



Business Insights 360 Support



Info

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



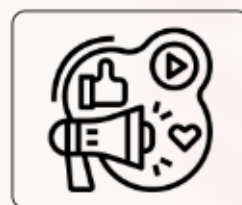
Finance View

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

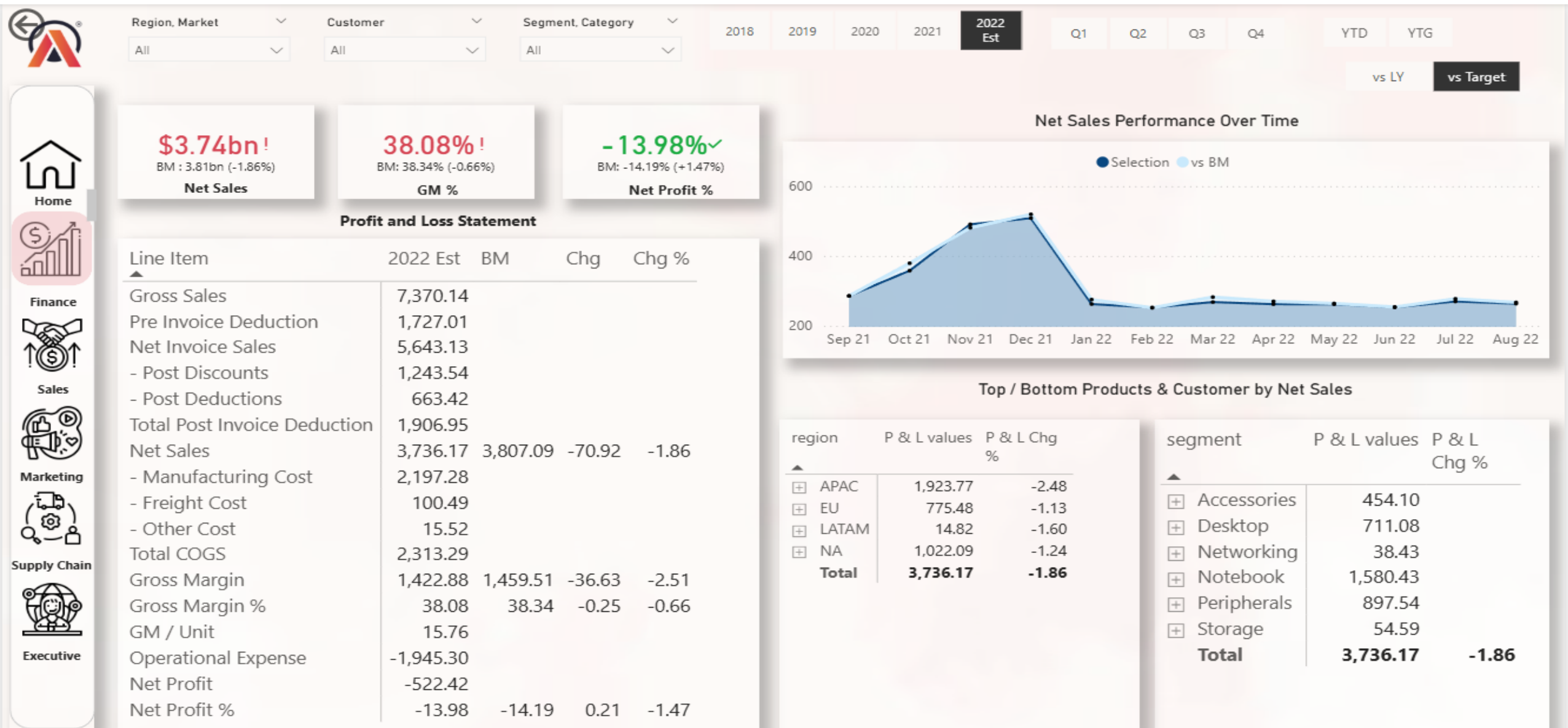
A **top level dashboard** for executives consolidating top insights from all dimensions of business.



