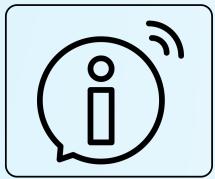




# Business Insights 360

Sales data valailable through Dec 21



**Info**

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



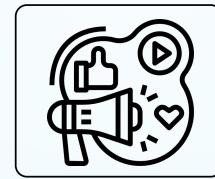
**Finance View**

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



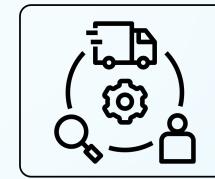
**Sales View**

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



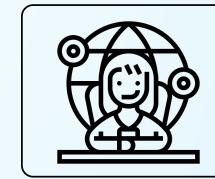
**Marketing View**

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.



region, market ▾

All ▾

customer ▾

All ▾

segment, categor... ▾

All ▾

Last year Target

2018 2019 2020 2021 2022 EST

Q 1 Q 2 Q 3 Q 4

YTD YTG

**BM Value not available for selected filter**

**\$823.85M ✓**  
BM: (Blank) (+Infinity%)

**36.5% ✓**  
BM: (Blank) (+Infinity%)

**-6.63% !**  
BM: (Blank) (-Infinity%)

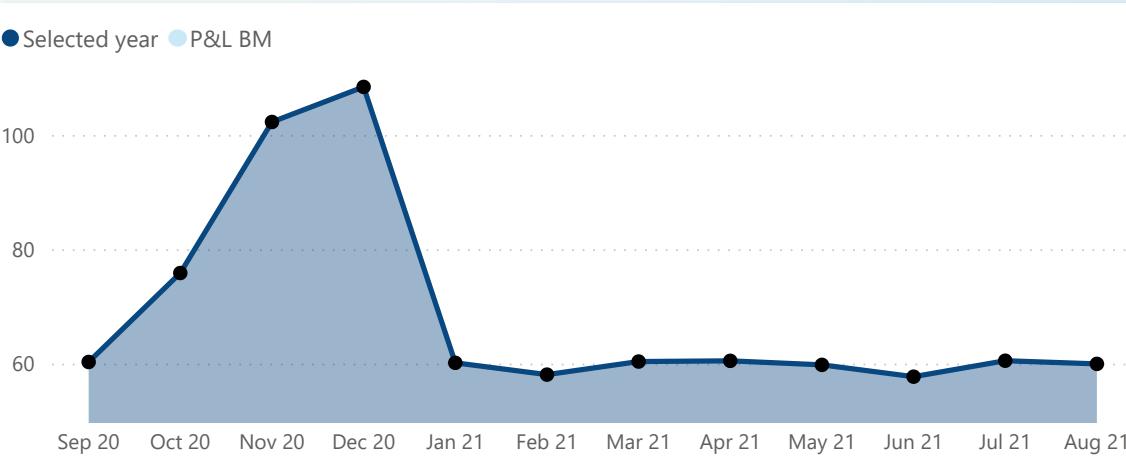
**Net sales**      **Gross Margin %**      **Net Profit %**

### Profit & Loss statement

| Line Item             | 2021   |
|-----------------------|--------|
| Net Profit %          | -0.1   |
| Net Profit            | -54.7  |
| operational expense   | -355.3 |
| GM / Unit             | 6.0    |
| Gross Margin %        | 36.5   |
| Gross Margin          | 300.6  |
| Total COGS            | 523.2  |
| - Other Cost          | 3.4    |
| - Freight Cost        | 22.1   |
| - Manufacturing Cost  | 497.8  |
| Net Sales             | 823.8  |
| Total Post Invoice    | 448.3  |
| Deduction             |        |
| - Post Deductions     | 166.6  |
| - Post Discounts      | 281.6  |
| Net Invoice Sales     | 1272.1 |
| Pre Invoice Deduction | 392.5  |
| Gross Sales           | 1664.6 |

**Net sales Performance over time**

Selected year P&L BM



Sep 20 Oct 20 Nov 20 Dec 20 Jan 21 Feb 21 Mar 21 Apr 21 May 21 Jun 21 Jul 21 Aug 21

