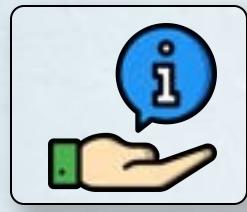




Business Insights 360



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..



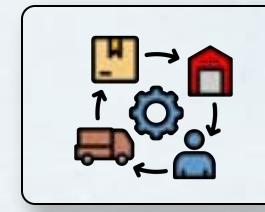
Sales View

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.



region, market

All

customer

All

segment, category,...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG



\$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 %

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

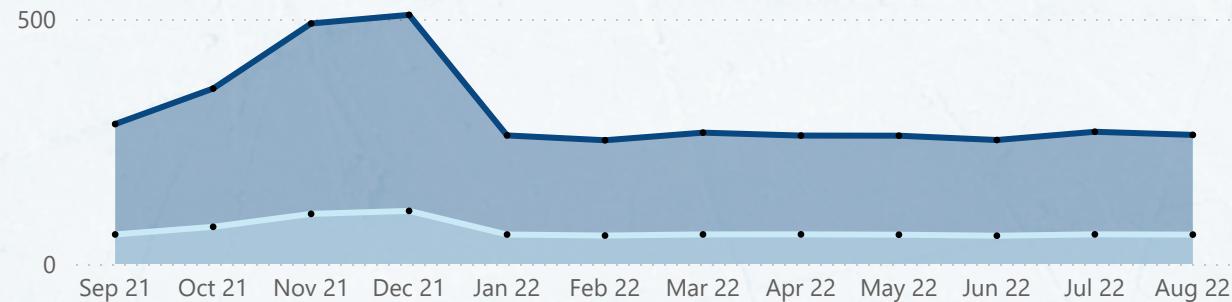


Net Sales Performance Over Time

vs LY

vs Target

Selection vs BM



Top / Bottom Products & Customer By Net Sales

region

P & L Values

P & L Chg %

APAC

1,923.77

335.27

EU

775.48

286.26

LATAM

14.82

368.40

NA

1,022.09

474.40

Total

3,736.17

353.50

segment

P & L Values

P & L Chg %

Desktop

711.08

1,431.55

Notebook

1,580.43

493.06

Peripherals

897.54

439.03

Accessories

454.10

85.46

Storage

54.59

0.32

Networking

38.43

-14.89

Total

3,736.17

353.50



region, market

All

customer

All

segment, category...

All

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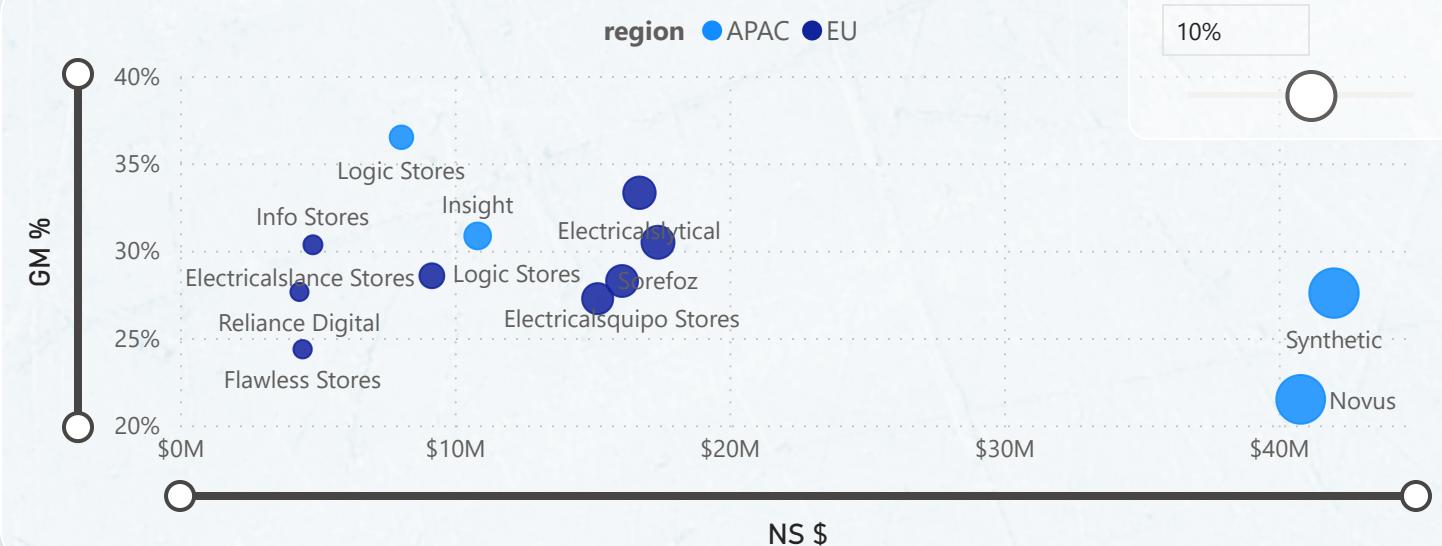
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.4M	\$29.6M	40.32%
All-Out	\$4.4M	\$1.7M	38.17%
Amazon	\$496.9M	\$182.8M	36.78%
Argos (Sainsbury's)	\$13.7M	\$5.3M	38.70%
Atlas Stores	\$17.1M	\$5.4M	31.66%
Atliq e Store	\$304.1M	\$112.1M	36.88%
AtliQ Exclusve	\$361.1M	\$166.1M	46.01%
BestBuy	\$49.3M	\$22.1M	44.89%
Billa	\$6.8M	\$1.6M	23.80%
Boulanger	\$26.0M	\$10.4M	39.95%
Chip 7	\$25.6M	\$8.3M	32.24%
Chiptec	\$18.9M	\$7.4M	38.94%
Total	\$3,736.2M	\$1,422.9M	38.08%

