Business Insights 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

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.

Values are in Millions | Currency: USD **8/20/2025 1:21:26 AM**

region, market: All

customer: All

segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est

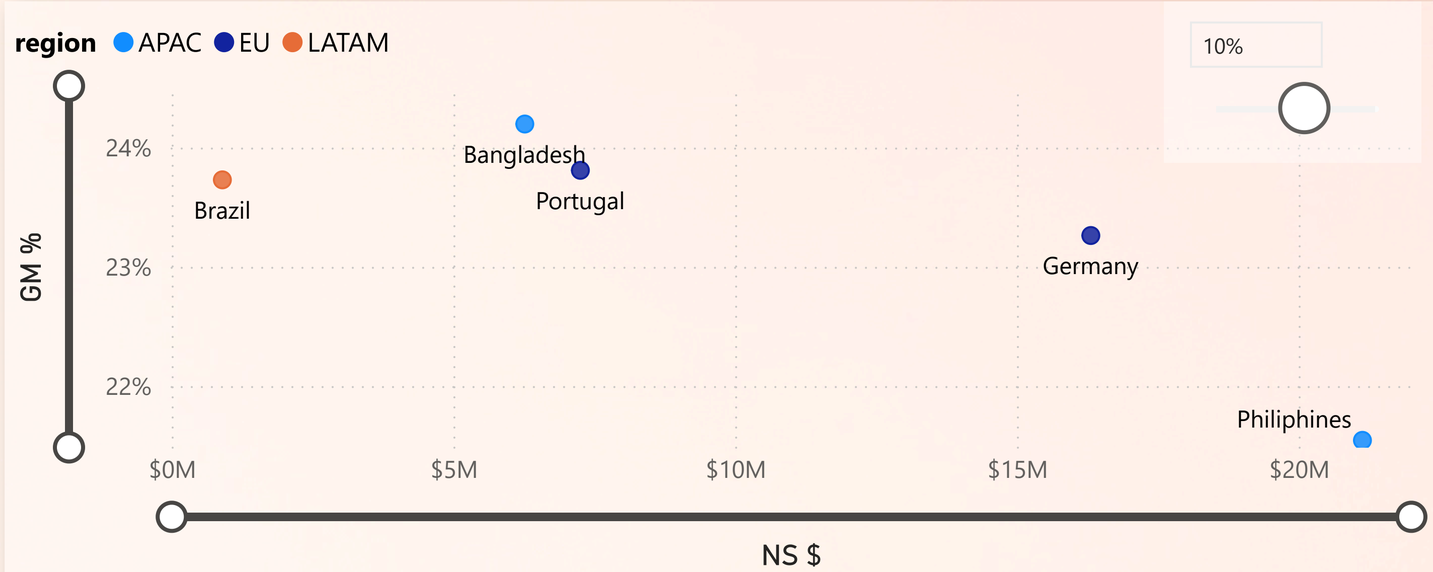
Q1 | Q2

YTD | YTG

Customer Performance

customer	NS $	GM $	GM %
Amazon	$218.21M	79.00M	36.20%
AtliQ Exclusive	$159.31M	73.00M	45.82%
Atliq e Store	$133.08M	48.52M	36.46%
Flipkart	$57.24M	24.08M	42.07%
Sage	$52.48M	16.53M	31.50%
Leader	$48.95M	15.00M	30.65%
Neptune	$45.97M	21.43M	46.62%
Ebay	$38.56M	13.77M	35.71%
Electricalsocity	$34.90M	12.68M	36.32%
Electricalslytical	$30.04M	11.18M	37.22%
Acclaimed Stores	$29.51M	11.63M	39.40%
Propel	$29.37M	10.98M	37.39%
walmart	$29.32M	13.35M	45.55%
Total	**$1,642.91M**	**620.14M**	**37.75%**

