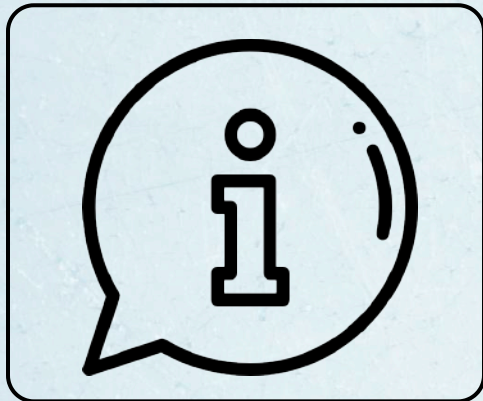




Business Insights 360



Info

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



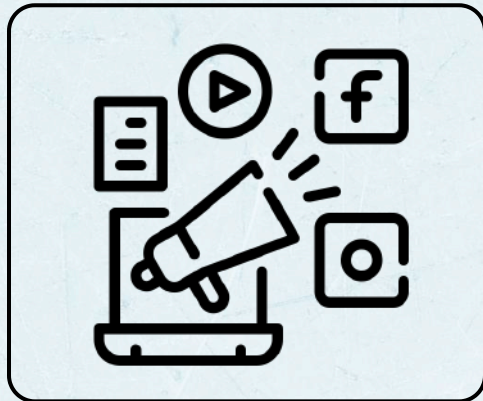
Finance View

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



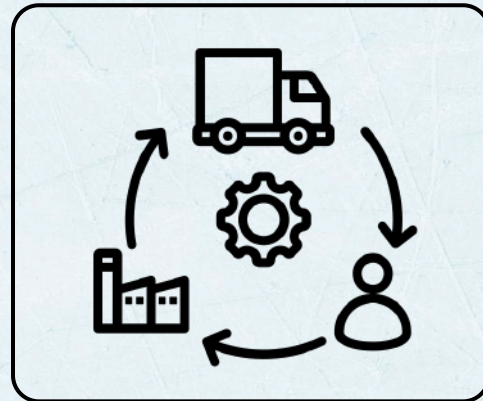
Sales View

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



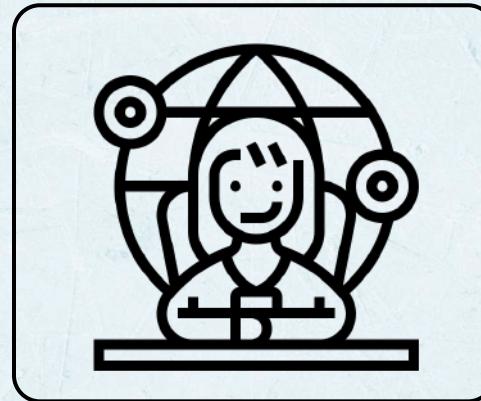
Marketing View

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.



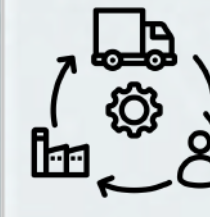
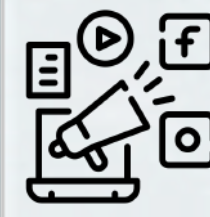
Executive View

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, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$267.98M✓

