



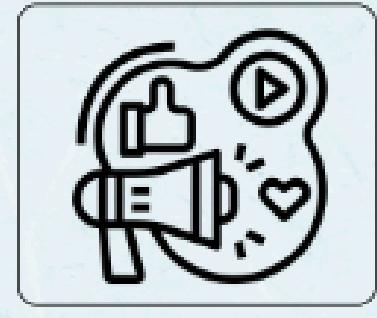
## Business Insights 360



**Info**



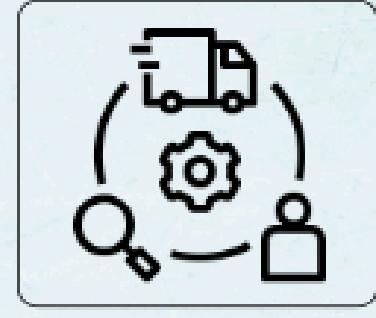
**Finance View**



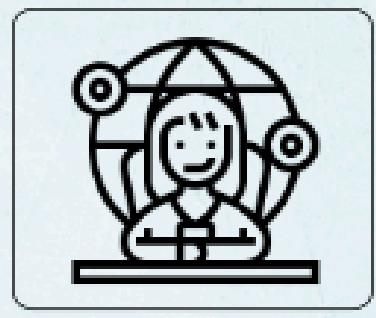
**Sales View**



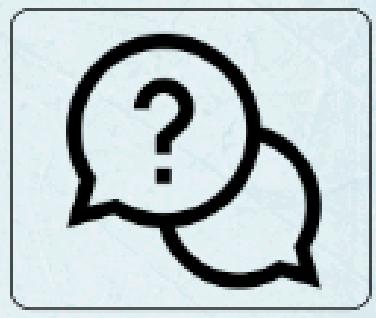
**Marketing View**



**Supply Chain View**



**Executive View**



**Support**

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

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

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

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

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

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

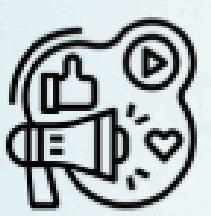
YTG



**\$3,736.17M** ✓  
BM: 823.85M (+353.5%)  
**Net Sales**



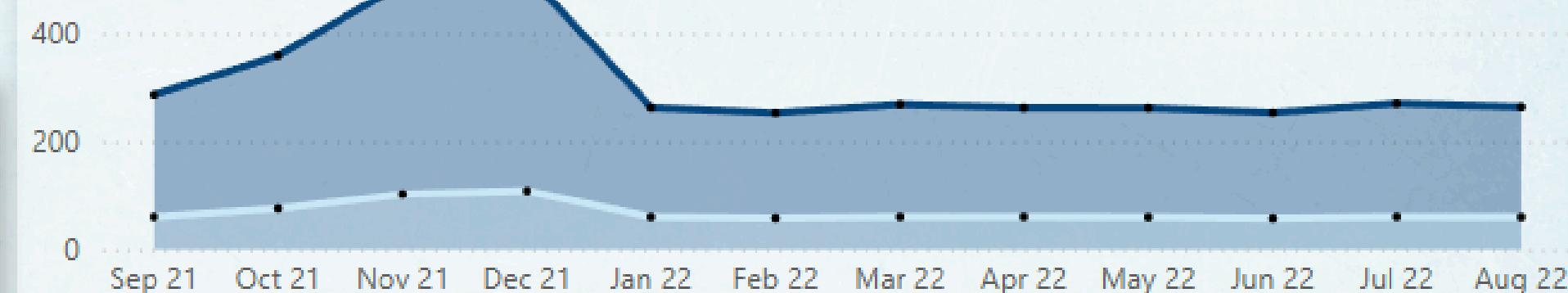
**38.08%** ✓  
BM: 36.49% (+4.37%)  
**GM**



**-13.98%** !  
BM: -6.63% (-110.79%)  
**Net Profit %**

**Profit and Loss Statement**

Line Item	2022 Est	LY	YoY	YoY %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

