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Business Insights 360

Click here to follow link



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.

Pages

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Info

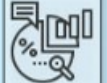
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Business Insights 360 Key Info

- 1] All The System data in tools 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.

BM= Benchmark , LY= Last Year , E.I=excess inventory OOS= out of stock

Filters



region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022EST

YTD

YTG

Q1

Q2

Q3

Q4

\$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 %

Profit & 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			
Operationa_expenses	1,945.30			
net_profit \$	-522.42			
net_profit%	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

Vs LY

Vs Target



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 %
Storage	54.59	
Peripherals	897.54	
Notebook	1,580.43	
Networking	38.43	
Desktop	711.08	
Accessories	454.10	
Total	3,736.17	-1.86

BM= Benchmark , LY= Last Year



region, market customer segment, category...

fy desc 2018 2019 2020 2021 2022EST 1 quarters Q1 Q2 YTD YTG

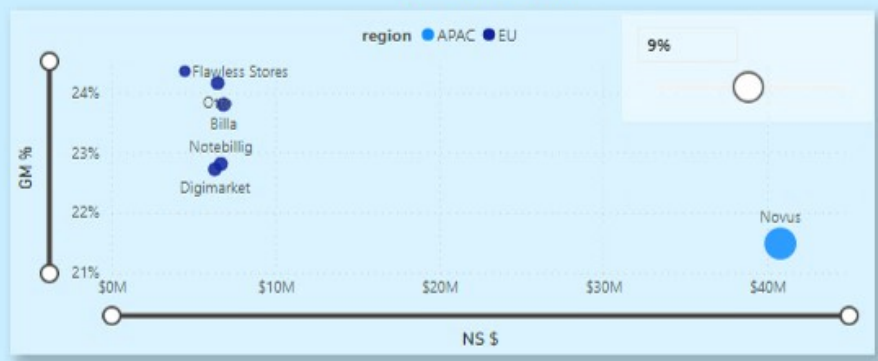
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Amazon	\$496.88M	182.77M	36.78%
Argos	\$13.70M	5.30M	38.70%
(Sainsbury's)			
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
Atliq Exclusive	\$53.95M	21.10M	39.11%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.42M	24.51M	46.77%
Control	\$54.14M	23.51M	43.42%
Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

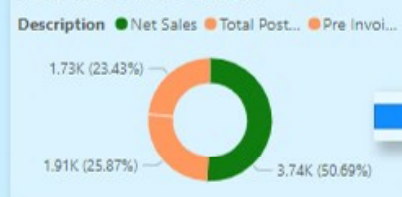
segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Desktop	\$711.08M	272.39M	38.31%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

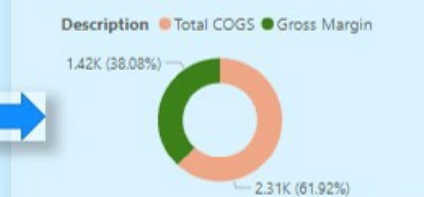


Unit Economics

P & L values by Description



P & L values by Description






Vs LY


Vs Target

All Currency in USD \$

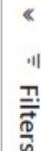
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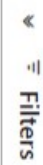



Excucative view



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region, market
All

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All

segment, cat...
All

20182019202020212022EST

Q1Q2Q3Q4YTDYTG

Vs LYVs 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 %

81.17%✓

Goal: 80.21%

(+1.2%)

Forecast Accuracy

Key Insights By Subzone

sub_zone	NS \$	RC %	GM %	net_profit %	Atliq MS %	net error %	Risk
NA	\$1,022.1M	27.36%	44.97%	-14.22%	4.9%	14.35%	EI
ANZ	\$189.8M	5.08%	43.50%	-7.39%	1.4%	-37.61%	OOS
SE	\$317.8M	8.51%	37.03%	-4.00%	16.4%	-55.47%	OOS
India	\$945.3M	25.30%	35.75%	-22.99%	13.3%	-24.37%	OOS
LATAM	\$14.8M	0.40%	35.02%	-2.95%	0.3%	3.37%	EI
ROA	\$788.7M	21.11%	34.19%	-6.32%	8.3%	-4.56%	OOS
NF	\$457.7M	12.25%	32.80%	-18.00%	6.8%	-4.56%	OOS
Total	\$3,736.2M	100.00%	38.08%	-13.98%	5.9%	-9.48%	OOS

PC Market Share Trend -atliq & Competitors

Manufacturer

atliqbpdaleinnovopacer

25.7%11.2%8.7%7.8%

22.4%10.1%8.1%7.8%

22.8%10.2%7.6%

21.8%9.6%7.7%

22.3%9.9%7.9%7.6%

20182019202020212022EST

Revenue by Division

NS \$ by division

PCP & A N & S

36.18%61.33%

Revenue By Channel

RetailerDirectDistributor

10.67%17.8%71.53%

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

NS \$GM %net_profit %Atliq MS %

\$0bn\$1bn\$2bn\$3bn\$4bn

20182019202020212022EST

40%20%0%-20%

Top 5 Customers By Revenue

customer	sales_qty	First customer_
AltIQ Exclusive	2755002	70002017
Amazon	5503442	90002008
Atliq e Store	3351757	70002018
Flipkart	1263409	90002009
Sage	1379990	80007195
Total	14253600	70002017

Top 5 Product By Revenue

product	RC %	GM / unit
AQ BZ Allin1 Gen 2	5.42%	157.27
AQ Home Allin1	4.13%	162.14
AQ HOME Allin1 Gen 2	5.70%	164.61
AQ Smash 1	3.81%	124.36
AQ Smash 2	4.13%	134.23
Total	23.19%	148.87

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