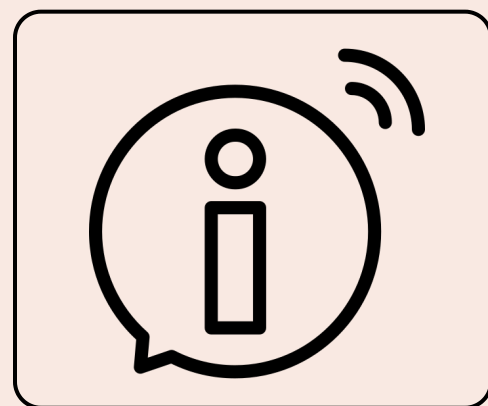




Business Insights 360



Info

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



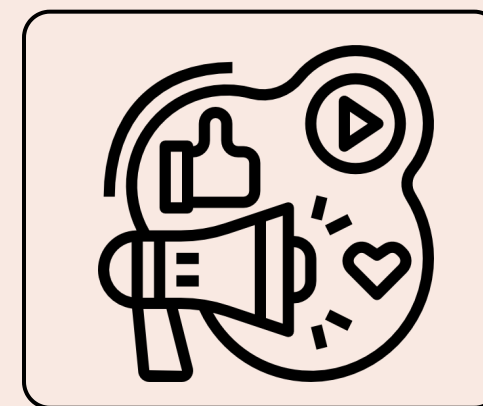
Finance View

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



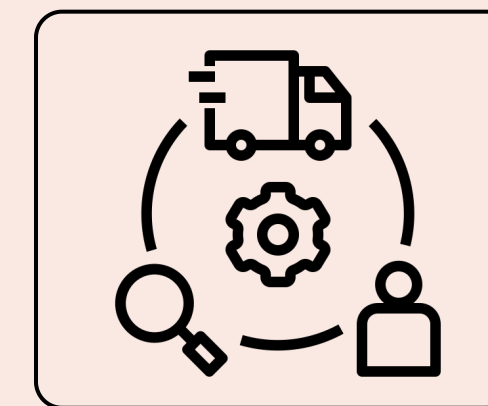
Sales View

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



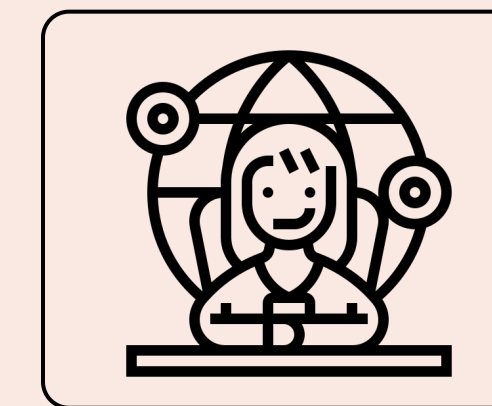
Marketing View

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

All

customer

All

segment, category, produ...

All

2019

2020

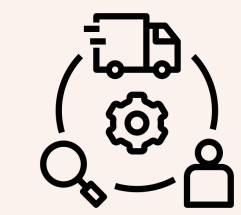
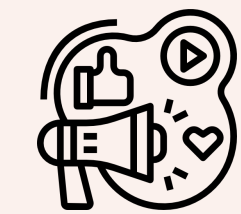
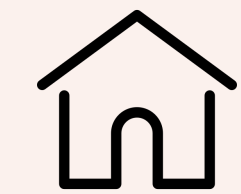
2021

2022
Est

Q1

Q2

YTD



\$238.41M✓

BM: 90.54M (+163.33%)

Net Sales

36.52%!

BM: 37.27% (-2.03%)

GM %

-6.80%!

BM: -0.67% (-915.87%)

