



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..



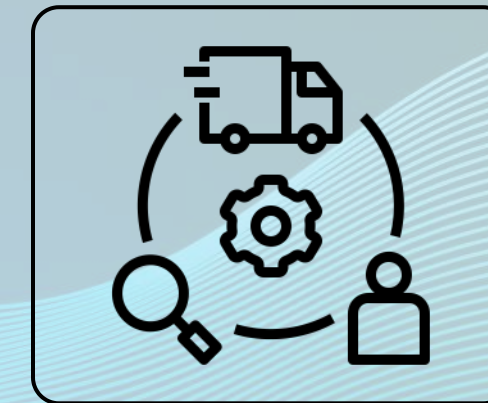
Sales View

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



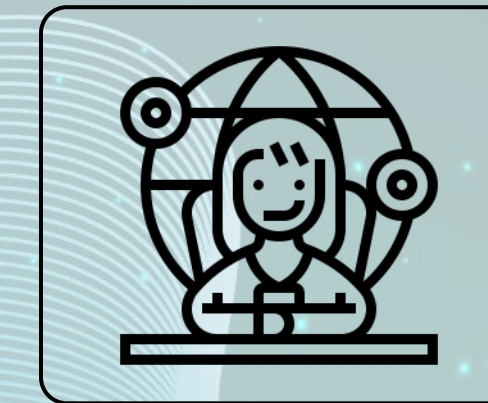
Marketing View

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.



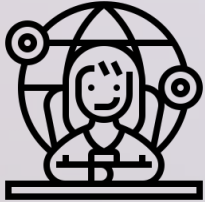
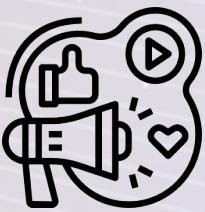
Executive View

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

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M✓

BM: \$267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

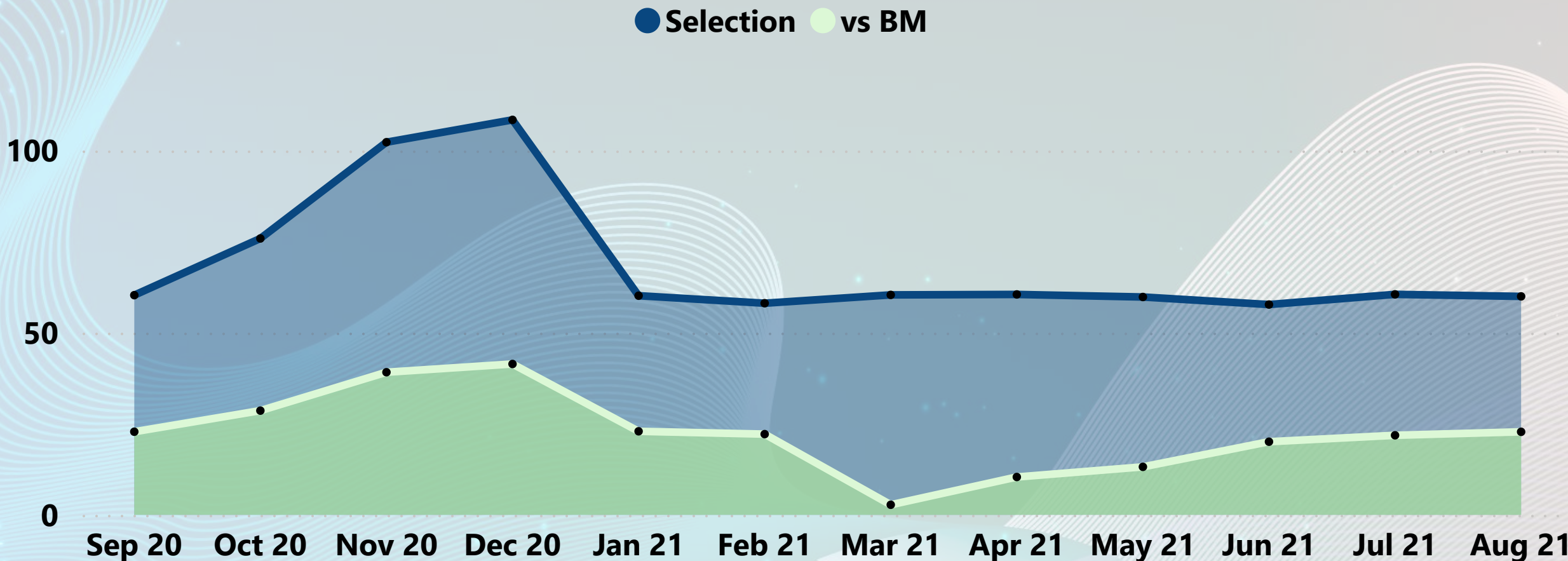
BM: -0.85% (-676.38%)

