



Business Insights 360



info

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



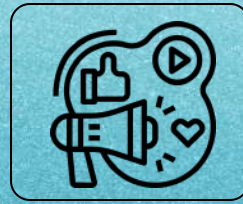
Finance View

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**.



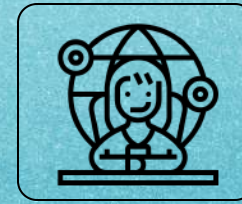
Marketing View

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.

	2018	2019	2020	2021	2022	Total
Sum of gross_sales_amount	₹ 58.32M	₹ 209.06M	₹ 535.95M	₹ 1,664.64M	₹ 7,370.14M	₹ 9,838.11M
Sum of net_invoice_sales_amount	₹ 44.40M	₹ 161.62M	₹ 411.25M	₹ 1,272.13M	₹ 5,643.13M	₹ 7,532.54M
Sum of post_invoice_deductions_amount	₹ 10.66M	₹ 29.72M	₹ 95.85M	₹ 281.64M	₹ 1,243.54M	₹ 1,661.40M
Sum of post_invoice_other_deductions_amount	₹ 4.63M	₹ 20.53M	₹ 47.43M	₹ 166.65M	₹ 663.42M	₹ 902.65M
Sum of net_sales_amount	₹ 29.11M	₹ 111.37M	₹ 267.98M	₹ 823.85M	₹ 3,736.17M	₹ 4,968.48M
Sum of gross_margin_amount	₹10.90M	₹45.89M	₹99.42M	₹300.63M	₹1,422.88M	₹1,879.72M



region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

₹ 3.74bn!

BM: 3.81bn (-1.86%)
Net Sales

38.08%!

BM: 38.34% (-0.66%)
Gross Margin %

-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			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
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 Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24
Total	3,736.17	-1.86

segment	P & L Values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



region, market

All

customer

All

segment, categor...

All

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81.17%✓

LY: 0.80 (+1.2%)

Forecast Accuracy %

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

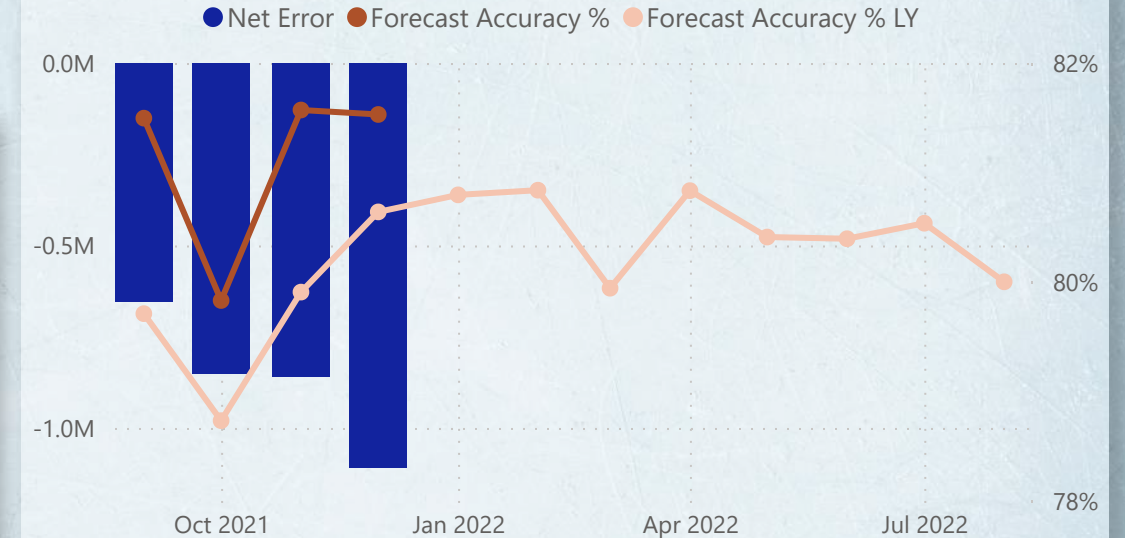
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74%	EI
All-Out	43.96%	0.29	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	0.71	-221177	-8.73%	OOS
Amazon	73.79%	0.75	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	0.56	-23040	-17.60%	OOS
Atlas Stores	49.53%	0.48	-4182	-2.31%	OOS
Atliq e Store	74.22%	0.75	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	0.42	-138065	-28.62%	OOS
BestBuy	46.60%	0.35	81179	16.72%	EI
Billa	42.63%	0.18	3704	3.91%	EI
Boulanger	52.69%	0.59	-48802	-20.21%	OOS
Chip 7	34.56%	0.53	-85293	-35.01%	OOS
Chiptec	50.49%	0.53	-20102	-11.36%	OOS
Circuit City	46.17%	0.35	85248	16.55%	EI
Control	52.06%	0.47	64731	13.01%	EI
Coolblue	47.66%	0.53	-34790	-15.34%	OOS
Costco	51.95%	0.49	101913	15.79%	EI
Croma	36.58%	0.43	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	0.36	8104	6.00%	EI
Digimarket	28.21%	0.41	-95328	-46.59%	OOS
Ebay	52.27%	0.50	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	0.52	-11256	-11.41%	OOS
Total	81.17%	0.80	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊕ Notebook	87.24%	0.80	-47221	-14.06%	OOS
⊕ Accessories	87.42%	0.78	341468	-14.05%	EI
⊕ Peripherals	68.17%	0.83	-3204280	-14.03%	OOS
⊕ Storage	71.50%	0.84	-628266	-13.76%	OOS
⊕ Desktop	87.53%	0.84	78576	-13.75%	EI
⊕ Networking	93.06%	0.90	-12967	-13.72%	OOS
Total	81.17%	0.80	-3472690	-13.98%	OOS



