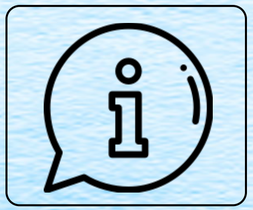
Business Insights 360

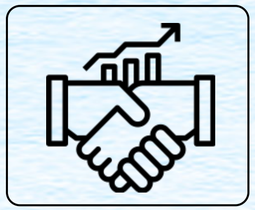


Info

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

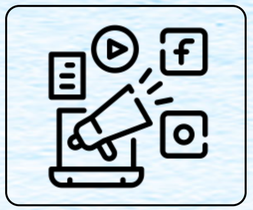
Finance View

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



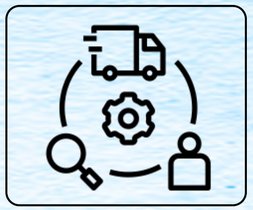
Sales View

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



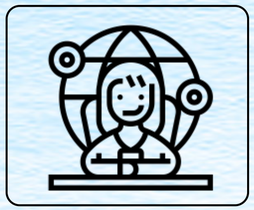
Marketing View

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 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.

Report refresh date : Monday, 27 May, 2024

Values are in Millions & Dollars

Sales data loaded until : Dec 21

region, market: All

customer: All

segment, category, prod...: All

2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

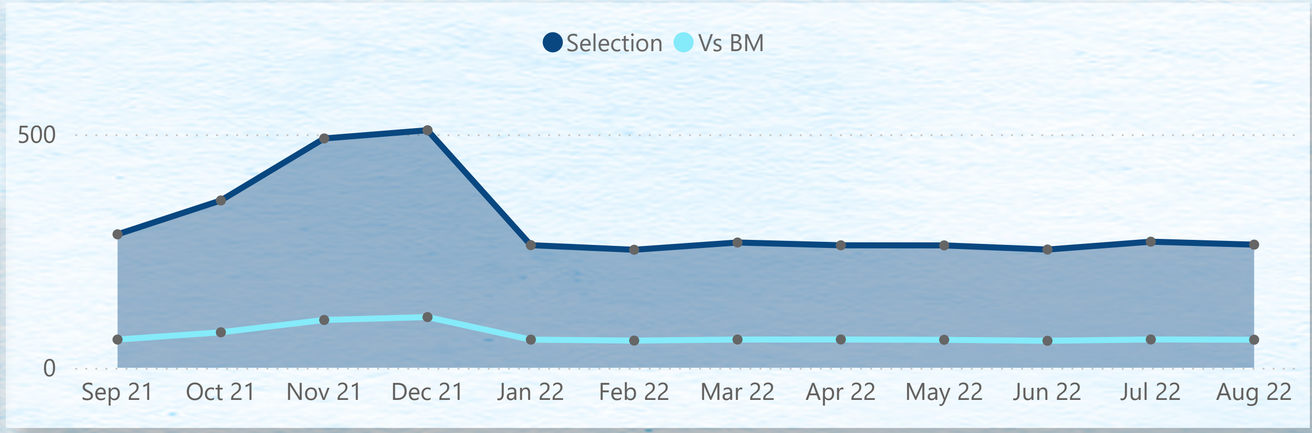
vs LY | vs Target

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

38.08%✓
BM: 36.49% (+4.37%)
GM %

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

Net Sales Performance Over Time



Profit and Loss Statement

Line Item	2022Est	BM	Chg	Chg %
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Profit	-522.42	-54.65	-467.77	855.93
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	**3,736.17**	**353.50**

segment	P & L values	P & L chg %
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89
Total	**3,736.17**	**353.50**

