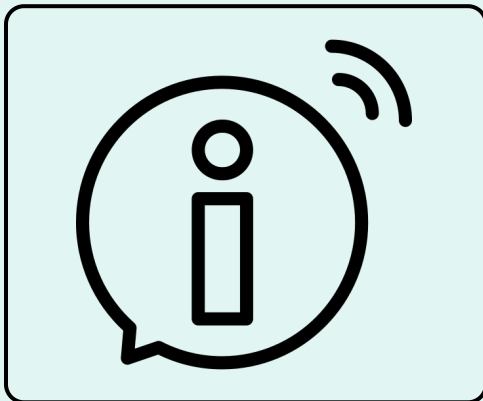




Business Insights 360



Info

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



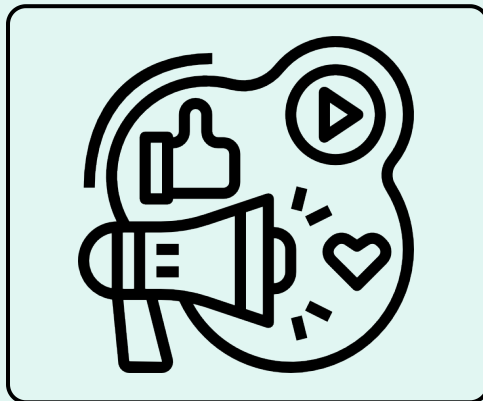
Finance View

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



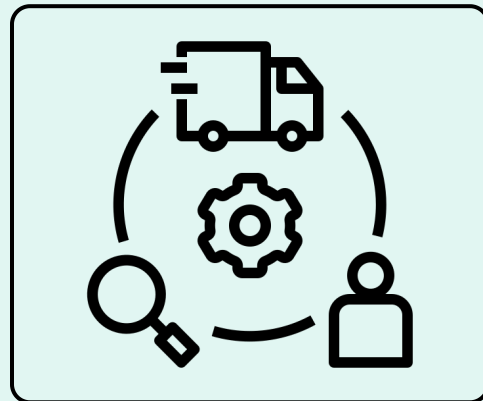
Sales View

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



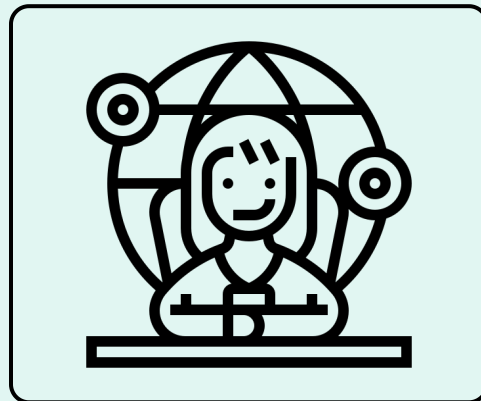
Marketing View

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, product

