



# Business Insight 360



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.



## Information

Values are in Dollars & Millions





FINANCE



SALES



MARKETING

SUPPLY  
CHAIN

EXECUTIVE

## FILTERS

BM

vs ly

vs target

2020

2021

1

2

3

YTD

YTG

Region, market

All

customer

All

Segment

All

## Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net...

NP= Net Profit | Chg = Change

All values in Million  
&Dollar

823.85M✓

BM: 267.98M

(+207.43%)

Net Sales

36.49%!

BM: 37.10%

(-1.65%)

Gross Margin%

-6.63%!

BM: -0.85%

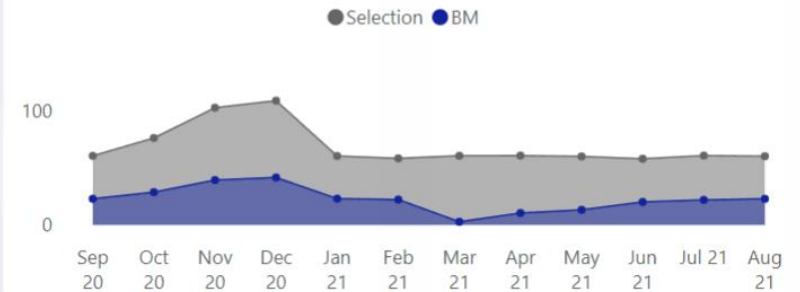
(-676.38%)

Net Profit%

## Profit &amp; Loss Statement

Description	Value	BM	Chg	Chg%
Gross Sales	1,664.64	535.95	1,128.69	210.60%
Net Invoice Sales	1,272.13	411.25	860.88	209.33%
Net Sales	823.85	267.98	555.87	207.43%
Total COGS	523.22	168.56	354.66	210.41%
Manufacturing Cost	497.78	160.30	337.48	210.53%
Total Post Invoice Deduction	448.29	143.27	305.01	212.89%
Pre Invoice Deduction	392.50	124.69	267.81	214.77%
t_operational_exp	355.28	101.71	253.57	249.30%
Gross Margin	300.63	99.42	201.21	202.37%
Post Invoice Discount	281.64	95.85	185.79	193.84%
Post Invoice other Deduction	166.65	47.43	119.22	251.38%
Gross Margin %	36.49	37.10	-0.61	-1.65%
GM / Unit	5.99	4.79	1.21	25.21%
net_profit%	-6.63	-0.85	-5.78	676.38%
net_profit	-54.65	-2.29	-52.36	2286.82%

## Net Sales performance



## Top/Bottom Market &amp; Product by Net Sales

Market

Product

Segment	Value	Chg%
Accessories	244.85	269.67% ●
Desktop	46.43	4791.14% ●
Networking	45.16	72.26% ◆
Notebook	266.49	208.45% ●
Peripherals	166.51	174.64% ●
Storage	54.42	97.48% ◆
<b>Total</b>	<b>823.85</b>	<b>207.43%</b>



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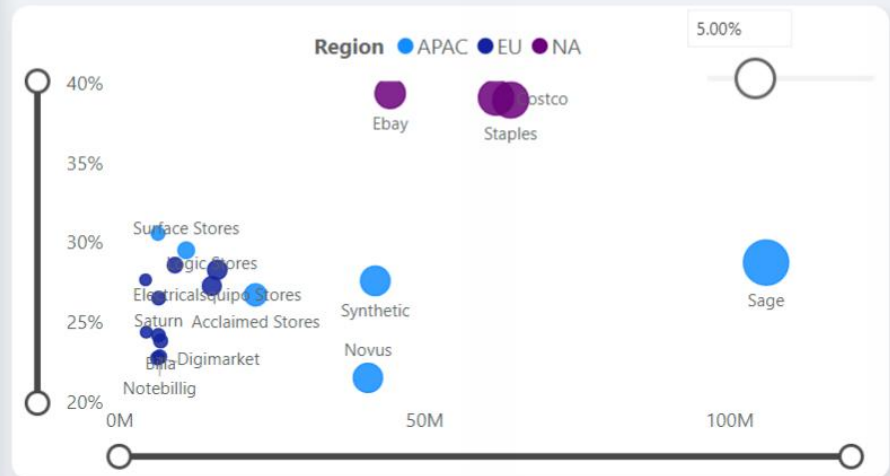
## Customer/Product Performance

customer

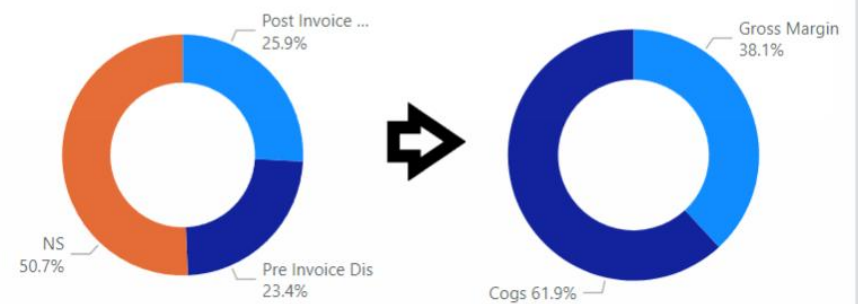
Product

customer_name	Net_sales_amt	Gross Margin	Gross Margin%
Acclaimed Stores	73.36M	29.58M	40.32%
All-Out	4.41M	1.68M	38.17%
AltIQ Exclusive	307.17M	145.05M	47.22%
Amazon	496.88M	182.77M	36.78%
Argos (Sainsbury's)	13.70M	5.30M	38.70%
Atlas Stores	17.14M	5.43M	31.66%
Atliq e Store	304.10M	112.15M	36.88%
Atliq Exclusive	53.95M	21.10M	39.11%
BestBuy	49.34M	22.15M	44.89%
Billa	6.82M	1.62M	23.80%
Boulanger	26.02M	10.39M	39.95%
Chip 7	25.62M	8.26M	32.24%
Chiptec	18.93M	7.37M	38.94%
Circuit City	52.42M	24.51M	46.77%
Control	54.14M	23.51M	43.42%
Coolblue	21.63M	6.94M	32.07%
Costco	61.81M	24.15M	39.07%
Croma	51.84M	20.67M	39.88%
Currys (Dixons Carphone)	12.06M	4.07M	33.79%
Digimarket	25.00M	10.28M	41.11%
Ebay	91.60M	33.06M	36.09%
Electricalsara Stores	10.17M	3.82M	37.55%
Electricalsbea Stores	6.95M	2.72M	39.08%
Electricalslance Stores	9.17M	2.62M	28.56%
Electricalslytical	68.05M	25.34M	37.24%
Electricalsociety	67.76M	24.41M	36.03%
Electricalsquipo Stores	16.09M	4.55M	28.26%
Elite	16.48M	5.73M	34.79%
Elkj�p	22.55M	8.29M	36.78%
Elite Stores	10.00M	3.70M	37.00%
<b>Total</b>	<b>3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Net Sales Performance over time



## Unit Economics



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80.21%✓  
BM: 72.99% (+9.88%)

Forecast Accuracy

-751714!

BM: 491599

(-252.91%)

Net Error

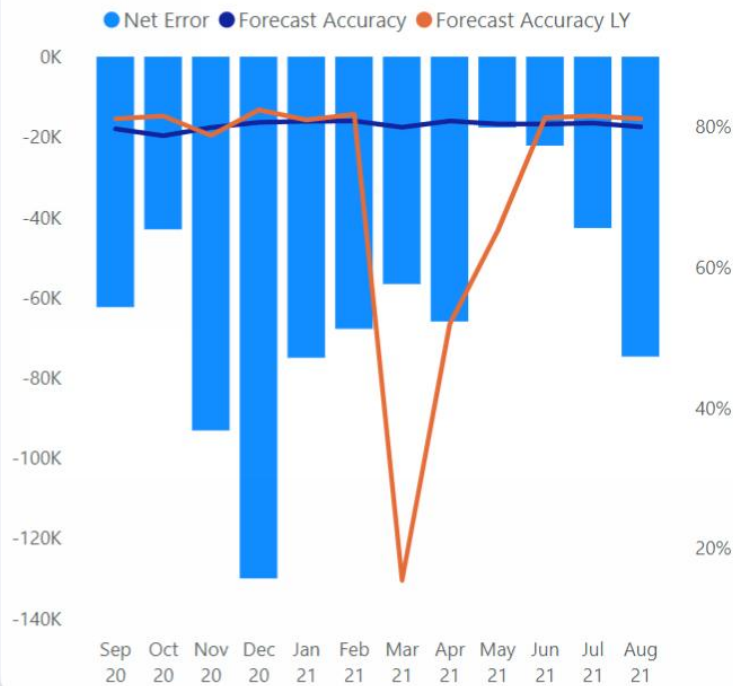
9780738✓

BM: 5743199

(+70.3%)

Abs Error

## Accuracy/Net Error Trend



## Key Metrics by Customer &amp; Product

customer

Product

customer_name	Forecast%	Forecast % Ly	Net error	net erroer%	Risk
Atliq e Store	74.59%	55.24%	-95K	-2.30%	Oos
Amazon	74.54%	48.43%	-155K	-2.35%	Oos
AltiQ Exclusive	71.15%	56.78%	-192K	-5.73%	Oos
Mbit	62.34%	49.13%	51K	14.05%	Ei
Euronics	60.79%	42.25%	58K	15.34%	Ei
Expert	60.67%	48.84%	69K	11.97%	Ei
Boulanger	58.77%	38.12%	82K	18.34%	Ei
UniEuro	58.22%	45.77%	174K	23.54%	Ei
Radio Popular	56.74%	50.36%	73K	15.52%	Ei
Power	56.72%	40.19%	22K	13.18%	Ei
Flawless Stores	56.29%	38.59%	21K	13.52%	Ei
Argos (Sainsbury's)	56.08%	43.27%	8K	4.14%	Ei
Info Stores	55.99%	35.71%	17K	11.25%	Ei
Premium Stores	55.64%	42.85%	75K	19.87%	Ei
Sorefoz	55.21%	41.33%	23K	6.49%	Ei
Electricalslnce Stores	54.69%	41.81%	-4K	-2.48%	Oos
Fnac-Darty	54.33%	36.34%	-8K	-3.42%	Oos
Elkj�p	53.55%	45.00%	-39K	-10.87%	Oos
Chip 7	53.44%	41.32%	95K	18.82%	Ei
Total	80.21%	72.99%	-752K	-1.52%	Oos



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Gross Margin%

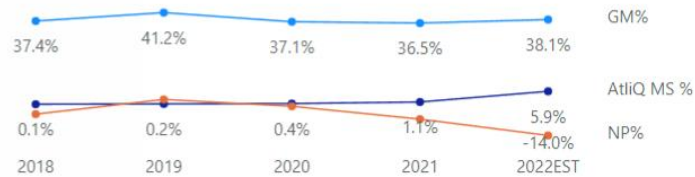
-6.63%!

BM: -0.85% (-676.38%)  
Net Profit%

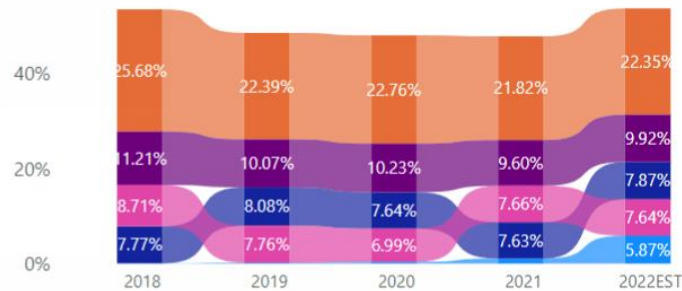
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Forecast Accuracy

Trend: Key metrics over years



Trend: Revenue Contribution over years

Revenue  
Contribution☐ division  
☒ channel

16.93% 71.85%

Top 5 Product &amp; Customer

product	RC %	Gross Margin%	customer	RC %	Gross Margin%
AQ BZ Allin1	4.1%	35.97%	AtliQ Exclusive	8.4%	46.10% ▼
AQ Qwerty	3.4%	37.09%	Amazon	13.2%	35.40% ▼
AQ Trigger	8.8%	36.89%	AtliQ e Store	8.5%	37.54% ●
AQ Gen Y	2.9%	36.06%	Flipkart	3.1%	30.23% ▼
AQ Maxima	2.7%	36.68% ▼	Sage	3.3%	35.16% ●
Total	16.3%	36.52%	Total	36.5%	37.90%

Sub-Region Performance

sub_zone	RC %	Gross Margin%	Net_sales_amt	Net_profit%	net erroer%	Risk	AtliQ MS %
SE	11.1%	38.71% ●	91.5M	4.43% ▼	10.56%	Ei	5.63%
ROA	22.7%	38.34% ●	186.9M	8.23% ▼	-21.55%	Oos	1.47%
NE	18.3%	38.03% ●	109.3M	-1.14% ▼	11.27%	Ei	1.17%
NA	21.6%	37.23% ▼	177.9M	-13.67% ●	-7.06%	Oos	0.76%
LATAM	0.4%	37.54% ●	3.2M	6.18%	5.32%	Ei	0.05%
India	25.6%	32.03% ▼	210.7M	-24.65% ●	3.90%	Ei	2.45%
ANZ	5.4%	38.46% ▼	44.4M	7.27% ▼	-5.19%	Oos	0.28%