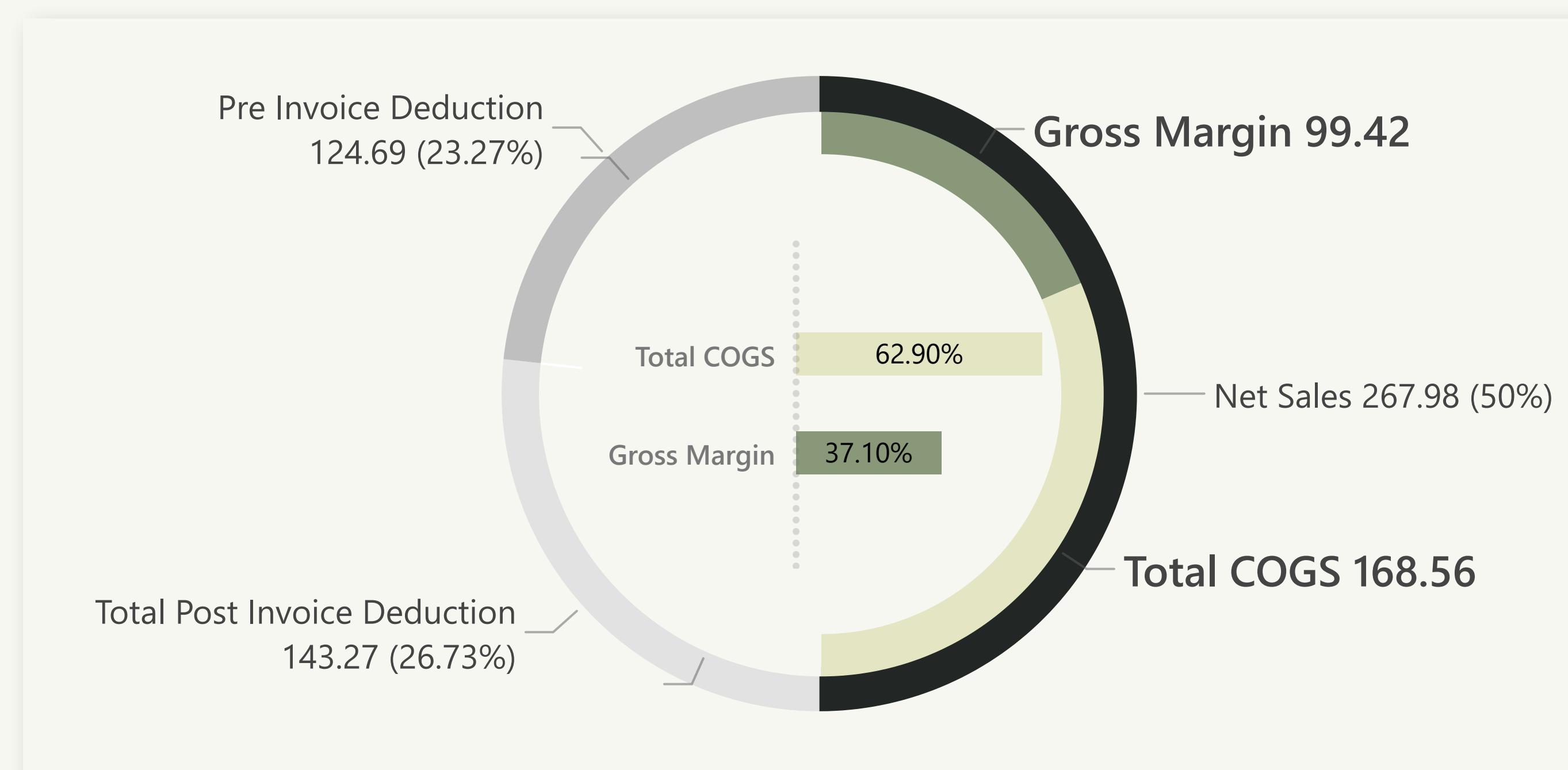
