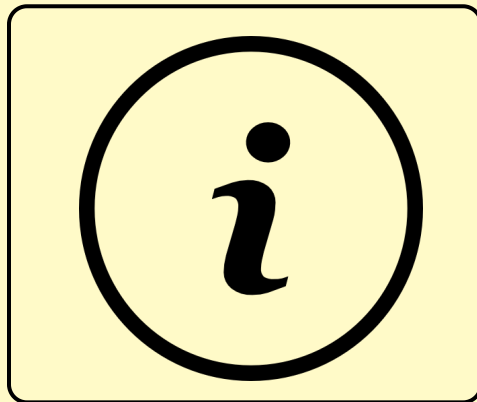




Business Insights 360



info

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



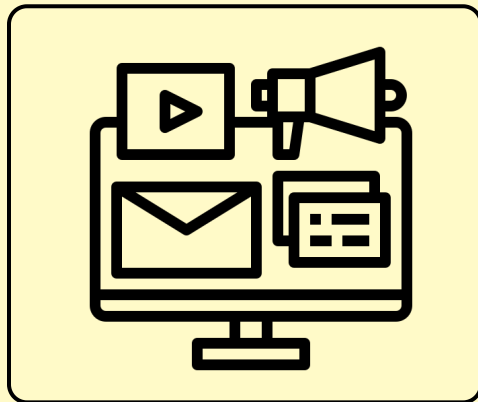
Finance View

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



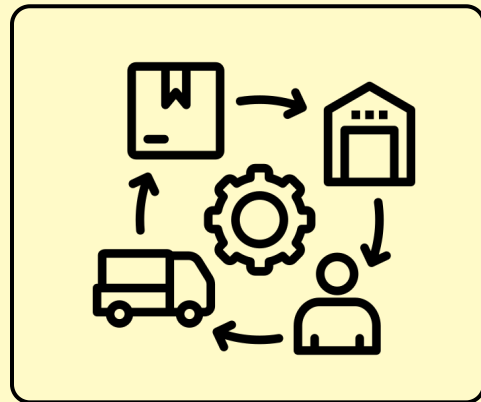
Sales View

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



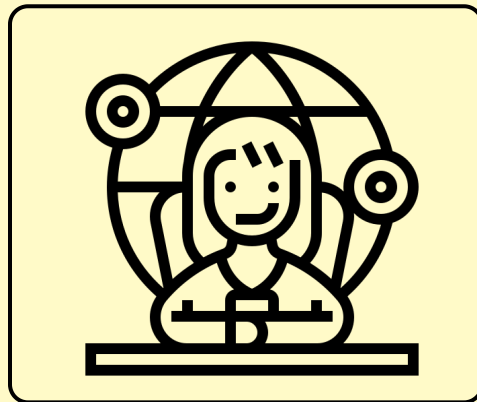
Marketing View

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.



