



Business Insights 360



Info

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



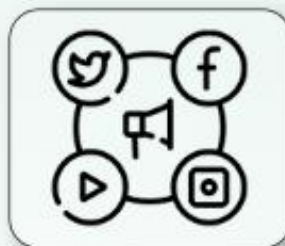
Finance

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



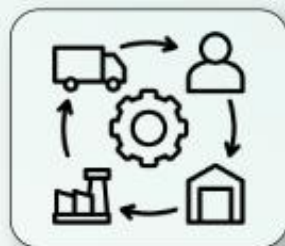
Sales

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

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.



region, market

All



customer

All



segment, categ...

All



2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

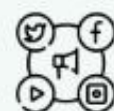
Q4

LY

Target

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 & 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
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 Expenses	-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

Net Sales Performance Over Time



Top/Bottum Product & Customer by Net Sales

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

BM = Bench Mark , LY = Last Year



region, market
All

customer
All

segment, categ...
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4
YTD YTG

LY Target



\$3.74bn !
BM: 3.81bn (-1.86%)

Net Sales

38.08% !
BM: 38.34% (-0.66%)

GM %

-13.98% ✓
BM: -14.19% (+1.47%)

Net Profit %

Profit & Loss Statement

Line Item	2022 Est	BM	chg	chg%
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit	-522.42	-540.27	17.84	3.30
Net Profit %	-13.98	-14.19	0.21	1.47

Net Sales Performance Over Time



Top/Bottom Product & Customer by Net Sales

region	P&L Values	P&L chg %	segment	P&L Values	P&L chg %
APAC	1,923.77	-2.48	Storage	54.59	
EU	775.48	-1.13	Peripherals	897.54	
LATAM	14.82	-1.60	Notebook	1,580.43	
NA	1,022.09	-1.24	Networking	38.43	
Total	3,736.17	-1.86	Desktop	711.08	
			Accessories	454.10	
			Total	3,736.17	-1.86

