



# Business Insights 360



Info



Support



## 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 product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



## Marketing View

Analyze the performance of your customer(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..



**\$1.36bn✓**

BM: 286.53M (+373.72%)

**Net Sales**

**37.65%✓**

BM: 36.40% (+3.43%)

**GM %**

**-14.20%!**

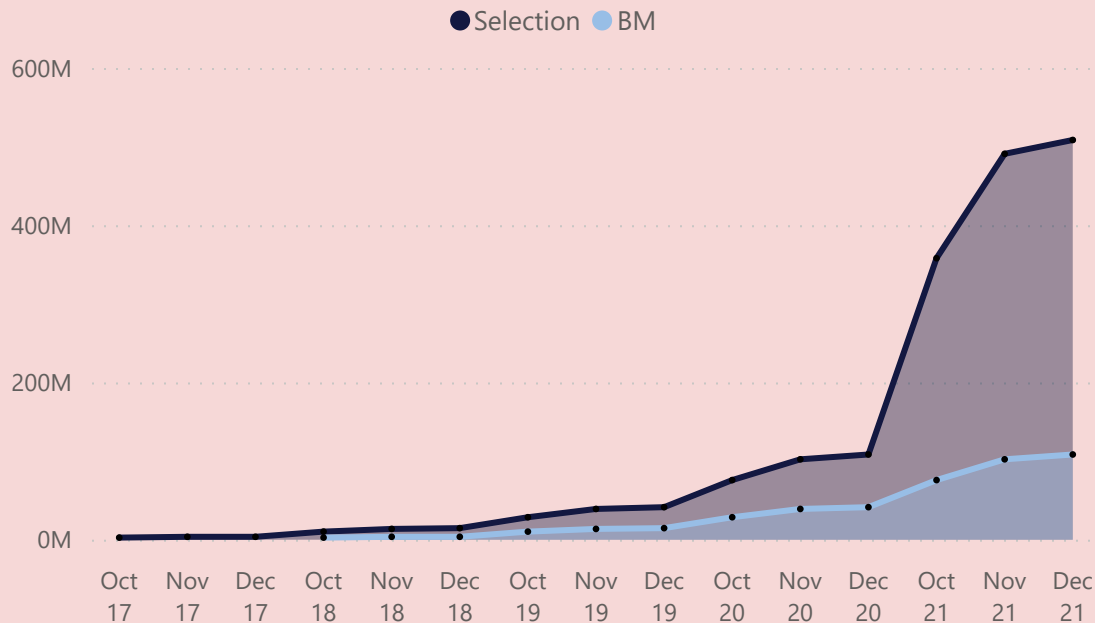
BM: -6.70% (-112.05%)

**Net Profit %**

### Profit and Loss Statement

Line Item	BM	Chg	Chg %
Net Profit %	-0.04	-0.07	165.87
Net Profit	-19.71	-192.73	977.61
Operational Expense	-184.13	-703.72	382.18
GM / Unit	5.34	5.21	97.71
Gross Margin %	0.37	0.00	1.35
Gross Margin	164.42	510.98	310.79
Total COGS	280.15	846.34	302.10
- Other Cost	1.83	5.56	303.38
- Freight Cost	11.74	36.56	311.39
- Manufacturing Cost	266.58	804.22	301.68
Net Sales	444.57	1,357.32	305.31
Total Post Invoice Deduction	237.36	703.23	296.27
- Post Deductions	85.98	241.97	281.41
- Post Discounts	151.37	461.26	304.72
Net Invoice Sales	681.92	2,060.55	302.17
Pre Invoice Deduction	209.78	636.32	303.33
Gross Sales	891.70	2,696.87	302.44
<b>Total</b>	<b>44,45,65,9</b>	<b>1,35,73,17</b>	<b>305.31</b>
	<b>62.11</b>	<b>,266.46</b>	

### Net Sales Performance Over Time



### Top / Bottom Products & Customers based on Net Sales

region	P & L Values	P & L Chg %
⊕ APAC	974.05M	29612.57%
⊕ NA	421.55M	33630.41%
⊕ EU	399.09M	29957.35%
⊕ LATAM	7.19M	23078.02%
<b>Total</b>	<b>1,801.88M</b>	<b>30531.29%</b>

segment	P & L Values	P & L Chg %
⊕ Accessories	282.49M	12645.18%
⊕ Desktop	248.39M	138686.61%
⊕ Networking	46.84M	4013.83%
⊕ Notebook	706.95M	39626.01%
⊕ Peripherals	459.39M	40046.48%
⊕ Storage	57.82M	6315.15%
<b>Total</b>	<b>1,801.88M</b>	<b>30531.29%</b>