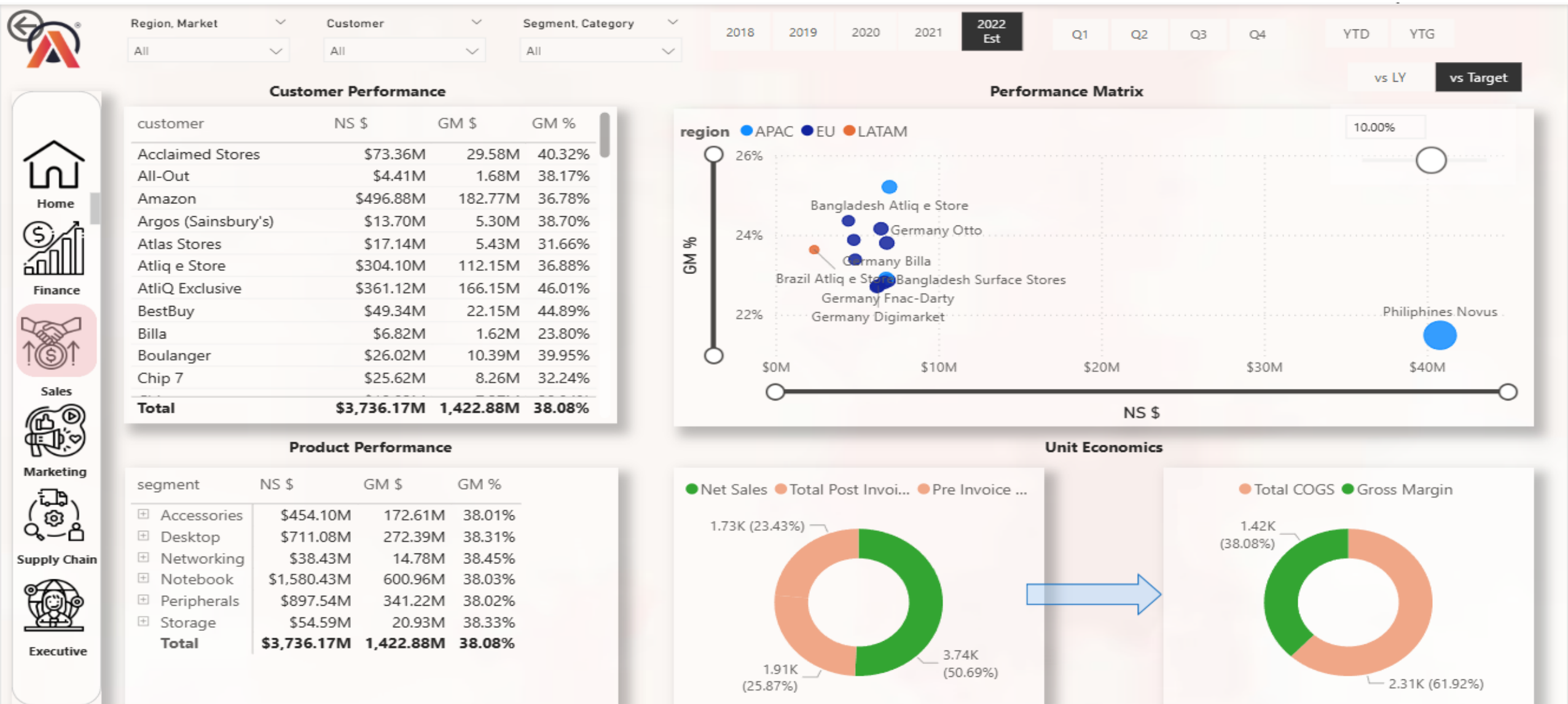
Support

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

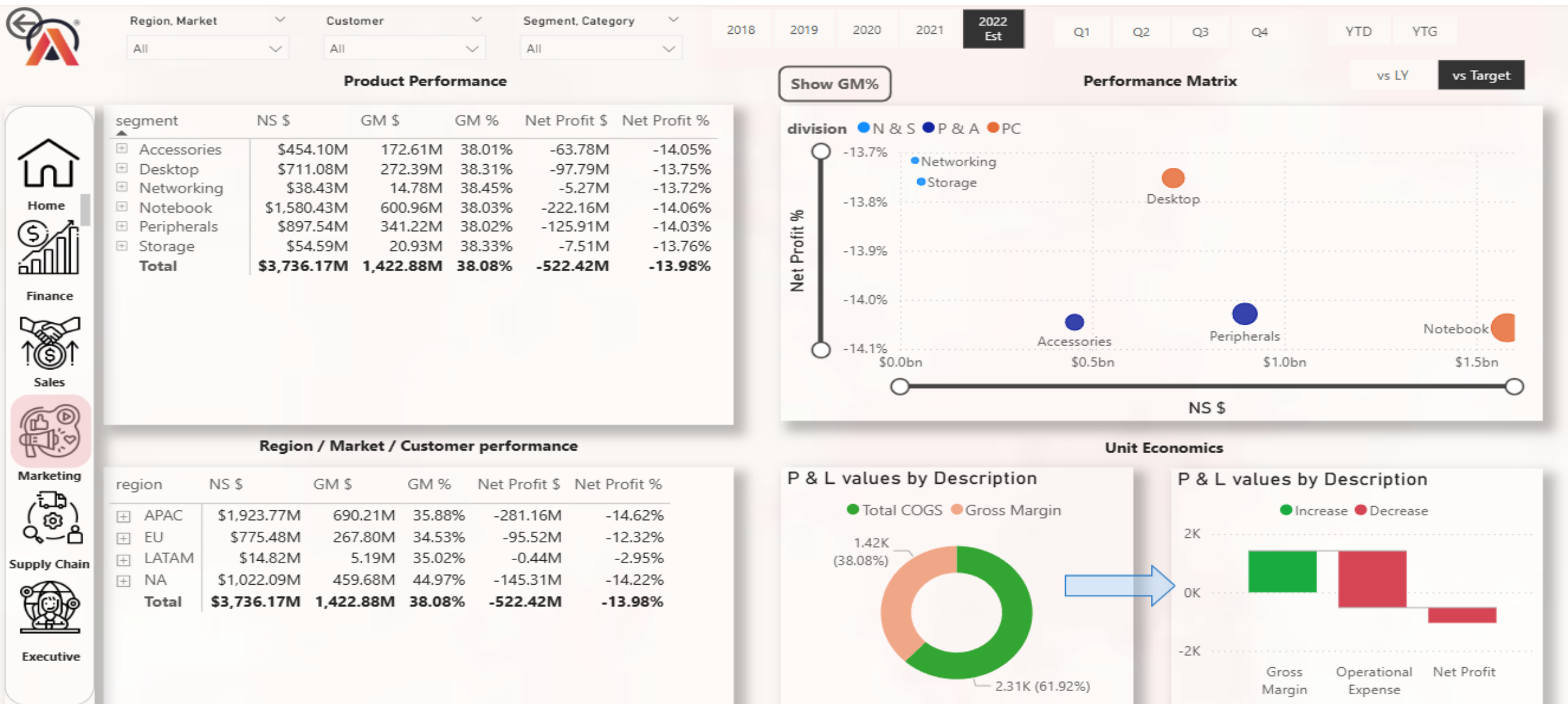
Finance View



Sales View



Marketing View



Show GM%

Performance Matrix

division

● N & S ● P & A ● PC

● Networking ● Storage

Net Profit %

NS \$

Accessories

Desktop

Peripherals

Notebook

Unit Economics

P & L values by Description

● Total COGS ● Gross Margin

1.42K (38.08%)

2.31K (61.92%)