BM = Bench Mark , LY = Last Year



region, market
All

customer
All

segment, categ...
All

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

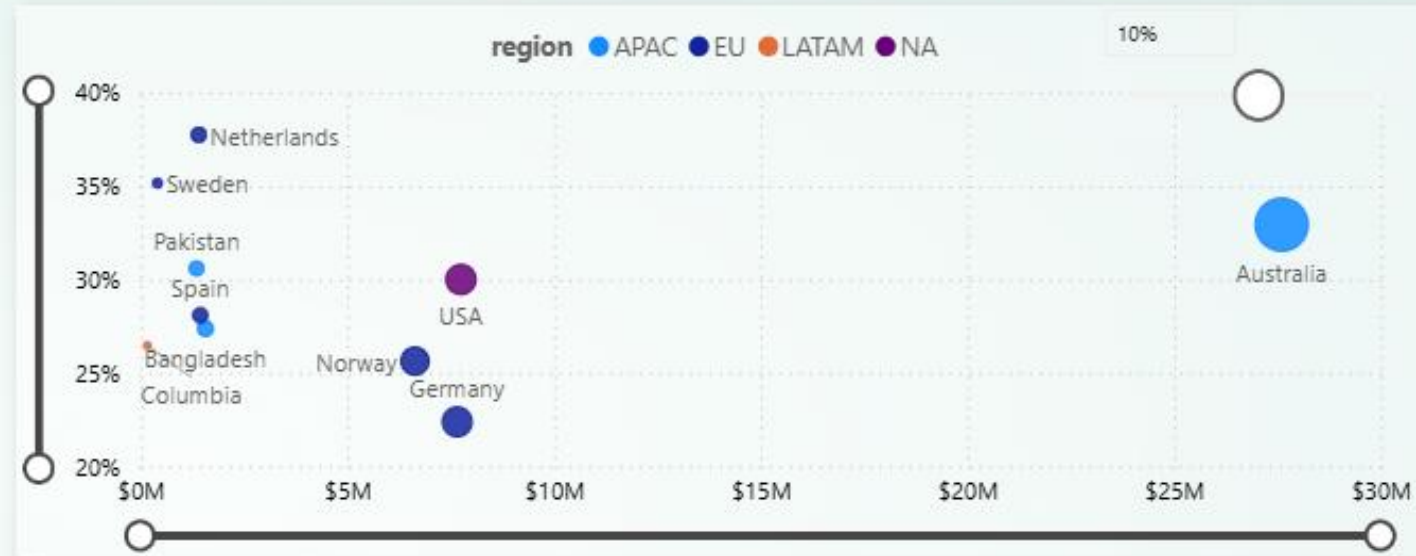
LY Target

YTD YTG

Revenue & Profitability by Customer

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	5.18M	36.18%
All-Out	\$1.06M	0.50M	47.53%
Amazon	\$109.03M	38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%
Atlas Stores	\$4.16M	1.68M	40.36%
Atliq e Store	\$70.31M	26.40M	37.54%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
BestBuy	\$8.26M	2.97M	35.94%
Billa	\$1.65M	0.41M	24.68%
Boulanger	\$5.32M	1.55M	29.11%
Total	\$823.85M	300.63M	36.49%

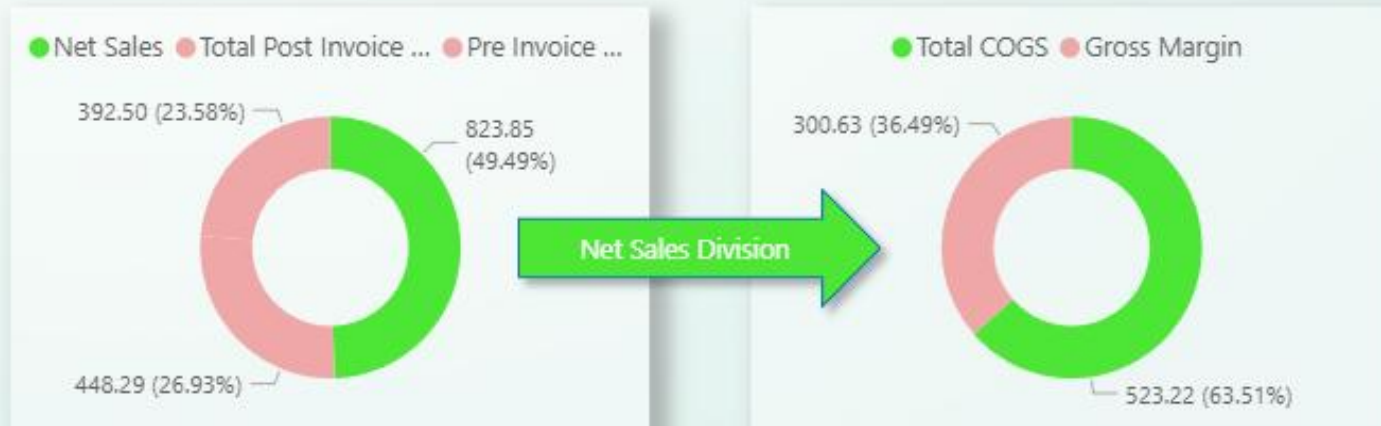
Regional Sales & Profitability Insights



Revenue & Profitability by Product

segment	NS \$	GM \$	GM %
Desktop	\$46.43M	16.79M	36.17%
Notebook	\$266.49M	97.12M	36.45%
Accessories	\$244.85M	89.30M	36.47%
Peripherals	\$166.51M	60.81M	36.52%
Networking	\$45.16M	16.60M	36.75%
Storage	\$54.42M	20.00M	36.75%
Total	\$823.85M	300.63M	36.49%

