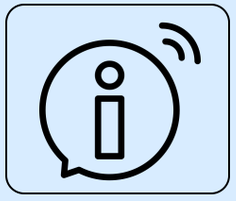
Business Insights 360



Info

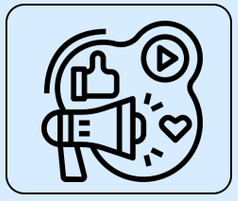
Download **user manual** and get to know the key information of this tool.

Finance View

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

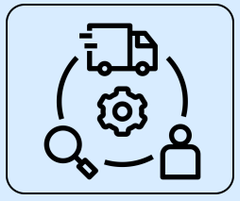
Sales View

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



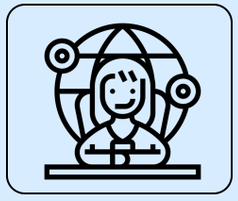
Marketing

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 : Sunday, 31 March, 2024

Values are in Dollars and Millions

Sales Data Loaded Until : Dec 21

region, market: All

customer: All

segment, categor...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

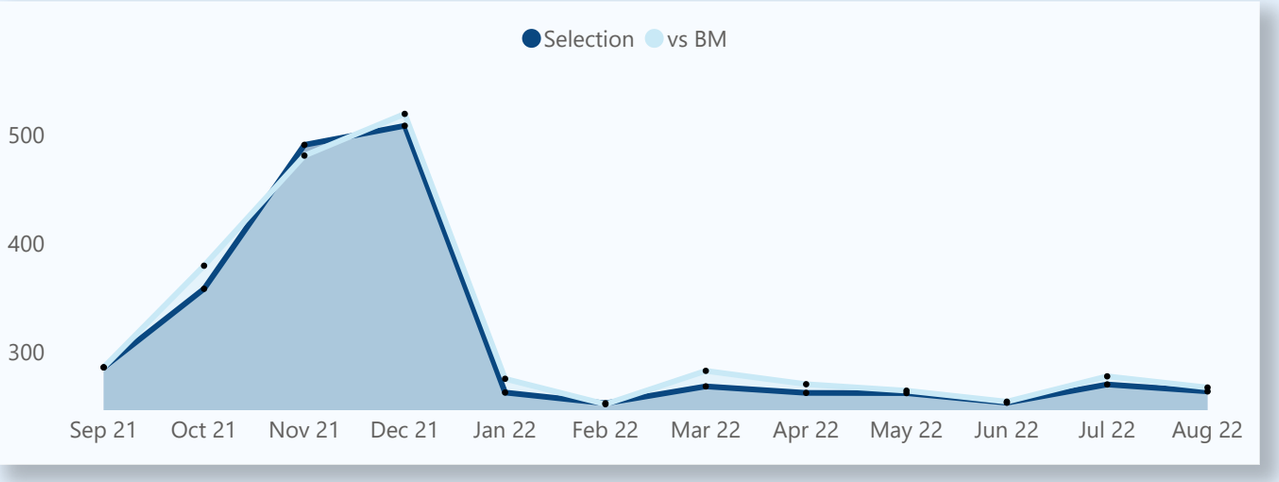
vs LY | vs Target

$3.74bn !
BM: $3.81bn (-1.86%)
Net Sales

38.1% !
BM: 38.34%
(-0.66%)
GM %

-13.98% ✓
BM: -14.19%
(+1.47%)
Net Profit %

Net Sales Performance Over Time



Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	1.47

Top / Bottom Products & customers by Net Sales

region	P & L Values	P & L Chg %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24
Total	**3,736.17**	**-1.86**

segment	P & L Values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY = Last Year

