



Business Insights 360



Info

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



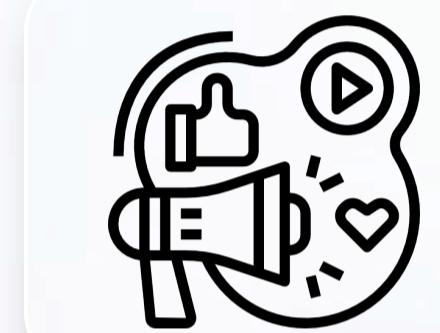
Finance View

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



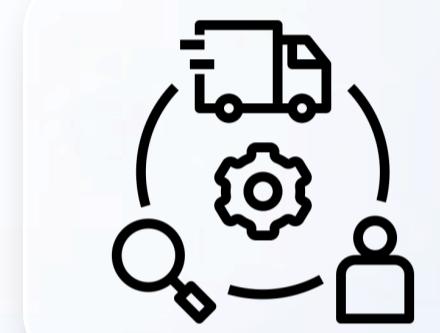
Sales View

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.



Info

1. All the data in tool is refreshed every month on 5th working day.
2. Currency is Dollar.
3. All values are in million.
4. System data such as forecast, actuals, and historical forecast are received from global database.
5. For common questions and usage tips visit FAQ section here.





