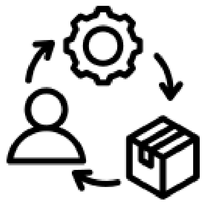
Business Insights 360

Market View

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

Finance View

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

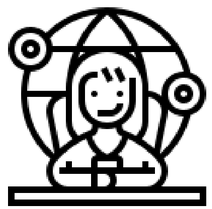


Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

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.



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.

Information

Support

Refresh Date : Wednesday, 31 July, 2024

Values are in Dollar & Millions

Sales data loaded until : Dec 21

region, market: All

customer: All

segment, cate...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

YTD | YTG

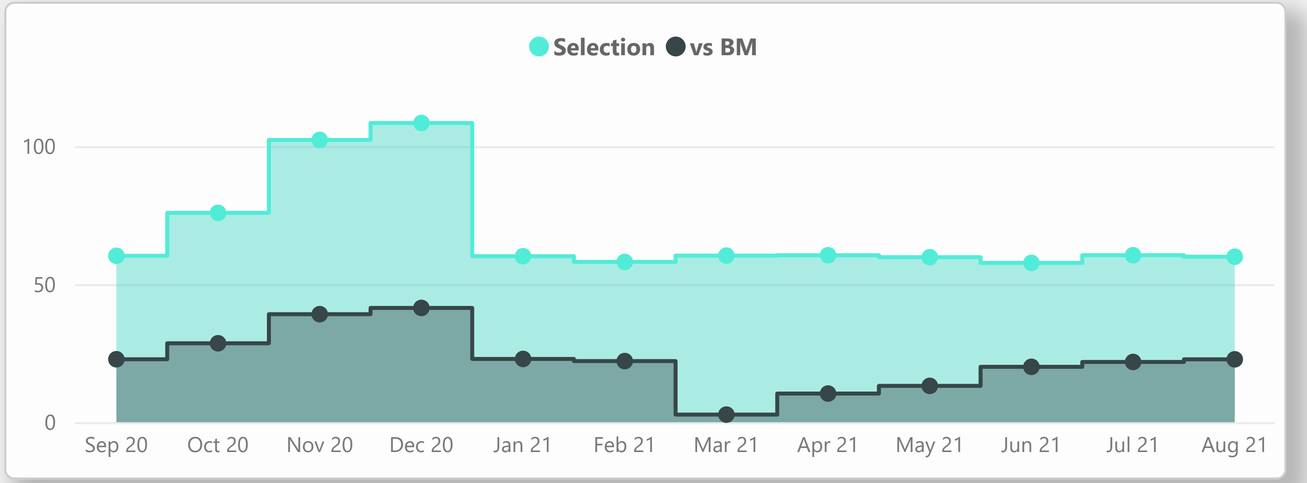
vs LY | vs Target

$823.8M	36.3%	-6.85%
Net Sales ($)	Gross Margin	Net Profit
Last Year $0.27M	Last Year 36.89%	Last Year -1.07%
+82.38%	+36.27%	-6.85%

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.6	535.9	1,128.7	210.6
Pre Invoice Deduction	392.5	124.7	267.8	214.8
Net Invoice Sales	1,272.1	411.3	860.9	209.3
- Post Discounts	281.6	95.8	185.8	193.8
- Post Deductions	166.6	47.4	119.2	251.4
Total Post Invoice Deduction	448.3	143.3	305.0	212.9
Net Sales	823.8	268.0	555.9	207.4
- Manufacturing Cost	497.8	160.3	337.5	210.5
- Freight Cost	22.1	7.2	14.9	208.0
- Other Cost	5.2	1.7	3.5	212.1
Total COGS	525.0	169.1	355.9	210.4
Gross Margin	298.8	98.9	200.0	202.3
Gross Margin %	36.3	36.9	-0.6	-1.7
GM / Unit	6.0	4.8	1.2	25.2
Operational Expense	-355.3	-101.7	-253.6	249.3

Net Sales Performance Over Time



Primary Parameter

- ○ region
- ◉ category

Secondary Parameter

- ○ market
- ◉ product

Top / Bottom N Products & Customers by Net Sales

category	P & L values	P & L chg %
⊞ Batteries	7.40	2,022.36
⊞ Personal Desktop	12.68	1,235.74
⊞ MotherBoard	16.04	744.35
⊞ Gaming Laptop	78.53	440.68
⊞ Mouse	103.30	321.41
⊞ Personal Laptop	113.07	239.26
⊞ USB Flash Drives	5.55	230.16
⊞ Keyboard	134.14	224.23
⊞ Business Laptop	108.63	181.87
Total	**823.85**	**207.43**

