Business Insights 360

Info

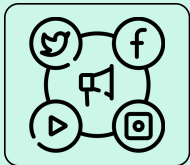Download user manual and get to know the key information of this tool.

Finance View

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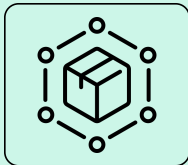
Sales View

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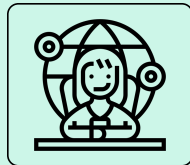
Marketing View

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

Get your issues resolved by connecting to our support specialist.

Report Refresh Date :   07 August 2025

Values are in Dollars & Millions

Sales data loaded until : Dec 21

Filters

region, market: All
customer: All
segment, categ...: All

vs LY | vs Target

Key Metrics

Net Sales
$3.74bn ✓
BM: 823.85M (+353.5%)

GM %
38.1% ✓
BM: 36.49% (+4.37%)

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

Profit & 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
Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	1,575.79	599.28	976.51	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

Net Sales Performance Over Time

● Selection ● vs BM
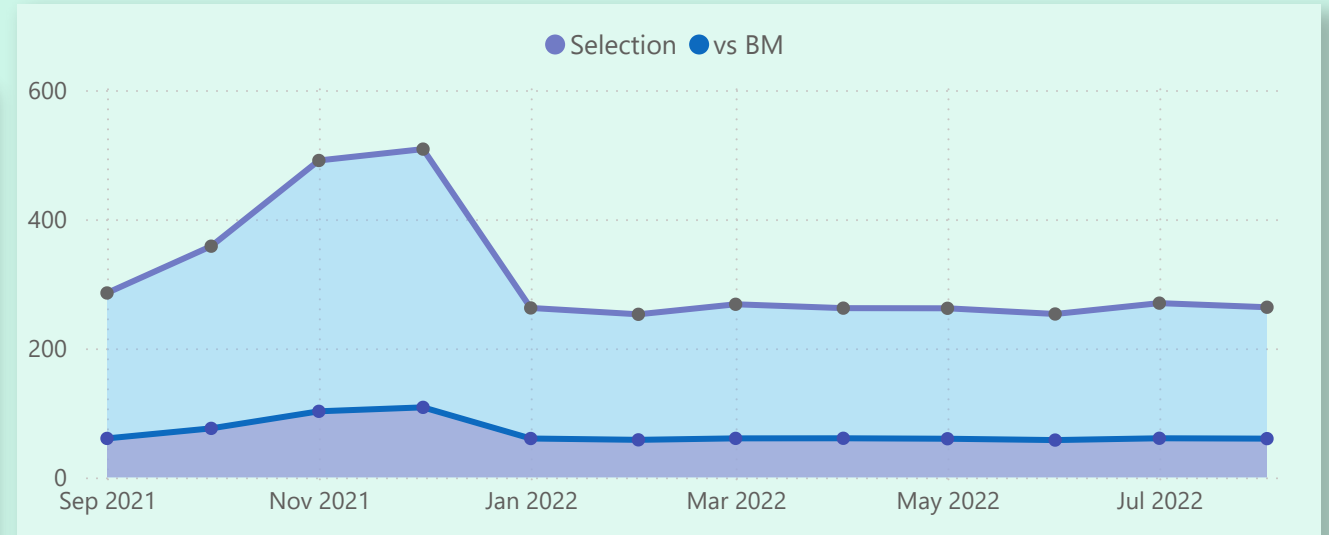
Top / Bottom Products & Customers byNet Sales

region	P & L Values	P & L Chg %
⊞ NA	1,022.09	474.40
⊞ LATAM	14.82	368.40
⊞ APAC	1,923.77	335.27
⊞ EU	775.48	286.26

segment	P & L Values	P & L Chg %
⊞ Notebook	1,580.43	493.06
⊞ Peripherals	897.54	439.03
⊞ Desktop	711.08	1,431.55
⊞ Accessories	454.10	85.46
⊞ Storage	54.59	0.32
⊞ Networking	38.43	-14.89

