



Business Insight 360



Tuesday, April 12, 2022



Dec 21



Finance View

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



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.



Information

Values are in Dollars & Millions



Support



FILTERS

Select Benchmark (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
NP= Net Profit | Chg = Change

All values in Million \$

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time



Primary Parameter

- ☒ REGION
☐ CATEGORY

Secondary Parameter

- ☒ Market
☐ Product

Top / Bottom Products & Customers by Net Sales

REGION	Values	Chg %
APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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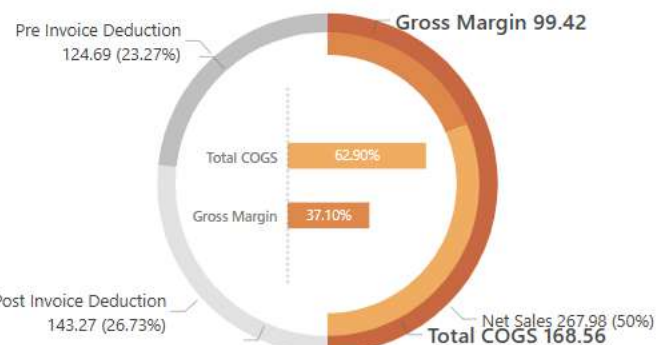
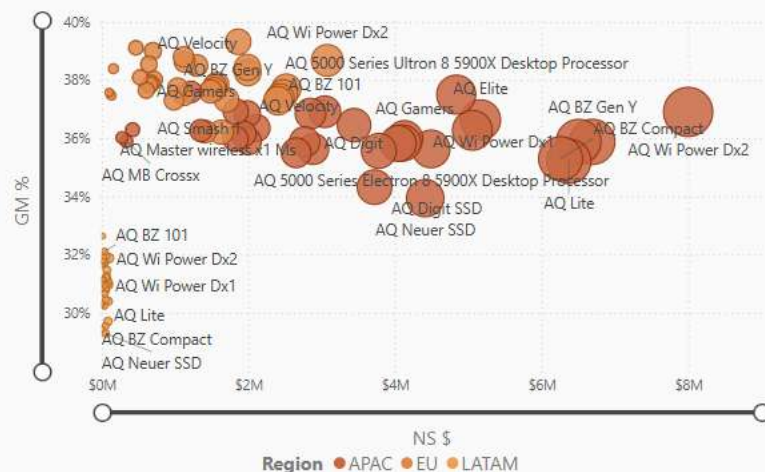
NP= Net Profit | Chg = Change

All values in Million \$

Net Sales Performance Over Time

Gross Margin%
Variance

0%



Product / Customer Performance

Product

Customer

Product	NS \$	GM \$	GM %	Δ GM %
AQ Wi Power Dx2	\$14.37M	5.46M	37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	4.47M	36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	4.38M	36.97%	-8.37%
AQ Lite	\$11.55M	4.21M	36.47%	-12.85%
AQ BZ Compact	\$11.40M	4.16M	36.47%	-12.49%
AQ Elite	\$9.48M	3.58M	37.74%	-7.16%
AQ Gamers	\$9.34M	3.49M	37.41%	-10.03%
AQ 5000 Series Ultron 8 590...	\$8.77M	3.38M	38.59%	-9.02%
AQ 5000 Series Electron 8 5...	\$8.19M	3.00M	36.66%	-13.78%
AQ 5000 Series Electron 9 5...	\$7.52M	2.80M	37.20%	-12.12%
AQ Neuer SSD	\$7.85M	2.76M	35.20%	-13.96%
AQ Digit	\$7.45M	2.75M	36.96%	-10.10%
AQ Gamers Ms	\$7.33M	2.71M	36.97%	-10.86%
AQ Master wireless x1	\$6.95M	2.56M	36.77%	-11.15%
AQ Digit SSD	\$6.70M	2.38M	35.47%	-13.92%
AQ Velocity	\$6.27M	2.36M	37.68%	-8.03%
Total	\$200.16M	74.30M	37.12%	-9.90%



