



# BUSINESS INSIGHTS 360



Get your issues resolved by connecting to our support specialist.



## 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 / aggregation of the above for any period of time or 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 Products(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.



## EXECUTIVE

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



region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

YTD

YTG

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM%

-13.98%!

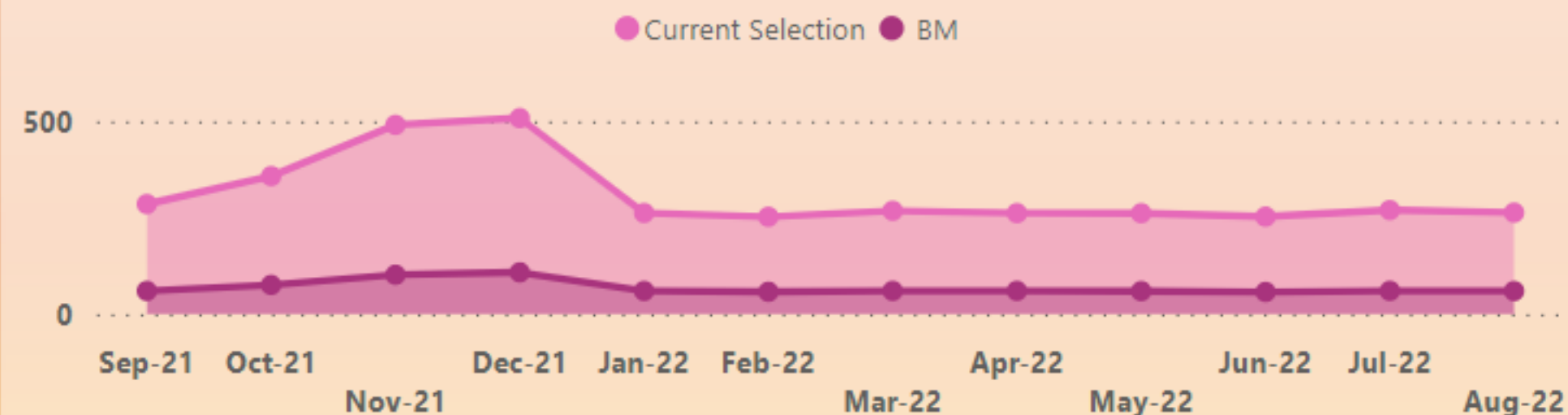
BM: -0.07 (-110.79%)

Net Profit %

## Profit and Loss Statement

Line Item	2022Est	BM	Chg	Chg %
Gross Sales	1,664.64	1,664.64	5,705.50	342.75
Pre Invoice Deduction	392.50	392.50	1,334.51	340.00
Net Invoice Sales	1,272.13	1,272.13	4,370.99	343.59
- Post Discounts	281.64	281.64	961.90	341.54
- Post Deductions	166.65	166.65	496.77	298.09
Total Post Invoice Deduction	448.29	448.29	1,458.67	325.39
Net Sales	823.85	823.85	2,912.32	353.50
- Manufacturing Cost	497.78	497.78	1,699.50	341.42
- Freight Cost	22.05	22.05	78.43	355.64
- Other Cost	3.39	3.39	12.14	358.03
Total COGS	523.22	523.22	1,790.07	342.13
Gross Margin	300.63	300.63	1,122.25	373.30
Gross Margin %	36.49	36.49	1.59	4.37
GM / Unit	5.99	5.99	9.77	162.95
Operational Expense	-355.28	-355.28	-1,590.02	447.54
Net Profit	-54.65	-54.65	-467.77	855.93
Net Profit %	-6.63	-6.63	-7.35	110.79

## Net Sales Performance Over Time



## Top / Bottom products &amp; customer by Net Sales

region	P&L values	Chng %
APAC	1,923.77	335.27
Australia	119.33	332.38
Amazon	17.13	333.13
AtliQ e Store	16.39	311.42
AtliQ Exclusive	19.42	333.83
Digimarket	18.70	370.91
Electricalsociety	16.74	324.45
Forward Stores	15.18	296.18
Sound	15.77	358.87
Bangladesh	36.41	299.56
China	147.43	393.51
Total	3,736.17	353.50

segment	P&L values	Chng %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Personal Laptop	539.83	377.41
Gaming Laptop	619.25	688.58
Business Laptop	421.35	462.67
Networking	38.43	-14.89
Total	3,736.17	353.50

