



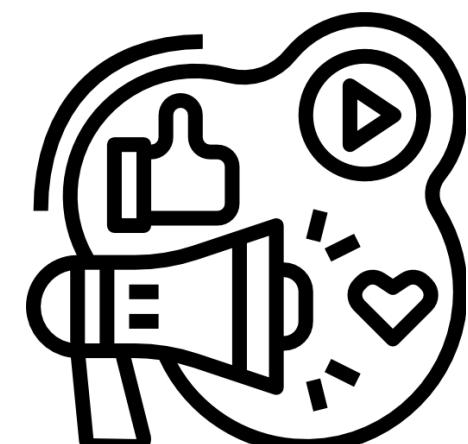
Finance

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



Sales

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



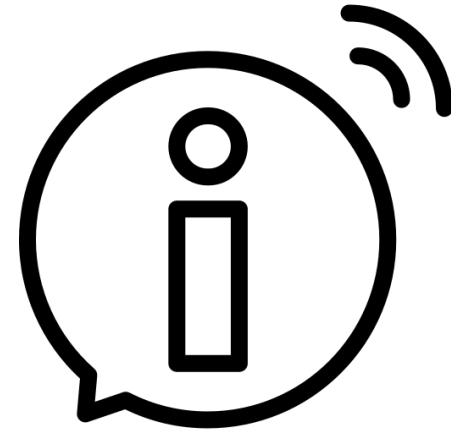
Marketing

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

Business Insights 360

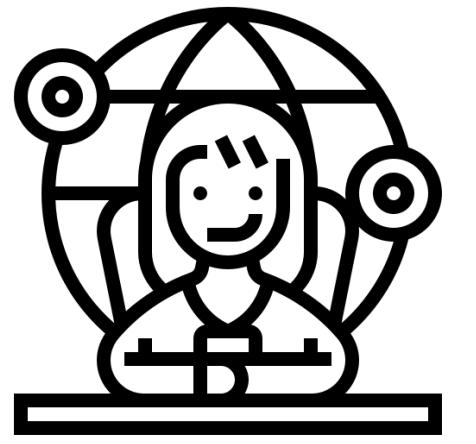


Info



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

Executive



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



Supply Chain

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

Support



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



region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

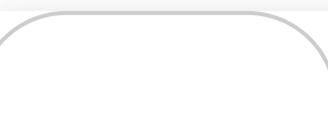
Q4

Vs LY

Vs Target

YTD

YTG



\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 0.37 (-1.65%)

GM%

-6.63%!

BM: -0.01 (-676.38%)

Net Profit %

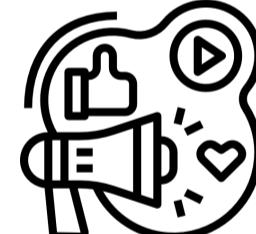
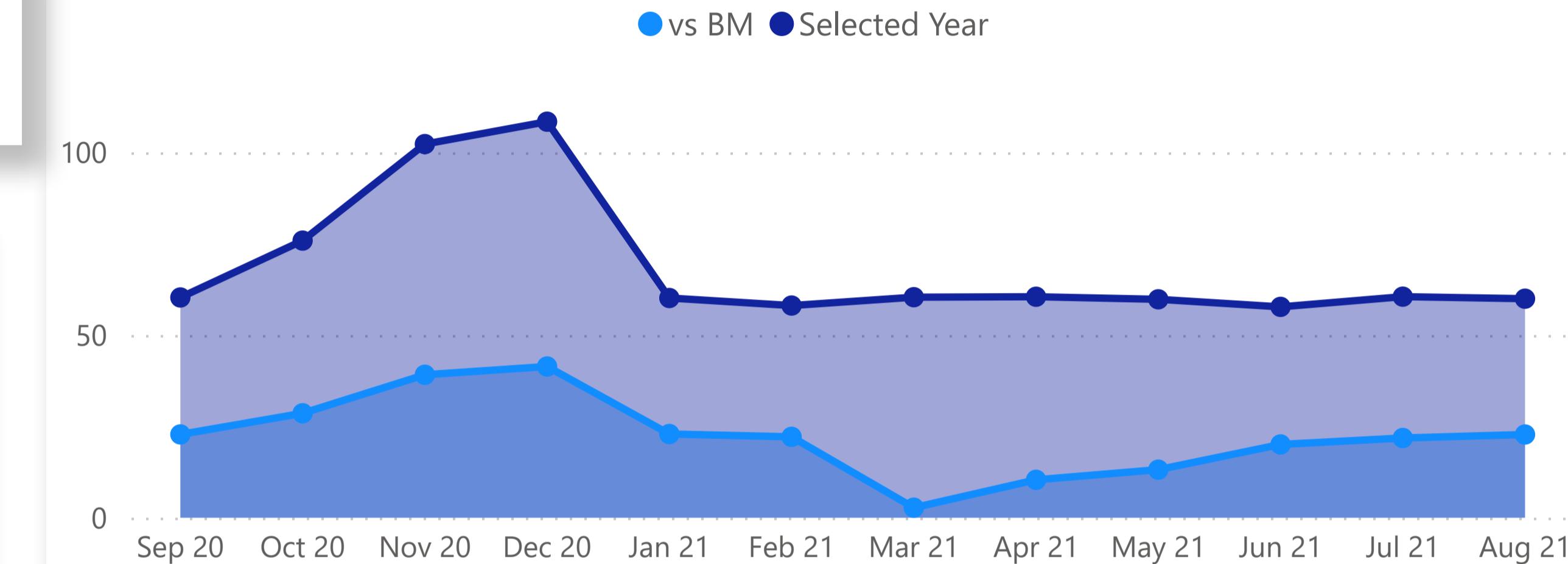


