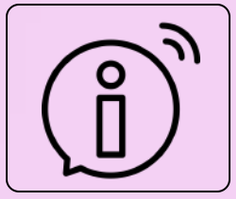
Business Insights 360



Info

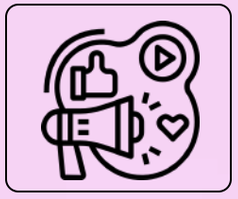
Download **user manual** and get to know the key information of this tool.

Finance View

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

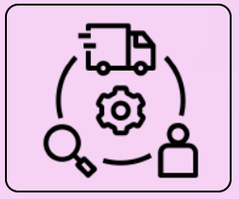
Sales View

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



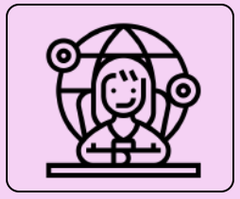
Marketing

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 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, pr...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

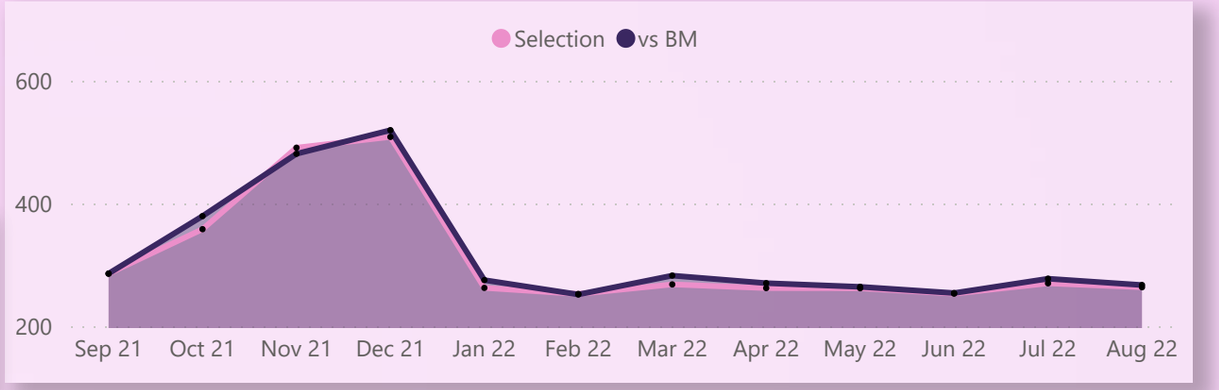
vs LY | vs Target

$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Net Sales Performace Over Time



Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	-2.48
NA	1,022.09	-1.24
EU	775.48	-1.13
LATAM	14.82	-1.60
Total	**3,736.17**	**-1.86**

segment	P & L values	P & L Chg %
Notebook	1,580.43	
Peripherals	897.54	
Desktop	711.08	
Accessories	454.10	
Storage	54.59	
Networking	38.43	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY=Last Year

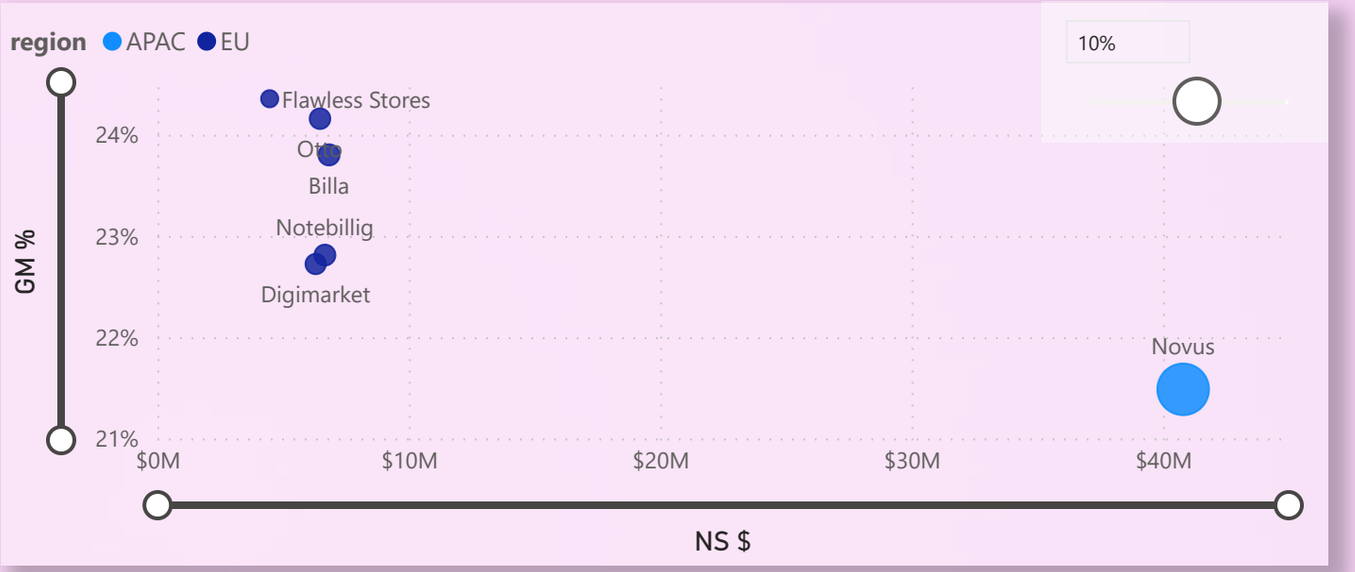
region, market: All | customer: All | segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

