



BUSINESS INSIGHTS 360



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.



Info



Support



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

By REGION / MARKET

All

By CUSTOMER

All

By SEGMENT/CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales

\$823.85M✓

BM: 267.98M (+207.43%)

Gross Margin %

36.5%!

BM: 37.1% (-1.65%)

Net Profit %

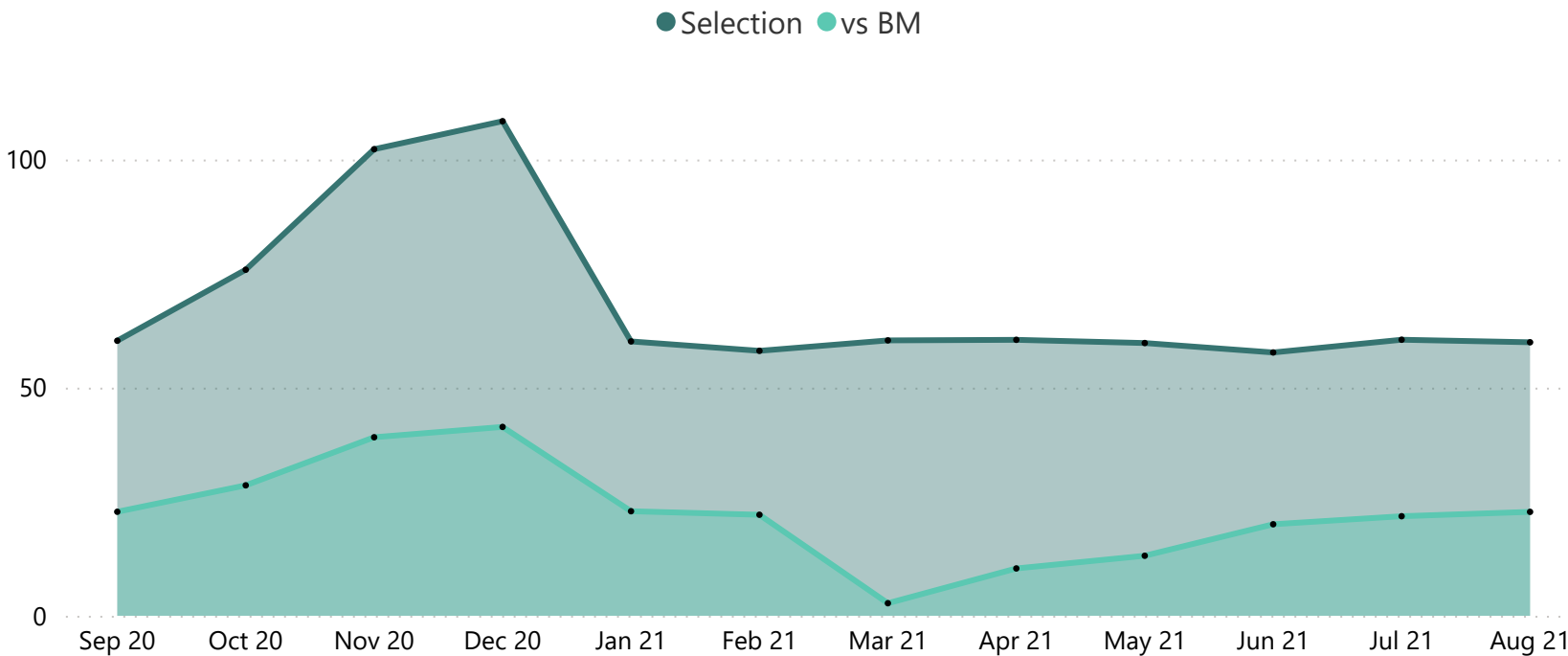
-6.6%!

