



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

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

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, pr...
All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

Profit and Loss Statement

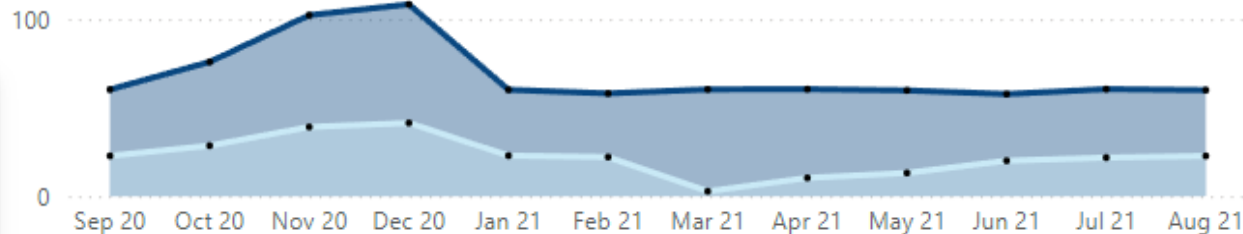
Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38

Net Sales Performance Over Time

vs LY

vs Target

● Selection ● vs BM



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.34
LATAM	3.16	58.40	Networking	45.16	72.26
NA	177.94	186.03	Notebook	266.49	208.45
Total	823.85	207.43	Peripherals	166.51	174.64
			Storage	54.42	97.48
			Total	823.85	207.43

BM = Benchmark LY=Last Year



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

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Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsociety	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Propel	\$14.14M	5.34M	37.77%
Total	\$823.85M	300.63M	36.49%

Product Performance

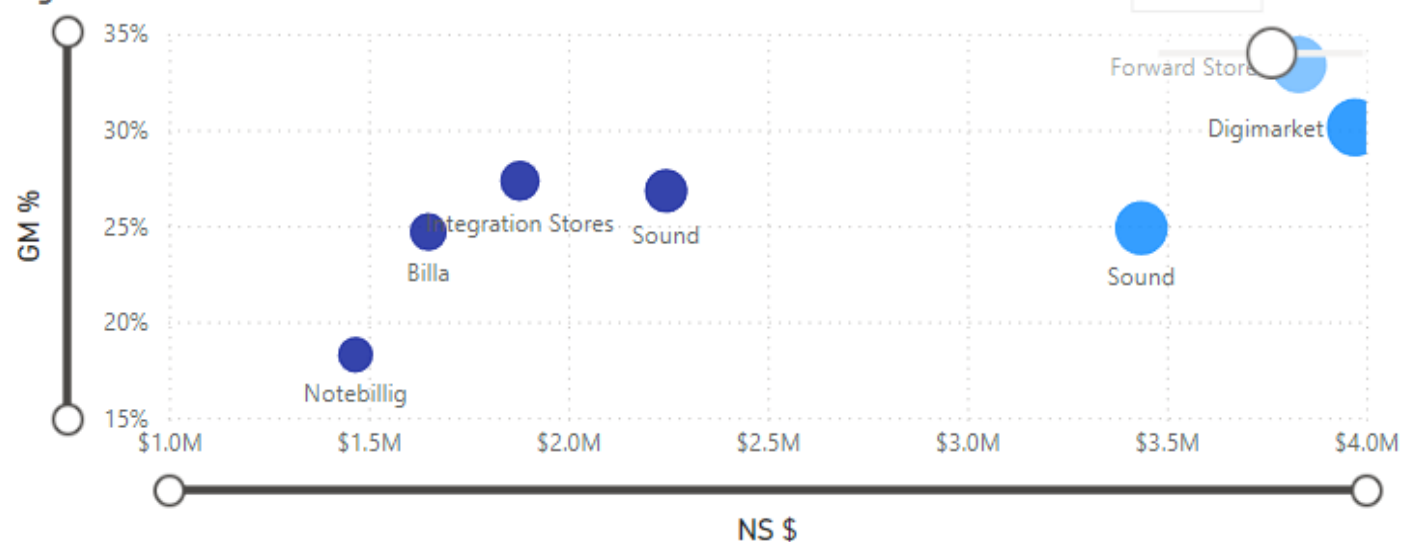
segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

