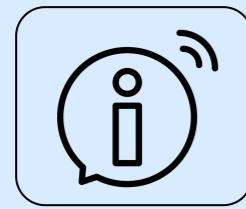




# Business Insights 360



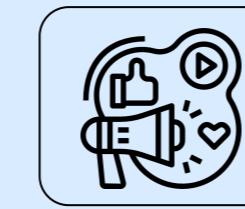
**Info**



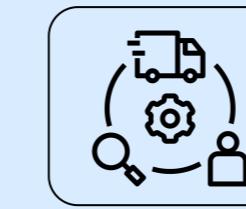
**Finance View**



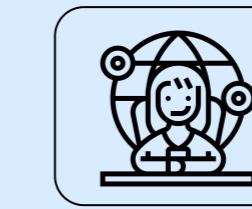
**Sales View**



**Marketing View**



**Supply Chain View**



**Executive View**



**Help**

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.



## 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%)

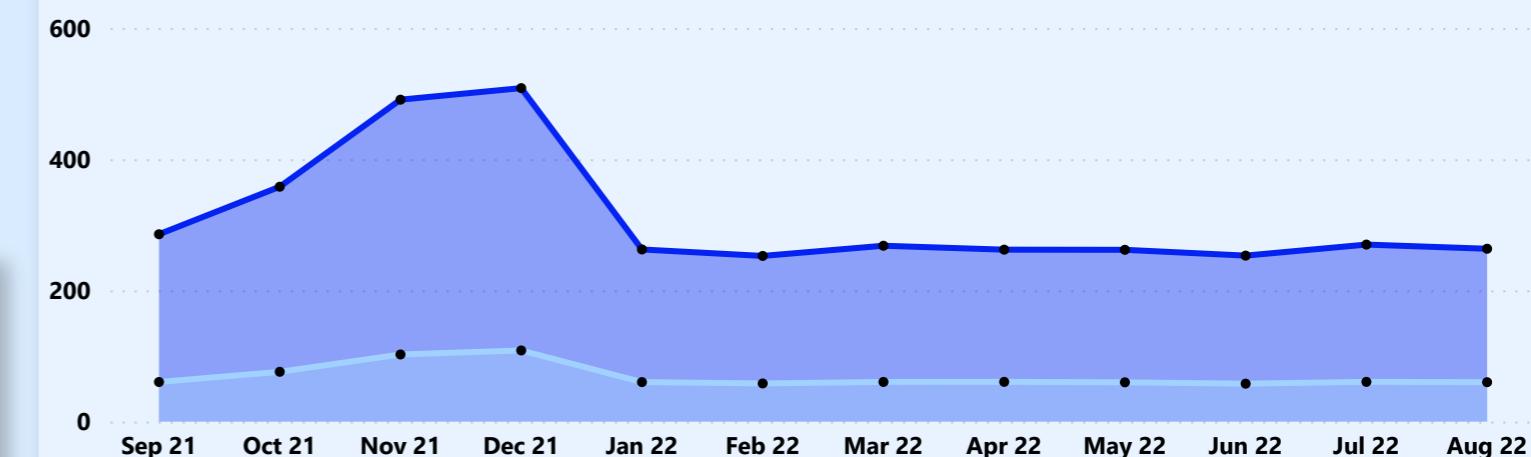
Gross Margin %

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

Net Profit %



Line Item	2022 EST	BM	BM chg	BM chg %
<b>Gross Sales</b>	<b>7,370.14</b>	<b>1,664.64</b>	<b>5,705.50</b>	<b>342.75</b>
<b>Pre Invoice Deduction</b>	<b>1,727.01</b>	<b>392.50</b>	<b>1,334.51</b>	<b>340.00</b>
<b>Net Invoice Sales</b>	<b>5,643.13</b>	<b>1,272.13</b>	<b>4,370.99</b>	<b>343.59</b>
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
<b>Total Post Invoice Deduction</b>	<b>1,906.95</b>	<b>448.29</b>	<b>1,458.67</b>	<b>325.39</b>
<b>Net Sales</b>	<b>3,736.17</b>	<b>823.85</b>	<b>2,912.32</b>	<b>353.50</b>
- 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
<b>Total COGS</b>	<b>2,313.29</b>	<b>523.22</b>	<b>1,790.07</b>	<b>342.13</b>
<b>Gross Margin</b>	<b>1,422.88</b>	<b>300.63</b>	<b>1,122.25</b>	<b>373.30</b>
<b>Gross Margin %</b>	<b>38.08</b>	<b>36.49</b>	<b>1.59</b>	<b>4.37</b>
<b>GM / Unit</b>	<b>15.76</b>	<b>5.99</b>	<b>9.77</b>	<b>162.95</b>
<b>Operational Expenses</b>	<b>-1,945.30</b>	<b>-355.28</b>	<b>-1,590.02</b>	<b>447.54</b>
<b>Net Profit</b>	<b>-522.42</b>	<b>-54.65</b>	<b>-467.77</b>	<b>855.93</b>
<b>Net Profit %</b>	<b>-13.98</b>	<b>-6.63</b>	<b>-7.35</b>	<b>110.79</b>



## 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
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

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
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>



region, market

customer

segment, category, pr...

2018

2019

2020

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2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