BM: -0.85% (-676.38%)

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

REGION	P & L values	P&L YoY Chng %
⊕ APAC	441.98	198.67%
⊕ EU	200.77	259.88%
⊕ LATAM	3.16	58.40%
⊕ NA	177.94	186.03%

SEGMENT	P & L values	P&L YoY Chg%
⊕ Networking	45.16	72.26%
⊕ Storage	54.42	97.48%
⊕ Peripherals	166.51	174.64%
⊕ Notebook	266.49	208.45%
⊕ Accessories	244.85	269.67%
⊕ Desktop	46.43	4791.34%



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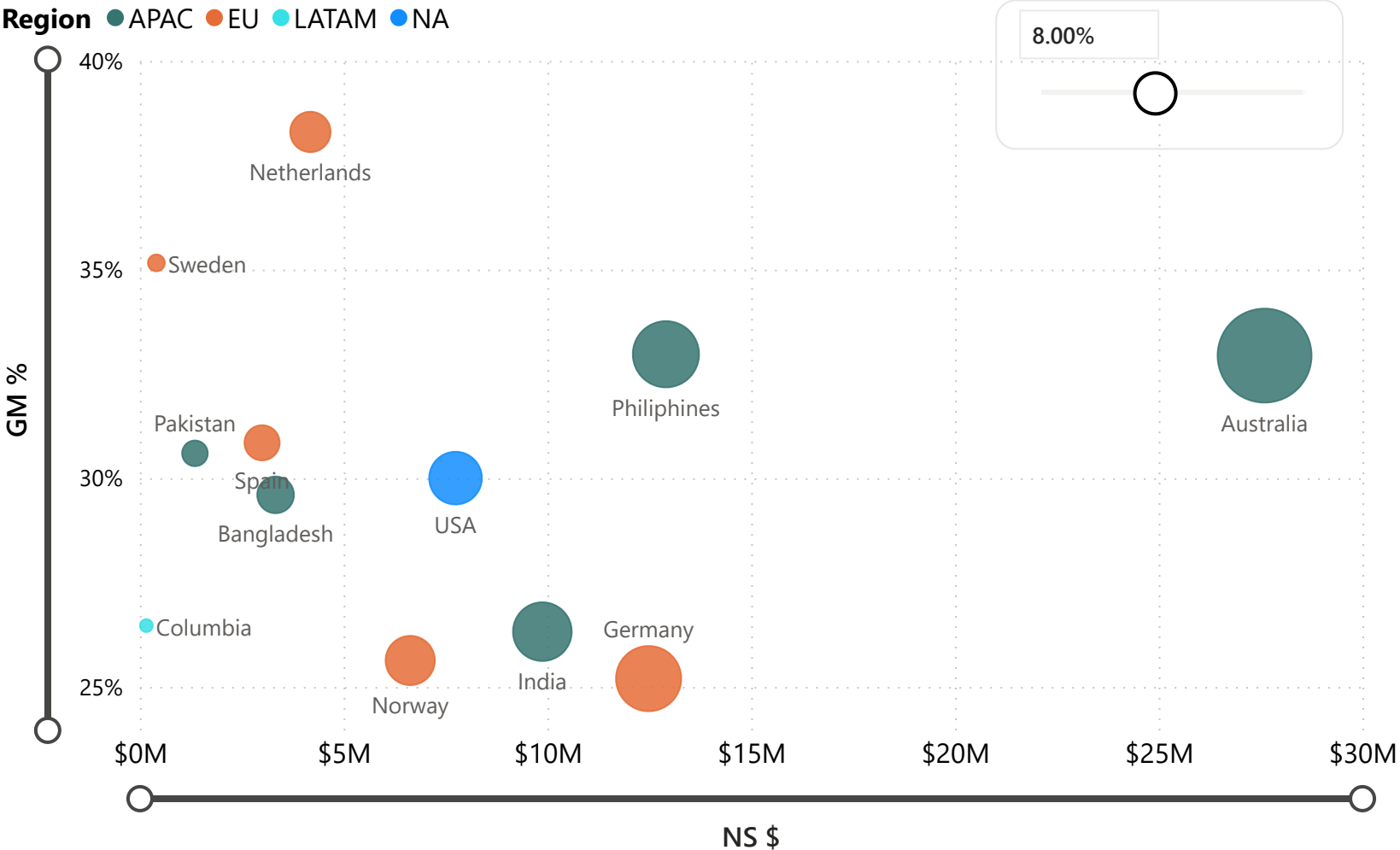
Product Performance

PRODUCT	NS \$	GM \$	GM %
AQ BZ Allin1	\$33.75M	12.14M	36.0%
AQ Qwerty	\$27.84M	10.33M	37.1%
AQ Trigger	\$26.95M	9.94M	36.9%
AQ Gen Y	\$23.58M	8.50M	36.1%
AQ BZ Compact	\$22.22M	8.21M	37.0%
AQ Maxima	\$22.32M	8.19M	36.7%
AQ BZ Gen Z	\$21.83M	8.02M	36.7%
AQ Trigger Ms	\$22.18M	7.86M	35.4%
AQ Gen X	\$21.29M	7.51M	35.3%
AQ Electron 4 3600 Desktop Processor	\$20.34M	7.35M	36.1%
AQ BZ Gen Y	\$20.40M	7.32M	35.9%
AQ BZ Gen X	\$18.88M	7.10M	37.6%

