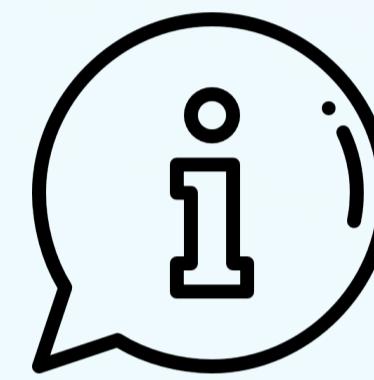




# Business Insights 360



## Info

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



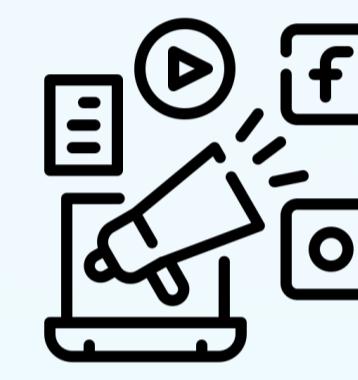
## Finance View

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



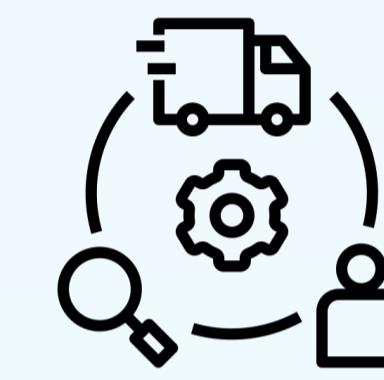
## Sales View

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



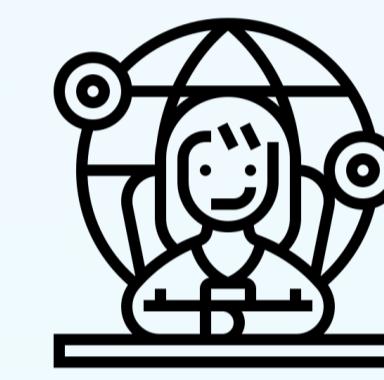
## Marketing

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.

	2018	2019	2020	2021	2022	<b>Total</b>
Sum of gross_sales_amount	₹ 58.32M	₹ 209.06M	₹ 535.95M	₹ 1,664.64M	₹ 7,370.14M	<b>₹ 9,838.11M</b>
Sum of net_invoice_sales_amt	₹ 44.40M	₹ 161.62M	₹ 411.25M	₹ 1,272.13M	₹ 5,643.13M	<b>₹ 7,532.54M</b>
Sum of Post_invoice_deduction_amount	₹ 10.66M	₹ 29.72M	₹ 95.85M	₹ 281.64M	₹ 1,243.54M	<b>₹ 1,661.40M</b>
Sum of Post_invoice_other_deduction_amount	₹ 4.63M	₹ 20.53M	₹ 47.43M	₹ 166.65M	₹ 663.42M	<b>₹ 902.65M</b>
Sum of Net_sales_amount	₹ 29.11M	₹ 111.37M	₹ 267.98M	₹ 823.85M	₹ 3,736.17M	<b>₹ 4,968.48M</b>



region, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

**₹ 3.74bn✓**

BM: 823.85M (+353.5%)

**Net Sales****38.08%✓**

BM: 36.49% (+4.37%)

**GM %****-13.98%!**

BM: -6.63% (-110.79%)

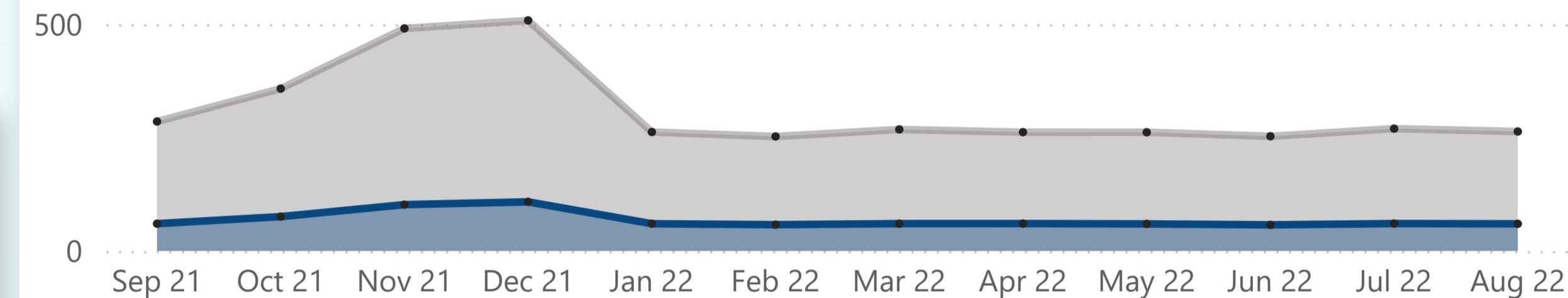
**Net Profit %****Profit and Loss Statement**

