

BUSINESS INSIGHT 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.



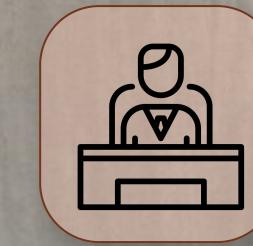
MARKETING VIEW

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.**



EXCECUTIVE 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**.



Net sales \$
₹ 3.74bn✓
BM: 823.85M
(+353.5%)

Gm %
38.08%✓
BM: 36.49%
(+4.37%)

Net profit %
-13.98%!
BM: -6.63%
(-110.79%)

2018 2019 2020 2021 2022 est

q1 q2 q3 q4

ytd ytg

segment, category, product

All

customer

All

region, market

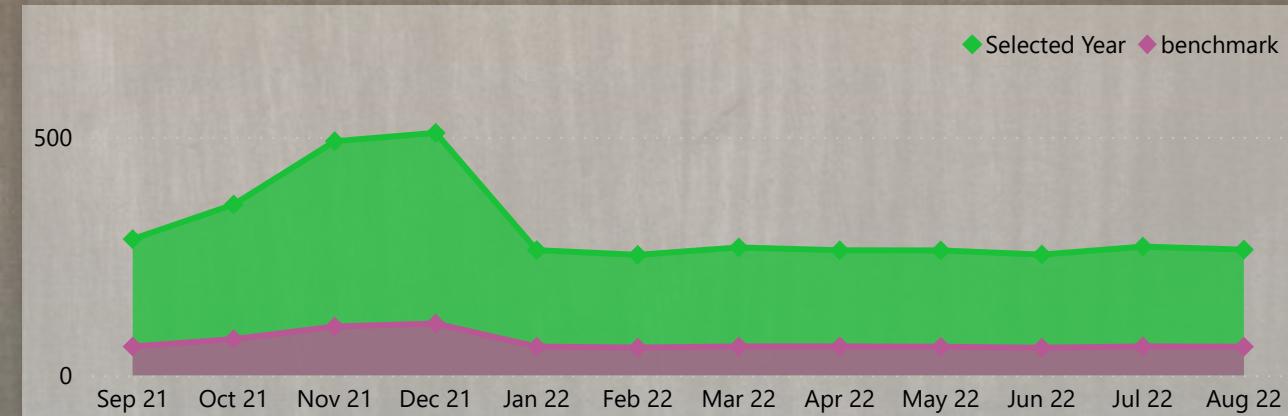
All

LY

TARGET

net sales performance over time

◆ Selected Year ♡ benchmark



Profit and loss statement

Line Item	2022 est	bm	chg	chg %
net profit %	-13.98	-6.63	-7.35	110.79
net profit \$	-522.42	-54.65	-467.77	855.93
other expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Top / bottom region and products 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

segment	p & l values	p & l chg %
Desktop	711.08	1,431.55
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89



region, market

All

segment, category, produ...

All

2018 2019 2020 2021 2022 est

q1 q2 q3 q4

ytd
ytg

Performance of customer

customer	net_sales \$	gm \$	gm %
Novus	₹ 40.80M	₹8.77M	21.49%
Notebillig	₹ 6.66M	₹1.52M	22.81%
Billa	₹ 6.82M	₹1.62M	23.80%
Otto	₹ 6.47M	₹1.56M	24.16%
Saturn	₹ 6.49M	₹1.72M	26.49%
Synthetic	₹ 52.24M	₹14.76M	28.25%
Electricalsquipo Stores	₹ 16.09M	₹4.55M	28.26%
Electricalslance Stores	₹ 9.17M	₹2.62M	28.56%
Surface Stores	₹ 11.01M	₹3.25M	29.49%
Nova	₹ 1.71M	₹0.52M	30.20%
Total	₹ 3,736.17M	₹1,422.88M	38.08%

