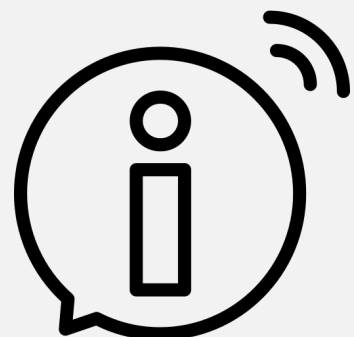




# Business Insights 360



## Info

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



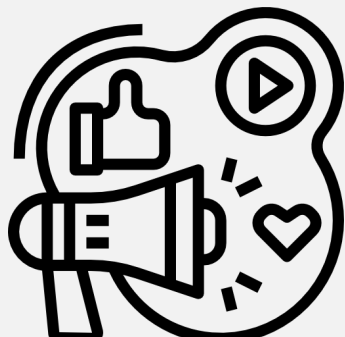
## Finance View

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.



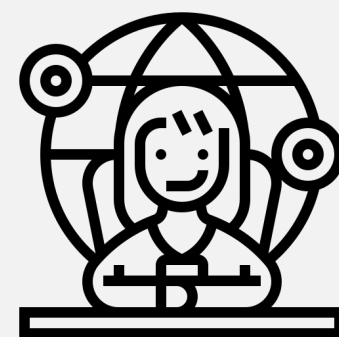
## Marketing View

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.



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022  
Est

LY

Target

YTD

YTG



Net sales

₹ 3.74bn✓

LY: 823.85M (+353.5%)

Gross margin %

37.88%✓

LY: 36.27% (+4.43%)

Net profit %

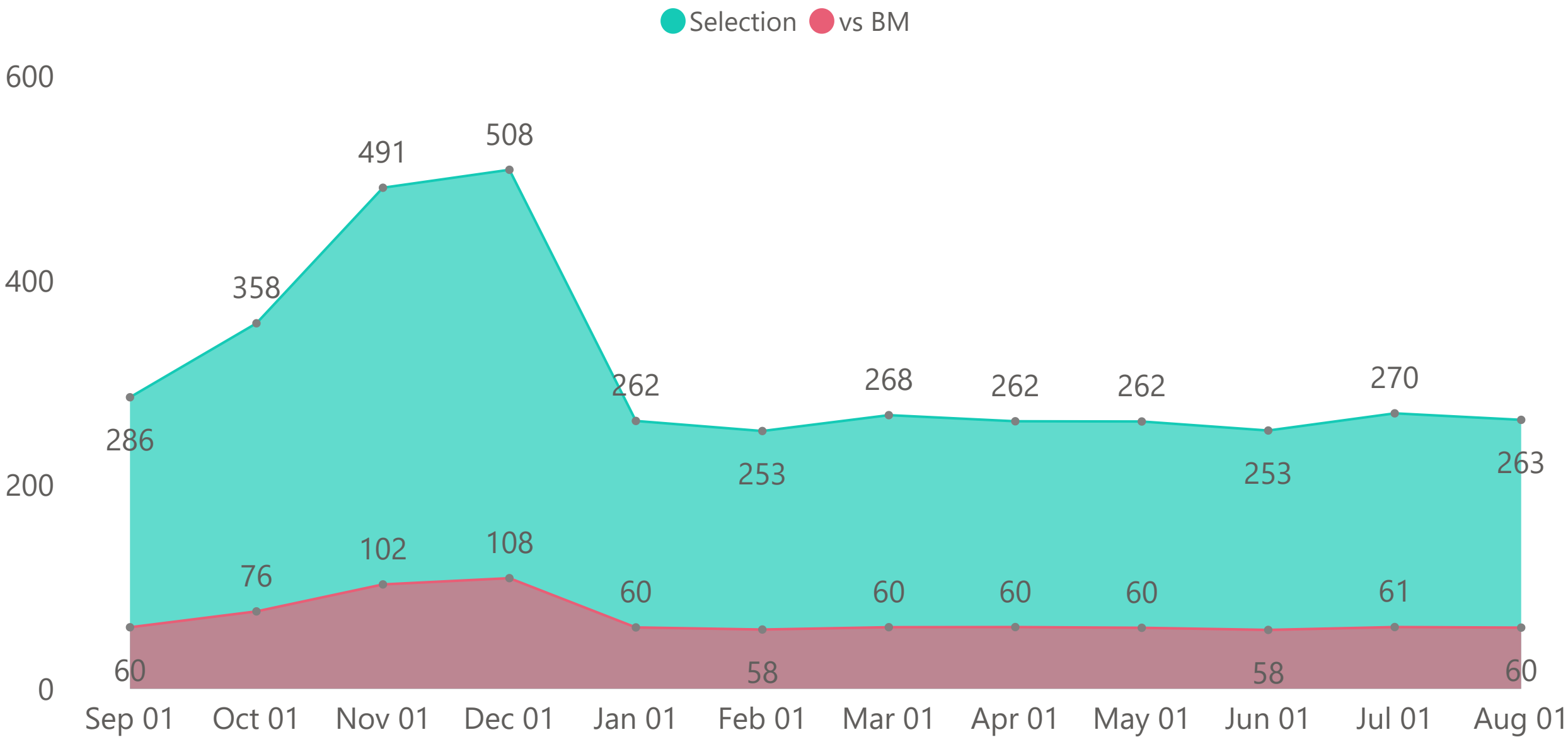
-14.19%!