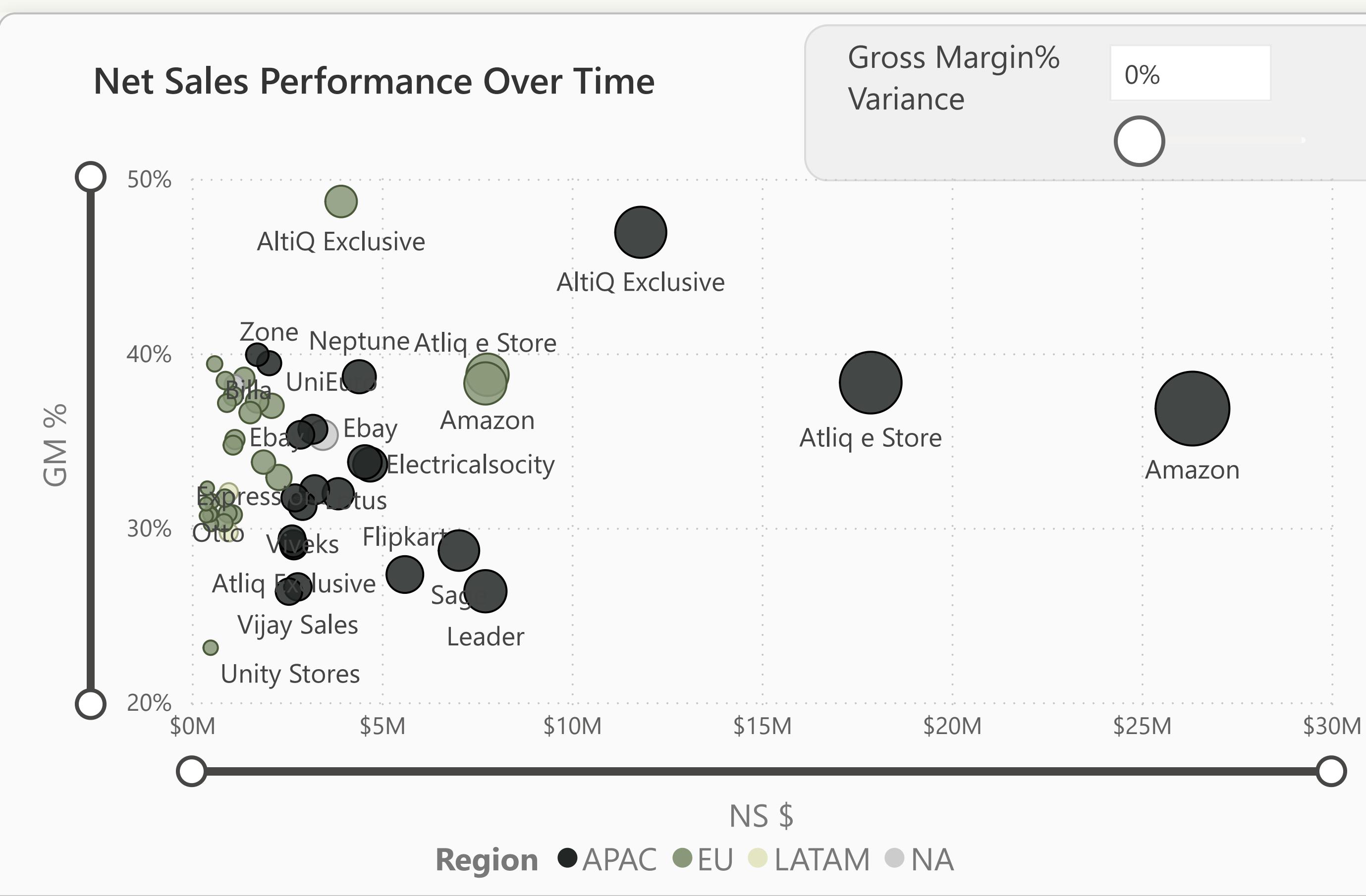
YTD YTG

