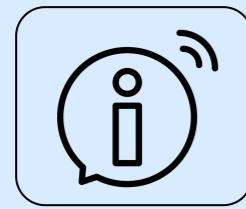




Business Insights 360



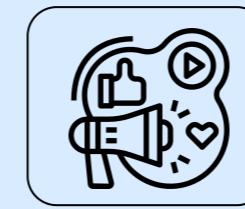
Info



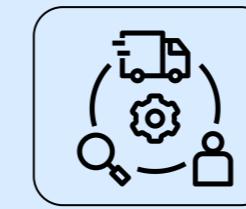
Finance View



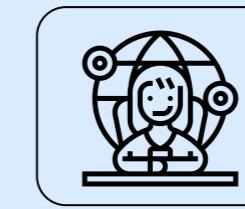
Sales View



Marketing View



Supply Chain View



Executive View



Help

Download **user manual** Get **P & L statement** and get to know the key information of this tool.

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.



Business Insights 360



1. All system data in tool is refreshed every Month on 2nd Working day.
2. Non system data such as Target, Operational Expenses and Market Share are refreshed on request.
3. For FAQs Click [here](#).



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over Time

LY

Target

₹ 3,736.17M✓
BM: ₹ 823.85M (+353.5%)

Net Sales

38.08%✓
BM: 36.49% (+4.37%)

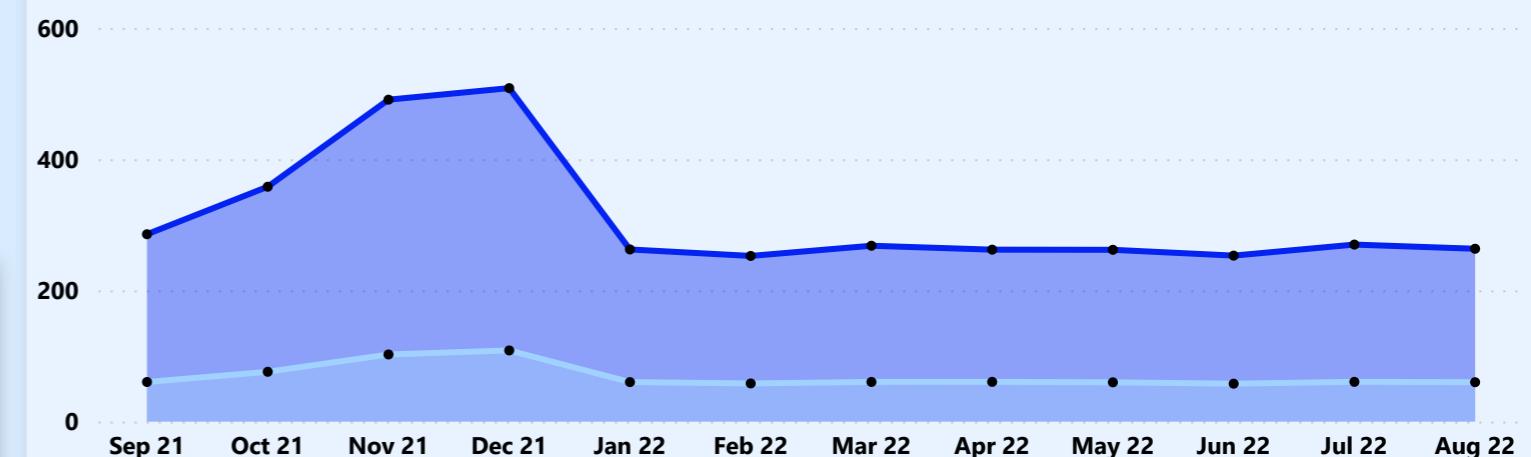
Gross Margin %

-13.98%!
BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 EST	BM	BM chg	BM chg %
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 Expenses	-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



Top/Bottom Customers and Products By Net sales

region	P & L Values	BM Chg %
NA	1,022.09	474.40
LATAM	14.82	368.40
APAC	1,923.77	335.27
EU	775.48	286.26
Total	3,736.17	353.50

segment	P & L Values	BM Chg %
Accessories	454.10	85.46
Desktop	711.08	1431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50



region, market

customer

segment, category, pr...

