



Business Insight 360



Tuesday, April 12, 2022



Dec 21



Information



Support



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.

Values are in Dollars & Millions



SUPPORT



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

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 \$

\$1.50bn

BM: 369.5M | 307.03% ▲

GM %

37.86%

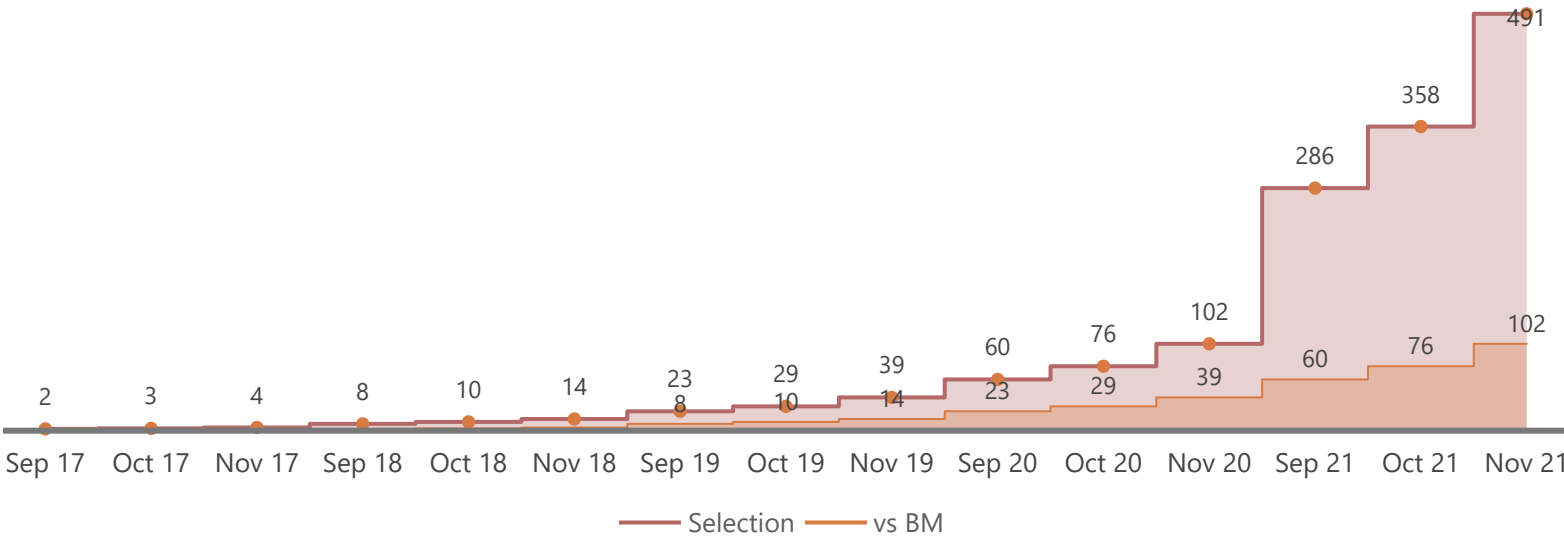
BM: 37.14% | 1.93% ▲

NP %

-11.59%

BM: -4.46% | 160% ▲

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ REGION

☐ CATEGORY

Secondary Parameter

☒ Market

