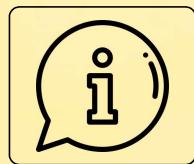




Business Insights 360



Info

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



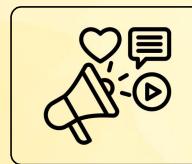
Finance View

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



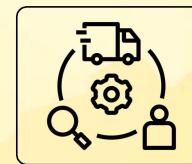
Sales View

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



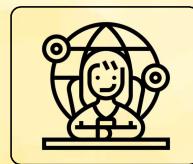
Marketing

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

All

customer

All

segment, cat...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.6%!

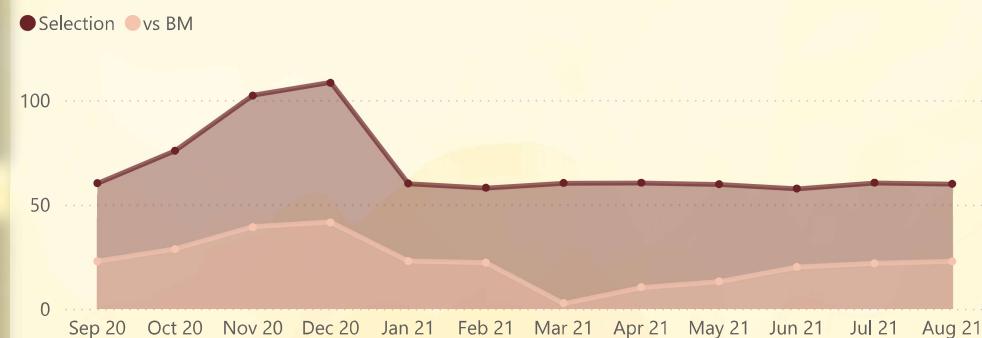
BM: -0.85% (-676.38%)

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



Top / Bottom Customers & Product by Net Sales

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

BM = Benchmark Year, LY = Last Year



region, market

customer

segment, cat...

All

All

All

2019

2020

2021

2022
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Q2

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YTD

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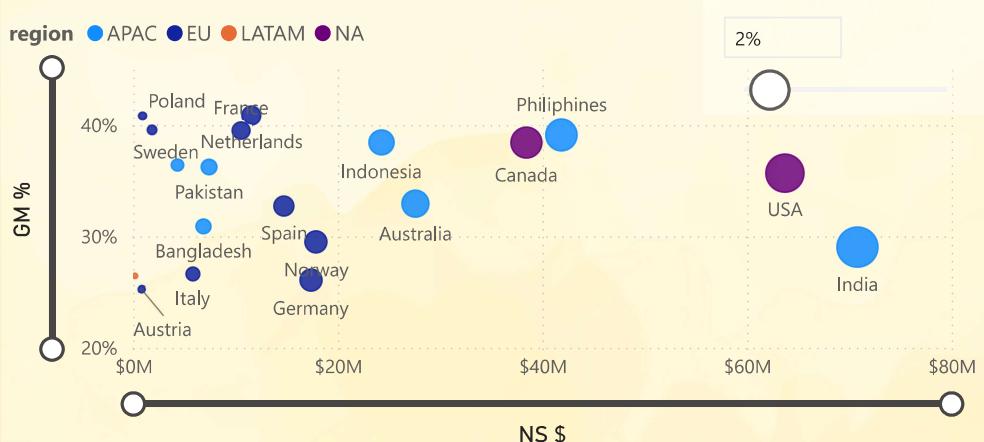
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	\$5.18M	36.18%
All-Out	\$1.06M	\$0.50M	47.53%
Amazon	\$109.03M	\$38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	\$1.05M	35.42%
Atlas Stores	\$4.16M	\$1.68M	40.36%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Atliq Exclusive	\$79.92M	\$34.95M	43.73%
BestBuy	\$8.26M	\$2.97M	35.94%
Billa	\$1.65M	\$0.41M	24.68%
Boulanger	\$5.32M	\$1.55M	29.11%
Chip 7	\$7.23M	\$2.94M	40.71%
Chiptec	\$3.93M	\$1.29M	32.74%
Circuit City	\$8.11M	\$2.59M	31.96%
Control	\$10.10M	\$3.79M	37.57%
Total	\$823.85M	\$300.63M	36.49%

Performance Matrix

vs LY

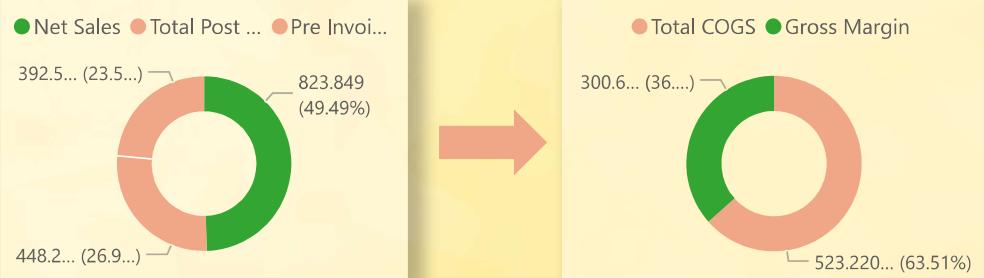
vs Target



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$244.85M	\$89.30M	36.47%
Desktop	\$46.43M	\$16.79M	36.17%
Networking	\$45.16M	\$16.60M	36.75%
Notebook	\$266.49M	\$97.12M	36.45%
Peripherals	\$166.51M	\$60.81M	36.52%
Storage	\$54.42M	\$20.00M	36.75%
Total	\$823.85M	\$300.63M	36.49%

Unit Economics



BM = Benchmark Year, LY = Last Year



region, market

customer

segment, cat...