Net Profit %

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top / Bottom Products & Customers Net Sales

Region	P & L Values	P & L Chg %	Segment	P & L Values	P & L Chg %
⊕ APAC	441.98	198.67	⊕ Accessories	244.85	269.67
⊕ EU	200.77	259.88	⊕ Desktop	46.43	4,791.34
⊕ LATAM	3.16	58.40	⊕ Networking	45.16	72.26
⊕ NA	177.94	186.03	⊕ Notebook	266.49	208.45
Total	823.85	207.43	⊕ Peripherals	166.51	174.64
			⊕ Storage	54.42	97.48
			Total	823.85	207.43

BM _ Benchmark, LY _ Last Year



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

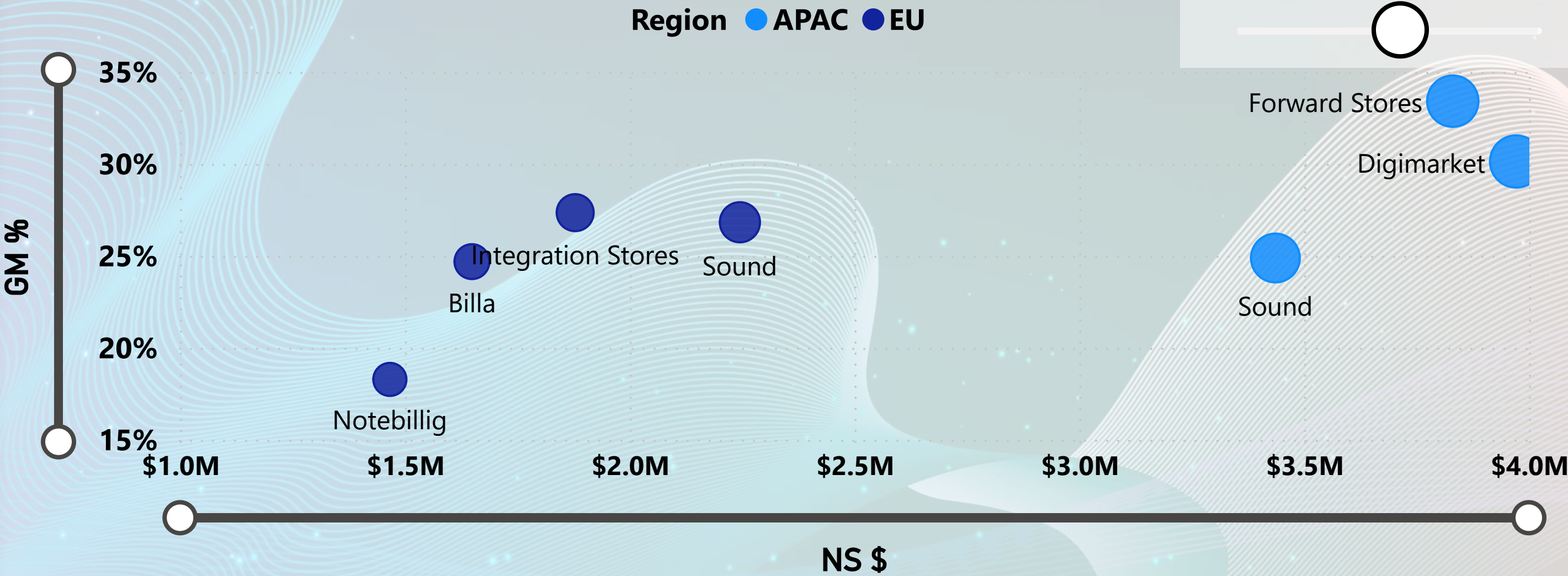
vs LY

vs Target

Customer Performance

Customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Total	\$823.85M	300.63M	36.49%

