



Business Insights 360

Sales Data Loaded Until : Dec 21

Report Refresh Date :
Monday, 20 January, 2025



Info View

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



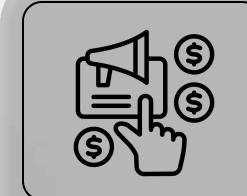
Finance View

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.



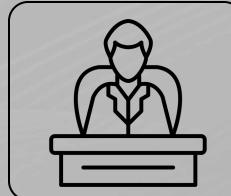
Marketing View

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.



Filters

region, market

All

customer

All

segment, category, ...

All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Clear All Filters**All Values Are In Millions & Dollars**

Net Sales

\$3.74bn✓

BM: 0.82bn (+353.5%)

GM %

38.08%✓

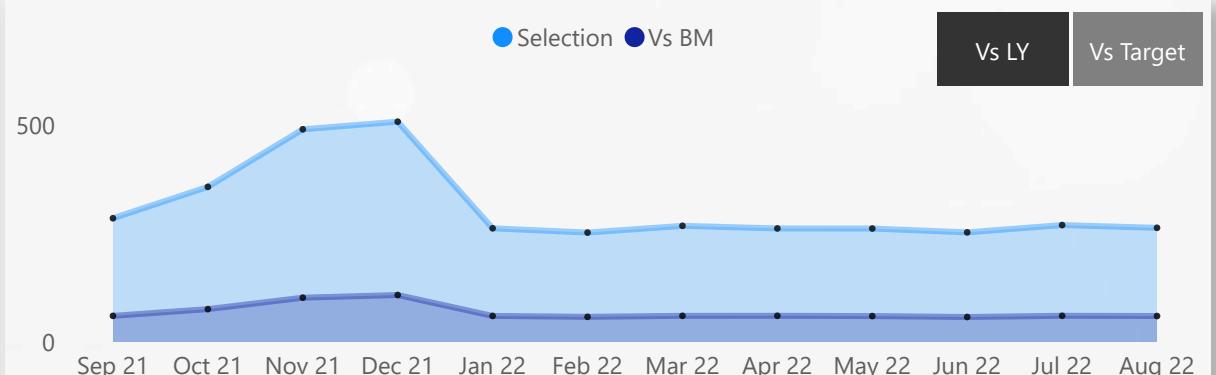
BM: 36.49% (+4.37%)

Net Profit %

-13.98%!

BM: -6.63% (-110.79%)

Net Sales Performance Over Time



Top/Bottom Products & Customers By Net Sales

region

P & L
values
%

APAC

1,923.77

335.27

EU

775.48

286.26

LATAM

14.82

368.40

NA

1,022.09

474.40

Total**3,736.17****353.50**

segment

P & L
values
%

Networking

38.43**-14.89**

Storage

54.59**0.32**

Accessories

454.10**85.46**

Peripherals

897.54**439.03**

Notebook

1,580.43**493.06**

Desktop

711.08**1,431.55****Total****3,736.17****353.50**

Profit & 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



Filters

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segment, category, ...

