



Business Insights 360



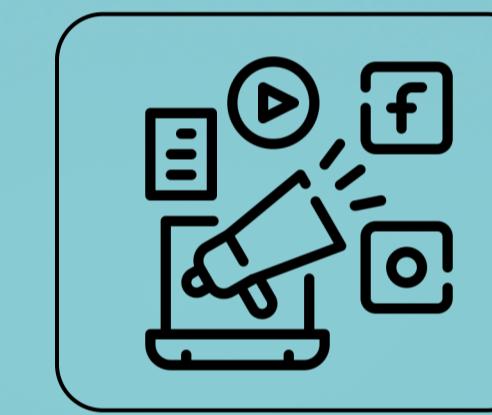
Info



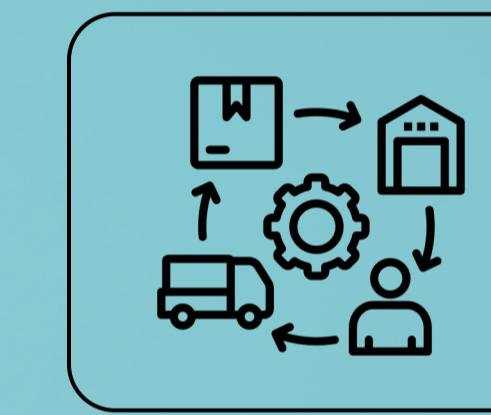
Finance View



Sales View



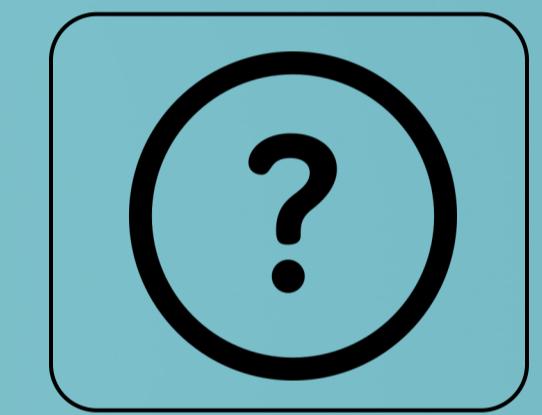
Marketing View



Supply Chain View



Executive View



Support

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 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 love 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_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
Sum of post_invoice_other_deductions_amount	\$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
Allcustomer
Allsegment, category, pr...
All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

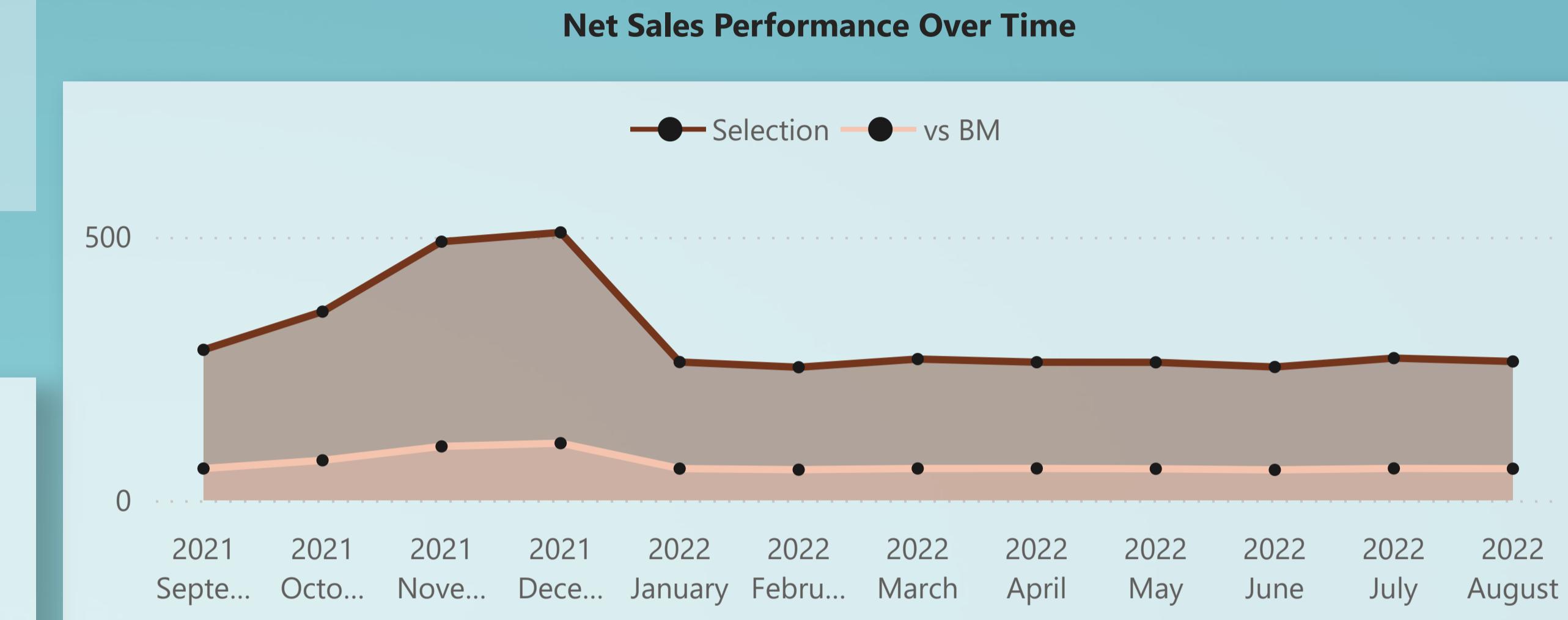
YTG

vs LY

vs Target

\$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales38.1%✓
BM: 36.49% (+4.37%)
GM %- 14.0%!
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 %	-13.98	-6.63	-7.35	110.79

**Top / Bottom Customers & Products by Net Sales**

region	P & L Val	P & L Chg	%
+ EU	775.48	286.26	
+ APAC	1,923.77	335.27	
+ Philippines	129.23	208.57	
+ Indonesia	96.61	298.56	
+ Bangladesh	36.41	299.56	
+ Pakistan	31.05	318.88	
+ Newzealand	70.45	319.06	
+ Australia	119.33	332.38	
Total	3,736.17	353.50	

segment	P & L Val	P & L Chg	%
+ Storage	54.59	0.32	
+ Peripherals	897.54	439.03	
+ Notebook	1,580.43	493.06	
+ Networking	38.43	-14.89	
+ Desktop	711.08	1,431.55	
+ Accessories	454.10	85.46	
Total	3,736.17	353.50	

