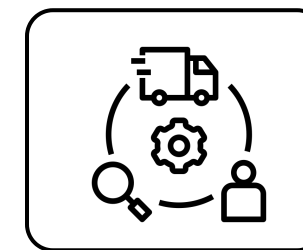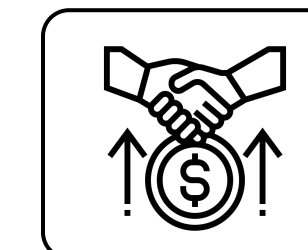# Business Insights 360

Finance View

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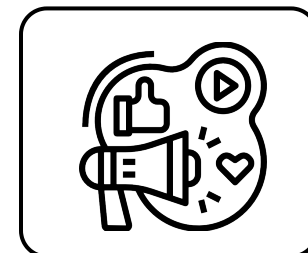
Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.
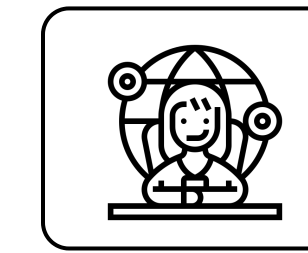
Sales View

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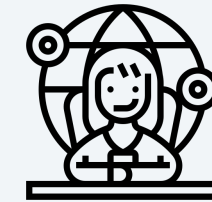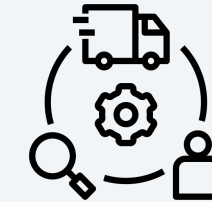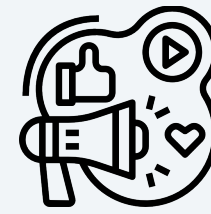
Marketing View

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

Executive View

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

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	$3.89M	1.40M	36.10%
All-Out	$0.28M	0.13M	47.54%
Amazon	$29.27M	10.40M	35.53%
Argos (Sainsbury's)	$0.85M	0.30M	35.70%
Atlas Stores	$0.81M	0.33M	40.29%
Atliq e Store	$21.76M	8.16M	37.52%
AtliQ Exclusive	$19.86M	8.65M	43.53%
BestBuy	$2.11M	0.76M	35.79%
Billa	$0.42M	0.10M	24.49%
Boulanger	$1.50M	0.45M	29.86%
Chip 7	$1.68M	0.68M	40.54%
Chiptec	$0.96M	0.31M	32.87%
Total	**$226.62M**	**82.75M**	**36.51%**

