



# Business Insight 360



Sale data load until : Dec 21



Last Refresh Date : Monday, June 24, 2024



Design by : *Rahul Kumar*



## Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time



## Sales View

Analyze the performance of your customer over key metrics like net sales, Gross Margin and view the same in profitability/ Growth matrix.



## Marketing View

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



## Supply Chain View

Get Forecast Accuracy, Net Errors & Risk profit or product, segment, category, customer etc.



## Executive View

Top level dashboard for executive consolidating top insight from all dimensions of business



## Information



## Support & Help

### Abbreviations

BM = Benchmark  
Chg = Change

| LY=Last Year

| GM = Gross Margin

| NS = Net Sales

| NP= Net Profit



## BUSINESS INSIGHT 360

Filter RESET

vs LY

vs Target

2018

YTD

YTG

2019

2020

Q1

Q2

2021

2022 Est

Q3

Q4

By Region/ Market

All

By Region/ Market

All

By Region/ Market

All



HELP & SUPPORT

All values in Million \$



HOME



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



INFO

NS \$

\$4.97bn

BM: 3.81Bn | 30.51% ▲

GM %

37.83%

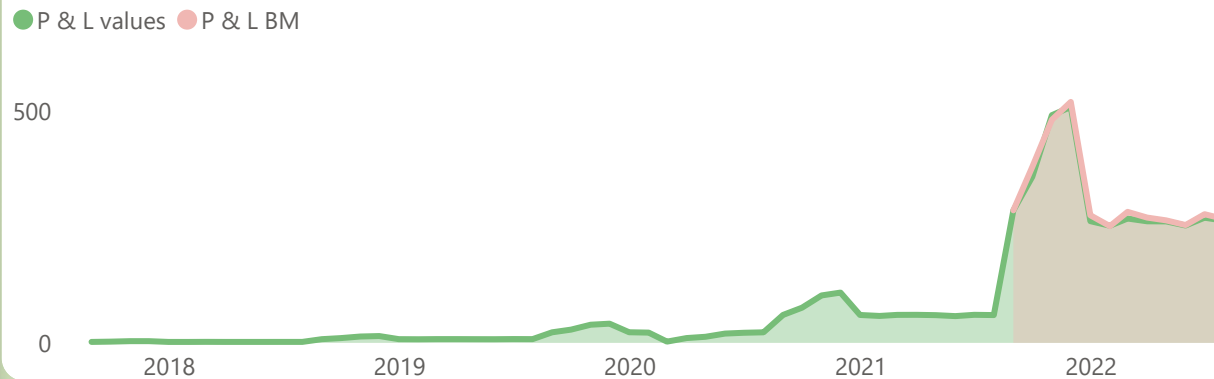
BM: 38.34% | -1.31% ▼

NP %

-11.64%

BM: -14.19% | -18% ▼

### Net Sales Performace Over Time



### Top / Bottom Products & Customers by Net Sales

Primary Parameter

☐ REGION

☒ CATEGORY

Secondary Parameter

☒ Market

☐ Product

CATEGORY

Values

P & L Chg %

☐ Batteries

79.12

79.12

☐ Business Laptop

927.79

927.79

☐ External Solid State Drives

141.37

141.37

☐ Gaming Laptop

720.91

720.91

☐ Graphic Card

293.99

293.99

☐ Internal HDD

57.43

57.43

### Profit & Loss Statement

Line Item	BM	Chg	Chg %
Net Sales	3,807.09	1,161.39	30.51
Gross Margin	1,459.51	420.20	28.79
Gross Margin %	38.34	-0.50	-1.31
Net Profit %	-14.19	2.55	-18.00

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### Customer / Product Performance

