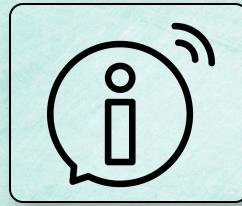




Business Insights 360



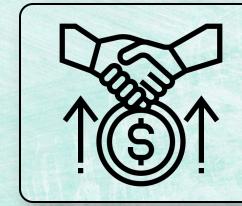
Info

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



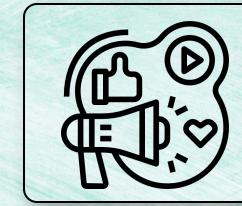
Finance View

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



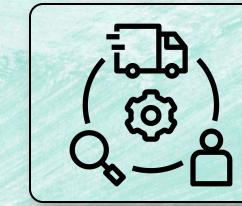
Sales View

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



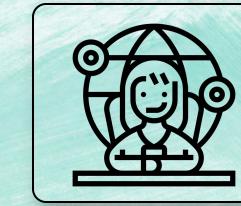
Marketing View

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
Allcustomer
AllSegment By Category By Pro...
All

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

>

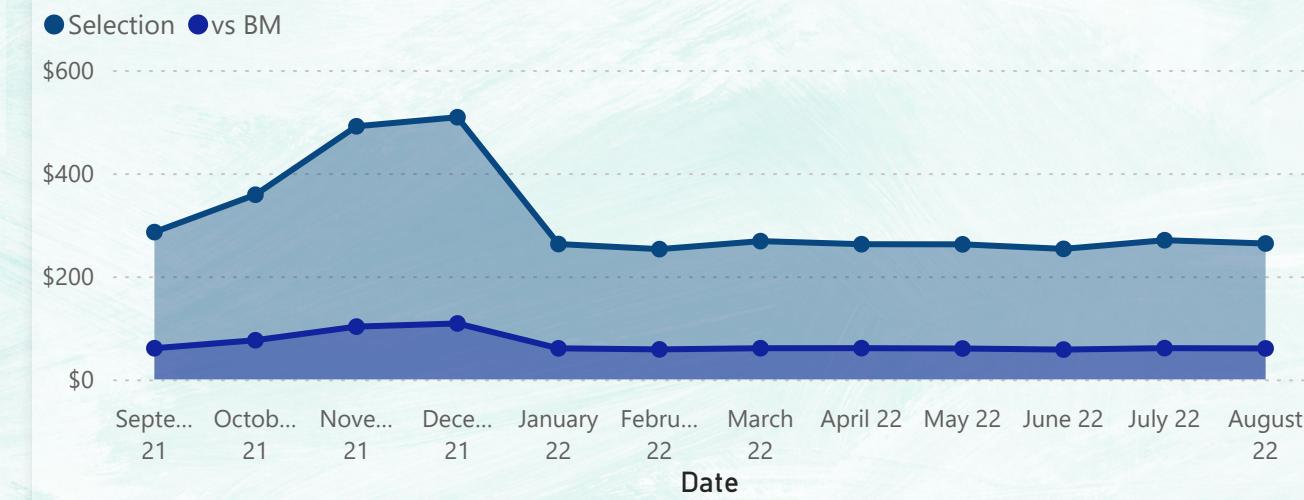
Net Sales Performance Over Time

Vs LY

Vs
Target**\$3.74bn**✓
BM: 823.85M (+353.5%)**Net Sales****38.08%✓**
BM: 36.49% (+4.37%)**Gross Profit****-14.0%!**
BM: -6.63% (-110.79%)**Net Profit**

Profit and Loss Statement

Line Item	2022 EST	BM	chg	Chg %
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
Total Op Ex	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93



Top 5 Customers and Products by Net Sales

region	P & L values	P & L change %
APAC	\$1,923.77	335.27
EU	\$775.48	286.26
LATAM	\$14.82	368.40
NA	\$1,022.09	474.40
Total	\$3,736.17	353.50

segment	P & L values 2	P & L chg %
Notebook	\$1,580.43	493.06
Peripherals	\$897.54	439.03
Desktop	\$711.08	1,431.55
Accessories	\$454.10	85.46
Storage	\$54.59	0.32
Networking	\$38.43	-14.89
Total	\$3,736.17	353.50

