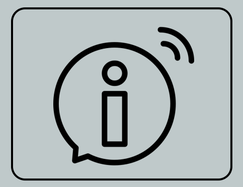
Business Insights 360



Info

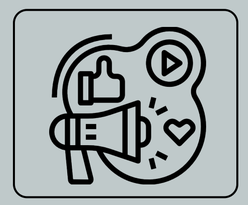
Download **user manual** and get to know the key information of this tool.

Finance View

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

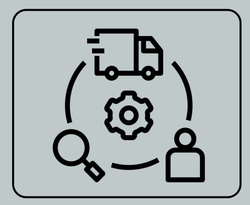
Sales View

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



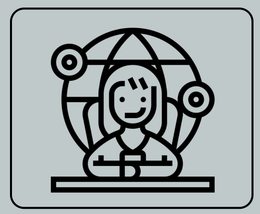
Marketing View

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.

Report Refresh Date 20 March 2025

Values are in Dollars & Millions

Sales Data Loaded Until : Dec 21

region, market

All

customer

All

segment, category, produ...

All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

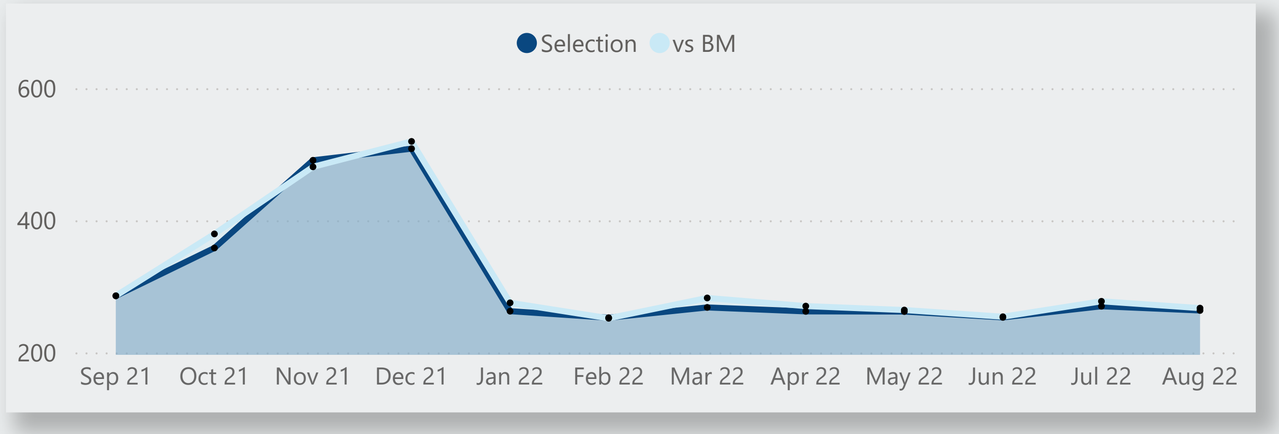
vs LY | vs Target

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

38.08% !
BM: 38.34% (-0.66%)
GM %

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

Net Sales Performace Over Time



Profit and 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, category, produ...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