All

2019 2020 2021 2022 Est

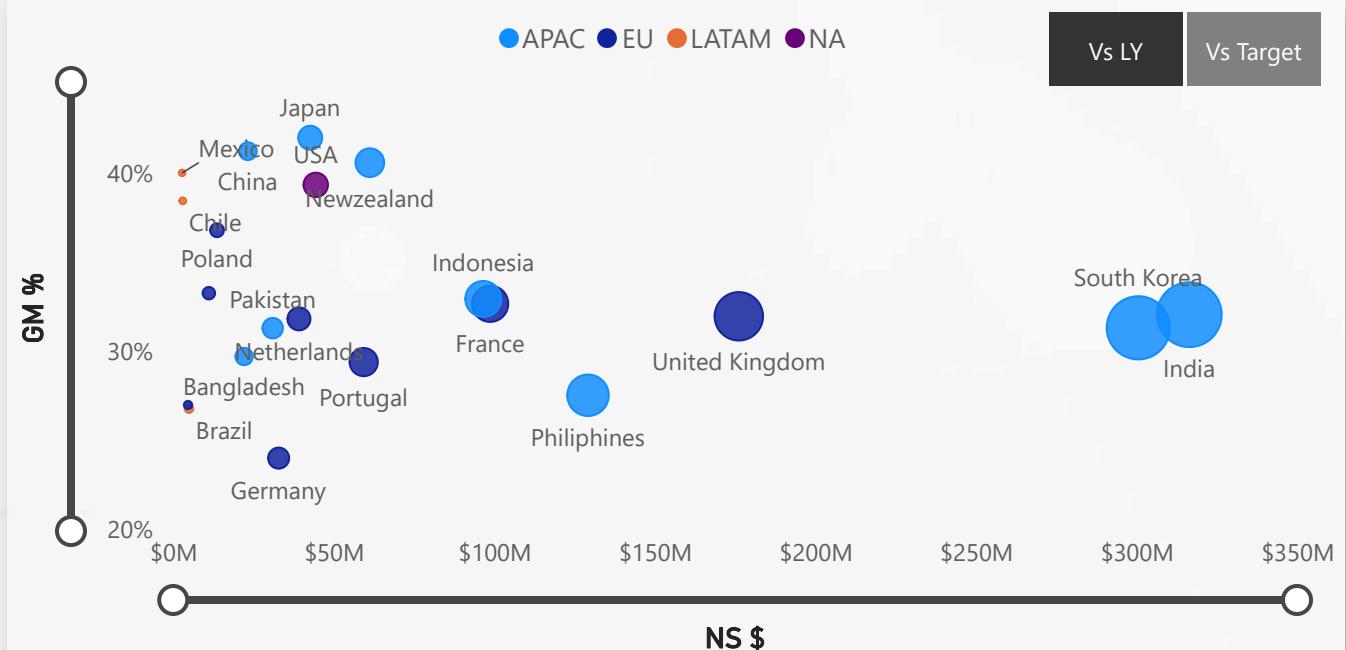
Q1 Q2 Q3 Q4

YTD YTG

Clear All Filters

All Values Are In Millions & Dollars

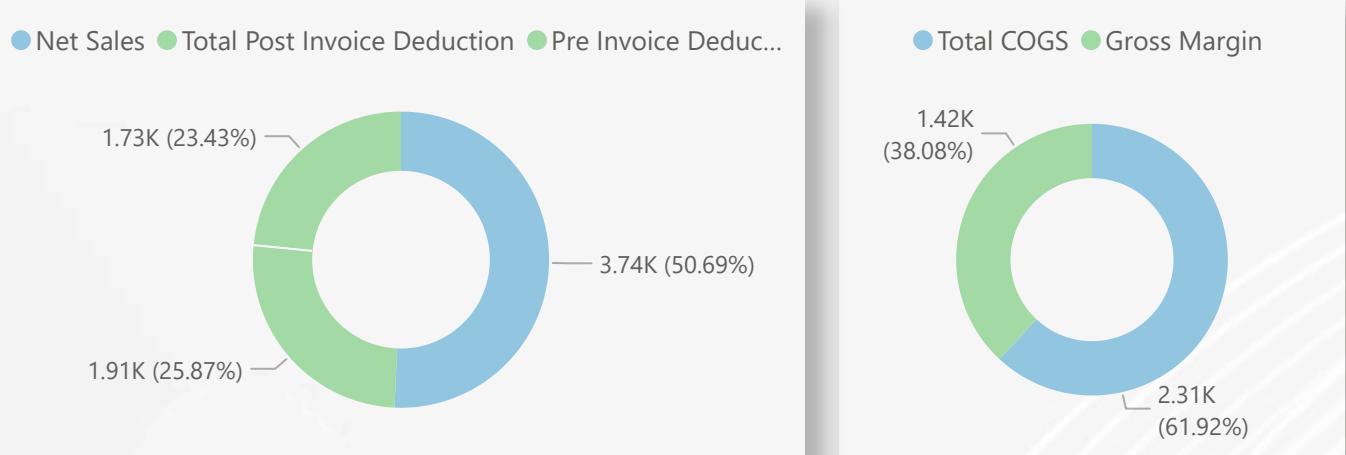
Performance Matrix



Customer Key Metrics

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
AtliQ e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsociety	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Costco	\$61.81M	24.15M	39.07%
Pronel	\$61.59M	23.03M	37.38%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Desktop	\$711.08M	272.39M	38.31%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
Total	\$3,736.17M	1,422.88M	38.08%



