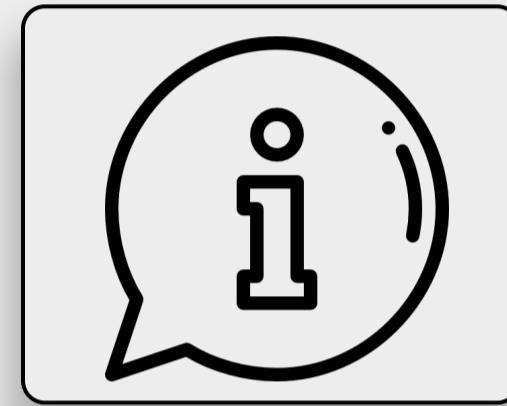




# Business Insight 360



## Info

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



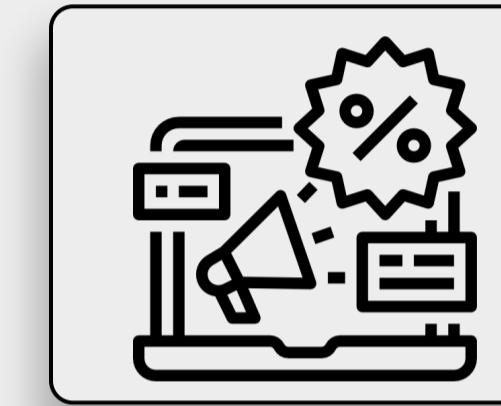
## Finance View

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



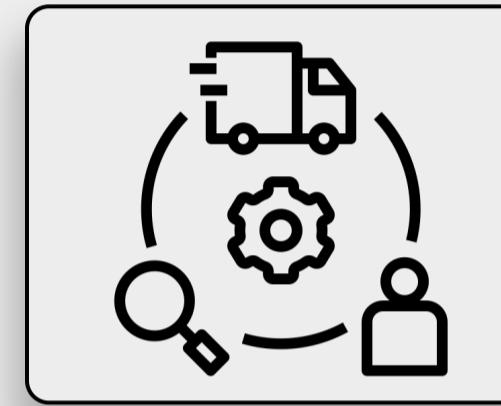
## Sales View

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



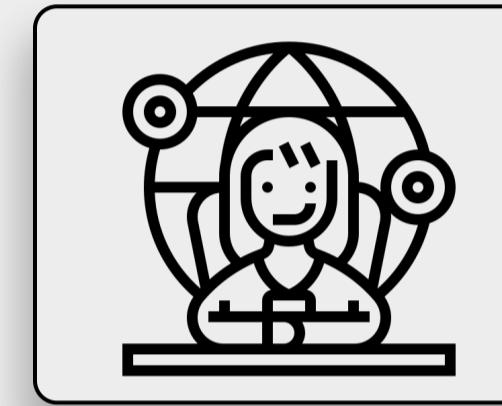
## Marketing View

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  
Allcustomer  
Allsegment, category, ...  
All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