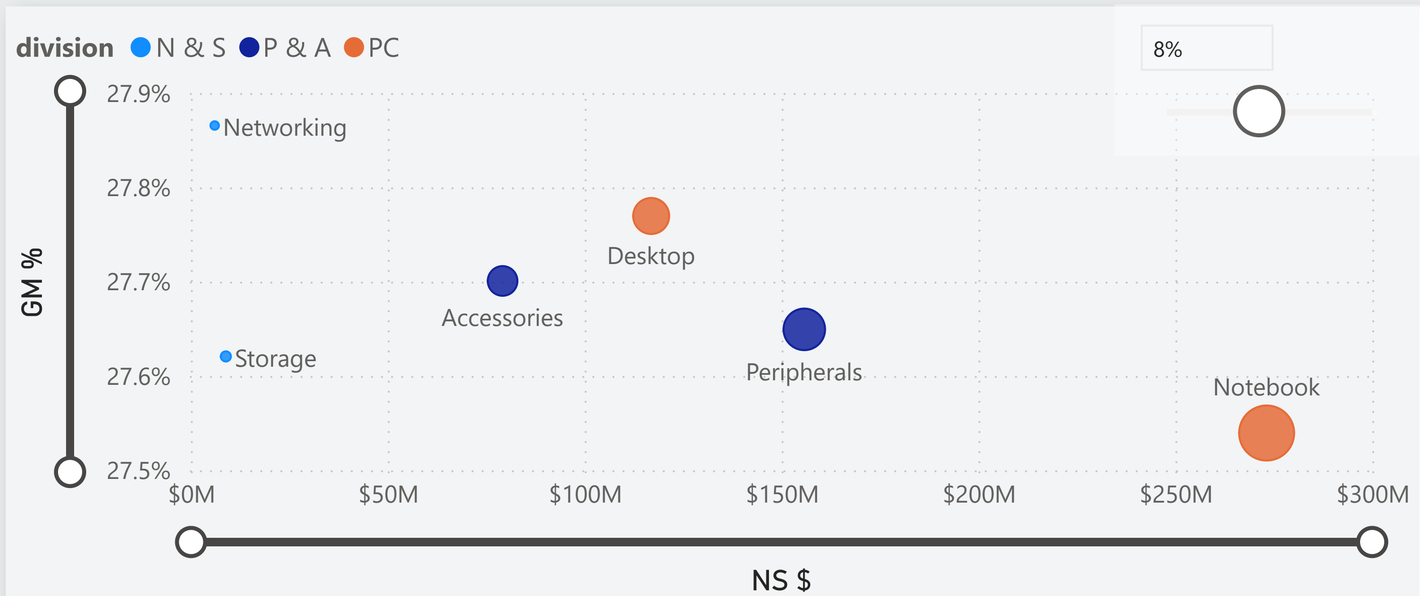
YTD | YTG

vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	182.77M	36.78%
AtliQ Exclusive	$361.12M	166.15M	46.01%
Atliq e Store	$304.10M	112.15M	36.88%
Flipkart	$138.49M	58.37M	42.14%
Sage	$127.86M	40.31M	31.53%
Leader	$117.32M	36.02M	30.70%
Neptune	$105.69M	49.36M	46.70%
Ebay	$91.60M	33.06M	36.09%
Acclaimed Stores	$73.36M	29.58M	40.32%
walmart	$72.41M	33.06M	45.66%
Electricalslytical	$68.05M	25.34M	37.24%
Electricalsocity	$67.76M	24.41M	36.03%
Staples	$64.20M	24.99M	38.92%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

