



Business Insights 360

Values are in Dollars & Millions

Finance View



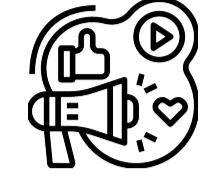
Get P & L statement for any customer / product / country or aggregation of the above over any time period and More...

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 View



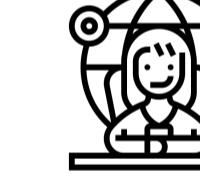
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

Supply Chain View



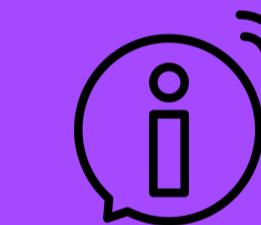
Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

Executive View



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

Info



Support



BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

ytd

ytg

Q1

Q2

Q3

Q4

Abbreviations

BM = Benchmark | LY=Last Year

NP= Net Profit | Chg = Change

GM = Gross Margin | NS = Net Sales

FILTERS

VS LY

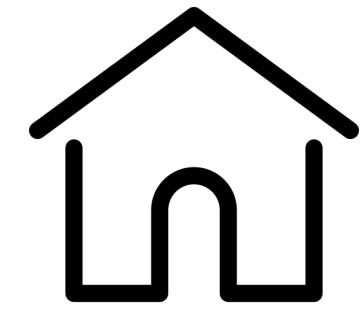
VS TARGET

2019

2020

2021

2022 EST

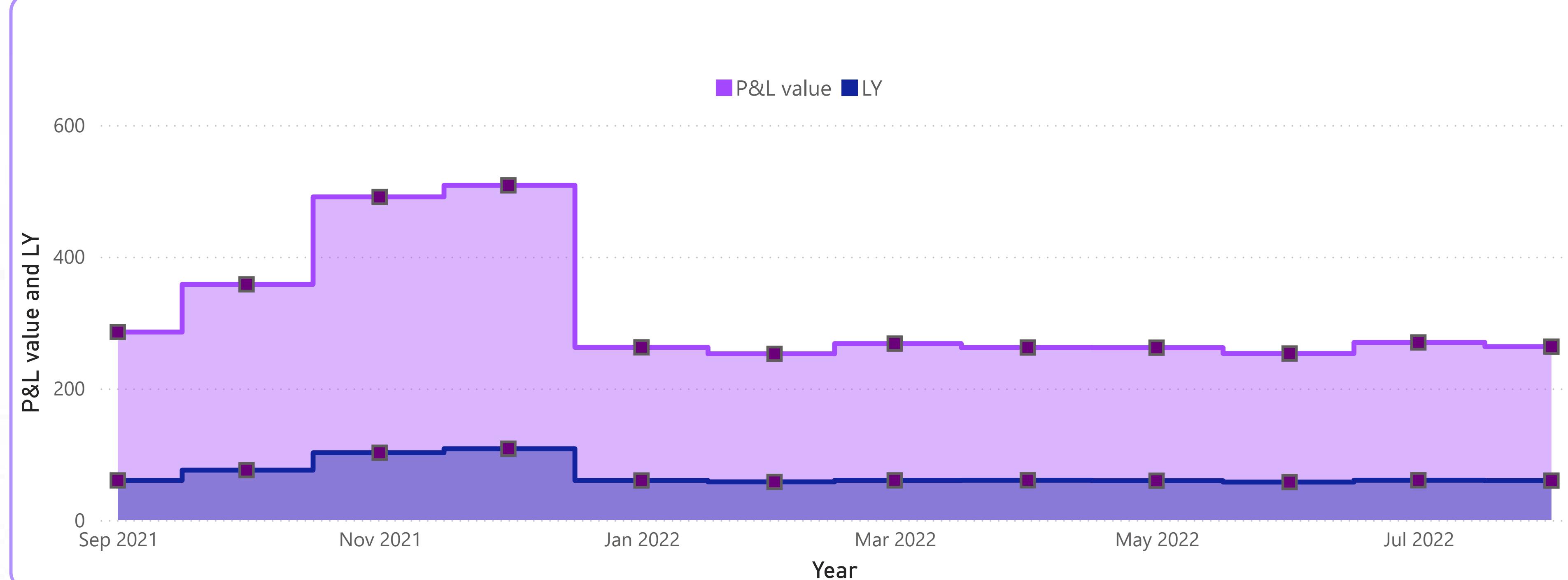


\$3.7bn
NS \$

38.08%
GM %

-13.98%
Net_Profit%

Performance Over Time



Top / Bottom Products and Customers by

region	P&L value	p&l yoy %
NA	1,022.09	47440.15%
LATA	14.82	36839.86%
APAC	1,923.77	33526.51%
EU	775.48	28626.05%

segment	P&L value	p&l yoy %
Accessories	454.10	8546.19%
Desktop	711.08	143154.87%
Networking	38.43	-1489.02%
Notebook	1,580.43	49306.46%
Peripherals	897.54	43903.49%
Storage	54.59	31.66%

Profit And Loss Statement

Line Item	2022 EST	BM	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



BY REGION/COUNTRY

BY STORES/(S)

