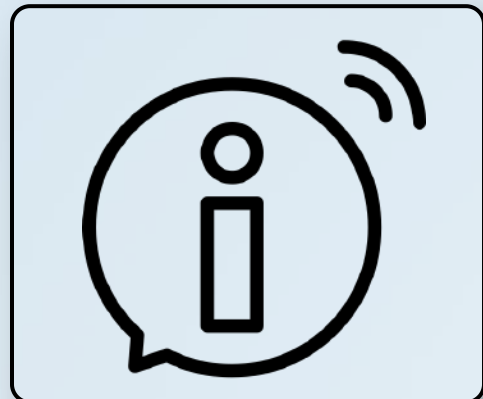# BUSINESS INSIGHTS 360

## Info

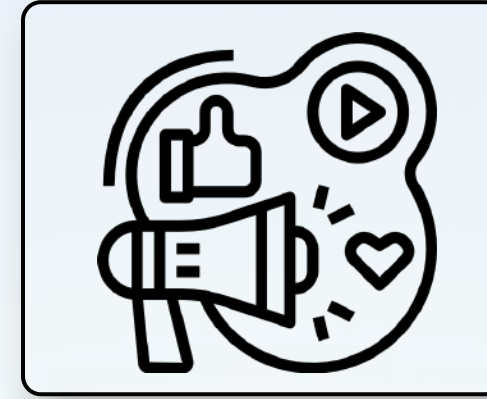Download **user manual** and get to know the key information of this tool.

## Finance View

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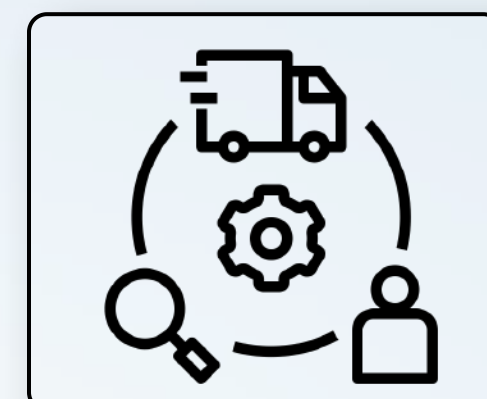
## Sales View

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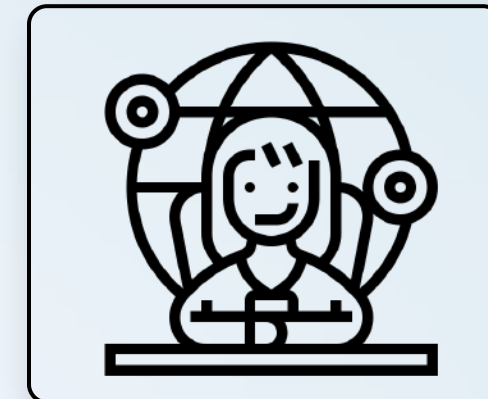
## Marketing View

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

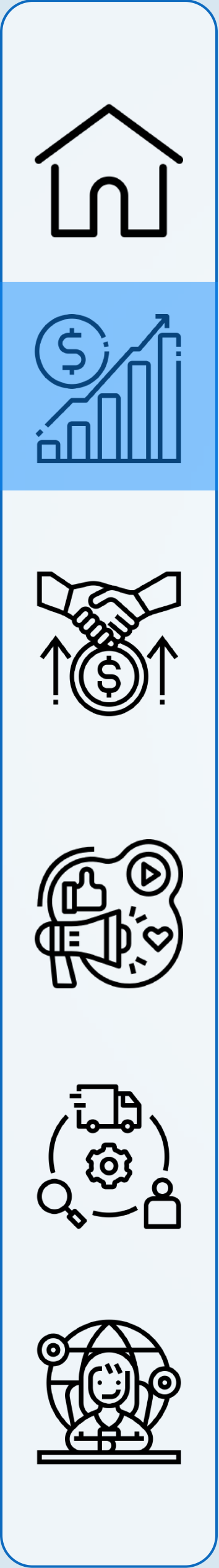Get **Forecast Accuracy, Net Error and risk profile** for product, segment, category, customer etc.

## 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.

**BenchMark ( BM )**

| **vs Last Year** | vs Target |

$3.74bn ✓
BM: 823.85M
(+353.5%)
**Net Sales**

38.1% ✓
BM: 36.49% (+4.37%)
**GM %**

-13.98% !
BM: -6.63% (-110.79%)
**Net Profit %**

## Profit and Loss Statement

| Line Item ▲ | 2022 Est | BM | Chg | Chg % |
|---|---|---|---|---|
| Gross Sales | 7,370.14 | 1,664.64 | 5,705.50 | 3.43 |
| Pre Invoice Deduction | 1,727.01 | 392.50 | 1,334.51 | 3.40 |
| Net Invoice Sales | 5,643.13 | 1,272.13 | 4,370.99 | 3.44 |
| - Post Discounts | 1,243.54 | 281.64 | 961.90 | 3.42 |
| - Post Deductions | 663.42 | 166.65 | 496.77 | 2.98 |
| Total Post Invoice Deduction | 1,906.95 | 448.29 | 1,458.67 | 3.25 |
| Net Sales | 3,736.17 | 823.85 | 2,912.32 | 3.54 |
| - Manufacturing Cost | 2,197.28 | 497.78 | 1,699.50 | 3.41 |
| - Freight Cost | 100.49 | 22.05 | 78.43 | 3.56 |
| - Other Cost | 15.52 | 3.39 | 12.14 | 3.58 |
| Total COGS | 2,313.29 | 523.22 | 1,790.07 | 3.42 |
| Gross Margin | 1,422.88 | 300.63 | 1,122.25 | 3.73 |
| Gross Margin % | 38.08 | 36.49 | 1.59 | 0.04 |
| GM / Unit | 15.76 | 5.99 | 9.77 | 1.63 |
| Operational Expense | -1,945.30 | -355.28 | -1,590.02 | 4.48 |
| Net Profit | 0.00 | 0.00 | 0.00 | 1.11 |
| Net Profit % | -13.98 | -6.63 | -7.35 | 1.11 |

