



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..



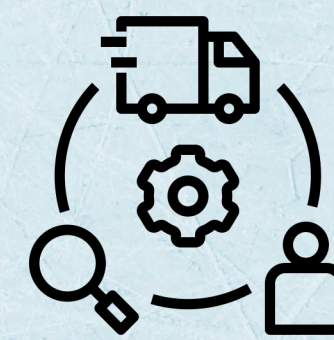
Sales View

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



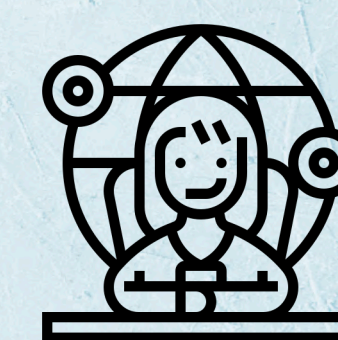
Marketing View

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.



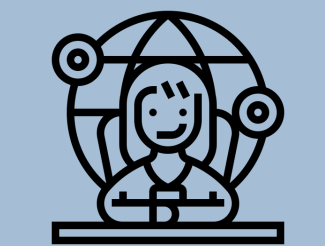
Executive Veiw

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, product

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

BM: 823.85M (+353.5%)

Net sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

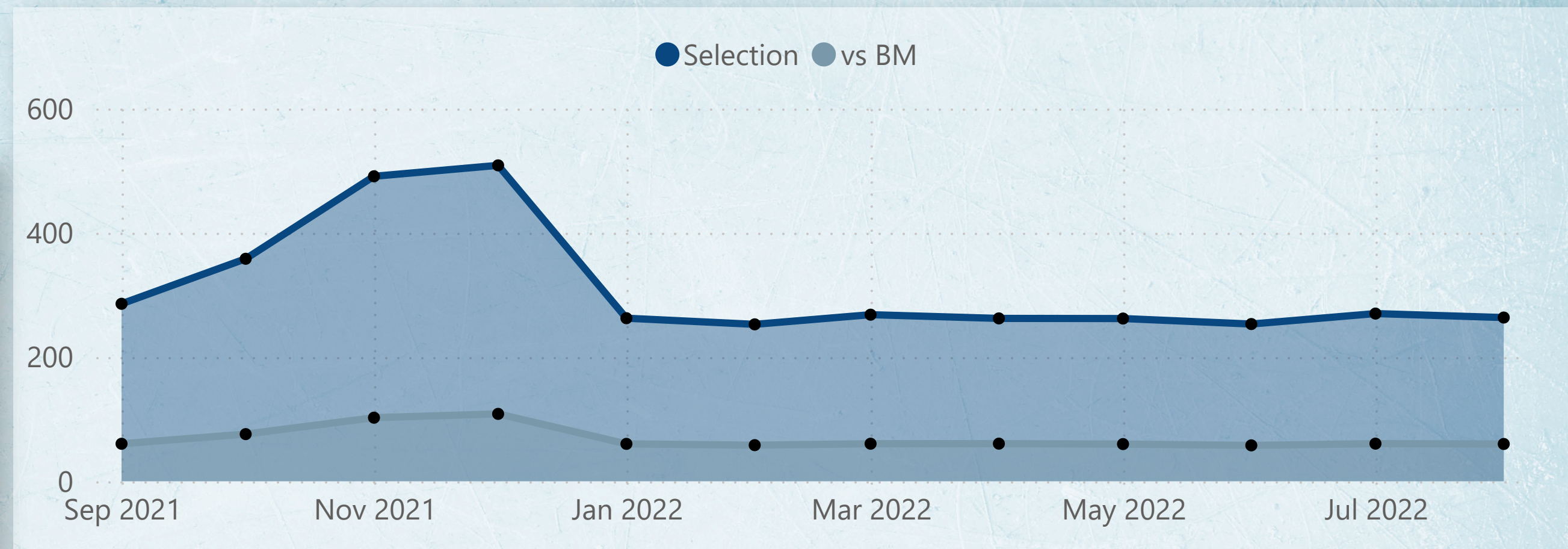
BM: -6.63% (-110.79%)

Net Profit %

Profit & 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
Total	3,736.17	823.85	2,912.32	353.50

Net SalesPerformance over time

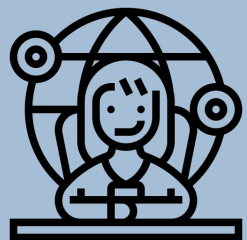


Top / Bottom Product & Customers by Net Sales

region	P & L values	p & l chg %
⊕ NA	1022	474.40
⊕ LATAM	15	368.40
⊕ APAC	1924	335.27
⊕ EU	775	286.26
Total	3736	353.50

segment	P & L values	p & l chg %
⊕ Accessories	454	85.46
⊕ Desktop	711	1,431.55
⊕ Networking	38	-14.89
⊕ Notebook	1580	493.06
⊕ Peripherals	898	439.03
⊕ Storage	55	0.32
Total	3736	353.50

BM = Benchmark, LY = Last Year



region, market

All

customer

All

segment, category,...

