



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 products(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

₹ 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 %

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			
Total Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

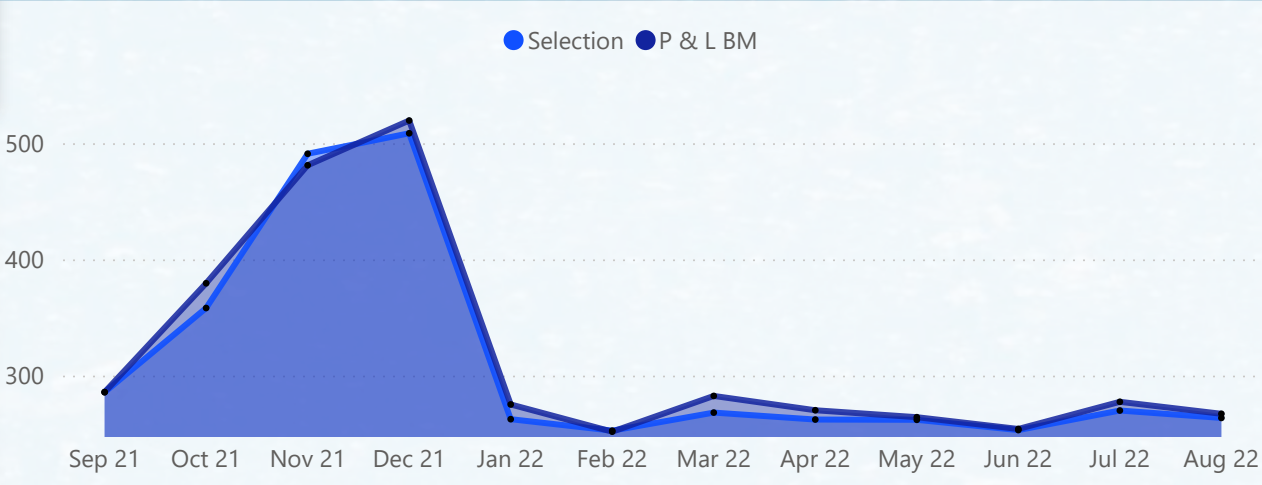
YTD

YTG

vs LY

vs Target

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L LY	P & L YoY Chg %
APAC	1,923.8	442.0	-2.48
LATAM	14.8	3.2	-1.60
NA	1,022.1	177.9	-1.24
EU	775.5	200.8	-1.13
Total	3,736.2	823.8	-1.86

segment	P & L Values	P & L LY	P & L YoY Chg %
Accessories	454.10	244.85	
Desktop	711.08	46.43	
Networking	38.43	45.16	
Notebook	1,580.43	266.49	
Peripherals	897.54	166.51	
Storage	54.59	54.42	
Total	3,736.17	823.85	-1.86

BM = Bench Mark, LY = Last Year



region, market
All

customer
All

segment, category
All

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	10.74%	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	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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Q1

