Business Insight 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 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.

Support

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

region, market: All

customer: All

segment, catego...: All

2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

$3,736.17M !
BM: 3,807.09M (-1.86%)
Net Sales

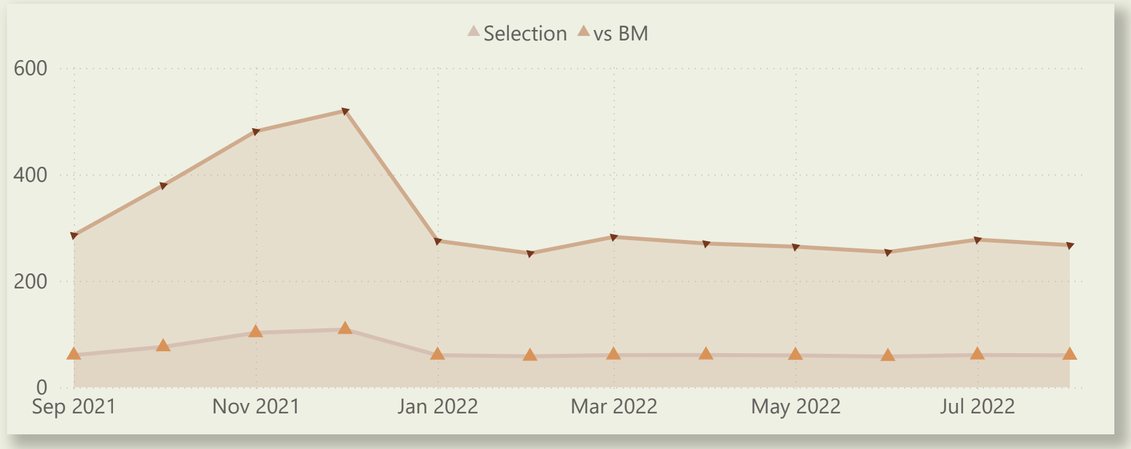
38.08% !
BM: 0.38 (-0.66%)
GM %

-13.98% ✓
BM: -14.19% (+1.47%)
Net Profit %

Profit & Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit $	-522.42			
Net Porfit %	-13.98	-14.19	0.21	-1.47
Total	**3,736.17**	**3,807.09**	**-70.92**	**-1.86**

Net SalesPerformance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chng %
APAC	1,923.77	-2.48
LATAM	14.82	-1.60
NA	1,022.09	-1.24
EU	775.48	-1.13
Total	**3,736.17**	**-1.86**

segment	P & L values	P & L YoY Chng %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	**3,736.17**	**-1.86**

