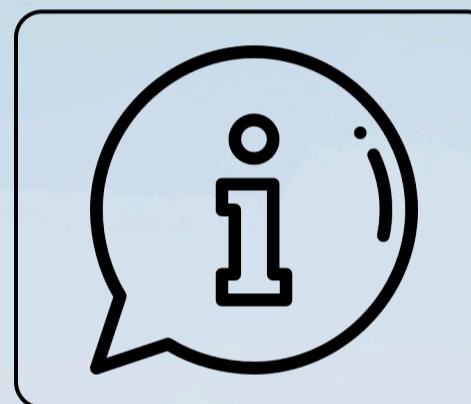




Business Insights 360



Info

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



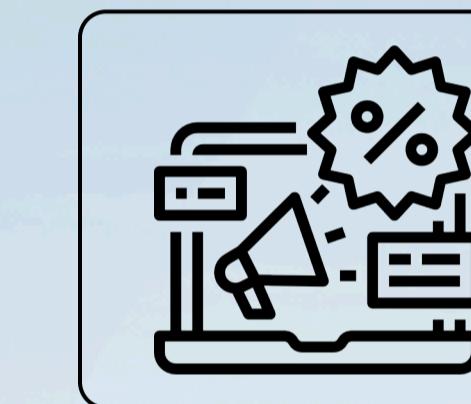
Finance View

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



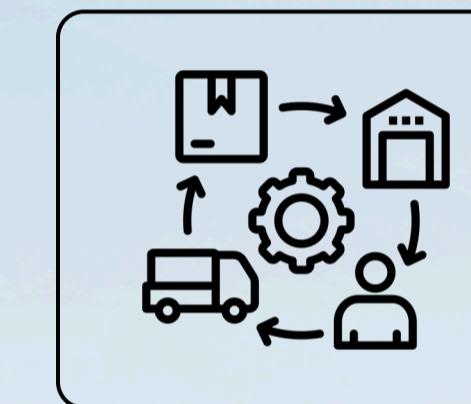
Sales View

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.

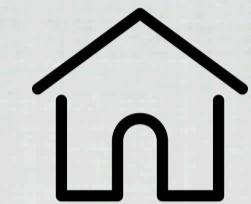


Support

Get your **issues resolved** by connecting to our support specialist.



Business Insights 360



- 1. All the system data in the tool is refreshed every month on 5th working date.**
- 2. System data such as Forecast, Actuals and Historical forecast are received from Global database.**
- 3. No system such as Target, Operational Expense and Market share are refreshed on request.**
- 4. For FAQ's click [here](#).**
- 5. Download live excel version [here](#)**

	2018	2019	2020	2021	2022	Total
Sum of gross_sales_amount	₹ 58.32M	₹ 209.06M	₹ 535.95M	₹ 1,664.64M	₹ 7,370.14M	₹ 9,838.11M
Sum of net_invoice_sales_amount	₹ 44.40M	₹ 161.62M	₹ 411.25M	₹ 1,272.13M	₹ 5,643.13M	₹ 7,532.54M
Sum of post_invoice_deduction_amt	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
Sum of post_invoice_other_deduction_amt	₹ 4.63M	₹ 20.53M	₹ 47.43M	₹ 166.65M	₹ 663.42M	₹ 902.65M
Sum of net_sales_amount	₹ 29.11M	₹ 111.37M	₹ 267.98M	₹ 823.85M	₹ 3,736.17M	₹ 4,968.48M



region, market

All



segment, category, prod...

