



# BUSINESS INSIGHT 360

## FINANCIAL VIEW



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

## SALES VIEW



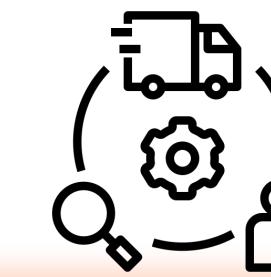
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

## MARKETING VIEW



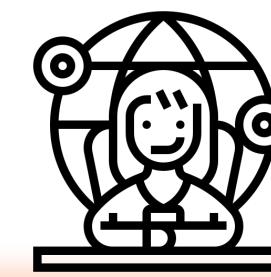
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

## 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 dimension of business.



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



Get your issues resolved by connecting to our support specialist.



## FILTER PANE

## BENCHMARK

vs LY      vs Target

## FISCAL YEAR

2019    2020    2021    2022Est

## QUARTER

Q1    Q2    Q3    Q4

## YEAR TO DATE - YEAR TO GO

YTD    YTG

## REGION, MARKET

All

## CUSTOMER

All

## SEGMENT

All

RESET FILTERS

## Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

ALL VALUES ARE IN MILLIONS \$

## NET SALES

\$3.74bn !

BM: 3.81bn (-1.86%)

## GM %

38.08% !

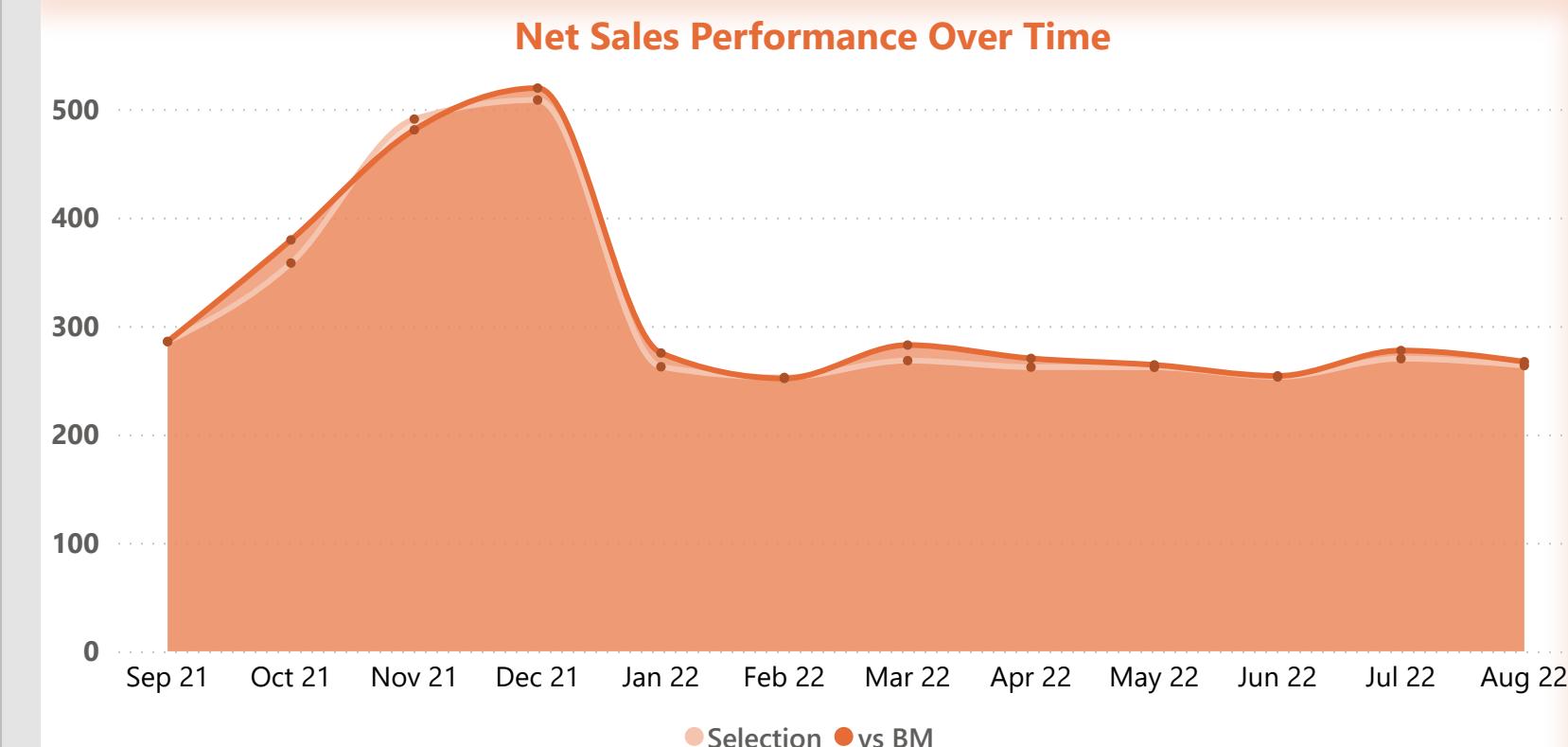
BM: 38.34% (-0.66%)

