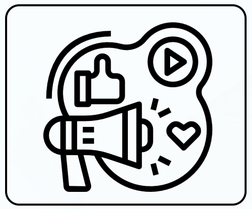
# Business Insights 360

### Finance View

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

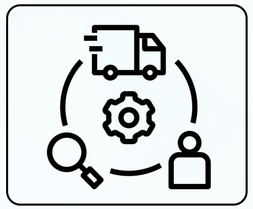
### Sales View

Assess customer performance on key metrics like Net Sales and Gross Margin, and display the results in a **profitability and growth matrix.**



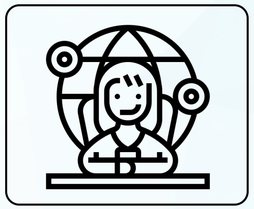
### Marketing View

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

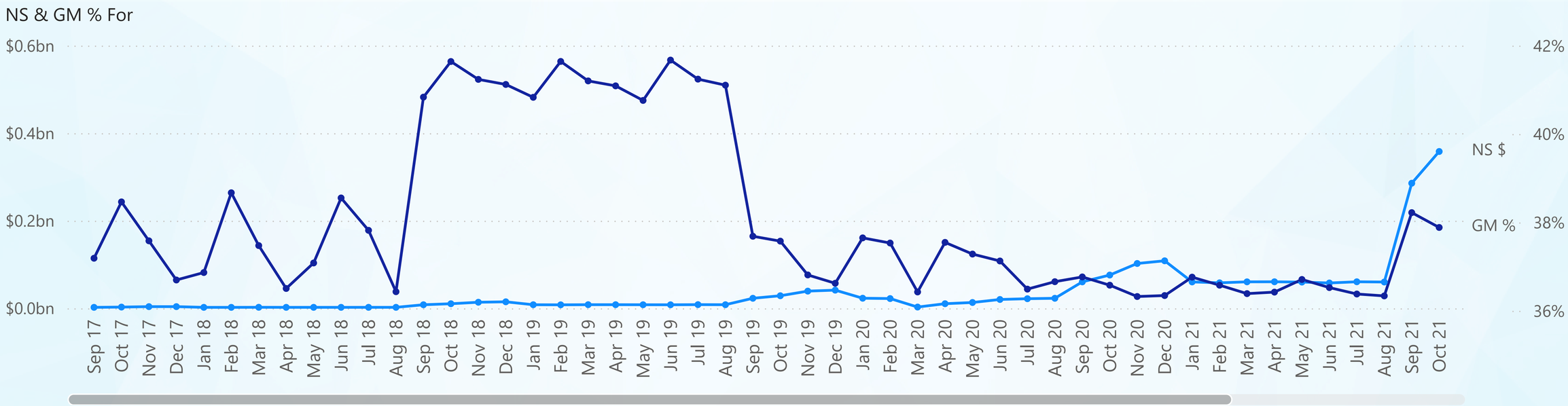
Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



### Executive View

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

## Sales Trend




## P & L Check

| | 2018 | 2019 | 2020 | 2021 | 2022 | **Total** |
|---|---|---|---|---|---|---|
| gross_sales_amount | **$58.32M** | **$209.06M** | **$535.95M** | **$1,664.64M** | **$7,370.14M** | **$9,838.11M** |
| net_invoice_sales_amount | **$44.40M** | **$161.62M** | **$411.25M** | **$1,272.13M** | **$5,643.13M** | **$7,532.54M** |
| post_invoice_deductions_amount | **$10.66M** | **$29.72M** | **$95.85M** | **$281.64M** | **$1,243.54M** | **$1,661.40M** |
| post_invoice_other_deductions_amount | **$4.63M** | **$20.53M** | **$47.43M** | **$166.65M** | **$663.42M** | **$902.65M** |
| net_sales_amount | **$29.11M** | **$111.37M** | **$267.98M** | **$823.85M** | **$3,736.17M** | **$4,968.48M** |

region, market: All | customer: All | segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

