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, pr...: All

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

$3.74bn ✓
BM: $823.85M (+353.5%)
Net Sales

38.08% ✓
BM: 36.49% (+4.37%)
Gross Margin %

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

Net Sales Performance Over Time

vs LY | vs Target

Profit and Loss Statement

Line Item	2022 Est	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

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	**3,736.17**	**353.50**

segment	P & L values	P & L Chg %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Networking	38.43	-14.89
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Total	**3,736.17**	**353.50**

BM = Benchmark, LY = Last Year

region, market: All | customer: All | segment, category,...: All

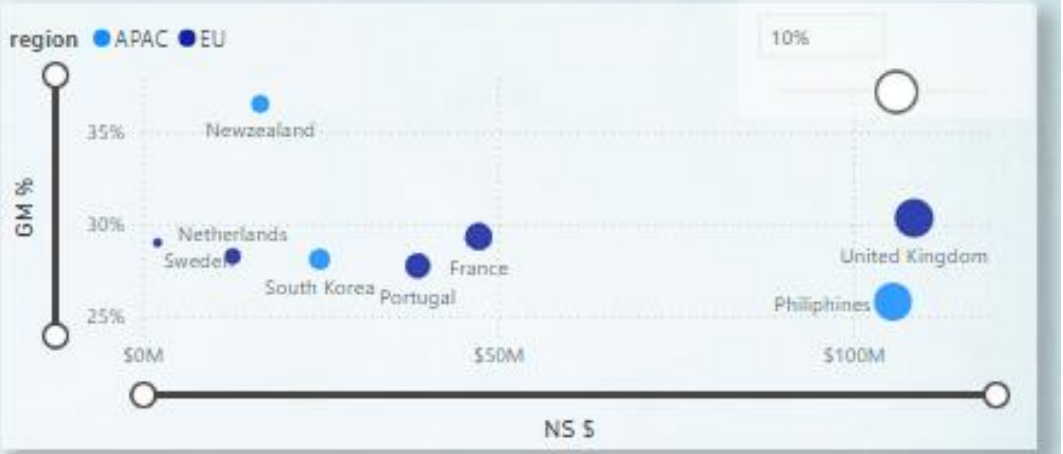
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

Customer Performance

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%
[illegible]	[illegible]	[illegible]	[illegible]
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Matrix



Product Performance

segment	NS $	GM $	GM %
Accessories	$454.10M	$172.61M	38.01%
Peripherals	$897.54M	$341.22M	38.02%
Notebook	$1,580.43M	$600.96M	38.03%
Desktop	$711.08M	$272.39M	38.31%
Storage	$54.59M	$20.93M	38.33%
Networking	$38.43M	$14.78M	38.45%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Unit Economics

region, market: All | customer: All | segment, category...: All

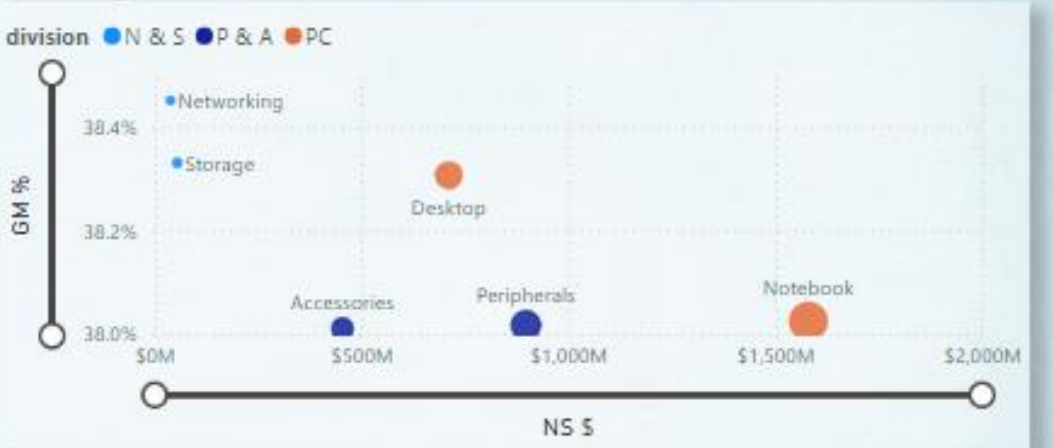
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Product Performance

segment	NS $	GM $	GM %	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%
Storage	$54.59M	$20.93M	38.33%	($7.51M)	-13.76%
Networking	$38.43M	$14.78M	38.45%	($5.27M)	-13.72%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**($522.42M)**	**-13.98%**