BY CATEGORY

ytd

ytg

Q1

Q2

Q3

Q4

Abbreviations

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FILTERS

All

▼

All

▼

All

▼

VS LY

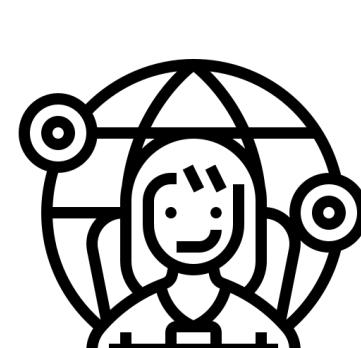
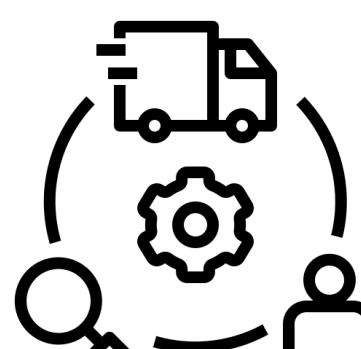
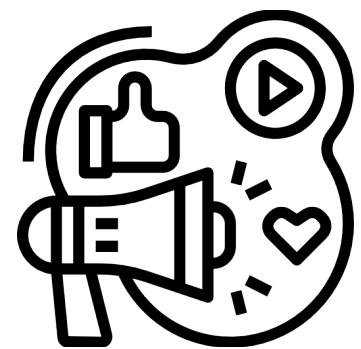
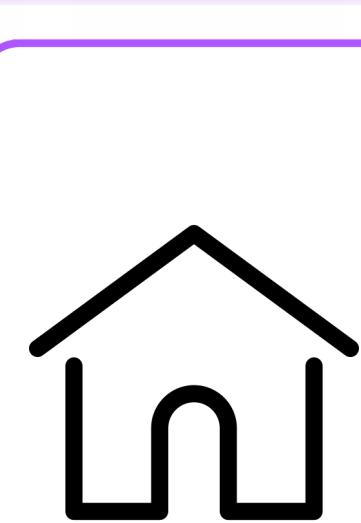
VS TARGET

