



# Business Insights 360



## Info

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



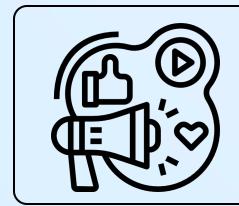
## Finance View

Download **user manual** and get to know the key information of this tool. Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



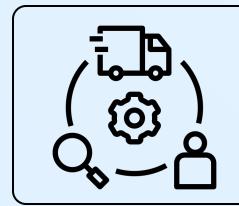
## Sales View

Download **user manual** and get to know the key information of this tool. Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



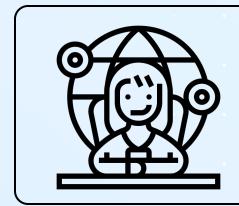
## Marketing View

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.



fy_desc	2018	2019	2020	2021	2022 ...
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region, market

All

segment, category, ...

All

customer

All

quarters

Q1

Q2

Q3

Q4

ytd\_ytg

YTD



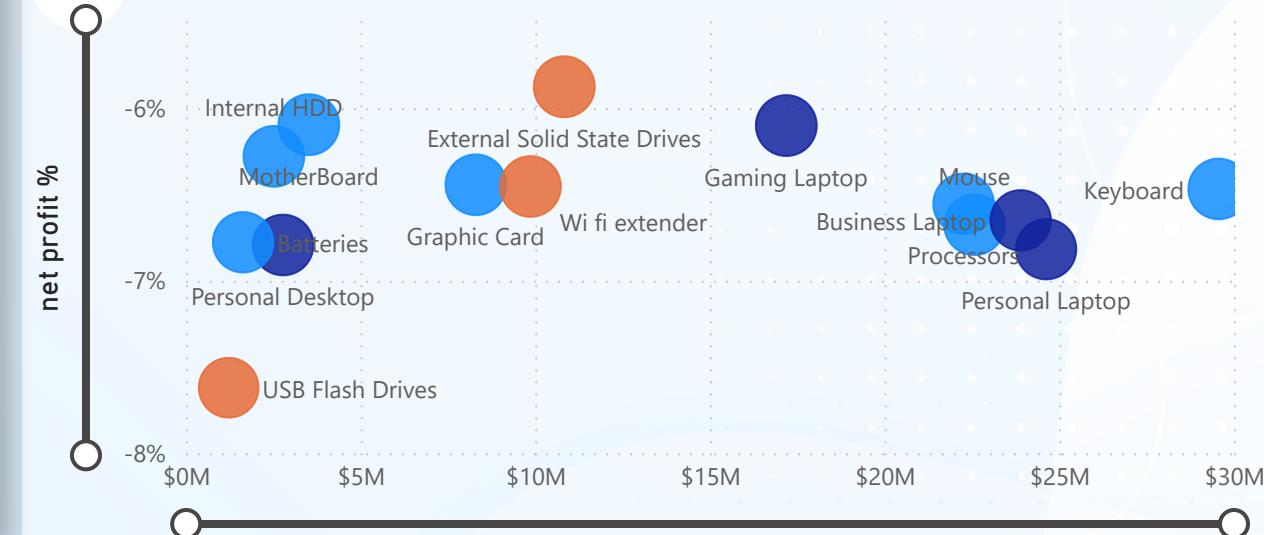
### Product performance

segment	NS \$	GM \$	GM %	net profit \$	net prc
Accessories	\$53.77M	19.61M	23.65%	-3.53M	-6.1%
Desktop	\$10.29M	3.72M	23.45%	-0.73M	-7.1%
AQ BZ Allin1	\$7.51M	2.70M	23.34%	-0.54M	-7.1%
AQ Home Allin1	\$1.57M	0.58M	23.71%	-0.11M	-6.1%
AQ HOME Allin1 Gen 2	\$1.21M	0.44M	23.79%	-0.08M	-6.1%
Networking	\$9.86M	3.61M	23.74%	-0.64M	-6.1%
Notebook	\$58.20M	21.21M	23.63%	-3.77M	-6.1%
AQ Aspiren	\$1.04M	0.39M	24.19%	-0.06M	-5.1%
AQ BZ 101	\$2.33M	0.86M	23.78%	-0.14M	-6.1%
AQ BZ Compact	\$4.86M	1.79M	23.87%	-0.29M	-6.1%
Total	\$180.75M	65.96M	23.66%	-11.77M	-6.1%

