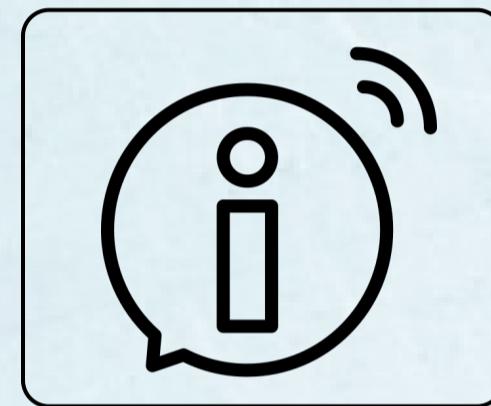
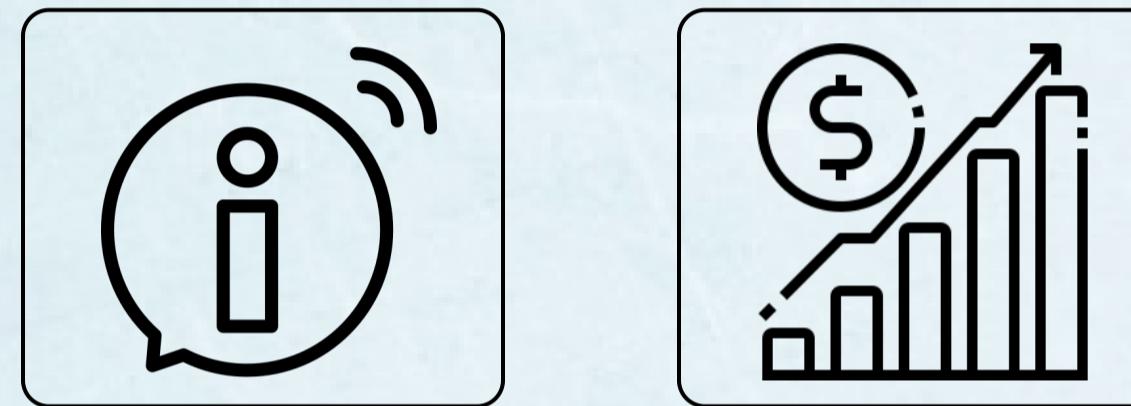
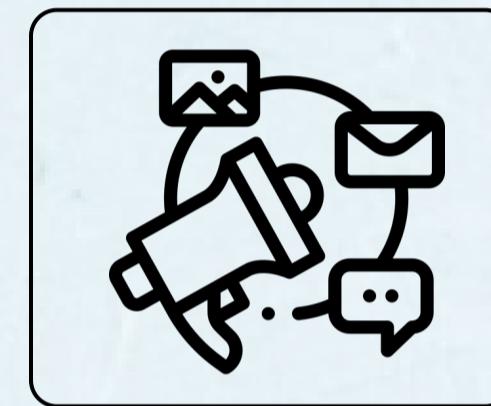
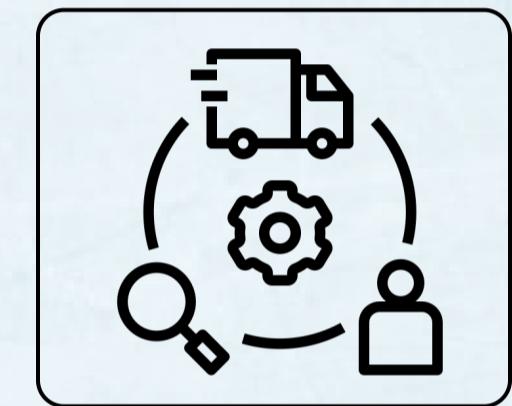
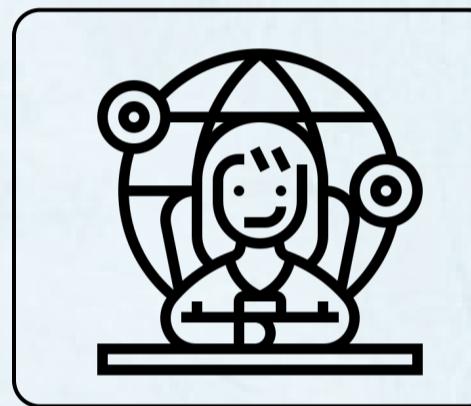
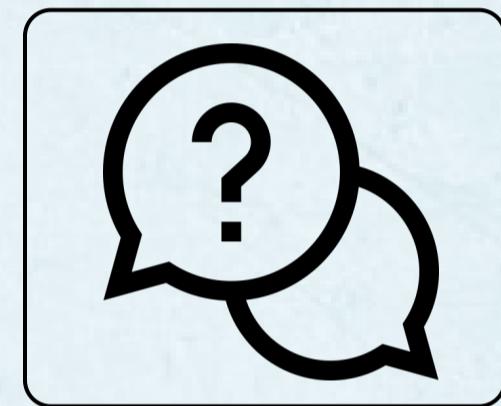




