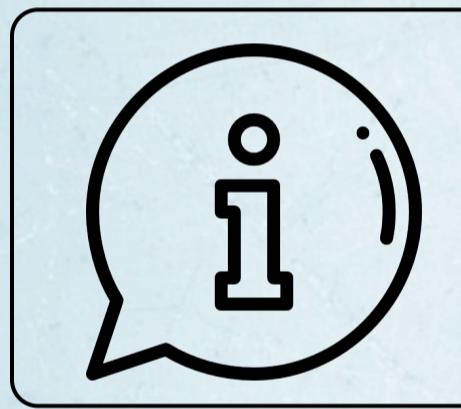




Business Insights 360



Info

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



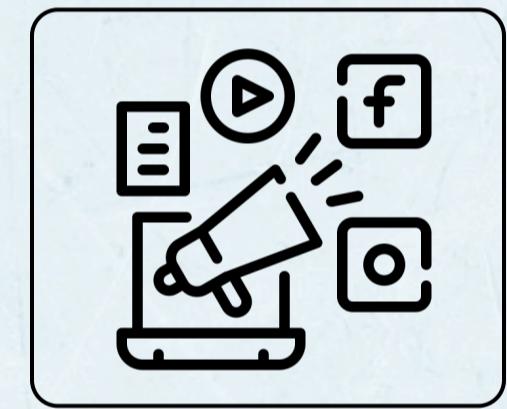
Finance View

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



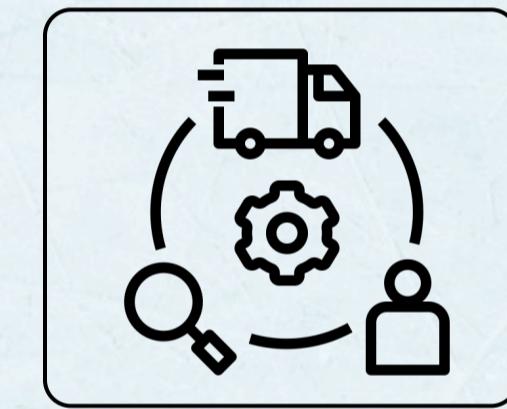
Sales View

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



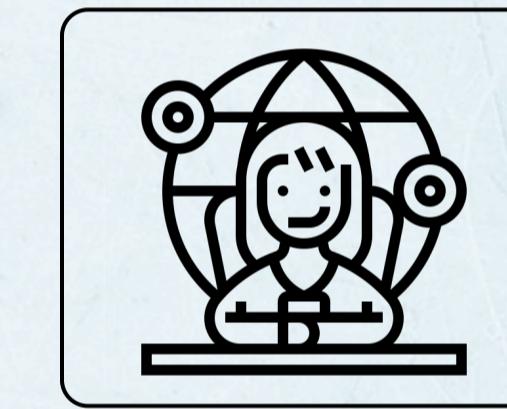
Marketing View

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**, **A top level dashboard** Net Error and risk profile for product, segment, category, customer etc.



Executive View

Get **Forecast Accuracy**, **A top level dashboard** Net Error and risk profile for product, segment, category, customer etc.



Help

Get your **issues resolved** by connecting to our support specialist.

region, market
Allcustomer
Allsegment, category, prod...
All

YTD

YTG

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

vs LY

vs Target

\$3.74bn✓

BM: \$823.85M (+353.5%)

Net Sales

38.08%✓

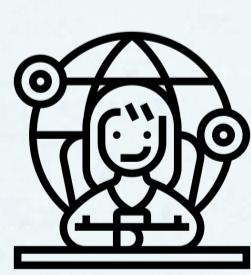
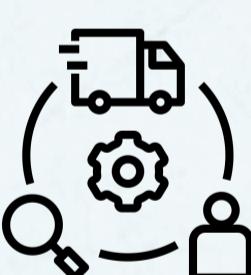
BM: 36.49% (+4.37%)

GM %

- 13.98% !

BM: -6.63% (-110.79%)