Net Profit %

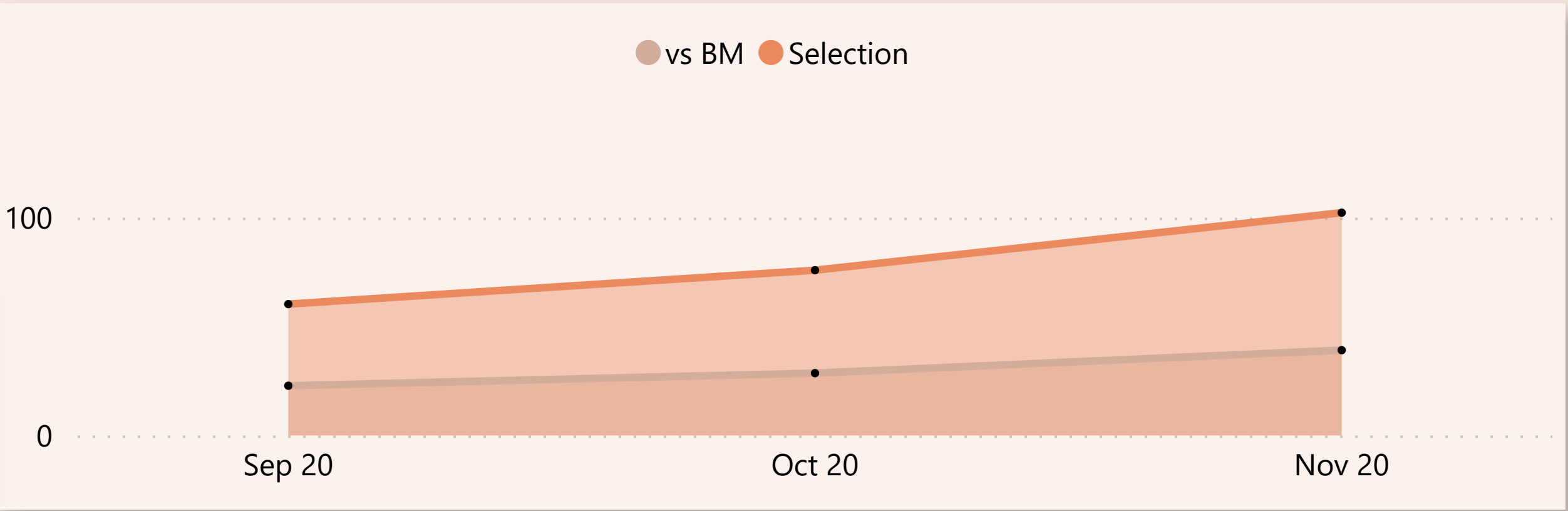
Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	481.49	180.54	300.94	166.69
Pre Invoice Deduction	113.03	41.67	71.36	171.28
Net Invoice Sales	368.46	138.88	229.58	165.31
- Post Discounts	81.74	32.32	49.42	152.91
- Post Deductions	48.31	16.02	32.29	201.55
Total Post Invoice Deduction	130.05	48.34	81.71	169.03
Net Sales	238.41	90.54	147.87	163.33
- Manufacturing Cost	143.98	54.00	89.98	166.61
- Freight Cost	6.39	2.42	3.97	164.44
- Other Cost	0.98	0.37	0.61	164.30
Total COGS	151.35	56.79	94.56	166.50
Gross Margin	87.06	33.75	53.31	157.98
Gross Margin %	36.52	37.27	-0.76	-2.03
GM / Unit	6.01	4.82	1.20	24.85
Operational Expense	-103.26	-34.35	-68.91	-200.60
Net Profit	-16.20	-0.61	-15.60	-2,575.09
Net Profit %	-6.80	-0.67	-6.13	-915.87

Net Sales Performace Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	127.98	157.43
EU	57.69	191.55
LATAM	0.95	86.64
NA	51.78	152.31
Total	238.41	163.33

segment	P & L values	P & L Chg %
Accessories	70.79	215.88
Desktop	13.60	3,815.89
Networking	13.11	48.09
Notebook	77.19	162.86
Peripherals	48.10	136.39
Storage	15.62	69.53
Total	238.41	163.33

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

Customer Performance

customer	NS \$	GM \$	GM %
All-Out	\$0.30M	0.14M	47.54%
Electricalsquipo Stores	\$1.04M	0.49M	47.16%
Logic Stores	\$1.57M	0.73M	46.78%
AtliQ Exclusive	\$26.10M	11.54M	44.21%
Sorefoz	\$1.60M	0.70M	43.99%
Zone	\$2.06M	0.89M	43.12%
Insight	\$1.43M	0.61M	42.75%
Info Stores	\$0.96M	0.41M	42.33%
Flawless Stores	\$0.55M	0.23M	42.03%
Epic Stores	\$1.95M	0.81M	41.66%
Electricalslance Stores	\$0.79M	0.33M	41.64%
Deven	\$0.73M	0.30M	41.50%
Total	\$238.41M	87.06M	36.52%

