



# 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(\$)



## Filters

2019	2020	2021	2022 Est
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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

\$3.7bn ✓

BM: 823.8M (+353.5%)

## Gross Margin %

38.08% ✓

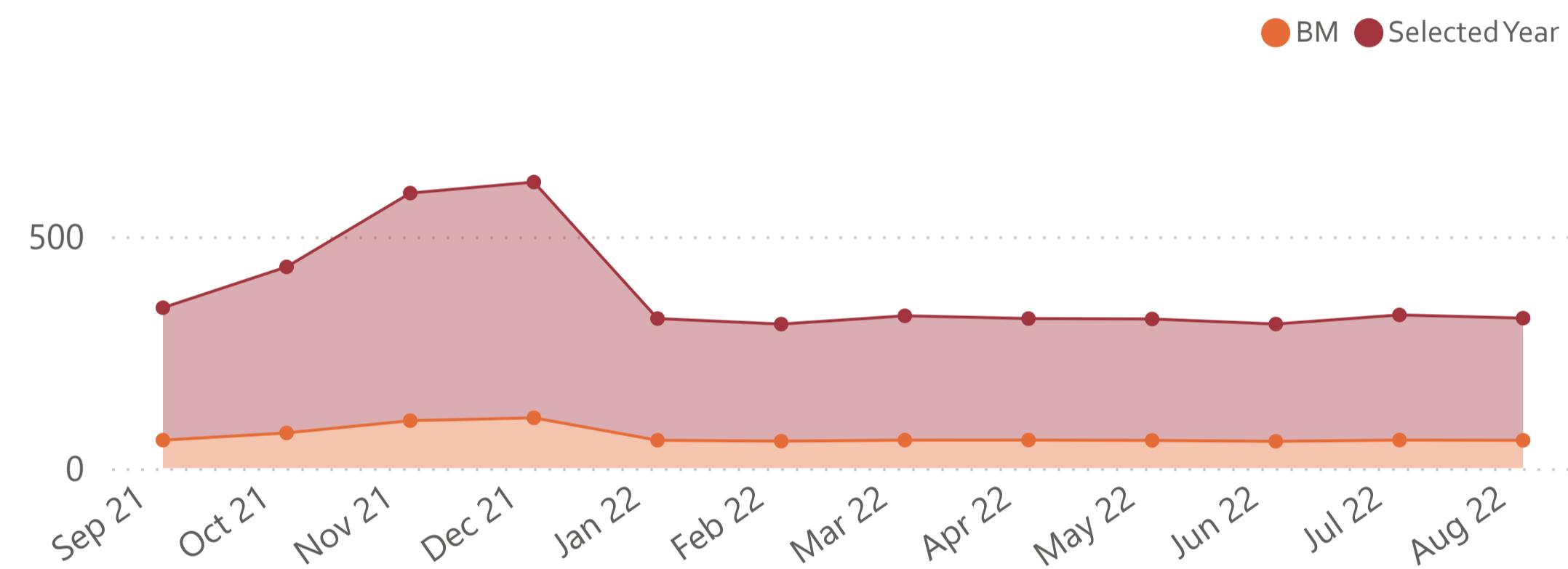
BM: 36.49% (+4.37%)

## Net Profit %

-13.98% !

BM: -6.63% (-110.79%)

## Net Sales Performance Review



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

region	P & L Values	P & L Chg %
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+ NA	1,022.09	474.40
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+ LATAM	14.82	368.40
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+ EU	775.48	286.26
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<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>
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segment	P & L Values	P & L Chg %
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+ Networking	38.43	-14.89
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+ Storage	54.59	0.32
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+ Accessories	454.10	85.46
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+ Desktop	711.08	1,431.55
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## Profit &amp; Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79



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Marketing View

Supply Chain View

Executive View



### Filters

2019 2020 2021 2022 Est

Benchmark(BM)