## Net Sales Performance Over time

● Selection  ● vs BM
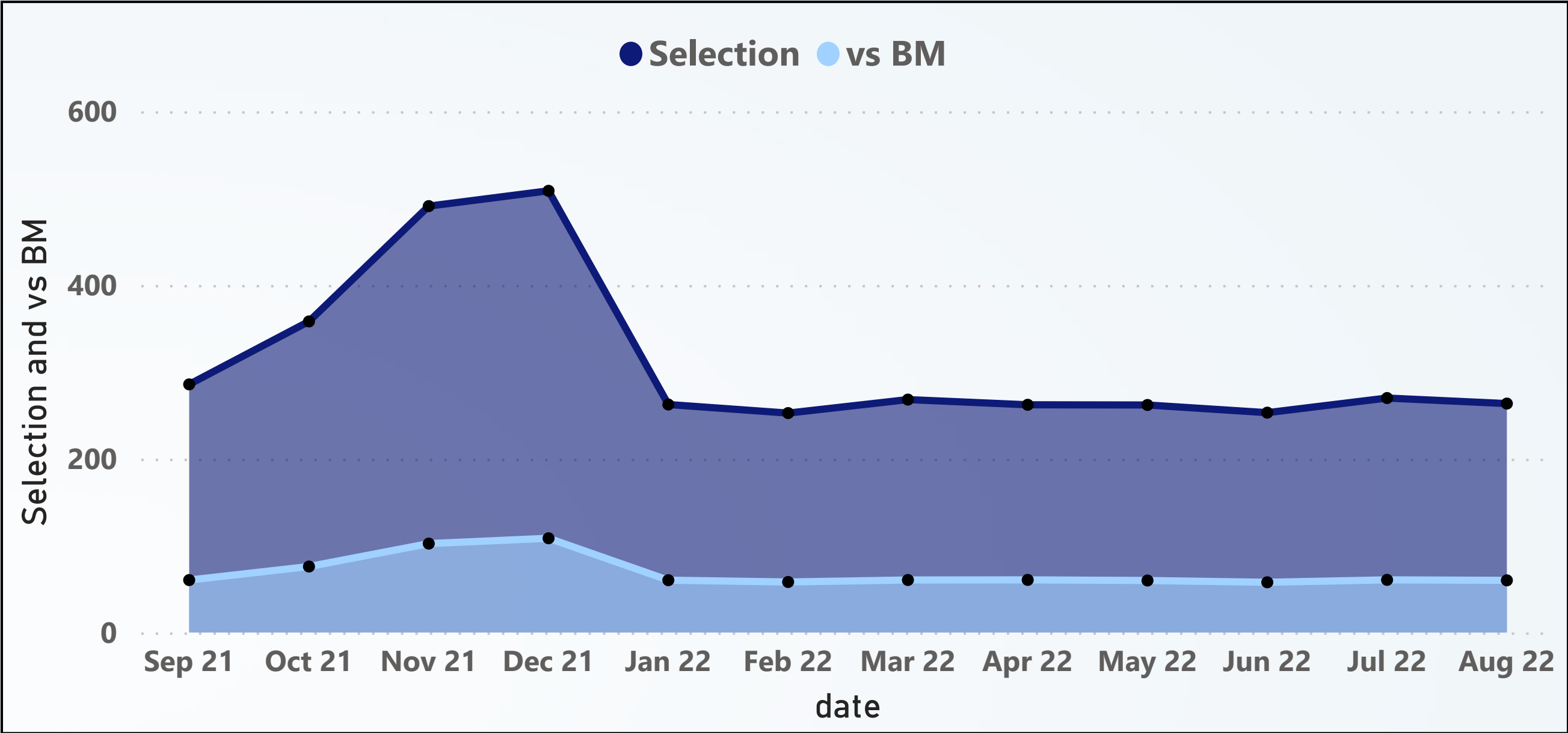


## Top & Bottom Products & Customers by Net Sales

| region | P&L values ▼ | P&L Chg% |
|---|---|---|
| ⊞ APAC | 1924 | 335.3% |
| ⊞ NA | 1022 | 474.4% |
| ⊞ EU | 775 | 286.3% |
| ⊞ LATAM | 15 | 368.4% |
| Total | **3736** | **353.5%** |

