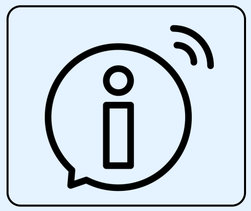
Business Insights 360



Info

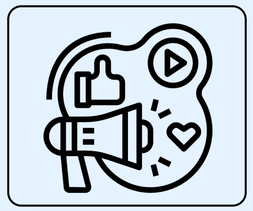
Download **user manual** and get to know the key information of this tool.

Finance View

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

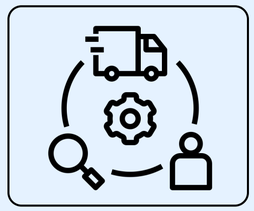
Sales View

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



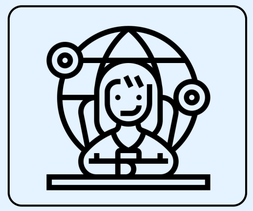
Marketing View

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

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

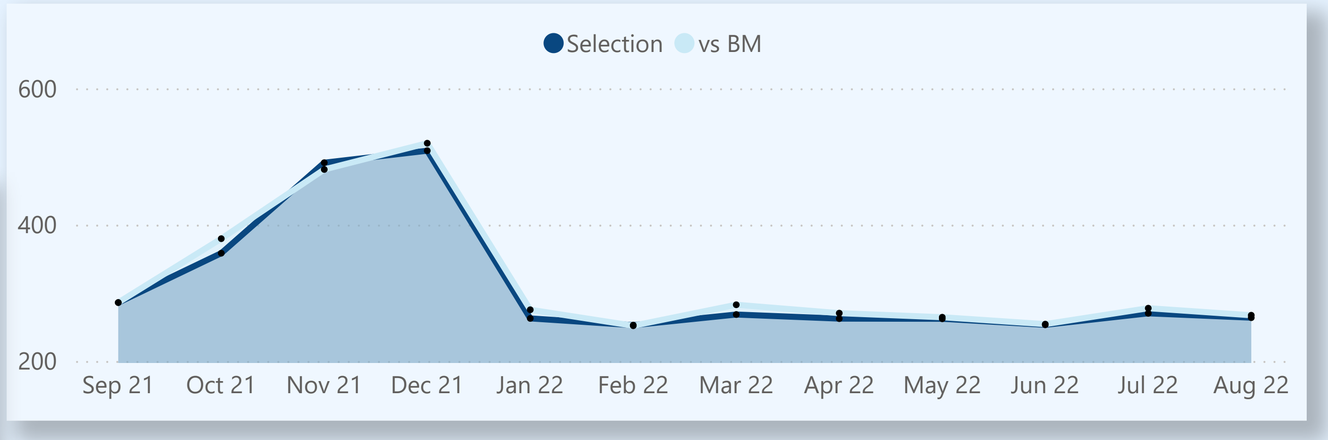
vs LY | vs Target

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

38.08% !
BM: 38.34% (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Net Sales Performance Over Time



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			
Net Profit %	-13.98	-14.19	0.21	-1.47

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
Total	**3,736.17**	**-1.86**

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	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