region, market

All

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segment, cate...

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Customer Performance

customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AltIQ Exclusive	₹ 307.17M	145.05M	47.22%
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%

Product Performance

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

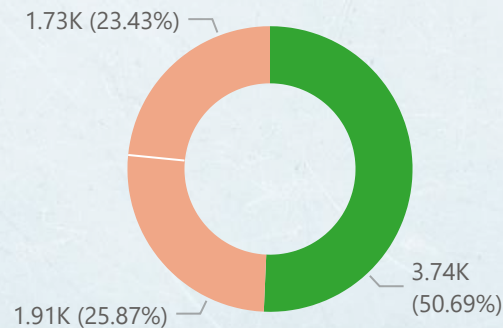
Performance Matrix

region ● APAC ● EU

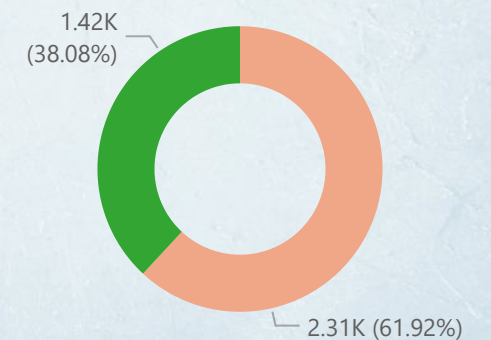


Unit Economics

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



● Total COGS ● Gross Margin





region, market

customer

segment, cate...

