






Business Insights 360



27 March 2024




Dec 21




Finance View

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




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

Support



FILTERS



Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

NS \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲

GM %

37.83%

BM: 37.07% | 2.05% ▲

NP %

-11.64%

BM: -4.52% | 157.19% ▲

Net Sales Performance Over Time

500

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Selection vs BM

Top / Bottom Products and Customers by Net Sales

REGION

Values

Chg %

APAC

2,605.73

282.10

EU

1,051.01

281.46

LATAM

21.00

239.67

NA

1,290.74

380.46

Total

4,968.48

303.18

Profit & Loss Statement

Line Item

BM

Chg

Chg %

Gross Sales

2,467.97

7,370.14

298.63

Pre Invoice Deduction

578.56

1,727.01

298.50

Net Invoice Sales

1,889.41

5,643.13

298.67

- Post Discounts

417.86

1,243.54

297.59

- Post Deductions

239.23

663.42

277.31

Total Post Invoice Deduction

657.10

1,906.95

290.21

Net Sales

1,232.31

3,736.17

303.18

- Manufacturing Cost

737.81

2,197.28

297.81

- Freight Cost

32.58

100.49

308.44

- Other Cost

5.09

15.52

305.20

Total COGS

775.48

2,313.29

298.31

Gross Margin

456.84

1,422.88

311.46

Gross Margin %

37.07

0.76

2.05

GM / Unit

5.36

5.35

99.73

Operational Expense

-512.59

-1,945.30

379.50

Net Profit

-55.76

-522.42

936.96

Net Profit %

-4.52

-7.11

157.19



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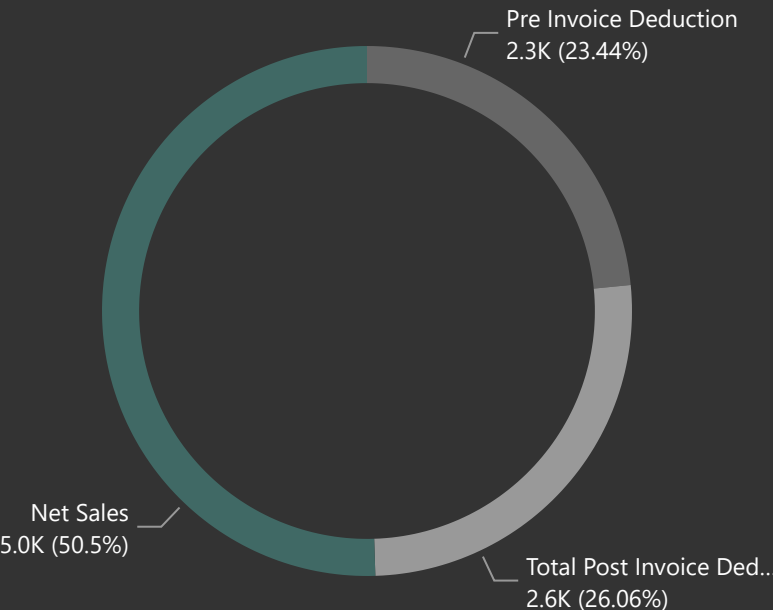
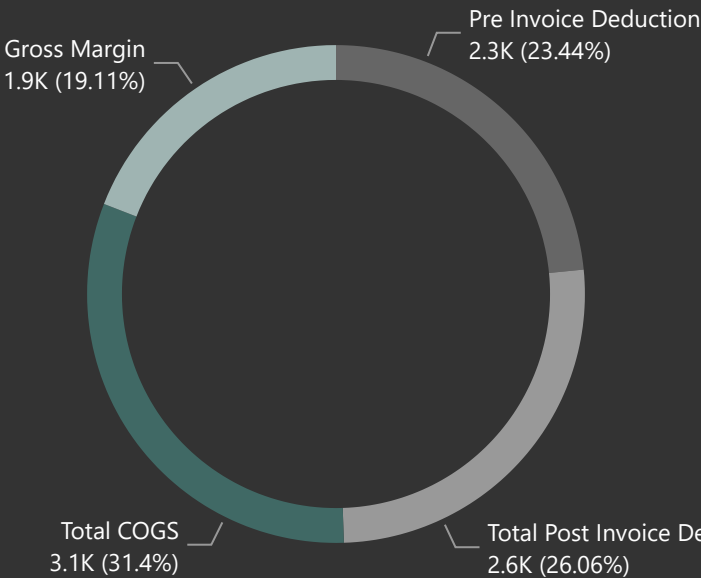
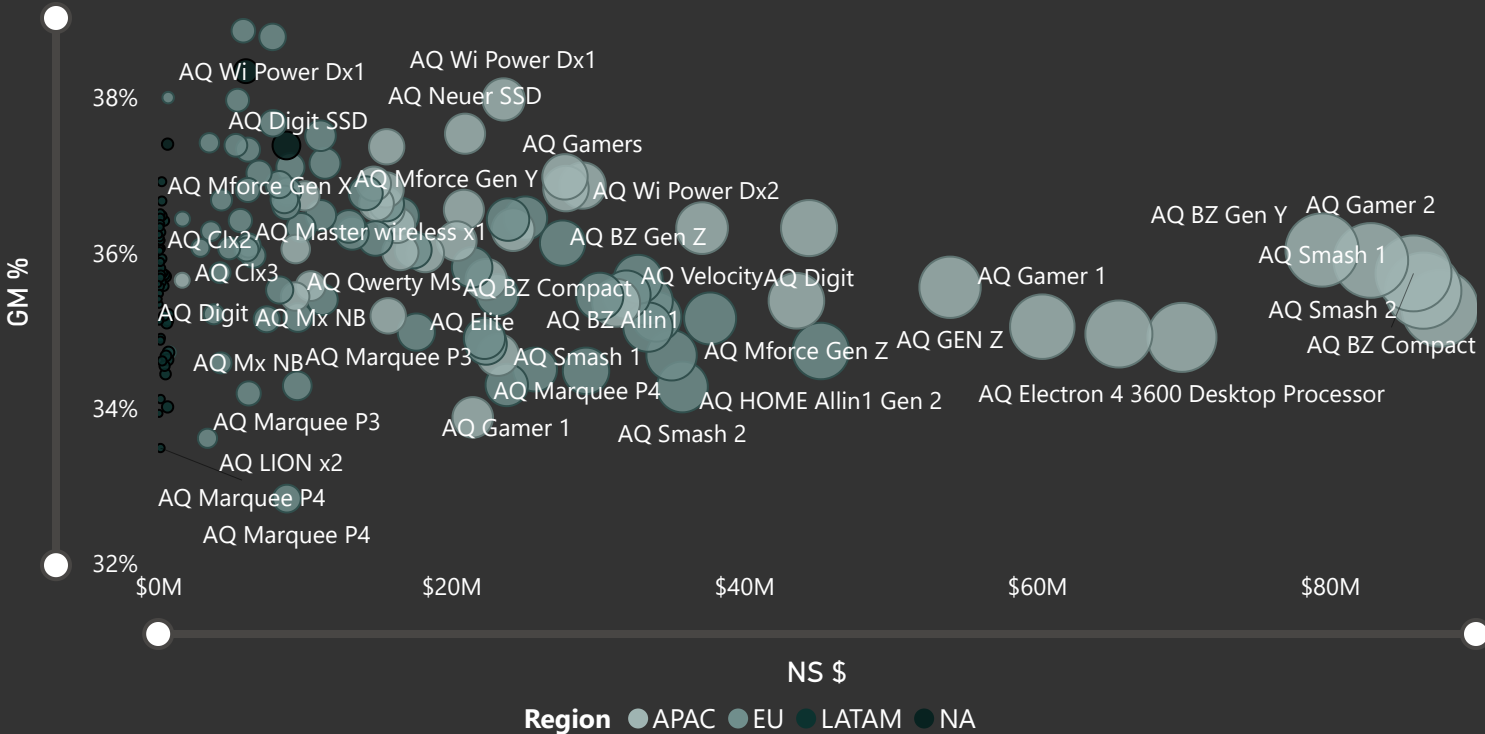
NP= Net Profit | Chg = Change

