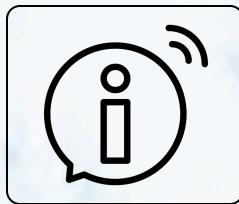




# Business Insights 360



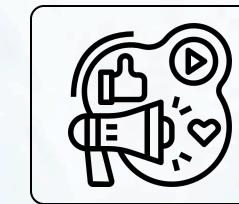
Info



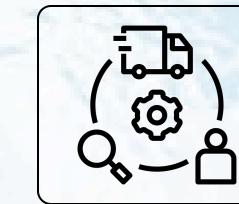
Finance View



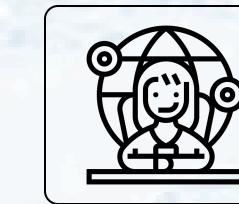
Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

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

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



region, market ▼  
customer ▼  
segment, categor... ▼

All

All ▼  
All ▼

All ▼

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3.74bn✓  
BM: 823.85M (+353.5%)

38.08%✓  
BM: 36.49% (+4.37%)

-13.98%!  
BM: -6.63% (-110.79%)

Net Sales

GM %

Net Profit %

## Profit &amp; Loss Statement

Line Item	2022Est	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



## Top / Bottom Products &amp; Customers by Net Sales

region	P & L	P & L YOY	segment	P & L Values	P & L YOY
	Values	chg%			
+ APAC	1,923.77	335.27	+ Accessories	454.10	85.46
+ EU	775.48	286.26	+ Desktop	711.08	1,431.55
+ LATAM	14.82	368.40	+ Networking	38.43	-14.89
+ NA	1,022.09	474.40	+ Notebook	1,580.43	493.06
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>	+ Peripherals	897.54	439.03
			+ Storage	54.59	0.32
			<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM=Benchmark, LY=Last Year, COGS= Cost of Goods Sold





region, market ▼ customer ▼ segment, categor... ▼

All	All	All
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2019	2020	2021	2022Est
Q1	Q2	Q3	Q4
YTD	YTG		

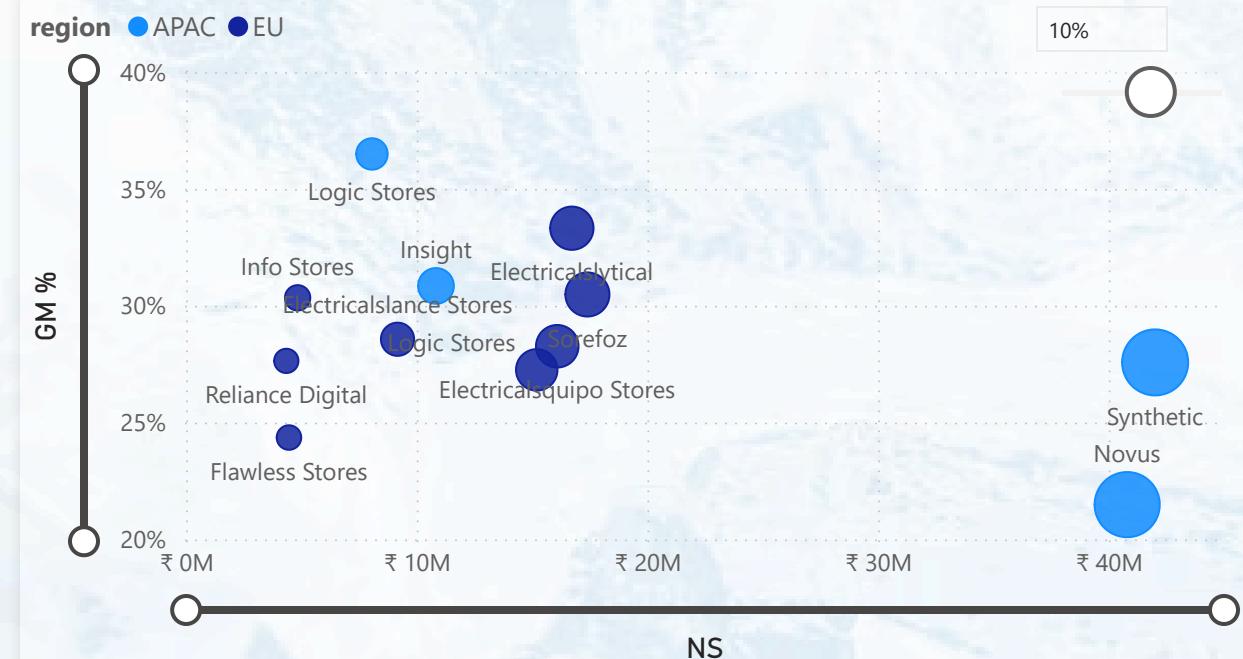
### Profit & Loss Statement

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%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