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%✓

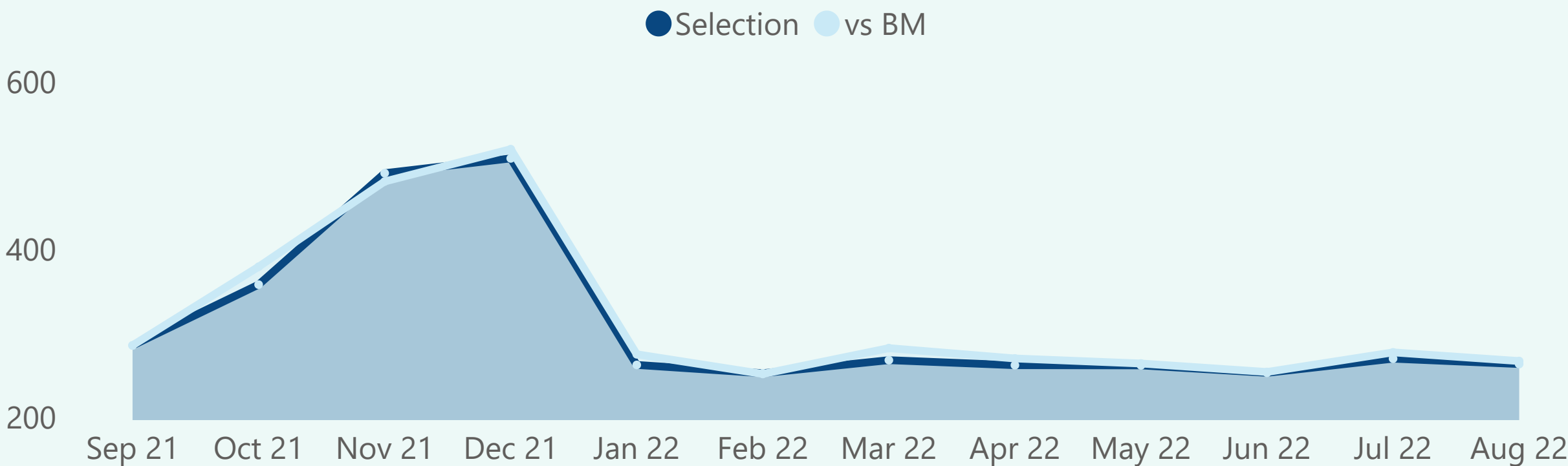
BM: -14.19% (+1.47%)

Net Profit %

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

Net Sales Performance Over Time



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, product

All

2019

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2021

2022
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Q1

Q2

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Q4

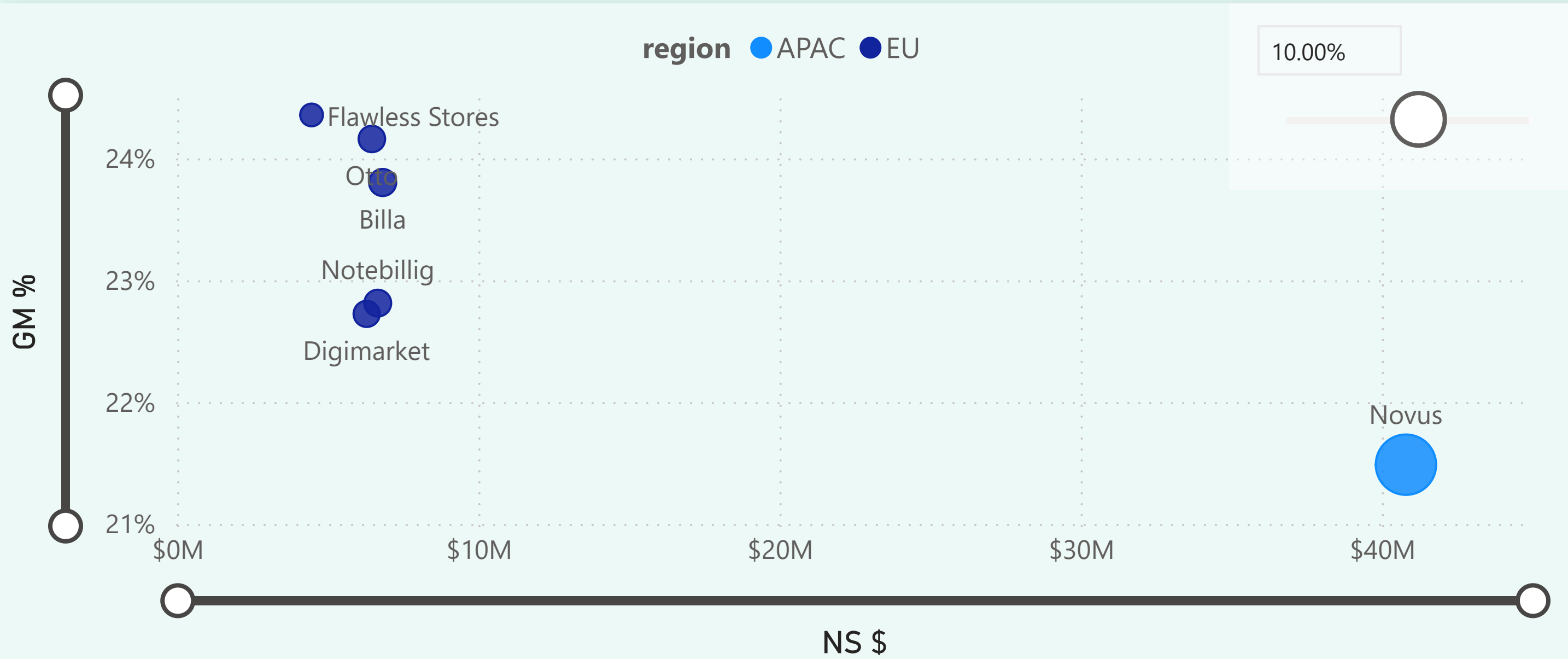
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	\$182.8M	36.78%
AtliQ Exclusive	\$361.1M	\$166.1M	46.01%
Atliq e Store	\$304.1M	\$112.1M	36.88%
Flipkart	\$138.5M	\$58.4M	42.14%
Sage	\$127.9M	\$40.3M	31.53%
Leader	\$117.3M	\$36.0M	30.70%
Neptune	\$105.7M	\$49.4M	46.70%
Ebay	\$91.6M	\$33.1M	36.09%
Acclaimed Stores	\$73.4M	\$29.6M	40.32%
walmart	\$72.4M	\$33.1M	45.66%
Electricalslytical	\$68.0M	\$25.3M	37.24%
Electricalsocity	\$67.8M	\$24.4M	36.03%
Total	\$3,736.2M	\$1,422.9M	38.08%

