

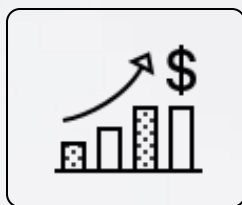


Business Insights 360



INFO

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



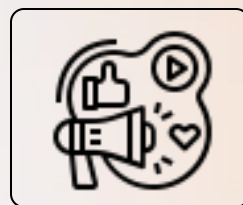
FINANCE VIEW

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



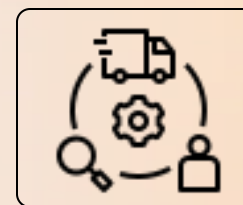
SALES VIEW

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



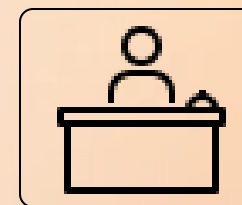
MARKETING VIEW

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

custom...
All

segment, category, pro...
All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

VS LY VS Target



\$823.85M✓
BM: 267.98M (+207.43%)

Net Sales

36.49%!
BM: 37.10% (-1.65%)

GM%

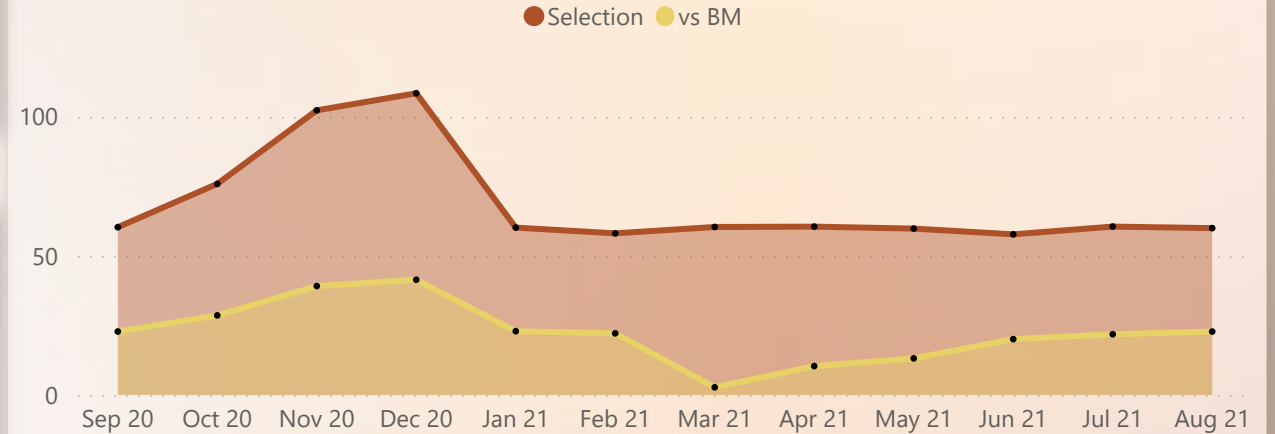
-6.63%!
BM: -0.85% (-676.38%)

Net Profit %

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L change %
APAC	441.98	198.67
EU	200.77	259.88
NA	177.94	186.03
LATAM	3.16	58.40
Total	823.85	207.43

segment	P & L Values	P & L change %
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

BM : Benchmark, LY : Last Year



region, market

All

custom...

All

segment, category, pro...