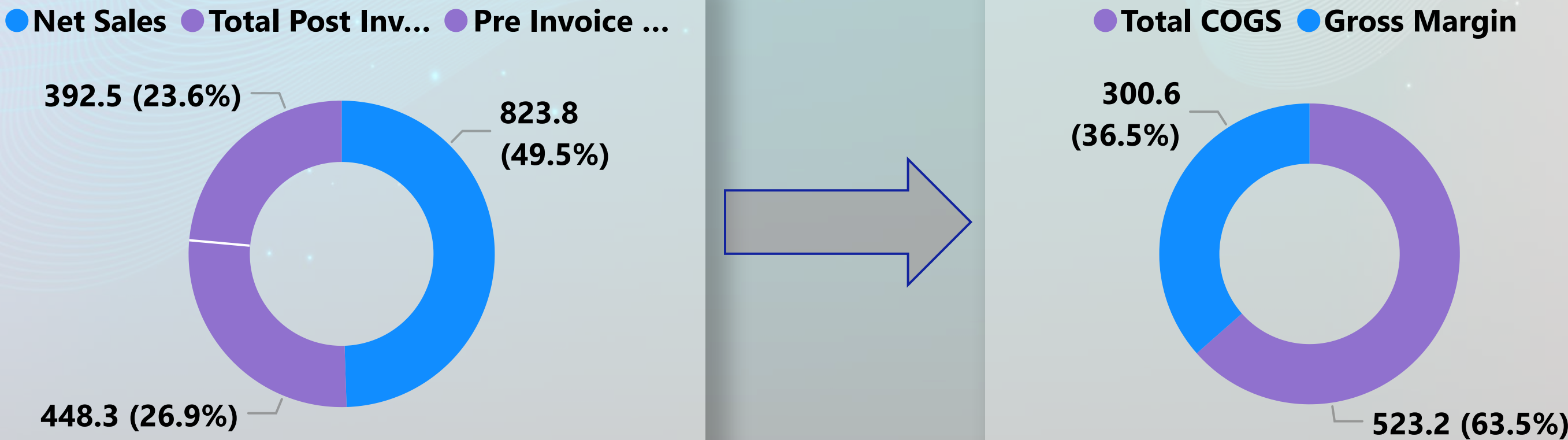
Performance Metrix



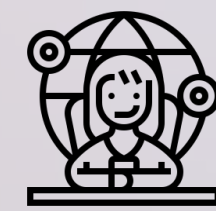
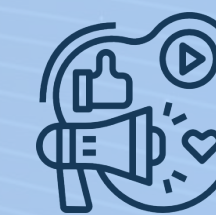
Product Performance

Segment	NS \$	GM \$	GM %
Networking	\$45.16M	16.60M	36.75%
Desktop	\$46.43M	16.79M	36.17%
Storage	\$54.42M	20.00M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Total	\$823.85M	300.63M	36.49%

Unit Economics



NS _ Net Sale, GM _ Gross Margin



region, market

All

customer

All

segment, category, pr...

