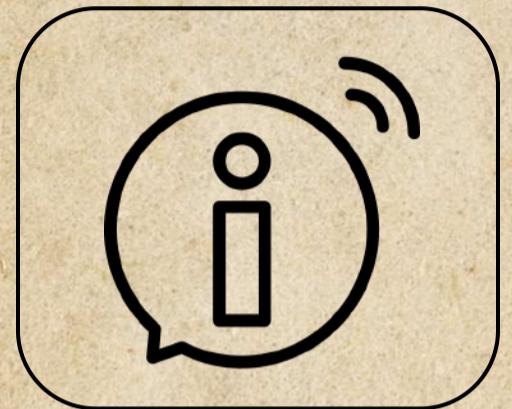




# Business Insights 360



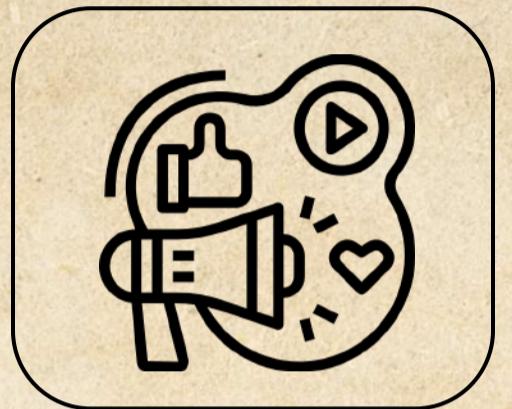
Info



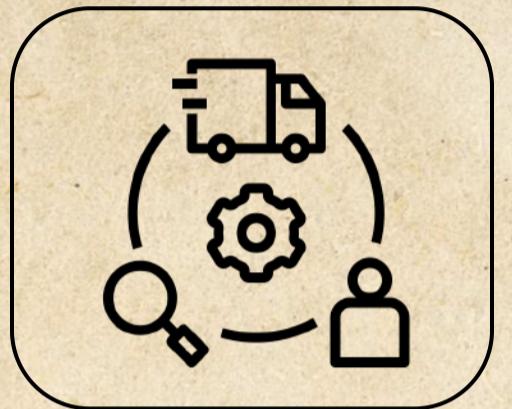
Finance View



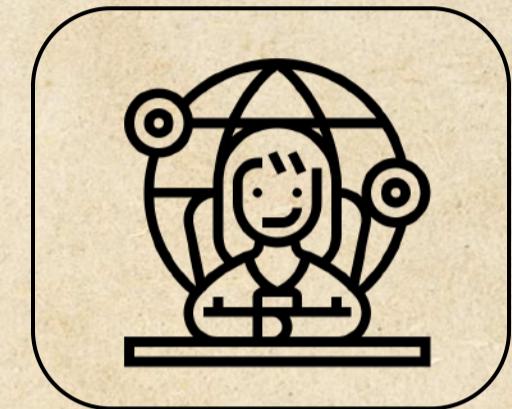
Sales View



Marketing  
View



Supply Chain  
View



Executive View



Support

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

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

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

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

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

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

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



Region, market

All



Customer

All



segment, categor...

All



2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target



₹ 3.74bn !

BM: 3807090639 (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

- 13.98% ✓

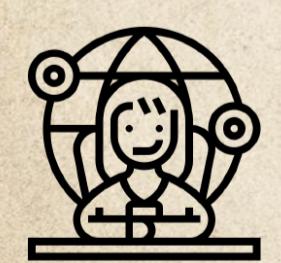
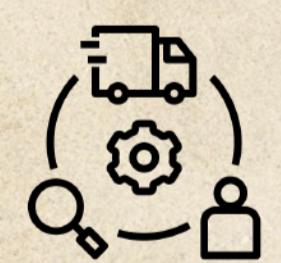
BM: -14.19% (+1.47%)

