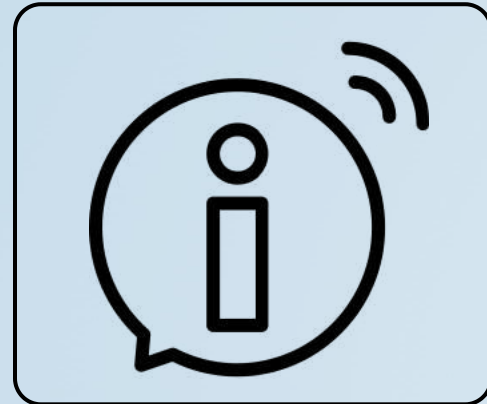




Business Insights 360



Info

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



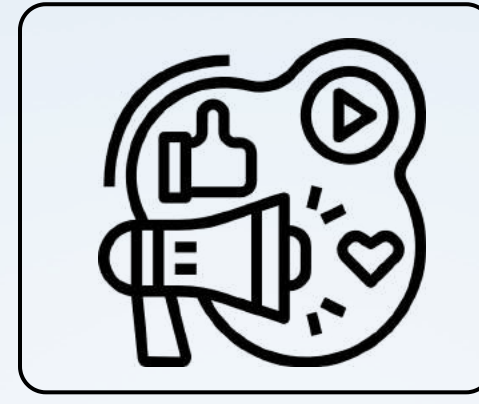
Finance View

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



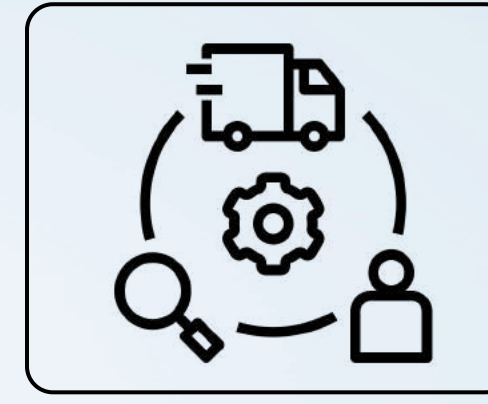
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



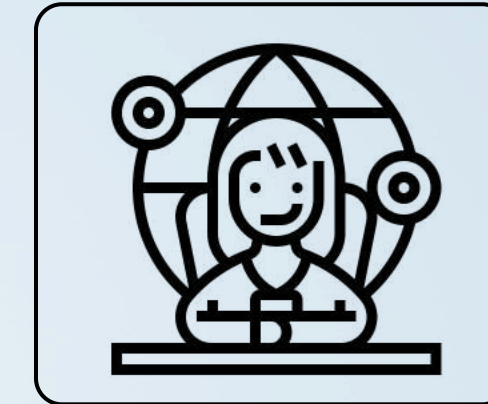
Marketing View

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 Date

Wednesday, February 28, 2024


*Values are in Dollars and millions.





Business Insights 360 Key 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 live excel version [here](#).

















region, market

All

customer

All

segment, category, pr...

All

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -0.07 (-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