BM = Benchmark, LY = Last Year, YTD = Year To Date, YTG = Year To Go



region, market

A1

customer

A

segment, category,

1

20

20

20

2

21

2

Q1

Q2

Q3

Q4

Y

YT

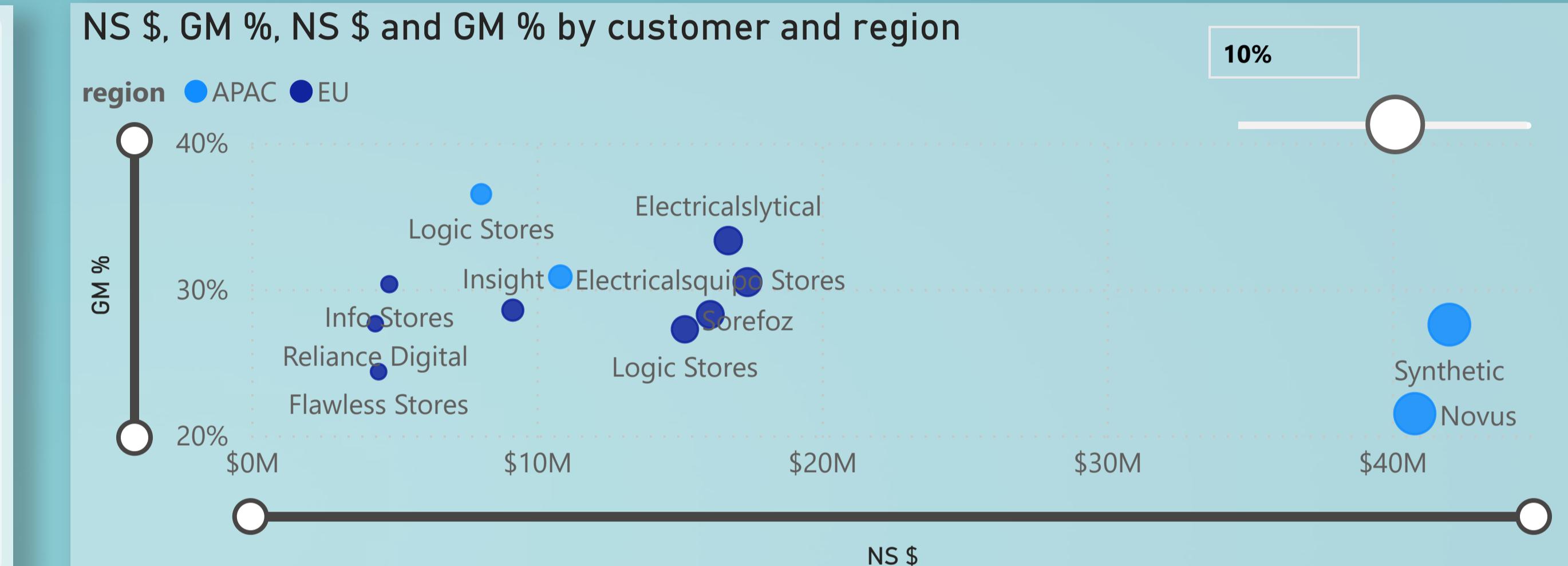
