



Business Insights 360

Finance



Download [user manual](#) and get to know the key information of this tool.



Get [P & L statement](#) for any customer / product / country or aggregation of the above over any time period and More..

Sales



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 customer(s) over key metrics like Net Sales, Gross Margin and view the same in [profitability / Growth matrix](#).

Supply Chain



Get [Forecast Accuracy](#), Net Error and risk profile for product, segment, category, customer etc.

Executive Dashboard



A [top level dashboard](#) for executives consolidating top insights from all dimensions of business.



Get your [issues resolved](#) by connecting to our support specialist.



Business Insights 360 Key Support



[Get an issue resolved](#)

[Provide Feedback](#)

[Add new requests](#)

[Check out the
contingency plan](#)

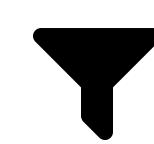
[New to Power BI?](#)



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](#).



Filter Section

Benchmark

 vs LY vs Target

Year To Date / Go

 YTD YTG

Year

2019
 2020
 2021
 2022 Est

Quarters

Qtr 1 Qtr 3
 Qtr 2 Qtr 4

By Store/s

All

By Region /Country

All

Segment / Category / Product

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales

\$267.98M

BM: 111.37M (+140.61%)

Gross Margin %

37.10%

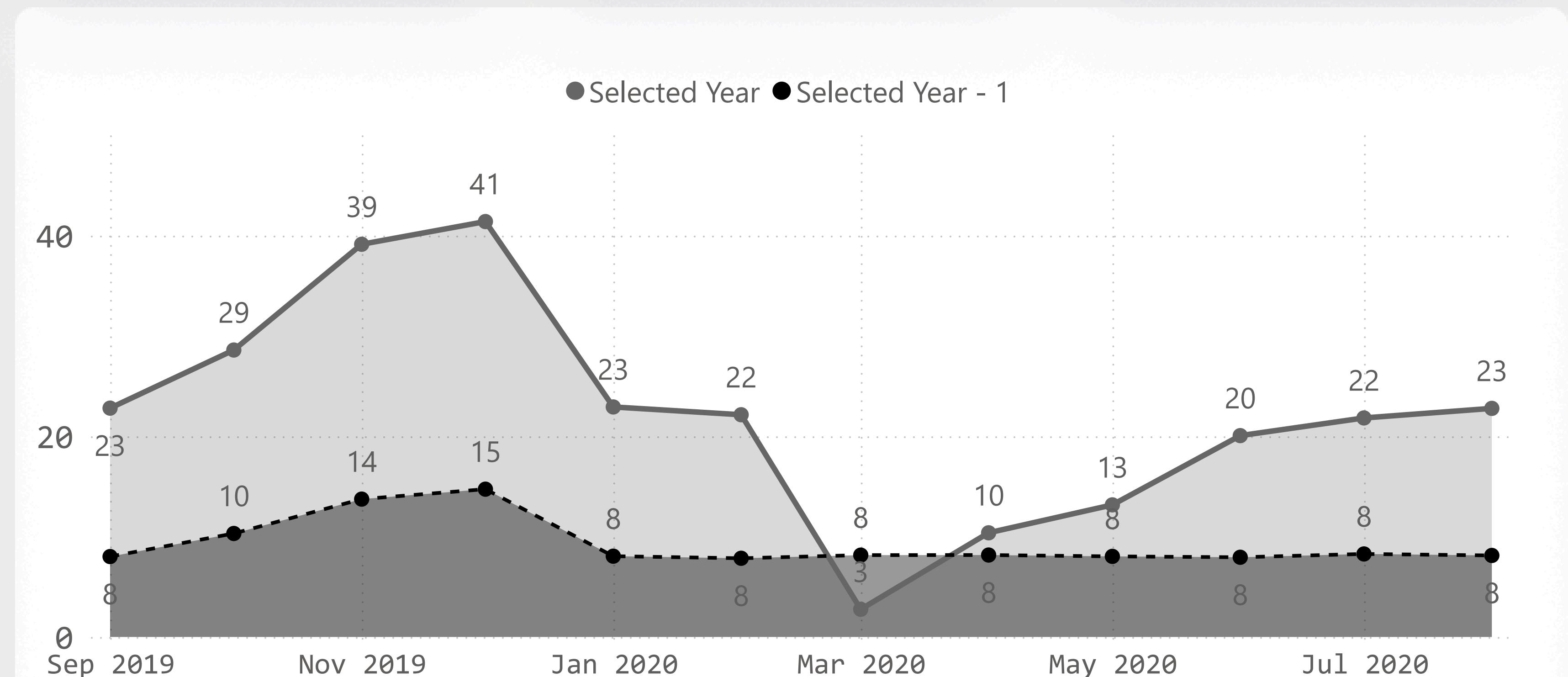
BM: 41.20% (-9.95%)

Net Profit %

-0.85%

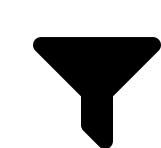
BM: 0.02 (-138.68%)

Net Sales Performance Over Time



segment	P & L values	market	P & L values
[+] Accessories	66.23	[+] Columbia	0.02
[+]	Desktop	[+] Chile	0.09
[+]	Networking	[+] Austria	0.13
[+]	Notebook	[+] Sweden	0.25
[+]	Peripherals	[+] Mexico	0.84
[+]	Storage	[+] Brazil	1.05
		[+] Japan	2.46
		[+] Spain	2.53
		[+] Newzealand	2.90
		[+] Bangladesh	2.94
		[+] Norway	3.59