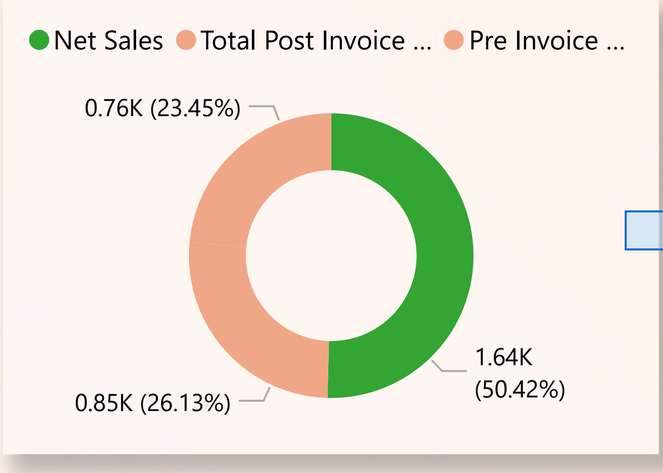
Performance Matrix

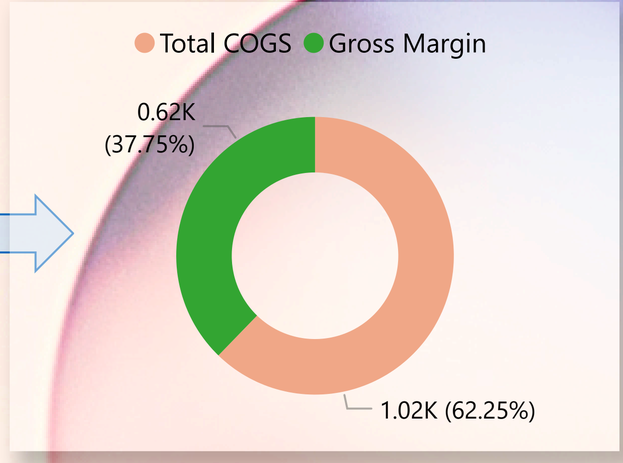


Product Performance

segment	NS $	GM $	GM %
Networking	$16.28M	6.21M	38.16%
Storage	$26.95M	10.26M	38.06%
Desktop	$280.78M	106.51M	37.93%
Peripherals	$444.83M	167.75M	37.71%
Accessories	$190.84M	71.95M	37.70%
Notebook	$683.24M	257.46M	37.68%
Total	**$1,642.91M**	**620.14M**	**37.75%**