Product Performance

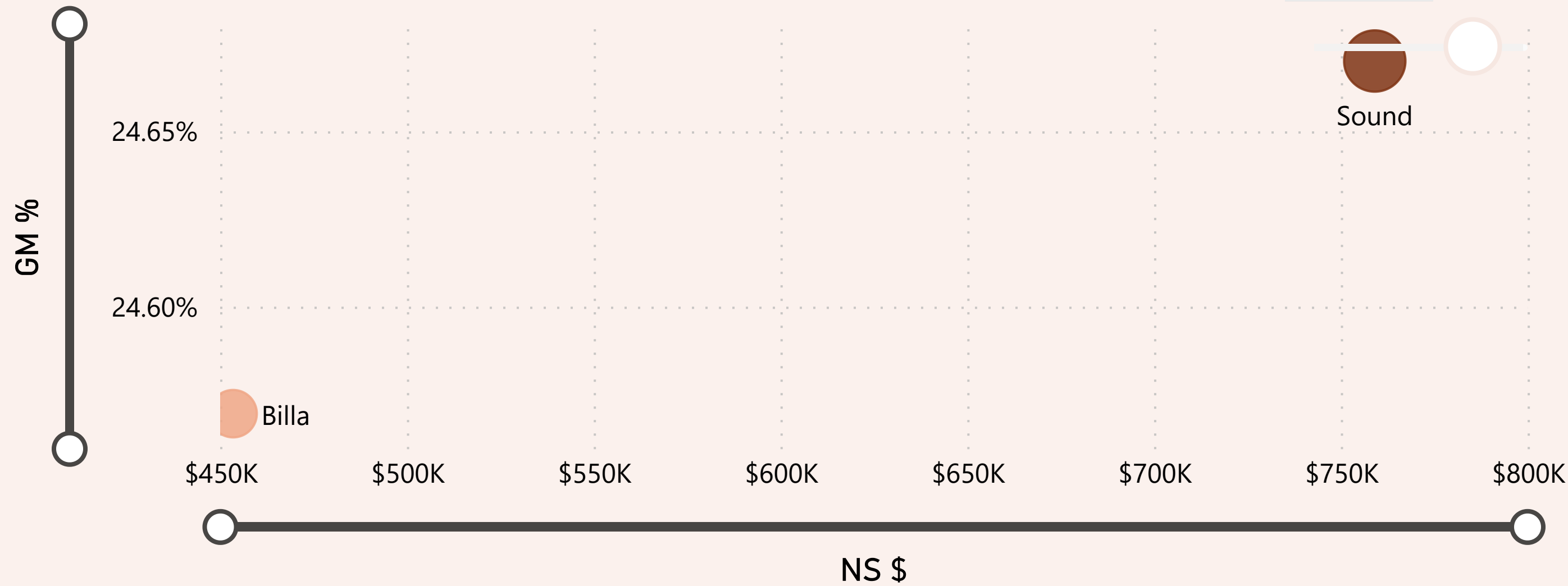
segment	NS \$	GM \$	GM %
Accessories	\$70.79M	25.83M	36.50%
Desktop	\$13.60M	4.92M	36.15%
Networking	\$13.11M	4.84M	36.91%
Notebook	\$77.19M	28.17M	36.50%
Peripherals	\$48.10M	17.54M	36.48%
Storage	\$15.62M	5.75M	36.80%
Total	\$238.41M	87.06M	36.52%