### Top/Bottum Products & customers by Net sales

| region       | P&L values    | change % |
|--------------|---------------|----------|
| APAC         | 441.98        |          |
| EU           | 200.77        |          |
| LATAM        | 3.16          |          |
| NA           | 177.94        |          |
| <b>Total</b> | <b>823.85</b> |          |

| segment      | P&L values    | change % |
|--------------|---------------|----------|
| Accessories  | 244.85        |          |
| Desktop      | 46.43         |          |
| Networking   | 45.16         |          |
| Notebook     | 266.49        |          |
| Peripherals  | 166.51        |          |
| Storage      | 54.42         |          |
| <b>Total</b> | <b>823.85</b> |          |

**Customer Performance**

| customer                 | NS \$            | GM \$            | GM %         |
|--------------------------|------------------|------------------|--------------|
| Notebillig               | \$1.47M          | \$0.27M          | 18.3%        |
| Billa                    | \$1.65M          | \$0.41M          | 24.7%        |
| Sound                    | \$5.68M          | \$1.46M          | 25.6%        |
| Croma                    | \$9.88M          | \$2.60M          | 26.3%        |
| Viveks                   | \$10.09M         | \$2.66M          | 26.4%        |
| Ezone                    | \$10.30M         | \$2.72M          | 26.4%        |
| Nova                     | \$0.46M          | \$0.12M          | 26.6%        |
| Otto                     | \$1.57M          | \$0.42M          | 26.9%        |
| Integration Stores       | \$1.88M          | \$0.51M          | 27.3%        |
| Saturn                   | \$1.56M          | \$0.43M          | 27.4%        |
| Digimarket               | \$5.41M          | \$1.52M          | 28.1%        |
| Currys (Dixons Carphone) | \$2.43M          | \$0.69M          | 28.4%        |
| Atliq Exclusive          | \$10.77M         | \$3.07M          | 28.5%        |
| Vijay Sales              | \$11.27M         | \$3.27M          | 29.0%        |
| <b>Total</b>             | <b>\$823.85M</b> | <b>\$300.63M</b> | <b>36.5%</b> |

**Last year** **Target**

**Net sales and Gross margin % by region**

**Unit Economics**

Descript... ● Net Sales ● Total Post Invoic... ▶

0.39K (23.5...) 0.82K (49.49%)  
0.45K (26.9...)

Descript... ● Total COGS ● Gross Margin

0.30K (36.49%) 0.52K (63.51%)

**Product Performance**

| segment      | NS \$            | GM \$            | GM %         |
|--------------|------------------|------------------|--------------|
| Desktop      | \$46.43M         | \$16.79M         | 36.2%        |
| Notebook     | \$266.49M        | \$97.12M         | 36.4%        |
| Accessories  | \$244.85M        | \$89.30M         | 36.5%        |
| Peripherals  | \$166.51M        | \$60.81M         | 36.5%        |
| Networking   | \$45.16M         | \$16.60M         | 36.8%        |
| Storage      | \$54.42M         | \$20.00M         | 36.8%        |
| <b>Total</b> | <b>\$823.85M</b> | <b>\$300.63M</b> | <b>36.5%</b> |

region, market
customer
segment, categor...
2018
2019
2020
2021
2022 EST
Q 1
Q 2
Q 3
Q 4
YTD
YTG

