Business Insights 360

Info

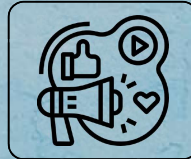Download **user manual** and get to know the key information of this tool.

Finance View

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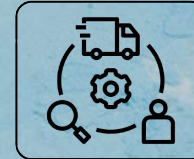
Sales View

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.

Prepared By Partha Halder

Report Refresh Date : 03 November 2024

Values are in Dollars $ and Millions

Sales Data Load Until : Dec 21

$3.74bn ▾
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

vs LY   vs Target

● Selection   ○ vs BM

Profit & 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 Performance Over Time

region	P & L Values	P & L Chg %
⊞ APAC	1923.77	335.27
⊞ EU	775.48	286.26
⊞ LATAM	14.82	368.40
⊞ NA	1022.09	474.40
Total	3736.17	353.50

segment	P & L Values ▼	P & L Chg %
⊞ Notebook	1580.43	493.06
⊞ Peripherals	897.54	439.03
⊞ Desktop	711.08	1,431.55
⊞ Accessories	454.10	85.46
⊞ Storage	54.59	0.32
⊞ Networking	38.43	-14.89
Total	3736.17	353.50

BM = Benchmark   LY = Last Year

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%
Electricalsocity	$67.76M	$24.41M	36.03%
Staples	$64.20M	$24.99M	38.92%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Matrix

vs LY | vs Target

8%

Region ● APAC ● EU

GM % axis: 40%, 35%, 30%, 25%, 20%
NS $ axis: $0M, $10M, $20M, $30M, $40M

All-Out, Logic Stores, Insight, Atlas Stores, Forward Stores, Surface Stores, Electricalslytical, Coolblue, Chip 7, Electricalslance Stores, Logic Stores, Sorefoz, UniEuro, Reliance Digital, Electricalsquipo Stores, Synthetic, Flawless Stores, Acclaimed Stores, Novus
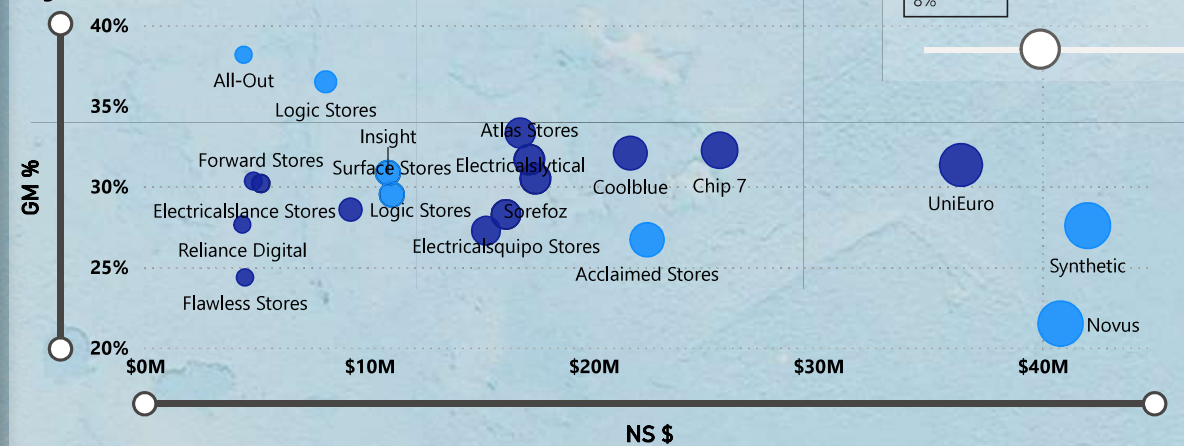
Product Performance

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%
⊞ Networking	$38.43M	$14.78M	38.45%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Unit Economics

● Net Sales ● Total Post Invoice D... ● Pre Invoice D...
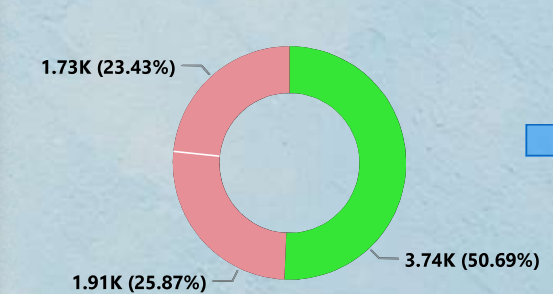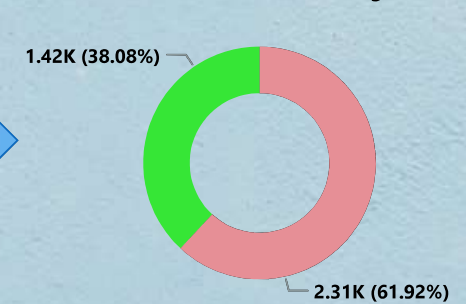
1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

