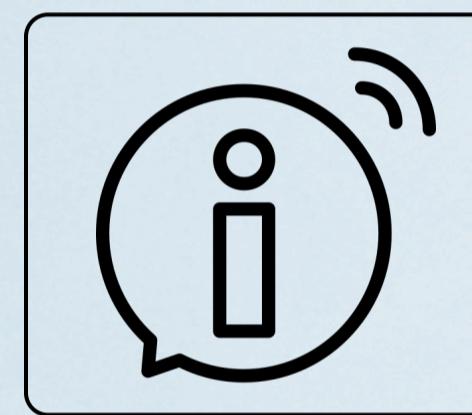




Business Insights 360



Info

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



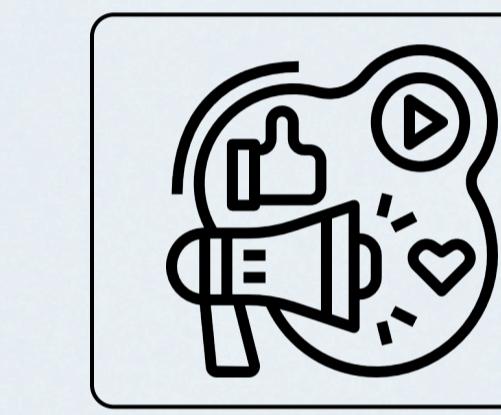
Finance View

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



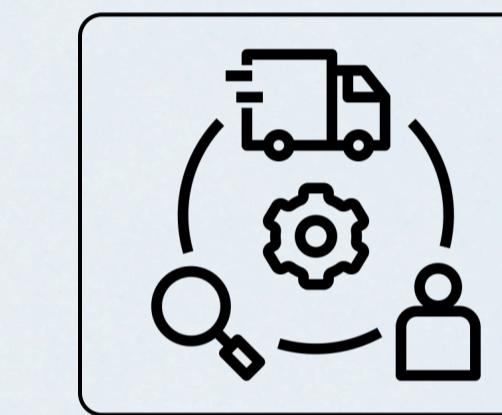
Sales View

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



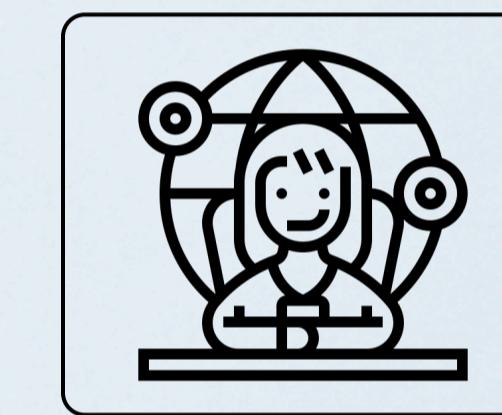
Marketing View

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.



region, market

All

customer

All

segment, category, produ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

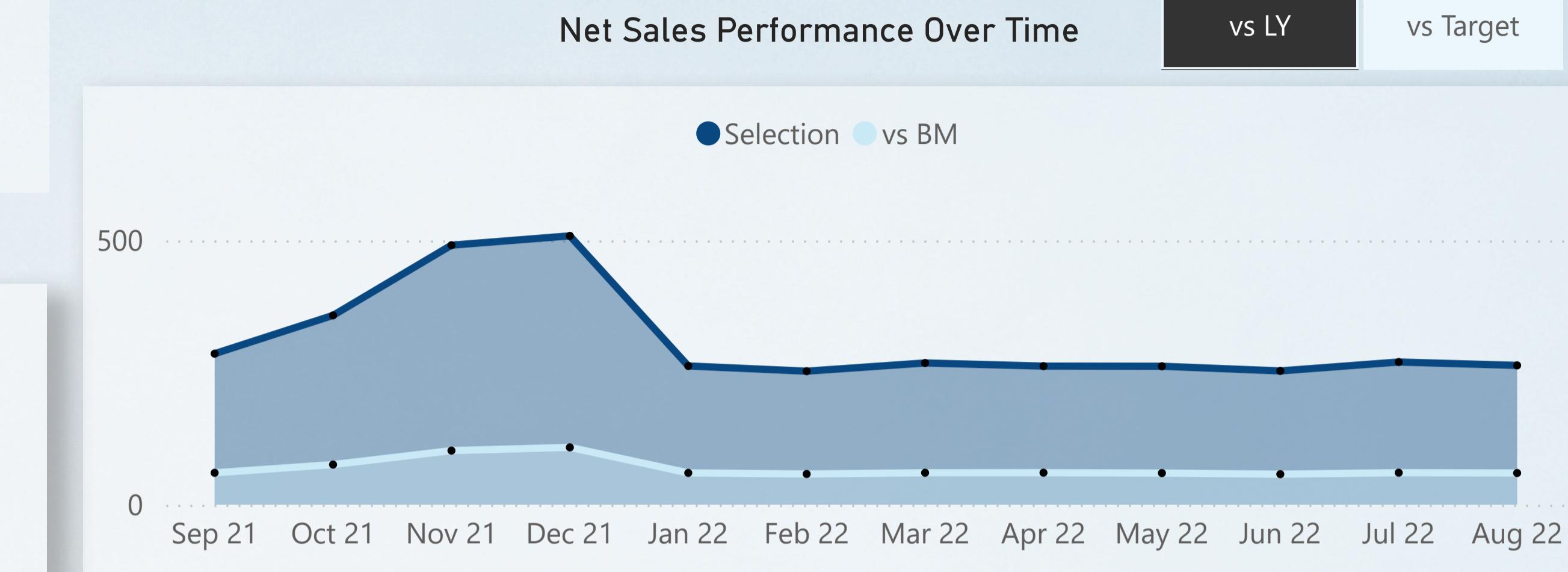
BM: -6.63% (-110.79%)