Performance Matrix

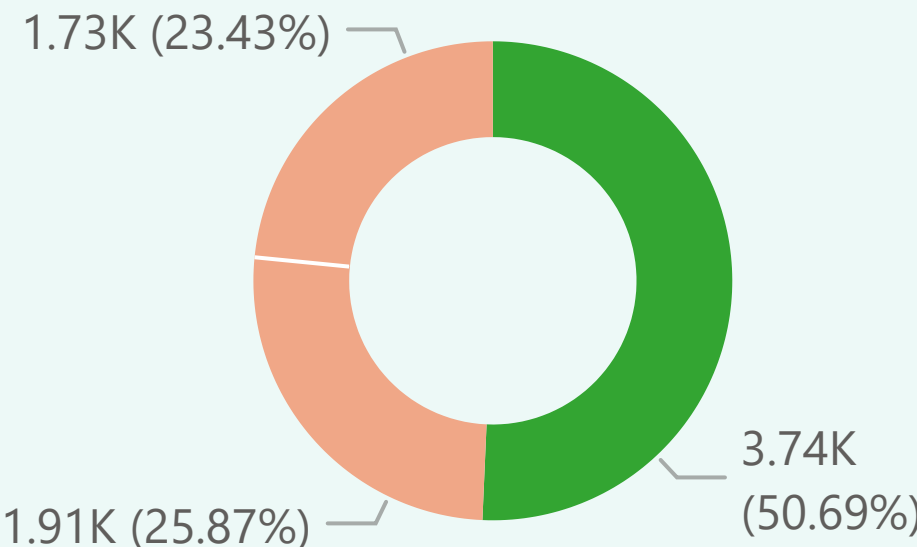


Product Performance

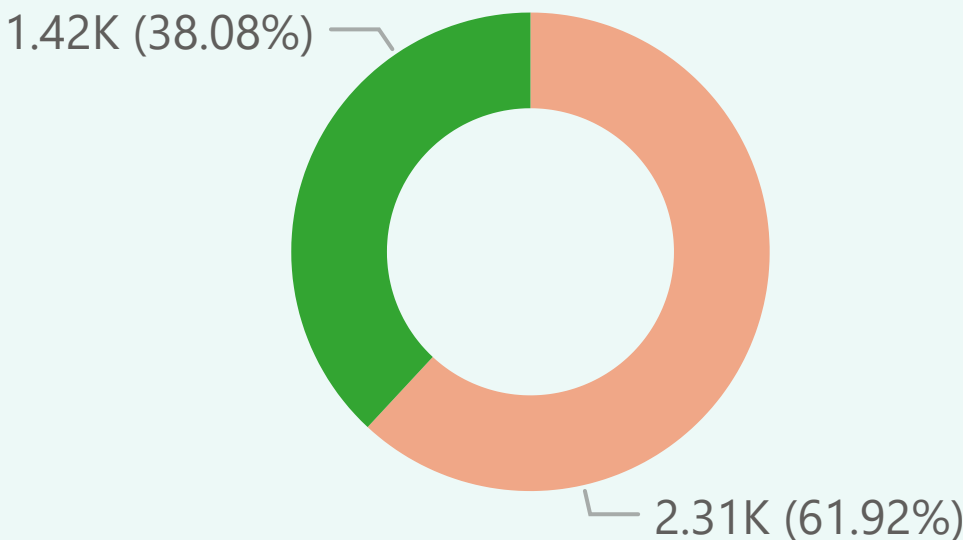
segment	NS \$	GM \$	GM %
Accessories	\$454.1M	\$172.6M	38.01%
Desktop	\$711.1M	\$272.4M	38.31%
Networking	\$38.4M	\$14.8M	38.45%
Notebook	\$1,580.4M	\$601.0M	38.03%
Peripherals	\$897.5M	\$341.2M	38.02%
Storage	\$54.6M	\$20.9M	38.33%
Total	\$3,736.2M	\$1,422.9M	38.08%

