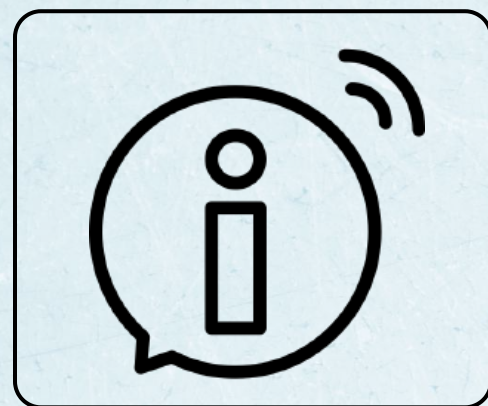




## Business Insights 360



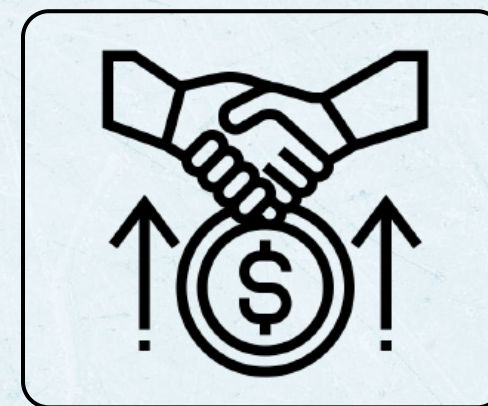
### Info

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



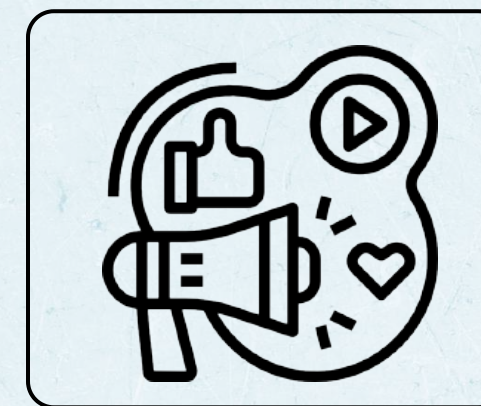
### Finance View

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



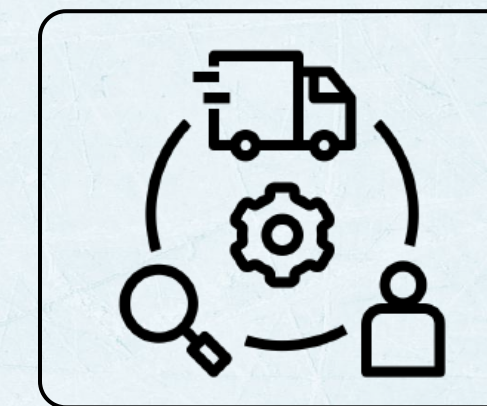
### Sales View

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



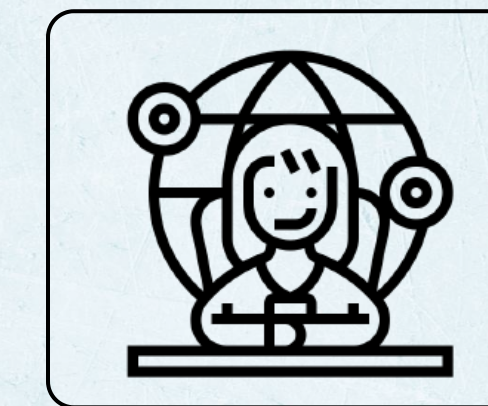
### Marketing

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.



	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	<b>\$9,838.11M</b>
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	<b>\$7,532.54M</b>
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	<b>\$1,661.40M</b>
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	<b>\$902.65M</b>
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	<b>\$4,968.48M</b>





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

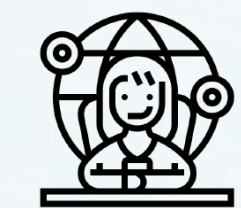
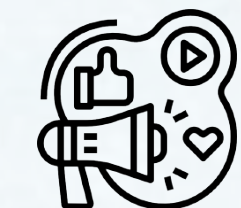
Q2