BM = Bench Mark , LY = Last Year

region, market: All

customer: All

segment, cate...: All

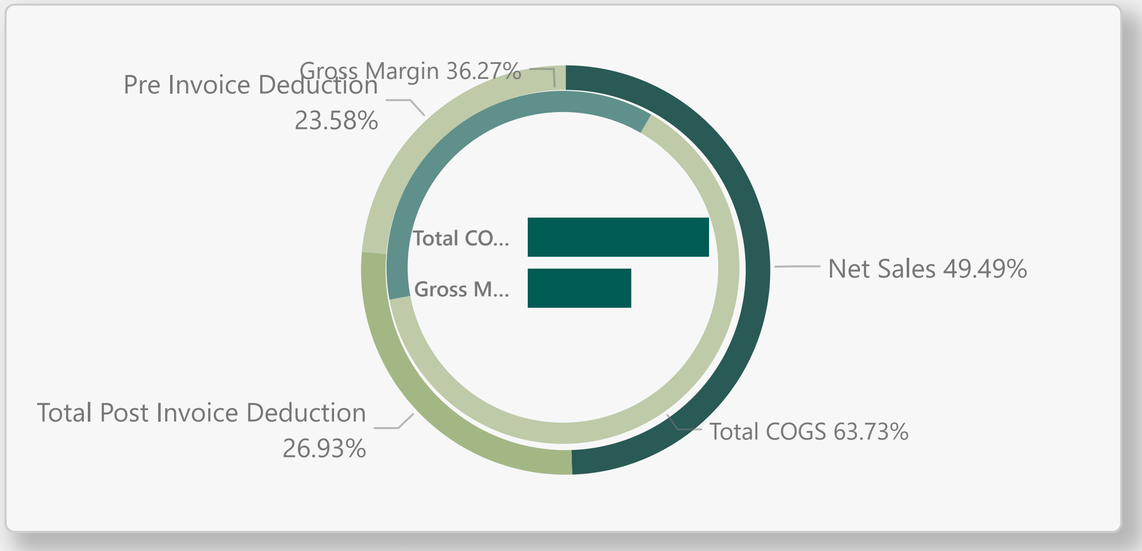
2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

