



# Business Insight 360



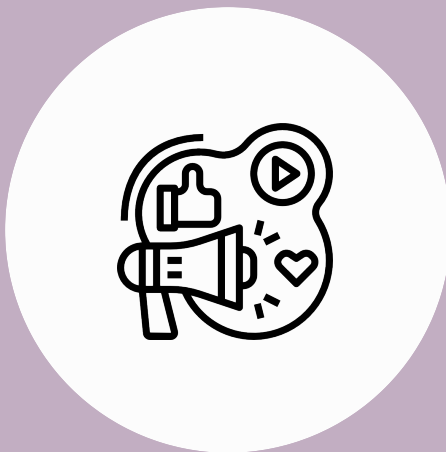
## Finance View

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.



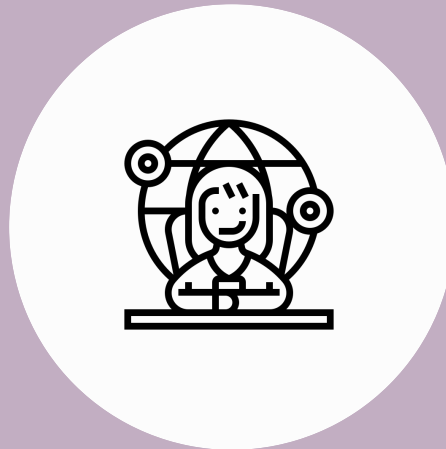
## Marketing View

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.



Information

Values are in Dollars & Millions



Support



FILTERS

Clear

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

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 \$

Get Job Ready  
with Power BI

CODE  
BASICS

NS \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

GM %

37.83%

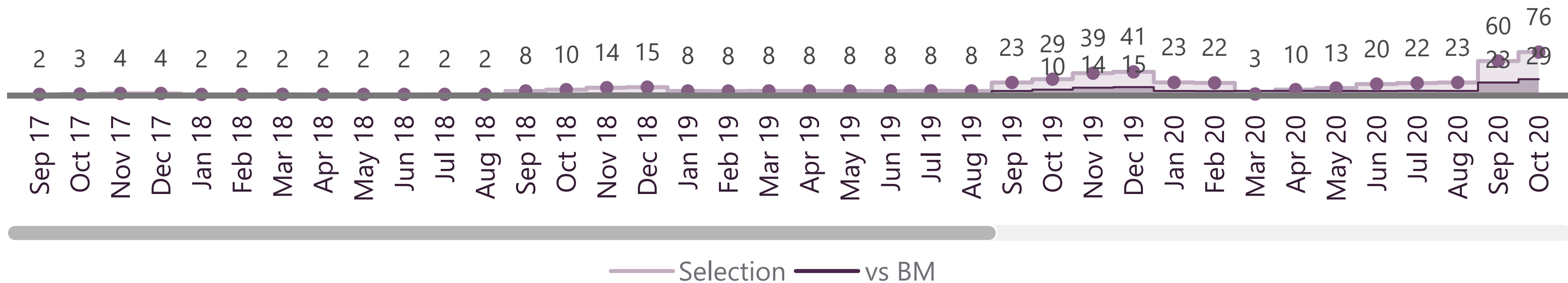
BM: 37.07% | 2.05% ▲

NP %

-11.64%

BM: -4.52% | 157.19% ▲

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ REGION

☐ CATEGORY

Secondary Parameter

☐ Market

☒ Product

REGION

Values

Chg %

APAC

2,605.73

282.10

NA

1,290.74

380.46

EU

1,051.01

281.46

LATAM

21.00

239.67

Total

4,968.48

303.18

Profit & Loss Statement

Line Item	BM	Chg	Chg %
Gross Sales	2,467.97	7,370.14	298.63
Pre Invoice Deduction	578.56	1,727.01	298.50
Net Invoice Sales	1,889.41	5,643.13	298.67
- Post Discounts	417.86	1,243.54	297.59
- Post Deductions	239.23	663.42	277.31
Total Post Invoice Deduction	657.10	1,906.95	290.21
Net Sales	1,232.31	3,736.17	303.18
- Manufacturing Cost	737.81	2,197.28	297.81
- Freight Cost	32.58	100.49	308.44
- Other Cost	5.09	15.52	305.20
Total COGS	775.48	2,313.29	298.31
Gross Margin	456.84	1,422.88	311.46
Gross Margin %	37.07	0.76	2.05
GM / Unit	5.36	5.35	99.73
Operational Expense	-512.59	-1,945.30	379.50
Net Profit	-55.76	-522.42	936.96
Net Profit %	-4.52	-7.11	157.19



