



# Business Insights 360



## Finance View

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

Go to View →



## 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.

Go to View →



## Marketing View

Analyze the product performance over key metrics like Net Sales, Gross Margin and view the same in Profitability / Growth Metrics.

Go to View →



## Supply chain View

Get forecast accuracy, net error and risk profile for product, segment, category, customer etc.

Go to View →



## Executive View

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

Go to View →



\*Values are in millions & Currency is in USD(\$)



Finance View

Sales View

Marketing View

Supply Chain View

Executive View



2019    2020    2021    2022 Est

Benchmark(BM)

vs LY    vs Target

region, market

All

segment, category, product

All

customer

All

YTD    YTG

Q1    Q2    Q3    Q4

Reset Filters

BM: Benchmark

Chg: Change

YTD: Year till Date | YTG: Year to Go

\*Values are in millions Currency is in USD(\$)

## Net Sales

\$823.8M✓

BM: (Blank) (+Infinity)

## Gross Margin %

36.49%✓

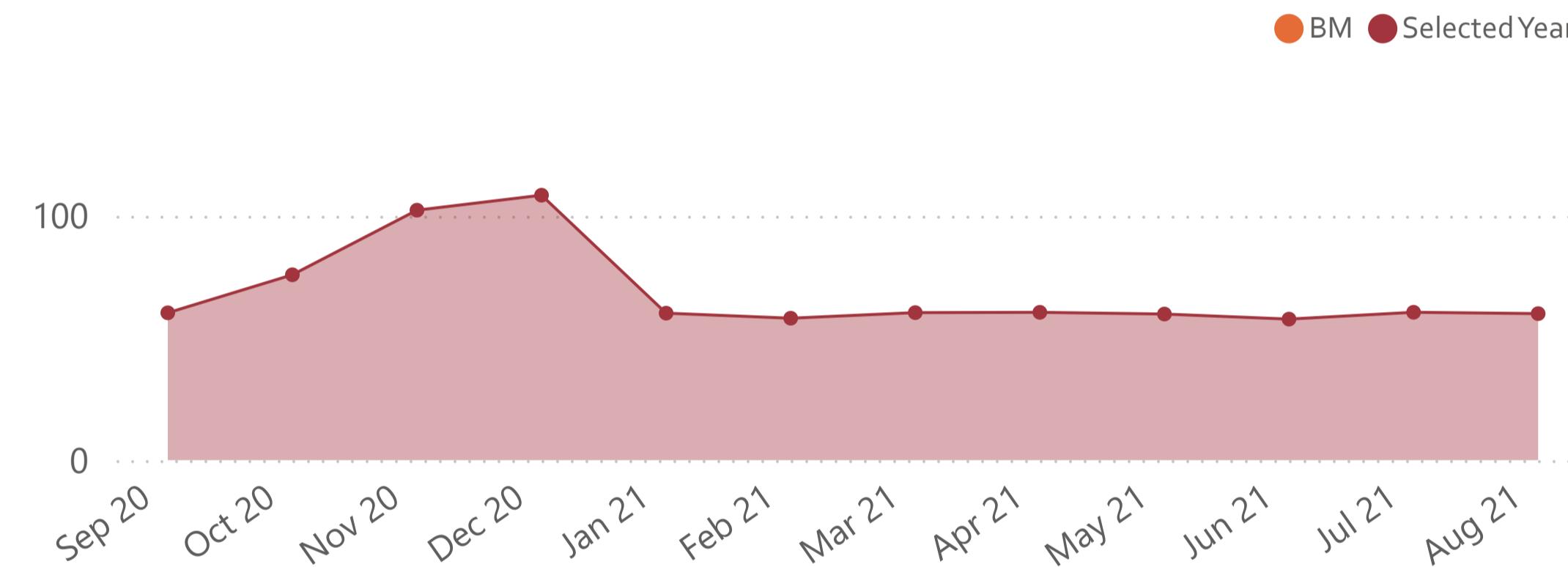
BM: (Blank) (+Infinity)

## Net Profit %

-6.63%!

BM: (Blank) (-Infinity)

## Net Sales Performance Review



## Top / Bottom Products &amp; Customers by Net Sale

region    P & L  
▼              Values    P & L  
                  Chg %

+ NA    177.94

+ LATAM    3.16

+ EU    200.77

**Total**    **823.85**

segment    P & L  
▼              Values    P & L  
                  Chg %

+ Networking    45.16

+ Desktop    46.43

+ Storage    54.42

+ Peripherals    166.51

## Profit &amp; Loss Statement

Line Item	2021
Gross Sales	1,664.64
Pre Invoice Deduction	392.50
Net Invoice Sales	1,272.13
- Post Discounts	281.64
- Post Deductions	166.65
Total Post Invoice Deduction	448.29
Net Sales	823.85
- Manufacturing Cost	497.78
- Freight Cost	22.05
- Other Cost	3.39
Total COGS	523.22
Gross Margin	300.63
Gross Margin %	36.49
GM / Unit	5.99
Operational Expenses	-355.28
Net Profit	-54.65
Net Profit %	-6.63