BM: 111.37M (+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

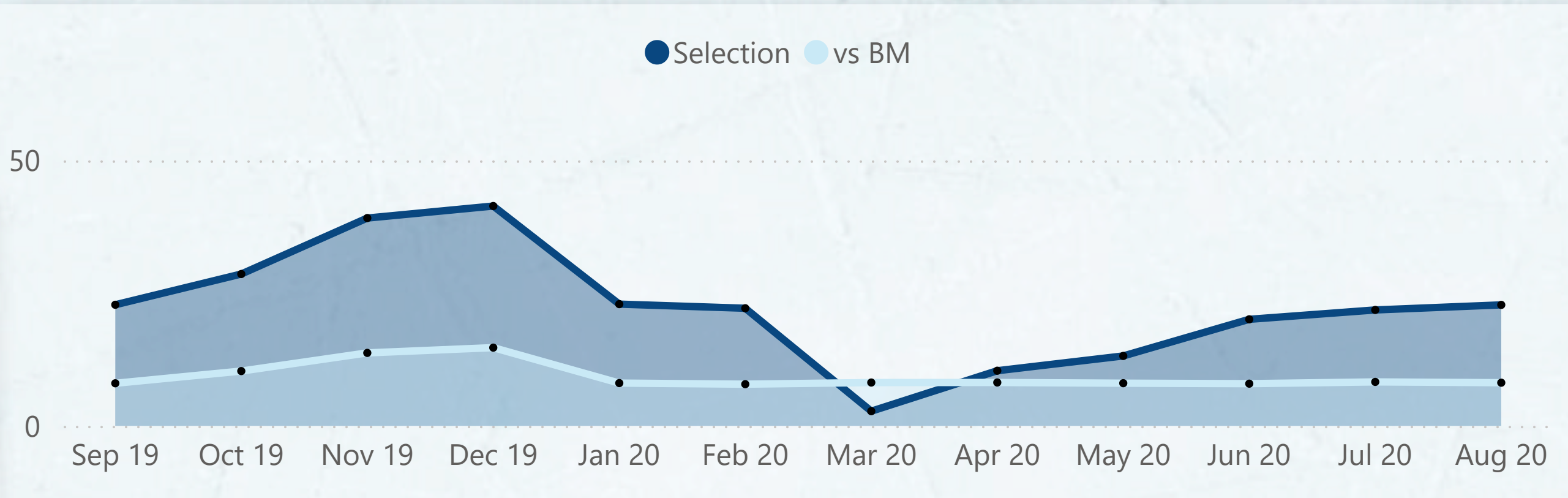
BM: 2.21% (-138.68%)

Net Profit %

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Change %
APAC	147.98	107.48
EU	55.79	224.03
LATAM	2.00	141.89
NA	62.21	182.70
Total	267.98	140.61

segment	P & L Values	P & L Change %
Accessories	66.23	136.21
Desktop	0.95	
Networking	26.22	51.00
Notebook	86.39	166.63
Peripherals	60.63	207.22
Storage	27.56	99.17
Total	267.98	140.61

BM = Benchmark LY = Last Year



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

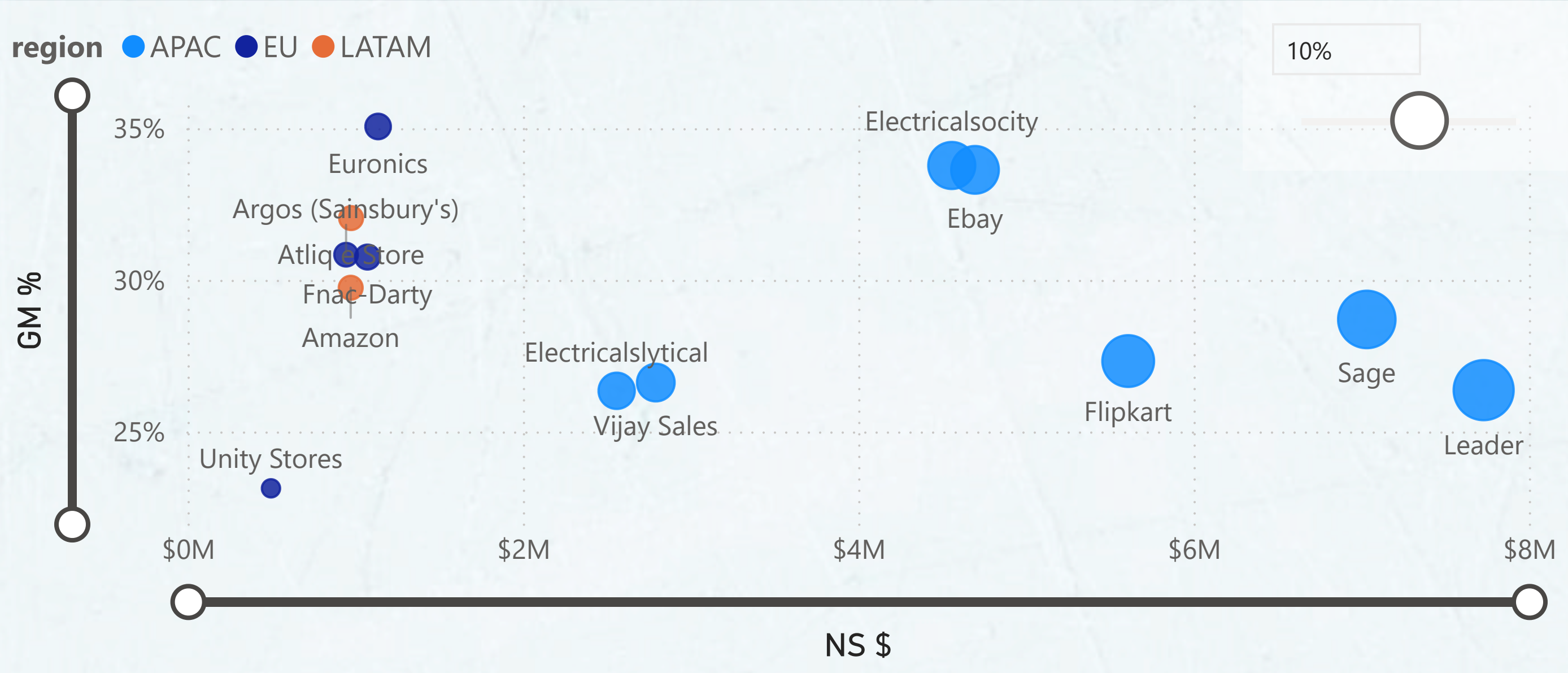
Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AtliQ Exclusive	\$22.97M	10.52M	45.79%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Synthetic	\$5.75M	2.54M	44.23%
Novus	\$4.88M	2.01M	41.28%
Electricalsociety	\$4.56M	1.54M	33.77%
Neptune	\$4.41M	1.70M	38.66%
Expression	\$3.86M	1.23M	31.95%
Acclaimed Stores	\$3.73M	1.38M	37.09%
Total	\$267.98M	99.42M	37.10%