LY: -6.85% (-107.06%)

Profit and Loss statement

Line Item	2022 Est	BM	Change	Change %
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	23.17	5.19	17.98	346.67
Total COGS	2,320.93	525.02	1,795.91	342.07
Gross Margin	1,415.24	298.83	1,116.41	373.59
Gross Margin %	37.88	36.27	1.61	4.43
GM / Unit	15.67	5.96	9.72	163.11
- Ads & Promotions	1,186.09	181.27	1,004.82	554.31
- Other operational expenses	759.22	174.01	585.21	336.31
Total operational expenses	-1,945.30	-355.28	-1,590.02	447.54
Net profit amount	-530.06	-56.45	-473.62	839.04
Net profit %	-14.19	-6.85	-7.34	107.06

Net sales performance over time



Top / bottom N customers and Products by Net sales

region	P & L values	Change %
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40

segment	P & L values	Change %
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

YTD - Year To Date

YTG - Year To Go

NP - Net Profit

GM - Gross Margin

COGS - Cost Of Goods



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022  
Est

LY

Target

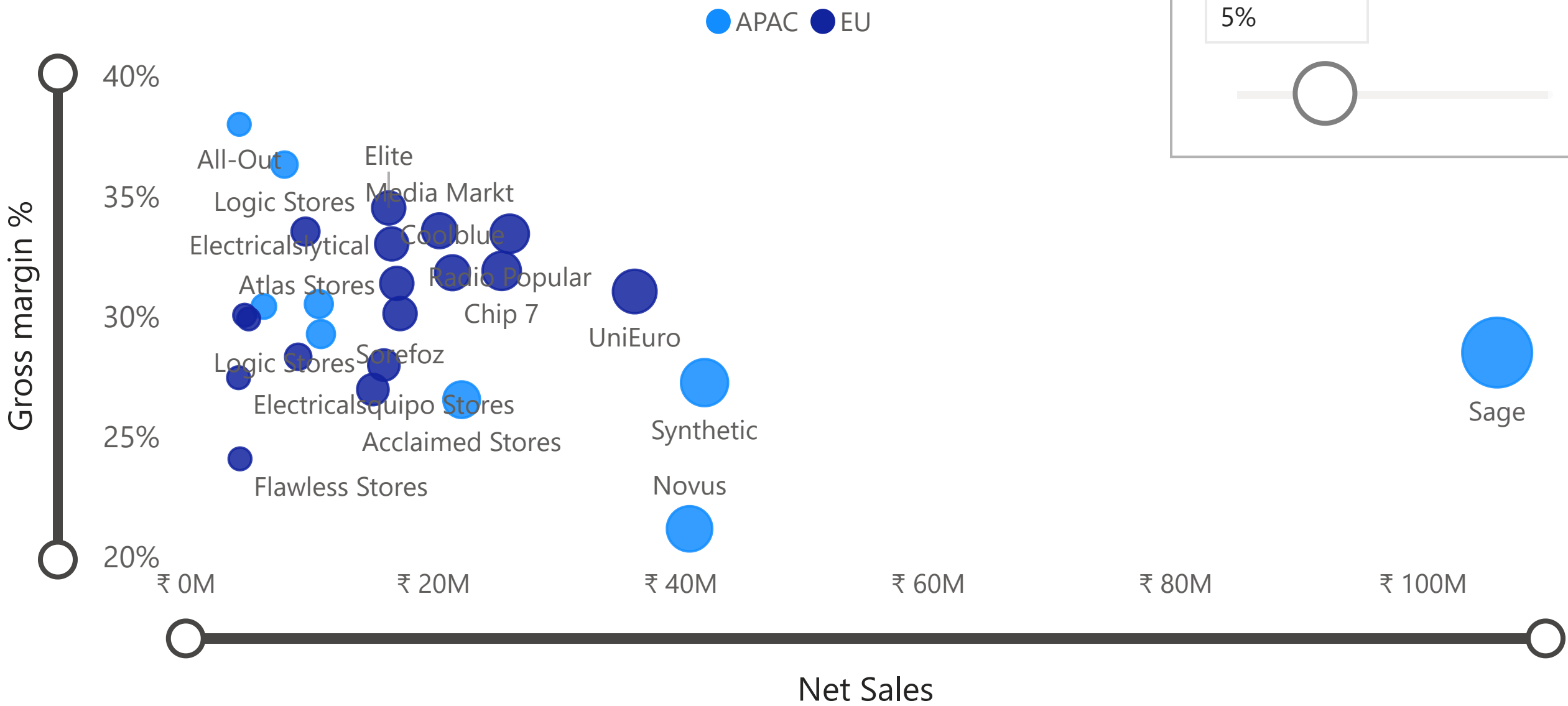
YTD

YTG

Customers performance

customer	Net sales	GM	GM %
Amazon	₹ 496.88M	181.78M	36.59%
AtliQ Exclusive	₹ 361.12M	165.43M	45.81%
AtliQ e Store	₹ 304.10M	111.50M	36.67% ↓
Flipkart	₹ 138.49M	58.13M	41.97%
Sage	₹ 127.86M	40.03M	31.31% ↓
Leader	₹ 117.32M	35.74M	30.47% ↓
Neptune	₹ 105.69M	49.20M	46.55%
Ebay	₹ 91.60M	32.90M	35.92%
Acclaimed Stores	₹ 73.36M	29.45M	40.14%
walmart	₹ 72.41M	32.93M	45.48%
Electricalclvtical	₹ 68.05M	25.21M	37.04% ↓

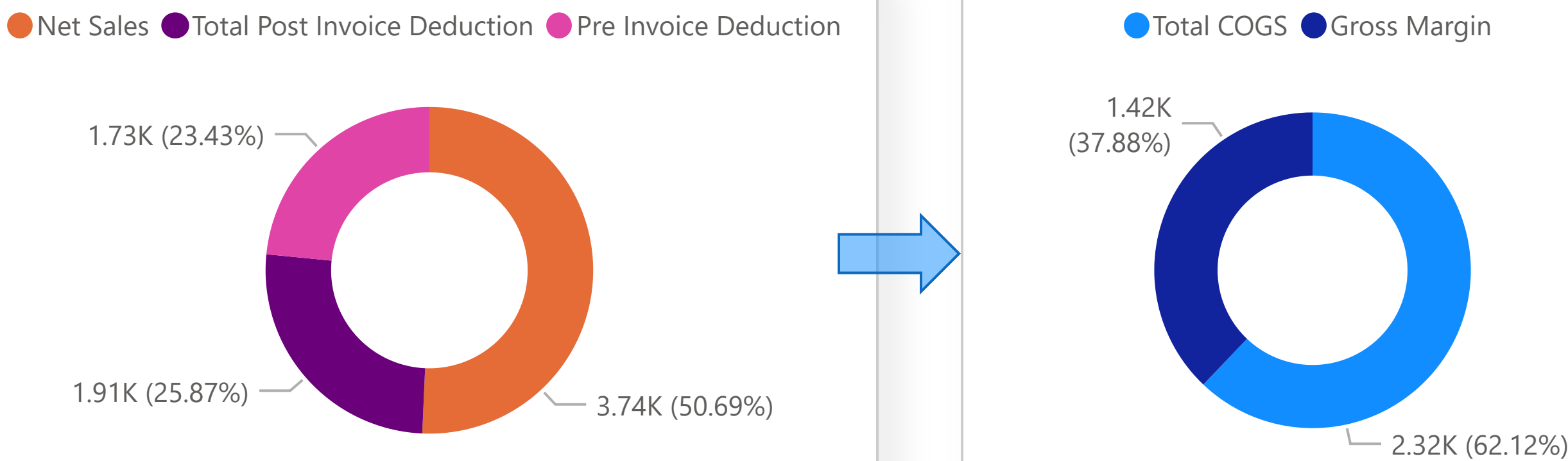
Show NP %



Product Performance

segment	Net sales	GM	GM %
Networking	₹ 38.43M	14.70M	38.25%
Storage	₹ 54.59M	20.81M	38.13%
Desktop	₹ 711.08M	270.93M	38.10%
Notebook	₹ 1,580.43M	597.73M	37.82%
Peripherals	₹ 897.54M	339.38M	37.81%
Accessories	₹ 454.10M	171.68M	37.81%