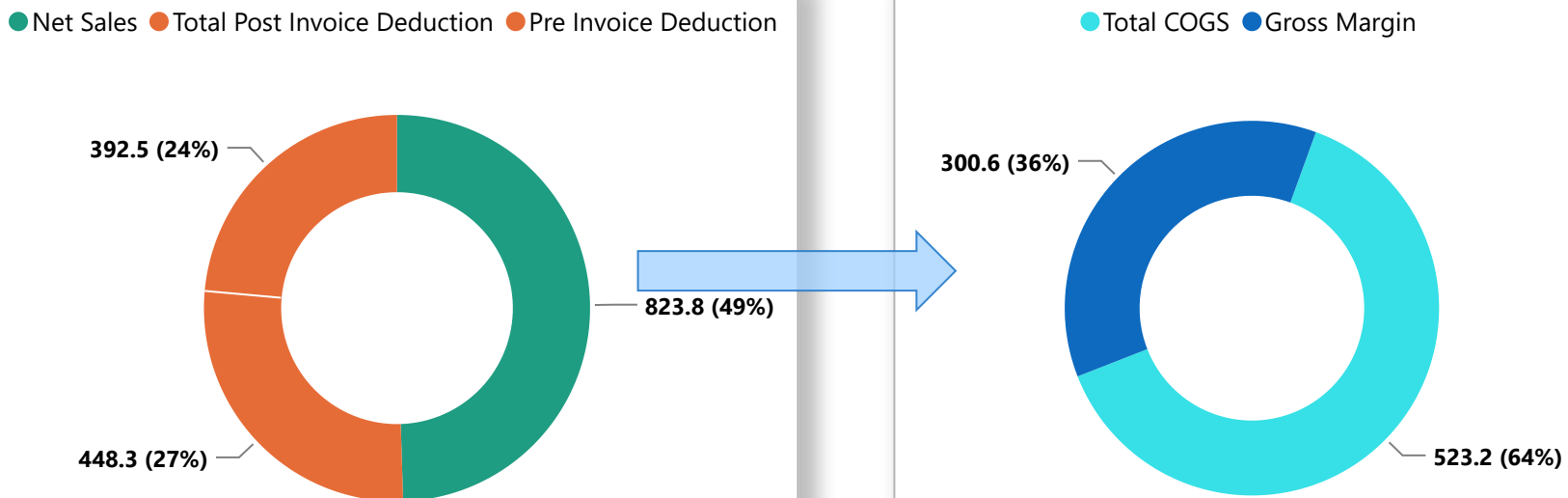
Customer Performance

Customer	NS \$	GM \$	GM%
Acclaimed Stores	\$14.32M	5.18M	36.2%
All-Out	\$1.06M	0.50M	47.5%
Amazon	\$109.03M	38.59M	35.4%
Argos (Sainsbury's)	\$2.97M	1.05M	35.4%
Atlas Stores	\$4.16M	1.68M	40.4%
AtliQ e Store	\$70.31M	26.40M	37.5%
AtliQ Exclusive	\$79.92M	34.95M	43.7%
BestBuy	\$8.26M	2.97M	35.9%
Billie	\$1.65M	0.41M	24.7%

