



Business Insights 360



Info

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



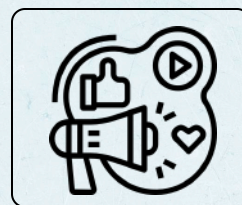
Finance View

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



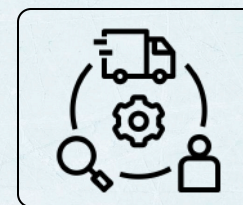
Sales View

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



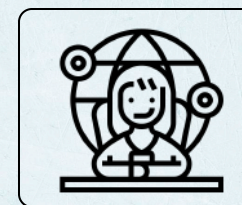
Marketing View

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

YTG

BM Target(s) is not available for the selected filters

\$178.18M✓

BM: (Blank) (+Infinity%)

Net Sales

36.41%✓

BM: (Blank) (+Infinity%)

GM %

-6.78%!

BM: (Blank) (-Infinity%)

Net Profit

Profit and Loss Statement

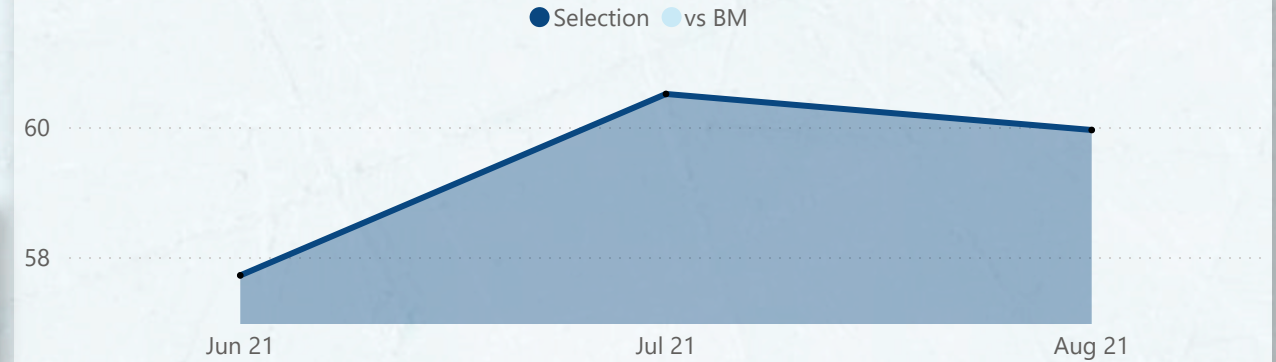
Line Item 2021

Gross Sales	360.51
Pre Invoice Deduction	85.23
Net Invoice Sales	275.29
- Post Discounts	61.11
- Post Deductions	36.00
Total Post Invoice Deduction	97.11
Net Sales	178.18
- Manufacturing Cost	107.80
- Freight Cost	4.77
- Other Cost	0.73
Total COGS	113.30
Gross Margin	64.88
Gross Margin %	36.41
GM / Unit	5.96
Operational Expense	-76.96
Net Profit	-12.08
Net Profit %	-6.78

Net Sales Performance Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
APAC	95.22	
EU	43.43	
LATAM	0.69	
NA	38.84	
Total	178.18	

segment	P & L values	P & L Chg %
Accessories	53.06	
Desktop	10.02	
Networking	9.58	
Notebook	57.49	
Peripherals	36.12	
Storage	11.90	
Total	178.18	

BM = Benchmark, LY=Last Year



region, market customer segment, category, pr...

