



Business Insights 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.

Info



Support





Region, Market ▼ Customer ▼ Segment, Category, Pr... ▼

All ▼ All ▼ All ▼

2019 2020 2021 2022 EST
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 %



Profit and Loss Statement

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



Net Sales Performance Over Time



Top / Bottom Customers & Products by Net Sales

Region	P & L Values	P & L Chg %	Segment	P & L Values	P & L Chg %
		%			
APAC	1,923.77	335.27	Storage	54.59	0.32
EU	775.48	286.26	Peripherals	897.54	439.03
LATAM	14.82	368.40	Notebook	1,580.43	493.06
NA	1,022.09	474.40	Networking	38.43	-14.89
Total	3,736.17	353.50	Desktop	711.08	1,431.55
			Accessories	454.10	85.46
			Total	3,736.17	353.50

NS = Net Sales; GM = Gross Margin; BM = Benchmark; Chg = Change; LY = Last Year; YTD = Year-to-Date; YTG = Year-to-Go



Region, Market ▼ Customer ▼ Segment, Category, Pr... ▼

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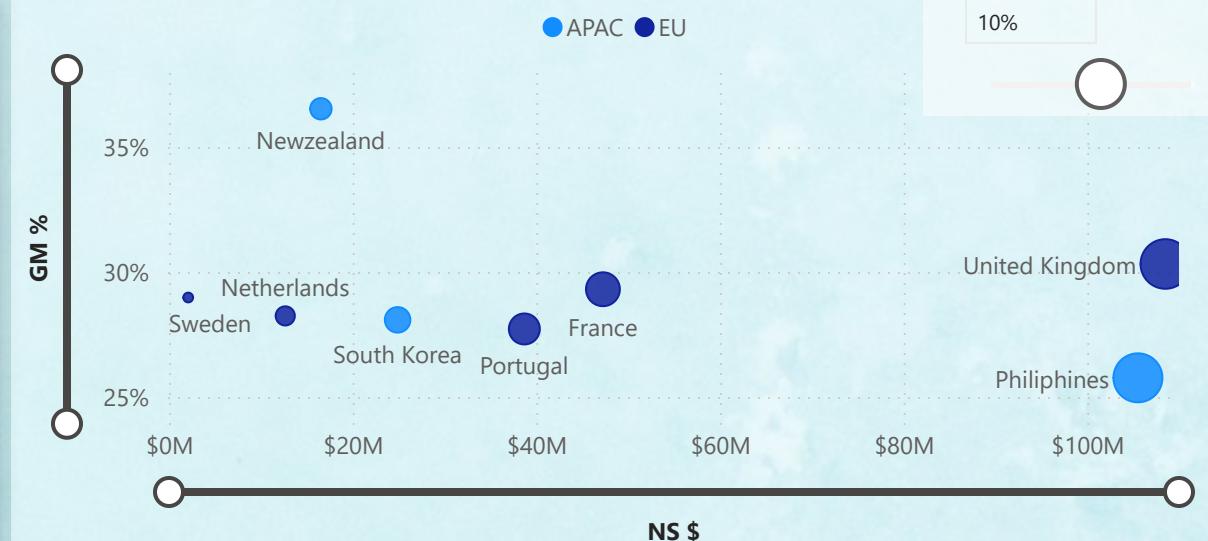
vs LY vs Target



Customer Performance

Customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
Synthetic	\$52.24M	14.76M	28.25%
Surface Stores	\$11.01M	3.25M	29.49%
Staples	\$64.20M	24.99M	38.92%
Sound	\$27.63M	10.76M	38.94%
Total	\$3,736.17M	1,422.88M	38.08%

