



Business Insight 360



20 March 2024



Dec 21



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**.



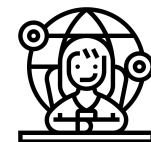
Marketing View

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.



Information

Values are in Dollars and Millions



Support



FILTERS

vs LY

vs Target

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Region, Market

All

Segment, category, Product

All

Customer

All

Abbreviations:

GM= Gross Margin | BM = Bench Mark |
Chg= Change | LY = Last Year |
YTD = Year To Date | YTG = Year To Go

NS \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

GM %

37.83%

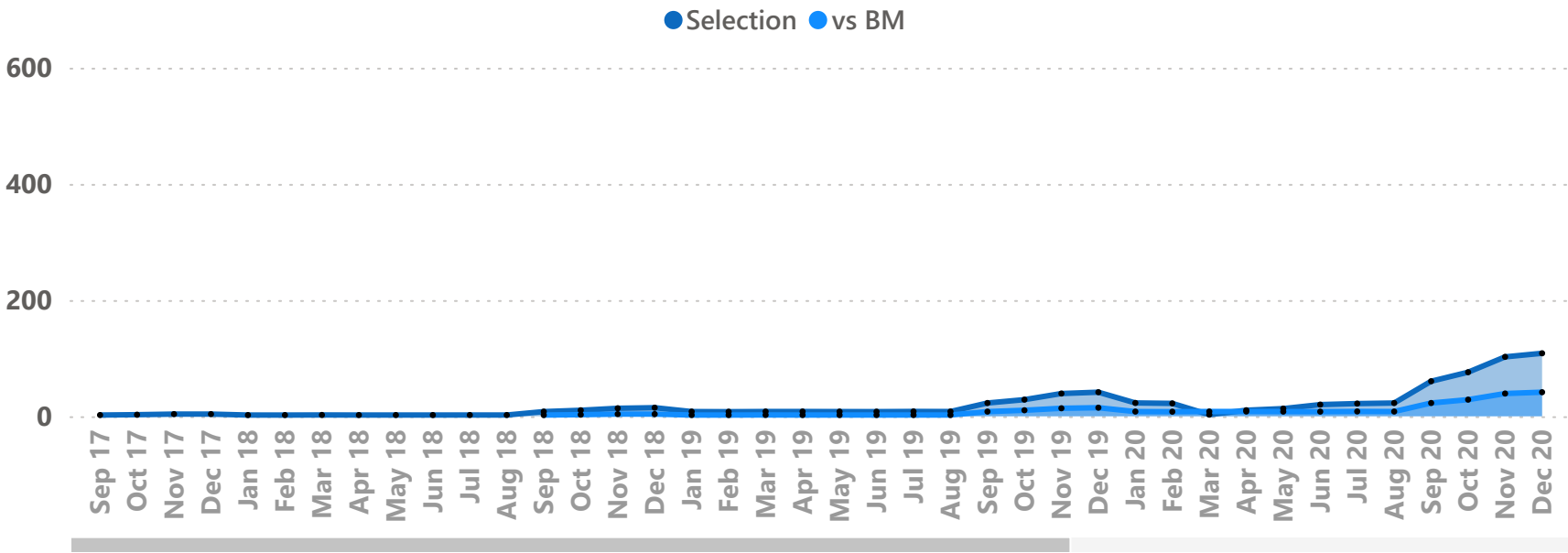
BM: 37.07% | 2.05% ▲

NP %

-11.64%

BM: -4.52% | 157.19% ▲

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Region	P&L values	-	P&L Chg%
APAC	2,605.73	2,605.73	282.10
India	1,271.22		290.08
South Korea	407.09		282.25
Philippines	196.55		191.96
China	186.26		379.63
Australia	166.99		250.38
Indonesia	132.90		266.30
Total	4,968.48	4,968.48	303.18

Segment	P&L values	-	P&L Chg%
Accessories	802.17		130.46
Desktop	758.45		1,500.86
Networking	130.40		41.79
Notebook	1,973.15		402.44
Peripherals	1,152.02		352.70
Storage	152.29		55.88
Total	4,968.48	4,968.48	303.18