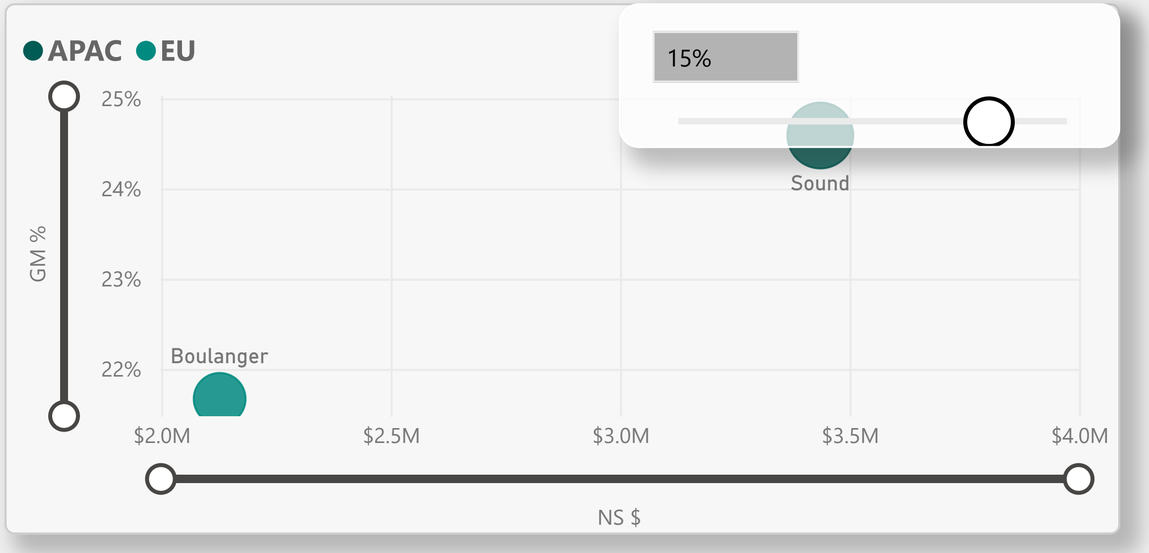
YTD | YTG

Unit Economics

vs LY | vs Target



Performance Matrix



Product Performance

Product | Customer

Customer	NS $	GM $	GM %
Amazon	$109.0M	$38.4M	35.2%
AtliQ Exclusive	$79.9M	$34.8M	43.5%
Atliq e Store	$70.3M	$26.2M	37.3%
Sage	$27.1M	$9.5M	34.9%
Neptune	$21.0M	$8.6M	41.0%
Leader	$24.5M	$8.3M	33.8%
Flipkart	$25.3M	$7.6M	30.0%
Ebay	$19.9M	$7.1M	35.9%
Synthetic	$16.1M	$6.3M	39.0%
Electricalslytical	$15.6M	$5.9M	37.7%
Electricalsocity	$16.3M	$5.6M	34.6%
Propel	$14.1M	$5.3M	37.6%
Acclaimed Stores	$14.3M	$5.1M	36.0%
walmart	$12.6M	$4.8M	37.7%
Reliance Digital	$12.7M	$4.6M	35.8%
Costco	$12.2M	$4.5M	37.2%
Expression	$12.9M	$4.4M	34.3%
Path	$11.0M	$4.4M	40.0%
Novus	$12.9M	$4.2M	32.8%
UniEuro	$9.6M	$3.8M	39.2%
Control	$10.1M	$3.8M	37.3%
Staples	$11.5M	$3.7M	32.1%
Girias	$11.3M	$3.5M	31.2%
Vijay Sales	$11.3M	$3.2M	28.8%
Lotus	$10.5M	$3.1M	29.4%
Expert	$8.4M	$3.1M	36.9%
Zone	$6.9M	$3.0M	43.4%
Logic Stores	$6.3M	$3.0M	46.8%
Total	**$823.8M**	**$298.8M**	**36.3%**