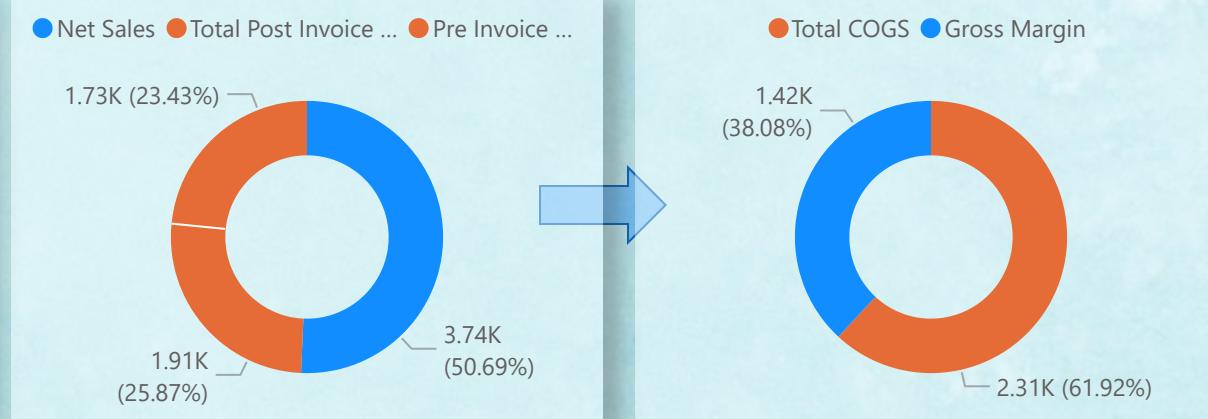
Performance Matrix



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



NS = Net Sales; GM = Gross Margin; LY = Last Year; YTD = Year-to-Date; YTG = Year-to-Go



Region, Market

All

Customer

All

Segment, Category, Pr...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

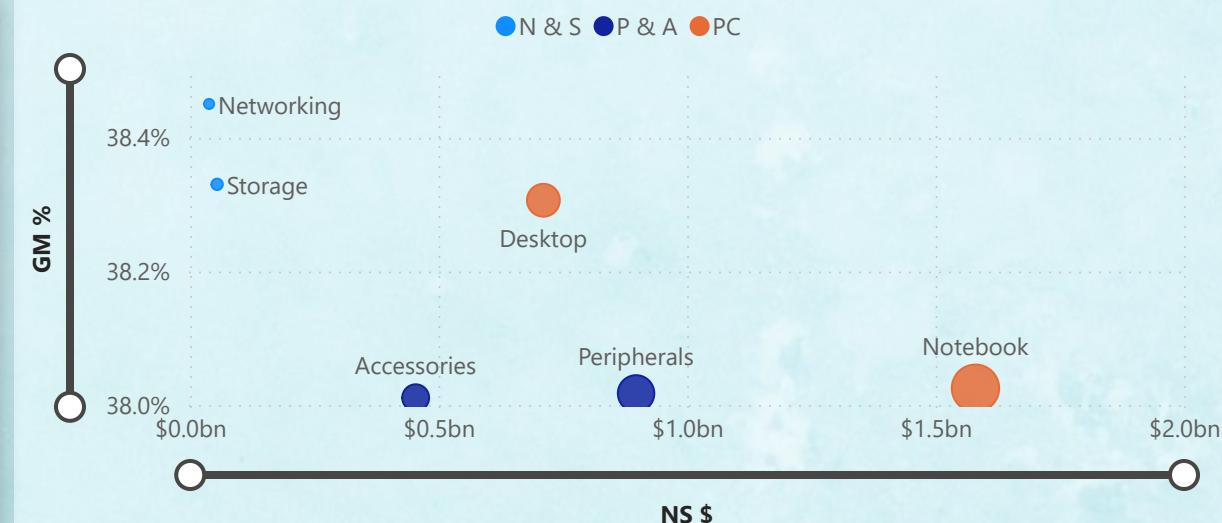


Product Performance

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

Show NP %

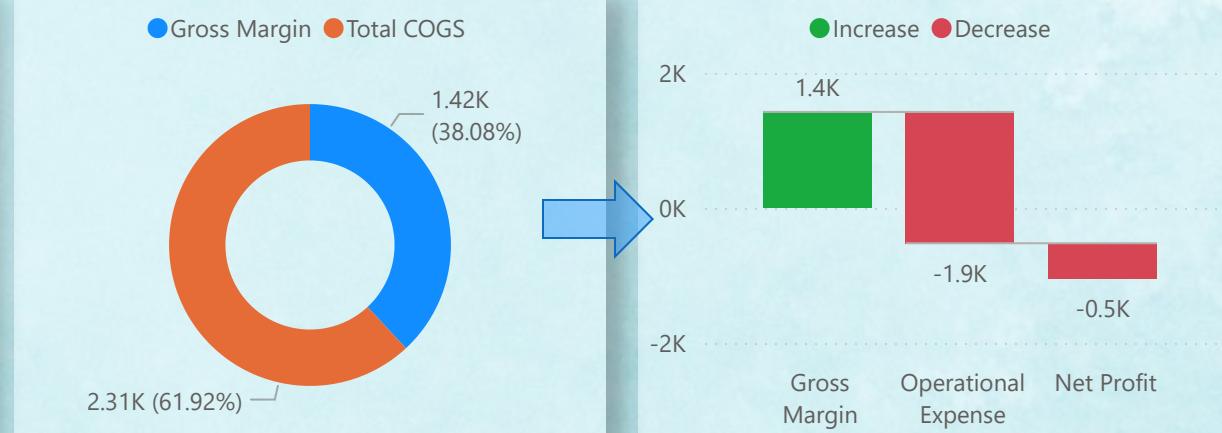
Performance Matrix



Region / Market 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



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Region, Market

All

Customer

All

Segment, Category, Pr...

