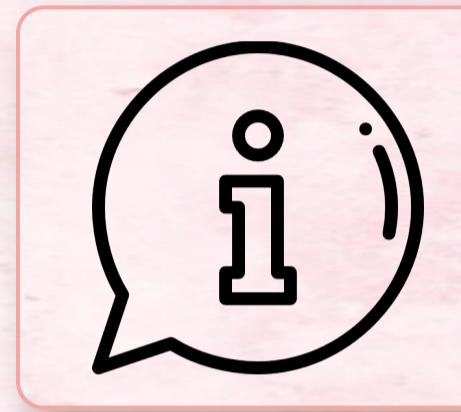




Business Insights 360



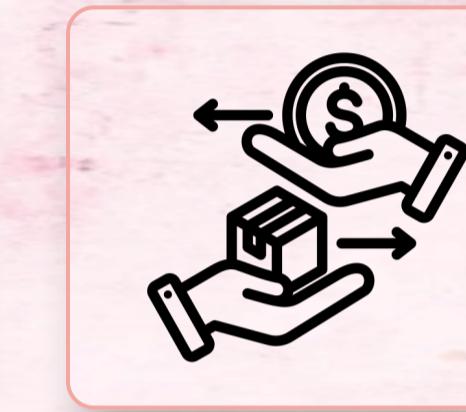
Info

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.**



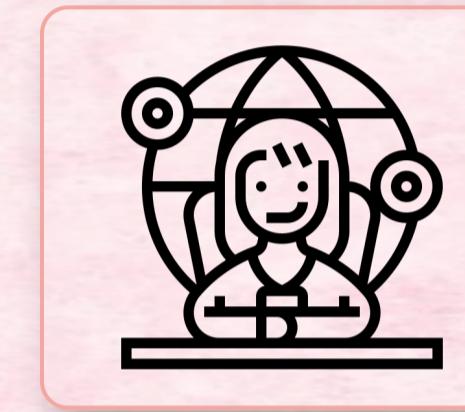
Marketing View

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



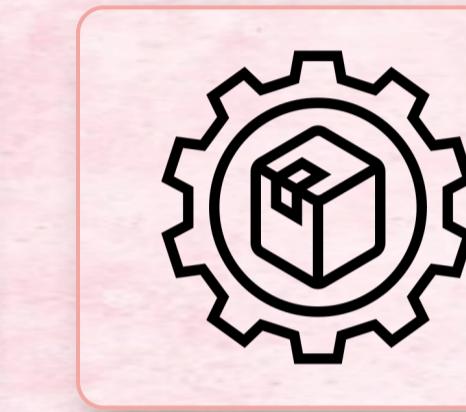
Supply Chain View

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.



Products View

A Custom View for Top Products according to **GM % Growth YOY.**



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%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

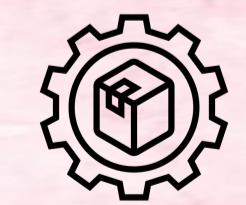
- 13.98%✓

BM: -14.19% (+1.47%)

