



## Business Insights 360



### Info

Download **user manual** and get to know the key information of this tool.



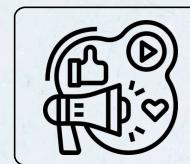
### Finance View

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



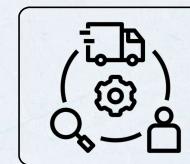
### Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



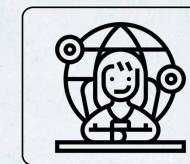
### Marketing

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.

Currency is in **USD** And Values are in **Millions** .

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region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

vs ly vs target

**\$3.74bn!**

BM: 3.81bn (-1.86%)

**Net Sales**

**38.1%**

BM: 38.34% (-0.66%)

**GM %**

**-13.98%✓**

BM: -0.14 (+1.47%)

**Net Profit %**



#### Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42	-540.27	17.84	3.30
Net Profit %	-13.98	-14.19	0.21	1.17

#### Net Sales Performance Over Time



#### Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
NA	1,022.09	-124.35%
LATAM	14.82	-160.15%
EU	775.48	-113.33%
APAC	1,923.77	-247.99%
Total	3,736.17	-186.28%

segment	P & L values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-186.28%



region, market ▾ customer ▾ segment, category, pr... ▾

All ▾ All ▾ All ▾

2019 2020 2021

2022  
Est

Q1

Q2

Q3

Q4

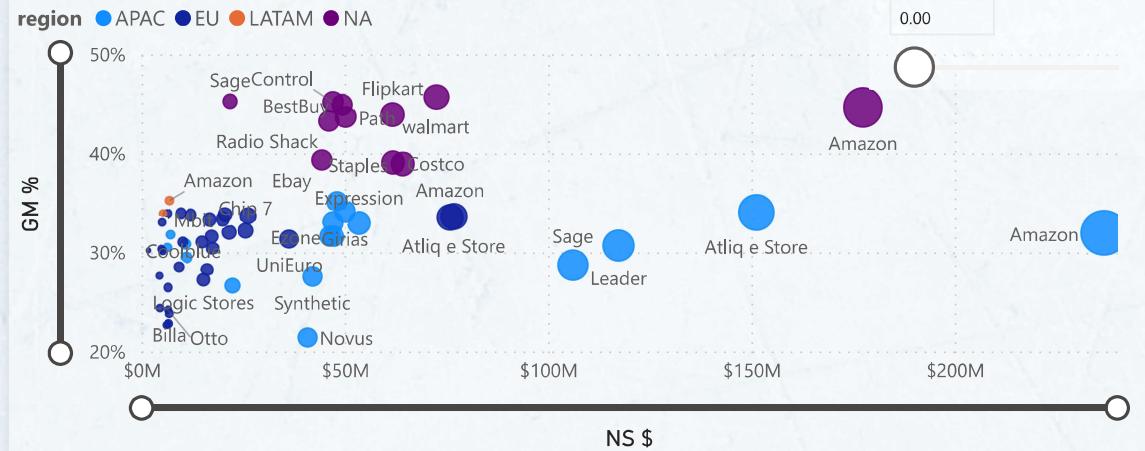
YTD

YTG

### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.8%
AltiQ Exclusive	\$307.17M	145.05M	47.2%
Atliq e Store	\$304.10M	112.15M	36.9%
Flipkart	\$138.49M	58.37M	42.1%
Sage	\$127.86M	40.31M	31.5%
Leader	\$117.32M	36.02M	30.7%
Neptune	\$105.69M	49.36M	46.7%
Ebay	\$91.60M	33.06M	36.1%
Acclaimed Stores	\$73.36M	29.58M	40.3%
walmart	\$72.41M	33.06M	45.7%
Electricalslytical	\$68.05M	25.34M	37.2%
Electricalsociety	\$67.76M	24.41M	36.0%
Staples	\$64.20M	24.99M	38.9%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>