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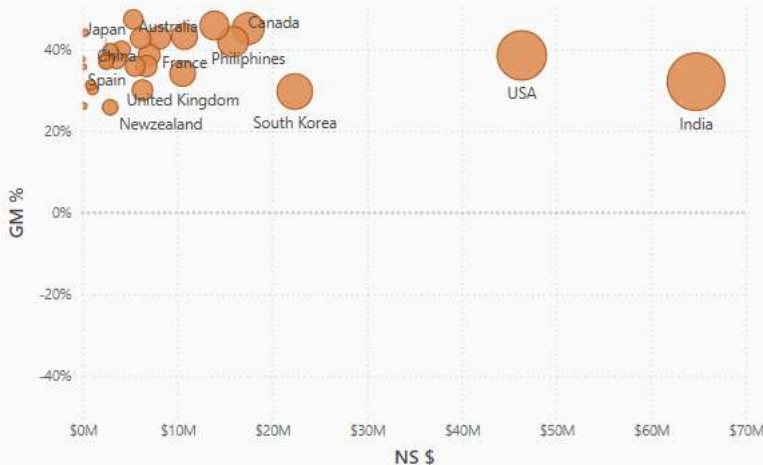
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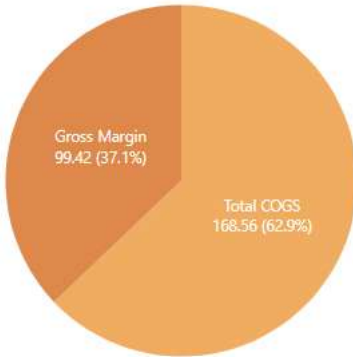
Market Performance - By Net Profit %

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GM % Net Profit %



Net Sales & Gross Margin Bifurcation



Segment ☒ Market

Region Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
Indonesia	\$8.08M	42.83%	1.69M	20.98%	16.62%
Philippines	\$17.45M	45.05%	3.38M	19.34%	45.77%
France	\$10.74M	43.13%	1.83M	17.07%	148.32%
Australia	\$13.90M	45.81%	2.16M	15.53%	52.26%
Pakistan	\$6.12M	42.68%	0.95M	15.52%	-323.97%
Norway	\$3.59M	37.29%	0.55M	15.21%	
Poland	\$4.10M	39.88%	0.54M	13.24%	11.79%
Bangladesh	\$2.94M	39.51%	0.39M	13.24%	-983.80%
Portugal	\$5.53M	35.80%	0.54M	9.84%	-21.75%
Canada	\$15.87M	41.84%	1.37M	8.62%	443.09%
Chile	\$0.09M	35.70%	0.01M	7.06%	
Columbia	\$0.02M	37.61%	0.00M	6.86%	
Netherlands	\$5.34M	47.32%	0.34M	6.43%	-163.76%
Sweden	\$0.25M	44.02%	0.01M	5.09%	-237.92%
Japan	\$2.46M	36.86%	0.10M	4.07%	
Mexico	\$0.84M	31.26%	0.02M	2.10%	-74.06%
South Korea	\$22.38M	29.66%	0.09M	0.40%	-97.30%
Newzealand	\$2.90M	25.81%	-0.04M	-1.34%	
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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All values in Million \$