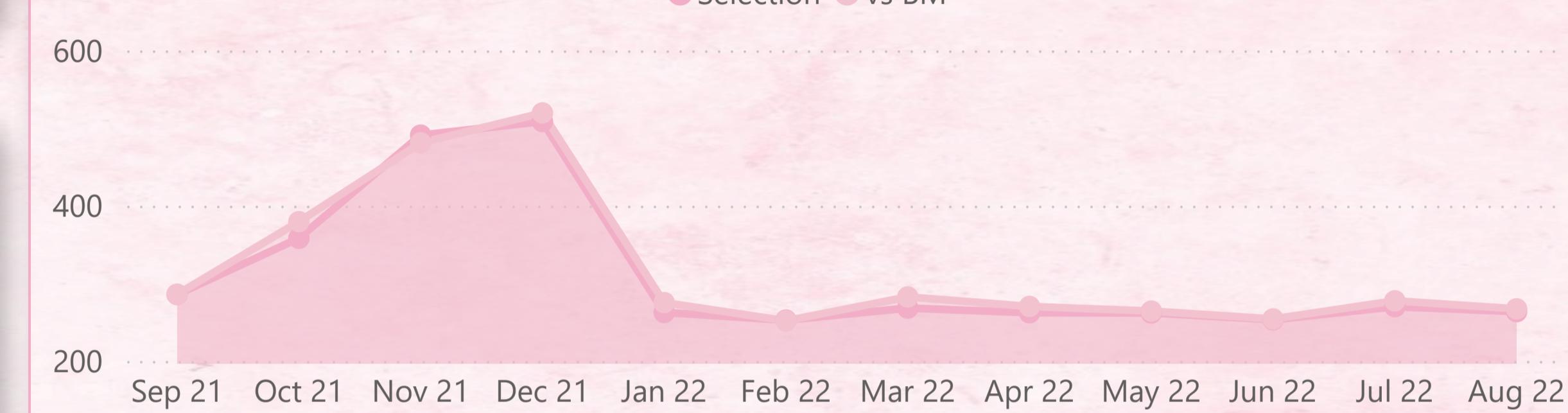
Net Profit %

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



Top / Bottom Products & Customers by Net Sales