region, market: All

customer: All

segment, cate...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

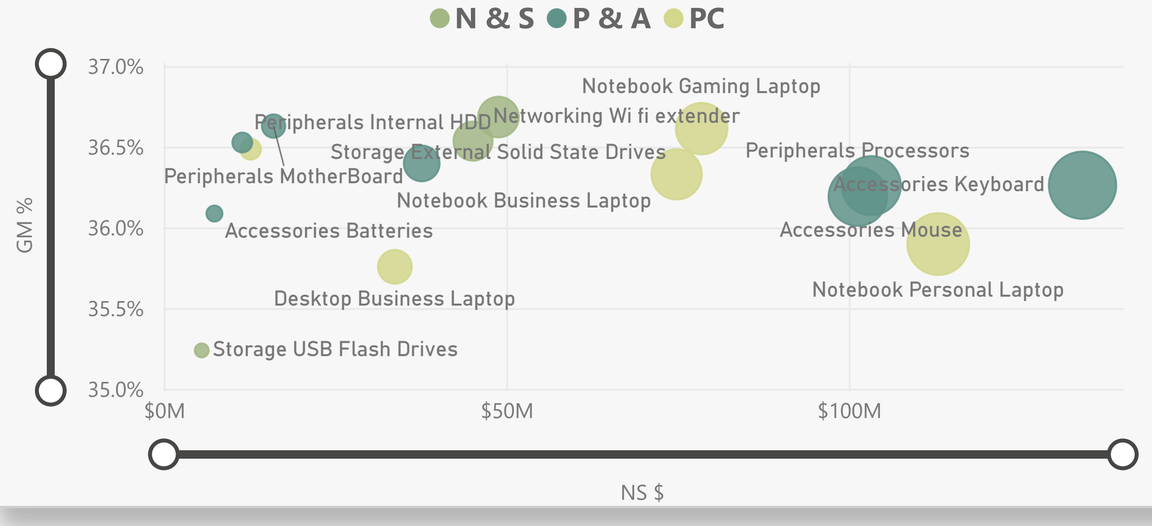
YTD | YTG

Product Performance

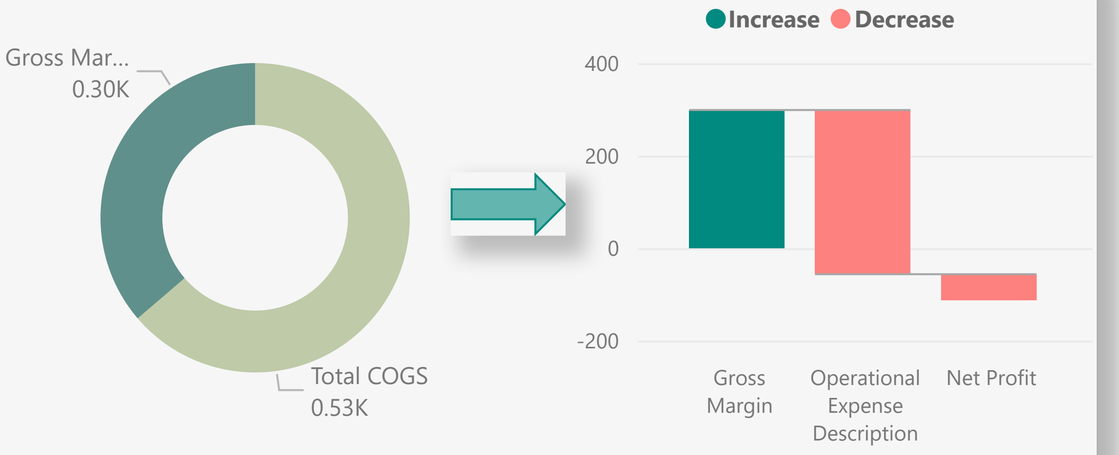
segment	NS $	GM $	GM %	Net Profit $	Net Profit
⊞ Networking	$45.2M	$16.50M	36.5%	($3,008,802.5)	
⊞ Desktop	$46.4M	$16.69M	36.0%	($3,371,352.2)	
⊞ Storage	$54.4M	$19.88M	36.5%	($3,578,697.0)	
⊞ Peripherals	$166.5M	$60.45M	36.3%	($11,385,564.4)	
⊞ Accessories	$244.8M	$88.77M	36.3%	($16,816,153.2)	
⊞ Notebook	$266.5M	$96.54M	36.2%	($18,287,226.6)	
Total	**$823.8M**	**$298.83M**	**36.3%**	**($56,447,796.0)**	

Show NP %

Performance Matrix



Unit Economics



Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ **NA**	**$177.9M**	**$65.8M**	**37.0%**	**($24,818,407.7)**	**-13.9%**
⊞ **APAC**	**$442.0M**	**$155.4M**	**35.2%**	**($34,168,074.5)**	**-7.7%**
⊞ **EU**	**$200.8M**	**$76.5M**	**38.1%**	**$2,350,000.1**	**1.2%**
⊟ **LATAM**	**$3.2M**	**$1.2M**	**37.3%**	**$188,686.2**	**6.0%**
Brazil	$1.0M	$0.3M	32.6%	($22,611.0)	-2.3%
Columbia	$0.2M	$0.0M	26.3%	($2,505.3)	-1.6%
Mexico	$1.2M	$0.5M	39.0%	$66,904.5	5.6%
Chile	$0.8M	$0.3M	42.9%	$146,897.9	18.2%
Total	**$823.8M**	**$298.8M**	**36.3%**	**($56,447,796.0)**	**-6.9%**