All



customer

All



2019

2020

2021

2022
Est

Q1

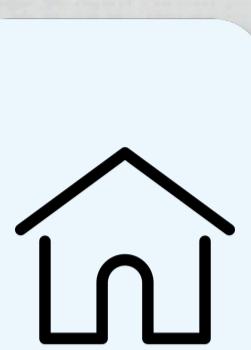
Q2

Q3

Q4

YTD

YTG



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

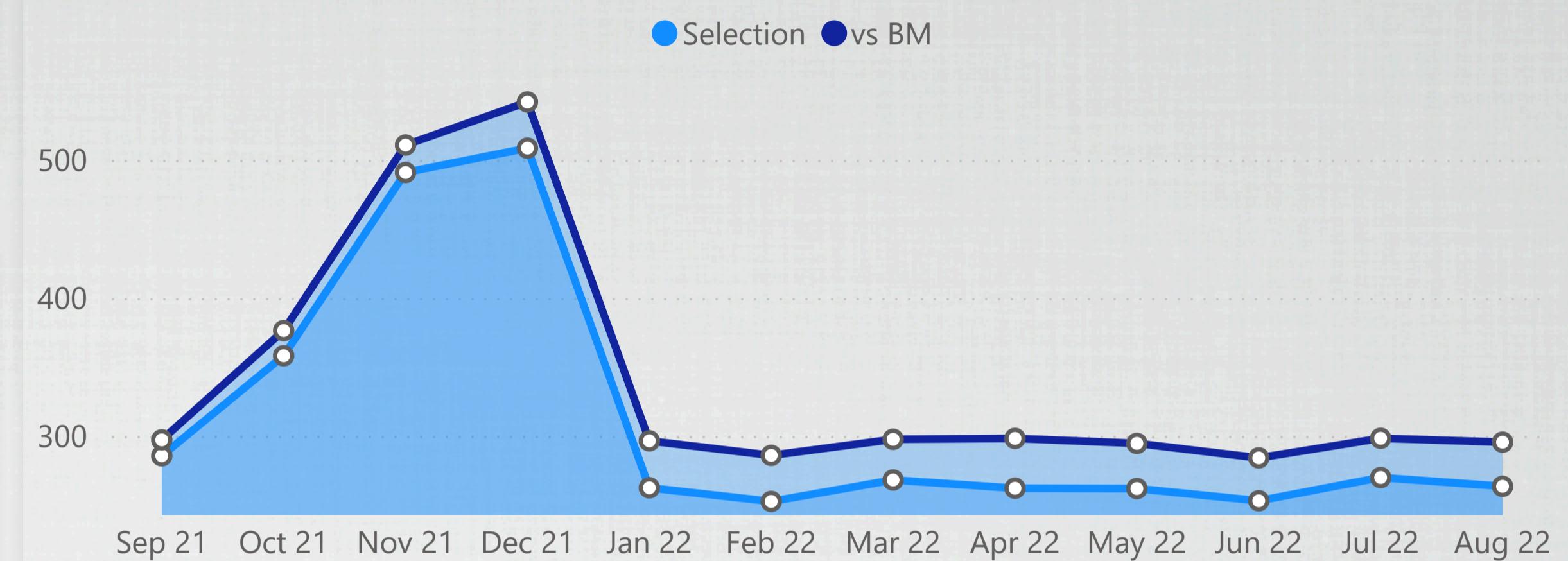


Profit and Loss Statement

Line Item	2022 Est	BM	Chg	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 Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	12.00	6.62	7.25	110.79



Net Sales Performance Over Time



Top / Bottom Products & Customer by Net Sales

region	P&L	P&L Chg	% Values	segment	P&L	P&L Chg %
	Values	%			Values	Chg %
APAC	1,923.77	335.27		Accessories	454.10	85.46
NA	1,022.09	474.40		Desktop	711.08	1,431.55
EU	775.48	286.26		Networking	38.43	-14.89
LATAM	14.82	368.40		Notebook	1,580.43	493.06
				Peripherals	897.54	439.03
				Storage	54.59	0.32





region, market

All



segment, category, prod...