All

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VS Target

Customer Performance

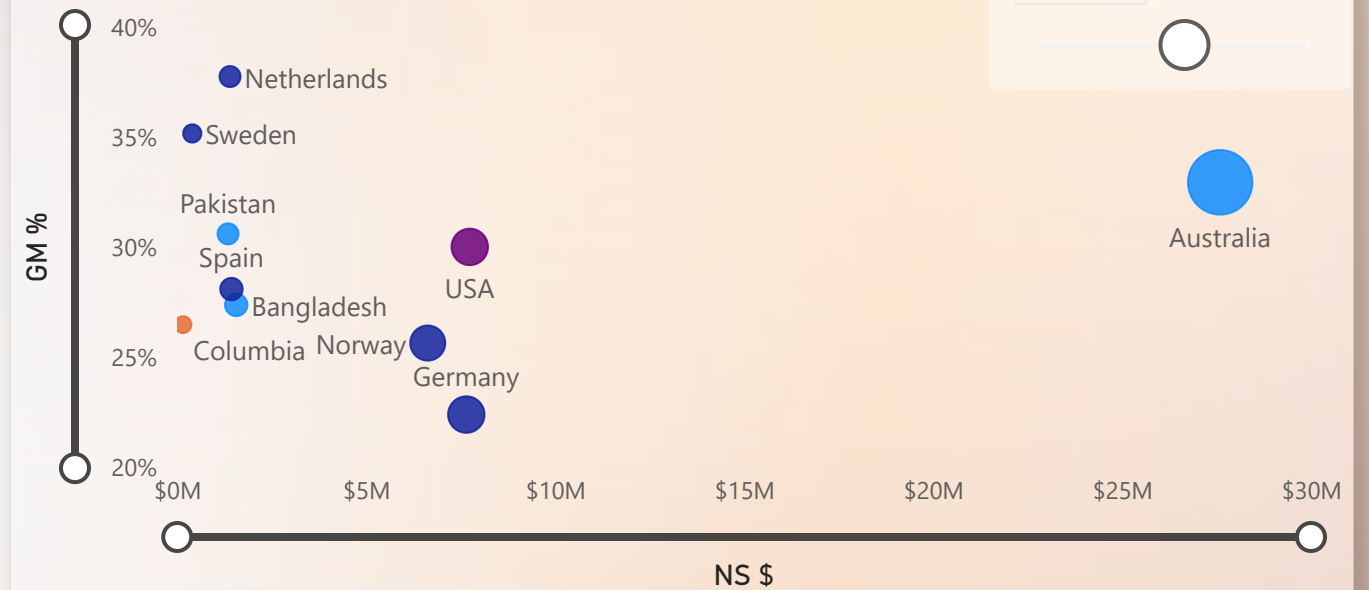
customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	\$5.18M	36.18%
All-Out	\$1.06M	\$0.50M	47.53%
Amazon	\$109.03M	\$38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	\$1.05M	35.42%
Atlas Stores	\$4.16M	\$1.68M	40.36%
Atliq e Store	\$70.31M	\$26.40M	37.54%
AtliQ Exclusive	\$79.92M	\$34.95M	43.73%
BestBuy	\$8.26M	\$2.97M	35.94%
Billa	\$1.65M	\$0.41M	24.68%
Boulanger	\$5.32M	\$1.55M	29.11%
Chip 7	\$7.23M	\$2.94M	40.71%
Chiptec	\$3.93M	\$1.29M	32.74%
Circuit City	\$8.11M	\$2.59M	31.96%
Total	\$823.85M	\$300.63M	36.49%

Product Performance

segment	NS \$	GM \$	GM %
Desktop	\$46.43M	\$16.79M	36.17%
Notebook	\$266.49M	\$97.12M	36.45%
Accessories	\$244.85M	\$89.30M	36.47%
Peripherals	\$166.51M	\$60.81M	36.52%
Networking	\$45.16M	\$16.60M	36.75%
Storage	\$54.42M	\$20.00M	36.75%
Total	\$823.85M	\$300.63M	36.49%

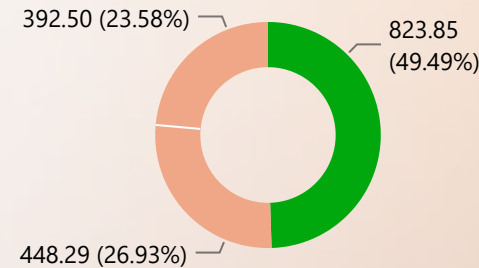
Performance Matrix

region APAC EU LATAM NA

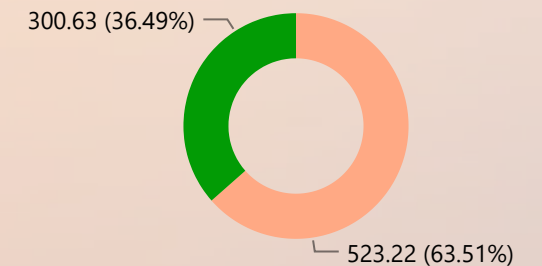


Unit Economics

Net Sales Total Post Invoice ... Pre Invoice ...