Performance Matrix

vs LY

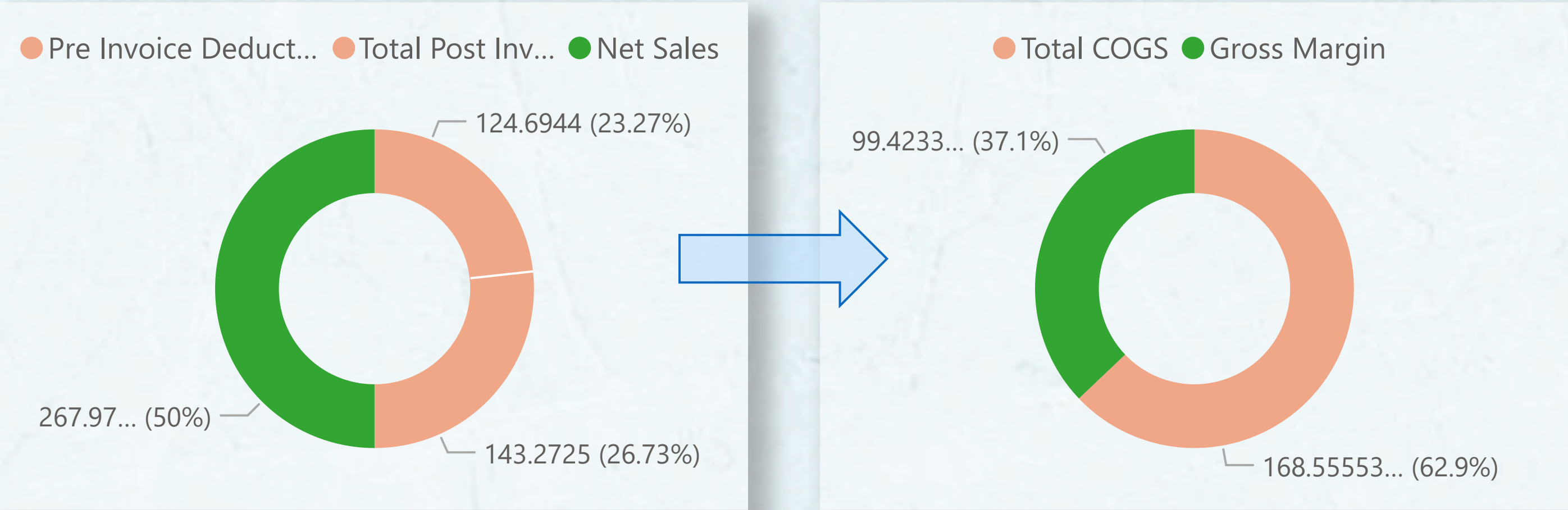
vs Target



Product Performance

segment	NS \$	GM \$	GM %
Networking	\$26.22M	9.83M	37.51%
Peripherals	\$60.63M	22.72M	37.47%
Notebook	\$86.39M	32.04M	37.08%
Accessories	\$66.23M	24.56M	37.07%
Desktop	\$0.95M	0.35M	36.47%
Storage	\$27.56M	9.93M	36.05%
Total	\$267.98M	99.42M	37.10%