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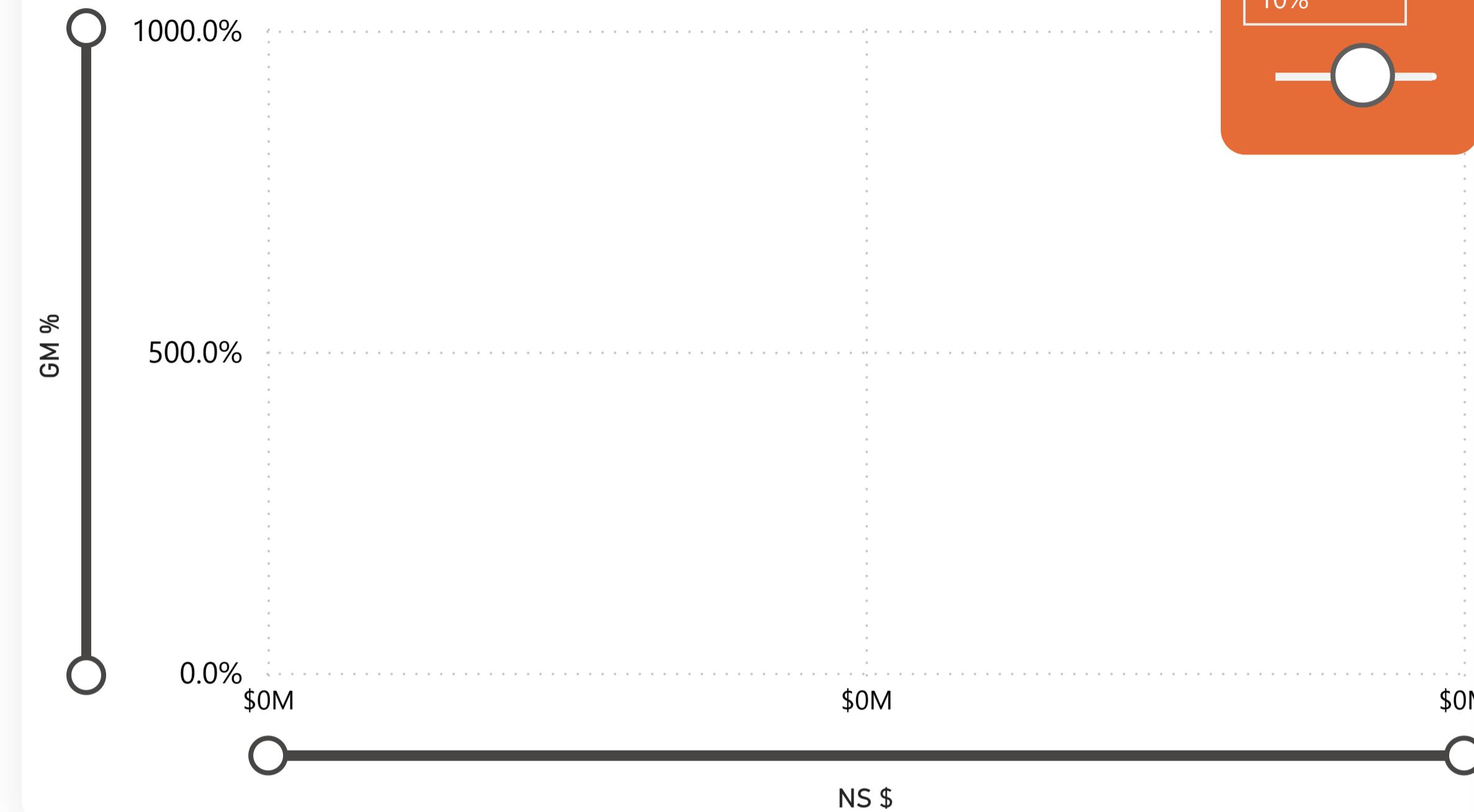
BM: Benchmark | NS: Net Sale

