



Business Insights 360



Project Info



Support

Designed by: SAGAR MORE



Finance View

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



Executive View

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



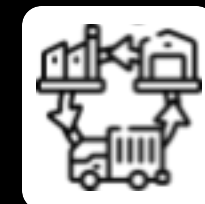
Marketing View

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



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**.



Supply Chain View

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

Dec 2021

Saturday, 10 August 2024 04:05:28 PM



FILTERS

Select Benchmark (BM)

vs LY

vs Target

Chrono Slicers

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION / COUNTRY:

All

BY CUSTOMER:

All

BY CATEGORY:

All

Legend:

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Values are in Millions.
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BI 360



Home



Finance



Sales



Marketing



Supply Chain



Executive

Net Sales \$

\$823.85M✓

BM: \$267.98M (+207.43%)

Gross Margin %

36.49%!

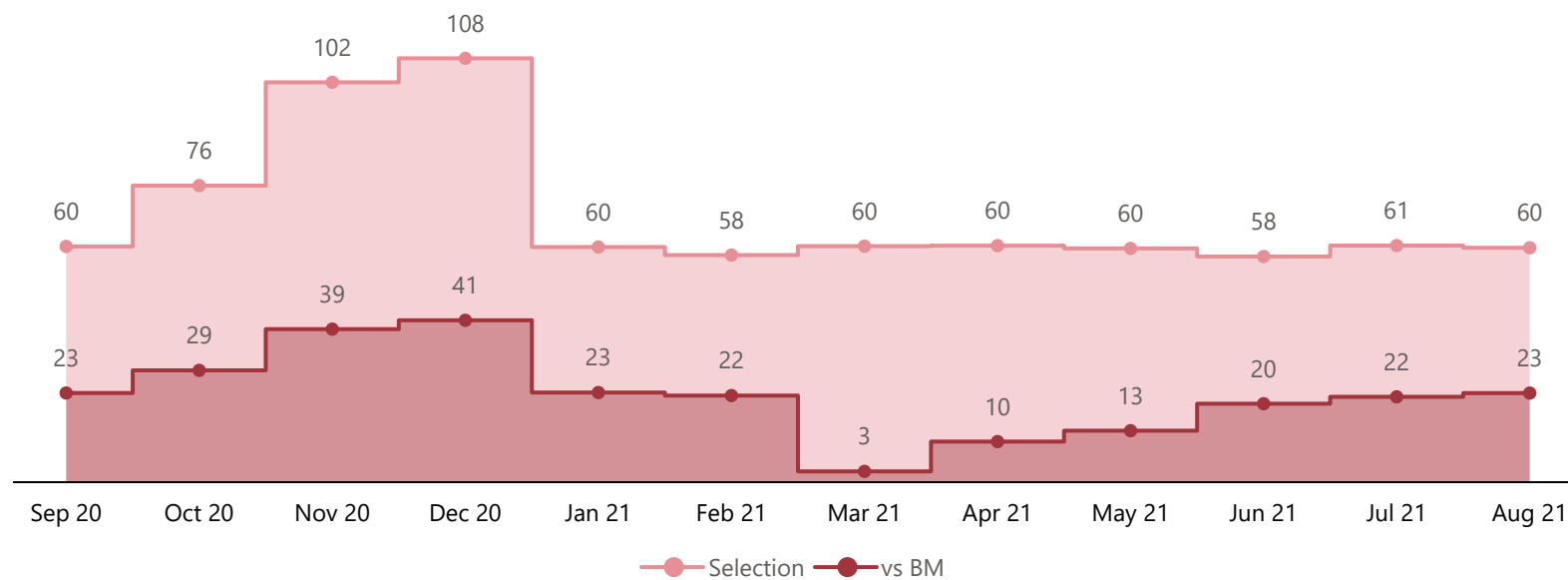
BM: 37.10% (-1.65%)

Net Profit %

-6.63%!