Performance Matrix
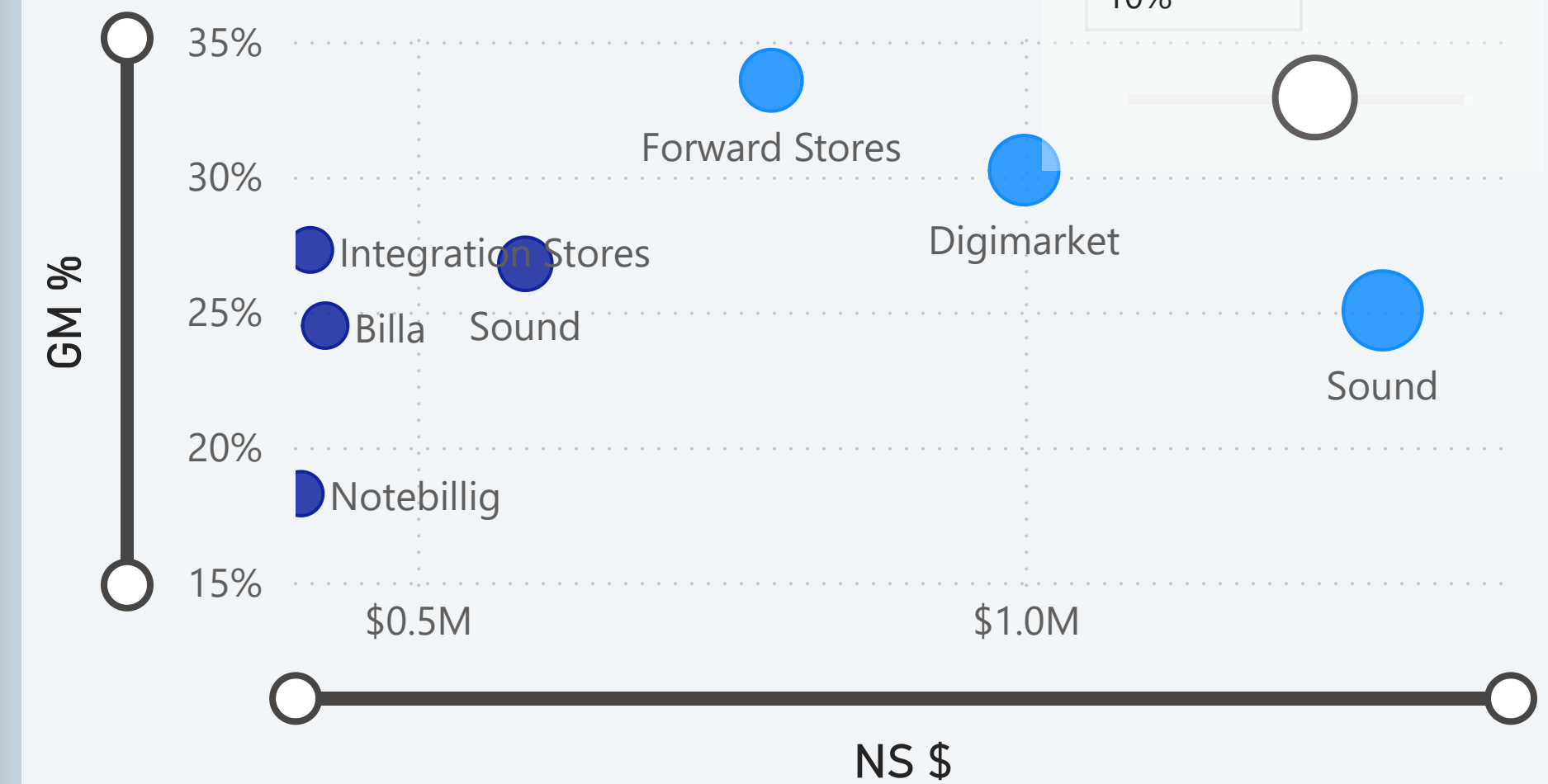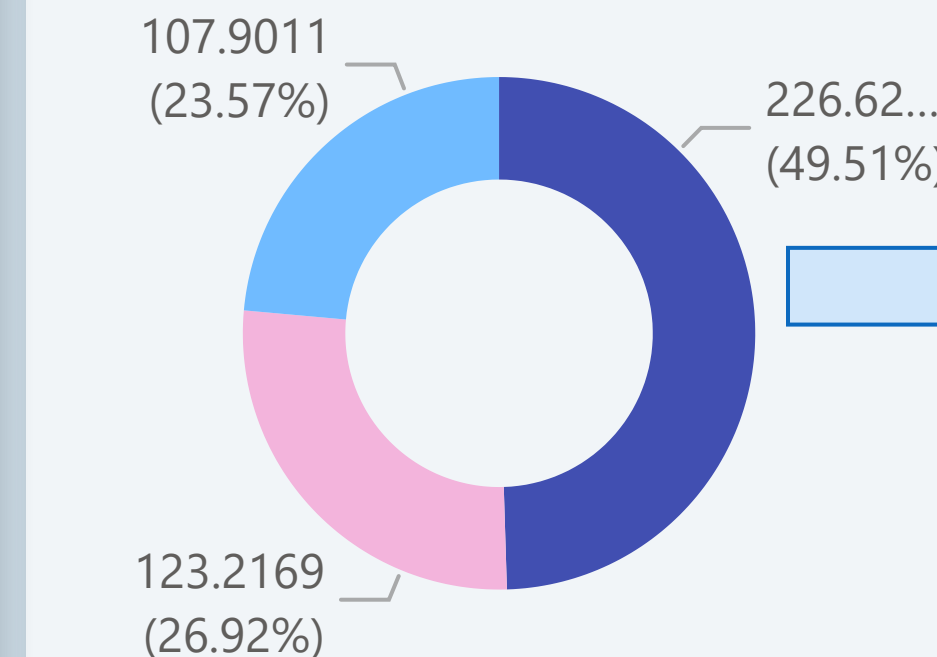
Filters

vs LY	vs Target

2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

YTD	YTG

region, market

All

customer

All

segment, category, product

All

Product Performance

segment	NS $	GM $	GM %
⊞ Storage	$14.92M	5.50M	36.84%
⊞ Networking	$12.39M	4.56M	36.79%
⊞ Peripherals	$45.59M	16.67M	36.55%
⊞ Accessories	$67.55M	24.65M	36.49%
⊞ Notebook	$73.51M	26.79M	36.45%
⊞ Desktop	$12.66M	4.59M	36.24%
Total	**$226.62M**	**82.75M**	**36.51%**