Profit and Loss Statement

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
Total	823.85	267.98	555.87	207.43



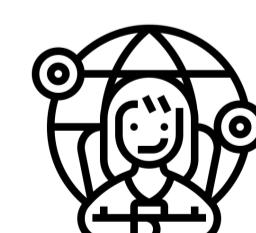
Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
+ APAC	441.98	198.67
+ EU	200.77	259.88
+ LATAM	3.16	58.40
+ NA	177.94	186.03
Total	823.85	207.43

segment	P & L values	P & L Chg %
+ Accessories	244.85	269.67
+ Desktop	46.43	4,791.34
+ Networking	45.16	72.26
+ Notebook	266.49	208.45
+ Peripherals	166.51	174.64
Total	823.85	207.43





region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

Vs LY

Vs Target

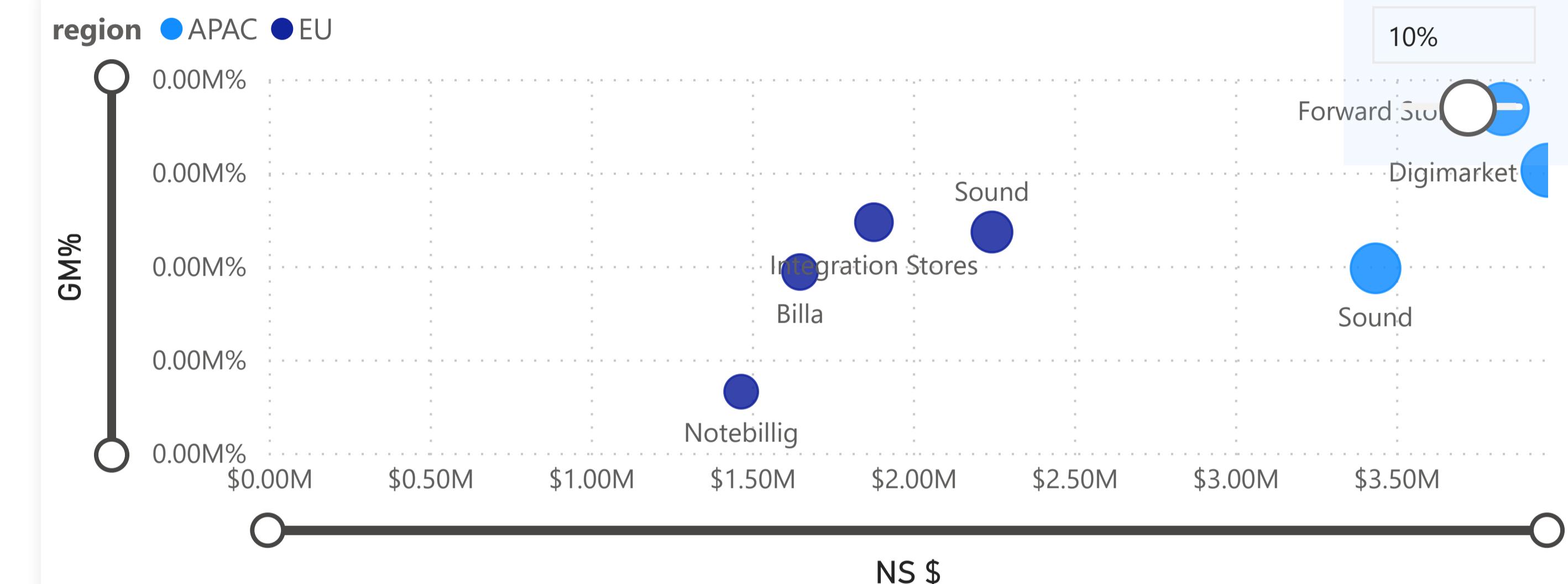
YTD

YTG

Customer Performance

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%
Total	\$823.85M	300.63M	36.49%

