



Business Insights 360

Finance View



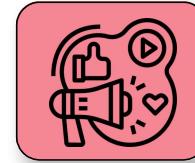
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

Sales View



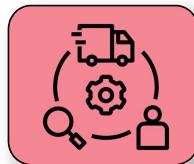
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..

Marketing View



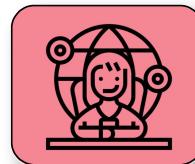
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.

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.

Info



Support



Values are in Dollars & Millions

2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

Filter Section

customer	▼
All	▼

region, market	▼
All	▼

segment, categ...	▼
All	▼

Net Sales

GM %

Net Profit %

Net Sales Performance Over Time

vs LY

vs Target

\$180.64M ✓
BM: 26.30M (+586.82%)

36.51% !
BM: 37.30% (-2.12%)

-6.43% !
BM: -0.82% (-682.74%)

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	364.90	52.42	312.47	596.06
Pre Invoice Deduction	86.35	12.18	74.17	609.20
Net Invoice Sales	278.55	40.25	238.30	592.09
- Post Discounts	61.40	9.33	52.08	558.44
- Post Deductions	36.50	4.62	31.88	689.93
Total Post Invoice Deduction	97.91	13.95	83.96	602.01
Net Sales	180.64	26.30	154.34	586.82
- Manufacturing Cost	109.12	15.68	93.44	596.01
- Freight Cost	4.83	0.71	4.13	584.91
- Other Cost	0.74	0.11	0.64	589.99
Total COGS	114.70	16.49	98.20	595.50
Gross Margin	65.94	9.81	56.13	572.24



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	97.37	586.93
EU	43.70	880.16
LATAM	0.68	88.61
NA	38.89	432.32
Total	180.64	586.82

segment	P & L values	P & L Chg %
Storage	11.98	331.90
Peripherals	36.70	497.35
Notebook	58.29	623.23
Networking	10.08	292.01
Total	180.64	586.82



2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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Filter Section