All values in Million \$

Net Sales Performance Over Time

Gross Margin%
Variance

0%



Product Performance

Product

Customer

Product

NS \$

GM \$

GM %

AQ 5000 Series Electron 9 5900X Desktop Processor

\$27.56M

\$10.35M

37.57%

AQ 5000 Series Ultron 8 5900X Desktop Processor

\$122.69M

\$45.04M

36.71%

AQ Aspiron

\$30.40M

\$11.39M

37.47%

AQ Clx3

\$17.97M

\$6.71M

37.33%

AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM
256 MB Cache

\$17.37M

\$6.50M

37.42%

AQ Gamer 1

\$114.84M

\$42.53M

37.03%

AQ Gamers

\$53.37M

\$20.22M

37.88%

AQ Lumina Ms

\$39.80M

\$15.24M

38.29%

AQ Marquee P4

\$41.69M

\$15.07M

36.14%

AQ Master wired x1 Ms

\$17.81M

\$6.72M

37.71%

AQ Master wireless x1 Ms

\$29.67M

\$11.11M

37.43%

AQ MB Elite

\$3.02M

\$1.10M

36.57%

AQ Mforce Gen X

\$27.30M

\$10.47M

38.34%

AQ Smash 1

\$165.69M

\$62.08M

37.47%

AQ Wi Power Dx1

\$40.46M

\$15.37M

38.00%



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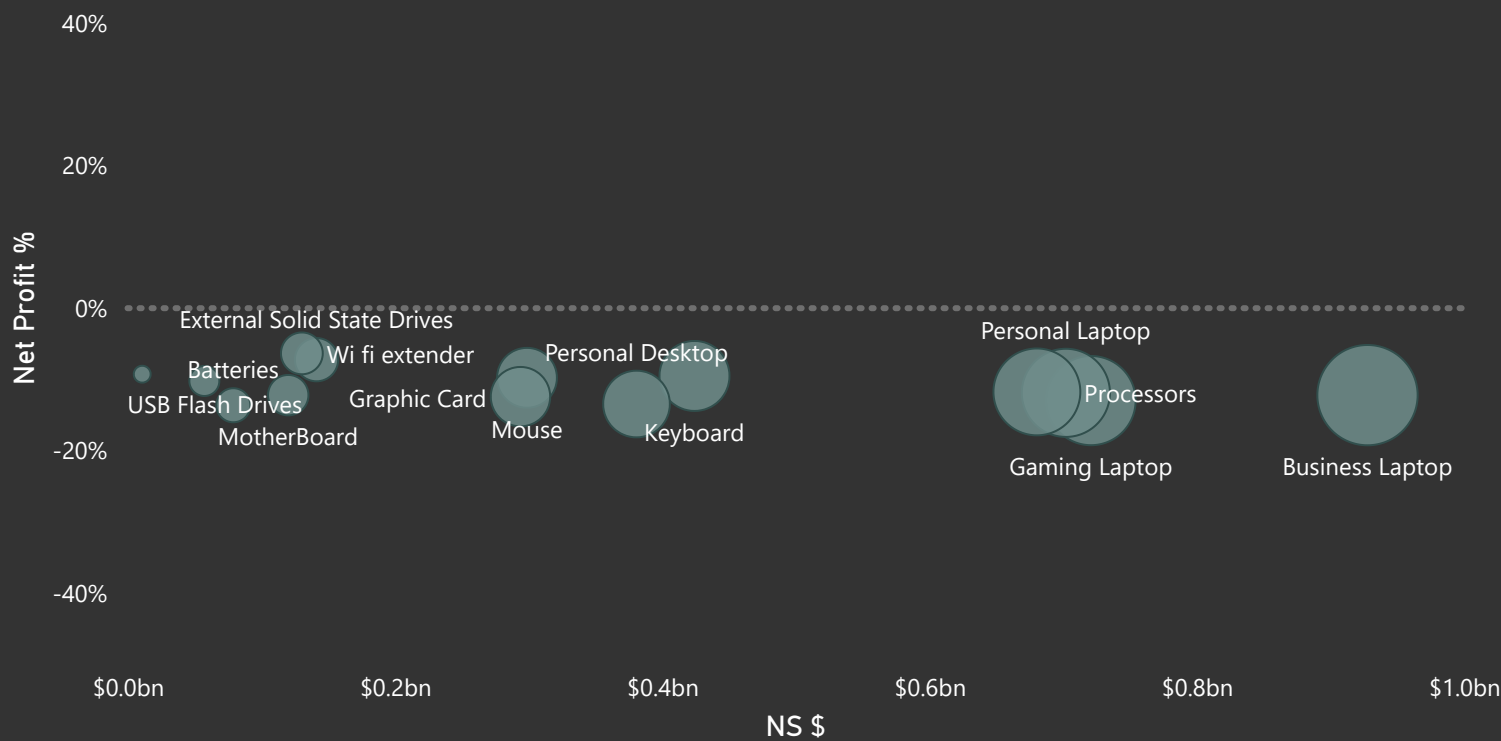
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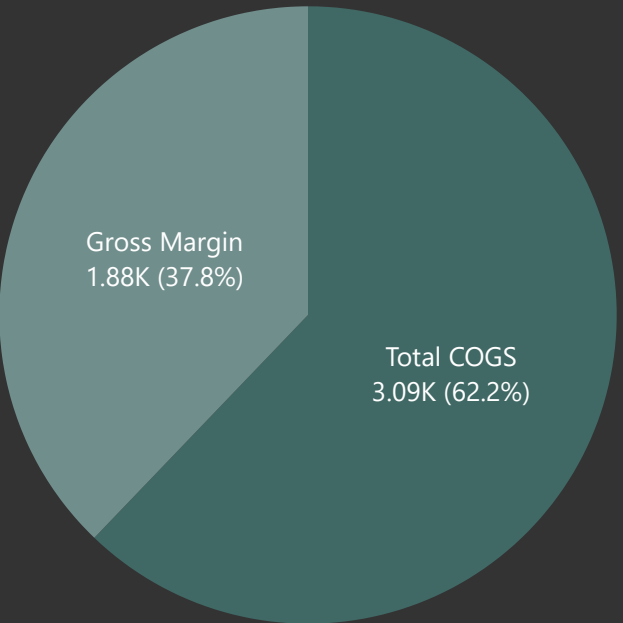
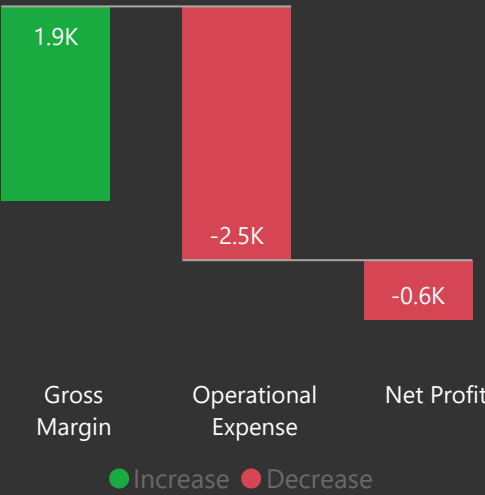
Makret Performance - By Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Category

