



Business Insight 360

Designed By : Pragati Agrawal



Saturday, 3 May, 2025

Sales data loaded until : Dec 21



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.



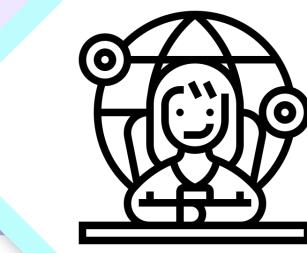
Marketing View

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.

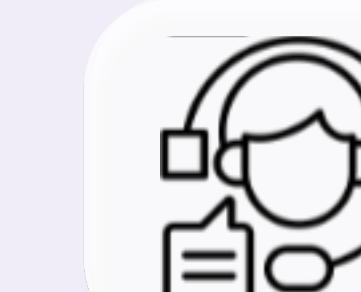


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FILTERS

Reset Filters

Select Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q 1 Q 2 Q 3 Q 4

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

OOS = Out of Stock | EI = Excess Inventory

All values are in Dollars & Millions

Net Sales

\$267.98M

BM: 111.37M 140.61% ▲

Gross Margin %

37.10%

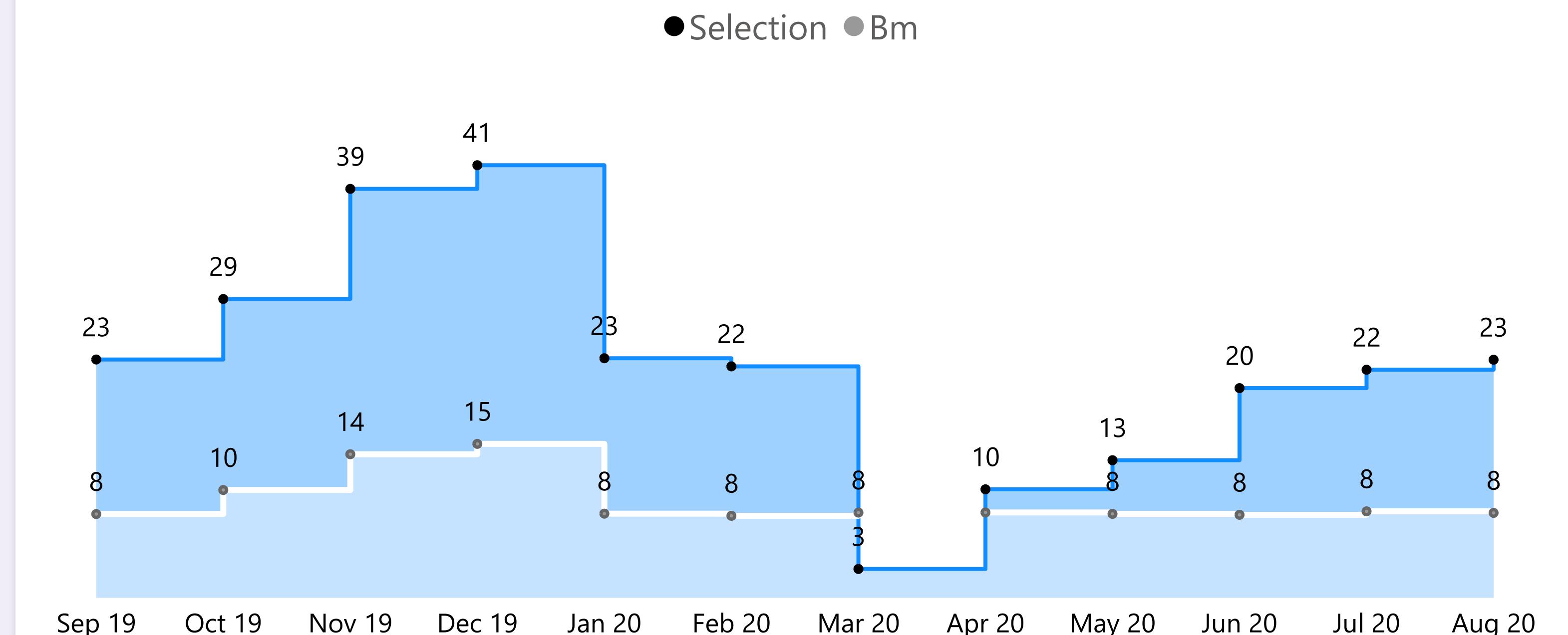
BM: 41.2% -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% -138.68% ▼