| Segment ▲ | P&L values | P&L Chg% |
|---|---|---|
| ⊞ Accessories | 454 | 85.5% |
| ⊞ Desktop | 711 | 1431.5% |
| ⊞ Networking | 38 | -14.9% |
| ⊞ Notebook | 1580 | 493.1% |
| ⊞ Peripherals | 898 | 439.0% |
| ⊞ Storage | 55 | 0.3% |
| Total | **3736** | **353.5%** |
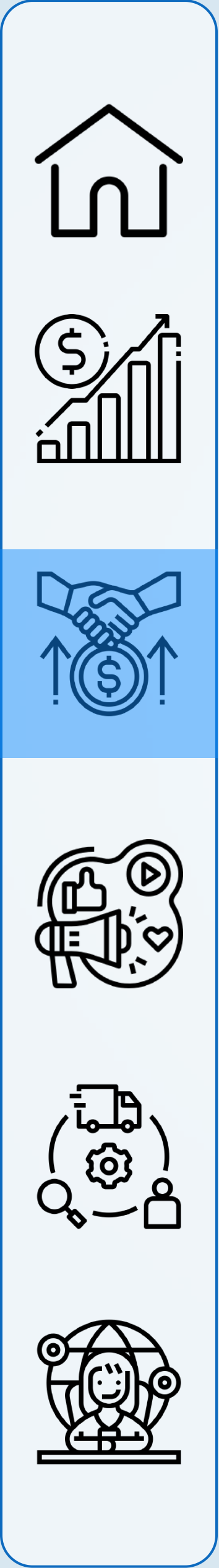
**Region, Market:** All
**Customer:** All
**Segment, Category, ...:** All

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

**BenchMark ( BM )**
vs Last Year | vs Target

Show NP%

## Customer Performance

| customer | NS $ | GM $ | GM % | Net Profit % |
|---|---|---|---|---|
| Nova | $1.71M | 0.52M | 30.2% | -13.47% |
| Notebillig | $6.66M | 1.52M | 22.8% | -34.04% |
| Otto | $6.47M | 1.56M | 24.2% | -32.70% |
| Billa | $6.82M | 1.62M | 23.8% | -33.05% |
| All-Out | $4.41M | 1.68M | 38.2% | -5.13% |
| Saturn | $6.49M | 1.72M | 26.5% | -30.37% |
| Unity Stores | $6.29M | 2.13M | 33.9% | -10.43% |
| Electricalslance Stores | $9.17M | 2.62M | 28.6% | -13.75% |
| Electricalsbea Stores | $6.95M | 2.72M | 39.1% | -1.28% |
| Flawless Stores | $9.07M | 3.18M | 35.1% | -8.03% |
| Info Stores | $9.08M | 3.21M | 35.4% | -7.69% |
| Surface Stores | $11.01M | 3.25M | 29.5% | -8.37% |
| Insight | $10.84M | 3.34M | 30.8% | -8.12% |
| Electricalsara Stores | $10.17M | 3.82M | 37.5% | -5.23% |
| **Total** | **$3,736.17M** | **1,422.88M** | **38.1%** | **-13.98%** |

## Performance Matrix

**region** ● APAC ● EU

10.00%

## Product Performance
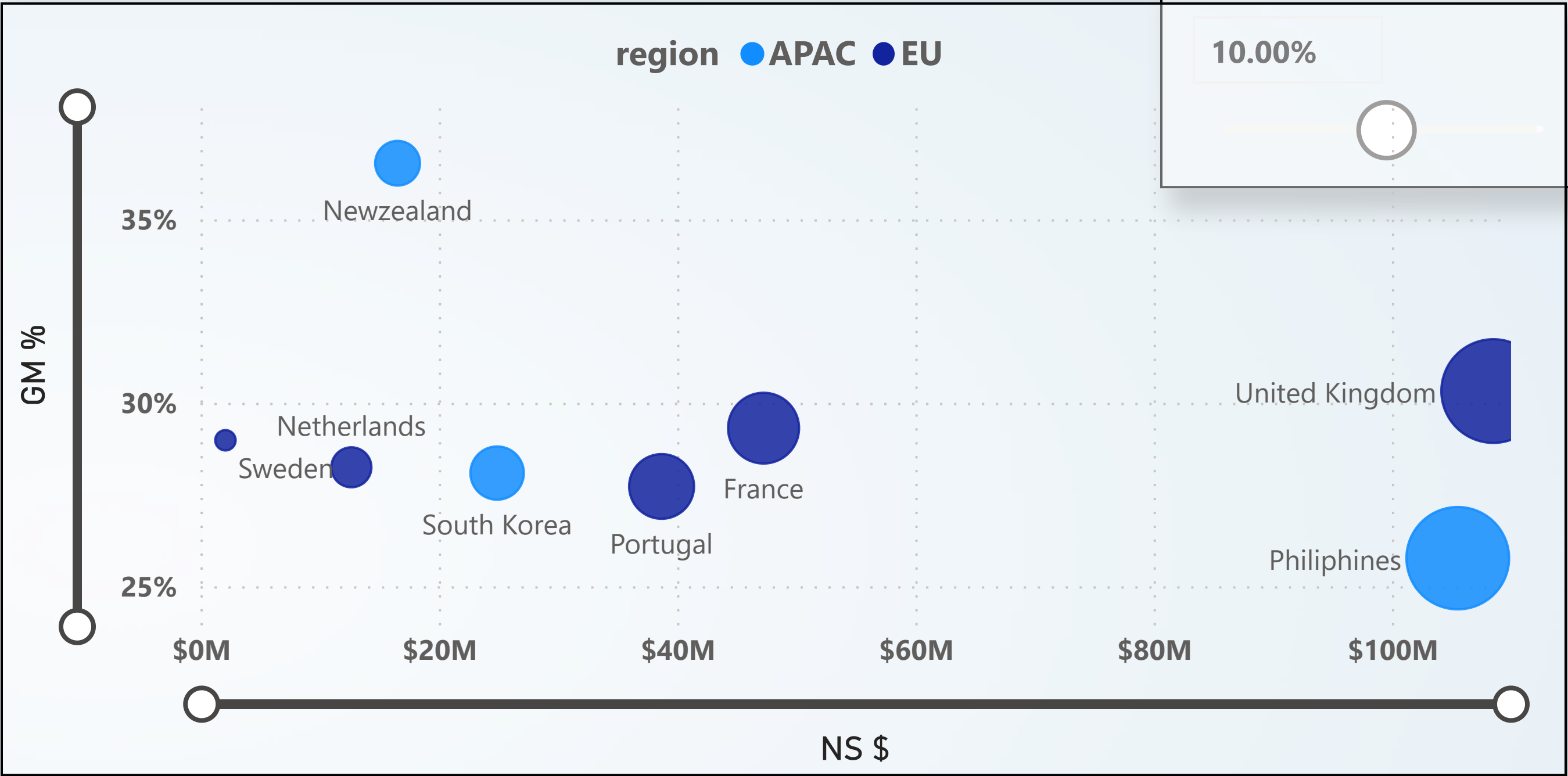
| segment | NS $ | GM $ | GM % | Net Profit % |
|---|---|---|---|---|
| ⊞ **Accessories** | $454.10M | 172.61M | 38.0% | -14.05% |
| ⊞ **Desktop** | $711.08M | 272.39M | 38.3% | -13.75% |
| ⊞ **Networking** | $38.43M | 14.78M | 38.5% | -13.72% |
| ⊞ **Notebook** | $1,580.43M | 600.96M | 38.0% | -14.06% |
| ⊞ **Peripherals** | $897.54M | 341.22M | 38.0% | -14.03% |
| ⊞ **Storage** | $54.59M | 20.93M | 38.3% | -13.76% |
| **Total** | **$3,736.17M** | **1,422.88M** | **38.1%** | **-13.98%** |