Segment

Category	NS \$	GM %	NP \$	NP %		Δ NP %
Wi fi extender	\$130.40M	37.87%	-8.27M	-6.34%		94.57%
External Solid State Drives	\$141.37M	37.73%	-10.22M	-7.23%		100.95%
USB Flash Drives	\$10.93M	36.01%	-1.01M	-9.26%		44.77%
Keyboard	\$424.19M	37.65%	-40.34M	-9.51%		107.94%
Mouse	\$298.86M	37.50%	-29.20M	-9.77%		99.24%
Internal HDD	\$57.43M	38.06%	-5.87M	-10.22%		186.30%
Processors	\$680.40M	37.87%	-79.95M	-11.75%		169.47%
Personal Laptop	\$702.09M	37.81%	-83.43M	-11.88%		139.68%
Business Laptop	\$927.79M	38.03%	-113.23M	-12.20%		161.34%
MotherBoard	\$120.20M	38.43%	-14.67M	-12.21%		119.95%
Graphic Card	\$293.99M	37.45%	-36.51M	-12.42%		193.28%
Gaming Laptop	\$720.91M	37.69%	-93.50M	-12.97%		169.64%
Personal Desktop	\$380.81M	38.28%	-51.22M	-13.45%		102.59%
Batteries	\$79.12M	37.49%	-10.78M	-13.62%		109.70%
Total	\$4,968.48M	37.83%	-578.18M	-11.64%		157.19%



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Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲

Net Error (\$)