☐ Product

REGION

Values

Chg %

+ APAC

811.52



297.82

+ NA

353.86



338.67

+ EU

332.66



300.36

+ LATAM

5.93



239.70

Total

1,503.97

307.03

Profit & Loss Statement

Line Item

BM

Chg

Chg %

Gross Sales

739.06

2,236.95

302.68

Pre Invoice Deduction

172.24

515.61

299.36

Net Invoice Sales

566.82

1,721.34

303.68

- Post Discounts

125.72

384.75

306.04

- Post Deductions

71.61

202.12

282.26

Total Post Invoice Deduction

197.33

586.87

297.41

Net Sales

369.50

1,134.47

307.03

- Manufacturing Cost

220.96

667.05

301.89

- Freight Cost

9.78

30.63

313.27

- Other Cost

1.52

4.65

304.87

Total COGS

232.26

702.33

302.39

Gross Margin

137.24

432.14

314.88

Gross Margin %

37.14

0.72

1.93

GM / Unit

5.37

5.36

99.88

Operational Expense

-153.71

-589.95

383.82

Net Profit

-16.47

-157.81

958.30

Net Profit %

-4.46

-7.13

160.00



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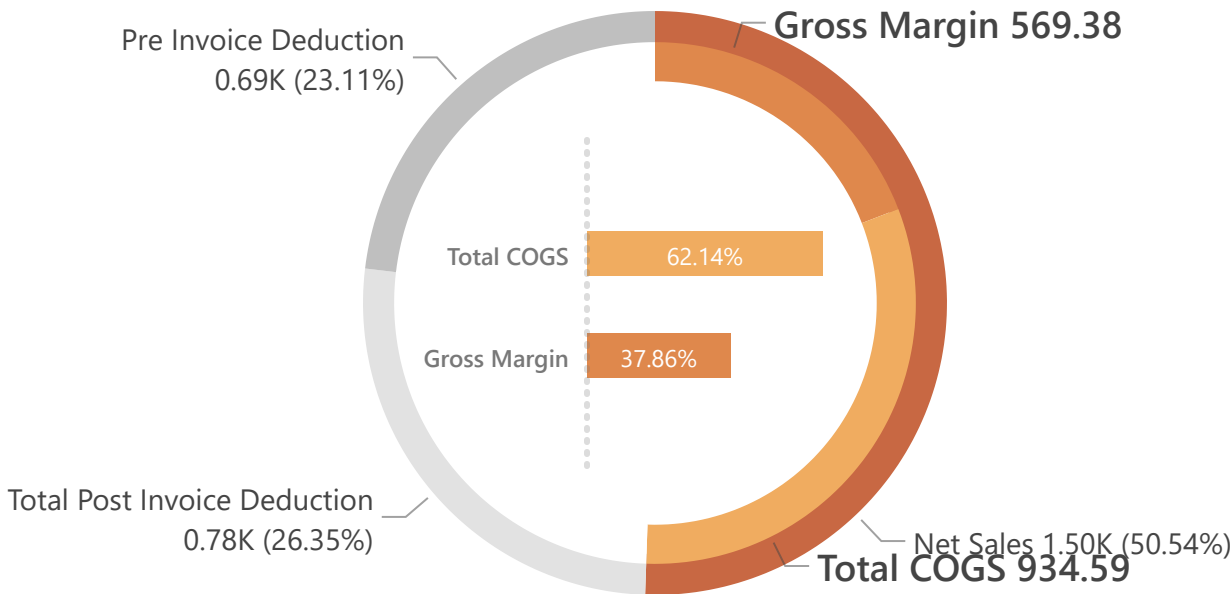
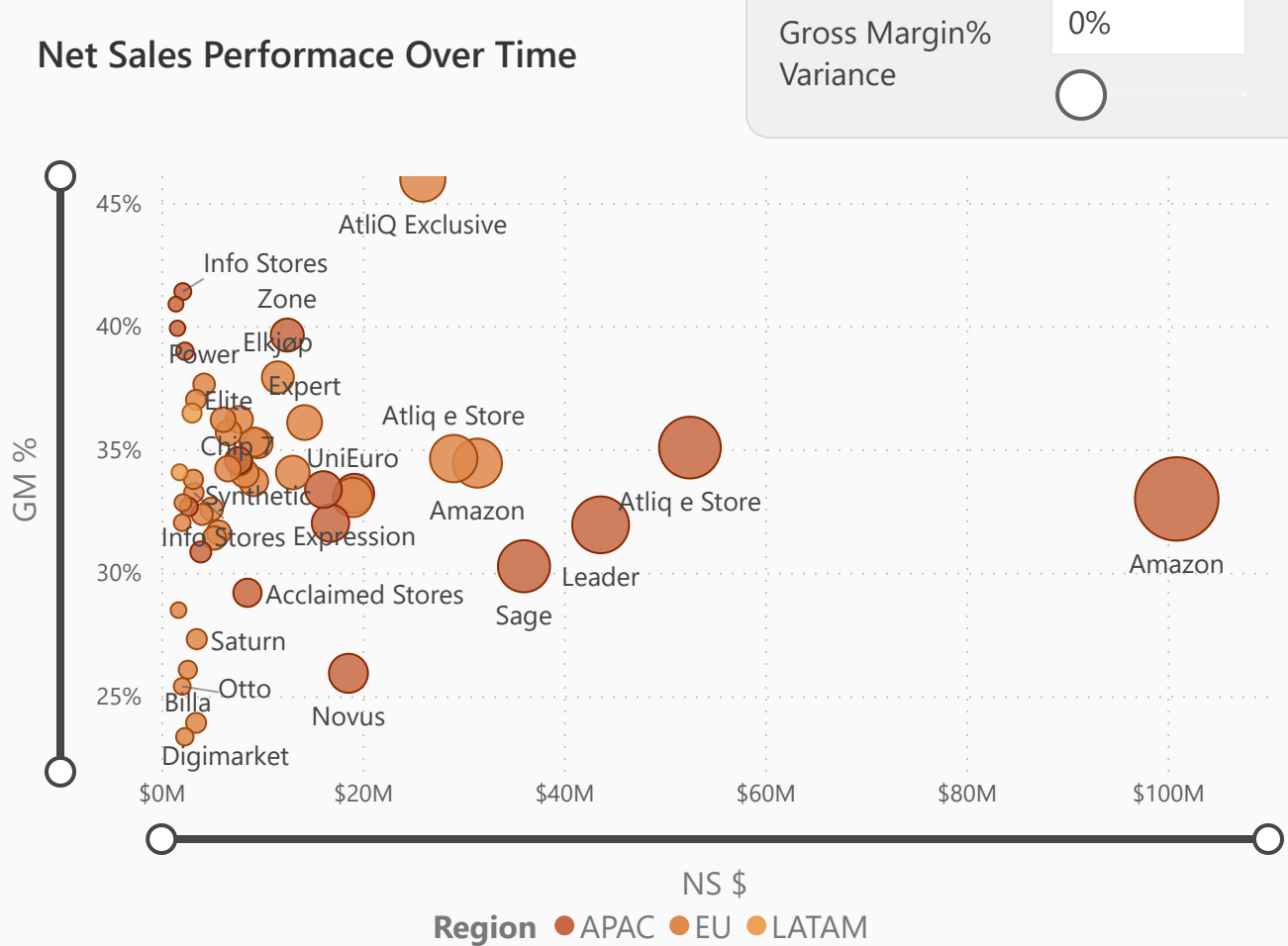
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Net Sales Performace Over Time



