# 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 View**

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.

**Last Refresh Date :** 07 November 2024

Values are in dollars or millions

Sales data loaded until :Dec 21

region, market: All | customer: All | segment, c...: All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

**$3.74bn** !
BM: 3.81bn (-1.86%)
Net Sales

**38.08%** !
BM: 38.34% (-0.66%)
GM %

**-13.98%** ✓
BM: -14.19% (+1.47%)
Net Profit %

## Profit and Loss Statement

| Line Item | 2022 EST | 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 |

## Net sales performance over time

## Top / Bottom products & customers by Net sales

| region | P & L values | P & L Chg % |
|---|---|---|
| APAC | 1,923.77 | -2.48 |
| EU | 775.48 | -1.13 |
| LATAM | 14.82 | -1.60 |
| NA | 1,022.09 | -1.24 |
| Total | 3,736.17 | -1.86 |

| segment | P & L values | P & L Chg % |
|---|---|---|
| Accessories | 454.10 | |
| Batteries | 71.37 | |
| Keyboard | 225.25 | |
| Mouse | 157.48 | |
| Desktop | 711.08 | |
| Networking | 38.43 | |
| Notebook | 1,580.43 | |
| Peripherals | 897.54 | |
| Storage | 54.59 | |
| Total | 3,736.17 | -1.86 |

BM: Benchmark LY: Last Year

region, m... All | custo... All | segment, c... All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

## Customer Performance

| customer | NS $ | GM $ | GM % |
|---|---|---|---|
| Amazon | $496.88M | 182.77M | 36.78% |
| AltiQ Exclusive | $307.17M | 145.05M | 47.22% |
| Atliq e Store | $304.10M | 112.15M | 36.88% |
| Flipkart | $138.49M | 58.37M | 42.14% |
| Sage | $127.86M | 40.31M | 31.53% |
| Leader | $117.32M | 36.02M | 30.70% |
| Neptune | $105.69M | 49.36M | 46.70% |
| Ebay | $91.60M | 33.06M | 36.09% |
| Acclaimed Stores | $73.36M | 29.58M | 40.32% |
| walmart | $72.41M | 33.06M | 45.66% |
| Electricalslytical | $68.05M | 25.34M | 37.24% |
| Electricalsocity | $67.76M | 24.41M | 36.03% |
| Staples | $64.20M | 24.99M | 38.92% |
| Costco | $61.81M | 24.15M | 39.07% |
| **Total** | **$3,736.17M** | **1,422.88M** | **38.08%** |

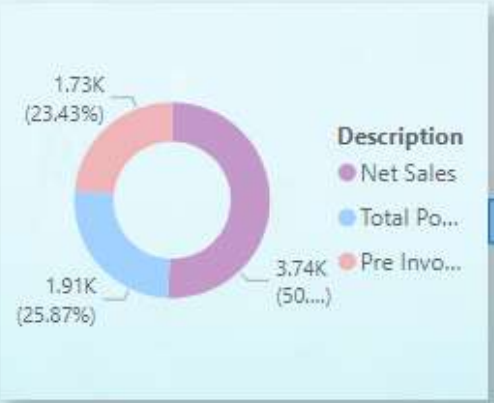
## Product Performance

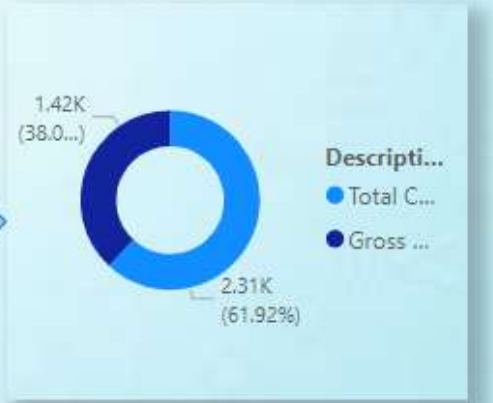
| segment | NS $ | GM $ | GM % |
|---|---|---|---|
| Accessories | $454.10M | 172.61M | 38.01% |
| Peripherals | $897.54M | 341.22M | 38.02% |
| Notebook | $1,580.43M | 600.96M | 38.03% |
| Desktop | $711.08M | 272.39M | 38.31% |
| Storage | $54.59M | 20.93M | 38.33% |
| Networking | $38.43M | 14.78M | 38.45% |
| **Total** | **$3,736.17M** | **1,422.88M** | **38.08%** |