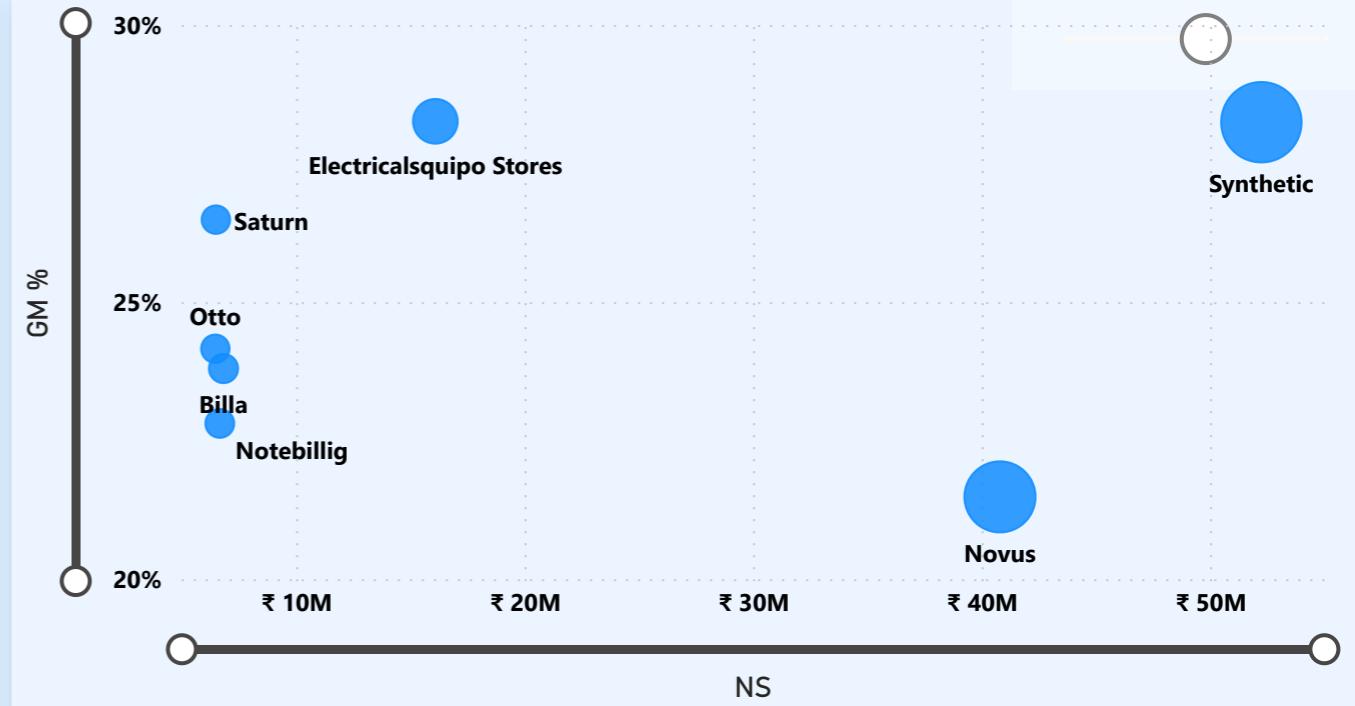
## Customer Performance

Top/Bottom View

## Performance Matrix

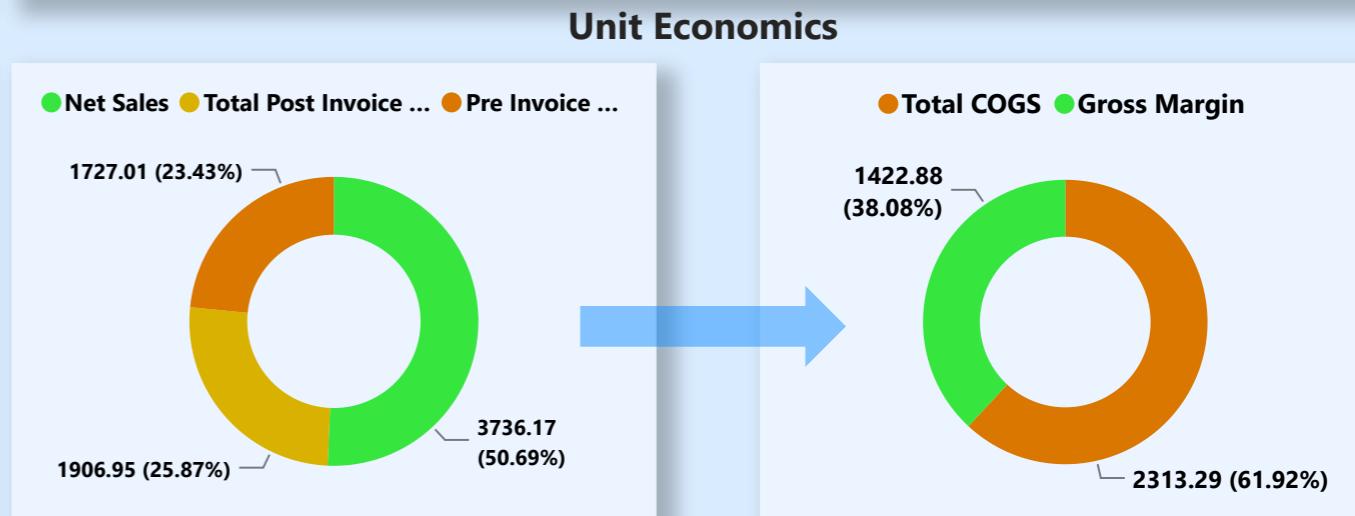
10.00%

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%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>₹ 1,422.88M</b>	<b>38.08%</b>



## 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%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>₹ 1,422.88M</b>	<b>38.08%</b>





