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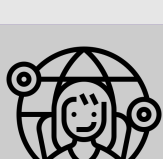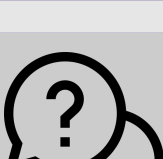Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

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 values are in USD (Millions)

Region, Market
All

Segment, Category
All

Customer
All

| 2018 | 2019 | 2020 | 2021 | 2022 Est | vs LY | vs Target | Q1 | Q2 | Q3 | Q4 |
| | | | | | | | YTD | YTG | | |

Net Sales
$3.74bn !
BM: 3.81bn (-1.86%)

Gross Margin %
38.08% !
BM: 38.34% (-0.66%)

Net Profit %
-13.98% ✓
BM: -14.19% (+1.47%)

Profit and Loss Statement

Line Item	2022 Est	LY	YoY	YoY %
Gross Sales	7370.1	1664.6	5705.5	342.7
Pre Invoice Deduction	1727.0	392.5	1334.5	340.0
Net Invoice Sales	5643.1	1272.1	4371.0	343.6
- Post Discounts	1243.5	281.6	961.9	341.5
- Post Deductions	663.4	166.6	496.8	298.1
Total Post Invoice Deduction	1907.0	448.3	1458.7	325.4
Net Sales	3736.2	823.8	2912.3	353.5
- Manufacturing Cost	2197.3	497.8	1699.5	341.4
- Freight Cost	100.5	22.1	78.4	355.6
- Other Cost	15.5	3.4	12.1	358.0
Total COGS	2313.3	523.2	1790.1	342.1
Gross Margin	1422.9	300.6	1122.3	373.3
Gross Margin %	38.1	36.5	1.6	4.4
GM / Unit	15.8	6.0	9.8	162.9
Operations Expenses	-1945.3	-355.3	-1590.0	447.5
Net Profit	-522.4	-54.7	-467.8	855.9

Net Sales Performance Over Time

● Selected Year ● Selected Year -1
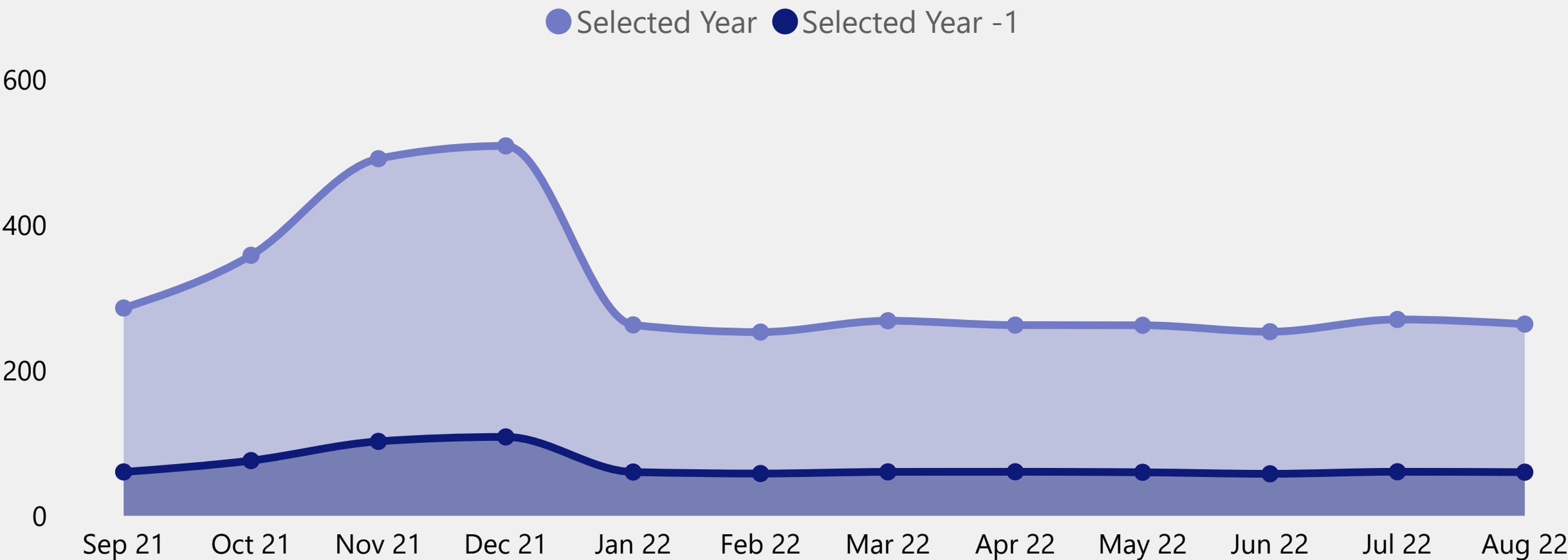
Top/ Bottom Products & Customers by Net Sales

Region	P & L Values	P & L YoY %
⊞ APAC	1923.77	335.27
⊟ NA		
⊞ USA	770.26	483.31
⊞ Canada	251.83	448.76
⊞ EU	775.48	286.26
⊞ LATAM	14.82	368.40