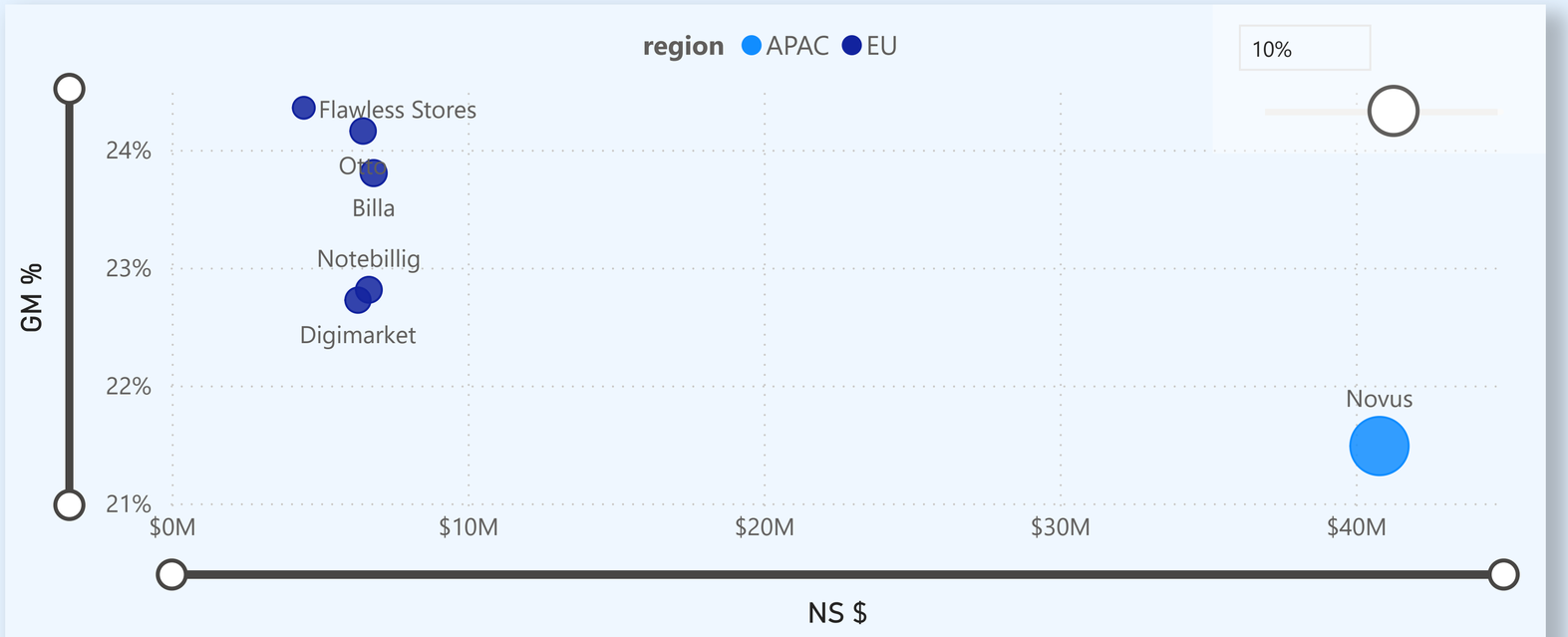
Q1 | Q2 | Q3 | Q4

YTD | YTG

Customer Performance

customer	NS $	GM $	GM %
Amazon	$496.88M	$182.77M	36.78%
AtliQ Exclusive	$361.12M	$166.15M	46.01%
Atliq e Store	$304.10M	$112.15M	36.88%
Flipkart	$138.49M	$58.37M	42.14%
Sage	$127.86M	$40.31M	31.53%
Leader	$117.32M	$36.02M	30.70%
Neptune	$105.69M	$49.36M	46.70%
Ebay	$91.60M	$33.06M	36.09%
Acclaimed Stores	$73.36M	$29.58M	40.32%
walmart	$72.41M	$33.06M	45.66%
Electricalslytical	$68.05M	$25.34M	37.24%
Electricalsocity	$67.76M	$24.41M	36.03%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

