



BUSINESS INSIGHTS 360



Info

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



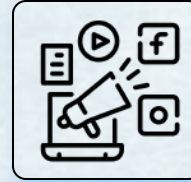
Finance

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



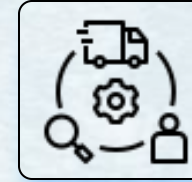
Sales

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

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 ▼ customer ▼ segment, cat... ▼

All ▼

All ▼

All ▼

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$111.37M✓

BM: 29.11M (+282.57%)

Net Sales

41.20%✓

BM: 37.43% (+10.08%)

GM%

2.21%✓

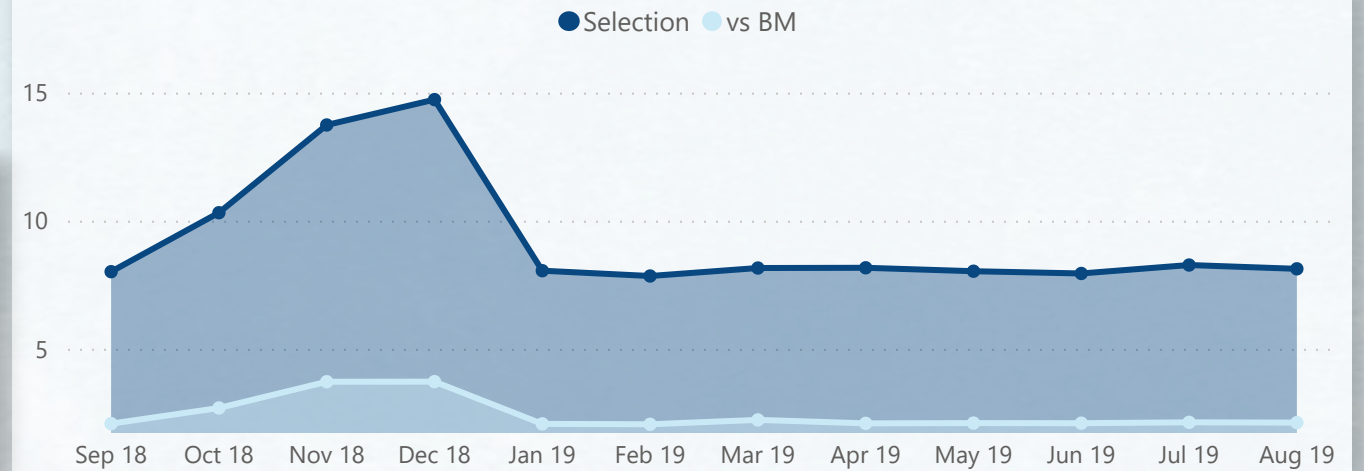
BM: -4.38% (+150.38%)

Net Profit %

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
NA	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L Chg %
Accessories	28.04	213.09
Networking	17.36	436.97
Notebook	32.40	336.01
Peripherals	19.73	159.47
Storage	13.84	633.77
Total	111.37	282.57

BM=Benchmark,LY=Last Year



segment, category...

