



Business Insights 360

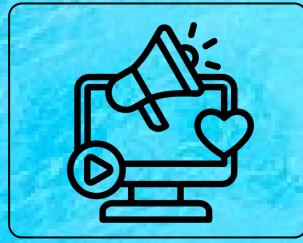
Finance View



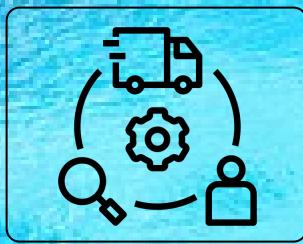
Sales View



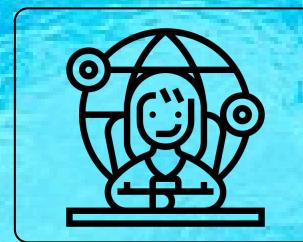
Marketing View



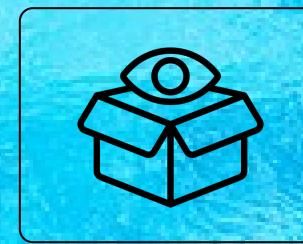
Supply Chain
View



Executive View



Product View



info



Support





region, market ▾ customer ▾ segment, catego... ▾

All

All

All

2019

2020

2021

2022EST

Q1

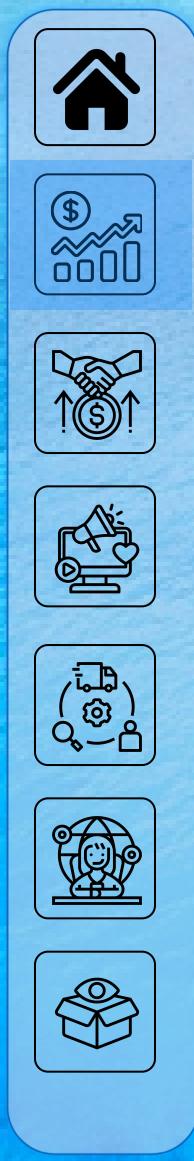
Q2

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 %

Profit and Loss Statement

Line Item	2022EST	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 & Customer By Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
	Chg %	Total		Chg %	Total
APAC	1,923.77	-2.48	Accessories	454.10	
EU	775.48	-1.13	Desktop	711.08	
LATAM	14.82	-1.60	Networking	38.43	
NA	1,022.09	-1.24	Notebook	1,580.43	
Total	3,736.17	-1.86	Peripherals	897.54	
			Storage	54.59	
			Total	3,736.17	-1.86

BM = BENCHMARK , LY = LAST YEAR, GM = GROSS MARGI , NS = NET SALES



region, market ▾ customer ▾ segment, catego... ▾

All All All

2019 2020 2021 2022EST

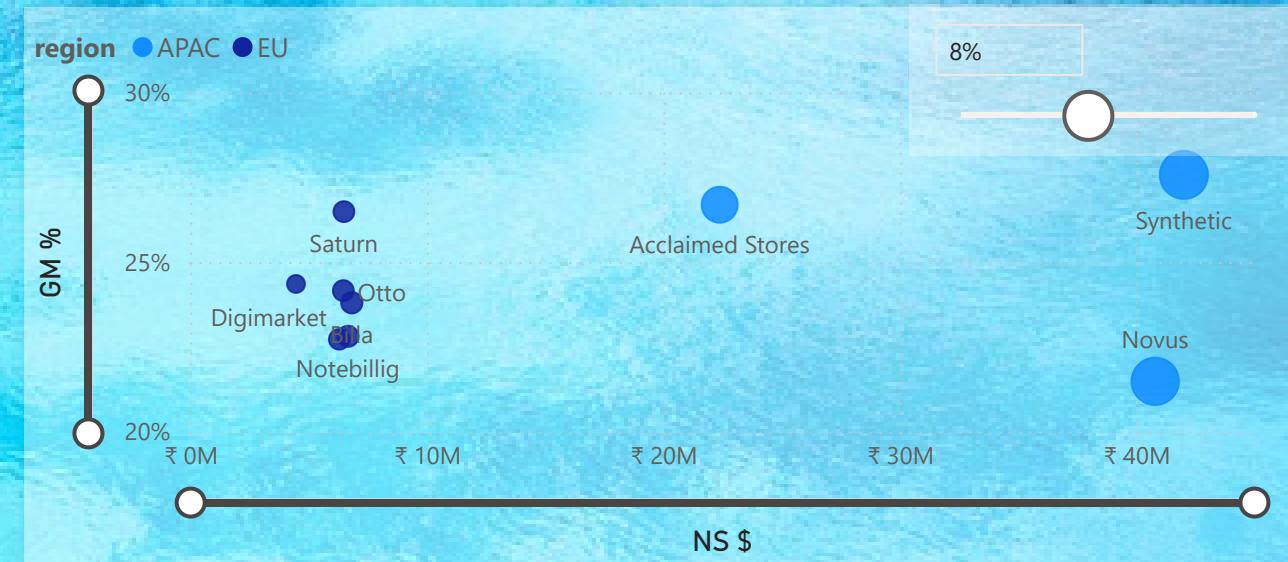
Q1 Q2 Q3 Q4

YTD YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%
Total	₹ 3,736.17M	1,422.88M	38.08%