All



customer

All



2019

2020

2021

2022
Est

Q1

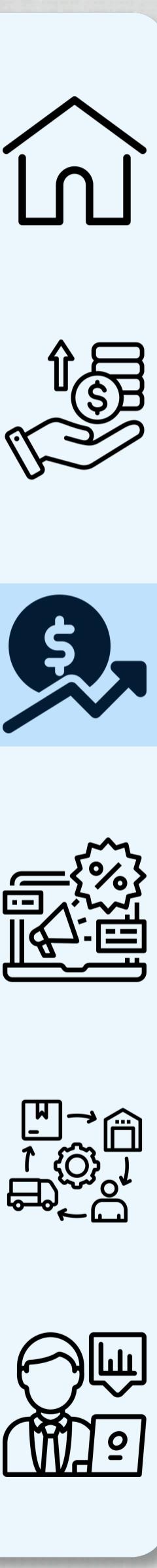
Q2

Q3

Q4

YTD

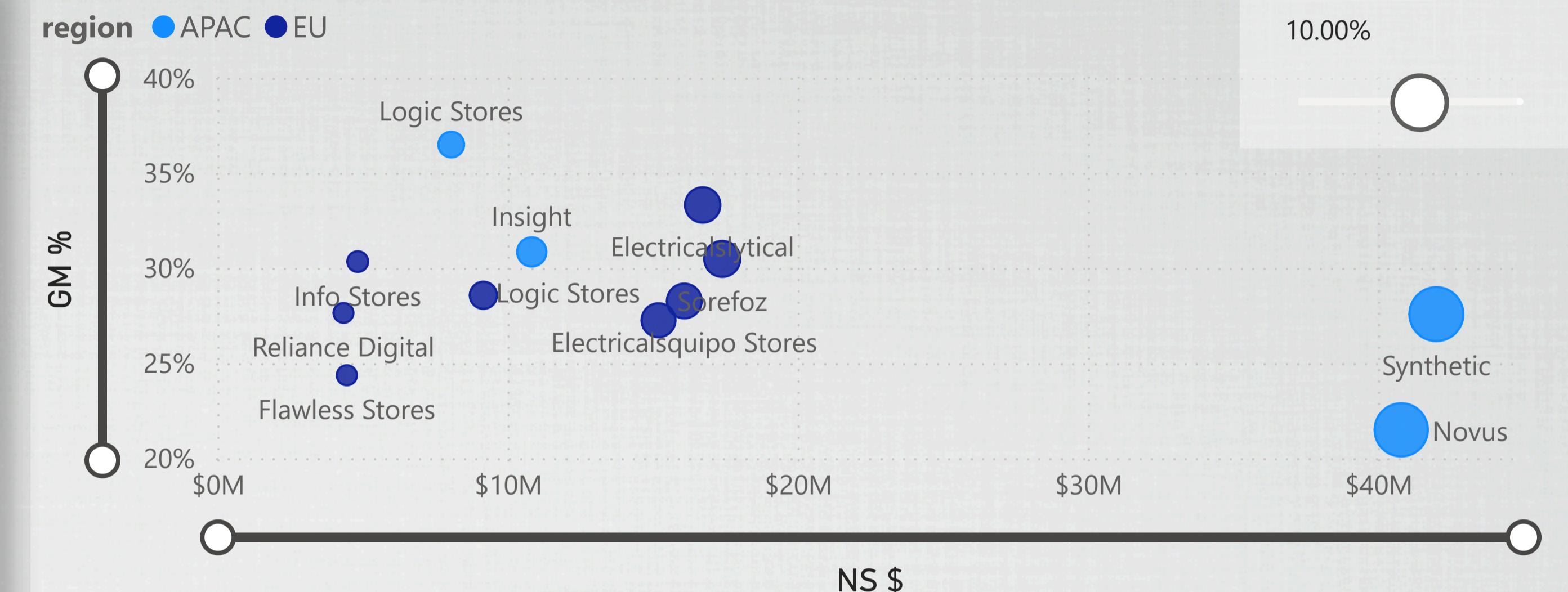
YTG



Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.8%
AltiQ Exclusive	\$307.2M	145.0M	47.2%
Atliq e Store	\$304.1M	112.1M	36.9%
Flipkart	\$138.5M	58.4M	42.1%
Sage	\$127.9M	40.3M	31.5%
Leader	\$117.3M	36.0M	30.7%
Neptune	\$105.7M	49.4M	46.7%
Ebay	\$91.6M	33.1M	36.1%
Acclaimed Stores	\$73.4M	29.6M	40.3%

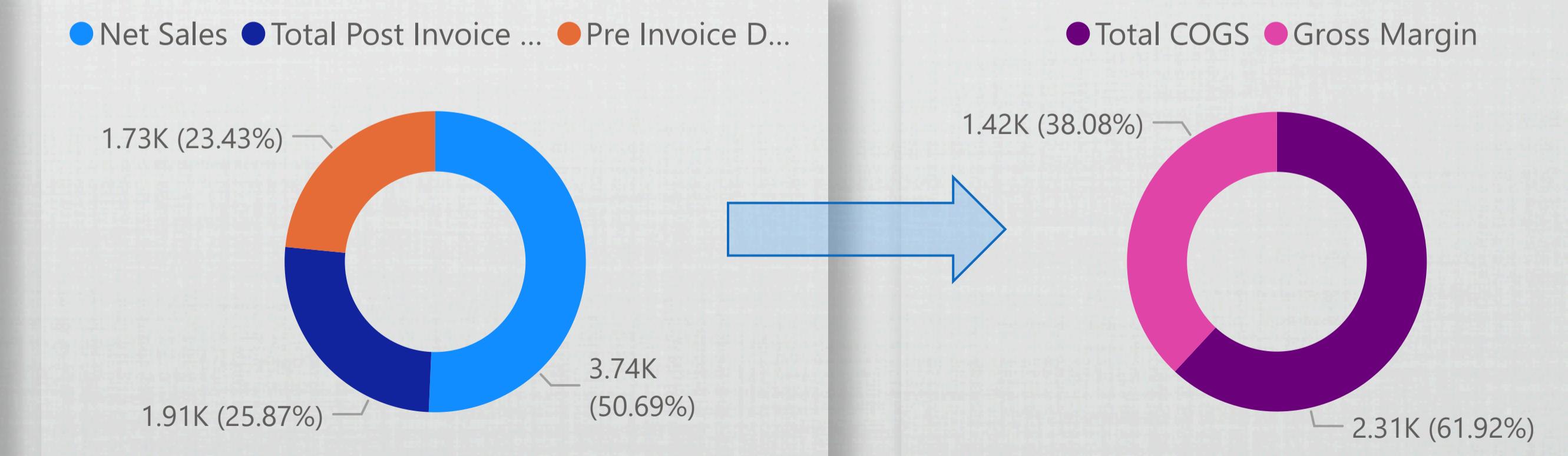
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.0%
Desktop	\$711.1M	272.4M	38.3%
Networking	\$38.4M	14.8M	38.5%
Notebook	\$1,580.4M	601.0M	38.0%
Peripherals	\$897.5M	341.2M	38.0%
Storage	\$54.6M	20.9M	38.3%
Total	\$3,736.2M	1,422.9M	38.1%

Unit Economics



vs LY

vs Target



region, market

All



segment, category, prod...