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Q1 Q2 Q3 Q4

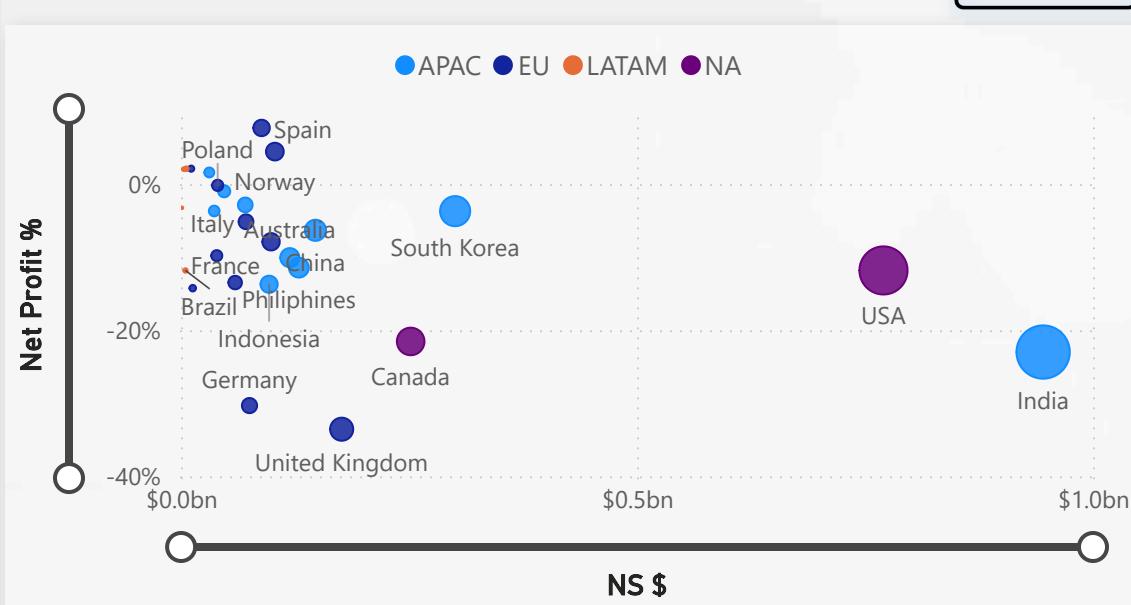
YTD YTG

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Performance Matrix

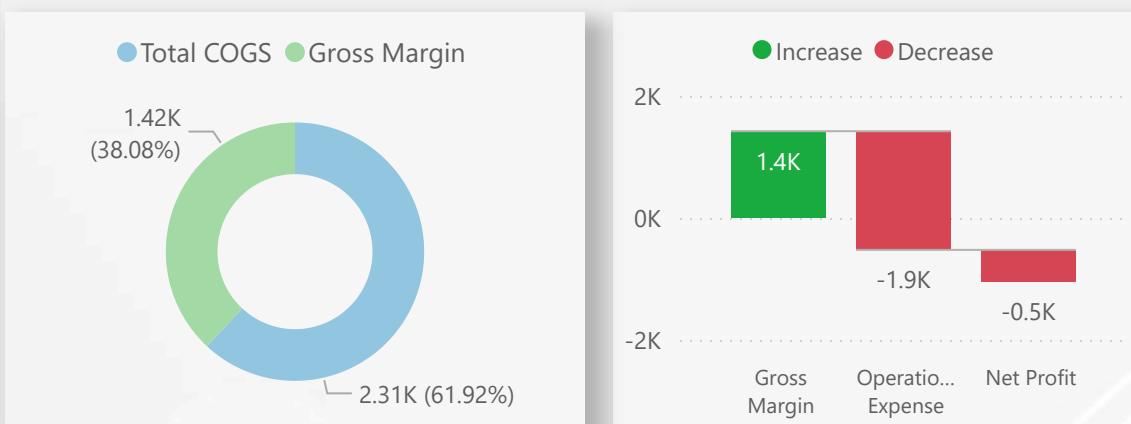
Show GM %



Product Performance

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

Unit Economics





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Forecast Accuracy

81.17% ✓

LY: 80.21% (+1.2%)

Net Error

-3472.69K ✓

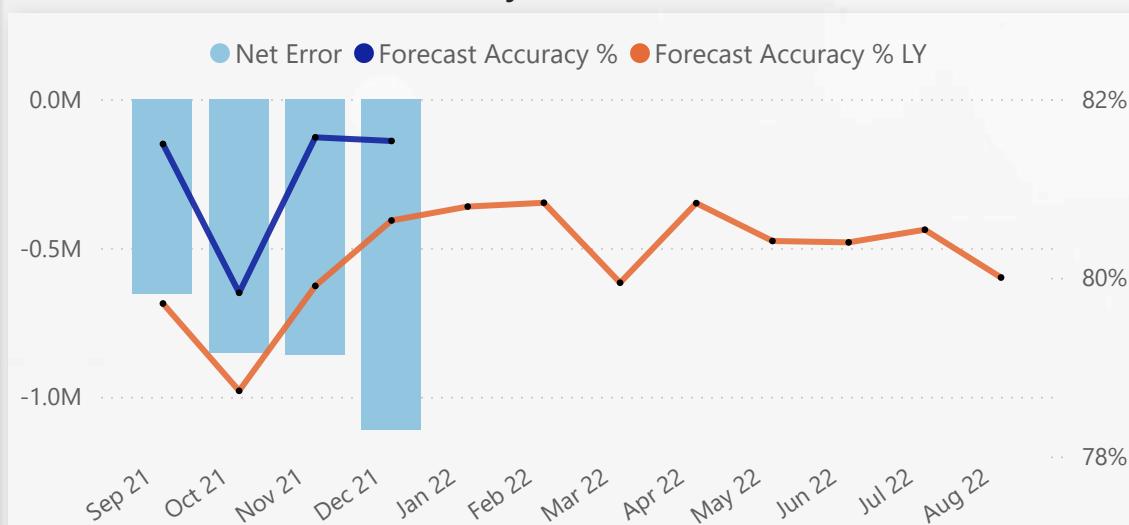
LY: -751.71K (-361.97%)

ABS Error

6.9M ✓

LY: 9.78M (-29.46%)

Accuracy/Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341K	1.7%	EI
Desktop	87.53%	84.37%	79K	10.2%	EI
Networking	93.06%	90.40%	-13K	-1.7%	OOS
Notebook	87.24%	79.99%	-47K	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204K	-31.8%	OOS
Storage	71.50%	83.54%	-628K	-25.6%	OOS
Total	81.17%	80.21%	-3473K	-9.5%	OOS

Customer Key Metrics

