



Business Insight 360



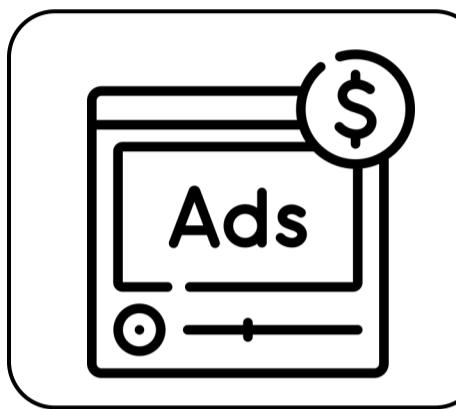
Finance View

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



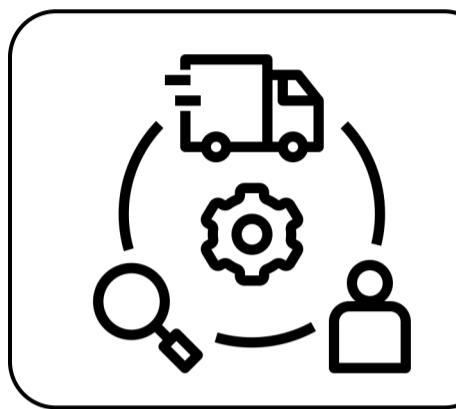
Sales View

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



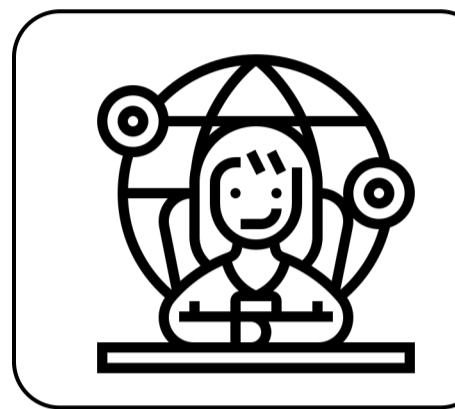
Marketing View

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



Support



FILTERS

Select Benchmark (BM)

vs LY vs Target

2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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YTD YTG

BY REGION/COUNTRY

All ▼

BY STORES(S)

All ▼

BY CATEGORY

All ▼

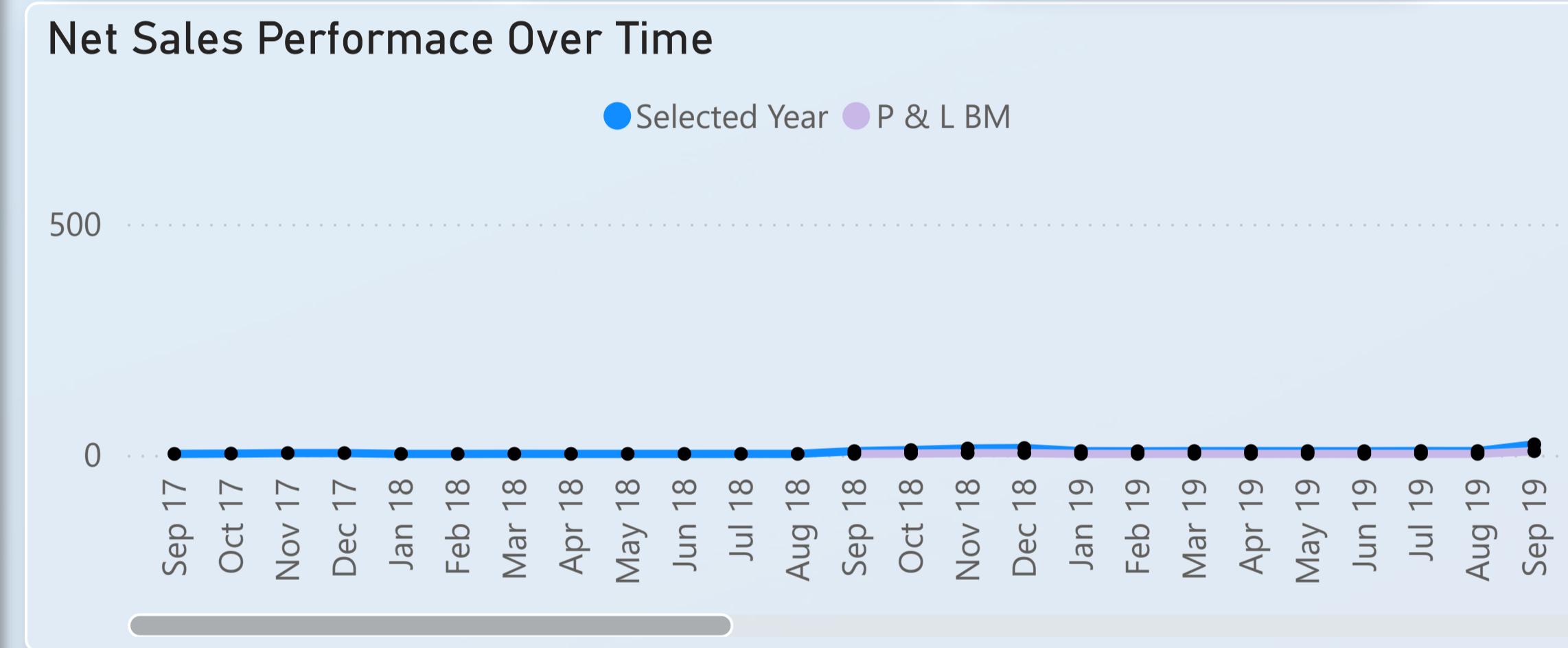
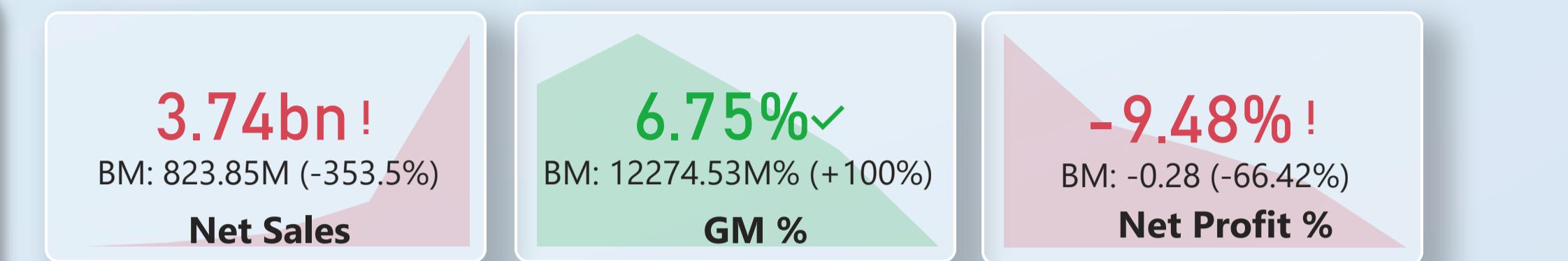
Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