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

- Region
- Segment
- Category

Secondary Parameter

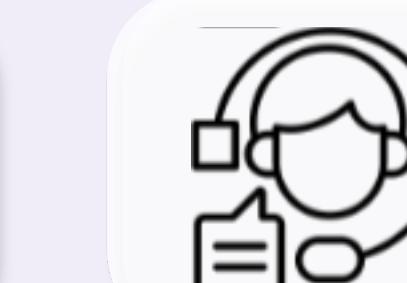
- Market
- Product

Segment	P & L Values	P & L Chg %
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Notebook	86.39	166.63
Accessories	66.23	136.21
Peripherals	60.63	207.22
Storage	27.56	99.17
Networking	26.22	51.00
Desktop	0.95	
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Net Profit %	-0.85	2.21	-3.06	-138.68
Net Profit	-2.29	2.46	-4.75	-193.08
Operational Expense	-101.71	-43.43	-58.28	134.21
GM / Unit	4.79	4.25	0.53	12.49
Gross Margin %	37.10	41.20	-4.10	-9.95
Gross Margin	99.42	45.89	53.53	116.66
Total COGS	168.56	65.49	103.07	157.39
- Other Cost	1.10	0.51	0.59	115.02
- Freight Cost	7.16	2.64	4.52	171.46
- Manufacturing Cost	160.30	62.34	97.96	157.14
Net Sales	267.98	111.37	156.60	140.61
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
- Post Deductions	47.43	20.53	26.90	131.02
- Post Discounts	95.85	29.72	66.13	222.51
Net Invoice Sales	411.25	161.62	249.63	154.45
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Gross Sales	535.95	209.06	326.88	156.36



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Q 1 Q 2 Q 3 Q 4

YTD YTG

BY REGION / COUNTRY

All

BY STORES(S)

