



Business Insight 360



15 January 2025



Dec 21



Finance View

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



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.

All Values are in Rupees & Millions

Designed by: Vipul Sunil Kachave



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

By Regions/Country

All

By Customers

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million Rs

₹ 111.37M✓

BM: 29.11M (+282.57%)

Net Sales

41.20%✓

BM: 37.43% (+10.08%)

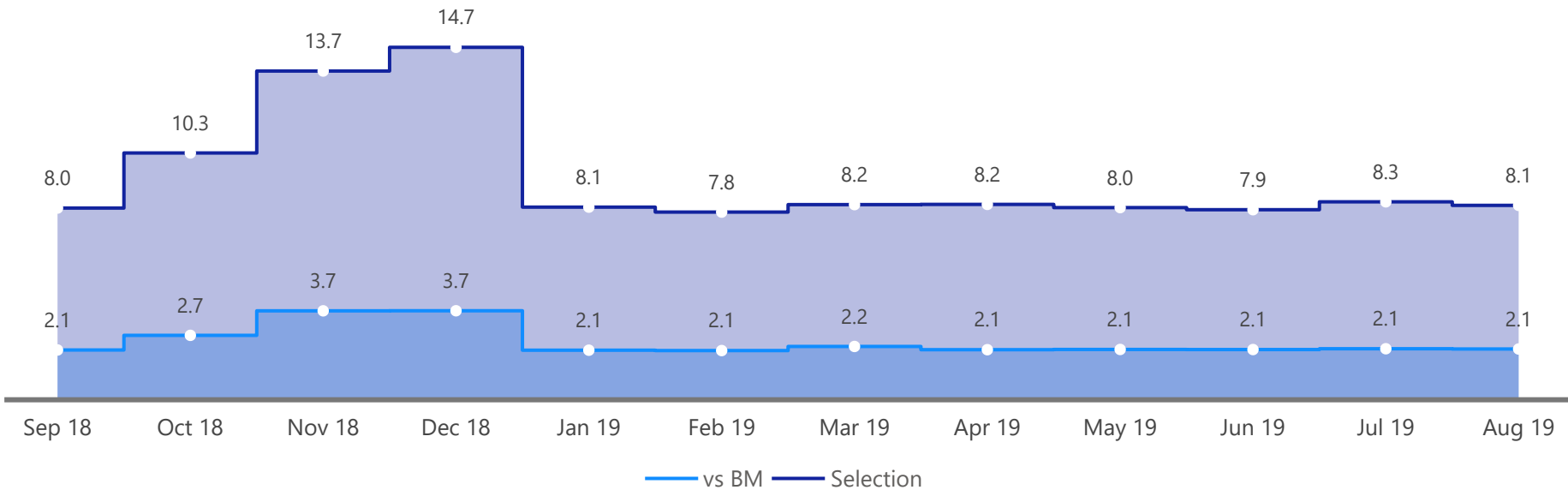
Gross Margin %

2.2%✓

BM: -0.04 (+150.38%)

Net Profit %

Net Sales Performance over Time



Top/Bottom Products & Customers by Net Sales

segment	P & L Values	P&L YoY change %
⊕ Accessories	28.04	213.09
⊕ Desktop		0.00
⊕ Networking	17.36	436.97
⊕ Notebook	32.40	336.01
⊕ Peripherals	19.73	159.47
⊕ Storage	13.84	633.77
Total	111.37	282.57

region	P & L Values	P&L YoY change %
⊕ NA	22.01	239.00
⊕ APAC	71.33	245.08
⊕ LATAM	0.83	320.47
⊕ EU	17.22	881.12
Total	111.37	282.57

P & L Statements

Line Item	2019	LY	YoY	YoY change %
Net Profit %	2.21	-4.38	6.59	-150.38
Net Profit	2.46	-1.28	3.74	-292.73
Operational Expense	-43.43	-12.17	-31.26	256.76
GM / Unit	4.25	3.15	1.10	34.88
Gross Margin %	41.20	37.43	3.77	10.08
Gross Margin	45.89	10.90	34.99	321.12
Total COGS	65.49	18.22	47.27	259.51
- Other Cost	0.51	0.09	0.42	449.41
- Freight Cost	2.64	0.73	1.91	262.83
- Manufacturing Cost	62.34	17.40	44.94	258.35
Net Sales	111.37	29.11	82.26	282.57
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
- Post Deductions	20.53	4.63	15.90	343.68
- Post Discounts	29.72	10.66	19.06	178.70
Net Invoice Sales	161.62	44.40	117.22	263.99
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Gross Sales	209.06	58.32	150.74	258.47