Segment	P & L Values	P & L YoY %
⊞ Accessories	454.10	85.46
⊞ Desktop	711.08	1,431.55
⊞ Networking	38.43	-14.89
⊞ Notebook	1580.43	493.06
⊞ Peripherals	897.54	439.03
⊞ Storage	54.59	0.32

Clear All

BM = Benchmark, LY = Last Year

Customer Performance

Customer	Net Sales	GM	GM %
Acclaimed Stores	$14.32M	5.18M	36.18%
All-Out	$1.06M	0.50M	47.53%
AltiQ Exclusive	$69.15M	31.88M	46.10%
Amazon	$109.03M	38.59M	35.40%
Argos (Sainsbury's)	$2.97M	1.05M	35.42%
Atlas Stores	$4.16M	1.68M	40.36%
Atliq e Store	$70.31M	26.40M	37.54%
Atliq Exclusive	$10.77M	3.07M	28.52%
BestBuy	$8.26M	2.97M	35.94%
Billa	$1.65M	0.41M	24.68%
Boulanger	$5.32M	1.55M	29.11%
Chip 7	$7.23M	2.94M	40.71%

Performance Matrix

Region: ● APAC ● EU ● LATAM ● NA
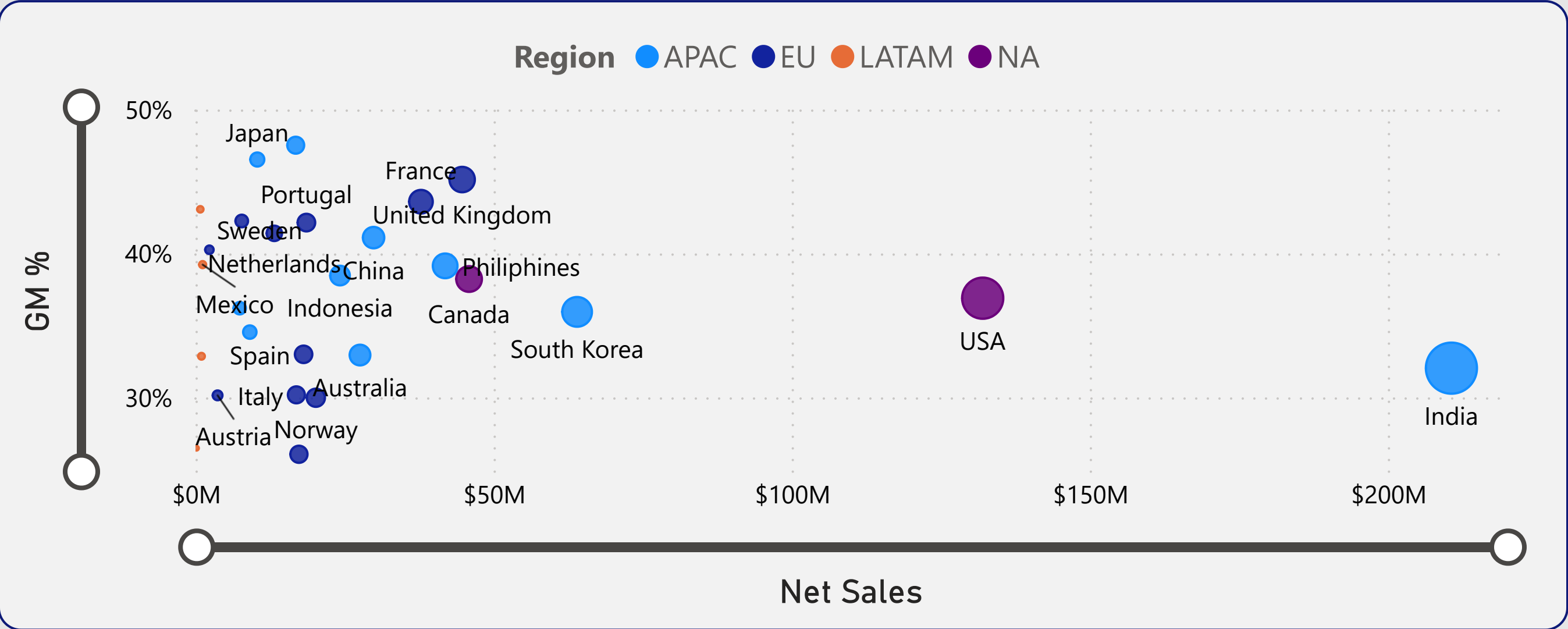
Product Performance

Segment	Net Sales	GM	GM %
⊞ Accessories	$244.85M	89.30M	36.47%
⊞ Desktop	$46.43M	16.79M	36.17%
⊞ Networking	$45.16M	16.60M	36.75%
⊞ Notebook	$266.49M	97.12M	36.45%
⊞ Peripherals	$166.51M	60.81M	36.52%
⊞ Storage	$54.42M	20.00M	36.75%