BM: -0.85% (-676.38%)

Net Sales Performance over Time



Customers & Products by Net Sales

Region	Values	Chg	Chg %
APAC	441.98	293.99	198.67
EU	200.77	144.98	259.88
LATAM	3.16	1.17	58.40
NA	177.94	115.73	186.03
Total	823.85	555.87	207.43

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38



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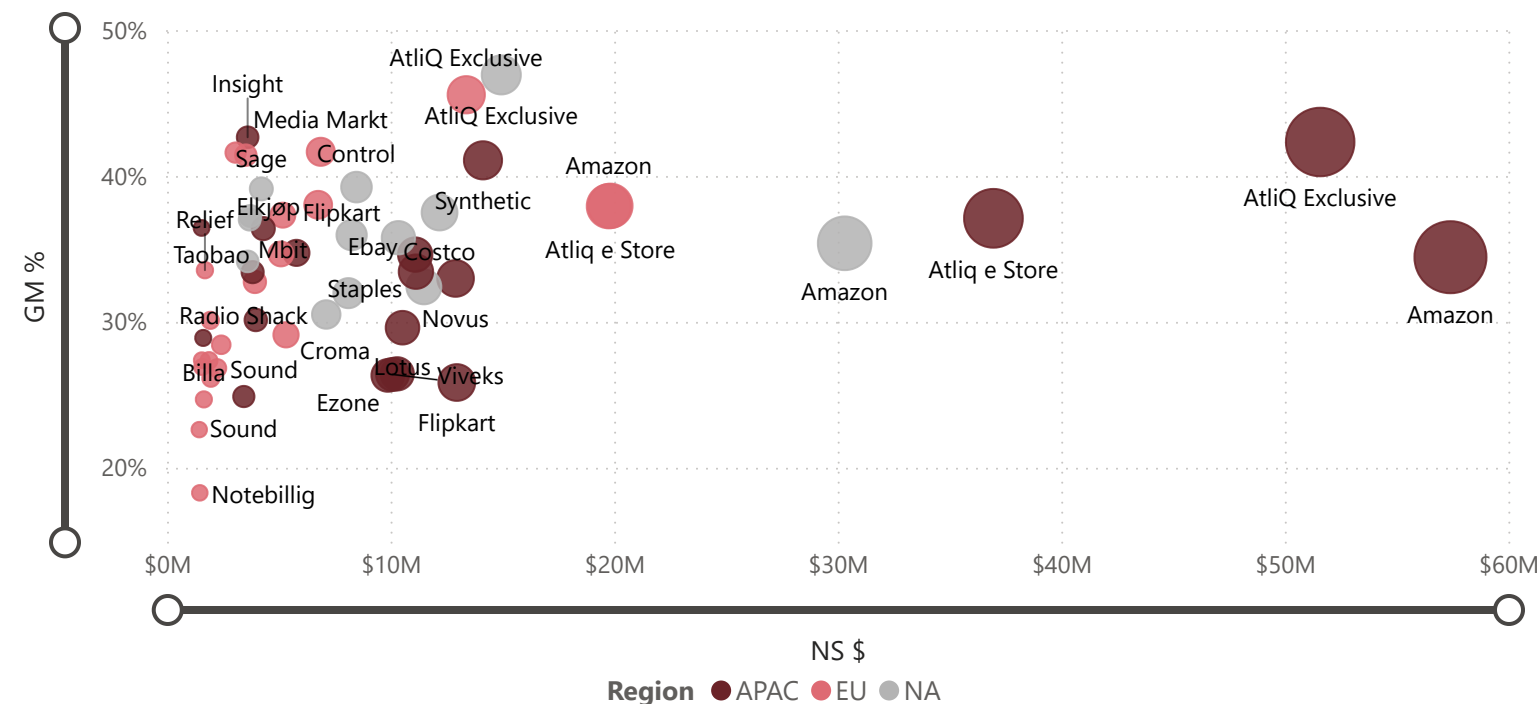


Executive

Customer NS \$ vs GM % Performance

Gross Margin %
Variance

0%



Net Sales Breakdown

Total Post Invoice Deduction
448.29 (26.93%)

Total COGS 523.22

Net Sales
823.85 (49.49%)

Pre Invoice Deduction
392.50 (23.58%)