2019

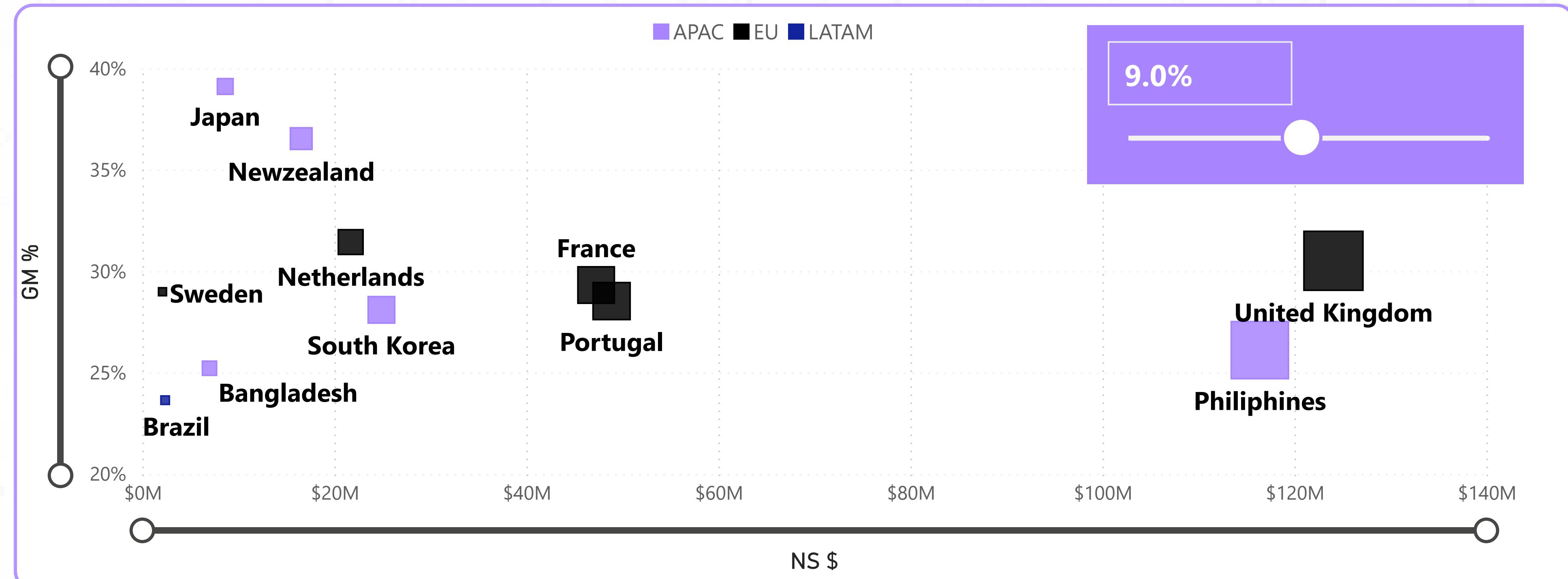
2020

2021

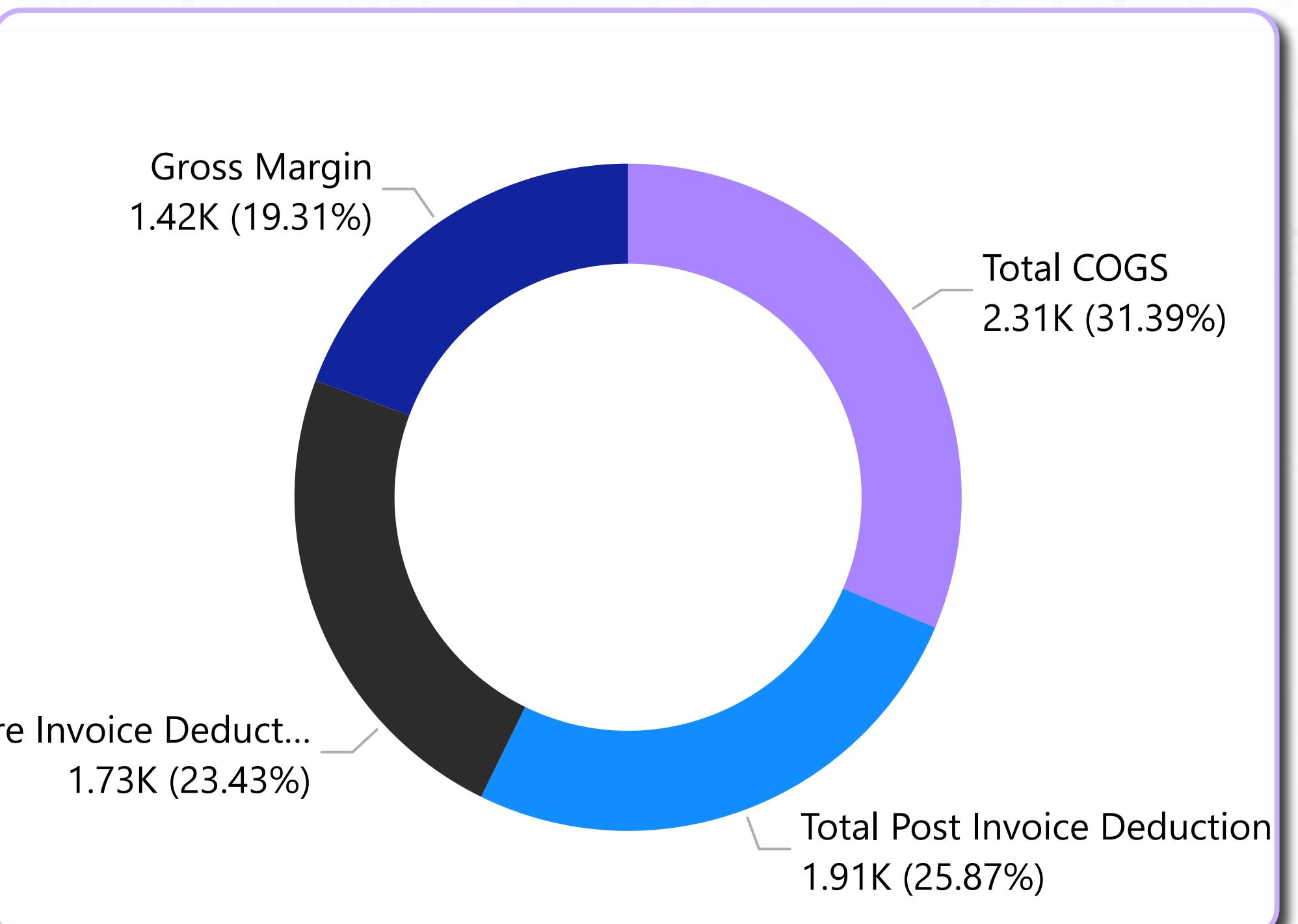
2022 EST



Performance Matrix



Unit Economics



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454,096,517.5	\$172,605,972.9	38.01%
Desktop	\$711,076,557.9	\$272,388,775.5	38.31%
Networking	\$38,434,918.9	\$14,778,476.3	38.45%
Notebook	\$1,580,431,169.1	\$600,960,651.6	38.03%
Peripherals	\$897,537,924.2	\$341,220,013.5	38.02%
Storage	\$54,593,443.2	\$20,925,835.3	38.33%

Performance Matrix

customer	NS \$	GM \$	GM %
Zone	\$29,349,798.4	\$11,575,519.6	39.44%
walmart	\$72,414,108.6	\$33,063,608.2	45.66%
Viveks	\$46,386,831.7	\$14,681,013.1	31.65%
Vijay Sales	\$55,134,036.2	\$20,927,549.2	37.96%
Unity Stores	\$6,293,350.9	\$2,133,908.7	33.91%
UniEuro	\$36,370,854.8	\$11,396,413.7	31.33%
Taobao	\$22,656,151.3	\$9,967,731.8	44.00%
Synthetic	\$52,243,198.6	\$14,757,181.0	28.25%
Surface Stores	\$11,006,676.1	\$3,246,013.6	29.49%
Staples	\$64,202,046.2	\$24,988,338.6	38.92%
Sound	\$27,631,596.6	\$10,758,655.9	38.94%
Sorefoz	\$17,402,355.4	\$5,303,986.0	30.48%
Saturn	\$6,491,346.5	\$1,719,482.0	26.49%
Sage	\$127,856,627.3	\$40,312,680.6	31.53%
Relief	\$30,724,949.5	\$14,916,021.5	48.55%
Reliance Digital	\$54,567,287.3	\$20,851,919.3	38.21%
Radio Shack	\$46,152,741.1	\$19,986,186.2	43.30%
Radio Popular	\$26,265,389.5	\$8,846,459.6	33.68%
Propel	\$61,591,925.5	\$23,026,117.0	37.38%
Premium	\$27,490,051.0	\$12,719,601.3	46.27%
Stores			
Power	\$10,559,114.4	\$3,942,158.3	37.33%
Path	\$59,323,279.5	\$25,807,315.3	43.50%
Otto	\$6,466,350.6	\$1,562,216.6	24.16%
Novus	\$40,802,738.1	\$8,766,818.3	21.49%



BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

ytd

ytg

Q1

Q2

Q3

Q4

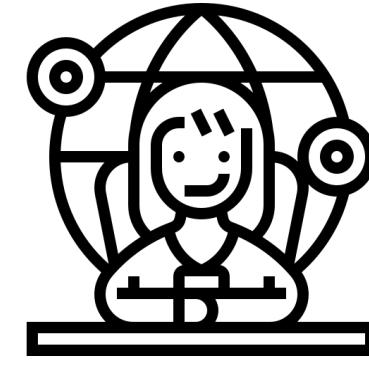
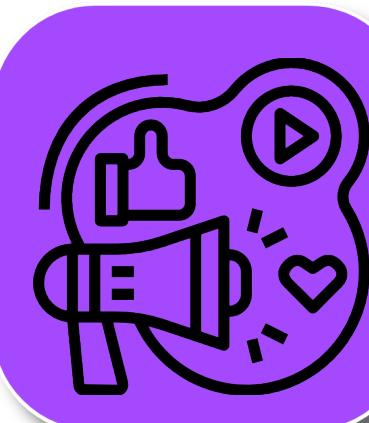
Abbreviations

