



Business Insights 360



Info



Finance View



Sales View



Marketing View



Supply Chain View



Executive View



Support

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..

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Get your **issues resolved** by connecting to our support specialist.



Business Insights 360 Key Information

- 1. All the values are in Dollars and Millions
- 2. All the system data in tool is refreshed every 12th day of month.
- 3. System data such s Forecast, Actuals and Historical forecast are received from the global database.
- 4. Non system data such as Target, Operational expenses and Market share are refreshed on request.
- 5. For FAQs [click here](#).





Net Sales \$

\$256.89K

BM: 67.08K(+282.94%)

Gross Margin %

32.40%

BM: 41.51%(-21.94%)

Net Profit %

-14.40%

BM: -1.08%(-1239.23%)

FILTERS

Year

2020

Quarter

Q4

Performance Metrics

All

Benchmark

vs LY

Market

India

Customer

Atliq e Store

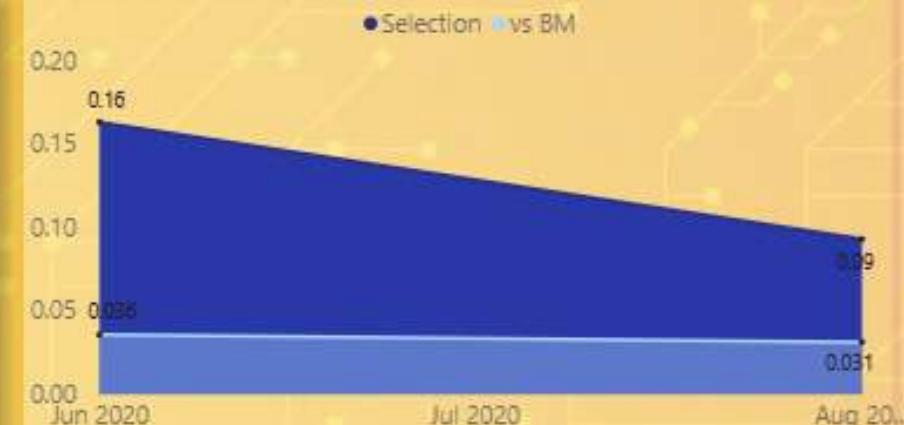
Segment

Peripherals

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	0.55	0.13	0.43	334.14
Pre Invoice Deduction	0.12	0.03	0.09	280.18
Net Invoice Sales	0.43	0.09	0.33	352.85
- Post Discounts	0.13	0.01	0.11	758.90
- Post Deductions	0.05	0.01	0.03	254.62
Total Post Invoice Deduction	0.17	0.03	0.14	521.38
Net Sales	0.26	0.07	0.19	282.86
- Manufacturing Cost	0.16	0.04	0.13	341.25
- Freight Cost	0.01	0.00	0.01	426.67
- Other Cost	0.00	0.00	0.00	75.00
Total COGS	0.17	0.04	0.13	342.56
Gross Margin	0.08	0.03	0.06	198.91
Gross Margin %	32.40	41.51	-9.11	-21.94
GM / Unit	7.50	8.30	-0.79	-9.55
Operational Expense	-0.12	-0.03	-0.09	-320.28
Net Profit	-0.04	0.00	-0.04	-5,028.40
Net Profit %	-14.40	-1.08	-13.33	-1,239.23

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Region	P & L	P & L	Segment	P & L	P & L
	Values	Chg %		Values	Chg %
APAC	0.26	282.86	Peripherals	0.26	282.86
Total	0.26	282.86	Total	0.26	282.86

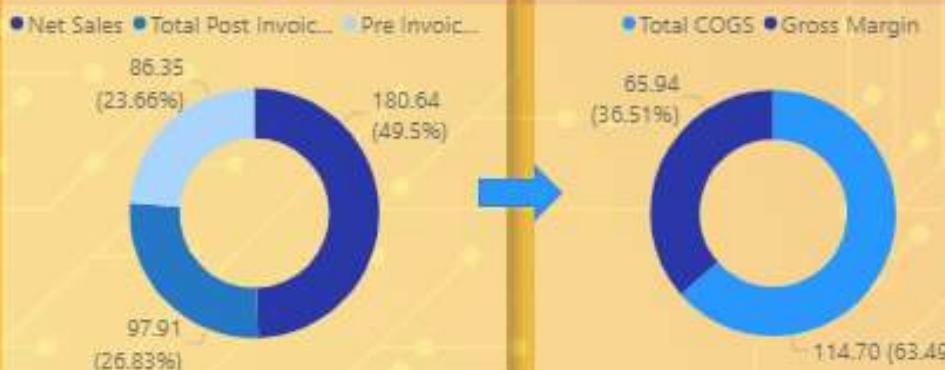


Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$53.4M	19.5M	36.5%
Desktop	\$10.1M	3.7M	36.2%
Networking	\$10.1M	3.7M	36.6%
Notebook	\$58.3M	21.3M	36.5%
Peripherals	\$36.7M	13.4M	36.6%
Storage	\$12.0M	4.4M	36.7%
Total	\$180.6M	65.9M	36.5%



