



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..



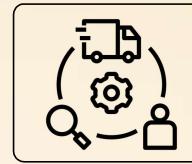
Sales View

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



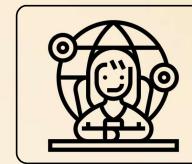
Marketing View

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.



Business Insights 360 Key Info



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](#).



region, market ▾ customer ▾ segment, category, pro... ▾

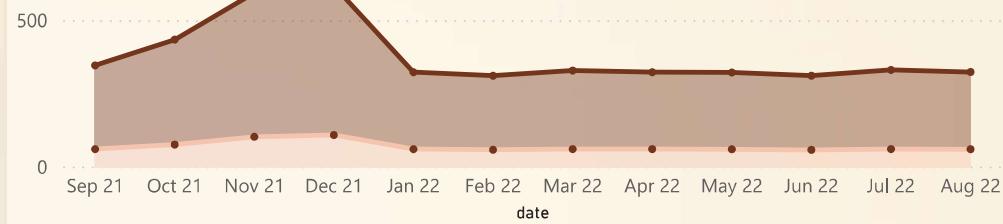
All All All

2018 2019 2020 2021 2022 EST Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target

Net Sales Performance Over Time

● Selection ● vs BM



Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L chg %
+ APAC	1,923.77	335.27
+ EU	775.48	286.26
+ LATAM	14.82	368.40
+ NA	1,022.09	474.40
segment	P & L values	P & L chg %
+ Accessories	454.10	85.46
+ Desktop	711.08	1,431.55
+ Networking	38.43	-14.89
+ Notebook	1,580.43	493.06
+ Peripherals	897.54	439.03
+ Storage	54.59	0.32

BM = Bench Mark, LY = Last Year



region, market	customer	segment, category, pro...	2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All											

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%
Total	\$3,736.17M	\$1,422.88M	38.08%

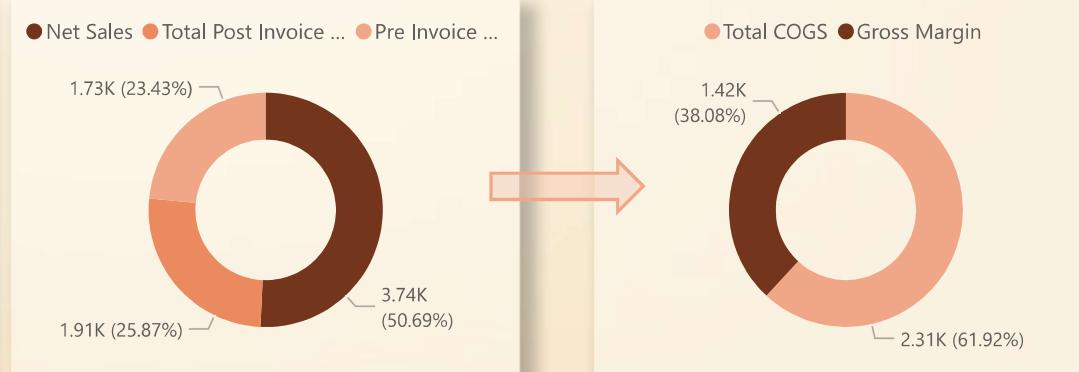
Performance Matrix



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	customer	segment, category, pro...
All	All	All

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%



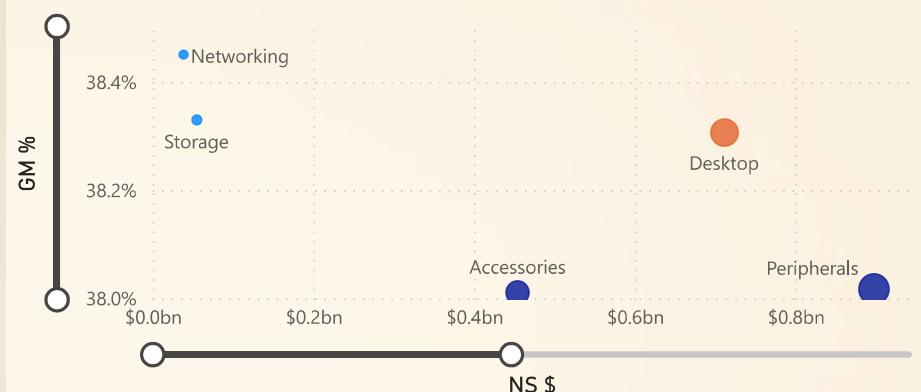
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
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Show NP %

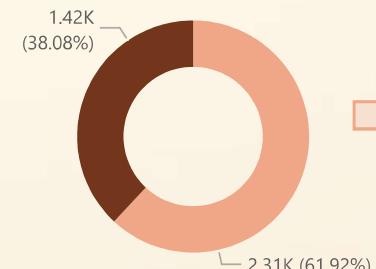
Performance Matrix

division N & S P & A PC



Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market	customer	segment, category, pro...	2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All											