target gap tolerance

0.10

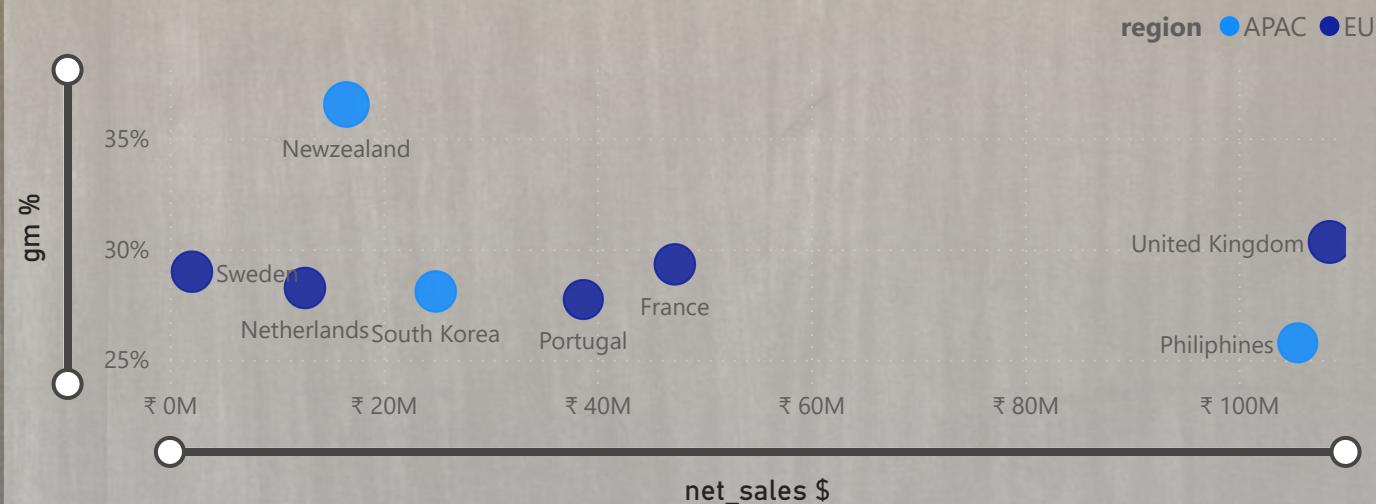
customer

All

LY

TARGET

Performance matrix

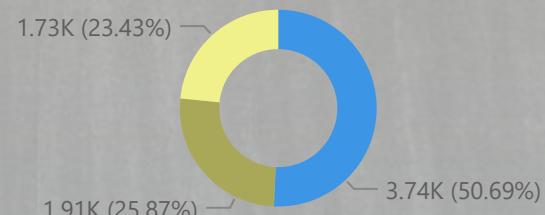


Performance of products

segment	net_sales \$	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	₹1,422.88M	38.08%

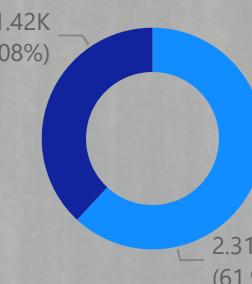
Unit economics

p & l values by Description



Descripti... ● Net Sales ● Total Pos... ● Pre Invoi...

p & l values by Description



Description
● Total COGS
● Gross Ma...