LY

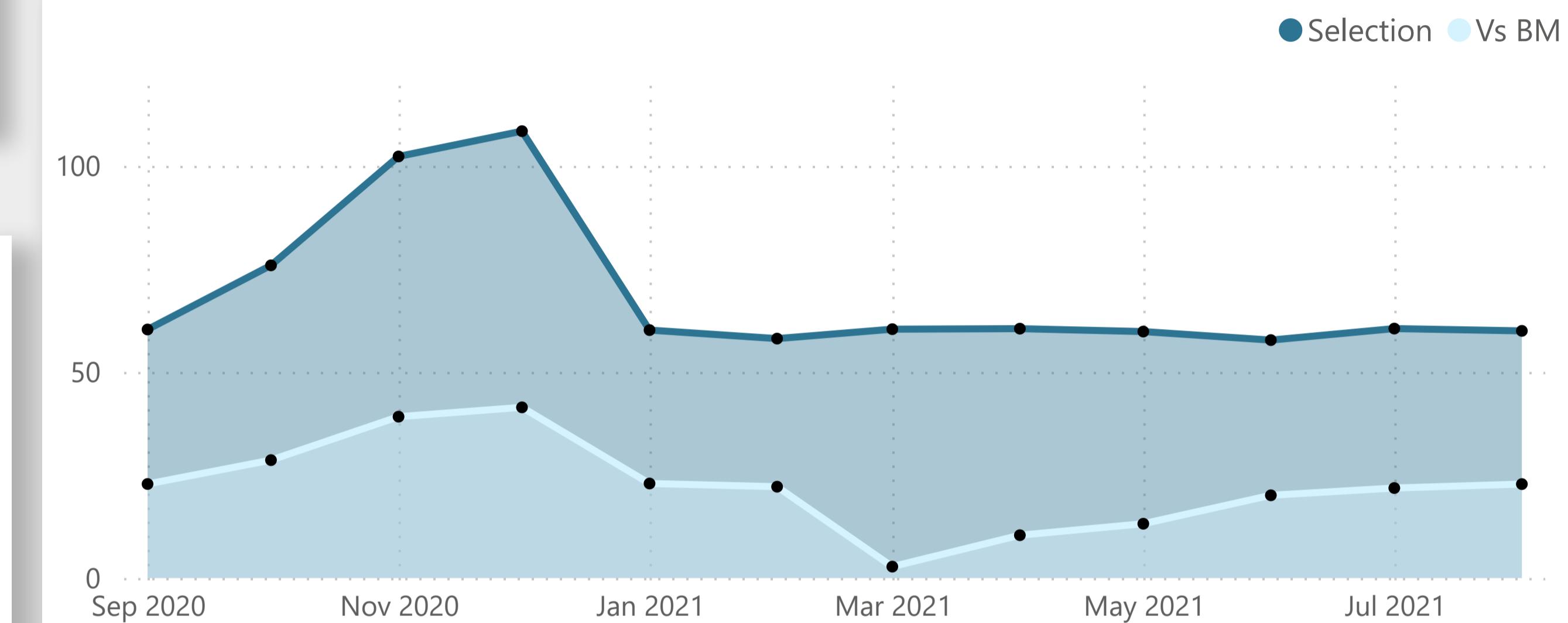
Target

**\$823.85M✓**  
BM: 267.98M (+207.43%)  
**Net Sales****36.49%!**  
BM: 37.10% (-1.65%)  
**GM %****-6.63%!**  
BM: -0.85% (-676.38%)  
**Net Profit %**

## Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational expense	-355.28	-101.71	-253.57	249.30
Net profit	-54.65	-2.29	-52.36	2,286.82
Net profit %	0.00	0.00	0.00	676.38

## Net Sales Performance over time



## Top/Bottom Product & Customer by Net Sales

region	P & L Values	P&L YOY
		Chng %
+ APAC	441.98	198.67
+ EU	200.77	259.88
+ LATAM	3.16	58.40
+ NA	177.94	186.03

segment	P & L Values	P&L YOY
		Chng %
+ Accessories	244.85	269.67
+ Desktop	46.43	4791.34
+ Networking	45.16	72.26
+ Notebook	266.49	208.45
+ Peripherals	166.51	174.64
+ Storage	54.42	97.48

region, market  
Allcustomer  
Allsegment, category, ...  
All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