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

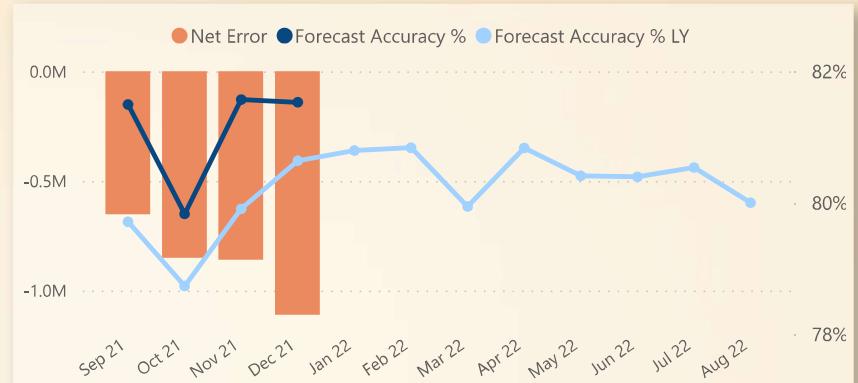
-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

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
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Net Error	Net Error %	Risk
Networking	93.06%	-12967	-1.69%	OOS
Desktop	87.53%	78576	10.24%	EI
Accessories	87.42%	341468	1.72%	EI
Notebook	87.24%	-47221	-1.69%	OOS
Storage	71.50%	-628266	-25.61%	OOS
Peripherals	68.17%	-3204280	-31.83%	OOS
Total	81.17%	-3472690	-9.48%	OOS



region, market	customer	segment, category, pro...	2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All										vs LY	vs Target



\$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales

38.08%✓
BM: 36.49% (+4.37%)
GM %

-13.98%!
BM: -6.63% (-110.79%)
Net Profit %

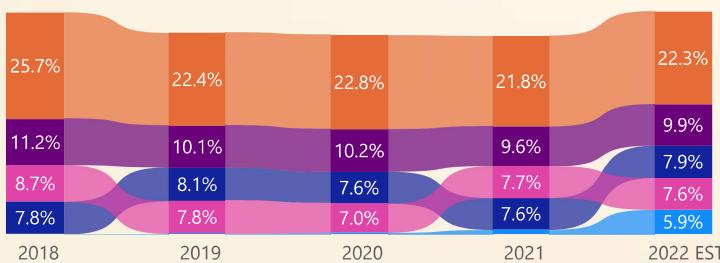
81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.82M	0.4%	35.02% ↓	-2.95%	0.3%	3.37%	EI
SE	\$317.78M	8.5%	37.03% ↓	-4.00%	16.4%	-55.47%	OOS
ROA	\$788.66M	21.1%	34.19% ↓	-6.32%	8.3%	-4.56%	OOS
ANZ	\$189.78M	5.1%	43.50%	-7.39%	1.4%	-37.61%	OOS
NA	\$1,022.09M	27.4%	44.97%	-14.22%	4.9%	14.35%	EI
NE	\$457.71M	12.3%	32.80% ↓	-18.09%	6.8%	-4.56%	OOS
India	\$945.34M	25.3%	35.75%	-22.99%	13.3%	-24.37%	OOS
Total	\$3,736.17M	100.0%	38.08%	-13.98%	5.9%	-9.48%	OOS

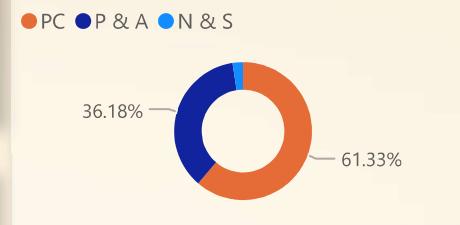
PC Market Share Trend - AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

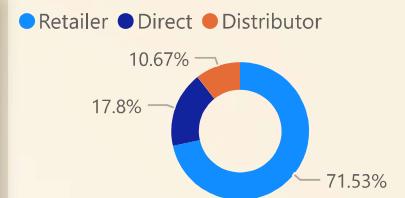


BM = Bench Mark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock

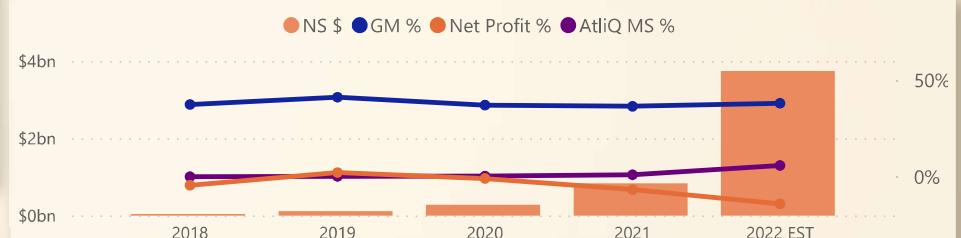
Revenue By Division



Revenue By Channel



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



Top 5 Customers By Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Sage	3.4%	31.53% ↓
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%



Business Insights 360 Key Info



Get an issue resolved

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Add new requests

Check out the contingency plan

New to Power BI?