



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...



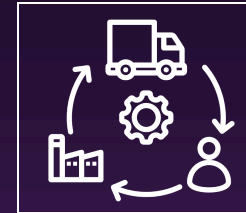
Sales View

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



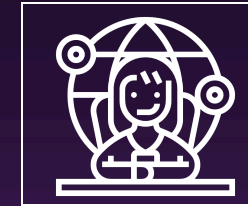
Marketing View

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

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.



market
All

region
All

custom...
All

2018

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

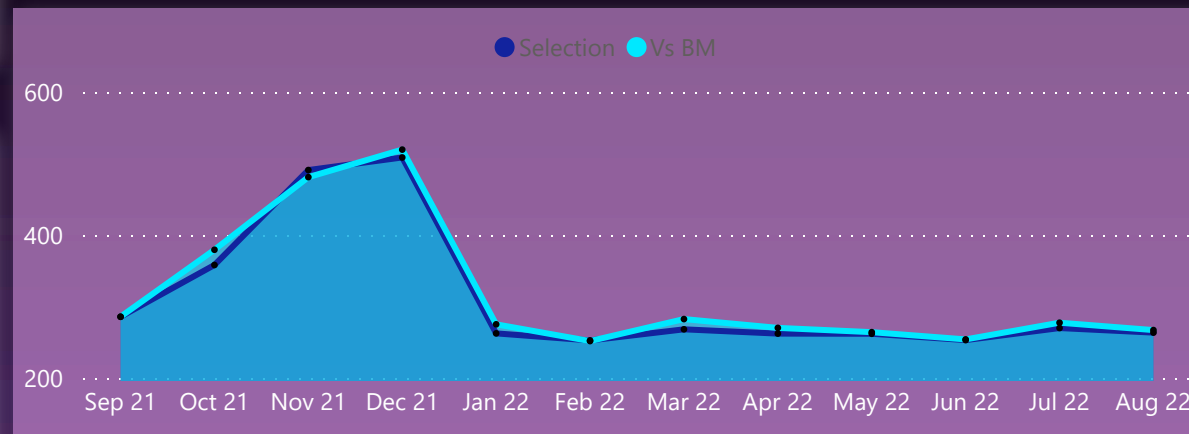
BM: -14.19% (+1.47%)

Net Profit %

Vs LY

Vs Target

Net Sales Performance Over Time



Profit and Loss Statement

Line Item	2022EST	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	1,243.54			
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 %	segment	P&L Values	P & L Chg %
APAC	1,923.77	-2.48	Accessories	454.10	
EU	775.48	-1.13	Desktop	711.08	
LATAM	14.82	-1.60	Networking	38.43	
NA	1,022.09	-1.24	Notebook	1,580.43	
Total	3,736.17	-1.86	Peripherals	897.54	
			Storage	54.59	
			Total	3,736.17	-1.86

LY = Last Year, BM = Benchmark



market
All

region
All

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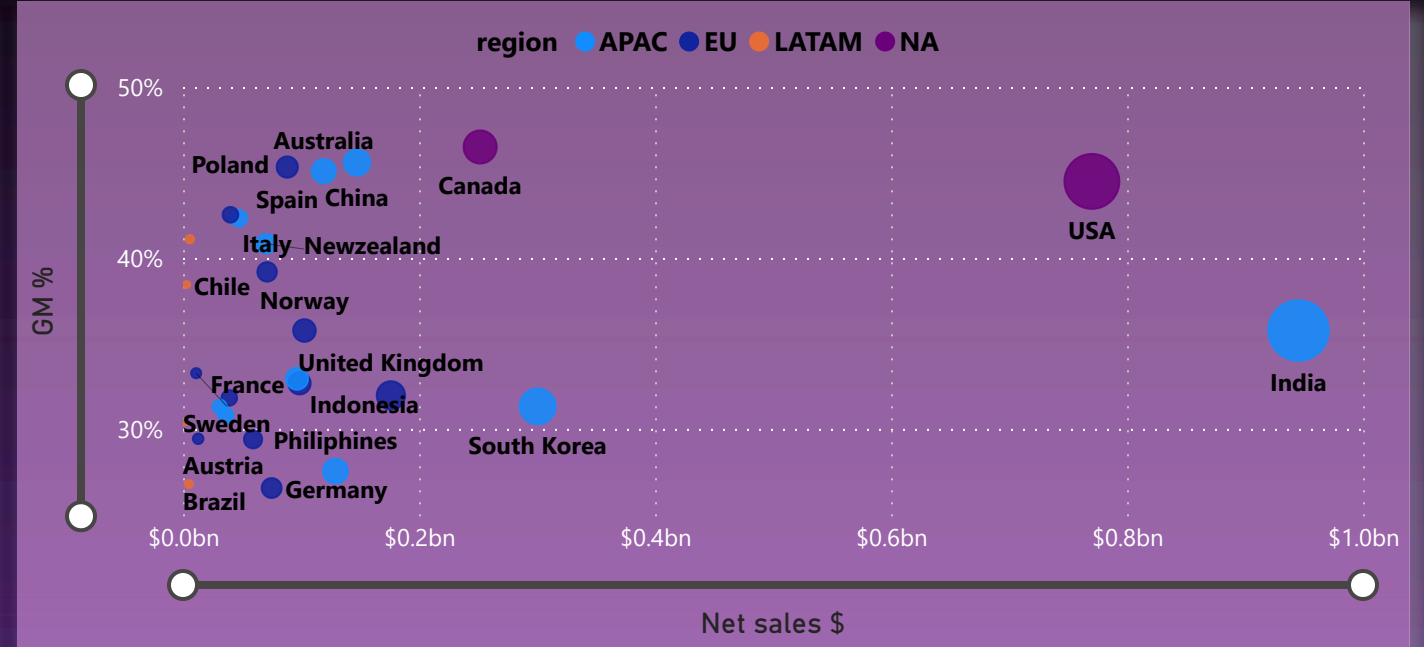
Customer Performance

