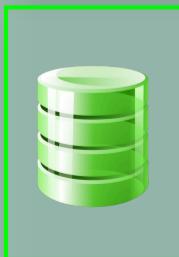




# Business Insights 360



Thursday, 25 July, 2024



Dec 21

All Values are in Millions & US Dollars



Info

Download [user manual](#) and get to know the key information of this tool.



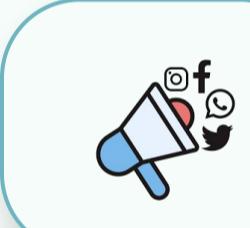
Finance View

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



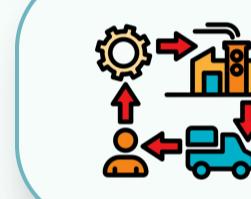
Sales View

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.







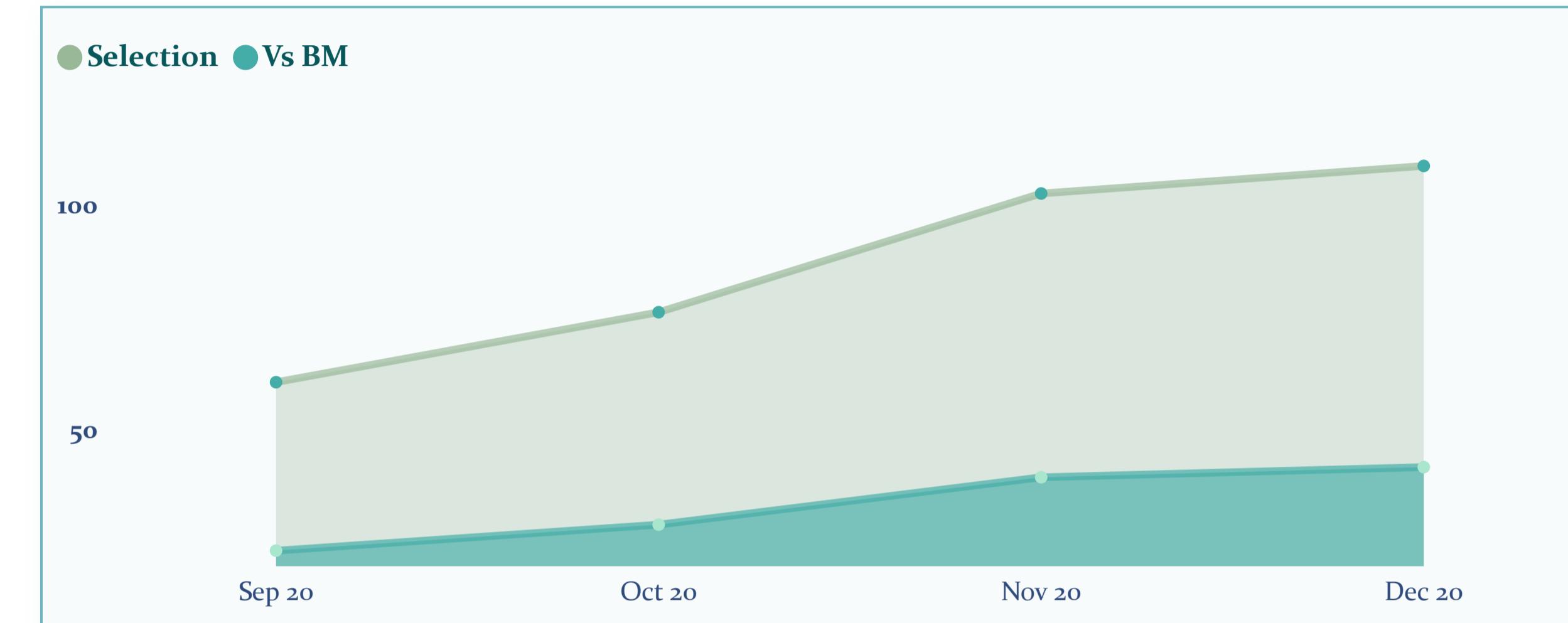









### Net Sales Performance Over Time



### Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	701.11	264.04	437.07	165.53
Pre Invoice Deduction	165.57	61.59	103.97	168.81
Net Invoice Sales	535.54	202.44	333.10	164.54
- Post Discounts	118.65	47.07	71.59	152.09
- Post Deductions	70.08	23.44	46.64	198.96
Total Post Invoice Deduction	188.73	70.51	118.22	167.67
Net Sales	346.81	131.94	214.88	162.86
- Manufacturing Cost	209.65	78.97	130.68	165.47
- Freight Cost	9.28	3.52	5.77	163.96
- Other Cost	1.43	0.54	0.89	164.13
Total COGS	220.36	83.03	137.33	165.40
Gross Margin	126.46	48.91	77.55	158.57