Q3

Q4

YTD

YTG



**\$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 %**

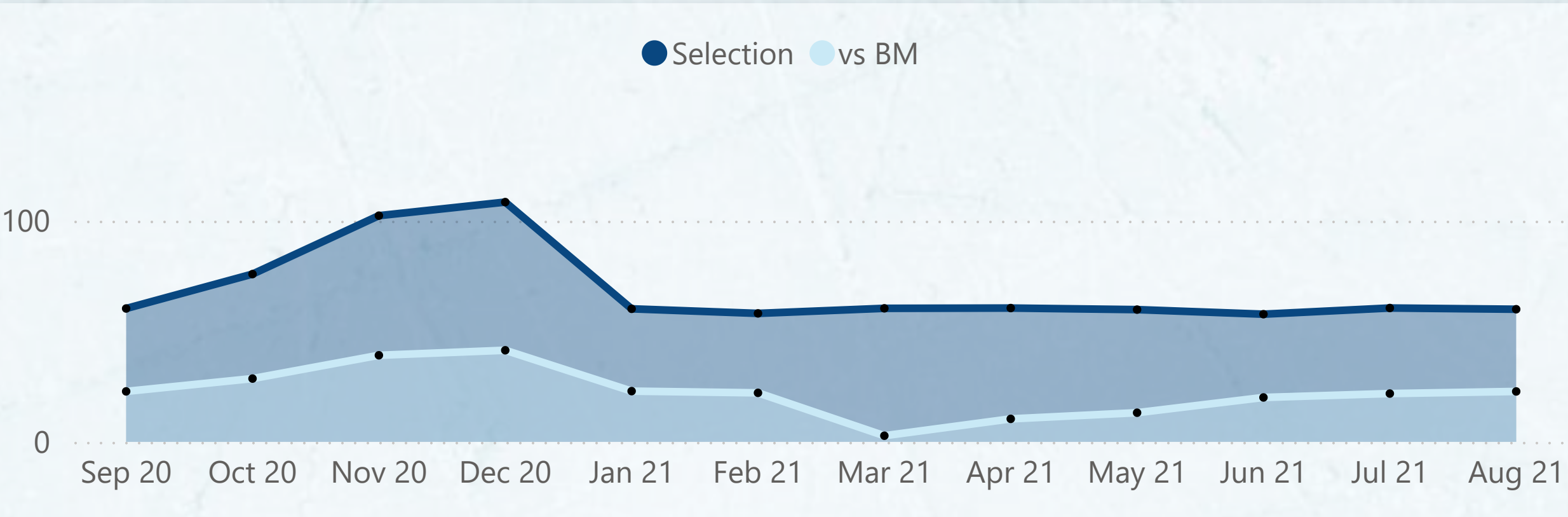
**Profit and Loss Statement**

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 Performace Over Time**

vs LY

vs Target



**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
⊕ APAC	441.98	198.67	⊕ Accessories	244.85	269.67
⊕ EU	200.77	259.88	⊕ Desktop	46.43	4,791.34
⊕ LATAM	3.16	58.40	⊕ Networking	45.16	72.26
⊕ NA	177.94	186.03	⊕ Notebook	266.49	208.45
<b>Total</b>	<b>823.85</b>	<b>207.43</b>	⊕ Peripherals	166.51	174.64
			⊕ Storage	54.42	97.48
			<b>Total</b>	<b>823.85</b>	<b>207.43</b>

BM = Benchmark, LY=Last Year





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Propel	\$14.14M	5.34M	37.77%
Total	\$823.85M	300.63M	36.49%

Product Performance

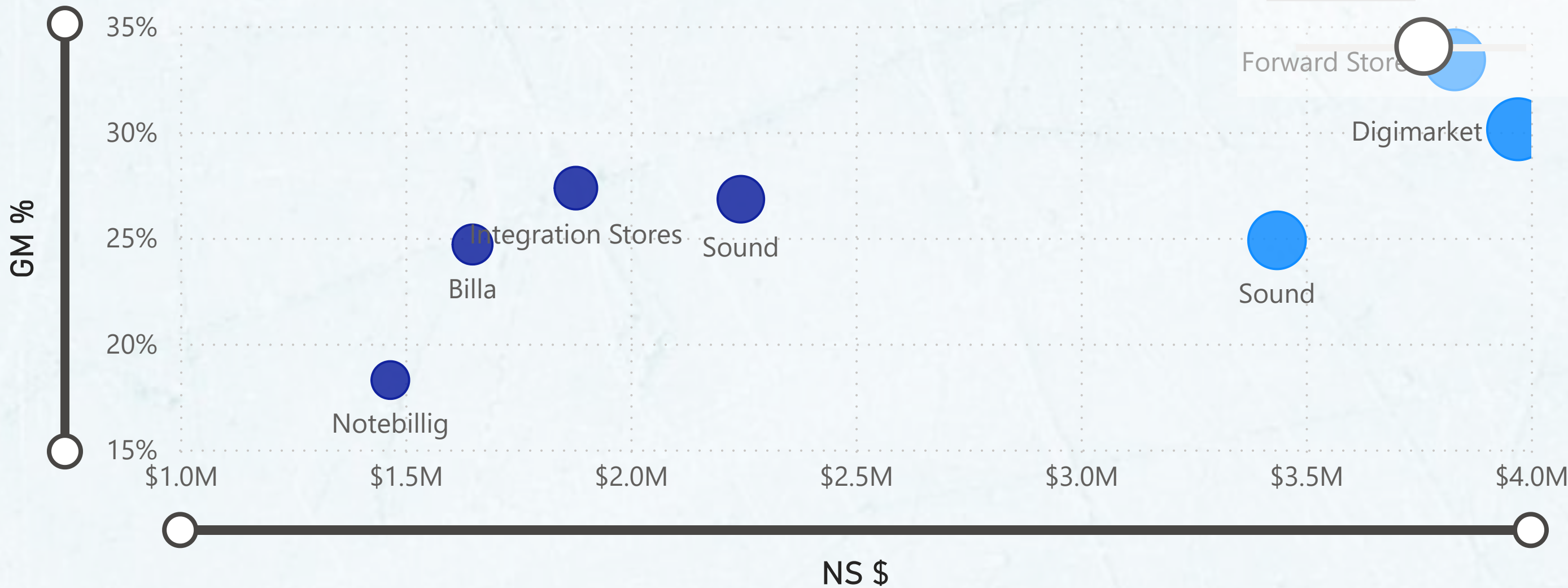
segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