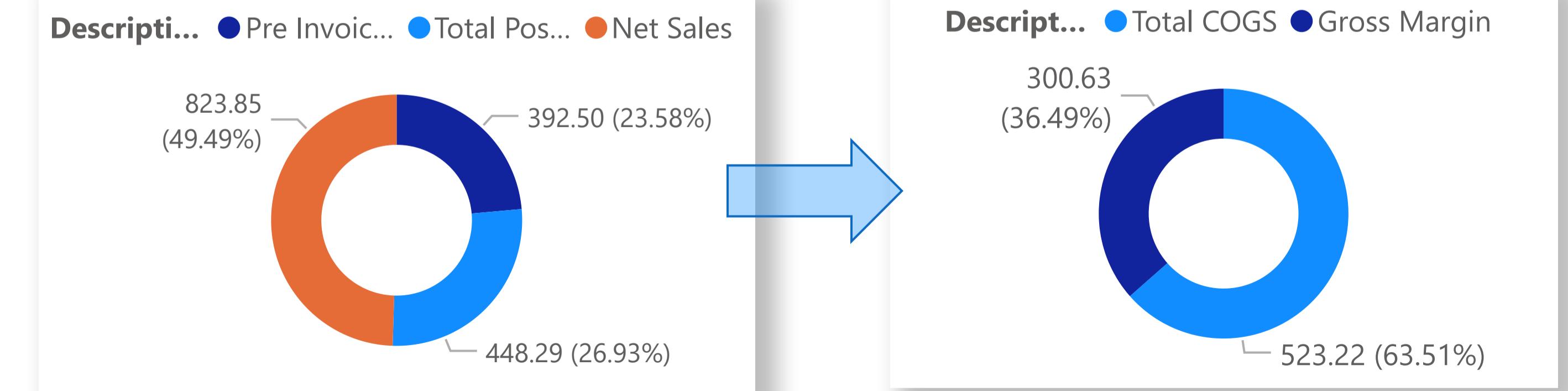
Performance Matrix



Product Performance

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

Unit Economics



LY = Last Year



region, market