All

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Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.7K✓

LY: -751.7K (-361.97%)

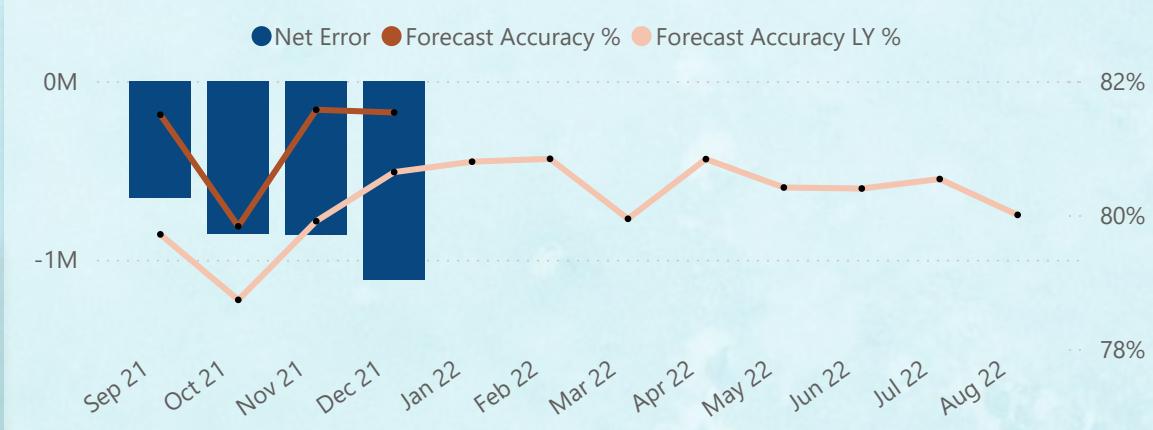
Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

Abs Error

Accuracy / Net Error Trend



Key Metrics by Customer

Customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Digimarket	28.21%	40.79%	-95328	-46.6%	OOS
Ebay	52.27%	50.49%	-19127	-2.0%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.4%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.6%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.9%	OOS
Electricalslytical	45.55%	50.82%	-102814	-16.1%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Key Metrics by Products

Segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

LY = Last Year; EI = Excess Inventory; OOS = Out of Stock; YTD = Year-to-Date; YTG = Year-to-Go