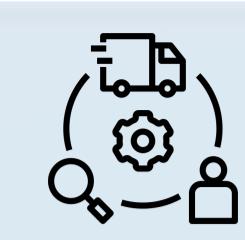


Top/Bottom Products & Customer by Net Sales		
segment	P & L	P & L Chg
	values	%
+ Notebook	1,973.15	402.44
+ Peripherals	1,152.02	352.70
+ Accessories	802.17	130.46
+ Desktop	758.45	1,500.86
+ Storage	152.29	55.88
+ Networking	130.40	41.79
Total	4,968.48	303.18

region	P & L	P & L Chg
	values	%
+ LATAM	21.00	239.67
+ EU	1,051.01	281.46
+ APAC	2,605.73	282.10
+ NA	1,290.74	380.46
Total	4,968.48	303.18

Profit and Loss Statement

Line Item	BM	Chg	Chg %
Gross Sales	2,467.97	7,370.14	298.63
Pre Invoice Deduction	578.56	1,727.01	298.50
Net Invoice Sales	1,889.41	5,643.13	298.67
- Post Discounts	417.86	1,243.54	297.59
- Post Deductions	239.23	663.42	277.31
Total Post Invoice Deduction	657.10	1,906.95	290.21
Net Sales	1,232.31	3,736.17	303.18
- Manufacturing Cost	737.81	2,197.28	297.81
- Freight Cost	32.58	100.49	308.44
- Other Cost	252.56	1,186.09	469.63
Total COGS	1,022.95	3,483.85	340.57
Gross Margin	209.36	252.32	120.52
Gross Margin %	16.99	-7.70	-45.31
GM / Unit	2.46	0.17	7.04
Operational expense	-512.59	-1,945.30	379.50
Net profit	-303.23	-1,692.99	558.32
Net profit %	-24.61	-15.57	63.28



FILTERS

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vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

