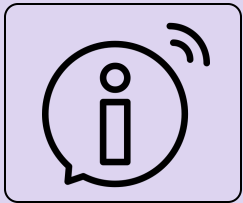




Business Insights 360



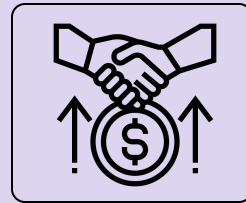
Info

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



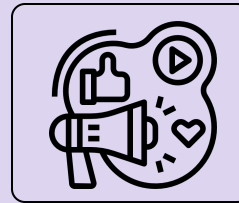
Finance View

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



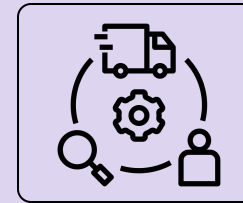
Sales View

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



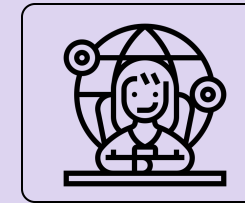
Marketing View

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.

	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$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 %

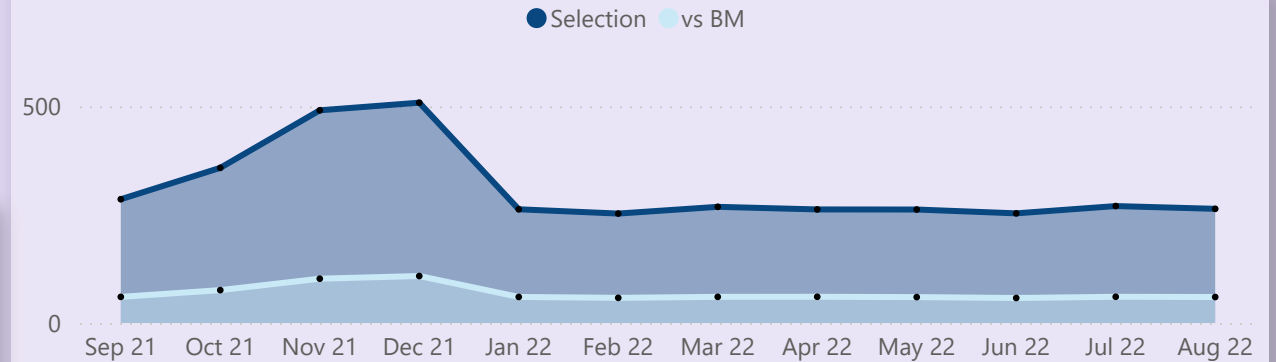
Profit and Loss Statement

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

Net Sales Performance Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50

BM = Benchmark, LY=Last Year



region, market

customer

segment, category, pr...

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%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

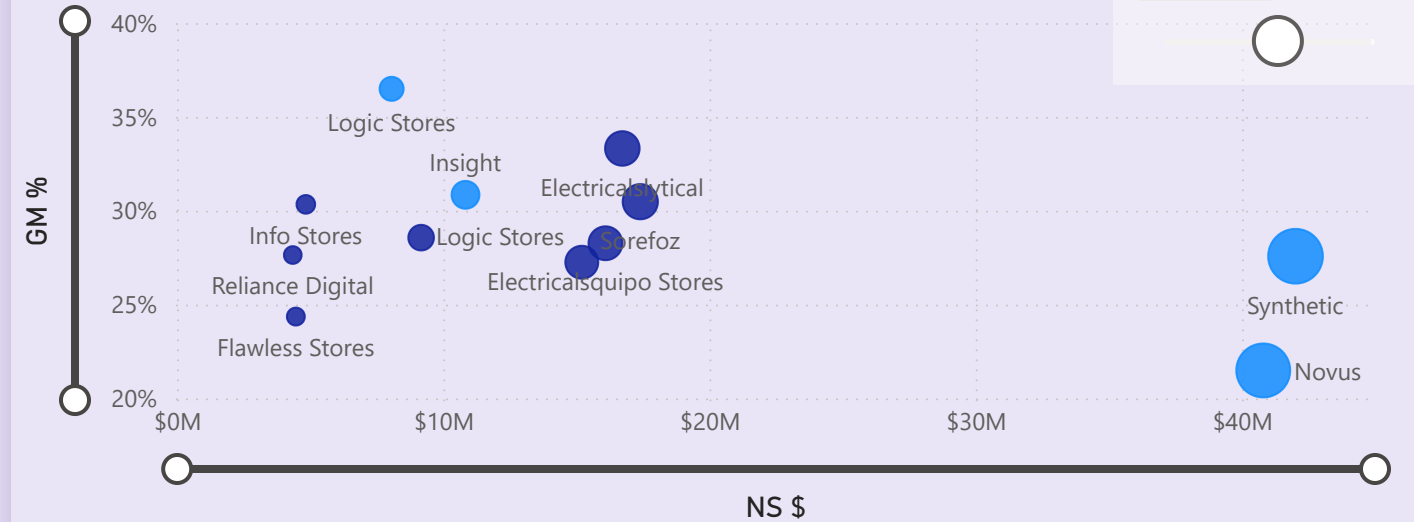
segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Desktop	\$711.08M	272.39M	38.31%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

