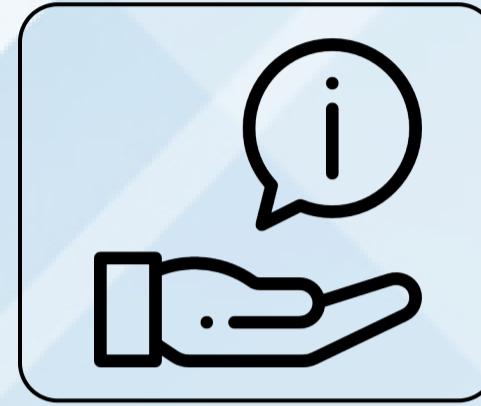


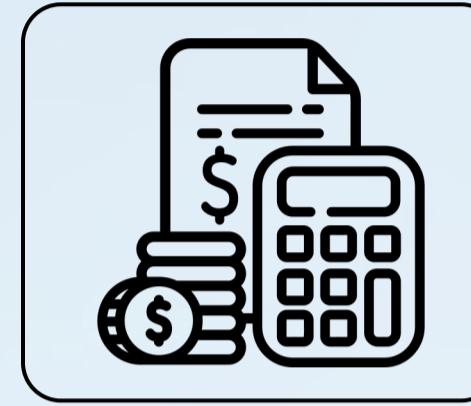


Business Insights 360



Info

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



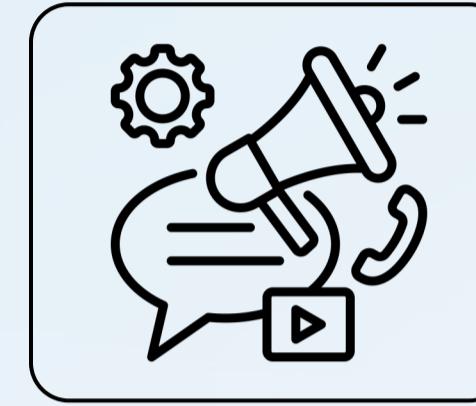
Finance View

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



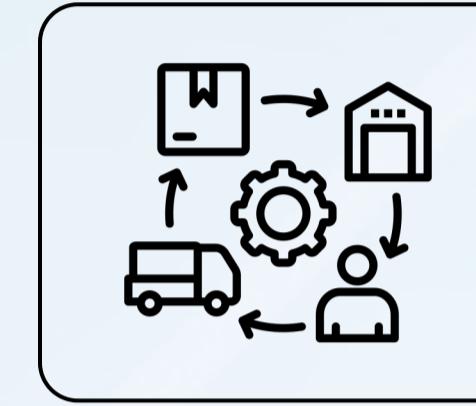
Sales View

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**.



