





Business Insight 360

 Report Last Refreshed:
Wednesday, 31 January, 2024

 Sales Data Loaded Until:
Dec 21

Values are in Dollars and Millions



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.



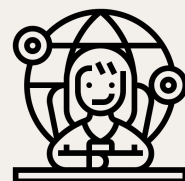
Marketing View

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.



NS \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

GM %

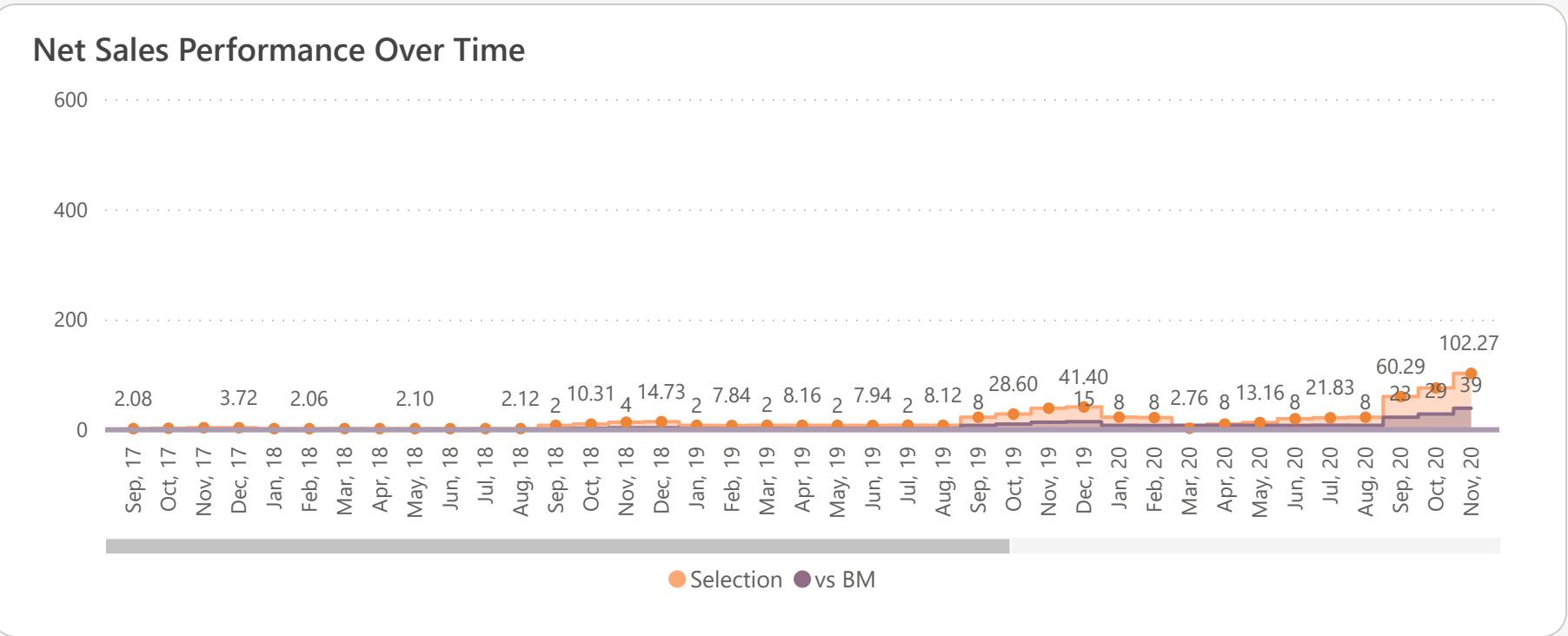