Gross Margin %	36.46	37.07	-0.61	-1.64
GM / Unit	5.99	4.80	1.19	24.86
Operational Expenses	-149.48	-49.92	-99.56	199.44
Net Profit	-23.03	-1.02	-22.01	2,167.44
Net Profit %	-6.64	-0.77	-5.87	762.59

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

Segment	P & L values	P & L Chg %
+ Networking	19.01	47.67
+ Desktop	19.70	3,667.37
+ Storage	22.83	69.75
+ Peripherals	69.87	134.88
+ Accessories	103.07	217.24
+ Notebook	112.33	162.15
Total	346.81	162.86

Region	P & L values	P & L Chg %
+ APAC	186.29	155.82
+ EU	84.27	193.89
+ LATAM	1.36	76.54
+ NA	74.90	152.41
Total	346.81	162.86



All

All

All

2019 2020 2021 2022  
Est

Q1 Q2

YTD YTG

Vs LY Vs Target

## Customer Performance

Customer	NS \$	GM \$	GM %
Acclaimed Stores	\$6.17M	2.24M	36.28%
All-Out	\$0.47M	0.23M	47.53%
Amazon	\$46.55M	16.46M	35.36%
Argos (Sainsbury's)	\$1.28M	0.45M	35.17%
Atlas Stores	\$1.68M	0.68M	40.39%
Atliq e Store	\$29.39M	11.04M	37.56%
AtliQ Exclusive	\$33.09M	14.44M	43.64%
BestBuy	\$3.54M	1.27M	35.95%
Billa	\$0.73M	0.18M	24.58%
Boulanger	\$2.24M	0.65M	28.79%
Total	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>

