



Business Insights



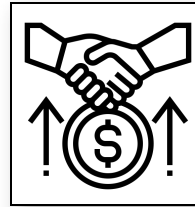
Info

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



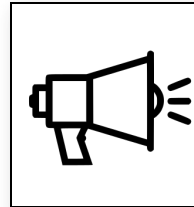
Finance view

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



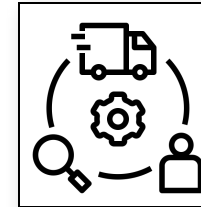
Sales view

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



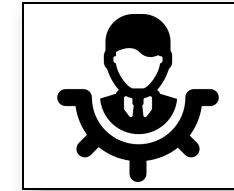
Marketing view

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.



2018 >

Q1

Q2 >

YTD >

region, market

All

segment, category, product

All

customer

All



Net Sales

\$3,736.2M✓

BM: 823.8M

(+353.5%)

GM %

37.8%✓

BM: 36.20%

(+4.44%)

Net profit %

-14.3%!

BM: -6.93%

(-105.89%)

Benchmark



vs LY

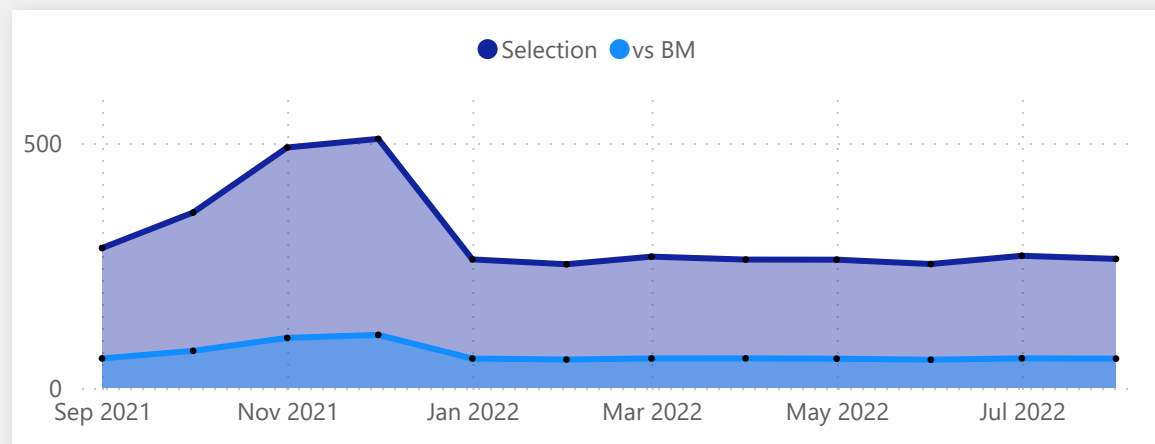


vs Target

Profit & Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Net profit %	-14.26	-6.93	-7.34	105.89
Net profit	-532.96	-57.08	-475.88	833.71
Operational expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.64	5.94	9.70	163.12
Gross Margin %	37.80	36.20	1.61	4.44
Gross Margin	1,412.34	298.20	1,114.14	373.62
Total COGS	2,323.83	525.65	1,798.18	342.09
- Other Cost	19.50	4.29	15.20	354.23
- Freight Cost	107.05	23.58	83.47	353.99
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Net Sales Performace Over Time



Top/Bottom Products & Customers by Net Sales

region	P & L values	P & L % chg
NA	1,022.09	474.40
LATAM	14.82	368.40
EU	775.48	286.26
APAC	1,923.77	335.27
Total	3,736.17	353.50

segment	P & L values	P & L % chg
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Peripherals	897.54	439.03
Notebook	1,580.43	493.06