### FILTERS

Region, ma... ▾

All ▾

customer ▾

All ▾

segment, ... ▾

All ▾

2018

2020

2022  
EST

2019

2021

Qtr  
1

Qtr  
2

Qtr  
3

Qtr  
4

YTG

vs LY

vs  
Target

BM = Benchmark

LY = Last Year

GM = Gross Margin

NS = Net Sales

NP = Net Profit

Chg = Change

**All Values in Million \$**



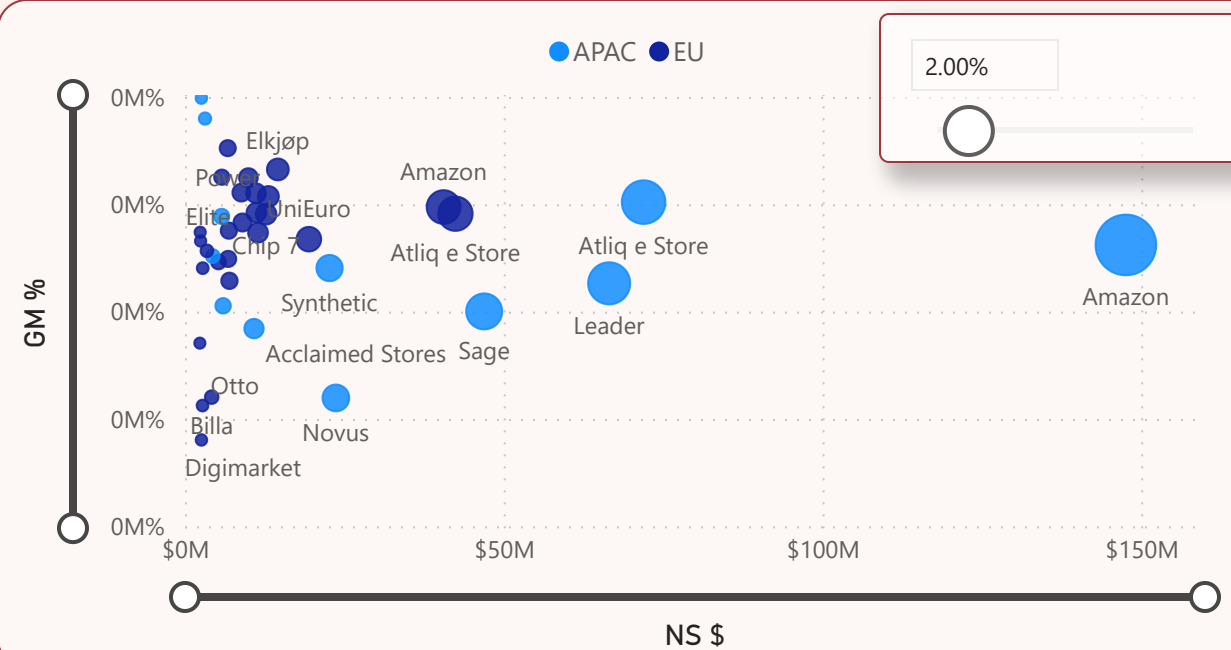
## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$256.29M	\$91.9893563276M	35.89
AtliQ Exclusive	\$167.74M	\$76.7227067441M	45.74
Atliq e Store	\$146.05M	\$53.6756987313M	36.75
Leader	\$66.53M	\$20.8389704433M	31.32
Sage	\$59.13M	\$19.4732230518M	32.93
Flipkart	\$54.99M	\$21.9268287734M	39.87
Neptune	\$45.59M	\$20.7169113772M	45.44
Electricalsociety	\$43.50M	\$15.5781378562M	35.81
Ebay	\$40.01M	\$14.3928684464M	35.98
Vijay Sales	\$35.33M	\$12.8234793371M	36.30
walmart	\$32.11M	\$13.9981628491M	43.60
Electricalslytical	\$32.07M	\$11.8671298352M	37.00
Propel	\$30.89M	\$11.5355249696M	37.35
Staples	\$30.33M	\$11.4228633265M	37.66
Acclaimed Stores	\$30.13M	\$11.6525673106M	38.67
Path	\$29.95M	\$12.6743507198M	42.32
Synthetic	\$26.63M	\$8.4661350996M	31.79
Total	\$1,801.88M	\$675.3980269529M	37.48