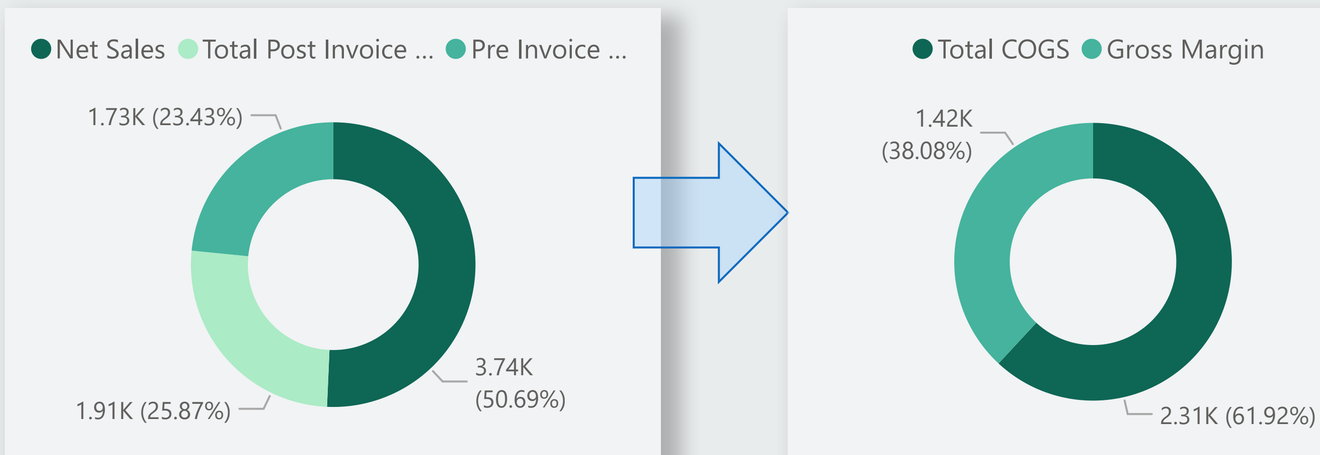
Performance Matrix



Product Performance

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

Unit Economics



region, market: All

customer: All

segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

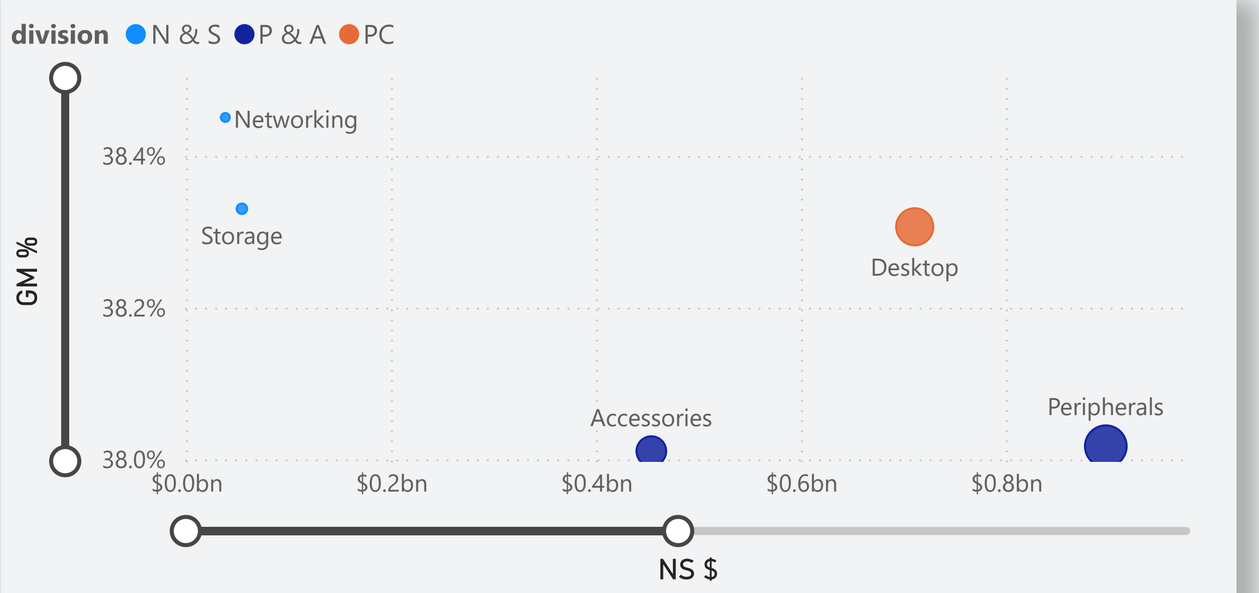
YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Show NP %

