

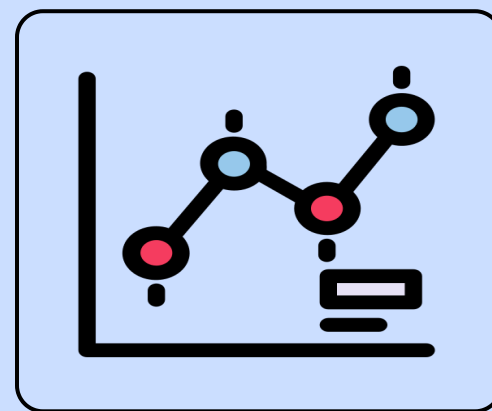


Business Insights 360



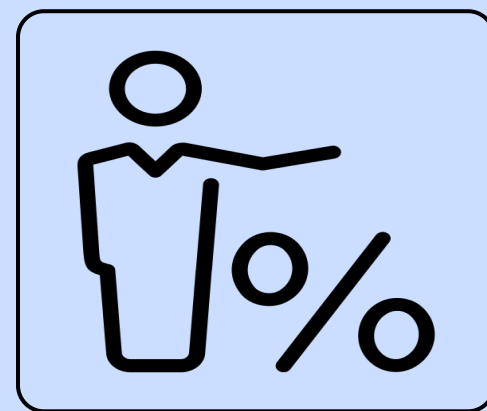
Info

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



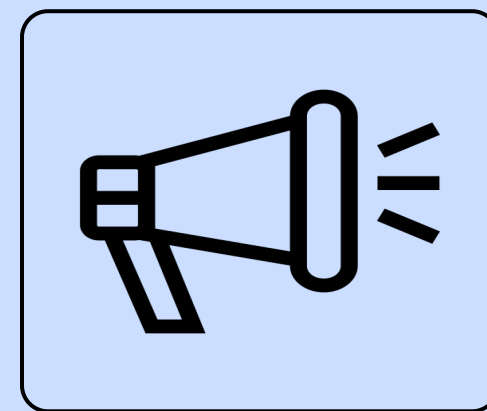
Finance View

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



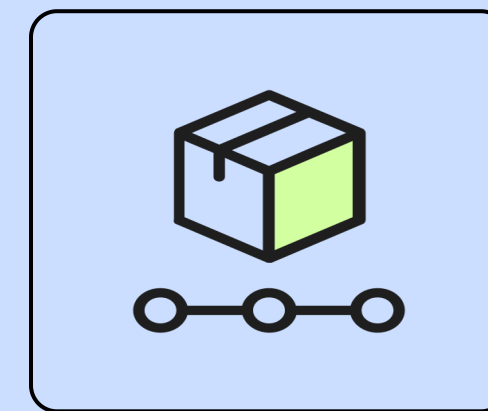
Sales View

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



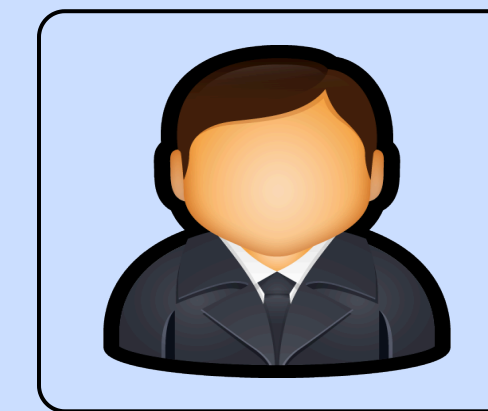
Marketing View

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



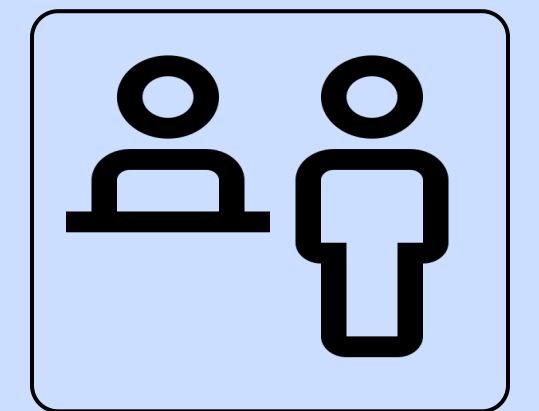
Supply Chain View

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

customer

All

segment, category, ...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3.74bn !