customer	▼
All	▼

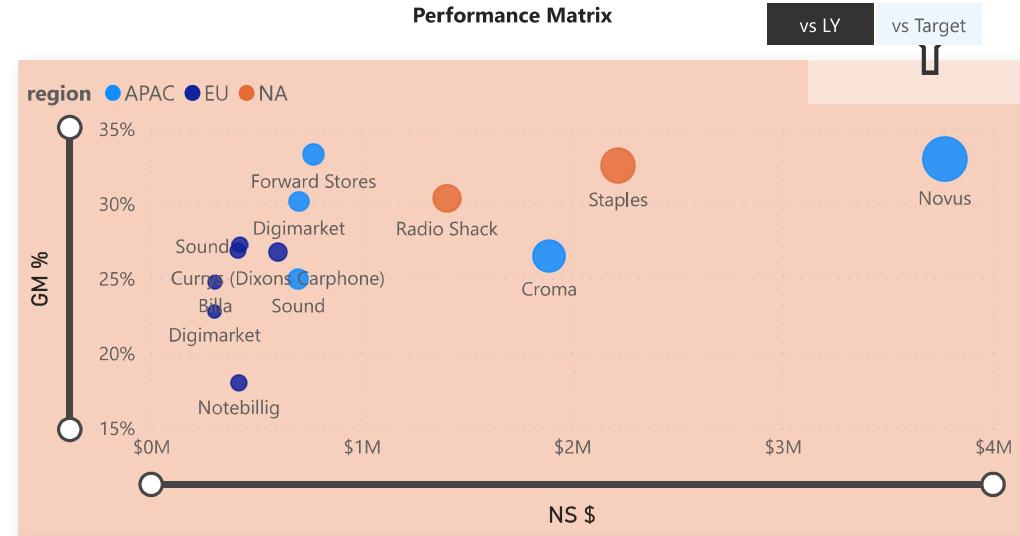
region, market	▼
All	▼

segment, categ...	▼
All	▼

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$22.14M	7.91M	35.71%
AtliQ Exclusive	\$17.51M	7.51M	42.92%
Atliq e Store	\$14.81M	5.55M	37.44%
Sage	\$7.28M	2.54M	34.88%
Neptune	\$6.01M	2.47M	41.13%
Flipkart	\$4.97M	1.50M	30.18%
Ebay	\$4.76M	1.75M	36.71%
Leader	\$4.59M	1.58M	34.29%
Acclaimed Stores	\$4.03M	1.46M	36.11%
Propel	\$3.83M	1.43M	37.29%
Novus	\$3.77M	1.24M	33.01%
Electricalsociety	\$3.37M	1.17M	34.57%
Girias	\$3.21M	1.01M	31.33%
Total	\$180.64M	65.94M	36.51%

Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	\$11.98M	4.40M	36.75%
Networking	\$10.07M	3.69M	36.65%
Peripherals	\$36.70M	13.42M	36.57%
Total	\$180.64M	65.94M	36.51%

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



● Total COGS ● Gross Margin



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Q1	Q2	Q3	Q4

Filter Section

customer	All
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region, market	All
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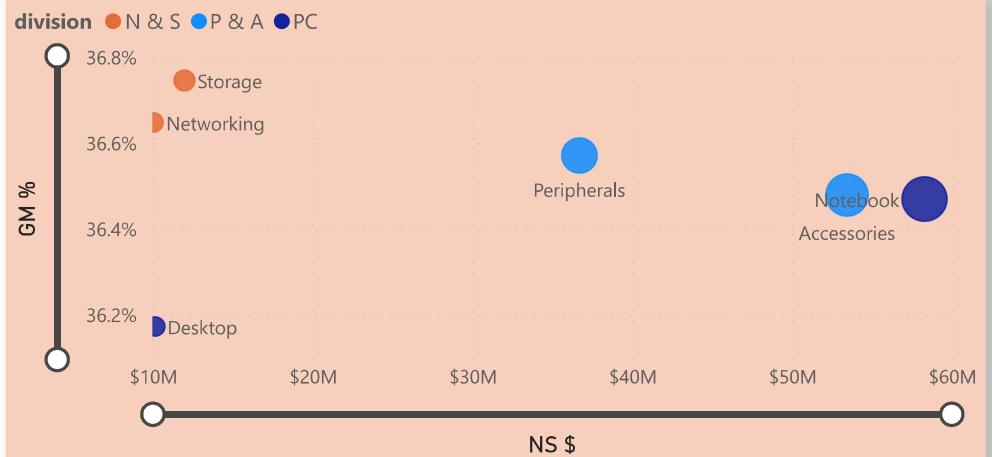
segment, categ...	All
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Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$53.45M	19.50M	36.48%	-3.43M	-6.42%
Desktop	\$10.15M	3.67M	36.17%	-0.71M	-6.97%
Networking	\$10.07M	3.69M	36.65%	-0.64M	-6.32%
Notebook	\$58.29M	21.26M	36.47%	-3.76M	-6.45%
Peripherals	\$36.70M	13.42M	36.57%	-2.32M	-6.31%
Storage	\$11.98M	4.40M	36.75%	-0.76M	-6.37%
Total	\$180.64M	65.94M	36.51%	-11.61M	-6.43%

Show NP %

Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$97.37M	34.40M	35.33%	-6.99M	-7.18%
EU	\$43.70M	16.76M	38.35%	0.58M	1.32%
LATAM	\$0.68M	0.26M	37.54%	0.04M	6.19%
NA	\$38.89M	14.53M	37.35%	-5.24M	-13.48%
Total	\$180.64M	65.94M	36.51%	-11.61M	-6.43%

● Gross Margin ● Total COGS



Unit Economics



2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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Filter Section

customer	▼
All	▼

region, market	▼
All	▼

segment, categ...	▼
All	▼

Forecast Accuracy

80.40%✓
LY: 44.22% (+81.81%)