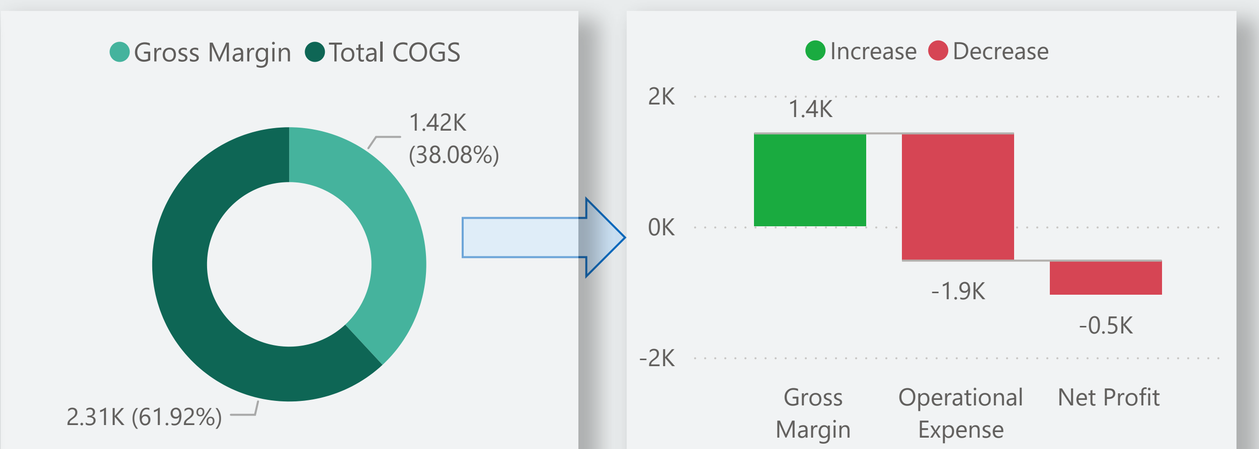
Performance Matrix



Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics



region, market: All

customer: All

segment, category, produ...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

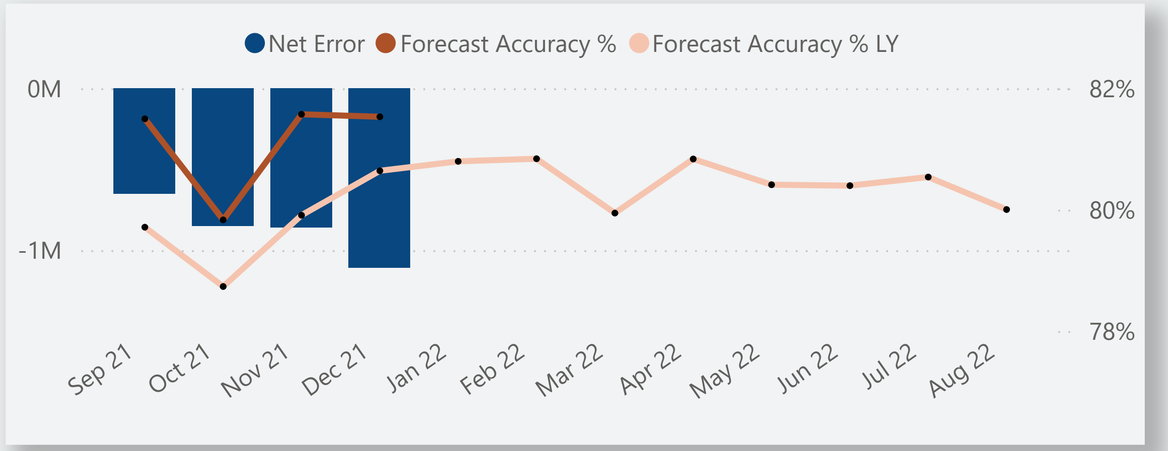
-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

