



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.



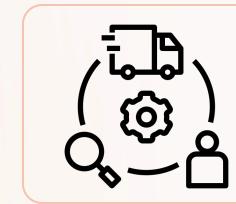
Sales View

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**.



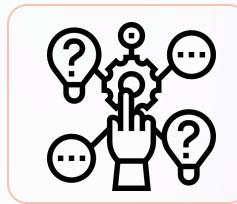
Supply Chain View

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, product

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over Time

vs LY

vs Target



\$3.74bn!

BM: \$3.81bn (-1.86%)

Net Sales

38.1%!

BM: 38.34% (-0.66%)

GM %

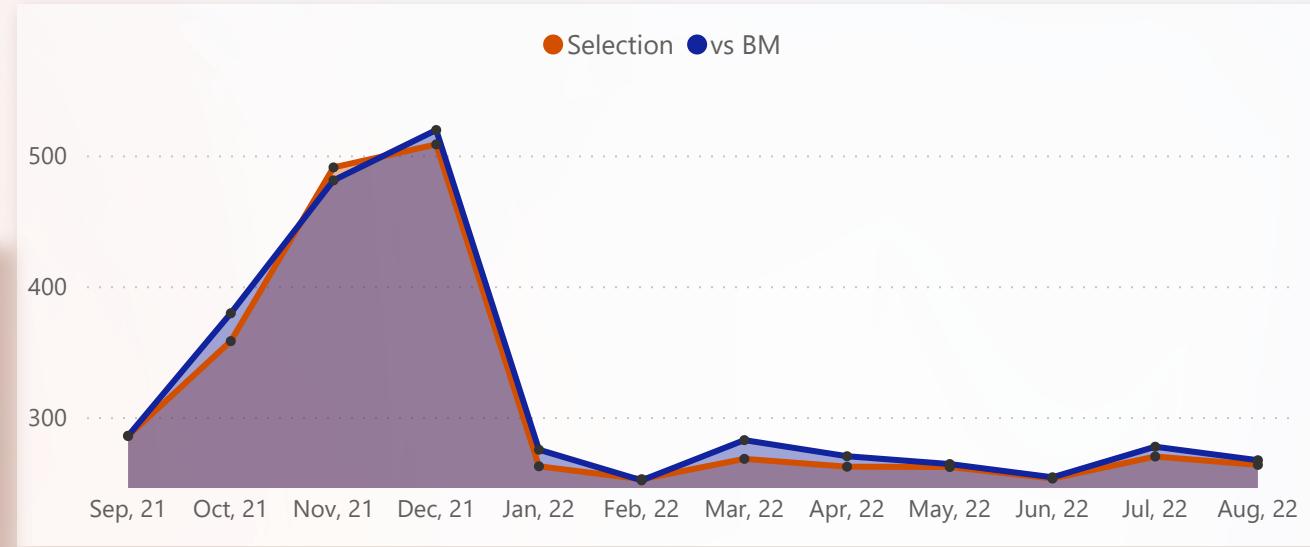
-14.0%✓

BM: -14.19% (+1.47%)

Net Profit %

Profit and 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 |



Top / Bottom Products & Customers by Net Sales

| region | P & L | P & L Chg |
|--------------|-----------------|--------------|
| | Values | % |
| NA | 1,022.09 | -1.24 |
| LATAM | 14.82 | -1.60 |
| EU | 775.48 | -1.13 |
| APAC | 1,923.77 | -2.48 |
| Total | 3,736.17 | -1.86 |

| segment | P & L | P & L Chg |
|--------------|-----------------|--------------|
| | Values | % |
| 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

All

customer

All

segment, category, product

All

2018

2019

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2022
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Q1

Q2

Q3

Q4

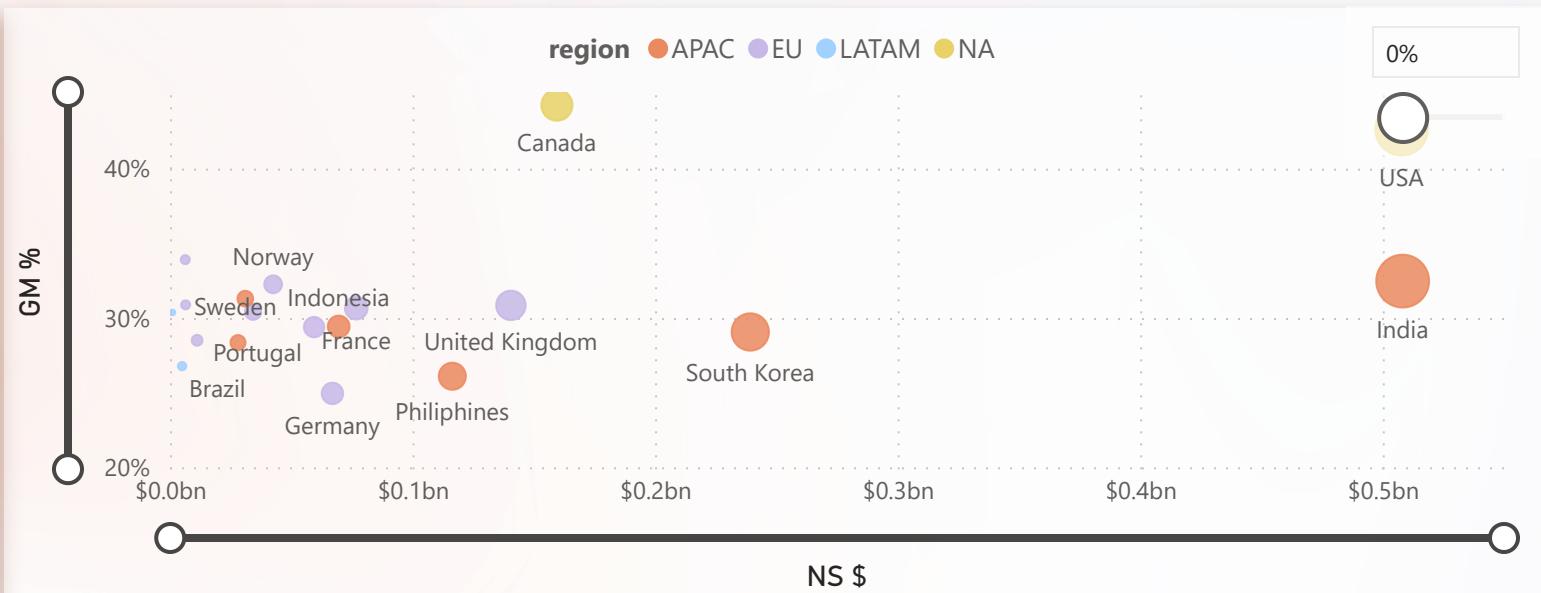
YTD

YTG

Customer Performance

| customer | NS \$ | GM \$ | GM % |
|---------------------|--------------------|--------------------|--------------|
| Acclaimed Stores | \$73.36M | \$29.58M | 40.3% |
| All-Out | \$4.41M | \$1.68M | 38.2% |
| Amazon | \$496.88M | \$182.77M | 36.8% |
| Argos (Sainsbury's) | \$13.70M | \$5.30M | 38.7% |
| Atlas Stores | \$17.14M | \$5.43M | 31.7% |
| Atliq e Store | \$304.10M | \$112.15M | 36.9% |
| AtliQ Exclusive | \$361.12M | \$166.15M | 46.0% |
| BestBuy | \$49.34M | \$22.15M | 44.9% |
| Billa | \$6.82M | \$1.62M | 23.8% |
| Boulanger | \$26.02M | \$10.39M | 39.9% |
| Chip 7 | \$25.62M | \$8.26M | 32.2% |
| Chiptec | \$18.93M | \$7.37M | 38.9% |
| Total | \$3,736.17M | \$1,422.88M | 38.1% |

Performance Matrix

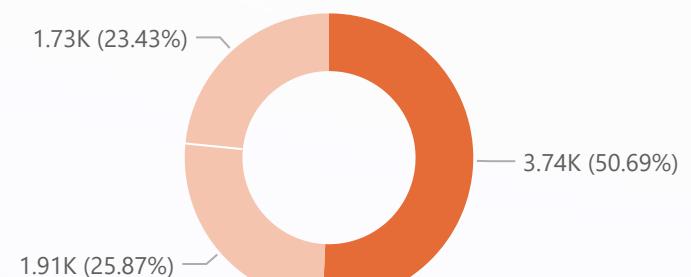


Product Performance

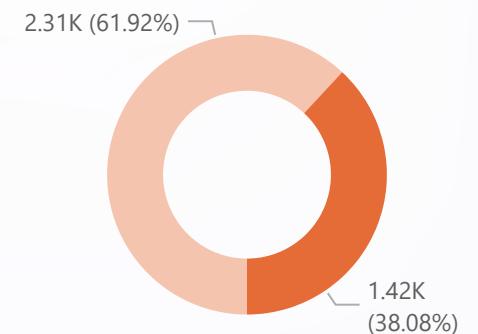
| segment | NS \$ | GM \$ | GM % |
|-----------------|--------------------|--------------------|--------------|
| Accessories | \$454.10M | \$172.61M | 38.0% |
| Desktop | \$711.08M | \$272.39M | 38.3% |
| Business Laptop | \$343.89M | \$131.60M | 38.3% |
| Personal | \$367.18M | \$140.79M | 38.3% |
| Networking | \$38.43M | \$14.78M | 38.5% |
| Notebook | \$1,580.43M | \$600.96M | 38.0% |
| Peripherals | \$897.54M | \$341.22M | 38.0% |
| Storage | \$54.59M | \$20.93M | 38.3% |
| Total | \$3,736.17M | \$1,422.88M | 38.1% |