vs LY vs Target

region, market

All

segment, category, product

All

customer

All

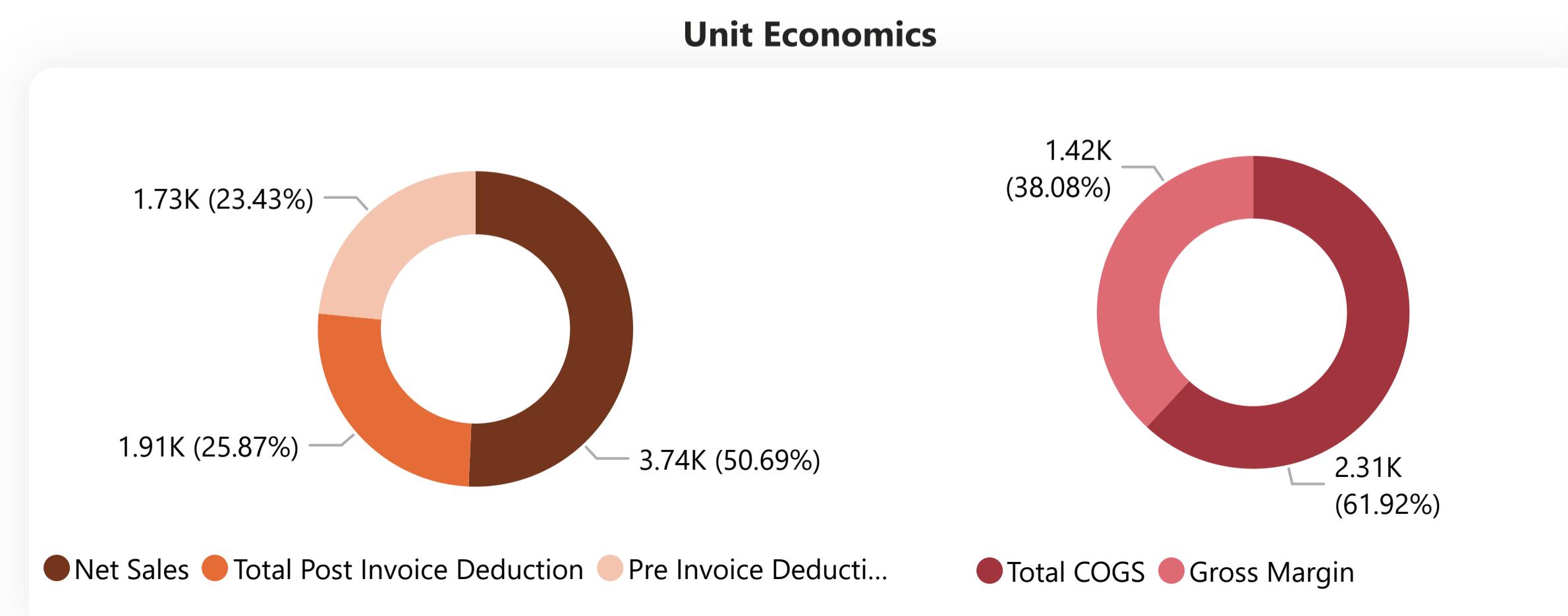
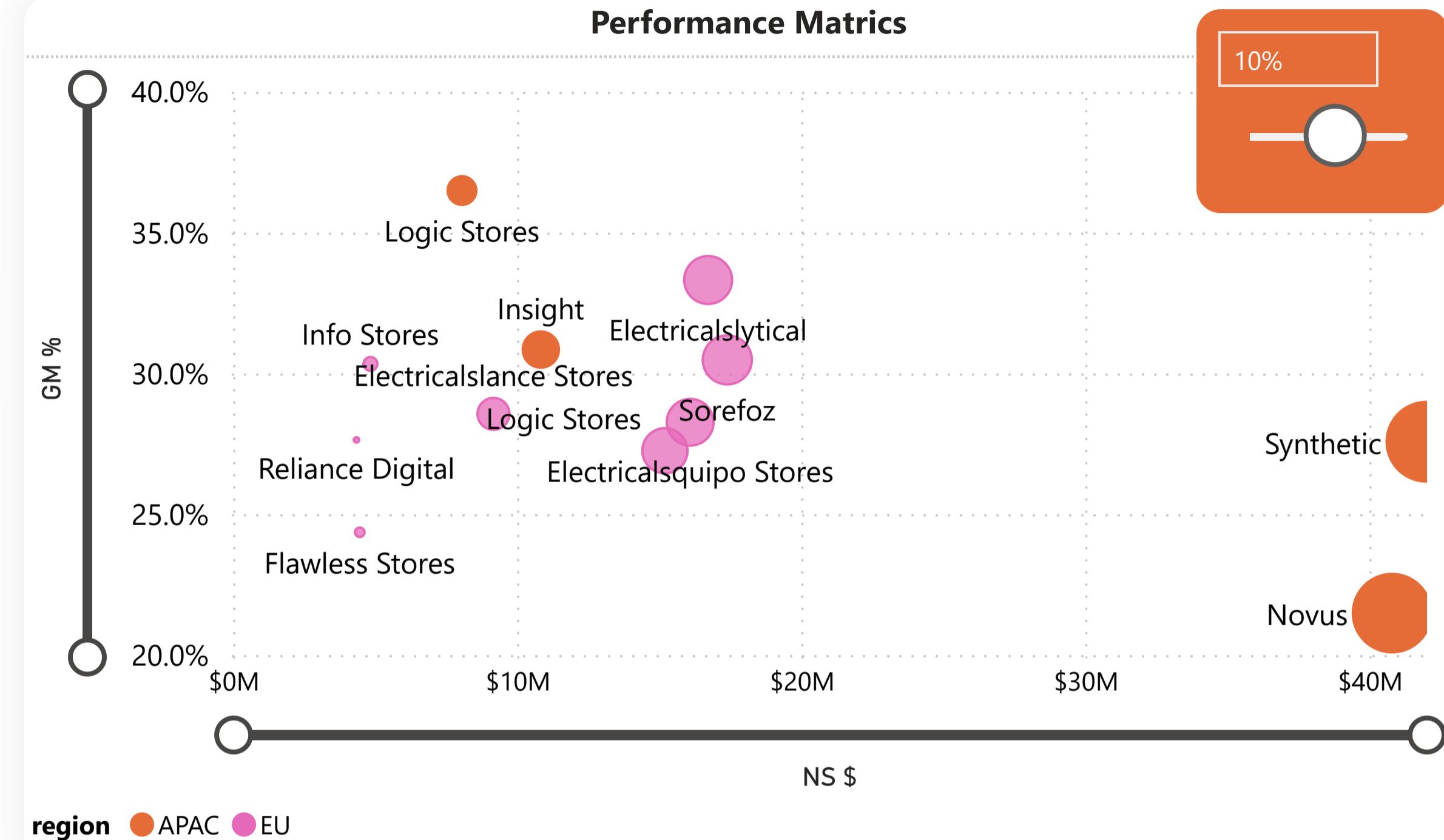
YTD YTG