**Net Sales Performance Over Time**
Selected Year Selected Year - 1
**TOP / Bottom Products by Net Sales**

region	P & L Value	P & L Chg
	YOY %	
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L Value	P & L Chg
	YOY %	
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

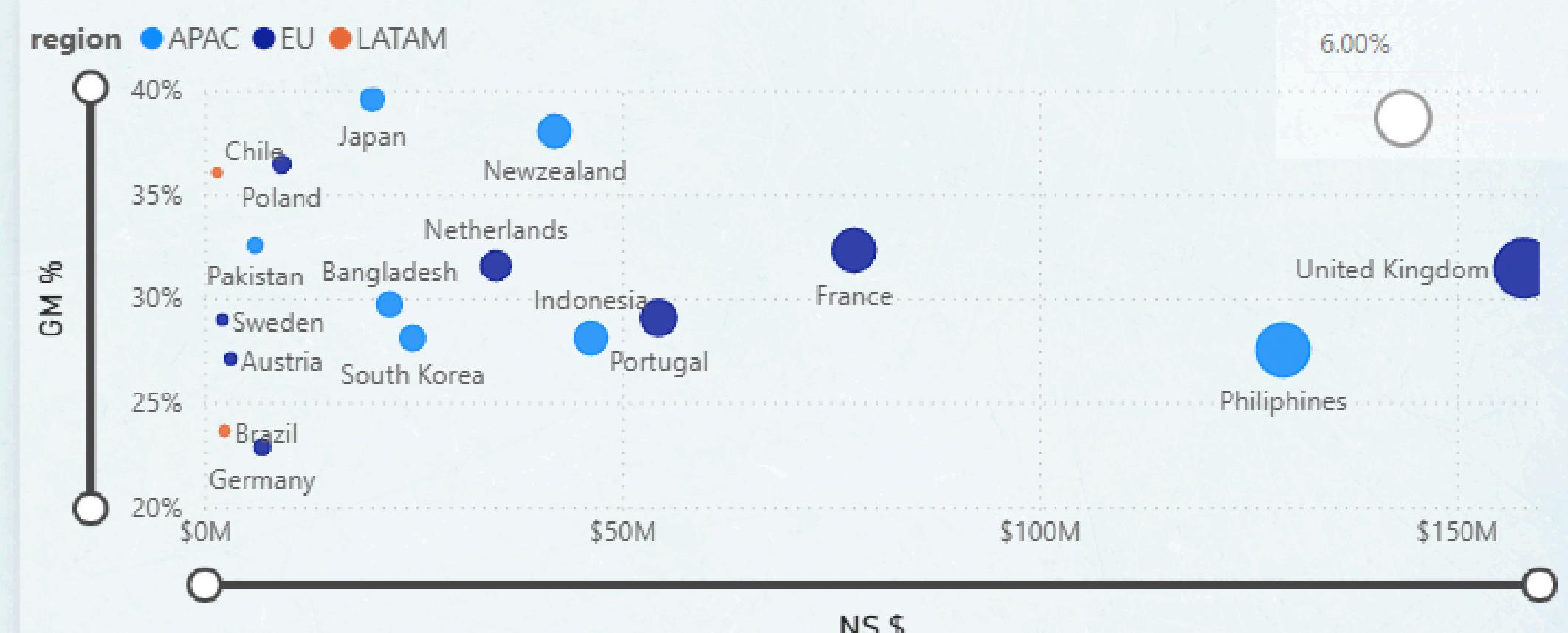
