# 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.

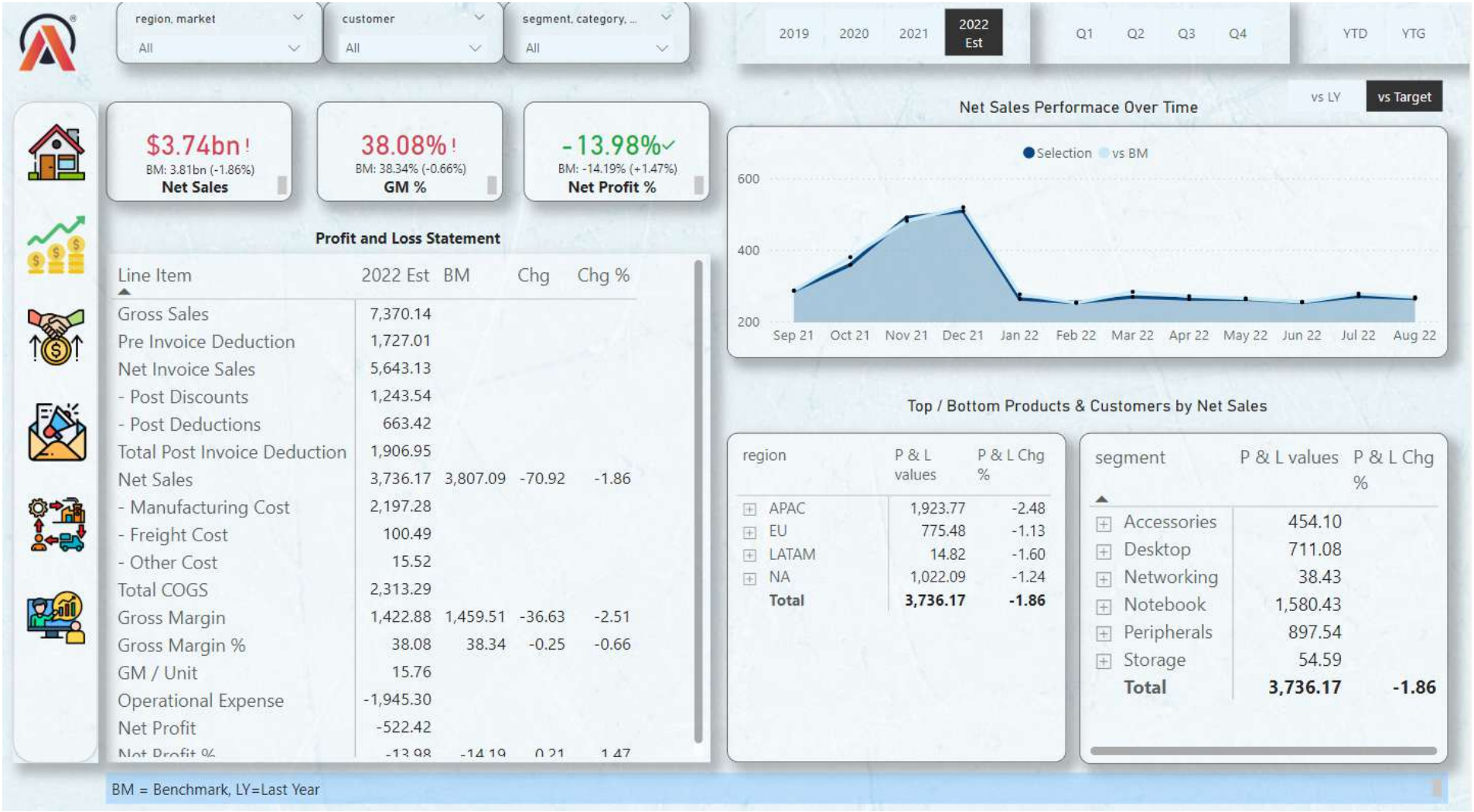
**Support**

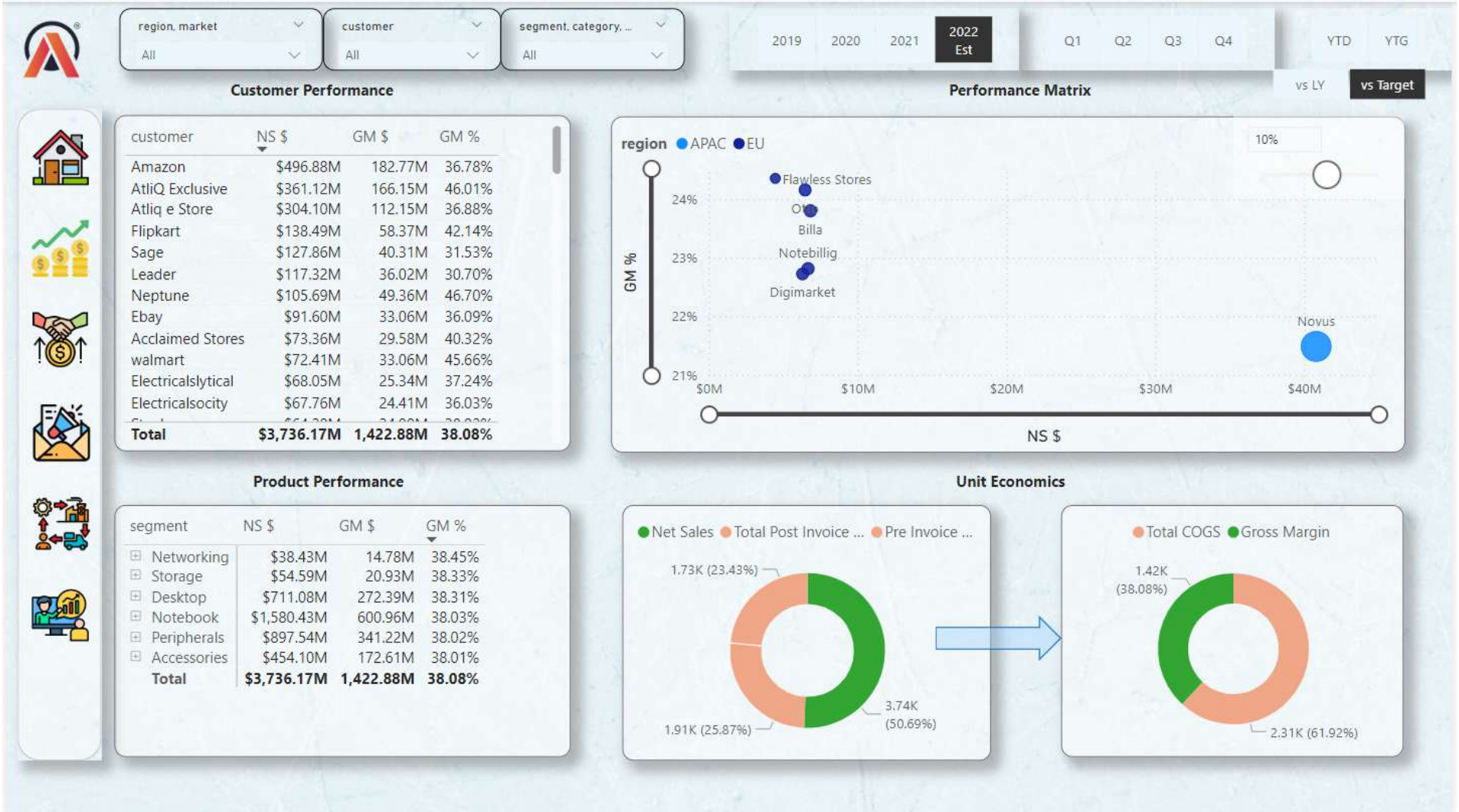
Get your **issues resolved** by connecting to our support specialist.

**Report Refresh** Tuesday, April 12, 2022

**Values are in Dollars & Millions**

**Sales data loaded until : Dec 21**


region, market
All
customer
All
segment, category, ...
All
2019
2020
2021
2022 Est
Q1
Q2
Q3
Q4
YTD
YTG
$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 %
Net Sales Performace Over Time
vs LY
vs Target
Selection
vs BM
600
400
200
Sep 21
Oct 21
Nov 21
Dec 21
Jan 22
Feb 22
Mar 22
Apr 22
May 22
Jun 22
Jul 22
Aug 22
Profit and 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
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, category, ...
All
2019
2020
2021
2022 Est
Q1
Q2
Q3
Q4
YTD
YTG
vs LY
vs Target
Customer Performance
Performance Matrix
customer NS $ GM $ GM %
Amazon $496.88M 182.77M 36.78%
AtliQ Exclusive $361.12M 166.15M 46.01%
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%
region APAC EU
10%
Flawless Stores
Billa
Notebillig
Digimarket
Novus
24%
23%
22%
21%
GM %
$0M
$10M
$20M
$30M
$40M
NS $
Product Performance
Unit Economics
segment NS $ GM $ GM %
Networking $38.43M 14.78M 38.45%
Storage $54.59M 20.93M 38.33%
Desktop $711.08M 272.39M 38.31%
Notebook $1,580.43M 600.96M 38.03%
Peripherals $897.54M 341.22M 38.02%
Accessories $454.10M 172.61M 38.01%
Total $3,736.17M 1,422.88M 38.08%
Net Sales
Total Post Invoice ...
Pre Invoice ...
1.73K (23.43%)
3.74K (50.69%)
1.91K (25.87%)
Total COGS
Gross Margin
1.42K (38.08%)
2.31K (61.92%)

