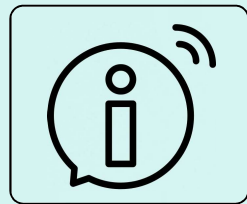




## Business Insights 360



### info

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



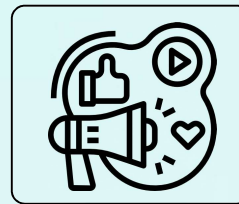
### Finance View

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



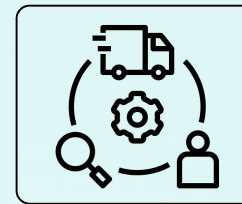
### Sales View

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



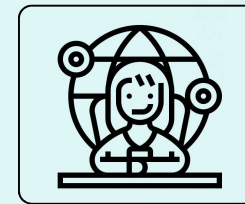
### Marketing View

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 ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



**\$823.85M** ✓

BM: 267.98M (+207.43%)

**Net Sales**

**36.49%** !

BM: 37.10% (-1.65%)

**GM %**

**-6.63%** !

BM: -0.85% (-676.38%)

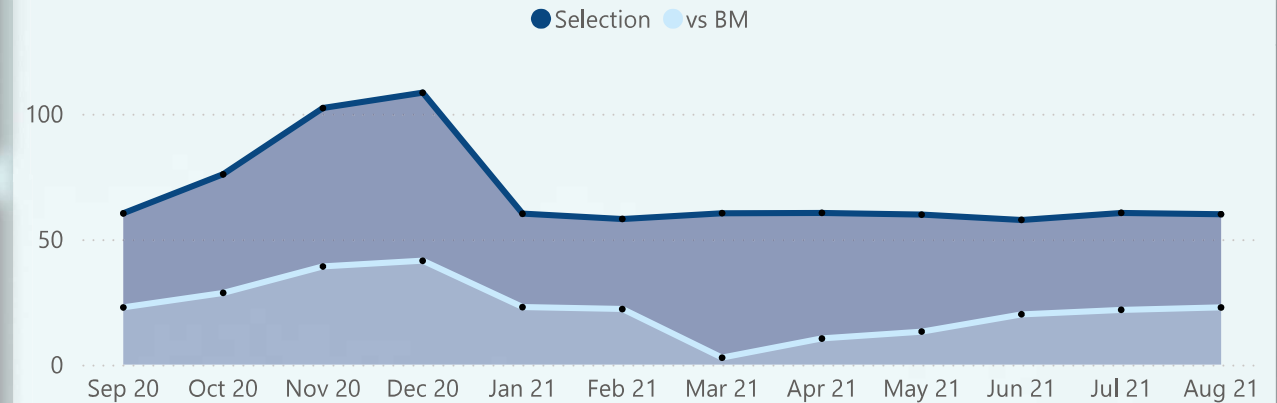
**Net Profit %**

**Profit and Loss Statement**

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38

**Net Sales Performance over time**

vs LY vs Target



**Top / Bottom Products & Customers by Net Sales**

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.34
NA	177.94	186.03	Networking	45.16	72.26
LATAM	3.16	58.40	Notebook	266.49	208.45
<b>Total</b>	<b>823.85</b>	<b>207.43</b>	Peripherals	166.51	174.64
			Storage	54.42	97.48
			<b>Total</b>	<b>823.85</b>	<b>207.43</b>

**BM** = Benchmark, **LY** = Last Year



region, market

customer

segment, category, pr...

All

All

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Total	\$823.85M	300.63M	36.49%

