



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**.



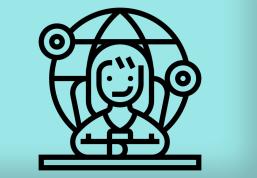
Marketing

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, p...
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%)

Gross Margin

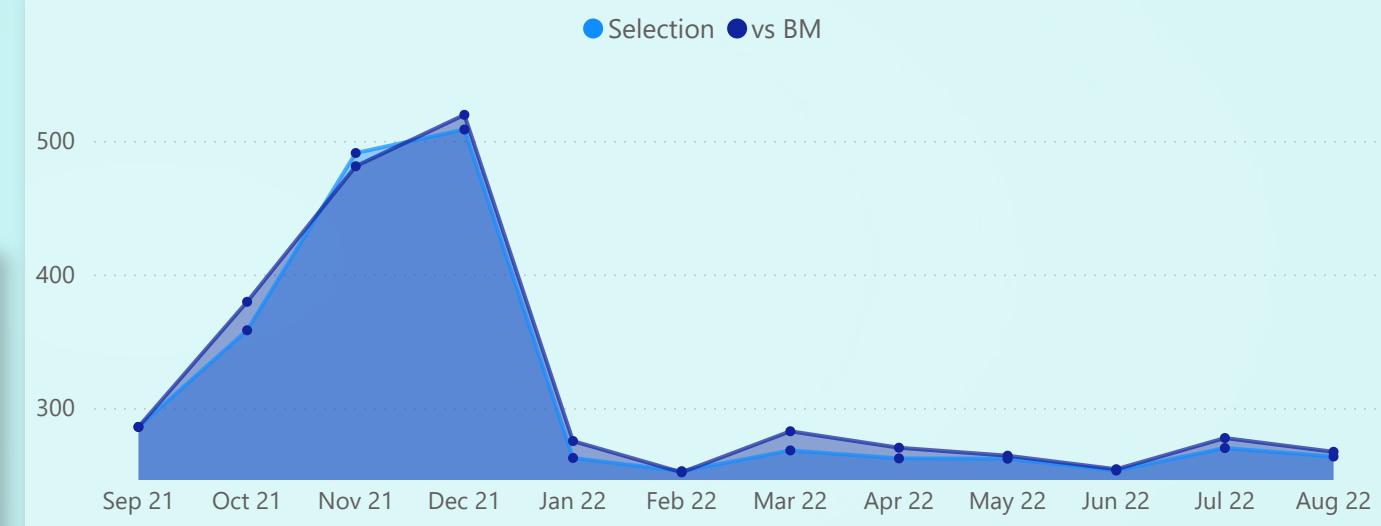
-13.98% ✓
BM: -0.14 (+1.47%)

Net Profit %

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	-540.27	17.84	-3.30
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 %
APAC	1923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1022.09	-1.24
Total	3736.17	-1.86

segment	P & L Values	P & L chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1580.43	
Peripherals	897.54	
Storage	54.59	
Total	3736.17	-1.86



region, market

segment, category

customer

2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

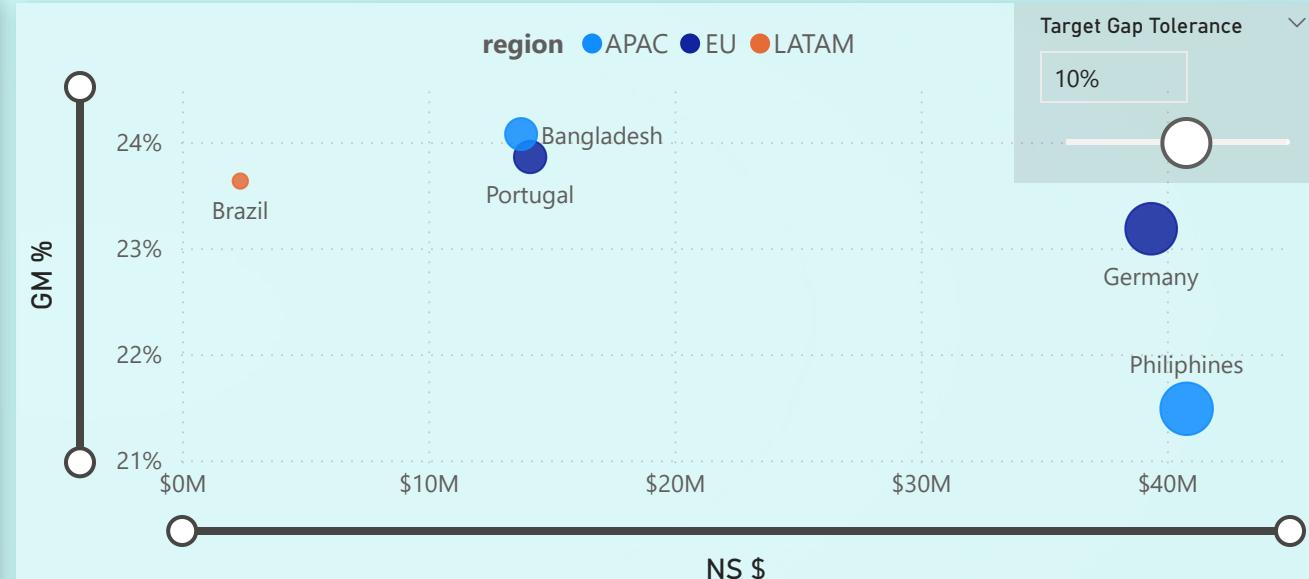
YTD YTG
vs LY vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Novus	\$40.80M	8.77M	21.49%
Notebillig	\$6.66M	1.52M	22.81%
Billa	\$6.82M	1.62M	23.80%
Otto	\$6.47M	1.56M	24.16%
Saturn	\$6.49M	1.72M	26.49%
Synthetic	\$52.24M	14.76M	28.25%
Electricalsquipo Stores	\$16.09M	4.55M	28.26%
Electricalslance Stores	\$9.17M	2.62M	28.56%
Surface Stores	\$11.01M	3.25M	29.49%
Nova	\$1.71M	0.52M	30.20%
Logic Stores	\$23.27M	7.09M	30.45%
Sorefoz	\$17.40M	5.30M	30.48%
Leader	\$117.32M	36.02M	30.70%
Insight	\$10.84M	3.34M	30.84%
Total	\$3,736.17M	1,422.88M	38.08%



