



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.



Created By :- Raviranjana Kumar



region, market

All

customer

All

segment, category, product

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%!

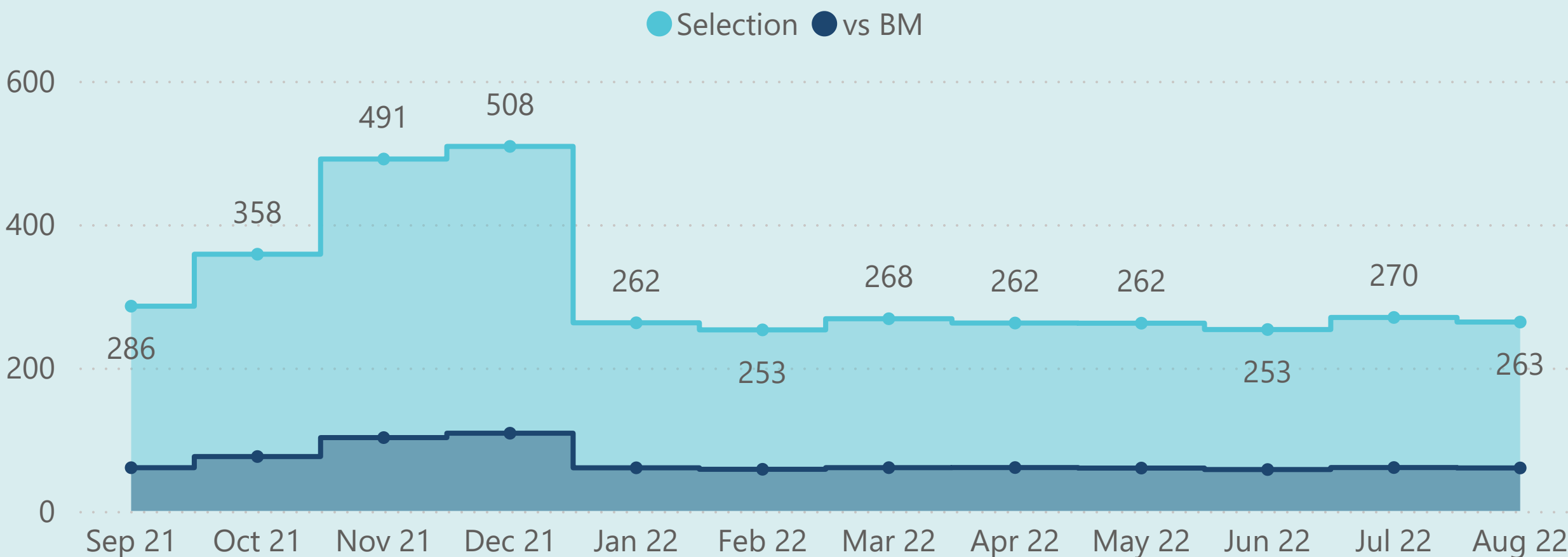
BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss statement

Line Item	2022 Est	BM	Chg	Chg %
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 Sales Performance Over Time



Top / Bottom Products & 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
Total	3,736.17	353.50

segment	P & L Values	P & L YoY 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