Profit and 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



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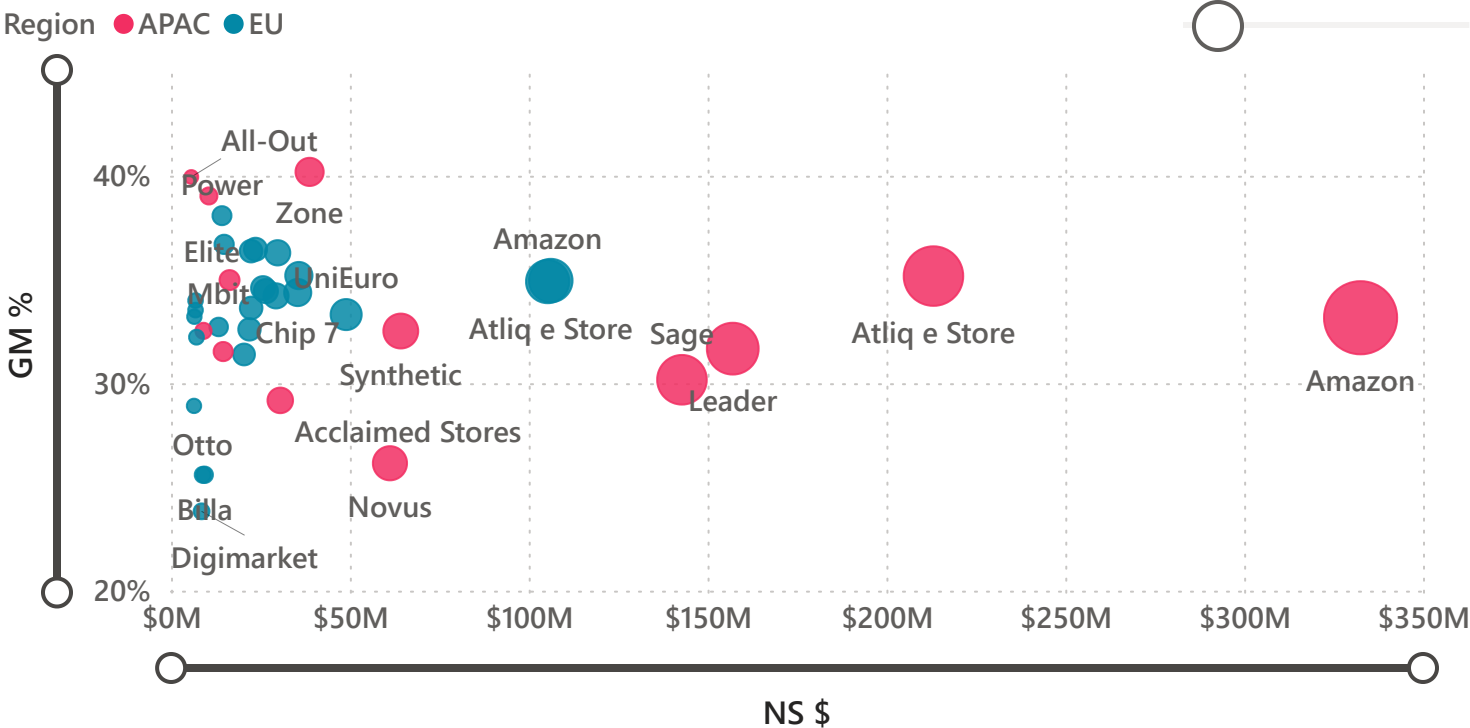
Customer

