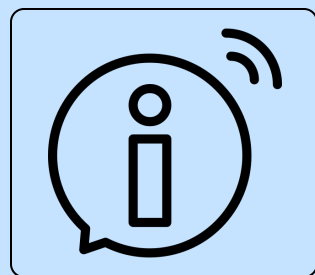# Business Insight 360

Info

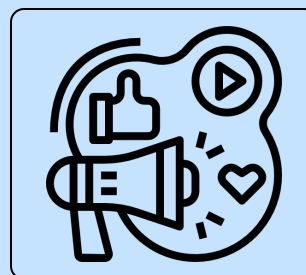Download **user manual** and get to know the key information of this tool.

Finance View

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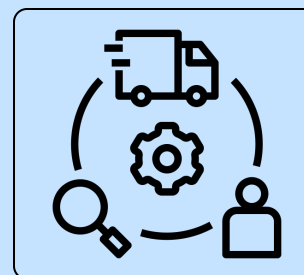
Sales View

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

Marketing 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.
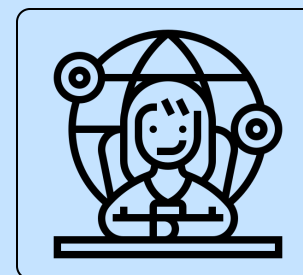
Executive View

A top **level dashboard for executives** consolidating top insights from all dimensions of business.

Support

Get your **issues resolved** by connecting to our support specialist.

| All ▼ | All ▼ | All ▼ |

Q1 Q2 Q3 Q4   YTD YTG

LY   **Target**

$3.74bn !
BM: 3.81bn (-1.86%)
NET SALES

38.08% !
BM: 0.38 (-0.66%)
GM %

-13.98% ✓
BM: -0.14 (+1.47%)
Net Profit

Net Sales performance over time

● selected year ● selected year-1

Profit and Loss Statement

Line Item ▲	2022	BM	P&L chg	P&L 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			
Operating Expenses	-1,945.30			
Net profit	-522.42			
NP%	-13.98	-14.19	0.21	-1.47

BM= Bench Mark , LY=Last year

Top / Bottom products & Customers by Net Sales

region	P&L	P&l chg %
⊞ LATAM	14.82	-1.60
⊞ EU	775.48	-1.13
⊞ NA	1,022.09	-1.24
⊞ APAC	1,923.77	-2.48
Total	**3,736.17**	**-1.86**

segment	P&L	P&l chg %
⊞ Accessories	454.10	-88.07
⊞ Desktop	711.08	-81.32
⊞ Networking	38.43	-98.99
⊞ Notebook	1,580.43	-58.49
⊞ Peripherals	897.54	-76.42
⊞ Storage	54.59	-98.57
Total	**3,736.17**	**-1.86**

| | 2018 | 2019 | 2020 | 2021 | 2022 | | Q1 | Q2 | Q3 | Q4 | | YTD | YTG |

All ▼ All ▼ All ▼

customer	NET SALES	GM $	GM %
Zone	$29.35M	11.58M	39.44%
walmart	$72.41M	33.06M	45.66%
Viveks	$46.39M	14.68M	31.65%
Vijay Sales	$55.13M	20.93M	37.96%
Unity Stores	$6.29M	2.13M	33.91%
UniEuro	$36.37M	11.40M	31.33%
Taobao	$22.66M	9.97M	44.00%
Synthetic	$52.24M	14.76M	28.25%
Surface Stores	$11.01M	3.25M	29.49%
Staples	$64.20M	24.99M	38.92%
Sound	$27.63M	10.76M	38.94%
Sorefoz	$17.40M	5.30M	30.48%
Saturn	$6.49M	1.72M	26.49%
Total	$3,736.17M	1,422.88M	38.08%

Performance Metrix

region ● APAC ● EU ● NA

4%

China, Australia, Italy, Canada, Japan, Newzealand, Norway, United Kingdom, Netherlands, France, Germany, Philipines, Portugal, USA, India

40% — 30% — 20%

$0M $20M $40M $60M $80M $100M $120M $140M

NET SALES

Product Performance

segment	NET SALES	GM $	GM %
⊞ Accessories	$454.10M	172.61M	38.01%
⊞ Peripherals	$897.54M	341.22M	38.02%
⊞ Notebook	$1,580.43M	600.96M	38.03%
⊞ Desktop	$711.08M	272.39M	38.31%
⊞ Storage	$54.59M	20.93M	38.33%
⊞ Networking	$38.43M	14.78M	38.45%
Total	$3,736.17M	1,422.88M	38.08%