BM = Benchmark, LY = Last Year



region, market

customer

segment, category, product

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

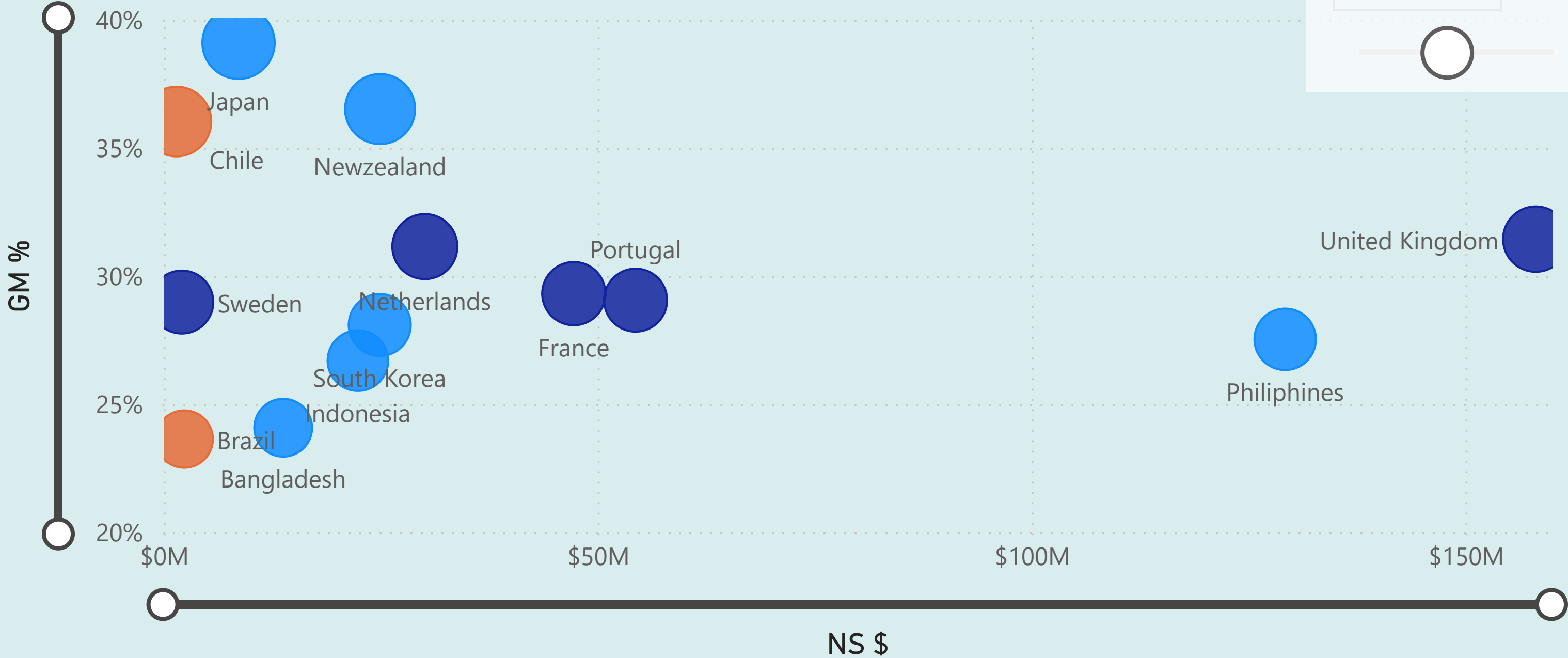
vs
Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78%
AltiQ Exclusive	\$307.17M	\$145.05M	47.22%
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%
Stanley	\$61.70M	\$21.00M	33.87%