Net Profit %

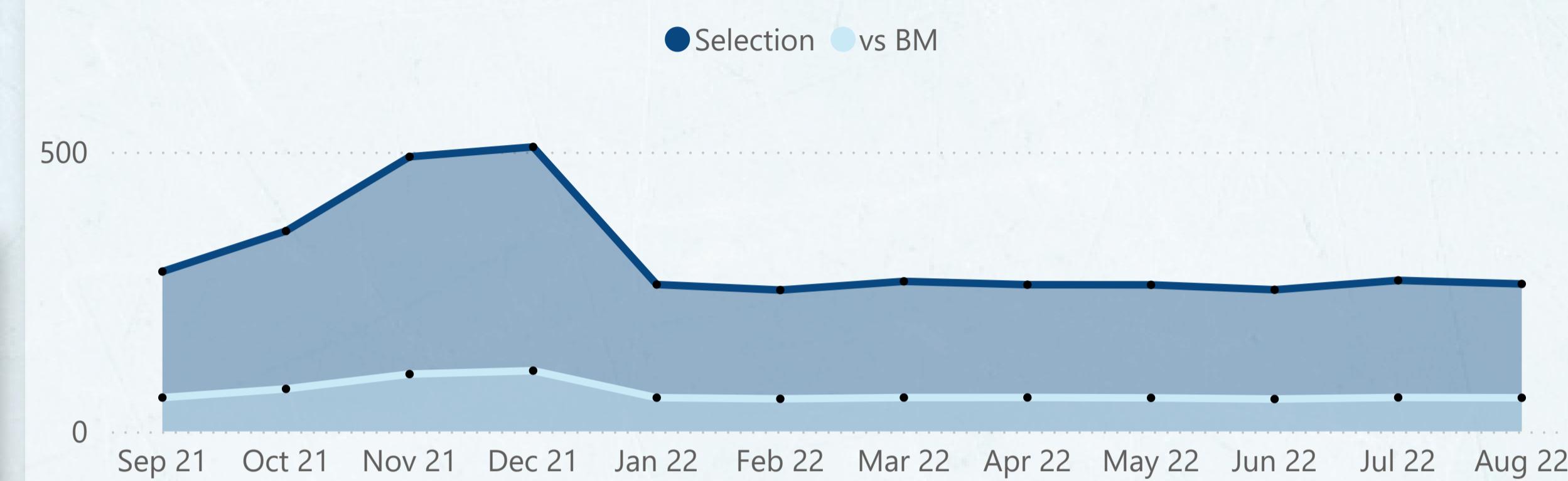


Profit & Loss Statement

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

BM=Benchmark, LY=Last Year

Net Sales Performance Over Time



Top / Bottom Products & Customers By Net Sales

region	P & L	P & L Chg
	values	
APAC	1,923.77	1,481.80
EU	775.48	574.72
LATAM	14.82	11.66
NA	1,022.09	844.15

segment	P & L	P & L Chg
	values	
Accessories	454.10	209.25
Desktop	711.08	664.65
Networking	38.43	-6.72
Notebook	1,580.43	1,313.95
Peripherals	897.54	731.03
Storage	54.59	0.17

region, market
Allcustomer
Allsegment, category, prod...
All

YTD

YTG

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

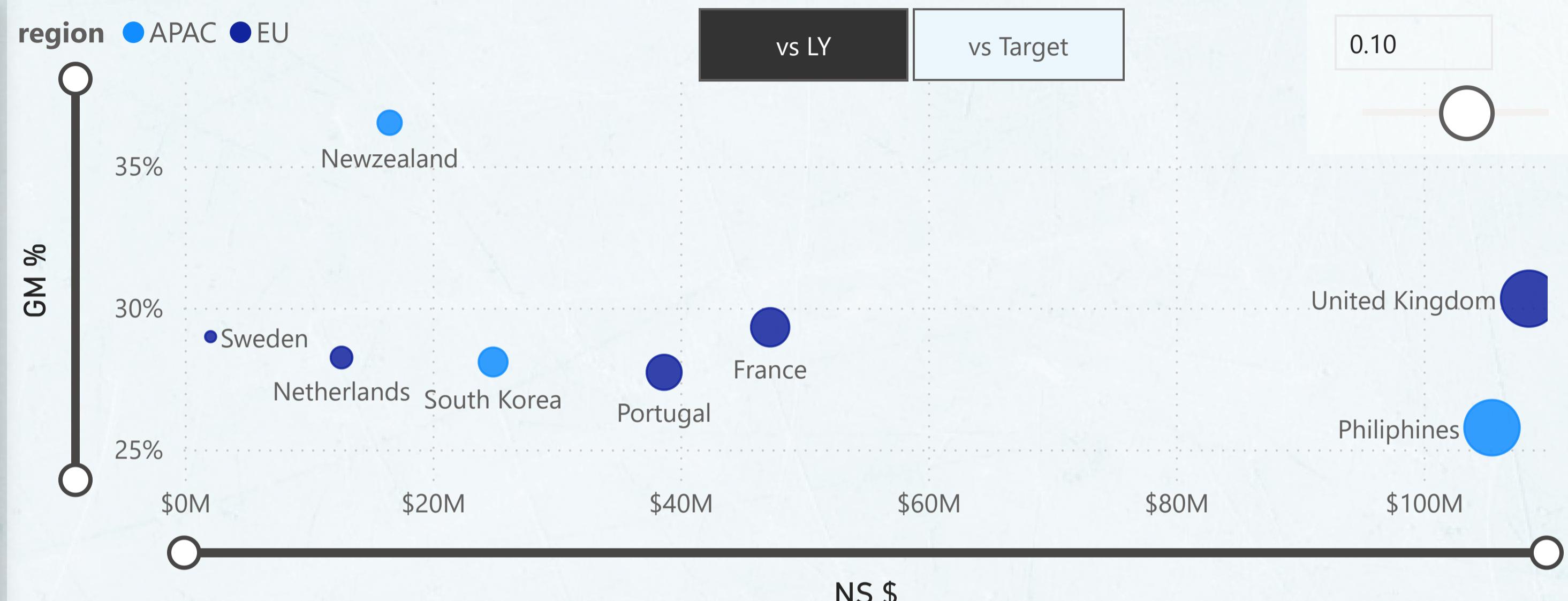
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
Atliq e Store	\$304.10M	\$112.15M	36.88%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
Chip 7	\$25.62M	\$8.26M	32.24%
Total	\$3,736.17M	\$1,422.88M	38.08%