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

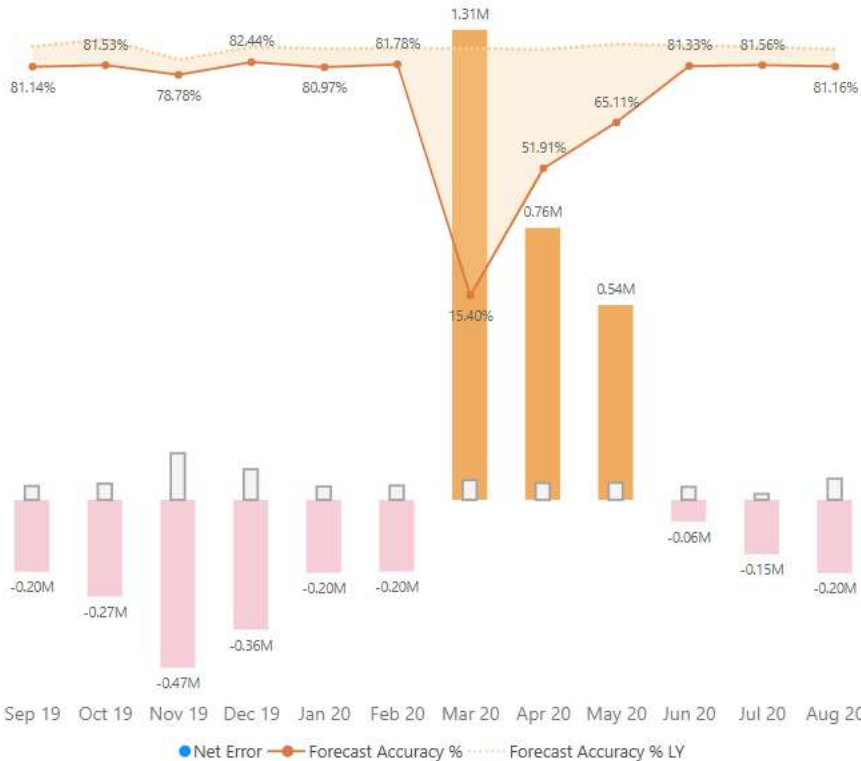
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiørn	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



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Abbreviations

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RC= Revenue Contribution
MS= Market Share

All values in Million \$

Net Sales \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

Gross Margin %

37.83%

BM: 37.07% | 2.05% ▲

Net Profit %

-11.64%

BM: -4.52% | 157.19% ▲

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Revenue Contribution

Division

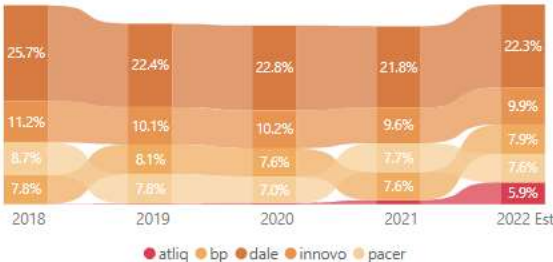
Channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