## NET PROFIT %

-13.98% ✓

BM: -14.19% (+1.47%)

## PROFIT AND LOSS STATEMENT



## Top / Bottom Products &amp; Customer by Net Sales

region	P & L Values	P & L Chg %
APAC	1,923.77	-2.48
LATAM	14.82	-1.60
NA	1,022.09	-1.24
EU	775.48	-1.13
Total	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L Values	P & L Chg %
Accessories	454.10	-
Desktop	711.08	-
Networking	38.43	-
Notebook	1,580.43	-
Peripherals	897.54	-
Storage	54.59	-
Total	<b>3,736.17</b>	<b>-1.86</b>

Line Item	2022Est	BM	Chg	Chg %
Gross Sales	7,370.14	-	-	-
Pre Invoice Deduction	1,727.01	-	-	-
Net Invoice Sales	5,643.13	-	-	-
- Post Discounts	1,243.54	-	-	-
- Post Deductions	663.42	-	-	-
Total Post Invoice Deduction	1,906.95	-	-	-
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28	-	-	-
- Freight Cost	100.49	-	-	-
- Other Cost	15.52	-	-	-
Total COGS	2,313.29	-	-	-
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76	-	-	-
Operational Expense	-1,945.30	-	-	-
Net Profit	-522.42	-	-	-
Net Profit %	-13.98	-14.19	0.21	-1.47