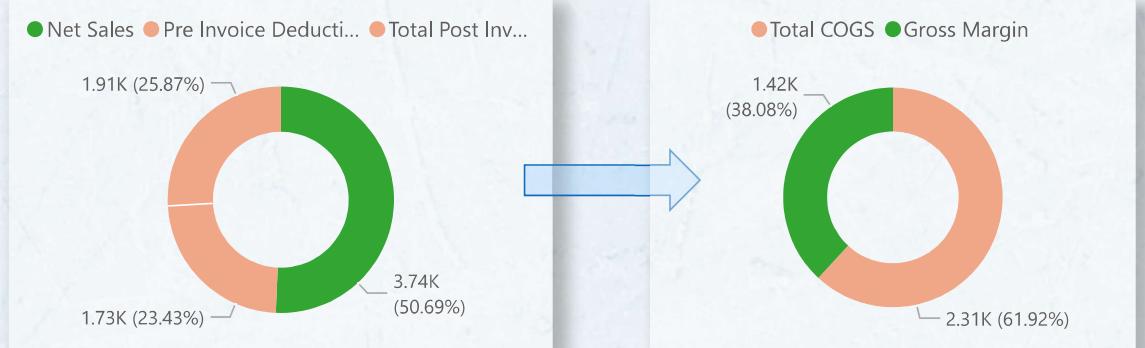
### Performance Matrix



### Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.5%
Storage	\$54.59M	20.93M	38.3%
Accessories	\$454.10M	172.61M	38.0%
Desktop	\$711.08M	272.39M	38.3%
Peripherals	\$897.54M	341.22M	38.0%
Notebook	\$1,580.43M	600.96M	38.0%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>

### Unit Economics



GM = Gross Margin , NS = Net Sales



region, market ▾ customer ▾ segment, category, pr... ▾

All ▾ All ▾ All ▾

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.76%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>	<b>-522.42M</b>	<b>-13.98%</b>



### Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.5%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.22%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>	<b>-522.42M</b>	<b>-13.98%</b>

2019 2020 2021 2022 Est

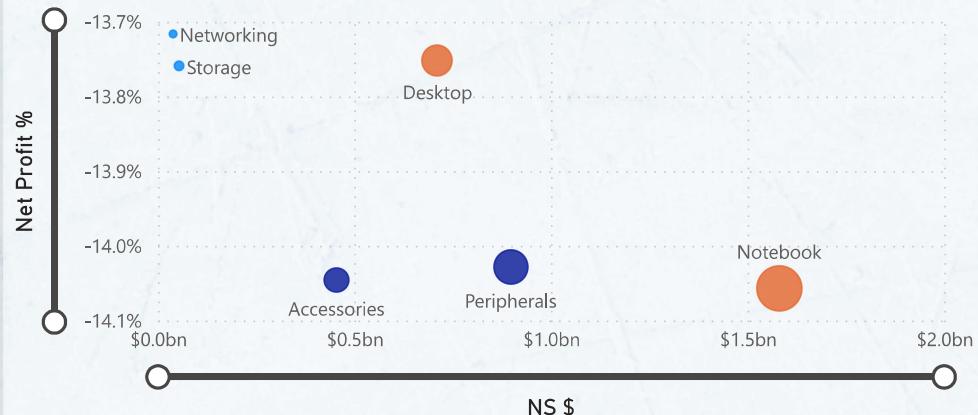
Q1 Q2 Q3 Q4

YTD YTG

Show GM%

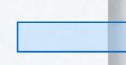
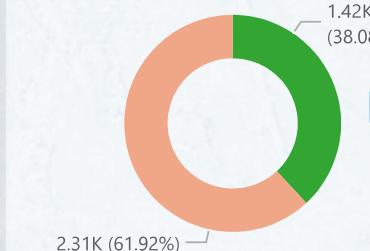
### Performance Matrix

division ● N & S ● P & A ● PC

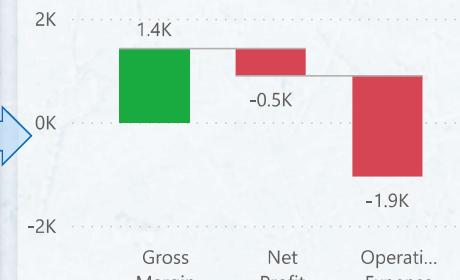


### Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market v customer v segment, category, pr... v  
 All v All v All v

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

**81.17%** ✓  
LY: 80.21% (+1.2%)  
**Forecast Accuracy %**

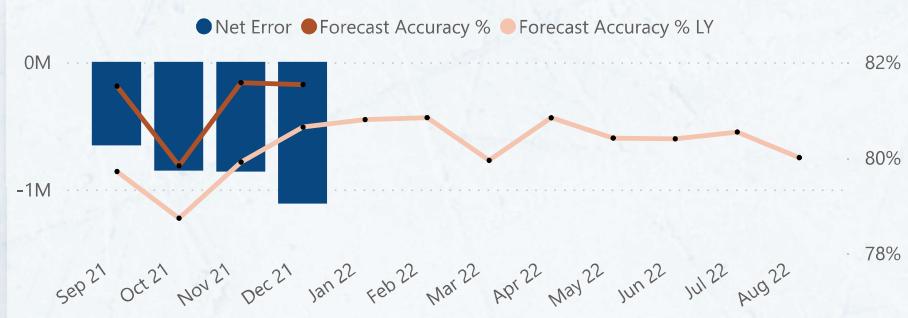
**-3472.7K** ✓  
LY: -751.7K (-361.97%)  
**Net Error**

