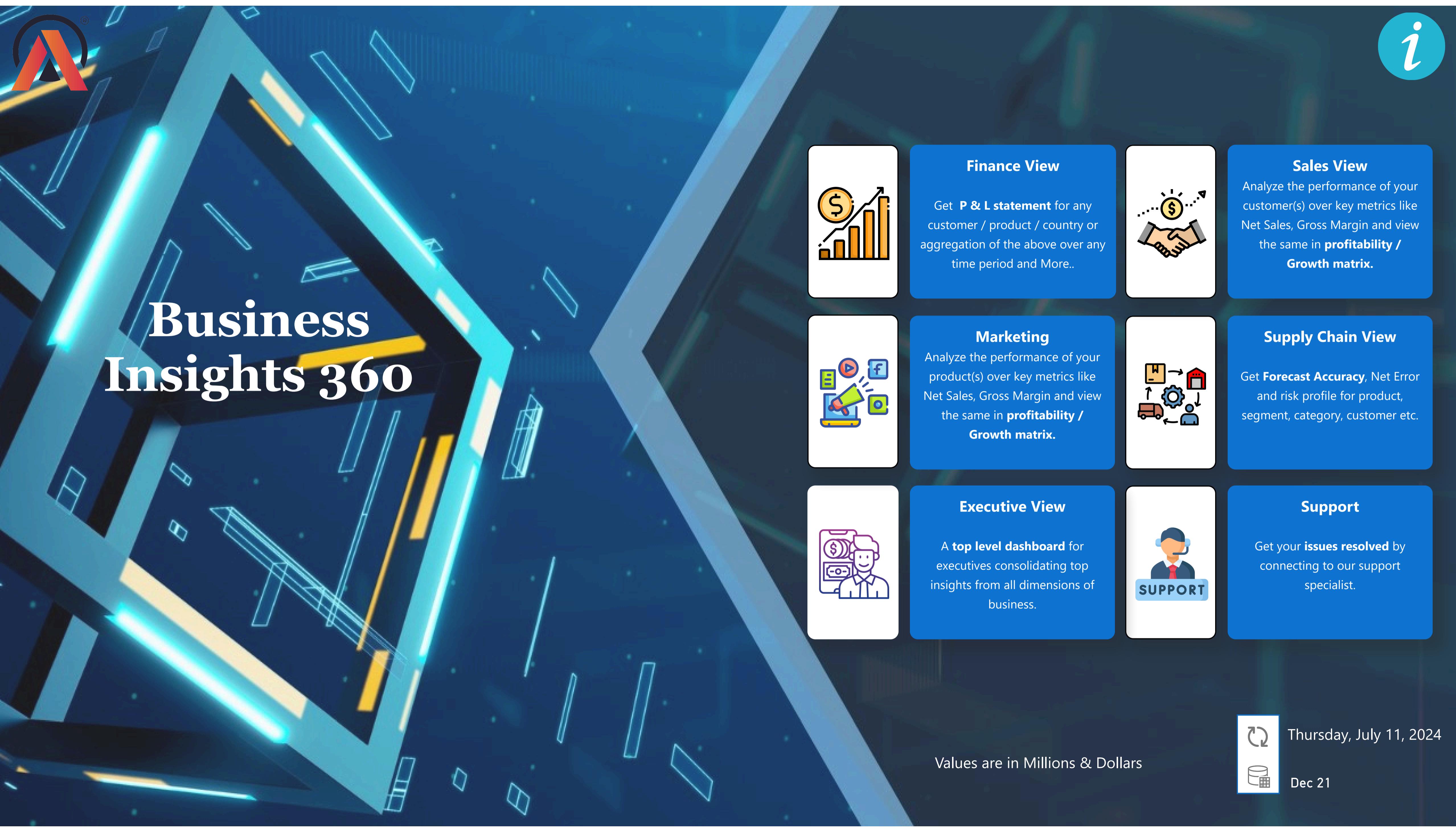


Business Insights 360



Finance View

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



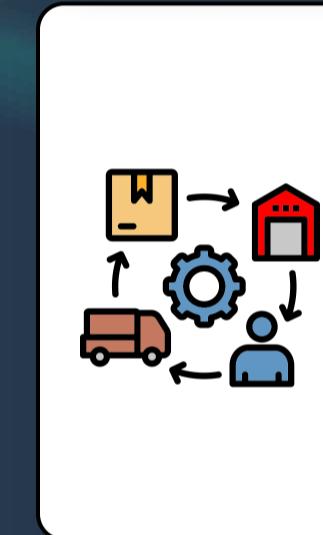
Sales View

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



Marketing

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



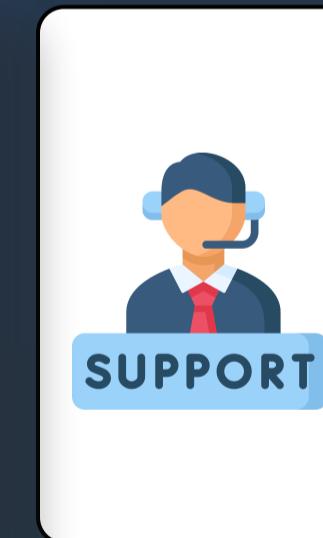
Supply Chain View

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



Executive View

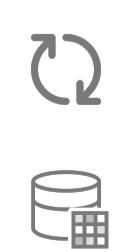
A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Support

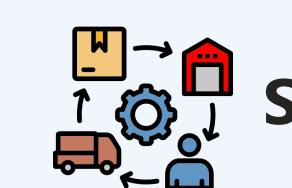
Get your **issues resolved** by connecting to our support specialist.