Q1 Q2 Q3 Q4

**Reset Filters**

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

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### Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$29.3M	\$11.6M	39.4% ▼
walmart	\$72.4M	\$33.1M	45.7%
Viveks	\$46.4M	\$14.7M	31.6%
Vijay Sales	\$55.1M	\$20.9M	38.0%
Unity Stores	\$6.3M	\$2.1M	33.9%
UniEuro	\$36.4M	\$11.4M	31.3% ▼
Taobao	\$22.7M	\$10.0M	44.0%
Synthetic	\$52.2M	\$11.8M	22.2% ▼
<b>Total</b>	<b>\$3,736.2M</b>	<b>\$1,422.9M</b>	<b>38.1%</b>

### Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.1M	\$172.6M	38.0%
Peripherals	\$897.5M	\$341.2M	38.0%
Notebook	\$1,580.4M	\$601.0M	38.0%
Desktop	\$711.1M	\$272.4M	38.3%
Business Laptop	\$343.9M	\$131.6M	38.3%
AQ BZ Allin1	\$141.5M	\$53.7M	37.9%
<b>Total</b>	<b>\$3,736.2M</b>	<b>\$1,422.9M</b>	<b>38.1%</b>



### Filters

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customer

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YTD | YTG

Q1 | Q2 | Q3 | Q4

**Reset Filters**

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**Product Performance**

product

customer

product	NS \$	GM \$	GM %	NP \$	NP %
AQ HOME Allin1 Gen 2	\$213.02M	\$81.11M	38.08%	-29.77M	-13.98%
AQ BZ Allin1 Gen 2	\$202.35M	\$77.93M	38.51%	-27.36M	-13.52%
AQ Home Allin1	\$154.16M	\$59.68M	38.71%	-20.55M	-13.33%
AQ Smash 2	\$154.31M	\$57.71M	37.40%	-22.69M	-14.70%
AQ BZ Allin1	\$141.54M	\$53.67M	37.92%	-20.11M	-14.21%
AQ Smash 1	\$142.46M	\$53.32M	37.43%	-20.88M	-14.66%
AQ Gamer 2	\$135.87M	\$51.55M	37.94%	-19.01M	-13.99%
AQ Electron 3 3600 Desktop Processor	\$129.05M	\$49.73M	38.54%	-17.34M	-13.44%
AQ BZ Gen Z	\$122.71M	\$47.28M	38.52%	-16.67M	-13.58%
AQ BZ Compact	\$122.24M	\$45.95M	37.59%	-17.76M	-14.53%
AQ BZ Gen Y	\$116.08M	\$44.38M	38.23%	-16.00M	-13.78%
AQ Electron 4 3600 Desktop Processor	\$111.59M	\$41.54M	37.23%	-16.50M	-14.79%
AQ Electron 5 3600 Desktop Processor	\$101.23M	\$39.47M	39.00%	-13.31M	-13.15%
AQ F16	\$97.89M	\$37.73M	38.54%	-13.23M	-13.51%
AQ Gamer 1	\$96.98M	\$35.90M	37.02%	-14.55M	-15.00%
AQ 5000 Series Electron 8 5900X Desktop Processor	\$91.07M	\$35.83M	39.34%	-11.55M	-12.69%
AQ Gamer 3	\$89.63M	\$35.38M	39.48%	-11.49M	-12.82%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