## Unit Economics

Descri... ● Net Sales ● Total ... ● Pre In...

2K (23.43%), 4K (50.69%), 2K (25.87%)

Descri... ● Total COGS ● Gross Margin

1K (38.08%), 2K (61.92%)
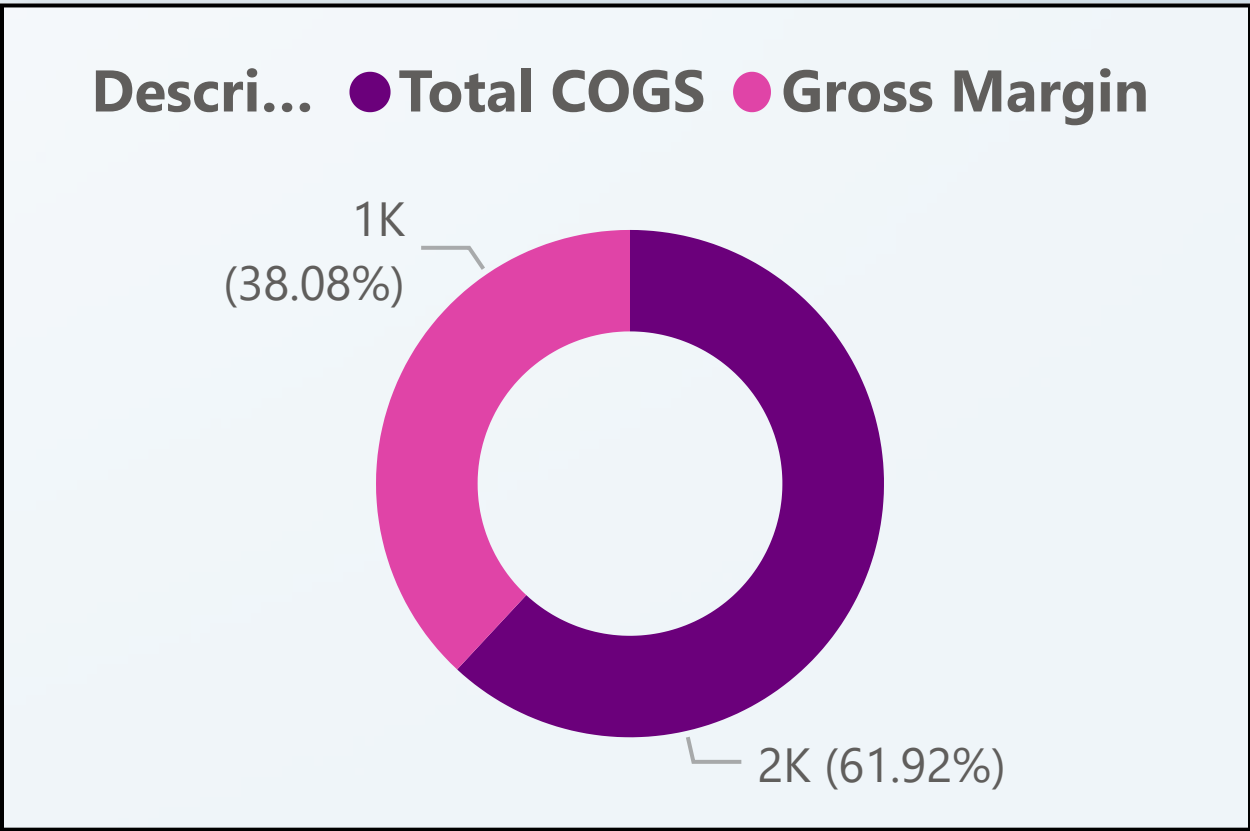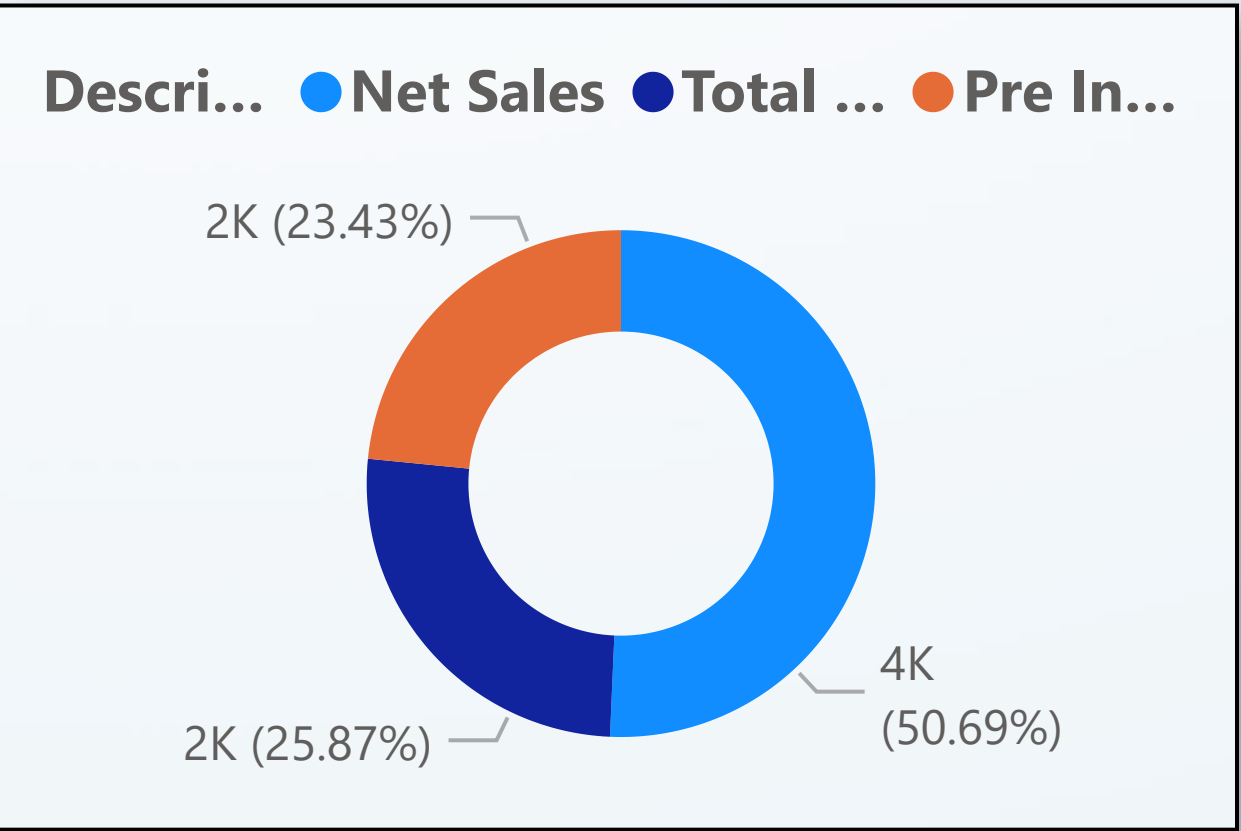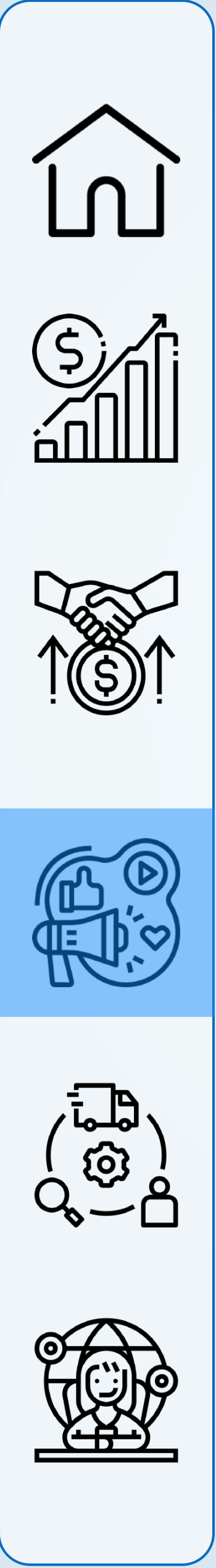
## Product Performance

| segment | NS $ | GM $ | GM % | Net Profit ▼ | Net Profit % |
|---|---|---|---|---|---|
| ⊞ Networking | $38.43M | 14.78M | 38.5% | -5.27M | -13.72% |
| ⊞ Storage | $54.59M | 20.93M | 38.3% | -7.51M | -13.76% |
| ⊞ Accessories | $454.10M | 172.61M | 38.0% | -63.78M | -14.05% |
| ⊞ Desktop | $711.08M | 272.39M | 38.3% | -97.79M | -13.75% |
| ⊞ Peripherals | $897.54M | 341.22M | 38.0% | -125.91M | -14.03% |
| ⊞ Notebook | $1,580.43M | 600.96M | 38.0% | -222.16M | -14.06% |
| Total | $3,736.17M | 1,422.88M | 38.1% | -522.42M | -13.98% |