Unit Economics

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



● Total COGS ● Gross Margin



vs LY

vs Target



region, market

All

customer

All

segment, category, product

All

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Q1

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Q3

Q4

YTD

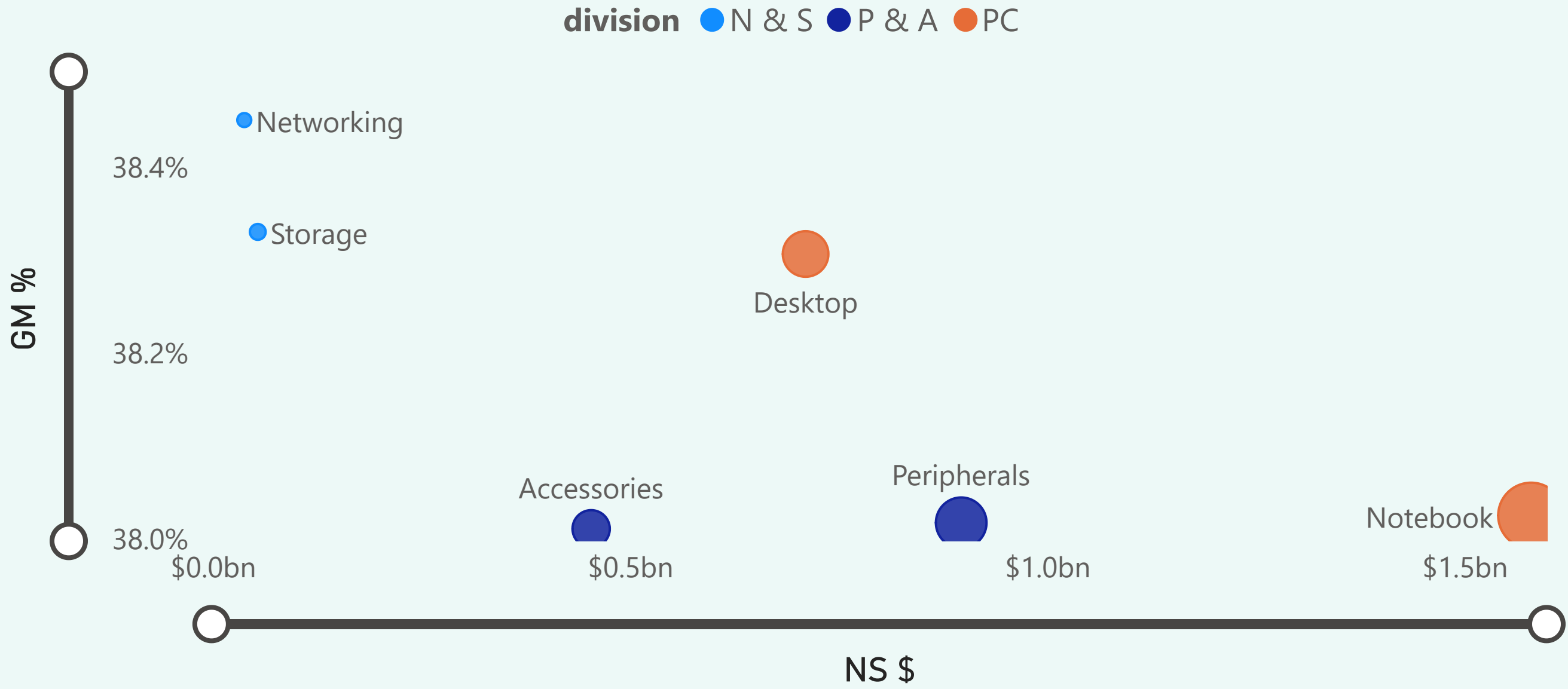
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	\$172.6M	38.01%	-63.8M	-14.05%
Desktop	\$711.1M	\$272.4M	38.31%	-97.8M	-13.75%
Networking	\$38.4M	\$14.8M	38.45%	-5.3M	-13.72%
Notebook	\$1,580.4M	\$601.0M	38.03%	-222.2M	-14.06%
Peripherals	\$897.5M	\$341.2M	38.02%	-125.9M	-14.03%
Storage	\$54.6M	\$20.9M	38.33%	-7.5M	-13.76%
Total	\$3,736.2M	\$1,422.9M	38.08%	-522.4M	-13.98%

