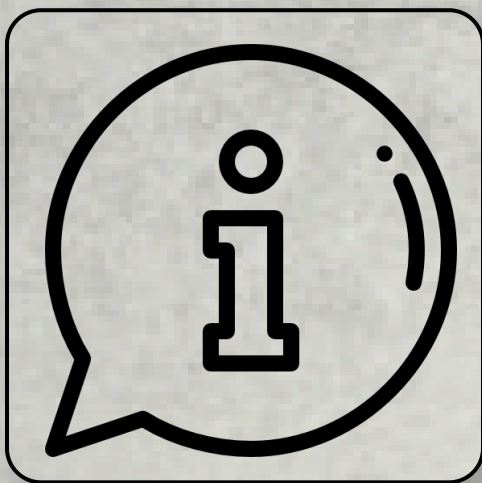# Business Insights 360

Info

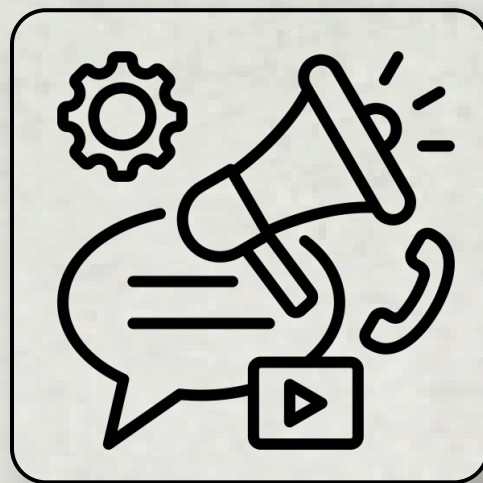Download **user manual** and get to know the key information of this tool.

Finance View

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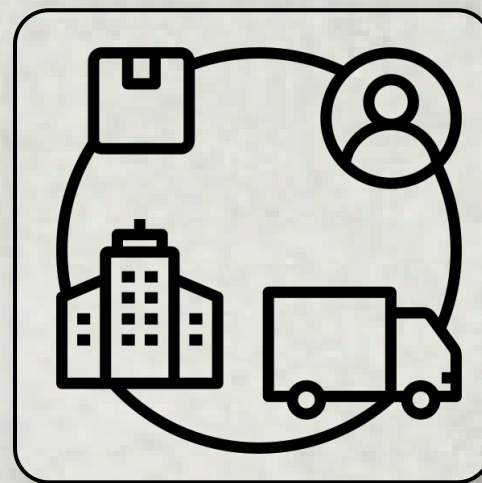
Sales View

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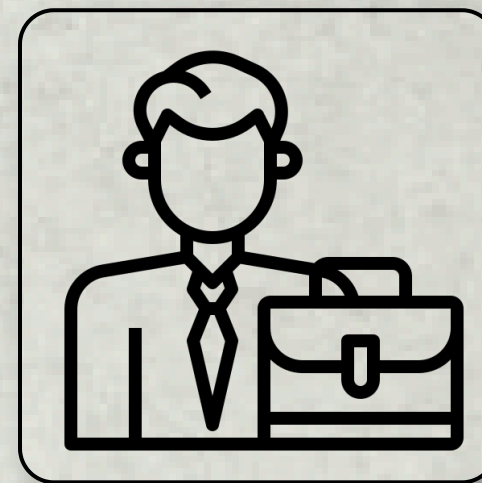
Marketing View

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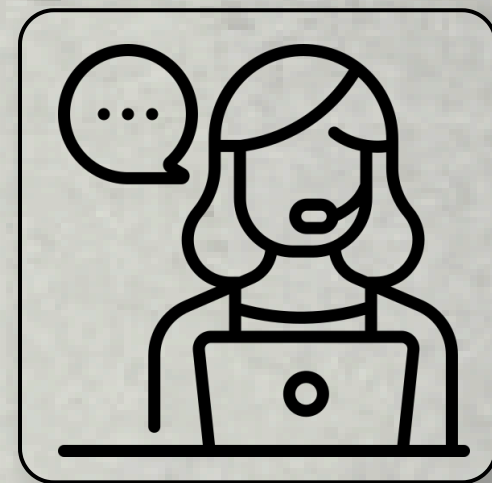
Supply Chain View

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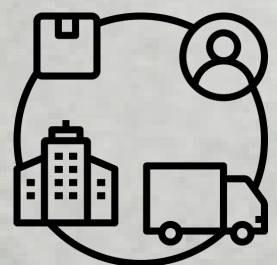
Executive

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

Support

Get your **issues resolved** by connecting to our support specialist.