All

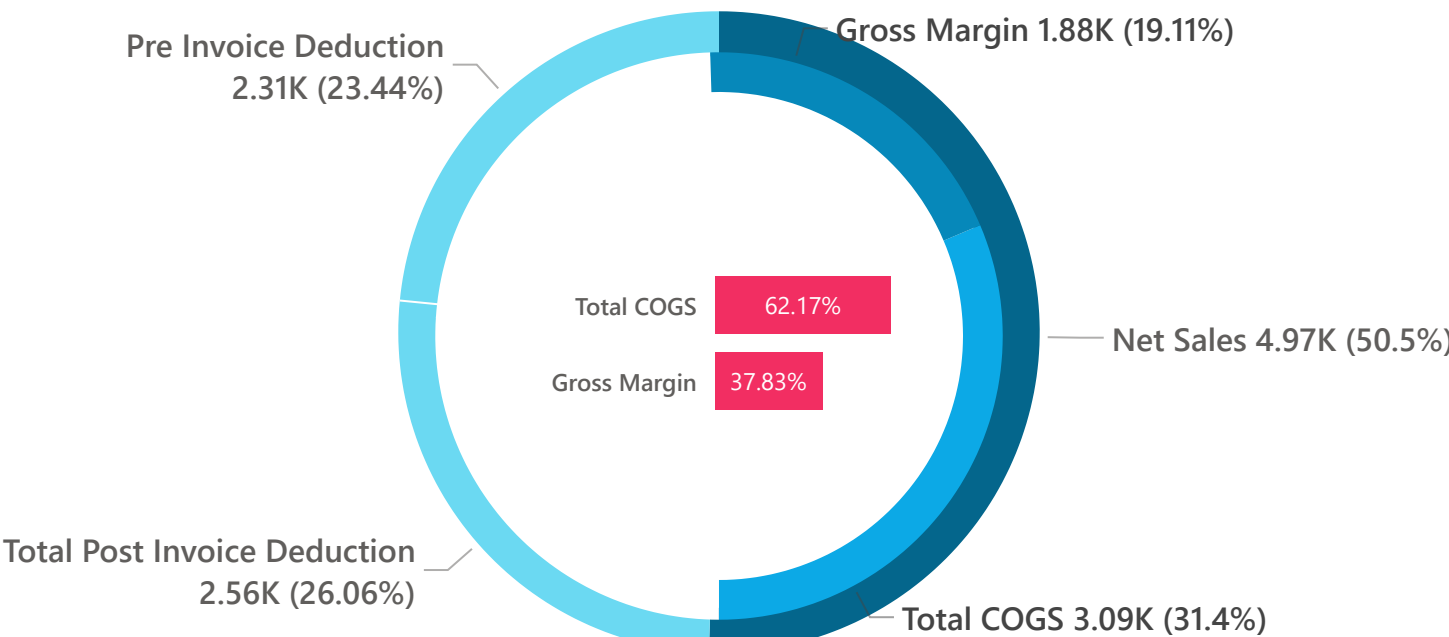
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Performance Metrix



Unit Economics



Customer

product

Customer	NS \$	GM \$	-	GM %	Δ GM %
Zone	\$38.74M	15.57M		40.18%	-0.05
walmart	\$90.44M	39.86M		44.08%	0.17
Viveks	\$61.90M	19.21M		31.03%	0.06
Vijay Sales	\$72.04M	26.12M		36.26%	0.18
Unity Stores	\$8.76M	2.88M		32.87%	0.09
UniEuro	\$48.97M	16.31M		33.31%	-0.15
Taobao	\$28.99M	12.36M		42.63%	0.13
Synthetic	\$76.74M	24.67M		32.15%	-0.21
Surface Stores	\$14.59M	4.60M		31.53%	-0.17
Staples	\$81.39M	30.93M		38.00%	0.10
Sound	\$36.35M	13.57M		37.32%	0.16
Sorefoz	\$25.72M	8.89M		34.59%	-0.20
Saturn	\$8.83M	2.39M		27.06%	-0.06
Sage	\$170.67M	55.39M		32.45%	-0.08
Relief	\$37.88M	17.41M		45.98%	0.32
Reliance Digital	\$73.30M	27.74M		37.84%	0.03
Radio Shack	\$56.90M	23.49M		41.28%	0.27
Radio Popular	\$35.74M	12.58M		35.19%	-0.11
Propel	\$81.58M	30.42M		37.29%	0.01
Premium Stores	\$34.61M	15.39M		44.47%	0.19
Total	\$4,968.48M	1,879.72M	4,968.48	37.83%	0.02