BM= Bench Mark, LY= Last Year





region, market

All

segment, category, product

All

customer

All

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vs  
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YTD

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## CUSTOMER PERFORMANCE

customer	NS	GM	GM%
Amazon	\$496.88M	\$182.77M	36.78%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
AtliQ e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalshelval	\$68.05M	\$25.34M	37.24%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

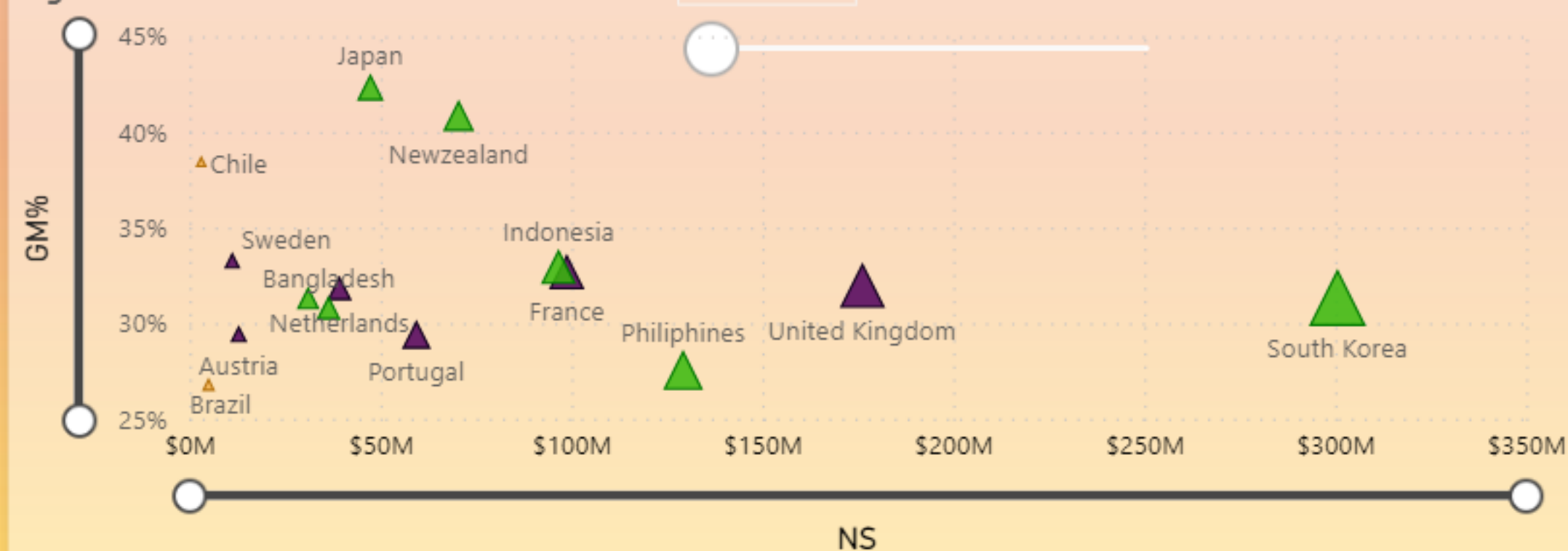
## PRODUCT PERFORMANCE

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

Show NP%

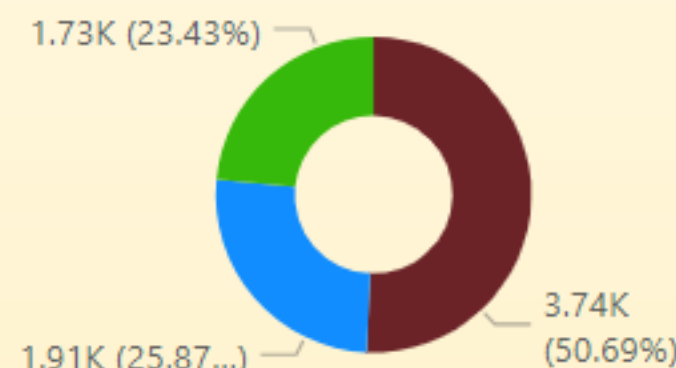
## PERFORMANCE MATRIX

region ▲ APAC ▲ EU ▲ LATAM

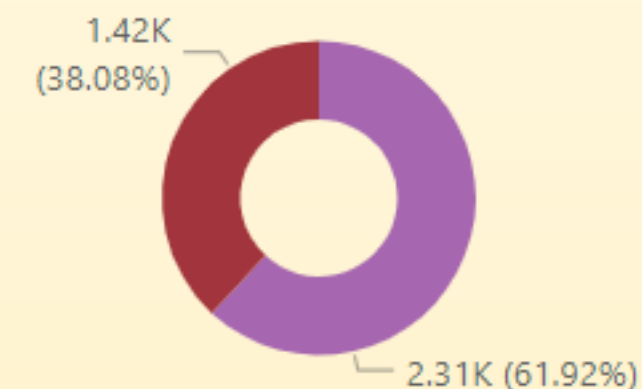


## UNIT ECONOMICS

● Net Sales ● Total Post Inv... ● Pre Invoic...



● Total COGS ● Gross Margin





region, market

All

segment, category, product

All

customer

All

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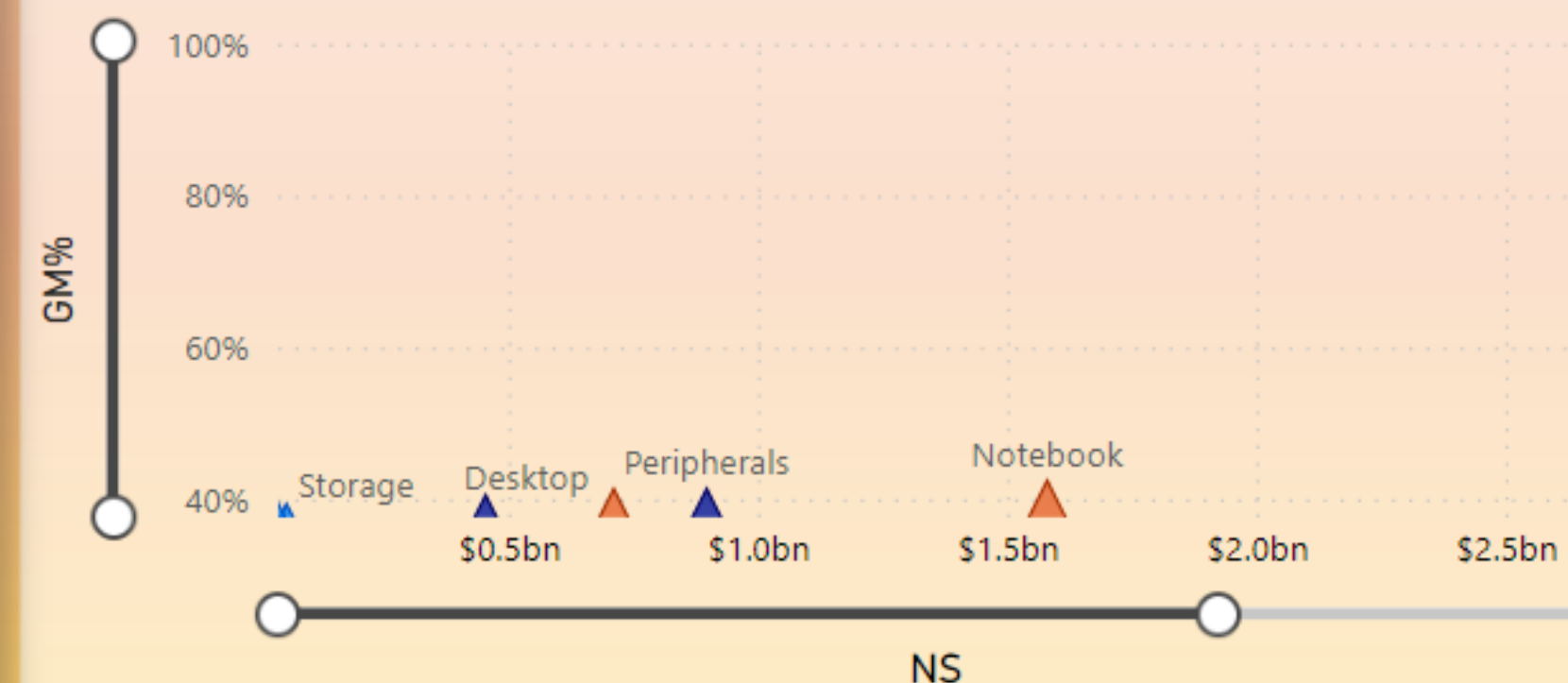
YTG