BM: 3.81bn (-1.86%)

38.08% !

BM: 38.34% (-0.66%)

-13.98% ✓

BM: -0.14 (+1.47%)

Net Sales

GM %

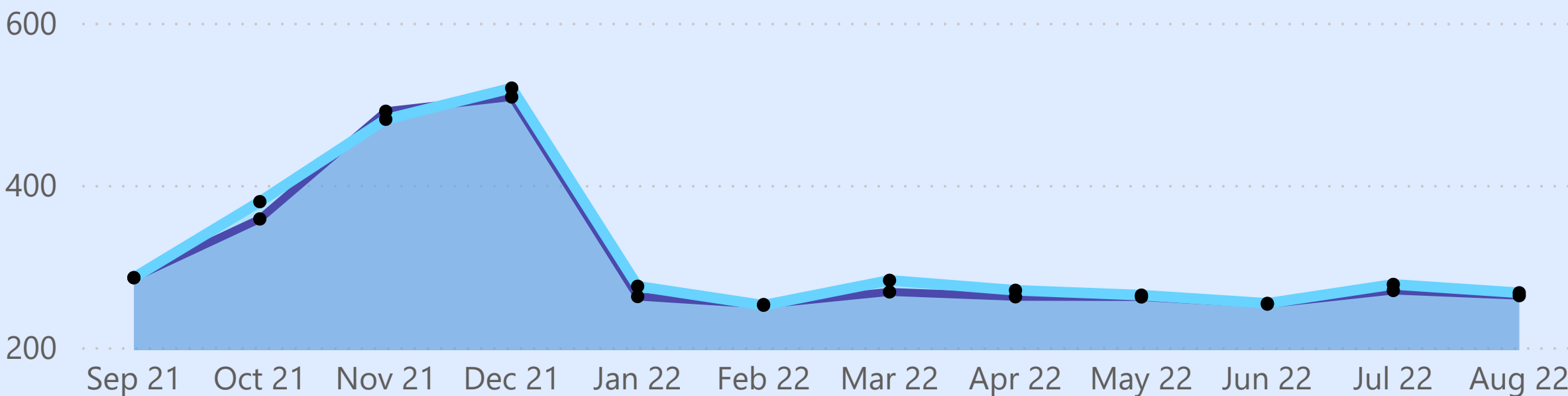
Net Profit %

Profit & Loss Statement

Line Item	2022 EST	BM	CHG	CHG %
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	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

Selection vs BM



Top / Bottom Products and Customers By Net Sales

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

BM = Benchmark , LY = Last Year



region, market

customer

segment, category, ...

2019

2020

2021

2022
EST

Q1

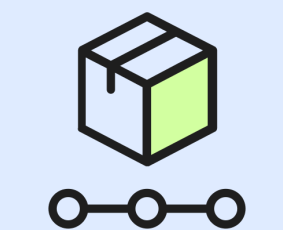
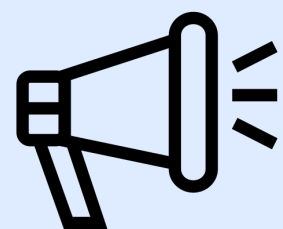
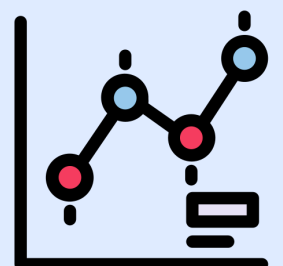
Q2