BM = Bench Mark , LY = Last Year

Filters

region, market	customer	segment, catego...
All ⌄	All ⌄	All ⌄

ytd_ytg: **YTD** | **YTG**

quarters: **Q1** | **Q2** | **Q3** | **Q4**

fy_desc: **2018** | **2019** | **2020** | **2021** | **2022 Est**

vs LY | vs Target

Customer Performance

customer	Net Sales $	Gross Margins	GM %
Relief	$30.72M	$14.92M	48.5%
Circuit City	$52.42M	$24.51M	46.8%
Neptune	$105.69M	$49.36M	46.7%
Premium Stores	$27.49M	$12.72M	46.3%
AtliQ Exclusive	$361.12M	$166.15M	46.0%
walmart	$72.41M	$33.06M	45.7%
BestBuy	$49.34M	$22.15M	44.9%
Taobao	$22.66M	$9.97M	44.0%
Total	**$3,736.17M**	**$1,422.88M**	**38.1%**

Performance Matrix

region ● APAC ● EU

10%

Product Performance

segment	Net Sales $	Gross Margins	GM %
⊞ Accessories	$454.10M	$172.61M	38.0%
⊞ Desktop	$711.08M	$272.39M	38.3%
⊞ Networking	$38.43M	$14.78M	38.5%
⊞ Notebook	$1,580.43M	$600.96M	38.0%
⊞ Peripherals	$897.54M	$341.22M	38.0%
⊞ Storage	$54.59M	$20.93M	38.3%
Total	**$3,736.17M**	**$1,422.88M**	**38.1%**

Unit Economics

Description
- **Total CO...** — 1.42K (38.08%)
- **Gross M...** — 2.31K (61.92%)

Description
- **Pre Invoi...** — 1.73K (23.43%)
- **Total Pos...** — 1.91K (25.87%)
- **Net Sales** — 3.74K (50...)

Show NP%

vs LY | vs Target

Product Performance

segment	Net Sales $	Gross Margins	GM %	Net Profit $	Net Profit %
⊞ Networking	$38.4M	$14.8M	38.5%	-5.3M	-13.7%
⊞ Storage	$54.6M	$20.9M	38.3%	-7.5M	-13.8%
⊞ Accessories	$454.1M	$172.6M	38.0%	-63.8M	-14.0%
⊞ Desktop	$711.1M	$272.4M	38.3%	-97.8M	-13.8%
⊞ Peripherals	$897.5M	$341.2M	38.0%	-125.9M	-14.0%
⊞ Notebook	$1,580.4M	$601.0M	38.0%	-222.2M	-14.1%

