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

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.

Report Refresh Date : 4/11/2023 2:44:17 AM

Values are in Dollars & Millions

Sales date loaded until : 12/1/2021

Filters

Business Insights 360, Home

Data updated on 4/27/23, 11:49 PM

region, market: All

customer: All

segment, category: All

2018 | 2019 | 2020 | 2021 | 20... | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Tra...

Filters

$3.7bn !
BM: $3.8bn (-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	2022 EST	BM	Chg	chg %
Gross Sales	7370.1			
Pre Invoice Deduction	1727.0			
Net Invoice Sales	5643.1			
- Post Discounts	1243.5			
- Post Deductions	663.4			
Total Post Invoice Deduction	1907.0			
Net Sales	3736.2	3807.1	-70.9	-1.9
- Manufacturing Cost	2197.3			
- Freight Cost	100.5			
- Other Cost	15.5			
Total COGS	2313.3			
Gross Margin	1422.9	1459.5	-36.6	-2.5
Gross Margin %	38.1	38.3	-0.3	-0.7
GM / Unit	15.8			
Operational Expense	-1945.3			
Net Profit	-522.4	-540.3	17.8	-3.3
Net Profit %	-14.0	-14.2	0.2	-1.5

Net Sales Performance Over Time

Top/Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY Chg %
APAC	1,923.77	-2.48%
EU	775.48	-1.13%
LATAM	14.82	-1.60%
NA	1,022.09	-1.24%

segment	P & L Values	P & L YoY Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	

BM = Benchmark, LY = Last Year

Business Insights 360, Finance View
Data updated on 4/27/23, 11:49 PM

region, market: All

customer: All

segment, category: All

2018 | 2019 | 2020 | 2021 | 20... | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Traget

Filters

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%
Electricalslytical	$68.05M	25.34M	37.24%
Electricalsocity	$67.76M	24.41M	36.03%
Staples	$64.20M	24.99M	38.92%
Costco	$61.81M	24.15M	39.07%
Propel	$61.59M	23.03M	37.38%

Performance Matrix

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%

Unit Economics

Business Insights 360, Sales View

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region, market

All

customer

All

segment, category

All

2018 2019 2020 2021 20... Q1 Q2 Q3 Q4 YTD YTG

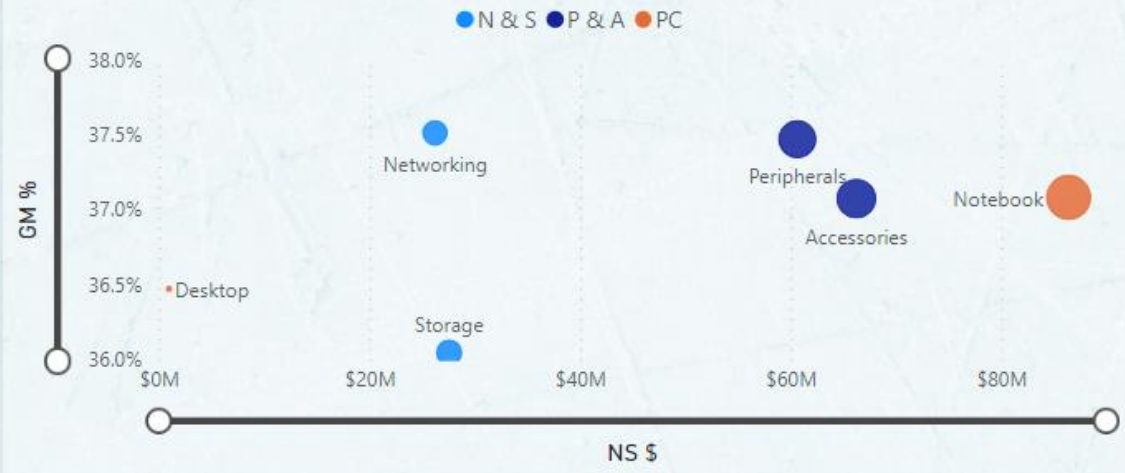
Filters

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	$0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	$26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	$86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	$60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	$27.56M	9.93M	36.05%	-0.49M	-1.78%

Show NP %

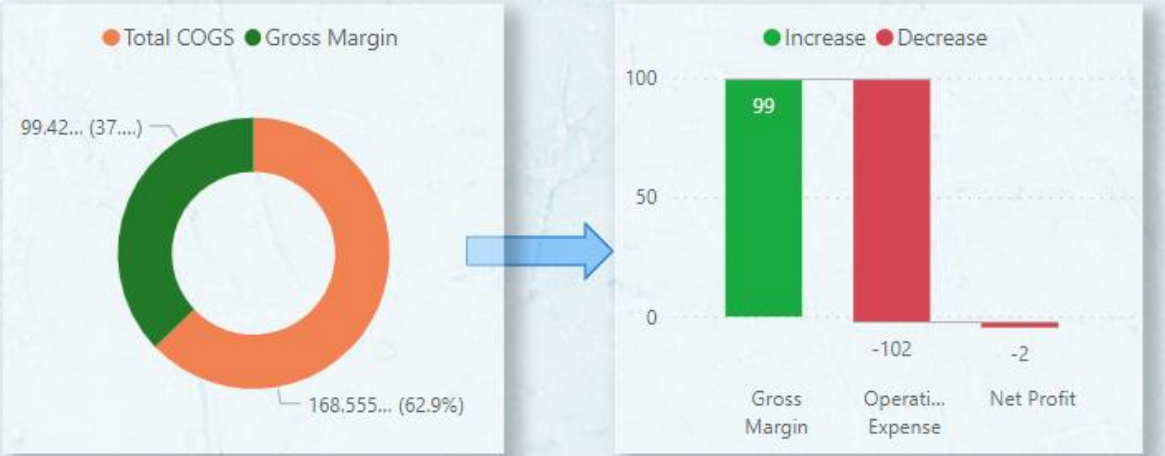
Performance Matrix



Region/Market/Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$147.98M	53.23M	35.97%	-1.5M	-1.03%
EU	$55.79M	21.10M	37.82%	0.3M	0.62%
LATAM	$2.00M	0.62M	30.96%	0.0M	-0.08%
NA	$62.21M	24.48M	39.35%	-1.1M	-1.79%