Business Insights 360

**Info****Finance View****Sales View****Marketing****Supply Chain View****Executive View****Support**

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

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

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

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

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

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

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



region

All



market

All



customer

All



2018

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

Q3

Q4

vs LY

vs Target



\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit

Net Sales Performance Over Time



Profit & Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Net Profit %	-13.98	-14.19	0.21	-1.47
Net Profit	-522.42			
Operational Expense	-1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.66
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Total COGS	2,313.29			
- Other Cost	15.52			
- Freight Cost	100.49			
- Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Total Post Invoice Deduction	1,906.95			
- Post Deductions	663.42			
- Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
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 & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.4	
Peripherals	897.54	3
Storage	54.59	

BM = Bench Mark , LY= Last Year

Chg = Year on Year Change



region

All

market

All

customer

All

2018

2019

2020

2021

2022
EST

YTD

YTG

Q1

Q2

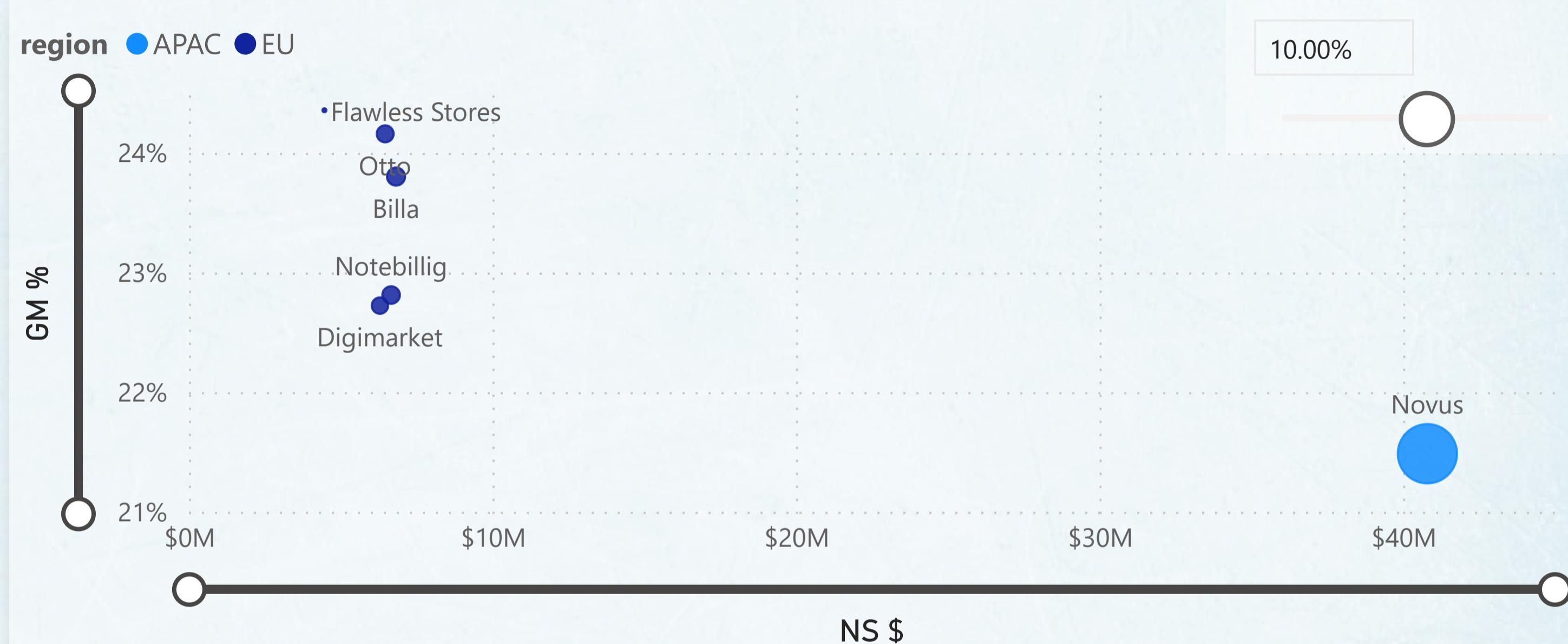
Q3

Q4

Customers 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%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Total	\$3,736.17M	1,422.88M	38.08%

