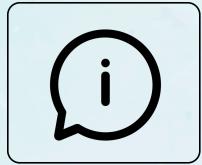


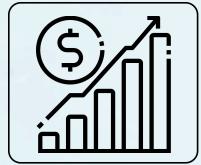


Business Insights 360



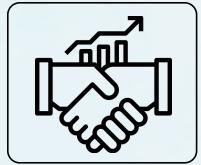
Info

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



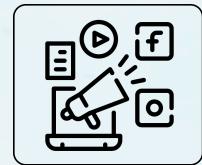
Finance View

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



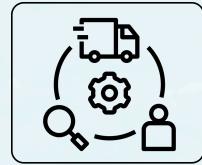
Sales View

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



Marketing

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



Supply Chain View

Get **Forecast Accuracy**, Net Error & 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 date

25 June 2023

Values are in Dollars and Millions

Sales data loaded until : Dec 21



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](#).



region, market

customer

segment, cate...

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG



\$3,736.17M!

BM: 3,807.09M (-1.86%)

38.08%!

BM: 38.34% (-0.66%)

-13.98%✓

BM: -14.19% (+1.47%)

Net Sales

GM %

Net Profit %

Profit & 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

Net Sales Performance Over Time

vs LY vs Target



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 = Bench Mark, LY = Last Year



region, market

All

customer

All

segment, cate...

All

2018

2019

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2021

>

Q1

Q2

Q3

Q4

YTD

YTG



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%
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%
Total	\$3,736.17M	\$1,422.88M	38.08%

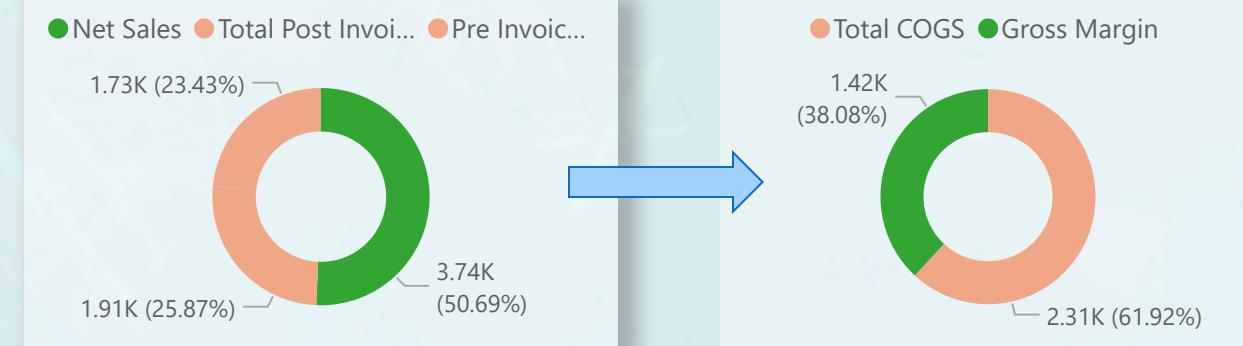
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Desktop	\$711.08M	\$272.39M	38.31%
Accessories	\$454.10M	\$172.61M	38.01%
Storage	\$54.59M	\$20.93M	38.33%
Networking	\$38.43M	\$14.78M	38.45%
Total	\$3,736.17M	\$1,422.88M	38.08%

Unit Economics



vs LY

vs Target



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG



Product Performance

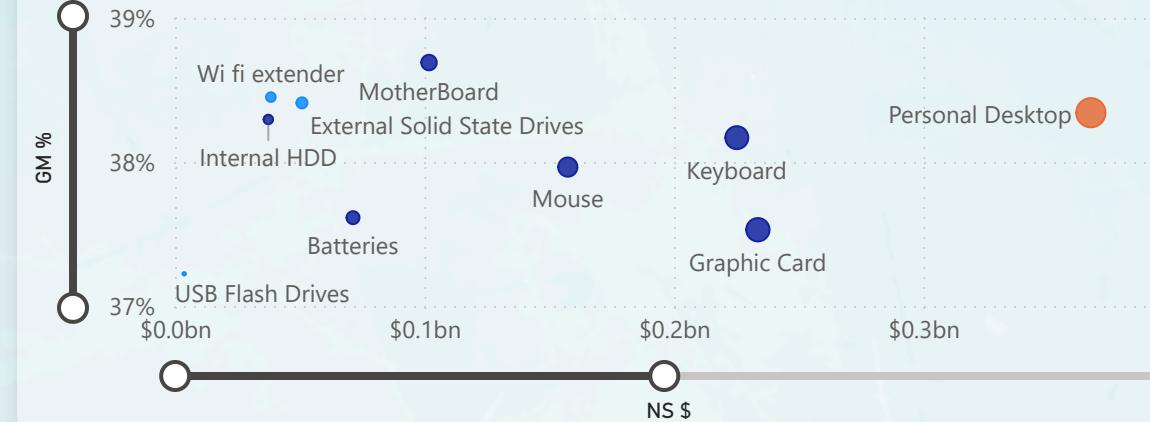
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	-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

division

● N & S ● P & A ● PC

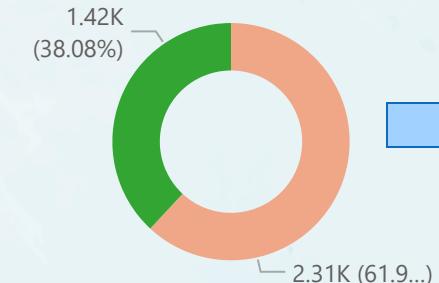


Region / Market / Customer performance

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	\$1,422.88M	38.08%	-522.42M	-13.98%

Total COGS

Gross Margin



Unit Economics

Increase

Decrease





region, market

customer

segment, cate...