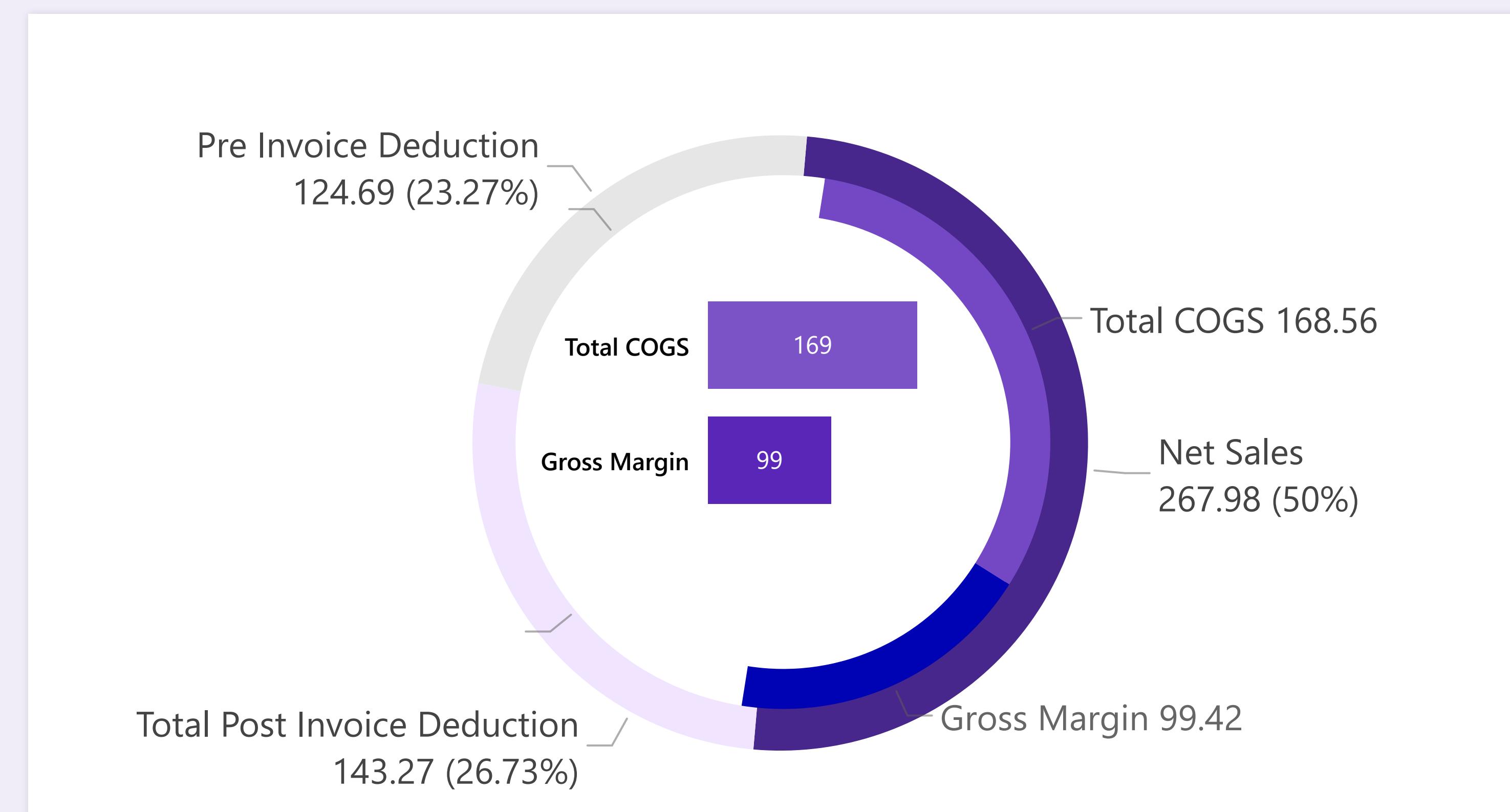
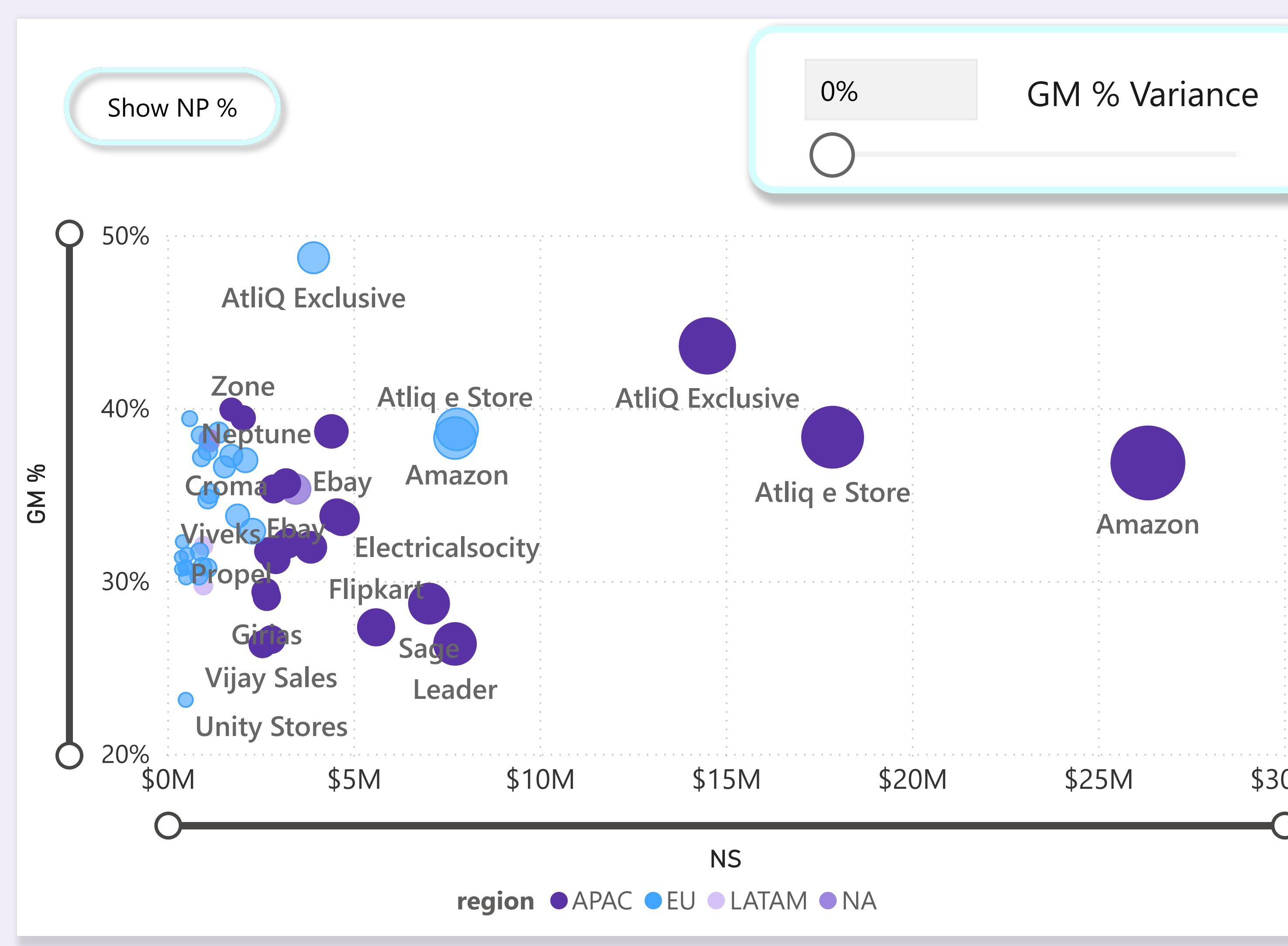
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Customer Performance