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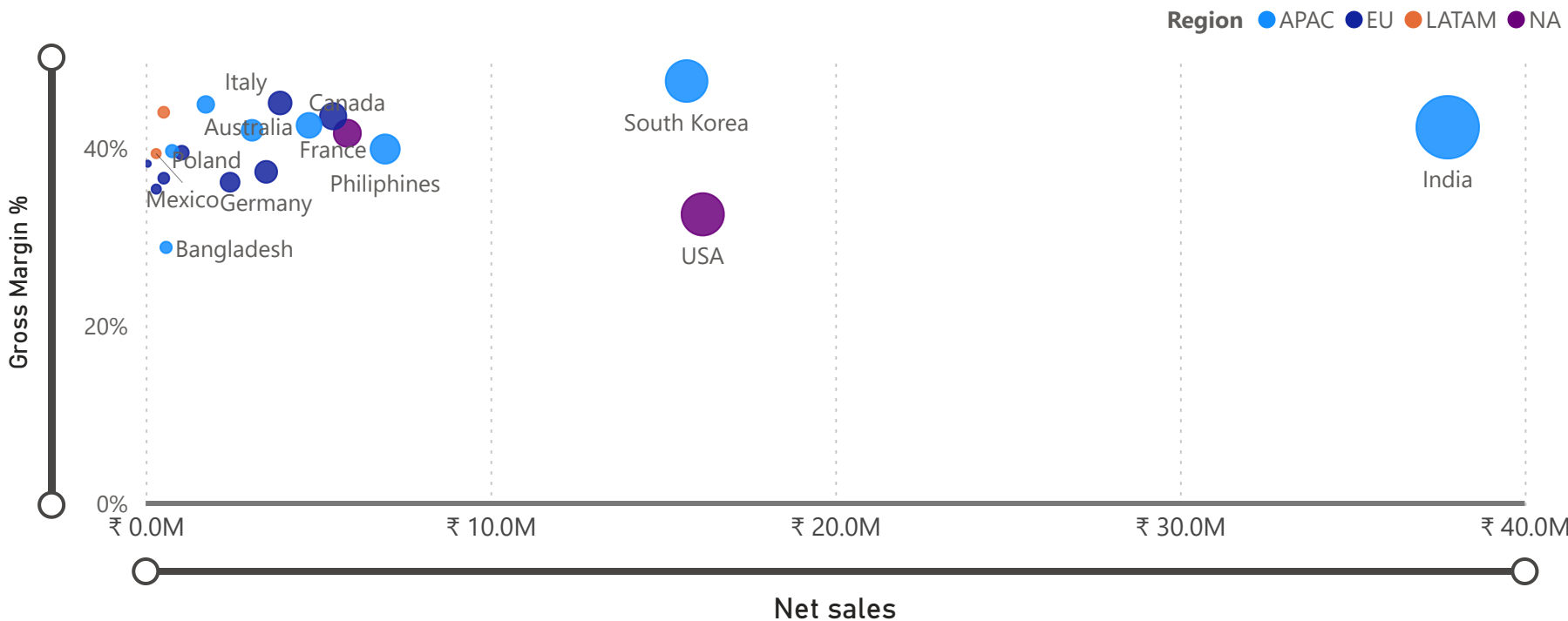