BM= Benchmark, LY= Last Year

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

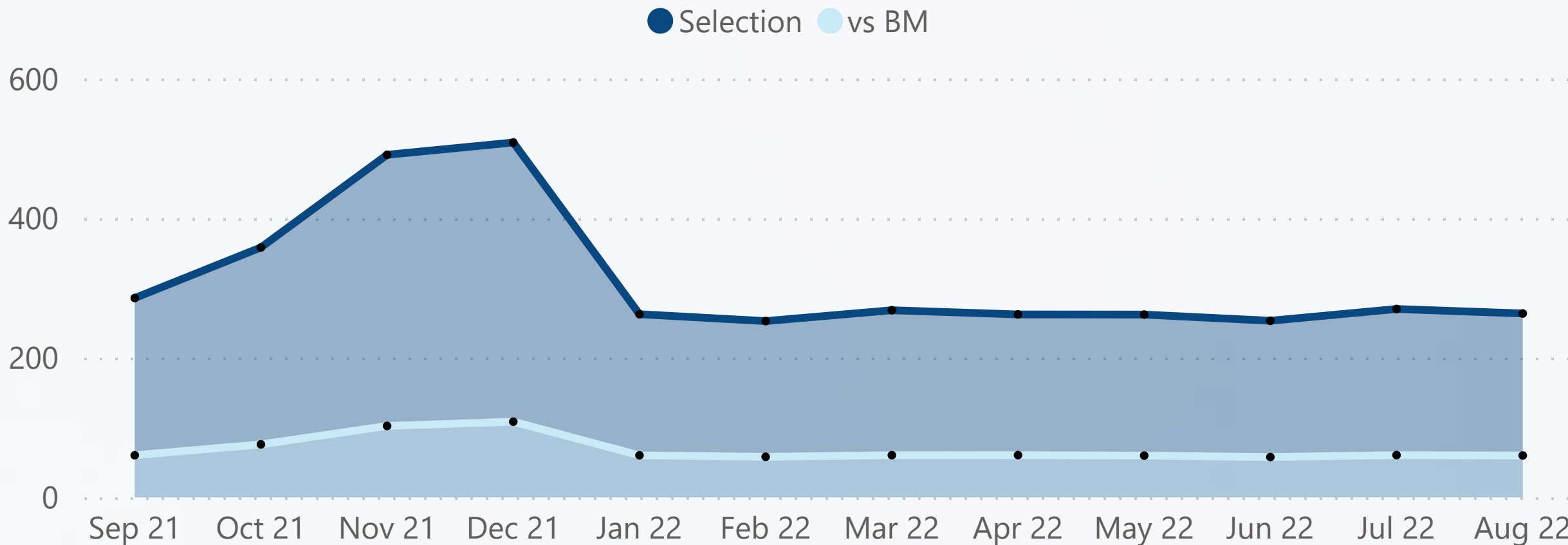
YTG

vs LY

vs
Target

Net Sales Performace Over Time

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
EU	775.48	286.26
APAC	1,923.77	335.27
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

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



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

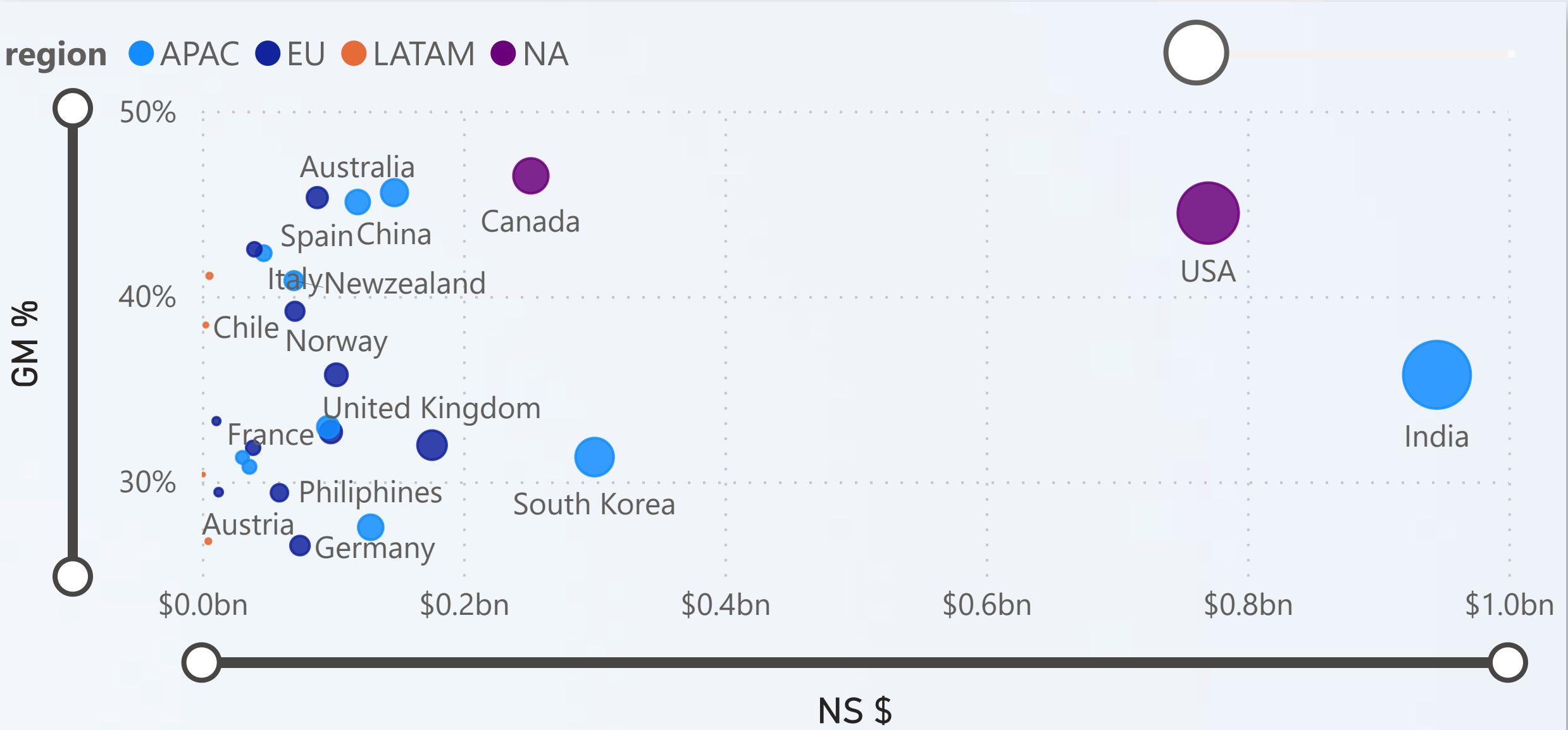
Customer Performance

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%
Total	\$3,736.17M	1,422.88M	38.08%

