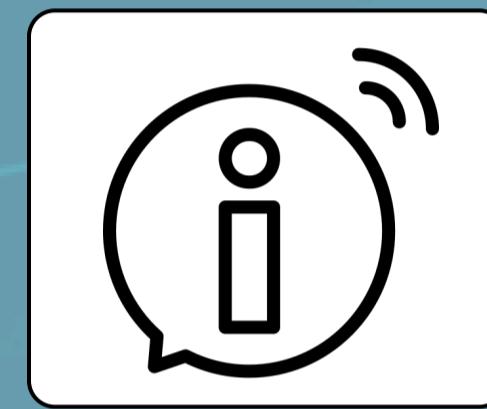




# Business Insights 360



## Info

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



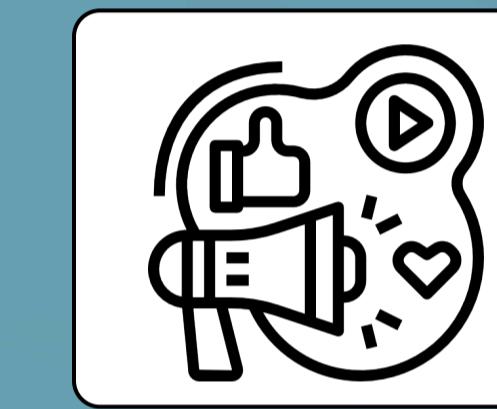
## Finance View

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



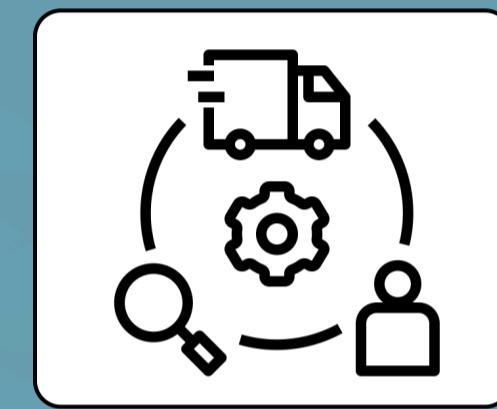
## Sales View

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



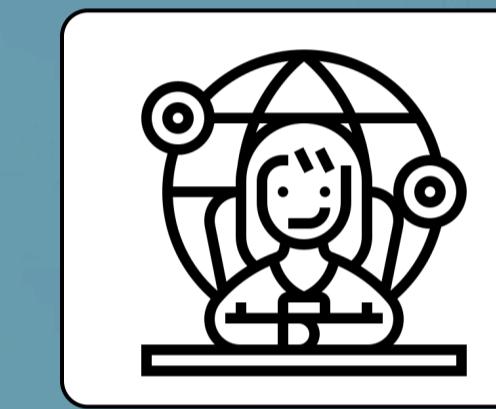
## Marketing

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



## 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

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



**\$823.85M** ✓  
BM: 267.98M (+207.43%)  
**Net Sales**

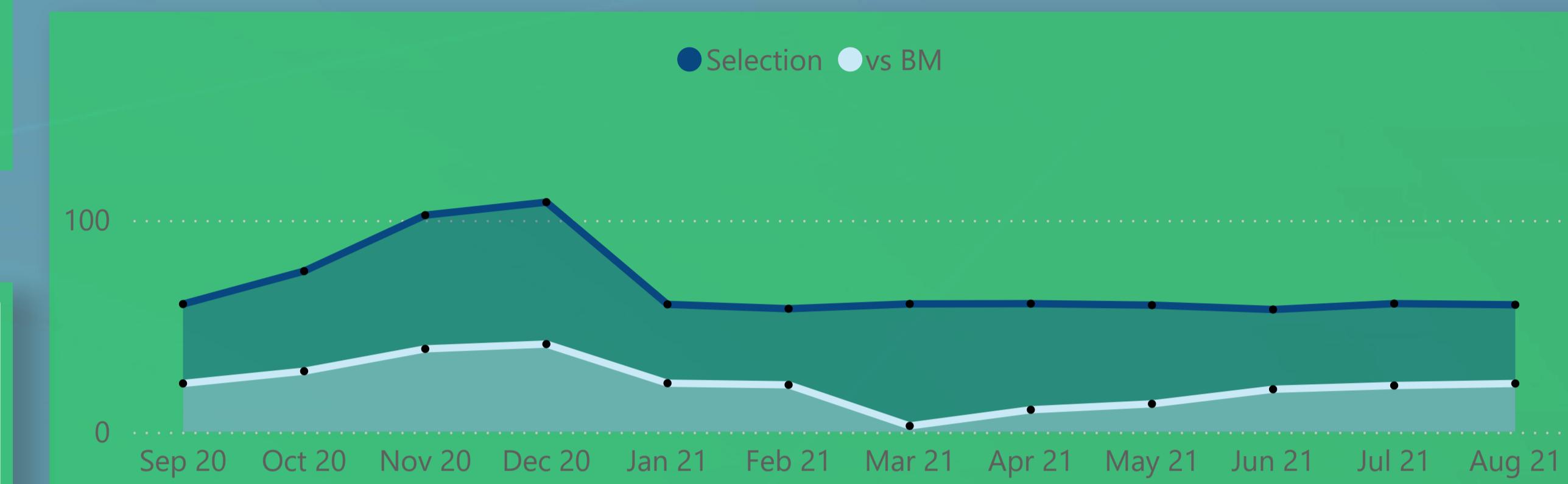
**36.49%!** !  
BM: 37.10% (-1.65%)  
**GM %**

