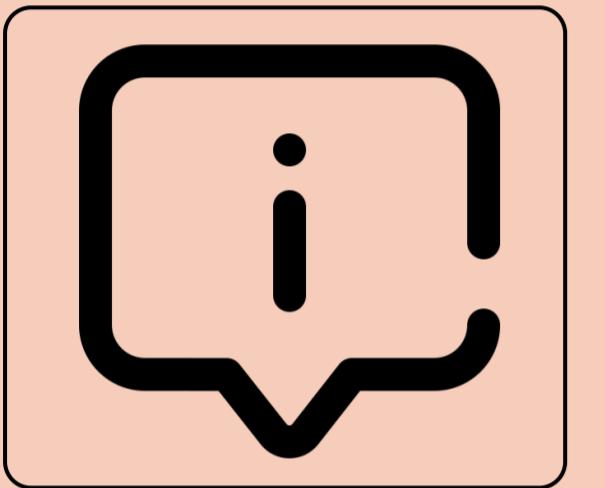




Business Insights 360



Info

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



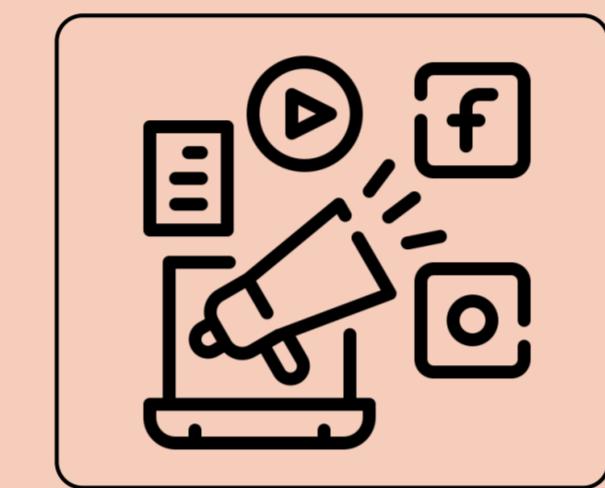
Finance View

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



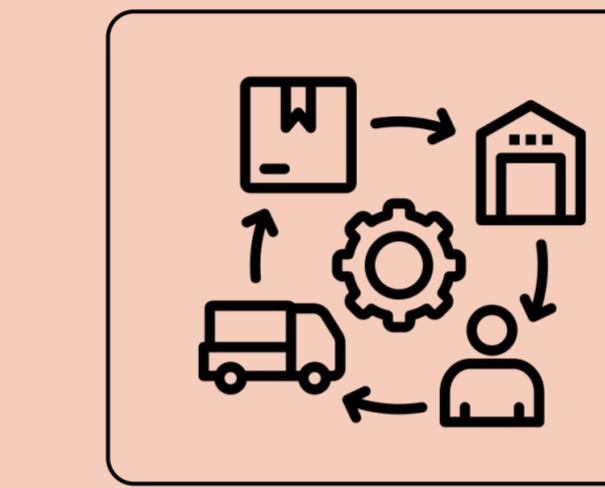
Sales View

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



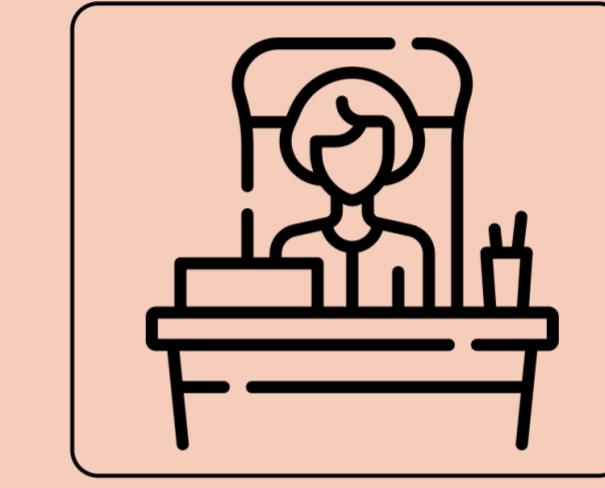
Marketing View

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.

	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M



region, market

All

customer

All

segment, category

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

VS LY

VS Target



\$3.74bn

BM: 823.85M (+353.5%)

Net sales

38.08%

BM: 36.49% (+4.37%)

GM %

-13.98%

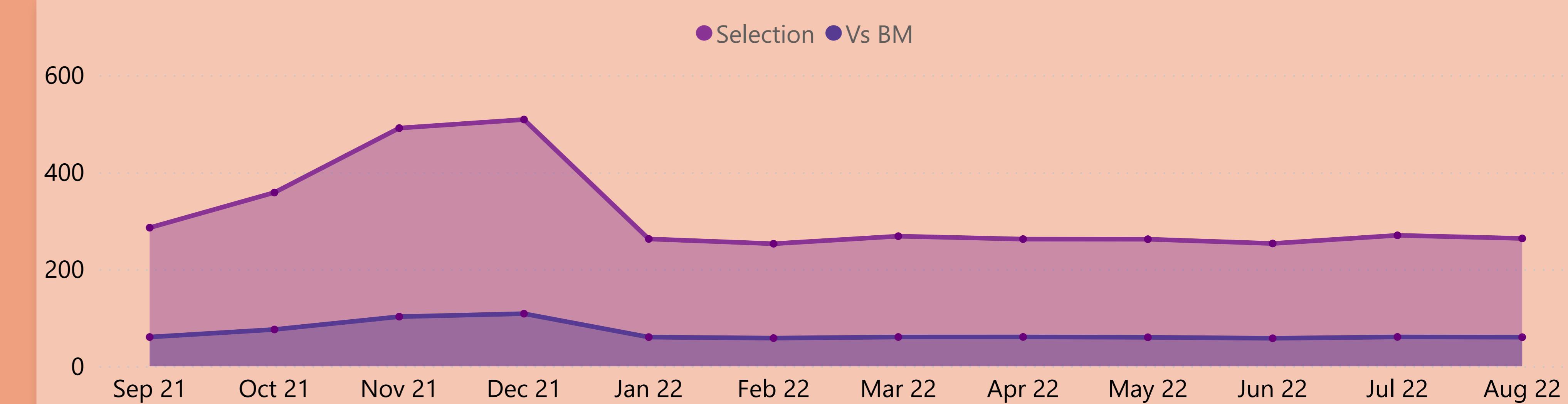
BM: -0.07 (-110.79%)

Net Profit %

Profit & 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	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY
	Chg %	
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40
Total	3,736.17	353.50

segment	P & L values	P & L YoY
	Chg %	
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50

