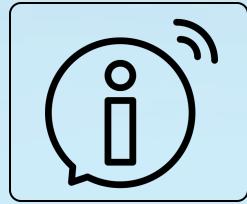




# Business Insight 360



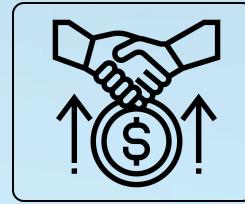
## Info

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



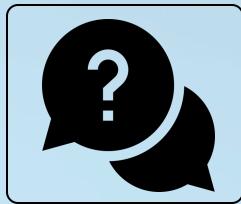
## Finance View

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



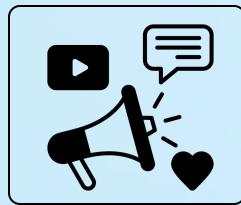
## Sales View

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



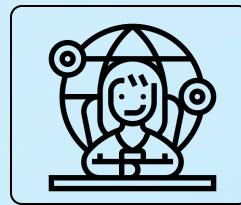
## Support

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



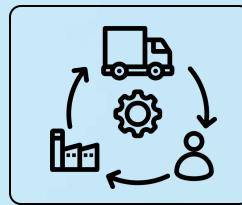
## Marketing View

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



## Executive View

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



## Supply Chain View

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



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022  
Est

Last Year

Target

Q1

Q2

Q3

Q4

YTD

YTG

**3,736.17M** ✓

BM: 823.85M (+353.5%)

Net Sales

**38.08%** ✓

BM: 36.49% (+4.37%)

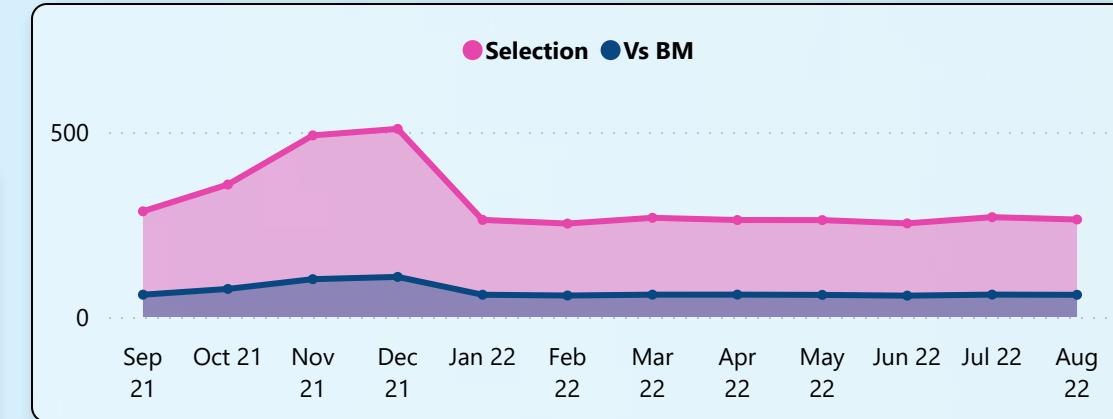
GM%

**-13.98%** !

BM: -6.63% (-110.79%)