Unit Economics

Filters

vs LY	vs Target

2019	2020	**2021**	2022 Est

Q1	**Q2**	Q3	Q4

YTD	YTG

region, market

All	▼

customer

All	▼

segment, category, product

All	▼

BM = Benchmark, LY=Last Year
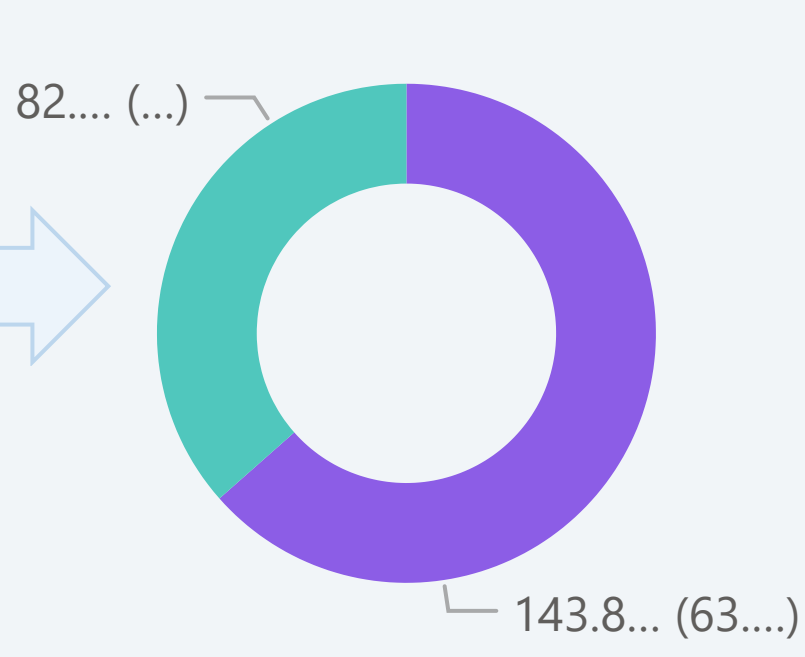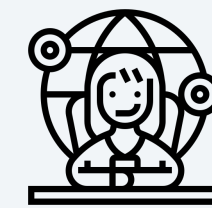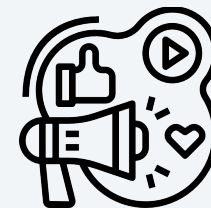
$226.62M✓
BM: 86.47M (+162.09%)
Net Sales