Q3

Q4

YTD

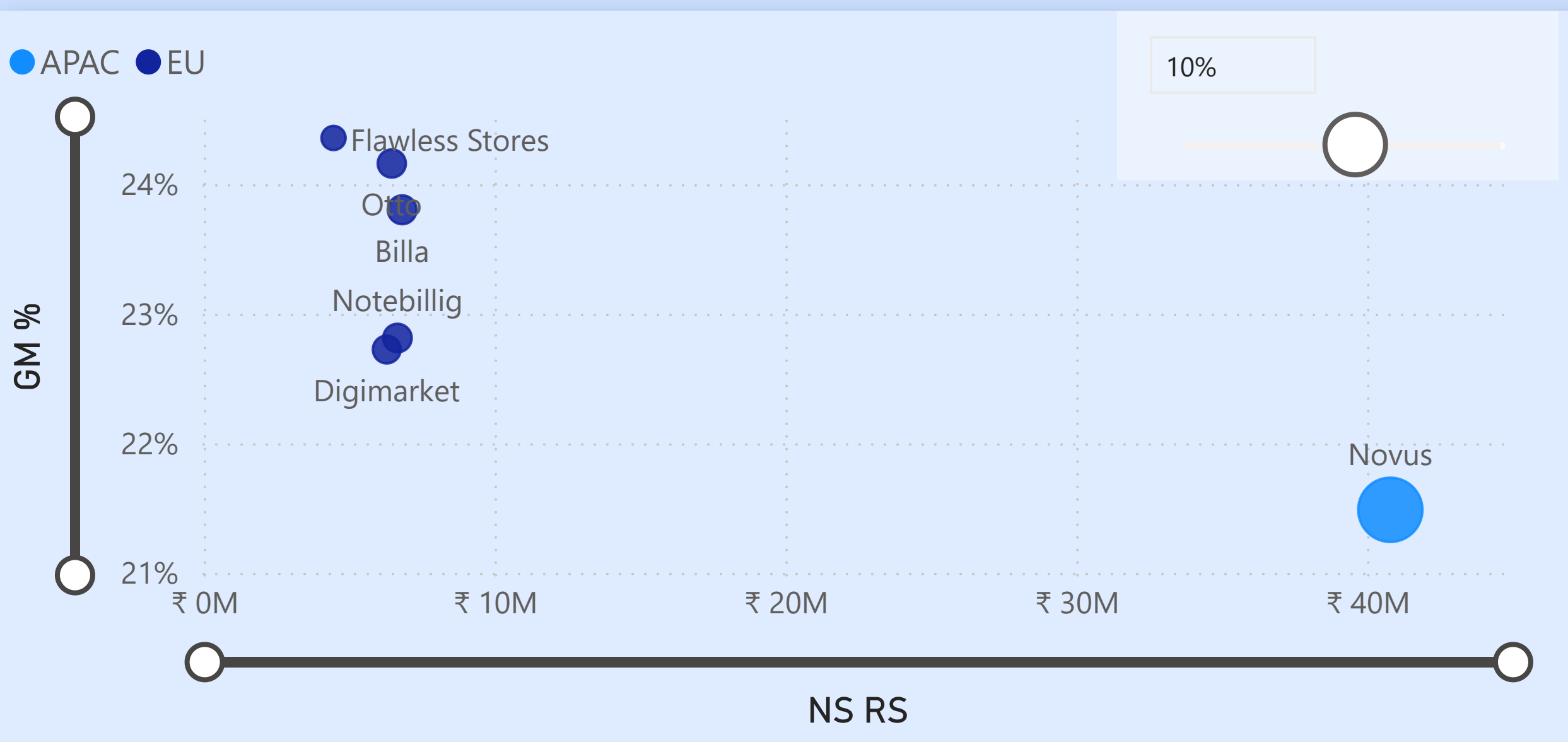
YTG



Customer Performance

customer	NS RS	GM RS	GM %
Amazon	₹ 496.9M	182.77M	36.78%
AtliQ Exclusive	₹ 361.1M	166.15M	46.01%
Atliq e Store	₹ 304.1M	112.15M	36.88%
Flipkart	₹ 138.5M	58.37M	42.14%
Neptune	₹ 105.7M	49.36M	46.70%
Sage	₹ 127.9M	40.31M	31.53%
Leader	₹ 117.3M	36.02M	30.70%
walmart	₹ 72.4M	33.06M	45.66%
Ebay	₹ 91.6M	33.06M	36.09%
Acclaimed Stores	₹ 73.4M	29.58M	40.32%
Path	₹ 59.3M	25.81M	43.50%
Electricalslvtical	₹ 68.0M	25.34M	37.24%
Total	₹ 3,736.2M	1,422.88M	38.08%

