



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 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.

Report Refresh

12-03-2024 17:15:23

Values are in Dollars & Millions.

Sales data loaded until :Dec 21



region, market ▼ customer ▼ segment, cat... ▼
All ▼ All ▼ 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 & 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 Expenses	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	0.00	0.00	0.00	676.38

Net Sales Performance Over Time



Top / Bottom products & customer by Net Sales

region	P & L Values	P & L chg %
APAC	442	198.67
EU	201	259.88
NA	178	186.03
LATAM	3	58.40
Total	824	207.43

segment	P & L Values	P & L chg %
Accessories	245	269.67
Desktop	46	4,791.34
Networking	45	72.26
Notebook	266	208.45
Peripherals	167	174.64
Storage	54	97.48
Total	824	207.43



region, market customer segment, cat...
All All All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 14.32M	5.18M	36.18%
All-Out	₹ 1.06M	0.50M	47.53%
Amazon	₹ 109.03M	38.59M	35.40%
Argos (Sainsbury's)	₹ 2.97M	1.05M	35.42%
Atlas Stores	₹ 4.16M	1.68M	40.36%
Atliq e Store	₹ 70.31M	26.40M	37.54%
AtliQ Exclusive	₹ 79.92M	34.95M	43.73%
BestBuy	₹ 8.26M	2.97M	35.94%
Billa	₹ 1.65M	0.41M	24.68%
Boulanger	₹ 5.32M	1.55M	29.11%
Chip 7	₹ 7.23M	2.94M	40.71%
Chiptec	₹ 3.93M	1.29M	32.74%
Circuit City	₹ 8.11M	2.59M	31.96%
Total	₹ 823.85M	300.63M	36.49%

Product Performance

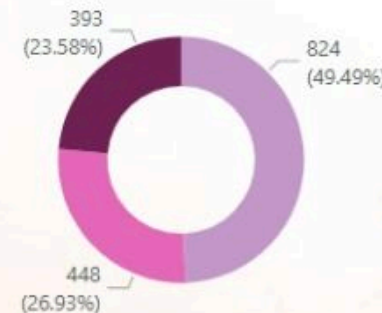
segment	NS \$	GM \$	GM %
Desktop	₹ 46.43M	16.79M	36.17%
Notebook	₹ 266.49M	97.12M	36.45%
Accessories	₹ 244.85M	89.30M	36.47%
Peripherals	₹ 166.51M	60.81M	36.52%
Networking	₹ 45.16M	16.60M	36.75%
Storage	₹ 54.42M	20.00M	36.75%
Total	₹ 823.85M	300.63M	36.49%

Performance Matrix

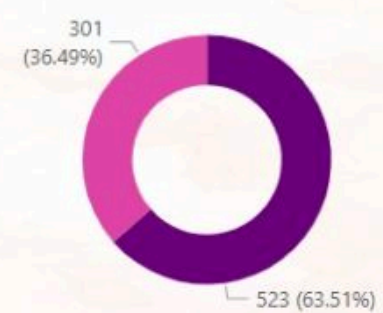


Unit Economics

● Net Sales ● Total Post Inv... ● Pre Invoice ...



● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, cat... ▼
All ▼ All ▼ All ▼

2018

2019

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2021

2022
Est

Q1

Q2

Q3

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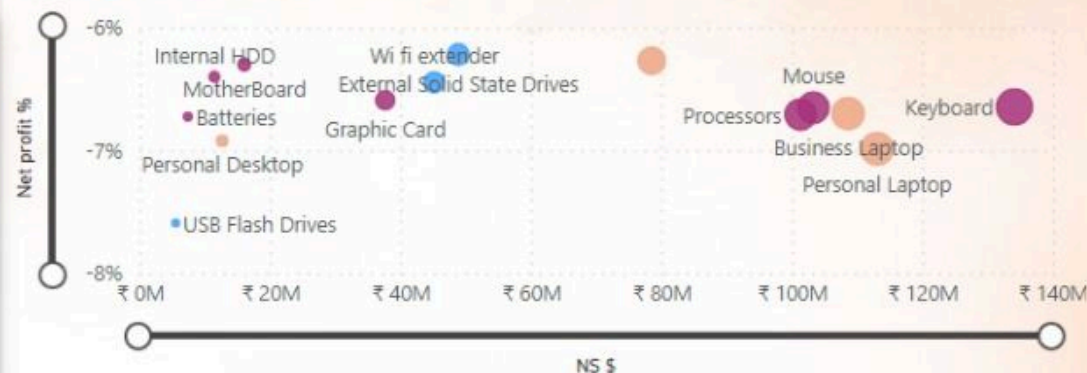
Product Performance

region	NS \$	GM \$	GM %	Net profit \$	Net profit %
APAC	₹ 441.98M	156.21M	35.34%	-33.33M	-7.54%
NA	₹ 177.94M	66.25M	37.23%	-24.32M	-13.67%
LATAM	₹ 3.16M	1.19M	37.54%	0.20M	6.18%
EU	₹ 200.77M	76.98M	38.34%	2.81M	1.40%
Total	₹ 823.85M	300.63M	36.49%	-54.65M	-6.63%

