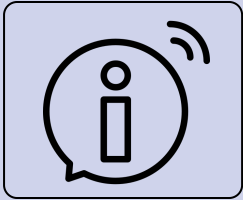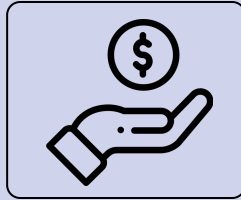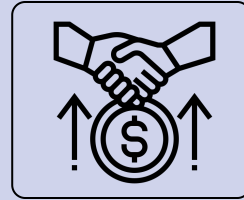# BUSINESS INSIGHTS 360

Info

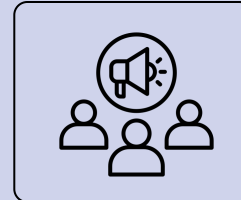Download **user manual** and get to know the key information of this tool.

Finance View

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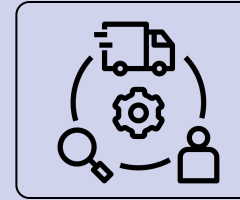
Sales View

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.
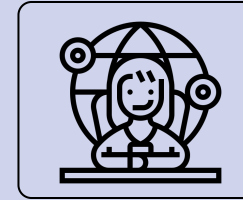
Executive

A **top level dashboard** for executives consolidating top insights from all dimensions of business.
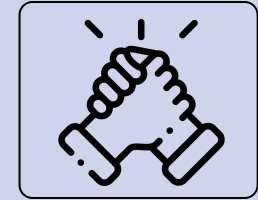
Support

Get your **issues resolved** by connecting to our support specialist.

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.

$3.74bn ⌄	**38.08%** ⌄	**-13.98%** ❗	
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)	
Net Sales	**GM%**	**Net Profit %**	

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

Net Sales Performance Over Time

● Selection ● vs BM

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22
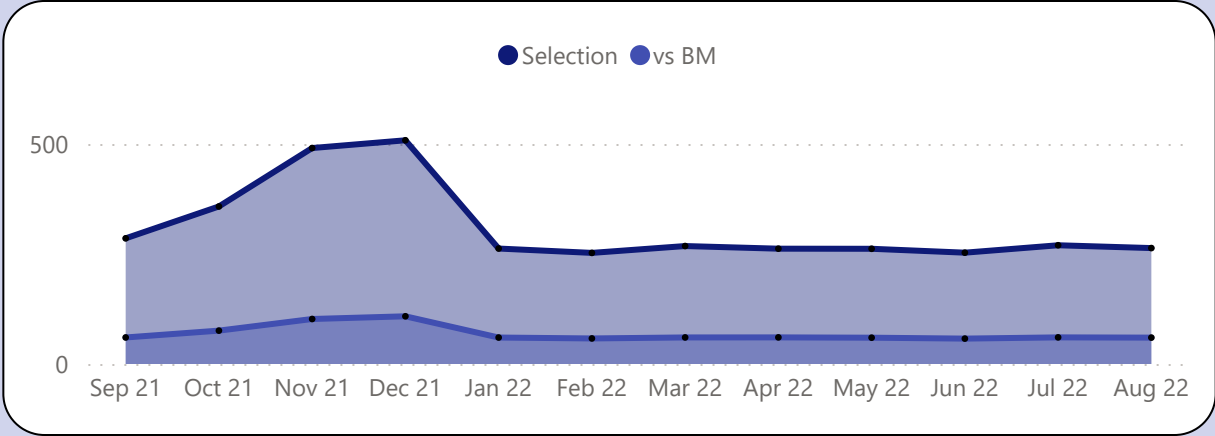
Top / Bottom Products & Customers by Net Sales

region ▲	P & L Values	P&L YOY Change%
⊞ APAC	1,923.77	335.27
⊞ EU	775.48	286.26
⊞ LATAM	14.82	368.40
⊞ NA	1,022.09	474.40
Total	**3,736.17**	**353.50**

segment	P & L Values	P&L YOY 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
Total	**3,736.17**	**353.50**