region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

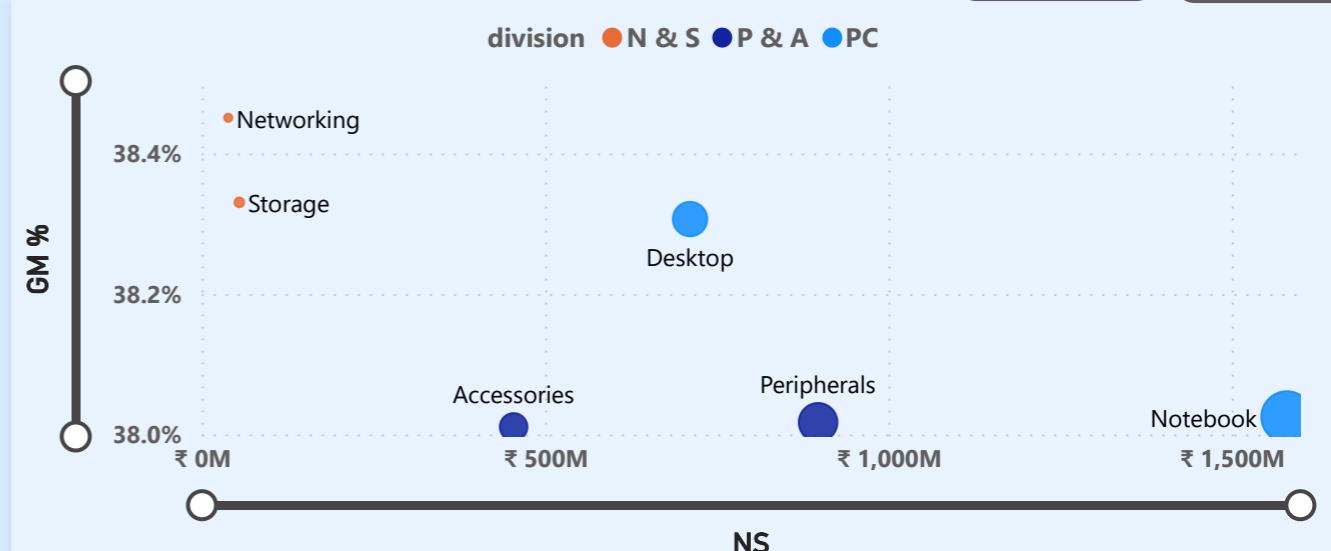
Top/Bottom View

Performance Matrix

Vs GM %

Vs NP %

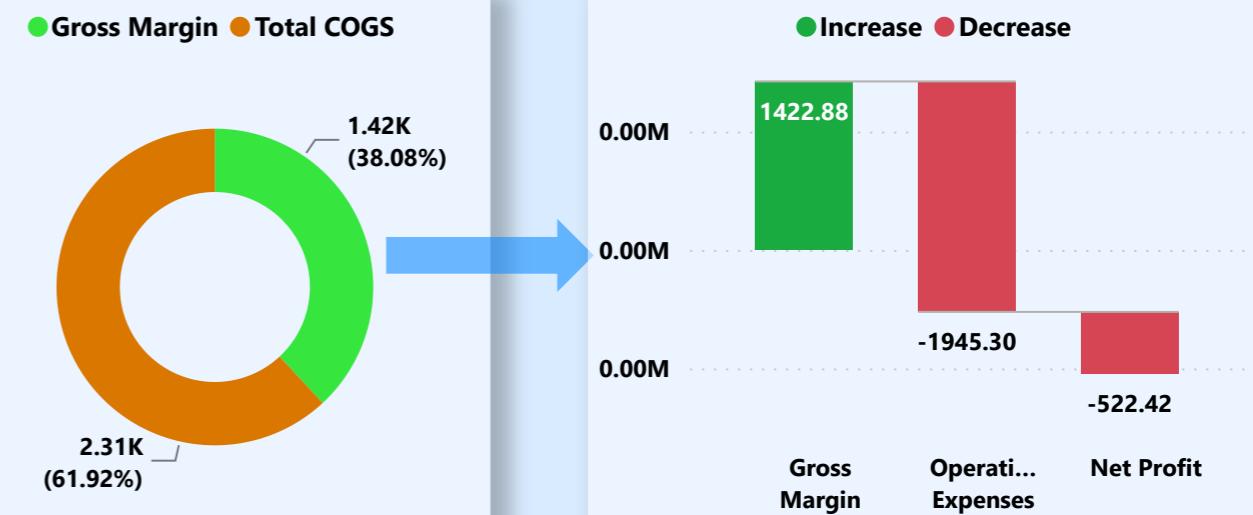
segment	NS	GM	GM %	Net_Profit	Net_Profit %
Accessories	₹ 454.10M	₹ 172.61M	38.01%	63.78M₹	-14.05%
Peripherals	₹ 897.54M	₹ 341.22M	38.02%	125.91M₹	-14.03%
Notebook	₹ 1,580.43M	₹ 600.96M	38.03%	222.16M₹	-14.06%
Desktop	₹ 711.08M	₹ 272.39M	38.31%	97.79M₹	-13.75%
Storage	₹ 54.59M	₹ 20.93M	38.33%	7.51M₹	-13.76%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



