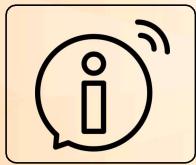




Business Insights 360



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..



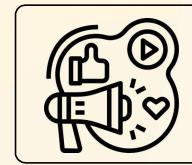
Product View

Shows the top 5 and the bottom 5 products based on GM% growth YOY and the post discount % trend for each of these customers



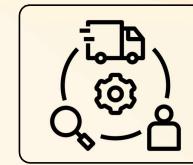
Sales View

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



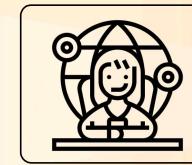
Marketing View

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, pr...

All

2018

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%)
Gross Margin%

-13.98%!
BM: -6.63% (-110.79%)
Net Profit%

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg%
Gross Sales	7370.14	1664.64	5705.50	342.75
Pre Invoice Deduction	1727.01	392.50	1334.51	340.00
Net Invoice Sales	5643.13	1272.13	4370.99	343.59
- Post Discounts	1243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1906.95	448.29	1458.67	325.39
Net Sales	3736.17	823.85	2912.32	353.50
- Manufacturing Cost	2197.28	497.78	1699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.02
Total COGS	2313.29	523.22	1790.07	342.13
Gross Margin	1422.88	300.63	1122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1945.30	-355.28	-1590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

BM = Benchmark, LY=Last Year

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L	P&L
	Values	Chg%
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.39
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L	P&L
	Values	Chg%
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

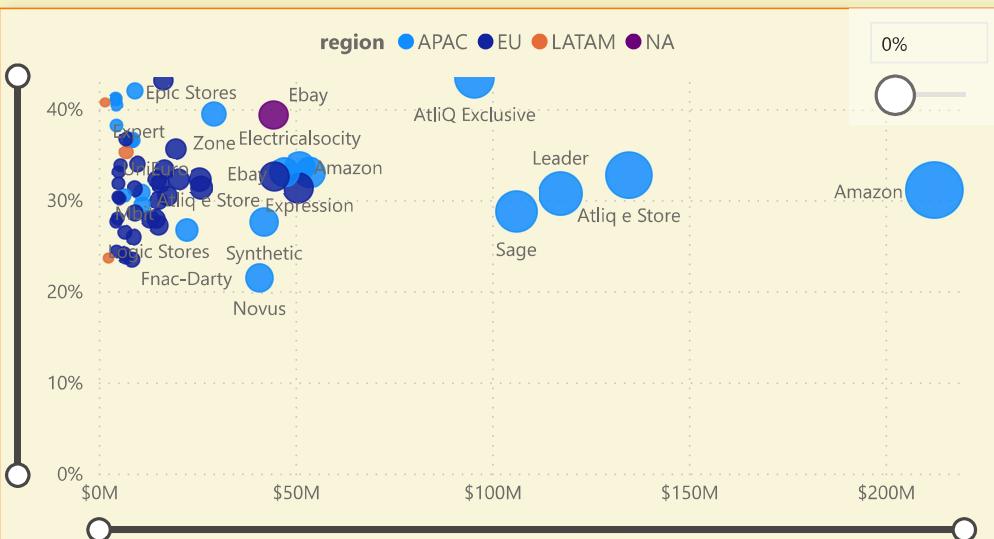
vs LY

vs Target

Customer Performance

customer	NS \$	GM \$	Gross Margin %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
AtliQ e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
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%

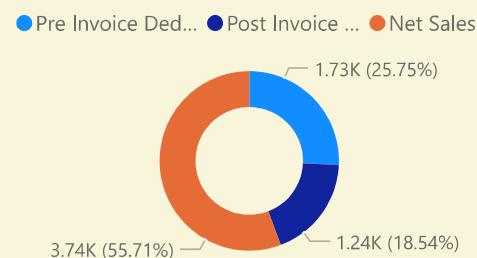
Performance Matrix



Product Performance

segment	NS \$	GM \$	Gross Margin %
Accessories	\$454,096,517.52	172,605,972.89	38.01%
Desktop	\$711,076,557.87	272,388,775.48	38.31%
Networking	\$38,434,918.94	14,778,476.26	38.45%
Notebook	\$1,580,431,169.13	600,960,651.60	38.03%
Peripherals	\$897,537,924.25	341,220,013.52	38.02%
Storage	\$54,593,443.20	20,925,835.36	38.33%