Product Performance

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%

Performance Matrix

vs LY

vs Target

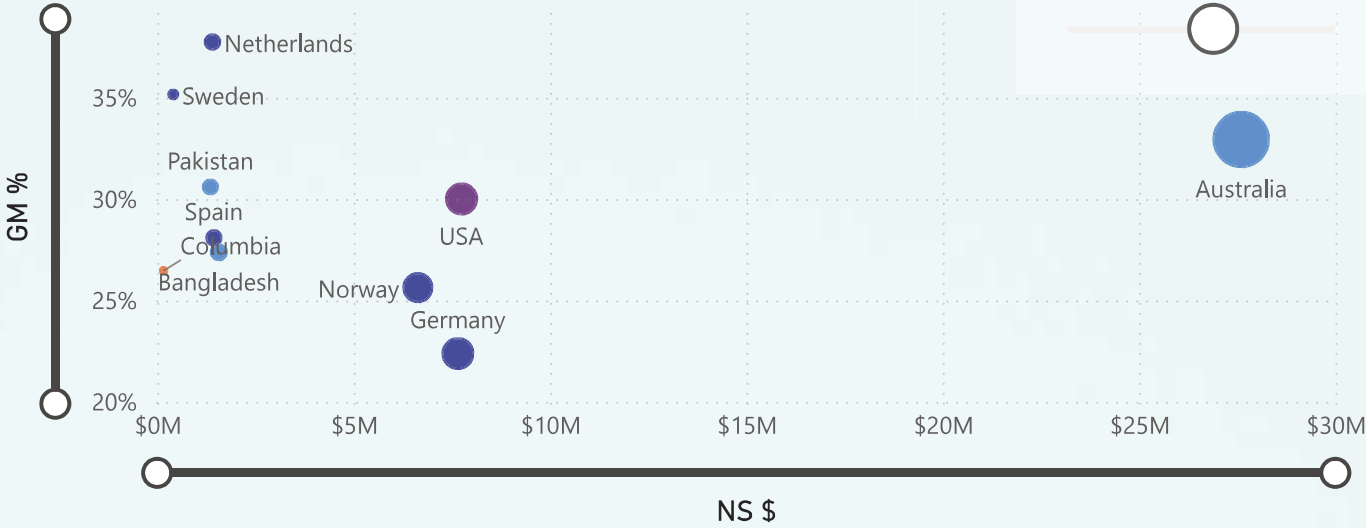
region

APAC

EU

LATAM

NA

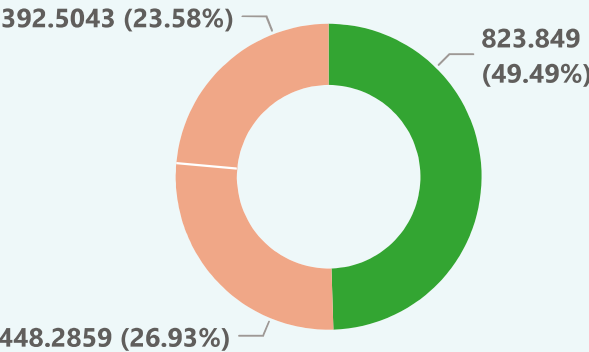


Unit Economics

Net Sales

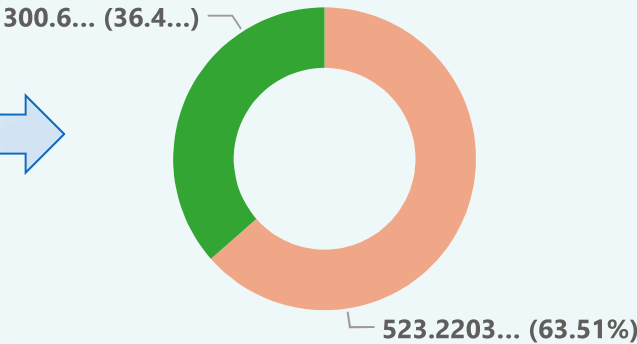
Total Post Invoice De...

Pre Invoice D...



Total COGS

Gross Margin





region, market  
All

customer  
All

segment, category, pr...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

### Product Performance

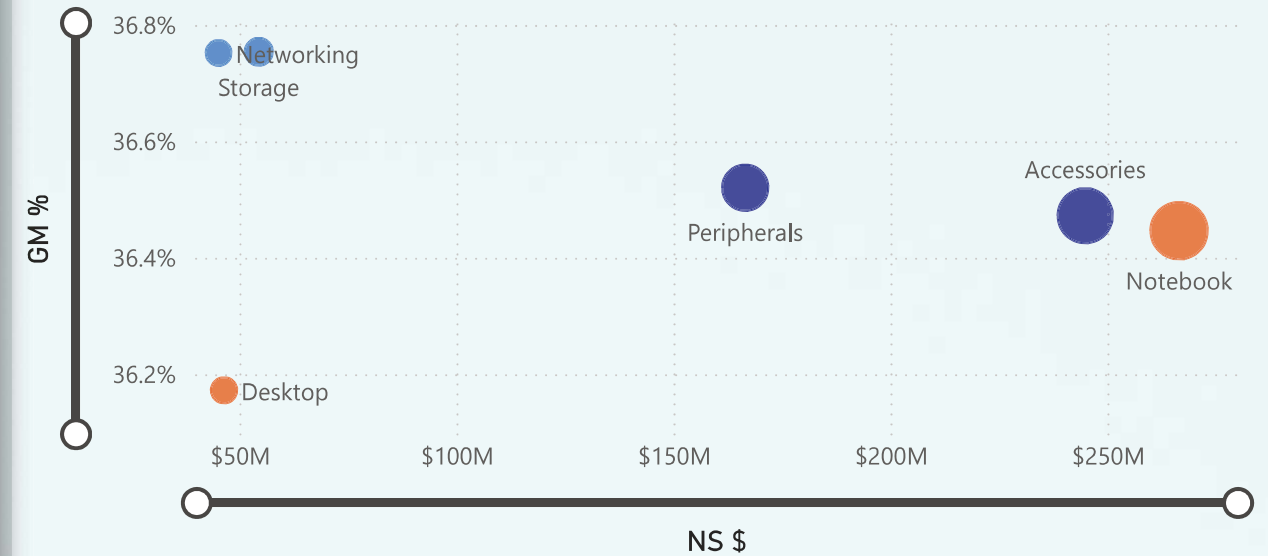
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage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