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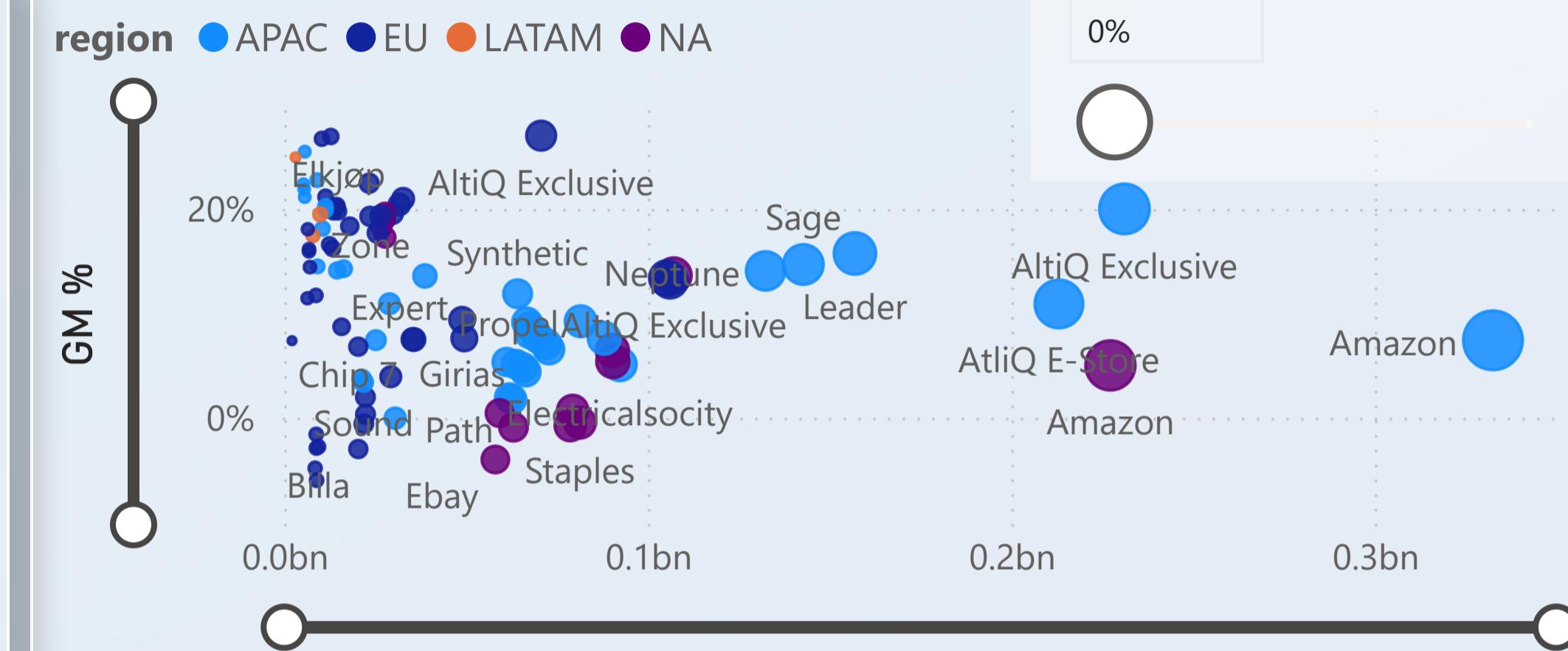
Customer Performance

customer	NS \$	GM \$	GM %
Zone	38.74M	5.26M	13.57%
walmart	90.44M	4.87M	5.38%
Viveks	61.90M	1.20M	1.94%
Vijay Sales	72.04M	5.08M	7.05%
Unity Stores	8.76M	1.03M	11.71%
UniEuro	48.97M	4.59M	9.37%
Taobao	28.99M	3.16M	10.91%
Synthetic	76.74M	9.69M	12.63%
Surface Stores	14.59M	2.06M	14.09%
Staples	81.39M	-0.39M	-0.48%
Sound	36.35M	3.67M	10.11%
Sorefoz	25.72M	4.55M	17.69%
Total	4968.48M	461.68M	9.29%

