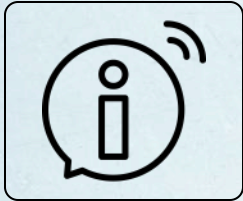




Business Insights 360



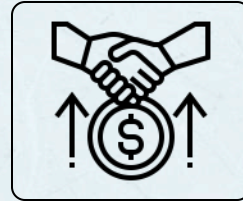
Info

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



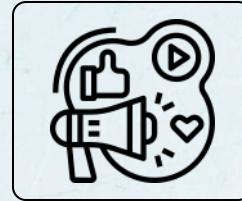
Finance View

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



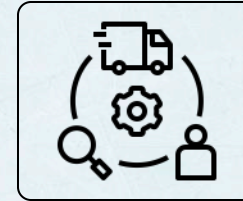
Sales View

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



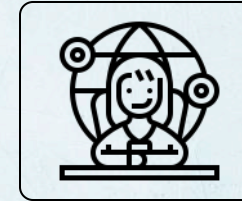
Marketing View

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...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

3.74bn !

BM: 3.81bn (-1.86%)

Net Sales**38.08%✓**

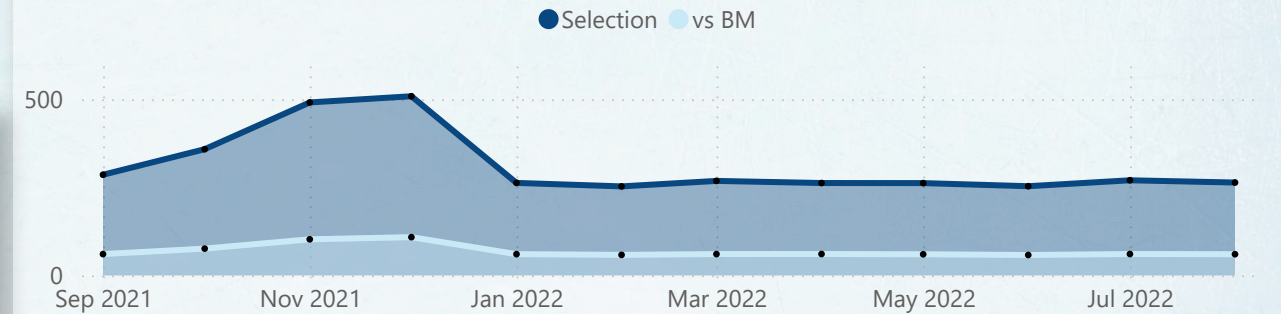
BM: 36.49% (+4.37%)

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

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

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

BM = Benchmark, LY = Last Year, GM = Growth Margin

Designed by BhaskarRao G



region, market ▼ customer ▼ segment, category... ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