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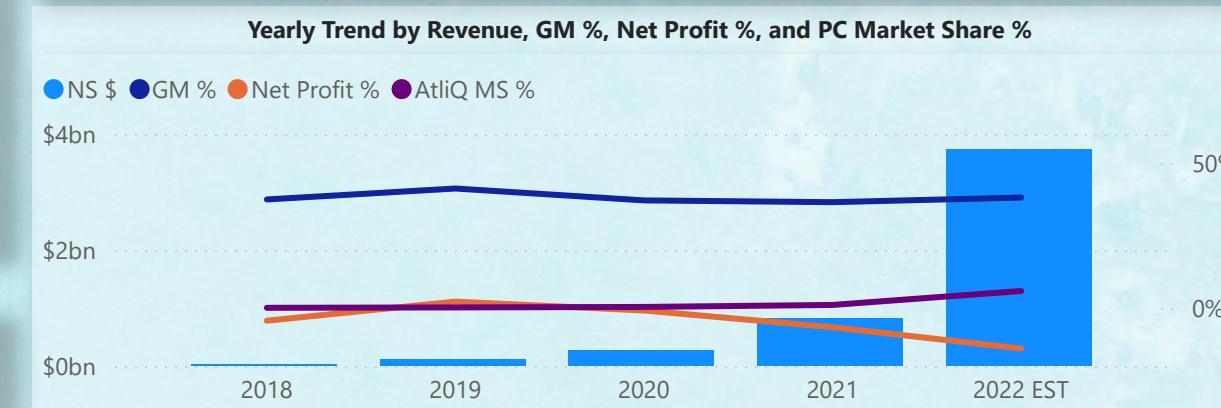
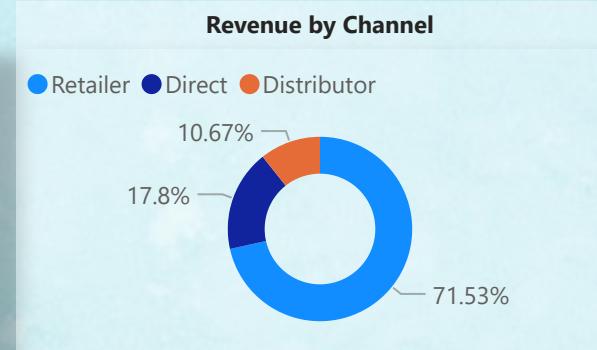
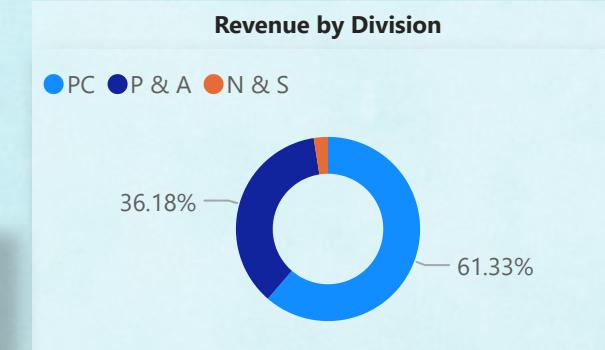
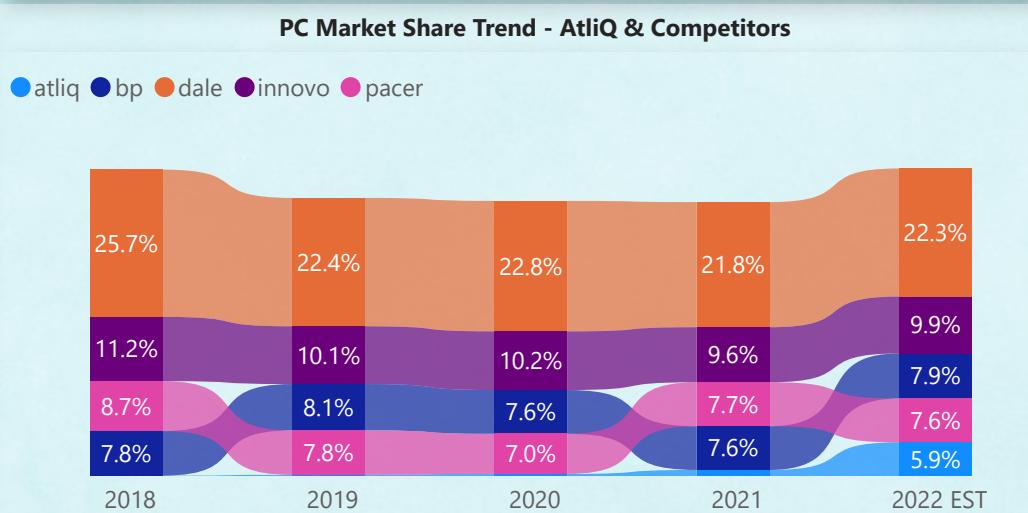
Net Profit %

81.17% ✓
LY: 80.21% (+1.2%)

Forecast Accuracy %



Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0% ▼	-2.9%	0.3%	3.4%	EI
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
SE	\$317.8M	8.5%	37.0% ▼	-4.0%	16.4%	-55.5%	OOS
NE	\$457.7M	12.3%	32.8% ▼	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2% ▼	-6.3%	8.3%	-4.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS



Customer	RC %	GM %
Amazon	13.3%	36.78%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ▼
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ▼
Total	38.2%	39.19%

Product	RC %	GM %
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%

NS = Net Sales; GM = Gross Margin; BM = Benchmark; LY = Last Year; RC = Revenue Contribution; MS = Market Share; EI = Excess Inventory; OOS = Out of Stock; YTD = Year-to-Date; YTG = Year-to-Go



Business Insights 360 Key Info



Home



Finance



Sales



Marketing



Supply
Chain



Executive

1. All the system data in tool is refreshed every month on 5th working day.

2. System data such as Forecast, Actuals and Historical forecast are received from global database.

3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.

4. For FAQs, click [here](#).

5. Download live excel version [here](#).

Support





Business Insights 360 Support



Home



Finance



Sales



Marketing



Supply
Chain



Executive

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?

Info

