



# Business Insights 360



## Info

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



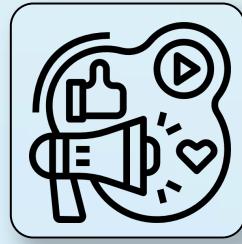
## Finance View

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



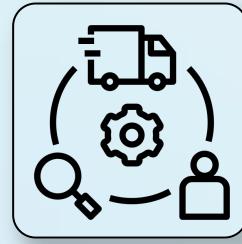
## Sales View

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



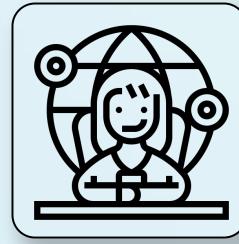
## Marketing

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.

region, mark...  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY

vs Target

**₹ 3.74bn** ✓

BM: 0.82bn (+353.5%)

**Net Sales****38.08%** ✓

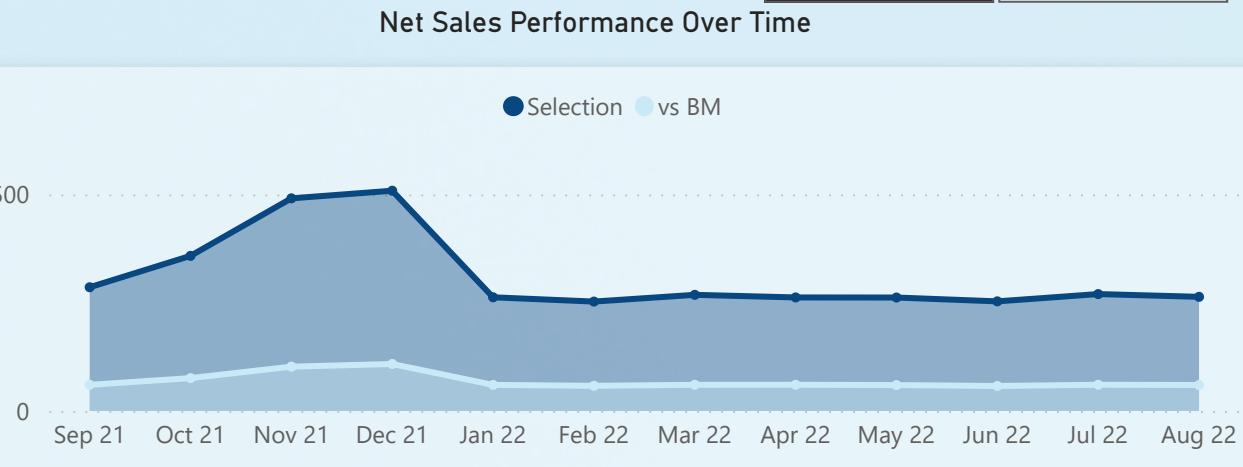
BM: 36.49% (+4.37%)

**GM %****-13.98%** !

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
Operational Expense	-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**

region	P & L	P & L Chg
	values	%
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM= Benchmark. LY= Lastyear

