



Business Insights 360



Info

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



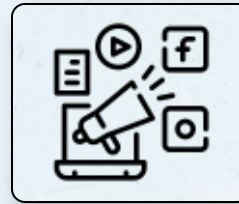
Finance View

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



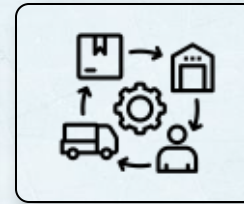
Sales View

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



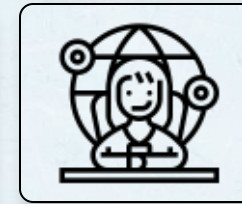
Market View

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

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.



Business Insights 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](#).



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

ytd

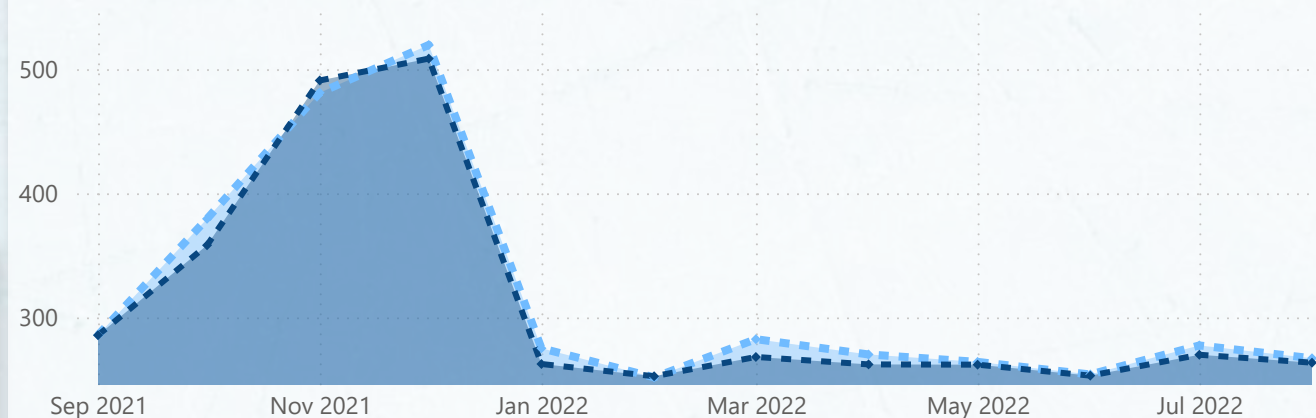
ytg

Vs LY

Vs Target

Net Sales Performace Over Time

◆ vs Benchmark ◆ selection



Profit and Loss Statement

Line Item	Chg	Chg %	2022 Est	BM
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	-70.92	-1.86	3,736.17	3,807.09
- Manufacturing Cost			2,197.28	
- Freight Cost			100.49	
- Other Cost			15.52	
Total COGS			2,313.29	
Gross Margin	-36.63	-2.51	1,422.88	1,459.51
Gross Margin %	-0.25	-0.66	38.08	38.34
GM / Unit			15.76	
operational expense			-1,945.30	
N profit/N sales			-522.42	
Net profit %	0.21	-1.47	-13.98	-14.19

BM = Benchmark

Top / Bottom Product & Customer by Net Sales

region	P & L values	P & L Chg %
EU	775.48	-1.13
NA	1,022.09	-1.24
LATAM	14.82	-1.60
APAC	1,923.77	-2.48
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



region, market

▼

customer

▼

segment, cate...

