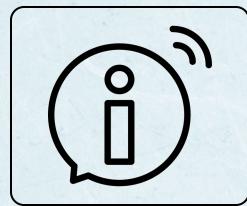




Business Insights 360



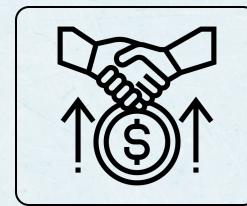
Info

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



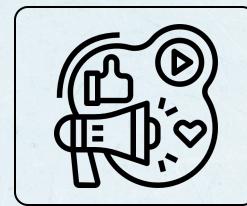
Finance View

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



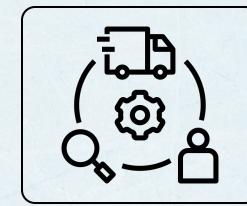
Sales View

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



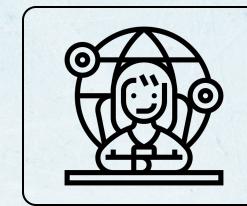
Marketing

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



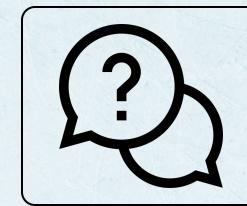
Supply Chain View

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.



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

\$823.85M

BM: 267.98M (+207.43%)
Net Sales

36.49%!

BM: 37.10% (-1.65%)
GM%

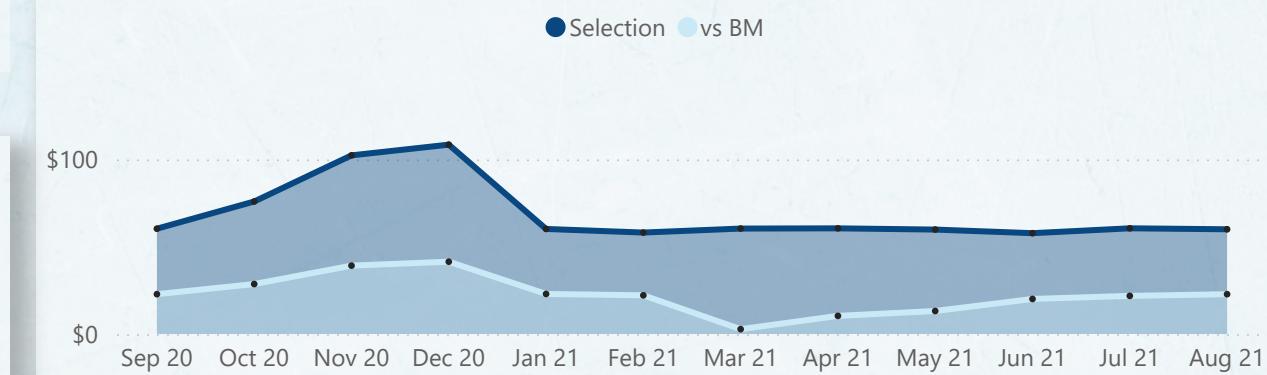
-6.63%!

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 Performance Over Time



Top / Bottom Products & Customers by Net Sales

| region | P & L | P & L chg % |
|--------------|---------------|---------------|
| | Values | |
| APAC | 441.98 | 198.67 |
| EU | 200.77 | 259.88 |
| LATAM | 3.16 | 58.40 |
| NA | 177.94 | 186.03 |
| Total | 823.85 | 207.43 |

| segment | P & L | P & L chg % |
|--------------|---------------|---------------|
| | Values | |
| Accessories | 244.85 | 269.67 |
| Desktop | 46.43 | 4,791.34 |
| Networking | 45.16 | 72.26 |
| Notebook | 266.49 | 208.45 |
| Peripherals | 166.51 | 174.64 |
| Storage | 54.42 | 97.48 |
| Total | 823.85 | 207.43 |