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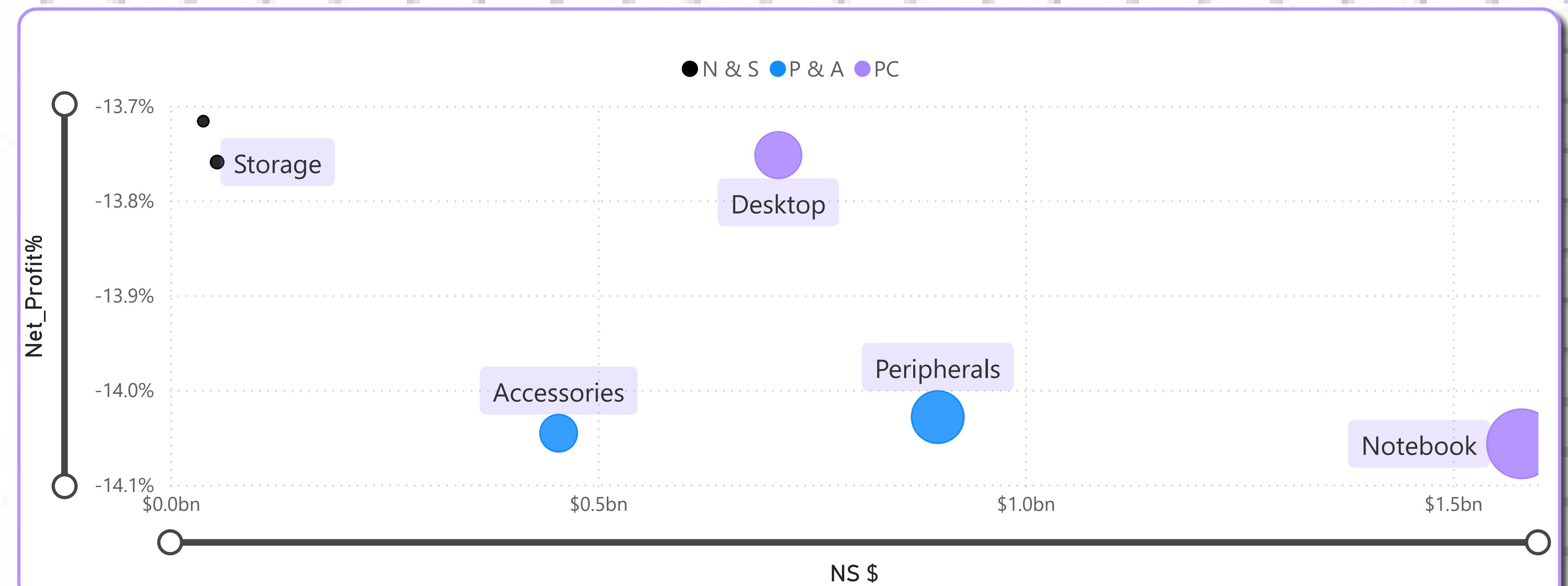
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FILTERS