All

segment, category, product

All

customer

All

2018

2019

2020

2021

2022
Est

Q1

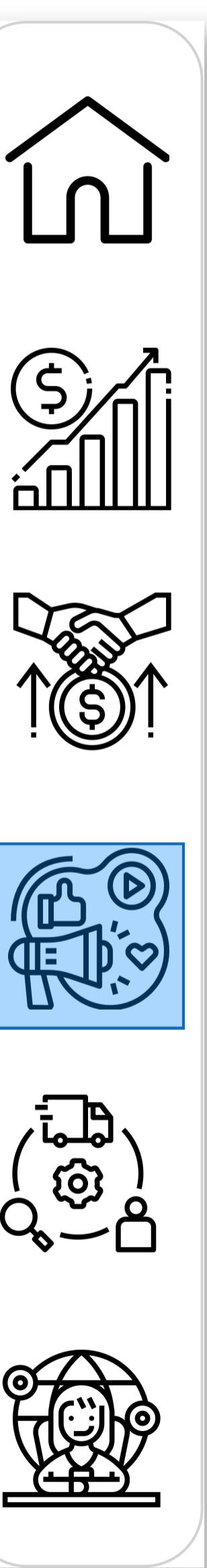
Q2

Q3

Q4

YTD

YTG

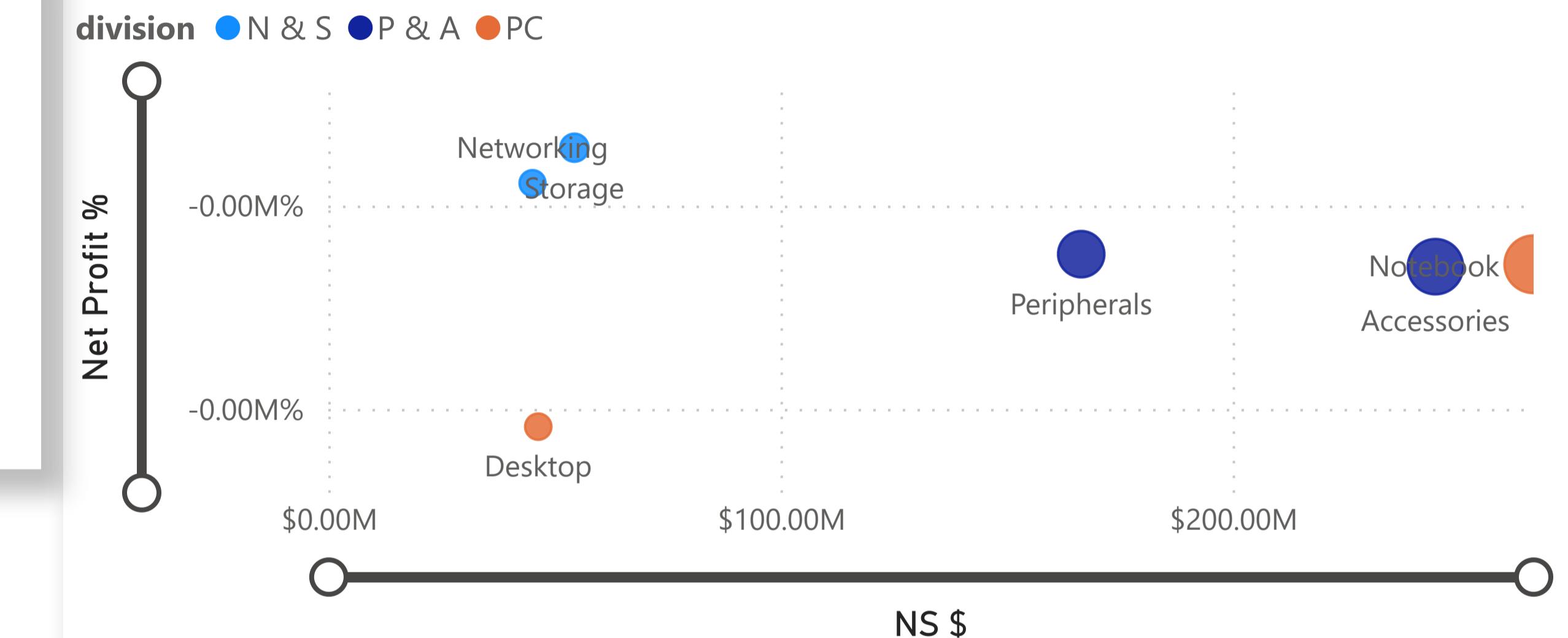