2018	2019	2020	2021	**2022 Est**	Q1	Q2	Q3	Q4	YTD	YTG

vs LY | vs Target

$3.74bn ✓
BM: 823.85M (+353.5%)
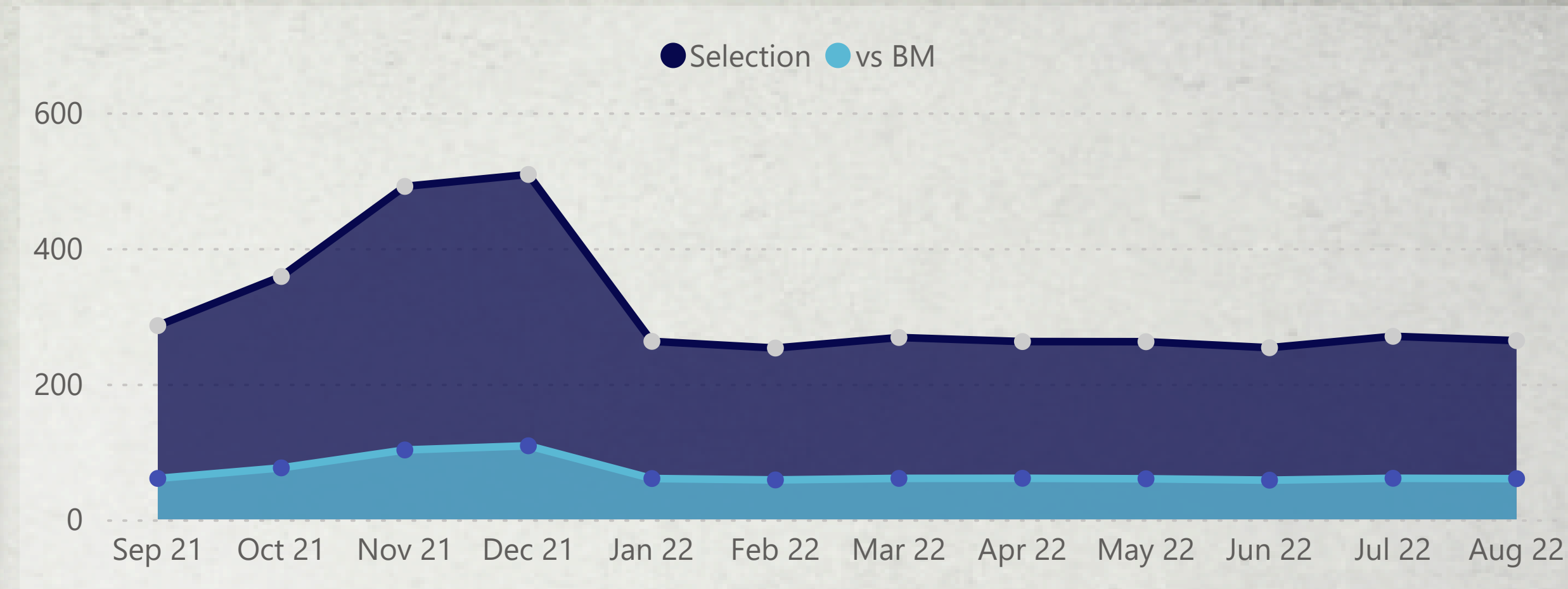**Net Sales**

38.08% ✓
BM: 36.49% (+4.37%)
GM%

-13.98% !
BM: -6.63% (-110.79%)
Net Profit%

Profit & Loss Statements

| 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 Expenses	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93

Net Sales Performance Over Time

● Selection ● vs BM

Top / Bottom Customers & Products by Net Sales

Region	P & L values	P&L Chg %
⊞ APAC	1,923.77	335.27
⊞ EU	775.48	286.26
⊞ LATAM	14.82	368.40
⊞ NA	1,022.09	474.40

segment ▲	P & L values	P&L Chg %
⊞ Accessories	454.10	85.46
⊞ Desktop	711.08	1,431.55
⊞ Networking	38.43	-14.89
⊞ Notebook	1,580.43	493.06
⊞ Peripherals	897.54	439.03
⊞ Storage	54.59	0.32

BM - Benchmark , LY - Lastyear
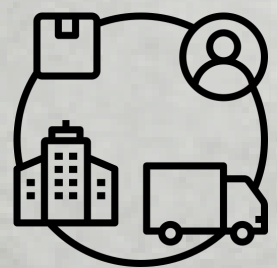
vs LY | vs Target

