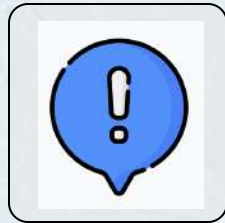




Business Insights 360



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.

Report Refresh Date:

21 November 2023

Value are in Rupees & Millions

Sales data loaded until : Dec 21



Finance View

region, market
All

customer
All

segment, category, prod...
All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

YTD

YTG

Net Sales

₹ 3.74bn
BM: 3.81bn (-1.86%)

GM %

38.08%
BM: 38.34%
(-0.66%)

Net Profit %

-13.98%
BM: 100.00%
(-113.98%)

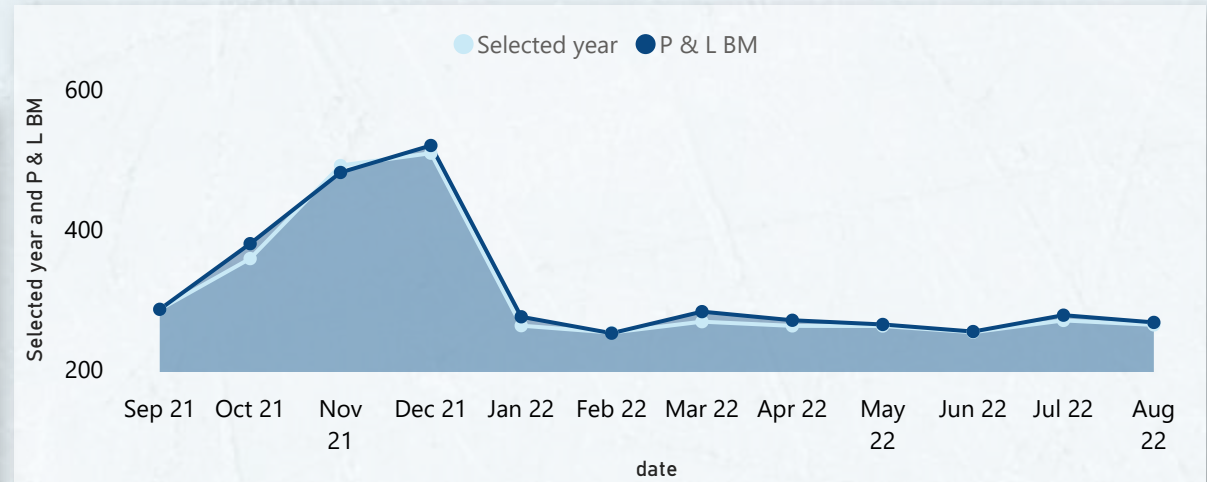
vs LY

vs Target

Profit and 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 Expenses	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-3.30
Net Profit %	-13.98	100.00	-113.98	-113.98

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P&L Values	P&L chg%
APAC	1,923.77	
EU	775.48	
LATAM	14.82	
NA	1,022.09	
Total	3,736.17	-1.86

segment	P&L Values	P&L chg%
Notebook	1,580.43	-58.49
Peripherals	897.54	-76.42
Desktop	711.08	-81.32
Accessories	454.10	-88.07
Storage	54.59	-98.57
Networking	38.43	-98.99
Total	3,736.17	-1.86

customer

segment, category, prod...

All

All

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

YTD

YTG

Customer Performance

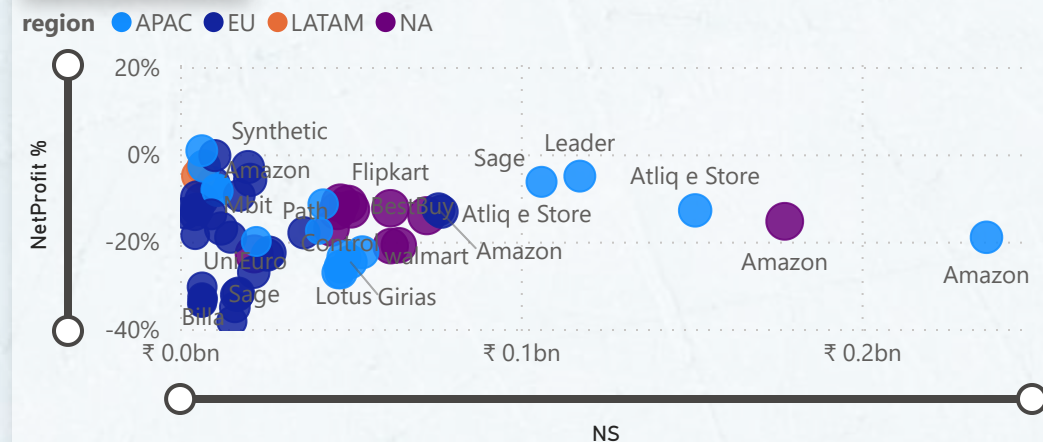
customer	NS	GM	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
Total	₹ 3,736.17M	1,422.88M	38.08%