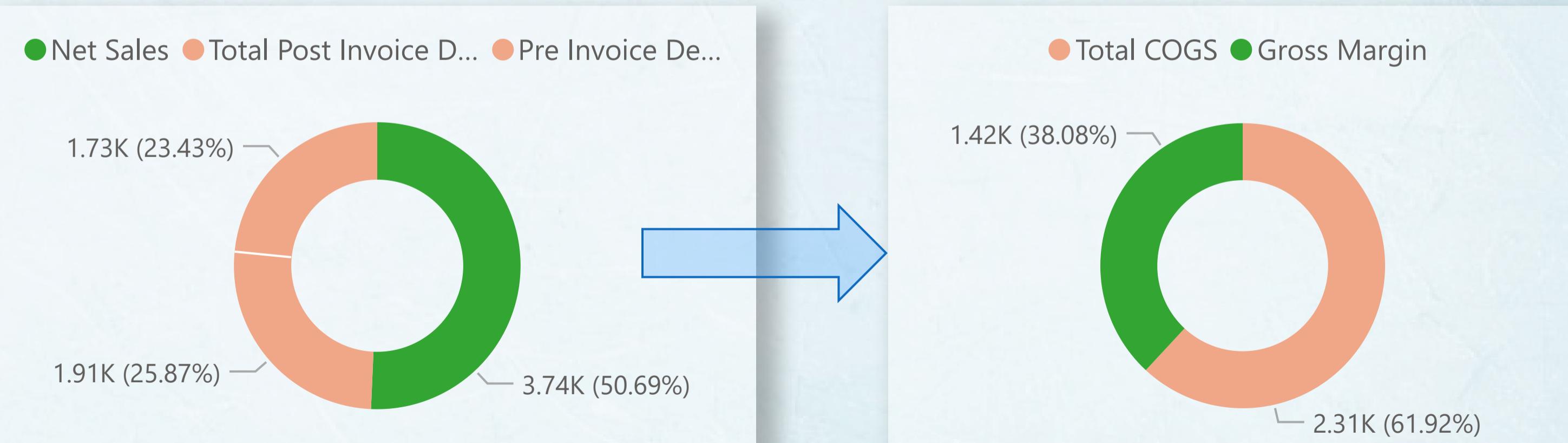
Performance Matrix



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



vs LY

vs Target



region

All



market

All



customer

All



2018

2019

2020

2021

2022
EST

YTD

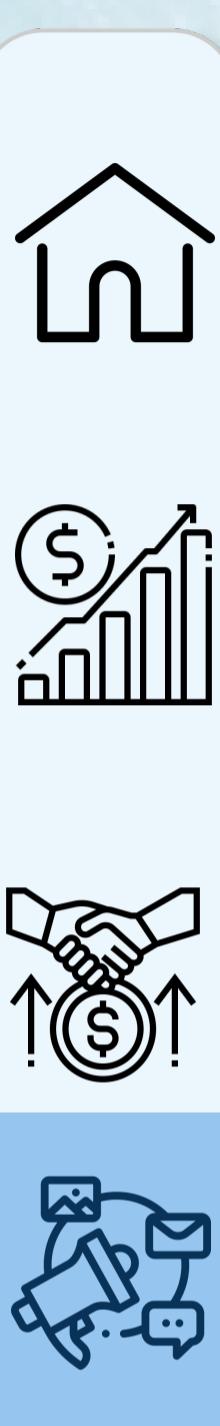
YTG

Q1

Q2

Q3

Q4



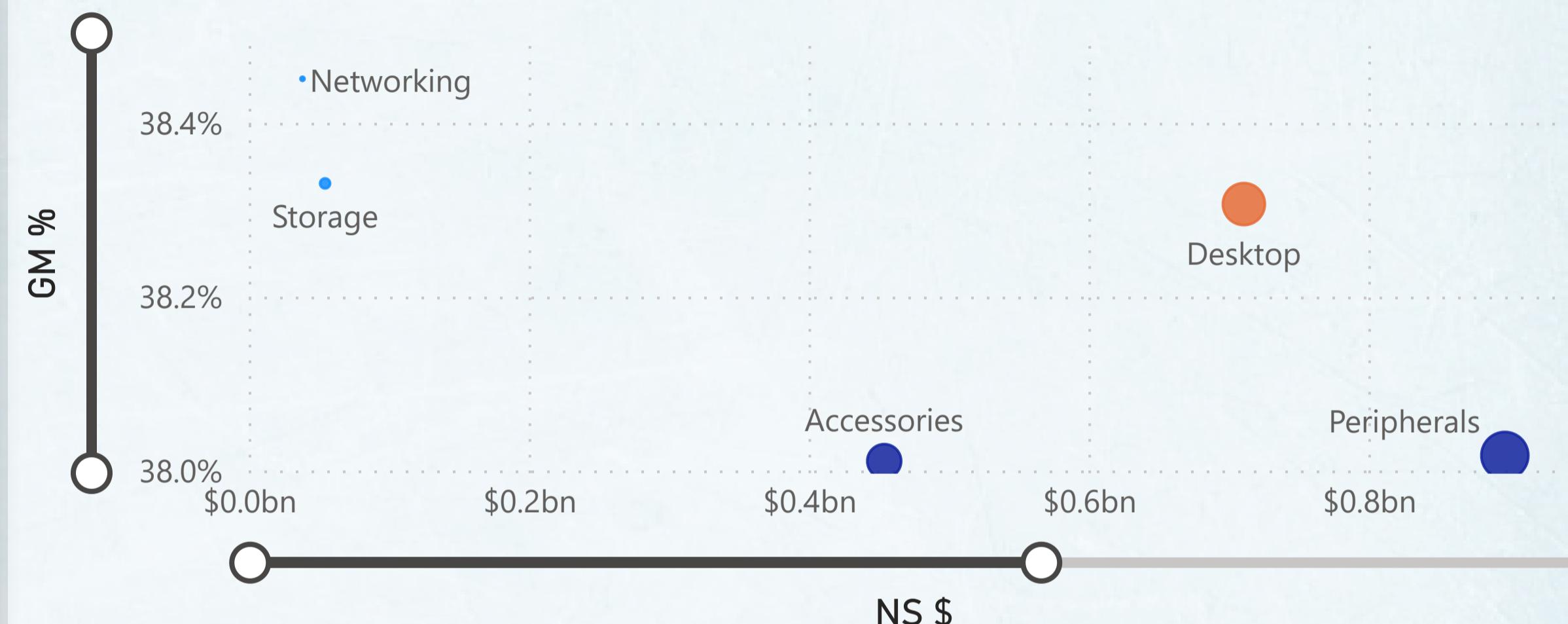
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	172.6M	38.01%	-63.8M	-14.05%
Desktop	\$711.1M	272.4M	38.31%	-97.8M	-13.75%
Networking	\$38.4M	14.8M	38.45%	-5.3M	-13.72%
Notebook	\$1,580.4M	601.0M	38.03%	-222.2M	-14.06%
Peripherals	\$897.5M	341.2M	38.02%	-125.9M	-14.03%
Storage	\$54.6M	20.9M	38.33%	-7.5M	-13.76%
Total	\$3,736.2M	1,422.9M	38.08%	-522.4M	-13.98%