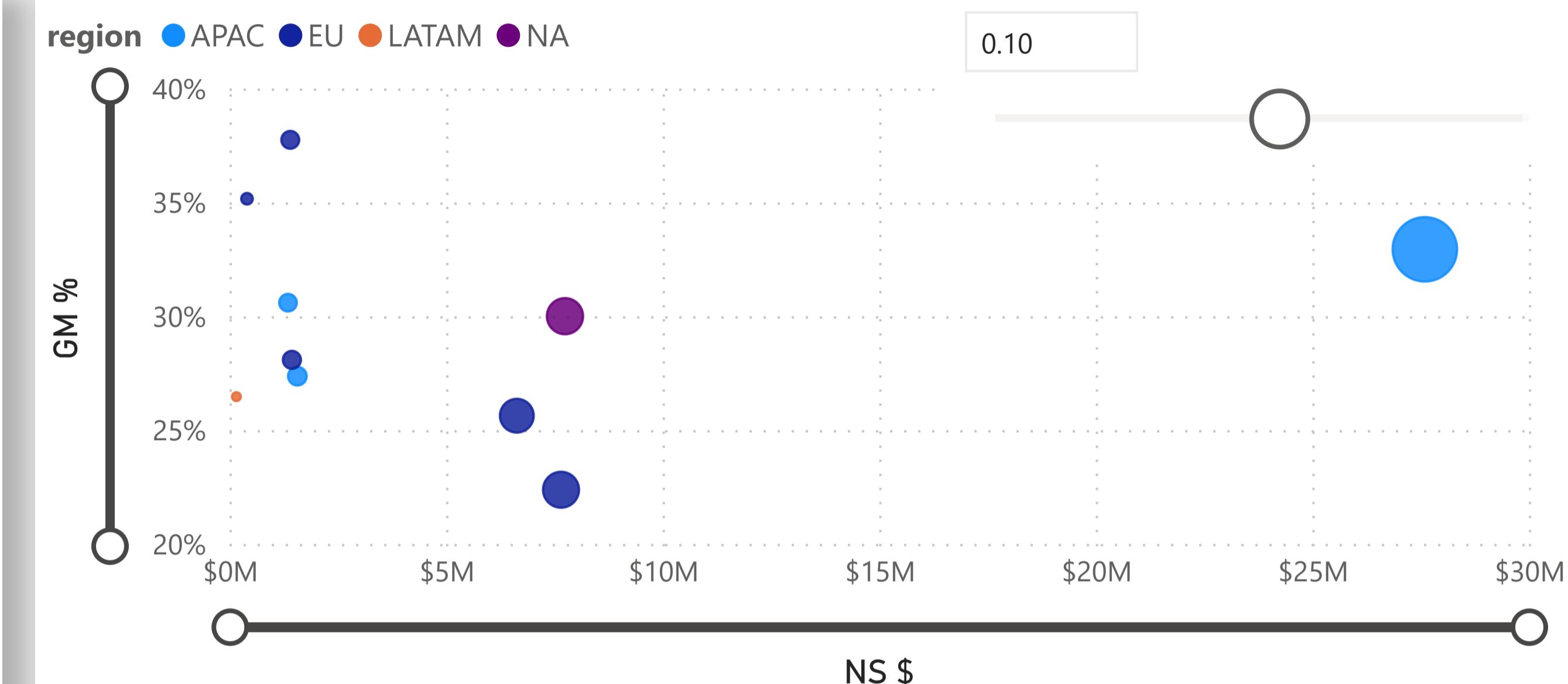
LY

Target

## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
AtliQ Exclusive	\$79.92M	\$34.95M	43.73%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Sage	\$27.07M	\$9.52M	35.16%
Flipkart	\$25.25M	\$7.64M	30.23%
Leader	\$24.51M	\$8.34M	34.01%
Neptune	\$21.00M	\$8.65M	41.17%
Ebay	\$19.87M	\$7.17M	36.10%
Electricalsocity	\$16.25M	\$5.66M	34.83%
Synthetic	\$16.10M	\$6.32M	39.25%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49% </b>

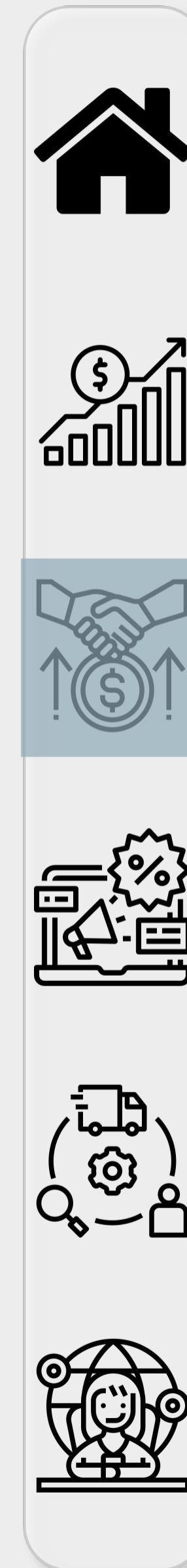
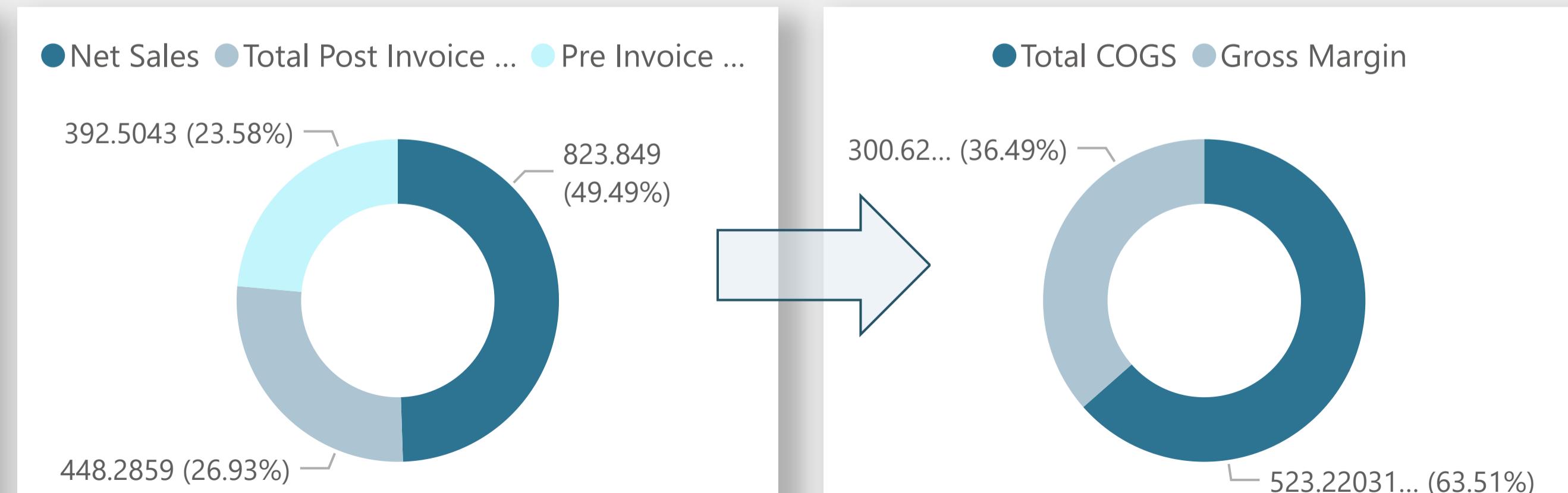
## Performance Metrics



## Product Performance

segment	NS \$	GM \$	GM %
+ Desktop	\$46.43M	\$16.79M	36.17%
+ Notebook	\$266.49M	\$97.12M	36.45%
+ Accessories	\$244.85M	\$89.30M	36.47%
+ Peripherals	\$166.51M	\$60.81M	36.52%
+ Networking	\$45.16M	\$16.60M	36.75%
+ Storage	\$54.42M	\$20.00M	36.75%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49%</b>

## Unit Economics





region, market

customer

segment, category, ...