Unit Economics
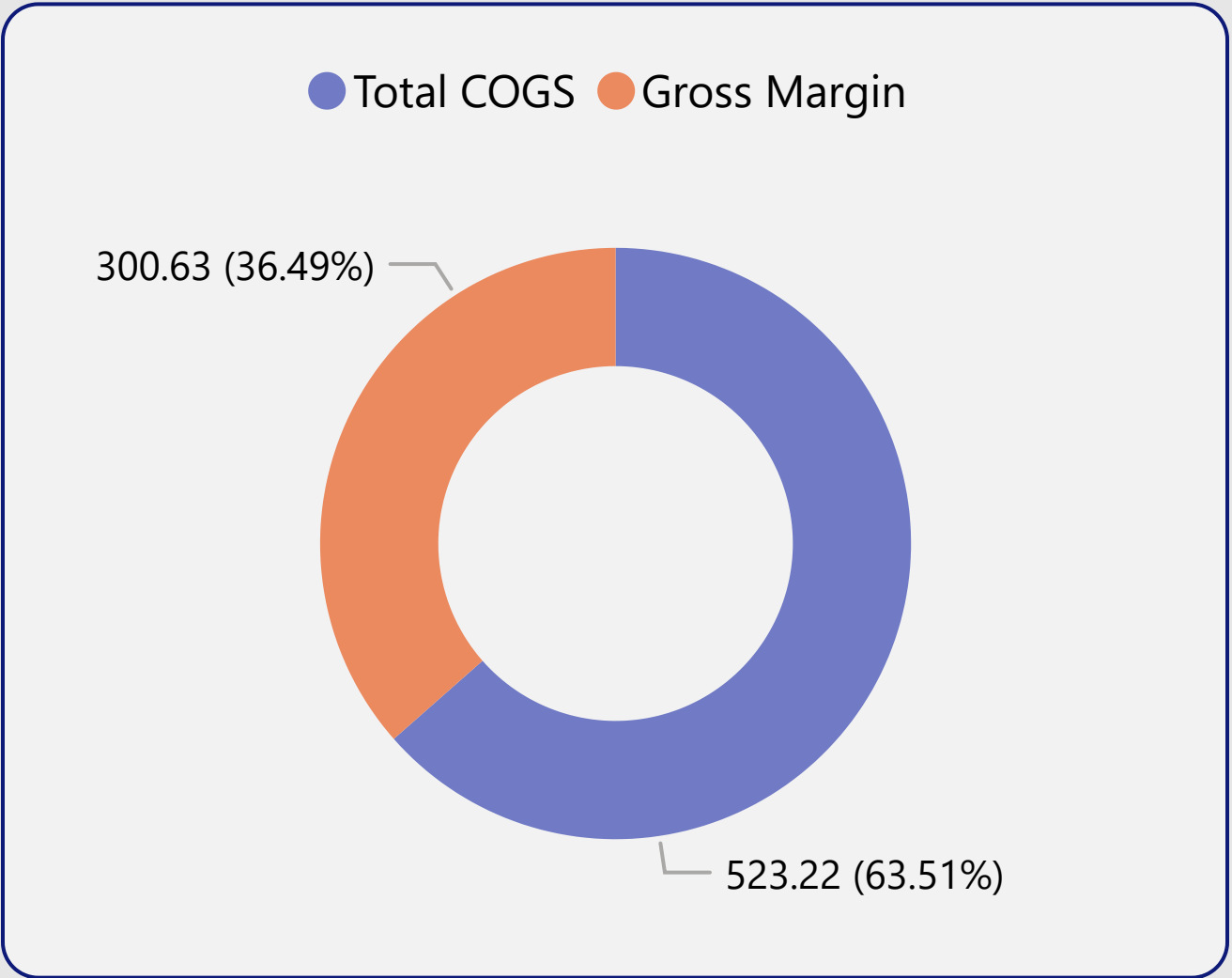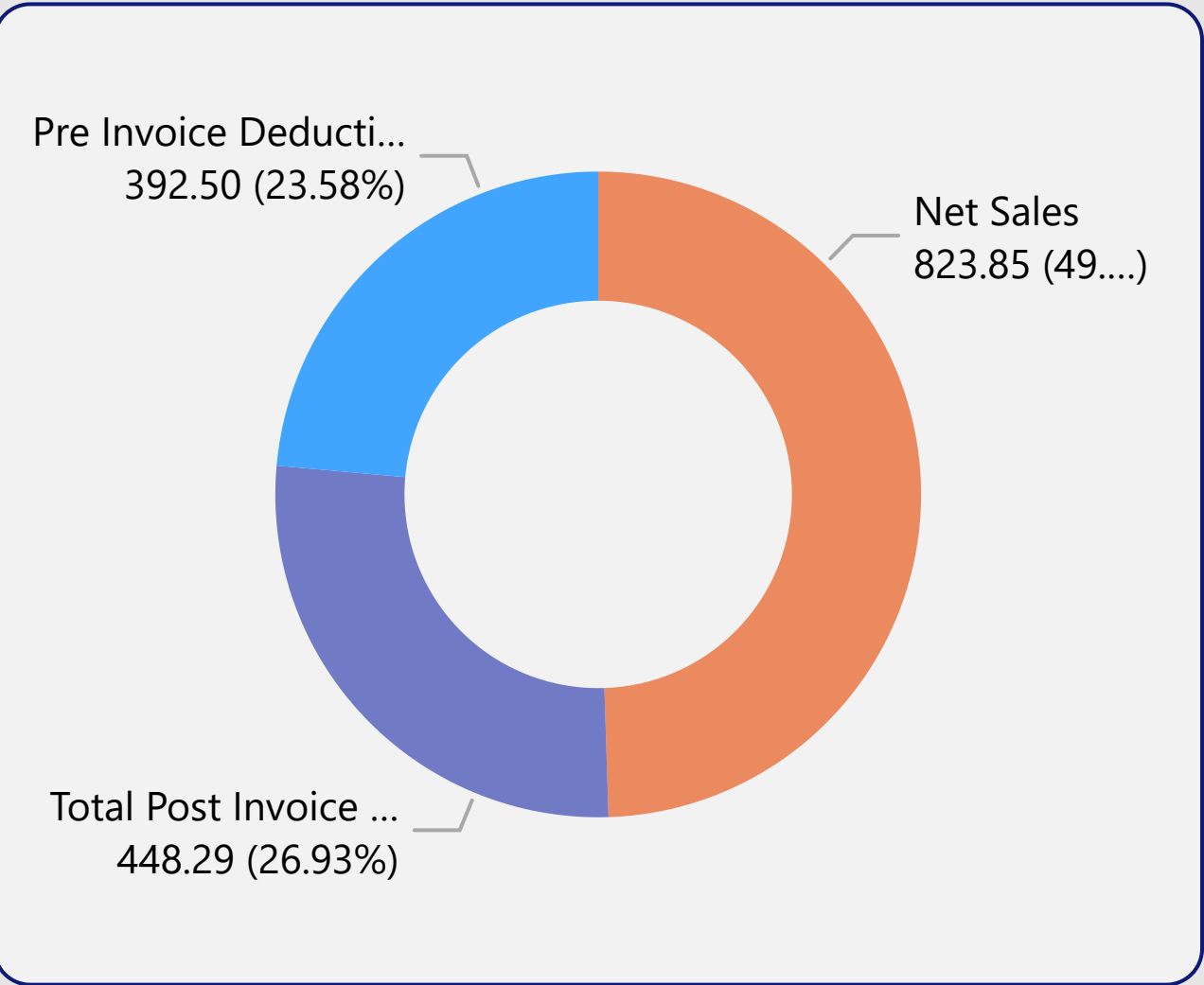
Pre Invoice Deducti... 392.50 (23.58%)
Net Sales 823.85 (49....)
Total Post Invoice ... 448.29 (26.93%)