Product Performance

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

Show GM %

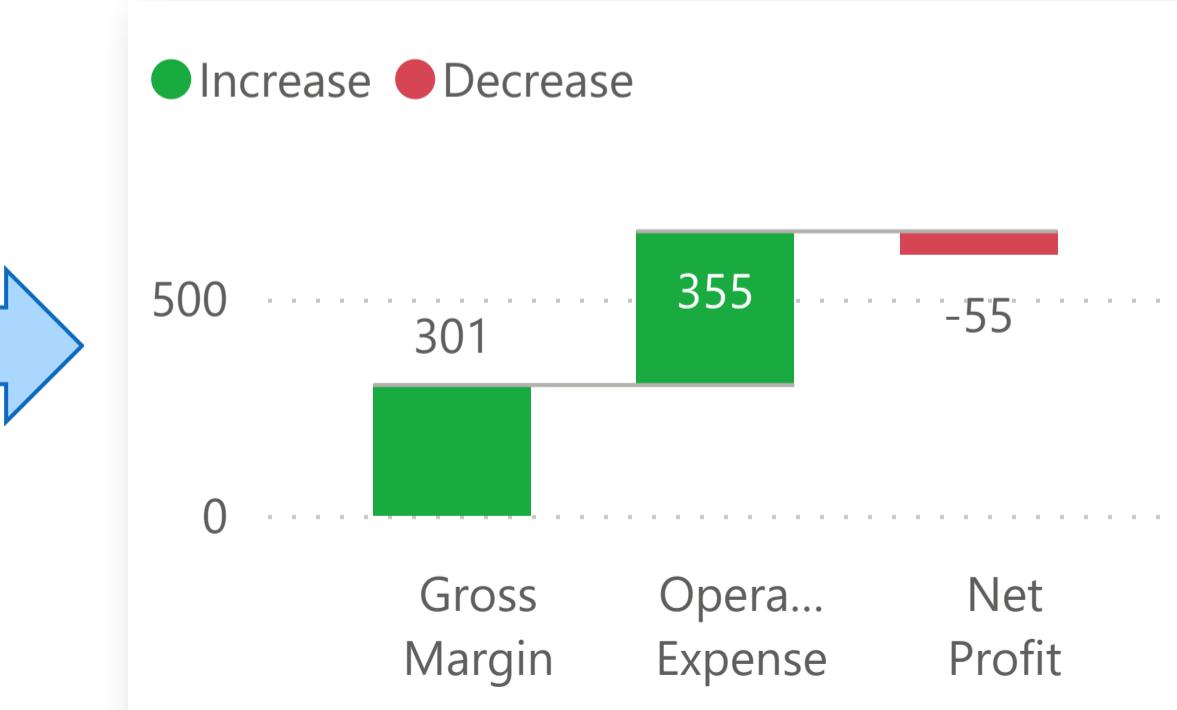
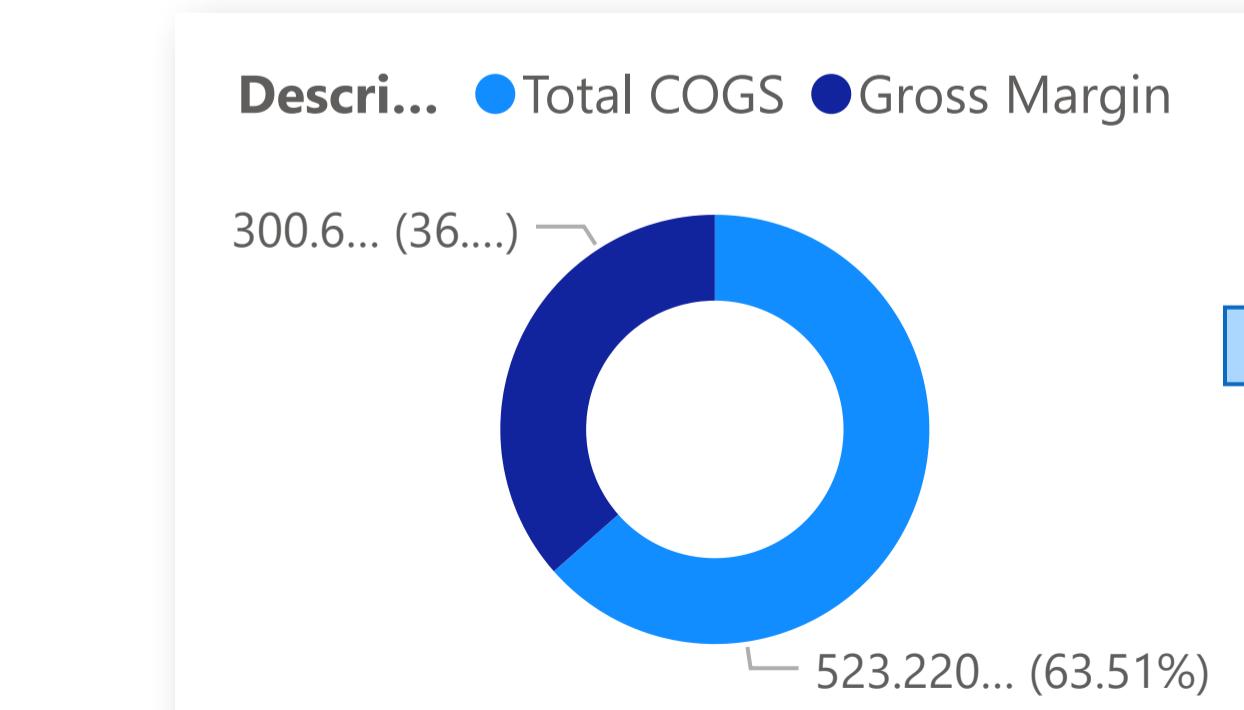
Performance Matrix