vs LY

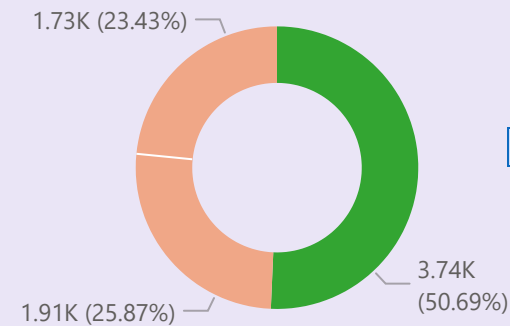
vs Target

region ● APAC ● EU

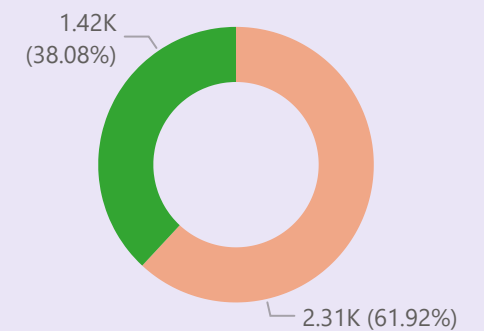


Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...



● Total COGS ● Gross Margin





region, market

customer

segment, category, pr...

All

All

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

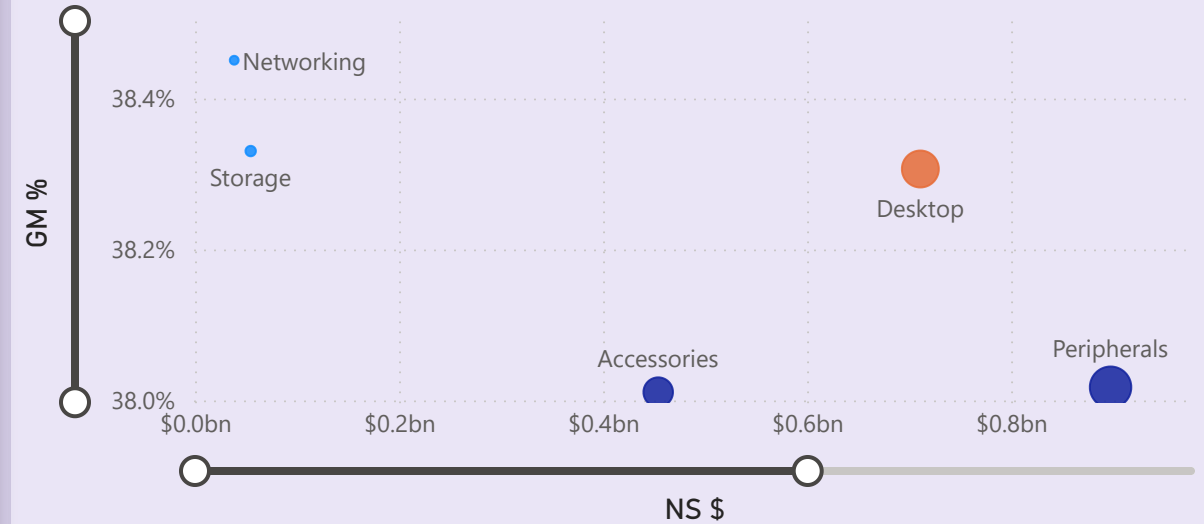
Product Performance

Show NP %

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

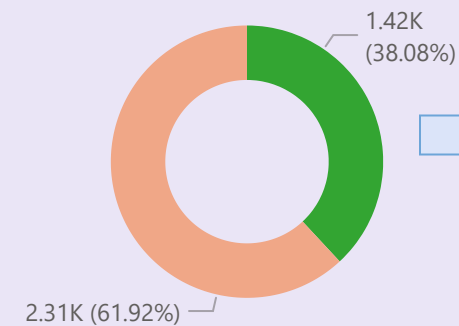