36.51%!
BM: 37.13% (-1.65%)
GM %

-6.51%!
BM: -0.68% (-859.25%)
Net Profit %

Net Sales Performace Over Time

● Selection ● vs BM

Selection and vs BM

100

0

Dec 01   Dec 08

date
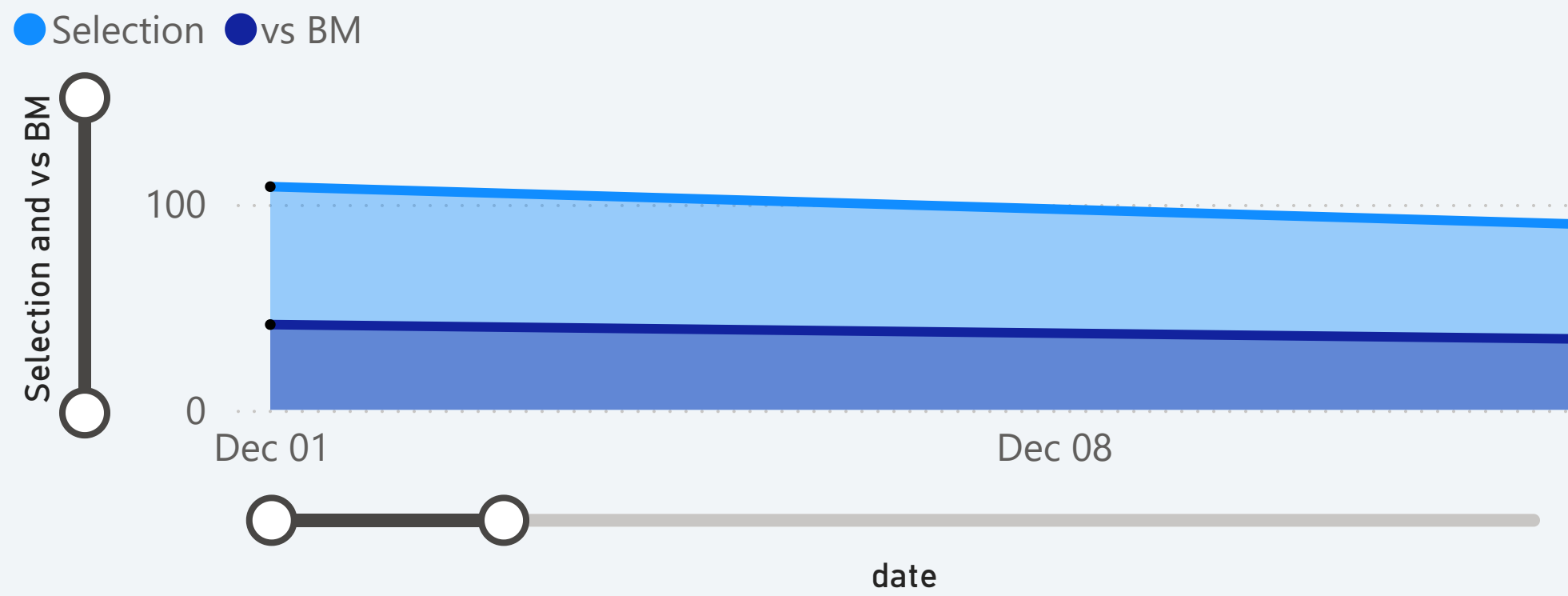
Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
⊞ APAC	121.40	153.66
⊞ EU	55.94	197.12
⊞ NA	48.44	151.26
⊞ LATAM	0.84	67.68
Total	**226.62**	**162.09**

segment	P & L values	P & L Chg %
⊞ Accessories	67.55	218.15
⊞ Desktop	12.66	3,834.77
⊞ Networking	12.39	46.71
⊞ Notebook	73.51	162.32
⊞ Peripherals	45.59	132.65
⊞ Storage	14.92	68.59
Total	**226.62**	**162.09**

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	457.74	172.88	284.86	164.77
Pre Invoice Deduction	107.90	40.30	67.60	167.73
Net Invoice Sales	349.84	132.58	217.26	163.87
- Post Discounts	77.38	30.76	46.62	151.54
- Post Deductions	45.84	15.35	30.49	198.67
Total Post Invoice Deduction	123.22	46.11	77.11	167.23
Net Sales	226.62	86.47	140.15	162.09
- Manufacturing Cost	136.87	51.70	85.17	164.72
- Freight Cost	6.06	2.31	3.76	162.90
- Other Cost	0.93	0.35	0.58	163.62
Total COGS	143.87	54.37	89.51	164.64
Gross Margin	82.75	32.10	50.65	157.76
Gross Margin %	36.51	37.13	-0.61	-1.65
GM / Unit	5.99	4.83	1.16	24.09
Operational Expense	-97.51	-32.69	-64.82	-198.29
Net Profit	-14.76	-0.59	-14.18	-2,414.07
Net Profit %	-6.51	-0.68	-5.84	-859.25

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ Accessories	$67.55M	24.65M	36.49%	-4.40M	-6.52%
⊞ Desktop	$12.66M	4.59M	36.24%	-0.86M	-6.76%
⊞ Networking	$12.39M	4.56M	36.79%	-0.79M	-6.39%
⊞ Notebook	$73.51M	26.79M	36.45%	-4.83M	-6.56%
⊞ Peripherals	$45.59M	16.67M	36.55%	-2.97M	-6.52%
⊞ Storage	$14.92M	5.50M	36.84%	-0.92M	-6.14%
Total	**$226.62M**	**82.75M**	**36.51%**	**-14.76M**	**-6.51%**