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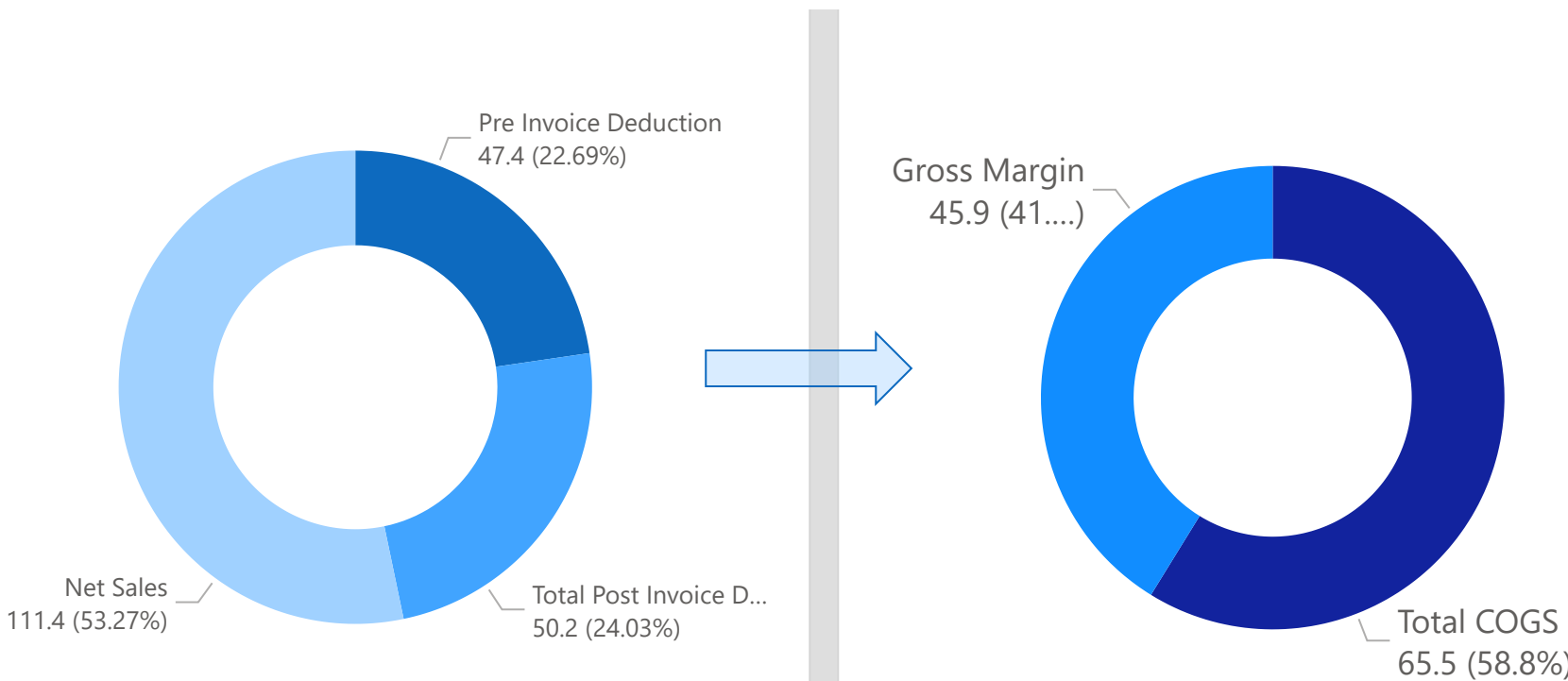
Performane Matrix