All

2018

2019

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Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

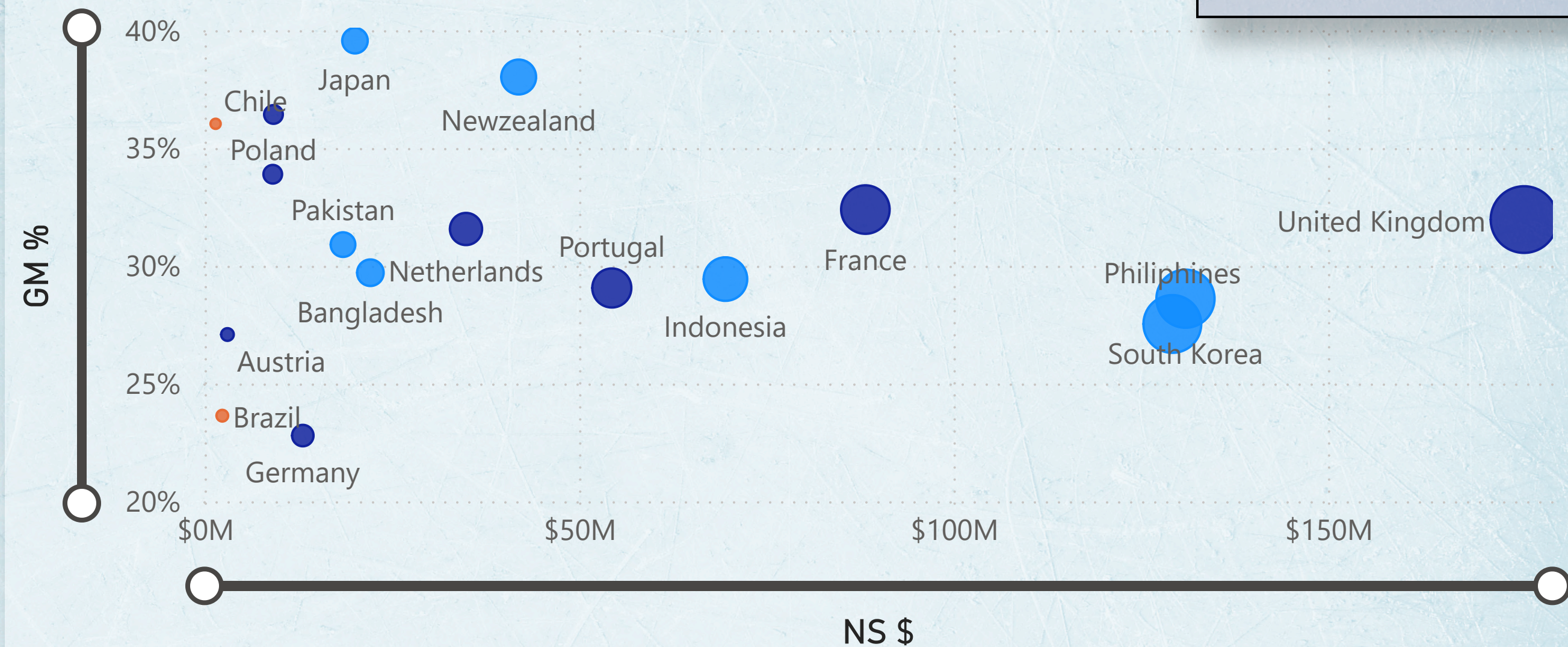
vs
Target

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
AltiQ Exclusive	\$361.12M	166.15M	46.01%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.42M	24.51M	46.77%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