### 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**

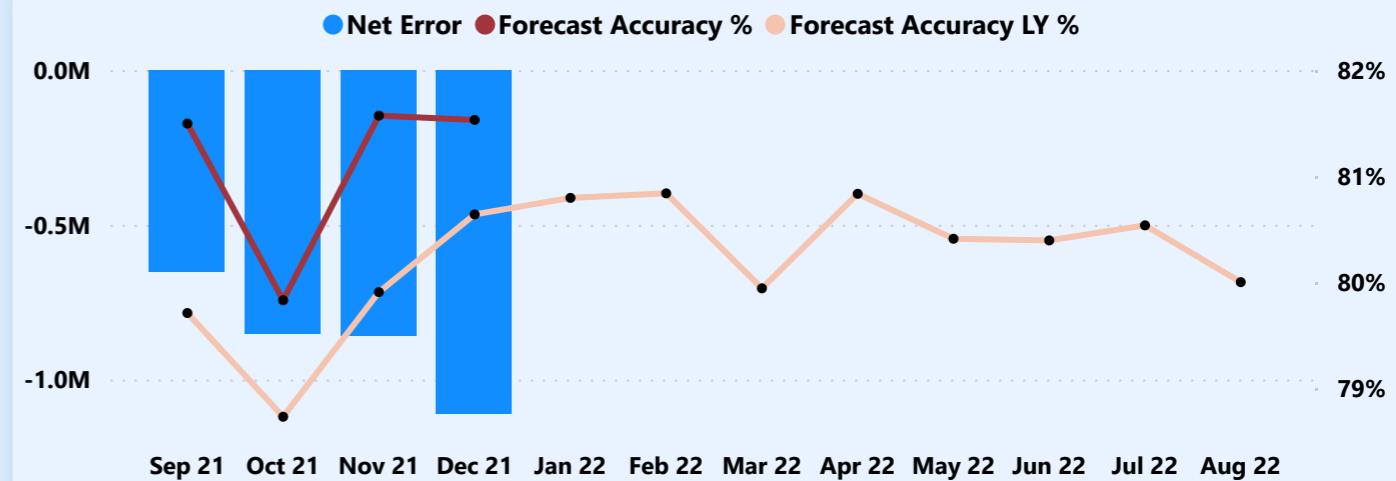
**-3472.69K✓**  
LY: -751.71K  
(-361.97%)  
**Net Error**

**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
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>