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

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

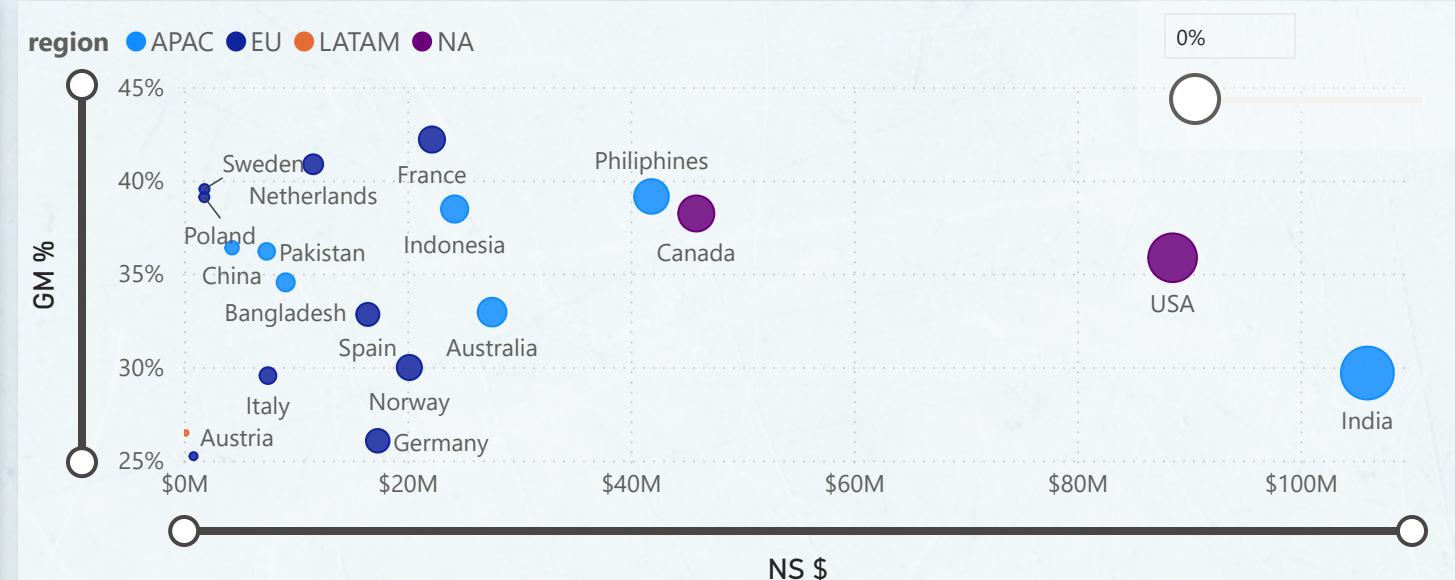
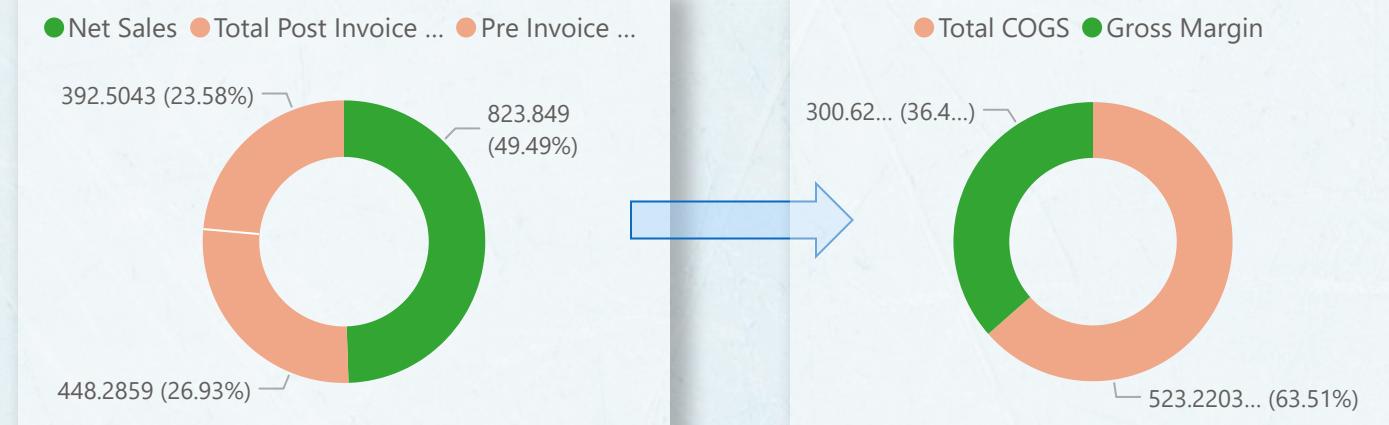
YTD YTG