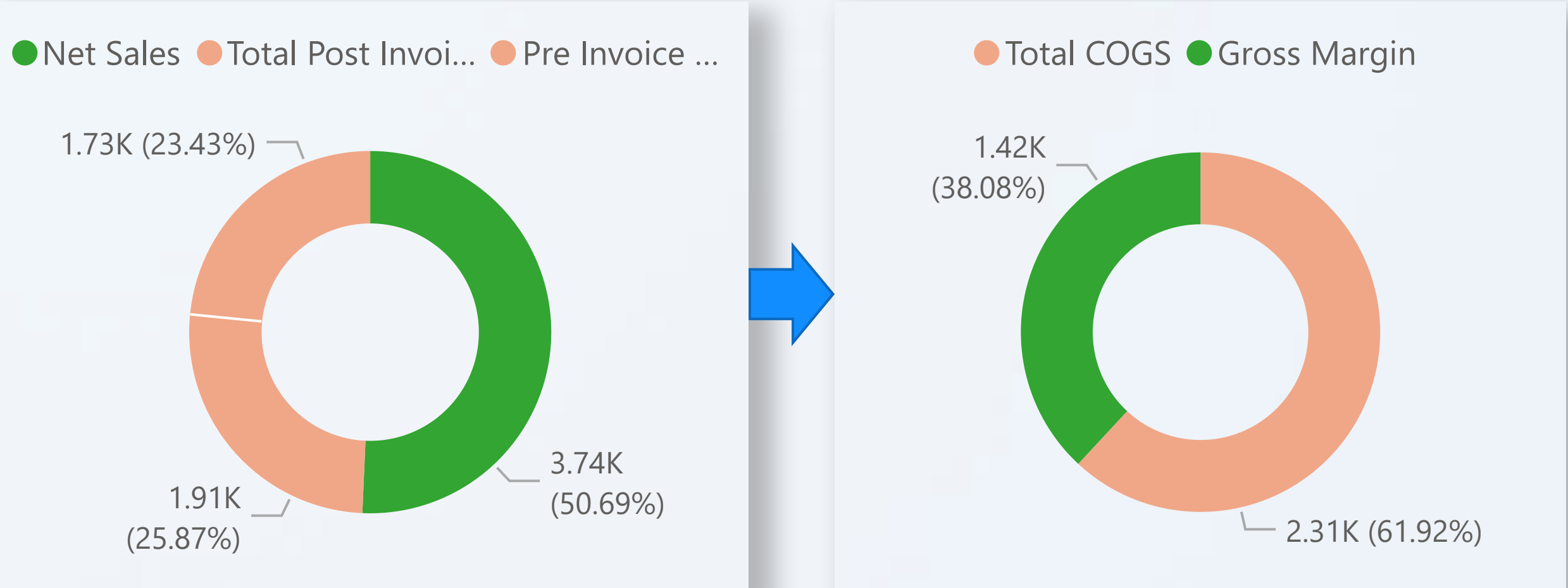
Product Performance

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

Performance Matrix



Unit Economics





region, market

customer

segment, category, pr...

All

All

All

Product Performance

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

Region/Market/Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.61%
Australia	\$119.33M	53.79M	45.08%	-12.02M	-10.07%
Bangladesh	\$36.41M	11.21M	30.79%	-1.34M	-3.68%
China	\$147.43M	67.20M	45.58%	-9.33M	-6.33%
India	\$945.34M	337.98M	35.75%	-217.32M	-23.09%
Indonesia	\$96.61M	31.82M	32.93%	-13.25M	-13.71%
Japan	\$47.34M	20.03M	42.32%	-0.47M	-0.99%
Newzealand	\$70.45M	28.77M	40.83%	-2.01M	-2.85%
Pakistan	\$31.05M	9.72M	31.29%	0.49M	1.58%
Philippines	\$129.23M	35.57M	27.53%	-14.78M	-11.43%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