**-6.63%!** !  
BM: -0.85% (-676.38%)  
**Net Profit %**

### 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	207.98
- Other Cost	3.39	1.10	2.29	209.52
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 Chg %
	Total	207.43
APAC	441.98	198.67
EU	200.77	259.88
LATAM	3.16	58.40
NA	177.94	186.03
<b>Total</b>	<b>823.85</b>	<b>207.43</b>

segment	P & L values	P & L Chg %
	Total	207.43
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
<b>Total</b>	<b>823.85</b>	<b>207.43</b>

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

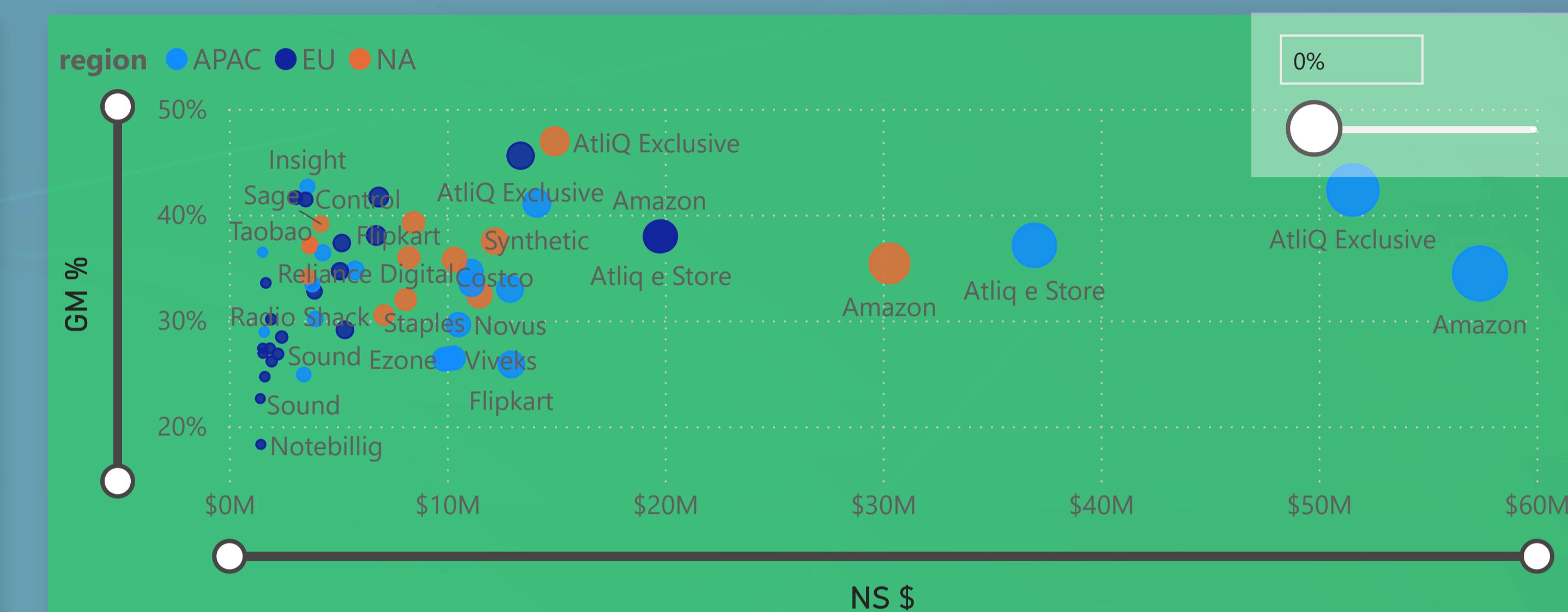
YTD

YTG

## Customer Performance

customer	NS \$	GM \$	GM %
All-Out	\$1.06M	0.50M	47.53%
Electricals	\$4.75M	2.24M	47.19%
Logic Stores	\$6.31M	2.96M	46.98%
Sorefoz	\$6.13M	2.70M	44.13%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Zone	\$6.91M	3.01M	43.55%
