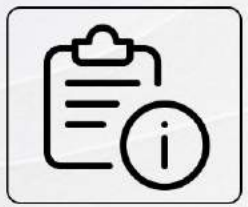
Business Insights 360



Info

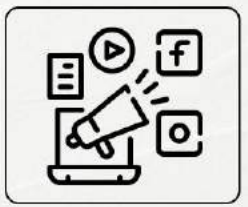
Download **user manual** and get to know the key information of this tool.

Finance View

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

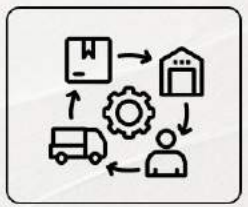
Sales View

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.

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Business Insights 360

1. All the system data in tool is refreshed every month on 5th working day

2. System data sucn as Forecast, Actuals and Historical Forecast are received from Global request.

3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.

4. For FAQ Click here.

5. Download live excel version here.

region, market: All

customer: All

segment, category, prod...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

vs LY | vs Target

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

38.08% !
BM: 0.38 (-0.66%)
GM %

-13.98% ✓
BM: -0.14 (+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 Peformance Over Time

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
APAC	1,923.77	-11.07
NA	1,022.09	-7.23
EU	775.48	-4.43
LATAM	14.82	-7.62
Total	**3,736.17**	**-8.61**

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**	**-8.61**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, category, prod...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

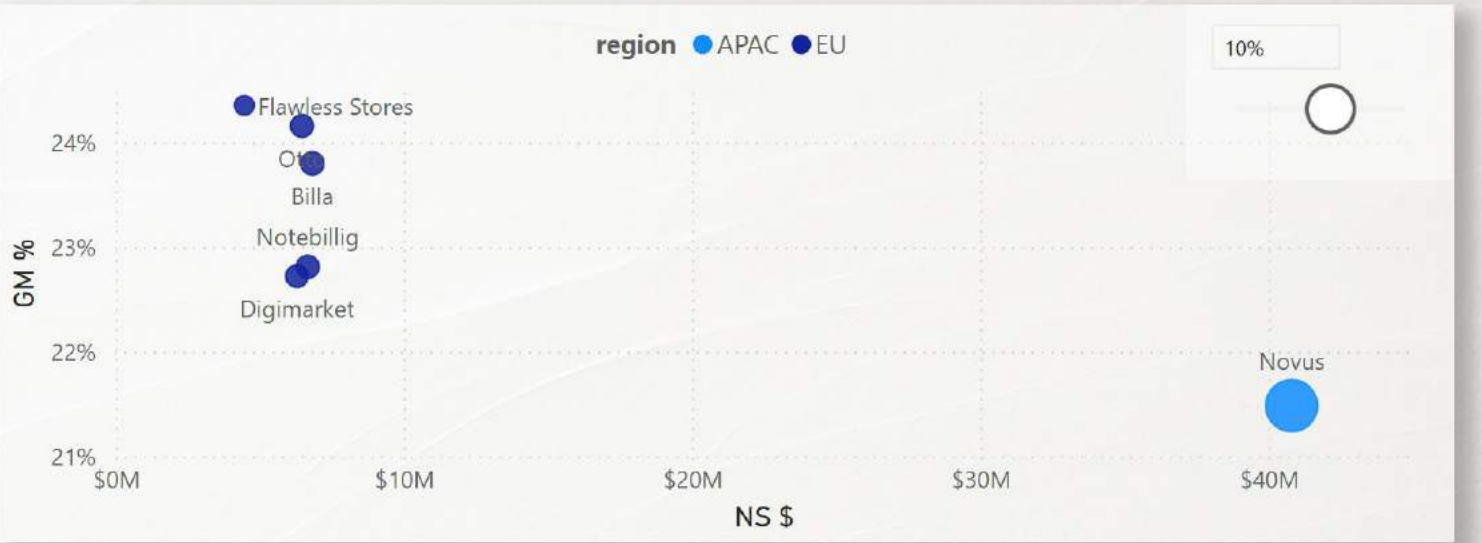
YTD | YTG

vs LY | vs Target

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%
Electricalslytical	$68.05M	$25.34M	37.24%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

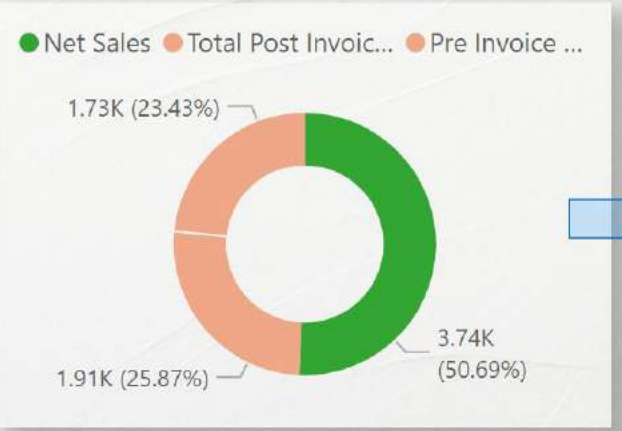
Performance Matrix

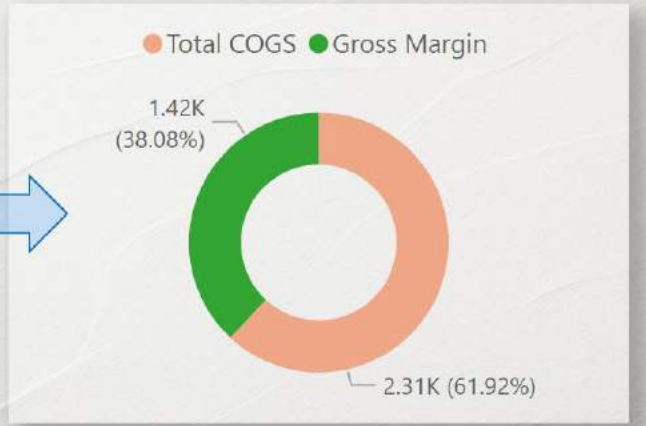


Product Performance

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

Unit Economics





region, market: All | customer: All | segment, category, prod...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Product 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%**

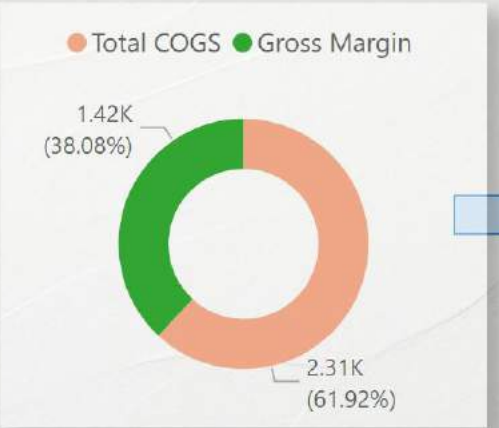
NP %

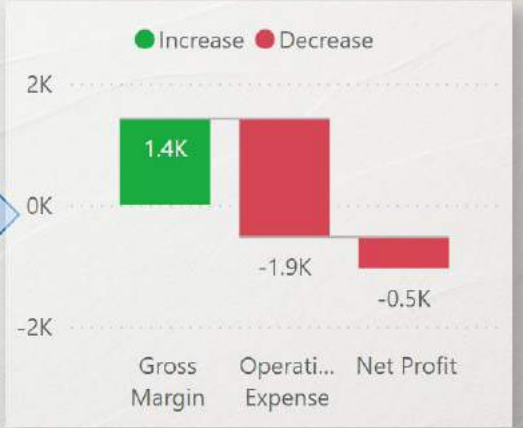
Performance Matrix

Region / Market / Customer 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%**

Unit Economics





region, market: All

customer: All

segment, category, prod...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

81%✓
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 %	Risk
Atliq e Store	74%	74.59%	-294868	-9.65%	OOS
Amazon	74%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70%	71.69%	-359242	-11.91%	OOS
Expert	63%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	58%	50.69%	83037	10.74%	EI
Electricalsbea Stores	56%	51.56%	-6352	-9.56%	OOS
Mbit	55%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	55%	56.08%	-23040	-17.60%	OOS
walmart	55%	50.12%	84334	12.08%	EI
Staples	54%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54%	35.92%	8104	6.00%	EI
Flipkart	54%	52.59%	-13616	-1.09%	OOS
Power	54%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53%	50.59%	3394	1.34%	EI
Radio Popular	53%	56.74%	-49354	-18.61%	OOS
Boulanger	53%	58.77%	-48802	-20.21%	OOS
Logic Stores	52%	51.44%	6430	2.37%	EI
Ebay	52%	50.49%	-19127	-2.02%	OOS
Control	52%	47.42%	64731	13.01%	EI
Total	**81%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend

Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	72%	83.54%	-628266	-25.61%	OOS
Peripherals	68%	83.23%	-3204280	-31.83%	OOS
Notebook	87%	79.99%	-47221	-1.69%	OOS
Networking	93%	90.40%	-12967	-1.69%	OOS
Desktop	88%	84.37%	78576	10.24%	EI
Accessories	87%	77.66%	341468	1.72%	EI
Total	**81%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

