



Business
insight 360



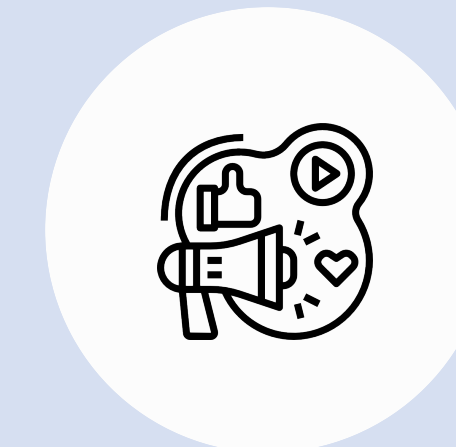
Finance View

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



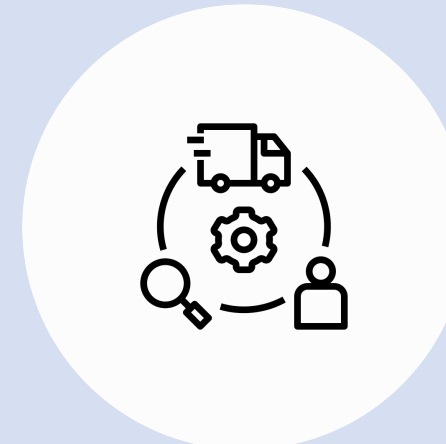
Sales View

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



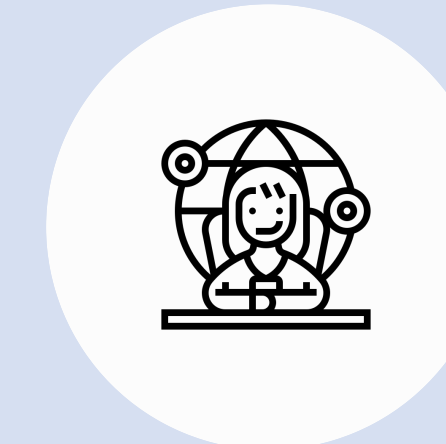
Marketing View

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 & Millions



Support



Friday, February 28,...



Dec 21

FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with Power BI



NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

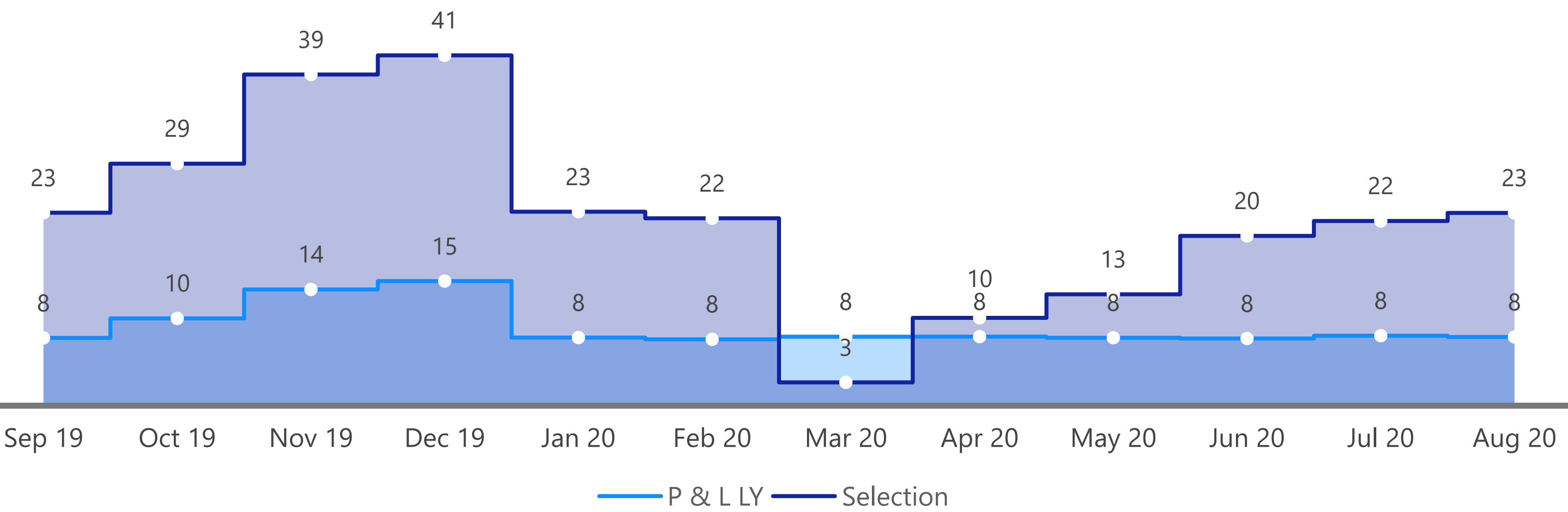
BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter	REGION		Values	Chg %
REGION	APAC		147.98	147.98
	India		64.73	71.40
	South Korea		22.38	42.67
	Philiphines		17.45	151.28
	Australia		13.90	193.45
	Indonesia		8.08	161.70
Secondary Parameter	Market			
	Product			
Total			267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