Performance Matrix

vs LY

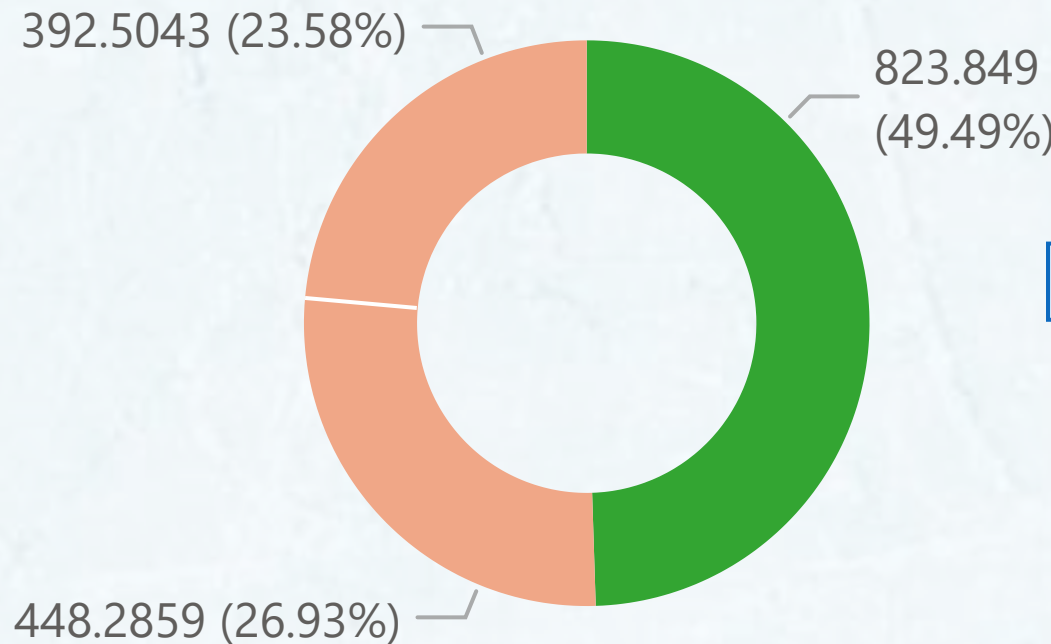
vs Target

region APAC EU

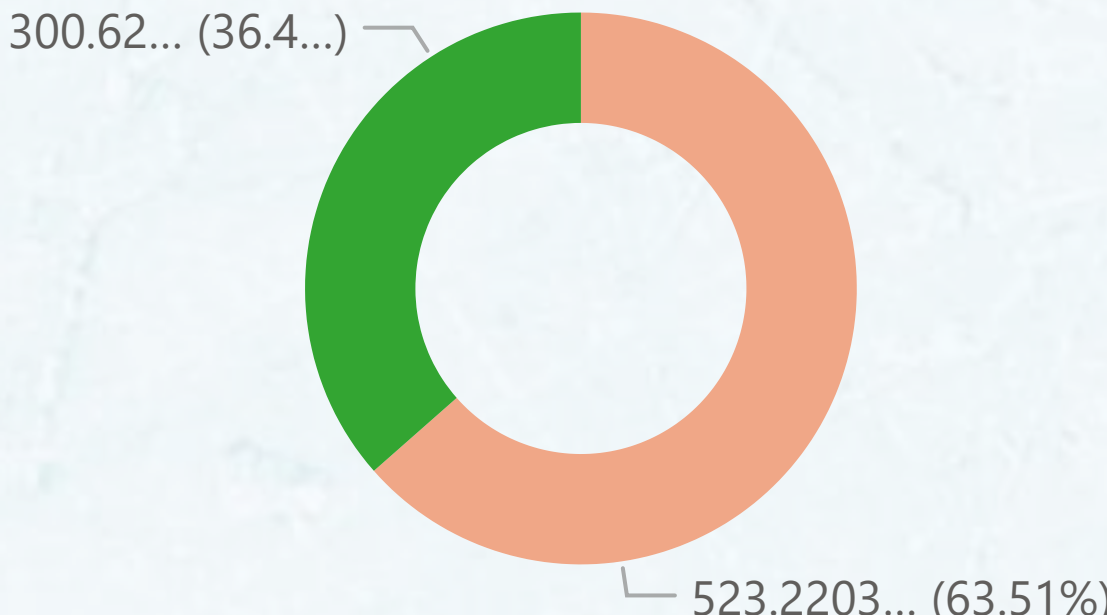


Unit Economics

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