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YTD

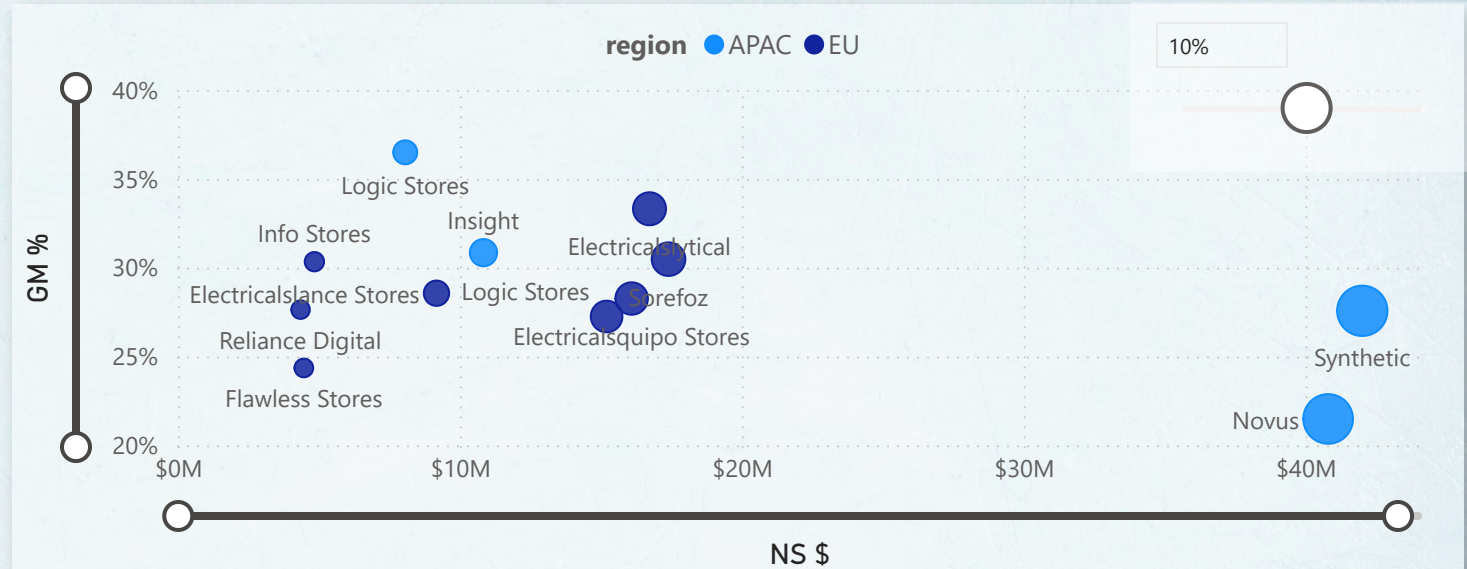
YTG

vs LY vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.77M	36.78%
AtliQ Exclusive	\$361.1M	166.15M	46.01%
Atliq e Store	\$304.1M	112.15M	36.88%
Flipkart	\$138.5M	58.37M	42.14%
Neptune	\$105.7M	49.36M	46.70%
Sage	\$127.9M	40.31M	31.53%
Leader	\$117.3M	36.02M	30.70%
walmart	\$72.4M	33.06M	45.66%
Ebay	\$91.6M	33.06M	36.09%
Acclaimed Stores	\$73.4M	29.58M	40.32%

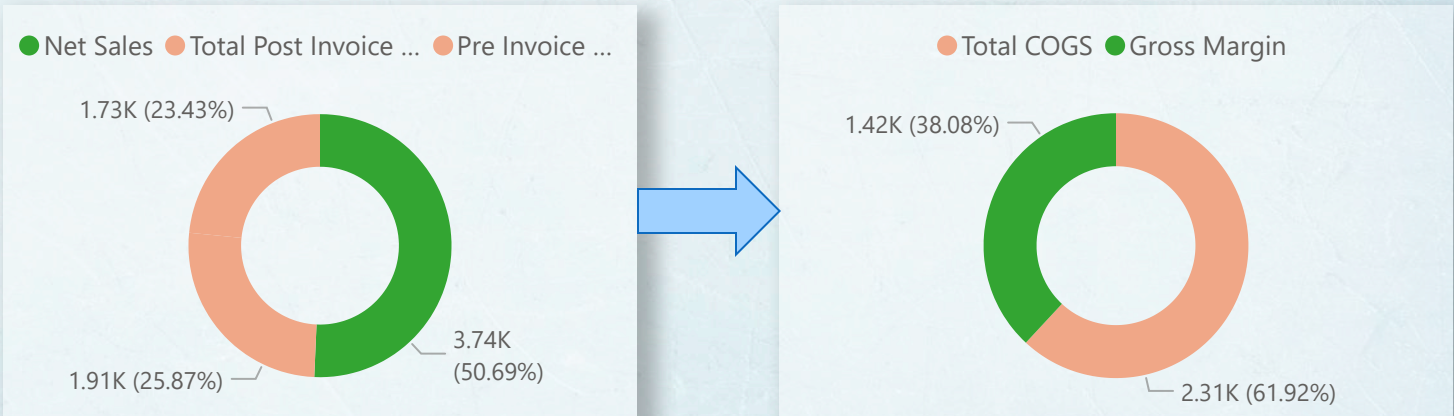
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.4M	14.78M	38.45%
Storage	\$54.6M	20.93M	38.33%
Desktop	\$711.1M	272.39M	38.31%
Notebook	\$1,580.4M	600.96M	38.03%
Peripherals	\$897.5M	341.22M	38.02%
Accessories	\$454.1M	172.61M	38.01%
Total	\$3,736.2M	1,422.88M	38.08%

