



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

segment, cat...
All

customer
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

LY

Targets

Net Sales

\$3.74bn✓

BM: 5823.84M (+353.49%)

GM %

38.08%✓

BM: 36.49% (+4.36%)

Net Profit %

-13.98%!

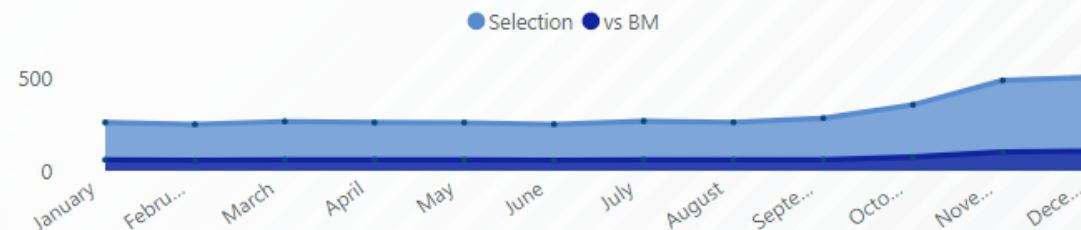
BM: -6.63% (-110.8%)

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	663.52	166.66	496.86	298.12
- Post Deductions	1,243.53	281.63	961.90	341.55
Total Post Invoice Deduction	1,907.06	448.30	1,458.76	325.40
Net Sales	3,736.07	823.84	2,912.23	353.49
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.48	22.05	78.43	355.63
- Other Cost	15.53	3.39	12.14	358.02
Total COGS	2,313.29	523.22	1,790.07	342.12
Gross Margin	1,422.78	300.62	1,122.16	373.28
Gross Margin %	38.08	36.49	1.59	4.36
GM / Unit	15.76	5.99	9.76	162.94
Operational Expenses	-1,945.24	-355.27	-1,589.97	447.53
Net Profit	-522.46	-54.65	-467.81	855.95
Net Profit %	-13.98	-6.63	-7.35	110.80

BM : Benchmark, LY: Last Year

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

market	P&L Values	P&L YoY %
USA	770.46	483.42
United Kingdom	176.18	293.85
Sweden	11.17	379.17
Spain	88.36	387.28
South Korea	300.58	369.77
Portugal	59.39	219.18
Poland	40.21	418.20
Philippines	129.23	208.46
Pakistan	31.04	318.84
Norway	102.93	409.93
Newzealand	70.45	318.97
Netherlands	39.22	196.65
Mexico	5.81	385.98
Japan	47.34	356.48
Italy	71.28	321.33
Indonesia	96.65	298.65
Total	3,736.07	353.49

segment	P&L Values	P&L YoY %	GM % LY
Notebook	1,580.42	493.06	36.45%
Peripherals	897.47	439.00	36.52%
Desktop	711.05	1,431.6	36.17%
Accessories	454.10	85.46	36.47%
Storage	54.59	0.32	36.75%
Networking	38.43	-14.89	36.75%
Total	3,736.07	353.49	36.49%

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region, market

All

segment, cat...

All

customer

All

2018

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Forecast Accuracy %

81.17%✓

LY: 80.21% (+1.2%)

Net Error

-3472.69K✓

LY: -751.71K (-361.97%)

Abs Error

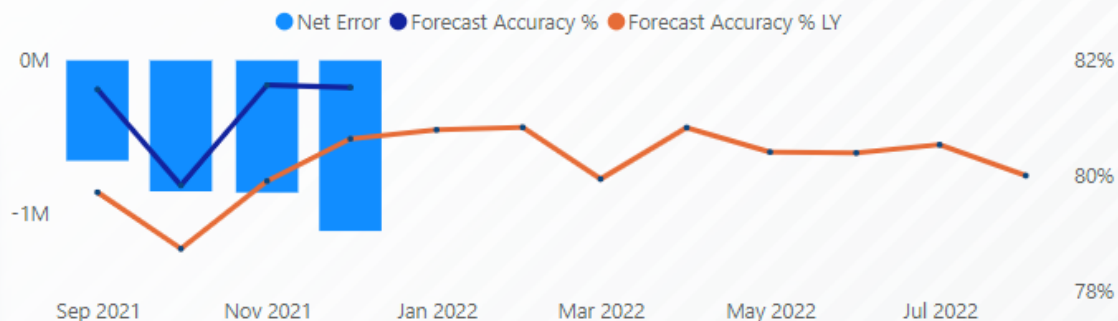
6899.0K✓

LY: 9780.7K (-29.46%)