All

All

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

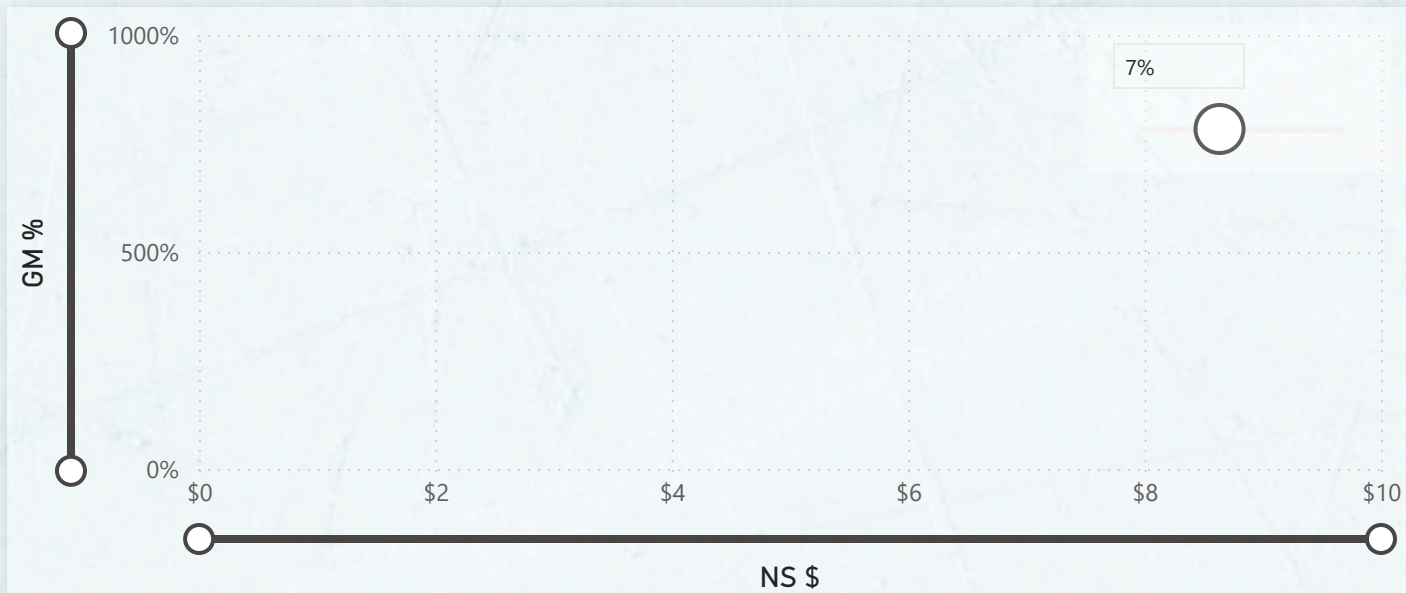
Q4

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$2.73M	0.99M	36.16
All-Out	\$0.29M	0.14M	47.52
Amazon	\$25.84M	9.09M	35.19
Argos (Sainsbury's)	\$0.56M	0.20M	35.67
Atlas Stores	\$0.83M	0.33M	40.29
Atliq e Store	\$15.05M	5.64M	37.45
AtliQ Exclusive	\$16.45M	7.25M	44.04
BestBuy	\$1.61M	0.58M	35.93
Billa	\$0.47M	0.12M	24.91
Boulanger	\$1.23M	0.34M	28.06
Chip 7	\$1.45M	0.59M	40.64
Chip 7	\$0.75M	0.25M	33.33
Total	\$178.18M	64.88M	36.41