Show GM %

### Performance Matrix

Show NP %

division ● N & S ● P & A ● PC

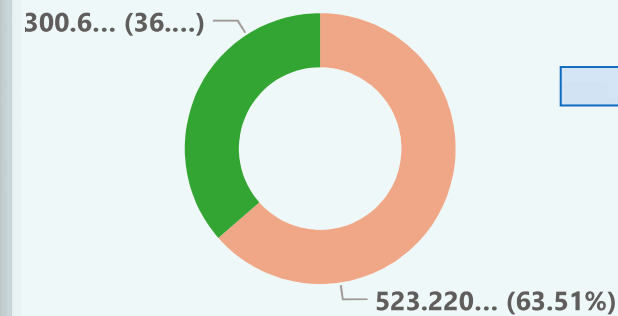


### Region / Market / Customer performance

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

### Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market  
All

customer  
All

segment, category, pr...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



80.21%✓

BM: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

BM: 491.6K (-252.91%)

Net Error

9780.7K!

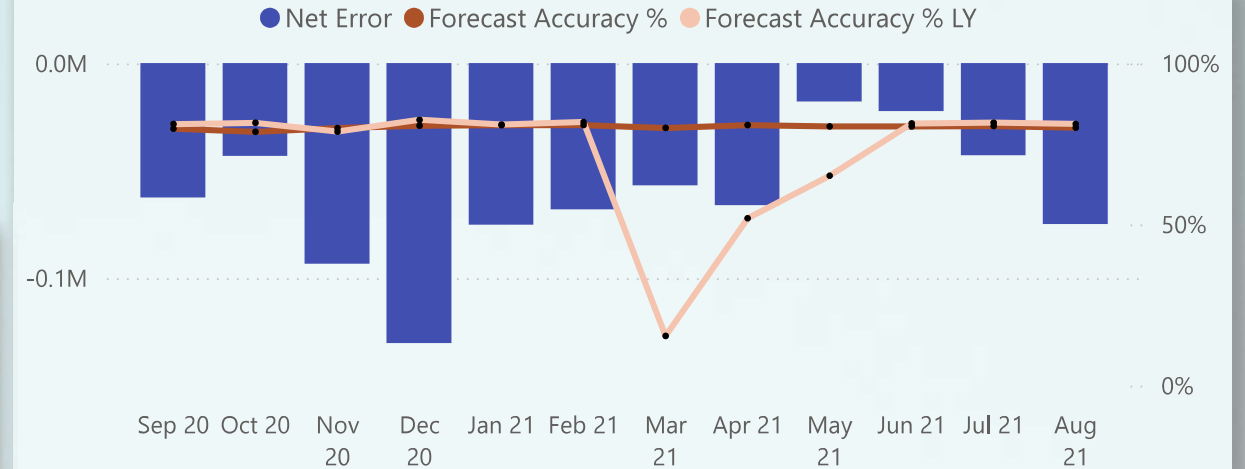
BM: 5743.2K (+70.3%)

ABS Error

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
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
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsocity	50.35%	42.87%	9221	0.91%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Expression	44.32%	37.52%	2997	0.37%	EI
Ezone	44.11%	33.17%	26876	3.52%	EI
Flawless Stores	56.20%	38.50%	20844	12.52%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

#### Accuracy / Net Error Trend



#### Key Metrics By Products

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



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼

All ▼

All ▼

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

**\$823.85M**✓

BM: 267.98M

(+207.43%)

**Net Sales**

**36.49%!**

BM: 37.10% (-1.65%)

**GM %**

**-6.63%!**

BM: -0.85% (-676.38%)