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%**

Performance Matrix

Show GM %

division ● N & S ● P & A ● PC

Net Profit % / NS $

- -13.7%
- Networking
- Storage
- Desktop
- -13.8%
- -13.9%
- -14.0%
- Accessories
- Peripherals
- Notebook
- -14.1%

$0.0bn $0.5bn $1.0bn $1.5bn $2.0bn
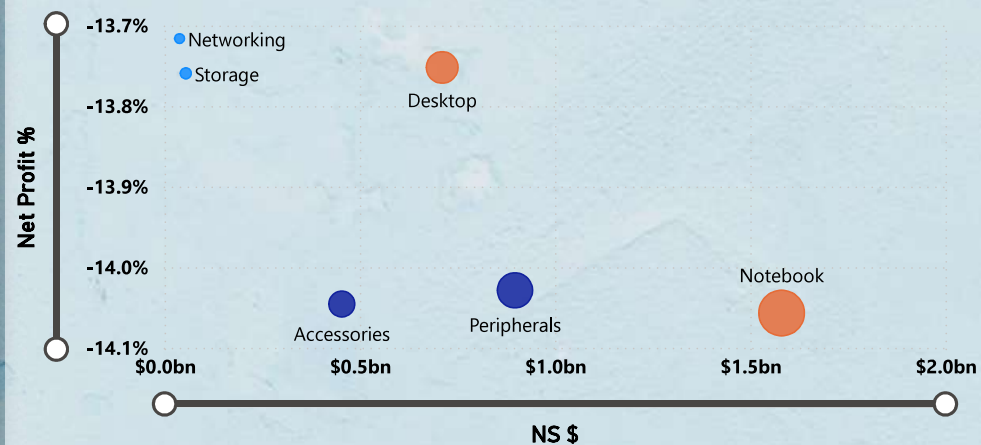
Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ **APAC**	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
⊞ **EU**	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
⊞ **LATAM**	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
⊞ **NA**	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● **Total COGS** ● **Gross Margin**
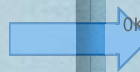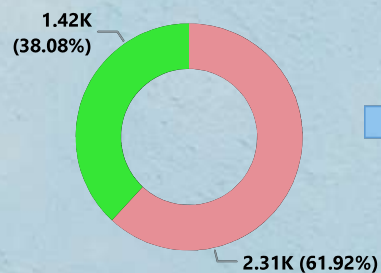
1.42K (38.08%)
2.31K (61.92%)

● **Increase** ● **Decrease**
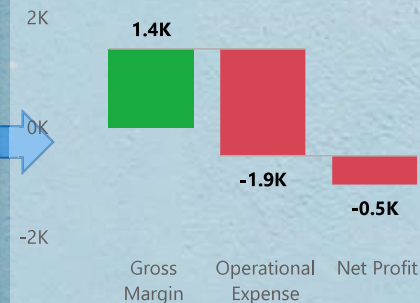
- 2K
- 1.4K
- 0K
- -1.9K
- -0.5K
- -2K