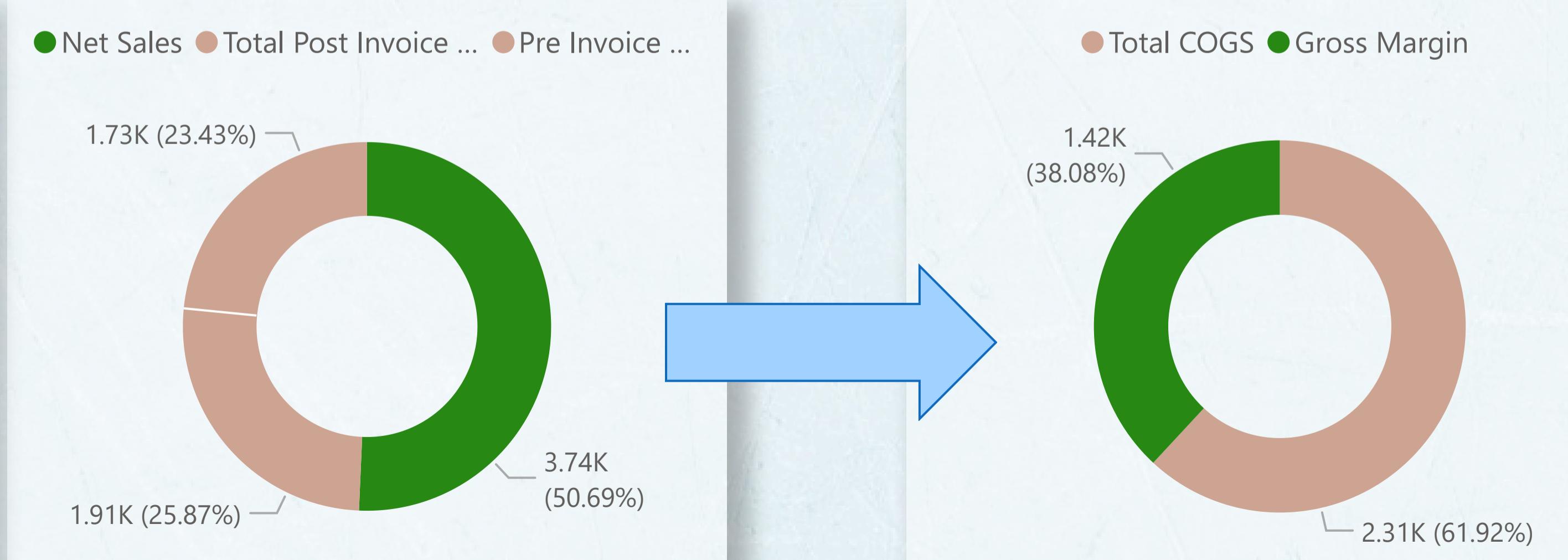
Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Desktop	\$711.08M	\$272.39M	38.31%
Networking	\$38.43M	\$14.78M	38.45%
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Storage	\$54.59M	\$20.93M	38.33%
Total	\$3,736.17M	\$1,422.88M	38.08%

Performance Matrix



Unit Economics





region, market

customer

segment, category, prod...