Q2

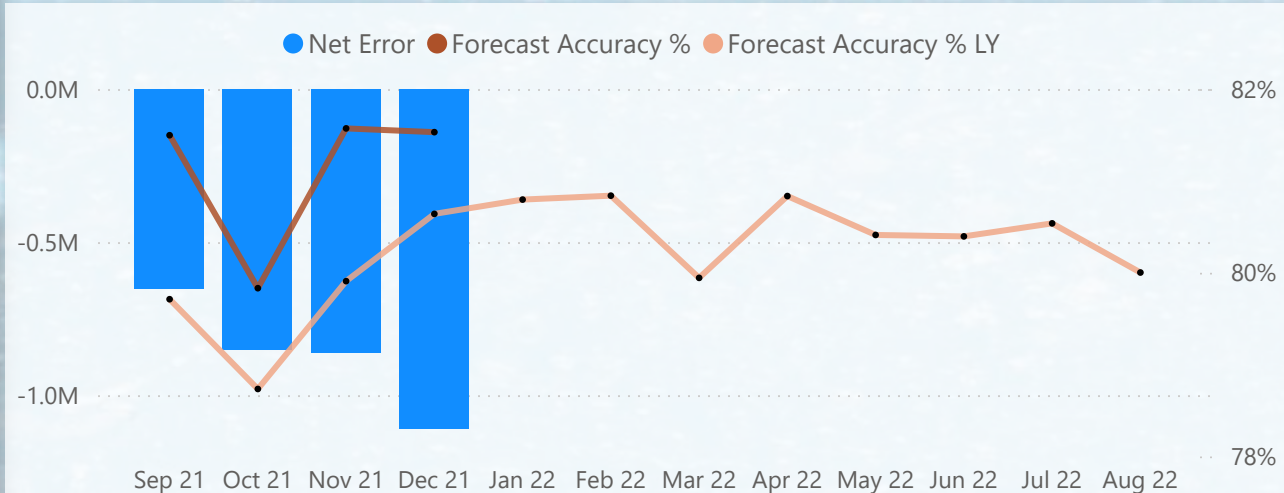
Q3

Q4

YTD

YTG

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
+					OOS
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
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



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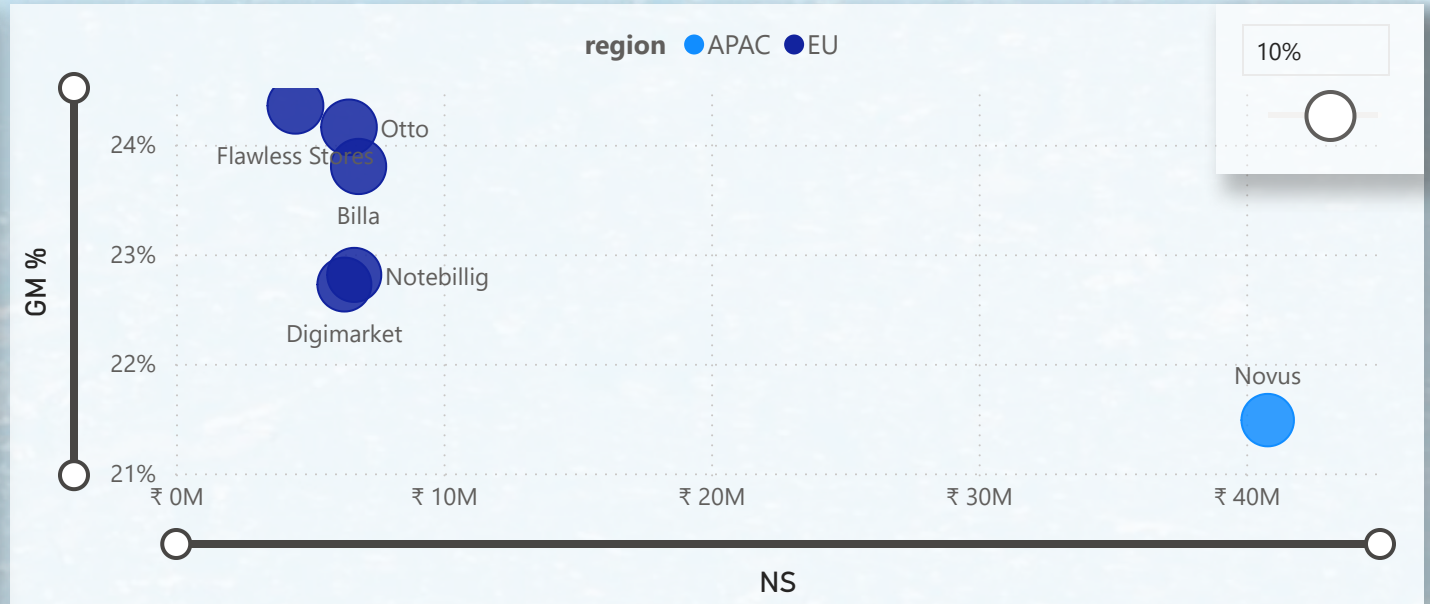
YTG