37.8%

BM: 37.07% | 2.05% ▲

NP %

-11.64%

BM: -4.52% | 157.19% ▲



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☐ Region

☒ Category

Secondary Parameter

☒ Product

☐ Market

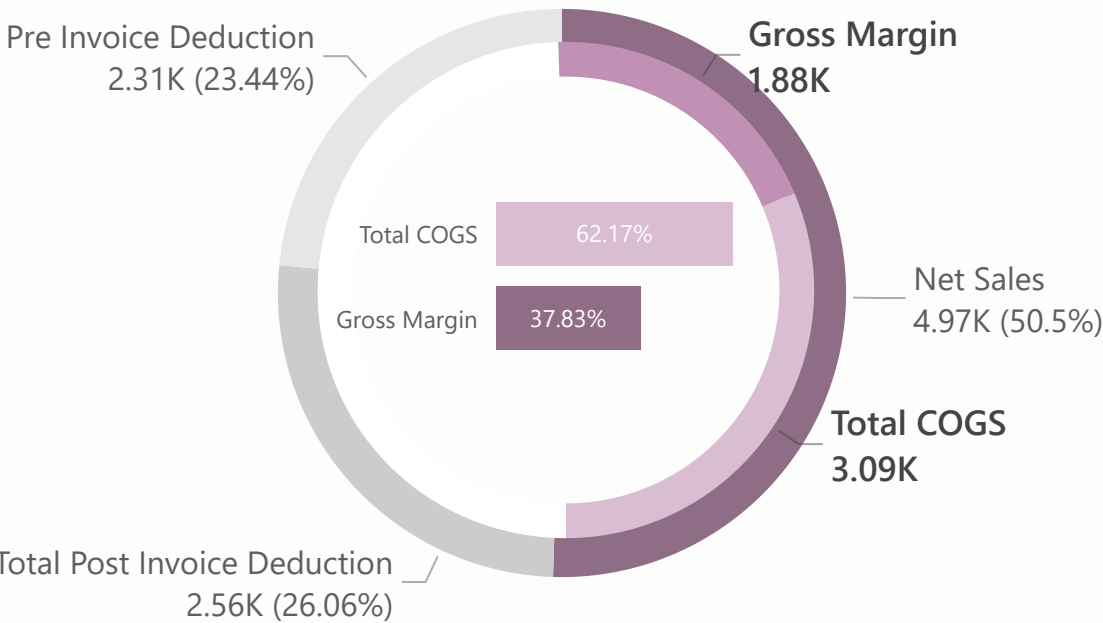
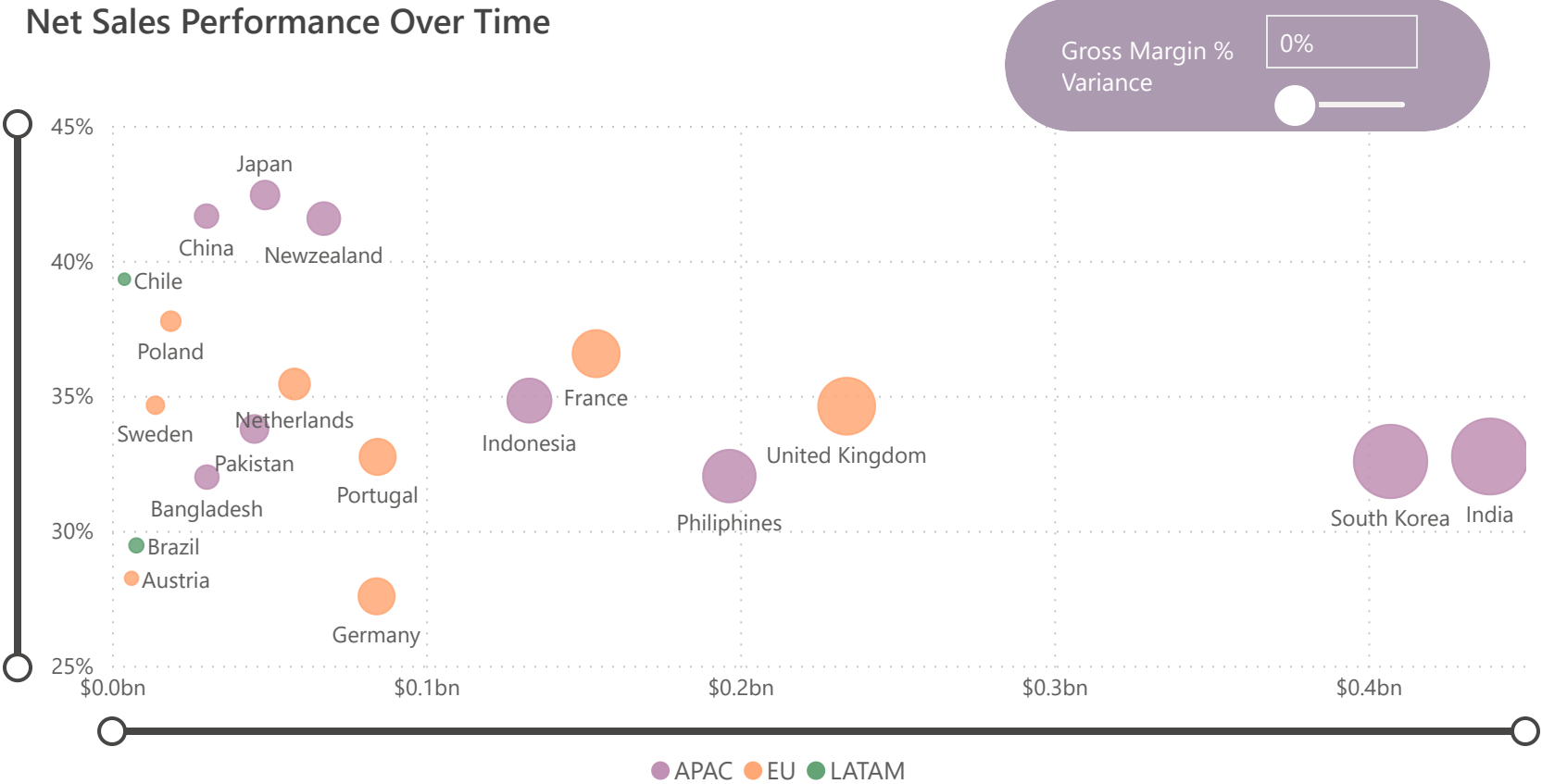
Category	Values	P & L Chg %
Personal Desktop	380.81	2694.32
Batteries	79.12	920.40
Gaming Laptop	720.91	609.14
MotherBoard	120.20	554.84
Total	4968.48	303.18