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



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

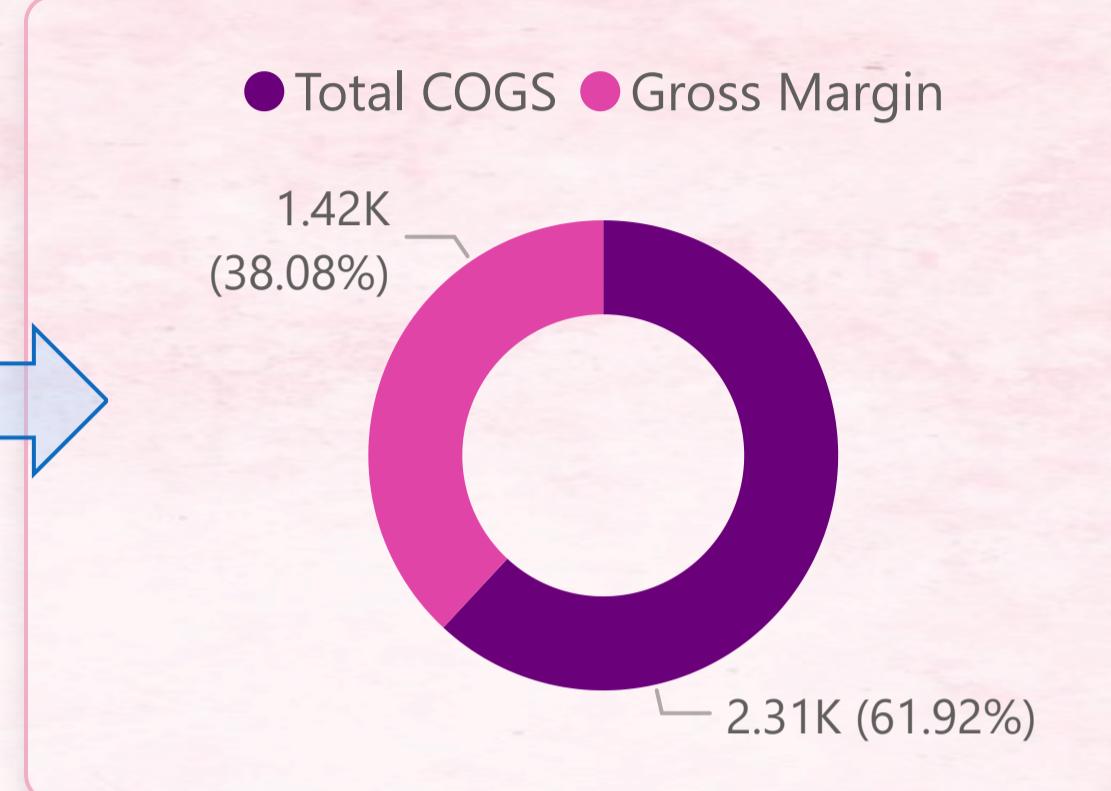
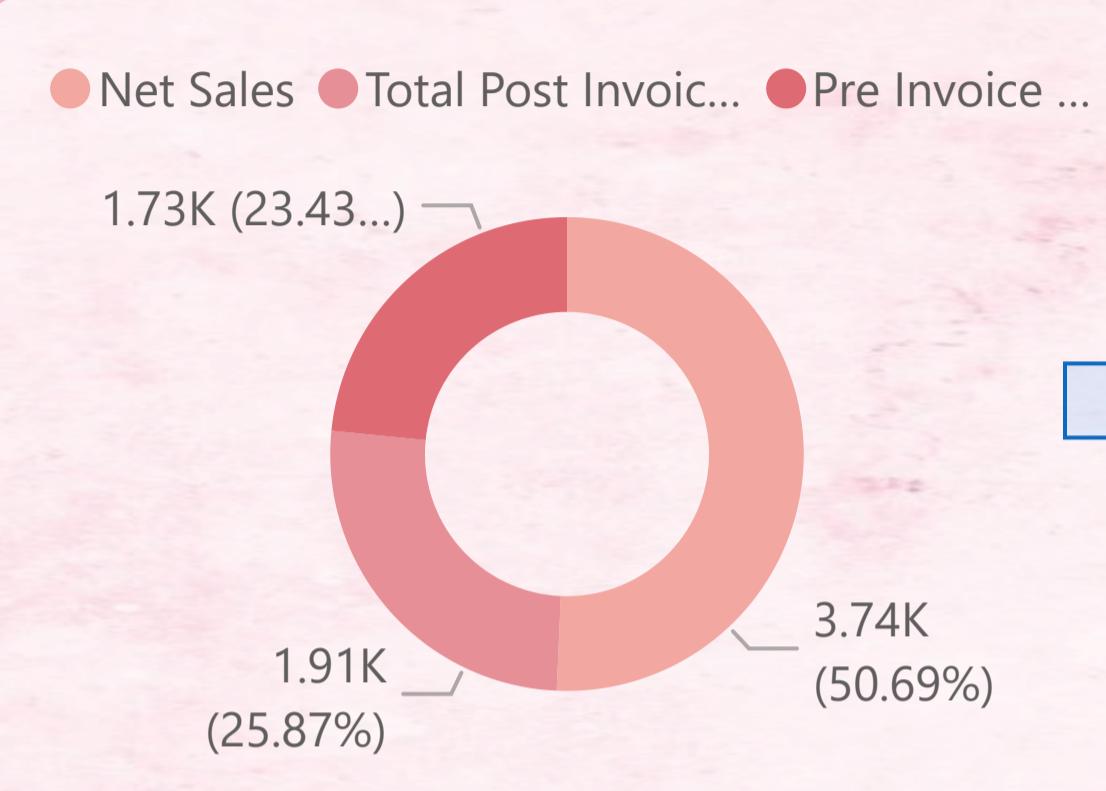
YTD