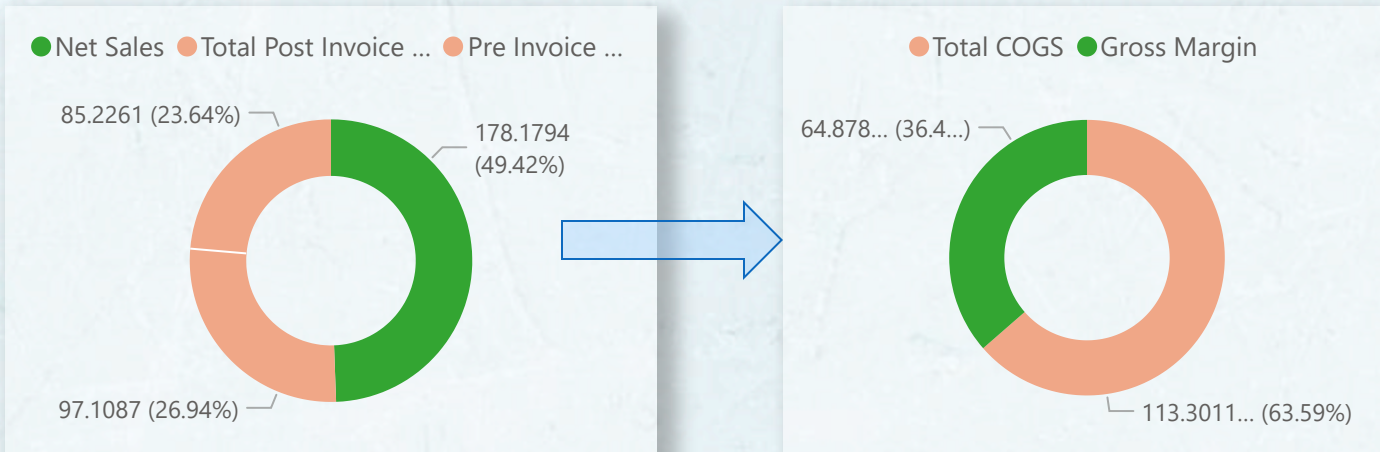
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	\$11.90M	4.36M	36.59%
Networking	\$9.58M	3.51M	36.59%
Peripherals	\$36.12M	13.18M	36.48%
Accessories	\$53.06M	19.32M	36.41%
Notebook	\$57.49M	20.90M	36.35%
Desktop	\$10.02M	3.62M	36.12%
Total	\$178.18M	64.88M	36.41%

Unit Economics





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

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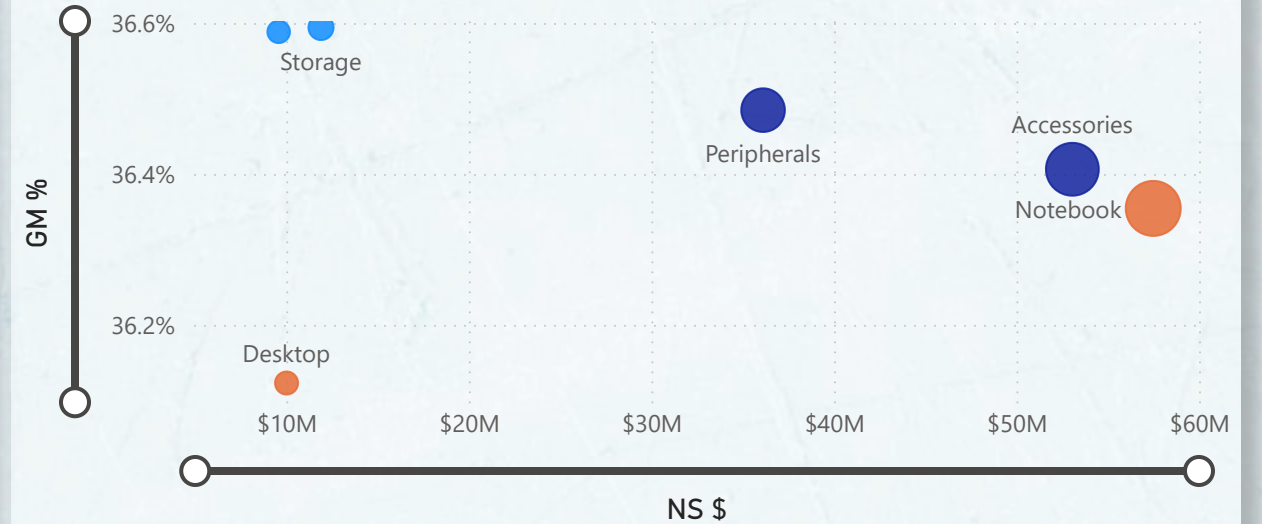
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$53.06M	19.32M	36.41%	-3.59M	-6.77%
Desktop	\$10.02M	3.62M	36.12%	-0.72M	-7.22%
Networking	\$9.58M	3.51M	36.59%	-0.62M	-6.52%
Notebook	\$57.49M	20.90M	36.35%	-3.92M	-6.81%
Peripherals	\$36.12M	13.18M	36.48%	-2.45M	-6.79%
Storage	\$11.90M	4.36M	36.59%	-0.77M	-6.48%
Total	\$178.18M	64.88M	36.41%	-12.08M	-6.78%