Unit Economics





region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

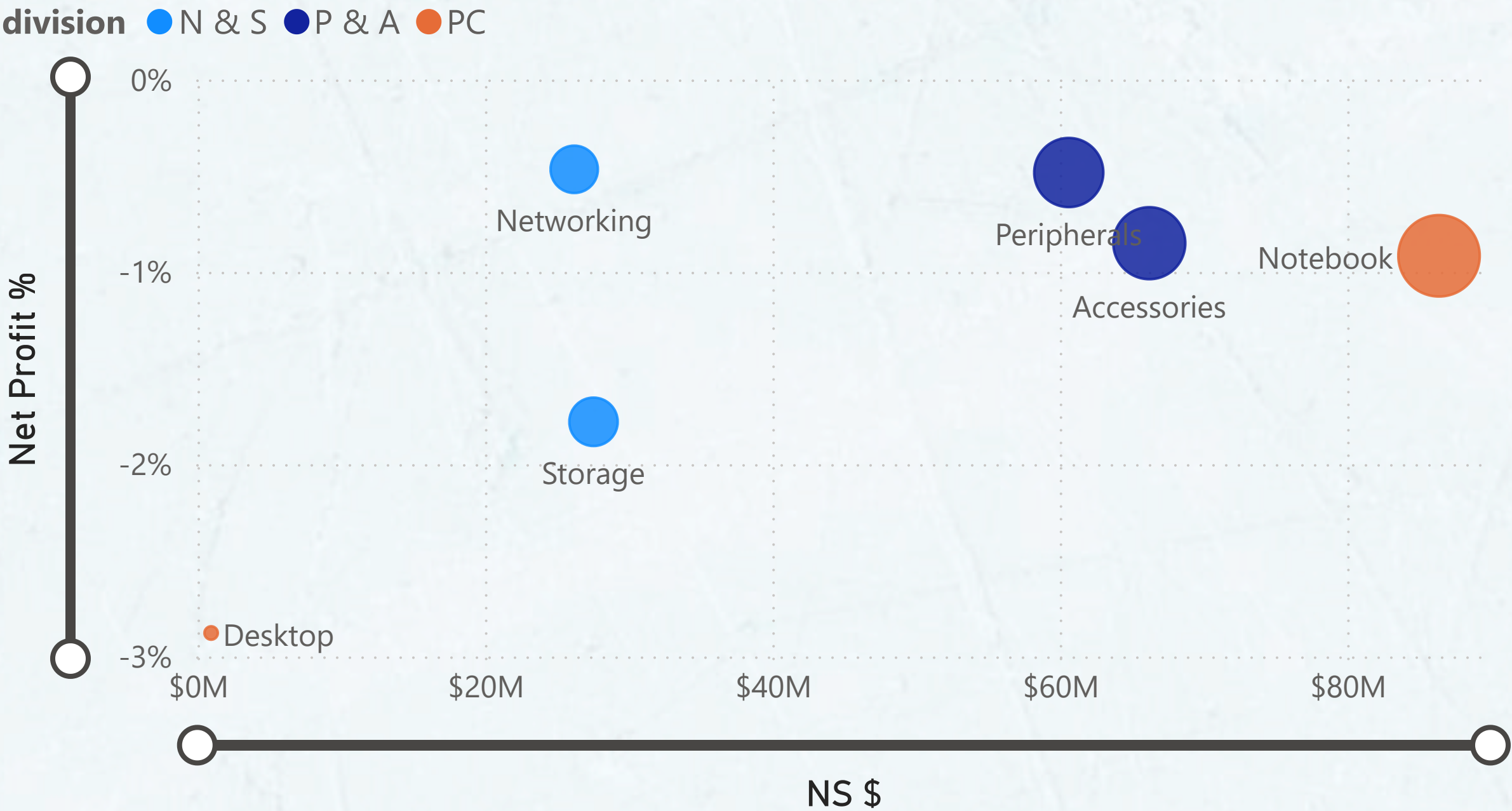
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Show GM%