Customer Performance

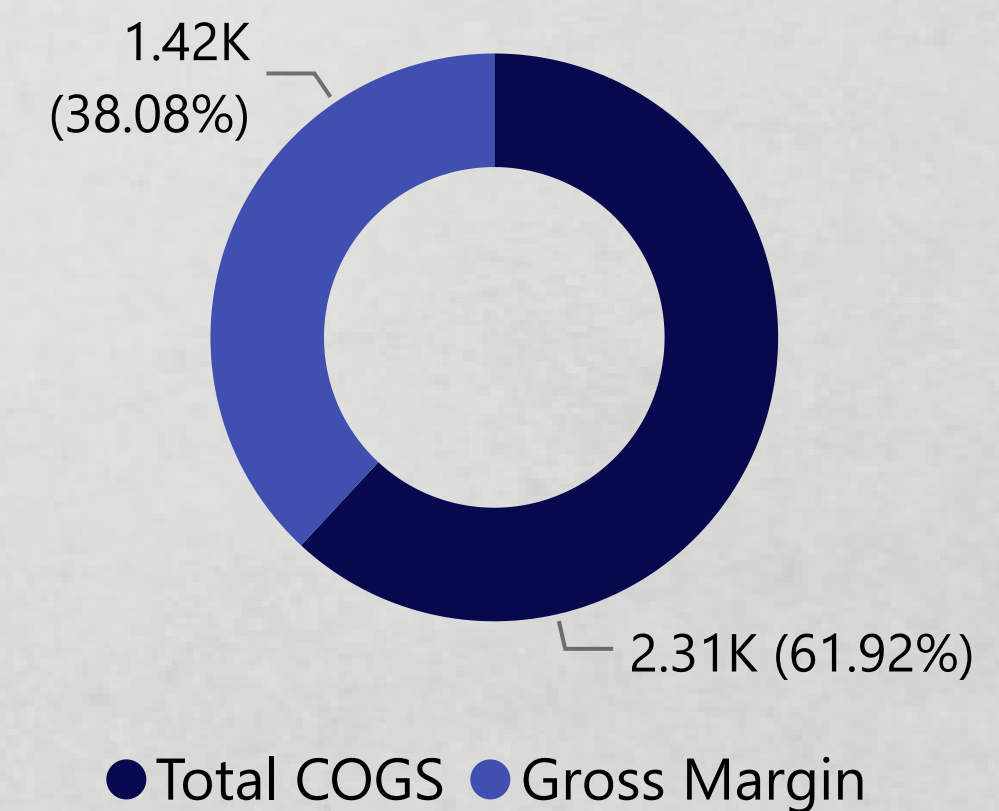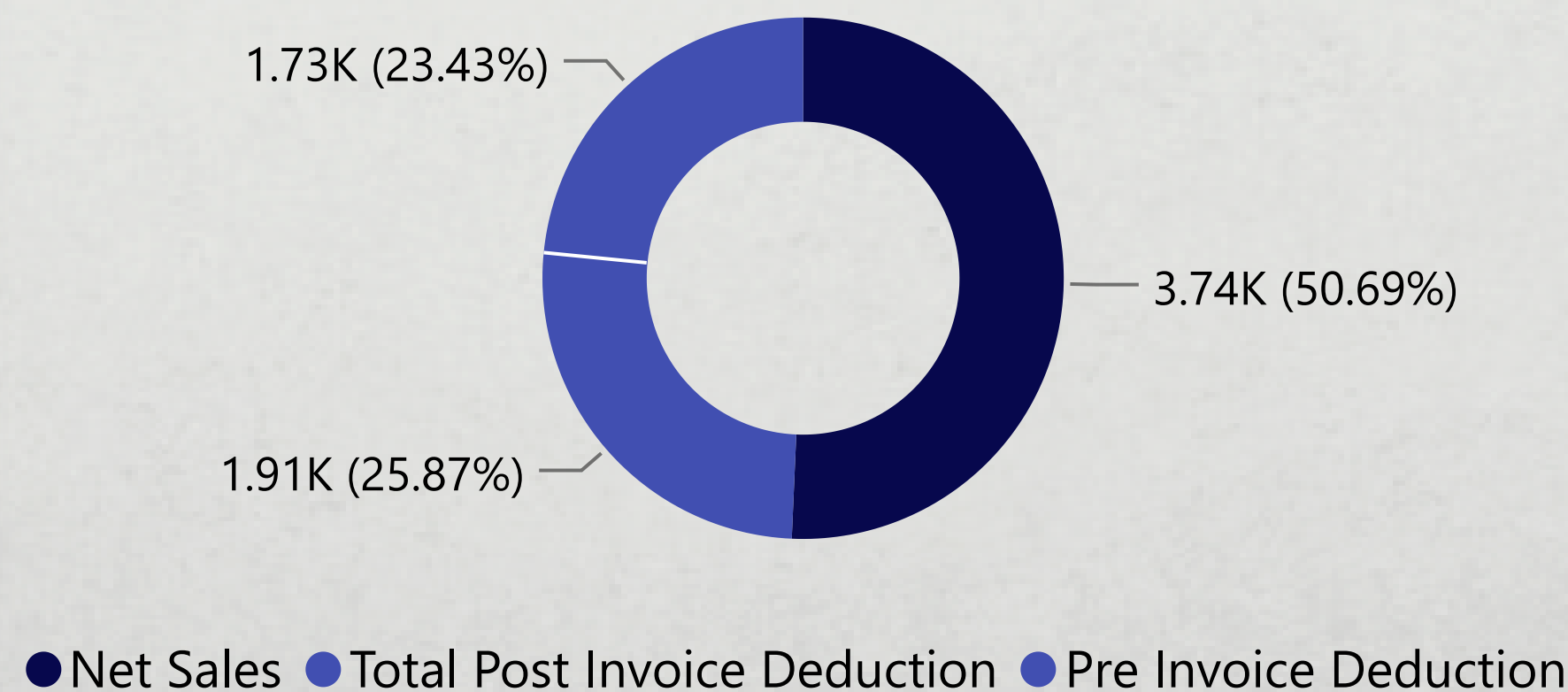| Customer ▲	NS $	GM $	GM %
Acclaimed Stores	$73.36M	29.58M	40.32%
All-Out	$4.41M	1.68M	38.17%
Amazon	$496.88M	182.77M	36.78%
Argos (Sainsbury's)	$13.70M	5.30M	38.70%
Atlas Stores	$17.14M	5.43M	31.66%
Atliq e Store	$304.10M	112.15M	36.88%
Atliq Exclusive	$361.12M	166.15M	46.01%
BestBuy	$49.34M	22.15M	44.89%

