



Business Insights 360

** All Values are in Dollars & Millions

Last data Refreshed : 16-07-2025

last Sale month :Dec 2021



Info



Support

Finance View



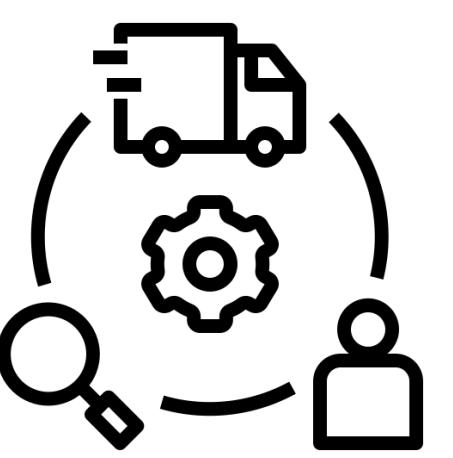
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

Sales View



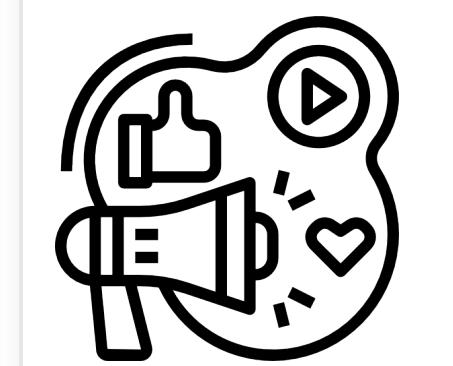
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

Supply Chain View



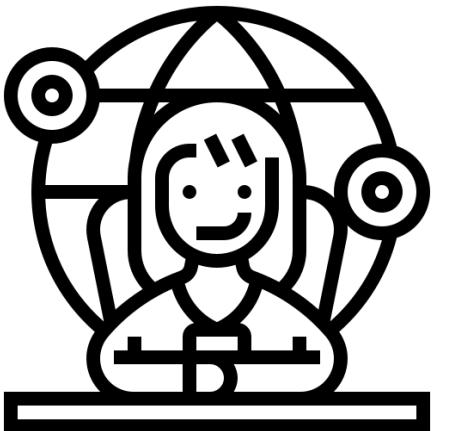
Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

Marketing View

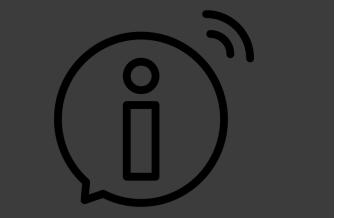


Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

Executive View



A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Vs LY

Vs Target

segment, category, product

All

region, market

All

customer

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

NetSales\$

\$3,736.17M

BM : 823.85M | 353.5% ▲

GM%

38.08%

BM : 36.49% | 4.37% ▲

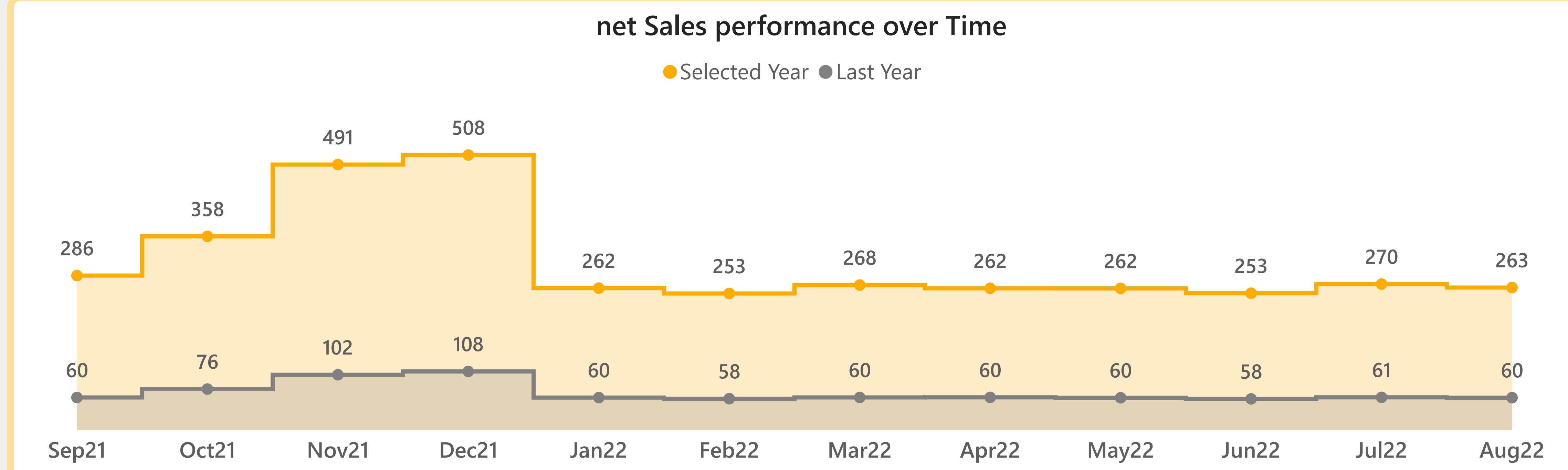
NetProfit %

-13.98%

BM : -6.63% | -110.79% ▼

Profit and loss Statement

Line Item	2022 Est	BM	YOY	YOY%
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
-Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
-Operational Expenses	1,945.30	355.28	1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79