## PRODUCT PERFORMANCE

segment	NS	GM	GM%	Net Profit \$	Net Profit %
<b>Accessories</b>	<b>\$454.10M</b>	<b>\$172.61M</b>	<b>38.01%</b>	<b>-63.78M</b>	<b>-14.05%</b>
Batteries	\$71.37M	\$26.84M	37.61%	-10.27M	-14.40%
Keyboard	\$225.25M	\$85.98M	38.17%	-31.24M	-13.87%
Mouse	\$157.48M	\$59.79M	37.96%	-22.26M	-14.14%
<b>Desktop</b>	<b>\$711.08M</b>	<b>\$272.39M</b>	<b>38.31%</b>	<b>-97.79M</b>	<b>-13.75%</b>
Business Laptop	\$343.89M	\$131.60M	38.27%	-47.47M	-13.80%
Personal Desktop	\$367.18M	\$140.79M	38.34%	-50.32M	-13.70%
<b>Networking</b>	<b>\$38.43M</b>	<b>\$14.78M</b>	<b>38.45%</b>	<b>-5.27M</b>	<b>-13.72%</b>
Wi fi extender	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
<b>Notebook</b>	<b>\$1,580.43M</b>	<b>\$600.96M</b>	<b>38.03%</b>	<b>-222.16M</b>	<b>-14.06%</b>
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## PERFORMANCE MATRIX

division ▲ N &amp; S ▲ P &amp; A ▲ PC

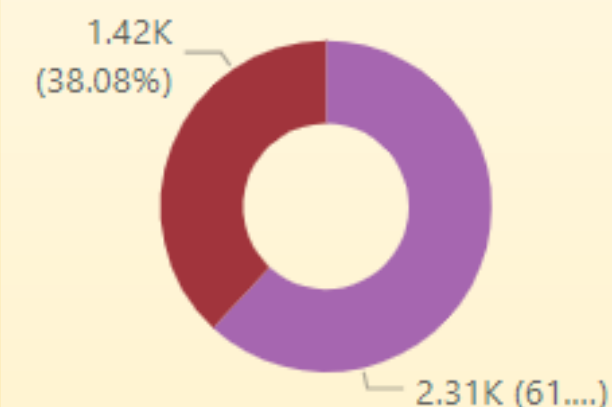


## REGION / MARKET / CUSTOMER PERFORMANCE

region	NS	GM	GM%	Net Profit \$	Net Profit %
<b>APAC</b>	<b>\$1,923.77M</b>	<b>\$690.21M</b>	<b>35.88%</b>	<b>-281.16M</b>	<b>-14.62%</b>
Australia	\$119.33M	\$53.79M	45.08%	-12.02M	-10.07%
Bangladesh	\$36.41M	\$11.21M	30.79%	-1.34M	-3.68%
China	\$147.43M	\$67.20M	45.58%	-9.33M	-6.33%
India	\$945.34M	\$337.98M	35.75%	-217.32M	-22.99%
Indonesia	\$96.61M	\$31.82M	32.93%	-13.25M	-13.71%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## UNIT ECONOMICS

Total COGS Gross Margin



Increase Decrease







region, market

All

segment, category, product

All

customer

All

2018

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Q1

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YTG

81.17%✓

LY: 0.80 (+1.2%)

Forecast Accuracy

-3472690!