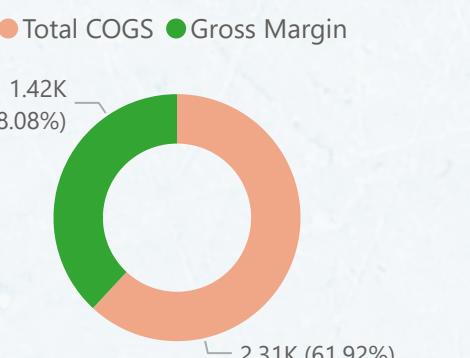
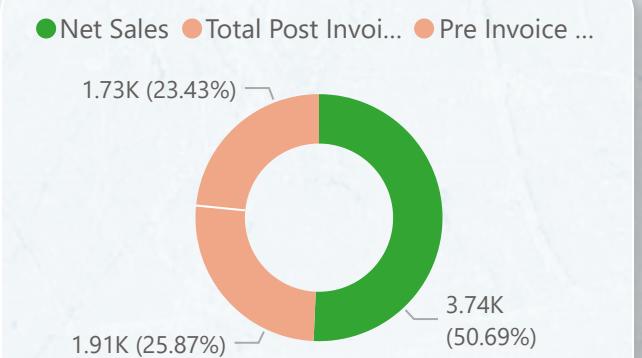
Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.4M	\$14.8M	38.45%
Storage	\$54.6M	\$20.9M	38.33%
Desktop	\$711.1M	\$272.4M	38.31%
Notebook	\$1,580.4M	\$601.0M	38.03%
Peripherals	\$897.5M	\$341.2M	38.02%
Accessories	\$454.1M	\$172.6M	38.01%
Total	\$3,736.2M	\$1,422.9M	38.08%

Performance Matrix



Unit Economics





region, market

All

customer

All

segment, category...

All

2019

2020

2021

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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%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	\$20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

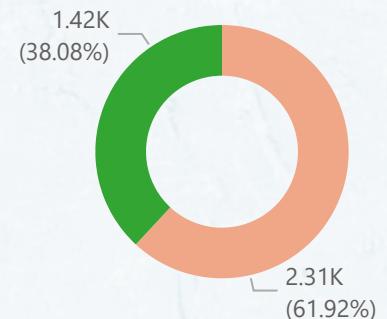
Performance Matrix



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%

Total COGS ● Gross Margin



Unit Economics





region, market

All

customer

All

segment, category...