Show NP %

Performance Matrix

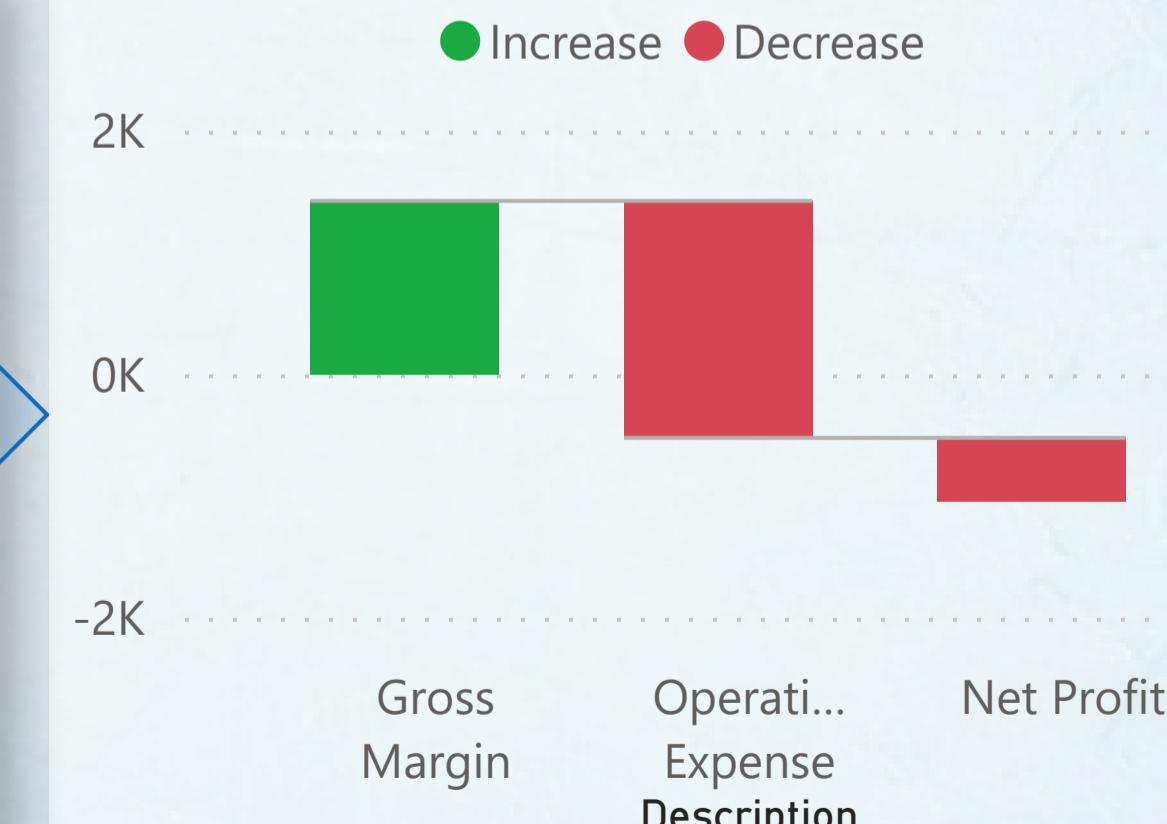
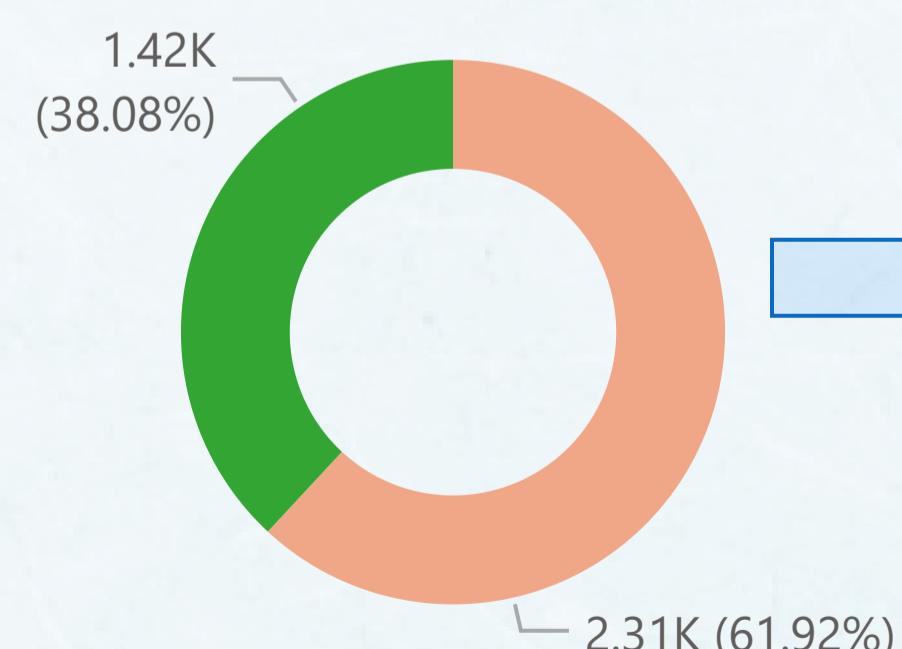
division • N & S • P & A • P C



Region / Market / Customer Performance

region	net_sales_amt \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.2M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.5M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.4M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.3M	-14.22%
Total	\$3,736.2M	1,422.9M	38.08%	-522.4M	-13.98%

● Total COGS ● Gross Margin





region

All



market

All



customer

All



2018

2019

2020

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EST

YTD

YTG

Q1

Q2

Q3

Q4

81.17%✓

LY: 80% (+1.2%)