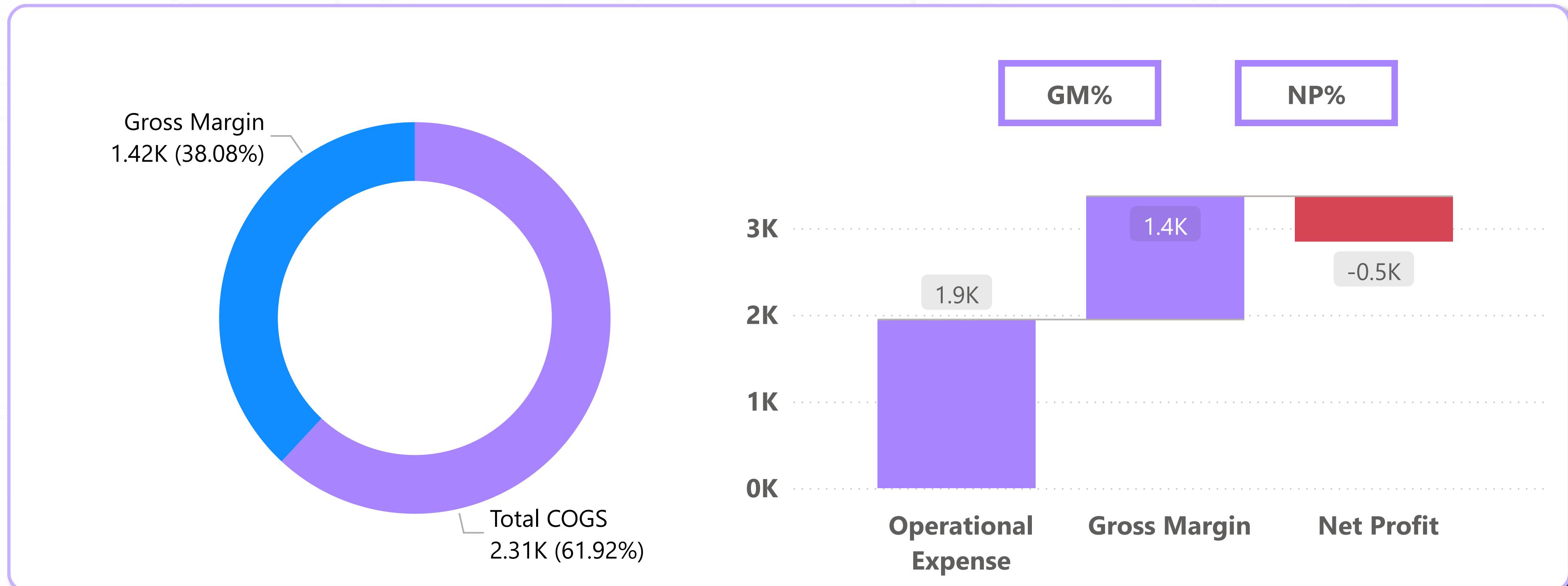
Performance Over Time



Key Metrics Of Products

segment	NS \$	GM \$	GM %	Net_Profit	Net_Profit%
Accessories	\$454,096,517.5	\$172,605,972.9	38.01%	-6378.08M%	-14.05%
Desktop	\$711,076,557.9	\$272,388,775.5	38.31%	-9778.78M%	-13.75%
Networking	\$38,434,918.9	\$14,778,476.3	38.45%	-527.18M%	-13.72%
Notebook	\$1,580,431,169.1	\$600,960,651.6	38.03%	-22215.93M%	-14.06%
Peripherals	\$897,537,924.2	\$341,220,013.5	38.02%	-12591.27M%	-14.03%
Storage	\$54,593,443.2	\$20,925,835.3	38.33%	-751.17M%	-13.76%

Unit Economics



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net_Profit	Net_Profit%
NA	\$1,022,094,592.1	\$459,675,504.1	44.97%	-14530.59M%	-14.22%
APAC	\$1,923,772,790.3	\$690,212,124.2	35.88%	-28116.25M%	-14.62%
LATAM	\$14,820,632.0	\$5,190,456.5	35.02%	-43.70M%	-2.95%
EU	\$775,482,516.4	\$267,801,640.2	34.53%	-9551.88M%	-12.32%



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All

▼

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▼

All

▼

VS LY

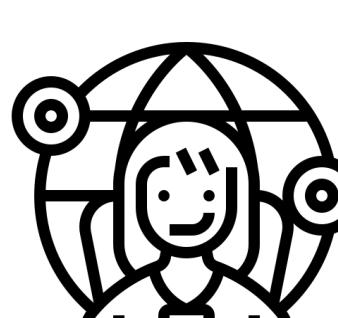
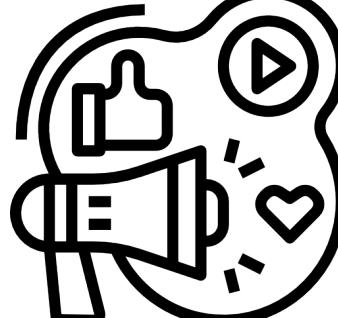
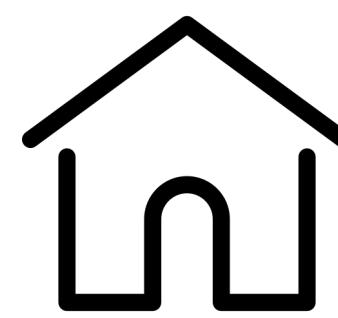
VS TARGET

2019

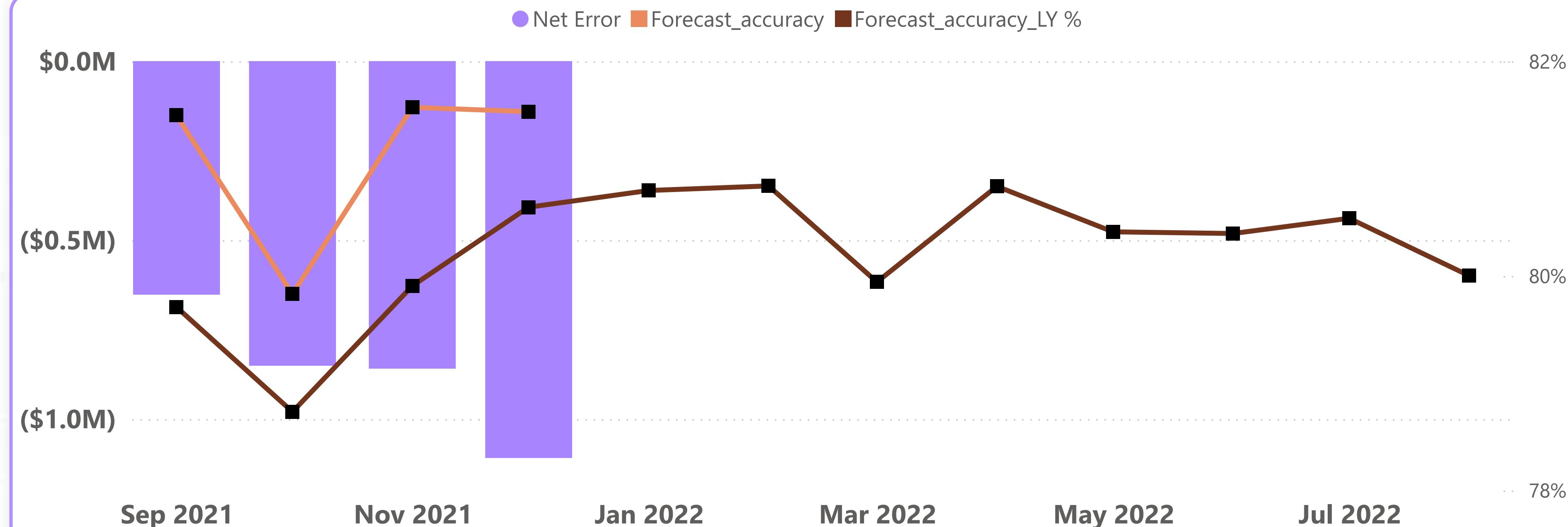
2020

2021

2022 EST


NS \$
81.17%
Forecast_accuracy
NS \$
(\$3.47M)
Net Error
NS \$
\$6.90M
ABS_ERROR

Performance Over Time



region	Forecast_accuracy	Net Error	Risk
LATAM	71.11%	\$5,401.00 EI	
NA	77.34%	\$1,395,849.00 EI	
APAC	76.89%	(\$3,160,071.00) OOS	
EU	75.56%	(\$1,713,869.00) OOS	