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

BM= Benchmark. LY= Last Year

**Net Sales Performance Over Time**

● Selection ● vs BM

**Top / Bottom Products and Customers by Net Sales**

region	P & L Values	P & L YOY chg %
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>

segment	P & L Values	P & L YOY chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	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, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

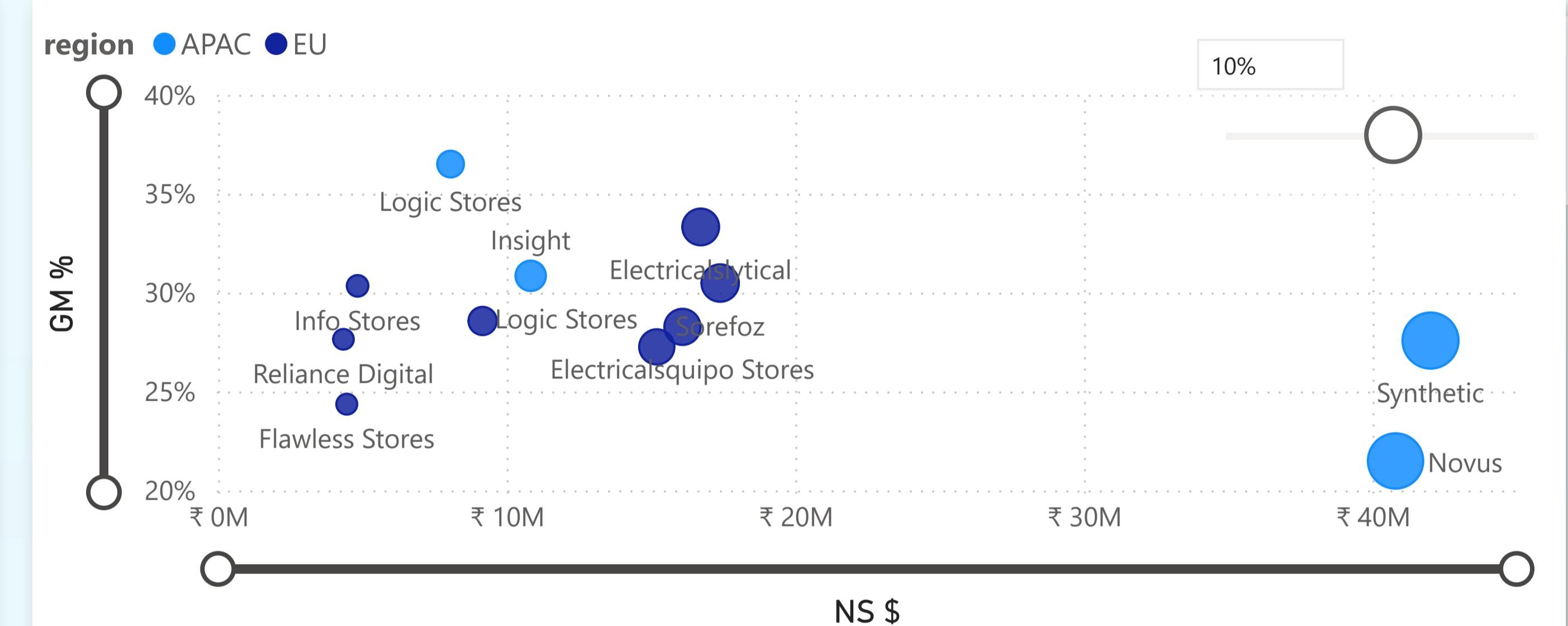
## Customer Performance

customer	NS \$	GM \$	GM %	Qua
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%	
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1422.88M</b>	<b>38.08%</b>	