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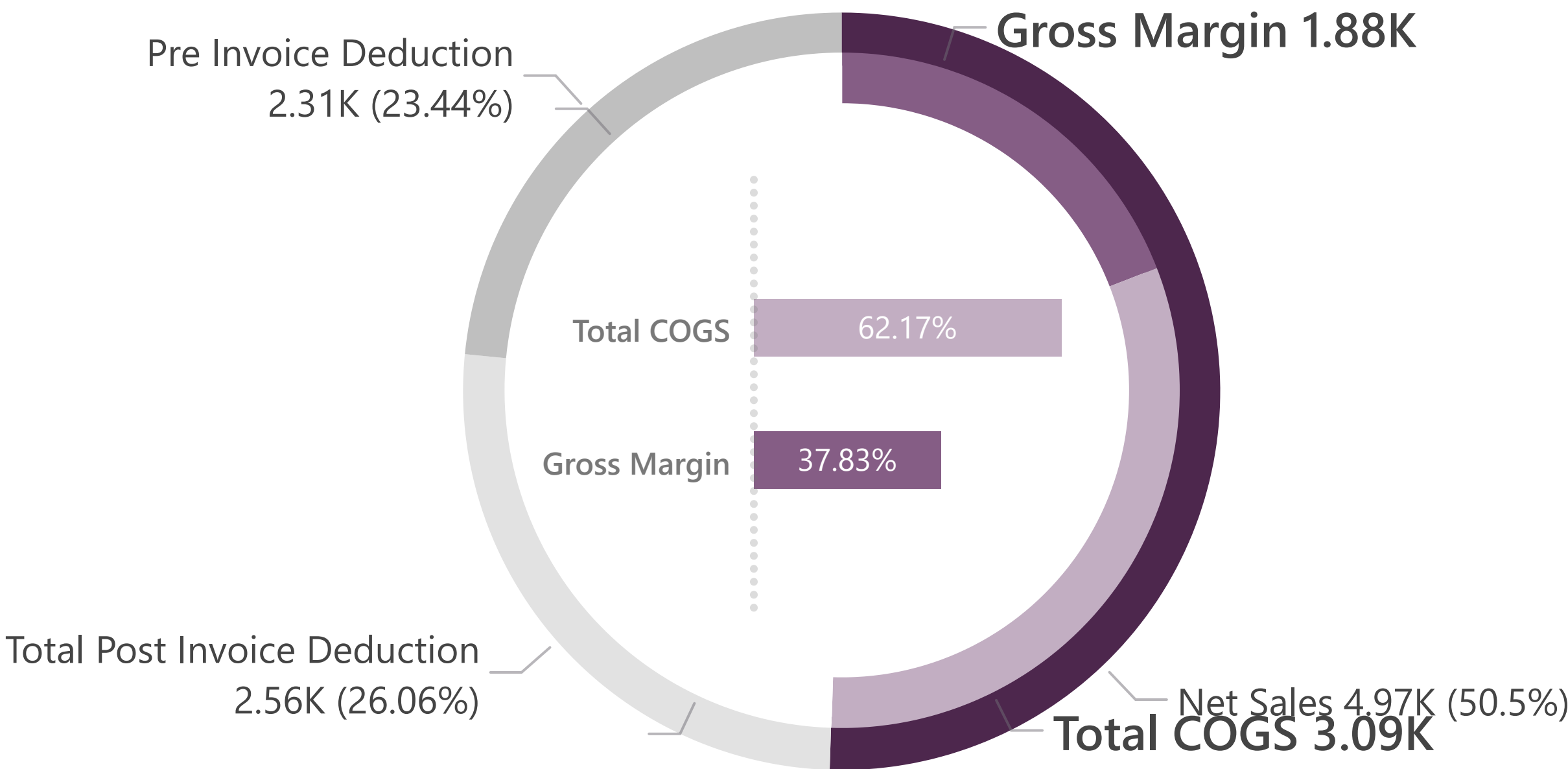