BM = Benchmark

LY = Last Year



2018



Q1

Q2



YTD



Customer performance

customer	Net Sales \$	Gross margin \$	GM %
Amazon	\$496.9M	181.5M	36.5%
AtliQ Exclusive	\$361.1M	165.1M	45.7%
Atliq e Store	\$304.1M	111.2M	36.6%
Flipkart	\$138.5M	58.0M	41.9%
Sage	\$127.9M	39.4M	30.8%
Leader	\$117.3M	35.0M	29.8%
Neptune	\$105.7M	49.4M	46.7%
Ebay	\$91.6M	32.9M	35.9%
Acclaimed Stores	\$73.4M	29.5M	40.2%
walmart	\$72.4M	33.0M	45.6%
Electricalslytical	\$68.0M	25.2M	37.0%
Electricalsocity	\$67.8M	24.2M	35.7%
Staples	\$64.2M	24.9M	38.9%
Costco	\$61.8M	24.1M	39.0%
Pronel	\$61.6M	22.8M	37.1%
Total	\$3,736.2M	1,412.3M	37.8%

Product Performance

segment	Net Sales \$	Gross margin \$	GM %
Networking	\$38.4M	14.7M	38.2%
Storage	\$54.6M	20.8M	38.1%
Desktop	\$711.1M	270.4M	38.0%
Notebook	\$1,580.4M	596.5M	37.7%
Peripherals	\$897.5M	338.7M	37.7%
Accessories	\$454.1M	171.3M	37.7%
Total	\$3,736.2M	1,412.3M	37.8%

region, market

All

segment, category, product

All

customer

All

Benchmark



vs LY

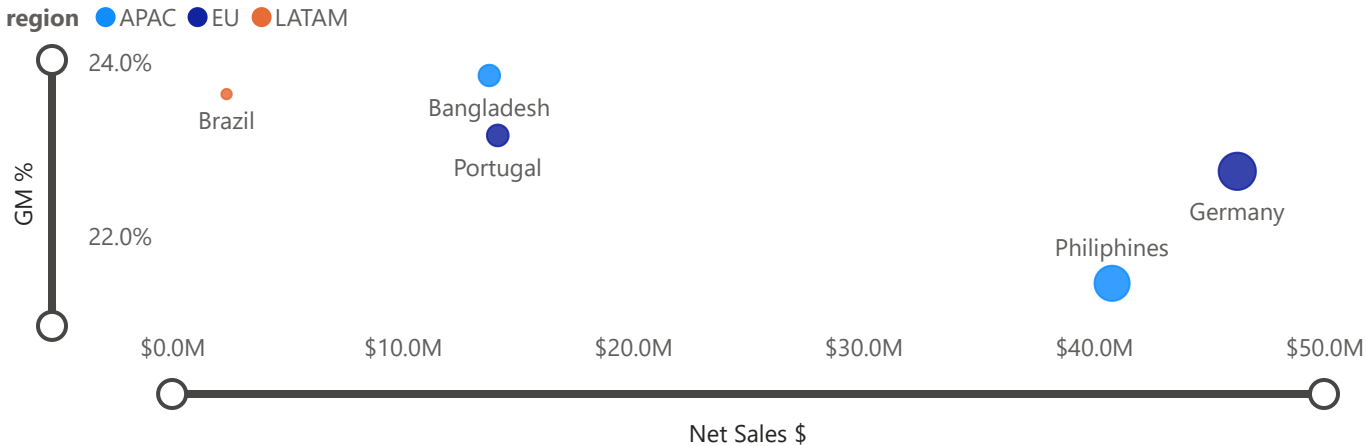


vs Target

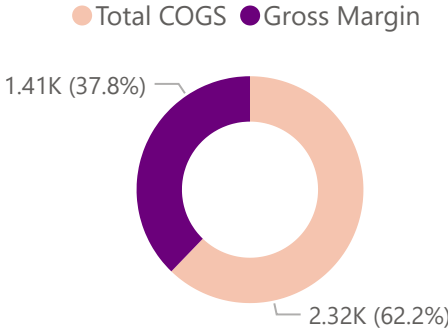
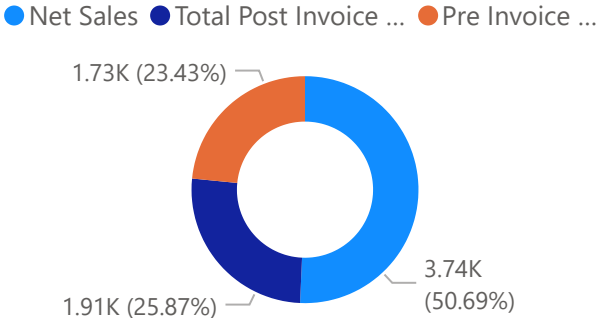
10%