Net Profit %

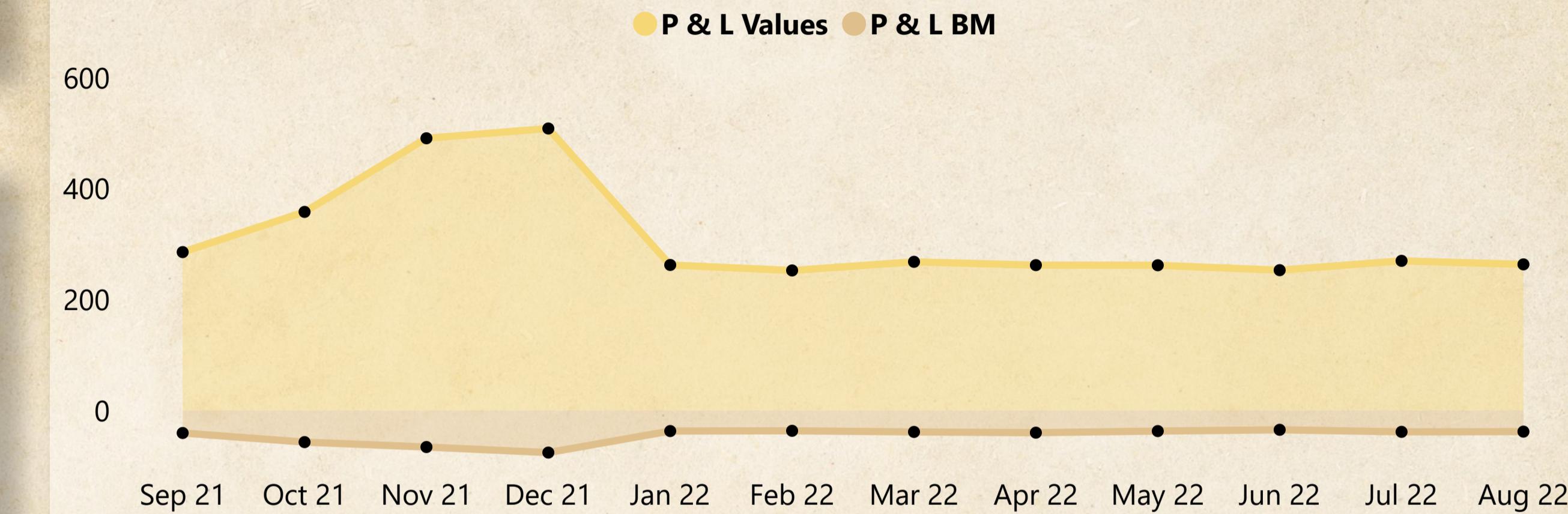


## Profit &amp; Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
- Freight Cost	100			
- Manufacturing Cost	2197			
- Other Cost	16			
- Post Deductions	663			
- Post Discounts	1244			
GM / Unit	16			
Gross Sales	7370			
Net Invoice Sales	5643			
Net Profit	-522			
Operational Expenses	-1945			
Pre Invoice Deduction	1727			
Total COGS	2313			
Total Post Invoice Deduction	1907			
Gross Margin %	38	38	0	-1
Net Profit %	-14	-14	0	-1
Net Sales	3736	3807	-71	-2
Gross Margin	1423	1460	-37	-3



## Net Sales Performance Over Time



## Top / Bottom Products &amp; Customers by Net Sales

Region	P & L Values	P & L YOY Chg%	Segment	P & L Values	P & L YOY Chg%
+ APAC	1,923.77	-764.83	+ Storage	54.59	-110.10
+ NA	1,022.09	-778.94	+ Peripherals	897.54	-266.13
+ EU	775.48	-876.23	+ Notebook	1,580.43	-392.53
+ LATAM	14.82	-3,338.84	+ Networking	38.43	-107.11
			+ Desktop	711.08	-231.62
			+ Accessories	454.10	-184.05



Region, market

All

segment, categor...