Performance Matrix

Show NP %

division ● N & S ● P & A ● PC

Filters

vs LY | vs Target

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

region, market
All

customer
All

segment, category, product
All
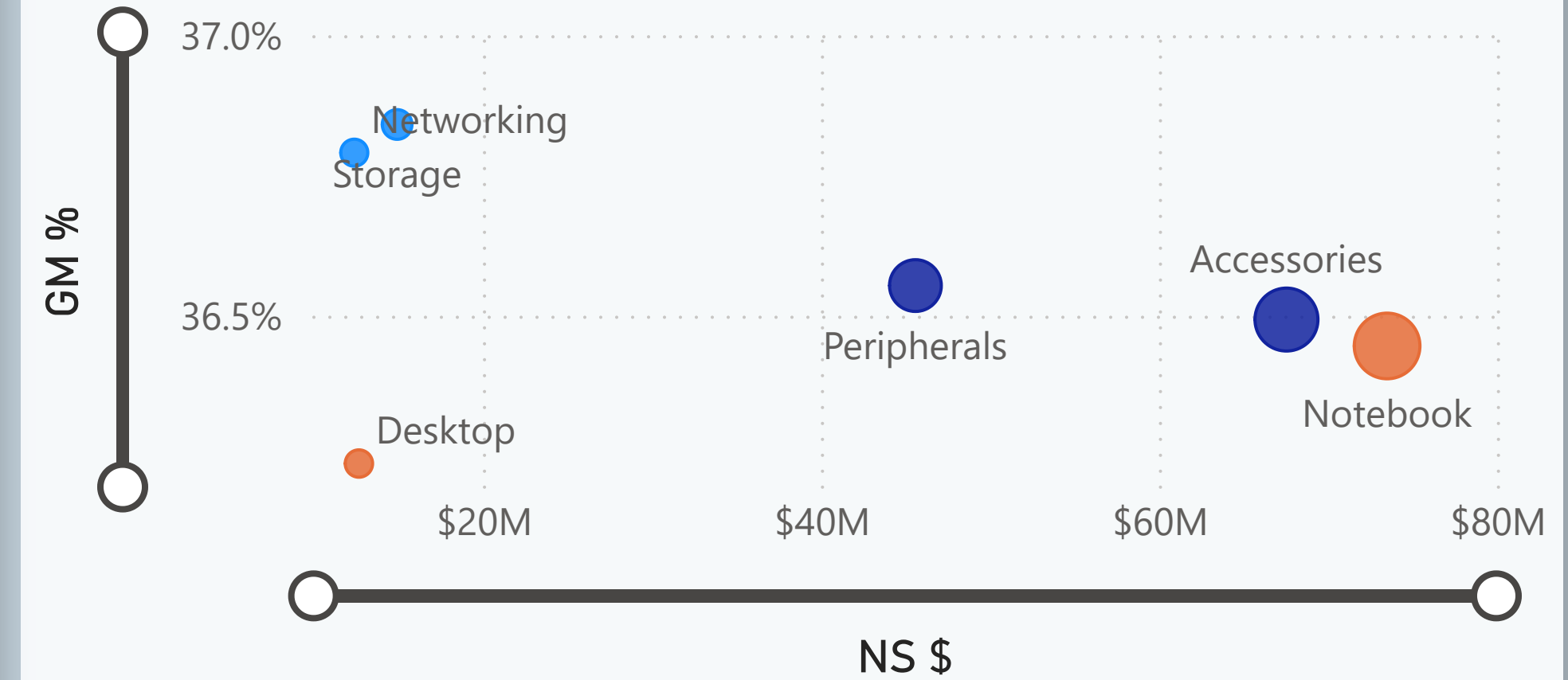
Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$121.40M	42.81M	35.26%	-9.09M	-7.48%
⊞ EU	$55.94M	21.55M	38.53%	0.82M	1.46%
⊞ LATAM	$0.84M	0.32M	37.49%	0.05M	6.01%
⊞ NA	$48.44M	18.07M	37.31%	-6.55M	-13.51%
Total	**$226.62M**	**82.75M**	**36.51%**	**-14.76M**	**-6.51%**

Unit Economics

● Gross Margin ● Total COGS
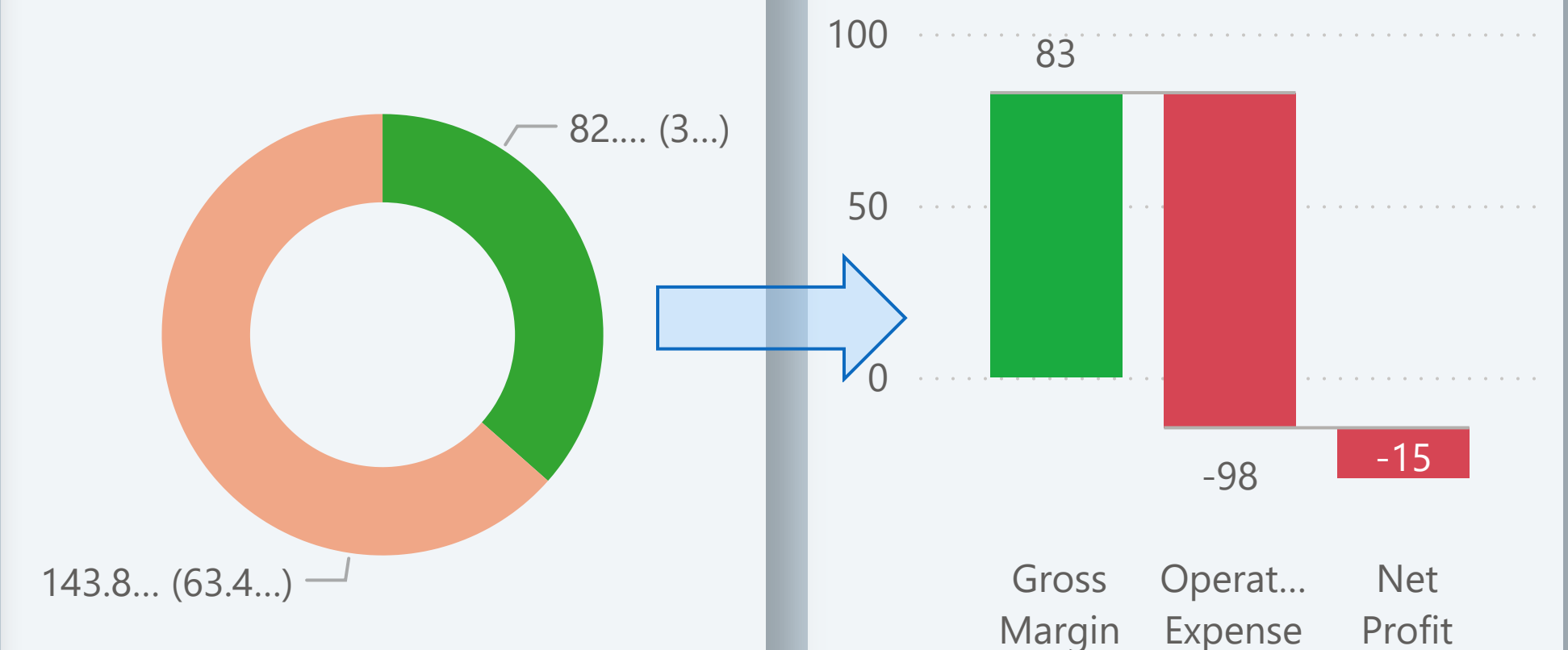
82.... (3...)
143.8... (63.4...)

● Increase ● Decrease

83
-98
-15

Gross Margin | Operat... Expense | Net Profit

Filters

vs LY | vs Target

2019 | 2020 | **2021** | 2022 Est

Q1 | **Q2** | Q3 | Q4

YTD | YTG

region, market
All ▼

customer
All ▼

segment, category, product
All ▼

80.73% !
LY: 81.88% (-1.4%)
Forecast Accuracy

-273.0K !
LY: -767.4K (+64.43%)
Net Error

2608.8K !
LY: 1065.8K (+144.78%)
ABS Error

Accuracy / Net Error Trend

● Net Error   ● Forecast Accuracy %   ● Forecast Accuracy % LY
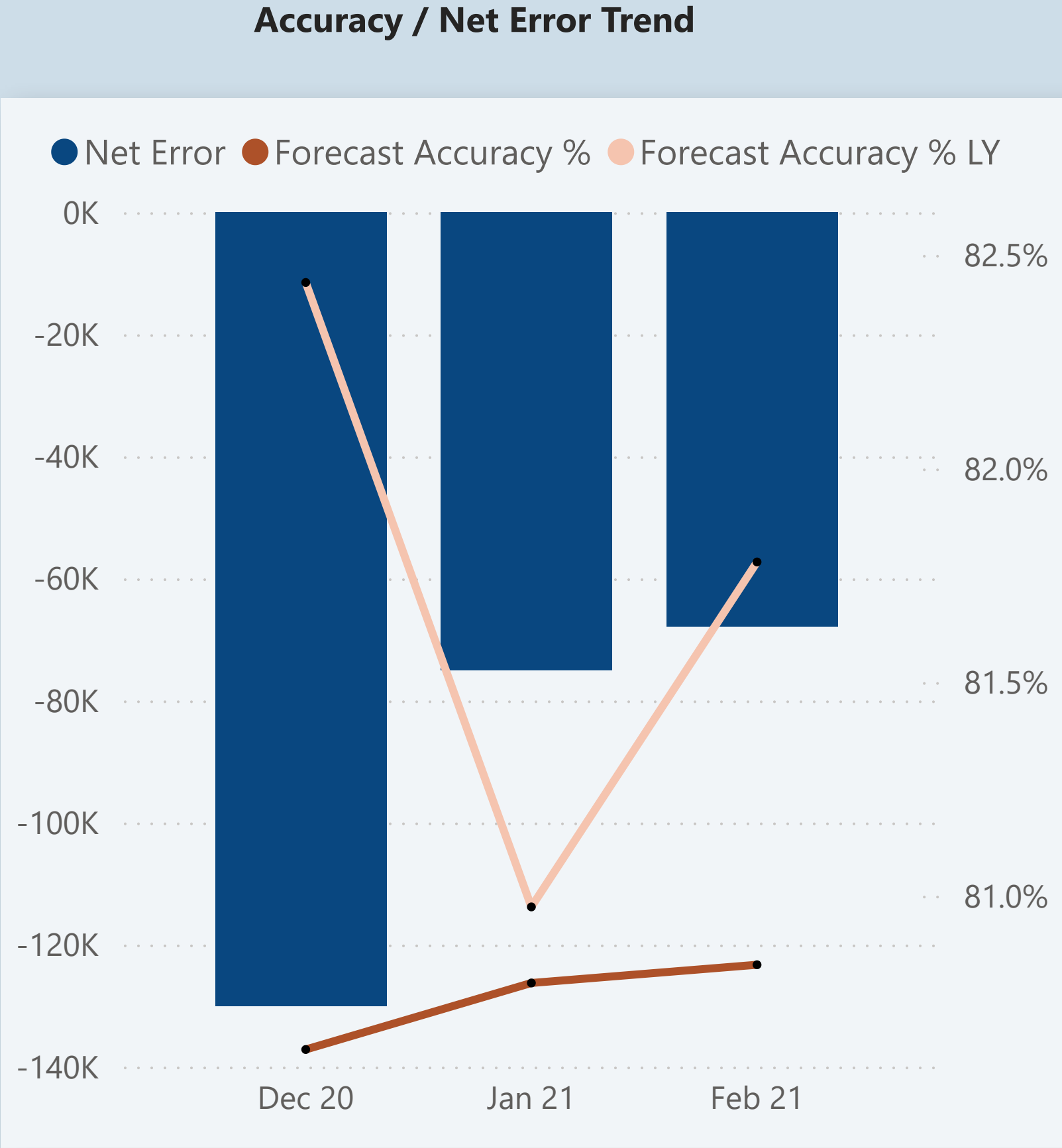
Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atlas Stores	51.47%	46.48%	23187	33.1%	EI
Boulanger	60.17%	36.30%	20219	16.9%	EI
Chip 7	53.56%	52.70%	20803	17.7%	EI
Chiptec	50.11%	13.31%	17055	21.5%	EI
Coolblue	54.37%	54.04%	40168	27.2%	EI
Croma	42.50%	38.74%	21042	7.3%	EI
Electricalsara Stores	54.11%	38.35%	6177	11.6%	EI
Electricalslytical	49.97%	44.94%	24061	10.6%	EI
Electricalsocity	48.73%	50.22%	7654	2.8%	EI
Total	**80.73%**	**81.88%**	**-273008**	**-2.0%**	**OOS**

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Storage	84.68%	95.09%	398482	-6.14%	EI
⊞ Networking	90.53%	52.25%	53325	-6.39%	EI
⊞ Desktop	81.95%	80.26%	5475	-6.76%	EI
⊞ Notebook	79.60%	89.74%	-14865	-6.56%	OOS
⊞ Peripherals	82.87%	84.42%	-87815	-6.52%	OOS
⊞ Accessories	78.26%	79.02%	-627610	-6.52%	OOS
Total	**80.73%**	**81.88%**	**-273008**	**-6.51%**	**OOS**
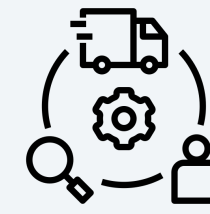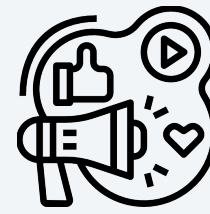
Filters