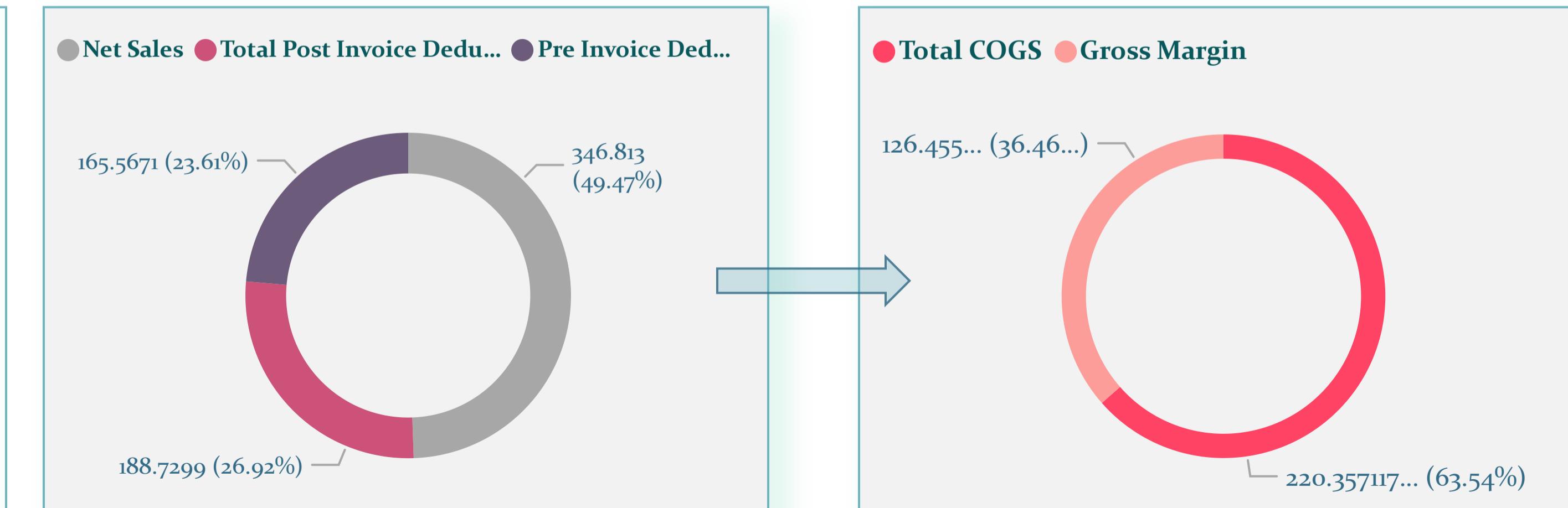
## Product Performance

Segment	NS \$	GM \$	GM %
Accessories	\$103.07M	37.56M	36.44%
Desktop	\$19.70M	7.12M	36.13%
Networking	\$19.01M	7.00M	36.80%
Notebook	\$112.33M	40.93M	36.43%
Peripherals	\$69.87M	25.46M	36.44%
Storage	\$22.83M	8.39M	36.76%
Total	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>

## Performance Matrix



## Unit Economics





All

All

All

2019 2020 2021 2022 Est

Q1 Q2

YTD YTG

## Product Performance

Segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$103.07M	37.56M	36.44%	-6.88M	-6.68%
Desktop	\$19.70M	7.12M	36.13%	-1.38M	-6.99%
Networking	\$19.01M	7.00M	36.80%	-1.22M	-6.42%
Notebook	\$112.33M	40.93M	36.43%	-7.43M	-6.61%
Peripherals	\$69.87M	25.46M	36.44%	-4.69M	-6.71%
Storage	\$22.83M	8.39M	36.76%	-1.43M	-6.27%
Total	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>	<b>-23.03M</b>	<b>-6.64%</b>