Customer Performance

Product Customer

Customer	NS \$	GM \$		GM %	Δ GM %
Amazon	\$199.56M	72.54M		36.35%	-0.39%
Atliq e Store	\$113.66M	42.61M		37.48%	-0.75%
Sage	\$43.80M	14.33M		32.73%	-6.51%
Leader	\$43.65M	13.94M		31.94%	-6.62%
Ebay	\$29.60M	10.64M		35.96%	-1.79%
Synthetic	\$22.05M	6.97M		31.61%	-20.59%
Expression	\$19.18M	6.37M		33.20%	-3.26%
UniEuro	\$19.02M	6.29M		33.05%	-13.64%
Expert	\$14.24M	5.14M		36.09%	-1.40%
Zone	\$12.52M	4.96M		39.63%	-5.90%
Novus	\$18.59M	4.82M		25.92%	-28.04%
Chip 7	\$13.06M	4.45M		34.06%	-14.51%
Elkjøp	\$11.58M	4.39M		37.92%	-3.39%
Epic Stores	\$10.59M	3.98M		37.54%	-9.24%
Media Markt	\$9.59M	3.38M		35.24%	-15.27%
Radio Popular	\$9.22M	3.26M		35.29%	-9.67%
Total	\$693.09M	242.69M		35.01%	-6.24%