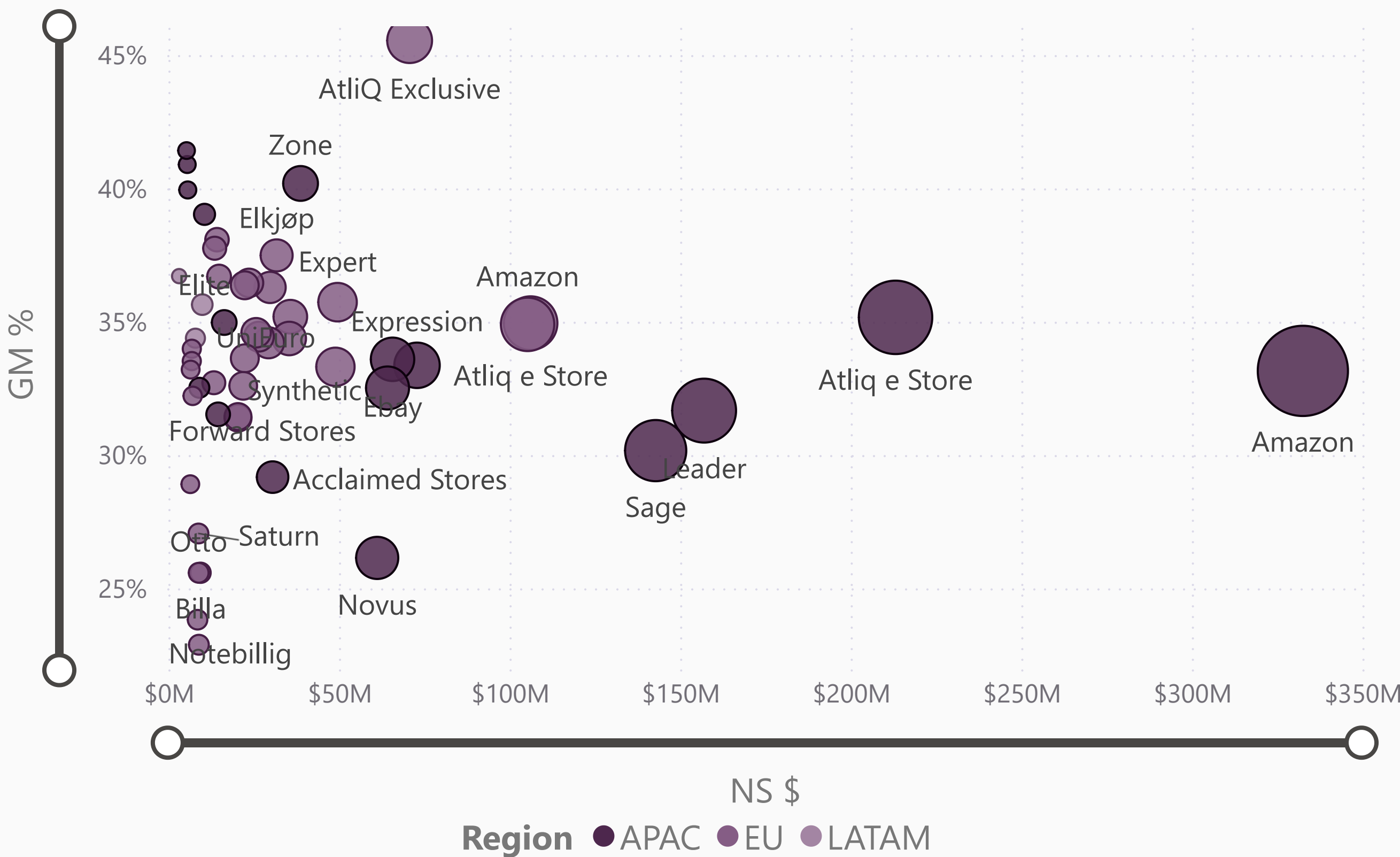
All values in Million \$