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% |
| Electricalsociety | \$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**Unit Economics**



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

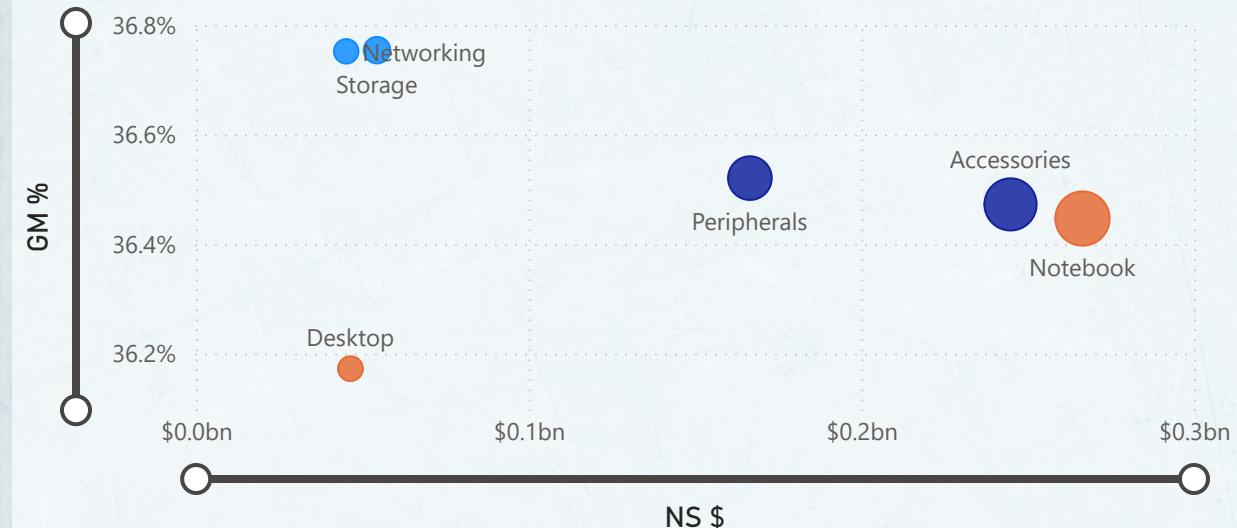
Product Performance

Show NP %

Performance Matrix

| 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% |

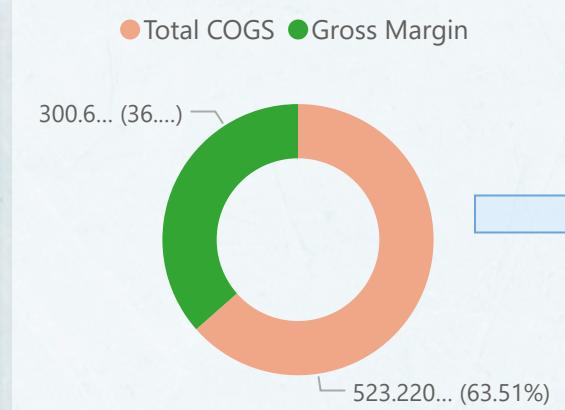
division N & S P & A PC



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





region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)
Forecast Accuracy

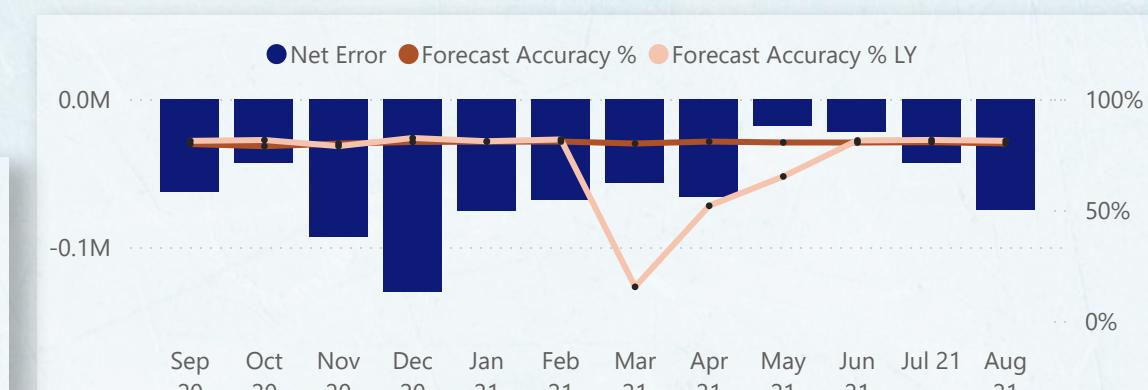
-751.71K✓

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 |
|--------------------------|---------------------|------------------------|----------------|---------------|---------------------|
| Leader | 24.45% | 31.01% | -461507 | -42.10% | Out of Stock |
| Sage | 33.58% | 35.92% | -425909 | -33.69% | Out of Stock |
| Novus | 25.28% | 36.59% | -229091 | -38.18% | Out of Stock |
| AtliQ Exclusive | 71.69% | 56.65% | -189086 | -4.59% | Out of Stock |
| Amazon | 74.54% | 48.43% | -155116 | -2.35% | Out of Stock |
| Synthetic | 37.93% | 38.32% | -145604 | -18.65% | Out of Stock |
