



Business Insights 360



Info

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



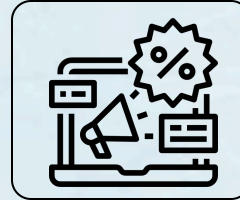
Finance View

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



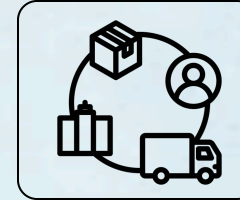
Sales View

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 analysis

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.



region, market

All

customer

All

segment, catego...

All

YTD

YTG

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
est

vs LY

vs Target

₹ 823.85M✓
BM: 267.98M (+207.43%)
Net Sales

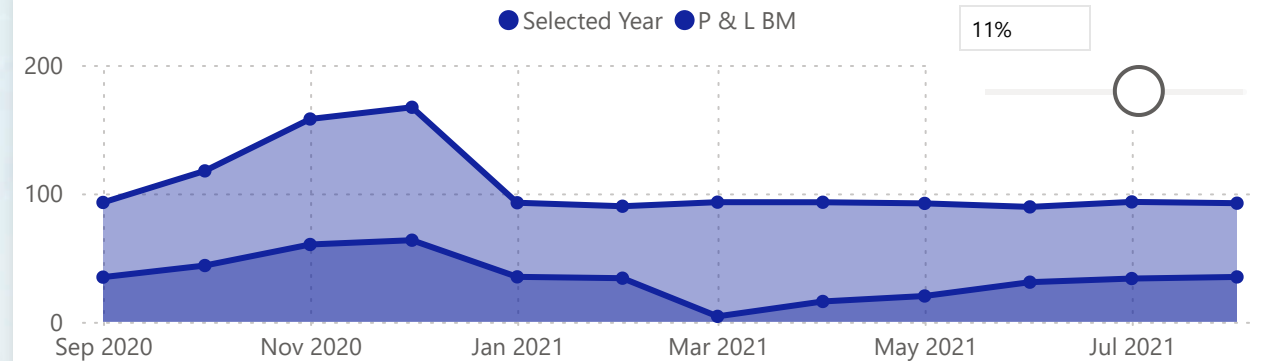
36.49%!
BM: 37.10% (-1.65%)
GM %

-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 deductions	392.50	124.69	267.81	214.77
Net invoice sales	1,272.13	411.25	860.88	209.33
Toatl post invoice deductions	448.29	143.27	305.01	212.89
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
Net sales	823.85	267.98	555.87	207.43
operational_expenses	-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 by Net sales

region	P&L Values	YoY%
APAC	693.78	198.02
EU	301.26	256.83
LATAM	4.65	41.92
NA	272.44	200.21

segment	P&L Values	YoY%
Accessories	378.02	271.81
Desktop	71.66	4,764.44
Networking	69.74	73.51
Notebook	411.43	210.32
Peripherals	257.29	176.77
Storage	84.00	98.25

BM = Bench Mark, GM=Gross Margin, chg= Change over, YoY= Year over Year, LY= Last Year, COGS= Cost of Goods Sold, RC= Revenue Contribution, EI=Excess Inventory, OOS=Out Of Stock, MS=Market Share



region, market

All

customer

All

segment, category...

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Customer Performance

customer	Net_sales	GM	GM%
Acclaimed Stores	₹ 14.3M	5.2M	36.18%
All-Out	₹ 1.1M	0.5M	47.53%
AltiQ Exclusive	₹ 69.2M	31.9M	46.10%
Amazon	₹ 109.0M	38.6M	35.40%
Argos (Sainsbury's)	₹ 3.0M	1.1M	35.42%
Atlas Stores	₹ 4.2M	1.7M	40.36%
Atliq e Store	₹ 70.3M	26.4M	37.54%
Atliq Exclusive	₹ 10.8M	3.1M	28.52%
BestBuy	₹ 8.3M	3.0M	35.94%
Billa	₹ 1.6M	0.4M	24.68%
Boulangier	₹ 5.3M	1.5M	29.11%
Chip 7	₹ 7.2M	2.9M	40.71%
Chiptec	₹ 3.9M	1.3M	32.74%
Total	₹ 823.8M	300.6M	36.49%