GM: Gross Margin

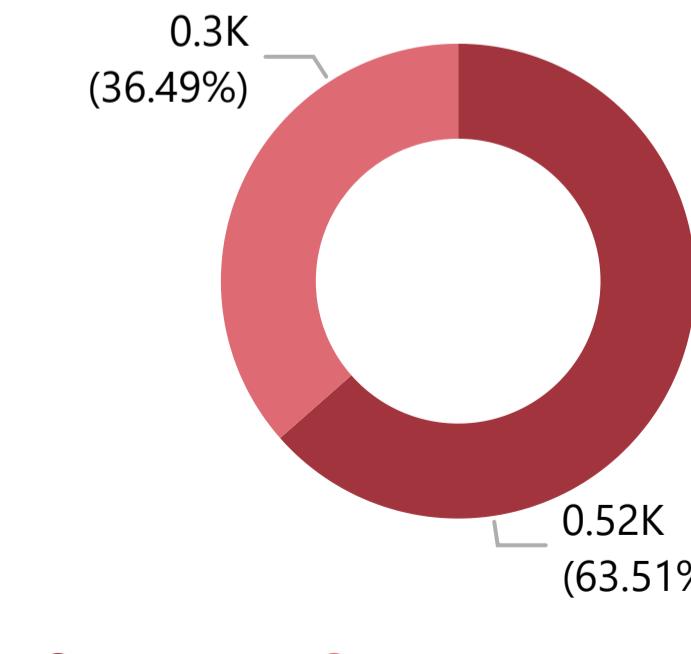
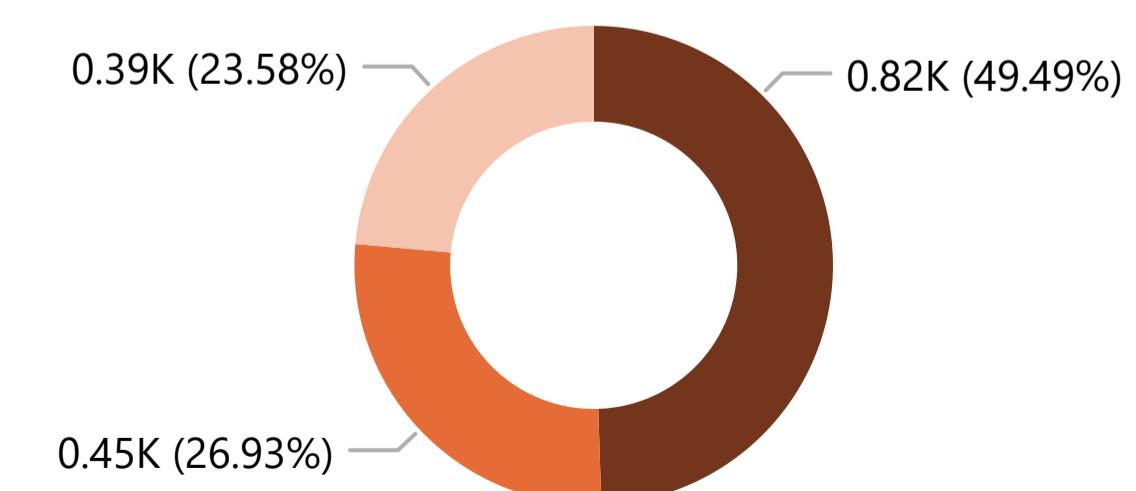
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## Performance Metrics



## Unit Economics



● Net Sales   ● Total Post Invoice Deduction   ● Pre Invoice Deducti...

● Total COGS   ● Gross Margin

## Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$6.9M	\$3.0M	43.6%
walmart	\$12.6M	\$4.8M	37.9%
Viveks	\$10.1M	\$2.7M	26.4%
Vijay Sales	\$11.3M	\$3.3M	29.0%
Unity Stores	\$1.6M	\$0.5M	30.4%
UniEuro	\$9.6M	\$3.8M	39.4%
Taobao	\$4.3M	\$1.6M	36.4%
Synthetic	\$16.1M	\$6.3M	39.2%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.5%</b>

## Product Performance

segment	NS \$	GM \$	GM %
Desktop	\$46.4M	\$16.8M	36.2%
Business Laptop	\$33.7M	\$12.1M	36.0%
AQ BZ Allin1	\$33.7M	\$12.1M	36.0%
Personal Desktop	\$12.7M	\$4.7M	36.7%
AQ Home Allin1	\$7.2M	\$2.6M	36.6%
AQ HOME Allin1 Gen 2	\$5.5M	\$2.0M	36.8%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.5%</b>