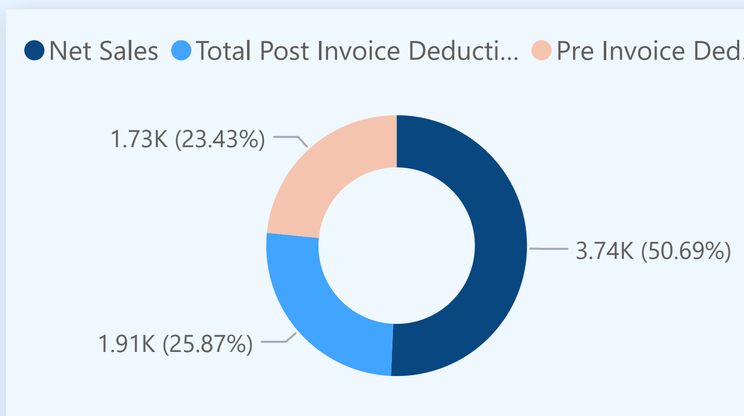
Performance Matrix

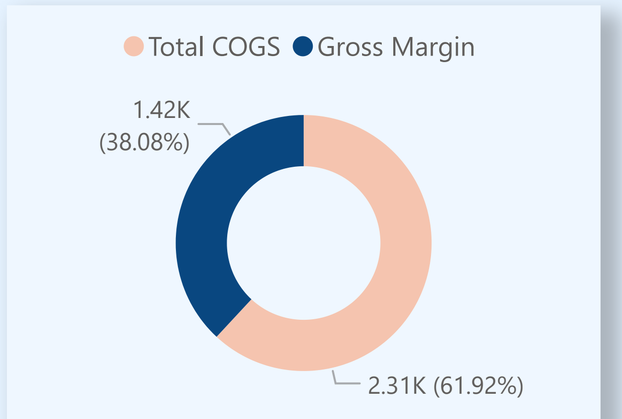


Product Performance

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





vs LY | vs Target

region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

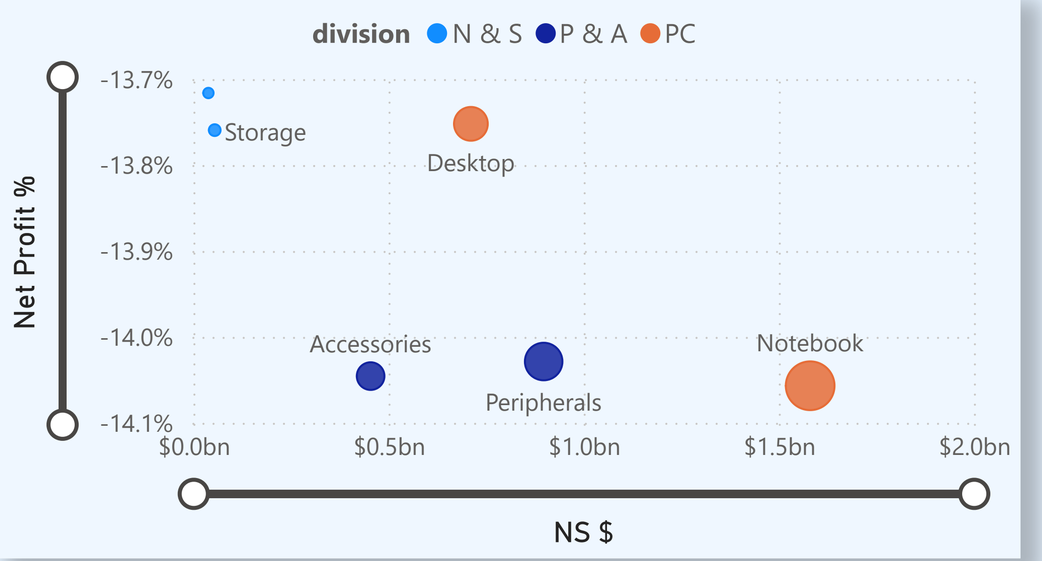
YTD | YTG

Product Performance

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

Show GM %

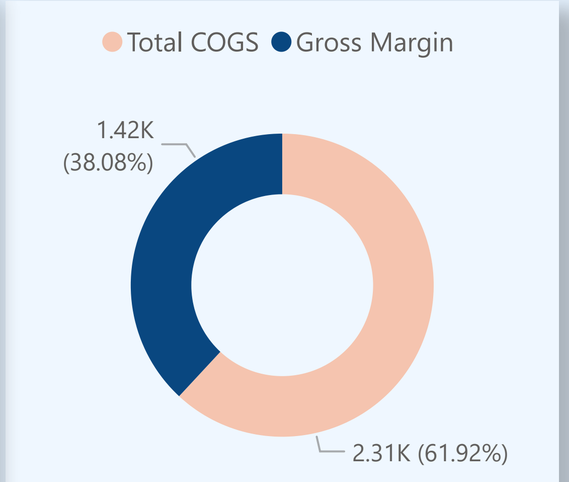
Performance Matrix

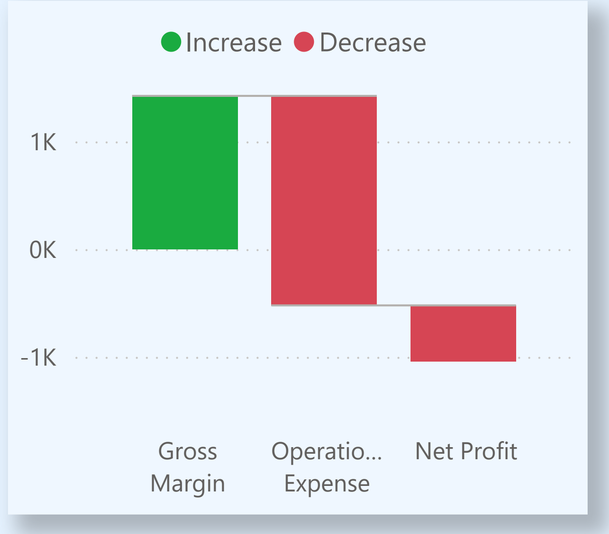


Region/Market/Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
EU	$775.48M	$267.80M	34.53%	($95.52M)	-12.32%
LATAM	$14.82M	$5.19M	35.02%	($0.44M)	-2.95%