**$823.85M** ✓
BM: 267.98M (+207.43%)
**Net Sales**

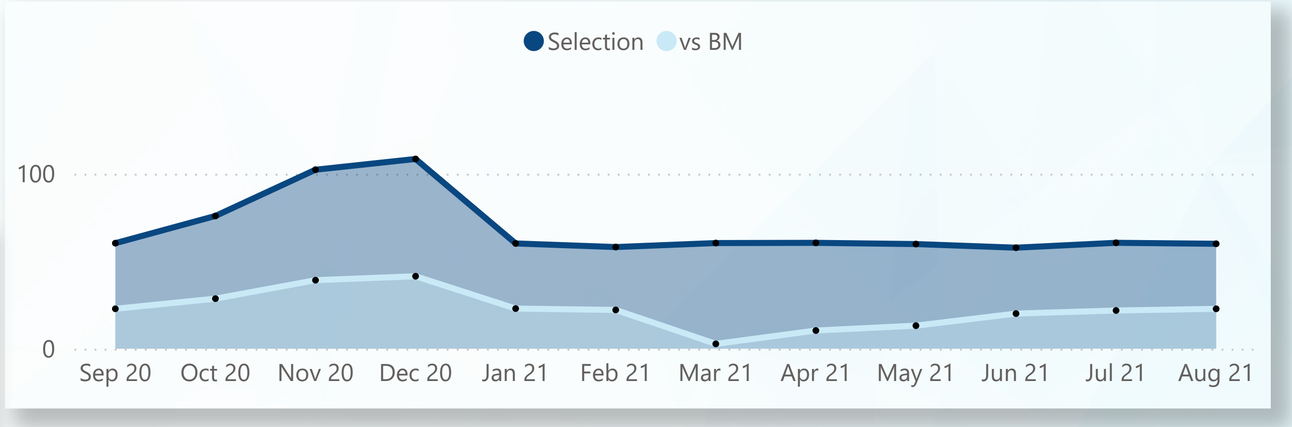
**36.49%** !
BM: 37.10% (-1.65%)
**GM %**

**-6.63%** !
BM: -0.85% (-676.38%)
**Net Profit %**

## Profit and Loss Statement

| Line Item | 2021 | BM | Chg | Chg % |
|---|---|---|---|---|
| Gross Sales | 1,664.64 | 535.95 | 1,128.69 | 210.60 |
| Pre Invoice Deduction | 392.50 | 124.69 | 267.81 | 214.77 |
| Net Invoice Sales | 1,272.13 | 411.25 | 860.88 | 209.33 |
| - Post Discounts | 281.64 | 95.85 | 185.79 | 193.84 |
| - Post Deductions | 166.65 | 47.43 | 119.22 | 251.38 |
| Total Post Invoice Deduction | 448.29 | 143.27 | 305.01 | 212.89 |
| Net Sales | 823.85 | 267.98 | 555.87 | 207.43 |
| - Manufacturing Cost | 497.78 | 160.30 | 337.48 | 210.53 |
| - Freight Cost | 22.05 | 7.16 | 14.89 | 207.98 |
| - Other Cost | 3.39 | 1.10 | 2.29 | 209.52 |
| Total COGS | 523.22 | 168.56 | 354.66 | 210.41 |
| Gross Margin | 300.63 | 99.42 | 201.21 | 202.37 |
| Gross Margin % | 36.49 | 37.10 | -0.61 | -1.65 |
| GM / Unit | 5.99 | 4.79 | 1.21 | 25.21 |
| Operational Expense | -355.28 | -101.71 | -253.57 | -249.30 |
| Net Profit | -54.65 | -2.29 | -52.36 | -2,286.82 |
| Net Profit % | -6.63 | -0.85 | -5.78 | -676.38 |

## Net Sales Performace Over Time




## Top / Bottom Products & Customers by Net Sales

| region | P & L values | P & L Chg % |
|---|---|---|
| APAC | 441.98 | 198.67 |
| EU | 200.77 | 259.88 |
| LATAM | 3.16 | 58.40 |
| NA | 177.94 | 186.03 |
| **Total** | **823.85** | **207.43** |

| segment | P & L values | P & L Chg % |
|---|---|---|
| Accessories | 244.85 | 269.67 |
| Desktop | 46.43 | 4,791.34 |
| Networking | 45.16 | 72.26 |
| Notebook | 266.49 | 208.45 |
| Peripherals | 166.51 | 174.64 |
| Storage | 54.42 | 97.48 |
| **Total** | **823.85** | **207.43** |