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%
Total	₹ 3,736.17M	1,422.88M	38.08%

Performance Matrix

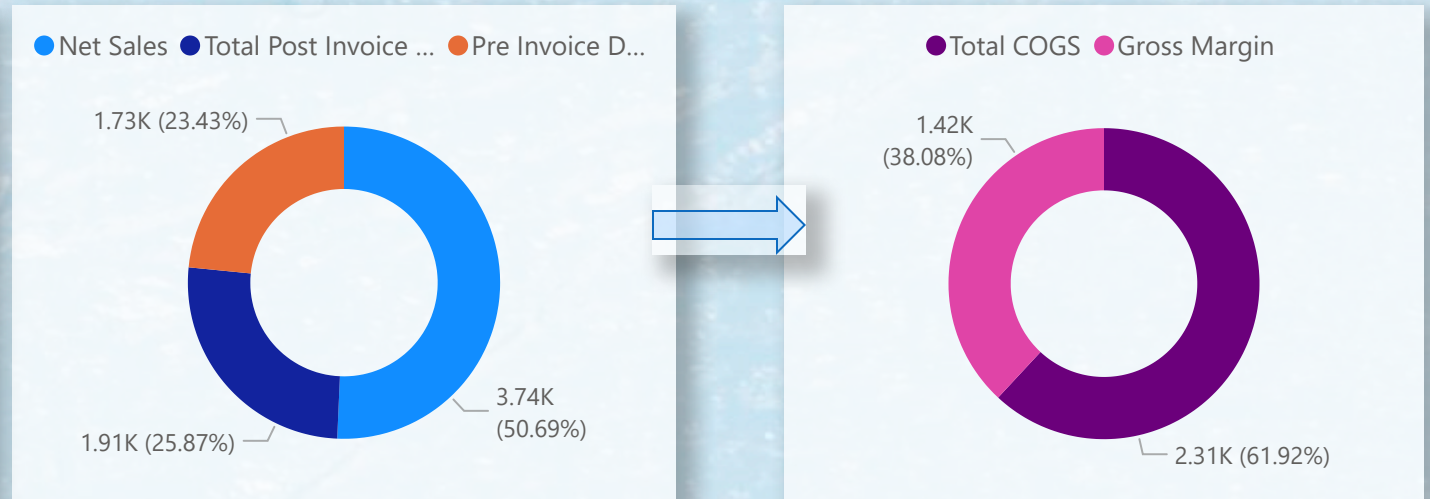
vs LY vs Target



Product Performance

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

Unit Economics





region, market
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segment, category
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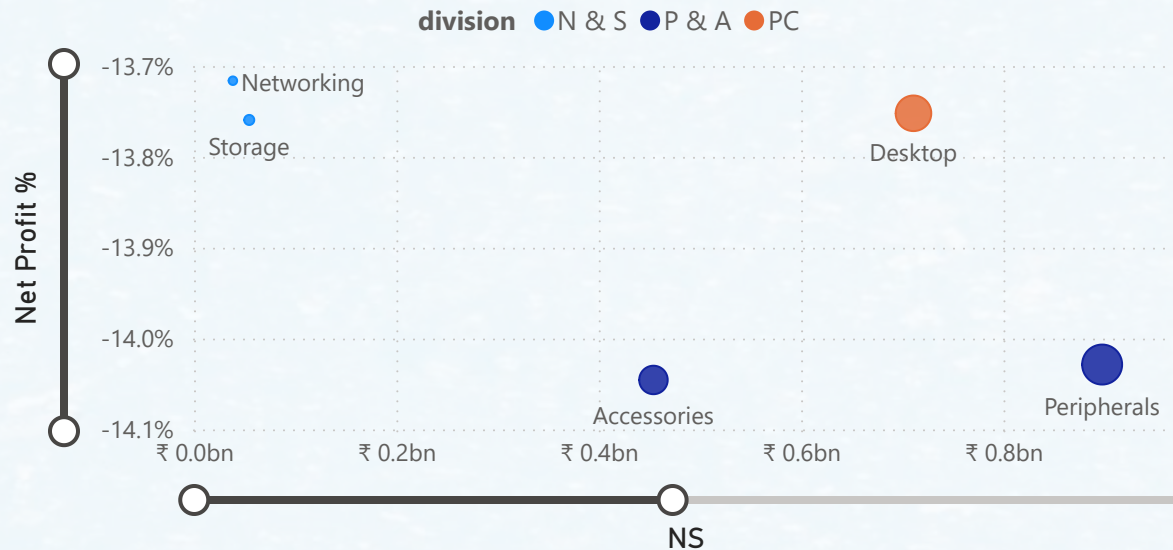
YTG