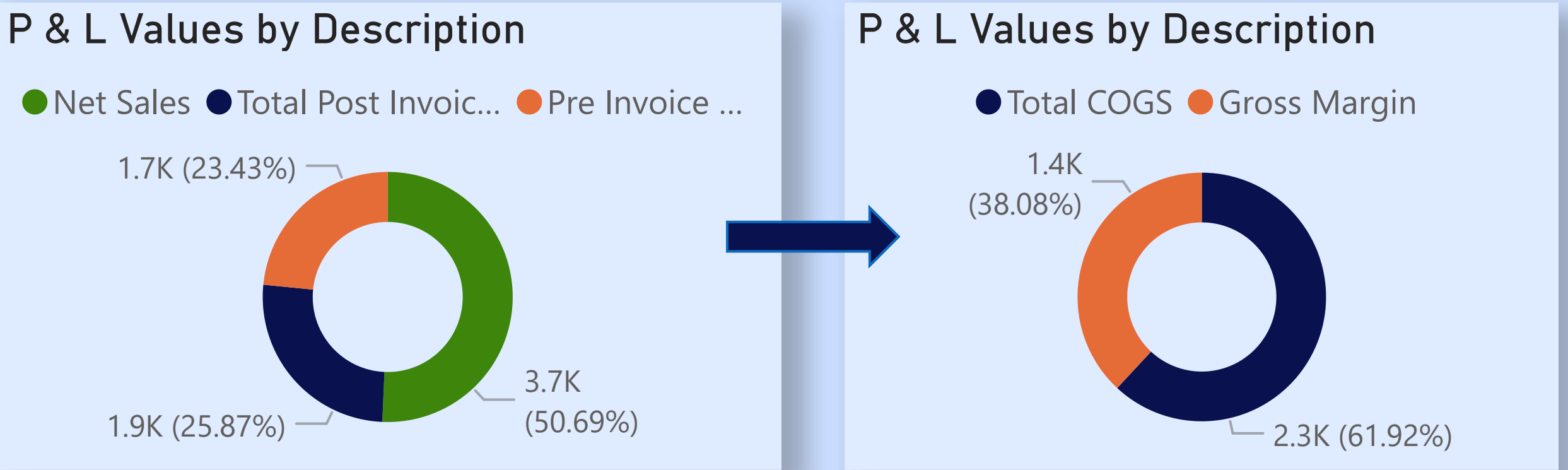
Performance Matrix



Product Performance

segment	NS RS	GM RS	GM %
Accessories	₹ 454.1M	172.61M	38.01%
Peripherals	₹ 897.5M	341.22M	38.02%
Notebook	₹ 1,580.4M	600.96M	38.03%
Desktop	₹ 711.1M	272.39M	38.31%
Storage	₹ 54.6M	20.93M	38.33%
Networking	₹ 38.4M	14.78M	38.45%
Total	₹ 3,736.2M	1,422.88M	38.08%

Unit Economics



vs LY

vs Target



region, market

customer

segment, category, ...