Top/Bottom
View

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

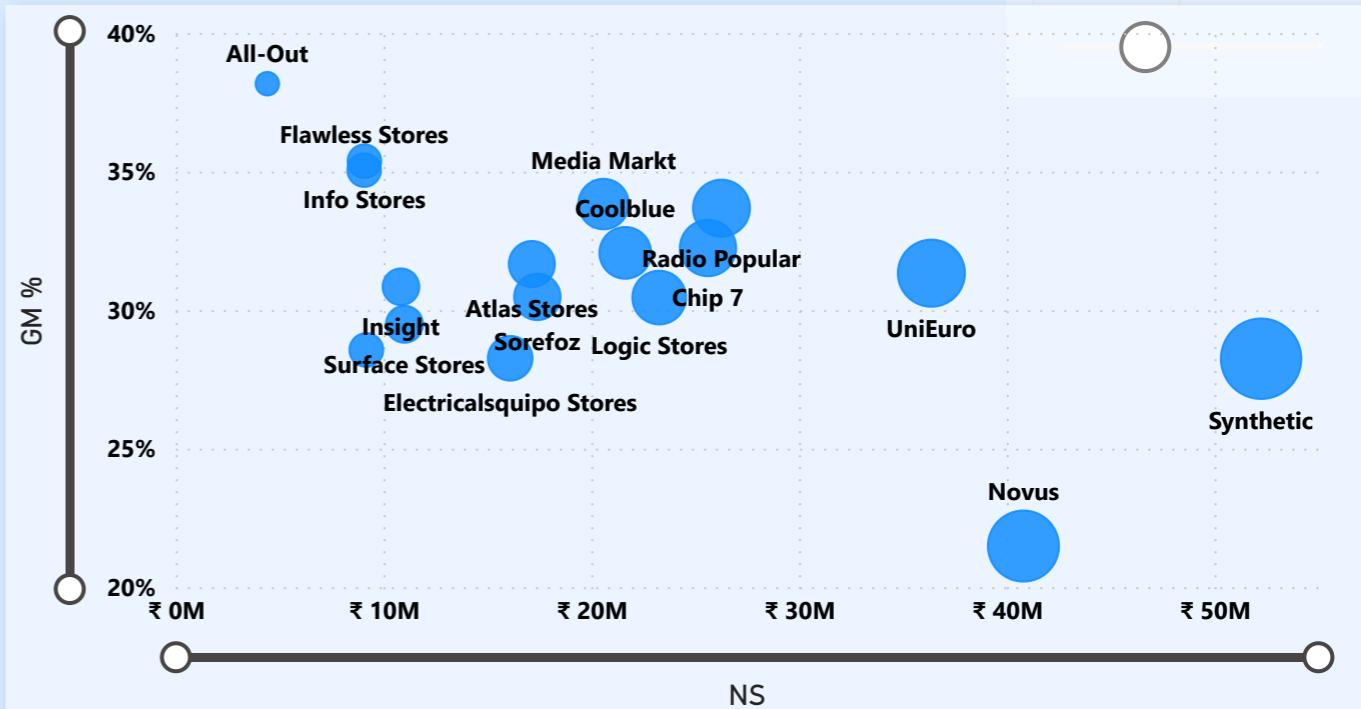
YTG

Customer Performance

customer	NS	GM	GM %
Acclaimed Stores	₹ 73.36M	₹ 29.58M	40.32%
All-Out	₹ 4.41M	₹ 1.68M	38.17%
Amazon	₹ 496.88M	₹ 182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	₹ 5.30M	38.70%
Atlas Stores	₹ 17.14M	₹ 5.43M	31.66%
Atliq e Store	₹ 304.10M	₹ 112.15M	36.88%
AtliQ Exclusive	₹ 361.12M	₹ 166.15M	46.01%
BestBuy	₹ 49.34M	₹ 22.15M	44.89%
Billa	₹ 6.82M	₹ 1.62M	23.80%
Boulanger	₹ 26.02M	₹ 10.39M	39.95%
Chip 7	₹ 25.62M	₹ 8.26M	32.24%
Chiptec	₹ 18.93M	₹ 7.37M	38.94%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%

