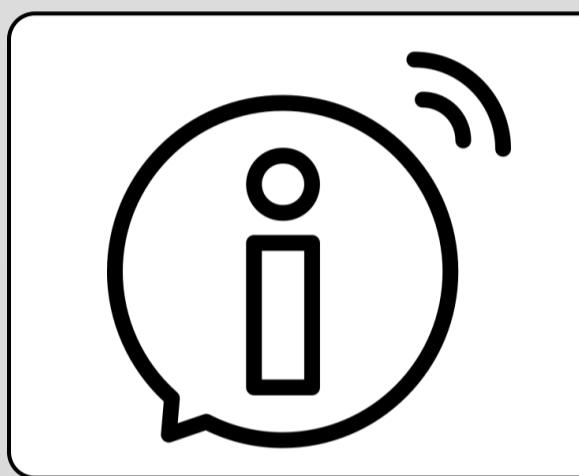




Business Insights 360



Info View

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



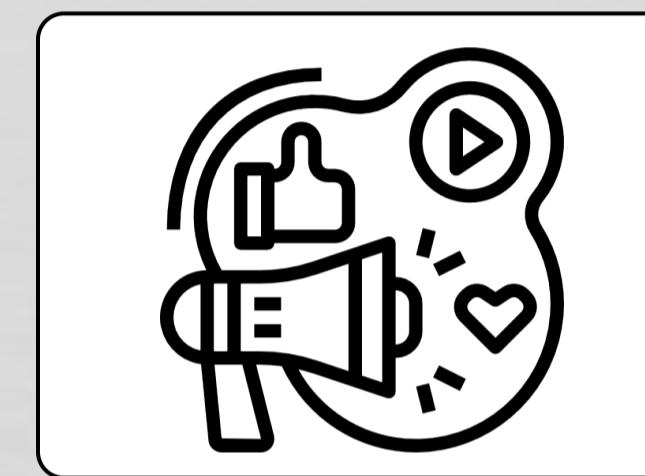
Finance View

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



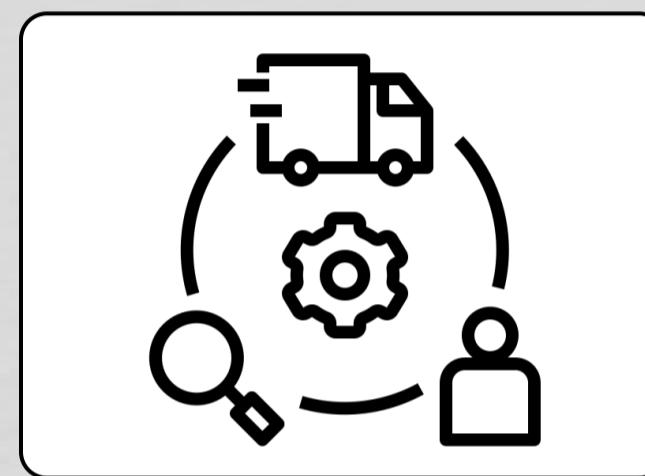
Sales View

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



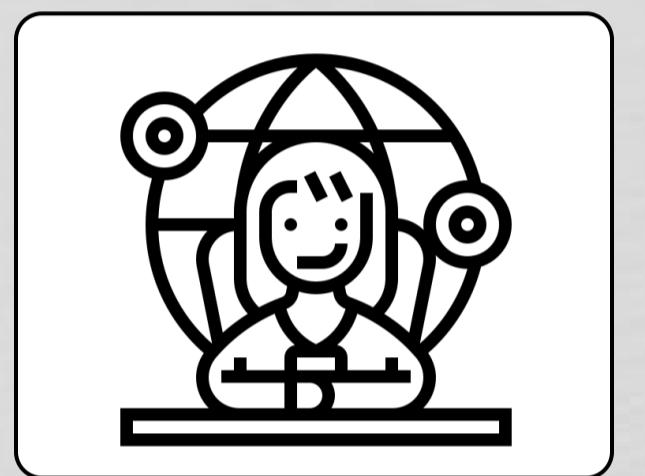
Marketing View

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.



