Business Insights 360

Finance

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

Sales

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

Marketing

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

Supply Chain

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

Executive

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

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sales data loaded until: Dec 21

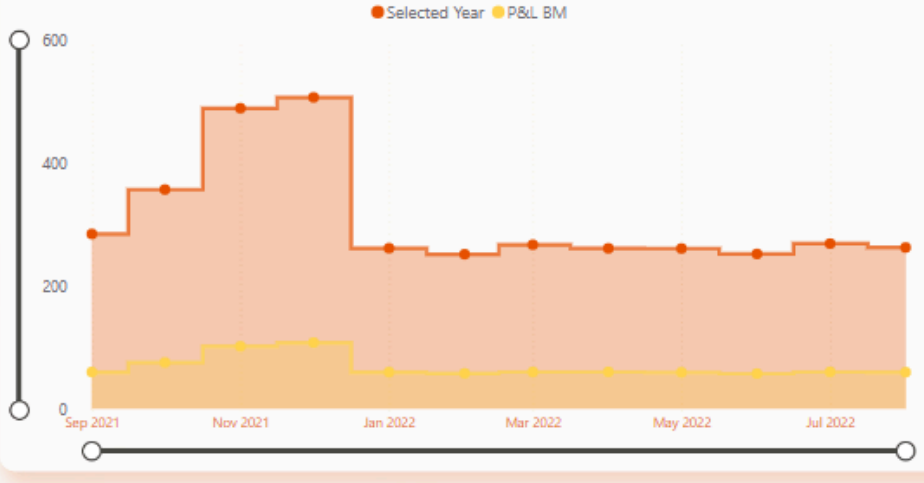
FINANCE

Net Sales
$3.74bn
BM: 0.82bn (+$2.91bn)

GM%
-13.98%
BM: 1.00 (-113.98%)

Net Profit%
38.1%
BM: 38.34% (-0.3%)

Net Sales Performance Over Time



Top/Bottom products & customers

segment | region

segment	GM $	P & L values	P & L YoY Chg %
Notebook	600.96M	1,580.43	493.06
Peripherals	341.22M	897.54	439.03
Desktop	272.39M	711.08	1,431.55
Accessories	172.61M	454.10	85.46
Storage	20.93M	54.59	0.32
Networking	14.78M	38.43	-14.89
Total	1,422.88M	3,736.17	353.50