LY Target

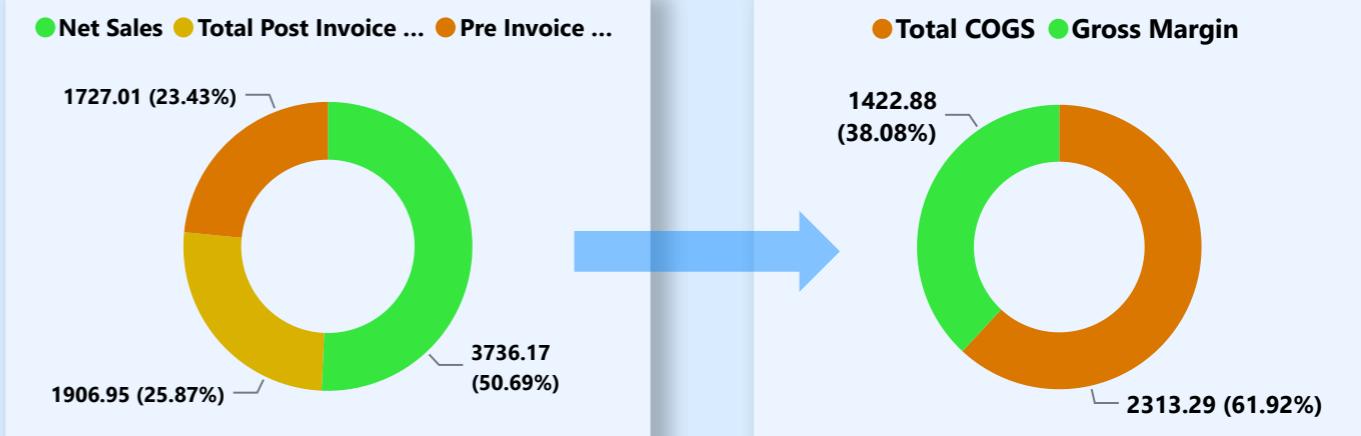
Performance Matrix



Product Performance

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

Unit Economics





region, market

customer

segment, category...