BM = Benchmark, **LY** = Last Year

region, market: All

customer: All

segment, category, prod...: All

2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

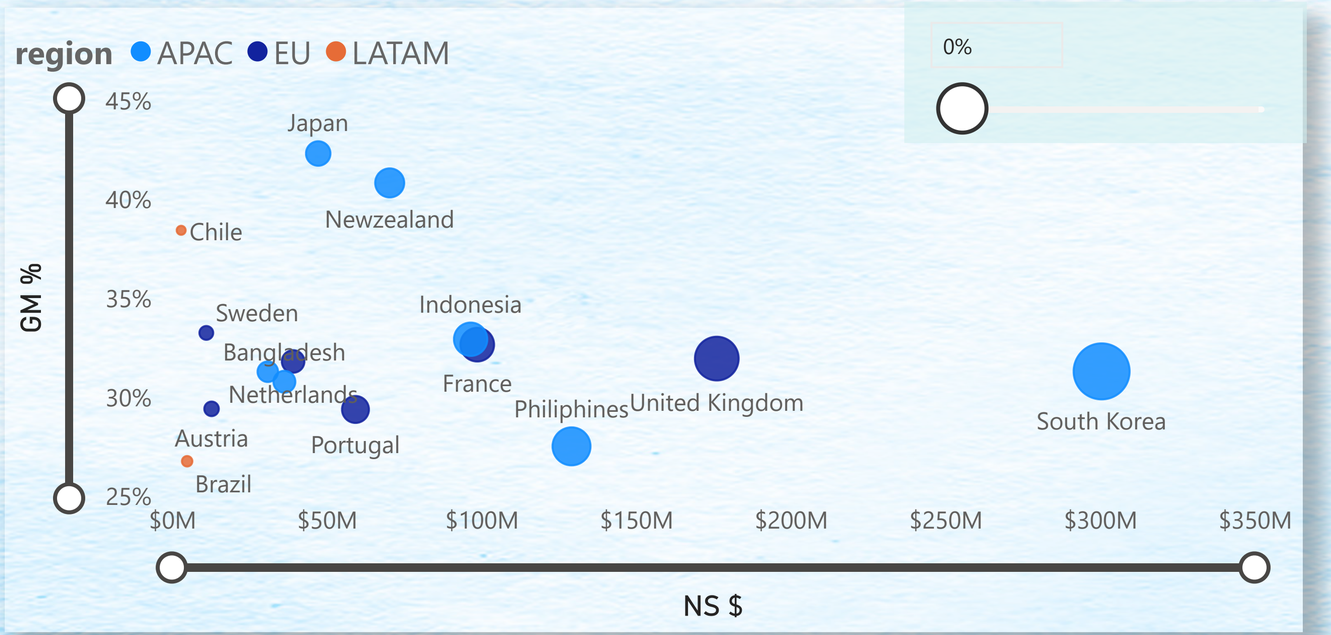
YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	$182.77M	36.78%
Atliq Exclusive	$361.12M	$166.15M	46.01%
Atliq e Store	$304.10M	$112.15M	36.88%
Flipkart	$138.49M	$58.37M	42.14%
Neptune	$105.69M	$49.36M	46.70%
Sage	$127.86M	$40.31M	31.53%
Leader	$117.32M	$36.02M	30.70%
walmart	$72.41M	$33.06M	45.66%
Ebay	$91.60M	$33.06M	36.09%
Acclaimed Stores	$73.36M	$29.58M	40.32%
Path	$59.32M	$25.81M	43.50%
Electricalslytical	$68.05M	$25.34M	37.24%
Staples	$64.20M	$24.99M	38.92%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

