

Business Insights 360



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



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



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



A top level dashboard for executives consolidating top insights from all dimensions of business.



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



Get your issues resolved by connecting to our support specialist.



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





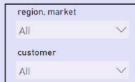






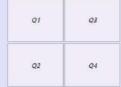






segment, category, prod..





YTD YTG



BM = Benchmark, LY=Last Year



\$3.74bn¹ BM: 3.81bn (-1.86%) Net Sales







-13.98% BM: -14.2% (+1.47%) Net Profit

38.08%

BM: 38.34% (-0.66%) GM %

Net SalesPerformace 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
⊞ LATAN	14.82	-1.60
⊞ NA	1,022.09	-1.24
Total	3,736.17	-1.86

segment	P & L values	P & L Chg %
	454.10	
⊕ Desktop	711.08	
⊞ Networking	38.43	
	1,580.43	
⊕ Peripherals	897.54	
⊞ Storage	54.59	
Total	3,736.17	-1.86

Profit & Loss Statement

Line Item	2022EST	ВМ	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	1,906.95			
Deduction				
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







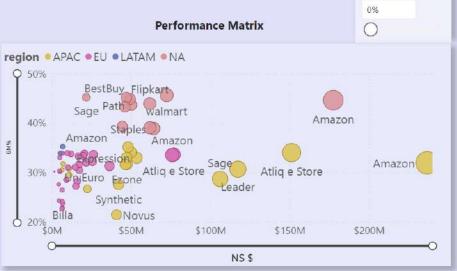












Unit Economics



Customer Performance

customer	NS \$	GM \$	GM%	
Amazon	\$496.9M	182.8	M	36.78%
Atliq Exclusive	\$361.1M	166.1	M	46.01%
Atliq e Store	\$304.1M	112.1	M	36.88%
Flipkart	\$138.5M	58.4	M	42.14%
Neptune	\$105.7M	49.4	M	46.70%
Sage	\$127.9M	40.3	M	31.53%
Leader	\$117.3M	36.0	M	30.70%
walmart	\$72.4M	33.1	M	45.66%
Ebay	\$91.6M	33.1	M	36.09%
Acclaimed Stores	\$73.4M	29.6	М	40.32%
Path	\$59.3M	25.8	M	43.50%
<u> </u>	200 014	25 2	::	27 240
Total	\$3,736.2M	1,422.9	M	38.08%

Product Performance

segment	NS \$	GM \$	GM%
⊞ Networking	\$38.4M	14.8M	38.45%
⊞ Storage	\$54.6M	20.9M	38.33%
⊕ Accessories	\$454.1M	172.6M	38.01%
⊕ Desktop	\$711.1M	272.4M	38.31%
⊕ Peripherals	\$897.5M	341.2M	38.02%
	\$1,580.4M	601.0M	38.03%
Total	\$3,736.2M	1,422.9M	38.08%



















Product Performance

segment	NS \$	GM \$	GM%	Net Profit \$	Net Profit %
⊕ Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
⊞ Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
⊞ Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
⊕ Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
⊞ Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
⊞ Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Unit Economics

NS \$



Region / Market / Customer performance

	APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
\oplus	EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
\pm	LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
\oplus	NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
	Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%





81.17%

LY: 80.21% (+1.2%)

Forecast Accuracy





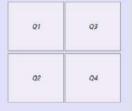


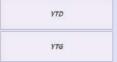














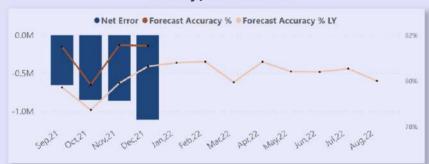
-3472.7K LY: -751.7K(-361.97%)

Net Error

6899.0K LY: 9780.7K(-29.46%)

ABS Error

Accuracy / Net Error Trend



Key Metrics By Product

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

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	73.79%	74.54%	-464694	-9.2%	005
Atliq Exclusive	70.35%	71.69%	-359242	-11.9%	005
Atliq e Store	74.22%	74.59%	-294868	-9.6%	005
Electricalsocity	36.28%	50.35%	-224226	-34.4%	005
Synthetic	30.36%	37.93%	-191078	-36.1%	005
Novus	25.04%	25.28%	-187343	-40.8%	005
Girias	31.58%	45.05%	-154361	-31.7%	005
Expression	35.94%	44.32%	-140660	-27.5%	005
Vijay Sales	30.76%	42.98%	-137937	-25.9%	005
Propel	42.18%	46.53%	-135662	-23.1%	005
Viveks	33.27%	43.03%	-129058	-29.0%	005
Reliance Digital	34.59%	45.19%	-122328	-25.0%	005
Elkjøp	26.90%	53.55%	-115397	-60.9%	005
Forward Stores	10.77%	50.76%	-109913	-71.1%	005
Electricalslytical	45.55%	50.82%	-102814	-16.1%	005
Media Markt	28.17%	53.40%	-101119	-56.5%	005
Sorefoz	23.48%	55.21%	-100677	-61.1%	005
Sound	32.34%	52.83%	-97958	-41.8%	005
Ezone	34.95%	44.11%	-96861	-19.3%	005
Digimarket	28.21%	40.79%	-95328	-46.6%	005
Total	81.17%	80.21%	-3472690	-9.5%	005

















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

-13.98%~ BM: -14.2% Net Profit

LY: 80.21% (+1.2%) Forecast Accuracy

All segment, category, prod... 2019 2021 2022EST 2020 Q1 Q3

Q2

vs LY

BM = Benchmark,

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

YTD

YTG

Q4

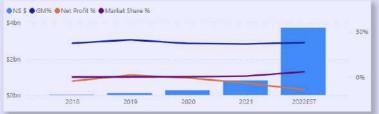
vs Target





Revenue By Channel

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



\$3he	(-
\$2011	_	===	W. C. W. II.		_
S0bn · · · ·	2018	2019	2020	2021	2022EST
Тор	5 Customer	by Revenue		Top 5 Prod	uct by Revenue

customer	RC %	GM%
Sage	3.4%	31.53% 🕹
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88% 🕹
Atliq Exclusive	9.7%	46.01%
Amazon	13.3%	36.78%
Total	38.2%	39.19%

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%	38.069

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM%	Net Profit %	Market Share %	Net Error %	Risk
SE	\$317.8M	0 50/	37.0%	-4.0%	16.4%	-55.5%	005
	7						
ANZ	\$189.8M	5.1%	43.5% 🖖	-7.4%	1.4%	-37.6%	005
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	005
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	005
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	005
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	El
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	El
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	005

PC Market Share Trend - AtliQ & Competitors





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.



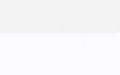
Business Insights 360



Get an issue resolved

Provide Feedback

Add new requests



Check out the contingency plan