region APAC EU LATAM



Target Gap Tolerance

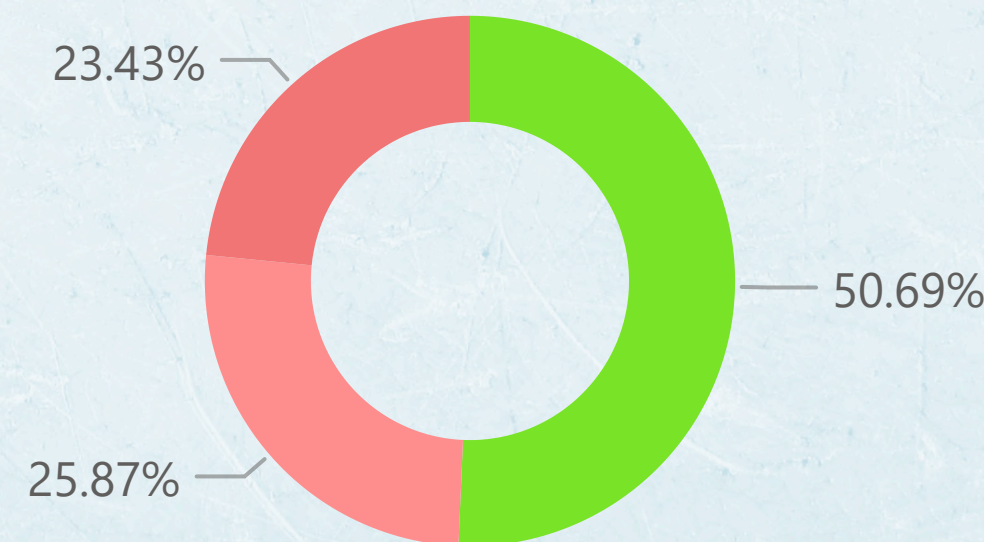
5%

Product Performance

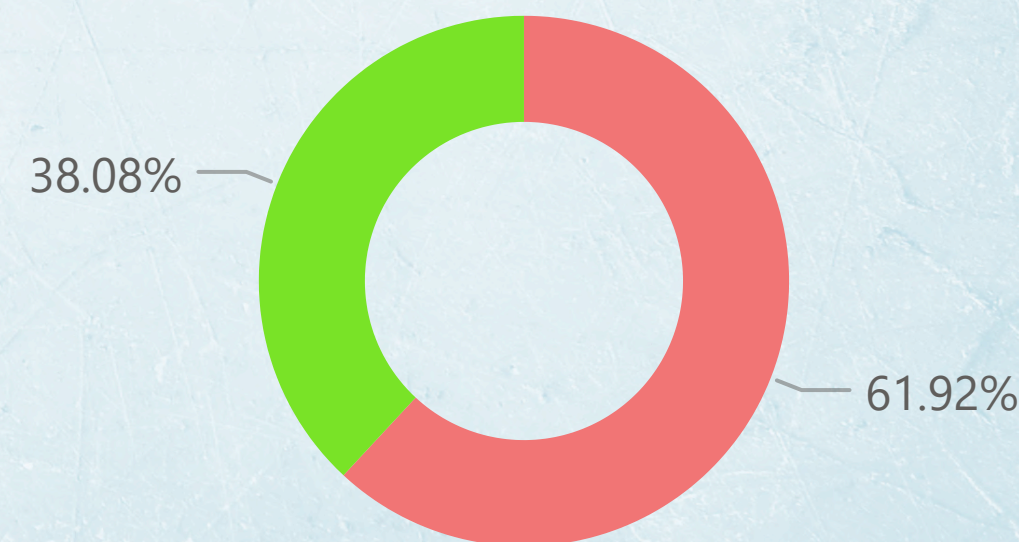
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Desktop	\$711.08M	272.39M	38.31%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
Total	\$3,736.17M	1,422.88M	38.08%