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

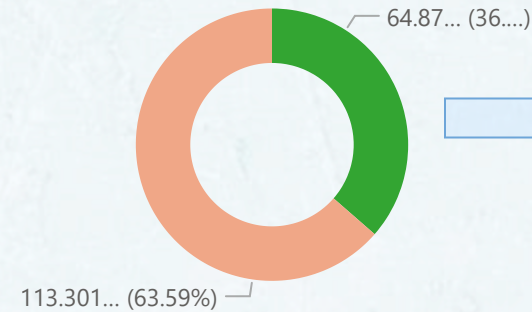


Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$95.22M	33.52M	35.20%	-7.41M	-7.78%
EU	\$43.43M	16.63M	38.29%	0.59M	1.36%
LATAM	\$0.69M	0.26M	37.58%	0.04M	6.28%
NA	\$38.84M	14.48M	37.27%	-5.30M	-13.65%
Total	\$178.18M	64.88M	36.41%	-12.08M	-6.78%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTG

80.31%!

LY: 81.35% (-1.27%)

Forecast Accuracy

-139.7K!

LY: -418.1K (+66.59%)

Net Error

2116.8K!

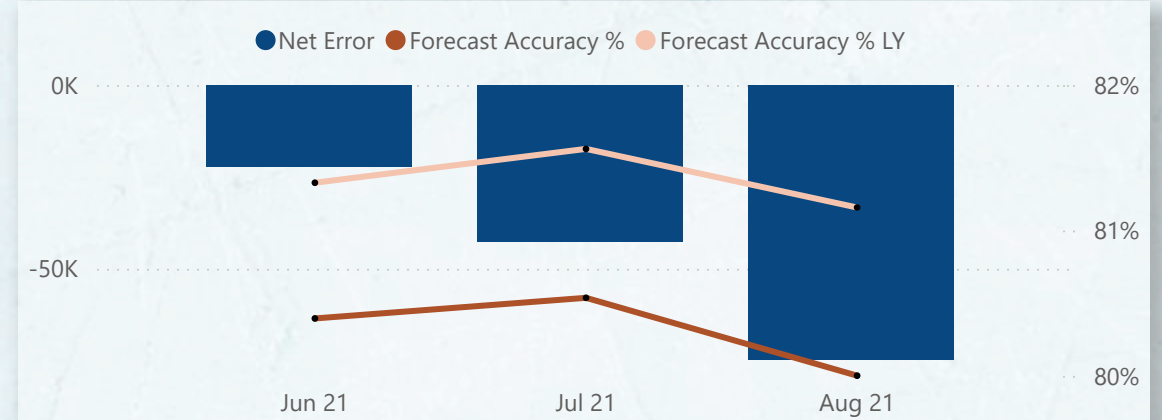
LY: 862.6K (+145.4%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	50.92%	53.49%	2871	7.6%	EI
Atlas Stores	50.91%	43.03%	19232	28.9%	EI
Boulanger	59.93%	49.25%	21937	20.5%	EI
Chip 7	50.89%	42.71%	18363	18.1%	EI
Chiptec	51.09%	33.19%	17039	26.1%	EI
Coolblue	55.05%	47.56%	25571	26.6%	EI
Croma	44.73%	35.80%	6122	4.1%	EI
Electricalsara Stores	48.42%	42.39%	5031	15.6%	EI
Electricalslytical	50.78%	45.61%	33225	14.0%	EI
Electricalsquipo Stores	48.87%	44.44%	18392	27.7%	EI
Elite	49.59%	43.17%	3340	5.4%	EI
Epic Stores	52.37%	38.07%	3133	5.1%	EI
Euronics	59.75%	59.70%	15602	17.8%	EI
Expert	56.69%	55.42%	8574	7.9%	EI
Expression	40.89%	43.07%	316	0.2%	EI
Ezone	40.85%	46.63%	10003	6.7%	EI
Flawless Stores	52.73%	45.26%	4147	13.8%	EI
Total	80.31%	81.35%	-139680	-1.3%	OOS