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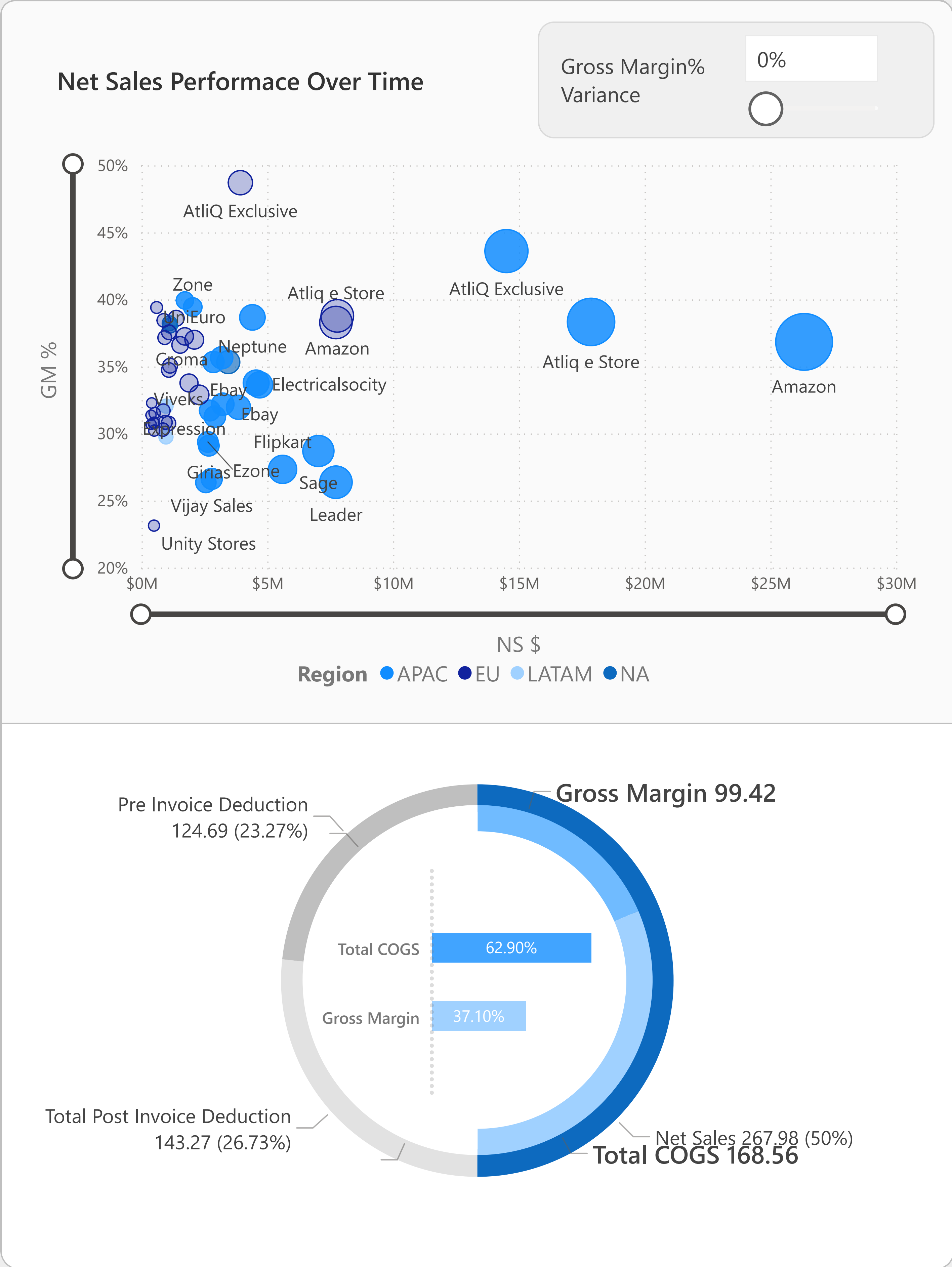
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All values in Million \$