▼

All

▼

All

▼

All

▼

20182019202020212022 Est

Q1Q2Q3Q4

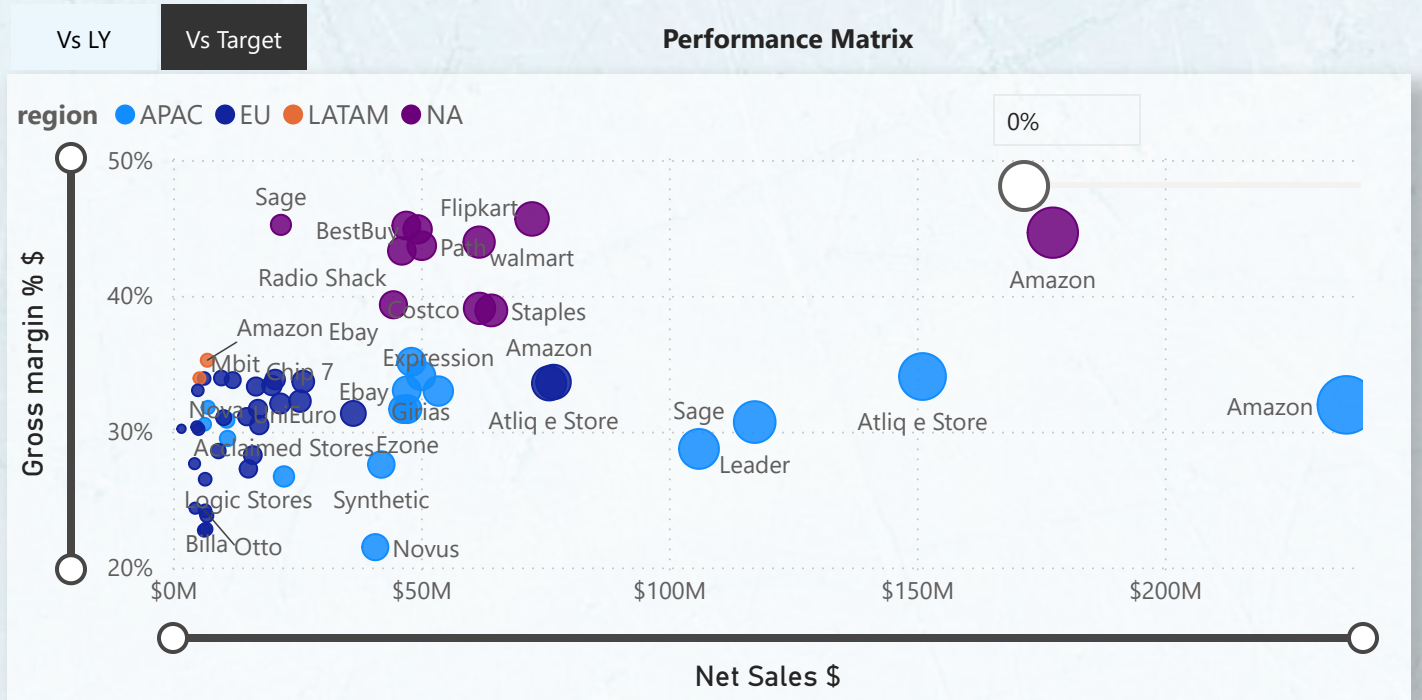
ytdytg

Customer Performance

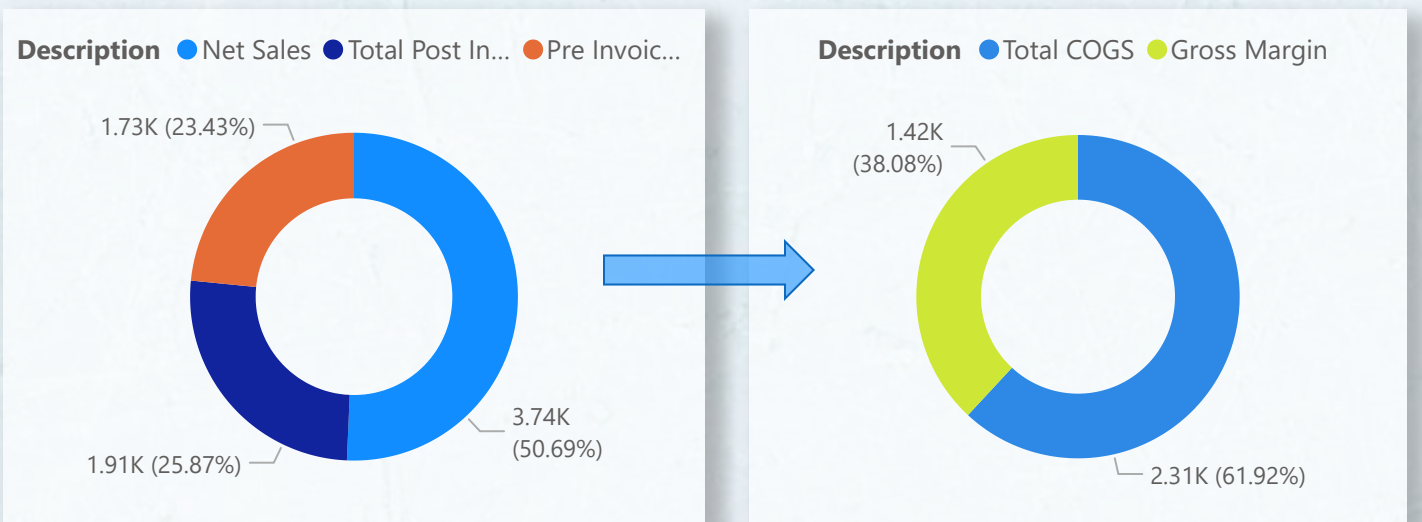
customer	Net Sales \$	Gross margin \$	Gross margin % \$
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	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%
Electricalsocity	\$67.76M	24.41M	36.03%
Total	\$3,736.17M	1,422.88M	38.08%

Product Performance

segment	Net Sales \$	Gross margin \$	Gross margin % \$
Accessories	\$454,096,517.51	172,605,972.86	38.01%
Peripherals	\$897,537,924.24	341,220,013.50	38.02%
Notebook	\$1,580,431,169.13	600,960,651.58	38.03%
Desktop	\$711,076,557.87	272,388,775.48	38.31%
Storage	\$54,593,443.19	20,925,835.34	38.33%
Networking	\$38,434,918.94	14,778,476.25	38.45%
Total	\$3,736,170,530.87	1,422,879,725.02	38.08%



Unit Economics





region, market

customer

segment, cate...