Performance Matrix

region APAC EU LATAM

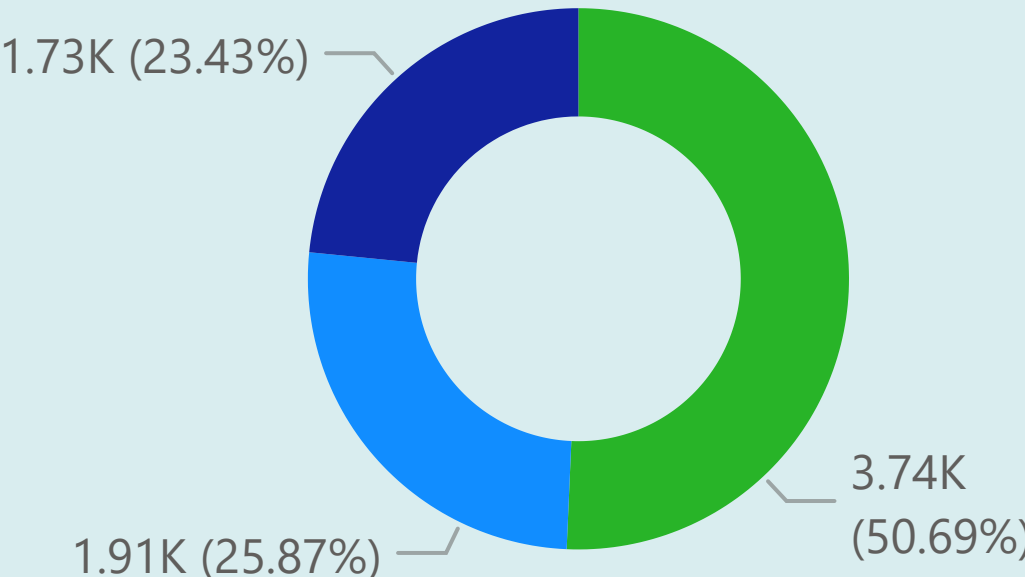


Product Performance

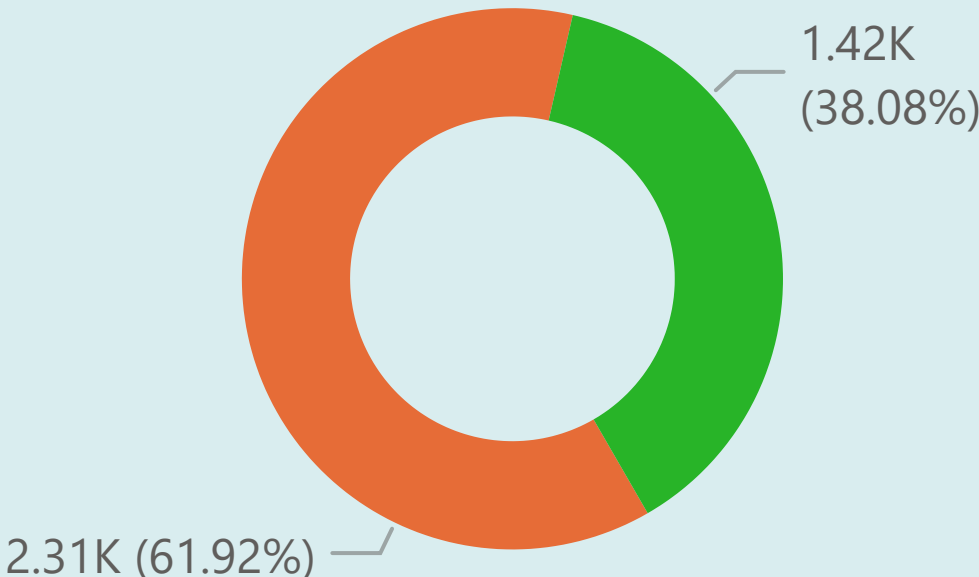
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Peripherals	\$897.54M	\$341.22M	38.02%
Notebook	\$1,580.43M	\$600.96M	38.03%
Desktop	\$711.08M	\$272.39M	38.31%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%
Total	\$3,736.17M	\$1,422.88M	38.08%

Unit Economics

Net Sales Total Post Invoice ... Pre Invoice De...