BM = Benchmark , LY= Last Year



region, market

All

customer

All

segment, category

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

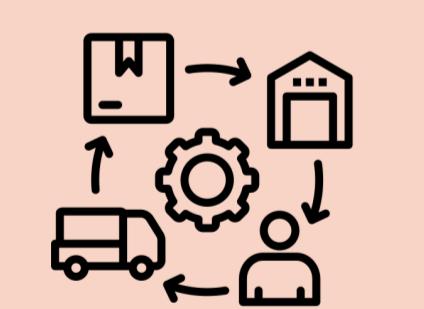
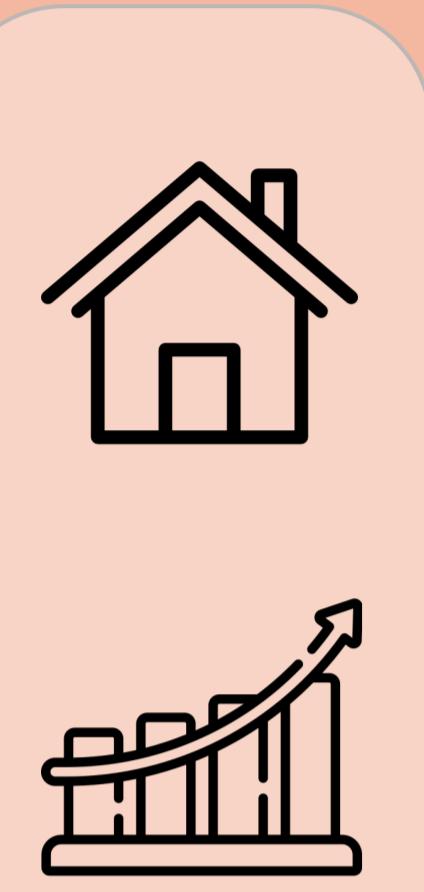
YTD

YTG

VS LY

VS Target

10%



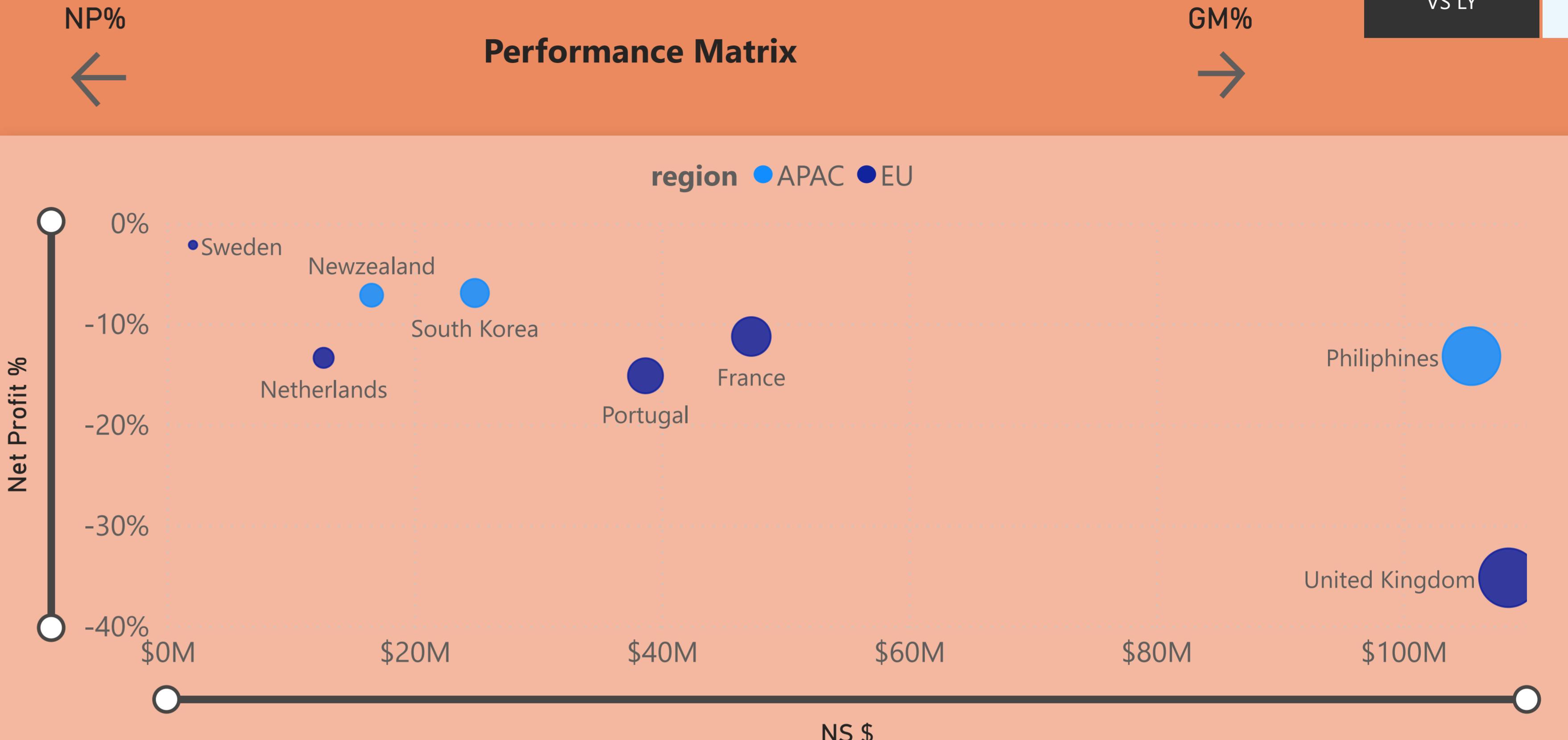
Customer Performance

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%
Total	\$3,736.17M	1,422.88M	38.08%