Unit Economics





vs LY | vs Target

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

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

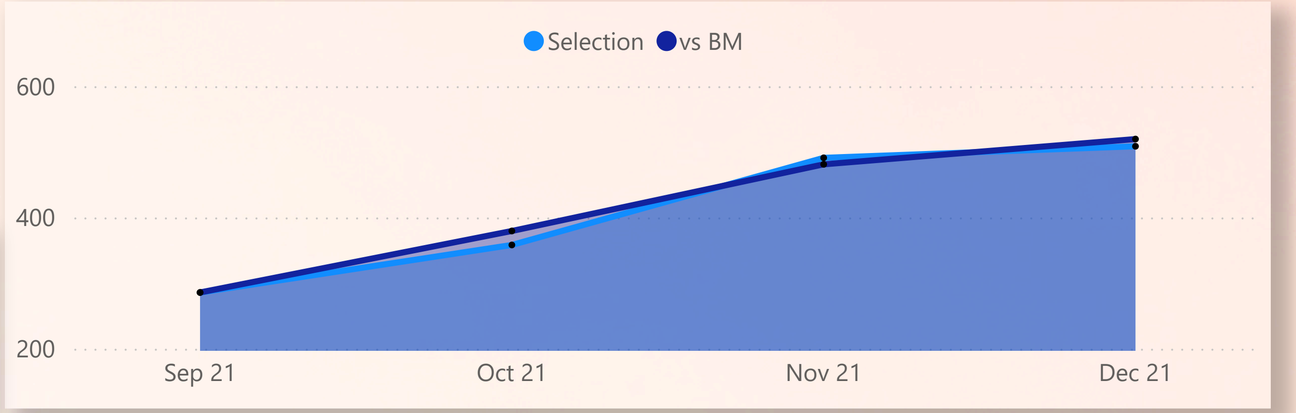
vs LY | vs Target

$1.64bn!
BM: 1.67bn (-1.35%)
Net Sales

37.75%!
BM: 38.26% (-1.34%)
GM %

-14.13%✓
BM: -0.14 (+1.68%)
Net Profit %

Net Sales Performace Over Time



Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	3,258.68			
Pre Invoice Deduction	764.20			
Net Invoice Sales	2,494.48			
- Post Discounts	558.55			
- Post Deductions	293.03			
Total Post Invoice Deduction	851.58			
Net Sales	1,642.91	1,665.41	-22.51	-1.35
- Manufacturing Cost	971.74			
- Freight Cost	44.29			
- Other Cost	6.74			
Total COGS	1,022.77			
Gross Margin	620.14	637.20	-17.06	-2.68
Gross Margin %	37.75	37.75	0.00	0.00
GM / Unit	15.46			
Operational Expense	-852.29			
Net Profit	-232.15			
Net Profit %	-14.13	-14.37	0.24	1.68

Top / Bottom Net Sales

region	P & L values	P & L Chg %
APAC	882.68	-2.40
EU	362.09	-1.00
LATAM	6.04	-3.06
NA	392.10	0.79
Total	**1,642.91**	**-1.35**

segment	P & L values	P & L Chg %
Accessories	190.84	
Desktop	280.78	
Networking	16.28	
Notebook	683.24	
Peripherals	444.83	
Storage	26.95	
Total	**1,642.91**	**-1.35**

BM= Benchmark (LY=Last Year)

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

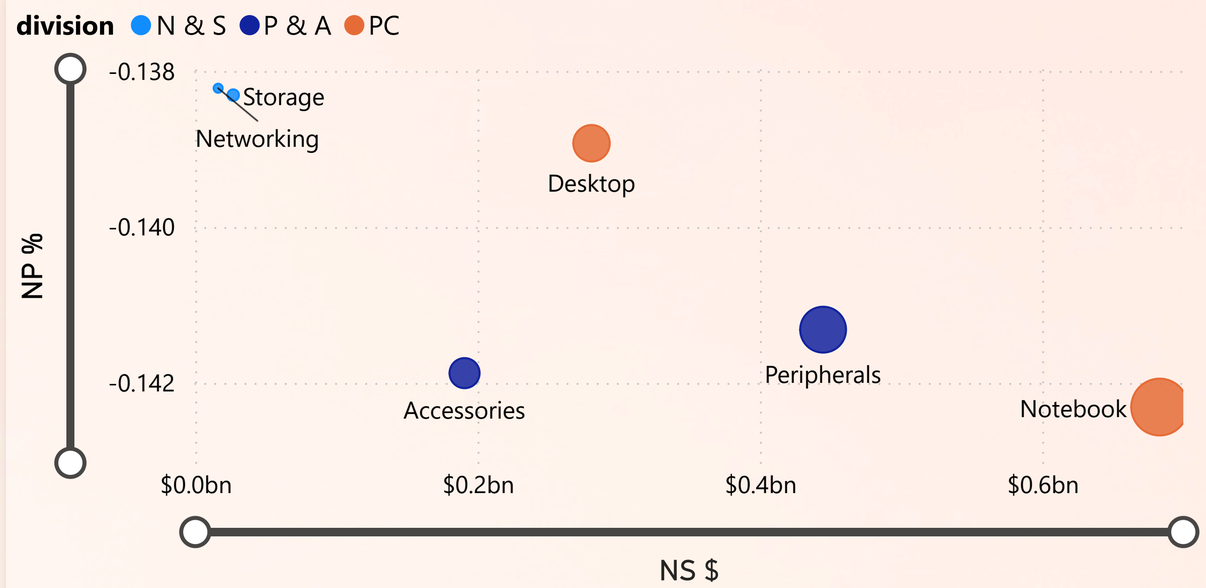
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$190.84M	71.95M	37.70%	-27.07M	-14.19%
Desktop	$280.78M	106.51M	37.93%	-39.01M	-13.89%
Networking	$16.28M	6.21M	38.16%	-2.25M	-13.82%
Notebook	$683.24M	257.46M	37.68%	-97.23M	-14.23%
Peripherals	$444.83M	167.75M	37.71%	-62.86M	-14.13%
Storage	$26.95M	10.26M	38.06%	-3.73M	-13.83%
Total	**$1,642.91M**	**620.14M**	**37.75%**	**-232.15M**	**-14.13%**