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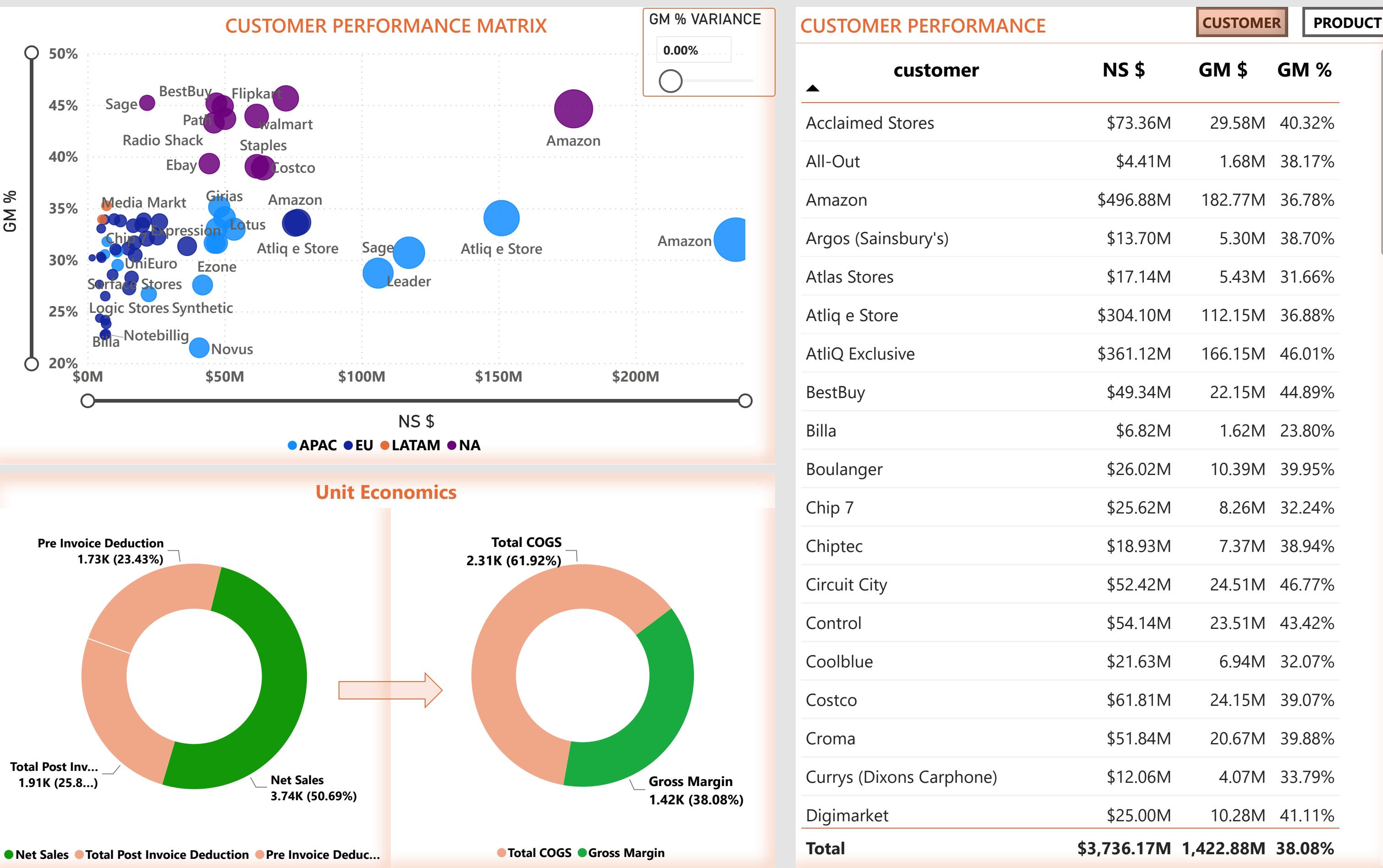
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## PRODUCT PERFORMANCE

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## REGION / MARKET / CUSTOMER PERFORMANCE