Customer Performance

customer	Net sales	Gross Margin	Gross Margin %
Acclaimed Stores	₹ 1.7M	0.6M	33.5%
AltiQ Exclusive	₹ 9.9M	5.0M	50.6%
Amazon	₹ 15.3M	6.4M	41.6%
Argos (Sainsbury's)	₹ 0.4M	0.2M	43.0%
Atlas Stores	₹ 0.2M	0.1M	39.8%
Atliq e Store	₹ 9.1M	3.7M	41.0%
Atliq Exclusive	₹ 1.8M	0.7M	36.6%
BestBuy	₹ 1.0M	0.3M	31.5%
Total	₹ 111.4M	45.9M	41.2%

Unit Economics



Product Performance

segment	Net sales	Gross Margin	Gross Margin %
Accessories	₹ 28.0M	11.6M	41.3%
Networking	₹ 17.4M	7.0M	40.1%
Notebook	₹ 32.4M	13.4M	41.3%
Peripherals	₹ 19.7M	8.3M	42.0%
Storage	₹ 13.8M	5.7M	41.0%
Total	₹ 111.4M	45.9M	41.2%



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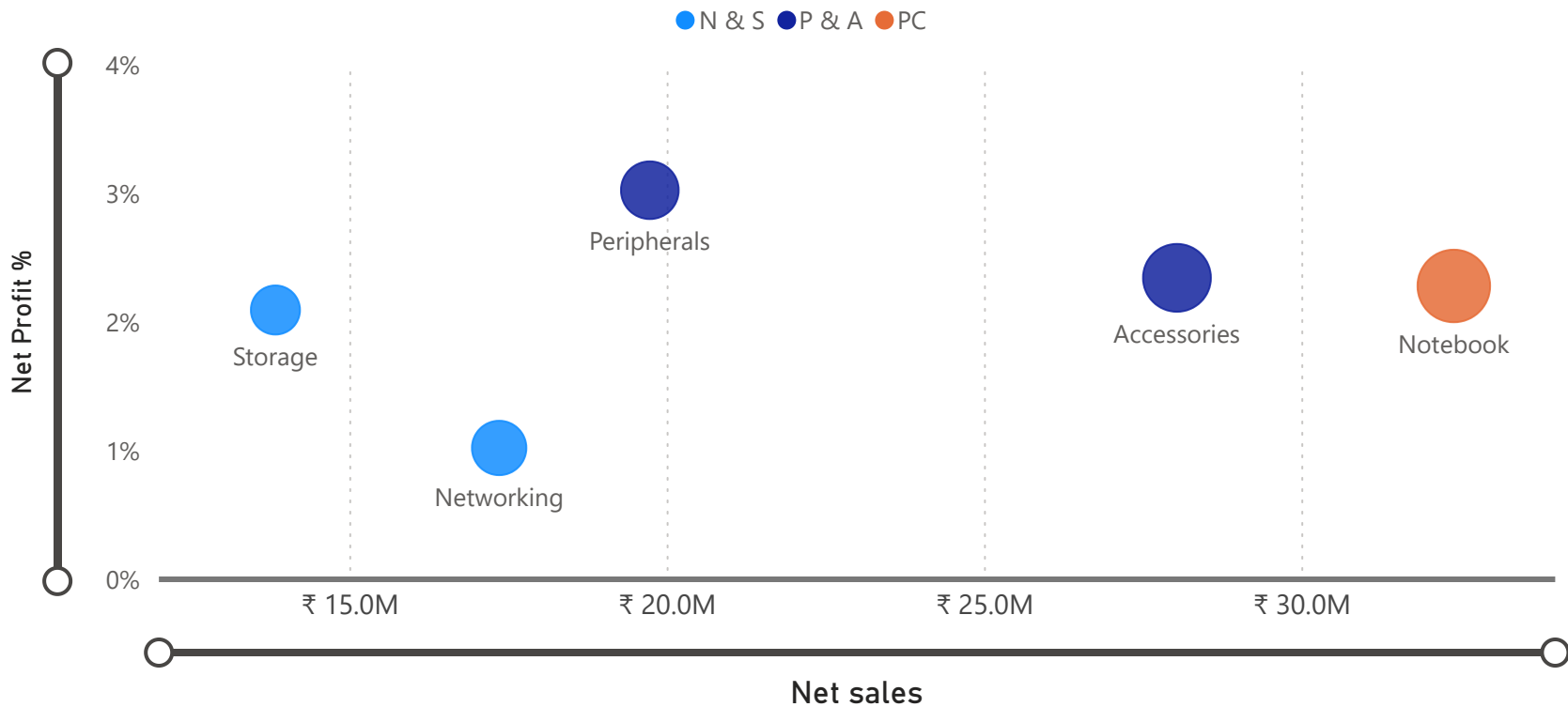
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Show GM%