All

Customer

All

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

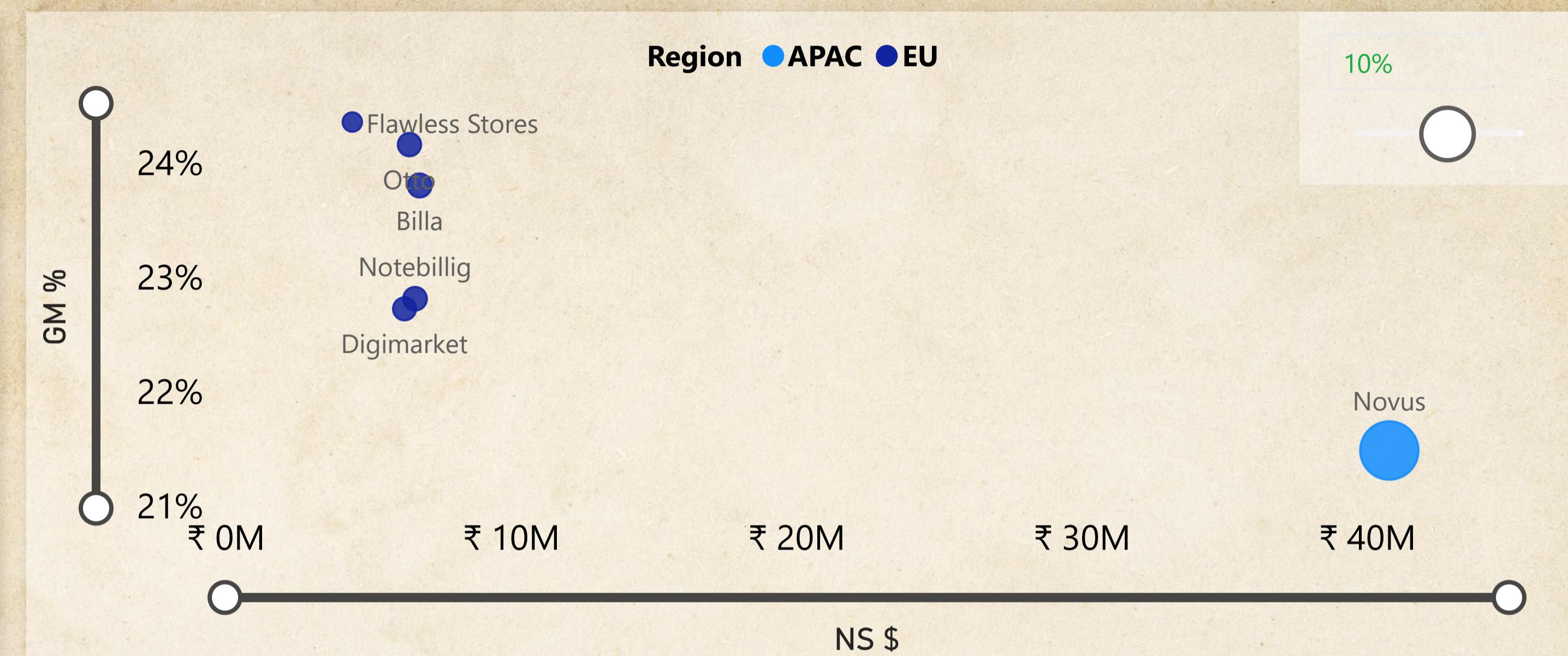
YTD

YTG

## Customer Performance

Customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AltiQ Exclusive	₹ 307.17M	145.05M	47.22%
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%
walmart	₹ 72.41M	33.06M	45.66%
Electricalslytical	₹ 68.05M	25.34M	37.24%
Electricalsocity	₹ 67.76M	24.41M	36.03%
Staples	₹ 64.20M	24.99M	38.92%