All

region, market

All

customer

All

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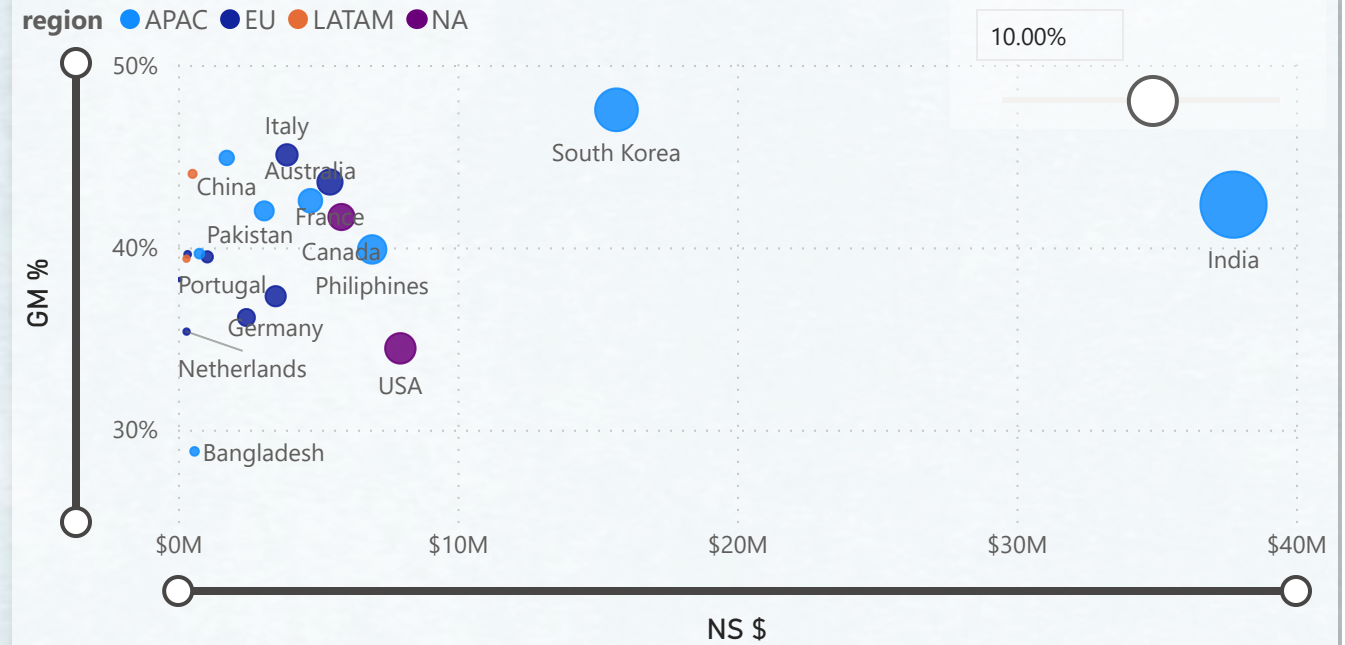
Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$15.35M	\$6.38M	41.57%
AltiQ Exclusive	\$9.91M	\$5.01M	50.58%
Atliq e Store	\$9.15M	\$3.75M	40.99%
Leader	\$5.82M	\$2.80M	48.13%
Sage	\$5.85M	\$2.56M	43.70%
Ebay	\$3.19M	\$1.36M	42.58%
Electricalsociety	\$2.87M	\$1.27M	44.33%
Flipkart	\$3.58M	\$1.25M	34.84%
Synthetic	\$2.31M	\$0.94M	40.68%
Total	\$111.37M	\$45.89M	41.20%

Product Performance

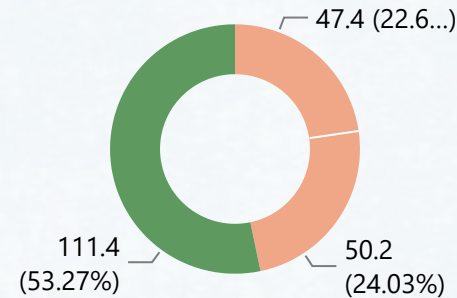
segment	NS \$	GM \$	GM %
⊕ Peripherals	\$19.73M	\$8.29M	42.01%
⊕ Accessories	\$28.04M	\$11.58M	41.31%
⊕ Notebook	\$32.40M	\$13.38M	41.29%
⊕ Storage	\$13.84M	\$5.68M	41.04%
⊕ Networking	\$17.36M	\$6.96M	40.08%
Total	\$111.37M	\$45.89M	41.20%