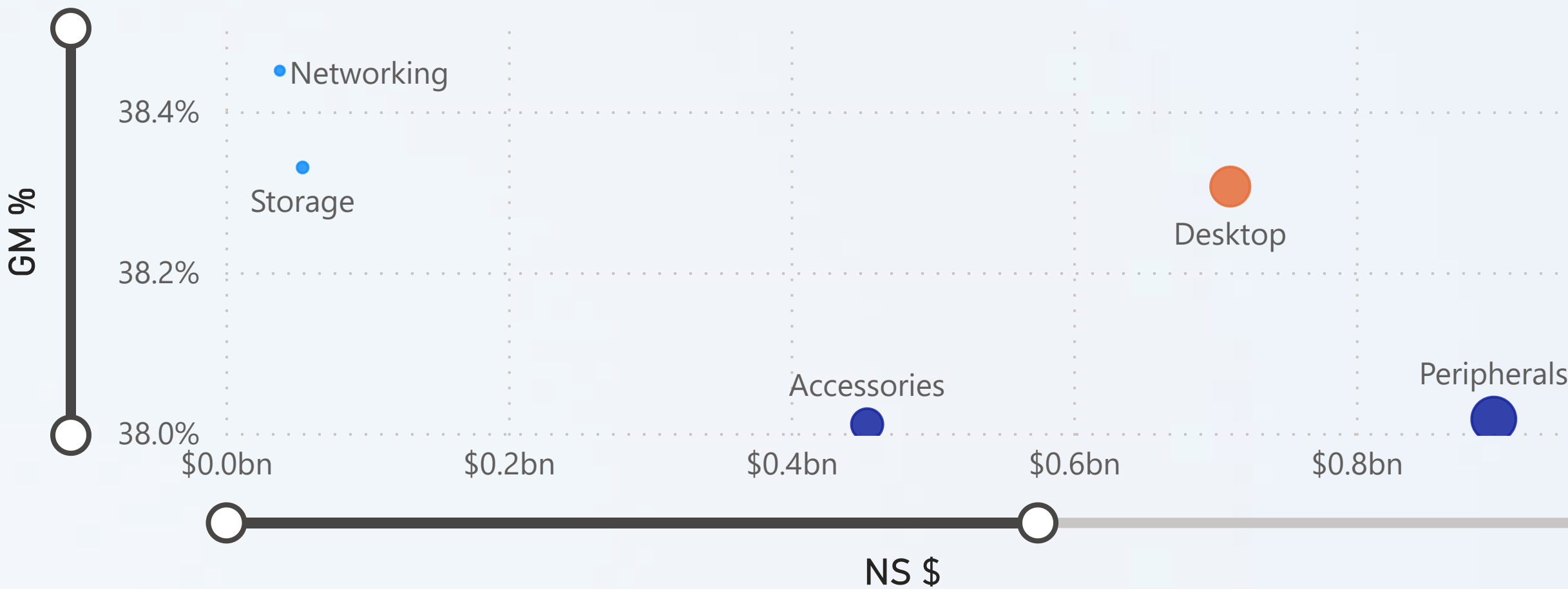
YTD

YTG

Show NP%

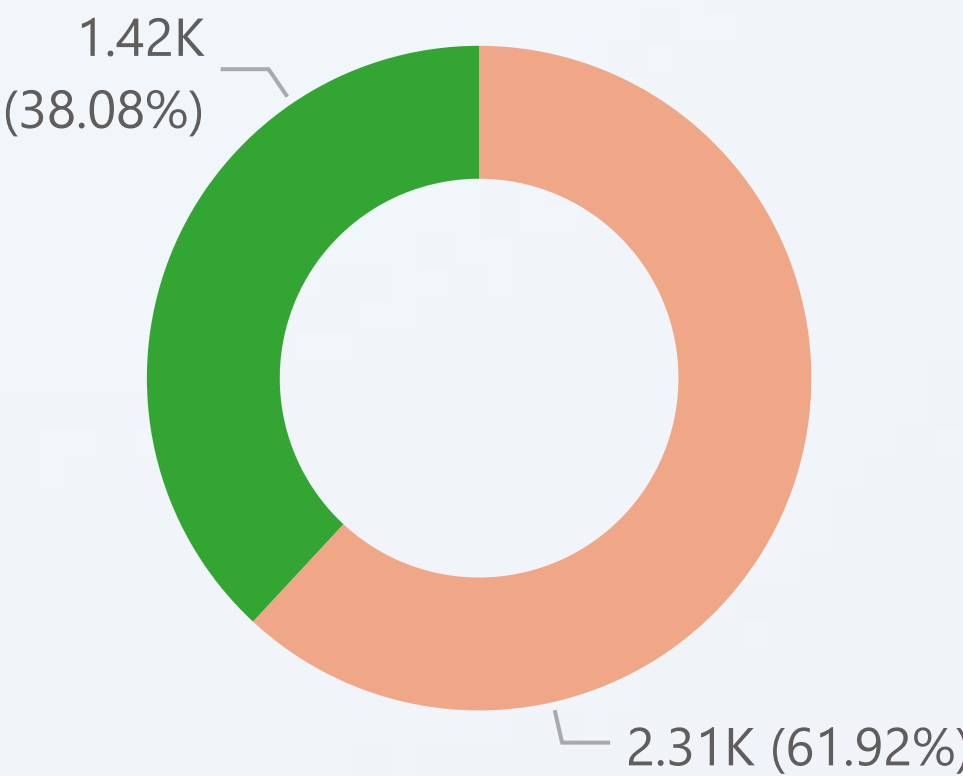
Performance Matrix