YTD

YTG

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

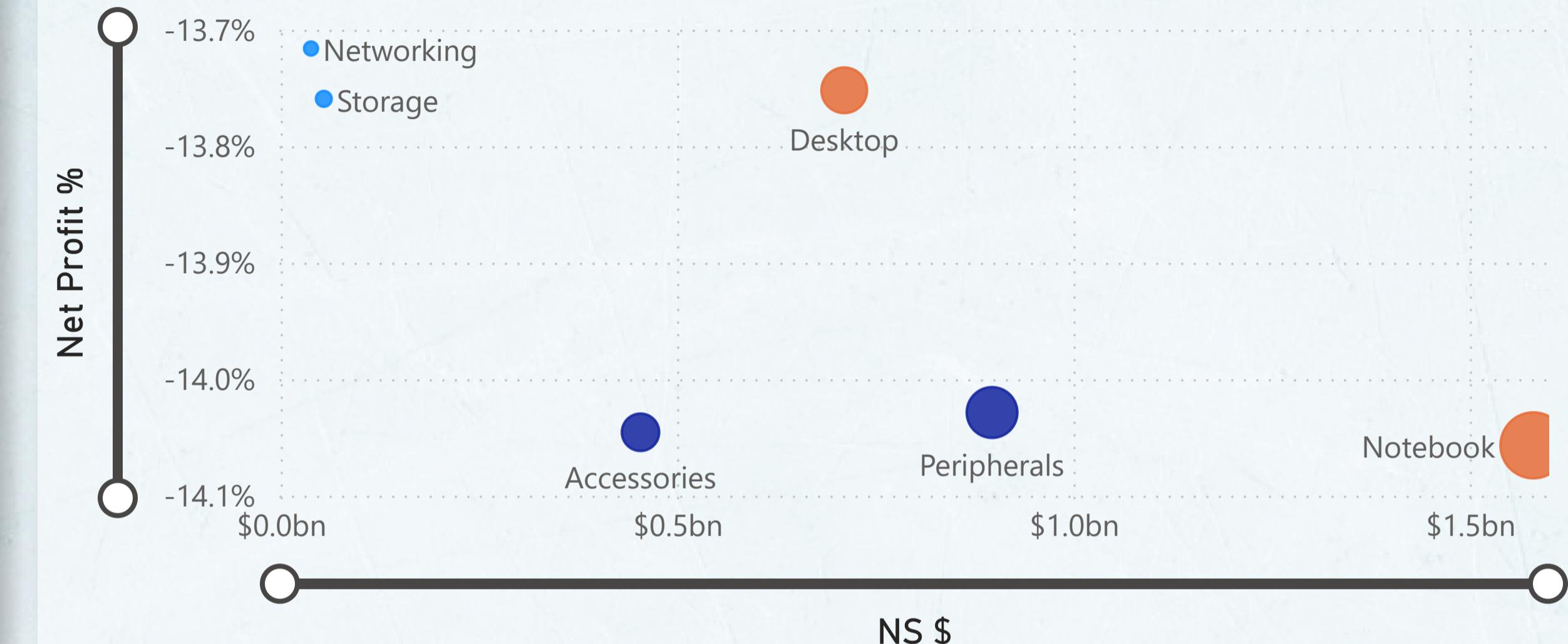
Product Performance

Show GM %

Performance Matrix

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%

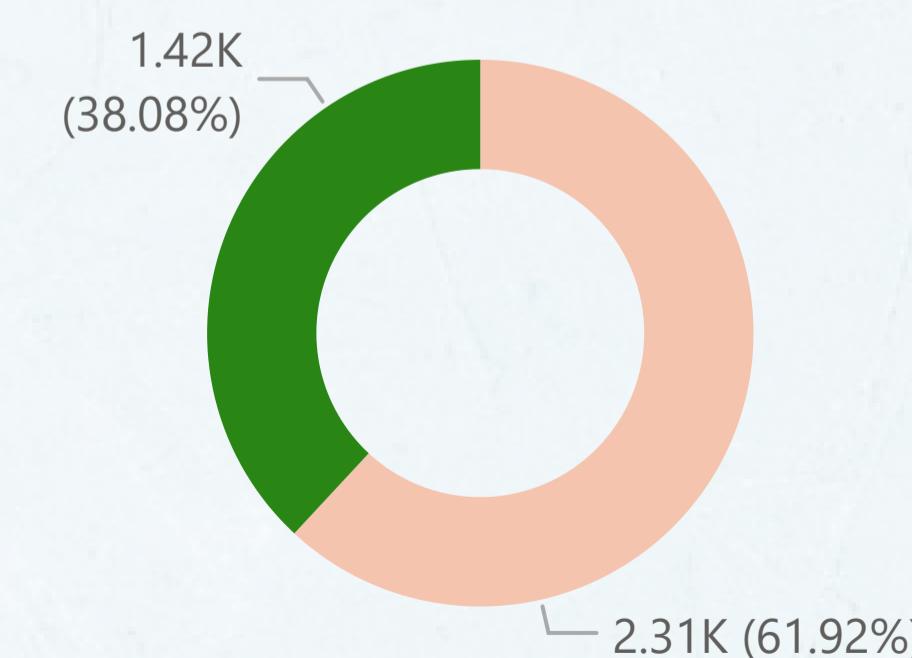
