

Business Insights 360 Project Dashboard:



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 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.

Report Refresh Date: 1st of Every month

Values are in dollars and in millions



region, market
customer
segment, category, pr...

All
All
All

2018

2019

2020

2021

2022 Est

quarters

Q1

Q2


Q3

Q4


ytd_ytg

YTD


YTG



\$3.74bn!
BM: 3.81bn (-1.86%)
Net Sales



37.88%!
BM: 38.34% (-1.19%)
Gross Margin %

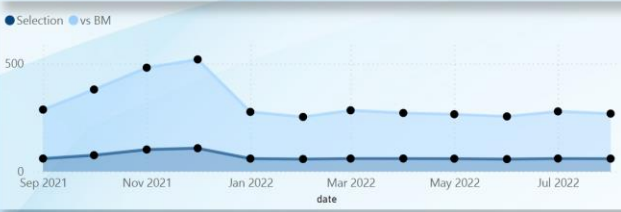


-14.19%
BM: -14.19% (+0.03%)
Net Profit %

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	23.17			
Total COGS	2,320.93			
Gross Margin	1,415.24	1,459.51	-44.27	-3.03
Gross Margin %	37.88	38.34	-0.46	-1.19
GM / Unit	15.67			
Operational Expense	-1,945.30			
Net Profit	-530.06			
Net Profit %	-14.19	-14.19	0.00	0.03

Net Sales Performance Over Time

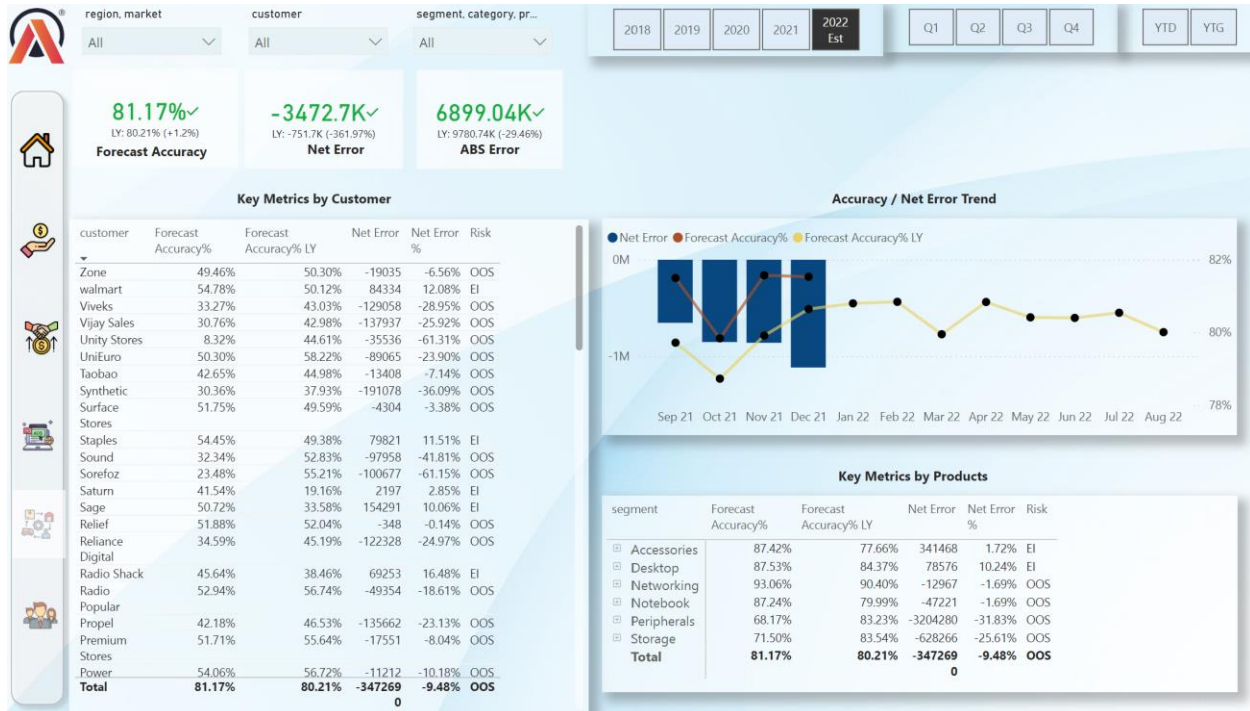


Top / Bottom Products/ Customers by Net Sales

region	P & L Values	P & L Chg%
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24

segment	P & L Values	P & L Chg%
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	





