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, category, ...: 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

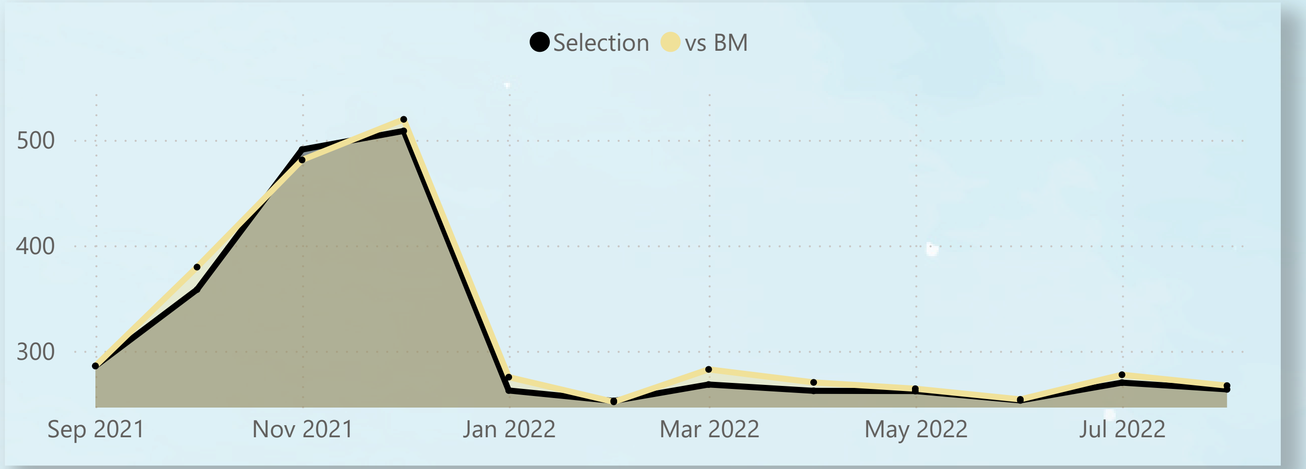
38.08% !
BM: 38.34% (-0.66%)
Gross Margin %

-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 and Customers by Net Sales

region	P & L Values	P & L YoY 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 YoY Chg %
Accessories	454.10	
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

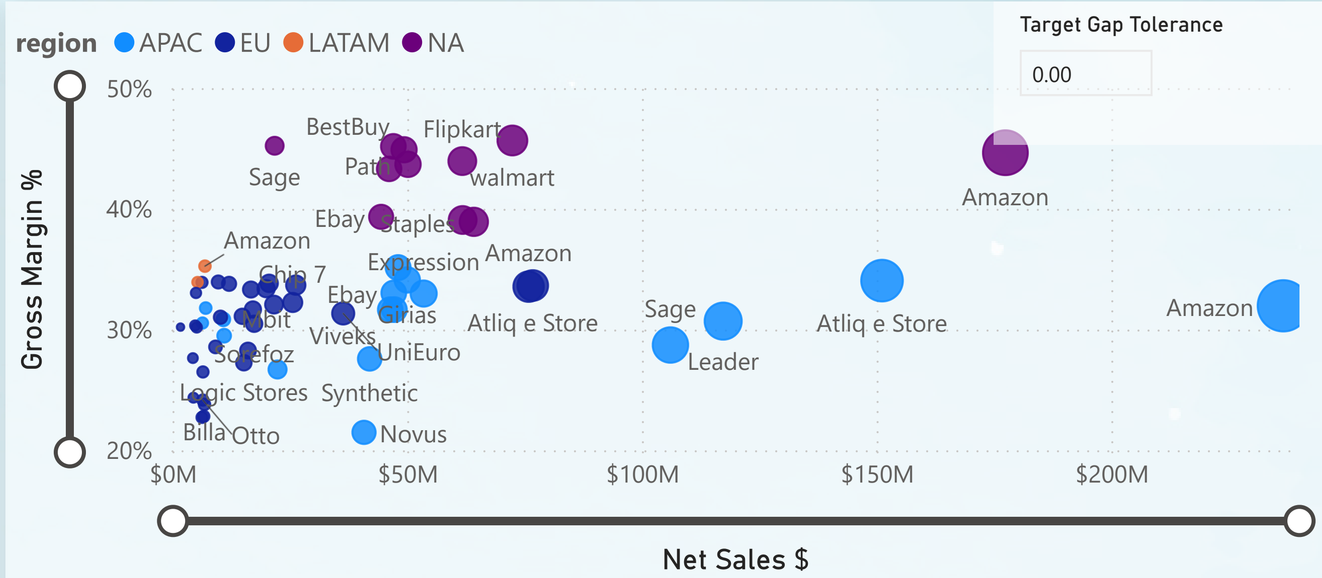
region, market: All | customer: All | segment, category, ...: All