All

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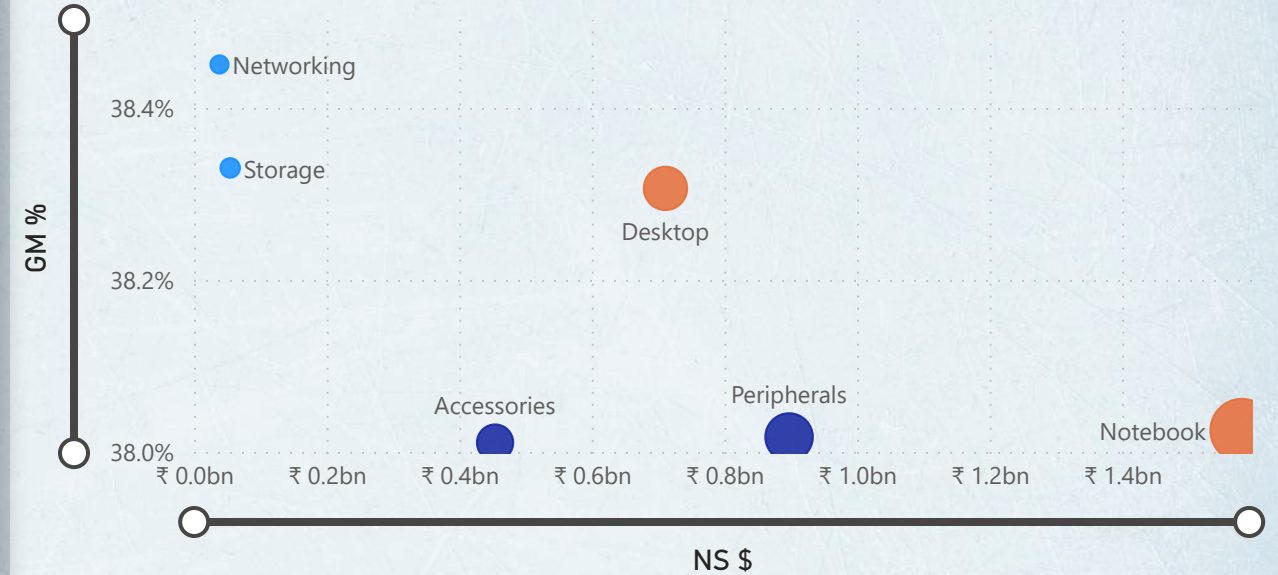
Product Performance

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%

Show NP %

Performance Matrix

division N & S P & A PC

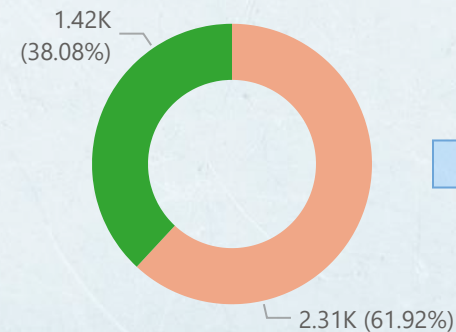


Region / Market / Customer Performance

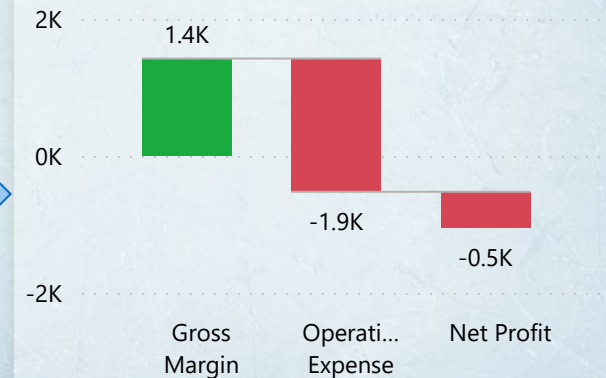
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

Total COGS Gross Margin



Increase Decrease





region, market
All

customer
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segment, cate...
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₹ 3.74bn!
BM: 3.81bn (-1.86%)
Net Sales