Performance Matrix

vs LY

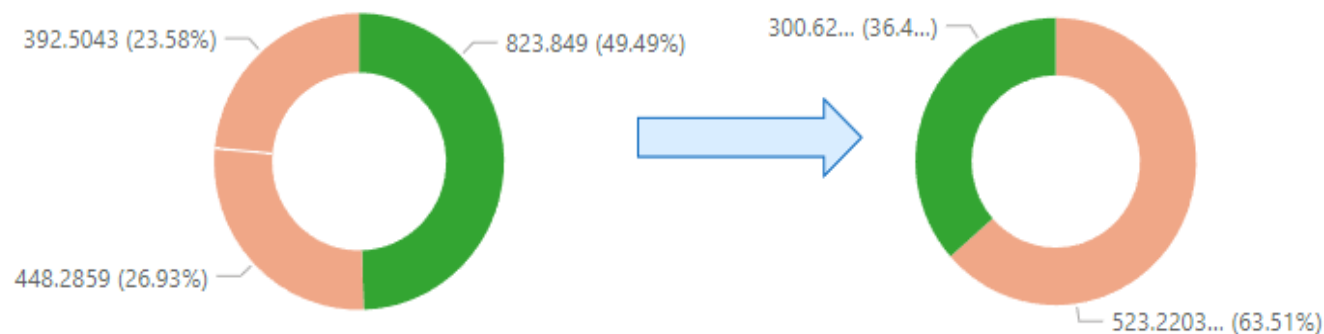
vs Target

region ● APAC ● EU



Unit Economics

● Net Sales ● Total Post Invoice Deducti... ● Pre Invoice Ded... ● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019 2020 **2021** 2022 Est