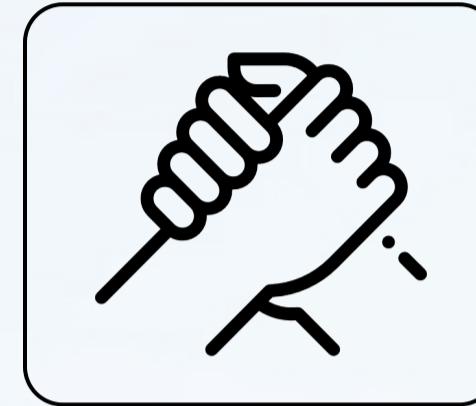
Supply Chain View

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

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over time

vs LY

vs Target

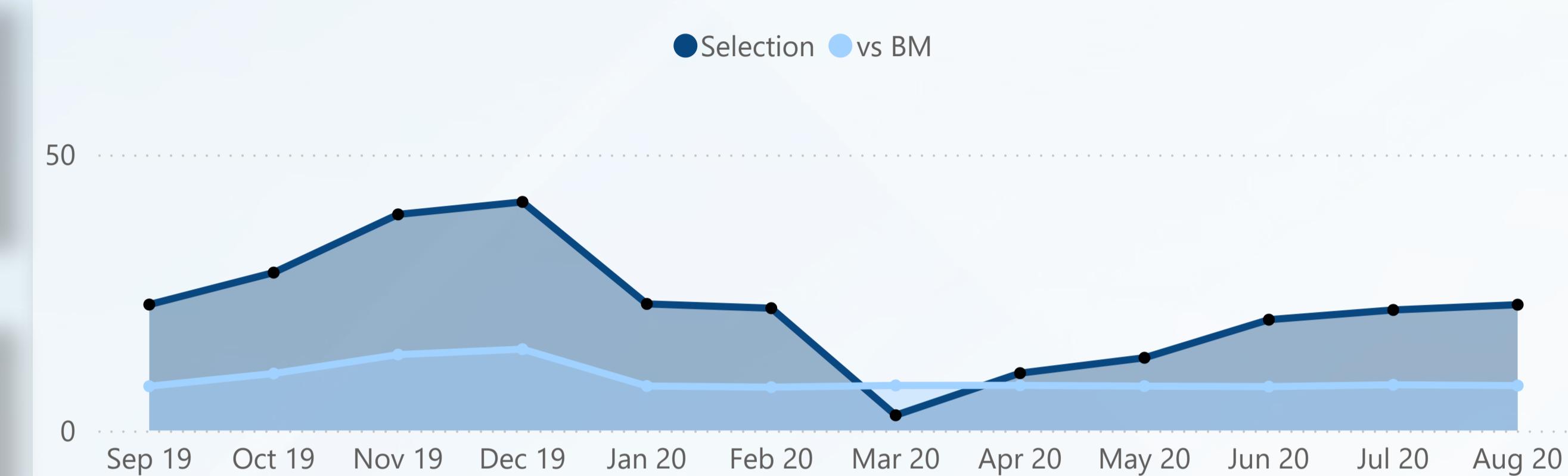
\$267.98M ✓
 BM: 111.37M
 (+140.61%)
Net Profit %

37.10%!
 BM: 41.20% (-9.95%)
GM%

-0.85%!
 BM: 2.21% (-138.68%)
Net Profit %

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



Top / Bottom Product & Customer by Net Sales

region	P & L Values	P & L Chg %
APAC	148.0	107.48
EU	55.8	224.03
LATAM	2.0	141.89
NA	62.2	182.70
Total	268.0	140.61

segment	P & L Values	P & L Chg %
Accessories	66.2	136.21
Desktop	0.9	51.00
Networking	26.2	166.63
Notebook	86.4	207.22
Peripherals	60.6	99.17
Storage	27.6	140.61
Total	268.0	140.61



Region, Market

All

Customer

All

Segment, Category, Product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

Performance Matrix

vs LY

vs Target

Customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AtliQ Exclusive	\$22.97M	10.52M	45.79%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Synthetic	\$5.75M	2.54M	44.23%
Novus	\$4.88M	2.01M	41.28%
Electricalsociety	\$4.56M	1.54M	33.77%
Neptune	\$4.41M	1.70M	38.66%
Expression	\$3.86M	1.23M	31.95%
Total	\$267.98M	99.42M	37.10%