Show NP %

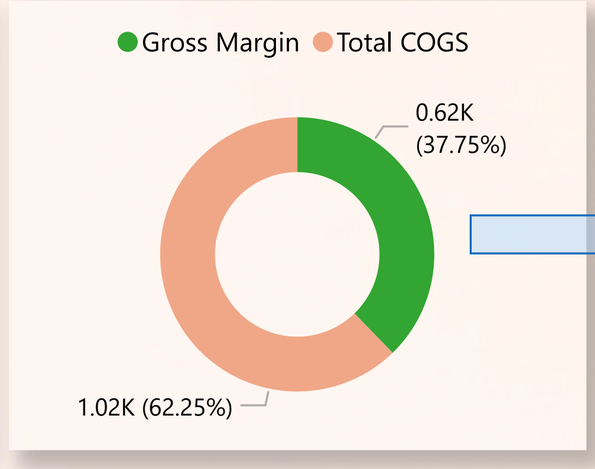
Performance Matrix

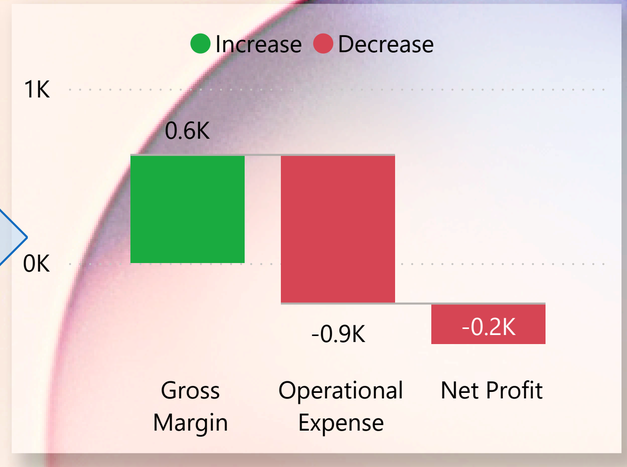


Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$882.68M	316.62M	35.87%	-133.14M	-15.08%
EU	$362.09M	124.91M	34.50%	-42.48M	-11.73%
LATAM	$6.04M	2.13M	35.30%	-0.15M	-2.53%
NA	$392.10M	176.48M	45.01%	-56.38M	-14.38%
Total	**$1,642.91M**	**620.14M**	**37.75%**	**-232.15M**	**-14.13%**

Unit Economics





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

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

82.80% ✓
LY: 80.16% (+3.3%)
Forecast Accuracy

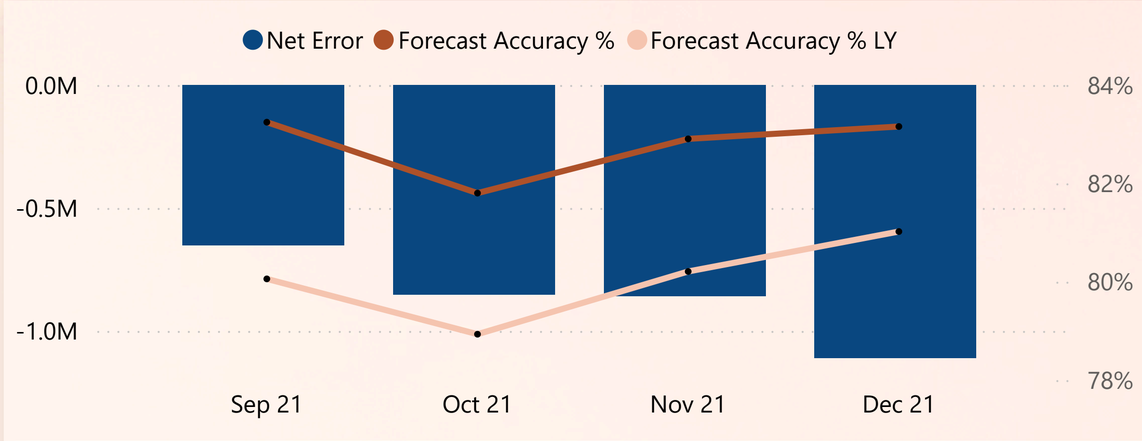
-3472.7K ✓
LY: -328.8K (-956.3%)
Net Error

