Home

Info Page

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Support Page

Business Insights 360

Info

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

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**.

Finance View

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

Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

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**.

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 Date : **14 February 2024**

Values are in Dollars & Millions

Sales data loaded until : Dec 21

Home

Info Page

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Support Page

Business Insights 360

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.

Region/Market
All

Customer
All

Segment/ Category/ Product
All

$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 %

Net Sales Performance Over Time

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

YTD | YTG

2018 | 2021
2019 | 2022Est
2020

Profit and Loss Statement

Line Item	2022Est	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

Top / Bottom & Customers by Net Sales

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

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	**3,736.17**	**353.50**

BM = Benchmark, LY = Last Year

Region/Market
All

Customer
All

Segment/ Category/ Product
All

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

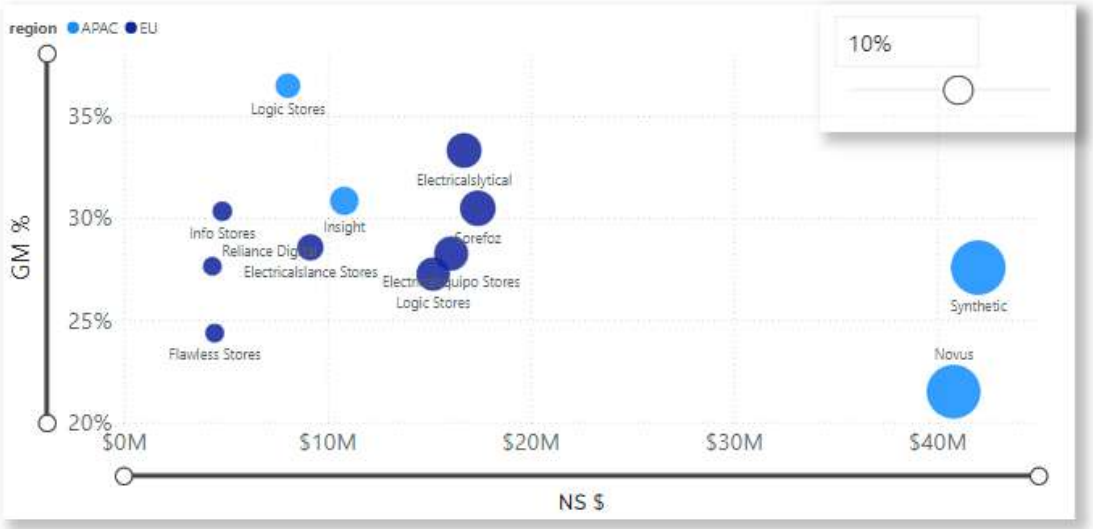
YTD | YTG

2018 | 2021
2019 | 2022Est
2020

Customer Performance

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%
Neptune	$105.69M	49.36M	46.70%
Sage	$127.86M	40.31M	31.53%
Leader	$117.32M	36.02M	30.70%
walmart	$72.41M	33.06M	45.66%
Ebay	$91.60M	33.06M	36.09%
Acclaimed Stores	$73.36M	29.58M	40.32%
Total	**$3,736.17M**	**1422.88M**	**38.08%**

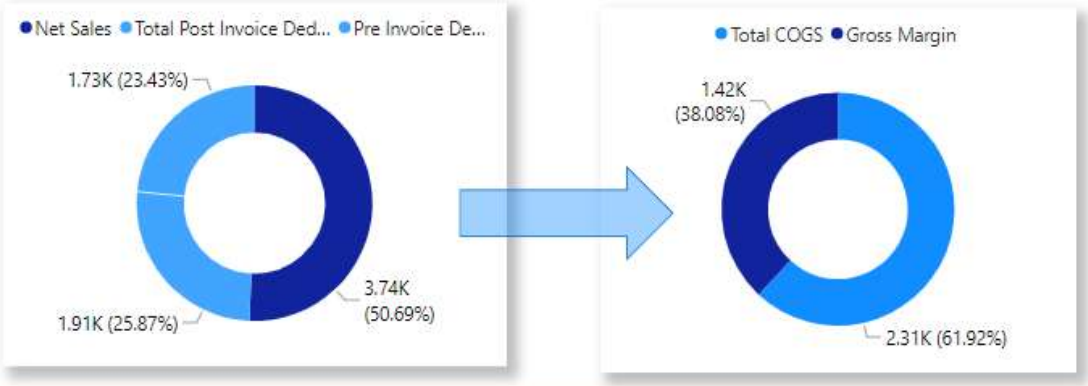
Performance Matrix



Region / Market / Customer 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**	**1422.88M**	**38.08%**