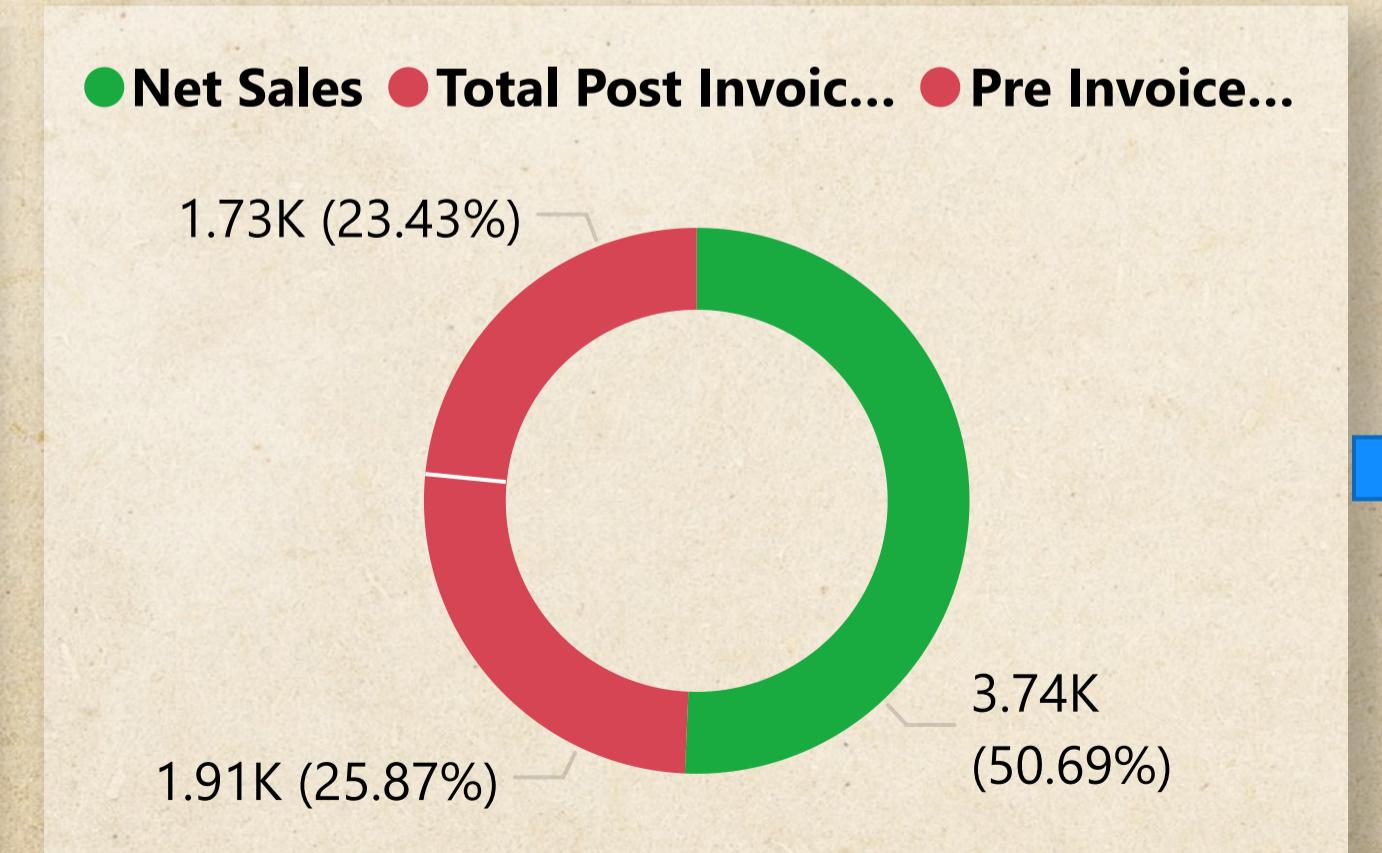
## Performance Matrix



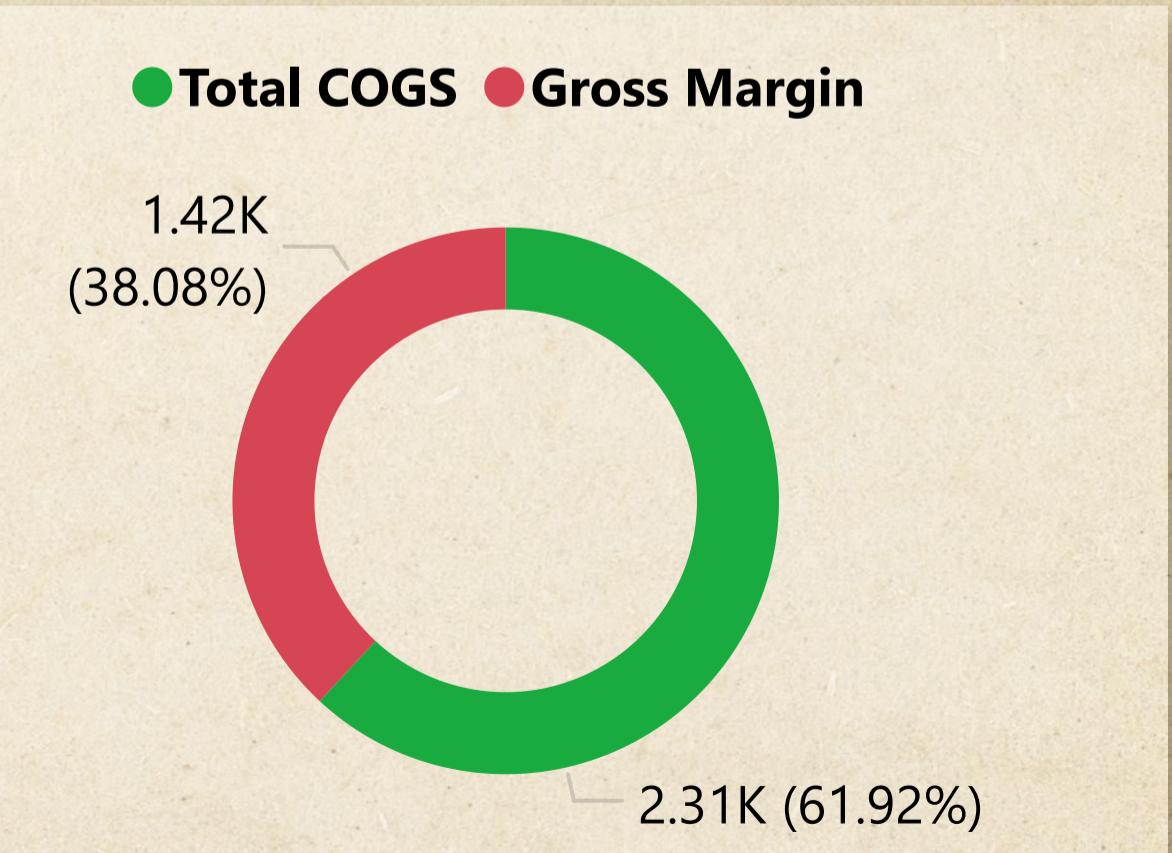
## Product Performance

Segment	NS \$	GM \$	GM %
Networking	₹ 38.43M	14.78M	38.45%
Storage	₹ 54.59M	20.93M	38.33%
Accessories	₹ 454.10M	172.61M	38.01%
Desktop	₹ 711.08M	272.39M	38.31%
Peripherals	₹ 897.54M	341.22M	38.02%
Notebook	₹ 1,580.43M	600.96M	38.03%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Unit Economics