Region / Market / Customer performance

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

Unit Economics





region, market

All

segment, category, product

All

customer

All

2018

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Est

Q1

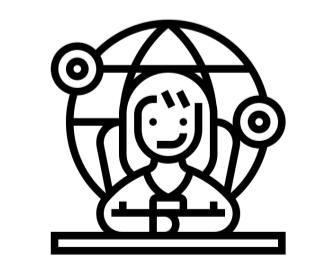
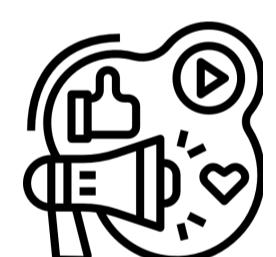
Q2

Q3

Q4

YTD

YTG



80.21% ✓

BM: 72.99% (+9.88%)

Forecast Accuracy %

-751.71K ✓

BM: 491.6K (+252.91%)

Net Error

9780.74K !

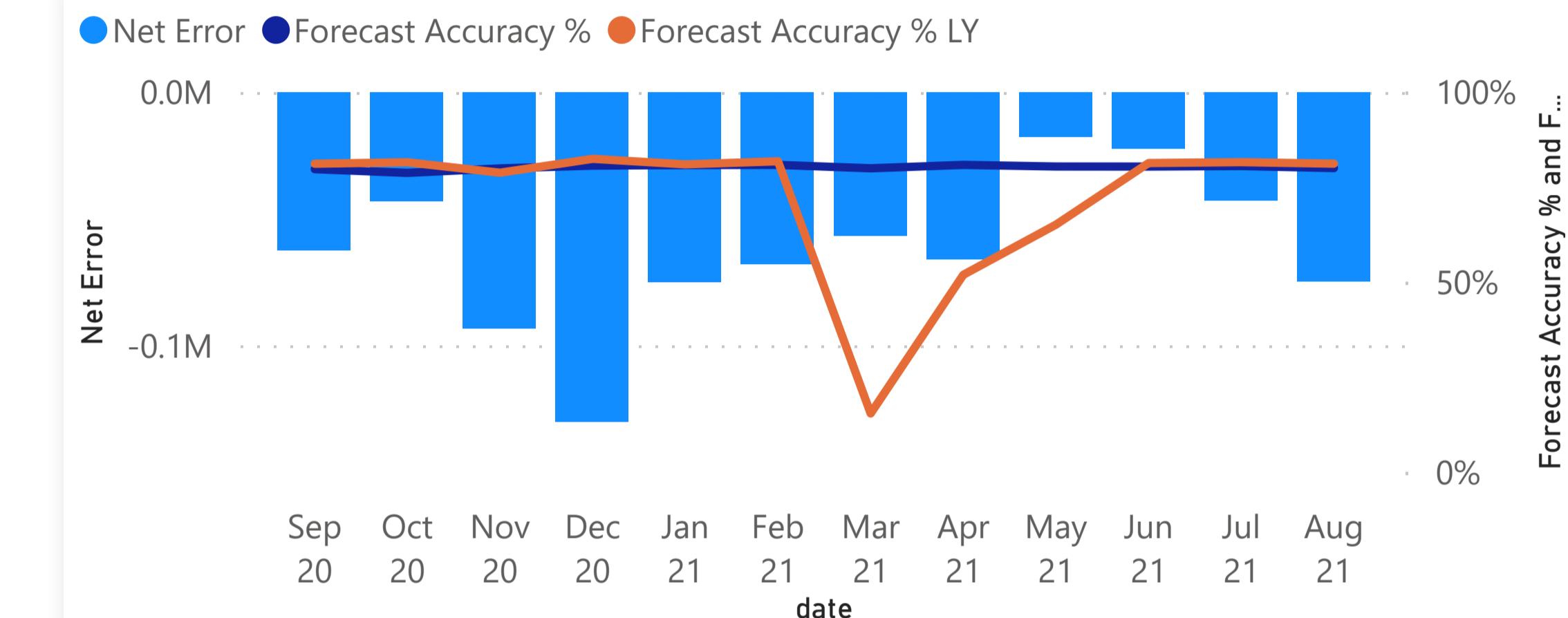
BM: 5743.2K (-70.3%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189086	-4.59%	OOS
BestBuy	35.31%	7.31%	-73279	-16.97%	OOS
Billa	18.29%	26.05%	-37856	-47.09%	OOS
Circuit City	35.02%	9.90%	-84752	-19.00%	OOS
Control	47.42%	30.41%	-64707	-11.99%	OOS
Costco	49.42%	33.18%	-24581	-3.50%	OOS
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.54%	OOS
Digimarket	40.79%	39.69%	-72129	-23.20%	OOS
Ebay	50.49%	18.21%	-49299	-4.24%	OOS
Electricalsbea stores	51.56%	41.94%	-10310	-13.57%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	83.54%	81.01%	1507656	15.77%	El
Networking	90.40%	52.50%	227056	8.17%	El
Desktop	84.37%	70.07%	16205	11.22%	El
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS

BM = Bench Mark, LY = Last year, El= Excess Inventory, OOS = Out Of Stock



region, market

All

segment, category, product

All

customer

All

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2022 Est

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Vs Target

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Net Sales

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GM%

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BM: -0.01 (-676.38%)

Net Profit %

80.21% ✓

BM: 72.99% (+9.88%)

Forecast Accuracy %



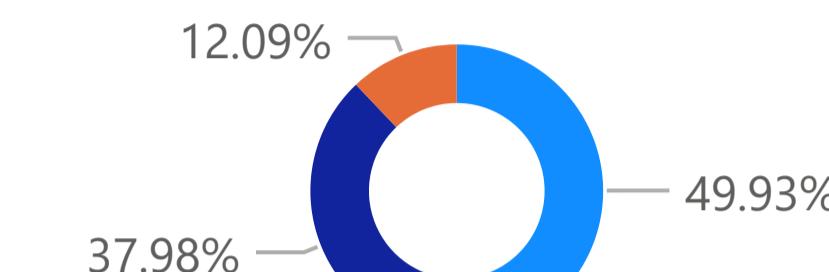
Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM%	Net Profit %	AtliQ MS %	Net Error %	Risk
ROA	\$186.89M	22.69%	38.34%	8.23%	1.47%	-21.55%	OOS
ANZ	\$44.41M	5.39%	38.46%	7.27%	0.28%	-5.19%	OOS
LATAM	\$3.16M	0.38%	37.54%	6.18%	0.05%	5.32%	EI
SE	\$91.48M	11.10%	38.71%	4.43%	3.63%	10.56%	EI
NE	\$109.29M	13.27%	38.03%	-1.14%	1.17%	11.27%	EI
NA	\$177.94M	21.60%	37.23%	-13.67%	0.76%	-7.06%	OOS
Total	\$823.85M	100.00%	36.49%	-6.63%	1.06%	-1.52%	OOS