## Performance Matrix

division ● N & S ● P & A ● PC
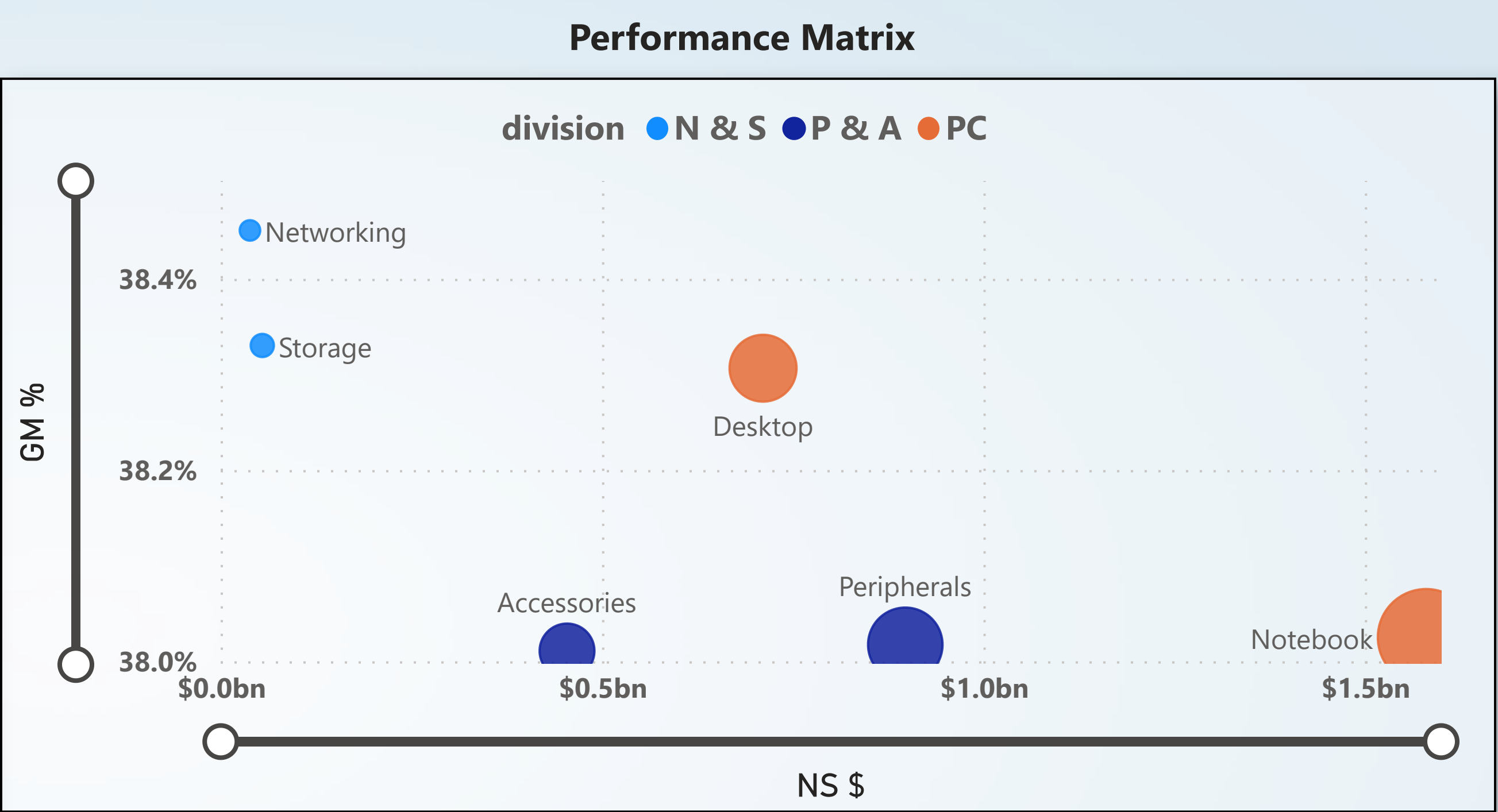


## Region / Market / Customer Performance

| region | NS $ | GM $ | GM % | Net Profit ▼ | Net Profit % |
|---|---|---|---|---|---|
| ⊞ APAC | $1,923.77M | 690.21M | 35.9% | -281.16M | -14.62% |
| ⊞ NA | $1,022.09M | 459.68M | 45.0% | -145.31M | -14.22% |
| ⊞ EU | $775.48M | 267.80M | 34.5% | -95.52M | -12.32% |
| ⊞ LATAM | $14.82M | 5.19M | 35.0% | -0.44M | -2.95% |
| Total | $3,736.17M | 1,422.88M | 38.1% | -522.42M | -13.98% |
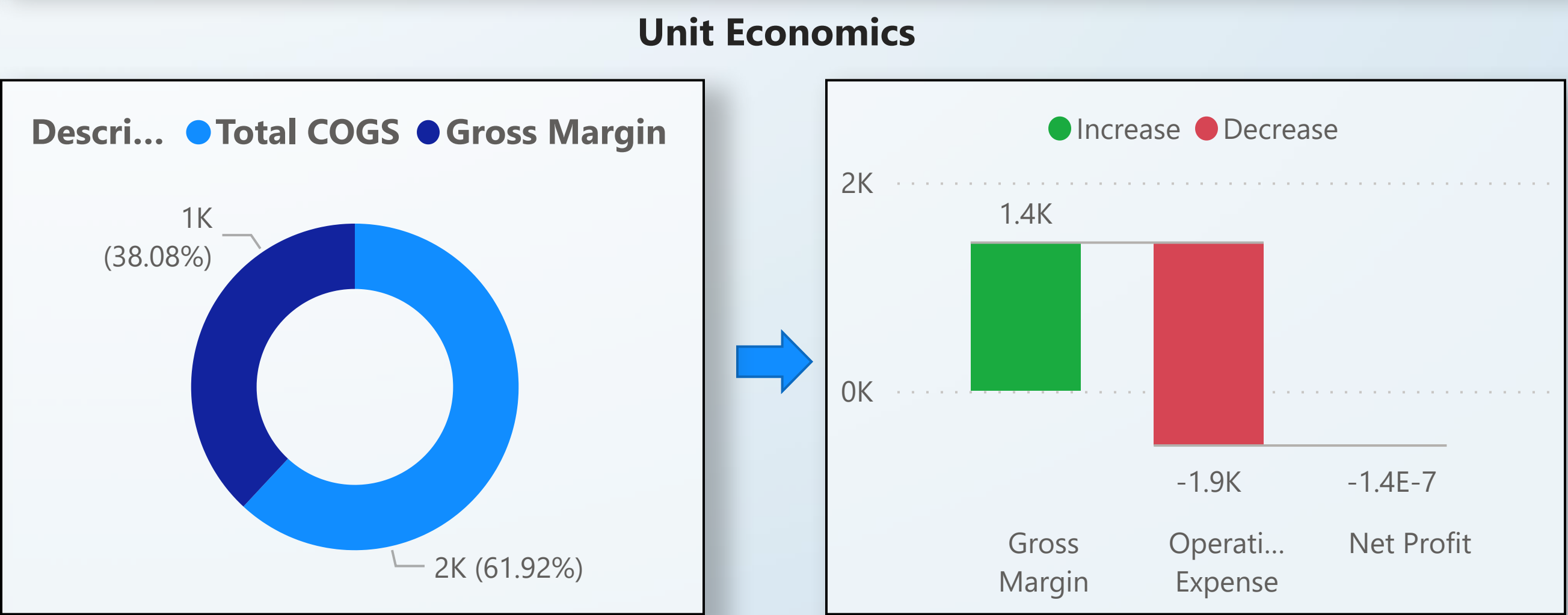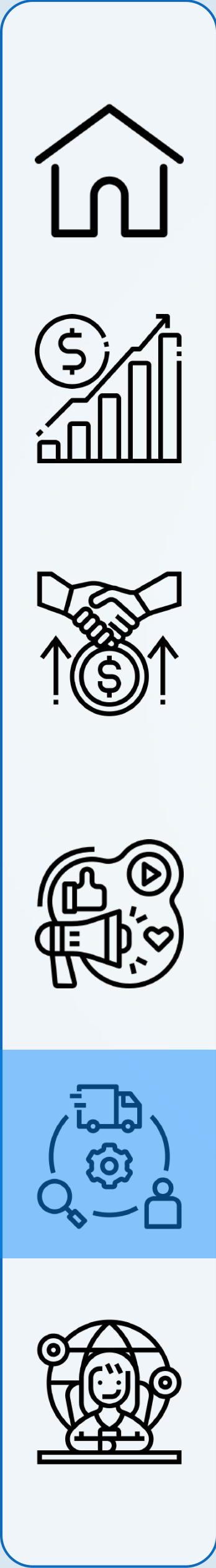
## Unit Economics

Descri... ● Total COGS ● Gross Margin

1K (38.08%)

2K (61.92%)

● Increase ● Decrease

2K

1.4K

0K

-1.9K    -1.4E-7

Gross Margin    Operati... Expense    Net Profit

**Region, Market**
All

**Customer**
All

**Segment, Category, ...**
All

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

**81.17%** ✓
BM: 0.80 (+1.2%)
**Forecast Accuracy**

**-3472.7K** ✓
BM: -751.7K (-361.97%)
**Net Error**

**6899.0K** ✓
BM: 9780.7K (-29.46%)
**ABS Error**

## Net Error & Forecast Accuracy trend Over time

● Net Error  ● Forecast Accuracy %  ● Forecast Accuracy % LY

Sep 21, Oct 21, Nov 21, Dec 21, Jan 22, Feb 22, Mar 22, Apr 22, May 22, Jun 22, Jul 22, Aug 22