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

LY

Target

All

All

All

2018

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2021

2022Est

Q1

Q2

Q3

Q4

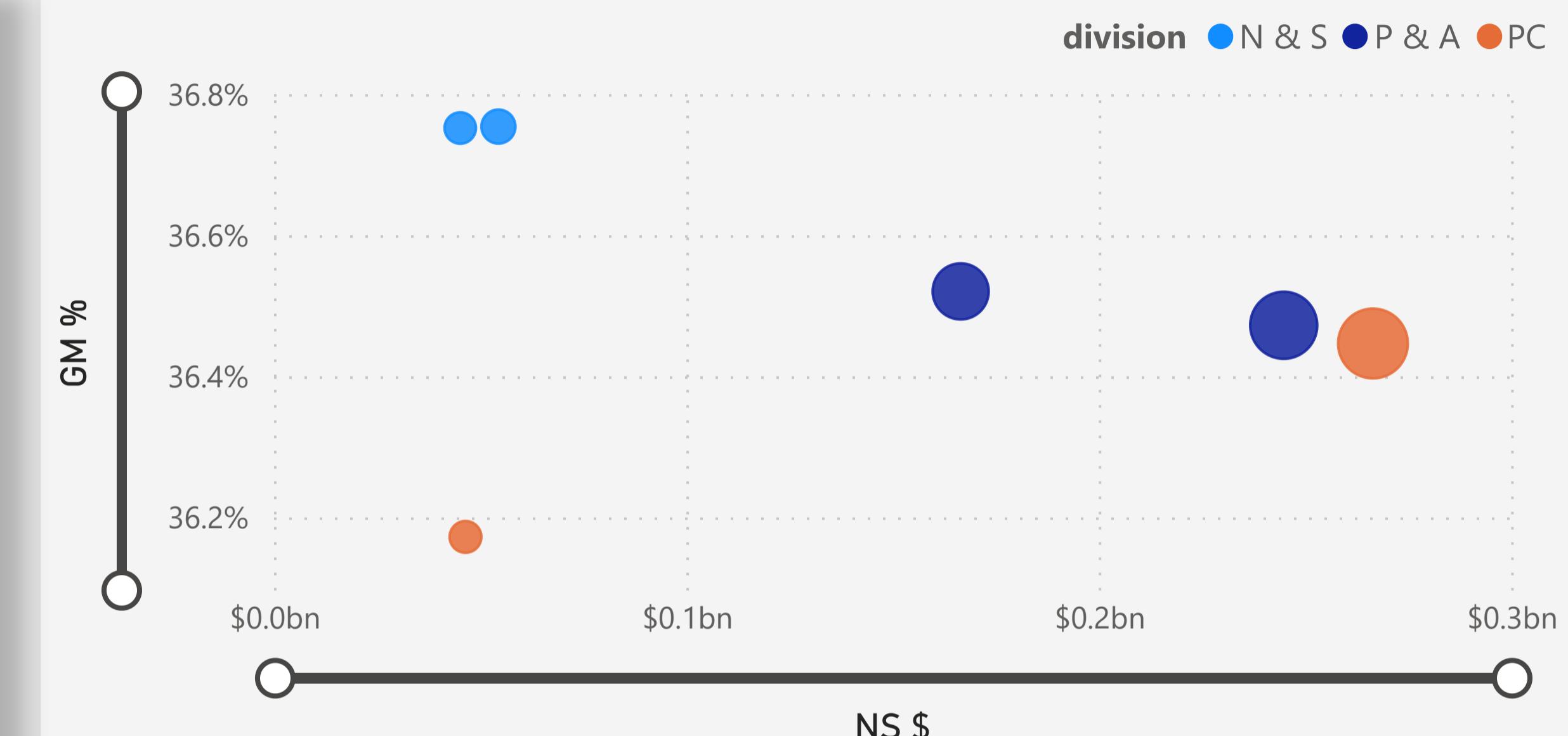
LY

Target

## Product Performance

segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
+ Storage	\$54.4M	\$20.0M	36.75%	-3.5M	-6.36%
+ Networking	\$45.2M	\$16.6M	36.75%	-2.9M	-6.44%
+ Peripherals	\$166.5M	\$60.8M	36.52%	-11.0M	-6.62%
+ Notebook	\$266.5M	\$97.1M	36.45%	-17.7M	-6.64%
+ Accessories	\$244.8M	\$89.3M	36.47%	-16.3M	-6.65%
+ Desktop	\$46.4M	\$16.8M	36.17%	-3.3M	-7.04%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.49%</b>	<b>-54.7M</b>	<b>-6.63%</b>