### 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**

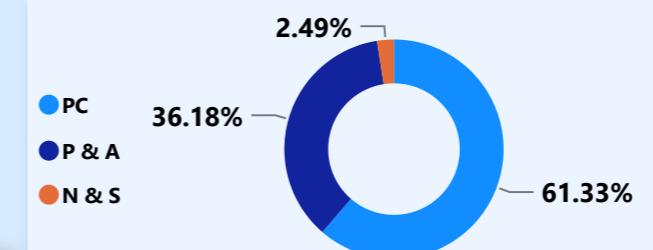
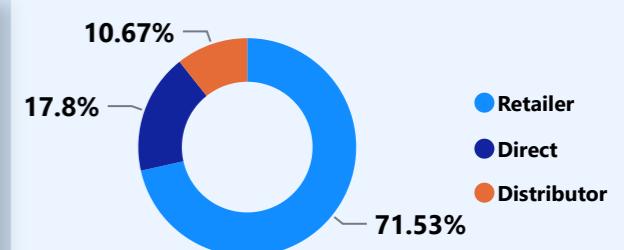
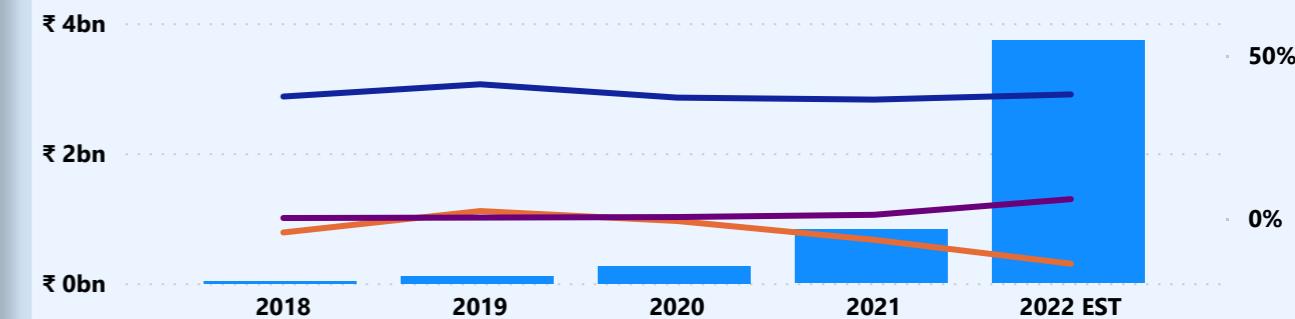
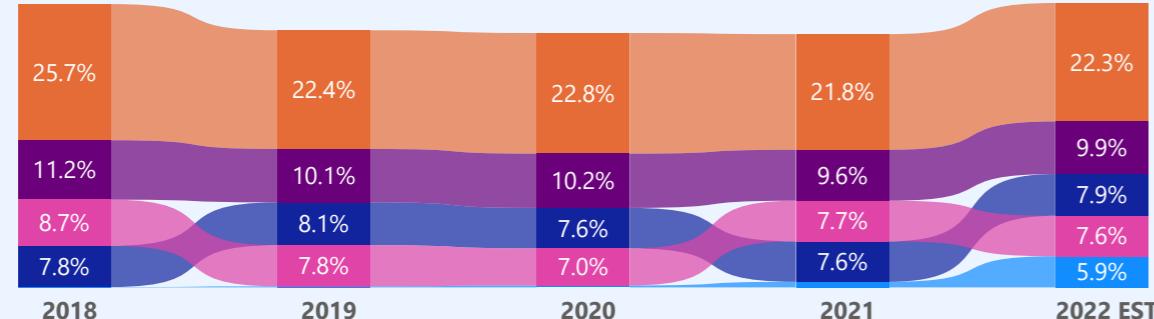
**38.08%✓**  
BM: 36.49% (+4.37%)  
**Gross Margin %**