Performance Matrix

Show NP %



Unit Economics



2018 >

Q1 >

Q2 >

YTD >

region, market

All

segment, category, product

All

customer

All



Customer performance

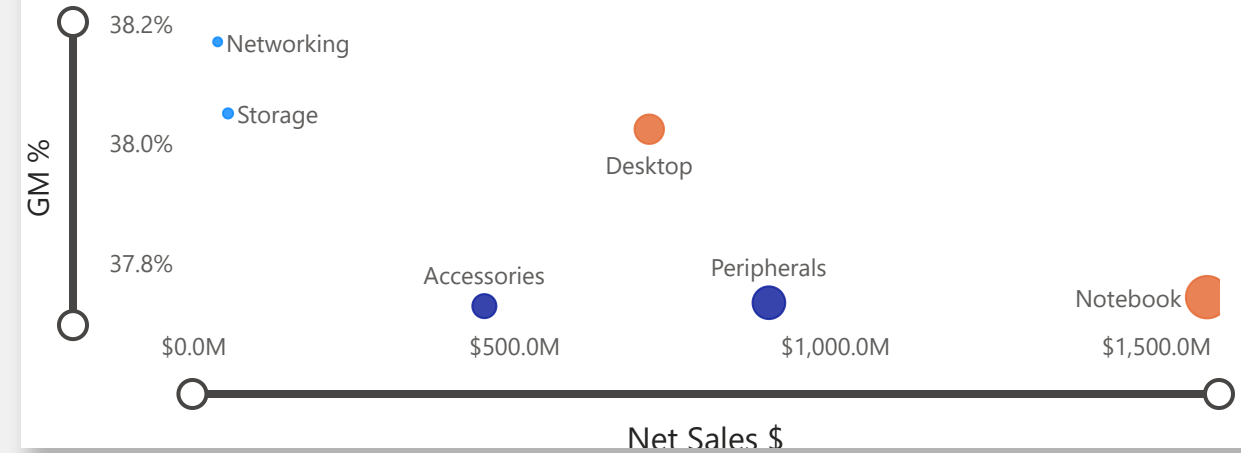
region	Net Sales \$	Gross margin \$	GM %	Net profit \$	Net profit %
+ APAC	\$1,923.8M	683.4M	35.5%	-288.0M	-15.0%
+ NA	\$1,022.1M	459.0M	44.9%	-146.0M	-14.3%
+ EU	\$775.5M	264.8M	34.1%	-98.5M	-12.7%
+ LATAM	\$14.8M	5.2M	34.8%	-0.5M	-3.2%
Total	\$3,736.2M	1,412.3M	37.8%	-533.0M	-14.3%

Product Performance

segment	Net Sales \$	Gross margin \$	GM %	Net profit \$	Net profit %
+ Networking	\$38.4M	14.7M	38.2%	-5.4M	-14.0%
+ Storage	\$54.6M	20.8M	38.1%	-7.7M	-14.0%
+ Accessories	\$454.1M	171.3M	37.7%	-65.1M	-14.3%
+ Desktop	\$711.1M	270.4M	38.0%	-99.8M	-14.0%
+ Peripherals	\$897.5M	338.7M	37.7%	-128.5M	-14.3%
+ Notebook	\$1,580.4M	596.5M	37.7%	-226.6M	-14.3%
Total	\$3,736.2M	1,412.3M	37.8%	-533.0M	-14.3%

