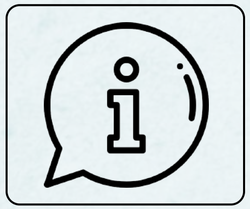
Business Insights 360



Info

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

Finance View

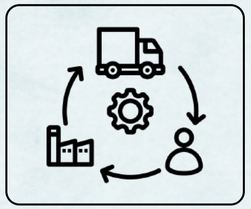
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More.

Sales View

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

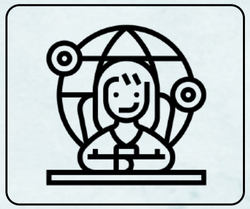
Marketing View

Analyse 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.

Report Refresh Date : Wednesday, July 24, 2024

Values are in Dollars & Millions

Sales data load until : Dec 21

region, market: All

customer: All

segment, category, pro...: All

2018 | 2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

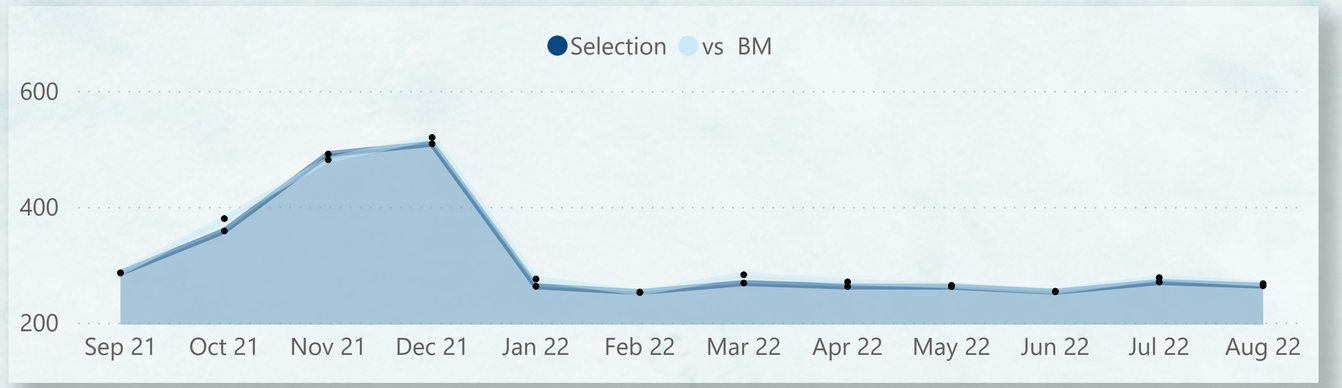
vs LY | vs Target

$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 SalesPerformamce Over Time



Profit and Loss Statement

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

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L 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	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, category, pro...: All

