



Business Insight 360



Dec 21



Sunday, March 23, 2025

Values are in Dollars & Millions



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.



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

RC= Revenue Contribution

MS= Market Share

All values in Million \$

NS\$0.82bn

BM: 267.98M | 207.43% ▲

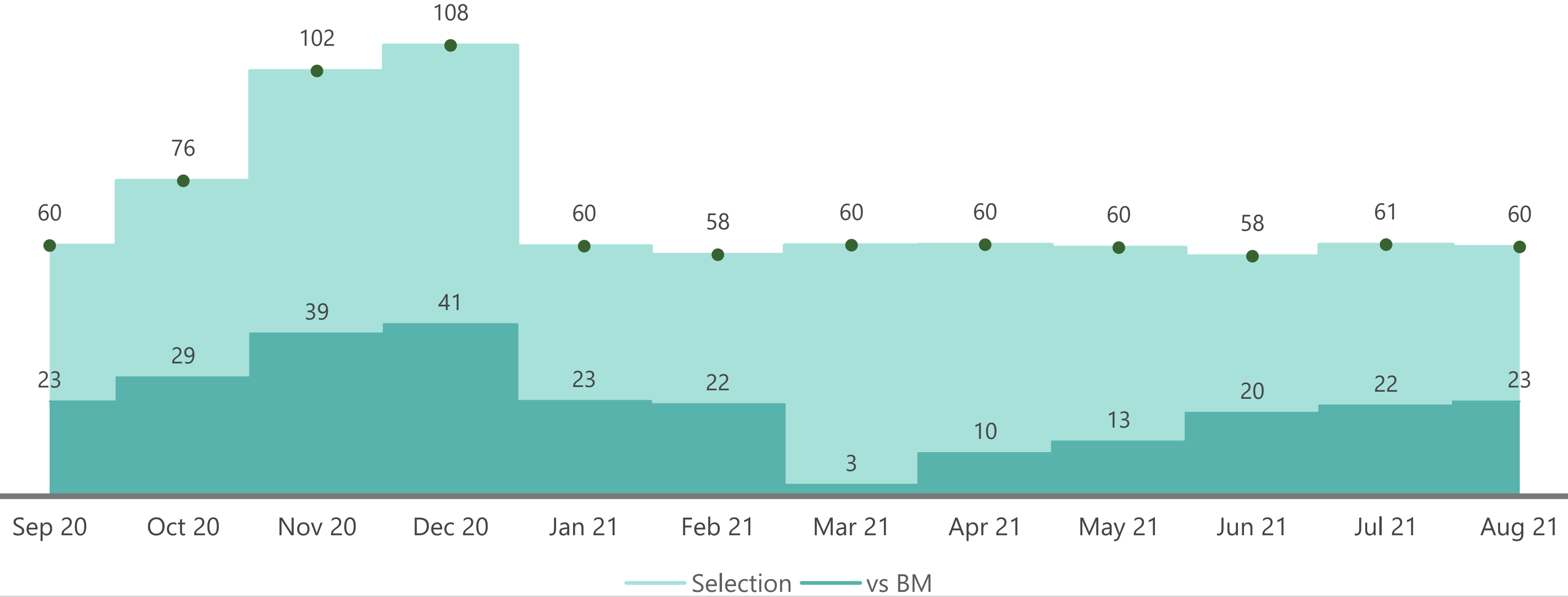
GM%36.49%

BM: 37.1% | -1.65% ▼

NP%-6.63%

BM: -0.85% | 676.38% ▲

Net Sales Performance Over Time



Month	Selection	vs BM
Sep 20	60	23
Oct 20	76	29
Nov 20	102	39
Dec 20	108	41
Jan 21	60	23
Feb 21	58	22
Mar 21	60	3
Apr 21	60	10
May 21	60	13
Jun 21	58	20
Jul 21	61	22
Aug 21	60	23

Primary Parameter

☒ REGION

☐ CATEGORY

Secondary Parameter

☒ PRODUCT

☐ CUSTOMER

Top/Bottom Products & Customer By Net sales

REGION	Values	Chg %
EU	200.77	259.88
APAC	441.98	198.67
NA	177.94	186.03
LATAM	3.16	58.40
Total	823.85	207.43

Profit & Loss Statement				
Line Item	2021	BM	Chg	Chg %
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational Expense	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	166.65	47.43	119.22	251.38
- Post Deductions	166.65	47.43	119.22	251.38
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

