



Business Insights 360

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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

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

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, pr...
All

BM Target(s) is not available for the selected filters

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

823.85M✓

BM: (Blank) (+Infinity%)

NET SALES

36.49%✓

BM: (Blank) (+Infinity%)

GM %

-6.63%!

BM: (Blank) (-Infinity%)

NET PEROFIT %

Profit and Loss Statement



Line Item	2021
Gross Sales	1,664.64
Pre Invoice Deduction	392.50
Net Invoice Sales	1,272.13
- Post Discounts	281.64
- Post Deductions	166.65
Total Post Invoice Deduction	448.29
Net Sales	823.85
- Manufacturing Cost	497.78
- Freight Cost	22.05
- Other Cost	3.39
Total COGS	523.22
Gross Margin	300.63
Gross Margin %	36.49
GM / Unit	5.99
Operational Expense	-355.28
Net Profit	-54.65
Net Profit %	-6.63

Net Sales Performace Over Time

Selection Vs BM



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg
APAC	441.98	198.67	Accessories	244.85	173.61
EU	200.77	259.88	Desktop	46.43	45.48
LATAM	3.16	58.41	Networking	45.16	18.94
nan	177.94	186.03	Notebook	266.49	180.09
			Peripherals	166.51	105.88
			Storage	54.42	26.86

BM = Benchmark, LY=Last Year



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

vs LY vs Target

823.85M
BM: 267.98M
(+707.42%)

NET SALES

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

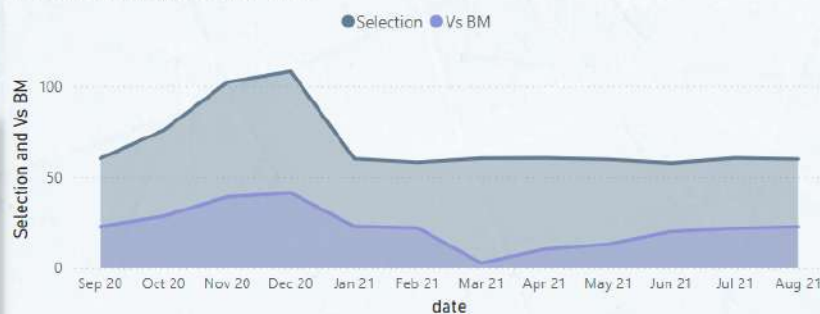
BM: -0.85% (-676.38%)

NET PEROFIT %

Profit and 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	207.99
- Other Cost	3.39	1.10	2.29	209.51
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 %	-6.63	-0.85	-5.78	-676.38

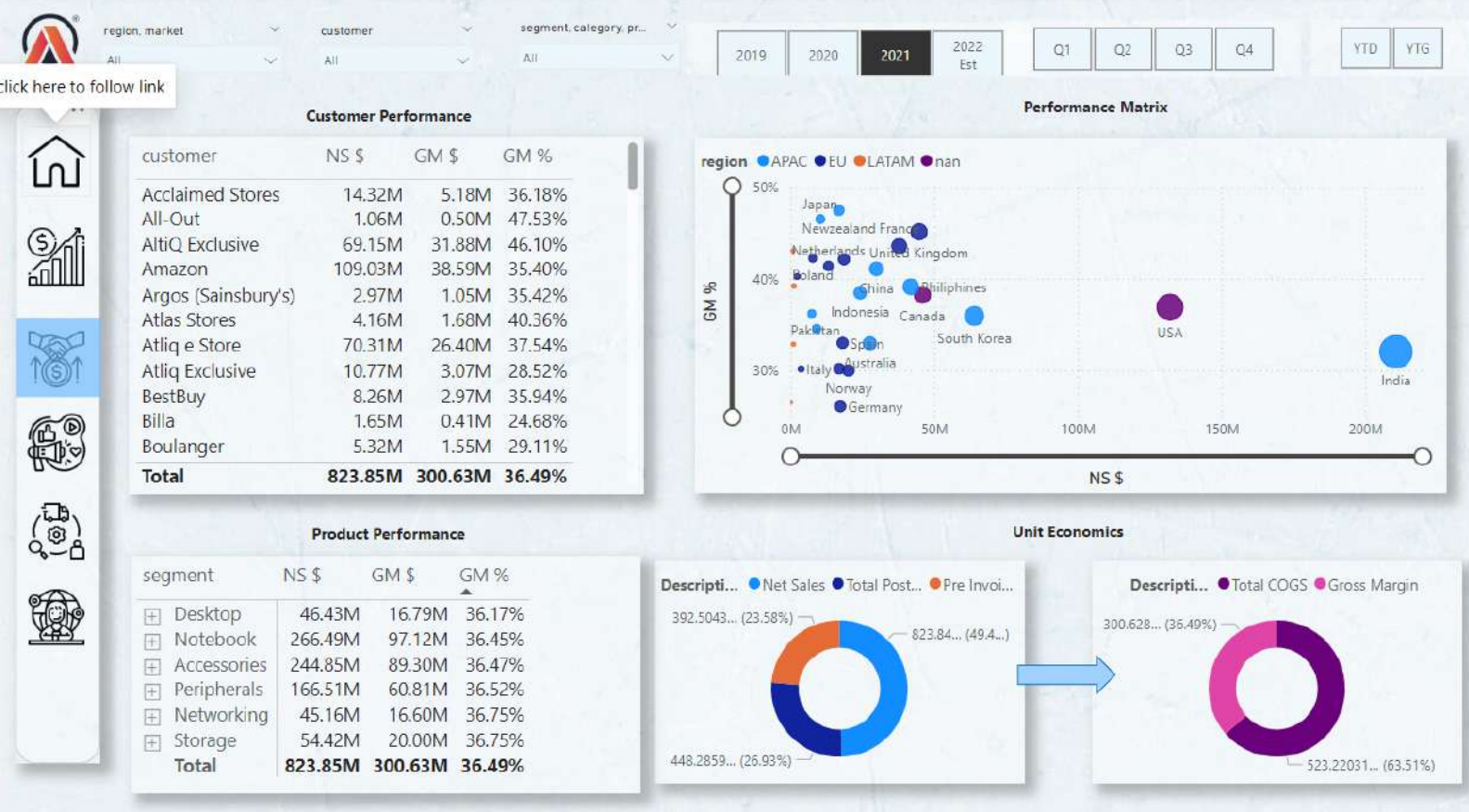
Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg
APAC	441.98	198.67	Accessories	244.85	178.61
EU	200.77	259.88	Desktop	46.43	45.48
LATAM	3.16	58.41	Networking	45.16	18.94
nan	177.94	186.03	Notebook	266.49	180.09
			Peripherals	166.51	105.88
			Storage	54.42	26.86