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## SHOW NP%

38.5%

Networking

38.4%

Storage

38.3%

38.2%

38.1%

38.0%

\$0.0bn

\$0.2bn

\$0.4bn

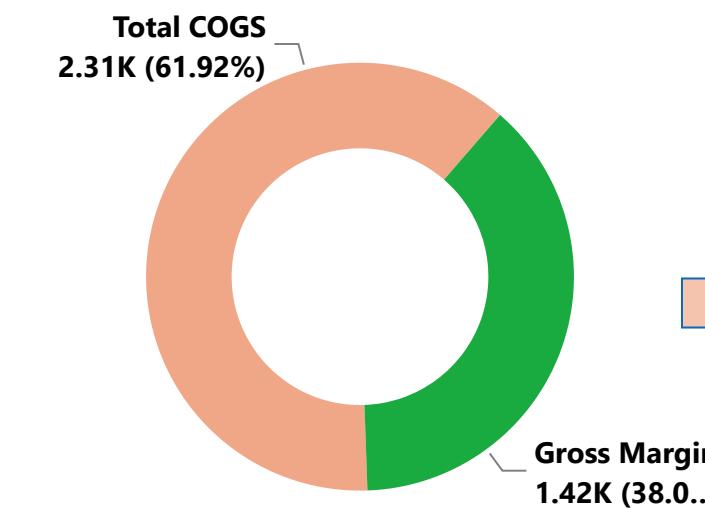
\$0.6bn

\$0.8bn

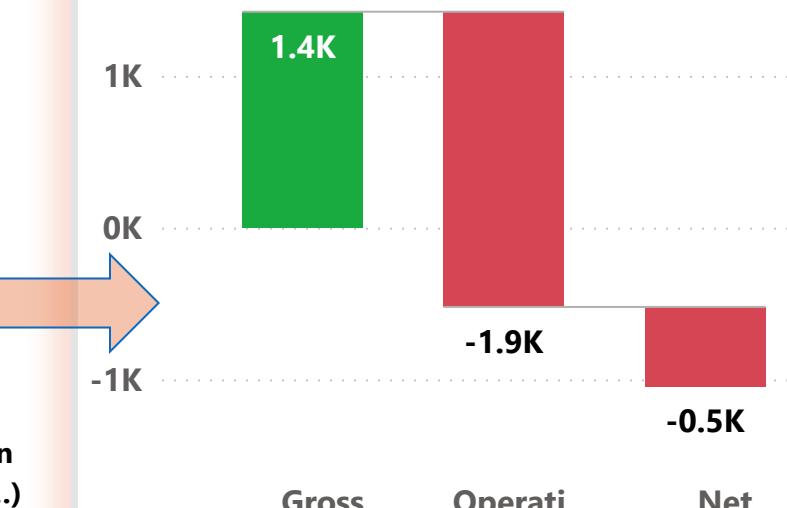
NS \$

division N &amp; S P &amp; A PC

## Unit Economics



● Total COGS ● Gross Margin





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## Forecast Accuracy %

81.17% ✓  
BM: 80.21% (+1.2%)