Performance Matrix

vs LY

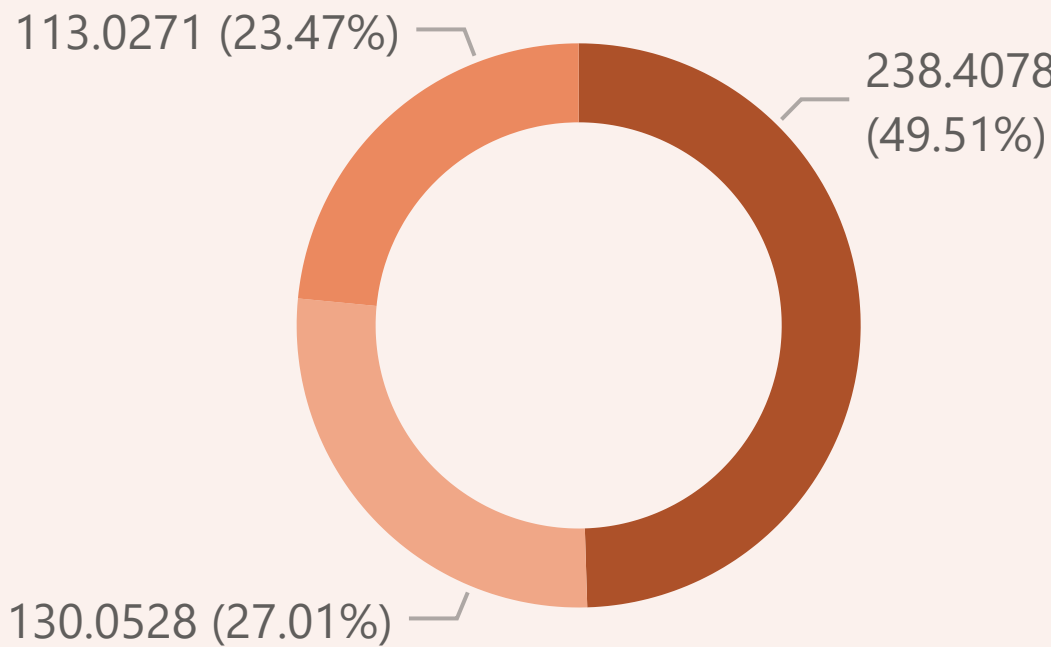
vs Target

region APAC EU

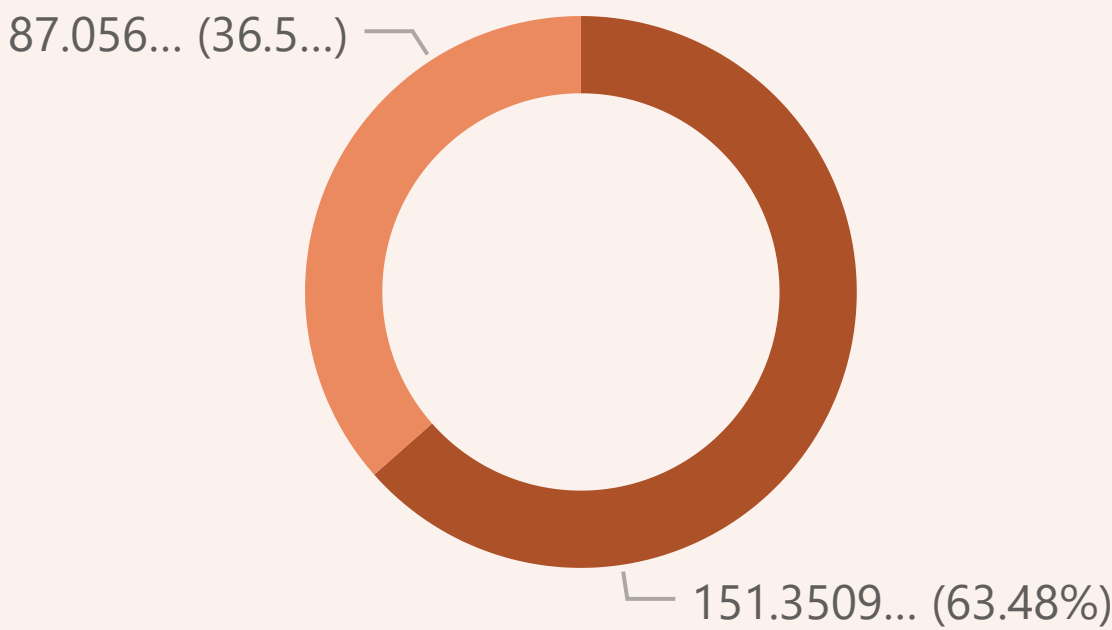


Unit Economics

Net Sales Total Post Invoice ... Pre Invoice ...



Total COGS Gross Margin





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

Product Performance

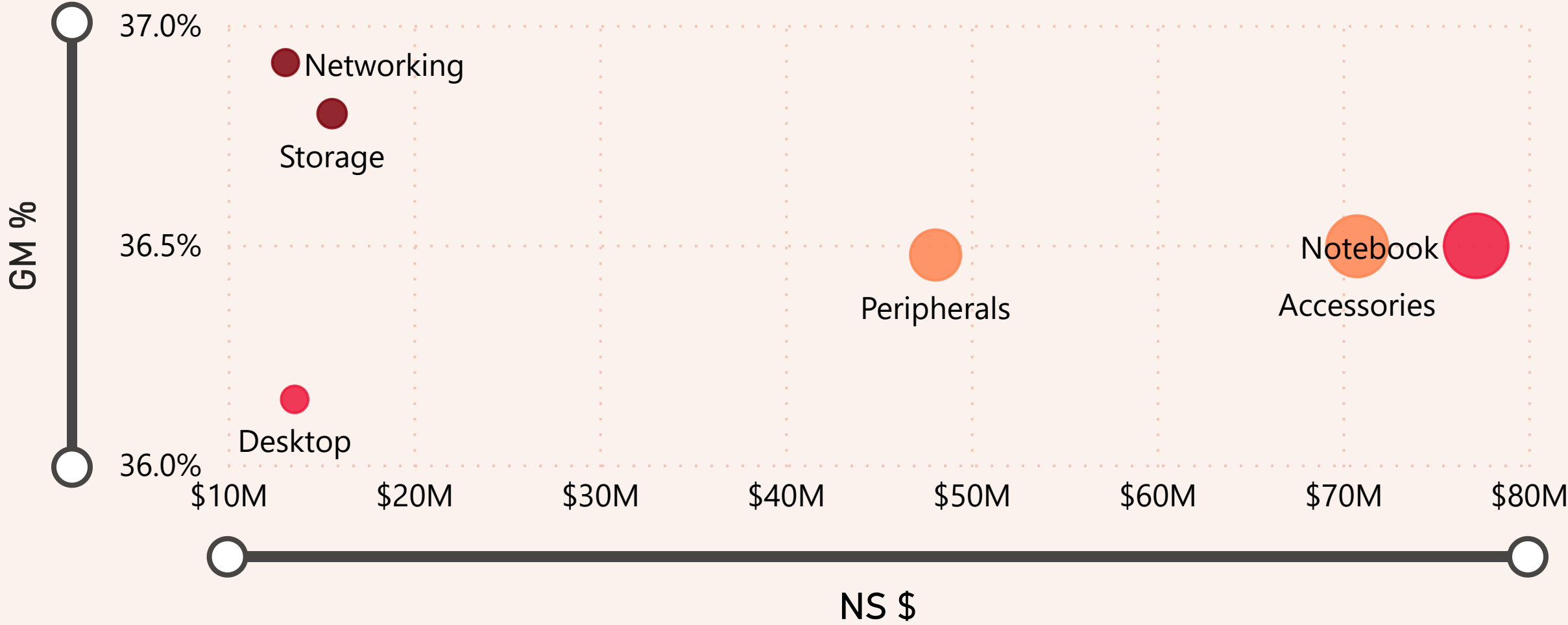
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$70.79M	25.83M	36.50%	-4.86M	-6.87%
Desktop	\$13.60M	4.92M	36.15%	-0.98M	-7.23%
Networking	\$13.11M	4.84M	36.91%	-0.86M	-6.54%
Notebook	\$77.19M	28.17M	36.50%	-5.21M	-6.75%
Peripherals	\$48.10M	17.54M	36.48%	-3.28M	-6.83%
Storage	\$15.62M	5.75M	36.80%	-1.01M	-6.46%
Total	\$238.41M	87.06M	36.52%	-16.20M	-6.80%