● Total COGS ● Gross Margin
300.63 (36.49%)
523.22 (63.51%)

Clear All

BM = Benchmark, LY = Last Year

Product Performance

Segment	Net Sales	GM	GM %	Net Profit	Net Profit %
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	**$3,736.17M**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Performance Matrix

Division ● N & S ● P & A ● PC   GM %

GM %

38.4%
38.2%
38.0%

● Networking
● Storage
● Desktop
● Accessories
● Peripherals
● Notebook

$0.0bn $0.5bn $1.0bn $1.5bn $2.0bn
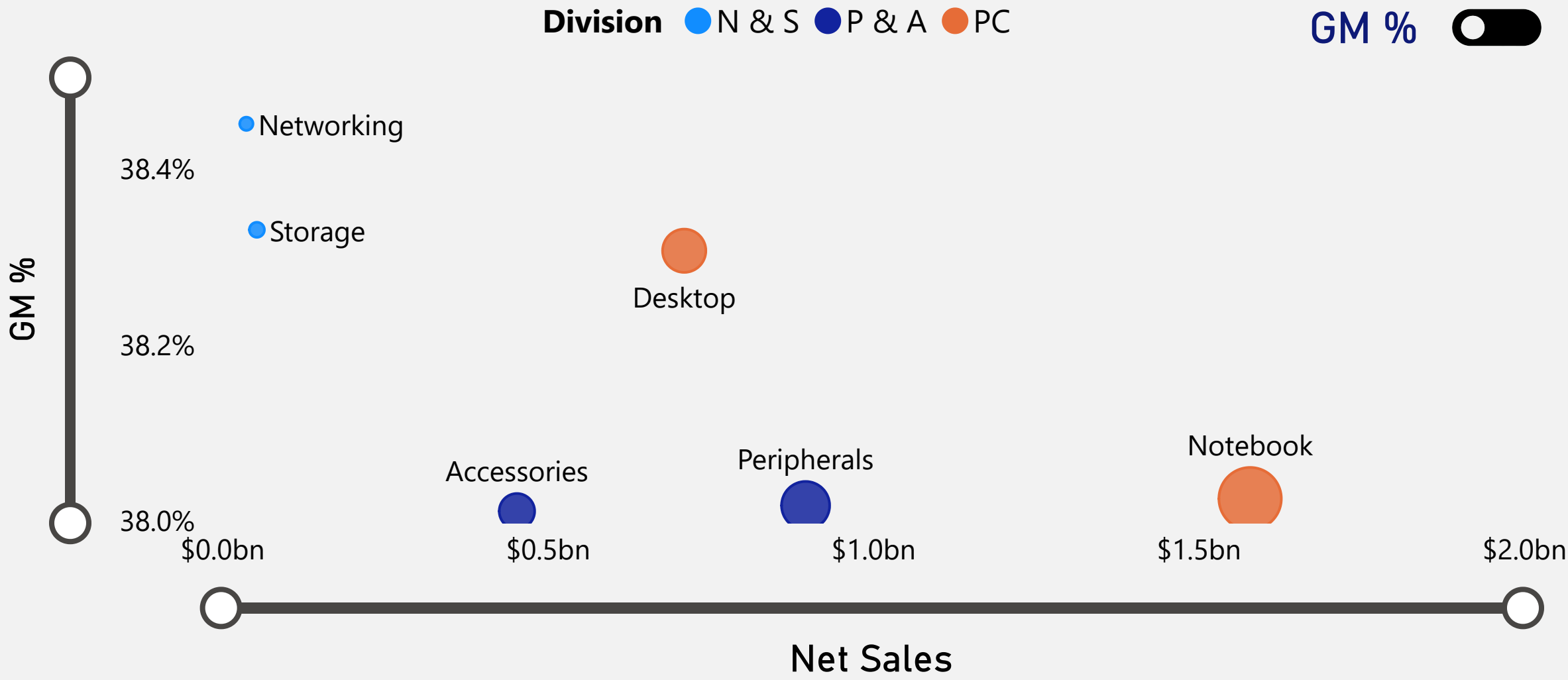
Net Sales