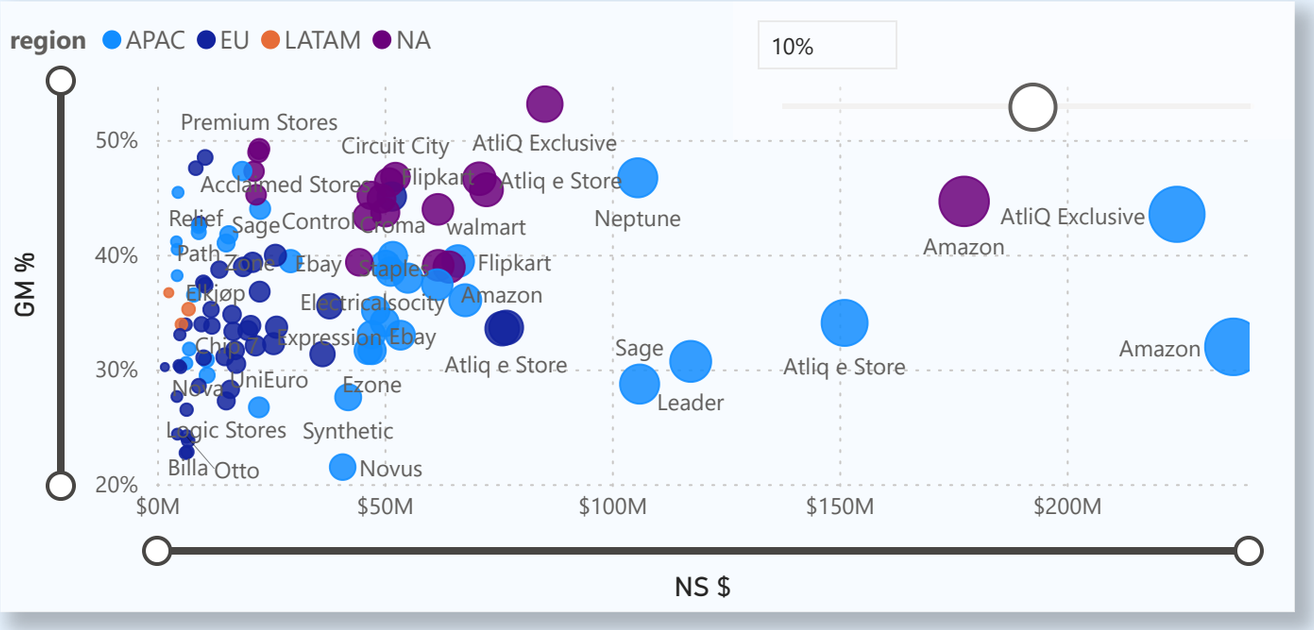
region, market: All | customer: All | segment, categor...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	182.77M	36.8%
AtliQ Exclusive	$361.12M	166.15M	46.0%
Atliq e Store	$304.10M	112.15M	36.9%
Flipkart	$138.49M	58.37M	42.1%
Sage	$127.86M	40.31M	31.5%
Leader	$117.32M	36.02M	30.7%
Neptune	$105.69M	49.36M	46.7%
Ebay	$91.60M	33.06M	36.1%
Acclaimed Stores	$73.36M	29.58M	40.3%
walmart	$72.41M	33.06M	45.7%
Electricalslytical	$68.05M	25.34M	37.2%
Electricalsocity	$67.76M	24.41M	36.0%
Staples	$64.20M	24.99M	38.9%
Total	**$3,736.17M**	**1,422.88M**	**38.1%**