Performance Index



Unit Economics





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Product Performance

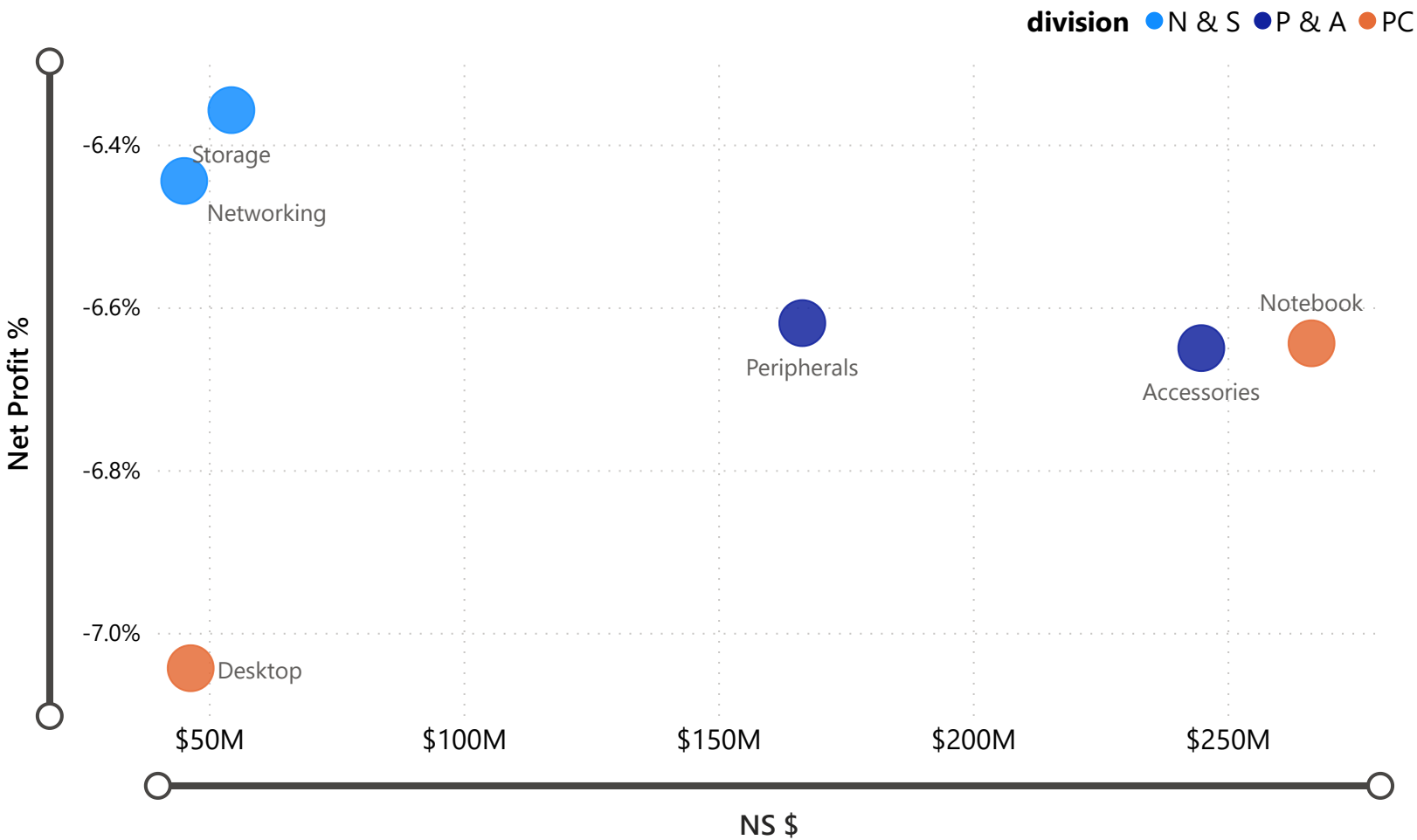
category	NS \$	GM \$	GM %	NP \$	NP %
<div>+ Batteries</div>	\$7.40M	2.69M	36.3%	-0.50M	-6.7%
<div>+ Business Laptop</div>	\$108.63M	39.51M	36.4%	-7.28M	-6.7%
<div>+ External Solid State Drives</div>	\$48.87M	18.03M	36.9%	-3.04M	-6.2%
<div>+ Gaming Laptop</div>	\$78.53M	28.92M	36.8%	-4.92M	-6.3%
<div>+ Graphic Card</div>	\$37.67M	13.79M	36.6%	-2.48M	-6.6%
<div>+ Internal HDD</div>	\$11.47M	4.21M	36.7%	-0.73M	-6.4%
<div>+ Keyboard</div>	\$134.14M	48.93M	36.5%	-8.91M	-6.6%
<div>+ MotherBoard</div>	\$16.04M	5.91M	36.8%	-1.01M	-6.3%
<div>+ Mouse</div>	\$103.30M	37.68M	36.5%	-6.87M	-6.7%
<div>+ Personal Desktop</div>	\$12.68M	4.65M	36.7%	-0.88M	-6.9%
<div>+ Personal Laptop</div>	\$113.07M	40.84M	36.1%	-7.90M	-7.0%
<div>+ Processors</div>	\$101.33M	36.89M	36.4%	-6.80M	-6.7%
<div>+ USB Flash Drives</div>	\$5.55M	1.97M	35.5%	-0.42M	-7.6%
<div>+ Wi fi extender</div>	\$45.16M	16.60M	36.8%	-2.91M	-6.4%