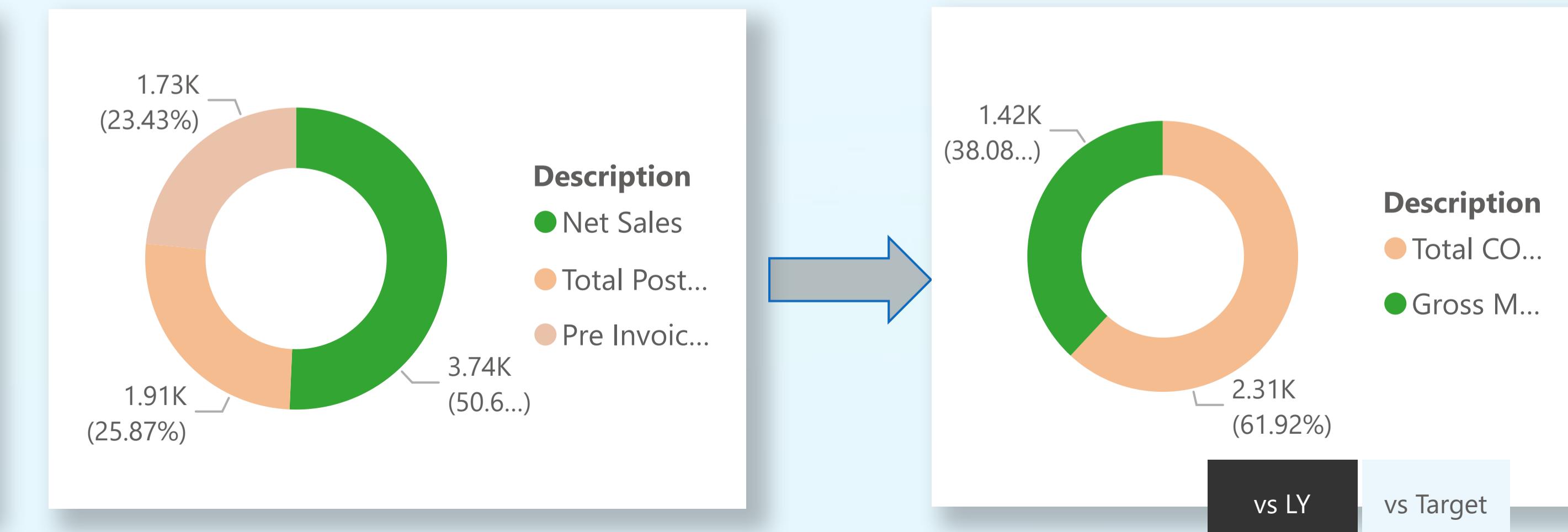
## Product Performance

segment	NS \$	GM \$	GM %
+ Storage	₹ 54.59M	20.93M	38.33%
+ Peripherals	₹ 897.54M	341.22M	38.02%
+ Notebook	₹ 1,580.43M	600.96M	38.03%
+ Networking	₹ 38.43M	14.78M	38.45%
+ Desktop	₹ 711.08M	272.39M	38.31%
+ Accessories	₹ 454.10M	172.61M	38.01%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1422.88M</b>	<b>38.08%</b>