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

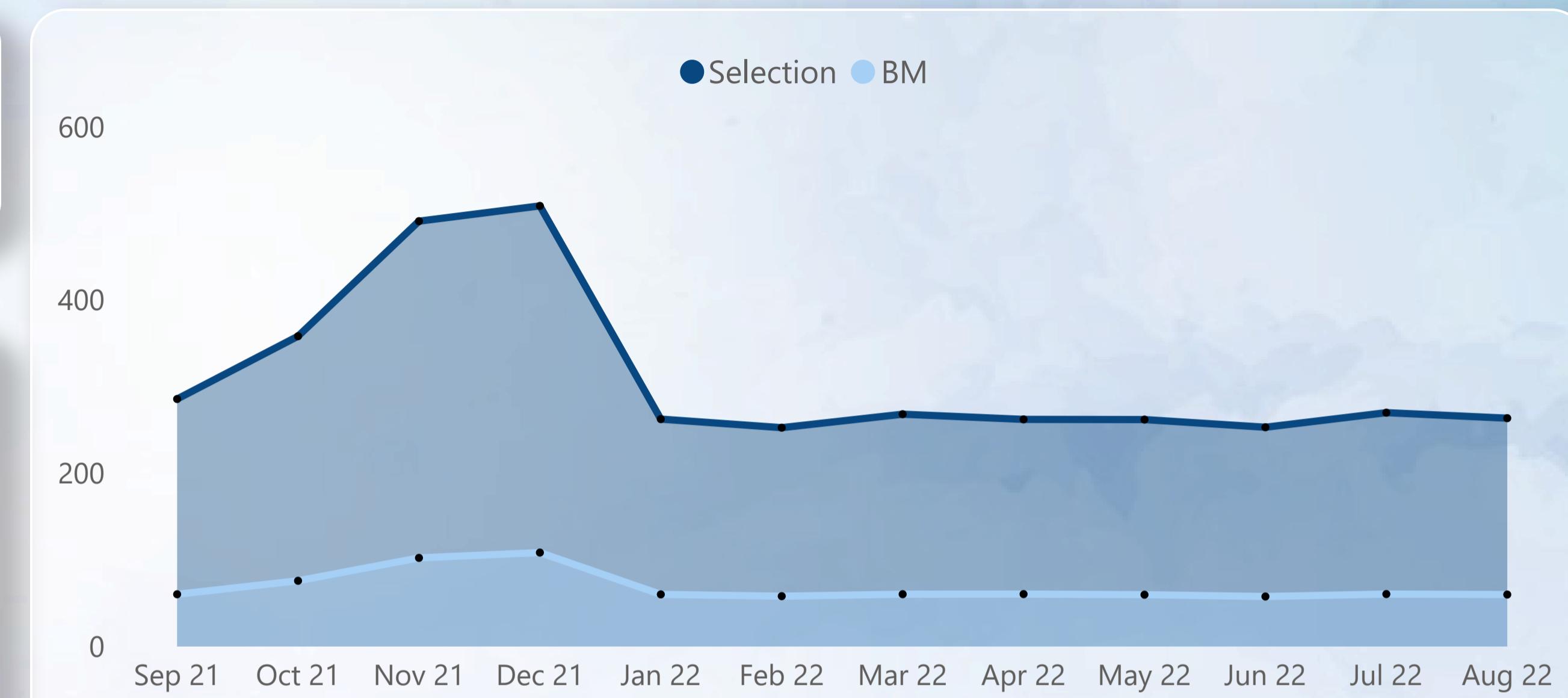
YTD

YTG

LY

Target

Net Sales Performance Over Time



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

region

P & L
Values
yoy chg %

APAC

1,923.77

335.27

EU

775.48

286.26

LATAM

14.82

368.40

NA

1,022.09

474.40

Total

3,736.17

353.50

segment

P & L
Values
P & L
yooy
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

GM = Gross Margin

LY = Last Year

COGS = Cost of Goods Sold



region, market

All

customer

All

segment, category, product

All

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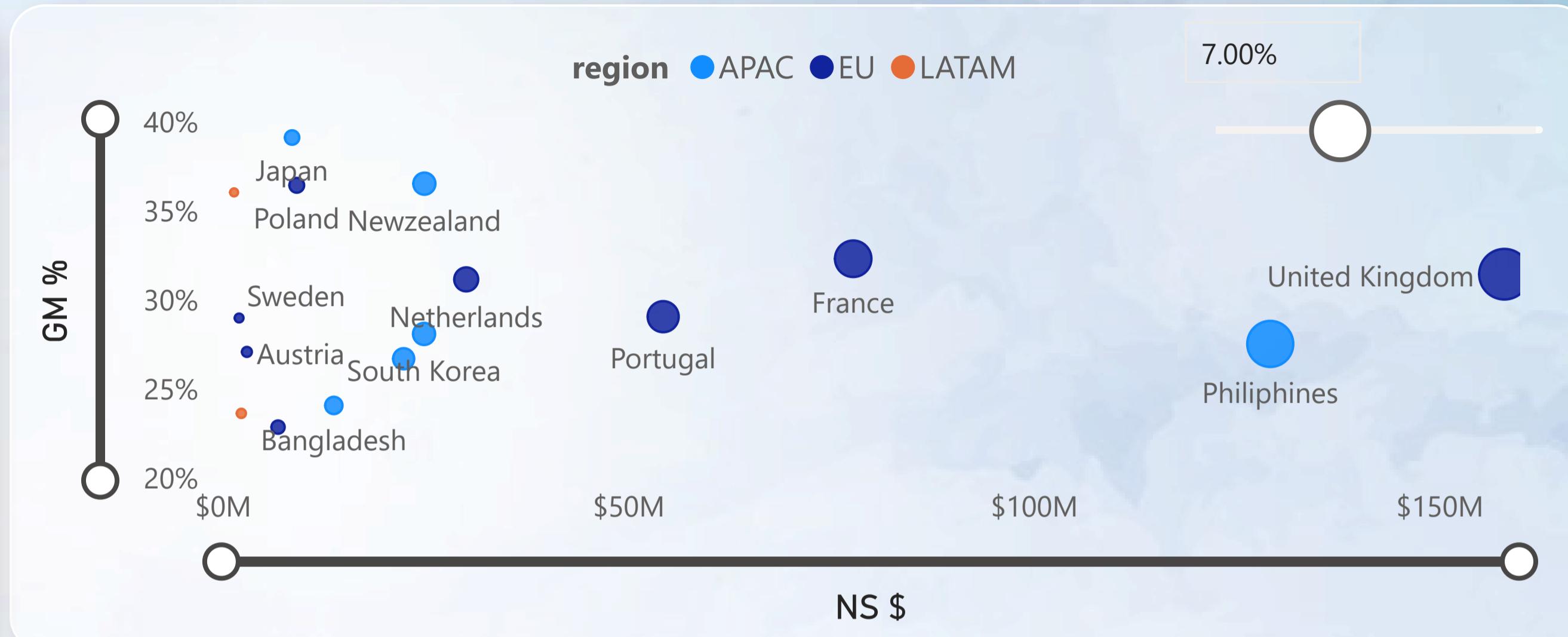
LY