All

All

All

2019

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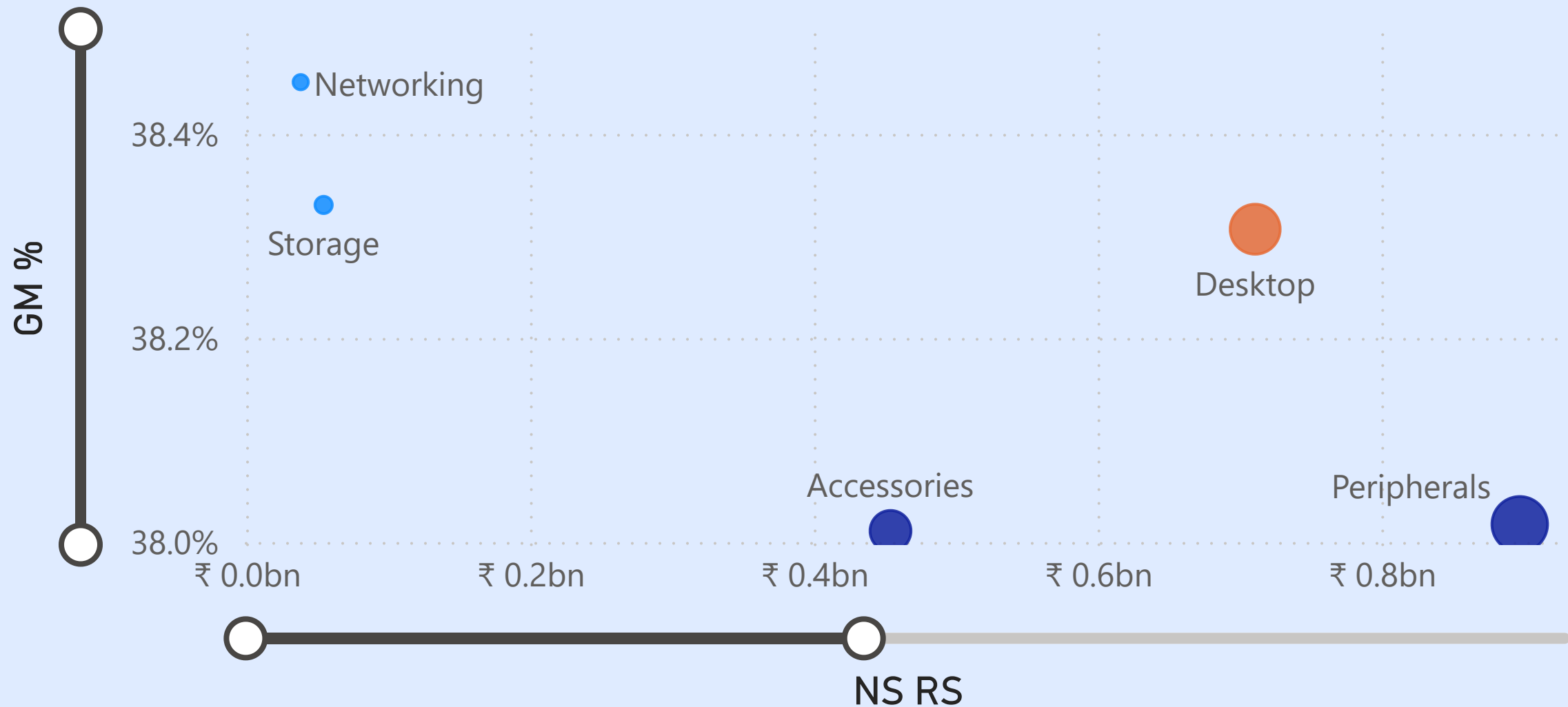
Product Performance

segment	NS RS	GM RS	GM %	Net Profit RS	Net Profit %
⊕ Accessories	₹ 454.1M	172.61M	38.01%	-63.78M	-14.05%
⊕ Peripherals	₹ 897.5M	341.22M	38.02%	-125.91M	-14.03%
⊕ Notebook	₹ 1,580.4M	600.96M	38.03%	-222.16M	-14.06%
⊕ Desktop	₹ 711.1M	272.39M	38.31%	-97.79M	-13.75%
⊕ Storage	₹ 54.6M	20.93M	38.33%	-7.51M	-13.76%
⊕ Networking	₹ 38.4M	14.78M	38.45%	-5.27M	-13.72%
Total	₹ 3,736.2M	1,422.88M	38.08%	-522.42M	-13.98%