YTD

YTG

## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

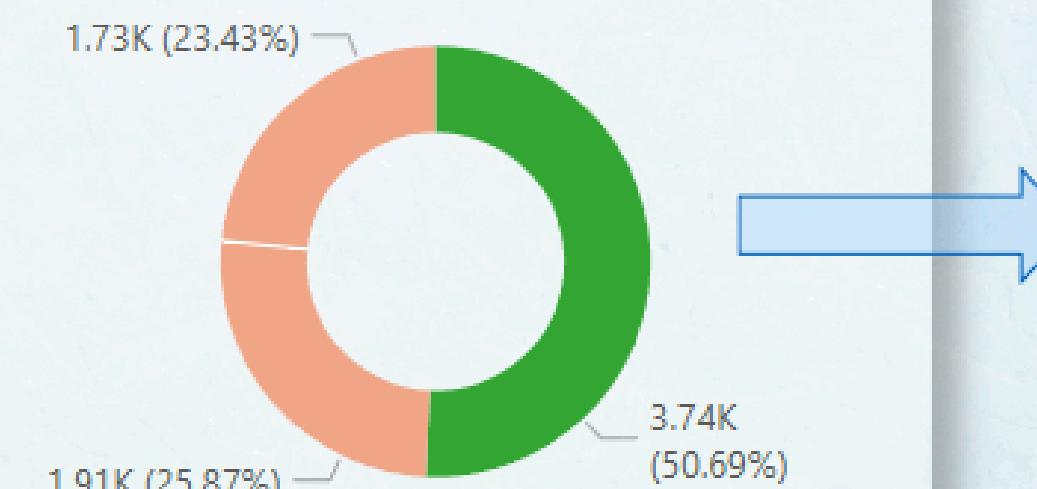
## Performance Matrix



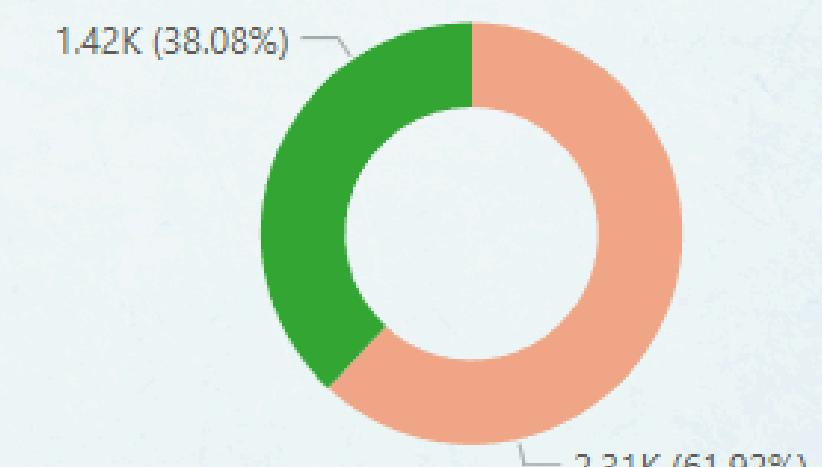
## Unit Economics

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

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