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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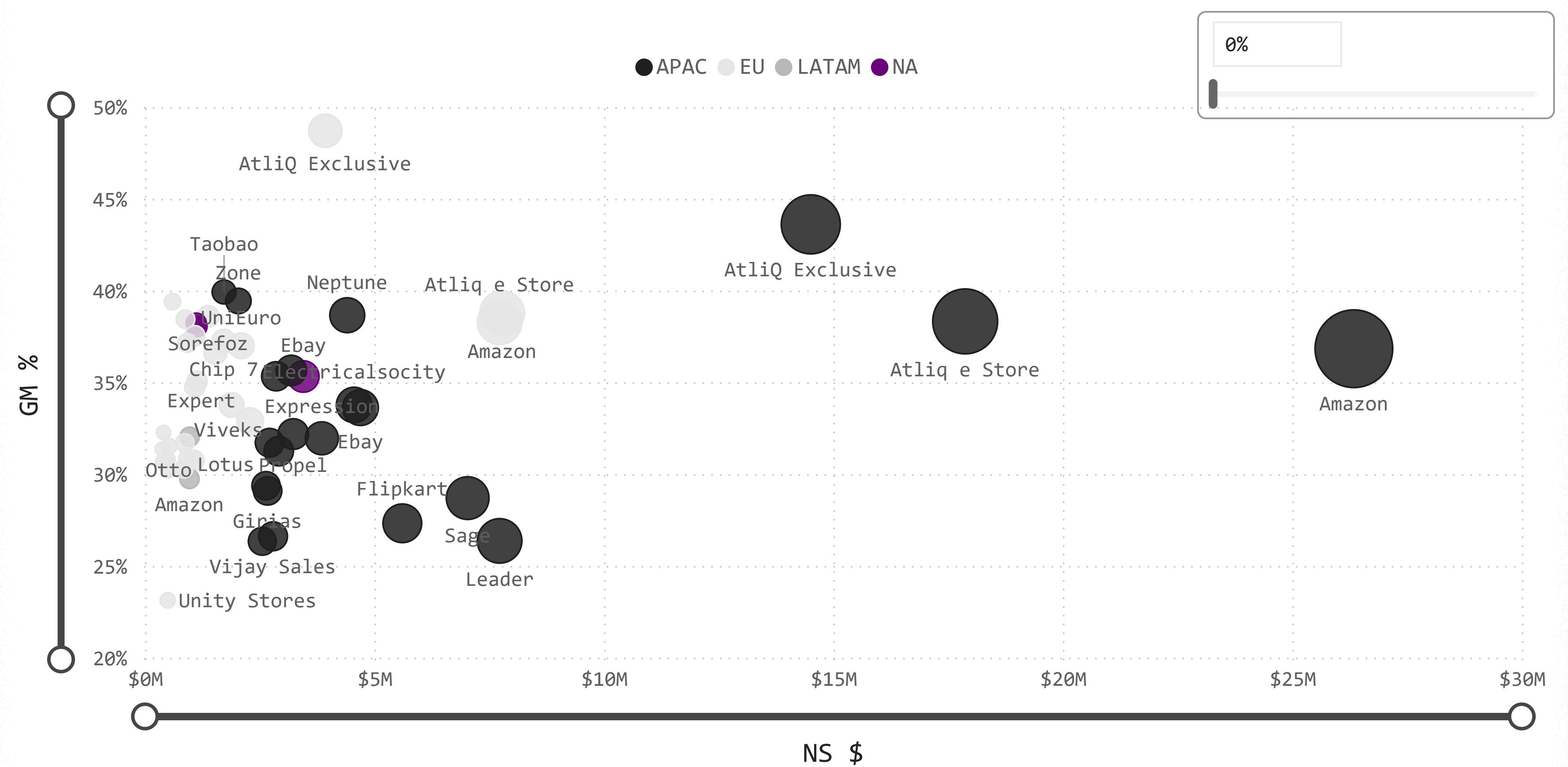
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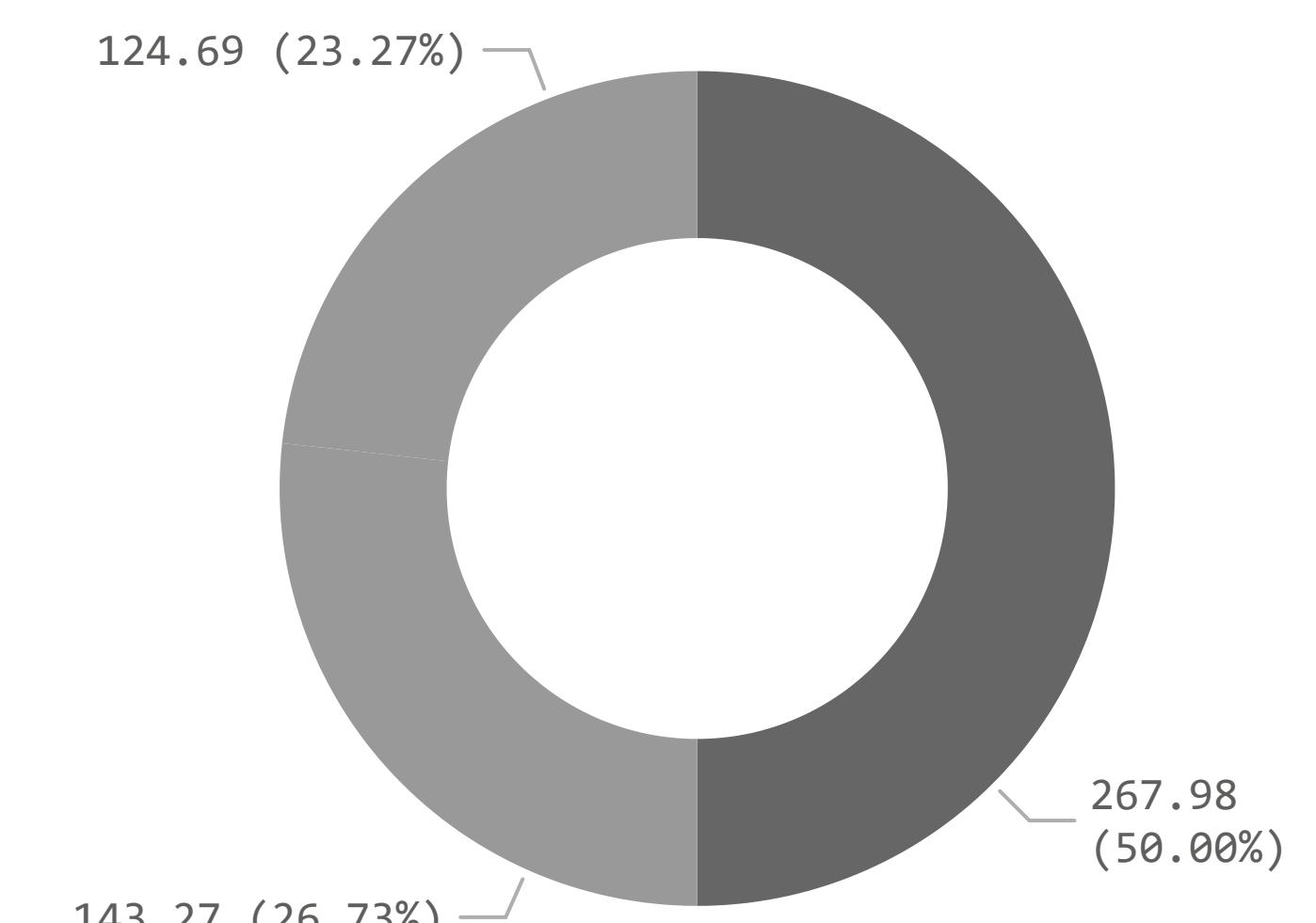
All values in Million \$