BM = Benchmark, LY=Last Year

region, market: All | customer: All | segment, category, produ...: All

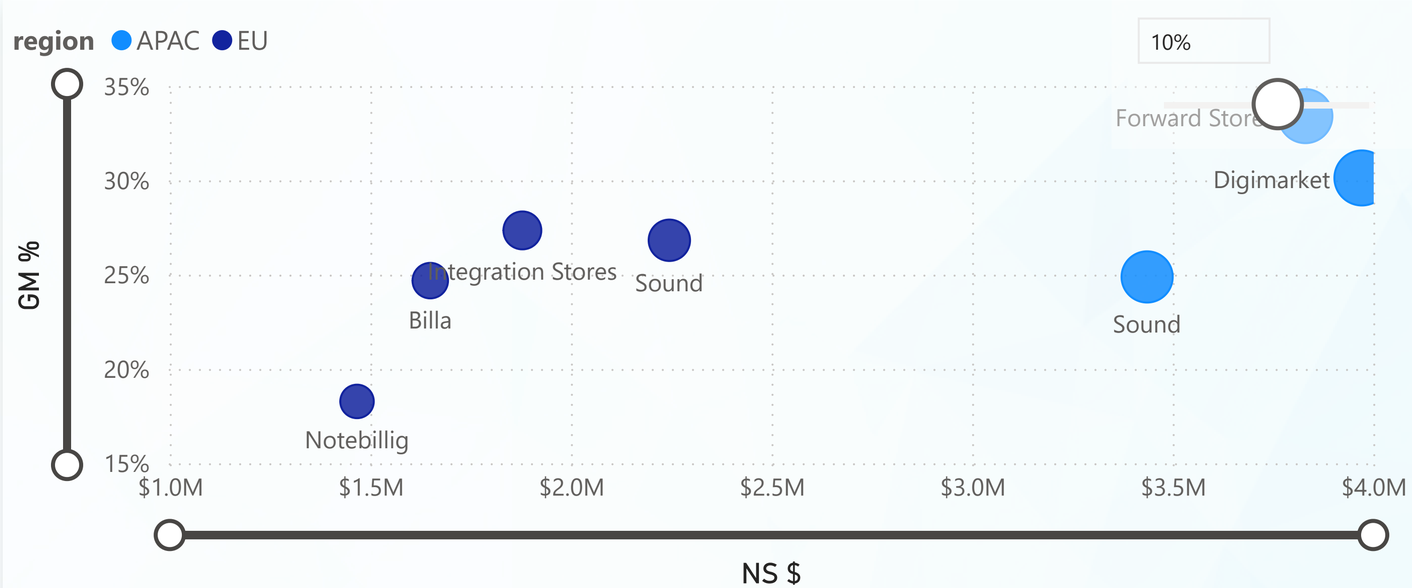
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

## Customer Performance

| customer | NS $ | GM $ | GM % |
|---|---|---|---|
| Amazon | $109.03M | 38.59M | 35.40% |
| AtliQ Exclusive | $79.92M | 34.95M | 43.73% |
| Atliq e Store | $70.31M | 26.40M | 37.54% |
| Sage | $27.07M | 9.52M | 35.16% |
| Flipkart | $25.25M | 7.64M | 30.23% |
| Leader | $24.51M | 8.34M | 34.01% |
| Neptune | $21.00M | 8.65M | 41.17% |
| Ebay | $19.87M | 7.17M | 36.10% |
| Electricalsocity | $16.25M | 5.66M | 34.83% |
| Synthetic | $16.10M | 6.32M | 39.25% |
| Electricalslytical | $15.64M | 5.92M | 37.86% |
| Acclaimed Stores | $14.32M | 5.18M | 36.18% |
| Propel | $14.14M | 5.34M | 37.77% |
| **Total** | **$823.85M** | **300.63M** | **36.49%** |