Net profit %

## Net Sales Performance over Time



## Profit and Loss Statement

Line Item	2022 Est	BM	CHNG	CHNG %
<b>Gross Sales</b>	<b>7,370.14</b>	<b>1,664.64</b>	<b>5,705.50</b>	<b>342.75</b>
<b>Pre Invoice Deduction</b>	<b>1,727.01</b>	<b>392.50</b>	<b>1,334.51</b>	<b>340.00</b>
<b>Net Invoice Sales</b>	<b>5,643.13</b>	<b>1,272.13</b>	<b>4,370.99</b>	<b>343.59</b>
- Post Discounts	<b>1,243.54</b>	<b>281.64</b>	<b>961.90</b>	<b>341.54</b>
- Post Deductions	<b>663.42</b>	<b>166.65</b>	<b>496.77</b>	<b>298.09</b>
<b>Total Post Invoice Deduction</b>	<b>1,906.95</b>	<b>448.29</b>	<b>1,458.67</b>	<b>325.39</b>
<b>Net Sales</b>	<b>3,736.17</b>	<b>823.85</b>	<b>2,912.32</b>	<b>353.50</b>
- Manufacturing Cost	<b>2,197.28</b>	<b>497.78</b>	<b>1,699.50</b>	<b>341.42</b>
- Freight Cost	<b>100.49</b>	<b>22.05</b>	<b>78.43</b>	<b>355.64</b>
- Other Cost	<b>15.52</b>	<b>3.39</b>	<b>12.14</b>	<b>358.03</b>
<b>Total COGS</b>	<b>2,313.29</b>	<b>523.22</b>	<b>1,790.07</b>	<b>342.13</b>
<b>Gross Margin</b>	<b>1,422.88</b>	<b>300.63</b>	<b>1,122.25</b>	<b>373.30</b>
<b>Gross Margin %</b>	<b>38.08</b>	<b>36.49</b>	<b>1.59</b>	<b>4.37</b>
<b>GM / Unit</b>	<b>15.76</b>	<b>5.99</b>	<b>9.77</b>	<b>162.95</b>
<b>Operational Expenses</b>	<b>-1,945.30</b>	<b>-355.28</b>	<b>-1,590.02</b>	<b>447.54</b>
<b>Net Profit</b>	<b>-522.42</b>	<b>-54.65</b>	<b>-467.77</b>	<b>855.93</b>
<b>Net Profit%</b>	<b>-13.98</b>	<b>-6.63</b>	<b>-7.35</b>	<b>110.79</b>

## Top/Bottom products & Customers by Net Sales

segment	P & L Values	YOY %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networkin	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

region	P & L Values	YOY %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM is Benchmark, LY= Last Year , GM = Gross Margin, YOY % = Year on Year % Change



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

Last Year

Target

**3,736.17M**

BM: 823.85M (+353.5%)

**1,422.88M**

BM: 300.63M (+373.3%)

**38.08%**

BM: 36.49% (+4.37%)