Region / Market / Customer performance

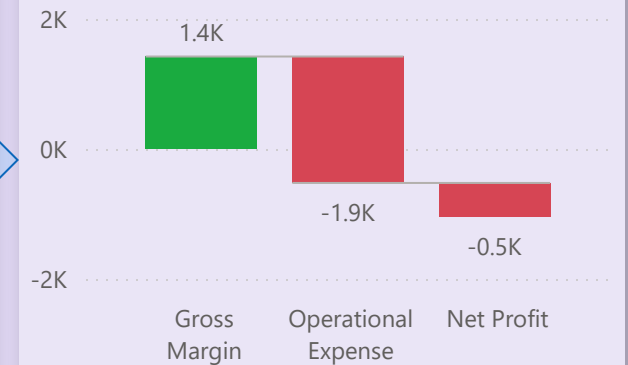
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





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

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

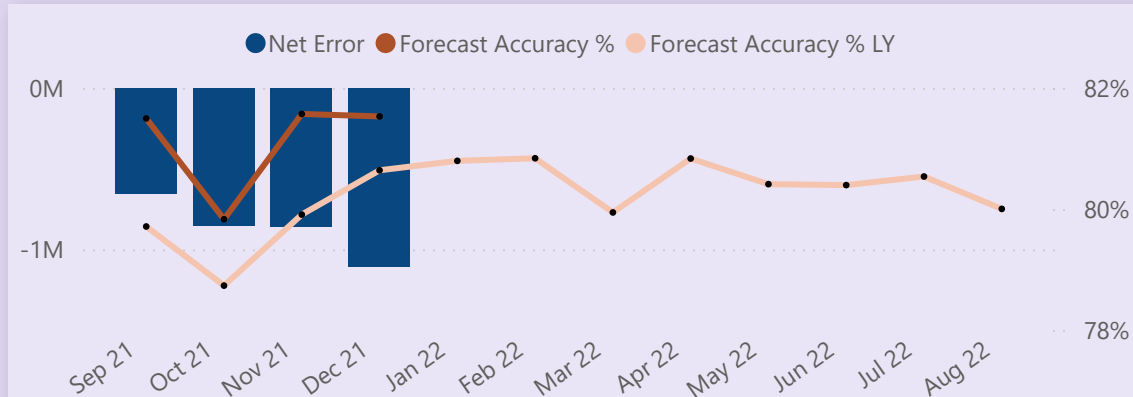
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

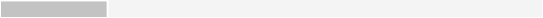
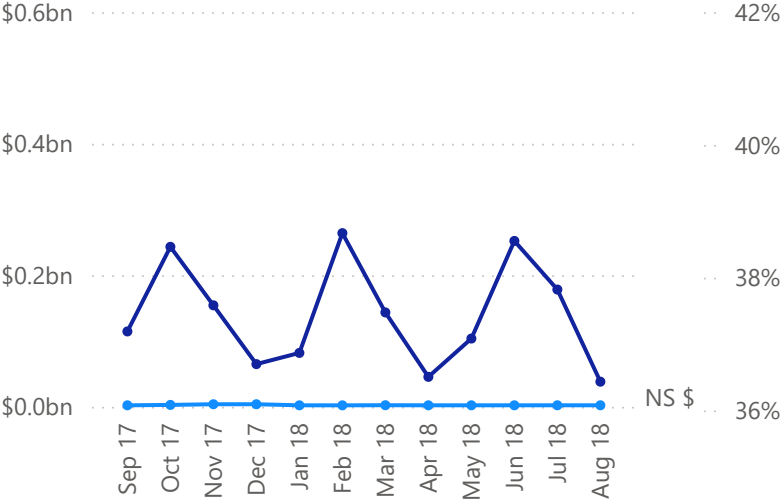
Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