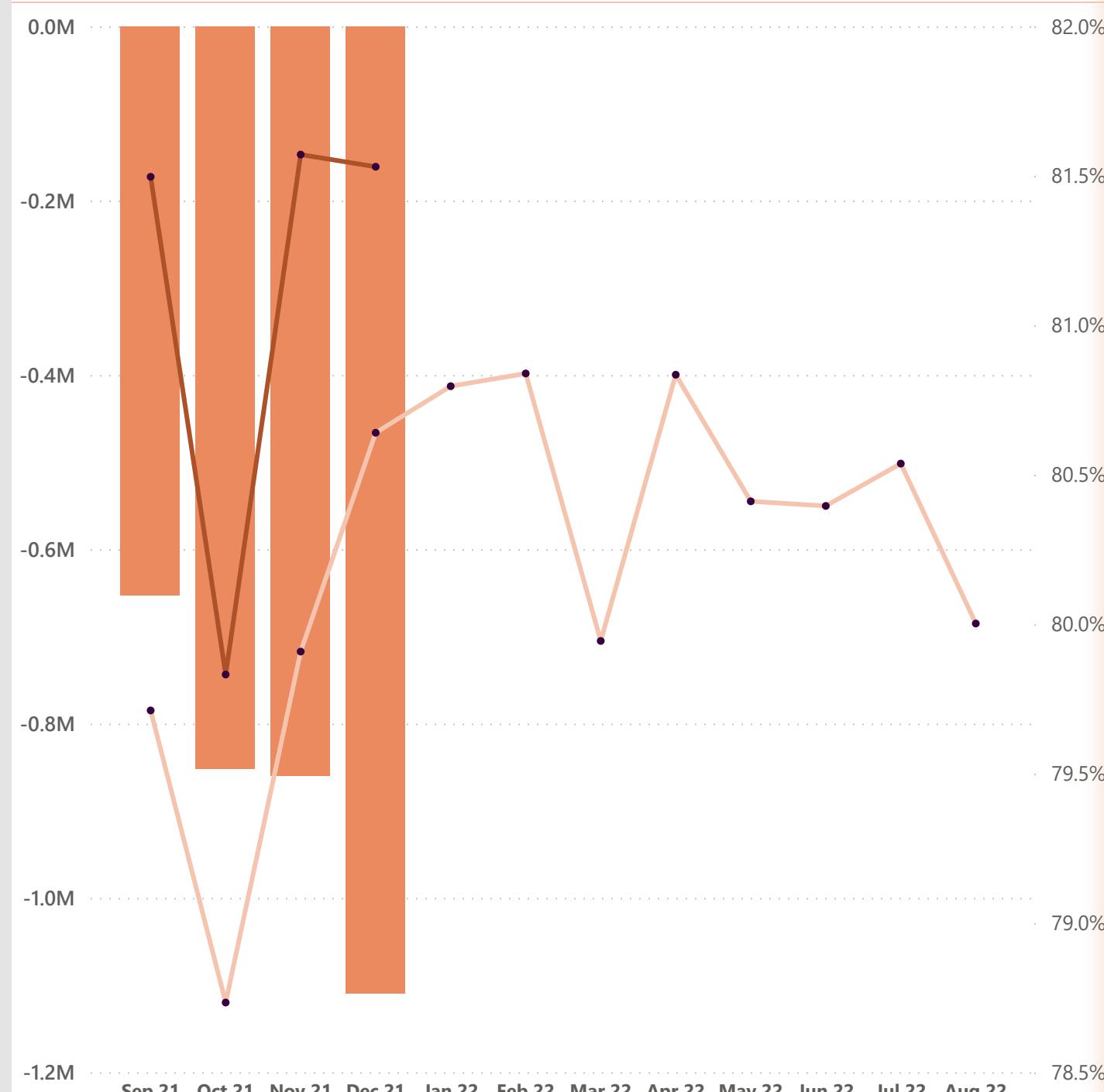
## NET ERROR

-3472.69K !  
BM: -751.71K (-361.97%)

## ABSOLUTE ERROR

6899.04K !  
BM: 9780.74K (-29.46%)

## Accuracy / Net Error Trend



## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
Forward Stores	10.77%	50.76%	-109913	-71.10%	OOS
Nova	17.70%	41.59%	-7932	-47.21%	OOS
Elite	20.90%	51.48%	-80439	-55.95%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Insight	25.04%	26.88%	-43440	-43.51%	OOS
Novus	25.04%	25.28%	-187343	-40.83%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.92%	OOS
Media Markt	28.17%	53.40%	-101119	-56.47%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOS
Girias	31.58%	45.05%	-154361	-31.74%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>