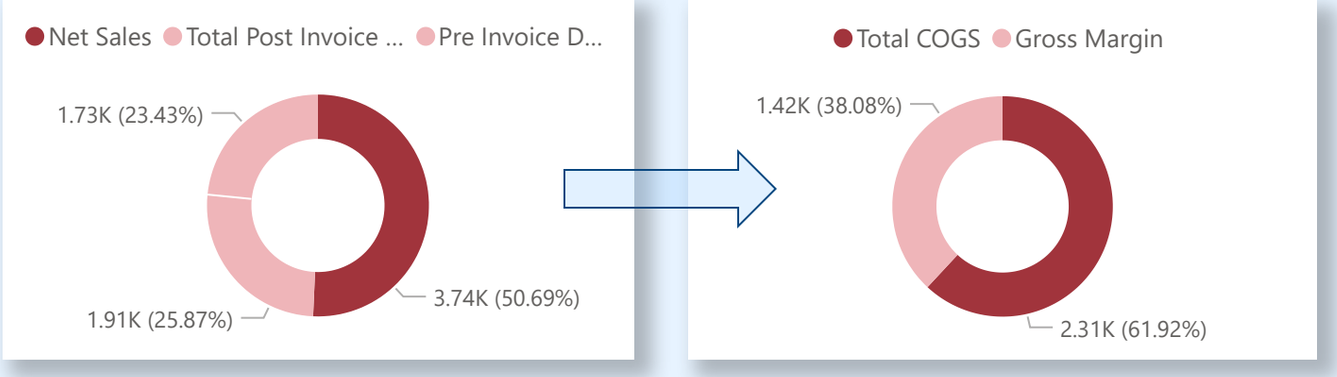
Performance Matrix



Product Performance

segment	NS $	GM $	GM %
Networking	$38.43M	14.78M	38.5%
Storage	$54.59M	20.93M	38.3%
Desktop	$711.08M	272.39M	38.3%
Notebook	$1,580.43M	600.96M	38.0%
Peripherals	$897.54M	341.22M	38.0%
Accessories	$454.10M	172.61M	38.0%
Total	**$3,736.17M**	**1,422.88M**	**38.1%**

Unit Economics



region, market: All | customer: All | segment, categor...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

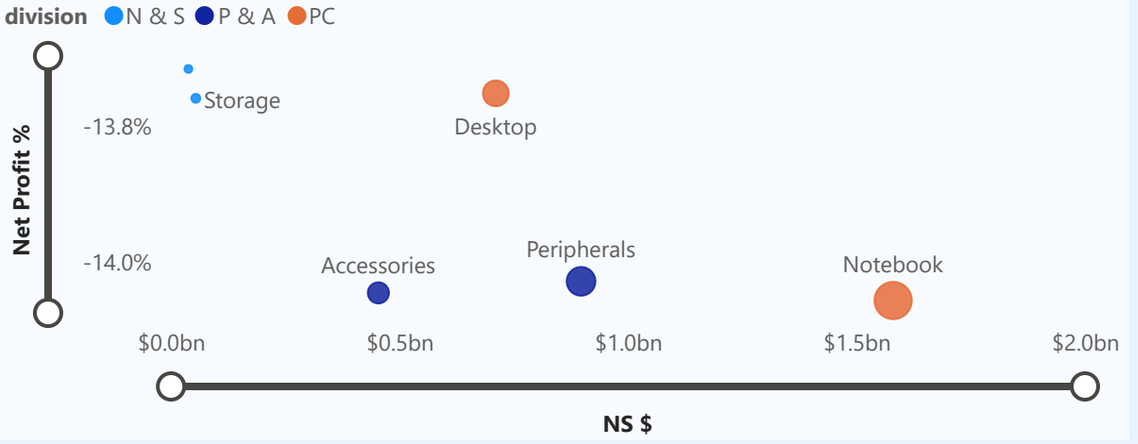
vs LY | vs Target

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$454.10M	172.61M	38.0%	-64M	-14.05 %
Desktop	$711.08M	272.39M	38.3%	-98M	-13.75 %
Networking	$38.43M	14.78M	38.5%	-5M	-13.72 %
Notebook	$1,580.43M	600.96M	38.0%	-222M	-14.06 %
Peripherals	$897.54M	341.22M	38.0%	-126M	-14.03
Total	**$3,736.17M**	**1,422.88M**	**38.1%**	**-522M**	**-13.98 %**