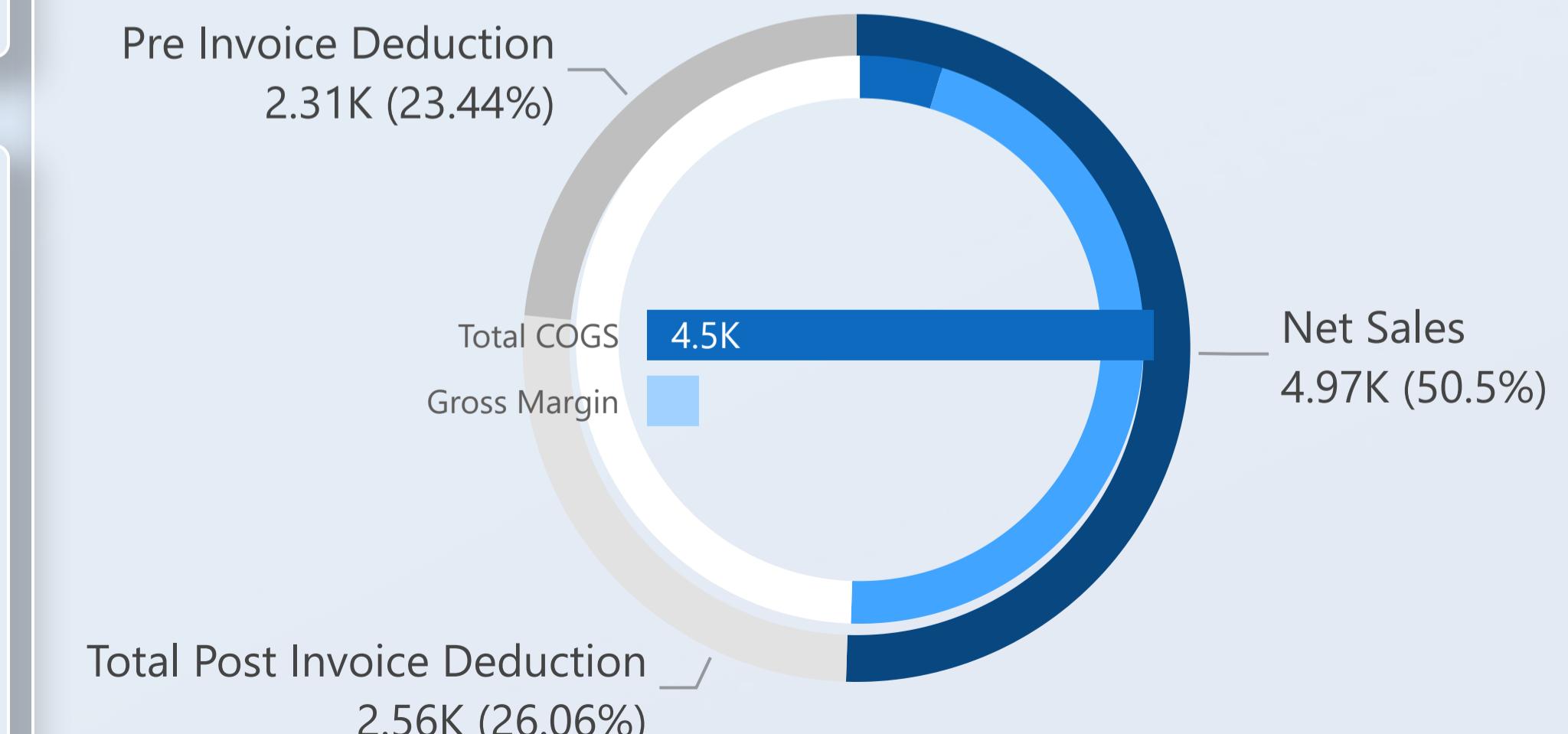
Product Performance

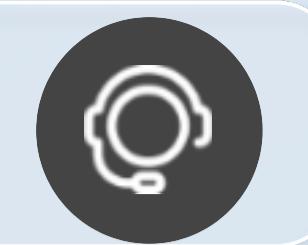
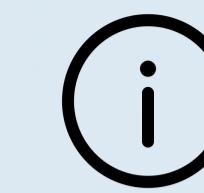
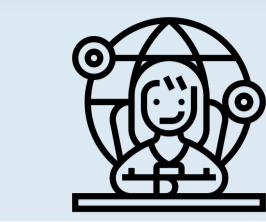
segment	NS \$	GM \$	GM %
+ Storage	152.29M	21.08M	13.84%
+ Peripherals	1152.02M	104.06M	9.03%
+ Notebook	1973.15M	171.57M	8.70%
+ Networking	130.40M	19.59M	15.02%
+ Desktop	758.45M	56.56M	7.46%
+ Accessories	802.17M	88.81M	11.07%
Total	4968.48M	461.68M	9.29%

Performance Matrix



Unit Economics





FILTERS

Select Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

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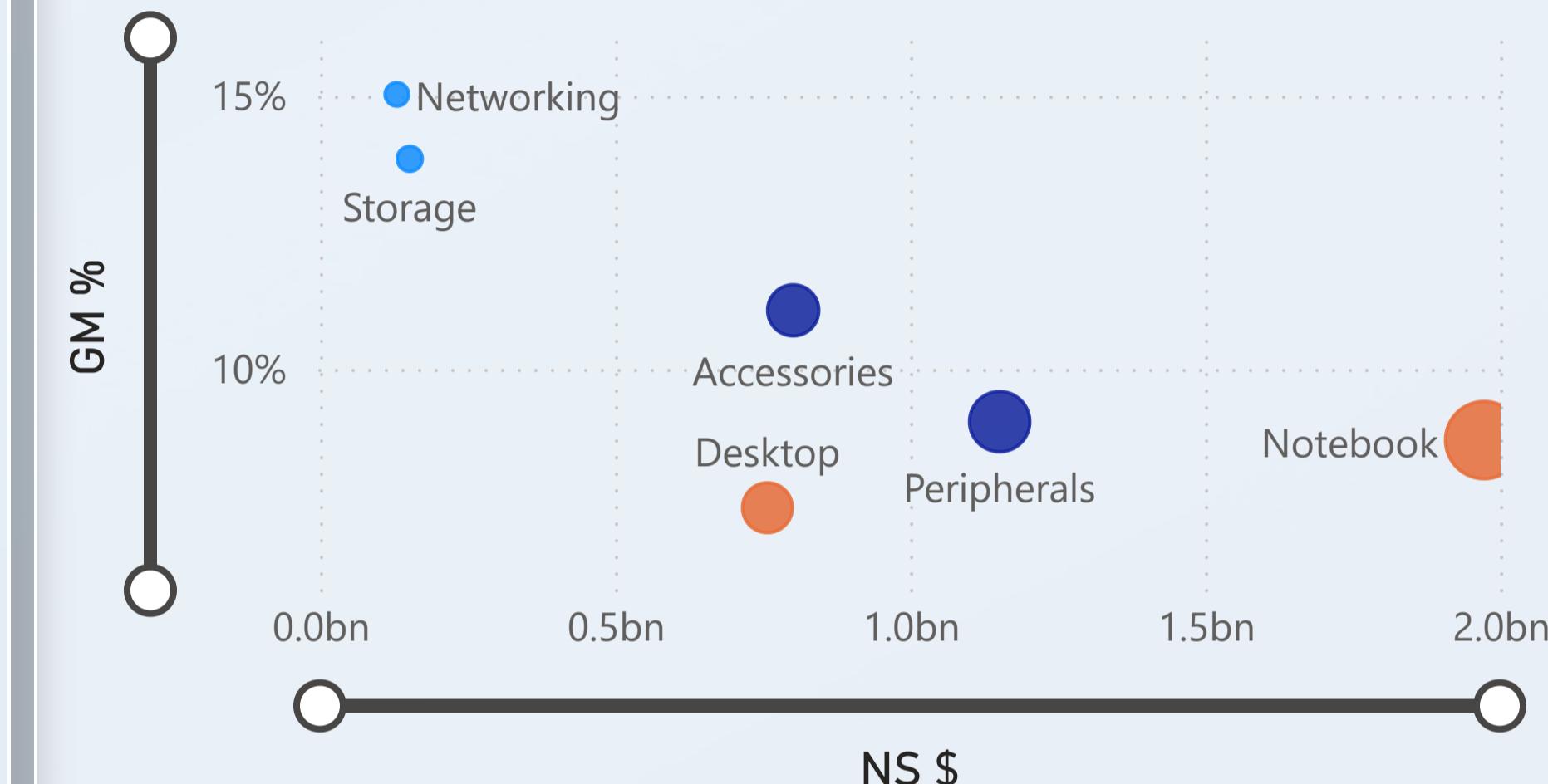
Product Performance