Profit & Loss Statement

Line Item	BM	Chg	Chg %
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



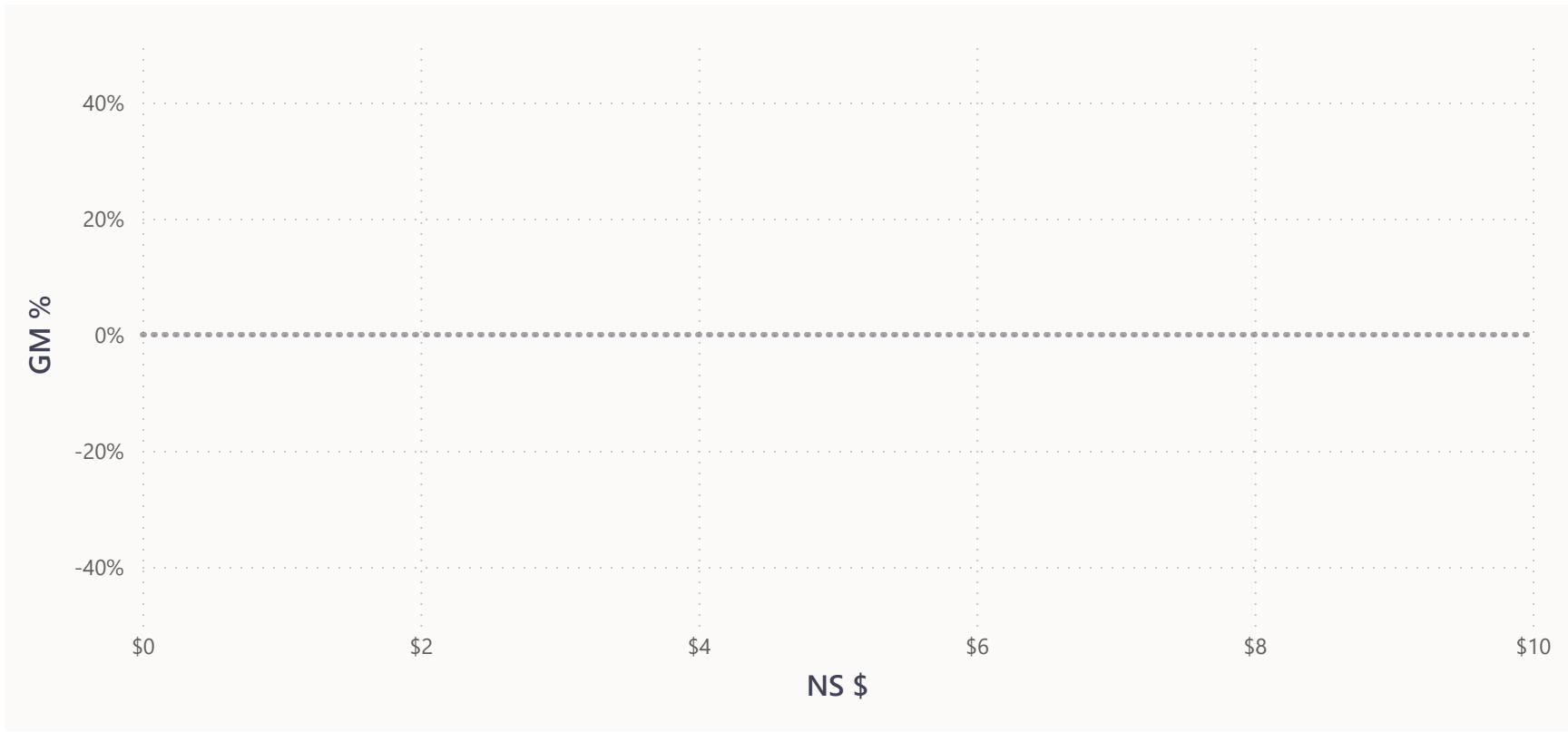
Net Sales Performance Over Time



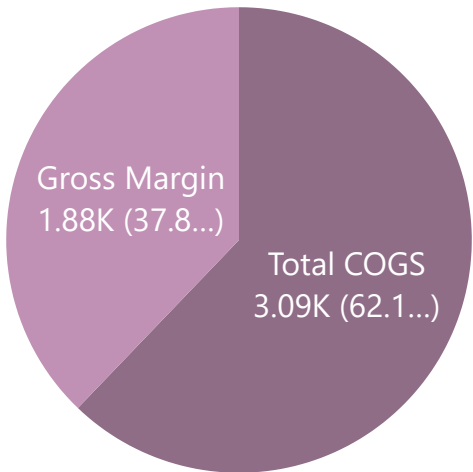
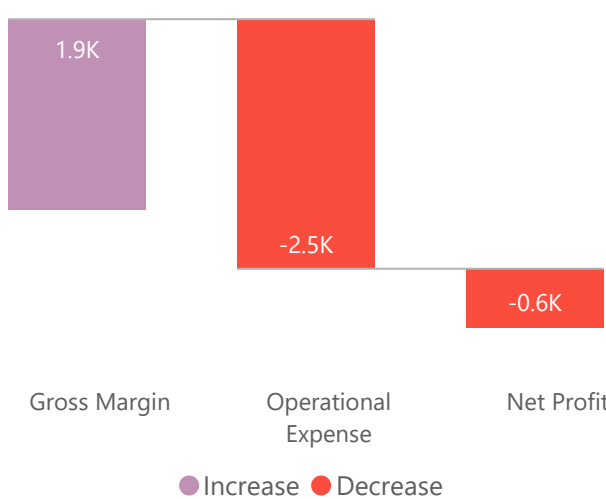
Product Performance

		Product		Customer	
Customer	NS \$	GM \$		GM %	Δ GM %
Acclaimed Stores	\$93.76M	\$37.00M		39.5%	8.51
All-Out	\$5.68M	\$2.27M		39.9%	-13.26
Amazon	\$675.09M	\$248.15M		36.8%	0.19
Argos (Sainsbury's)	\$18.07M	\$6.84M		37.8%	7.58
Atlas Stores	\$22.40M	\$7.53M		33.6%	-15.96
Atliq e Store	\$417.55M	\$155.02M		37.1%	-1.76
AtliQ Exclusive	\$478.93M	\$218.72M		45.7%	2.33
BestBuy	\$61.35M	\$26.51M		43.2%	18.99
Billa	\$9.43M	\$2.41M		25.6%	-15.41
Boulanger	\$32.75M	\$12.44M		38.0%	24.78
Chip 7	\$35.42M	\$12.17M		34.4%	-13.93
Chiptec	\$23.40M	\$8.86M		37.9%	13.41
Circuit City	\$64.23M	\$28.38M		44.2%	35.14
Control	\$68.52M	\$28.93M		42.2%	11.98
Coolblue	\$29.35M	\$10.04M		34.2%	-14.93
Corten	\$70.10M	\$20.71M		29.7%	2.35
Total	\$4,968.48M	\$1,879.72M		37.8%	2.05