Revenue Flow: From Net Sales to Gross Margin





region, market
All

customer
All

segment, categ...
All

2018

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Target

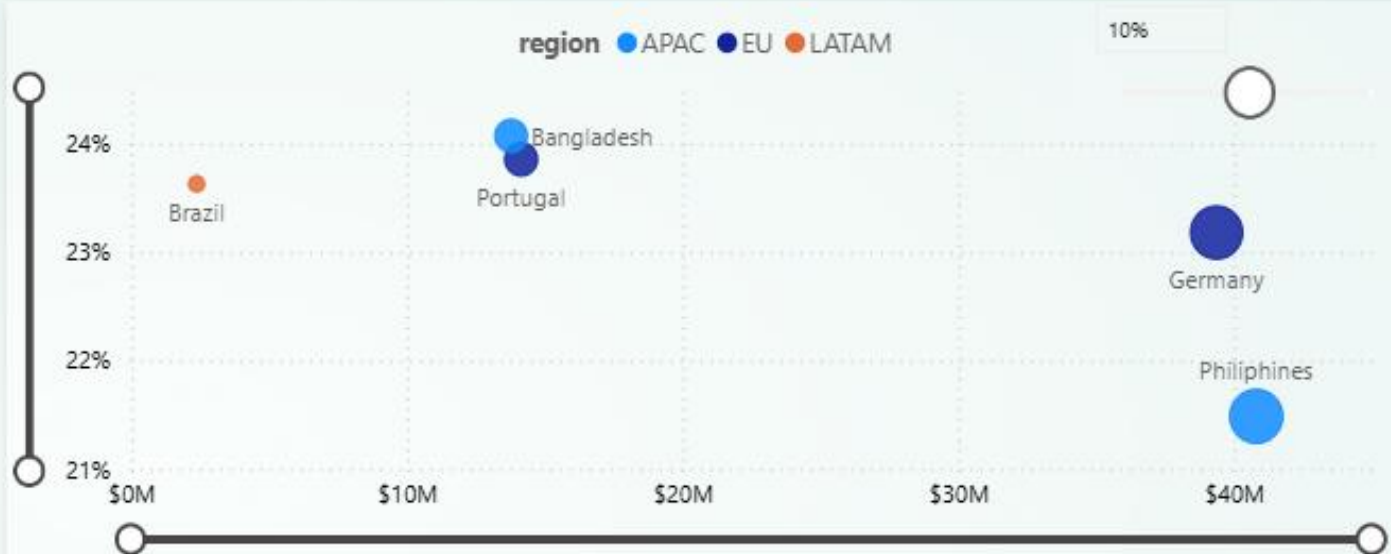
YTD

YTG

Revenue & Profitability by Customer

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Total	\$3,736.17M	1,422.88M	38.08%

Regional Sales & Profitability Insights



Revenue & Profitability by Product

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

Revenue Flow: From Net Sales to Gross Margin





region, market

customer

segment, categ...

2018

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All

All

All



Segment/Product-wise Profitability Overview

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

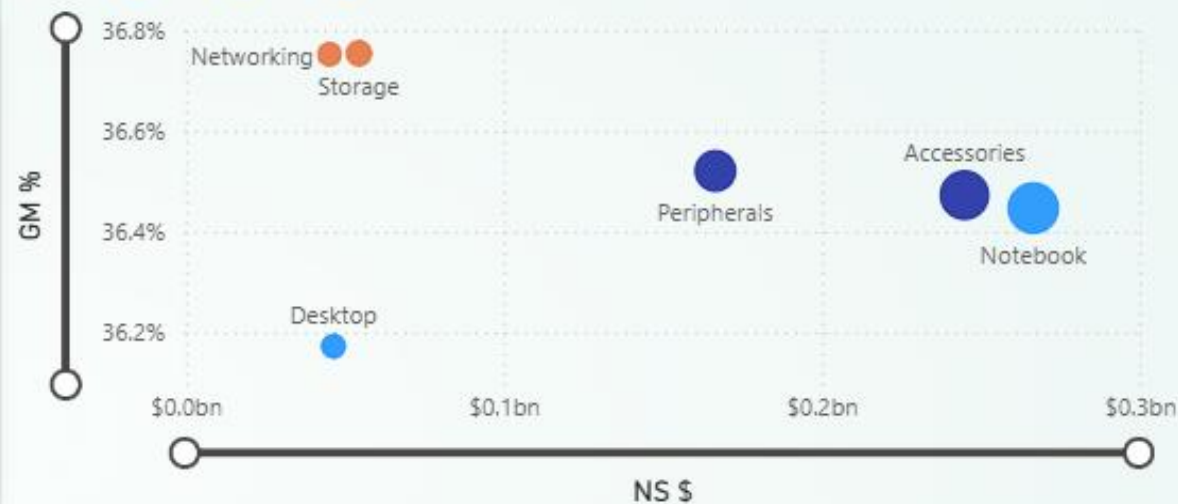
Region/Market-wise Profitability Overview