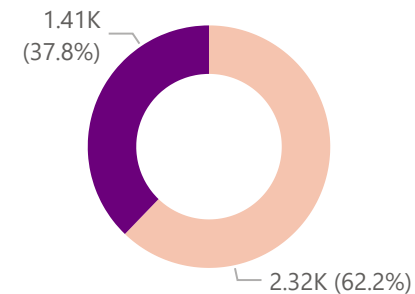
Performance Matrix

division ● N & S ● P & A ● PC

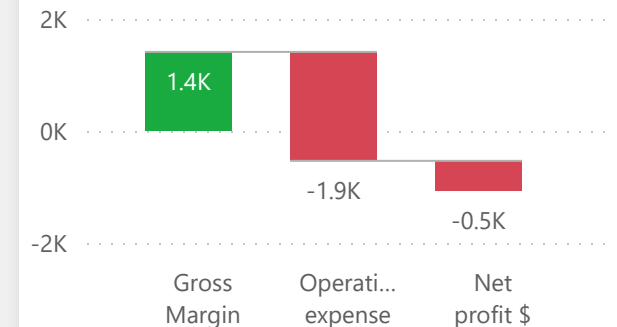


Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





2018 >

Q1

Q2 >

YTD >

region, market

All

segment, category, product

All

customer

All



Forecast accuracy

81.17%✓

Goal: 80.21%
(+1.2%)

Net Error

-3472.69K✓

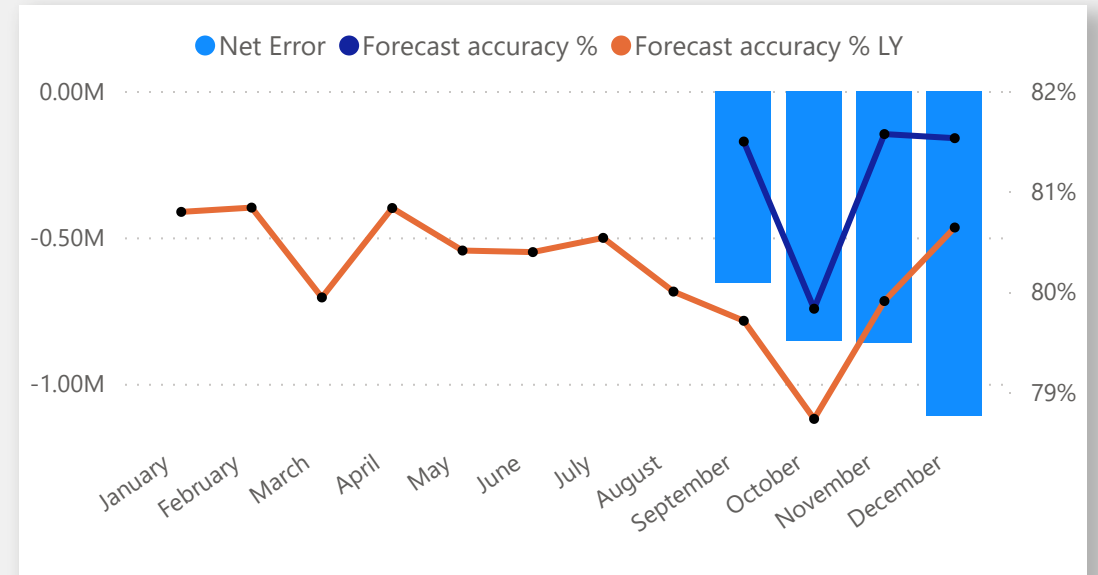
Goal: -751.71K
(-361.97%)

ABS Error

6899.04K✓

Goal: 9780.74K
(-29.46%)

