Business Insights 360

Info

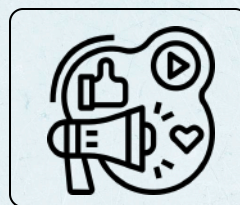Download **user manual** and get to know the key information of this tool.

Finance View

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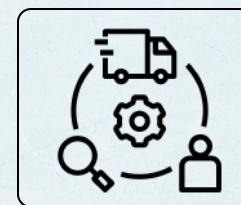
Sales View

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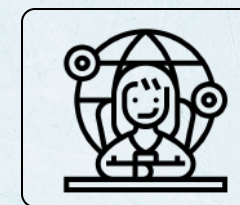
Marketing

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.

Net Sales Performace Over Time

vs LY   vs Target

$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 %**

● Selection   ● vs BM

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

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
⊞ 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 Chg %
⊞ 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 = Benchmark, LY=Last Year

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

vs LY   vs Target

region ● APAC ● EU

10%

GM % vs NS $ scatter plot with labels: Logic Stores, Insight, Electricalslytical, Info Stores, Logic Stores, Sorefoz, Reliance Digital, Electricalsquipo Stores, Flawless Stores, Synthetic, Novus

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

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

1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)
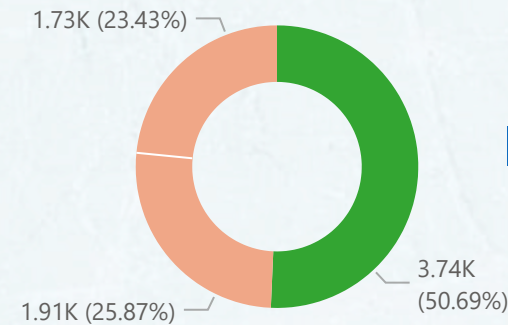
● Total COGS   ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

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

Product Performance

Show NP %

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

division   ● N & S   ● P & A   ● PC

GM %

- Networking
- Storage
- Desktop
- Accessories
- Peripherals

38.4% | 38.2% | 38.0%

$0.0bn | $0.2bn | $0.4bn | $0.6bn | $0.8bn

NS $
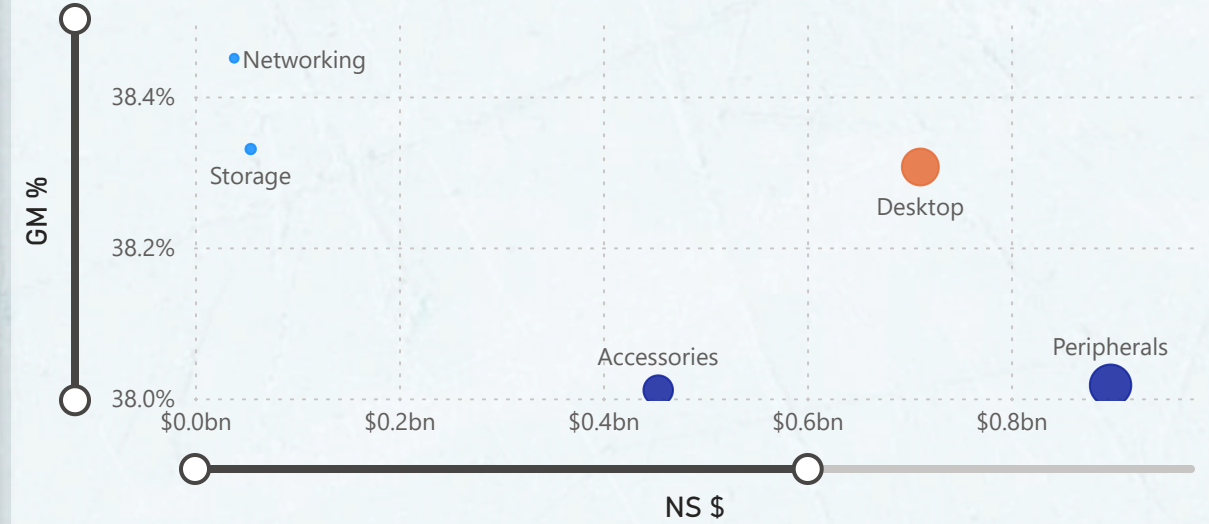
Region / Market / Customer performance

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

● Gross Margin ● Total COGS

1.42K (38.08%)

2.31K (61.92%)

● Increase ● Decrease

2K | 0K | -2K

1.4K

-1.9K

-0.5K

Gross Margin | Operati... Expense | Net Profit
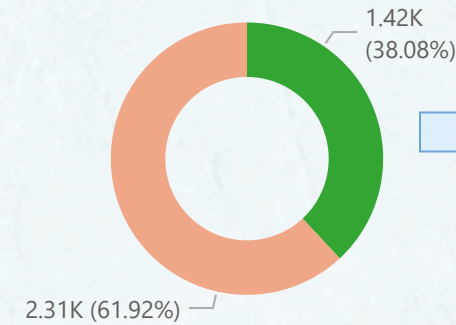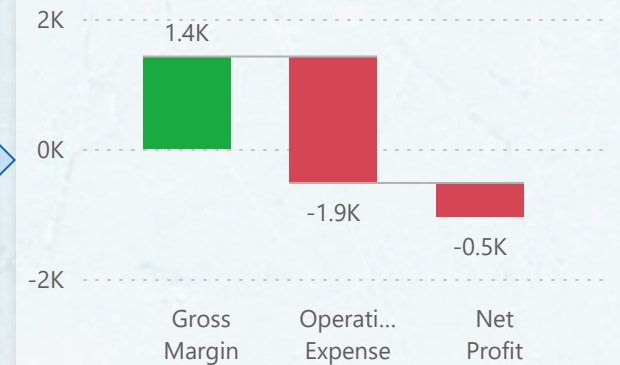
region, market   ⌄
All   ⌄