| Acclaimed Stores | 50.69% | 8.69% | -122555 | -16.23% | Out of Stock |
| Atliq e Store | 74.59% | 55.24% | -94643 | -2.30% | Out of Stock |
| Flipkart | 52.59% | 11.82% | -91770 | -5.80% | Out of Stock |
| Circuit City | 35.02% | 9.90% | -84752 | -19.00% | Out of Stock |
| BestBuy | 35.31% | 7.31% | -73279 | -16.97% | Out of Stock |
| Digimarket | 40.79% | 39.69% | -72129 | -23.20% | Out of Stock |
| Control | 47.42% | 30.41% | -64707 | -11.99% | Out of Stock |
| Path | 45.53% | 9.55% | -59454 | -10.57% | Out of Stock |
| Insight | 26.88% | 37.11% | -50505 | -34.72% | Out of Stock |
| Ebay | 50.49% | 18.21% | -49299 | -4.24% | Out of Stock |
| Radio Shack | 38.46% | 7.10% | -47096 | -11.19% | Out of Stock |
| Currys (Dixons Carphone) | 35.92% | 35.91% | -44680 | -35.54% | Out of Stock |
| Elkjøp | 53.55% | 45.00% | -39201 | -10.87% | Out of Stock |
| Total | 80.21% | 72.99% | -751714 | -1.52% | Out of Stock |

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

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



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target\$823.85M ✓
BM: 267.98M (+207.43%)36.49% !
BM: 37.10% (-1.65%)-6.63% !
BM: -0.85% (-676.38%)80.21% ✓
BM: 72.99% (+9.88%)