Show NP%

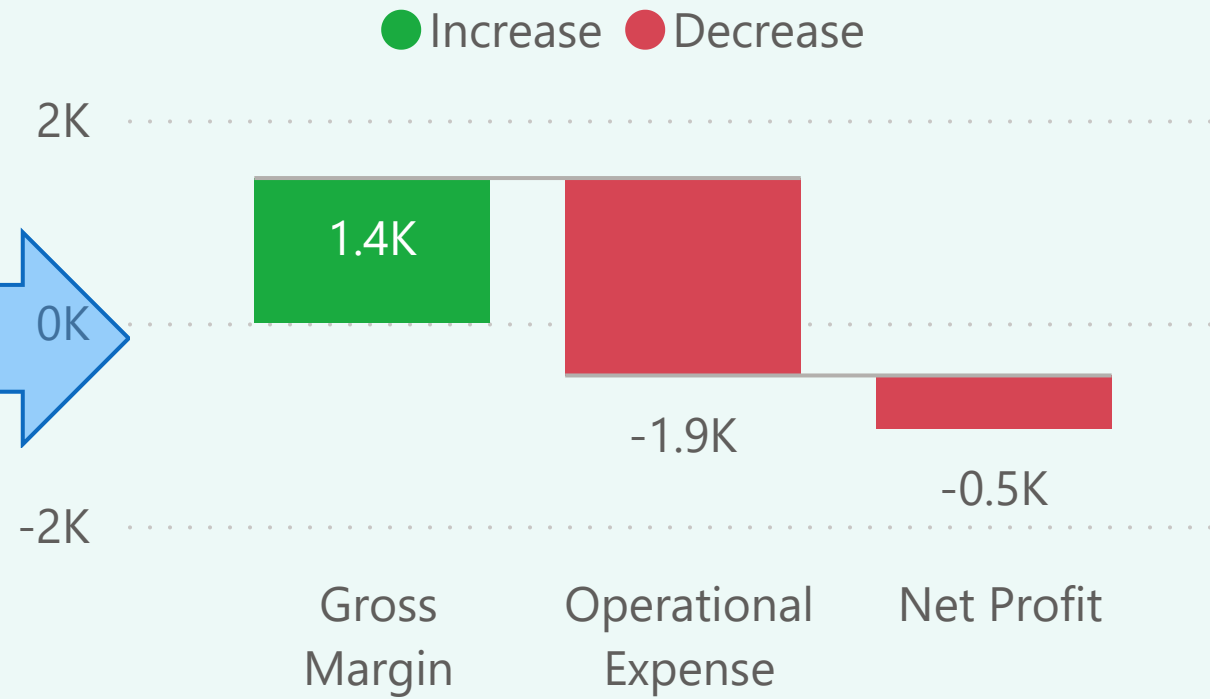
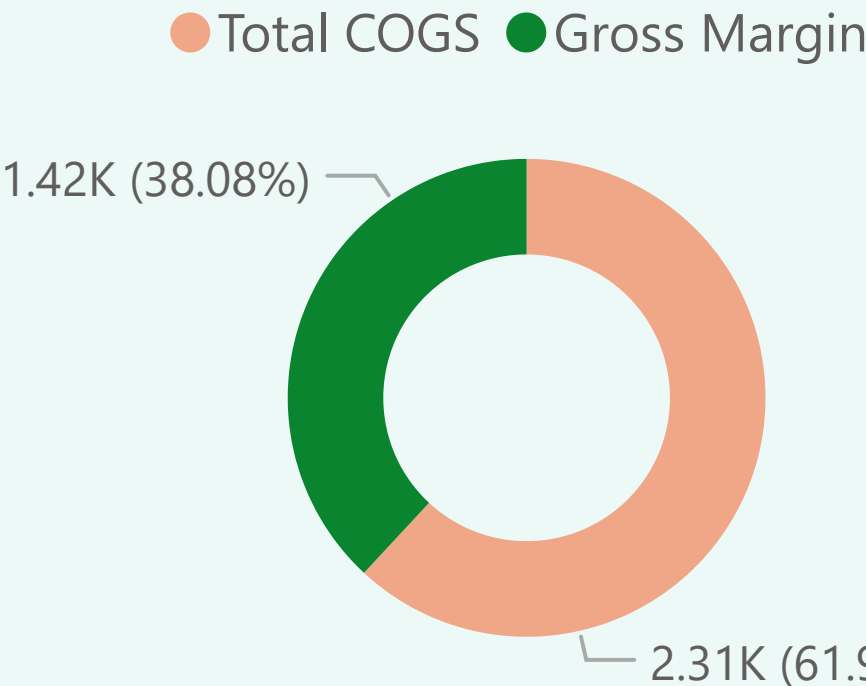
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	\$690.2M	35.88%	-281.2M	-14.62%
EU	\$775.5M	\$267.8M	34.53%	-95.5M	-12.32%
LATAM	\$14.8M	\$5.2M	35.02%	-0.4M	-2.95%
NA	\$1,022.1M	\$459.7M	44.97%	-145.3M	-14.22%
Total	\$3,736.2M	\$1,422.9M	38.08%	-522.4M	-13.98%

Unit Economics





region, market

All

customer

All

segment, category, product

All

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YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