Show NP %

Performance Matrix



Region / Market / Customer Performance

region	NS $	GM $	GM %	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

region, market: All | customer: All | segment, category...: All

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

80.21% ✓
LY: 72.99% (+9.88%)
Forecast Accuracy

-751.7K ✓
LY: 491.6K (-252.91%)
Net Error

9780.7K !
LY: 5743.2K (+70.3%)
Absolute Error

Accuracy / Net Error Trend

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Atlas Stores	48.16%	39.19%	99521	29.6%	EI
Boulanger	58.77%	38.12%	81786	18.3%	EI
Chip 7	53.44%	41.32%	95124	18.8%	EI
Chiptec	52.54%	27.04%	72175	22.1%	EI
Coolblue	52.95%	43.16%	116840	26.9%	EI
Croma	42.78%	35.49%	45046	6.0%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.4%	EI
Electricalslytical	50.82%	39.26%	130903	12.2%	EI
Electricalsocity	50.35%	42.87%	9221	0.9%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	EI
Elite	51.48%	40.14%	4296	1.4%	EI
Epic Stores	52.19%	38.40%	11914	3.8%	EI
Euronics	60.79%	42.25%	58391	15.3%	EI
Expert	60.67%	48.84%	69286	12.0%	EI
Expression	44.32%	37.52%	2997	0.4%	EI
Ezone	44.11%	33.17%	26876	3.5%	EI
Flawless Stores	56.29%	38.59%	20844	13.5%	EI
Total	**80.21%**	**72.99%**	**-751714**	**-1.5%**	**OOS**

Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Storage	83.54%	81.01%	1507656	15.8%	EI
⊞ Peripherals	83.23%	75.18%	-318194	-5.9%	OOS
⊞ Notebook	79.99%	76.65%	-51254	-4.0%	OOS
⊞ Networking	90.40%	52.50%	227056	8.2%	EI
⊞ Desktop	84.37%	70.07%	16205	11.2%	EI
⊞ Accessories	77.66%	71.42%	-2133183	-7.1%	OOS
Total	**80.21%**	**72.99%**	**-751714**	**-1.5%**	**OOS**

region, market: All | customer: All | segment, category...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

$3.74bn !	38.08% !	-13.98% ✓	81.17% ✓
BM: $3.81bn (-1.86%)	BM: 38.34% (-0.66%)	BM: -14.19% (+1.47%)	BM: 80.21% (+1.2%)
Net Sales	Gross Margin %	Net Profit %	Forecast Accuracy

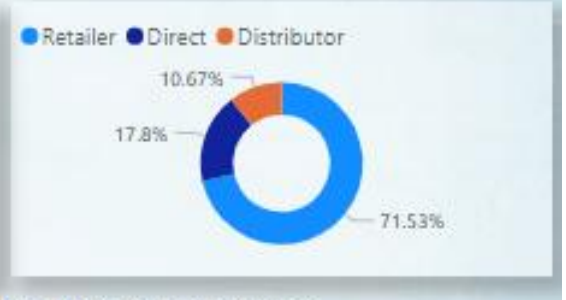
Key Insights by Sub Zone

sub_zone	NS $	RC %	GM %	Atliq MS %	Net Profit %	Net Error %	Risk
SE	$317.8M	8.5%	37.0% ↓	16.4%	-4.0%	-55.5%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	1.4%	-7.4%	-37.6%	OOS
India	$945.3M	25.3%	35.8%	13.3%	-23.0%	-24.4%	OOS
ROA	$788.7M	21.1%	34.2% ↓	8.3%	-6.3%	-4.6%	OOS
NE	$457.7M	12.3%	32.8% ↓	6.8%	-18.1%	-4.6%	OOS
LATAM	$14.8M	0.4%	35.0% ↓	0.3%	-2.9%	3.4%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**5.9%**	**-14.0%**	**-9.5%**	**OOS**

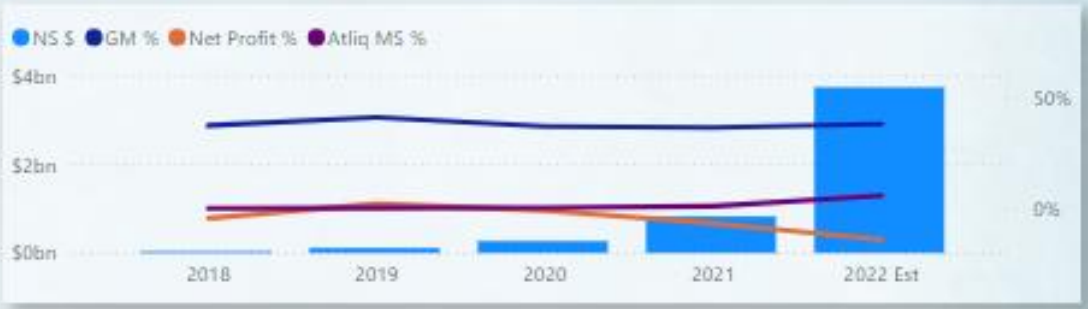
PC Market Share Trend - AtliQ & Competitors

Revenue by Division

Revenue by Channel



Yearly Trend by Revenue, GM %, NP %, 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 HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40% ↓
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43% ↓
Total	**23.2%**	**38.06%** ↓

BM = Benchmark, LY = Last Year, EI = Excess Inventry, OOS = Out of Stock