



Business Insights 360



Sep 13, 2025 04:01 PM



Dec 21



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.



Executive View

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



Information



Support



FILTERS



Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

NS \$

\$823.85M

BM: 267.98M | 207.43% ▲

GM %

36.49%

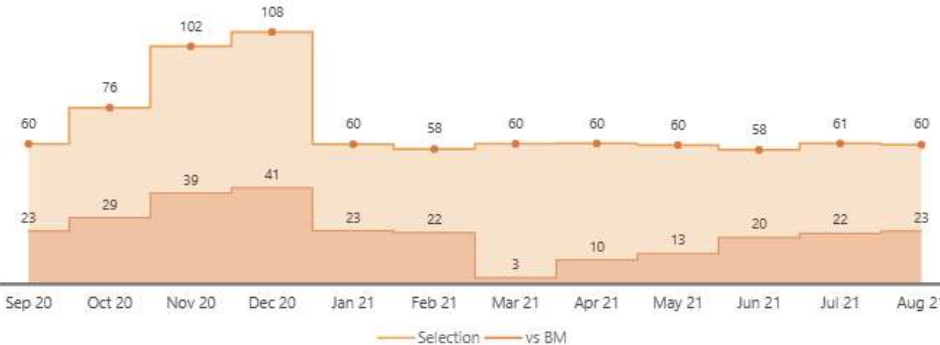
BM: 37.1% | -1.65% ▼

NP %

-6.63%

BM: -0.85% | 676.38% ▲

Net Sales Performance Over Time



Primary Parameter

● REGION

○ CATEGORY

Secondary Parameter

○ Market

● Product

Top / Bottom Products & Customers by Net Sales

REGION	Values	Chg %
APAC	441.98	198.67
EU	200.77	259.88
NA	177.94	186.03
LATAM	3.16	58.40
Total	823.85	207.43

Profit & 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



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Net Sales Performance Over Time

Gross Margin%
Variance

9%

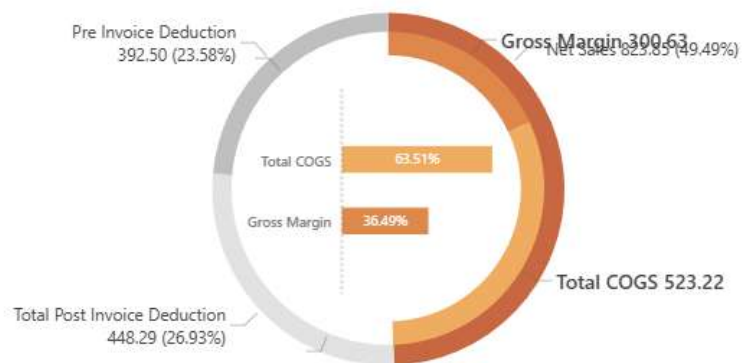


Customer Performance

Product

Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Billa	\$1.65M	0.41M	24.68%	-37.35%
Croma	\$9.88M	2.60M	26.32%	-26.15%
Currys (Dixons Carphone)	\$2.43M	0.69M	28.43%	-25.32%
Digimarket	\$5.41M	1.52M	28.12%	-31.11%
Integration Stores	\$1.88M	0.51M	27.34%	-33.01%
Notebillig	\$1.47M	0.27M	18.28%	-39.50%
Sound	\$5.68M	1.46M	25.65%	-45.01%
Total	\$28.39M	7.46M	26.27%	-33.56%



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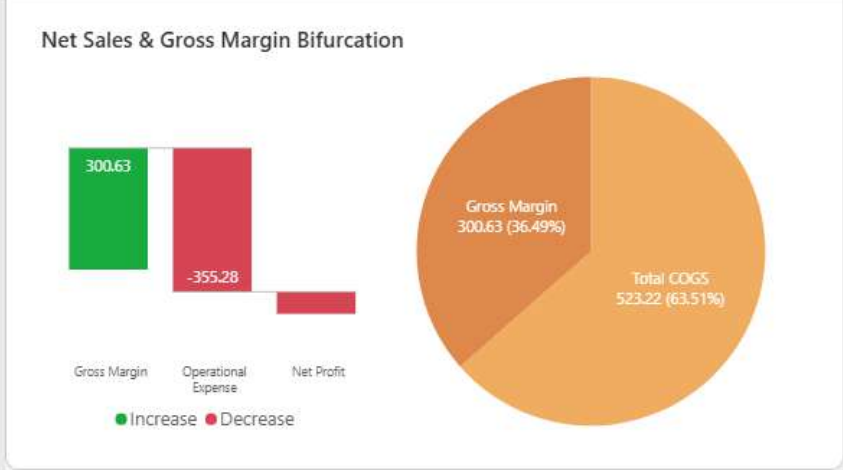
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Segment

Market

Region

Market

Region	NS \$	GM %	NP \$	NP %	Δ NP %
LATAM	\$3.16M	37.54%	0.20M	6.18%	-7508.85%
EU	\$200.77M	38.34%	2.81M	1.40%	124.37%
APAC	\$441.98M	35.34%	-33.33M	-7.54%	632.53%
NA	\$177.94M	37.23%	-24.32M	-13.67%	664.64%
Total	\$823.85M	36.49%	-54.65M	-6.63%	676.38%



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Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Net Error (\$)

-752K

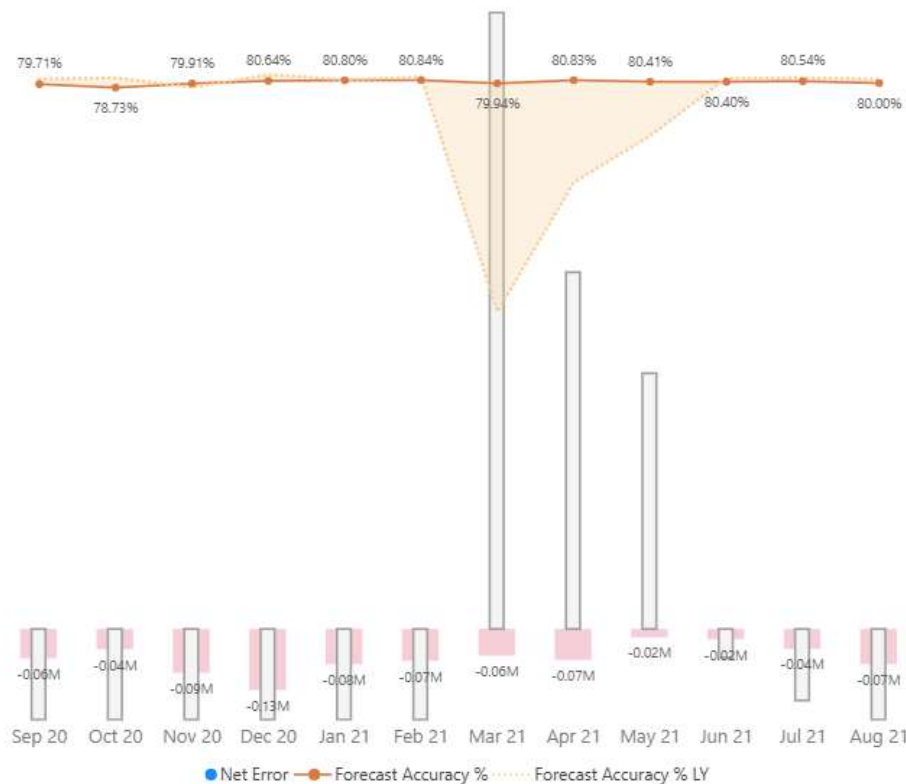
LY: 0.49M | -252.91% ▲

Absolute Error (\$)

10M

LY: 5.74M | 70.3% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	74.59%	55.24%	-95K	-2.3%	OOS
Amazon	74.54%	48.43%	-155K	-2.3%	OOS
AtliQ Exclusive	71.69%	56.65%	-189K	-4.6%	OOS
Mbit	62.34%	49.13%	51K	14.1%	EI
Euronics	60.79%	42.25%	58K	15.3%	EI
Expert	60.67%	48.84%	69K	12.0%	EI
Boulanger	58.77%	38.12%	82K	18.3%	EI
UniEuro	58.22%	45.77%	174K	23.5%	EI
Total	80.21%	72.99%	-752K	-1.5%	OOS

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Networking	90.40%	52.50%	227K	8.2%	EI
Desktop	84.37%	70.07%	16K	11.2%	EI
Storage	83.54%	81.01%	1508K	15.8%	EI
Peripherals	83.23%	75.18%	-318K	-5.9%	OOS
Notebook	79.99%	76.65%	-51K	-4.0%	OOS
Accessories	77.66%	71.42%	-2133K	-7.1%	OOS
Total	80.21%	72.99%	-752K	-1.5%	OOS

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Revenue Contribution

Division

Channel

18.2%

11.2%

70.5%

Direct Distributor Retailer

Trend: Key metrics over years

36.49%

1.1%

-6.63%

2021

GM %

AtliQ MS %

Net Profit %

Trend: Revenue Contribution over years

21.8%

9.6%

7.7%

7.6%

2021

atliq bp dale innovo pacer

TOP 5 Customers

Customer	RC %	GM %
Amazon	13.2%	35.40% ▼
AtliQ Exclusive	9.7%	43.73% ▼
Atliq e Store	8.5%	37.54% ▲
Sage	3.3%	35.16% ▲
Flipkart	3.1%	30.23% ▼
Total	37.8%	37.58%

TOP 5 Products

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

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$186.89M	22.7%	38.34% ▲	8.23% ▼	-21.6%	OOS	1.5%
ANZ	\$44.41M	5.4%	38.46% ▼	7.27% ▼	-5.2%	OOS	0.3%
LATAM	\$3.16M	0.4%	37.54% ▲	6.18%	5.3%	EI	0.0%
SE	\$91.48M	11.1%	38.71% ▲	4.43% ▼	10.6%	EI	3.6%
NE	\$109.29M	13.3%	38.03% ▲	-1.14% ▼	11.3%	EI	1.2%
NA	\$177.94M	21.6%	37.23% ▼	-13.67%	-7.1%	OOS	0.8%
India	\$210.67M	25.6%	32.03% ▼	-24.65% ▲	3.9%	EI	2.5%
Total	\$823.85M	100.0%	36.49%	-6.63%	-1.5%	OOS	1.1%