region, market

All

segment, category, product

All

customer

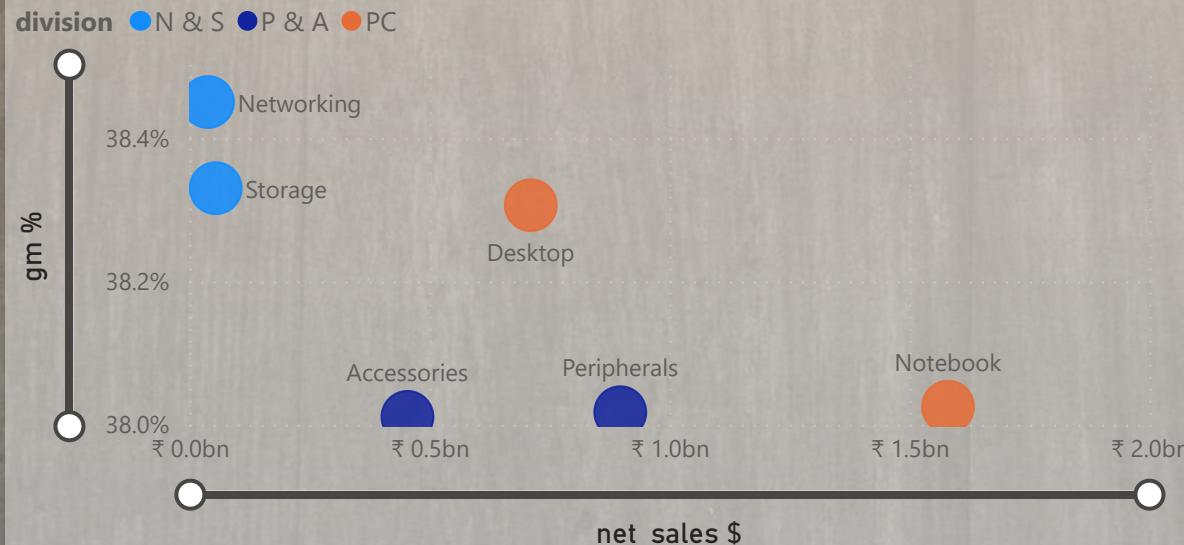
All

2018 2019 2020 2021 2022 est

ytd
ytg

show np%

GM % visual



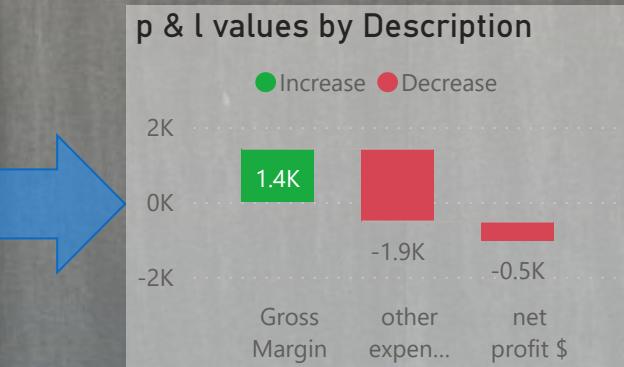
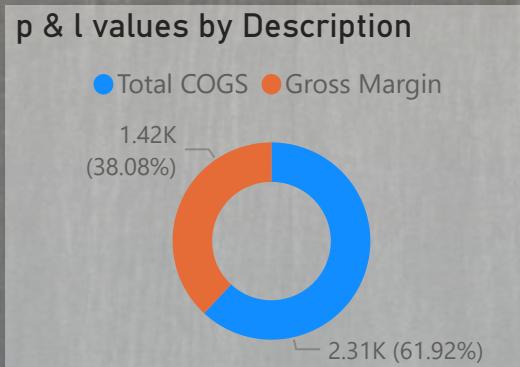
Region / Market performance

region	net_sales \$	gm \$	gm %	net_profit \$	net_profit %
APAC	₹ 1,923.77M	₹690.21M	35.88%	-281.16M	-14.62%
NA	₹ 1,022.09M	₹459.68M	44.97%	-145.31M	-14.22%
EU	₹ 775.48M	₹267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	₹5.19M	35.02%	-0.44M	-2.95%
Total	₹ 3,736.17M	₹1,422.88M	38.08%	-522.42M	-13.98%

Product performance

segment	net_sales \$	gm \$	gm %	net_profit \$	net_profit %
Notebook	₹ 1,580.43M	₹600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	₹341.22M	38.02%	-125.91M	-14.03%
Desktop	₹ 711.08M	₹272.39M	38.31%	-97.79M	-13.75%
Accessories	₹ 454.10M	₹172.61M	38.01%	-63.78M	-14.05%
Storage	₹ 54.59M	₹20.93M	38.33%	-7.51M	-13.76%
Networking	₹ 38.43M	₹14.78M	38.45%	-5.27M	-13.72%
Total	₹ 3,736.17M	₹1,422.88M	38.08%	-522.42M	-13.98%