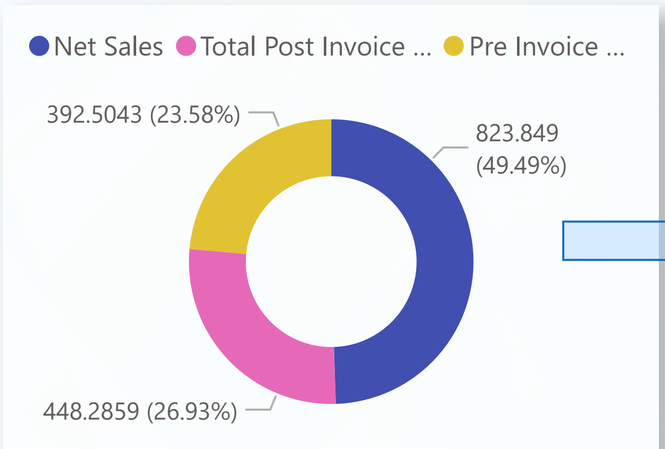
## Performance Matrix

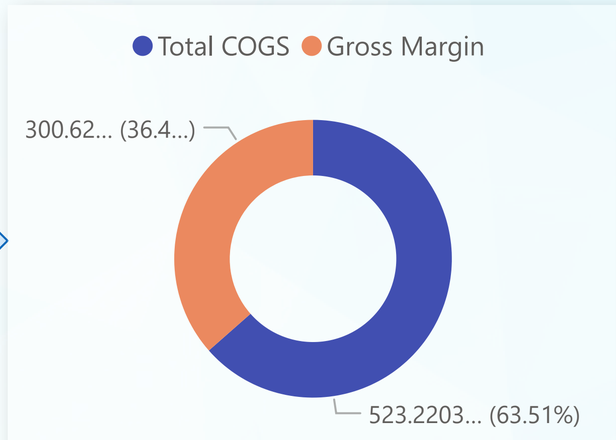



## Product Performance

| segment | NS $ | GM $ | GM % |
|---|---|---|---|
| Storage | $54.42M | 20.00M | 36.75% |
| Networking | $45.16M | 16.60M | 36.75% |
| Peripherals | $166.51M | 60.81M | 36.52% |
| Accessories | $244.85M | 89.30M | 36.47% |
| Notebook | $266.49M | 97.12M | 36.45% |
| Desktop | $46.43M | 16.79M | 36.17% |
| **Total** | **$823.85M** | **300.63M** | **36.49%** |

## Unit Economics



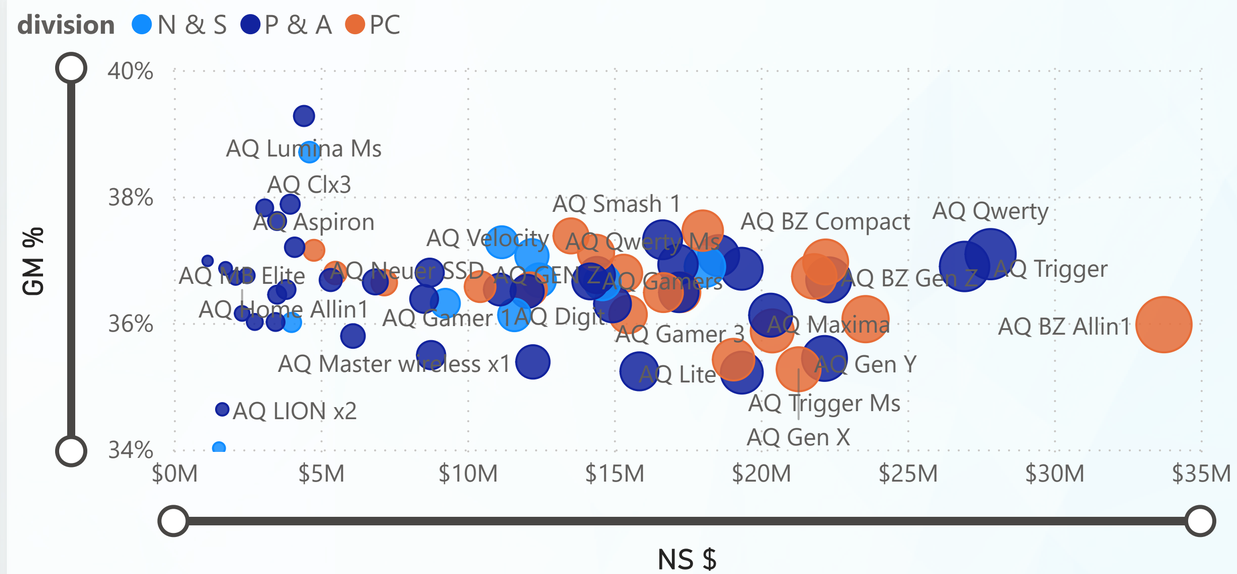
region, market: All | customer: All | segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