Show NP %

Performance Matrix

● N & S ● P & A ● PC

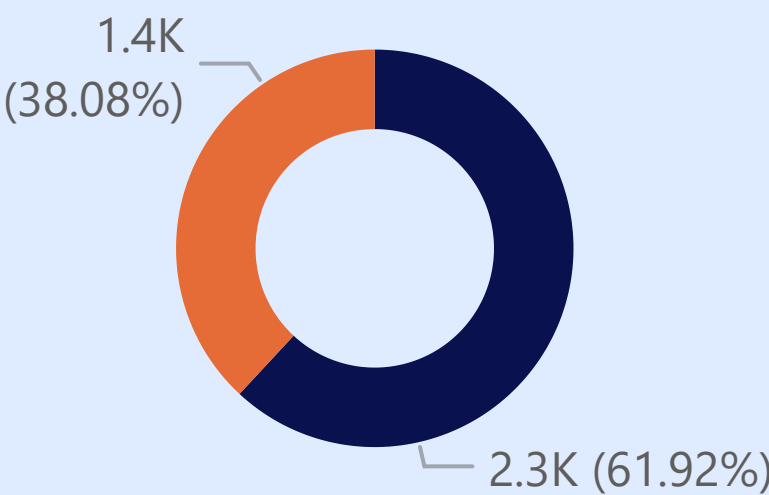


Region/Market/Customer Performance

region	NS RS	GM RS	GM %	Net Profit RS	Net Profit %
⊕ EU	₹ 775.5M	267.80M	34.53%	-95.52M	-12.32%
⊕ LATAM	₹ 14.8M	5.19M	35.02%	-0.44M	-2.95%
⊕ APAC	₹ 1,923.8M	690.21M	35.88%	-281.16M	-14.62%
⊕ NA	₹ 1,022.1M	459.68M	44.97%	-145.31M	-14.22%
Total	₹ 3,736.2M	1,422.88M	38.08%	-522.42M	-13.98%

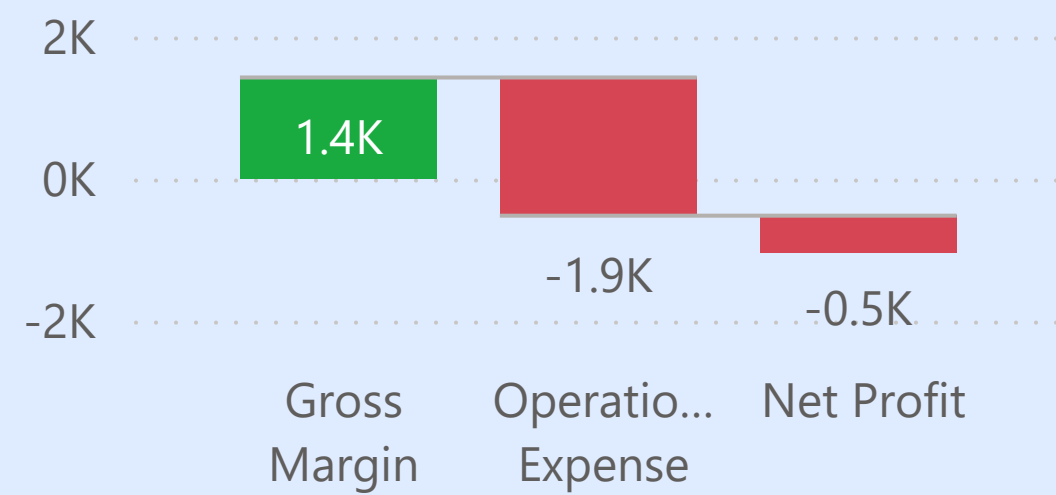
P & L Values by Description

● Total COGS ● Gross Margin



P & L Values by Description

● Increase ● Decrease





region, market

All

customer

All

segment, category, ...

All

2019

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Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

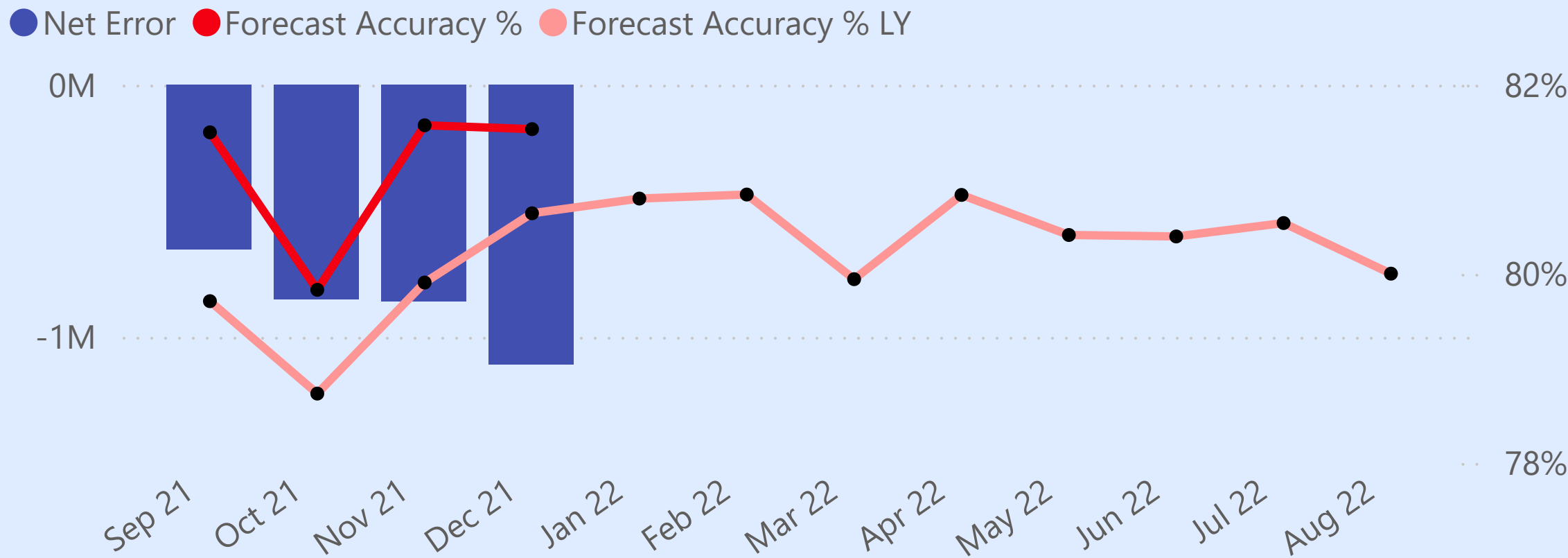
LY: 9780.74K (-29.46%)

Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Flav	52.27%	50.49%	-19127	-2.02%	OOS
Total	81.17%	80.21%	-3472690	-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%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category, ...

All

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vs LY

vs
Target

₹ 3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -0.14 (+1.47%)

Net Profit %

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

Key Insights By Sub Zone

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

PC Market Share Trend By - AtliQ & Competitors

atliq bp dale innovo pacer

60%

40%

20%

0%

2019

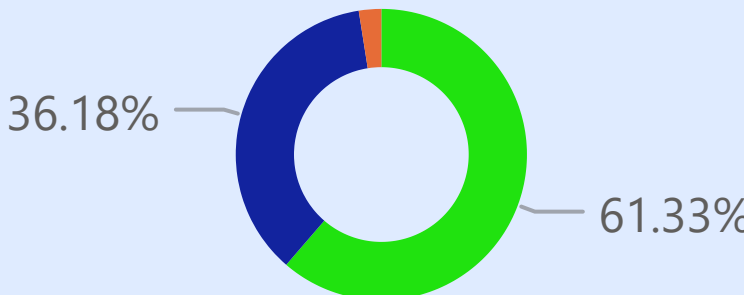
2020

2021

2022 EST

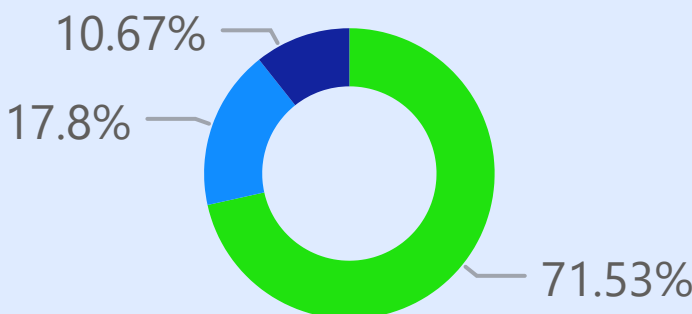
Revenue By Division

PC P & A N & S



Revenue By Channel

Retailer Direct Distributor

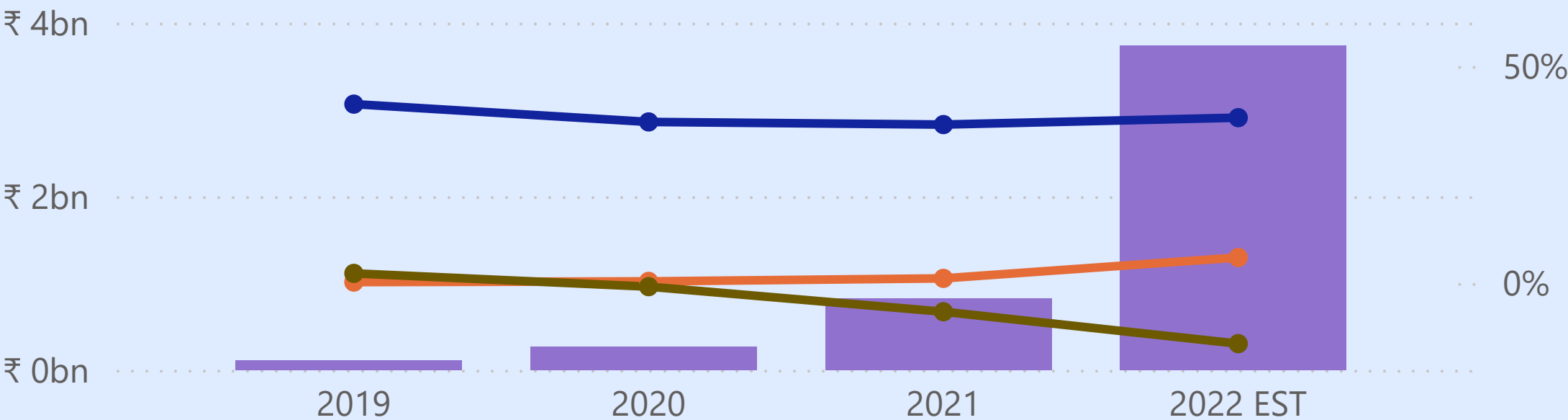


YTD

YTG

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

NS RS GM % AtliQ MS % Net Profit %



Top 5 Customers By Revenue