division N & S P & A PC



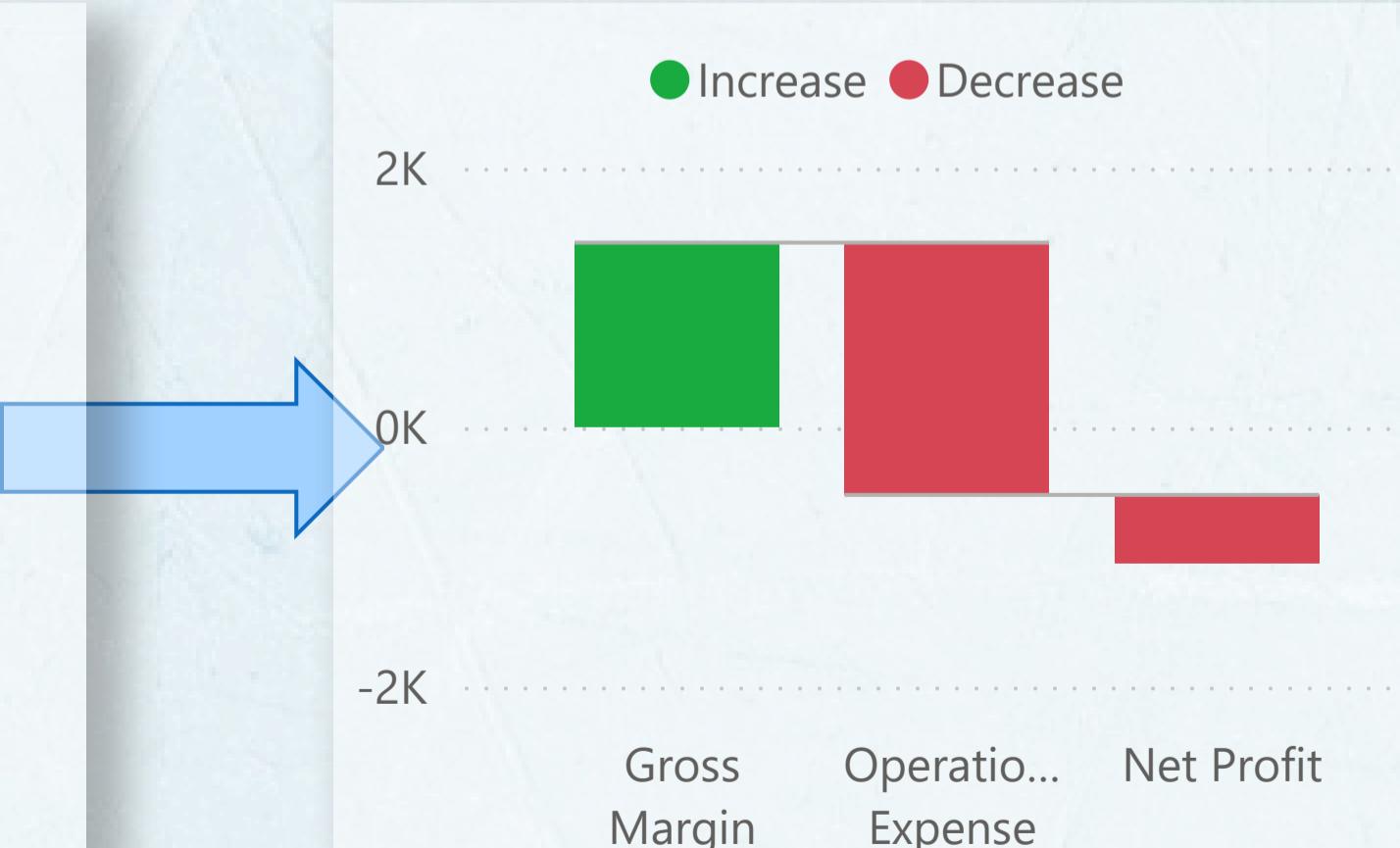
Region/Market/Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
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
Allcustomer
Allsegment, category, prod...
All