APAC	$1,923.77M	$690.21M	35.88%	($281.16M)	-14.62%
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%**

Unit Economics





region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

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

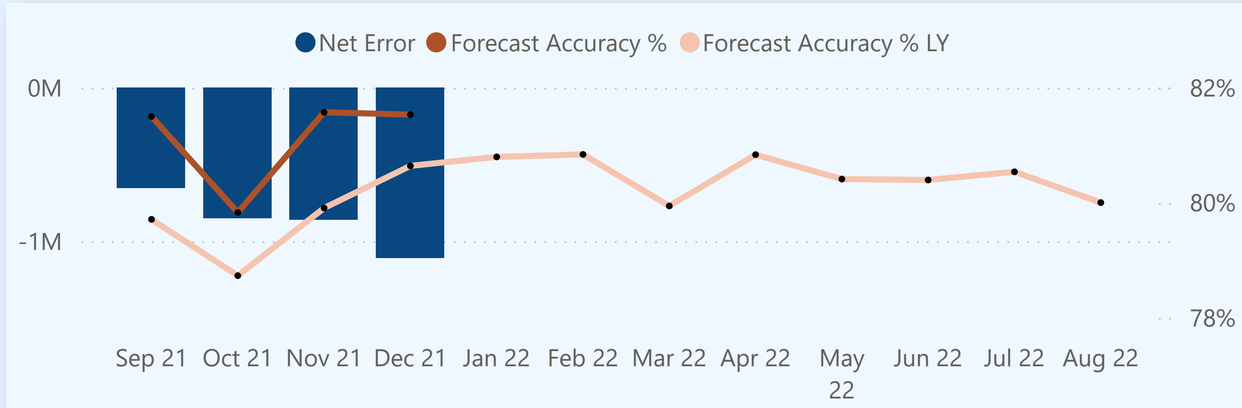
-3472.69K ✓
LY: -751.71K (-361.97%)
Net Error

6899.04K ✓
LY: 9780.74K (-29.46%)
ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-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%**	**-3472690**	**-9.48%**	**OOS**

region, market: All

customer: All

segment, category, pr...: All

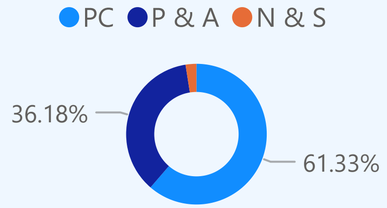
2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4 | YTD | YTG

