



AtliQ Business Insights 360



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 products(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth**



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.



Information



Support



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$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 %

vs LY

vs
Target**Home****Finance View****Sales View****Marketing View****Supply Chain
View****Executive View****Abbreviations**

BM= Benchmark

LY= Last Year

GM= Gross Margin

YTD= Year To Date

YTG= Year To GO

Profit & 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

Net Sales Performance Over Time**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	-2.48	Accessories	454.10	
EU	775.48	-1.13	Desktop	711.08	
LATAM	14.82	-1.60	Networking	38.43	
NA	1,022.09	-1.24	Notebook	1,580.43	
Total	3,736.17	-1.86	Peripherals	897.54	
			Storage	54.59	
			Total	3,736.17	-1.86



region, market

All

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segment, category, product

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Customer Performance

vs LY

vs
Target

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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%
Total	\$3,736.17M	1,422.88M	38.08%

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%

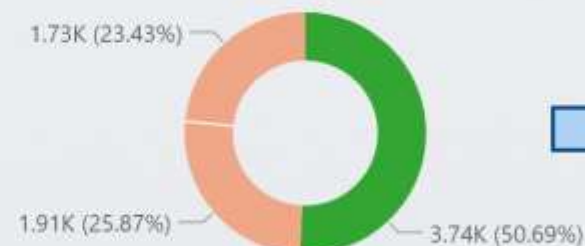
Performance Metrics

region ● APAC ● EU

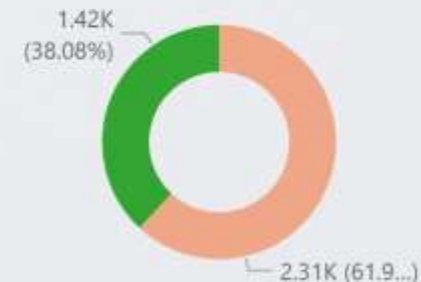


Unit Economics

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



● Total COGS ● Gross Margin





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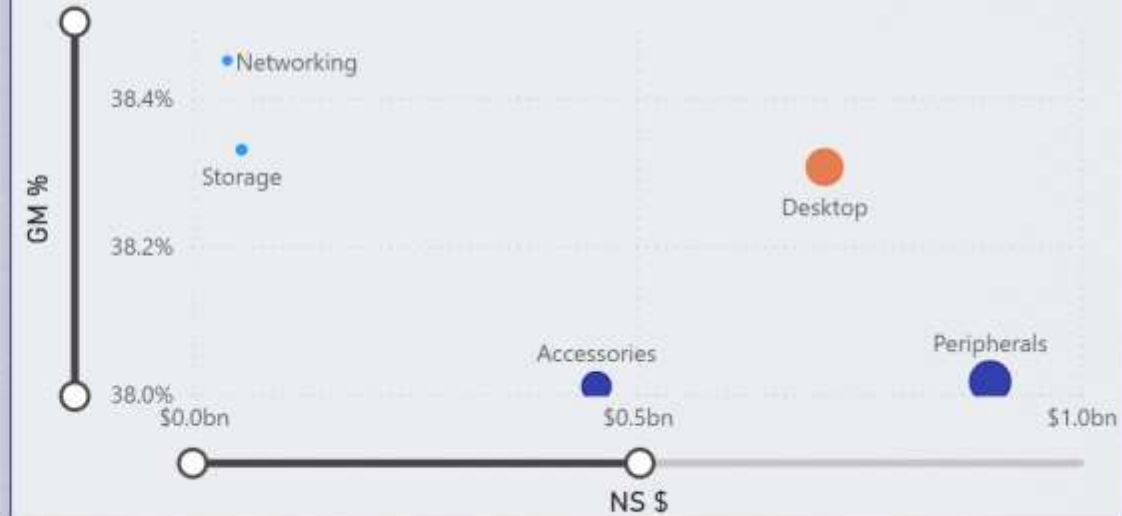
Product Performance

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%

Show NP%

Performance Metrics

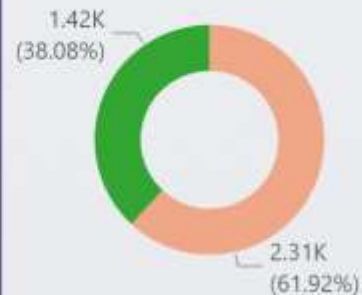
division ● N & S ● P & A ● PC

**Region / Market / Customer Performance**

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin





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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
Electricalsociety	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