Key metrics by Products
Show GM %
Net sales and Gross margin % by Products

segment

|                      | NS \$            | GM \$            | GM %         | Net profit \$  | Net profit %  |
|----------------------|------------------|------------------|--------------|----------------|---------------|
| <b>Notebook</b>      | <b>\$266.49M</b> | <b>\$97.12M</b>  | <b>36.4%</b> | <b>-17.71M</b> | <b>-6.64%</b> |
| Personal Laptop      | \$113.07M        | \$40.84M         | 36.1%        | -7.90M         | -6.99%        |
| Gaming Laptop        | \$78.53M         | \$28.92M         | 36.8%        | -4.92M         | -6.27%        |
| Business Laptop      | \$74.88M         | \$27.37M         | 36.5%        | -4.88M         | -6.52%        |
| <b>Accessories</b>   | <b>\$244.85M</b> | <b>\$89.30M</b>  | <b>36.5%</b> | <b>-16.28M</b> | <b>-6.65%</b> |
| Keyboard             | \$134.14M        | \$48.93M         | 36.5%        | -8.91M         | -6.65%        |
| Mouse                | \$103.30M        | \$37.68M         | 36.5%        | -6.87M         | -6.65%        |
| Batteries            | \$7.40M          | \$2.69M          | 36.3%        | -0.50M         | -6.72%        |
| <b>Peripherals</b>   | <b>\$166.51M</b> | <b>\$60.81M</b>  | <b>36.5%</b> | <b>-11.02M</b> | <b>-6.62%</b> |
| Processors           | \$101.33M        | \$36.89M         | 36.4%        | -6.80M         | -6.71%        |
| Graphic Card         | \$37.67M         | \$13.79M         | 36.6%        | -2.48M         | -6.59%        |
| MotherBoard          | \$16.04M         | \$5.91M          | 36.8%        | -1.01M         | -6.30%        |
| Internal HDD         | \$11.47M         | \$4.21M          | 36.7%        | -0.73M         | -6.40%        |
| <b>Storage</b>       | <b>\$54.42M</b>  | <b>\$20.00M</b>  | <b>36.8%</b> | <b>-3.46M</b>  | <b>-6.36%</b> |
| External Solid State | \$48.87M         | \$18.03M         | 36.9%        | -3.04M         | -6.22%        |
| <b>Total</b>         | <b>\$823.85M</b> | <b>\$300.63M</b> | <b>36.5%</b> | <b>-54.65M</b> | <b>-6.63%</b> |

division

Unit Economics

Des... ● Total COGS ● Gross Ma...

0.30K (36.49%)

0.52K (63....)

P&L values

| Description  | Value |
|--------------|-------|
| Gross Mar... | 301   |
| Opex...      | -355  |
| Net Profit   | -55   |

Key metrics by Region

| region       | NS \$            | GM \$            | GM %         | Net profit \$          | Net profit %  |
|--------------|------------------|------------------|--------------|------------------------|---------------|
| <b>APAC</b>  | <b>\$441.98M</b> | <b>\$156.21M</b> | <b>35.3%</b> | <b>-3,33,31,734.28</b> | <b>-7.54%</b> |
| Australia    | \$27.60M         | \$9.09M          | 32.9%        | -7,37,623.92           | -2.67%        |
| Bangladesh   | \$9.11M          | \$3.15M          | 34.5%        | 2,78,201.92            | 3.05%         |
| China        | \$29.87M         | \$12.28M         | 41.1%        | 5,70,806.70            | 1.91%         |
| India        | \$210.67M        | \$67.48M         | 32.0%        | -5,19,34,241.23        | -24.65%       |
| Indonesia    | \$24.24M         | \$9.32M          | 38.5%        | 2,69,622.89            | 1.11%         |
| Japan        | \$10.37M         | \$4.82M          | 46.5%        | 13,80,369.34           | 13.32%        |
| New Zealand  | \$16.81M         | \$7.99M          | 47.5%        | 29,66,238.04           | 23.59%        |
| <b>Total</b> | <b>\$823.85M</b> | <b>\$300.63M</b> | <b>36.5%</b> | <b>-5,46,51,041.25</b> | <b>-6.63%</b> |

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region, market
customer
segment, categor...
2018
2019
2020
2021
2022 EST
Q 1
Q 2
Q 3
Q 4
YTD
YTG

All
All
All

LY: 72.99% (+9.88%)
LY: 491599 (+252.91%)
LY: 5743199 (-70.3%)