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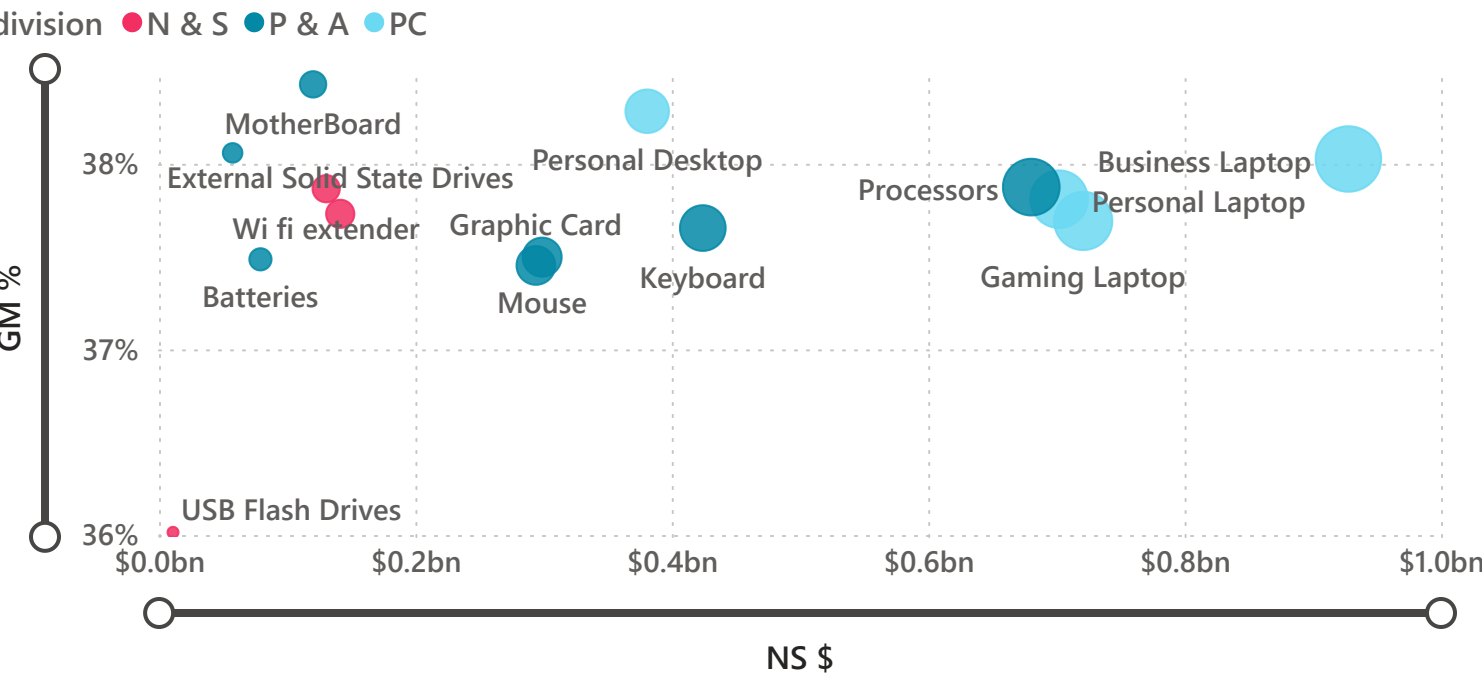
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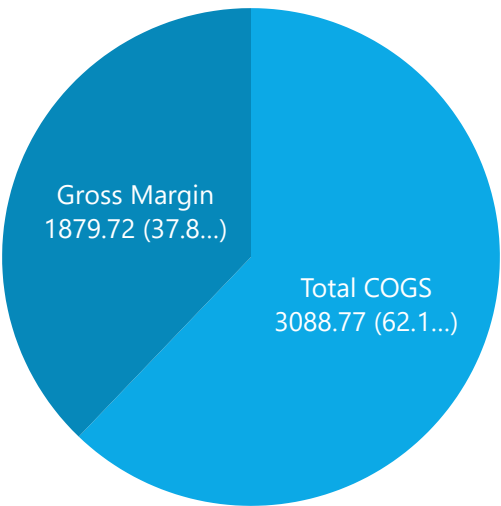
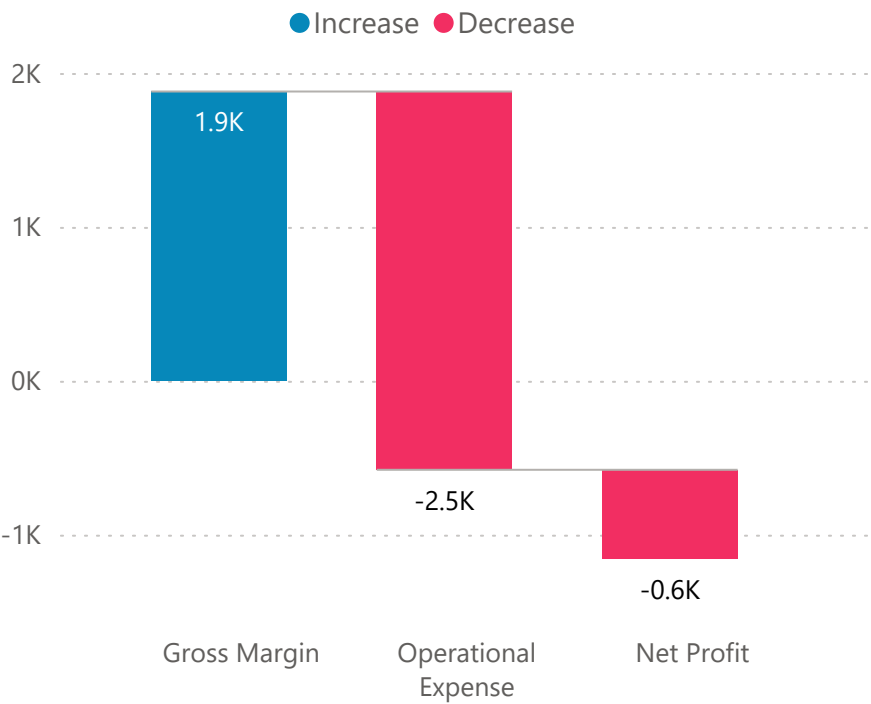
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Performance Metrix