Insight	\$3.61M	1.54M	42.65%
Info Stores	\$2.40M	1.02M	42.43%
Flawless Stores	\$2.38M	1.00M	41.98%
Electricals	\$1.48M	0.62M	41.85%
Epic Stores	\$5.45M	2.28M	41.79%
Media Markt	\$6.88M	2.86M	41.65%
Electricals	\$3.07M	1.28M	41.60%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>

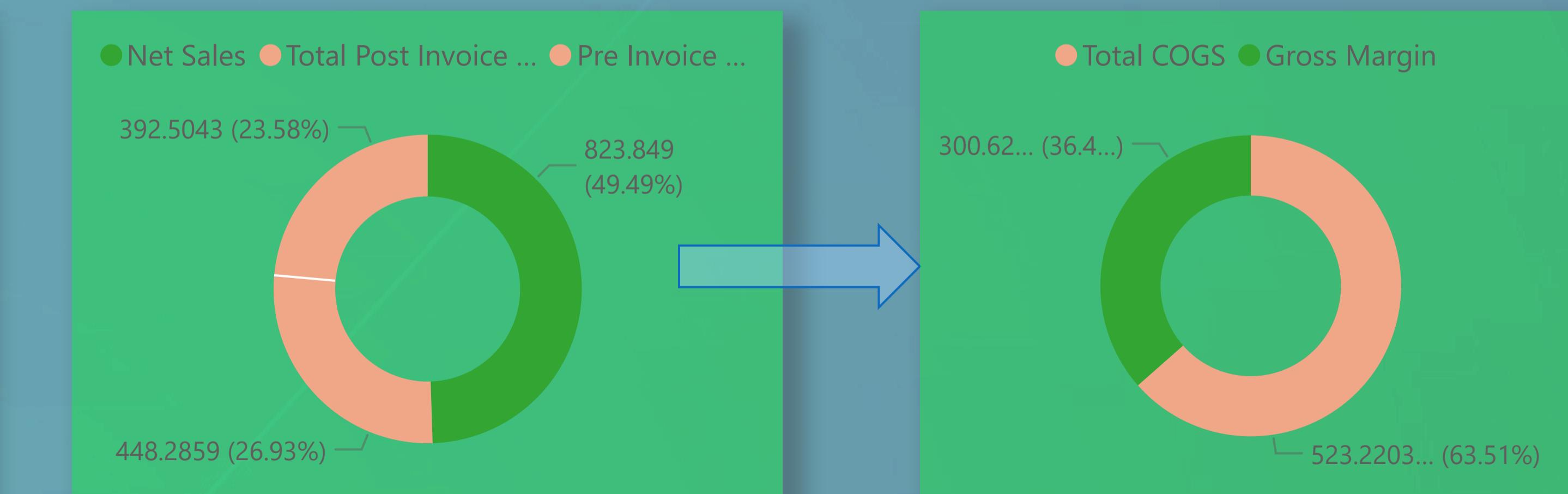
## Performance Matrix



## Product Performance

segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>

## Unit Economics





region, market

All

customer

All

segment

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Batteries	\$7.40M	2.69M	36.30%	-0.50M	-6.72%
Keyboard	\$134.14M	48.93M	36.48%	-8.91M	-6.65%
Mouse	\$103.30M	37.68M	36.48%	-6.87M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Show GM %