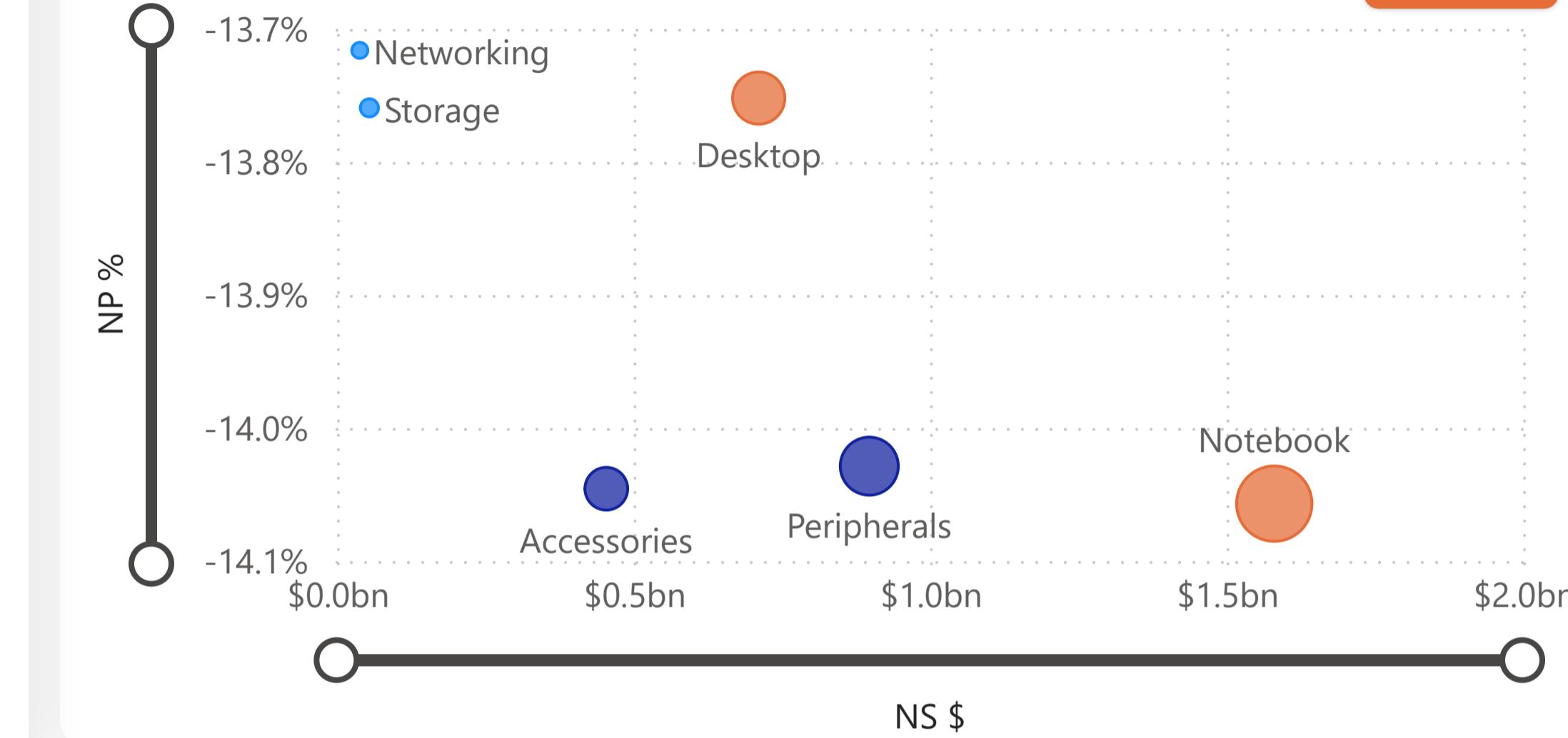
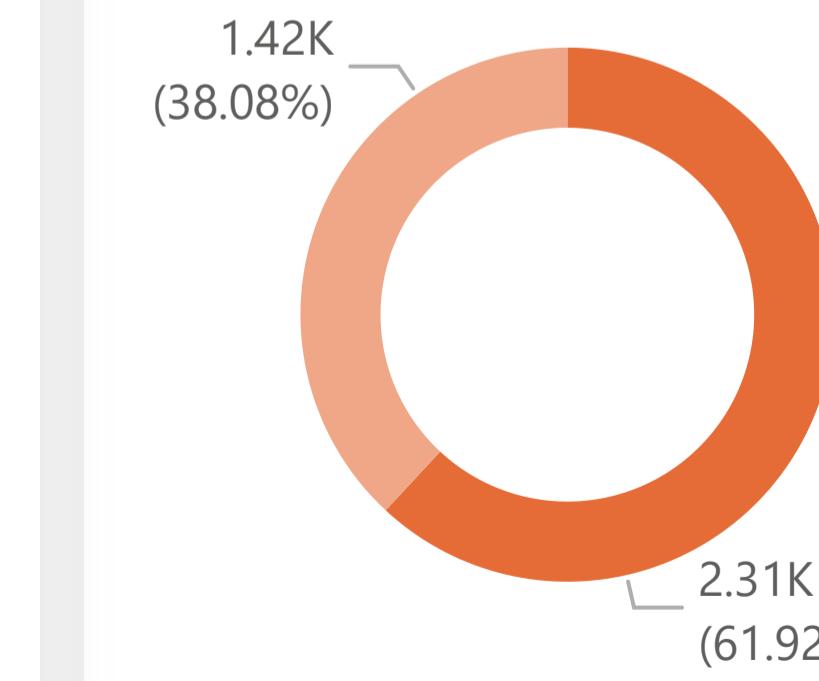