Performance Matrix



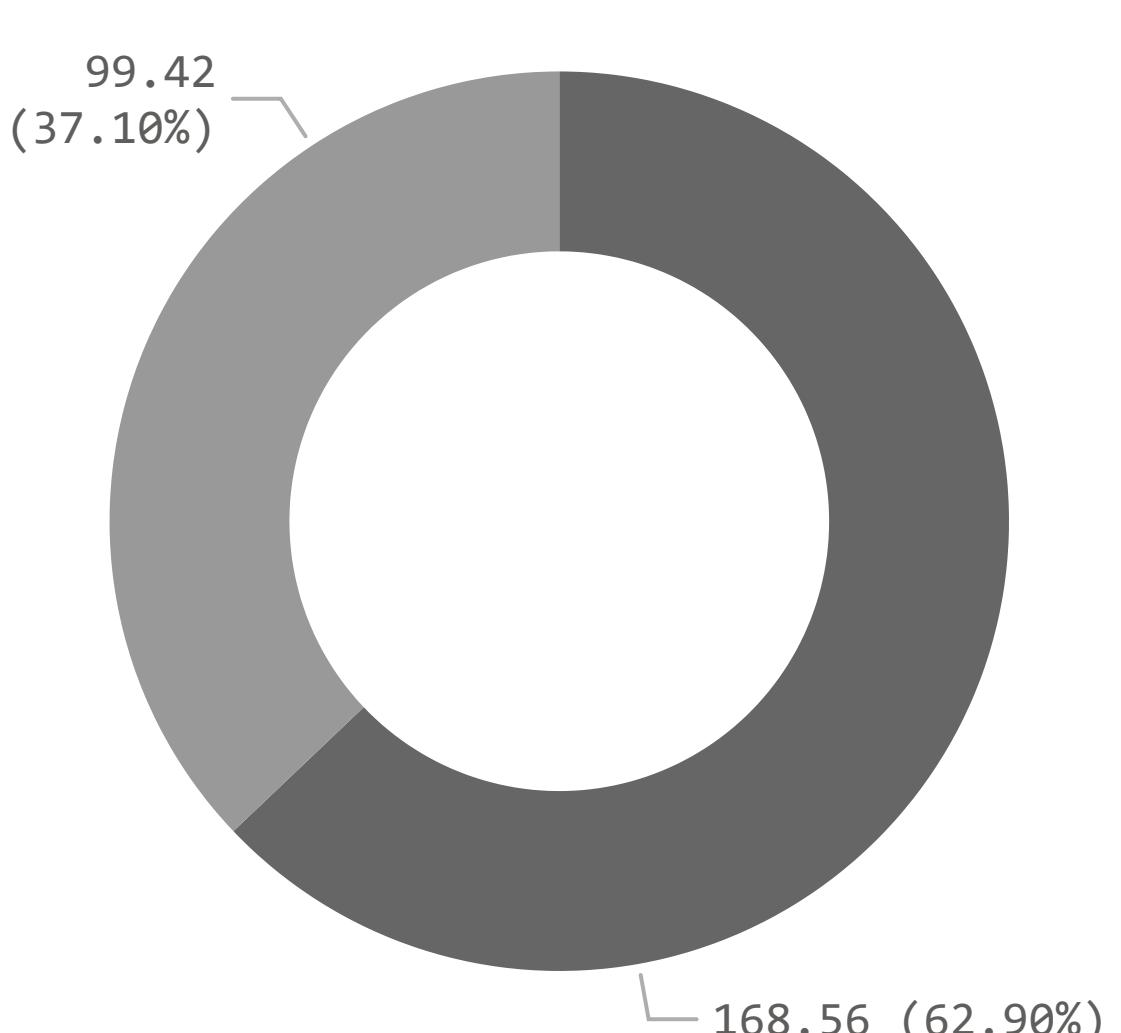
Unit Economics

● Net Sales ● Total Post Invoice D... ● Pre Invoice D...



Unit Economics

● Total COGS ● Gross Margin



Customer Performance

Customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
AtliQ e Store	\$31.74M	11.89M	37.47%
AtliQ Exclusive	\$22.97M	10.52M	45.79%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Synthetic	\$5.75M	2.54M	44.23%
Novus	\$4.88M	2.01M	41.28%
Electricalsociety	\$4.56M	1.54M	33.77%
Neptune	\$4.41M	1.70M	38.66%
Expression	\$3.86M	1.23M	31.95%
Acclaimed Stores	\$3.73M	1.38M	37.09%
Staples	\$3.71M	1.48M	39.99%
Costco	\$3.60M	1.43M	39.59%
walmart	\$3.42M	1.28M	37.43%
Electricalslytical	\$3.41M	0.93M	27.32%
Total	\$267.98M	99.42M	37.10%

Product Performance

Segment	NS \$	GM \$	GM %
Networking	\$26.22M	9.83M	37.51%
Peripherals	\$60.63M	22.72M	37.47%
Notebook	\$86.39M	32.04M	37.08%
Accessories	\$66.23M	24.56M	37.07%
Desktop	\$0.95M	0.35M	36.47%
Storage	\$27.56M	9.93M	36.05%
Total	\$267.98M	99.42M	37.10%



