



Business Insight 360

27 May 2025
01-12-2021 00:00:00



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.

Information

Values are in Dollars and Millions



FILTERS

Select Benchmark (BM)

LY

Target

2018

2020

2022 Est

2019

2021

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change

All values in Million\$

Net Sales

\$0.27bn✓

BM: ₹ 0.11bn (+140.61%)

GM%

37.10%!

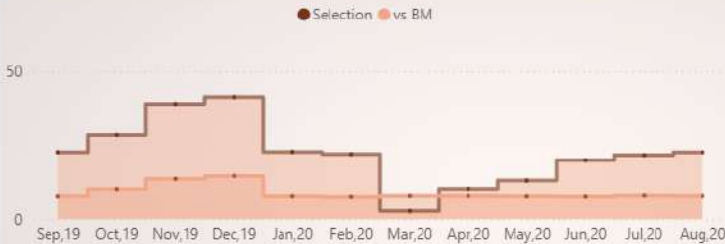
BM: 41.20% (-9.95%)

Net Profit%

-0.85%!

BM: 2.21% (-138.68%)

Net Sales Performance Over Time

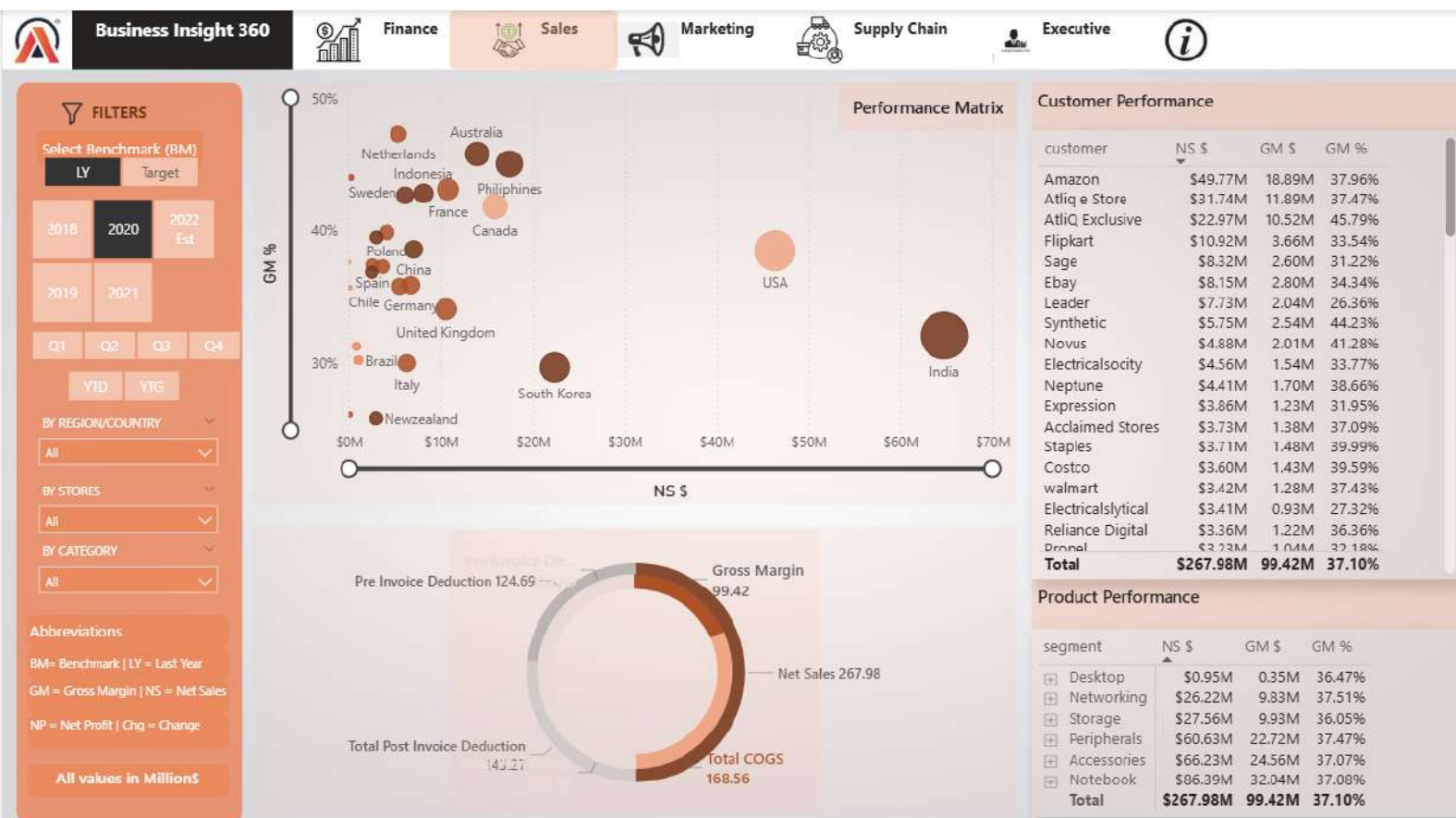


Top/Bottom Products & Customers by Net Sales

| region | P & L Values | P & L Chg % | segment | P & L Values | P & L Chg % |
|--------|--------------|-------------|-------------|--------------|-------------|
| EU | 55.79 | 224.03 | Desktop | 0.95 | |
| NA | 62.21 | 182.70 | Networking | 26.22 | 51.00 |
| LATAM | 2.00 | 141.89 | Storage | 27.56 | 99.17 |
| APAC | 147.98 | 107.48 | Accessories | 66.23 | 136.21 |
| Total | 267.98 | 140.61 | Notebook | 86.39 | 166.63 |
| | | | Peripherals | 60.63 | 207.22 |
| | | | Total | 267.98 | 140.61 |

Profit & Loss Statement

| Line Item | 2020 | BM | Chg | Chg % |
|------------------------------|---------|--------|--------|---------|