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## NET SALES

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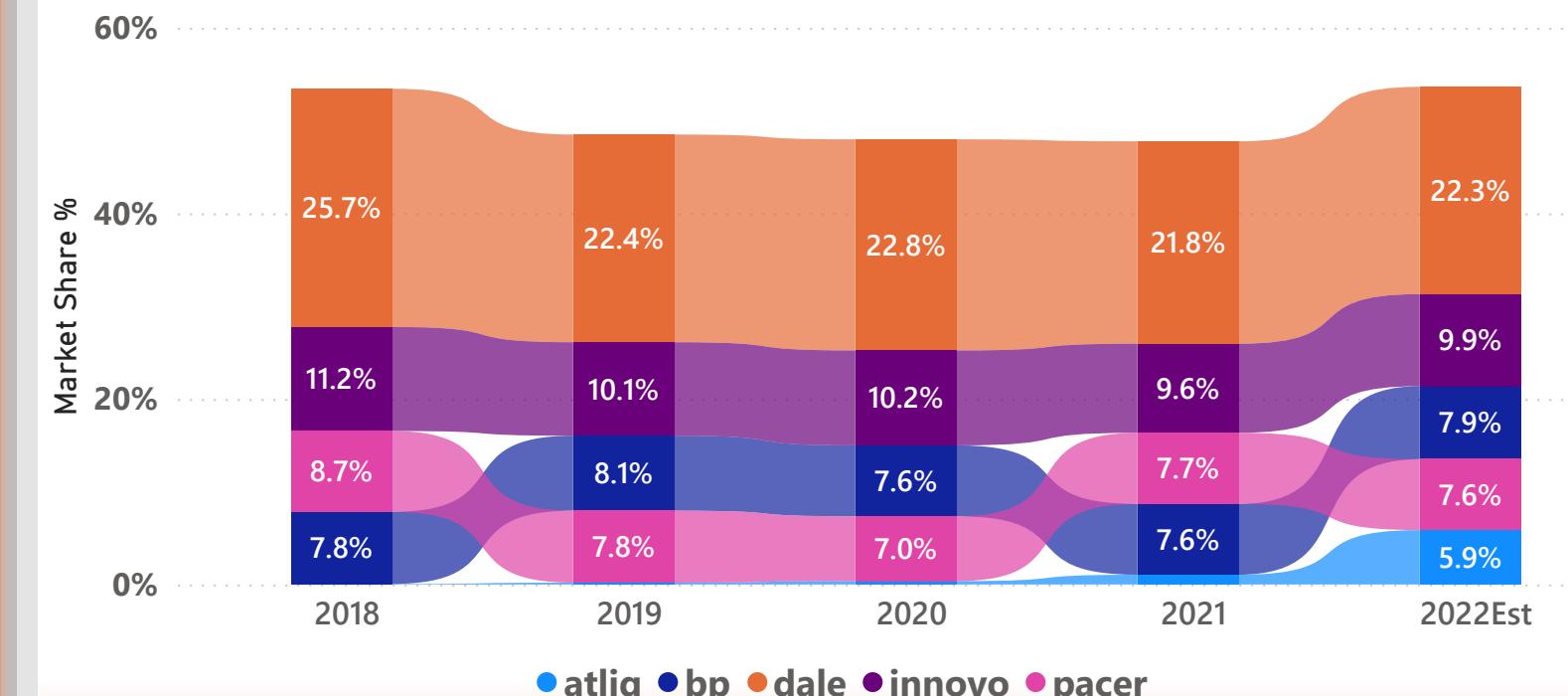
## FORECAST ACCURACY%

81.17% ✓  
BM: 80.21% (+1.2%)

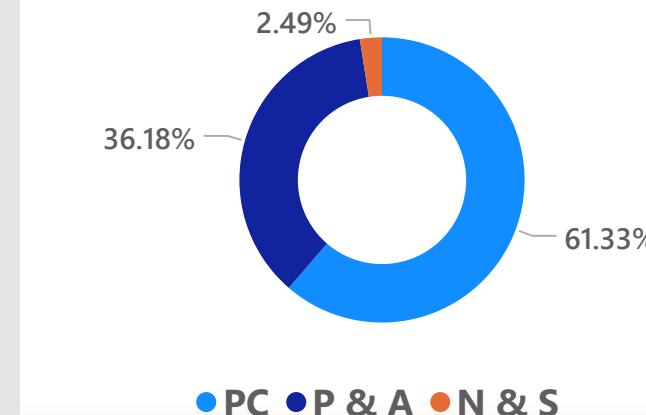
## Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NE	\$457.71M	12.25%	32.80%	-18.09%	6.80%	-4.56%	OOS
ROA	\$788.66M	21.11%	34.19%	-6.32%	8.32%	-4.56%	OOS
LATAM	\$14.82M	0.40%	35.02%	-2.95%	0.28%	3.37%	EI
India	\$945.34M	25.30%	35.75%	-22.99%	13.26%	-24.37%	OOS
SE	\$317.78M	8.51%	37.03%	-4.00%	16.40%	-55.47%	OOS
ANZ	\$189.78M	5.08%	43.50%	-7.39%	1.36%	-37.61%	OOS
NA	\$1,022.09M	27.36%	44.97%	-14.22%	4.87%	14.35%	EI
<b>Total</b>	<b>\$3,736.17M</b>	<b>100.00%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>OOS</b>