Unit Economics

Descri... ● Net Sales ● Total Post Invoic... ▶

1.73K (23.43%)
1.91K (25.8...)
3.74K (50.69%)

Desc... ● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.9...)
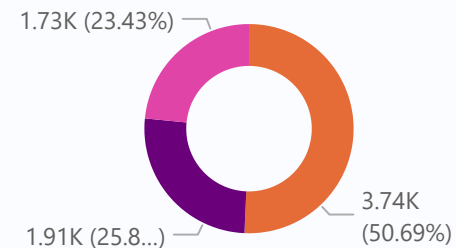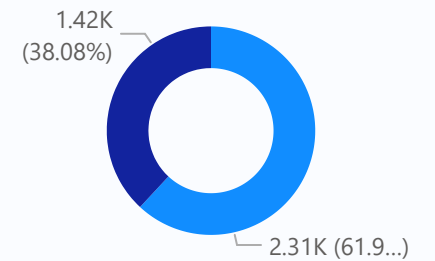
LY Target

| All ▾ | All ▾ | All ▾ | 2018 | 2019 | 2020 | 2021 | **2022** | | Q1 | Q2 | Q3 | Q4 | | YTD | YTG |

Product Performance

segment	NET SALES	GM $	GM %	Net profit	NP %
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Show GM%

Performance Metrix

division ● N & S ● P & A ● PC

NP % vs NET SALES scatter plot: MotherBoard, External Solid State Drives, Internal HDD, Batteries, USB Flash Drives, Keyboard, Mouse, Graphic Card, Personal Desktop, Personal Laptop, Processors, Gaming Laptop

Region/Market/Customer Performance

region	NET SALES	GM $	GM %	Net profit	NP %
⊞ APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
⊞ NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
⊞ EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

Desc... ● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

● Increase ● Decrease

Gross Margin | opeart... Expen... | Net profit
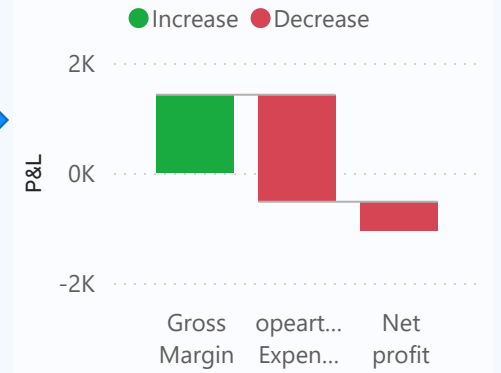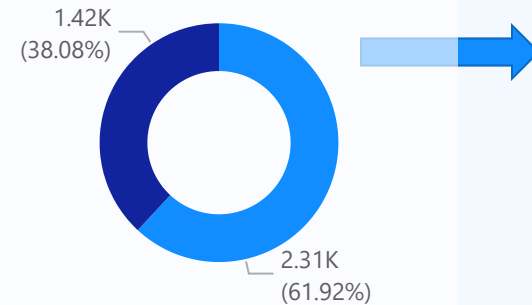
All ▾ | All ▾ | All ▾