Forecast Accuracy %

-3472.7K✓

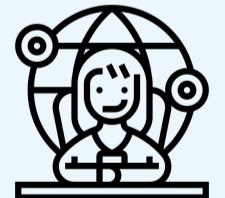
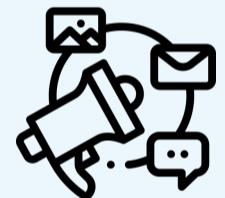
LY: -751.7K (-361.97%)

Net Error

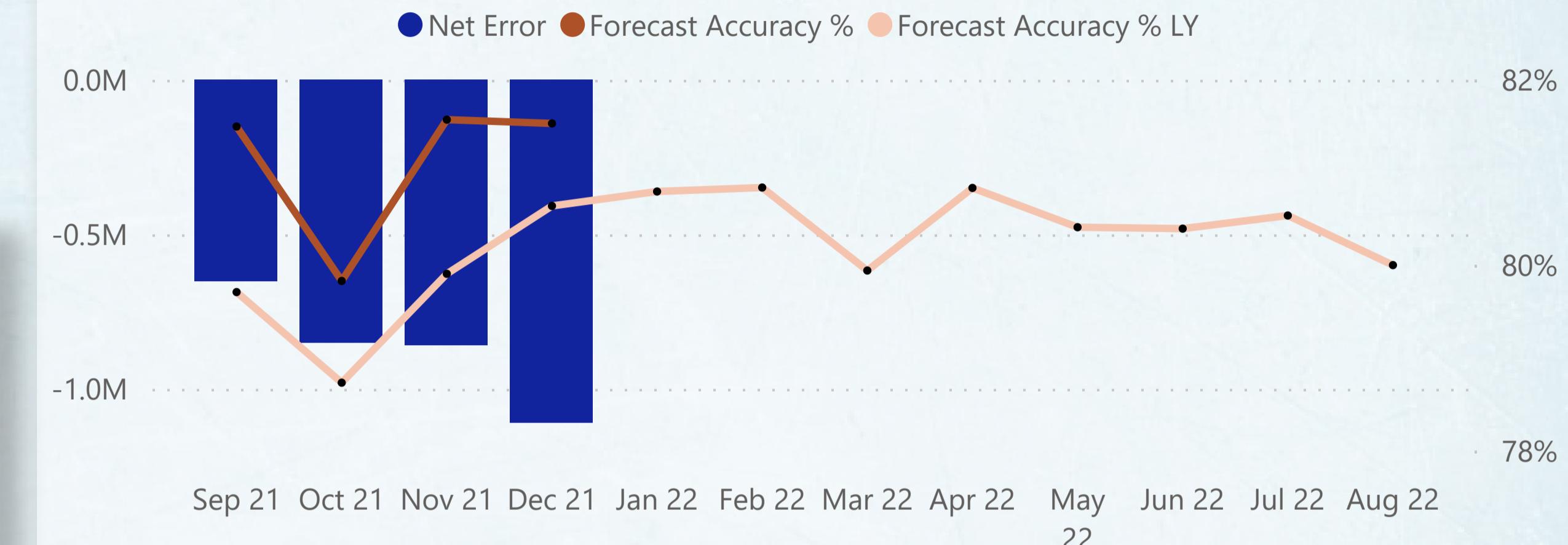
6.90M✓

LY: 9.78M (-29.46%)

Absolute Error



Accuracy / Net Error Trend



Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	43.96%	29%	-150	-0.32%	OOS
Amazon	73.79%	75%	-46469	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48%	-4182	-2.31%	OOS
Atliq e Store	74.22%	75%	-29486	-9.65%	OOS
AtliQ Exclusive	70.35%	72%	-35924	-11.91%	OOS
Boulanger	52.69%	59%	-48802	-20.21%	OOS
Chip 7	34.56%	53%	-85293	-35.01%	OOS
Chiptec	50.49%	53%	-20102	-11.36%	OOS
Coolblue	47.66%	53%	-34790	-15.34%	OOS
Croma	36.58%	43%	-77649	-16.54%	OOS
Digimarket	28.21%	41%	-95328	-46.59%	OOS
Ebay	52.27%	50%	-19127	-2.02%	OOS
Total	81.17%	80%	-34726	-9.48%	OOS
			90		

Key Metrics By Products

segment	Forecast Accuracy %	Net Error	Risk	Net Error %	Forecast Accuracy % LY
Accessories	87.42%	341468	EI	1.72%	78%
Desktop	87.53%	78576	EI	10.24%	84%
Networking	93.06%	-12967	OOS	-1.69%	90%
Notebook	87.24%	-47221	OOS	-1.69%	80%
Peripherals	68.17%	-3204280	OOS	-31.83%	83%
Storage	71.50%	-628266	OOS	-25.61%	84%
Total	81.17%	-3472690	OOS	-9.48%	80%