Gross Margin 300.63

Customer Performance

Customer

Product

Customer	NS \$	GM \$	GM %	Δ GM %
Acclaimed Stores	\$14.32M	\$5.18M	36.18%	0.91%
All-Out	\$1.06M	\$0.50M	47.53%	-8.84%
Amazon	\$109.03M	\$38.59M	35.40%	2.56%
Argos (Sainsbury's)	\$2.97M	\$1.05M	35.42%	-4.59%
Atlas Stores	\$4.16M	\$1.68M	40.36%	-1.93%
Atliq e Store	\$70.31M	\$26.40M	37.54%	-0.08%
AtliQ Exclusive	\$79.92M	\$34.95M	43.73%	2.06%
BestBuy	\$8.26M	\$2.97M	35.94%	2.93%
Billa	\$1.65M	\$0.41M	24.68%	14.71%
Boulanger	\$5.32M	\$1.55M	29.11%	5.63%
Chip 7	\$7.23M	\$2.94M	40.71%	-3.47%
Chiptec	\$3.93M	\$1.29M	32.74%	5.49%
Circuit City	\$8.11M	\$2.59M	31.96%	1.97%
Control	\$10.10M	\$3.79M	37.57%	2.52%
Coolblue	\$5.59M	\$2.31M	41.26%	-4.66%
Costco	\$12.19M	\$4.57M	37.49%	2.10%
Croma	\$9.88M	\$2.60M	26.32%	9.32%
Currys (Dixons Carphone)	\$2.43M	\$0.69M	28.43%	9.64%
Digimarket	\$5.41M	\$1.52M	28.12%	12.70%
Ebay	\$19.87M	\$7.17M	36.10%	-1.76%
Electricalsara Stores	\$2.42M	\$0.96M	39.69%	-4.17%
Electricalsbea Stores	\$1.48M	\$0.62M	41.85%	-9.24%
Electricalslance Stores	\$3.07M	\$1.28M	41.60%	1.63%
Total	\$823.85M	\$300.63M	36.49%	0.61%



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BI 360



Home



Finance



Sales



Marketing



Supply Chain

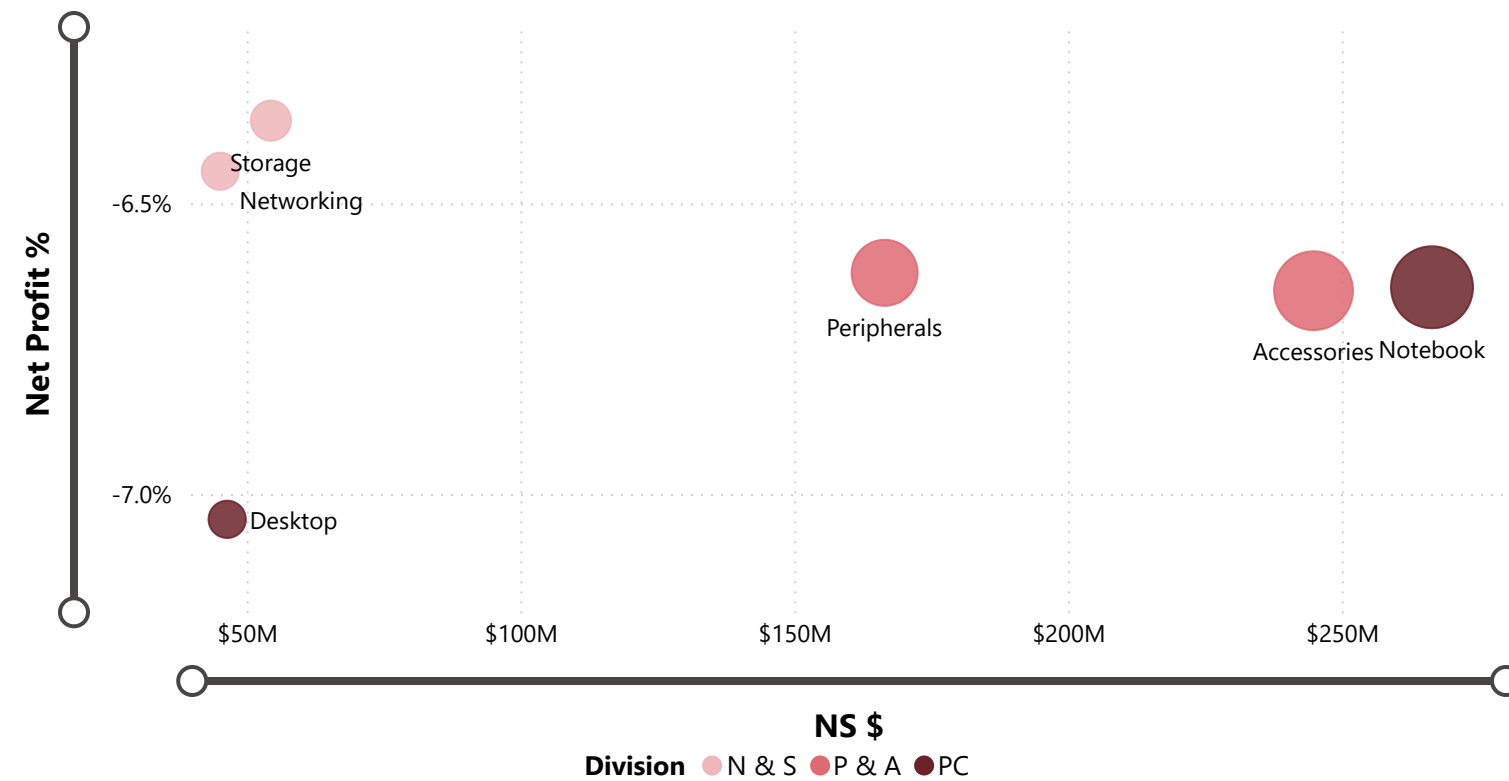


Executive

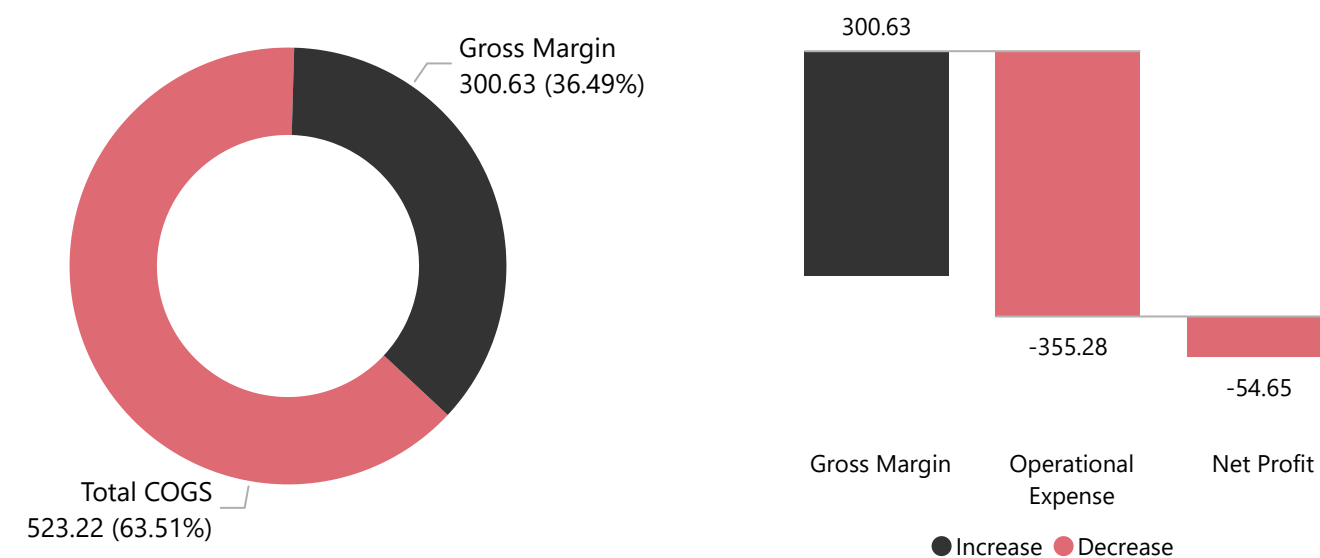
Segment Performance - By Net Profit %

GM %

Net Profit %









Net Sales and Gross Margin Bifurcation



Comprehensive Performance Matrix

Region

Segment

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
 Storage	\$54.42M	36.75%	-3.46M	-6.36%	4.58%
 Networking	\$45.16M	36.75%	-2.91M	-6.44%	5.98%
 Peripherals	\$166.51M	36.52%	-11.02M	-6.62%	6.14%
 Notebook	\$266.49M	36.45%	-17.71M	-6.64%	5.73%
 Accessories	\$244.85M	36.47%	-16.28M	-6.65%	5.80%
 Desktop	\$46.43M	36.17%	-3.27M	-7.04%	4.17%
Total	\$823.85M	36.49%	-54.65M	-6.63%	5.78%



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Forecast Accuracy %

80.21%✓

LY: 72.99% (+9.88%)

Net Error

-751.7K✓

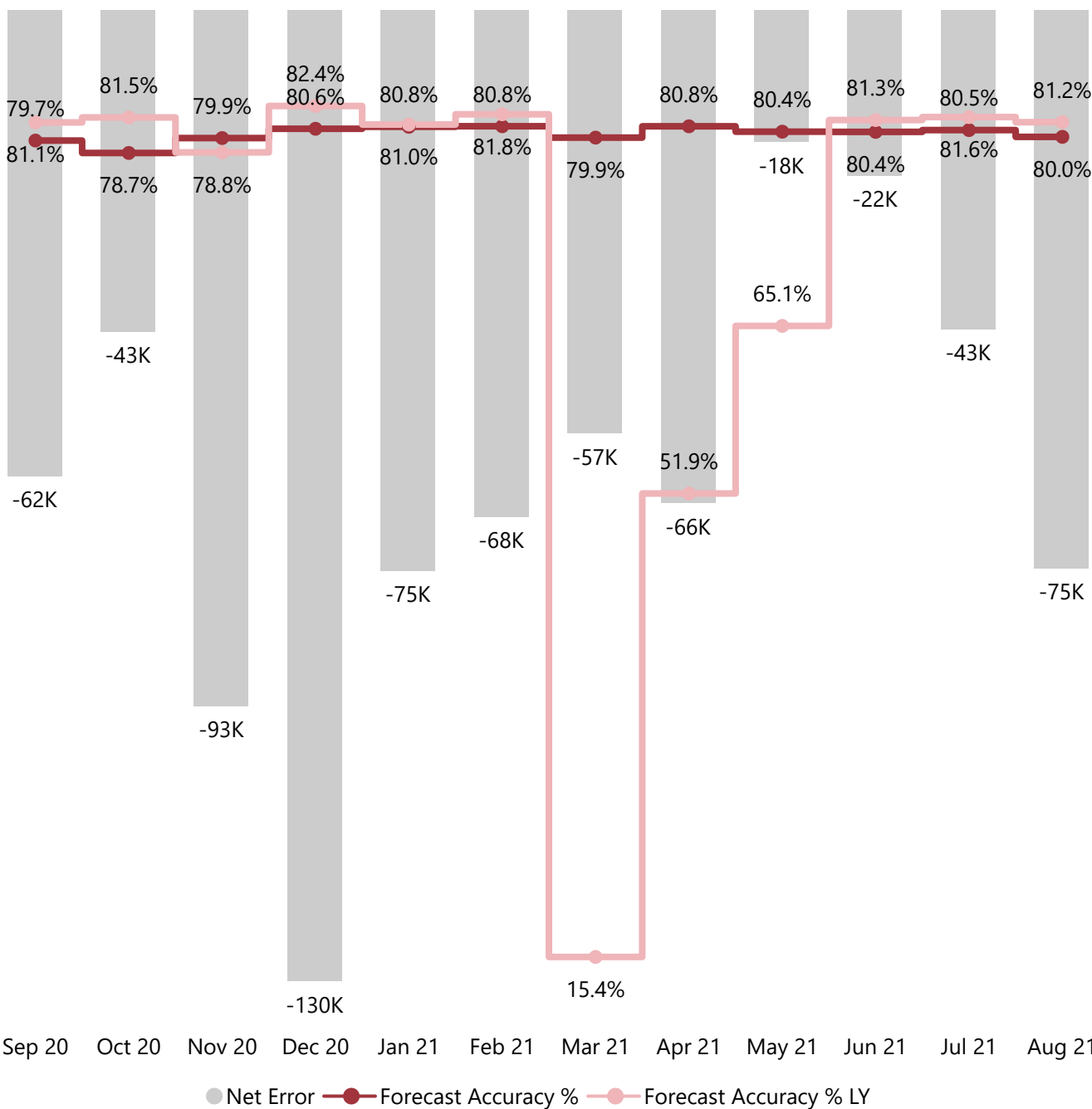
LY: 491.6K (-252.91%)

Abs Error

9780.7K!

LY: 5743.2K (+70.3%)

Forecast Accuracy & Net Error Trend



Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122.56K	-16.23%	OOS
All-Out	29.09%	35.18%	-12.43K	-30.67%	OOS
Amazon	74.54%	48.43%	-155.12K	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8.03K	4.14%	EI
Atlas Stores	48.16%	39.19%	99.52K	29.63%	EI
Atliq e Store	74.59%	55.24%	-94.64K	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189.09K	-4.59%	OOS
BestBuy	35.31%	7.31%	-73.28K	-16.97%	OOS
Billa	18.29%	26.05%	-37.86K	-47.09%	OOS
Boulanger	58.77%	38.12%	81.79K	18.34%	EI
Total	80.21%	72.99%	-751.71K	-1.52%	OOS

EI: Excess Inventory | OOS: Out of Stock

Key Metrics By Product

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133.18K	-7.06%	OOS
Peripherals	83.23%	75.18%	-318.19K	-5.89%	OOS
Notebook	79.99%	76.65%	-51.25K	-3.96%	OOS
Desktop	84.37%	70.07%	16.21K	11.22%	EI
Networking	90.40%	52.50%	227.06K	8.17%	EI
Storage	83.54%	81.01%	1507.66K	15.77%	EI
Total	80.21%	72.99%	-751.71K	-1.52%	OOS