Segment Performance - By Gross Margin %



Net Sales & Gross Margin Bifurcation



Segment ☒ Market

Category	NS \$	GM %	NP \$	NP %	Δ NP %
Wi fi extender	\$130.40M	37.9%	-8.27M	-6.34%	0.95
External Solid State Drives	\$141.37M	37.7%	-10.22M	-7.23%	1.01
USB Flash Drives	\$10.93M	36.0%	-1.01M	-9.26%	0.45
Keyboard	\$424.19M	37.7%	-40.34M	-9.51%	1.08
Mouse	\$298.86M	37.5%	-29.20M	-9.77%	0.99
Internal HDD	\$57.43M	38.1%	-5.87M	-10.22%	1.86
Processors	\$680.40M	37.9%	-79.95M	-11.75%	1.69
Personal Laptop	\$702.09M	37.8%	-83.43M	-11.88%	1.40
Business Laptop	\$927.79M	38.0%	-113.23M	-12.20%	1.61
MotherBoard	\$120.20M	38.4%	-14.67M	-12.21%	1.20
Graphic Card	\$293.99M	37.5%	-36.51M	-12.42%	1.93
Gaming Laptop	\$720.91M	37.7%	-93.50M	-12.97%	1.70
Personal Desktop	\$380.81M	38.3%	-51.22M	-13.45%	1.03
Batteries	\$79.12M	37.5%	-10.78M	-13.62%	1.10
Total	\$4,968.48M	37.8%	-578.18M	-11.64%	1.57

Forecast Accuracy %

79.83%

BM: 79.26% | 0.72% ▲

Net Error (\$)

-2M

BM: 1.06M | -329.08% ▼

Absolute Error (\$)

25M

BM: 0.02Bn | 38.57% ▲

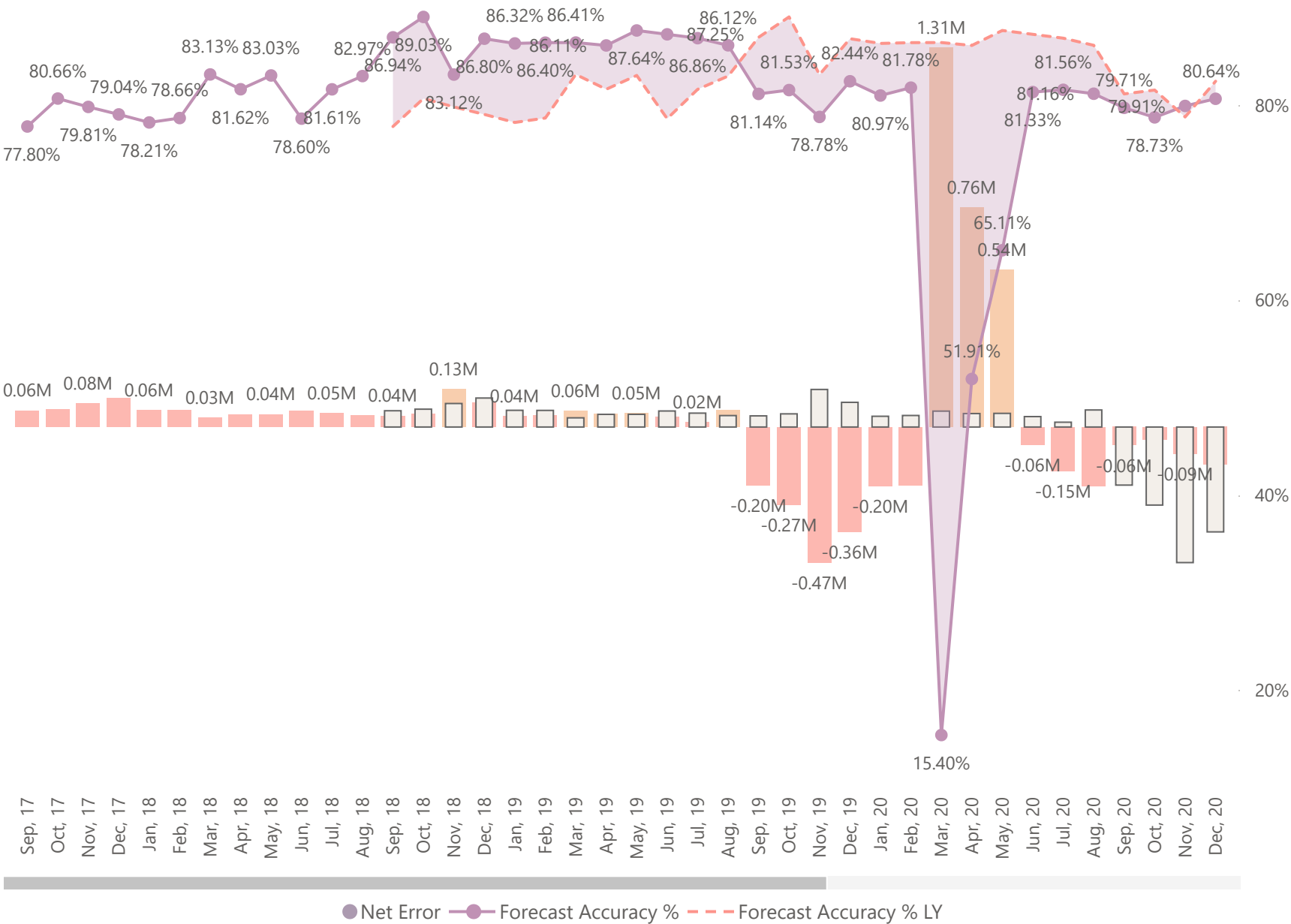
Key Metrics by Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atlas Stores	47.19%	46.26%	120K	18.87%	EI
Boulanger	54.23%	54.88%	27K	3.41%	EI
Chip 7	45.13%	48.42%	65K	6.37%	EI
Chiptec	50.08%	49.88%	48K	8.84%	EI
Coolblue	50.10%	50.97%	96K	11.18%	EI
Costco	46.64%	43.59%	29K	1.66%	EI
Total	79.83%	79.26%	-2417K	-1.97%	OOS