All



customer

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

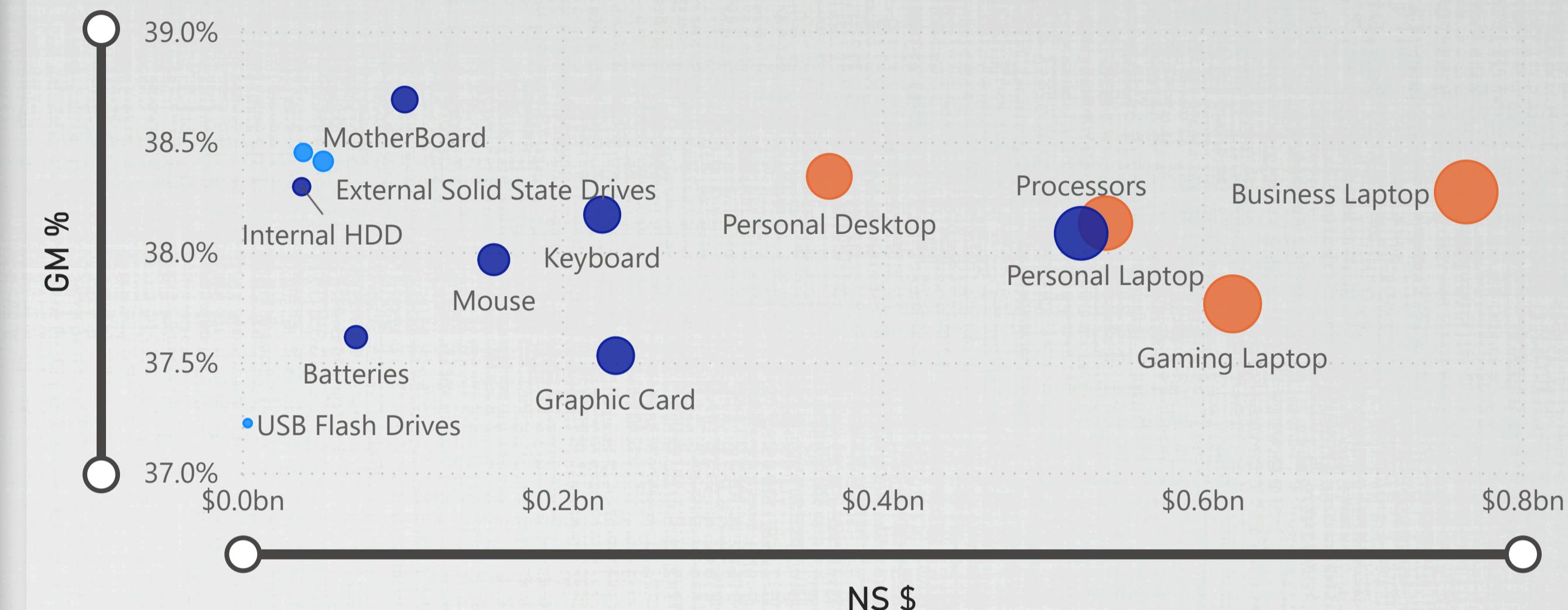
Product Performance

segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Show NP %

Performance Matrix

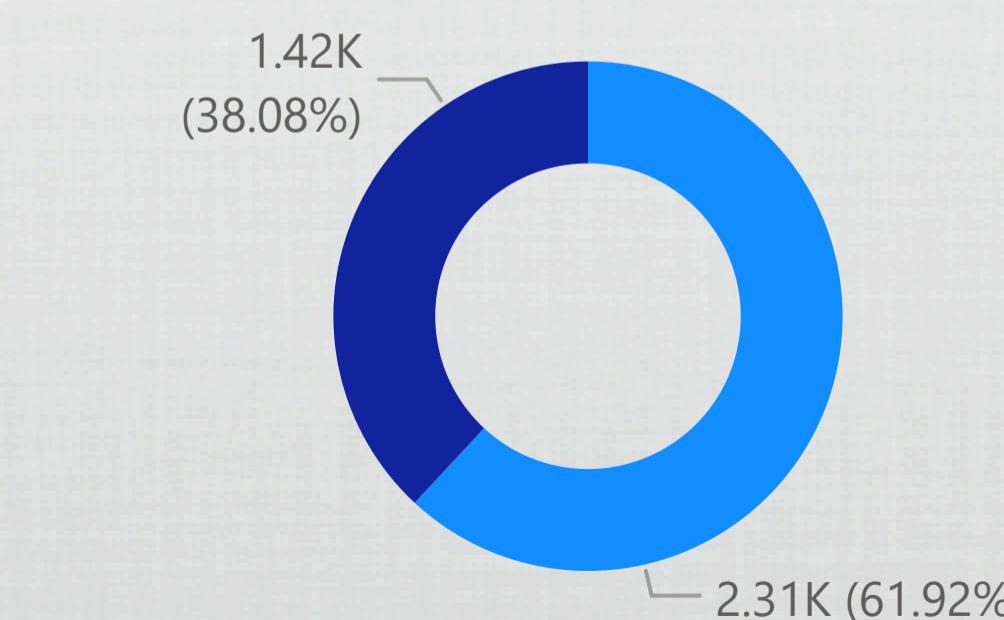
division ● N & S ● P & A ● PC



Region / Market / Customer performance

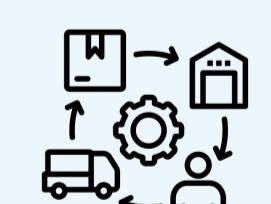
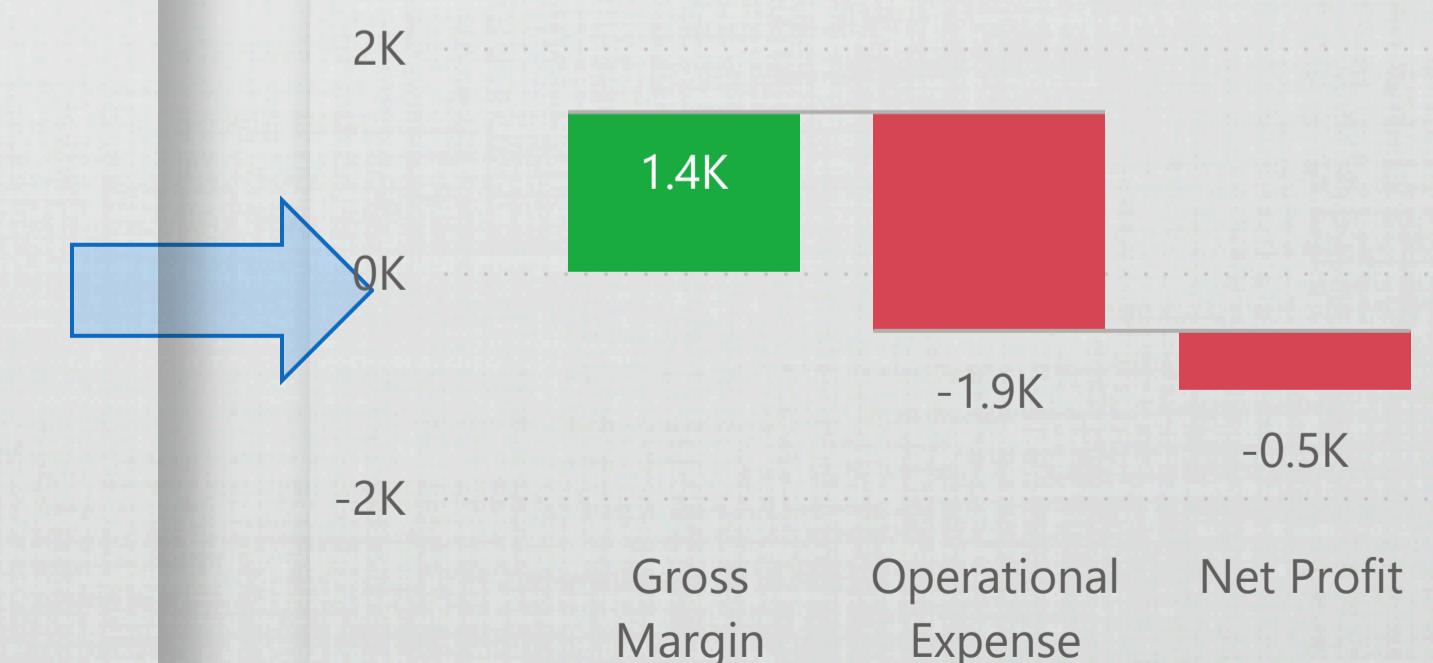
region	NS \$	GM \$	GM %	Net Profit	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Descripti... ● Total COGS ● Gross Margin



Unit Economics

● Increase ● Decrease





region, market

All



segment, category, prod...

All



customer

All



2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17% ✓

BM: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K ✓

BM: -751.7K (+361.97%)

Net Error

6899.04K !