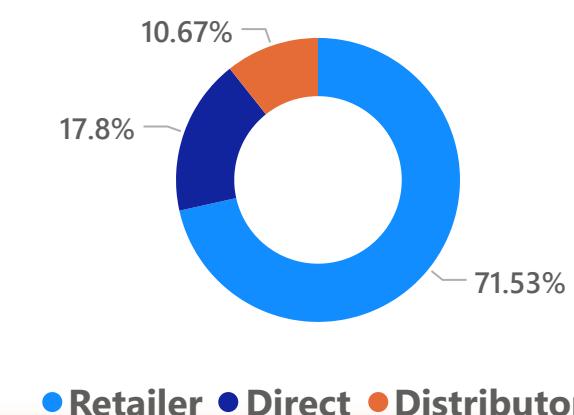
## PC Market Share Trend - AtliQ &amp; Competitors



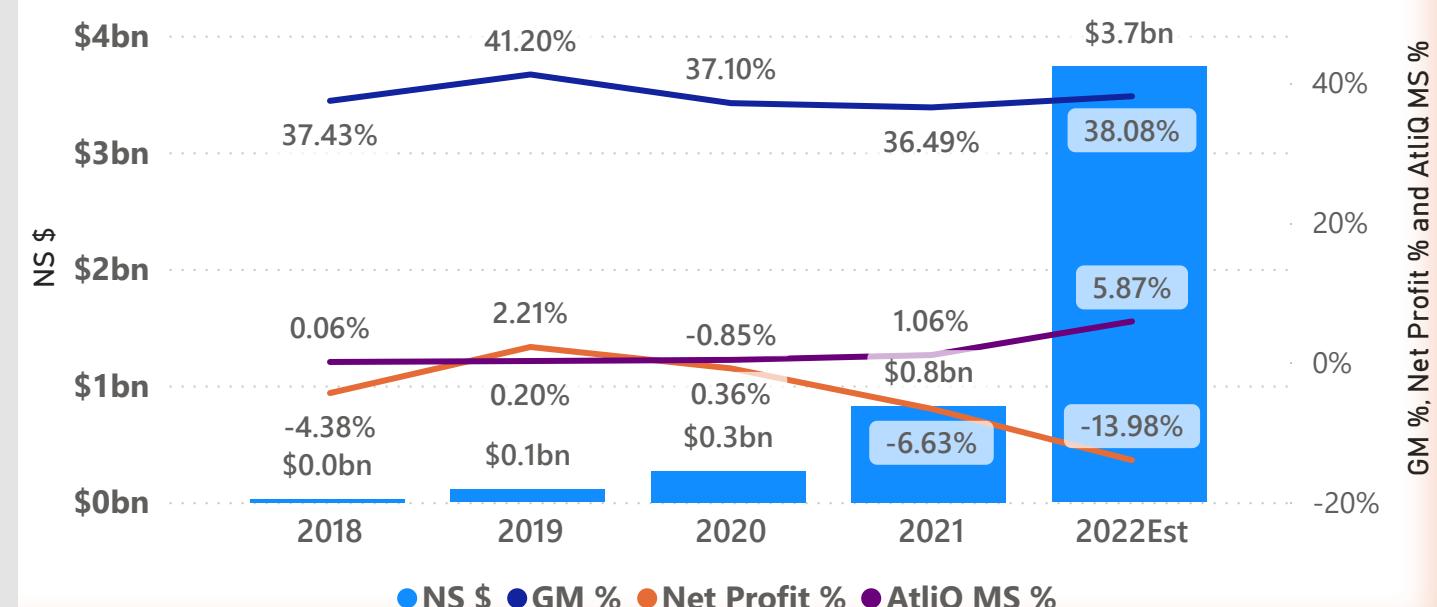
## REVENUE BY DIVISION



## REVENUE BY CHANNEL



## Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



## Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ▼
AtliQ Exclusive	9.67%	46.01% ▲
Atliq e Store	8.14%	36.88% ▼
Flipkart	3.71%	42.14% ▲
Sage	3.42%	31.53% ▼
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

## Top 5 Products By Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.70%	38.08% ▼
AQ BZ Allin1 Gen 2	5.42%	38.51% ▲
AQ Smash 2	4.13%	37.40% ▼
AQ Home Allin1	4.13%	38.71% ▲
AQ Smash 1	3.81%	37.43% ▼
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

## NS \$ & GM % For