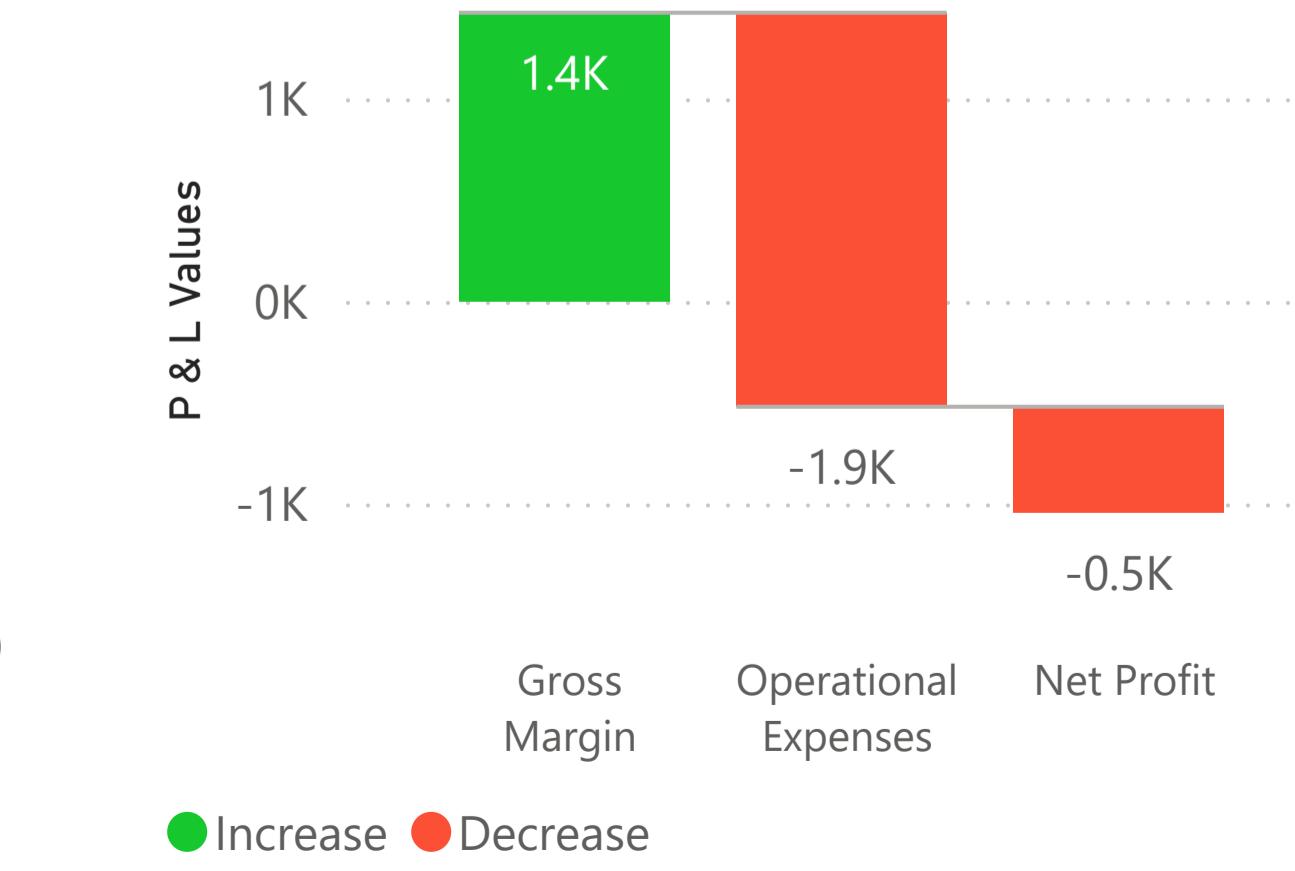
**Performance Metrics**