vs LY

vs Target

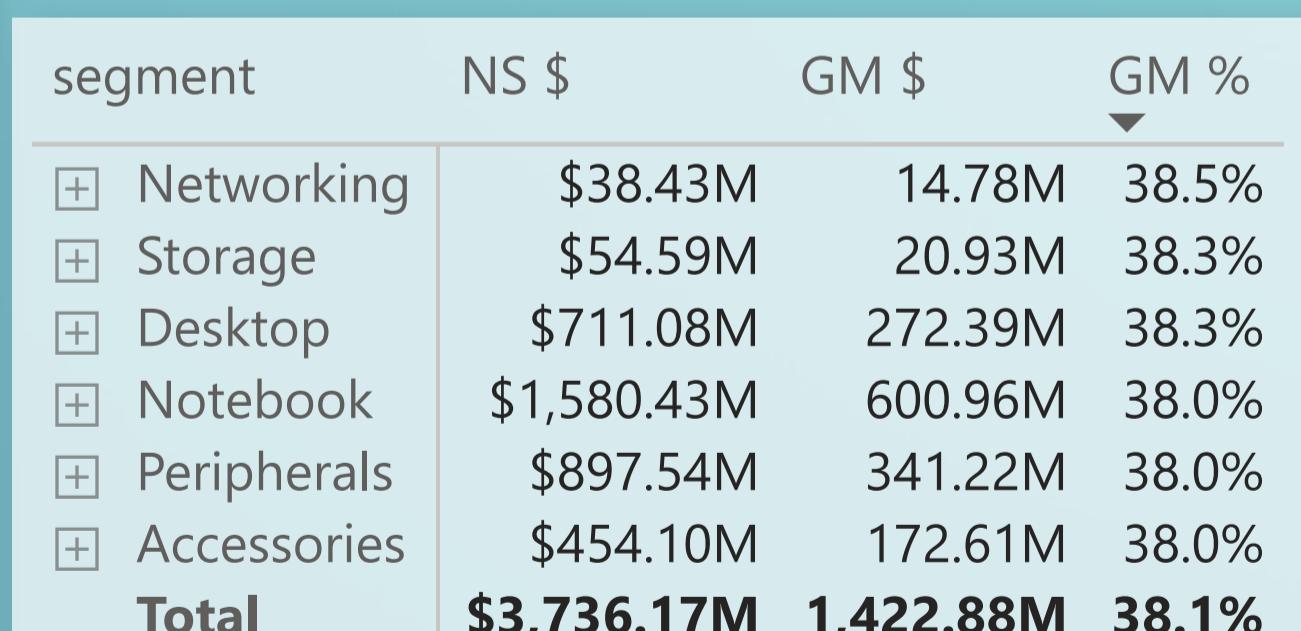
Customer Performance



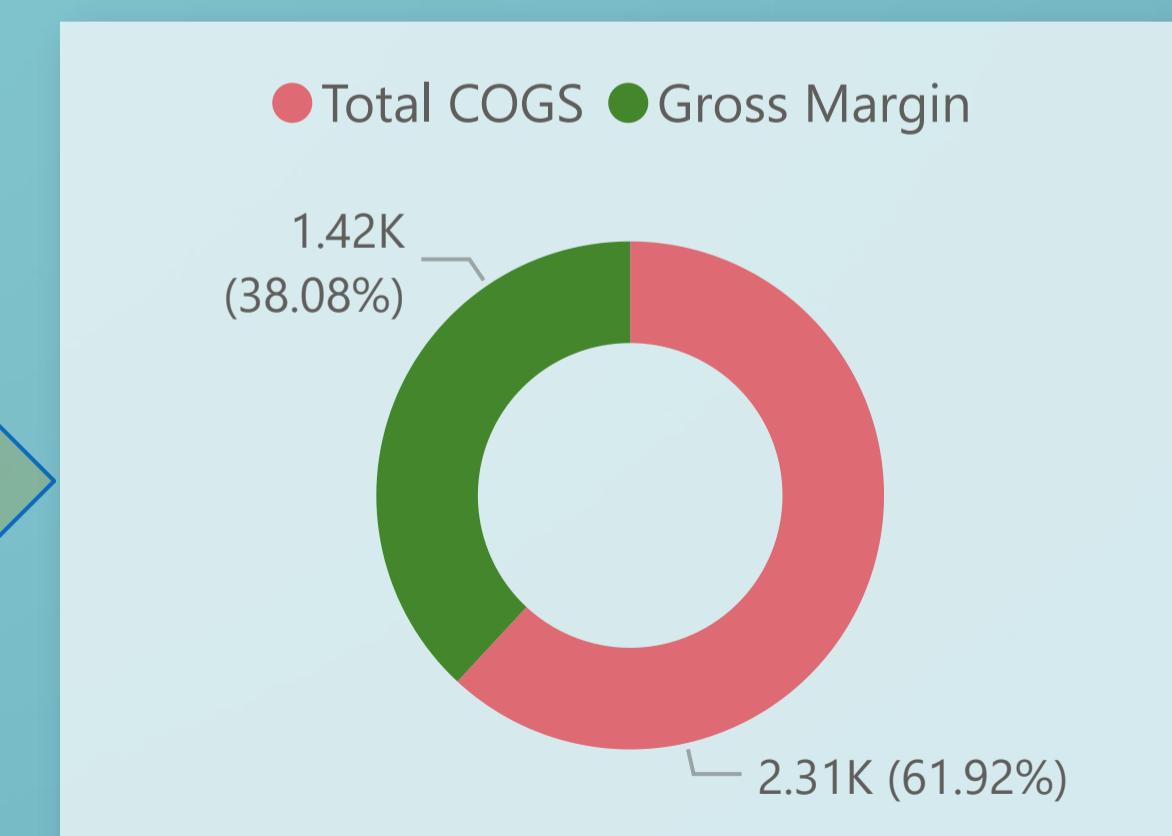
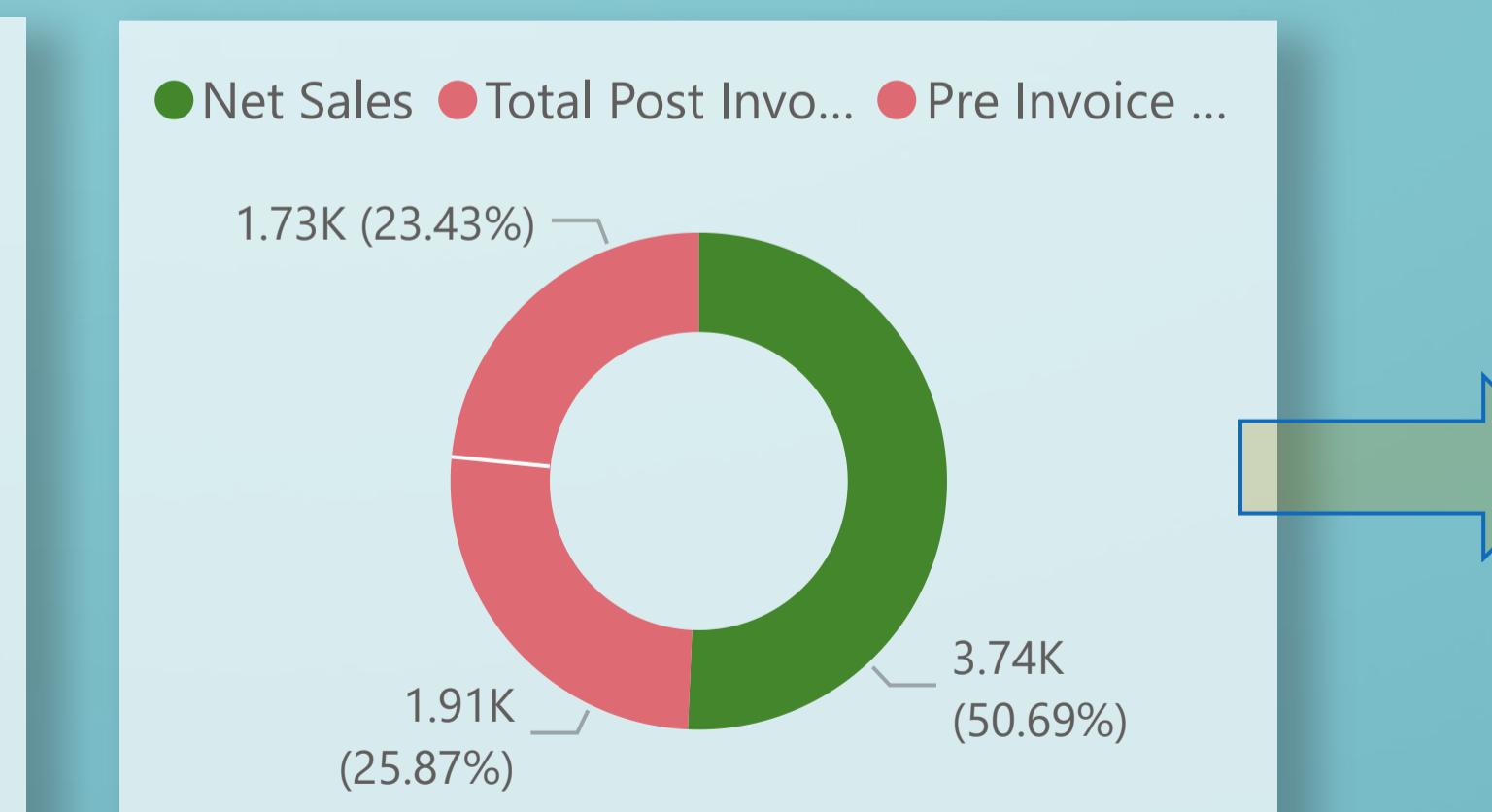
Performance Matrix



