



Business Insights 360



Info

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



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 customer(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 View

A **top Level Dashboard** for Executive consolidating top insights from all dimension of business.



Support

Get your **Issues Resolved** by connecting to our support specialist.



Region, Market
All

Customer
All

Segment, Category, product
All

2018 2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target



Net Sale

\$267.98M

Benchmark: 111.37M
(+\$156.60M +140.61%)

GM%

37.1%!

Benchmark: 41.2% (-9.95%)

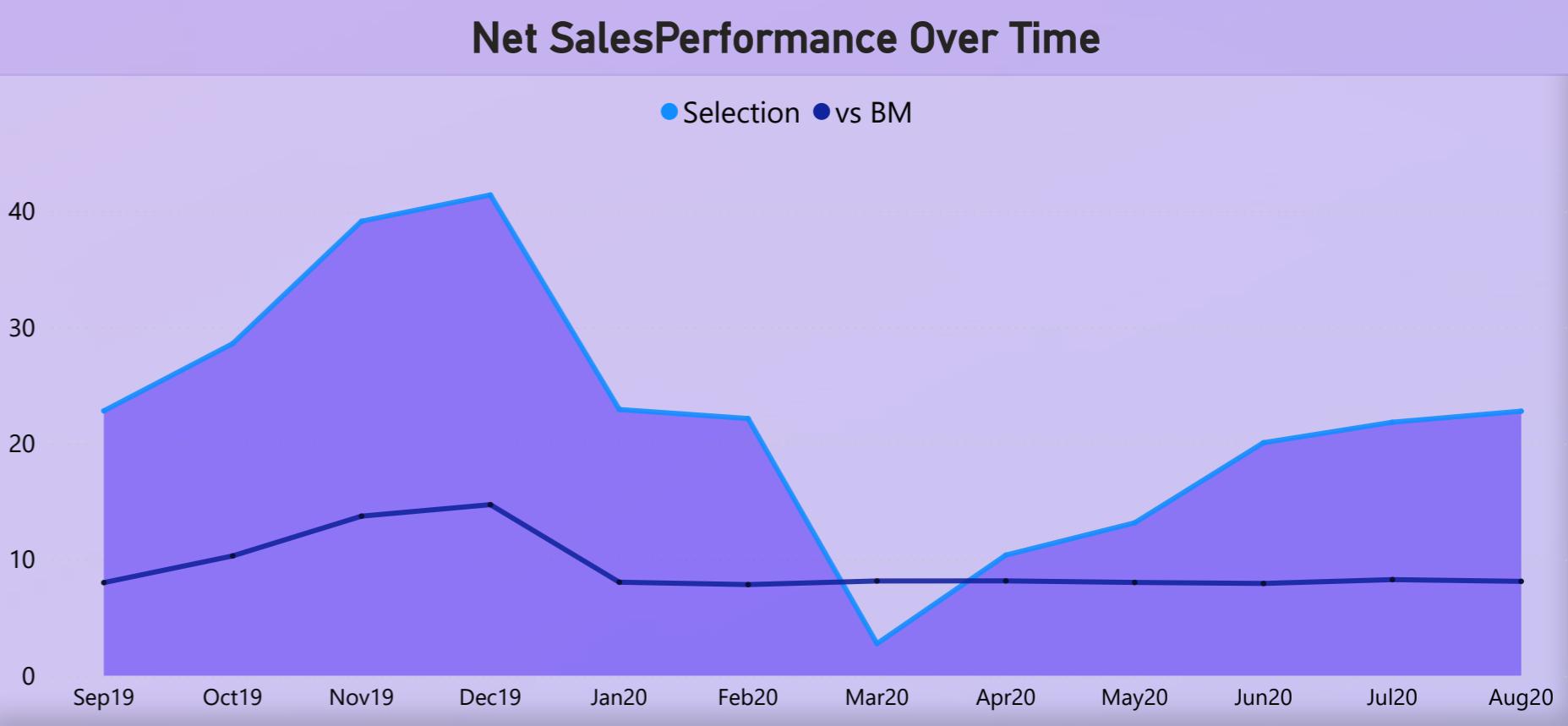
Net Profit%

-0.9%!