Show GM%

Performance Matrix

division ● N & S ● P & A ● PC

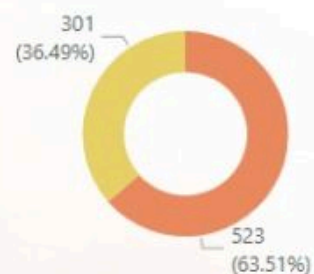


Region / Market / Customer Performance

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%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market ▼ customer ▼ segment, cat... ▼
All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

80.21%✓
LY: 0.73 (+9.88%)

Accuracy

-751.7K✓
LY: 491.6K (-252.91%)

Net Error

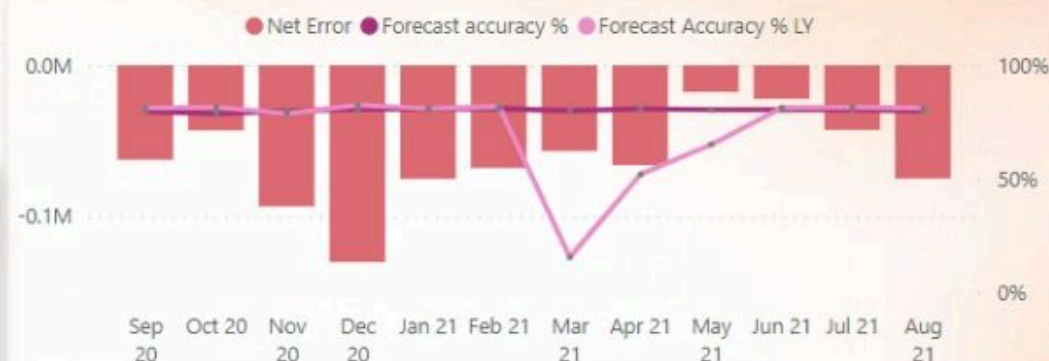
9780.7K!
LY: 5743.2K (+70.3%)

ABS Error

Key Metric By Customers

customer	Forecast accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	50.30%	0.41	19622.0	4.95%	Excess Inventory
walmart	50.12%	0.35	-35298.0	-4.90%	Out of stock
Viveks	43.03%	0.32	20576.0	2.77%	Excess Inventory
Vijay Sales	42.98%	0.34	34335.0	4.27%	Excess Inventory
Unity Stores	44.61%	0.28	24931.0	18.60%	Excess Inventory
UniEuro	58.22%	0.46	173583.0	23.54%	Excess Inventory
Taobao	44.98%	-0.04	38245.0	12.84%	Excess Inventory
Synthetic	37.93%	0.38	-145604.0	-18.65%	Out of stock
Surface Stores	49.59%	0.43	11423.0	6.45%	Excess Inventory
Staples	49.38%	0.36	-22263.0	-3.12%	Out of stock
Sound	52.83%	0.41	37163.0	8.32%	Excess Inventory
Sorefoz	55.21%	0.41	22682.0	6.49%	Excess Inventory
Saturn	19.16%	0.25	-33396.0	-43.36%	Out of stock
Sage	33.58%	0.36	-425909.0	-33.69%	Out of stock
Relief	52.04%	0.43	44941.0	11.74%	Excess Inventory
Reliance Digital	45.19%	0.39	-8040.0	-1.04%	Out of stock
Total	80.21%	0.73	-751714.0	-1.52%	Out of stock

Accuracy / Net Error Trend



Key Metric By Products

segment	Forecast accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	83.54%	0.81	1507656.0	15.77%	Excess Inventory
Networking	90.40%	0.53	227056.0	8.17%	Excess Inventory
Desktop	84.37%	0.70	16205.0	11.22%	Excess Inventory
Notebook	79.99%	0.77	-51254.0	-3.96%	Out of stock
Peripherals	83.23%	0.75	-318194.0	-5.89%	Out of stock
Accessories	77.66%	0.71	-2133183.0	-7.06%	Out of stock
Total	80.21%	0.73	-751714.0	-1.52%	Out of stock



region, market ▼ customer ▼ segment, cat... ▼
All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD YTG