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

Customer Performance

customer	NS $	GM $	GM %
Relief	$30.72M	14.92M	48.55%
Circuit City	$52.42M	24.51M	46.77%
Neptune	$105.69M	49.36M	46.70%
Premium Stores	$27.49M	12.72M	46.27%
AtliQ Exclusive	$361.12M	166.15M	46.01%
walmart	$72.41M	33.06M	45.66%
BestBuy	$49.34M	22.15M	44.89%
Taobao	$22.66M	9.97M	44.00%
Path	$59.32M	25.81M	43.50%
Control	$54.14M	23.51M	43.42%
Total	**$3,736.17M**	**1,422.88 M**	**38.08%**

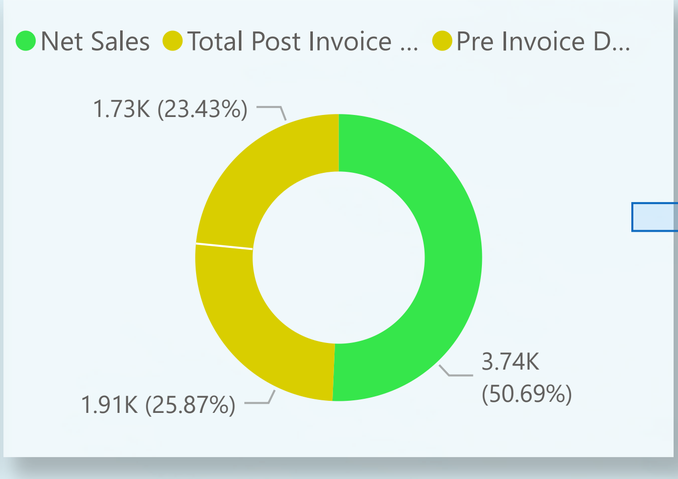
Performance Matrix

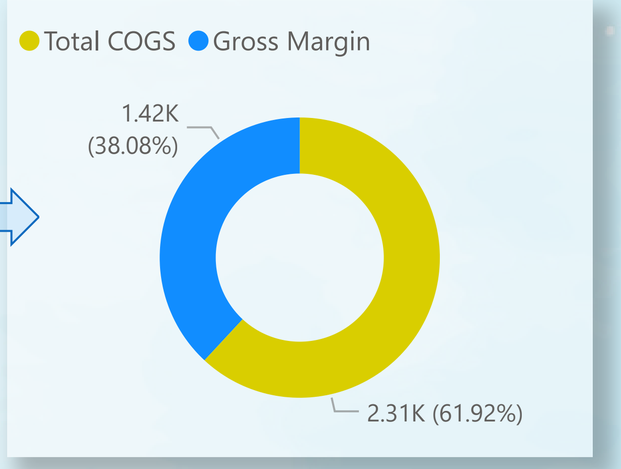


Product Performance

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