All

2019

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Q1

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Q4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K ✓

LY: -751.7K (-361.97%)

ABS Error

6899.04K ✓

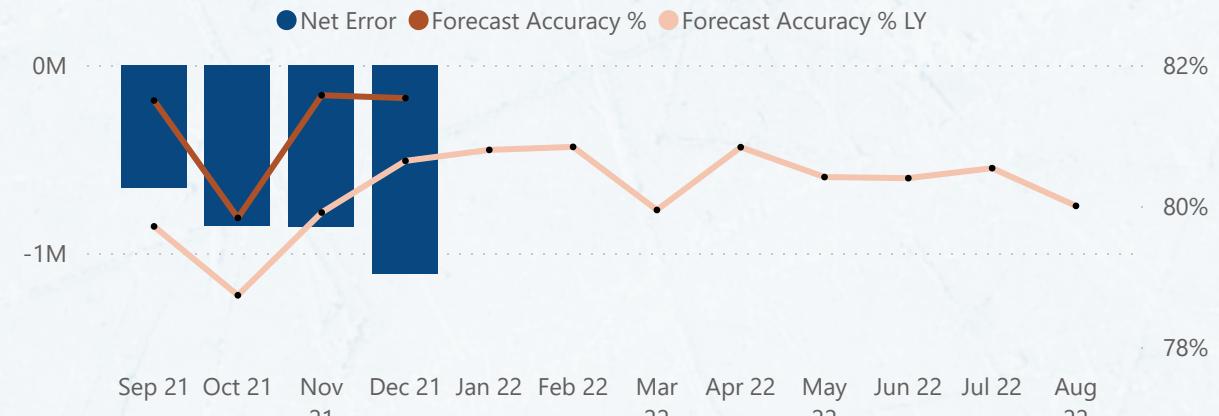
LY: 9780.74K (-29.46%)

NET Error

Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics By Customers

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS



region, market

customer

segment, category...

2019

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\$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales-13.98%!
BM: -6.63% (-110.79%)
GM%38.08%✓
BM: 36.49% (+4.37%)
Net Profit %81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

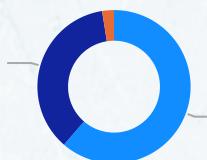
Key Insights By Sub Zone

Sub Zone	NS \$	GM %	RC %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$14.8M	35.0% ↓	0.4%	-2.9%	0.3%	3.4%	EI
ANZ	\$189.8M	43.5%	5.1%	-7.4%	1.4%	-37.6%	OOS
NA	\$1,022.1M	45.0%	27.4%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	32.8% ↓	12.3%	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	34.2% ↓	21.1%	-6.3%	8.3%	-4.6%	OOS
India	\$945.3M	35.8%	25.3%	-23.0%	13.3%	-24.4%	OOS
SE	\$317.8M	37.0% ↓	8.5%	-4.0%	16.4%	-55.5%	OOS
Total	\$3,736.2M	38.1%	100.0%	-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% 17.8% 71.53%



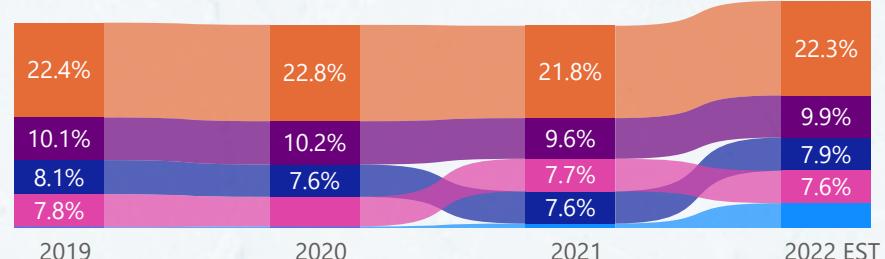
Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %

NS \$ GM % Net Profit % AtliQ MS %



PC Market Share Trend - AtliQ and Competitors

manufacturer atliq bp dale innovo pacer



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9% ↓
AtliQ Exclusiv	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4% ↓
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Home Allin1	4.1%	38.7%
AQ BZ Allin1 Gen 2	5.4%	38.5%
Total	23.2%	38.1%

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



Business Insights 360 Key Info



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 Key Info



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