Target

Customers Performance

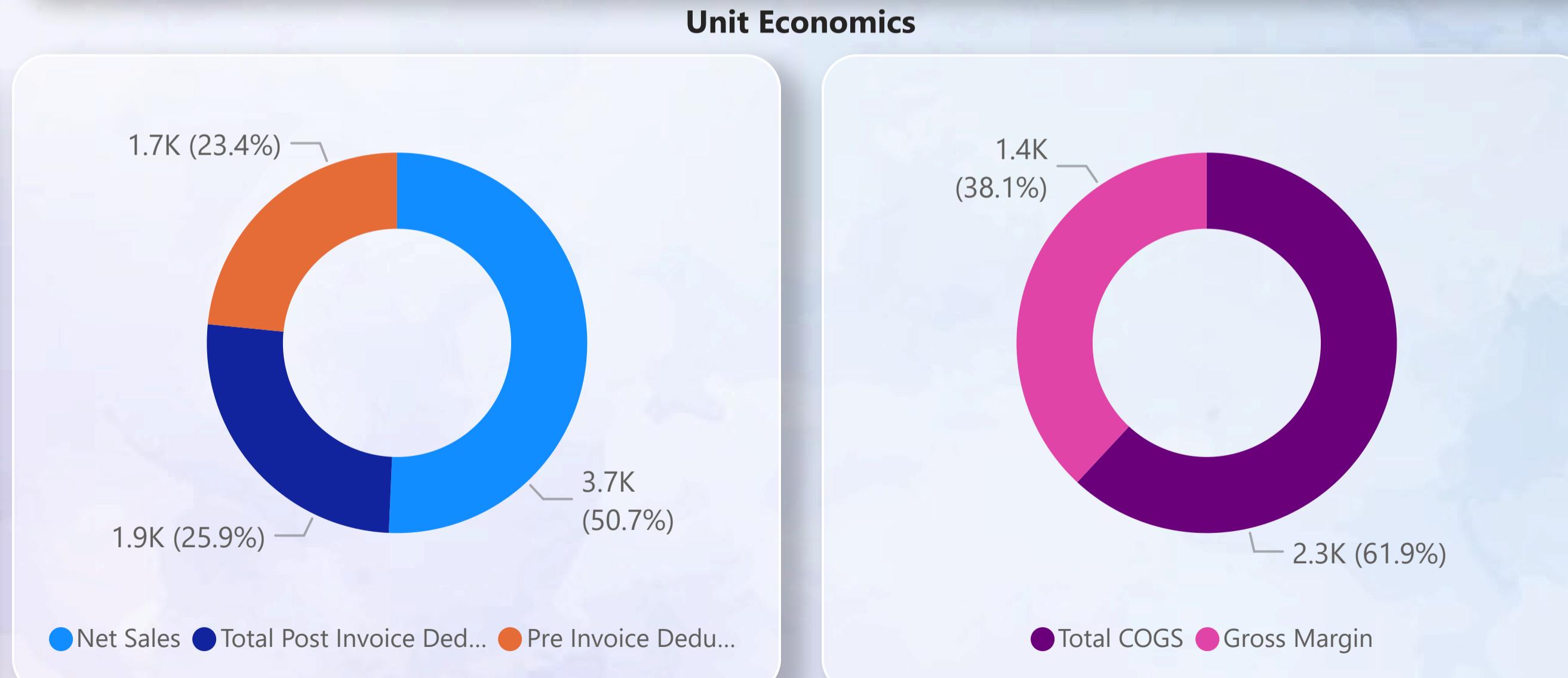
Performance Matrix

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
Atliq e Store	\$304.10M	\$112.15M	36.88%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
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%