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

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk ▲
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
	54.79%	50.13%	94334	13.1%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**
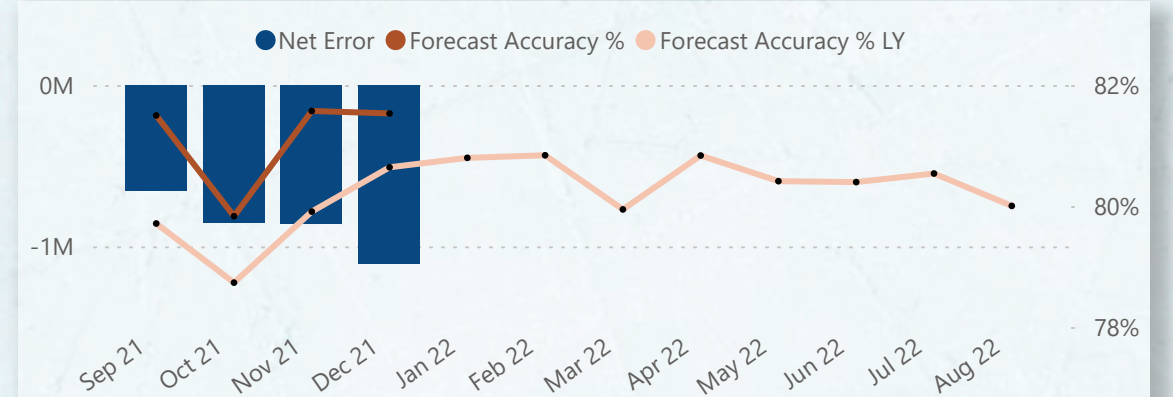
Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY ▼	Net Error	Net Profit %	Risk
⊞ 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
⊞ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
⊞ Storage	71.50%	83.54%	-628266	-13.76%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-13.98%**	**OOS**

$3.74bn ✓
BM: 823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63%
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
LATAM	$14.8M	0.4%	35.0% ⬇	-2.9%	0.3%	3.4%	EI
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
SE	$317.8M	8.5%	37.0% ⬇	-4.0%	16.4%	-55.5%	OOS
NE	$457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	-4.6%	OOS
ROA	$788.7M	21.1%	34.2% ⬇	-6.3%	8.3%	-4.6%	OOS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NA	$1,022.1M	27.4%	45.0%	-14.3%	4.0%	14.4%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

2018   2019   2020   2021   2022 Est

9.6%   9.9%
7.7%   7.9%
8.7%   8.1%   7.6%   7.6%   7.6%
7.8%   7.8%   7.0%   7.6%   5.9%
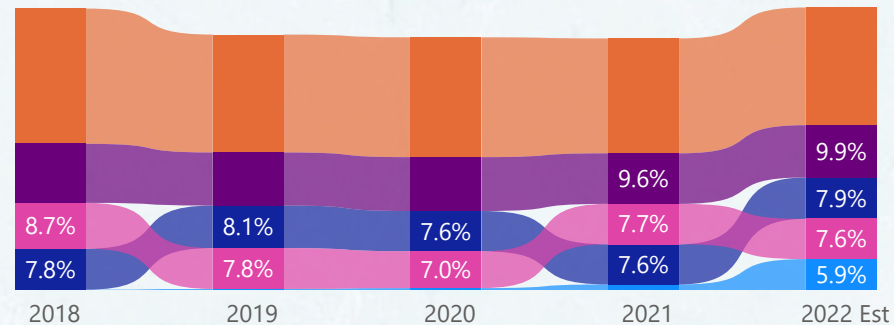
Revenue by Division

● PC ● P & A ● N & S

36.18%   61.33%
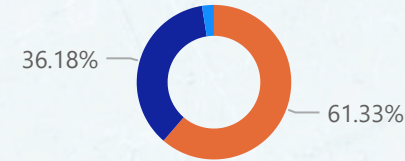
Revenue by Channel

● Retailer ● Direct ● Distributor

10.67%   17.8%   71.53%
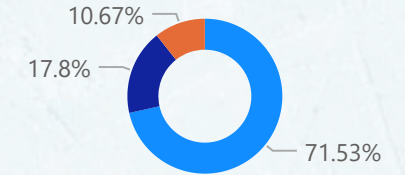
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● NS $ ● GM % ● Net Profit % ● AtliQ MS %

$4bn   50%
$2bn
$0bn   0%

2018   2019   2020   2021   2022 Est
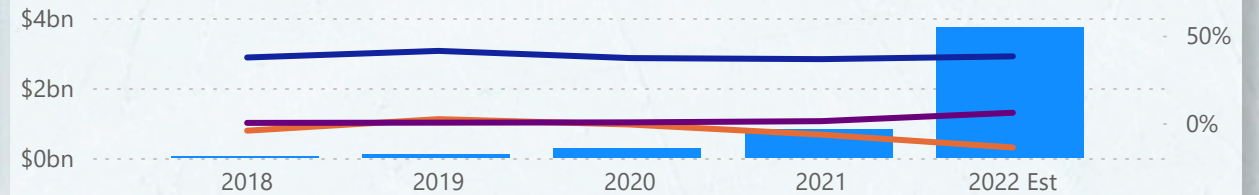
Top 5 Customers by Revenue

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%**