Product Performance

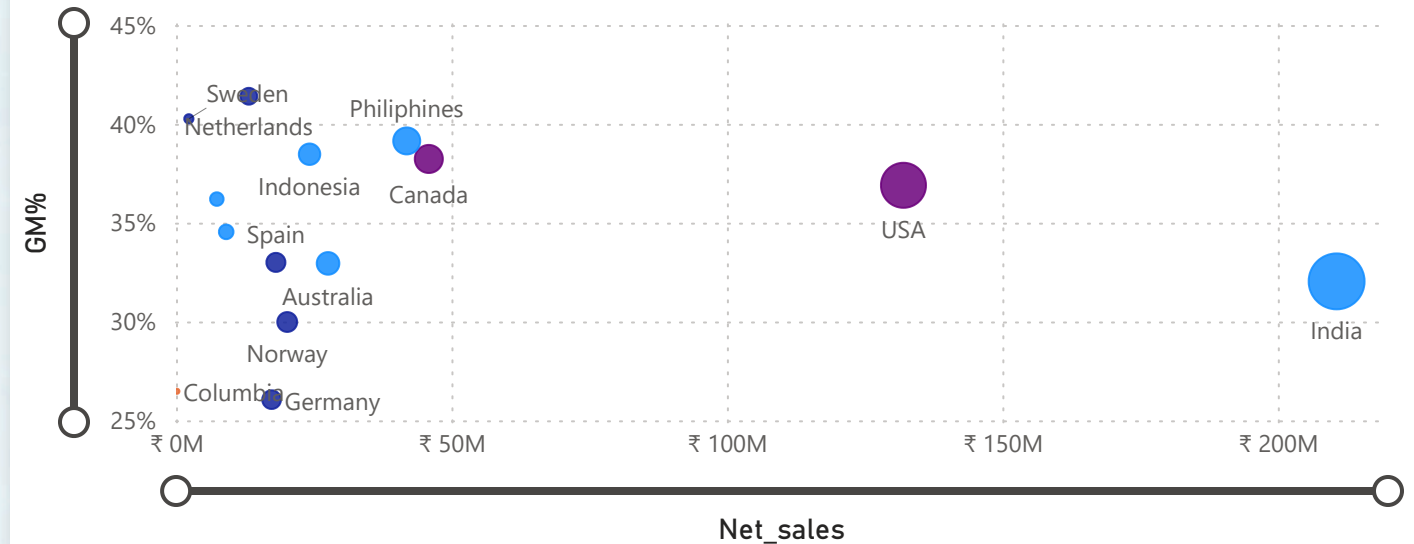
segment	Net_sales	GM	GM%
⊕ Notebook	₹ 266.5M	97.1M	36.45%
⊕ Accessories	₹ 244.8M	89.3M	36.47%
⊕ Peripherals	₹ 166.5M	60.8M	36.52%
⊕ Storage	₹ 54.4M	20.0M	36.75%
⊕ Desktop	₹ 46.4M	16.8M	36.17%
⊕ Networking	₹ 45.2M	16.6M	36.75%
Total	₹ 823.8M	300.6M	36.49%