Benchmark: 2.21%
(-138.68%)

Profit and Loss Statement

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



Market Net Sale

Region	P&L Value	P&L chng%
EU	55.79	224.03
NA	62.21	182.70
LATAM	2.00	141.89
Mexico	0.84	176.57
Brazil	1.05	100.88
Chile	0.09	
Columbia	0.02	
APAC	147.98	107.48
Total	267.98	140.61

Segment Net Sale

Segment	P&L Value	P&L chng%
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	0.05	
Total	267.98	140.61

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Region, Market
AllCustomer
AllSegment, Category, product
All

2018 2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

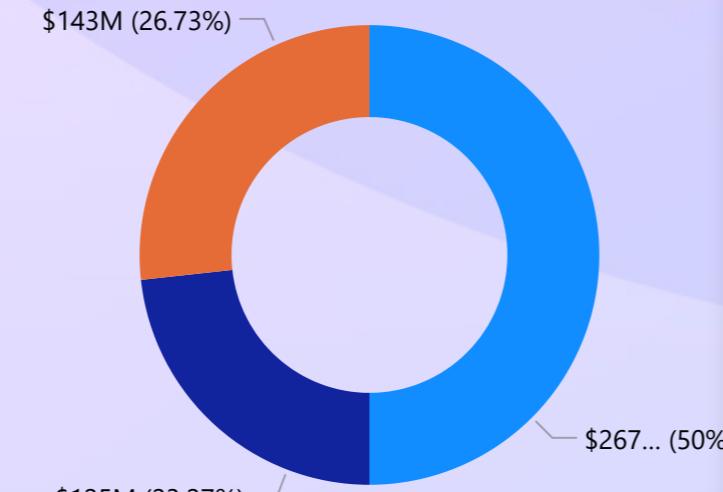


Customer Performance

Customer	NS\$	GM	GM%
Unity Stores	\$0.50M	\$0.1M	23.1%
Nova	\$0.01M	\$0.0M	24.5%
Leader	\$7.73M	\$2.0M	26.4%
Vijay Sales	\$2.79M	\$0.7M	26.6%
Electricalslytical	\$3.41M	\$0.9M	27.3%
Atliq Exclusive	\$2.69M	\$0.8M	29.0%
Girias	\$2.68M	\$0.8M	29.1%
Ezone	\$2.64M	\$0.8M	29.4%
Notebillig	\$0.51M	\$0.2M	30.2%
Fnac-Darty	\$1.07M	\$0.3M	30.7%
Saturn	\$0.50M	\$0.2M	30.8%
Argos (Sainsbury's)	\$0.95M	\$0.3M	30.8%
Sage	\$8.32M	\$2.6M	31.2%
Viveks	\$2.92M	\$0.9M	31.2%
Otto	\$0.52M	\$0.2M	31.5%
Electricalsquipo Stores	\$0.87M	\$0.3M	31.7%
Lotus	\$2.72M	\$0.9M	31.7%
Expression	\$3.86M	\$1.2M	32.0%
Propel	\$3.23M	\$1.0M	32.2%
Flawless Stores	\$0.59M	\$0.2M	32.5%
Electricalsbea Stores	\$0.23M	\$0.1M	32.6%
Total	\$267.98M	\$99.4M	37.1%