Unit Economics



BM = Benchmark, LY = Last Year

Region/Market
All

Customer
All

Segment/ Category/ Product
All

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

YTD | YTG

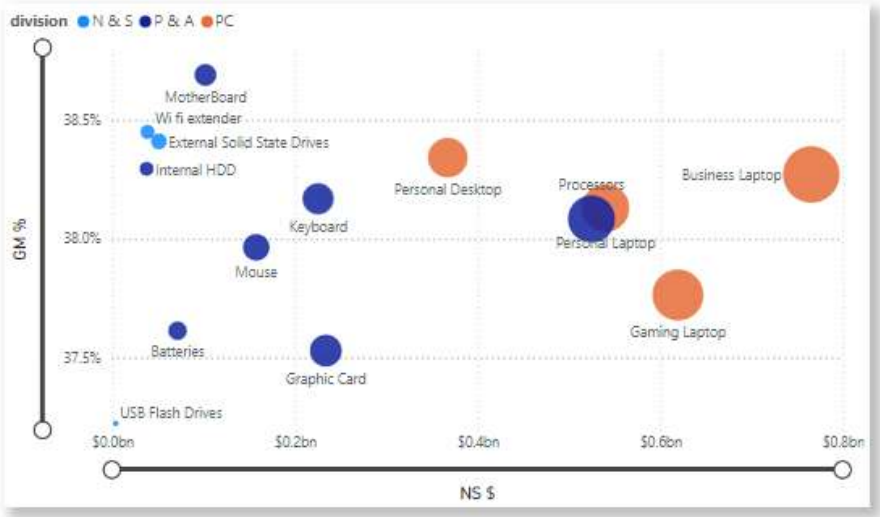
2018 | 2021
2019 | 2022Est
2020

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**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

NP % GM %

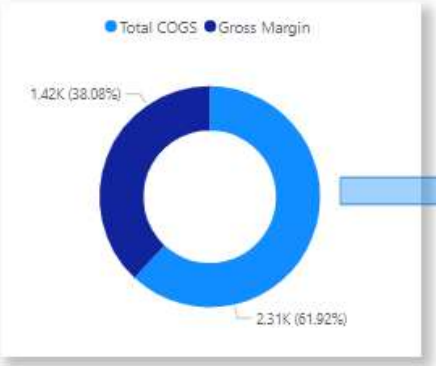
Performance Matrix



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**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics



BM = Benchmark, LY = Last Year

Region/Market
All

Customer
All

Segment/ Category/ Product
All

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

YTD | YTG

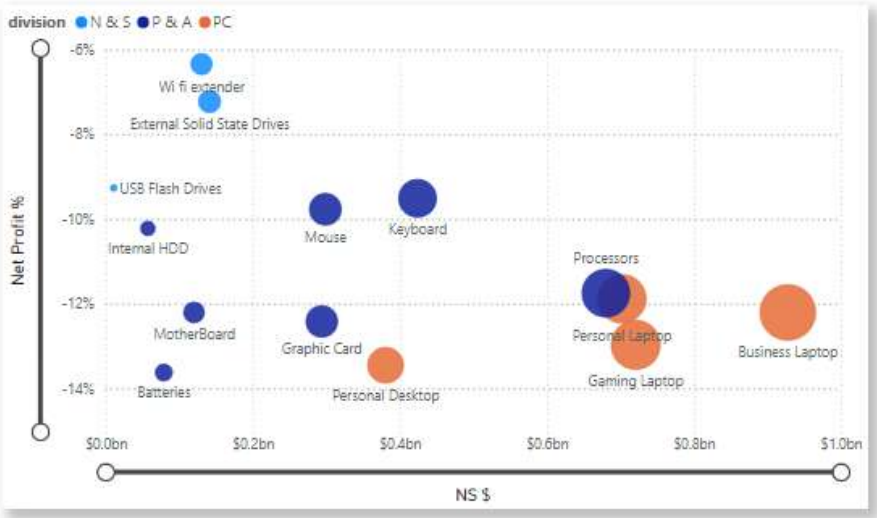
2018 | 2021 | 2019 | 2022Est | 2020

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$802.17M	301.45M	37.58%	-80.32M	-10.01%
Desktop	$758.45M	289.53M	38.17%	-101.09M	-13.33%
Networking	$130.40M	49.38M	37.87%	-8.27M	-6.34%
Notebook	$1,973.15M	746.24M	37.82%	-240.29M	-12.18%
Peripherals	$1,152.02M	435.85M	37.83%	-136.99M	-11.89%
Storage	$152.29M	57.27M	37.61%	-11.23M	-7.37%
Total	**$4,968.48M**	**1879.72M**	**37.83%**	**-578.18M**	**-11.64%**

NP % GM %

Performance Matrix



Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$2,605.73M	937.72M	35.99%	-312.94M	-12.01%
EU	$1,051.01M	373.69M	35.56%	-92.10M	-8.76%
LATAM	$21.00M	7.42M	35.33%	-0.16M	-0.78%
NA	$1,290.74M	560.88M	43.45%	-172.97M	-13.40%
Total	**$4,968.48M**	**1879.72M**	**37.83%**	**-578.18M**	**-11.64%**

Unit Economics

BM = Benchmark, LY = Last Year

Region/Market
All

Customer
All

Segment/ Category/ Product
All

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

YTD | YTG

2018 | 2021
2019 | 2022Est
2020

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

-3472.7K
LY: -751.7K (+361.97%)
Net Error

6899.04K
LY: 9780.74K (-29.46%)
Abs Error

Profit and Loss Statement

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	69.95%	68.28%	-1394379	-8.4%	OOS
Atliq e Store	70.89%	69.48%	-865676	-8.4%	OOS
Flipkart	47.30%	44.13%	-383860	-9.6%	OOS
Ebay	46.65%	44.05%	-251887	-8.4%	OOS
Acclaimed Stores	49.38%	43.91%	-162373	-8.3%	OOS
Novus	31.06%	32.90%	-139607	-7.1%	OOS
Elkjøp	43.18%	48.26%	-99097	-12.4%	OOS
Leader	38.25%	32.39%	-94600	-2.2%	OOS
Circuit City	35.85%	28.20%	-90877	-7.5%	OOS
Media Markt	42.98%	47.47%	-81063	-10.5%	OOS
BestBuy	35.90%	28.26%	-80434	-6.9%	OOS
Synthetic	37.38%	39.58%	-78875	-3.6%	OOS
Path	42.22%	36.09%	-71891	-5.0%	OOS
Control	45.57%	41.76%	-63137	-4.7%	OOS
Radio Shack	36.17%	30.12%	-62135	-5.8%	OOS
Fnac-Darty	49.42%	49.77%	-54491	-9.9%	OOS
Elite	39.67%	45.17%	-50510	-8.0%	OOS
Total	**79.83%**	**79.26%**	**-2417425**	**-2.0%**	**OOS**

Accuracy / Net Error Trend

Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	81.08%	82.48%	2020264	10.5%	EI
Peripherals	74.34%	81.06%	-3388005	-17.5%	OOS
Notebook	83.80%	79.41%	22621	0.5%	EI
Networking	80.99%	79.46%	184995	2.7%	EI
Desktop	86.98%	84.11%	94729	10.4%	EI
Accessories	80.50%	77.85%	-1352029	-1.9%	OOS
Total	**79.83%**	**79.26%**	**-2417425**	**-2.0%**	**OOS**