region, market: All | customer: All | segment, category, ...: All

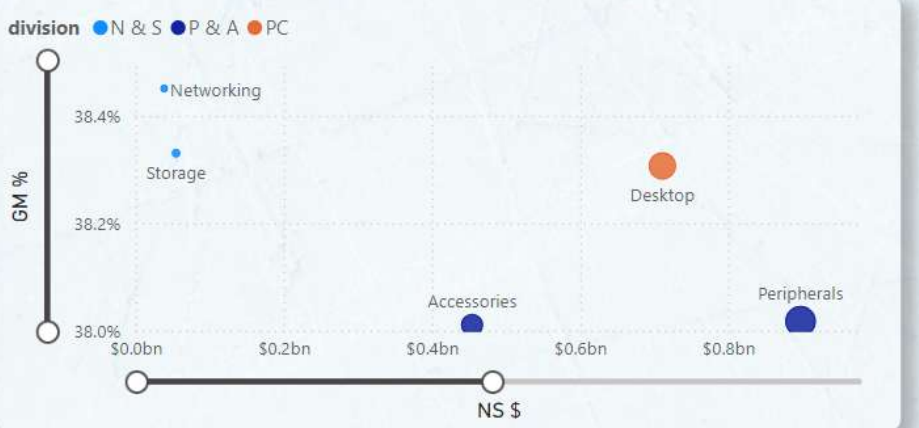
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

## 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 NP %

## Performance Matrix




## Region / Market / Custom

| 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

region, market: All | customer: All | segment, category, ...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

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

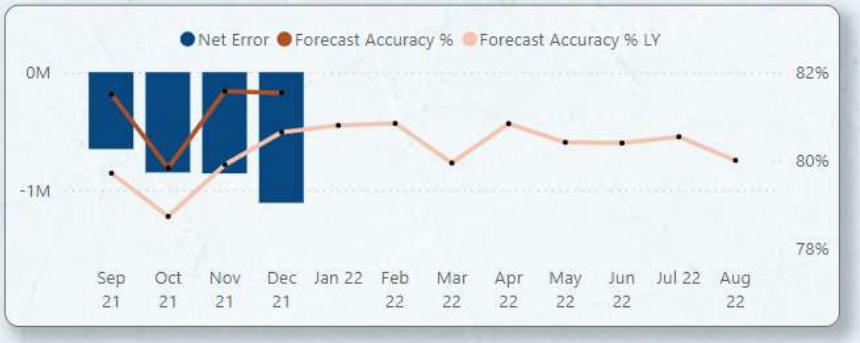
**-3.47M** ✓
LY: -0.75M (-361.97%)
**Net Error**

**6.90M** ✓
LY: 9.78M (-29.46%)
**ABS Error**

### Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|---|---|---|---|---|---|
| Atliq e Store | 74.22% | 74.59% | -294868 | -9.6% | OOS |
| Amazon | 73.79% | 74.54% | -464694 | -9.2% | OOS |
| AtliQ Exclusive | 70.35% | 71.69% | -359242 | -11.9% | OOS |
| Expert | 62.93% | 60.67% | -26489 | -6.7% | OOS |
| Acclaimed Stores | 57.74% | 50.69% | 83037 | 10.7% | EI |
| Electricalsbea Stores | 55.74% | 51.56% | -6352 | -9.6% | OOS |
| Mbit | 55.40% | 62.34% | -43470 | -22.3% | OOS |
| Argos (Sainsbury's) | 54.78% | 56.08% | -23040 | -17.6% | OOS |
| walmart | 54.78% | 50.12% | 84334 | 12.1% | EI |
| Staples | 54.45% | 49.38% | 79821 | 11.5% | EI |
| Currys (Dixons Carphone) | 54.29% | 35.92% | 8104 | 6.0% | EI |
| Flipkart | 54.21% | 52.59% | -13616 | -1.1% | OOS |
| Power | 54.06% | 56.72% | -11212 | -10.2% | OOS |
| Nomad Stores | 53.44% | 50.59% | 3394 | 1.3% | EI |
| Radio Popular | 52.94% | 56.74% | -49354 | -18.6% | OOS |
| Boulanger | 52.69% | 58.77% | -48802 | -20.2% | OOS |
| Logic Stores | 52.49% | 51.44% | 6430 | 2.4% | EI |
| **Total** | **81.17%** | **80.21%** | **-3472690** | **-9.5%** | **OOS** |