segment	NS \$	GM \$	GM %	net profit \$	net profit %
Accessories	802.17M	88.81M	11.07%	-292.95M	-36.52%
Desktop	758.45M	56.56M	7.46%	-334.06M	-44.04%
Networking	130.40M	19.59M	15.02%	-38.05M	-29.18%
Notebook	1973.15M	171.57M	8.70%	-814.96M	-41.30%
Peripherals	1152.02M	104.06M	9.03%	-468.78M	-40.69%
Storage	152.29M	21.08M	13.84%	-47.42M	-31.14%
Total	4968.48M	461.68M	9.29%	-1,996.22M	-40.18%

Show NP %

Performance Matrix

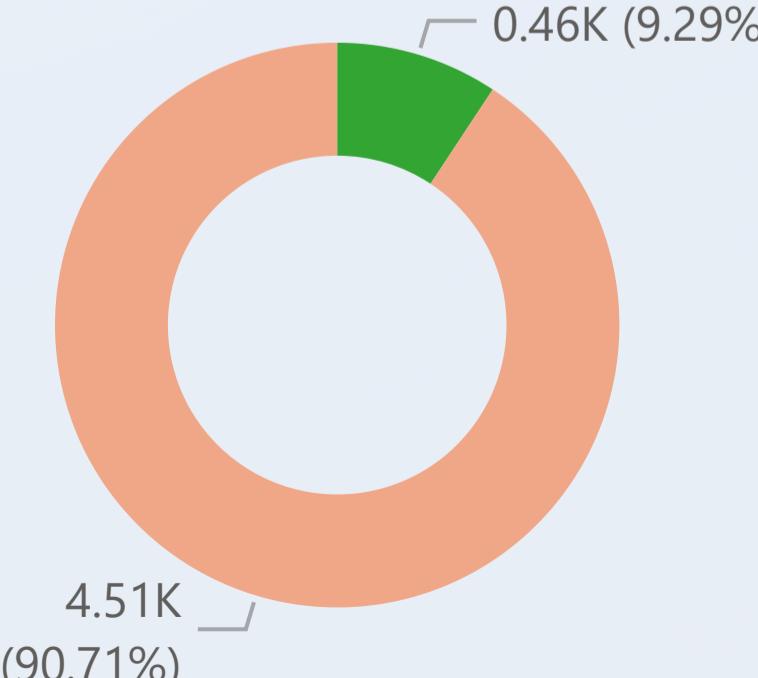
division ● N & S ● P & A ● PC



Region / Market / Customer performance

region	NS \$	GM \$	GM %
APAC	2605.73M	263.56M	10.11%
EU	1051.01M	140.76M	13.39%
LATAM	21.00M	4.10M	19.52%
NA	1290.74M	53.26M	4.13%
Total	4968.48M	461.68M	9.29%