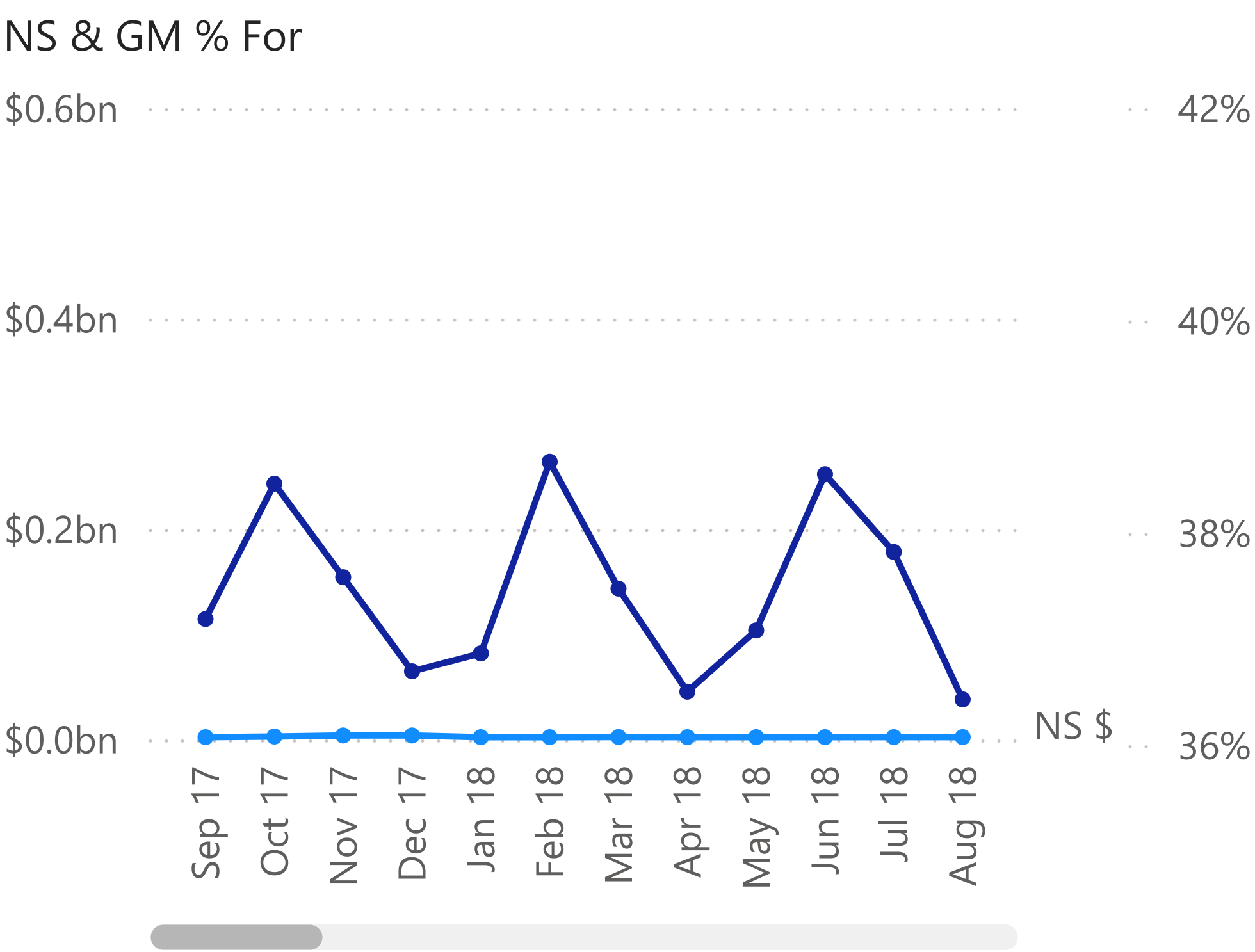
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Accessories	87.42%	77.66%	341468	-14.05%	EI
⊞ Desktop	87.53%	84.37%	78576	-13.75%	EI
⊞ Networking	93.06%	90.40%	-12967	-13.72%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
⊞ Storage	71.50%	83.54%	-628266	-13.76%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-13.98%**	**OOS**


NS & GM % For
$0.6bn
$0.4bn
$0.2bn
$0.0bn
42%
40%
38%
36%
NS $
Sep 17
Oct 17
Nov 17
Dec 17
Jan 18
Feb 18
Mar 18
Apr 18
May 18
Jun 18
Jul 18
Aug 18

region, market: All

customer: All

segment, category, produ...: 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

38.08% !
BM: 38.34% (-0.66%)
GM %

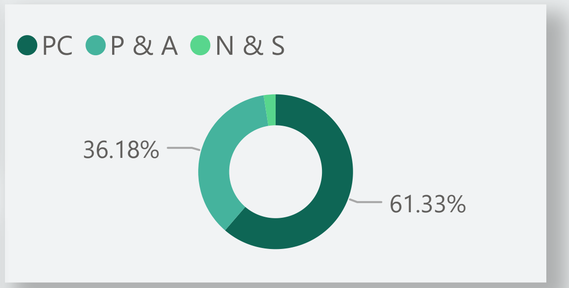
-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