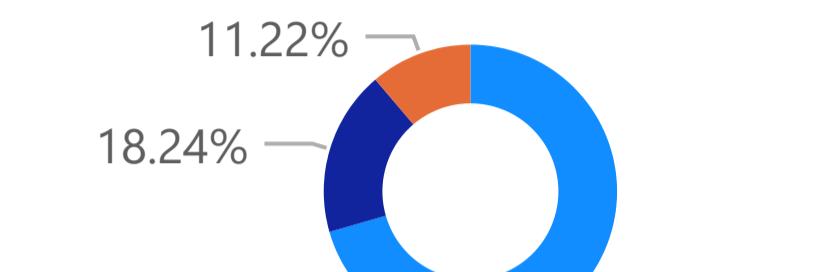
Revenue by Division

division ● P & A ● PC ● N & S



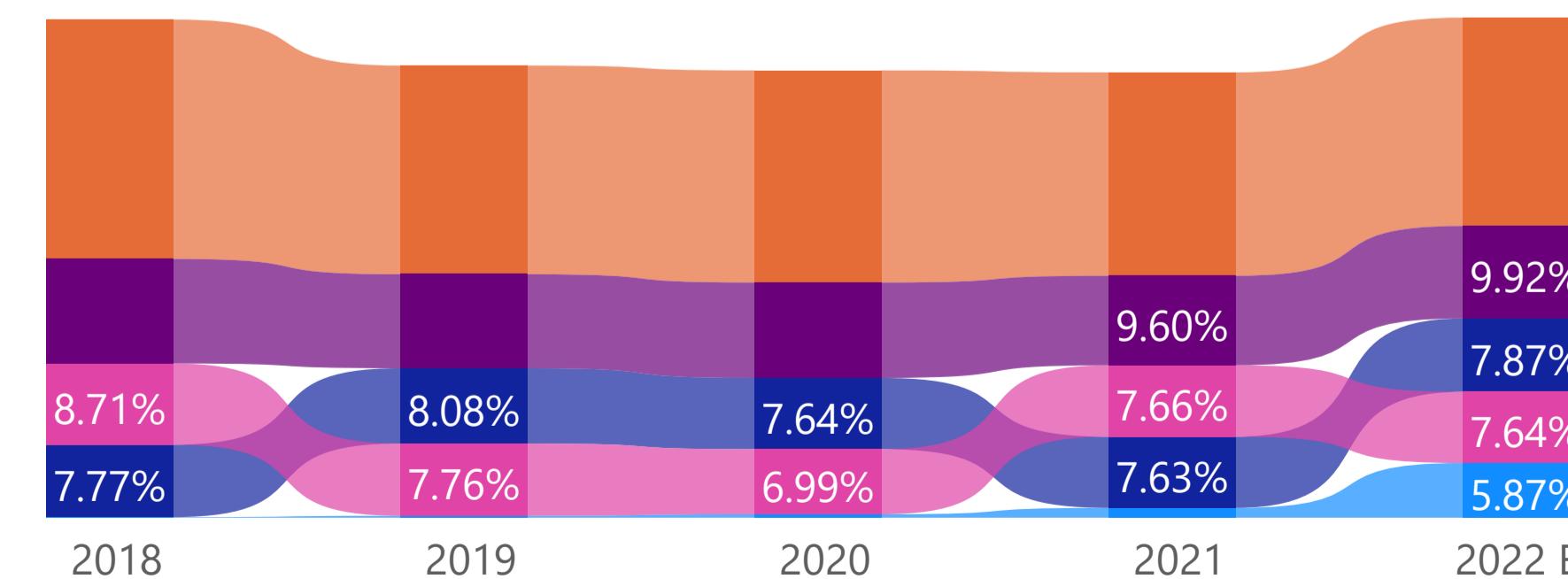
Revenue by Channel

channel ● Retailer ● Direct ● Distribut...



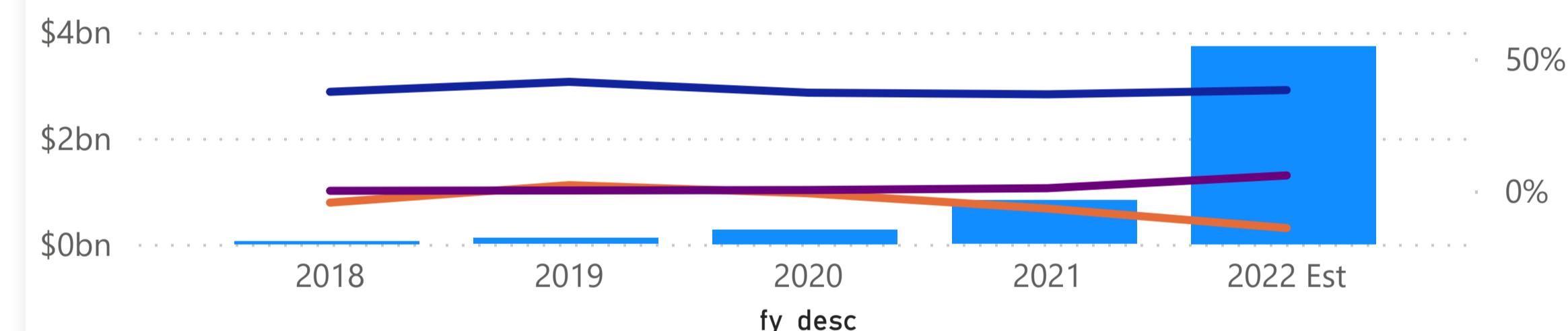
PC Market Share Trend - AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



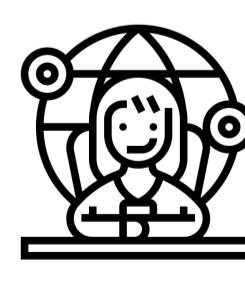
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● NS \$ ● GM% ● Net Profit % ● AtliQ MS %



Top 5 Customers by Revenue

customer	RC %	GM%
Sage	3.29%	35.16%
Flipkart	3.07%	30.23%
AtliQ Exclusive	9.70%	43.73%
AtliQ e Store	8.53%	37.54%
Amazon	13.23%	35.40%
Total	37.82%	37.58%



Top 5 Products by Revenue

product	RC %	GM%
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%

BM = Bench Mark, 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 Support



If you have any queries, issues, or feedback regarding this project, please follow the link below.

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