## Unit Economics



vs LY

vs Target

Region  
AllMarket  
AllCustomer  
All

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

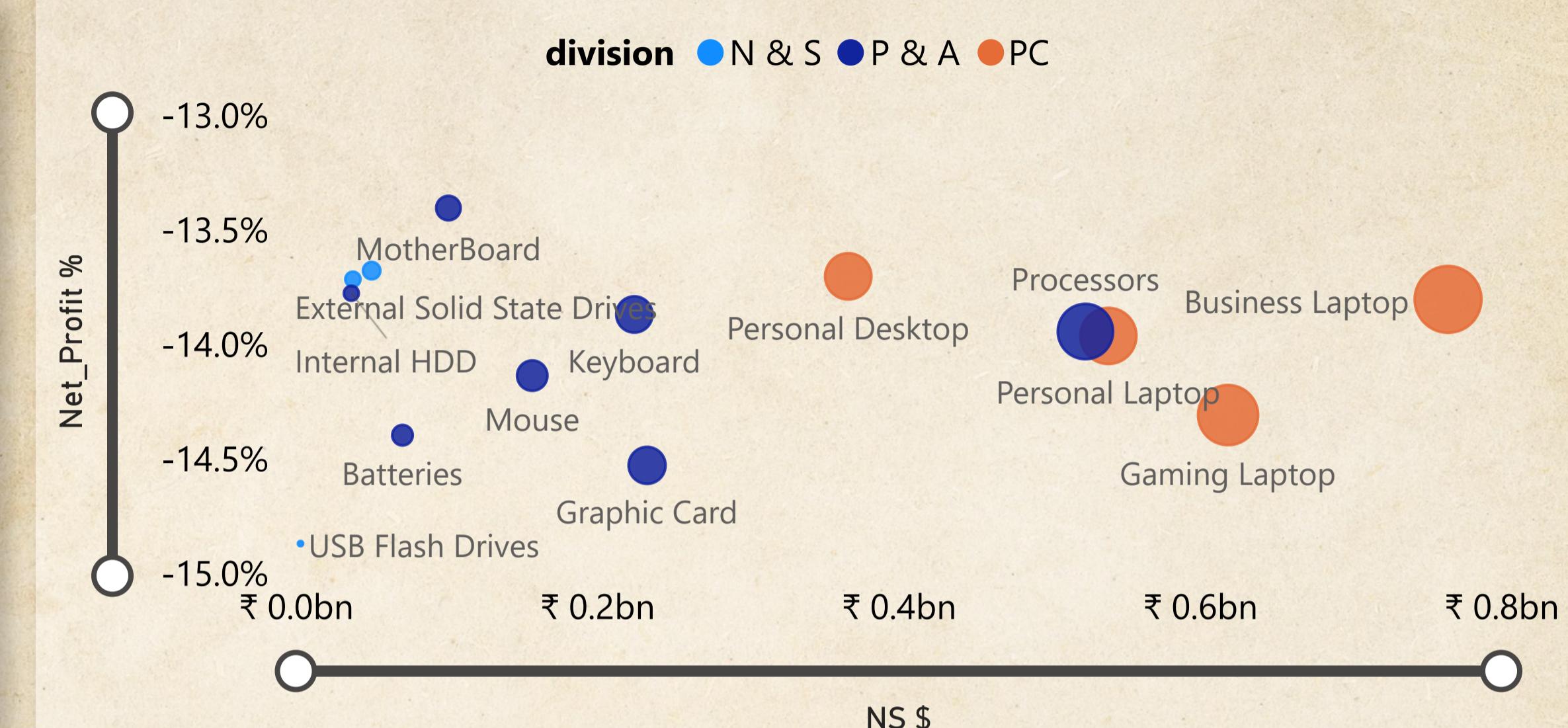
YTG

## Product Performance

Segment	NS \$	GM \$	GM %	Net_Profit \$	Net_Profit %	
+	Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
+	Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
+	Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
+	Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
+	Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
+	Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>	

Show GM %

## Performance Matrix

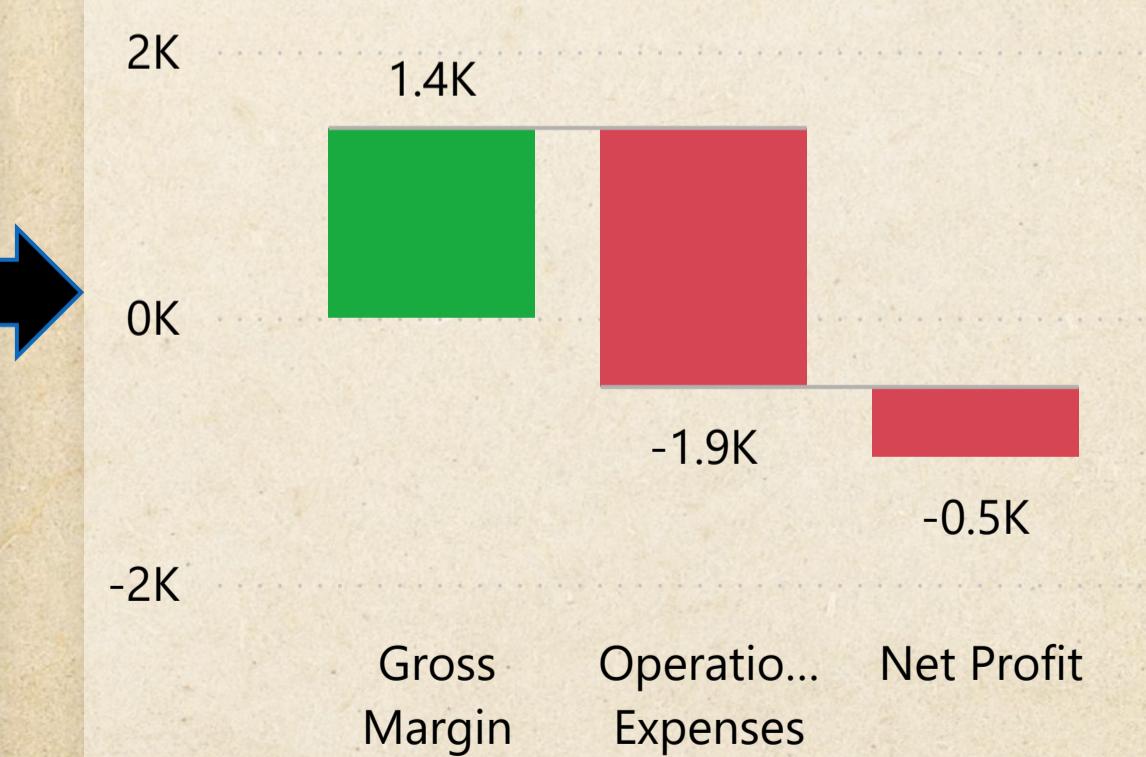
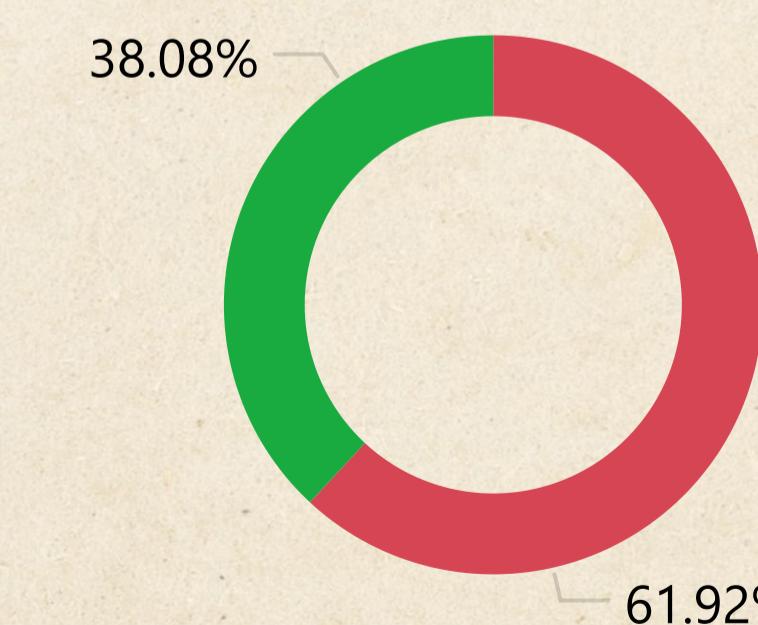


## Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net_Profit \$	Net_Profit %	
+	APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
+	NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
+	EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
+	LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>	

## Unit Economics

● Total COGS ● Gross Margin





Region

All



Market

All



Customer

All



2019

2020

2021

2022  
EST

Q1

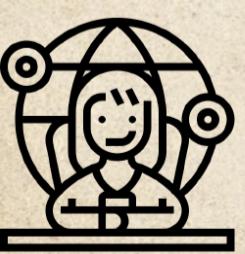
Q2

Q3

Q4

YTD

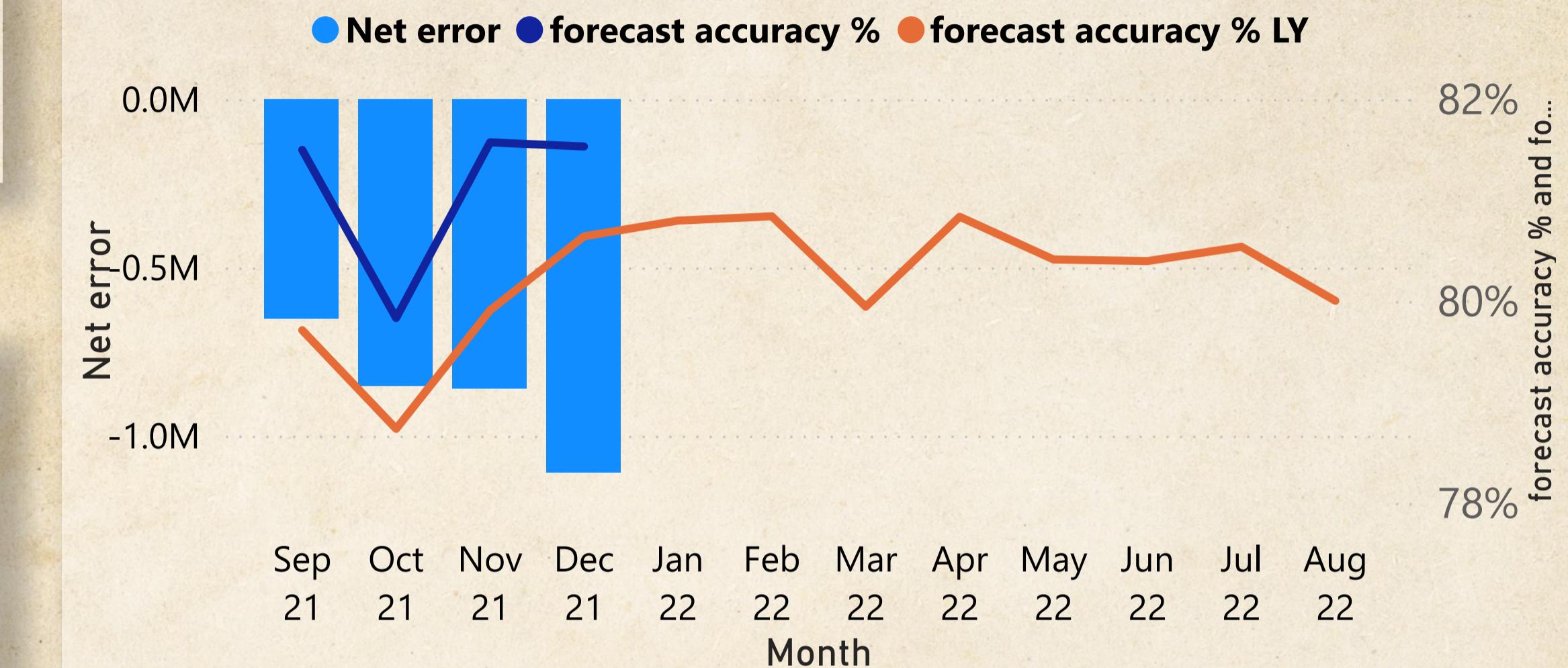
YTG

**81.17% ✓**BM: 80.21% (+1.2%)  
**Forecast Accuracy****-3472.7K ✓**BM: -751.7K (-361.97%)  
**Net Error****6899.0K !**BM: 9780.7K (-29.46%)  
**ABS Error**

### Key Metrics By Customer

Customer	forecast accuracy %	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
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	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
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	-49354	-18.61%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-347269</b>	<b>-9.48%</b>	<b>OOS</b>

### Accuracy / Net Error Trend



### Key Metrics By Product

Segment	forecast accuracy %	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



Region, market

All

Customer

All

segment, categor...

All

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3.74bn !

BM: 3.81bn (-1.86%)  
Net Sales

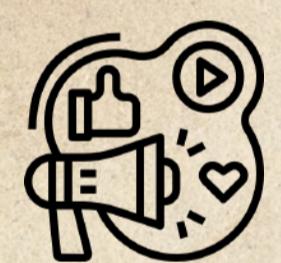
38.08% !

