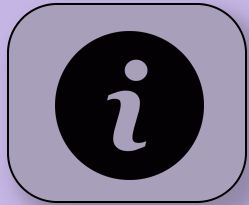# Business Insight 360

Info

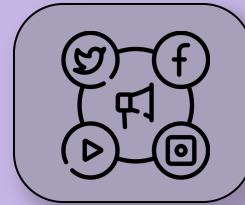Download **user manual** and get to know key information of this tool

Finance View

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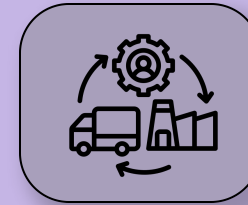
Sales View

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

Marketing

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.
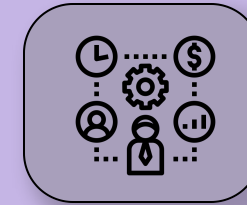
Executive View

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.

2018	2019	2020	2021	**2022 EST**		Q1	Q2	Q3	Q4		YTD	YTG

Vs LY | **Vs Target**

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Net Sales Performance Over Time

● Selection ● Vs BM

Profit and Loss Statement

Line Item ▾	2022 EST	BM	Change	Change_%
Net Profit %	-13.98	-14.19	0.21	-1.47
Net Profit	-522.42			
Operational Expense	-1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.66
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Total COGS	2,313.29			
Other Cost	15.52			
Freight Cost	100.49			
Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Total Post Invoice Deduction	1,906.95			
Post Deductions	663.42			
Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			

Top/Bottom Products And Customer By Net Sales

region ▲	P&L_VALUES	P&L_%_CHANGE
⊞ APAC	1,923.77	-2.48
⊞ EU	775.48	-1.13
⊞ LATAM	14.82	-1.60
⊞ NA	1,022.09	-1.24

segment ▾	P&L_VALUES	P&L_%_CHANGE
⊞ Storage	54.59	
⊞ Peripherals	897.54	
⊞ Notebook	1,580.43	
⊞ Networking	38.43	
⊞ Desktop	711.08	
⊞ Accessories	454.10	

BM = Benchmark, LY=Last Year

Customer Performance

customer	NET_SALES_$	GROSS_MARGIN	GROSS_MARGIN_%
Acclaimed Stores	$73.36M	$29.58M	40.32%
All-Out	$4.41M	$1.68M	38.17%
Amazon	$496.88M	$182.77M	36.78%
Argos (Sainsbury's)	$13.70M	$5.30M	38.70%
Atlas Stores	$17.14M	$5.43M	31.66%
Atliq e Store	$304.10M	$112.15M	36.88%
AtliQ Exclusive	$361.12M	$166.15M	46.01%
BestBuy	$49.34M	$22.15M	44.89%
Billa	$6.82M	$1.62M	23.80%
Boulanger	$26.02M	$10.39M	39.95%
Chip 7	$25.62M	$8.26M	32.24%
Chiptec	$18.93M	$7.37M	38.94%
Circuit City	$52.42M	$24.51M	46.77%
Control	$54.14M	$23.51M	43.42%
Coolblue	$21.63M	$6.94M	32.07%
Costco	$61.81M	$24.15M	39.07%

Performance Matrix

Vs LY   **Vs Target**

10%

Division ● APAC ● EU ● LATAM
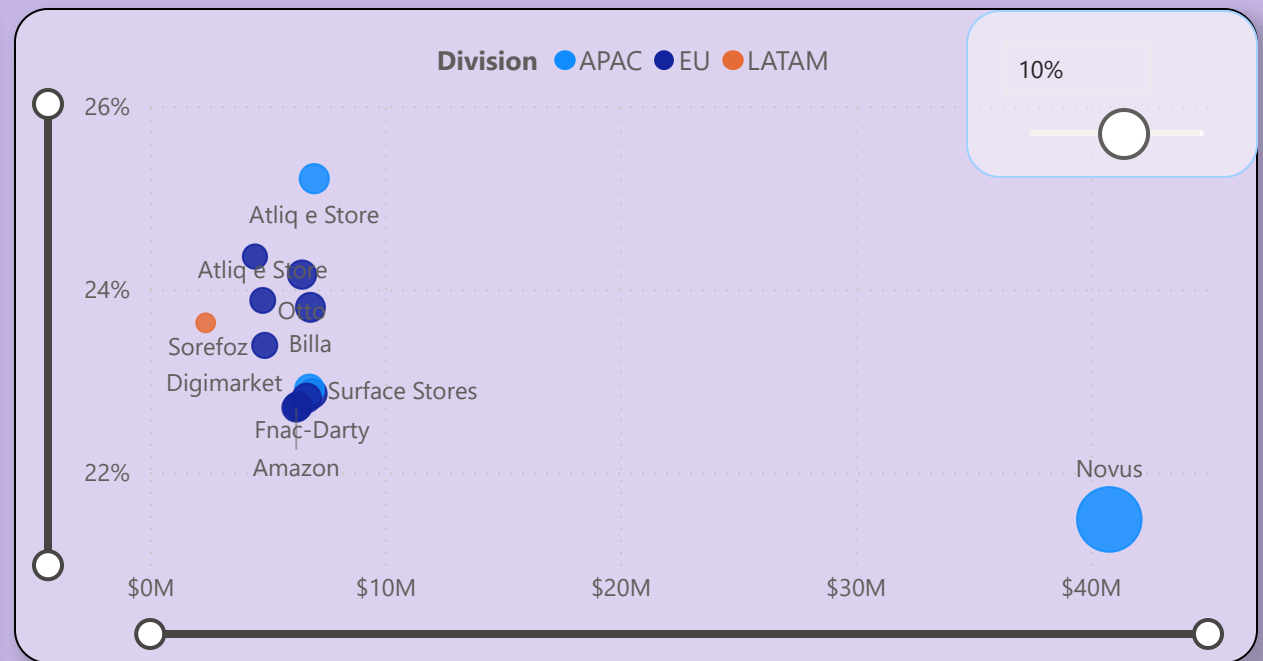
Product Performance