Performance Matrix

● APAC ● EU

6.00%

Logic Stores
All-Out
Epic Stores
Forward Stores
Atlas Stores
Chip7
Electricalslytical
Media Markt
Radio Popular
Insight
Coolblue
Info Stores
Electricalsquipo Stores
Sorefoz
UniEuro
Reliance Digital
Logic Stores
Acclaimed Stores
Synthetic
Flawless Stores
Novus
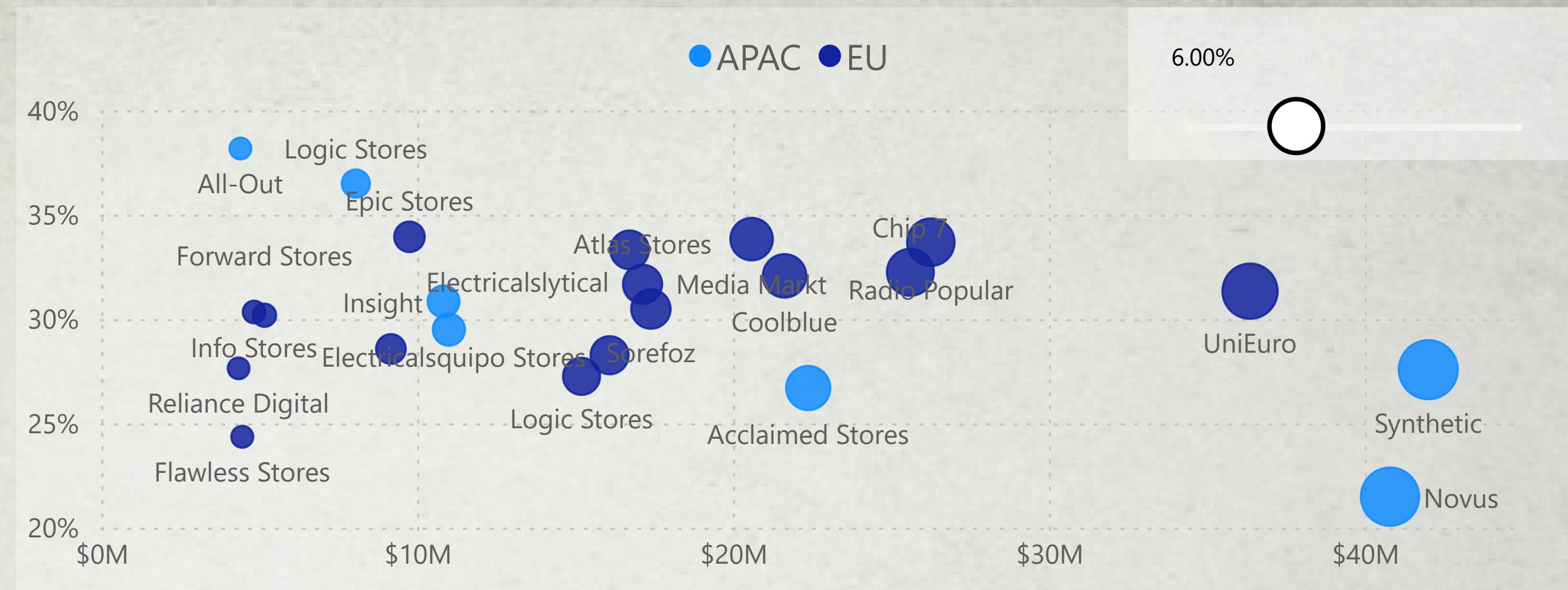
Product Performance

Segment	NS $	GM $	GM %
⊞ Accessories	$454.10M	172.61M	38.01%
⊞ Desktop	$711.08M	272.39M	38.31%
⊞ Networking	$38.43M	14.78M	38.45%
⊞ Notebook	$1,580.43M	600.96M	38.03%
⊞ Peripherals	$897.54M	341.22M	38.02%
⊞ Storage	$54.59M	20.93M	38.33%

Unit Economics

1.73K (23.43%)
3.74K (50.69%)
1.91K (25.87%)