BM=Benchmark, LY=Last Year, YOY=Year on Year, YTD=Year To Date, YTG=Year To Go



region, market ▼ customer ▼ segment, category, product ▼

All ▼ All ▼ All ▼

2019 2020 2021

2022
EST

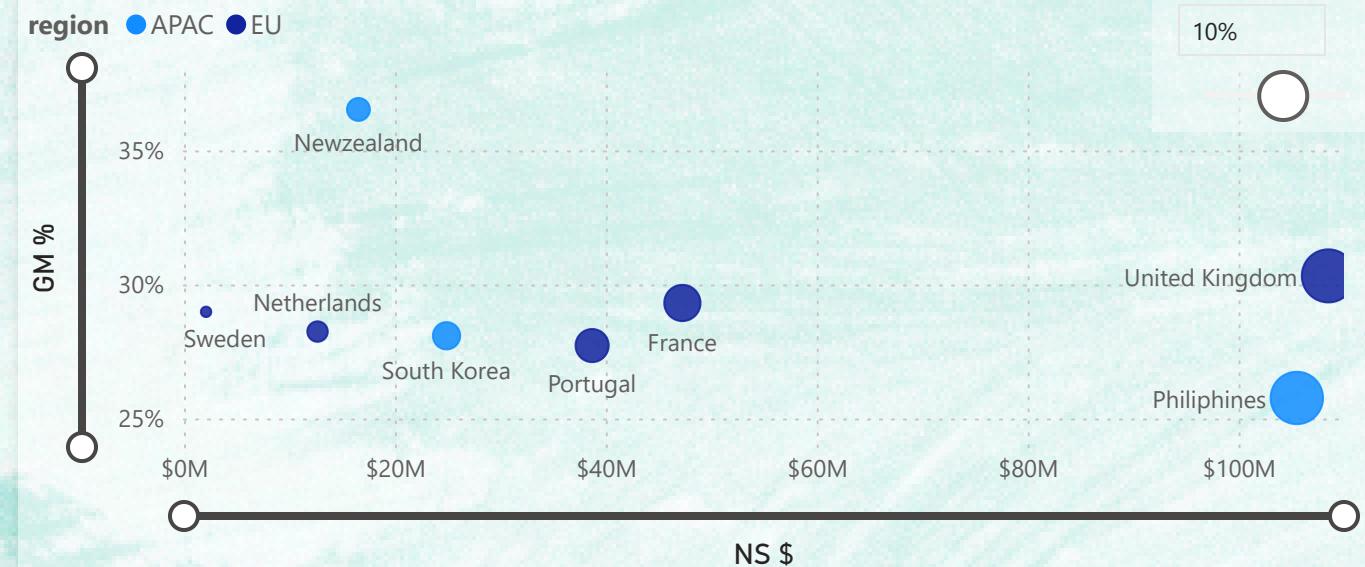
YTD YTG

Q1 Q2 Q3 Q4

Customer Performance

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

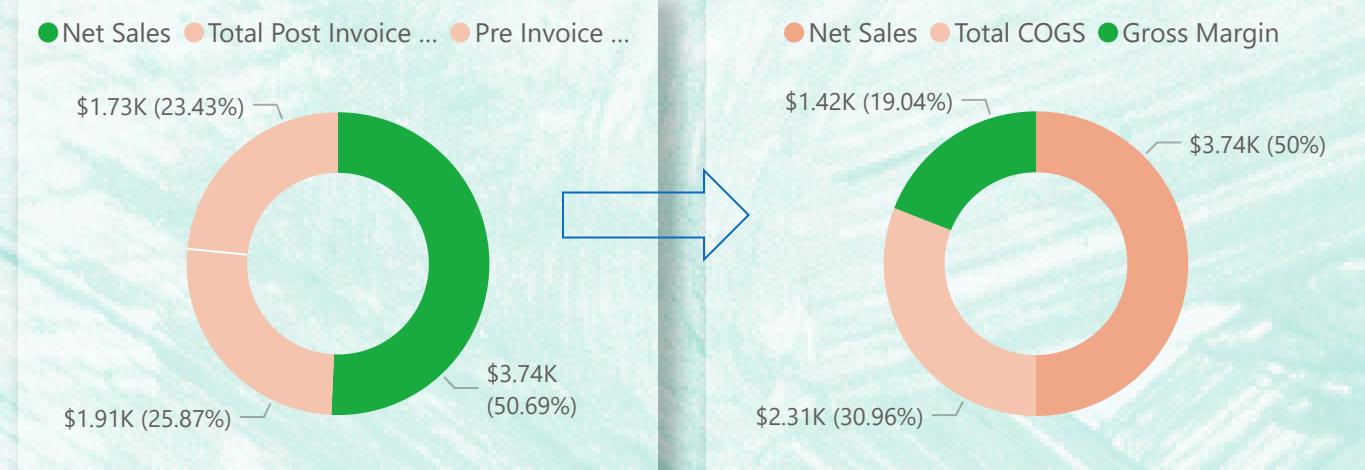
Performance Matrix



Product Performance

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

Unit Economics



market
Allregion
Allcustomer
All