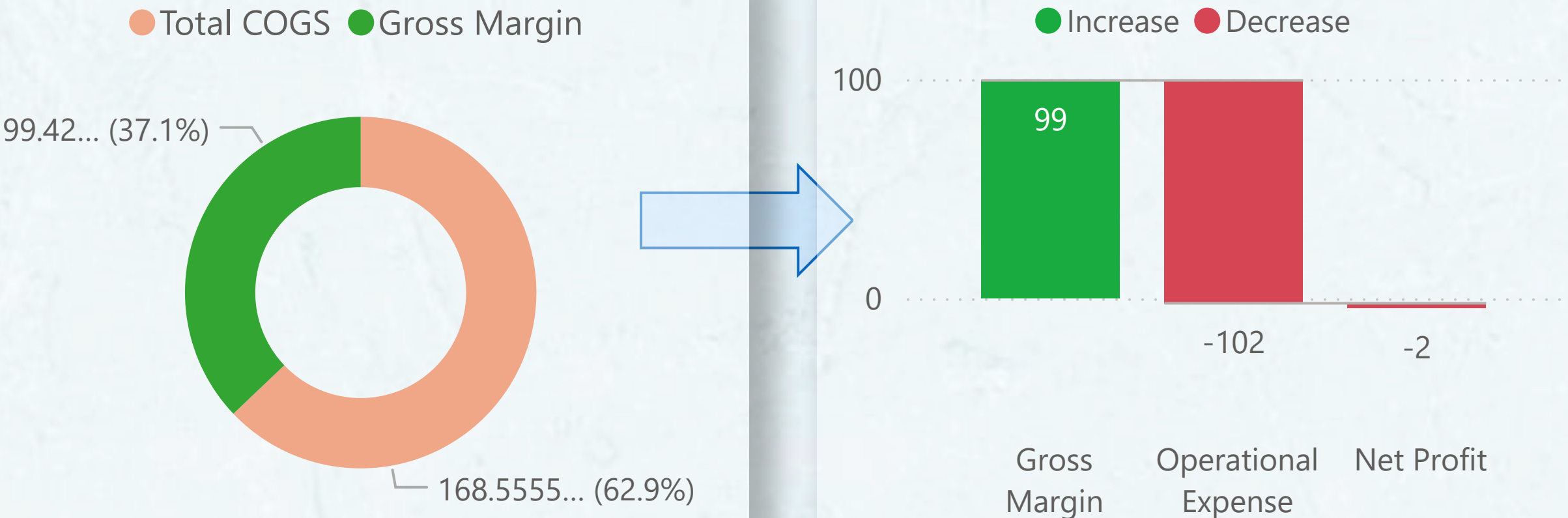
Performance Matrix

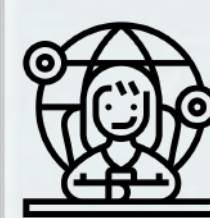
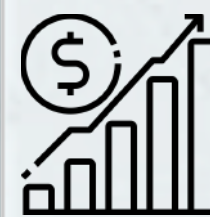


Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%
NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Unit Economics





region, market

All

customer

All

segment, category, pr...

All

2018

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Q1

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Q4

YTD

YTG

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.48K (-22.88%)

Net Error

5743.2K!