Top/Bottom View

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

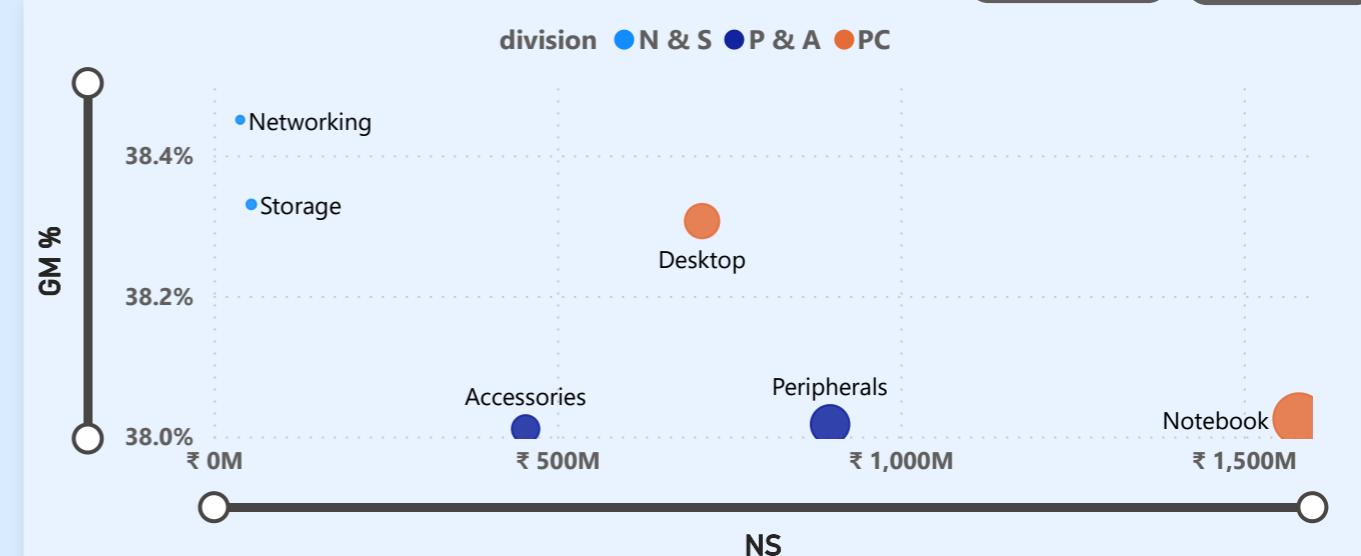
YTD

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%

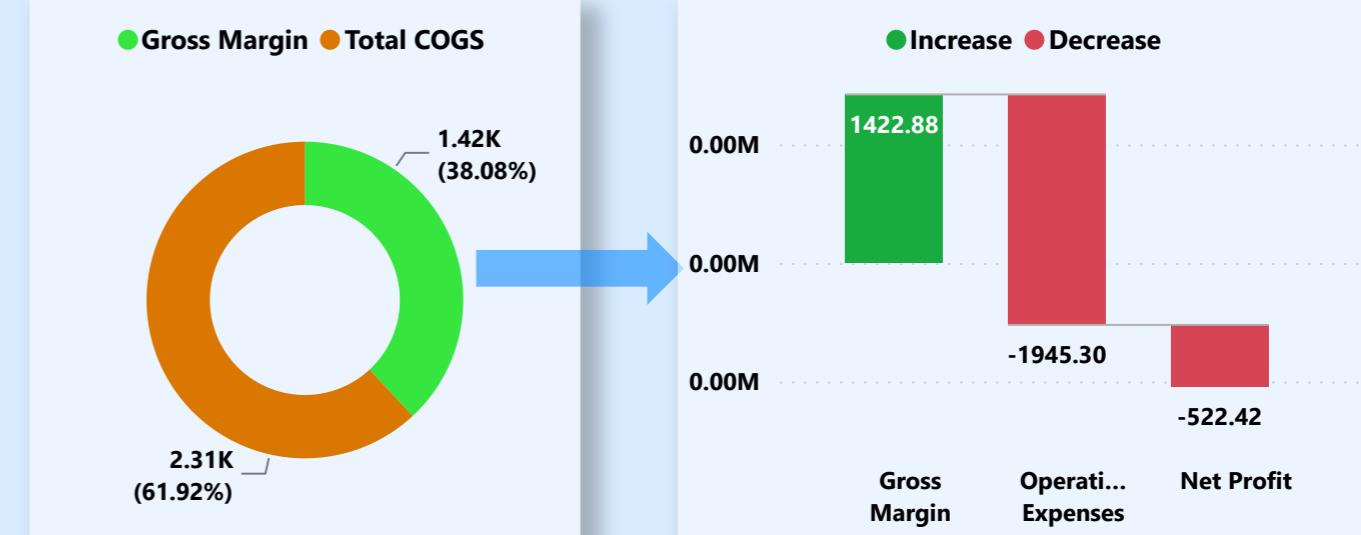
Performance Matrix



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%

Unit Economics





region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG



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

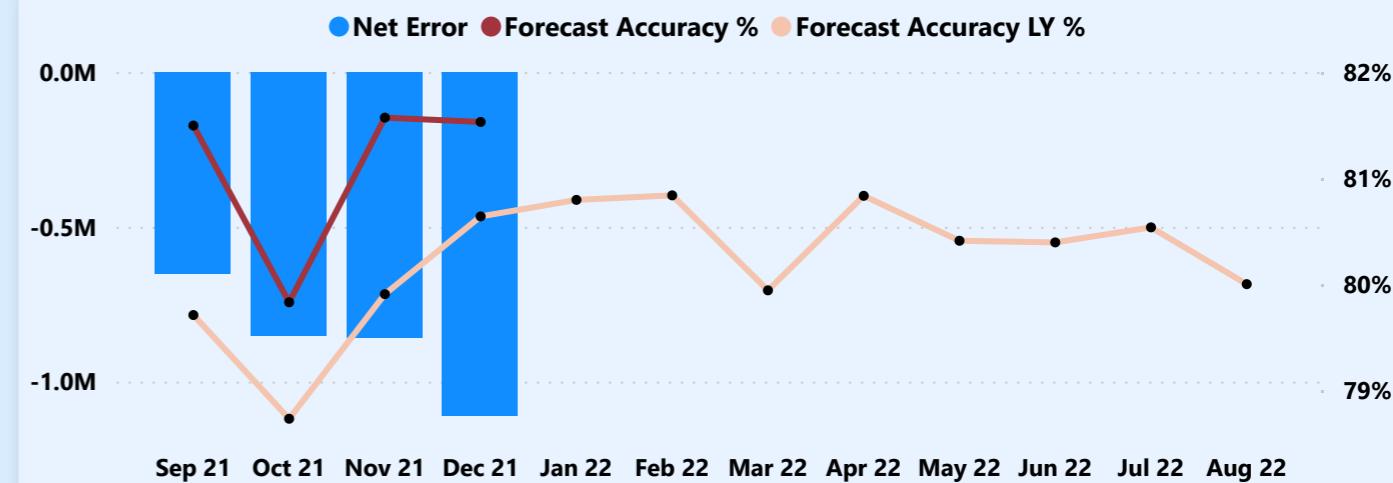
-3472.69K✓
LY: -751.71K
(-361.97%)
Net Error

6899.04K✓
LY: 9780.74K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
All-Out	43.96%	29.67%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.21%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.17%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
Boulanger	52.69%	58.78%	-48802	-20.2%	OOS
Chip 7	34.56%	53.45%	-85293	-35.0%	OOS
Chiptec	50.49%	52.56%	-20102	-11.4%	OOS
Coolblue	47.66%	52.96%	-34790	-15.3%	OOS
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Digimarket	28.21%	40.81%	-95328	-46.6%	OOS