Unit economics



NP % = net profit %, GM % = gross margin %



region, market

All

segment, category, product

All

customer

All

2018 2019 2020 2021 2022
est

ytd
ytg

forecast accuracy %
81.17% ✓
LY: 0.80 (+1.2%)

Net error \$
-3472.7K ✓
LY: -751.7K
(-361.97%)

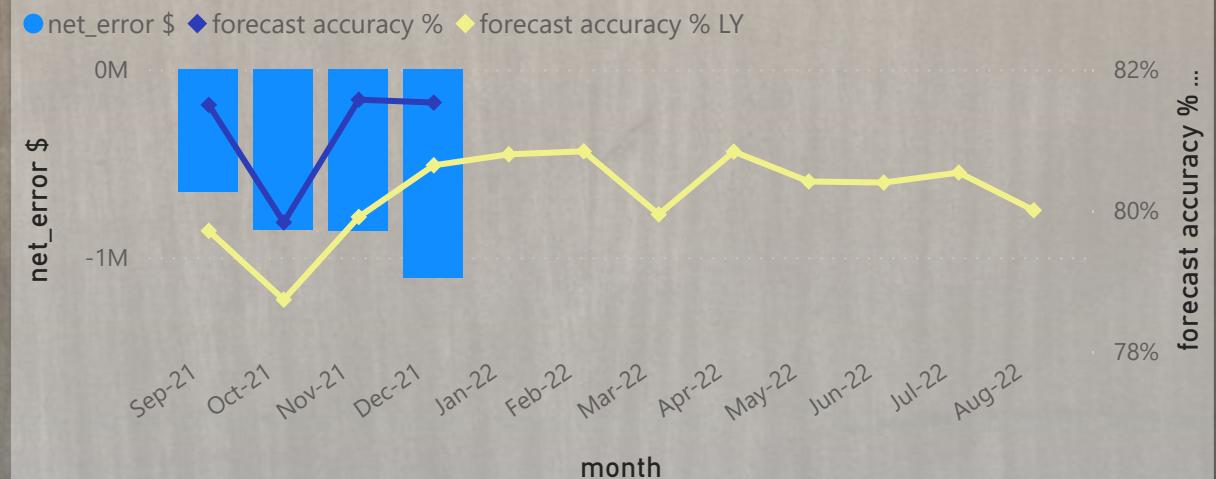
abs error \$
6899.0K ✓
LY: 9780.7K
(-29.46%)



Key metrics by customer

customer	forecast accuracy %	net_error \$	risk	net_error %	forecast accuracy % LY
Atliq e Store	74.22%	-294868	OOS	-9.65%	0.75
Amazon	73.79%	-464694	OOS	-9.22%	0.75
Atliq Exclusive	70.35%	-359242	OOS	-11.91%	0.72
Expert	62.93%	-26489	OOS	-6.75%	0.61
Acclaimed Stores	57.74%	83037	EI	10.74%	0.51
Electricalsbea Stores	55.74%	-6352	OOS	-9.56%	0.52
Mbit	55.40%	-43470	OOS	-22.29%	0.62
Argos (Sainsbury's)	54.78%	-23040	OOS	-17.60%	0.56
walmart	54.78%	84334	EI	12.08%	0.50
Staples	54.45%	79821	EI	11.51%	0.49
Currys (Dixons Carphone)	54.29%	8104	EI	6.00%	0.36
Flipkart	54.21%	-13616	OOS	-1.09%	0.53
Power	54.06%	-11212	OOS	-10.18%	0.57

forecast accuracy /net error by trend



Key metrics by products

segment	forecast accuracy %	net_error \$	risk
Storage	71.50%	-628266	OOS
Peripherals	68.17%	-3204280	OOS
Notebook	87.24%	-47221	OOS
Networking	93.06%	-12967	OOS
Desktop	87.53%	78576	EI
Accessories	87.42%	341468	EI



segment, category, prod...