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

ytd

ytg

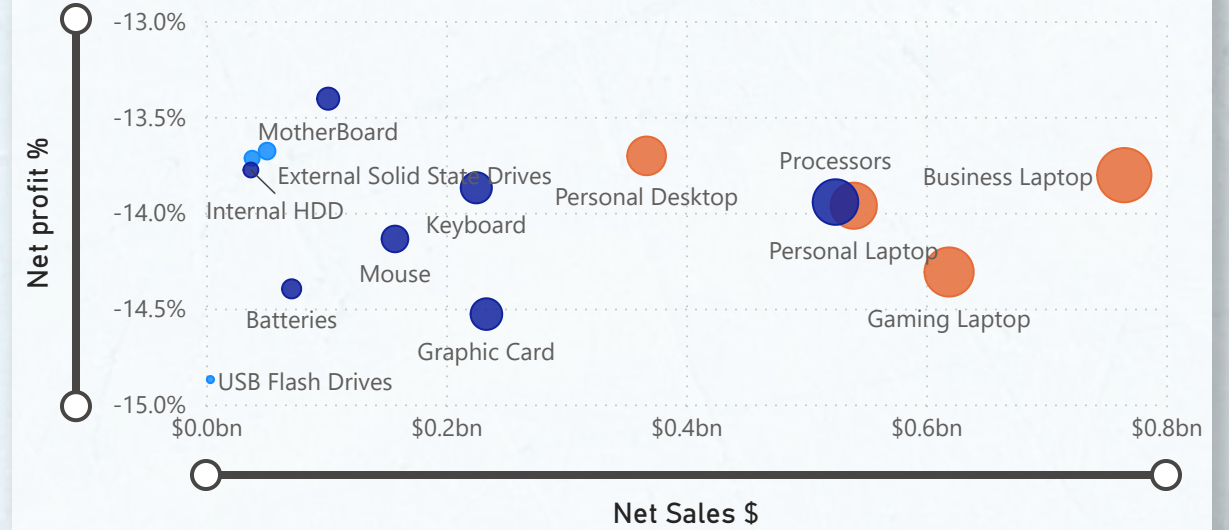
Product Performance

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

gross margin

Performance Matrix

division ● N & S ● P & A ● PC

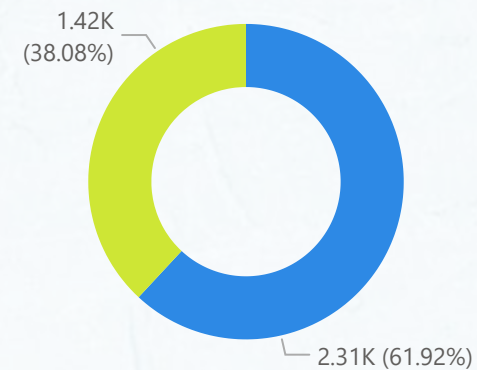


Region / Market / Customer Performance

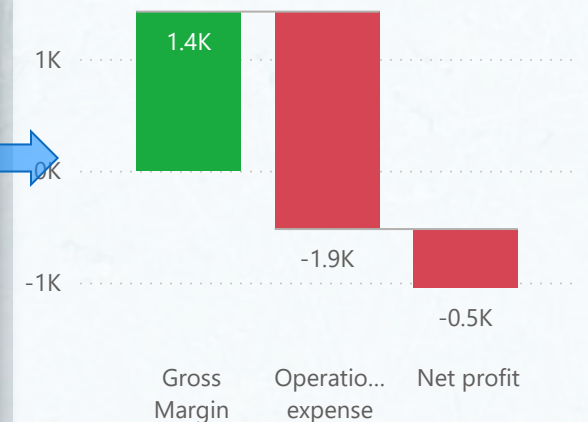
region	Net Sales \$	Gross margin \$	Gross margin % \$	Net profit %	Net profit \$
APAC	\$1,923.77M	690.21M	35.88%	-14.62%	-281.16M
EU	\$775.48M	267.80M	34.53%	-12.32%	-95.52M
LATAM	\$14.82M	5.19M	35.02%	-2.95%	-0.44M
NA	\$1,022.09M	459.68M	44.97%	-14.22%	-145.31M
Total	\$3,736.17M	1,422.88M	38.08%	-13.98%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

Unit Economics

Descrip... ● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, cate...

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✓

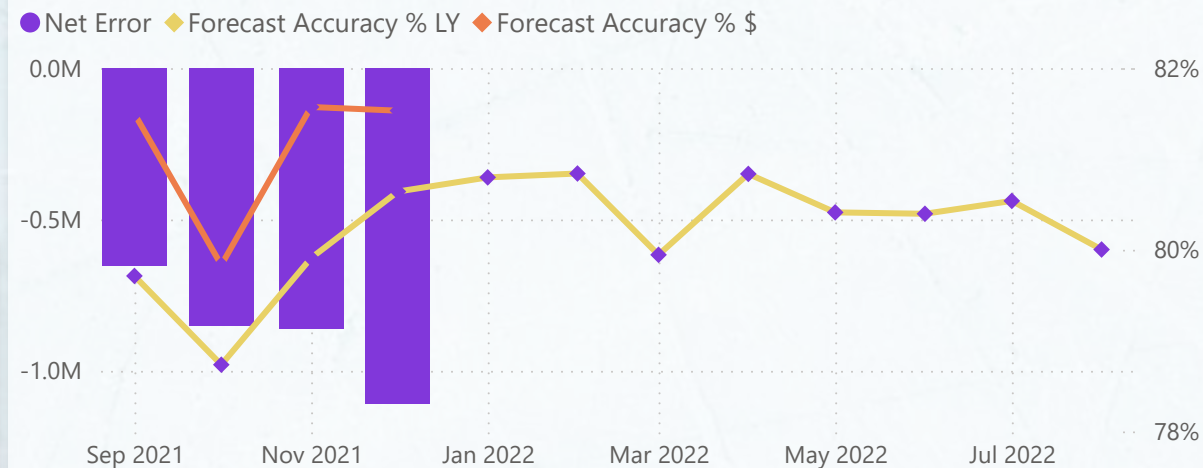
LY: 9780.7K (-29.46%)