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Performance

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%
AltiQ Exclusive	\$20.28M	9.74M	48.02%	-5.08%
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%
Total	\$211.40M	76.80M	36.33%	-14.70%



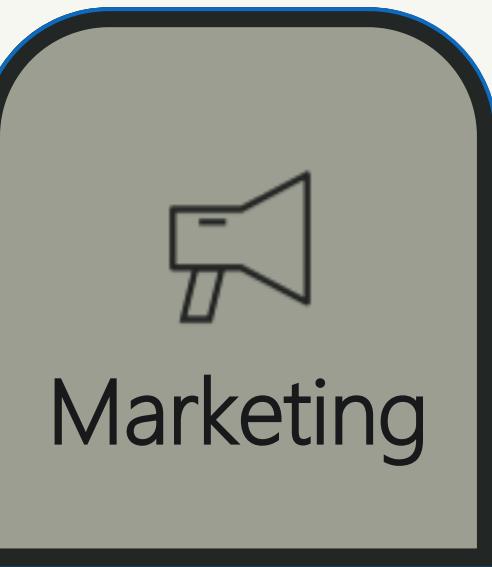
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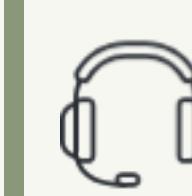
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BY STORES/(S)