Net Sales

Gross Margin

Gross Margin %

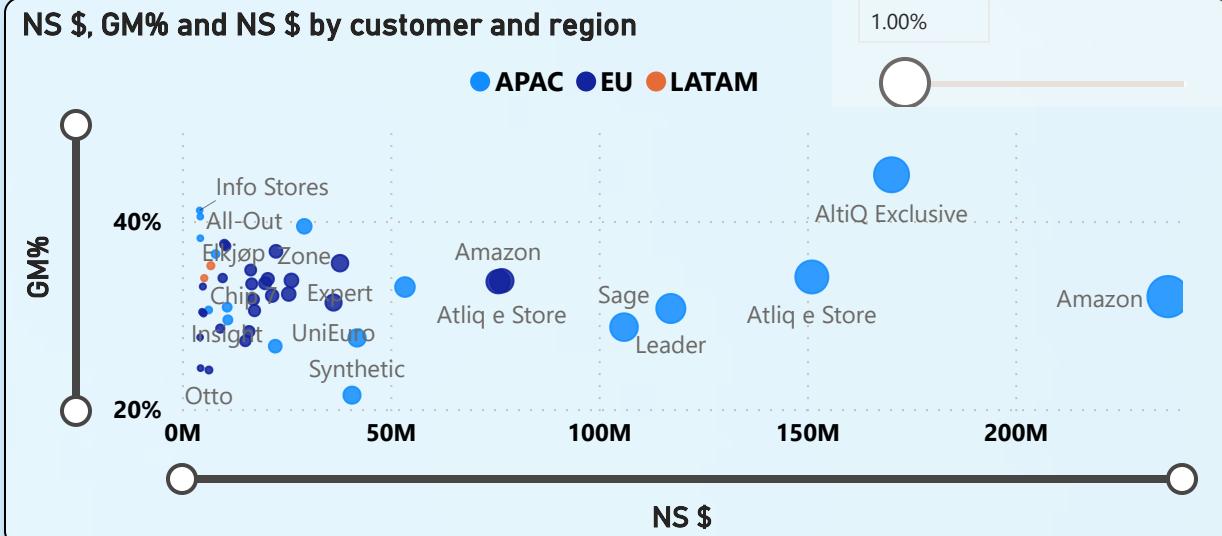
**Customer Performance**

customer	NS \$	GM \$	GM%
Relief	30.72M	14.92M	48.55%
AltiQ Exclusive	307.17M	145.05M	47.22%
Circuit City	52.42M	24.51M	46.77%
Neptune	105.69M	49.36M	46.70%
Premium Stores	27.49M	12.72M	46.27%
walmart	72.41M	33.06M	45.66%
BestBuy	49.34M	22.15M	44.89%
Taobao	22.66M	9.97M	44.00%
Path	59.32M	25.81M	43.50%
Control	54.14M	23.51M	43.42%
Nomad Stores	27.72M	12.03M	43.42%
Radio Shack	16.15M	10.00M	42.20%

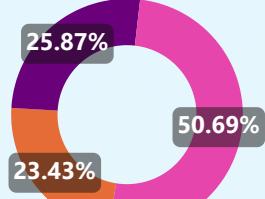
**Performance Matrix****NS \$, GM% and NS \$ by customer and region**

APAC EU LATAM

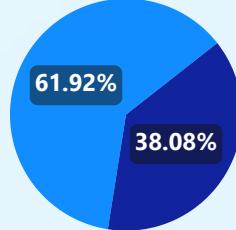
1.00%

**Unit Economics**

Pre Invoice Ded... Total Post I... Net Sales



Total COGS Gross Margin

**Product Performance**

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



region, market

All

customer

All

segment, category, ...

All

2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG
Last Year	Target								

**1,422.88M ✓**

LY: 300.63M (+373.3%)

**(\$1,945.3M) !**

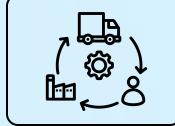
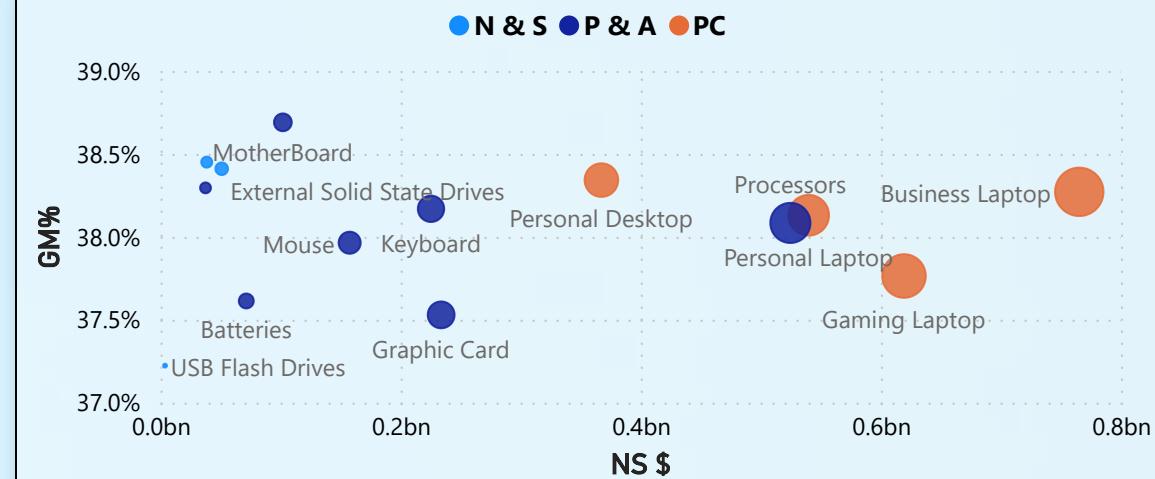
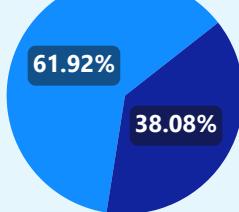
LY: (\$355.28M) (+447.54%)