customer	Net sales \$	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%
Total	\$3,736.17M	1,422.88M	38.08%

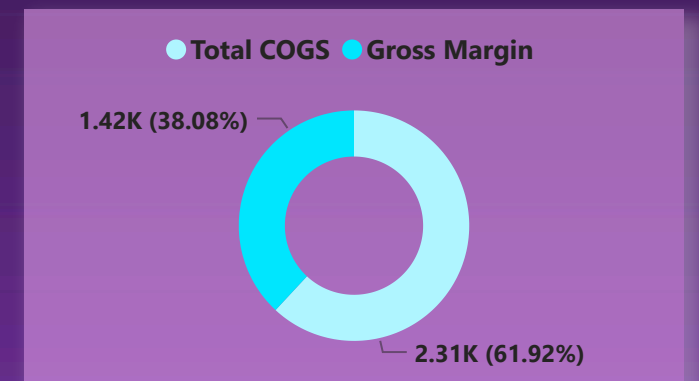
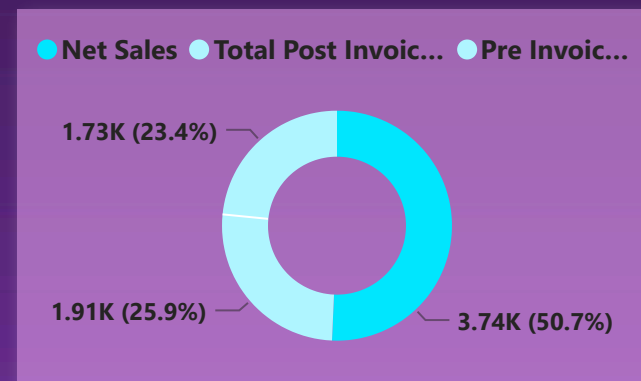
Product Performance

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

Performance Matrix



Unit Economics





market
All

region
All

custom...
All

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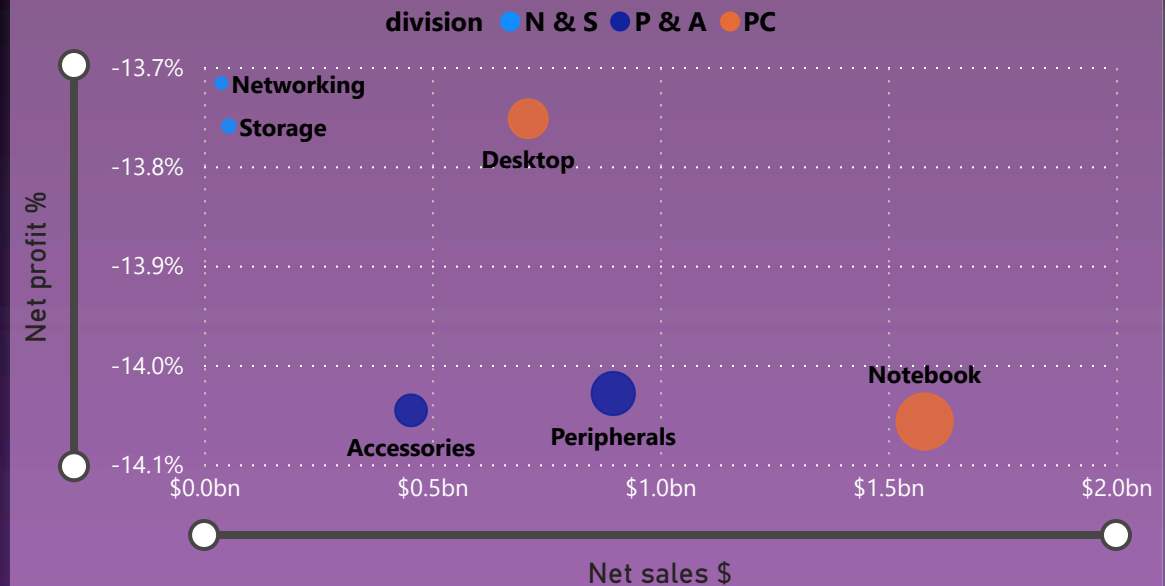
YTG