Get Job Ready with Power BI





Product

Customer

Customer	NS \$	GM \$		GM %	Δ GM %
Amazon	\$49.77M	18.89M		37.96%	-8.68%
Argos (Sainsbury's)	\$0.95M	0.29M		30.83%	-28.36%
Atlas Stores	\$0.89M	0.34M		38.44%	-3.53%
Atliq e Store	\$31.74M	11.89M		37.47%	-8.59%
AtliQ Exclusive	\$22.97M	10.52M		45.79%	-5.42%
Billa	\$0.60M	0.24M		39.39%	-2.68%
Boulanger	\$1.09M	0.38M		34.74%	-9.87%
Chip 7	\$1.72M	0.64M		37.24%	-3.49%
Coolblue	\$1.54M	0.56M		36.60%	-8.30%
Croma	\$3.19M	1.14M		35.65%	-21.73%
Ebay	\$8.15M	2.80M		34.34%	-19.35%
Electricalslytical	\$3.41M	0.93M		27.32%	-33.99%
Electricalsocity	\$4.56M	1.54M		33.77%	-23.82%
Electricalsquipo Stores	\$0.87M	0.28M		31.70%	-15.96%
Elite	\$1.09M	0.41M		37.55%	-8.45%
Epic Stores	\$1.23M	0.48M		38.93%	-5.65%
Total	\$211.40M	76.80M		36.33%	-14.70%



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



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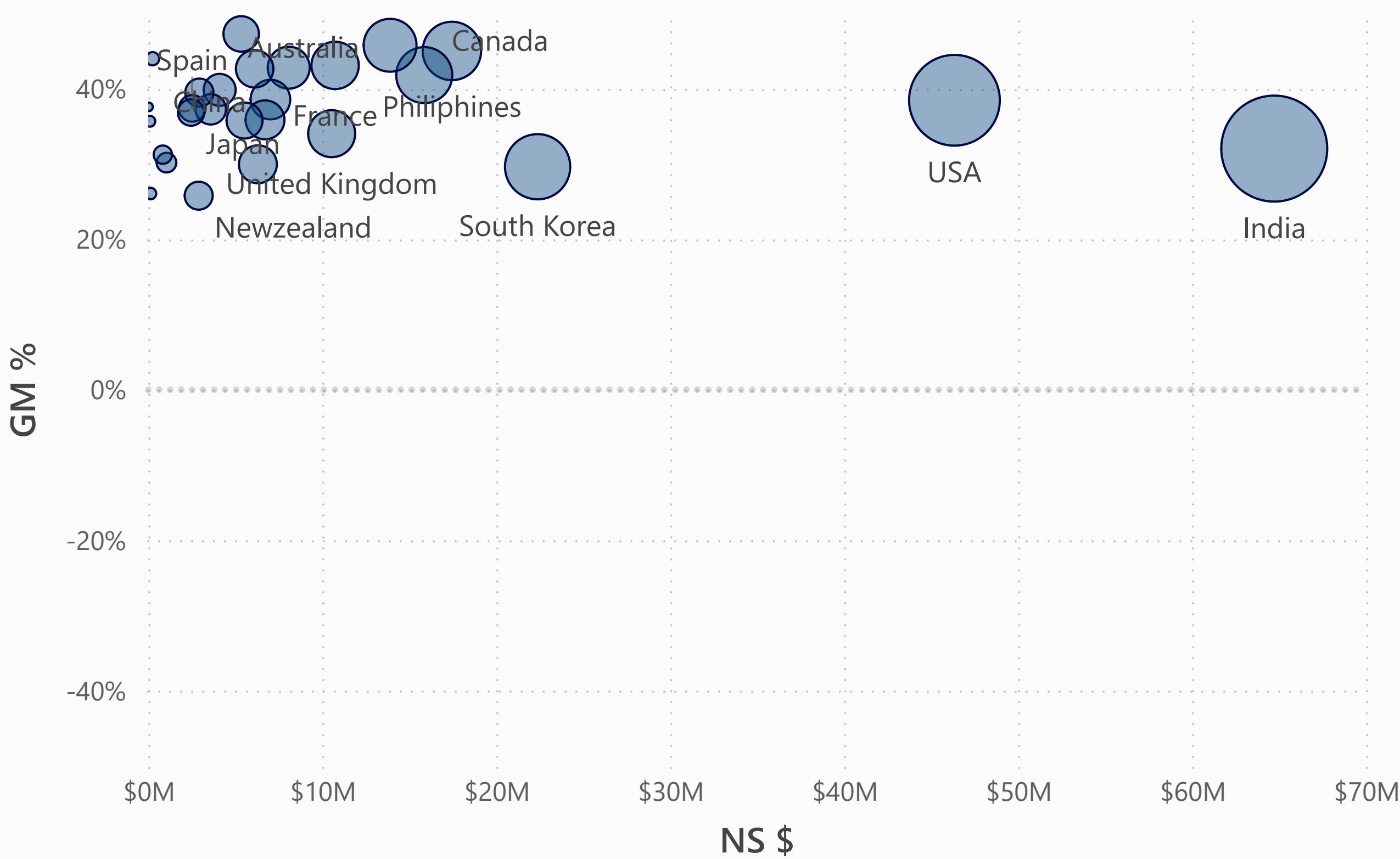
Get Job Ready with
Power BI