BM = Benchmark, LY = Last Year

region, market: All

customer: All

segment, catego...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

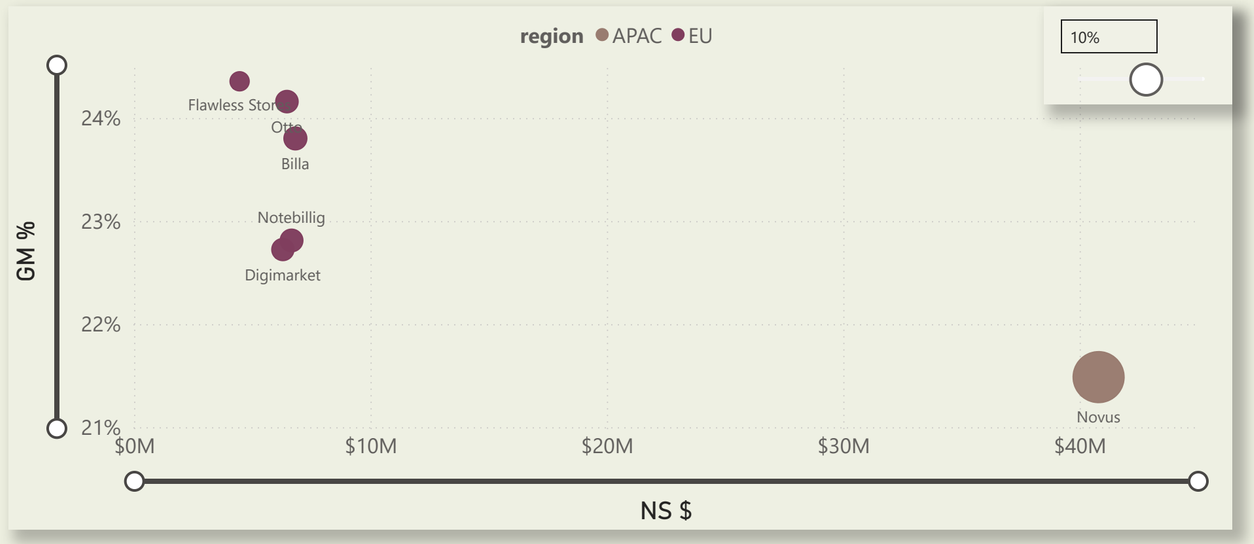
YTD | YTG

vs LY | vs Target

Customer Performance

Performance Metrics

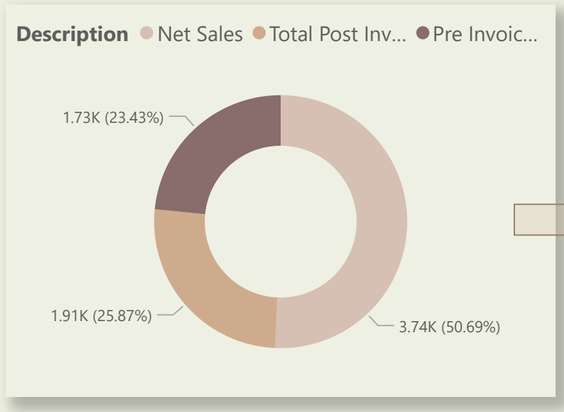
customer	NS $	GM $	GM %
Amazon	$496.8757932046M	182.77M	36.78%
AtliQ Exclusive	$361.1155134472M	166.15M	46.01%
Atliq e Store	$304.1037112927M	112.15M	36.88%
Flipkart	$138.4929647473M	58.37M	42.14%
Sage	$127.8566273357M	40.31M	31.53%
Leader	$117.3199979776M	36.02M	30.70%
Neptune	$105.6889001601M	49.36M	46.70%
Ebay	$91.5992419537M	33.06M	36.09%
Acclaimed Stores	$73.3609864704M	29.58M	40.32%
walmart	$72.4141086205M	33.06M	45.66%
Electricalslytical	$68.0475201327M	25.34M	37.24%
Total	**$3,736.170530871M**	**1,422.88M**	**38.08%**

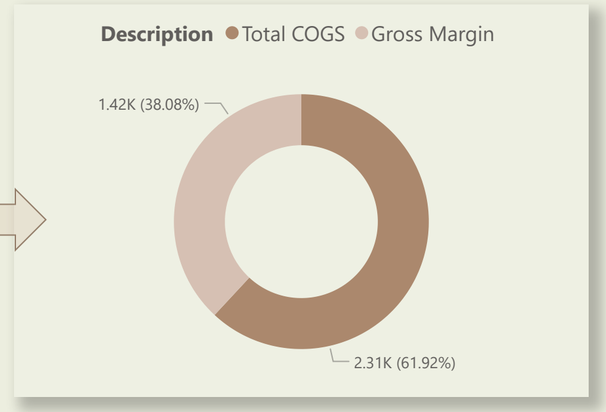


Product Performance

Unit Economics

segment	NS $	GM $	GM %
⊞ Networking	$38.4349189382M	14.78M	38.45%
⊞ Storage	$54.5934431909M	20.93M	38.33%
⊞ Desktop	$711.0765578699M	272.39M	38.31%
⊞ Notebook	$1,580.431169128M	600.96M	38.03%
⊞ Peripherals	$897.5379242353M	341.22M	38.02%
⊞ Accessories	$454.0965175089M	172.61M	38.01%
Total	**$3,736.170530871M**	**1,422.88M**	**38.08%**