Vs LY Vs Target

₹ **823.85M** ✓
Net Sales

36.49% !
BM: 37.10%
(-1.65%)
GM %

-6.63% !
BM: -0.85%
(-676.38%)
Net Profit %

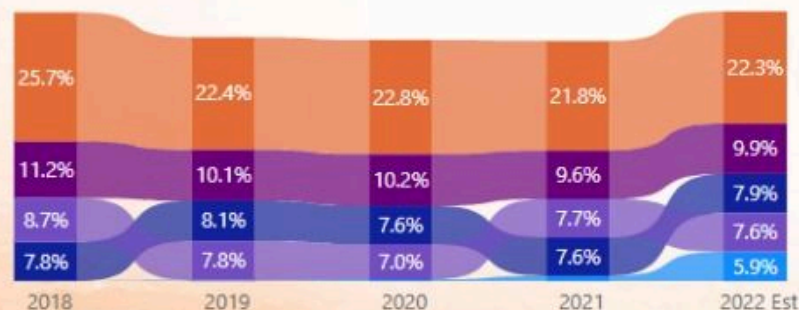
80.21% ✓
LY: 0.73 (+9.88%)
Accuracy

Key Insights by Sub Zone

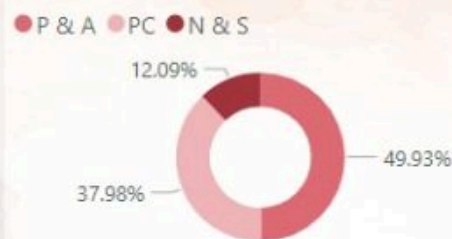
Sub Zone	NS \$	RC %	GM %	Net profit %	AtliQ MS %	Net Error %	Risk
SE	₹ 91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	Excess Inventory
ROA	₹ 186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	Out of stock
NE	₹ 109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	Excess Inventory
NA	₹ 177.9M	21.6%	37.2%	↓ -13.7%	0.8%	-7.1%	Out of stock
LATAM	₹ 3.2M	0.4%	37.5%	6.2%	0.0%	5.3%	Excess Inventory
India	₹ 210.7M	25.6%	32.0%	↓ -24.7%	2.5%	3.9%	Excess Inventory
ANZ	₹ 44.4M	5.4%	38.5%	↓ 7.3%	0.3%	-5.2%	Out of stock
Total	₹ 823.8M	100.0%	36.5% ↓	-6.6%	1.1%	-1.5%	Out of stock

PC Market Share Trend - AtliQ & competitors.

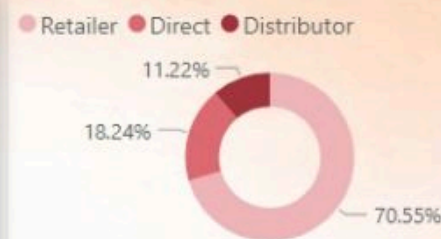
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



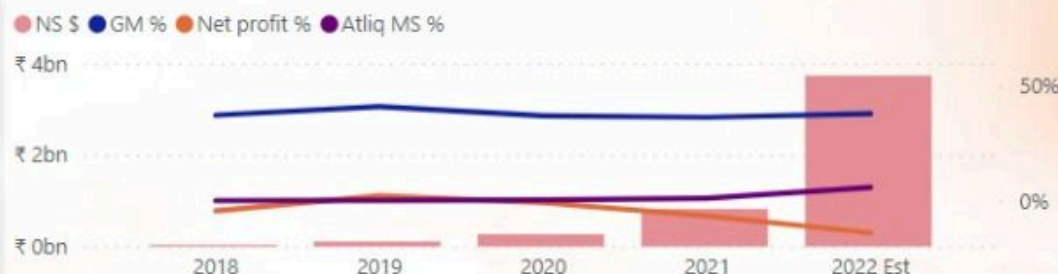
Revenue By Division



Revenue By Channel



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



Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.2%	35.40% ↓
AtliQ e Store	8.5%	37.54%
AtliQ Exclusive	9.7%	43.73% ↓
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Total	37.8%	37.58%

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%



Business Insights 360 Key Info



- 1.All the system in data 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 such as Target, Operational Expense and Market share are refreshed on request.
- 4.For FAQ's Click [here](#).
- 5.Download Live Excel version [here](#).