P & L values by Description

● Increase ● Decrease

2K

0K

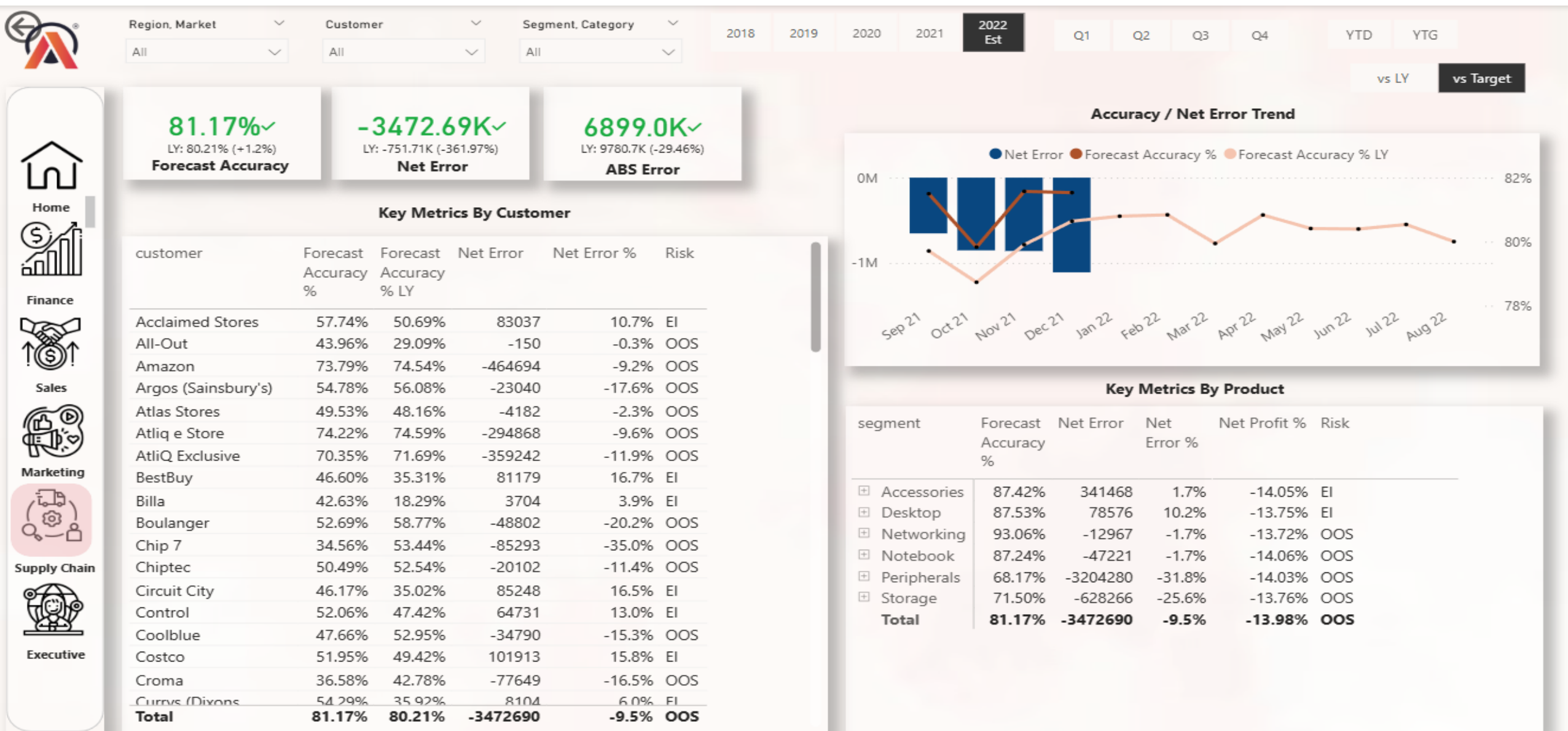
-2K

Gross Margin

Operational Expense

Net Profit

Supply Chain View



Executive View



Region, Market

All

Customer

All

Segment, Category

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn !

BM : 3.81bn (-1.86%)

Net Sales

38.08% !

BM : 38.34% (-0.66%)

GM %

-13.98%✓

BM : -14.19% (+1.47%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

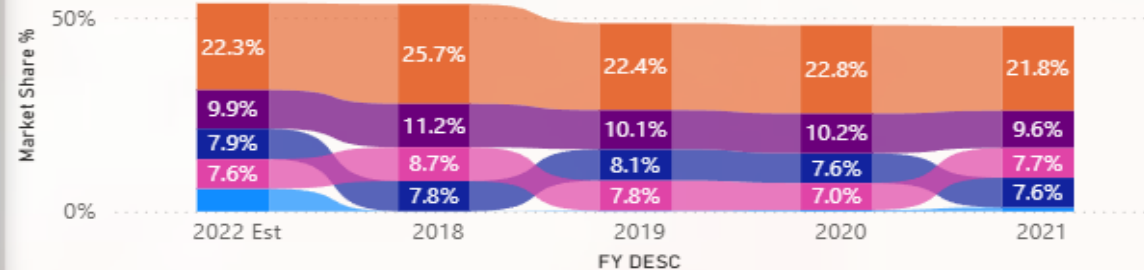
Forecast Accuracy

Key Insights By Sub Zone

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

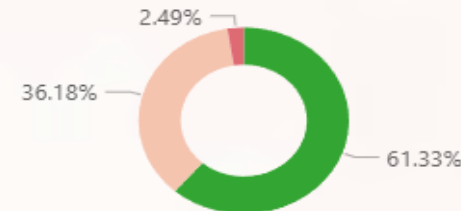
PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



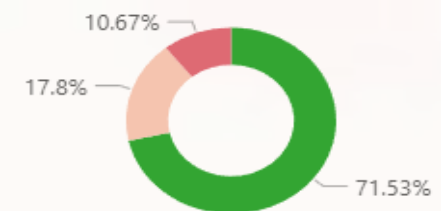
Revenue By Division

division ● PC ● P & A ● N & S



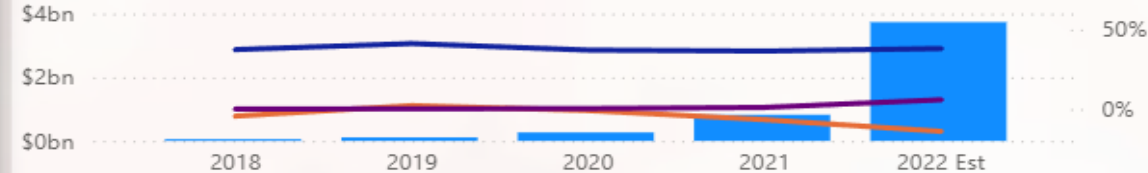
Revenue By Channel

channel ● Retailer ● Direct ● Distributor



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

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



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 Product 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%



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](#).



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