All

20182019202020212022 Est

Q1Q2Q3Q4YTDYTG

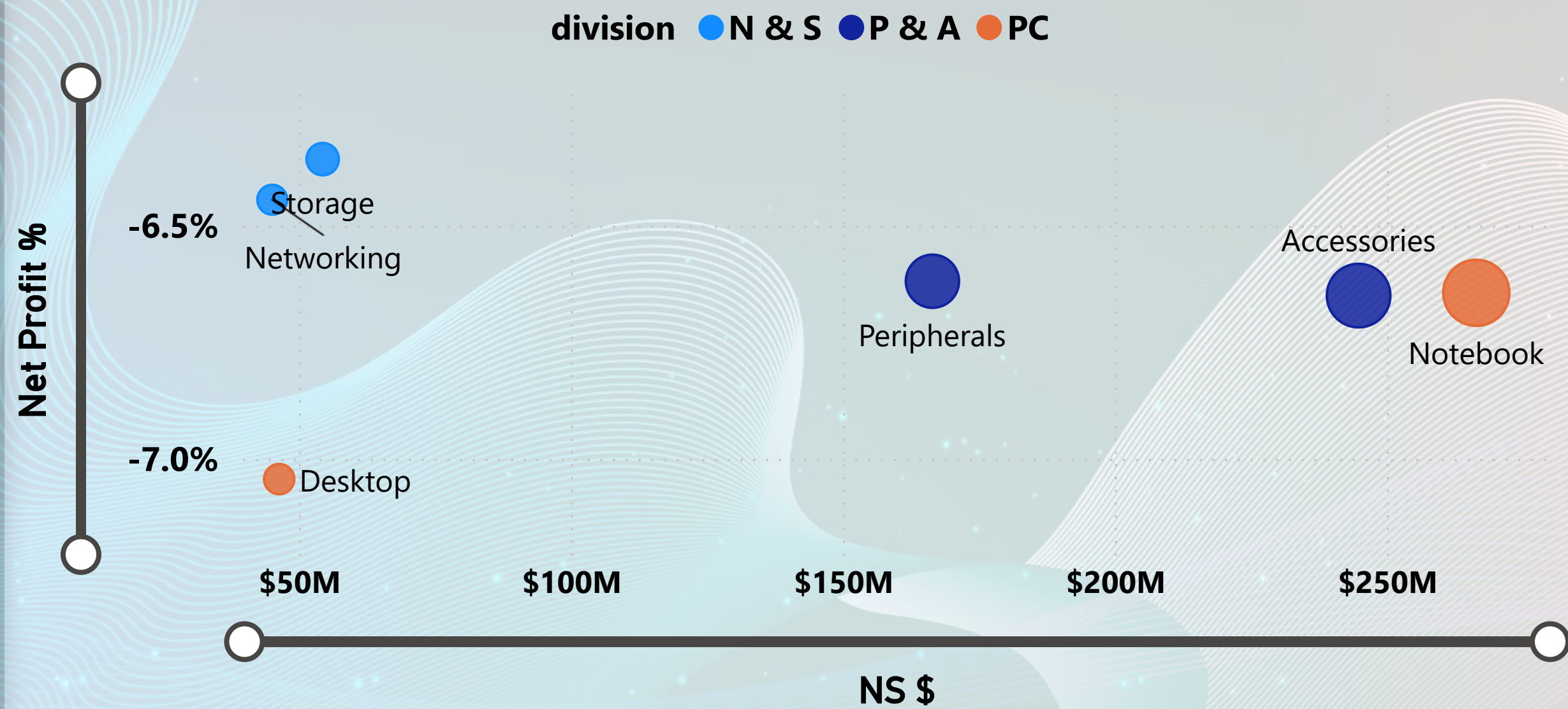
vs LYvs Target

Customer Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>+ Accessories</div>	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
<div>+ Desktop</div>	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
<div>+ Networkin</div>	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
<div>+ Notebook</div>	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
<div>+ Peripherals</div>	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
<div>+ Storage</div>	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Show GM %