Show NP %

Performance Matrix

GM % Visual

division ● N & S ● P & A ● PC

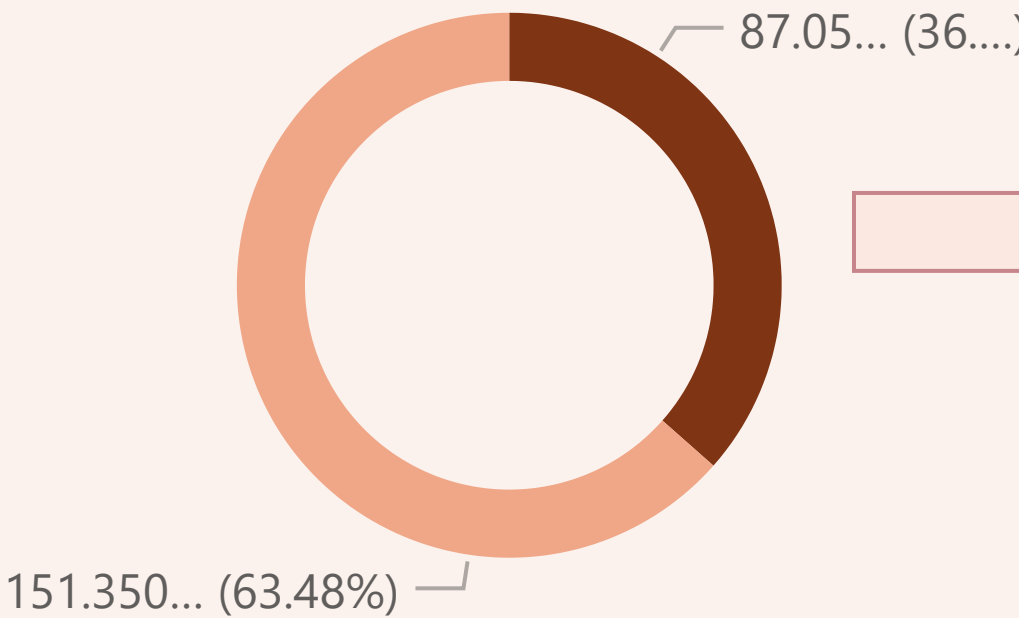


Region / Market / Customer performance

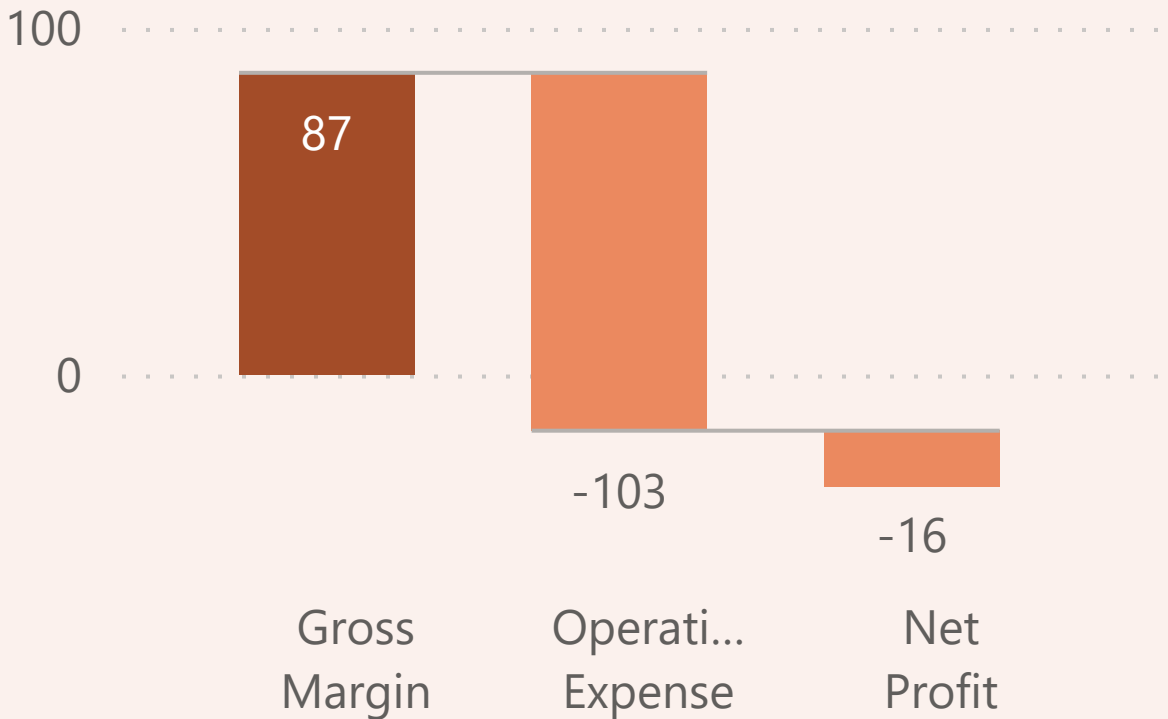
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$127.98M	45.48M	35.53%	-9.85M	-7.69%
EU	\$57.69M	22.04M	38.20%	0.82M	1.42%
LATAM	\$0.95M	0.36M	37.57%	0.06M	6.24%
NA	\$51.78M	19.18M	37.04%	-7.23M	-13.97%
Total	\$238.41M	87.06M	36.52%	-16.20M	-6.80%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