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, product

All

2019

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Q4

YTD

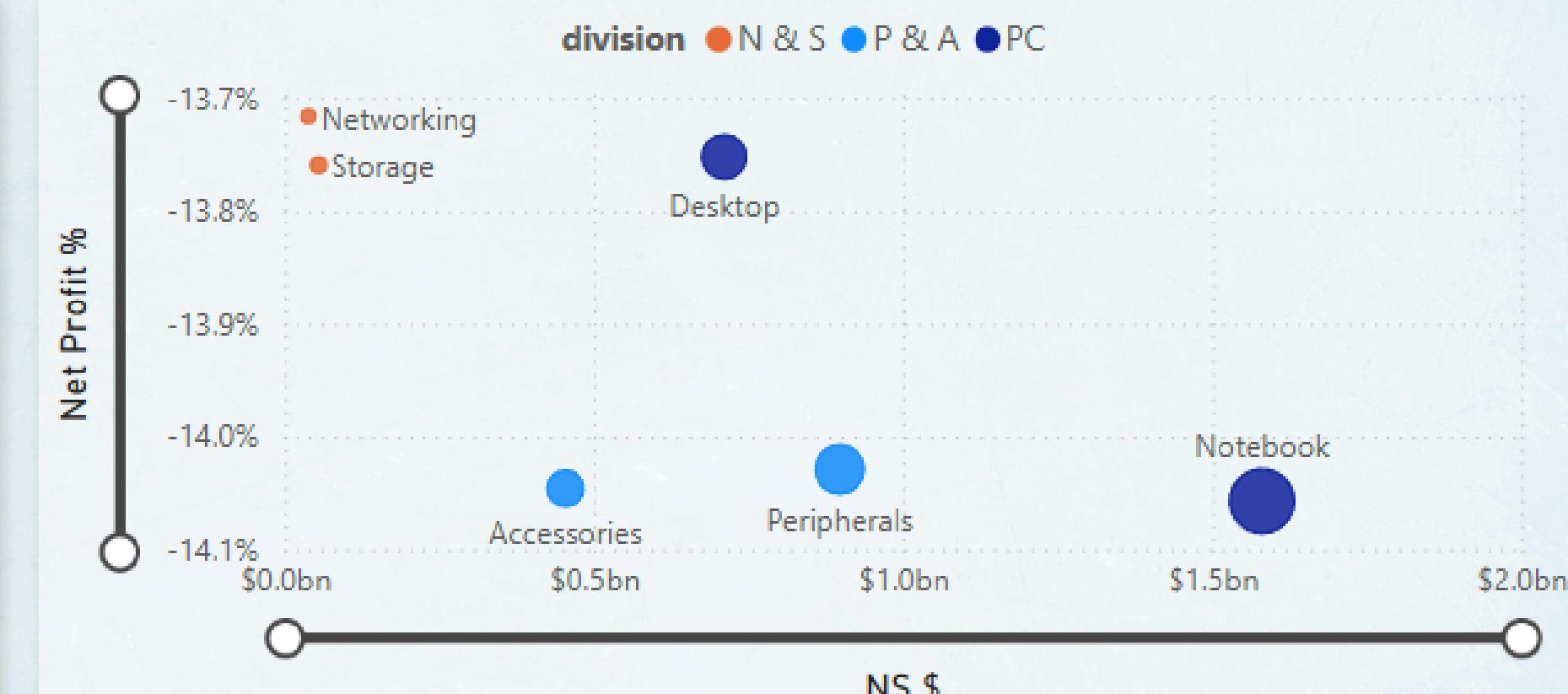
YTG

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

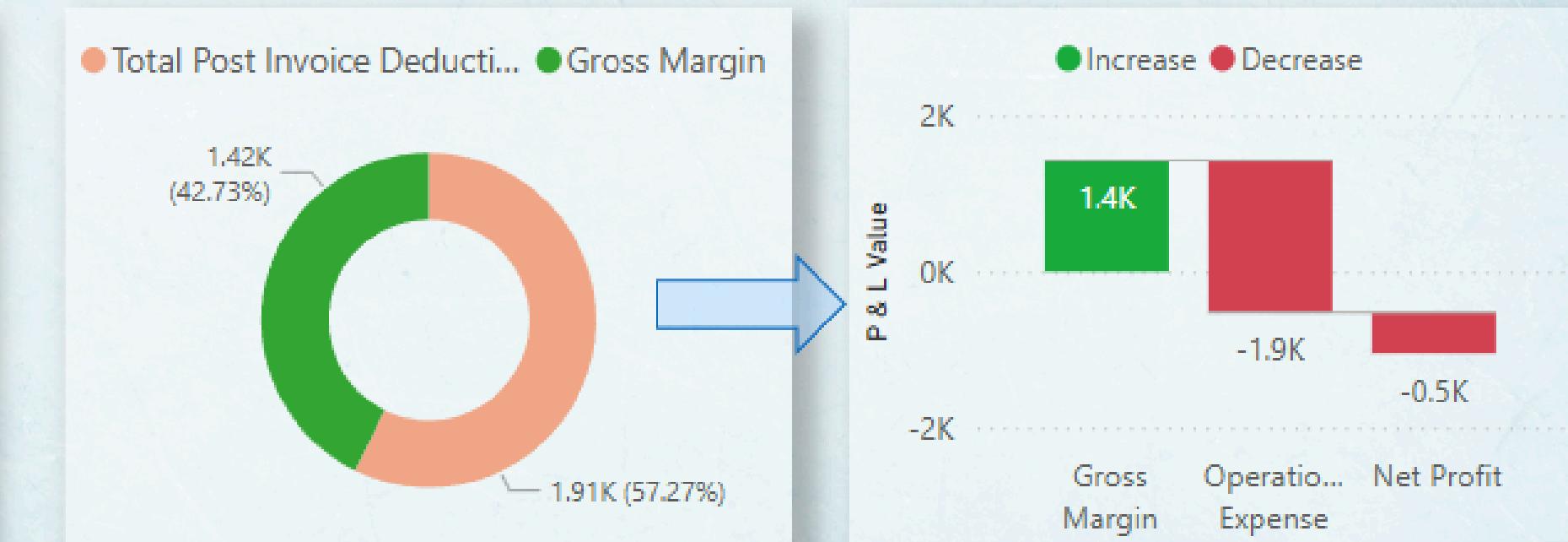