BM: 38.34% (-0.66%)  
GM %

-13.98% ✓

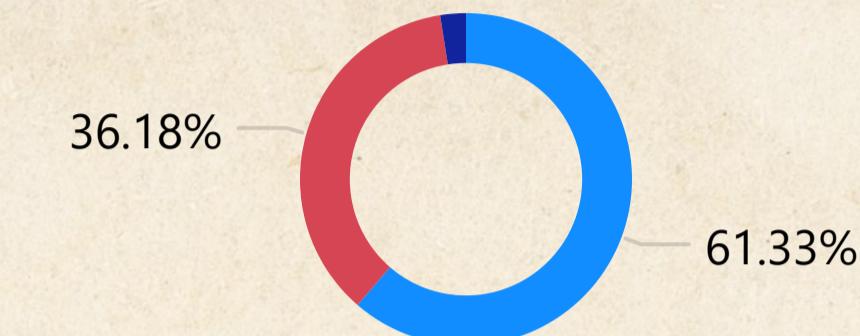
BM: -14.19% (+1.47%)  
Net Profit %

81.17% ✓

BM: 80.21% (+1.2%)  
Forecast Accuracy

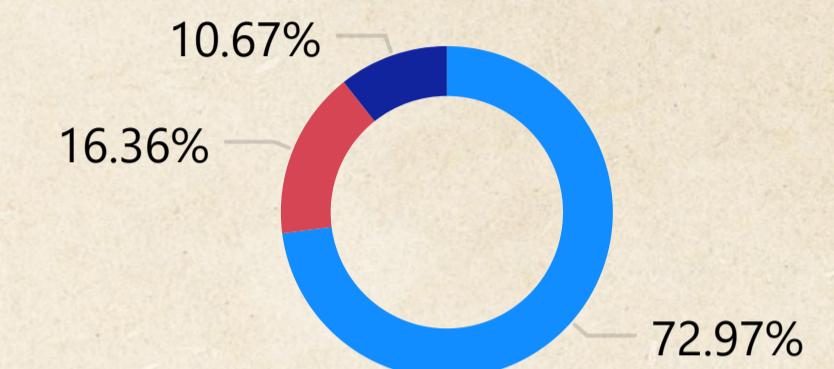
## Revenue by Division

● PC ● P &amp; A ● N &amp; S



## Revenue by Channel

● Retailer ● Direct ● Distributor

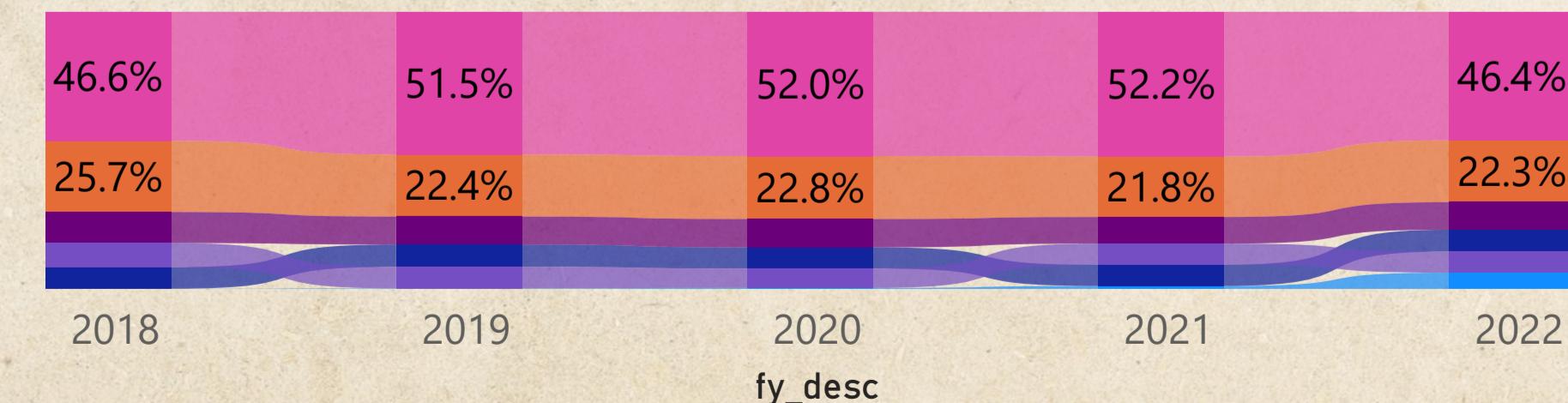


## Key Insights By Sub Zone

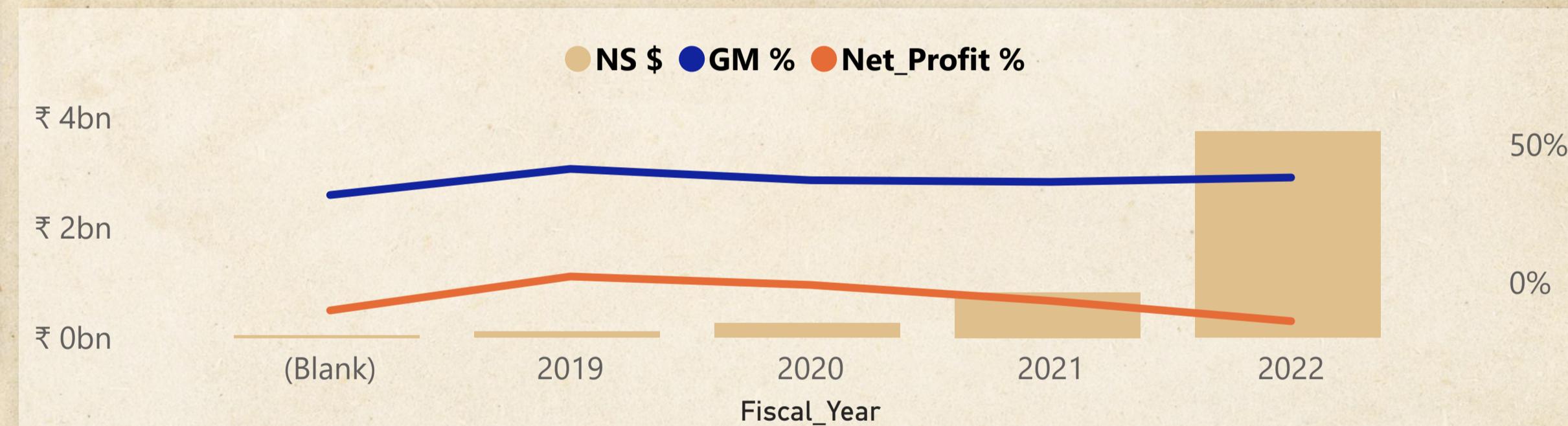
Sub Zone	NS \$	RC %	GM %	Net Profit %	Net error %	Risk
NA	₹ 1,022.1M	27.36%	45.0%	↓	-14.2%	14.35% EI
India	₹ 945.3M	25.30%	35.8%		-23.0%	-24.37% OOS
ROA	₹ 788.7M	21.11%	34.2%	↓	-6.3%	-4.56% OOS
NE	₹ 457.7M	12.25%	32.8%	↓	-18.1%	-4.56% OOS
SE	₹ 317.8M	8.51%	37.0%	↓	-4.0%	-55.47% OOS
ANZ	₹ 189.8M	5.08%	43.5%	↓	-7.4%	-37.61% OOS
LATAM	₹ 14.8M	0.40%	35.0%	↓	-2.9%	3.37% EI
<b>Total</b>	<b>₹ 3,736.2M</b>	<b>100.00%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>-9.48%</b>	<b>OOS</b>

## PC Market Share Trend- AtliQ &amp; Competitors

● atliq ● bp ● dale ● innovo ● others ● pacer



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



## Top 5 Customer by Revenue

customer	RC %	GM %
AtliQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78% ↓
Atliq e Store	8.14%	36.88% ↓
Flipkart	3.71%	42.14%
Sage	3.42%	31.53% ↓

## Top 5 Product by Revenue

product	RC %	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	4.12%	37.10% ↓

BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out of Stock, RC = Revenue Contribution



## Business Insights 360 Key Info



- All the system data in tool is refreshed every month on 5th working day.
- System data such as forecast, Actuals and Historical forecast are received from Global database.
- Non system data such as Target Operational Expense and Market Share are refreshed on request.
- For FAQs click [here](#).
- Download live excel version [here](#).





## Business Insights 360 Support



**Get an issue resolved**



**Add new requests**

**Check out the contingency plan**

**Provide Feedback**

**New to Power BI?**