BM = Bench Mark , LY= Last Year

EI=Excess Inventory

OOS = Out of Stock



region

All



market

All



customer

All



2018

2019

2020

2021

2022
EST

Q1

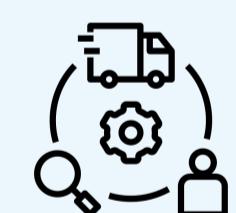
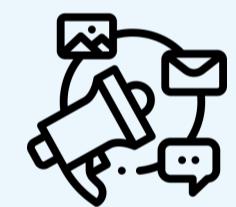
Q2

Q3

Q4

vs LY

vs Target



\$3.74bn !
BM: 3.81bn (-1.86%)
Net Sales

38.08% !
BM: 38.34%
(-0.66%)
GM %

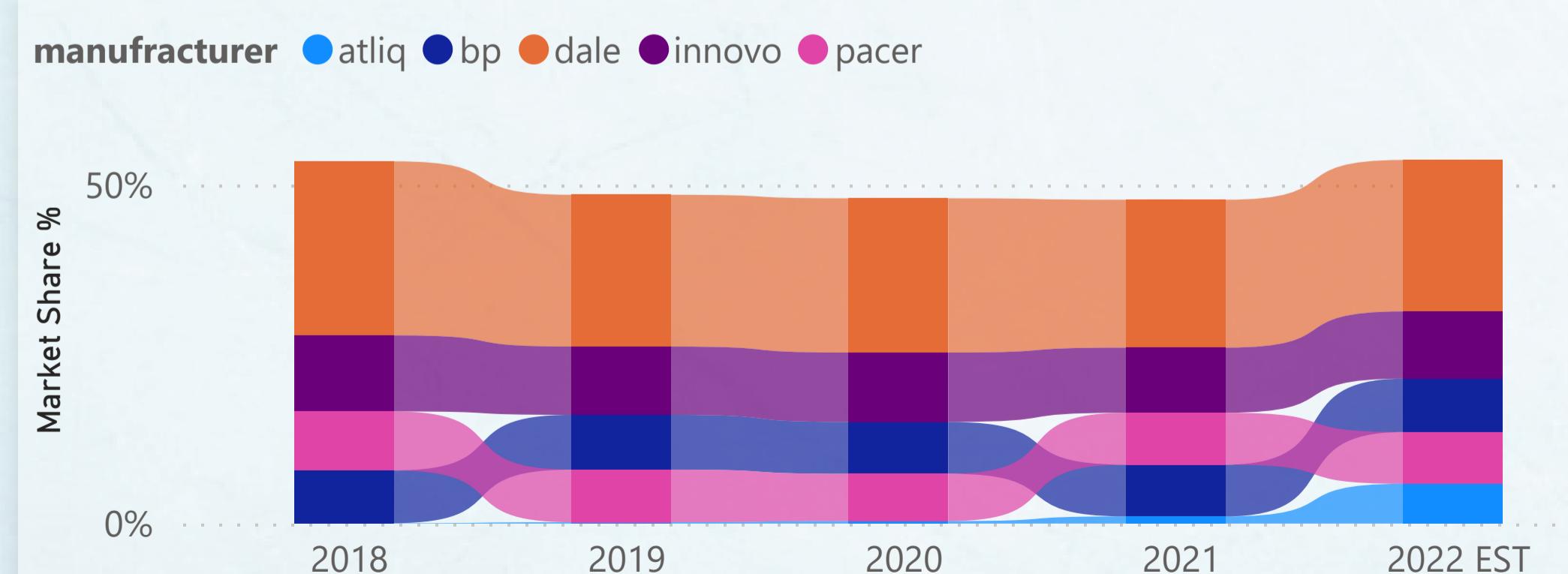
-13.98% ✓
BM: -14.19%
(+1.47%)
Net Profit

81.17% ✓
BM: 80% (+1.2%)
Forecast Accuracy %

Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4% EI
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6% OOS
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6% OOS
NA	\$1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4% EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6% OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4% OOS
Total	\$3,736.2M	100.0%	38.1% ↓		-14.0%	5.9% -9.5% OOS	