BM=Bench Mark , LY= Last Year

customer

All

region, market

All

| 2018 | 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

| YTD | YTG |

Customer Performance

customer	Net_Sales $	Gross_Margin $	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%
Electricalslytical	$68.05M	$25.34M	37.24%

Performance Matrix

region ● APAC ● EU ● LATAM ● NA

0%
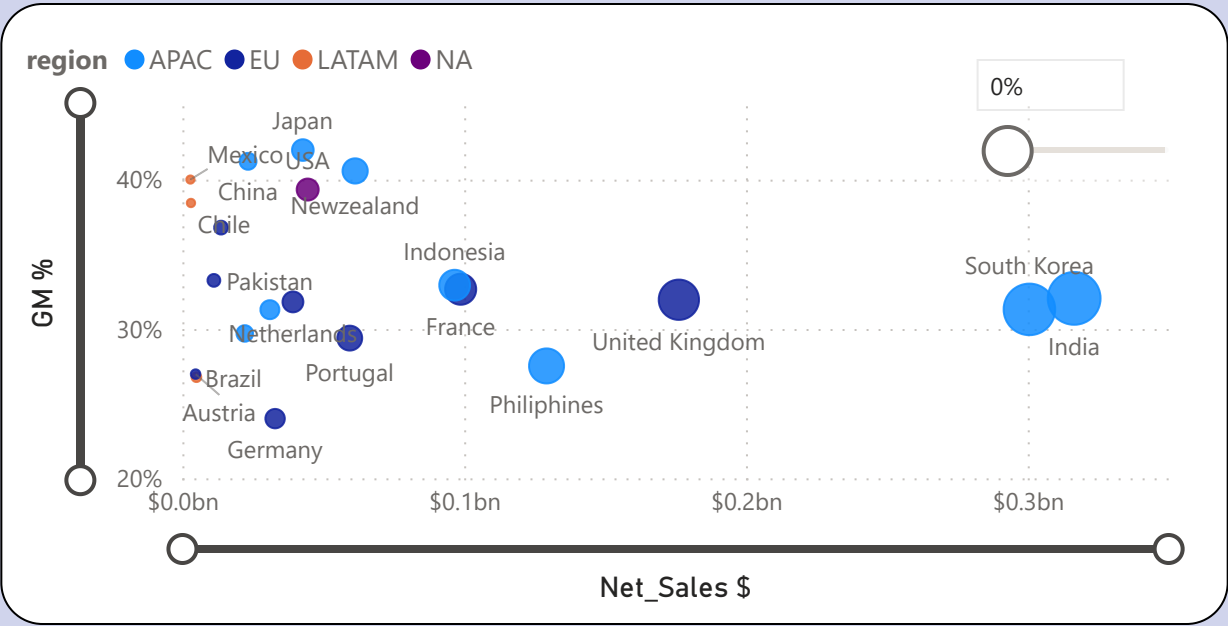
Unit Economics

| VS LY | VS Target |

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...