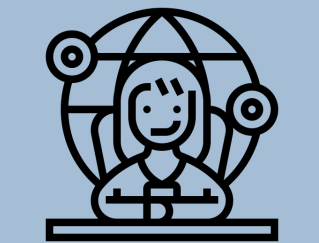
Unit Economics

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



Total COGS Gross Margin





region, market

All

customer

All

segment, category, product

All

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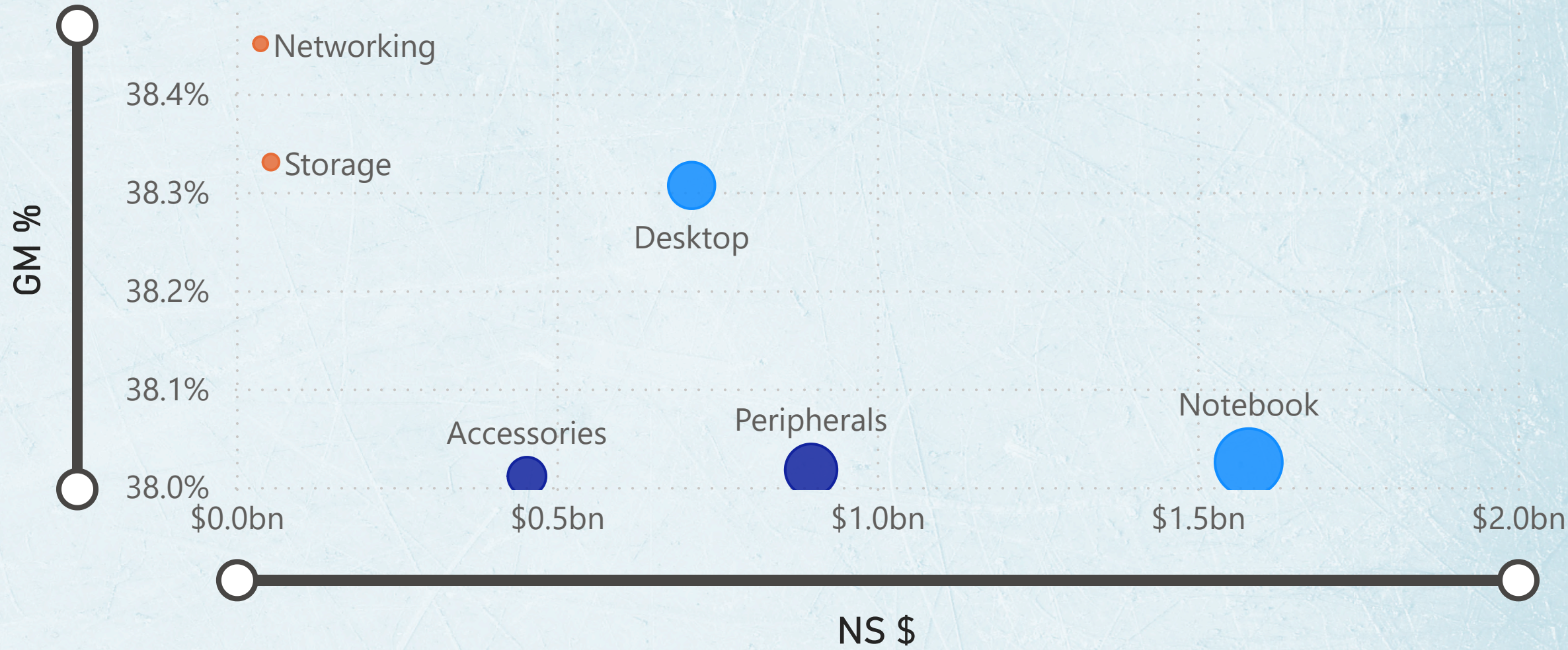
Product Performance

segment	NS \$	GM \$	GM %	NS \$	net profit %
Accessories	\$454.10M	172.61M	38.01%	\$454.10M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	\$711.08M	-13.75%
Networking	\$38.43M	14.78M	38.45%	\$38.43M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	\$1,580.43M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	\$897.54M	-14.03%
Storage	\$54.59M	20.93M	38.33%	\$54.59M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	\$3,736.17M	-13.98%