LY: -751714 (-361.97%)

Net Error

6899044!

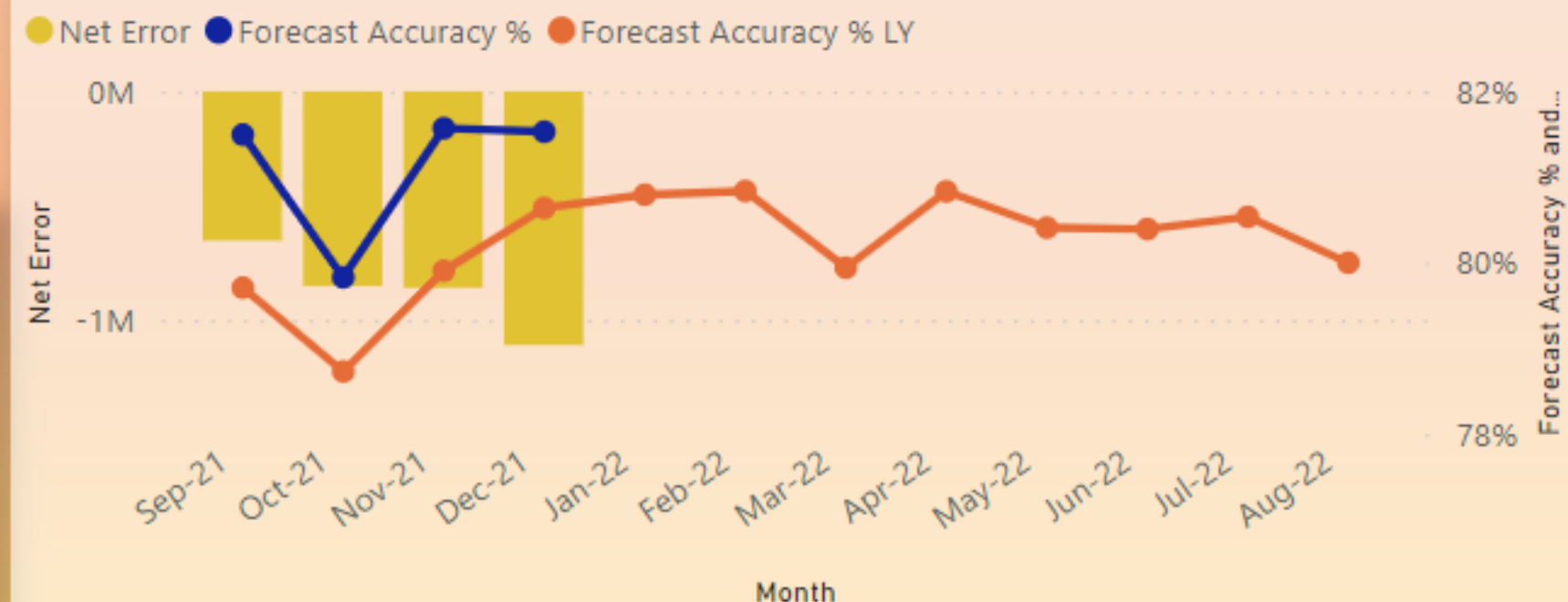
LY: 9780738 (-29.46%)