division ● N & S ● P & A ● PC

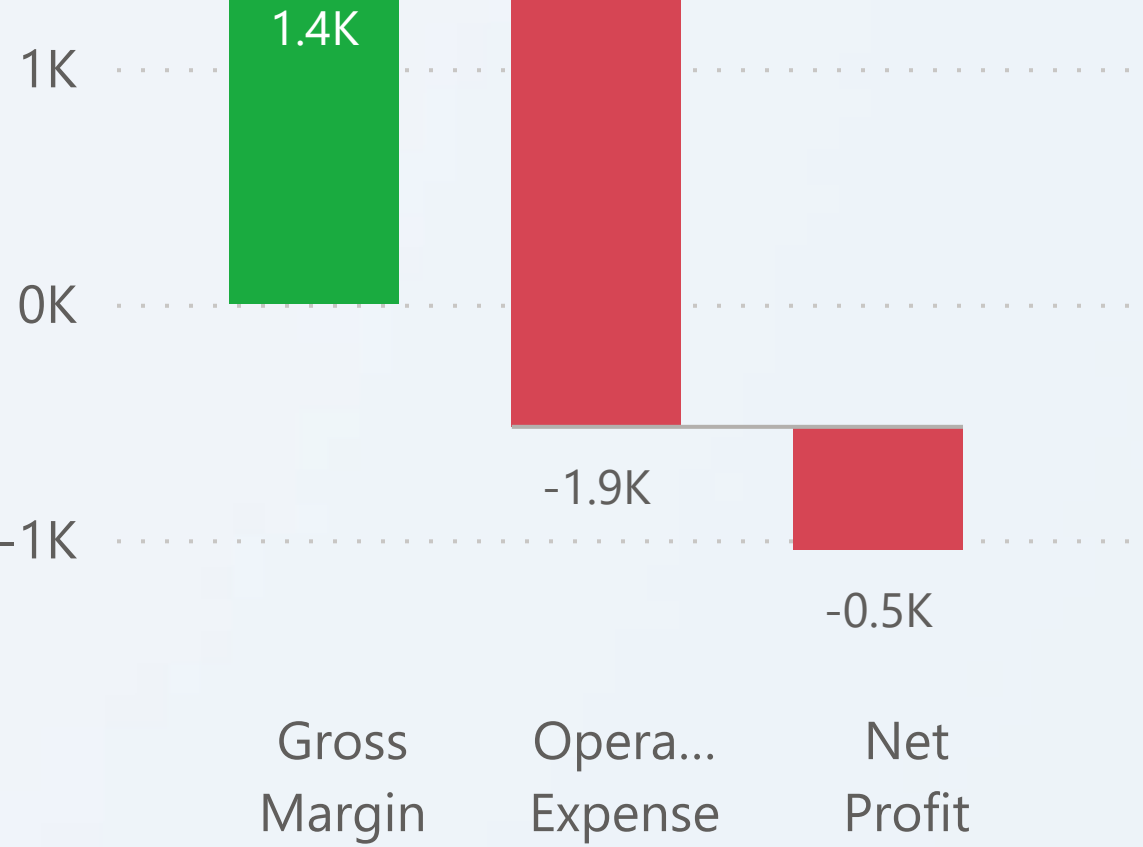


Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category, pr...