Performance Metrix

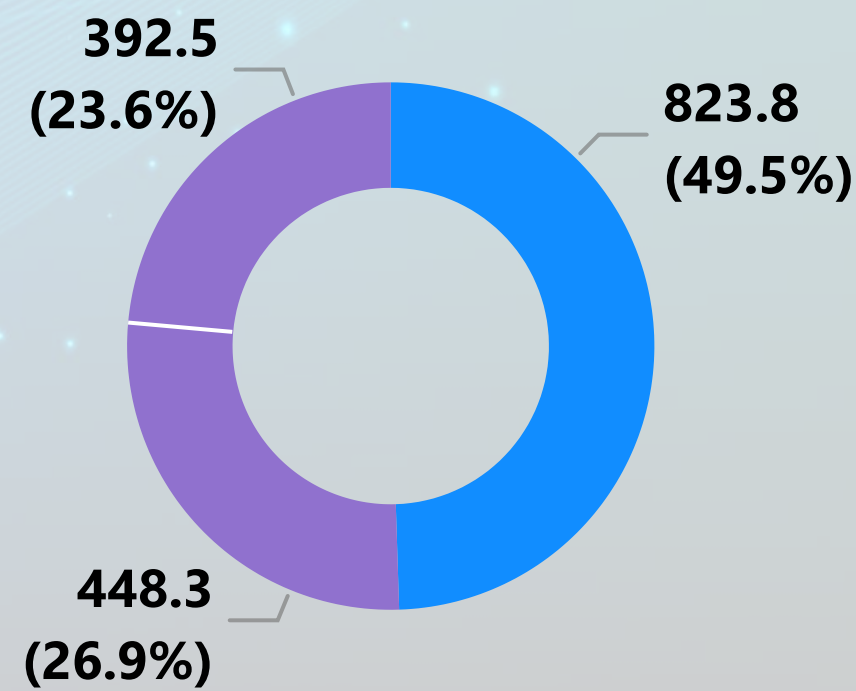


Product Performance

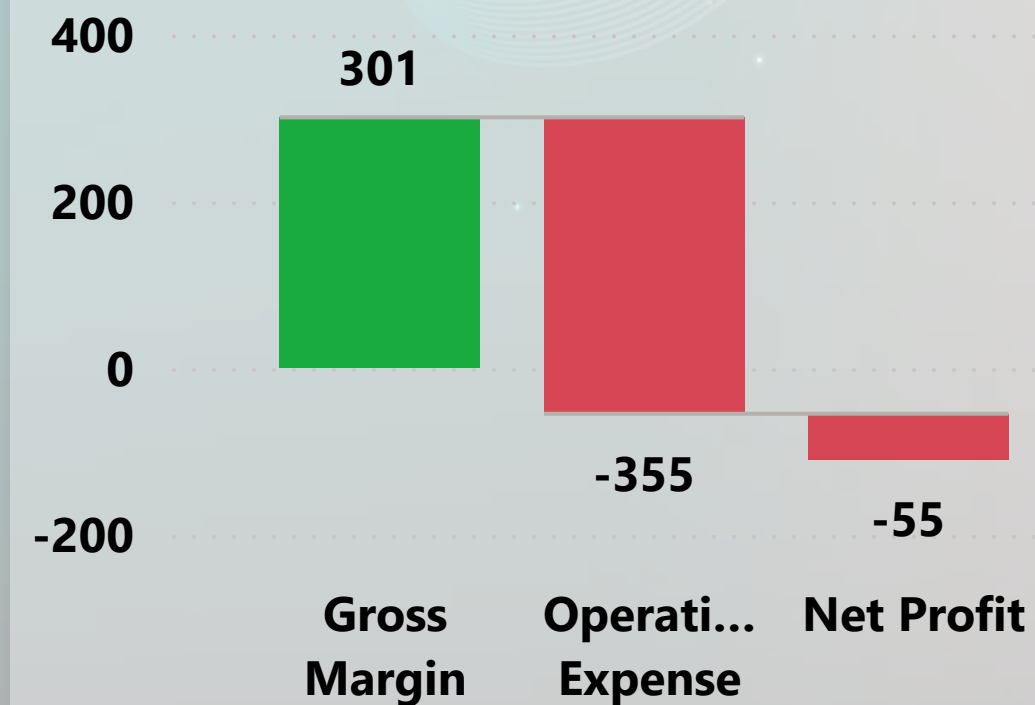
Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>+ APAC</div>	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
<div>+ EU</div>	\$200.77M	76.98M	38.34%	2.81M	1.40%
<div>+ LATAM</div>	\$3.16M	1.19M	37.54%	0.20M	6.18%
<div>+ NA</div>	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics

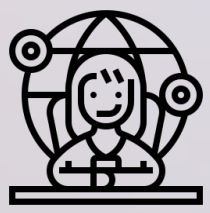
Net Sales Total Post ... Pre Invoi...



Increase Decrease



NS _ Net Sale, GM _ Gross Margin



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

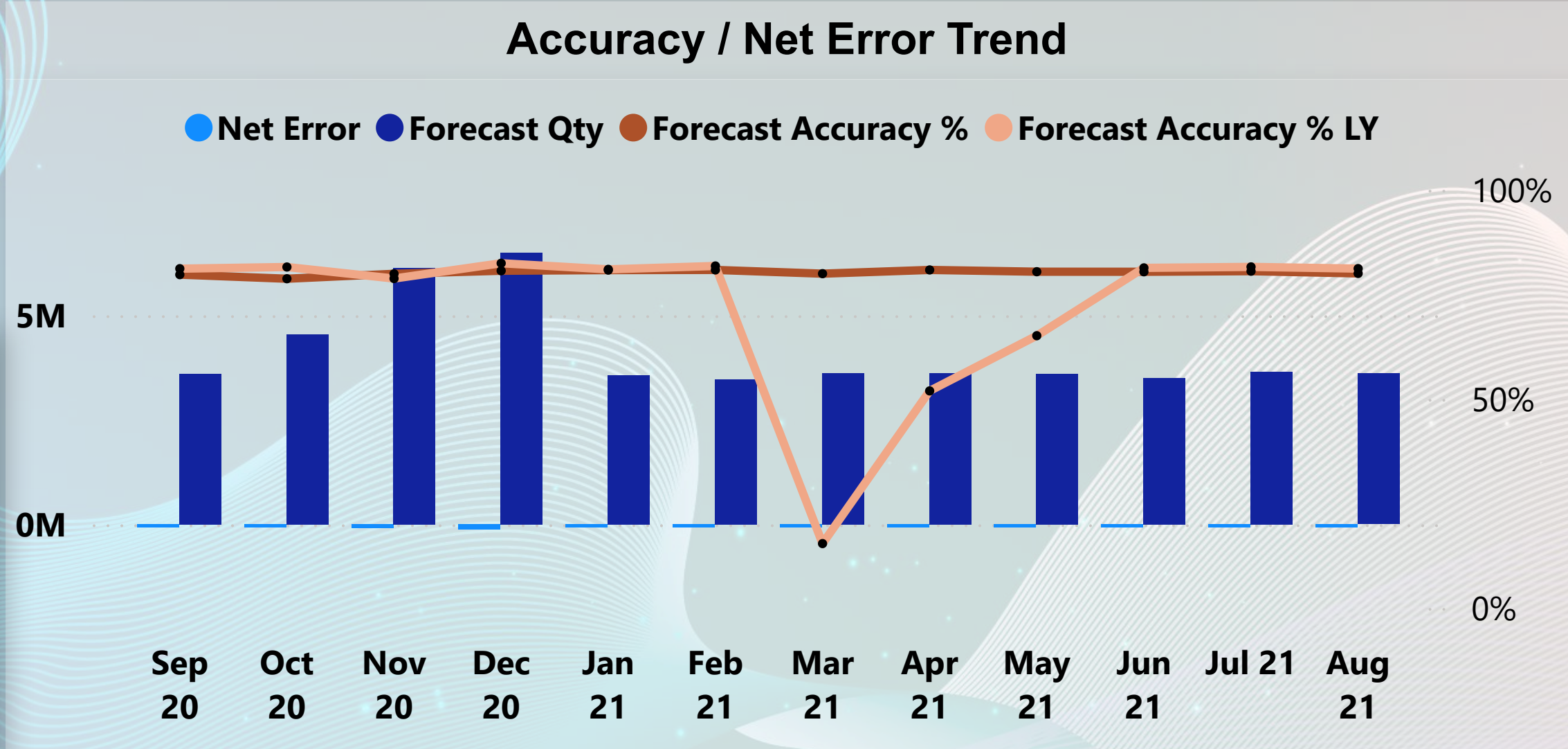
LY: 5743.2K (+70.3%)