Region/ Market/ Customer Performance

Region	Net Sales	GM	GM %	Net Profit	Net Profit %
⊟ **APAC**	**$1,923.77M**	**690.21M**	**35.88%**	**-281.16M**	**-14.62%**
Australia	$119.33M	53.79M	45.08%	-12.02M	-10.07%
Bangladesh	$36.41M	11.21M	30.79%	-1.34M	-3.68%
China	$147.43M	67.20M	45.58%	-9.33M	-6.33%
India	$945.34M	337.98M	35.75%	-217.32M	-22.99%
Indonesia	$96.61M	31.82M	32.93%	-13.25M	-13.71%
Japan	$47.34M	20.03M	42.32%	-0.47M	-0.98%
Newzealand	$70.45M	28.77M	40.83%	-2.01M	-2.85%
Total	**$3,736.17M**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Matrix

● Total COGS ● Gross Margin
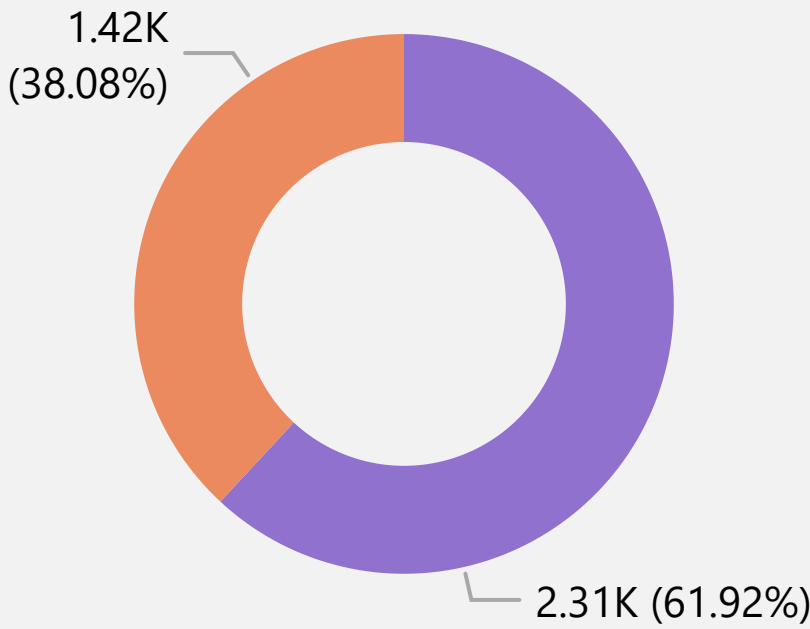
1.42K (38.08%)
2.31K (61.92%)