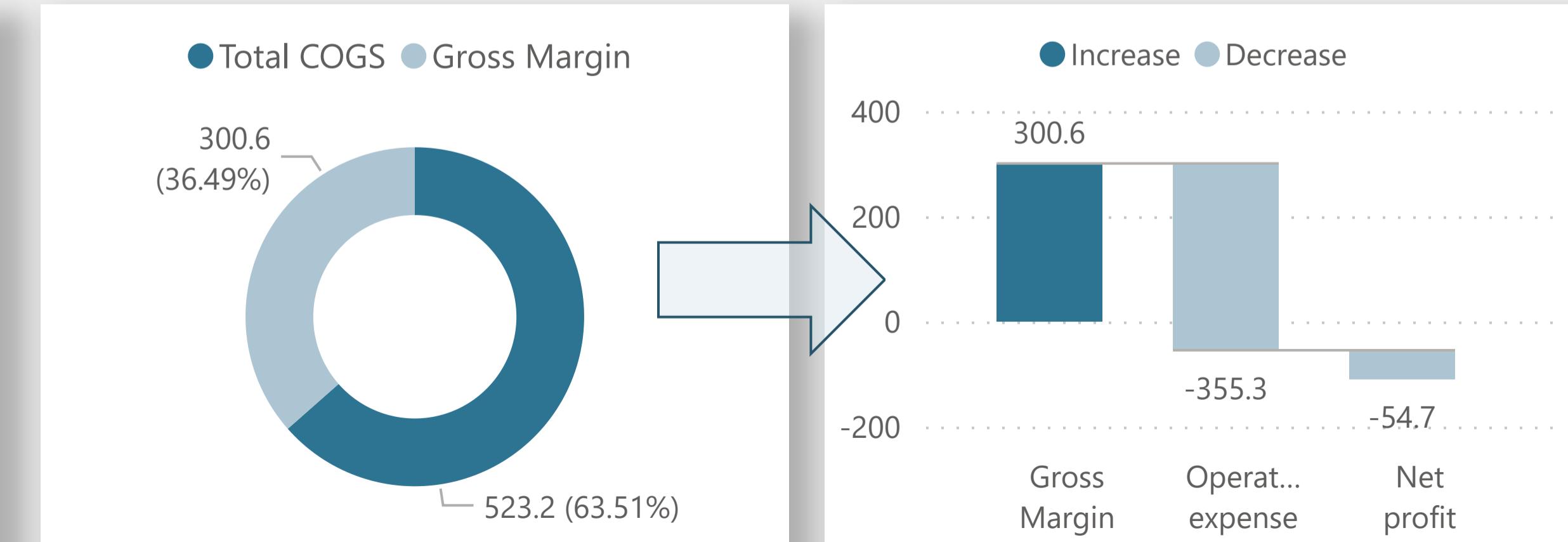
## Performance Metrics

NS Vs NP%
NS Vs GM%
division ● N & S ● P & A ● PC

## Region/ Market/ Customer Performance

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
+ APAC	\$442.0M	\$156.2M	35.34%	-33.3M	-7.54%
+ EU	\$200.8M	\$77.0M	38.34%	2.8M	1.40%
+ NA	\$177.9M	\$66.3M	37.23%	-24.3M	-13.67%
+ LATAM	\$3.2M	\$1.2M	37.54%	0.2M	6.18%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.49%</b>	<b>-54.7M</b>	<b>-6.63%</b>