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

-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

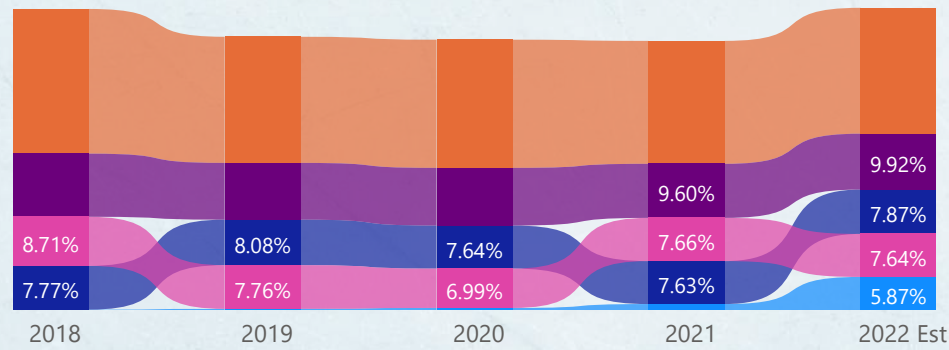
81.17%✓
LY: 0.80 (+1.2%)
FA %

Key Insights By Sub Zone

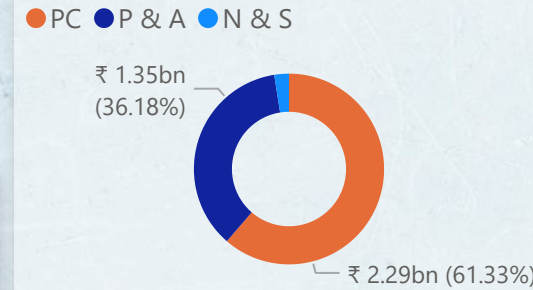
sub_z one	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹ 189.78M	5.1%	43.50%	↓	-7.39%	1.36%	-37.61% OOS
India	₹ 945.34M	25.3%	35.75%	↓	-22.99%	13.26%	-24.37% OOS
LATAM	₹ 14.82M	0.4%	35.02%	↓	-2.95%	0.28%	3.37% EI
NA	₹ 1,022.09M	27.4%	44.97%	↓	-14.22%	4.87%	14.35% EI
NE	₹ 457.71M	12.3%	32.80%	↓	-18.09%	6.80%	-4.56% OOS
ROA	₹ 788.66M	21.1%	34.19%	↓	-6.32%	8.32%	-4.56% OOS
SE	₹ 317.78M	8.5%	37.03%	↓	-4.00%	16.40%	-55.47% OOS
Total	₹ 3,736.17M	100.0%	38.08%	↓	-13.98%	5.87%	-9.48% OOS

PC Market Share Trend - AtliQ & Competitors

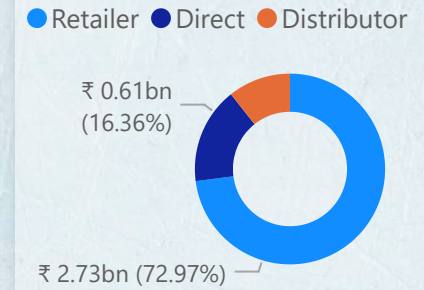
manufacturer atliq bp dale innovo pacer



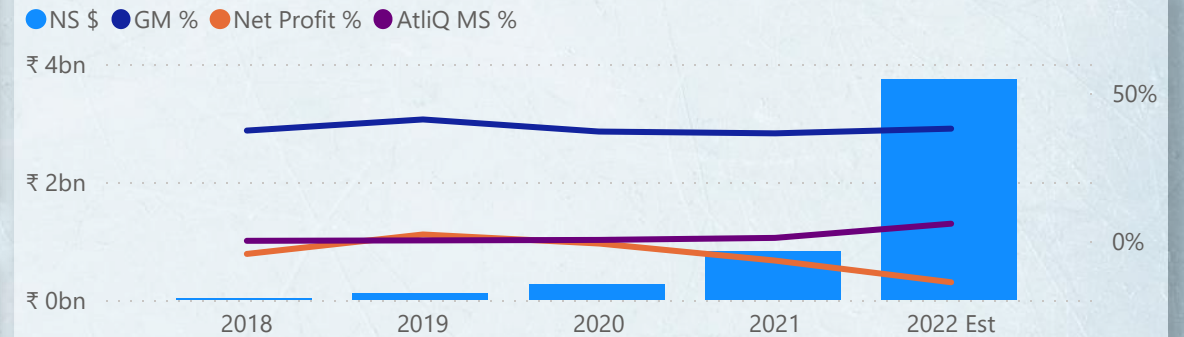
Revenue by Division



Revenue by Channel



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



Top 5 Customer by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
Total	36.8%	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, FA = Forecast Accuracy, EI = Excess Inventory, OOS = Out Of Stock