EI = Excess Inventory, OOS = Out of Stock

region, market: All | customer: All | segment, category, prod...: All

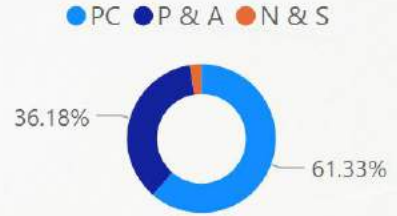
2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

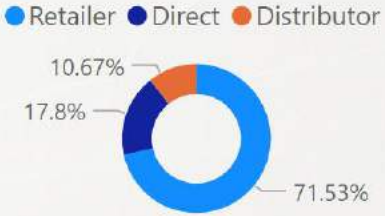
YTD | YTG | vs LY | vs Target

$3.74bn !	38.08% !	-13.98%✓	81%✓
BM: 3.81bn (-1.86%)	BM: 0.38 (-0.66%)	BM: -0.14 (+1.47%)	LY: 80.21% (+1.2%)
Net Sales	**GM %**	**Net Profit %**	**Forecast Accuracy**

Revenue by Division



Revenue by Channel

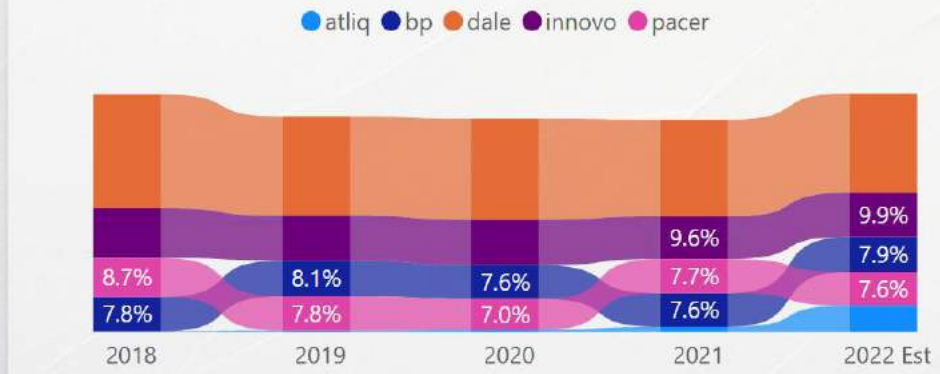


Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	NP %	Atliq MS %	Net Error %	Risk
NA	$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.35%	EI
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	OOS
NE	$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	OOS
SE	$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	OOS
ANZ	$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.61%	OOS
LATAM	$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	EI
Total	**$3,736.2M**	**100.0%**	**38.1%** ↓	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

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

PC Market Share Trend - Atliq & Competitors



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.30%	36.78% ↓
Atliq e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓
Total	**38.23%**	**39.19%**

Top 5 Customers by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	**23.19%**	**38.06%**

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

Business Insights 360

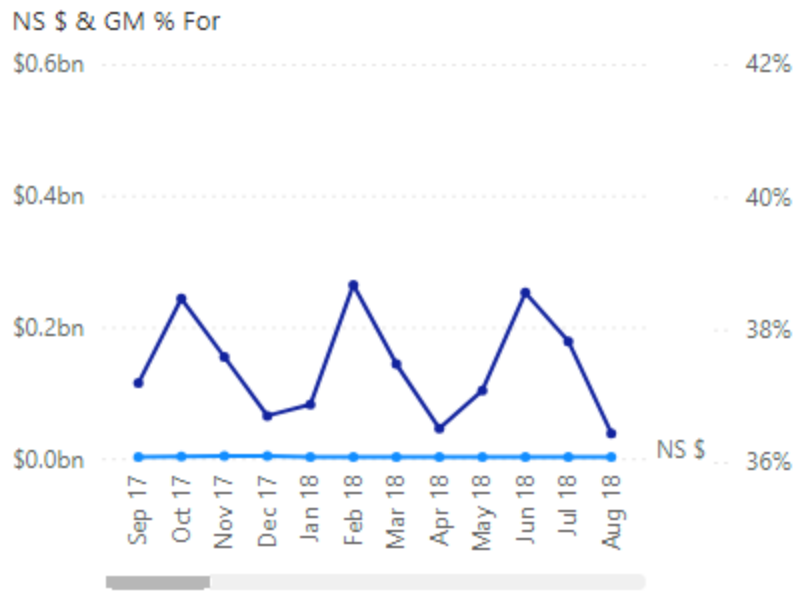
Add New Requests

Get an Issue Resolved

Contingency Plan

Provide Feedback

New to Power BI?


NS $ & GM % For
$0.6bn
$0.4bn
$0.2bn
$0.0bn
42%
40%
38%
36%
NS $
Sep 17
Oct 17
Nov 17
Dec 17
Jan 18
Feb 18
Mar 18
Apr 18
May 18
Jun 18
Jul 18
Aug 18