Unit Economics



BM - Bench Mark

LY - Last Year

YTD - Year To Date

YTG - Year To Go

NP - Net Profit

GM - Gross Margin

COGS - Cost Of Goods



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022  
Est

LY

Target

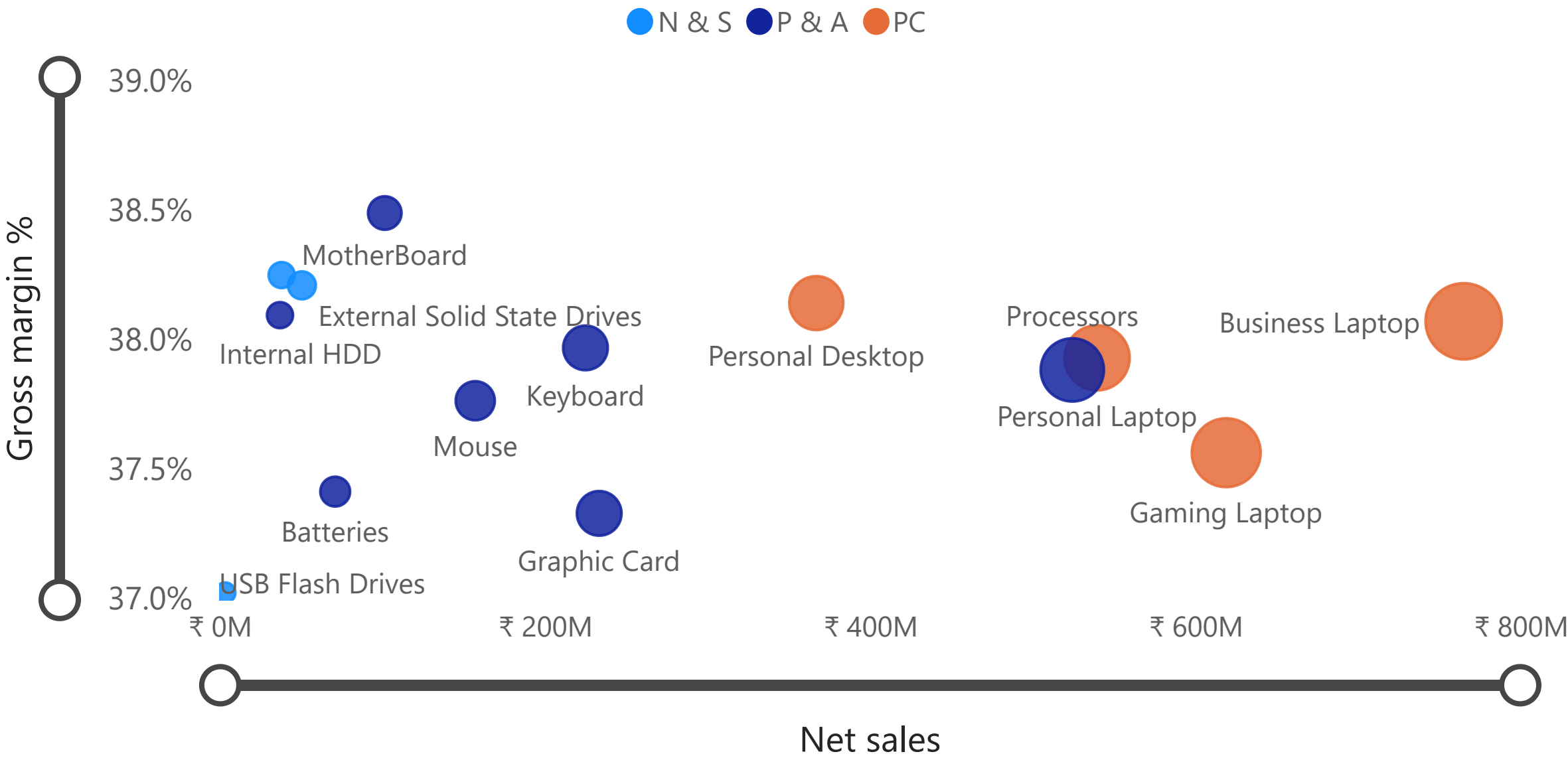
YTD

YTG

Product Performance

segment	Net sales	GM	GM %	Net profit	Net profit %
Accessories	₹ 454.10M	171.68M	37.81%	-64.71M	-14.25%
Desktop	₹ 711.08M	270.93M	38.10%	-99.24M	-13.96%
Networking	₹ 38.43M	14.70M	38.25%	-5.35M	-13.92%
Notebook	₹ 1,580.43M	597.73M	37.82%	-225.39M	-14.26%
Peripherals	₹ 897.54M	339.38M	37.81%	-127.75M	-14.23%
Storage	₹ 54.59M	20.81M	38.13%	-7.62M	-13.96%