Unit economic

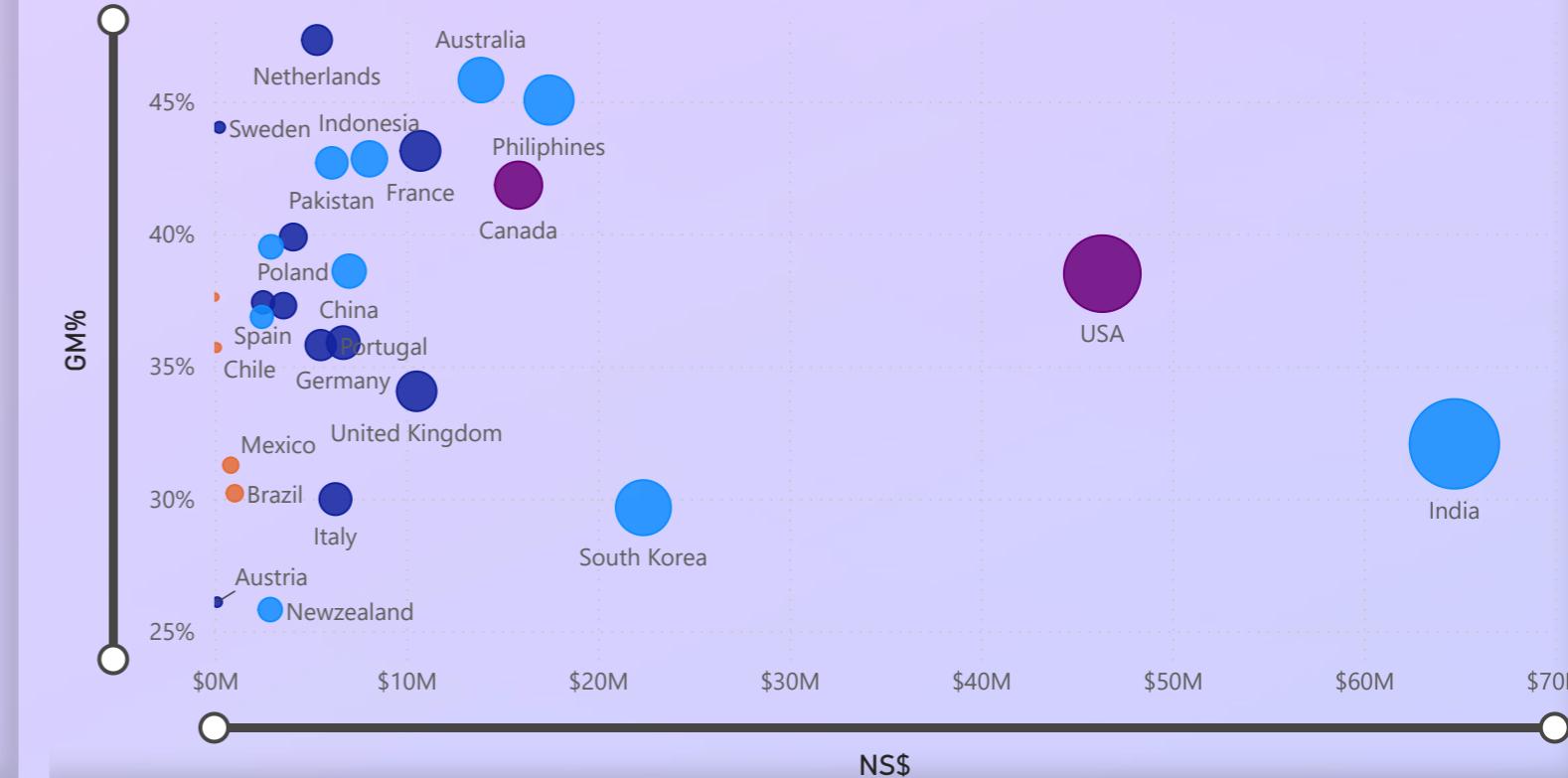
● Total COGS ● Gross Margin



● NS\$ ● Pre Invoice Deduc\$ ● Total Post invc deduc

Net Sale vs gross margin by Customer and Market

region ● APAC ● EU ● LATAM ● NA



Product Performance

Segment	Net Sale \$	Gross Margin	GM%
Accessories	\$66.23M	\$24.6M	37.1%
Desktop	\$0.95M	\$0.3M	36.5%
Networking	\$26.22M	\$9.8M	37.5%
Notebook	\$86.39M	\$32.0M	37.1%
Peripherals	\$60.63M	\$22.7M	37.5%
Storage	\$27.56M	\$9.9M	36.0%

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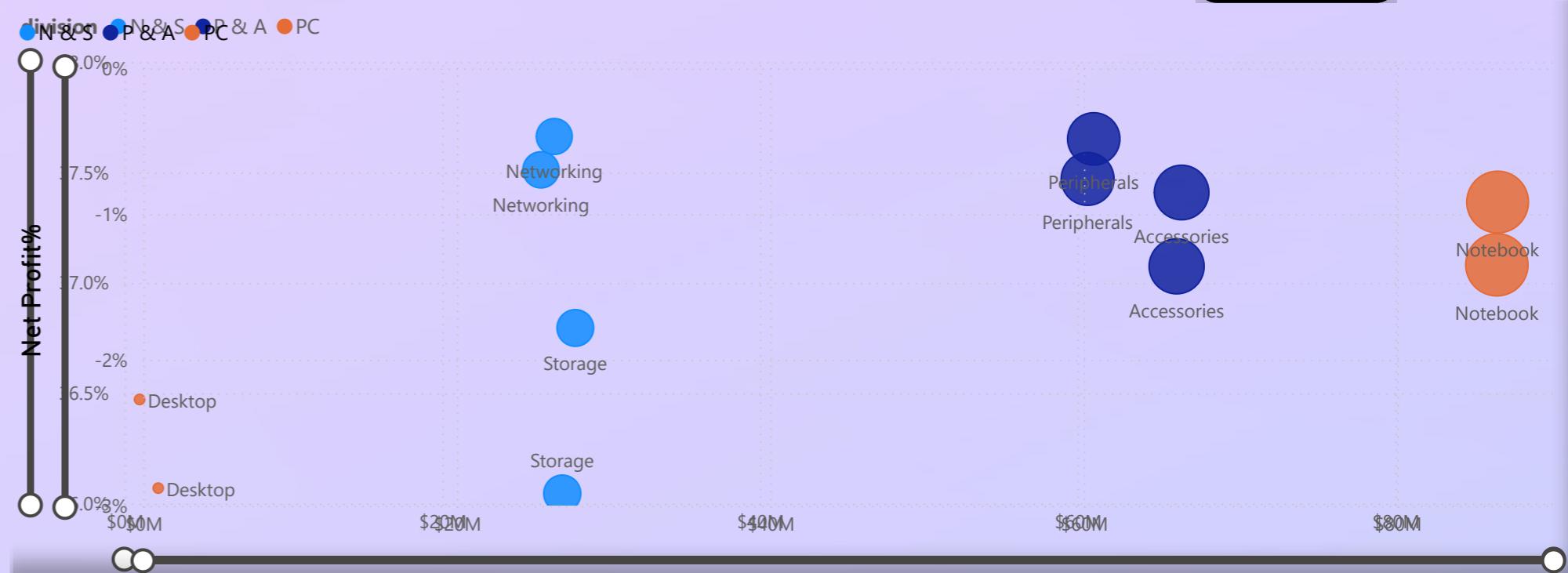
YTD
YTG