Net Sales and Gross Margin Bifurcation



Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$1,973.15M	746.24M	37.82%	-240.29M	-12.18%
+ Gaming Laptop	\$720.91M	271.73M	37.69%	-93.50M	-12.97%
+ Personal Laptop	\$702.09M	265.46M	37.81%	-83.43M	-11.88%
+ Business Laptop	\$550.14M	209.06M	38.00%	-63.36M	-11.52%
Peripherals	\$1,152.02M	435.85M	37.83%	-136.99M	-11.89%
+ Processors	\$680.40M	257.70M	37.87%	-79.95M	-11.75%
+ Graphic Card	\$293.99M	110.11M	37.45%	-36.51M	-12.42%
+ MotherBoard	\$120.20M	46.19M	38.43%	-14.67M	-12.21%
+ Internal HDD	\$57.43M	21.86M	38.06%	-5.87M	-10.22%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%

Region / Market / Customer Performance

Market	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
USA	\$970.75M	416.96M	42.95%	-118.10M	-12.17%
United Kingdom	\$233.91M	80.97M	34.62%	-66.72M	-28.52%
Sweden	\$13.81M	4.79M	34.65%	0.51M	3.70%
Spain	\$109.01M	46.96M	43.08%	4.46M	4.09%
South Korea	\$407.09M	132.59M	32.57%	-2.50M	-0.61%
Portugal	\$84.57M	27.69M	32.74%	-4.20M	-4.96%
Poland	\$52.69M	22.25M	42.22%	2.16M	4.09%
Philiphines	\$196.55M	62.95M	32.03%	-3.82M	-1.94%
Pakistan	\$45.34M	15.31M	33.77%	1.12M	2.47%
Norway	\$126.71M	44.19M	34.88%	6.90M	5.44%
Newzealand	\$90.16M	37.50M	41.60%	1.92M	2.13%
Netherlands	\$58.10M	20.59M	35.44%	-2.13M	-3.67%
Mexico	\$8.15M	3.24M	39.74%	0.23M	2.87%
Japan	\$60.17M	25.76M	42.82%	1.01M	1.69%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%



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EI= Excess Inventory , OOS= Out Of Stock