NS = Net Sales

GM = Gross Margin

COGS = Cost of Goods Sold



region, market

All



customer

All

segment, category, product

All



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Product Performance

Performance Matrix

segment

NS \$

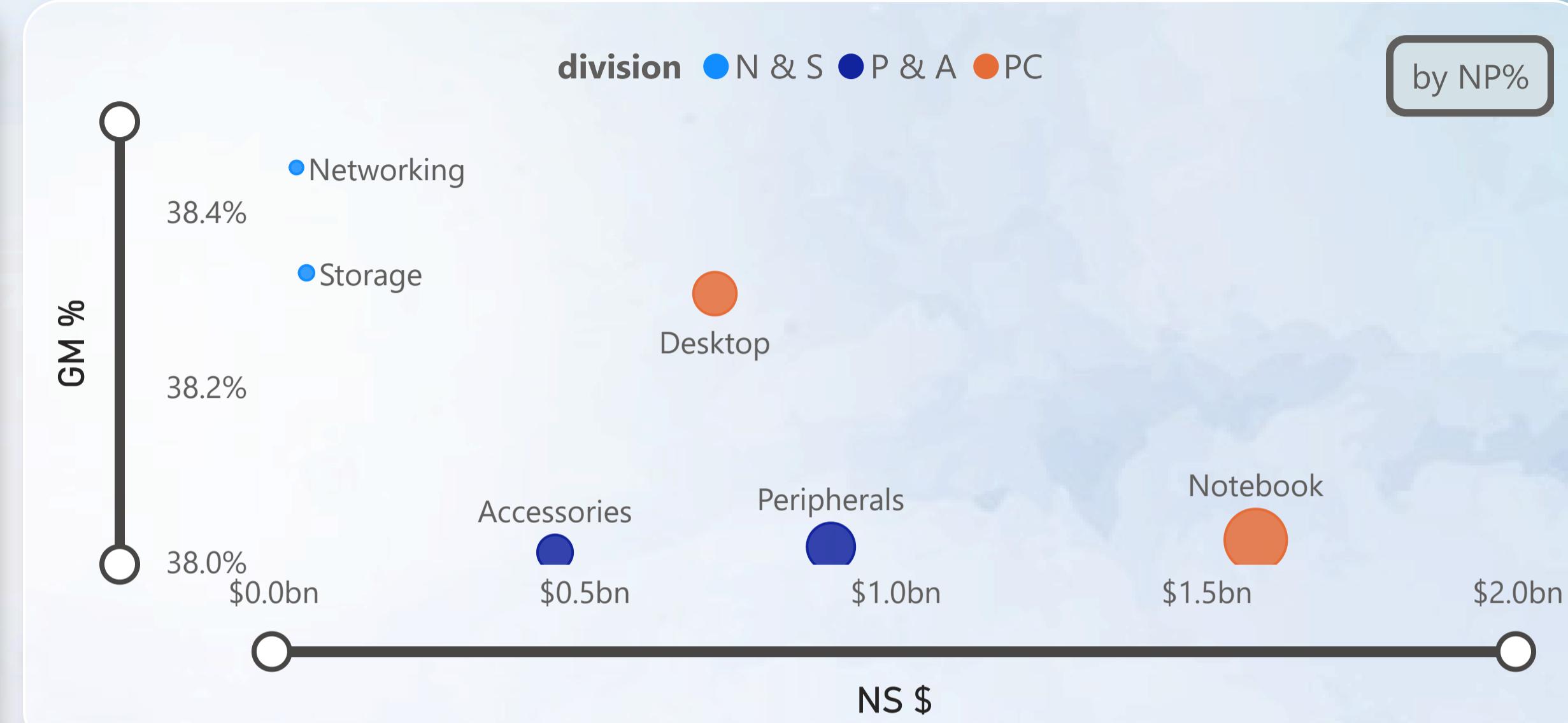
GM \$

GM %

Net Profit \$

Net Profit %
▼

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



Region / Market / Customer Performance

region

NS \$

GM \$

GM %

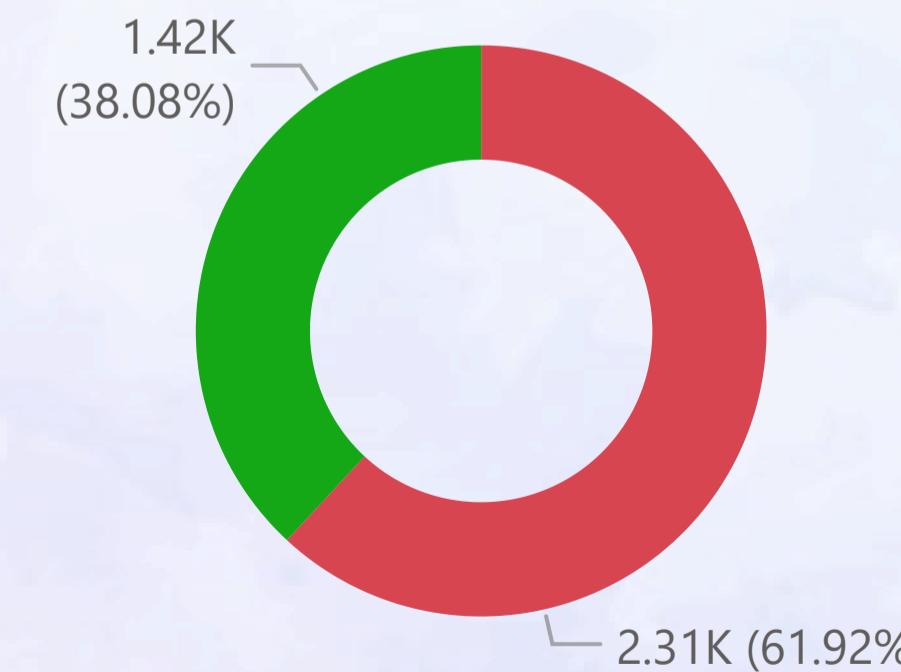
Net Profit \$

Net Profit %

+ EU	\$775.48M	\$267.80M	34.53%	(\$95.52M)	-12.32%