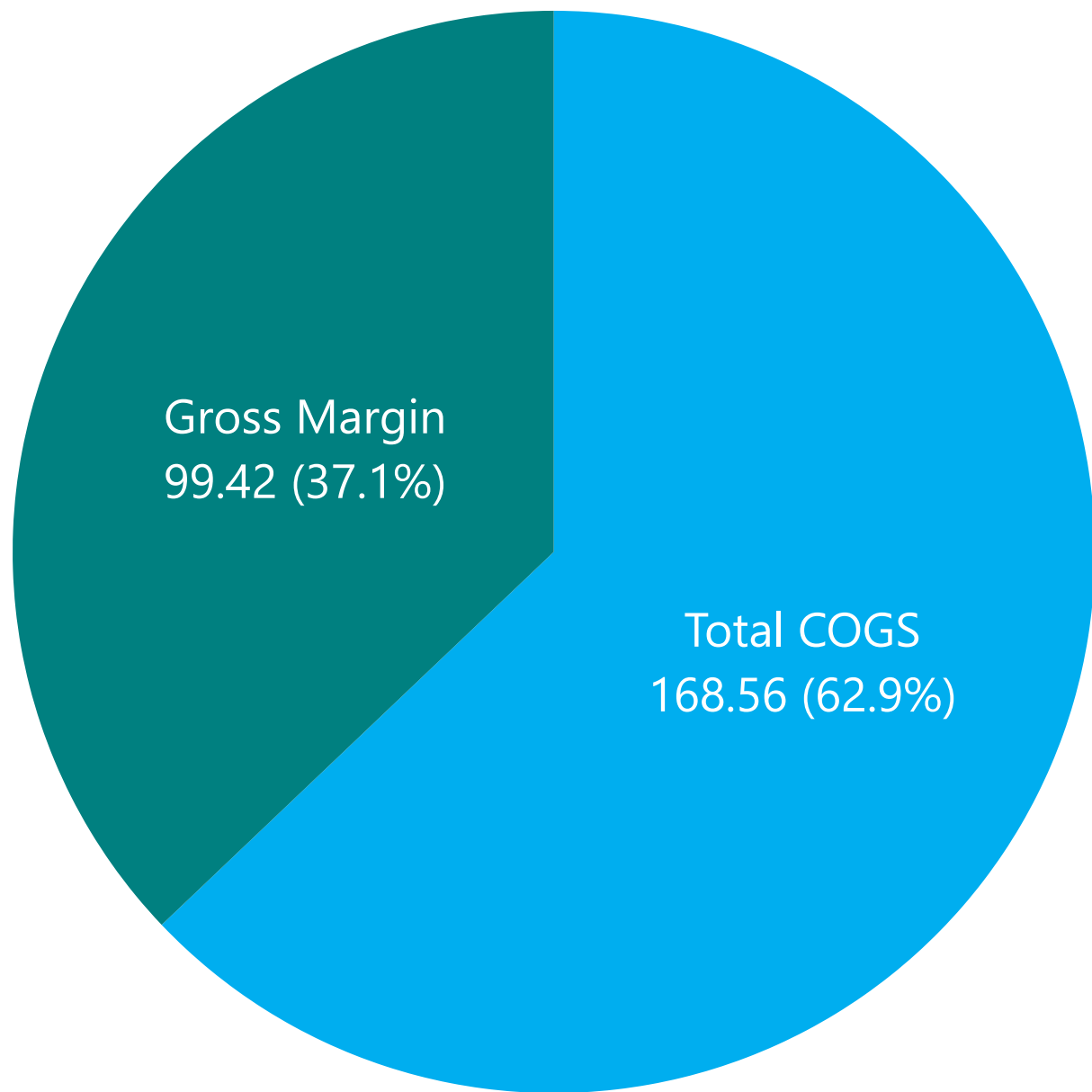
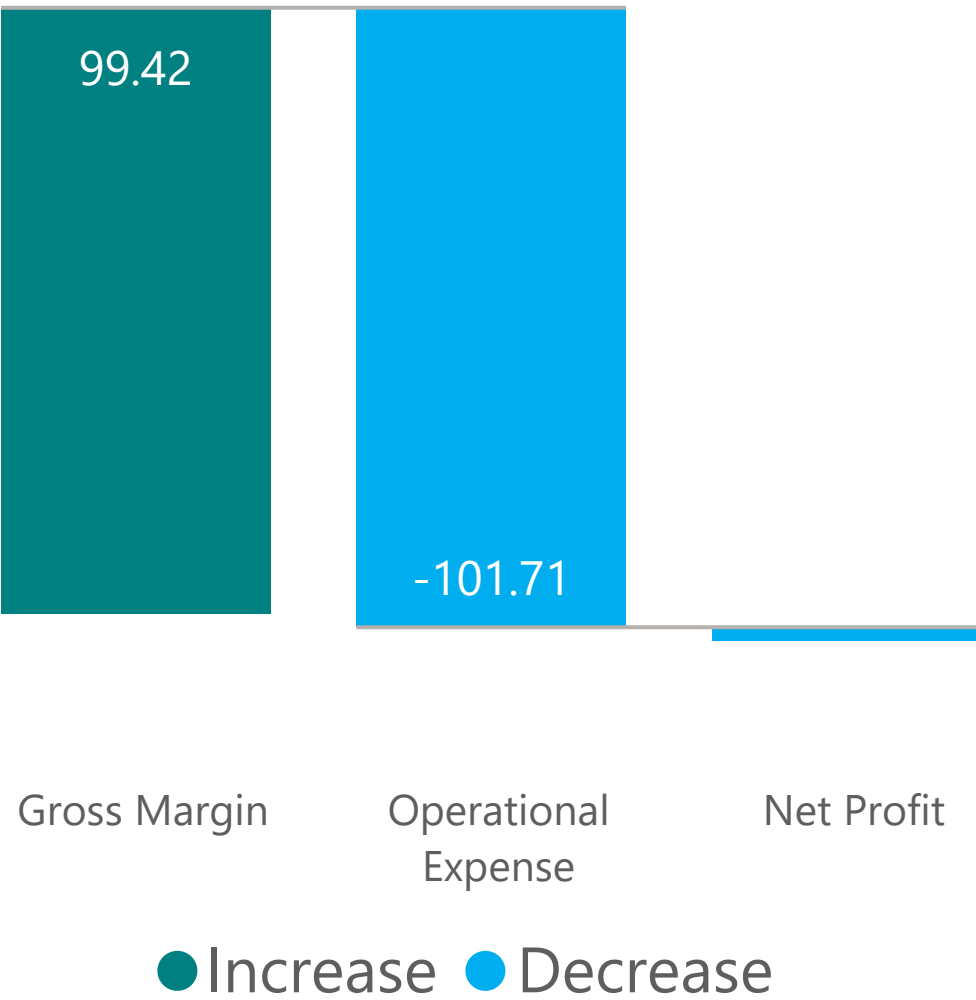
Market Performance