**80.21%** ✓
**(\$751.71K)** ✓
**\$9.78M!**

Forecast Accuracy
Net Error
Absolute Error

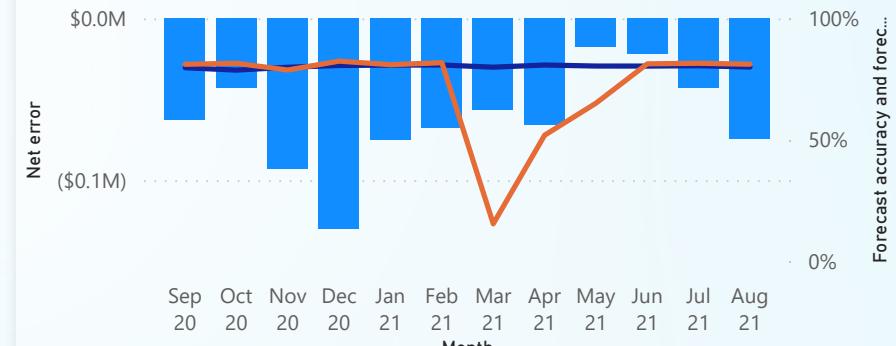
### Key metrics by Customer

| customer                 | Forecast Accuracy | forecast accuracy LY | Net error           | absolute error     | net error %   | Risk       |
|--------------------------|-------------------|----------------------|---------------------|--------------------|---------------|------------|
| Atlas Stores             | 48.16%            | 39.19%               | \$99.52K            | \$174.12K          | 29.63%        | ES         |
| Electricalsiquipo Stores | 48.82%            | 39.26%               | \$89.61K            | \$168.87K          | 27.16%        | ES         |
| Coolblue                 | 52.95%            | 43.16%               | \$116.84K           | \$204.64K          | 26.87%        | ES         |
| Logic Stores             | 51.44%            | 37.85%               | \$115.48K           | \$208.76K          | 26.86%        | ES         |
| UniEuro                  | 58.22%            | 45.77%               | \$173.58K           | \$308.14K          | 23.54%        | ES         |
| Chiptec                  | 52.54%            | 27.04%               | \$72.18K            | \$155.19K          | 22.07%        | ES         |
| Premium Stores           | 55.64%            | 42.85%               | \$75.21K            | \$167.92K          | 19.87%        | ES         |
| Chip 7                   | 53.44%            | 41.32%               | \$95.12K            | \$235.34K          | 18.82%        | ES         |
| Unity Stores             | 44.61%            | 27.53%               | \$24.93K            | \$74.25K           | 18.60%        | ES         |
| Boulanger                | 58.77%            | 38.12%               | \$81.79K            | \$183.85K          | 18.34%        | ES         |
| Radio Popular            | 56.74%            | 50.36%               | \$72.81K            | \$202.93K          | 15.52%        | ES         |
| Euronics                 | 60.79%            | 42.25%               | \$58.39K            | \$149.20K          | 15.34%        | ES         |
| Mbit                     | 62.34%            | 49.13%               | \$51.22K            | \$137.27K          | 14.05%        | ES         |
| Flawless Stores          | 56.29%            | 38.59%               | \$20.84K            | \$67.42K           | 13.52%        | ES         |
| Power                    | 56.72%            | 40.19%               | \$22.12K            | \$72.63K           | 13.18%        | ES         |
| Taobao                   | 44.98%            | -4.05%               | \$38.25K            | \$163.92K          | 12.84%        | ES         |
| Electricalsara Stores    | 52.02%            | 32.38%               | \$19.89K            | \$76.80K           | 12.43%        | ES         |
| Electricalslytical       | 50.82%            | 39.26%               | \$130.90K           | \$526.15K          | 12.24%        | ES         |
| <b>Total</b>             | <b>80.21%</b>     | <b>72.99%</b>        | <b>(\$751.71 K)</b> | <b>\$9,780.74K</b> | <b>-1.52%</b> | <b>OOS</b> |