Performance Metrix

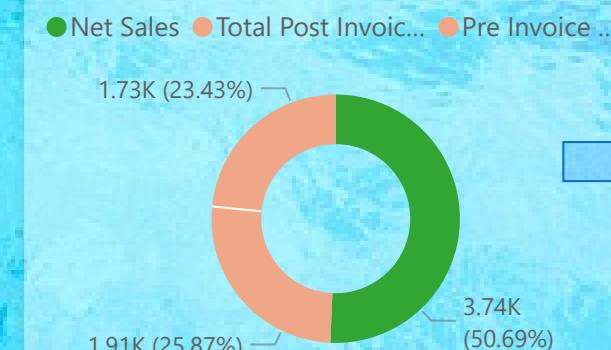


Product Performance

segment	NS \$	GM \$	GM %
Storage	₹ 54.59M	20.93M	38.33%
Peripherals	₹ 897.54M	341.22M	38.02%
Notebook	₹ 1,580.43M	600.96M	38.03%
Networking	₹ 38.43M	14.78M	38.45%
Desktop	₹ 711.08M	272.39M	38.31%
Accessories	₹ 454.10M	172.61M	38.01%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics

P & L Values by Description



P & L Values by Description



BM= BENCHMARK , LY =LAST YEAR,GM =GROSS MARGI ,NS= NET SALES,IF a customer is meeting its GM % BM then show green or not meeting its GM % BM then show red .



region, market

All

customer

All

segment, catego...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

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%

[Show GM %](#)

Performance Metrix

NP % Visuals

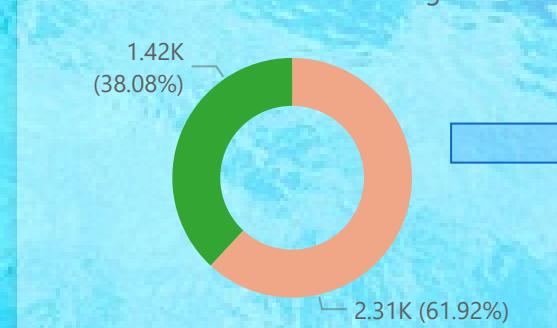
division ● N & S ● P & A ● PC


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%

P & L Values by Description

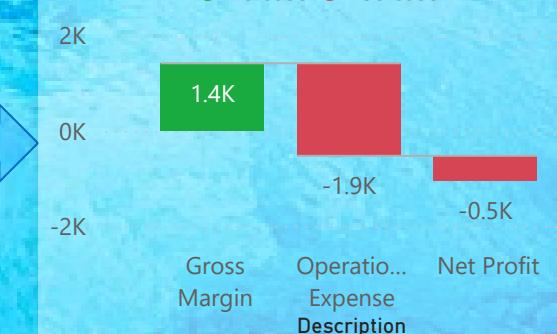
● Total COGS ● Gross Margin



Unit Economics

P & L Values by Description

● Increase ● Decrease





region, market ▾ customer ▾ segment, catego... ▾

All All All

2019

2020

2021

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Q1

Q2

Q3

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YTD

YTG



81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

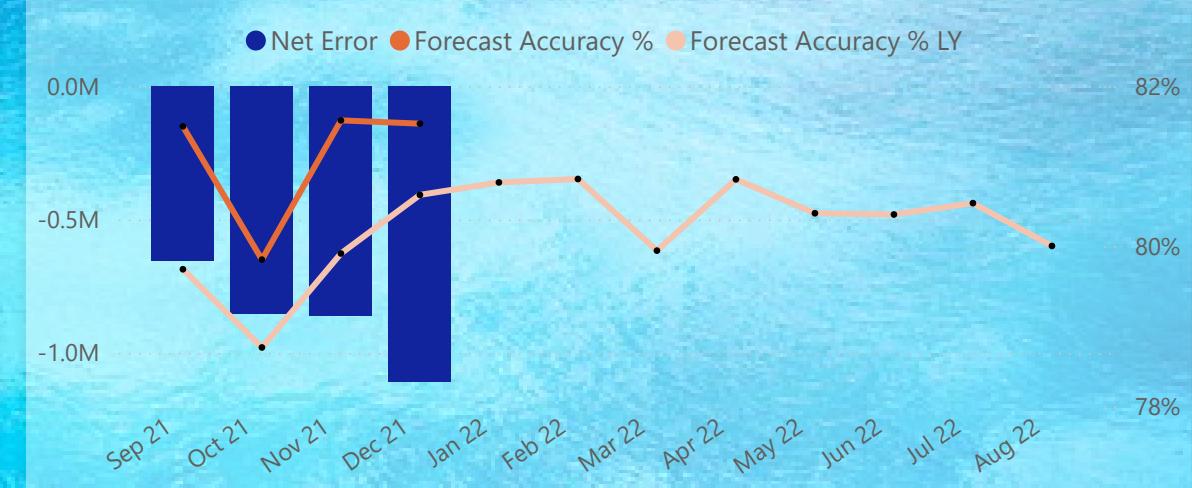
-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