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction

1.42K (38.08%)
2.31K (61.92%)

● Total COGS ● Gross Margin

BM - Benchmark , LY - Lastyear

	vs LY	vs Target

Product Performance

Performance Matrix

Show GM%

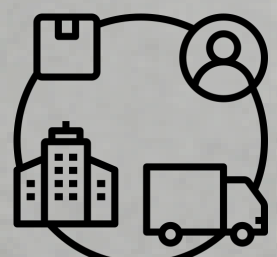| Segment ▲	NS $	GM $	GM %	Net Profit	Net Profit %
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%

● APAC ● EU ● LATAM ● NA
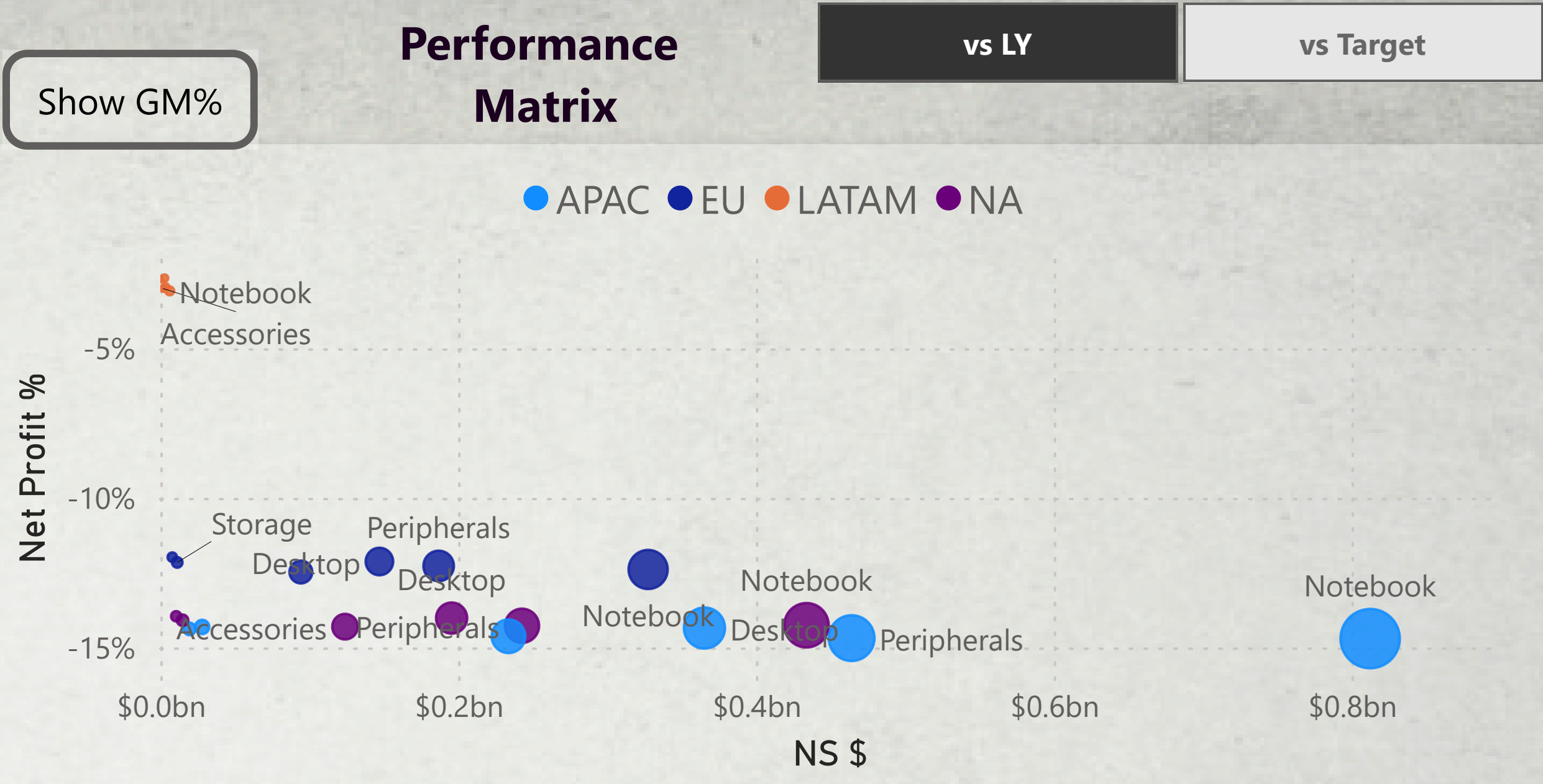
Region/Market/Customer Performance

Unit Economics

Region	NS $	GM $	GM %	Net Profit	Net Profit % ▼
⊞ LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊞ EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊞ NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
⊞ APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%

1.42K (38.08%)
2.31K (61.92%)