Performance Matrix

vs LY

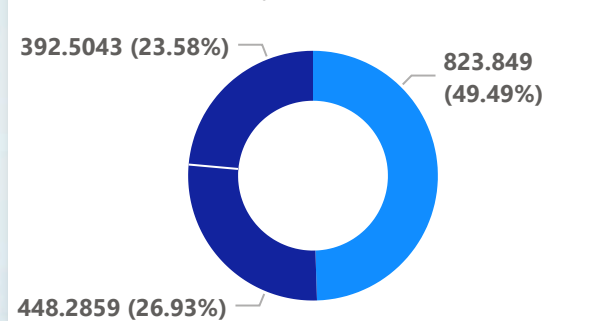
vs Target

region ● APAC ● EU ● LATAM ● NA

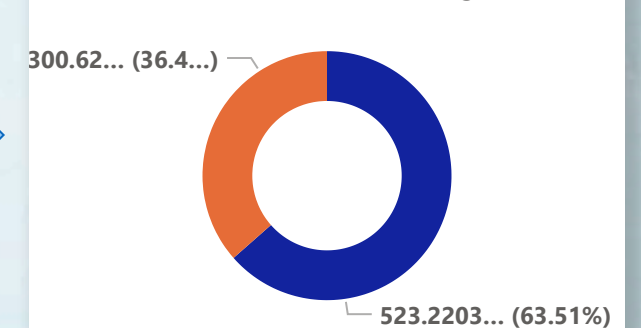


Unit Economics

● Net sales ● Total post invoice... ● Pre invoice ...



● Total COGS ● Gross Margin



BM = Bench Mark, GM=Gross Margin, LY= Last Year, RC= Revenue Contribution, EI=Excess Inventory, OOS=Out Of Stock, MS=Market Share



region, market

All

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Product Performance

segment	Net_sales	GM	GM%	Net_profit	Net profit%
Notebook	₹ 266.5M	97.1M	36.45%	-17.71M	-6.64%
Personal Laptop	₹ 113.1M	40.8M	36.11%	-7.90M	-6.99%
Gaming Laptop	₹ 78.5M	28.9M	36.83%	-4.92M	-6.27%
Business Laptop	₹ 74.9M	27.4M	36.55%	-4.88M	-6.52%
Accessories	₹ 244.8M	89.3M	36.47%	-16.28M	-6.65%
Keyboard	₹ 134.1M	48.9M	36.48%	-8.91M	-6.65%
Mouse	₹ 103.3M	37.7M	36.48%	-6.87M	-6.65%
Batteries	₹ 7.4M	2.7M	36.30%	-0.50M	-6.72%
Peripherals	₹ 166.5M	60.8M	36.52%	-11.02M	-6.62%
Processors	₹ 101.3M	36.9M	36.41%	-6.80M	-6.71%
Graphic Card	₹ 37.7M	13.8M	36.61%	-2.48M	-6.59%
MotherBoard	₹ 16.0M	5.9M	36.85%	-1.01M	-6.30%
Internal HDD	₹ 11.5M	4.2M	36.74%	-0.73M	-6.40%
Storage	₹ 54.4M	20.0M	36.75%	-3.46M	-6.36%
External Solid State Drive	₹ 48.9M	18.0M	36.90%	-3.04M	-6.22%
Total	₹ 823.8M	300.6M	36.49%	-54.65M	-6.63%

Region/Market/Customer Performance

region	Net_sales	GM	GM%	Net_profit	Net profit%
APAC	₹ 442.0M	156.2M	35.34%	-33.33M	-7.54%
EU	₹ 200.8M	77.0M	38.34%	2.81M	1.40%
NA	₹ 177.9M	66.3M	37.23%	-24.32M	-13.67%
LATAM	₹ 3.2M	1.2M	37.54%	0.20M	6.18%
Total	₹ 823.8M	300.6M	36.49%	-54.65M	-6.63%

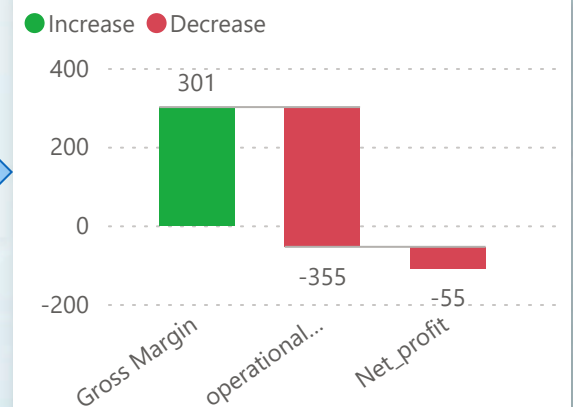
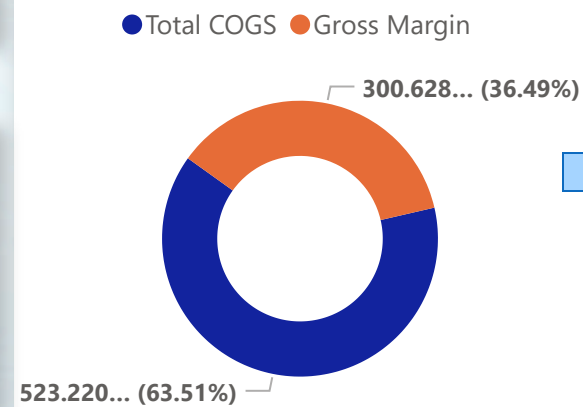
Show GM %