Region/Market Performance

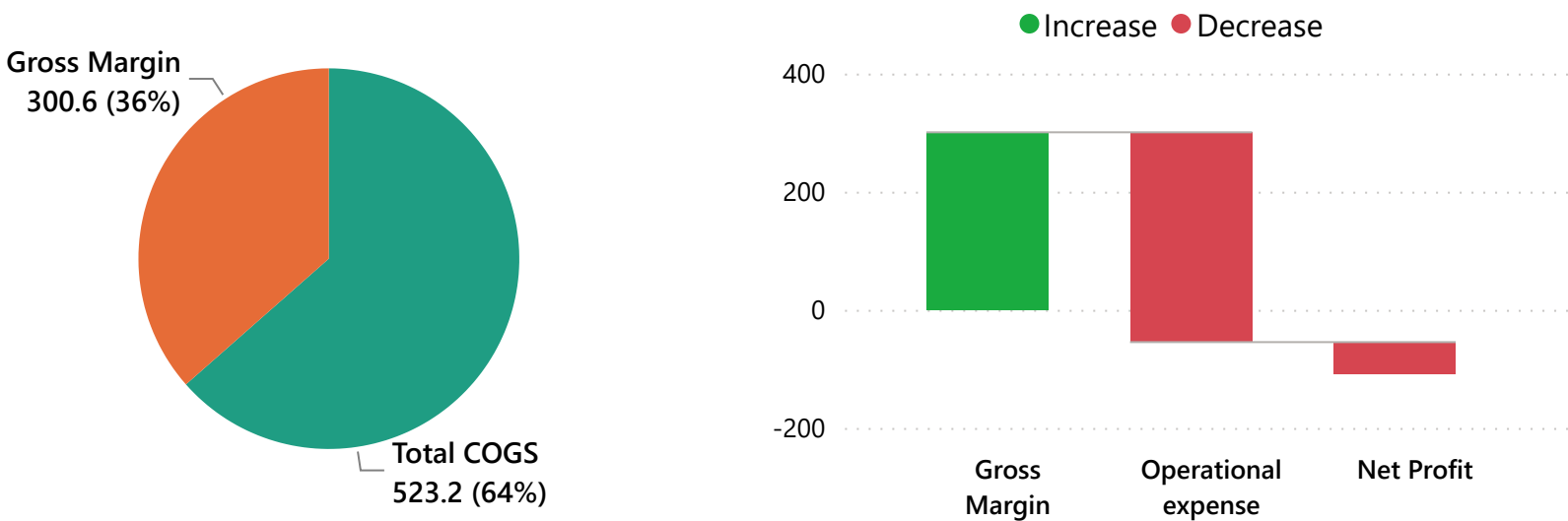
region	Net Sales	GM \$	GM %	Net_profit	NP %
<div>[-] EU</div>					
United Kingdom	\$44.73M	20.19M	45.1%	-5.07M	-11.3%
France	\$37.82M	16.49M	43.6%	2.93M	7.8%
Poland	\$7.76M	3.28M	42.3%	1.60M	20.7%
Portugal	\$18.60M	7.84M	42.1%	3.13M	16.8%
Netherlands	\$13.22M	5.47M	41.4%	1.40M	10.6%

Show GM %

Performance Matrix



Unit Economics





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All values in Million \$

Forecast Accuracy

80.2%✓

BM: 73.0% (+9.88%)

Net Error

-0.75M✓

LY: 0.49M (-252.91%)