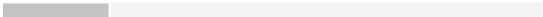
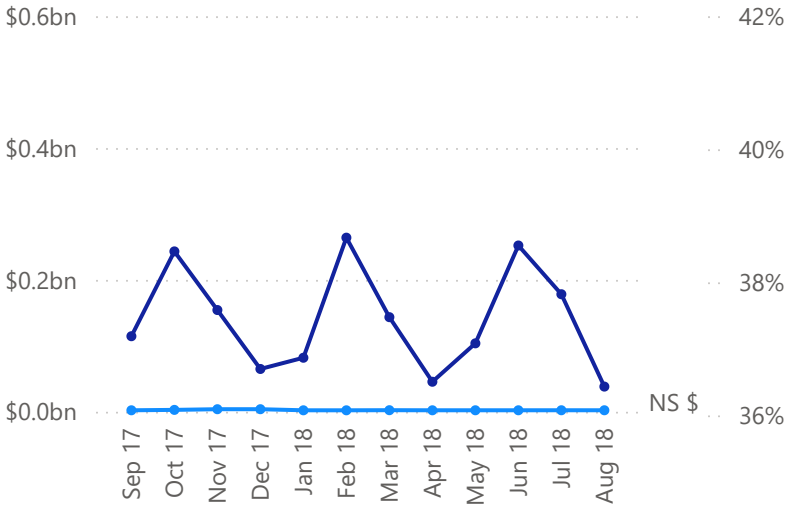
Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.63%	92.44%	320010	-6.48%	EI
Networking	88.73%	52.97%	60826	-6.52%	EI
Desktop	83.81%	71.88%	3793	-7.22%	EI
Notebook	80.80%	86.21%	-8340	-6.81%	OOS
Peripherals	83.42%	84.82%	-67274	-6.79%	OOS
Accessories	77.90%	79.01%	-448695	-6.77%	OOS
Total	80.31%	81.35%	-139680	-6.78%	OOS

NS & GM % For





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019 2020 **2021** 2022 Est

Q1 Q2 Q3 **Q4** vs LY vs Target

BM Target(s) is not available for the selected filters

\$178.18M✓
BM: (Blank)
Net Sales
(+100.0%)

36.41%✓
BM: (Blank)
GM %
(+100.0%)

-6.78%!
BM: (Blank)
Net Profit %
(-100.0%)

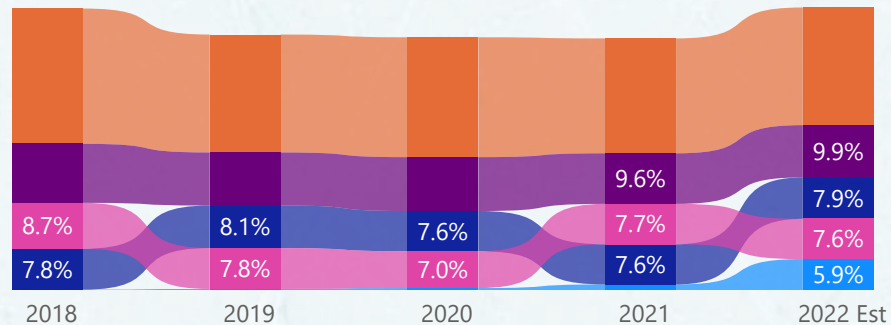
80.31%!
BM: 81.35% (-1.27%)
Forecast Accuracy