## Unit Economics



region, market  
Allcustomer  
Allsegment, category, ...  
All

2018

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Q1

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Q4

LY

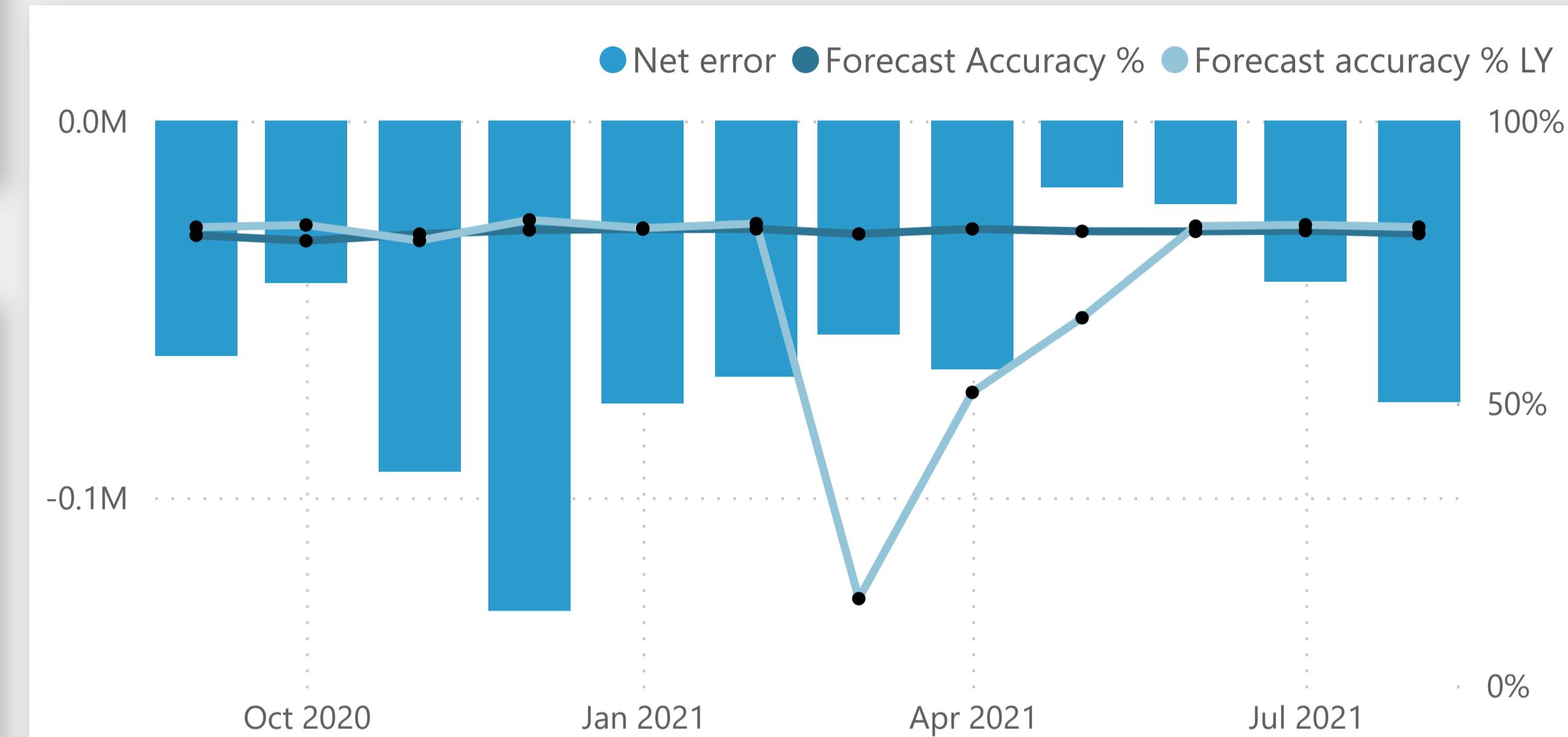
Target

**80.21%✓**  
LY: 72.99% (+9.88%)  
**Forecast Accuracy %**

**-751.7K✓**  
LY: 491.6K (-252.91%)  
**Net Error**

**9780.7K!**  
LY: 5743.2K (+70.3%)  
**ABS Error**

## Accuracy/ Net Error Trend



## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast accuracy % LY	Net error	Net error %	Risk
Acclaimed Stores	50.69%	8.69%	-122.56K	-16.23%	OOS
All-Out	29.09%	35.18%	-12.43K	-30.67%	OOS
Amazon	74.54%	48.43%	-155.12K	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8.03K	4.14%	EI
Atlas Stores	48.16%	39.19%	99.52K	29.63%	EI
Atliq e Store	74.59%	55.24%	-94.64K	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189.09K	-4.59%	OOS
BestBuy	35.31%	7.31%	-73.28K	-16.97%	OOS
Billa	18.29%	26.05%	-37.86K	-47.09%	OOS
Boulanger	58.77%	38.12%	81.79K	18.34%	EI
Chip 7	53.44%	41.32%	95.12K	18.82%	EI
Chiptec	52.54%	27.04%	72.18K	22.07%	EI
Circuit City	35.02%	9.90%	-84.75K	-19.00%	OOS
Control	47.42%	30.41%	-64.71K	-11.99%	OOS
Coolblue	52.95%	43.16%	116.84K	26.87%	EI
Costco	49.42%	33.18%	-24.58K	-3.50%	OOS
Croma	42.78%	35.49%	45.05K	5.96%	EI
Currys (Dixons Carphone)	35.92%	35.91%	-44.68K	-35.54%	OOS
Digimarket	40.79%	39.69%	-72.13K	-23.20%	OOS
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751.71K</b>	<b>-1.52%</b>	<b>OOS</b>

## Key Metrics by Product

segment	Forecast Accuracy %	Forecast accuracy % LY	Net error	Net error %	Risk
Accessories	77.66%	71.42%	-2133.18K	-7.06%	OOS
Desktop	84.37%	70.07%	16.21K	11.22%	EI
Networking	90.40%	52.50%	227.06K	8.17%	EI
Notebook	79.99%	76.65%	-51.25K	-3.96%	OOS
Peripherals	83.23%	75.18%	-318.19K	-5.89%	OOS
Storage	83.54%	81.01%	1507.66K	15.77%	EI
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751.71K</b>	<b>-1.52%</b>	<b>OOS</b>