**Net Profit %**

**80.21%**✓

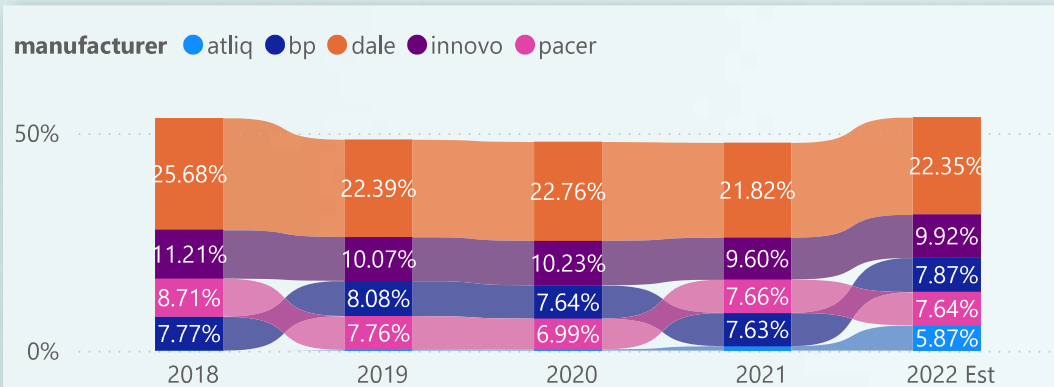
BM: 72.99% (+9.88%)

**Forecast Accuracy**

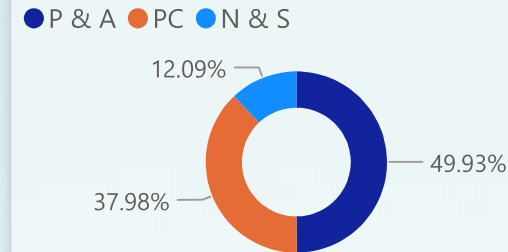
### Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
India	\$210.67M	25.57%	32.03% ↓	-24.65%	2.45%	3.90%	EI
ROA	\$186.89M	22.69%	38.34%	8.23%	1.47%	-21.55%	OOS
NA	\$177.94M	21.60%	37.23% ↓	-13.67%	0.76%	-7.06%	OOS
NE	\$109.29M	13.27%	38.03%	-1.14%	1.17%	11.27%	EI
SE	\$91.48M	11.10%	38.71%	4.43%	3.63%	10.56%	EI
ANZ	\$44.41M	5.39%	38.46% ↓	7.27%	0.28%	-5.19%	OOS
LATAM	\$3.16M	0.38%	37.54%	6.18%	0.05%	5.32%	EI
<b>Total</b>	<b>\$823.85M</b>	<b>100.00%</b>	<b>36.49%</b> ↓	<b>-6.63%</b>	<b>1.06%</b>	<b>-1.52%</b>	<b>OOS</b>

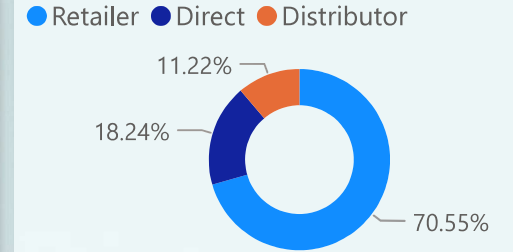
### PC Market Share Trend - AtliQ & Competitors



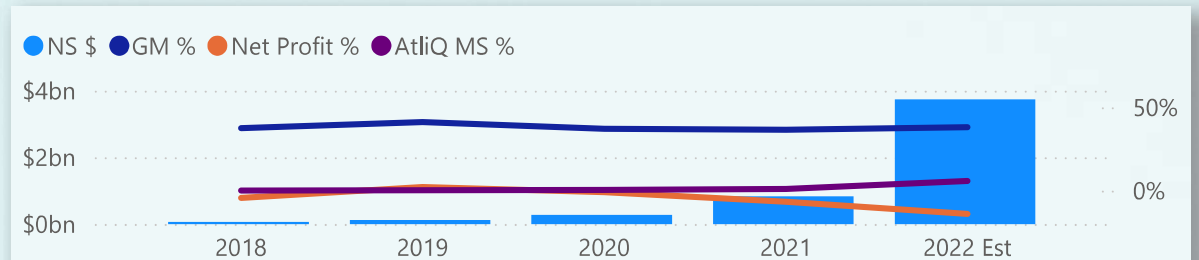
### Revenue by Division



### Revenue by Channel



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



### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.2%	35.4% ↓
AtliQ Exclusive	9.7%	43.7% ↓
AtliQ e Store	8.5%	37.5%
Sage	3.3%	35.2%
Flipkart	3.1%	30.2% ↓
<b>Total</b>	<b>37.8%</b>	<b>37.6%</b>

### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7% ↓
<b>Total</b>	<b>16.3%</b>	<b>36.5%</b>

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?