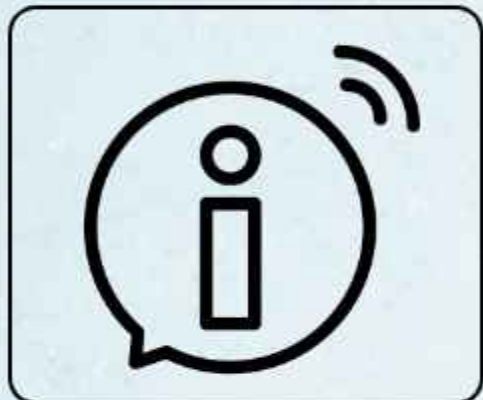# Business Insights 360

Info

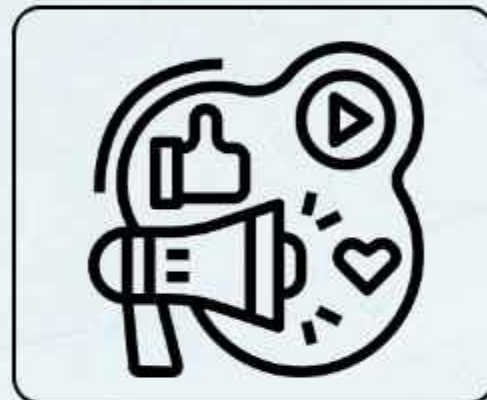Download **user manual** and get to know the key information of this tool

Finance View

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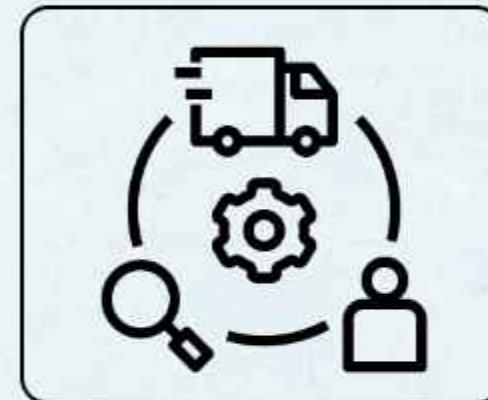
Sales View

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

Marketing

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.

vs LY | vs Target

Net Sales Performance Over Time

$3.74bn✓	38.08%✓	-13.98% !
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -6.63% (-110.79%)
Net Sales	**GM %**	**Net Profit %**

● Selection ● vs BM

Profit and Loss Statement

Line Item	2022Est	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
Opertional 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

Top / Bottom Products & Customers byNet Sales

region	P & L values	P & L 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**

segment	P & L values	P & L 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**

BM = Benchmark, LY = Last Year

vs LY | vs Target

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%
walmart	$72.41M	$33.06M	45.66%
Electricalslytical	$68.05M	$25.34M	37.24%
Electricalsocity	$67.76M	$24.41M	36.03%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**

Performance Matrix

region ● APAC ● EU

10%

GM % vs NS $

- Logic Stores
- Insight
- Electricalslytical
- Info Stores
- Logic Stores
- Serefoz
- Reliance Digital
- Electricalsquipo Stores
- Flawless Stores
- Synthetic
- Novus

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%**
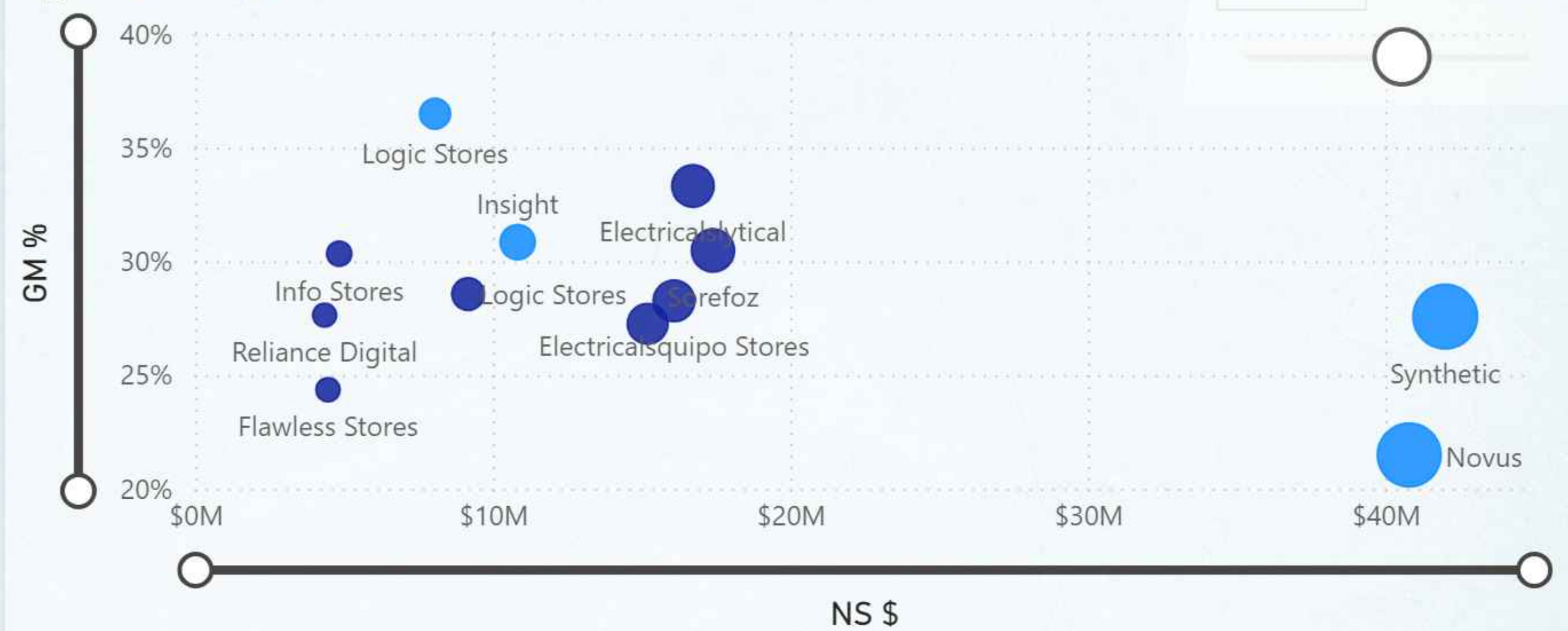
Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...

1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)
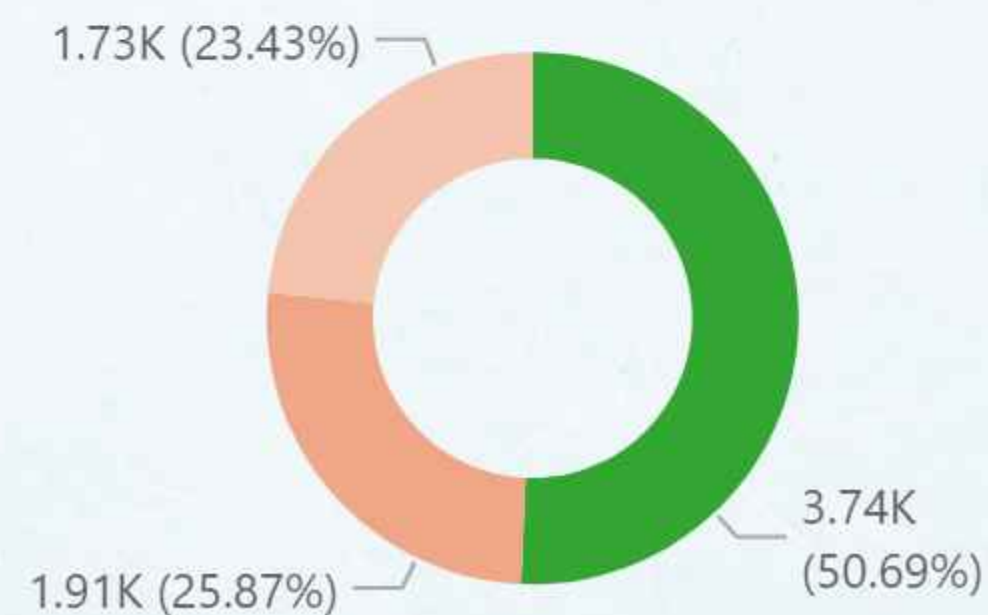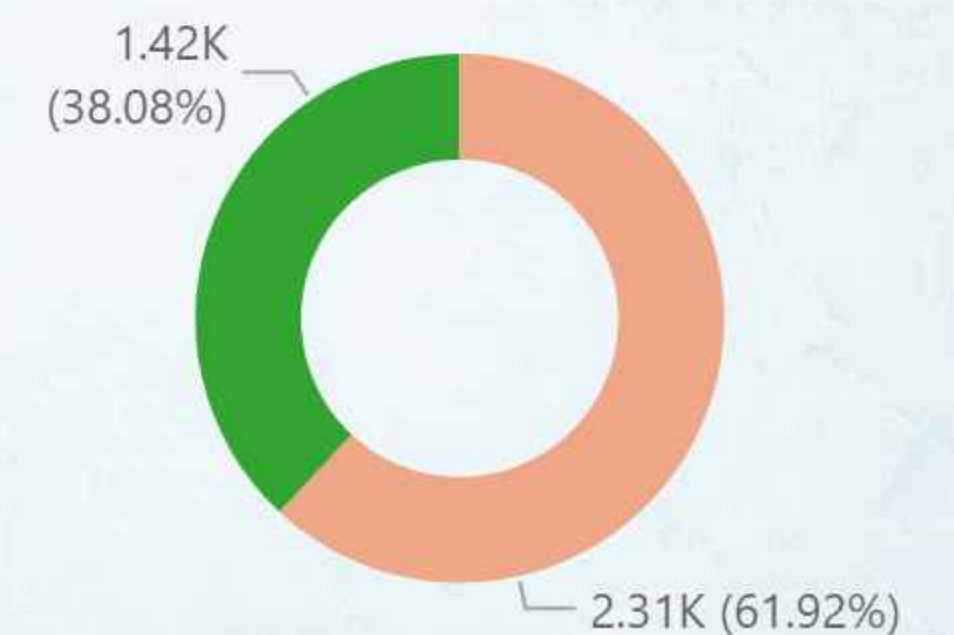
region, market	customer	segment, category, pr...
All ⌄	All ⌄	All ⌄

Product Performance

Show GM %   **vs LY**   vs Target

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

Performance Matrix

division ● N & S ● P & A ● PC

(scatter plot: Net Profit % vs NS $)
- Networking -13.7%
- Storage
- Desktop
- Accessories
- Peripherals
- Notebook

Net Profit % axis: -13.7%, -13.8%, -13.9%, -14.0%, -14.1%
NS $ axis: $0.0bn, $0.5bn, $1.0bn, $1.5bn

Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$1,923.77M	$690.21M	35.88%	-281.16M	-14.62%
⊞ EU	$775.48M	$267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	$5.19M	35.02%	-0.44M	-2.95%
⊞ NA	$1,022.09M	$459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**$1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)
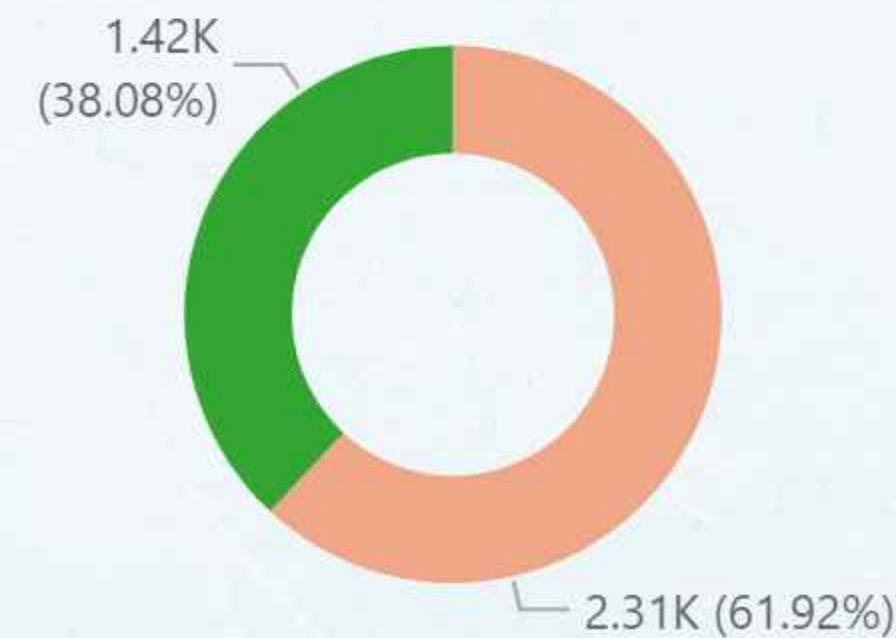
● Increase ● Decrease

2K
1.4K
0K
-1.9K
-0.5K
-2K

Gross Margin   Operational Expense   Net Profit

Accuracy / Net Error Trend

vs LY | vs Target

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

● Net Error   ● Forecast Accuracy % LY   ● Forecast Accuracy %

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.5%**	**OOS**
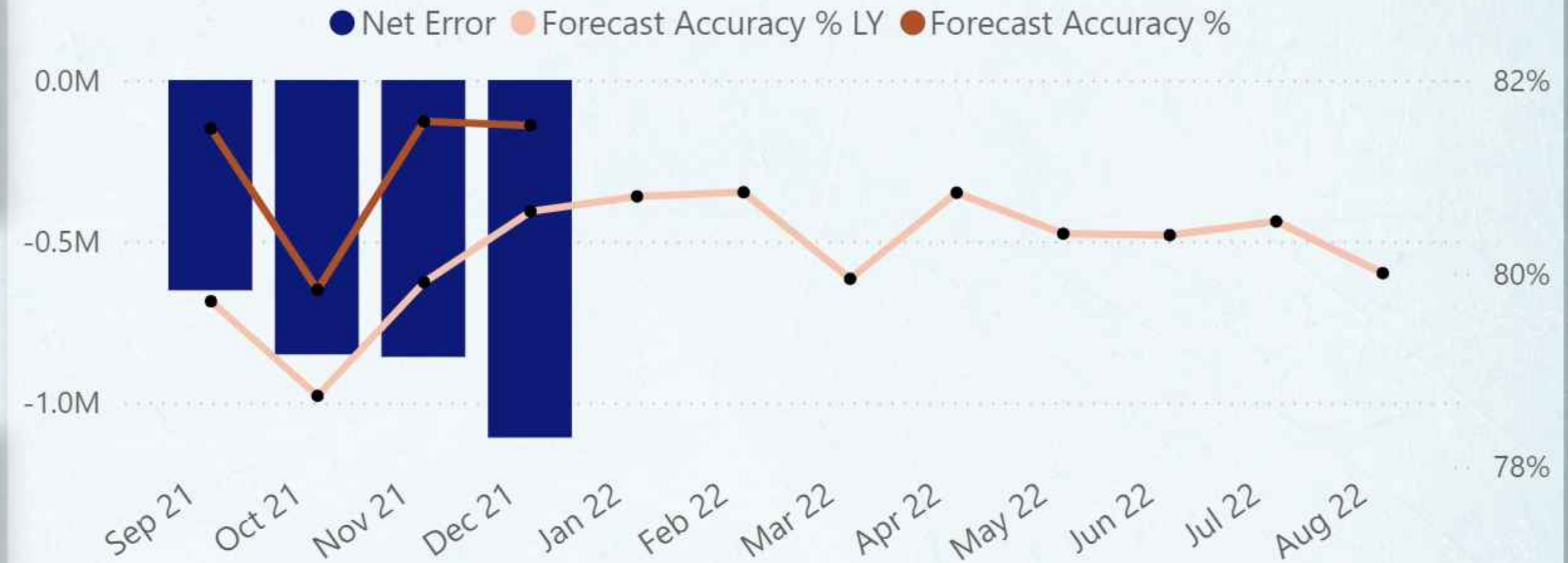
Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Networking	93.06%	90.40%	-12967	-13.72%	OOS
⊞ Desktop	87.53%	84.37%	78576	-13.75%	EI
⊞ Accessories	87.42%	77.66%	341468	-14.05%	EI
⊞ Notebook	87.24%	79.99%	-47221	-14.06%	OOS
⊞ Storage	71.50%	83.54%	-628266	-13.76%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-13.98%**	**OOS**

vs LY | vs Target

Revenue by Division

PC ● P & A ● N & S

36.18%
61.33%

Revenue by Channels

● Retailer ● Direct ● Distributor

10.67%
17.8%
71.53%

$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
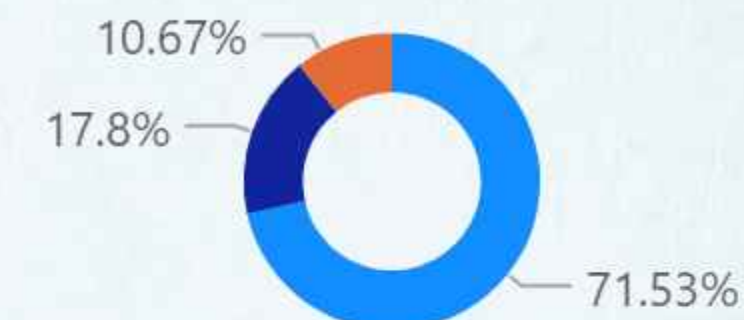
Key Insights By Sub Zone

sub_zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	$14.8M	0.4%	35.0% ⬇	-2.9%	0.3%	3.4%	EI
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
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	$457.7M	12.3%	32.8% ⬇	-18.1%	6.8%	-4.6%	OOS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

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

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

$4bn — 50%
$2bn
$0bn — 0%
2018 | 2019 | 2020 | 2021 | 2022Est
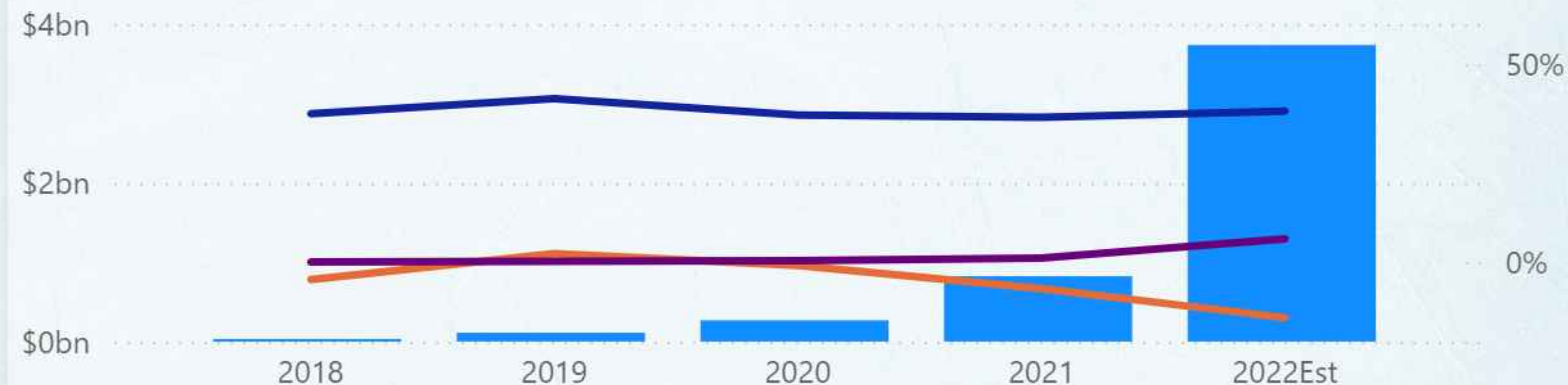
PC Market Share Trend – AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022Est
				9.6%	9.9%
				7.7%	7.9%
	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	
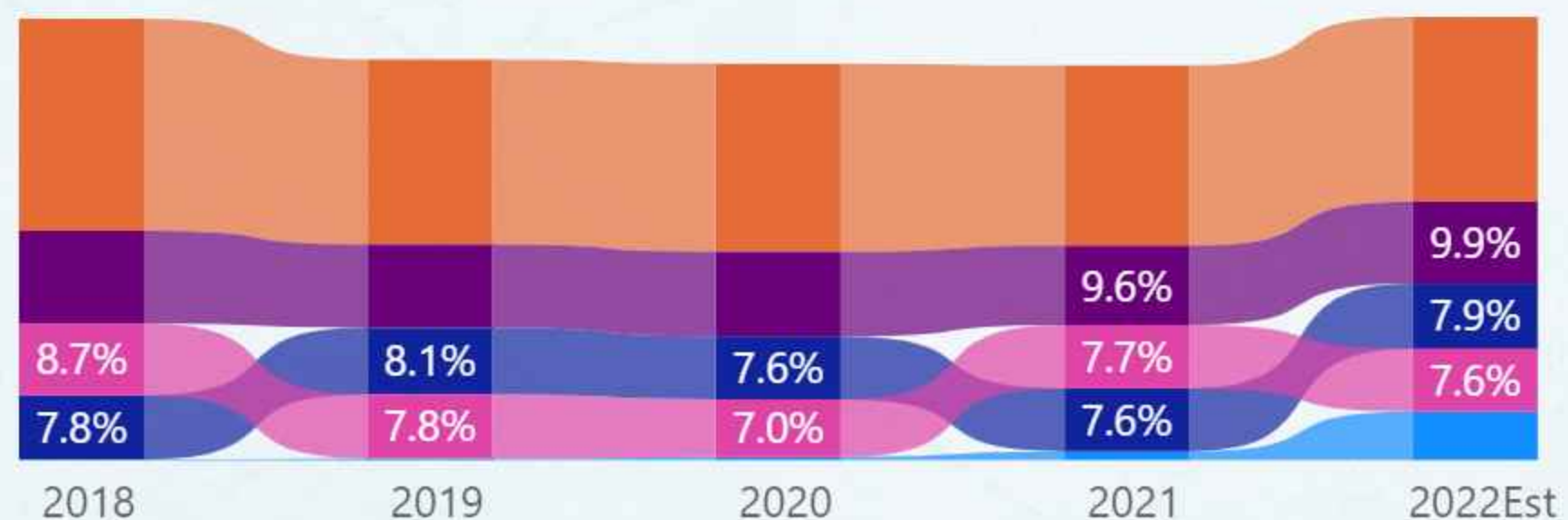
Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ⬇
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88% ⬇
Amazon	13.3%	36.78%
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%**

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

vs LY | vs Target

Top 5 and Bottom 5 Products based on GM % Growth

product	GM %	GM % LY	GM Growth %
⊞ AQ F16	38.54%		38.54%
⊞ AQ BZ Allin1 Gen 2	38.51%		38.51%
⊞ AQ Lumina	38.38%		38.38%
⊞ AQ 5000 Series Electron 8 5900X Desktop Processor	39.34%	35.23%	4.10%
⊞ AQ Lite	38.44%	35.21%	3.23%

product	GM %	GM % LY	GM Growth %
⊞ AQ Lumina Ms	38.17%	39.27%	-1.10%
⊞ AQ Clx3	36.85%	38.70%	-1.85%
⊞ AQ MB Elite		36.15%	-36.15%
⊞ AQ Wi Power Dx1		36.68%	-36.68%
⊞ AQ 5000 Series Electron 9 5900X Desktop Processor		36.76%	-36.76%

Top 5 Markets based on GM % Growth

market	NS $	GM %	GM % LY	GM Growth %
USA	$770.26M	44.48%	36.89%	7.59%
Canada	$251.83M	46.49%	38.22%	8.27%
Australia	$119.33M	45.08%	32.94%	12.14%
Spain	$88.35M	45.32%	32.99%	12.33%
Italy	$71.28M	39.18%	30.18%	9.01%

Customer Performance Vs Target

customer	NS $	GM $	GM %
Novus	$40.80M	$8.77M	21.49%
Notebillig	$6.66M	$1.52M	22.81%
Billa	$6.82M	$1.62M	23.80%
Otto	$6.47M	$1.56M	24.16%
Saturn	$6.49M	$1.72M	26.49%
Synthetic	$52.24M	$14.76M	28.25%
Electricalsquipo Stores	$16.09M	$4.55M	28.26%
Electricalslance Stores	$9.17M	$2.62M	28.56%
Surface Stores	$11.01M	$3.25M	29.49%
Nova	$1.71M	$0.52M	30.20%
Logic Stores	$23.27M	$7.09M	30.45%
Sorefoz	$17.40M	$5.30M	30.48%

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.

Business Insights 360

Get an issue resolved

Provide Feedback

Add New Requests

Check out the Contingency Plan

New to Power BI?