Top/Bottom products & customers by Net Sales

customer	P & L Final Values	P&L YoY chg %
Zone	324.74	324.74%
walmart	473.22	473.22%
Viveks	359.71	359.71%
Vijay Sales	389.11	389.11%
Unity Stores	292.70	292.70%
UniEuro	277.78	277.78%
Total	353.50	353.50%

segment	P & L Final Values	P&L YoY chg %
Storage	0.32	0.32%
Peripherals	439.03	439.03%
Notebook	493.06	493.06%
Networking	-14.89	-14.89%
Desktop	1,431.55	1431.55%
Accessories	85.46	85.46%
Total	353.50	353.50%



Vs LY

Vs Target

segment, category, product

All

region, market

All

customer

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

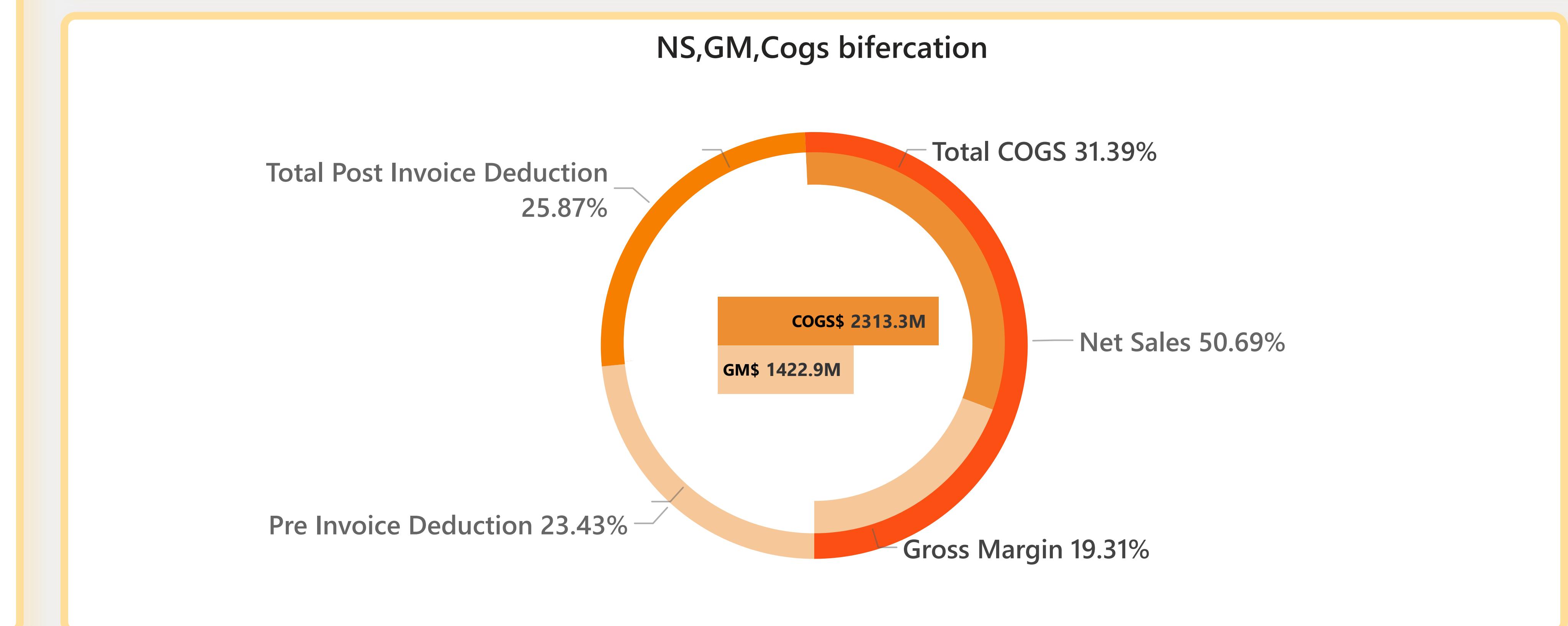
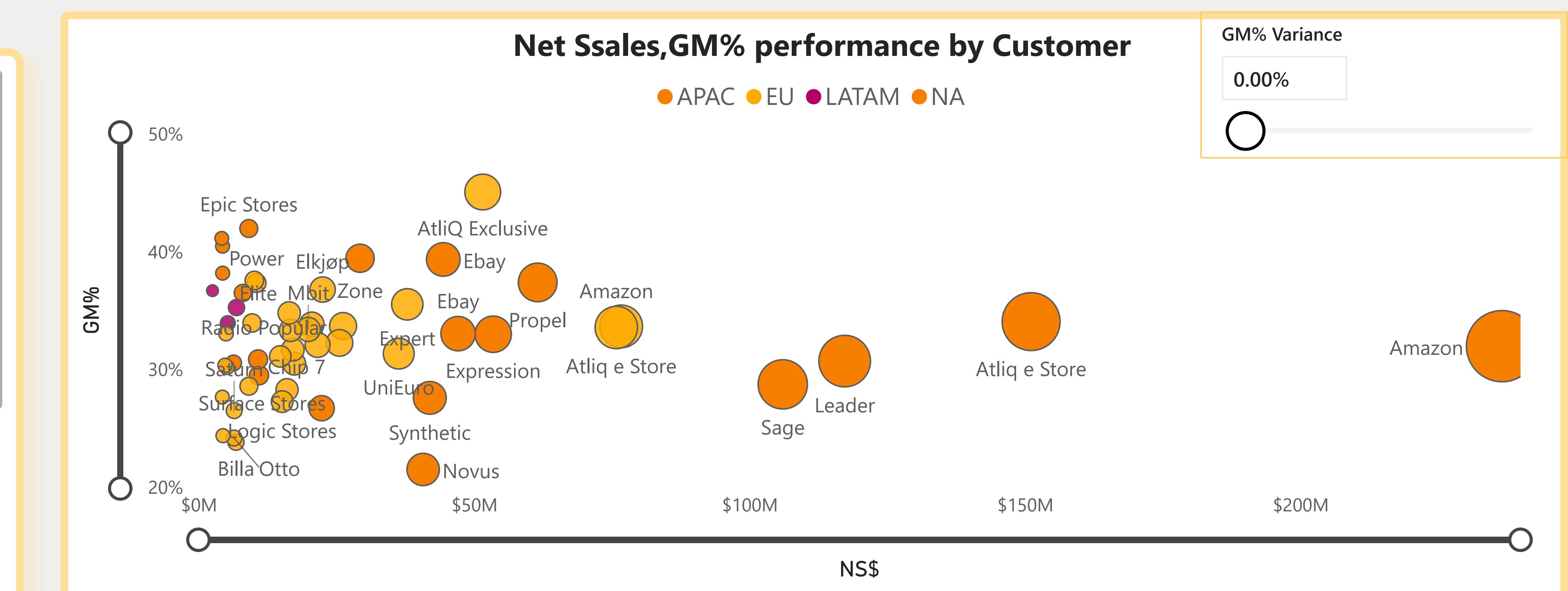
YTG

Customer performance

customer

product

customer	NS\$	GM\$	GM%	△GM% BM
Amazon	\$496.88M	182.77M	36.78%	3.92%
AtliQ Exclusive	\$361.12M	166.15M	46.01%	5.22%
Atliq e Store	\$304.10M	112.15M	36.88%	-1.77%
Flipkart	\$138.49M	58.37M	42.14%	39.39%
Neptune	\$105.69M	49.36M	46.70%	13.43%
Sage	\$127.86M	40.31M	31.53%	-10.32%
Leader	\$117.32M	36.02M	30.70%	-9.73%
walmart	\$72.41M	33.06M	45.66%	20.33%
Ebay	\$91.60M	33.06M	36.09%	-0.02%
Acclaimed Stores	\$73.36M	29.58M	40.32%	11.44%
Path	\$59.32M	25.81M	43.50%	7.99%
Electricalslytical	\$68.05M	25.34M	37.24%	-1.65%
Staples	\$64.20M	24.99M	38.92%	20.15%
Circuit City	\$52.42M	24.51M	46.77%	46.31%
Electricalsociety	\$67.76M	24.41M	36.03%	3.45%
Costco	\$61.81M	24.15M	39.07%	4.22%
Control	\$54.14M	23.51M	43.42%	15.56%
Propel	\$61.59M	23.03M	37.38%	-1.01%
BestBuy	\$49.34M	22.15M	44.89%	24.90%
Vijay Sales	\$55.13M	20.93M	37.96%	30.89%
Reliance Digital	\$54.57M	20.85M	38.21%	6.24%
Croma	\$51.84M	20.67M	39.88%	51.48%
Total	\$3,736.17M	1,422.88M	1,422.9M	38.08%
				4.37%





segment, category, product

All

region, market

All

customer

All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

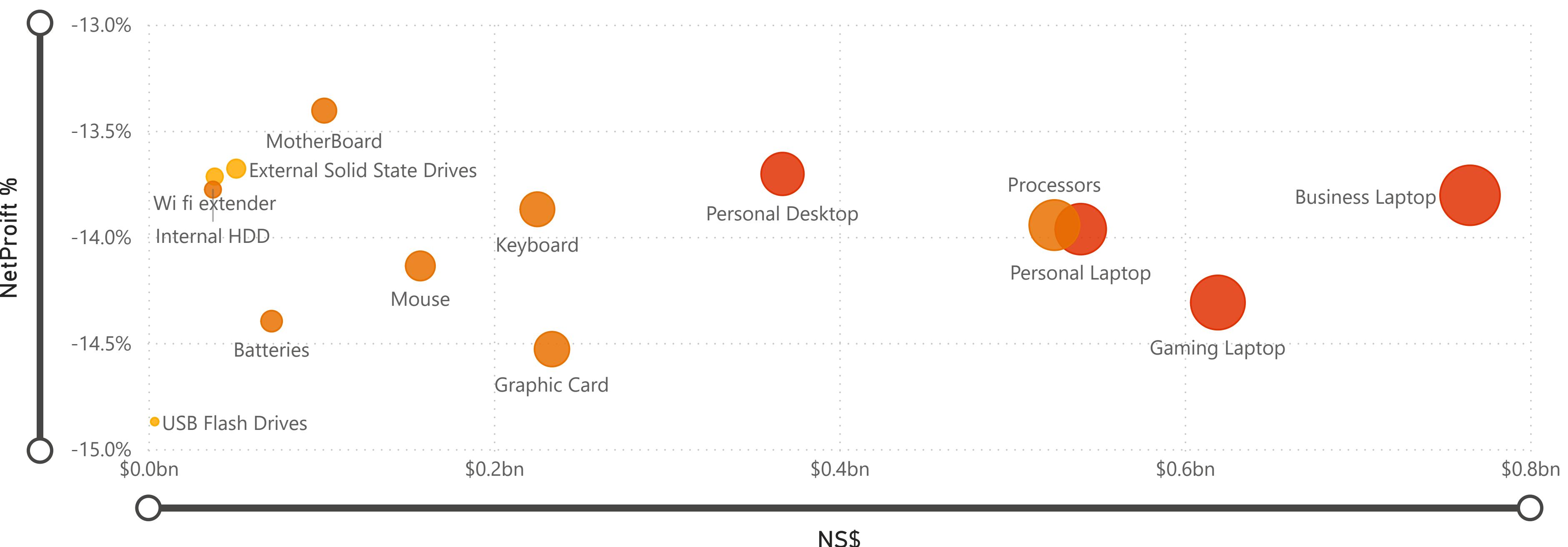
Category performance By NP%

GM%

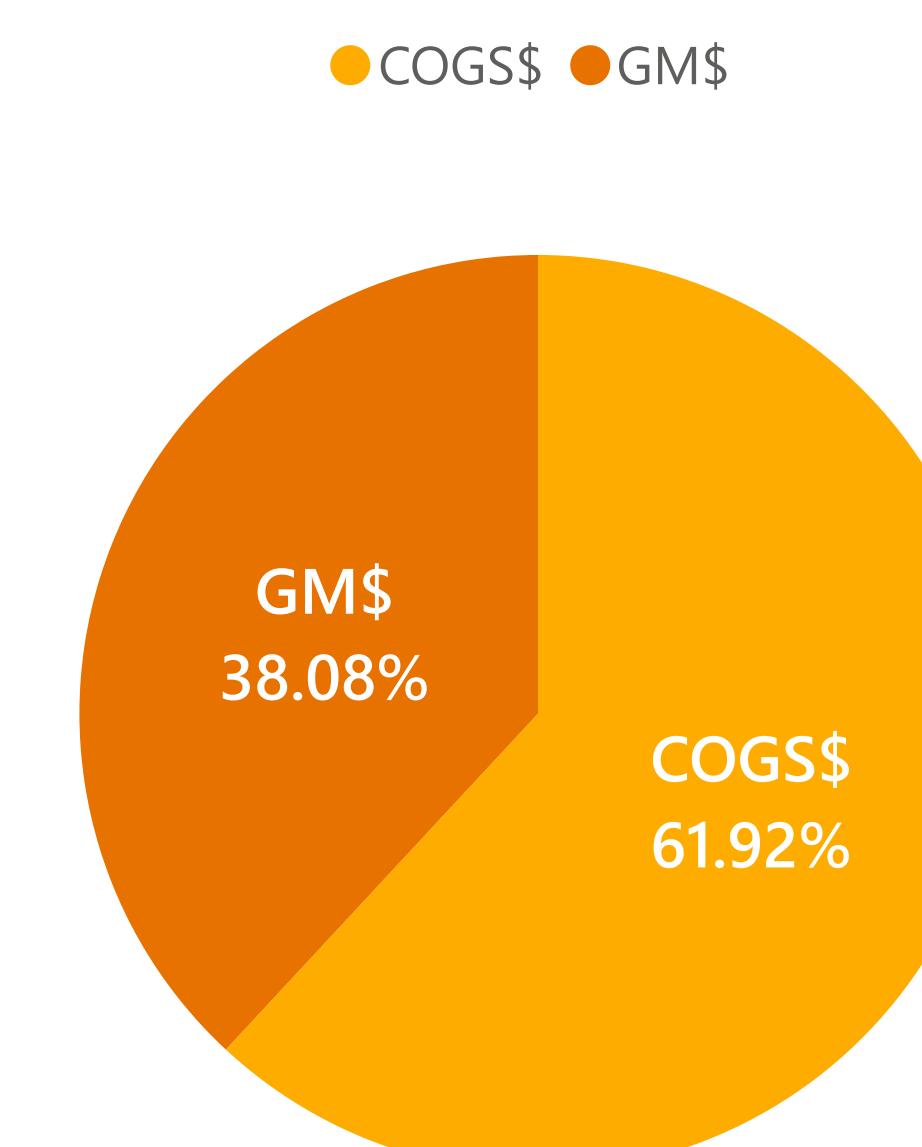
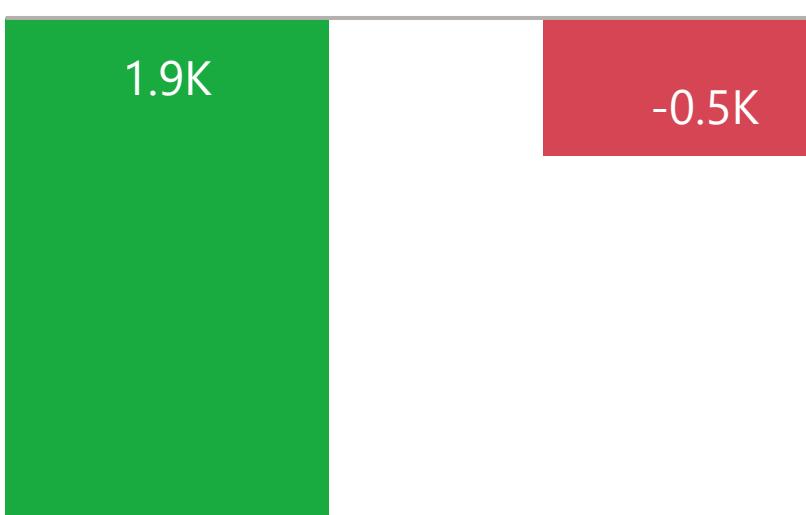
NetProfit %

NS\$, NetProfit %, NS\$ and GM% by category and division

division N & S P & A PC



Gross Margin net profit bifercation



*** NIS : Net Invoice Sales, NS :Net sales, GM: Gross Margin, CHG: Change, FCA: Forecast Accuracy, BM:Bench Mark LY: Last Year, EI: Excessive Inventory, OOS: Out of Stock

Segment Market

Category performance

segment category

category	NS\$	GM%	NP\$	NP %	△NP%
Wi fi extender	\$38.43M	38.45%	-5.27M	↓ -13.72%	-112.83%
USB Flash Drives	\$3.69M	37.22%	-0.55M	↓ -14.87%	-95.90%
Processors	\$524.59M	38.08%	-73.15M	↓ -13.94%	-107.95%
Personal Laptop	\$539.83M	38.13%	-75.38M	↓ -13.96%	-99.89%
Personal Desktop	\$367.18M	38.34%	-50.32M	↓ -13.70%	-98.00%
Mouse	\$157.48M	37.96%	-22.26M	↓ -14.14%	-112.56%
MotherBoard	\$101.84M	38.69%	-13.65M	↓ -13.41%	-112.81%
Keyboard	\$225.25M	38.17%	-31.24M	↓ -13.87%	-108.71%
Internal HDD	\$37.41M	38.30%	-5.15M	↓ -13.78%	-115.29%
Graphic Card	\$233.69M	37.53%	-33.95M	↓ -14.53%	-120.45%
Gaming Laptop	\$619.25M	37.76%	-88.61M	↓ -14.31%	-128.27%
External Solid Stat...	\$50.90M	38.41%	-6.96M	↓ -13.68%	-120.00%
Business Laptop	\$765.25M	38.27%	-105.64M	↓ -13.80%	-106.07%
Batteries	\$71.37M	37.61%	-10.27M	↓ -14.40%	-114.15%
Total	\$3,736.17M	38.08%	-522.42M	↓ -13.98%	-110.79%



segment, category, product

All

region, market

All

customer

All

2019

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2022 Est

Q1

Q2

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Q4

YTD

YTG

Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲

net error

-3.47M

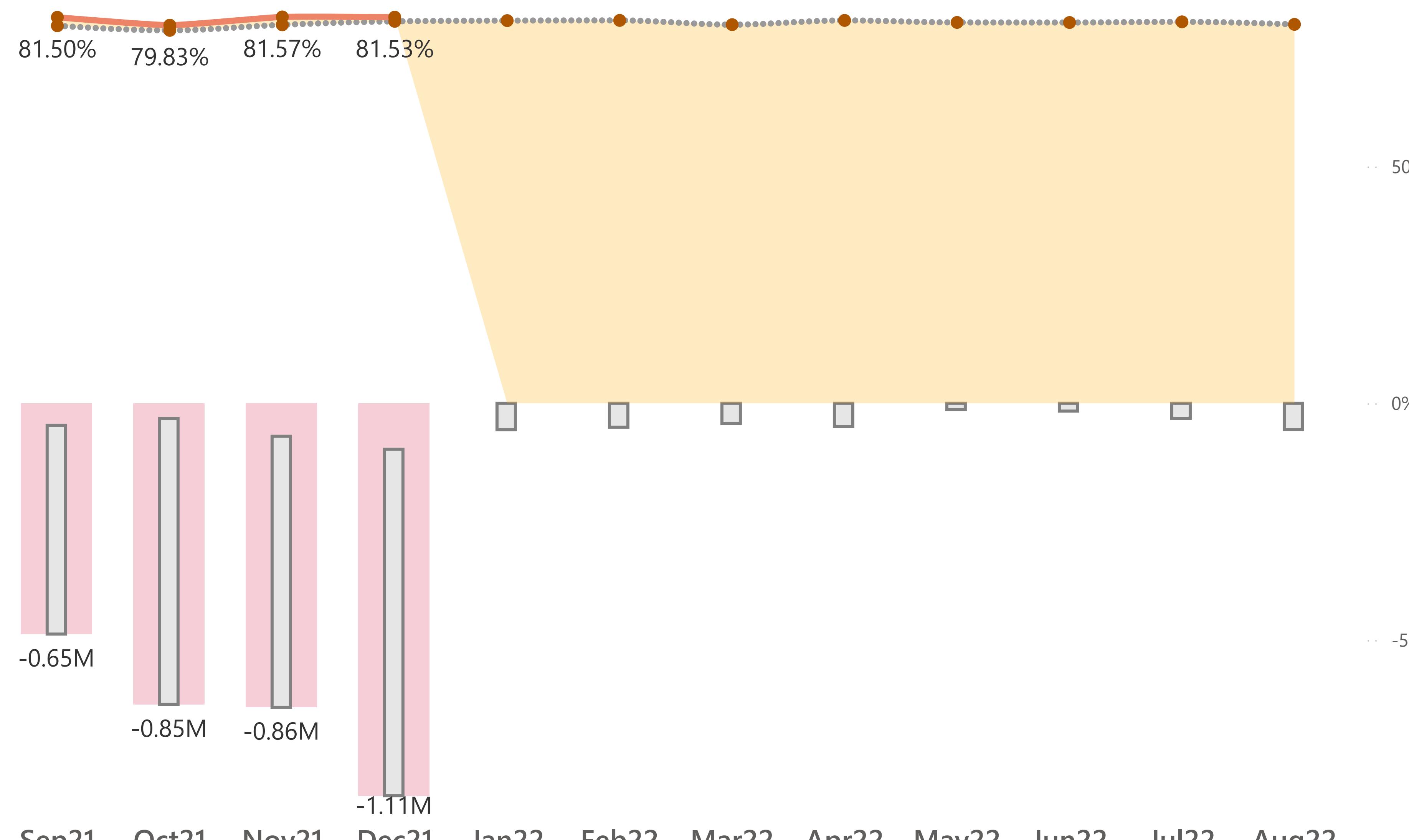
LY -0.75 M | 361.97% ▼

abs net error

6.90M

LY 9.78 M | -29.46% ▼

Accuracy/Net Error Trend

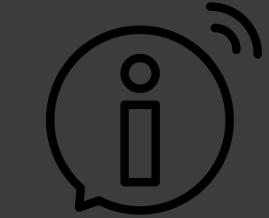


key Metrics by Customer

customer	Forecast Accuracy %	FCA% LY	net error	net error %	Risk
Zone	49.46%	50.30%	-19035	-6.56%	OOF
walmart	54.78%	50.12%	84334	12.08%	EI
Viveks	33.27%	43.03%	-129058	-28.95%	OOF
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOF
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOF
UniEuro	50.30%	58.22%	-89065	-23.90%	OOF
Taobao	42.65%	44.98%	-13408	-7.14%	OOF
Total	81.17%	80.21%	-3472690	-9.48%	OOF

key Metrics by Products

product	Forecast Accuracy %	FCA% LY	net error	net error %	Risk
AQ Trigger Ms	90.13%	87.85%	121613	9.55%	EI
AQ Qwerty Ms	89.59%	88.17%	115730	9.18%	EI
AQ Master wirel...	90.40%	87.99%	113824	9.04%	EI
AQ Gamers Ms	90.89%	89.33%	102151	8.16%	EI
AQ Lumina Ms	90.15%	89.91%	98632	7.94%	EI
AQ Maxima Ms	90.71%	89.38%	98065	7.89%	EI
AQ Lite Ms	91.91%	88.55%	96438	7.62%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOF



Vs LY Vs Target

segment, category, product
All

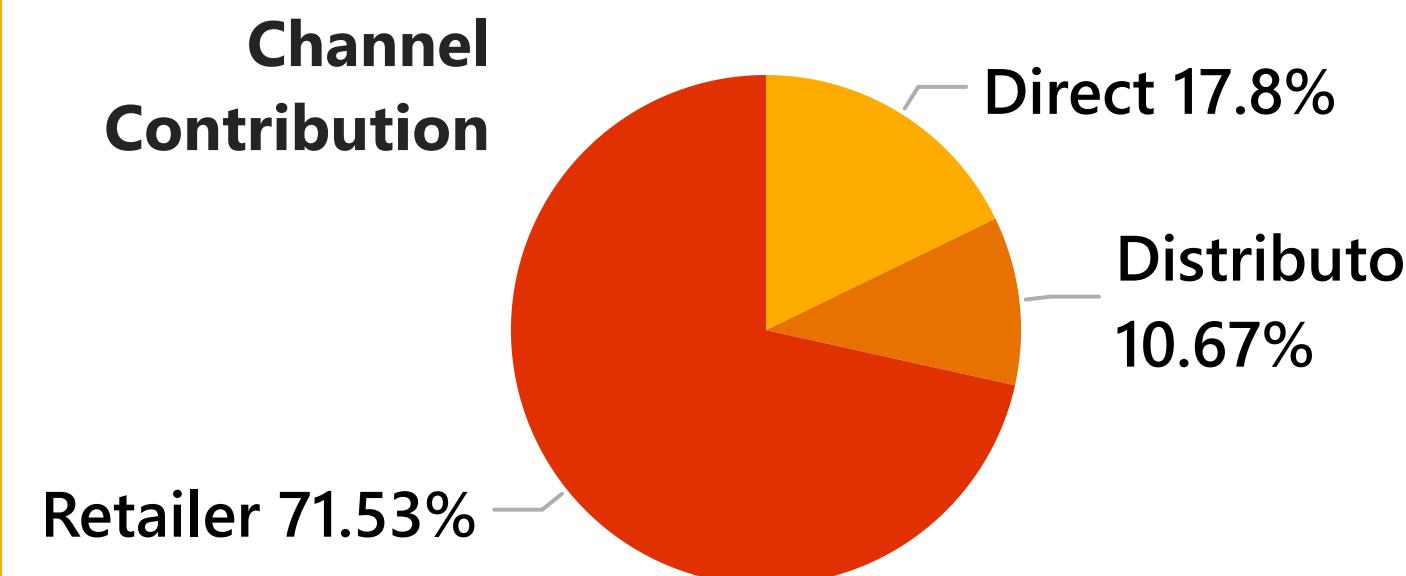
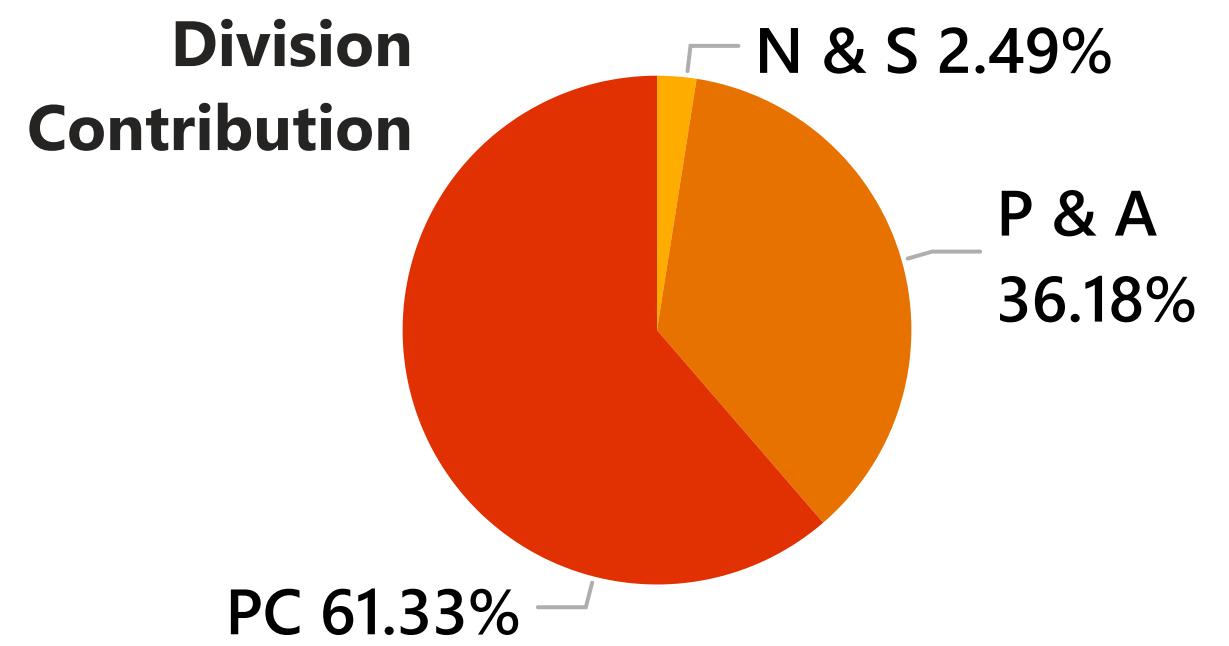
region, market
All

customer
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG



NetSales\$
\$3,736.17M

BM : 3807.09M | -1.86% ▼

NetProfit %
-13.98%

BM : -14.19% | 1.47% ▲

GM%
38.08%

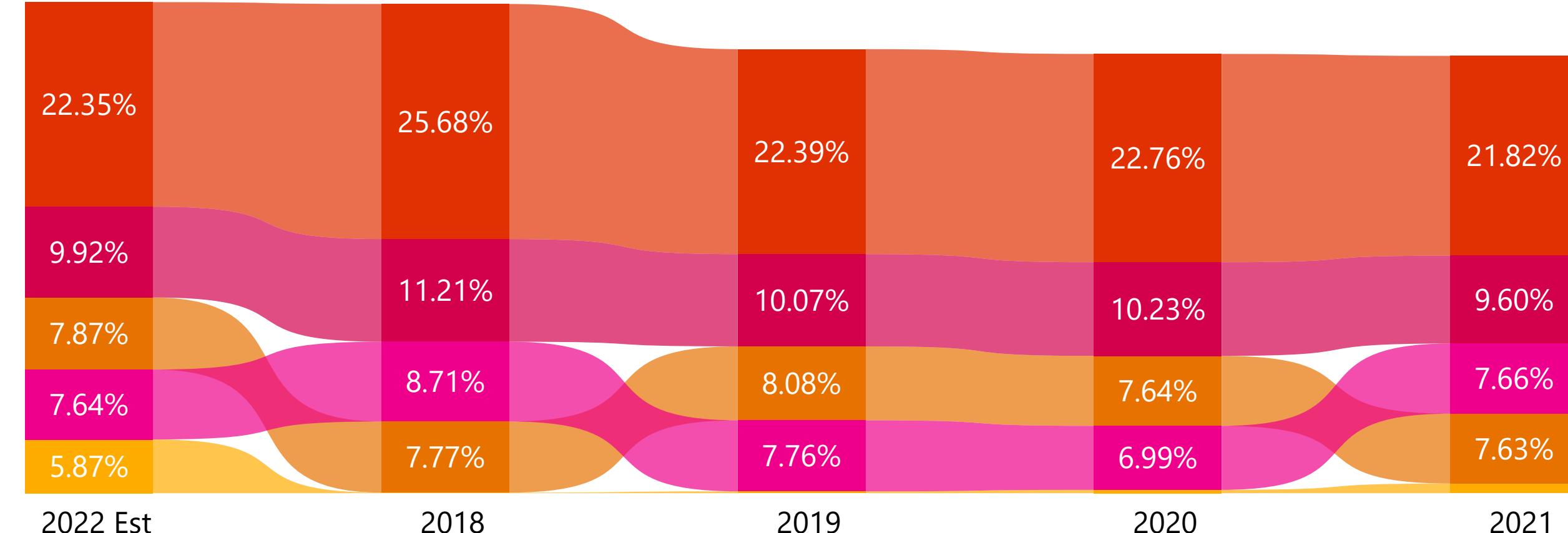
BM : 38.34% | -0.66% ▼

Forecast Accuracy %
81.17%

LY: 80.21% | 1.2% ▲

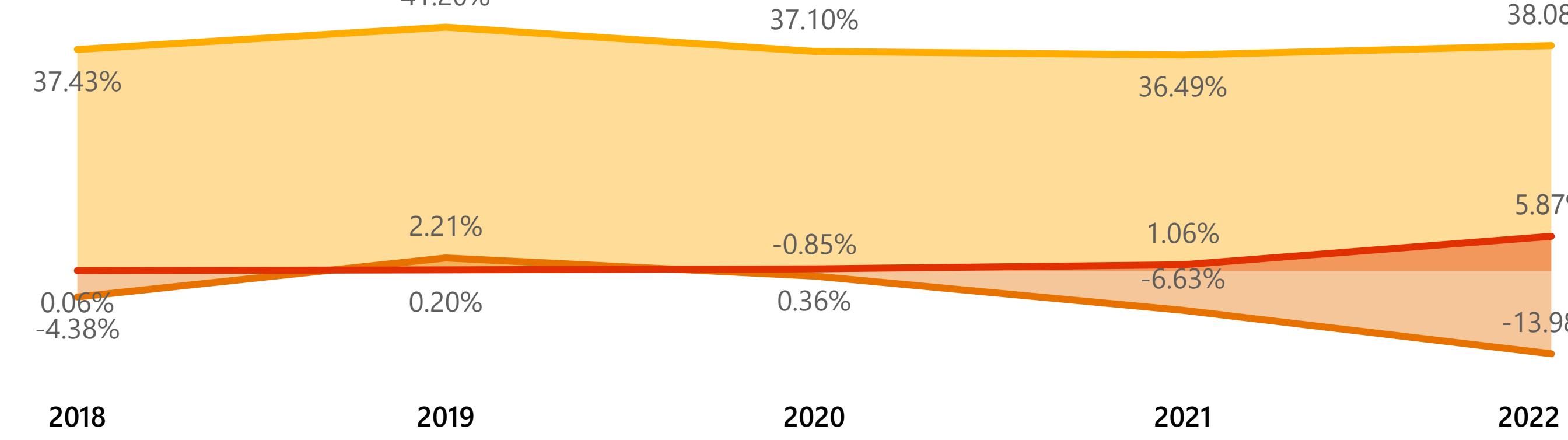
Market share Trend By Manufacturer

atliq bp dale innovo pacer



Key Metric Trend:

GM% NetProfit % AtliQ MS %



TOP 5 CUSTOMERS

customer	RC%	GM%
AtliQ Exclusive	9.67%	▲ 46.01%
Flipkart	3.71%	▲ 42.14%
Atliq e Store	8.14%	▼ 36.88%
Amazon	13.30%	▲ 36.78%
Sage	3.42%	▼ 31.53%

TOP 5 PRODUCTS

product	RC%	GM%
AQ HOME Allin1 Gen 2	5.70%	▲ 38.08%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Smash 2	4.13%	▲ 37.40%
AQ Home Allin1	4.13%	▲ 38.71%
AQ Smash 1	3.81%	37.43%

Sub-Zone Performance

sub_zone	NS\$	RC%	GM%	NetProfit %	net error %	Risk	AtliQ MS %
SE	\$317.78M	8.51%	▼ 37.03%	-4.00%	-55.47%	OOF	16.40%
India	\$945.34M	25.30%	▲ 35.75%	▼ -22.99%	-24.37%	OOF	13.26%
ROA	\$788.66M	21.11%	▼ 34.19%	-6.32%	-4.56%	OOF	8.32%
NE	\$457.71M	12.25%	▼ 32.80%	-18.09%	-4.56%	OOF	6.80%
NA	\$1,022.09M	27.36%	▲ 44.97%	▼ -14.22%	14.35%	EI	4.87%
ANZ	\$189.78M	5.08%	▲ 43.50%	-7.39%	-37.61%	OOF	1.36%
LATAM	\$14.82M	0.40%	▼ 35.02%	-2.95%	3.37%	EI	0.28%
Total	\$3,736.17M	100.00%	38.08%	-13.98%	-9.48%	OOF	5.87%

GM%

37.83%

BM : 37.07% | 2.05% ▲

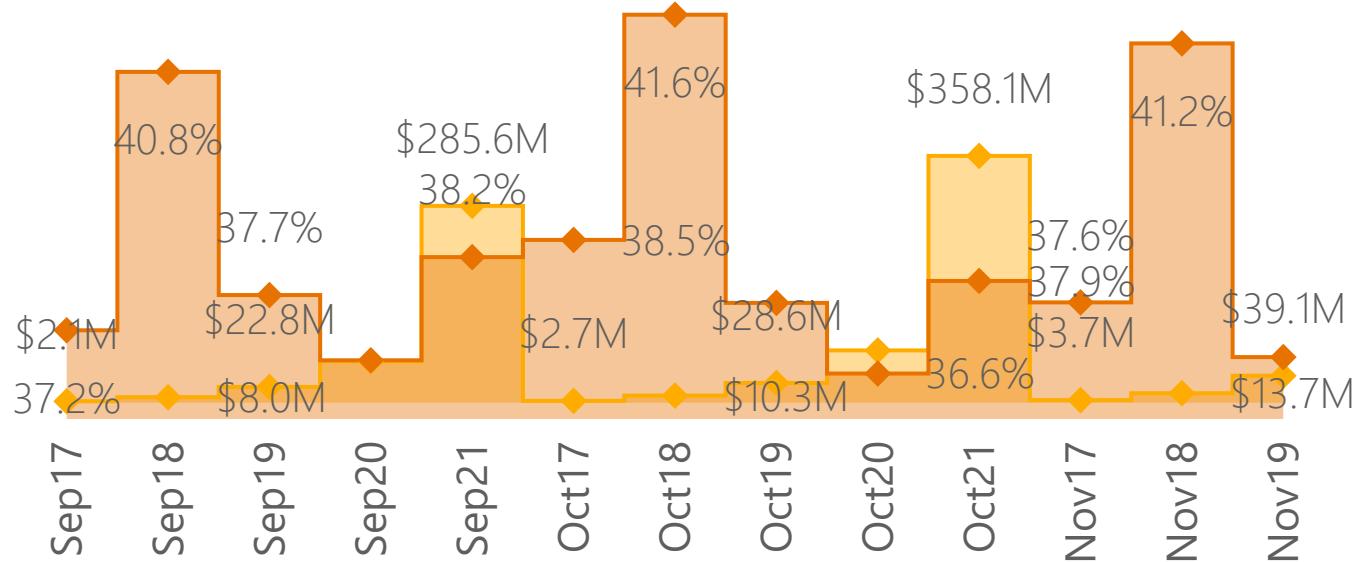
NetSales\$

\$4,968.48M

BM : 1232.31M | 303.18% ▲

NS & GM % For

◆ NS\$ ◆ GM%





Business Insights 360 Key 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](#).



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plan

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