Ebay	52.27%	50.49%	-19127	-2.0%	OOS
Electricalsara Stores	48.62%	52.12%	-11256	-11.4%	OOS
Electricalsbea Stores	55.74%	52.10%	-6352	-9.6%	OOS
Electricalsclan...	41.07%	51.72%	-20258	-11.0%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy/Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy LY %	Risk
Desktop	87.53%	78576	10.2%	84.37%	EI
Accessories	87.42%	341468	1.7%	77.66%	EI
Networking	93.06%	-12967	-1.7%	90.40%	OOS
Notebook	87.24%	-47221	-1.7%	79.99%	OOS
Storage	71.50%	-628266	-25.6%	83.54%	OOS
Peripherals	68.17%	-3204280	-31.8%	83.23%	OOS

region, market
Allcustomer
Allsegment, category, pr...
All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

LY

Target

₹ 3.74bn✓
BM: ₹ 823.85M
(+353.5%)
Net Sales

38.08%✓
BM: 36.49% (+4.37%)
Gross Margin %

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

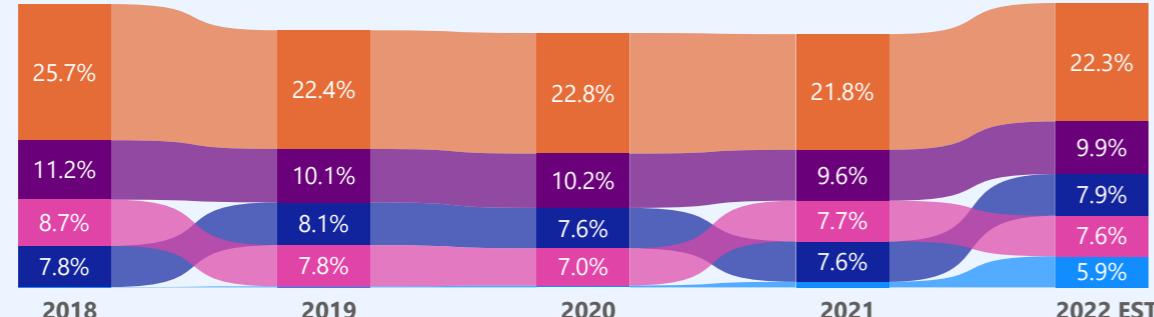
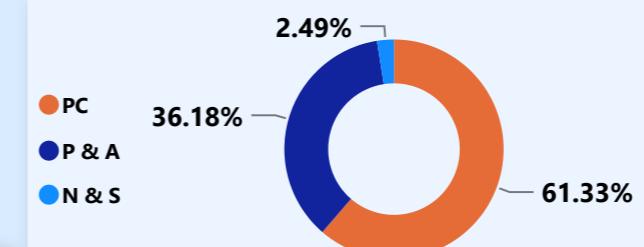
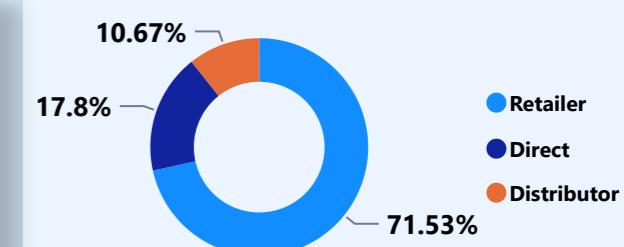
81.17%✓
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