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	49.46%	50.30%	-19035	-6.56%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Viveks	33.27%	43.03%	-129058	-28.95%	OOS
Vijay Sales	30.76%	42.98%	-137937	-25.92%	OOS
Unity Stores	8.32%	44.61%	-35536	-61.31%	OOS
UniEuro	50.30%	58.22%	-89065	-23.90%	OOS
Taobao	42.65%	44.98%	-13408	-7.14%	OOS
Synthetic	30.36%	37.93%	-191078	-36.09%	OOS
Surface Stores	51.75%	49.59%	-4304	-3.38%	OOS
Staples	54.45%	49.38%	79821	11.51%	EI
Sound	32.34%	52.83%	-97958	-41.81%	OOS
Sorefoz	23.48%	55.21%	-100677	-61.15%	OOS
Saturn	41.54%	19.16%	2197	2.85%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Relief	51.88%	52.04%	-348	-0.14%	OOS
Reliance Digital	34.59%	45.19%	-122328	-24.97%	OOS
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Propel	42.18%	46.53%	-135662	-23.13%	OOS
Premium	51.71%	55.64%	-17551	-8.04%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Forecast Accuracy %, Net Error, Risk by Segment

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
<input type="checkbox"/> Accessories	87.42%	77.66%	341468	1.72%	EI
<input type="checkbox"/> Batteries	55.82%	85.08%	-920667	-44.18%	OOS
AQ LION x1	54.71%	83.95%	-221591	-45.29%	OOS
AQ LION x2	58.91%	85.92%	-203604	-41.09%	OOS
AQ LION x3	58.64%	85.34%	-203553	-41.36%	OOS
AQ Mx NB	51.91%	84.87%	-291919	-48.09%	OOS
<input type="checkbox"/> Keyboard	92.06%	55.08%	421416	5.23%	EI
<input type="checkbox"/> Mouse	90.37%	88.58%	840719	8.71%	EI
<input type="checkbox"/> Desktop	87.53%	84.37%	78576	10.24%	EI
<input type="checkbox"/> Networking	93.06%	90.40%	-12967	-1.69%	OOS
<input type="checkbox"/> Notebook	87.24%	79.99%	-47221	-1.69%	OOS
<input type="checkbox"/> Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
<input type="checkbox"/> Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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

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region, market
All

segment, cat...
All

customer
All

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Net Sales
\$3.74bn✓
LY: \$823.84M (+353.49%)

GM %
38.08%✓
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Net Profit %
-13.98%!
LY: -0.07 (-110.8%)