Unit Economics



FILTERS

Year: 2021

Quarter: Q3

Performance Me...: All

Benchmarks: vs LY

Market: All

Customer: All

Segment: All

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$4.03M	1.5M	36.1%
All-Out	\$0.19M	0.1M	47.5%
Amazon	\$22.14M	7.9M	35.7%
Argos (Sainsbury's)	\$0.80M	0.3M	35.1%
Atlas Stores	\$0.84M	0.3M	40.4%
Atliq e Store	\$14.81M	5.5M	37.4%
Atliq Exclusive	\$17.51M	7.5M	42.9%
BestBuy	\$2.34M	0.8M	36.0%
Billa	\$0.30M	0.1M	24.8%
Boulanger	\$1.01M	0.3M	29.4%
Chip 7	\$1.75M	0.7M	40.5%
Chiptec	\$0.99M	0.3M	32.6%
Circuit City	\$1.56M	0.5M	32.0%
Total	\$180.64M	65.9M	36.5%

Performance Matrix



NS: Net Sales | GM: Gross Margin | NP: Net Profit | YTD: Year To Date | YTG: Year To Go



Performance by Segment, Category and Products

Segment	NS \$	GM \$	GM %	NP \$	NP %
▪ Notebook	\$58.29M	21.26M	36.47%	-3.76M	-6.45%
▪ Accessories	\$53.45M	19.50M	36.48%	-3.43M	-6.42%
▪ Peripherals	\$36.70M	13.42M	36.57%	-2.32M	-6.31%
▪ Storage	\$11.98M	4.40M	36.75%	-0.76M	-6.37%
▪ Networking	\$10.07M	3.69M	36.65%	-0.64M	-6.32%
▪ Desktop	\$10.15M	3.67M	36.17%	-0.71M	-6.97%
Total	\$180.64M	65.94M	36.51%	-11.61M	-6.43%



Show GM %

FILTERS



Customer Performance by Region and Market

Region	NS \$	GM \$	GM %	NP \$	NP %
▪ EU	\$43.70M	16.76M	38.35%	0.58M	1.32%
▪ LATAM	\$0.68M	0.26M	37.54%	0.04M	6.19%
▪ NA	\$38.89M	14.53M	37.35%	-5.24M	-13.48%
▪ APAC	\$97.37M	34.40M	35.33%	-6.99M	-7.18%
Total	\$180.64M	65.94M	36.51%	-11.61M	-6.43%



Product Performance



Unit Economics



Year

2021

Quarter

Q3

Benchmark

vs LY

Performance Metrics

All

Market

All

Customer

All

Segment

All

NS: Net Sales | GM: Gross Margin | BM: Benchmark | NP: Net Profit | P & L Chg: Profit and Loss Change | YTD: Year To Date | YTG: Year To Go



Forecast Accuracy

80.40%

LY: 44.22% (+81.81%)



Net Error

-140.35K

LY: 2617.39K (-105.36%)

Absolute Error

2125.92K

LY: 2617.48K (-18.78%)

FILTERS

Year

2021

Quarter

Q3

Benchmark

vs LY

Performance Me...

All

Market

All

Customer

All

Segment

All

Key Metrics By Customer

Customer	FA % LY	FA % LY	Net Error	Risk Values	P & L BM	P & L Chg	P & L Chg %
Acclaimed Stores	52.71%	26.16%	-31288	OOS	4.03	0.20	3.83
All-Out	30.90%	12.30%	-2136	OOS	0.19	0.01	0.19
Amazon	75.09%	33.19%	-1276	OOS	22.14	8.27	13.87
Argos (Sainsbury's)	58.77%	17.37%	3862	EI	0.80	0.04	0.76
Atlas Stores	47.21%	14.13%	18243	EI	0.84	0.03	0.81
Atliq e Store	74.76%	38.12%	-33782	OOS	14.81	6.80	8.02
Atliq Exclusive	73.09%	15.48%	-32099	OOS	17.51	0.89	16.61
BestBuy	36.29%	24.34%	-16785	OOS	2.34	0.13	2.22
Billa	10.87%	17.42%	-7544	OOS	0.30	0.01	0.29
Boulanger	55.11%	20.42%	16338	EI	1.01	0.03	0.98
Chip 7	52.74%	11.92%	16402	EI	1.75	0.07	1.68
Chiptec	54.28%	22.12%	18840	EI	0.99	0.02	0.97
Circuit City	36.16%	23.71%	-16214	OOS	1.56	0.07	1.49
Control	48.26%	20.87%	-9295	OOS	2.02	0.10	1.91
Coolblue	49.17%	18.98%	24998	EI	1.07	0.05	1.02
Costco	54.36%	18.07%	4224	EI	2.73	0.17	2.56
Croma	43.69%	19.63%	15678	EI	1.89	0.13	1.76
Currys (Dixons Carphone)	34.61%	20.79%	-11941	OOS	0.60	0.04	0.57
Total	80.40%	44.22%	-140349	OOS	180.64	26.30	154.34
					586.82		