-2M

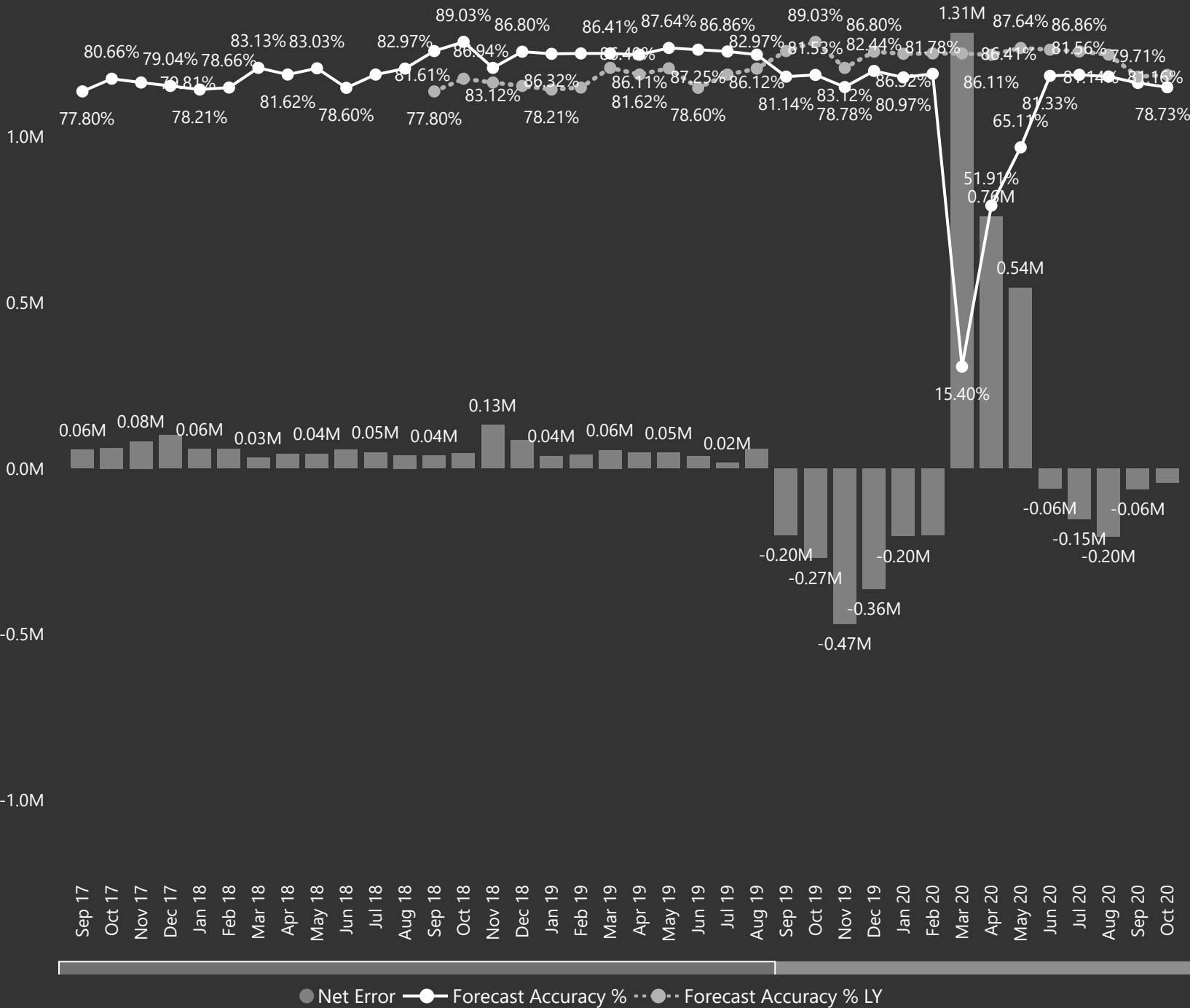
LY: 1.06M | -329.08% ▲

Absolute Error (\$)

25M

LY: 17.89M | 38.57% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	70.89%	69.48%	-866K	-8.40%	OOS
Amazon	69.95%	68.28%	-1394K	-8.39%	OOS
AltiQ Exclusive	68.81%	67.71%	-66K	-0.77%	OOS
Expert	59.53%	58.05%	69K	5.30%	EI
Mbit	58.12%	59.20%	17K	2.46%	EI
Radio Popular	54.52%	55.09%	58K	5.84%	EI
Boulanger	54.23%	54.88%	27K	3.41%	EI
Euronics	54.05%	57.11%	-9K	-1.35%	OOS
Total	79.83%	79.26%	-2417K	-1.97%	OOS

Key Metrics By Product

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Desktop	86.98%	84.11%	95K	10.36%	EI
Notebook	83.80%	79.41%	23K	0.45%	EI
Storage	81.08%	82.48%	2020K	10.51%	EI
Networking	80.99%	79.46%	185K	2.72%	EI
Accessories	80.50%	77.85%	-1352K	-1.89%	OOS
Peripherals	74.34%	81.06%	-3388K	-17.54%	OOS
Total	79.83%	79.26%	-2417K	-1.97%	OOS



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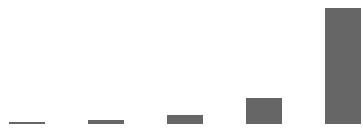
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All values in Million \$