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 GM%

Performance Matrix

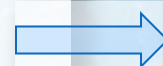
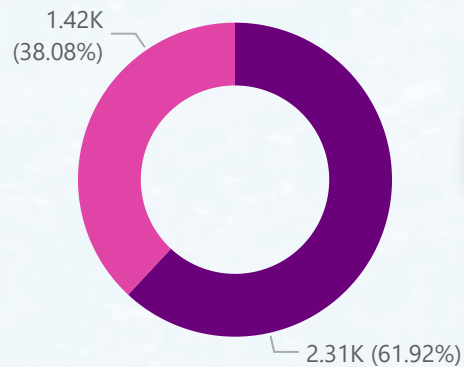


Region / Market / Customer Performance

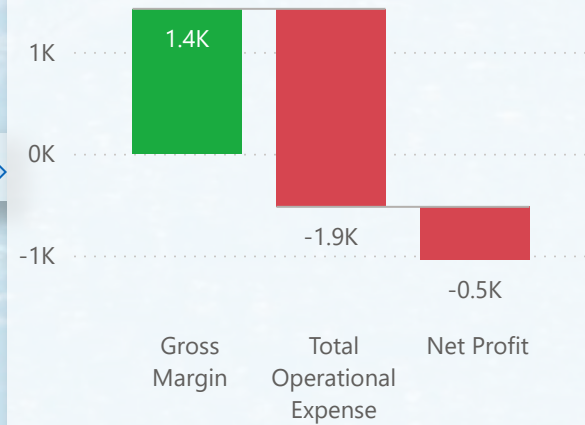
region	NS	GM	GM %	Net Profit	Net Profit %
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





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Net Profit %

81.17%✓

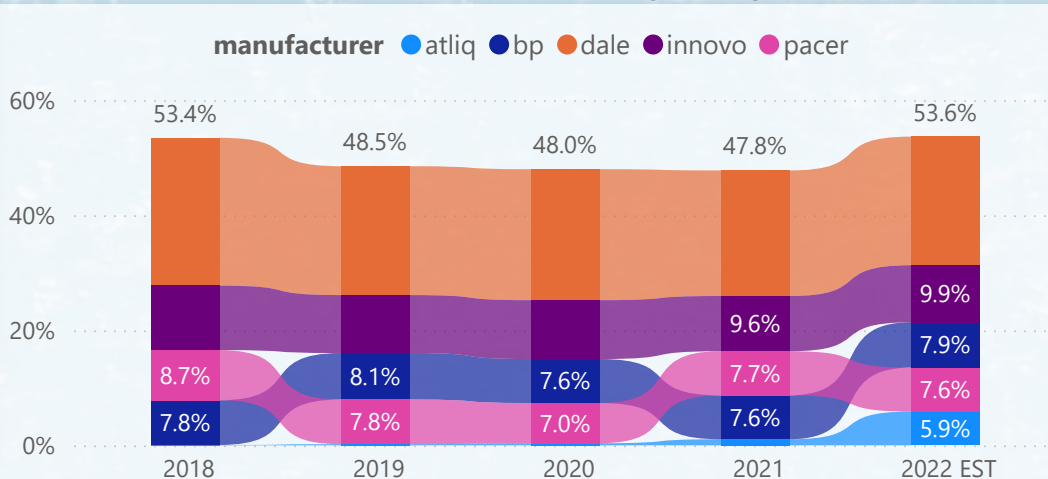
BM: 80.21% (+1.2%)