region, market: All

customer: All

segment, cate...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

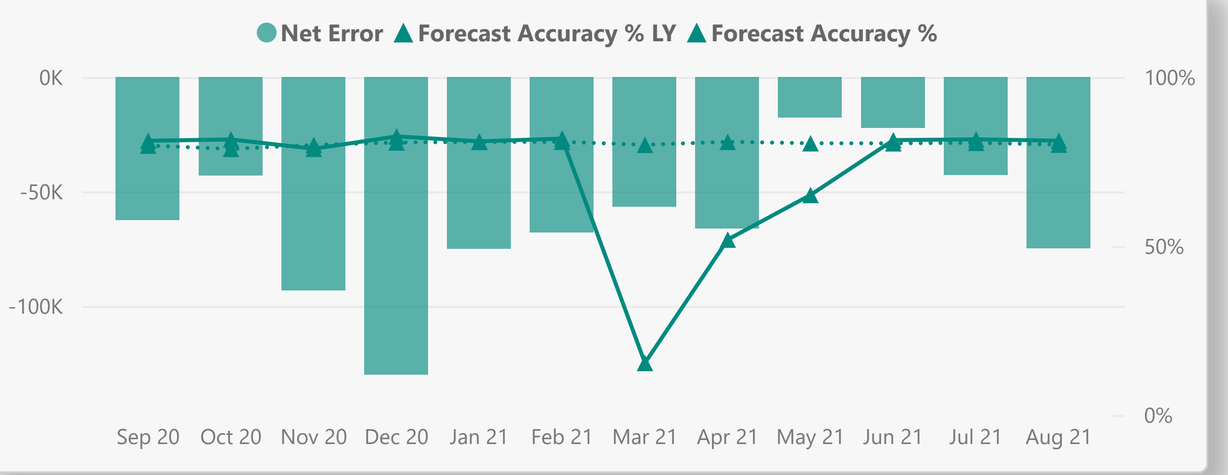
YTD | YTG

80.2% ✓
LY: 0.7 (+9.88%)
Forecast Accuracy

-751.7K ✓
LY: 491.6K (-252.91%)
Net Error

9780.7K !
LY: 5743.2K (+70.3%)
ABS Error

Accuracy / Net Error Trend



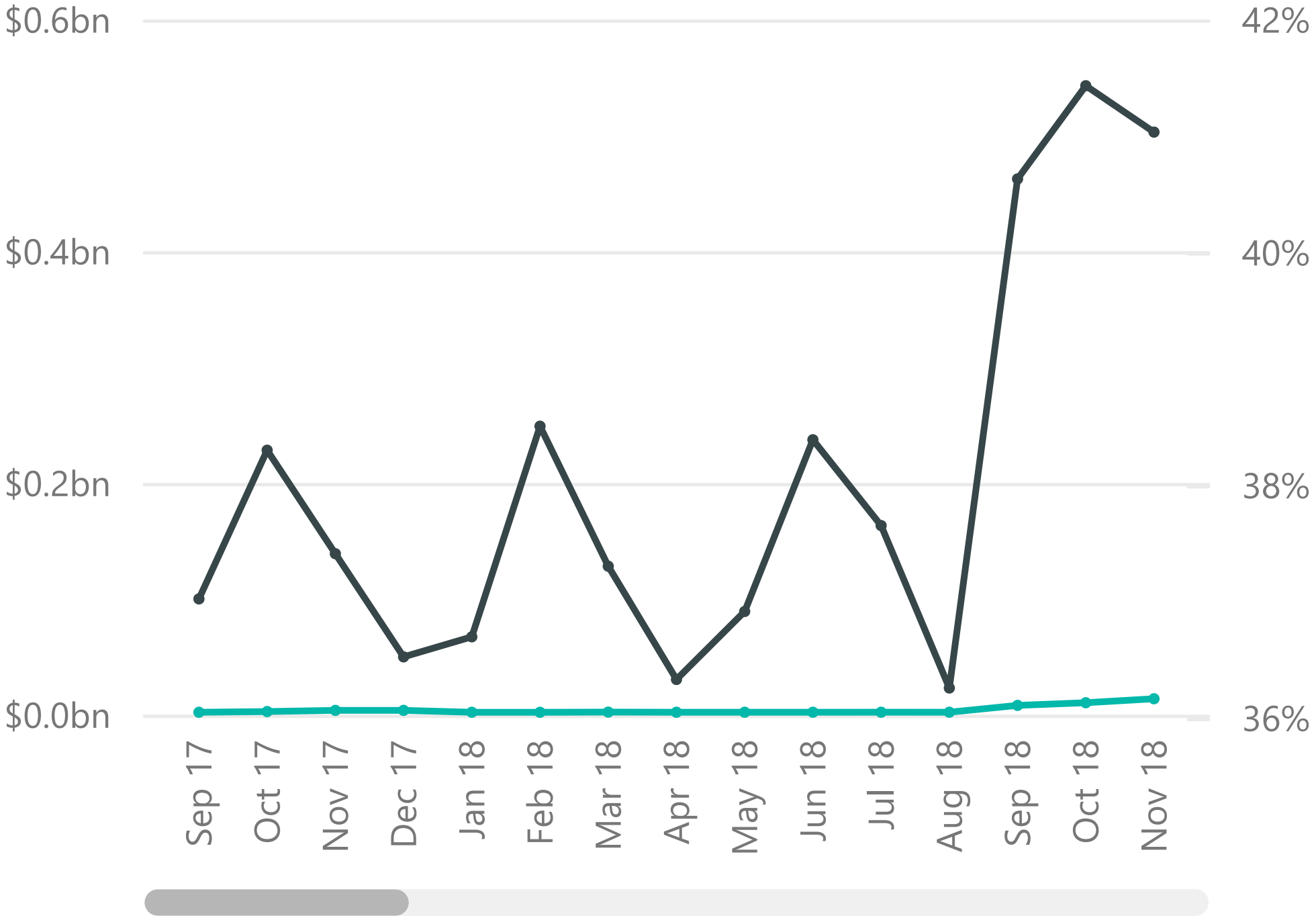
Key Metrics By Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.1%	0.43	8033	4.1%	EI
Atlas Stores	48.2%	0.39	99521	29.6%	EI
Boulanger	58.8%	0.38	81786	18.3%	EI
Chip 7	53.4%	0.41	95124	18.8%	EI
Chiptec	52.5%	0.27	72175	22.1%	EI
Coolblue	52.9%	0.43	116840	26.9%	EI
Croma	42.8%	0.35	45046	6.0%	EI
Electricalsara Stores	52.0%	0.32	19891	12.4%	EI
Electricalslytical	50.8%	0.39	130903	12.2%	EI
Electricalsocity	50.4%	0.43	9221	0.9%	EI
Electricalsquipo Stores	48.8%	0.39	89614	27.2%	EI
Elite	51.5%	0.40	4296	1.4%	EI
Epic Stores	52.2%	0.38	11914	3.8%	EI
Total	**80.2%**	**0.73**	**-751714**	**-1.5%**	**OOS**