## Product Performance

| segment | NS $ | GM $ | GM % | Net Profit $ | Net Profit % |
|---|---|---|---|---|---|
| Accessories | $244.85M | 89.30M | 36.47% | -16.28M | -6.65% |
| Desktop | $46.43M | 16.79M | 36.17% | -3.27M | -7.04% |
| Networking | $45.16M | 16.60M | 36.75% | -2.91M | -6.44% |
| Notebook | $266.49M | 97.12M | 36.45% | -17.71M | -6.64% |
| Peripherals | $166.51M | 60.81M | 36.52% | -11.02M | -6.62% |
| Storage | $54.42M | 20.00M | 36.75% | -3.46M | -6.36% |
| **Total** | **$823.85M** | **300.63M** | **36.49%** | **-54.65M** | **-6.63%** |

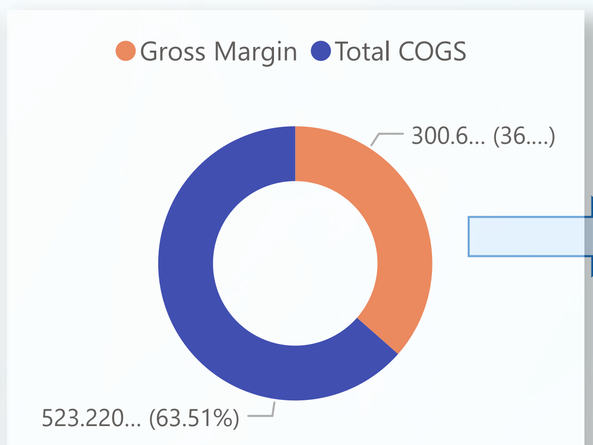
## Performance Matrix




## Region / Market / Customer performance

| region | NS $ | GM $ | GM % | Net Profit $ | Net Profit % |
|---|---|---|---|---|---|
| APAC | $441.98M | 156.21M | 35.34% | -33.33M | -7.54% |
| EU | $200.77M | 76.98M | 38.34% | 2.81M | 1.40% |
| LATAM | $3.16M | 1.19M | 37.54% | 0.20M | 6.18% |
| NA | $177.94M | 66.25M | 37.23% | -24.32M | -13.67% |
| **Total** | **$823.85M** | **300.63M** | **36.49%** | **-54.65M** | **-6.63%** |

## Unit Economics



region, market: All | customer: All | segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

**80.21%** ✓
LY: 72.99% (+9.88%)
**Forecast Accuracy**

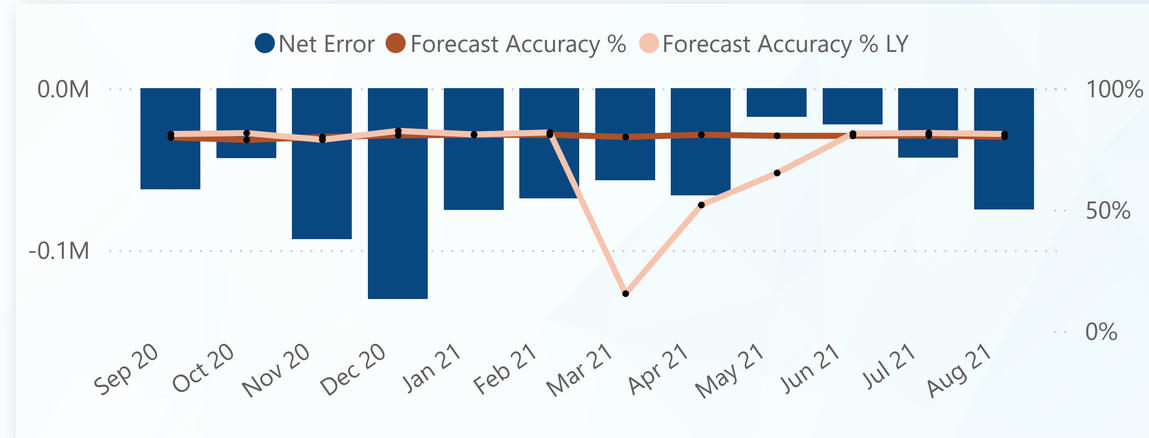
**-751.7K** ✓
LY: 491.6K (-252.91%)
**Net Error**