Total COGS Gross Margin







region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

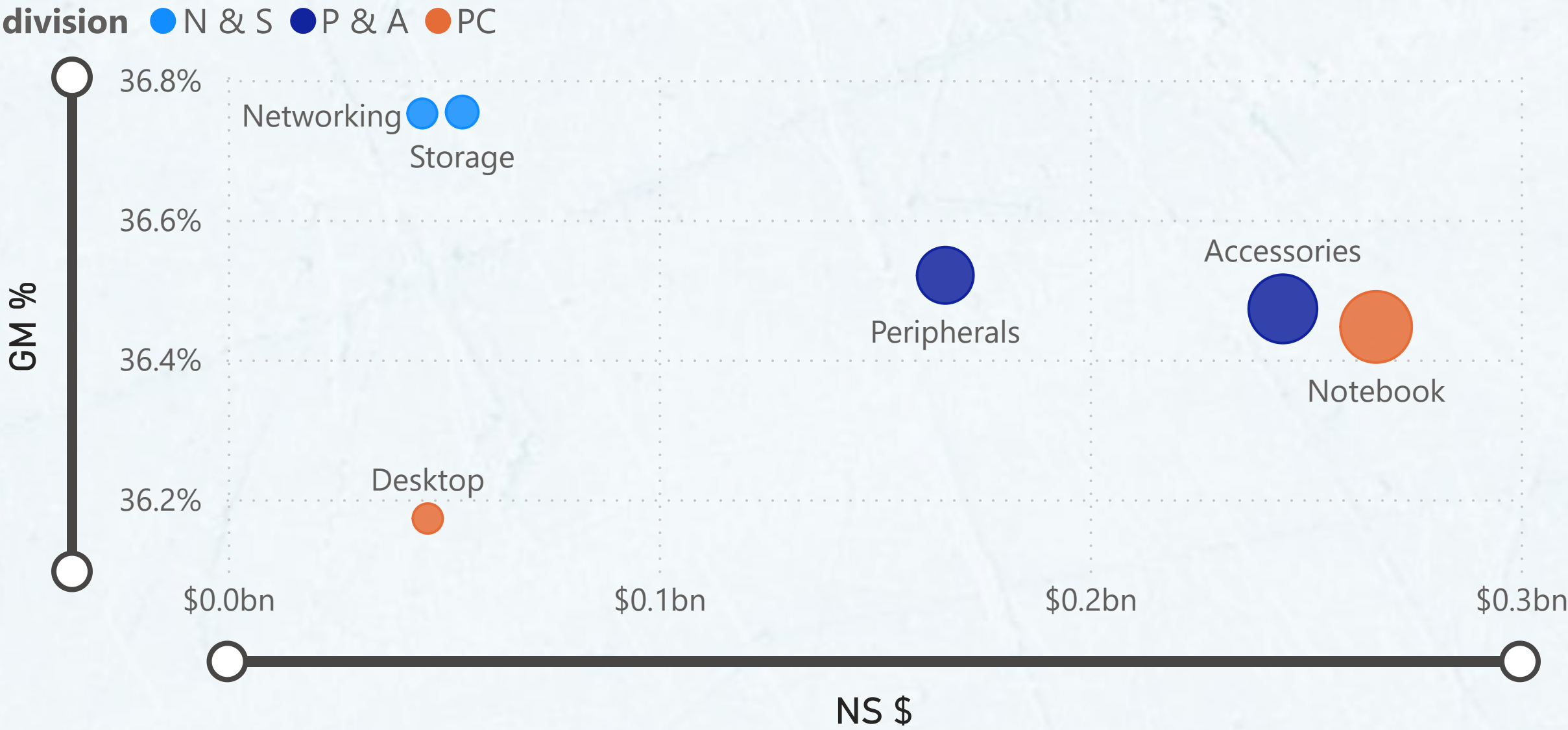
YTG

Product Performance

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