Unit Economics





region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

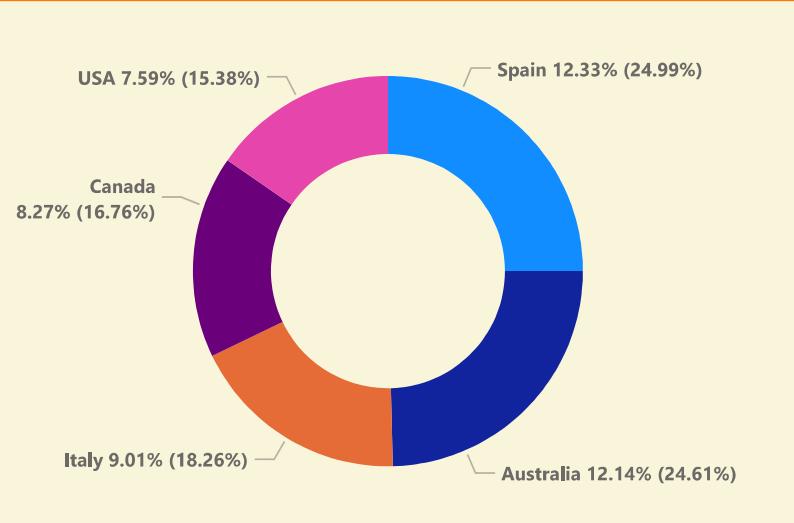
Q3

Q4

YTD

YTG

Top 5 Countries by GM% growth YOY



Customers whose GM% less than GM% Target

customer	GM \$	Gross Margin %	GM % YOY
All-Out	1.68M	38.17%	-9.36%
Amazon	182.77M	36.78%	1.39%
Atlas Stores	5.43M	31.66%	-8.70%
Atliq e Store	112.15M	36.88%	-0.66%
Billa	1.62M	23.80%	-0.88%
Chip 7	8.26M	32.24%	-8.47%
Coolblue	6.94M	32.07%	-9.19%
Currys (Dixons Carphone)	4.07M	33.79%	5.36%
Ebay	33.06M	36.09%	-0.01%
Electricalsara Stores	3.82M	37.55%	-2.14%
Electricalslance Stores	2.62M	28.56%	-13.03%
Electricalslytical	25.34M	37.24%	-0.62%
Electricalsocity	24.41M	36.03%	1.20%

Top 5 products by GM% YOY

product	Gross Margin %	GM % YOY
AQ 5000 Series Electron 8 5900X Desktop Processor	39.34% ↑	4.10%
AQ BZ Allin1 Gen 2	38.51% ↑	38.51%
AQ F16	38.54% ↑	38.54%
AQ Lite	38.44% ↑	3.23%
AQ Lumina	38.38% ↑	38.38%

Bottom 5 products by GM% YOY

product	Gross Margin %	GM % YOY
AQ 5000 Series Electron 9 5900X Desktop Processor	36.85% ↓	-36.76%
AQ Clx3	38.17% ↓	-1.85%
AQ Lumina Ms		-1.10%
AQ MB Elite		-36.15%
AQ Wi Power Dx1		-36.68%





region, market

customer

segment, category, pr...