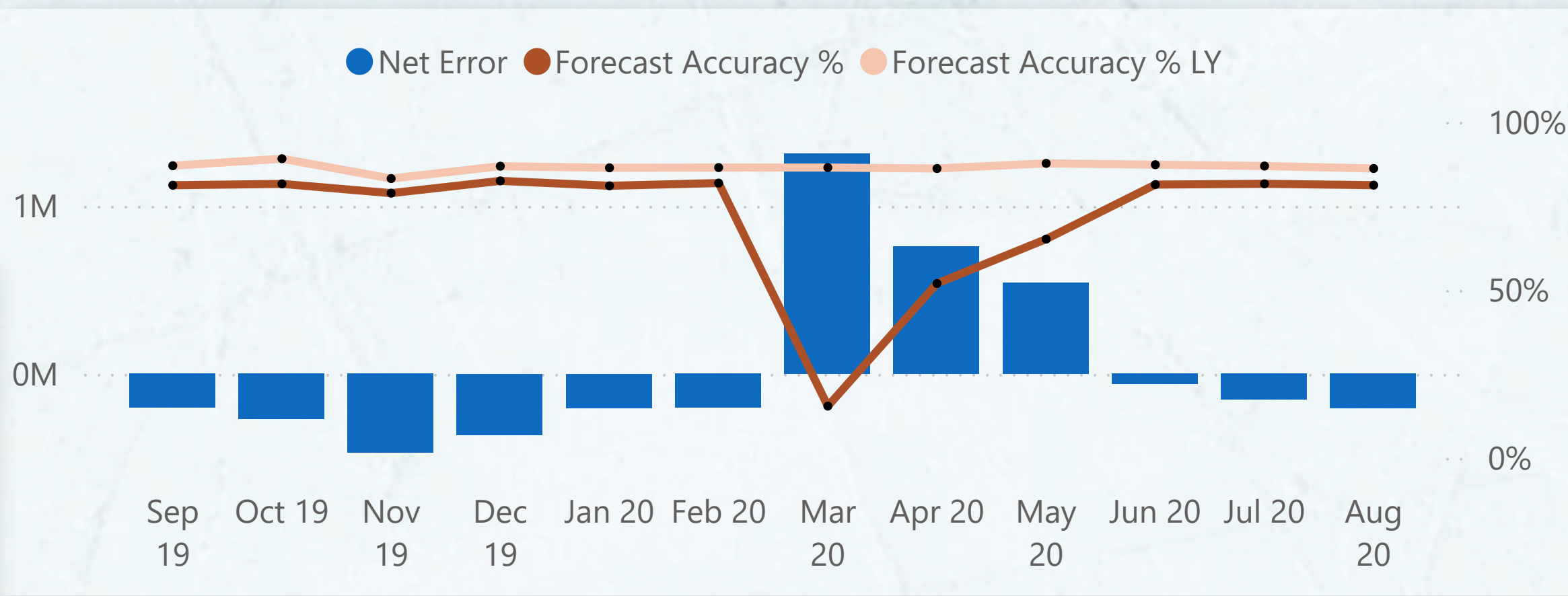
LY: 1547.78K (+271.06%)

ABS Error

Key Metrics By Customer

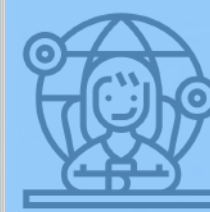
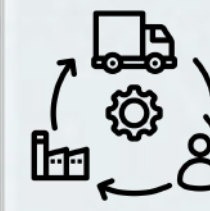
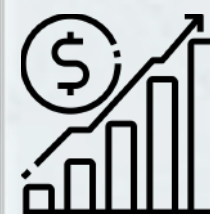
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	35.18%		5699	25.3%	EI
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	EI
Atlas Stores	39.19%	47.32%	24488	26.1%	EI
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
Chip 7	41.32%	30.35%	79770	37.4%	EI
Coolblue	43.16%	55.15%	15660	11.4%	EI
Costco	33.18%	38.04%	8127	2.9%	EI
Croma	35.49%	48.82%	28591	10.1%	EI
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.7%	EI
Digimarket	39.69%	52.62%	87844	34.8%	EI
Electricalsara Stores	32.38%	52.73%	226	0.3%	EI
Electricalsbea Stores	41.94%		8182	27.2%	EI
Electricalslance Stores	41.81%	57.64%	21648	24.0%	EI
Electricalslytical	39.26%	51.50%	62444	17.0%	EI
Electricalsocity	42.87%	52.63%	122081	24.9%	EI
Electricalsquipo Stores	39.26%	38.16%	20565	21.8%	EI
Elite	40.14%	1.74%	47640	35.4%	EI
Total	72.99%	86.45%	491599	2.3%	EI

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	81.01%	80.25%	698487	-1.78%	EI
Notebook	76.65%	83.02%	146640	-0.92%	EI
Peripherals	75.18%	85.06%	193476	-0.48%	EI
Accessories	71.42%	90.20%	-167818	-0.85%	OOS
Desktop	70.07%		-52	-2.88%	OOS
Networking	52.50%	81.50%	-379134	-0.47%	OOS
Total	72.99%	86.45%	491599	-0.85%	EI



region, market

All

customer

All

segment, category, pr...

All

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vs Target

\$267.98M✓

BM: 111.37M

(+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

BM: 2.21% (-138.68%)

Net Profit %

72.99%!