YTD

YTG

Q1

Q2

Q3

Q4

2018

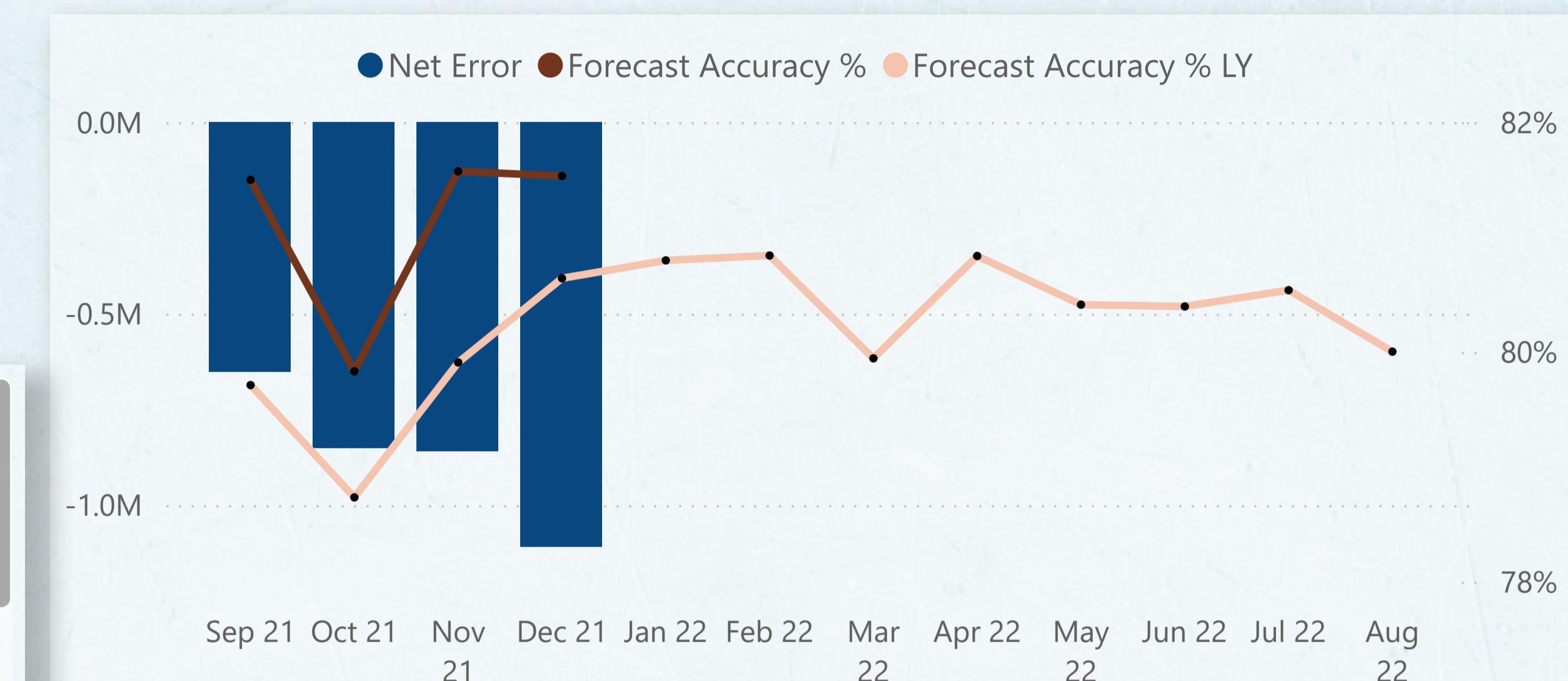
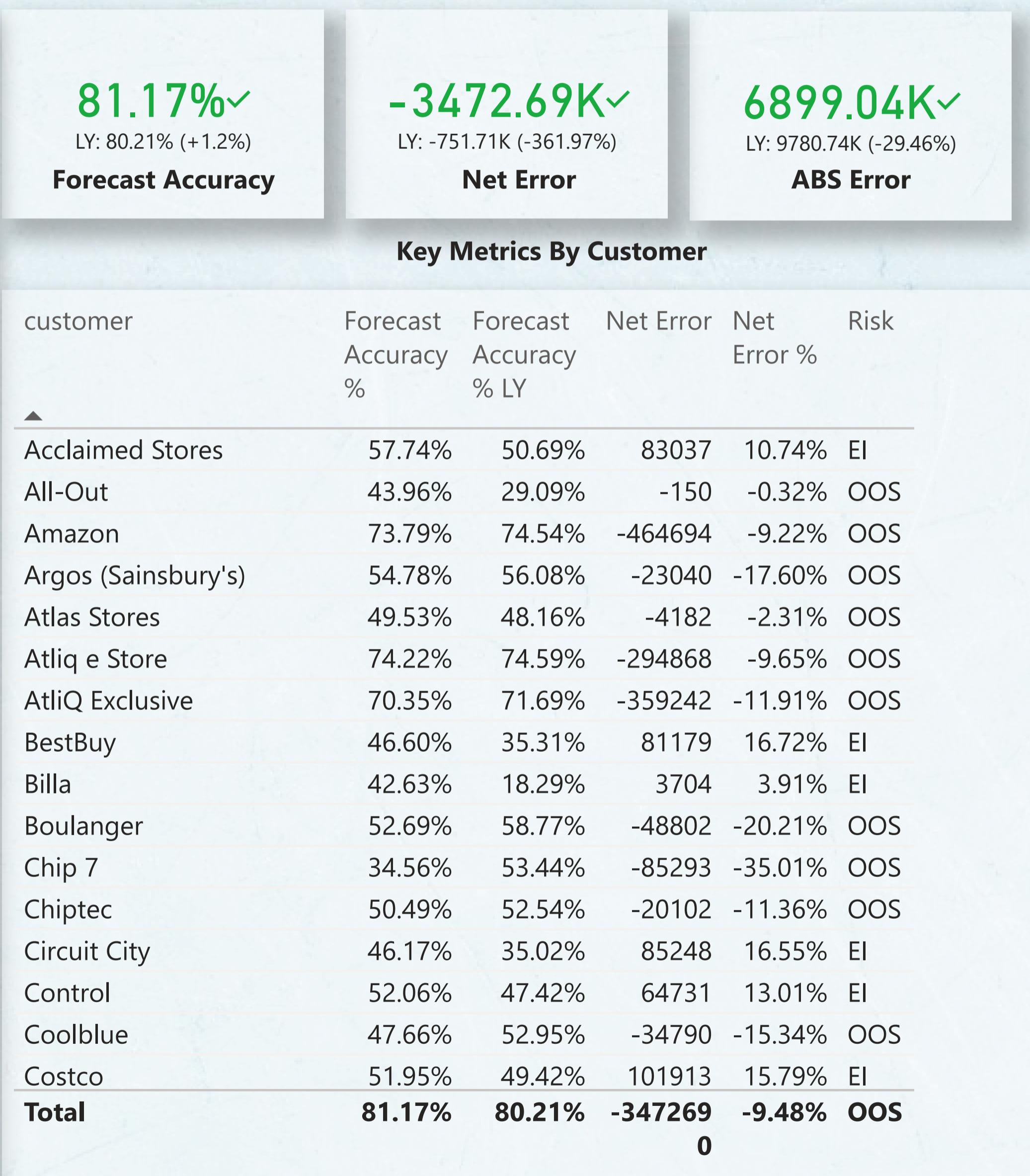
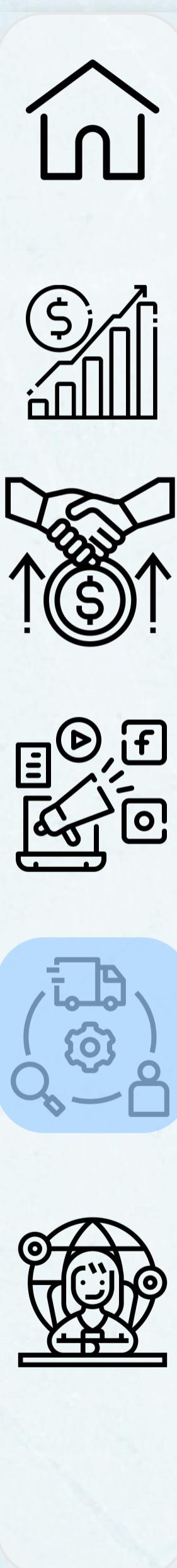
2019