EI = Excess Inventory , OOS = Out of Stock

region, market  
Allcustomer  
Allsegment, category, ...  
All

2018

2019

2020

2021

2022Est

Q1

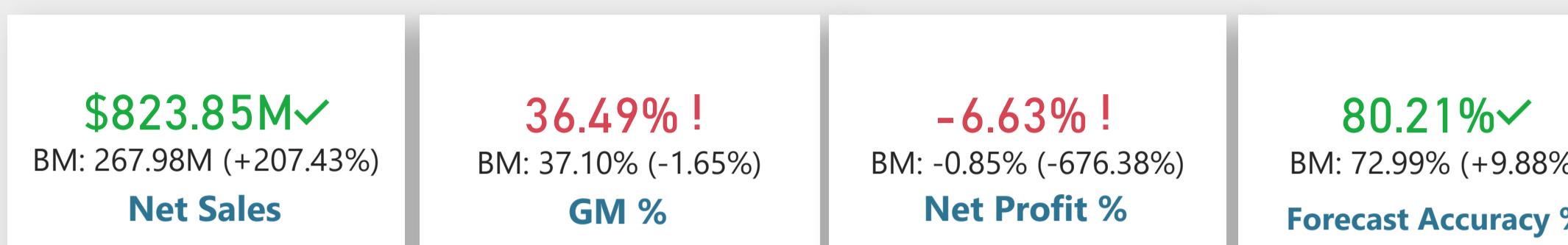
Q2

Q3

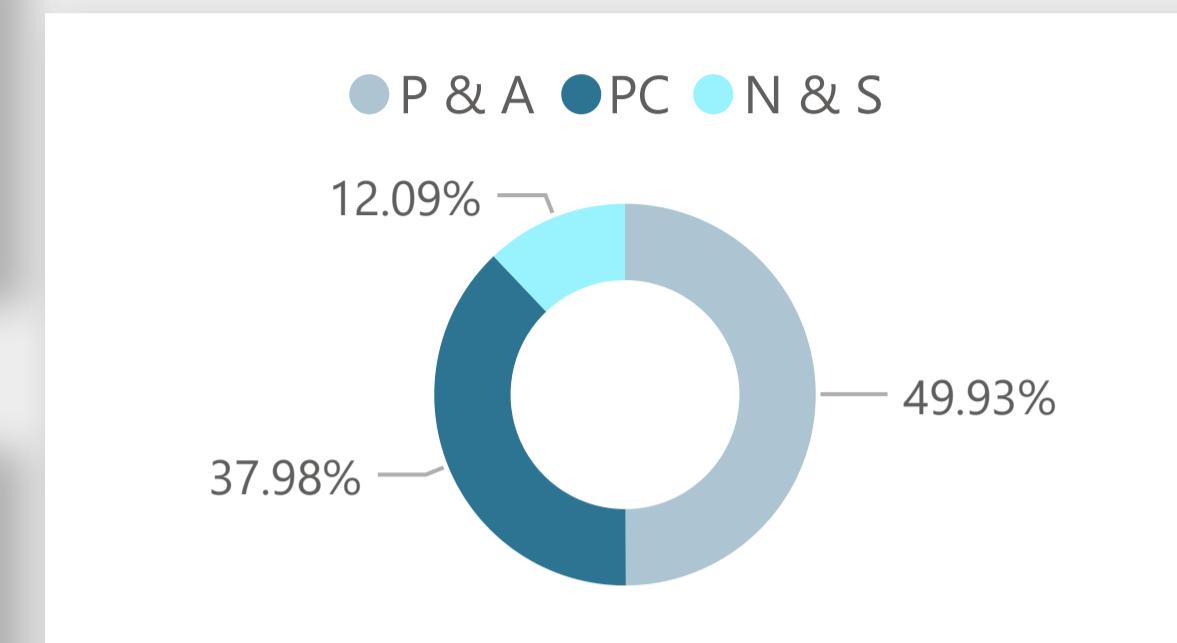
Q4

LY

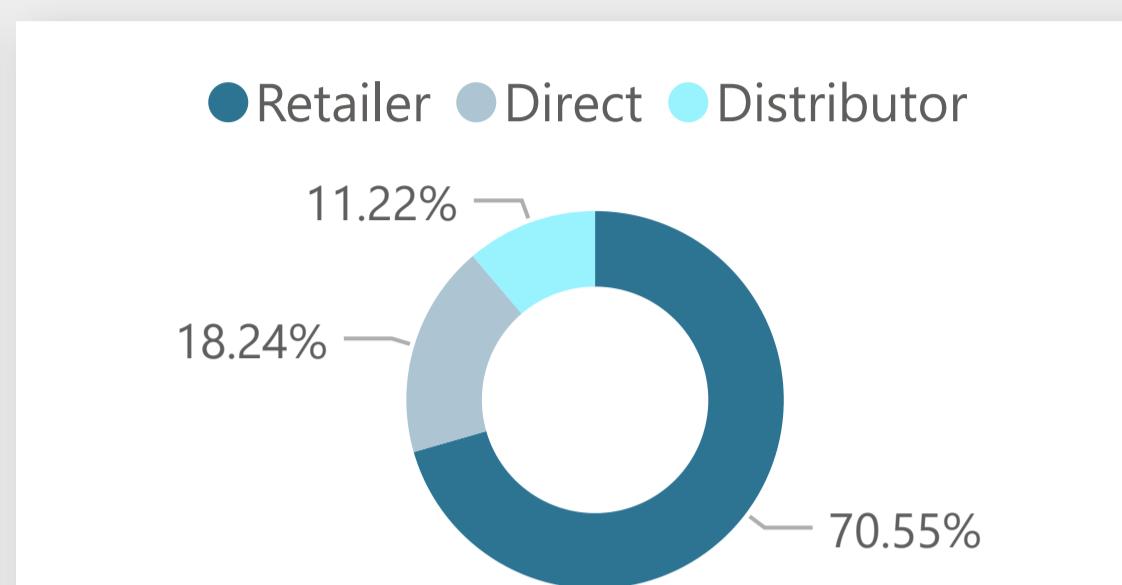
Target



### Revenue by Division



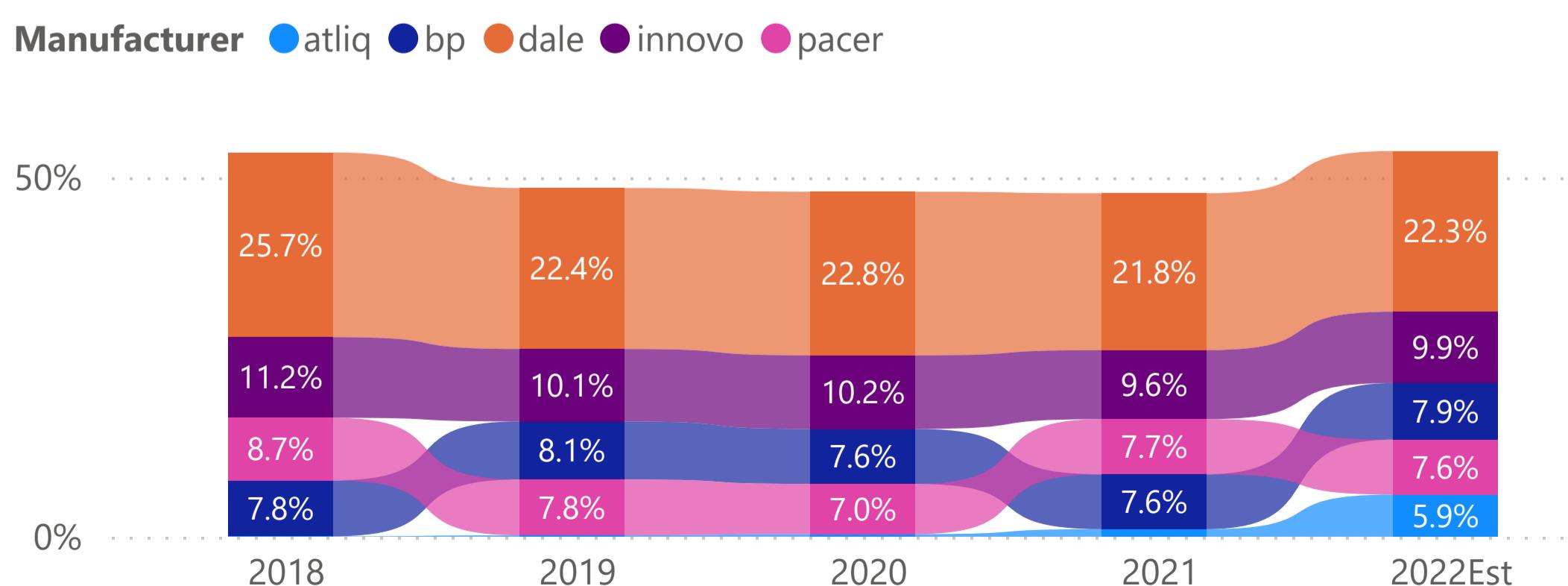
### Revenue by Channel



### Key Insight by Subzone

Subzone	NS \$	RC %	GM %	Net profit %	AtliQ MS %	Net error %	Risk
ANZ	\$44.4M	5.4%	38.5%	7.3%	0.3%	-5.19%	OOS
India	\$210.7M	25.6%	32.0%	-24.7%	2.5%	3.90%	EI
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	5.32%	EI
NA	\$177.9M	21.6%	37.2%	-13.7%	0.8%	-7.06%	OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.27%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.55%	OOS
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.56%	EI
<b>Total</b>	<b>\$823.8M</b>	<b>100.0%</b>	<b>36.5%</b>	<b>-6.6%</b>	<b>1.1%</b>	<b>-1.52%</b>	<b>OOS</b>

### PC Market Share Trend : AtliQ & Competitors



### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.2%	35.4% ↓
AtliQ e Store	8.5%	37.5%
AtliQ Exclusive	9.7%	43.7% ↓
Flipkart	3.1%	30.2% ↓
Sage	3.3%	35.2%
<b>Total</b>	<b>37.8%</b>	<b>37.6% ↓</b>

### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7% ↓
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
<b>Total</b>	<b>16.3%</b>	<b>36.5% ↓</b>

BM = Benchmark , EI = Excess Inventory , OOS = Out of Stock



## Info

1. All the system data in tool is refreshed every month on 7th working day.
2. System data such as forecast, actuals, and historical forecast are received from the 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](#).



# Support



Get an issue resolved



Provide feedback



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Check out the  
contingency plan



New to Power BI?