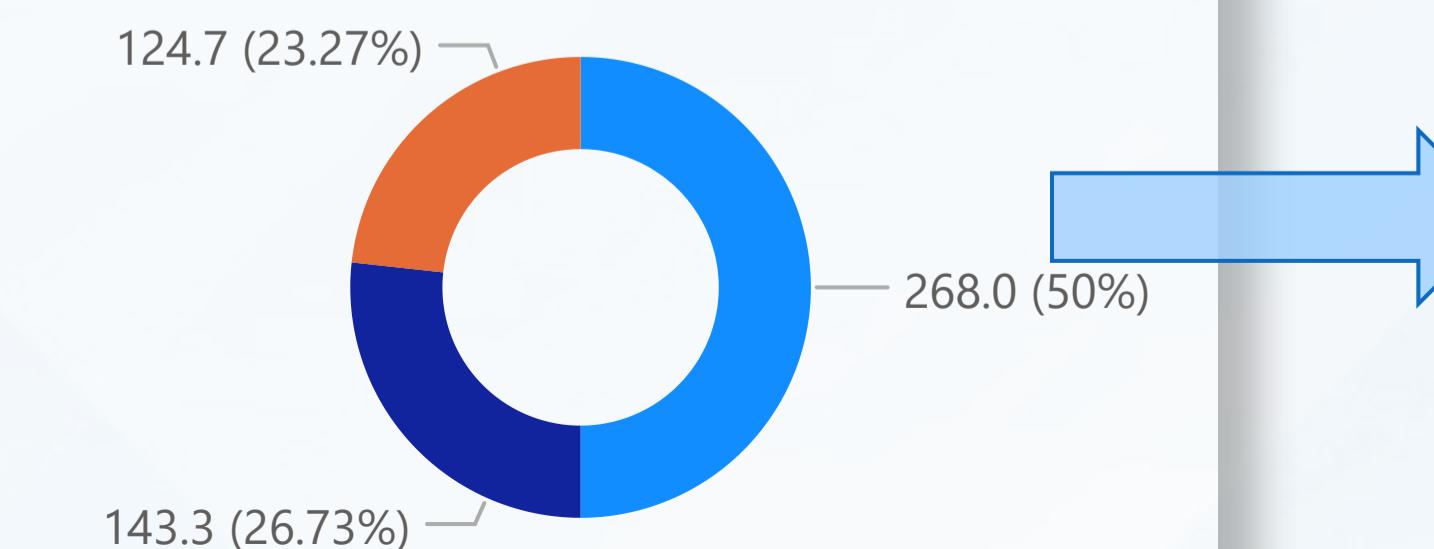
Product Performance

Unit Economics

Segment	NS \$	GM \$	GM %
+ Desktop	\$0.95M	0.35M	36.47%
+ Networking	\$26.22M	9.83M	37.51%
+ Storage	\$27.56M	9.93M	36.05%
+ Peripherals	\$60.63M	22.72M	37.47%
+ Accessories	\$66.23M	24.56M	37.07%
+ Notebook	\$86.39M	32.04M	37.08%
Total	\$267.98M	99.42M	37.10%

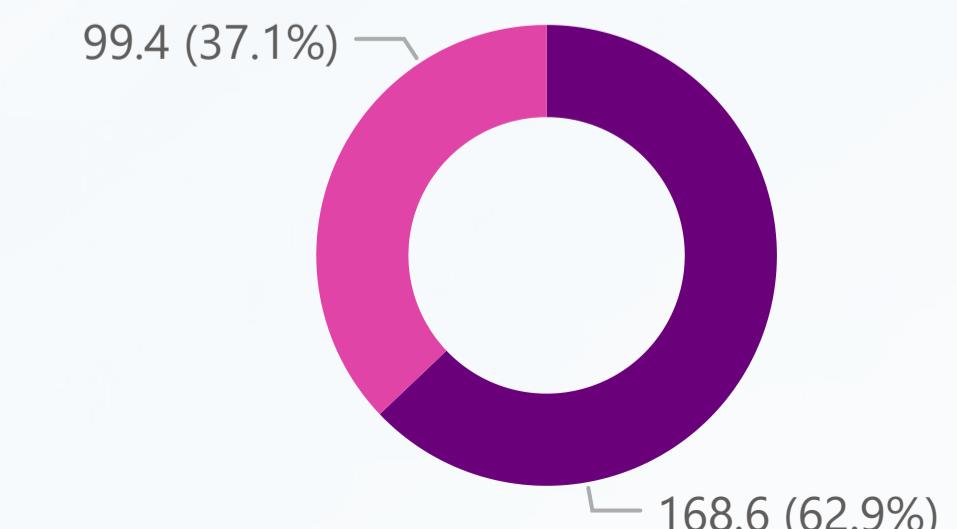
P & L Values by Description

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



P & L Values by Description

● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
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Q1