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Region

Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
Indonesia	\$8.08M	42.83%	1.69M	20.98%	16.62%
Philiphines	\$17.45M	45.05%	3.38M	19.34%	45.77%
France	\$10.74M	43.13%	1.83M	17.07%	148.32%
Australia	\$13.90M	45.81%	2.16M	15.53%	52.26%
Pakistan	\$6.12M	42.68%	0.95M	15.52%	-323.97%
Norway	\$3.59M	37.29%	0.55M	15.21%	
Poland	\$4.10M	39.88%	0.54M	13.24%	11.79%
Bangladesh	\$2.94M	39.51%	0.39M	13.24%	-983.80%
Portugal	\$5.53M	35.80%	0.54M	9.84%	-21.75%
Canada	\$15.87M	41.84%	1.37M	8.62%	443.09%
Chile	\$0.09M	35.70%	0.01M	7.06%	
Columbia	\$0.02M	37.61%	0.00M	6.86%	
Netherlands	\$5.34M	47.32%	0.34M	6.43%	-163.76%
Sweden	\$0.25M	44.02%	0.01M	5.09%	-237.92%
Japan	\$2.46M	36.86%	0.10M	4.07%	
Mexico	\$0.84M	31.26%	0.02M	2.10%	-74.06%
South Korea	\$22.38M	29.66%	0.09M	0.40%	-97.30%
Newzealand	\$2.90M	25.81%	-0.04M	-1.34%	
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%

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Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