Show NP %

Performance Matrix

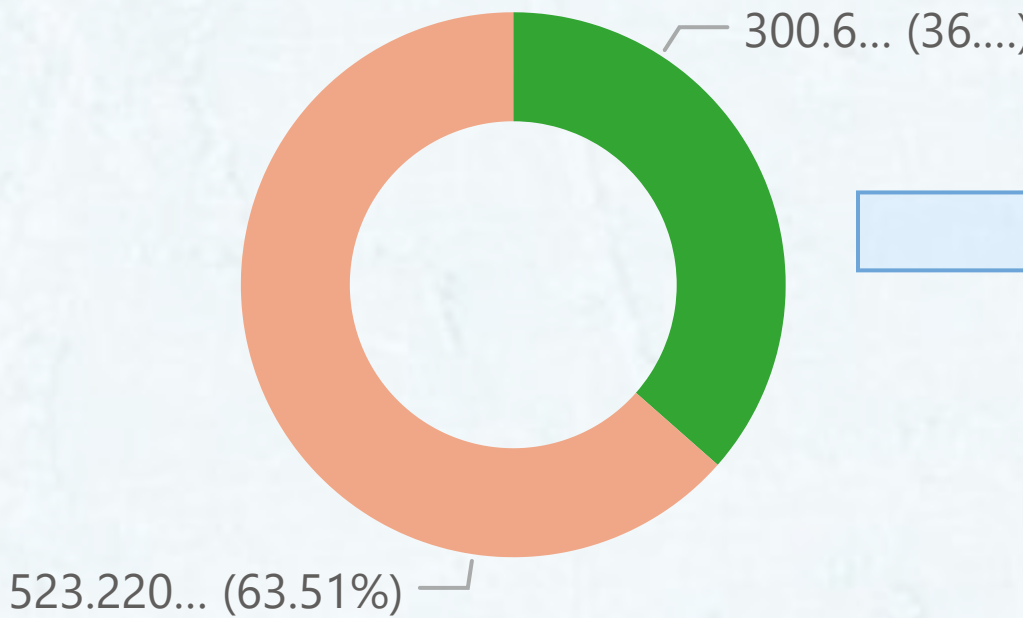


Region / Market / Customer performance

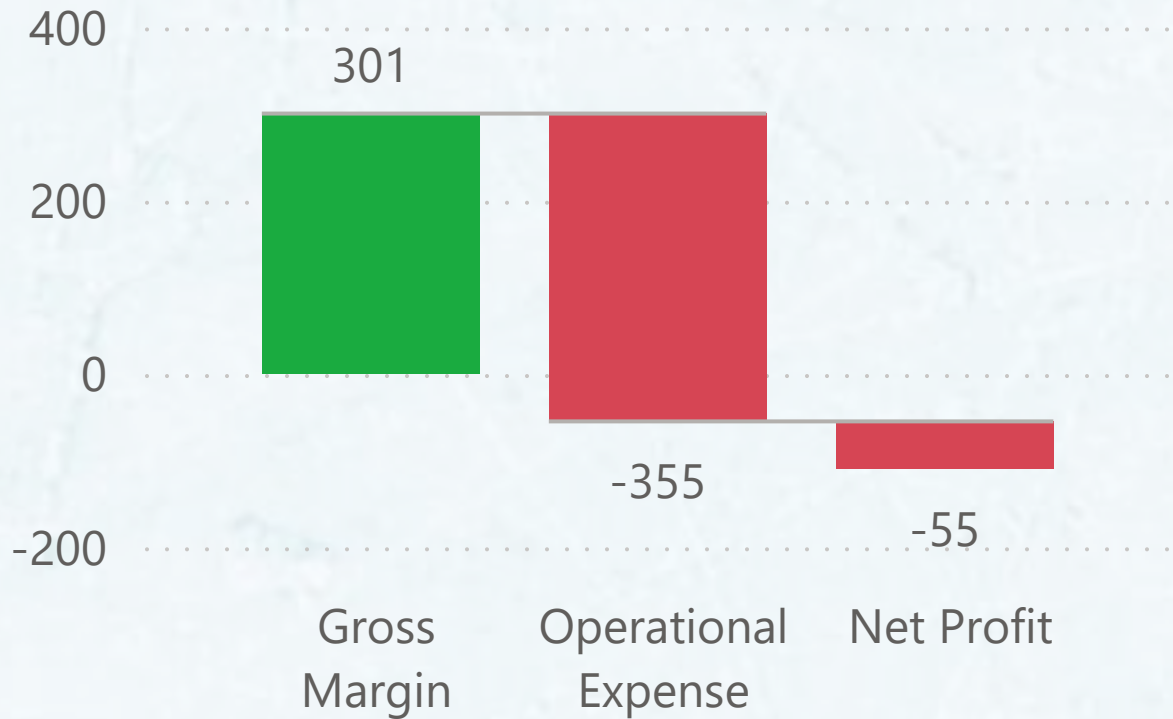
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease







region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

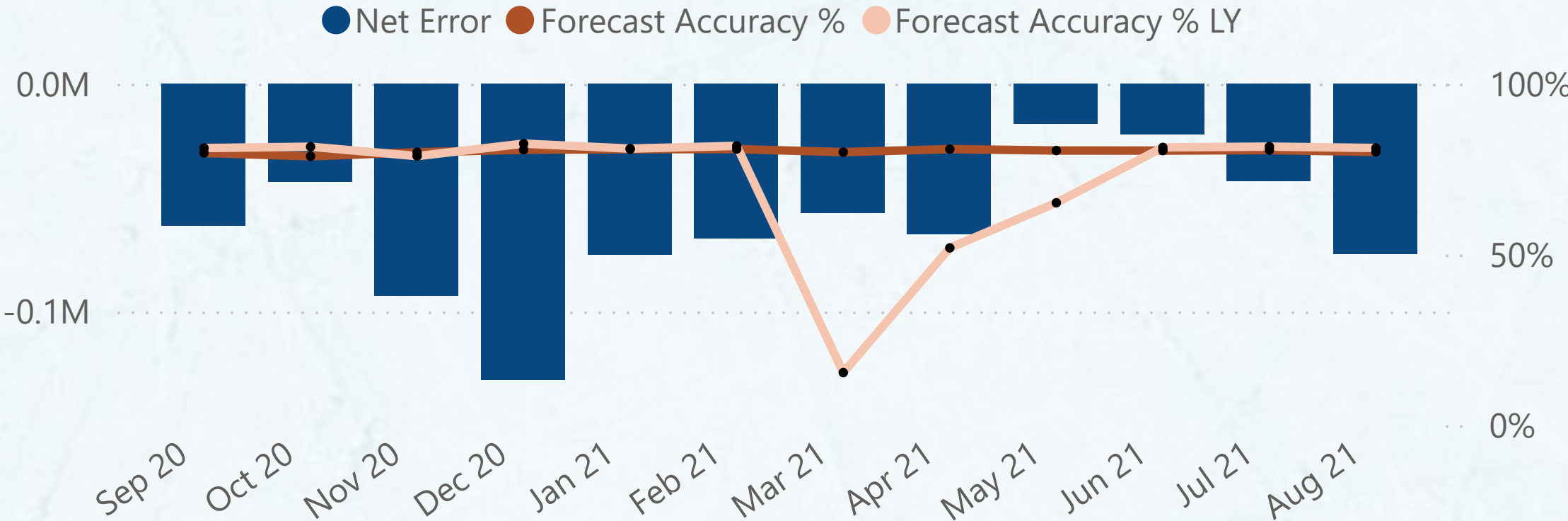
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Atlas Stores	48.16%	39.19%	99521	29.6%	EI
Boulanger	58.77%	38.12%	81786	18.3%	EI
Chip 7	53.44%	41.32%	95124	18.8%	EI
Chiptec	52.54%	27.04%	72175	22.1%	EI
Coolblue	52.95%	43.16%	116840	26.9%	EI
Croma	42.78%	35.49%	45046	6.0%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.4%	EI
Electricalslytical	50.82%	39.26%	130903	12.2%	EI
Electricalsocity	50.35%	42.87%	9221	0.9%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	EI
Elite	51.48%	40.14%	4296	1.4%	EI
Epic Stores	52.19%	38.40%	11914	3.8%	EI
Euronics	60.79%	42.25%	58391	15.3%	EI
Expert	60.67%	48.84%	69286	12.0%	EI
Expression	44.32%	37.52%	2997	0.4%	EI
Ezone	44.11%	33.17%	26876	3.5%	EI
Total	80.21%	72.99%	-751714	-1.5%	OOS

Accuracy / Net Error Trend

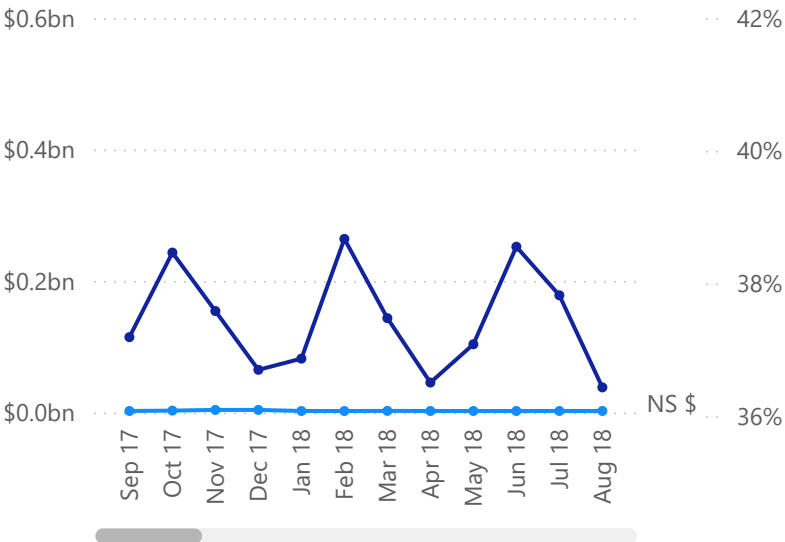


Key Metrics by Products

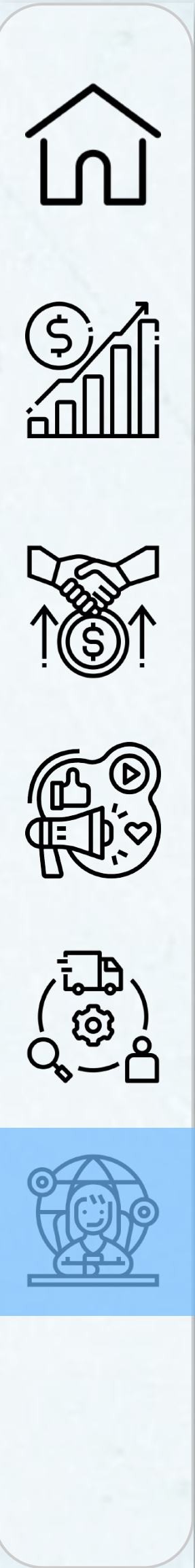
segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.54%	81.01%	1507656	-6.36%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Desktop	84.37%	70.07%	16205	-7.04%	EI
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Accessories	77.66%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