division

N &amp; S

P &amp; A

PC

**Unit Economics****P & L Values by Description**

Total COGS

Gross Margin

Increase

Decrease



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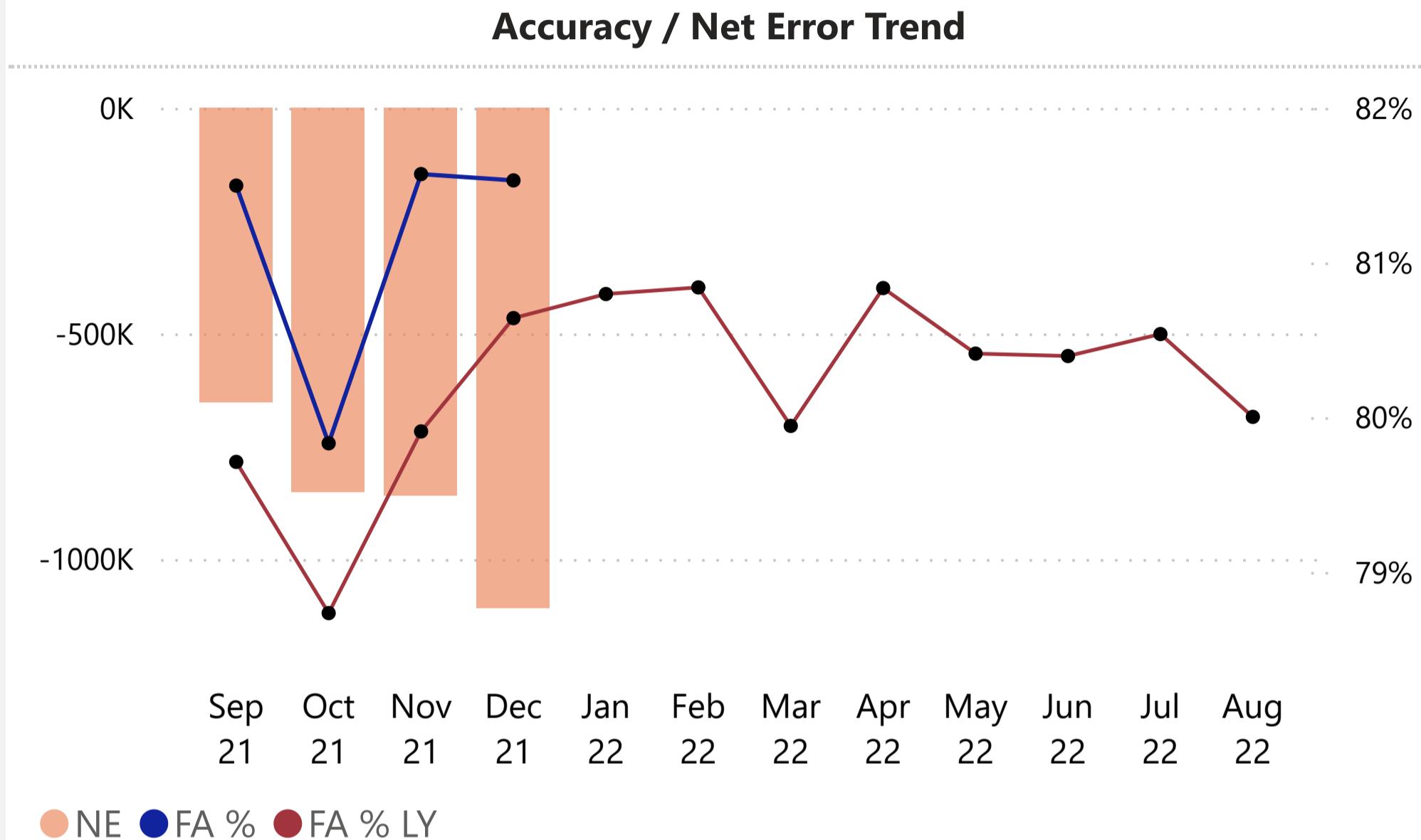
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NE: Net Error | FA: Forecast Accuracy

OOS: Out of Stock | EI: Excess Inventory

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## Net Error

**-3472.69K!**

LY: -751.71K (-361.97%)

## ABS Error

**6.9M!**

LY: 9.78M (-29.46%)

## Forecast Accuracy %

**81.17%** ✓

LY: 80.21% (+1.2%)

## Key Metrics by Customers

customer	NE	NE %	FA %	FA % LY	Risk
Leader	167K	10.98%	48.72%	24.45%	EI
Sage	154K	10.06%	50.72%	33.58%	EI
Costco	102K	15.79%	51.95%	49.42%	EI
Path	91K	14.91%	50.57%	45.53%	EI
Circuit City	85K	16.55%	46.17%	35.02%	EI
walmart	84K	12.08%	54.78%	50.12%	EI
Acclaimed Stores	83K	10.74%	57.74%	50.69%	EI
BestBuy	81K	16.72%	46.60%	35.31%	EI
Staples	80K	11.51%	54.45%	49.38%	EI
Radio Shack	69K	16.48%	45.64%	38.46%	EI
Control	65K	13.01%	52.06%	47.42%	EI
Currys (Dixons Carphone)	8K	6.00%	54.29%	35.92%	EI
Logic Stores	6K	2.37%	52.49%	51.44%	EI
Billa	4K	3.91%	42.63%	18.29%	EI
<b>Total</b>	<b>-3473K</b>	<b>-9.48%</b>	<b>81.17%</b>	<b>80.21%</b>	<b>OOS</b>

### Key Metrics by Products

segment	NE	NE %	FA %	FA % LY	Risk
[+] Networking	-13K	-1.69%	93.06%	90.40%	OOS
[+] Desktop	79K	10.24%	87.53%	84.37%	EI
[+] Accessories	341K	1.72%	87.42%	77.66%	EI
[+] Notebook	-47K	-1.69%	87.24%	79.99%	OOS
[+] Storage	-628K	-25.61%	71.50%	83.54%	OOS
[+] Peripherals	-3204K	-31.83%	68.17%	83.23%	OOS
<b>Total</b>	<b>-3473K</b>	<b>-9.48%</b>	<b>81.17%</b>	<b>80.21%</b>	<b>OOS</b>



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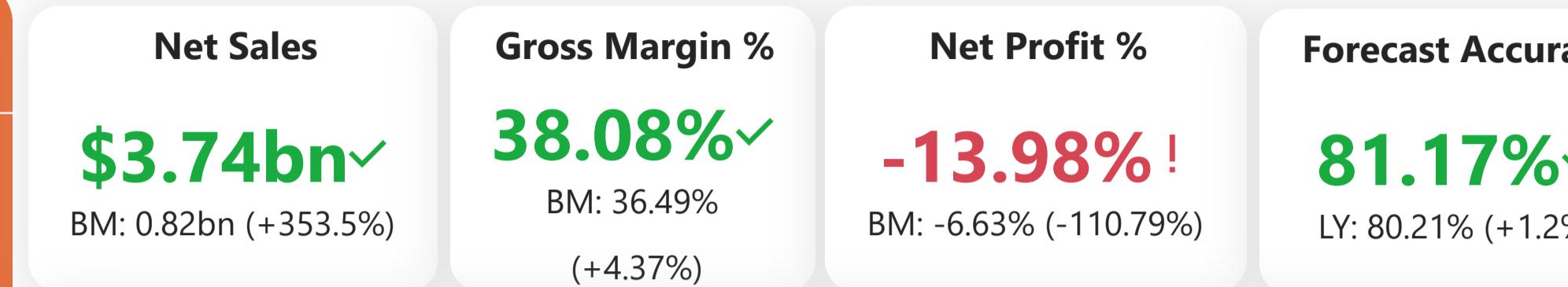
All