Support View

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

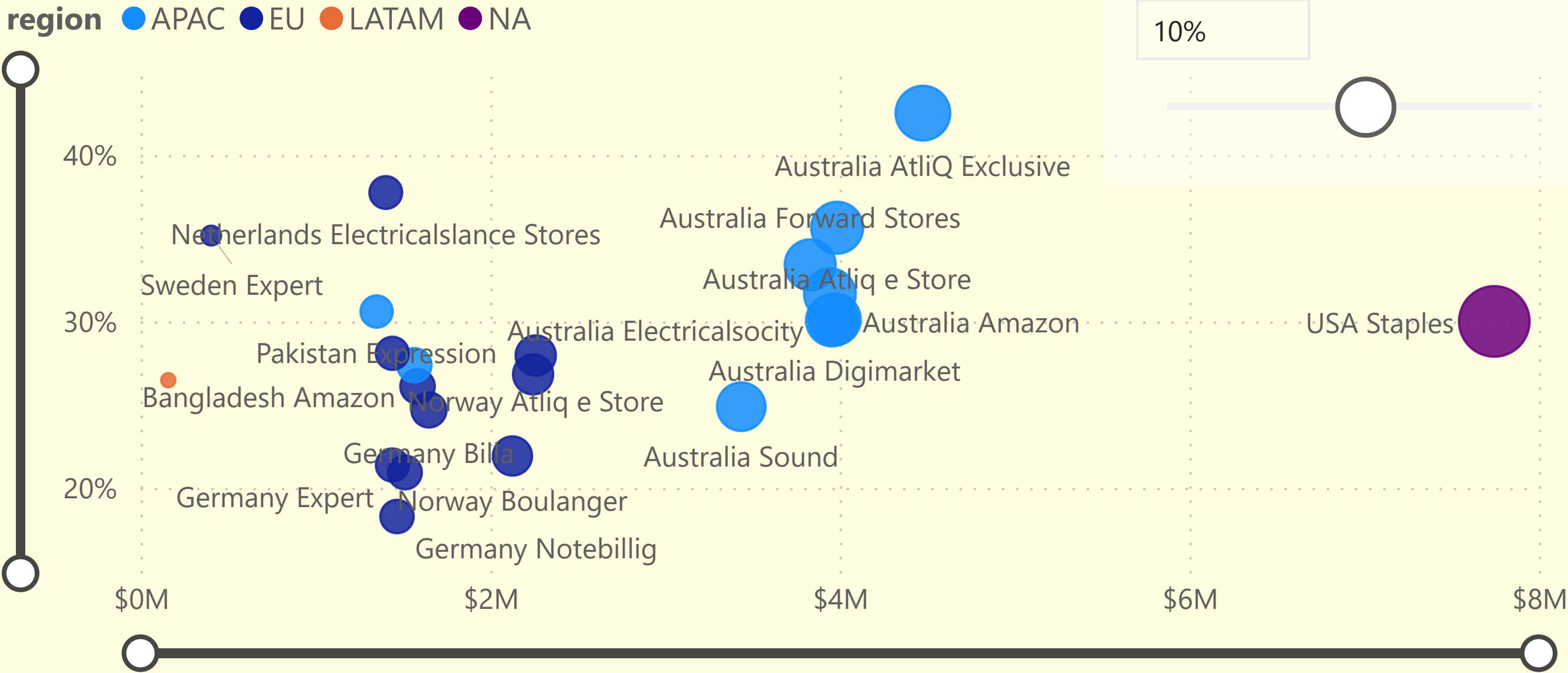
vs LY

vs Target

Customer Performance

Performance Matrix

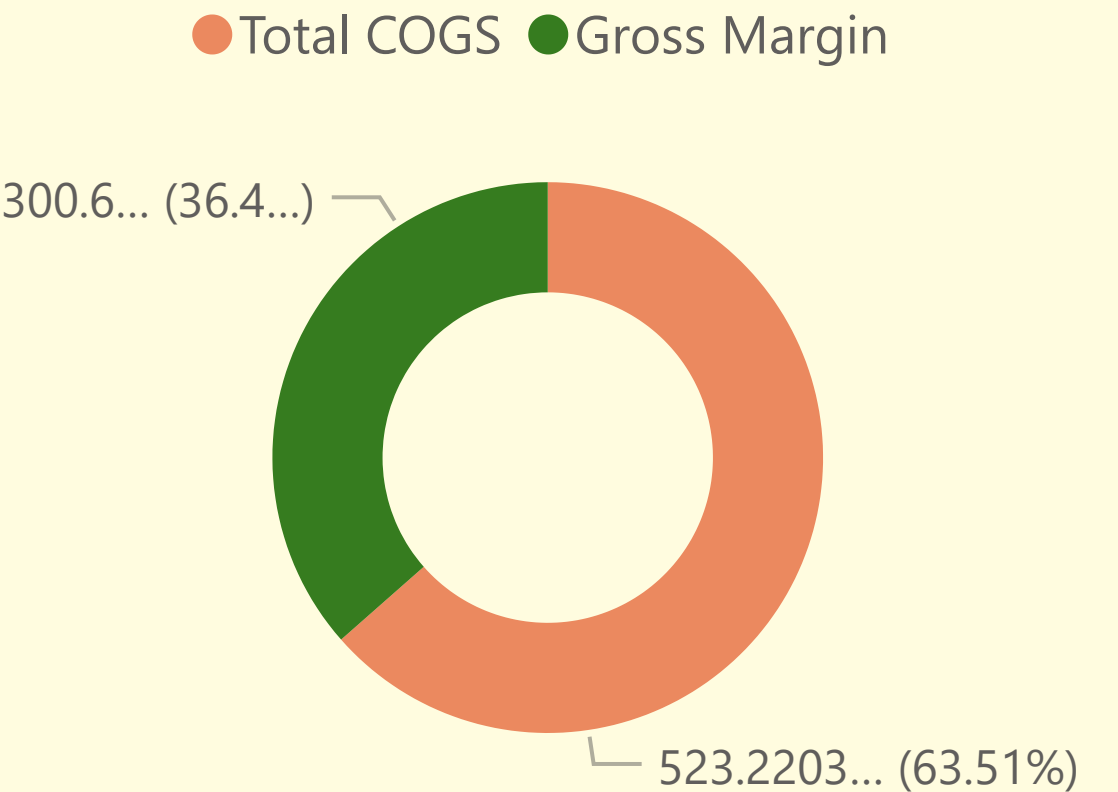
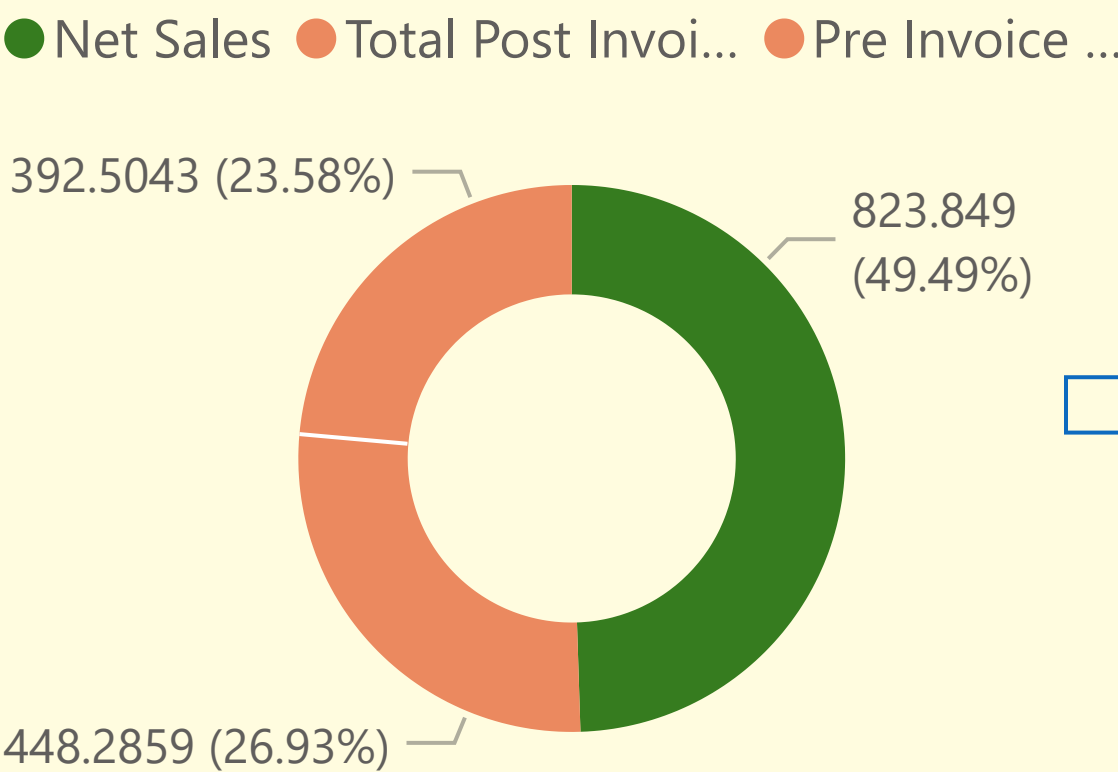
customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
AtliQ Exclusive	\$79.92M	\$34.95M	43.73%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Sage	\$27.07M	\$9.52M	35.16%
Flipkart	\$25.25M	\$7.64M	30.23%
Leader	\$24.51M	\$8.34M	34.01%
Neptune	\$21.00M	\$8.65M	41.17%
Ebay	\$19.87M	\$7.17M	36.10%
Electricalsocity	\$16.25M	\$5.66M	34.83%
Synthetic	\$16.10M	\$6.32M	39.25%
Electricalsvltical	\$15.64M	\$5.92M	37.86%
Total	\$823.85M	\$300.63M	36.49%