Abs Error

Key Metrics By Customer

customer	Forecast Accuracy % \$	Forecast Accuracy % LY	Net Error	Net Error % \$	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 Carphone)	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
Saturn	41.54%	19.16%	2197	2.85%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Total	81.17%	80.21%	-34726 90	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy % \$	Forecast Accuracy % LY	Net Error	Net Error % \$	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-32042 80	-31.83%	OOS
Storage	71.50%	83.54%	-62826 6	-25.61%	OOS
Total	81.17%	80.21%	-34726 90	-9.48%	OOS

	2018	2019	2020	2021	2022	Total
Sum of gross_sales_amount	\$58,321,003.9459	\$209,061,401.6318	\$535,945,771.902	\$1,664,639,273.5356	\$7,370,138,775.0866	\$9,838,106,226.1019
Sum of net_invoice_sales_amount	\$44,402,346.5961	\$161,622,082.9231	\$411,251,323.5238	\$1,272,134,937.2737	\$5,643,125,002.5128	\$7,532,535,692.8295
Sum of post_invoice_deductions_amount	\$10,663,080.3868	\$29,718,264.6214	\$95,845,888.7103	\$281,637,192.0919	\$1,243,536,870.4296	\$1,661,401,296.24
Sum of post_invoice_other_deductions_amount	\$4,627,094.743	\$20,529,647.6731	\$47,426,588.3738	\$166,648,725.6372	\$663,417,601.2124	\$902,649,657.6395
Sum of net_sales_amount	\$29,112,171.4663	\$111,374,170.6286	\$267,978,846.4397	\$823,849,019.5446	\$3,736,170,530.8708	\$4,968,484,738.95

NS & GM % for

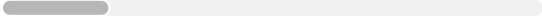
\$0.6bn 42%

\$0.4bn 40%

\$0.2bn 38%

\$0.0bn NS \$ 36%

Sep 17
Oct 17
Nov 17
Dec 17
Jan 18
Feb 18
Mar 18
Apr 18
May 18
Jun 18
Jul 18
Aug 18





region, market

All

customer

All

segment, cate...

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: 38.3% (-0.66%)

Gross margin %

-13.98%✓

BM: -0.14 (+1.47%)

Net profit %

81.17%✓

BM: 80.21% (+1.2%)