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

Region/Market: All

Customer: All

Segment/ Category/ Product: All

vs LY | vs Target

Q1 | Q2 | Q3 | Q4

YTD | YTG

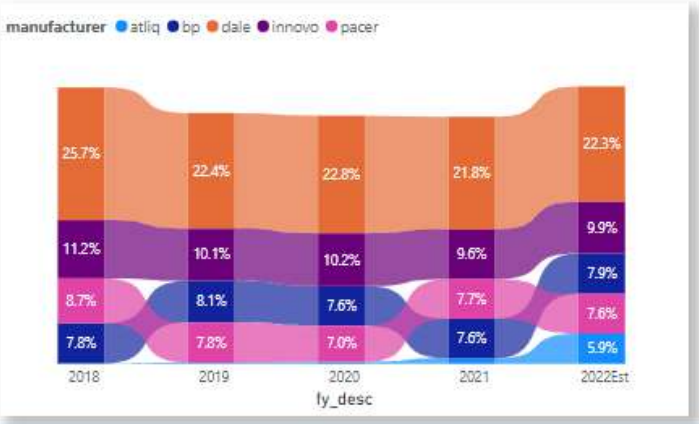
2018 | 2021 | 2019 | 2022Est | 2020

$3.74bn	38.08%	81.17%	-13.98%
BM: (Blank) (+Infinity%)	BM: (Blank) (+Infinity%)	LY: 80.21% (+1.2%)	BM: (Blank) (-Infinity%)
Net Sales	GM %	Net Profit %	Forecast Accuracy

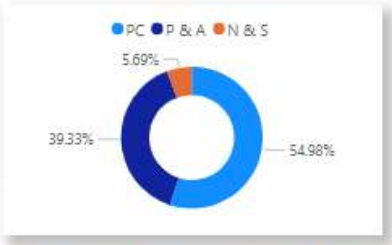
PC Market Share Trend - AtliQ & Competitors

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	$21.0M	0.4%	35.3%	-0.8%	0.1%	0.3%	EI
SE	$446.4M	9.0%	37.6%	-1.3%	6.6%	-6.7%	OOS
ROA	$1,077.4M	21.7%	35.4%	-2.3%	3.2%	-5.3%	OOS
ANZ	$257.1M	5.2%	42.5%	-3.2%	0.5%	-1.2%	OOS
NA	$1,290.7M	26.0%	43.5%	-13.4%	1.8%	-3.8%	OOS
NE	$604.6M	12.2%	34.1%	-14.3%	2.5%	4.9%	EI
India	$1,271.2M	25.6%	35.1%	-22.0%	5.1%	0.2%	EI
Total	**$4,968.5M**	**100.0%**	**37.8%**	**-11.6%**	**2.3%**	**-2.0%**	**OOS**

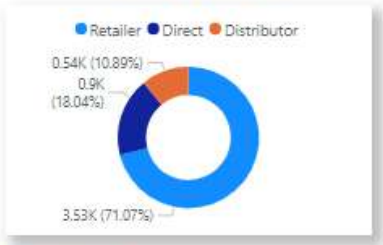
Key Insights By Sub Zone



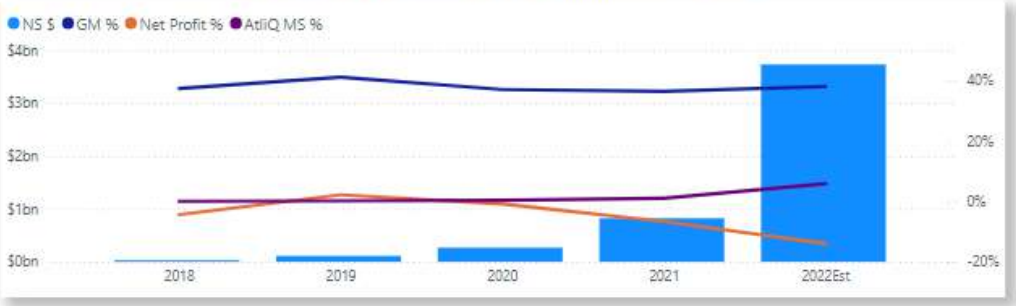
Revenue by Channel



Revenue by Channel



Yearly Trend By Revenue, GM%, Net Profit%, Market Share%



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.6%	36.76%
Atliq e Store	8.4%	37.13%
AtliQ Exclusive	9.6%	45.67%
Flipkart	3.6%	39.78%
Sage	3.4%	32.45%
Total	**38.7%**	**38.96%**

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	37.55%
AQ BZ Allin1 Gen 2	4.1%	38.51%
AQ HOME Allin1 Gen 2	4.4%	38.04%
AQ Smash 1	3.3%	37.47%
AQ Smash 2	3.4%	37.37%
Total	**18.7%**	**37.83%**

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

- Home
- Info Page
- Finance View
- Sales View
- Marketing View
- Supply Chain View
- Executive View
- **Support Page**

Business Insights 360 Support

Get an issue Resolved

Provide Feedback

Add New Request

Checkout Contingency Plans

New to Power BI ?