Unit Economics



NS = Net Sales, LY = Last Year, GM = Growth Margin

Designed by BhaskarRao G



region, market ▼ customer ▼ segment, category... ▼

All ▼ All ▼ All ▼

2018

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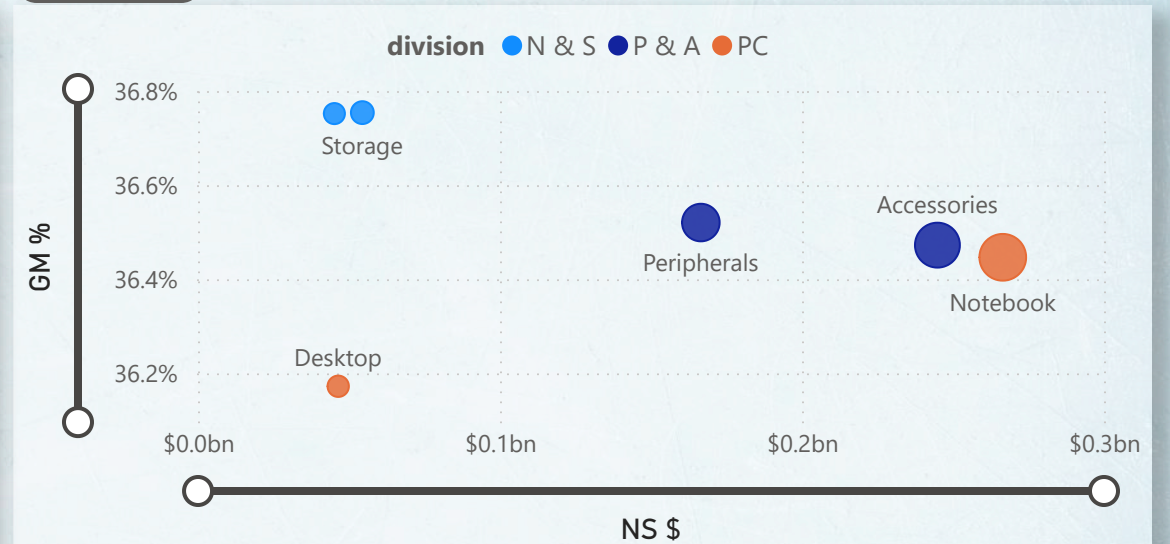
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
▲					
⊕ Accessories	\$244.8M	89.30M	36.47%	-16.28M	-6.65%
⊕ Desktop	\$46.4M	16.79M	36.17%	-3.27M	-7.04%
⊕ Networkin	\$45.2M	16.60M	36.75%	-2.91M	-6.44%
⊕ Notebook	\$266.5M	97.12M	36.45%	-17.71M	-6.64%
⊕ Peripherals	\$166.5M	60.81M	36.52%	-11.02M	-6.62%
⊕ Storage	\$54.4M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.8M	300.63M	36.49%	-54.65M	-6.63%