Show GM%

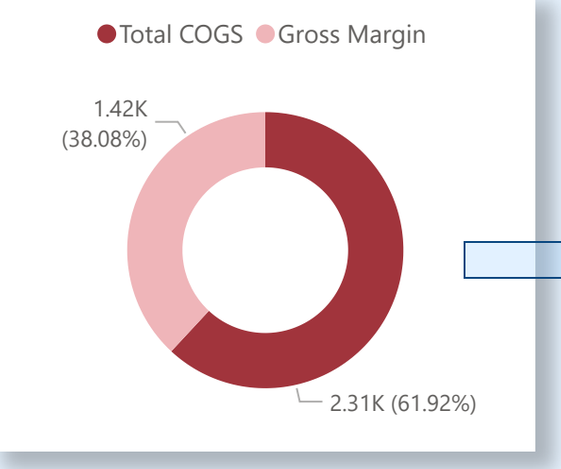
Performance Matrix

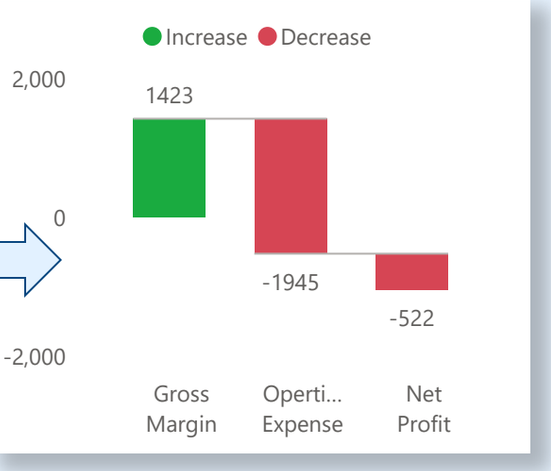


Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	690.21M	35.9%	-281M	-14.62%
EU	$775.48M	267.80M	34.5%	-96M	-12.32%
LATAM	$14.82M	5.19M	35.0%	0M	-2.95%
NA	$1,022.09M	459.68M	45.0%	-145M	-14.22%
Total	**$3,736.17 M**	**1,422.88 M**	**38.1%**	**-522M**	**-13.98 %**

Unit Economics





region, market: All | customer: All | segment, categor...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

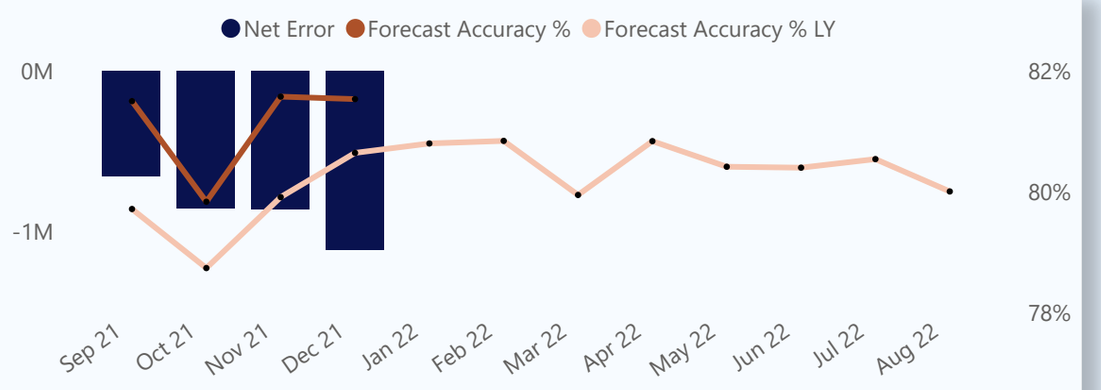
vs LY | vs Target

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

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%	83037.00	10.74%	EI
All-Out	43.96%	29.09%	-150.00	-0.32%	OOS
Amazon	73.79%	74.54%	-464694.00	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040.00	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182.00	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868.00	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242.00	-11.91%	OOS
BestBuy	46.60%	35.31%	81179.00	16.72%	EI
Billa	42.63%	18.29%	3704.00	3.91%	EI
Boulanger	52.69%	58.77%	-48802.00	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293.00	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102.00	-11.36%	OOS
Circuit City	46.17%	35.02%	85248.00	16.55%	EI
Control	52.06%	47.42%	64731.00	13.01%	EI
Total	**81.17%**	**80.21%**	**-3472690.00**	**-9.48%**	**OOS**

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Accessories	87.42%	77.66%	341468.00	1.72%	EI
⊞ Desktop	87.53%	84.37%	78576.00	10.24%	EI
⊞ Networking	93.06%	90.40%	-12967.00	-1.69%	OOS
⊞ Notebook	87.24%	79.99%	-47221.00	-1.69%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280.00	-31.83%	OOS
⊞ Storage	71.50%	83.54%	-628266.00	-25.61%	OOS
Total	**81.17%**	**80.21%**	**-3472690.00**	**-9.48%**	**OOS**

region, market: All | customer: All | segment, categor...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