Values are in Millions & Dollars



Thursday, July 11, 2024

Dec 21



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

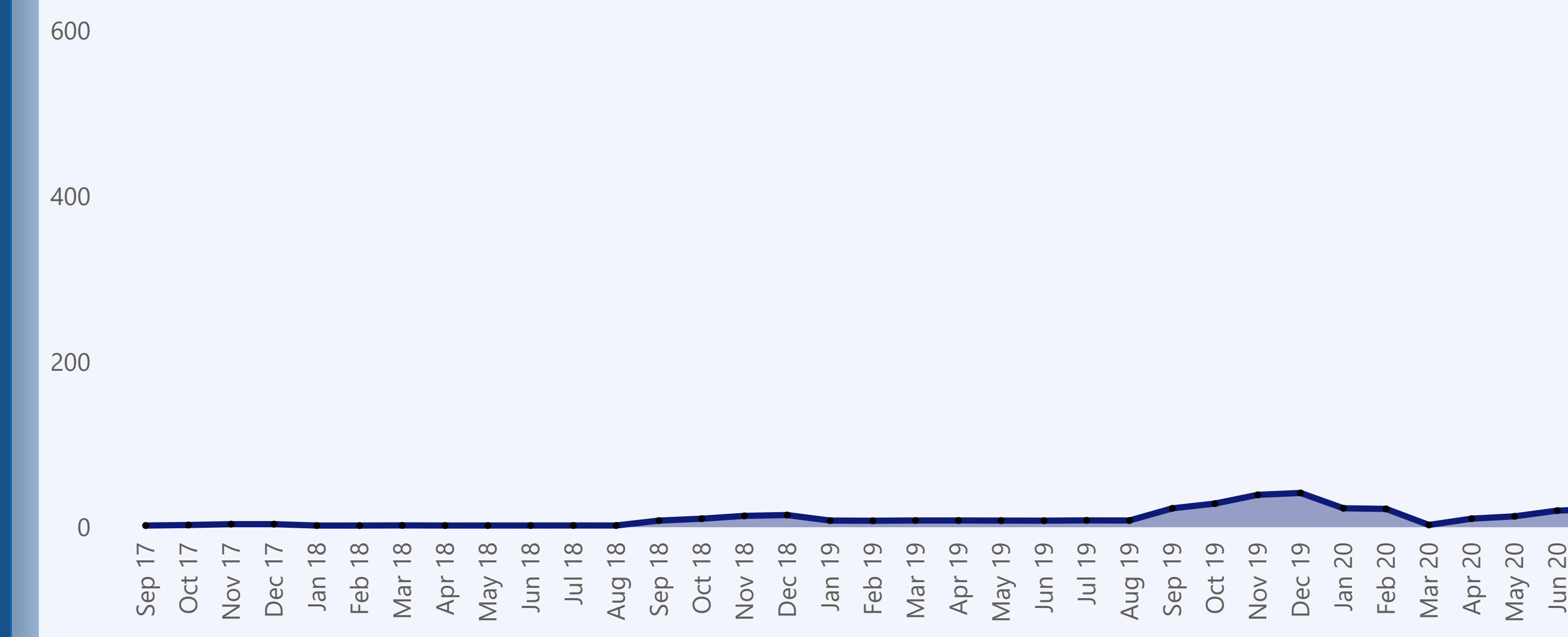
GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$



Net Sales Performance Over Time



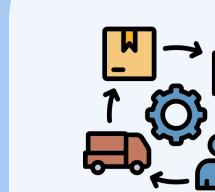
Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
LATAM	21	39.45
EU	1051	33.99
APAC	2606	32.09
NA	1291	24.71
Total	4968	30.51

segment	P & L Values	P & L Chg %
Accessories	802	
Desktop	758	
Networking	130	
Notebook	1973	
Peripherals	1152	
Storage	152	
Total	4968	30.51

Profit and Loss Statement

Line Item	BM	Chg	Chg %
Net Sales	3,807.09	1,161.39	30.51
Gross Margin	1,459.51	420.20	28.79
Gross Margin %	38.34	-0.50	-1.31
Net Profit %	-14.19	2.55	-18.00



FILTERS

Select Benchmak (BM)

vs LY vs Target

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

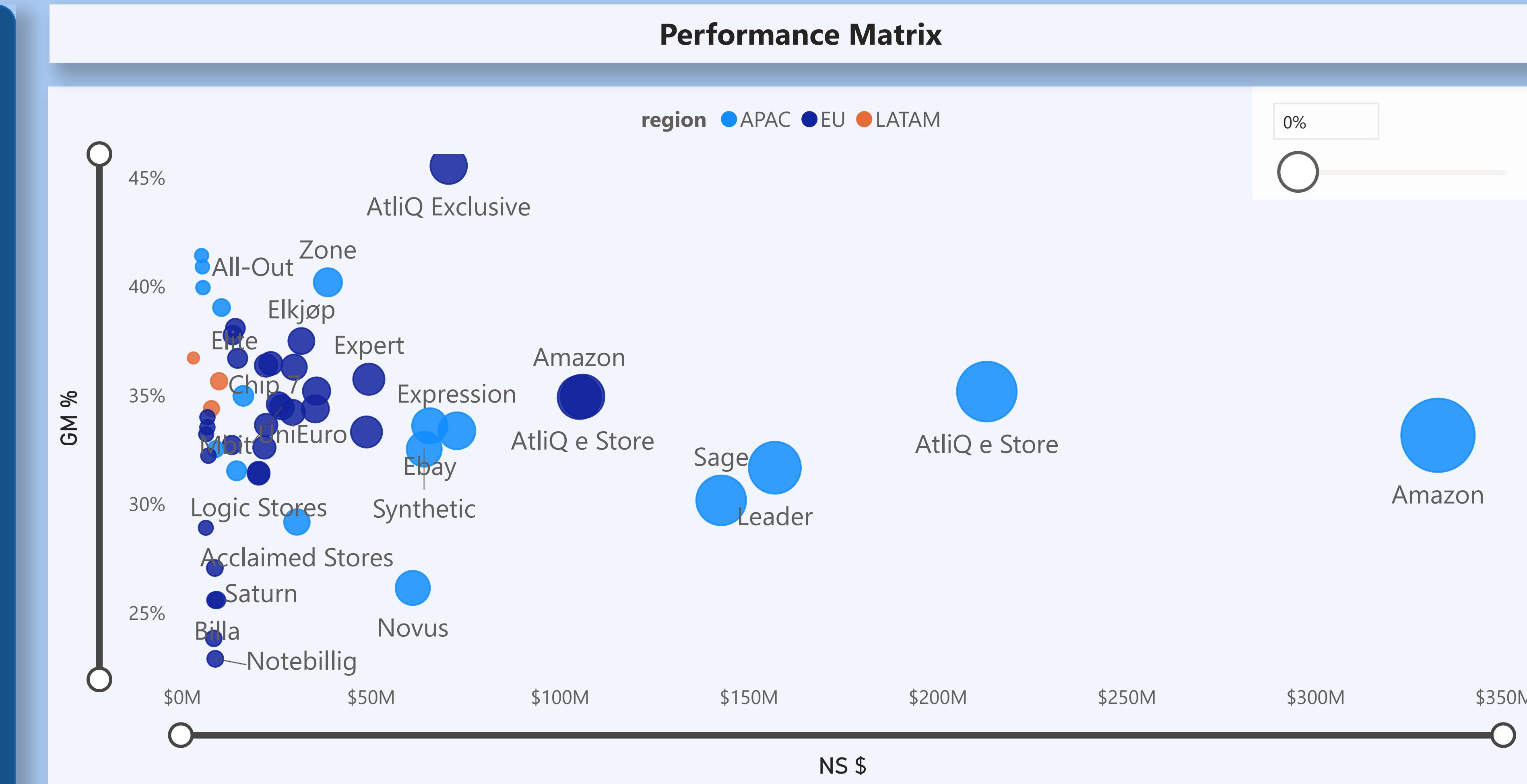
BY STORES/(S)

All

BY CATEGORY

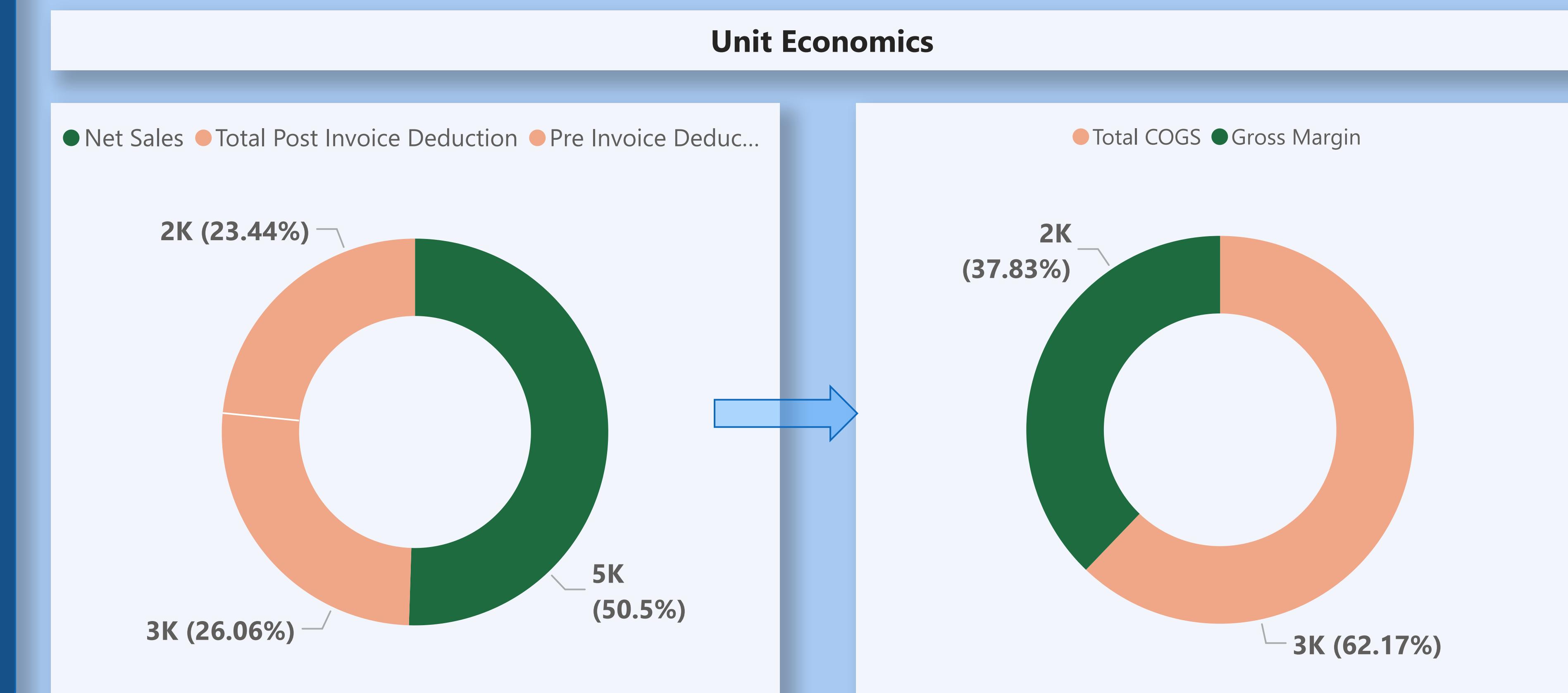
All

Abbreviations
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NP= Net Profit | Chg = Change
All values in Million \$



Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$93.76M	37.00M	39.46%
All-Out	\$5.68M	2.27M	39.94%
Amazon	\$675.09M	248.15M	36.76%
Argos (Sainsbury's)	\$18.07M	6.84M	37.85%
Atlas Stores	\$22.40M	7.53M	33.63%
AtliQ e Store	\$417.55M	155.02M	37.13%
AtliQ Exclusive	\$478.93M	218.72M	45.67%
BestBuy	\$61.35M	26.51M	43.21%
Billa	\$9.43M	2.41M	25.58%
Boulanger	\$32.75M	12.44M	38.00%
Chip 7	\$35.42M	12.17M	34.37%
Total	\$4,968.48M	1,879.72M	37.83%



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$802.17M	301.45M	37.58%
Desktop	\$758.45M	289.53M	38.17%
Networking	\$130.40M	49.38M	37.87%
Notebook	\$1,973.15M	746.24M	37.82%
Peripherals	\$1,152.02M	435.85M	37.83%
Storage	\$152.29M	57.27M	37.61%
Total	\$4,968.48M	1,879.72M	37.83%