Product Performance

Show NP%

Segment	NS\$	GM	GM%	Net Profit\$	Net Profit%
Accessories	\$66.23M	\$24.6M	37.1%	-0.56M	-0.9%
Batteries	\$0.35M	\$0.1M	36.4%	-0.01M	-1.7%
AQ LION x1	\$0.08M	\$0.0M	37.6%	0.00M	-0.4%
AQ LION x2	\$0.09M	\$0.0M	35.1%	0.00M	-3.0%
AQ LION x3	\$0.12M	\$0.0M	36.9%	0.00M	-1.0%
AQ Mx NB	\$0.05M	\$0.0M	35.1%	0.00M	-3.1%
Keyboard	\$41.27M	\$15.2M	37.0%	0.20M	0.0%
Total	\$267.98M	\$99.4M	37.1%	-2.29M	-0.9%

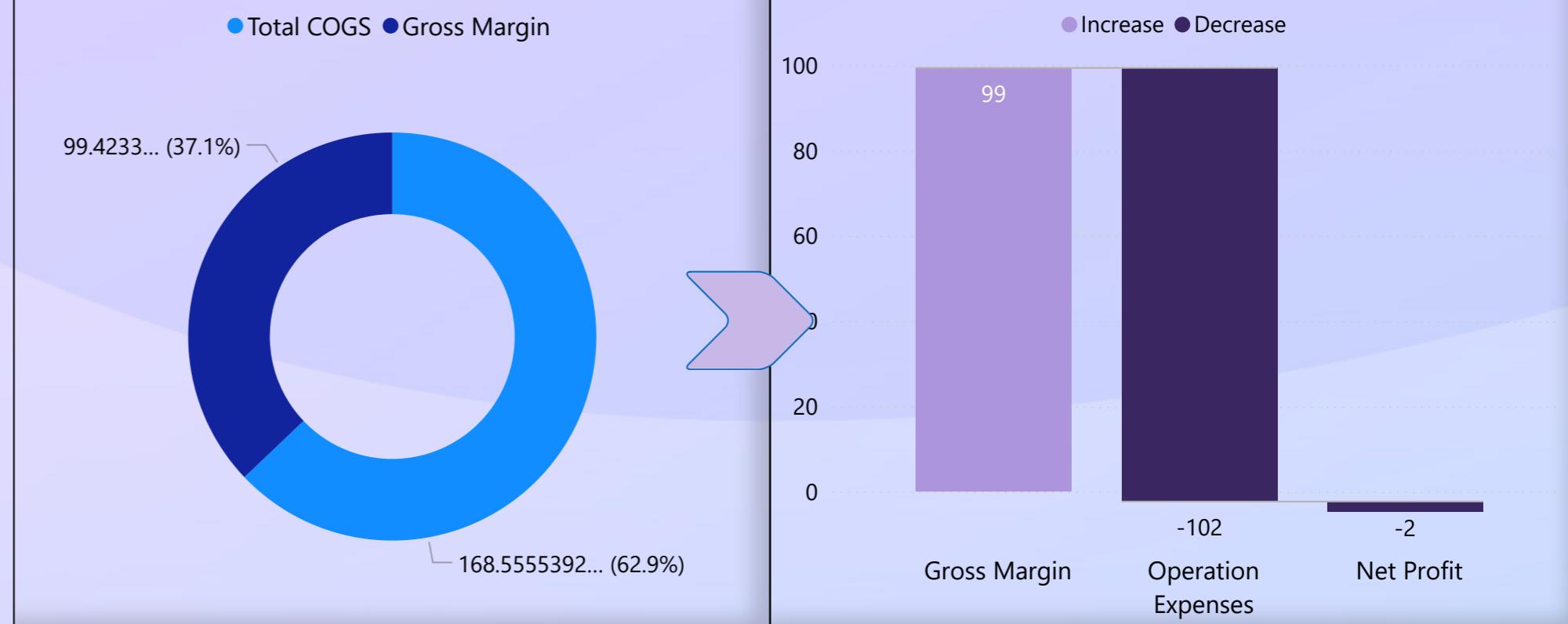
Performance Gauge