Gross Margin | Operational Expense | Net Profit

82.18% ✓
LY: 80.69% (+1.84%)
Forecast Accuracy

-3472.69K ✓
LY: -751.71K (-361.97%)
Net Error

6529.4K ✓
LY: 9539.3K (-31.55%)
ABS Error

Key Metrics By Customer

customer ▲	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	70.48%	74.75%	83037	10.74%	EI
All-Out	63.62%	61.45%	-150	-0.32%	OOS
Amazon	79.49%	80.74%	-464694	-9.22%	OOS
Argos (Sainsbury's)	68.14%	75.80%	-23040	-17.60%	OOS
Atlas Stores	70.00%	65.68%	-4182	-2.31%	OOS
Atliq e Store	79.72%	80.70%	-294868	-9.65%	OOS
AtliQ Exclusive	78.88%	80.46%	-359242	-11.91%	OOS
BestBuy	64.67%	69.47%	81179	16.72%	EI
Billa	65.95%	50.23%	3704	3.91%	EI
Boulanger	69.96%	73.67%	-48802	-20.21%	OOS
Chip 7	56.00%	72.53%	-85293	-35.01%	OOS
Chiptec	70.64%	71.63%	-20102	-11.36%	OOS
Circuit City	64.17%	71.78%	85248	16.55%	EI
Control	67.27%	72.93%	64731	13.01%	EI
Coolblue	67.33%	69.06%	-34790	-15.34%	OOS
Costco	70.03%	76.32%	101913	15.79%	EI
Croma	60.37%	72.85%	-77649	-16.54%	OOS
Currys (Dixons Carphone)	72.70%	61.89%	8104	6.00%	EI
Digimarket	47.54%	69.64%	-95328	-46.59%	OOS
Total	**82.18%**	**80.69%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY
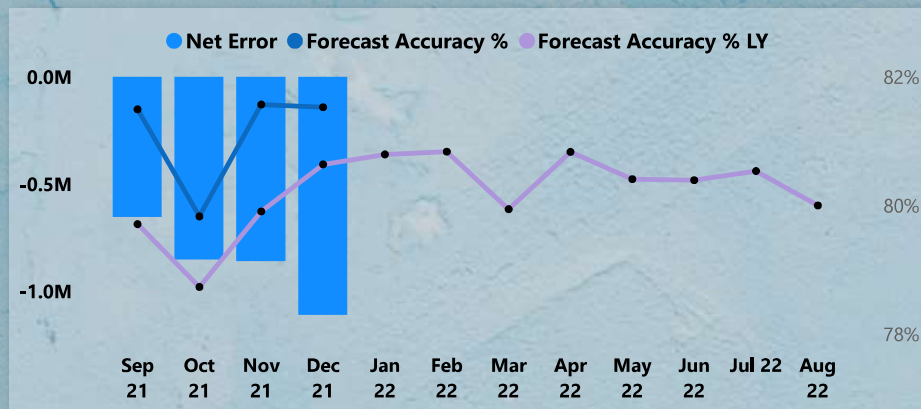
Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ Networking	97.32%	91.83%	-12967	-1.69%	OOS
⊞ Desktop	89.30%	84.52%	78576	10.24%	EI
⊞ Storage	72.40%	84.23%	-628266	-25.61%	OOS
⊞ Peripherals	68.17%	83.69%	-3204280	-31.83%	OOS
⊞ Notebook	88.20%	80.01%	-47221	-1.69%	OOS
⊞ Accessories	88.81%	78.03%	341468	1.72%	EI

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

GM %
38.08% ✓
BM: 36.49%
(+4.37%)

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

Forecast Accuracy
82.18% ✓
BM: 80.69%
(+1.84%)

Key Insights By Sub-zone

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

Revenue by Division
PC ● P & A ● N & S
36.18% | 61.33%

Revenue by Channel
Retailer ● Direct ● Distributor
10.67% | 16.36% | 72.97%
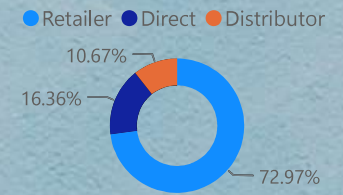
Yearly Trend By Revenue, GM%, Net Profit%, PC Market Share%
NS $ ● GM % ● Net Profit % ● Atliq MS %
$4bn / $2bn / $0bn — 2018 | 2019 | 2020 | 2021 | 2022 Est — fy_desc — 50% / 0%

PC Market Share Trend - AtliQ & Competitors
manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
		8.1%	7.6%	7.7%	7.9%
pacer	8.7%				7.6%
bp	7.8%	7.8%	7.0%	7.6%	5.9%
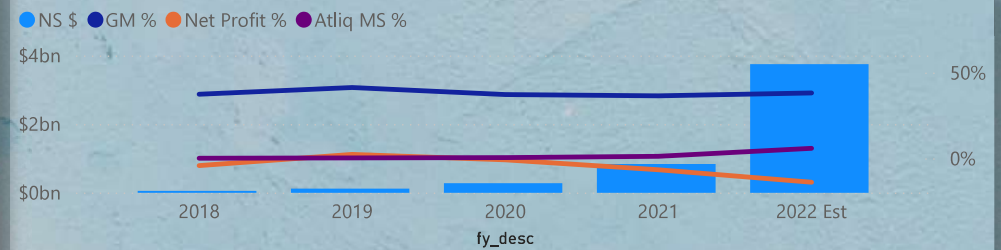
Top 5 Customer by Revenue $

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 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%

BM = Benchmark   LY = Last Year   EI = Excess Inventory   OOS = Out Of Stock

Business Insights 360

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 Here0

5.Download Live Excel Version Here.

Report Refresh Date :   03 November 2024   Values are in Dollars $ and Millions   Sales Data Load Until : Dec 21

Business Insights 360

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Support

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Check Out The Contingency Plan

New to Power BI ?