2020

2021

2022
Est

Accuracy / Net Error Trend





region, market

All

customer

All

segment, category, prod...

All

YTD

YTG

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

vs LY

vs Target

\$3.74bn✓

BM: \$823.85M
(+353.5%)

38.08%✓

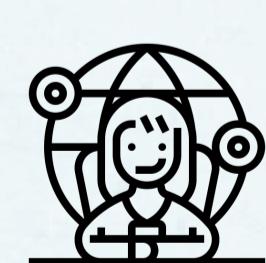
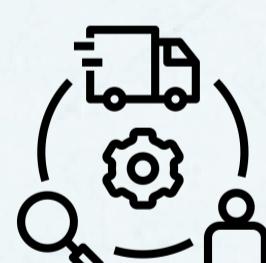
BM: 36.49% (+4.37%)

-13.98%!

BM: -6.63% (-110.79%)

81.17%✓

BM: 80.21% (+1.2%)



Net Sales

GM %

Net Profit %

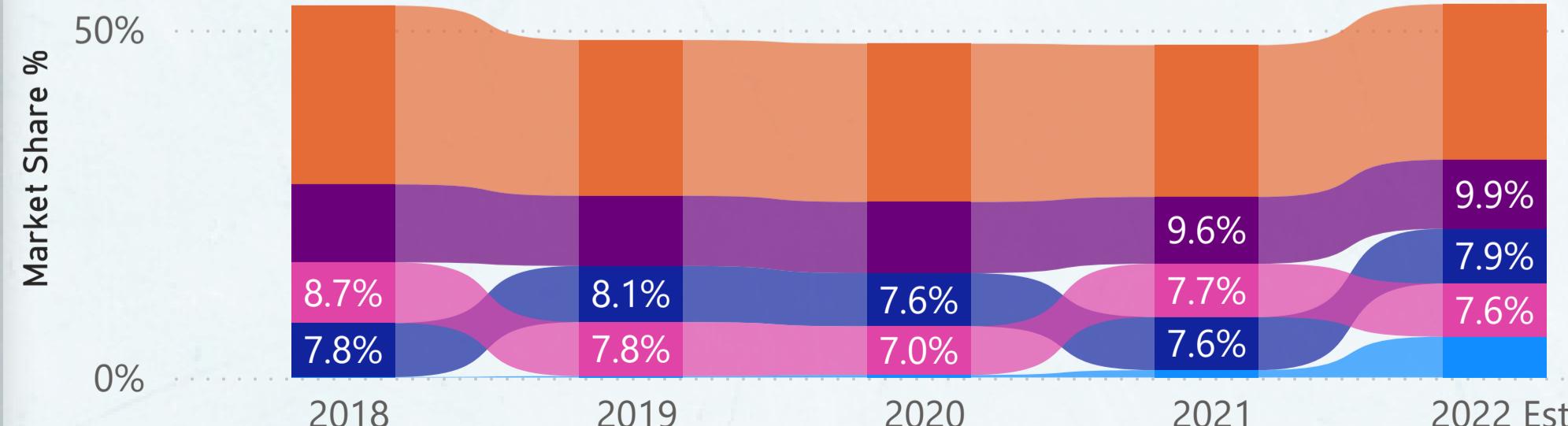
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.37% EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.56% OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.47% OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