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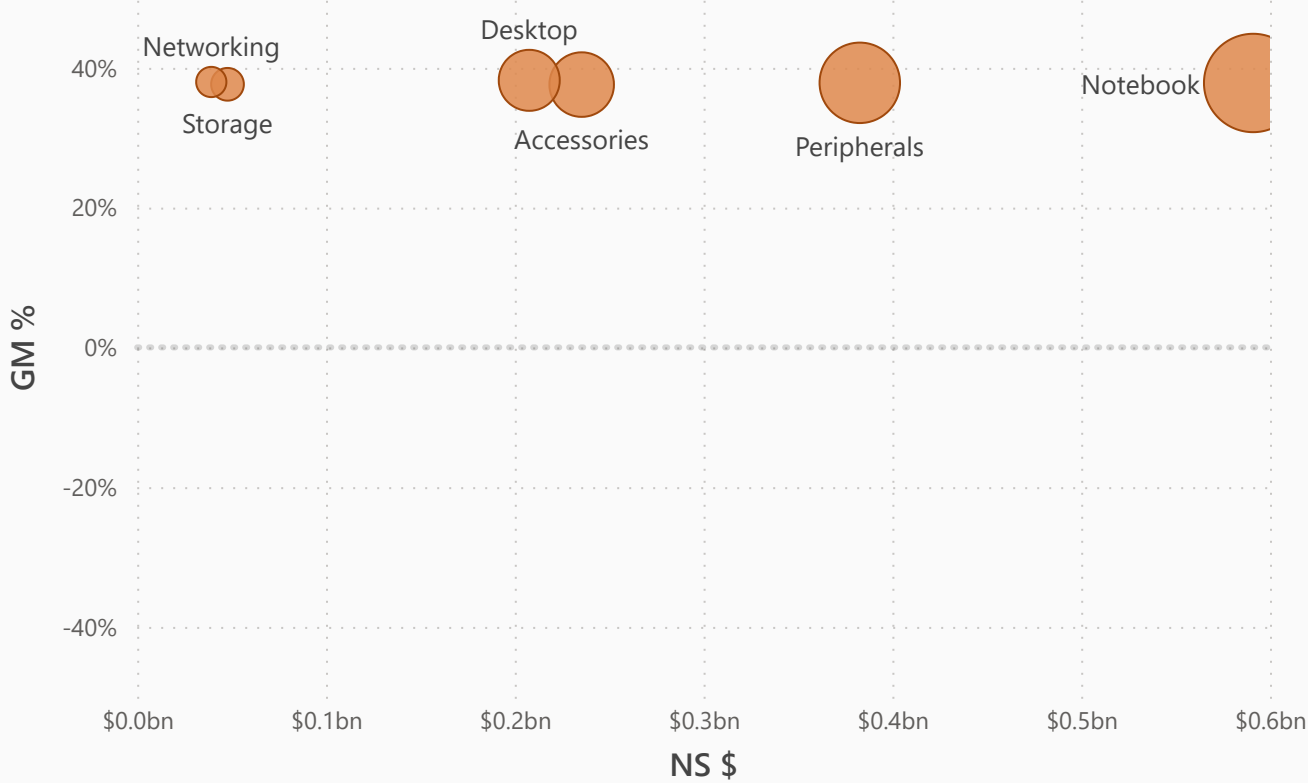
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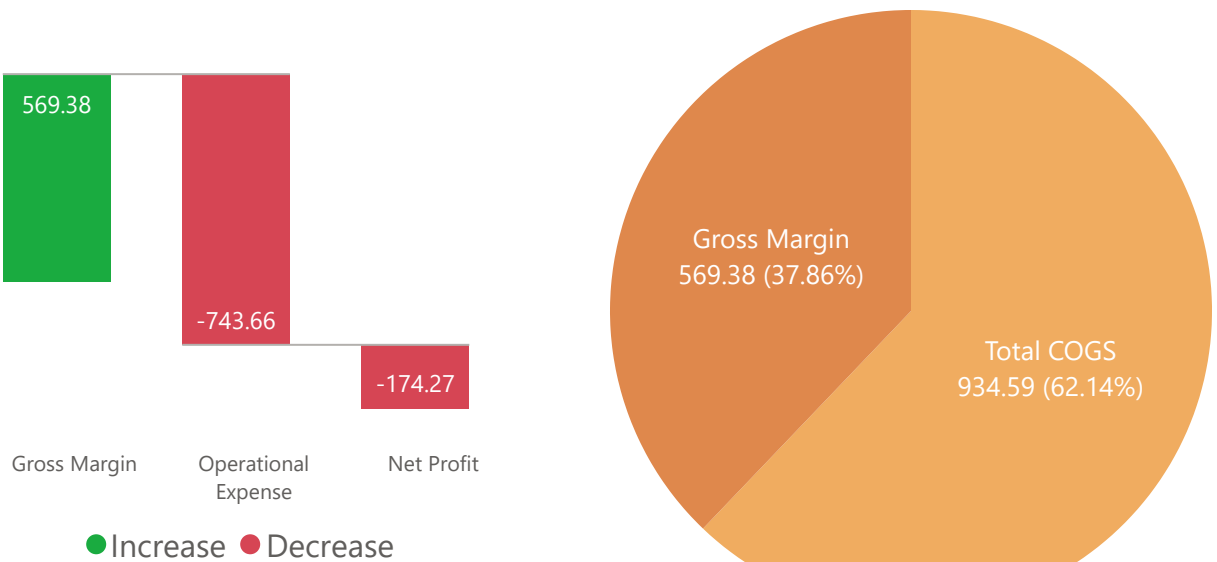
All values in Million \$