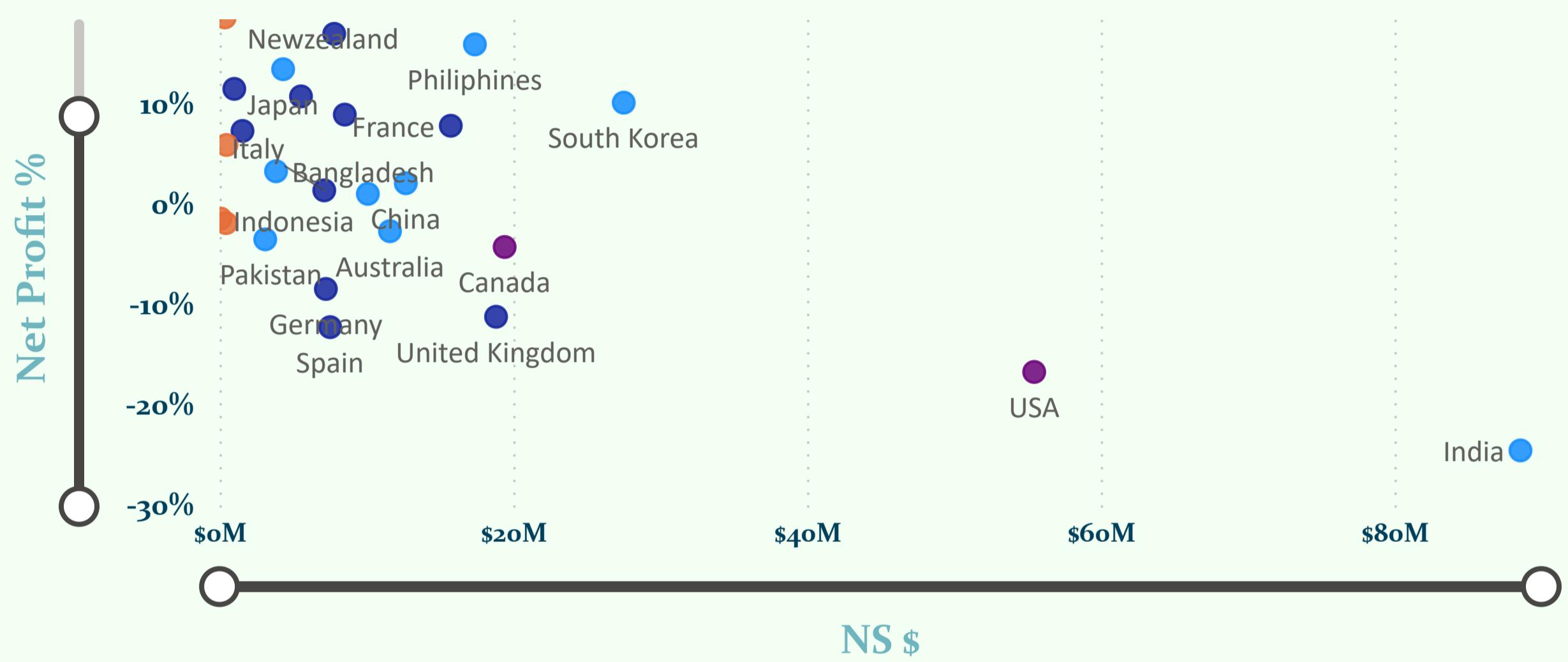
## Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$186.29M	65.74M	35.29%	-14.09M	-7.56%
EU	\$84.27M	32.29M	38.32%	1.17M	1.39%
LATAM	\$1.36M	0.51M	37.52%	0.09M	6.27%
NA	\$74.89M	27.92M	37.27%	-10.20M	-13.61%
Total	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>	<b>-23.03M</b>	<b>-6.64%</b>