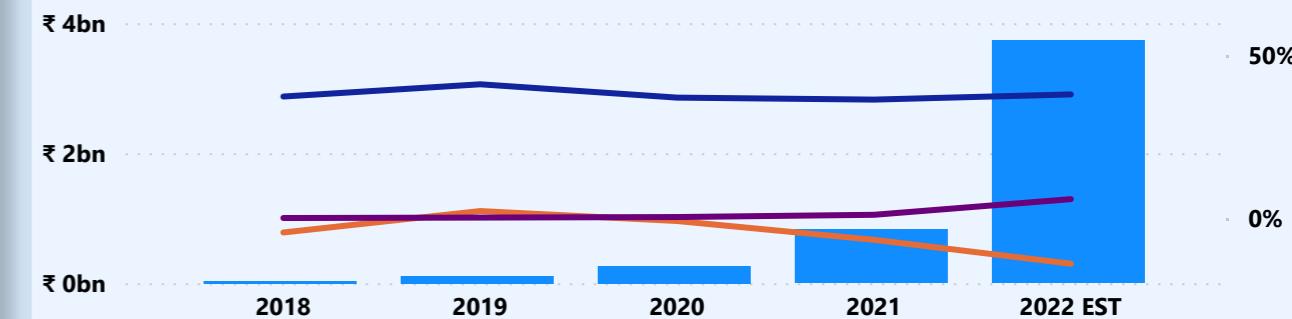
sub_zone	NS	RC %	GM %	Net_Profit %	Atliq MS %	Net_Error %	Risk
LATAM	₹ 14.82M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
NA	₹ 1,022.09M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
ANZ	₹ 189.78M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.34M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NE	₹ 457.71M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.66M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
SE	₹ 317.78M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
Total	₹ 3,736.17M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend- Atliq & Competitors

Manufacturer

**Revenue By Division****Revenue By Channel****Yearly Trend By Revenue, GM %, Net Profit %, Pc Market Share %**

NS GM % Net_Profit % Atliq MS %

**Top 5 customers By Revenue**

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

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%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%



region, market

customer

segment, category, pr...

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Top 5 Market BY YOY GM % Growth

market	GM %	GM % LY	YOY GM % Growth
Spain	45.32%	32.99%	37.36%
Australia	45.08%	32.94%	36.85%
Italy	39.18%	30.18%	29.85%
Canada	46.49%	38.22%	21.63%
USA	44.48%	36.89%	20.57%