Profit And Loss Statement

customer	Forecast_accuracy	Forecast_accuracy_LY %	Net_Error	Net_Error_Risk %
Atliq e Store	74.22%	74.59%	(\$294,868.00)	-9.65% OOS
Amazon	73.79%	74.54%	(\$464,694.00)	-9.22% OOS
Atliq Exclusive	70.35%	71.69%	(\$359,242.00)	-11.91% OOS
Expert	62.93%	60.67%	(\$26,489.00)	-6.75% OOS
Acclaimed Stores	57.74%	50.69%	\$83,037.00	10.74% EI
Electricalsbea Stores	55.74%	51.56%	(\$6,352.00)	-9.56% OOS
Mbit	55.40%	62.34%	(\$43,470.00)	-22.29% OOS
Argos (Sainsbury's)	54.78%	56.08%	(\$23,040.00)	-17.60% OOS
walmart	54.78%	50.12%	\$84,334.00	12.08% EI
Staples	54.45%	49.38%	\$79,821.00	11.51% EI
Currys (Dixons Carphone)	54.29%	35.92%	\$8,104.00	6.00% EI
Flipkart	54.21%	52.59%	(\$13,616.00)	-1.09% OOS
Power	54.06%	56.72%	(\$11,212.00)	-10.18% OOS
Nomad Stores	53.44%	50.59%	\$3,394.00	1.34% EI
Radio Popular	52.94%	56.74%	(\$49,354.00)	-18.61% OOS
Boulanger	52.69%	58.77%	(\$48,802.00)	-20.21% OOS
Logic Stores	52.49%	51.44%	\$6,430.00	2.37% EI
Ebay	52.27%	50.49%	(\$19,127.00)	-2.02% OOS



BY REGION/COUNTRY

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ytd

ytg

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GM = Gross Margin | NS = Net Sales

FILTERS

All

All

All

VS LY

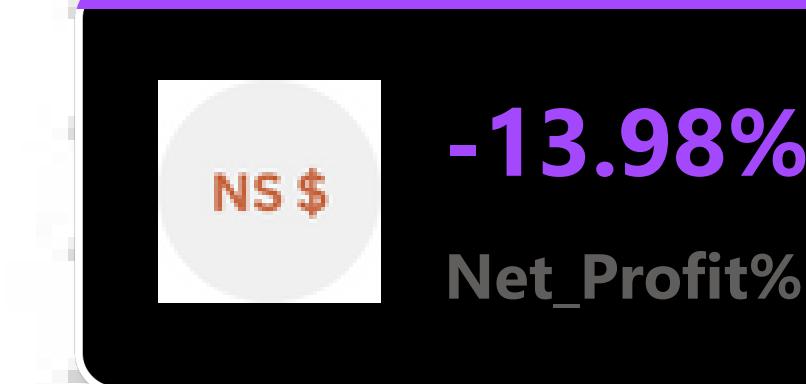
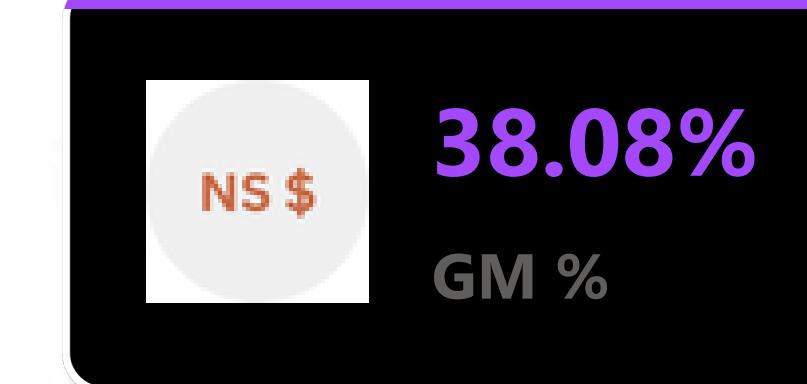
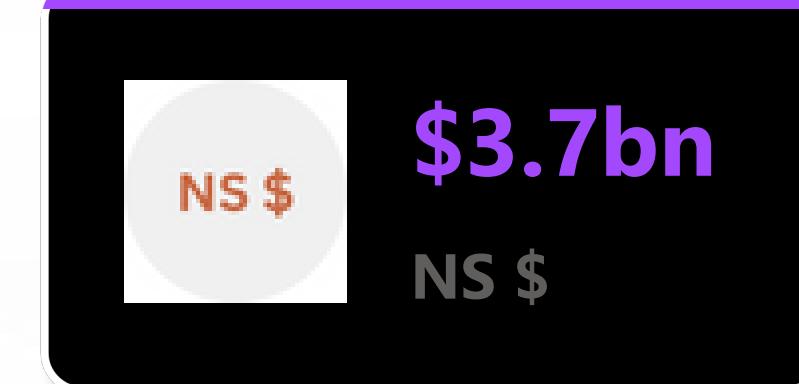
VS TARGET