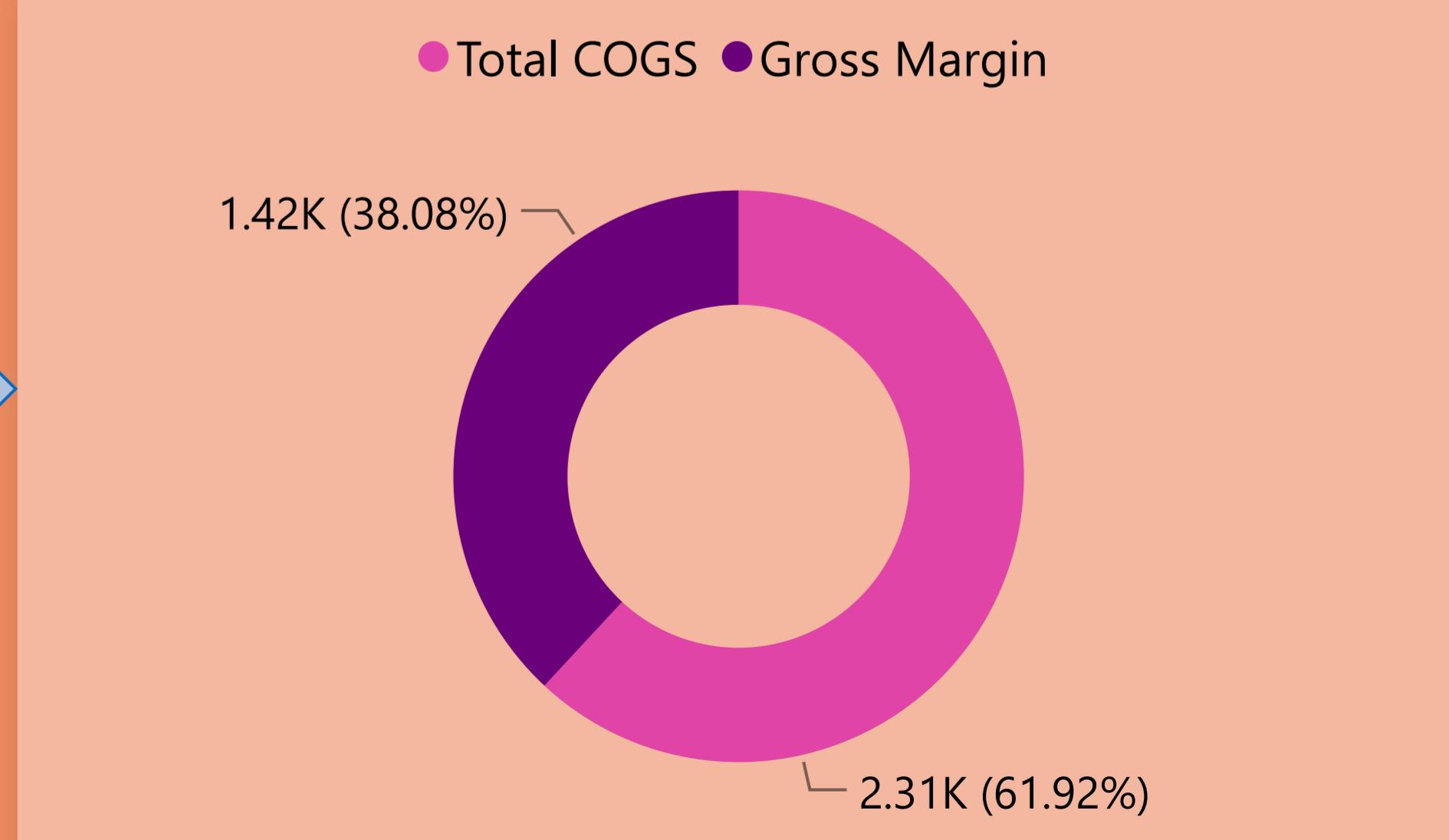
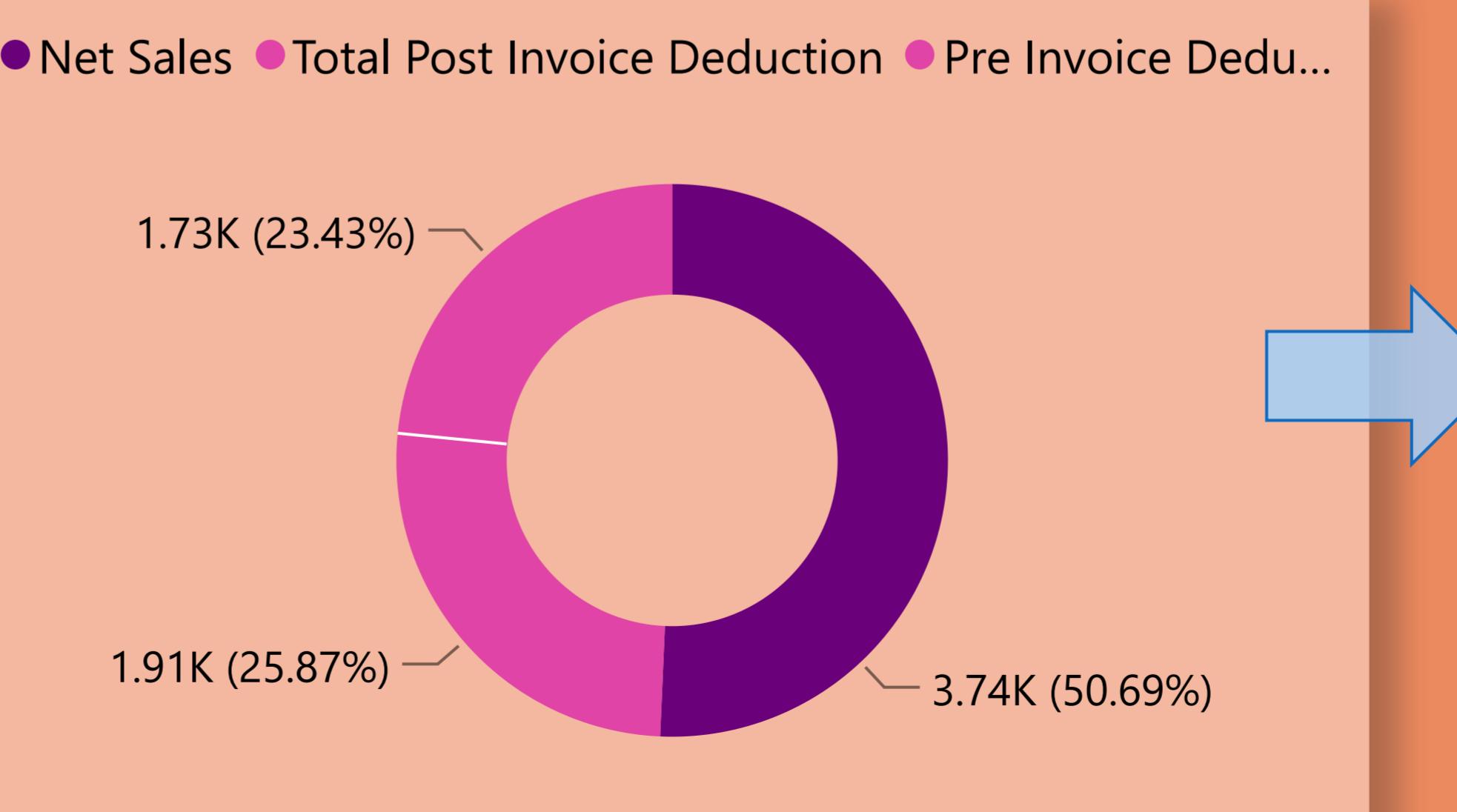
Product Performance

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

Performance Matrix



Unit Economics





region, market

All



customer

All



segment, category, pr...