**6899.0K** ✓  
LY: 9780.7K (-29.46%)  
**Net Profit**

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.7%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.6%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Costco	51.95%	49.42%	101913	15.8%	EI
Croma	36.58%	42.78%	-77649	-16.5%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>

#### Net Sales Performance Over Time



#### Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Desktop	87.53%	84.37%	78576	-13.75%	EI
Accessories	87.42%	77.66%	341468	-14.05%	EI
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>OOS</b>



region, market ▾ customer ▾ segment, category, pr... ▾

All ▾ All ▾ All ▾

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BM: -0.14 (+1.47%)

Net Profit %

**81.17%✓**

LY: 80.21% (+1.2%)

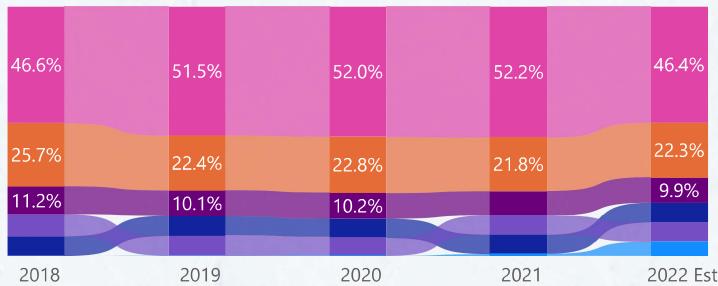
Forecast Accuracy %



sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS%	Net Error %	Risk
NA	\$1,022.1M	27.36%	44.974%	↓	-14.2%	4.87%	14.4% EI
ANZ	\$189.8M	5.08%	43.502%	↓	-7.4%	1.36%	-37.6% OOS
SE	\$317.8M	8.51%	37.032%	↓	-4.0%	16.40%	-55.5% OOS
India	\$945.3M	25.30%	35.752%	↑	-23.0%	13.26%	-24.4% OOS
LATAM	\$14.8M	0.40%	35.022%	↓	-2.9%	0.28%	3.4% EI
ROA	\$788.7M	21.11%	34.194%	↓	-6.3%	8.32%	-4.6% OOS
NE	\$457.7M	12.25%	32.799%	↓	-18.1%	6.80%	-4.6% OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.00%</b>	<b>38.084%</b>	<b>↓</b>	<b>-14.0%</b>	<b>5.87%</b>	<b>-9.5% OOS</b>

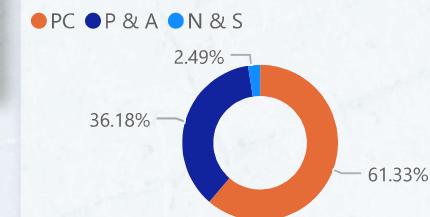
#### PF Market Share Trend - atliq & competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer

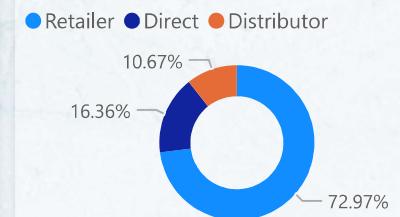


BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock

#### Revenue By Division

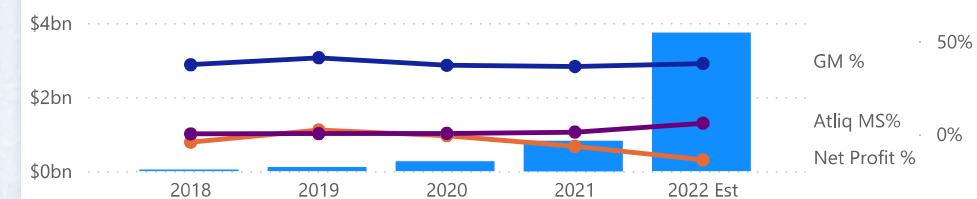


#### Revenue By Channel



#### Yearly Revenue By GM%, Net Profit%, PC Market Share%

● NS \$ ● GM % ● Net Profit % ● Atliq MS%



#### Top 5 Customer By Revenue

customer	RC %	GM %
AtliQ Exclusive	8.22%	47.2%
Flipkart	3.71%	42.1%
Atliq e Store	8.14%	36.9% ↓
Amazon	13.30%	36.8% ↓
Sage	3.42%	31.5% ↓
<b>Total</b>	<b>36.79%</b>	<b>39.2%</b>

#### Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.5%
AQ Home Allin1	4.13%	38.7%
AQ HOME Allin1 Gen 2	5.70%	38.1% ↓
AQ Smash 1	3.81%	37.4% ↓
AQ Smash 2	4.13%	37.4% ↓
<b>Total</b>	<b>23.19%</b>	<b>38.1%</b>