### Filters

2019 2020 2021 2022 Est

Benchmark(BM) vs LY vs Target

region, market All

segment, category, product All

customer All

YTD YTG

Q1 Q2 Q3 Q4

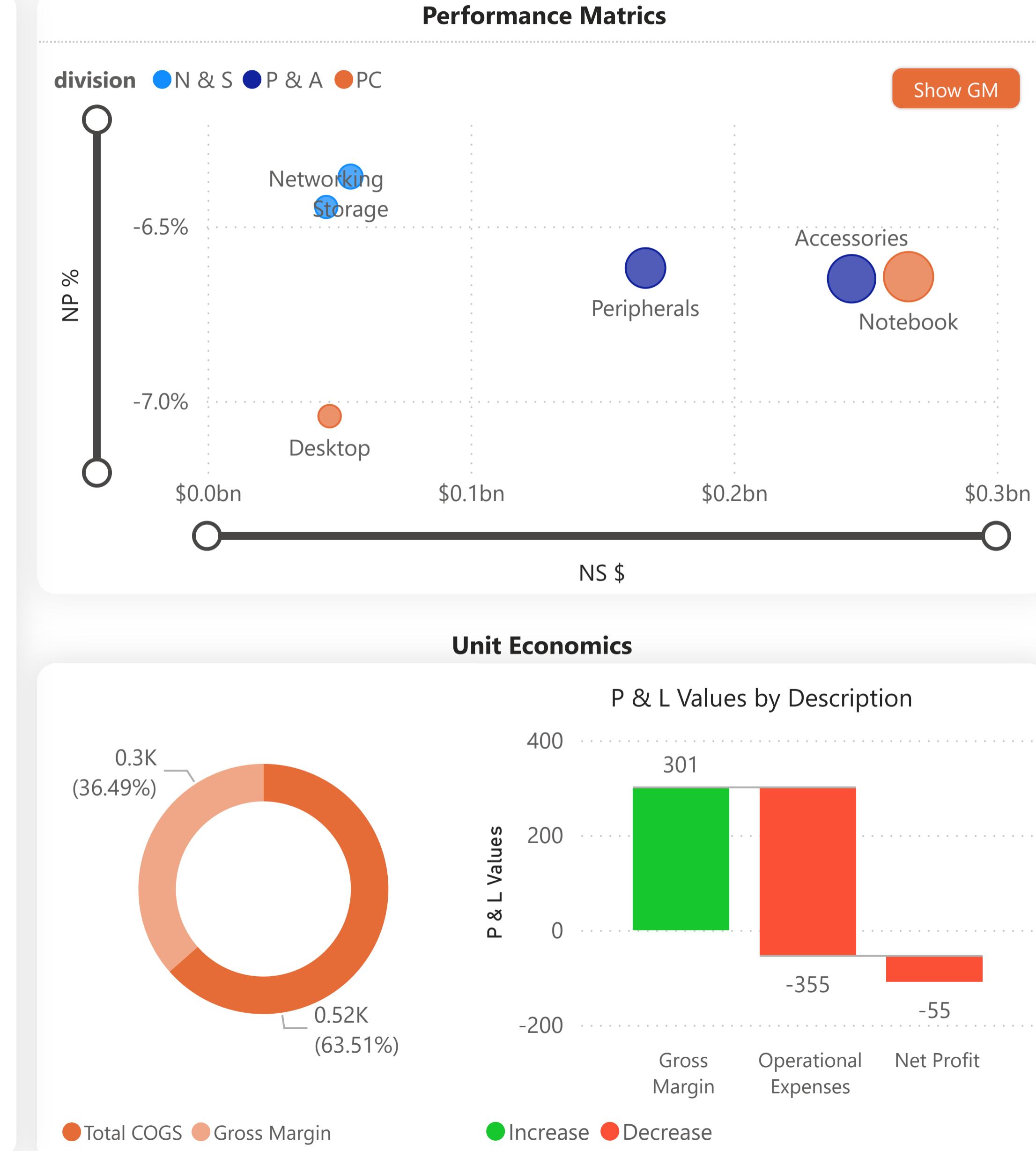
**Reset Filters**

**BM:** Benchmark | **NS:** Net Sale  
**GM:** Gross Margin | **NP:** Net Profit  
**YTD:** Year till Date | **YTG:** Year to Go

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### Product Performance

product	NS \$	GM \$	GM %	NP \$	NP %
AQ BZ Allin1	\$33.75M	\$12.14M	35.97%	-2.39M	-7.09%
AQ Qwerty	\$27.84M	\$10.33M	37.09%	-1.68M	-6.05%
AQ Trigger	\$26.95M	\$9.94M	36.89%	-1.67M	-6.21%
AQ Gen Y	\$23.58M	\$8.50M	36.06%	-1.66M	-7.03%
AQ BZ Compact	\$22.22M	\$8.21M	36.96%	-1.36M	-6.11%
AQ Maxima	\$22.32M	\$8.19M	36.68%	-1.41M	-6.33%
AQ BZ Gen Z	\$21.83M	\$8.02M	36.74%	-1.38M	-6.34%
AQ Trigger Ms	\$22.18M	\$7.86M	35.44%	-1.70M	-7.65%
AQ Gen X	\$21.29M	\$7.51M	35.27%	-1.65M	-7.75%
AQ Electron 4 3600 Desktop Processor	\$20.34M	\$7.35M	36.12%	-1.38M	-6.81%
AQ BZ Gen Y	\$20.40M	\$7.32M	35.87%	-1.46M	-7.14%
AQ Qwerty Ms	\$19.36M	\$7.13M	36.86%	-1.22M	-6.33%
AQ Electron 5 3600 Desktop Processor	\$18.57M	\$6.88M	37.06%	-1.16M	-6.26%
AQ Lite	\$19.36M	\$6.82M	35.21%	-1.54M	-7.94%
AQ Elite	\$19.08M	\$6.76M	35.42%	-1.45M	-7.62%
AQ Smash 1	\$18.03M	\$6.75M	37.46%	-1.02M	-5.65%
AQ Wi Power Dx3	\$18.10M	\$6.68M	36.89%	-1.16M	-6.39%
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$17.19M	\$6.35M	36.92%	-1.08M	-6.29%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49%</b>	<b>-54.65M</b>	<b>-6.63%</b>