● Total COGS ● Gross Margin

1.4K
Gross Margin
-1.9K
Operatio... Expenses
-0.5K
Net Profit

● Increase ● Decrease

BM - Benchmark , LY - Lastyear

Region
All

Customer
All

Products
All

vs LY | vs Target

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy %

-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Matrix by Customers

| Customer	Forecast Accuracy %	FA % LY	Net Error	Net Error %	RISK
All-Out	43.96%	29.09%	-150	-0.32%	OoS
Amazon	73.79%	74.54%	-464694	-9.22%	OoS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OoS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OoS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OoS
Atliq Exclusive	70.35%	71.69%	-359242	-11.91%	OoS
Boulanger	52.69%	58.77%	-48802	-20.21%	OoS
Chip 7	34.56%	53.44%	-85293	-35.01%	OoS
Chiptec	50.49%	52.54%	-20102	-11.36%	OoS
Coolblue	47.66%	52.95%	-34790	-15.34%	OoS
Croma	36.58%	42.78%	-77649	-16.54%	OoS
Digimarket	28.21%	40.79%	-95328	-46.59%	OoS
Ebay	52.27%	50.49%	-19127	-2.02%	OoS

Accuracy / Error Trend

● Net Error ● Forecast Accuracy % ● FA % LY
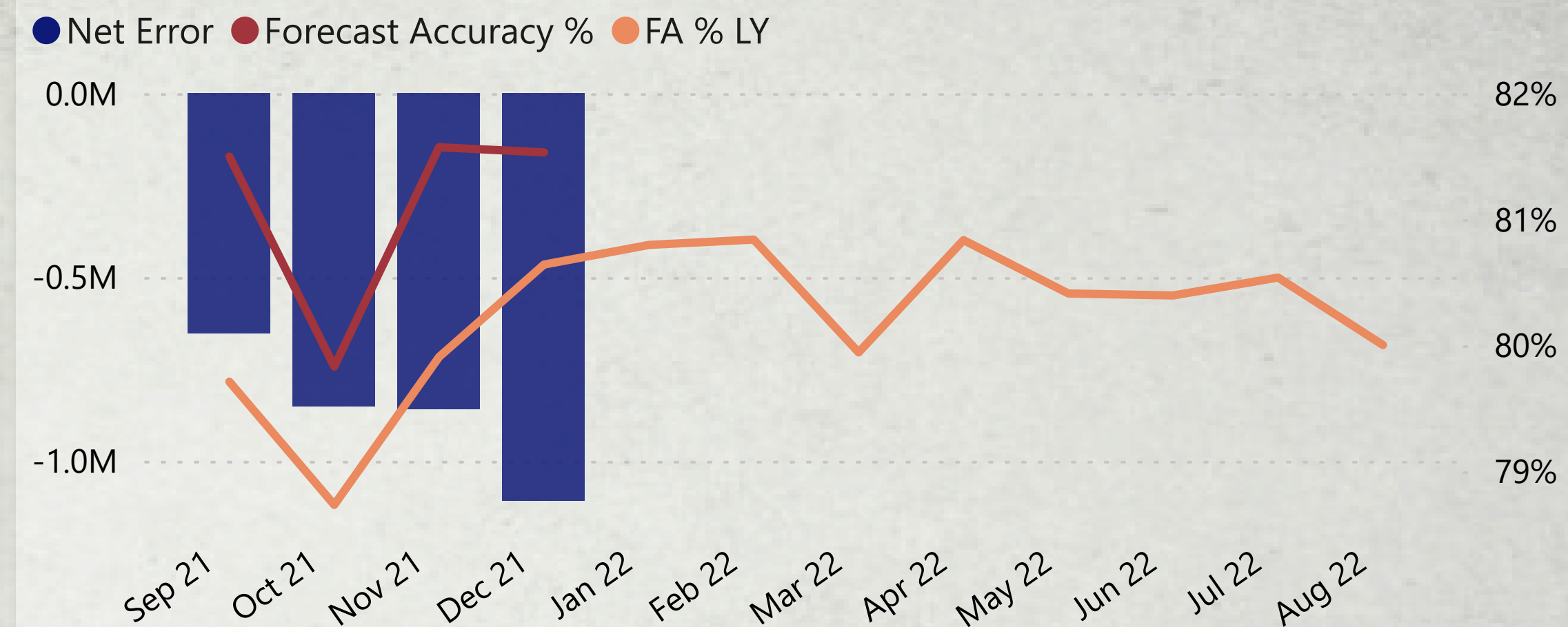
Key Matrix by Products

Segment	Forecast Accuracy %	FA % 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

BM - Benchmark , LY - Lastyear EI - Excess Inventory , OoS - Out of Stock
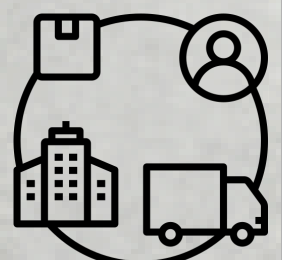
Region
All ⌄