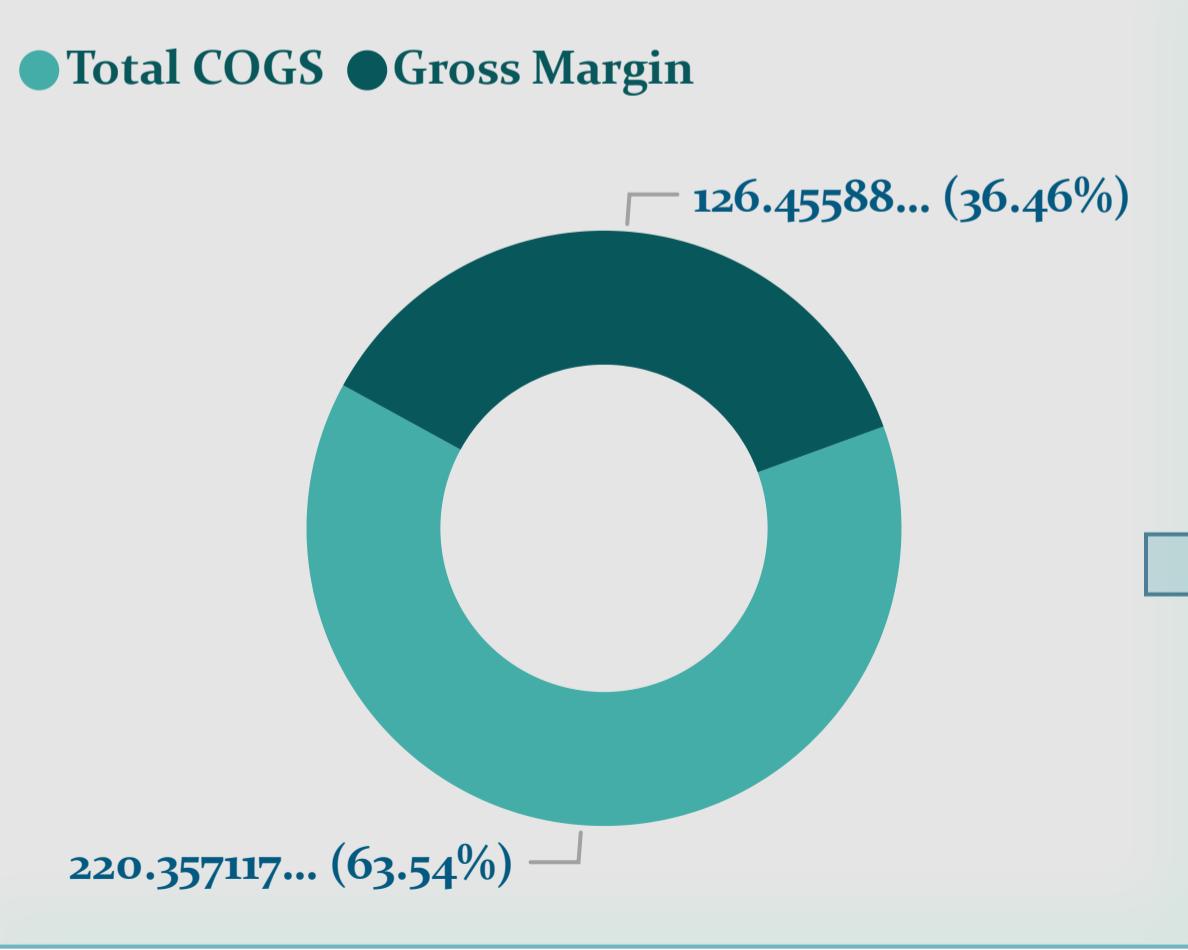
Show GM %

## Performance Matrix

Region ● APAC ● EU ● LATAM ● NA



## Unit Economics

















**79.85%!**  
LY: 80.95% (-1.36%)  
Forecast Accuracy



**-0.33M✓**  
LY: -1.3M (+74.77%)  
Net Error



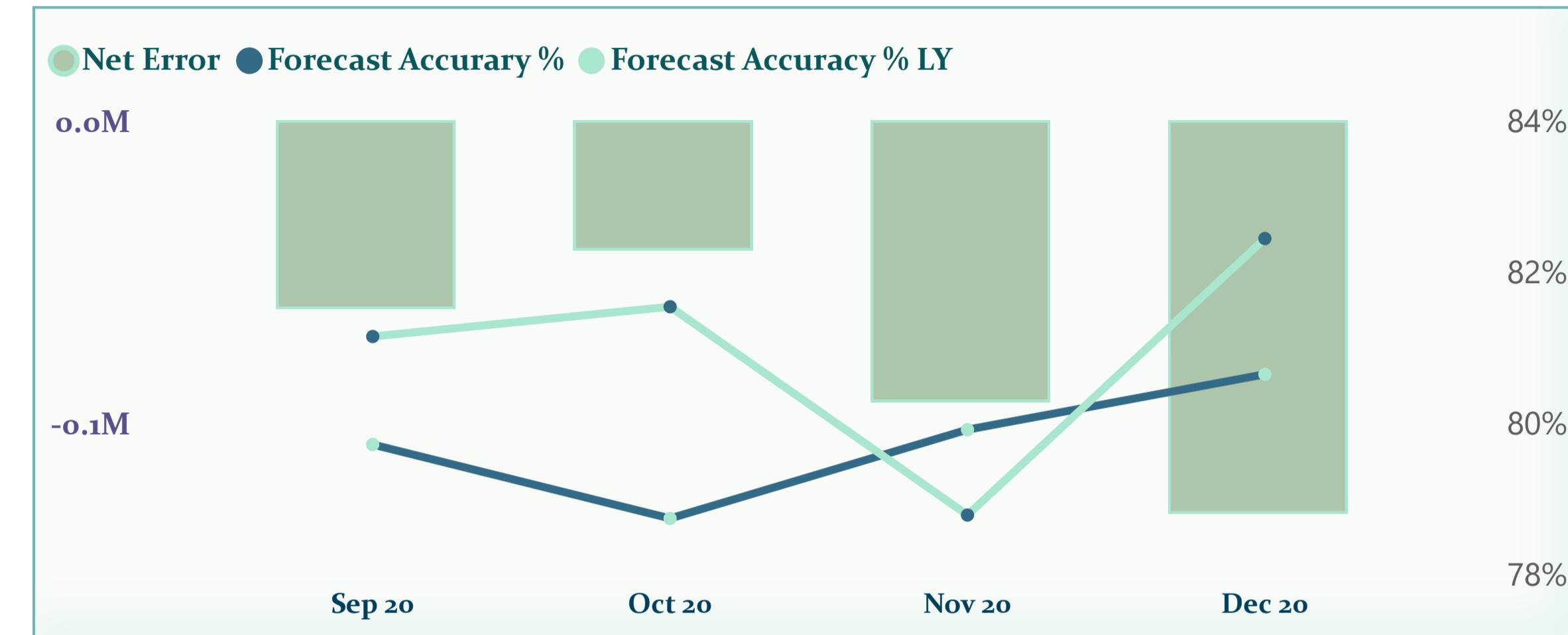
**4.19M✓**  
LY: 1.69M (+147.31%)  
ABS Error



### Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.38%	75.48%	-33K	-1.91%	OOS
Amazon	74.27%	74.16%	-77K	-2.75%	OOS
AtliQ Exclusive	70.37%	72.28%	-83K	-4.88%	OOS
Radio Popular	57.57%	60.18%	25K	12.96%	EI
Expert	61.43%	60.11%	32K	13.14%	EI
Elkjøp	53.70%	58.56%	-14K	-9.37%	OOS
Mbit	62.95%	58.24%	17K	12.09%	EI
UniEuro	59.12%	55.86%	71K	23.01%	EI
Electricalsbea Stores	52.24%	54.70%	-4K	-12.70%	OOS
Electricalslance Stores	53.65%	54.04%	-1K	-1.14%	OOS
Premium Stores	56.36%	54.01%	32K	20.86%	EI
Nomad Stores	51.58%	53.75%	15K	10.36%	EI