6899.0K✓
LY: 9780.7K (-29.46%)
ABS ERROR

Key Metrix By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7% EI	
All-Out	43.96%	29.09%	-150	-0.3% 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	
Atliqe Store	74.22%	74.59%	-294868	-9.6% OOS	
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9% OOS	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Boulanger	52.69%	58.77%	-48802	-20.2% OOS	
Chip 7	34.56%	53.44%	-85293	-35.0% OOS	
Chiptec	50.49%	52.54%	-20102	-11.4% OOS	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Coolblue	47.66%	52.95%	-34790	-15.3% OOS	
Total	81.17%	80.21%	-3472690	-9.5% OOS	

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05% EI	
Desktop	87.53%	84.37%	78576	-13.75% EI	
Networking	93.06%	90.40%	-12967	-13.72% OOS	
Notebook	87.24%	79.99%	-47221	-14.06% OOS	
Storage	71.50%	83.54%	-628266	-13.76% OOS	
Peripherals	68.17%	83.23%	-3204280	-14.03% OOS	
Total	81.17%	80.21%	-3472690	-13.98% OOS	

BM = BENCHMARK , LY = LAST YEAR, GM = GROSS MARGIN , NS = NET SALES , EI = Excess Inventory , OOS = Out of Stock



region, market ▾ customer ▾ segment, catego... ▾

2019 2020 2021 2022EST Q1 Q2 Q3 Q4

vs LY vs Target

All All All

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 %

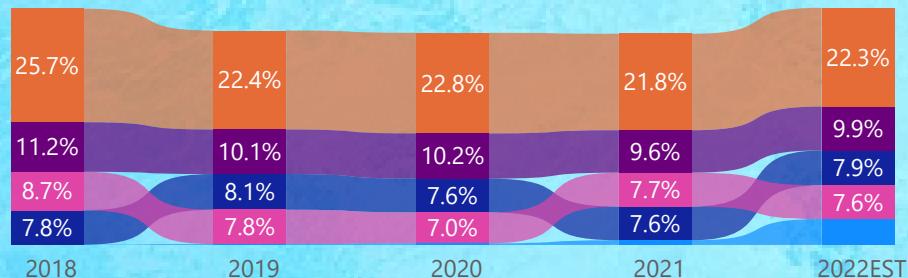
81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	AtliQ MS%	Net Profit %	Net Error %	Risk
LATAM	₹ 14.8M	0.4%	35.0%	0.3%	-2.95%	3.4%	EI
ANZ	₹ 189.8M	5.1%	43.5%	1.4%	-7.39%	-37.6%	OOS
NA	₹ 1,022.1M	27.4%	45.0%	4.9%	-14.22%	14.4%	EI
NE	₹ 457.7M	12.3%	32.8%	6.8%	-18.09%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2%	8.3%	-6.32%	-4.6%	OOS
India	₹ 945.3M	25.3%	35.8%	13.3%	-22.99%	-24.4%	OOS
SE	₹ 317.8M	8.5%	37.0%	16.4%	-4.00%	-55.5%	OOS
Total	₹ 3,736.2M	100.0%	38.1% 	5.9%	-13.98%	-9.5%	OOS

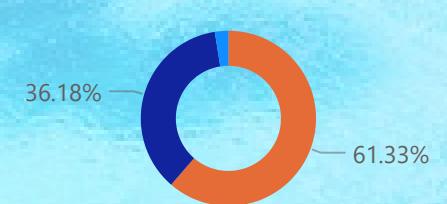
PC Market Share Trend - ATLIQ & COMPETITORS