Net Profit %



Profit and 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	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
Operational 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



region	P & L	P & L Chg	segment	P & L values	P & L Chg
	values	%			%
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

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



region, market

All

customer

All

segment, category, produ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

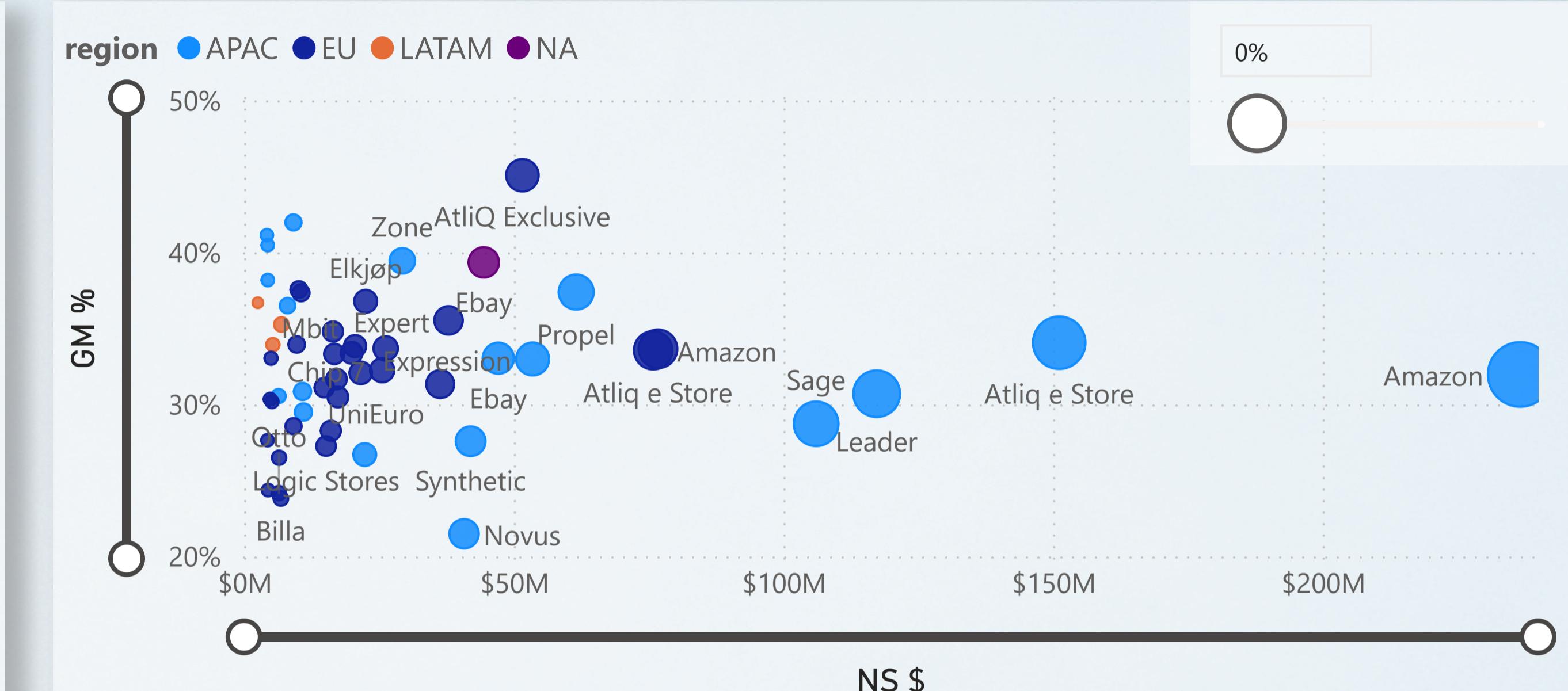
YTG



Customer Performance

customer	NS \$	GM \$	GM %
Relief	\$30.72M	14.92M	48.55%
Circuit City	\$52.42M	24.51M	46.77%
Neptune	\$105.69M	49.36M	46.70%
Premium Stores	\$27.49M	12.72M	46.27%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
walmart	\$72.41M	33.06M	45.66%
BestBuy	\$49.34M	22.15M	44.89%
Taobao	\$22.66M	9.97M	44.00%
Path	\$59.32M	25.81M	43.50%
Total	\$3,736.17M	1,422.88M	38.08%

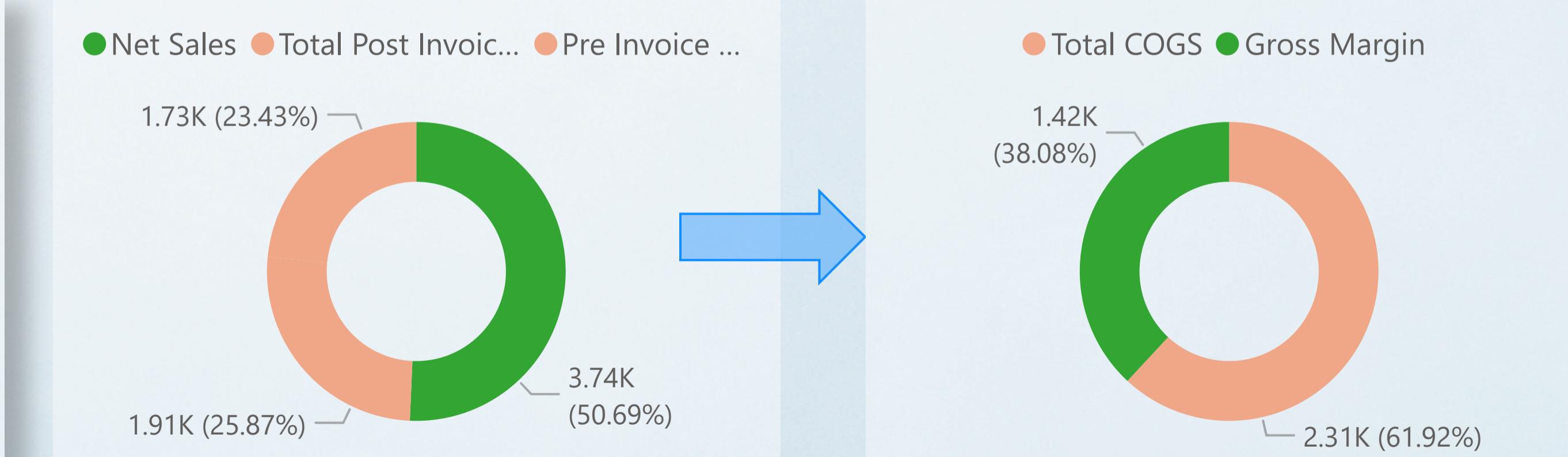
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	\$54.59M	20.93M	38.33%
Peripherals	\$897.54M	341.22M	38.02%
Notebook	\$1,580.43M	600.96M	38.03%
Networking	\$38.43M	14.78M	38.45%
Desktop	\$711.08M	272.39M	38.31%
Accessories	\$454.10M	172.61M	38.01%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics



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



region, market

All

customer

All

segment, category, produ...