## Product Performance

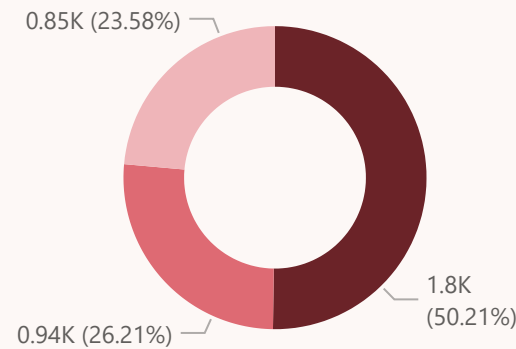
segment	NS \$	GM \$	GM %
Accessories	\$282.49M	\$105.3755862702M	37.30
Desktop	\$248.39M	\$93.6800542661M	37.72
Networking	\$46.84M	\$17.6980554203M	37.78
Notebook	\$706.95M	\$264.6910521192M	37.44
Perinherals	\$459.39M	\$172.3208725231M	37.51
Total	\$1,801.88M	\$675.3980269529M	37.48

## Accuracy / Net Error Trend

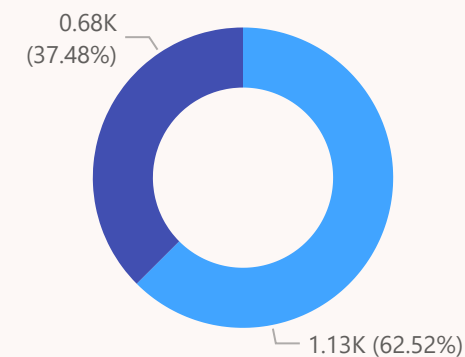


## Unit Economics

Net Sales Total Post Invoice Pre Invoice ...



Total COGS Gross Margin



## FILTERS

Region, ma...

All

customer

All

segment, ...

All

2018 2020 2022 EST

2019 2021

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTG

vs LY vs Target

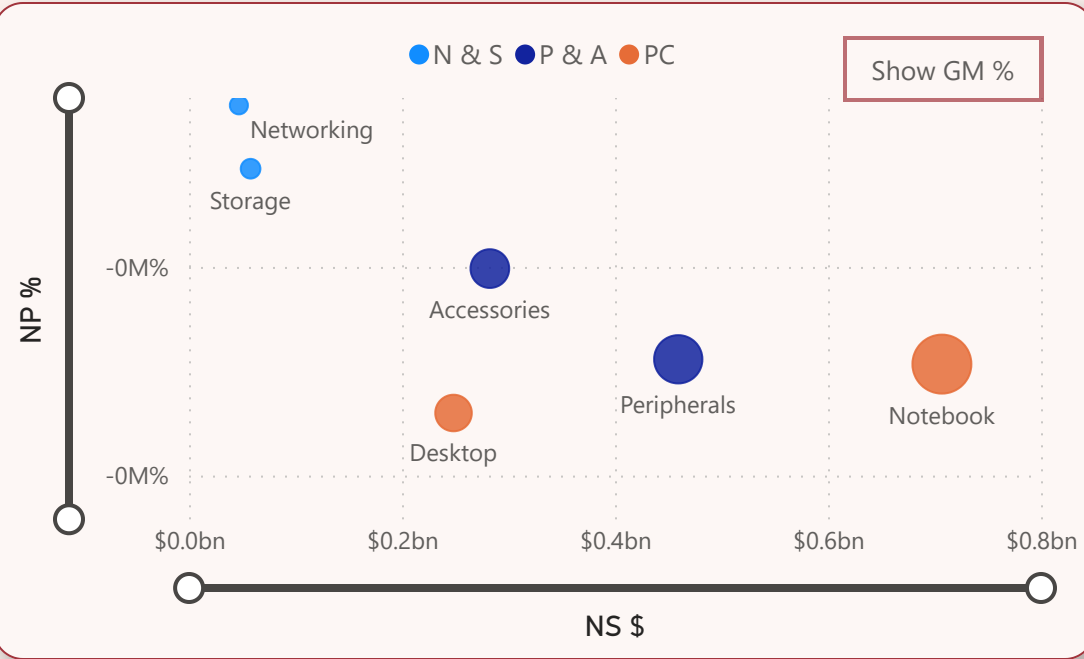
BM = Benchmark  
LY = Last Year  
GM = Gross Margin  
NS = Net Sales  
NP = Net Profit  
Chg = Change  
All Values in Million \$



## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	NP %
<div>+ Accessories</div>	\$282.49M	\$105.3755862702M	37.30%	-28.36M	-10.0%
<div>+ Storage</div>	\$57.82M	\$21.632406354M	37.41%	-4.42M	-7.6%
<div>+ Notebook</div>	\$706.95M	\$264.6910521192M	37.44%	-87.16M	-12.3%
<div>+ Peripherals</div>	\$459.39M	\$172.3208725231M	37.51%	-56.11M	-12.2%
<div>+ Desktop</div>	\$248.39M	\$93.6800542661M	37.72%	-33.53M	-13.5%
<div>+ Networking</div>	\$46.84M	\$17.6980554203M	37.78%	-2.87M	-6.1%
<b>Total</b>	<b>\$1,801.88M</b>	<b>\$675.3980269529M</b>	<b>37.48%</b>	<b>-212.45M</b>	<b>-11.7%</b>

## Accuracy / Net Error Trend



## FILTERS

Region, ma... ▼

All ▼

customer ▼

All ▼

segment, ... ▼

All ▼

2018

2020

2022  
EST

2019

2021

Qtr  
1

Qtr  
2

Qtr  
3

Qtr  
4

YTG

vs LY

vs  
Target

BM = Benchmark

LY = Last Year

GM = Gross Margin

NS = Net Sales

NP = Net Profit

Chg = Change

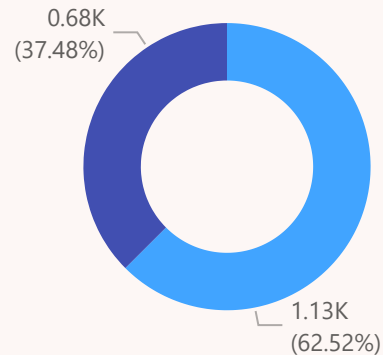
All Values in Million \$

## Region / Market / Customer Performance

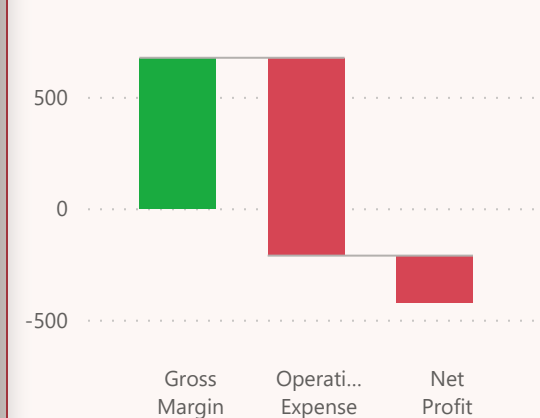
region	NS \$	GM \$	GM %	Net Profit \$	NP %
<div>+ APAC</div>	\$974.05M	\$348.6140437524M	35.79%	-122.16M	-12.5%
<div>+ NA</div>	\$421.55M	\$182.9098231107M	43.39%	-56.15M	-13.3%
<div>+ EU</div>	\$399.09M	\$141.3379158687M	35.41%	-34.09M	-8.5%
<div>+ LATAM</div>	\$7.19M	\$2.5362442211M	35.27%	-0.05M	-0.7%
<b>Total</b>	<b>\$1,801.88M</b>	<b>\$675.3980269529M</b>	<b>37.48%</b>	<b>-212.45M</b>	<b>-11.7%</b>

## Unit Economics

Total COGS (blue), Gross Margin (dark blue)



Increase (green), Decrease (red)





81.11%✓

BM: 79.87% (+1.54%)

Forecast Accuracy

-2820.14K!

BM: -266.33K (-958.91%)

Net Error

5740.81K✓

BM: 3457.88K (+66.02%)