Unit Economics





vs LY | vs Target

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

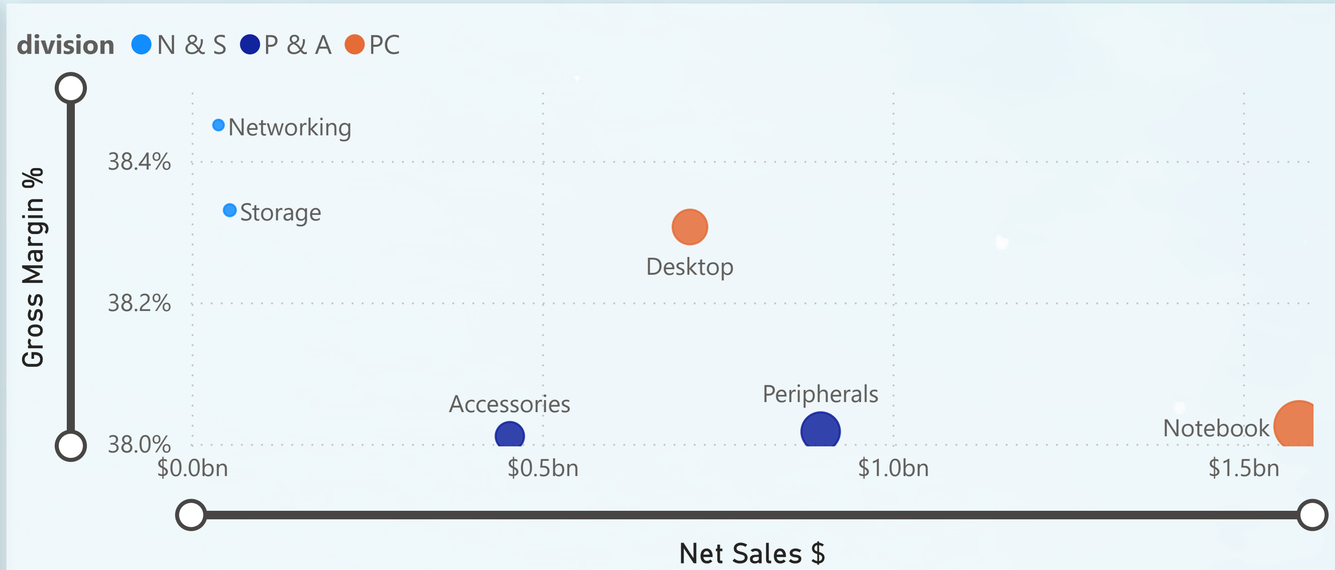
2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Product Performance

segment	NS $	GM $	GM %	NP $	NP %
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Show NP %

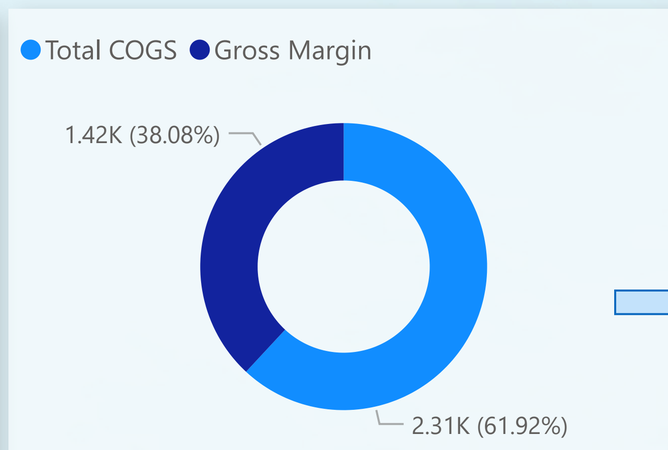
Performance Matrix

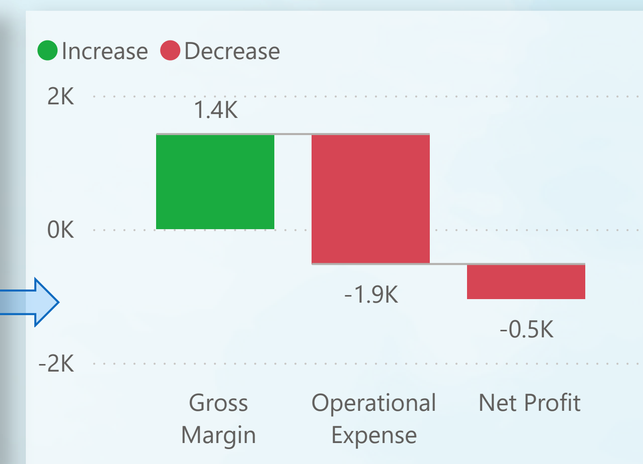


Region/Market/Customer Performance

region	NS $	GM $	GM %	NP $	NP %
EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
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, market: All | customer: All | segment, category, ...: All