Designed by: N HARISH KUMAR



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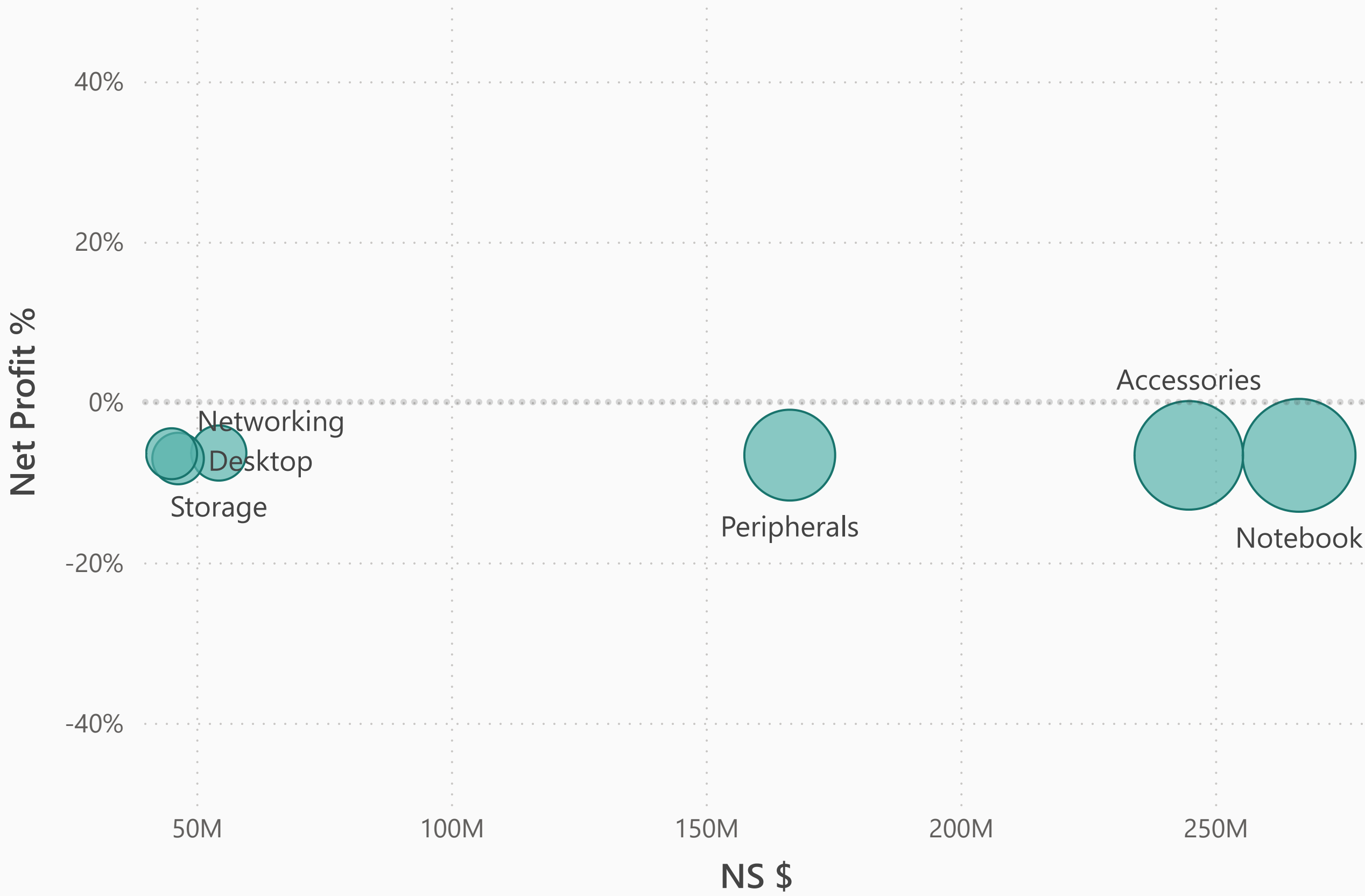
MS= Market Share