Surface Stores	49.20%	53.73%	5K	7.11%	EI
Chip 7	54.29%	53.54%	44K	21.17%	EI
Electricalsociety	50.91%	53.53%	22K	4.86%	EI
Sorefoz	55.26%	53.28%	10K	6.39%	EI
Argos (Sainsbury's)	57.37%	52.81%	2K	2.57%	EI
Relief	52.73%	52.34%	20K	12.59%	EI
Media Markt	53.56%	52.14%	-13K	-8.67%	OOS
Total	79.85%	80.95%	-329K	-1.58%	OOS

### Accuracy / Net Error Trend



### Key Metrics by Products

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Desktop	84.91%	80.84%	6K	-6.99%	EI
Networking	90.42%	50.43%	93K	-6.42%	EI
Storage	83.05%	93.50%	653K	-6.27%	EI
Accessories	77.24%	78.28%	-914K	-6.68%	OOS
Notebook	80.24%	90.13%	-24K	-6.61%	OOS
Peripherals	83.08%	84.13%	-142K	-6.71%	OOS
Total	79.85%	80.95%	-329K	-6.64%	OOS



All

All

All

2019 2020 2021 2022  
Est

Q1

Q2

YTD

YTG

Vs LY Vs Target

\$346.81M✓

BM: 131.94M (+162.86%)  
Net sales

36.46%!