Product Performance

Unit Economics

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





region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

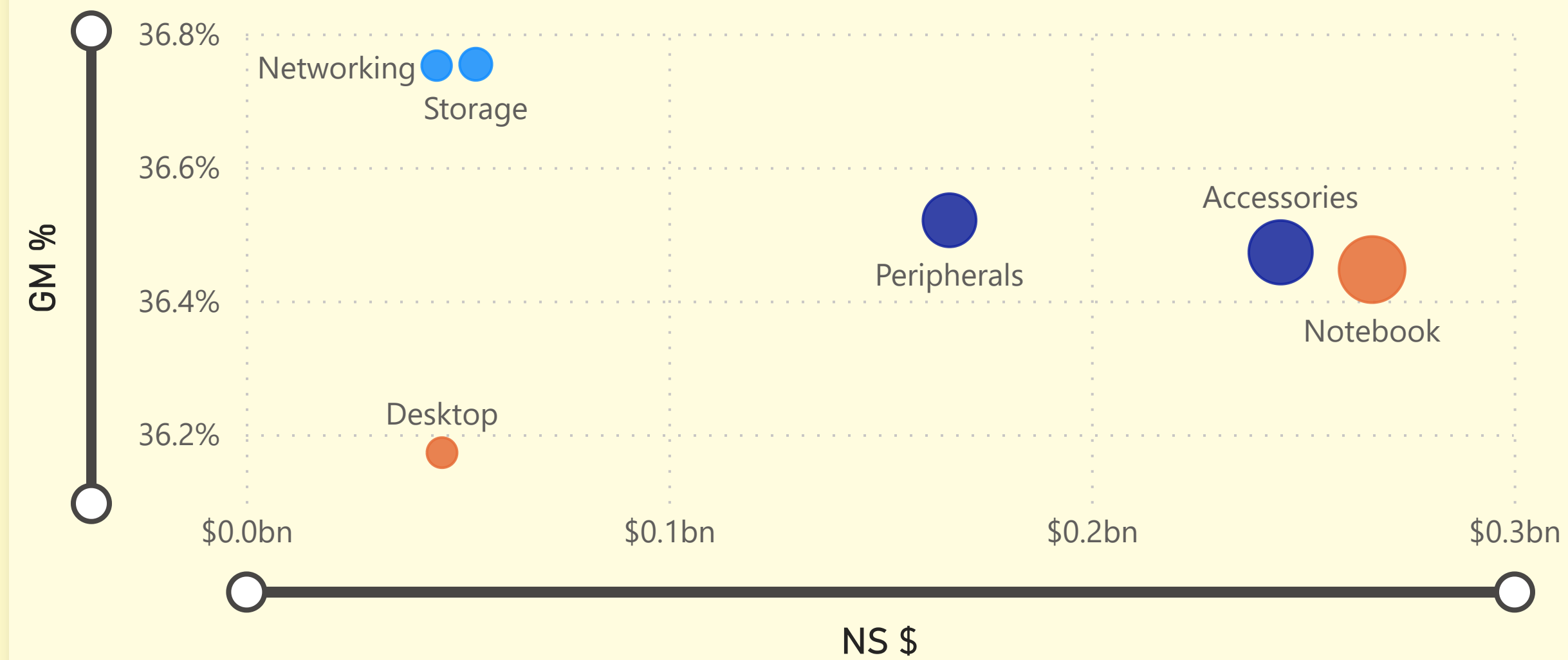
Product Performance

segment	GM \$	GM %	NS \$	Net Profit \$	Net Profit %
Desktop	\$16.79M	36.17%	\$46.43M	-3.27M	-7.04%
Notebook	\$97.12M	36.45%	\$266.49M	-17.71M	-6.64%
Accessories	\$89.30M	36.47%	\$244.85M	-16.28M	-6.65%
Peripherals	\$60.81M	36.52%	\$166.51M	-11.02M	-6.62%
Networking	\$16.60M	36.75%	\$45.16M	-2.91M	-6.44%
Storage	\$20.00M	36.75%	\$54.42M	-3.46M	-6.36%
Total	\$300.63M	36.49%	\$823.85M	-54.65M	-6.63%