Performance Matrix

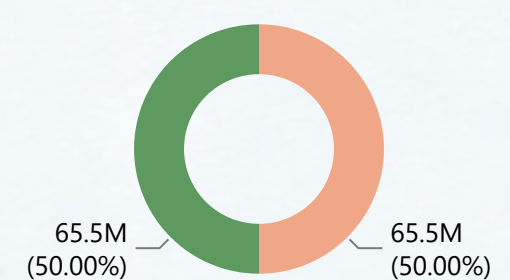


Unit Economics

● Pre Invoice ... ● Total Pos... ● Net Sales



● Total COGS ● Gross Margin



vs LY

vs Target



segment, category...
All

region, market
All

customer
All

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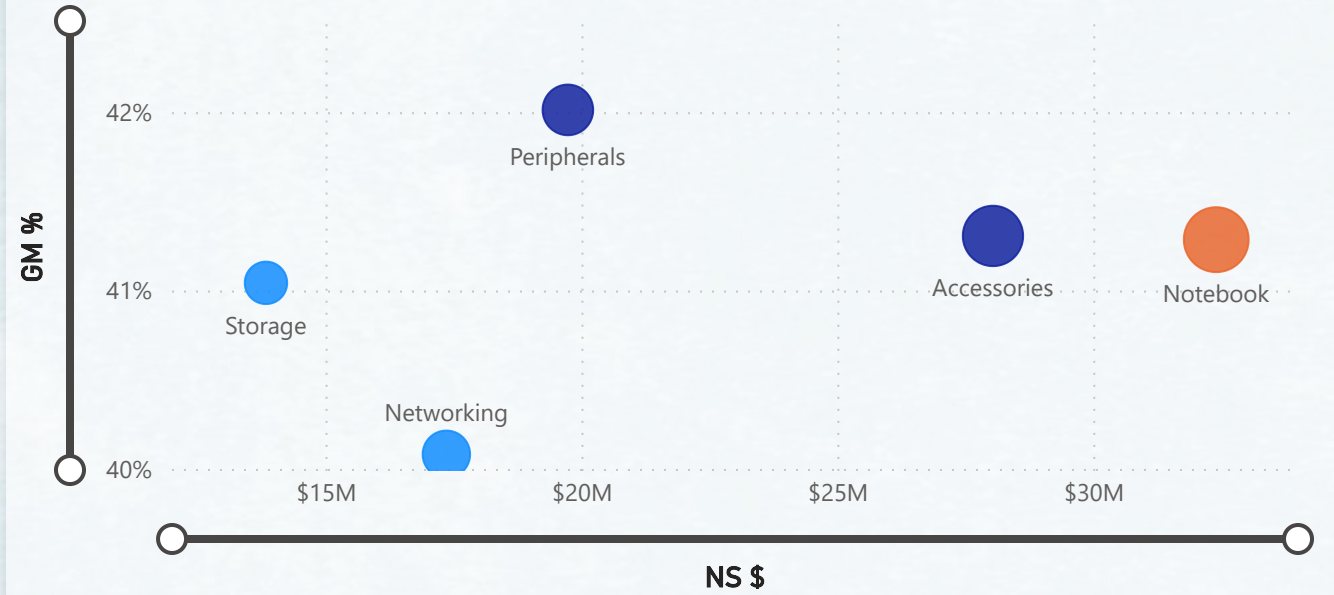
Product Performance