ABS Error

## KEY METRICS BY CUSTOMER

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74%	EI
All-Out	43.96%	0.29	-150	-0.32%	OOS
Amazon	73.79%	0.75	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	0.56	-23040	-17.60%	OOS
Atlas Stores	49.53%	0.48	-4182	-2.31%	OOS
AtliQ e Store	74.22%	0.75	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	0.72	-359242	-11.91%	OOS
BestBuy	46.60%	0.35	81179	16.72%	EI
Billa	42.63%	0.18	3704	3.91%	EI
Boulanger	52.69%	0.59	-48802	-20.21%	OOS
Chip 7	34.56%	0.53	-85293	-35.01%	OOS
Chiptec	50.49%	0.53	-20102	-11.36%	OOS
Circuit City	46.17%	0.35	85248	16.55%	EI
Control	52.06%	0.47	64731	13.01%	EI
Coolblue	47.66%	0.53	-34790	-15.34%	OOS
Costco	51.95%	0.49	101913	15.79%	EI
Croma	36.58%	0.43	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	0.36	8104	6.00%	EI
Digimarket	28.21%	0.41	-95328	-46.59%	OOS
<b>Total</b>	<b>81.17%</b>	<b>0.80</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

## ACCURACY/ NET ERROR TREND



## KEY METRICS BY PRODUCT

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	0.78	341468	-14.05%	EI
Desktop	87.53%	0.84	78576	-13.75%	EI
Networking	93.06%	0.90	-12967	-13.72%	OOS
Notebook	87.24%	0.80	-47221	-14.06%	OOS
Peripherals	68.17%	0.83	-3204280	-14.03%	OOS
Storage	71.50%	0.84	-628266	-13.76%	OOS
<b>Total</b>	<b>81.17%</b>	<b>0.80</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>OOS</b>



2018

2019

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Q1

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## KPIs

Net Sales  
**\$3.74bn**✓  
BM: 823.85M  
(+353.5%)

GM%  
**38.08%**✓  
BM: 36.49% (+4.37%)

Net Profit %  
**-13.98%**!  
BM: -0.07 (-110.79%)

Forecast Accuracy %  
**81.17%**✓  
LY: 0.80 (+1.2%)