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EI= Excess Inventory

OOS= Out Of Stock

Accuracy / Net Error Trend



Key Metrics By Products

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



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GM%

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

81.17% ✓

BM: 80.21% (+1.2%)

Forecast Accuracy

vs LY

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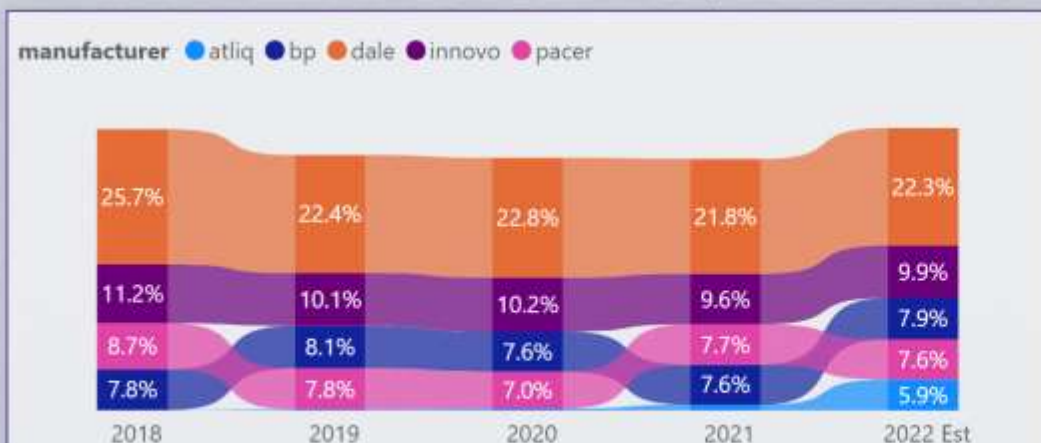
EI= Excess Inventory

OOS= Out Of Stock

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$317.8M	8.51%	37.03%	↓	-4.00%	16.40%	-55.5% OOS
India	\$945.3M	25.30%	35.75%		-22.99%	13.26%	-24.4% OOS
ROA	\$788.7M	21.11%	34.19%	↓	-6.32%	8.32%	-4.6% OOS
NE	\$457.7M	12.25%	32.80%	↓	-18.09%	6.80%	-4.6% OOS
NA	\$1,022.1M	27.36%	44.97%	↓	-14.22%	4.87%	14.4% EI
ANZ	\$189.8M	5.08%	43.50%	↓	-7.39%	1.36%	-37.6% OOS
Total	\$3,736.2M	100.00%	38.08%	↓	-13.98%	5.87%	-9.5% OOS

PC Market Share Trend - AtliQ & Competitors



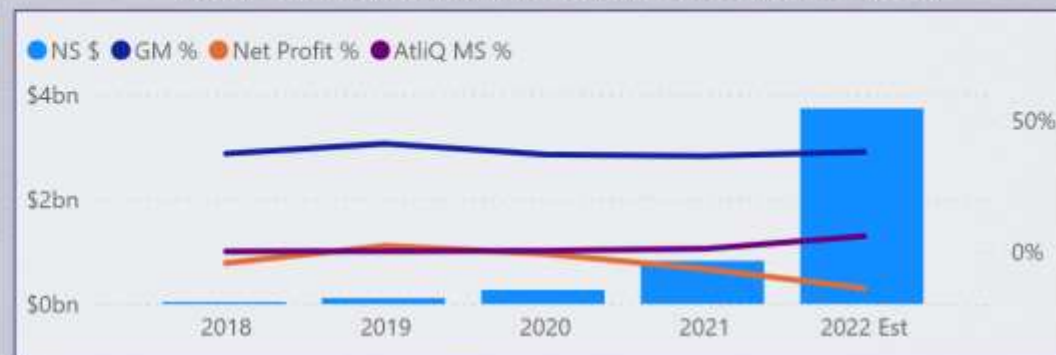
Revenue By Division



Revenue By Channel



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



Top 5 Customer by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ↓
AtliQ e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	38.23%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	23.19%	38.06%



Business Insights 360 Key Info



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](#).



Business Insights 360 Key Info



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