### Accuracy / Net Error Trend




### Key Metrics by Products

| segment | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Profit % | Risk |
|---|---|---|---|---|---|
| ⊞ Accessories | 87.42% | 77.66% | 341468 | -14.05% | EI |
| ⊞ Desktop | 87.53% | 84.37% | 78576 | -13.75% | EI |
| ⊞ Networking | 93.06% | 90.40% | -12967 | -13.72% | OOS |
| ⊞ Notebook | 87.24% | 79.99% | -47221 | -14.06% | OOS |
| ⊞ Peripherals | 68.17% | 83.23% | -3204280 | -14.03% | OOS |
| ⊞ Storage | 71.50% | 83.54% | -628266 | -13.76% | OOS |
| **Total** | **81.17%** | **80.21%** | **-3472690** | **-13.98%** | **OOS** |

region, market: All | customer: All | segment, category, ...: All

2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | vs LY | vs Target | YTD | YTG

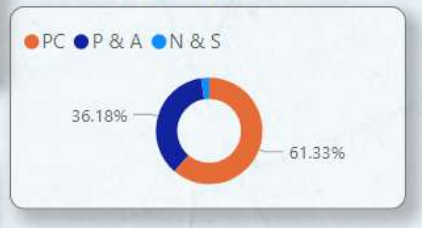
**$3.74bn !**
BM: 3.81bn (-1.86%)
**Net Sales**

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

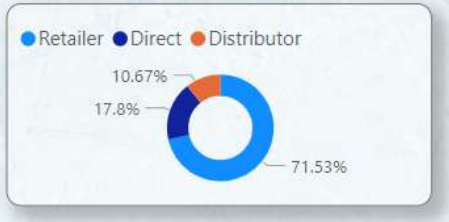
**-13.98%✓**
BM: -14.19% (+1.47%)
**Net Profit %**

**81.17%✓**
BM: 80.21% (+1.2%)
**Forecast Accuracy**

### Revenue by Division



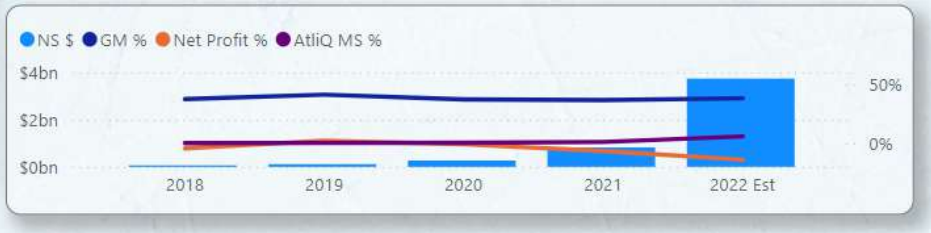

### Revenue by Channel



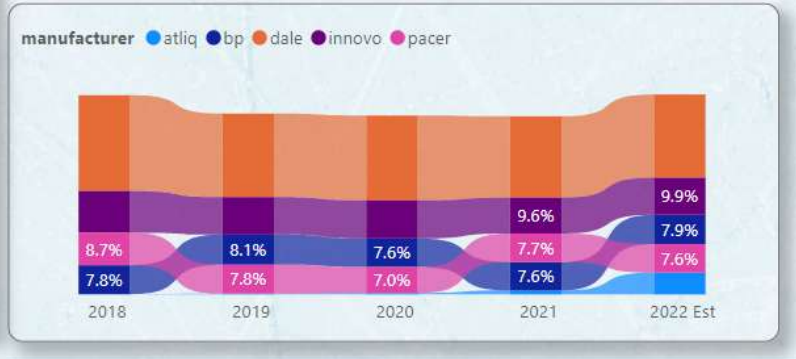

### Key Insights By Sub Zone

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

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




### PC Market Share Trend - AtliQ & Competitors




### Top 5 Customers by Revenue

| customer | RC % | GM % |
|---|---|---|
| AtliQ Exclusive | 9.7% | 46.01% |
| Flipkart | 3.7% | 42.14% |
| Atliq e Store | 8.1% | 36.88% ↓ |
| Amazon | 13.3% | 36.78% ↓ |
| Sage | 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% ↓ |
| **Total** | **23.2%** | **38.06%** |

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

## 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

New to Power BI?