Forecast Accuracy

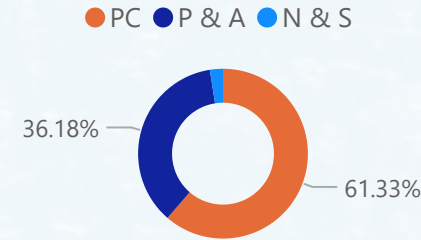
Key Insights By Sub Zone

sub_zone	NS	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	₹ 189.8M	5.08%	43.5%	↓ -7.4%	1.36%	-37.61%	OOS
India	₹ 945.3M	25.30%	35.8%	↓ -23.0%	13.26%	-24.37%	OOS
LATAM	₹ 14.8M	0.40%	35.0%	↓ -2.9%	0.28%	3.37%	EI
NA	₹ 1,022.1M	27.36%	45.0%	↓ -14.2%	4.87%	14.35%	EI
NE	₹ 457.7M	12.25%	32.8%	↓ -18.1%	6.80%	-4.56%	OOS
ROA	₹ 788.7M	21.11%	34.2%	↓ -6.3%	8.32%	-4.56%	OOS
SE	₹ 317.8M	8.51%	37.0%	↓ -4.0%	16.40%	-55.47%	OOS
Total	₹ 3,736.2M	100.00%	38.1%	-14.0%	5.87%	-9.48%	OOS

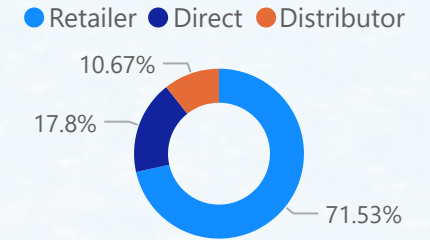
PC Market Share Trend - Atliq & Competitors



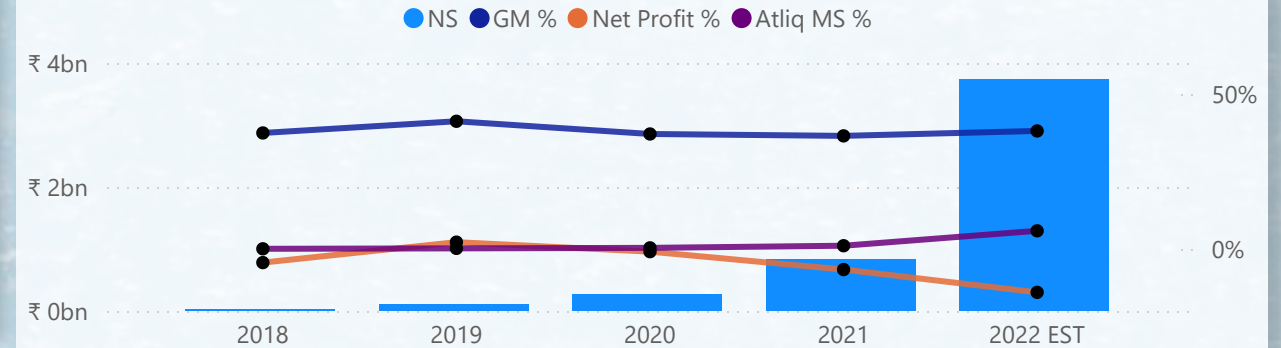
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ↓
Atliq e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	38.23%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	23.19%	38.06% ↓

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