All

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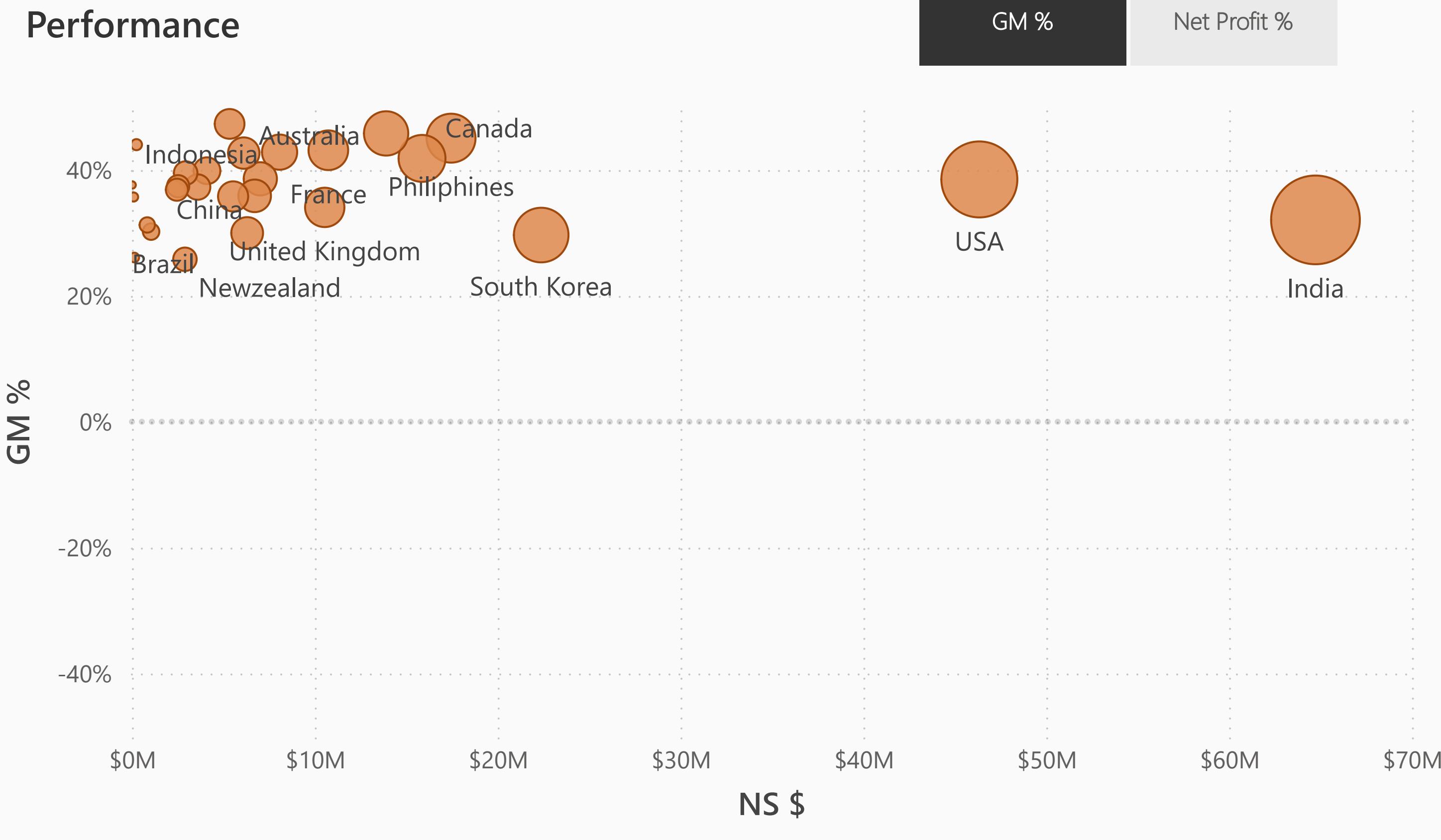
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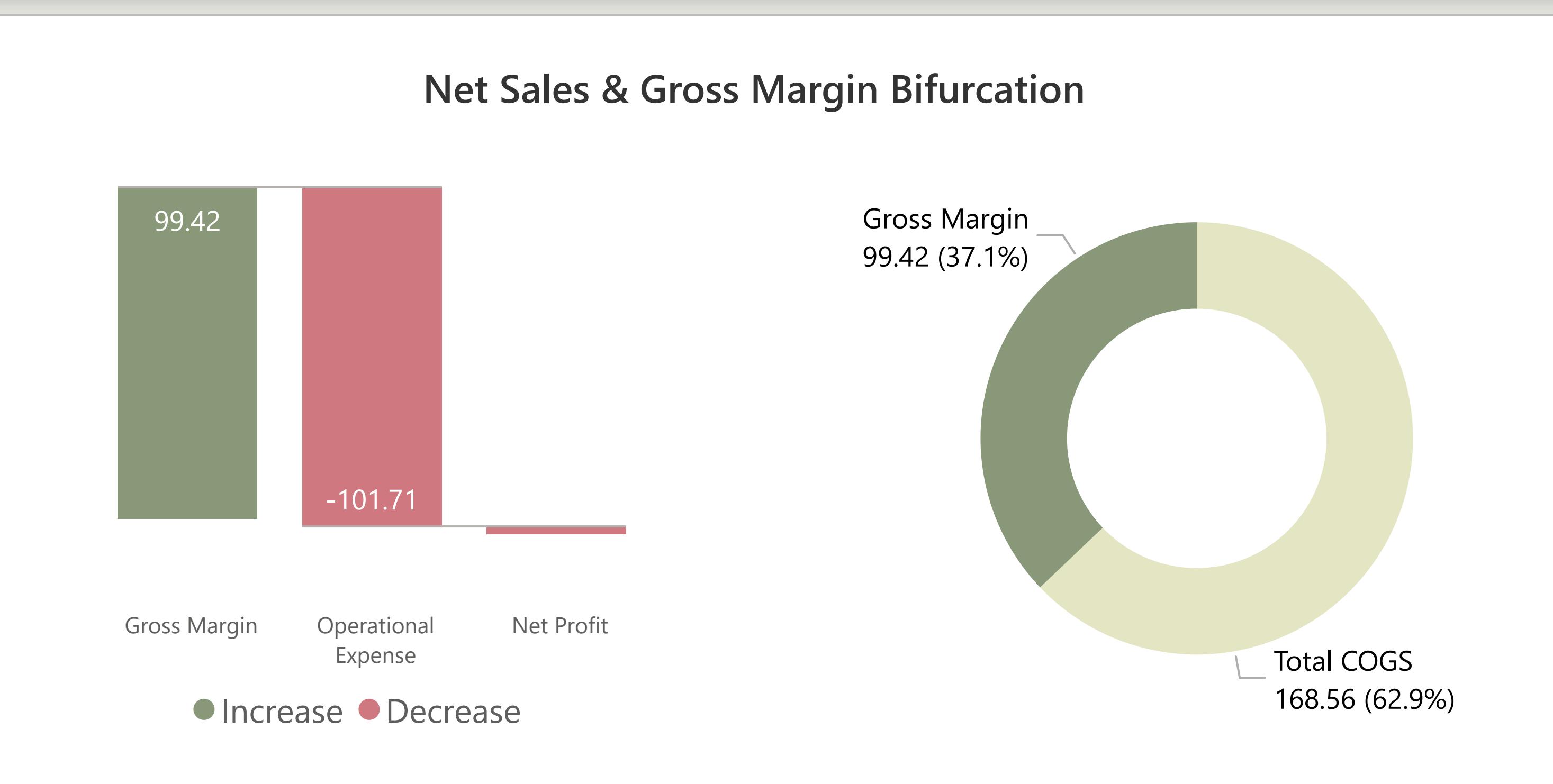
All values in Million \$