Key Metrics by Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	80.50%	77.85%	-1352K	-1.89%	OOS
Desktop	86.98%	84.11%	95K	10.36%	EI
Networking	80.99%	79.46%	185K	2.72%	EI
Notebook	83.80%	79.41%	23K	0.45%	EI
Peripherals	74.34%	81.06%	-3388K	-17.54%	OOS
Storage	81.08%	82.48%	2020K	10.51%	EI
Total	79.83%	79.26%	-2417K	-1.97%	OOS

Accuracy / Net Error Trend



Net Sales (\$)

\$4.97bn

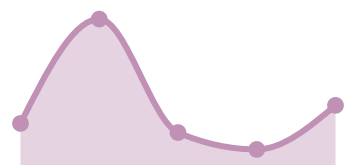
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Gross Margin %

37.8%

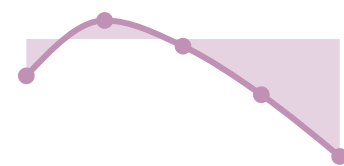
BM: 37.07% | 2.05% ▲



Net Profit %

-11.64%

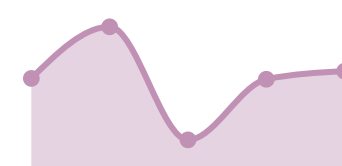
BM: -4.52% | 157.19% ▲



Forecast Accuracy %

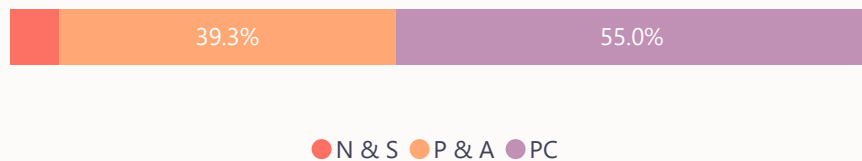
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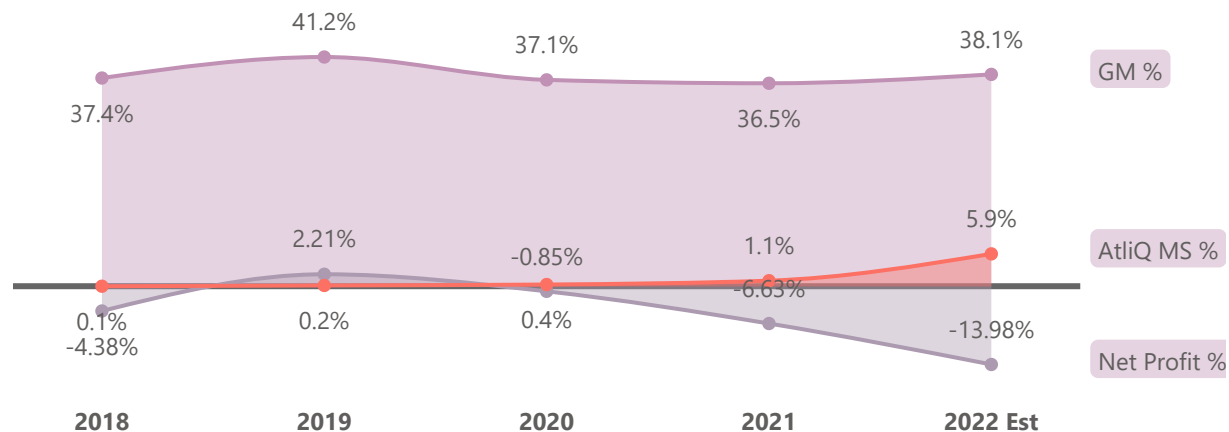