Performance Matrix

Show NP %

division N & S P & A PC

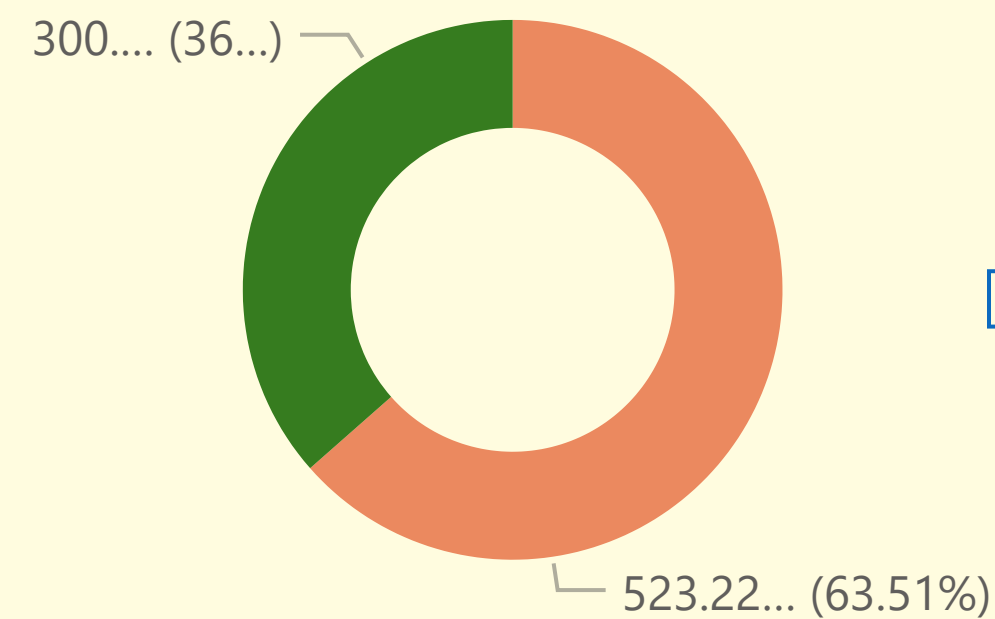


Region/Market/Customer Performance

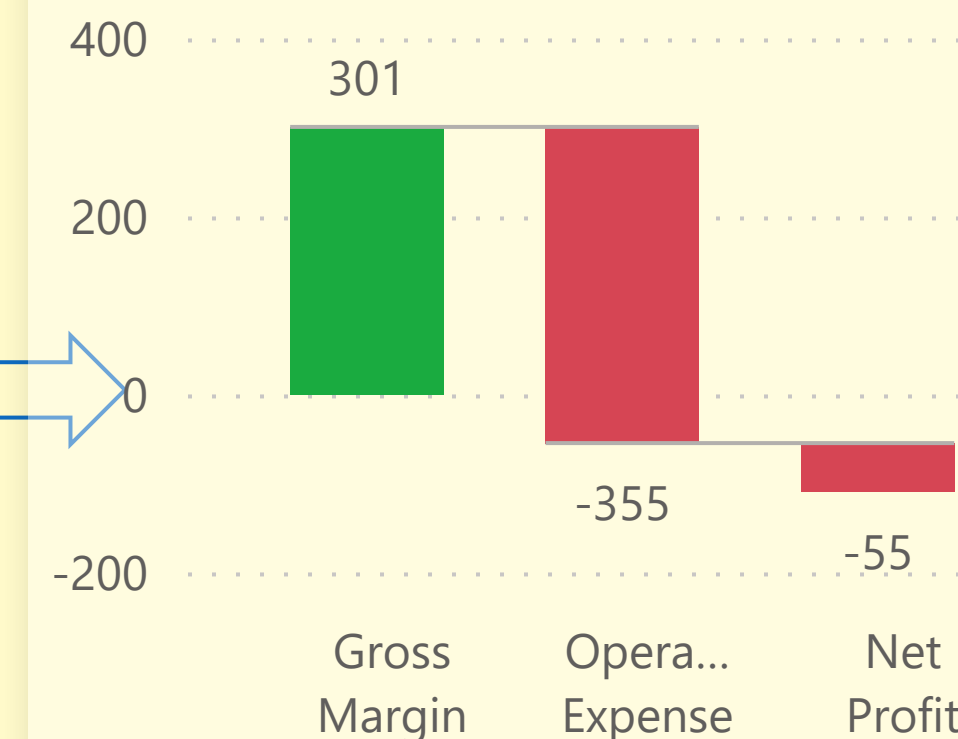
region	GM \$	GM %	NS \$	Net Profit \$	Net Profit %
APAC	\$156.21M	35.34%	\$441.98M	-33.33M	-7.54%
EU	\$76.98M	38.34%	\$200.77M	2.81M	1.40%
LATAM	\$1.19M	37.54%	\$3.16M	0.20M	6.18%
NA	\$66.25M	37.23%	\$177.94M	-24.32M	-13.67%
Total	\$300.63M	36.49%	\$823.85M	-54.65M	-6.63%

Unit Economics

Total COGS Gross Margin



Increase Decrease





region, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 0.73 (+9.88%)