Show NP %

Performance Matrix

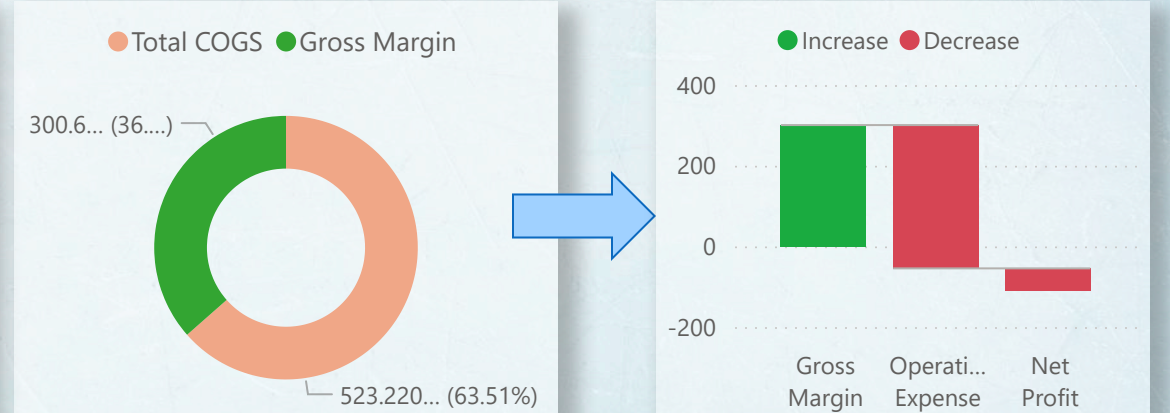
vs LY vs Target



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$442.0M	156.21M	35.34%	-33.33M	-7.54%
India	\$210.7M	67.48M	32.03%	-51.93M	-24.65%
Australia	\$27.6M	9.09M	32.94%	-0.74M	-2.67%
Pakistan	\$7.4M	2.68M	36.19%	-0.27M	-3.63%
Indonesia	\$24.2M	9.32M	38.46%	0.27M	1.11%
Bangladesh	\$9.1M	3.15M	34.53%	0.28M	3.05%
China	\$29.9M	12.28M	41.10%	0.57M	1.91%
Japan	\$10.4M	4.82M	46.52%	1.38M	13.32%
Total	\$823.8M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics



NS = Net Sales, LY = Last Year, GM = Growth Margin

Designed by BhaskarRao G



region, market

All

customer

All

segment, category...

All

2018

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2021

2022
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Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy%

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

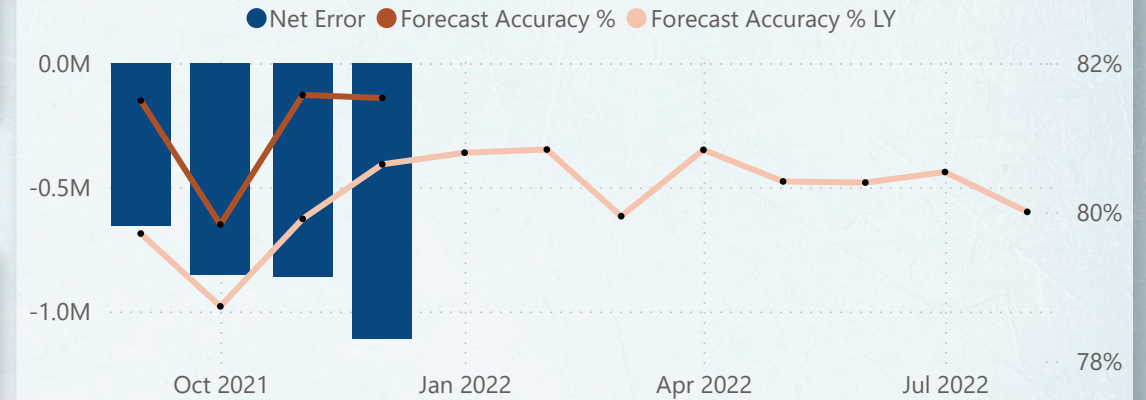
LY: 9780.74K (-29.46%)

ABS Error

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	53.06%	47.43%	64731	13.81%	EI

Accuracy / Net Trend Error



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%	-320428	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-347269	-9.48%	OOS

LY = Last Year



region, market ▼ customer ▼ segment, category... ▼
All ▼ All ▼ All ▼

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3.74bn !