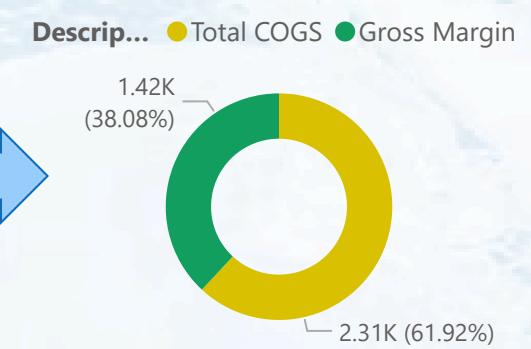
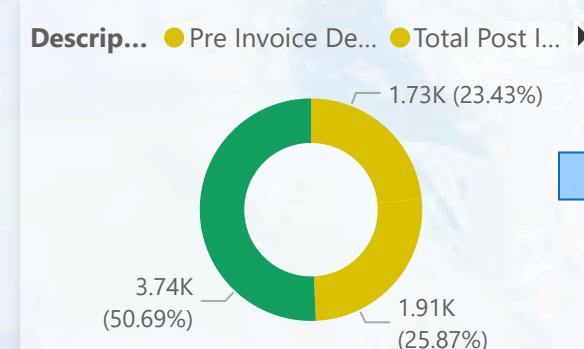
### Product Performance

segment	NS	GM	GM %
[+] Networking	₹ 38.43M	14.78M	38.45%
[+] Storage	₹ 54.59M	20.93M	38.33%
[+] Accessories	₹ 454.10M	172.61M	38.01%
[+] Desktop	₹ 711.08M	272.39M	38.31%
[+] Peripherals	₹ 897.54M	341.22M	38.02%
[+] Notebook	₹ 1,580.43M	600.96M	38.03%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Metric



### Unit Economics



vs LY

vs Target



region, market ▼  
customer ▼  
segment, categor... ▼

All

All ▼  
All ▼  
All ▼

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

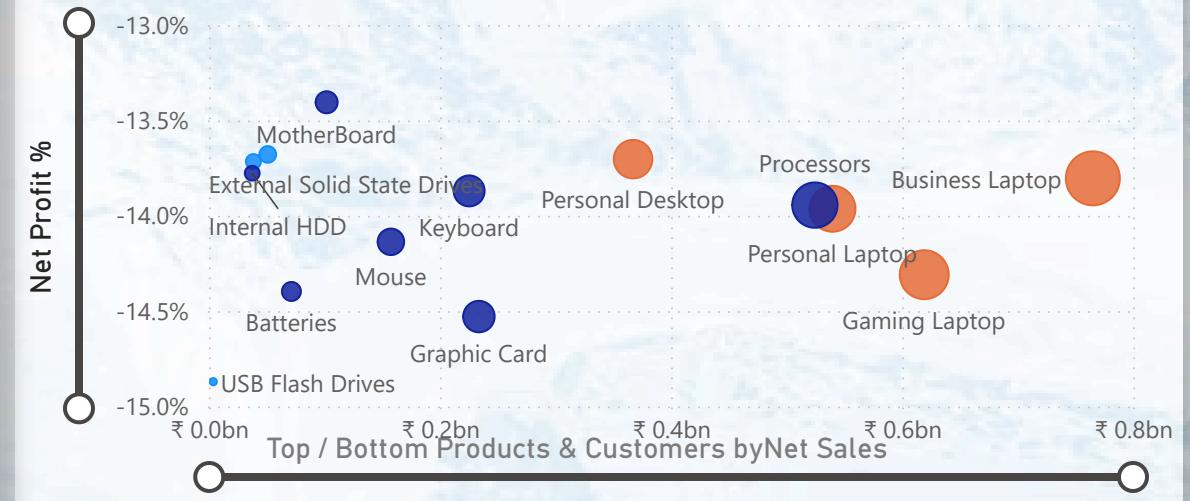
## Product Performance

segment	NS	GM	GM %	Net Profit	Net Profit %
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show GM %

## Performance Matrix

division ● N & S ● P & A ● PC

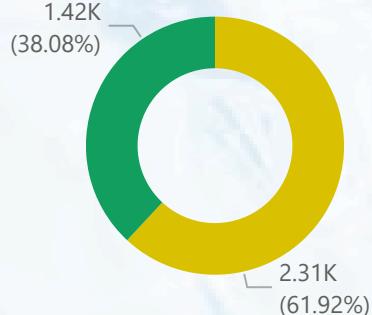


## Region / Market / Customer Performance

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%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## Unit Economics

Description... ● Total COGS ● Gross Margin





region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17% ✓  
LY: 80.21% (+1.2%)-3472.69K ✓  
LY: -751.71K (-361.97%)6899.0K ✓  
LY: 9780.7K (-29.46%)