Product performance



Unit Economics



LY = Last Year, NS = Net Sales., GM = Gross Margin, YTD = Year To Date, YTG = Year To Go



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

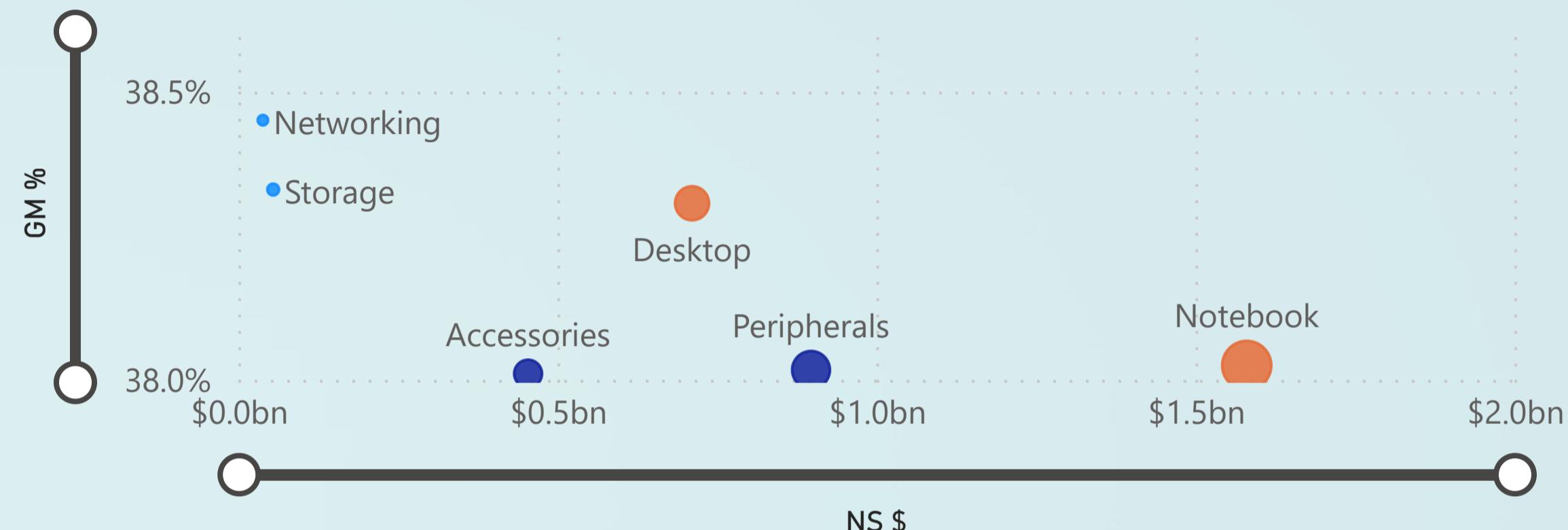


segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
+ Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.0%
+ Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.8%
+ Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.7%
+ Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.1%
+ Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.0%
+ Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.8%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-14.0%