## Performance Metrics



## Unit Economics





region, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

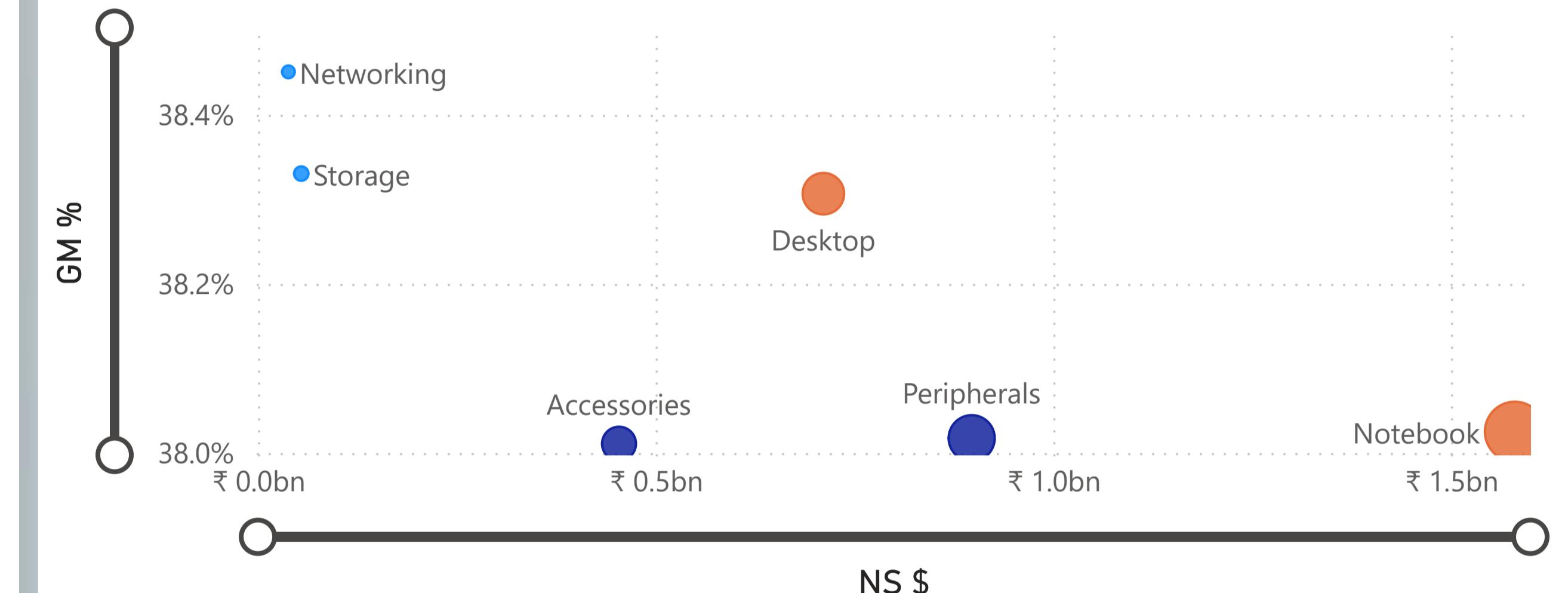
Show NP%

## Performance Metrics

vs LY

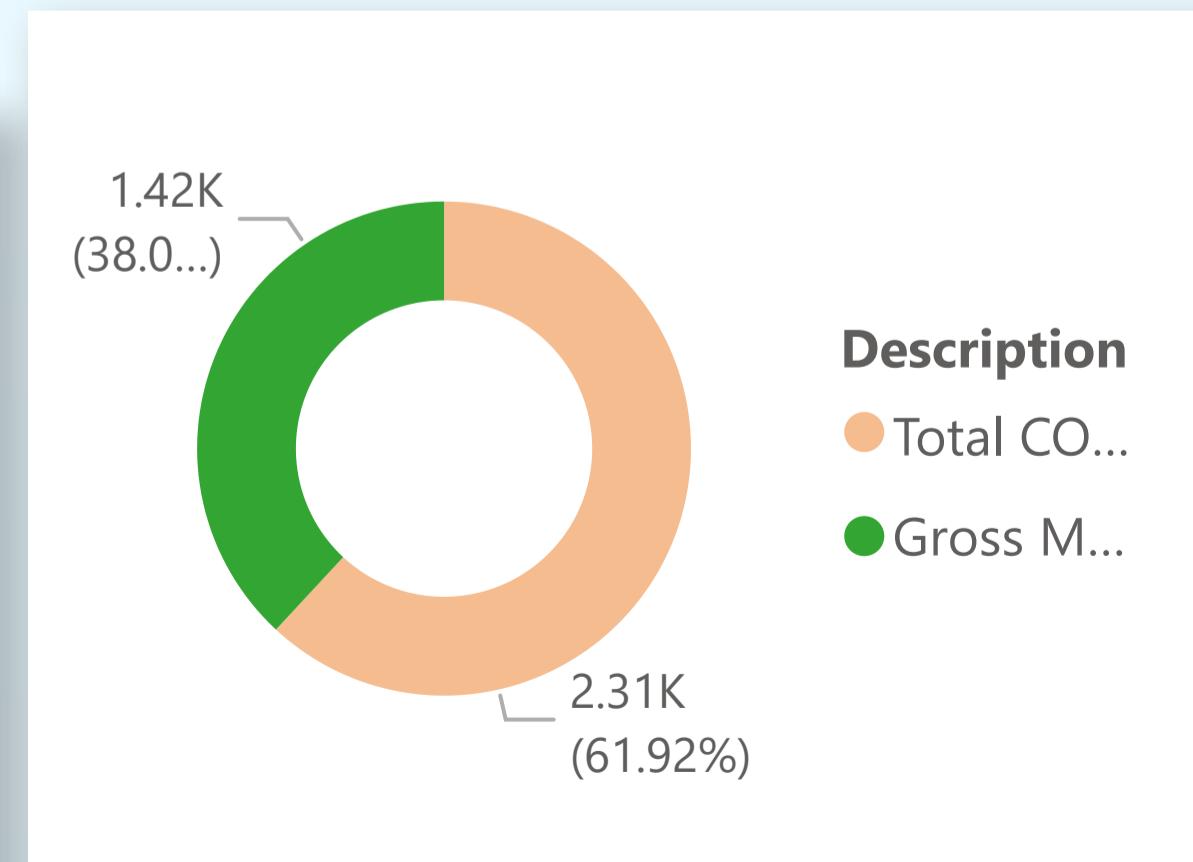
vs Target

division ● N &amp; S ● P &amp; A ● PC

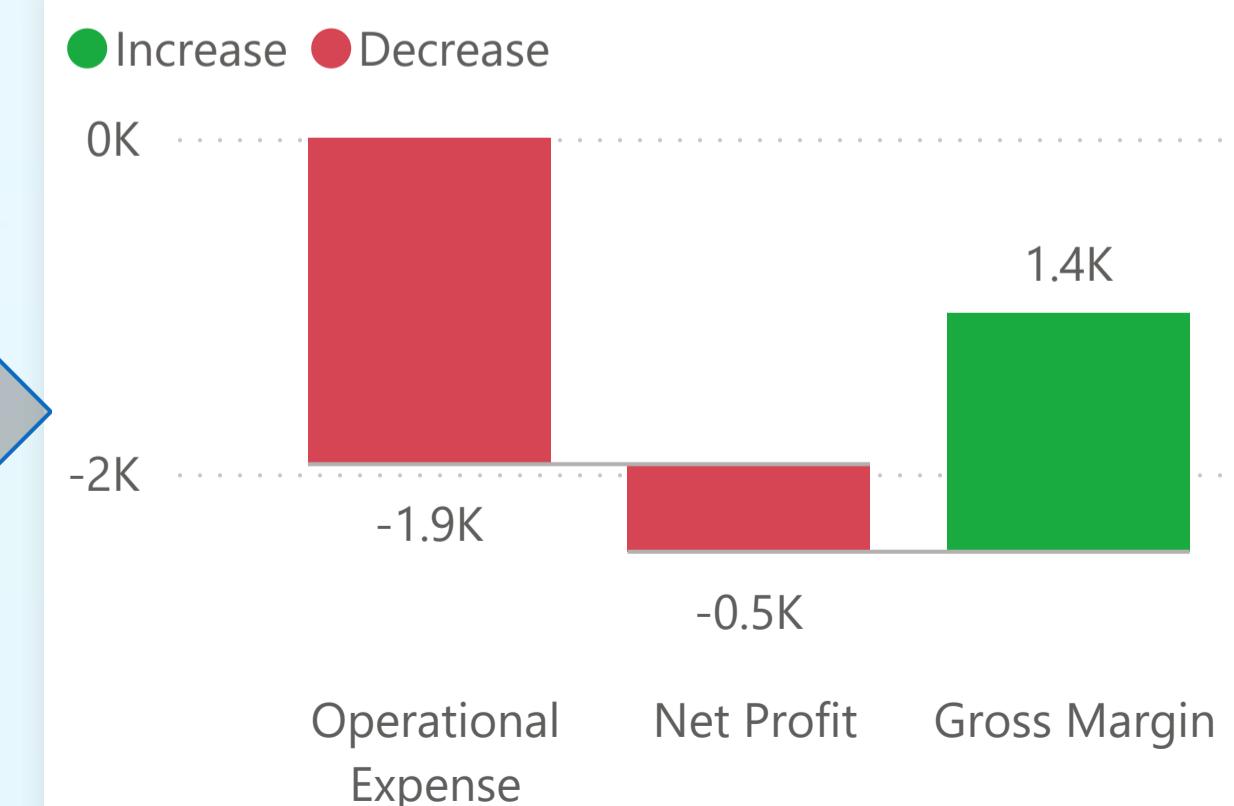


## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



## Unit Economics





2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

**0.08K%**✓

LY: 0.08K% (+1.2%)

**Forecast Accuracy****-3472.69K!**

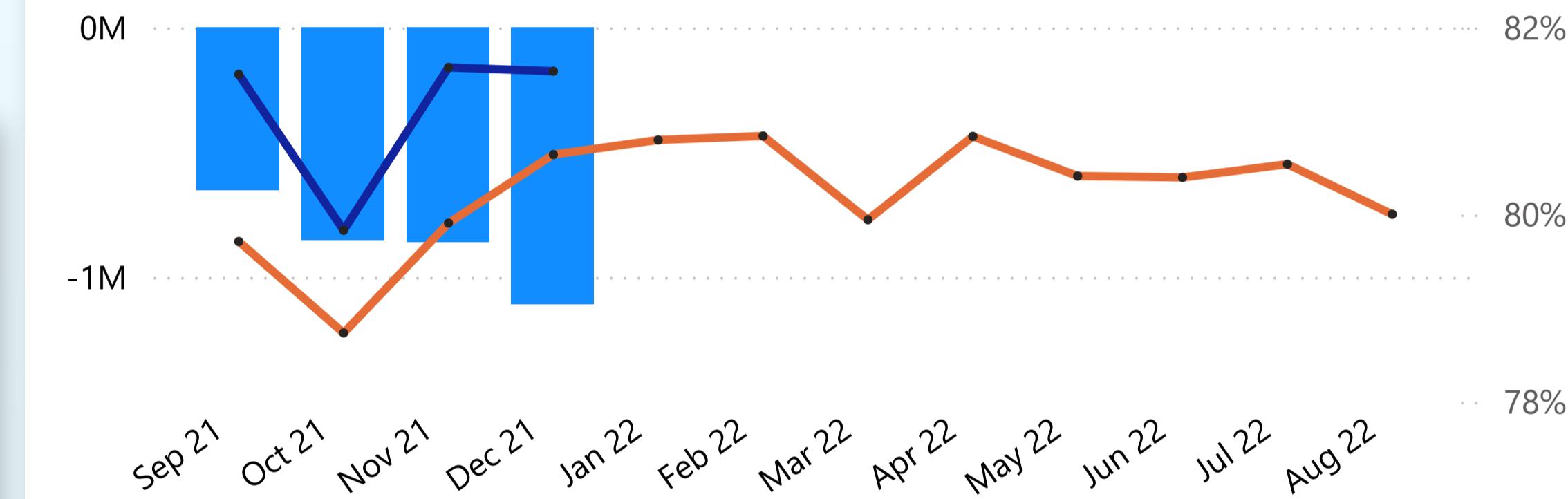
LY: -751.71K (-361.97%)

**Net Error****6899.04K!**

LY: 9780.74K (-29.46%)