Product **Customer**

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.8M	18.9M	38.0%	-8.68%
AtliQ Exclusive	\$31.7M	11.9M	37.5%	-8.59%
AtliQ e Store	\$23.0M	10.5M	45.8%	-5.42%
Flipkart	\$10.9M	3.7M	33.5%	-3.75%
Sage	\$8.3M	2.6M	31.2%	-28.55%
Ebay	\$8.1M	2.8M	34.3%	-19.35%
Leader	\$7.7M	2.0M	26.4%	-45.22%
Synthetic	\$5.8M	2.5M	44.2%	8.72%
Novus	\$4.9M	2.0M	41.3%	10.25%
Electricalsociety	\$4.6M	1.5M	33.8%	-23.82%
Neptune	\$4.4M	1.7M	38.7%	-16.07%
Expression	\$3.9M	1.2M	32.0%	-20.01%
Acclaimed Stores	\$3.7M	1.4M	37.1%	10.71%
Staples	\$3.7M	1.5M	40.0%	17.31%
Costco	\$3.6M	1.4M	39.6%	26.77%
walmart	\$3.4M	1.3M	37.4%	4.34%
Electricalslytical	\$3.4M	0.9M	27.3%	-33.99%
Reliance Digital	\$3.4M	1.2M	36.4%	-15.39%
Propel	\$3.2M	1.0M	32.2%	-21.92%
Croma	\$3.2M	1.1M	35.6%	-21.73%
Viveks	\$2.9M	0.9M	31.2%	-21.90%
Total	\$268.0M	99.4M	37.1%	-9.95%



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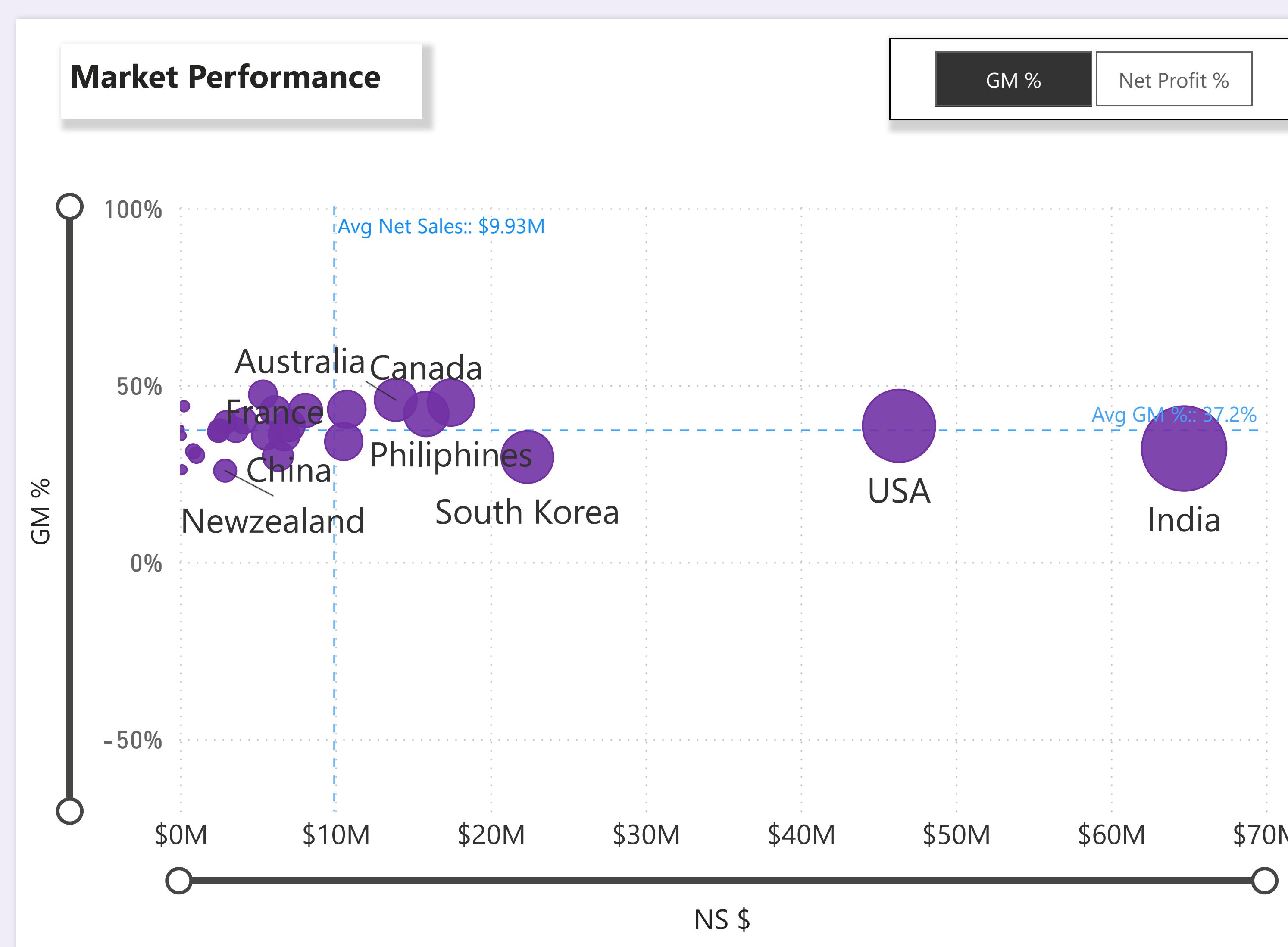
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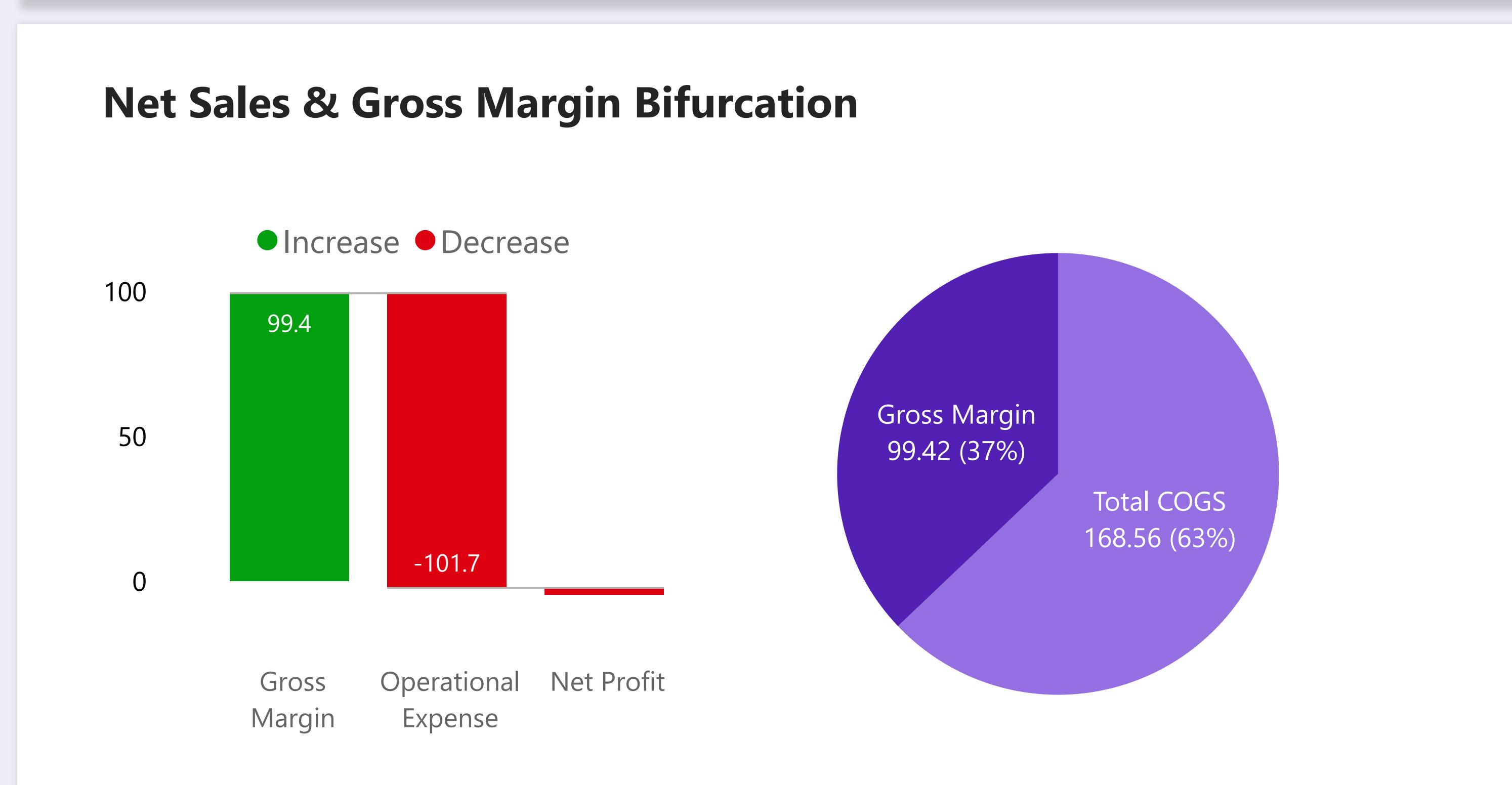
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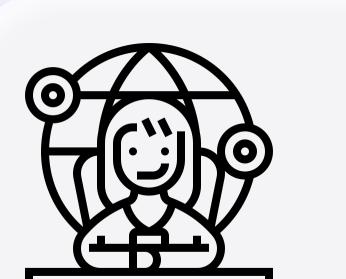