All

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

LY: 9780.7K (-29.46%)

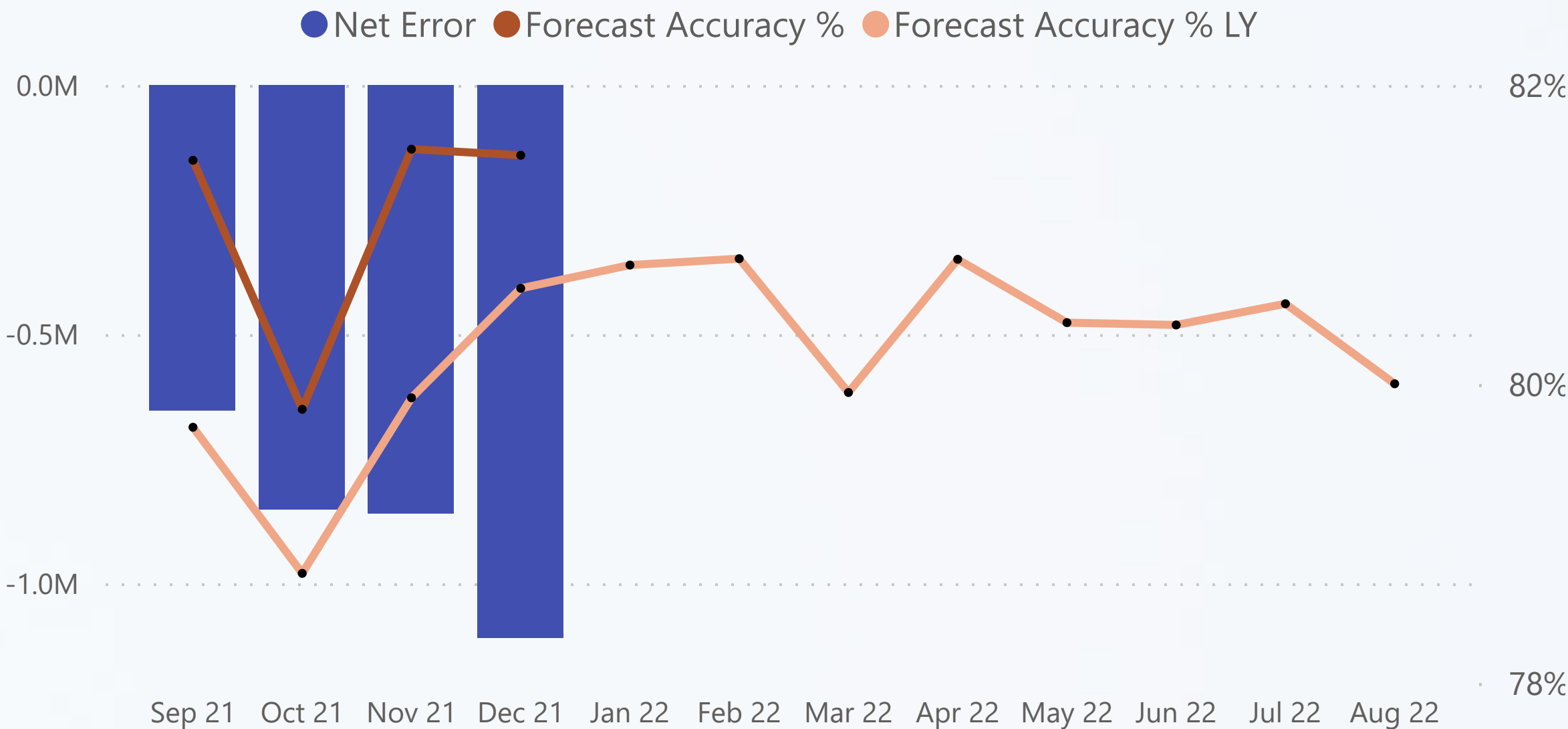
ABS Error

Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulangier	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

LY= Last Year, EI = Excess Inventory, OOS = Out of Stock

Accuracy/Net Error Trend



Key Metrics by Products

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



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -0.07 (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