● Gross Margin ● Total COGS



Unit Economics

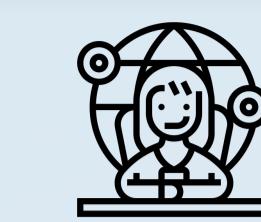


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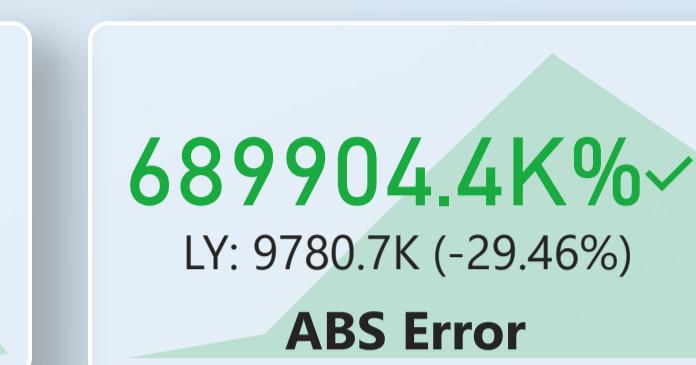
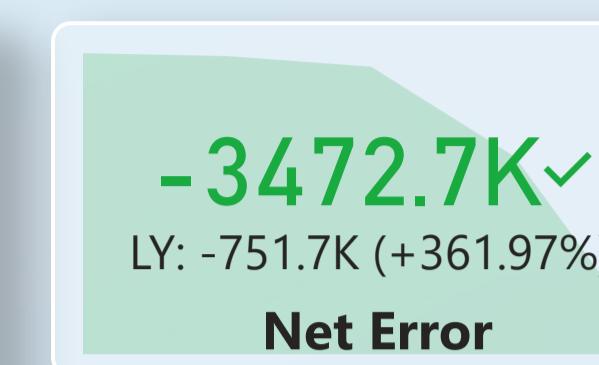
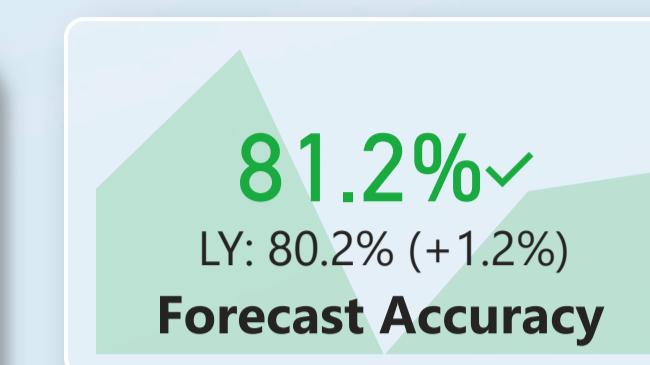
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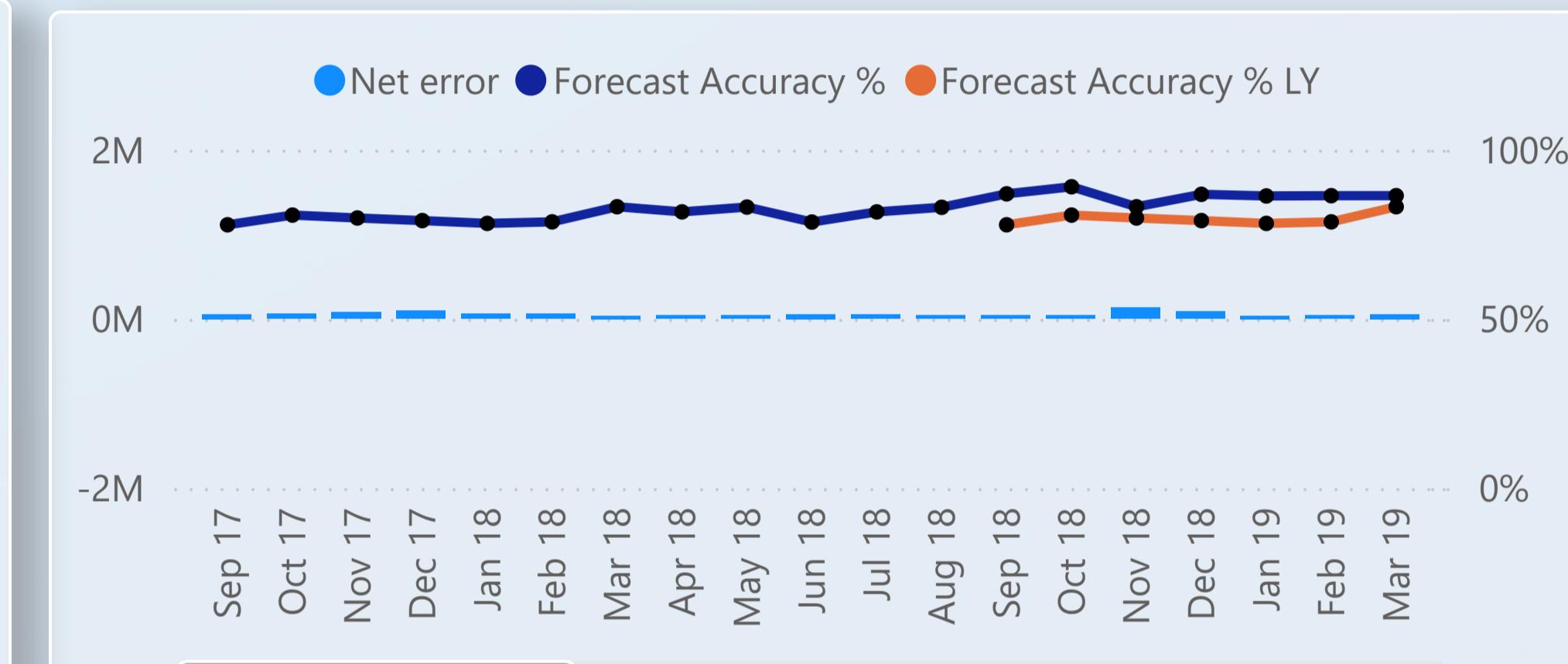
All values in Million \$