Revenue Contribution

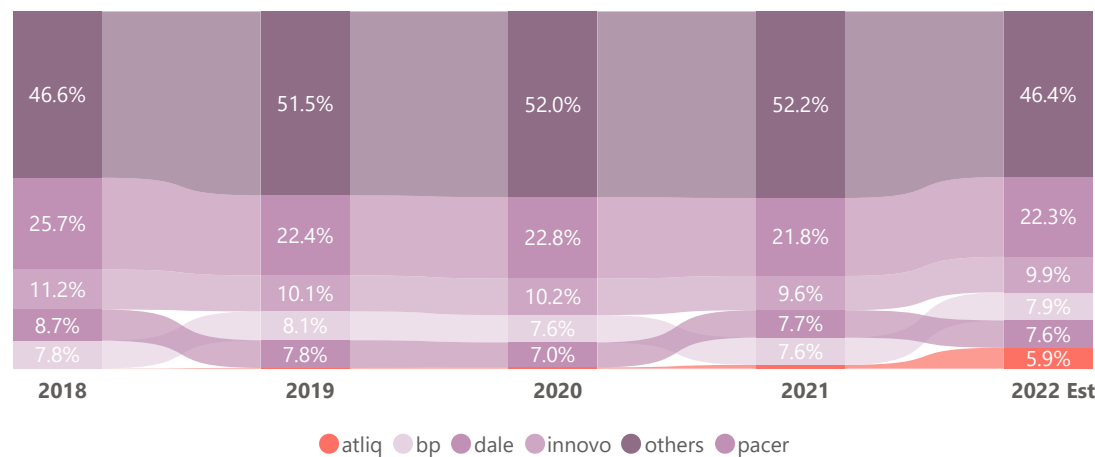
- ☒ Division
☐ Channel



Trend: Key Metrics over Years



Trend: Revenue Contribution over Years



Top 5 Customers

Customer	RC %	GM %
Amazon	13.6%	36.8% ▲
AtliQ Exclusive	9.6%	45.7% ▲
Atliq e Store	8.4%	37.1% ▼
Flipkart	3.6%	39.8% ▲
Sage	3.4%	32.5% ▼
Total	38.7%	39.0%

Top 5 Products

Product	RC %	GM %
AQ BZ Allin1	3.5%	37.5% ▲
AQ BZ Allin1 Gen 2	4.1%	38.5% ○
AQ HOME Allin1 Gen 2	4.4%	38.0% ▲
AQ Smash 1	3.3%	37.5% ▼
AQ Smash 2	3.4%	37.4% ▲
Total	18.7%	37.8%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$124.39M	2.5%	39.6%	0.81% ▼	-12.34%	OOS	6.6%
ROA	\$495.54M	10.0%	35.3%	-0.30% ▼	-8.65%	OOS	3.2%
LATAM	\$17.86M	0.4%	35.1%	-1.47% ▼	1.07%	EI	0.1%
ANZ	\$109.53M	2.2%	44.2%	-1.60% ▲	-4.59%	OOS	0.5%
NE	\$170.67M	3.4%	36.7%	-8.17% ▼	-1.60%	OOS	2.5%
NA	\$531.35M	10.7%	45.0%	-12.06% ▲	-6.58%	OOS	1.8%
India	\$472.55M	9.5%	35.5%	-21.50% ▲	-3.03%	OOS	5.1%
Total	\$1,921.88M	38.7%	39.0%	-9.47%	-5.86%	OOS	2.3%