ABS Error

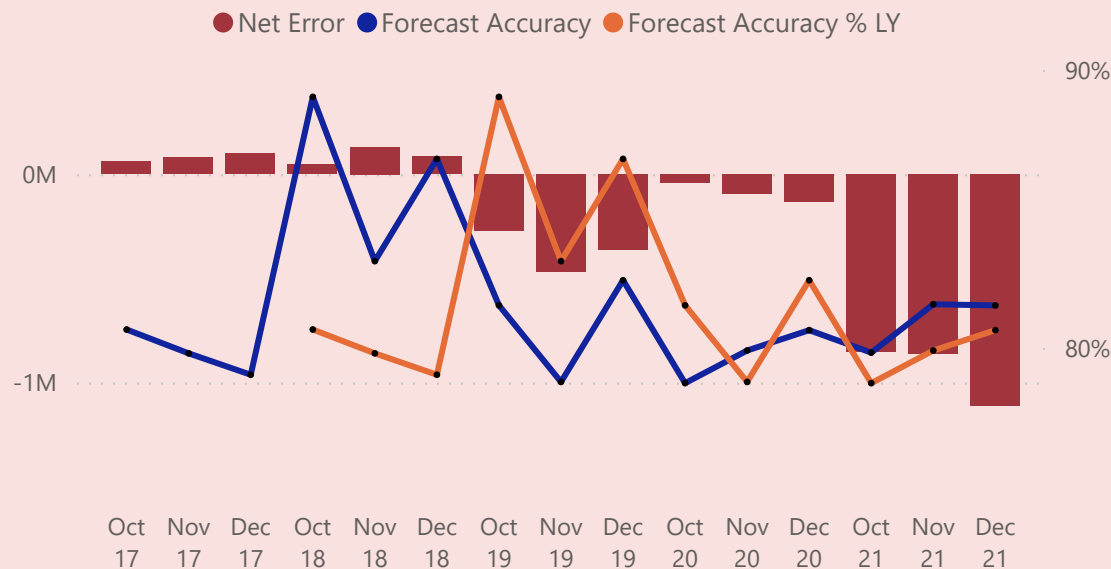
### Key Metrics by Customer

customer	Forecast Accuracy	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	51.50%	40.93%	-38805	-3.88%	OOS
All-Out	39.59%	32.30%	-6700	-9.07%	OOS
Amazon	74.13%	74.55%	-618148	-7.02%	OOS
Argos (Sainsbury's)	54.93%	55.44%	-21415	-10.02%	OOS
Atlas Stores	47.63%	44.96%	26848	9.86%	EI
Atliq e Store	74.78%	75.10%	-259884	-5.19%	OOS
AtliQ Exclusive	70.65%	71.32%	-347666	-7.19%	OOS
BestBuy	38.06%	24.86%	-12190	-2.01%	OOS
Billa	35.50%	25.57%	-20730	-12.73%	OOS
Boulanger	54.37%	54.90%	-21027	-5.01%	OOS
Chip 7	42.17%	50.99%	-36392	-8.41%	OOS
Chiptec	47.99%	47.56%	4607	1.79%	EI
Circuit City	38.32%	25.40%	-19724	-2.38%	OOS
Control	46.61%	39.51%	-22605	-3.66%	OOS
Coolblue	50.95%	54.24%	-6894	-1.70%	OOS
Costco	47.31%	42.60%	29441	3.47%	EI
Croma	39.78%	42.47%	-32507	-4.19%	OOS
Currys (Dixons	46.11%	38.00%	-18878	-10.25%	OOS
<b>Total</b>	<b>81.03%</b>	<b>80.94%</b>	<b>-368409</b>	<b>-6.11%</b>	<b>OOS</b>

3

### Accuracy / Net Error Trend

#### Net Error, Forecast Accuracy and Forecast Accuracy % LY by Month



### Key Metrics by Product

segment	Forecast Accuracy	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Desktop	87.28%	84.06%	72721	10.57%	EI
Notebook	86.43%	83.79%	-46156	-1.50%	OOS
Accessories	83.08%	79.26%	-965922	-2.80%	OOS
Storage	81.89%	85.69%	131495	1.68%	EI
Networking	81.08%	77.55%	-15675	-0.57%	OOS
Peripherals	72.50%	83.38%	-2860556	-24.76%	OOS
<b>Total</b>	<b>81.03%</b>	<b>80.94%</b>	<b>-3684093</b>	<b>-6.11%</b>	<b>OOS</b>

### FILTERS

Region, m... ▼

All ▼

customer ▼

All ▼

segment, ... ▼

All ▼

2018 2020 2022 EST

2019 2021

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTG

vs LY vs Target

BM = Benchmark  
LY = Last Year  
GM = Gross Margin  
NS = Net Sales  
NP = Net Profit  
Chg = Change  
**All Values in Million \$**