23.43%
50.69%
25.87%

● Total COGS ● Gross Margin

.08%
61.92%
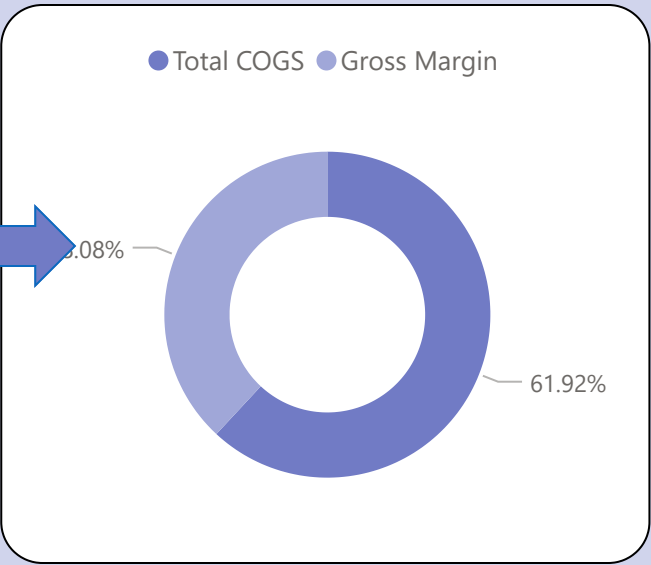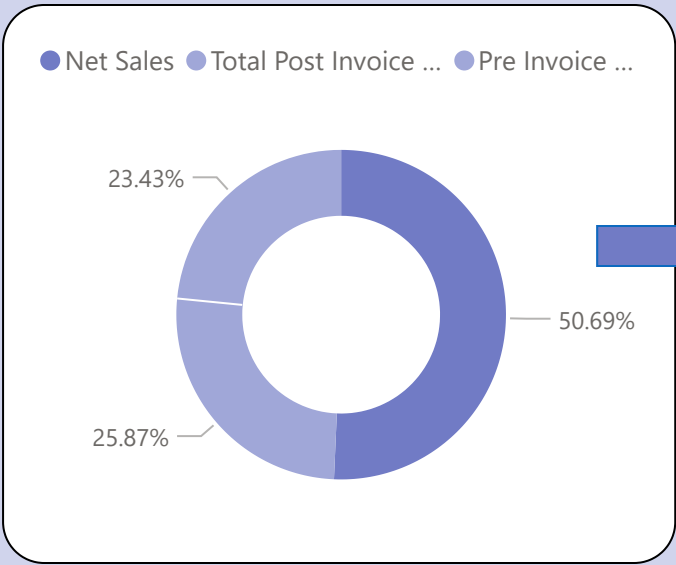
Product Performance

segment	Net_Sales $	Gross_Margin $	GM %
Accessories	$454.10M	$172.61M	38.01%
Peripherals	$897.54M	$341.22M	38.02%
Notebook	$1,580.43M	$600.96M	38.03%
Desktop	$711.08M	$272.39M	38.31%
Storage	$54.59M	$20.93M	38.33%
Networking	$38.43M	$14.78M	38.45%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Product Performance

Show GM%

segment	Net_Sales $	Gross_Margin $	GM %	Net Profit $	Net Profit %
⊞ Storage	$54.59M	$20.93M	38.33%	-7.51M	-13.76%
⊞ Peripherals	$897.54M	$341.22M	38.02%	-125.91M	-14.03%
⊞ Notebook	$1,580.43M	$600.96M	38.03%	-222.16M	-14.06%
⊞ Networking	$38.43M	$14.78M	38.45%	-5.27M	-13.72%
⊞ Desktop	$711.08M	$272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	$172.61M	38.01%	-63.78M	-14.05%