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

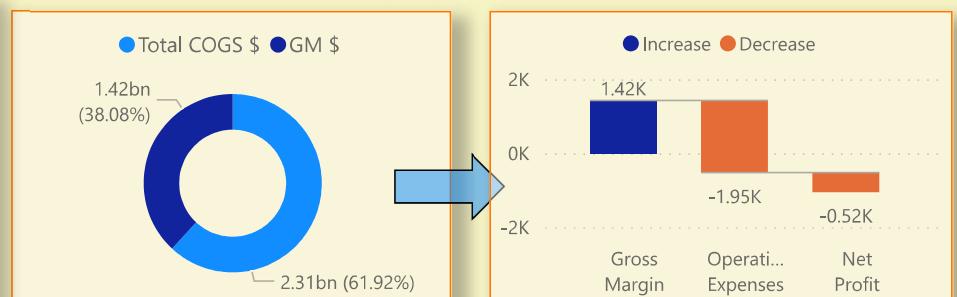
Product Performance

segment	NS \$	GM \$	Gross Margin %	Net Profit \$	Net Prof
Accessories	\$454,096,517.52	172,605,972.89	38.01%	-63,780,775.30	-14.0%
Desktop	\$711,076,557.87	272,388,775.48	38.31%	-97,787,784.57	-13.7%
Networking	\$38,434,918.94	14,778,476.26	38.45%	-5,271,811.31	-13.8%
Notebook	\$1,580,431,169.13	600,960,651.60	38.03%	-222,159,258.62	-14.0%
Peripherals	\$897,537,924.25	341,220,013.52	38.02%	-125,912,721.51	-14.0%
Storage	\$54,593,443.20	20,925,835.36	38.33%	-7,511,730.67	-13.7%

Show GM%

Performance Matrix**Region / Market performance**

region	NS \$	GM \$	Gross Margin %	Net Profit \$	Net Profit
APAC	\$1,923,772,790.36	690,212,124.26	35.88%	-281,162,471.90	-14.6%
EU	\$775,482,516.42	267,801,640.28	34.53%	-95,518,773.33	-12.3%
LATAM	\$14,820,632.00	5,190,456.51	35.02%	-436,952.28	-2.9%
NA	\$1,022,094,592.13	459,675,504.06	44.97%	-145,305,884.47	-14.2%

Unit Economics



region, market



customer



segment, category, pr...



2018

2019

2020

2021

2022
Est

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy %

-3.47M✓
LY: -751.71K (-361.97%)
Net Error

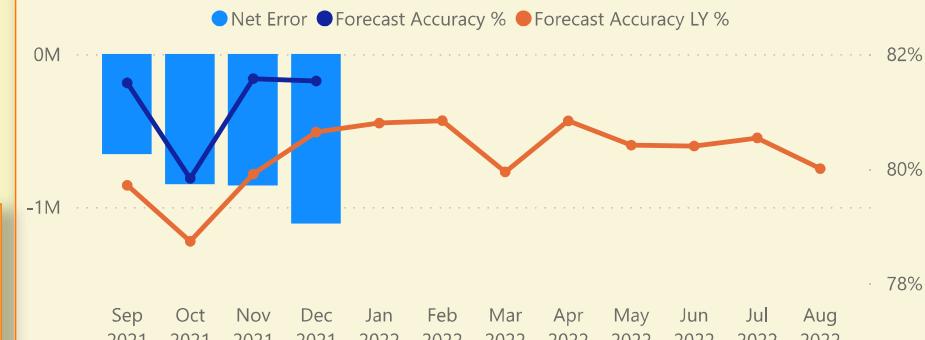
6.90M✓
LY: 9.78M (-29.46%)
ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037.00	10.74%	EI
All-Out	43.96%	29.09%	-150.00	-0.32%	OOS
Amazon	73.79%	74.54%	-464694.00	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040.00	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182.00	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868.00	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242.00	-11.91%	OOS
BestBuy	46.60%	35.31%	81179.00	16.72%	EI
Billa	42.63%	18.29%	3704.00	3.91%	EI
Boulanger	52.69%	58.77%	-48802.00	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293.00	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102.00	-11.36%	OOS
Circuit City	46.17%	35.02%	85248.00	16.55%	EI
Control	52.06%	47.42%	64731.00	13.01%	EI
Coolblue	47.66%	52.95%	-34790.00	-15.34%	OOS
Costco	51.95%	49.42%	101913.00	15.79%	EI
Croma	36.58%	42.78%	-77649.00	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104.00	6.00%	EI
Digimarket	28.21%	40.79%	-95328.00	-46.59%	OOS
Ebay	52.27%	50.49%	-19127.00	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256.00	-11.41%	OOS
Electricalshea Stores	55.74%	51.56%	-6352.00	-9.56%	OOS

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

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468.00	1.72%	EI
Desktop	87.53%	84.37%	78576.00	10.24%	EI
Networking	93.06%	90.40%	-12967.00	-1.69%	OOS
Notebook	87.24%	79.99%	-47221.00	-1.69%	OOS
Storage	71.50%	83.54%	-628266.00	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204280.00	-31.83%	OOS



region, market ▾ customer ▾ segment, category, pr... ▾

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

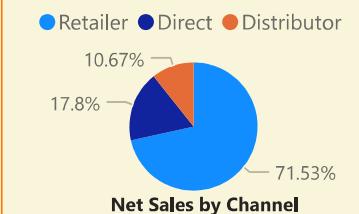
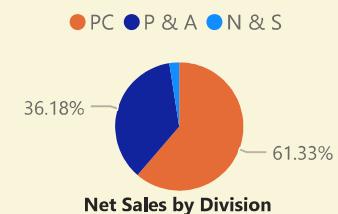
vs LY vs Ta...