Segment Performance - By Gross Margin %

GM % Net Profit %



Net Sales & Gross Margin Bifurcation



Segment ☒ Market

Segment Category

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
Networking	\$39.24M	37.98%	-2.40M	-6.12%	102.07%
Storage	\$47.84M	37.65%	-3.63M	-7.60%	101.79%
Accessories	\$235.42M	37.61%	-23.32M	-9.91%	108.16%
Peripherals	\$382.73M	37.86%	-46.07M	-12.04%	181.70%
Notebook	\$591.09M	37.84%	-71.55M	-12.10%	168.71%
Desktop	\$207.65M	38.22%	-27.29M	-13.14%	84.95%
Grand Total	\$1,503.97M	37.86%	-174.27M	-11.59%	160.00%



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Forecast Accuracy %

80.77%

LY: 80.53% | 0.3% ▲

Net Error (\$)

-3M

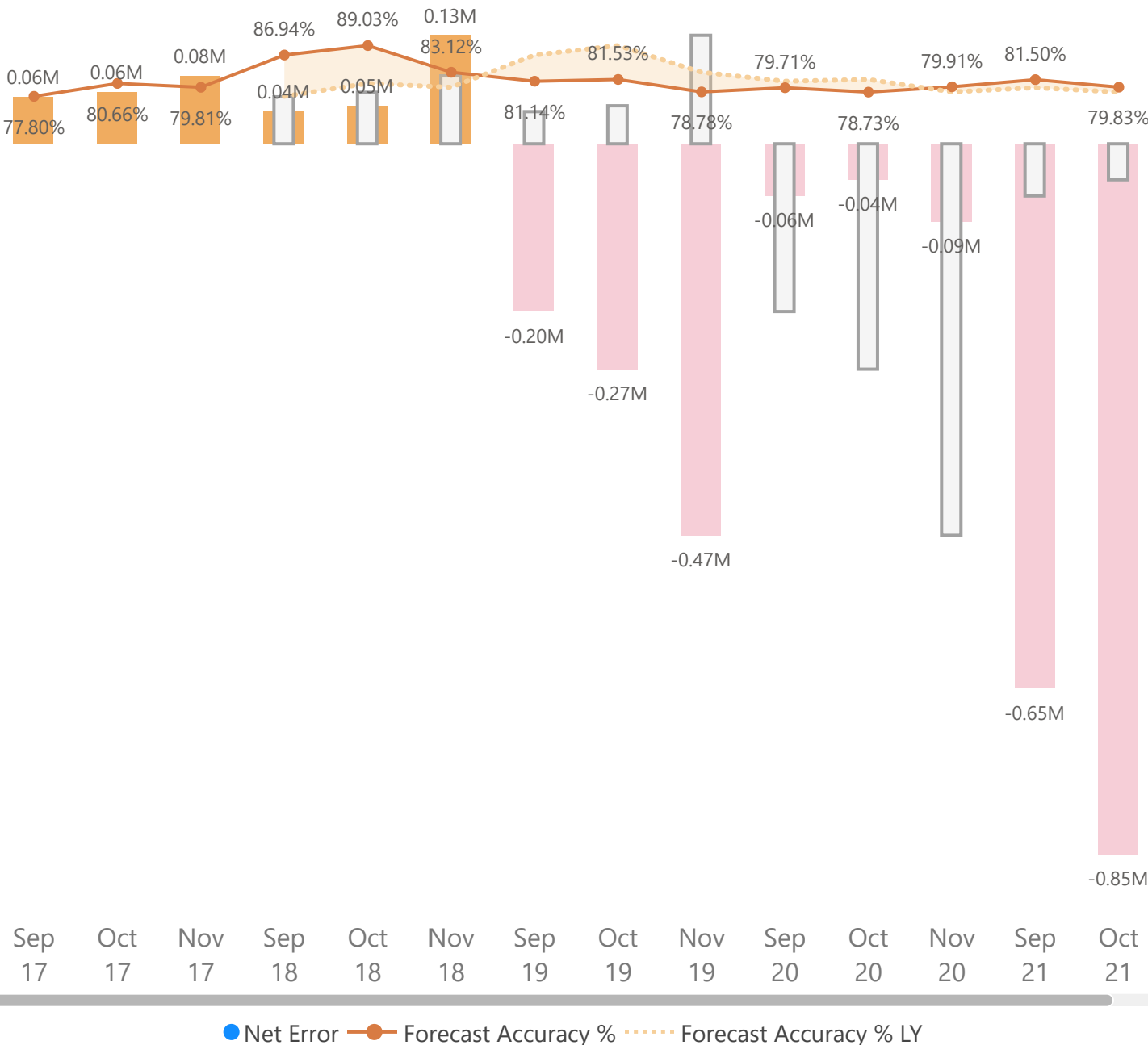
LY: -0.73M | 325.87% ▼

Absolute Error (\$)

10M

LY: 4.84M | 98.72% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Amazon	73.74%	73.79%	-449K	-6.6%	OOS
Atliq e Store	73.55%	73.61%	-230K	-5.9%	OOS
AtliQ Exclusive	71.57%	72.66%	-444K	-9.5%	OOS
Expert	63.55%	62.03%	-8K	-1.6%	OOS
Mbit	58.10%	61.66%	-17K	-8.0%	OOS
Electricalsbea Stores	56.76%	55.04%	-6K	-7.3%	OOS
UniEuro	56.67%	60.13%	-37K	-5.7%	OOS
Staples	54.68%	48.96%	6K	0.7%	EI
Total	80.77%	80.53%	-3089K	-6.2%	OOS

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Desktop	87.59%	86.66%	57K	10.1%	EI
Notebook	86.36%	83.68%	-48K	-1.9%	OOS
Accessories	82.72%	78.86%	-861K	-3.0%	OOS
Networking	81.61%	78.25%	-34K	-1.5%	OOS
Storage	81.18%	84.33%	162K	2.5%	EI
Peripherals	72.59%	83.67%	-2366K	-24.7%	OOS
Total	80.77%	80.53%	-3089K	-6.2%	OOS