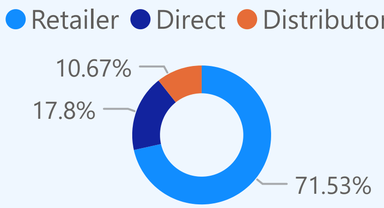
vs LY | vs Target

$3.74bn !	38.08% !	-13.98%✓	81.17%✓
BM: 3.81bn (-1.86%)	BM: 38.34% (-0.66%)	BM: -14.19% (+1.47%)	BM: 80.21% (+1.2%)
Net Sales	**GM %**	**Net Profit %**	**Forecast Accuracy**

Revenue by Division



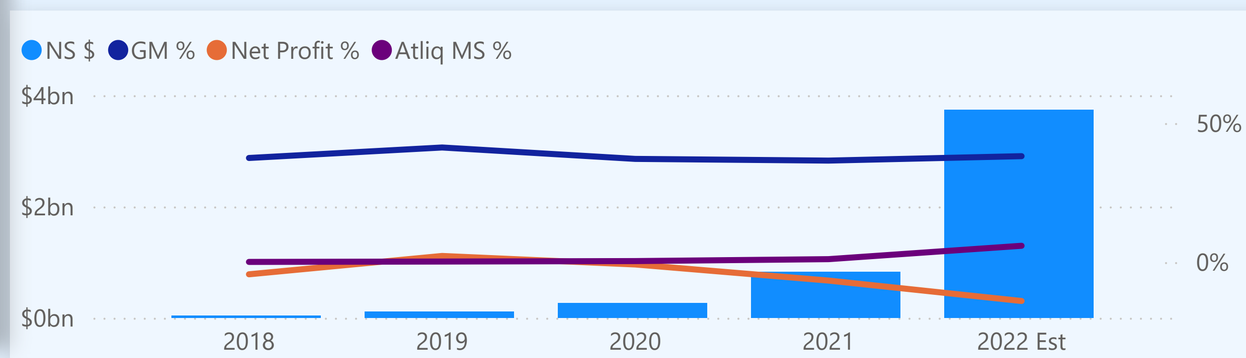
Revenue by Channel



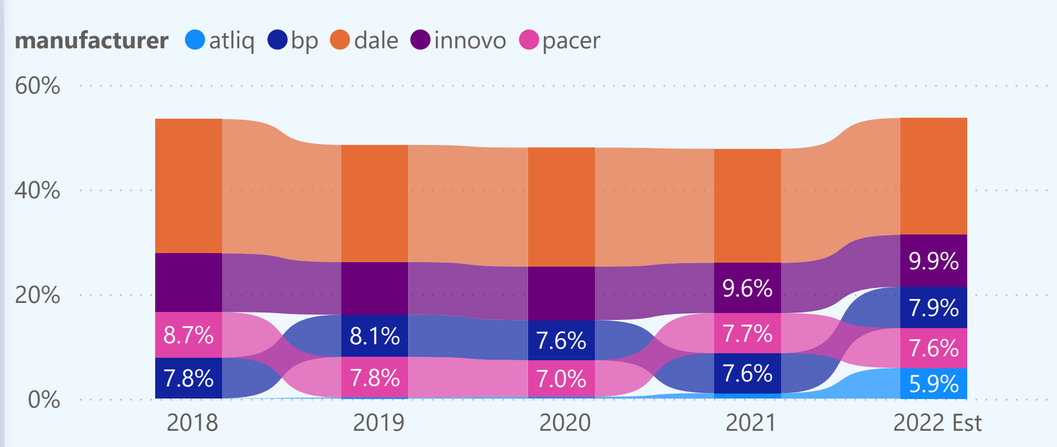
Key Insights by Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
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
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1% ↓**	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers 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%**

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