**9780.7K** !
LY: 5743.2K (+70.3%)
**ABS Error**

## Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| Argos (Sainsbury's) | 56.08% | 43.27% | 8033 | 4.1% | EI |
| Atlas Stores | 48.16% | 39.19% | 99521 | 29.6% | EI |
| Boulanger | 58.77% | 38.12% | 81786 | 18.3% | EI |
| Chip 7 | 53.44% | 41.32% | 95124 | 18.8% | EI |
| Chiptec | 52.54% | 27.04% | 72175 | 22.1% | EI |
| Coolblue | 52.95% | 43.16% | 116840 | 26.9% | EI |
| Croma | 42.78% | 35.49% | 45046 | 6.0% | EI |
| Electricalsara Stores | 52.02% | 32.38% | 19891 | 12.4% | EI |
| Electricalslytical | 50.82% | 39.26% | 130903 | 12.2% | EI |
| Electricalsocity | 50.35% | 42.87% | 9221 | 0.9% | EI |
| Electricalsquipo Stores | 48.82% | 39.26% | 89614 | 27.2% | EI |
| Elite | 51.48% | 40.14% | 4296 | 1.4% | EI |
| Epic Stores | 52.19% | 38.40% | 11914 | 3.8% | EI |
| Euronics | 60.79% | 42.25% | 58391 | 15.3% | EI |
| Expert | 60.67% | 48.84% | 69286 | 12.0% | EI |
| Expression | 44.32% | 37.52% | 2997 | 0.4% | EI |
| Ezone | 44.11% | 33.17% | 26876 | 3.5% | EI |
| **Total** | **80.21%** | **72.99%** | **-751714** | **-1.5%** | **OOS** |

## Accuracy / Net Error Trend




## Key Metrics by Products

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|---|---|---|---|---|---|
| Storage | 83.54% | 81.01% | 1507656 | -6.36% | EI |
| Networking | 90.40% | 52.50% | 227056 | -6.44% | EI |
| Desktop | 84.37% | 70.07% | 16205 | -7.04% | EI |
| Notebook | 79.99% | 76.65% | -51254 | -6.64% | OOS |
| Peripherals | 83.23% | 75.18% | -318194 | -6.62% | OOS |
| Accessories | 77.66% | 71.42% | -2133183 | -6.65% | OOS |
| **Total** | **80.21%** | **72.99%** | **-751714** | **-6.63%** | **OOS** |

region, market: All | customer: All | segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

**$823.85M✓**
BM: 267.98M (+207.43%)
**Net Sales**

**36.49%!**
BM: 37.10% (-1.65%)
**GM %**

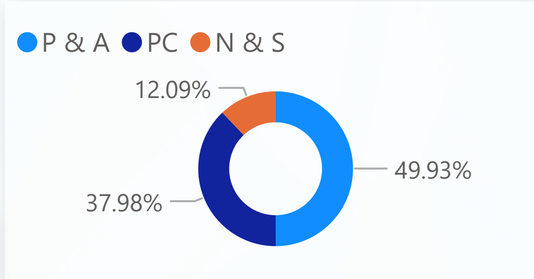
**-6.63%!**
BM: -0.85% (-676.38%)
**Net Profit %**

**80.21%✓**
BM: 72.99% (+9.88%)
**Forecast Accuracy**

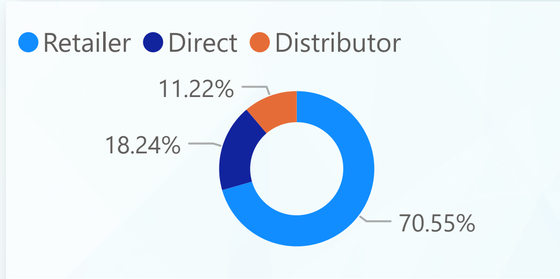
## Key Insights By Sub Zone

| Sub Zone | NS $ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|---|---|---|---|---|---|---|---|
| India | $210.7M | 25.6% | 32.0% ↓ | -24.7% | 2.5% | 3.9% | EI |
| ROA | $186.9M | 22.7% | 38.3% | 8.2% | 1.5% | -21.6% | OOS |
| NA | $177.9M | 21.6% | 37.2% ↓ | -13.7% | 0.8% | -7.1% | OOS |
| NE | $109.3M | 13.3% | 38.0% | -1.1% | 1.2% | 11.3% | EI |
| SE | $91.5M | 11.1% | 38.7% | 4.4% | 3.6% | 10.6% | EI |
| ANZ | $44.4M | 5.4% | 38.5% ↓ | 7.3% | 0.3% | -5.2% | OOS |
| **Total** | **$823.8M** | **100.0%** | **36.5% ↓** | **-6.6%** | **1.1%** | **-1.5%** | **OOS** |