Unit Economics



Business Insights 360, Marketing View

Data updated on 4/27/23, 11:49 PM

region, market: All

customer: All

segment, category: All

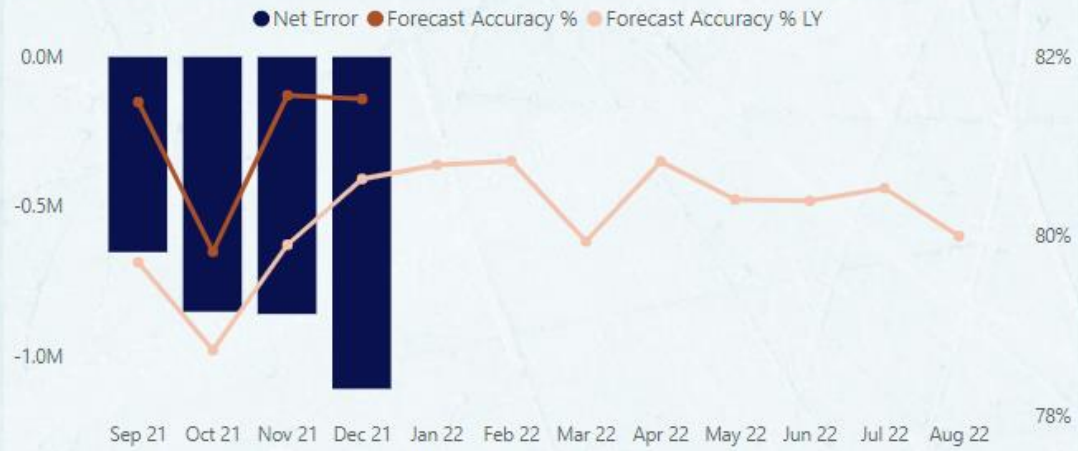
2018 2019 2020 2021 20... Q1 Q2 Q3 Q4 YTD YTG

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

-3472.69K ✓
Goal: -751.71K
Net Error

6899.04K ✓
Goal: 9780.74K (-29.46%)
ABS ERROR

Accuracy/Net Error Trend



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS

Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS

Filters

Business Insights 360, Supply Chain View
Data updated on 4/27/23, 11:49 PM

region, market: All | customer: All | segment, category: All

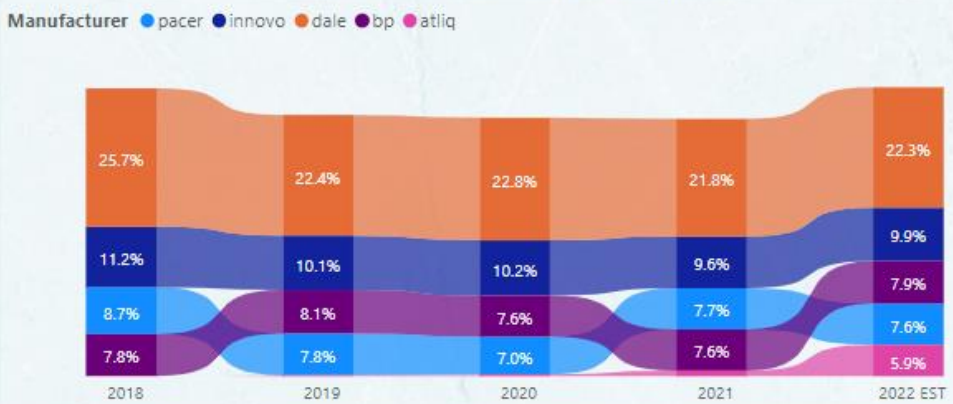
2018 | 2019 | 2020 | 2021 | 20... | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Traget

$3.7bn !	38.08% !	-13.98%✓	81.17%✓
BM: $3.8bn (-1.86%)	BM: 38.34% (-0.66%)	BM: -14.19% (+1.47%)	BM: 80.21% (+1.2%)
Net Sales	GM %	Net Profit %	Forecast Accuracy %

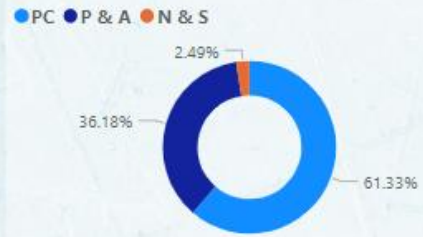
Key Insights by Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.35%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	OOS
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
LATAM	$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

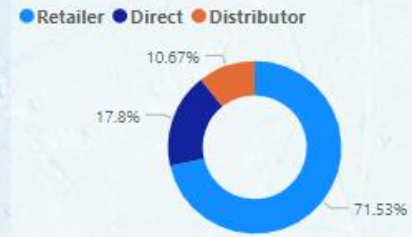
PC Market Share Trend - Atliq & Competitors



Revenue by Division



Revenue by Channel



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

Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% ↓
Atliq Exclusive	9.7%	46.01%
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

Filters

Business Insights 360, Executive View
Data updated on 4/27/23, 11:49 PM