Total COGS Gross Margin





region, market



All



customer



All



segment, category, pro...



All



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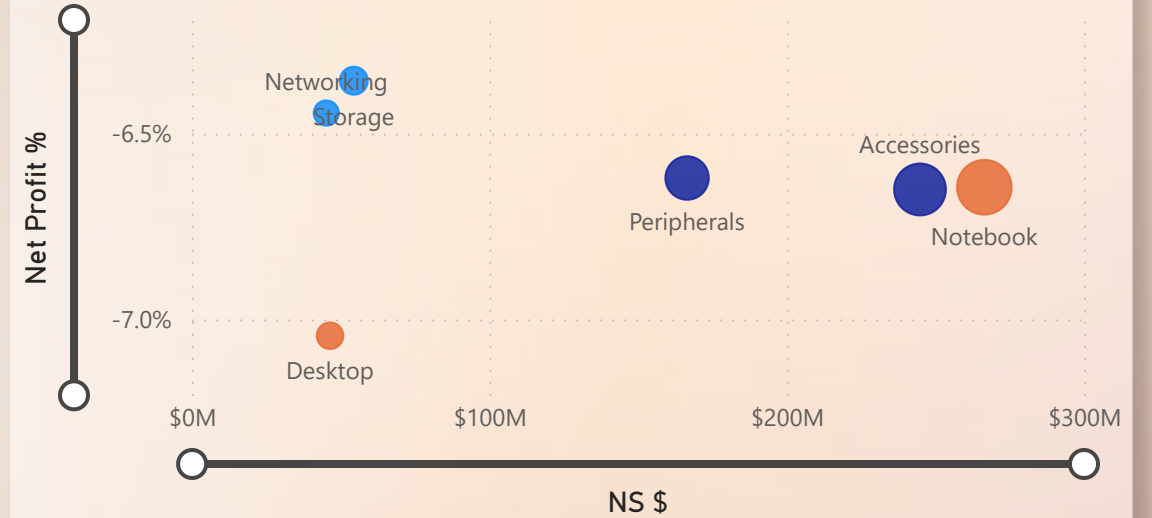
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Notebook	\$266.49M	\$97.12M	36.45%	-17.71M	-6.64%
⊕ Accessories	\$244.85M	\$89.30M	36.47%	-16.28M	-6.65%
⊕ Peripherals	\$166.51M	\$60.81M	36.52%	-11.02M	-6.62%
⊕ Storage	\$54.42M	\$20.00M	36.75%	-3.46M	-6.36%
⊕ Desktop	\$46.43M	\$16.79M	36.17%	-3.27M	-7.04%
⊕ Networking	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

Show GM%

Performance Matrix

division ● N & S ● P & A ● PC

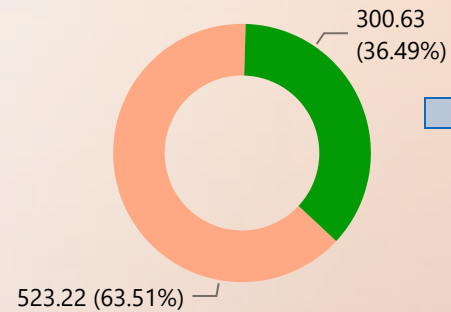


Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$441.98M	\$156.21M	35.34%	-33.33M	-7.54%
⊕ EU	\$200.77M	\$76.98M	38.34%	2.81M	1.40%
⊕ LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.18%
⊕ NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

custom...