YTG

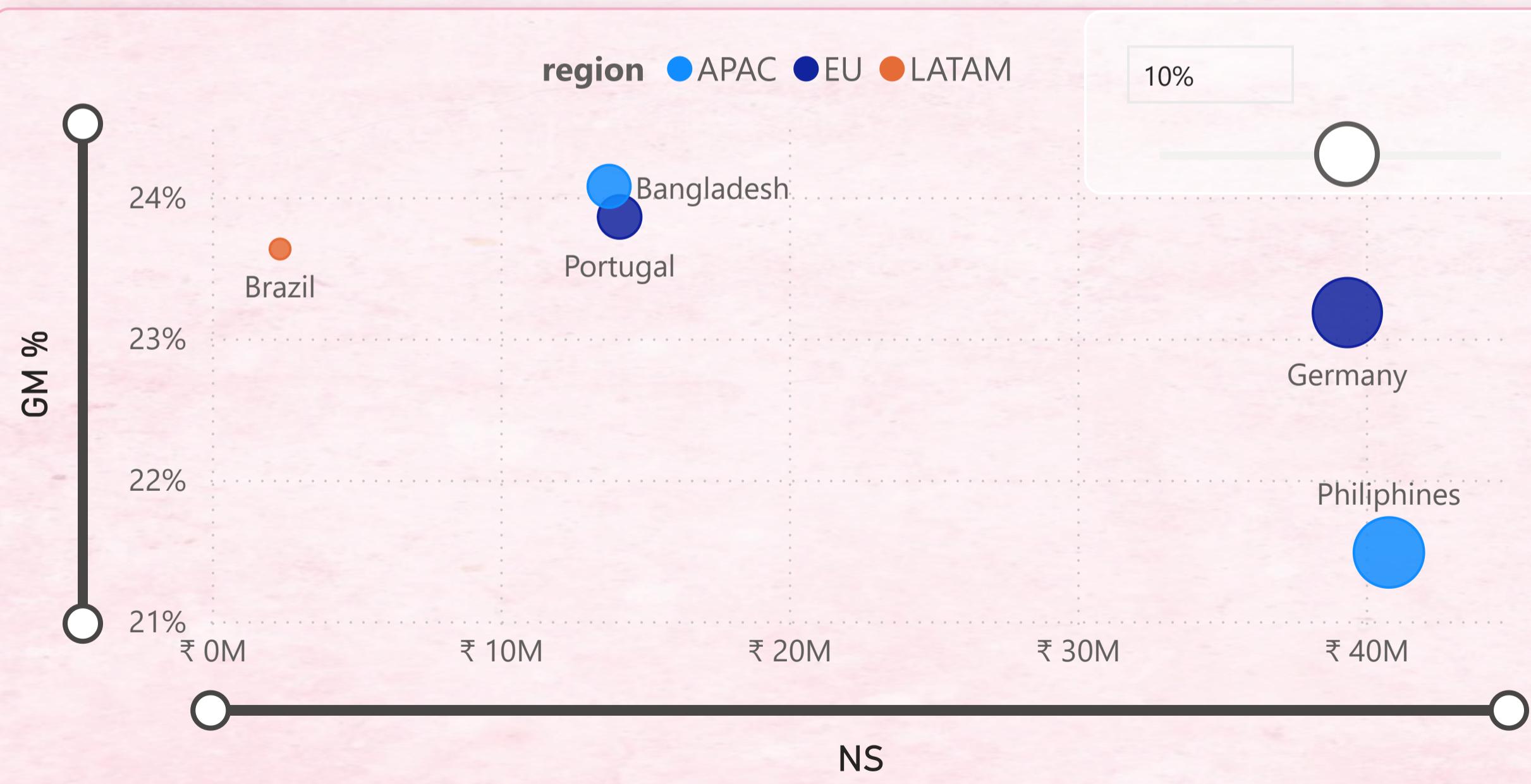
vs LY

vs Target

Unit Economics



Performance Matrix



Customer Performance

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%
Chip 7	₹ 25.62M	8.26M	32.24%
Total	₹ 3,736.17M	1,422.88M	38.08%