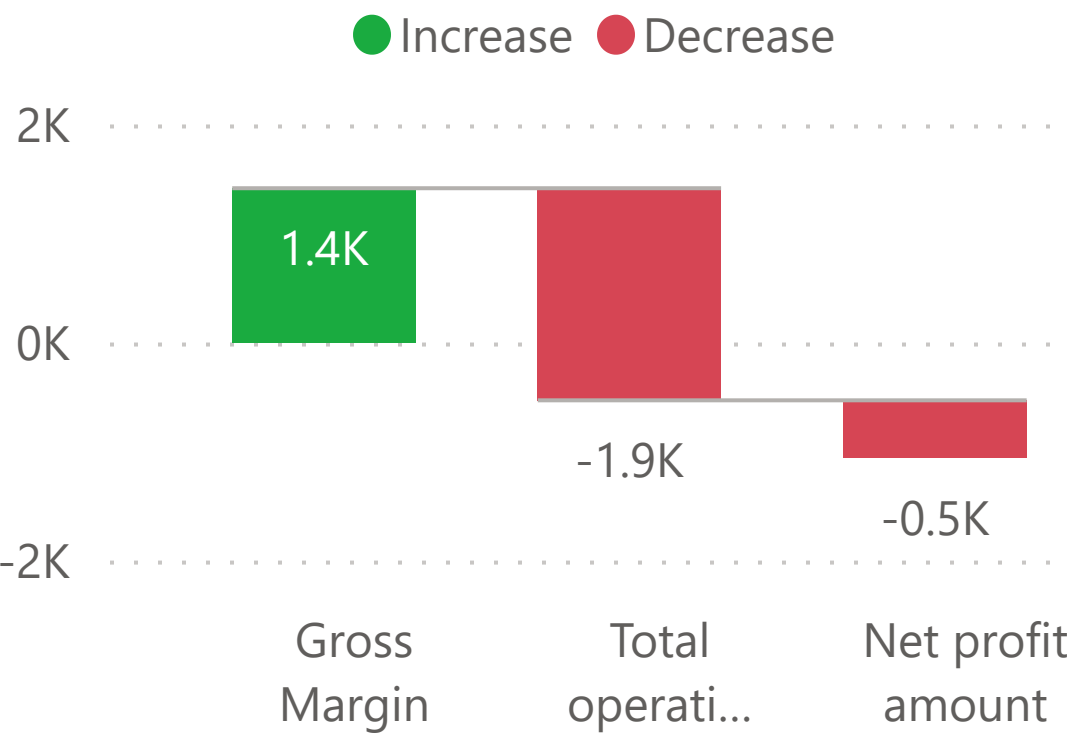
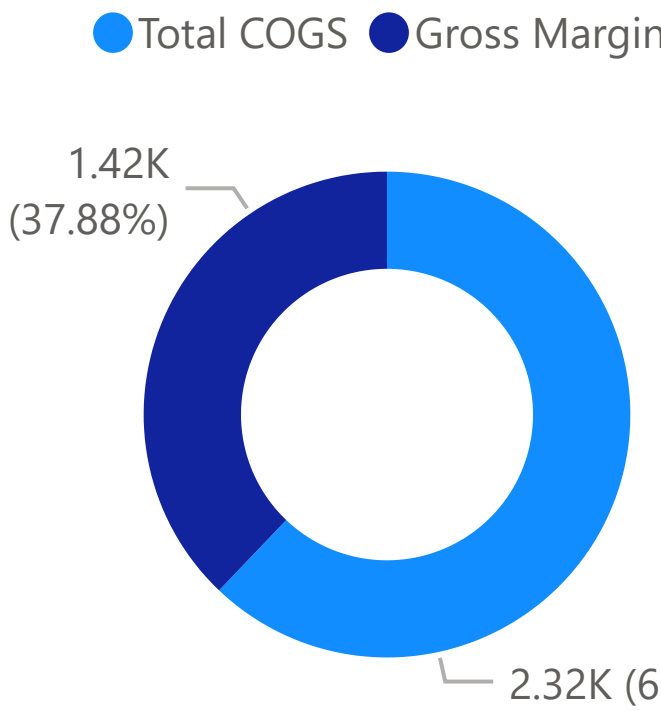
Performance matrix



Customer Performance

region	P & L values	P & L LY	Change %
APAC	1,923.77	441.98	335.27
EU	775.48	200.77	286.26
LATAM	14.82	3.16	368.40
NA	1,022.09	177.94	474.40

Unit Economics







Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

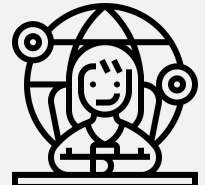
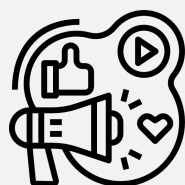
2022  
Est

LY

Target

YTD

YTG



Forecast Accuracy

82.17%✓

LY: 80.56% (+2%)

Net Error

-3.47M✓

LY: -0.75M (+361.97%)