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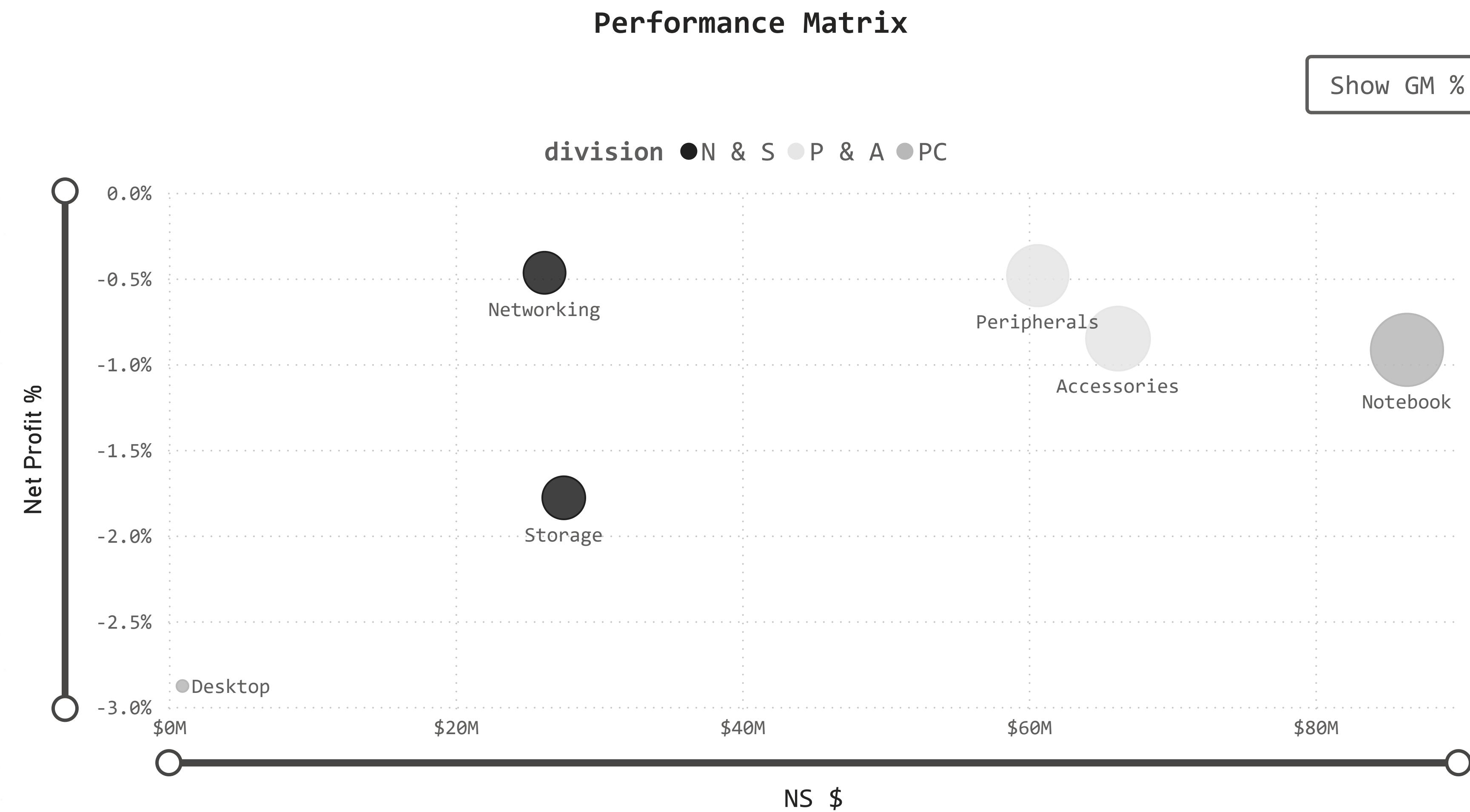
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All values in Million \$