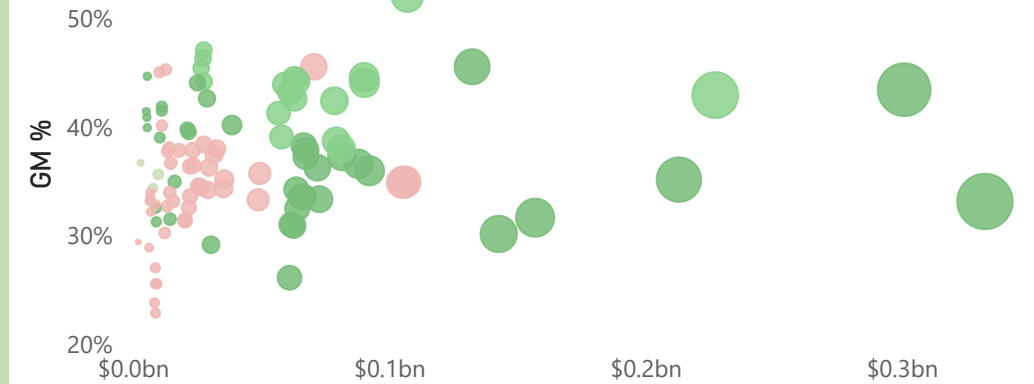
Product

Customer

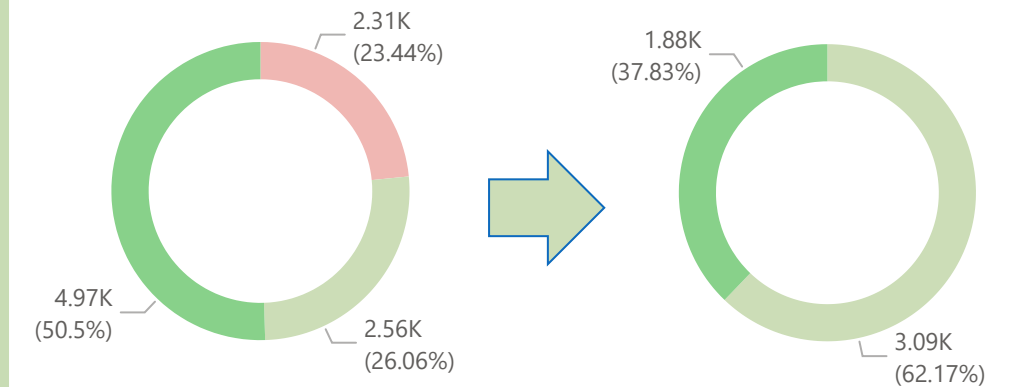
Customer	NS \$	GM \$	GM \$ BAR
Nova	\$2,183,756.3092	642,426.15	642,42
All-Out	\$5,681,082.6876	2,269,031.81	2,269,03
Electricalsbea Stores	\$8,670,437.929	3,414,027.39	3,414,02
Unity Stores	\$8,761,158.4508	2,880,186.55	2,880,18
Saturn	\$8,829,008.3837	2,388,904.33	2,388,90
Otto	\$8,878,420.7097	2,271,438.82	2,271,43
Notebillig	\$8,938,131.4942	2,045,473.10	2,045,47
Billa	\$9,434,227.9647	2,413,743.22	2,413,74
Integration Stores	\$11,418,133.891	4,582,753.01	4,582,75
Flawless Stores	\$12,118,962.9995	4,399,910.87	4,399,91
Info Stores	\$12,179,554.5886	4,503,068.22	4,503,06
Electricalslance Stores	\$13,326,264.2738	4,359,094.67	4,359,09
Electricalsara Stores	\$13,571,971.0253	5,124,075.08	5,124,07
Power	\$14,251,456.9741	5,426,242.23	5,426,24
Surface Stores	\$14,592,283.4805	4,600,247.89	4,600,24
Currys (Dixons Carphone)	\$15,829,749.1448	5,251,472.95	5,251,47
<b>Total</b>	<b>\$4,968,484,738.95</b>	<b>1,879,716,671.96</b>	<b>1,879,716,67</b>

### Net Sales Performace Over Time

region ● APAC ● EU ● LATAM ● NA



### Unit Economics



**Abbreviations -** BM = Benchmark | LY=Last Year | GM = Gross Margin | NS = Net Sales | NP= Net Profit | Chg = Change



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### Segment View list by Category / Segment