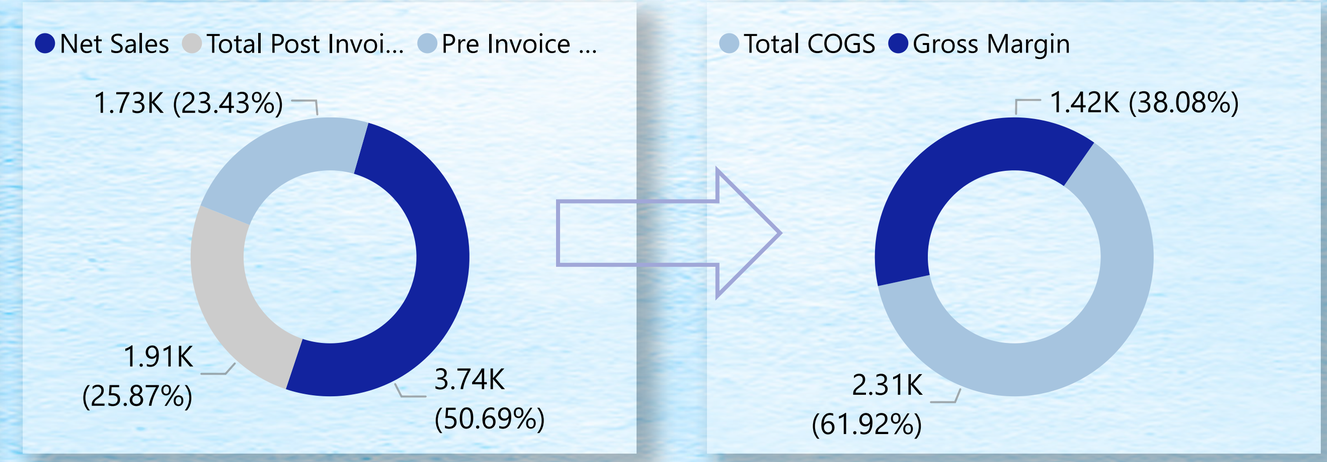
Performance Matrix



Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	$454.10M	$172.61M	38.01%
⊞ Desktop	$711.08M	$272.39M	38.31%
⊞ Networking	$38.43M	$14.78M	38.45%
⊞ Notebook	$1,580.43M	$600.96M	38.03%
⊞ Peripherals	$897.54M	$341.22M	38.02%
⊞ Storage	$54.59M	$20.93M	38.33%
Total	$3,736.17M	$1,422.88M	38.08%

Unit Economics



region, market: All

customer: All

segment, category, prod...: All

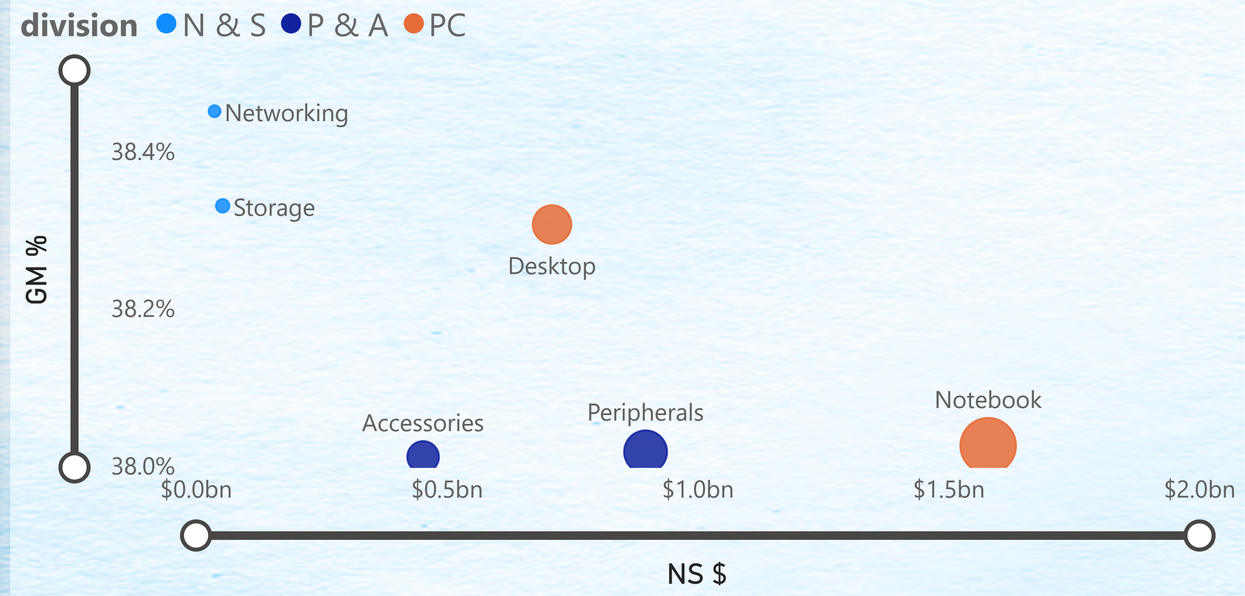
2019 | 2020 | 2021 | 2022Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Show NP %

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Networking	$38.43M	$14.78M	38.45%	-5.27M	-13.72%
Storage	$54.59M	$20.93M	38.33%	-7.51M	-13.76%
Accessories	$454.10M	$172.61M	38.01%	-63.78M	-14.05%
Desktop	$711.08M	$272.39M	38.31%	-97.79M	-13.75%
Peripherals	$897.54M	$341.22M	38.02%	-125.91M	-14.03%
Notebook	$1,580.43M	$600.96M	38.03%	-222.16M	-14.06%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