**\$1,186.09M !**

LY: \$181.27M (+554.31%)

**Gross Margin****Operational Expenses****Ads & Promotions****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%
Desktop	711.08M	272.39M	38.31%	-97.79M	-13.75%
Notebook	1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	897.54M	341.22M	38.02%	-125.91M	-14.03%
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 NP%****Performance Matrix****Unit Economics****Total COGS****Gross Margin****Increase****Decrease****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%



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

Last Year

Target



81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K ✓

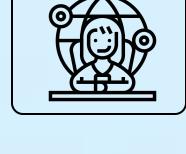
LY: -751.71K (-361.97%)

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
Zone	49.46%	50.30%	-19035	-6.56%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Viveks	33.27%	43.03%	-129058	-28.95%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Taobao	42.65%	44.98%	-13408	-7.14%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Surface Stores	51.75%	49.59%	-4304	-3.38%	OOS
Staples	54.45%	49.38%	79821	11.51%	EI
Sound	32.34%	52.83%	-97958	-41.81%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Saturn	41.54%	19.16%	2197	2.85%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Relief	51.88%	52.04%	-348	-0.14%	OOS
Reliance Digital	34.59%	45.19%	-122328	-24.97%	OOS
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Propel	42.18%	46.53%	-135662	-23.13%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

## Forecast Accuracy/Net Error Trend



## Key Metrics By Segment

segment	Forecast Accuracy	Forecast accuracy % LY	Net Error	Net Error %	Risk
Networkin	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
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
Accessories	87.42%	77.66%	341468	1.72%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market  
All

customer  
All

segment, category, ...  
All

2019  
Last Year

2020  
Target

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**3,736.17M✓**  
BM: 823.85M (+353.5%)

Net Sales

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

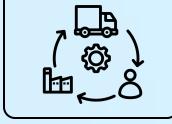
Net Profit %

**38.08%✓**  
BM: 36.49% (+4.37%)

Gross Margin%

**81.17%✓**  
LY: 80.21% (+1.2%)

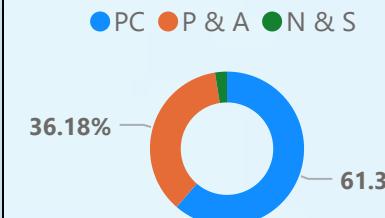
Forecast Accuracy



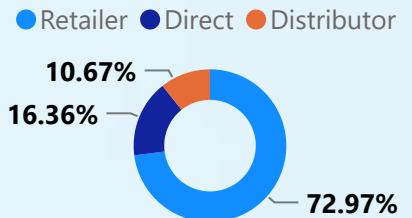
### Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM%	Net Profit %	Atliq MS%	Net Error %	Risk	
<b>ANZ</b>	189.78M	5.08%	43.50%	-7.39%	1.36%	-37.61%	OOS	
<b>India</b>	945.34M	25.30%	35.75%	-22.99%	13.26%	-24.37%	OOS	
<b>LATAM</b>	14.82M	0.40%	35.02%	↓	-2.95%	0.28%	EI	
<b>NA</b>	1,022.09M	27.36%	44.97%	-14.22%	4.87%	14.35%	EI	
<b>NE</b>	457.71M	12.25%	32.80%	↓	-18.09%	6.80%	-4.56%	OOS
<b>ROA</b>	788.66M	21.11%	34.19%	↓	-6.32%	8.32%	-4.56%	OOS
<b>SE</b>	317.78M	8.51%	37.03%	↓	-4.00%	16.40%	-55.47%	OOS
<b>Total</b>	<b>3,736.17M</b>	<b>100.00%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>5.87%</b>	<b>-9.48%</b>	<b>OOS</b>	