## Performance Matrix

division ● N &amp; S ● P &amp; A ● O&amp;C



## 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%
NA	\$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

All



2019

2020

2021

2022 Est

Q1

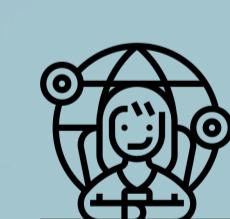
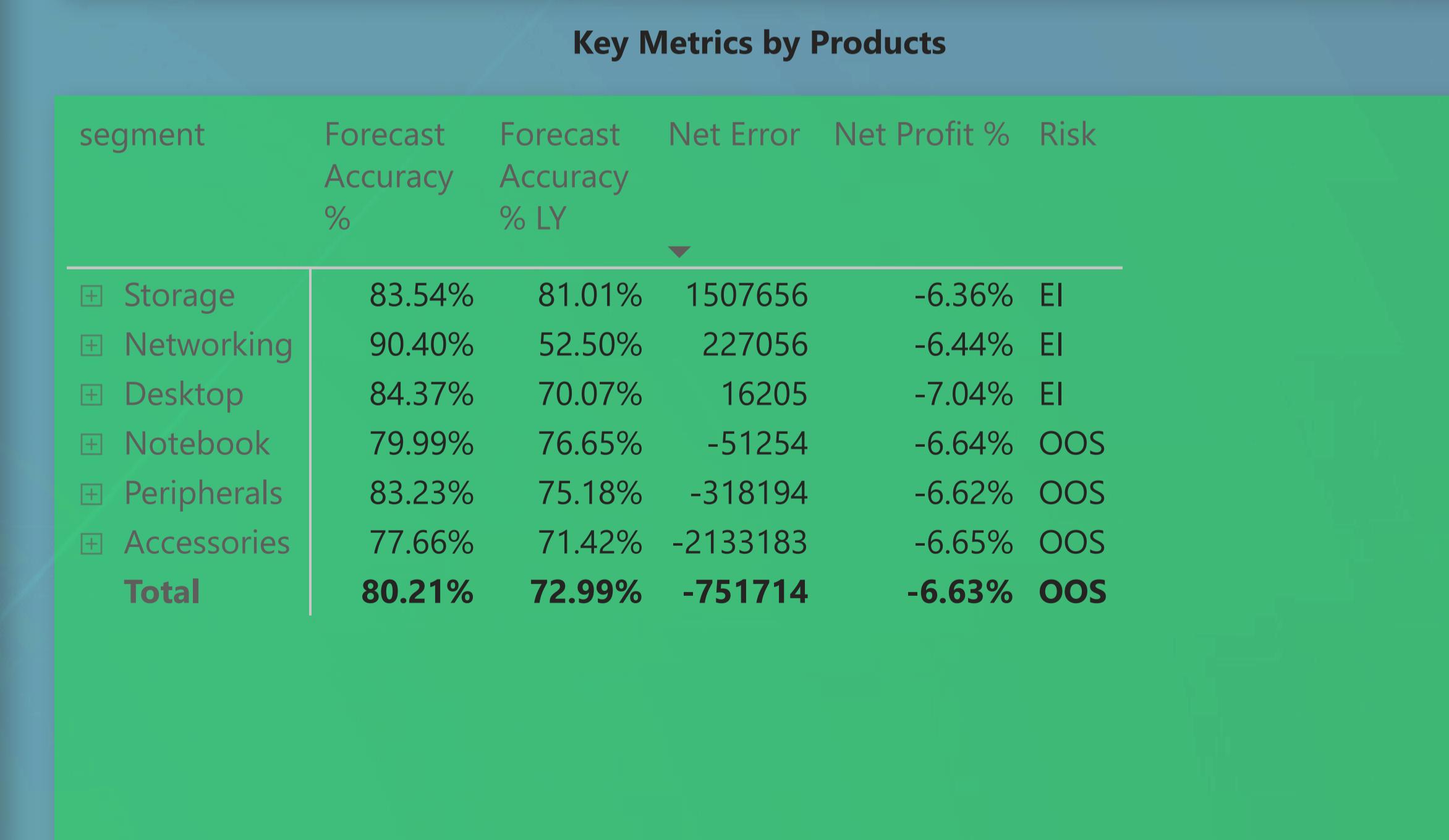
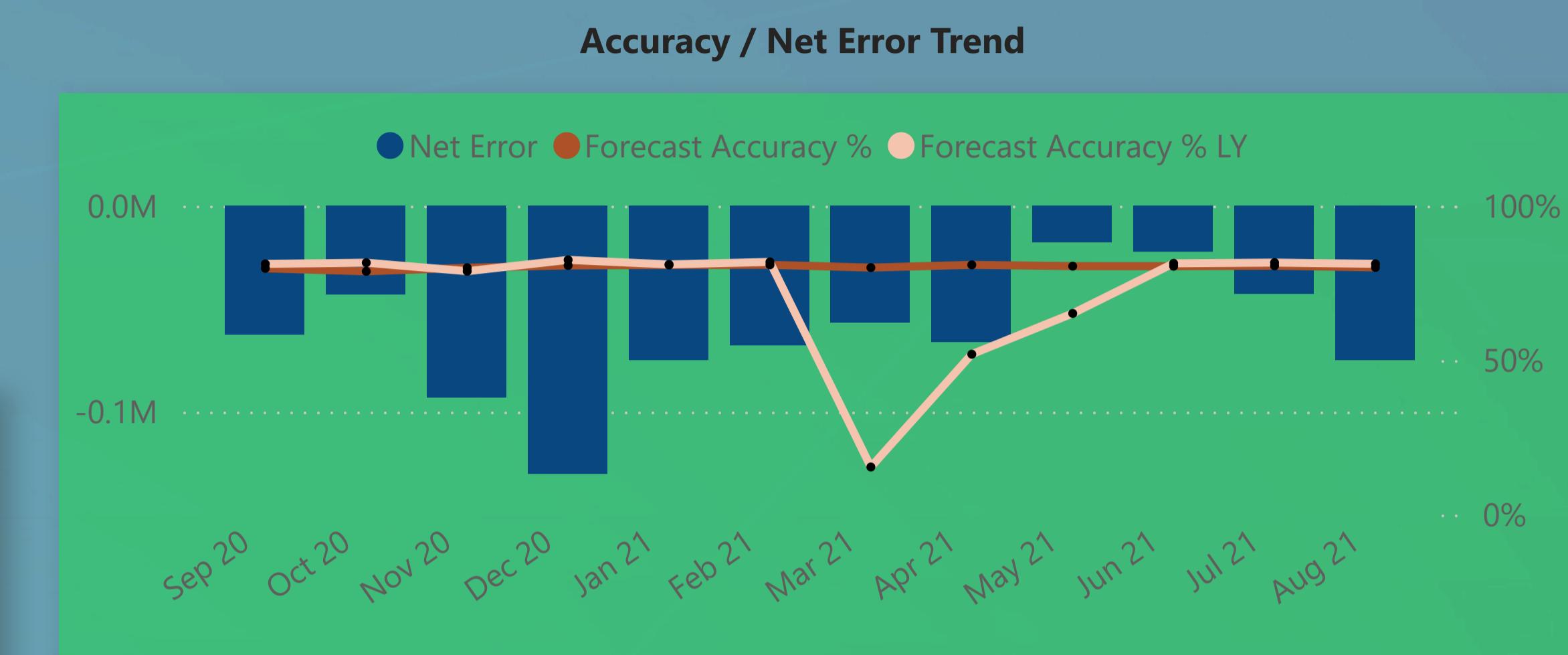
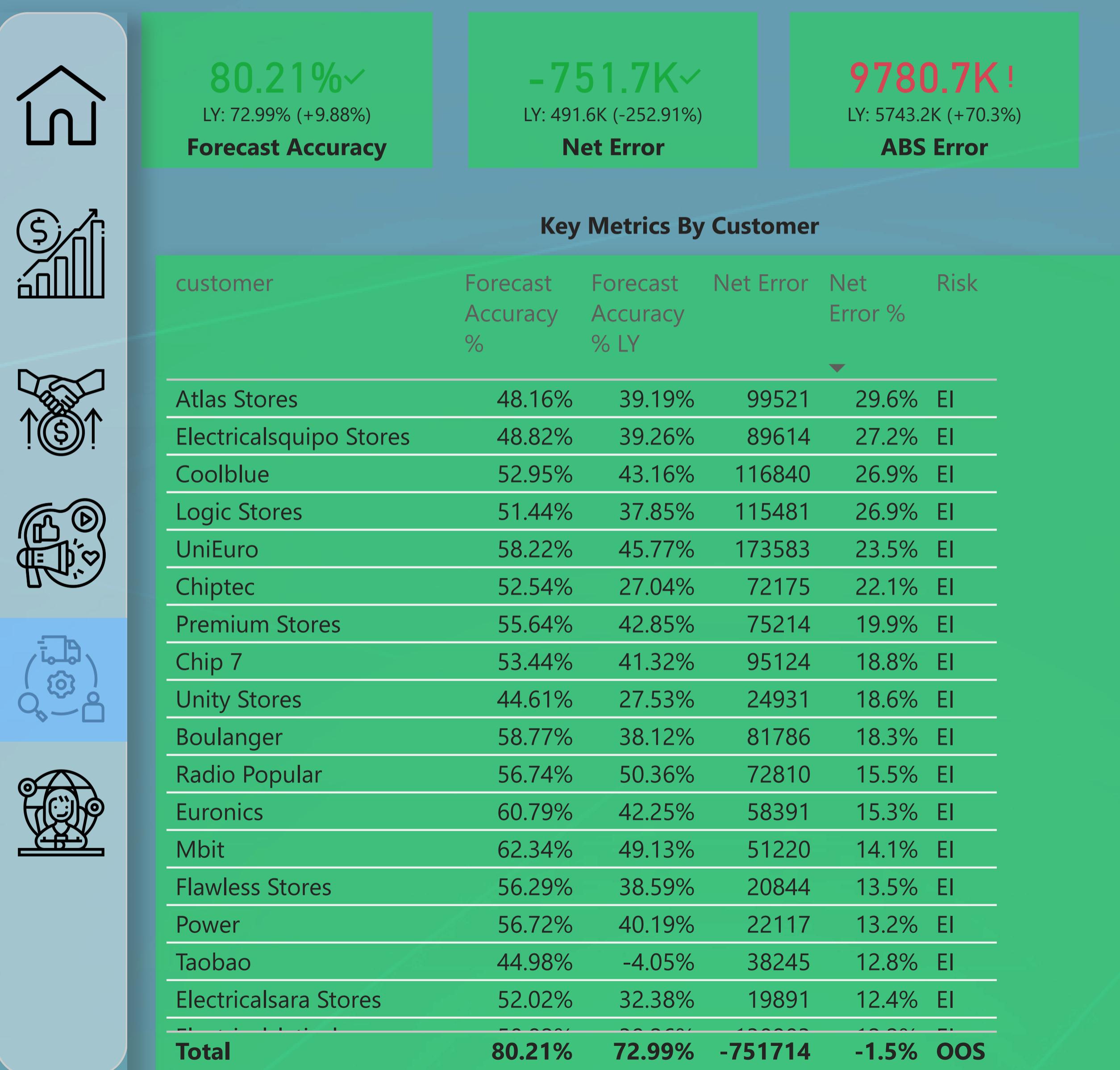
Q2