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

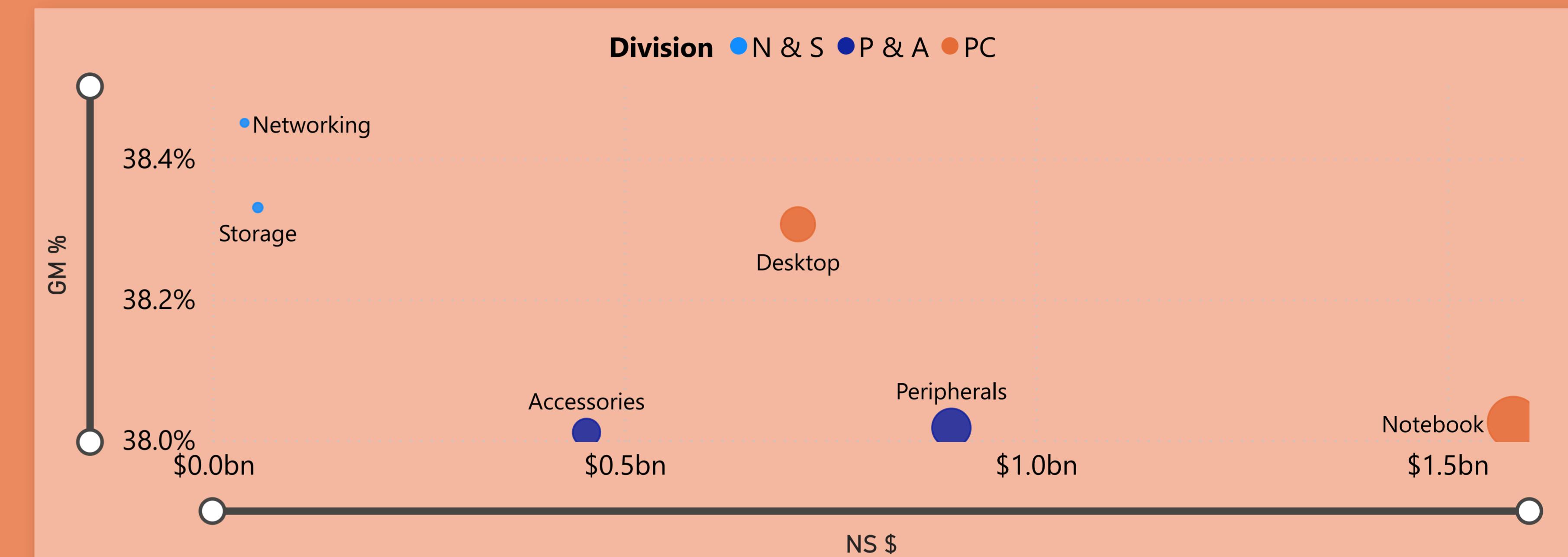
YTD

YTG

Performance Matrix

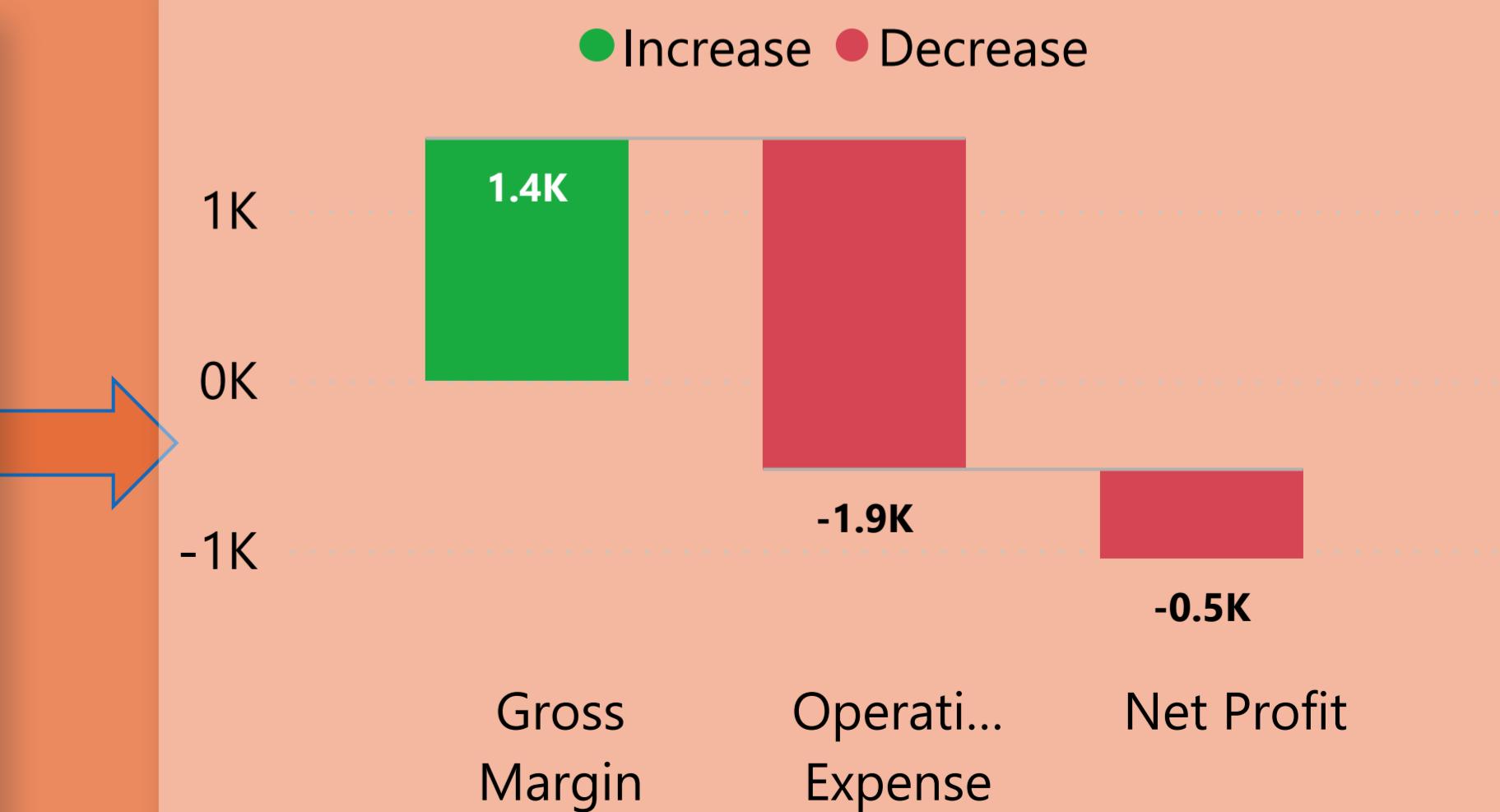
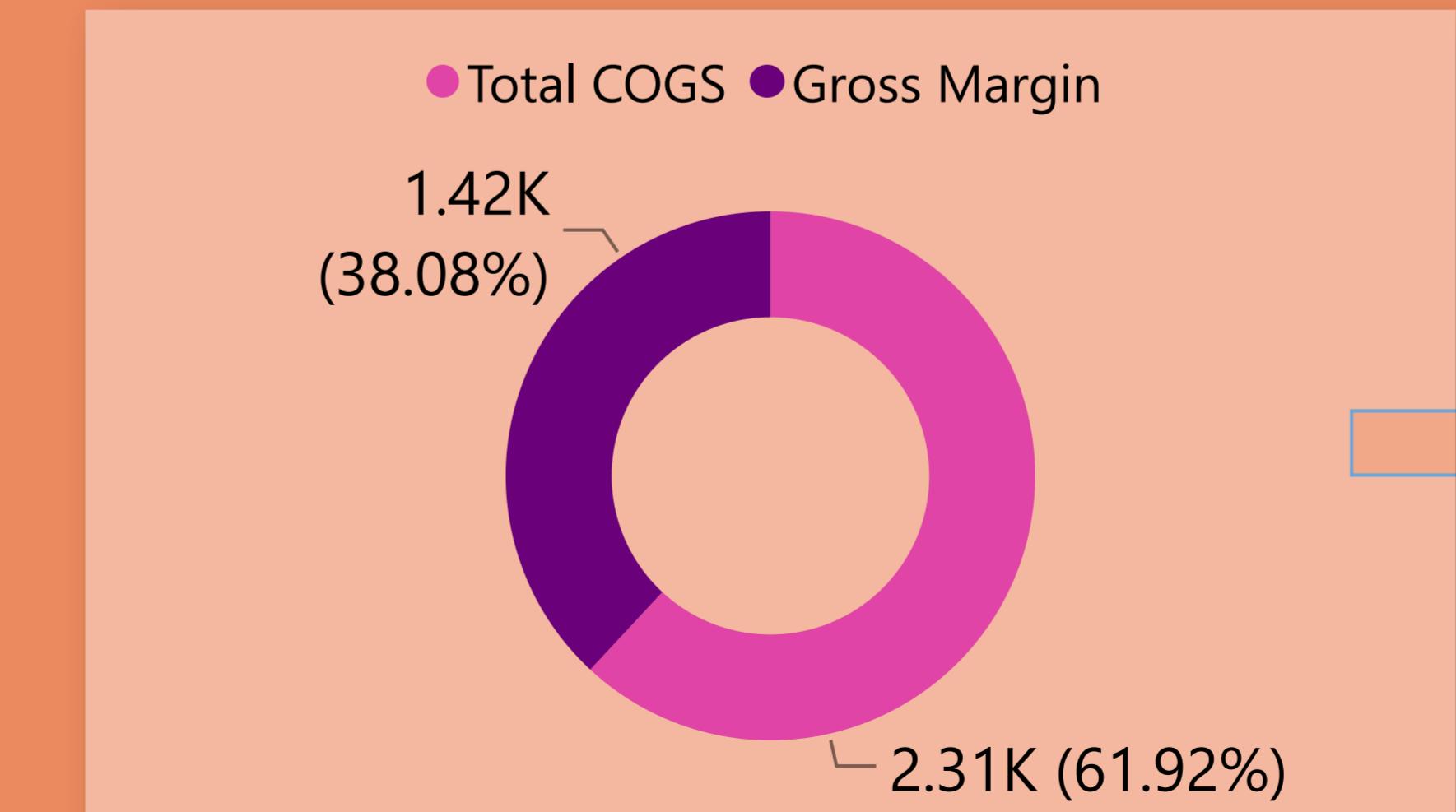
Product Performance

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



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%





region, market

All



customer

All



segment, category,...

All



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%)