### Key Metrics by Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| All-Out | 43.96% | 0.29 | -150 | -0.32% | OOS |
| Amazon | 73.79% | 0.75 | -464694 | -9.22% | OOS |
| Argos (Sainsbury's) | 54.78% | 0.56 | -23040 | -17.60% | OOS |
| Atlas Stores | 49.53% | 0.48 | -4182 | -2.31% | OOS |
| Atliq e Store | 74.22% | 0.75 | -294868 | -9.65% | OOS |
| AtliQ Exclusive | 70.35% | 0.72 | -359242 | -11.91% | OOS |
| Boulanger | 52.69% | 0.59 | -48802 | -20.21% | OOS |
| Chip 7 | 34.56% | 0.53 | -85293 | -35.01% | OOS |
| Chiptec | 50.49% | 0.53 | -20102 | -11.36% | OOS |
| Coolblue | 47.66% | 0.53 | -34790 | -15.34% | OOS |
| Croma | 36.58% | 0.43 | -77649 | -16.54% | OOS |
| Digimarket | 28.21% | 0.41 | -95328 | -46.59% | OOS |
| Ebay | 52.27% | 0.50 | -19127 | -2.02% | OOS |
| Electricalsara Stores | 48.62% | 0.52 | -11256 | -11.41% | OOS |
| Electricalsbea Stores | 55.74% | 0.52 | -6352 | -9.56% | OOS |
| Electricalslance Stores | 41.07% | 0.55 | -39358 | -41.89% | OOS |
| **Total** | **81.17%** | **0.80** | **-3472690** | **-9.48%** | **OOS** |

### Key Metrics by Segment, Category & Products

| segment | Forecast Accuracy % | Net Error | Net Error % | Forecast Accuracy % LY | Risk |
|---|---|---|---|---|---|
| ⊞ Accessories | 87.42% | 341468 | 1.72% | 0.78 | EI |
| ⊞ Desktop | 87.53% | 78576 | 10.24% | 0.84 | EI |
| ⊞ Networking | 93.06% | -12967 | -1.69% | 0.90 | OOS |
| ⊞ Notebook | 87.24% | -47221 | -1.69% | 0.80 | OOS |
| ⊞ Peripherals | 68.17% | -3204280 | -31.83% | 0.83 | OOS |
| ⊞ Storage | 71.50% | -628266 | -25.61% | 0.84 | OOS |
| **Total** | **81.17%** | **-3472690** | **-9.48%** | **0.80** | **OOS** |

**BM = Bench Mark , LY = Last Year**
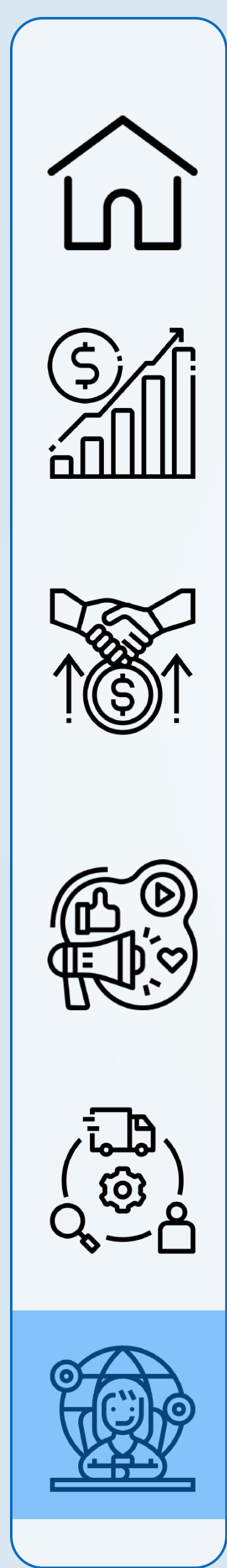
2018 | 2019 | 2020 | 2021 | **2022 Est** | Q1 | Q2 | Q3 | Q4 | YTD | YTG

## BenchMark ( BM )

**vs Last Year** | vs Target

$3.74bn✓
BM: 823.85M
(+353.5%)
**Net Sales**

38.1%✓
BM: 36.49%
(+4.37%)
**GM %**

-13.98% !
BM: -6.63%
(-110.79%)
**Net Profit %**

81.17%✓
BM: 0.80 (+1.2%)
**Forecast Accuracy**

## Key Insights by Sub Zones

| Sub Zone | NS $ | RC % | GM % | Net Profit % | Atliq MS % | Net Error % ▲ | Risk |
|---|---|---|---|---|---|---|---|
| SE | $317.78M | 8.5% | 37.0% ⬇ | -4.00% | 16.4% | -55.47% | OOS |
| ANZ | $189.78M | 5.1% | 43.5% | -7.39% | 1.4% | -37.61% | OOS |
| India | $945.34M | 25.3% | 35.8% | -22.99% | 13.3% | -24.37% | OOS |
| ROA | $788.66M | 21.1% | 34.2% ⬇ | -6.32% | 8.3% | -4.56% | OOS |
| NE | $457.71M | 12.3% | 32.8% ⬇ | -18.09% | 6.8% | -4.56% | OOS |
| LATAM | $14.82M | 0.4% | 35.0% ⬇ | -2.95% | 0.3% | 3.37% | EI |
| NA | $1,022.09M | 27.4% | 45.0% | -14.22% | 4.9% | 14.35% | EI |
| **Total** | **$3,736.17M** | **100.0%** | **38.1%** | **-13.98%** | **5.9%** | **-9.48%** | **OOS** |

## PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



## Revenue by Division

● PC ● P & A ● N & S

2.49%
36.18%
61.33%

## Revenue by Customer

● Retailer ● Direct ● Distributor

10.67%
17.8%
71.53%

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

● atliq ● GM % ● Net Profit % ● Market Share %



## 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% |
| Sage | 3.4% | 31.5% ⬇ |
| **Total** | **38.2%** | **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 = Bench Mark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock**