



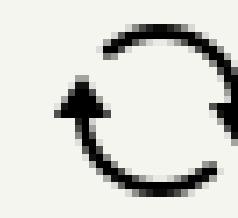
BUSINESS INSIGHTS 360



Support

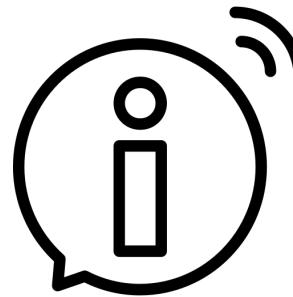


Sales data loaded until : Dec 21



17 December 2024

Info



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

Finance View



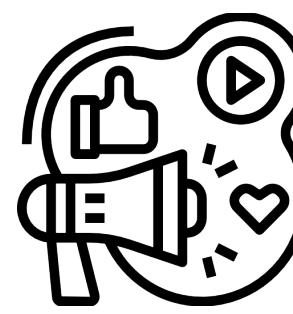
Get **P & L statement** for any customer / product / country or aggregation of the

Sales View



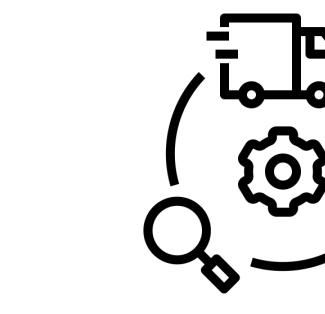
Analyze the performance of your customer(s) over key metrics like Net Sales,

Marketing View



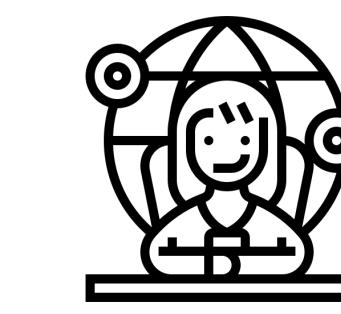
Analyze the performance of your product(s) over key metrics like Net Sales,

Supply Chain View



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

Executive View



A **top level dashboard** for executives consolidating top insights from all

Values are in Dollars & Millions



FILTERS

Select Benchmark (BM)

vs LY vs TG

2019

YTD YTG

2020

Qtr 1 Qtr 3

2021

Qtr 2 Qtr 4

BY REGION/COUNTRY

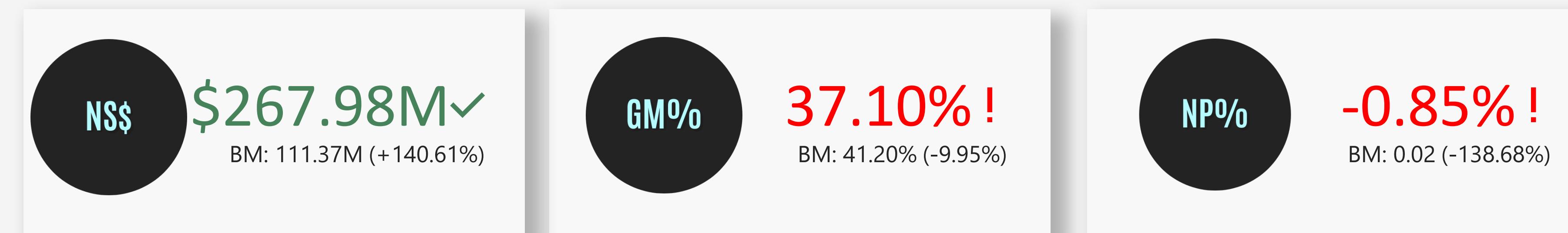
All

BY STORES/(S)

All

BY CATEGORY

All

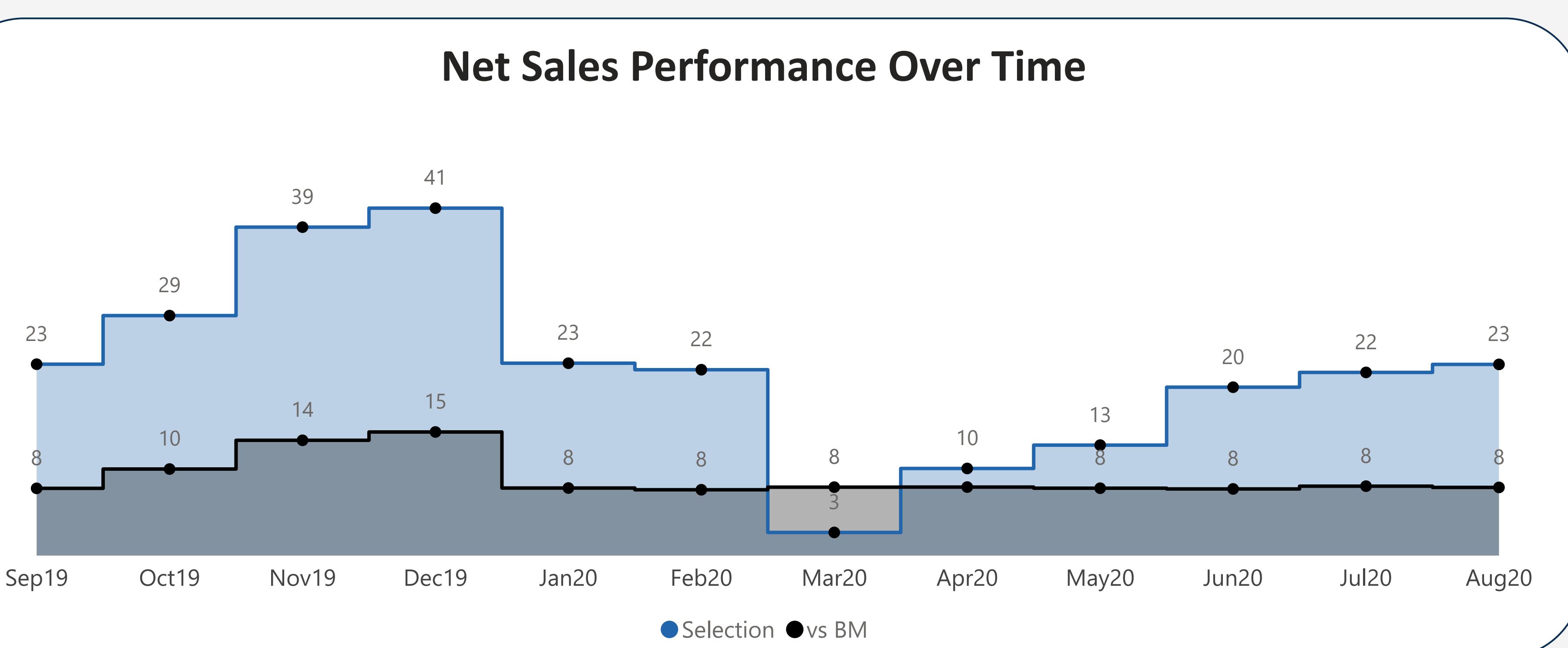


Top / Bottom Products and customers by Net Sales

Region	P & L	Chg %
EU	55.79	224.03
NA	62.21	182.70
LATAM	2.00	141.89
APAC	147.98	107.48

Segment	P & L	YoY chg %
Peripherals	60.63	207.22
Notebook	86.39	166.63
Accessories	66.23	136.21
Storage	27.56	99.17
Networking	26.22	51.00
Desktop	0.95	

Net Sales Performance Over Time



Profit and Loss Statement

Line Item	2020	BM	chg	chg %
- Freight Cost	7.16	2.64	4.52	171.46
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Other Cost	1.10	0.51	0.59	115.02
- Post Deductions	47.43	20.53	26.90	131.02
- Post Discounts	95.85	29.72	66.13	222.51
GM / Unit	4.79	4.25	0.53	12.49
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
Gross Sales	535.95	209.06	326.88	156.36
Net Invoice Sales	411.25	161.62	249.63	154.45
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68
Net Sales	267.98	111.37	156.60	140.61
Operational Expense	-101.71	-43.43	-58.28	134.21
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Total COGS	168.56	65.49	103.07	157.39
Total Post Invoice Deduction	143.27	50.25	93.02	185.13



Customer Performance

FILTERS

Select Benchmark (BM)

vs LY vs TG

2019 YTD YTG

2020 Qtr 1 Qtr 3

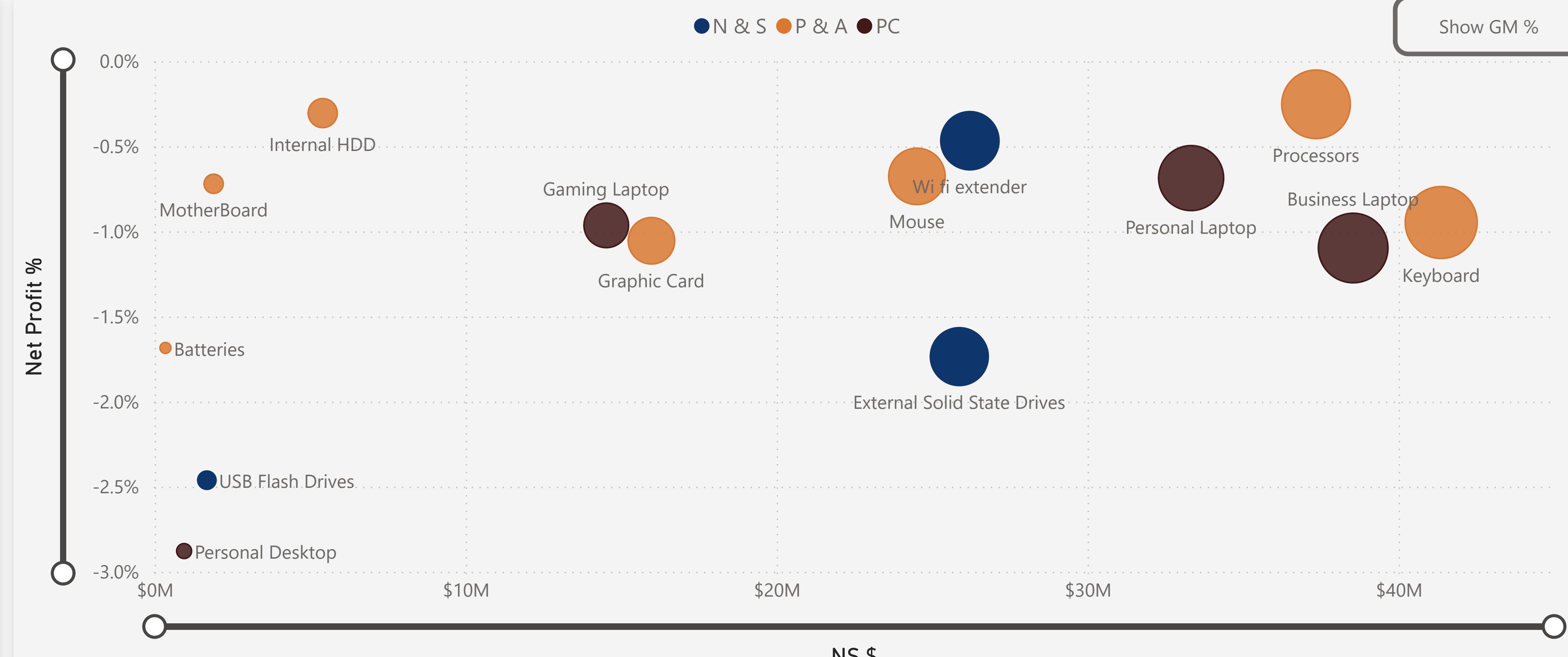
Qtr 2 Qtr 4

Customers	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AltiQ Exclusive	\$20.28M	9.74M	48.02%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Total	\$267.98M	99.42M	37.10%

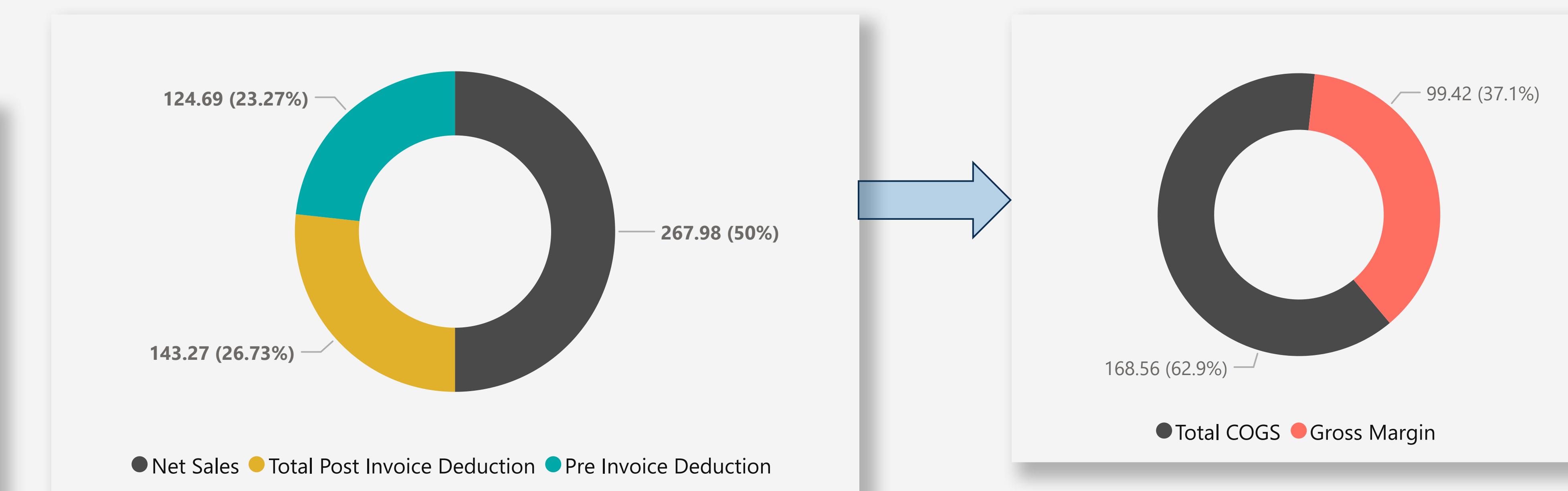
Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$66.23M	24.56M	37.07%
Desktop	\$0.95M	0.35M	36.47%
Networking	\$26.22M	9.83M	37.51%
Notebook	\$86.39M	32.04M	37.08%
Peripherals	\$60.63M	22.72M	37.47%
Storage	\$27.56M	9.93M	36.05%

Performance Matrix

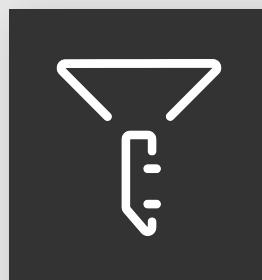


Unit Economics





Product Performance



FILTERS

Select Benchmark (BM)

vs LY

vs TG

2019

YTD

YTG

2020

Qtr 1

Qtr 3

2021

Qtr 2

Qtr 4

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

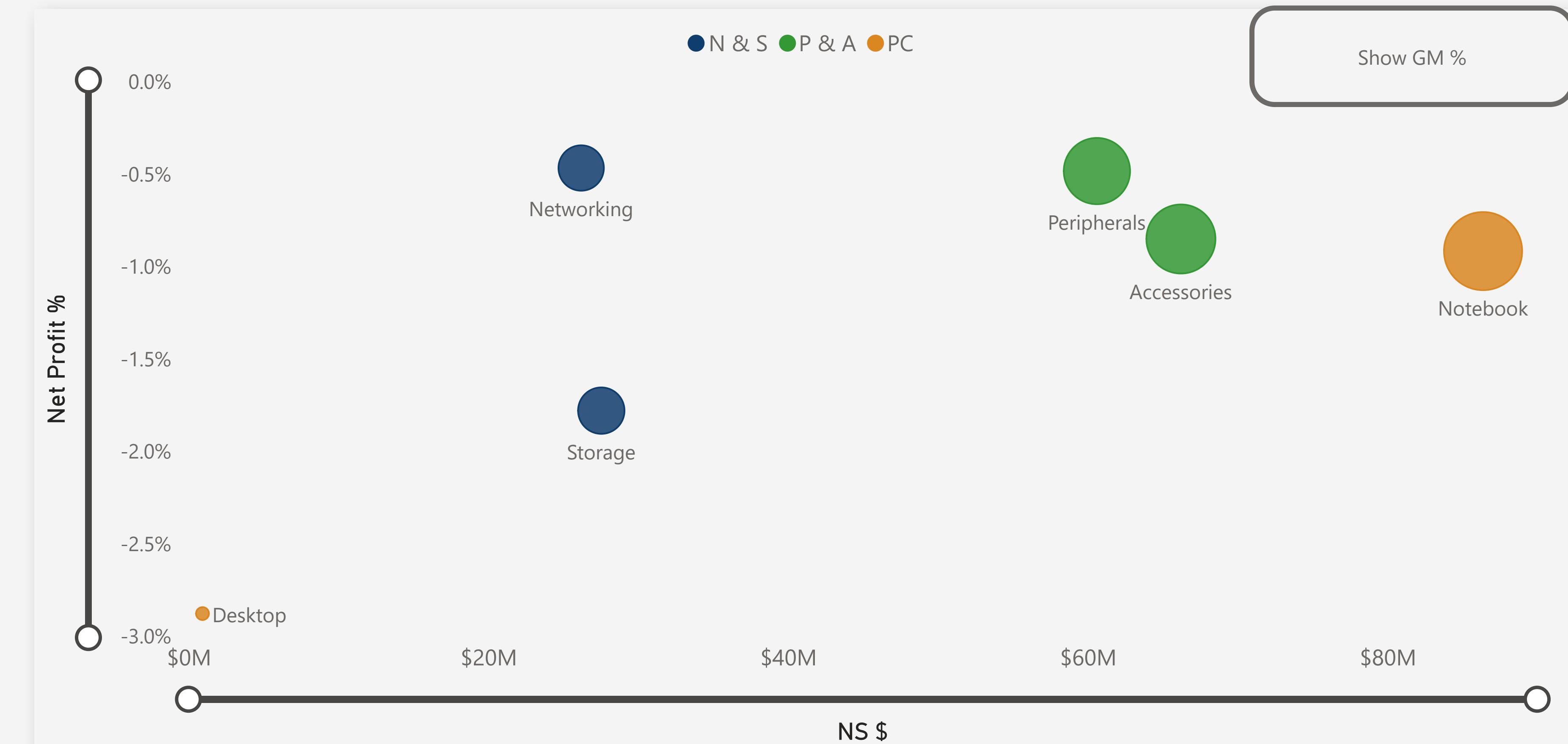
All

Segment	NS \$	GM \$	GM %	Net Profit	Net Profit %	
+	Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
+	Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
+	Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
+	Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
+	Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
+	Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%	

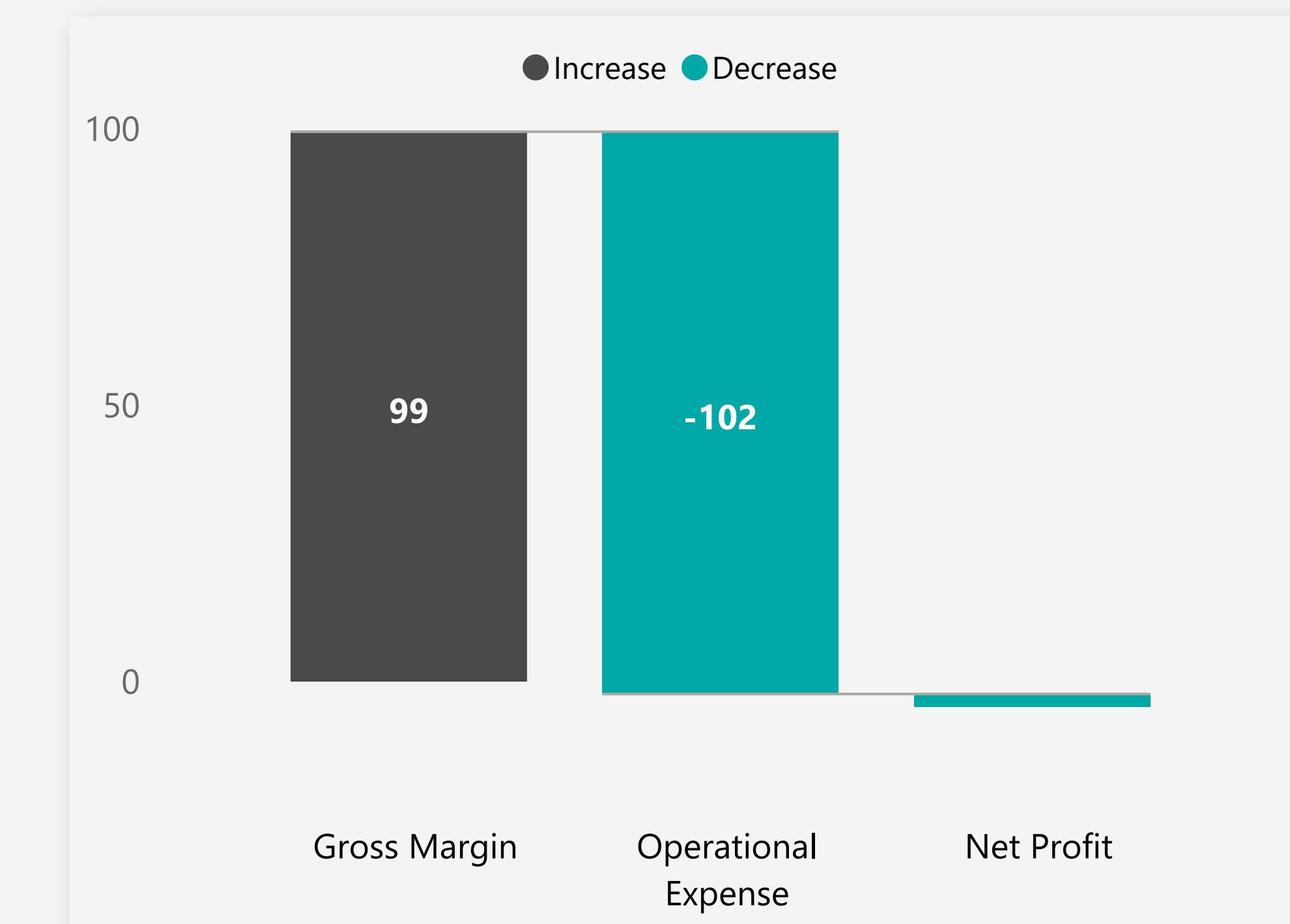
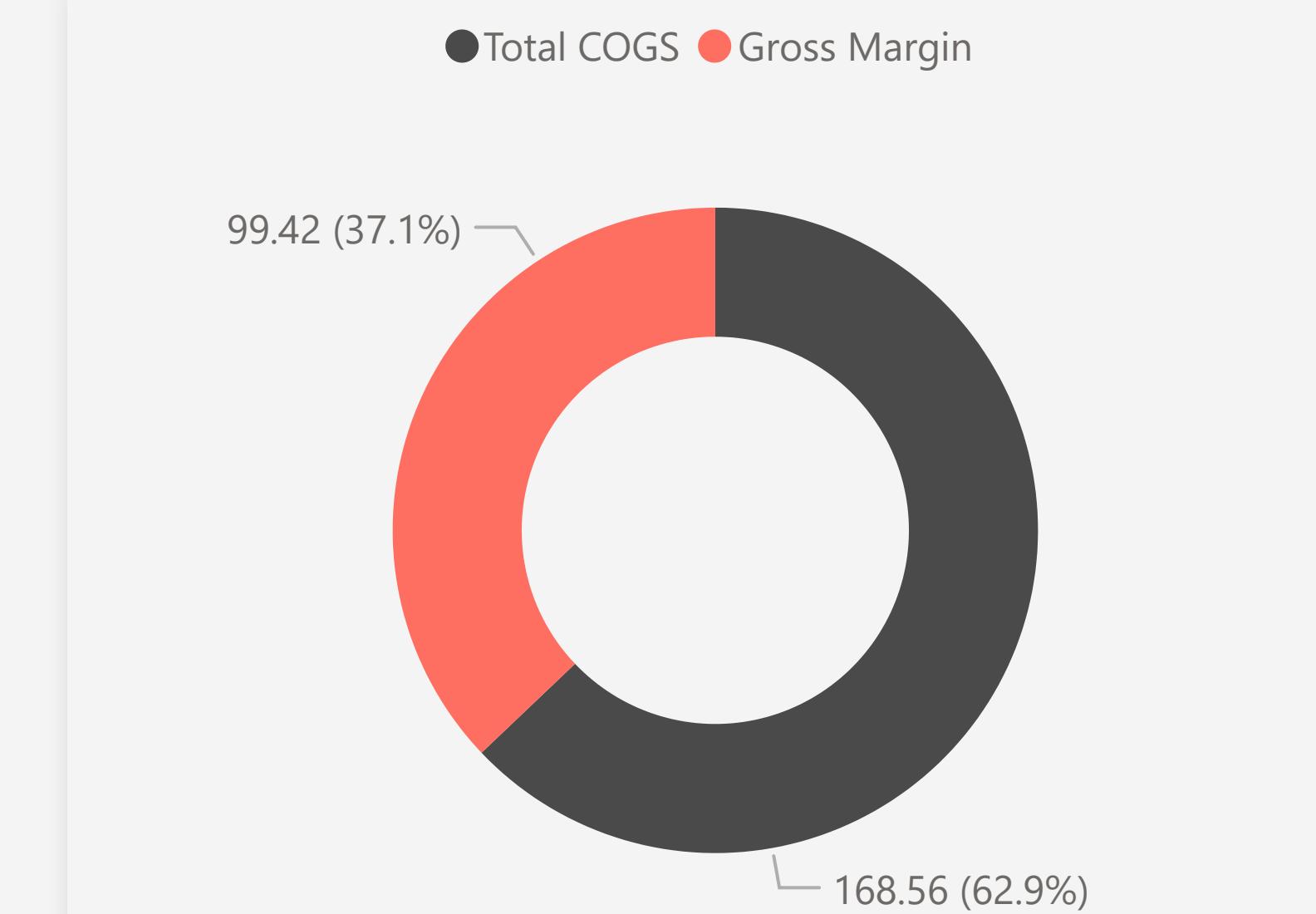
Region / Market / Customer performance

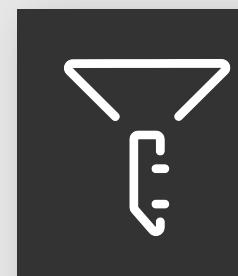
Region	NS \$	GM \$	GM %	Net Profit	Net Profit %	
+	APAC	\$147.98M	53.23M	35.97%	-1.52M ◆	-1.03% ◆
+	EU	\$55.79M	21.10M	37.82%	0.35M ●	0.62% ●
+	LATAM	\$2.00M	0.62M	30.96%	0.00M ●	-0.08% ●
+	NA	\$62.21M	24.48M	39.35%	-1.11M ◆	-1.79% ◆
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%	

Performance Matrix



Unit Economics





FILTERS

Select Benchmark (BM)

vs LY vs TG

2019

YTD YTG

2020

Qtr 1 Qtr 3

2021

Qtr 2 Qtr 4

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

72.99%

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K

LY: 637.5K (+22.88%)

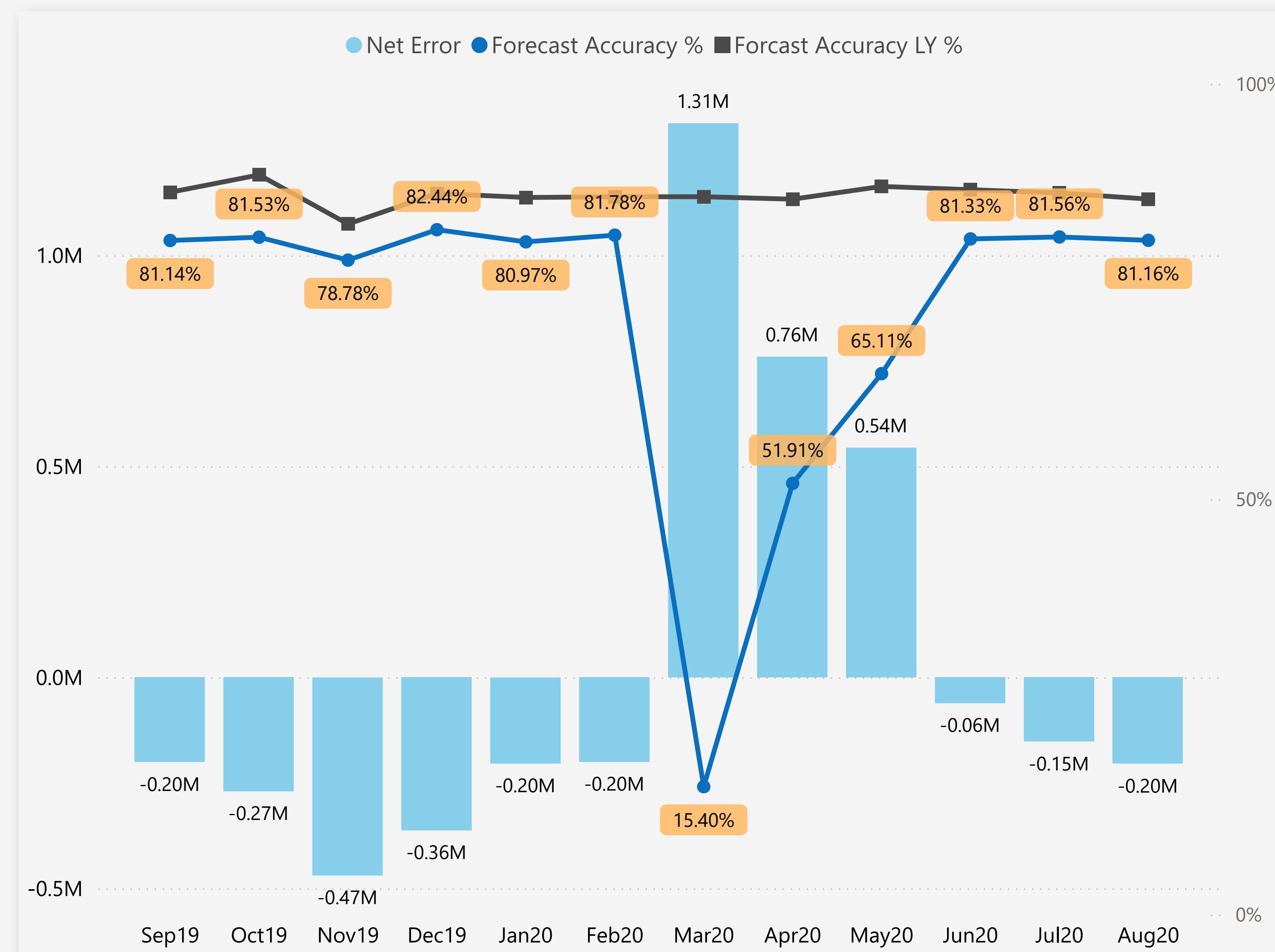
Net Error

5.74M

LY: 1.55M (-271.06%)

ABS Error

Accuracy / Net Error Trend



Key Metrics by Customer

Customer	FA %	Net error %	Net Error	Risk
Acclaimed Stores	8.69%	-39.76%	-83357	OS
All-Out	35.18%	25.31%	5699	EI
AltiQ Exclusive	56.78%	17.68%	277481	EI
Amazon	48.43%	-31.93%	-917373	OS
Argos (Sainsbury's)	43.27%	10.79%	10038	EI
Atlas Stores	39.19%	26.07%	24488	EI
Atliq e Store	55.24%	-28.48%	-544329	OS
Total	72.99%	2.31%	491599	EI

Key Metrics by Products

Segment	FA %	Forecast Accuracy LY %	Net Error	Risk
Accessories	71.42%	90.20%	-167818	OS
Desktop	70.07%		-52	OS
Networking	52.50%	81.50%	-379134	OS
Notebook	76.65%	83.02%	146640	EI
Peripherals	75.18%	85.06%	193476	EI
Storage	81.01%	80.25%	698487	EI
Total	72.99%	86.45%	491599	EI



NS\$

\$267.98M ✓
BM: 111.37M (+140.61%)

NP%

-0.85%!
BM: 0.02 (-138.68%)

GM%

37.10%!
BM: 41.20% (-9.95%)

FA%

72.99%!
LY: 86.45% (-15.57%)

FILTERS

Select Benchmark (BM)

vs LY

vs TG

2019

YTD

YTG

2020

Qtr 1

Qtr 3

2021

Qtr 2

Qtr 4

2022est

BY REGION/COUNTRY

All

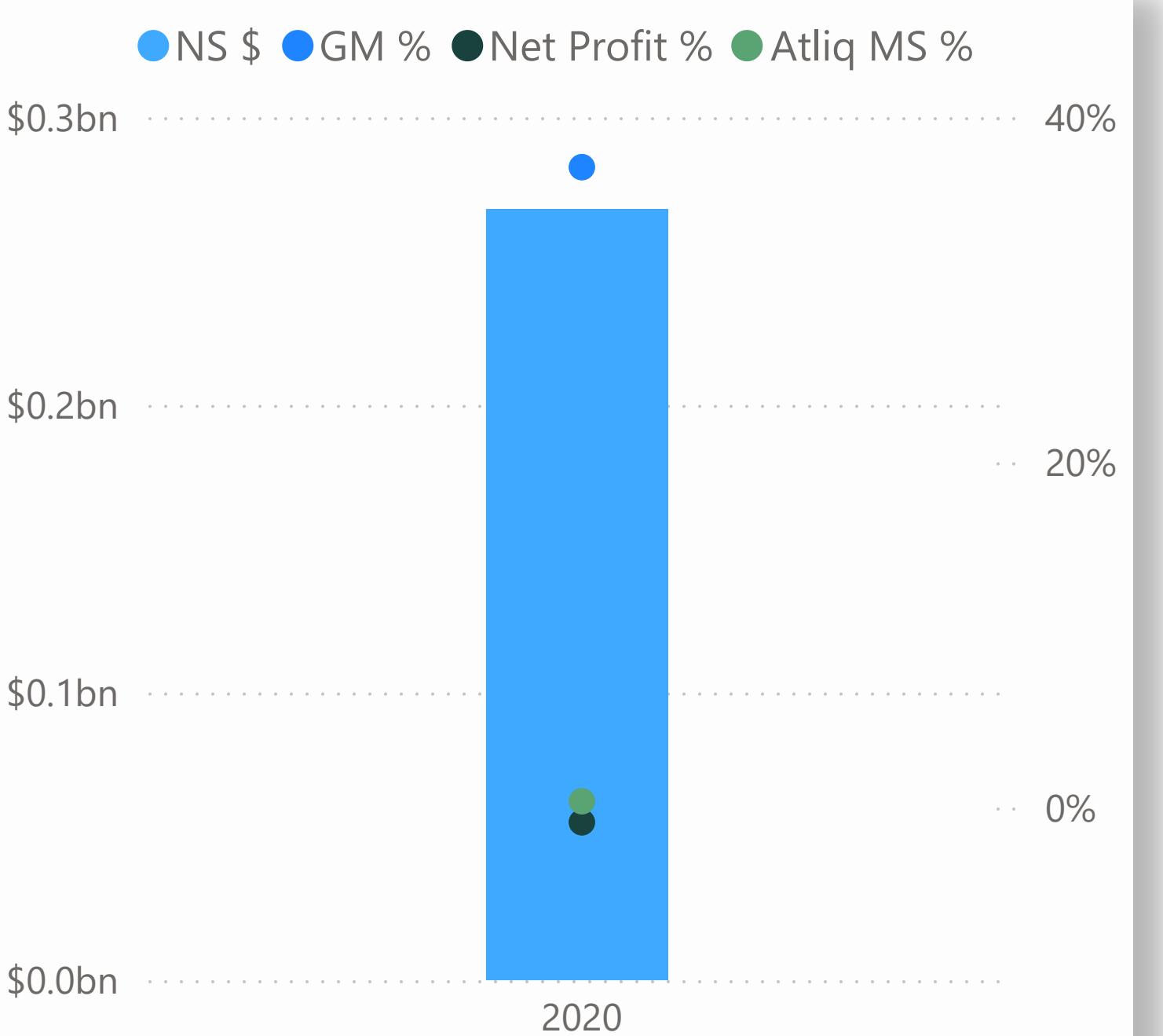
BY STORES/(S)

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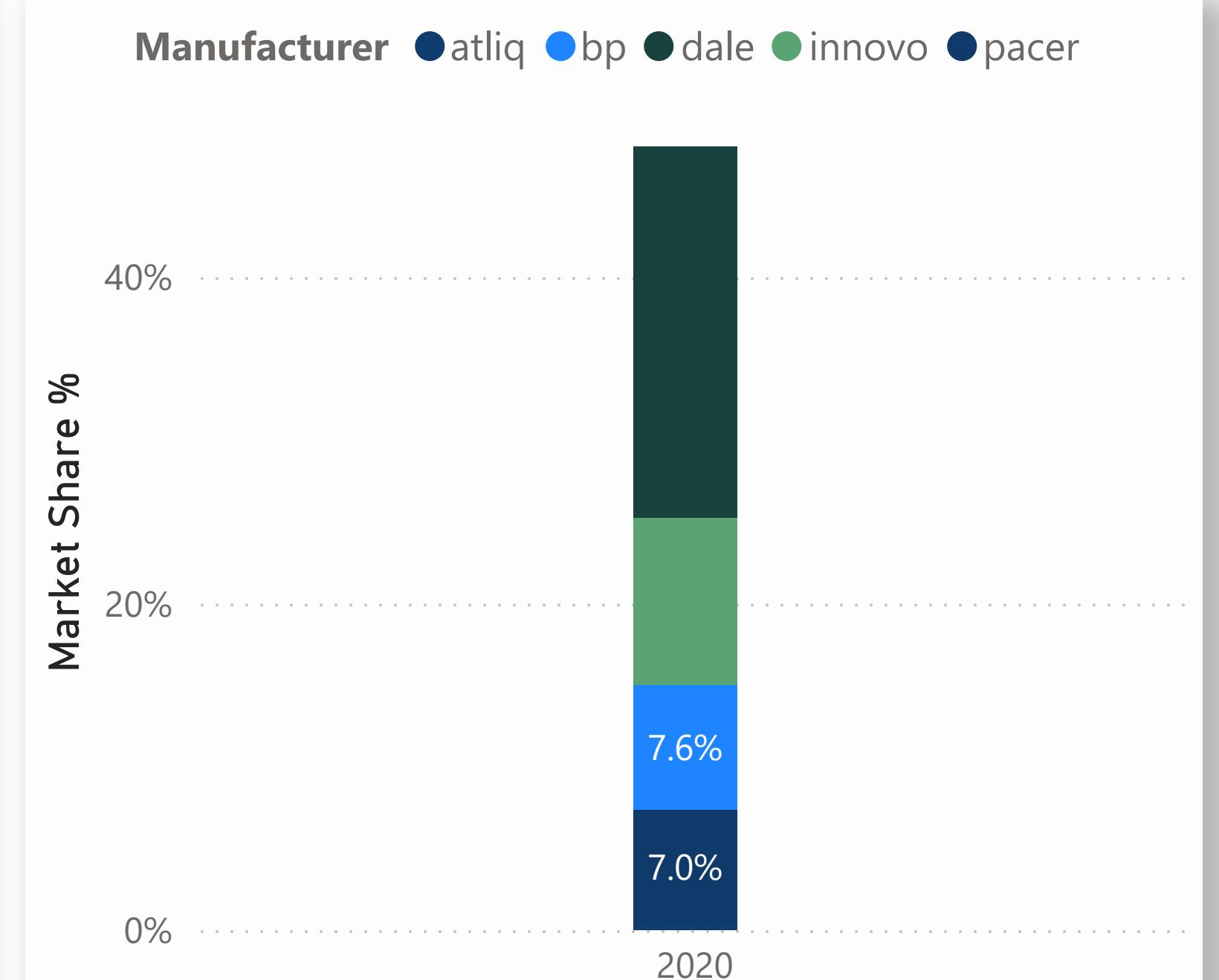
BY CATEGORY

All

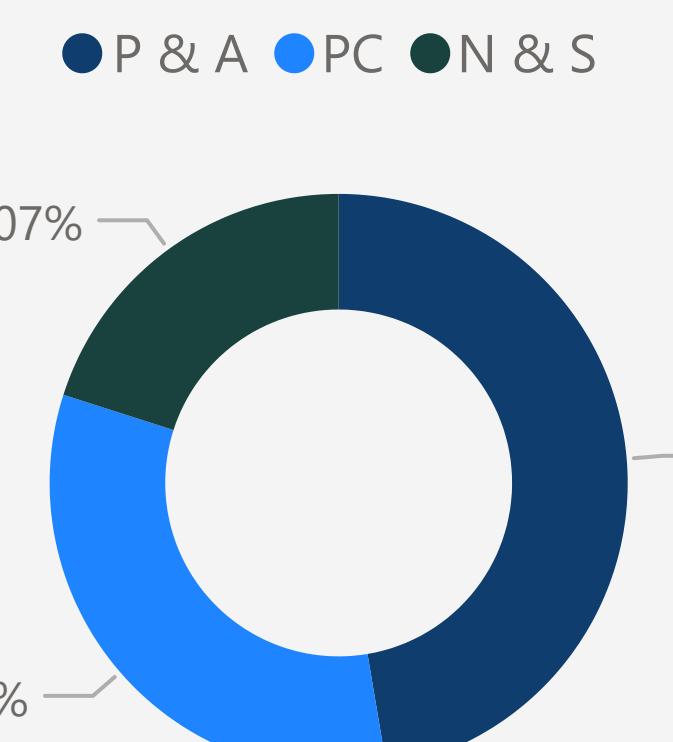
Yearly Trend By Revenue, GM % ,Net Profit % , PC Market Share %



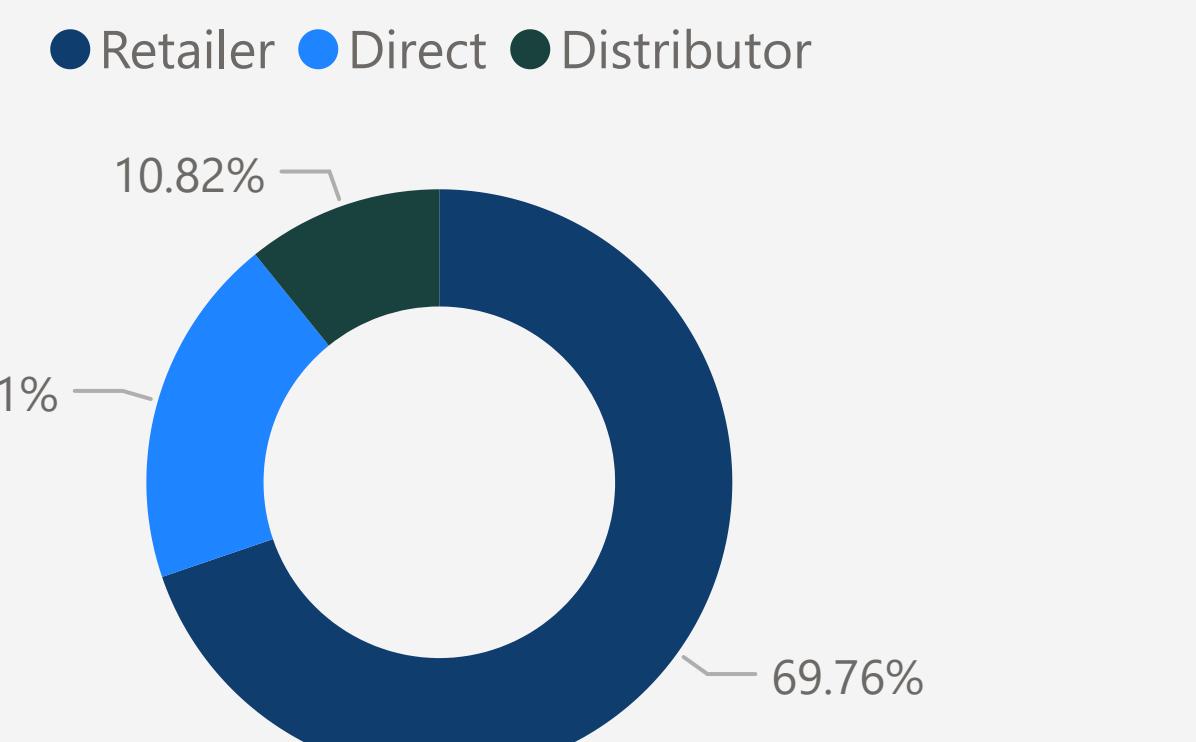
PC Market Share Trend - AtliQ & Competitors



Revenue by Division



Revenue by Channel



Key Insights By Sub Zone

sub_zone	NS \$	RC %	Atliq MS %	GM %	Net Profit %	Net error %	Risk
ANZ	\$16,803,027.45	6.3%	0.10%	42.36%	12.62%	24.23%	EI
India	\$64,727,910.98	24.2%	0.84%	32.07%	-14.73%	-0.82%	OS
LATAM	\$1,997,469.32	0.7%	0.03%	30.96%	-0.08%	1.20%	EI
NA	\$62,210,994.76	23.2%	0.27%	39.35%	-1.79%	-22.10%	OS
NE	\$30,678,863.97	11.4%	0.34%	37.97%	-4.58%	8.34%	EI
ROA	\$66,452,593.77	24.8%	0.57%	38.15%	8.87%	9.35%	EI
SE	\$25,107,986.20	9.4%	1.07%	37.64%	6.98%	11.01%	EI
Total	\$267,978,846.44	100.0%	0.36%	37.10%	-0.85%	2.31%	EI

Top 5 Customers By Revenue

Top 5 Products By Revenue

Customer

RC %

GM %

Product

RC %

GM %

Customer

RC %

GM %

Product

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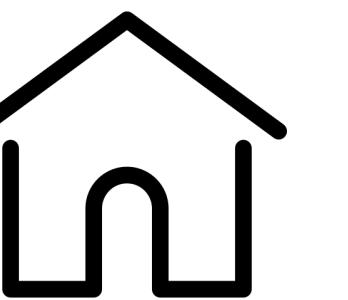
GM %

Product

RC %</div



Home Support



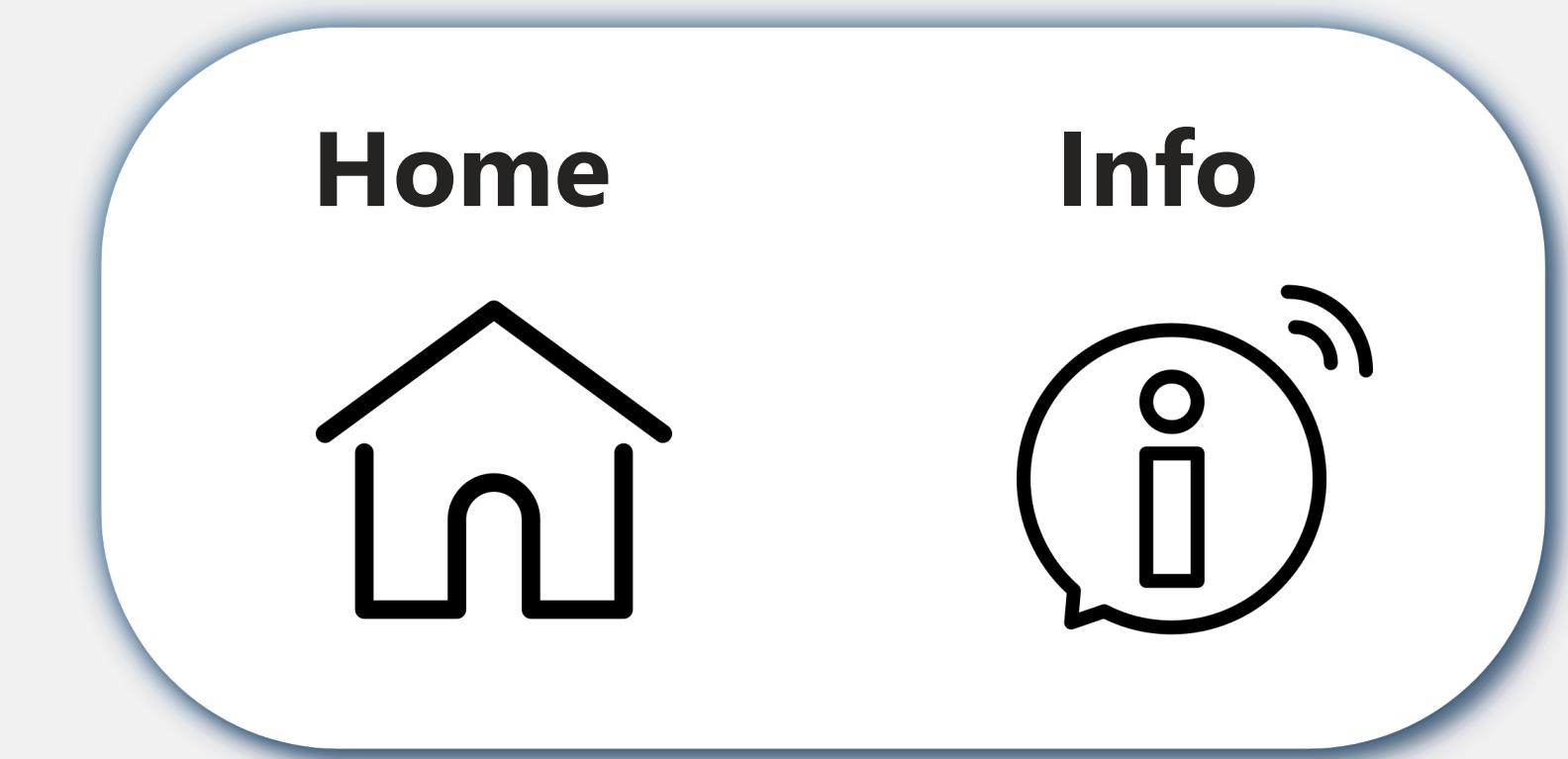
All the system data is refreshed every month on 6th

System data such as forecasts, actuals and historical forecasts are received from the Global Database

Non-system data such as Operational expenses, target and Market share are refreshed on request



Business Insights 360



New To PowerBI

Q & A