BM = Benchmark, LY= Last Year





region, market ▼ customer ▼ segment, category, pr... ▼
All ▼ All ▼ All ▼

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	45.16M	16.60M	36.75%	-2.91M	-6.44%
Desktop	46.43M	16.79M	36.17%	-3.27M	-7.04%
Storage	54.42M	20.00M	36.75%	-3.46M	-6.36%
Peripherals	166.51M	60.81M	36.52%	-11.02M	-6.62%
Accessories	244.85M	89.30M	36.47%	-16.28M	-6.65%
Notebook	266.49M	97.12M	36.45%	-17.71M	-6.64%
Total	823.85M	300.63M	36.49%	-54.65M	-6.63%

Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	3.16M	1.19M	37.54%	0.20M	6.18%
nan	177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics





region, market

All



customer

All

segment, category, pr...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓
LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓
LY: 491.6K (+252.91%)

Net Error

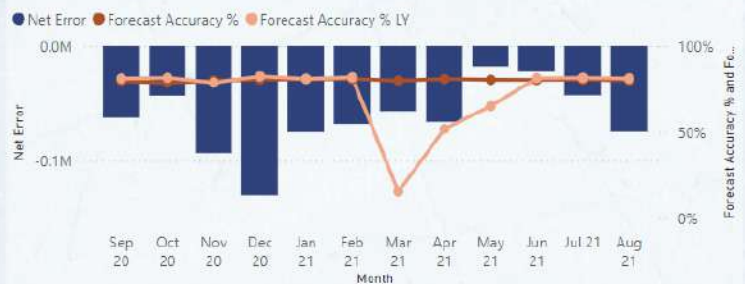
9780.74K!
LY: 5743.2K (-70.3%)

Absolute Error

Profit and Loss Statement

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
UniEuro	58.22%	45.77%	173583	23.54%	EI
Neptune	46.22%	25.69%	151361	11.53%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Logic Stores	51.44%	37.85%	115481	26.86%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Boulangier	58.77%	38.12%	81786	18.34%	EI
Premium Stores	55.64%	42.85%	75214	19.87%	EI
Radio Popular	56.74%	50.36%	72810	15.52%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Propel	46.53%	33.27%	63305	7.05%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Mikro	67.34%	40.13%	51330	14.06%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507655	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market

customer

segment, category, pr...

All

All

All

2019

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Q4

YTD

YTG

vs LY vs Target

823.85M

LY: 267.98M (+207.43%)

NET SALES

36.49%

BM: 37.10% (-1.65%)

GM %

-6.63%

BM: -0.85% (-676.38%)

NET PEROFIT %

Profit and Loss Statement

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk
ANZ	44.41M	5.39%	38.46%	7.27%	-5.19%	OOS
India	210.67M	25.57%	32.03%	-24.65%	3.90%	EI
LATAM	3.16M	0.38%	37.54%	6.18%	5.32%	EI
nan	177.94M	21.60%	37.23%	-13.67%	-7.06%	OOS
NE	109.29M	13.27%	38.03%	-1.14%	11.27%	EI
QOA	186.89M	22.69%	38.34%	8.23%	-21.55%	OOS
Total	823.85M	100.00%	36.49%	-6.63%	-1.52%	OOS

NS \$ by division

division P & A PC N & S



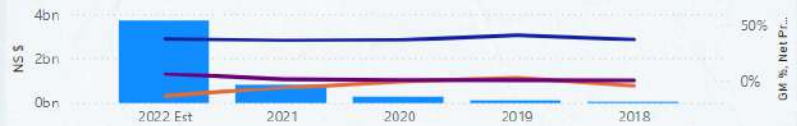
NS \$ by channel

channel Retailer Direct Distributor



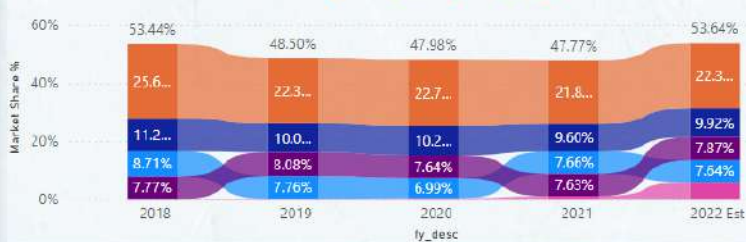
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

NS \$ GM % Net Profit % AtliQ MS %



PC Market Share Trend - AtliQ & Competitors

Manufacturers pacer innovo dale bp atliq



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.23%	35.40%
Atliq e Store	8.53%	37.54%
AtliQ Exclusive	8.39%	46.10%
Sage	3.29%	35.16%
Flipkart	3.07%	30.23%

Top 5 Customers by Revenue

product	RC %	GM %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%

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