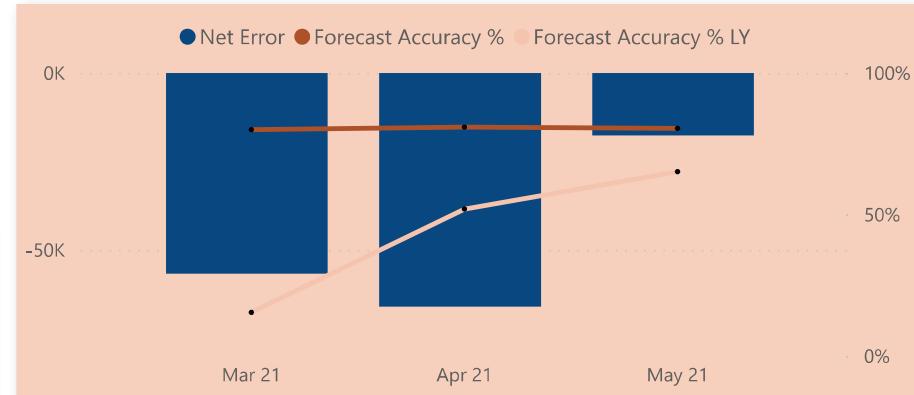
Net Error

-140.3K✓
LY: 2617.4K (-105.36%)

ABS Error

2125.9K✓
LY: 2617.5K (-18.78%)

Accuracy / Net Error Trend



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	58.77%	17.37%	3862	7.1%	EI
Atlas Stores	47.21%	14.13%	18243	27.8%	EI
Boulanger	55.11%	20.42%	16338	19.0%	EI
Chip 7	52.74%	11.92%	16402	14.1%	EI
Chiptec	54.28%	22.12%	18840	22.6%	EI
Coolblue	49.17%	18.98%	24998	29.0%	EI
Costco	54.36%	18.07%	4224	2.5%	EI
Croma	43.69%	19.63%	15678	10.3%	EI
Electricalsara Stores	56.56%	18.64%	4228	11.6%	EI
Electricalslytical	48.44%	15.46%	25197	11.7%	EI
Total	80.40%	44.22%	-140349	-1.3%	OOS

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.95%	38.51%	322592	-6.37%	EI
Total	80.40%	44.22%	-140349	-6.43%	OOS



Filter Section

2019	2020	2021	2022 Est
------	------	------	----------

Q1	Q2	Q3	Q4
----	----	----	----

customer	All
----------	-----

region, market	All
----------------	-----

segment, categ...	All
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Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$19.8M	11.0%	38.7%	4.4%	3.6%	10.2%	EI
ANZ	\$9.3M	5.1%	38.5%	7.4%	0.3%	-3.1%	OOS
ROA	\$43.2M	23.9%	38.2%	7.9%	1.5%	-20.3%	OOS
NE	\$23.9M	13.2%	38.0%	-1.2%	1.2%	11.0%	EI
LATAM	\$0.7M	0.4%	37.5%	6.2%	0.0%	7.0%	EI
NA	\$38.9M	21.5%	37.4%	-13.5%	0.8%	-5.4%	OOS
Total	\$180.6M	100.0%	36.5% 	-6.4%	1.1%	-1.3%	OOS

Revenue by Division

P & A	49.9%
PC	37.89%
N & S	12.21%

Revenue by Channel

Retailer	69.36%
Direct	17.89%
Distributor	12.75%

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

NS \$	\$0.1bn
GM %	20%
Net Profit %	40%
AtliQ MS %	0%

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

atliq	21.8%
bp	~10%
dale	~5%
innovo	~3%
pacer	~1%

Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	12.3%	35.71%
Atliq e Store	8.2%	37.44%
Total	37.5%	38.34%

Top 5 Products by Revenue

product	RC %	GM %
AQ Trigger	3.3%	36.91%
AQ Qwertv	3.3%	37.18%
Total	16.4%	36.61%

Icons

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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](#).



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