segment	NET_SALES_$	GROSS_MARGIN	GROSS_MARGIN_%
⊞ **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%

Unit Economics

● Net Sales ● Total Post I... ● Pre Invoic...

1.73K (23.43%)

1.91K (25.87%)

3.74K (50.69%)

● Total COGS ● Gross Margin

1.42K (38.08...)

2.31K (61.92%)
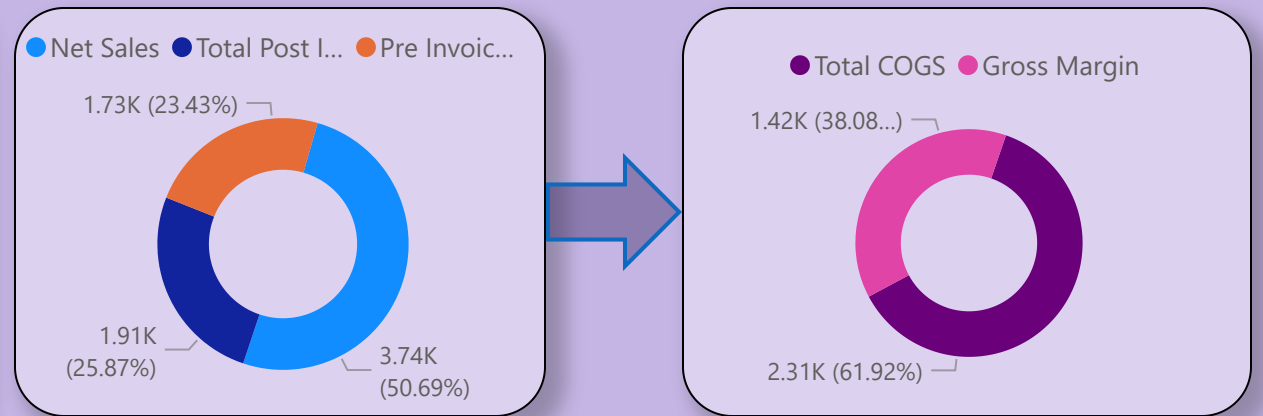
Product Performance

All | All | All

2018 | 2019 | 2020 | 2021 | **2022 EST** | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Show GM %

segment	NET_SALES_$	GROSS_MARGIN	GROSS_MARGIN_%	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%
⊞ Desktop	$711.08M	$272.39M	38.31%	($97.79M)	-13.75%
⊞ Notebook	$1,580.43M	$600.96M	38.03%	($222.16M)	-14.06%
⊞ Peripherals	$897.54M	$341.22M	38.02%	($125.91M)	-14.03%
⊞ Accessories	$454.10M	$172.61M	38.01%	($63.78M)	-14.05%