All

All

All

2019

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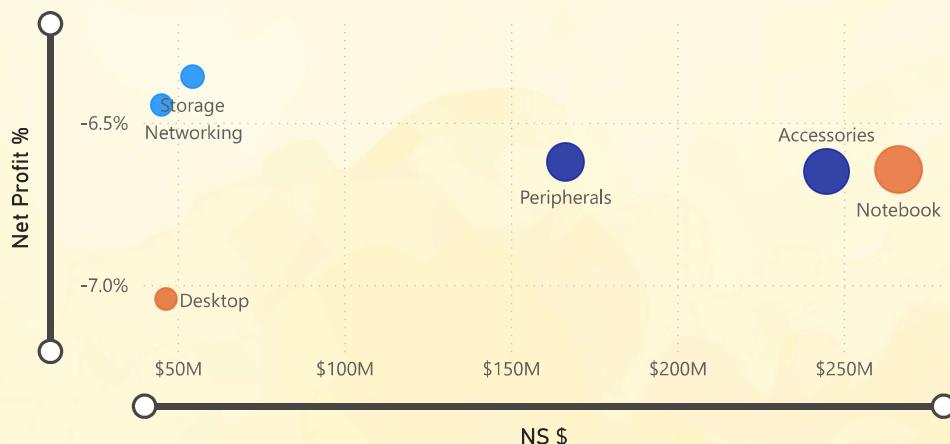
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	\$89.30M	36.47%	-16.28M	-6.7%
Desktop	\$46.43M	\$16.79M	36.17%	-3.27M	-7.0%
Networking	\$45.16M	\$16.60M	36.75%	-2.91M	-6.4%
Notebook	\$266.49M	\$97.12M	36.45%	-17.71M	-6.6%
Peripherals	\$166.51M	\$60.81M	36.52%	-11.02M	-6.6%
Storage	\$54.42M	\$20.00M	36.75%	-3.46M	-6.4%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.6%

Show GM %

Performance Matrix

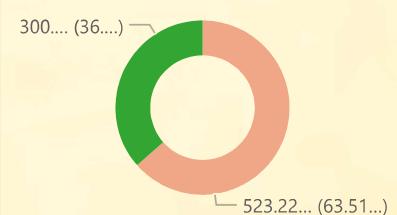
division ● N & S ● P & A ● PC



Region, Market, Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	\$156.21M	35.34%	-33.33M	-7.5%
EU	\$200.77M	\$76.98M	38.34%	2.81M	1.4%
LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.2%
NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.7%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.6%

● Total COGS ● Gross Margin



Unit Economics



BM = Benchmark Year, LY = Last Year, NS = Net Sales



region, market

customer

segment, cat...

2019

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2022
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Q1

Q2

Q3

Q4

YTD

YTG

80.21% ✓
LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K ✓
LY: 491.6K (-252.91%)

Net Error

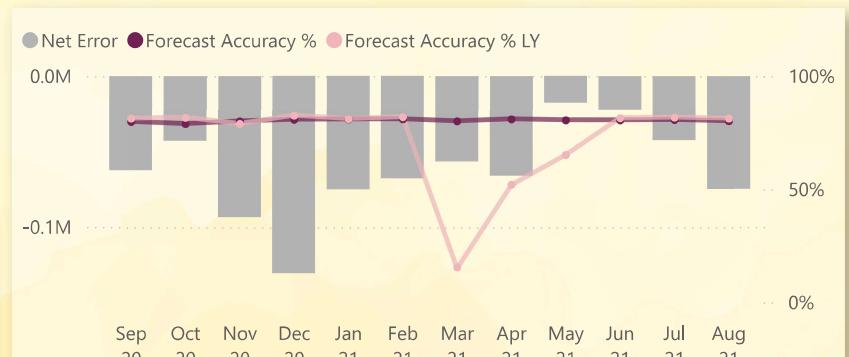
9780.74K!
LY: 5743.2K (+70.3%)

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	4.1% EI	
Atlas Stores	48.16%	39.19%	99521	29.6% EI	
Boulanger	58.77%	38.12%	81786	18.3% EI	
Chip 7	53.44%	41.32%	95124	18.8% EI	
Chiptec	52.54%	27.04%	72175	22.1% EI	
Coolblue	52.95%	43.16%	116840	26.9% EI	
Croma	42.78%	35.49%	45046	6.0% EI	
Electricalsara Stores	52.02%	32.38%	19891	12.4% EI	
Electricalslytical	50.82%	39.26%	130903	12.2% EI	
Electricalsocity	50.35%	42.87%	9221	0.9% EI	
Electricalsquipo Stores	48.82%	39.26%	89614	27.2% EI	
Elite	51.48%	40.14%	4296	1.4% EI	
Epic Stores	52.19%	38.40%	11914	3.8% EI	
Euronics	60.79%	42.25%	58391	15.3% EI	
Expert	60.67%	48.84%	69286	12.0% EI	
Expression	44.32%	37.52%	2997	0.4% EI	
Total	80.21%	72.99%	-751714	-1.5% OOS	