Market Insights by Region

Region	NS\$	GM	GM%	Net Profit\$	Net Profit%
APAC					
Australia	\$13.90M	\$6.4M	45.8%	2.16M	15.5%
Bangladesh	\$2.94M	\$1.2M	39.5%	0.39M	13.2%
China	\$7.02M	\$2.7M	38.6%	-0.70M	-10.0%
India	\$64.73M	\$20.8M	32.1%	-9.54M	-14.7%
Indonesia	\$8.08M	\$3.5M	42.8%	1.69M	21.0%
Japan	\$2.46M	\$0.9M	36.9%	0.10M	4.1%
Newzealand	\$2.90M	\$0.7M	25.8%	-0.04M	-1.3%

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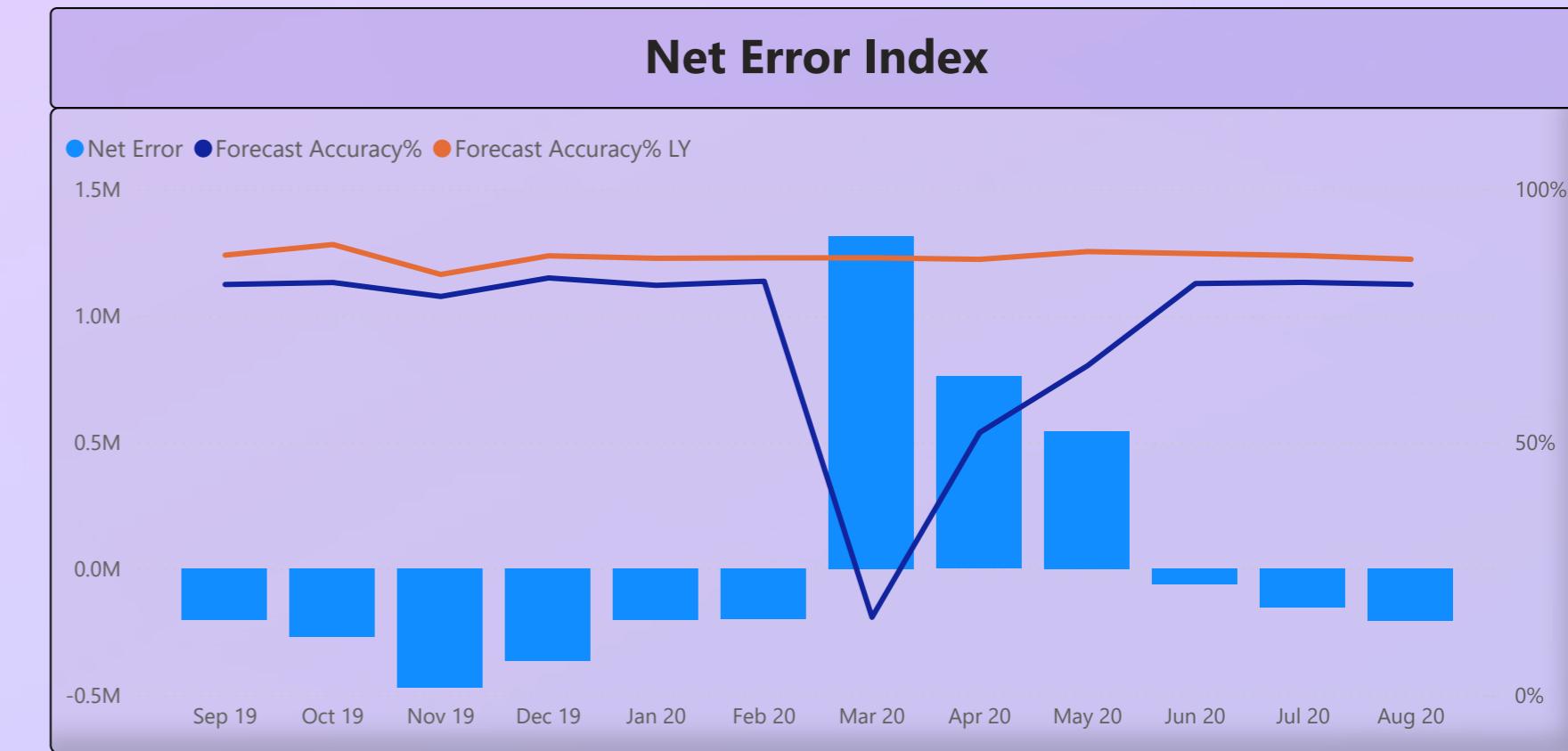
vs LY vs Target