79.48%!

LY: 80.26% (-0.97%)

Forecast Accuracy

-198.7K!

LY: -940.2K (+78.87%)

Net Error

2929.2K!

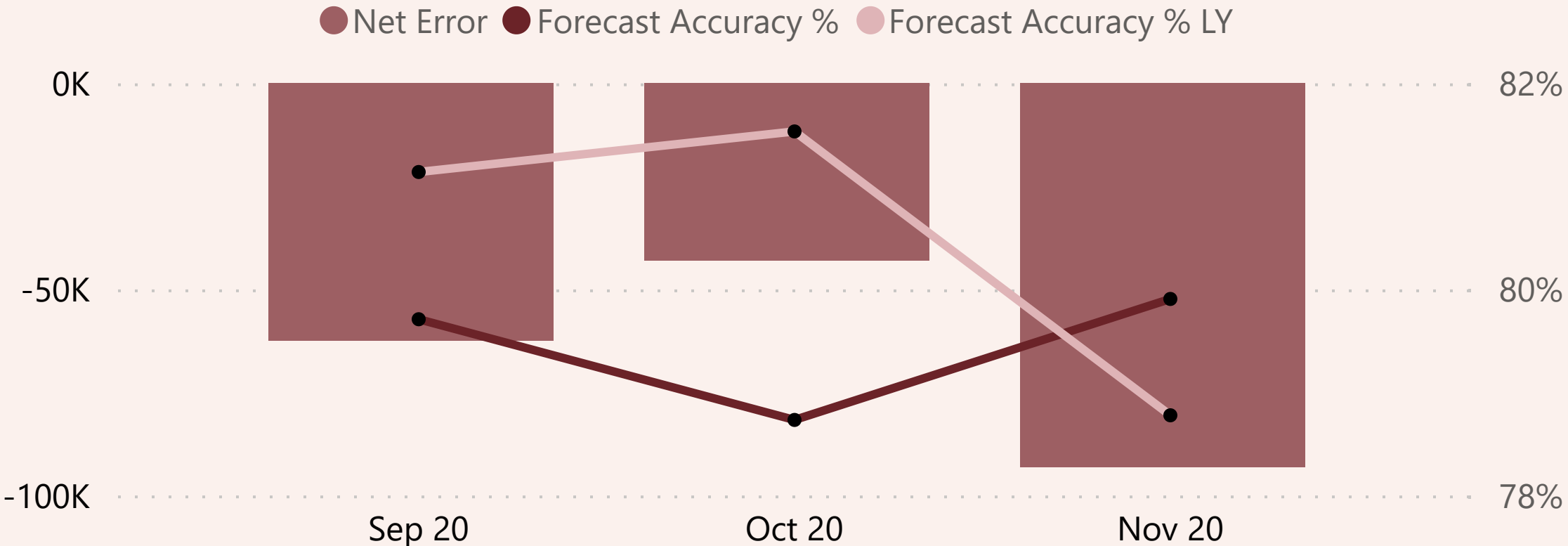
LY: 1197.3K (+144.64%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.04%	51.94%	1423	3.0%	EI
Atlas Stores	45.52%	46.23%	38859	29.1%	EI
Boulanger	58.94%	41.69%	23292	17.5%	EI
Chip 7	55.37%	55.48%	39556	23.2%	EI
Chiptec	53.98%	37.16%	19241	19.4%	EI
Coolblue	52.11%	41.55%	26103	24.9%	EI
Costco	46.45%	32.31%	3051	1.8%	EI
Croma	40.69%	43.01%	2204	1.3%	EI
Electricalsara Stores	47.81%	31.65%	4455	11.6%	EI
Electricalslytical	52.64%	44.48%	48420	12.4%	EI
Electricalsocity	49.61%	53.58%	12402	4.5%	EI
Electricalsquipo Stores	48.83%	52.27%	24713	32.0%	EI
Euronics	64.53%	44.28%	19128	14.0%	EI
Expert	61.69%	62.17%	16422	10.6%	EI
Ezone	46.15%	40.60%	7380	3.7%	EI
Flawless Stores	54.06%	39.80%	5401	15.3%	EI
Forward Stores	51.41%	51.70%	1267	1.0%	EI
Girias	44.98%	40.66%	622	0.3%	EI
Total	79.48%	80.26%	-198677	-1.4%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	82.09%	91.67%	466572	-6.46%	EI
Networking	90.59%	48.50%	68194	-6.54%	EI
Desktop	86.77%	81.02%	3483	-7.23%	EI
Notebook	80.34%	90.20%	-16672	-6.75%	OOS
Peripherals	83.31%	84.16%	-93818	-6.83%	OOS
Accessories	76.87%	77.91%	-626436	-6.87%	OOS
Total	79.48%	80.26%	-198677	-6.80%	OOS