Q3

Q4

YTD

YTG





region, market

All

customer

All

segment

All

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$823.85M ✓

BM: 267.98M

Net Sales %

36.49% !

BM: 37.10% (-1.65%)

GM %

-6.63% !

BM: -0.85%

Net Profit %

80.21% ✓

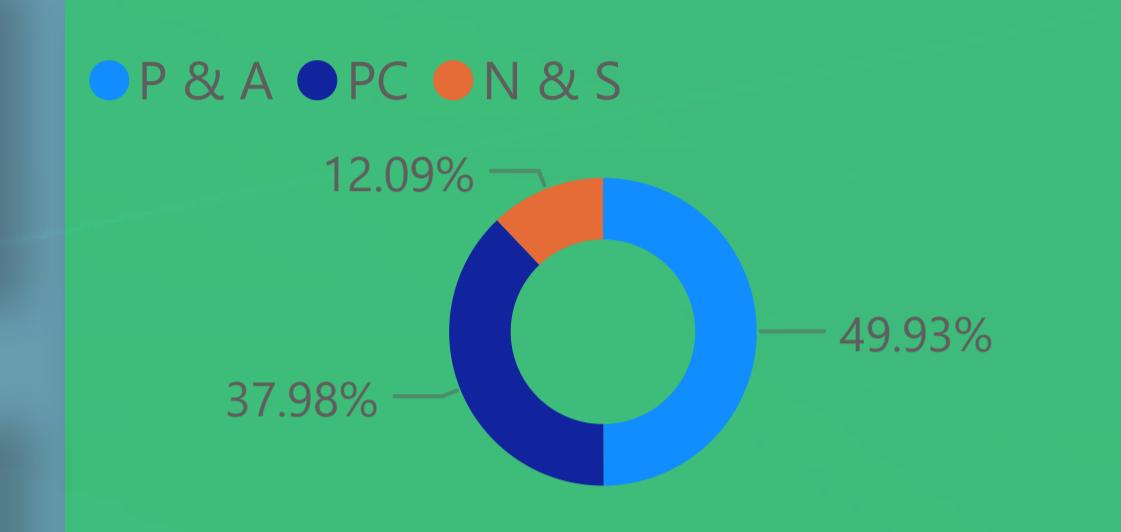
BM: 72.99% (+9.88%)