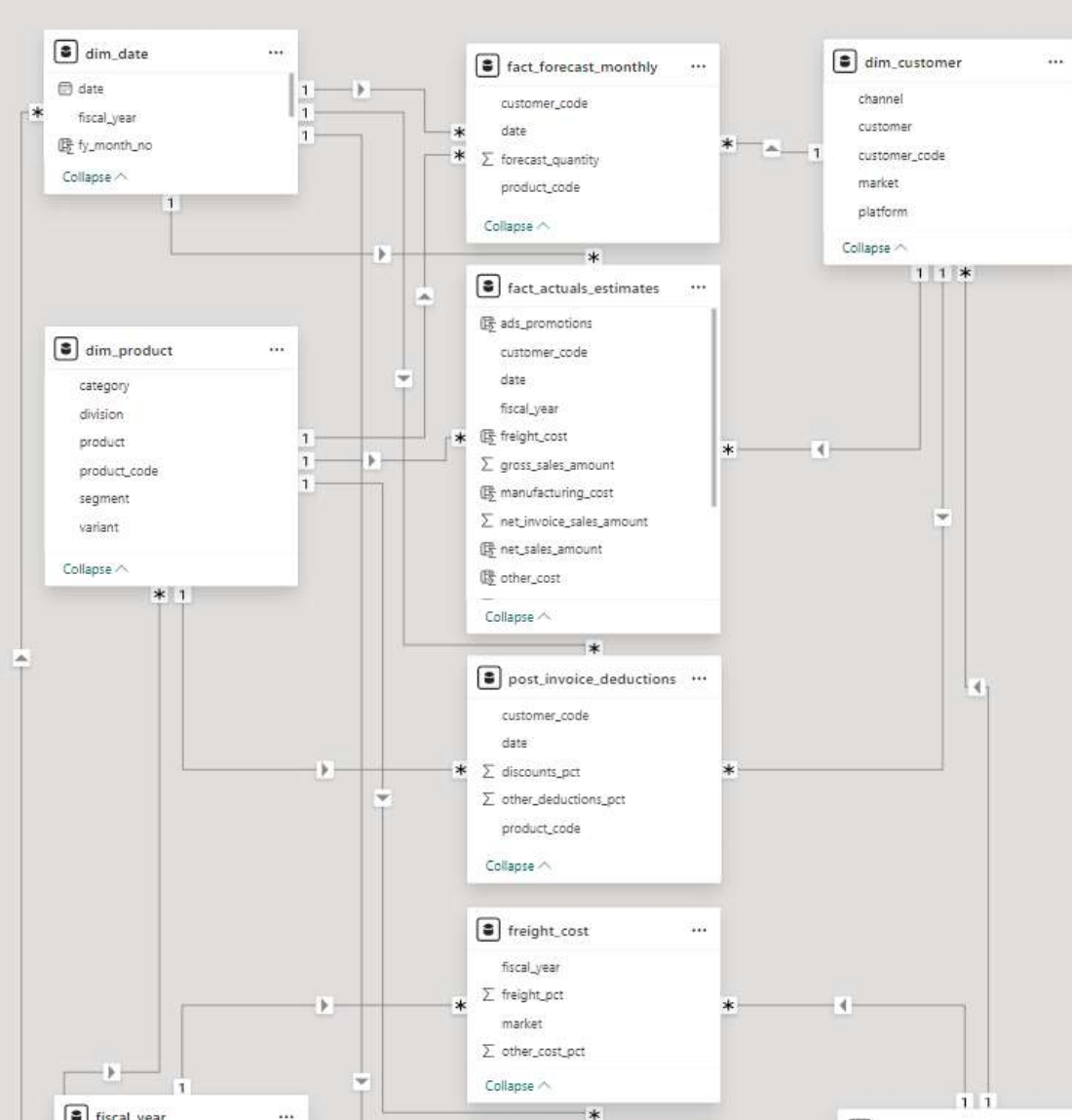
Customer	RC %	GM %
Amazon	13.6%	36.76% ▲
AtliQ Exclusive	9.6%	45.67% ▲
AtliQ e Store	8.4%	37.13% ▼
Flipkart	3.6%	39.78% ▲
Saqe	3.4%	32.45% ▼
Total	38.7%	38.96%

TOP 5 Products

Product	RC %	GM %
AQ HOME Allin1 G...	4.4%	38.04% ▲
AQ BZ Allin1 Gen 2	4.1%	38.51% ○
AQ BZ Allin1	3.5%	37.55% ▲
AQ Smash 2	3.4%	37.37% ▲
AQ Smash 1	3.3%	37.47% ▼
Total	18.7%	37.83%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,290.74M	26.0%	43.45% ▲	-13.40% ▲	-3.8%	OOS	1.8%
India	\$1,271.22M	25.6%	35.14% ▲	-22.03% ▲	0.2%	EI	5.1%
ROA	\$1,077.36M	21.7%	35.42% ▼	-2.30%	-5.3%	OOS	3.2%
NE	\$604.60M	12.2%	34.05% ▼	-14.26%	4.9%	EI	2.5%
SE	\$446.41M	9.0%	37.59% ▼	-1.32%	-6.7%	OOS	6.6%
ANZ	\$257.15M	5.2%	42.51% ▲	-3.17%	-1.2%	OOS	0.5%
LATAM	\$21.00M	0.4%	35.33% ▼	-0.78%	0.3%	EI	0.1%
Total	\$4,968.48M	100.0%	37.83%	-11.64%	-2.0%	OOS	2.3%



Key Measures
ABS Error
Abs Error %
ABS Error LY
Collapse ^

P & L Rows
Description
Line Item
Order
Collapse ^

P & L Columns
Col Header
Collapse ^

LastSalesMonth
LastSalesMonth
Collapse ^

report_refresh_date
Report Last Refreshed
Collapse ^

Set Bm
Benchmark
ID
Collapse ^