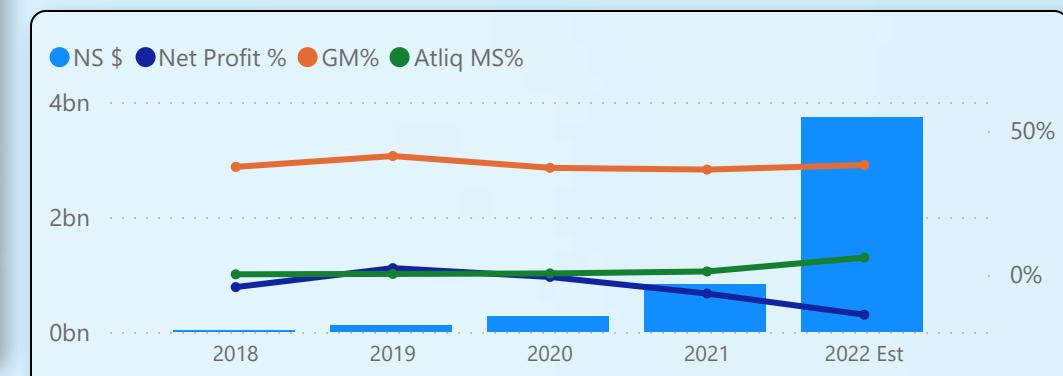
### Revenue By Division



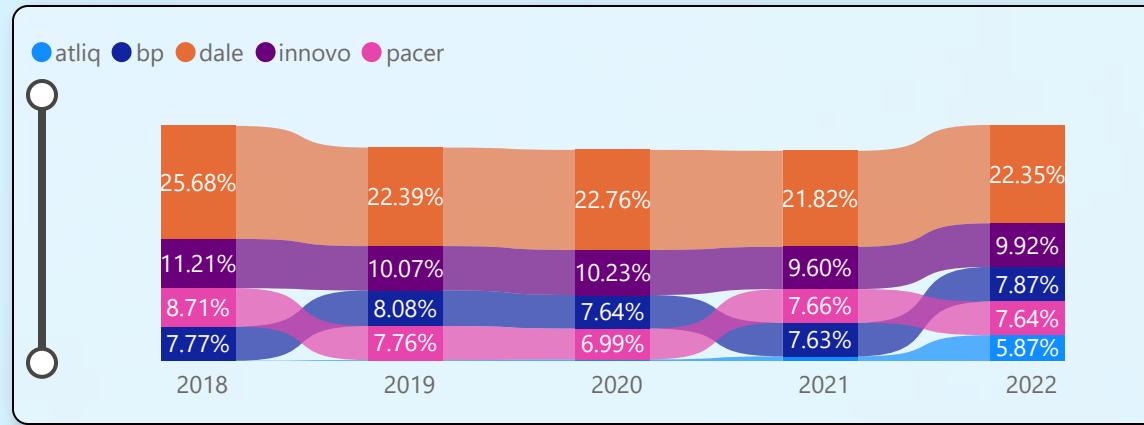
### Revenue By Channel



### Yearly Trend by Revenue, Net Profit%, GM% and Atliq MS%



### PC Market share Atliq and Competitors



### Top 5 Customer by revenue

customer	RC %	GM%
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
AtliQ Exclusive	8.22%	47.22%
<b>Total</b>	<b>36.79%</b>	<b>39.19%</b>

### Top 5 Product by revenue

product	RC %	GM%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
<b>Total</b>	<b>23.19%</b>	<b>38.06%</b>

**New to Power BI**

**Q & A**