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

FILTERS

vs LY | vs Target

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Market
All

Customer
All

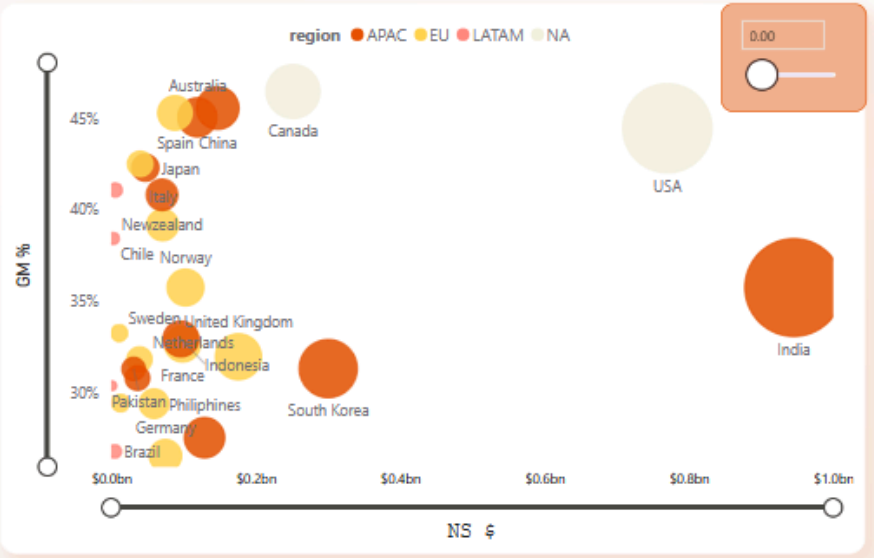
Region
All

BM = BENCH MARK
RC = REVENUE CONTRIBUTION
EI = EXCESS INVENTORY
OOS = OUT OF STOCK

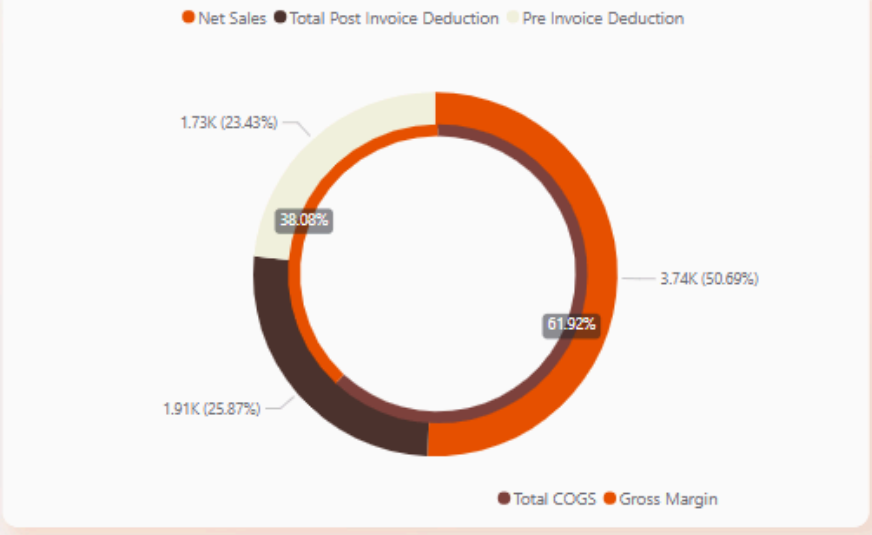
Values are in dollars & Millions

SALES

Performance Matrix



Unit Economics



Product/Customer Performance

product | customer

product	NS $	GM $	GM %
AQ HOME Allin1 Gen 2	$213.0M	81.11M	38.1%
AQ BZ Allin1 Gen 2	$202.4M	77.93M	38.5%
AQ Smash 2	$154.3M	57.71M	37.4%
AQ Home Allin1	$154.2M	59.68M	38.7%
AQ Smash 1	$142.5M	53.32M	37.4%
AQ BZ Allin1	$141.5M	53.67M	37.9%
AQ Gamer 2	$135.9M	51.55M	37.9%
AQ Electron 3 3600 Desktop Processor	$129.0M	49.73M	38.5%
AQ BZ Gen Z	$122.7M	47.28M	38.5%
AQ BZ Compact	$122.2M	45.95M	37.6%
AQ BZ Gen Y	$116.1M	44.38M	38.2%
AQ Electron 4 3600 Desktop Processor	$111.6M	41.54M	37.2%
AQ Electron 5 3600 Desktop Processor	$101.2M	39.47M	39.0%
AQ F16	$97.9M	37.73M	38.5%
AQ Gamer 1	$97.0M	35.90M	37.0%
AQ 5000 Series Ultron 8 5900X Desktop Proc...	$91.7M	33.21M	36.2%
AQ 5000 Series Electron 8 5900X Desktop Pro...	$91.1M	35.83M	39.3%
Total	**$3,736....**	**1,422....**	**38.1%**