Segment **Market**

Region Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
Indonesia	\$8.08M	42.83%	1.69M	20.98%	16.62%
Philippines	\$17.45M	45.05%	3.38M	19.34%	45.77%
France	\$10.74M	43.13%	1.83M	17.07%	148.32%
Australia	\$13.90M	45.81%	2.16M	15.53%	52.26%
Pakistan	\$6.12M	42.68%	0.95M	15.52%	-323.97%
Norway	\$3.59M	37.29%	0.55M	15.21%	
Poland	\$4.10M	39.88%	0.54M	13.24%	11.79%
Bangladesh	\$2.94M	39.51%	0.39M	13.24%	-983.80%
Portugal	\$5.53M	35.80%	0.54M	9.84%	-21.75%
Canada	\$15.87M	41.84%	1.37M	8.62%	443.09%
Chile	\$0.09M	35.70%	0.01M	7.06%	
Columbia	\$0.02M	37.61%	0.00M	6.86%	
Netherlands	\$5.34M	47.32%	0.34M	6.43%	
Sweden	\$0.25M	44.02%	0.01M	5.09%	-163.76%
Japan	\$2.46M	36.86%	0.10M	4.07%	-237.92%
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%

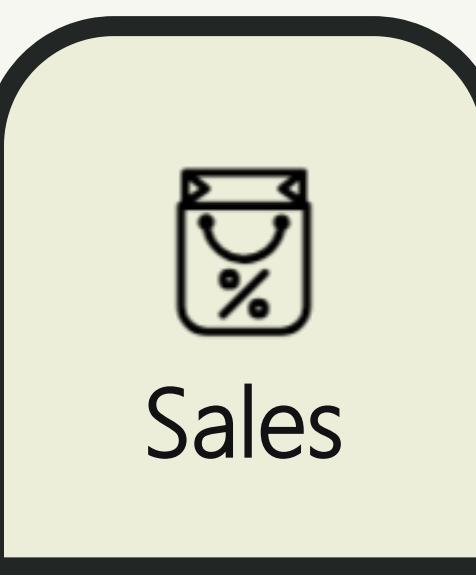




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Forecast Accuracy %
72.99%
LY: 86.45% | -15.57% ▼

Net Error (\$)
492K
LY: 0.64M | -22.88% ▲

Absolute Error (\$)
6M
LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend

Legend: ● Net Error (Dark Green), ● Forecast Accuracy % (Light Green), ● Forecast Accuracy % LY (Dotted Green)