Performance Matrix

Show GM %

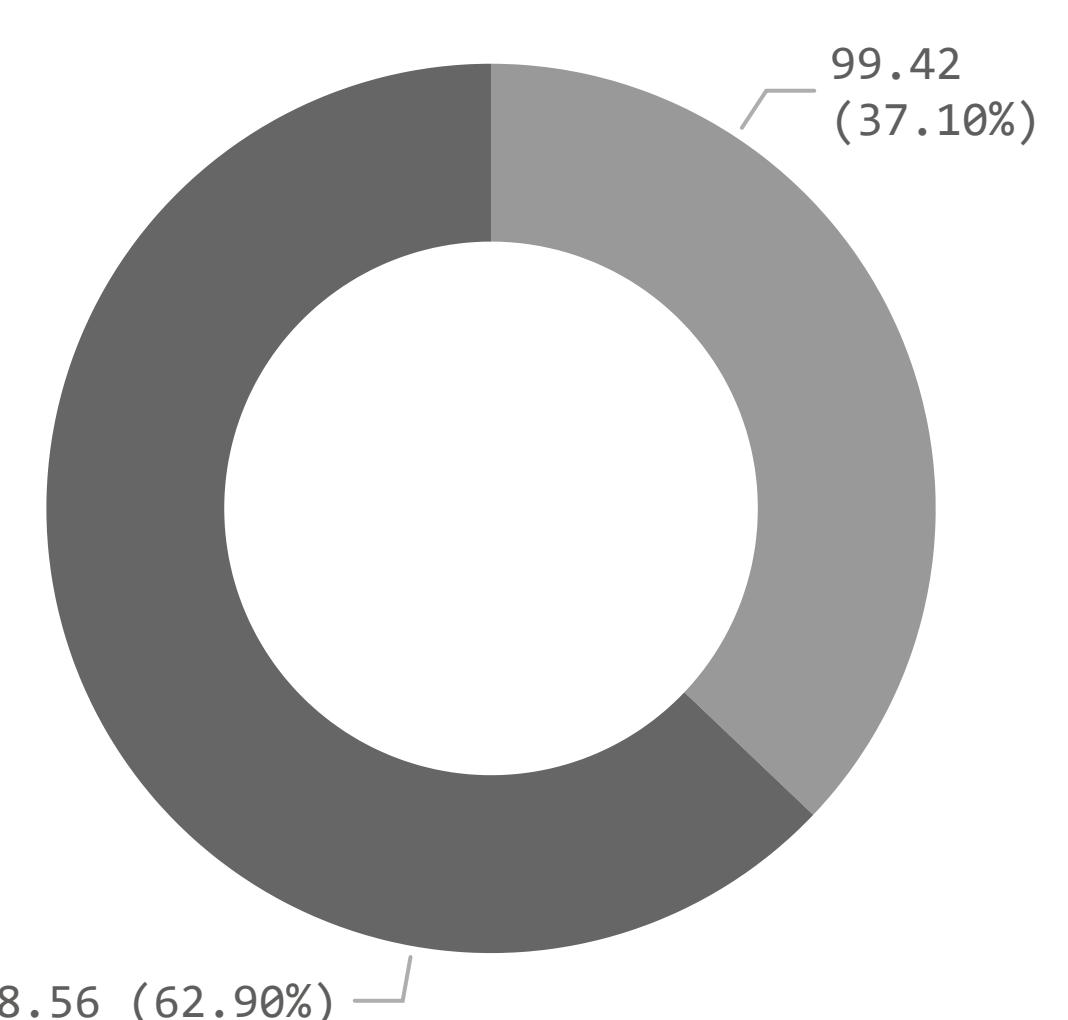


Product Performance

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%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

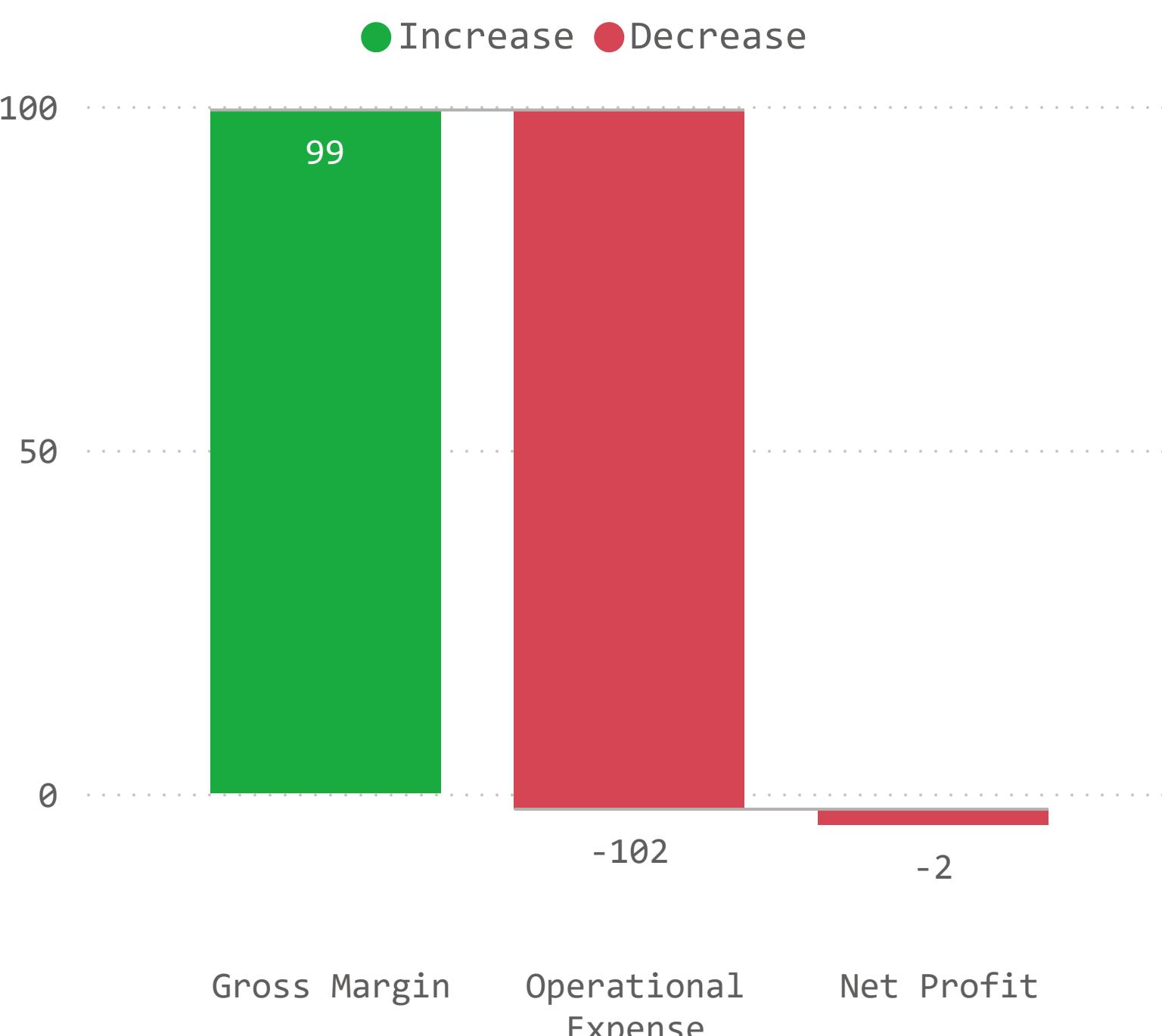
Unit Economics

● Gross Margin ● Total COGS



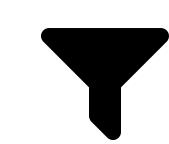
Unit Economics

● Increase ● Decrease



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%
NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%



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Forecast Accuracy

72.99%

BM: 86.45% (-15.57%)