| 2018 | 2019 | 2020 | 2021 | **2022** |

| Q1 | Q2 | Q3 | Q4 | YTD   YTG |

81.17% ✓
LY: 0.80 (+1.2%)
Forcaste Accuracy

-3472.69K ✓
LY: -751.71K (+361.97%)
Net Error

6899.04K !
LY: 9780.74K (-29.46%)
Abs Error

Accuracy /Net Error Trend

● net error   ● forcaste Accuracy %   ● forcaste accuacy % LY

Month

Key Metrics by Customers

customer	forcaste Accuracy %	forcaste accuacy % LY	net error	net error %	risk
Zone	49.46%	0.50	-19035	-6.56%	ofs
walmart	54.78%	0.50	84334	12.08%	exc
Viveks	33.27%	0.43	-129058	-28.95%	ofs
Vijay Sales	30.76%	0.43	-137937	-25.92%	ofs
Unity Stores	8.32%	0.45	-35536	-61.31%	ofs
UniEuro	50.30%	0.58	-89065	-23.90%	ofs
Taobao	42.65%	0.45	-13408	-7.14%	ofs
Synthetic	30.36%	0.38	-191078	-36.09%	ofs
Surface Stores	51.75%	0.50	-4304	-3.38%	ofs
Staples	54.45%	0.49	79821	11.51%	exc
Sound	32.34%	0.53	-97958	-41.81%	ofs
Sorefoz	23.48%	0.55	-100677	-61.15%	ofs
Saturn	41.54%	0.19	2197	2.85%	exc
Sage	50.72%	0.34	154291	10.06%	exc
Relief	51.88%	0.52	-348	-0.14%	ofs
Reliance Digital	34.59%	0.45	-122328	-24.97%	ofs
Radio Sh...	45.64%	0.39	-68353	-16.49%	ofs
Total	**81.17%**	**0.80**	**-3472690**	**-9.48%**	**ofs**
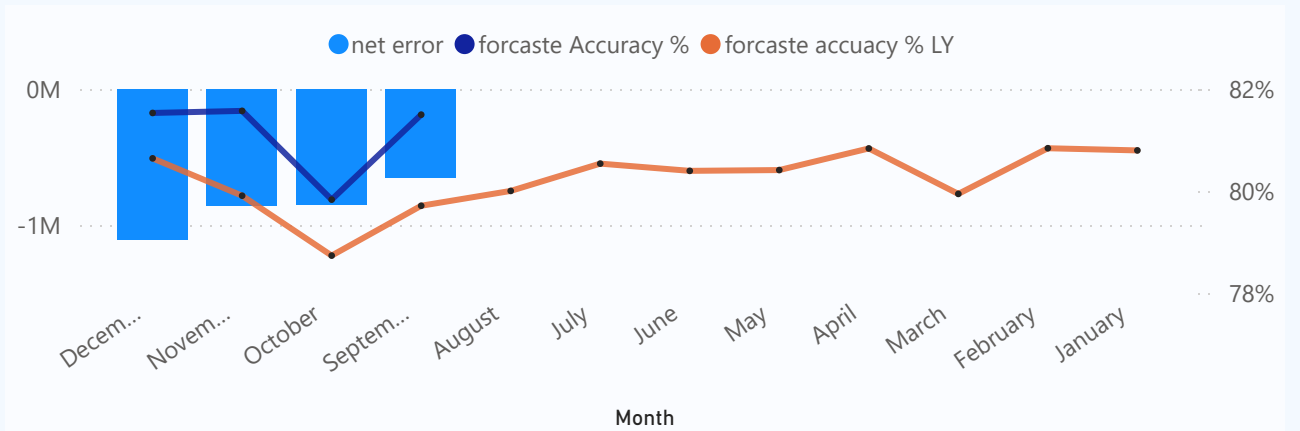
Key Metrics by Product

segment	forcaste Accuracy %	forcaste accuacy % LY	net error	net error %	risk ▲
⊞ Accessories	87.42%	0.78	341468	1.72%	excess
⊞ Desktop	87.53%	0.84	78576	10.24%	excess
⊞ Networking	93.06%	0.90	-12967	-1.69%	ofs
⊞ Notebook	87.24%	0.80	-47221	-1.69%	ofs
⊞ Peripherals	68.17%	0.83	-3204280	-31.83%	ofs
⊞ Storage	71.50%	0.84	-628266	-25.61%	ofs
Total	**81.17%**	**0.80**	**-3472690**	**-9.48%**	**ofs**

| All ▼ | All ▼ | All ▼ |

Q1　Q2　Q3　Q4　　YTD　YTG

LY　　**Target**

Net Sales / GM% / Net Profit / Accuracy %

$3.74bn !	38.08% !	-13.98% ✓	81.17% ✓
BM: 3.81bn	BM: 0.38 (-0.66%)	BM: -0.14	BM: 0.80 (+1.2%)
(-1.86%)		(+1.47%)	
Net Sales	**GM%**	**Net Profit**	**Accuracy %**