Performance Matrix

Division ● N & S ● P & A ● PC
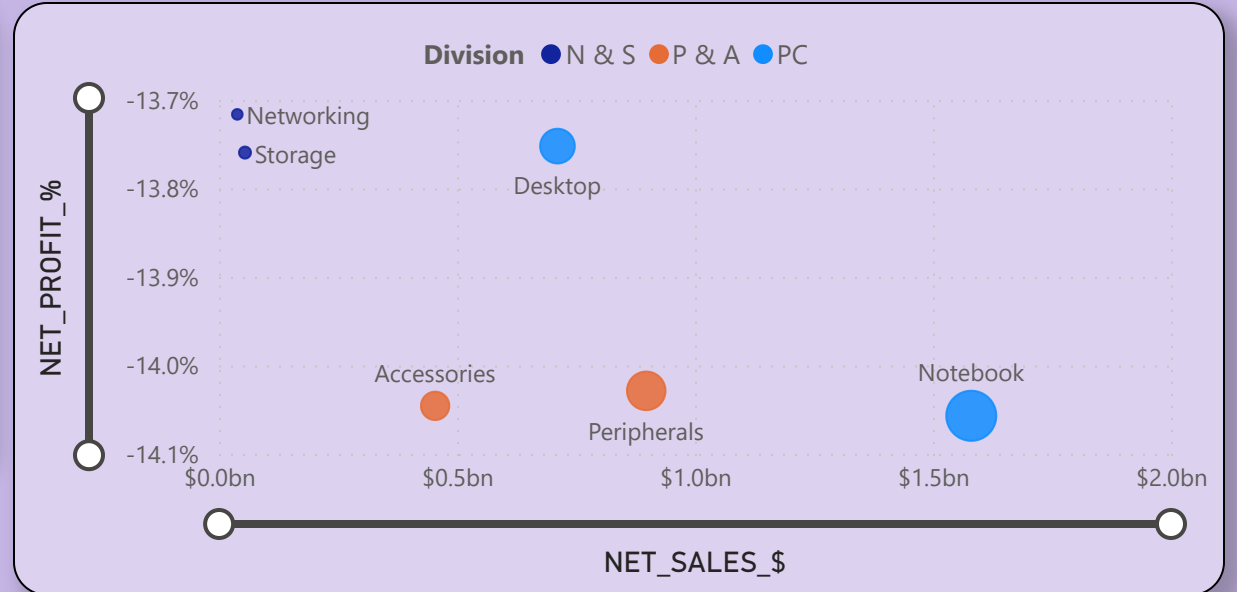
Region/ Market/ Customer Performance

region	NET_SALES_$	GROSS_MARGIN	GROSS_MARGIN_%	NET_PROFIT_$	NET_PROFIT_%
⊞ EU	$775.48M	$267.80M	34.53%	($95.52M)	-12.32%
⊞ LATAM	$14.82M	$5.19M	35.02%	($0.44M)	-2.95%
⊞ APAC	$1,923.77M	$690.21M	35.88%	($281.16M)	-14.62%
⊞ NA	$1,022.09M	$459.68M	44.97%	($145.31M)	-14.22%

Unit Economics

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.9...)

● Increase ● Decrease

1.4K
-1.9K
-0.5K

Gross Margin | Oper... Expe... | Net Profit

Description

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

-3472.69K ✓
LY: -751.71K (+361.97%)
Net Error

6899.04K ✓
LY: 9780.74K (+29.46%)
ABS Error

Key Metrics By Customer

customer	FORECAST ACC %	FORECAST ACC % LY	NET ERROR	NET ERROR %	RISK
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Euronics	45.25%	60.79%	-67489	-37.39%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Flawless Stores	50.73%	56.29%	-21201	-24.72%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Info Stores	50.29%	55.99%	-19146	-22.61%	OOS
Premium Stores	51.71%	55.64%	-17551	-8.04%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Fnac-Darty	48.56%	54.33%	-36952	-23.35%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.92%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Media Markt	28.17%	53.40%	-101119	-56.47%	OOS
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trends

● NET ERROR   ● FORECAST ACC %   ● FORECAST ACC % LY
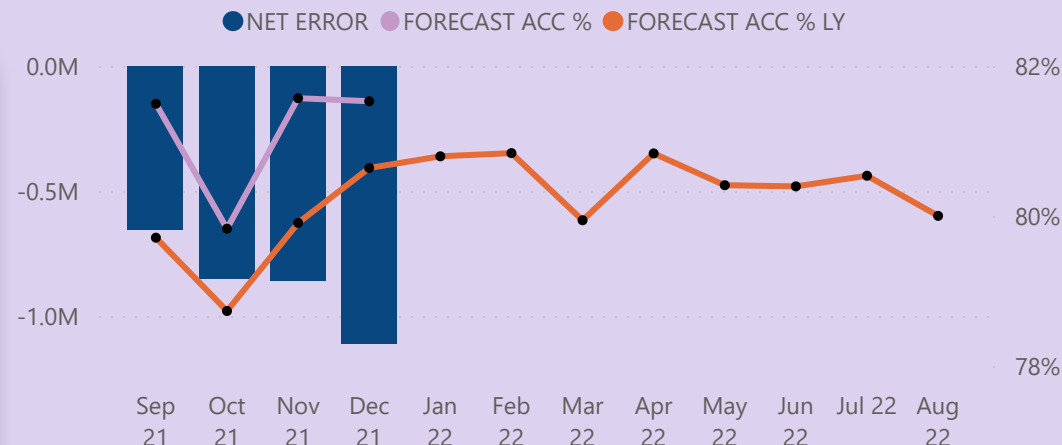
Key Metrics By Products