BM: 9780.74K (-29.46%)

ABS Error

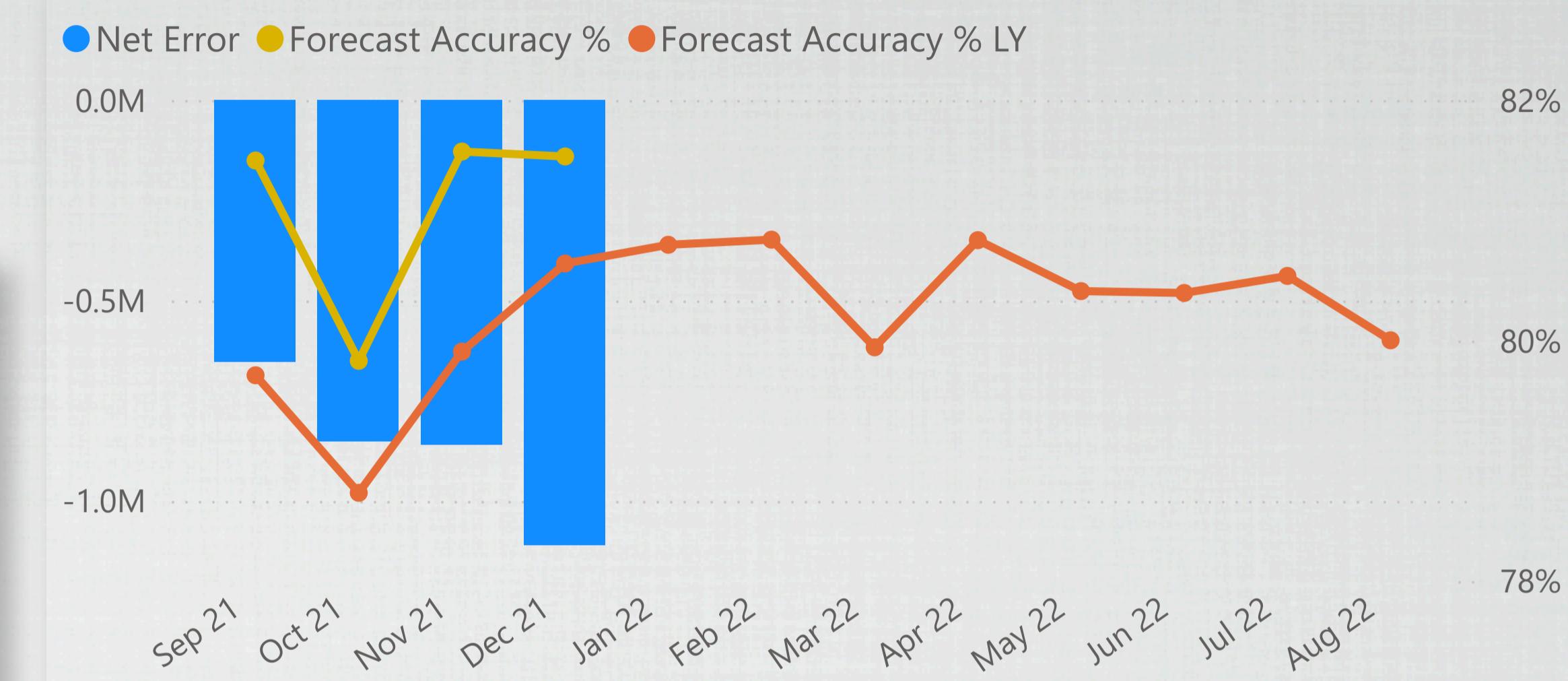


Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess Inventory
All-Out	43.96%	29.09%	-150	-0.32%	Out Of Stock
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	Out Of Stock
Amazon	73.79%	74.54%	-464694	-9.22%	Out Of Stock
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	Out Of Stock
Atlas Stores	49.53%	48.16%	-4182	-2.31%	Out Of Stock
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Out Of Stock
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	Out Of Stock
BestBuy	46.60%	35.31%	81179	16.72%	Excess Inventory
Billa	42.63%	18.29%	3704	3.91%	Excess Inventory
Boulanger	52.69%	58.77%	-48802	-20.21%	Out Of Stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out Of Stock
Chiptec	50.49%	52.54%	-20102	-11.36%	Out Of Stock
Circuit City	46.17%	35.02%	85248	16.55%	Excess Inventory
Control	52.06%	47.42%	64731	13.01%	Excess Inventory
Coolblue	47.66%	52.95%	-34790	-15.34%	Out Of Stock
Costco	51.95%	49.42%	101913	15.79%	Excess Inventory
Croma	36.58%	42.78%	-77649	-16.54%	Out Of Stock
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	Excess Inventory
Total	81.17%	80.21%	-3472690	-9.48%	Out Of Stock



Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out Of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out Of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out Of Stock
Networking	93.06%	90.40%	-12967	-1.69%	Out Of Stock
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Total	81.17%	80.21%	-3472690	-9.48%	Out Of Stock





region, market

All



segment, category, prod...