### Product Matrix



### 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%

### Unit Economics





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

Forecast Qty

-3472.69K ✓

LY: -751.71K (-361.97%)

Net Error

6899.0K ✓

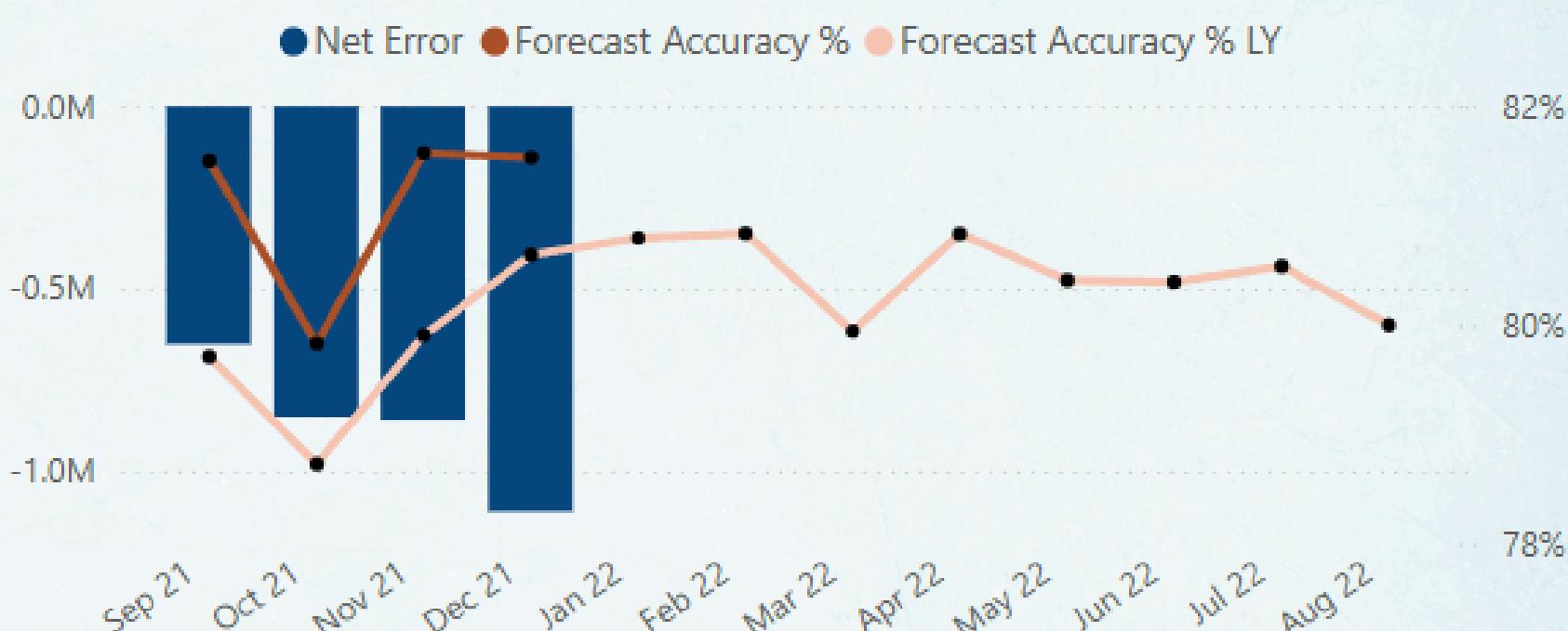
LY: 9780.7K (-29.46%)

ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7% EI	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Costco	51.95%	49.42%	101913	15.8% EI	
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0% EI	
Leader	48.72%	24.45%	166751	11.0% EI	
Logic Stores	52.49%	51.44%	6430	2.4% EI	
Nomad Stores	53.44%	50.59%	3394	1.3% EI	
Notebillig	42.70%	18.87%	1141	1.3% EI	
Otto	45.76%	18.37%	1962	2.4% EI	
Path	50.57%	45.53%	91486	14.9% EI	
Radio Shack	45.64%	38.46%	69253	16.5% EI	
Sage	50.72%	33.58%	154291	10.1% EI	
Saturn	41.54%	19.16%	2197	2.9% EI	
Staples	54.45%	49.38%	79821	11.5% EI	
walmart	54.78%	50.12%	84334	12.1% EI	
All-Out	43.96%	29.09%	-150	-0.3% OOS	
AltiQ Exclusive	71.42%	71.15%	-221177	-8.7% OOS	
Amazon	73.79%	74.54%	-464694	-9.2% OOS	
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6% OOS	
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5% OOS</b>	

## Accuracy / Net Error Trend



## Key Metrics By Product

segment	Forecast	Forecast	Net Error	Net	Risk
	Accuracy %	Accuracy % LY		Error %	
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
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5% OOS</b>	