**-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
NA	₹ 1,022.09M	27.4%	45.0% <span style="color: green;">↑</span>	-14.2%	4.9%	14.4%	EI
India	₹ 945.34M	25.3%	35.8% <span style="color: green;">↑</span>	-23.0%	13.3%	-24.4%	OOS
ROA	₹ 788.66M	21.1%	34.2% <span style="color: grey;">↓</span>	-6.3%	8.3%	-4.6%	OOS
NE	₹ 457.71M	12.3%	32.8% <span style="color: grey;">↓</span>	-18.1%	6.8%	-4.6%	OOS
SE	₹ 317.78M	8.5%	37.0% <span style="color: grey;">↓</span>	-4.0%	16.4%	-55.5%	OOS
ANZ	₹ 189.78M	5.1%	43.5% <span style="color: green;">↑</span>	-7.4%	1.4%	-37.6%	OOS
LATAM	₹ 14.82M	0.4%	35.0% <span style="color: grey;">↓</span>	-2.9%	0.3%	3.4%	EI
Total	₹ 3,736.17M	100.0%	38.1% <span style="color: green;">↑</span>	-14.0%	5.9%	-9.5%	OOS

**Revenue By Division****Revenue By Channel****Yearly Trend By Revenue, GM %, Net Profit %, Pc Market Share %**
● NS   ● GM %   ● Net\_Profit %   ● Atliq MS %
**PC Market Share Trend- Atliq & Competitors**
● atliq   ● bp   ● dale   ● innovo   ● pacer
**Top 5 customers By Revenue**

customer	RC %	GM %
Amazon	13.3%	36.8% <span style="color: green;">↑</span>
Atliq e Store	8.1%	36.9% <span style="color: grey;">↓</span>
AtliQ Exclusive	9.7%	46.0% <span style="color: green;">↑</span>
Flipkart	3.7%	42.1% <span style="color: green;">↑</span>
Sage	3.4%	31.5% <span style="color: grey;">↓</span>
<b>Total</b>	<b>38.2%</b>	<b>39.2% <span style="color: green;">↑</span></b>

**Top 5 Products By Revenue**

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



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

## 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	46.1%	32.3%	42.6%
AQ Electron 3 3600 Desktop Processor	45.8%	31.9%	43.5%
AQ Lite	45.8%	31.6%	44.9%
AQ Master wireless x1	45.3%	31.2%	44.8%
AQ Pen Drive 2 IN 1	41.6%	29.1%	43.3%

## Bottom 5 Products By YOY GM % Growth

product	GM %	GM % LY	YOY GM % Growth
AQ Lumina Ms	44.9%	35.8%	25.4%
AQ Clx3	44.5%	35.3%	26.1%
AQ Marquee P4	43.6%	34.0%	28.0%
AQ Mforce Gen X	45.0%	34.6%	29.8%
AQ Smash 1	44.5%	34.2%	30.0%

