# 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..
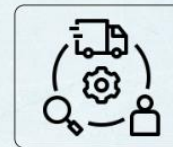
**Sales View**

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.

Currency in "USD"                    Values are in Million                    Sales Data Until : 21 Dec

region, market
All

customer
All

segment, category, produ...
All

2019 | **2020** | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

**vs LY** | vs Target

**$267.98M** ✓
BM: 111.37M (+140.61%)
**Net Sales**

**37.10%** !
BM: 41.20% (-9.95%)
**GM %**

**-0.85%** !
BM: 2.21% (-138.68%)
**Net Profit %**

## Net Sales Performace Over Time

● Selection   ● vs BM

50

0

Sep 19 | Oct 19 | Nov 19 | Dec 19 | Jan 20 | Feb 20 | Mar 20 | Apr 20 | May 20 | Jun 20 | Jul 20 | Aug 20

## Profit and 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 |

## Top / Bottom Products & Customers by Net Sales

| region | P & L values | P & L Chg % |
|---|---|---|
| ⊞ APAC | 147.98 | 107.48 |
| ⊞ LATAM | 2.00 | 141.89 |
| ⊞ NA | 62.21 | 182.70 |
| ⊞ EU | 55.79 | 224.03 |
| **Total** | **267.98** | **140.61** |

| segment | P & L values | P & L Chg % |
|---|---|---|
| ⊞ Accessories | 66.23 | 136.21 |
| ⊞ Desktop | 0.95 | |
| ⊞ Networking | 26.22 | 51.00 |
| ⊞ Notebook | 86.39 | 166.63 |
| ⊞ Peripherals | 60.63 | 207.22 |
| ⊞ Storage | 27.56 | 99.17 |
| **Total** | **267.98** | **140.61** |

screenrec

region, market
All

customer
All

segment, category, produ...
All

2019 | 2020 | 2021 | 2022 Est

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## Product Performance

Show GM %

| segment | NS $ | GM $ | GM % | Net Profit $ | Net Profit % |
|---|---|---|---|---|---|
| ⊞ Notebook | $86.39M | 32.04M | 37.08% | -0.79M | -0.92% |
| ⊞ Accessories | $66.23M | 24.56M | 37.07% | -0.56M | -0.85% |
| ⊞ Storage | $27.56M | 9.93M | 36.05% | -0.49M | -1.78% |
| ⊞ Peripherals | $60.63M | 22.72M | 37.47% | -0.29M | -0.48% |
| ⊞ Networking | $26.22M | 9.83M | 37.51% | -0.12M | -0.47% |
| ⊞ Desktop | $0.95M | 0.35M | 36.47% | -0.03M | -2.88% |
| **Total** | **$267.98M** | **99.42M** | **37.10%** | **-2.29M** | **-0.85%** |

## Performance Matrix

division  ● N & S  ● P & A  ● PC



Net Profit %

0%

-1%

-2%

-3%

Networking

Peripherals

Accessories

Notebook

Storage

Desktop

$0M   $20M   $40M   $60M   $80M

NS $

## Region / Market / Customer performance

| region | NS $ | GM $ | GM % | Net Profit $ | Net Profit % |
|---|---|---|---|---|---|
| ⊞ APAC | $147.98M | 53.23M | 35.97% | -1.52M | -1.03% |
| ⊞ EU | $55.79M | 21.10M | 37.82% | 0.35M | 0.62% |
| ⊞ LATAM | $2.00M | 0.62M | 30.96% | 0.00M | -0.08% |
| ⊞ NA | $62.21M | 24.48M | 39.35% | -1.11M | -1.79% |
| **Total** | **$267.98M** | **99.42M** | **37.10%** | **-2.29M** | **-0.85%** |

## Unit Economics

● Gross Margin  ● Total COGS



99.42... (37....)

168.555... (62.9%)

● Increase  ● Decrease

100

99

0

-102    -2
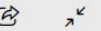
Gross Margin   Operational Expense   Net Profit
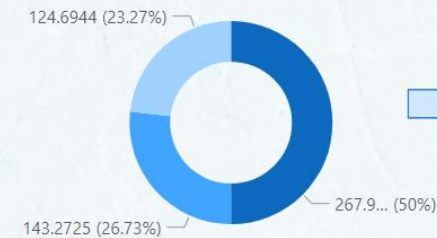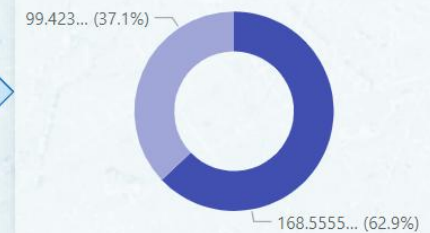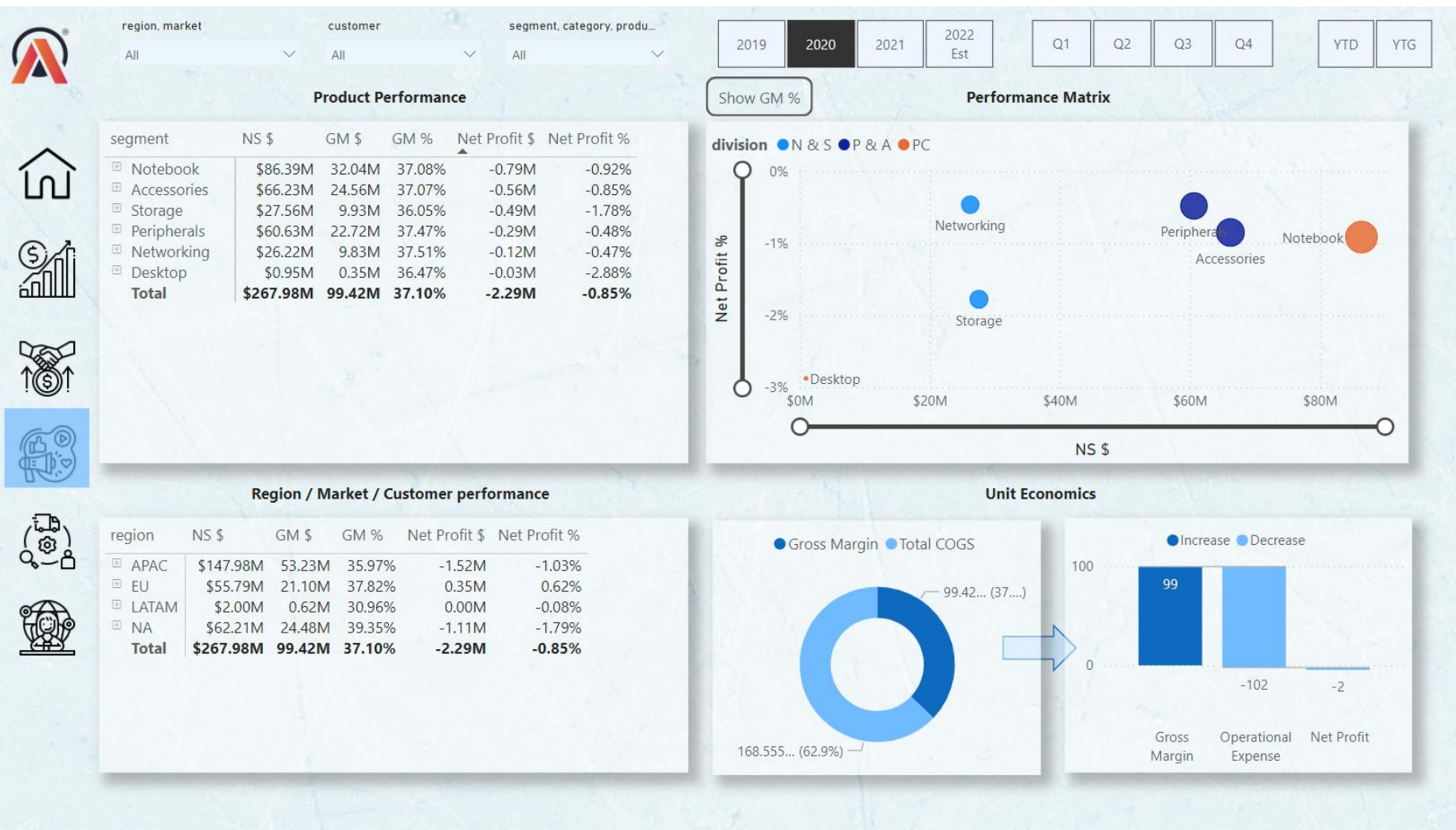
region, market
All

customer
All

segment, category, produ...
All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