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

division ● N & S ● P & A ● PC

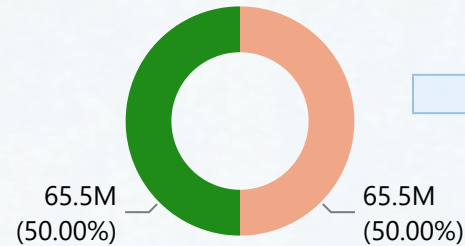


Region/Market/Customer Performance

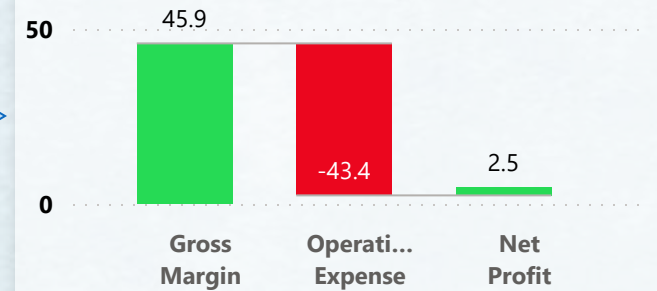
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$0.83M	\$0.35M	42.32%	0.06M	7.53%
APAC	\$71.33M	\$30.79M	43.17%	4.35M	6.10%
EU	\$17.22M	\$7.05M	40.97%	0.04M	0.23%
NA	\$22.01M	\$7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	\$45.89M	41.20%	2.46M	2.21%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

custom...

All

segment, category, product

All

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YTG

86.45%✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.48K✓

LY: 677.9K (-5.96%)

Net Error

1547.78K!

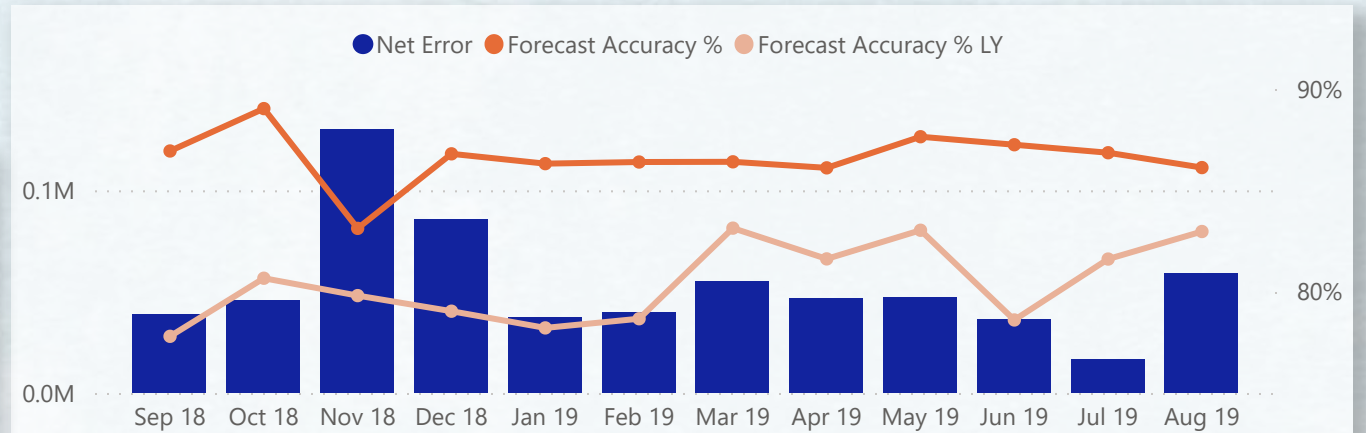
LY: 813.7K (+90.21%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.19%	EI
Atliq e Store	76.51%	68.38%	37982	4.08%	EI
AltiQ Exclusive	74.90%	66.16%	47252	5.57%	EI
Expert	64.24%	50.29%	-6513	-6.85%	OOS
Radio Popular	58.50%	44.34%	-4583	-7.98%	OOS
Electricalslance Stores	57.64%		3507	19.27%	EI
Euronics	57.34%	43.62%	3078	7.09%	EI
Acclaimed Stores	56.42%	47.35%	-25364	-15.19%	OOS
Argos (Sainsbury's)	56.06%	55.33%	3879	8.40%	EI
Mbit	55.20%		2128	12.83%	EI
Coolblue	55.15%	44.68%	-1266	-2.25%	OOS
Power	55.02%	46.64%	9266	33.26%	EI
Electricalsara Stores	52.73%	41.97%	7322	28.88%	EI
Electricalsociety	52.63%	49.12%	64722	20.15%	EI
Digimarket	52.62%	44.10%	19920	17.38%	EI
Electricalslytica I	51.50%	44.88%	43072	16.91%	EI
Fnac-Darty	51.50%	39.51%	-1565	-2.52%	OOS
Total	86.45%	80.31%	637478	5.58%	EI

Accuracy / Net Error Trend



Key Metrics By Products

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



region, market

All

customer

All

segment, cate...