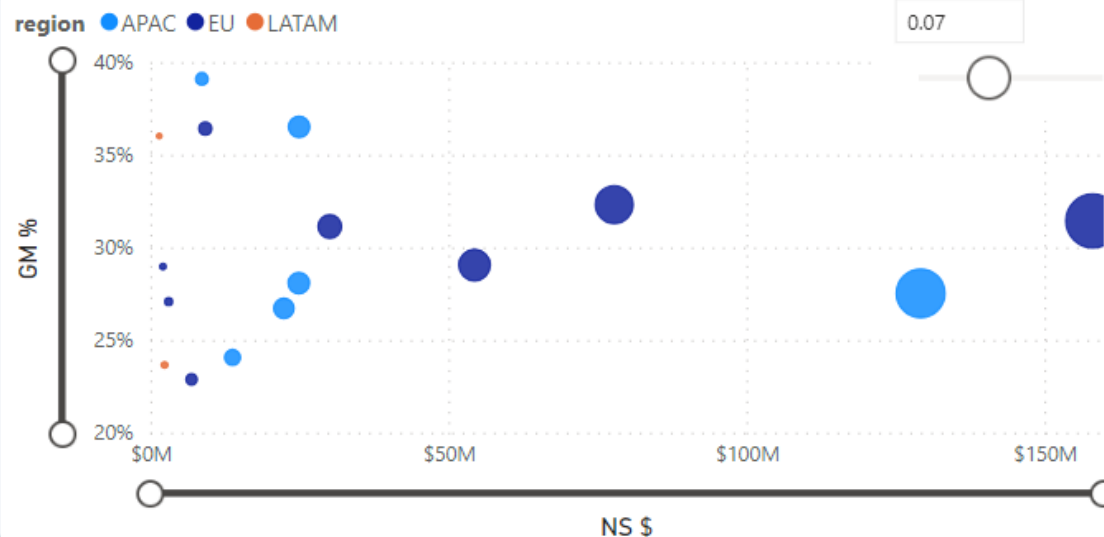
Net Sales, GM and GM% by Customer

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.38M	29.60M	40.34%
All-Out	\$4.40M	1.68M	38.16%
AltIQ Exclusive	\$307.19M	145.08M	47.23%
Amazon	\$496.89M	182.78M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.69%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
Atliq Exclusive	\$53.93M	21.07M	39.08%
Total	\$3,736.07M	1,422.78M	38.08%

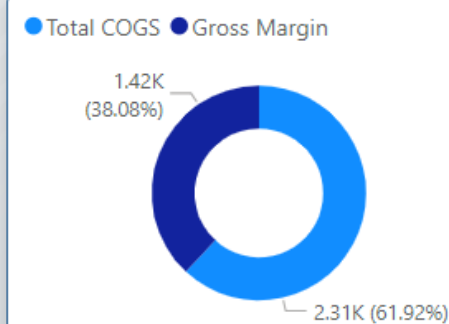
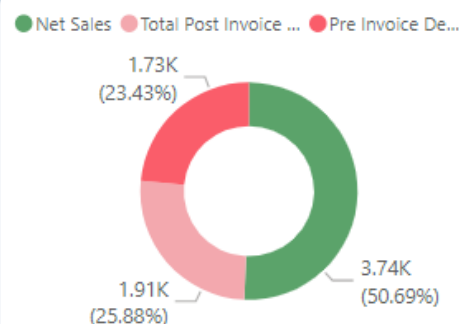
Net Sales, GM and GM% by Segment

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Batteries	\$71.36M	26.84M	37.61%
Keyboard	\$225.25M	85.97M	38.17%
Mouse	\$157.49M	59.79M	37.97%
Desktop	\$711.05M	272.36M	38.30%
Business Laptop	\$343.87M	131.58M	38.26%
Personal Desktop	\$367.17M	140.78M	38.34%
Networking	\$38.43M	14.78M	38.45%
Wi fi extender	\$38.43M	14.78M	38.45%
Notebook	\$1,580.42M	600.95M	38.02%
Total	\$3,736.07M	1,422.78M	38.08%

Net Sales, GM and GM% by Customer, Region



Revenue Split





region, market
All

segment, cat...
All

customer
All

2018

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Net Sales
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GM %
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Net Profit %
-13.98%!
LY: -0.07 (-110.8%)