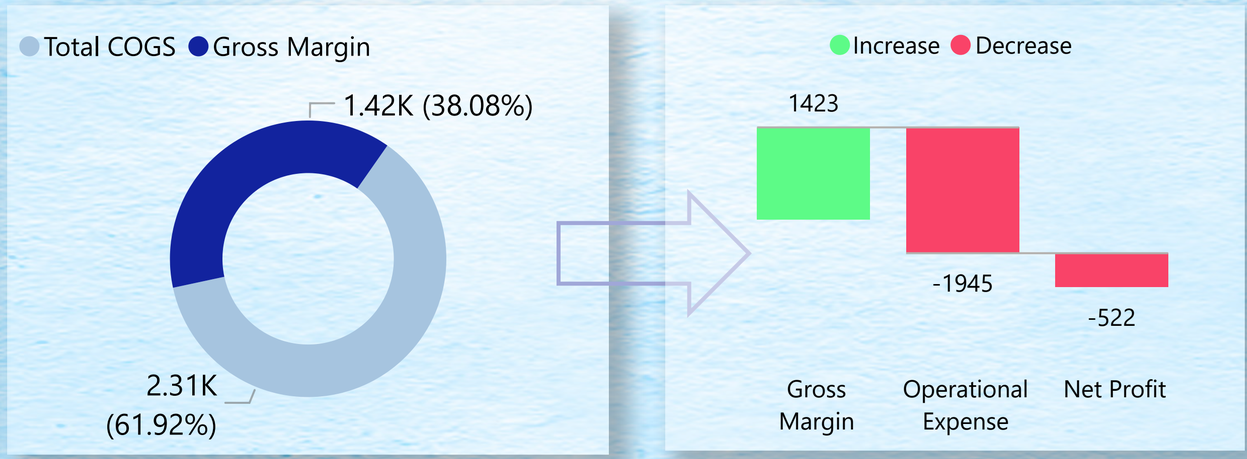
Performance Matrix



Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
NA	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics



region, market: All

customer: All

segment, category, prod...: All

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

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

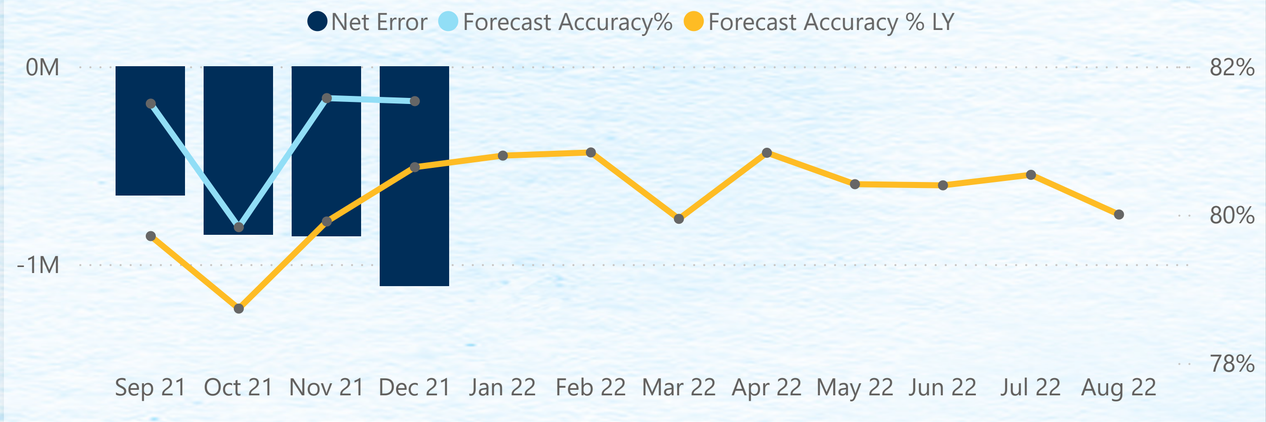
-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

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

Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Electricalslance	41.07%	54.69%	-39358	-41.89%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend



Key Metrics by Products

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

LY = Last Year, **EI** = Excess Inventory, **OOS** = Out Of Stock

region, market: All

customer: All

segment, category, prod...: All

2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

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GM %

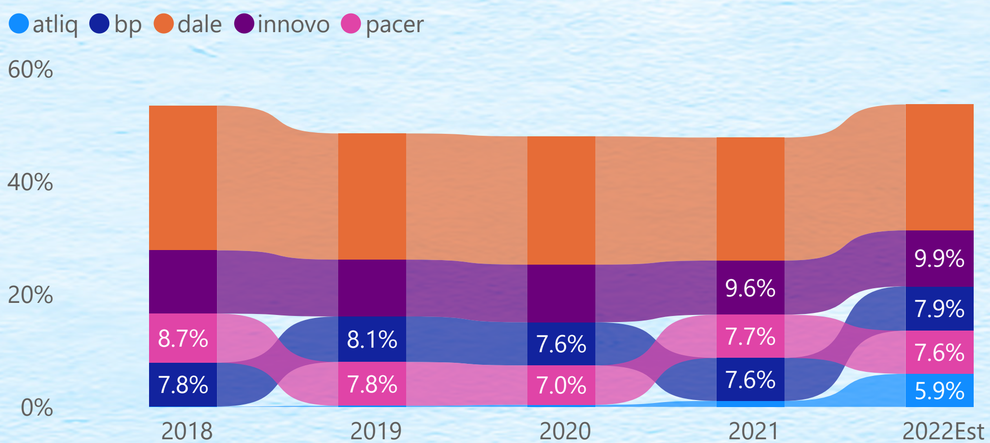
-14.0% !
BM: -6.6% (-110.79%)
Net Profit %

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

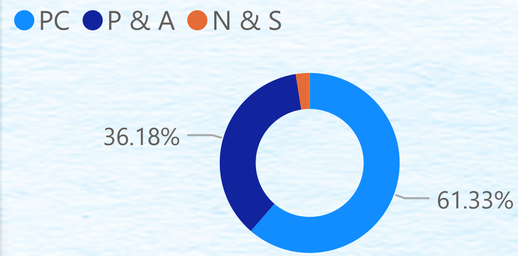
Key insights By Sub Zone

Sub zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Net Error%	Risk
LATAM	$14.8M	100.0%	35.0%	-2.9%	0.3%	3.37%	EI
ANZ	$189.8M	100.0%	43.5%	-7.4%	1.4%	-37.61%	OOS
NA	$1,022.1M	100.0%	45.0%	-14.2%	4.9%	14.35%	EI
NE	$457.7M	100.0%	32.8%	-18.1%	6.8%	-4.56%	OOS
ROA	$788.7M	100.0%	34.2%	-6.3%	8.3%	-4.56%	OOS
India	$945.3M	100.0%	35.8%	-23.0%	13.3%	-24.37%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

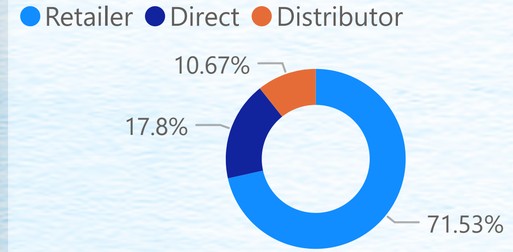
Key insights By Sub Zone



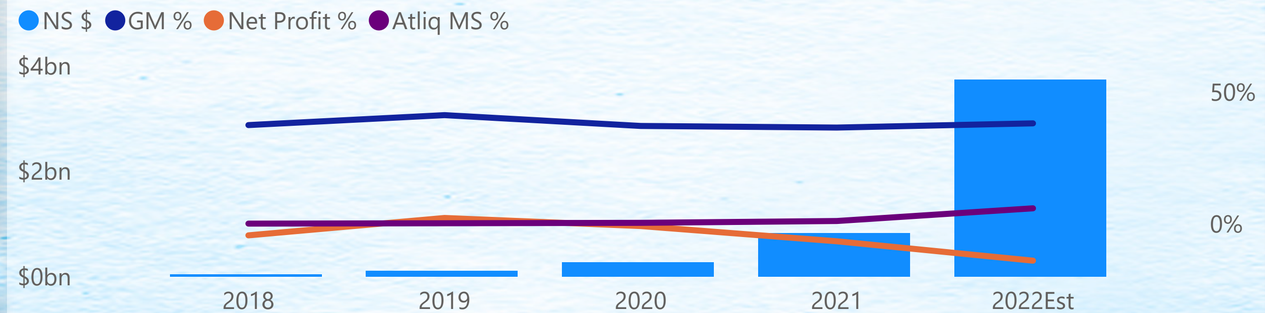
Revenue by division



Revenue by Channel



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



TOP 5 Customers by Revenue

customer	RC %	GM %
Atliq Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
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 = Benchmark, **LY** = Last Year, **EI** = Excess Inventory, **OOS** = Out Of Stock