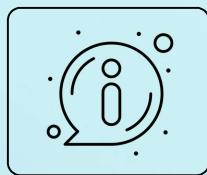




# Business Insights 360



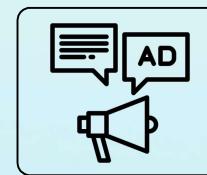
**Info**  
Download **user manual** and get to know the key information of this tool.



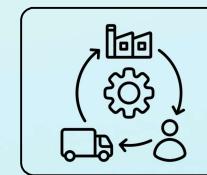
**Finance View**  
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



**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.



region, market	customer	segment, product...	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All										

**\$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 %

## Net Sales Performance Over Time

Selected Year   Selected Year - 1



## Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	1.47

BM = Benchmark, LY=Last Year

region	P & L values	P & L Chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L values	P & L Chg %
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Desktop	711.08	
+ Accessories	454.10	
+ Storage	54.59	
+ Networking	38.43	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

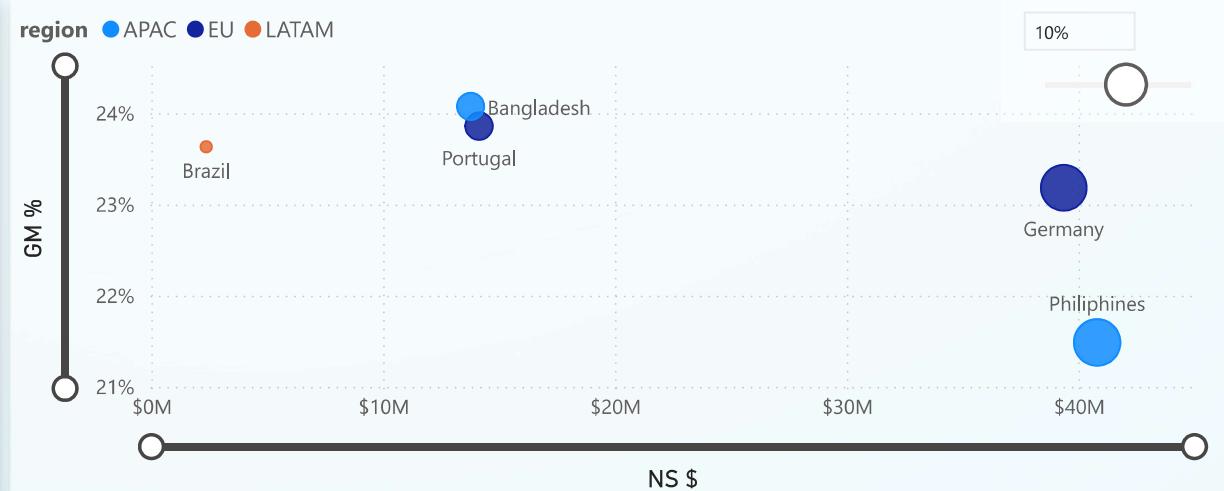
YTD YTG

vs LY

### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
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%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

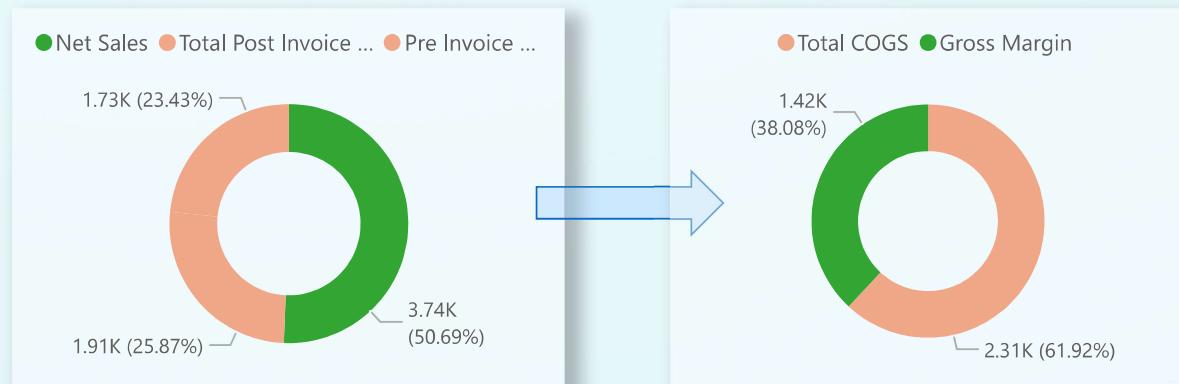
### Performance Matrix



### Product Performance

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

### Unit Economics





region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
<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>



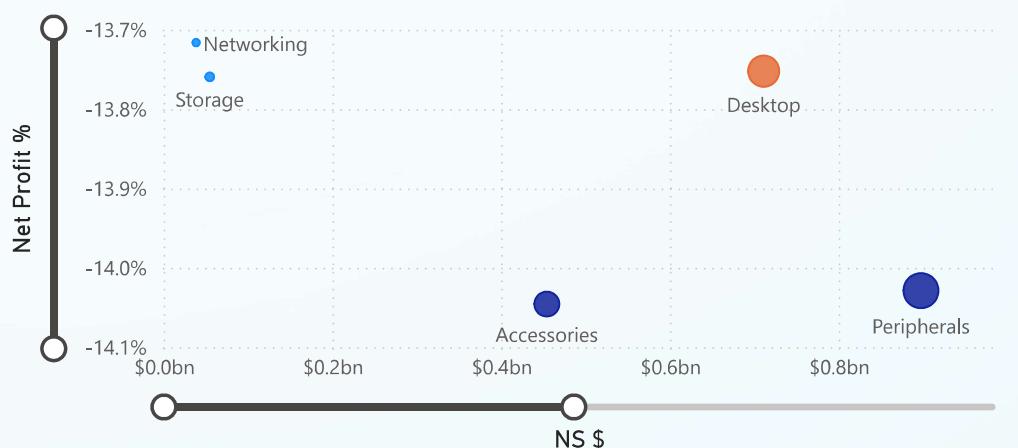
### Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
<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 %