FILTERS

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Q1 | Q2 | Q3 | Q4

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MARKETING

Show NP%

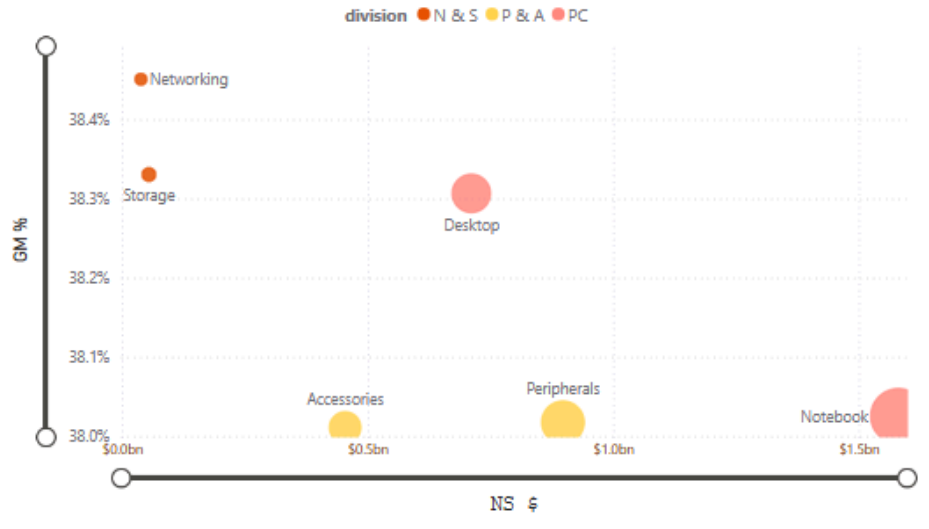
Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Networking	$38.4M	14.78M	38.5%	-5.27M	-13.72%
Storage	$54.6M	20.93M	38.3%	-7.51M	-13.76%
Desktop	$711.1M	272.39M	38.3%	-97.79M	-13.75%
Notebook	$1,580....	600.96M	38.0%	-222.16M	-14.06%
Peripherals	$897.5M	341.22M	38.0%	-125.91M	-14.03%
Accessories	$454.1M	172.61M	38.0%	-63.78M	-14.05%
Total	$3,736...	1,422....	38.1%	-522.42M	-13.98%

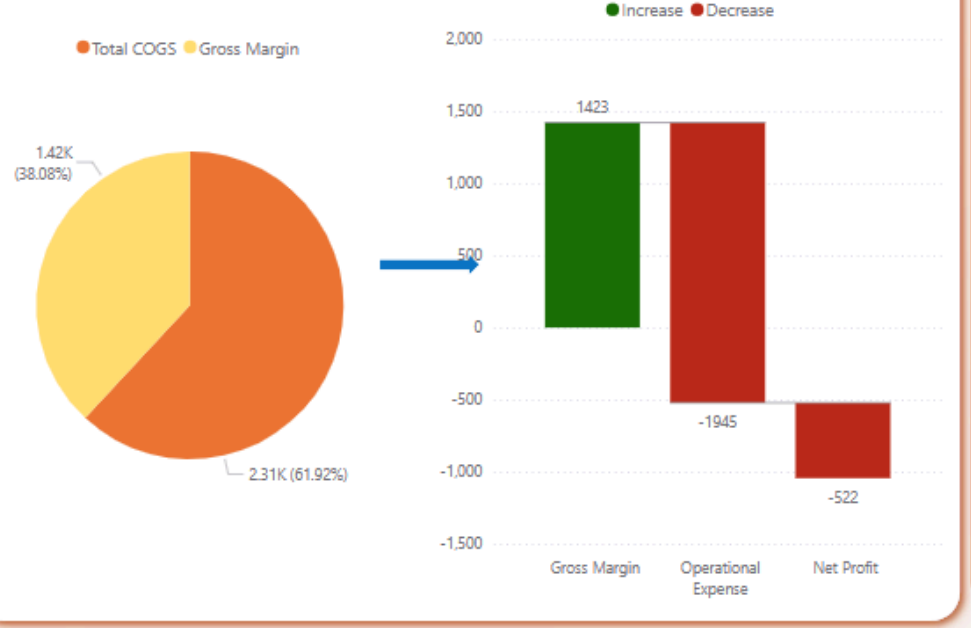
Product / Region / Market Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
EU	$775.5M	267.80M	34.5%	-95.52M	-12.32%
LATAM	$14.8M	5.19M	35.0%	-0.44M	-2.95%
APAC	$1,923.8M	690.21M	35.9%	-281.16M	-14.62%
NA	$1,022.1M	459.68M	45.0%	-145.31M	-14.22%
Total	$3,736.2M	1,422....	38.1%	-522.42M	-13.98%