2019

2020

2021

2022 EST



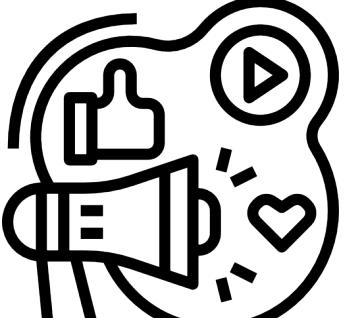
Key Insights By Sub-Zone



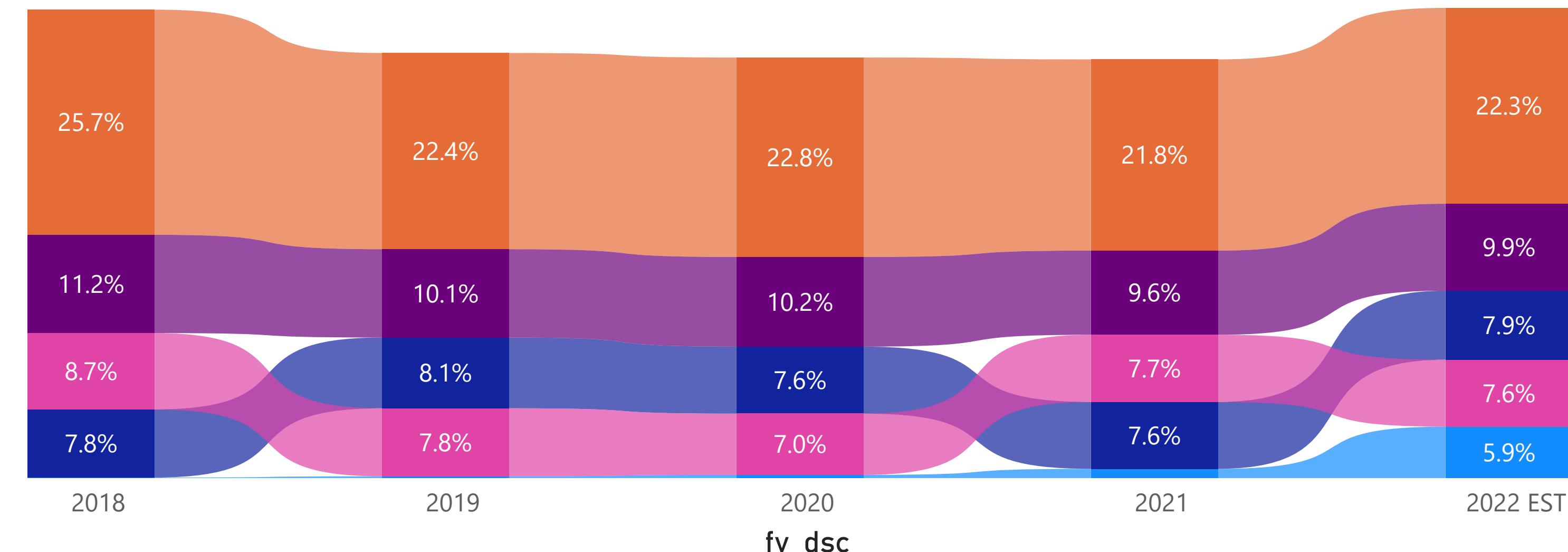
sub_zone	NS \$	RC %	GM %	Net_Profit%	Atliq MS%	Net_Error %	Risk
NA	\$1,022,094,592.1	27.4%	44.97%	-14.22%	5.87%	14.35%	EI
India	\$945,337,128.1	25.3%	35.75%	-22.99%	5.87%	-24.37%	OOS
ROA	\$788,656,403.8	21.1%	34.19%	-6.32%	5.87%	-4.56%	OOS
NE	\$457,707,228.8	12.3%	32.80%	-18.09%	5.87%	-4.56%	OOS
SE	\$317,775,287.7	8.5%	37.03%	-4.00%	5.87%	-55.47%	OOS
ANZ	\$189,779,258.4	5.1%	43.50%	-7.39%	5.87%	-37.61%	OOS
LATAM	\$14,820,632.0	0.4%	35.02%	-2.95%	5.87%	3.37%	EI
Total	\$3,736,170,530.9	100.0%	38.08%	-13.98%	5.87%	-9.48%	OOS



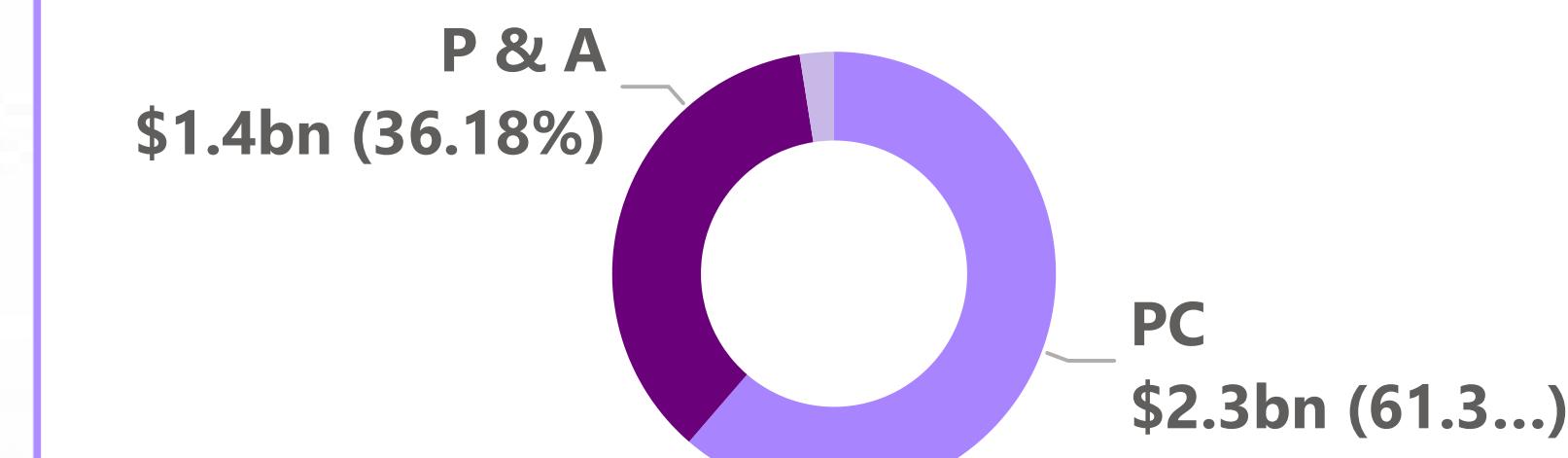
PC Market Share Trend - AtliQ & Competitors