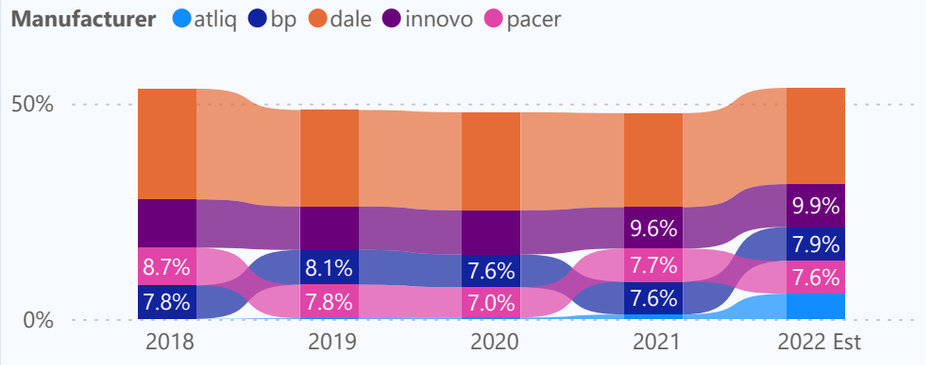
vs LY | vs Target

$3.74bn !	38.1% !	-13.98%✓	81.17%✓
BM: $3.81bn	BM: 38.34%	BM: -14.19%	LY: 80.21%
(-1.86%)	(-0.66%)	(+1.47%)	(+1.2%)
Net Sales	**GM %**	**Net Profit %**	**FA**

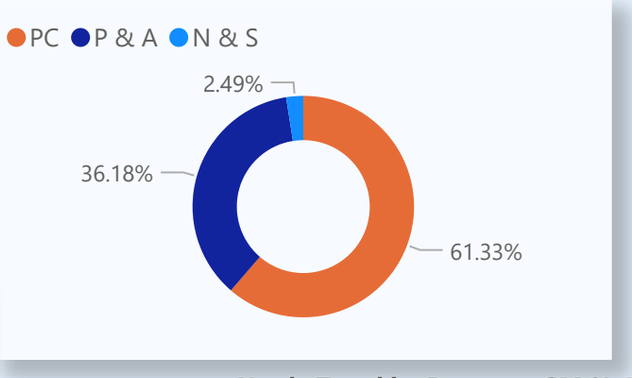
Key Insights by Sub Zone

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

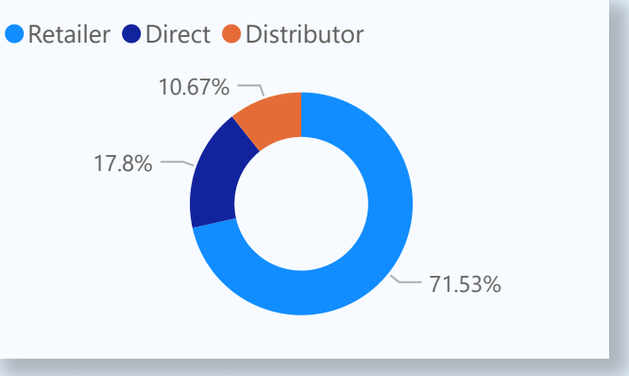
PC Market Share Trend - AtliQ & Competitors



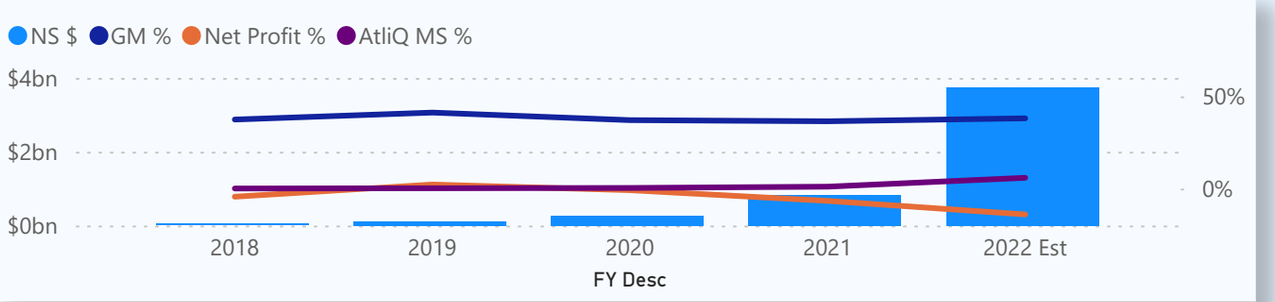
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.5%
Flipkart	3.7%	42.1%
AtliQ Exclusive	9.7%	46.0%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

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