YTD YTG

Q1 Q2 Q3 Q4

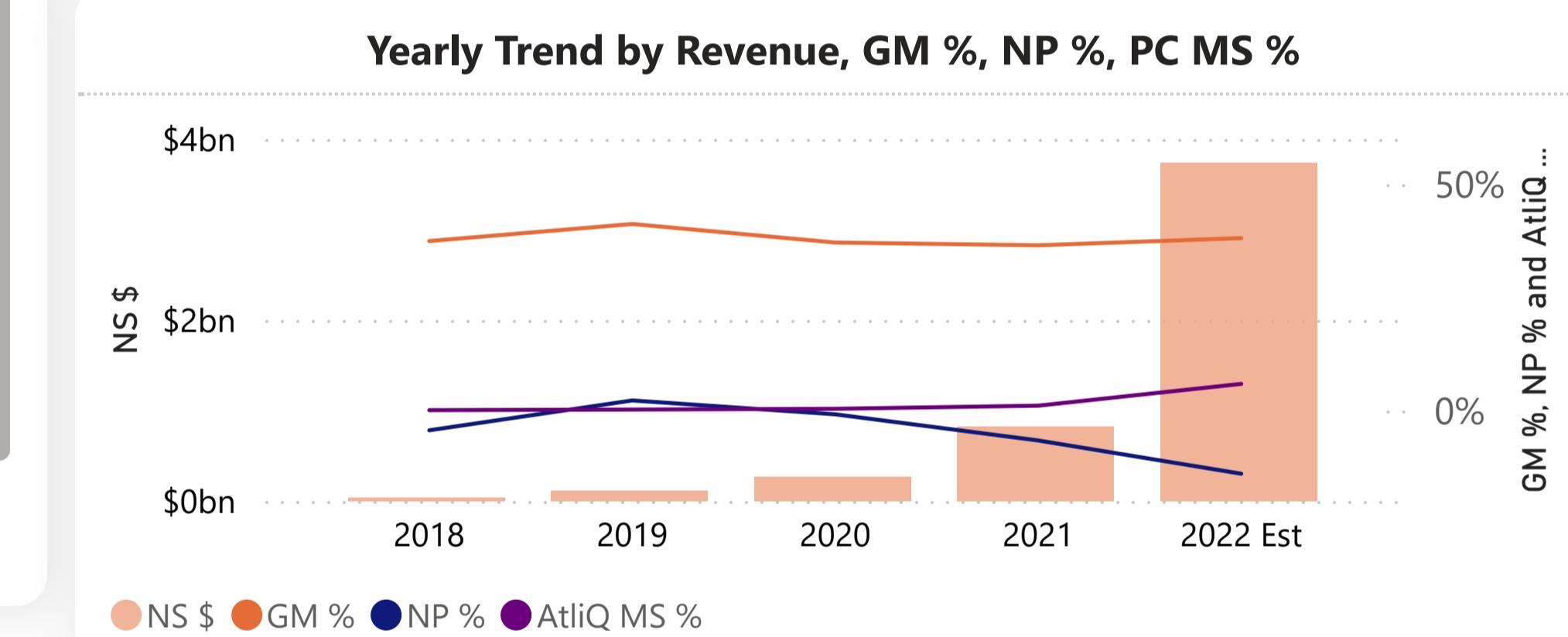
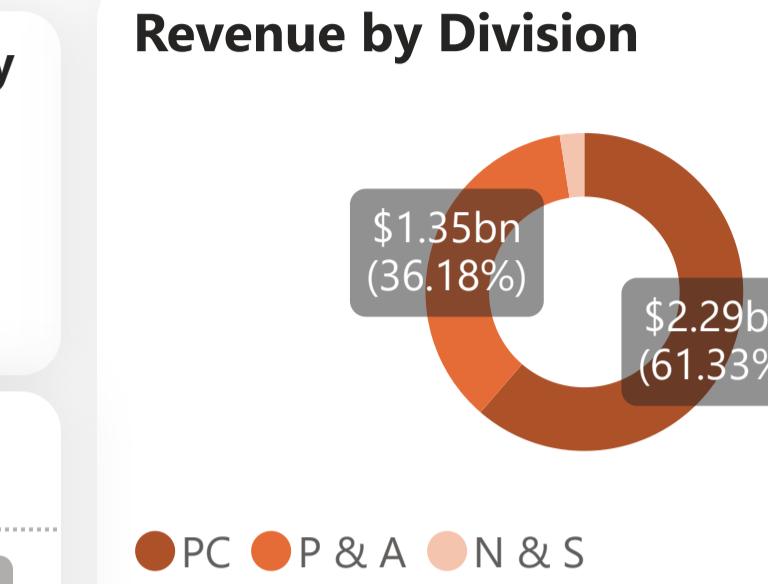
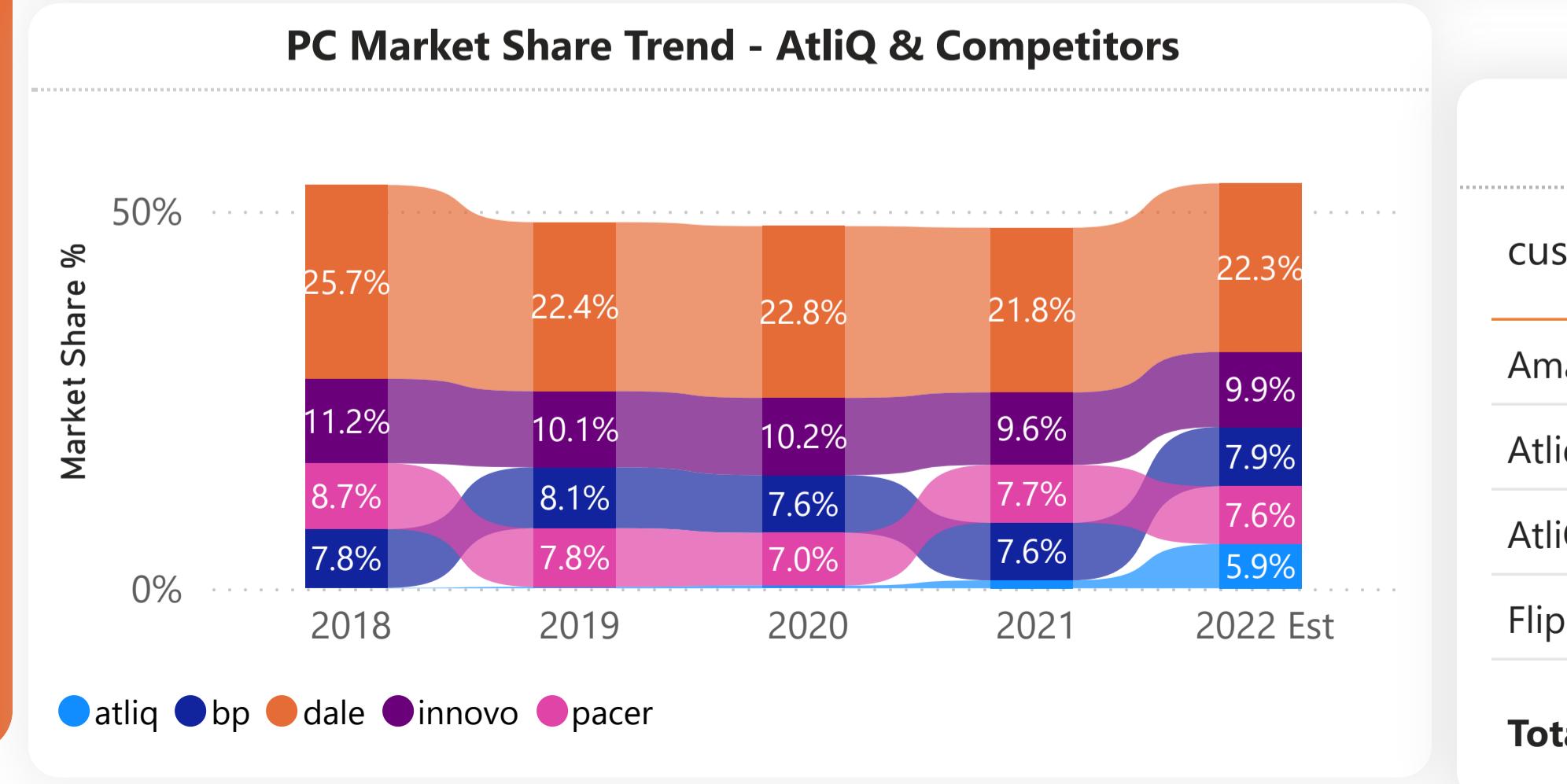
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**OOS:** Out of Stock | **EI:** Excess Inventory  
**YTD:** Year till Date | **YTG:** Year to Go  
**RC:** Revenue Contribution



**Key insights by Sub Zone**

sub_zone	NS \$	RC %	GM %	NP %	AtliQ MS %	NE %	Risk	
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.36%	-37.6%	OOS	
India	\$945.3M	25.3%	35.8%	-23.0%	13.26%	-24.4%	OOS	
LATAM	\$14.8M	0.4%	35.0%	▼	-2.9%	0.28%	EI	
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.87%	14.4%	EI	
NE	\$457.7M	12.3%	32.8%	▼	-18.1%	6.80%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	▼	-6.3%	8.32%	-4.6%	OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.87%</b>	<b>-9.5%</b>	<b>OOS</b>	



**Top 5 Customers by Revenue**

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9% ▼
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

**Top 5 Products by Revenue**

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4% ▼
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>