Forecast Accuracy

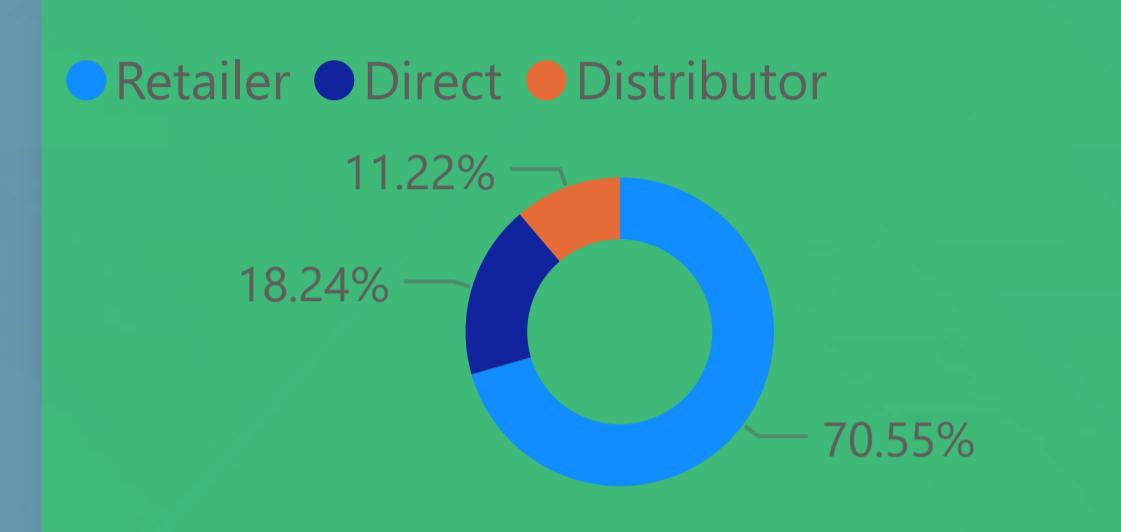
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	5.3%	EI
ANZ	\$44.4M	5.4%	38.5%	7.3%	0.3%	-5.2%	OOS
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
NA	\$177.9M	21.6%	37.2%	-13.7%	0.8%	-7.1%	OOS
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
<b>Total</b>	<b>\$823.8M</b>	<b>100.0%</b>	<b>36.5%</b>	<b>-6.6%</b>	<b>1.1%</b>	<b>-1.5%</b>	<b>OOS</b>