Product Performance

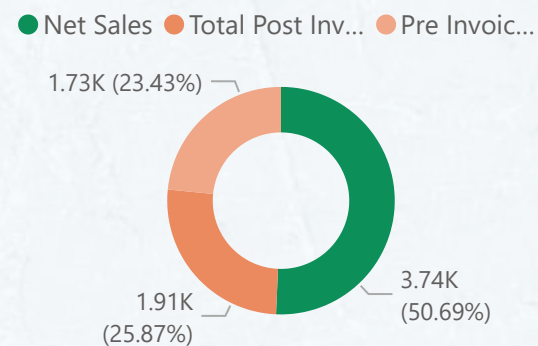
segment	NS	GM	GM %
⊕ Accessories	₹ 454.10M	172.61M	38.01%
⊕ Desktop	₹ 711.08M	272.39M	38.31%
⊕ Networking	₹ 38.43M	14.78M	38.45%
⊕ Notebook	₹ 1,580.43M	600.96M	38.03%
⊕ Peripherals	₹ 897.54M	341.22M	38.02%
⊕ Storage	₹ 54.59M	20.93M	38.33%

Performance Matrix

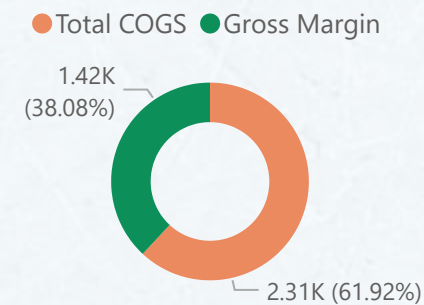
Show GM %



Unit Economics



P&L Values by Description



vs LY

vs Target



Marketing View

region, market

All

customer

All

segment, category, prod...

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022
Est

YTD

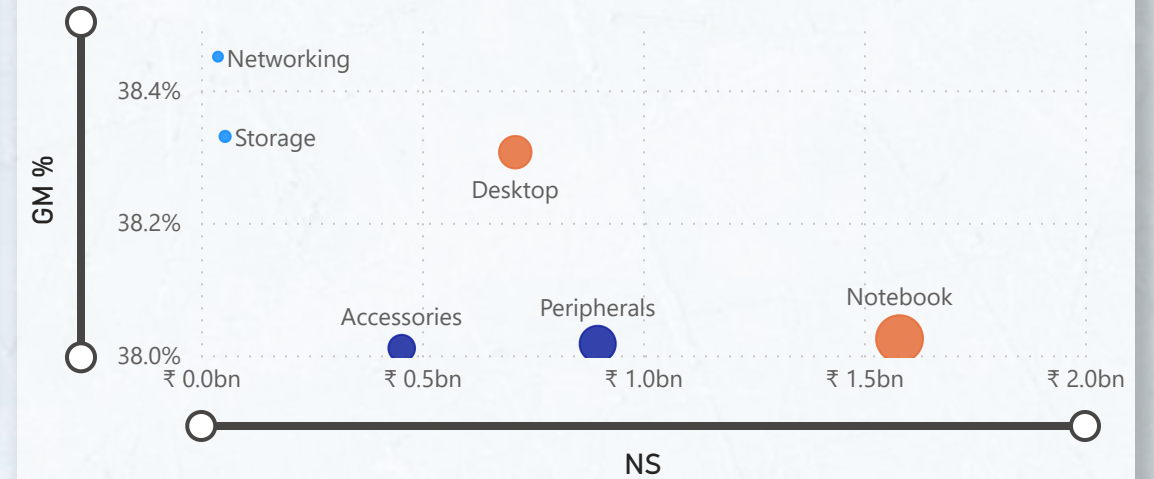
YTG

Product Performance

segment	NS	GM	GM %	NetProfit	NetProfit %
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%