Performance Matrix

division ● N & S ● P & A ● PC



Unit Economics



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All

segment, category...

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est

80.21%!

LY: 72.99% (-9.88%)

Fore cast Accuracy

-1.52%✓

LY: 0.02 (-165.8%)

Net Error

19.79%!

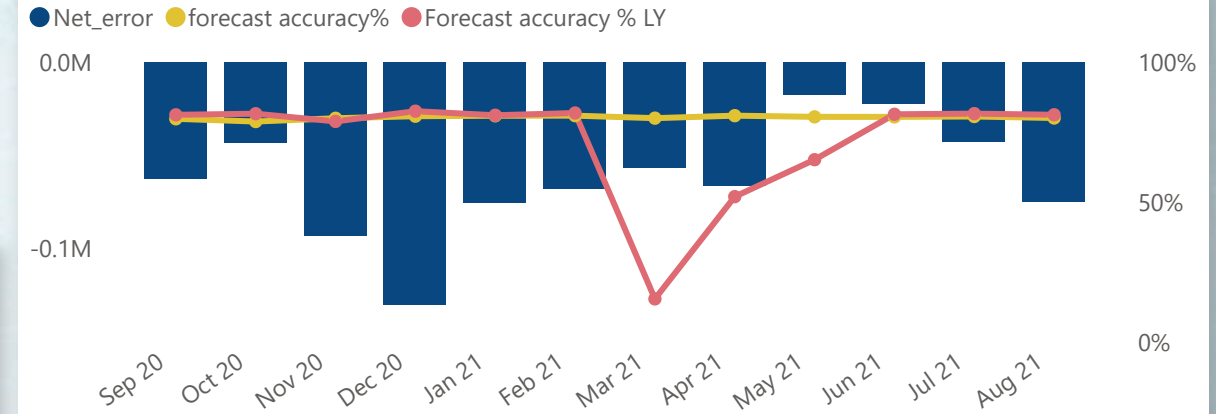
LY: 0.27 (-26.71%)

Abs Error

Key Metrics by Customer

customer	forecast accuracy%	Forecast accuracy % LY	Net_error	Net error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
AltiQ Exclusive	71.15%	56.78%	-191800	-5.73%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
Atliq Exclusive	42.13%	32.66%	2714	0.35%	EI
BestBuy	35.31%	7.31%	-73279	-16.97%	OOS
Billa	18.29%	26.05%	-37856	-47.09%	OOS
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	forecast accuracy%	Forecast accuracy % LY	Net_error	Net error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market

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vs Target

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BM: 267.98M

Net Sales

36.49%!

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GM %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