All



customer

All



2019

2020

2021

2022
Est

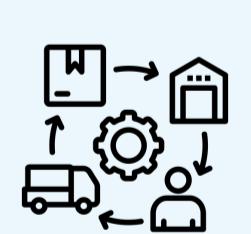
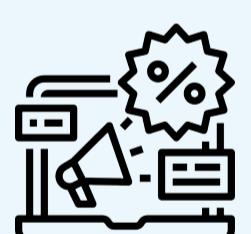
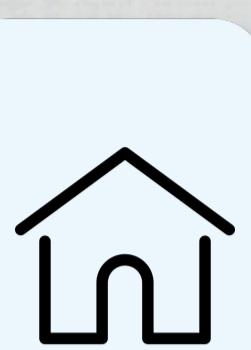
Q1

Q2

Q3

Q4

vs LY

vs
Target

\$3.74bn✓

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%✓

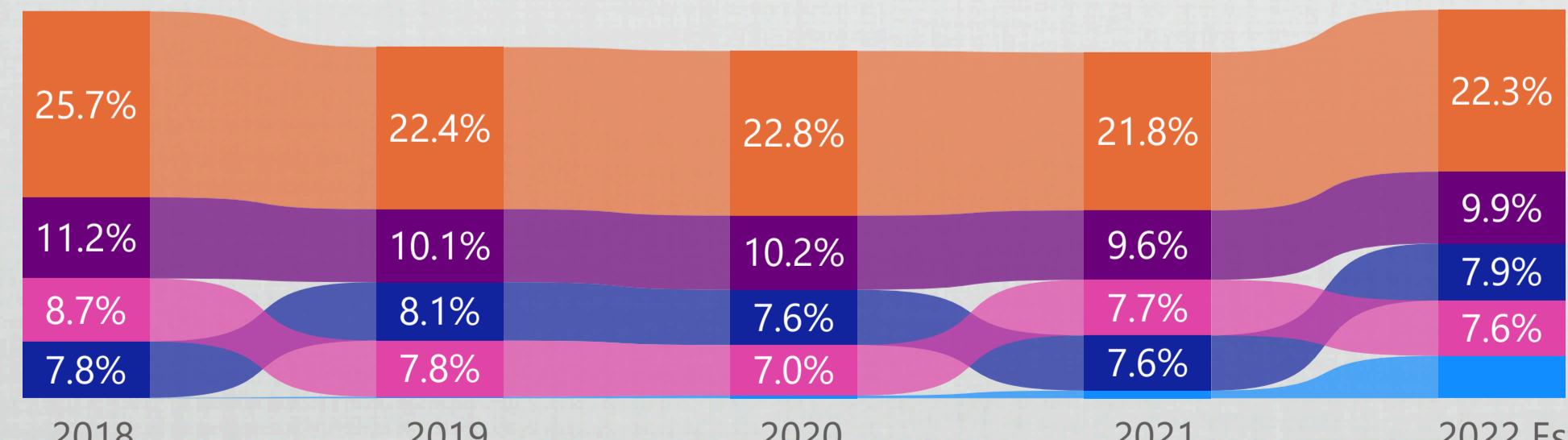
BM: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

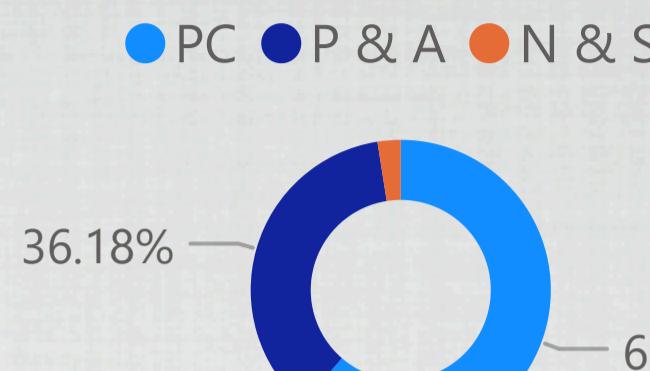
Sub Zone	NS \$	RC %	GM %	Net Profit %	Market Share %	Net Error %	Risk
ANZ	\$189.78M	5.08%	43.50%	-7.39%	16.7%	-37.61%	Out Of Stock
India	\$945.34M	25.30%	35.75%	-22.99%	16.7%	-24.37%	Out Of Stock
LATAM	\$14.82M	0.40%	35.02%	-2.95%	16.7%	3.37%	Excess Inventory
NA	\$1,022.09M	27.36%	44.97%	-14.22%	16.7%	14.35%	Excess Inventory
NE	\$457.71M	12.25%	32.80%	-18.09%	16.7%	-4.56%	Out Of Stock
ROA	\$788.66M	21.11%	34.19%	-6.32%	16.7%	-4.56%	Out Of Stock
SE	\$317.78M	8.51%	37.03%	-4.00%	16.7%	-55.47%	Out Of Stock
Total	\$3,736.17M	100.00%	38.08%	-13.98%	16.7%	-9.48%	Out Of Stock