Performance Matrix

division ● N & S ● P & A ● PC

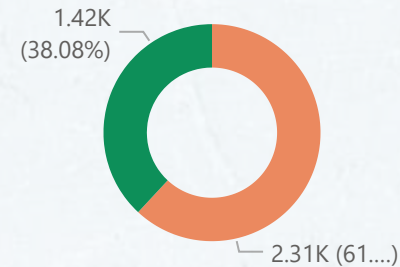


Region/Market/Customer Performance

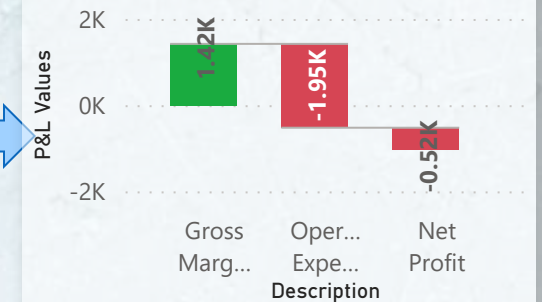
region	NS	GM	GM %	NetProfit	NetProfit %
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





Supply Chain View

region, market
All

customer
All

segment, category, prod...
All

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Forecast Accuracy

81.17%
LY: 80.21% (+1.2%)

Net Error

-3472.69K
LY: -751.71K
(+361.97%)

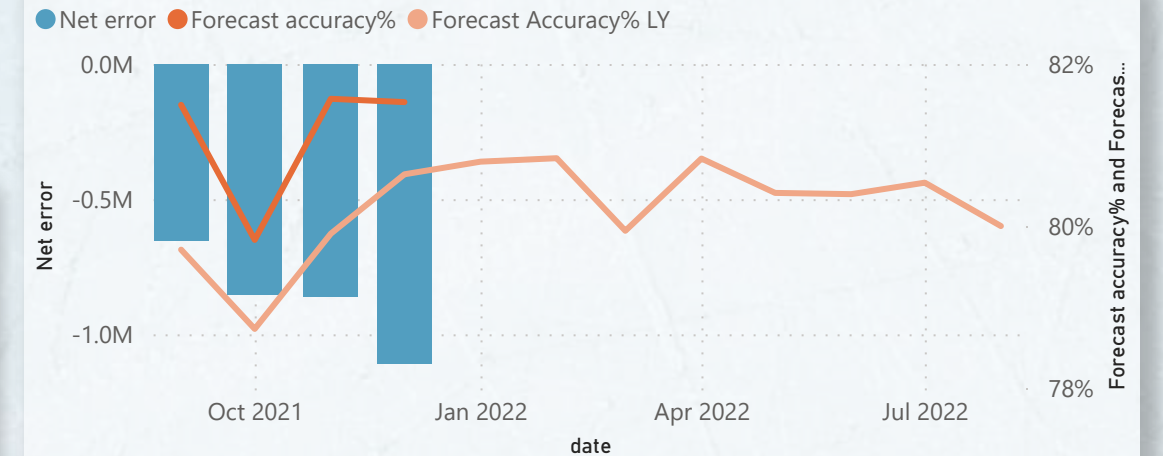
Abs Error

6899.04K
LY: 6899.04K
(+0%)

Key Measures by Customer

customer	Forecast accuracy %	Forecast Accuracy% LY	Net error	Net error%	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
All-Out	43.96%	29.09%	-150	-0.3%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.3%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Boulanger	52.69%	58.77%	-48802	-20.2%	OOS
Chip 7	34.56%	53.44%	-85293	-35.0%	OOS
Chiptec	50.49%	52.54%	-20102	-11.4%	OOS
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Coolblue	47.66%	52.95%	-34790	-15.3%	OOS
Costco	51.95%	49.42%	101913	15.8%	EI
Croma	36.58%	42.78%	-77649	-16.5%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast accuracy%	Net error	Risk	Net error%	Forecast Accuracy% LY
Accessories	87.42%	341468	EI	1.7%	77.66%
Notebook	87.24%	-47221	OOS	-1.7%	79.99%
Peripherals	68.17%	-3204280	OOS	-31.8%	83.23%
Storage	71.50%	-628266	OOS	-25.6%	83.54%
Desktop	87.53%	78576	EI	10.2%	84.37%
Networking	93.06%	-12967	OOS	-1.7%	90.40%
Total	81.17%	-3472690	OOS	-9.5%	80.21%



Executive View

region, mark...
All

custom...
All

segment, categ...
All

Q1

Q2

Q3

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2018

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Est

vs LY

vs
Target

Net Sales

₹ 3.74bn

BM: 3.81bn
(-1.86%)

GM %

38.08%

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(-0.66%)

Net Profit %

-13.98%

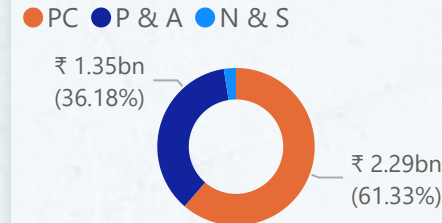
BM: 100.00%
(-113.98%)

Forecast Accuracy

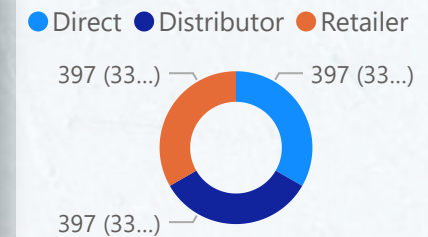
81.17%

BM: 80.21% (+1.2%)

Revenue by Division



Revenue by Channel



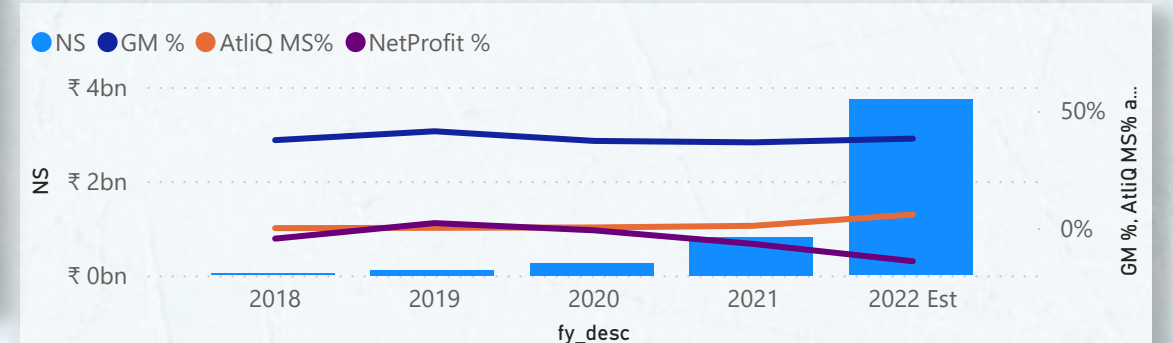
YTD

YTG

Key Insights by Sub Zone

sub_zone	NS	GM %	NetProfit %	Revenue Contirbut ion %	AtliQ MS%	Net error%	Risk
NE	₹ 457.71M	32.80% ↓	-18.09%	12.25%	6.80%	-4.6%	OOS
ROA	₹ 788.66M	34.19% ↓	-6.32%	21.11%	8.32%	-4.6%	OOS
LATAM	₹ 14.82M	35.02% ↓	-2.95%	0.40%	0.28%	3.4%	EI
India	₹ 945.34M	35.75%	-22.99%	25.30%	13.26%	-24.4%	OOS
SE	₹ 317.78M	37.03% ↓	-4.00%	8.51%	16.40%	-55.5%	OOS
Total	₹ 3,736.17M	38.08%	-13.98%	100.00%	5.87%	-9.5%	OOS

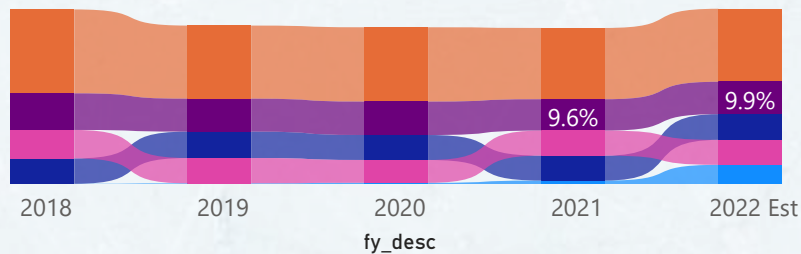
Yearly Trend by Revenue, Net Profit%, GM%, & PC Market Share %



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

Marketshare % by fy_desc and Manufacturer

Manufacturer atliq bp dale innovo pacer



Top 5 Customers by Revenue

customer	Revenue Contirbut ion %	GM %
AtliQ Exclusive	9.67%	46.01%
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78% ↓
Sage	3.42%	31.53% ↓
Total	38.23%	39.19%

Top 5 Products by Revenue

product	Revenue Contirbut ion %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08% ↓
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40% ↓
Total	23.19%	38.06%

BM - Bench Mark , EI - Excess Inventory , OOS- Out Of Stock



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](#).