region, market

All

customer

All

segment, category, product

All

$226.62M ✓
BM: 86.47M
(+162.09%)
Net Sales

36.51% !
BM: 37.13% (-1.65%)
GM %

-6.51% !
BM: -0.68%
(-859.25%)
Net Profit %

80.73% !
BM: 81.88% (-1.4%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone ▼	NS $	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
India	$57.7M	25.4%	31.8%	↓	-24.9%	2.5%	3.6%	EI
ROA	$51.5M	22.7%	38.5%		8.6%	1.5%	-22.7%	OOS
NA	$48.4M	21.4%	37.3%	↓	-13.5%	0.8%	-7.8%	OOS
NE	$30.6M	13.5%	38.4%		-0.9%	1.2%	11.1%	EI
SE	$25.3M	11.2%	38.7%		4.3%	3.6%	9.8%	EI
ANZ	$12.2M	5.4%	38.0%	↓	6.8%	0.3%	-4.8%	OOS
LATAM	$0.8M	0.4%	37.5%		6.0%	0.0%	5.9%	EI
Total	**$226.6M**	**100.0%**	**36.5%** ↓		**-6.5%**	**1.1%**	**-2.0%**	**OOS**

Revenue by Division

● P & A ● PC ● N & S

12.05% 49.93%
38.02%

Revenue by Channel

● Retailer ● Direct ● Distributor

11.47%
18.37% 70.16%

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

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

$0.2bn — 40%
$0.1bn — 20%
$0.0bn — 0%

2021

PC Market Share Trend - AtliQ & Competitors

manufact... ● atliq ● bp ● dale ● innovo ● pacer

9.6%
7.7%
7.6%

2021

Top 5 Customers by Revenue

customer	RC %	GM %	
Sage	3.1%	35.23%	
Flipkart	3.2%	31.57%	↓
AtliQ Exclusive	8.8%	43.53%	↓
Atliq e Store	9.6%	37.52%	↓
Amazon	12.9%	35.53%	↓
Total	**37.6%**	**37.55%**	
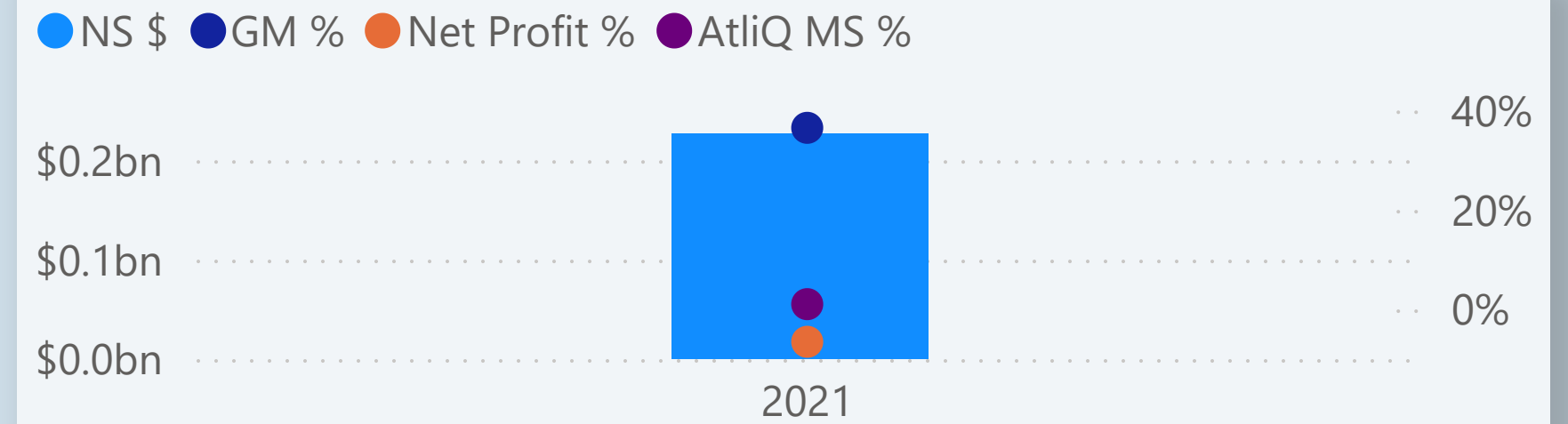
Top 5 Products by Revenue

product	RC %	GM %	
AQ BZ Allin1	4.1%	36.05%	
AQ Gen Y	2.9%	36.04%	
AQ Maxima	2.7%	36.64%	↓
AQ Qwerty	3.4%	37.02%	
AQ Trigger	3.3%	37.04%	
Total	**16.3%**	**36.55%**	

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

Business Insights 360 Support

Get an issue Resolved

Provide Feedback

Add new requests

checkout the contingency plan

New to Power BI?