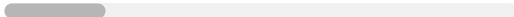
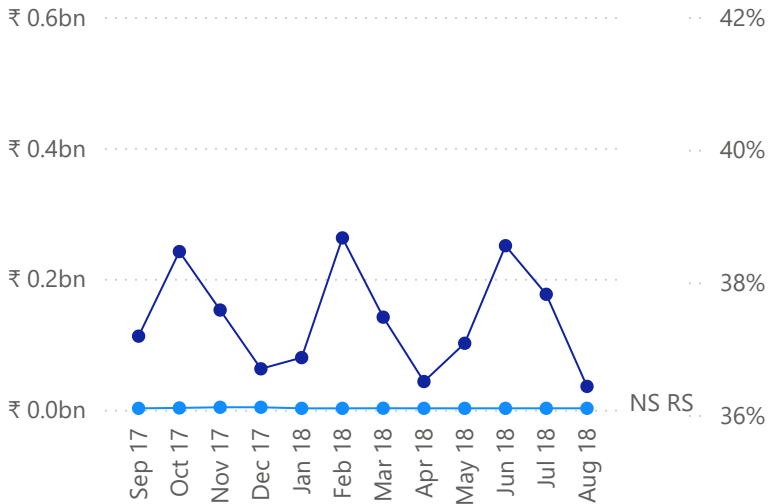
customer	RC %	GM %
Sage	3.4%	31.53% ▼
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88% ▼
Amazon	13.3%	36.78% ▼
Total	38.2%	39.19%

Top 5 Product By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
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%

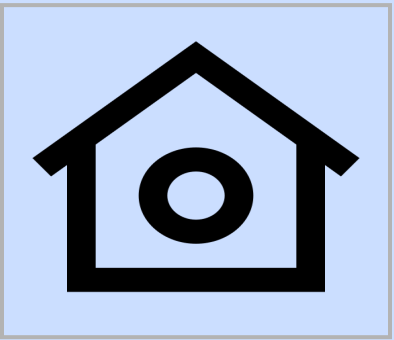
EI = Excess Inventory , OOS = Out Of Stock

NS & GM % For





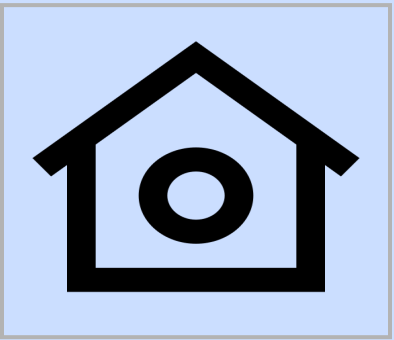
Business Insights 360



- . All the system data in tool refreshed every month on 5th working day.
- . System data such as Forecast, Actuals, Historical forecast are received from global database.
- . Non system data such as Target, Operational Expense and Market Share are refreshed on request.
- . For FAQ's [click](#) here.
- . Download live Excel Version Here.



Business Insights 360



Get An Issue Resolved

Provide Feedback

Add New Requests

Check Out The Contingency Plan

New To Power BI ?