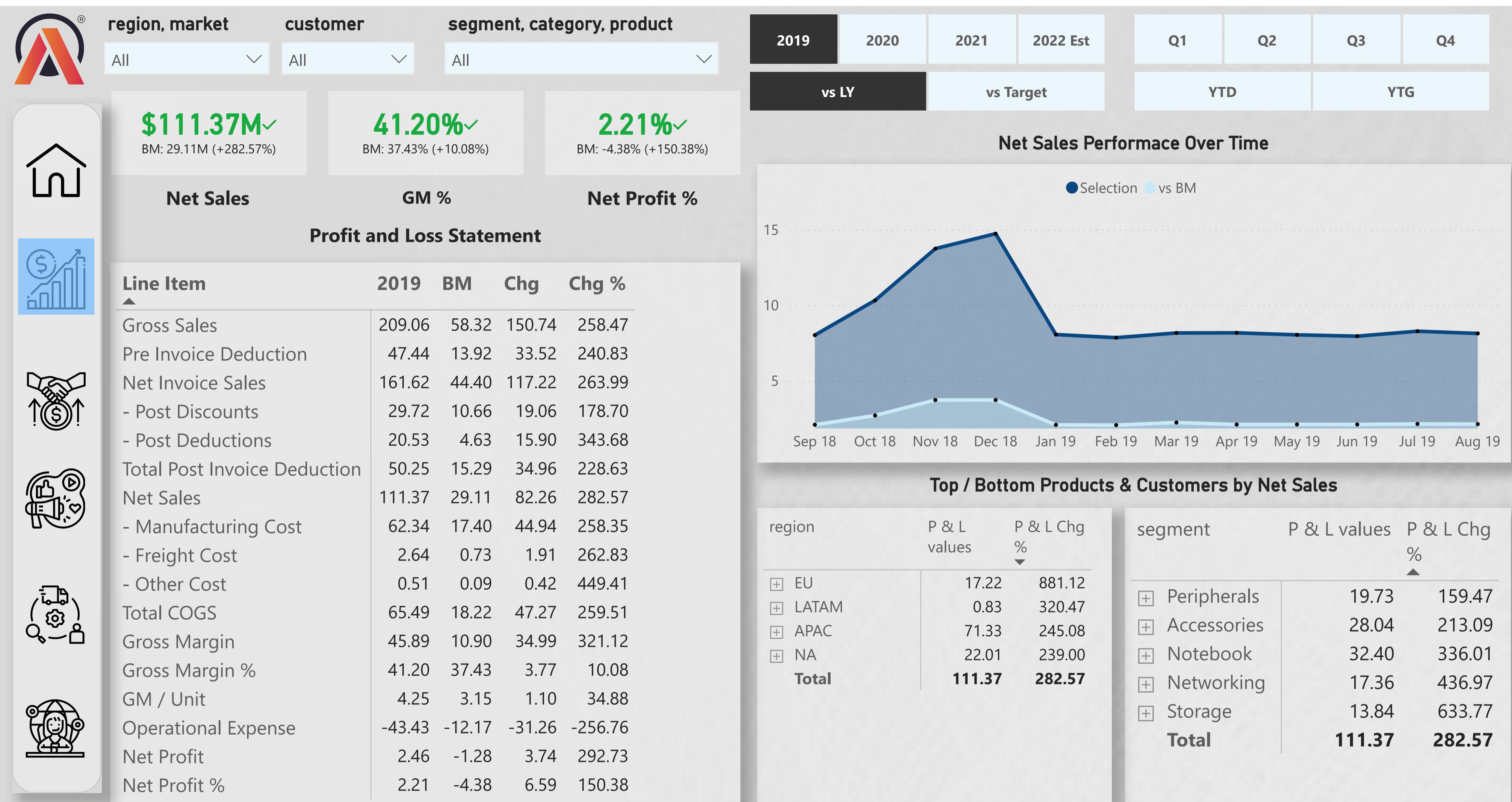
Executive View

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.



Abbreviation : BM = Benchmark | LY=Last Year | YTD =Year to Date | YTG = Year To Go | NS = Net Sales