Forecast Accuracy
73.0%
Benchmark: 86.4% (-15.57%)

Net Error
2.31%
Benchmark: 5.58%
(-3.27% -58.58%)

ABS Error
5.7M
Benchmark: 1.5M
(+4.20M +271.06%)



Customer Metrics Hub

Customer	Forecast Accuracy%	Forecast Accuracy% LY	Net Error	Net error%	Risk
Amazon	48.43%	78.07%	-917373	-31.93% OOS	
Atliq e Store	55.24%	76.51%	-544329	-28.48% OOS	
Flipkart	11.82%	50.68%	-330236	-59.99% OOS	
Ebay	18.21%	51.05%	-231960	-55.58% OOS	
Acclaimed Stores	8.69%	56.42%	-83357	-39.76% OOS	
Path	9.55%	29.61%	-63699	-40.42% OOS	
Taobao	-4.05%	4.43%	-50872	-67.95% OOS	
Circuit City	9.90%	26.23%	-47555	-34.82% OOS	
Radio Shack	7.10%	28.64%	-44918	-34.68% OOS	
BestBuy	7.31%	26.90%	-44305	-32.55% OOS	
Control	30.41%	36.19%	-20992	-11.29% OOS	
Boulanger	38.12%	45.56%	-7244	-8.78% OOS	
Fnac-Darty	36.34%	51.50%	-7236	-8.27% OOS	
Chiptec	27.04%		-4136	-10.85% OOS	
Otto	28.26%	40.22%	-4094	-9.97% OOS	



Product Metrics Hub

Segment	Forecast Accuracy%	Forecast Accuracy% LY	Net Error	Net error%	Risk
+ Accessories	71.42%	90.20%	-167818	-1.40% OOS	
+ Desktop	70.07%		-52	-2.00% OOS	
+ Networking	52.50%	81.50%	-379134	-28.90% OOS	
+ Notebook	76.65%	83.02%	146640	22.59% EI	
+ Peripherals	75.18%	85.06%	193476	7.43% EI	
+ Storage	81.01%	80.25%	698487	14.86% EI	
Total	72.99%	86.45%	491599	2.31% EI	

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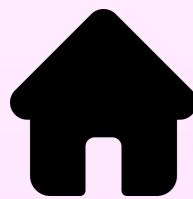
Segment, Category, product
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YTD YTG

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Q1 Q2 Q3 Q4

vs LY vs Target



Net Sale
\$267.98M
LY: \$111.37M (+140.61%)

Gm%
37.1%
LY: 41.20% (-9.95%)

Net Profit
-0.9%
LY: 2.21% (-138.68%)

Forecast Accuracy
72.99%
LY: 86.45% (-15.57%)