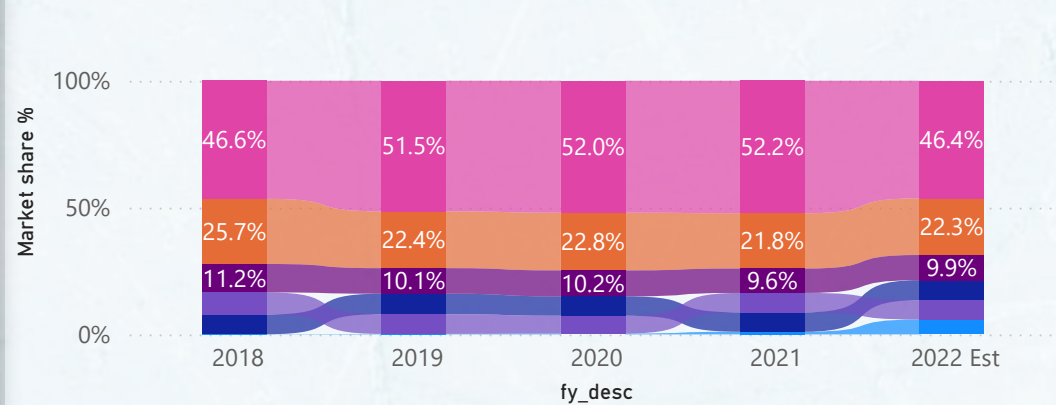
Forecast Accuracy

Key Insight by Sub zone

sub_zone	NS \$	RC %	NP %	GM %	AtliQ MS %	Risk
ANZ	\$189.8M	5.1%	-7.39%	43.50%	↓	1.4% OOS
India	\$945.3M	25.3%	-22.99%	35.75%		13.3% OOS
LATAM	\$14.8M	0.4%	-2.95%	35.02%	↓	0.3% EI
NA	\$1,022.1M	27.4%	-14.22%	44.97%	↓	4.9% EI
NE	\$457.7M	12.3%	-18.09%	32.80%	↓	6.8% OOS
ROA	\$788.7M	21.1%	-6.32%	34.19%	↓	8.3% OOS
SE	\$317.8M	8.5%	-4.00%	37.03%	↓	16.4% OOS
Total	\$3,736.2M	100.0%	-13.98%	38.08%	↓	5.9% OOS

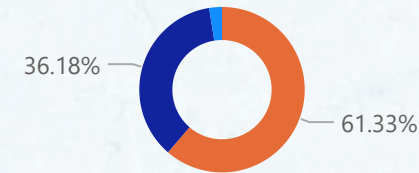
PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo others pacer



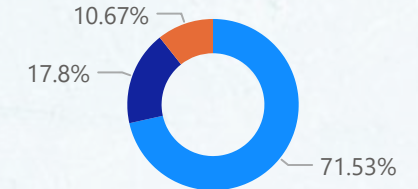
Revenue by division

PC P & A N & S



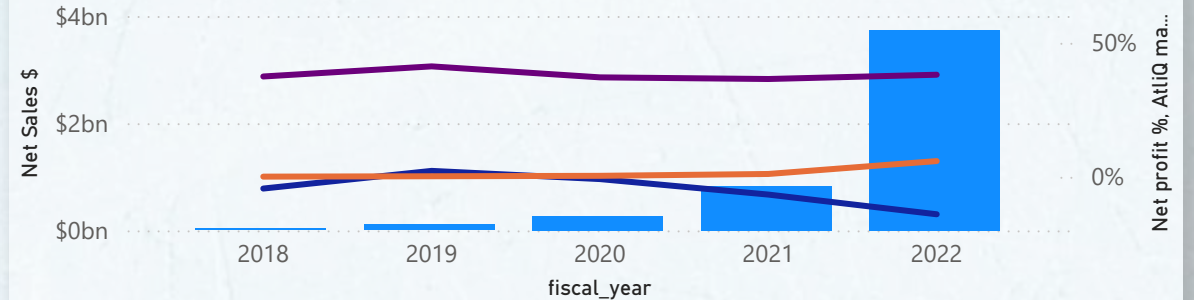
Revenue by channel

Retailer Direct Distributor



yearly Trend by Revenue, GM%, Net Profit%, PC Market share %

Net Sales \$ Net profit % AtliQ market share % Gross margin % \$



Top 5 Customers by Revenue

customer	GM % \$	RC %
Sage	31.53% ↓	3.4%
Amazon	36.78% ↓	13.3%
Atliq e Store	36.88% ↓	8.1%
Flipkart	42.14%	3.7%
AtliQ	46.01%	9.7%
Exclusive		
Total	39.19%	38.2%

Top 5 product by revenue

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

BM = Benchmark , EI= excess inventory ,OOS = out of stock , GM = Gross margin , NP net profit , RC = revenue contribution.



Business Insights 360



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?