Performance Matrix

division ● N & S ● P & A ● PC

GM %

38.5%
● Networking
● Storage

38.0%
$0.0bn   Accessories $0.5bn   Peripherals $1.0bn   Notebook $1.5bn

Desktop
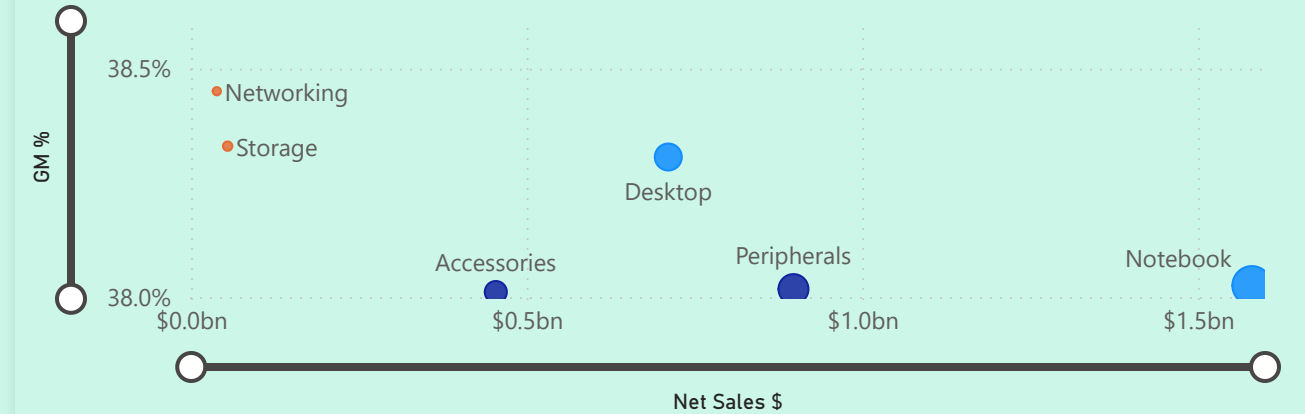
Net Sales $

Region/Market/Customer Performance

region	Net Sales $	Gross Margins	GM %	Net Profit $	Net Profit %
⊞ LATAM	$14.82M	$5.19M	35.0%	-0.44M	-2.95%
⊞ EU	$775.48M	$267.80M	34.5%	-95.52M	-12.32%
⊞ NA	$1,022.09M	$459.68M	45.0%	-145.31M	-14.22%
⊞ APAC	$1,923.77M	$690.21M	35.9%	-281.16M	-14.62%

Unit Economics

1.42K (38.08%)
2.31K (61.92%)

Description
● Total COGS
● Gross Ma...

2K

0K

-2K

Gross Margin | Operat... Expens... | Net Profit $

● Increase
● Decrease
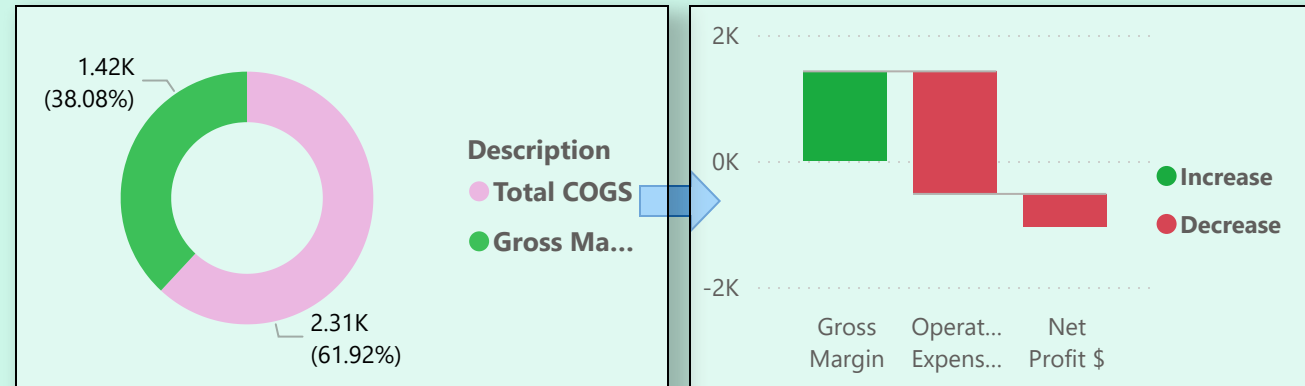
region, market: All ▾
customer: All ▾
segment, categor...: All ▾

ytd_ytg: YTD | YTG

quarters: Q1 | Q2 | Q3 | Q4

fy_desc: 2018 | 2019 | 2020 | 2021 | 2022 Est

Forecast Accuracy
81.17% ✓
LY: 0.80 (+1.2%)

Net Error
-3472.69K ✓
LY: -751.71K (-361.97%)

Abs Error
6899.04K ✓
LY: 9780.74K (-29.46%)

Key Metrics By Customer

customer	Forecast acuracy %	Forecast accuracy % LY	Net error	Net error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Expert	62.93%	60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Mbit	55.40%	62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	-13616	-1.09%	OOS
Power	54.06%	56.72%	-11212	-10.18%	OOS