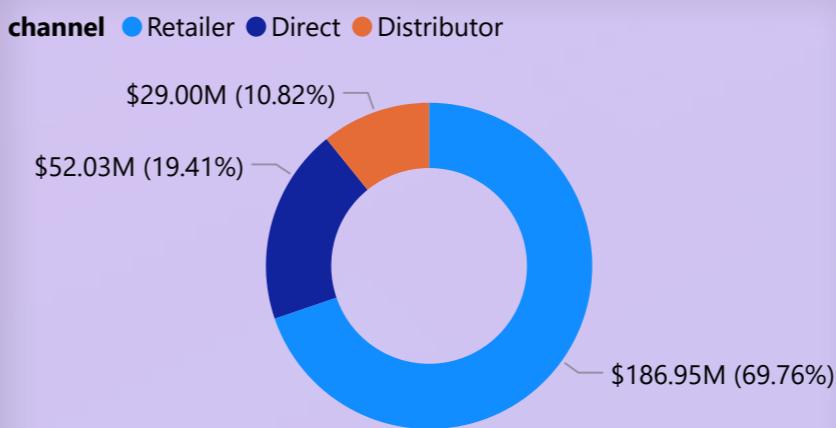


Key Insights by Sub Zone

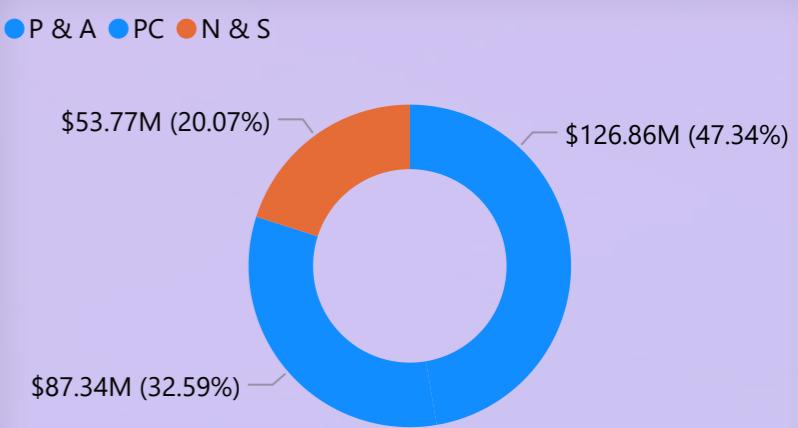
Sub_zone	NS\$	GM%	RC %	Atliq MS%	Net Profit%	Net error%	Risk
ROA	\$66.5M	38.1%	24.8%	0.4%	8.9%	9.35%	EI
India	\$64.7M	32.1%	24.2%	0.4%	-14.7%	-0.82%	OOS
NA	\$62.2M	39.3%	23.2%	0.4%	-1.8%	-22.10%	OOS
NE	\$30.7M	38.0%	11.4%	0.4%	-4.6%	8.34%	EI
SE	\$25.1M	37.6%	9.4%	0.4%	7.0%	11.01%	EI
ANZ	\$16.8M	42.4%	6.3%	0.4%	12.6%	24.23%	EI
LATAM	\$2.0M	31.0%	0.7%	0.4%	-0.1%	1.20%	EI