PC Market Share Trend - AtliQ & Competitors

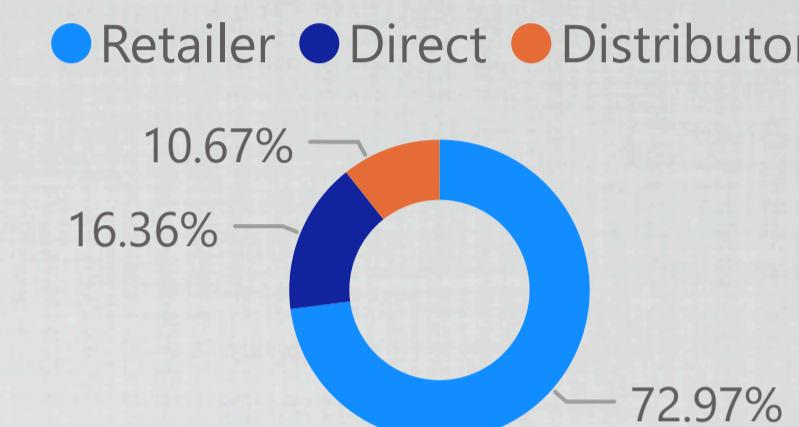
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Revenue by Division

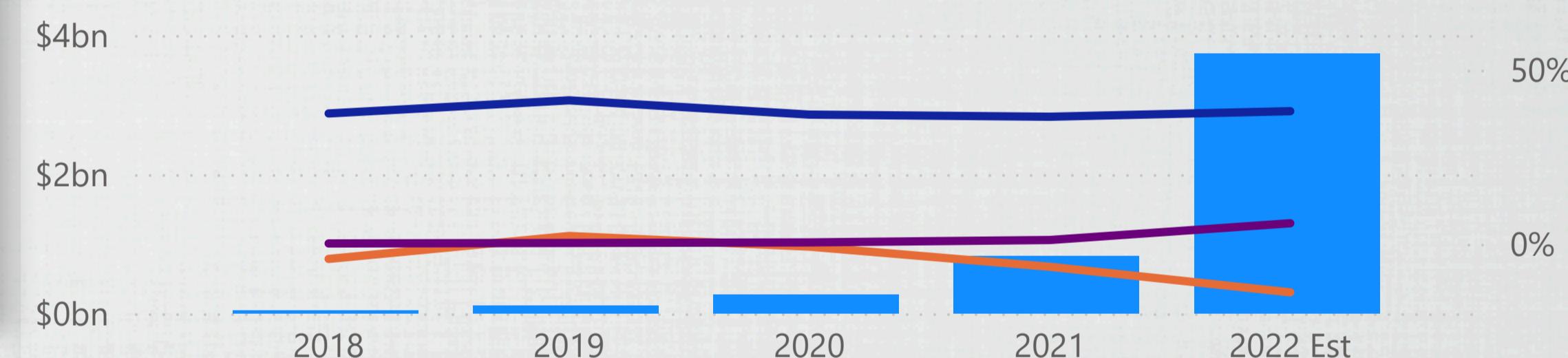


Revenue by Channel



Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● NS \$ ● GM % ● Net Profit % ● Market Share %



Top 5 Customer by Revenue

Customer	RC %	GM %
AltiQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
Flipkart	3.71%	42.14%
Total	36.79%	39.19%

Top 5 Products by Revenue

Product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

NS & GM % For

● NS \$ ● GM %

\$0.6bn

42%

\$0.4bn

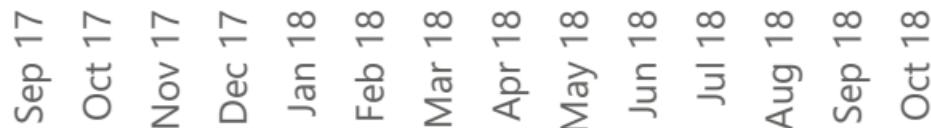
40%

\$0.2bn

38%

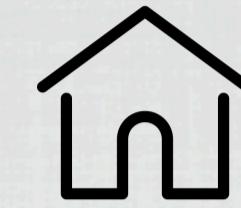
\$0.0bn

36%





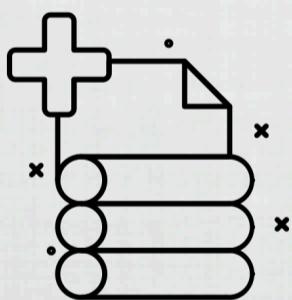
Business Insights 360



Get an issue resolved



Provide Feedback



Add new request



New to power BI ?