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Net error %	Risk
Electricalslytical	47.48%	48.16%	182716	7.43%	EI
Logic Stores	49.57%	48.19%	143411	16.96%	EI
UniEuro	52.99%	53.96%	122707	8.75%	EI
Atlas Stores	47.19%	46.26%	119793	18.87%	EI
Nomad Stores	49.20%	47.56%	112882	12.39%	EI
Ezone	40.46%	42.38%	110431	5.67%	EI
Premium Stores	51.23%	51.06%	106437	13.00%	EI
Electricalsquip o Stores	46.97%	46.27%	99503	15.92%	EI
Coolblue	50.10%	50.97%	96016	11.18%	EI
Croma	40.98%	42.46%	91166	4.90%	EI
Relief	48.84%	47.51%	86437	10.34%	EI
Propel	43.27%	43.68%	70443	3.25%	EI
Expert	59.53%	58.05%	68664	5.30%	EI
Neptune	40.69%	40.40%	66111	2.52%	EI
Chip 7	45.13%	48.42%	65405	6.37%	EI
Radio Popular	54.52%	55.09%	57874	5.84%	EI
Total	79.83%	79.26%	-2417425	-1.97%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Net error %	Risk
Desktop	86.98%	84.11%	94729	10.36%	EI
Networking	80.99%	79.46%	184995	2.72%	EI
Notebook	83.80%	79.41%	22621	0.45%	EI
Storage	81.08%	82.48%	2020264	10.51%	EI
Accessories	80.50%	77.85%	-1352029	-1.89%	OOS
Peripherals	74.34%	81.06%	-3388005	-17.54%	OOS
Total	79.83%	79.26%	-2417425	-1.97%	OOS



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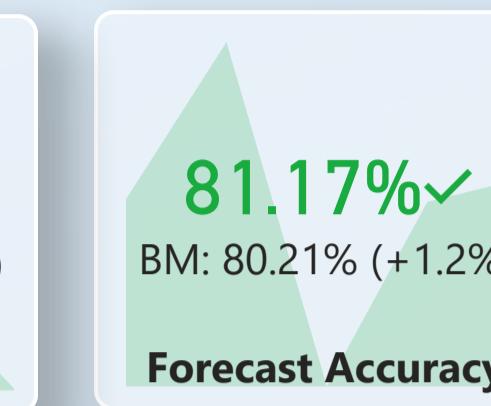
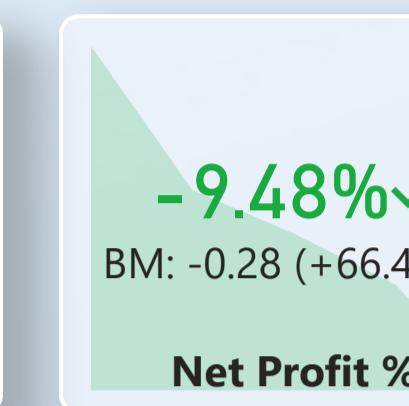
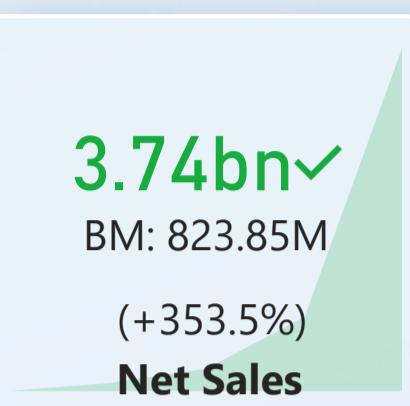
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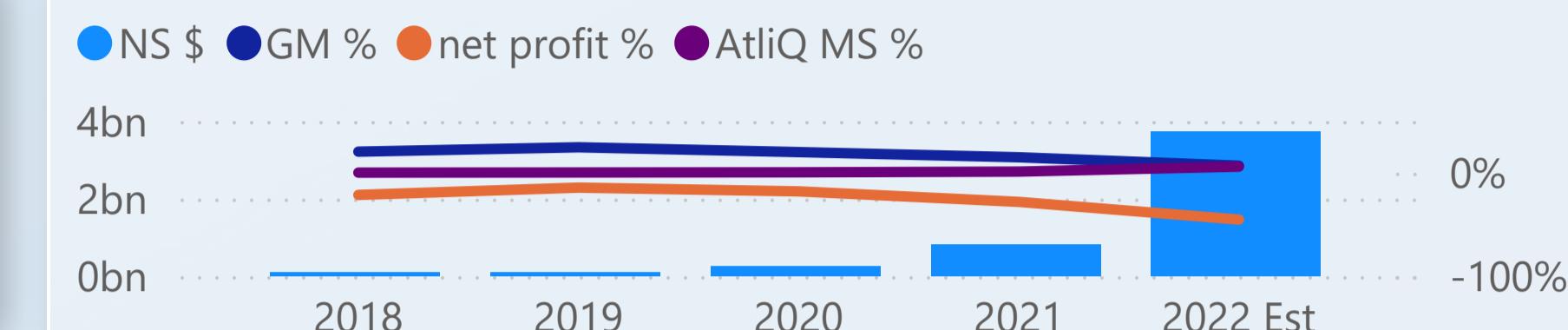
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Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Key Insights By Sub Zone