show GM %

### Performance matrix

division ● N &amp; S ● P &amp; A ● PC

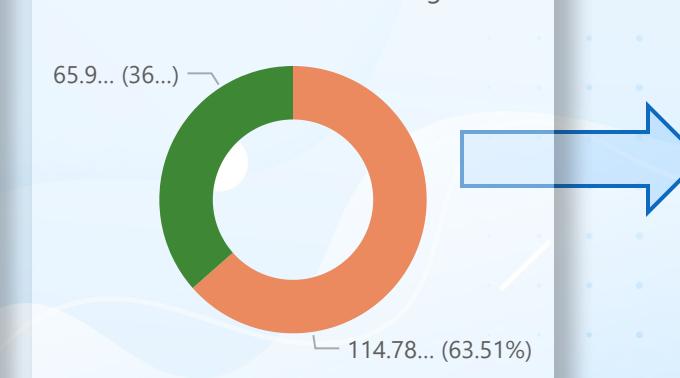


### Region / Market / Customer performance

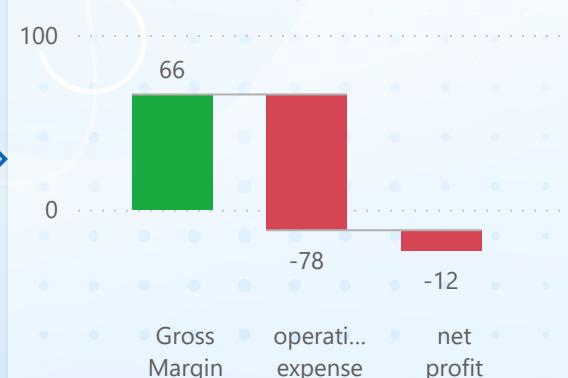
region	NS \$	GM \$	GM %	net profit \$	net profit %
APAC	\$97.28M	34.31M	22.51%	-7.14M	-7.34%
EU	\$43.55M	16.71M	25.58%	0.59M	1.36%
LATAM	\$0.70M	0.26M	25.44%	0.04M	6.13%
NA	\$39.23M	14.68M	24.48%	-5.26M	-13.42%
Total	\$180.75M	65.96M	23.66%	-11.77M	-6.51%

### Unit economics

● Total COGS ● Gross Margin



● Increase ● Decrease





fy\_desc

2018	2019	2020	2021	2022 ...
------	------	------	------	----------

region, market

All
-----

segment, category, ...

All
-----

customer

All
-----

quarters

Q1	Q2	Q3	Q4
----	----	----	----

ytd\_ytg

YTD

**80.55%!**

LY: 0.66 (+22.32%)

**Forecast accuracy****-105.9K**

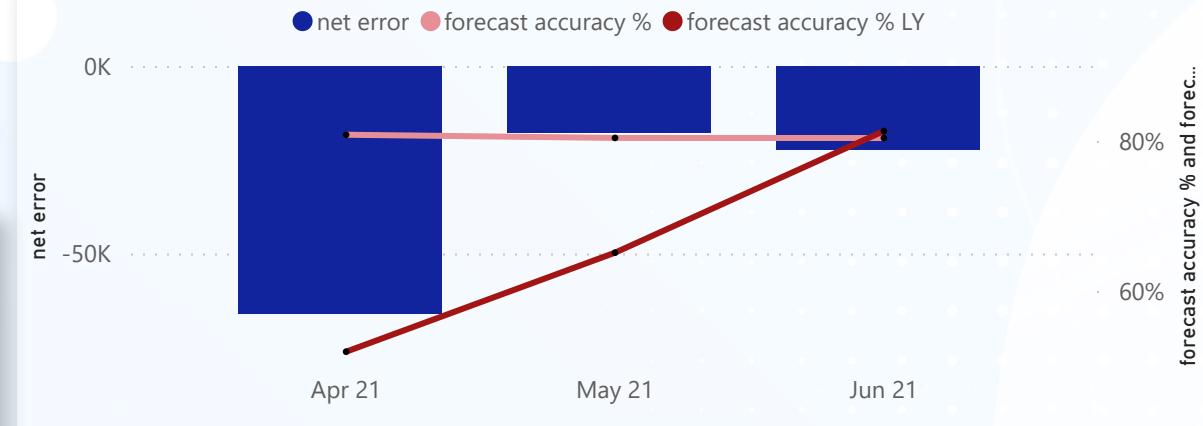
LY: 1243.1K (-108.52%)

**Net error****2086.25K!**

Goal: 1584.11K (-31.7%)

**net profit %****Key metrics by customer**

customer	forecast accuracy %	forecast accuracy % LY	net error	net e
Zone	47.91%	0.33	6514	8
walmart	47.85%	0.25	-6294	-4
Viveks	43.39%	0.27	10619	4
Vijay Sales	41.67%	0.30	1082	0
Unity Stores	44.17%	0.35	4728	18
UniEuro	58.30%	0.29	30585	21
Taobao	44.41%	-0.50	8285	13
Synthetic	39.65%	0.20	-48897	-22
Surface Stores	54.23%	0.24	1788	4
Staples	49.19%	0.35	-4779	-3
Sound	53.32%	0.20	4741	4
Sorefroz	52.32%	0.17	4395	6
Saturn	18.92%	0.35	-7353	-46
Sage	32.44%	0.20	-80587	-34
Relief	51.59%	0.20	11736	1
Reliance Digital	44.13%	0.29	1483	1
Radio Shack	41.26%	0.38	-10455	-12
<b>Total</b>	<b>80.55%</b>	<b>0.66</b>	<b>-105854</b>	<b>-0</b>

**Accuracy / net error trend**

segment	forecast accuracy %	forecast accuracy % LY	net error	risk
Accessories	78.01%	0.67	-403019	OOS
Desktop	84.18%	0.62	3801	EI
Networking	91.53%	0.70	45465	EI
Notebook	79.69%	0.57	-10194	OOS
Peripherals	83.41%	0.65	-68694	OOS
Storage	83.86%	0.64	326787	EI
<b>Total</b>	<b>80.55%</b>	<b>0.66</b>	<b>-105854</b>	<b>OOS</b>



fy_desc	2018	2019	2020	2021	2022 ...
---------	------	------	------	------	----------

region, market

All

segment, category, ...

All

customer

All

quarters

Q1

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ytd\_ytg

YTD



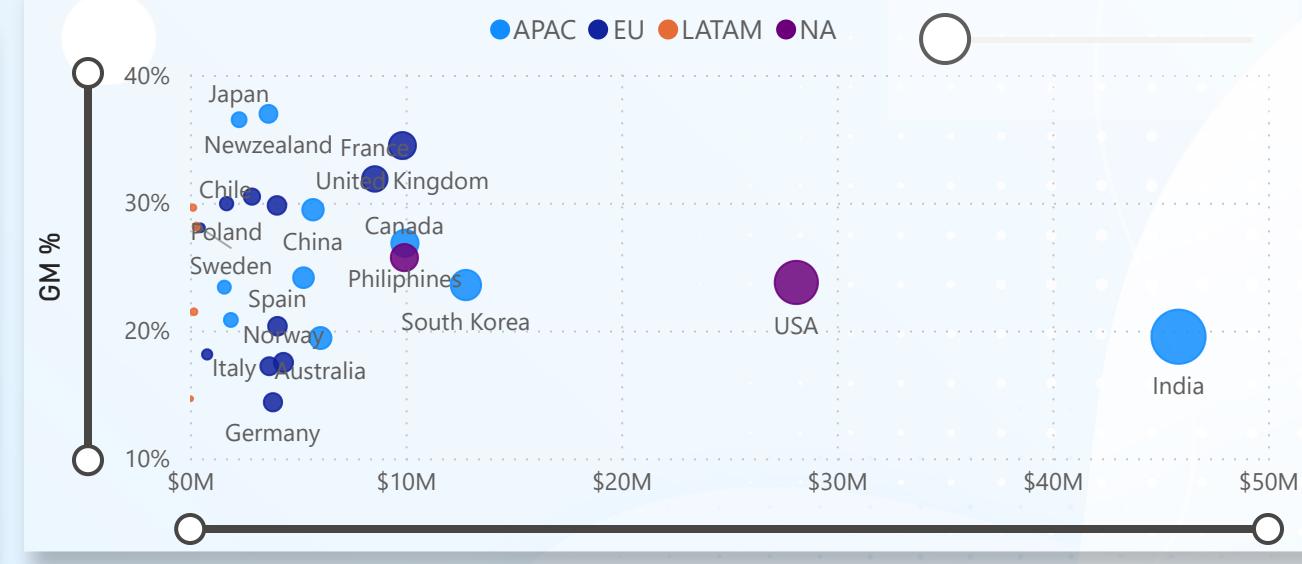
### Customer performance

customer	NS \$	GM \$	GM %
Zone	\$1.30M	0.57M	30.52%
walmart	\$2.37M	0.90M	24.88%
Viveks	\$2.97M	0.78M	16.08%
Vijay Sales	\$2.11M	0.61M	17.65%
Unity Stores	\$0.30M	0.09M	17.41%
UniEuro	\$1.87M	0.73M	27.47%
Taobao	\$0.84M	0.30M	26.12%
Synthetic	\$4.59M	1.83M	26.76%
Surface Stores	\$0.64M	0.26M	27.79%
Staples	\$2.21M	0.72M	21.29%
<b>Total</b>	<b>\$177.99M</b>	<b>65.06M</b>	<b>23.67%</b>

### Product performance

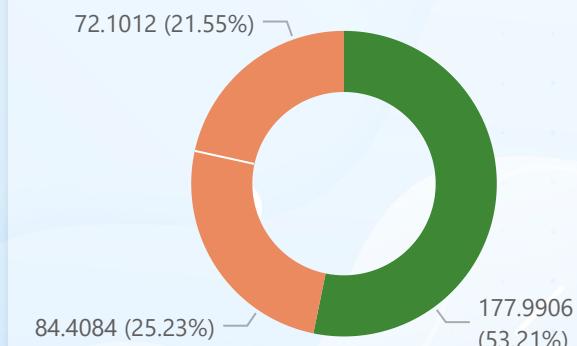
segment	NS \$	GM \$	GM %
Accessories	\$52.77M	19.28M	23.66%
Desktop	\$9.87M	3.57M	23.43%
Networking	\$9.85M	3.62M	23.80%
Notebook	\$57.50M	20.99M	23.64%
Peripherals	\$36.23M	13.27M	23.72%
Storage	\$11.78M	4.32M	23.76%
<b>Total</b>	<b>\$177.99M</b>	<b>65.06M</b>	<b>23.67%</b>

### Performance matrix

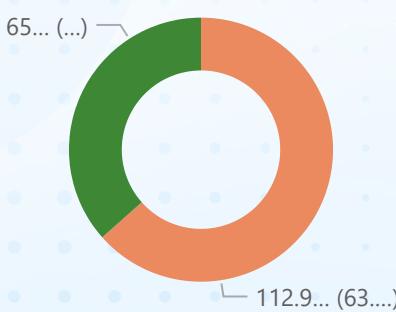


### Unit economics

● Net Sales ● Pre Invoice Deducti... ● Total Post Inv...



● Total COGS ● Gross Margin



vs LY

vs Target



fy_desc	2018	2019	2020	2021	2022 ...
---------	------	------	------	------	----------

region, market

All

segment, category, ...