+ LATAM	\$14.82M	\$5.19M	35.02%	(\$0.44M)	-2.95%
+ APAC	\$1,923.77M	\$690.21M	35.88%	(\$281.16M)	-14.62%
+ 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%

Unit Economics

Total COGS ● Gross Margin



NS = Net Sales

GM = Gross Margin

COGS = Cost of Goods Sold



region, market

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segment, category, prod...

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Key Metrics by Month

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %
-3.47M!

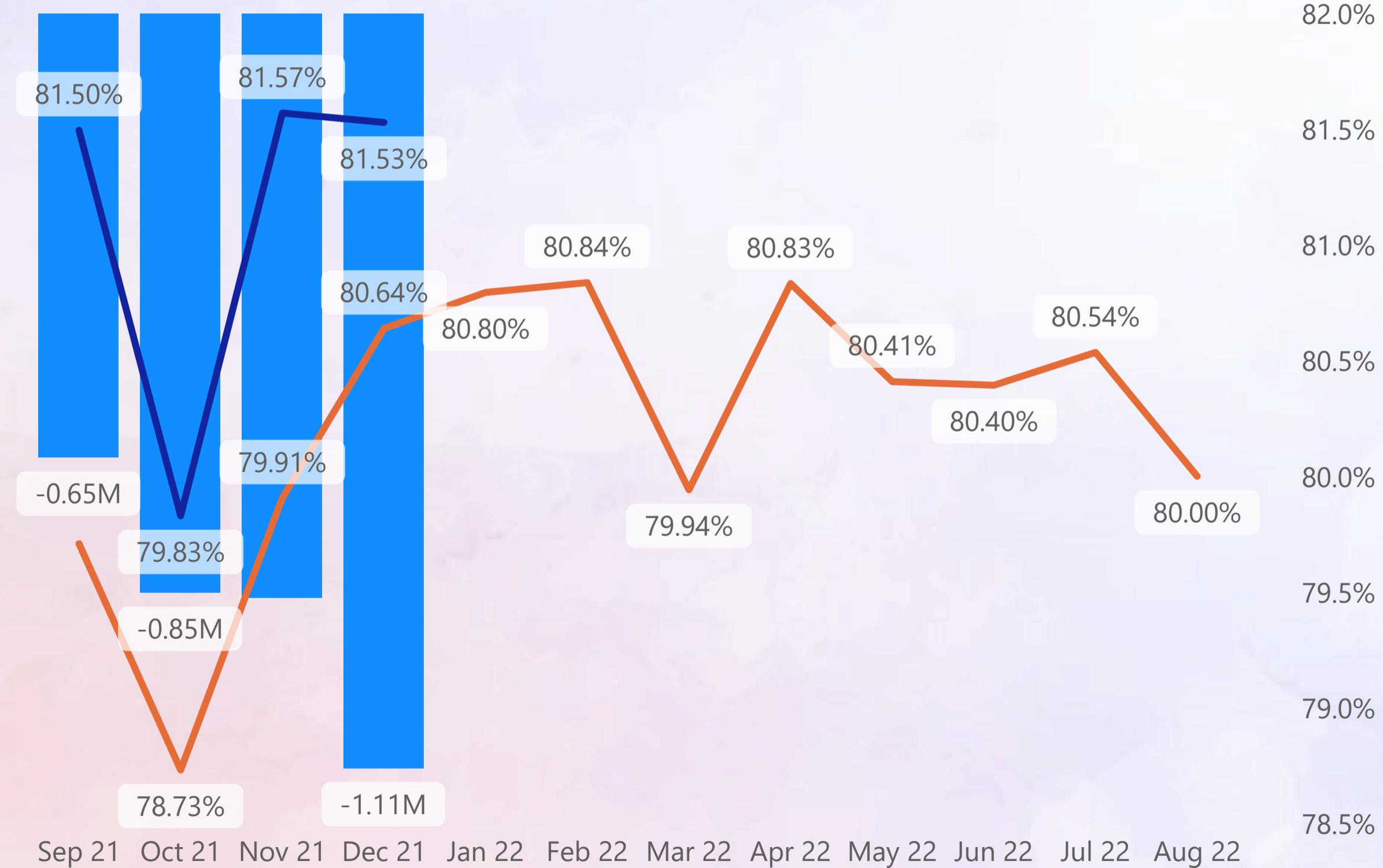
LY: -751.71K (-361.97%)