**ABS Error****Key Metrics by customer**

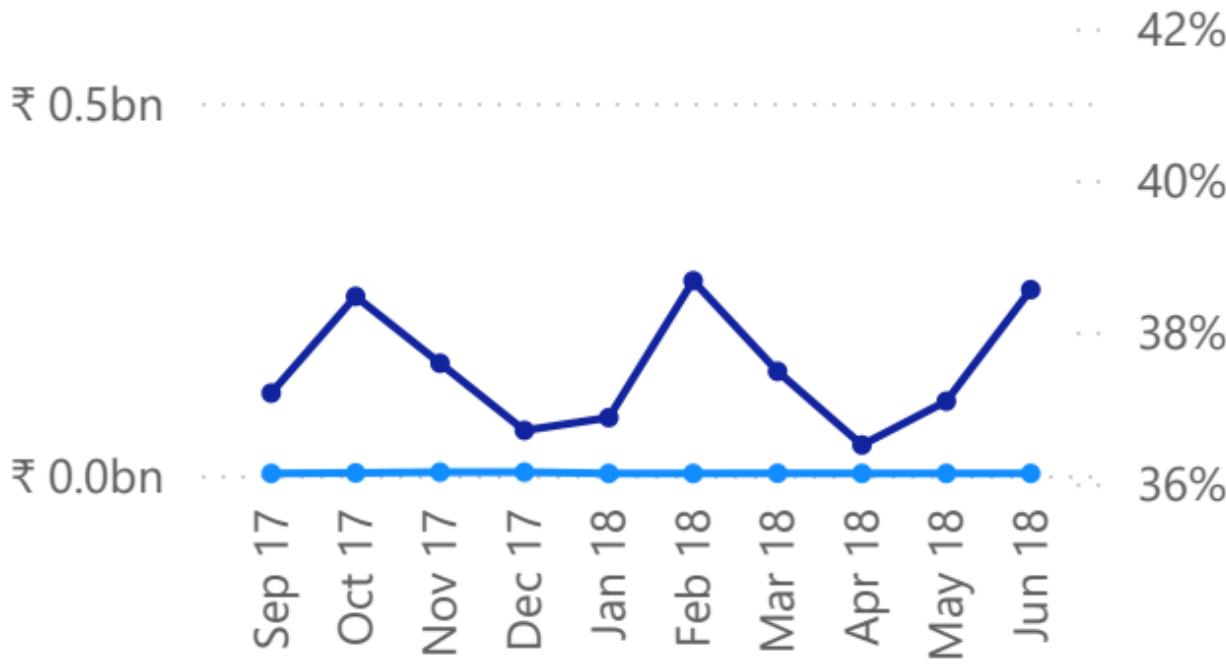
customer	Forecast_Accuracy %	Forecast_accuracy % LY	Net_Error	Net_Error %	Risk
Forward Stores	10.77%	50.76%	-109913	-71.10%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Elkjøp	26.90%	53.55%	-115397	-60.92%	OOS
Media Markt	28.17%	53.40%	-101119	-56.47%	OOS
Elite	20.90%	51.48%	-80439	-55.95%	OOS
Nova	17.70%	41.59%	-7932	-47.21%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Insight	25.04%	26.88%	-43440	-43.51%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Sound	32.34%	52.83%	-97958	-41.81%	OOS
Novus	25.04%	25.28%	-187343	-40.83%	OOS
Epic Stores	32.38%	52.19%	-61593	-37.53%	OOS
Euronics	45.25%	60.79%	-67489	-37.39%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

**Accuracy / Net Error Trend****Net Sales Performance Over Time**
Net\_Error Forecast\_Accuracy % Forecast\_accuracy% LY
**Key Metrics by products**

segment	Forecast_Accuracy %	Net_Error	Net_Error %	Risk
+ Storage	71.50%	-628266	-25.61%	OOS
+ Peripherals	68.17%	-3204280	-31.83%	OOS
+ Notebook	87.24%	-47221	-1.69%	OOS
+ Networking	93.06%	-12967	-1.69%	OOS
+ Desktop	87.53%	78576	10.24%	El
+ Accessories	87.42%	341468	1.72%	El
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

## NS & GM % For

NS \$ GM %





region, market

All

customer

All

segment, category,...