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Show
NP%

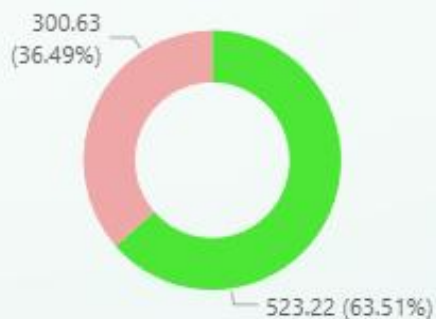
Revenue & Profitability Breakdown by Division

division N & S P & A PC



Financial Performance: Gross Margin & Expense Impact

Total COGS Gross Margin



Increase Decrease





region, market
All

customer
All

segment, categ...
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

LY

Target

YTD

YTG



Segment/Product-wise Profitability Overview

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

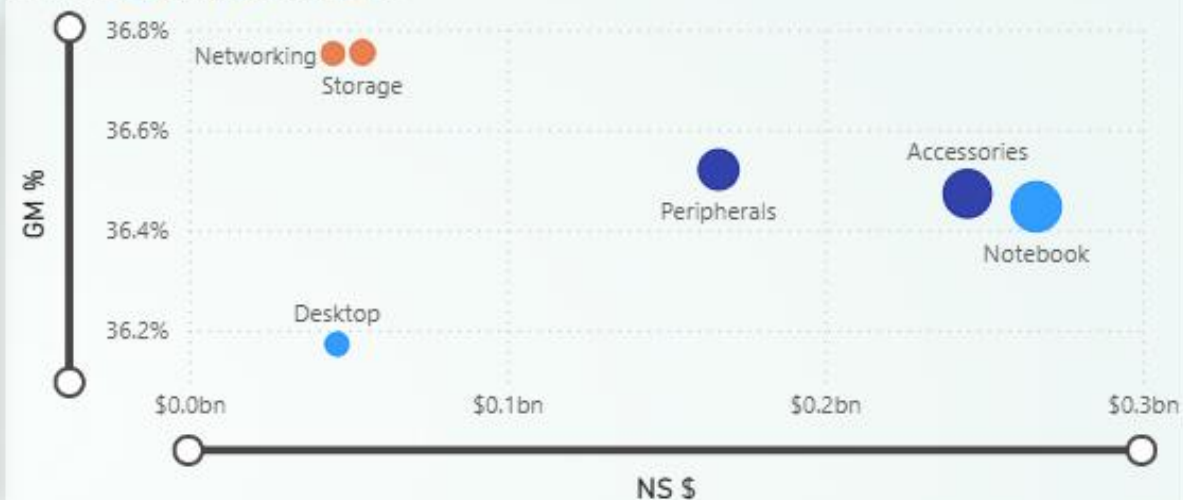
Region/Market-wise Profitability Overview

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Show
NP%

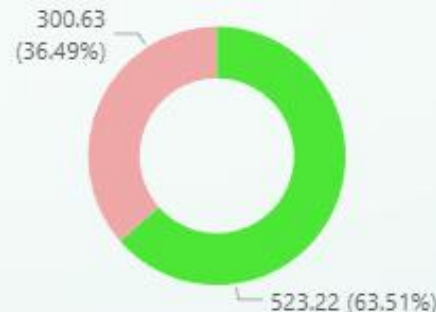
Revenue & Profitability Breakdown by Division

division N & S P & A PC



Financial Performance: Gross Margin & Expense Impact

Total COGS Gross Margin



Increase Decrease





region, market customer segment, categ...