Show NP %

Performance Matrix

division N & S P & A PC

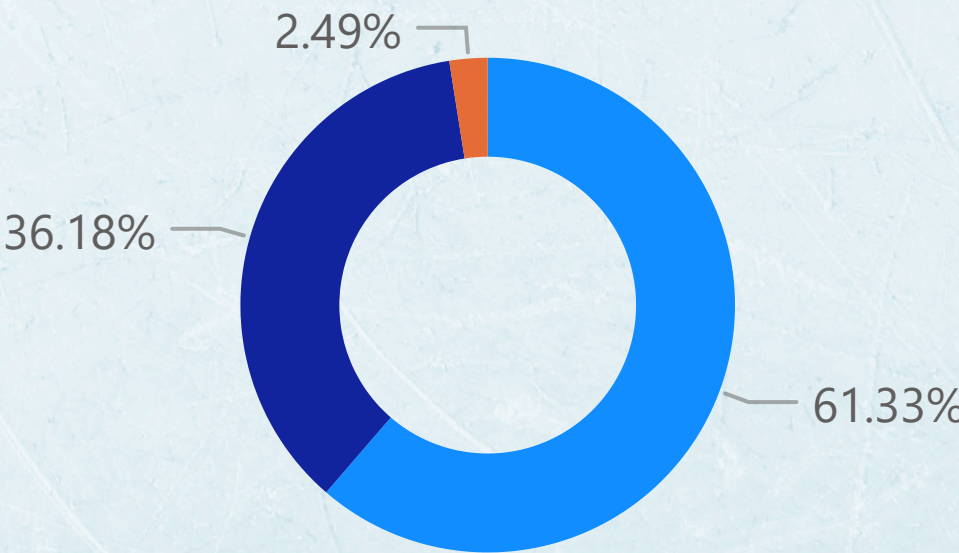


Region / Market / Customer performance

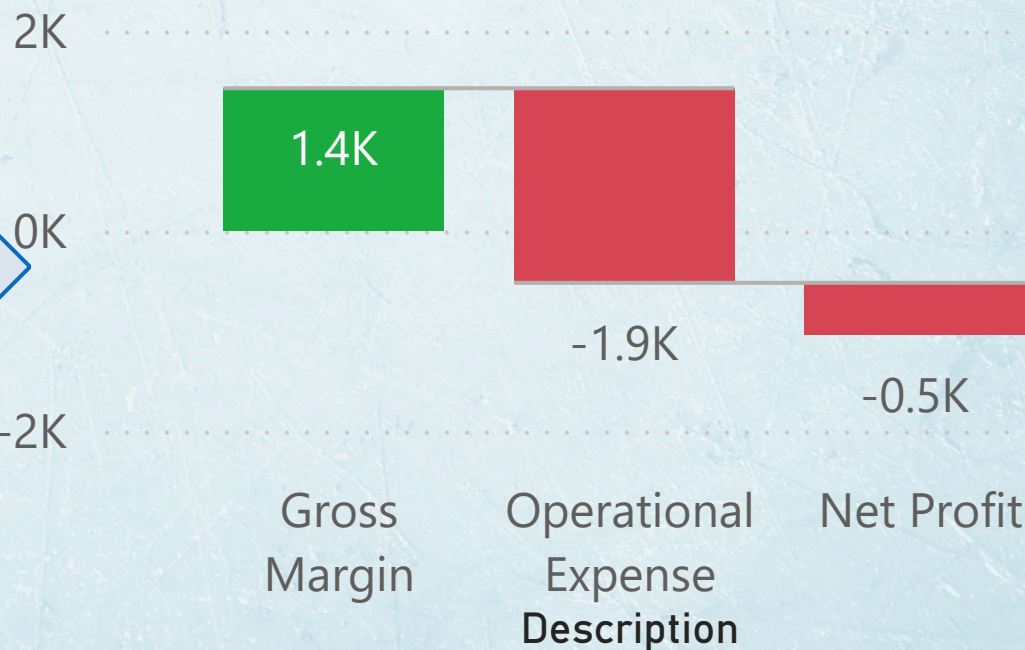
region	NS \$	GM \$	GM %	NS \$	net profit %
APAC	\$1,923.77M	690.21M	35.88%	\$1,923.77M	-14.62%
EU	\$775.48M	267.80M	34.53%	\$775.48M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	\$14.82M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	\$1,022.09M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	\$3,736.17M	-13.98%

Unit Economics

PC P & A N & S



Increase Decrease





region, market

All

customer

All

segment, category, product

All

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YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.0K✓