Net Profit %

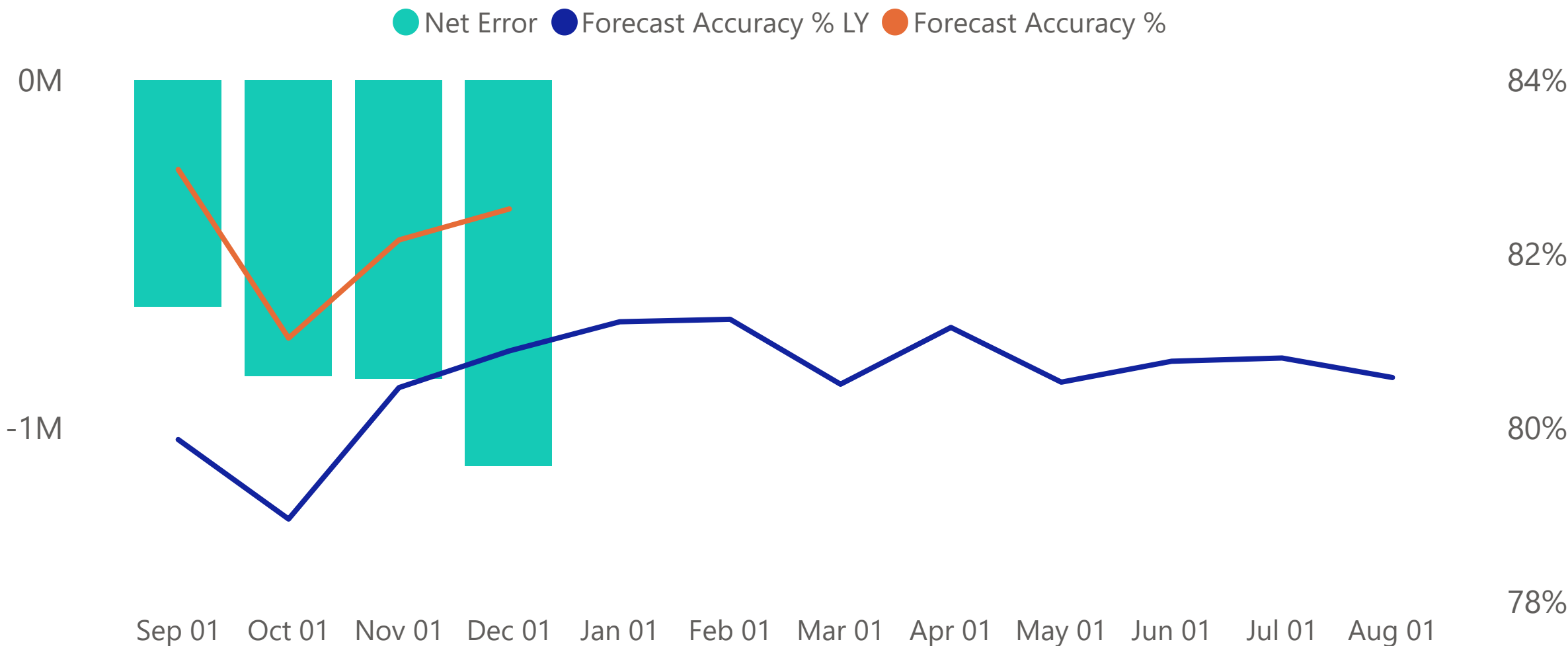
-14.19%✓

LY: -6.85% (+107.06%)

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % BM	Net Error	Net Error %	Risk
Acclaimed Stores	74.24%	68.51%	83037	10.74%	EI
All-Out	69.07%	55.36%	-150	-0.32%	OOS
Amazon	79.46%	79.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	71.18%	72.69%	-23040	-17.60%	OOS
Atlas Stores	75.32%	63.98%	-4182	-2.31%	OOS
AtliQ e Store	79.01%	79.13%	-294868	-9.65%	OOS
AtliQ Exclusive	78.28%	78.05%	-359242	-11.91%	OOS
BestBuy	69.88%	63.47%	81179	16.72%	EI
Billa	69.15%	44.64%	3704	3.91%	EI
Boulanger	68.30%	71.70%	-48802	-20.21%	OOS
Chip 7	57.97%	69.13%	-85293	-35.01%	OOS
Chiptec	72.34%	68.86%	-20102	-11.36%	OOS
Circuit City	67.92%	61.94%	85248	16.55%	EI
Control	72.39%	69.17%	64731	13.01%	EI
Coolblue	68.14%	67.66%	-34790	-15.34%	OOS
Costco	72.41%	69.25%	101913	15.79%	EI
Croma	67.56%	67.45%	-77649	-16.54%	OOS
Currvs (Dixons Carphone)	74.28%	55.71%	8104	6.00%	EI

Accuracy / Net Error Trend



Key Matrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	95.35%	91.35%	-12967	-1.69%	OOS
Notebook	88.29%	80.01%	-47221	-1.69%	OOS
Peripherals	68.17%	83.66%	-3204280	-31.83%	OOS
Storage	72.17%	83.72%	-628266	-25.61%	OOS
Accessories	88.89%	78.01%	341468	1.72%	EI
Desktop	88.90%	84.50%	78576	10.24%	EI

BM - Bench Mark

LY - Last Year

YTD - Year To Date

YTG - Year To Go



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022  
Est

LY

Target

YTD

YTG

Net sales

₹ 3.74bn✓

LY: 823.85M (+353.5%)

Gross margin %

37.88%✓

LY: 36.27% (+4.43%)

Net profit %

-14.19%!

