

business insight 360

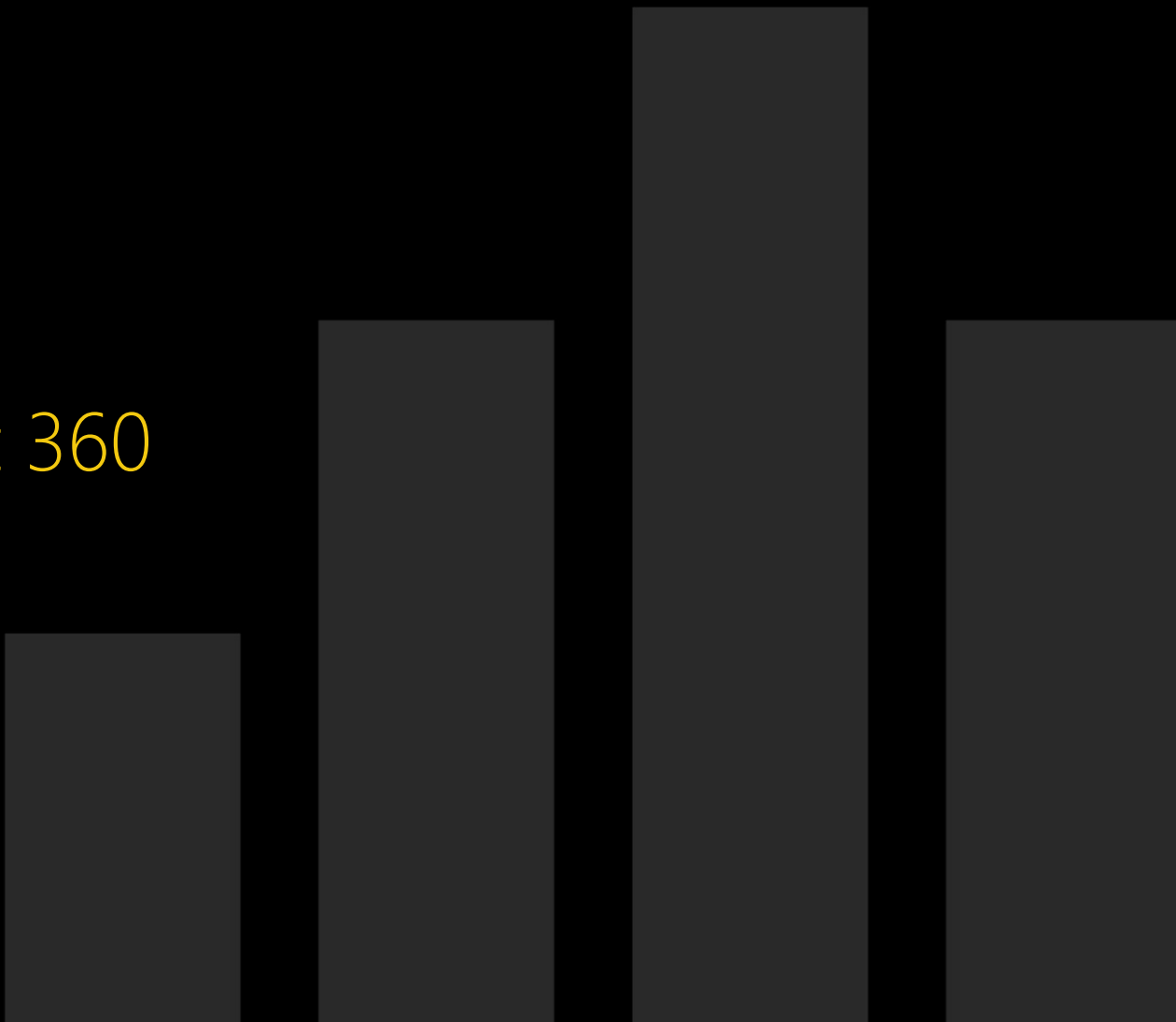
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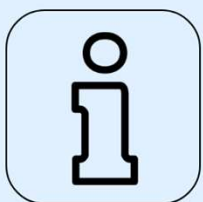
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BUSINESS INSIGHTS 360



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 of any time period and More



Sales View

Analyze the performance of your customers over key metrics like Net Sales, Gross Margin, and view the same in **profitability and growth matrix**



Marketing

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 dimension of business.