All

2018

2019

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Est

Q1

Q2

Q3

Q4

YTD

YTG



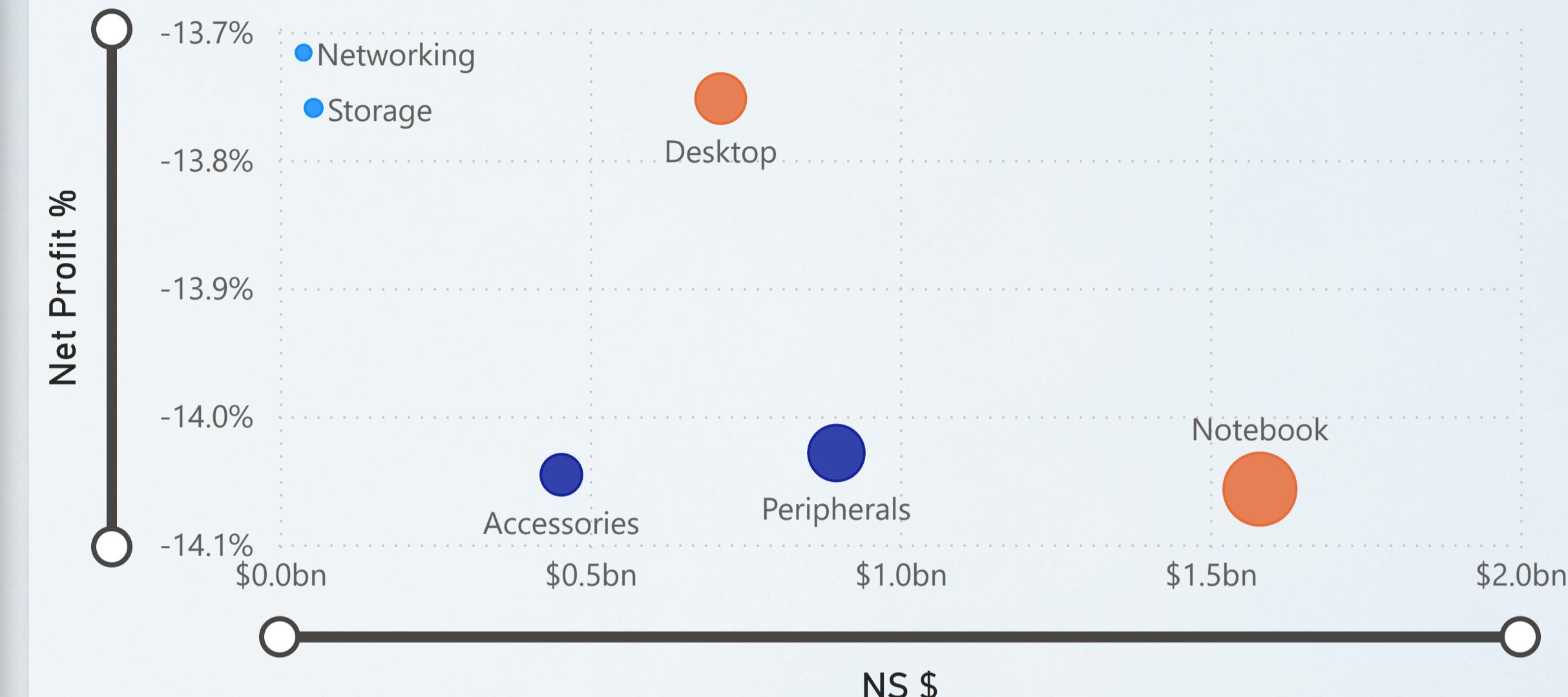
Product Performance

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

Show GM %

Performance Matrix

division ● N & S ● P & A ● PC

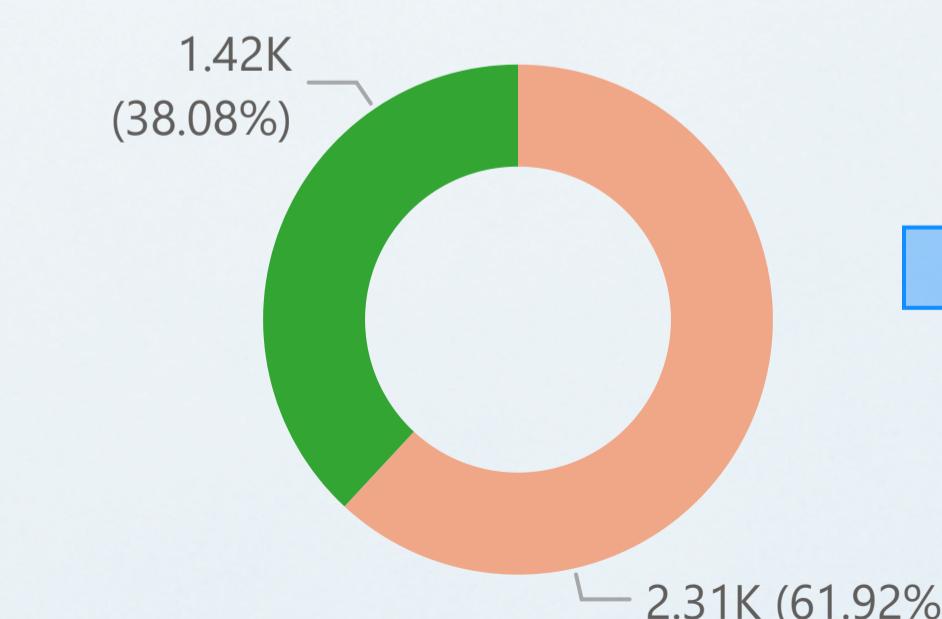


Region / Market / Customer performance

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



GM = Gross Margin, NS = Net Sales, NP = Net Profit



region, market

All

customer

All

segment, category, produ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



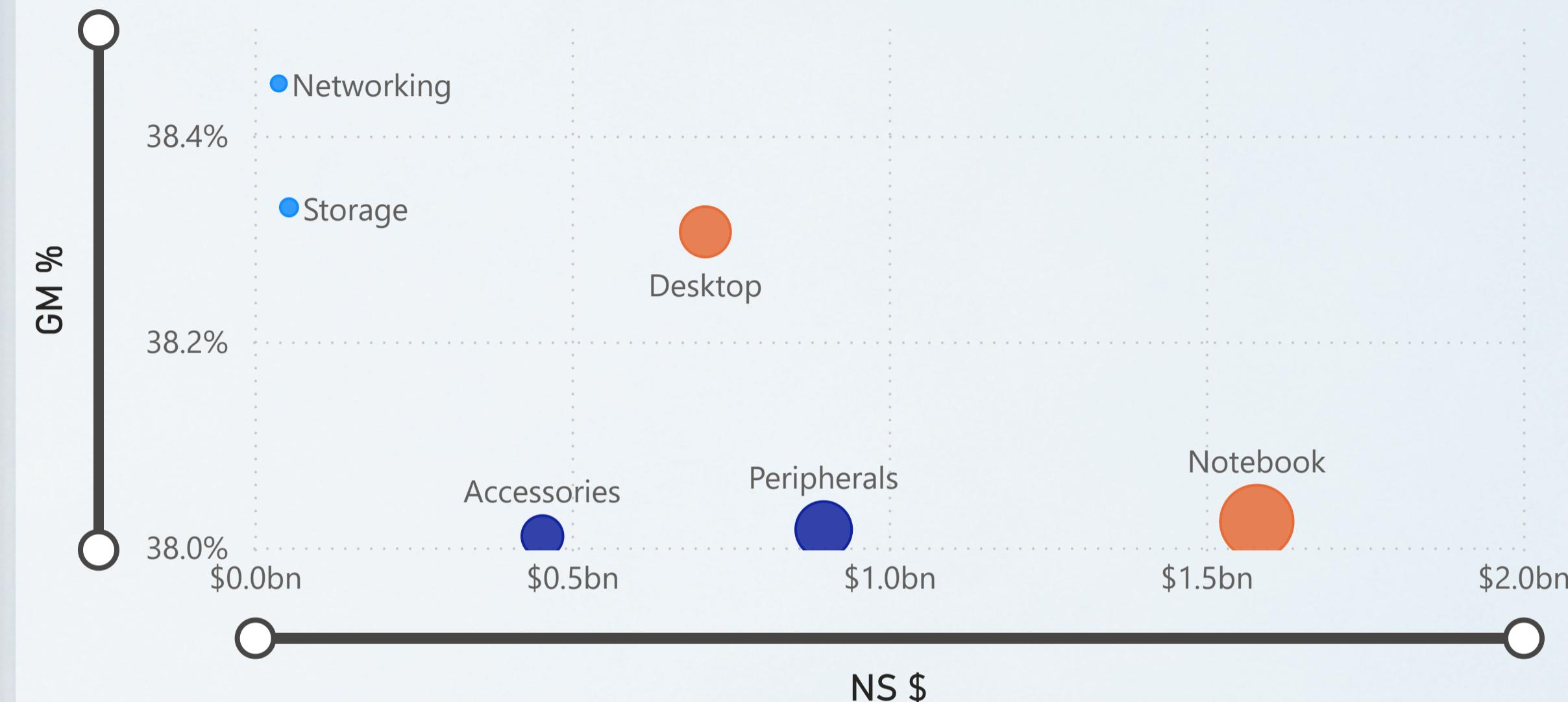
Product Performance

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Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show NP %