Customer
All ⌄

Products
All ⌄

2018 | 2019 | 2020 | 2021 | **2022 Est**

Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

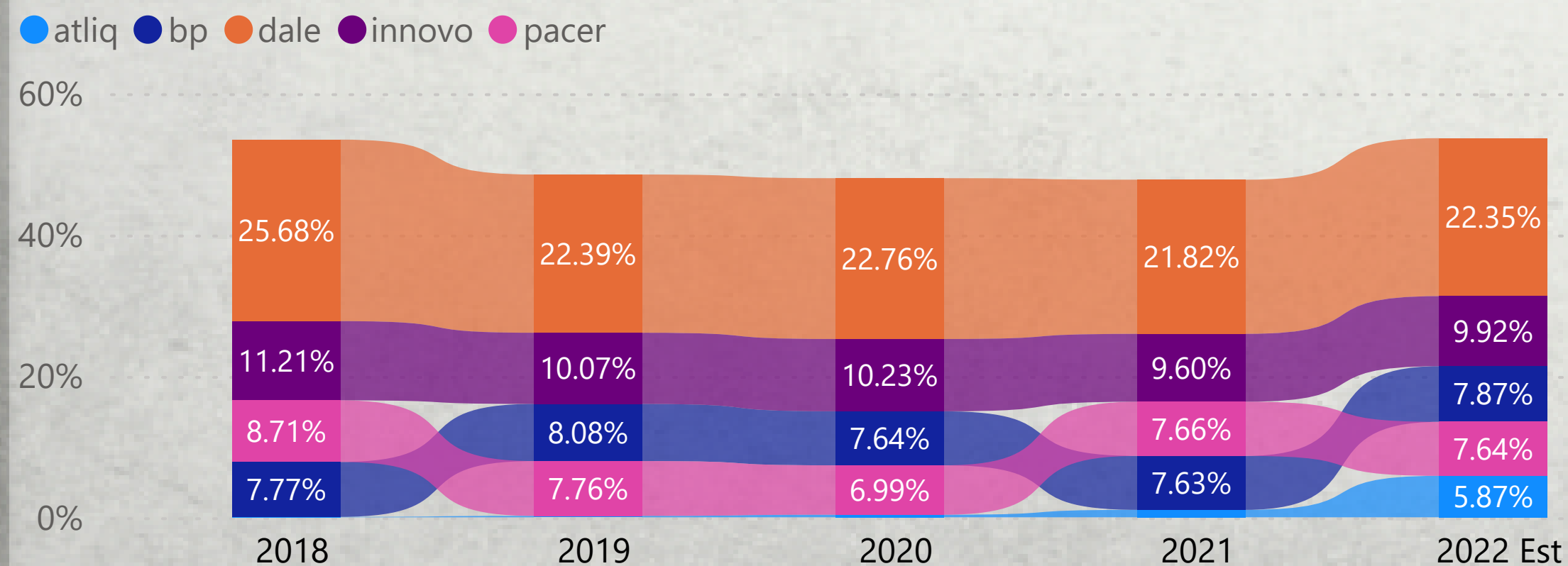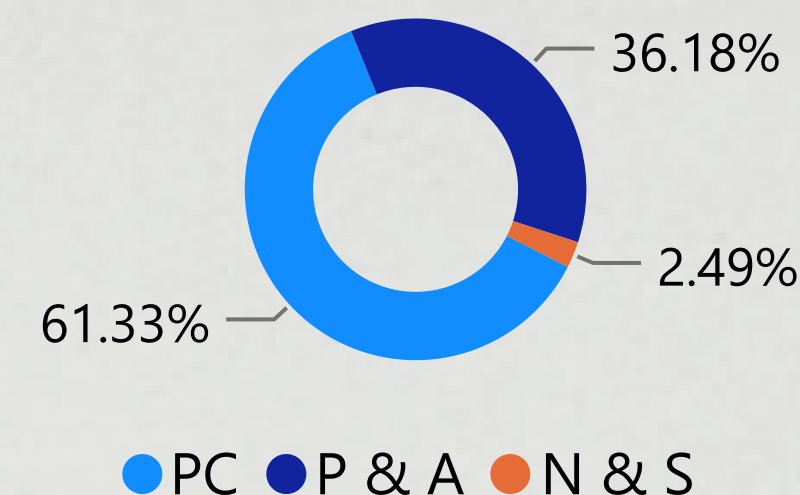| $3.74bn✓	38.08%✓	-13.98%!	81.17%✓
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)	LY: 80.21% (+1.2%)
Net Sales	**GM%**	**Net Profit%**	**FA %**