\$3.74bn✓

BM: 823.85M

(+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy

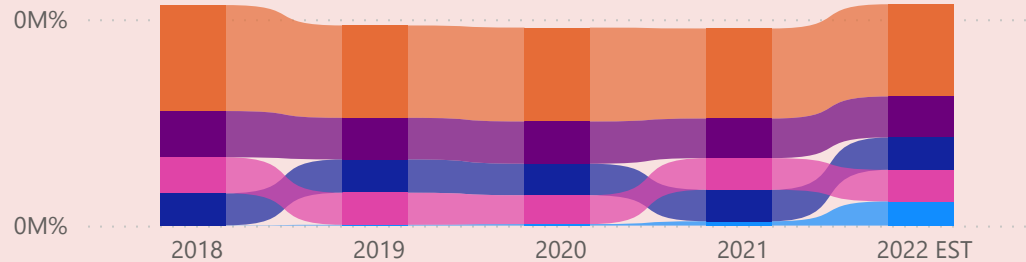
### Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	Ri
NA	\$1,290.75M	26.0%	43.45%	-13.40%	1.8%	-3.79%	O
India	\$1,271.21M	25.6%	35.14%	-22.03%	5.1%	0.21%	EI
ROA	\$1,077.36M	21.7%	35.42%	-2.30%	3.2%	-5.27%	O
NE	\$604.59M	12.2%	34.05%	-14.26%	2.5%	4.92%	EI
SE	\$446.41M	9.0%	37.59%	-1.32%	6.6%	-6.66%	O
ANZ	\$257.15M	5.2%	42.51%	-3.17%	0.5%	-1.16%	O
LATAM	\$21.00M	0.4%	35.33%	-0.78%	0.1%	0.32%	EI
Total	\$4,968.48M	100.0%	37.83%	-11.64%	2.3%	-1.97%	O

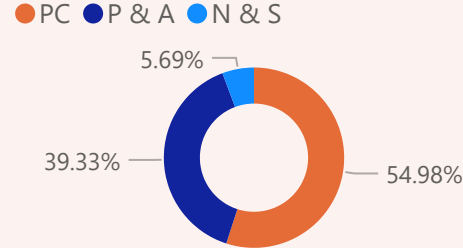
### PC Market Share Trend -AtliQ & Competitors

#### Market Share % by fy\_desc and Manufacturer

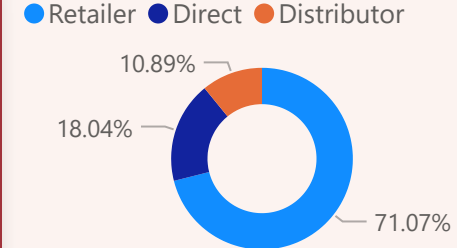
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



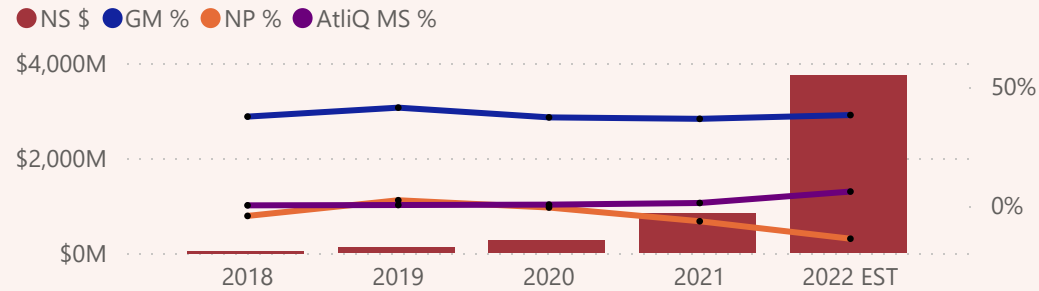
### Revenue by Division



### Revenue by Channel



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



### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.6%	36.76%
Atliq e Store	8.4%	37.13%
AtliQ Exclusive	9.6%	45.67%
Flipkart	3.6%	39.77%
Sage	3.4%	32.46%
Total	38.7%	38.96%

### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	37.55
AQ BZ Allin1 Gen 2	4.1%	38.51
AQ HOME Allin1 Gen 2	4.4%	38.04
AQ Smash 1	3.3%	37.47
AQ Smash 2	3.4%	37.37
Total	18.7%	37.83

### FILTERS

Region, m... ▼

All ▼

customer ▼

All ▼

segment, ... ▼

All ▼

2018 2020 2022 EST

2019 2021

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG

vs LY vs Target

BM = Benchmark  
LY = Last Year  
GM = Gross Margin  
NS = Net Sales  
NP = Net Profit  
Chg = Change  
EI = Excess Inventory,  
OOS= Out of Stock  
All Values in Million \$