Q2

Q3

Q4

YTD

YTG

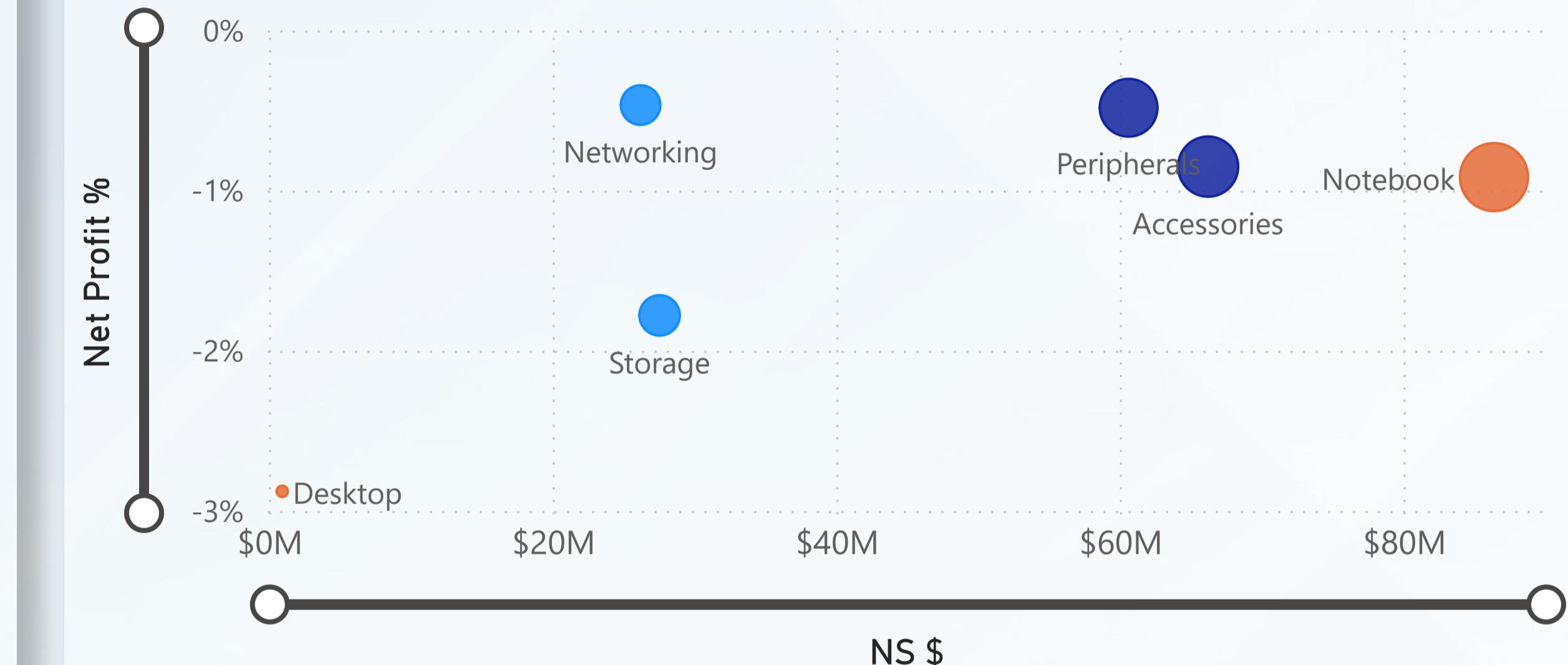
Customer Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
+ Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
+ Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
+ Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
+ Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
+ Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Show GM%

Performance Matrix

division • N & S • P & A • PC

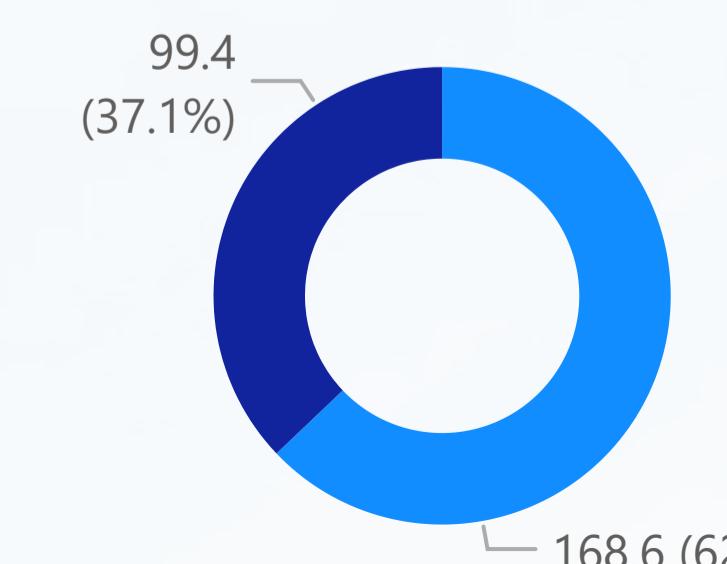


Product Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
+ EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
+ LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%
+ NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