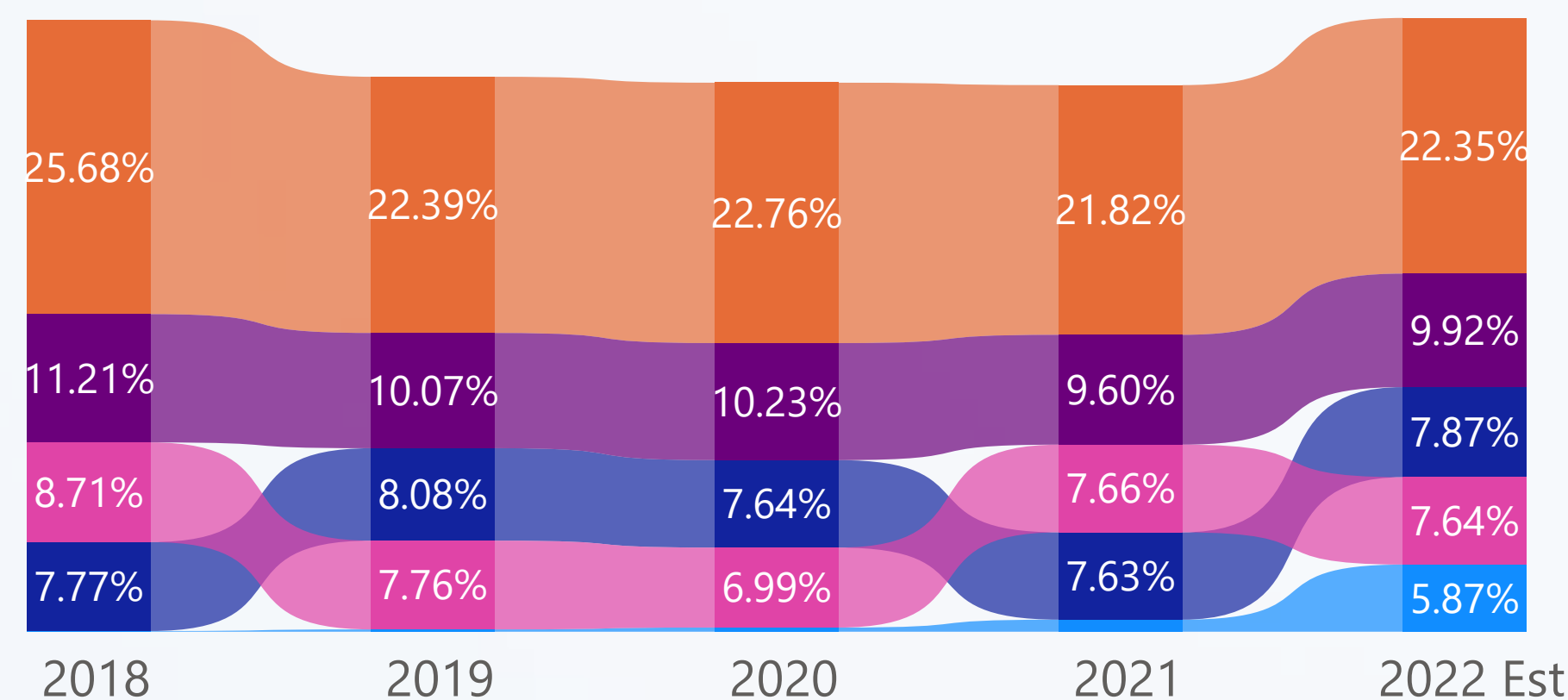
Forecast Accuracy

Key Insights by Subzone

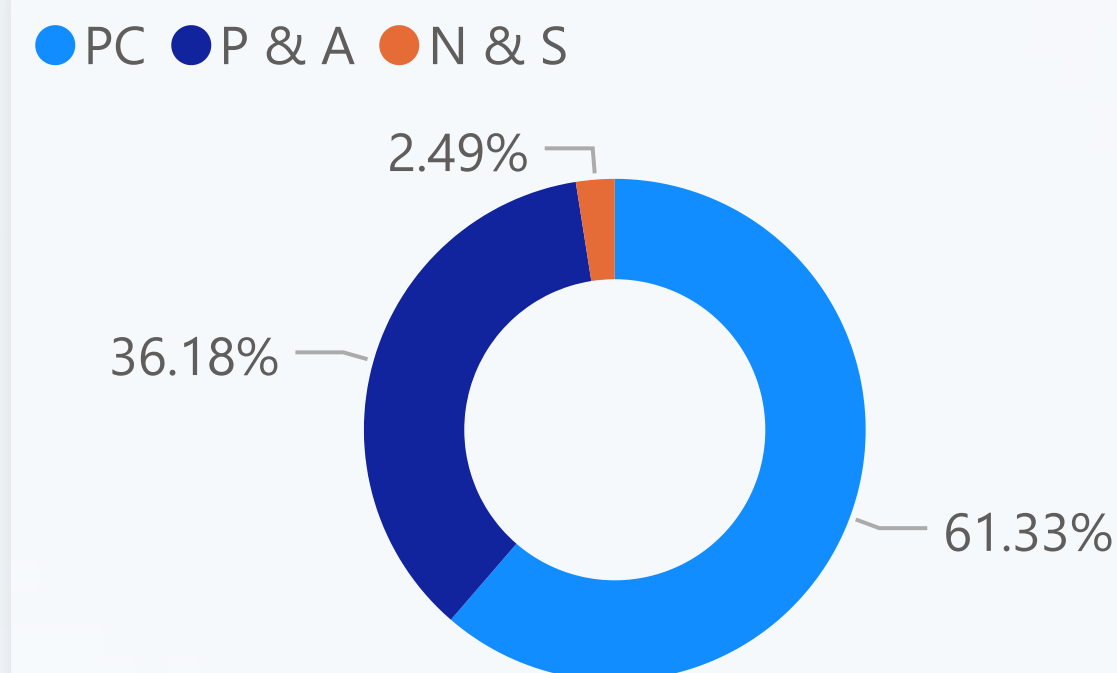
Sub Zone	NS \$	RC %	GM %		Net Profit %	Atliq's MS %	Net Error %	Risk
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
NA	\$1,022.1M	27.4%	45.0%		-14.2%	4.9%	14.4%	EI
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%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