Segment **Market**

region market

market	NS \$	GM %	NP \$	NP%	NP % BAR	Δ NP %
Indonesia	\$8.1M	42.8%	1.7M	21.0%	16.62%	
Philippines	\$17.5M	45.1%	3.4M	19.3%	45.77%	
France	\$10.7M	43.1%	1.8M	17.1%	148.32%	
Australia	\$13.9M	45.8%	2.2M	15.5%	52.26%	
Pakistan	\$6.1M	42.7%	0.9M	15.5%	-323.97%	
Norway	\$3.6M	37.3%	0.5M	15.2%	0.00%	
Poland	\$4.1M	39.9%	0.5M	13.2%	11.79%	
Bangladesh	\$2.9M	39.5%	0.4M	13.2%	-983.80%	
Portugal	\$5.5M	35.8%	0.5M	9.8%	-21.75%	
Canada	\$15.9M	41.8%	1.4M	8.6%	443.09%	
Chile	\$0.1M	35.7%	0.0M	7.1%	0.00%	
Columbia	\$0.0M	37.6%	0.0M	6.9%	0.00%	
Netherlands	\$5.3M	47.3%	0.3M	6.4%	-163.76%	
Sweden	\$0.2M	44.0%	0.0M	5.1%	-237.92%	
Japan	\$2.5M	36.9%	0.1M	4.1%	0.00%	
Mexico	\$0.8M	31.3%	0.0M	2.1%	-74.06%	
South Korea	\$22.4M	29.7%	0.1M	0.4%	-97.30%	
New Zealand	\$2.9M	25.8%	0.0M	-1.3%	0.00%	
Brazil	\$1.0M	30.2%	0.0M	-2.6%	-135.77%	
Spain	\$2.5M	37.4%	-0.1M	-3.6%	0.00%	
Total	\$268.0M	37.1%	-2.3M	-0.9%	-138.68%	