Net Error

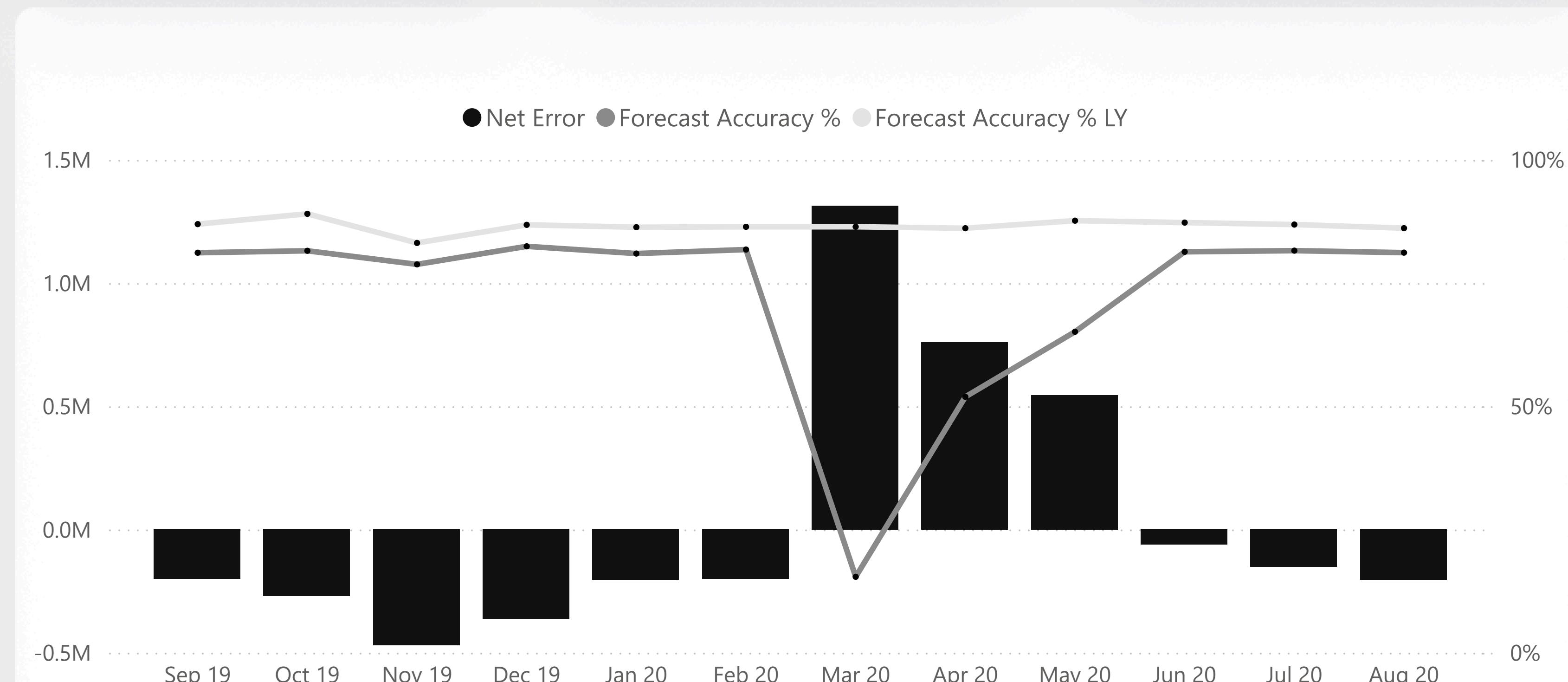
491.6K

BM: 637.48K (-22.88%)

ABS Error

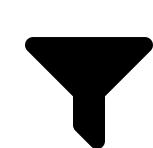
5743.2K

BM: 1547.78K (+271.06%)



segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	52.50%	81.50%	-379134	-0.47%	OOS
Peripherals	75.18%	85.06%	193476	-0.48%	EI
Accessories	71.42%	90.20%	-167818	-0.85%	OOS
Notebook	76.65%	83.02%	146640	-0.92%	EI
Storage	81.01%	80.25%	698487	-1.78%	EI
Desktop	70.07%		-52	-2.88%	OOS
Total	72.99%	86.45%	491599	-0.85%	EI

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Insight	37.11%	45.97%	70231	45.4%	EI
Novus	36.59%	41.22%	285814	44.9%	EI
Synthetic	38.32%	47.83%	261010	40.2%	EI
Elkjøp	45.00%	12.35%	78218	39.3%	EI
Media Markt	43.66%	7.98%	73908	38.3%	EI
Forward Stores	38.58%	49.83%	84187	38.0%	EI
Chip 7	41.32%	30.35%	79770	37.4%	EI
Surface Stores	42.94%	45.22%	31181	36.7%	EI
Relief	42.81%	16.73%	58627	36.3%	EI
Elite	40.14%	1.74%	47640	35.4%	EI
Premium Stores	42.85%	44.40%	60275	35.3%	EI
Nova	36.07%		1058	35.3%	EI
Nomad Stores	43.96%	45.05%	85613	34.9%	EI
Digimarket	39.69%	52.62%	87844	34.8%	EI
Sound	41.27%	51.26%	76763	34.7%	EI
Sorefoz	41.33%	32.03%	51093	32.2%	EI
Epic Stores	38.40%	1.51%	39966	29.7%	EI
UniEuro	45.77%	32.17%	62607	27.5%	EI
Electricalsbea Stores	41.94%		8182	27.2%	EI
Atlas Stores	39.19%	47.32%	24488	26.1%	EI
All-Out	35.18%		5699	25.3%	EI
Electricalsociety	42.87%	52.63%	122081	24.9%	EI
Electricalslance Stores	41.81%	57.64%	21648	24.0%	EI
Electricalsquipo Stores	39.26%	38.16%	20565	21.8%	EI
Ezone	33.17%	47.80%	59289	20.5%	EI
Radio Popular	50.36%	58.50%	39157	19.9%	EI
Reliance Digital	38.76%	46.67%	64515	19.6%	EI
Integration Stores	36.87%		4142	19.6%	EI
Girias	36.01%	50.38%	56898	19.5%	EI
Logic Stores	37.85%	41.68%	22284	18.6%	EI
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
Vijay Sales	21.18%	11.36%	51880	17.2%	EI
Total	72.99%	86.45%	491599	2.3%	EI



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All values in Million \$

Net Sales \$

\$267.98MBM: 111.37M
(+140.61%)

GM %

37.10%

BM: 41.20% (-9.95%)