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83K	10.7%	EI
BestBuy	46.60%	35.31%	81K	16.7%	EI
Billa	42.63%	18.29%	4K	3.9%	EI
Circuit City	46.17%	35.02%	85K	16.5%	EI
Control	52.06%	47.42%	65K	13.0%	EI
Costco	51.95%	49.42%	102K	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8K	6.0%	EI
Leader	48.72%	24.45%	167K	11.0%	EI
Logic Stores	52.49%	51.44%	6K	2.4%	EI
Nomad Stores	53.44%	50.59%	3K	1.3%	EI
Notebillig	42.70%	18.87%	1K	1.3%	EI
Otto	45.76%	18.37%	2K	2.4%	EI
Path	50.57%	45.53%	91K	14.9%	EI
Radio Shack	45.64%	38.46%	69K	16.5%	EI
Sage	50.72%	33.58%	154K	10.1%	EI
Saturn	41.54%	19.16%	2K	2.9%	EI
Staples	54.45%	49.38%	80K	11.5%	EI
walmart	54.78%	50.12%	84K	12.1%	EI
All-Out	43.96%	29.09%	0K	-0.3%	OOS
Amazon	73.79%	74.54%	-465K	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23K	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4K	-2.3%	OOS
AtliQ e Store	74.22%	74.59%	-295K	-9.6%	OOS
Total	81.17%	80.21%	-3473K	-9.5%	OOS



