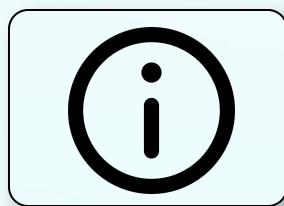


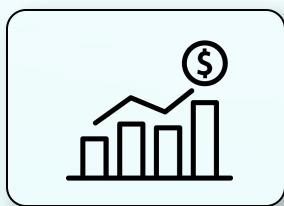


Business Insights 360



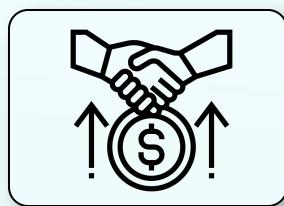
Info

Download **user manual** and get to know the key information of this tool.



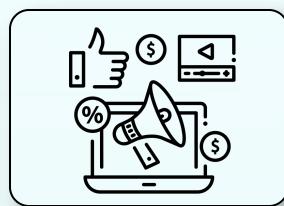
Finance View

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



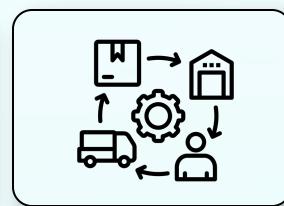
Sales View

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



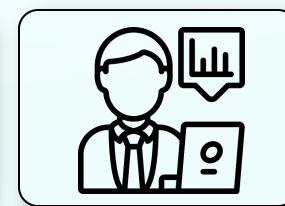
Marketing View

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



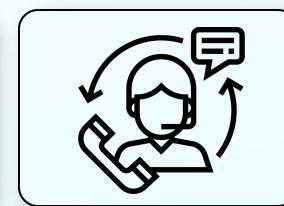
Supply Chain View

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.



Support

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, ca...

All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD YTG



\$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 and Loss Statement

Line Item	2022 Est	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			
Operational Expense	-1,945.30			
Net profit	-522.42	-540.27	17.84	3.30
Net profit %	-13.98	-14.19	0.21	1.47



Net Sales Performance Over Time



Top/Bottom products and customer 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 %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86

BM = Benchmark, LY=Last Year



region, market ▾ customer ▾ segment, ca... ▾

All All All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 > YTD YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
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%
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%

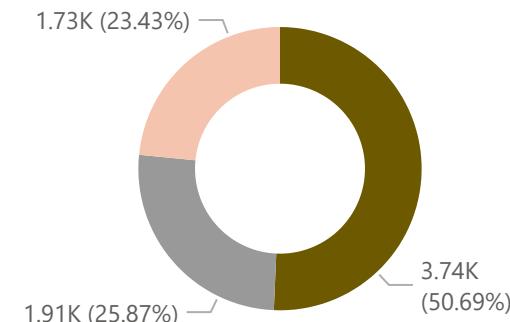
Performance Matrix

vs LY vs Target

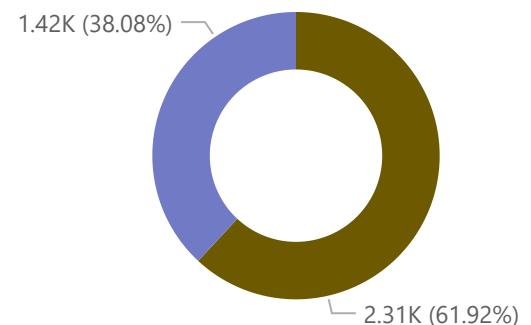


Unit Economics

Description... ● Net Sales ● Total Po... ● Pre Invo...



Description ● Total COGS ● Gross Margin





region, market

All

customer

All

segment, ca...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

>

YTD

YTG

Product Performance

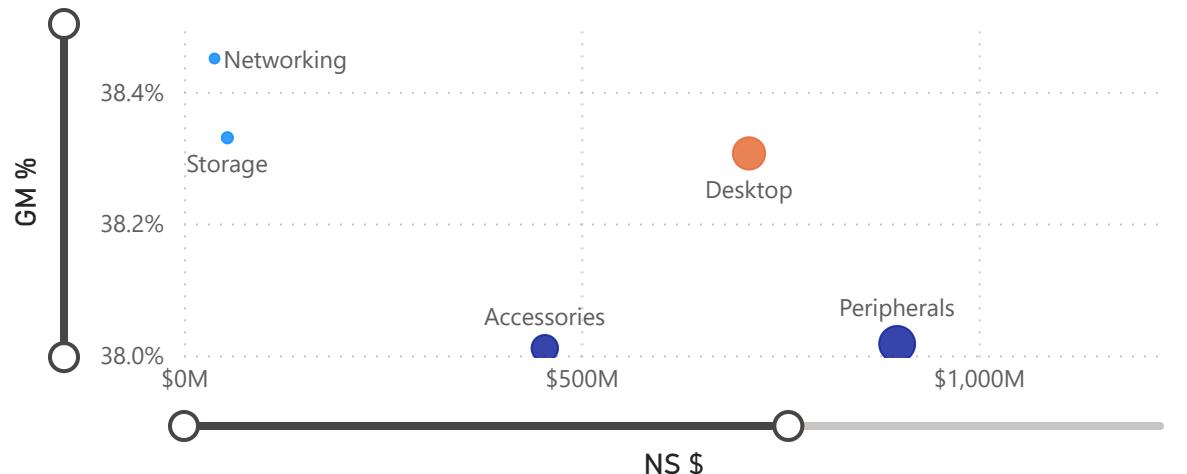
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
+ EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
+ LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
+ NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%