Key Insights By Sub Zone

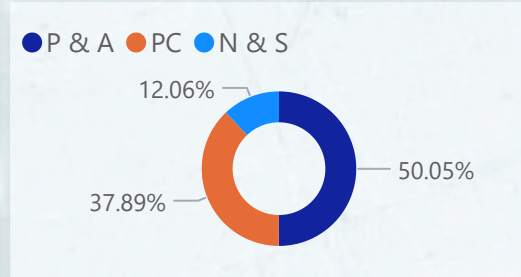
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$45.7M	25.6%	32.0%	-24.7%	2.5%	5.0%	El
ROA	\$39.8M	22.3%	38.1%	8.0%	1.5%	-22.5%	OOS
NA	\$38.8M	21.8%	37.3%	-13.6%	0.8%	-8.0%	OOS
NE	\$23.8M	13.4%	38.0%	-1.2%	1.2%	12.1%	El
SE	\$19.6M	11.0%	38.6%	4.5%	3.6%	11.4%	El
ANZ	\$9.8M	5.5%	38.2%	6.9%	0.3%	-6.7%	OOS
LATAM	\$0.7M	0.4%	37.6%	6.3%	0.0%	-5.1%	El
Total	\$178.2M	100.0%	36.4%	-6.8%	1.1%	-1.3%	OOS

PC Market Share Trend - AtliQ & Competitors

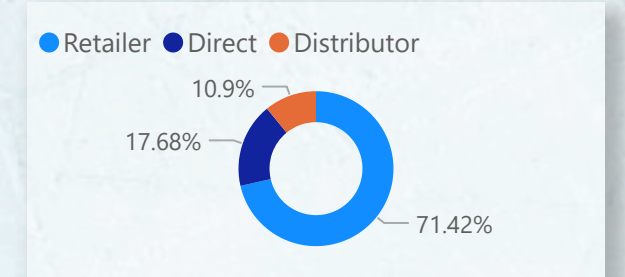
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



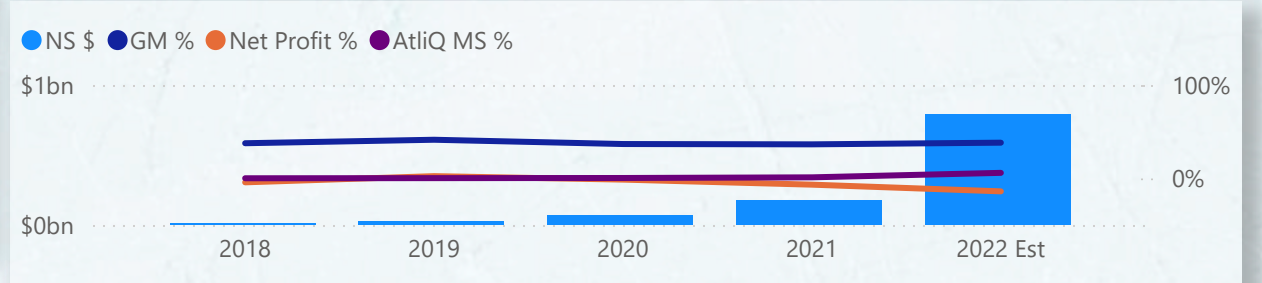
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	35.44%
Leader	3.7%	33.47%
AtliQ Exclusive	9.2%	44.04%
Atliq e Store	8.4%	37.45%
Amazon	14.5%	35.19%
Total	38.9%	37.64%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.93%
AQ Gen Y	2.8%	35.83%
AQ Maxima	2.8%	36.63%
AQ Qwerty	3.4%	37.17%
AQ Trigger	3.2%	36.78%
Total	16.3%	36.46%



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 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

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