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RC= Revenue Contribution

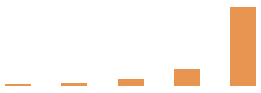
MS= Market Share

All values in Million \$

Net Sales \$

\$1.50bn

BM: 369.5M | 307.03% ▲



Gross Margin %

37.86%

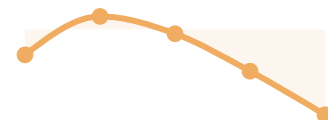
BM: 37.14% | 1.93% ▲



Net Profit %

-11.59%

BM: -4.46% | 160% ▲



Forecast Accuracy %

80.77%

LY: 80.53% | 0.3% ▲



Revenue Contribution

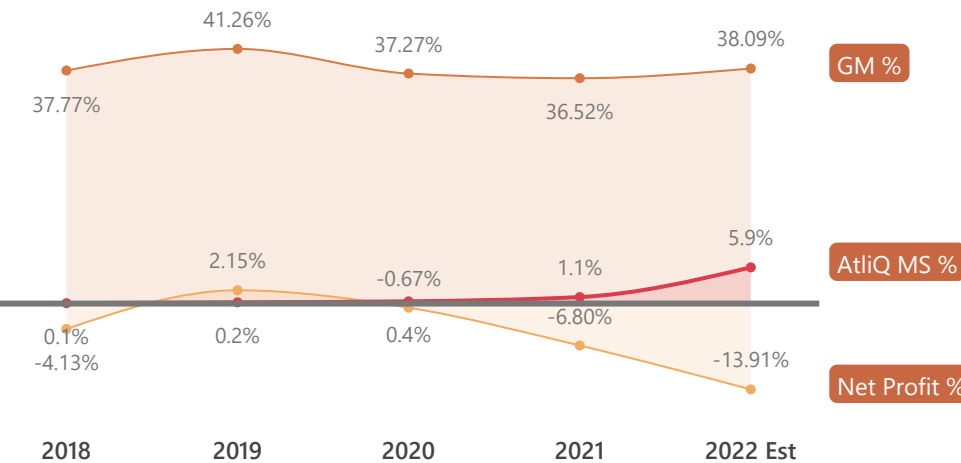
Division

Channel

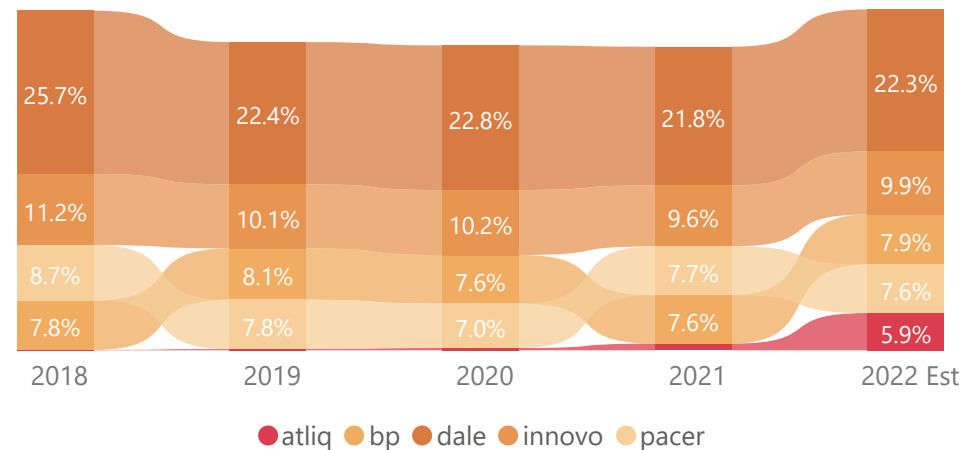


Direct Distributor Retailer

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.3%	36.35% ▼
AtliQ Exclusive	11.0%	45.72% ▲
Atliq e Store	7.6%	37.48% ▼
Flipkart	3.8%	39.07% ▲
Sage	2.9%	32.73% ▼
Total	38.6%	39.24%

TOP 5 Products

Product	RC %	GM %
AQ BZ Allin1 Gen 2	3.9%	38.60% ○
AQ HOME Allin1 G...	3.7%	38.15% ▲
AQ Smash 2	3.7%	37.44% ▲
AQ Smash 1	3.6%	37.58% ▼
AQ Gamer 2	3.4%	37.87% ▲
Total	18.3%	37.94%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$413.12M	27.5%	35.63% ▲	-21.62% ▲	-7.6%	OOS	5.1%
NA	\$353.86M	23.5%	43.32% ▲	-13.34% ▲	0.9%	EI	1.8%
ROA	\$310.96M	20.7%	35.52% ▼	-2.35%	-7.5%	OOS	3.2%
NE	\$176.52M	11.7%	33.86% ▼	-14.01%	-0.3%	OOS	2.5%
SE	\$156.14M	10.4%	37.53% ▼	-1.72%	-21.2%	OOS	6.6%
ANZ	\$87.44M	5.8%	43.44% ▲	-3.44%	-13.2%	OOS	0.5%
LATAM	\$5.93M	0.4%	35.64% ▼	-0.31%	4.1%	EI	0.1%
Total	\$1,503.97M	100.0%	37.86%	-11.59%	-6.2%	OOS	2.3%