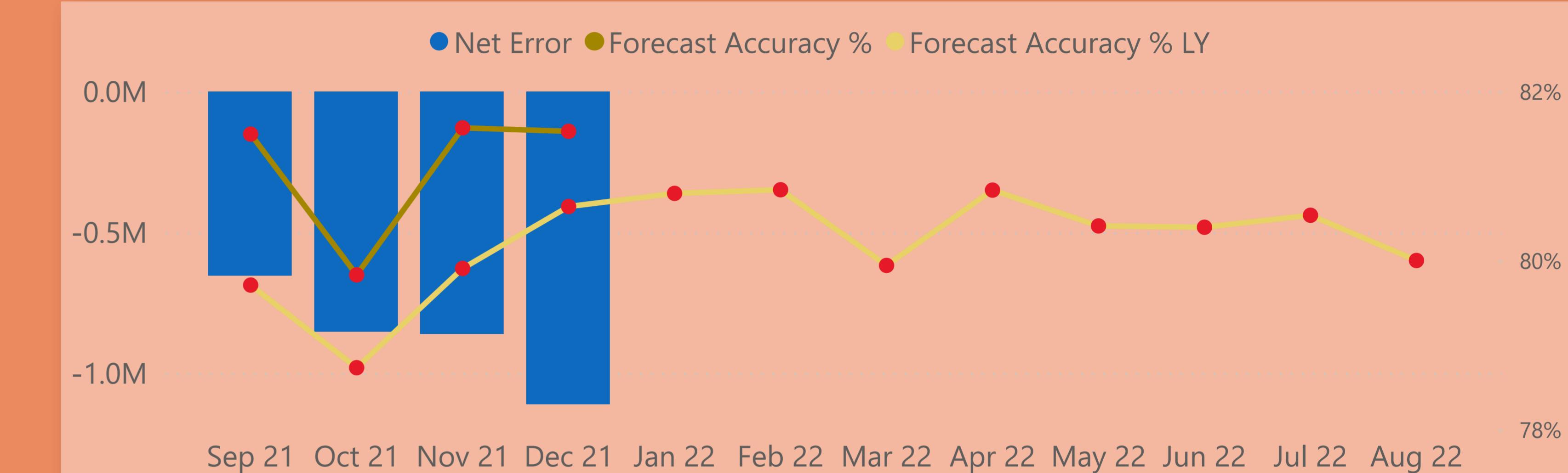
Net Error

6899.0K ✓
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.7%	50.69%	EI
BestBuy	46.60%	81179	16.7%	35.31%	EI
Billa	42.63%	3704	3.9%	18.29%	EI
Circuit City	46.17%	85248	16.5%	35.02%	EI
Control	52.06%	64731	13.0%	47.42%	EI
Costco	51.95%	101913	15.8%	49.42%	EI
Currys (Dixons Carphone)	54.29%	8104	6.0%	35.92%	EI
Leader	48.72%	166751	11.0%	24.45%	EI
Logic Stores	52.49%	6430	2.4%	51.44%	EI
Nomad Stores	53.44%	3394	1.3%	50.59%	EI
Notebillig	42.70%	1141	1.3%	18.87%	EI
Otto	45.76%	1962	2.4%	18.37%	EI
Path	50.57%	91486	14.9%	45.53%	EI
Radio Shack	45.64%	69253	16.5%	38.46%	EI
Saae	50.72%	154291	10.1%	33.58%	EI
Total	81.17%	-3472690	-9.5%	80.21%	OOS

Accuracy/Net Error Trend**Key Metrics By Product**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Desktop	87.53%	84.37%	78576	10.2%	EI
Accessories	87.42%	77.66%	341468	1.7%	EI
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS



region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

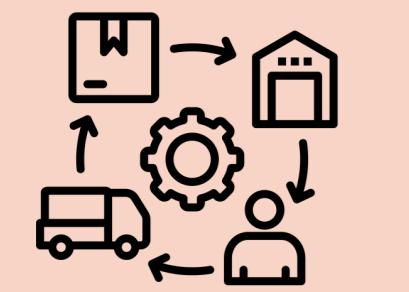
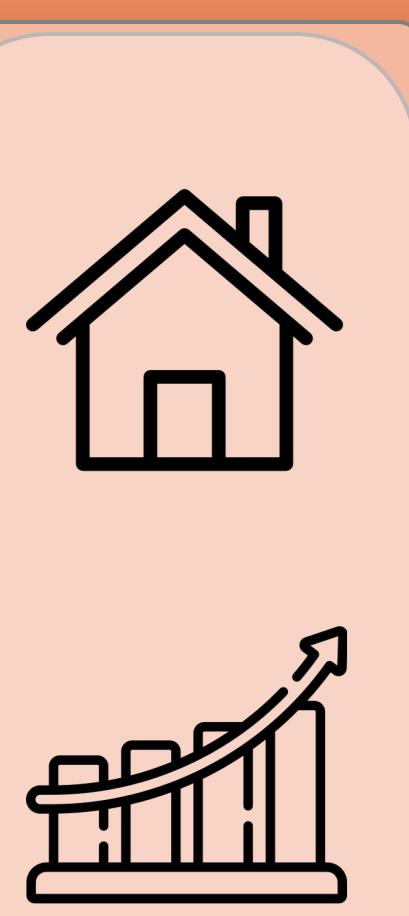
Q4

YTD

YTG

VS LY

VS Target



\$3.74bn✓
BM: 823.85M
(+353.5%)
Net sales

38.08%✓
BM: 36.49% (+4.37%)
GM %

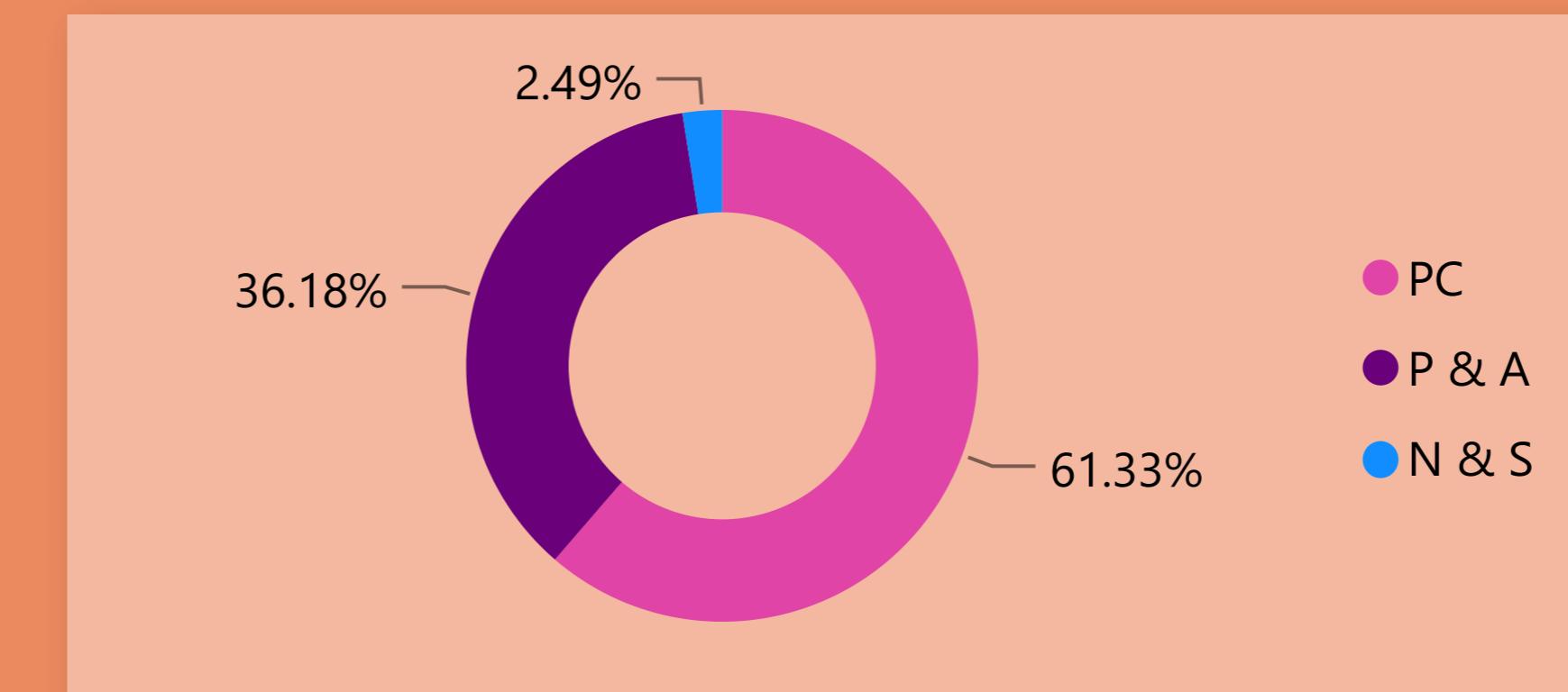
-13.98%!
BM: -0.07 (-110.79%)
Net Profit %