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All

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Forecast Accuracy

81.17% ✓

LY: 80.21% (+1.2%)

Net Sales

\$3.74bn ✓

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GM %

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BM: 36.49% (+4.37%)

Net Profit %

-13.98% !

BM: -6.63% (-110.79%)

Yearly Trend By Revenue, GM%, NP %, PC Market Share %

NS \$ ● GM % ● Net Profit % ● AtliQ MS %

\$4bn

50%

\$2bn

0%

\$0bn

0%

2018 | 2019 | 2020 | 2021 | 2022

2018 | 2019 | 2020 | 2021 | 2022

2018 | 2019 | 2020 | 2021 | 2022

2018 | 2019 | 2020 | 2021 | 2022

2018 | 2019 | 2020 | 2021 | 2022

Key Insights By Sub Zone

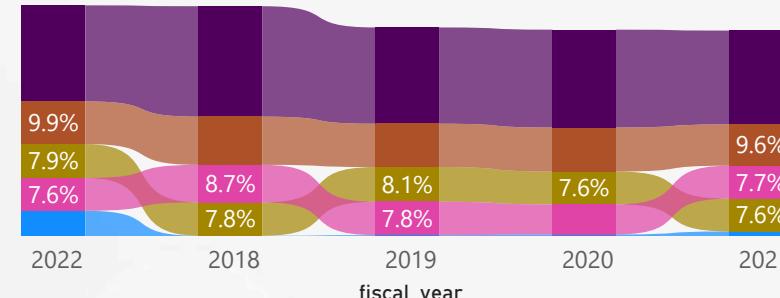
Vs LY

Vs Target

Sub Zone	NS \$	GM %	NP %	RC %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	43.5%	-7.4%	5.1%	1.4%	-37.6%	OOS
India	\$945.3M	35.8%	-23.0%	25.3%	13.3%	-24.4%	OOS
LATAM	\$14.8M	35.0%	-2.9%	0.4%	0.3%	3.4%	EI
NA	\$1,022.1M	45.0%	-14.2%	27.4%	4.9%	14.4%	EI
NE	\$457.7M	32.8%	-18.1%	12.3%	6.8%	-4.6%	OOS
ROA	\$788.7M	34.2%	-6.3%	21.1%	8.3%	-4.6%	OOS
SE	\$317.8M	37.0%	-4.0%	8.5%	16.4%	-55.5%	OOS
Total	\$3,736.2M	38.1%	-14.0%	100.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Top 5 Customer By Revenue

customer	RC %	GM %
Amazon	13.3%	36.78%
AtliQ e Store	8.1%	36.88%
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
Total	38.2%	39.19%

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%



Business Insights 360

Dashboard Overview

Welcome to the **360 Business Insights Project**,

This dashboard has been designed to provide a comprehensive analysis of key business metrics, enabling stakeholders to make informed, data-driven decisions across multiple domains, including **Finance, Sales, Marketing** and **Supply Chain**.

Objective

Performance Monitoring: Analyze key metrics like **Net Sales, Gross Margin, and Net Profit** across different regions, products, and customer segments.

Comparative Analysis: Track benchmarks and year-over-year performance to identify trends and growth opportunities.

Actionable Insights: Highlight top-performing products, customers, and regions to support strategic planning.

Forecast Accuracy: Assess prediction accuracy and inventory risks to improve supply chain efficiency.