



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..



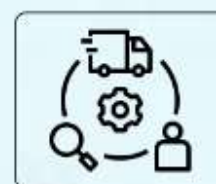
Sales View

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.



region, market

All

customer

All

segment, c...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

\$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 %

vs LY

vs Target

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 ▾

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Customer Performance

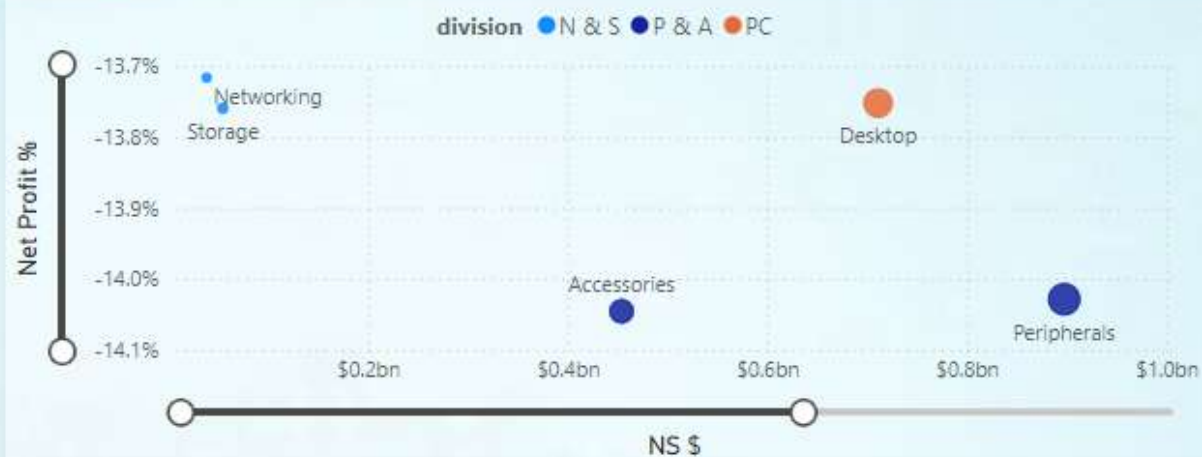
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsociety	\$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 ▾

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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... ▾

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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

NET ERROR

6899.0K✓

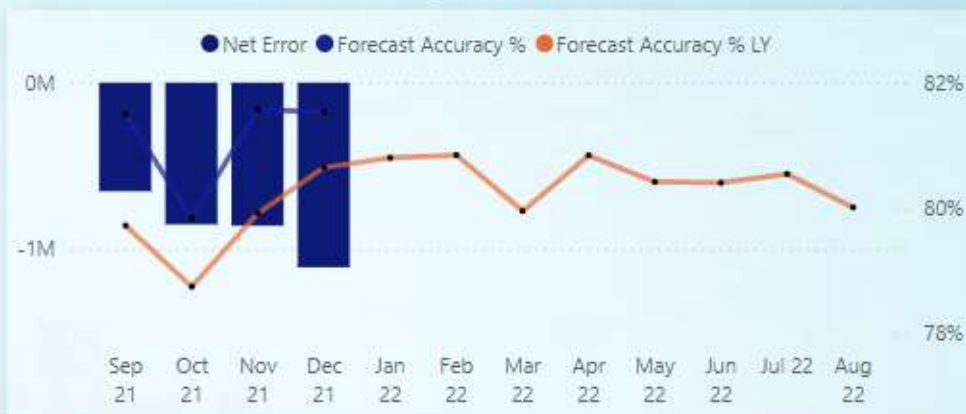
LY: 9780.7K (-29.46%)

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
Curnys (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



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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%✓**

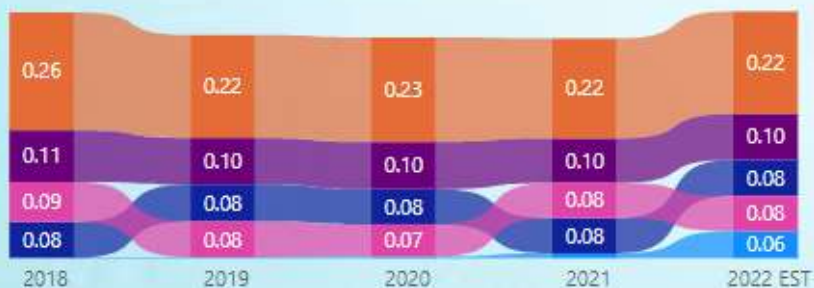
LY: 80.21% (+1.2%)

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

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

Revenue By Division

● PC ● P & A ● N & S



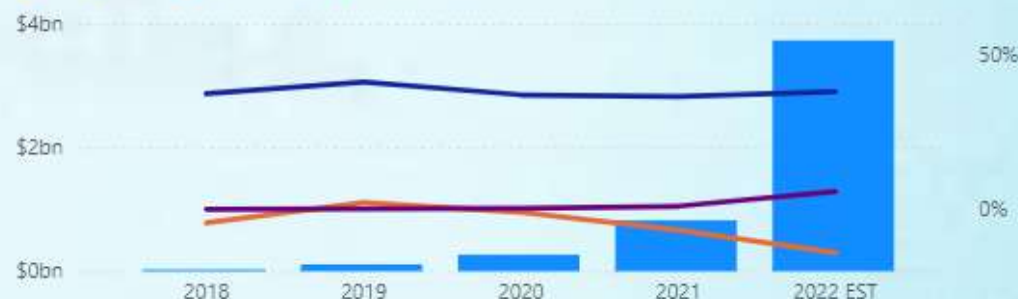
Revenue By Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● Market Share %



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% ↓
AtliQ 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%