2018 | 2019 | 2020 | 2021 | 2022Est

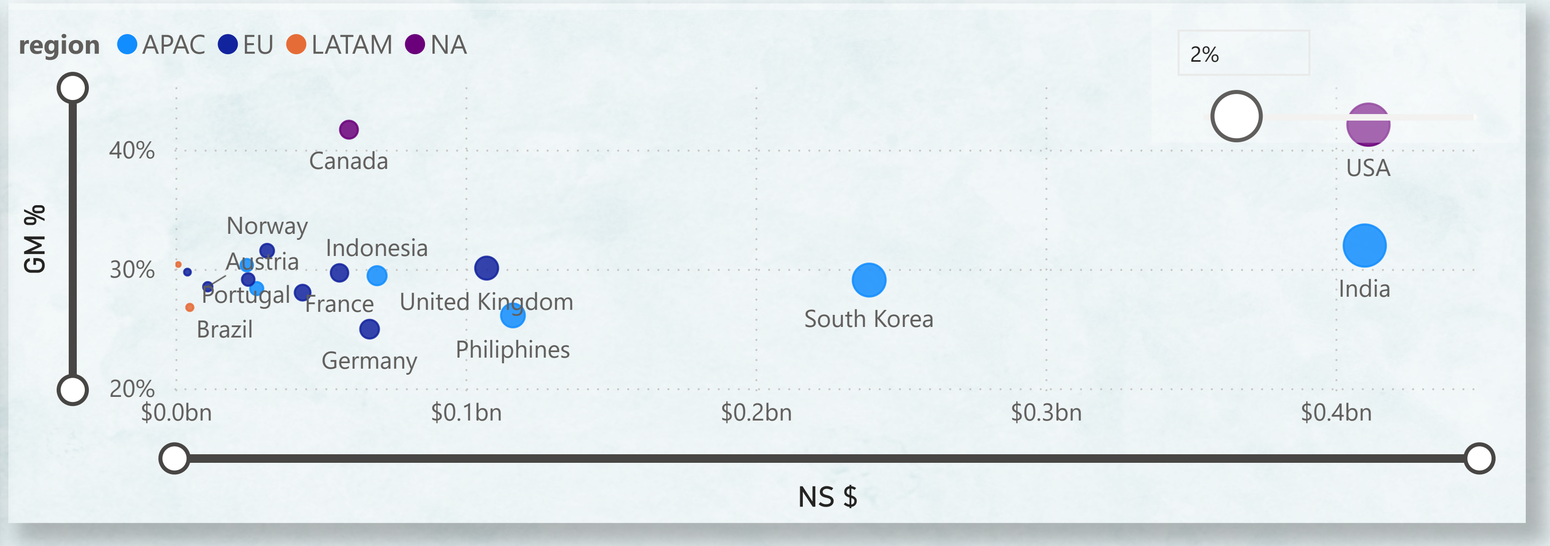
Q1 | Q2 | Q3 | Q4

YTD | YTG

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%**

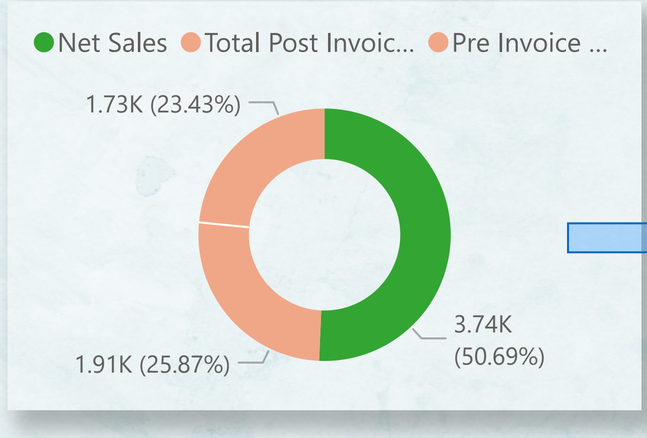
Performance Matrix

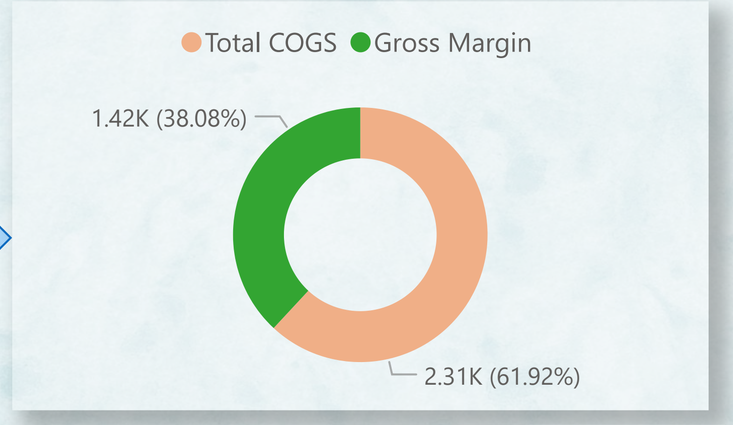


Product Performance

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, market: All

customer: All

segment, category, pro...: All

2018 | 2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

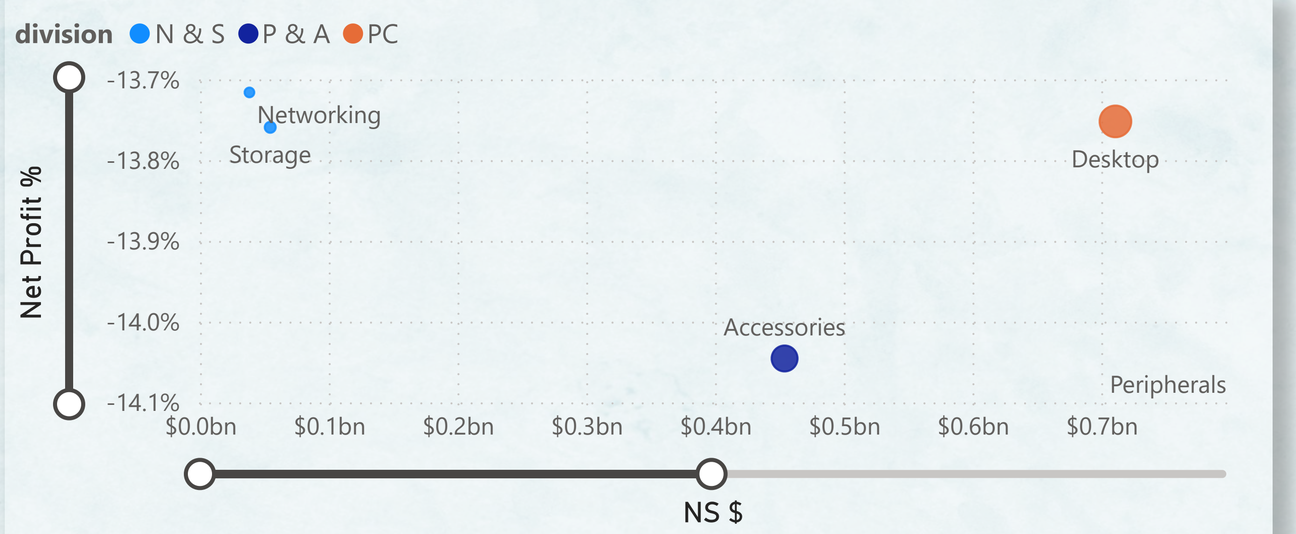
YTD | YTG

Product Performance

segment	NS $	GM $	GM %	Net Profit	Net Profit
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.0
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.7
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.7
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.0
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.0