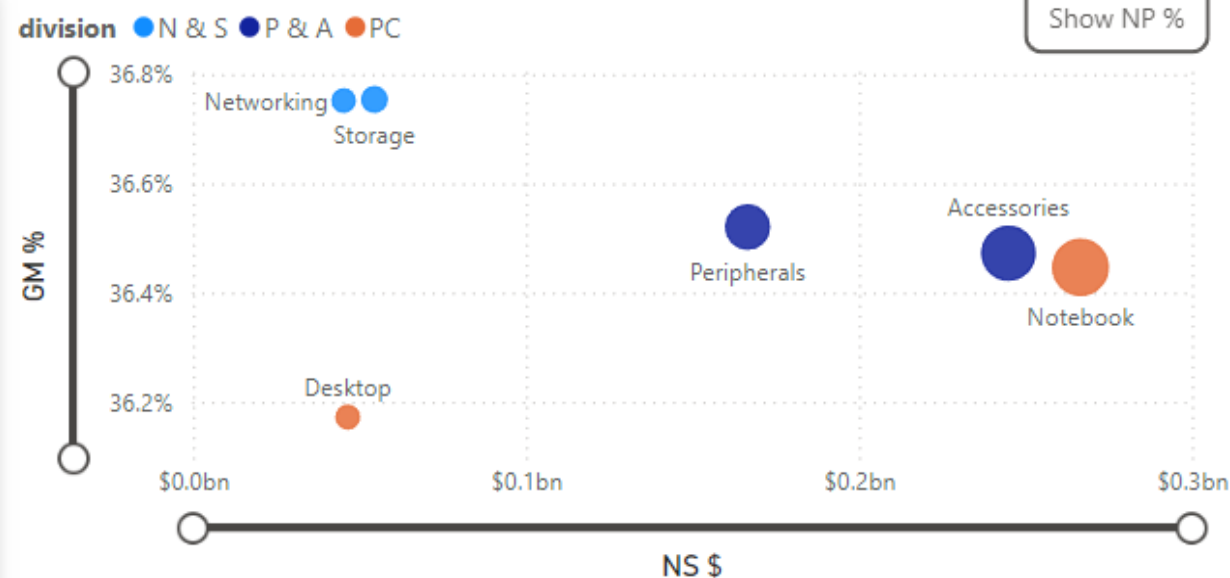
Q1 Q2 Q3 Q4

YTD YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

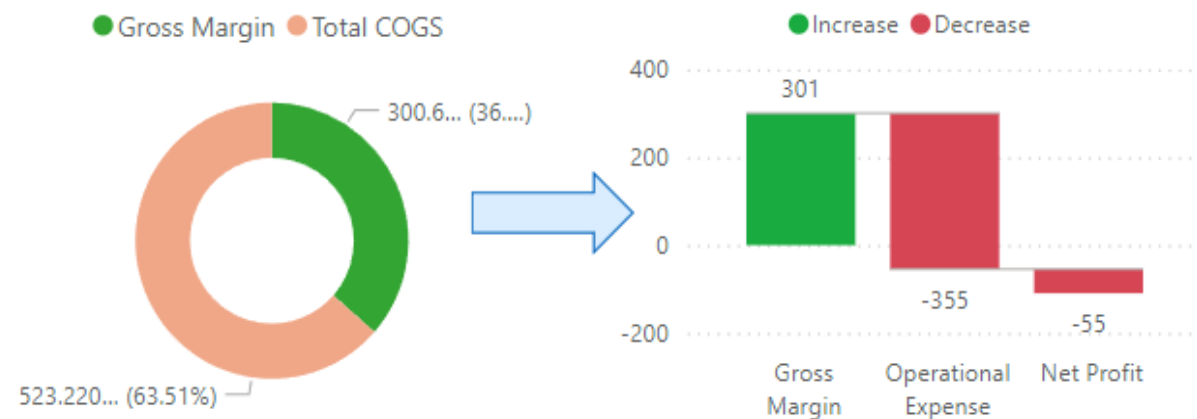
Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics





region, market
All

customer
All

segment, category, pr...
All

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80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

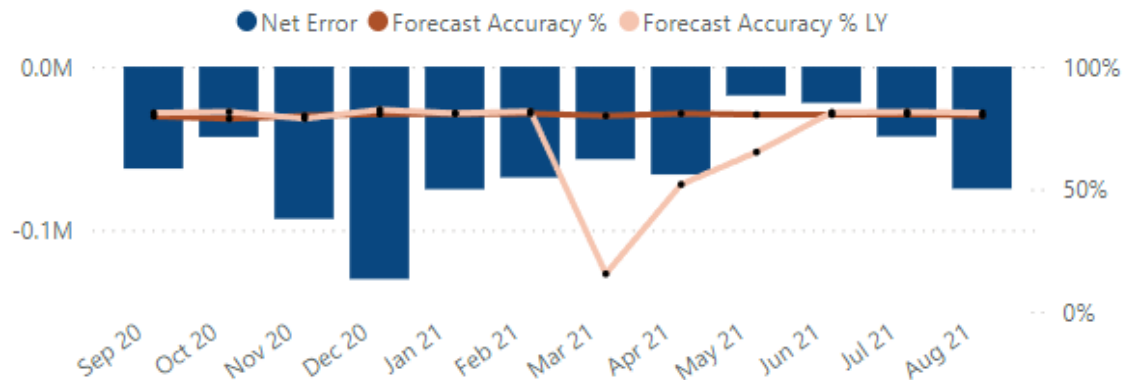
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Atlas Stores	48.16%	39.19%	99521	29.6%	EI
Boulanger	58.77%	38.12%	81786	18.3%	EI
Chip 7	53.44%	41.32%	95124	18.8%	EI
Chiptec	52.54%	27.04%	72175	22.1%	EI
Coolblue	52.95%	43.16%	116840	26.9%	EI
Croma	42.78%	35.49%	45046	6.0%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.4%	EI
Electricalslytical	50.82%	39.26%	130903	12.2%	EI
Electricalsocity	50.35%	42.87%	9221	0.9%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	EI
Elite	51.48%	40.14%	4296	1.4%	EI
Epic Stores	52.19%	38.40%	11914	3.8%	EI
Euronics	60.79%	42.25%	58391	15.3%	EI
Expert	60.67%	48.84%	69286	12.0%	EI
Expression	44.32%	37.52%	2997	0.4%	EI
Ezone	44.11%	33.17%	26876	3.5%	EI
Total	80.21%	72.99%	-751714	-1.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.54%	81.01%	1507656	-6.36%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Desktop	84.37%	70.07%	16205	-7.04%	EI
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
Total	80.21%	72.99%	-751714	-6.63%	OOS