## Forecast Accuracy

## Net Error

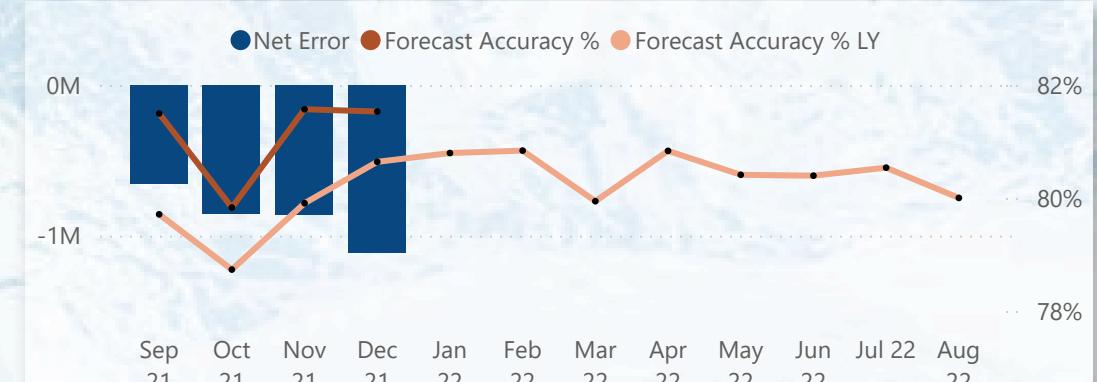
## ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
----------	---------------------	-----------	-------------	------------------------	------

Acclaimed Stores	57.74%	83037	10.74%	50.69%	EI
All-Out	43.96%	-150	-0.32%	29.09%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
AtliQ Exclusive	70.35%	-359242	-11.91%	71.69%	OOS
BestBuy	46.60%	81179	16.72%	35.31%	EI
Billa	42.63%	3704	3.91%	18.29%	EI
Boulanger	52.69%	-48802	-20.21%	58.77%	OOS
Chip 7	34.56%	-85293	-35.01%	53.44%	OOS
Chiptec	50.49%	-20102	-11.36%	52.54%	OOS
Circuit City	46.17%	85248	16.55%	35.02%	EI
Control	52.06%	64731	13.01%	47.42%	EI
Coolblue	47.66%	-34790	-15.34%	52.95%	OOS
Costco	51.95%	101913	15.79%	49.42%	EI
Croma	36.58%	-77649	-16.54%	42.78%	OOS
Currys (Dixons Carphone)	54.29%	8104	6.00%	35.92%	EI
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>80.21%</b>	<b>OOS</b>

## Accuracy / Net Error Trend



## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
<b>▼</b>					
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
Accessories	87.42%	77.66%	341468	1.72%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>





region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

vs LY

vs Target

₹ 3.74bn✓

BM: 823.85M (+353.5%)

38.08%✓

BM: 36.49% (+4.37%)

-13.98%!

BM: -6.63% (-110.79%)

81.17%✓

LY: 80.21% (+1.2%)



Net Sales

GM %

Net Profit %

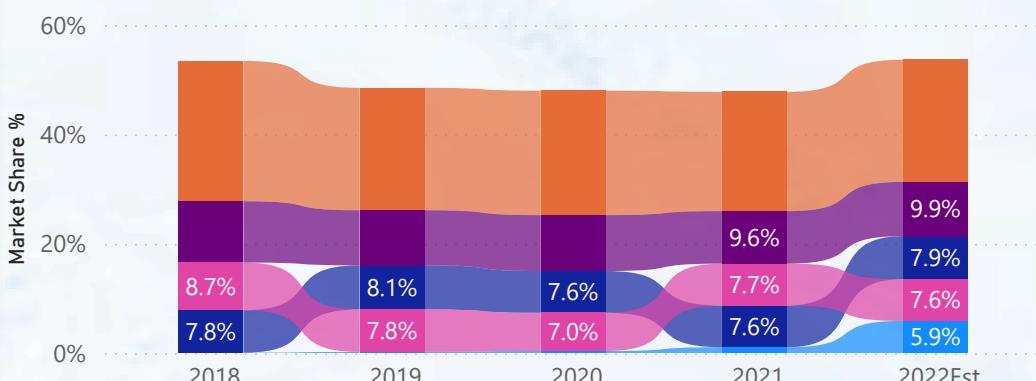
Forecast Accuracy

## 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
LATAM	₹ 14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
<b>Total</b>	<b>₹ 3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>	

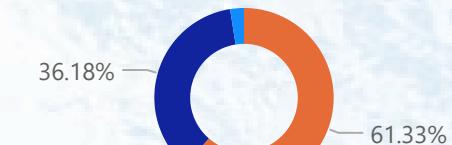
## PC Market Share Trend - AtliQ &amp; Competitors

Manufacturer atliq bp dale innovo pacer



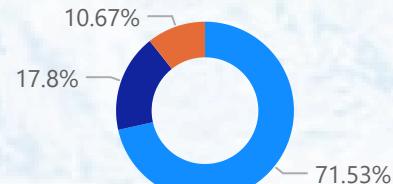
## Revenue by Division

● PC ● P &amp; A ● N &amp; 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%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

## Top 5 Products by Revenue

product RC % GM %

AQ Smash 2	4.1%	37.40%
AQ Smash 1	3.8%	37.43% ↓
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

BM=Benchmark, LY=Last Year, EI= Excess Inventory, OOS= Out of Stock, RC= Revenue Contribution, MS=Market Share



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



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?