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.7
Total	$3,736.17M	1,422.88M	38.08%	-522.42M	-13.9

Show GM %

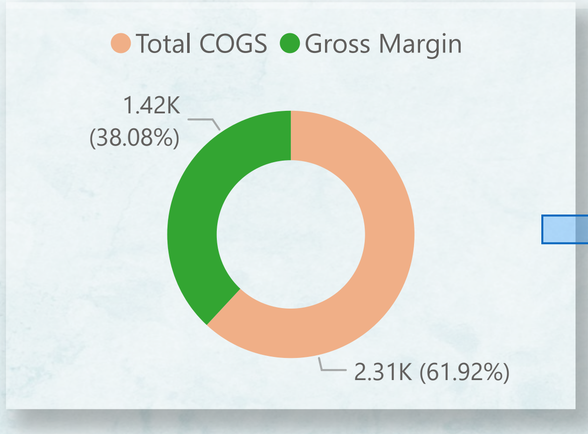
Performance Matrix

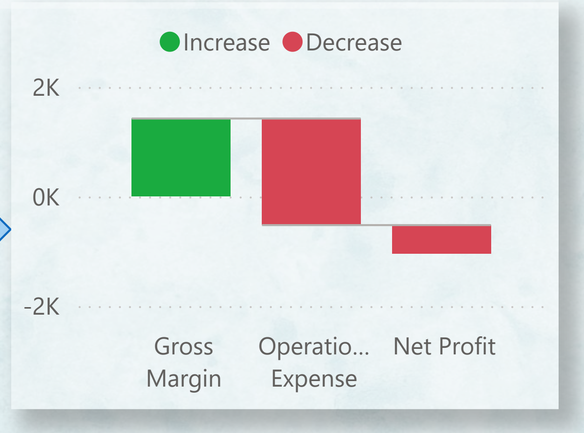


Region/ Market/ Customer Performance

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





region, market: All

customer: All

segment, category, pro...: All

2018 | 2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

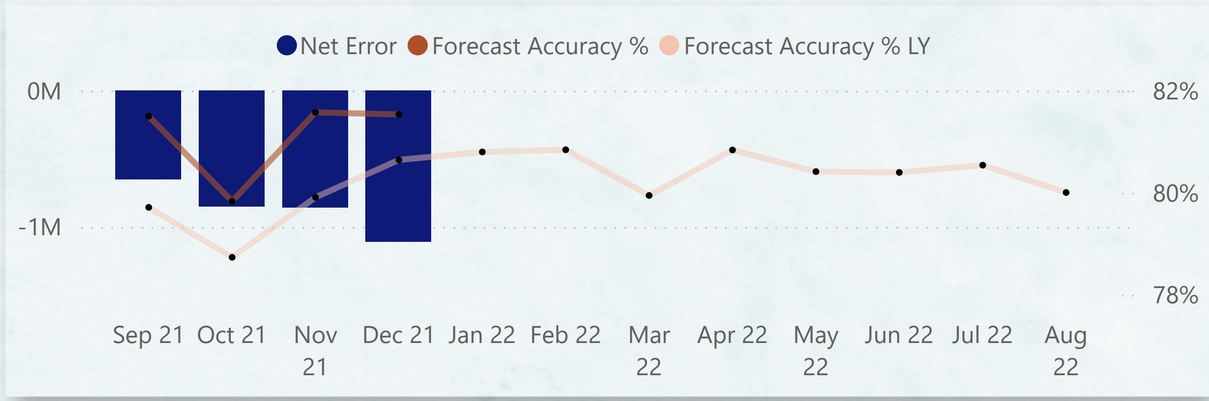
-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy/ Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
⊞ Networking	93.06%	90.40%	-12967	-1.69%	OOS
⊞ Desktop	87.53%	84.37%	78576	10.24%	EI
⊞ Storage	71.50%	83.54%	-628266	-25.61%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-1.69%	OOS
⊞ Accessories	87.42%	77.66%	341468	1.72%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