# NS & GM % For







region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

Net Sales

**\$823.85M**✓

BM: 267.98M

(+207.43%)

GM %

**36.49% !**

BM: 37.10% (-1.65%)

Net Profit %

**-6.63% !**

BM: -0.85%

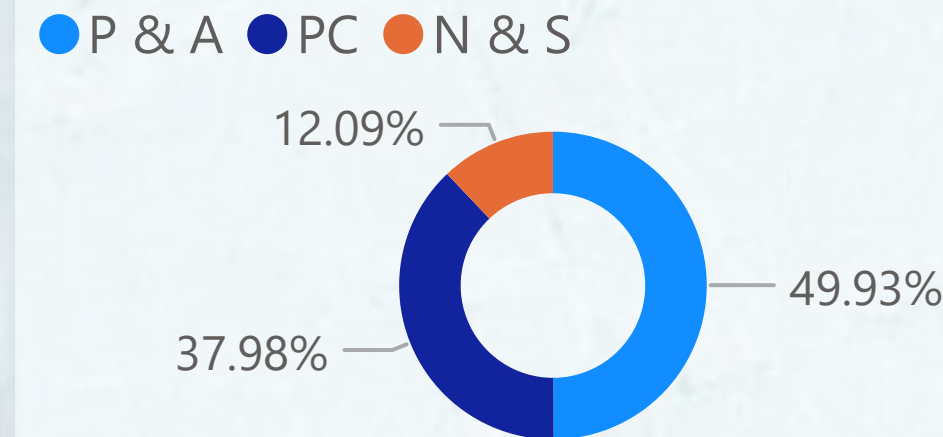
(-676.38%)

Forecast Accuracy

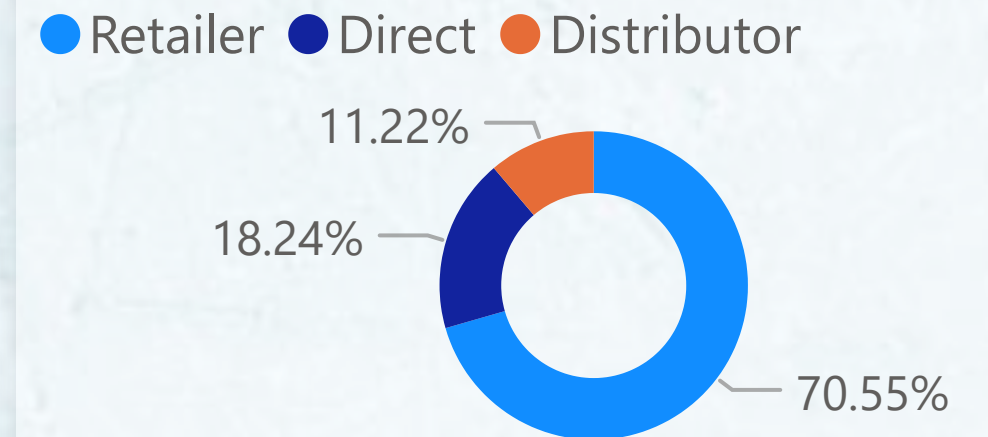
**80.21%**✓

BM: 72.99% (+9.88%)