Product Performance

segment	Net sales \$	GM \$	GM %	Net profit \$	Net profit %
⊕ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊕ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊕ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊕ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊕ 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%

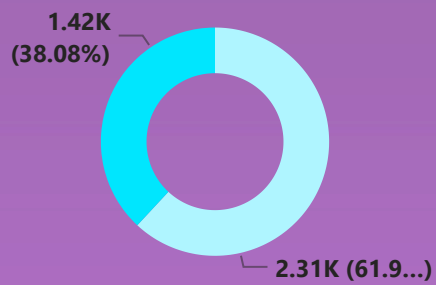
Show GM %

Performance Matrix

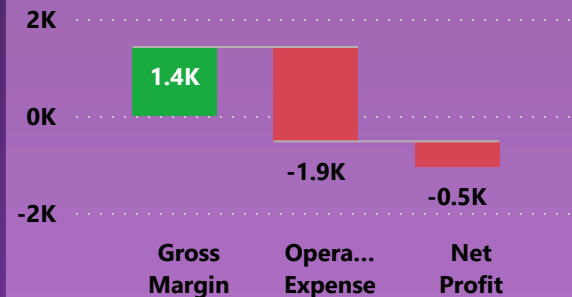


Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



Region / Market / Customer Performance

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



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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3.47M✓

LY: -0.75M (-361.97%)

Net Error

6.9M✓

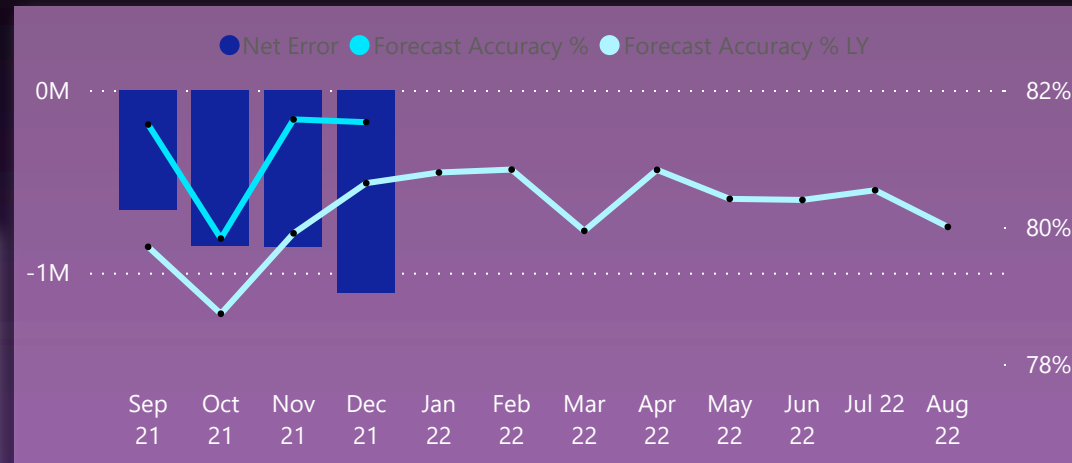
LY: 9.78M (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Leader	48.72%	24.45%	166751	10.98%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Manand Stores	52.44%	50.50%	3304	4.34%	EI

Accuracy / Net Error Trends



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
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