All

customer

All

region, market

All

ytd

ytg

LY

TARGET

2018

2019

2020

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2022
est

q1 q2 q3 q4

Net sales \$
₹ 3.74bn ✓
BM: 823.85M
(+353.5%)

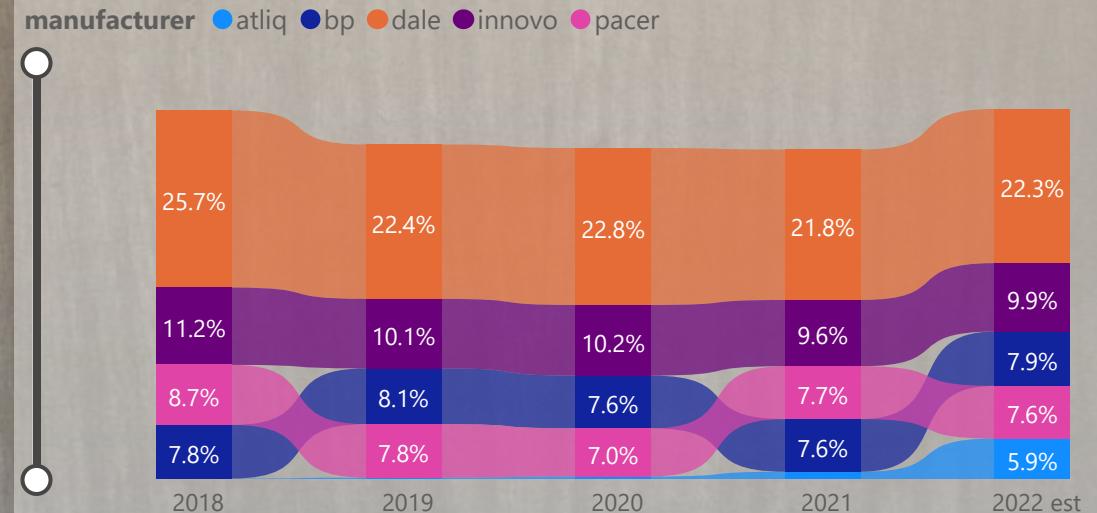
Gm %
38.08% ✓
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Net profit %
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BM: -6.63%
(-110.79%)

forecast accuracy %
81.17% ✓
LY: 0.80 (+1.2%)

**Key insights by sub zone**

sub_zone	net_sales \$	rc %	gm %	net_profit %	atliq ms %	net_error %	risk
LATAM	₹ 14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NE	₹ 457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
SE	₹ 317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS

PC market share trend - Atliq & Competitors**Yearly trend by revenue, gm%, net profit%, pc market share%**

● net_sales \$ ● gm % ● net_profit % ● atliq ms %

₹ 4bn

₹ 3bn

₹ 2bn

₹ 1bn

₹ 0bn

2018

2019

2020

2021

2022 est

40%

20%

0%

-20%

Show Revenue by division**Revenue by channel**

● Retailer ● Direct ● Distributor

Show by customer**Top 5 product by revenue**

product	rc %	gm %
AQ Smash 2	4.1%	37.40%
AQ Smash 1	3.8%	37.43% ↓
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%

BM= benchmark, LY =last year, EI=excess inventory, OOS=out of stock



We are growing, working, learning and leading

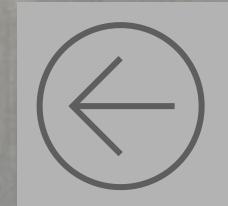
Personal Computers, Accessories, Notebook, Peripherals,
Networks

New to power bi

Report bugs

Add new requests

provide feedback



BUSINESS INSIGHT 360

- *All the system data in tool is refreshed every month on 5th working day.**
- *System data such has forecast, actuals & historical forecast are received from global database.**
- *Non system data such as Target, Operational expense & Market share is refreshed on request.**
- *For FAQ's click [here](#).**
- *Download live excel version [here](#).**