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022
Est

Q1

Q2

YTD

vs LY

Target

\$238.41M✓

BM: 90.54M (+163.33%)

Net Sales

36.52%!

BM: 37.27% (-2.03%)

GM %

-6.80%!

BM: -0.67% (-915.87%)

Net Profit %

79.48%!

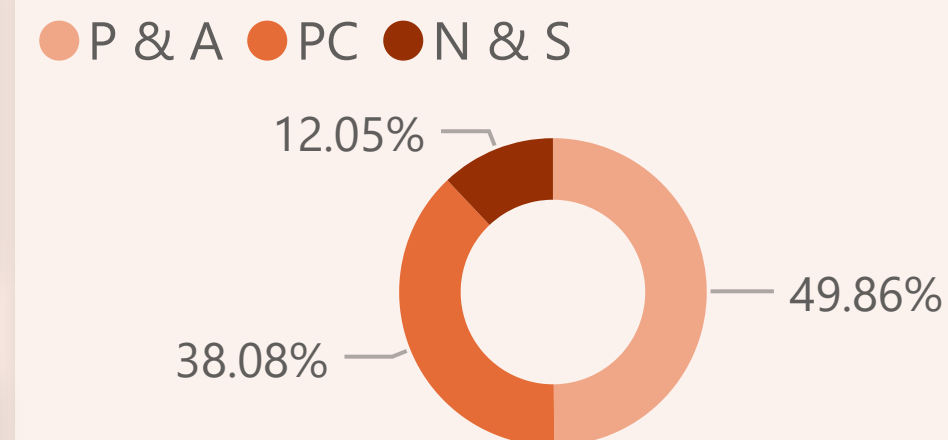
BM: 80.26% (-0.97%)

Forecast Accuracy

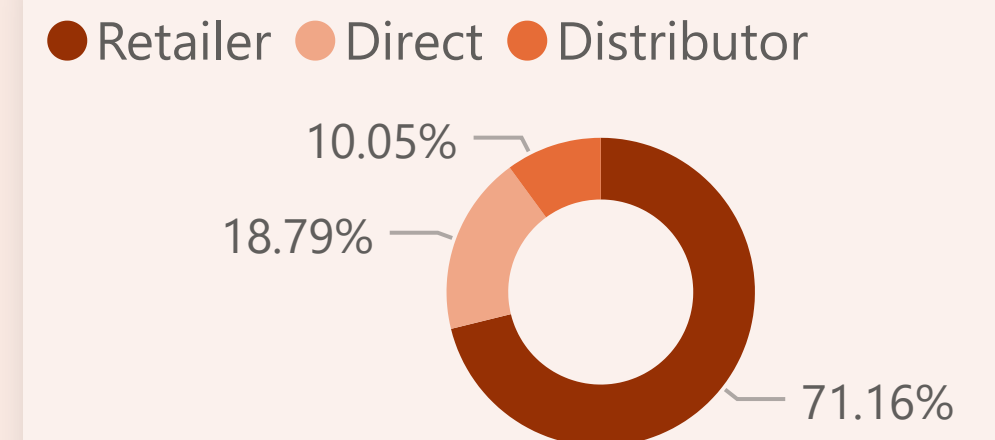
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$62.4M	26.2%	32.3%	-24.4%	2.5%	3.6%	EI
ROA	\$52.4M	22.0%	38.5%	8.3%	1.5%	-20.7%	OOS
NA	\$51.8M	21.7%	37.0%	↓ -14.0%	0.8%	-7.0%	OOS
NE	\$30.9M	13.0%	37.7%	↓ -1.3%	1.2%	11.0%	EI
SE	\$26.8M	11.2%	38.8%	4.5%	3.6%	10.9%	EI
ANZ	\$13.2M	5.5%	39.1%	↓ 7.9%	0.3%	-6.0%	OOS
Total	\$238.4M	100.0%	36.5%	↓ -6.8%	1.1%	-1.4%	OOS