Total COGS Gross Margin





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

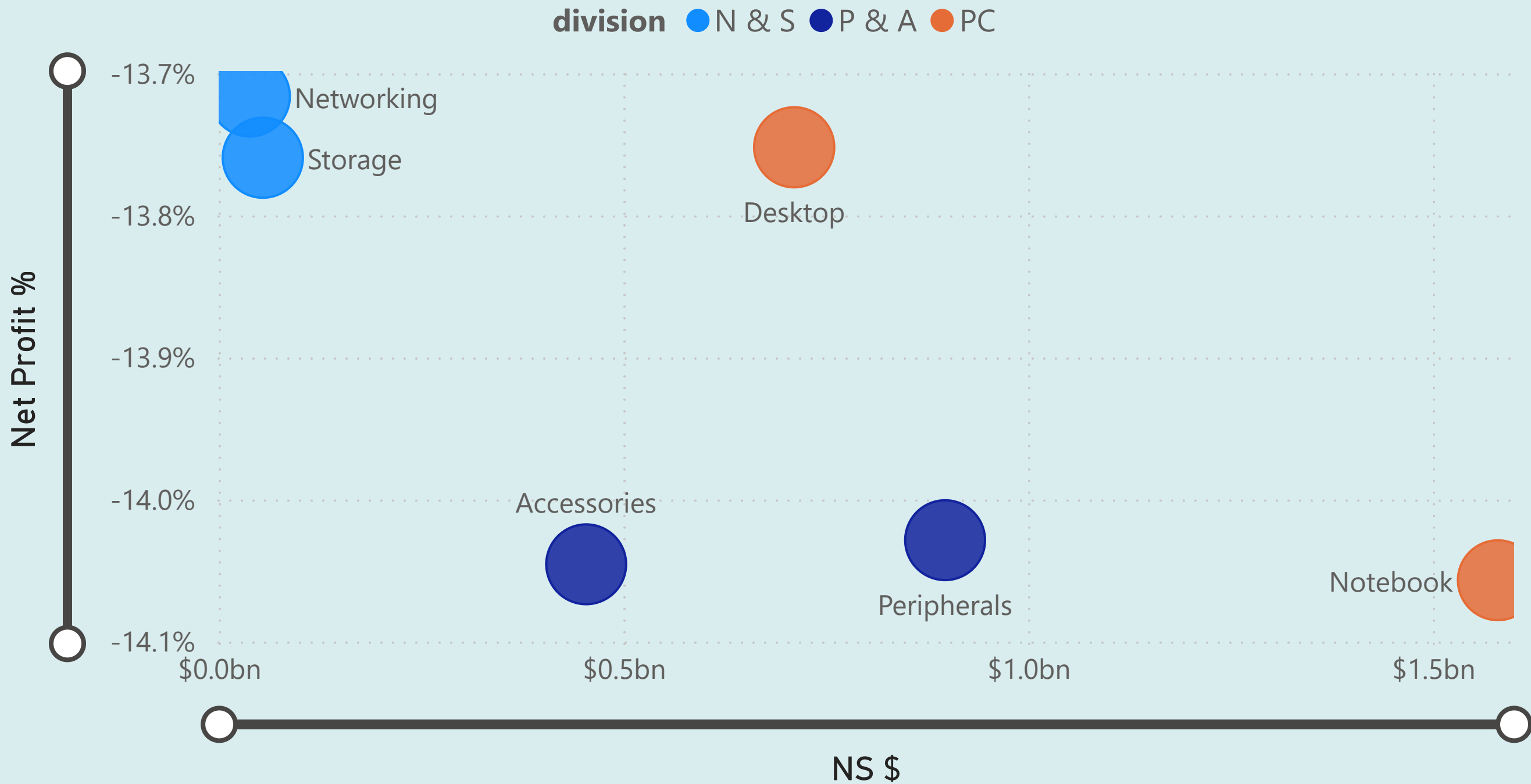
YTG

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%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