Performance Matrix

division • N & S • P & A • PC

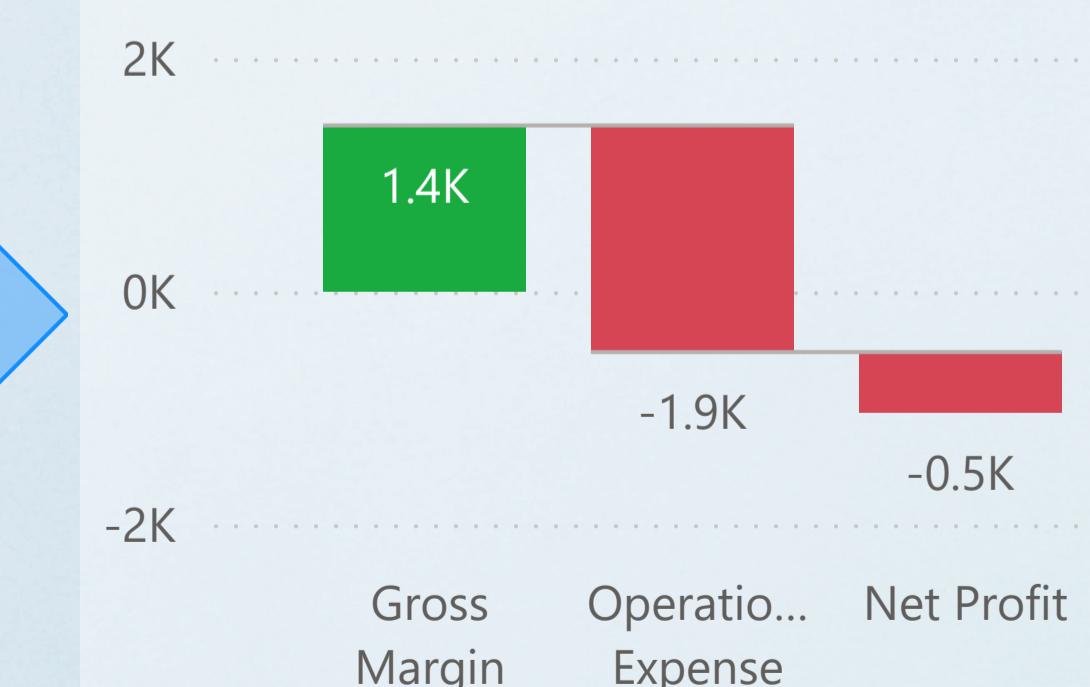
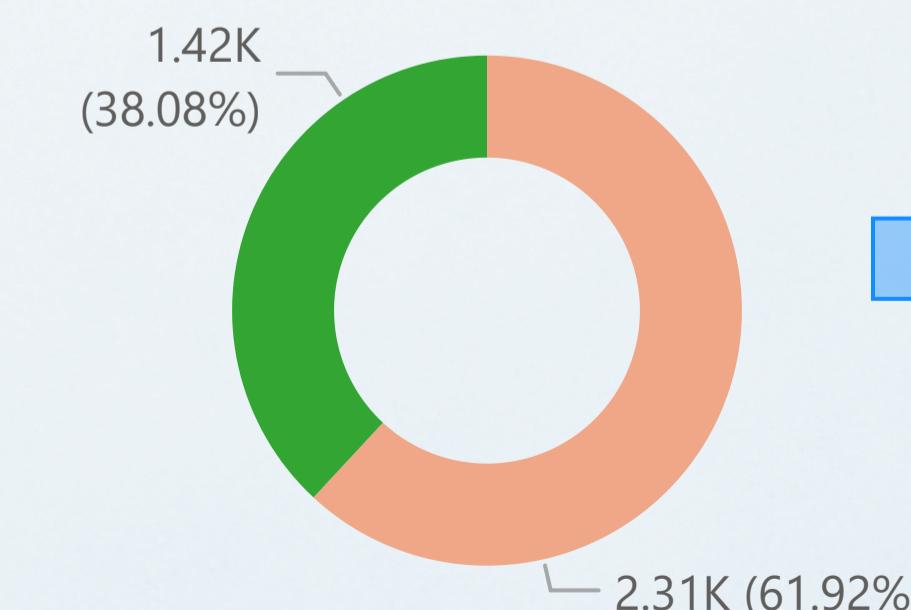


Region / Market / Customer performance

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APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
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LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
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Unit Economics

● Total COGS ● Gross Margin



GM = Gross Margin, NS = Net Sales, NP = Net Profit



region, market

All

customer

All

segment, category, produ...

All

2018

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2020

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2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K ✓

LY: -751.7K (-361.97%)

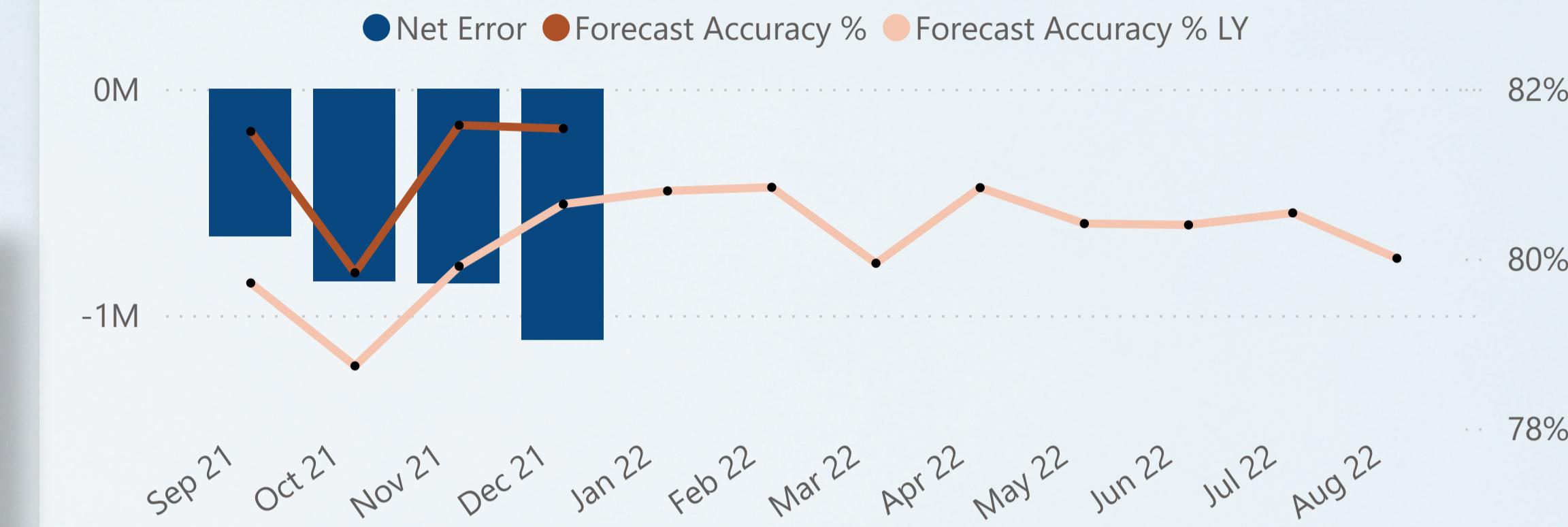
Net Error

6899.0K ✓

LY: 9780.7K (-29.46%)

ABS Error**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	
BestBuy	46.60%	35.31%	81179	16.7% EI	
Billa	42.63%	18.29%	3704	3.9% EI	
Circuit City	46.17%	35.02%	85248	16.5% EI	
Control	52.06%	47.42%	64731	13.0% EI	
Costco	51.95%	49.42%	101913	15.8% EI	
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0% EI	
Leader	48.72%	24.45%	166751	11.0% EI	
Logic Stores	52.49%	51.44%	6430	2.4% EI	
Nomad Stores	53.44%	50.59%	3394	1.3% EI	
Notebillig	42.70%	18.87%	1141	1.3% EI	
Otto	45.76%	18.37%	1962	2.4% EI	
Path	50.57%	45.53%	91486	14.9% EI	
Radio Shack	45.64%	38.46%	69253	16.5% EI	
Sage	50.72%	33.58%	154291	10.1% EI	
Saturn	41.54%	19.16%	2197	2.9% EI	
Staples	54.45%	49.38%	79821	11.5% EI	
walmart	51.78%	50.12%	81224	12.1% EI	
Total	81.17%	80.21%	-3472690	-9.5% OOS	

Accuracy / Net Error Trend**Key Metrics By Product**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Total	81.17%	80.21%	-3472690	-9.5%	OOS

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



region, market

All

customer

All

segment, category, produ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$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 %

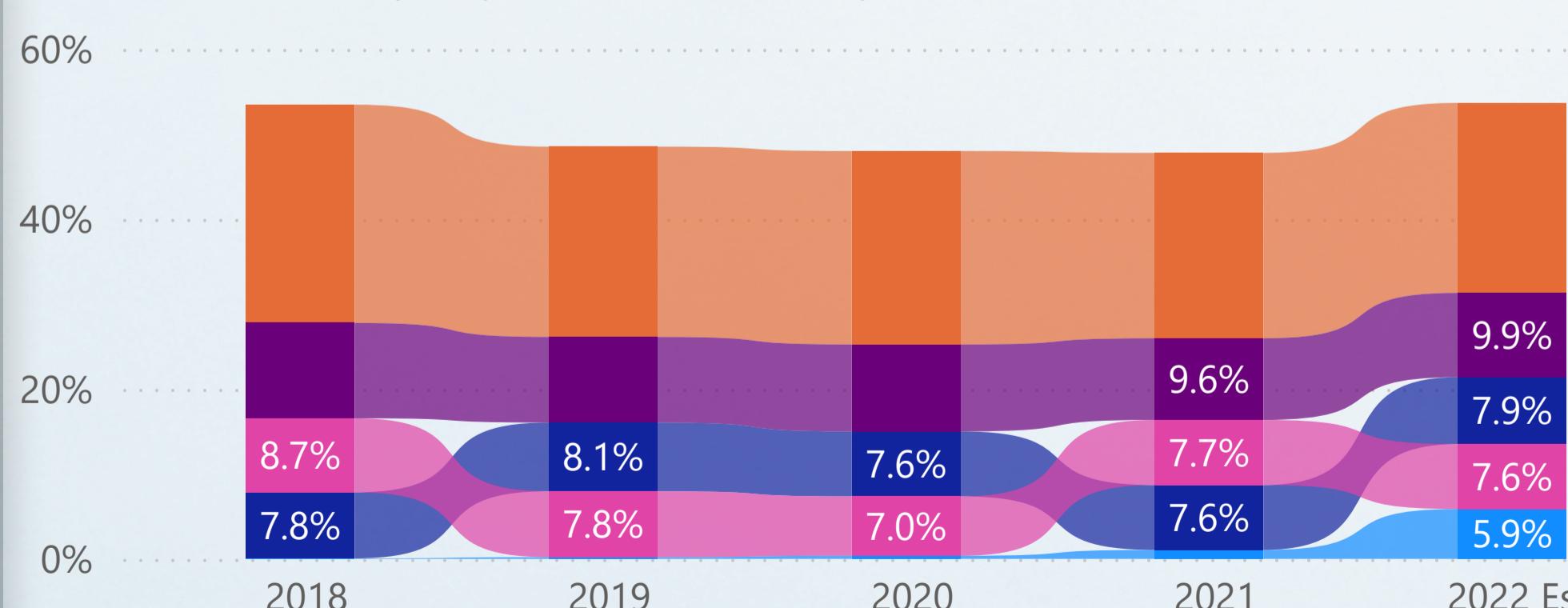
81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