All

segment, category, pro...

All

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YTG



80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

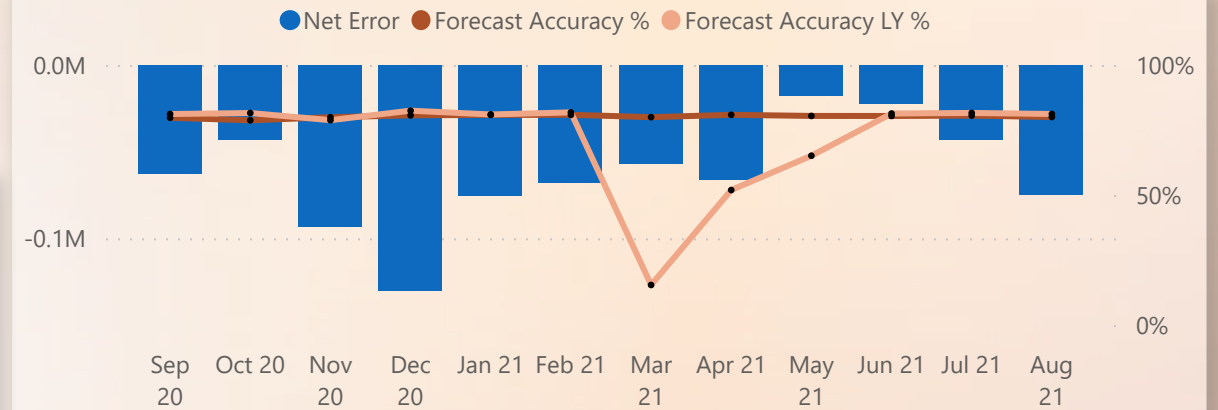
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
UniEuro	58.22%	45.77%	173583	23.54%	EI
Neptune	46.22%	25.69%	151361	11.53%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Logic Stores	51.44%	37.85%	115481	26.86%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Premium Stores	55.64%	42.85%	75214	19.87%	EI
Radio Popular	56.74%	50.36%	72810	15.52%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Propel	46.53%	33.27%	63305	7.05%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Mbit	62.34%	49.13%	51220	14.05%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Profit %	Risk
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
Desktop	84.37%	70.07%	16205	-7.04%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Storage	83.54%	81.01%	1507656	-6.36%	EI
Total	80.21%	72.99%	-751714	-6.63%	OOS

EI : Excess Inventory, OOS : Out of Stock



region, market
All

custom...
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segment, category, pr...
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\$823.85M ✓

BM: 267.98M (+207.43%)

Net Sales

36.49% !

BM: 37.10% (-1.65%)

GM%

-6.63% !

BM: -0.85% (-676.38%)

Net Profit %

80.21% ✓

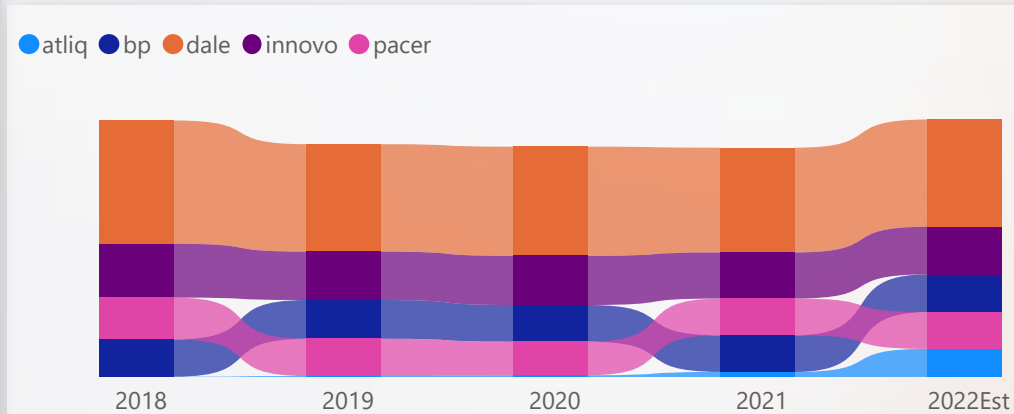
BM: 72.99% (+9.88%)