Accuracy/Net error by trend



Key Metrics by customer

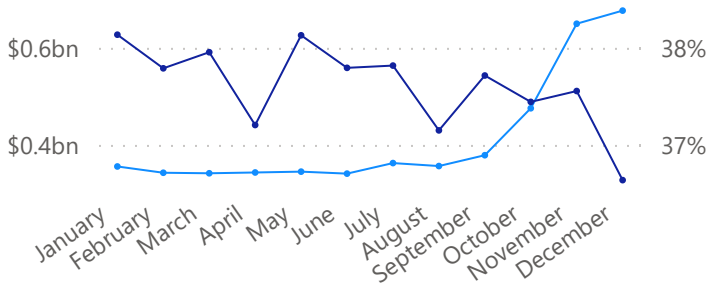
customer	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.2%	74.6%	-294.9K	-9.6%	OOS
Amazon	73.8%	74.5%	-464.7K	-9.2%	OOS
AtliQ Exclusive	70.4%	71.7%	-359.2K	-11.9%	OOS
Expert	62.9%	60.7%	-26.5K	-6.7%	OOS
Acclaimed Stores	57.7%	50.7%	83.0K	10.7%	EI
Electricalsbea Stores	55.7%	51.6%	-6.4K	-9.6%	OOS
Mbit	55.4%	62.3%	-43.5K	-22.3%	OOS
Argos (Sainsbury's)	54.8%	56.1%	-23.0K	-17.6%	OOS
walmart	54.8%	50.1%	84.3K	12.1%	EI
Staples	54.4%	49.4%	79.8K	11.5%	EI
Currys (Dixons Carphone)	54.3%	35.9%	8.1K	6.0%	EI
Flipkart	54.2%	52.6%	-13.6K	-1.1%	OOS
Power	54.1%	56.7%	-11.2K	-10.2%	OOS
Nomad Stores	53.4%	50.6%	3.4K	1.3%	EI
Radio Popular	52.9%	56.7%	-49.4K	-18.6%	OOS
Boulanger	52.7%	58.8%	-48.8K	-20.2%	OOS
Logic Stores	52.5%	51.4%	6.4K	2.4%	EI
Ebay	52.3%	50.5%	-19.1K	-2.0%	OOS
Control	52.1%	47.4%	64.7K	13.0%	EI

Key Metrics by product

segment	Forecast accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
⊕ Networking	93.1%	90.4%	-13.0K	-1.7%	OOS
⊕ Desktop	87.5%	84.4%	78.6K	10.2%	EI
⊕ Accessories	87.4%	77.7%	341.5K	1.7%	EI
⊕ Notebook	87.2%	80.0%	-47.2K	-1.7%	OOS
⊕ Storage	71.5%	83.5%	-628.3K	-25.6%	OOS
⊕ Peripherals	68.2%	83.2%	-3204.3K	-31.8%	OOS

NS & GM % For

● Net Sales \$ ● GM %





2018 >

Q1 >

Q2 >

YTD >

region, market

All

segment, category, product

All

customer

All

Benchmark

☐ vs LY☒ vs Target

Net Sales

\$3,736.17M !
Goal: 3,807.09M
(-1.86%)

GM %

37.8% !
Goal: 38.34%
(-1.4%)

Net profit %

-14.3% !
Goal: -14.19%
(-0.52%)

FA %

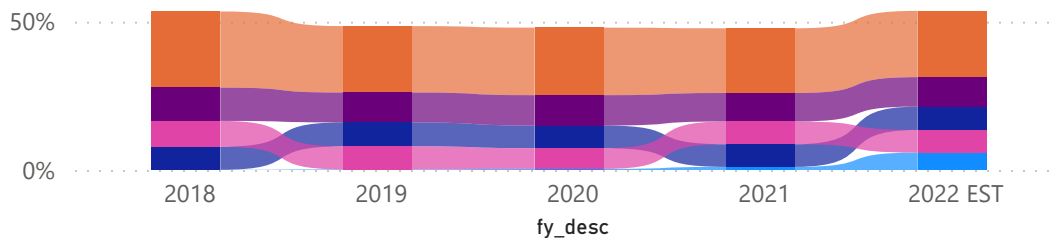
81.17% ✓
Goal: 80.21%
(+1.2%)