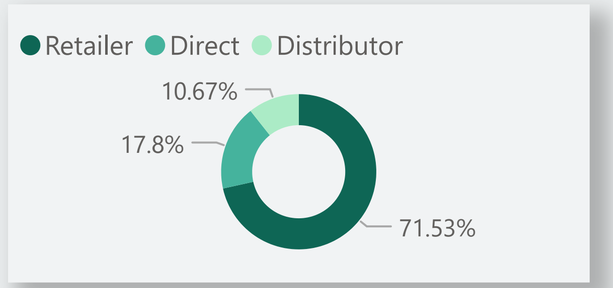
Key Insights By Sub Zone

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
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

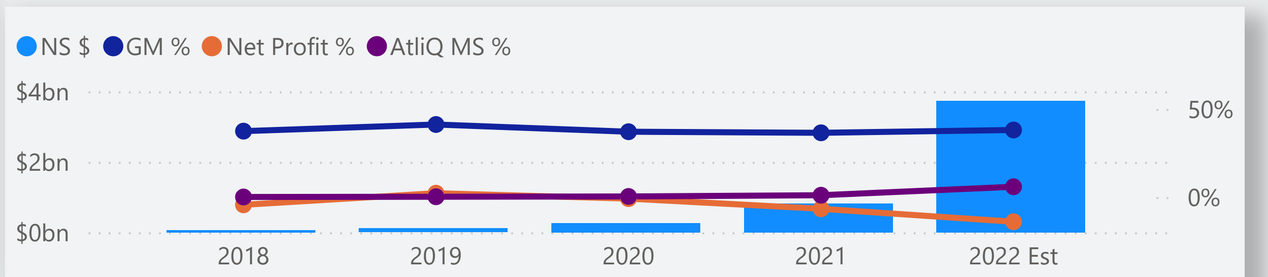
Revenue by Division



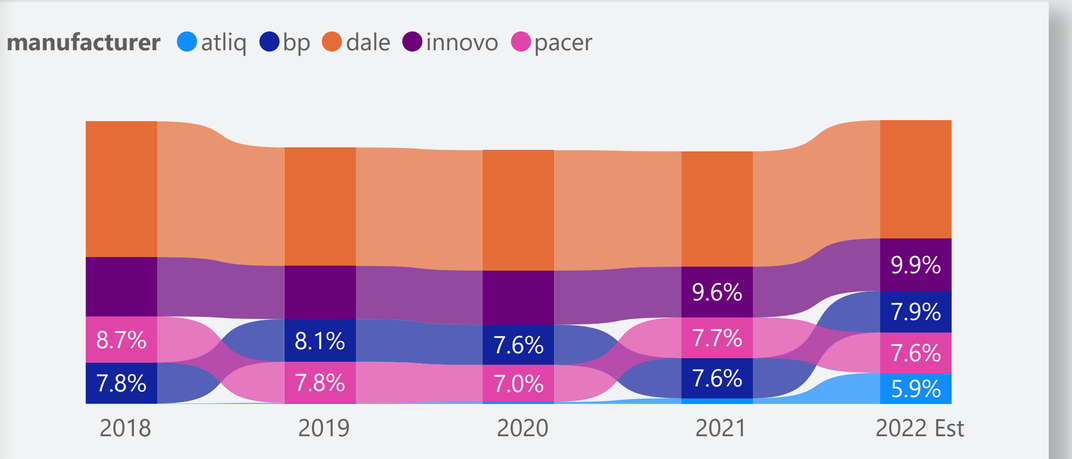
Revenue by Channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers 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 Products 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

Business Insights 360 Key Info

1.**System data** is refreshed monthly on the **5th working day**.

2.**System data** including Forecast, Actuals, and Historical Forecast is sourced from the **Global Database**.

3.**Non-system data** such as Target, Operational Expense, and Market Share is refreshed **upon request**.

4.For **FAQs**, click here.

5.Download the **live Excel version** here.

Business Insights 360 Support

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI ?