



Business Insights 360



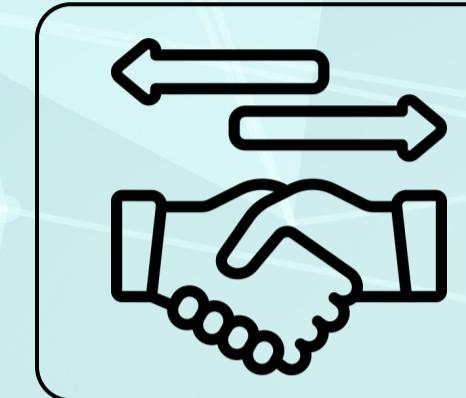
Info

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



Financial View

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



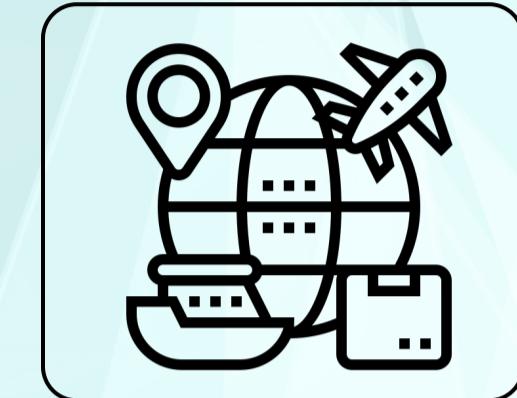
Sales View

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 View

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

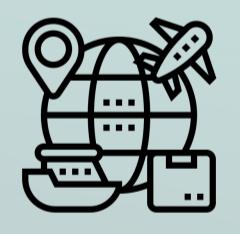
Q3

Q4

YTD

YTG

vs LY

vs
Target

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 0.38 (-0.66%)

GM%

-13.98%✓

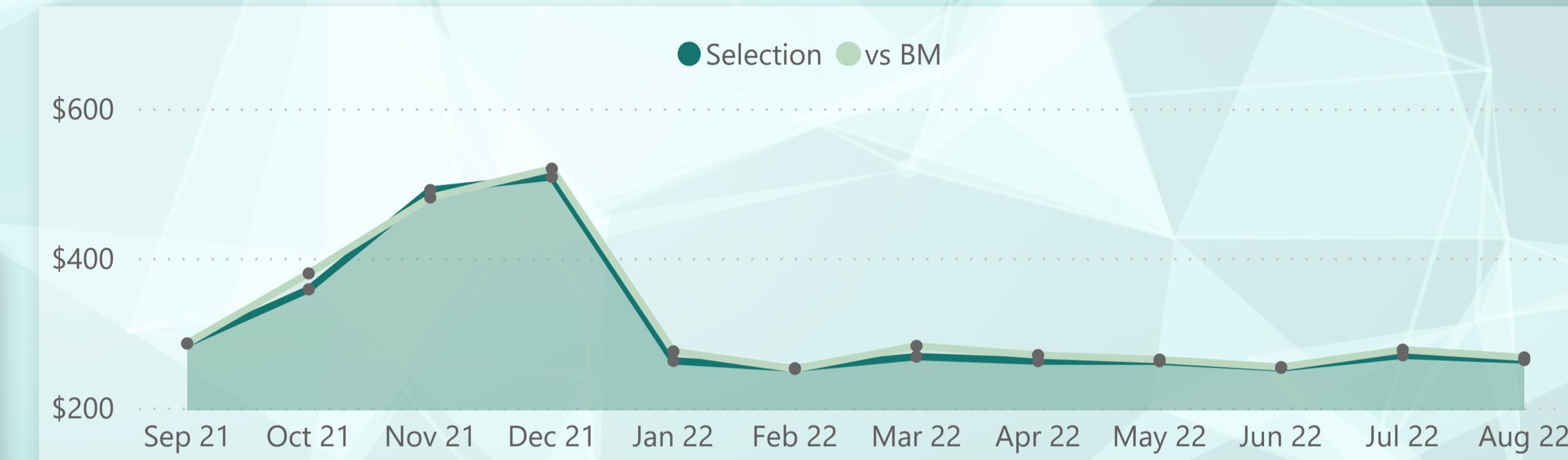
BM: -0.14 (+1.47%)

Net Profit%

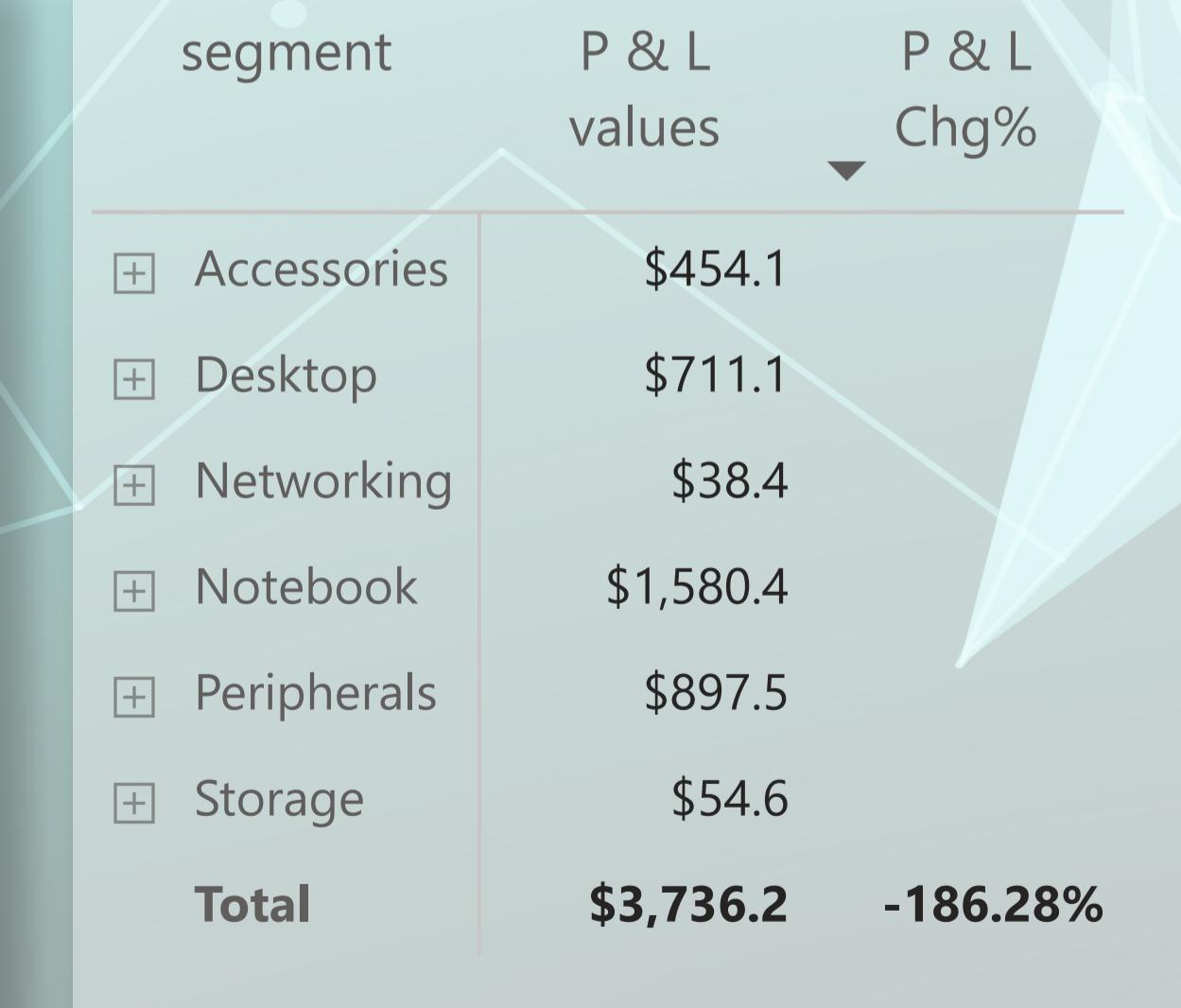
Profit & Loss Statement

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 %	1.47			

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales



BM = Bench Mark, LY = Last Year



region, market

All



customer

All



segment, category, ...

All



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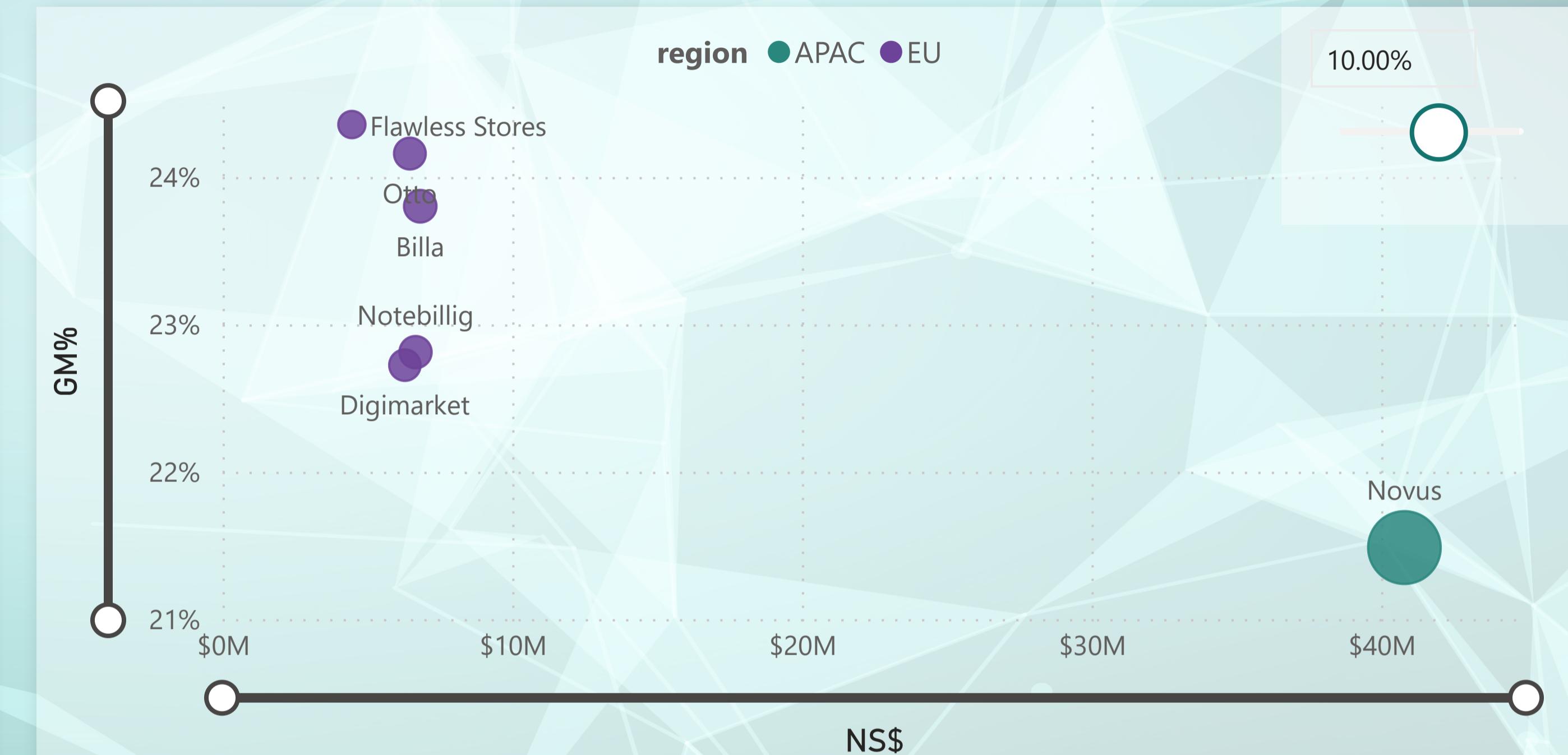
Customer Performance

customer	NS\$	GM\$	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%
Sage	\$127.9M	\$40.31M	31.53%
Leader	\$117.3M	\$36.02M	30.70%
Neptune	\$105.7M	\$49.36M	46.70%
Ebay	\$91.6M	\$33.06M	36.09%
Acclaimed Stores	\$73.4M	\$29.58M	40.32%
walmart	\$72.4M	\$33.06M	45.66%
Electricalslytical	\$68.0M	\$25.34M	37.24%
Electricalsociety	\$67.8M	\$24.41M	36.03%
Staples	\$64.2M	\$24.99M	38.92%
Total	\$3,736.2M	\$1,422.88M	38.08%

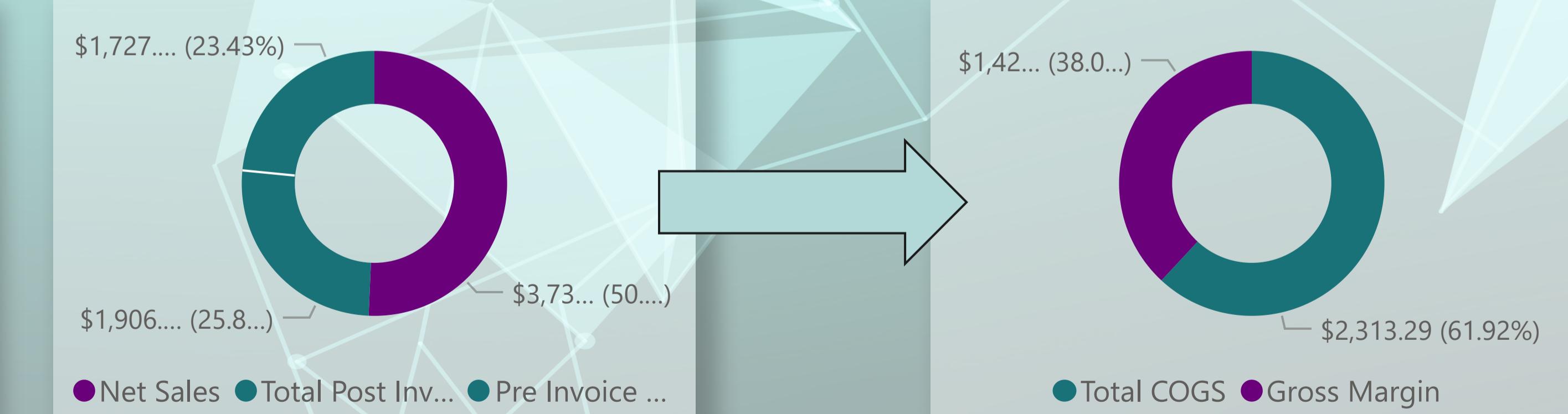
Product Performance

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

Performance Matrix



Unit Performance



vs LY

vs Target



region, market

All



customer

All



segment, category, ...

All



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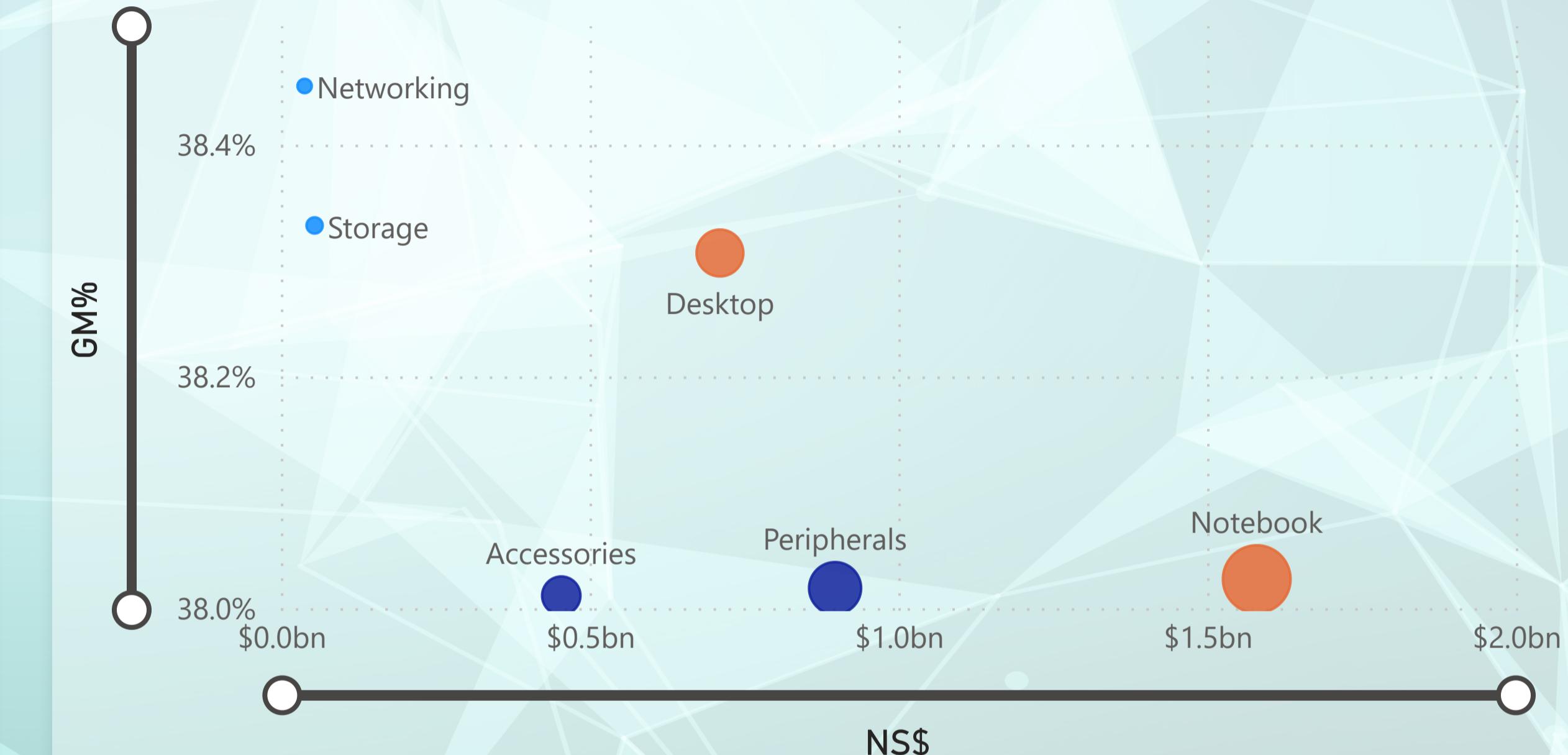
Product Performance

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

Show NP%

Performance Matrix

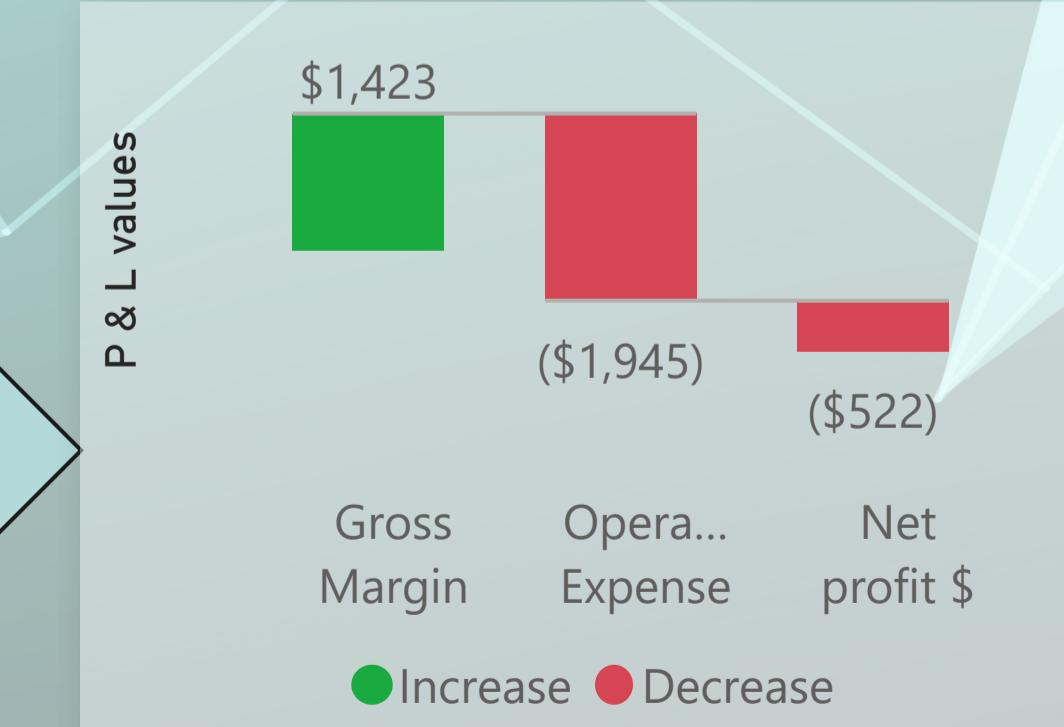
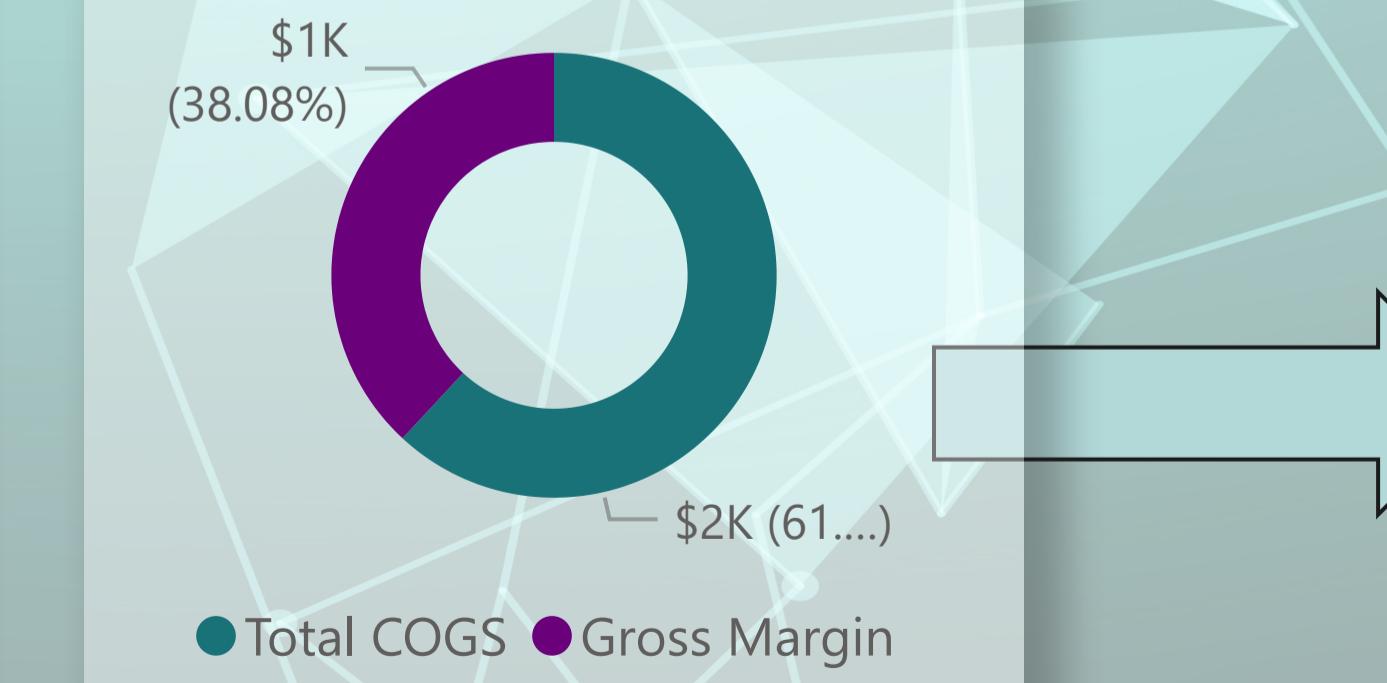
division • N & S • P & A • PC



Region / Market / Customer Performance

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

Unit Economics





region, market

All



customer

All



segment, category, ...

All



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81.17% ✓
LY: 80.21% (+1.2%)

Forecast Accuracy

(\$3.5M) ✓
LY: -0.8M (-361.97%)

Net Error

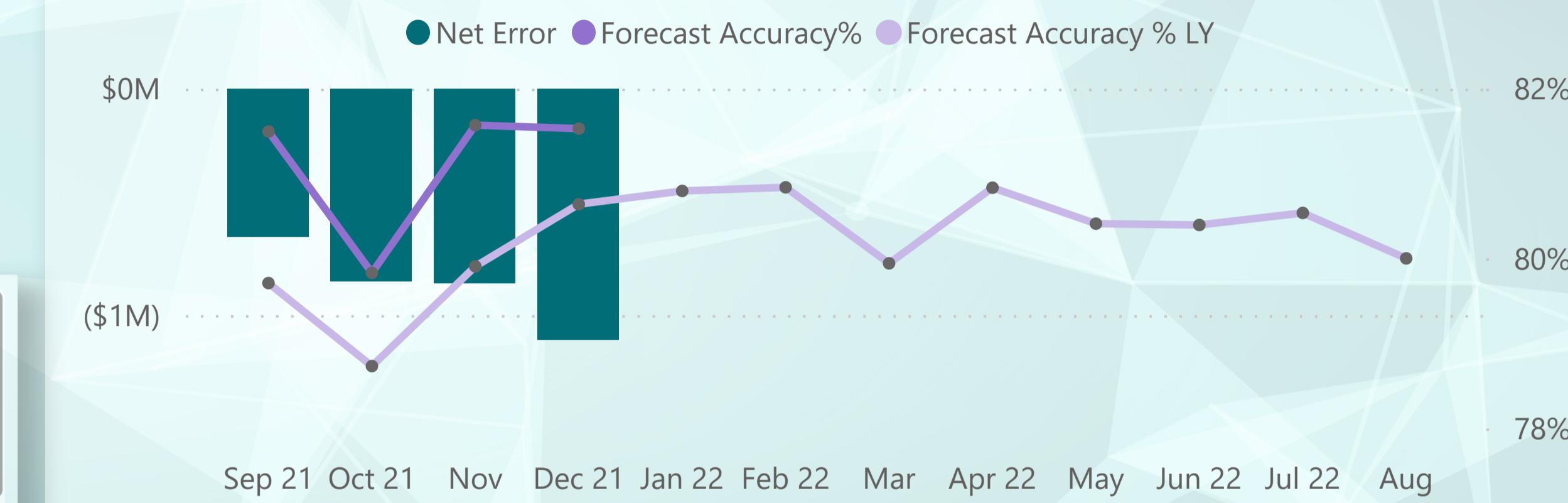
6.9M ✓
LY: 9.8M (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	RISK
Atliq e Store	74.22%	74.59%	(\$294,868)	-9.6%	OOS
Amazon	73.79%	74.54%	(\$464,694)	-9.2%	OOS
AtliQ Exclusive	70.35%	71.69%	(\$359,242)	-11.9%	OOS
Expert	62.93%	60.67%	(\$26,489)	-6.7%	OOS
Acclaimed Stores	57.74%	50.69%	\$83,037	10.7%	EI
Electricalsbea Stores	55.74%	51.56%	(\$6,352)	-9.6%	OOS
Mbit	55.40%	62.34%	(\$43,470)	-22.3%	OOS
Argos (Sainsbury's)	54.78%	56.08%	(\$23,040)	-17.6%	OOS
walmart	54.78%	50.12%	\$84,334	12.1%	EI
Staples	54.45%	49.38%	\$79,821	11.5%	EI
Currys (Dixons Carphone)	54.29%	35.92%	\$8,104	6.0%	EI
Flipkart	54.21%	52.59%	(\$13,616)	-1.1%	OOS
Power	54.06%	56.72%	(\$11,212)	-10.2%	OOS
Nomad Stores	53.44%	50.59%	\$3,394	1.3%	EI
Total	81.17%	80.21%	(\$3,472,690)	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy%	Forecast Accuracy % LY	Net Error	Net Error %	RISK
Networking	93.06%	90.40%	(\$12,967)	-1.7%	OOS
Desktop	87.53%	84.37%	\$78,576	10.2%	EI
Accessories	87.42%	77.66%	\$341,468	1.7%	EI
Notebook	87.24%	79.99%	(\$47,221)	-1.7%	OOS
Storage	71.50%	83.54%	(\$628,266)	-25.6%	OOS
Peripherals	68.17%	83.23%	(\$3,204,280)	-31.8%	OOS
Total	81.17%	80.21%	(\$3,472,690)	-9.5%	OOS