Unit Economics

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, product

All

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Q1

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Q4

YTD

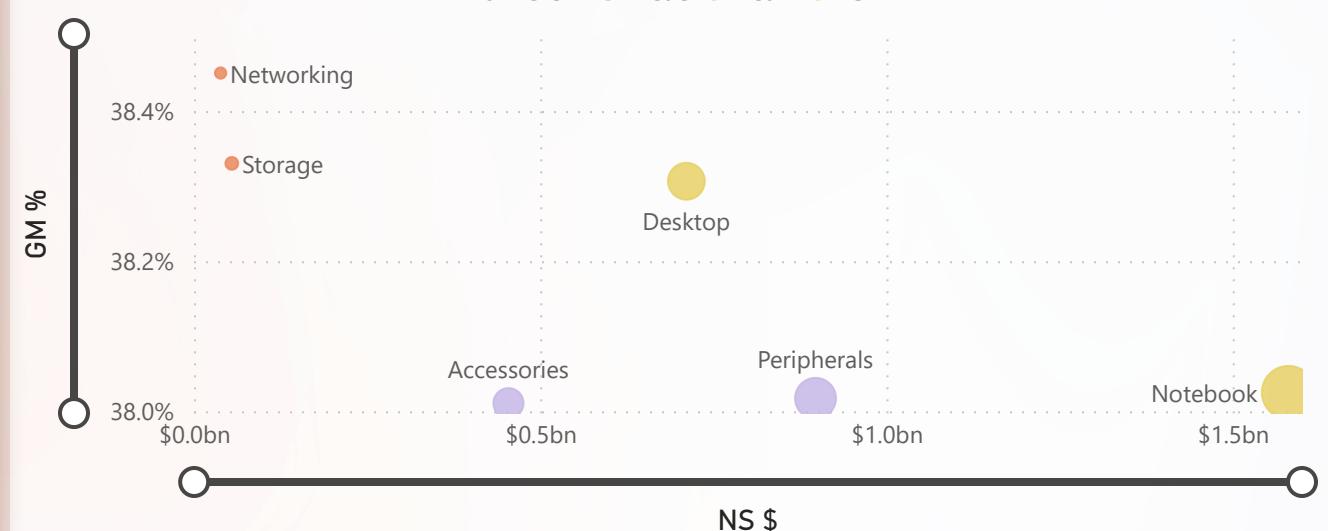
YTG

Product Performance

Show NP %

Performance Matrix

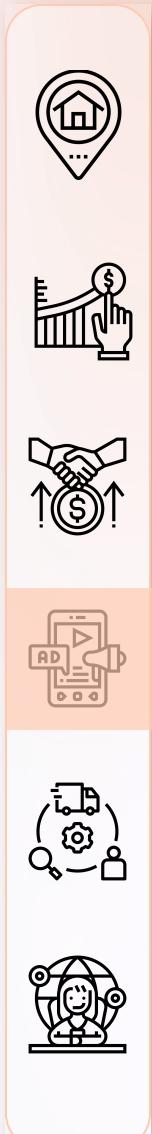
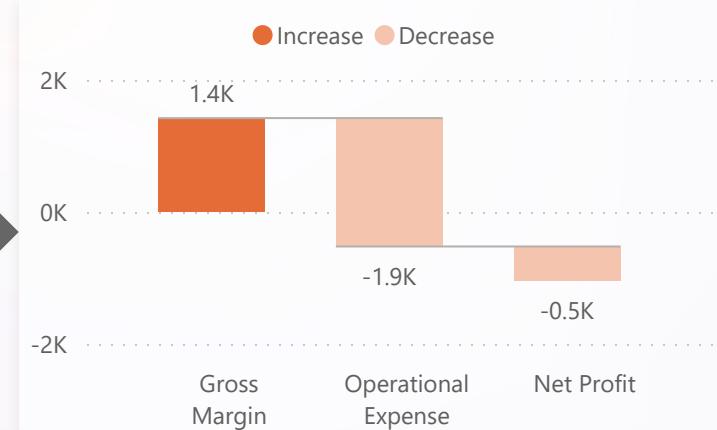
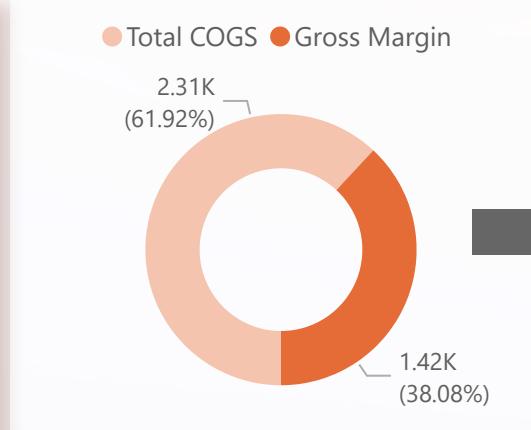
| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------------|--------------------|--------------------|--------------|-----------------|---------------|
| ▲ | | | | | |
| Accessories | \$454.10M | \$172.61M | 38.0% | -63.78M | -14.0% |
| Desktop | \$711.08M | \$272.39M | 38.3% | -97.79M | -13.8% |
| Networking | \$38.43M | \$14.78M | 38.5% | -5.27M | -13.7% |
| Notebook | \$1,580.43M | \$600.96M | 38.0% | -222.16M | -14.1% |
| Peripherals | \$897.54M | \$341.22M | 38.0% | -125.91M | -14.0% |
| Storage | \$54.59M | \$20.93M | 38.3% | -7.51M | -13.8% |
| Total | \$3,736.17M | \$1,422.88M | 38.1% | -522.42M | -14.0% |