Date	Net Error (%)	Forecast Accuracy % (%)	Forecast Accuracy % LY (%)
Sep 19	15.40%	86.94%	81.14%
Oct 19	15.40%	89.03%	81.53%
Nov 19	15.40%	83.12%	78.78%
Dec 19	15.40%	82.44%	86.80%
Jan 20	15.40%	86.32%	80.97%
Feb 20	15.40%	81.78%	86.40%
Mar 20	15.40%	86.41%	86.11%
Apr 20	15.40%	87.64%	86.11%
May 20	15.40%	87.25%	65.11%
Jun 20	15.40%	81.33%	81.33%
Jul 20	15.40%	81.56%	86.86%
Aug 20	15.40%	86.12%	81.16%

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AltiQ Exclusive	56.78%	74.90%	277K	17.68%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.48%	OOS
Radio Popular	50.36%	58.50%	39K	19.89%	EI
Mbit	49.13%	55.20%	7K	6.47%	EI
Expert	48.84%	64.24%	33K	14.52%	EI
Total	72.99%	86.45%	492K	2.31%	EI

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

Designed by: Ajaychandra Arekal



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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% ▼

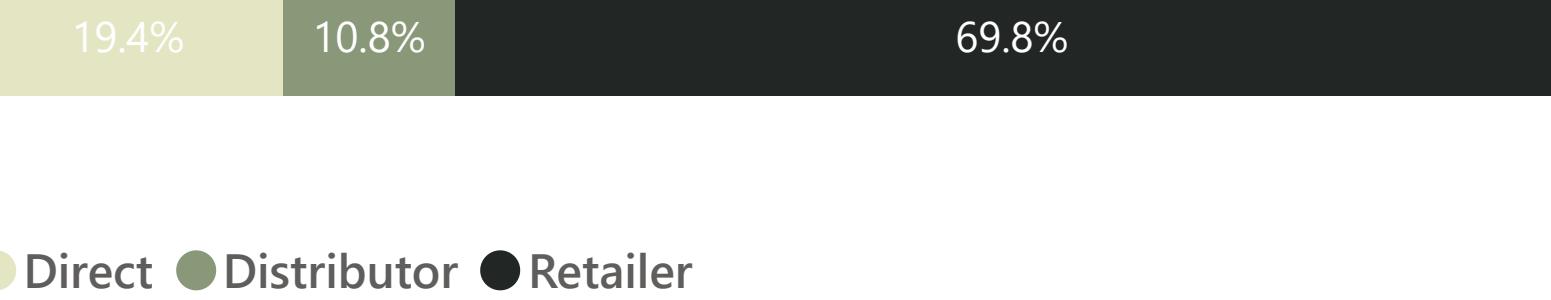
Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Revenue Contribution