region, market
All

customer
All

segment, catego...
All

2019 | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD | YTG

Show NP %

Product Performance

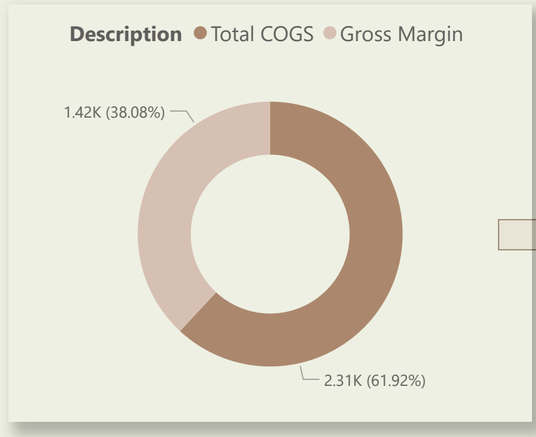
segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Accessories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

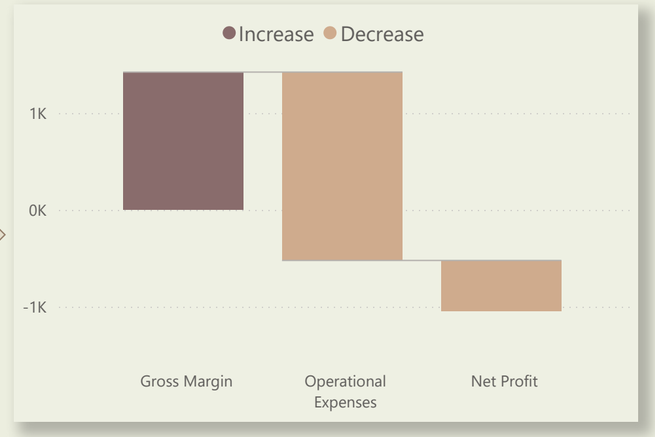
Performance Metrics

Regin / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
NA	$1,022.094592129M	459.68M	44.97%	-145.31M	-14.22%
APAC	$1,923.772790342M	690.21M	35.88%	-281.16M	-14.62%
LATAM	$14.8206319974M	5.19M	35.02%	-0.44M	-2.95%
EU	$775.4825164029M	267.80M	34.53%	-95.52M	-12.32%
Total	**$3,736.170530871M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics





region, market: All

customer: All

segment, catego...: All

2019 | 2020 | 2021 | 2022 EST

Q1 | Q2 | Q3 | Q4

YTD | YTG

81.17%
LY: 0.80 (+1.2%)
Forecast Accuracy

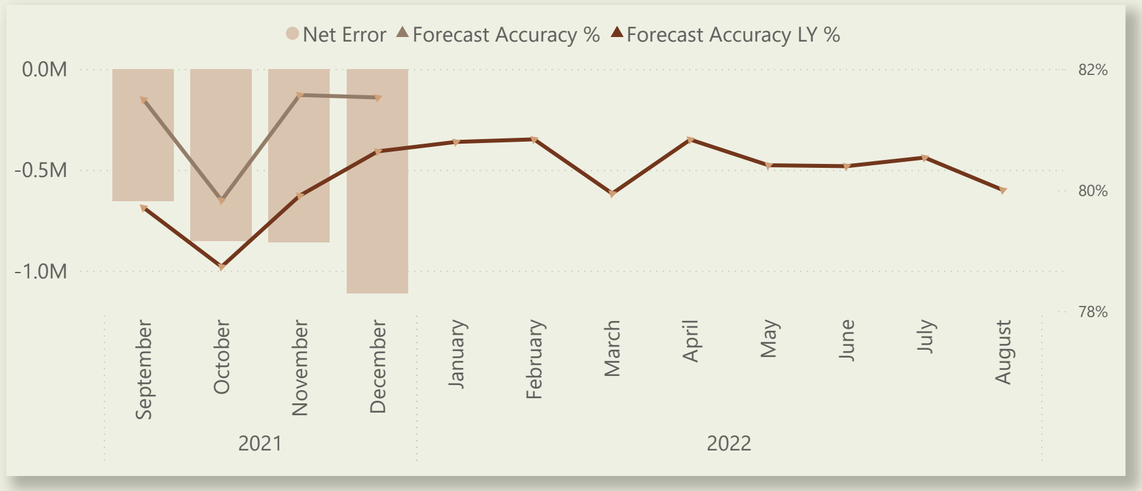
-3472.69K
LY: -751.71K (-361.97%)
Net Error