Category

Segment

Category	NS \$	GM \$	GM %	Net Profit
USB Flash Drives	\$10,926,226.4487	3,935,025.05	36.01%	-1,01
Internal HDD	\$57,428,601.0404	21,856,623.68	38.06%	-5,86
Batteries	\$79,119,692.7048	29,658,257.38	37.49%	-10,77
MotherBoard	\$120,198,295.029	46,189,759.43	38.43%	-14,67
Wi fi extender	\$130,403,460.7171	49,378,318.28	37.87%	-8,26
External Solid State Drives	\$141,367,055.4448	53,338,293.34	37.73%	-10,21
Graphic Card	\$293,989,492.8467	110,106,240.26	37.45%	-36,50
Mouse	\$298,860,628.2625	112,063,978.32	37.50%	-29,19
Personal Desktop	\$380,809,751.7586	145,785,588.64	38.28%	-51,22
Keyboard	\$424,192,475.5645	159,724,314.26	37.65%	-40,34
Processors	\$680,399,316.1593	257,697,484.95	37.87%	-79,94
Personal Laptop	\$702,090,928.355	265,455,810.42	37.81%	-83,42
Gaming Laptop	\$720,909,740.0078	271,727,044.99	37.69%	-93,50
Business Laptop	\$927,789,074.6108	352,799,932.96	38.03%	-113,22
<b>Total</b>	<b>\$4,968,484,738.95</b>	<b>1,879,716,671.96</b>	<b>37.83%</b>	<b>-578,181</b>

Abbreviations - BM = Benchmark  
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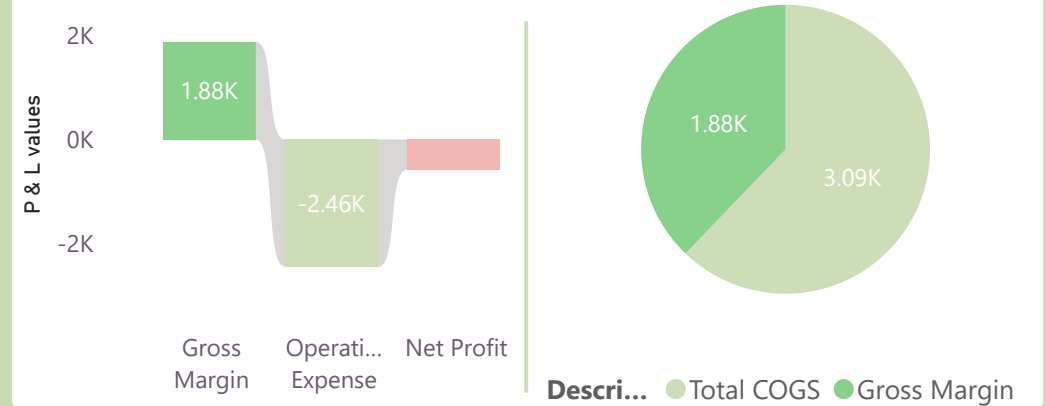
GM = Gross Margin