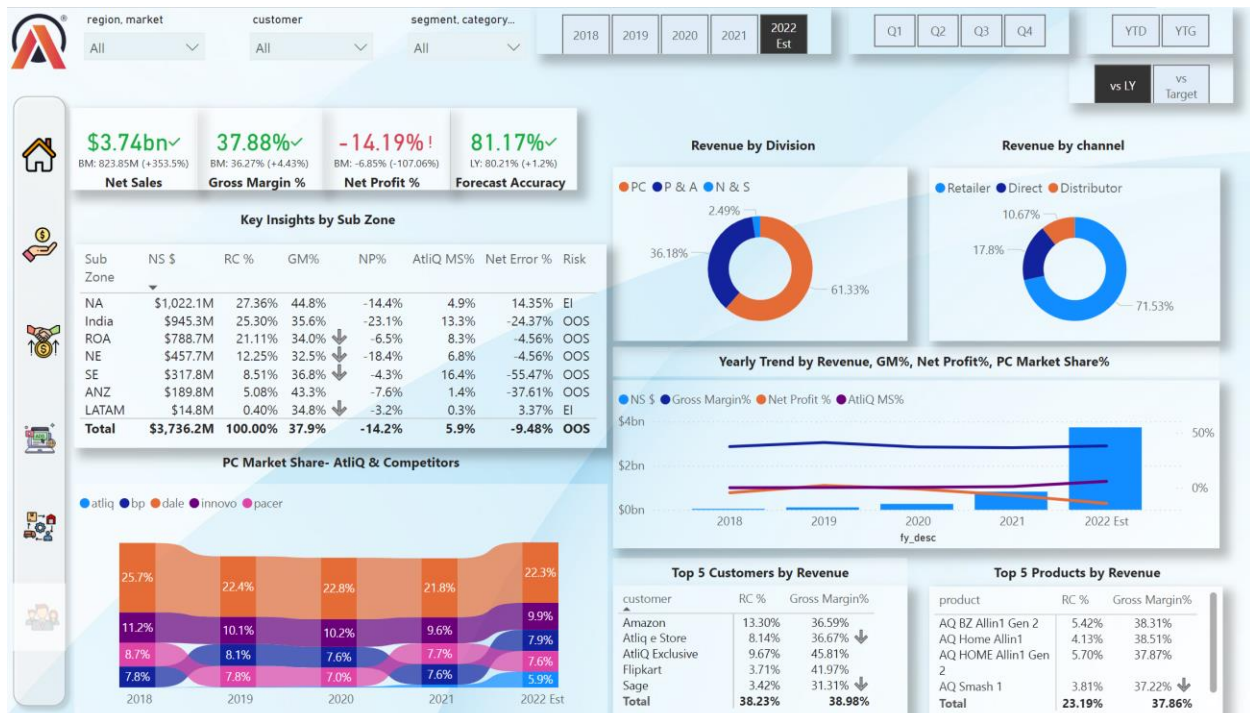
Key Metrics by Customer

customer	Forecast Accuracy%	Forecast Accuracy% LY	Net Error	Net Error %	Risk
Zone	49.46%	50.30%	-19035	-6.56%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Viveks	33.27%	43.03%	-129058	-28.95%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Taobao	42.65%	44.98%	-13408	-7.14%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Surface	51.75%	49.59%	-4304	-3.38%	OOS
Staples	54.45%	49.38%	79821	11.51%	EI
Sound	32.34%	52.83%	-97958	-41.81%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Saturn	41.54%	19.16%	2197	2.85%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Relief	51.88%	52.04%	-348	-0.14%	OOS
Reliance	34.59%	45.19%	-122328	-24.97%	OOS
Digital					
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Radio	52.94%	56.74%	-49354	-18.61%	OOS
Popular					
Propel	42.18%	46.53%	-135662	-23.13%	OOS
Premium	51.71%	55.64%	-17551	-8.04%	OOS
Stores					
Power	54.06%	56.72%	-11212	-10.18%	OOS
Total	81.17%	80.21%	-347269	-9.48%	OOS

Accuracy / Net Error Trend

Key Metrics by Products

segment	Forecast Accuracy%	Forecast Accuracy% LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-347269	-9.48%	OOS



2018

2019

2020

2021

2022 Est

Q1

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Q4

YTD

YTG

vs LY

vs Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

37.88%✓

BM: 36.27% (+4.43%)

Gross Margin %

-14.19%!

BM: -6.85% (-107.06%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM%	NP%	AtliQ MS%	Net Error %	Risk
NA	\$1,022.1M	27.36%	44.8%	-14.4%	4.9%	14.35%	EI
India	\$945.3M	25.30%	35.6%	-23.1%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.11%	34.0%	-6.5%	8.3%	-4.56%	OOS
NE	\$457.7M	12.25%	32.5%	-18.4%	6.8%	-4.56%	OOS
SE	\$317.8M	8.51%	36.8%	-4.3%	16.4%	-55.47%	OOS
ANZ	\$189.8M	5.08%	43.3%	-7.6%	1.4%	-37.61%	OOS
LATAM	\$14.8M	0.40%	34.8%	-3.2%	0.3%	3.37%	EI
Total	\$3,736.2M	100.00%	37.9%	-14.2%	5.9%	-9.48%	OOS

PC Market Share- AtliQ & Competitors

Revenue by Division

Revenue by channel

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

Top 5 Customers by Revenue

customer	RC %	Gross Margin%
Amazon	13.30%	36.59%
AtliQ e Store	8.14%	36.67%
AtliQ Exclusive	9.67%	45.81%
Flipkart	3.71%	41.97%
Sage	3.42%	31.31%
Total	38.23%	38.98%

Top 5 Products by Revenue

product	RC %	Gross Margin%
AQ BZ Allin1 Gen 2	5.42%	38.31%
AQ Home Allin1	4.13%	38.51%
AQ HOME Allin1 Gen 2	5.70%	37.87%
AQ Smash 1	3.81%	37.22%
Total	23.19%	37.86%