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%
Electricalslytical	$68.05M	25.34M	37.24%
Electricalsocity	$67.76M	24.41M	36.03%
Staples	$64.20M	24.99M	38.92%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**

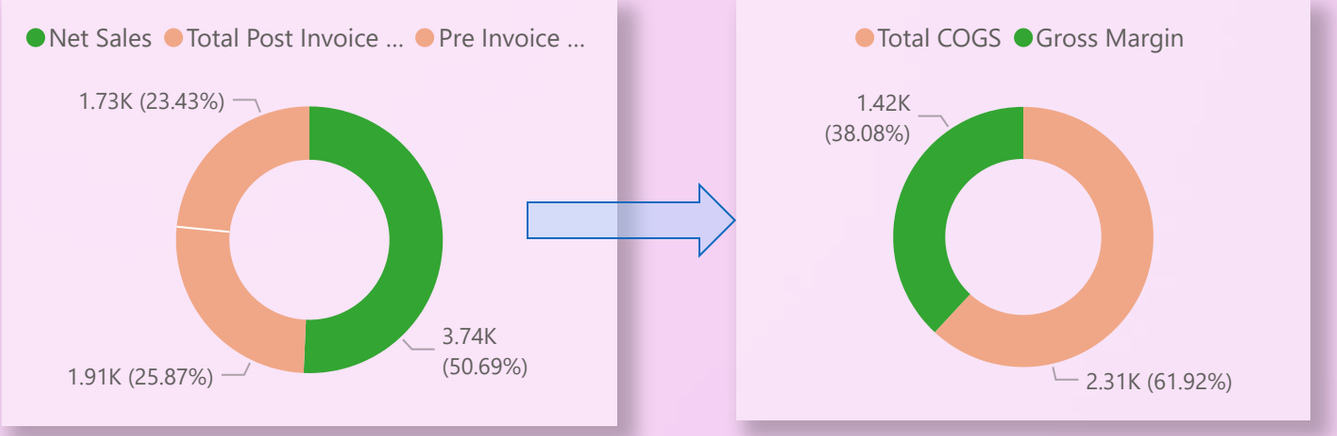
Performance Matrix



Product Performance

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

Unit Economics



region, market: All | customer: All | segment, category, pr...: All

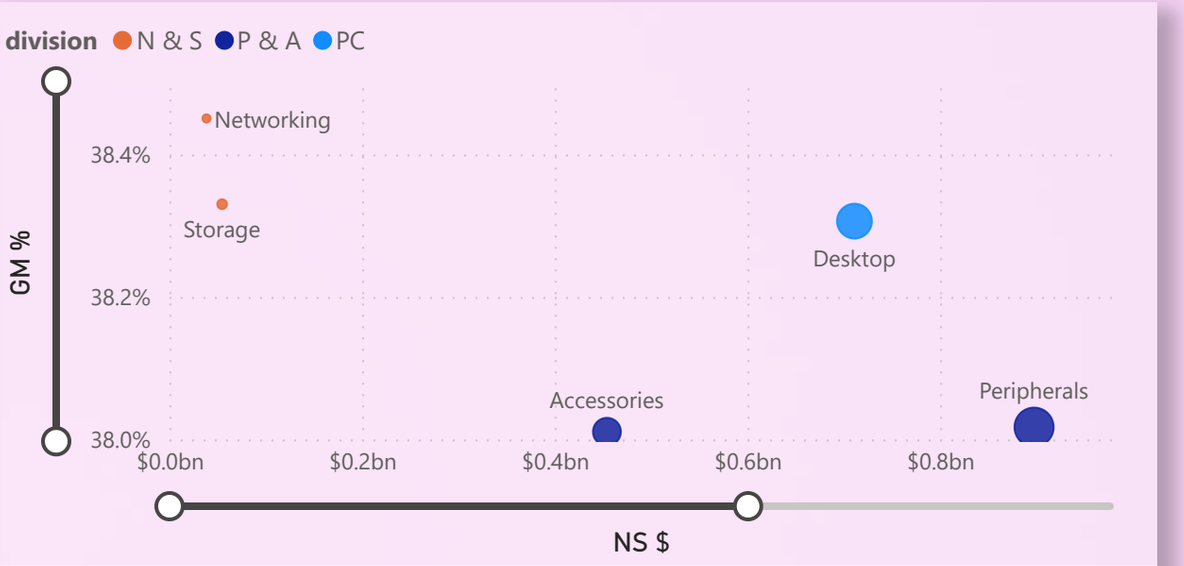
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Show NP %