Support

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



region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales performance over time

vs LY

vs Target

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales**38.08% !**

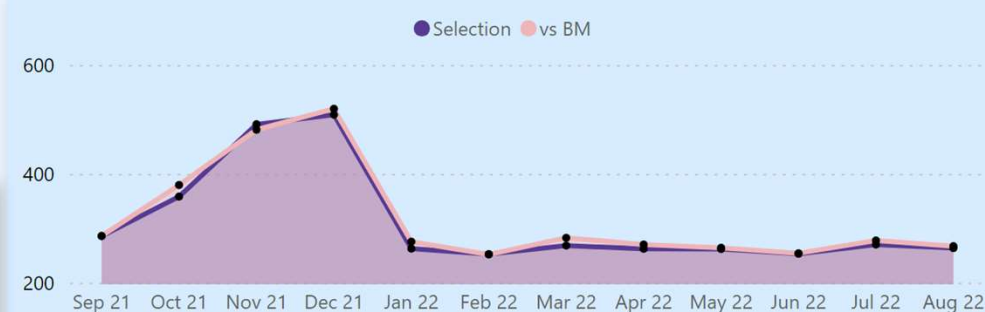
BM: 38.34% (-0.66%)

Gross Margin %**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit %**Profit & 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	-540.27	17.84	3.30
Net Profit %	-13.98	-14.19	0.21	1.47

**Top/Bottom Customers & Product by Net Sales**

region	P & L Values	P&LChg YOY%
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&LChg YOY%
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	

LY=Last Year, BM=Benchmark



region, market

All

customer

All

segment, category, product

All

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Performance Matrix

region APAC EU NA



Customer Performance

customer	Net Sales \$	Gross Margin \$	Gross Margin %
Acclaimed Stores	\$73.4M	29.58M	40.32%
All-Out	\$4.4M	1.68M	38.17%
Amazon	\$496.9M	182.77M	36.78%
Argos (Sainsbury's)	\$13.7M	5.30M	38.70%
Atlas Stores	\$17.1M	5.43M	31.66%
Atliq e Store	\$304.1M	112.15M	36.88%
AtliQ Exclusive	\$361.1M	166.15M	46.01%
BestBuy	\$49.3M	22.15M	44.89%
Billa	\$6.8M	1.62M	23.80%
Total	\$3,736.2M	1,422.88M	38.08%

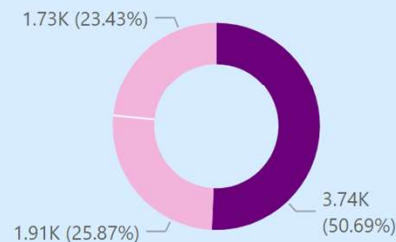
Product Performance

segment	Net Sales \$	Gross Margin \$	Gross Margin %
Accessories	\$454.1M	172.61M	38.01%
Desktop	\$711.1M	272.39M	38.31%
Networking	\$38.4M	14.78M	38.45%
Notebook	\$1,580.4M	600.96M	38.03%
Peripherals	\$897.5M	341.22M	38.02%
Storage	\$54.6M	20.93M	38.33%
Total	\$3,736.2M	1,422.88M	38.08%

Unit Economics

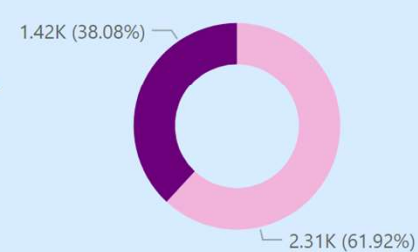
P & L Values by Description

Net Sales Total Post Invoice ... Pre Invoice D...



P & L Values by Description

Total COGS Gross Margin



vs LY

vs Target



region, market

All

customer

All

segment, category, product

All

2018

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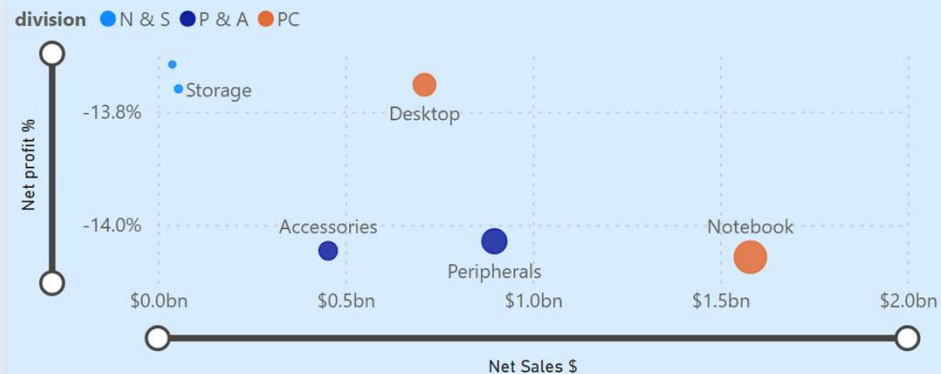
YTG