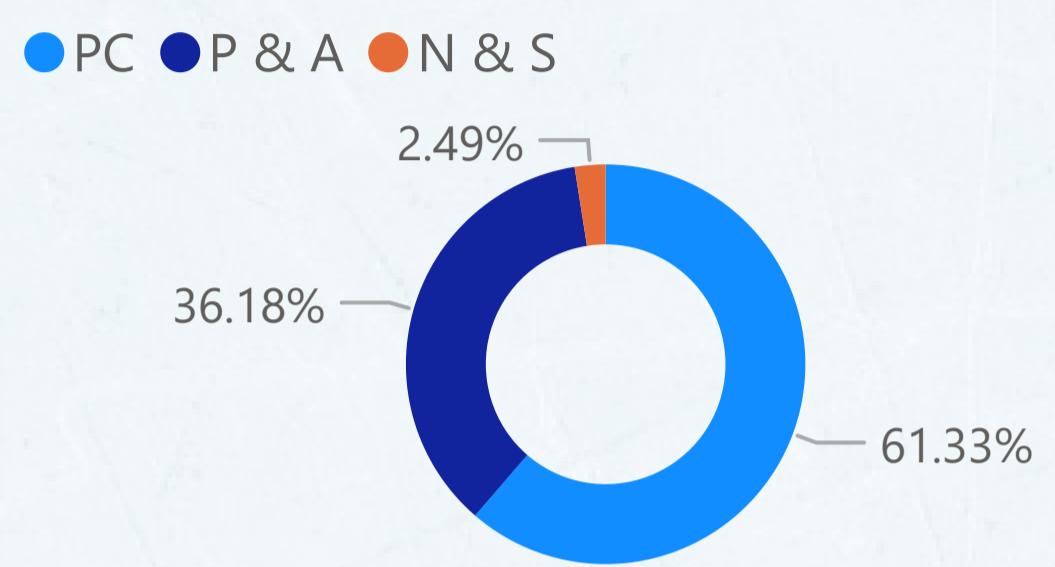
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

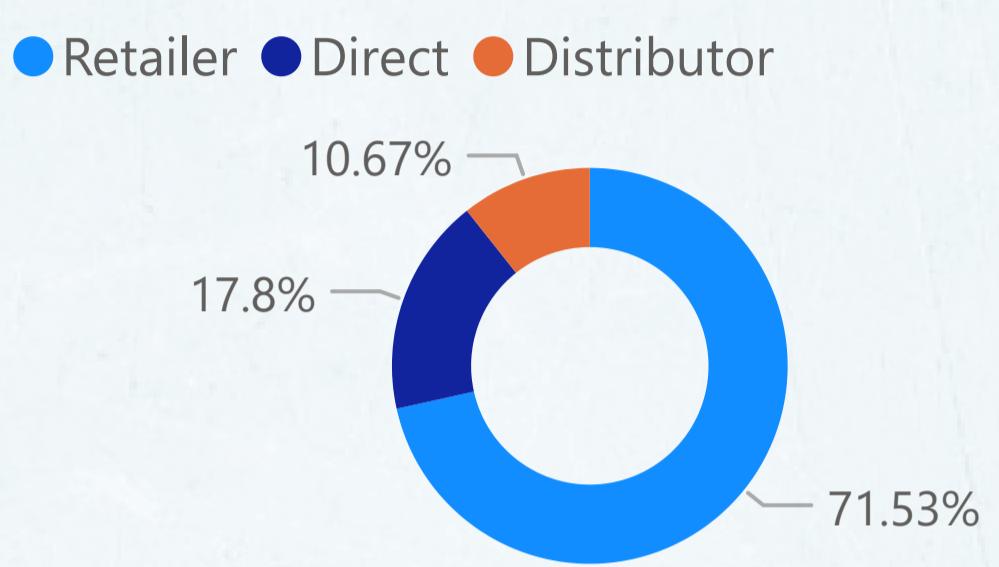


BM=Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

Revenue By Division



Revenue By Channel



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

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

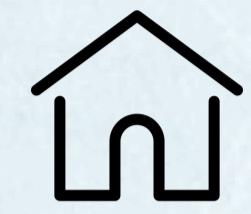


Top 5 Customers By Revenue

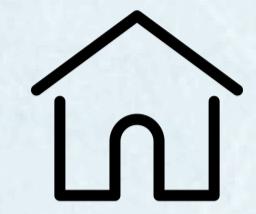
customer	RC %	GM %
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88% ↓
Atliq Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	38.23%	39.19%

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%



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](#).



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?