ABS Error

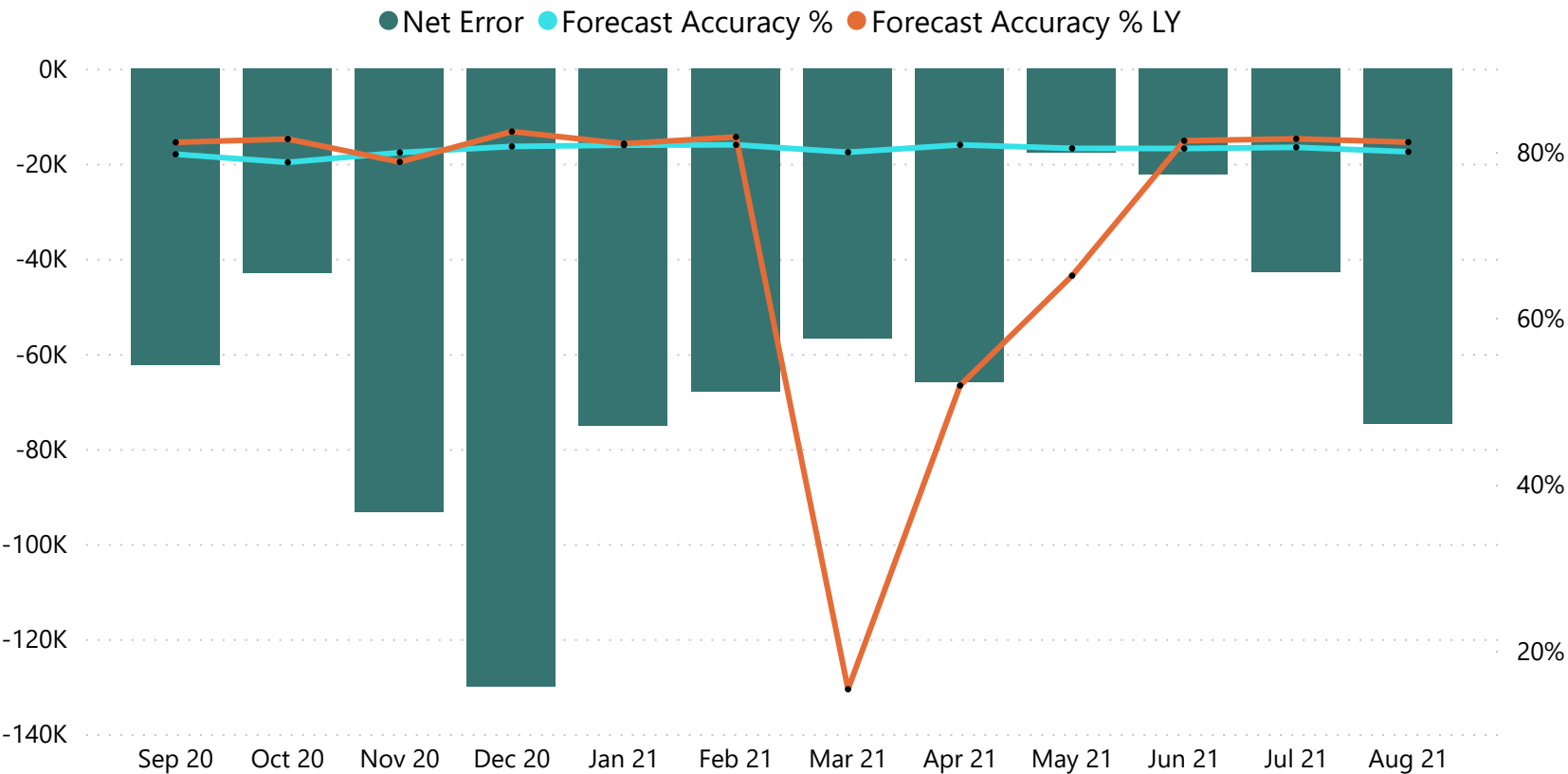
9.78M!

LY: 5.74M (+70.3%)

Key Metrics by Customer

Customer	Forecast Acc %	Forecast Acc LY %	Net Error	Net error %	Status
AtliQ Exclusive	71.7%	56.6%	-189086	-4.6%	OOS
AtliQ e Store	74.6%	55.2%	-94643	-2.3%	OOS
Radio Popular	56.7%	50.4%	72810	15.5%	EI
Mbit	62.3%	49.1%	51220	14.1%	EI
Expert	60.7%	48.8%	69286	12.0%	EI
Amazon	74.5%	48.4%	-155116	-2.3%	OOS
UniEuro	58.2%	45.8%	173583	23.5%	EI
Elkjøp	53.6%	45.0%	-39201	-10.9%	OOS
Nomad Stores	50.6%	44.0%	30588	8.7%	EI
Media Markt	53.4%	43.7%	-30036	-8.5%	OOS
Argos (Sainsbury's)	56.1%	43.3%	8033	4.1%	EI
Coolblue	52.9%	43.2%	116840	26.9%	EI
Surface Stores	49.6%	42.9%	11423	6.4%	EI
Electricalsociety	50.4%	42.9%	9221	0.9%	EI
Premium Stores	55.6%	42.8%	75214	19.9%	EI
Relief	52.0%	42.8%	44941	11.7%	EI
Euronics	60.8%	42.2%	58391	15.3%	EI
Electricalsbea Stores	51.6%	41.9%	-10310	-13.6%	OOS