● Increase ● Decrease
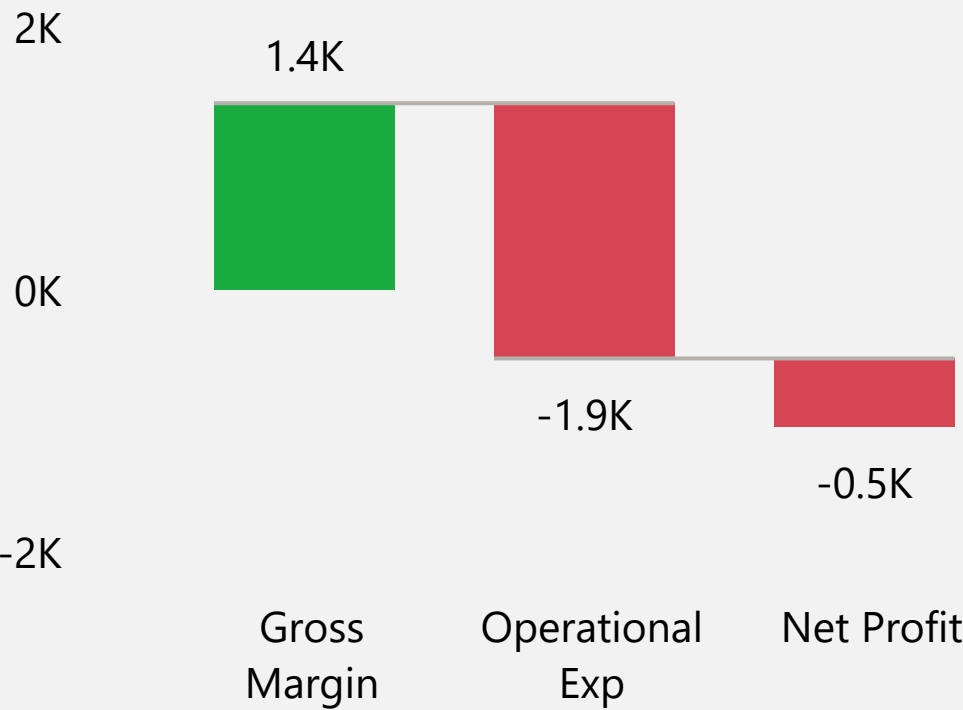
2K
0K
-2K

1.4K
-1.9K
-0.5K

Gross Margin | Operational Exp | Net Profit

BM = Benchmark, LY = Last Year

Forecast Accuracy

81.17% ✓

LY: 80.21% (+1.2%)

Net Error

-3472.69K ✓
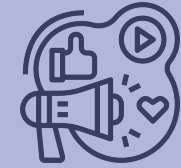
LY: -751.71K (+361.97%)

ABS Error

6.9M !

LY: 9.78M (-29.46%)

Key Metrics by Customers

Customer	Net Error %	ABS Error %	Net Error	ABS Error	Forecast Accuracy %	Risk
Acclaimed Stores	10.74	42.26%	83037	326835	57.74%	Excess Inventory
All-Out	-0.32	56.04%	-150	25880	43.96%	Out of Stock
AltiQ Exclusive	-8.73	28.58%	-221177	724217	71.42%	Out of Stock
Amazon	-9.22	26.21%	-464694	1320852	73.79%	Out of Stock
Argos (Sainsbury's)	-17.60	45.22%	-23040	59200	54.78%	Out of Stock
Atlas Stores	-2.31	50.47%	-4182	91532	49.53%	Out of Stock
Atliq e Store	-9.65	25.78%	-294868	788198	74.22%	Out of Stock
Atliq Exclusive	-28.62	70.29%	-138065	339063	29.71%	Out of Stock
BestBuy	16.72	53.40%	81179	259255	46.60%	Excess Inventory
Billa	3.91	57.37%	3704	54340	42.63%	Excess Inventory
Boulanger	-20.21	47.31%	-48802	114208	52.69%	Out of Stock
Chip 7	-35.01	65.44%	-85293	159445	34.56%	Out of Stock
Chiptec	-11.36	49.51%	-20102	87622	50.49%	Out of Stock
Circuit City	16.55	53.83%	85248	277350	46.17%	Excess Inventory
Control	13.01	47.94%	64731	238519	52.06%	Excess Inventory
Coolblue	-15.34	52.34%	-34790	118710	47.66%	Out of Stock
Costco	15.79	48.05%	101913	310077	51.95%	Excess Inventory
Croma	-16.54	63.42%	-77649	297743	36.58%	Out of Stock
Currys (Dixons Carphone)	6.00	45.71%	8104	61780	54.29%	Excess Inventory
Digimarket	-46.59	71.79%	-95328	146884	28.21%	Out of Stock
Ebay	-2.02	47.73%	-19127	451703	52.27%	Out of Stock
Electricalsara Stores	-11.41	51.38%	-11256	50688	48.62%	Out of Stock
Total	**-9.48**	**18.83%**	**-3472690**	**6899044**	**81.17%**	**Out of Stock**