### Net error, Forecast error, Forecast error LY by Month

Net error, Forecast accuracy and forecast accuracy LY by Month

Net error • Forecast accuracy • forecast accuracy LY



### Key metrics by Product

| segment         | Forecast accuracy | forecast accuracy LY | Net error           | absolute error     | net error %   | Risk       |
|-----------------|-------------------|----------------------|---------------------|--------------------|---------------|------------|
| Accessories     | 77.66%            | 71.42%               | (\$2,133.18K)       | \$6,752.58K        | -7.06%        | OOS        |
| Desktop         | 84.37%            | 70.07%               | \$16.21K            | \$22.57K           | 11.22%        | ES         |
| Networking      | 90.40%            | 52.50%               | \$227.06K           | \$266.97K          | 8.17%         | ES         |
| Notebook        | 79.99%            | 76.65%               | (\$51.25K)          | \$259.00K          | -3.96%        | OOS        |
| Business Laptop | 84.29%            | 79.87%               | \$58.13K            | \$58.24K           | 15.68%        | ES         |
| Gaming Laptop   | 84.95%            | 77.09%               | \$45.63K            | \$45.74K           | 15.01%        | ES         |
| <b>Total</b>    | <b>80.21%</b>     | <b>72.99%</b>        | <b>(\$751.71 K)</b> | <b>\$9,780.74K</b> | <b>-1.52%</b> | <b>OOS</b> |

**Region, Market**

All

**Customer**

All

**Segment, Category**

All

2018 2019 2020 2021 2022 EST

Last year Target

**Revenue by Division**

P & A PC N & S

**Revenue by Channel**

Distributor Direct Retailer

**Key metrics by Subzone**

| Sub Zone     | NS \$            | RC            | GM %         | Net profit %  | Mkt share % | Risk       |
|--------------|------------------|---------------|--------------|---------------|-------------|------------|
| India        | \$210.67M        | 25.6%         | 32.0%        | -24.65%       | 2.5%        | ES         |
| ROA          | \$186.89M        | 22.7%         | 38.3%        | 8.23%         | 1.5%        | OOS        |
| NA           | \$177.94M        | 21.6%         | 37.2%        | -13.67%       | 0.8%        | OOS        |
| NE           | \$109.29M        | 13.3%         | 38.0%        | -1.14%        | 1.2%        | ES         |
| SE           | \$91.48M         | 11.1%         | 38.7%        | 4.43%         | 3.6%        | ES         |
| ANZ          | \$44.41M         | 5.4%          | 38.5%        | 7.27%         | 0.3%        | OOS        |
| LATAM        | \$3.16M          | 0.4%          | 37.5%        | 6.18%         | 0.0%        | ES         |
| <b>Total</b> | <b>\$823.85M</b> | <b>100.0%</b> | <b>36.5%</b> | <b>-6.63%</b> | <b>1.1%</b> | <b>OOS</b> |

**Market share trend- Atliq & Competitors**

Company name atliq bp dale innovo pacer

| Year | Atliq | bp   | dale  | innovo | pacer |
|------|-------|------|-------|--------|-------|
| 2018 | 7.8%  | 8.1% | 11.2% | 25.7%  | 22.4% |
| 2019 | 7.8%  | 8.1% | 10.1% | 22.4%  | 22.8% |
| 2020 | 7.6%  | 7.6% | 10.2% | 22.8%  | 21.8% |
| 2021 | 7.6%  | 7.7% | 9.6%  | 21.8%  | 9.9%  |
| 2022 | 7.6%  | 7.6% | 9.9%  | 22.3%  | 0%    |

**Yearly trend by Revenue, GM %, NP % and Market share %**

NS \$ GM % Net profit % mkt share %

**Top 5 Customers by revenue**

| customer        | RC           | GM %         |
|-----------------|--------------|--------------|
| Sage            | 3.3%         | 35.2%        |
| Flipkart        | 3.1%         | 30.2%        |
| Atliq e Store   | 8.5%         | 37.5%        |
| Amazon          | 13.2%        | 35.4%        |
| Atliq Exclusive | 8.4%         | 46.1%        |
| <b>Total</b>    | <b>36.5%</b> | <b>37.9%</b> |

**Top 5 Products by revenue**

| product      | RC           | GM %         |
|--------------|--------------|--------------|
| AQ BZ Allin1 | 4.1%         | 36.0%        |
| AQ Gen Y     | 2.9%         | 36.1%        |
| AQ Maxima    | 2.7%         | 36.7%        |
| AQ Qwerty    | 3.4%         | 37.1%        |
| AQ Trigger   | 3.3%         | 36.9%        |
| <b>Total</b> | <b>16.3%</b> | <b>36.5%</b> |