**72.99%** !
LY: 86.45% (-15.57%)
**Forecast Accuracy**

**491.6K** ✓
LY: 637.5K (-22.88%)
**Net Error**

**5743.2K** !
LY: 1547.8K (+271.06%)
**ABS Error**

## Accuracy / Net Error Trend

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



### Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| Amazon | 48.43% | 78.07% | -917373 | -31.9% | OOS |
| Atliq e Store | 55.24% | 76.51% | -544329 | -28.5% | OOS |
| Flipkart | 11.82% | 50.68% | -330236 | -60.0% | OOS |
| Ebay | 18.21% | 51.05% | -231960 | -55.6% | OOS |
| Acclaimed Stores | 8.69% | 56.42% | -83357 | -39.8% | OOS |
| Path | 9.55% | 29.61% | -63699 | -40.4% | OOS |
| Taobao | -4.05% | 4.43% | -50872 | -68.0% | OOS |
| Circuit City | 9.90% | 26.23% | -47555 | -34.8% | OOS |
| Radio Shack | 7.10% | 28.64% | -44918 | -34.7% | OOS |
| BestBuy | 7.31% | 26.90% | -44305 | -32.5% | OOS |
| Control | 30.41% | 36.19% | -20992 | -11.3% | OOS |
| Boulanger | 38.12% | 45.56% | -7244 | -8.8% | OOS |
| Fnac-Darty | 36.34% | 51.50% | -7236 | -8.3% | OOS |
| Chiptec | 27.04% | | -4136 | -10.9% | OOS |
| Otto | 28.26% | 40.22% | -4094 | -10.0% | OOS |
| Notebillig | 20.13% | 34.59% | -3443 | -8.2% | OOS |
| Euronics | 42.25% | 57.34% | -3198 | -3.5% | OOS |
| **Total** | **72.99%** | **86.45%** | **491599** | **2.3%** | **EI** |
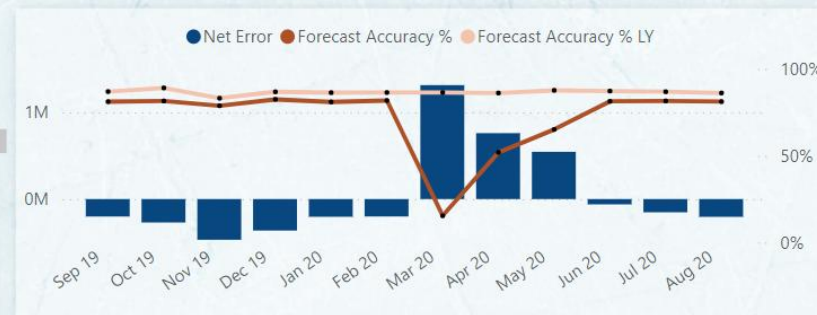
### Key Metrics by Products

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|---|---|---|---|---|---|
| ⊞ Storage | 81.01% | 80.25% | 698487 | -1.78% | EI |
| ⊞ Peripherals | 75.18% | 85.06% | 193476 | -0.48% | EI |
| ⊞ Notebook | 76.65% | 83.02% | 146640 | -0.92% | EI |
| ⊞ Desktop | 70.07% | | -52 | -2.88% | OOS |
| ⊞ Accessories | 71.42% | 90.20% | -167818 | -0.85% | OOS |
| ⊞ Networking | 52.50% | 81.50% | -379134 | -0.47% | OOS |
| **Total** | **72.99%** | **86.45%** | **491599** | **-0.85%** | **EI** |

2019  **2020**  2021  2022 Est    Q1  Q2  Q3  Q4    **vs LY**  vs Target

**$267.98M** ✓
BM: 111.37M (+140.61%)
**Net Sales**

**37.10% !**
BM: 41.20% (-9.95%)
**GM %**

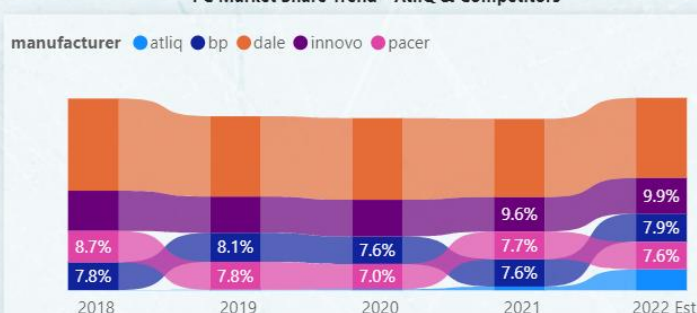**-0.85% !**
BM: 2.21% (-138.68%)
**Net Profit %**