Revenue by division

divisi... ● PC ● P & A ● N & S

36.18%　　61.33%

Revenue by Channel

channel ● Retailer ● Direct ● Distributor

10.67%　16.36%　72.97%

Key Insight By Sub Zone

sub_zone	NET SALES	RC%	GM %		NP %	Atliq mc	net error %	risk
ANZ	$189.8M	0.05	43.5%	↓	-7.4%	0.5%	-37.6%	ofs
India	$945.3M	0.25	35.8%		-23.0%	5.1%	-24.4%	ofs
LATAM	$14.8M	0.00	35.0%	⇓	-2.9%	0.1%	3.4%	excess
NA	$1,022.1M	0.27	45.0%	⇓	-14.2%	1.8%	14.4%	excess
NE	$457.7M	0.12	32.8%	⇓	-18.1%	2.5%	-4.6%	ofs
ROA	$788.7M	0.21	34.2%	⇓	-6.3%	3.2%	-4.6%	ofs
SE	$317.8M	0.09	37.0%	⇓	-4.0%	6.6%	-55.5%	ofs
Total	**$3,736.2M**	**1.00**	**38.1%**		**-14.0%**	**2.3%**	**-9.5%**	**ofs**
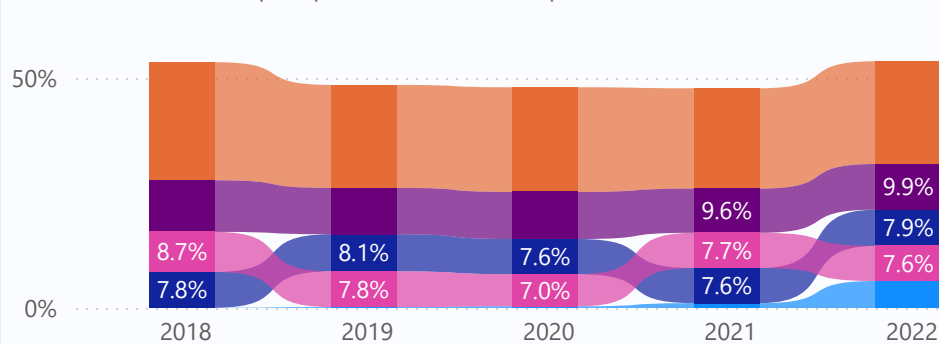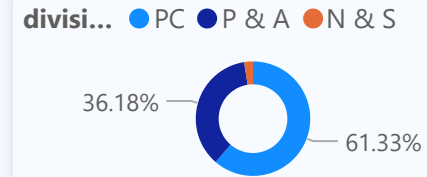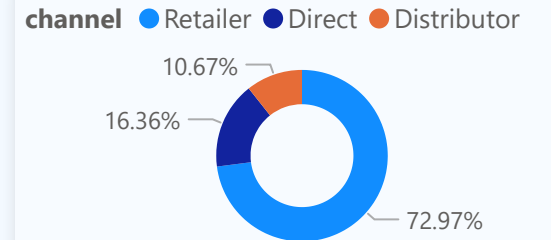
Yearly Trend by Revenue, GM%, Net profit%, Market Share %

● NET SALES ● GM % ● market share % ● NP %

$4bn — $2bn — $0bn　　　　50% — 0%

2018　2019　2020　2021　2022

fiscal_year

Manufacturere ● atliq ● bp ● dale ● innovo ● pacer

50%　　　　　　　　　　　　　9.6%　9.9%
　　　　　　　　　　　　　　　　7.7%　7.9%
8.7%　8.1%　7.6%　　　　7.6%
7.8%　7.8%　7.0%　7.6%

0%　　2018　2019　2020　2021　2022

BM= Bench Mark , LY=Last year,EI=Exceess Inventory,oos=out stock
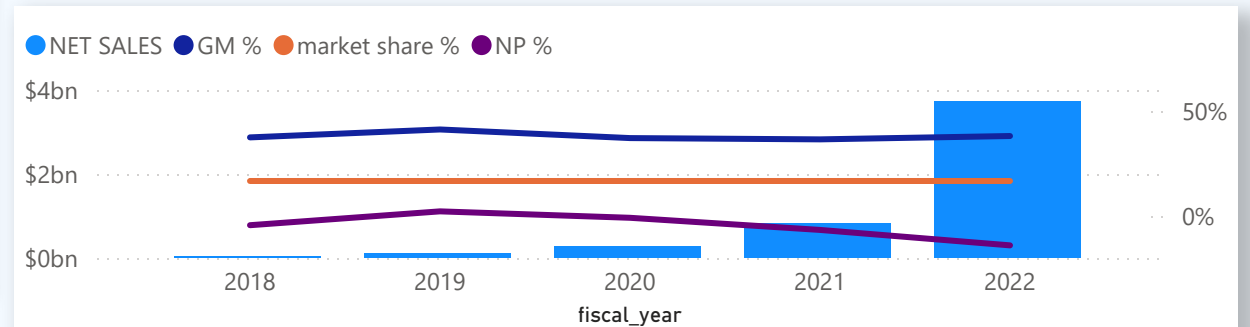
Top 5 Customer By Revenue

customer	GM %		RC%
AltiQ Exclusive	47.22%		0.08
Amazon	36.78%	↓	0.13
Atliq e Store	36.88%	⇓	0.08
Flipkart	42.14%	↓	0.04
Sage	31.53%	⇓	0.03
Total	**39.19%**		**0.37**

Top 5 Products By Revenue

product		RC%	GM %
AQ BZ Allin1 Gen 2		0.05	38.51%
AQ Home Allin1		0.04	38.71%
AQ HOME Allin1 Gen 2	⇓	0.06	38.08%
AQ Smash 1	↓	0.04	37.43%
AQ Smash 2	↓	0.04	37.40%
Total		**0.23**	**38.06%**