NS = Net Sales

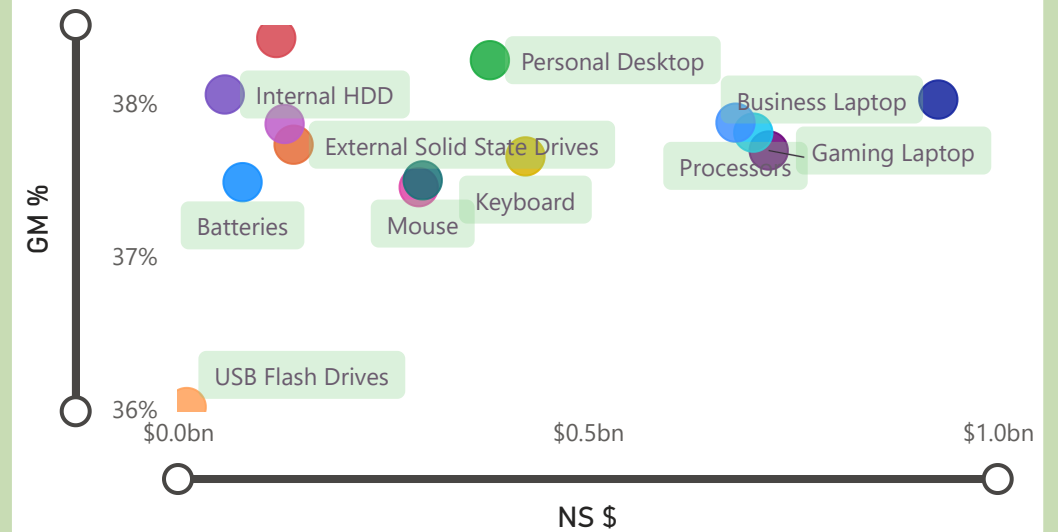
NP= Net Profit

Chg = Change

### Net Sales & Gross Margin Bifurcation



### Market Performance by - Gross Margin % / Net Profit %





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### Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.38%	43.91%	-162373	-8.3%	OOS
All-Out	36.64%	31.27%	-6876	-6.3%	OOS
Amazon	69.95%	68.28%	-1394379	-8.4%	OOS
Argos (Sainsbury's)	53.17%	52.54%	-1394	-0.3%	OOS
Atlas Stores	47.19%	46.26%	119793	18.9%	EI
Atliq e Store	70.89%	69.48%	-865676	-8.4%	OOS
AtliQ Exclusive	69.00%	68.46%	-48639	-0.5%	OOS
<b>Total</b>	<b>79.83%</b>	<b>79.26%</b>	<b>-2417425</b>	<b>-2.0%</b>	<b>OOS</b>

### Key Metrics By Product / Segment

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	80.50%	77.85%	-1352029	-1.9%	OOS
Desktop	86.98%	84.11%	94729	10.4%	EI
Networking	80.99%	79.46%	184995	2.7%	EI
Notebook	83.80%	79.41%	22621	0.5%	EI
Peripherals	74.34%	81.06%	-3388005	-17.5%	OOS
Storage	81.08%	82.48%	2020264	10.5%	EI
<b>Total</b>	<b>79.83%</b>	<b>79.26%</b>	<b>-2417425</b>	<b>-2.0%</b>	<b>OOS</b>

Forecast Accuracy %

79.83%

LY: 79.26% | 0.72%..

ABS Error

24.78M

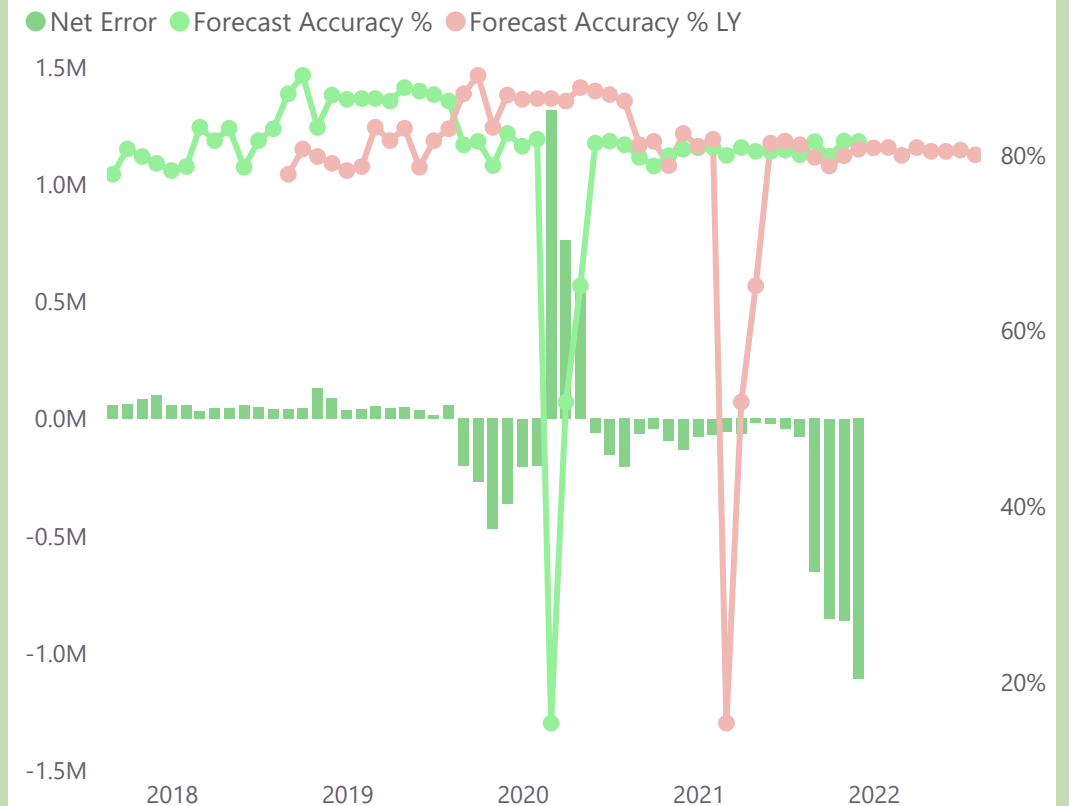
LY: 17.89M | 38.57...