**72.99% !**
BM: 86.45% (-15.57%)
**Forecast Accuracy**

### Revenue by Division
● P & A  ● PC  ● N & S
20.07%   47.34%   32.59%

YTD  YTG

### Revenue by Channel
● Retailer  ● Direct  ● Distributor
10.82%   20.42%   68.76%

## Key Insights By Sub Zone

| Sub Zone ▼ | NS $ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|---|---|---|---|---|---|---|---|
| ROA | $66.5M | 24.8% | 38.1% ▼ | 8.9% | 0.6% | 9.4% | EI |
| India | $64.7M | 24.2% | 32.1% ▼ | -14.7% | 0.8% | -0.8% | OOS |
| NA | $62.2M | 23.2% | 39.3% ▼ | -1.8% | 0.3% | -22.1% | OOS |
| NE | $30.7M | 11.4% | 38.0% ▼ | -4.6% | 0.3% | 8.3% | EI |
| SE | $25.1M | 9.4% | 37.6% ▼ | 7.0% | 1.1% | 11.0% | EI |
| ANZ | $16.8M | 6.3% | 42.4% ▼ | 12.6% | 0.1% | 24.2% | EI |
| LATAM | $2.0M | 0.7% | 31.0% ▼ | -0.1% | 0.0% | 1.2% | EI |
| **Total** | **$268.0M** | **100.0%** | **37.1% ▼** | **-0.9%** | **0.4%** | **2.3%** | **EI** |
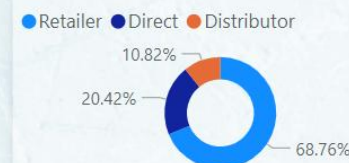
### Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %
● NS $  ● GM %  ● Net Profit %  ● AtliQ MS %
$4bn / $2bn / $0bn    50% / 0%
2018  2019  2020  2021  2022 Est

## PC Market Share Trend - AtliQ & Competitors
manufacturer  ● atliq  ● bp  ● dale  ● innovo  ● pacer

9.6%  9.9%
7.9%
8.7%  8.1%  7.6%  7.7%  7.6%
7.8%  7.8%  7.0%  7.6%
2018  2019  2020  2021  2022 Est
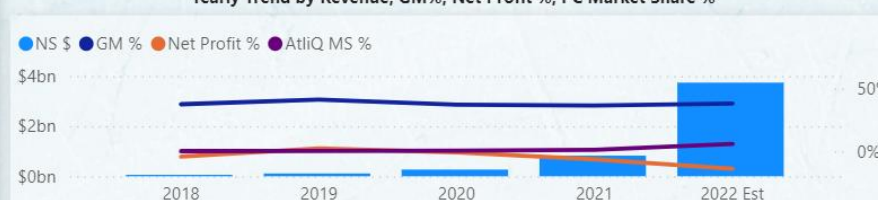
### Top 5 Customers by Revenue

| customer ▼ | RC % | GM % |
|---|---|---|
| Amazon | 18.6% | 37.96% |
| Atliq e Store | 11.8% | 37.47% |
| AtliQ Exclusive | 8.6% | 45.79% |
| Flipkart | 4.1% | 33.54% |
| Sage | 3.1% | 31.22% |
| **Total** | **46.2%** | **38.44%** |

### Top 5 Products by Revenue

| product ▼ | RC % | GM % |
|---|---|---|
| AQ BZ Compact | 4.3% | 36.47% |
| AQ BZ Gen Y | 4.5% | 36.99% |
| AQ Lite | 4.3% | 36.47% |
| AQ Wi Power Dx1 | 4.4% | 36.97% |
| AQ Wi Power Dx2 | 5.4% | 37.96% |
| **Total** | **22.9%** | **37.02%** |

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