All

2019

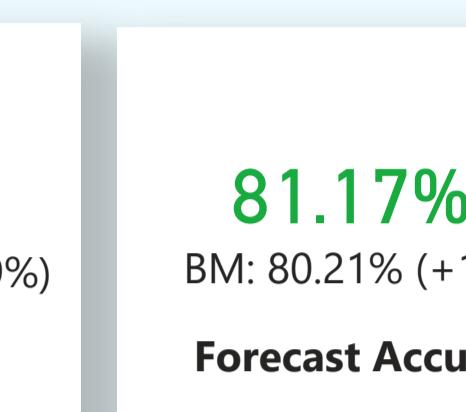
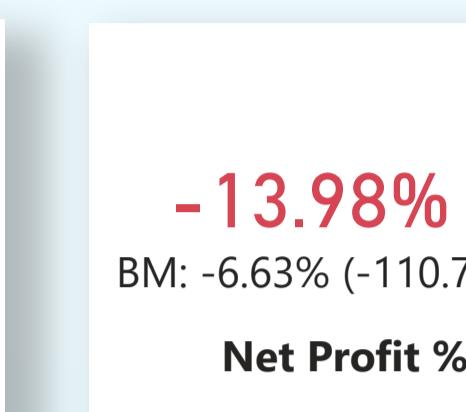
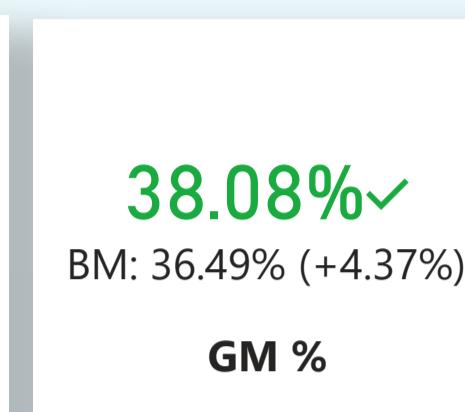
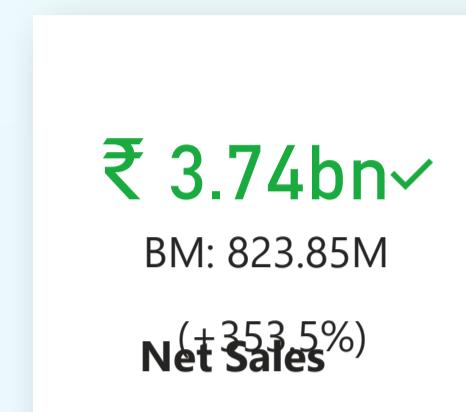
2020