Performance Matrix

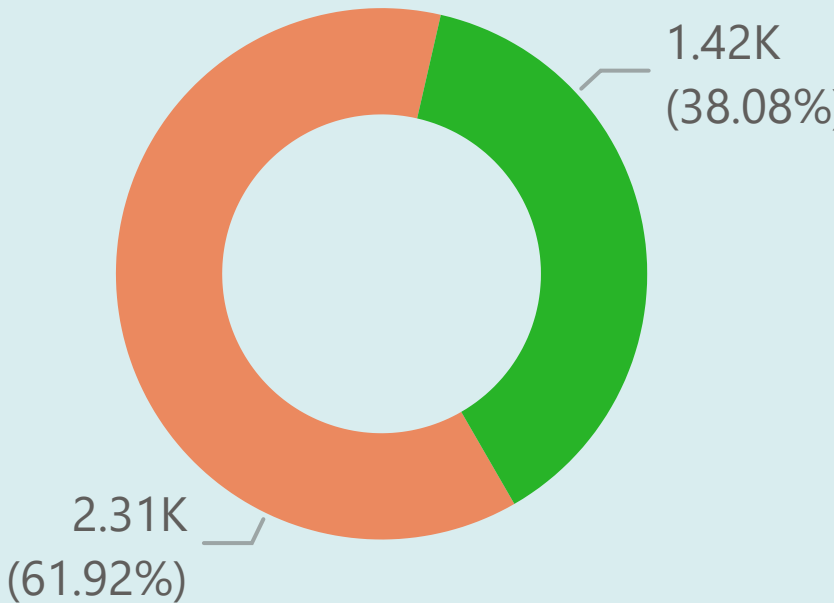


Region / Market / Customer Performance

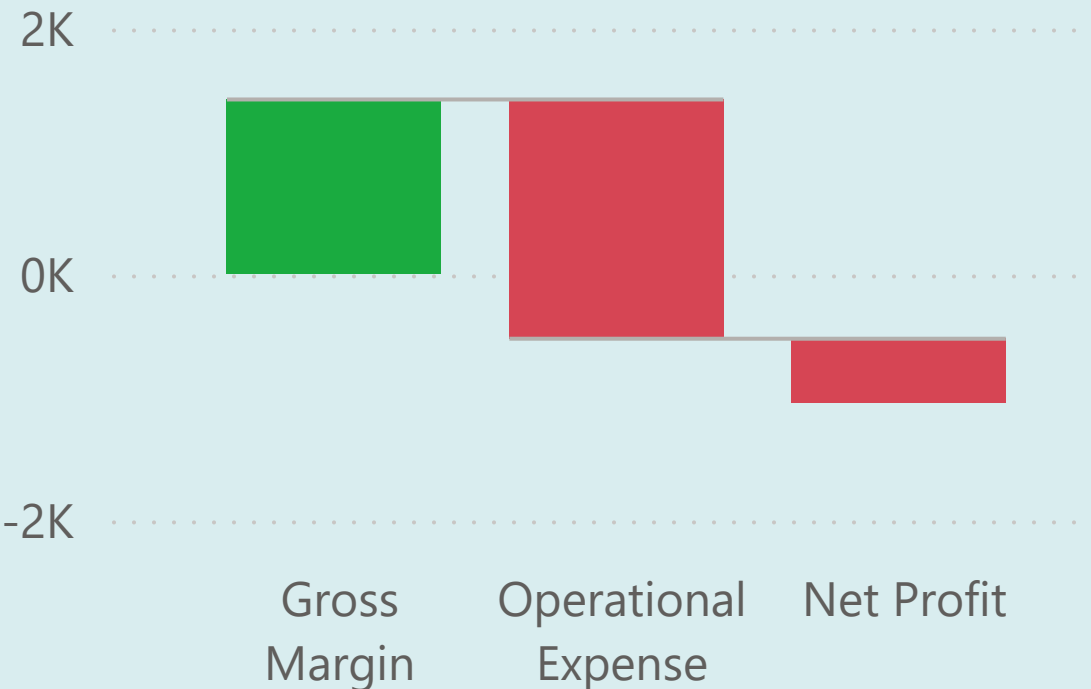
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
			▲		
+ EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
+ LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
+ APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
+ NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M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