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs Target

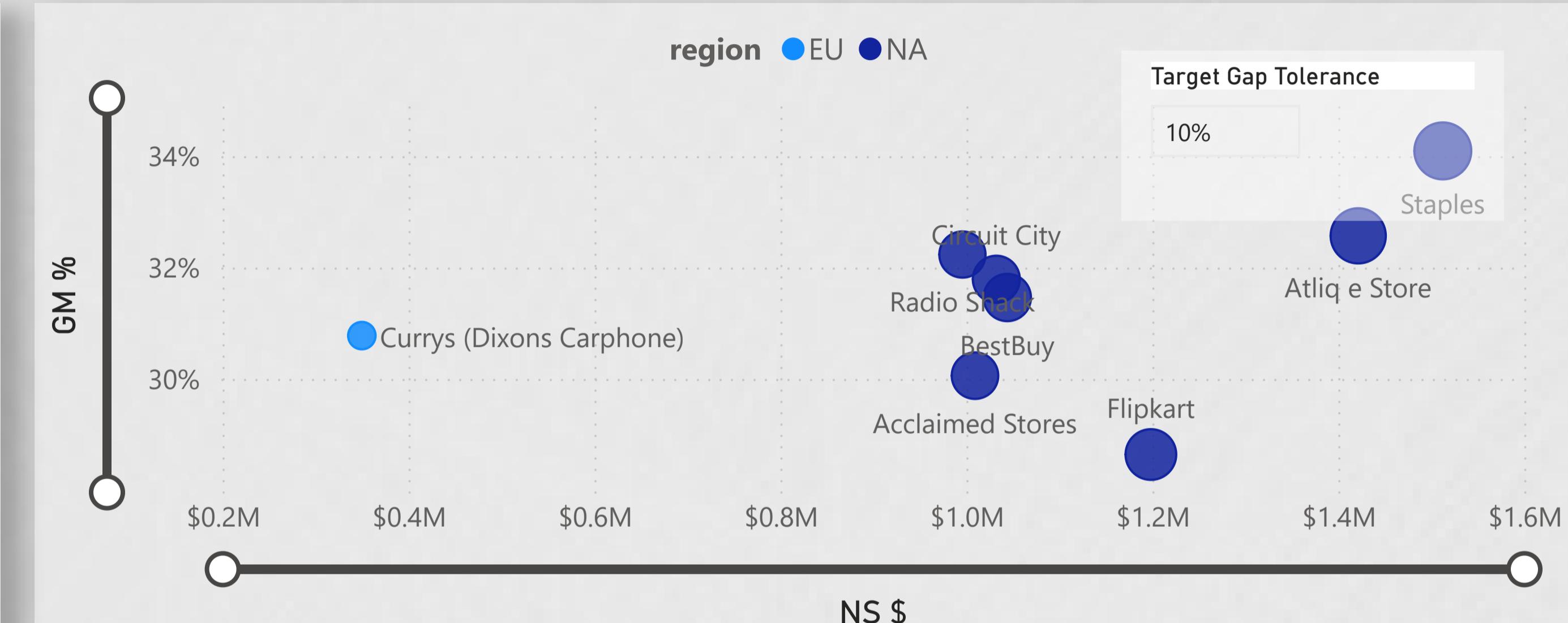
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$1.75M	0.59M	33.50%
Amazon	\$15.35M	6.38M	41.57%
Argos (Sainsbury's)	\$0.43M	0.18M	43.03%
Atlas Stores	\$0.22M	0.09M	39.84%
Atliq e Store	\$9.15M	3.75M	40.99%
AtliQ Exclusive	\$11.73M	5.68M	48.41%
BestBuy	\$1.04M	0.33M	31.46%
Billa	\$0.36M	0.14M	40.48%
Boulanger	\$0.30M	0.11M	38.54%
Total	\$111.37M	45.89M	41.20%

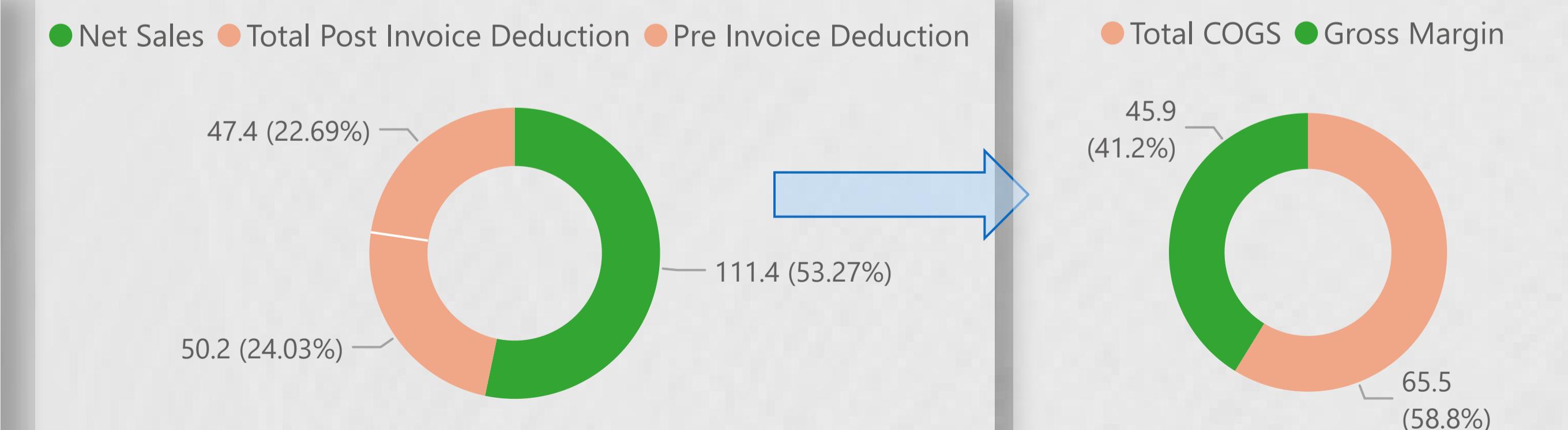
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Peripherals	\$19.73M	8.29M	42.01%
Accessories	\$28.04M	11.58M	41.31%
Notebook	\$32.40M	13.38M	41.29%
Storage	\$13.84M	5.68M	41.04%
Networking	\$17.36M	6.96M	40.08%
Total	\$111.37M	45.89M	41.20%

Unit Economics



Abbreviation : BM = Benchmark | LY=Last Year | YTD =Year to Date | YTG = Year To Go | NS = Net Sales



region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

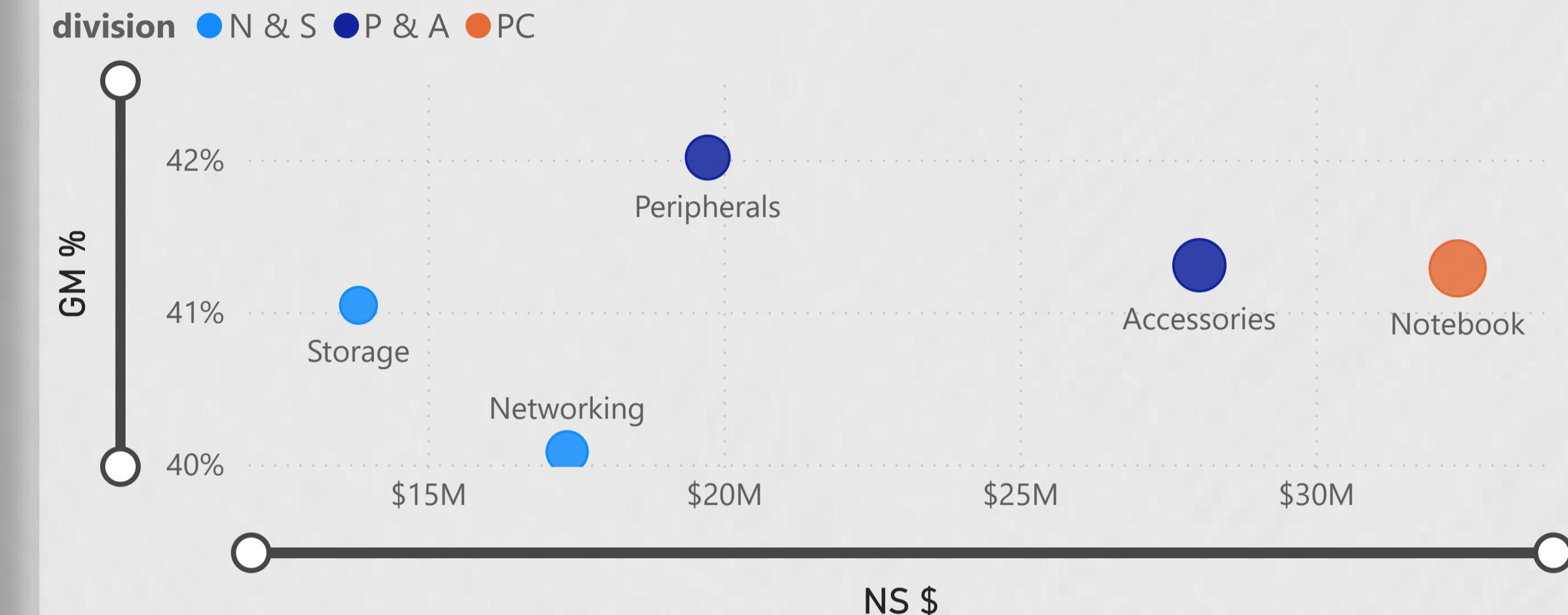
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
+ Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
+ Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
+ Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%
+ Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Show NP %

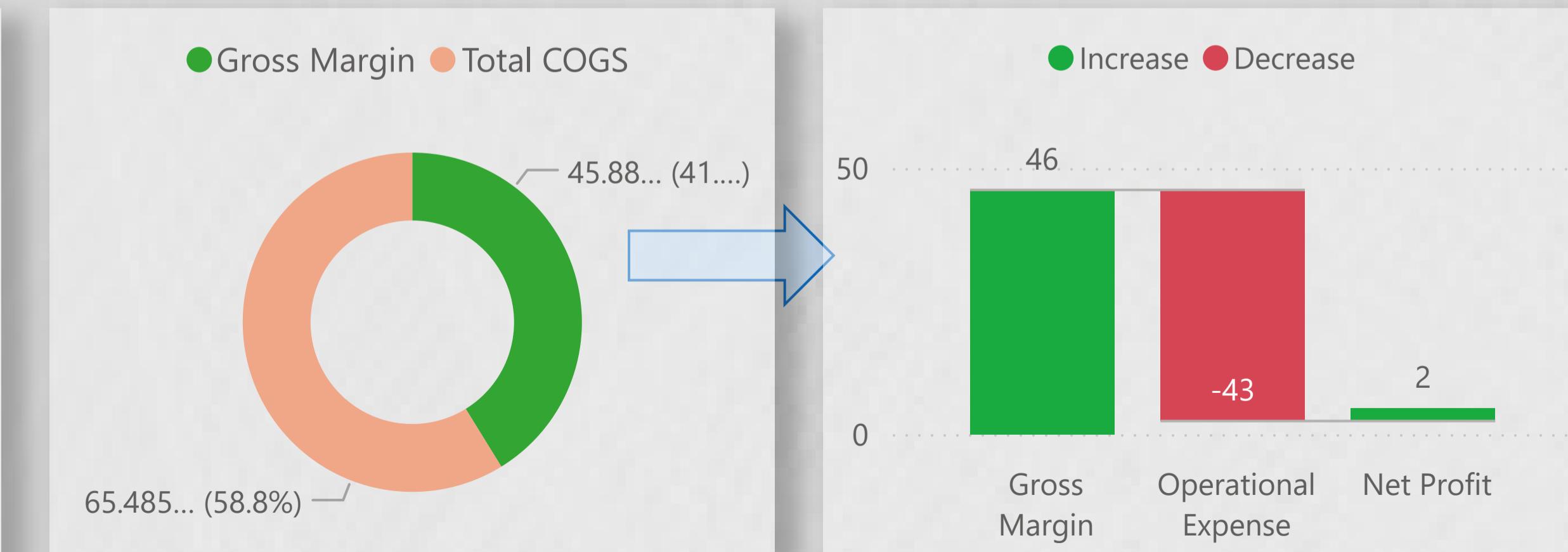
Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%
+ EU	\$17.22M	7.05M	40.97%	0.04M	0.23%
+ LATAM	\$0.83M	0.35M	42.32%	0.06M	7.53%
+ NA	\$22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Unit Economics





region, market

All

customer

All

segment, catego...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

86.45%✓

LY: 80.31% (+7.65%)



Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)



Net Error

1547.8K!

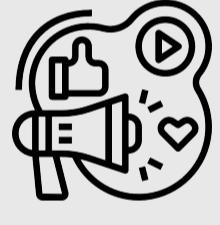
LY: 813.7K (+90.21%)



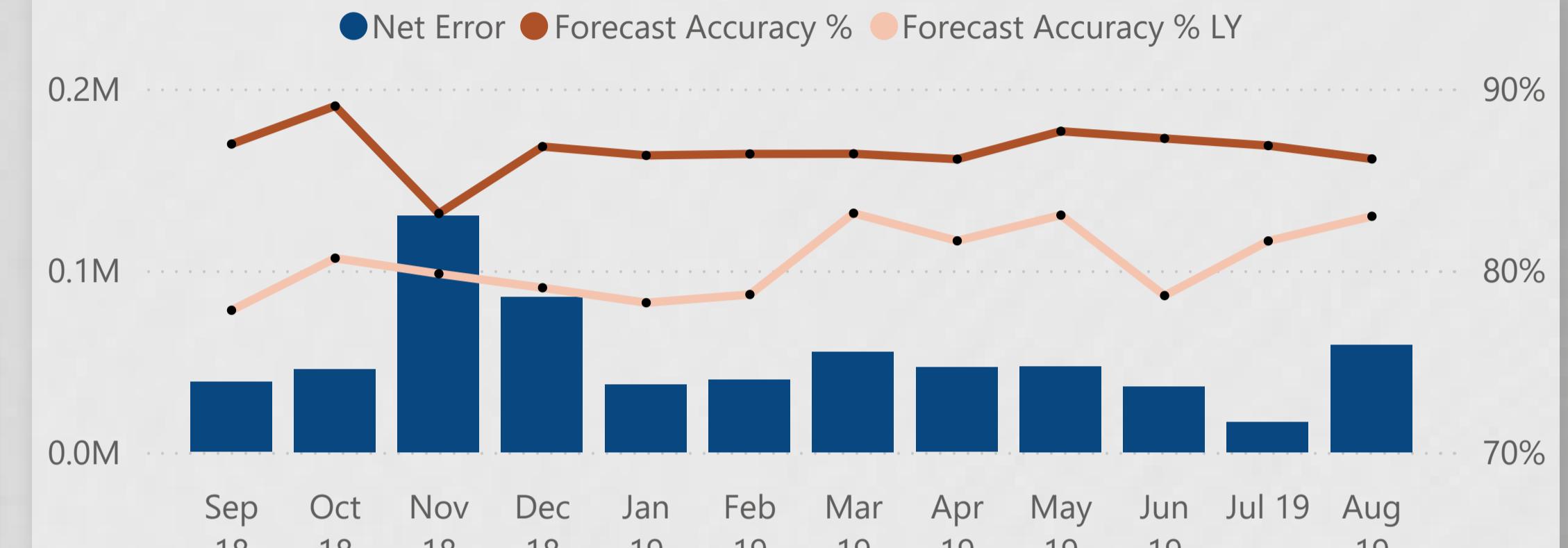
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.2% EI	
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4% EI	
Atliq e Store	76.51%	68.38%	37982	4.1% EI	
AtliQ Exclusive	76.67%	67.89%	92532	8.5% EI	
Boulanger	45.56%	40.83%	1993	6.1% EI	
Croma	48.82%	44.74%	45283	20.1% EI	
Digimarket	52.62%	44.10%	19920	17.4% EI	
Ebay	51.05%	51.42%	12676	4.1% EI	
Electricalsara Stores	52.73%	41.97%	7322	28.9% EI	
Electricalslance Stores	57.64%		3507	19.3% EI	
Electricalslytical	51.50%	44.88%	43072	16.9% EI	
Electricalsocity	52.63%	49.12%	64722	20.1% EI	
Euronics	57.34%	43.62%	3078	7.1% EI	
Expression	46.37%	45.67%	50774	20.0% EI	
Ezone	47.80%	42.50%	58241	23.8% EI	
Flawless Stores	47.26%		3166	24.2% EI	
Flipkart	50.68%	53.07%	13240	3.3% EI	
Total	86.45%	80.31%	637478	5.6% EI	

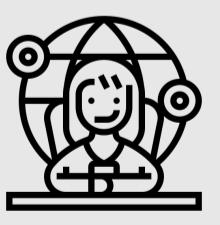


Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Peripherals	85.06%	79.51%	-14576	3.02%	OOS
Accessories	90.20%	79.13%	-56895	2.34%	OOS
Notebook	83.02%	85.46%	-29145	2.28%	OOS
Storage	80.25%	88.60%	432521	2.09%	EI
Networking	81.50%	84.87%	305573	1.02%	EI
Total	86.45%	80.31%	637478	2.21%	EI





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

YTD

YTG

\$111.37M✓

BM: 29.11M

(+282.57%)

Net Sales

41.20%✓

BM: 37.43%

(+10.08%)

2.21%✓

BM: -4.38%

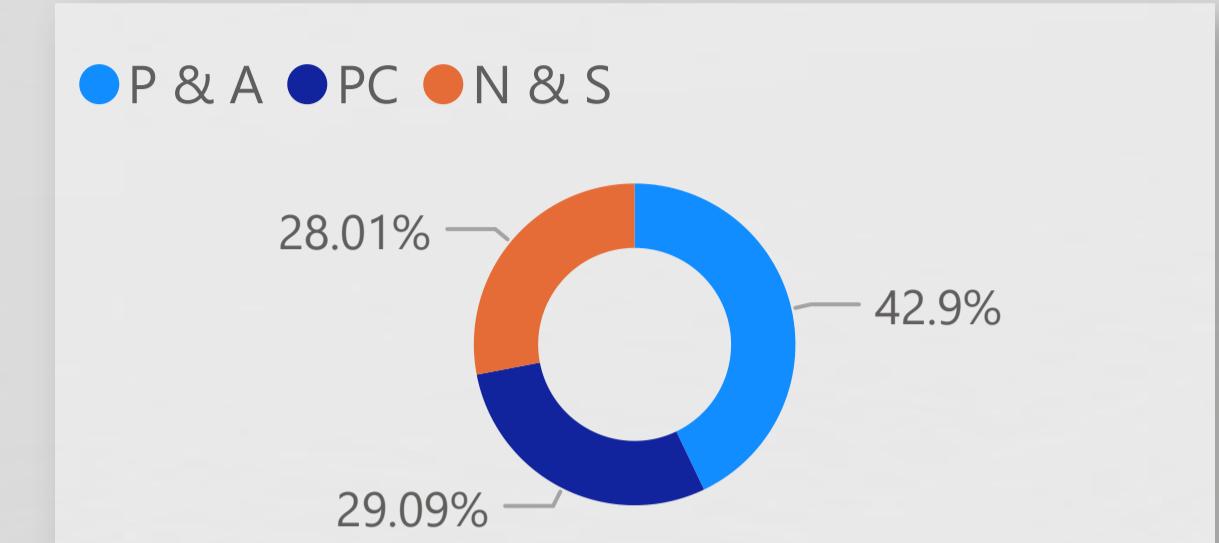
(+150.38%)

86.45%✓

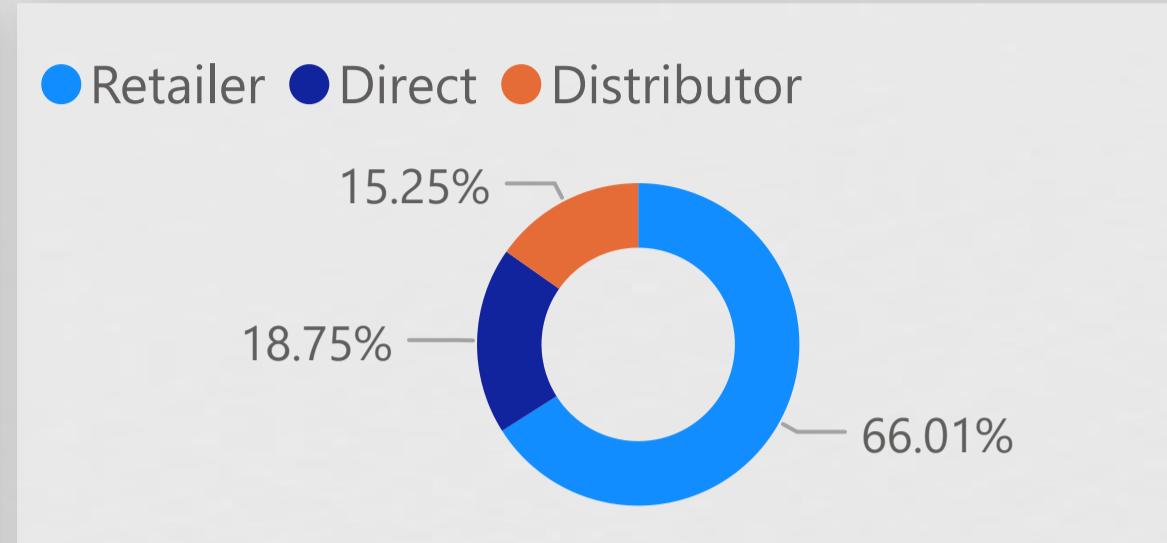
BM: 80.31% (+7.65%)

Forecast Accuracy

Revenue by Division



Revenue by Channel

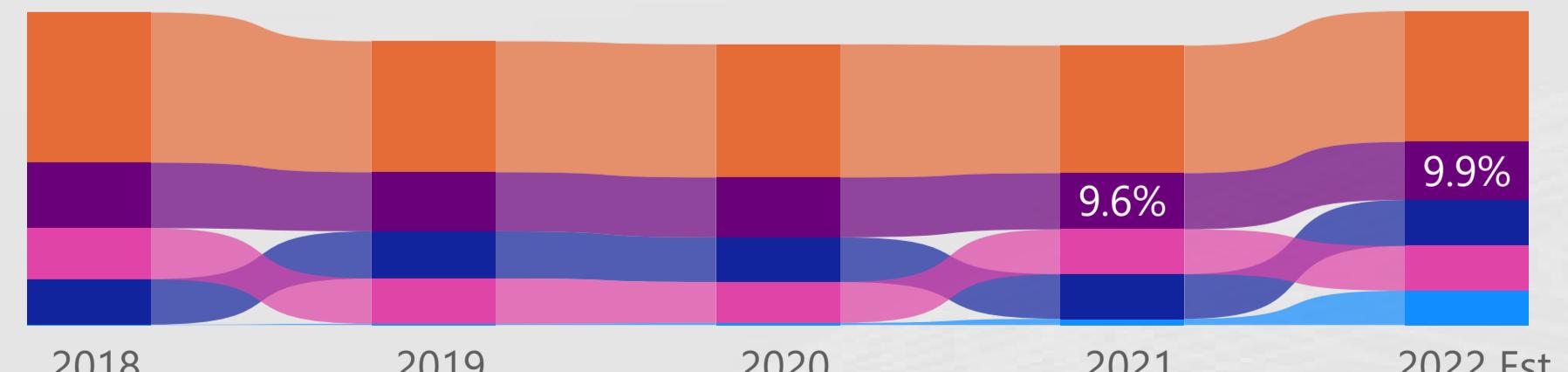


Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$37.8M	33.9%	42.3%	-0.2%	0.6%	18.8%	EI
ROA	\$28.8M	25.9%	44.4%	13.7%	0.3%	17.1%	EI
NA	\$22.0M	19.8%	35.0%	↓	-9.1%	0.1%	-37.0%
SE	\$10.4M	9.3%	43.7%	7.5%	0.5%	-21.5%	OOS
NE	\$6.8M	6.1%	36.8%	↓	-10.8%	0.1%	-6.6%
ANZ	\$4.7M	4.3%	42.6%	10.2%	0.0%	23.8%	EI
LATAM	\$0.8M	0.7%	42.3%	7.5%	0.0%	-27.2%	OOS
Total	\$111.4M	100.0%	41.2%	2.2%	0.2%	5.6%	EI

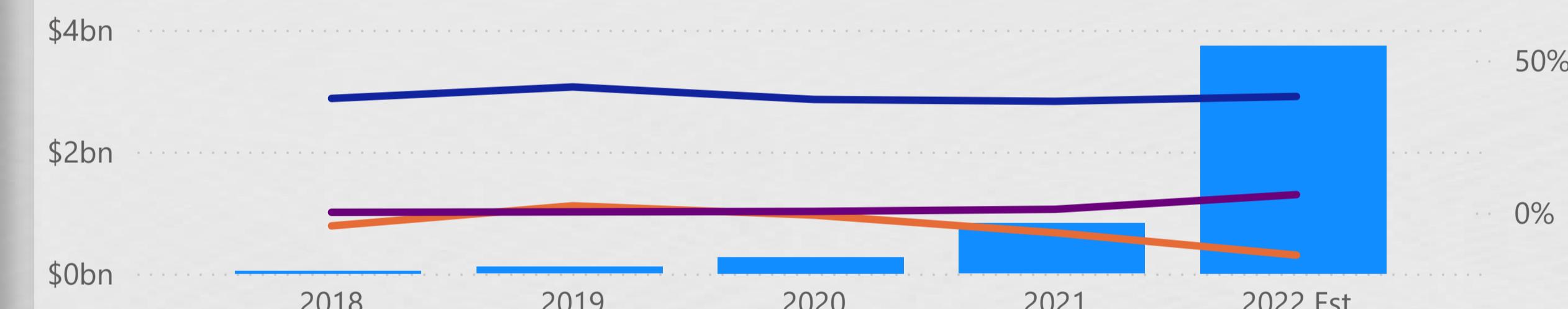
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %



Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	10.5%	48.41%
Leader	5.2%	48.13%
Sage	5.3%	43.70%
Amazon	13.8%	41.57%
AtliQ e Store	8.2%	40.99%
Total	43.0%	44.19%

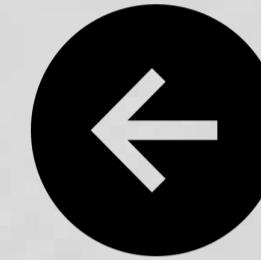
Top 5 Products by Revenue

product	RC %	GM %
AQ Wi Power Dx1	11.6%	40.34%
AQ Neuer SSD	6.9%	40.91%
AQ Gamers	5.7%	41.58%
AQ Digit SSD	5.6%	41.20%
AQ BZ Compact	5.1%	41.68%
Total	34.8%	40.99%

Abbreviation : BM = Benchmark | LY=Last Year | YTD =Year to Date | YTG = Year To Go | NS = Net Sales



Business Insights 360 Key Info

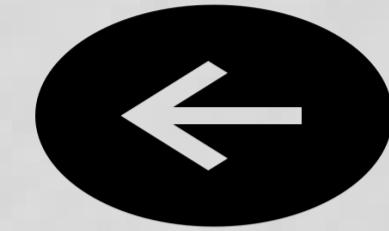


Information

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

Check out the contingency plan

Provide Feedback

Add new requests

New to Power BI?