BM= Bench Mark  
LY= Last Year  
EI= Excess Inventory  
OOS= Out of Stock

region, market

All

segment, category, product

All

customer

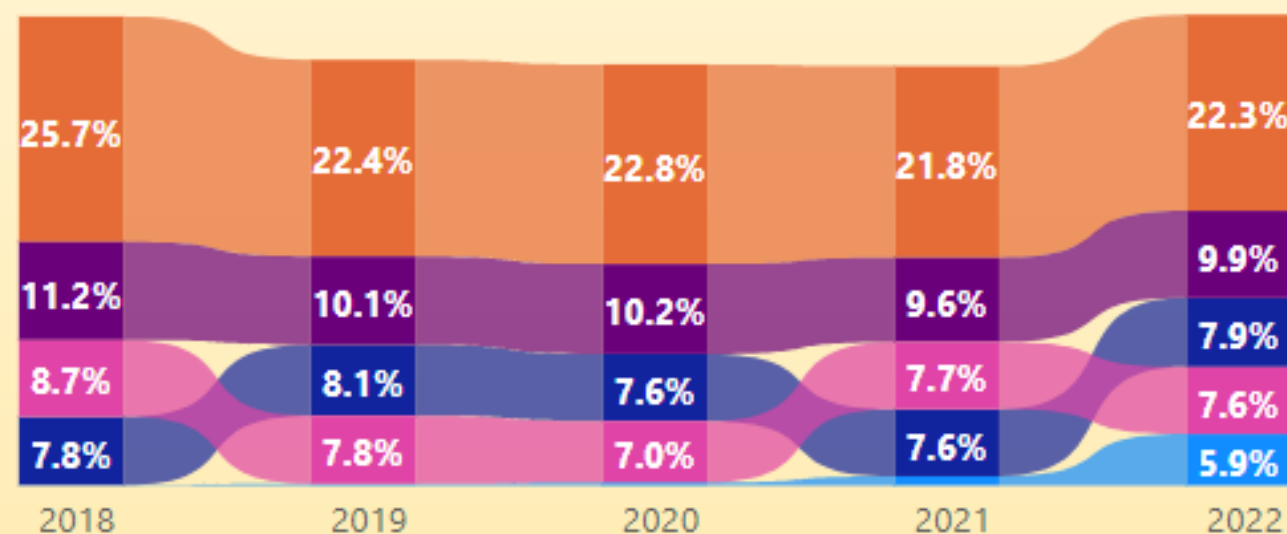
All

## Key Insights by Sub Zone

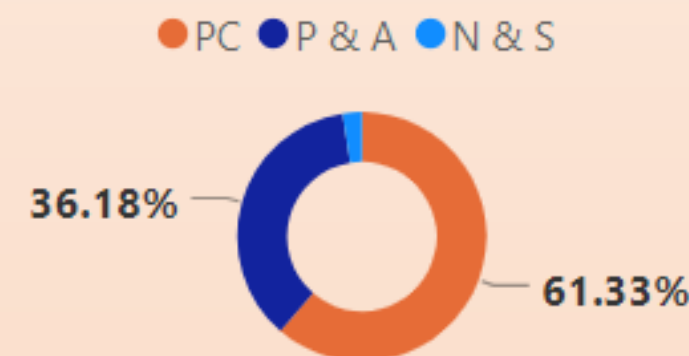
sub_zone	NS	RC%	GM%		Net Profit %	AtliQ MS%	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	↑	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	↑	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	↑	-7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI

## PC Market Trend of Atli Q and Competitors

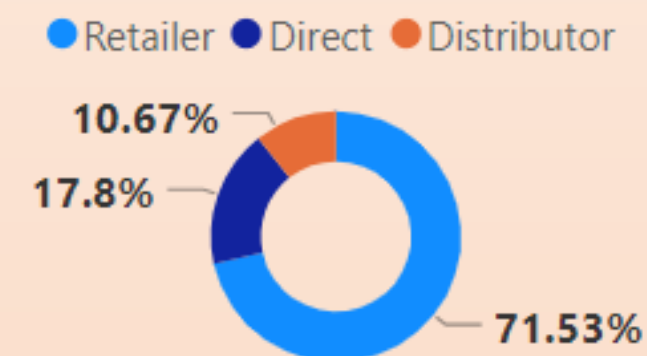
Attribute ● atliq ● bp ● dale ● innovo ● pacer



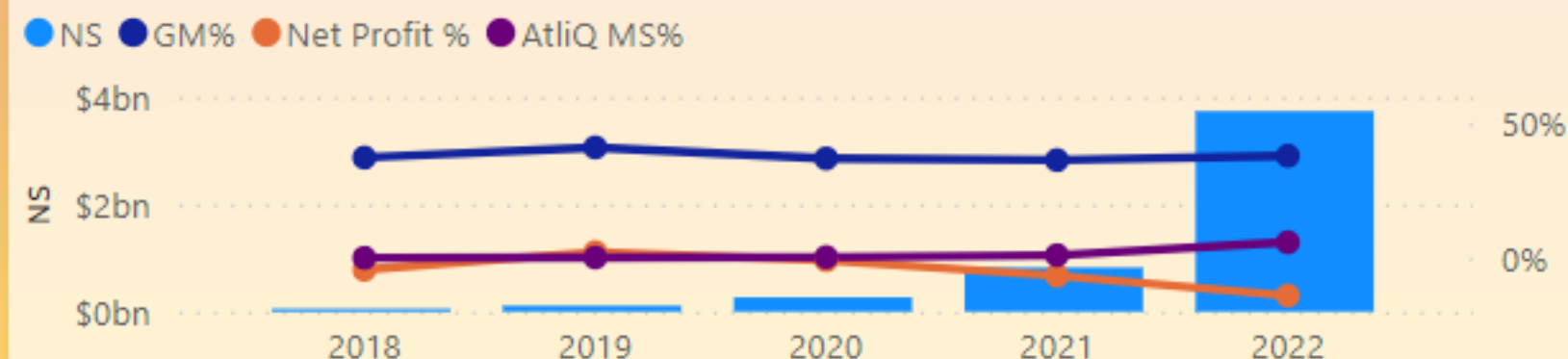
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

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

## 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% ↑
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>