BM: 37.07% (-1.64%)  
GM%

-6.64%!

BM: -0.77% (-762.59%)  
Net Profit %

79.85%!

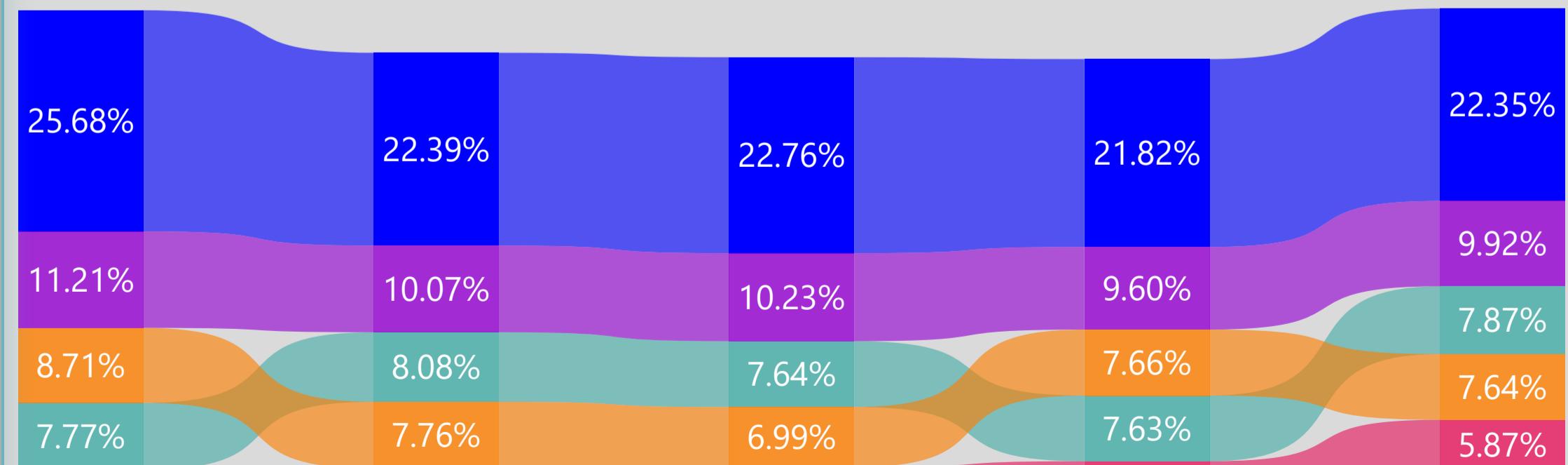
BM: 80.95% (-1.36%)  
Forecast Accuracy

## Key Insights by Sub Zone

Sub_Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ Mkt Share %
India	\$88.59M	25.5%	32.02%	-24.66%	3.41%	EI	2.5%
ROA	\$79.03M	22.8%	38.23%	8.13%	-20.74%	OOS	1.5%
NA	\$74.89M	21.6%	37.27%	-13.61%	-6.81%	OOS	0.8%
NE	\$46.03M	13.3%	38.04%	-1.12%	11.11%	EI	1.2%
SE	\$38.24M	11.0%	38.66%	4.41%	10.55%	EI	3.6%
ANZ	\$18.67M	5.4%	38.33%	7.14%	-6.04%	OOS	0.3%
LATAM	\$1.36M	0.4%	37.52%	6.27%	6.34%	EI	0.0%
Total	\$346.81M	100.0%	36.46%	-6.64%	-1.58%	OOS	1.1%