ABS Error

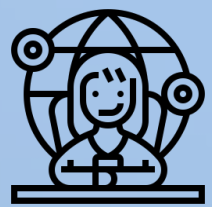
vs LY

vs Target

Key Metrics by Customer					
Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Logic Stores	51.44%	37.85%	115481	26.86%	EI
UniEuro	58.22%	45.77%	173583	23.54%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Premium Stores	55.64%	42.85%	75214	19.87%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Unity Stores	44.61%	27.53%	24931	18.60%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Radio Popular	56.74%	50.36%	72810	15.52%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Mbit	62.34%	49.13%	51220	14.05%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



Key Metrics by Products					
Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Storage	83.54%	81.01%	1507656	15.77%	EI
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M✓
BM: \$267.98M
(+207.43%)

Net Sales

36.49% !
BM: 37.10% (-1.65%)

GM %

-6.63% !
BM: -0.85%
(-676.38%)

Net Profit %

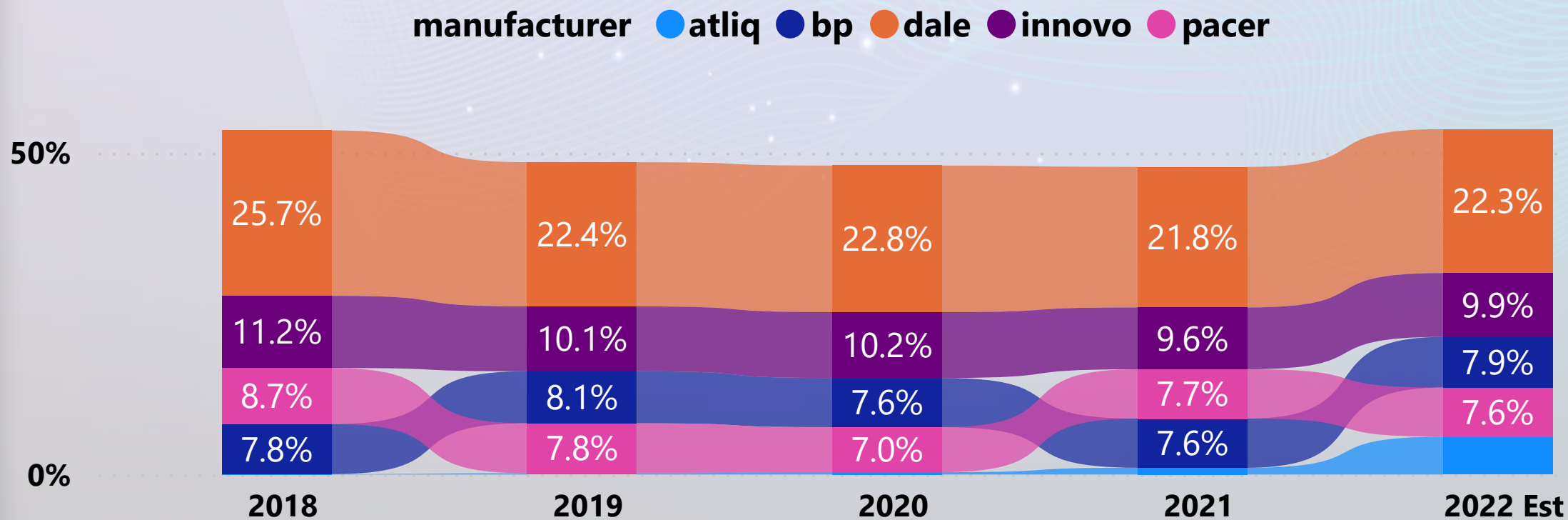
80.21%✓
BM: 72.99% (+9.88%)