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

YTG



81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

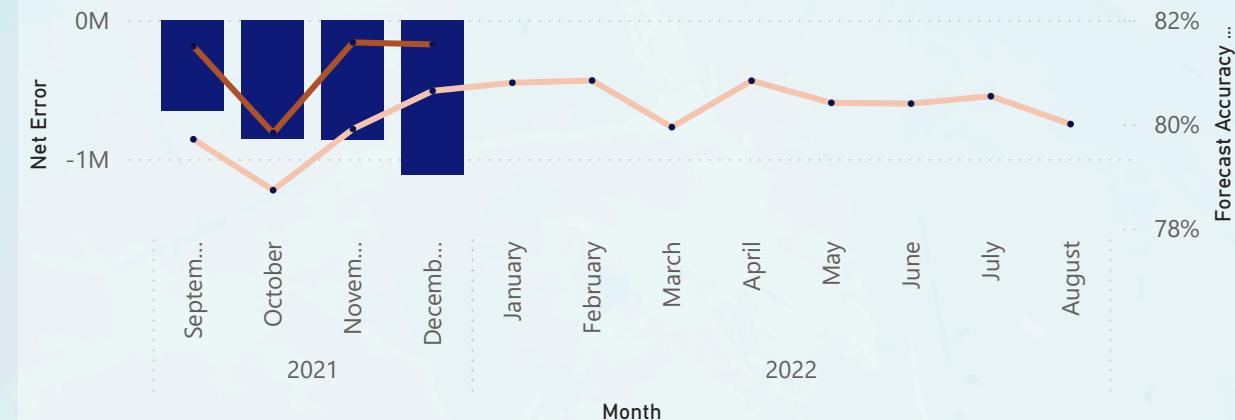
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77619	-16.51%	OOS
Total	81.17%	80.21%	-347269	-9.48%	OOS
			0		

Accuracy / Net Error Trend

Net Error
Forecast Accuracy %
Forecast Accuracy % LY


Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

customer

segment, cate...

2018

2019

2020

2021



Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



\$3,736.17M !

BM: 3,807.09M

(-1.86%)
Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

81.17% ✓

LY: 80.21% (+1.2%)

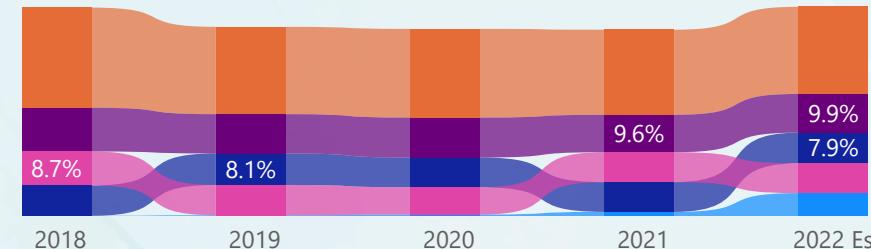
Forecast Accuracy

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.47%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.56%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.56%	OOS
NA	\$1,022.1M	27.4%	45.0%	↓ -14.2%	4.9%	14.35%	EI
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.37%	EI
India	\$945.3M	25.3%	35.8%	↓ -23.0%	13.3%	-24.37%	OOS
ANZ	\$189.8M	5.1%	43.5%	↓ -7.4%	1.4%	-37.61%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

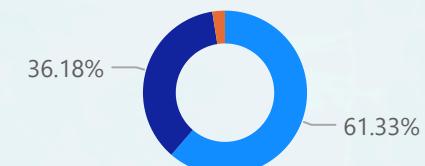
atliq bp dale innovo pacer



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

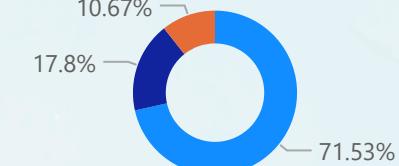
Revenue by Division

PC P & A N & S



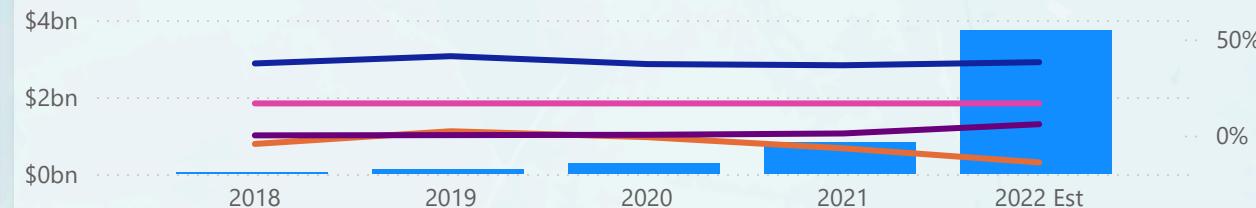
Revenue by Division

Retailer Direct Distributor



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

NS \$ GM % Net Profit % AtliQ MS % Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78% ↓
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% ↓
AQ Smash 2	4.1%	37.40% ↓
Total	23.2%	38.06%



Business Insights 360 Key Info



Get an issue resolved

Provide feedback

Add new requests

Check out the contingency plan

New to Power BI?