1



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

## Net Sales Performance Over Time

YTD

YTG



\$3,736.17M✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy



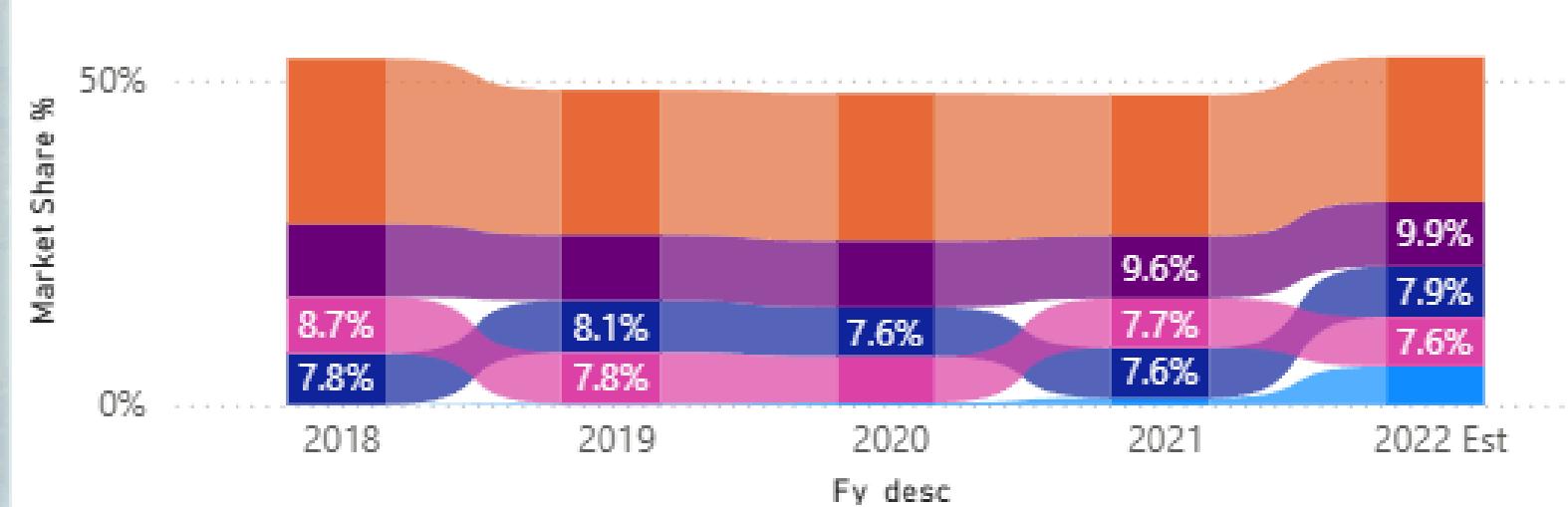
## Profit and Loss Statement

sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS	Net Error %	Risk		
								MS	Risk
SE	\$317.8M	8.5%	37.0% <span style="color:red">↓</span>	-4.0%	16.4%	-55.5%	OOS		
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS		
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS		
ROA	\$788.7M	21.1%	34.2% <span style="color:red">↓</span>	-6.3%	8.3%	-4.6%	OOS		
NE	\$457.7M	12.3%	32.8% <span style="color:red">↓</span>	-18.1%	6.8%	-4.6%	OOS		
LATAM	\$14.8M	0.4%	35.0% <span style="color:red">↓</span>	-2.9%	0.3%	3.4%	EI		
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	FI		
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>		



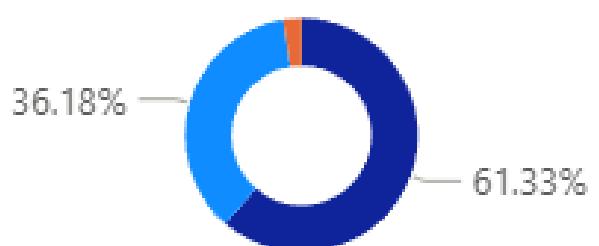
## PC Market Share Trend - Atliq &amp; Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



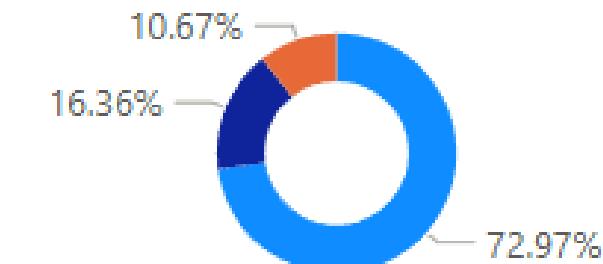
## Revenue by Division

division ● PC ● P &amp; A ● N &amp; S



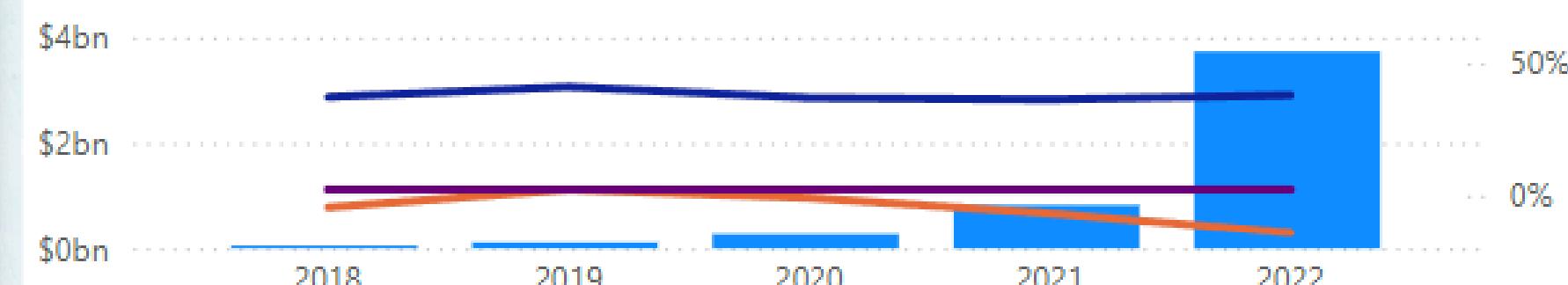
## Revenue by Channel

channel ● Retailer ● Direct ● Distributor



## 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	3.4%	31.53% <span style="color:red">↓</span>
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% <span style="color:red">↓</span>
Amazon	13.3%	36.78%
AtliQ Exclusive	8.2%	47.22%
<b>Total</b>	<b>36.8%</b>	<b>39.19%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% <span style="color:red">↓</span>
AQ Smash 2	4.1%	37.40%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

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 Key Info



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