81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy %

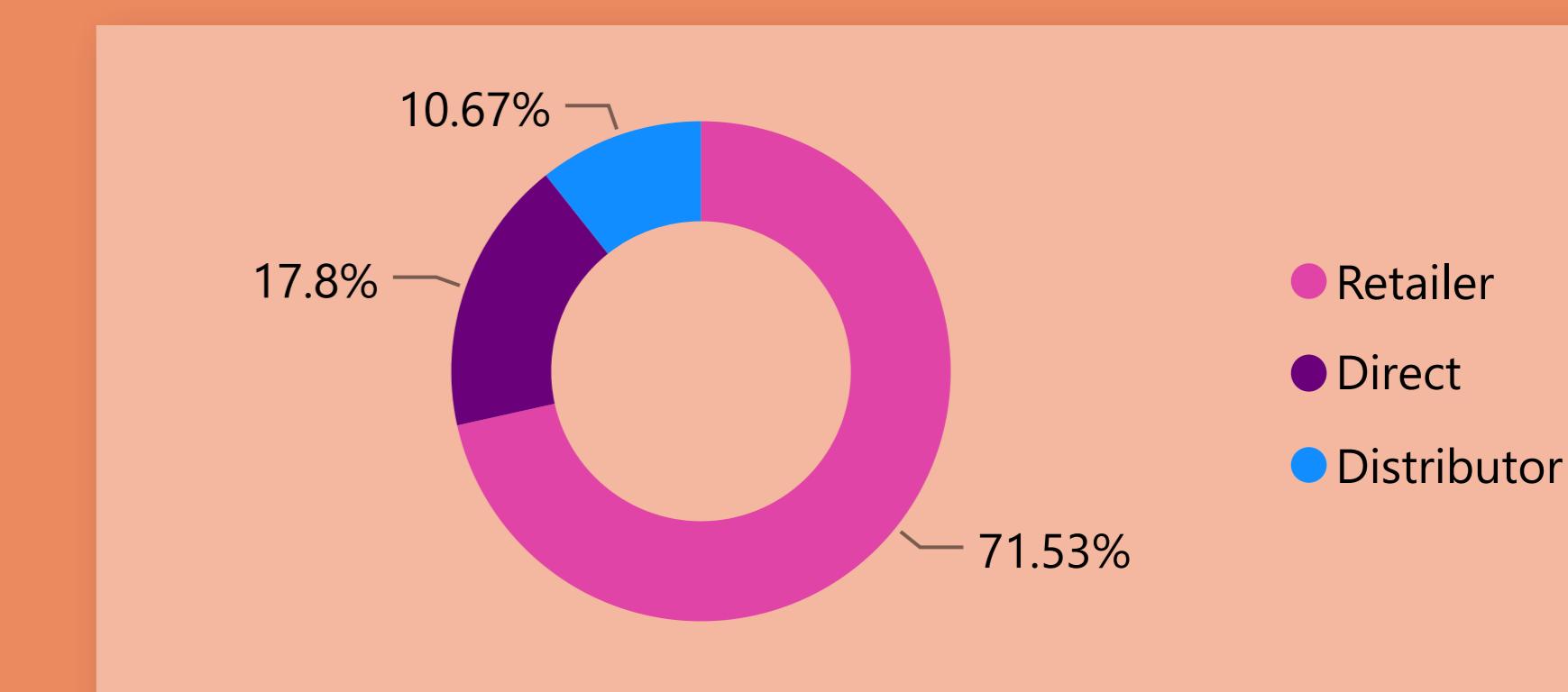
Key Insight By Sub Zone

sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	MS %	Net Error %	Risk %
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI	
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI	
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS	
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS	
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS	
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS	
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS	
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS	