Product Performance

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



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022
Est

Q1

Q2

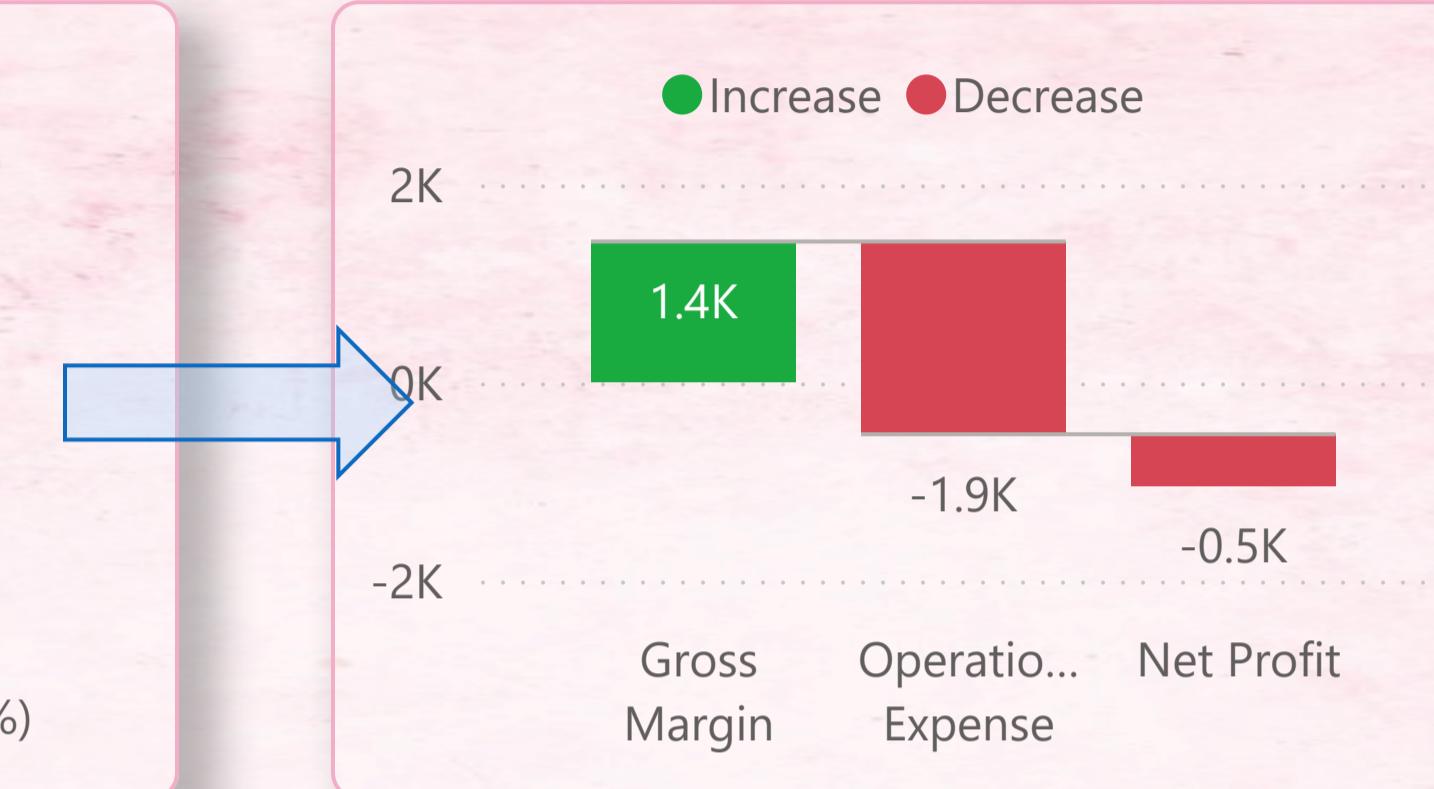
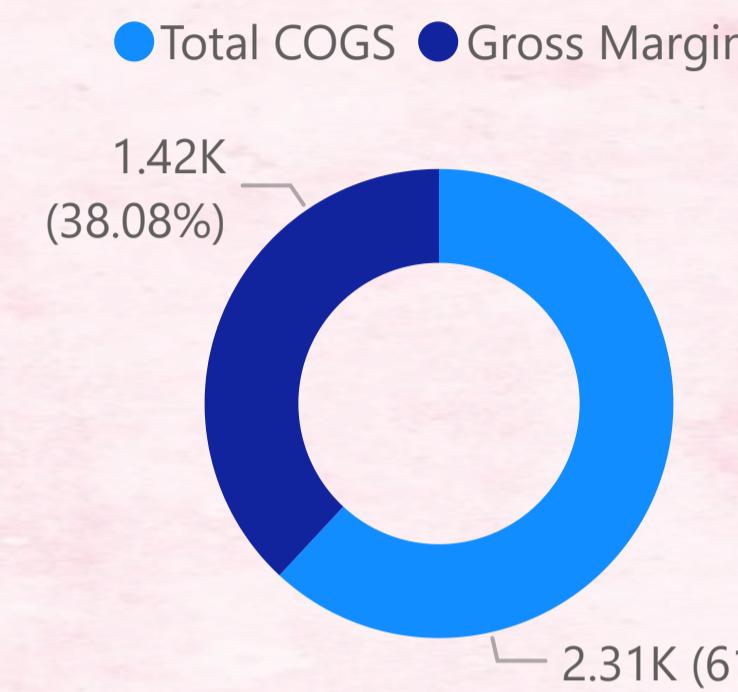
Q3