Net Sales Performane Over Time



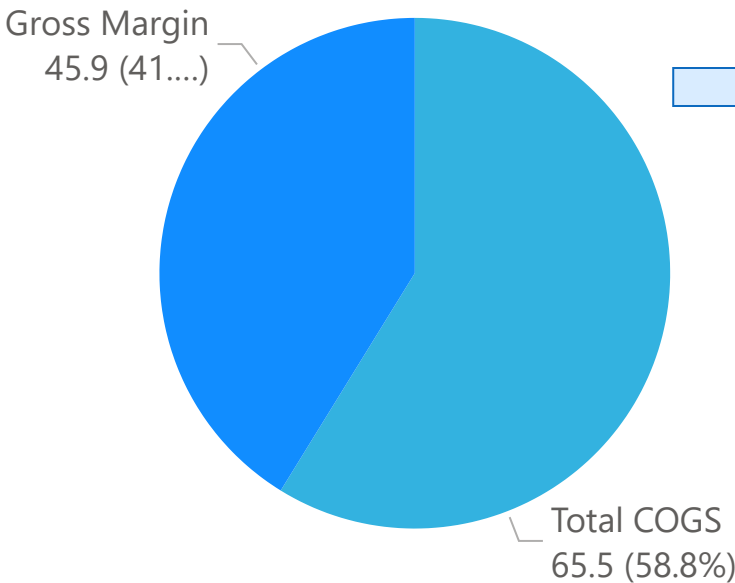
Product Performance

segment	Net sales	Gross Margin %	Net Profit	Net Profit %	Gross Margin
Accessories	₹ 28.0M	41.31%	0.66M	2.3%	11.6M
Networking	₹ 17.4M	40.08%	0.18M	1.0%	7.0M
Notebook	₹ 32.4M	41.29%	0.74M	2.3%	13.4M
Peripherals	₹ 19.7M	42.01%	0.60M	3.0%	8.3M
Storage	₹ 13.8M	41.04%	0.29M	2.1%	5.7M
Total	₹ 111.4M	41.20%	2.46M	2.2%	45.9M

Region/Market/Customer Performance

region	Net sales	Gross Margin	Gross Margin %	Net Profit	Net Profit %
LATAM	₹ 0.8M	0.3M	42.32%	0.1M	7.5%
EU	₹ 17.2M	7.1M	40.97%	0.0M	0.2%
NA	₹ 22.0M	7.7M	34.97%	-2.0M	-9.1%
APAC	₹ 71.3M	30.8M	43.17%	4.3M	6.1%
Total	₹ 111.4M	45.9M	41.20%	2.5M	2.2%

Unit Economics





BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY
CHAIN



EXECUTIVE



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86.45%✓

BM: 80.31% (+7.65%)

Forecast Accuracy

637.48K!

BM: 677.90K (-5.96%)