Accuracy/Net Error Trend

● Net error ● Forecast acuracy % ● Forecast accuracy % LY
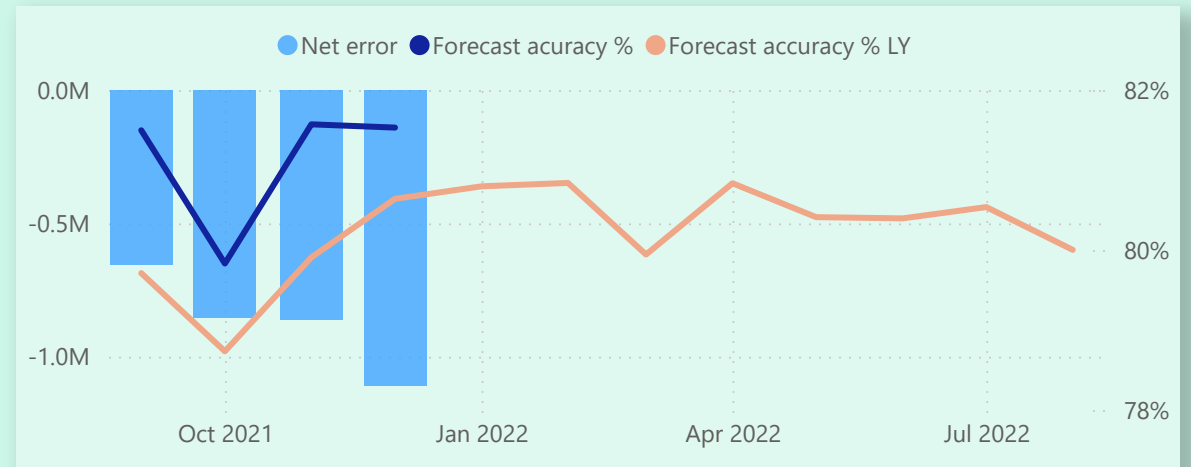
Key Metrics By Products

segment	Forecast acuracy %	Forecast accuracy % LY	Net error	Net error %	Risk
⊞ Accessories	87.42%	77.66%	341468	1.72%	EI
⊞ Desktop	87.53%	84.37%	78576	10.24%	EI
⊞ Networking	93.06%	90.40%	-12967	-1.69%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-1.69%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
⊞ Storage	71.50%	83.54%	-628266	-25.61%	OOS

Filters

region, market: All
customer: All
segment, category,...: All

ytd_ytg: YTD | YTG
quarters: Q1 | Q2 | Q3 | >
fy_desc: 2018 | 2019 | 2020 | 2021 | **2022 Est**

KPIs

Net Sales
$3.74bn ✓
BM: 823.85M
(+353.5%)

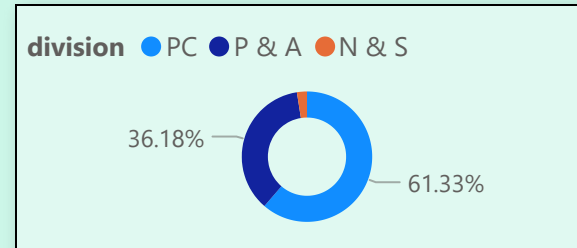**GM %**
38.1% ✓
BM: 36.49% (+4.37%)

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

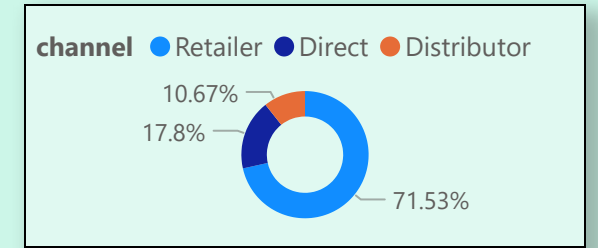**Forecast Accuracy**
81.17% ✓
LY: 0.80 (+1.2%)

Key Insights by subzone

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
SE	$317.8M	8.5%	37.0%	⬇	-4.0%	16.4%	-55.5%	OOS
ROA	$788.7M	21.1%	34.2%	⬇	-6.3%	8.3%	-4.6%	OOS
ANZ	$189.8M	5.1%	43.5%		-7.4%	1.4%	-37.6%	OOS
NA	$1,022.1M	27.4%	45.0%		-14.2%	4.9%	14.4%	EI
NE	$457.7M	12.3%	32.8%	⬇	-18.1%	6.8%	-4.6%	OOS
India	$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**		**-14.0%**	**5.9%**	**-9.5%**	**OOS**