Key Insights by Sub Zone

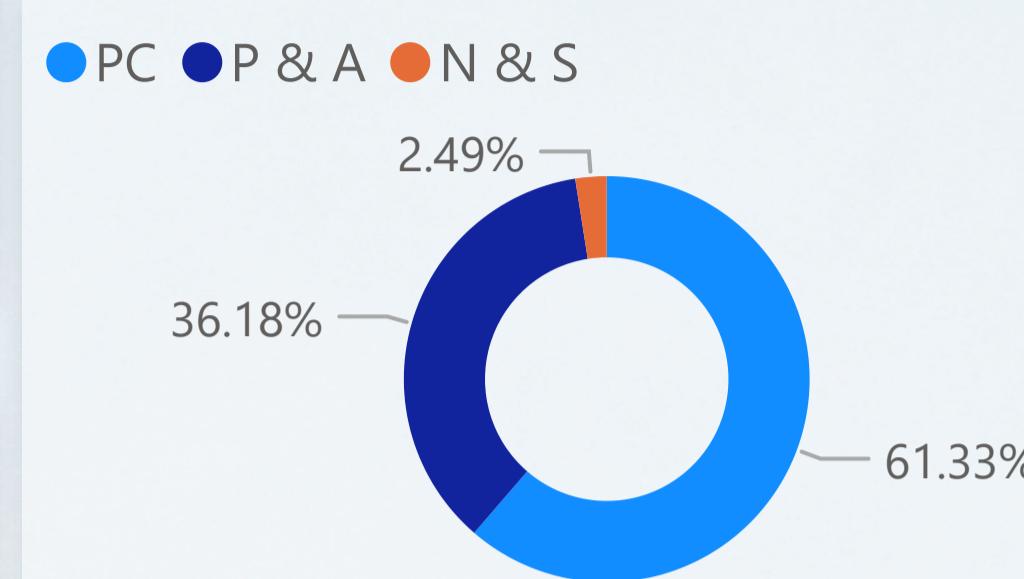
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6% OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6% OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5% OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

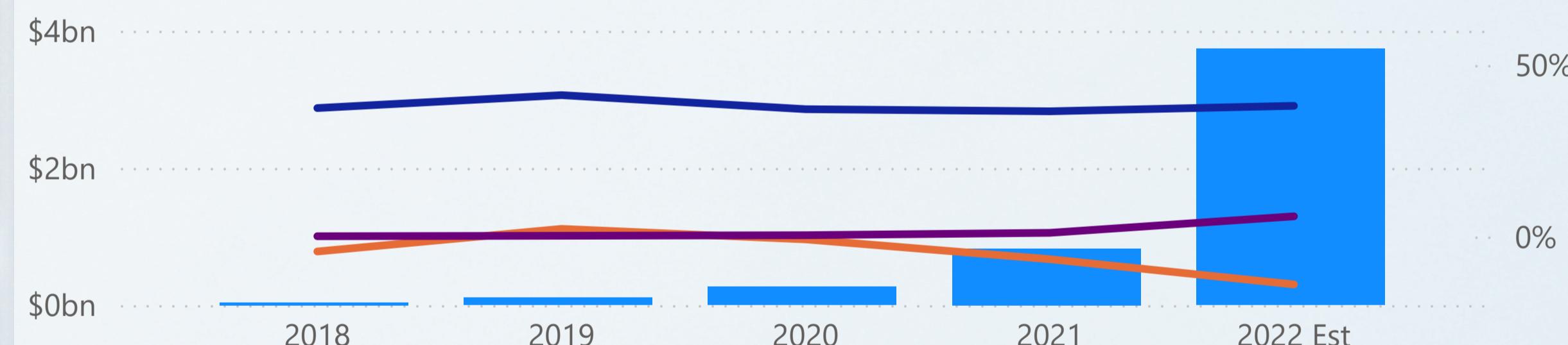


Revenue by Division



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

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



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78%
AtliQ e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sade	3.4%	31.53% ↓
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, GM = Gross Margin, RC = Revenue Contribution

vs LY

vs Target



Business Insights 360 Key Info



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.
4. For FAQs click [here](#).
5. Download live excel version [here](#).



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

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