Show NP %

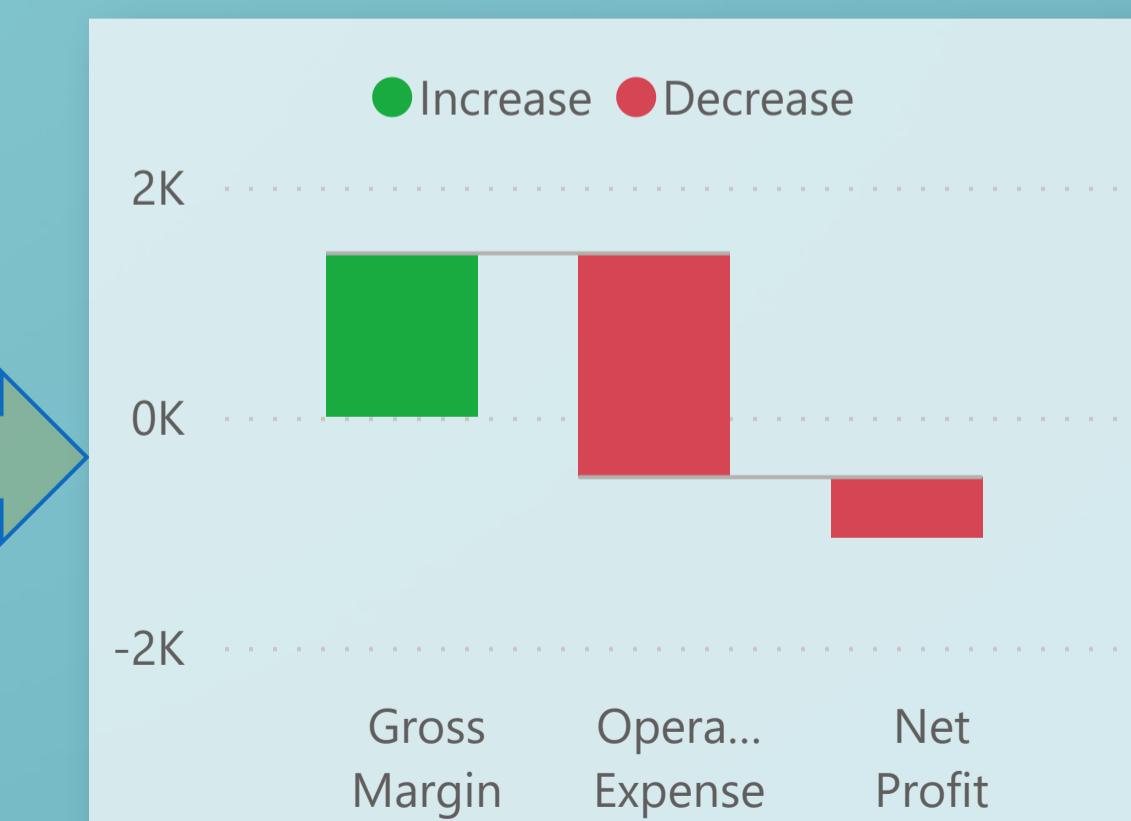
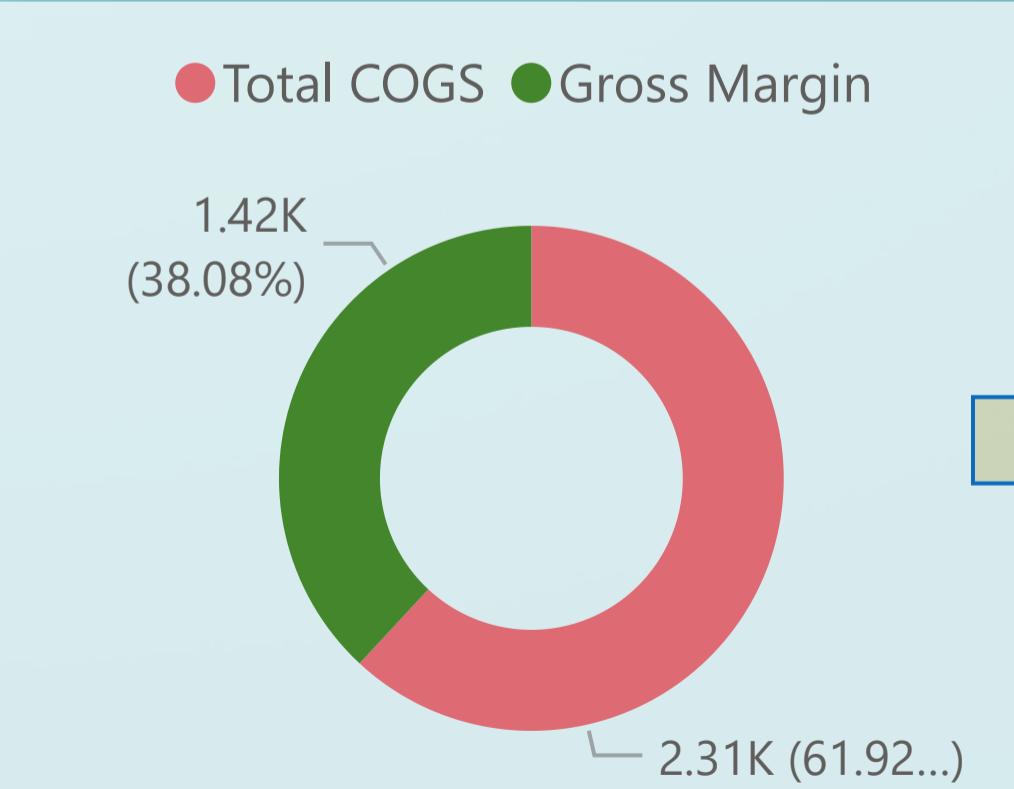
GM % Visual

division ● N & S ● P & A ● PC



Performance Matrix

Unit Economics



Region / Market / Customer performance



region	NS \$	GM \$	GM %	Net Profit	Net Profit %
+ APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.6%
+ EU	\$775.48M	267.80M	34.5%	-95.52M	-12.3%
+ LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.9%
+ NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.2%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-14.0%

LY = Last Year, NS = Net Sales,, GM = Gross Margin, YTD = Year To Date, YTG = Year To Go



region, market

All



customer

All



segment, category, pr...

All



2018

2019

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2022
EST

Q1

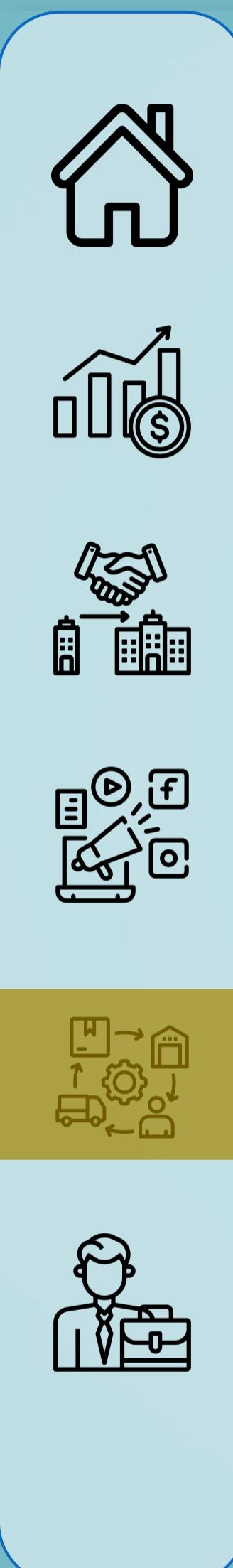
Q2

Q3

Q4

YTD

YTG



81.17%

LY : 80.21% (+1.2%)

Forecast Accuracy

-3472.69K

LY : -751.71K (-361.97%)