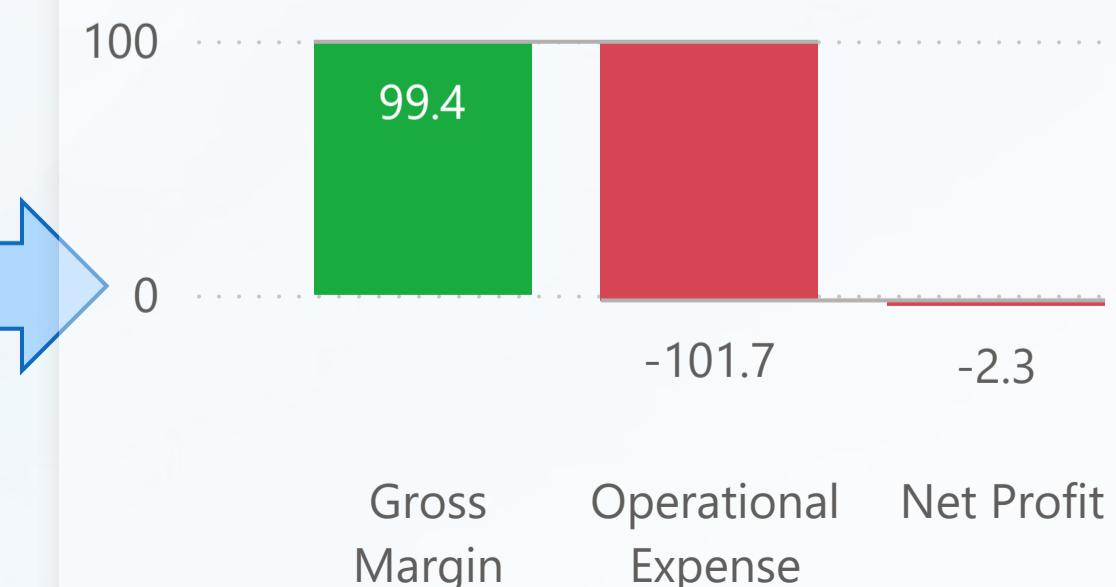
P & L Values by Description

● Total COGS ● Gross Margin



P & L Values by Description

● Increase ● Decrease





region, market

All

customer

All

segment, category, product

All

2019

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2021

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Q1

Q2

Q3

Q4

YTD

YTG

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy**491.6K ✓**

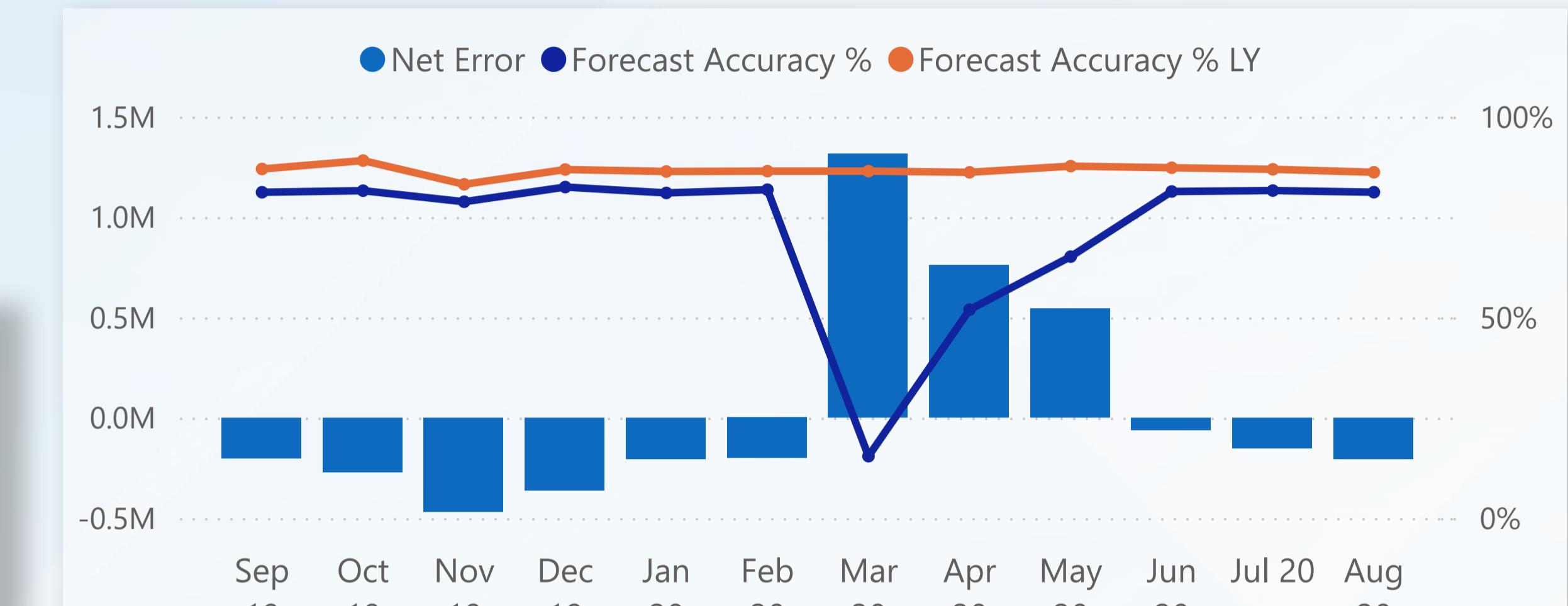
LY: 637.5K (+22.88%)