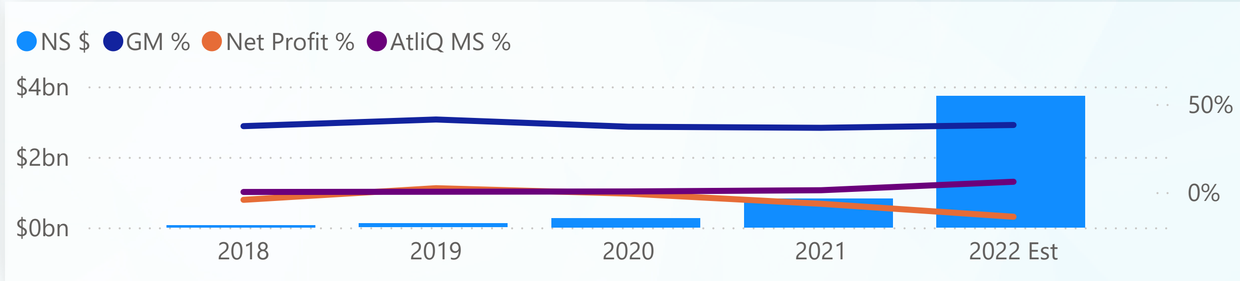
## Revenue by Division



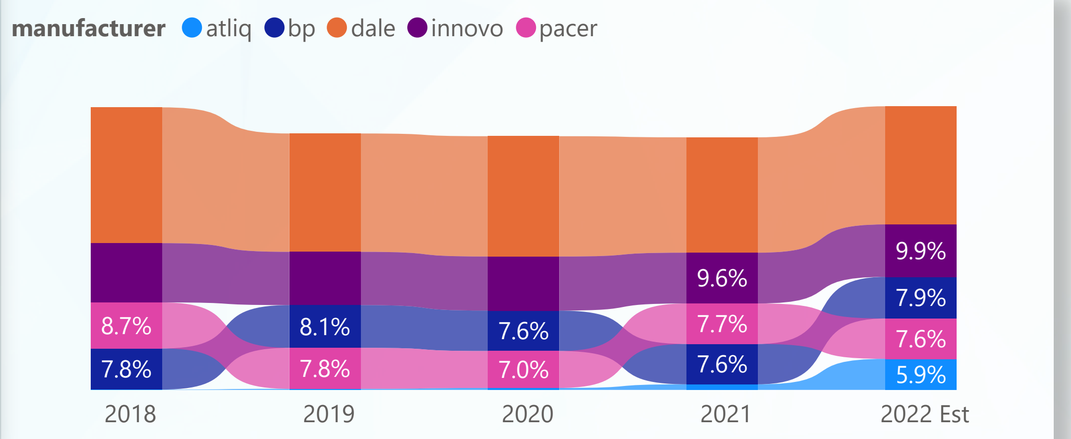

## Revenue by Channel




## Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %




## PC Market Share Trend - AtliQ & Competitors




## Top 5 Customers by Revenue

| customer | RC % | GM % |
|---|---|---|
| Sage | 3.3% | 35.16% |
| Flipkart | 3.1% | 30.23% ↓ |
| AtliQ Exclusive | 9.7% | 43.73% ↓ |
| Atliq e Store | 8.5% | 37.54% |
| Amazon | 13.2% | 35.40% ↓ |
| **Total** | **37.8%** | **37.58%** |

## Top 5 Products by Revenue

| product | RC % | GM % |
|---|---|---|
| AQ BZ Allin1 | 4.1% | 35.97% |
| AQ Gen Y | 2.9% | 36.06% |
| AQ Maxima | 2.7% | 36.68% ↓ |
| AQ Qwerty | 3.4% | 37.09% |
| AQ Trigger | 3.3% | 36.89% |
| **Total** | **16.3%** | **36.52%** |

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

# FAQ

Your feedback means a lot to me!
Please feel free to reach out if you have any questions,
suggestions, or need further information.
I'm always here to help!