Region / Market / Customer Performance

| region | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------------|--------------------|--------------------|--------------|-----------------|---------------|
| ▲ | | | | | |
| EU | \$775.48M | \$267.80M | 34.5% | -95.52M | -12.3% |
| LATAM | \$14.82M | \$5.19M | 35.0% | -0.44M | -2.9% |
| APAC | \$1,923.77M | \$690.21M | 35.9% | -281.16M | -14.6% |
| NA | \$1,022.09M | \$459.68M | 45.0% | -145.31M | -14.2% |
| Total | \$3,736.17M | \$1,422.88M | 38.1% | -522.42M | -14.0% |

Unit Economics





region, market

All

customer

All

segment, category, product

All

2018

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Accuracy / Net Error Trend

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

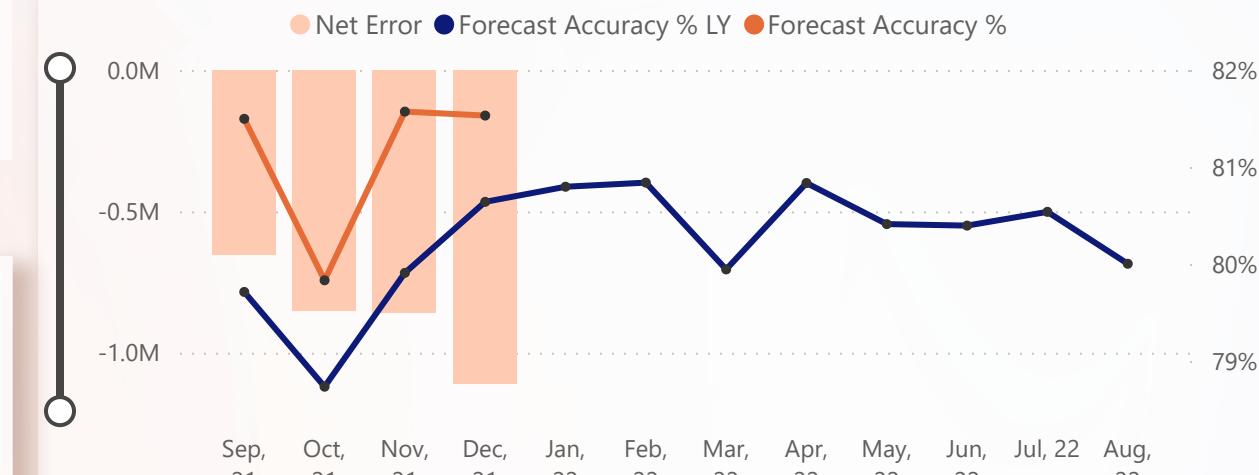
LY: -751.71K (-361.97%)

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 |
|--------------------------|---------------------|------------------------|-----------|-------------|------|
| Leader | 48.72% | 24.45% | 166751 | 10.98% | EI |
| Sage | 50.72% | 33.58% | 154291 | 10.06% | EI |
| Costco | 51.95% | 49.42% | 101913 | 15.79% | EI |
| Path | 50.57% | 45.53% | 91486 | 14.91% | EI |
| Circuit City | 46.17% | 35.02% | 85248 | 16.55% | EI |
| walmart | 54.78% | 50.12% | 84334 | 12.08% | EI |
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 10.74% | EI |
| BestBuy | 46.60% | 35.31% | 81179 | 16.72% | EI |
| Staples | 54.45% | 49.38% | 79821 | 11.51% | EI |
| Radio Shack | 45.64% | 38.46% | 69253 | 16.48% | EI |
| Control | 52.06% | 47.42% | 64731 | 13.01% | EI |
| Currys (Dixons Carphone) | 54.29% | 35.92% | 8104 | 6.00% | EI |
| Logic Stores | 52.49% | 51.44% | 6430 | 2.37% | EI |
| Billa | 42.63% | 18.29% | 3704 | 3.91% | EI |
| Nomad Stores | 53.44% | 50.59% | 3394 | 1.34% | EI |
| Saturn | 41.54% | 19.16% | 2197 | 2.85% | EI |
| Total | 81.17% | 80.21% | -3472690 | -9.48% | OOS |