## Performance Matrix

Show GM%

## Unit Economics



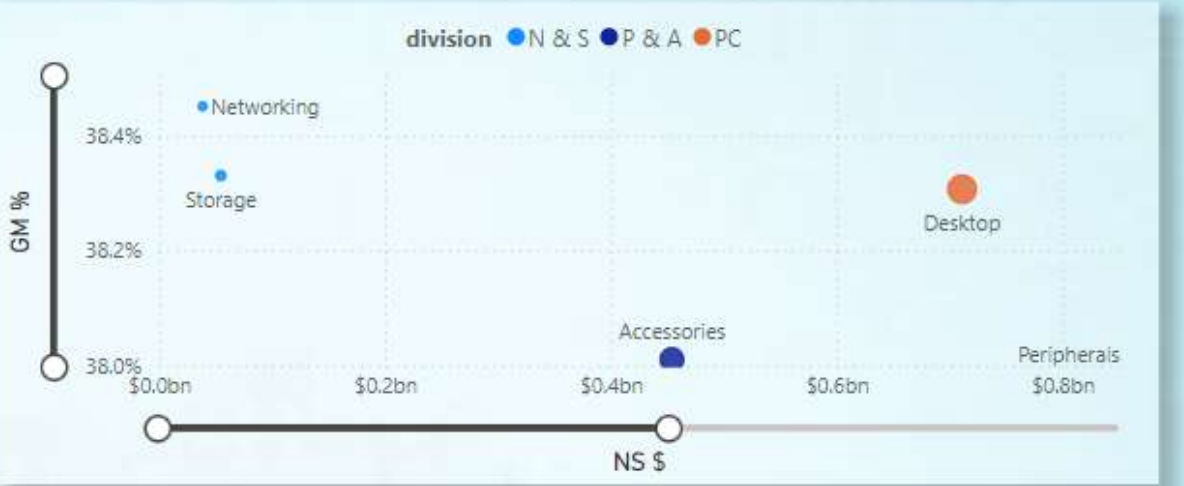
region, m... All | custo... All | segment, c... All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

## 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** | **$3,736.17M** | **1,422.88M** | **38.08%** | **-522.42M** | **-13.98%** |

## Performance Matrix




## 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** | **$3,736.17M** | **1,422.88M** | **38.08%** | **-522.42M** | **-13.98%** |

## Unit Economics

region, m... All | custo... All | segment, c... All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

**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

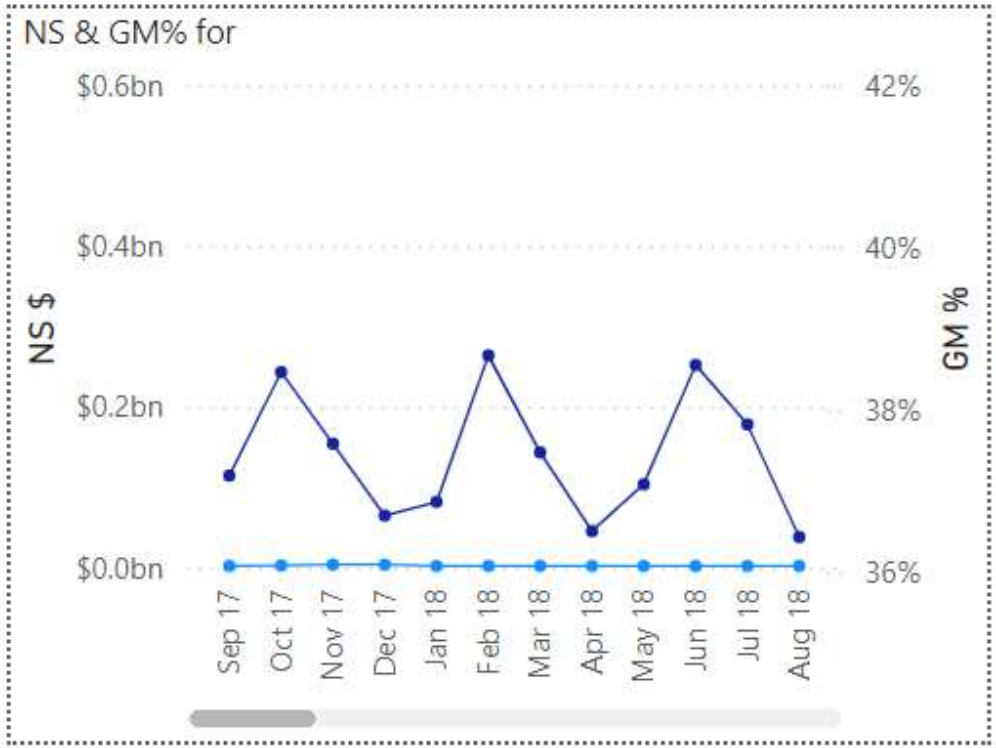
## Key Metrics by Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 10.7% | EI |
| BestBuy | 46.60% | 35.31% | 81179 | 16.7% | EI |
| Billa | 42.63% | 18.29% | 3704 | 3.9% | EI |
| Circuit City | 46.17% | 35.02% | 85248 | 16.5% | EI |
| Control | 52.06% | 47.42% | 64731 | 13.0% | EI |
| Costco | 51.95% | 49.42% | 101913 | 15.8% | EI |
| Currys (Dixons Carphone) | 54.29% | 35.92% | 8104 | 6.0% | EI |
| Leader | 48.72% | 24.45% | 166751 | 11.0% | EI |
| Logic Stores | 52.49% | 51.44% | 6430 | 2.4% | EI |
| Nomad Stores | 53.44% | 50.59% | 3394 | 1.3% | EI |
| Notebillig | 42.70% | 18.87% | 1141 | 1.3% | EI |
| Otto | 45.76% | 18.37% | 1962 | 2.4% | EI |
| Path | 50.57% | 45.53% | 91486 | 14.9% | EI |
| Radio Shack | 45.64% | 38.46% | 69253 | 16.5% | EI |
| Sage | 50.72% | 33.58% | 154291 | 10.1% | EI |
| Saturn | 41.54% | 19.16% | 2197 | 2.9% | EI |
| Staples | 54.45% | 49.38% | 79821 | 11.5% | EI |
| walmart | 54.78% | 50.12% | 84334 | 12.1% | EI |
| All-Out | 43.96% | 29.09% | -150 | -0.3% | OOS |
| AltiQ Exclusive | 71.42% | 71.15% | -221177 | -8.7% | OOS |
| Amazon | 73.79% | 74.54% | -464694 | -9.2% | OOS |
| Argos (Sainsbury's) | 54.78% | 56.08% | -23040 | -17.6% | OOS |
| Atlas Stores | 49.53% | 48.16% | -4182 | -2.3% | OOS |
| **Total** | **81.17%** | **80.21%** | **-3472690** | **-9.5%** | **OOS** |