6899.0K !
LY: 4186.7K (+64.78%)
Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	52.66%	56.52%	83037	10.7%	EI
BestBuy	35.88%	43.49%	81179	16.7%	EI
Billa	40.30%	45.41%	3704	3.9%	EI
Circuit City	35.49%	45.35%	85248	16.5%	EI
Control	44.89%	54.18%	64731	13.0%	EI
Costco	42.94%	48.86%	101913	15.8%	EI
Currys (Dixons Carphone)	51.37%	52.88%	8104	6.0%	EI
Leader	42.40%	47.59%	166751	11.0%	EI
Logic Stores	51.34%	31.35%	6430	2.4%	EI
Nomad Stores	52.80%	45.99%	3394	1.3%	EI
Notebillig	41.94%	44.80%	1141	1.3%	EI
Otto	44.42%	44.57%	1962	2.4%	EI
Path	41.91%	49.32%	91486	14.9%	EI
Radio Shack	34.91%	43.11%	69253	16.5%	EI
Sage	45.21%	49.40%	154291	10.1%	EI
Saturn	39.82%	42.77%	2197	2.9%	EI
Staples	48.52%	50.17%	79821	11.5%	EI
walmart	48.56%	54.92%	84334	12.1%	EI
Total	**82.80%**	**80.16%**	**-3472690**	**-9.5%**	**OOS**

Net Sales Performace Over Time



Top / Bottom Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Networking	93.18%	89.59%	-12967	-1.7%	OOS
⊞ Notebook	87.45%	81.09%	-47221	-1.7%	OOS
⊞ Accessories	87.20%	78.76%	341468	1.7%	EI
⊞ Desktop	86.11%	83.21%	78576	10.2%	EI
⊞ Storage	77.31%	79.78%	-628266	-25.6%	OOS
⊞ Peripherals	75.86%	84.07%	-3204280	-31.8%	OOS
Total	**82.80%**	**80.16%**	**-3472690**	**-9.5%**	**OOS**

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

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | YTD | YTG

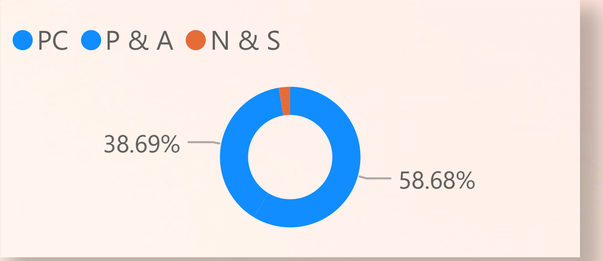
vs LY | vs Target

$1.64bn !	37.75%✓	-14.13% !	82.80%✓
LY: 1.67bn (-1.35%)	LY: 36.46% (+3.52%)	LY: -0.07 (-112.81%)	LY: 80.16% (+3.3%)
Net Sales	**GM %**	**Net Profit %**	**Forecast Accuracy**

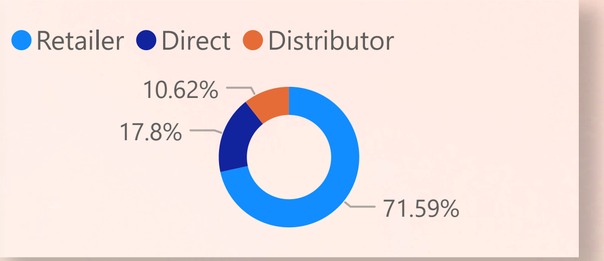
Key Insights By Sub Zone

Sub zone	NS $	RC %	GM % Target	Net Profit %	AtliQ MS %	Risk	Net Error
NE	$196.2M	11.9%	32.5%	-17.77%	6.8%	OOS	-227685
India	$445.3M	27.1%	34.9%	-23.06%	13.3%	OOS	-2206635
ROA	$343.0M	20.9%	34.9% ↓	-6.68%	8.3%	OOS	-388522
LATAM	$6.0M	0.4%	36.1% ↓	-2.53%	0.3%	EI	5401
SE	$165.9M	10.1%	36.9% ↓	-4.59%	16.4%	OOS	-1486184
ANZ	$94.5M	5.7%	46.0% ↓	-8.00%	1.4%	OOS	-564914
NA	$392.1M	23.9%	46.9% ↓	-14.38%	4.9%	EI	1395849
Total	**$1,642.9M**	**100.0%**	**38.3%**	**-14.13%**	**5.9%**	**OOS**	**-3472690**