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	90.40%	52.50%	227056	8.2% EI	
Desktop	84.37%	70.07%	16205	11.2% EI	
Storage	83.54%	81.01%	1507656	15.8% EI	
Peripherals	83.23%	75.18%	-318194	-5.9% OOS	
Notebook	79.99%	76.65%	-51254	-4.0% OOS	
Accessories	77.66%	71.42%	-2133183	-7.1% OOS	
Total	80.21%	72.99%	-751714	-1.5% OOS	

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



region, market

All

customer

All

segment, cat...

All

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vs LY

vs
Target

\$823.85M✓

BM: 267.98M
(+207.43%)
Net Sales

36.49%!

BM: 37.10%
(-1.65%)
GM %

-6.6%!

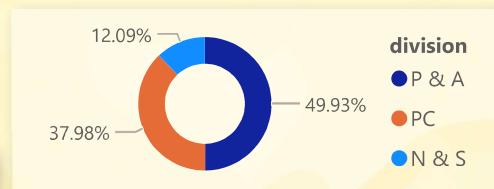
BM: -0.85%
(-676.38%)
Net Profit %80.21%✓
LY: 72.99% (+9.88%)

FA

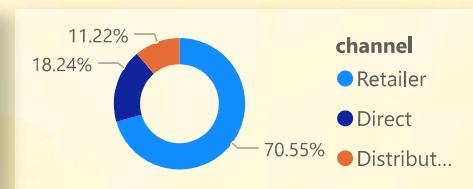
Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
India	\$210.7M	25.6%	32.03%	↓	-24.7%	2.5%	3.9% EI
LATAM	\$3.2M	0.4%	37.54%		6.2%	0.0%	5.3% EI
NE	\$109.3M	13.3%	38.03%		-1.1%	1.2%	11.3% EI
SE	\$91.5M	11.1%	38.71%		4.4%	3.6%	10.6% EI
ANZ	\$44.4M	5.4%	38.46%	↓	7.3%	0.3%	-5.2% OOS
NA	\$177.9M	21.6%	37.23%	↓	-13.7%	0.8%	-7.1% OOS
ROA	\$186.9M	22.7%	38.34%		8.2%	1.5%	-21.6% OOS
Total	\$823.8M	100.0%	36.49%	-6.6%	1.1%	-1.5%	OOS

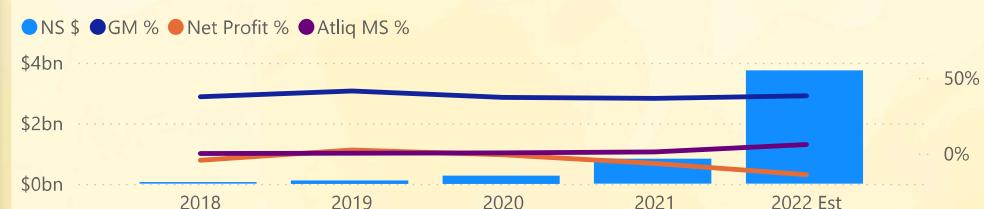
Revenue by Division



Revenue by Channel



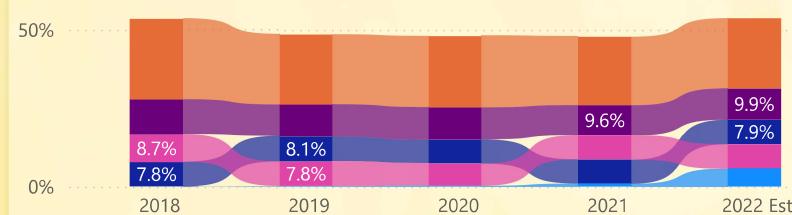
Yearly Trend by Revenue, GM%, NP %, PC Market Share %



PC Market Share Trend - AtliQ & Competitors

manufacturer

atliq bp dale innovo pacer



Top / Bottom Customers & Product by Net Sales

customer	RC %	GM %
Amazon	13.2%	35.40% ↓
Atliq e Store	8.5%	37.54%
Atliq Exclusive	9.7%	43.73% ↓
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Total	37.8%	37.58% ↓

product	RC %	GM %
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
AQ Maxima	2.7%	36.68% ↓
AQ Gen Y	2.9%	36.06%
AQ BZ Allin1	4.1%	35.97%
Total	16.3%	36.52%

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



- All the system data in tool is refreshed every month.
- System data such as Forecast, Actuals and Historical forecast are received from Global database.
- Non system data such as Target, Operational expense and Market share are refreshed on request.

Business Insights 360



Get the issue resolved

Provide Feedback

Contingency Plan

Add new requests

New to Power BI