Accuracy/ Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy LY %
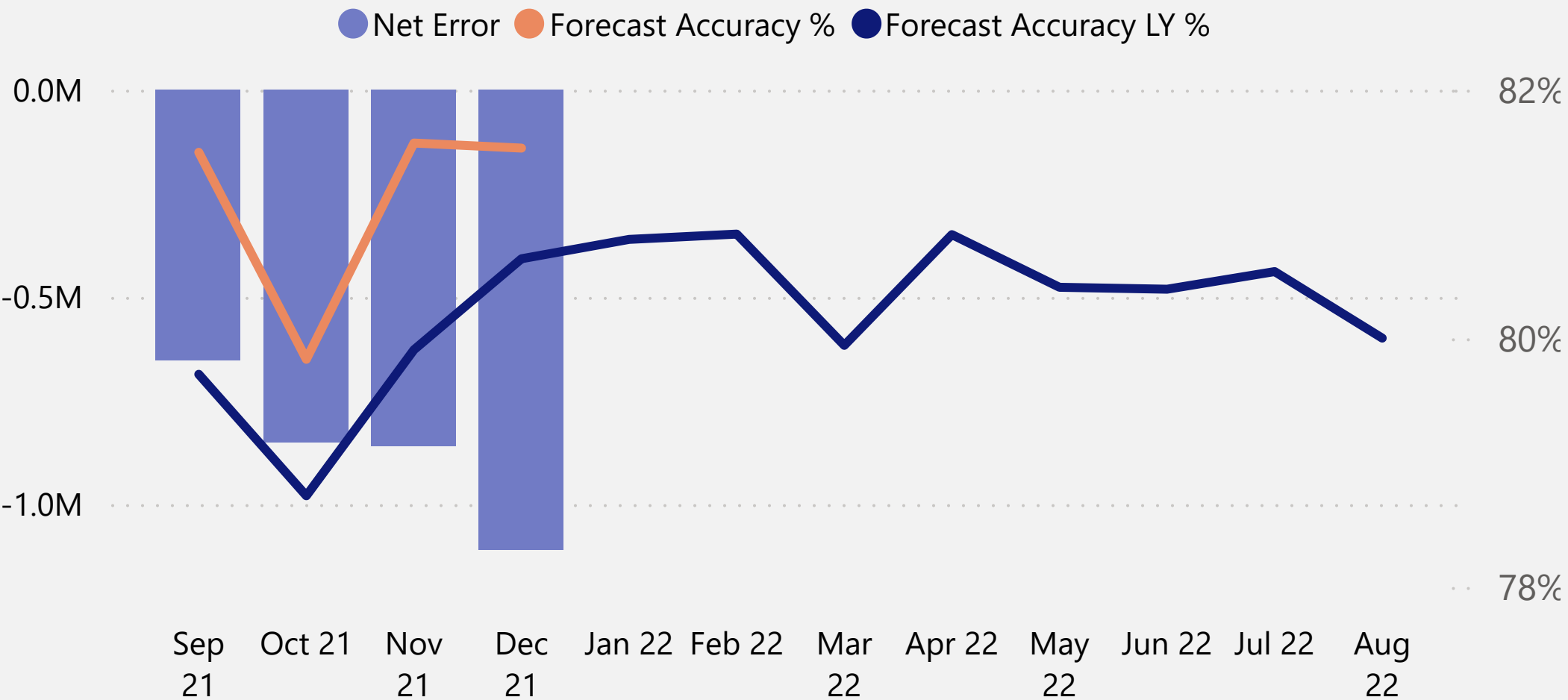
Key Metrics by Products

Segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
⊞ Accessories	87.42%	77.66%	341468	1.72	Excess Inventory
⊞ Desktop	87.53%	84.37%	78576	10.24	Excess Inventory
⊞ Networking	93.06%	90.40%	-12967	-1.69	Out of Stock
⊞ Notebook	87.24%	79.99%	-47221	-1.69	Out of Stock
⊞ Peripherals	68.17%	83.23%	-3204280	-31.83	Out of Stock
⊞ Storage	71.50%	83.54%	-628266	-25.61	Out of Stock
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48**	**Out of Stock**

BM = Benchmark, LY = Last Year

Filters

KPI Cards

Net Sales
$3.74bn !
BM: 3.81bn (-1.86%)

Gross Margin %
38.08% !
BM: 38.34% (-0.66%)
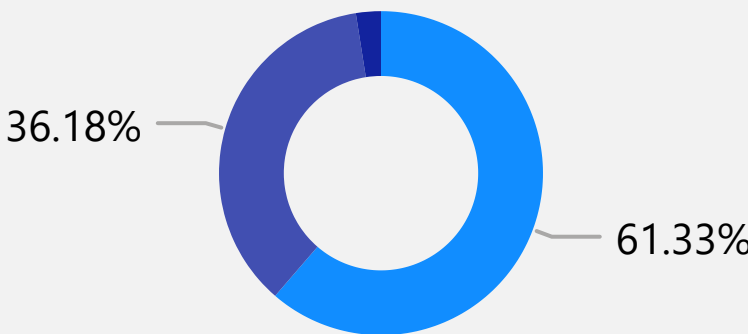
Net Profit %
-13.98% ✓
BM: -14.19% (+1.47%)
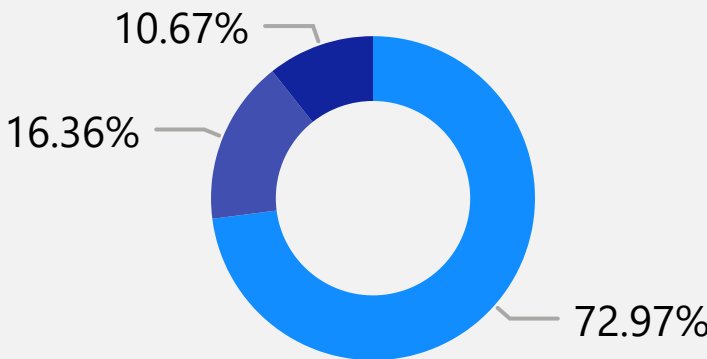
Forecast Accuracy
81.17% ✓
BM: 80.21% (+1.2%)