Net Error**5743.2K!**

LY: 1547.8K (-271.06%)

ABS Error**Profit and Loss Statement**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.8%	OOS
All-Out	35.18%		5699	25.3%	EI
Amazon	48.43%	78.07%	-917373	-31.9%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	EI
Atlas Stores	39.19%	47.32%	24488	26.1%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.5%	OOS
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
BestBuy	7.31%	26.90%	-44305	-32.5%	OOS
Billa	26.05%	36.08%	-2483	-5.8%	OOS
Boulanger	38.12%	45.56%	-7244	-8.8%	OOS
Chip 7	41.32%	30.35%	79770	37.4%	EI
Chiptec	27.04%		-4136	-10.9%	OOS
Circuit City	9.90%	26.23%	-47555	-34.8%	OOS
Control	30.41%	36.19%	-20992	-11.3%	OOS
Coolblue	43.16%	55.15%	15660	11.4%	EI
Costco	33.18%	38.04%	8127	2.9%	EI
Croma	35.49%	48.82%	28591	10.1%	EI
Currvs (Dixons)	35.91%	48.54%	3806	4.7%	EI
Total	72.99%	86.45%	491599	2.3%	EI

Accuracy / Net Error Trend**Key Metrics by Products**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
+ Storage	81.01%	80.25%	698487	14.9%	EI
+ Notebook	76.65%	83.02%	146640	22.6%	EI
+ Peripherals	75.18%	85.06%	193476	7.4%	EI
+ Accessories	71.42%	90.20%	-167818	-1.4%	OOS
+ Desktop	70.07%		-52	-2.0%	OOS
+ Networking	52.50%	81.50%	-379134	-28.9%	OOS
Total	72.99%	86.45%	491599	2.3%	EI



region, market

All

customer

All

segment, category, product

All

2019

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vs LY

vs Target

YTD

YTG

\$267.98M✓

BM: 111.37M

(+140.61%)

Net Profit %

37.10%!

BM: 41.20% (-9.95%)

GM%

-0.85%!

BM: 2.21% (-138.68%)

Net Profit %

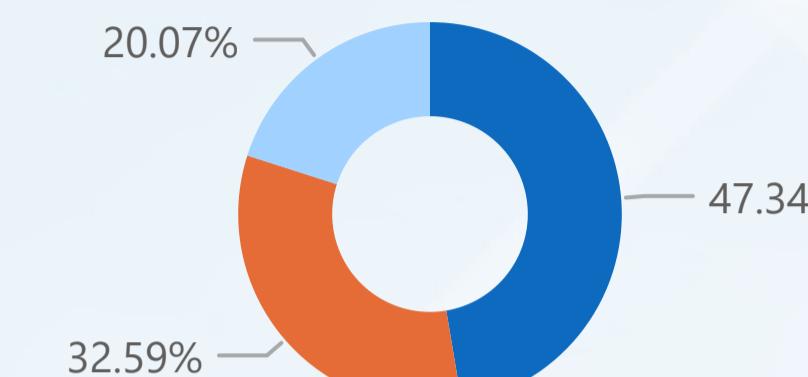
72.99%!