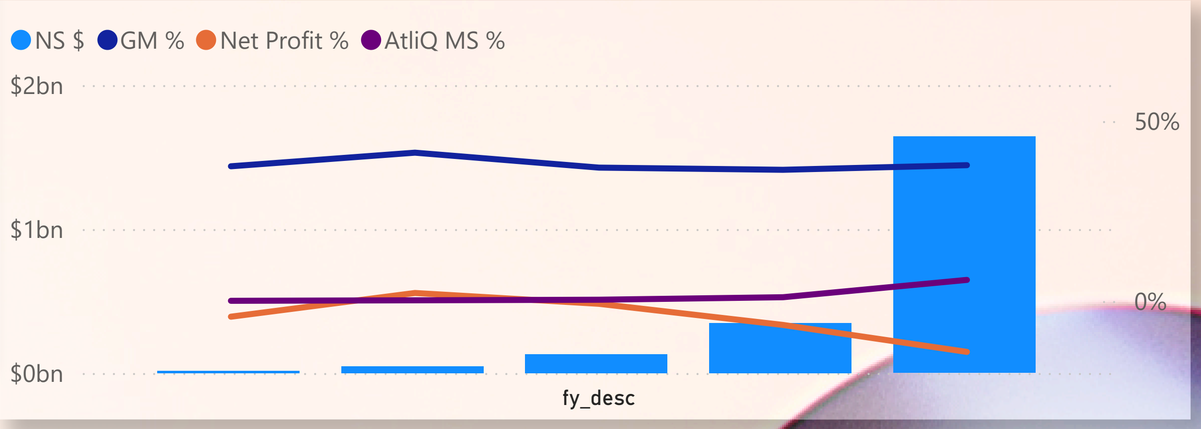
Revenue by Division

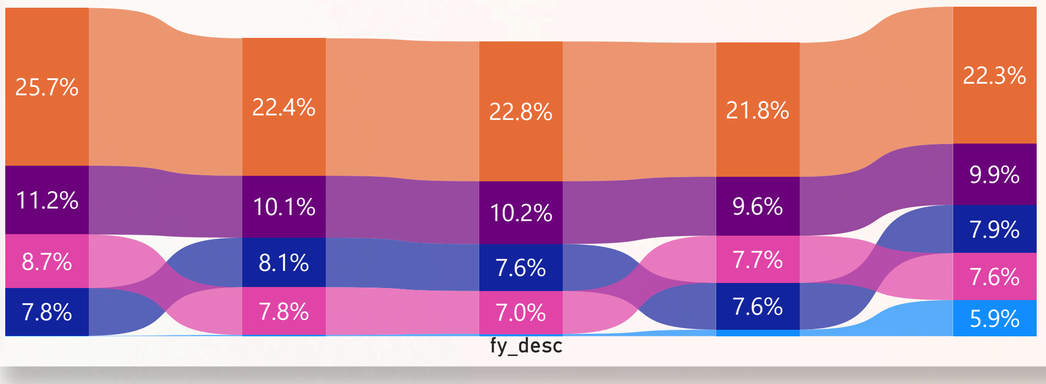


Revenue by Channel



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





Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	↓ 36.20%
Atliq e Store	8.1%	↓ 36.46%
AtliQ Exclusive	9.7%	45.82%
Flipkart	3.5%	42.07%
Sage	3.2%	↓ 31.50%
Total	**37.8%**	**38.87%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.2%	↓ 38.12 %
AQ HOME Allin1 Gen 2	4.8%	↓ 37.77 %
AQ Smash 2	4.5%	↓ 37.02 %
Total	**100.0%**	**37.75%**

BM= Benchmark (LY=Last Year), EI = Excess Inventory, OOS =Out of stock