Net Sales \$

\$4.97bn

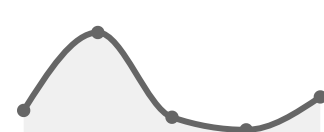
BM: 1.23Bn | 303.18% ▲



Gross Margin %

37.83%

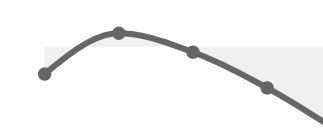
BM: 37.07% | 2.05% ▲



Net Profit %

-11.64%

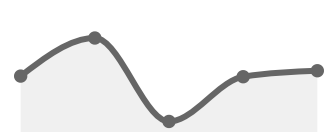
BM: -4.52% | 157.19% ▲



Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲



Revenue Contribution

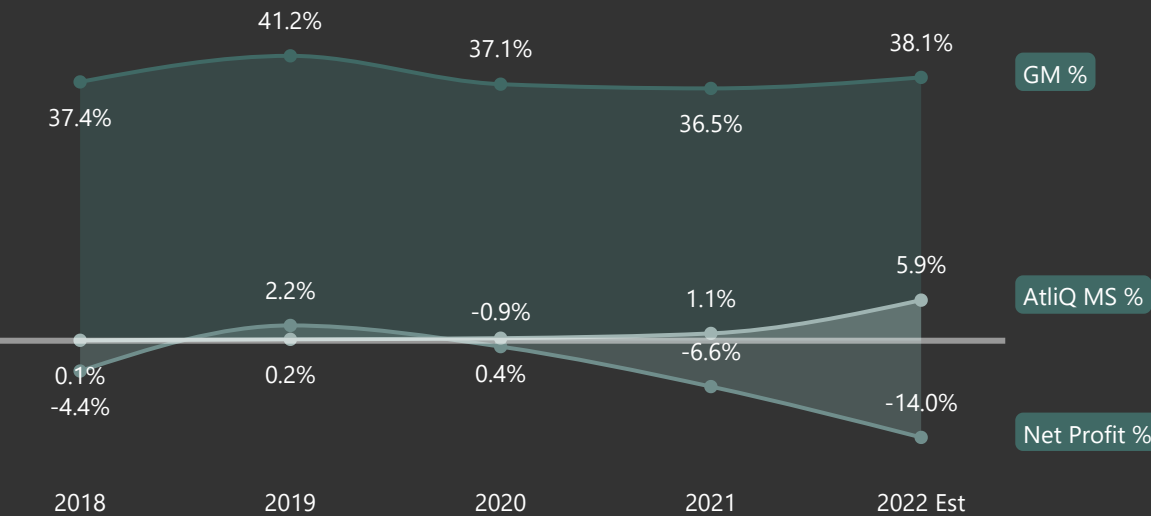
Division

Channel

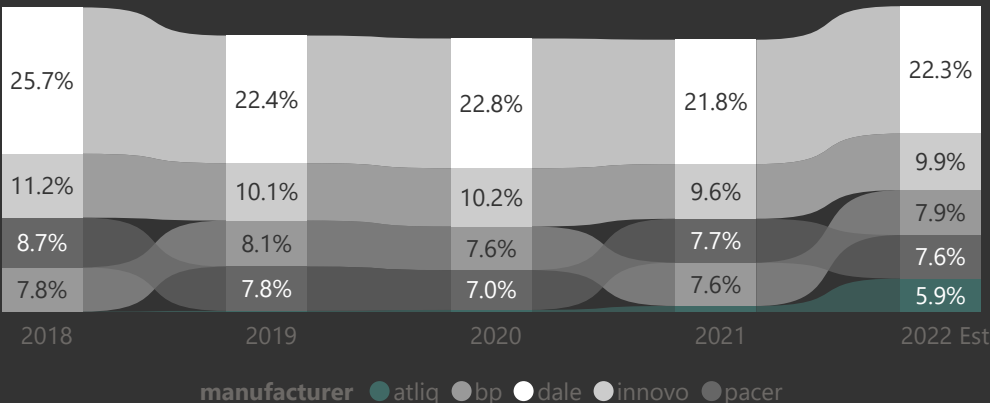


Channel ● Direct ● Distributor ● Retailer

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

customer

RC %

GM %

Acclaimed Stores

1.89% 39.46% ▲

All-Out

0.11% 39.94% ▼

AtliQ Exclusive

8.23% 47.16% ▲

Amazon

13.59% 36.76% ▲

Argos (Sainsbury's)

0.36% 37.85% ▲

Total

100.00% 37.83%

TOP 5 Products

product

RC %

GM %

AQ HOME Allin1 G...

4.40% 38.04% ▲

AQ BZ Allin1 Gen 2

4.07% 38.51% ●

AQ BZ Allin1

3.53% 37.55% ▲

AQ Smash 2

3.40% 37.37% ▲

AQ Smash 1

3.33% 37.47% ▼

Total

100.00% 37.83%

Sub-Region Performance

Sub Zone

NS \$

RC %

GM %

NP %

Net Error %

Risk

AtliQ MS %

SE

\$446.41M

8.98%

37.59% ▼

-1.32%

-6.7% OOS

6.6%

ROA

\$1,077.36M

21.68%

35.42% ▼

-2.30%

-5.3% OOS

3.2%

NA

\$1,290.74M

25.98%

43.45% ▲

-13.40% ▲

-3.8% OOS

1.8%

ANZ

\$257.15M

5.18%

42.51% ▲

-3.17%

-1.2% OOS

0.5%

India

\$1,271.22M

25.59%

35.14% ▲

-22.03% ▲

0.2% EI

5.1%

LATAM

\$21.00M

0.42%

35.33% ▼

-0.78%

0.3% EI

0.1%

NE

\$604.60M

12.17%

34.05% ▼

-14.26%

4.9% EI

2.5%

Total

\$4,968.48M

100.00%

37.83%

-11.64%

-2.0% OOS

2.3%