All

customer

All

quarters

Q1
Q2
Q3
Q4

Q2
Q3
Q4

ytd\_ytg

YTD

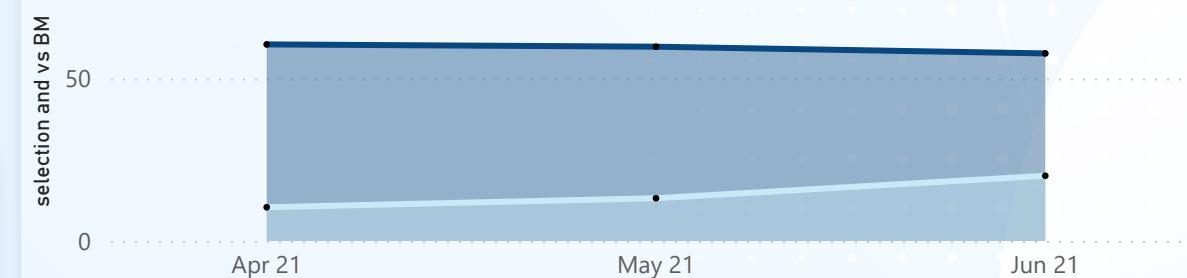
Benchmark

vs LY

vs Target

### Net Sales performance over time

● selection ● vs BM



### Profit and loss statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	359.27	86.94	272.34	313.26
Pre Invoice Deduction	84.41	20.07	64.34	320.54
Net Invoice Sales	274.86	66.86	208.00	311.08
- Post Discounts	60.82	15.65	45.17	288.63
- Post Deductions	36.05	7.61	28.45	374.01
Total Post Invoice Deduction	72.10	15.21	56.89	374.01
Net Sales	177.99	43.61	134.38	308.15
- Manufacturing Cost	107.43	26.00	81.43	313.18
- Freight Cost	4.77	1.18	3.59	305.59
- Other Cost	0.73	0.18	0.56	313.77
Total COGS	112.93	27.35	85.58	312.86
Gross Margin	65.06	16.25	48.80	300.24
Gross Margin %	23.67	24.31	-0.64	-2.64
GM / Unit	6.01	4.79	1.22	25.49
operational expense	-76.77	-16.66	-60.11	360.83
net profit	-11.72	-0.41	-11.31	2,791.59
net profit %	-6.58	-0.93	-5.65	608.45

### Top / bottom products & customers by net sales

market	P & L values	P & L YoY C
Brazil	0.18	-
Mexico	0.30	-
Pakistan	1.59	-
Australia	6.05	1
Poland	1.70	1
Indonesia	5.27	1
USA	28.12	2
Bangladesh	1.90	2
Canada	9.94	2
India	45.85	2
Philippines	9.97	3
<b>Total</b>	<b>177.99</b>	<b>3</b>

segment	P & L values	P &
Accessories	52.77	-
Desktop	9.87	-
Networking	9.85	-
Wi fi extender	9.85	-
AQ Wi Power Dx1	2.63	-
AQ Wi Power Dx2	3.22	-
AQ Wi Power Dx3	4.00	-
Notebook	57.50	-
Business Laptop	16.21	-
<b>Total</b>	<b>177.99</b>	

BM = Benchmark, LY = Last Year



fy_desc	2018	2019	2020	2021	2022 ...
---------	------	------	------	------	----------

region, market

All

segment, category, ...

All

customer

All

quarters

Q1
Q2
Q3
Q4

Q1
Q2
Q3
Q4

ytd_ytg
YTD

Benchmark
vs LY
vs Target



\$177.99M ✓

BM: 43.61M

(+308.15%)

net sales

23.67% !

BM: 24.3% (-2.64%)

GM %

-6.58% !

BM: -0.93%

(-608.45%)

net profit %

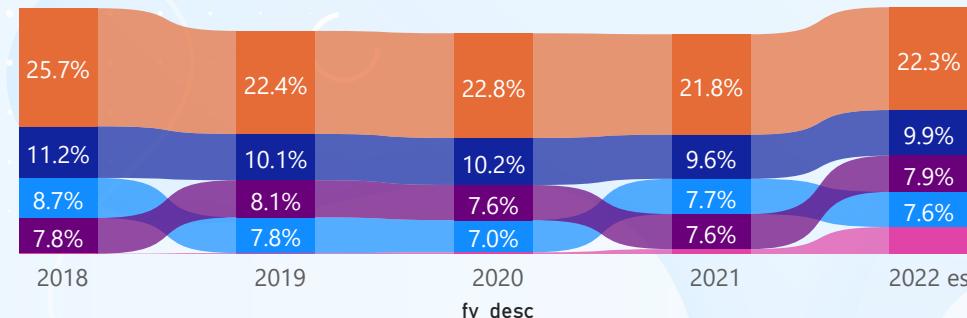
80.55% !