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 |

Notes: ABS = Absolute



region, market

All

customer

All

segment, category, product

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vs LY

vs
Target

\$3.74bn!
BM: \$3.81bn (-1.86%)
Net Sales

38.1%!
BM: 38.34% (-0.66%)
GM %

-14.0%✓
BM: -14.19% (+1.47%)
Net Profit %

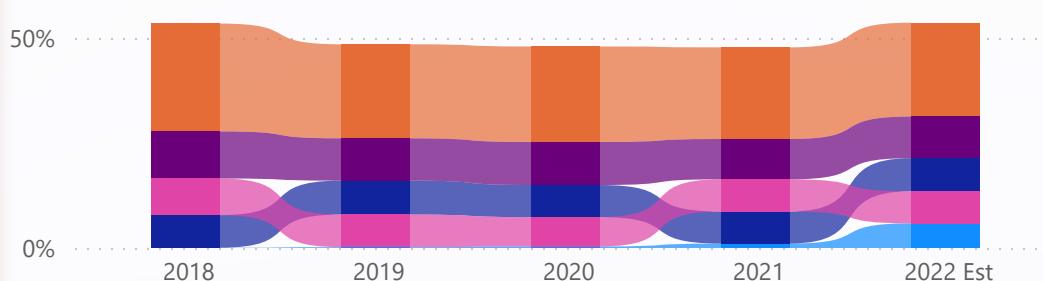
81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

Key Insights by Subzone

| Subzone | NS \$ | RC % | GM % | AtliQ MS % | Net Profit % | Net Error % | Risk |
|--------------|--------------------|---------------|----------------|-------------|---------------|---------------|------------|
| NA | \$1,022.09M | 27.4% | 45.0% | 4.9% | -14.2% | 14.35% | EI |
| LATAM | \$14.82M | 0.4% | 35.0% | 0.3% | -2.9% | 3.37% | EI |
| NE | \$457.71M | 12.3% | 32.8% | 6.8% | -18.1% | -4.56% | OOS |
| ROA | \$788.66M | 21.1% | 34.2% | 8.3% | -6.3% | -4.56% | OOS |
| India | \$945.34M | 25.3% | 35.8% | 13.3% | -23.0% | -24.37% | OOS |
| ANZ | \$189.78M | 5.1% | 43.5% | 1.4% | -7.4% | -37.61% | OOS |
| SE | \$317.78M | 8.5% | 37.0% | 16.4% | -4.0% | -55.47% | OOS |
| Total | \$3,736.17M | 100.0% | 38.1% ▾ | 5.9% | -14.0% | -9.48% | OOS |

PC Market Share Trend - AtliQ and Competitors

● atliq ● bp ● dale ● innovo ● pacer



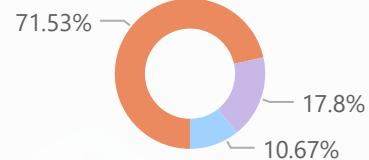
Revenue by Division

● PC ● P & A ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor



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



Top 5 Customers by Revenue

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

Top 5 Products by Revenue

| product | RC % | GM % |
|----------------------|--------------|--------------|
| AQ BZ Allin1 Gen 2 | 5.4% | 38.5% |
| AQ Home Allin1 | 4.1% | 38.7% |
| AQ HOME Allin1 Gen 2 | 5.7% | 38.1% ▾ |
| AQ Smash 1 | 3.8% | 37.4% ▾ |
| AQ Smash 2 | 4.1% | 37.4% ▾ |
| Total | 23.2% | 38.1% |

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 Support

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?

