



# Business Insights 360



## Info

Download **user manual** and get to know the 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 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.



# 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

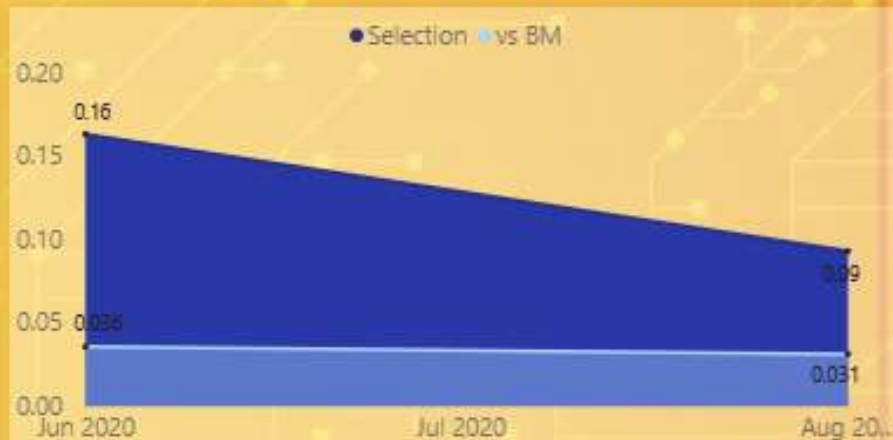
Segment

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



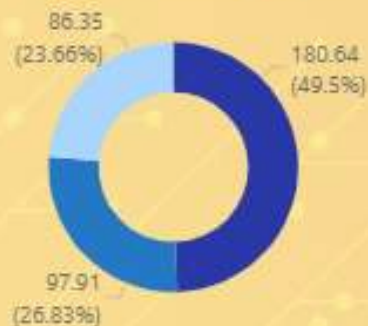


## Product Performance

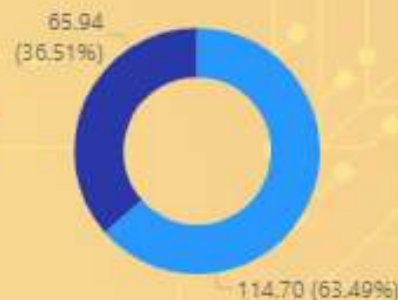
segment	NS \$	GM \$	GM %
Accessories	\$53.4M	19.5M	36.5%
Desktop	\$10.1M	3.7M	36.2%
Networking	\$10.1M	3.7M	36.6%
Notebook	\$58.3M	21.3M	36.5%
Peripherals	\$36.7M	13.4M	36.6%
Storage	\$12.0M	4.4M	36.7%
Total	\$180.6M	65.9M	36.5%

## Unit Economics

Net Sales Total Post Invoice Pre Invoice



Total COGS Gross Margin



## 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%
Boulangier	\$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

[Show GM %](#) **FILTERS**

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%



Year

2021

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vs LY

Performance Metrics

All

Market

All

Customer

All

Segment

All

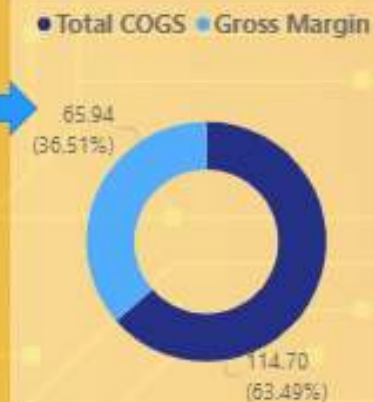
## Customer Performance by Region and Market

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







## 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

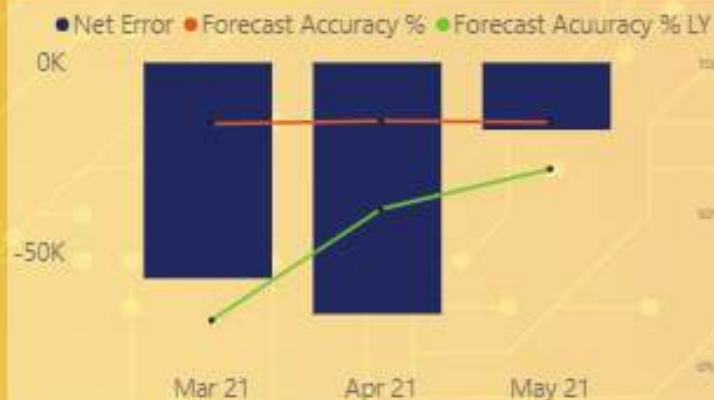
Segment

All

## Key Metrics By Customer

Customer	FA %	FA % LY	Net Error	Risk	P & L Values	P & L BM	P & L Chg	P & L Chg %
Acclaimed Stores	52.71%	26.16%	-31288	OOS	4.03	0.20	3.83	1,915.65
All-Out	30.90%	12.30%	-2136	OOS	0.19	0.01	0.19	3,740.00
Amazon	75.09%	33.19%	-1276	OOS	22.14	8.27	13.87	167.63
Argos	58.77%	17.37%	3862	EI	0.80	0.04	0.76	1,824.76
(Sainsbury's)								
Atlas Stores	47.21%	14.13%	18243	EI	0.84	0.03	0.81	2,525.55
Atliq e Store	74.76%	38.12%	-33782	OOS	14.81	6.80	8.02	117.94
Atliq	73.09%	15.48%	-32099	OOS	17.51	0.89	16.61	1,863.44
Exclusive								
BestBuy	36.29%	24.34%	-16785	OOS	2.34	0.13	2.22	1,742.37
Billa	10.87%	17.42%	-7544	OOS	0.30	0.01	0.29	2,002.76
Boulanger	55.11%	20.42%	16338	EI	1.01	0.03	0.98	3,346.94
Chip 7	52.74%	11.92%	16402	EI	1.75	0.07	1.68	2,296.30
Chiptec	54.28%	22.12%	18840	EI	0.99	0.02	0.97	4,982.05
Circuit City	36.16%	23.71%	-16214	OOS	1.56	0.07	1.49	2,225.48
Control	48.26%	20.87%	-9295	OOS	2.02	0.10	1.91	1,840.33
Coolblue	49.17%	18.98%	24998	EI	1.07	0.05	1.02	2,010.28
Costco	54.36%	18.07%	4224	EI	2.73	0.17	2.56	1,549.82
Croma	43.69%	19.63%	15678	EI	1.89	0.13	1.76	1,312.01
Currys	34.61%	20.79%	-11941	OOS	0.60	0.04	0.57	1,460.21
(Dixons Carphone)								
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 %	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

**Quarter**  
Q3

**Benchmarks**  
vs LY

**Performance Me...**  
All

**Customer**  
All

**Market**  
All

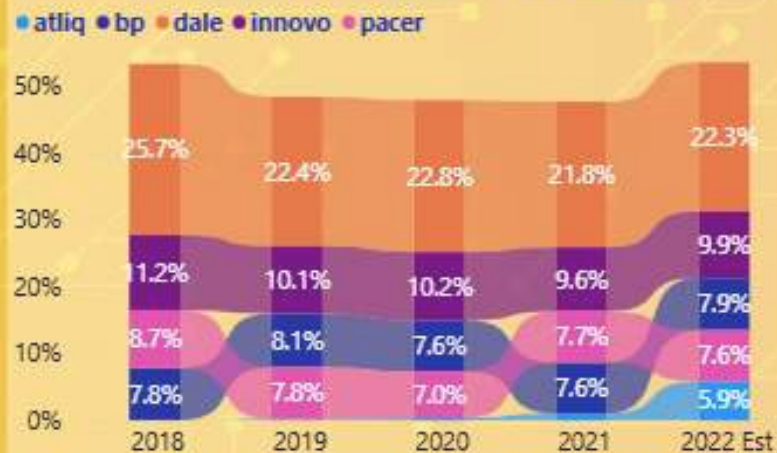
**Category**  
All

**Product**  
All

### Key Insights per Subzone

Sub Zone	NS \$	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



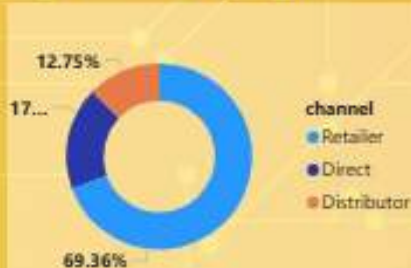
### Top 5 Customers by Revenue

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