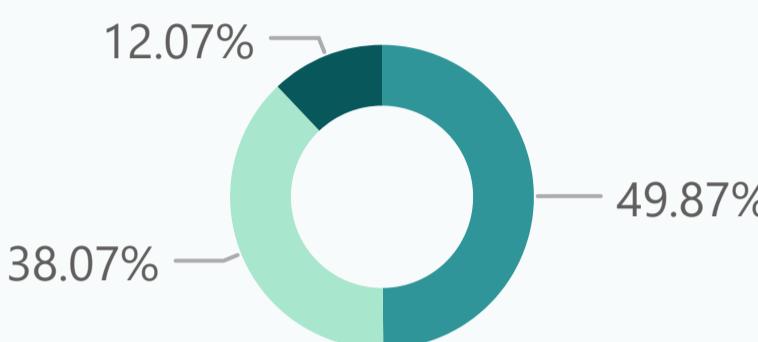
## PC Market Share Trend-AltiQ &amp; Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacers



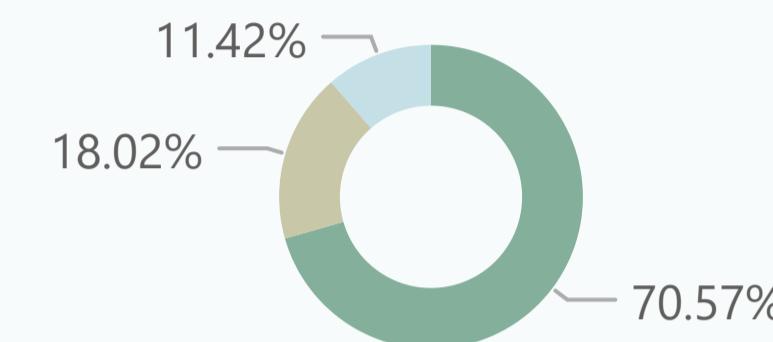
## Revenue by Division

● P &amp; A ● PC ● N &amp; S



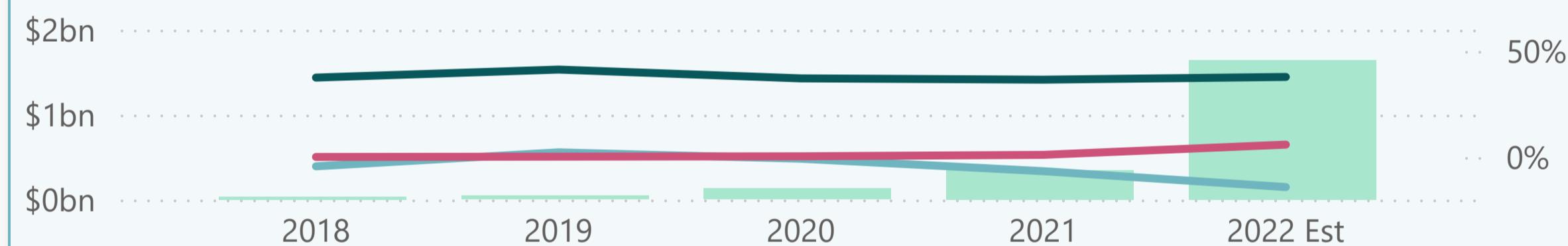
## Revenue by Channel

● Retailer ● Direct ● Distributor



## Yearly Trend By Revenue ,GM % ,Net Profit % , PC Market Share

● NS \$ ● GM % ● Net Profit % ● AtliQ Mkt Share %



## Top 5 Customers By Revenue

Customer	RC %	GM %
Amazon	13.4%	35.36%
Atliq e Store	8.5%	37.56%
AtliQ Exclusive	9.5%	43.64%
Leader	3.1%	33.83%
Sage	3.4%	35.16%
<b>Total</b>	<b>37.9%</b>	<b>37.79%</b>

## Top 5 Products By Revenue

Product	RC %	GM %
AQ BZ Allin1	4.1%	35.91%
AQ Gen Y	2.9%	36.10%
AQ Maxima	2.7%	36.63%
AQ Qwerty	3.4%	36.98%
AQ Trigger	3.3%	36.89%
<b>Total</b>	<b>16.3%</b>	<b>36.48%</b>



## 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](#).



## Business Insights 360 Key Info

**Get an Issue Resolved**



**Provide Feedback**

**New to Power BI?**

**Check Out the Contingency Plan**

**Any New Request**