Net Profit %

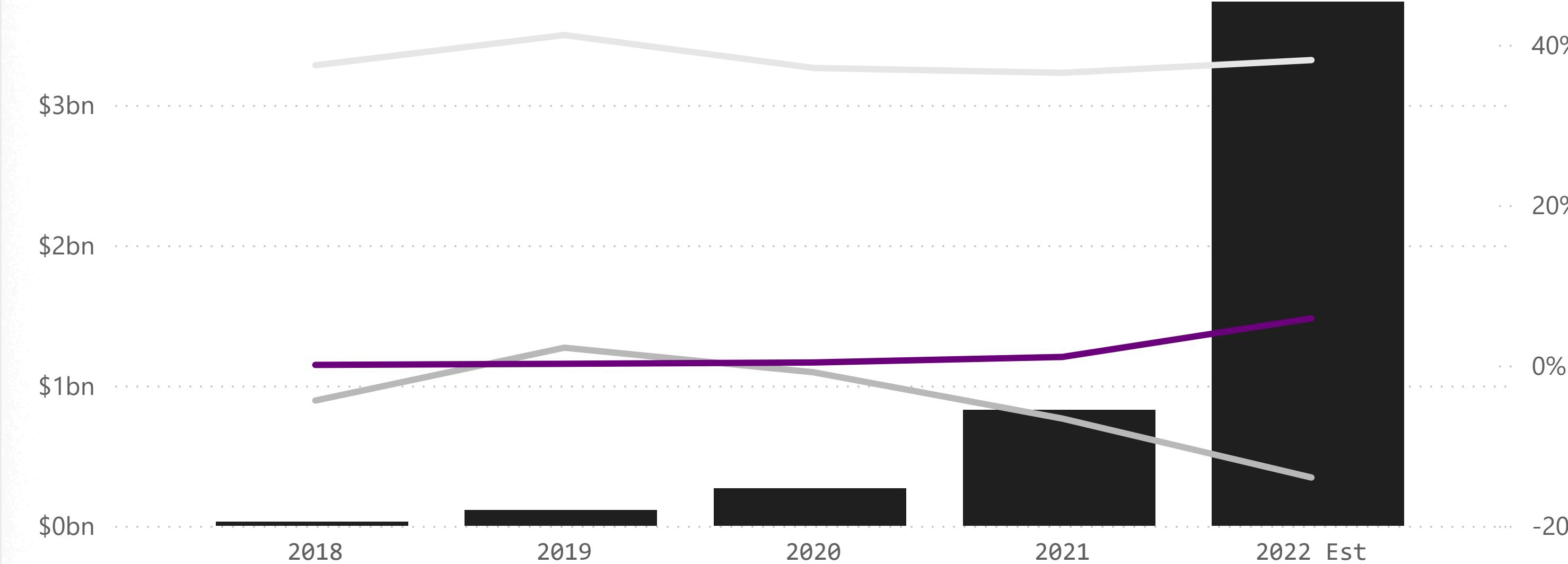
-0.85%BM: 2.21%
(-138.68%)

Forecast Accuracy

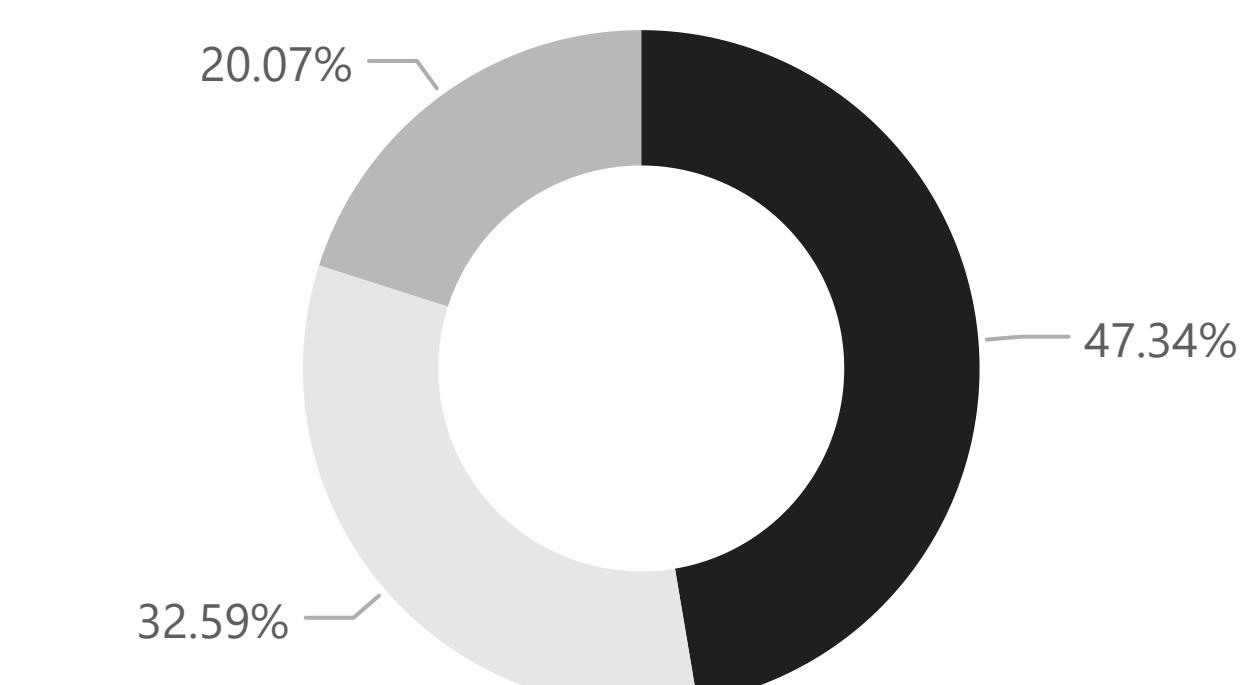
72.99%BM: 86.45%
(-15.57%)

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

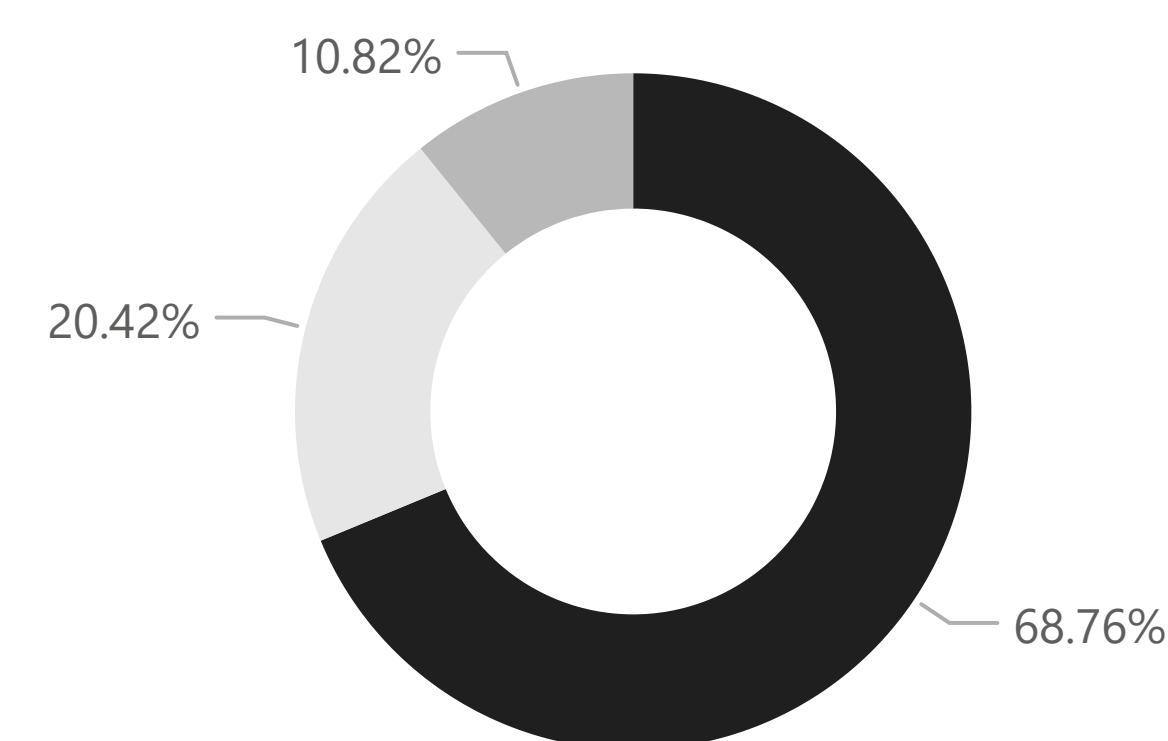
\$4bn



● P & A ● PC ● N & S



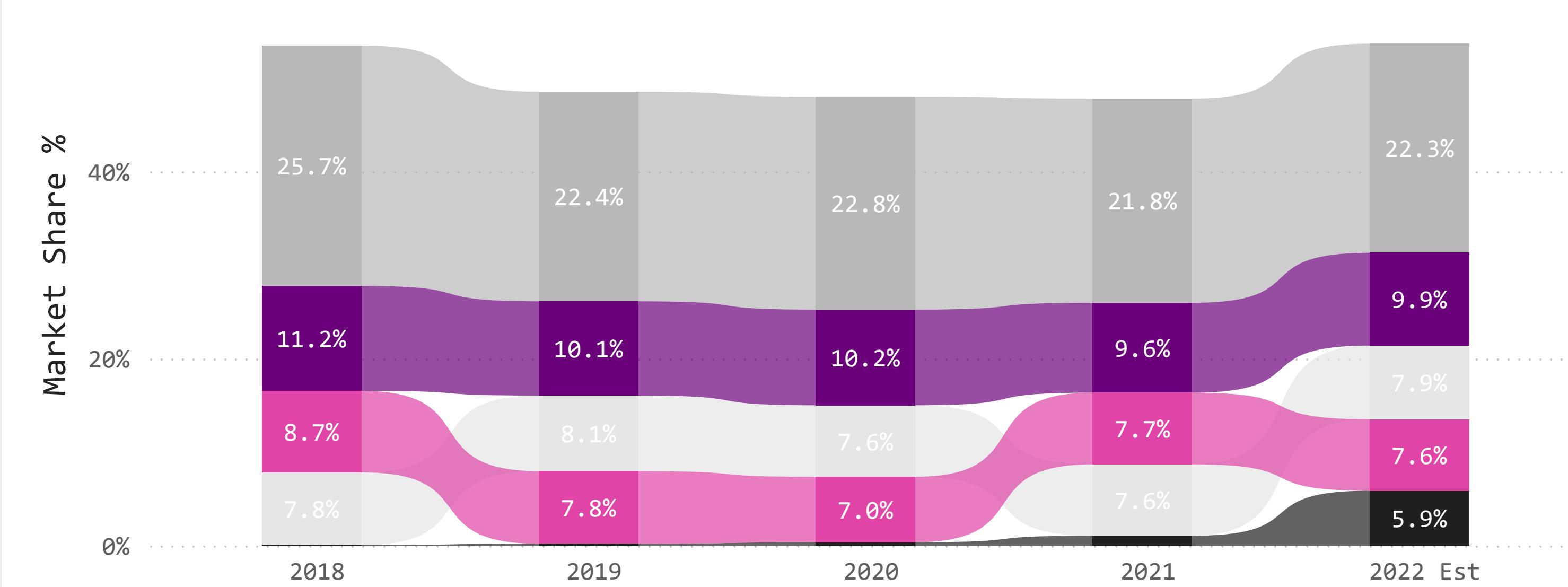
● Retailer ● Direct ● Distributor



Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$16.8M	6.3%	42.4% ↓	12.6%	0.1%	24.2%	EI
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
ROA	\$66.5M	24.8%	38.1% ↓	8.9%	0.6%	9.4%	EI
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6% ↓	7.0%	1.1%	11.0%	EI
India	\$64.7M	24.2%	32.1% ↓	-14.7%	0.8%	-0.8%	OOS
LATAM	\$2.0M	0.7%	31.0% ↓	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1% ↓	-0.9%	0.4%	2.3%	EI

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

60%



customer

customer	RC %	GM %
Sage	3.1%	31.2% ↓
Flipkart	4.1%	33.5% ↓
AtliQ Exclusive	8.6%	45.8% ↓
AtliQ e Store	11.8%	37.5% ↓
Amazon	18.6%	38.0% ↓
Total	46.2%	38.4% ↓

product

product	RC %	GM %
AQ BZ Compact	4.3%	36.5% ↓
AQ BZ Gen Y	4.5%	37.0% ↓
AQ Lite	4.3%	36.5% ↓
AQ Wi Power Dx1	4.4%	37.0% ↓
AQ Wi Power Dx2	5.4%	38.0% ↓
Total	22.9%	37.0% ↓