Net Error (\$)
6.90M!

LY: 9.78M (-29.46%)

ABS Error (\$)

Key Metrics by Customer

● Net Error
 ● FCA %
 ● FCA % LY
 

customer	FCA %	FCA % LY	Sales QTY	Forecast QTY	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	0.69M	0.77M	10.74%	EI
BestBuy	46.60%	35.31%	0.40M	0.49M	16.72%	EI
Billa	42.63%	18.29%	0.09M	0.09M	3.91%	EI
Circuit City	46.17%	35.02%	0.43M	0.52M	16.55%	EI
Control	52.06%	47.42%	0.43M	0.50M	13.01%	EI
Costco	51.95%	49.42%	0.54M	0.65M	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	0.13M	0.14M	6.00%	EI
Total	81.17%	80.21%	40.11M	36.64M	-9.48%	OOS

Top Products

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Storage	71.50%	83.54%	-628.27K	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204.28K	-31.83%	OOS
Notebook	87.24%	79.99%	-47.22K	-1.69%	OOS
Total	81.17%	80.21%	-3472.69K	-9.48%	OOS

FCA = Forecast Accuracy

EI = Excess Inventory

OOS = Out of Stock



region, market

All

customer

All

segment, category, product

All

2019

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Q1

Q2

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Q4

YTD

YTG

LY Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

81.17%✓

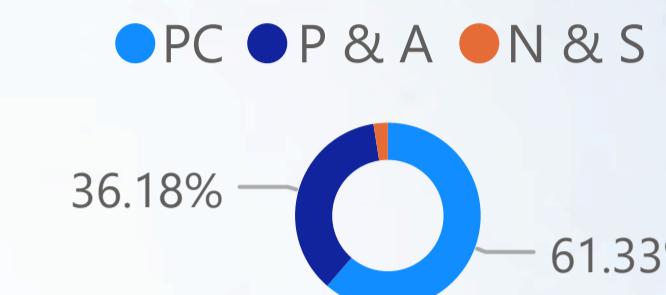
LY: 80.21% (+1.2%)

FCA %

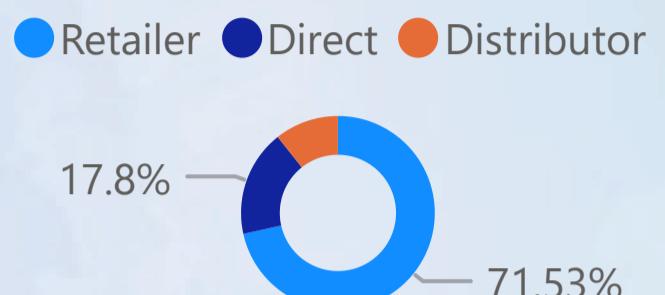
Key Insights by Subzone

sub_zone	NS \$	RC%	GM %	Net Profit %	Atliq Market Share %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.36%	-37.61%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.26%	-24.37%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.28%	3.37%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.87%	14.35%	EI
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.80%	-4.56%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.32%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.40%	-55.47%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.87%	-9.48%	OOS