Net Error

6899.04K

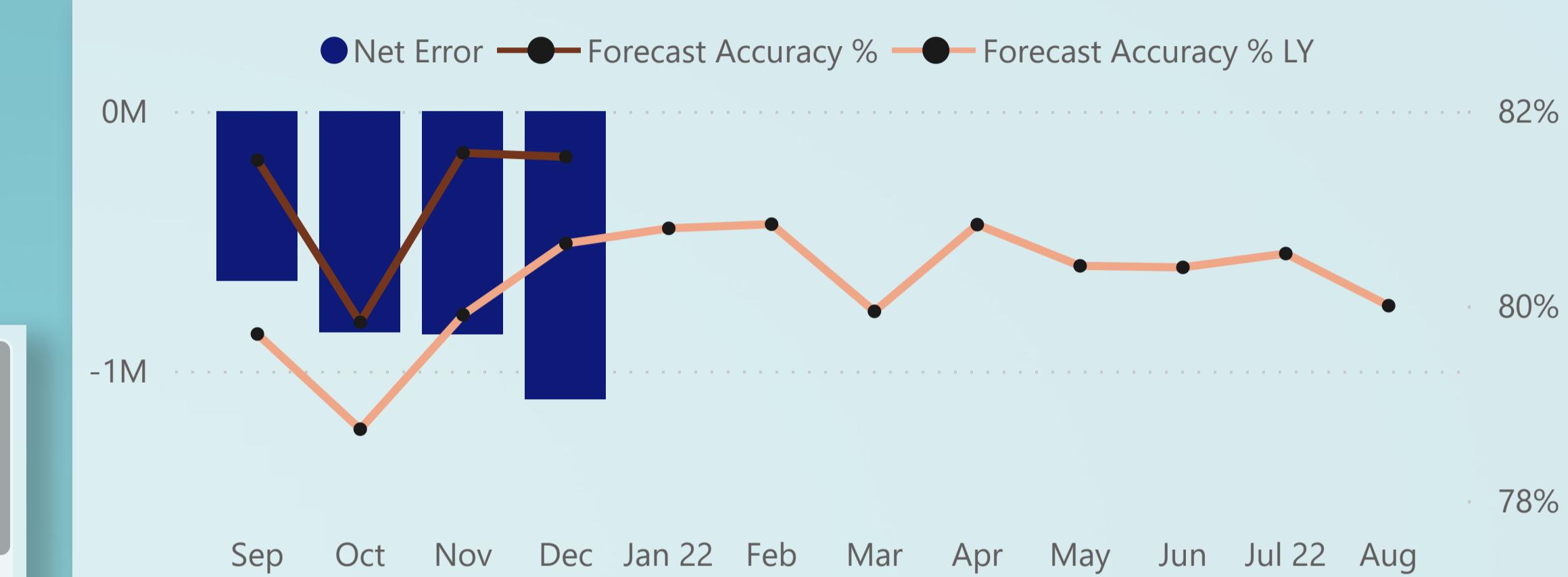
LY : 9780.74K (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	FI
Total	81.17%	80.21%	-347269	-9.5%	OOS
			0		

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Net Error %	Risk	Forecast Accuracy % LY
Accessories	87.42%	341468	1.7%	EI	77.66%
Desktop	87.53%	78576	10.2%	EI	84.37%
Networking	93.06%	-12967	-1.7%	OOS	90.40%
Notebook	87.24%	-47221	-1.7%	OOS	79.99%
Storage	71.50%	-628266	-25.6%	OOS	83.54%
Peripherals	68.17%	-3204280	-31.8%	OOS	83.23%
Total	81.17%	-3472690	-9.5%	OOS	80.21%