Get Job Ready  
with Power BI



Net Sales Performace Over Time

Gross Margin%  
Variance



Performance

Product

Customer

Customer	NS \$	GM \$		GM %	Δ GM %
Atliq e Store	\$417.55M	155.02M		37.13%	-1.76%
Sage	\$170.67M	55.39M		32.45%	-7.83%
Leader	\$157.04M	49.73M		31.67%	-8.27%
Ebay	\$123.83M	44.79M		36.17%	-0.60%
Synthetic	\$76.74M	24.67M		32.15%	-20.55%
Expression	\$72.88M	24.32M		33.36%	-3.07%
Expert	\$49.59M	17.72M		35.73%	-1.89%
UniEuro	\$48.97M	16.31M		33.31%	-14.61%
Novus	\$61.21M	16.00M		26.14%	-26.26%
Zone	\$38.74M	15.57M		40.18%	-5.47%
Radio Popular	\$35.74M	12.58M		35.19%	-10.61%
Chip 7	\$35.42M	12.17M		34.37%	-13.93%
Elkjøp	\$31.73M	11.89M		37.49%	-4.44%
Media Markt	\$29.81M	10.82M		36.29%	-13.13%
Logic Stores	\$31.01M	10.54M		33.99%	-23.84%
Total	\$1,723.96M	594.40M		34.48%	-8.62%