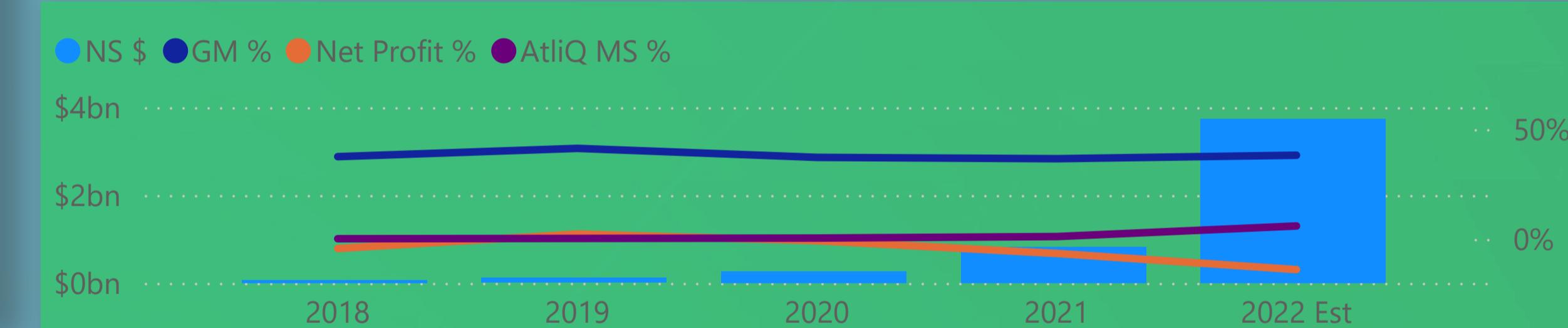
## Revenue by Division



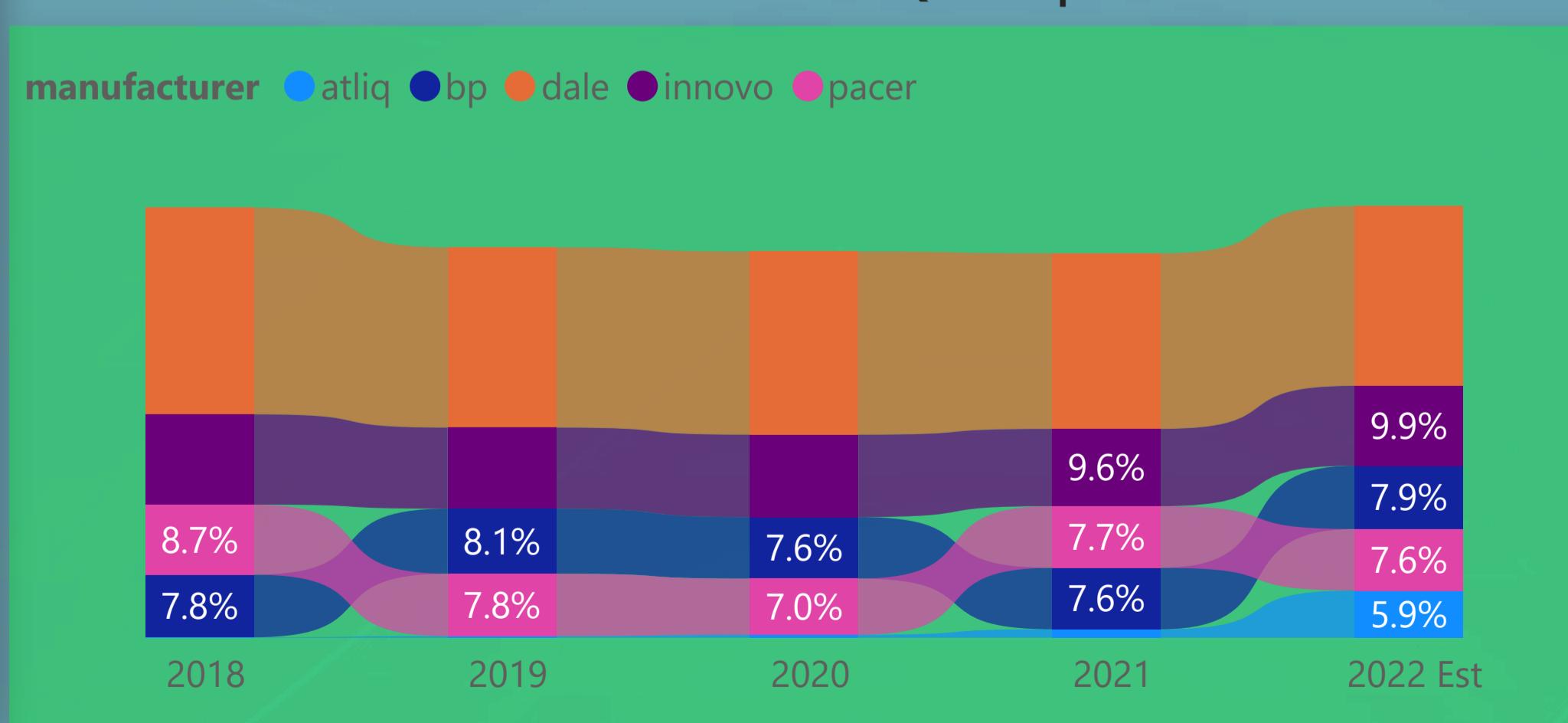
## Revenue by Channel



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



## PC Market Share Trend - AtliQ &amp; Competitors



## Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.2%	35.40% ↓
AtliQ Exclusive	9.7%	43.73% ↓
AtliQ e Store	8.5%	37.54%
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
<b>Total</b>	<b>37.8%</b>	<b>37.58%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
<b>Total</b>	<b>16.3%</b>	<b>36.52%</b>

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



## 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](#).