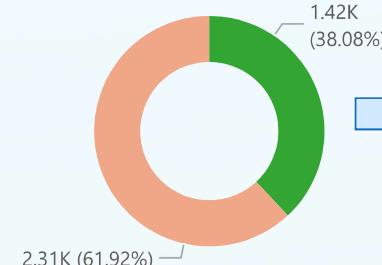
### Performance Matrix

division N & S P & A PC



### Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market ▼  
 All ▼

customer ▼  
 All ▼

segment, category, pr... ▼  
 All ▼

2019 2020 2021 **2022 Est** Q1 Q2 Q3 Q4 YTD YTG

**81.17%✓**  
LY: 80.21% (+1.2%)  
**Forecast Accuracy**

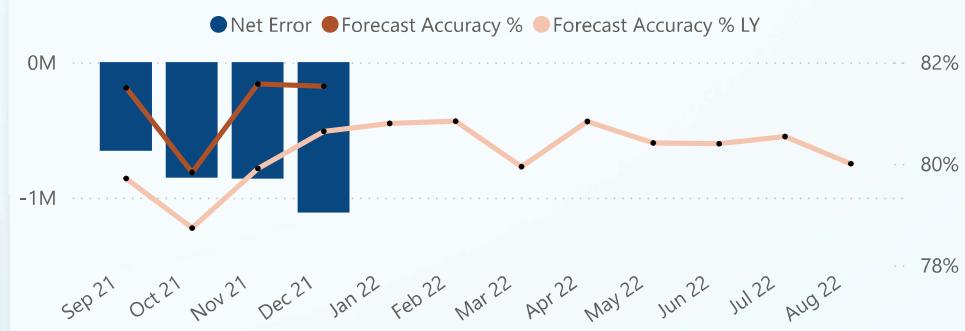
**-3472.7K✓**  
LY: -751.7K (-361.97%)  
**Net Error**

**6899.0K✓**  
LY: 9780.7K (-29.46%)  
**ABS Error**

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

#### Net Sales Performance Over Time



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

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Desktop	87.53%	84.37%	78576	-13.75%	EI
Accessories	87.42%	77.66%	341468	-14.05%	EI
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>OOS</b>





region, market  
All

customer  
All

segment, category, pr...  
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 %

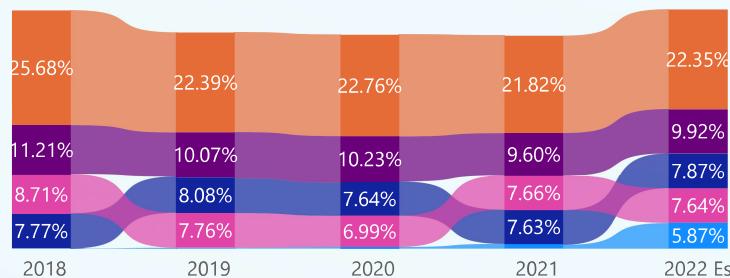
**81.17% ✓**  
BM: 80.21% (+1.2%)  
Forecast Accuracy

#### Key Insights By Sub Zone

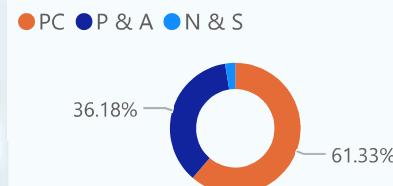
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0% <span style="color:red">↓</span>	-14.2%	4.9%	14.35%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.2% <span style="color:red">↓</span>	-6.3%	8.3%	-4.56%	OOS
NE	\$457.7M	12.3%	32.8% <span style="color:red">↓</span>	-18.1%	6.8%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0% <span style="color:red">↓</span>	-4.0%	16.4%	-55.47%	OOS
ANZ	\$189.8M	5.1%	43.5% <span style="color:red">↓</span>	-7.4%	1.4%	-37.61%	OOS
LATAM	\$14.8M	0.4%	35.0% <span style="color:red">↓</span>	-2.9%	0.3%	3.37%	EI
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1% <span style="color:red">↓</span></b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.48%</b>	<b>OOS</b>

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

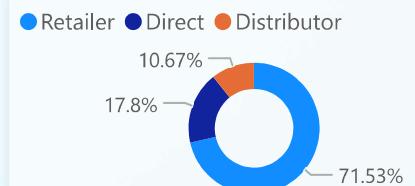
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



#### Revenue by Division



#### Revenue by Channel



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

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



#### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% <span style="color:red">↓</span>
AtliQ e Store	8.1%	36.88% <span style="color:red">↓</span>
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% <span style="color:red">↓</span>
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

#### Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.40% <span style="color:red">↓</span>
AQ Smash 1	3.8%	37.43% <span style="color:red">↓</span>
AQ HOME Allin1 Gen 2	5.7%	38.08% <span style="color:red">↓</span>
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

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 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

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