Accuracy/Net Error Trend



Key Metrics by Products

SEGMENT	CATEGORY	Forecast Acc %	Forecast Acc LY %	Net Error	Net error %	Status
<input type="radio"/>						
<input checked="" type="radio"/>	Batteries	85.1%	71.5%	114963	14.9%	EI
<input type="radio"/>	Business Laptop	84.0%	79.9%	77414	15.9%	EI
	External Solid State Drives	79.9%	81.5%	1336802	20.1%	EI
	Gaming Laptop	85.0%	77.1%	45628	15.0%	EI
	Graphic Card	91.2%	80.0%	-162467	-7.6%	OOS
	Internal HDD	70.5%	81.2%	-223462	-29.5%	OOS
	Keyboard	55.1%	57.0%	-4387572	-44.9%	OOS
	MotherBoard	74.8%	69.1%	-213914	-25.1%	OOS



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LY: 73.0% (+9.88%)

Key Insights By Sub-Zone

Sub Zone	Net Sales \$	RC %	GM%	Net Profit %	Atliq MS %	Net error %	Status
India	\$210.67M	25.6%	32.0%	-24.7%	2.5%	3.9%	EI
ROA	\$186.89M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
NA	\$177.94M	21.6%	37.2%	-13.7%	0.8%	-7.1%	OOS
NE	\$109.29M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
SE	\$91.48M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	\$44.41M	5.4%	38.5%	7.3%	0.3%	-5.2%	OOS
LATAM	\$3.16M	0.4%	37.5%	6.2%	0.0%	5.3%	EI

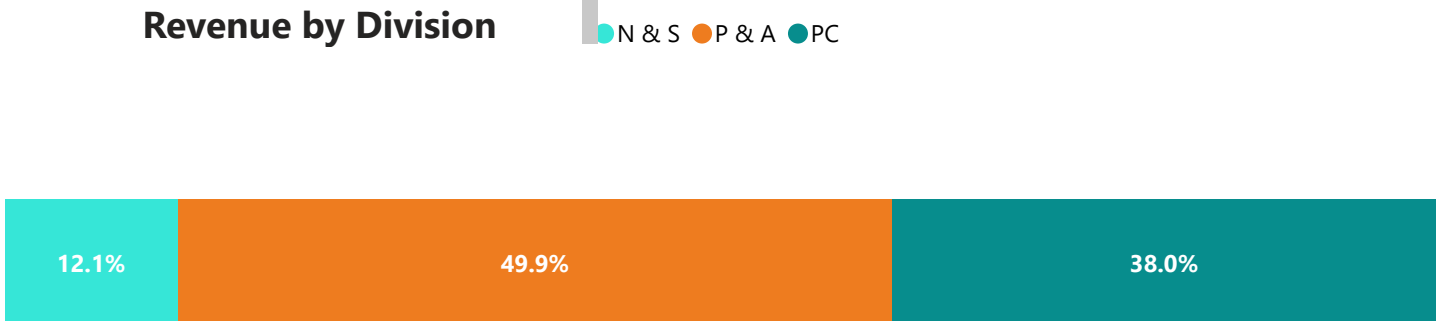
Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.2%	35.4%
AtliQ e Store	8.5%	37.5%
AtliQ Exclusive	9.7%	43.7%
Flipkart	3.1%	30.2%
Sage	3.3%	35.2%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%