Performance Matrix

division ● N & S ● P & A ● PC
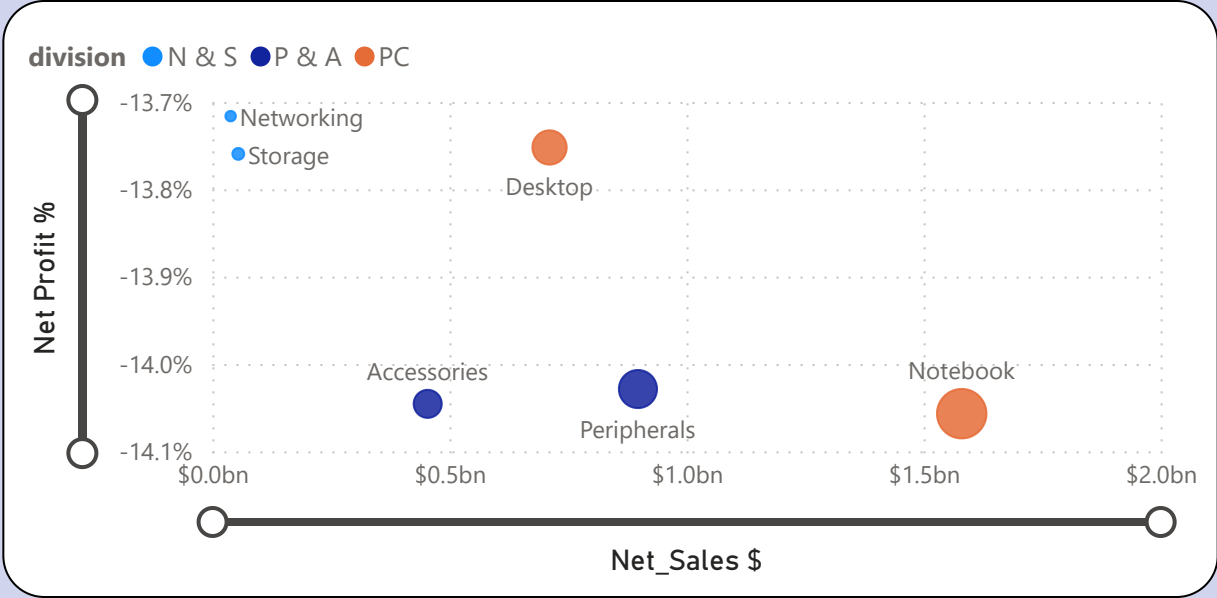
Region/ Market Performance

region	Net_Sales $	Gross_Margin $	GM %	Net Profit $	Net Profit %
⊞ EU	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
⊞ APAC	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
⊞ NA	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%

Unit Economics

● Total COGS ● Gross Margin

38.08%

61.92%

● Increase ● Decrease

1.4K

-1.9K

-0.5K

Gross Margin | Operat... Expense | Net Profit

Key Metrics

81.17% ✓	-3472.69K ✓	6899.04K ✓
LY: 80.21% (+1.2%)	LY: -751.71K (+361.97%)	LY: 9780.74K (+29.46%)
Forecast Accuracy%	**Net Error**	**ABS Error**

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast % LY	Net Error	Net Error %	Risk
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Electricalslytical	45.55%	50.82%	-102814	-16.07%	OOS
Electricalsocity	36.28%	50.35%	-224226	-34.43%	OOS

Accuracy/ Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast % LY
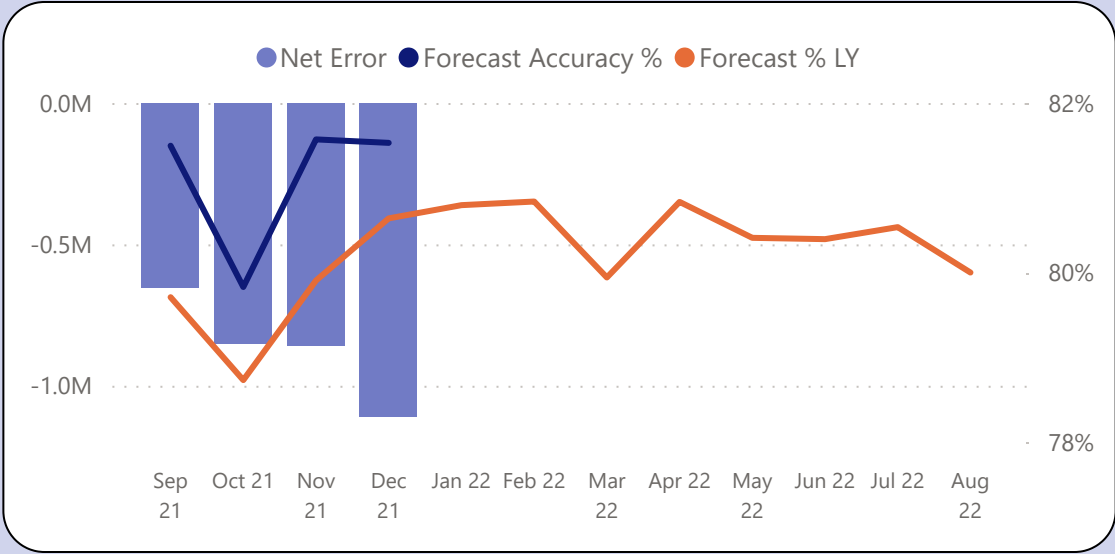
Key Metrics By Products