Net Sales

GM%

Net Profit %

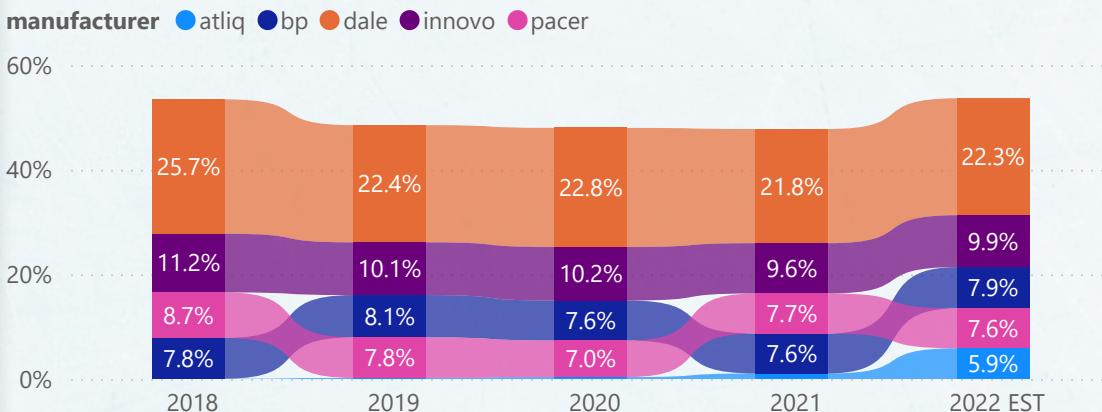
Forecast Accuracy



Key Insights BY Sub Zone

| Sub Zone | NS \$ | RC % | GM % | Net Profit % | AtliQ MS % | Net Error % | Risk |
|--------------|-----------------|----------------|--------------|--------------|--------------|---------------|---------------------|
| ANZ | \$44.4M | 5.39% | 38.5% | 7.3% | 0.28% | -5.19% | Out of Stock |
| India | \$210.7M | 25.57% | 32.0% | 24.7% | 2.45% | 3.90% | Excess Inventory |
| LATAM | \$3.2M | 0.38% | 37.5% | 6.2% | 0.05% | 5.32% | Excess Inventory |
| NA | \$177.9M | 21.60% | 37.2% | 13.7% | 0.76% | -7.06% | Out of Stock |
| NE | \$109.3M | 13.27% | 38.0% | -1.1% | 1.17% | 11.27% | Excess Inventory |
| ROA | \$186.9M | 22.69% | 38.3% | 8.2% | 1.47% | -21.55% | Out of Stock |
| SE | \$91.5M | 11.10% | 38.7% | 4.4% | 3.63% | 10.56% | Excess Inventory |
| Total | \$823.8M | 100.00% | 36.5% | -6.6% | 1.06% | -1.52% | Out of Stock |

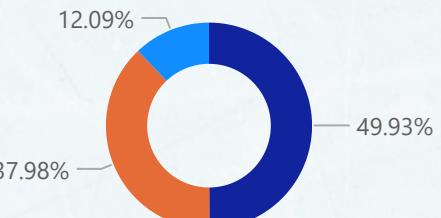
PC Market Share Trend - AtliQ & Competitors



BM - Benchmark, LY - Last Year

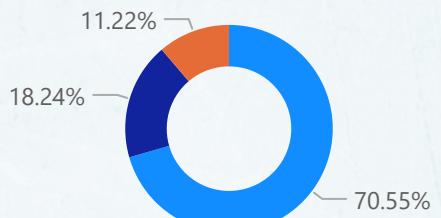
Revenue by Division

division ● P & A ● PC ● N & 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 %

| customer | RC % | GM % |
|-----------------|---------------|---------------|
| Amazon | 13.23% | 35.40% ↓ |
| AtliQ e Store | 8.53% | 37.54% |
| AtliQ Exclusive | 9.70% | 43.73% ↓ |
| Flipkart | 3.07% | 30.23% ↓ |
| Total | 37.82% | 37.58% |

Top 5 Products by Revenue

product ● RC % ● GM %

| product | RC % | GM % |
|--------------|---------------|--------------|
| AQ Qwerty | 3.38% | 37.09% |
| AQ Trigger | 3.27% | 36.89% |
| AQ Maxima | 2.71% | 36.68% ↓ |
| AQ Gen Y | 2.86% | 36.06% |
| Total | 16.32% | 36.52 |



- 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



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI ?