



Business Insights 360



Information

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



Support

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

All values are in Thousands and Millions



Dec 21



14 December 2024



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 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.

FILTERS Clear All Filters

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION / MARKET

All

BY CUSTOMER

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY = Last Year
NS = Net Sales | NP = Net Profit
GM = Gross Margin | Chg = Change

All Values are in Millions \$

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

37.88%✓

BM: 36.27% (+4.43%)

GM %

-14.19%!

BM: -6.85% (-107.06%)

Net Profit %

Net Sales Performance Over Time



Top / Bottom Products and Customers by Net Sales

Primary Parameter

☒ Region☐ Category

Secondary Parameter

☐ Market☒ Product

Region

Values

Chg %

⊕ 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

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	23.17	5.19	17.98	346.67
Total COGS	2,320.93	525.02	1,795.91	342.07
Gross Margin	1,415.24	298.83	1,116.41	373.59
Gross Margin %	37.88	36.27	1.61	4.43
GM / Unit	15.67	5.96	9.72	163.11
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-530.06	-56.45	-473.62	839.04
Net Profit %	-14.19	-6.85	-7.34	107.06



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Net Sales Performance Over Time

Gross Margin %
Variance

0.10

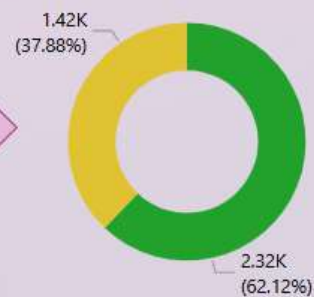
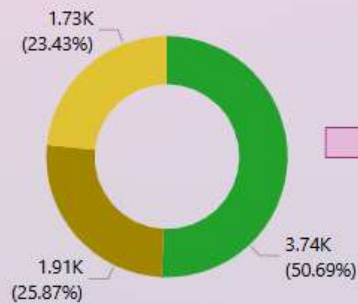
Region ● APAC ● EU



Unit Economics

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

● Total COGS ● Gross Margin



Product / Customer Performance

Customer

Product

Customer

NS \$

GM \$

GM %

Nova

\$1.71M

0.51M

29.98%

All-Out

\$4.41M

1.67M

37.99%

Unity Stores

\$6.29M

2.12M

33.76%

Otto

\$6.47M

1.53M

23.68%

Saturn

\$6.49M

1.69M

26.02%

Notebillig

\$6.66M

1.49M

22.34%

Billa

\$6.82M

1.59M

23.33%

Electricalsbea Stores

\$6.95M

2.70M

38.89%

Flawless Stores

\$9.07M

3.16M

34.81%

Info Stores

\$9.08M

3.19M

35.13%

Electricalslance Stores

\$9.17M

2.60M

28.31%

Integration Stores

\$9.33M

3.97M

42.54%

Electricalsara Stores

\$10.17M

3.79M

37.33%

Power

\$10.56M

3.92M

37.11%

Insight

\$10.84M

3.31M

30.50%

Surface Stores

\$11.01M

3.22M

29.26%

Currys (Dixons Carphone)

\$12.06M

4.03M

33.45%



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Performance Matrix

GM %

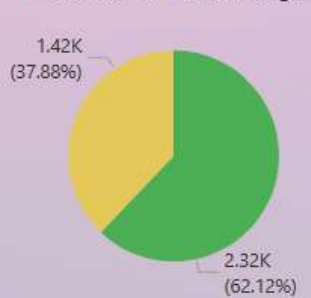
Net Profit %

Division ● N & S ● P & A ● PC

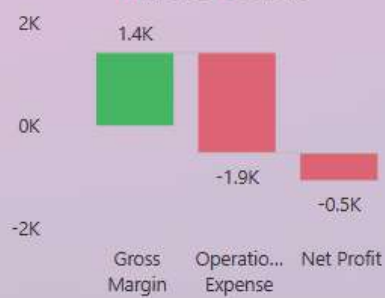


Net Sales & Gross Margin Bifurcation

● Total COGS ● Gross Margin



● Increase ● Decrease



Segment



Market

region

market

market

NS \$

GM %

NP \$

NP %

Australia

\$119.33M

44.92%

-12.20M

-10.23%

Austria

\$12.86M

29.20%

-1.86M

-14.47%

Bangladesh

\$36.41M

30.53%

-1.44M

-3.95%

Brazil

\$4.97M

26.44%

-0.61M

-12.17%

Canada

\$251.83M

46.32%

-54.67M

-21.71%

Chile

\$3.04M

38.23%

0.06M

1.83%

China

\$147.43M

45.43%

-9.55M

-6.48%

Columbia

\$1.00M

30.21%

-0.03M

-3.41%

France

\$98.75M

32.25%

-8.21M

-8.32%

Germany

\$75.11M

26.07%

-23.13M

-30.79%

India

\$945.34M

35.59%

-218.84M

-23.15%

Indonesia

\$96.61M

32.77%

-13.41M

-13.88%

Italy

\$71.28M

39.04%

-3.78M

-5.31%

Japan

\$47.34M

42.13%

-0.55M

-1.17%

Mexico

\$5.81M

40.88%

0.11M

1.88%

Netherlands

\$39.23M

31.62%

-3.92M

-9.99%

Newzealand

\$70.45M

40.65%

-2.14M

-3.03%



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Abbreviations

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FCA = Fore Cast Accuracy

All Values are in Millions \$

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

Accuracy / Net Error Trend



Key Metrics By Customer

customer	FCA %	FCA % 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
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Key Metrics By Products

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

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All

Abbreviations

BM = Benchmark | LY = Last Year
MS = Market Share | NP = Net Profit
GM = Gross Margin | RC = Revenue
Contribution

All Values are in Millions \$

\$3.74bn✓

BM: 823.85M

(+353.5%)

Net Sales

37.88%✓

BM: 36.27%

(+4.43%)

GM %

-14.19%!

BM: -6.85%

(-107.06%)

Net Profit %

81.17%✓

LY: 80.21%

(+1.2%)

Forecast Accuracy

Key Insights By Sub Zone

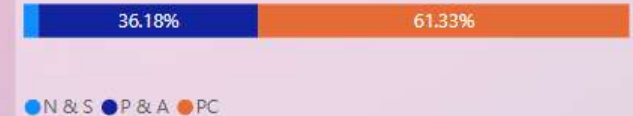
sub_zone	NS \$	RC %	GM %	NP %	Atliq MS %	Net error %	Risk
NA	\$1,022.09M	27.36%	44.79%	-14.40%	4.87%	14.35%	EI
India	\$945.34M	25.30%	35.59%	-23.15%	13.26%	-24.37%	OOS
ROA	\$788.66M	21.11%	33.97%	-6.54%	8.32%	-4.56%	OOS
NE	\$457.71M	12.25%	32.51%	-18.38%	6.80%	-4.56%	OOS
SE	\$317.78M	8.51%	36.77%	-4.25%	16.40%	-55.47%	OOS
ANZ	\$189.78M	5.08%	43.34%	-7.56%	1.36%	-37.61%	OOS
LATAM	\$14.82M	0.40%	34.77%	-3.20%	0.28%	3.37%	EI
Total	\$3,736.17M	100.00%	37.88%	-14.19%	5.87%	-9.48%	OOS

Top 5 Customers by Revenue

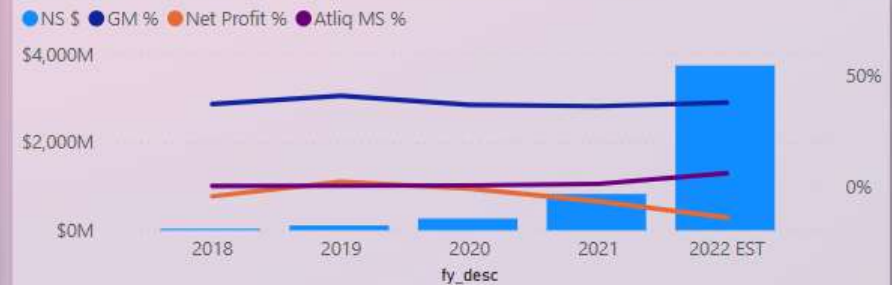
customer	RC %	GM %
Sage	3.42%	31.31%
Amazon	13.30%	36.59%
Atliq e Store	8.14%	36.67%
Flipkart	3.71%	41.97%
AtliQ Exclusive	9.67%	45.81%
Total	38.23%	38.98%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.13%	37.19%
AQ Smash 1	3.81%	37.22%
AQ HOME Allin1 Gen 2	5.70%	37.87%
AQ Home Allin1	4.13%	38.51%
Total	23.19%	37.86%

Revenue
Contribution☒ Division☐ Channel

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



PC Market Share Trend - AtliQ and Competitors