market ▼
All ▼

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Vs LY

Vs Target

\$3.74bn !
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Net Sales

38.08% !
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GM %

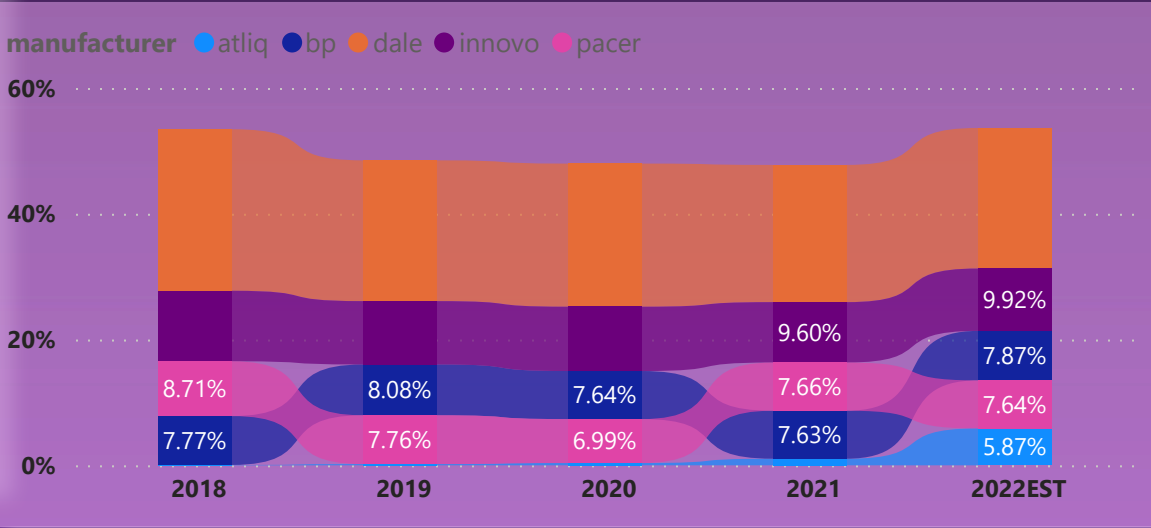
-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
BM: -14.19% (+671.99%)
Forecast Accuracy

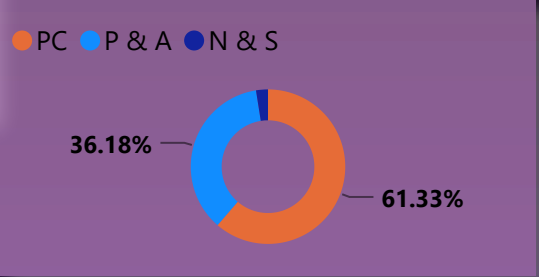
Key Insights By Subzone

sub_zone	Net sales \$	RC %	GM %	Net profit %	Market Share %	Net Error %	Risk
ANZ	\$189.78M	5.1%	43.5% ↓	-7.4%	16.7%	-37.61%	OOS
India	\$945.34M	25.3%	35.8%	-23.0%	16.7%	-24.37%	OOS
LATAM	\$14.82M	0.4%	35.0% ↓	-2.9%	16.7%	3.37%	EI
NA	\$1,022.09M	27.4%	45.0% ↓	-14.2%	16.7%	14.35%	EI
NE	\$457.71M	12.3%	32.8% ↓	-18.1%	16.7%	-4.56%	OOS
ROA	\$788.66M	21.1%	34.2% ↓	-6.3%	16.7%	-4.56%	OOS
SE	\$317.78M	8.5%	37.0% ↓	-4.0%	16.7%	-55.47%	OOS
Total	\$3,736.17M	100.0%	38.1%	-14.0%	16.7%	-9.48%	OOS

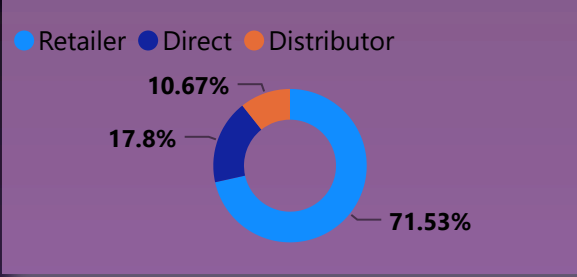
PC Market Share Trend - AtliQ & Competitors



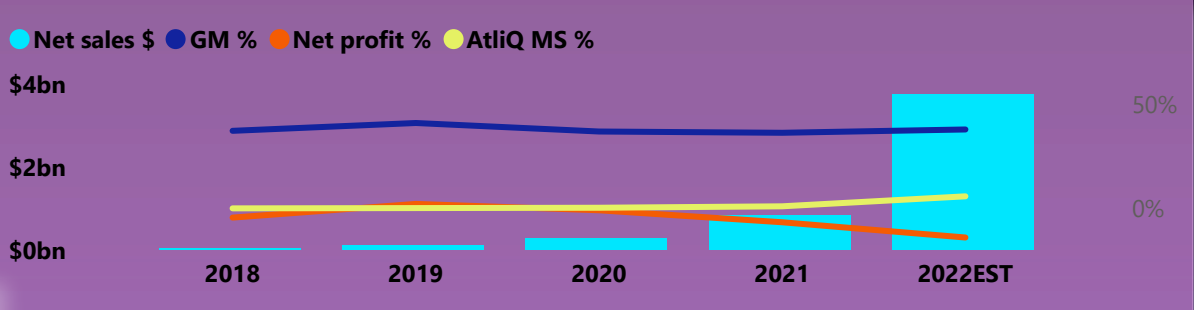
Revenue by Division



Revenue by Channel



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



Top 5 Products by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓

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% ↓

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