Q4

YTD

YTG

Unit Economics



Show NP %

Performance Matrix

division ● N & S ● P & A ● PC



Product Performance

segment	NS	GM \$	GM %	Net Profit	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
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**-3472.69K✓**

LY: -751.71K (-361.97%)

Net Error**6899.0K✓**

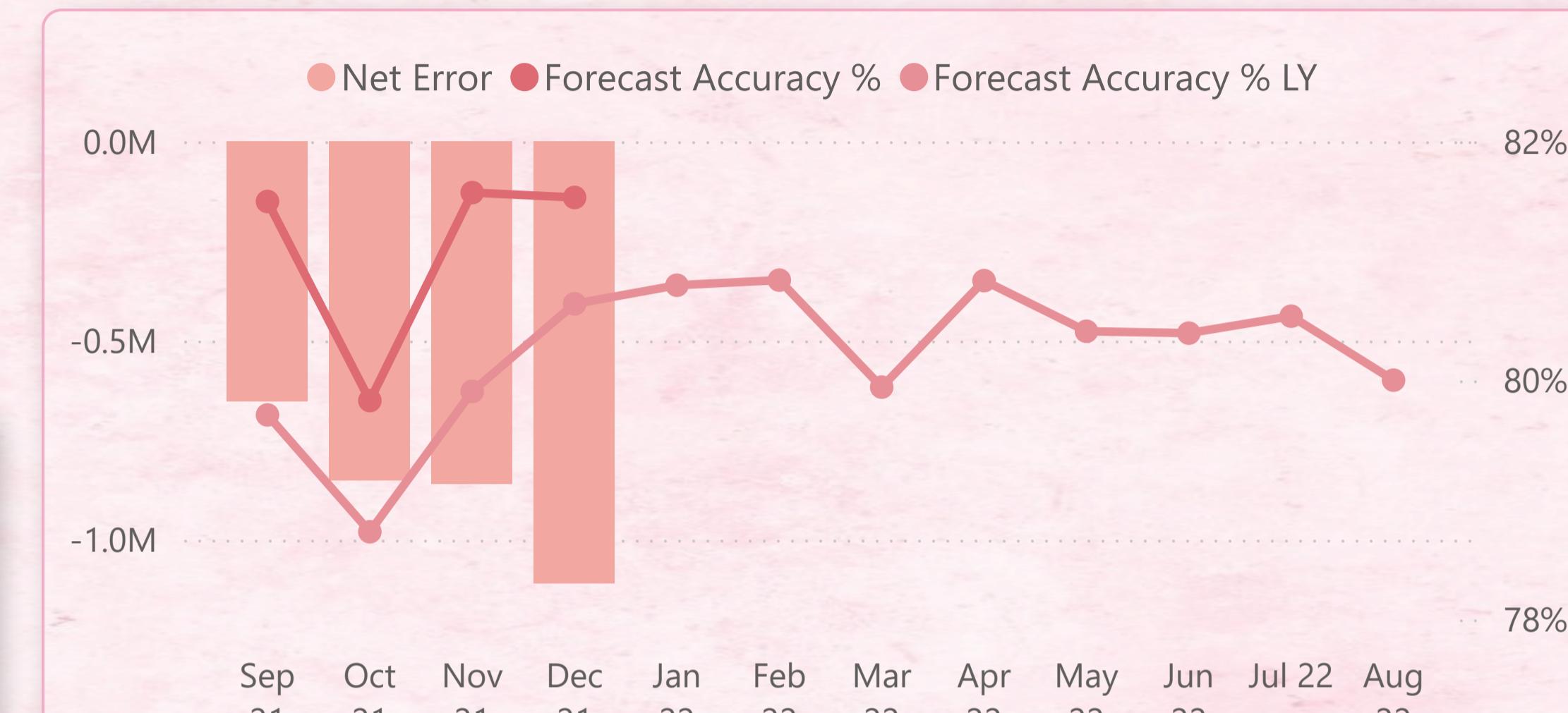
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics By Product