6899.04K
LY: 9780.74K (+29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy LY %	Risk
Acclaimed Stores	57.74%	83037	10.74%	0.51	EI
All-Out	43.96%	-150	-0.32%	0.29	OOS
Amazon	73.79%	-464694	-9.22%	0.75	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	0.56	OOS
Atlas Stores	49.53%	-4182	-2.31%	0.48	OOS
Atliq e Store	74.22%	-294868	-9.65%	0.75	OOS
AtliQ Exclusive	70.35%	-359242	-11.91%	0.72	OOS
BestBuy	46.60%	81179	16.72%	0.35	EI
Billa	42.63%	3704	3.91%	0.18	EI
Boulanger	52.69%	-48802	-20.21%	0.59	OOS
Chip 7	34.56%	-85293	-35.01%	0.53	OOS
Chiptec	50.49%	-20102	-11.36%	0.53	OOS
Circuit City	46.17%	85248	16.55%	0.35	EI
Control	52.06%	64731	13.01%	0.47	EI
Coolblue	47.66%	-34790	-15.34%	0.53	OOS
Costco	51.95%	101913	15.79%	0.49	EI
Croma	36.58%	-77649	-16.54%	0.43	OOS
Currys (Dixons Carphone)	54.29%	8104	6.00%	0.36	EI
Digimarket	28.21%	-95328	-46.59%	0.41	OOS
Total	**81.17%**	**-3472690**	**-9.48%**	**0.80**	**OOS**

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy LY %	Forecast Accuracy %	Net Error	Net Error %	Risk
⊞ Accessories	0.78	87.42%	341468	1.72%	EI
⊞ Desktop	0.84	87.53%	78576	10.24%	EI
⊞ Networking	0.90	93.06%	-12967	-1.69%	OOS
⊞ Notebook	0.80	87.24%	-47221	-1.69%	OOS
⊞ Peripherals	0.83	68.17%	-3204280	-31.83%	OOS
⊞ Storage	0.84	71.50%	-628266	-25.61%	OOS
Total	**0.80**	**81.17%**	**-3472690**	**-9.48%**	**OOS**

region, market: All

customer: All

segment, catego...: All

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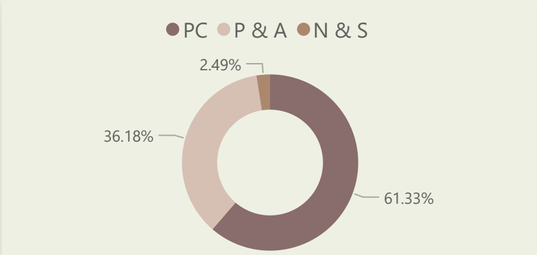
BM: -14.19% (+1.47%)
Net Profit %

81.17% ✓
LY: 0.80 (+1.2%)
Forecast Accuracy

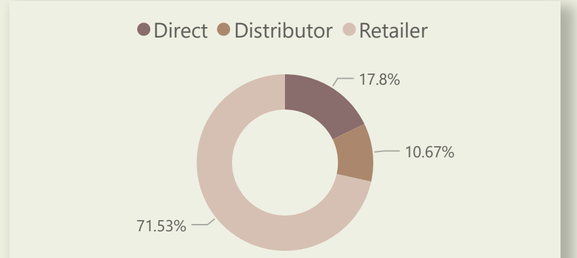
Key Insights By Subzone

sub_zone	NS $	RC %	GM %	Net Profit %	Net Error %	AtliQ Market Share %	Risk
ANZ	$189.78M	5.08%	43.5 %	-7.4%	-37.61%	1.36%	OOS
India	$945.34M	25.30%	35.8 %	-23.0%	-24.37%	13.26%	OOS
LATAM	$14.82M	0.40%	35.0 %	-2.9%	3.37%	0.28%	EI
NA	$1,022.09M	27.36%	45.0 %	-14.2%	14.35%	4.87%	EI
Total	**$3,736.17 M**	**100.00%**	**38.1 %**	**-14.0%**	**-9.48%**	**5.87%**	**OOS**