Product Performance

segment	Net Sales \$	Gross Margin \$	Gross Margin %	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%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show GM%

Performance Matrix

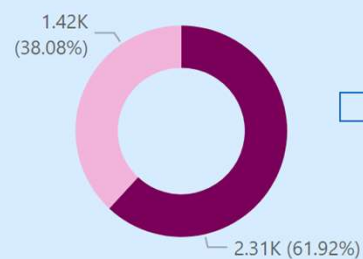


Region/Market/Customer Performance

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

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category, product

All

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81.17%✓

LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)
Net Error

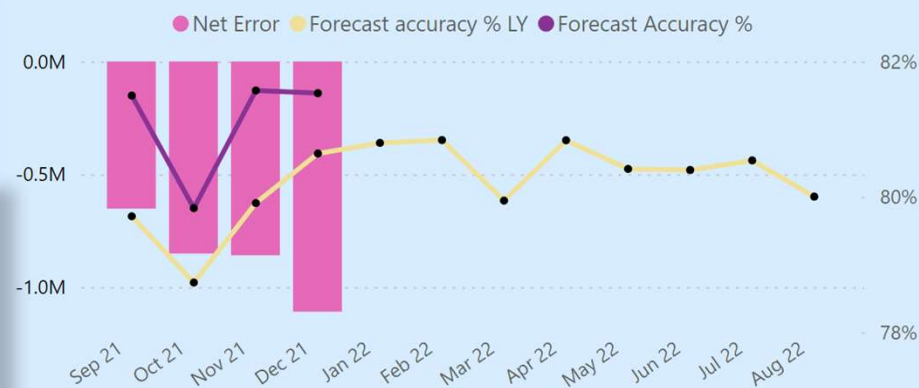
6899.0K✓

LY: 9780.7K (-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	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Digimarket	28.21%	40.70%	85228	16.50%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy/Net Error Trend



Key Metrics By Products

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

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



region, market

All

customer

All

segment, category, product

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vs Target

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\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34%

(-0.66%)

Gross Margin %

-13.98%✓

BM: -14.19%

(+1.47%)

Net Profit %

81.17%✓

BM: 80.21%

(+1.2%)

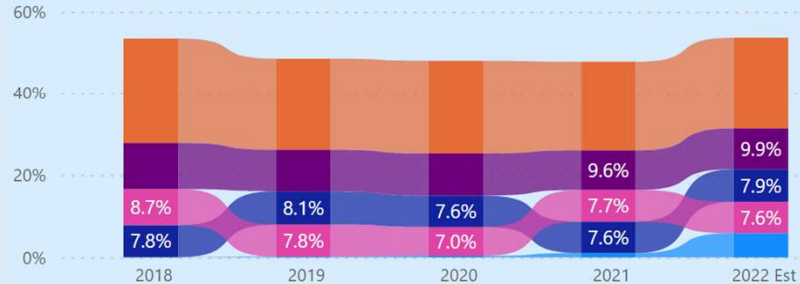
Forecast Accuracy

Key Insights By Sub Zone

SubZone	Net Sales \$	RC%	Gross Margin %	Net profit %	Market Share %	Net Error %	GM % Variance	Risk
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	0.46%	EI
NA	\$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.4%	1.20%	EI
ANZ	\$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.6%	0.83%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	-0.96%	OOS
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	0.17%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	0.49%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	0.27%	OOS
Total	\$3,736.2M	100.0%	38.1% ↓	-14.0%	5.9%	-9.5%	0.25%	OOS

Market Share Trend AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



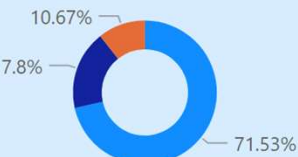
Revenue By Division

division PC P & A N & S



Revenue By Channel

channel Retailer Direct Distributor



Yearly Trend by Revenue, NP%,GM%,%Market Share

Net Sales \$ Net profit % Gross Margin % AtliQ % market share



Top 5 Products by Revenue

product	RC%	Gross Margin %
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% ↓

Top 5 Customers by Revenue

customer	Gross Margin %	RC%
Sage	31.53% ↓	3.4%
Flipkart	42.14%	3.7%
AtliQ Exclusive	46.01%	9.7%
AtliQ e Store	36.88% ↓	8.1%
Amazon	36.78% ↓	13.3%
Total	39.19%	38.2%

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

BUSINESS INSIGHTS 360 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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