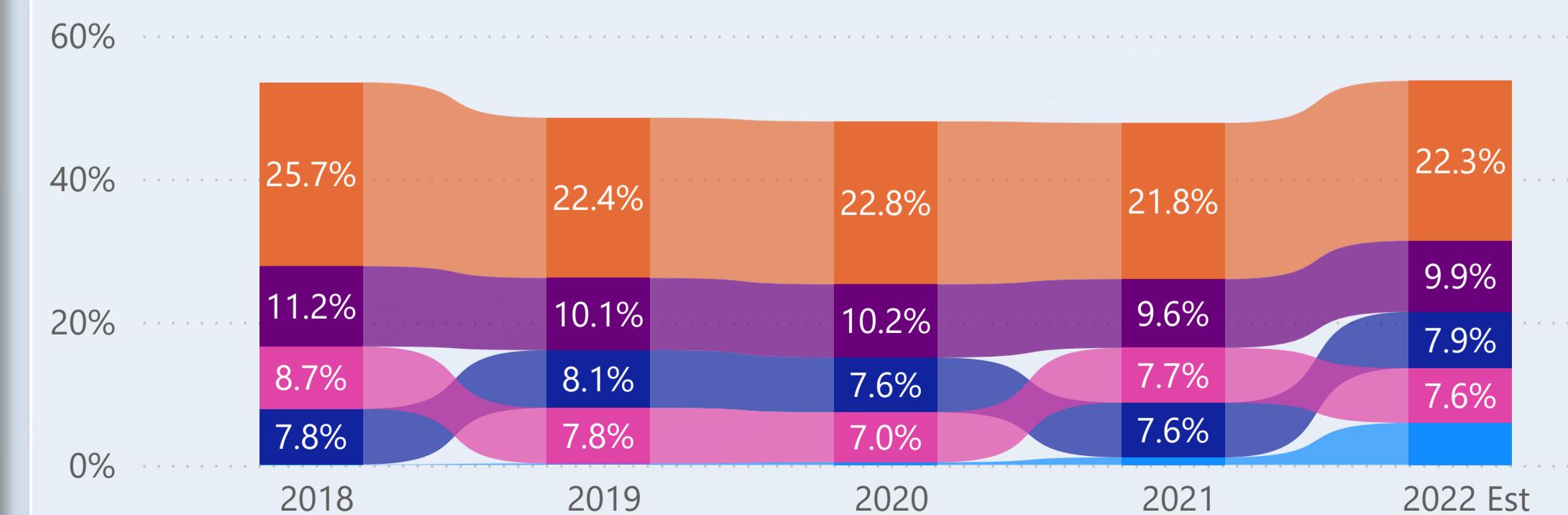
Sub zone	NS \$	RC %	GM %	net profit %	AtliQ MS %	Net error %	Risk
ANZ	257.1M	0.05	11.6%	-34.05%	0.54%	-1.16%	OOS
India	1271.2M	0.26	6.1%	-51.08%	5.11%	0.21%	EI
LATAM	21.0M	0.00	19.5%	-16.59%	0.12%	0.32%	EI
NA	1290.7M	0.26	4.1%	-52.73%	1.82%	-3.79%	OOS
NE	604.6M	0.12	9.0%	-39.30%	2.52%	4.92%	EI
ROA	1077.4M	0.22	14.5%	-23.22%	3.18%	-5.27%	OOS
SE	446.4M	0.09	19.3%	-19.58%	6.59%	-6.66%	OOS
Total	4968.5M	1.00	9.3%	-40.18%	2.26%	-1.97%	OOS

Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	0.08	19.53% ▼
Amazon	0.14	7.71% ▼
AtliQ E-Store	0.08	10.62% ▼
Flipkart	0.04	5.32% ▼
Sage	0.03	15.09% ▼
Total	0.37	11.43%

PC Market Share Trend - AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	0.04	8.08%
AQ Smash 1	0.03	7.68%
AQ BZ Allin1 Gen 2	0.04	7.21%
AQ HOME Allin1 Gen 2	0.04	6.95%
AQ Smash 2	0.03	6.87%
Total	0.19	7.33%



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](#).



Business Insight 360



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?