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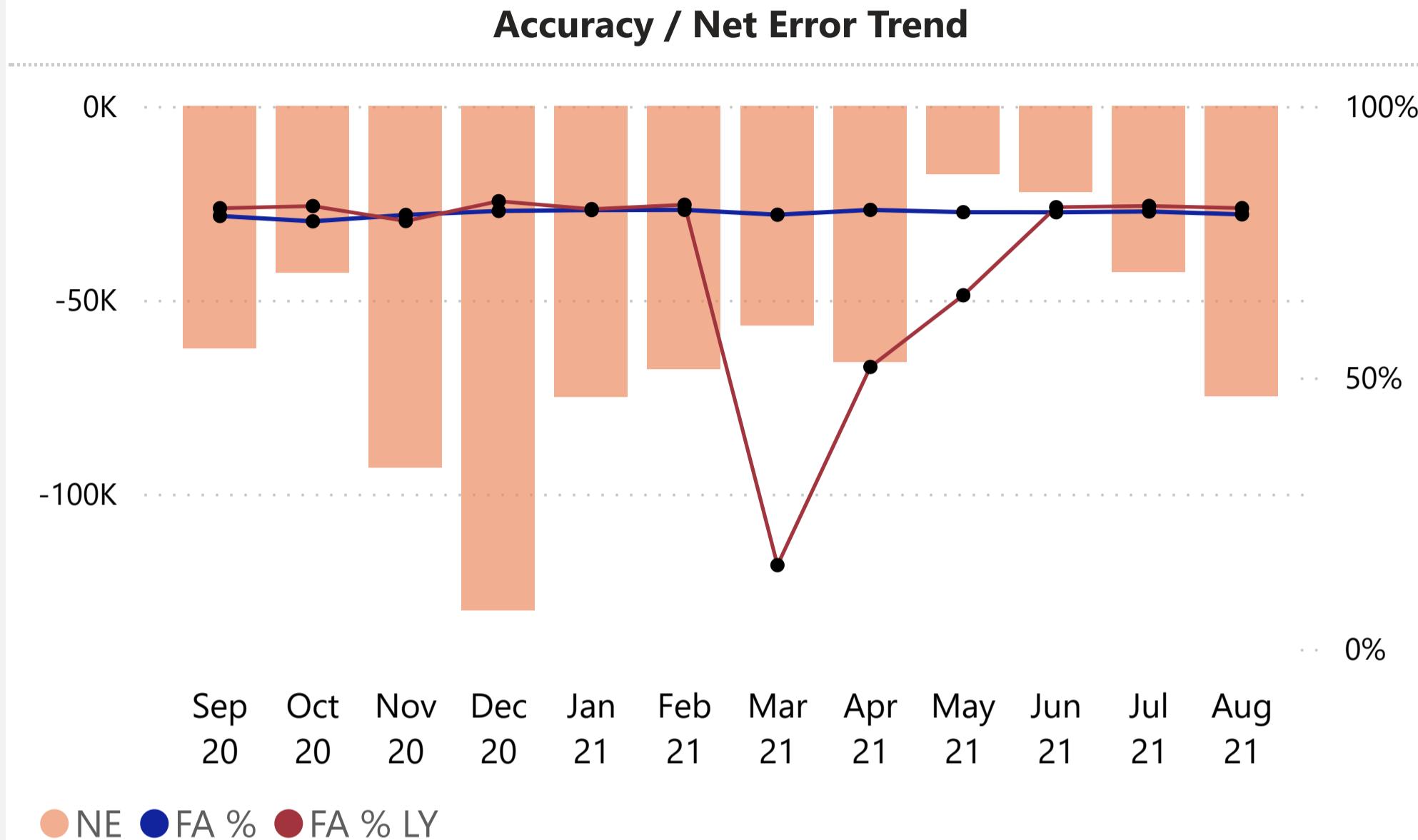
BM: Benchmark

NE: Net Error | FA: Forecast Accuracy

OOS: Out of Stock | EI: Excess Inventory

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## Net Error

**-751.71K!**

LY: 491.6K (-252.91%)

## ABS Error

**9.78M✓**

LY: 5.74M (+70.3%)

## Forecast Accuracy %

**80.21%✓**

LY: 72.99% (+9.88%)

## Key Metrics by Customers

customer	NE	NE %	FA %	FA % LY	Risk
UniEuro	174K	23.54%	58.22%	45.77%	EI
Neptune	151K	11.53%	46.22%	25.69%	EI
Electricalslytical	131K	12.24%	50.82%	39.26%	EI
Coolblue	117K	26.87%	52.95%	43.16%	EI
Logic Stores	115K	26.86%	51.44%	37.85%	EI
Atlas Stores	100K	29.63%	48.16%	39.19%	EI
Chip 7	95K	18.82%	53.44%	41.32%	EI
Electricalsquipo Stores	90K	27.16%	48.82%	39.26%	EI
Boulanger	82K	18.34%	58.77%	38.12%	EI
Premium Stores	75K	19.87%	55.64%	42.85%	EI
Radio Popular	73K	15.52%	56.74%	50.36%	EI
Chiptec	72K	22.07%	52.54%	27.04%	EI
Expert	69K	11.97%	60.67%	48.84%	EI
Propel	63K	7.05%	46.53%	33.27%	EI
<b>Total</b>	<b>-752K</b>	<b>-1.52%</b>	<b>80.21%</b>	<b>72.99%</b>	<b>OOS</b>