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019 2020 **2021** 2022 Est

Q1 Q2 Q3 Q4

vs LY vs Target

\$823.85M✓

BM: 267.98M

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

BM: -0.85%

Net Profit

80.21%✓

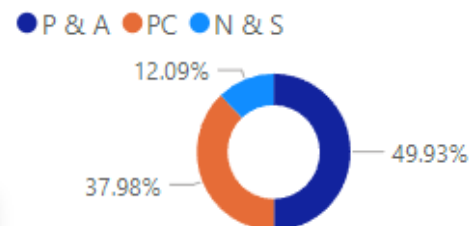
BM: 72.99% (+9.88%)

Forecast Accuracy

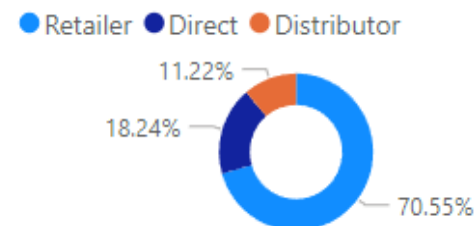
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210.7M	25.6%	32.0%	↓ -24.7%	2.5%	3.9%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
NA	\$177.9M	21.6%	37.2%	↓ -13.7%	0.8%	-7.1%	OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	\$44.4M	5.4%	38.5%	↓ 7.3%	0.3%	-5.2%	OOS
Total	\$823.8M	100.0%	36.5% ↓	-6.6%	1.1%	-1.5%	OOS

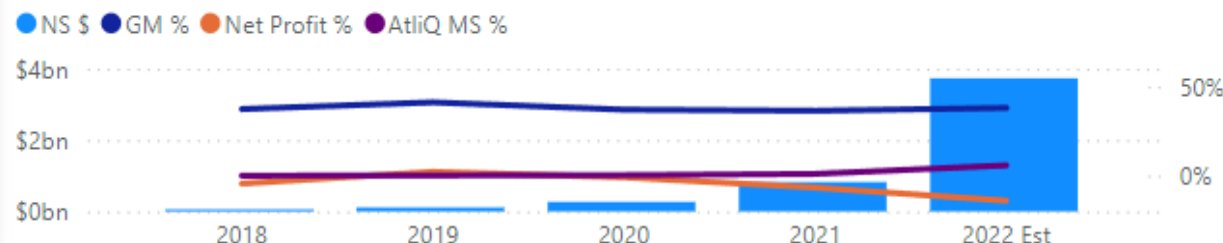
Revenue by Division



Revenue by Channel

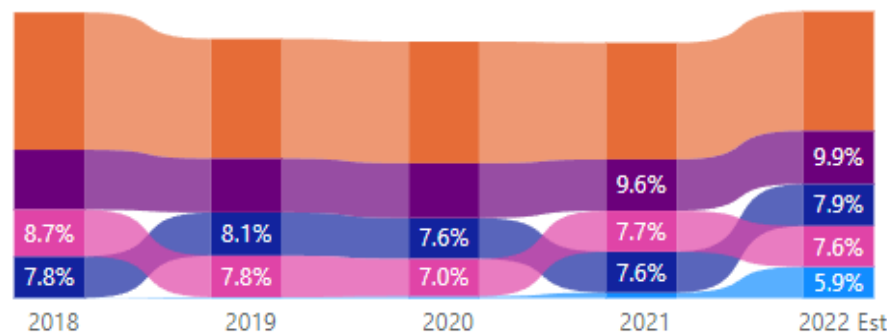


Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
AtliQ Exclusive	9.7%	43.73% ↓
Atliq e Store	8.5%	37.54%
Amazon	13.2%	35.40% ↓
Total	37.8%	37.58%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%

BM = Benchmark LY=Last Year EI=Excess Inventory OOS=Out Of Stock



Business Insights 360 Support



Get an issue resolved

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Add new requests

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contingency plan**

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