Forecast Accuracy %

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

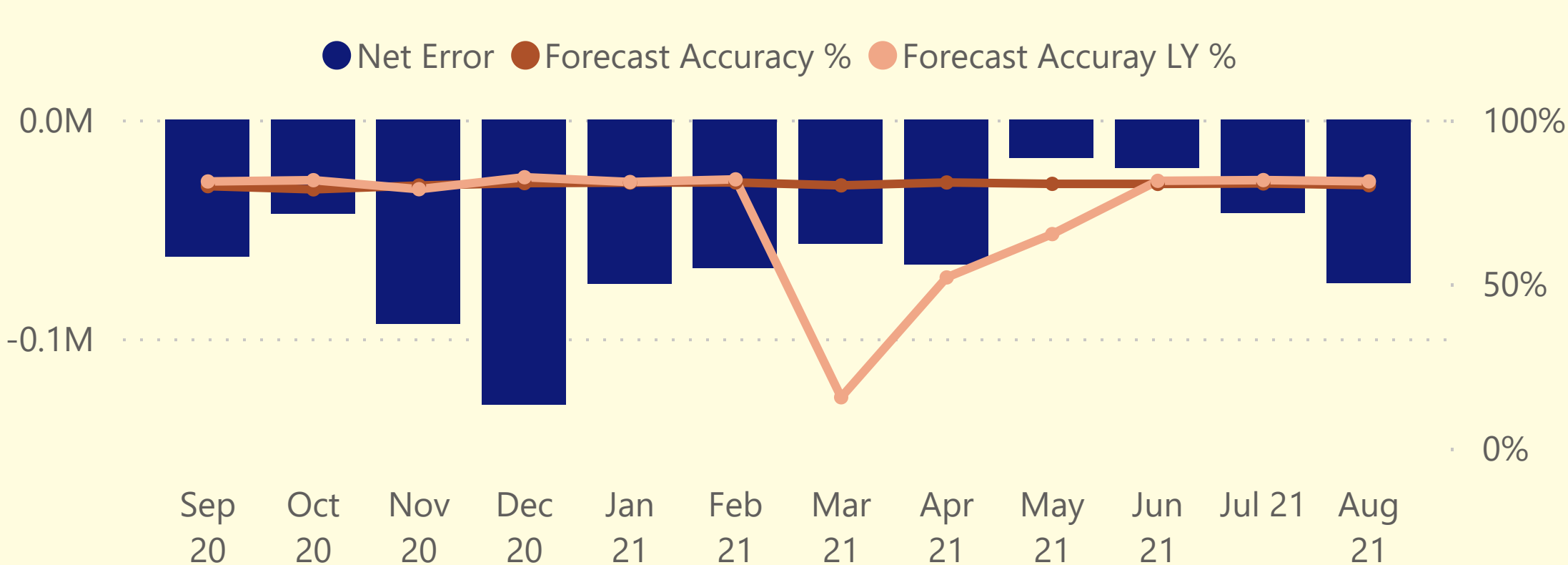
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuray LY %	Net Error	Net Error %	Risk
Atliq e Store	74.59%	55.24%	-94643	-2.3%	OOS
Amazon	74.54%	48.43%	-155116	-2.3%	OOS
AtliQ Exclusive	71.69%	56.65%	-189086	-4.6%	OOS
Mbit	62.34%	49.13%	51220	14.1%	EI
Euronics	60.79%	42.25%	58391	15.3%	EI
Expert	60.67%	48.84%	69286	12.0%	EI
Boulanger	58.77%	38.12%	81786	18.3%	EI
UniEuro	58.22%	45.77%	173583	23.5%	EI
Radio Popular	56.74%	50.36%	72810	15.5%	EI
Power	56.72%	40.19%	22117	13.2%	EI
Flawless Stores	56.29%	38.59%	20844	13.5%	EI
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Info Stores	55.99%	35.71%	16776	11.3%	EI
Premium Stores	55.64%	42.85%	75214	19.9%	EI
Sorefoz	55.21%	41.33%	22682	6.5%	EI
Electricalslance Stores	54.69%	41.81%	-4143	-2.5%	OOS
Fnac-Darty	54.33%	36.34%	-8252	-3.4%	OOS
Elkion	52.55%	45.00%	-30201	-10.0%	OOS
Total	80.21%	72.99%	-751714	-1.5%	OOS

Accuracy / Net Error Trend



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuray LY %	Net Error	Net Profit %	Risk
Networking	90.40%	52.50%	227056	-6.44%	EI
Desktop	84.37%	70.07%	16205	-7.04%	EI
Storage	83.54%	81.01%	1507656	-6.36%	EI
Peripherals	83.23%	75.18%	-318194	-6.62%	OOS