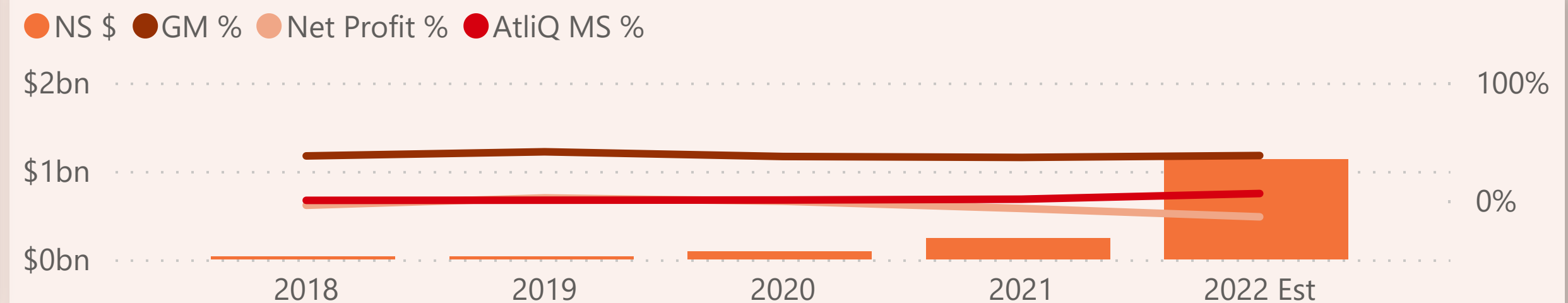
Revenue by Division



Revenue by Channel

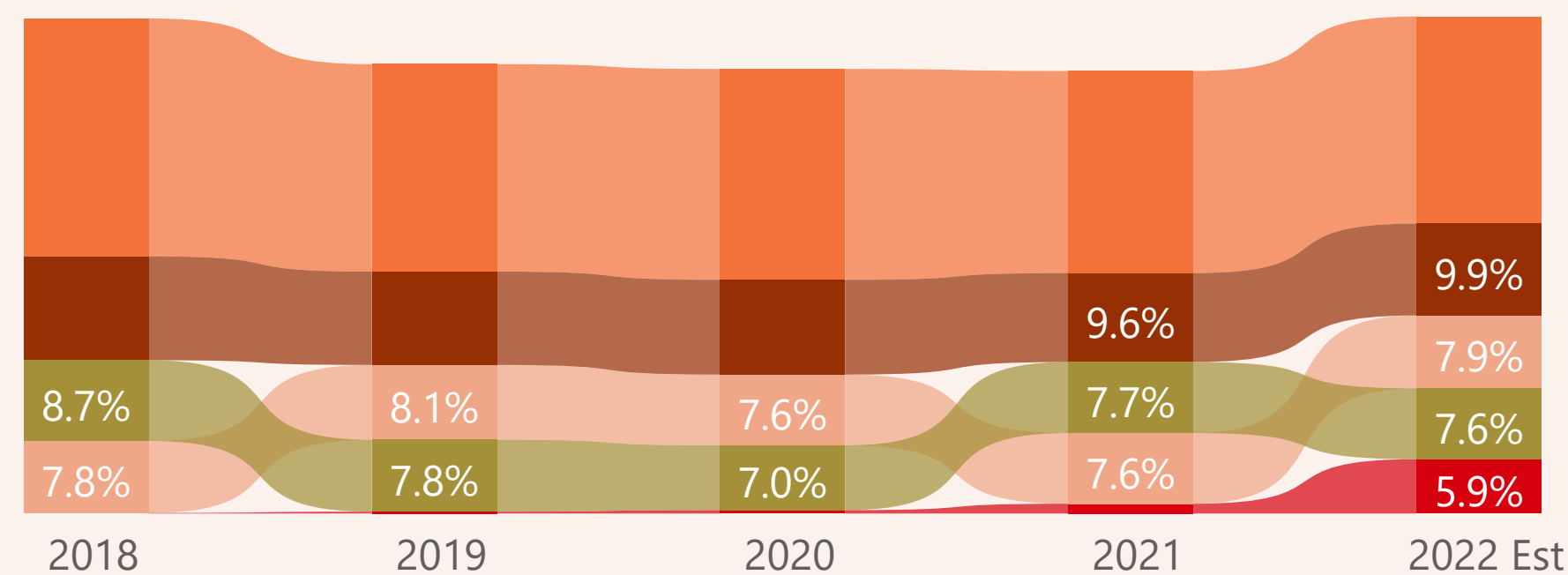


Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.0%	35.15%
Flipkart	3.4%	29.09% ↓
AtliQ Exclusive	10.9%	44.21% ↓
Atliq e Store	7.8%	37.71%
Amazon	13.3%	35.22% ↓
Total	38.5%	37.74%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.94%
AQ BZ Compact	2.7%	36.98%
AQ Gen Y	2.9%	36.21%
AQ Qwerty	3.4%	37.02%
AQ Trigger	3.3%	36.83%
Total	16.4%	36.56%

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



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?