Net Sales, GM, GM% and Net Profit by Region

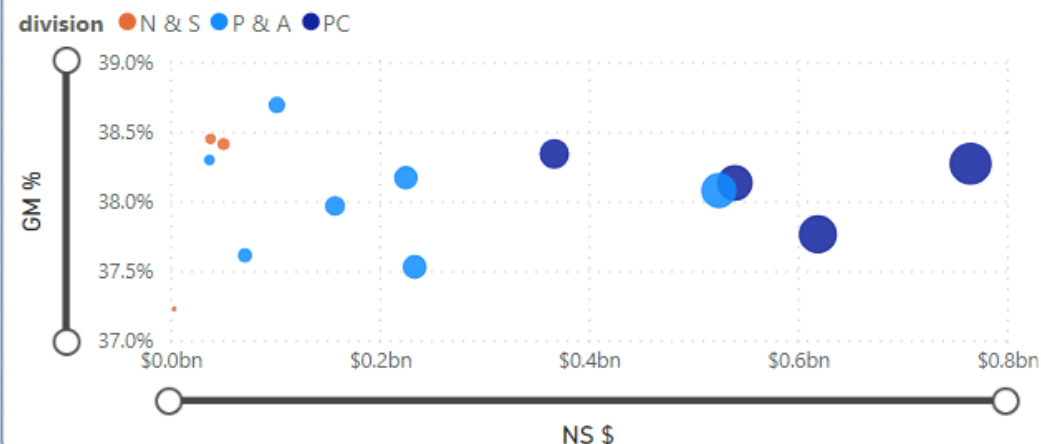
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.44M	689.89M	35.87%	-281.29M	-14.62%
Australia	\$119.35M	53.81M	45.09%	-12.01M	-10.06%
Bangladesh	\$36.40M	11.20M	30.78%	-1.35M	-3.70%
China	\$147.41M	67.19M	45.58%	-9.34M	-6.33%
India	\$944.99M	337.64M	35.73%	-217.45M	-23.01%
Indonesia	\$96.65M	31.85M	32.96%	-13.23M	-13.69%
Japan	\$47.34M	20.03M	42.31%	-0.47M	-0.99%
Total	\$3,736.07M	1,422.78M	38.08%	-522.46M	-13.98%

Net Sales, GM, GM% and Net Profit by Segment

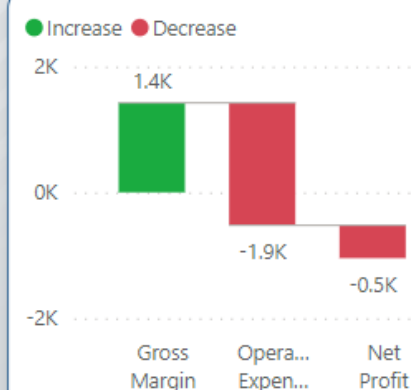
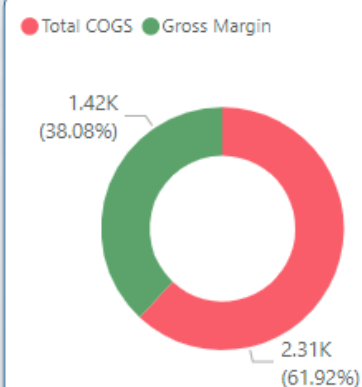
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Desktop	\$711.05M	272.36M	38.30%	-97.80M	-13.75%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Peripherals	\$897.47M	341.16M	38.01%	-125.94M	-14.03%
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.04%
Notebook	\$1,580.42M	600.95M	38.02%	-222.16M	-14.06%
Total	\$3,736.07M	1,422.78M	38.08%	-522.46M	-13.98%

Show NP%

Net Sales and GM % by Division



COGS, Gross Margin Split





region, market

All

segment, cat...

All

customer

All

LY

Targets

Net Sales

\$3.74bn✓

BM: 5823.84M

GM %

38.08%✓

BM: 36.49% (+4.36%)

Net Profit %

-13.98%!

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FA %

81.17%✓

BM: 80.21% (+1.2%)

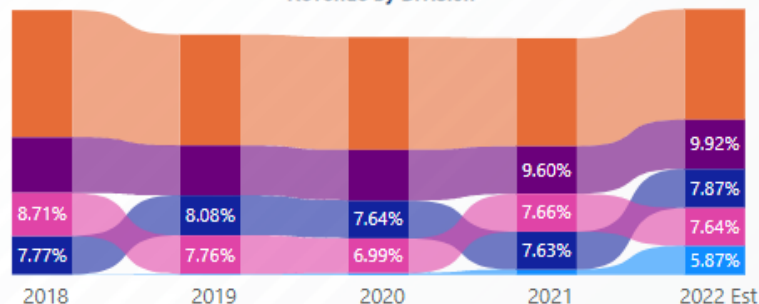
Key Insights by Sub Zone

Sub zone	NS \$	RC %	GM %	Net Profit %	AtliQ Market Share %	Net Error %	Risk
NA	\$1,022.3M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
India	\$945.0M	25.3%	35.7%	-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	\$3,736.1M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer

Revenue by Division



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

2018

2019

2020

2021

2022 Est

Q1

Q2

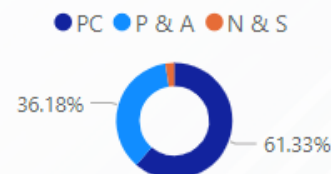
Q3

Q4

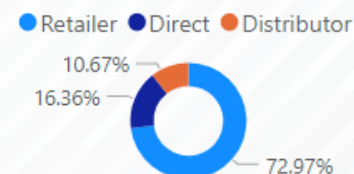
YTD

YTG

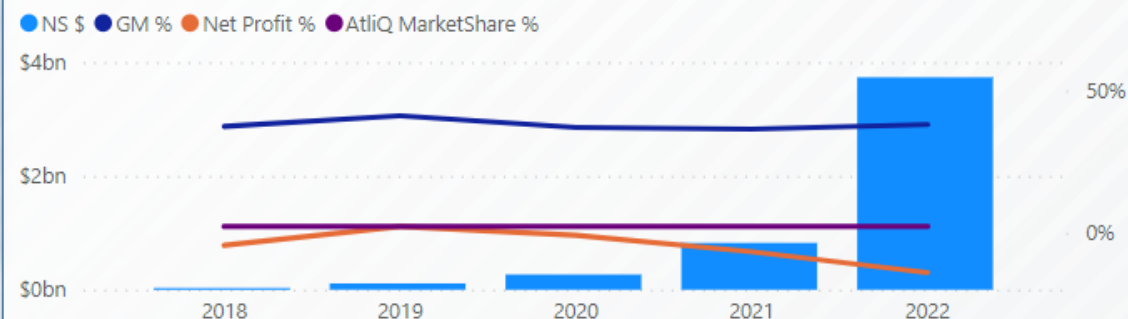
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

Customer	RC %	GM %
AtliQ Exclusive	8.2%	47.23%
Amazon	13.3%	36.78%
AtliQ e Store	8.1%	36.88%
Flipkart	3.7%	42.14%
Sage	3.4%	31.52%
Total	36.8%	39.19%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.70%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.42%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%

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[Reset Filters](#)

LY

Targets

2018

2019

2020

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2022
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Q1

Q2

Q3

Q4

YTD

YTG

Australia

Canada

Japan

Poland

USA

Customer

AltiQ Exclusive

Top 5 Products by GM% YoY

Product	Net Profit %	GM %	GM % LY	YoY GM%
AQ 5000 Series Electron 8 5900X Desktop Processor	-3.01%	53.28%	45.15%	18.00%
AQ Elite	-3.53%	52.76%	45.04%	17.16%
AQ BZ Gen Y	-3.65%	52.65%	45.18%	16.53%
AQ MB Crossx	-3.12%	53.18%	45.65%	16.50%
AQ Digit SSD	-3.70%	52.60%	45.18%	16.42%
Total	-3.43%	52.87%	45.15%	17.10%

Bottom 5 Products by GM% YoY

Product	Net Profit %	GM %	GM % LY	YoY GM%
AQ 5000 Series Electron 8 5900X Desktop Processor	-3.01%	53.28%	45.15%	18.00%
AQ BZ Gen Y	-3.65%	52.65%	45.18%	16.53%
AQ Digit SSD	-3.70%	52.60%	45.18%	16.42%
AQ Elite	-3.53%	52.76%	45.04%	17.16%
AQ MB Crossx	-3.12%	53.18%	45.65%	16.50%
Total	-3.43%	52.87%	45.15%	17.10%

Post Invoice Discounts % for USA - AltiQ Exclusive



BM : Benchmark, LY: Last Year, YoY - Year over Year

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