region, market: All

customer: All

segment, category, pro...: All

2018 | 2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4 | YTD | YTG

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GM %

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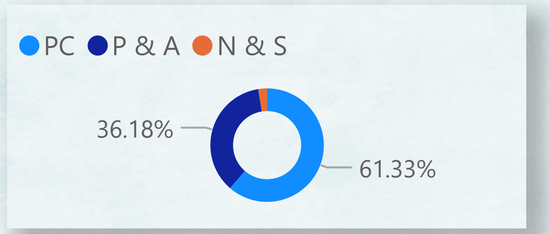
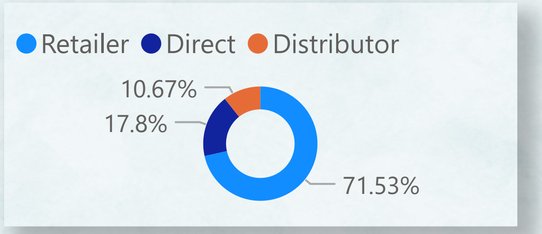
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

Revenue By Division



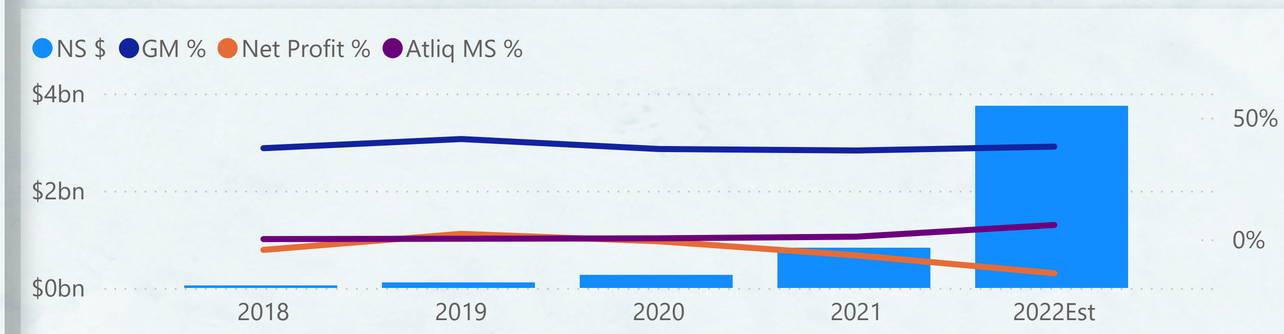
Revenue By Channel



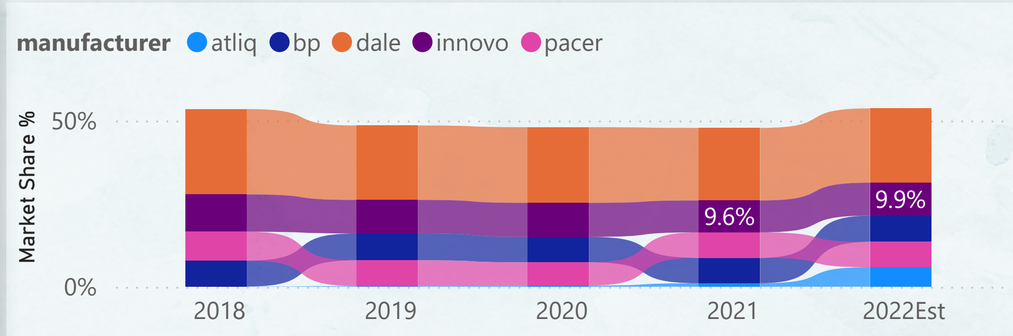
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Net Error%	Risk
NA	$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.35%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	OOS
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
LATAM	$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers 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 Histotical forecast are received from Global database.

3.Non system data such as Target, Operational Expenses and Market Share are refreshed on request.

4.For FAQs click here.

5.Download live excel version here.

Business Insights 360

Get an issue resolved

Provide Feedback

Add New Request

Check out the contingency plan

New to PBI?