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD YTG

LY Target



80.21%✓
LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓
LY: 491.6K (-252.91%)

Net Error

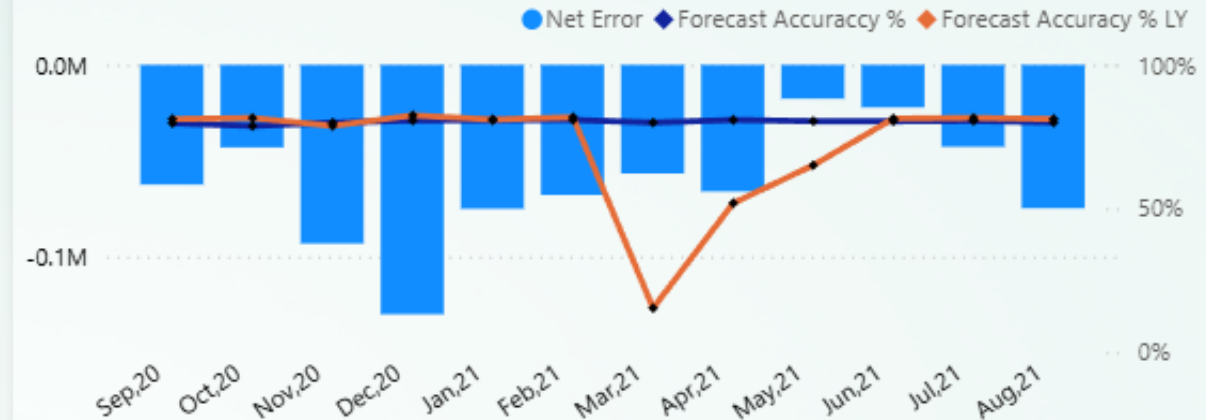
9780.74K!
LY: 5,743.20K (+70.3%)

ABS Net Error

Key Matrices by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189086	-4.59%	OOS
BestBuy	35.31%	7.31%	-73279	-16.97%	OOS
Billa	18.29%	26.05%	-37856	-47.09%	OOS
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Circuit City	35.02%	9.90%	-84752	-19.00%	OOS
Control	47.42%	30.41%	-64707	-11.99%	OOS
Coolblue	52.95%	43.16%	116840	26.87%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Tracking Forecast Performance: Accuracy & Errors



Key Matrices by Segment/Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



region, market
All

customer
All

segment, categ...
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

LY

Target

YTD

YTG



81.17%✓
LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓
LY: -751.71K (-361.97%)

Net Error

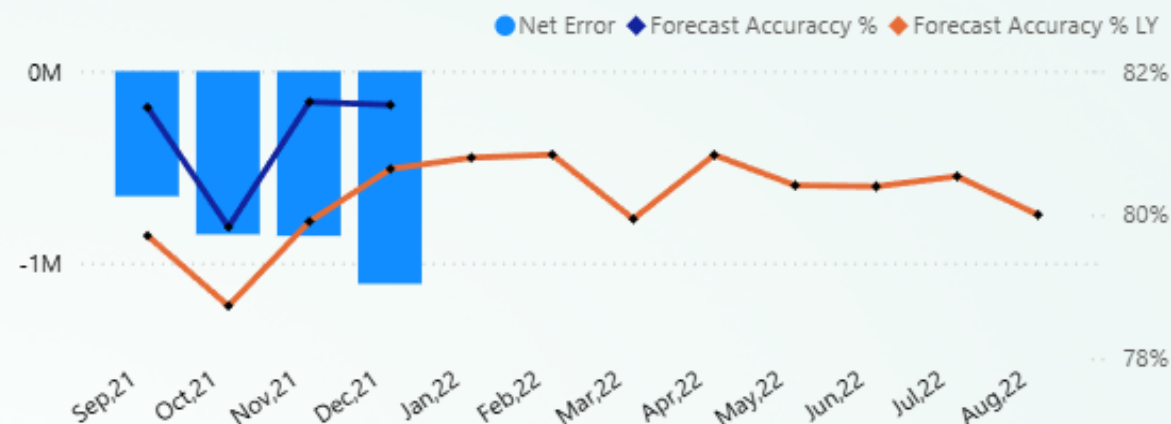
6899.04K✓
LY: 9,780.74K (-29.46%)

