



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..



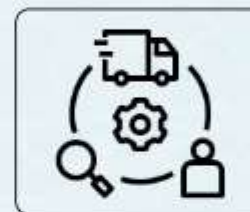
Sales View

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.



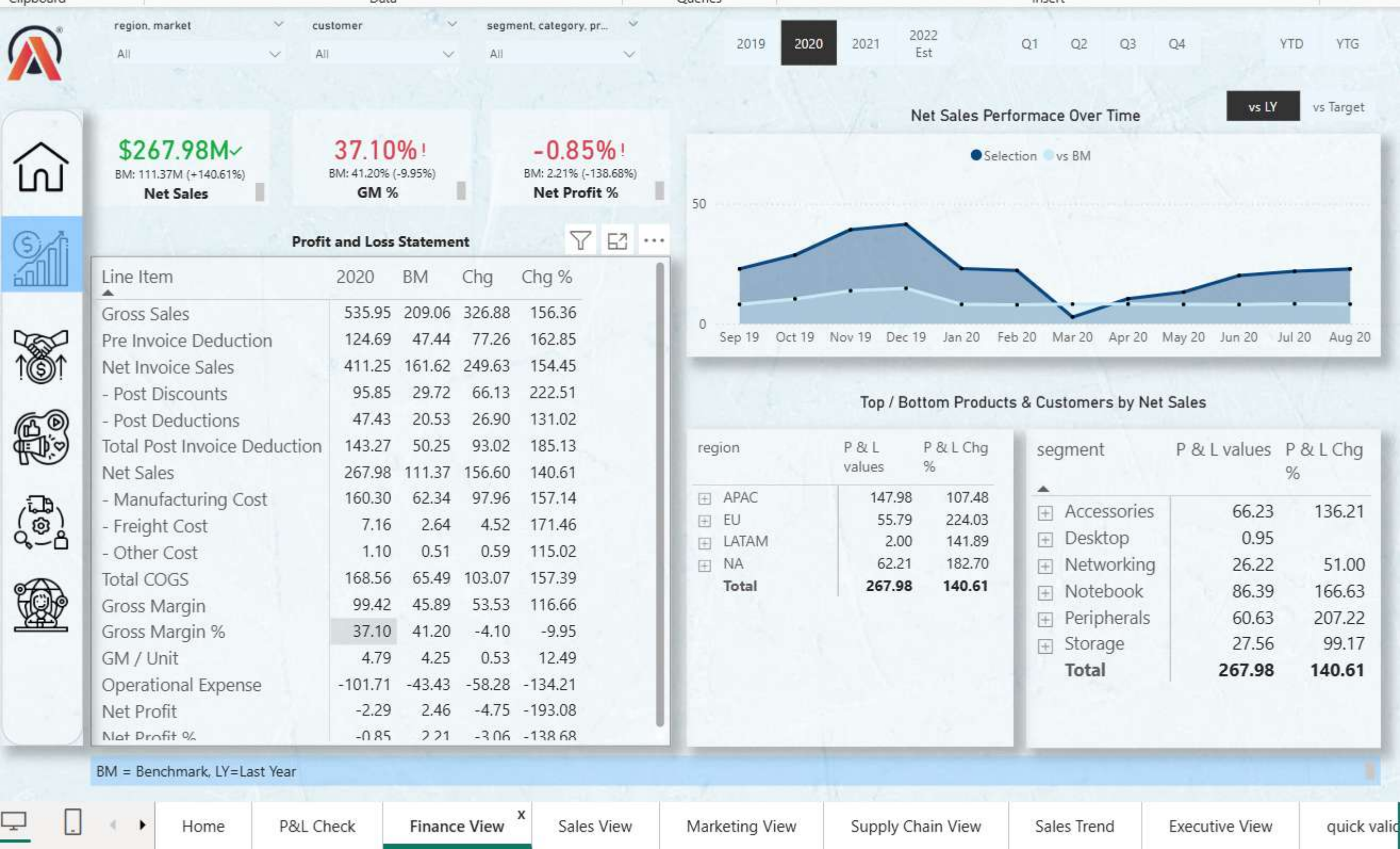
Executive View

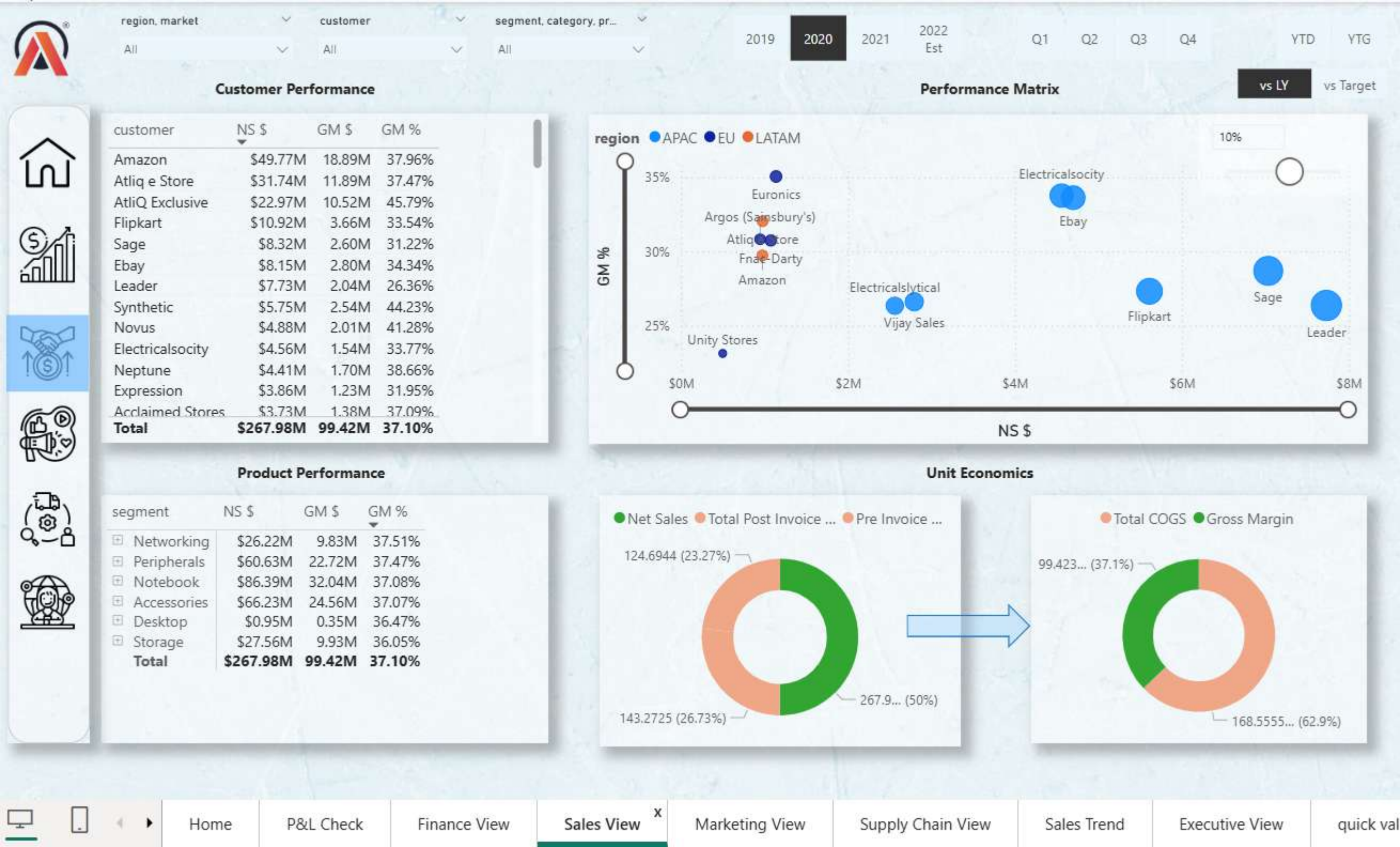
A **top level dashboard** for executives consolidating top insights from all dimensions of business.

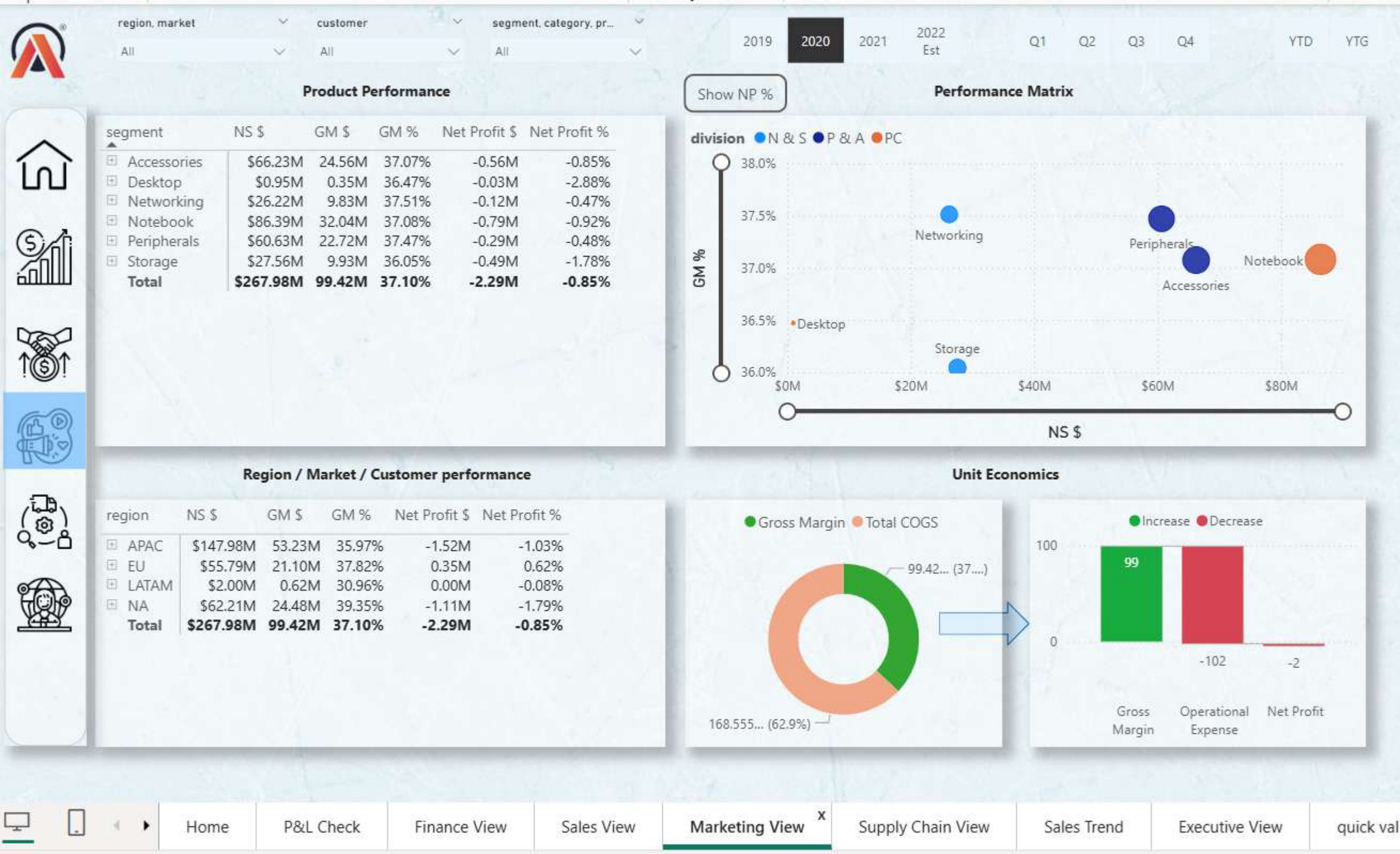


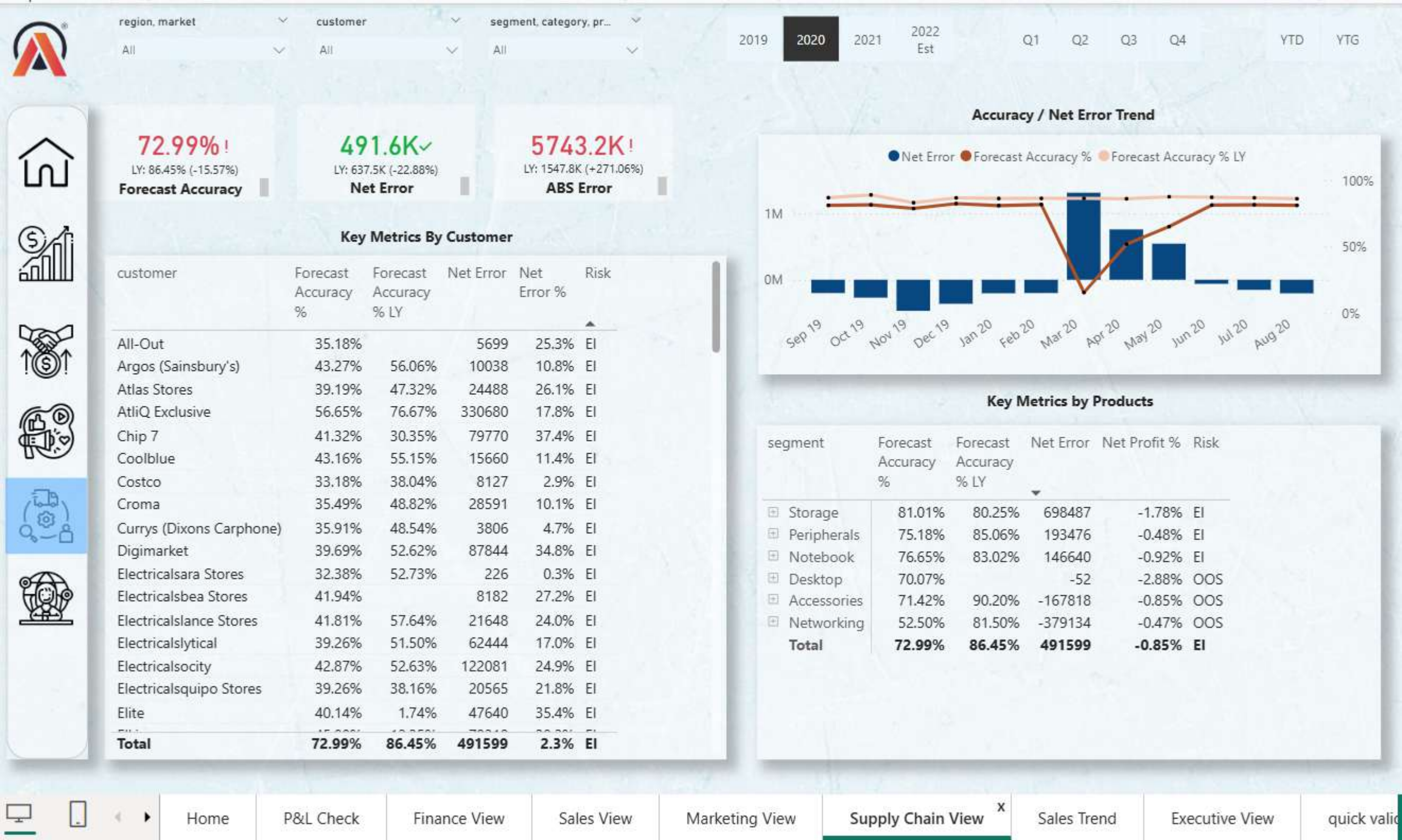
Support

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













region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

YTD

YTG

\$267.98M✓

BM: 111.37M

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

BM: 2.21% (-138.68%)

Net Profit %

72.99%!

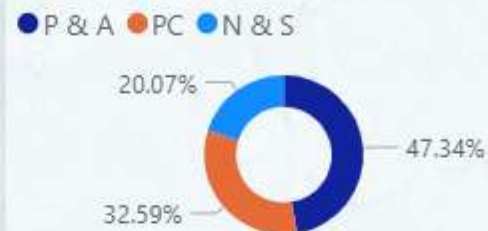
BM: 86.45% (-15.57%)

Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI
India	\$64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI
ANZ	\$16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI
LATAM	\$2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1%	-0.9%	0.4%	2.3%	EI

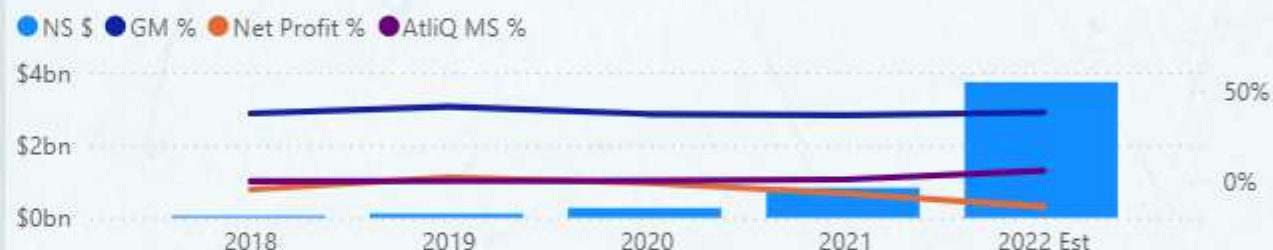
Revenue by Division



Revenue by Channel

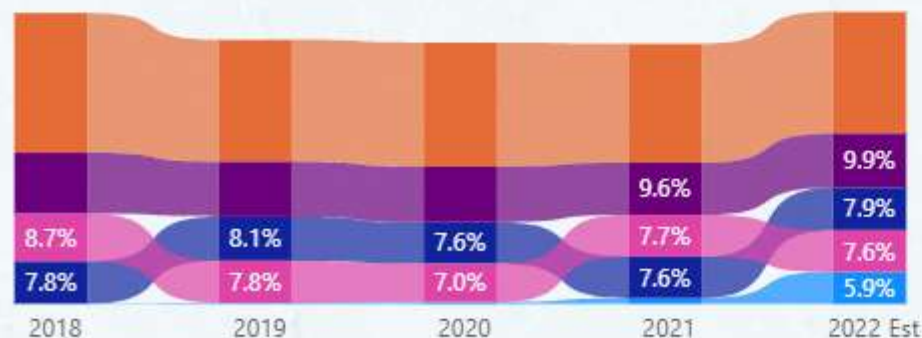


Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.22%
Flipkart	4.1%	33.54%
AtliQ Exclusive	8.6%	45.79%
Atliq e Store	11.8%	37.47%
Amazon	18.6%	37.96%
Total	46.2%	38.44%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47%
AQ BZ Gen Y	4.5%	36.99%
AQ Lite	4.3%	36.47%
AQ Wi Power Dx1	4.4%	36.97%
AQ Wi Power Dx2	5.4%	37.96%
Total	22.9%	37.02%

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

Home

P&L Check

Finance View

Sales View

Marketing View

Supply Chain View

Sales Trend

Executive View

quick valid