All

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\$111.37M✓

BM: 29.11M

(+282.57%)

Net Sales

41.20%✓

BM: 37.43%

(+10.08%)

GM%

2.21%✓

BM: -4.38%

(+150.38%)

Net Profit %

86.45%✓

BM: 80.31% (+7.65%)

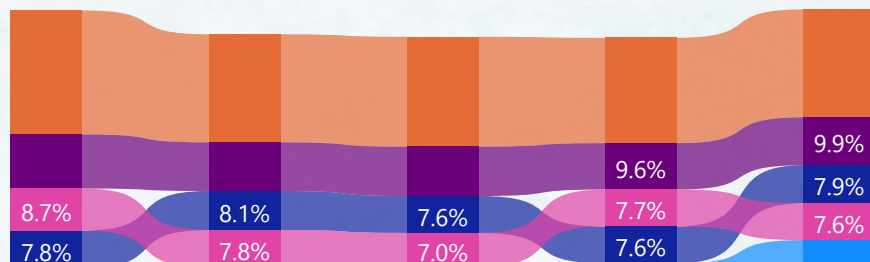
Forecast Accuracy

Key Insights Bv 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%	18.80%	EI
ROA	\$28.8M	25.9%	44.4%	13.7%	0.3%	17.07%	EI
NA	\$22.0M	19.8%	35.0%	↓ -9.1%	0.1%	-36.96%	OOS
SE	\$10.4M	9.3%	43.7%	7.5%	0.5%	-21.55%	OOS
NE	\$6.8M	6.1%	36.8%	↓ -10.8%	0.1%	-6.60%	OOS
ANZ	\$4.7M	4.3%	42.6%	10.2%	0.0%	23.78%	EI
LATAM	\$0.8M	0.7%	42.3%	7.5%	0.0%	-27.25%	OOS
Total	\$111.4M	100.0%	41.2%	2.2%	0.2%	5.58%	EI

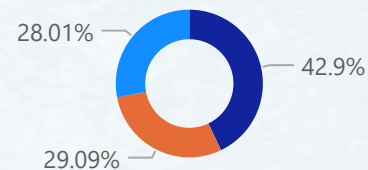
PC Market Share Trend-AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



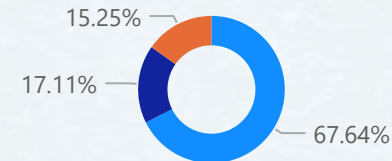
Revenue By Division

division P & A PC N & S



Revenue By Channel

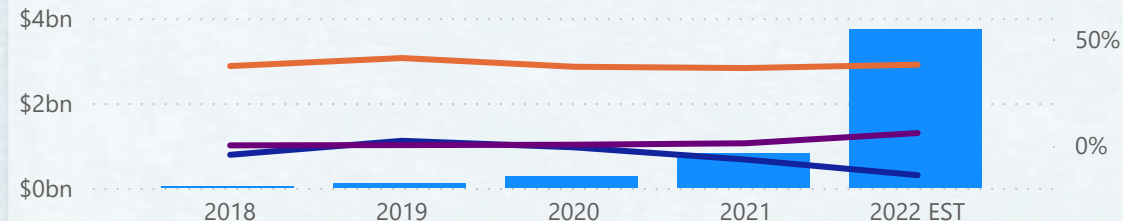
channel Retailer Direct Distributor



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

NS \$, Net Profit %, GM % and AtliQ MS % by fy_desc

NS \$ Net Profit % GM % AtliQ MS %



Top 5 Customer By Revenue

customer	RC %	GM %
Sage	5.3%	43.70%
Leader	5.2%	48.13%
AtliQ e Store	8.2%	40.99%
Amazon	13.8%	41.57%
AtliQ Exclusive	8.9%	50.58%

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%

NS & GM % For