BM: 86.45% (-15.57%)

Forecast Accuracy

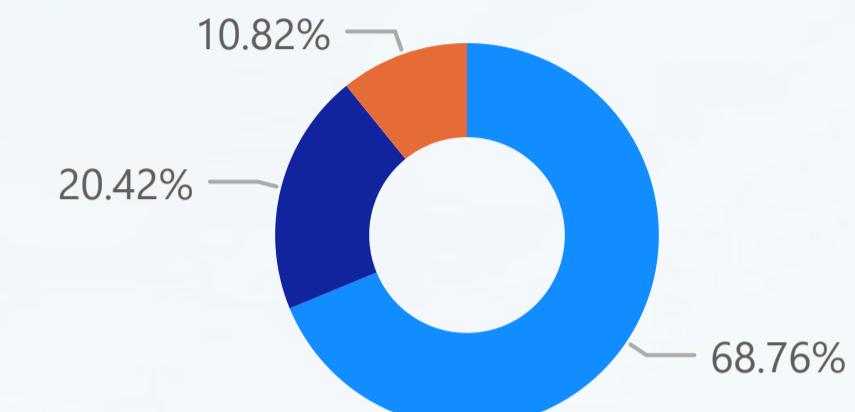
Revenue by Division

P & A ● PC ● N & S



Revenue by Channel

Retailer ● Direct ● Distributor

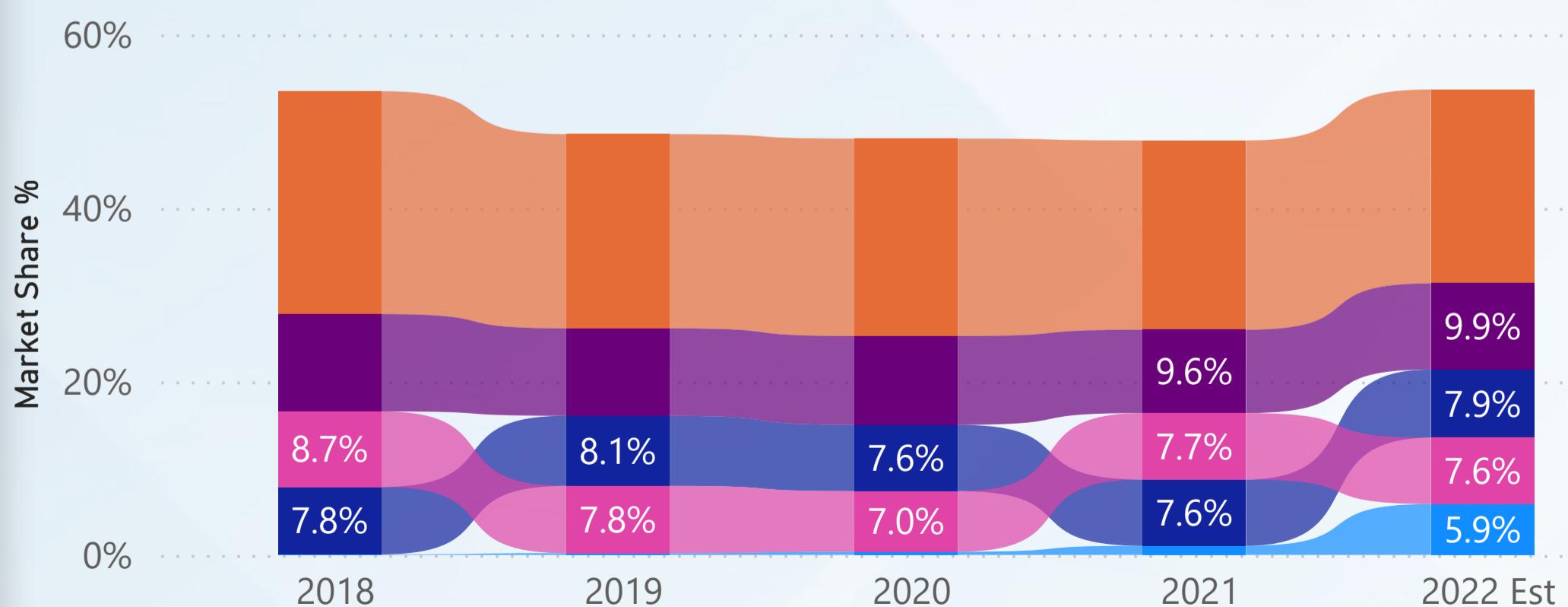


Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	\$16.8M	6.3%	42.4% ↓	12.6%	0.1%	24.2%	EI
NA	\$62.2M	23.2%	39.3% ↑	-1.8%	0.3%	-22.1%	OOS
ROA	\$66.5M	24.8%	38.1% ↓	8.9%	0.6%	9.4%	EI
NE	\$30.7M	11.4%	38.0% ↑	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6% ↓	7.0%	1.1%	11.0%	EI
India	\$64.7M	24.2%	32.1% ↓	-14.7%	0.8%	-0.8%	OOS
LATAM	\$2.0M	0.7%	31.0% ↓	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1% ↓	-0.9%	0.4%	2.3%	EI