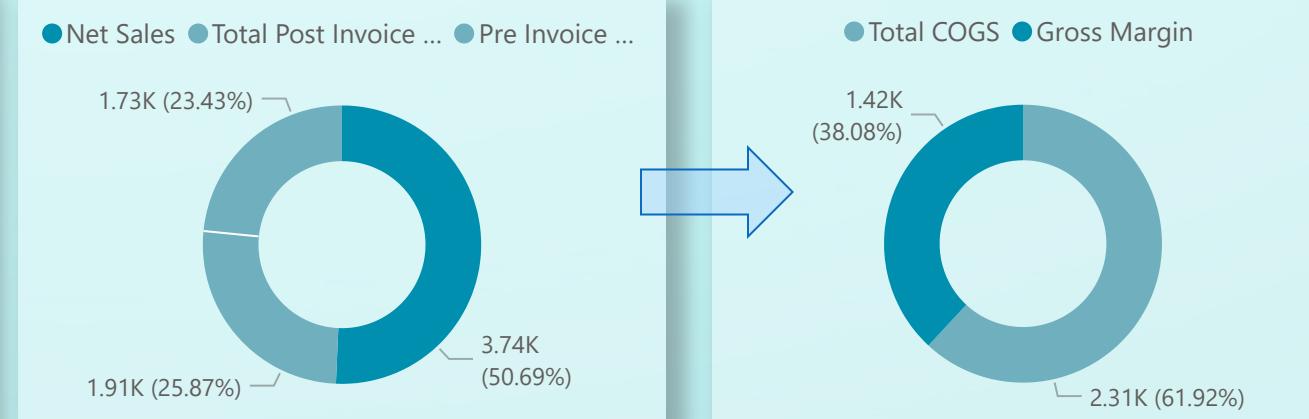
Performance Matrix



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

segment, categor...