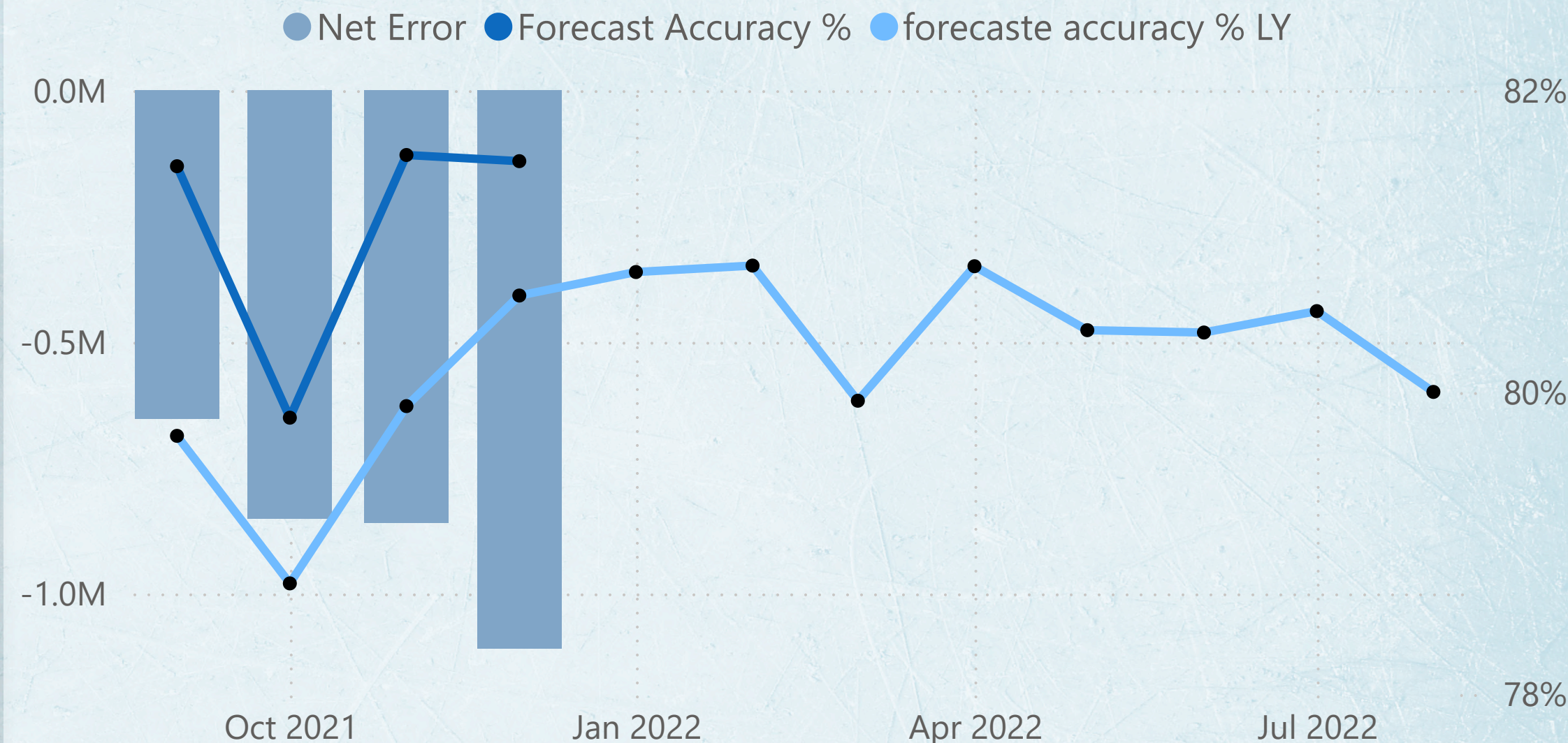
LY: 9780.7K (-29.46%)

ABS Error

Key Metric Customer

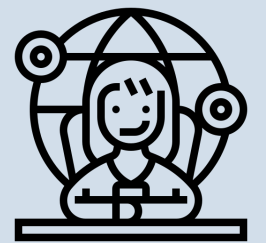
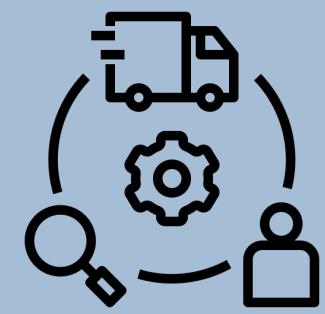
customer	Forecast Accuracy %	Net Error	Net error %	forecaste accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.74%	50.69%	EI
All-Out	43.96%	-150	-0.32%	29.09%	OOS
AltiQ Exclusive	70.35%	-359242	-11.91%	71.69%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
BestBuy	46.60%	81179	16.72%	35.31%	EI
Billa	42.63%	3704	3.91%	18.29%	EI
Boulangier	52.69%	-48802	-20.21%	58.77%	OOS
Chip 7	34.56%	-85293	-35.01%	53.44%	OOS
Chiptec	50.49%	-20102	-11.36%	52.54%	OOS
Circuit City	46.17%	85248	16.55%	35.02%	EI
Control	52.06%	64731	13.01%	47.42%	EI
Coolblue	47.66%	-34790	-15.34%	52.95%	OOS
Costco	51.95%	101913	15.79%	49.42%	EI
Croma	36.58%	-77649	-16.54%	42.78%	OOS
Currys (Dixons)	54.29%	8104	6.00%	35.92%	EI
Total	81.17%	-3472690	-9.48%	80.21%	OOS

Accuracy / Net Error Trend



Key Metrics by Customers

segment	Forecast Accuracy %	Net Error	Net error %	Risk
Accessories	87.42%	341468	1.72%	EI
Desktop	87.53%	78576	10.24%	EI
Networking	93.06%	-12967	-1.69%	OOS
Notebook	87.24%	-47221	-1.69%	OOS
Peripherals	68.17%	-3204280	-31.83%	OOS
Storage	71.50%	-628266	-25.61%	OOS
Total	81.17%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category

All

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Q1

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Q3



YTD

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vs LY

vs
Target

\$3.74bn✓

BM: 823.85M

(+353.5%)
Net sales

38.08%✓

BM: 36.49%

(+4.37%)
GM %

-13.98%!