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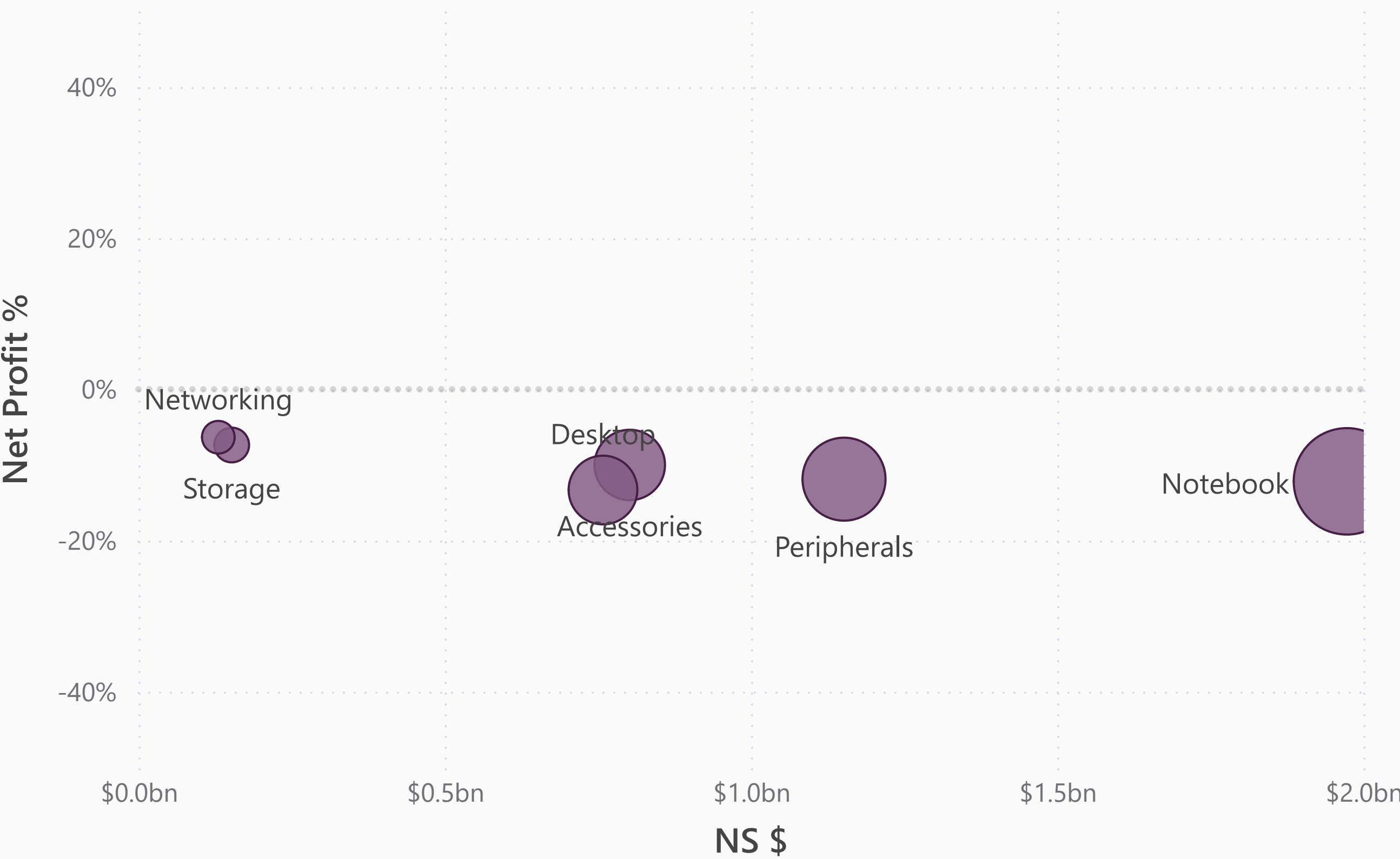
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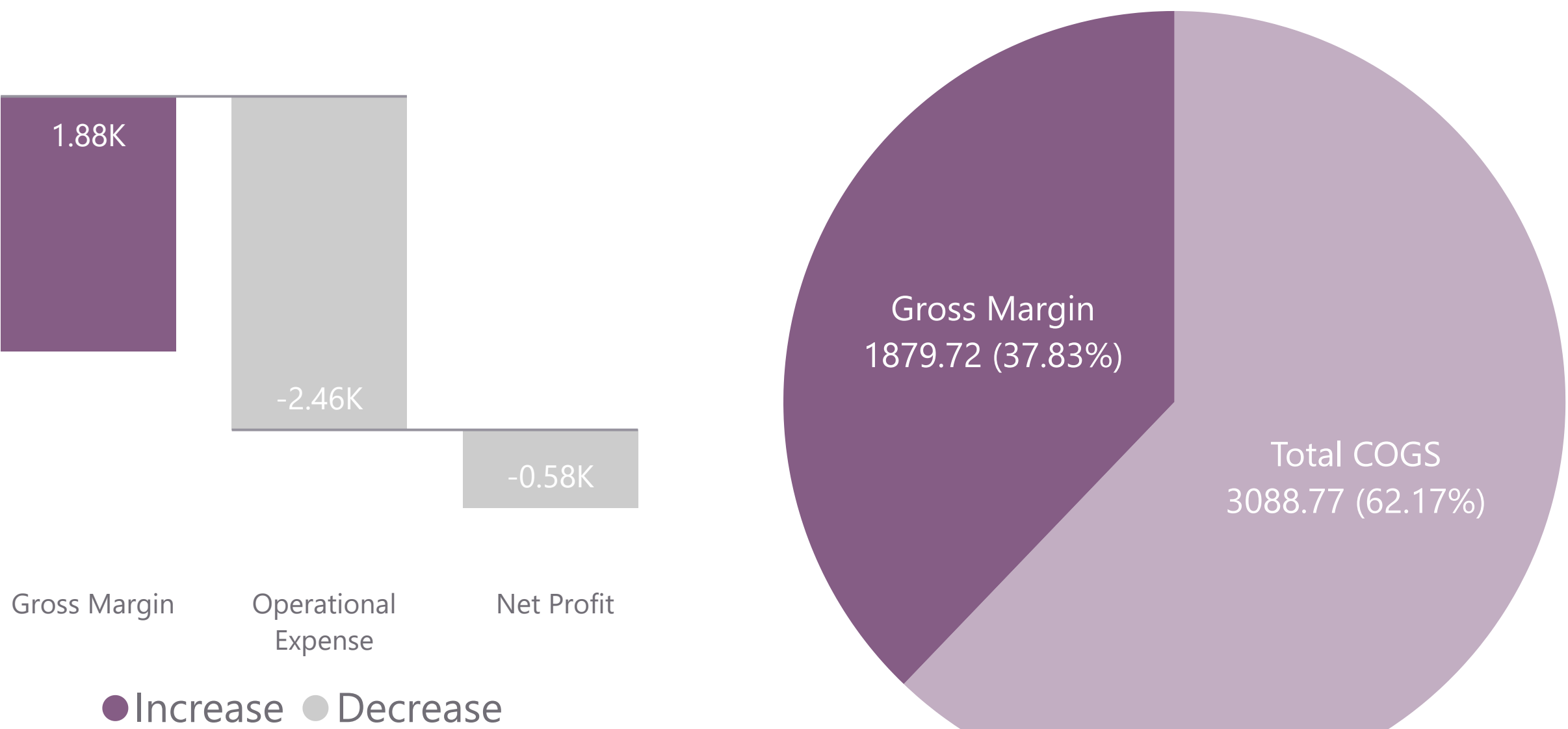
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GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Segment