Show NP%

Performance Matrix

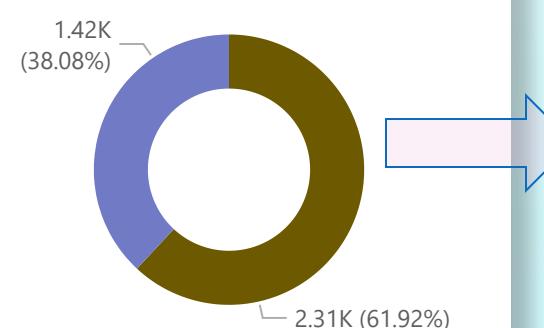
division ● N & S ● P & A ● PC



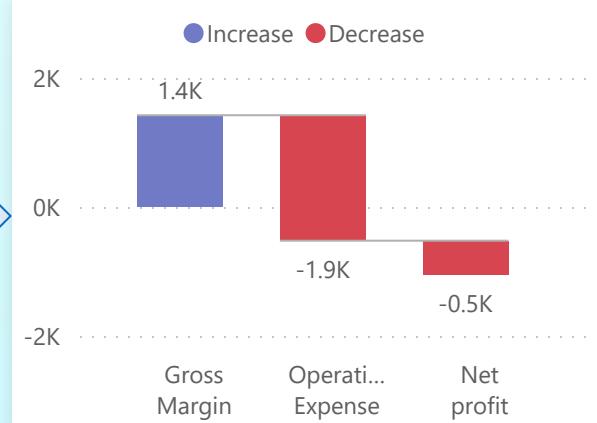
Region/Market/Customer Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
+ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

● Total COGS ● Gross Margin



Unit Economics





region, market

All

customer

All

segment, ca...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

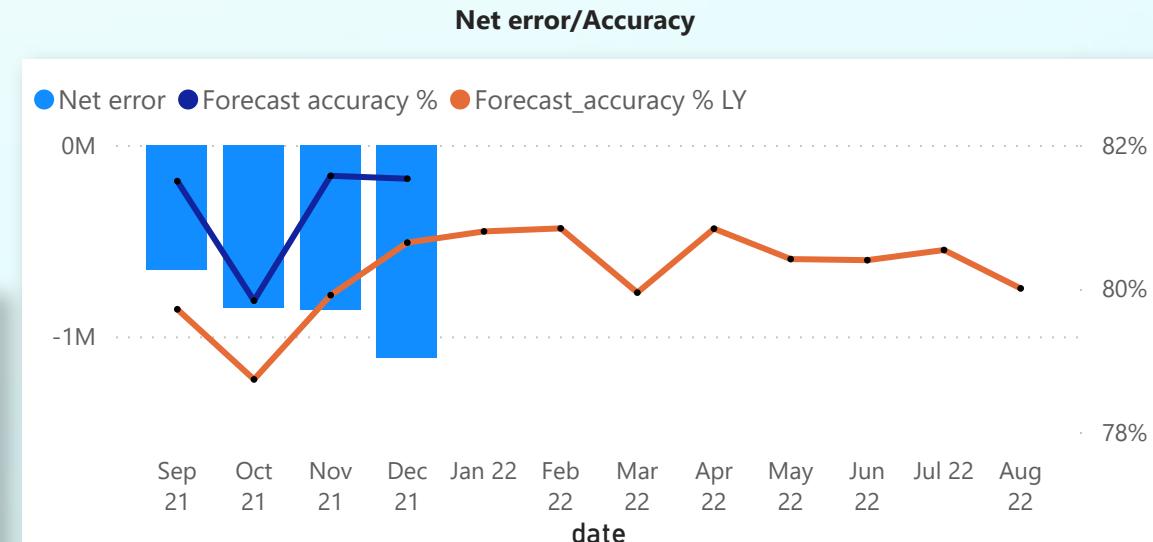
LY: 9780.7K (-29.46%)

ABS error



Key Metrics By Customer

customer	Forecast accuracy %	Forecast_accuracy % LY	Net error	Net error% LY	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



Key metrics by Product

segment	Forecast accuracy %	Forecast_accuracy % LY	Net error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Total	81.17%	80.21%	-3472690	-13.98%	OOS

EI=Excess Inventory, OOS=Out of stock



region, market ▼ customer ▼ segment, ca... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est quarters Q1 Q2 Q3 Q4 YTD YTG



\$3.74bn !
BM: 3.81bn (-1.86%)