80.21%✓

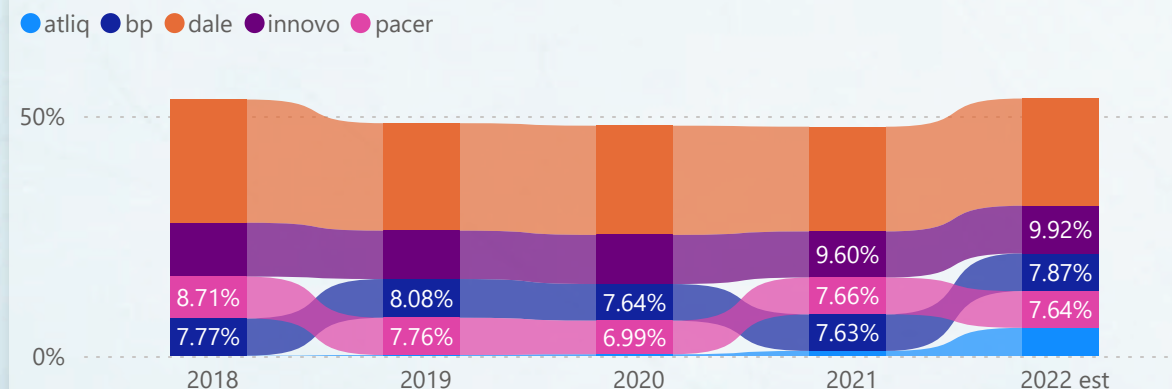
LY: 72.99% (-9.88%)

Fore cast Accuracy

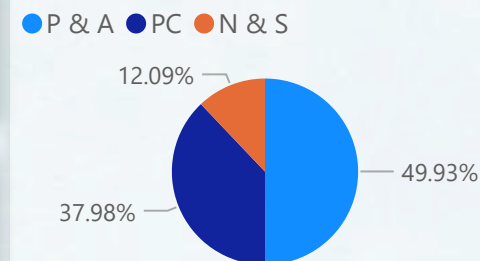
Key Insights by Sub Zone

sub_zone	Net_sales	RC%	GM%	Net profit%	Atliq MS %	Net error %	Risk
SE	₹ 91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	₹ 44.4M	5.4%	38.5% ↓	7.3%	0.3%	-5.2%	OOS
ROA	₹ 186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
NE	₹ 109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	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
India	₹ 210.7M	25.6%	32.0% ↓	-24.7%	2.5%	3.9%	EI
Total	₹ 823.8M	100.0%	36.5%	-6.6%	1.1%	-1.5%	OOS

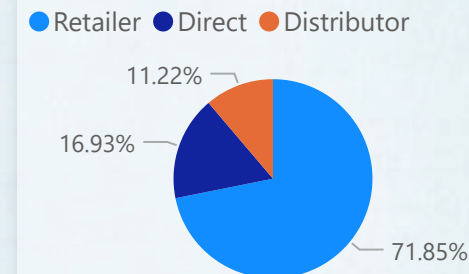
PC Market share trend - AtliQ & competitors



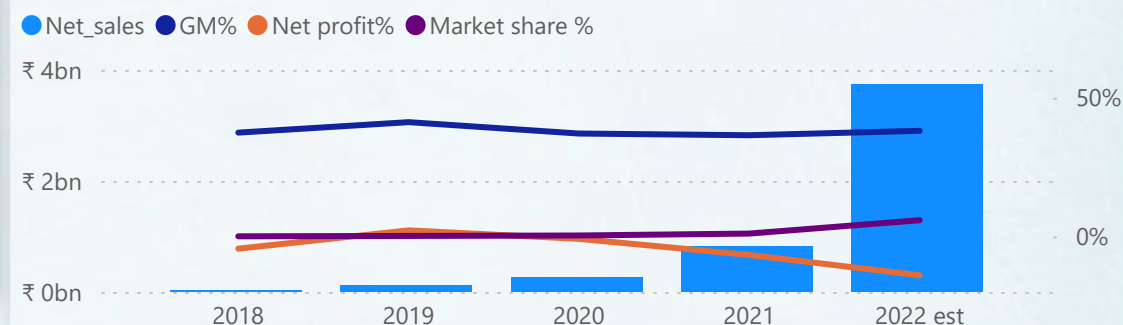
Revenue by Division



Revenue by Channel



Yearly trend by Revenue, GM%, Net Profit %, PC Market share%



Top 5 Customers by Revenue

customer	RC%	GM%
AtliQ Exclusive	8.4%	46.1% ↓
Amazon	13.2%	35.4% ↓
Atliq e Store	8.5%	37.5%
Flipkart	3.1%	30.2% ↓
Sage	3.3%	35.2%
Total	36.5%	37.9%

Top 5 Products by Revenue

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

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