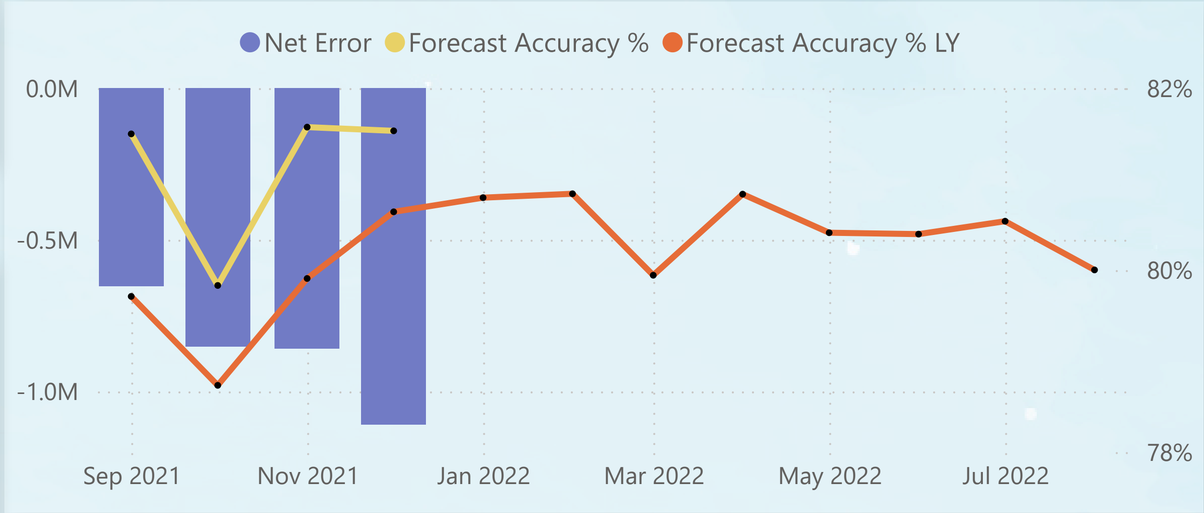
2018 | 2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

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%)
Absolute Error

Accuracy/Net Error Trend



Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	ES
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
BestBuy	46.60%	35.31%	81179	16.72%	ES
Billa	42.63%	18.29%	3704	3.91%	ES
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
Circuit City	46.17%	35.02%	85248	16.55%	ES
Control	52.06%	47.42%	64731	13.01%	ES
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	ES
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	ES
Accessories	87.42%	77.66%	341468	1.72%	ES
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

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

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

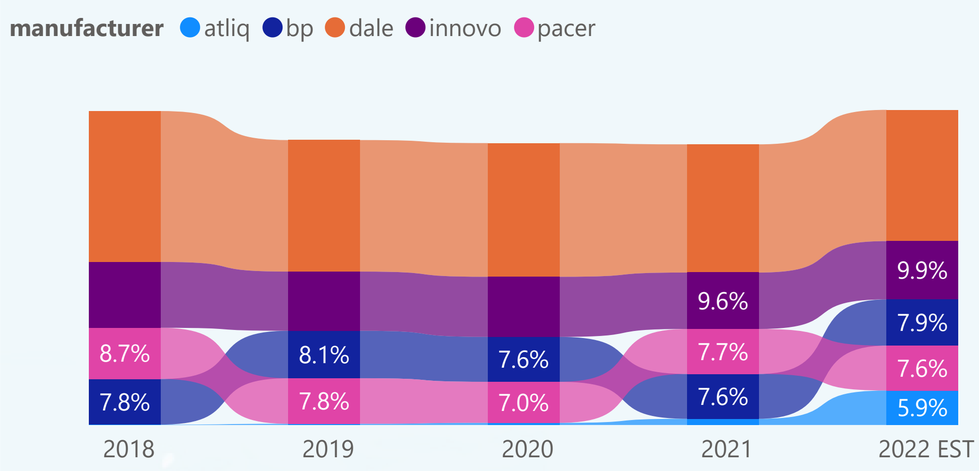
vs LY | vs Target

$3.74bn !	38.08% !	-13.98% ✓	81.17% ✓
BM: 3.81bn (-1.86%)	BM: 38.34% (-0.66%)	BM: -14.19% (+1.47%)	BM: 80.21% (+1.2%)
Net Sales	**GM %**	**NP %**	**Forecast Accuracy**