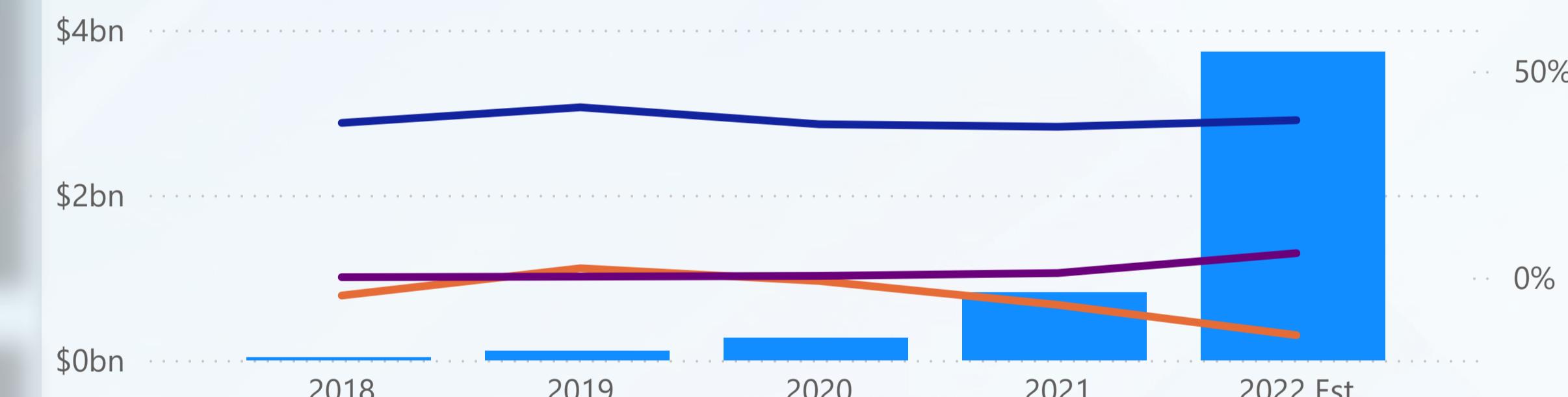
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



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

● NS \$ ● GM % ● Net Profit % ● Atliq MS %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.22% ↓
Flipkart	4.1%	33.54% ↓
AtliQ Exclusive	8.6%	45.79% ↓
Atliq e Store	11.8%	37.47% ↓
Amazon	18.6%	37.96% ↓
Total	46.2%	38.44%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47% ↓
AQ BZ Gen Y	4.5%	36.99% ↓
AQ Lite	4.3%	36.47% ↓
AQ Wi Power Dx1	4.4%	36.97% ↓
AQ Wi Power Dx2	5.4%	37.96% ↓
Total	22.9%	37.02%



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?