38.08% !
BM: 38.34% (-0.66%)

-13.98% ✓
BM: -14.19% (+1.47%)

81.17% ✓
LY: 80.21% (+1.2%)

Net Sales **GM %** **Net Profit %** **Forecast Accuracy**

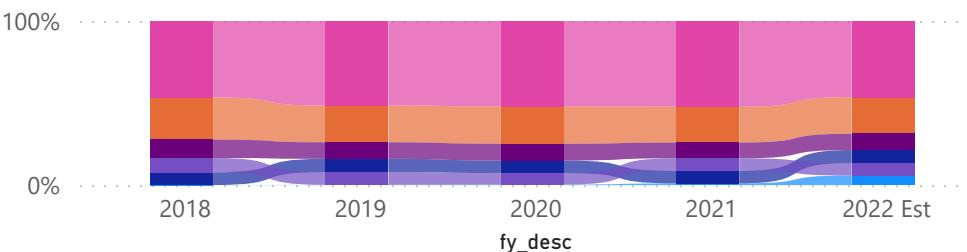


Key Insights by Sub Zone

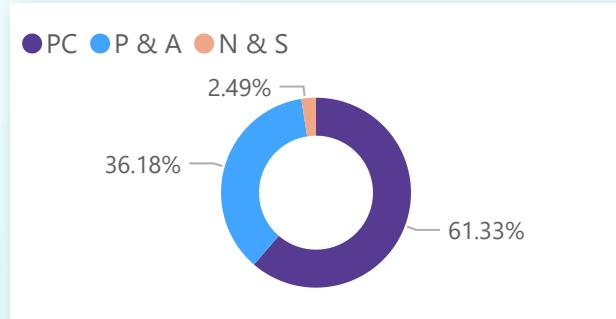
sub_zone	NS \$	RC %	GM %	AtliQ MS %	Net Profit %	Net error%	Risk
ANZ	\$189.8M	5.1%	43.5% ⬇️	1.4%	-7.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	13.3%	-23.0%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0% ⬇️	0.3%	-2.9%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0% ⬇️	4.9%	-14.2%	14.4%	EI
NE	\$457.7M	12.3%	32.8% ⬇️	6.8%	-18.1%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2% ⬇️	8.3%	-6.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% ⬇️	16.4%	-4.0%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1% ⬇️	5.9%	-14.0%	-9.5%	OOS

PC Market Share Trend: AtliQ & competitors

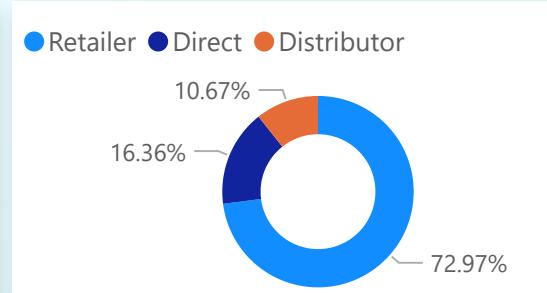
Manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer



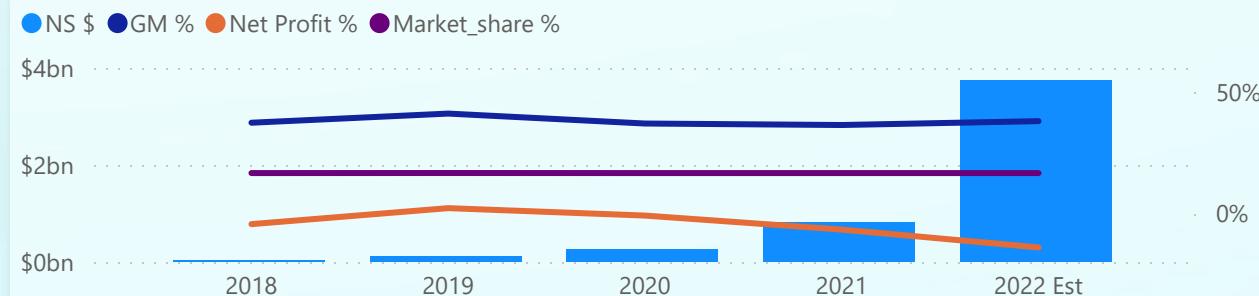
Revenue By division



Revenue by Channel



Yearly Trend By Revenue, GM%,NP%,PC Market share



Top 5 Customers By Revenue

customer	RC %	GM %	GM % BM
Amazon	13.3%	36.78% ⬇️	38.34%
AtliQ e Store	8.1%	36.88% ⬇️	38.34%
AtliQ Exclusive	9.7%	46.01%	38.34%
Flipkart	3.7%	42.14%	38.34%
Sage	3.4%	31.53% ⬇️	38.34%
Total	38.2%	39.19%	38.34%

Top 5 Products By Revenue

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

BM = Benchmark, LY=Last Year

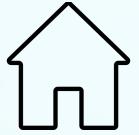
EI=Excess Inventory, OOS=Out of Stock

vs LY

vs Target



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?