BM: -6.63%

(-110.79%)
Net Profit %

81.17%✓

BM: 80.21%

(+1.2%)
Forecast Accuracy

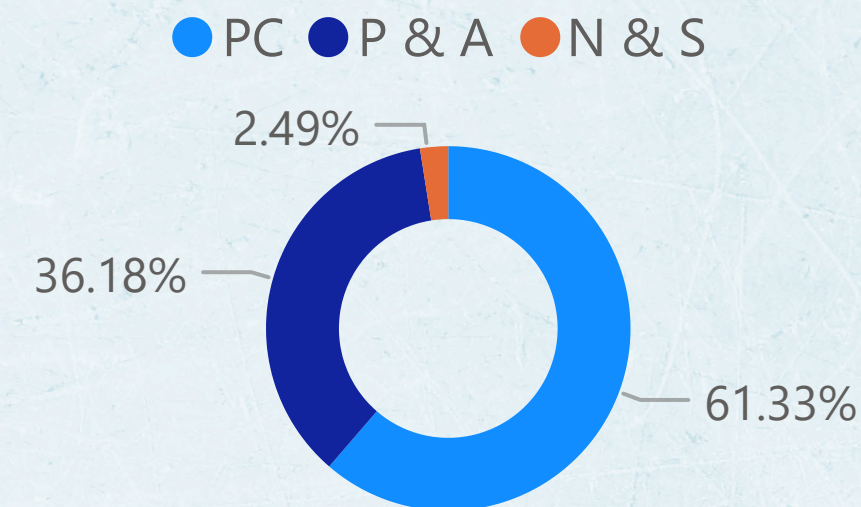
key insight by sub - zone

sub_zone	NS \$	RC %	GM %	net profit %	Net error %	AtliQ MC %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	-37.61%	1.4%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	-24.37%	13.3%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	3.37%	0.3%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	14.35%	4.9%	EI
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	-4.56%	6.8%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	-4.56%	8.3%	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	-55.47%	16.4%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	-9.48%	5.9%	OOS

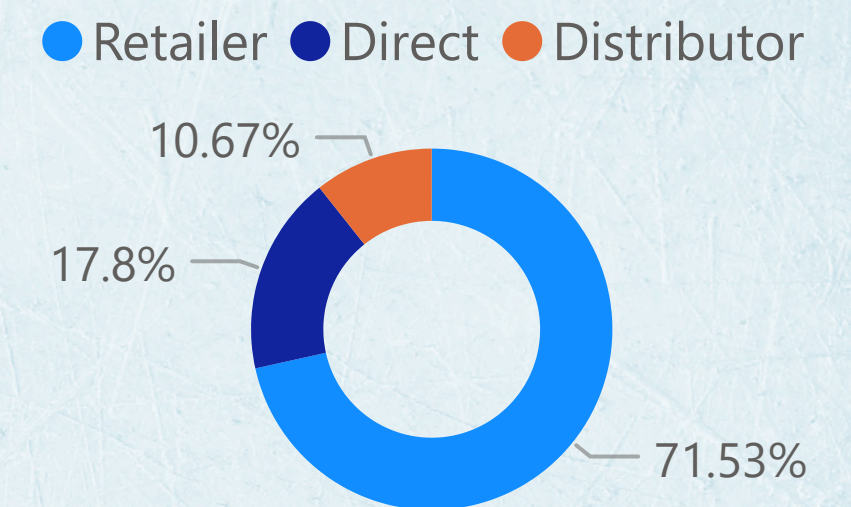
Top 5 Product by Net sales

customer	RC %	GM %	product	RC %	GM %
AltiQ Exclusive	9.7%	46.01%	AQ BZ Allin1 Gen 2	5.4%	38.51%
Flipkart	3.7%	42.14%	AQ Home Allin1	4.1%	38.71%
Atliq e Store	8.1%	36.88% ↓	AQ HOME Allin1 Gen 2	5.7%	38.08%
Amazon	13.3%	36.78%	AQ Smash 1	3.8%	37.43% ↓
Sage	3.4%	31.53% ↓	AQ Smash 2	1.1%	27.10%
Total	38.2%	39.19%	Total	23.2%	38.06%