All values in Million \$

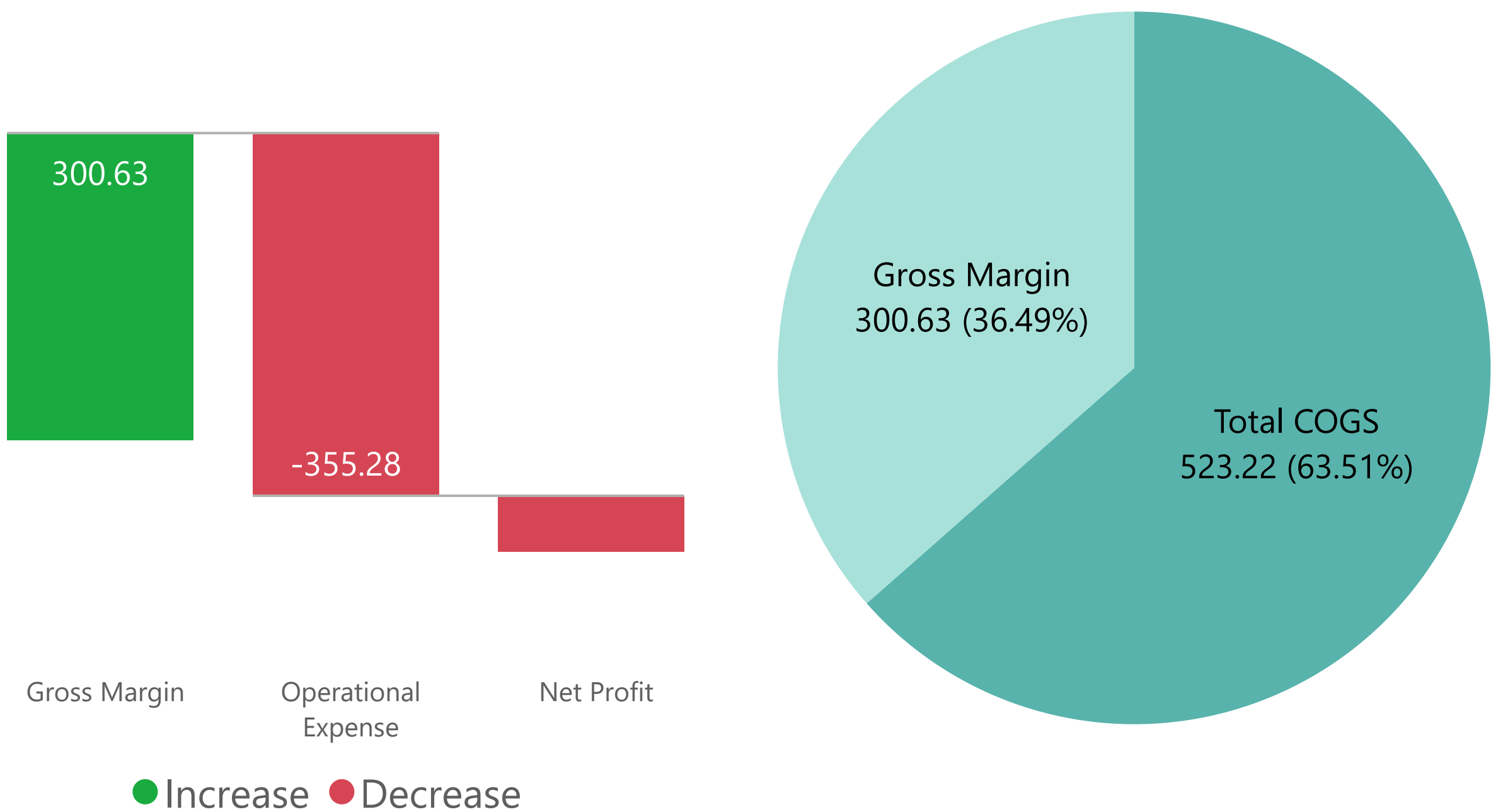
Performance Metrics

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment

Market

segment

category

region

NS \$

GM %

NP \$

NP %

Δ NP %

APAC

442M

35.34%

-33.33M

-7.54%

6.33

EU

201M

38.34%

2.81M

1.40%

1.24

NA

178M

37.23%

-24.32M

-13.67%

6.65

LATAM

3M

37.54%

0.20M

6.18%

-75.09

Total


824M

36.49%

-54.65M

-6.63%

6.76

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All values in Million \$

Forecast Accuracy %

80.21%

Forecast Accuracy %

Net Error (\$)