| Gross Sales | 535.95 | 209.06 | 326.88 | 156.36 |
| Pre Invoice Deduction | 124.69 | 47.44 | 77.26 | 162.85 |
| Net Invoice Sales | 411.25 | 161.62 | 249.63 | 154.45 |
| - Post Discounts | 95.85 | 29.72 | 66.13 | 222.51 |
| - Post Deductions | 47.43 | 20.53 | 26.90 | 131.02 |
| Total Post Invoice Deduction | 143.27 | 50.25 | 93.02 | 185.13 |
| Net Sales | 267.98 | 111.37 | 156.60 | 140.61 |
| - Manufacturing Cost | 160.30 | 62.34 | 97.96 | 157.14 |
| - Freight Cost | 7.16 | 2.64 | 4.52 | 171.46 |
| - Other Cost | 1.10 | 0.51 | 0.59 | 115.02 |
| Total COGS | 168.56 | 65.49 | 103.07 | 157.39 |
| Gross Margin | 99.42 | 45.89 | 53.53 | 116.66 |
| Gross Margin % | 37.10 | 41.20 | -4.10 | -9.95 |
| GM / Unit | 4.79 | 4.25 | 0.53 | 12.49 |
| Operational Expenses | -101.71 | -43.43 | -58.28 | -134.21 |
| Net Profit | -2.29 | 2.46 | -4.75 | -193.08 |
| Net Profit % | -0.85 | 2.21 | -3.06 | -138.68 |
| Total | 267.98 | 111.37 | 156.60 | 140.61 |



FILTERS

Select Benchmark (BM)

LYTarget

201820202022 Est

20192021

Q1Q2Q3Q4

YTDYTG

BY REGION/COUNTRY

All

BY STORES

All

BY CATEGORY

All

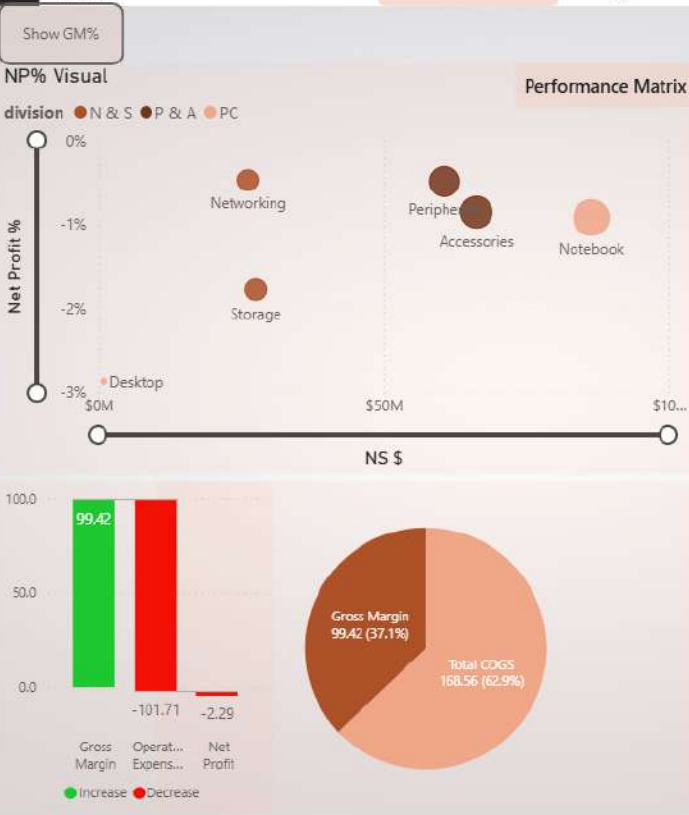
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All values in Million\$