NS & GM % For





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

\$3.74bn✓

BM: 823.85M

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63%

Net Profit

81.17%✓

BM: 80.21% (+1.2%)

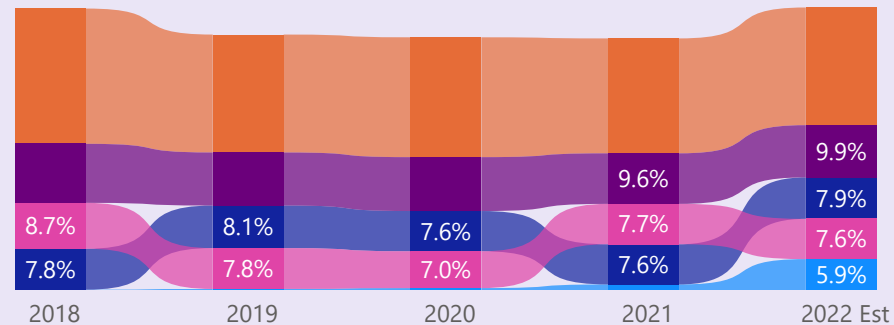
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

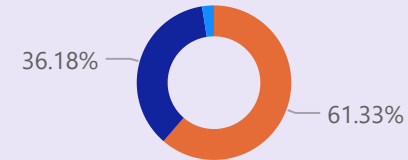
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



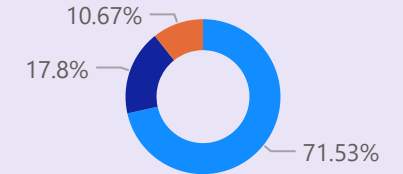
Revenue by Division

● PC ● P & A ● N & S



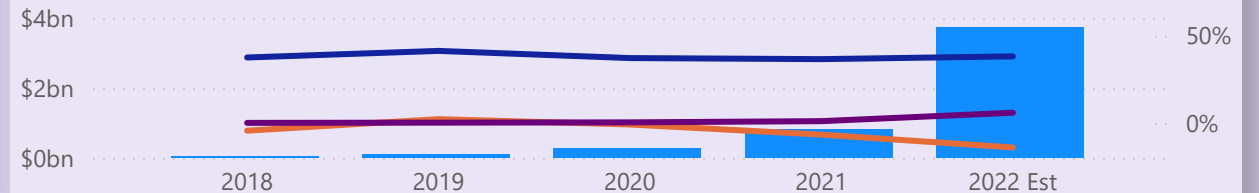
Revenue by Channel

● Retailer ● Direct ● Distributor



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

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



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%

customer	market	Count of customer_code
Amazon	Canada	2
Amazon	India	2
Amazon	Japan	2
Amazon	USA	2
AtliQ Exclusive	India	2
Acclaimed Stores	Indonesia	1
Acclaimed Stores	USA	1
All-Out	Japan	1
Amazon	Australia	1
Amazon	Austria	1
Amazon	Bangladesh	1
Amazon	Brazil	1
Amazon	Chile	1
Amazon	France	1
Amazon	Germany	1
Amazon	Indonesia	1
Amazon	Italy	1
Amazon	Mexico	1
Amazon	Netherlands	1
Amazon	Newzealand	1
Amazon	Norway	1
Amazon	Pakistan	1
Total		209

customer	customer_code	platform
Acclaimed Stores	90003179	Brick & Mortar
Acclaimed Stores	90022071	Brick & Mortar
All-Out	90004064	Brick & Mortar
Amazon	90002008	E-Commerce
Amazon	90002016	E-Commerce
Amazon	90003180	E-Commerce
Amazon	90004067	E-Commerce
Amazon	90004068	E-Commerce
Amazon	90005162	E-Commerce
Amazon	90006156	E-Commerce
Amazon	90007197	E-Commerce
Amazon	90008168	E-Commerce
Amazon	90009132	E-Commerce
Amazon	90010046	E-Commerce
Amazon	90011192	E-Commerce
Amazon	90012041	E-Commerce
Amazon	90013124	E-Commerce
Amazon	90014141	E-Commerce
Amazon	90015150	E-Commerce
Amazon	90016176	E-Commerce
Amazon	90017059	E-Commerce
Amazon	90018114	E-Commerce
Amazon	90019203	E-Commerce



Business Insights 360 Key Info



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](#).



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?