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

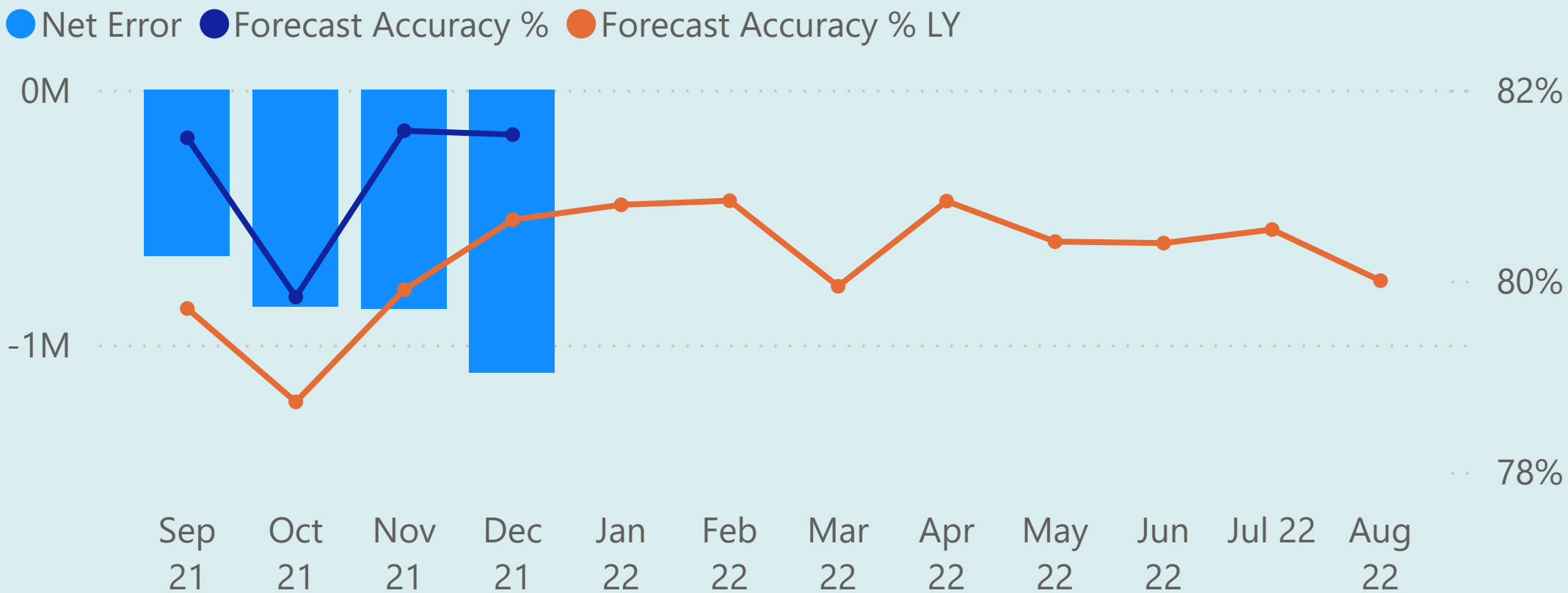
YTD

YTG

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74%	EI
All-Out	43.96%	0.29	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	0.71	-221177	-8.73%	OOS
Amazon	73.79%	0.75	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	0.56	-23040	-17.60%	OOS
Atlas Stores	49.53%	0.48	-4182	-2.31%	OOS
Atliq e Store	74.22%	0.75	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	0.42	-138065	-28.62%	OOS
BestBuy	46.60%	0.35	81179	16.72%	EI
Billa	42.63%	0.18	3704	3.91%	EI
Boulanger	52.69%	0.59	-48802	-20.21%	OOS
Chip 7	34.56%	0.53	-85293	-35.01%	OOS
Chiptec	50.49%	0.53	-20102	-11.36%	OOS
Circuit City	46.17%	0.35	85248	16.55%	EI
Control	52.06%	0.47	64731	13.01%	EI
Coolblue	47.66%	0.53	-34790	-15.34%	OOS
Costco	51.95%	0.49	101913	15.79%	EI
Croma	36.58%	0.43	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	0.36	8104	6.00%	EI
Digimarket	28.21%	0.41	-95328	-46.59%	OOS
Ebay	52.27%	0.50	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	0.52	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	0.52	-6352	-9.56%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Net Error	Risk
Accessories	87.42%	341468	EI
Desktop	87.53%	78576	EI
Networking	93.06%	-12967	OOS
Notebook	87.24%	-47221	OOS
Peripherals	68.17%	-3204280	OOS
Storage	71.50%	-628266	OOS
Total	81.17%	-3472690	OOS





region, market

All



customer

All



segment, category, product

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 %

81.17%✓

BM: 0.80 (+1.2%)