## Key Metrics by Products

segment	NE	NE %	FA %	FA % LY	Risk
[+] Networking	227K	8.17%	90.40%	52.50%	EI
[+] Desktop	16K	11.22%	84.37%	70.07%	EI
[+] Storage	1508K	15.77%	83.54%	81.01%	EI
[+] Peripherals	-318K	-5.89%	83.23%	75.18%	OOS
[+] Notebook	-51K	-3.96%	79.99%	76.65%	OOS
[+] Accessories	-2133K	-7.06%	77.66%	71.42%	OOS
<b>Total</b>	<b>-752K</b>	<b>-1.52%</b>	<b>80.21%</b>	<b>72.99%</b>	<b>OOS</b>



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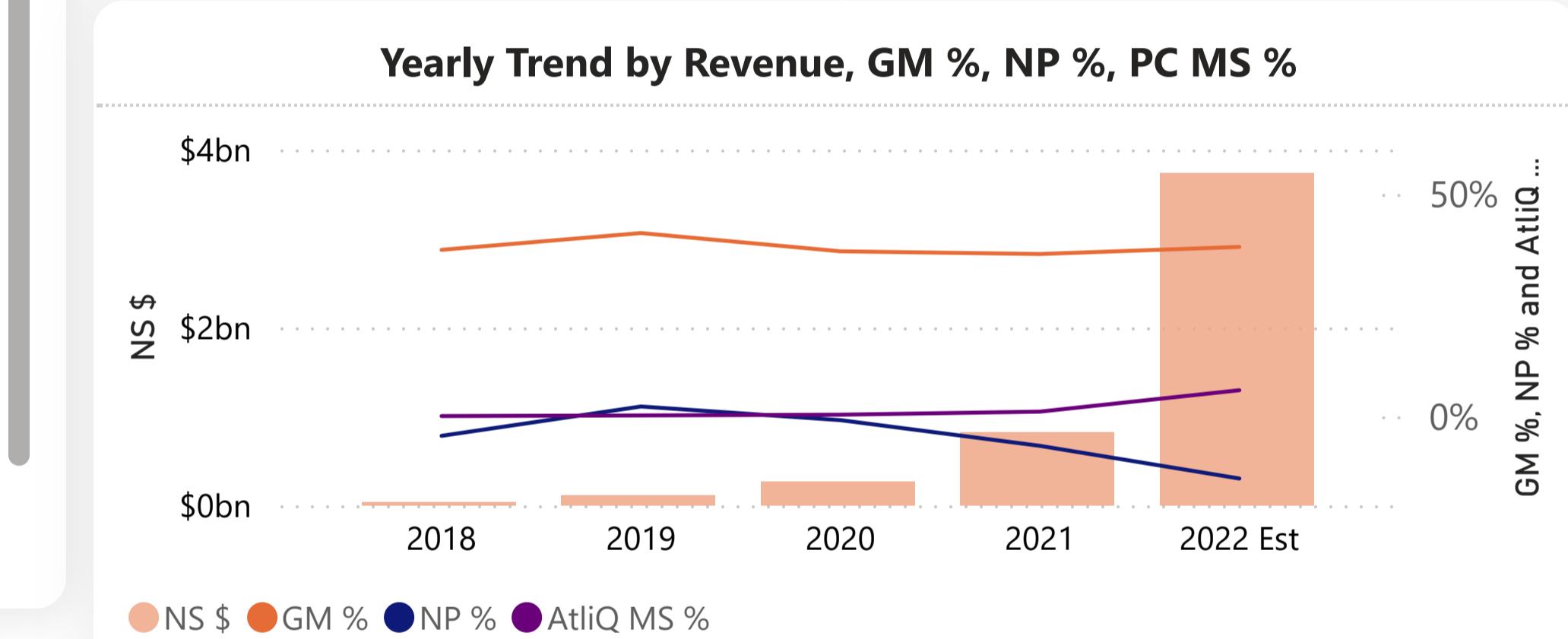
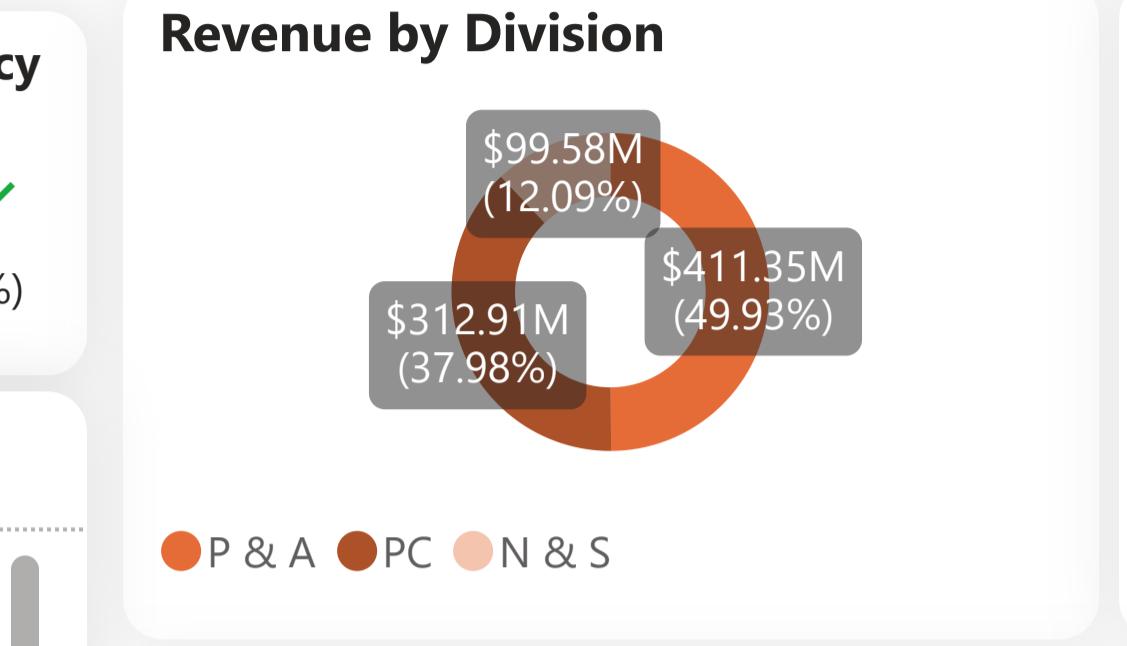
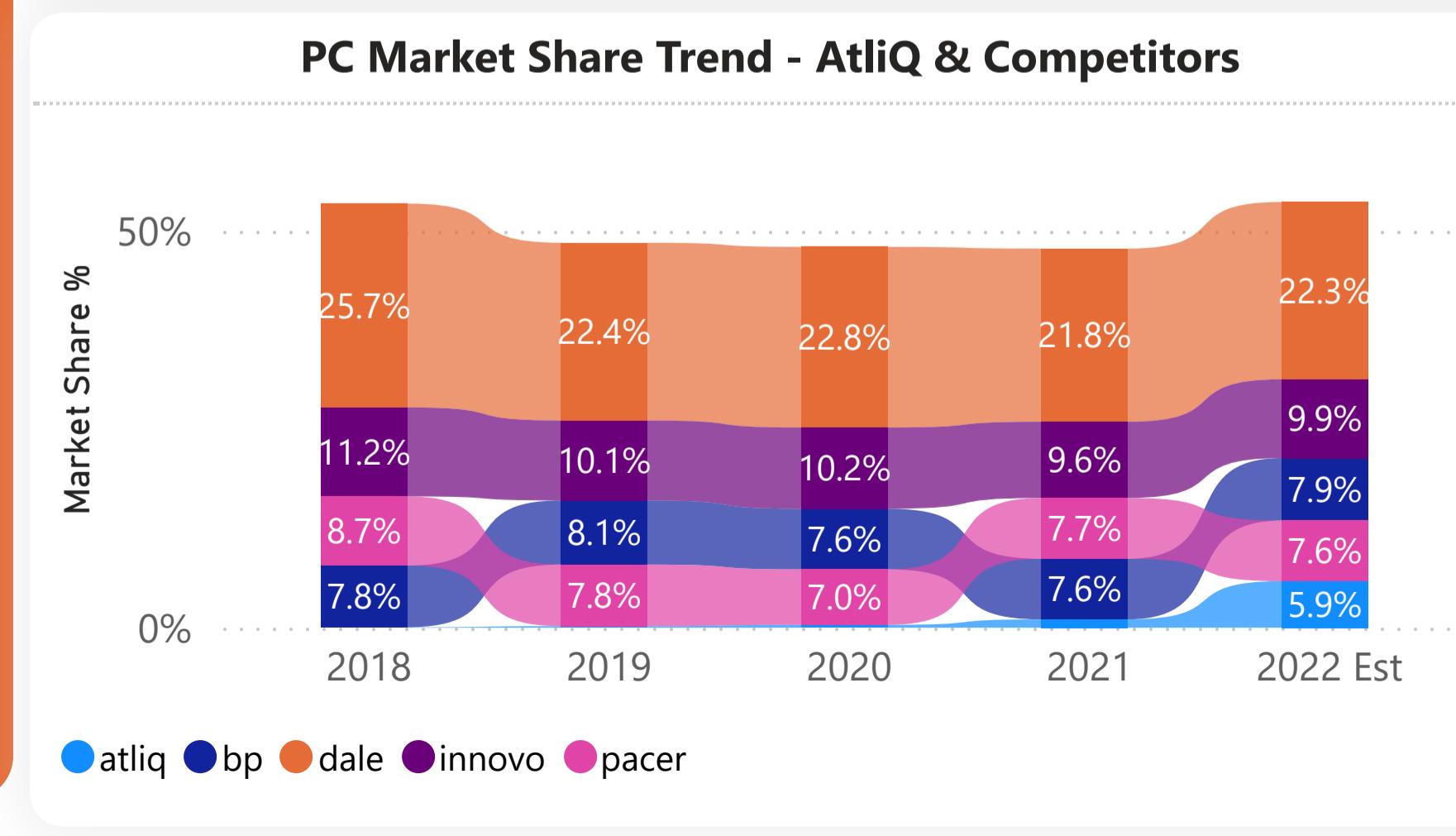
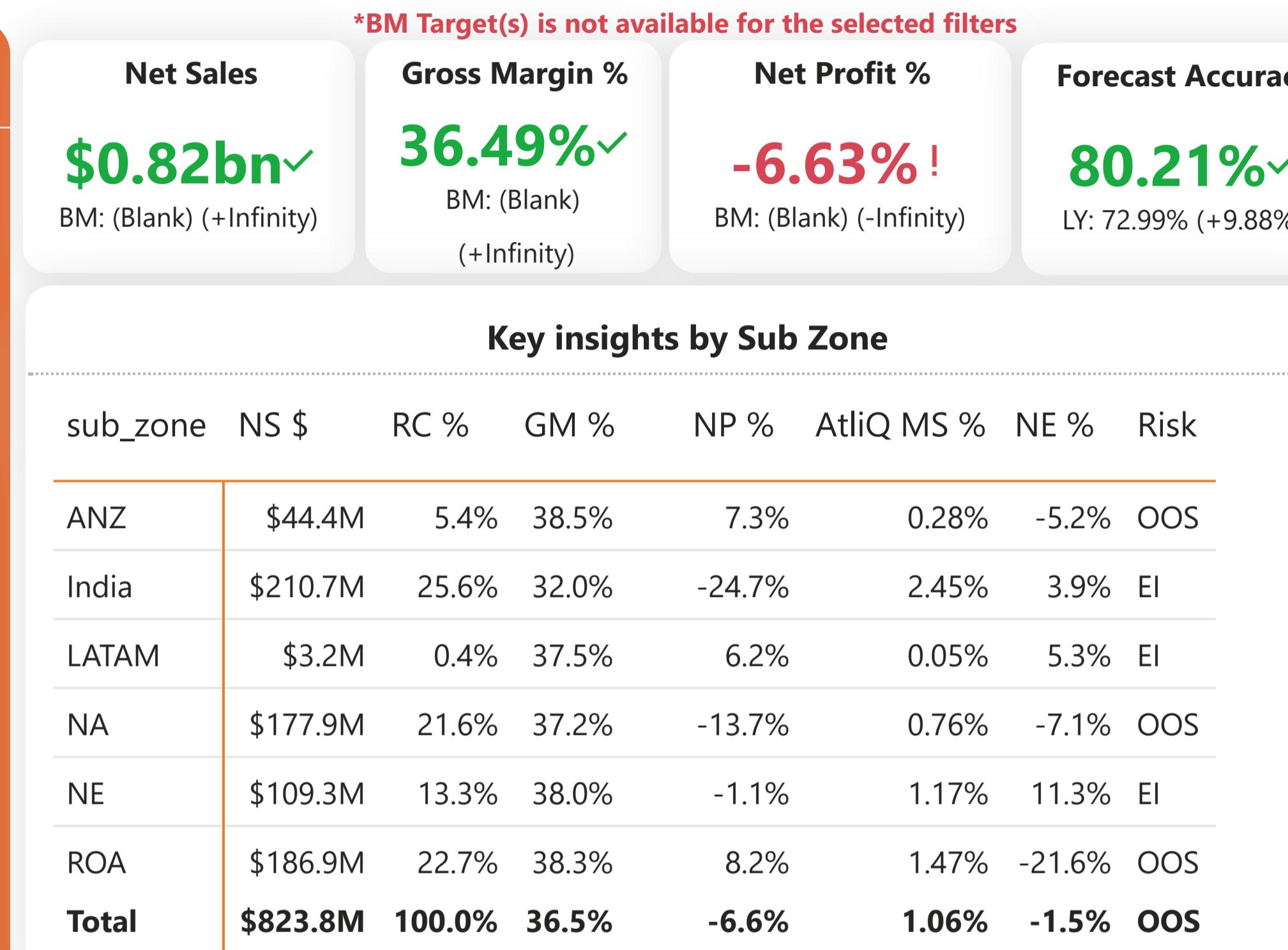
All

YTD YTG

Q1 Q2 Q3 Q4

**Reset Filters**

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**OOS:** Out of Stock | **EI:** Excess Inventory  
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**RC:** Revenue Contribution



**Top 5 Customers by Revenue**

customer	RC %	GM %
Amazon	13.2%	35.4%
Atliq e Store	8.5%	37.5%
AtliQ Exclusive	9.7%	43.7%
Flipkart	3.1%	30.2%
<b>Total</b>	<b>37.8%</b>	<b>37.6%</b>

**Top 5 Products by Revenue**

product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%
AQ Qwerty	3.4%	37.1%
<b>Total</b>	<b>16.3%</b>	<b>36.5%</b>