segment	Forecast Accuracy %	Forecast % LY	Net Error	Net Error %	Risk
⊞ Accessories	87.42%	77.66%	341468	1.72%	EI
⊞ Desktop	87.53%	84.37%	78576	10.24%	EI
⊞ Networking	93.06%	90.40%	-12967	-1.69%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-1.69%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
⊞ Storage	71.50%	83.54%	-628266	-25.61%	OOS

Dashboard

customer: All

region, market: All

2018 | 2019 | 2020 | 2021 | **2022 Est**

Q1 | Q2 | Q3 | Q4

VS LY | VS Target

YTD | YTG

$3.74bn ✓	38.08% ✓	-13.98% !	81.17% ✓
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)	LY: 80.21% (+1.2%)
Net Sales	**GM%**	**Net Profit %**	**Forecast Accuracy%**

Revenue by Division
PC ● P & A ● N & S
- 36.18%
- 61.33%

Revenue by Channel
Retailer ● Direct ● Distributor
- 10.67%
- 17.8%
- 71.53%

Key Insights by Sub zone

sub_zone	Net_Sales $	RC %	GM %	Net Profit %	AtliQ MS %	Risk
LATAM	$14.8M	0.4%	35.0% ⬇	-2.9%	0.3%	EI
SE	$317.8M	8.5%	37.0% ⬇	-4.0%	16.4%	OOS
ROA	$788.7M	21.1%	34.2% ⬇	-6.3%	8.3%	OOS
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	OOS
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	EI
NE	$457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	OOS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**OOS**

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %
● Net_Sales $ ● GM % ● Net Profit % ● AtliQ MS %

PC Market Share Trend- Atliq Competitors
manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

fy_desc: 2018 | 2019 | 2020 | 2021 | 2022 Est
- 9.9%
- 9.6%
- 7.9%
- 8.7% | 8.1% | 7.6% | 7.7% | 7.6%
- 7.8% | 7.8% | 7.0% | 7.6% | 5.9%
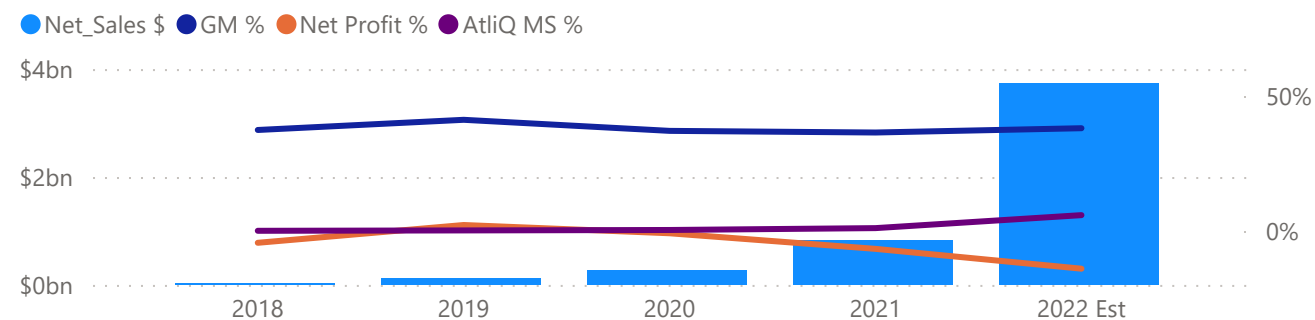
Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9% ⬇
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ⬇
Total	**38.2%**	**39.2%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4% ⬇
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

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