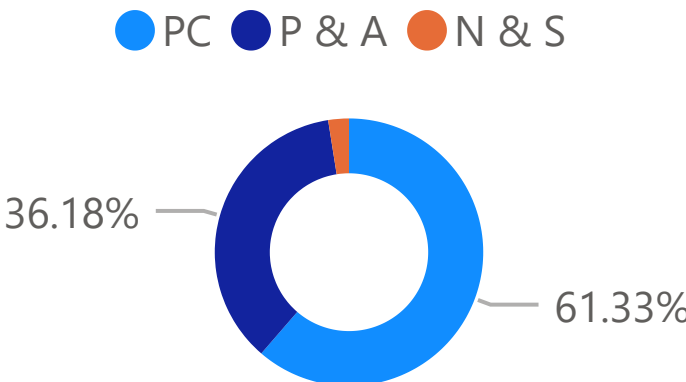
LY: -6.85% (-107.06%)

Forecast Accuracy

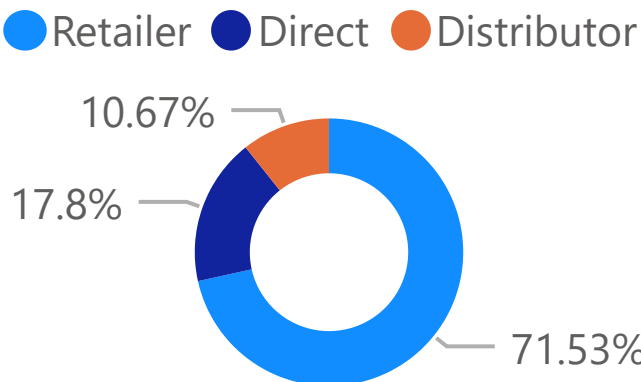
82.17%✓

LY: 80.56% (+2%)

Revenue by Division



Revenue by Channel



Key Insights by Subzone

sub_zone	Net sales	RC %	GM %	Net profit %	AtliQ MS %	Net Error %	Risk
LATAM	₹ 14.82M	0.4%	34.8% ▼	-3.2%	0.3%	3.4%	EI
NA	₹ 1,022.09M	27.4%	44.8%	-14.4%	4.9%	14.4%	EI
ANZ	₹ 189.78M	5.1%	43.3%	-7.6%	1.4%	-37.6%	OOS
India	₹ 945.34M	25.3%	35.6%	-23.1%	13.3%	-24.4%	OOS
NE	₹ 457.71M	12.3%	32.5% ▼	-18.4%	6.8%	-4.6%	OOS
ROA	₹ 788.66M	21.1%	34.0% ▼	-6.5%	8.3%	-4.6%	OOS
SE	₹ 317.78M	8.5%	36.8% ▼	-4.3%	16.4%	-55.5%	OOS
Total	₹ 3,736.17M	100.0%	37.9%	-14.2%	5.9%	-9.5%	OOS

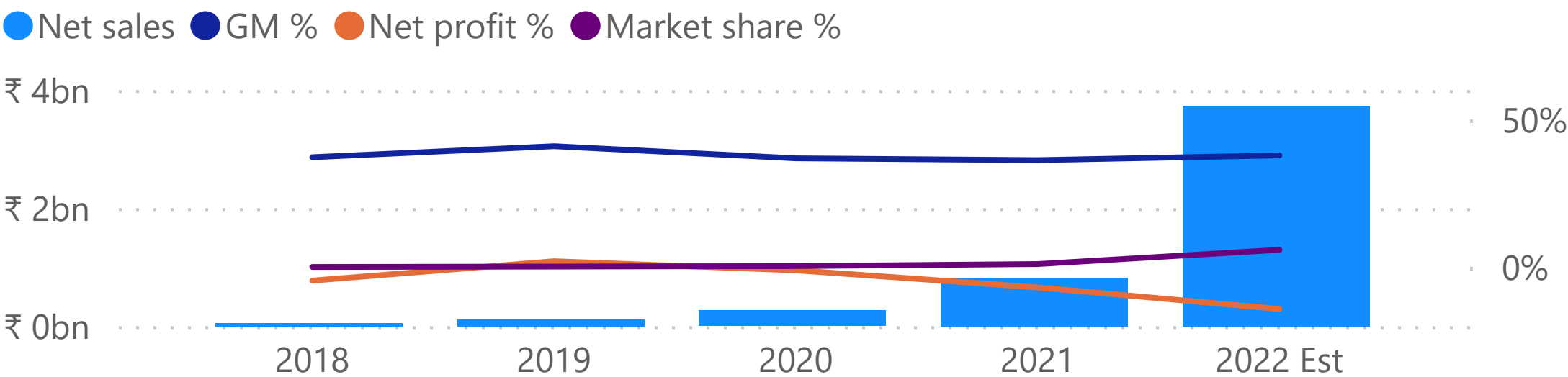
Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.67%	45.81%
Flipkart	3.71%	41.97%
AtliQ e Store	8.14%	36.67% ▼
Amazon	13.30%	36.59%
Sage	3.42%	31.31% ▼
Total	38.23%	38.98%