Accuracy / Net Error Trend



Key Metrics by Products

Segment	FA % LY	FA % LY	Net Error	Net Error %	Risk
Storage	83.95%	38.51%	322592	15.41%	EI
Peripherals	83.38%	42.20%	-69287	-5.84%	OOS
Notebook	79.24%	33.20%	-11377	-4.02%	OOS
Networking	91.62%	57.59%	44711	7.28%	EI
Desktop	84.88%	35.05%	3454	10.97%	EI
Accessories	77.73%	46.04%	-430442	-6.49%	OOS
Total	80.40%	44.22%	-140349	-1.29%	OOS



Net Sales %
\$180.64M
BM: 26.30M (+586.82%)

Gross Margin %
36.51%
BM: 37.30% (-2.12%)

Net Profit %
80.40%
BM: 44.22% (+81.81%)

Forecast Accuracy
-6.43%
BM: -0.82% (-682.74%)

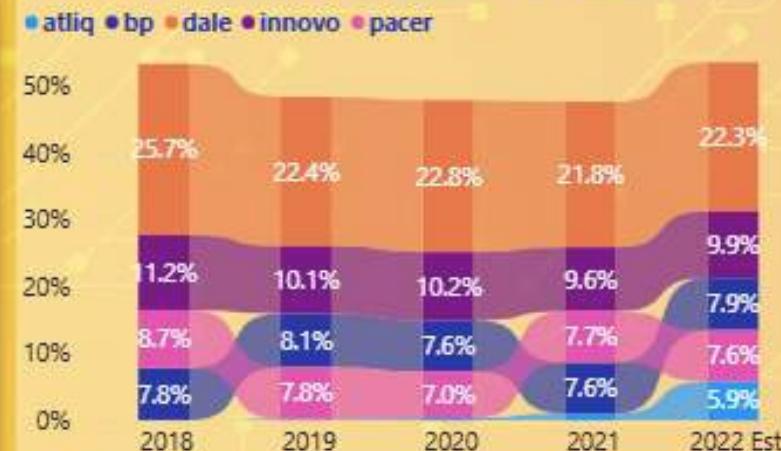
FILTERS

Year
2021

Key Insights per Subzone

Sub Zone	NS S	RC %	GM %	NP %	Atliq	MS %	Risk
India	\$44.9M	24.9%	32.0%	-24.7%	2.5%	EI	
ROA	\$43.2M	23.9%	38.2%	7.9%	1.5%	OOS	
NA	\$38.9M	21.5%	37.4%	-13.5%	0.8%	OOS	
NE	\$23.9M	13.2%	38.0%	-1.2%	1.2%	EI	
SE	\$19.8M	11.0%	38.7%	4.4%	3.6%	EI	
ANZ	\$9.3M	5.1%	38.5%	7.4%	0.3%	OOS	
LATAM	\$0.7M	0.4%	37.5%	6.2%	0.0%	EI	
Total	\$180.6M	100.0%	36.5%	-6.4%	1.1%	OOS	

Ribbon Chart for top 5 manufacturers



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	12.3%	35.7%
Atliq e Store	8.2%	37.4%
Atliq Exclusive	9.7%	42.9%
Neptune	3.3%	41.1%
Sage	4.0%	34.9%
Total	37.5%	38.3%

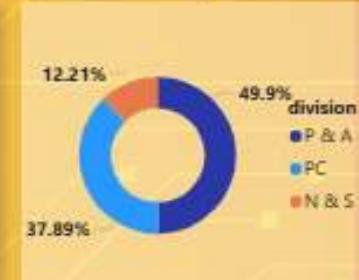
Top 5 Products by Revenue

product	RC %	GM %
AQ Trigger	3.3%	36.9%
AQ Qwerty	3.3%	37.2%
AQ Gen Y	2.9%	36.1%
AQ BZ	2.7%	37.0%
Compact		
AQ BZ Allin1	4.1%	36.0%
Total	16.4%	36.6%

Revenue By Channel



Revenue By Division



Quarter

Q3

Benchmarks

vs LY

Performance Me...

Customer

All

Market

All

Category

All

Product

All