Category

Segment	NS \$	GM %	NP \$	NP %		Δ NP %
Networking	\$130.40M	37.87%	-8.27M	-6.34%		94.57%
Storage	\$152.29M	37.61%	-11.23M	-7.37%		93.83%
Accessories	\$802.17M	37.58%	-80.32M	-10.01%		110.77%
Peripherals	\$1,152.02M	37.83%	-136.99M	-11.89%		173.12%
Notebook	\$1,973.15M	37.82%	-240.29M	-12.18%		163.76%
Desktop	\$758.45M	38.17%	-101.09M	-13.33%		91.49%
Grand Total	\$4,968.48M	37.83%	-578.18M	-11.64%		157.19%



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Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Net Error (\$)

-2M

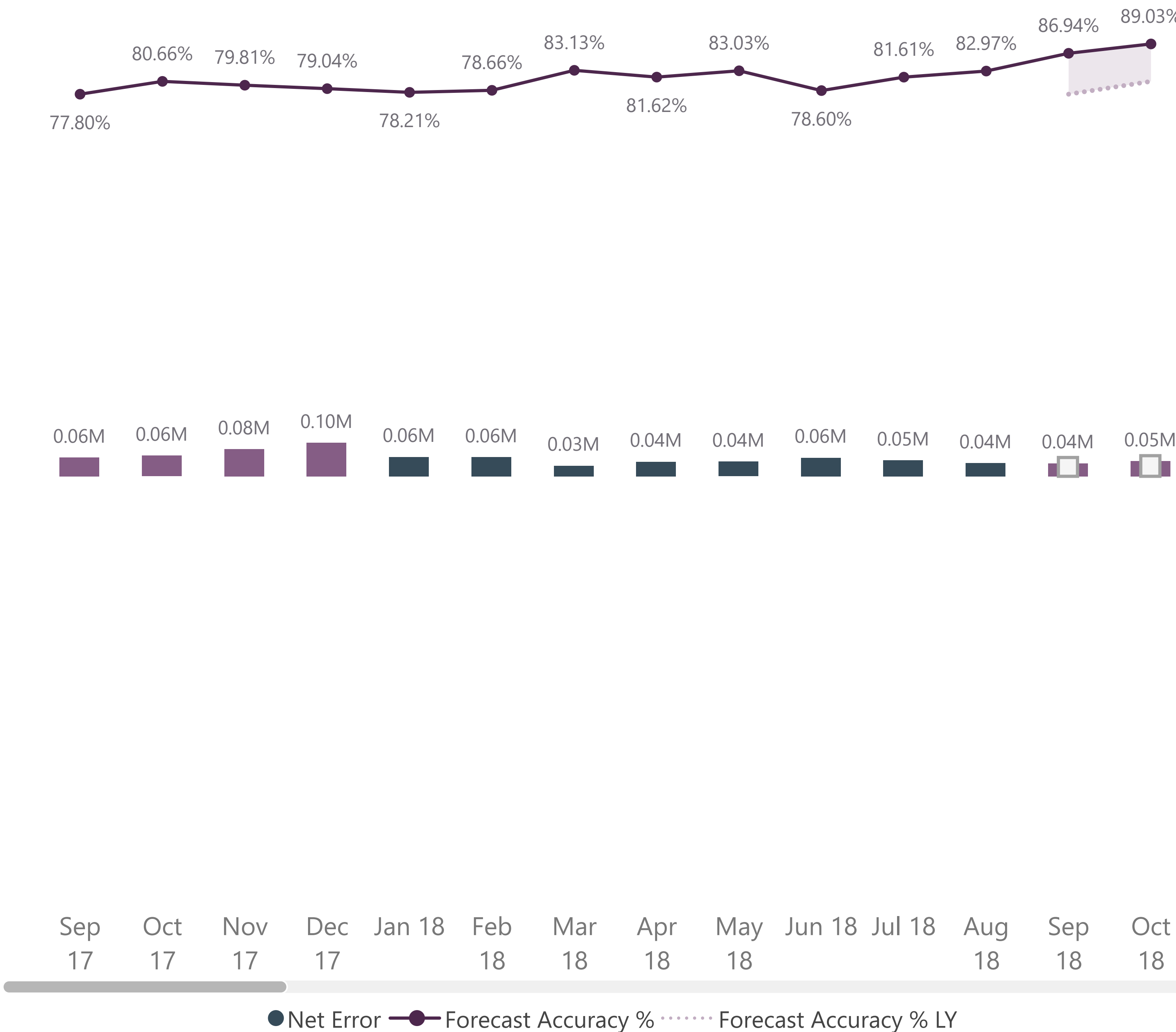
LY: 1.06M | -329.08% ▲

Absolute Error (\$)

25M

LY: 17.89M | 38.57% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	70.89%	69.48%	-866K	-8.4%	OOS
Amazon	69.95%	68.28%	-1394K	-8.4%	OOS
AtliQ Exclusive	69.00%	68.46%	-49K	-0.5%	OOS
Expert	59.53%	58.05%	69K	5.3%	EI
Mbit	58.12%	59.20%	17K	2.5%	EI
Radio Popular	54.52%	55.09%	58K	5.8%	EI
Boulanger	54.23%	54.88%	27K	3.4%	EI
Euronics	54.05%	57.11%	-9K	-1.4%	OOS
Total	79.83%	79.26%	-2417K	-2.0%	OOS

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Desktop	86.98%	84.11%	95K	10.4%	EI
Notebook	83.80%	79.41%	23K	0.5%	EI
Storage	81.08%	82.48%	2020K	10.5%	EI
Networking	80.99%	79.46%	185K	2.7%	EI
Accessories	80.50%	77.85%	-1352K	-1.9%	OOS
Peripherals	74.34%	81.06%	-3388K	-17.5%	OOS
Total	79.83%	79.26%	-2417K	-2.0%	OOS





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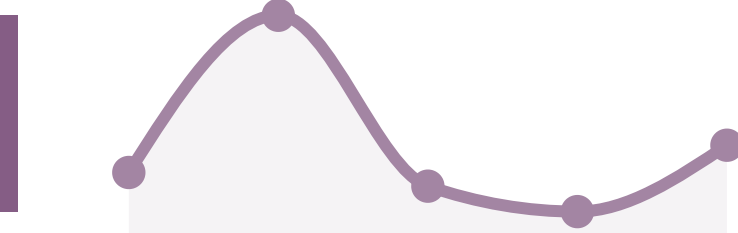