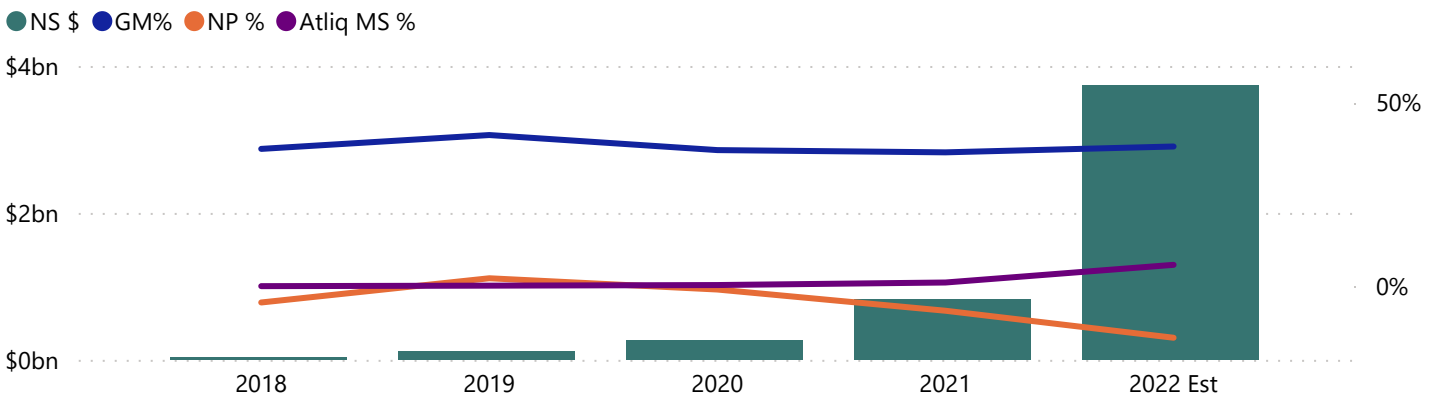
Revenue by Division



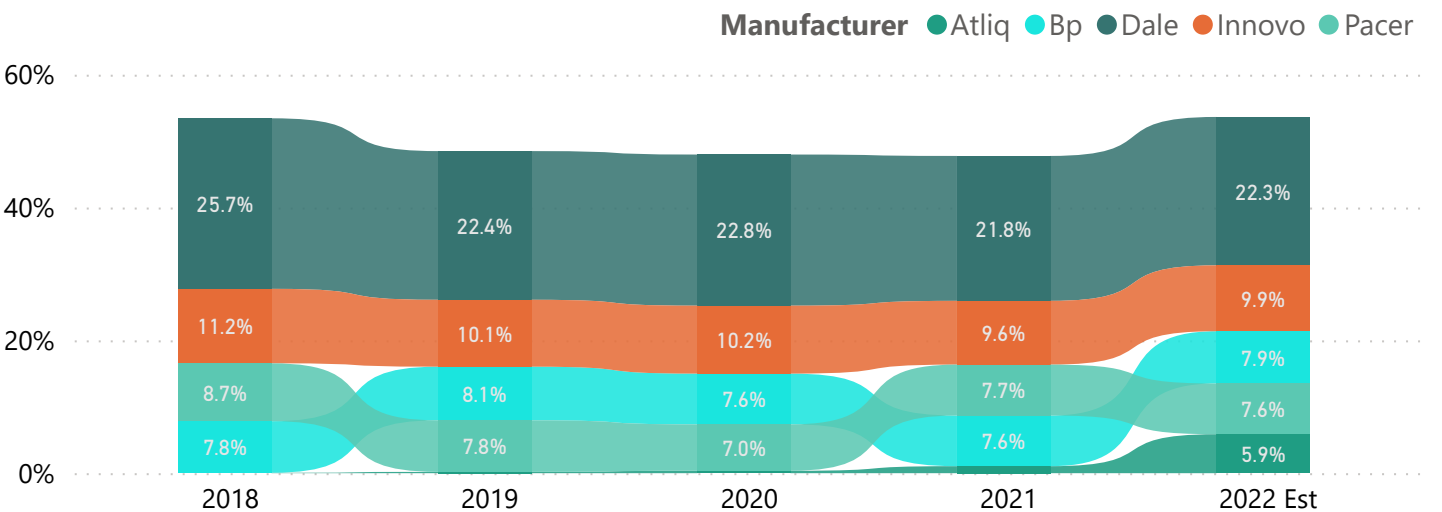
Revenue by Channel



PC Market Share Trend - AtliQ & Competitors



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





Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency
plan

New to Power BI?



Business Insights 360 Info



1. All the system data in tool is refreshed every month on 5th working day.
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](#).
5. Download live excel version [here](#).