Key Metrics By Product

segment	FCA %	Net Error	Net Error %	Risk
⊞ Desktop	84.4%	16205	11.2%	EI
⊞ Networking	90.4%	227056	8.2%	EI
⊞ Storage	83.5%	1507656	15.8%	EI
⊞ Accessories	77.7%	-2133183	-7.1%	OOS
⊞ Notebook	80.0%	-51254	-4.0%	OOS
⊞ Peripherals	83.2%	-318194	-5.9%	OOS
Total	**80.2%**	**-751714**	**-1.5%**	**OOS**

NS & GM % For


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

region, market: All

customer: All

segment, cate...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

YTD | YTG

vs LY | vs Target

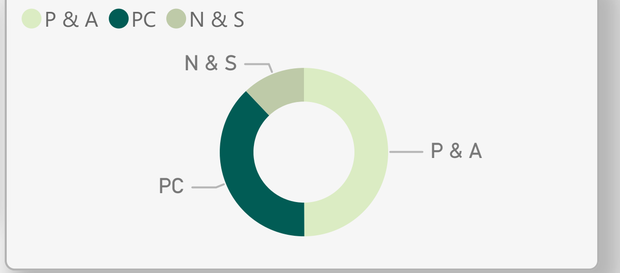
$823.8M✓
BM: 268.0M
(+207.43%)
Net Sales $

36.3% !
BM: 36.89%
(-1.67%)
GM %

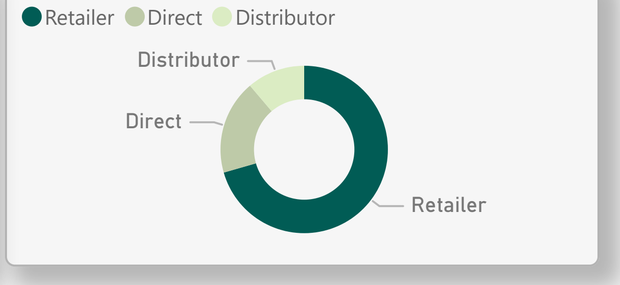
-6.9% !
BM: -1.1%
(-542.82%)
Net Profit %