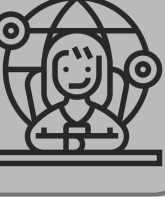
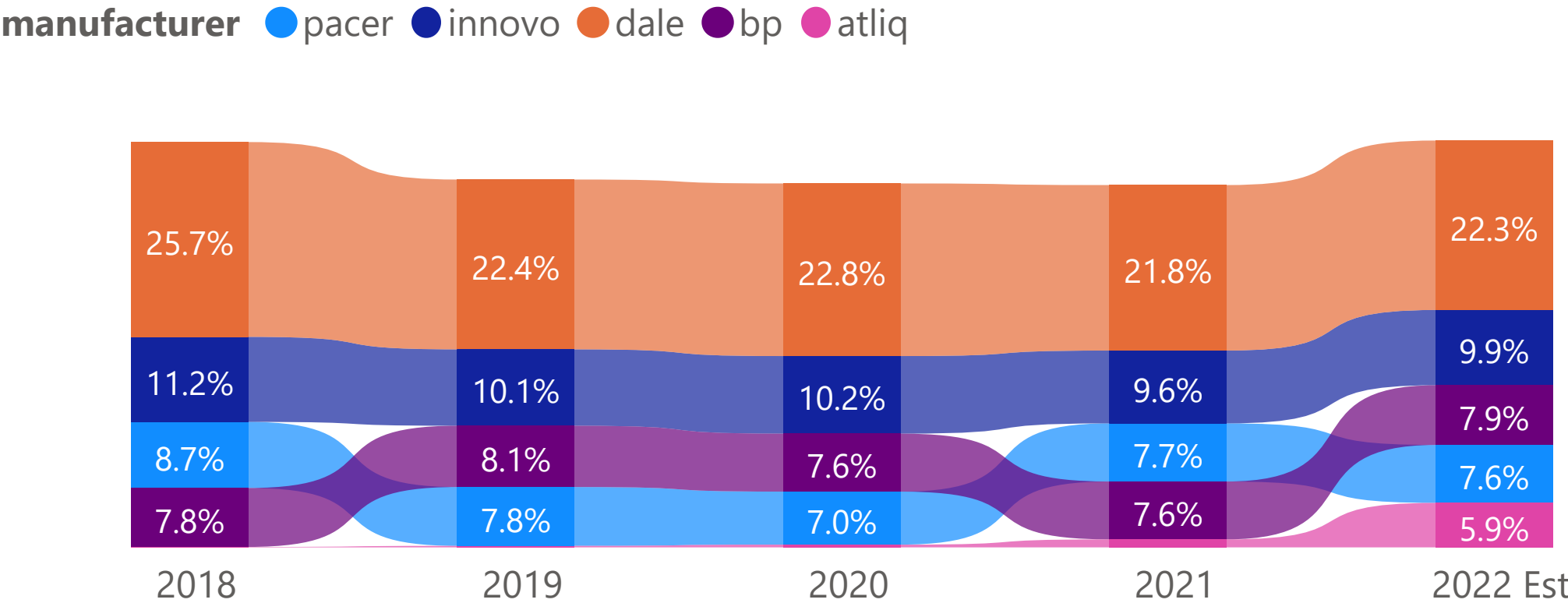
Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.31%
AQ Home Allin1	4.13%	38.51%
AQ HOME Allin1 Gen 2	5.70%	37.87%
AQ Smash 1	3.81%	37.22% ▼
AQ Smash 2	4.13%	37.19%
Total	23.19%	37.86%

Yearly trend by Revenue, GM % , Net profit % , Market share %



PC Market Share Trend - AtliQ & Competitors



BM - Bench Mark

LY - Last Year

YTD - Year To Date

YTG - Year To Go