Revenue by Division



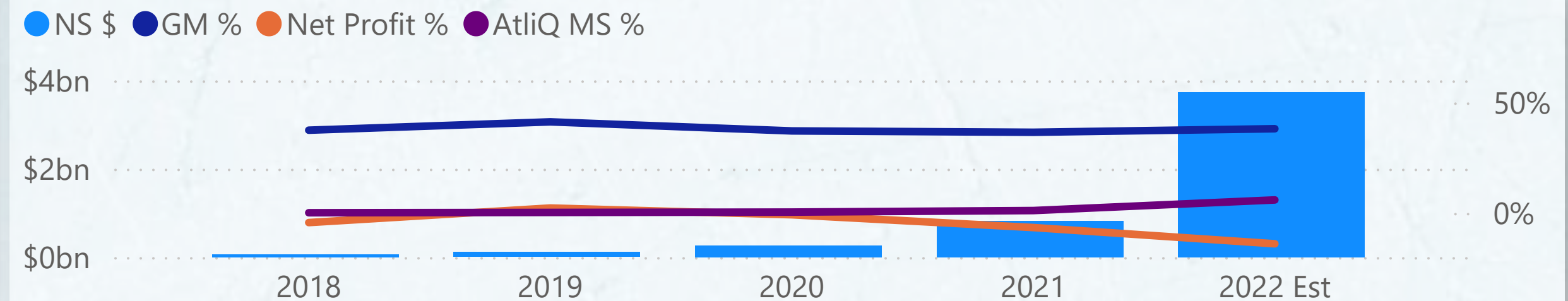
Revenue by Channel



Key Insights By Sub Zone

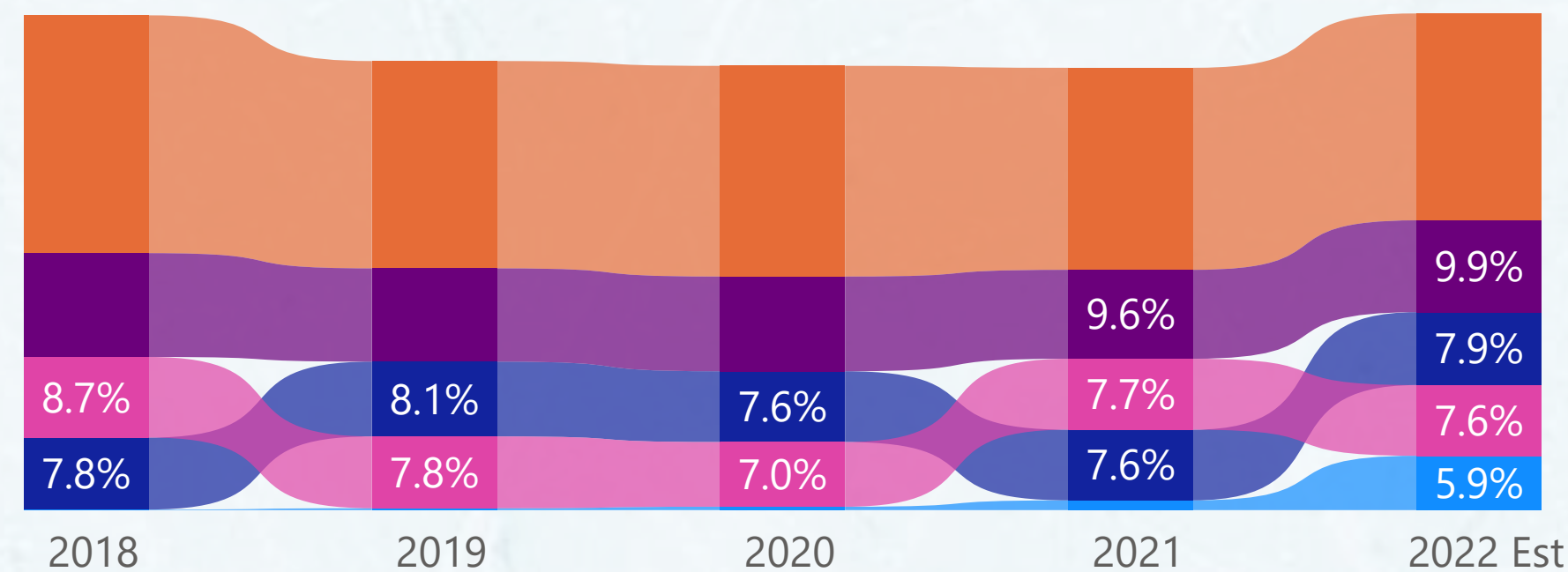
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210.7M	25.6%	32.0%	↓ -24.7%	2.5%	3.9%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	OOS
NA	\$177.9M	21.6%	37.2%	↓ -13.7%	0.8%	-7.1%	OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	\$44.4M	5.4%	38.5%	↓ 7.3%	0.3%	-5.2%	OOS
Total	\$823.8M	100.0%	36.5%	↓ -6.6%	1.1%	-1.5%	OOS

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



PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
AtliQ Exclusive	9.7%	43.73% ↓
Atliq e Store	8.5%	37.54%
Amazon	13.2%	35.40% ↓
Total	37.8%	37.58%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%

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



customer	market	Count of customer_code
Amazon	Canada	2
Amazon	India	2
Amazon	Japan	2
Amazon	USA	2
AtliQ Exclusive	India	2
Acclaimed Stores	Indonesia	1
Acclaimed Stores	USA	1
All-Out	Japan	1
Amazon	Australia	1
Amazon	Austria	1
Amazon	Bangladesh	1
Amazon	Brazil	1
Amazon	Chile	1
Amazon	France	1
Amazon	Germany	1
Amazon	Indonesia	1
Amazon	Italy	1
Amazon	Mexico	1
Amazon	Netherlands	1
Amazon	Newzealand	1
Amazon	Norway	1
Amazon	Pakistan	1
Total		209

customer	customer_code	platform
Acclaimed Stores	90003179	Brick & Mortar
Acclaimed Stores	90022071	Brick & Mortar
All-Out	90004064	Brick & Mortar
Amazon	90002008	E-Commerce
Amazon	90002016	E-Commerce
Amazon	90003180	E-Commerce
Amazon	90004067	E-Commerce
Amazon	90004068	E-Commerce
Amazon	90005162	E-Commerce
Amazon	90006156	E-Commerce
Amazon	90007197	E-Commerce
Amazon	90008168	E-Commerce
Amazon	90009132	E-Commerce
Amazon	90010046	E-Commerce
Amazon	90011192	E-Commerce
Amazon	90012041	E-Commerce
Amazon	90013124	E-Commerce
Amazon	90014141	E-Commerce
Amazon	90015150	E-Commerce
Amazon	90016176	E-Commerce
Amazon	90017059	E-Commerce
Amazon	90018114	E-Commerce
Amazon	90019203	E-Commerce





## 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?