Forecast Accuracy

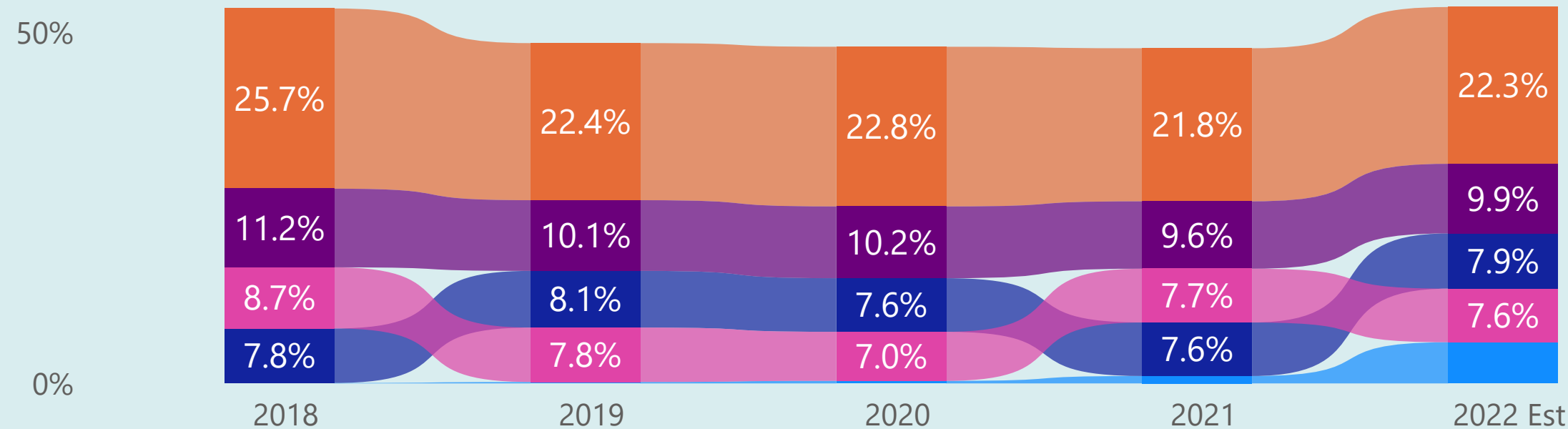
Profit and Loss statement

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.09M	27.4%	44.97%	-14.22%	4.87%	14.35%	EI
India	\$945.34M	25.3%	35.75%	-22.99%	13.26%	-24.37%	OOS
ROA	\$788.66M	21.1%	34.19%	-6.32%	8.32%	-4.56%	OOS
NE	\$457.71M	12.3%	32.80%	-18.09%	6.80%	-4.56%	OOS
SE	\$317.78M	8.5%	37.03%	-4.00%	16.40%	-55.47%	OOS
ANZ	\$189.78M	5.1%	43.50%	-7.39%	1.36%	-37.61%	OOS
LATAM	\$14.82M	0.4%	35.02%	-2.95%	0.28%	3.37%	EI
Total	\$3,736.17M	100.0%	38.08%	-13.98%	5.87%	-9.48%	OOS