manufacturer ● atliq ● bp ● dale ● innovo ● pacer



NS \$ by division



● NS \$ ● GM % ● Net_Profit% ● Atliq MS%

\$4bn

\$3bn

\$2bn

\$1bn

\$0bn

2018

2019

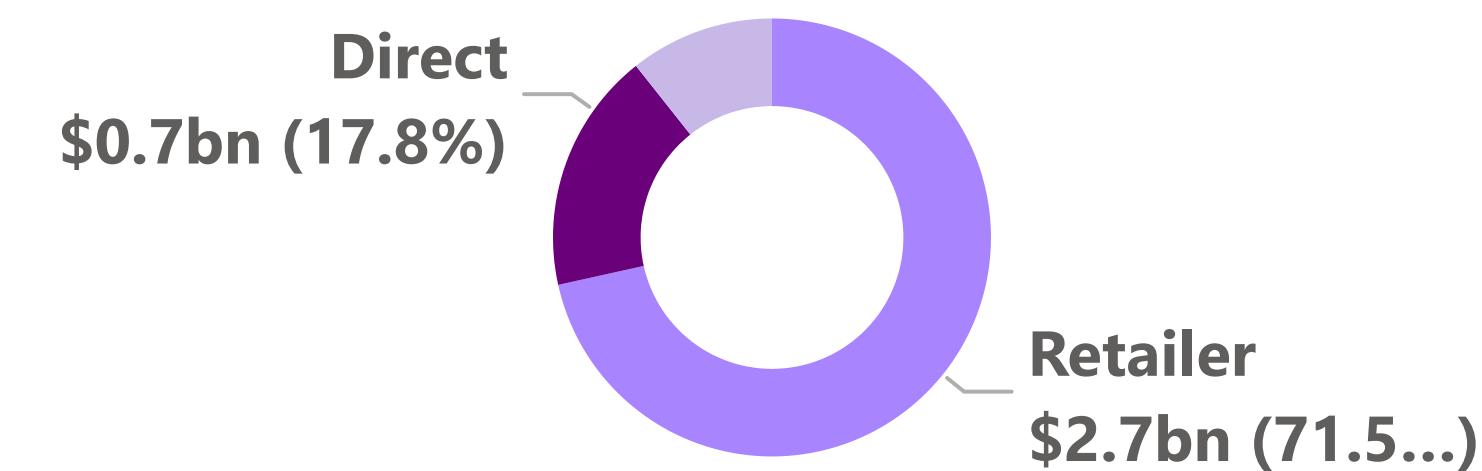
2020

2021

2022 EST

40%
20%
0%
-20%

NS \$ by channel

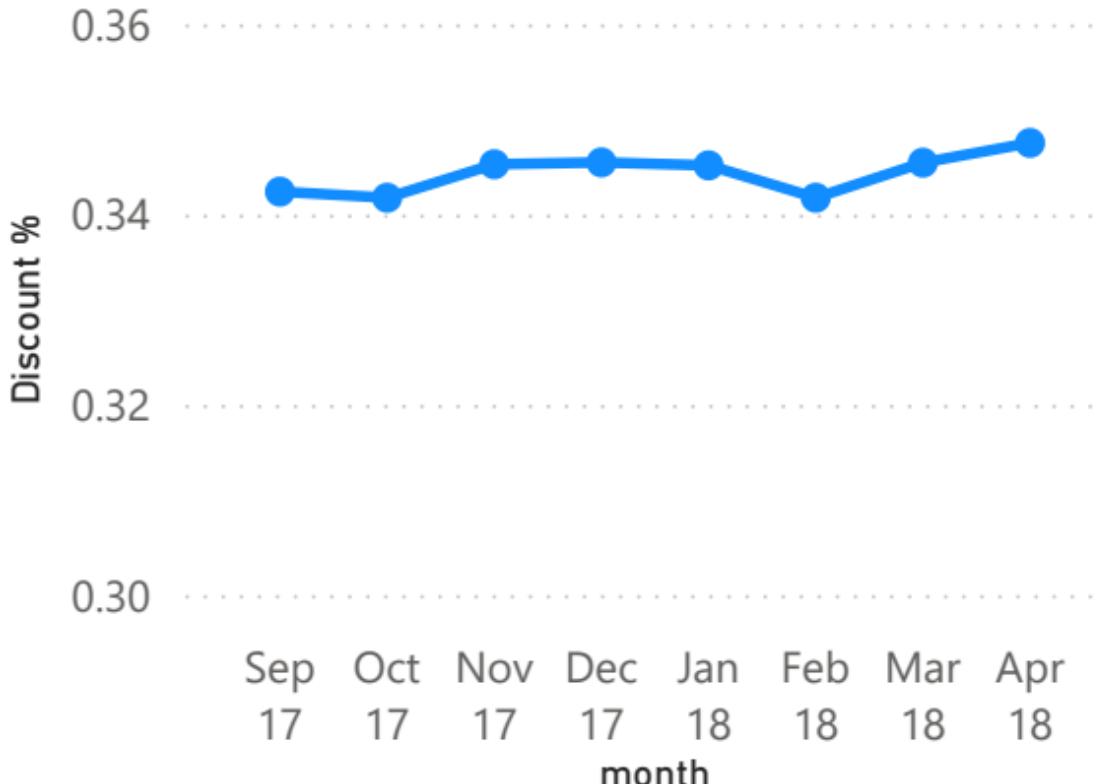


Top 5 Customer by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%

Top 5 Products by Revenue

customer	RC %	GM %
Sage	3.4%	31.53%
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88%
Flipkart	3.7%	42.14%
Atliq Exclusive	9.7%	46.01%



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 RESOLVE

Provide A Feedback

ADD A NEW REQUEST

**CHECKOUT A
CONTINGENCY PLAN**

NEW TO POWER BI ?