region, mark...  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

## Customer Performance

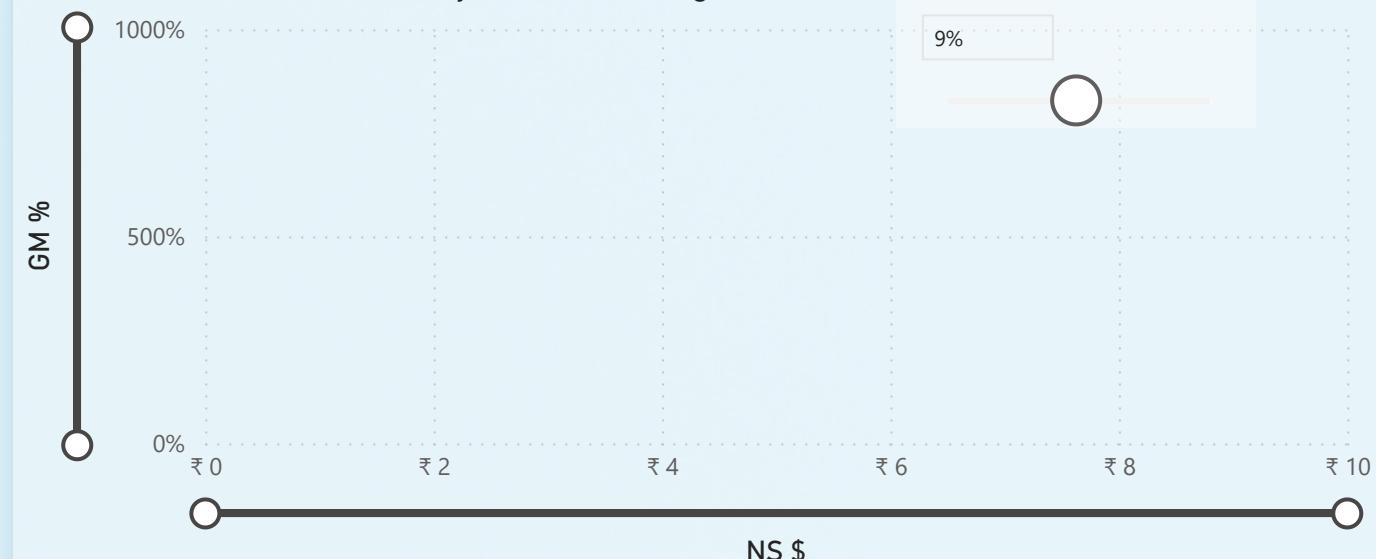
customer	NS \$	GM \$	GM %
Zone	₹ 29.3M	11.58M	39.44%
walmart	₹ 72.4M	33.06M	45.66%
Viveks	₹ 46.4M	14.68M	31.65%
Vijay Sales	₹ 55.1M	20.93M	37.96%
Unity Stores	₹ 6.3M	2.13M	33.91%
UniEuro	₹ 36.4M	11.40M	31.33%
Taobao	₹ 22.7M	9.97M	44.00%
Synthetic	₹ 52.2M	14.76M	28.25%
Surface Stores	₹ 11.0M	3.25M	29.49%
Staples	₹ 64.2M	24.99M	38.92%
<b>Total</b>	<b>₹ 3,736.2M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Product Performance

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

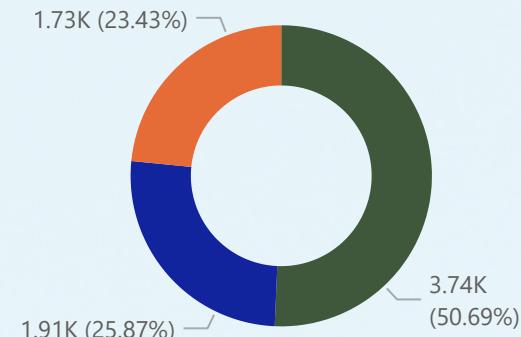
## Performance Matrix

NS \$, GM %, NS \$ and GM % by market and region

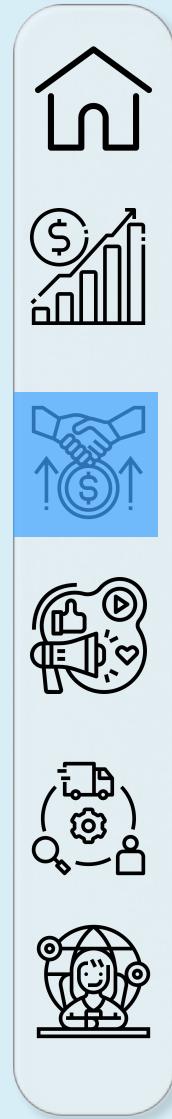
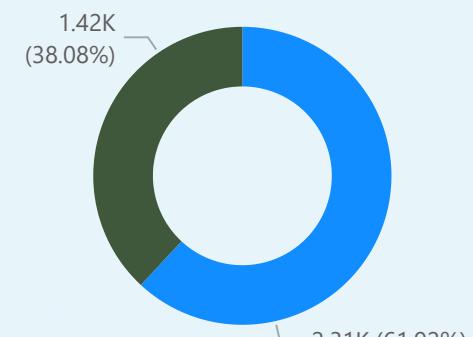


## Unit Economics

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



● Total COGS ● Gross Margin



region, mark...  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

## Product Performance

Show GM %

## Performance Matrix

segment	NS \$	GM \$	GM %	Net Profit
▪ Notebook	<b>₹ 1,580.43M</b>	<b>600.96M</b>	<b>38.03%</b>	<b>-222.16M</b>
▪ Gaming Laptop	₹ 619.25M	233.85M	37.76%	-88.61M
▪ Personal Laptop	₹ 539.83M	205.84M	38.13%	-75.38M
▪ Business Laptop	₹ 421.35M	161.27M	38.27%	-58.17M
▪ Peripherals	<b>₹ 897.54M</b>	<b>341.22M</b>	<b>38.02%</b>	<b>-125.91M</b>
▪ Desktop	<b>₹ 711.08M</b>	<b>272.39M</b>	<b>38.31%</b>	<b>-97.79M</b>
▪ Personal Desktop	₹ 367.18M	140.79M	38.34%	-50.32M
▪ Business Laptop	₹ 343.89M	131.60M	38.27%	-47.47M
Total	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>

## Region/Market/Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profi
▪ 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	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.9</b>

## NP% Visual

division • N &amp; S • P &amp; A • PC

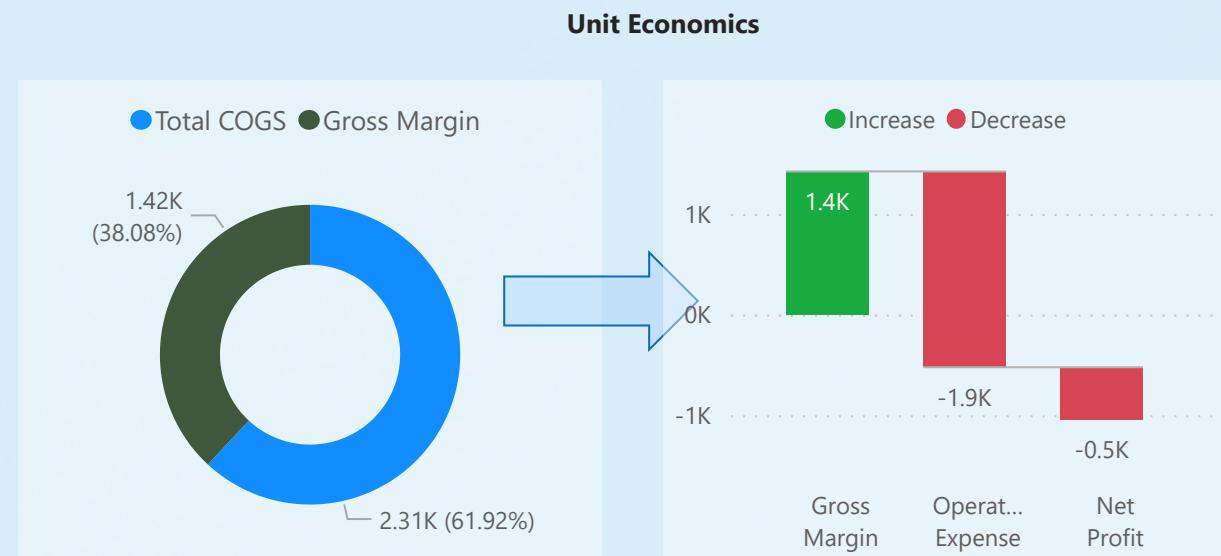


Total COGS

Gross Margin

Increase

Decrease



region, mark...  
Allcustomer  
Allsegment, cate...  
All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**81.17%✓**

LY: 80.21% (+1.2%)

**Forecast Accuracy****-3472.69K✓**

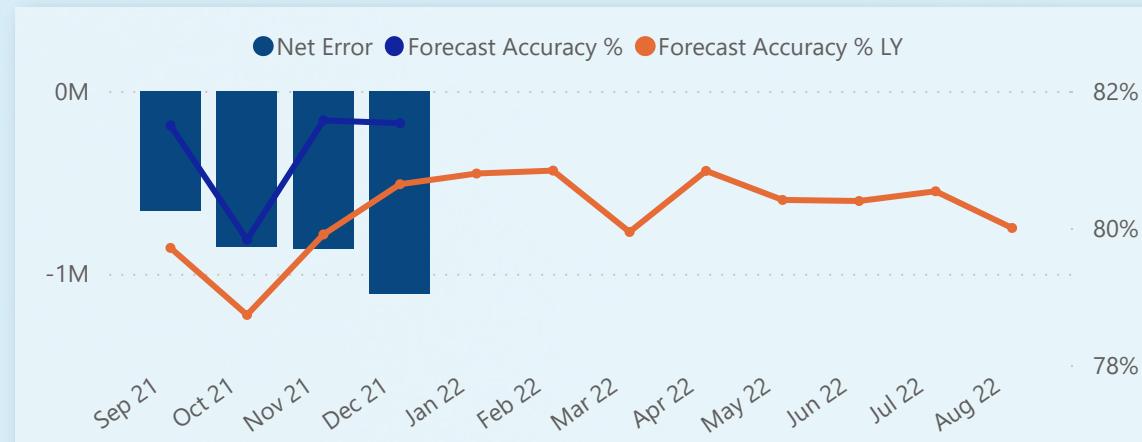
LY: -751.71K (-361.97%)

**Net Error****6899.0K✓**

LY: 9780.7K (-29.46%)

**ABS Error****Key Metrics By Customers**

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.74%	50.69%	EI
All-Out	43.96%	-150	-0.32%	29.09%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60	56.08%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
AtliQ Exclusive	70.35%	-359242	-11.91	71.69%	OOS
BestBuy	46.60%	81179	16.72%	35.31%	EI
Billa	42.63%	3704	3.91%	18.29%	EI
Boulanger	52.69%	-48802	-20.21	58.77%	OOS
Chip 7	34.56%	-85293	-35.01	53.44%	OOS
Chiptec	50.49%	-20102	-11.36	52.54%	OOS
Circuit City	46.17%	85248	16.55%	35.02%	EI
Control	52.06%	64731	13.01%	47.42%	EI
Coolblue	47.66%	-34790	-15.34	52.95%	OOS
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>80.21%</b>	<b>OOS</b>

**Net Sales Performance Over Time****Top / Bottom Products & Customers by Net Sales**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	R
<b>Accessories</b>					
Batteries	55.82%	85.08%	-920667	-14.40%	O
Keyboard	92.06%	55.08%	421416	-13.87%	EI
Mouse	90.37%	88.58%	840719	-14.14%	EI
<b>Desktop</b>					
Business Laptop	94.04%	83.23%	4991	-13.80%	EI
Personal Desktop	81.45%	88.81%	73585	-13.70%	EI
<b>Networking</b>					
Wi fi extender	93.06%	90.40%	-12967	-13.72%	O
<b>Notebook</b>					

region, mar...  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

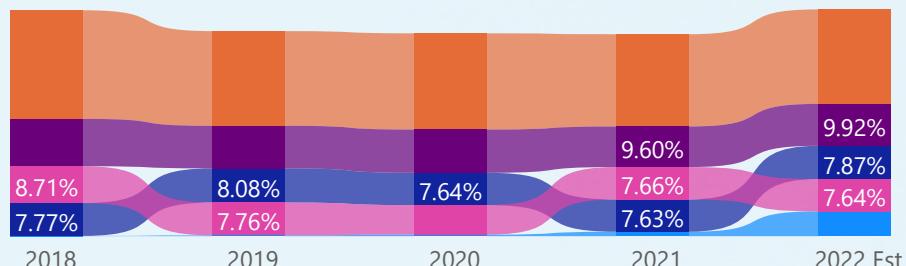
vs LY  
vs Target₹ 3.74bn✓  
BM: 0.82bn (+353.5%)  
Net Sales38.08%✓  
BM: 36.49% (+4.37%)  
GM %-13.98%!  
BM: -6.63% (-110.79%)  
Net Profit %81.17%✓  
LY: 80.21% (+1.2%)  
Forecast Accuracy

## Key Insights By Sub Zones

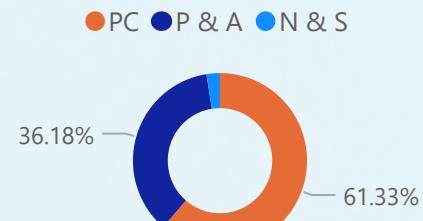
sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹ 189.8M	5.08%	43.5%	-7.4%	1.4%	-37.61%	OOS
India	₹ 945.3M	25.30%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATA M	₹ 14.8M	0.40%	35.0%	-2.9%	0.3%	3.37%	EI
NA	₹ 1,022.1M	27.36%	45.0%	-14.2%	4.9%	14.35%	EI
NE	₹ 457.7M	12.25%	32.8%	-18.1%	6.8%	-4.56%	OOS
ROA	₹ 788.7M	21.11%	34.2%	-6.3%	8.3%	-4.56%	OOS
SE	₹ 317.8M	8.51%	37.0%	-4.0%	16.4%	-55.47%	OOS
<b>Total</b>	<b>₹ 3,736.2M</b>	<b>100.00%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.48%</b>	<b>OOS</b>

## PC Market Share Trend - AtliQ &amp; Competitors

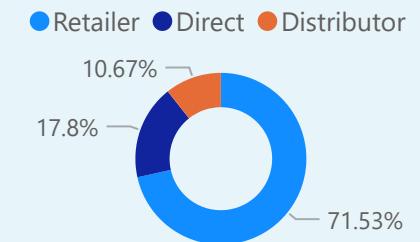
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



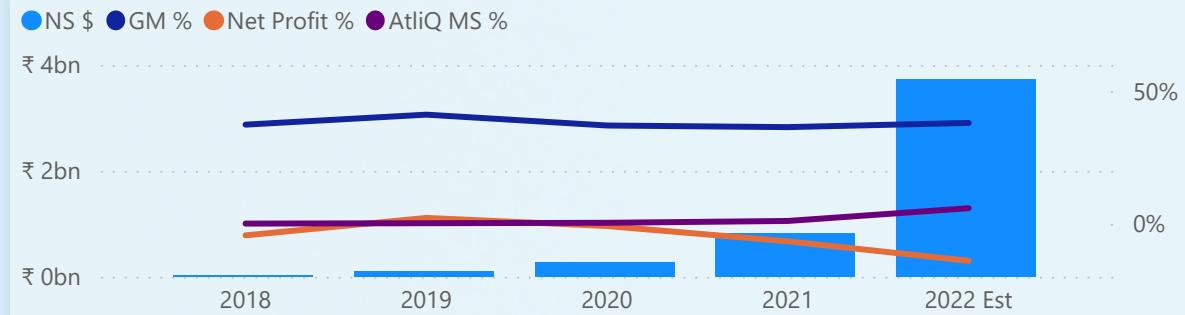
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
AtliQ Exclusive	9.67%	46.01%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

BM = Benchmark, LY = Las Year, EI = Excess Inventory, OOS = Out Of Stock