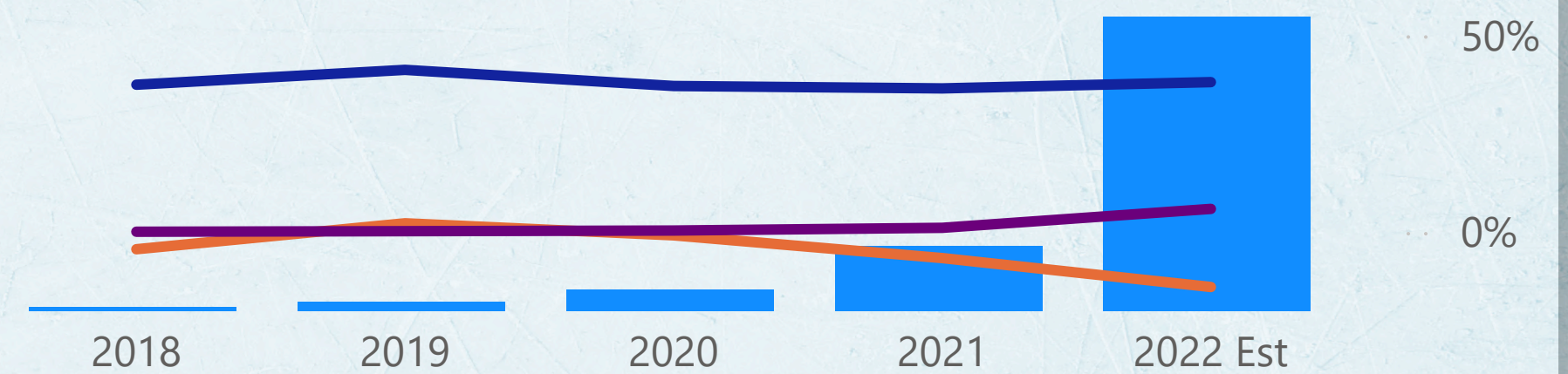
Revenue by Division



Revenue by Channel



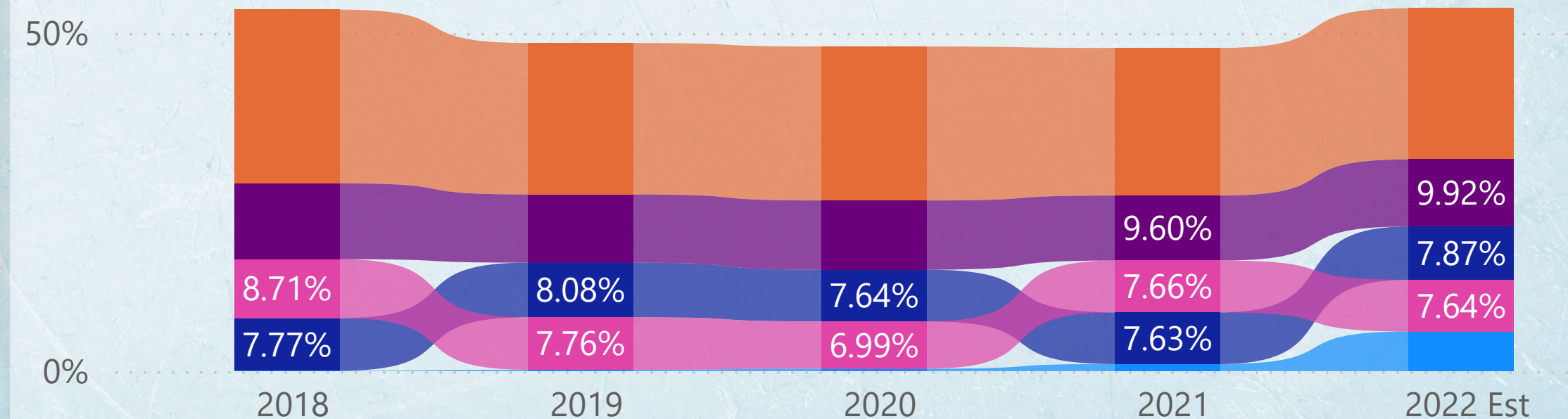
NS \$ GM % net profit % AtliQ MC %



**Top PC
Yearly Trend
by Revenue,
GM%, NP%,
PC Market
Share%**

Top PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



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