All

customer

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

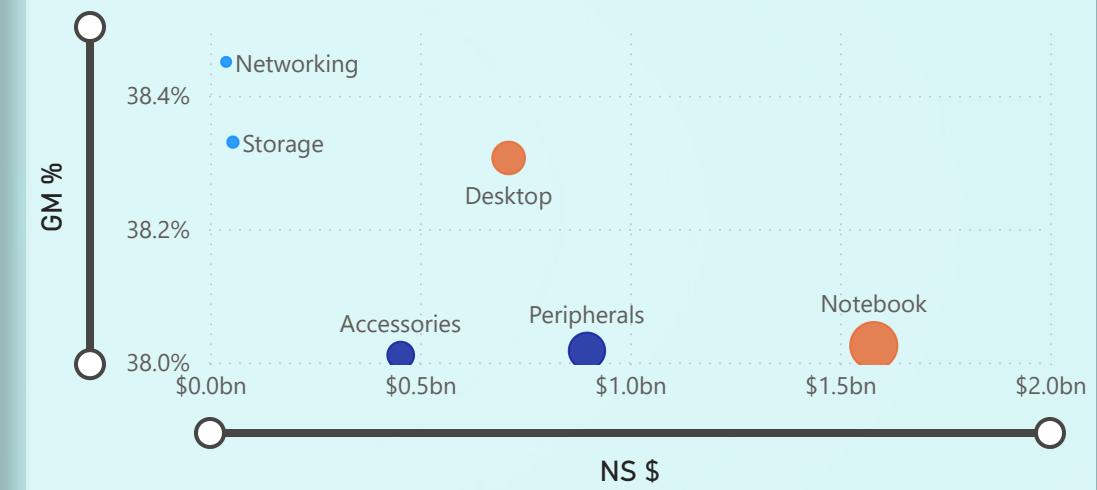
YTG

Product Performance

Show NP %

Performance Matrix

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

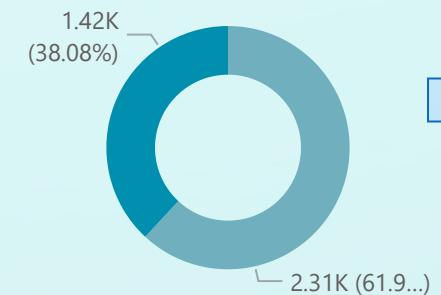


Region / Market / Customer performance

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%

Total COGS

Gross Margin



Unit Economics





region, market

All



region, market ▾ customer ▾ segment, categ... ▾

All

customer

All

segment, categ...

All

2019	2020	2021	2022 E...
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YTD

YTG

vs LY

vs Target

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BM: 3.81bn (-1.86%)
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Gross Margin

-13.98%✓
BM: -0.14 (+1.47%)
Net Profit %

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

Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM % Variance	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.36%	1.20%	44.97%	-14.2%	4.9%	14.35%	EI
India	\$945.3M	25.30%	-0.96%	35.75%	-23.0%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.11%	0.49%	34.19%	-6.3%	8.3%	-4.56%	OOS
NE	\$457.7M	12.25%	0.17%	32.80%	-18.1%	6.8%	-4.56%	OOS
SE	\$317.8M	8.51%	0.27%	37.03%	-4.0%	16.4%	-55.47%	OOS
ANZ	\$189.8M	5.08%	0.83%	43.50%	-7.4%	1.4%	-37.61%	OOS
Total	\$3,736.2M	100.00%	0.25%	38.08% 	-14.0%	5.9%	-9.48%	OOS

Revenue by division

● PC ● P & A ● N & S



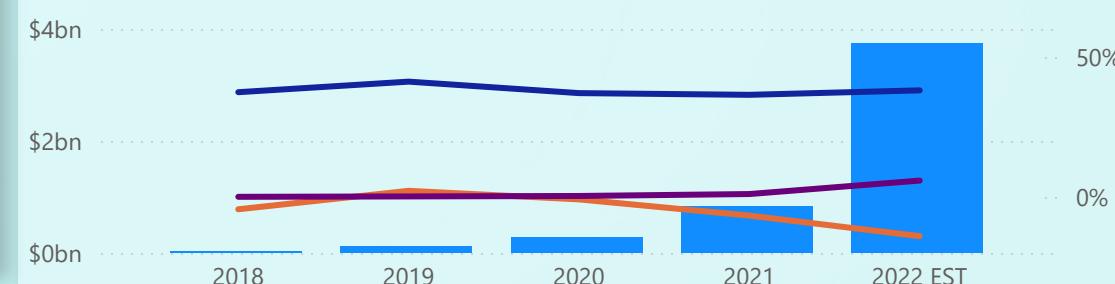
Revenue by Channel

● Retailer ● Direct ● Distributor



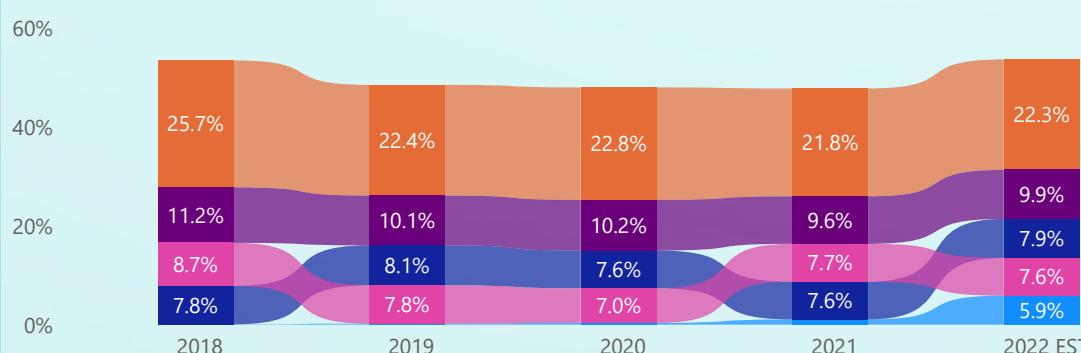
Yearly Trend By Revenue , GM%, NP%, PC Market Share %

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



PC Market Share Trend - AtliQ & Competitors

Manufacturers ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customer 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%



Business Insights 360



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Check out the contingency plan

Feedback