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

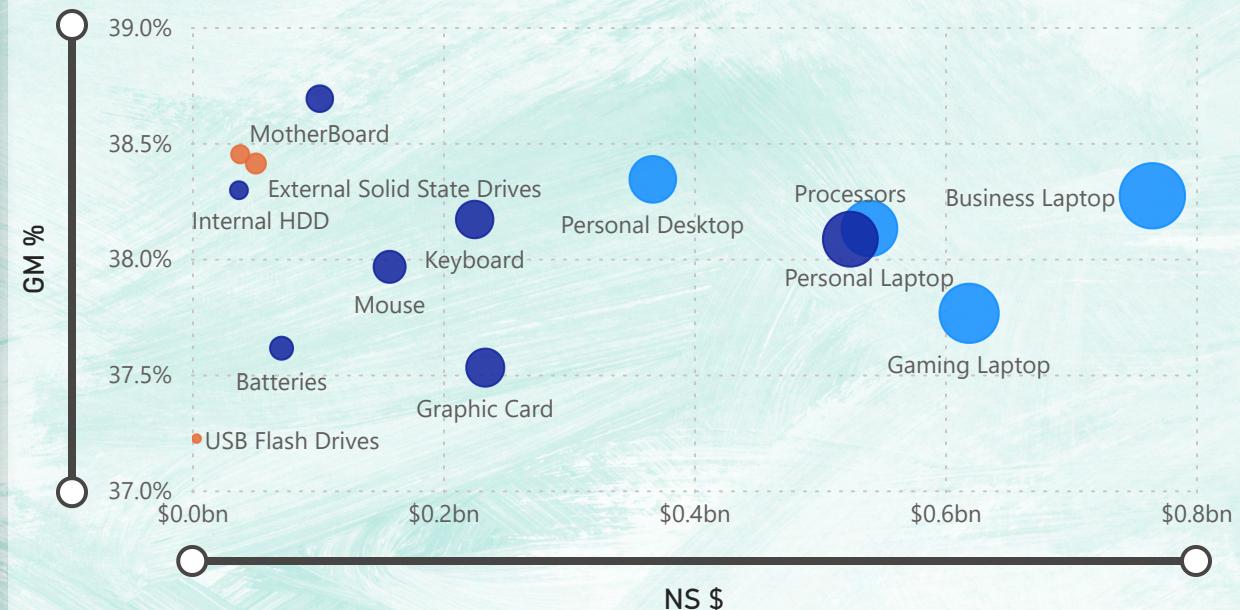
Product Performance

Show NP %

segment	NS \$	GP \$	GM %	Net profit \$	Net Profit %
Notebook	\$1,580.43M	\$600.96M	38.03%	(\$222.16M)	-14.1%
Peripherals	\$897.54M	\$341.22M	38.02%	(\$125.91M)	-14.0%
Desktop	\$711.08M	\$272.39M	38.31%	(\$97.79M)	-13.8%
Accessories	\$454.10M	\$172.61M	38.01%	(\$63.78M)	-14.0%
Storage	\$54.59M	\$20.93M	38.33%	(\$7.51M)	-13.8%
Networking	\$38.43M	\$14.78M	38.45%	(\$5.27M)	-13.7%
Total	\$3,736.17M	\$1,422.88M	38.08%	(\$522.42M)	-14.0%