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Net Error

-2M

LY: 1.06M | -329.08% ▲

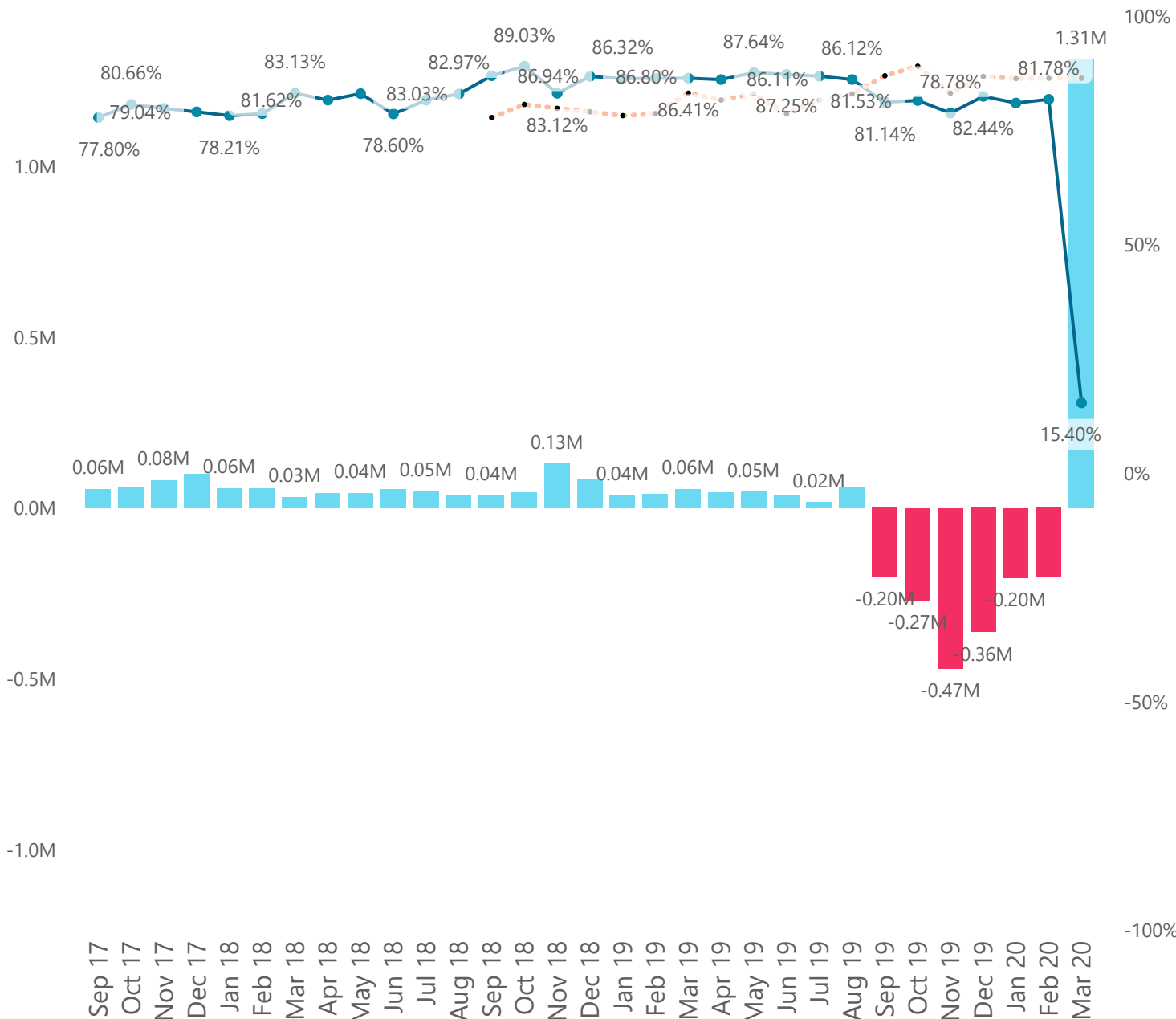
ABS Error

25M

LY: 17.89M | 38.57% ▼

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY



Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Electricalslytical	47.48%	0.48	182716	7.43%	EI
Logic Stores	49.57%	0.48	143411	16.96%	EI
UniEuro	52.99%	0.54	122707	8.75%	EI
Atlas Stores	47.19%	0.46	119793	18.87%	EI
Nomad Stores	49.20%	0.48	112882	12.39%	EI
Ezone	40.46%	0.42	110431	5.67%	EI
Premium Stores	51.23%	0.51	106437	13.00%	EI
Electricalsquipo Stores	46.97%	0.46	99503	15.92%	EI
Coolblue	50.10%	0.51	96016	11.18%	EI
Croma	40.98%	0.42	91166	4.90%	EI
Relief	48.84%	0.48	86437	10.34%	EI
Propel	43.27%	0.44	70443	3.25%	EI
Expert	59.53%	0.58	68664	5.30%	EI
Neptune	40.69%	0.40	66111	2.52%	EI
Chip 7	45.13%	0.48	65405	6.37%	EI
Total	79.83%	0.79	-2417425	-1.97%	OOS

Key Metrics By Product

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	81.08%	0.82	2020264	10.51%	EI
Peripherals	74.34%	0.81	-3388005	-17.54%	OOS
Notebook	83.80%	0.79	22621	0.45%	EI
Networking	80.99%	0.79	184995	2.72%	EI
Desktop	86.98%	0.84	94729	10.36%	EI
Accessories	80.50%	0.78	-1352029	-1.89%	OOS
Total	79.83%	0.79	-2417425	-1.97%	OOS



BUSINESS INSIGHT 360



Finance



Sales



Marketing



Supply Chain



Executive



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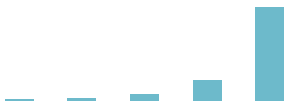
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RC = Revenue Contribution, EI= Excess
Inventory , OOS= Out Of Stock