BM: 86.45% (-15.57%)

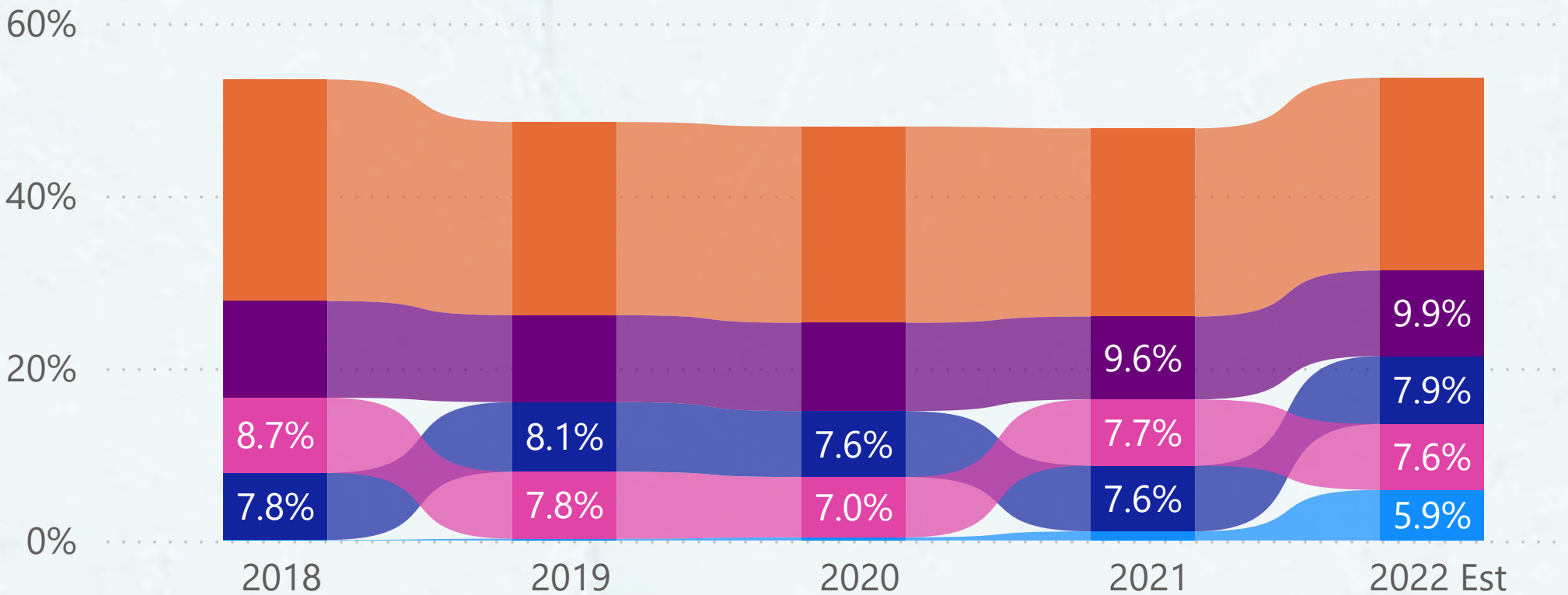
Forecast Accuracy

Key Insights by Sub Zone

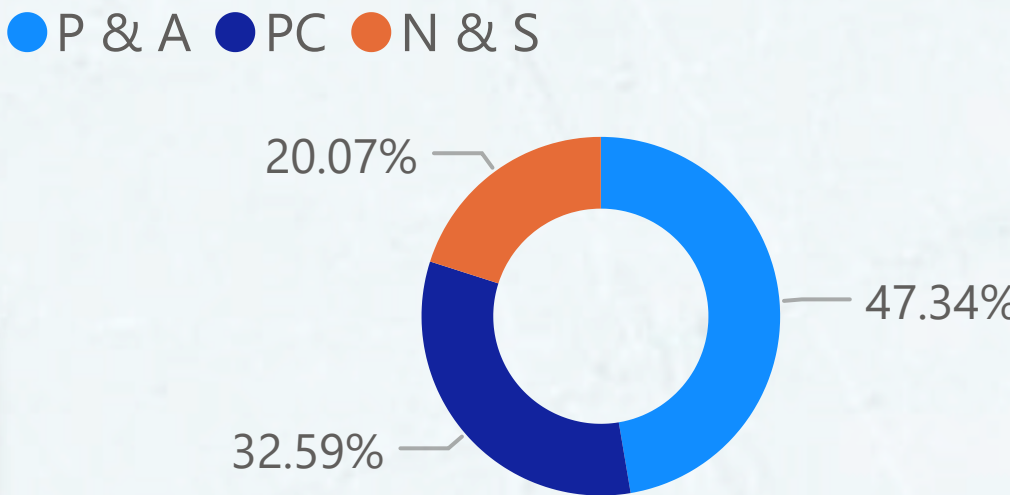
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI
India	\$64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI
ANZ	\$16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI
LATAM	\$2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1%	-0.9%	0.4%	2.3%	EI