80.2%✓
LY: 0.7 (+9.88%)
Forecast Accuracy%

Revenue by Division



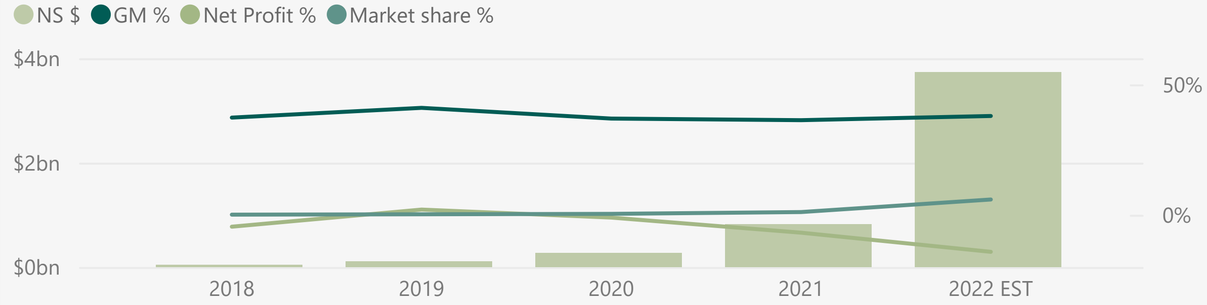
Revenue by Channel



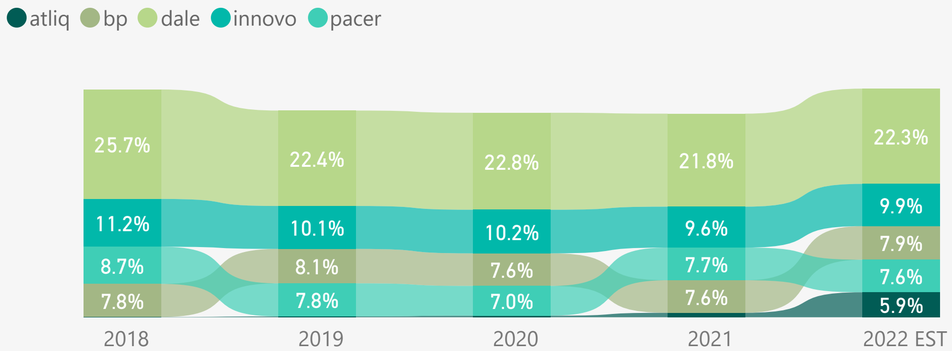
Key Insights by Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit%	Net Error%	AtliQ MS%	Risk
India	$210.7M	25.6%	31.8% ↓	-24.8%	3.90%	0.01	EI
ROA	$186.9M	22.7%	38.2%	8.0%	-21.55%	0.01	OOS
NA	$177.9M	21.6%	37.0% ↓	-13.9%	-7.06%	0.01	OOS
NE	$109.3M	13.3%	37.8%	-1.4%	11.27%	0.01	EI
SE	$91.5M	11.1%	38.5%	4.2%	10.56%	0.01	EI
ANZ	$44.4M	5.4%	38.2% ↓	7.0%	-5.19%	0.01	OOS
Total	**$823.8M**	**100.0%**	**36.3%**	**-6.9%**	**-1.52%**	**0.01**	**OOS**

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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customer by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	43.5% ↓
Atliq e Store	8.5%	37.3%
Amazon	13.2%	35.2% ↓
Sage	3.3%	34.9%
Flipkart	3.1%	30.0% ↓
Total	**37.8%**	**37.4%**

Top 5 Products by Revenue

product	RC %	GM %
AQ Qwerty	3.4%	36.9%
AQ Trigger	3.3%	36.7%
AQ Maxima	2.7%	36.5% ↓
AQ Gen Y	2.9%	35.8%
AQ BZ Allin1	4.1%	35.8%
Total	**16.3%**	**36.3%**

BM = Bench Mark , LY = Last Year, OOS = Out of Stock, EI = Excess Inventory

AtliQ Technologies

AtliQ Technologies Hardware, a fast-growing company with a global presence, recently faced significant challenges in Latin
America. As a new data analyst, I was responsible for enhancing their data utilization to facilitate informed decision-making and drive success.

🎯 The Solution:

Introducing Business Insights 360, a Power BI project crafted to provide AtliQ with critical insights into Finance, Sales, Marketing, and Supply Chain, and an exclusive Executive View to mitigate losses.

PI