Performance Matrix

division ● N & S ● P & A ● PC

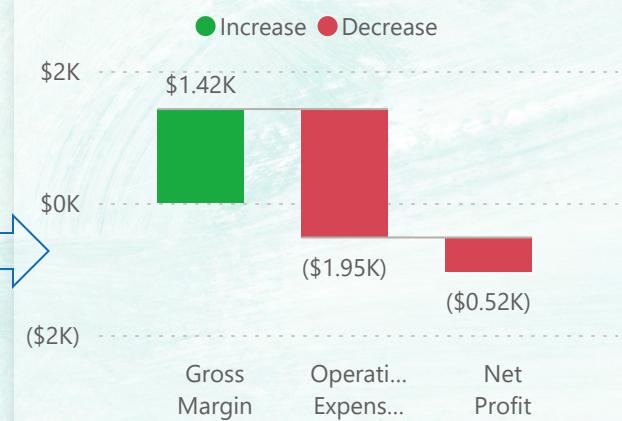
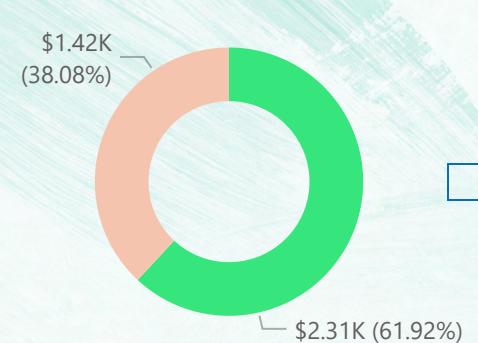


Region / Market / Customer performance

region	NS \$	GP \$	GM %	Net profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	(\$281.16M)	-14.6%
EU	\$775.48M	\$267.80M	34.53%	(\$95.52M)	-12.3%
LATAM	\$14.82M	\$5.19M	35.02%	(\$0.44M)	-2.9%
NA	\$1,022.09M	\$459.68M	44.97%	(\$145.31M)	-14.2%
Total	\$3,736.17M	\$1,422.8	38.08%	(\$522.42M)	-14.0%

Unit Economics

● Total COGS ● Gross Margin





Region by Market

All

Customers

All

Segment by Category ...

All

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

81.17% ✓
LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.7K!
LY: -751.7K (-361.97%)

Net Error

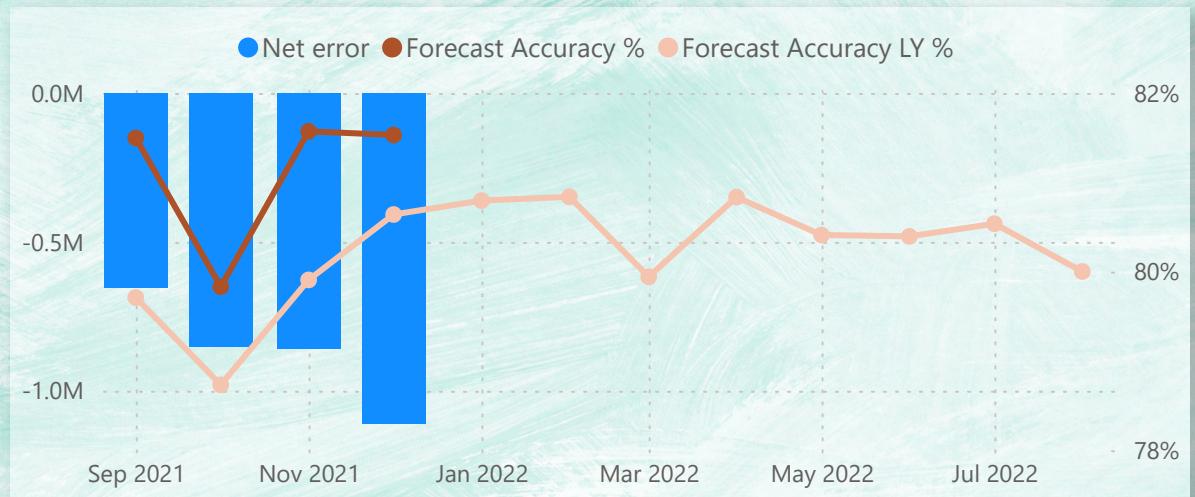
6899.04K!
LY: 9780.74K (-29.46%)

Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Oos
Amazon	73.79%	74.54%	-464694	-9.22%	Oos
AltiQ Exclusive	70.35%	71.69%	-359242	-11.91%	Oos
Mbit	55.40%	62.34%	-43470	-22.29%	Oos
Euronics	45.25%	60.79%	-67489	-37.39%	Oos
Expert	62.93%	60.67%	-26489	-6.75%	Oos
Boulanger	52.69%	58.77%	-48802	-20.21%	Oos
UniEuro	50.30%	58.22%	-89065	-23.90%	Oos
Radio Popular	52.94%	56.74%	-49354	-18.61%	Oos
Power	54.06%	56.72%	-11212	-10.18%	Oos
Flawless Stores	50.73%	56.29%	-21201	-24.72%	Oos
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	Oos
Info Stores	50.29%	55.99%	-19146	-22.61%	Oos
Premium Stores	51.71%	55.64%	-17551	-8.04%	Oos
Sorefoz	23.48%	55.21%	-100677	-61.15%	Oos
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	Oos
Fnac-Darty	48.56%	54.33%	-36952	-23.35%	Oos
Elkjøp	26.90%	53.55%	-115397	-60.92%	Oos
Chin 7	24.56%	52.11%	85202	25.01%	Oos

Forecasting Accuracy Performance Over Time



Segment Key Performance Indicators

segment	Forecast Accuracy %	Forecast Accuracy LY%	Net error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.0%	El
Desktop	87.53%	84.37%	78576	-13.8%	El
Networking	93.06%	90.40%	-12967	-13.7%	Oos
Notebook	87.24%	79.99%	-47221	-14.1%	Oos
Storage	71.50%	83.54%	-628266	-13.8%	Oos
Peripherals	68.17%	83.23%	-3204280	-14.0%	Oos





region, market

All

customer

All

Segment By Category By Pro...

All

2019

2020

2021

2022
EST

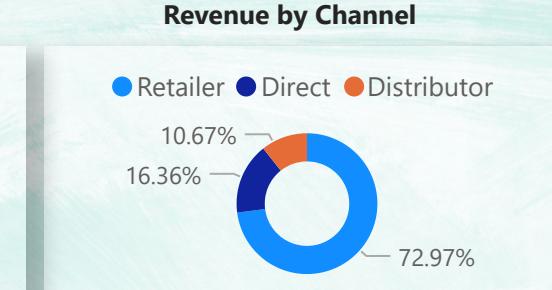
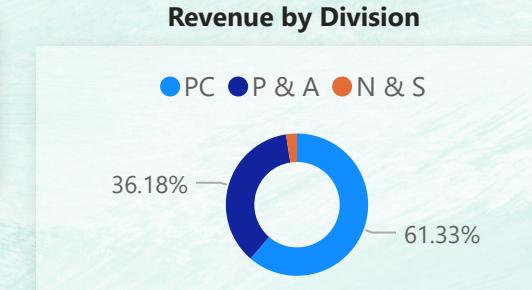
YTD

YTG

Q1

Q2

Q3



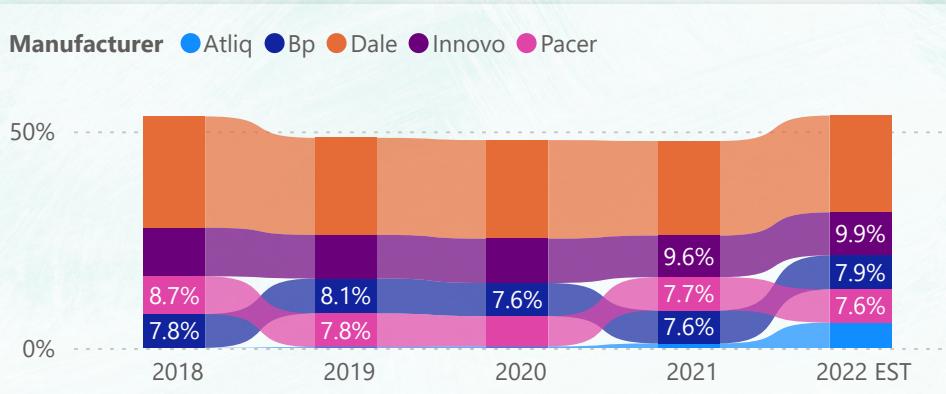
Key insights by SubZone

sub_zone	NS \$	RC%	GM %	Net Profit %	Risk	Atliq MS%
ANZ	\$189.78M	5.1%	43.50%	-7.4%	Oos	1.36%
India	\$945.34M	25.3%	35.75%	-23.0%	Oos	13.26%
NE	\$457.71M	12.3%	32.80%	↓	Oos	6.80%
ROA	\$788.66M	21.1%	34.19%	↓	Oos	8.32%
SE	\$317.78M	8.5%	37.03%	↓	Oos	16.40%
LATAM	\$14.82M	0.4%	35.02%	↓	EI	0.28%
NA	\$1,022.09M	27.4%	44.97%	-14.2%	EI	4.87%

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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers and Products by Net Sales

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

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, YOY=Year on Year, YTD=Year To Date, YTG=Year To Go, EI=Excess Inventory, OOS=Out Of Stock

Vs LY

Vs Target



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](#).



Business Insights 360 Support

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Check out the contingency plan

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