Net Sales \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

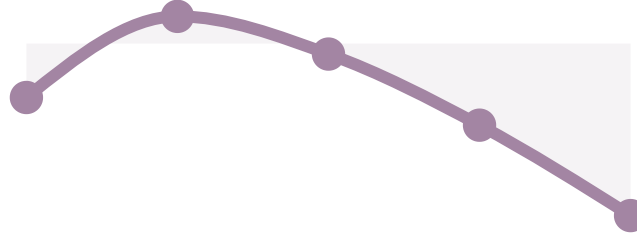
Gross Margin %



Net Profit %

-11.64%

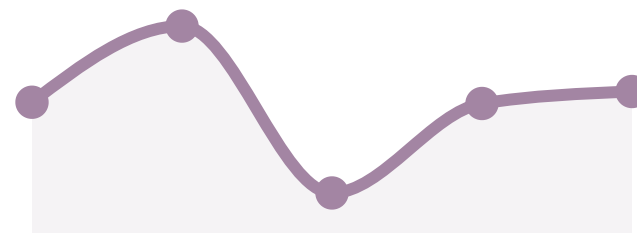
BM: -4.52% | 157.19% ▲



Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲



Revenue Contribution

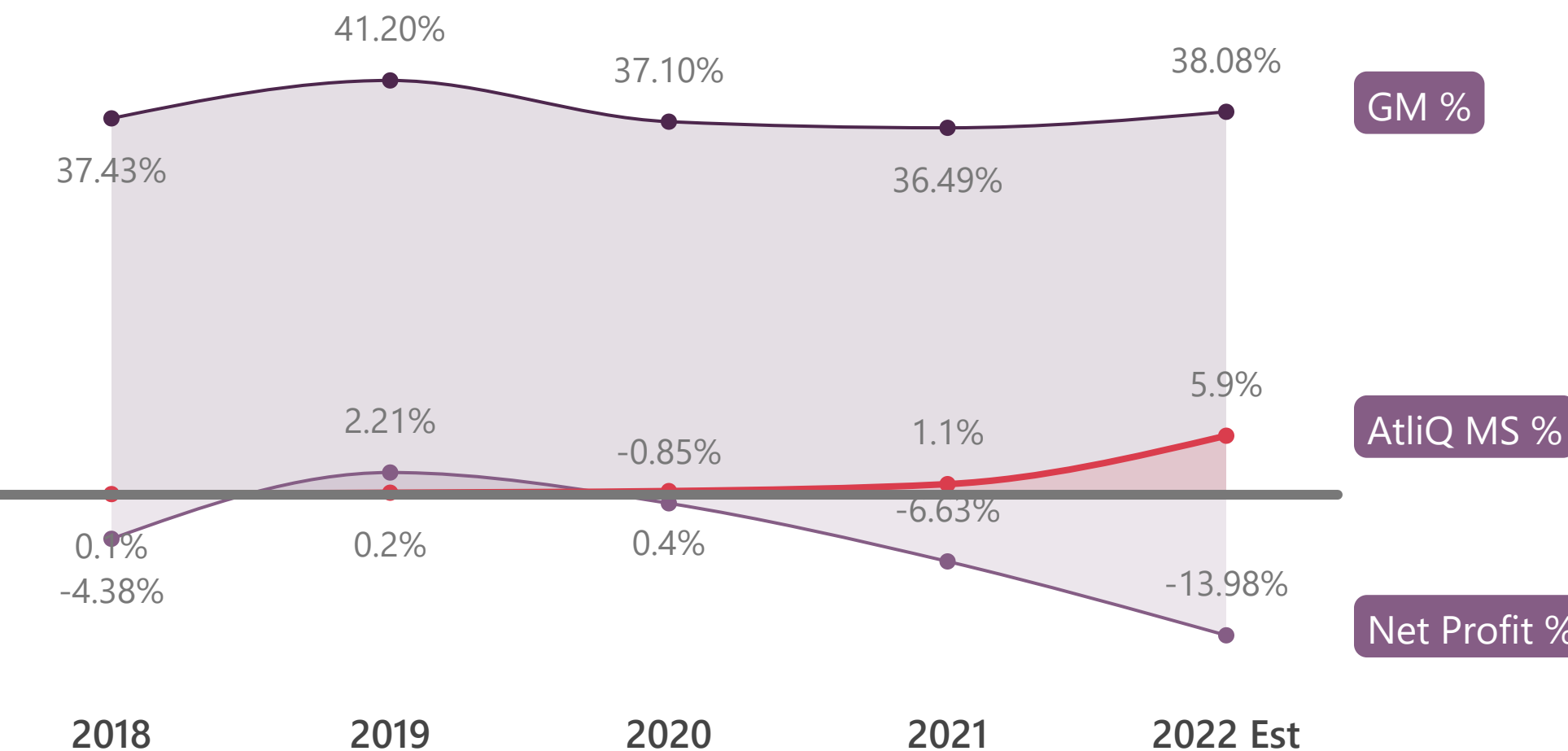
Division

Channel

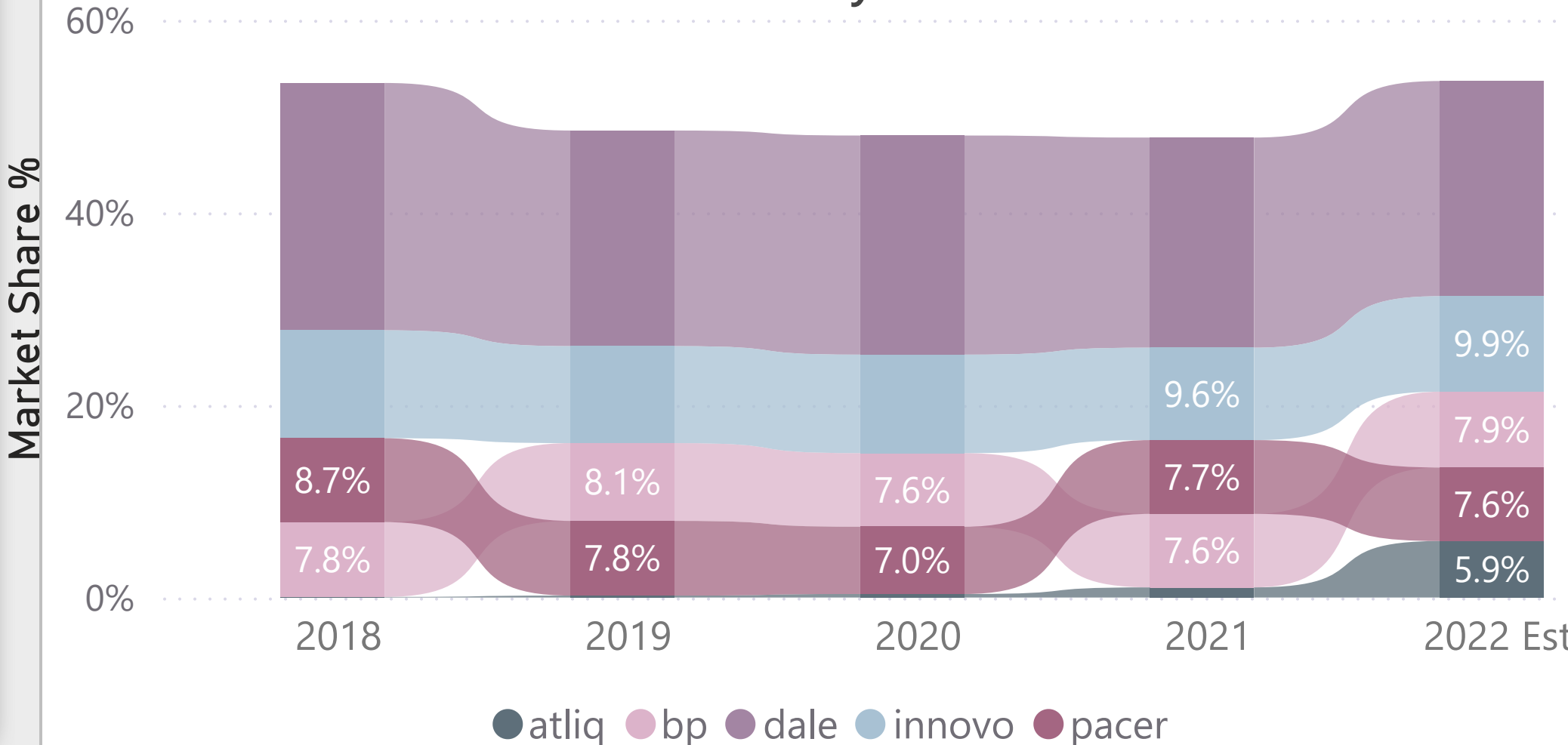


N & S P & A PC

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.6%	36.76% ▲
AtliQ Exclusive	9.6%	45.67% ▲
Atliq e Store	8.4%	37.13% ▼
Flipkart	3.6%	39.78% ▲
Sage	3.4%	32.45% ▼
Total	38.7%	38.96%

TOP 5 Products

Product	RC %	GM %
AQ HOME Allin1 Gen 2	4.4%	38.04%
AQ BZ Allin1 Gen 2	4.1%	38.51%
AQ BZ Allin1	3.5%	37.55%
AQ Smash 2	3.4%	37.37%
AQ Smash 1	3.3%	37.47%
Total	18.7%	37.47%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,290.74M	26.0%	43.45%	-13.40%	-3.8%	OOS	1.8%
India	\$1,271.22M	25.6%	35.14%	-22.03%	0.2%	EI	5.1%
ROA	\$1,077.36M	21.7%	35.42%	-2.30%	-5.3%	OOS	3.2%
NE	\$604.60M	12.2%	34.05%	-14.26%	4.9%	EI	2.5%
SE	\$446.41M	9.0%	37.59%	-1.32%	-6.7%	OOS	6.6%
ANZ	\$257.15M	5.2%	42.51%	-3.17%	-1.2%	OOS	0.5%
LATAM	\$21.00M	0.4%	35.33%	-0.78%	0.3%	EI	0.1%
Total	\$4,968.48M	100.0%	37.83%	-11.64%	-2.0%	OOS	2.3%