ABS Net Error

Key Matrices by Customers

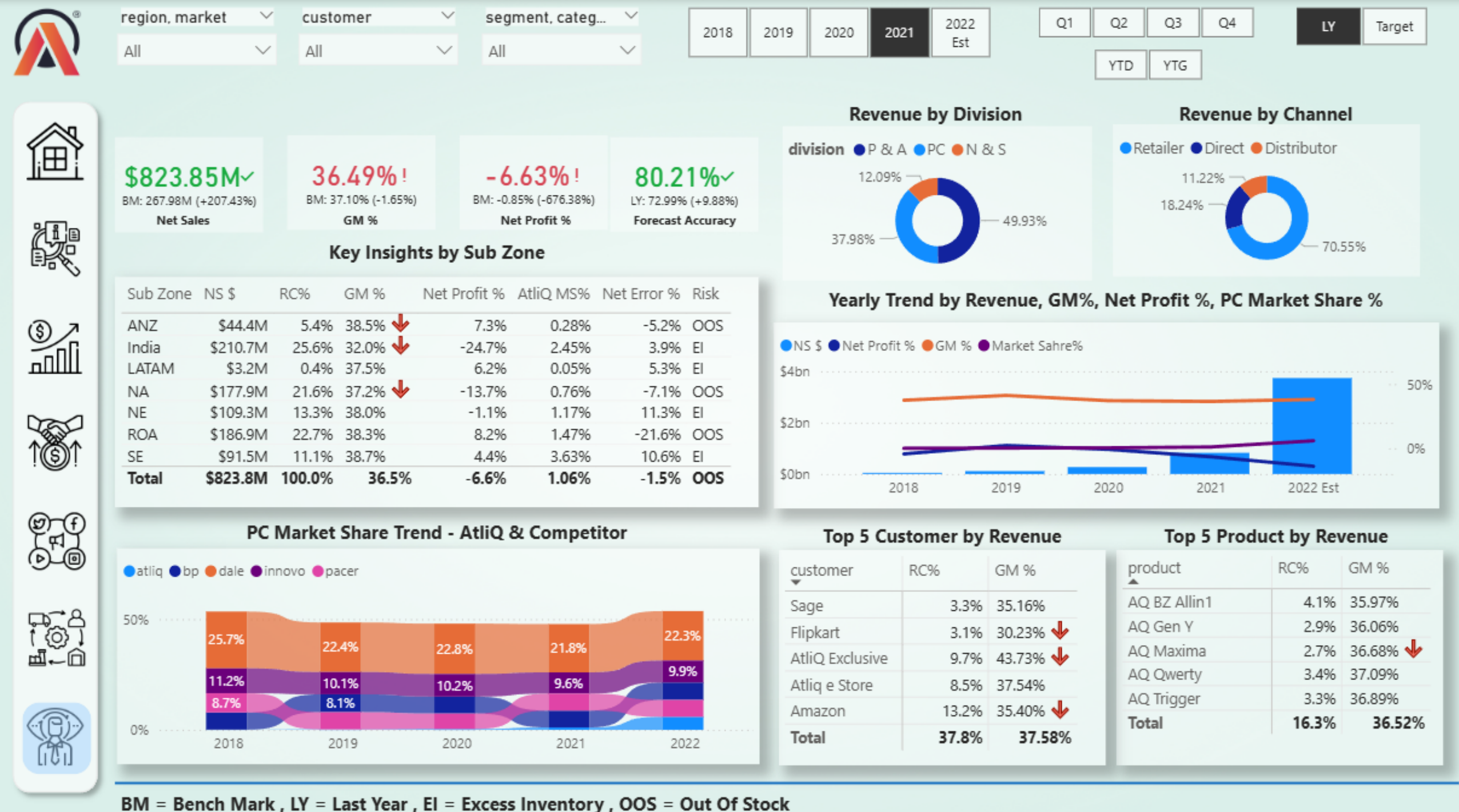
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
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
Boulangier	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Tracking Forecast Performance: Accuracy & Errors