PC Market Share Trend - AtliQ and Competitors

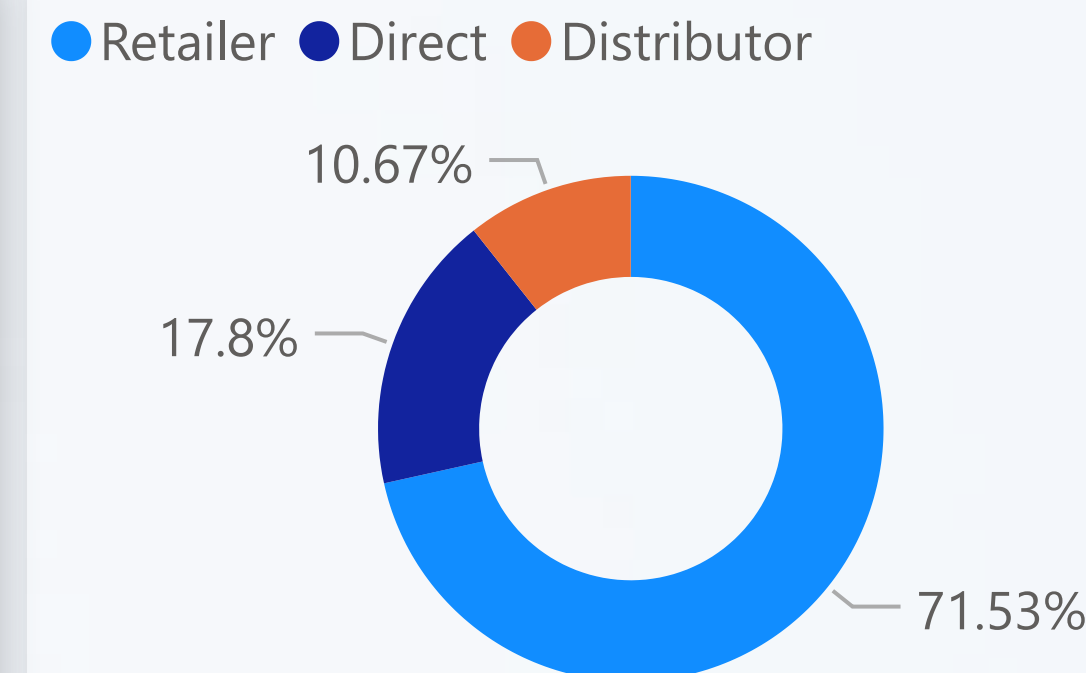
Manufacturer atliq bp dale innovo pacer



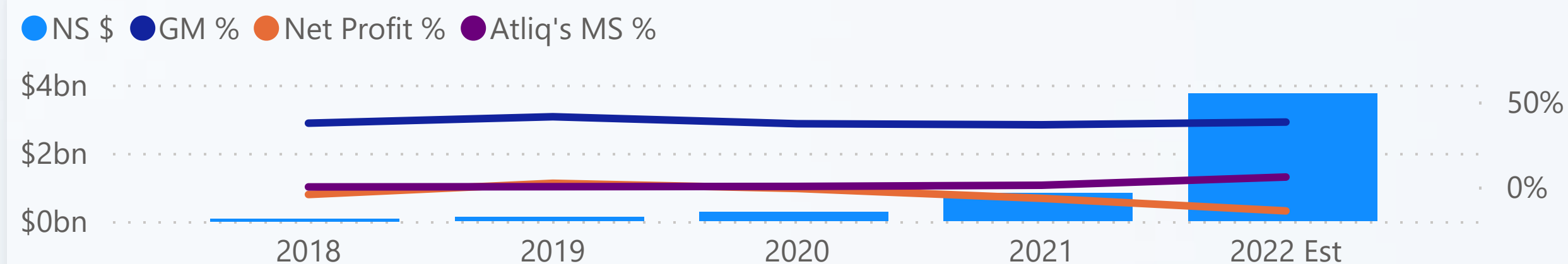
Revenue by Division



Revenue by Channel



Key Insights by Subzone



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9% ↓
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sae	3.4%	31.5% ↓
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smart 1	3.00%	37.10% ↑
Total	23.2%	38.1%

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



Business Insights 360 Support