Notebook	79.99%	76.65%	-51254	-6.64%	OOS
Accessories	77.66%	71.42%	-2133183	-6.65%	OOS
Total	80.21%	72.99%	-751714	-6.63%	OOS

region, market

customer

segment, category, prod...

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

\$823.85M✓

BM: 267.98M

(207.41%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

80.21%✓

BM: 0.73 (+9.88%)

Forecast Accuracy

Key Insights by sub zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$44.4M	5.4%	38.5%	↓	7.3%	0.3%	-5.2% OOS
India	\$210.7M	25.6%	32.0%	↓	-24.7%	2.5%	3.9% EI
LATAM	\$3.2M	0.4%	37.5%		6.2%	0.0%	5.3% EI
NA	\$177.9M	21.6%	37.2%	↓	-13.7%	0.8%	-7.1% OOS
NE	\$109.3M	13.3%	38.0%		-1.1%	1.2%	11.3% EI
ROA	\$186.9M	22.7%	38.3%		8.2%	1.5%	-21.6% OOS
SE	\$91.5M	11.1%	38.7%		4.4%	3.6%	10.6% EI
Total	\$823.8M	100.0%	36.5%	-6.6%	1.1%	-1.5%	OOS

PC Market Share Trend - AtliQ & Competitors

Revenue by Division

Revenue by Channel

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

Top 5 Customers and Products by Revenue

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

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



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](#).**



Business Insights 360 Key Info



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