Net Error

-2.42M

LY: 1.06M |...

### Accuracy / Net Error Trend



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### Revenue Contribution

☐ Division

☒ Channel

Channel ● Direct ● Distributor ● Retailer

18.04%

71.07%

### Top 5 Customer by Revenue

customer	RC %	GM %
Amazon	13.6%	36.76% ▲
Atliq e Store	8.4%	37.13% ▲
AtliQ Exclusive	9.6%	45.67% ▲
Flipkart	3.6%	39.78% ▲
Sage	3.4%	32.45% ▲
<b>Total</b>	<b>38.7%</b>	<b>38.96%</b>

### Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	37.55% ▲
AQ BZ Allin1 Gen 2	4.1%	38.51% ▲
AQ HOME Allin1 Gen 2	4.4%	38.04% ▲
AQ Smash 1	3.3%	37.47% ▲
<b>Total</b>	<b>18.7%</b>	<b>37.83%</b>

Abbreviations - BM = Benchmark  
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Net Sale \$

\$5.0bn

BM: 3.81Bn | 30.51%..

Net Profit %

-11.64%

BM: -14.19% | -18%..

Gross Margin %

37.83%

BM: 38.34% | -1.31...

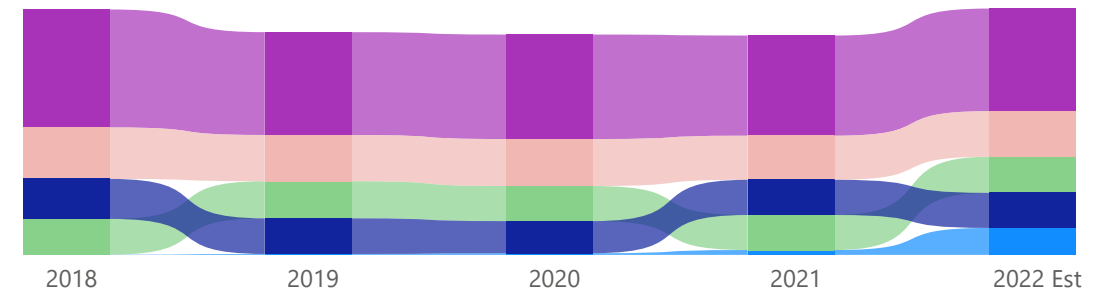
Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

### Manufacturer by Market Share

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



### Top 5 Customer by Revenue

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %
ANZ	\$257,149,877.0052	5.2%	42.51%	-3.17%	0.5%	-1.2%
India	\$1,271,223,873.6627	25.6%	35.14%	-22.03%	5.1%	0.2%
LATAM	\$21,004,441.8237	0.4%	35.33%	-0.78%	0.1%	0.3%
NA	\$1,290,743,826.7808	26.0%	43.45%	-13.40%	1.8%	-3.8%
NE	\$604,595,252.8231	12.2%	34.05%	-14.26%	2.5%	4.9%
ROA	\$1,077,355,142.205	21.7%	35.42%	-2.30%	3.2%	-5.3%
<b>Total</b>	<b>\$4,968,484,738.95</b>	<b>100.0%</b>	<b>37.83%</b>	<b>-11.64%</b>	<b>2.3%</b>	<b>-2.0%</b>