BM: 3.81bn (-1.86%)
Net Sales

38.08%✓

BM: 36.49% (+4.37%)
GM %

-13.98% !

BM: -6.63% (-110.79%)
Net Profit %

81.17%✓

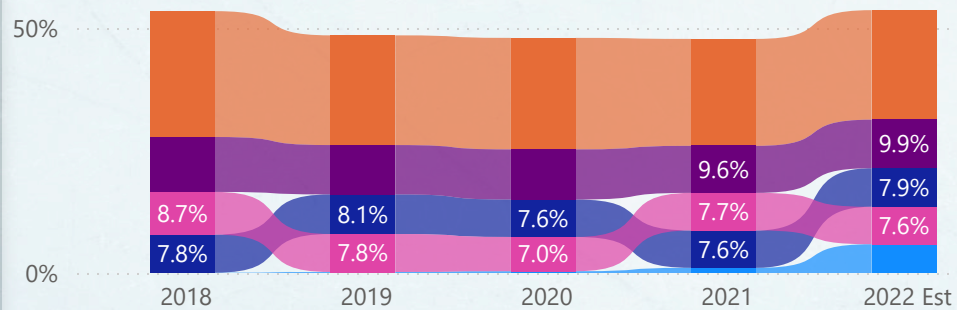
LY: 80.21% (+1.2%)
Forecast Accuracy%

Key Insights by Sub Zone

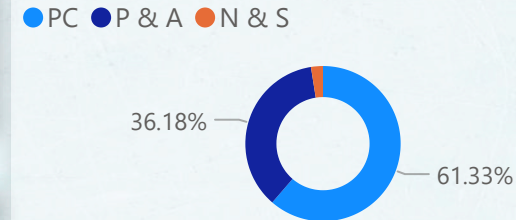
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

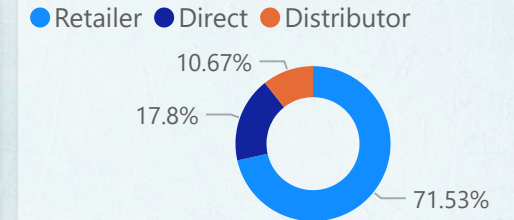
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



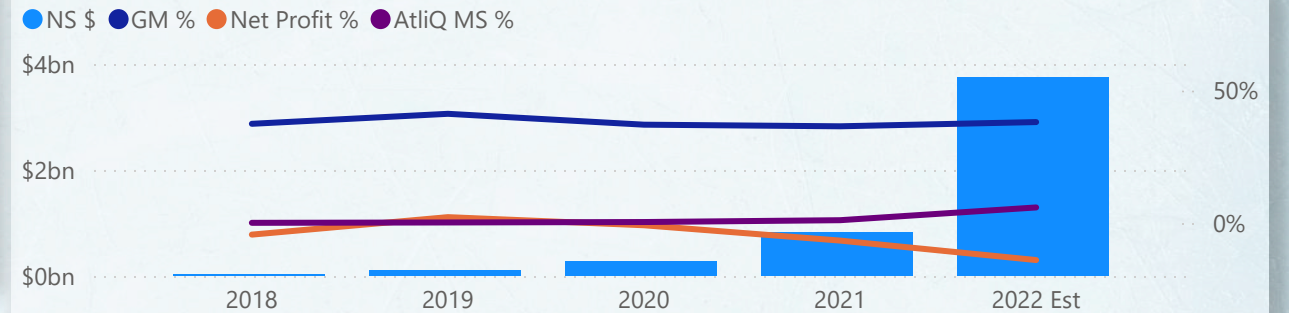
Revenue By Division



Revenue By Channel



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



Top 5 Customer by Revenue

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

Top 5 Product 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

Designed by BhaskarRao G

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](#).



Business Insights 360 Support



Get an issue resolved

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Add new requests

Check out the contingency plan

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