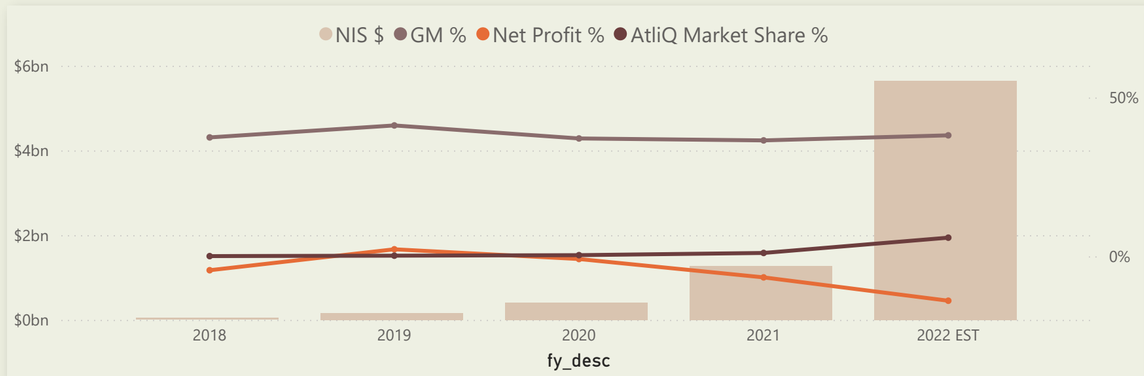
Revenue By Division



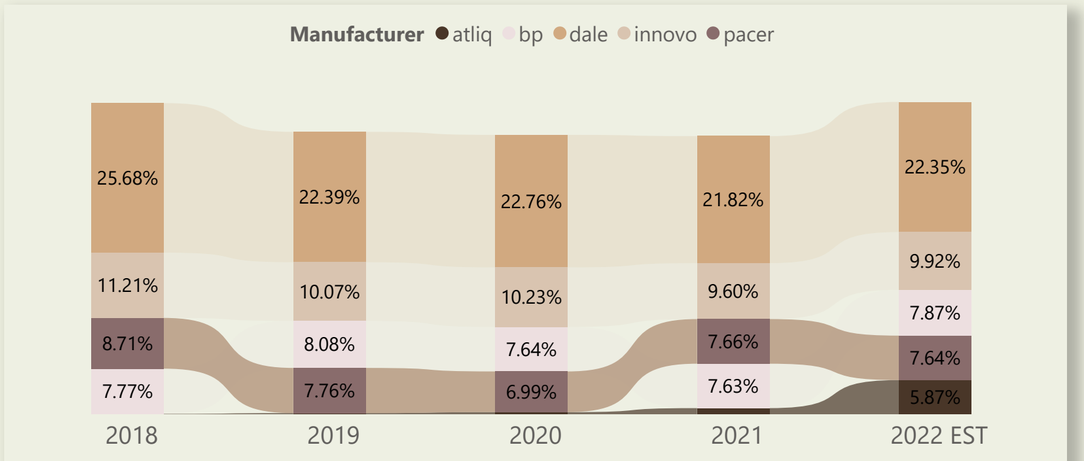
Revenue By Channel



Yearly Trend By Revenue, GM%, Net Profit %, Market Share %



PC Market Share Trend - AtliQ & Competitor



Top 5 Customer By Revenue

customer	RC %	GM %
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53%
Total	**38.23%**	**39.19%**

Top 5 Product 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%**

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock

Business Insight 360

Get an issue resolved

Provide Feedback

Add new Requests

Checkout the
Contingency Plan

New to Power BI?

Business Insight 360

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.