Revenue by division

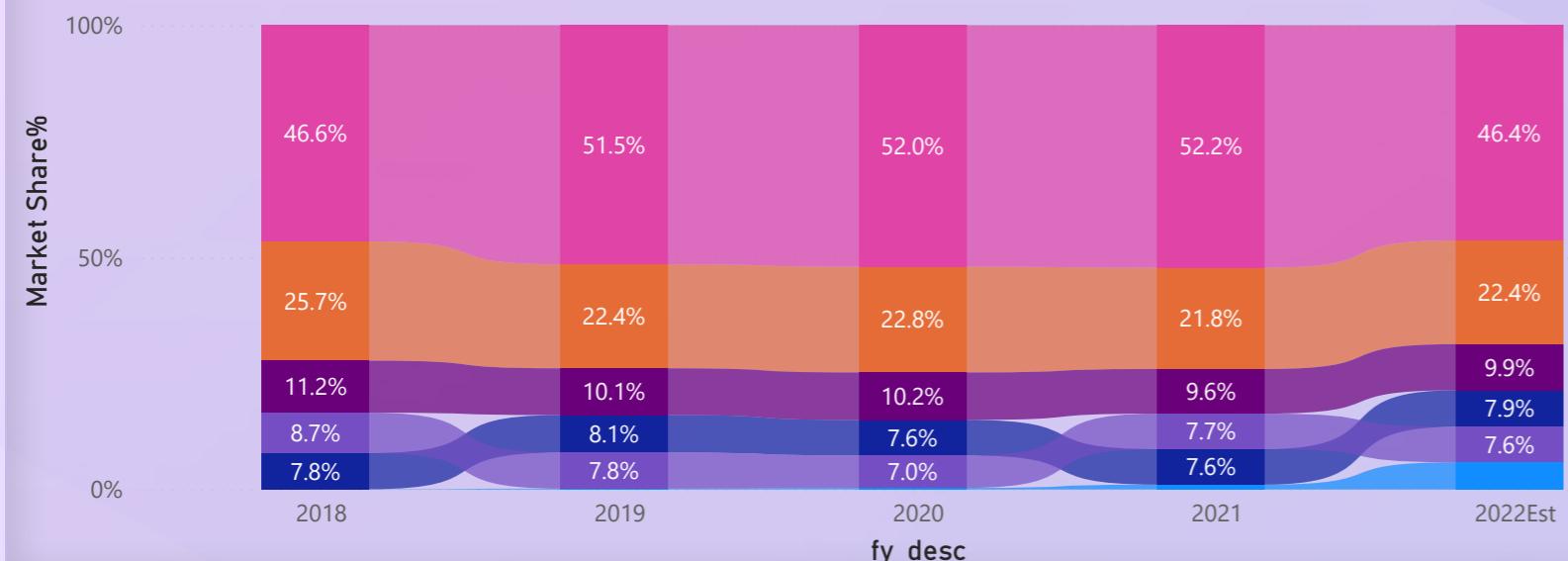


Revenue by Channel

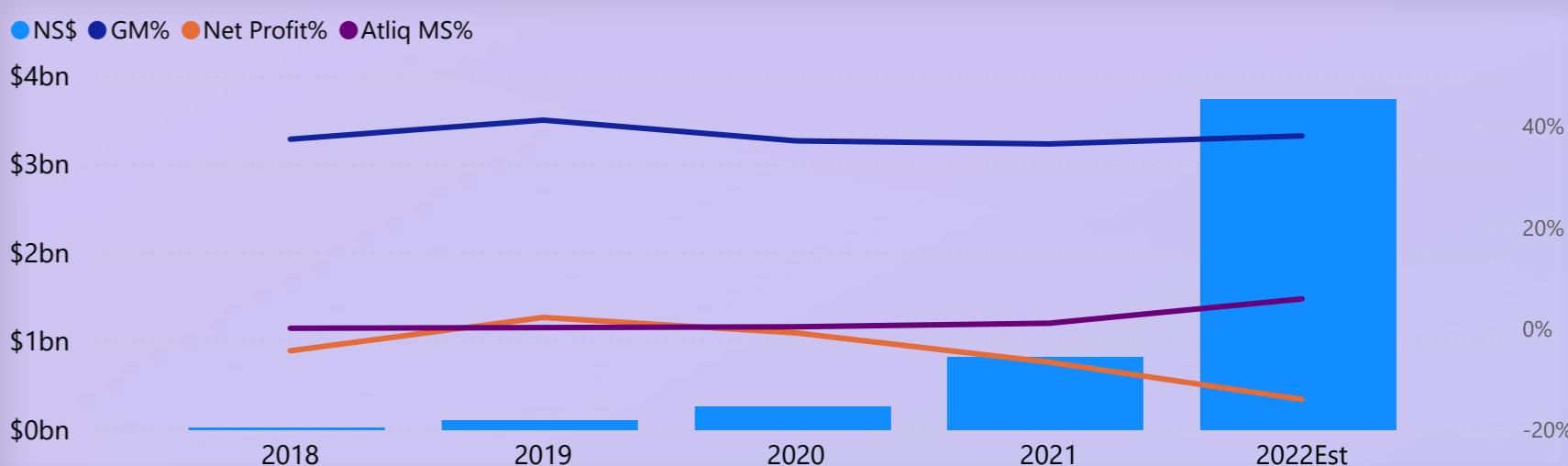


PC Market Share Trend - Atliq & Competitors

Market Share% by fy_desc and Manufacturer
Manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer



Year Trend by Revenue ,GM%, Net Profit%, PC Market share %



Top 5 Customer by revenue

Customer	RC %	GM%
Sage	3.1%	31.2% ↓
Flipkart	4.1%	33.5% ↓
Atliq e Store	11.8%	37.5% ↓
Amazon	18.6%	38.0% ↓
AltiQ Exclusive	7.6%	48.0% ↓

Top 5 Product by Revenue

Product	RC %	GM%
AQ BZ Compact	4.3%	36.5% ↓
AQ BZ Gen Y	4.5%	37.0% ↓
AQ Lite	4.3%	36.5% ↓
AQ Wi Power Dx1	4.4%	37.0% ↓
AQ Wi Power Dx2	5.4%	38.0% ↓

BM = Benchmark, LY = Last Year, EI - Extra inventory, OOS - Out of Stock, YOY = Year Over Year.



- .1 - All the system data in tool is refreshed every month on 5th working day.
- .2 - System data such as Forecast, Actual, and Forecast are received from Global Database.
- .3 - Non system data such as target, operational, expenses, and market, share are refreshed on request.