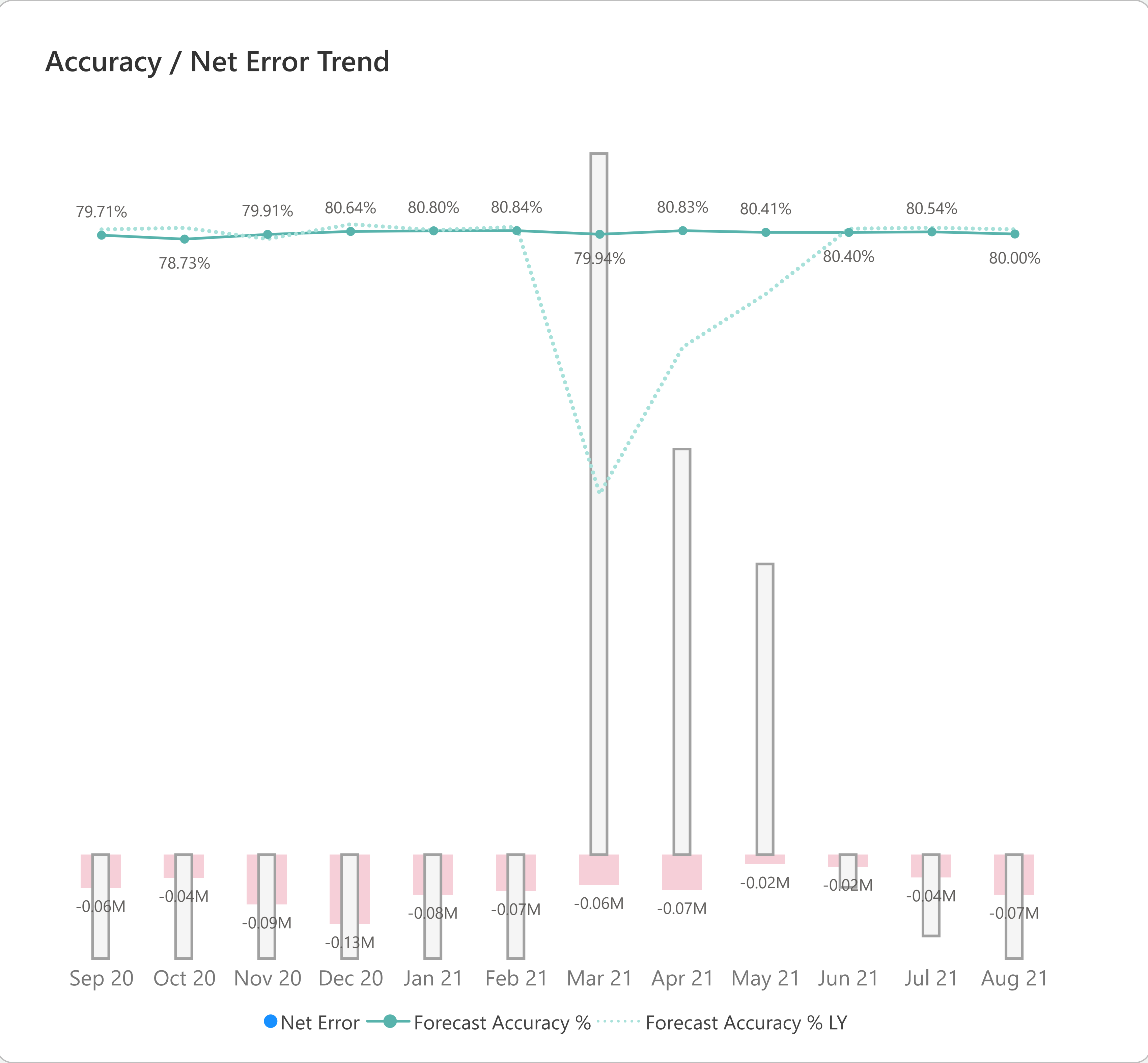
-752K

LY: 0.49M | -252.91% ▲

Absolute Error (\$)

10M

LY: 5.74M | 70.3% ▼



Key Metrics By Customer					
Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	74.59%	55.24%	-95K	-2.30%	OOS
Amazon	74.54%	48.43%	-155K	-2.35%	OOS
AltiQ Exclusive	71.15%	56.78%	-192K	-5.73%	OOS
Mbit	62.34%	49.13%	51K	14.05%	EI
Euronics	60.79%	42.25%	58K	15.34%	EI
Expert	60.67%	48.84%	69K	11.97%	EI
Boulanger	58.77%	38.12%	82K	18.34%	EI
UniEuro	58.22%	45.77%	174K	23.54%	EI
Total	80.21%	72.99%	-752K	-1.52%	OOS