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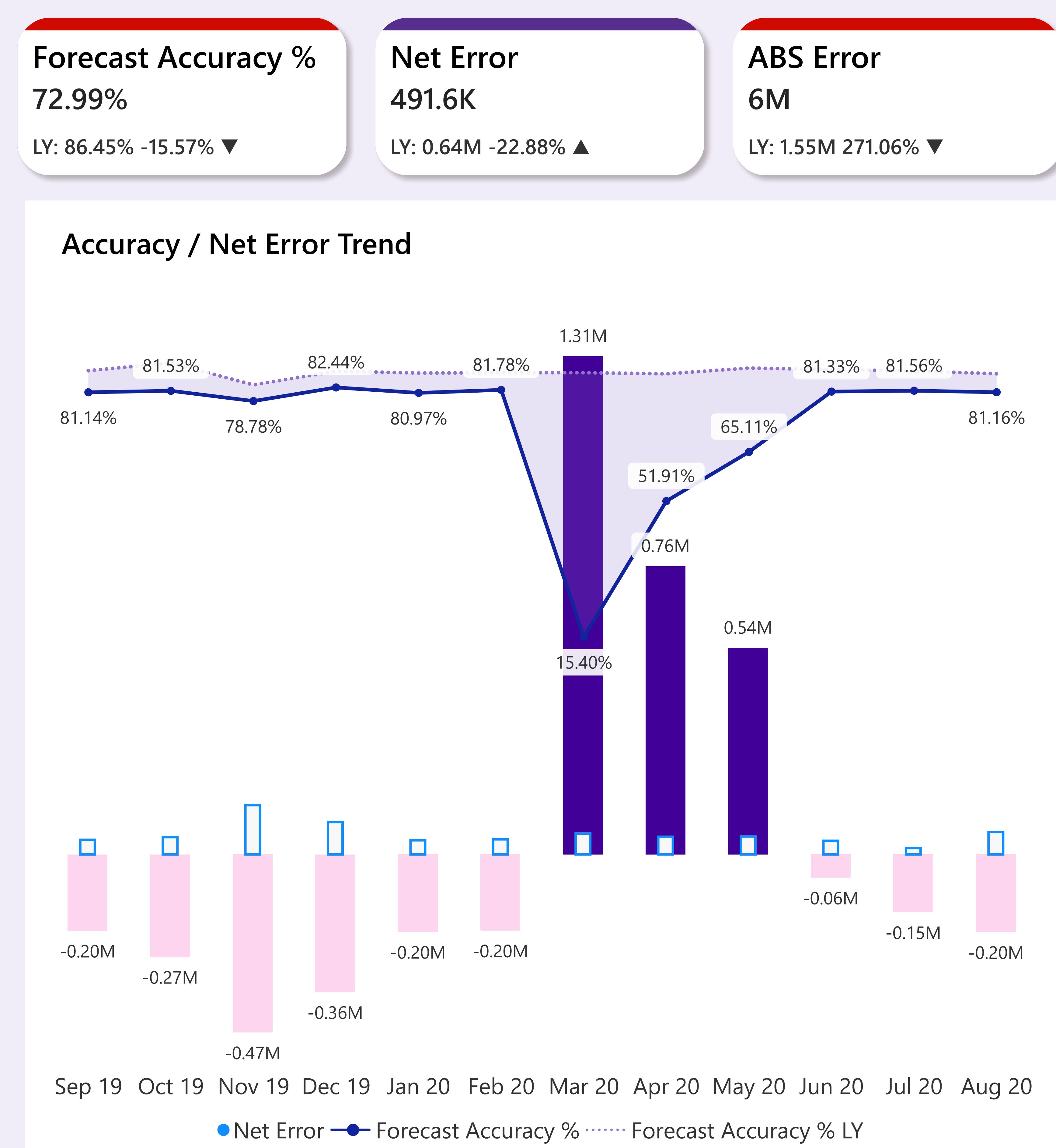
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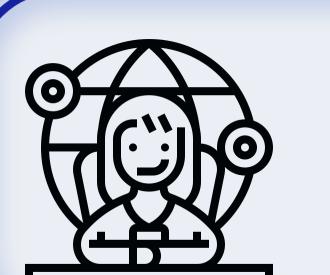


Key Metrics By Customer

Customer	FCA % LY	FCA %	Net Error	Net Error %	Risk
All-Out	35.18%		6K	25.31%	EI
Argos (Sainsbury's)	43.27%	56.06%	10K	10.79%	EI
Atlas Stores	39.19%	47.32%	24K	26.07%	EI
AtliQ Exclusive	56.65%	76.67%	331K	17.76%	EI
Chip 7	41.32%	30.35%	80K	37.39%	EI
Coolblue	43.16%	55.15%	16K	11.41%	EI
Costco	33.18%	38.04%	8K	2.94%	EI
Croma	35.49%	48.82%	29K	10.12%	EI
Currys (Dixons Ca...)	35.91%	48.54%	4K	4.71%	EI
Total	72.99%	86.45%	492K	2.31%	EI

Key Metrics By Product

Segment	FCA % LY	FCA %	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.86%	EI
Peripherals	75.18%	85.06%	193K	7.43%	EI
Notebook	76.65%	83.02%	147K	22.59%	EI
Networking	52.50%	81.50%	-379K	-28.90%	OOS
Desktop	70.07%		0K	-2.00%	OOS
Accessories	71.42%	90.20%	-168K	-1.40%	OOS
Total	72.99%	86.45%	492K	2.31%	EI