LY: 0.66 (+22.32%)

Forecast accuracy

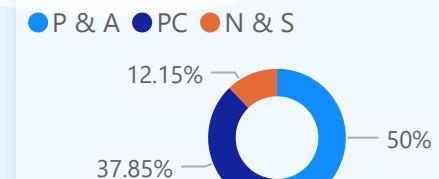
Key insights by sub zone						
sub zone	NS \$	GM %	net profit %	market share %	AtliQ MS %	net err
ANZ	\$9.7M	24.94%	↓	6.95%	0.3%	0.3%
India	\$45.9M	19.52%	↓	-24.73%	2.5%	2.5%
LATAM	\$0.7M	25.79%	↓	5.94%	0.0%	0.0%
NA	\$38.1M	24.26%	↓	-13.71%	0.8%	0.8%
NE	\$23.9M	25.52%	↓	-1.00%	1.2%	1.2%
ROA	\$39.5M	25.72%	↓	8.78%	1.5%	1.5%
SE	\$20.3M	25.91%	↓	4.43%	3.6%	3.6%
<b>Total</b>	<b>\$178.0M</b>	<b>23.67%</b>	<b>↓</b>	<b>-6.58%</b>	<b>1.1%</b>	<b>1.1%</b>
						-0.9

manufacturer ● pacer ● innovo ● dale ● bp ● atliq

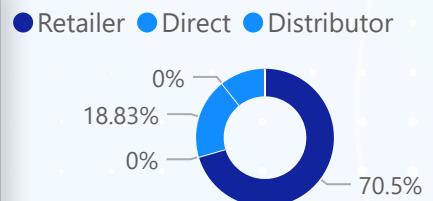


BM= Benchmark, LY= Last year, EI= Excess inventory, OOS= Out of stock

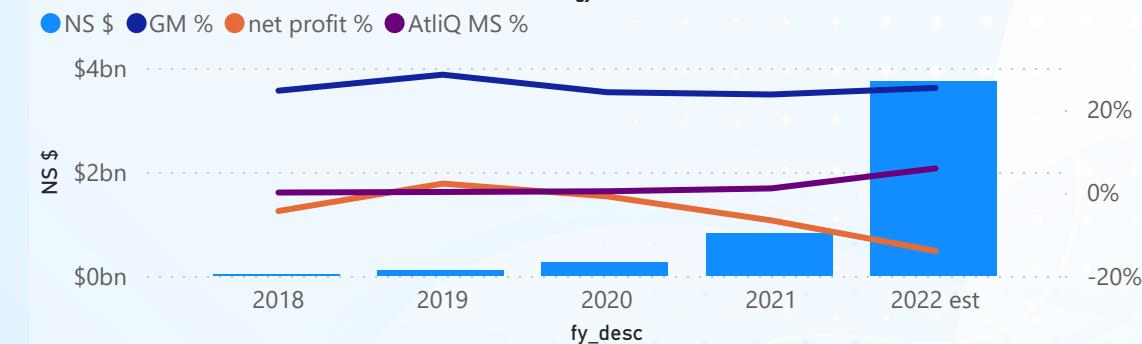
## Revenue by division



## Revenue by channel



## Yearly trend by revenue, GM %, net profit %, PC market share



## Top / bottom title

customer	RC %	GM %
Sage	2.9%	22.64%
Flipkart	3.5%	19.51%
AtliQ Exclusive	9.3%	27.90%
Atliq e Store	9.6%	24.32%
Amazon	12.8%	22.87%
<b>Total</b>	<b>38.0%</b>	<b>24.14%</b>

product	RC %	GM %
AQ BZ Allin1	4.0%	23.34%
AQ BZ Compact	2.7%	24.06%
AQ Gen Y	2.9%	23.43%
AQ Qwerty	3.4%	24.17%
AQ Trigger	3.3%	23.92%
<b>Total</b>	<b>16.3%</b>	<b>23.76%</b>



## Business Insights 360 Key Info

1. All the system data in tool is refreshed every month on the 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](#).



## Business Insights 360 Support

Get an issue resolved

Provide feedback

Add new requests

Check out the contingency plan

[New to Power BI?](#)