Key Insights of Sub Zone

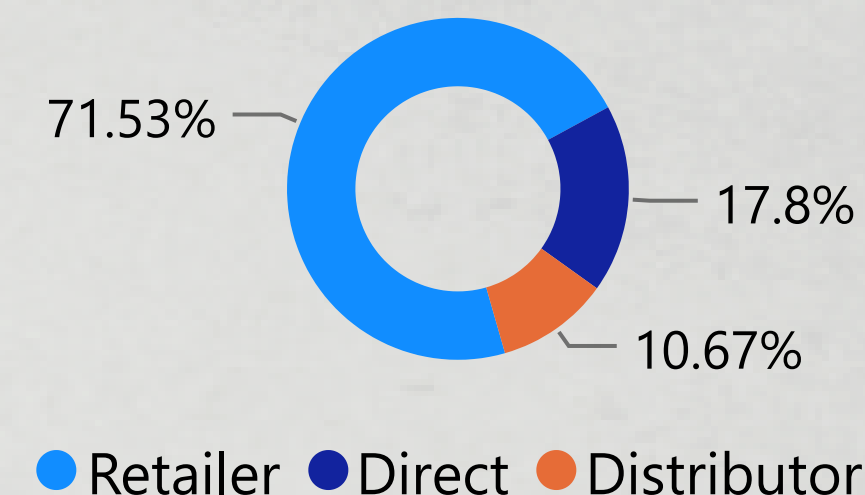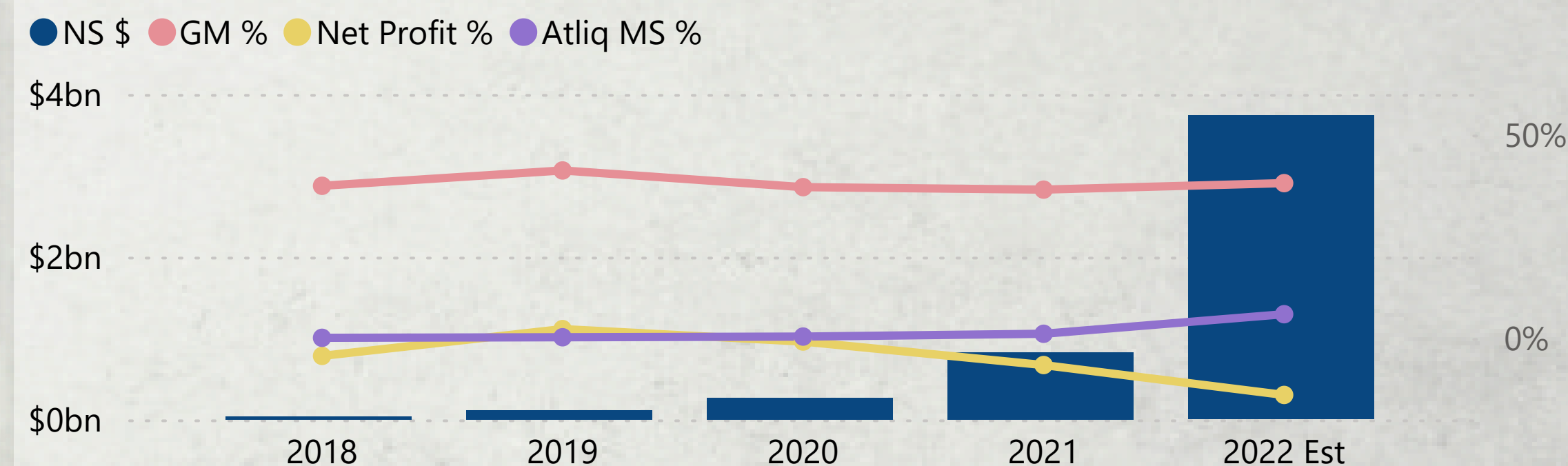| Sub zone	NS $	RC %	GM % ▼	Net Profit %	Atliq MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OoS
SE	$317.8M	8.5%	37.0% ⇩	-4.0%	16.4%	-55.5%	OoS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OoS
LATAM	$14.8M	0.4%	35.0% ⇩	-2.9%	0.3%	3.4%	EI
ROA	$788.7M	21.1%	34.2% ⇩	-6.3%	8.3%	-4.6%	OoS
NE	$457.7M	12.3%	32.8% ⇩	-18.1%	6.8%	-4.6%	OoS

PC Market share trend - Atliq & Competitors

● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
	25.68%	22.39%	22.76%	21.82%	22.35%
					9.92%
	11.21%	10.07%	10.23%	9.60%	7.87%
	8.71%	8.08%	7.64%	7.66%	7.64%
	7.77%	7.76%	6.99%	7.63%	5.87%

BM - Benchmark , LY - Last year, EI - Excess Inventory, OoS - Out of Stock

Revenue by Division

36.18%
2.49%
61.33%

● PC ● P & A ● N & S

Revenue by Channel

71.53%
17.8%
10.67%

● Retailer ● Direct ● Distributor

Yearly Trend by GM%,NP%,PC Market share%

● NS $ ● GM % ● Net Profit % ● Atliq MS %

$4bn — 50%
$2bn
$0bn — 0%

2018 | 2019 | 2020 | 2021 | 2022 Est

Top 5 customers by Revenue

Customer ▲	RC %	GM %
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88% ⇩
Atliq Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ⇩

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%