Performance Matrix



Unit Economics



FILTERS

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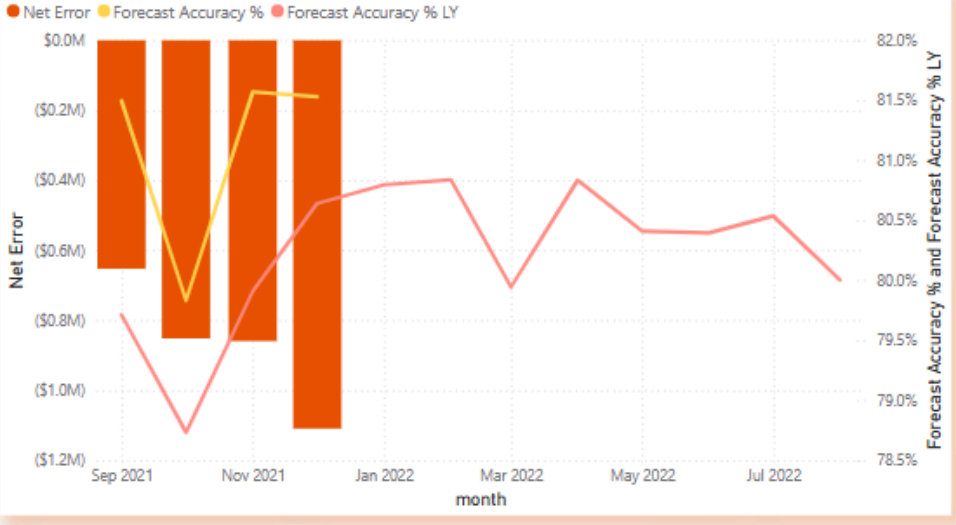
SUPPLY CHAIN

($752K) ✓
BM: ($3,473K) (+$2,720.98K)
Net Error

80.21% !
BM: 81.17% (-0.97%)
Forecast Accuracy

9781K ✓
BM: 6899K (+2881.69K)
Abs Error

Performance Matrix



Key Categories by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Accessories	87.42%	77.66%	$0.3M	-14.05%	EI
⊞ Desktop	87.53%	84.37%	$0.1M	-13.75%	EI
⊞ Networking	93.06%	90.40%	($0.0M)	-13.72%	OOS
⊞ Notebook	87.24%	79.99%	($0.0M)	-14.06%	OOS
⊞ Peripherals	68.17%	83.23%	($3.2M)	-14.03%	OOS
⊞ Storage	71.50%	83.54%	($0.6M)	-13.76%	OOS
Total	**81.17%**	**80.21%**	**($3.5M)**	**-13.98%**	**OOS**

Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Leader	48.72%	24.45%	$166.8K	11.0%	EI
Sage	50.72%	33.58%	$154.3K	10.1%	EI
Costco	51.95%	49.42%	$101.9K	15.8%	EI
Path	50.57%	45.53%	$91.5K	14.9%	EI
Circuit City	46.17%	35.02%	$85.2K	16.5%	EI
walmart	54.78%	50.12%	$84.3K	12.1%	EI
Acclaimed Stores	57.74%	50.69%	$83.0K	10.7%	EI
BestBuy	46.60%	35.31%	$81.2K	16.7%	EI
Staples	54.45%	49.38%	$79.8K	11.5%	EI
Radio Shack	45.64%	38.46%	$69.3K	16.5%	EI
Control	52.06%	47.42%	$64.7K	13.0%	EI
Currys (Dixons Car...	54.29%	35.92%	$8.1K	6.0%	EI
Logic Stores	52.49%	51.44%	$6.4K	2.4%	EI
Billa	42.63%	18.29%	$3.7K	3.9%	EI
Nomad Stores	53.44%	50.59%	$3.4K	1.3%	EI
Saturn	41.54%	19.16%	$2.2K	2.9%	EI
Otto	45.76%	18.37%	$2.0K	2.4%	EI
Notebillig	42.70%	18.87%	$1.1K	1.3%	EI
All-Out	43.96%	29.09%	($0.2K)	-0.3%	OOS
Total	**81.17%**	**80.21%**	**($3,472.7K)**	**-9.5%**	**OOS**

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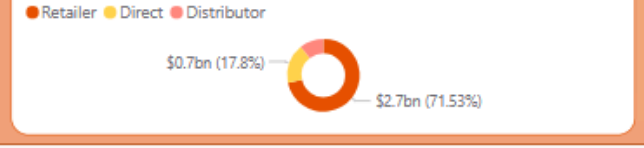
EXECUTIVE VIEW

channel
division



Net Sales
$3,736.17M ✓
BM: 823.85M (+$2,912.32M)

Net Profit%
-13.98% !
BM: 1.00 (-113.98%)