NS & GM % for

\$0.6bn

42%

\$0.4bn

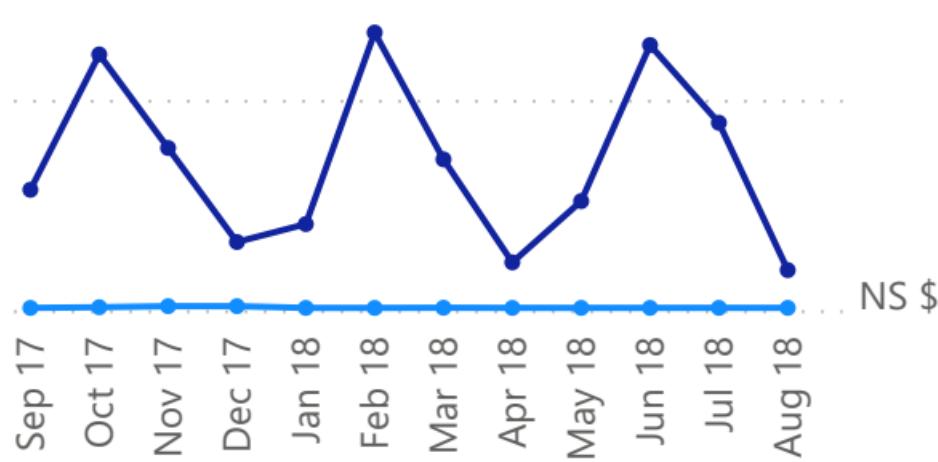
40%

\$0.2bn

38%

\$0.0bn

36%



sub_zone

ANZ

India

LATAM

NA

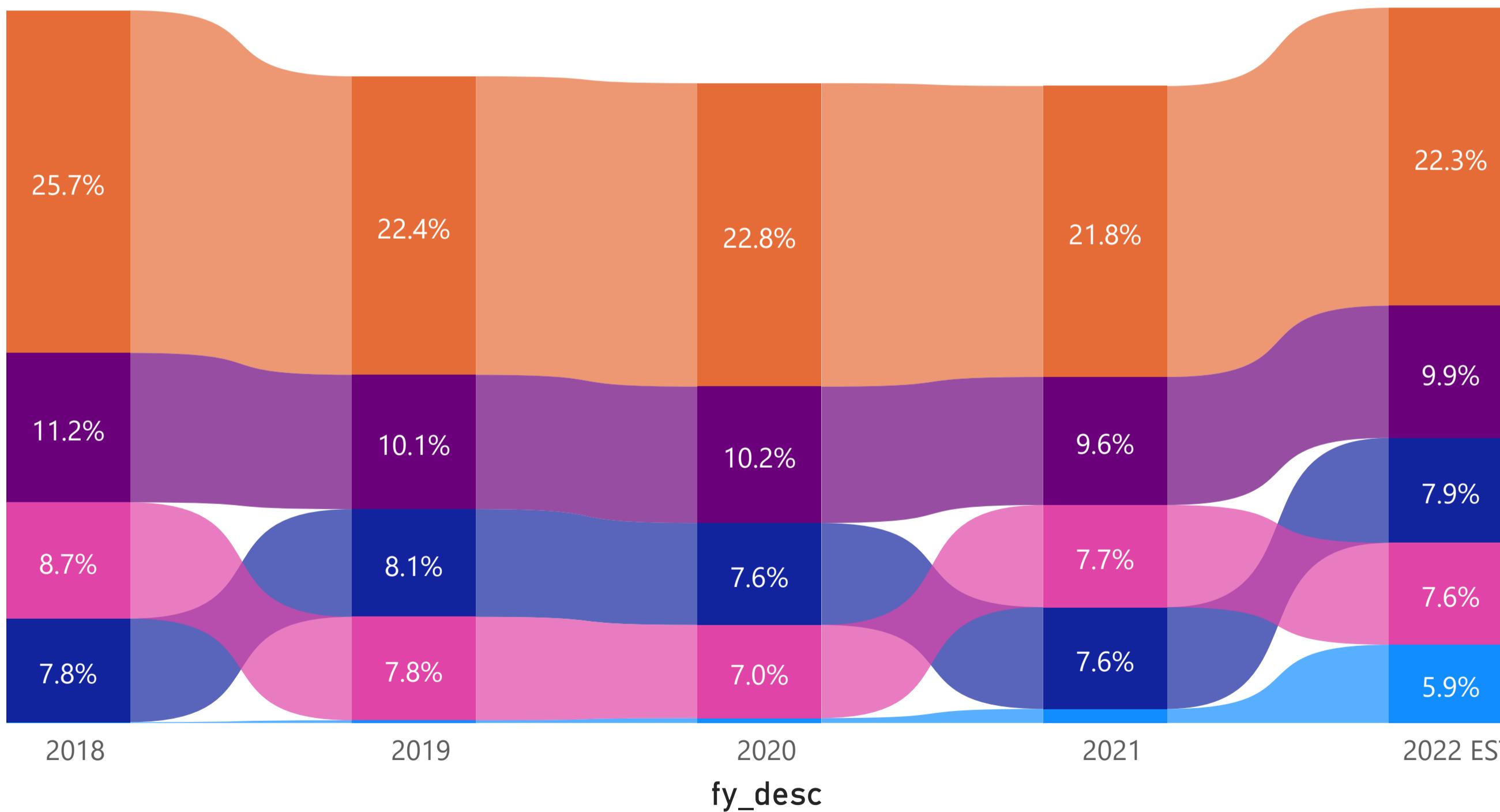
NE

ROA

SE

Market Share % by fy_desc and manufacturer

manufacturer ● atliq ● bp ● dale ● innovo ● pacer





region, market

All

customer

All

segment, category, pr...

All

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38.1%✓
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GM %

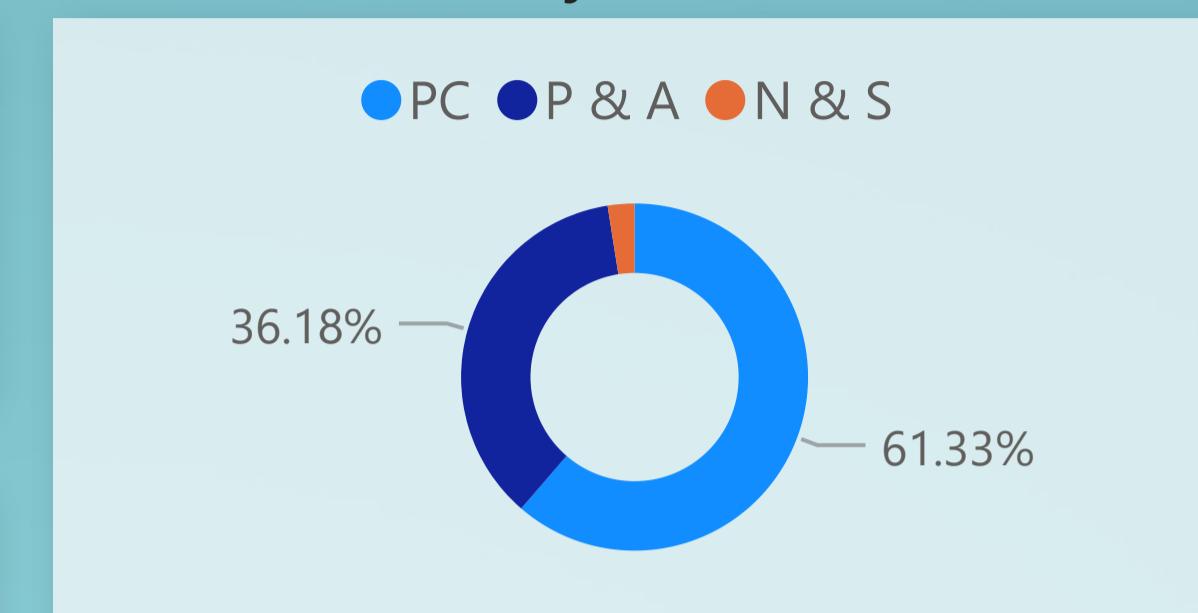
-14.0%!
BM: -6.63% (-110.79%)
Net Profit %