segment	FORECAST ACC %	FORECAST ACC % LY	NET ERROR	NET ERROR %	RISK
⊞ **Networking**	93.06%	90.40%	-12967	-1.69%	OOS
⊞ **Desktop**	87.53%	84.37%	78576	10.24%	EI
⊞ **Accessories**	87.42%	77.66%	341468	1.72%	EI
⊞ **Notebook**	87.24%	79.99%	-47221	-1.69%	OOS
⊞ **Storage**	71.50%	83.54%	-628266	-25.61%	OOS
⊞ **Peripherals**	68.17%	83.23%	-3204280	-31.83%	OOS

Revenue by Division

- PC
- P & A
- N & S

36.18%
2.49%
61.33%

Revenue by Channel

- Retailer
- Direct
- Distribu...

10.67%
17.8%
71.53%

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
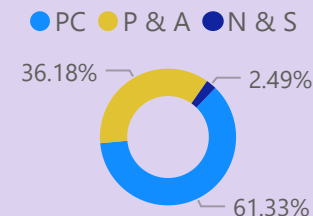BM: -14.19% (+1.47%)
Net Profit %

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

Key Insights by Sub Zone

sub_zone	NET_SALES_$	RC_%	GROSS_MARGIN_%	NET_PROFIT_%	Atliq_MS_%	NET ERROR %	RISK
ANZ	$189.8M	5.1%	43.5% ⇩	-7.4%	1.4%	-37.61%	OOS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	$14.8M	0.4%	35.0% ⇩	-2.9%	0.3%	3.37%	EI
NA	$1,022.1M	27.4%	45.0% ⇩	-14.2%	4.9%	14.35%	EI
NE	$457.7M	12.3%	32.8% ⇩	-18.1%	6.8%	-4.56%	OOS
ROA	$788.7M	21.1%	34.2% ⇩	-6.3%	8.3%	-4.56%	OOS
SE	$317.8M	8.5%	37.0% ⇩	-4.0%	16.4%	-55.47%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%** ⇩	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

Yearly Trend by Revenue, GM%, NP%, Market Share%

- NET_SALES_$
- GROSS_MARGIN_%
- NET_PROFIT_%
- MARKET_SHARE_%

$4bn / 50%
$2bn
$0bn / 0%
2018 2019 2020 2021 2022 EST

- atliq
- bp
- dale
- innovo
- pacer

	2018	2019	2020	2021	2022 EST
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp/pacer	8.7%	8.1%	7.6%	7.7%	7.9%
	7.8%	7.8%	7.0%	7.6%	7.6%
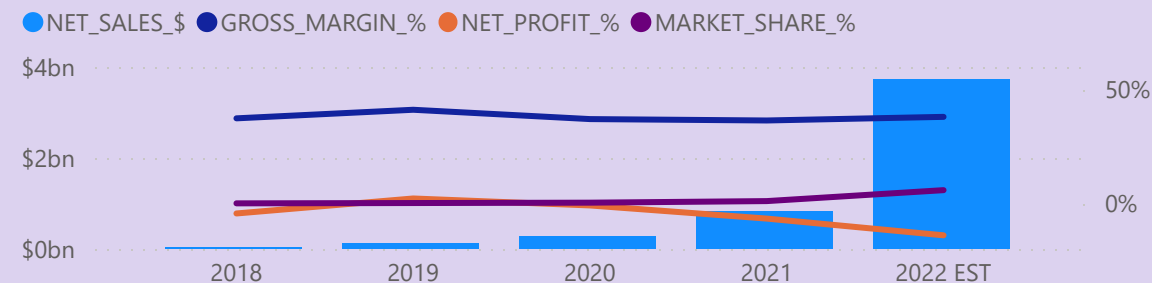
Top 5 Customers By Revenue

customer	RC_%	GROSS_MARGIN_%
Amazon	13.3%	36.78% ⇩
Atliq e Store	8.1%	36.88% ⇩
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ⇩
Total	**38.2%**	**39.19%**

Top 5 Products By Revenue

product	RC_%	GROSS_MARGIN_%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08% ⇩
AQ Smash 1	3.8%	37.43% ⇩
AQ Smash 2	4.1%	37.40% ⇩
Total	**23.2%**	**38.06%**

BM = Benchmark, LY=Last Year, EI = Excess Inventory, OOS = Out Of Stock, RC = Revenue Contribution