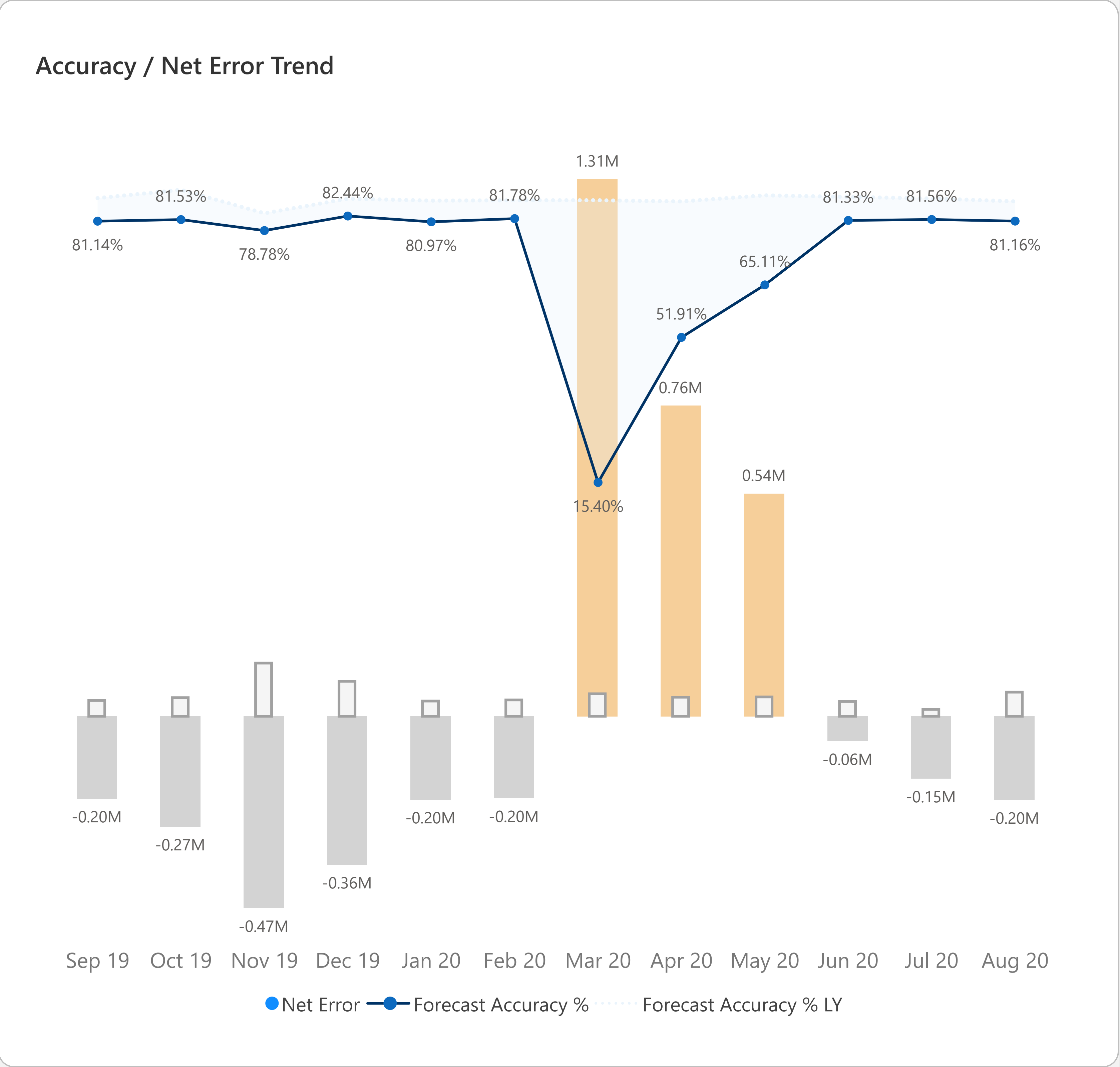
492K

LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼




Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøp	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI

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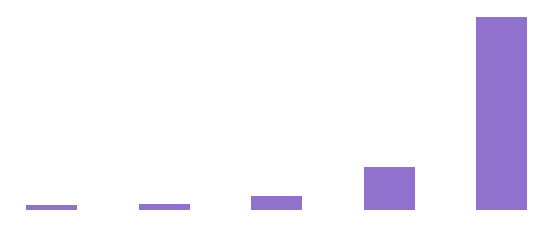
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Net Sales \$

\$267.98M

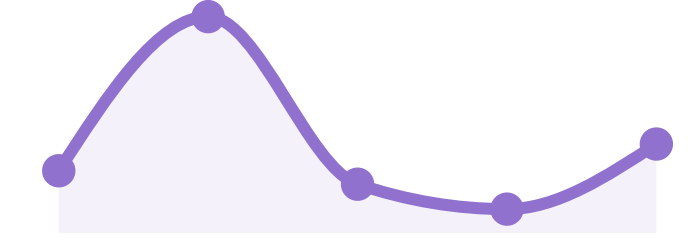
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Gross Margin %

37.10%

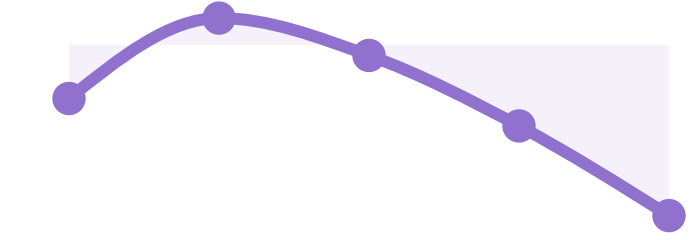
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Net Profit %