\$3.74bn✓
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Net Sales

38.08%✓
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Gross Margin%

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Net Profit%

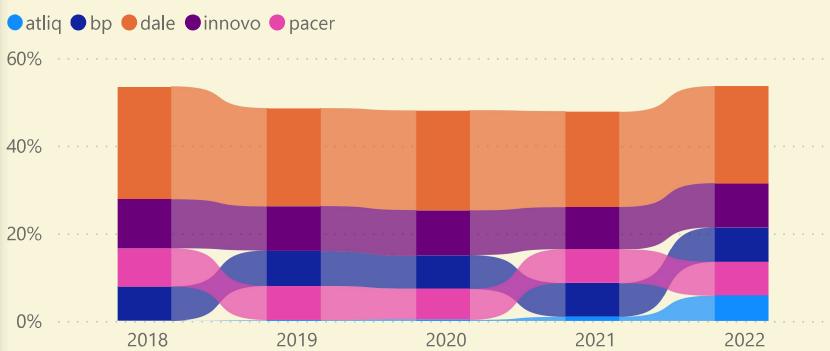
81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy %



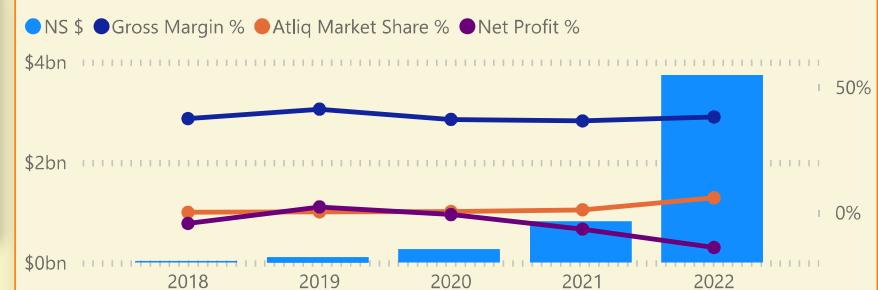
Key Insights by Subzone

Sub Zone	NS \$	Gross Margin %	Net Profit %	Atliq Market Share %	RC %	Net Error %	Risk
LATAM	\$14.82M	35.02% ↓	-2.95%	0.28%	0.40%	3.37%	EI
ANZ	\$189.78M	43.50%	-7.39%	1.36%	5.08%	-37.61%	OOS
NA	\$1,022.09M	44.97%	-14.22%	4.87%	27.36%	14.35%	EI
NE	\$457.71M	32.80% ↓	-18.09%	6.80%	12.25%	-4.56%	OOS
ROA	\$788.66M	34.19% ↓	-6.32%	8.32%	21.11%	-4.56%	OOS
India	\$945.34M	35.75%	-22.99%	13.26%	25.30%	-24.37%	OOS
SE	\$317.78M	37.03% ↓	-4.00%	16.40%	8.51%	-55.47%	OOS
Total	\$3,736.17M	38.08%	-13.98%	5.87%	100.00%	-9.48%	OOS

PC Market Share Trend- AtliQ and Competitors



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



Top 5 Customer and Products by Revenue

customer	RC %	Gross Margin %
Amazon	34.78%	36.78%
Atliq e Store	21.29%	36.88% ↓
AtliQ Exclusive	25.28%	46.01%
Flipkart	9.70%	42.14%
Sage	8.95%	31.53% ↓
Total	100.00%	39.19%

product	RC %	Gross Margin %
AQ BZ Allin1 Gen 2	23.36%	38.51%
AQ Home Allin1	17.80%	38.71%
AQ HOME Allin1 Gen 2	24.59%	38.08%
AQ Smash 1	16.44%	37.43% ↓
AQ Smash 2	17.81%	37.40%
Total	100.00%	38.06%

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



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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Add new requests

Check out the contingency plan

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