Revenue By Division

division: ● PC ● P & A ● N & S
36.18%
61.33%

Revenue By channel

channel: ● Retailer ● Direct ● Distributor
10.67%
17.8%
71.53%

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

● Net Sales $ ● GM % ● Net Profit % ● AtliQ MS %

$4bn — 50%
$2bn
$0bn — 0%
2018 2019 2020 2021 2022 Est
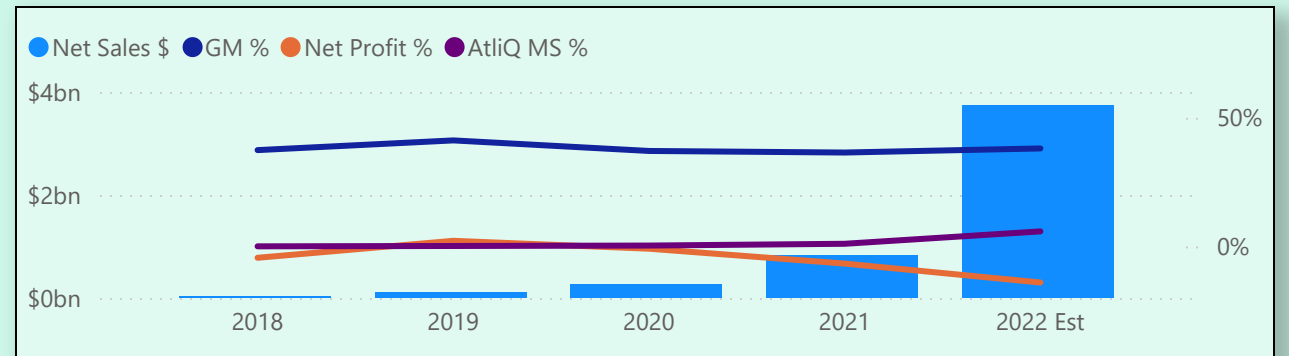
PC Market Share Trend - AtliQ & Competitors

Manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

50%
0%
2018 2019 2020 2021 2022 Est
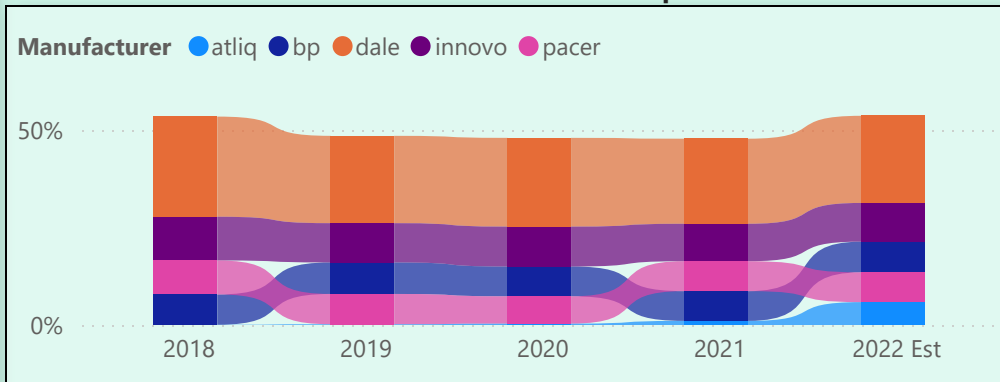
Top 5 Customers By Revenue

customer	RC %	GM %	
Amazon	13.3%	36.8%	
AtliQ Exclusive	9.7%	46.0%	
Atliq e Store	8.1%	36.9%	⬇
Flipkart	3.7%	42.1%	
Sage	3.4%	31.5%	⬇
Total	**38.2%**	**39.2%**	

Top 5 Products By Revenue

product	RC %	GM %	
AQ BZ Allin1 Gen 2	5.4%	38.5%	
AQ Home Allin1	4.1%	38.7%	
AQ HOME Allin1 Gen 2	5.7%	38.1%	
AQ Smash 1	3.8%	37.4%	⬇
AQ Smash 2	4.1%	37.4%	
Total	**23.2%**	**38.1%**	

BM = Bench Mark , LY = Last Year, EI = Excess Inventory , OOS = Out of Stock

vs LY | vs Target