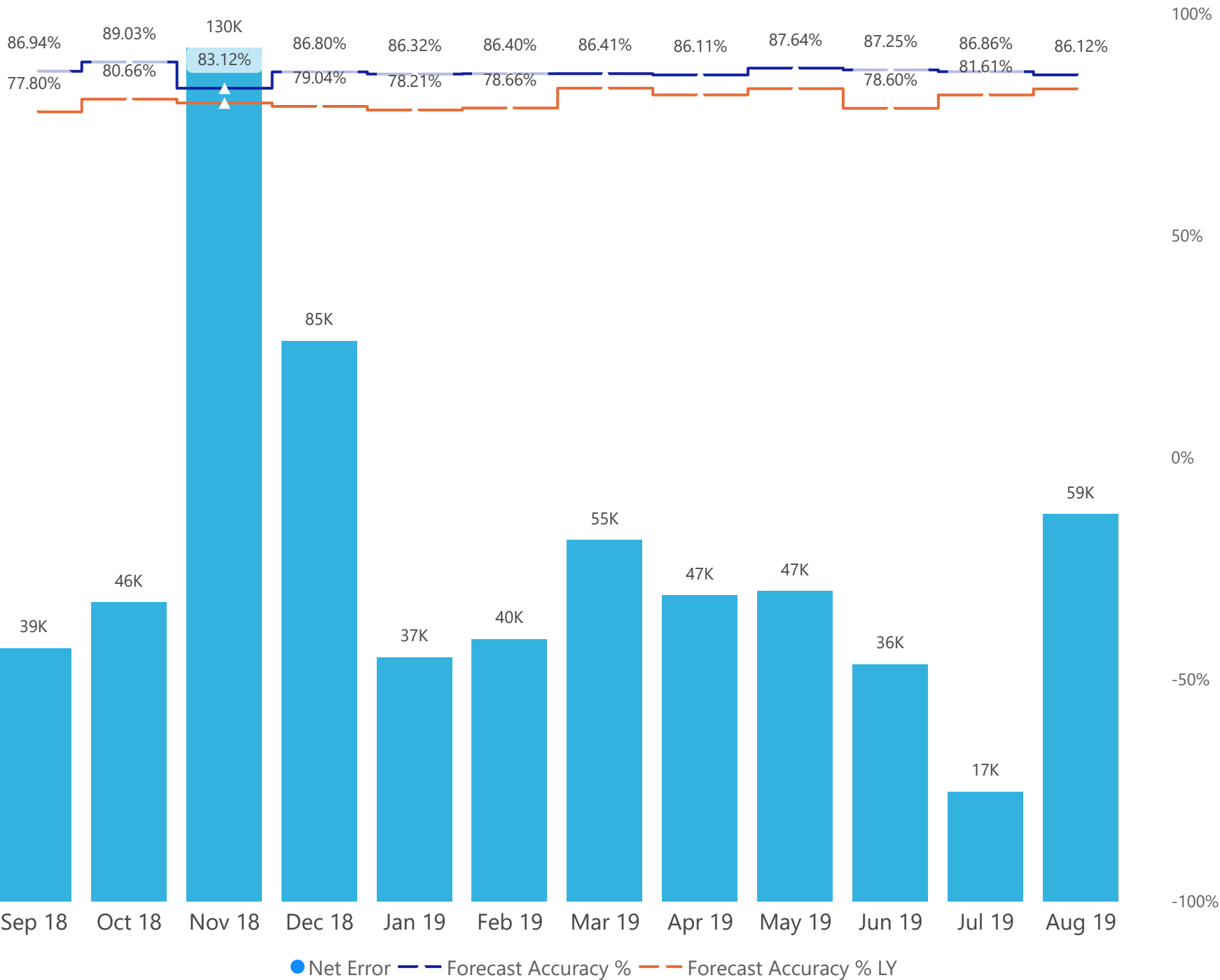
Net Error

1.55M✓

BM: 0.81M (+90.21%)

ABS Error

Accuracy/Net Error Trend



Key Metrics by Customers

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	48677	3.19%	EI
Atliq e Store	76.51%	68.38%	37982	4.08%	EI
AltiQ Exclusive	74.90%	66.16%	47252	5.57%	EI
Expert	64.24%	50.29%	-6513	-6.85%	OOS
Radio Popular	58.50%	44.34%	-4583	-7.98%	OOS
Electricalslanc e Stores	57.64%		3507	19.27%	EI
Euronics	57.34%	43.62%	3078	7.09%	EI
Acclaimed Stores	56.42%	47.35%	-25364	-15.19%	OOS
Argos	56.06%	55.33%	3879	8.40%	EI
Total	86.45%	80.31%	637478	5.58%	EI

Key Metrics by Products

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	90.20%	79.13%	-56895	-0.89%	OOS
Keyboard	90.67%	79.22%	166782	5.17%	EI
Mouse	89.72%	79.04%	-223677	-7.09%	OOS
Networking	81.50%	84.87%	305573	18.49%	EI
Notebook	83.02%	85.46%	-29145	-15.94%	OOS
Peripherals	85.06%	79.51%	-14576	-1.48%	OOS
Storage	80.25%	88.60%	432521	19.49%	EI
Total	86.45%	80.31%	637478	5.58%	EI



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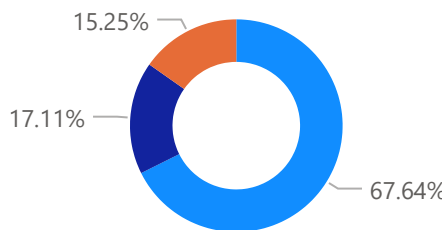
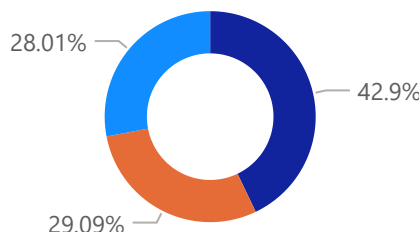
Forecast Accuracy