PC Market Share Trend - AtliQ & Competitors



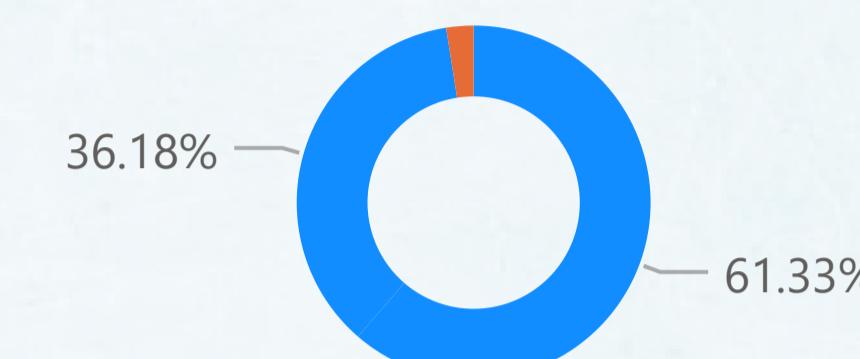
BM = Bench Mark , LY= Last Year

EI=Excess Inventory

OOS = Out of Stock

Revenue by division

● PC ● P & A ● N & S

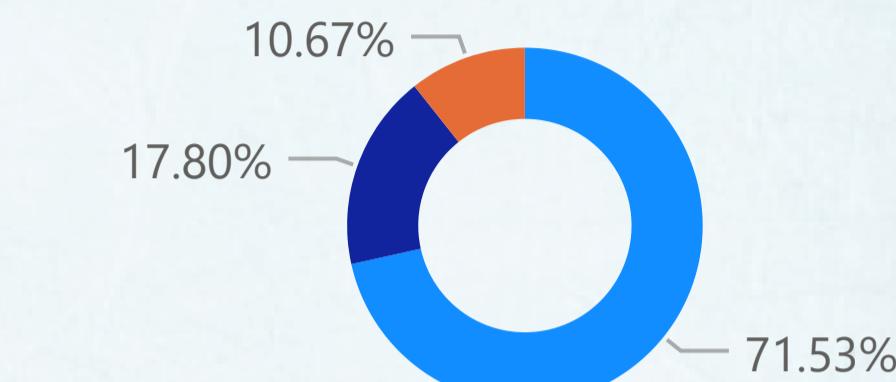


YTD

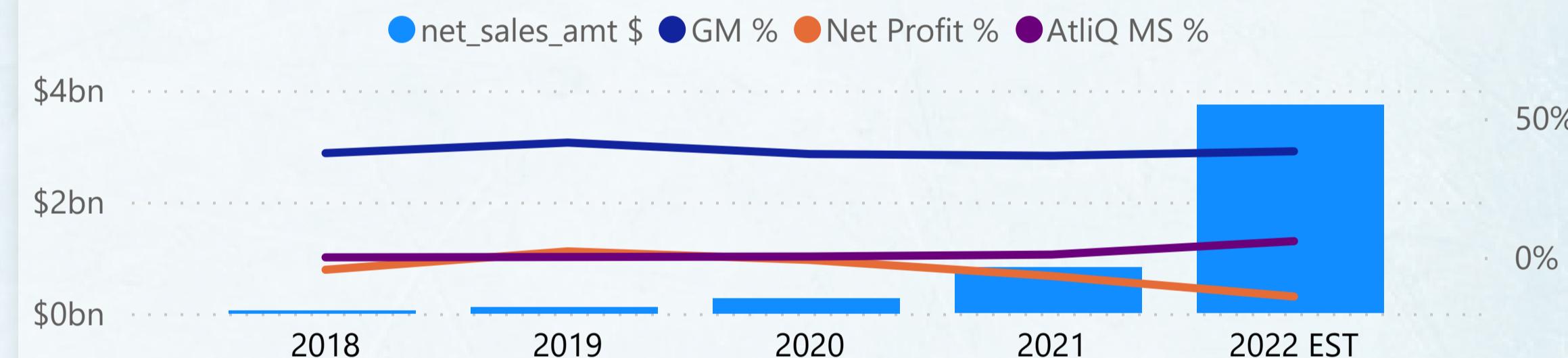
YTG

Revenue by Channel

● Retailer ● Direct ● Distributor



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



Top 5 Customers by Revenue

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

Top 5 Products by Revenue

product	RC %	GM %
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%



Business Insights 360



Get an issue resolved

Provide feedback

Add new Requests

Check out the contingency plan

New to Power BI?



1. All the system data in tool is refreshed every month on fifth 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](#).