**FILTERS**

Select Benchmak (BM)

vs LY

vs Target

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

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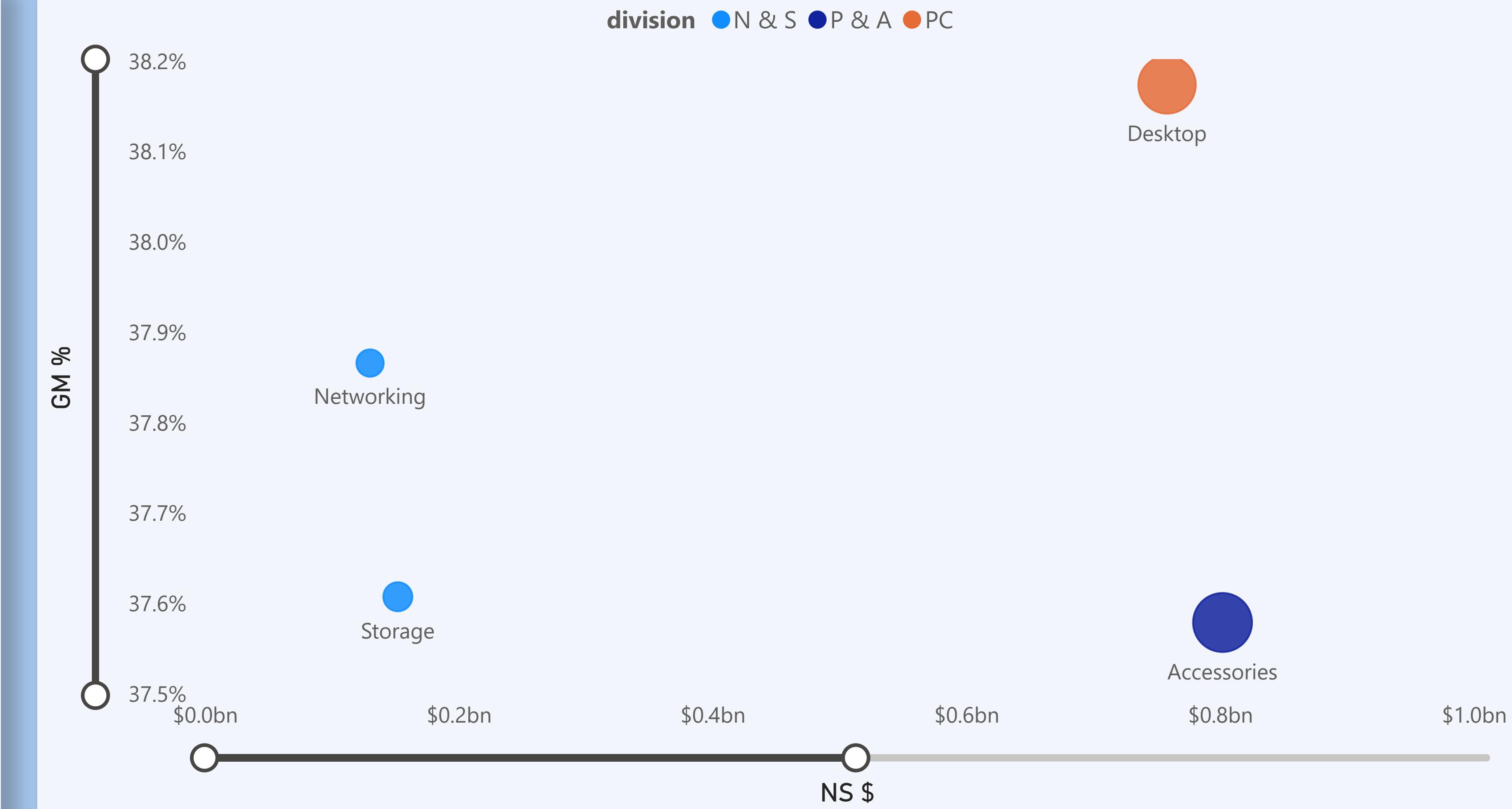
NP= Net Profit | Chg = Change

All values in Million \$

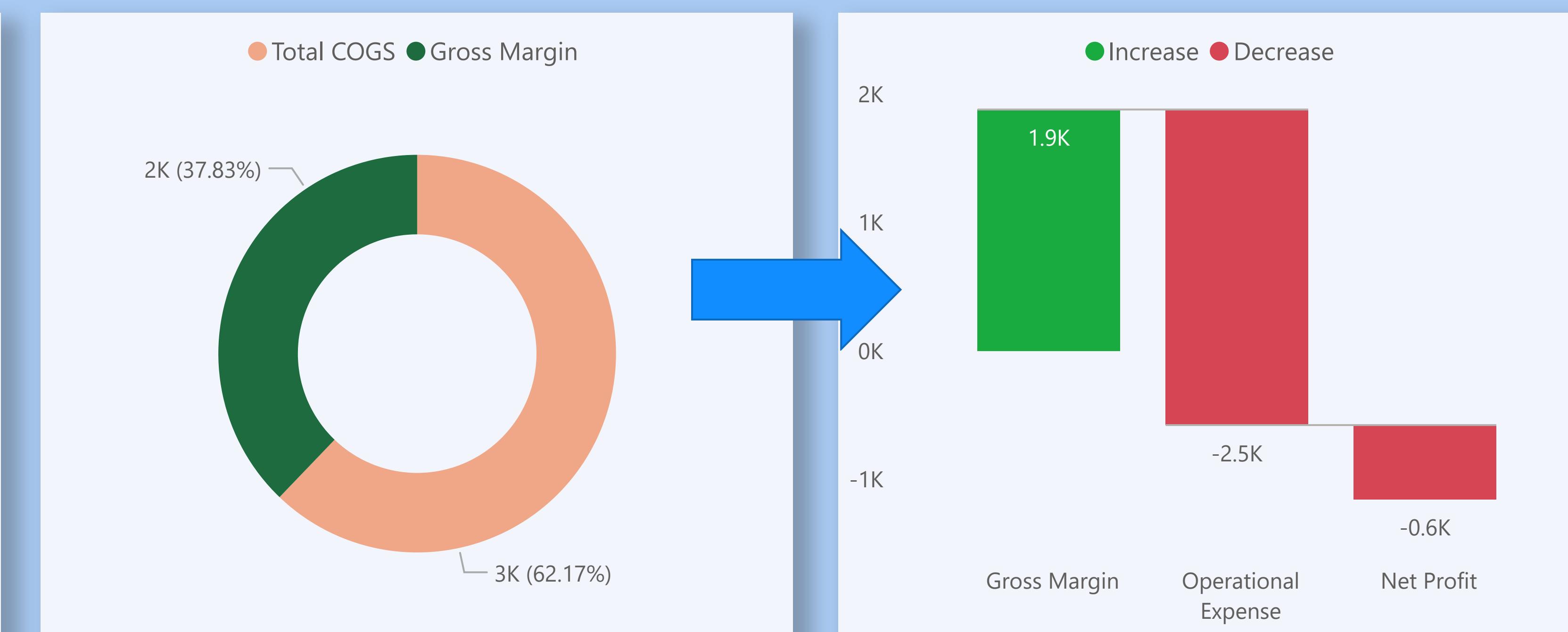
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$802.17M	301.45M	37.58%	-80.32M	-10.01%
Storage	\$152.29M	57.27M	37.61%	-11.23M	-7.37%
Notebook	\$1,973.15M	746.24M	37.82%	-240.29M	-12.18%
Peripherals	\$1,152.02M	435.85M	37.83%	-136.99M	-11.89%
Networking	\$130.40M	49.38M	37.87%	-8.27M	-6.34%
Desktop	\$758.45M	289.53M	38.17%	-101.09M	-13.33%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%