## Accuracy/Net Error Trend

## Key Metrics by Product

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| Accessories | 87.42% | 77.66% | 341468 | 1.7% | EI |
| Desktop | 87.53% | 84.37% | 78576 | 10.2% | EI |
| Networking | 93.06% | 90.40% | -12967 | -1.7% | OOS |
| Notebook | 87.24% | 79.99% | -47221 | -1.7% | OOS |
| Storage | 71.50% | 83.54% | -628266 | -25.6% | OOS |
| Peripherals | 68.17% | 83.23% | -3204280 | -31.8% | OOS |
| **Total** | **81.17%** | **80.21%** | **-3472690** | **-9.5%** | **OOS** |


NS & GM% for
$0.6bn
$0.4bn
$0.2bn
$0.0bn
NS $
42%
40%
38%
36%
GM %
Sep 17
Oct 17
Nov 17
Dec 17
Jan 18
Feb 18
Mar 18
Apr 18
May 18
Jun 18
Jul 18
Aug 18

region, market: All | customer: All | segment, c...: All

2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

**$3.74bn** !
BM: 3.81bn (-1.86%)
**Net Sales**

**38.08%** !
BM: 38.34% (-0.66%)
**GM %**

**-13.98%** ✓
BM: -14.19% (+1.47%)
**Net Profit %**

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

## Key Insights By Subzone

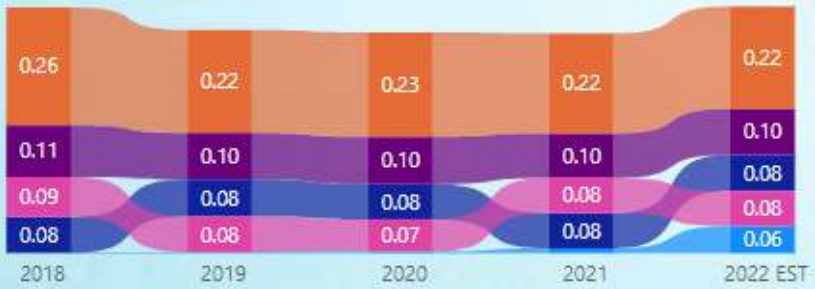
| sub_zone | NS $ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|---|---|---|---|---|---|---|---|
| NA | $1,022.09M | 27.4% | 45.0% ↓ | -14.2% | 0.06 | 14.4% | EI |
| India | $945.34M | 25.3% | 35.8% | -23.0% | 0.06 | -24.4% | OOS |
| ROA | $788.66M | 21.1% | 34.2% ↓ | -6.3% | 0.06 | -4.6% | OOS |
| NE | $457.71M | 12.3% | 32.8% ↓ | -18.1% | 0.06 | -4.6% | OOS |
| SE | $317.78M | 8.5% | 37.0% ↓ | -4.0% | 0.06 | -55.5% | OOS |
| ANZ | $189.78M | 5.1% | 43.5% ↓ | -7.4% | 0.06 | -37.6% | OOS |
| LATAM | $14.82M | 0.4% | 35.0% ↓ | -2.9% | 0.06 | 3.4% | EI |
| **Total** | **$3,736.17M** | **100.0%** | **38.1%** ↓ | **-14.0%** | **0.06** | **-9.5%** | **OOS** |

### Revenue By Division

### Revenue By Channel

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

manufacturer: atliq | bp | dale | innovo | pacer




### Top 5 Products By Revenue

| customer | RC % | GM % |
|---|---|---|
| Sage | 3.4% | 31.53% ↓ |
| Flipkart | 3.7% | 42.14% |
| Atliq e Store | 8.1% | 36.88% ↓ |
| Amazon | 13.3% | 36.78% ↓ |
| AltiQ Exclusive | 8.2% | 47.22% |
| Total | **36.8%** | **39.19%** |

### Bottom 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% ↓ |
| Total | **23.2%** | **38.06%** |

BM: Benchmark LY: Last Year, EI: Excess Inventory, OOS: Out Of Stock