81.17%✓
LY: 80.21% (+1.2%)
FA %

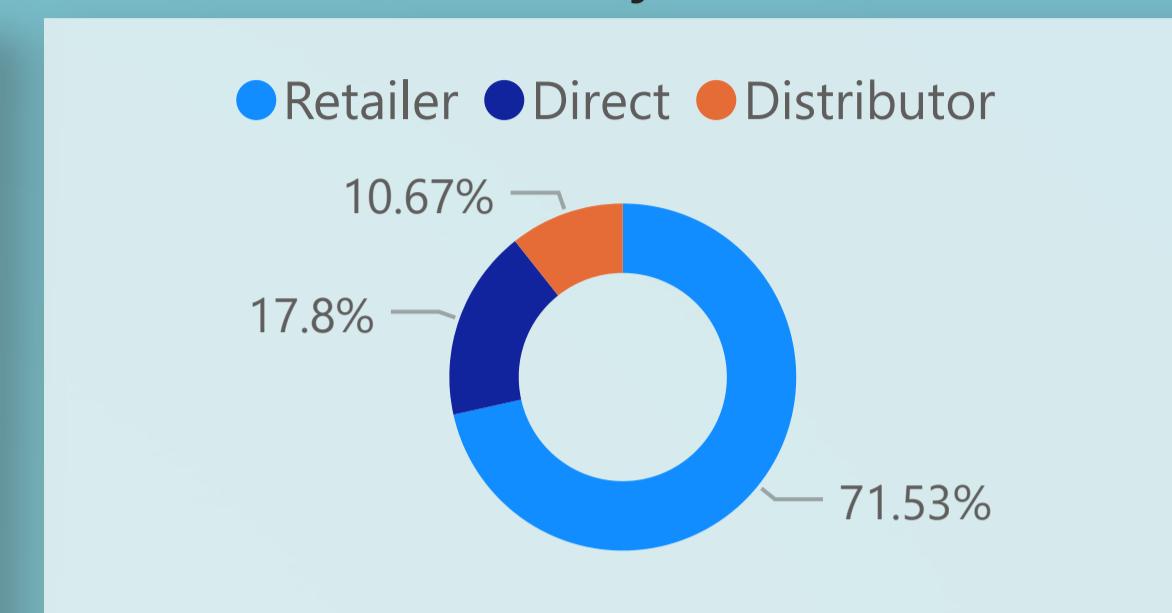
Key Insights by Sub-Zone

sub_z	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
one							
ANZ	\$189.78M	5.08%	43.5%	-7.4%	1.36%	-37.6%	OOS
India	\$945.34M	25.30%	35.8%	-23.0%	13.26%	-24.4%	OOS
LATAM	\$14.82M	0.40%	35.0%	↓	-2.9%	0.28%	EI
NA	\$1,022.09M	27.36%	45.0%	-14.2%	4.87%	14.4%	EI
NE	\$457.71M	12.25%	32.8%	↓	-18.1%	6.80%	OOS
ROA	\$788.66M	21.11%	34.2%	↓	-6.3%	8.32%	-4.6%
SE	\$317.78M	8.51%	37.0%	↓	-4.0%	16.40%	-55.5%
Total	\$3,736.17M	100.00%	38.1%	-14.0%	5.87%	-9.5%	OOS

Revenue by Division

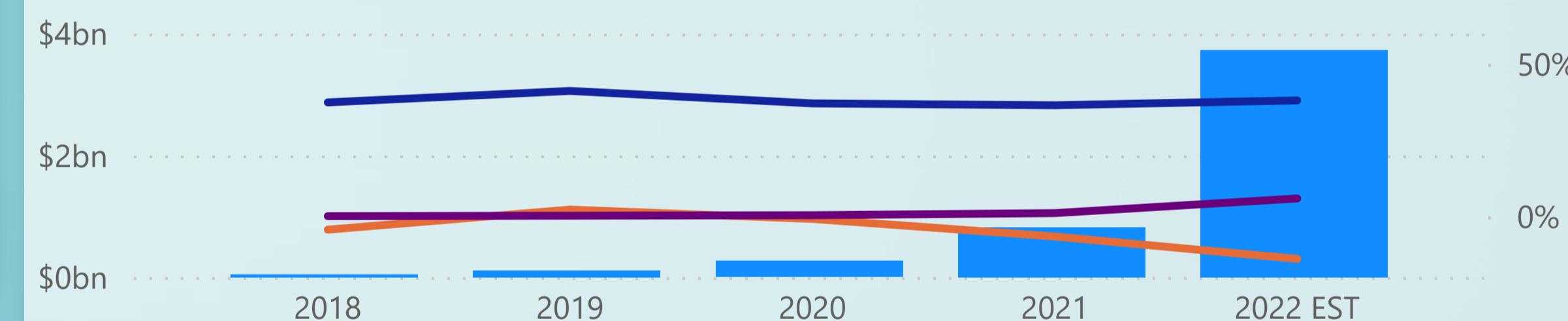


Revenue by Channel



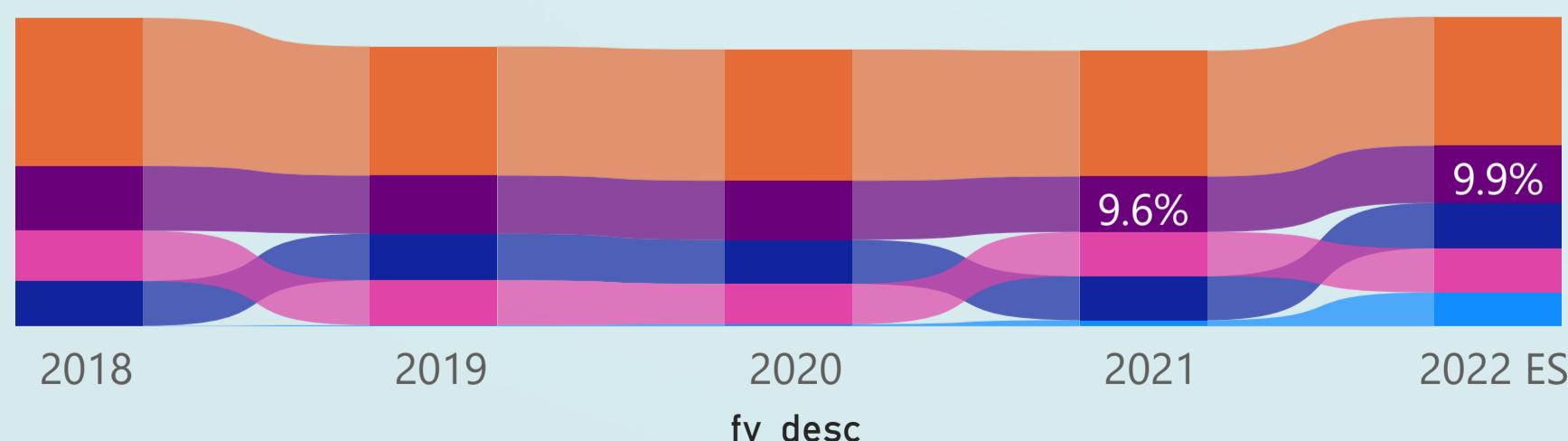
Yearly Trend by NS \$, GM %, Net Profit %, PC Market Share %

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	13.30%	36.8%
Atliq e Store	8.14%	36.9% ↓
AtliQ Executive	9.67%	46.0%
Flipkart	3.71%	42.1%
Sage	3.42%	31.5% ↓
Total	38.23%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.5%
AQ Home Allin1	4.13%	38.7%
AQ HOME Allin1 Gen 2	5.70%	38.1%
AQ Smash 1	3.81%	37.4% ↓
AO Smash 2	4.13%	37.4%
Total	23.19%	38.1%

BM = Benchmark, LY = Last Year, FA = Forecast Accuracy, EI = Excess Inventory, OOF = Out Of Stock, RC = Revenue Contribution



Business Insights 360 Support



Get an issue resolved

Check out the Contingency Plan

New to Power BI?

Add new requests

Provide FeedBack