Show NP%

Performance Matrix**Region / Market / Customer Performance**

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$21.00M	7.42M	35.33%	-0.16M	-0.78%
EU	\$1,051.01M	373.69M	35.56%	-92.10M	-8.76%
APAC	\$2,605.73M	937.72M	35.99%	-312.94M	-12.01%
NA	\$1,290.74M	560.88M	43.45%	-172.97M	-13.40%
Total	\$4,968.48M	1,879.72M	37.83%	-578.18M	-11.64%

Region / Market / Customer Performance



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

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BY REGION/COUNTRY

All

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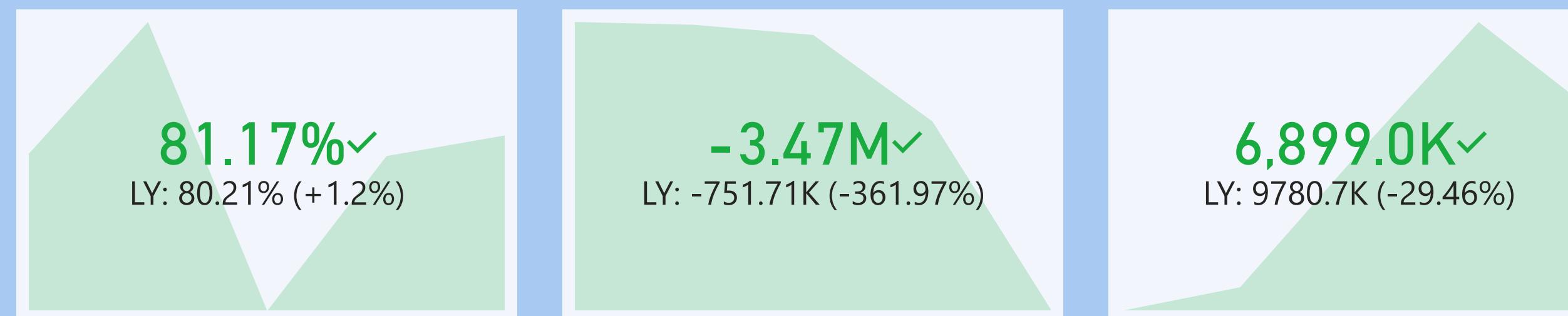
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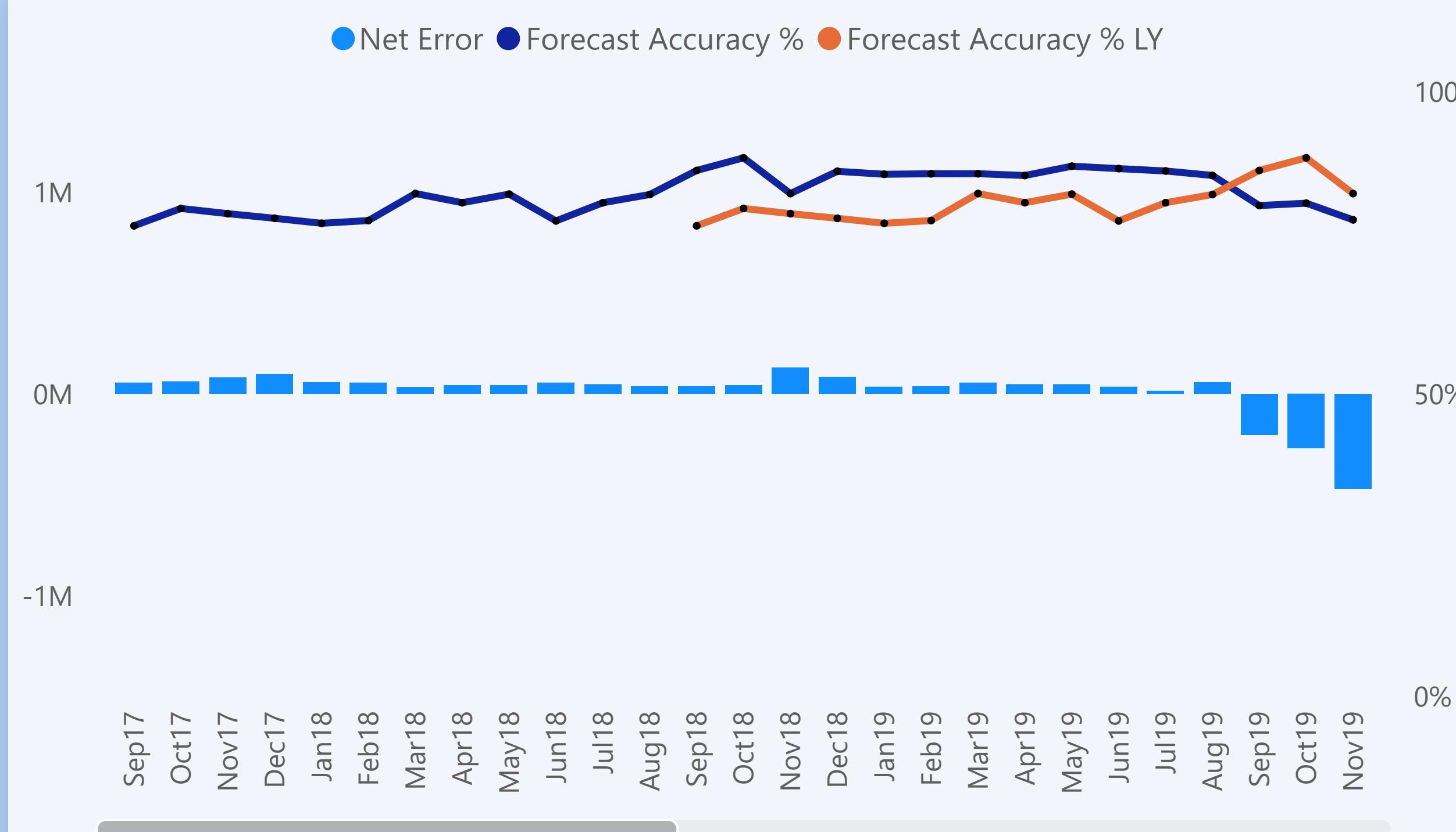
GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$



Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	80.50%	77.85%	-1352029.00	-1.89%	OOS
Peripherals	74.34%	81.06%	-3388005.00	-17.54%	OOS
Desktop	86.98%	84.11%	94729.00	10.36%	EI
Networking	80.99%	79.46%	184995.00	2.72%	EI
Notebook	83.80%	79.41%	22621.00	0.45%	EI
Storage	81.08%	82.48%	2020264.00	10.51%	EI
Total	79.83%	79.26%	-2417425.00	-1.97%	OOS

Key Metrics By Product

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AtliQ e Store	70.89%	69.48%	-865676.00	-8.40%	OOS
AtliQ Exclusive	69.00%	68.46%	-48639.00	-0.46%	OOS
Amazon	69.95%	68.28%	-1394379.00	-8.39%	OOS
Mbit	58.12%	59.20%	16800.00	2.46%	EI
Expert	59.53%	58.05%	68664.00	5.30%	EI
Euronics	54.05%	57.11%	-9460.00	-1.35%	OOS
Radio Popular	54.52%	55.09%	57874.00	5.84%	EI
Boulanger	54.23%	54.88%	27467.00	3.41%	EI
UniEuro	52.99%	53.96%	122707.00	8.75%	EI
Argos (Sainsbury's)	53.17%	52.54%	-1394.00	-0.30%	OOS
Power	52.60%	52.00%	19784.00	5.20%	EI
Flawless Stores	51.42%	51.69%	646.00	0.21%	EI
Premium Stores	51.23%	51.06%	106437.00	13.00%	EI
Coolblue	50.10%	50.97%	96016.00	11.18%	EI
Info Stores	50.63%	50.77%	-449.00	-0.15%	OOS
Electricalslance Stores	48.22%	50.67%	-18346.00	-4.97%	OOS
Chiptec	50.08%	49.88%	47937.00	8.84%	EI
Fnac-Darty	49.42%	49.77%	-54491.00	-9.87%	OOS
Sorefoz	43.42%	49.23%	-47256.00	-6.47%	OOS
Sound	45.22%	49.06%	46627.00	4.57%	EI
Electricalsbea Stores	51.49%	48.83%	-8480.00	-4.92%	OOS
Electricalsociety	45.71%	48.78%	33907.00	1.28%	EI
Chip 7	45.13%	48.42%	65405.00	6.37%	EI
Elkjøp	43.18%	48.26%	-99097.00	-12.44%	OOS
Logic Stores	49.57%	48.19%	143411.00	16.96%	EI
Electricalslytical	47.48%	48.16%	182716.00	7.43%	EI
Nomad Stores	49.20%	47.56%	112882.00	12.39%	EI
Relief	48.84%	47.51%	86437.00	10.34%	EI
Total	79.83%	79.26%	-2417425.00	-1.97%	OOS



BUSINESS INSIGHTS 360



HOME



FINANCE



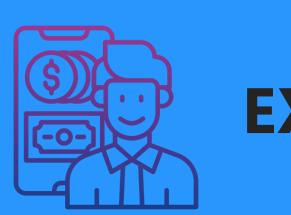
SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