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%

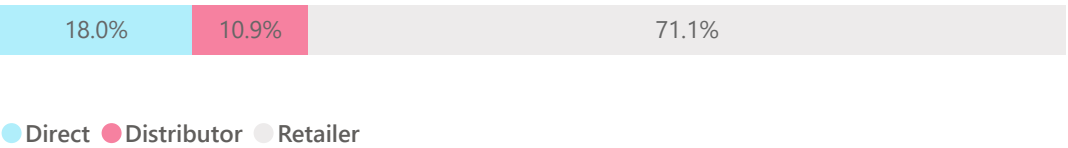
LY: 79.26% | 0.72% ▲



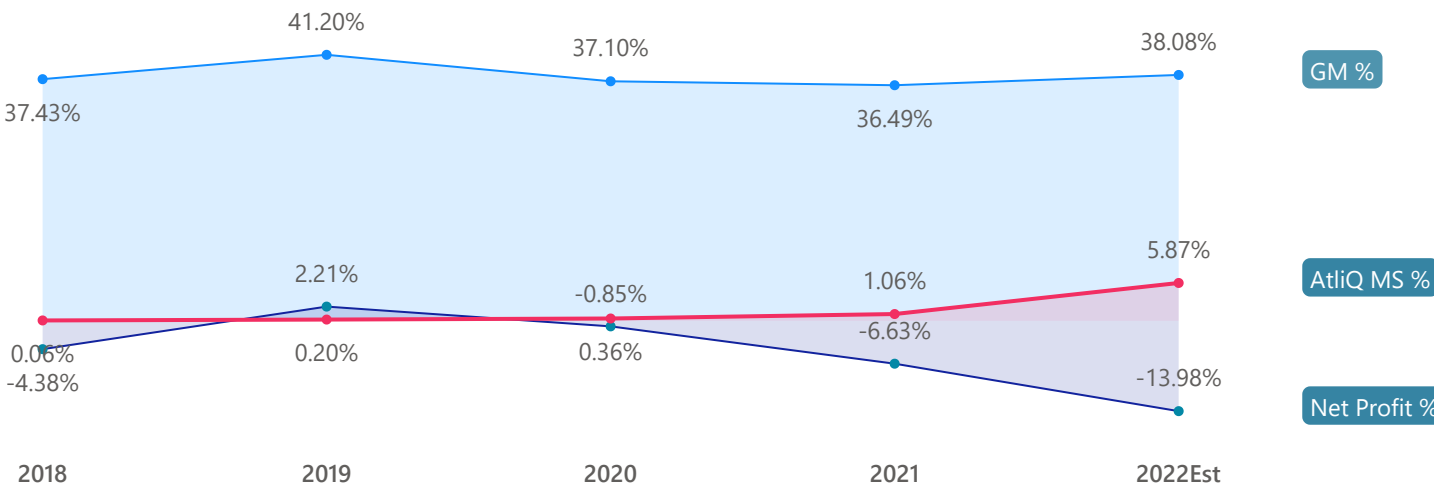
Revenue Contribution

division

channel

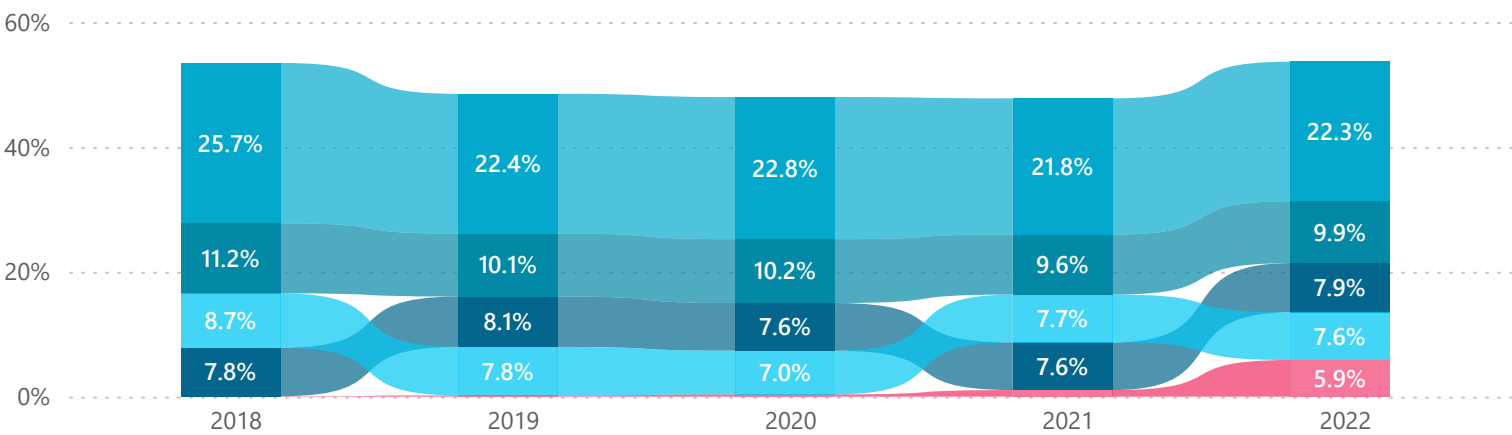


Accuracy / Net Error Trend



Trends: Key Metrix over year

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Sub-region Performance

Sub_Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$446.41M	8.98%	37.59% ▼	-1.32%	-6.66%	OOS	6.59%
ROA	\$1,077.36M	21.68%	35.42% ▼	-2.30%	-5.27%	OOS	3.18%
NA	\$1,290.74M	25.98%	43.45% ▲	-13.40% ▲	-3.79%	OOS	1.82%
ANZ	\$257.15M	5.18%	42.51% ▲	-3.17%	-1.16%	OOS	0.54%
India	\$1,271.22M	25.59%	35.14% ▲	-22.03% ▲	0.21%	EI	5.11%
LATAM	\$21.00M	0.42%	35.33% ▼	-0.78%	0.32%	EI	0.12%
NE	\$604.60M	12.17%	34.05% ▼	-14.26%	4.92%	EI	2.52%
Total	\$4,968.48M	100.00%	37.83% ▲	-11.64%	-1.97%	OOS	2.26%

Top 5 Customer

Customer	RC %	GM %
Amazon	13.59%	36.76% ▲
AltiQ Exclusive	9.64%	45.67% ▲
Atliq e Store	8.40%	37.13% ▼
Flipkart	3.62%	39.78% ▲
Sage	3.43%	32.45% ▼
Total	38.68%	38.96%

Top 5 Product

Product	RC %	GM %
AQ HOME Allin1 Gen 2	4.40%	38.04% ▲
AQ BZ Allin1 Gen 2	4.07%	38.51% ○
AQ BZ Allin1	3.53%	37.55% ▲
AQ Smash 2	3.40%	37.37% ▲
AQ Smash 1	3.33%	37.47% ▼
Total	18.74%	37.83%