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

LY = Last Year, EI = Excess Inventory, OOS = Out of Stock



region, market

All

customer

All

segment, category, ...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs Target

**₹ 3.74bn !**

BM: 3.81bn (-1.86%)

Net Sales**38.08% !**

BM: 38.34% (-0.66%)

GM %**- 13.98% ✓**

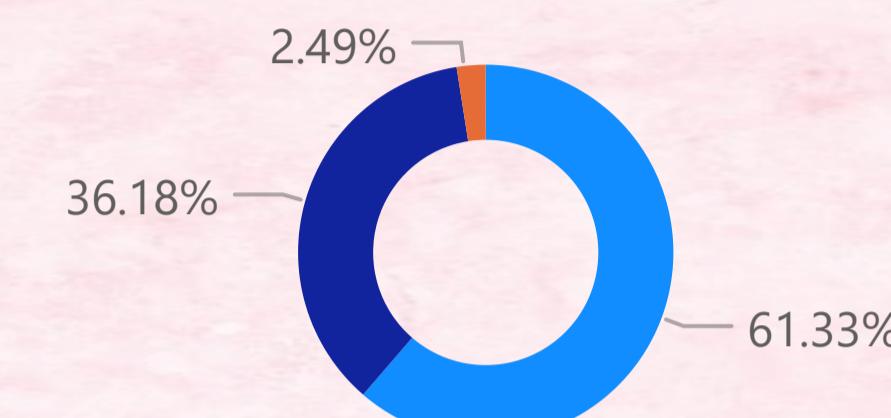
BM: -14.19% (+1.47%)

Net Profit %**81.17% ✓**

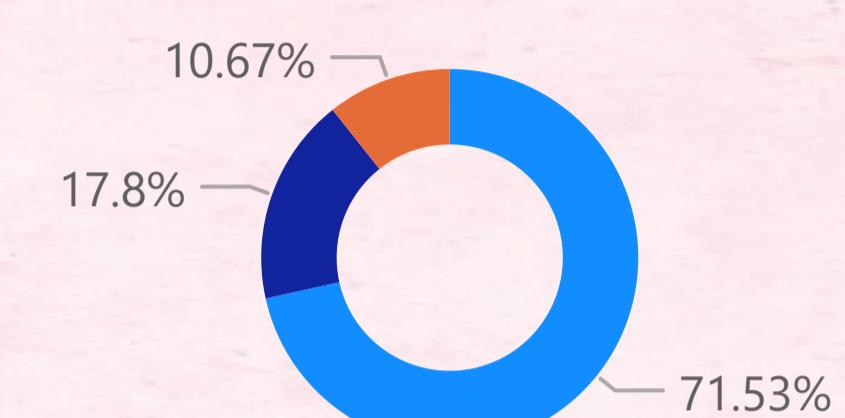
LY: 80.21% (+1.2%)