Revenue by Division

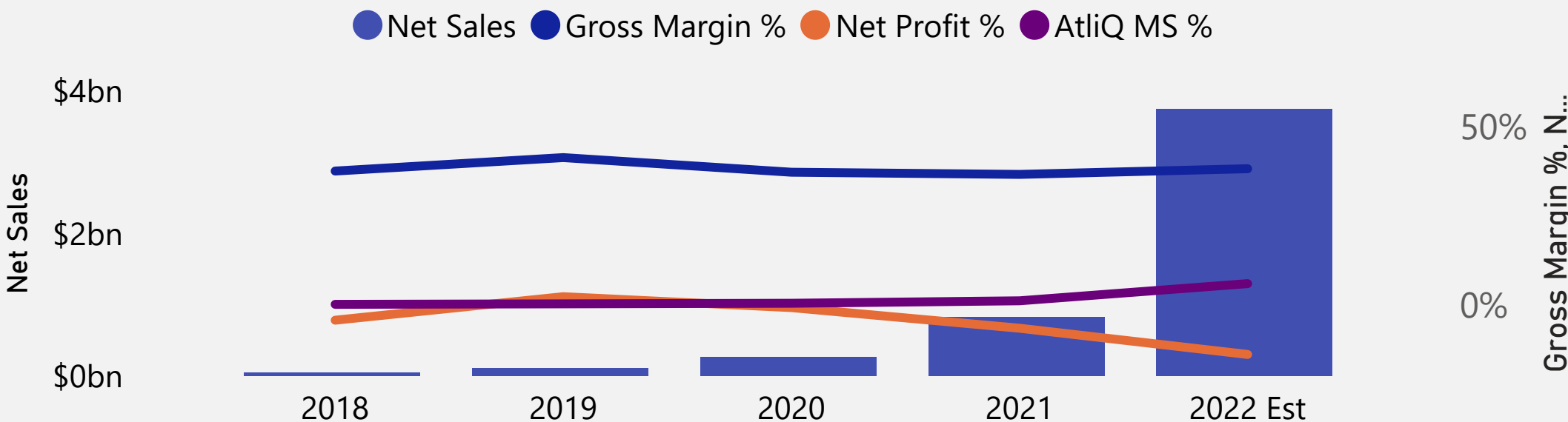**Division**: ● PC ● P & A ● N & S

36.18% · 61.33%

Revenue by Channel

channel: ● Retailer ● Direct ● Distributor

10.67% · 16.36% · 72.97%

Key Insight By Sub Zone

Sub Zone	NS	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6	Out of Stock
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4	Out of Stock
LATAM	$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4	Excess Inventory
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4	Excess Inventory
NE	$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6	Out of Stock
ROA	$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6	Out of Stock
SE	$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5	Out of Stock
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5**	**Out of Stock**

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● Net Sales ● Gross Margin % ● Net Profit % ● AtliQ MS %

PC Market Share Trend

Manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp	8.7%	8.1%	7.6%	7.7%	7.9%
pacer	7.8%	7.8%	7.0%	7.6%	7.6%
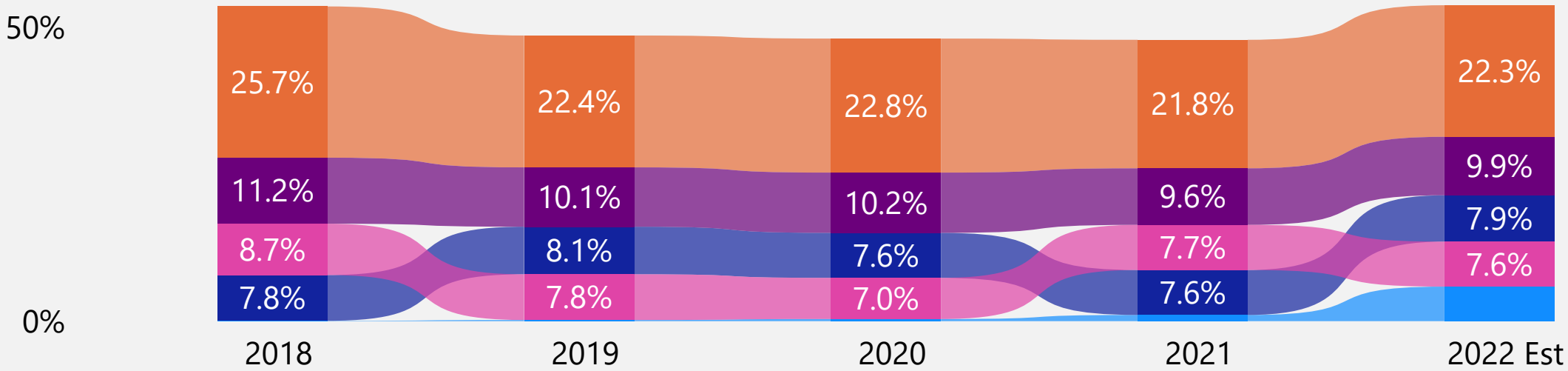
Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.3%	36.8%
AltiQ Exclusive	8.2%	47.2%
Atliq e Store	8.1%	36.9%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%
Total	**36.8%**	**39.2%**

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%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

BM = Benchmark, LY = Last Year