2021

2022 Est

vs LY

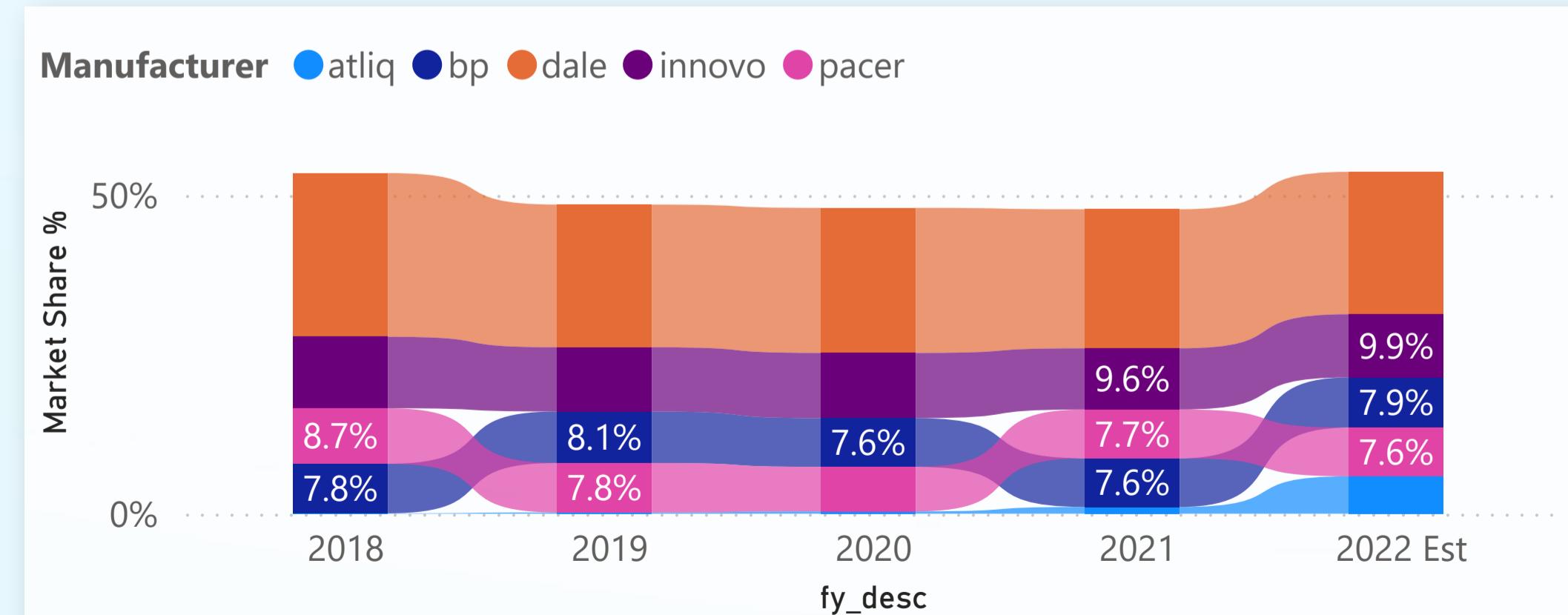
vs Target



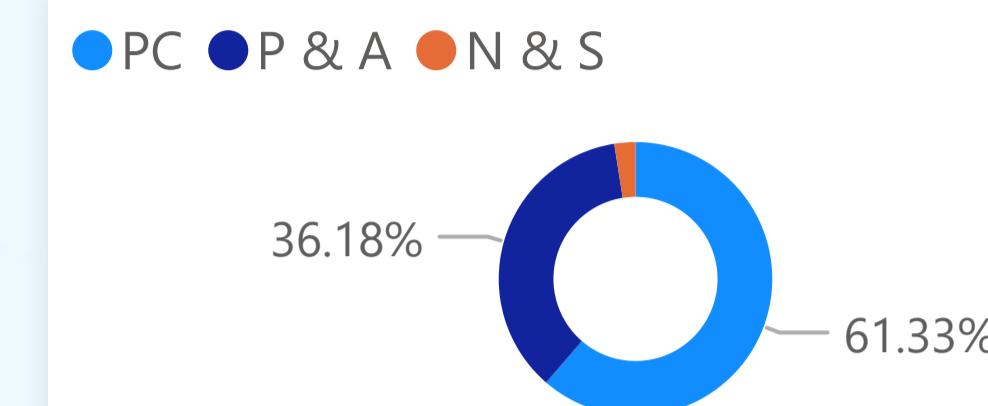
### Key Insights from Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	Market Share %	Net_EI
ANZ	₹ 189.78M	100.00%	43.50%	-7.39%	16.7%	-3.5%
India	₹ 945.34M	100.00%	35.75%	-22.99%	16.7%	-2.5%
LATAM	₹ 14.82M	100.00%	35.02%	↓	-2.95%	16.7%
NA	₹ 1,022.09M	100.00%	44.97%	-14.22%	16.7%	-1.5%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>100.00%</b>	<b>38.08%</b>	<b>-13.98%</b>	<b>16.7%</b>	-

### PC Market Share and Trend - AtliQ & Competitors



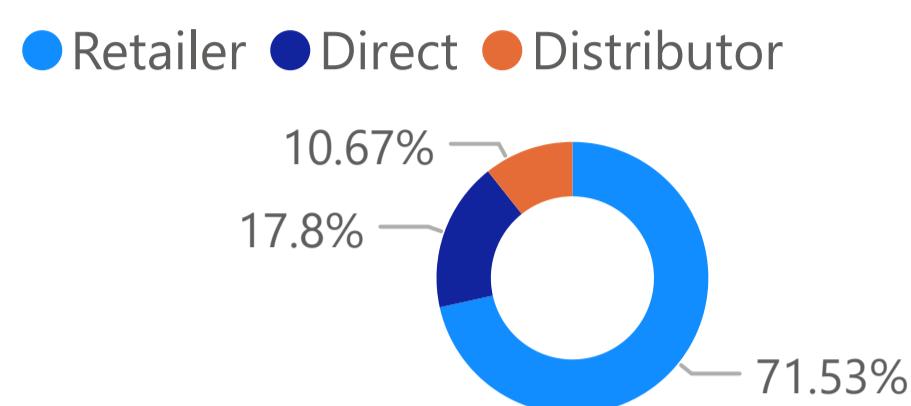
### Revenue by Division



YTD

YTG

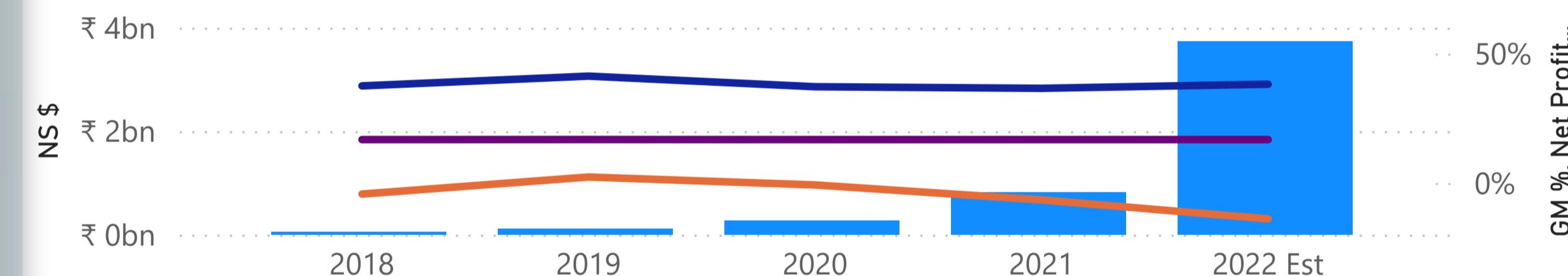
### Revenue by Channel



### Yearly Trend by Revenue, GM%, Net Profit%, PC Market share

#### NS \$, GM %, Net Profit % and Market Share % by fy\_desc

● NS \$ ● GM % ● Net Profit % ● Market Share %



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

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
AtliQ Exclusive	9.67%	46.01%
AtliQ e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
<b>Total</b>	<b>38.23%</b>	<b>39.19%</b>

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>

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



# Business Insights 360 Support



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

New to Power BI?