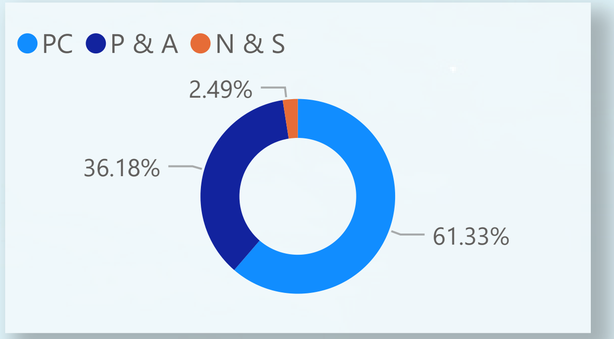
Key Insights by Sub Zone

Sub Zone	NS $	RC %	GM %	NP %	Atliq MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0% ▼	-14.2%	4.9%	14.35%	ES
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	$788.7M	21.1%	34.2% ▼	-6.3%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8% ▼	-18.1%	6.8%	-4.56%	OOS
SE	$317.8M	8.5%	37.0% ▼	-4.0%	16.4%	-55.47%	OOS
ANZ	$189.8M	5.1%	43.5% ▼	-7.4%	1.4%	-37.61%	OOS
LATAM	$14.8M	0.4%	35.0% ▼	-2.9%	0.3%	3.37%	ES
Total	**$3,736.2M**	**100.0%**	**38.1% ▼**	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

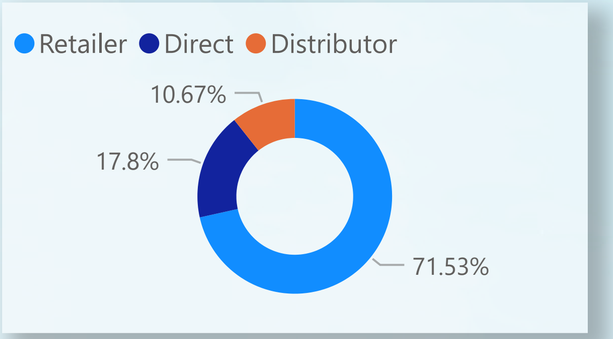
PC Market Share Trend - AtliQ & Competitors



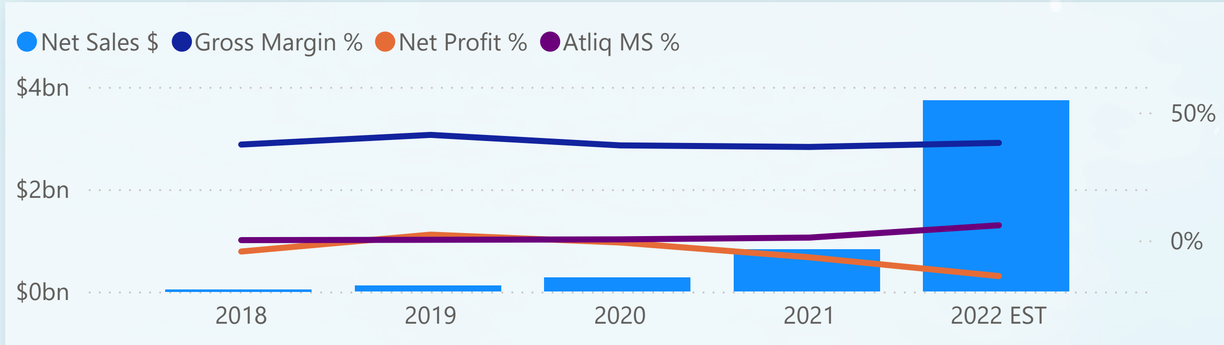
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ⬇
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88% ⬇
Amazon	13.3%	36.78% ⬇
Total	**38.2%**	**39.19%**

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% ⬇
Total	**23.2%**	**38.06%**

BM = Benchmark, LY = Last Year, ES = Excess Stock, OOS = Out of Stock

Business Insights 360

1. All the data in the tool is refreshed on the 5th working day every month.
2. System data such as Forecast, Actuals and Historical forecast are received from global database.
3. Non-System data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click here.

Business Insights 360

Get an issue resolved

Provide Feedback

New to Power BI?

FAQs

The contingency plan