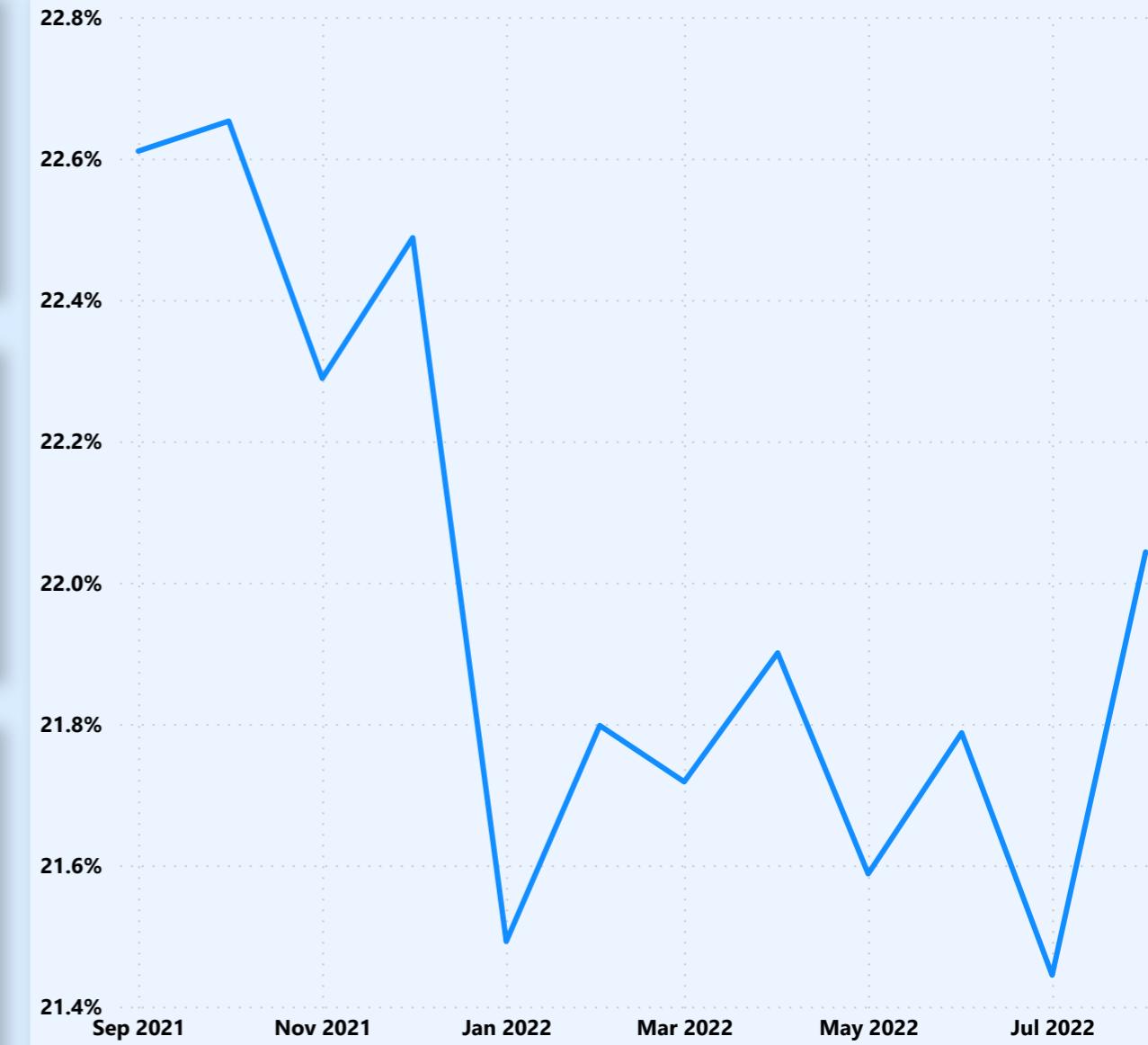
Top 5 Products By YOY GM % Growth

product	GM %	GM % LY	YOY GM % Growth
AQ 5000 Series Electron 8 5900X Desktop Processor	39.3%	35.2%	11.6%
AQ Clx1	39.2%	36.1%	8.4%
AQ Elite	38.4%	35.4%	8.5%
AQ Lite	38.4%	35.2%	9.2%
AQ MB Crossx 2	39.1%	36.0%	8.5%

Bottom 5 Products By YOY GM % Growth

product	GM %	GM % LY	YOY GM % Growth
AQ Clx3	36.9%	38.7%	-4.8%
AQ Lumina Ms	38.2%	39.3%	-2.8%
AQ Marquee P4	36.1%	36.9%	-2.0%
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.2%	36.9%	-1.9%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.5%	37.2%	-1.8%

Post discount % Trend for Customers of Top 5 Products by GM% Growth



Bottom 5



Get an issue resolved

Add New Request

Provide Feedback

New to Power BI