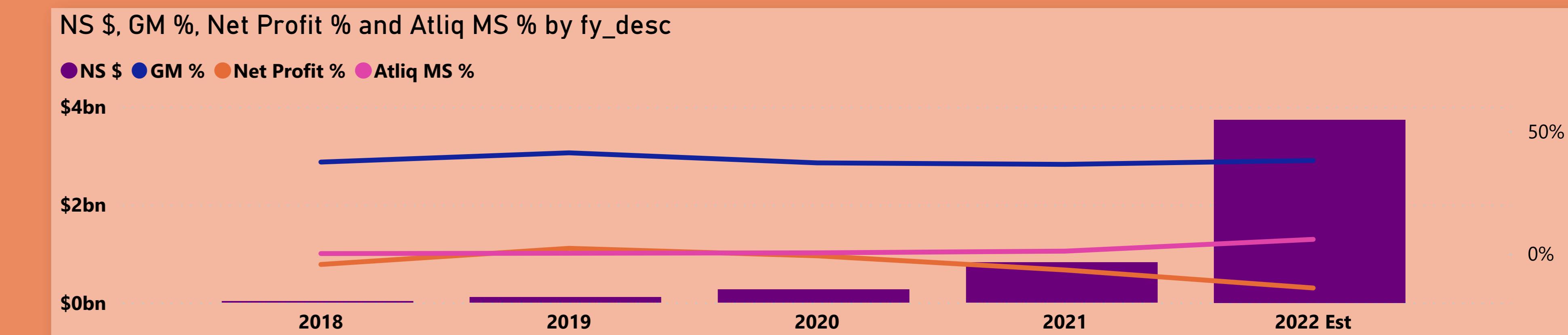
Revenue By division



Revenue By Channel



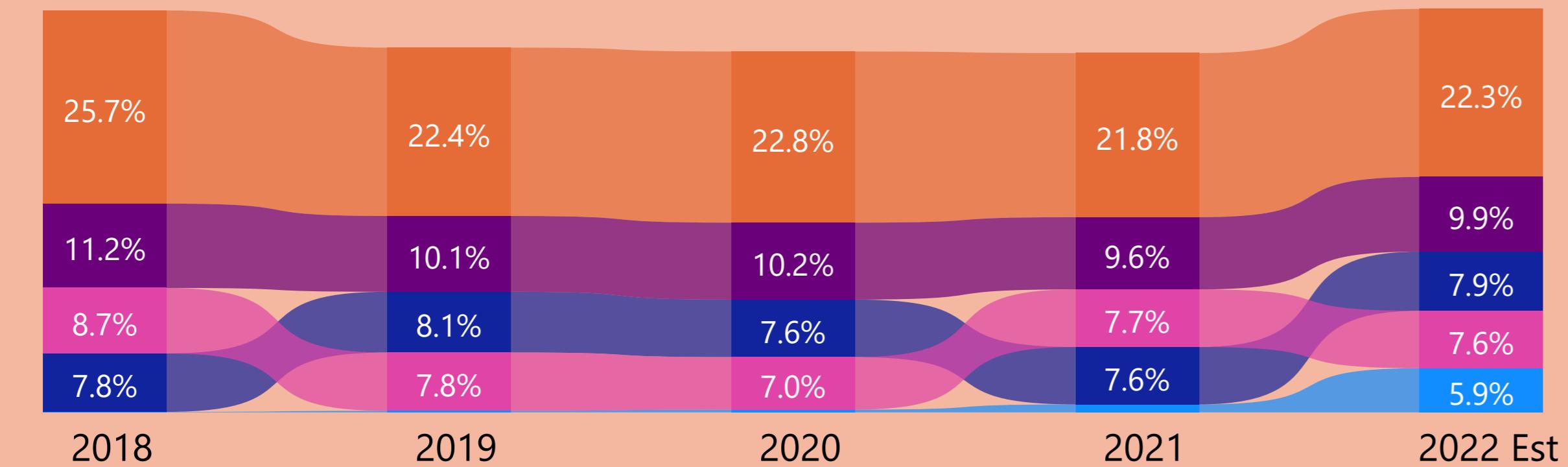
Yearly Trend By Revenue, GM%, Net Profit%, PC Market Share %



PC Market Share Trend By : AtliQ & Competitors

Market Share % by fy_desc and Manufacturer

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customer By Revenue

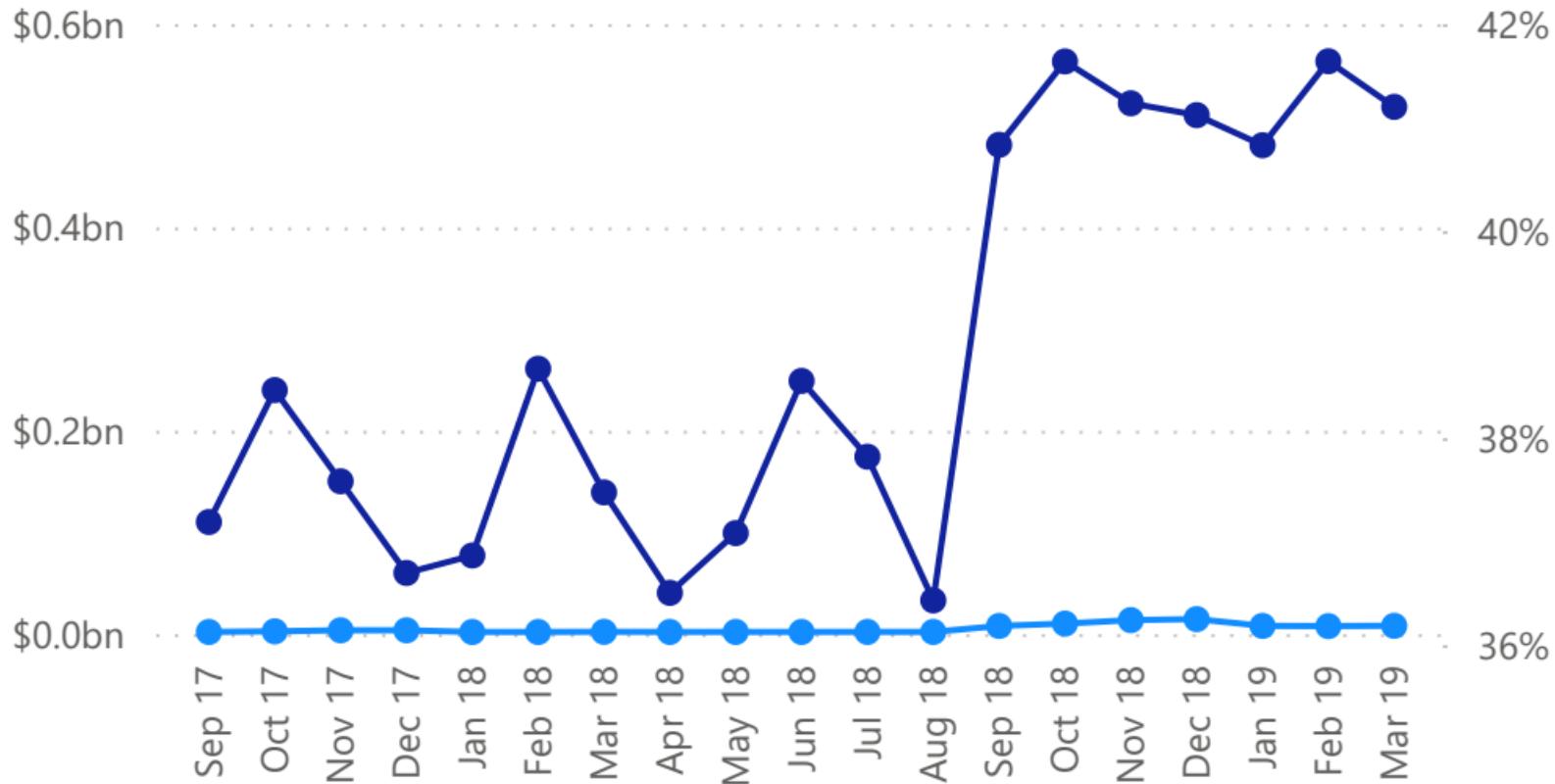
customer	RC %	GM %
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88%
Amazon	13.3%	36.78%
Sage	3.4%	31.53%
Total	38.2%	39.19%

Top 5 Product By Revenue

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

BM = Benchmark , LY= Last Year, EI= Excess Inventory , OOS = Out of Stock , RC = Revenue Contribution, MS= Market Share

NS\$ & GM% For





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 Actuals, Forecast & Historical forecast are received from global database.
3. Non-System Data such as Target, Operational Expense & Market share are refreshed on request
4. For FAQ click [here](#).
5. Download live Excel version [here](#).



Business Insights 360 Support



Get an Issue Resolved

Provide Feedback

Add a new Request

**Check Out the Contingency
Plan**

New To Power Bi?