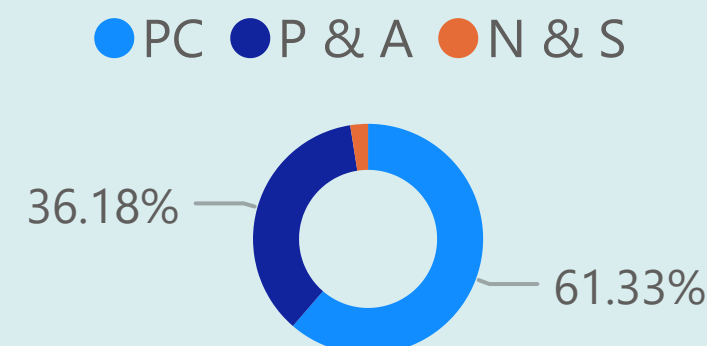
PC Market Share Trend - AtliQ & Competitors

manufacturer

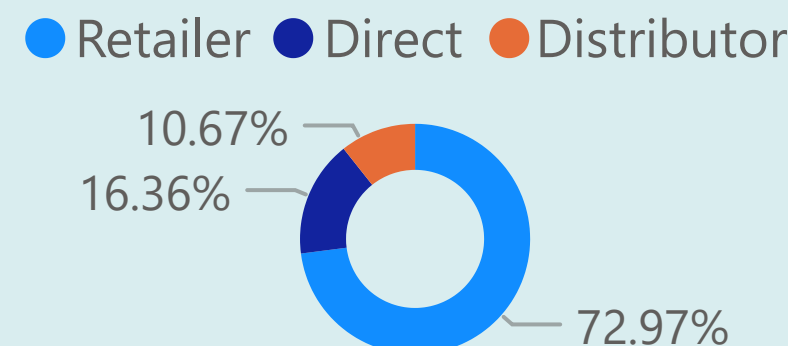
● atliq ● bp ● dale ● innovo ● pacer



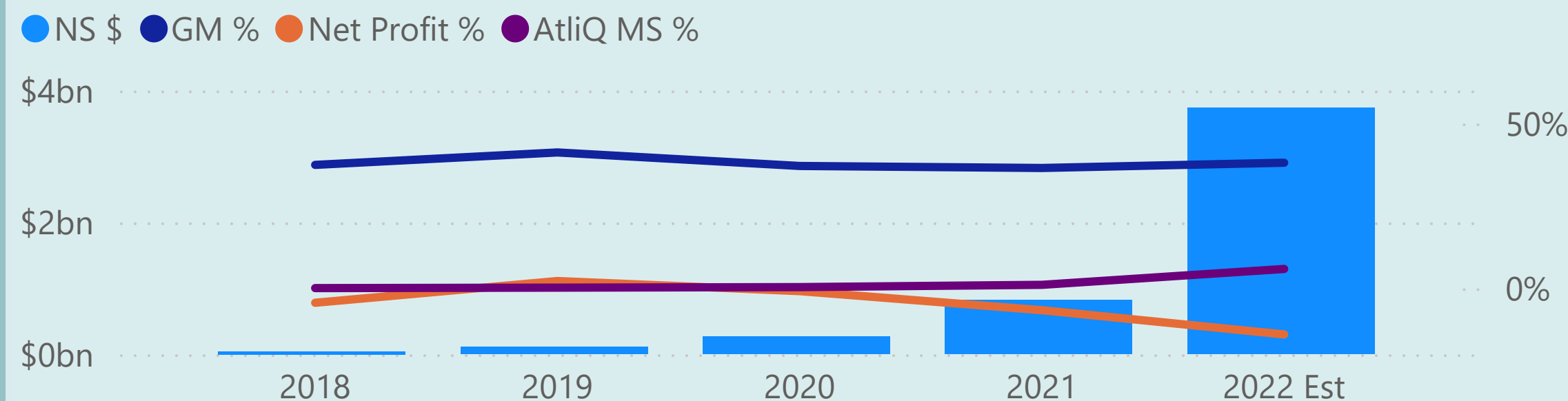
Revenue by Division



Revenue by Channel



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



Top / Bottom Products & Customers by Net Sales

customer	RC %	GM %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88%
Amazon	13.3%	36.78%
AltiQ Exclusive	8.2%	47.22%
Total	36.8%	39.19%

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%
Total	23.2%	38.06%

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