Product Performance

| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|-------------|-----------|--------|--------|---------------|--------------|
| Accessories | \$66.23M | 24.56M | 37.07% | -0.56M | -0.85% |
| Desktop | \$0.95M | 0.35M | 36.47% | -0.03M | -2.88% |
| Networking | \$26.22M | 9.93M | 37.51% | -0.12M | -0.47% |
| Notebook | \$86.39M | 32.04M | 37.08% | -0.79M | -0.92% |
| Peripherals | \$60.63M | 22.72M | 37.47% | -0.29M | -0.48% |
| Storage | \$27.56M | 9.93M | 36.05% | -0.49M | -1.78% |
| Total | \$267.98M | 99.42M | 37.10% | -2.29M | -0.85% |

Region/ Market/ Customer Performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------|-----------|--------|--------|---------------|--------------|
| APAC | \$147.98M | 53.23M | 35.97% | -1.52M | -1.03% |
| NA | \$62.21M | 24.48M | 39.35% | -1.11M | -1.79% |
| EU | \$55.79M | 21.10M | 37.82% | 0.35M | 0.62% |
| LATAM | \$2.00M | 0.62M | 30.96% | 0.00M | -0.08% |
| Total | \$267.98M | 99.42M | 37.10% | -2.29M | -0.85% |





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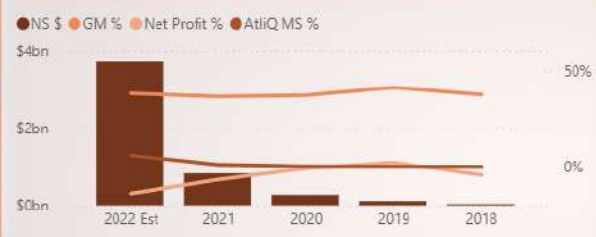
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BM: ₹ 0.11bn (+140.61%)
Net Sales

37.10% !
BM: 41.20% (-9.95%)
GM%

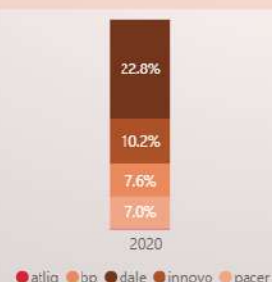
-0.85% !
BM: 2.21% (-138.68%)
Net Profit %

72.99% !
BM: 86.45% (-15.57%)
Forecast Accuracy %

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



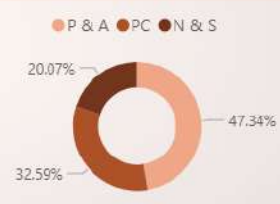
PC Market Share Trend - AtliQ & Competitors



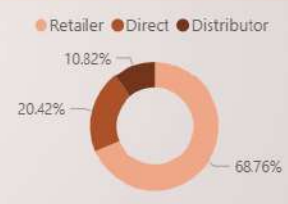
Key Insights by Subzone

| sub_zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | Risk |
|----------|----------|---------|--------|--------------|------------|------|
| LATAM | \$2.0M | 0.75% | 30.96% | -0.08% | 0.03% | EI |
| India | \$64.7M | 24.15% | 32.07% | -14.73% | 0.84% | OOS |
| SE | \$25.1M | 9.37% | 37.64% | 6.98% | 1.07% | EI |
| NE | \$30.7M | 11.45% | 37.97% | -4.58% | 0.34% | EI |
| ROA | \$66.5M | 24.80% | 38.15% | 8.87% | 0.57% | EI |
| NA | \$62.2M | 23.21% | 39.35% | -1.79% | 0.27% | OOS |
| ANZ | \$16.8M | 6.27% | 42.36% | 12.62% | 0.10% | EI |
| Total | \$268.0M | 100.00% | 37.10% | -0.85% | 0.36% | EI |

Revenue by Division



Revenue by Channel





Top 5 Customers by Revenue


| customer | RC % | GM % |
|-----------------|--------|--------|
| Sage | 3.10% | 31.22% |
| Flipkart | 4.08% | 33.54% |
| AtliQ Exclusive | 8.57% | 45.79% |
| AtliQ e Store | 11.85% | 37.47% |
| Amazon | 18.57% | 37.96% |
| Total | 46.17% | 38.44% |


Top 5 Products by Revenue


| product | RC % | GM % |
|-----------------|--------|--------|
| AQ Wi Power Dx2 | 5.36% | 37.96% |
| AQ BZ Gen Y | 4.51% | 36.99% |
| AQ Wi Power Dx1 | 4.42% | 36.97% |
| AQ BZ Compact | 4.25% | 36.47% |
| AQ Lite | 4.31% | 36.47% |
| Total | 22.85% | 37.02% |


**Business Insight 360**


 Finance


 Sales

 Marketing

 Supply Chain

 Executive



**Business Insight 360**

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](#).