Forecast Accuracy

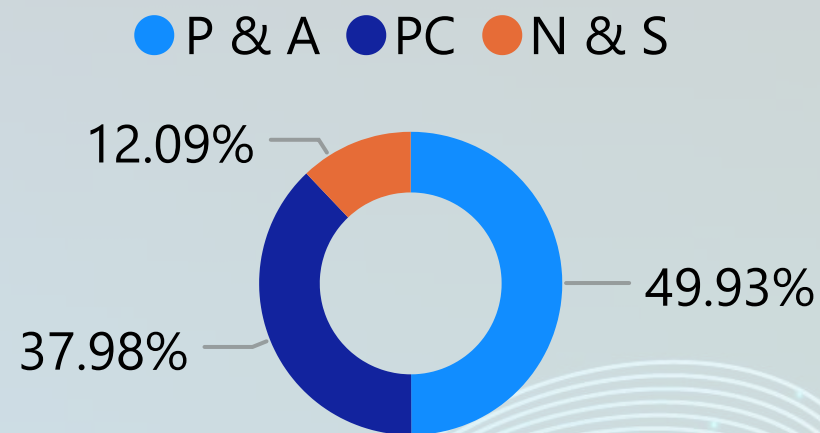
Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$44.4M	5.4%	38.5%	↓	7.3%	0.3%	-5.2%	OOS
India	\$210.7M	25.6%	32.0%	↓	-24.7%	2.5%	3.9%	EI
LATAM	\$3.2M	0.4%	37.5%		6.2%	0.0%	5.3%	EI
NA	\$177.9M	21.6%	37.2%	↓	-13.7%	0.8%	-7.1%	OOS
NE	\$109.3M	13.3%	38.0%		-1.1%	1.2%	11.3%	EI
ROA	\$186.9M	22.7%	38.3%		8.2%	1.5%	-21.6%	OOS
SE	\$91.5M	11.1%	38.7%		4.4%	3.6%	10.6%	EI
Total	\$823.8M	100.0%	36.5%	↓	-6.6%	1.1%	-1.5%	OOS

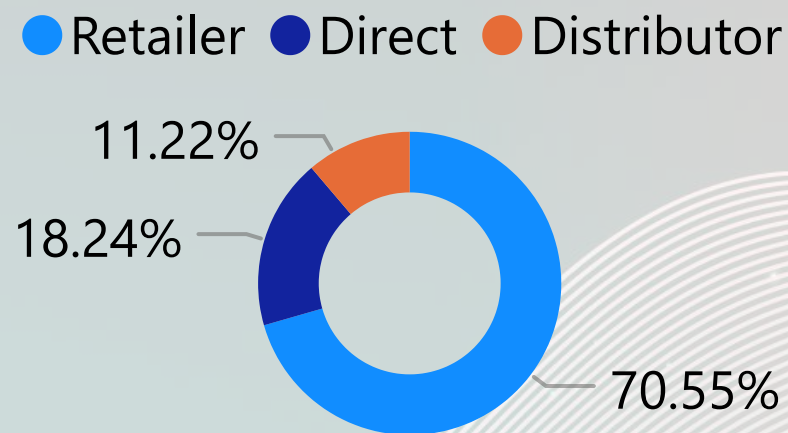
PC Market Share Trend - AtliQ & Competitors