region, market

All

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segment, category, ...

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Q1

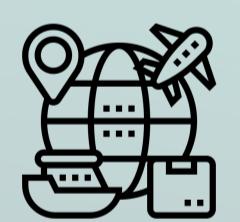
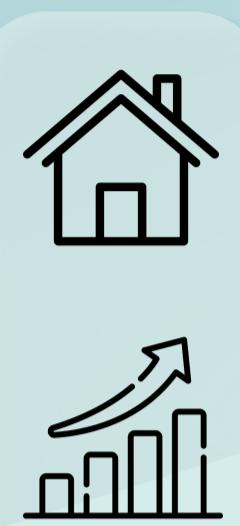
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\$3.74bn !
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Net Sales

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GM%

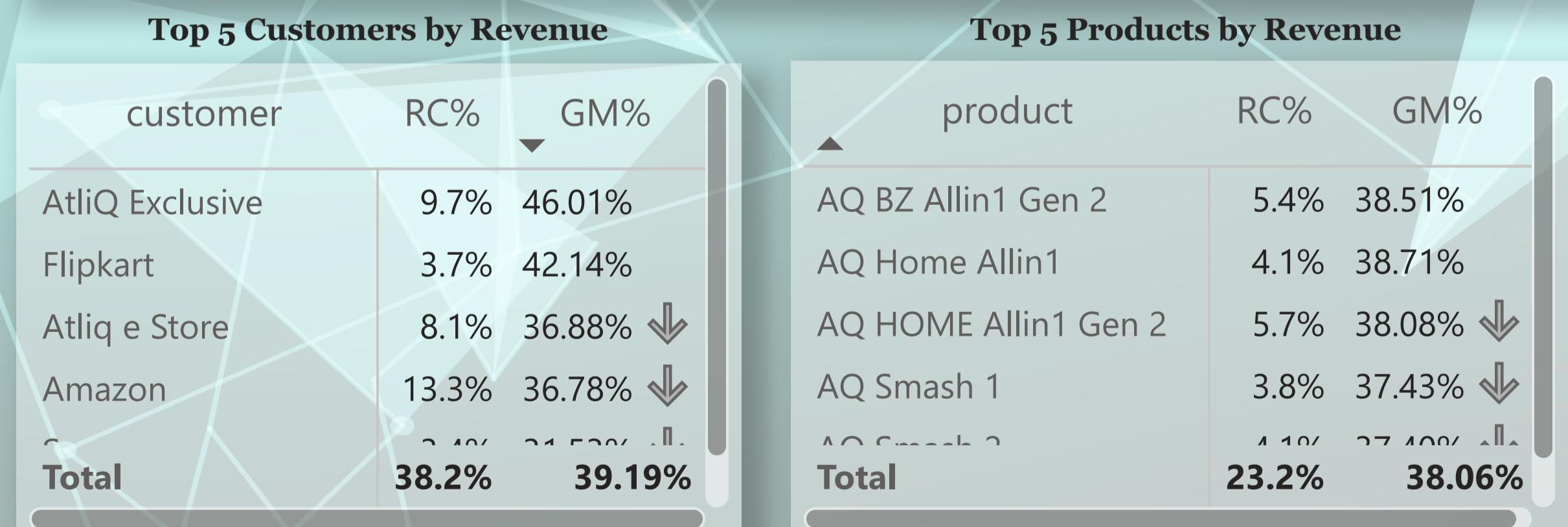
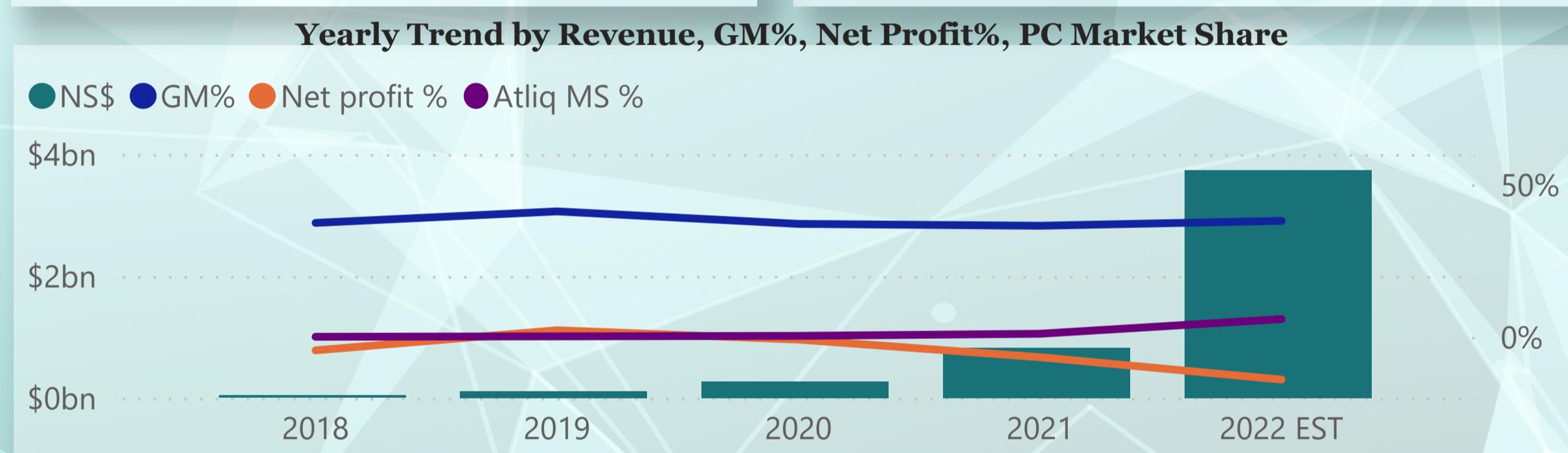
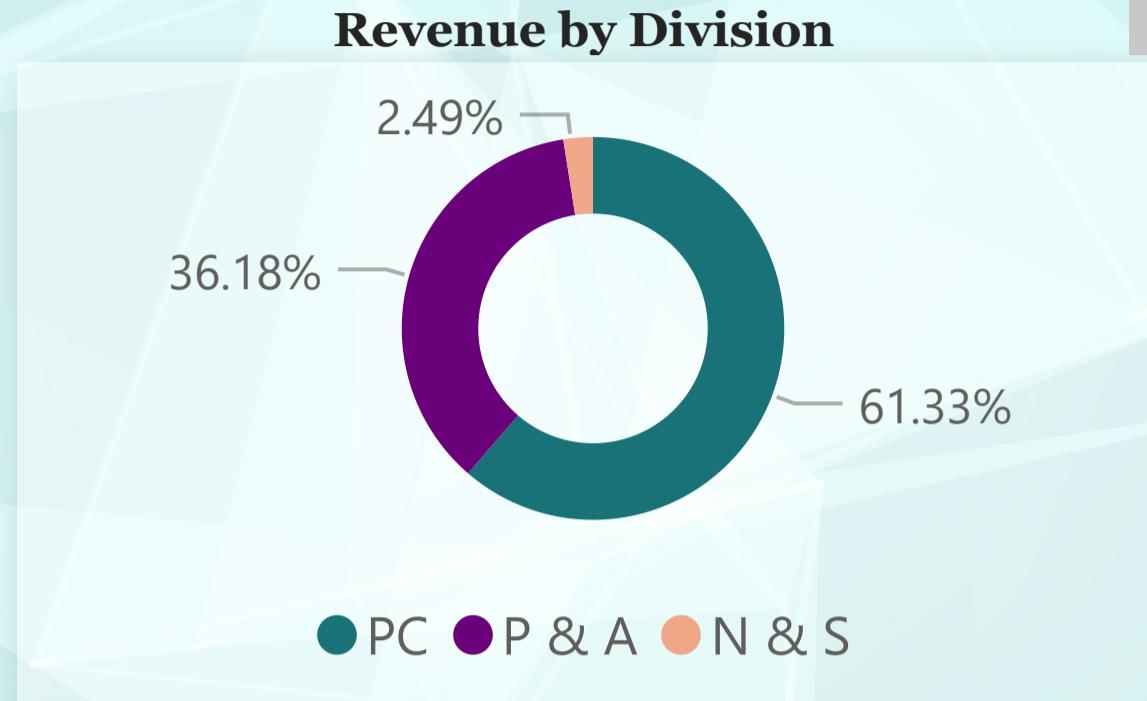
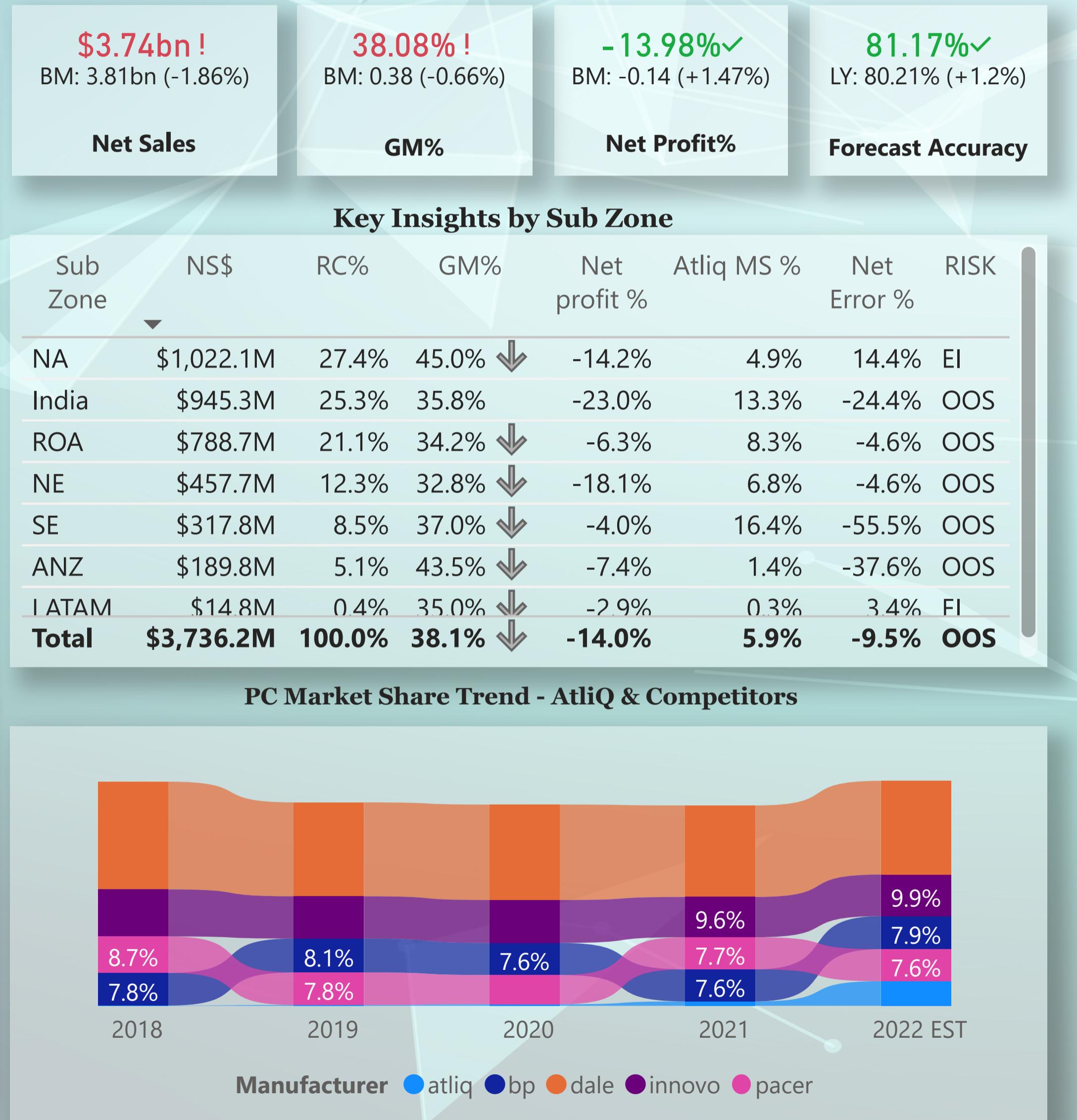
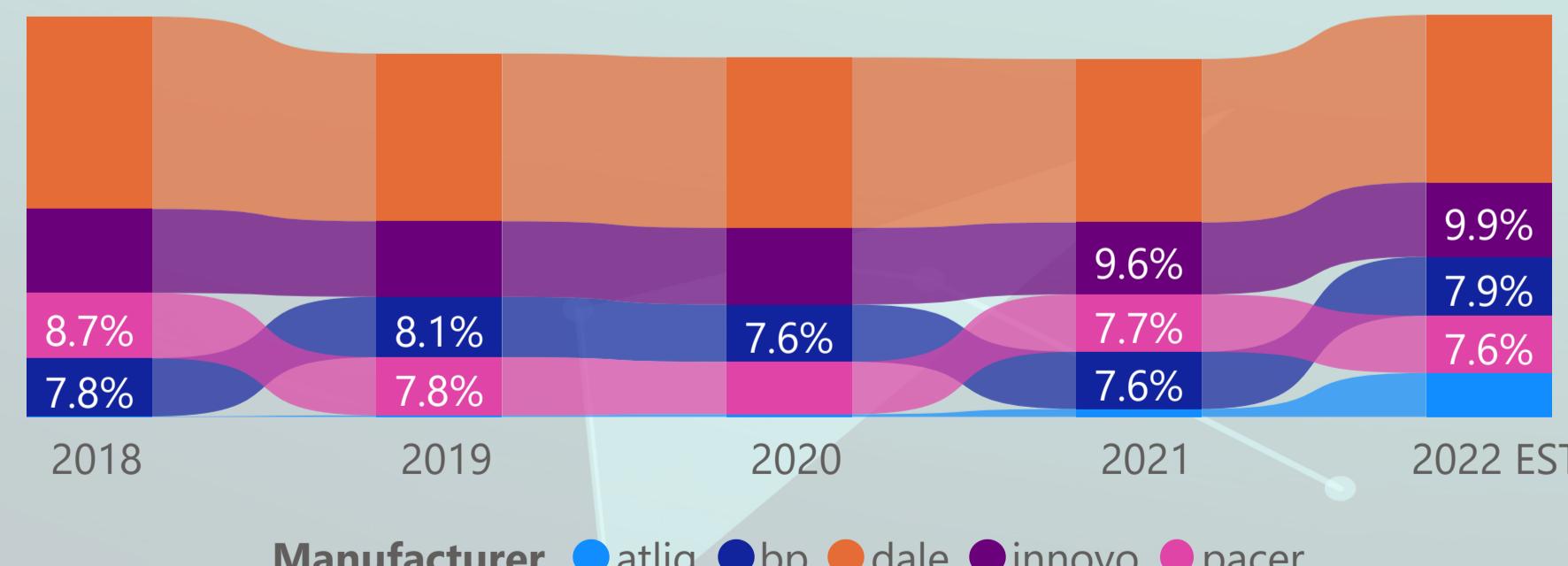
-13.98%✓
BM: -0.14 (+1.47%)
Net Profit%

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

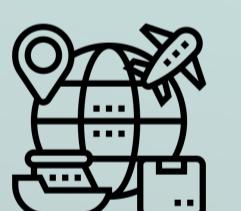
Key Insights by Sub Zone

Sub Zone	NS\$	RC%	GM%	Net profit %	Atliq MS %	Net Error %	RISK
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	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
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
I LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	FI
Total	\$3,736.2M	100.0%	38.1% 	-14.0%	5.9%	-9.5% OOS	

PC Market Share Trend - AtliQ & Competitors



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



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