Forecast Accuracy**Revenue by Division**

PC P & A N & S

**Revenue by Channel**

Retailer Direct Distributor

**Key Insights By Sub Zone**

Sub Zone	NS	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	₹ 317.8M	8.5%	37.0%	↓	-4.0%	16.40%	-55.5% OOS
ROA	₹ 788.7M	21.1%	34.2%	↓	-6.3%	8.32%	-4.6% OOS
NE	₹ 457.7M	12.3%	32.8%	↓	-18.1%	6.80%	-4.6% OOS
NA	₹ 1,022.1M	27.4%	45.0%	↓	-14.2%	4.87%	14.4% EI
LATAM	₹ 14.8M	0.4%	35.0%	↓	-2.9%	0.28%	3.4% EI
India	₹ 945.3M	25.3%	35.8%		-23.0%	13.26%	-24.4% OOS
ANZ	₹ 189.8M	5.1%	43.5%	↓	-7.4%	1.36%	-37.6% OOS
Total	₹ 3,736.2M	100.0%	38.1%	-14.0%	5.87%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

atliq bp dale innovo pacer

**Top 5 Customers by Revenue**

customer	RC %	GM %
Amazon	13.3%	36.8% ↓
AtliQ e Store	8.1%	36.9% ↓
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
Total	38.2%	39.2%

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%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

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



2019

2020

2021

2022
Est

Q1

Q2

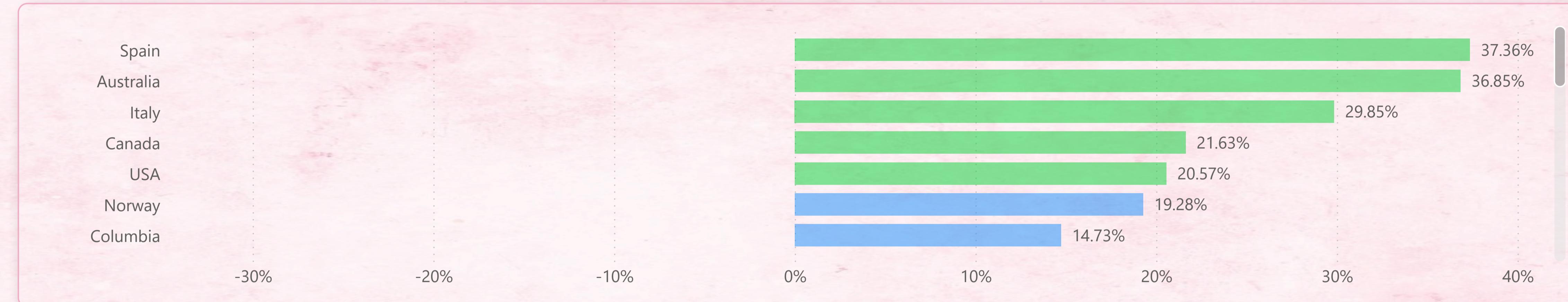
Q3

Q4

YTD

YTG

Country wise GM % Growth YOY



Chile - Top & Bottom 5 Products

market

Chile



product	GM %	GM % LY	GM YOY Growth %
AQ 5000 Series Electron 8 5900X Desktop Processor	40.69%	42.15%	-3.45%
AQ BZ 101	39.91%	42.86%	-6.87%
AQ Clx1	40.33%	42.85%	-5.90%
AQ MB Crossx 2	40.38%	43.42%	-7.01%
AQ Neuer SSD	39.86%	43.83%	-9.05%

product	GM %	GM % LY	GM YOY Growth %
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.51%	43.60%	-16.27%
AQ LION x2	36.92%	41.16%	-10.31%
AQ Marquee P3	36.27%	43.49%	-16.61%
AQ Marquee P4	36.53%	43.59%	-16.21%
AQ Pen Drive 2 IN 1	35.27%	41.70%	-15.43%



Business Insights 360 Key Info



- 1. All the system data in tool is refreshed every month on last 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 contact here : @Adarsh Ankur in Teams.**



Business Insights 360 Support



Get an issue resolved

Questions & Answers

Add new requests

New to Power BI?