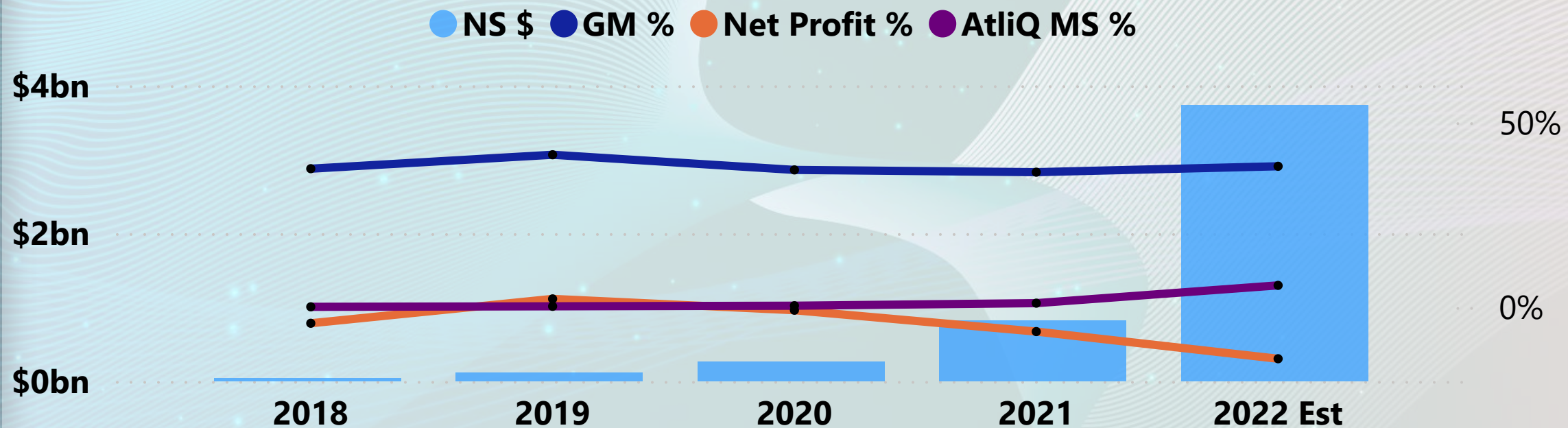
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, NP%, Market Share %



Top 5 Customer by Revenue

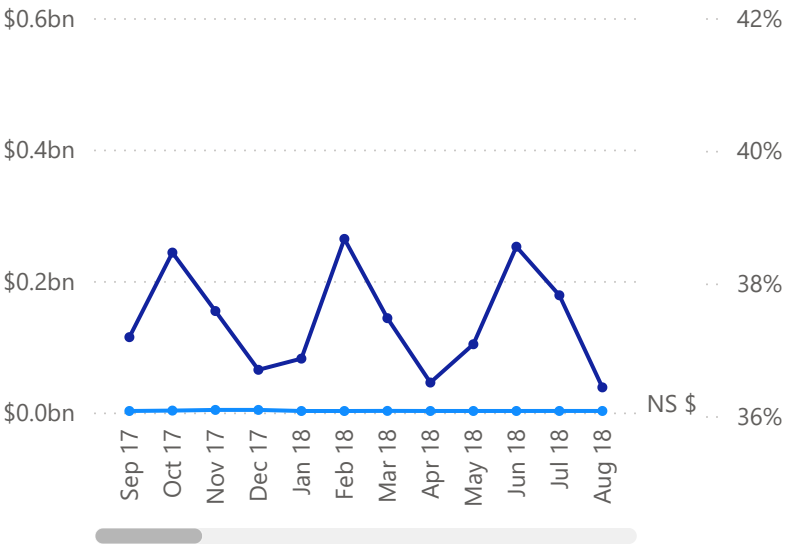
customer	RC %	GM %
Flipkart	3.1%	30.2% ↓
Sage	3.3%	35.2%
Atliq e Store	8.5%	37.5%
AtliQ Exclusive	9.7%	43.7% ↓
Amazon	13.2%	35.4% ↓
Total	37.8%	37.6%

Top 5 Products by Revenue

product	RC %	GM %
AQ Maxima	2.7%	36.7% ↓
AQ Gen Y	2.9%	36.1%
AQ Trigger	3.3%	36.9%
AQ Qwerty	3.4%	37.1%
AQ BZ Allin1	4.1%	36.0%
Total	16.3%	36.5%

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

NS & GM % For





Business Insights 360



Get an issue resolved

Add new requests

Provide Feedback

Check out contingency plan

New to Power BI



Business Insights 360



- All system data in tool is refreshed by every month on 5 working days.
- System data such as forecast, Actual and Historical forecast are received from global dataset.
- Non System such as Target, Operational Expense and Market Share are refreshed on request.
- For FAQs click [here](#).
- Download live Excel version [here](#).