Australia

Canada

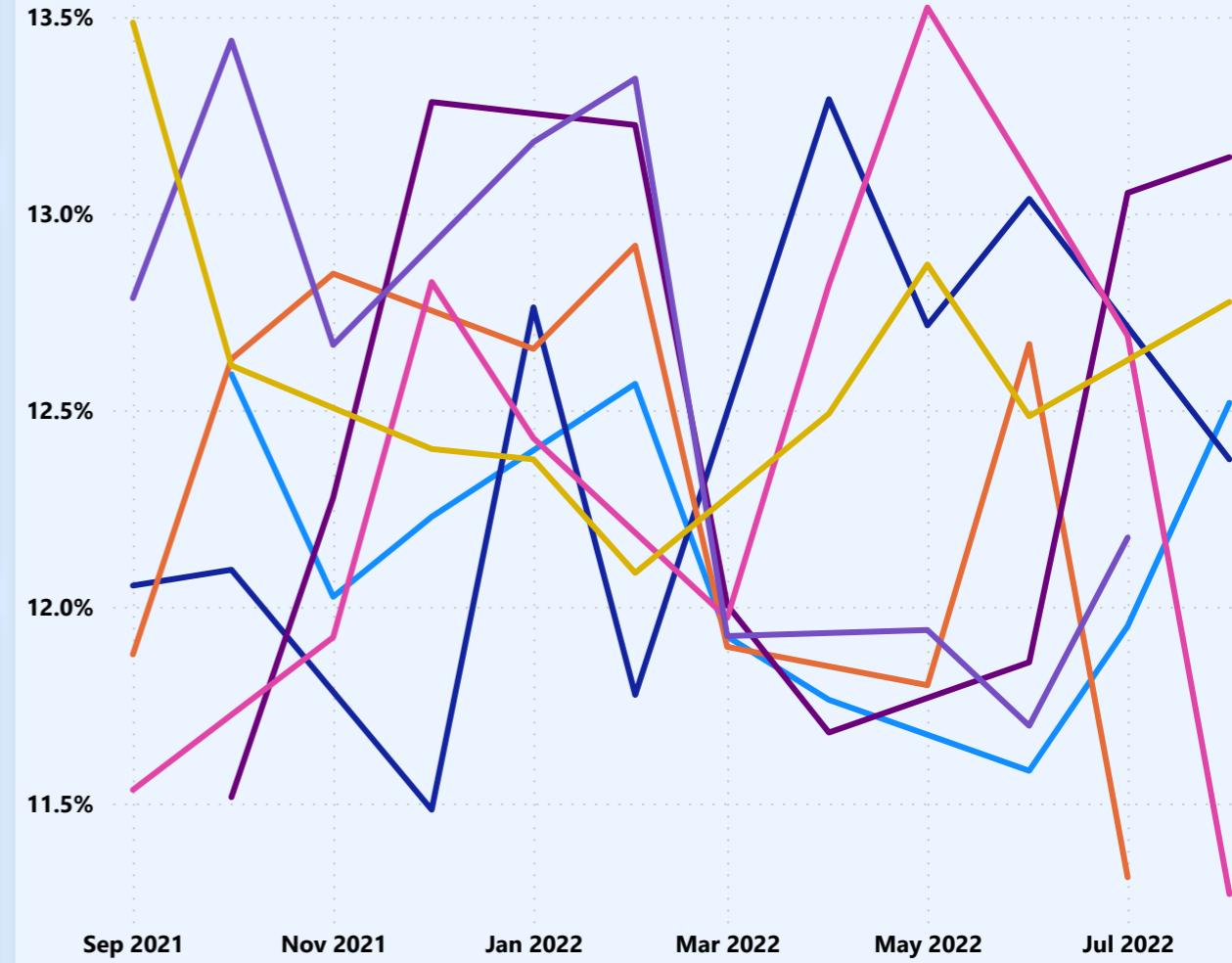
Italy

Spain

USA

## Post discount % Trend for Customers of Top 5 Products

Amazon Atliq e Store AtliQ Exclusive Digimarket Electricalsociety Forward Stores Sound





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