Key Matrices by Segment/Product

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





region, market ▼ customer ▼ segment, categ... ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

LY Target



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

81.17%✓

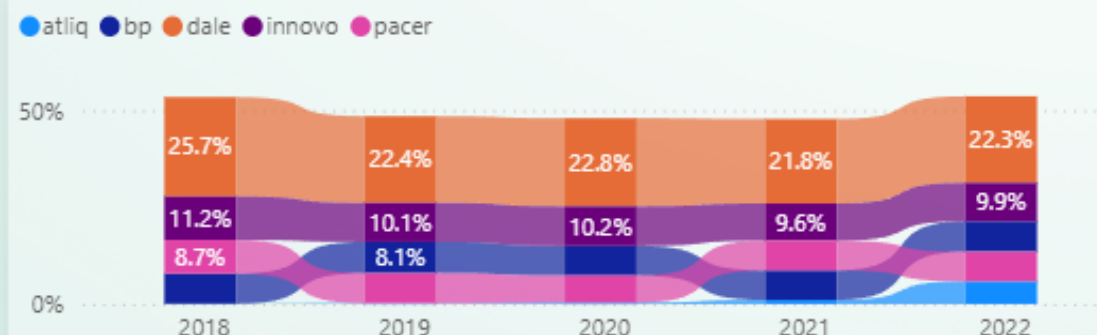
LY: 80.21% (+1.2%)

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%	1.36%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.26%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.28%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0% ↓	-14.2%	4.87%	14.4%	EI
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.80%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.32%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.40%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.87%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitor



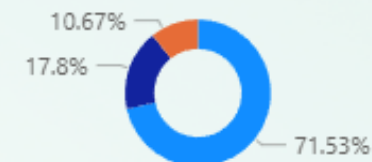
Revenue by Division

division ● PC ● P & A ● N & S



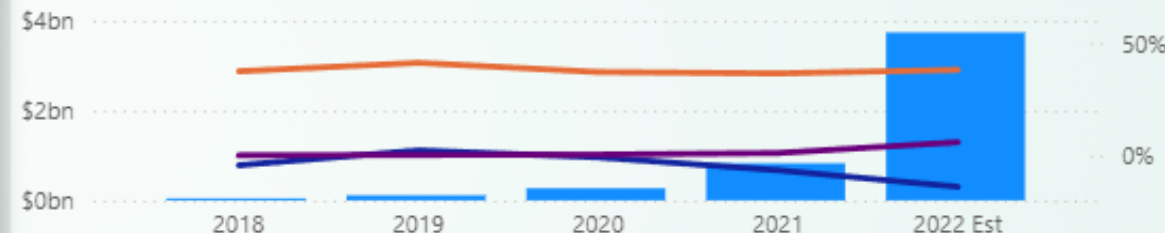
Revenue by Channel

● Retailer ● Direct ● Distributor



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

● NS \$ ● Net Profit % ● GM % ● Market Sahre%



Top 5 Customer 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 Product 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 = Bench Mark , LY = Last Year , EI = Excess Inventory , OOS = Out Of Stock



- **All the system data is refreshed every month on 5th.**
- **System data such as forecast, actuals and historical forecast are received from global database.**
- **Non-system data such as Operational expenses, target and Market Share are refreshed on request.**
- **Values are in Dollars and Millions.**