- Division
- Channel



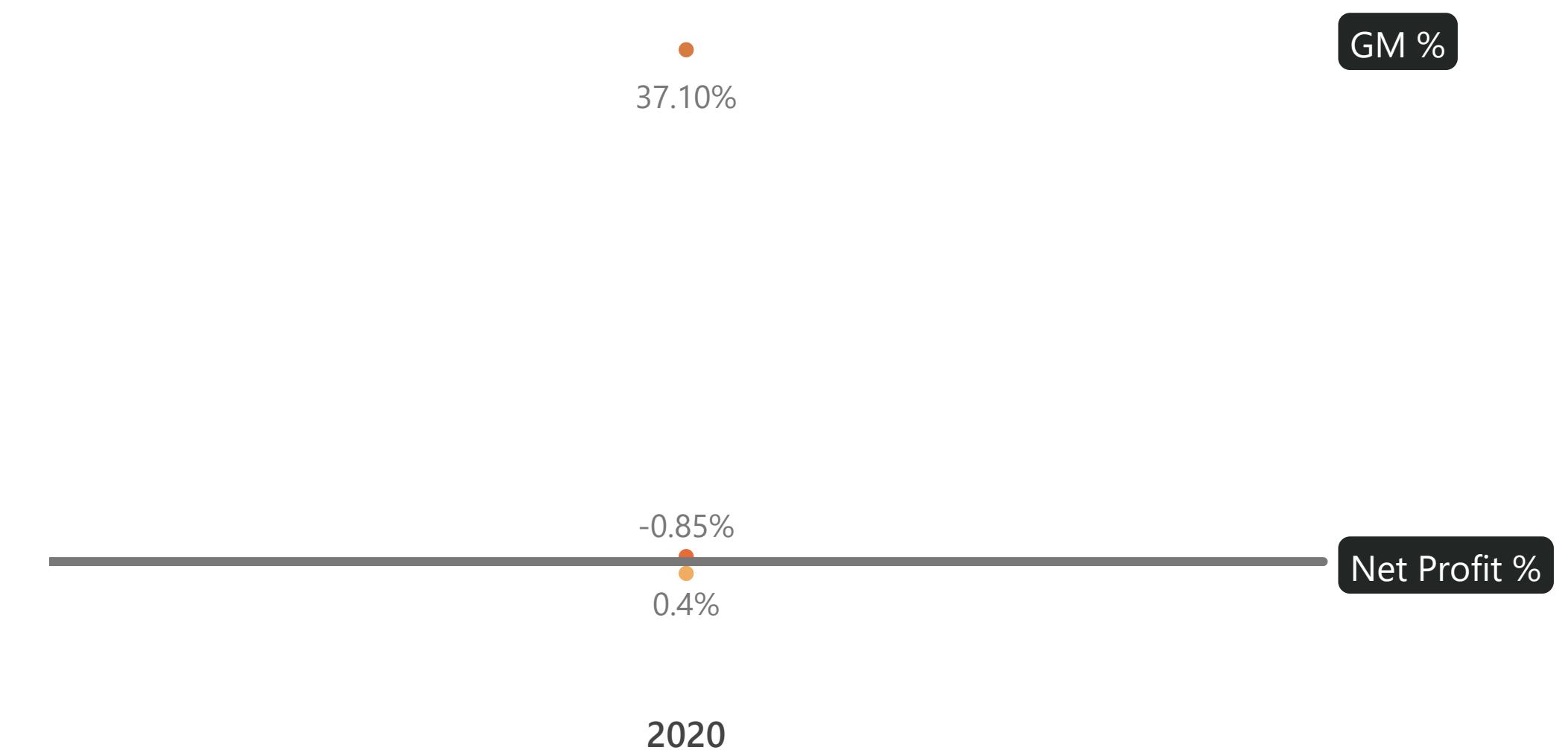
TOP 5 Customers

Customer	RC %	GM %
Amazon	18.57%	37.96% ▼
Atliq e Store	11.85%	37.47% ▼
AltiQ Exclusive	7.57%	48.02% ▼
Flipkart	4.08%	33.54% ▼
Sage	3.10%	31.22% ▼
Total	45.17%	38.65%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx2	5.36%	37.96% ▼
AQ BZ Gen Y	4.51%	36.99% ▼
AQ Wi Power Dx1	4.42%	36.97% ▼
AQ Lite	4.31%	36.47% ▼
AQ BZ Compact	4.25%	36.47% ▼
Total	22.85%	37.02%

Trend: Key metrics over years



Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	Shinobitronics MS %
ROA	\$66.45M	24.80%	38.15% ▼	8.87% ▼	9.35%	EI	0.6%
India	\$64.73M	24.15%	32.07% ▼	-14.73%	-0.82%	OOS	0.8%
NA	\$62.21M	23.21%	39.35% ▲	-1.79% ▼	-22.10%	OOS	0.3%
NE	\$30.68M	11.45%	37.97% ▲	-4.58% ▼	8.34%	EI	0.3%
SE	\$25.11M	9.37%	37.64% ▼	6.98% ▼	11.01%	EI	1.1%
ANZ	\$16.80M	6.27%	10.26% ▼	10.60% ▲	21.22%	EI	0.1%
Total	\$267.98M	100.00%	37.10%	-0.85%	2.31%	EI	0.4%

Trend: Revenue Contribution over years