Forecast Accuracy

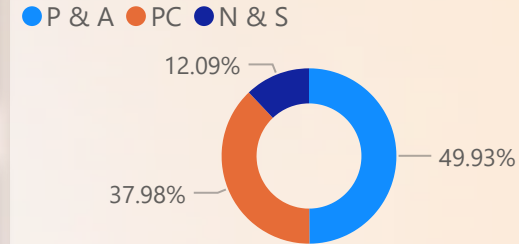
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk	
ANZ	\$44.41M	5.4%	38.46%	⬇️	7.27%	0.3%	-5.19%	OOS
NA	\$177.94M	21.6%	37.23%	⬇️	-13.67%	0.8%	-7.06%	OOS
ROA	\$186.89M	22.7%	38.34%		8.23%	1.5%	-21.55%	OOS
India	\$210.67M	25.6%	32.03%	⬇️	-24.65%	2.5%	3.90%	EI
LATAM	\$3.16M	0.4%	37.54%		6.18%	0.0%	5.32%	EI
NE	\$109.29M	13.3%	38.03%		-1.14%	1.2%	11.27%	EI
SE	\$91.48M	11.1%	38.71%		4.43%	3.6%	10.56%	EI
Total	\$823.85M	100.0%	36.49%	⬇️	-6.63%	1.1%	-1.52%	OOS

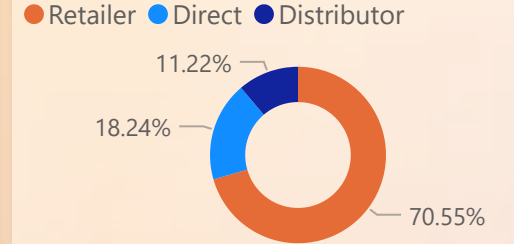
PC Market Share Trend - Atliq & Competitors



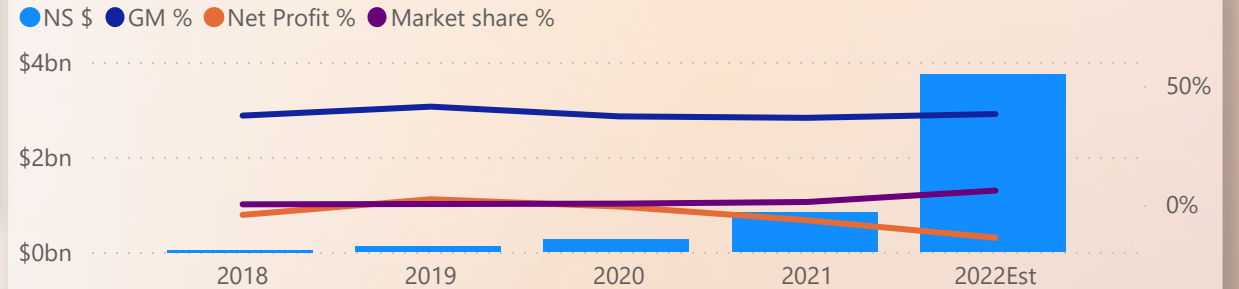
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.2%
Flipkart	3.1%	30.2%
AtliQ Exclusive	9.7%	43.7%
Atliq e Store	8.5%	37.5%
Amazon	13.2%	35.4%
Total	37.8%	37.6%

Top 5 Products by Revenue

product	RC %	GM %
AQ Trigger	3.3%	36.9%
AQ Qwerty	3.4%	37.1%
AQ Maxima	2.7%	36.7%
AQ Gen Y	2.9%	36.1%
AQ BZ Allin1	4.1%	36.0%
Total	16.3%	36.5%

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



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 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](#).



Business Insights 360 Key Info



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?