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%**

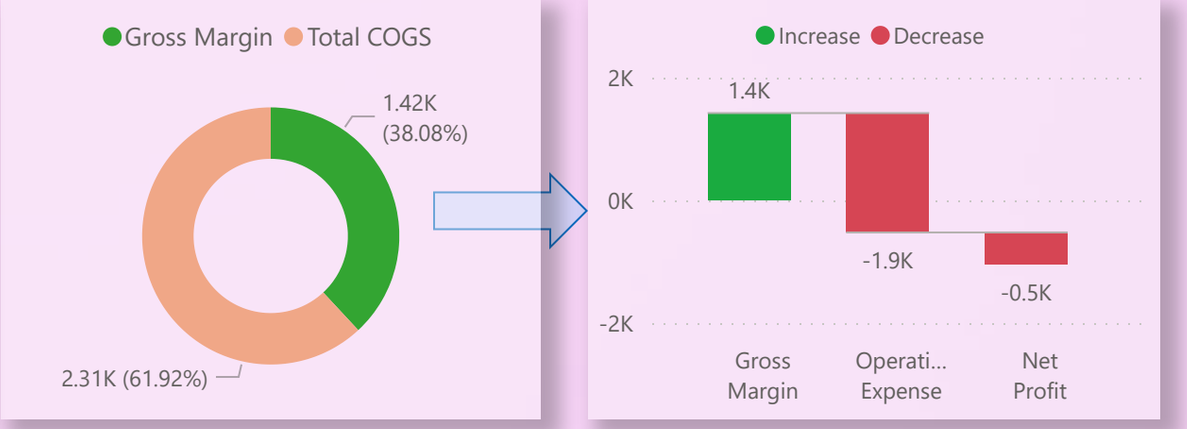
Performance Matrix



Region / Market / Customer performance

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%**

Unit Economics



region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

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

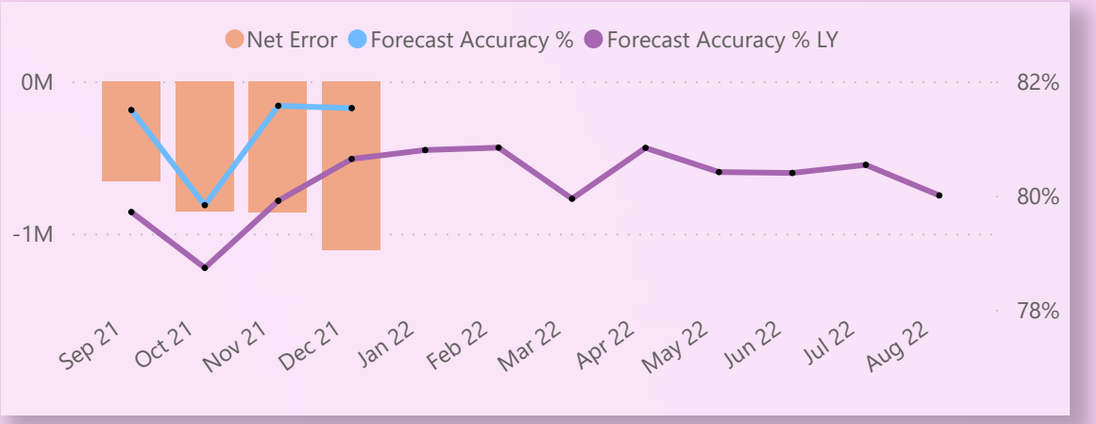
-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
Electricalsocity	36.28%	50.35%	-224226	-34.4%	OOS
Synthetic	30.36%	37.93%	-191078	-36.1%	OOS
Novus	25.04%	25.28%	-187343	-40.8%	OOS
Girias	31.58%	45.05%	-154361	-31.7%	OOS
Expression	35.94%	44.32%	-140660	-27.5%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.9%	OOS
Propel	42.18%	46.53%	-135662	-23.1%	OOS
Viveks	33.27%	43.03%	-129058	-29.0%	OOS
Reliance Digital	34.59%	45.19%	-122328	-25.0%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.9%	OOS
Forward Stores	10.77%	50.76%	-109913	-71.1%	OOS
Electricalslytical	45.55%	50.82%	-102814	-16.1%	OOS
Media Markt	28.17%	53.40%	-101119	-56.5%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.1%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
⊞ Storage	71.50%	83.54%	-628266	-13.76%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
⊞ Accessories	87.42%	77.66%	341468	-14.05%	EI
⊞ Desktop	87.53%	84.37%	78576	-13.75%	EI
⊞ Networking	93.06%	90.40%	-12967	-13.72%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-13.98%**	**OOS**