Revenue By Division

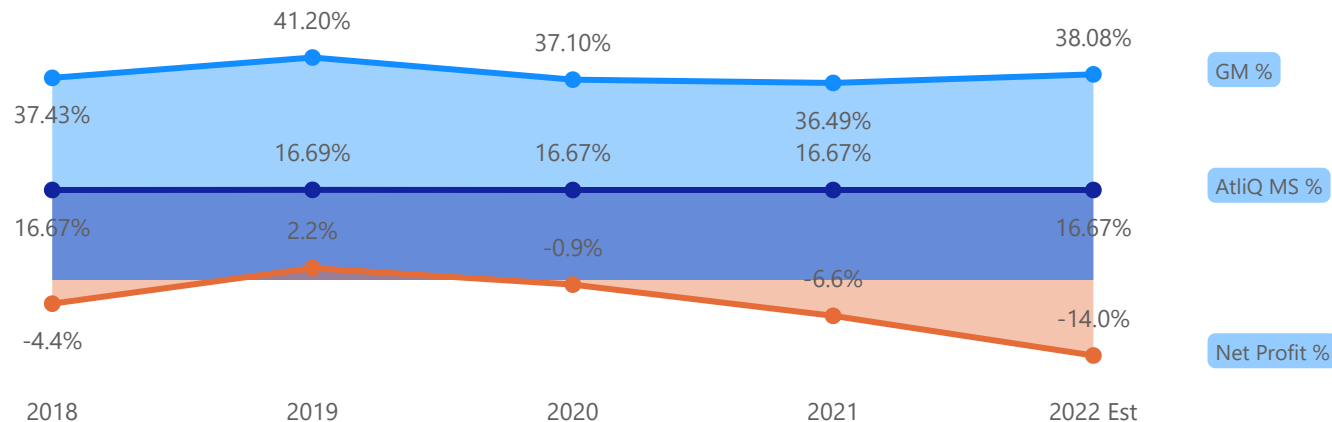
P & A PC N & S

By Channel

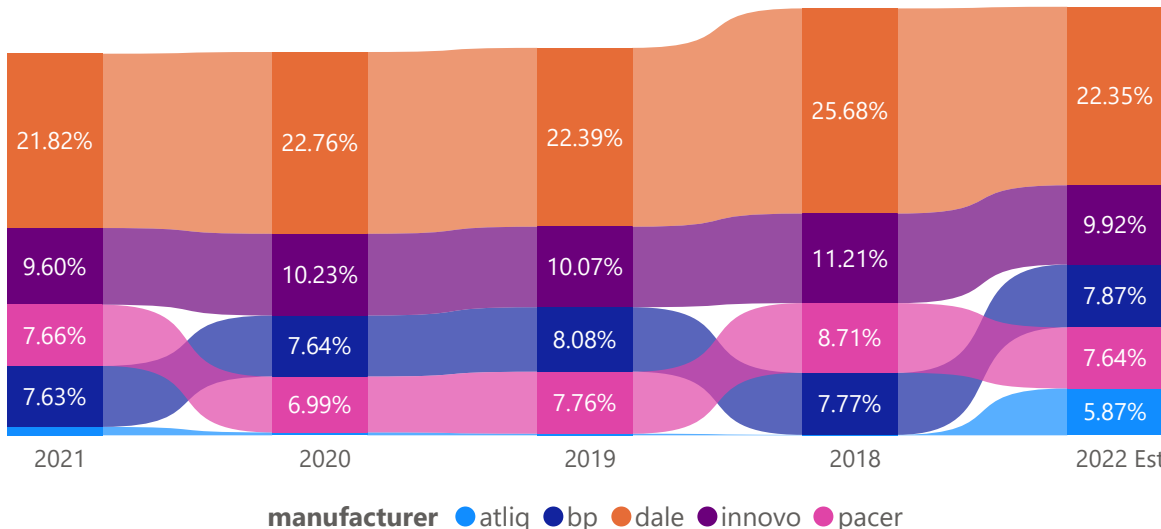
Retailer Direct Distributor



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



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers by Revenue

customer	Gross Margin %	RC %
Amazon	41.57%	13.78%
AltiQ Exclusive	50.58%	8.90%
Atliq e Store	40.99%	8.21%
Sage	43.70%	5.26%
Leader	48.13%	5.23%
Total	44.49%	41.38%

Top 5 Products by Revenue

product	Gross Margin %	RC %
AQ BZ Compact	41.68%	5.11%
AQ Digit SSD	41.20%	5.57%
AQ Gamers	41.58%	5.70%
AQ Neuer SSD	40.91%	6.86%
AQ Wi Power Dx1	40.34%	11.61%
Total	40.99%	34.84%

Key Insights By Sub-zone

sub_zone	Net sales	RC %	Gross Margin %	Net Profit %	Net Error %	Risk
India	₹ 37.77M	33.91%	42.34% ▼	-0.2%	18.80%	EI
ROA	₹ 28.82M	25.88%	44.35% ▬	13.7%	17.07%	EI
NA	₹ 22.01M	19.76%	34.97% ▲	-9.1%	-36.96%	OOS
SE	₹ 10.38M	9.32%	43.73% ▼	7.5%	-21.55%	OOS
NE	₹ 6.83M	6.13%	36.77% ▲	-10.8%	-6.60%	OOS
ANZ	₹ 4.74M	4.25%	42.56% ▼	10.2%	23.78%	EI
LATAM	₹ 0.83M	0.74%	42.32% ▼	7.5%	-27.25%	OOS
Total	₹ 111.37M	100.00%	41.20%	2.2%	5.58%	EI