Key Metrics By Product					
Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133K	-7.06%	OOS
Notebook	79.99%	76.65%	-51K	-3.96%	OOS
Peripherals	83.23%	75.18%	-318K	-5.89%	OOS
Storage	83.54%	81.01%	1508K	15.77%	EI
Desktop	84.37%	70.07%	16K	11.22%	EI
Networking	90.40%	52.50%	227K	8.17%	EI
Total	80.21%	72.99%	-752K	-1.52%	OOS



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Net Sales \$

823.85M

NS \$



Gross Margin %

36.49%

GM %



Net Profit %

-6.63%

Net Profit %



Forecast Accuracy %

80.21%

Forecast Accuracy %



Revenue Contribution

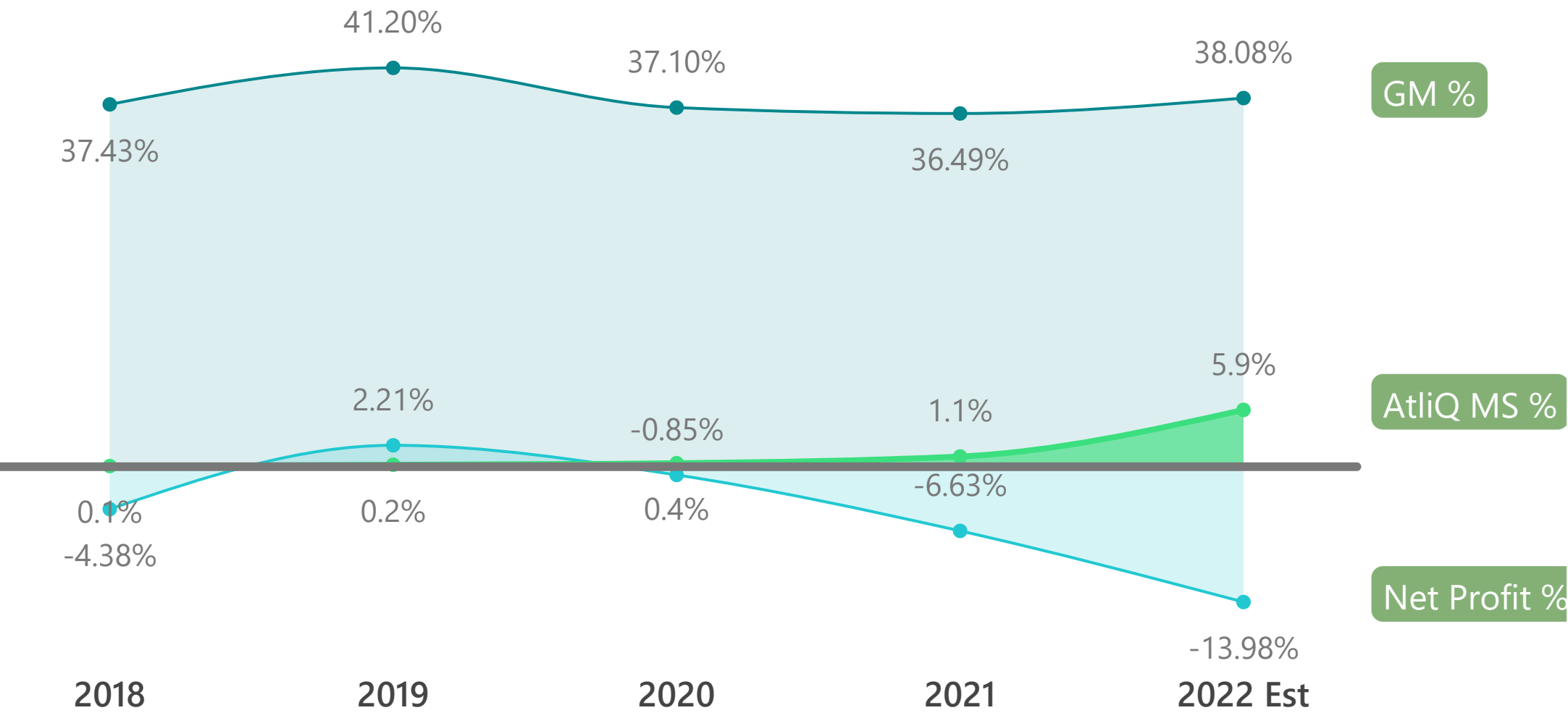
division

channel



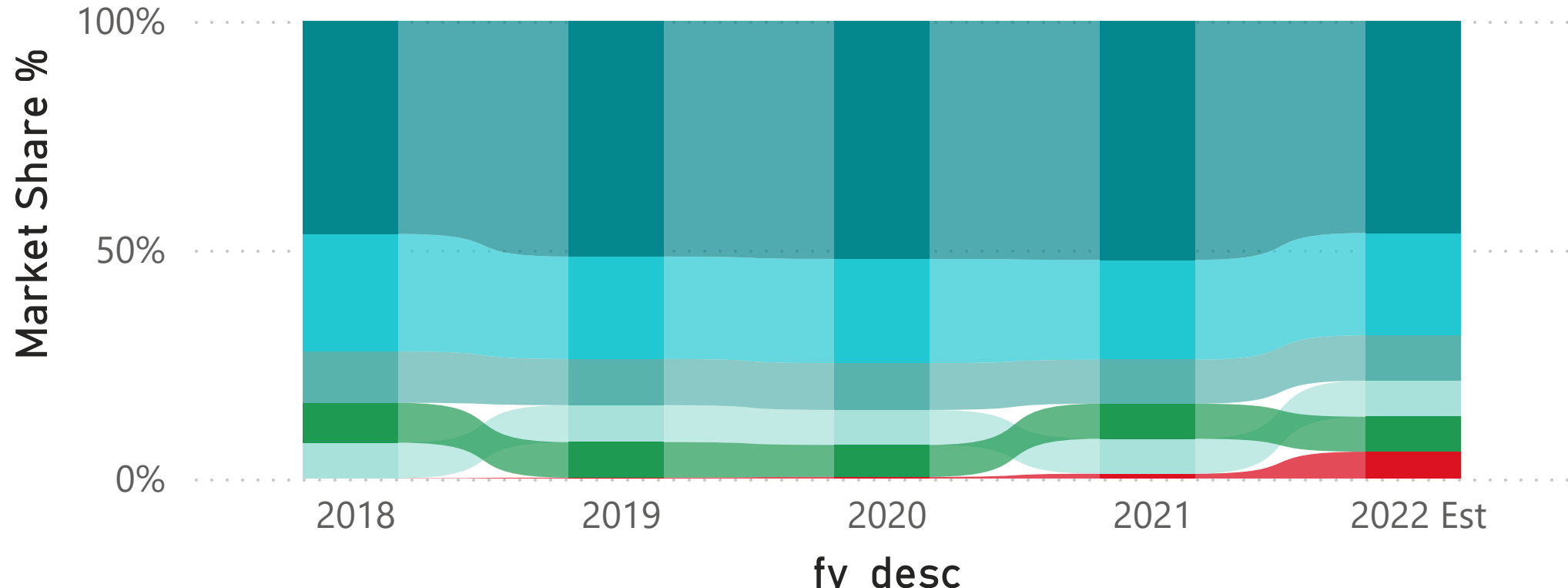
Direct Distributor Retailer

Trend: Key metrics over years



Market Share % by fy_desc and manufacturer

manufacturer atliq bp dale innovo others pacer



TOP 5 Customer Performance By RC%

Customer ☒ Product

Customer	GM %	RC %
Flipkart	30.23% ▼	3.1%
Sage	35.16% ▲	3.3%
AltiQ Exclusive	46.10% ▼	8.4%
Atliq e Store	37.54% ▲	8.5%
Amazon	35.40% ▼	13.2%
Total	37.90%	36.5%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	211M	25.6%	32.03% ▼	-24.65% ▲	3.90%	EI	2.5%
ROA	187M	22.7%	38.34% ▲	8.23% ▼	-21.55%	OOS	1.5%
NA	178M	21.6%	37.23% ▼	-13.67%	-7.06%	OOS	0.8%
NE	109M	13.3%	38.03% ▲	-1.14% ▼	11.27%	EI	1.2%
SE	91M	11.1%	38.71% ▲	4.43% ▼	10.56%	EI	3.6%
ANZ	44M	5.4%	38.46% ▼	7.27% ▼	-5.19%	OOS	0.3%
LATAM	3M	0.4%	37.54% ▲	6.18%	5.32%	EI	0.0%
Total	824M	100.0%	36.49%	-6.63%	-1.52%	OOS	1.1%