SUPPORT

FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019 2020 2021 2022Est

Q1 Q2 Q3 Q4

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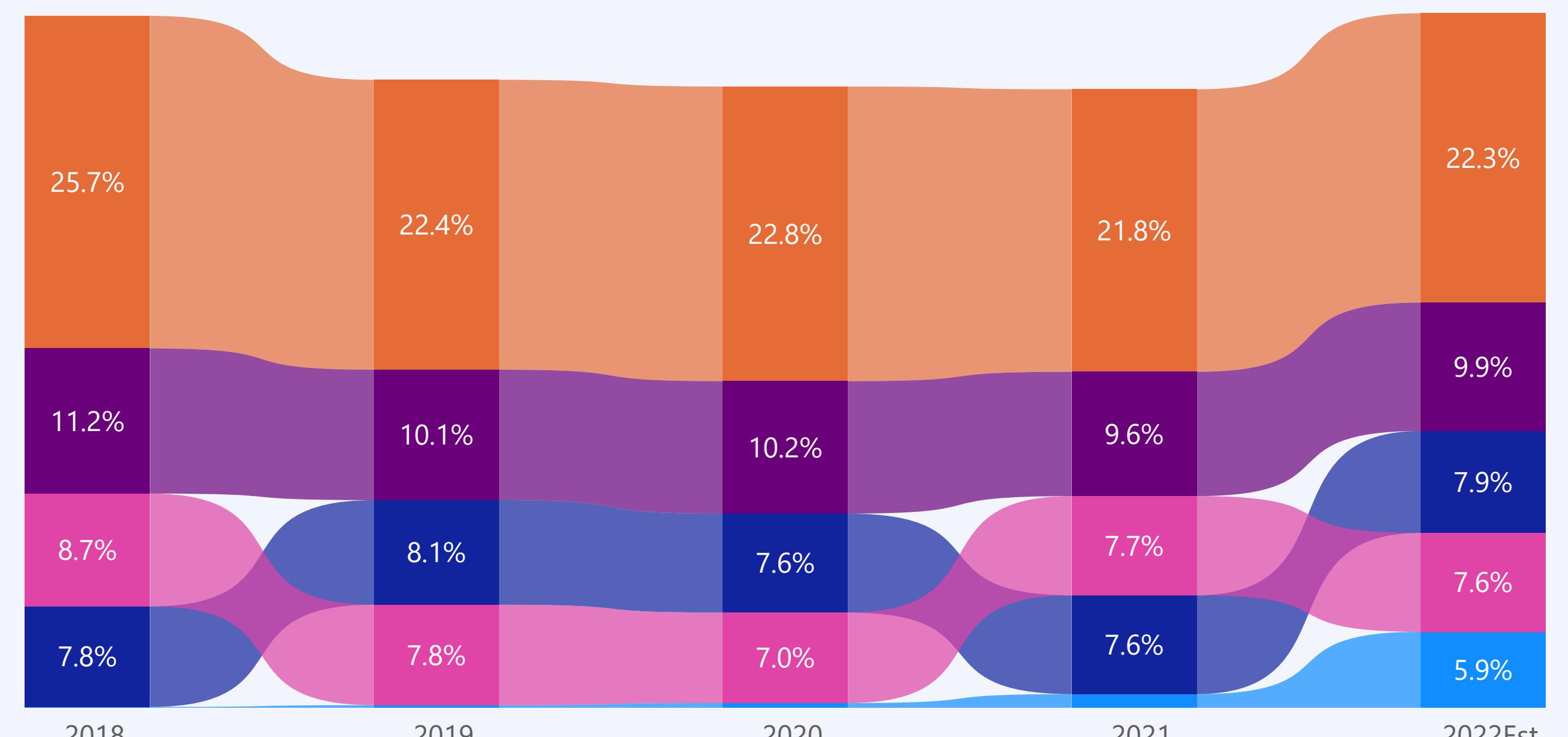


Key Insights By Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$257.1M	5.2%	42.5%	↓	-3.2%	0.54%	-1.16% OOS
India	\$1,271.2M	25.6%	35.1%		-22.0%	5.11%	0.21% EI
LATAM	\$21.0M	0.4%	35.3%	↓	-0.8%	0.12%	0.32% EI
NA	\$1,290.7M	26.0%	43.5%	↓	-13.4%	1.82%	-3.79% OOS
NE	\$604.6M	12.2%	34.1%		-14.3%	2.52%	4.92% EI
ROA	\$1,077.4M	21.7%	35.4%		-2.3%	3.18%	-5.27% OOS
SE	\$446.4M	9.0%	37.6%		-1.3%	6.59%	-6.66% OOS
Total	\$4,968.5M	100.0%	37.8% ↓	-11.6%	2.26%	-1.97% OOS	

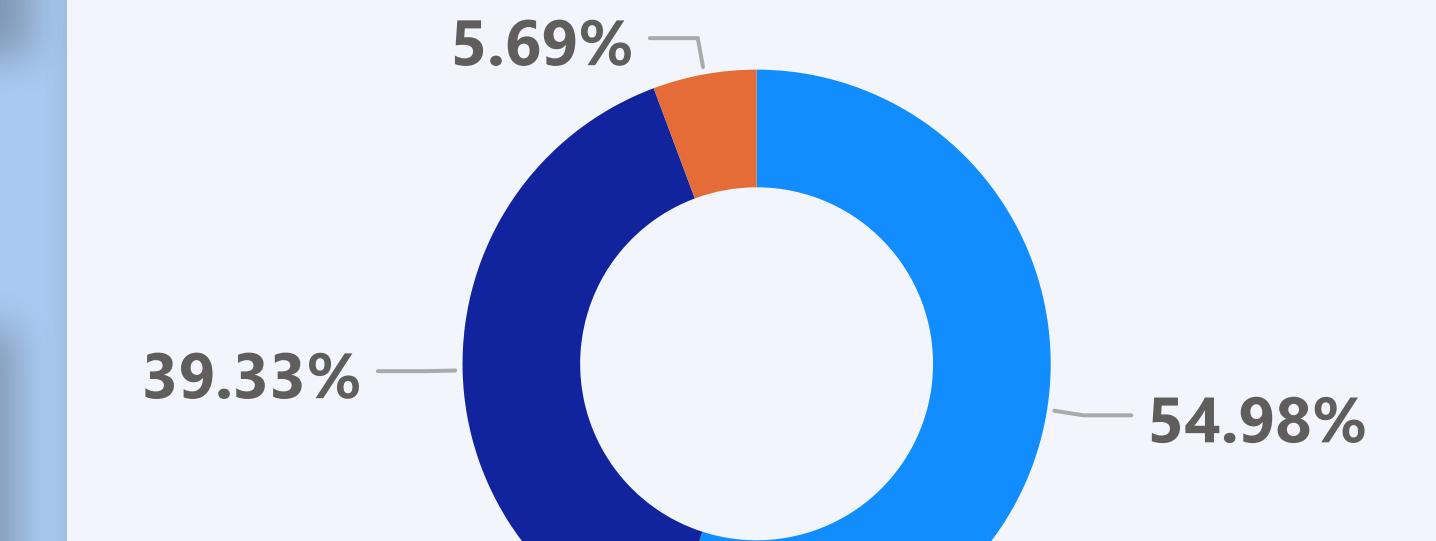
PC Market Share Trend -AtliQ & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacers



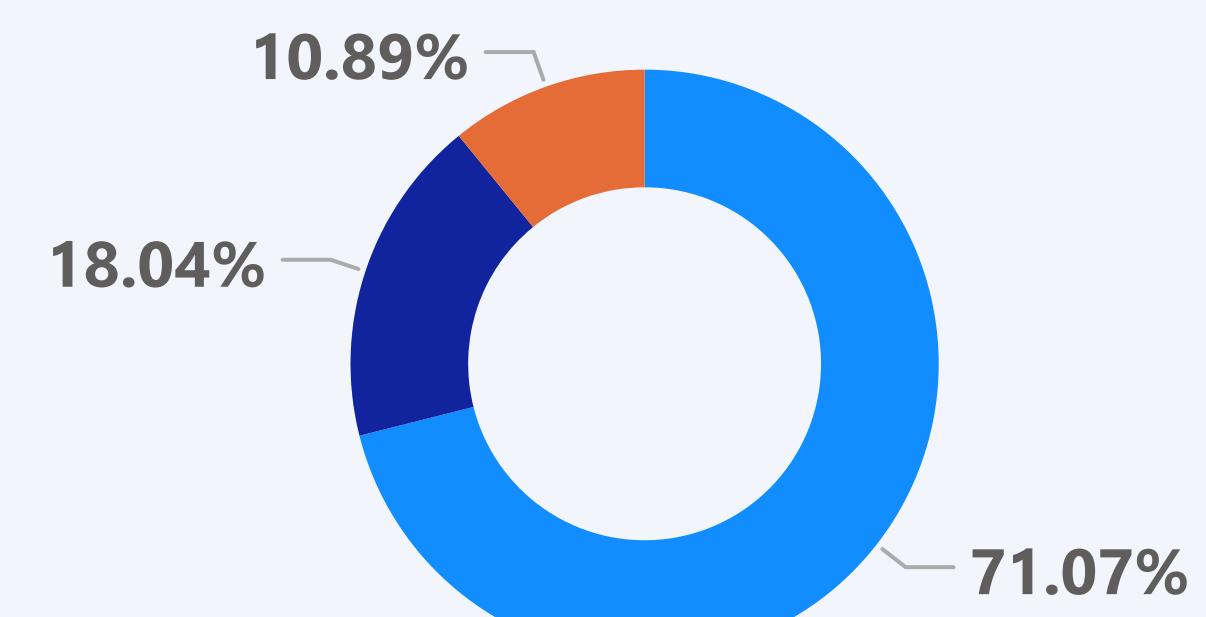
Revenue by Division

● PC ● P & A ● N & S



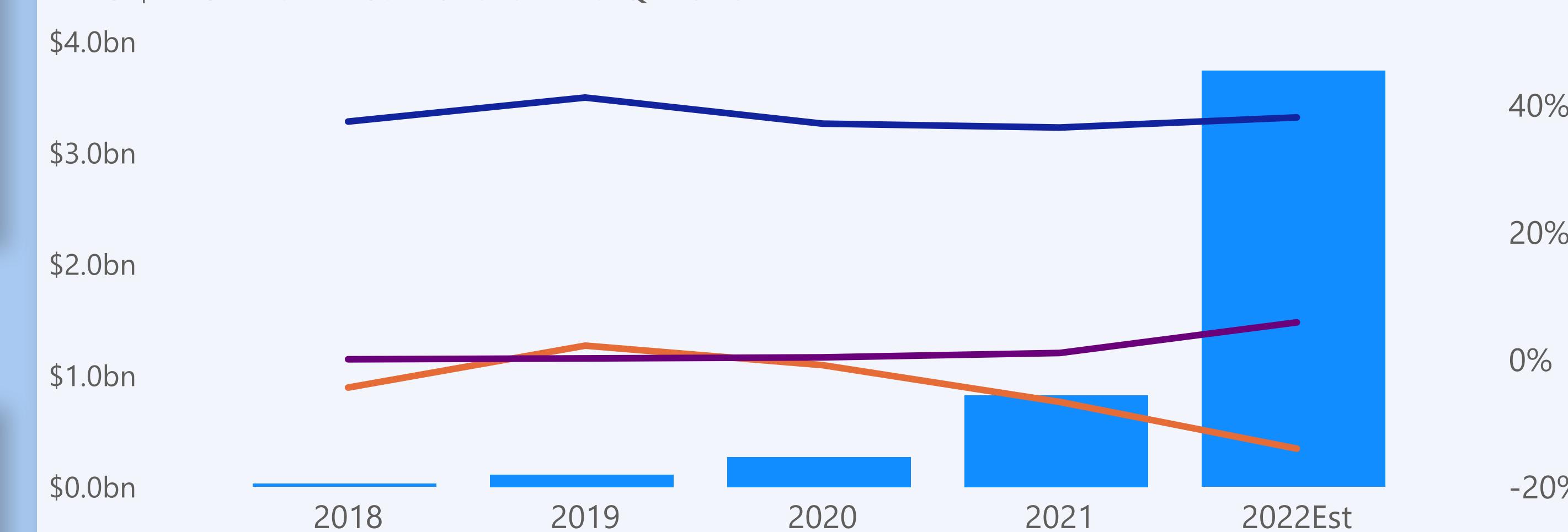
Revenue by Channel

● Retailer ● Direct ● Distributor



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

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



Top 5 Customers by Revenue

customer RC % GM %

customer	RC %	GM %
Amazon	13.6%	36.76% ↓
AtliQ e Store	8.4%	37.13% ↓
AtliQ Exclusive	9.6%	45.67%
Flipkart	3.6%	39.78%
Sage	3.4%	32.45% ↓
Total	38.7%	38.96%

Top 5 Customers by Revenue

product RC % GM %

product	RC %	GM %
AQ BZ Allin1	3.5%	37.55% ↓
AQ BZ Allin1 Gen 2	4.1%	38.51%
AQ HOME Allin1 Gen 2	4.4%	38.04% ↓
AQ Smash 1	3.3%	37.47% ↓
AQ Smash 2	3.4%	37.37% ↓
Total	18.7%	37.83%



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

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Add new requests

Check out the contingency plan

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