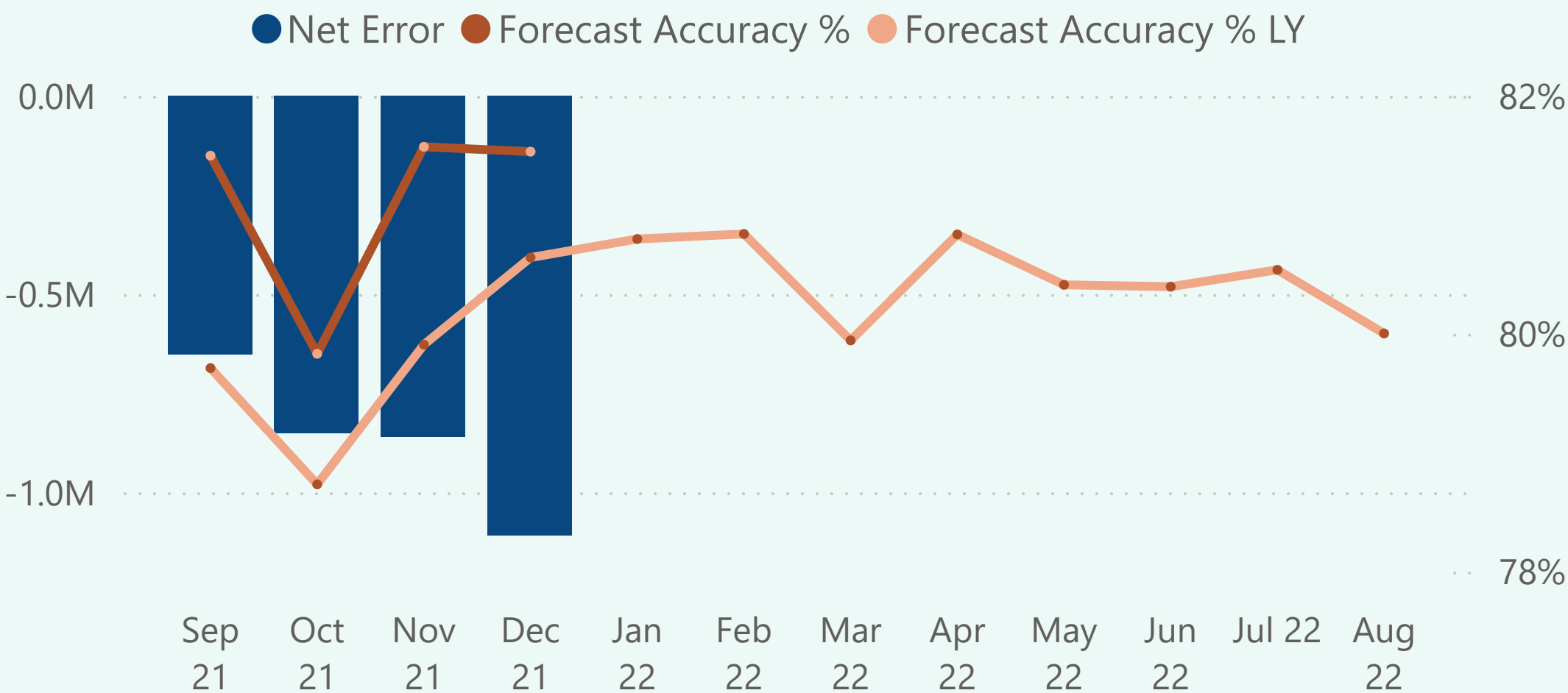
LY: 9780.74K (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulangier	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Costco	51.95%	49.42%	101913	15.8%	EI
Croma	36.58%	42.78%	-77649	-16.5%	OOS
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 Error %	Risk
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

region, market

All

customer

All

segment, category, product

All

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\$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 %

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
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1%	↓	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend : AtliQ & Competition

manufacturer

atliq

bp

dale

innovo

pacer

Revenue By Division

Revenue By Channel

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

Top 5 Customers 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%	↓
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



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?



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.
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](#).