region, market: All | customer: All | segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

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vs LY | vs Target

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GM %

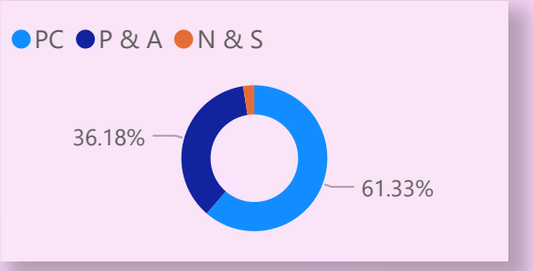
-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

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

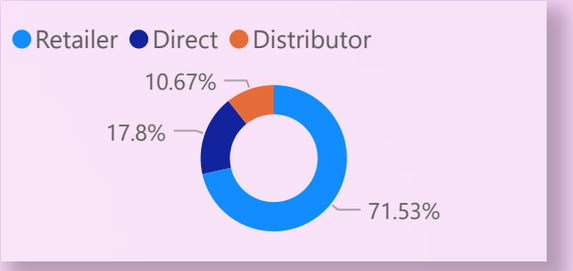
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.4%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.6%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

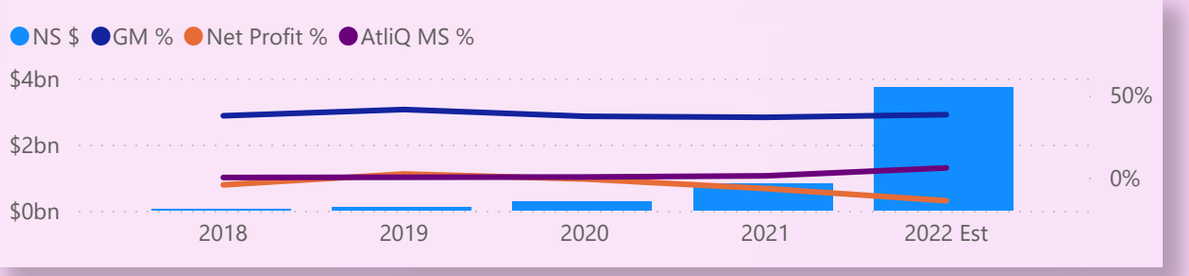
Revenue by Division



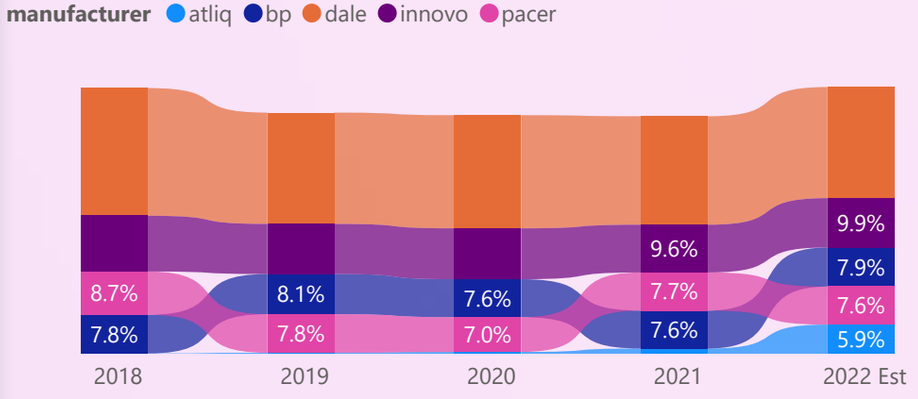
Revenue by Channel



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

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

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