Key insights by sub zone

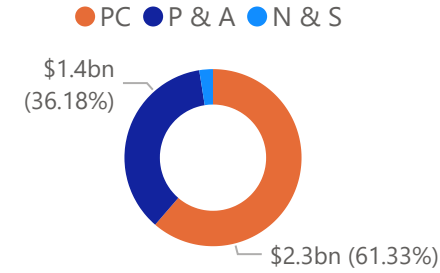
Sub zone	Net Sales \$	RC %	GM %	Net profit %	Atliq MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	44.9%	↓ -14.3%	4.9%	14.35%	EI
LATAM	\$14.8M	0.4%	34.8%	↓ -3.2%	0.3%	3.37%	EI
NE	\$457.7M	12.3%	32.6%	↓ -18.3%	6.8%	-4.56%	OOS
ROA	\$788.7M	21.1%	33.8%	↓ -6.7%	8.3%	-4.56%	OOS
India	\$945.3M	25.3%	35.5%	↓ -23.3%	13.3%	-24.37%	OOS
ANZ	\$189.8M	5.1%	43.0%	↓ -7.9%	1.4%	-37.61%	OOS
SE	\$317.8M	8.5%	36.4%	↓ -4.6%	16.4%	-55.47%	OOS
Total	\$3,736.2M	100.0%	37.8%	↓ -14.3%	5.9%	-9.48%	OOS

PC market share trend- AtliQ & competitors

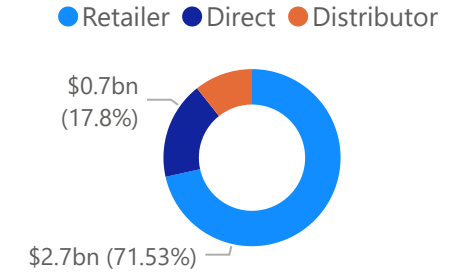
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



Revenue by division

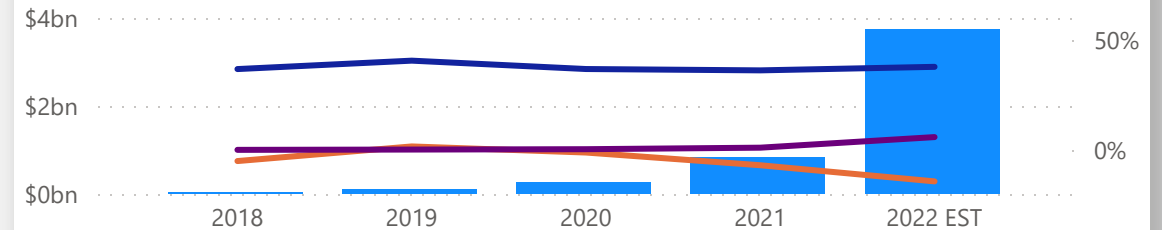


Revenue by channel



Yearly profit share by Revenue, GM %, NP %, PC market share %

● Net Sales \$ ● GM % ● Net profit % ● Atliq MS %



Top 5 customers by revenue

customer	RC %	GM %
Amazon	13.3%	36.5% ↓
Atliq e Store	8.1%	36.6% ↓
AtliQ Exclusive	9.7%	45.7%
Flipkart	3.7%	41.9%
Sage	3.4%	30.8% ↓

Top 5 products by revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.2% ↓
AQ Home Allin1	4.1%	38.4%
AQ HOME Allin1 Gen 2	5.7%	37.8% ↓
AQ Smash 1	3.8%	37.1% ↓
AQ Smash 2	4.1%	37.1% ↓

BM = Benchmark

LY = Last Year

RC= Revenue contribution

EI = Excess inventory

OOS = Out Of Stock



Business insights support



Get an issue resolved

Provide feedback

Add new requests

Check out the
contingency plan

New to power BI?



Business insights Info

- .All the system data in tool is refreshed every month on 5th working day.
- .System data such as Forecast, Actuals & Historical forecast are received from global database.
- .Non system data such as Target, Operational expense & Market share are refreshed on request.
- .For FAQs click [here](#).
- .Download live excel version [here](#).