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



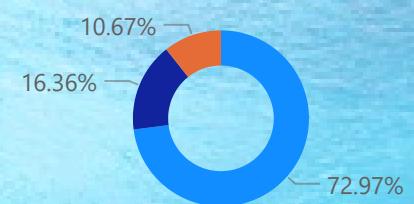
Revenue by Division

● PC ● P & A ● N & S



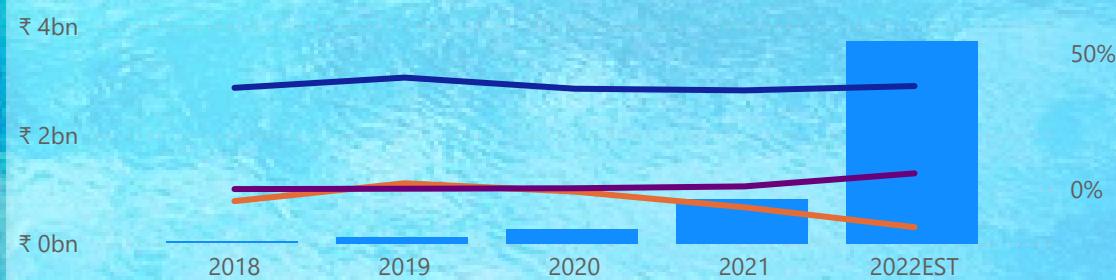
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS%



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, EI=Excess Inventory, OOS=Out of Stock, MS =Market Share, GM =Gross Margin, NS= Net Sales, RC=Revenue Contribution



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](#).



Business Insights 360



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI ?



region, market

customer

segment, catego...

All

All

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

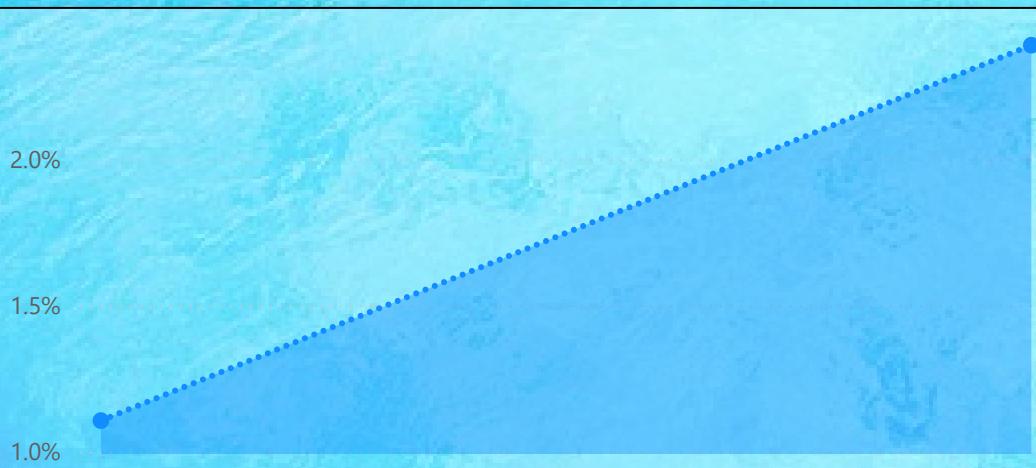
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %	GM% Growth YoY
Acclaimed Stores	₹ 73.36M	29.58M	40.32%	11.44%
All-Out	₹ 4.41M	1.68M	38.17%	-19.69%
Amazon	₹ 496.88M	182.77M	36.78%	3.92%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%	9.27%
Atlas Stores	₹ 17.14M	5.43M	31.66%	-21.55%
Atliq e Store	₹ 304.10M	112.15M	36.88%	-1.77%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%	5.22%
BestBuy	₹ 49.34M	22.15M	44.89%	24.90%
Billa	₹ 6.82M	1.62M	23.80%	-3.57%
Boulanger	₹ 26.02M	10.39M	39.95%	37.23%
Chip 7	₹ 25.62M	8.26M	32.24%	-20.80%
Total	₹ 3,736.17M	1,422.88M	38.08%	4.37%

Post Discount Trend



Top 5 Products and Market Based on GM % Growth YoY

product	GM% Growth YoY
AQ 5000 Series Electron 8 5900X Desktop Processor	11.65%
AQ Clx1	8.38%
AQ Elite	8.52%
AQ Lite	9.17%
AQ MB Crossx 2	8.45%
Total	9.70%

Bottom 5 Products and Market Based on GM % Growth YoY

product	GM% Growth YoY
AQ 5000 Series Electron 9 5900X Desktop Processor	-100.00%
AQ MB Elite	-100.00%
AQ Wi Power Dx1	-100.00%
AQ Clx3	-4.77%
AQ Lumina Ms	-2.81%
Total	1.58%

Customer

- Argos (Sainsbury's)
- Electricalsbea Stores
- Electricalslance Stores
- Fnac-Darty
- Nova