PC Market Share Trend - AtliQ & Competitors

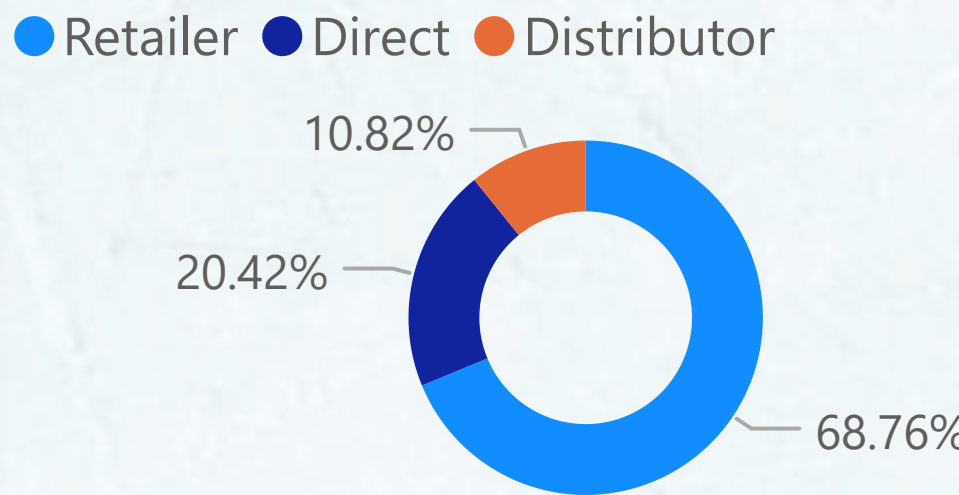
Manufacturer atliq bp dale innovo pacer



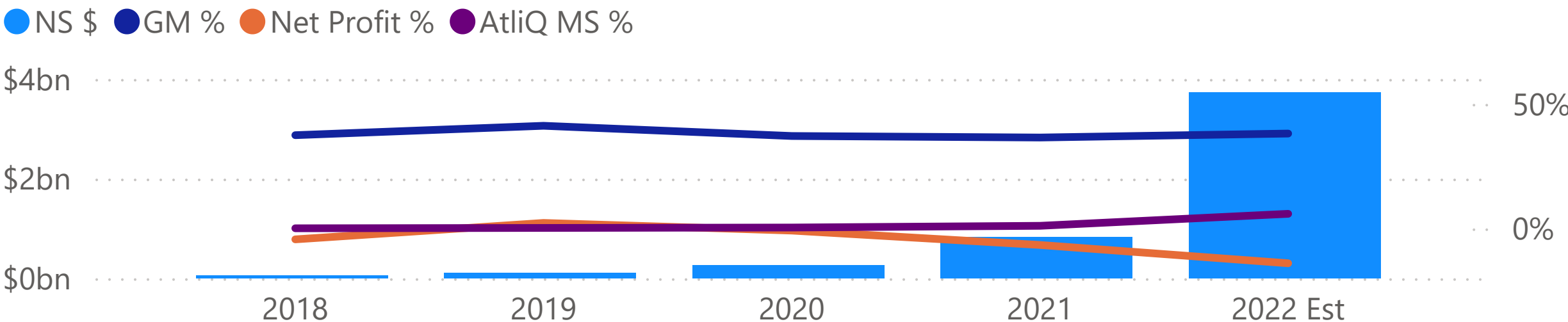
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.22%
Flipkart	4.1%	33.54%
AtliQ Exclusive	8.6%	45.79%
Atliq e Store	11.8%	37.47%
Amazon	18.6%	37.96%
Total	46.2%	38.44%

Top 5 Customers by Revenue

product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96%
AQ BZ Gen Y	4.5%	36.99%
AQ Wi Power Dx1	4.4%	36.97%
AQ BZ Compact	4.3%	36.47%
AQ Lite	4.3%	36.47%
Total	22.9%	37.02%

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



- . All the system data in the tool is refreshed every month.
- . System data such as forecasts, actuals, and historical forecasts are received from the Global database.
- . Non-system data such as target, operational expense, and market share are refreshed on request.



Business Insights 360



Get the issue resolved

Provide feedback

Add new requests

Contingency Plan

New to [Power BI](#)