-0.85%

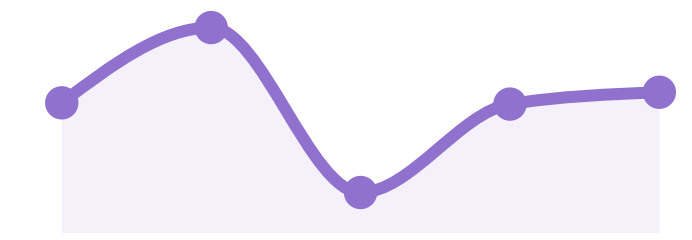
BM: 2.21% | -138.68% ▼



Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼



Revenue Contribution

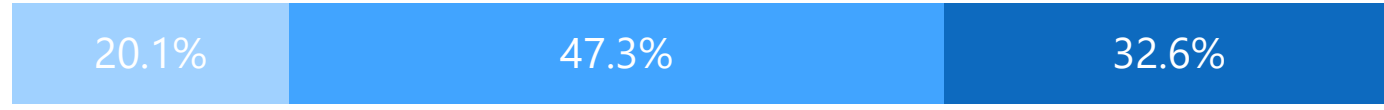
Division

Channel

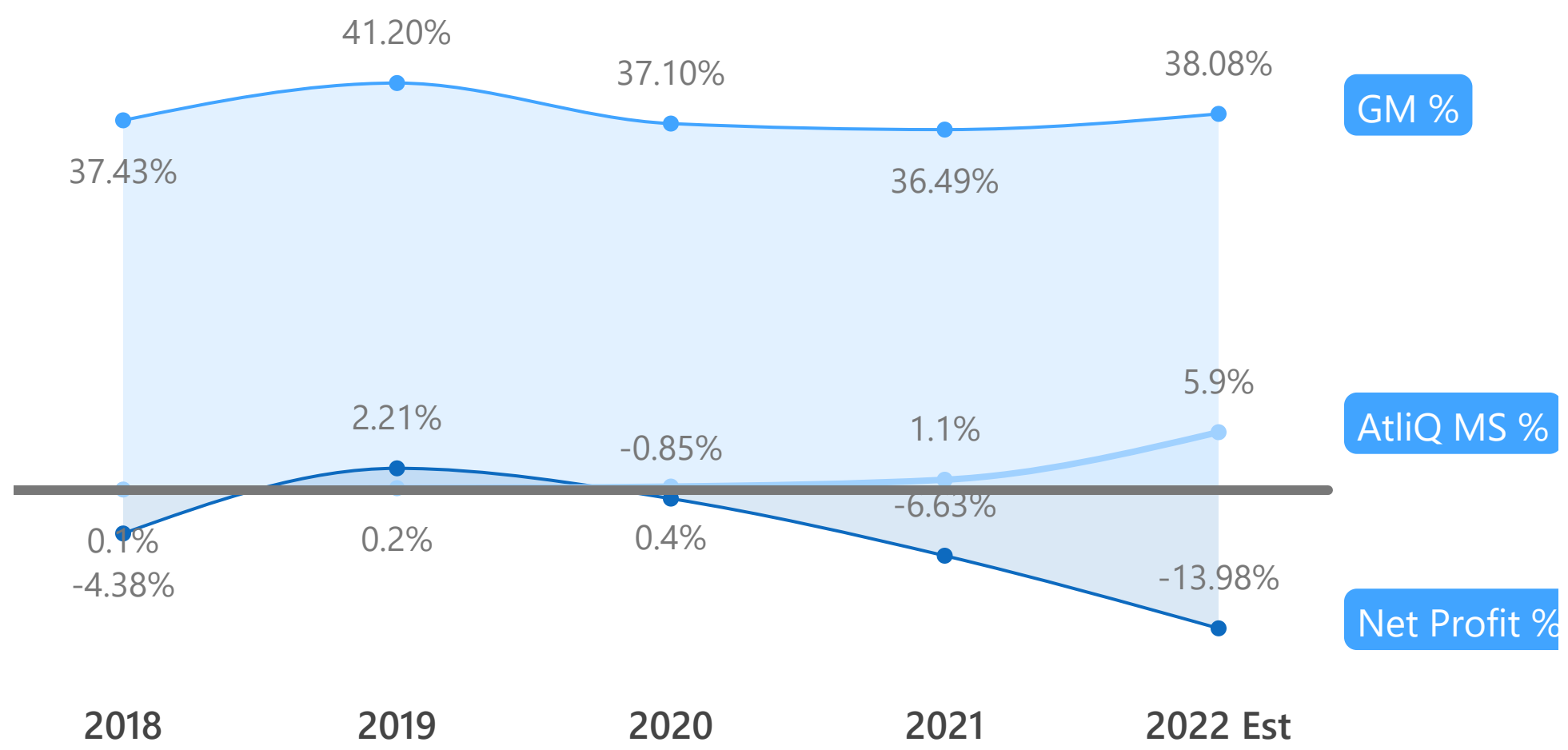
N & S

P & A

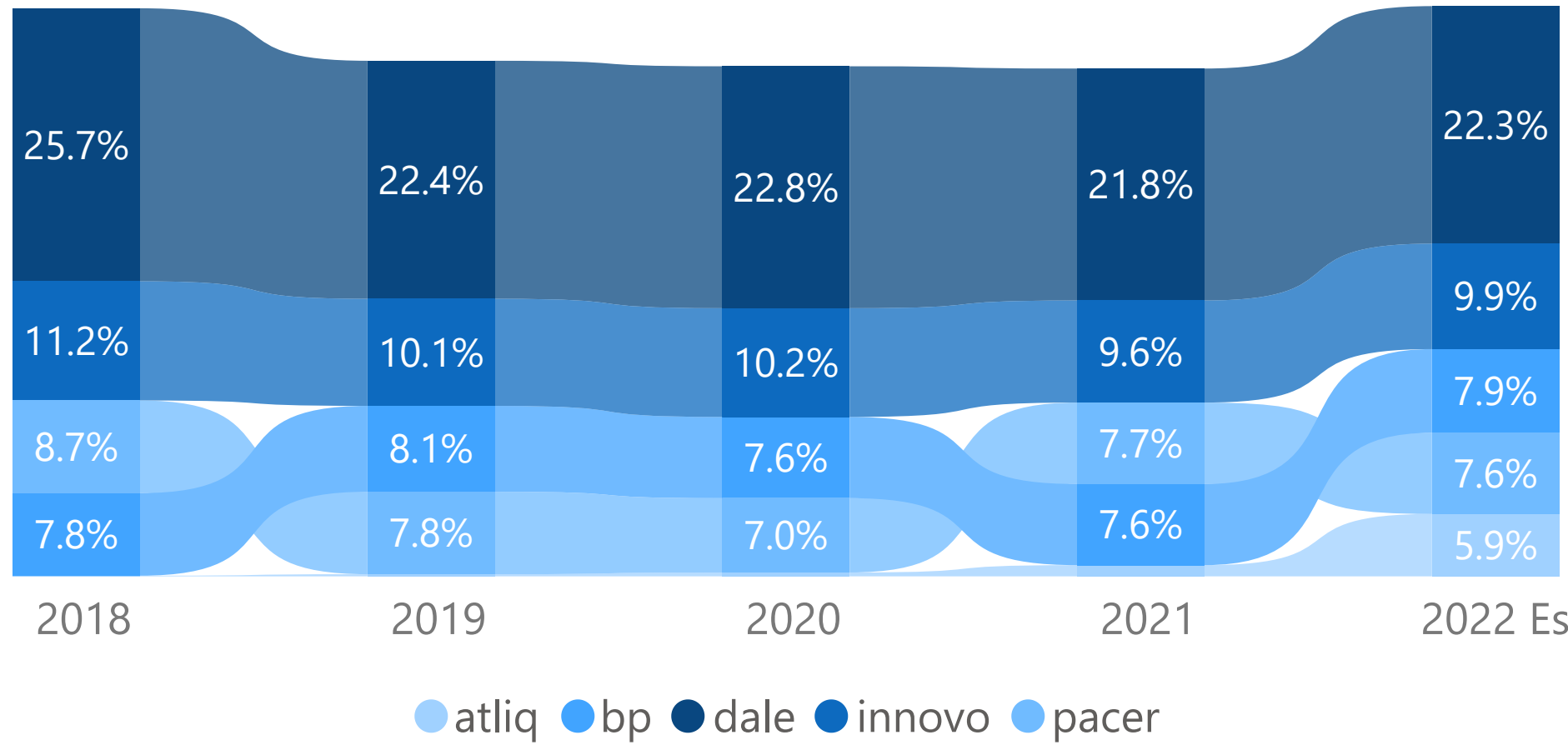
PC



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
Total	46.2%	38.44%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96% ▼
AQ BZ Gen Y	4.5%	36.99% ▼
AQ Wi Power Dx1	4.4%	36.97% ▼
AQ Lite	4.3%	36.47% ▼
AQ BZ Compact	4.3%	36.47% ▼
Total	22.9%	37.02%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73%	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79% ▼	-22.1%	OOS	0.3%
NE	\$30.68M	11.4%	37.97%	-4.58% ▼	8.3%	EI	0.3%
SE	\$25.11M	9.4%	37.64%	6.98% ▼	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62% ▲	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08%	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%