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GM %

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Net Profit %

-0.85%

BM: 2.21% -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% -15.57% ▼

Revenue By Division

Division

Channel

20.1%

47.3%

32.6%

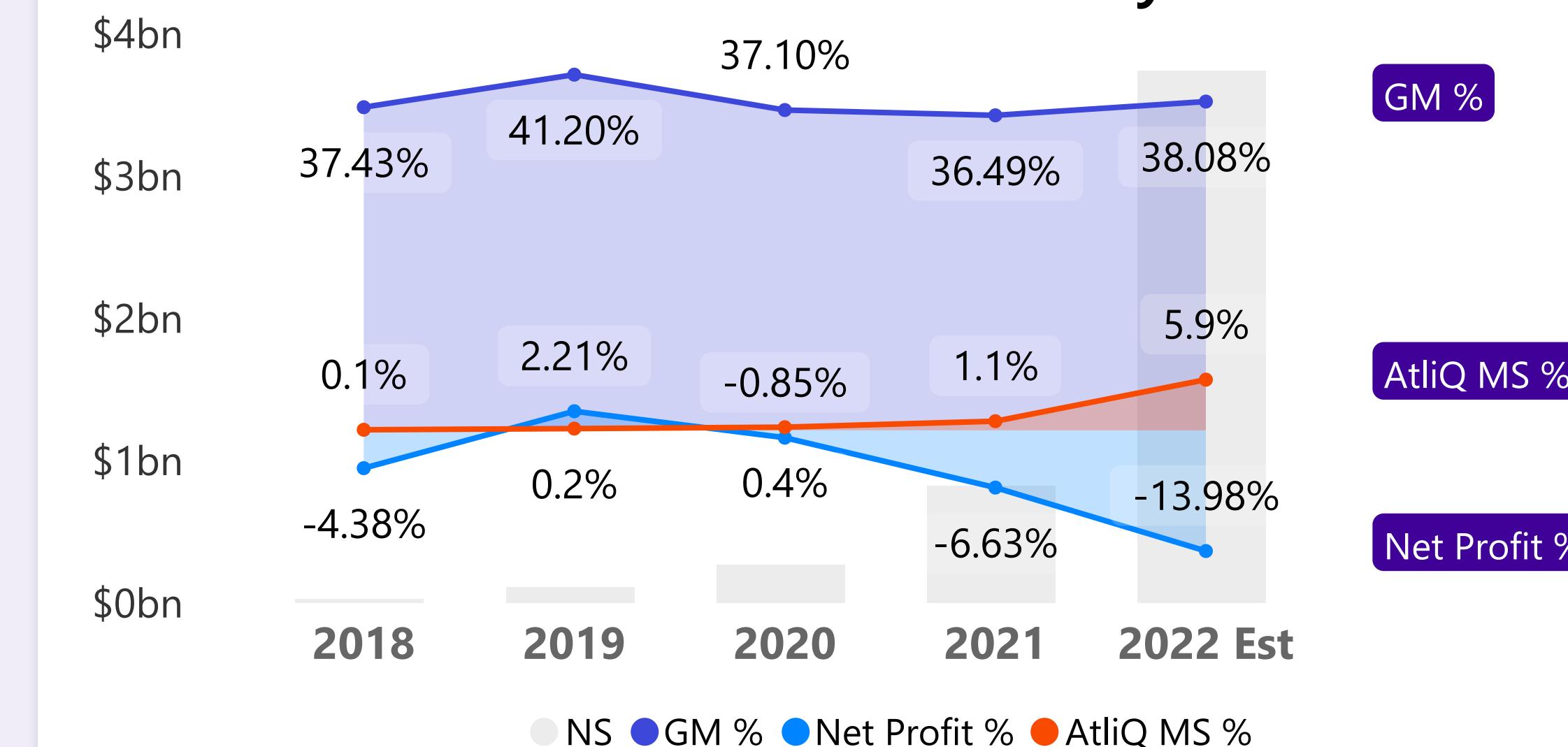
N & S P & A PC

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Q 1 Q 2 Q 3 Q 4

YTD YTG

Trend: Revenue Contribution over years



Top 5 Product Performance By RC %

Top

Bottom

5

Customer

Product

Product

GM %

RC %

AQ Wi Power Dx2

38.0%

5.4%

AQ BZ Gen Y

37.0%

4.5%

AQ Wi Power Dx1

37.0%

4.4%

AQ Lite

36.5%

4.3%

AQ BZ Compact

36.5%

4.3%

Total

37.0%

22.9%

Sub-Region Performance

sub_zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
ANZ	\$16.8M	6.3%	42.4%	12.6%	24.2%	EI	0.1%
ROA	\$66.5M	24.8%	38.1%	8.9%	9.4%	EI	0.6%
SE	\$25.1M	9.4%	37.6%	7.0%	11.0%	EI	1.1%
LATAM	\$2.0M	0.7%	31.0%	-0.1%	1.2%	EI	0.0%
NA	\$62.2M	23.2%	39.3%	-1.8%	-22.1%	OOS	0.3%
NE	\$30.7M	11.4%	38.0%	-4.6%	8.3%	EI	0.3%
India	\$64.7M	24.2%	32.1%	-14.7%	-0.8%	OOS	0.8%
Total	\$268.0M	100.0%	37.1%	-0.9%	2.3%	EI	0.4%

Trend: Revenue Contribution over years