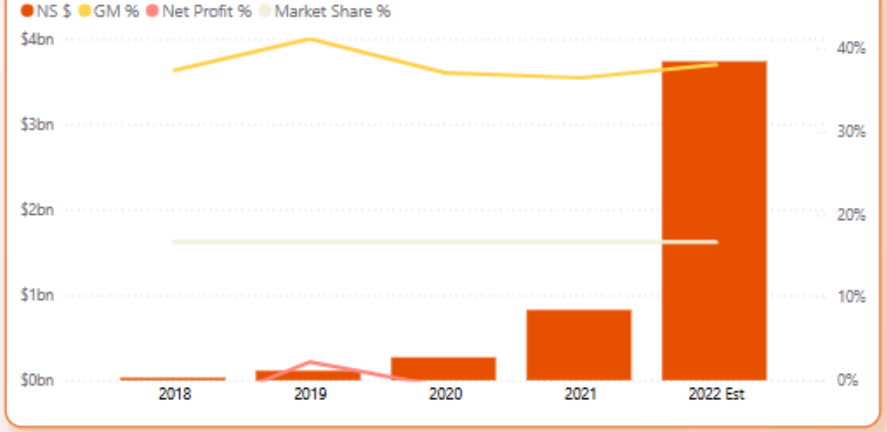
GM% 38.1% !
BM: 38.34% (-0.3%)

Forecast Accuracy
80.21% ✓
LY: 81.17% (+0.97%)

Key Insights by Subzone

sub_zone	NS $	GM %	RC%	NP %	Net Error %	Market Share %	Risk
ANZ	$189.8M	43.5% ↓	5.08%	-2.85	-37.6%	17%	OOS
India	$945.3M	35.8% ↑	25.30%	-0.57	-24.4%	17%	OOS
NE	$457.7M	32.8% ↑	12.25%	-1.18	-4.6%	17%	OOS
ROA	$788.7M	34.2% ↑	21.11%	-0.69	-4.6%	17%	OOS
SE	$317.8M	37.0% ↓	8.51%	-1.70	-55.5%	17%	OOS
LATAM	$14.8M	35.0% ↑	0.40%	-36.45	3.4%	17%	EI
NA	$1,022.1M	45.0% ↓	27.36%	-0.53	14.4%	17%	EI
Total	**$3,736.2M**	**38.1%**	**100.00%**	**-0.14**	**-9.5%**	**17%**	**OOS**

Yearly Trend Revenue, GM%, Net profit%, Market Share%

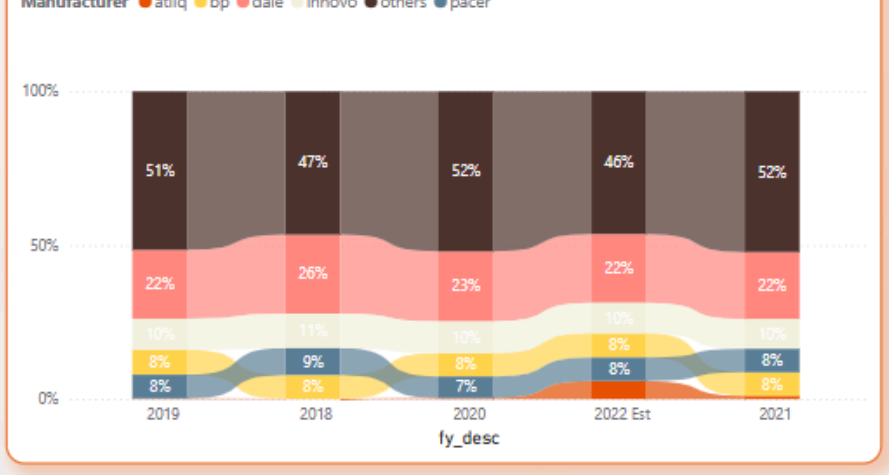


Top 5

product | customer

product	RC%	GM %	GM $
AQ BZ Allin1 Gen 2	5.42%	38.5%	77.93M
AQ Home Allin1	4.13%	38.7%	59.68M
AQ HOME Allin1 Gen 2	5.70%	38.1%	81.11M
AQ Smash 1	3.81%	37.4% ↓	53.32M
AQ Smash 2	4.13%	37.4%	57.71M
Total	23.19%	38.1%	329.74M

PC Market Share Trend - AtliQ & Competitors



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