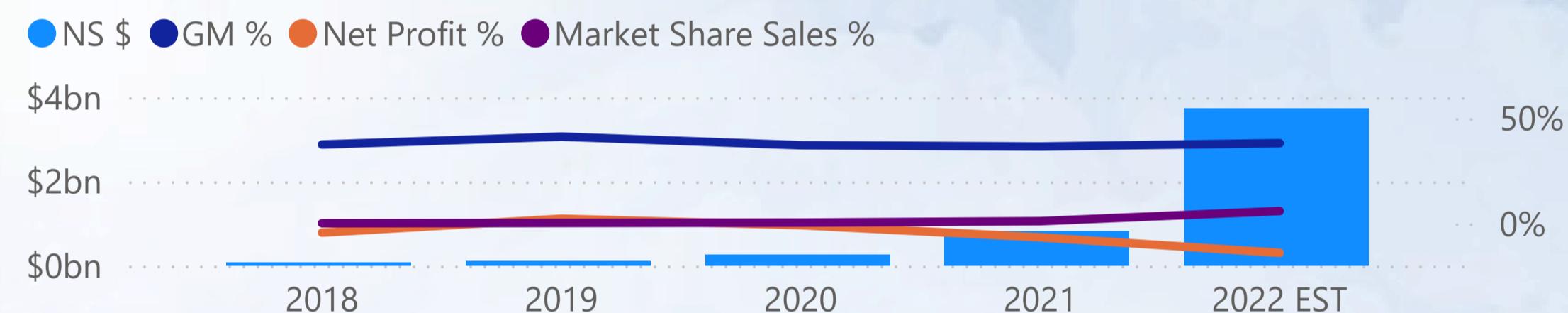
Revenue by Division



Revenue by Channel

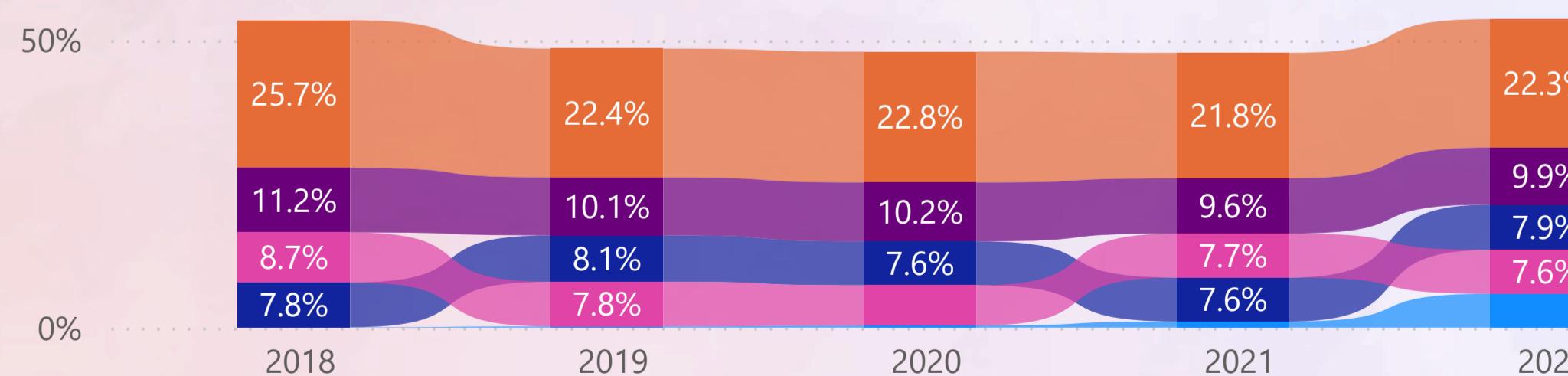


Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



PC Market Share Trend (Atliq & Other Competitors)

Manufacturer: atliq, bp, dale, innovo, pacer



Top 5 Customers by Revenue

customer	RC%	GM %
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88% ↓
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sade	3.42%	31.53% ↓
Total	38.23%	39.19%

Top 5 Products by Revenue

product	RC%	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
Total	23.19%	38.06%

RC = Revenue Contribution

FCA = Forecast Accuracy

GM = Gross Margin

EI = Excess Inventory

OOS = Out of Stock