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Revenue Contribution

☒ Division

☐ Channel

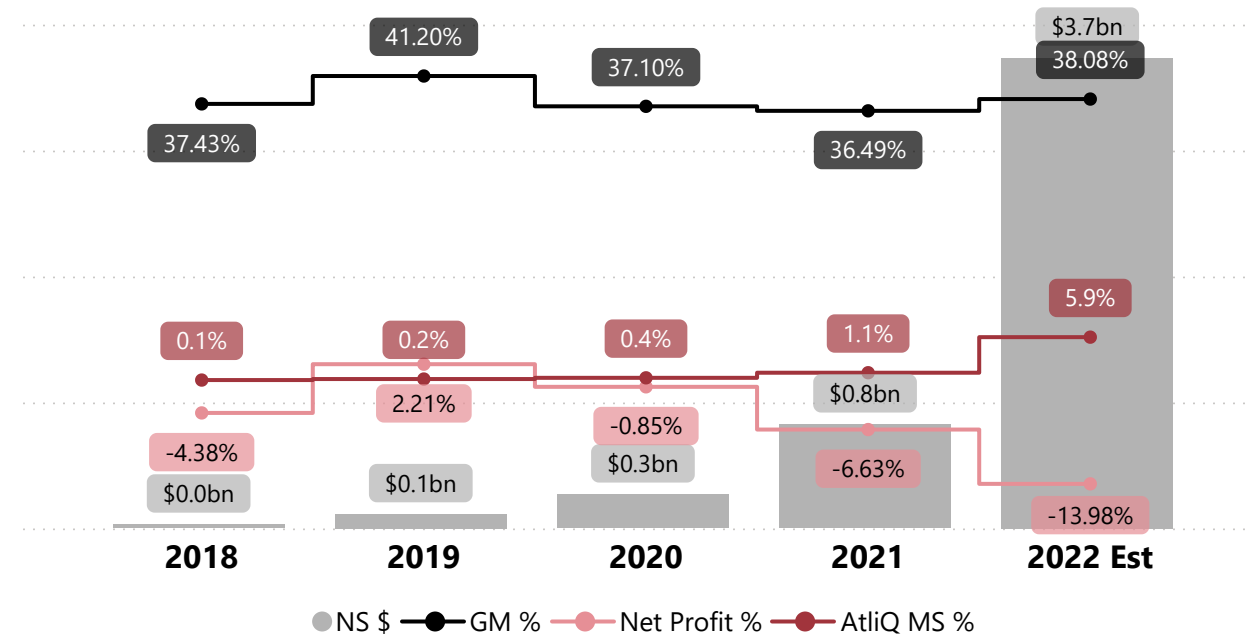
12.1%

49.9%

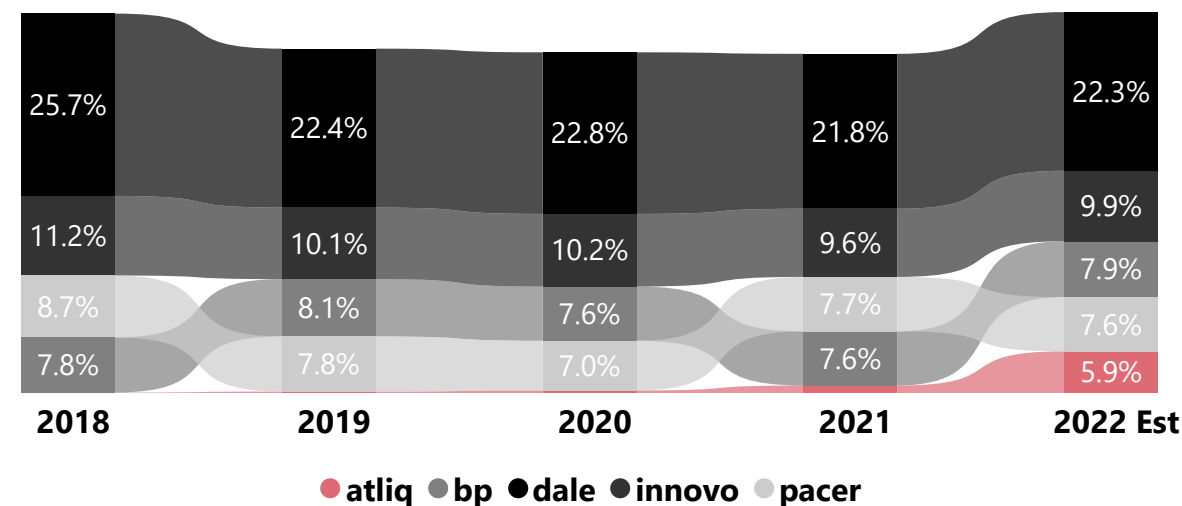
38.0%

● N & S ● P & A ● PC

Key Metrics Yearly Trend



Market Share Trend - AtliQ & Competitors



Top 5 Customers

Customer	RC %	GM %
Amazon	13.2%	35.4% ▼
AtliQ Exclusive	9.7%	43.7% ▼
Atliq e Store	8.5%	37.5% ▲
Sage	3.3%	35.2% ▲
Flipkart	3.1%	30.2% ▼
Total	37.8%	37.6%

Top 5 Products

Product	RC %	GM %
AQ BZ Allin1	4.1%	36.0% ▲
AQ Qwerty	3.4%	37.1% ▲
AQ Trigger	3.3%	36.9% ▲
AQ Gen Y	2.9%	36.1% ▲
AQ Maxima	2.7%	36.7% ▼
Total	16.3%	36.5%

Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$210.67M	25.6%	32.0% ▼	-24.7% ▼	3.9%	EI	2.5%
ROA	\$186.89M	22.7%	38.3% ▲	8.2% ▼	-21.6%	OOS	1.5%
NA	\$177.94M	21.6%	37.2% ▼	-13.7% ▼	-7.1%	OOS	0.8%
NE	\$109.29M	13.3%	38.0% ▲	-1.1% ▲	11.3%	EI	1.2%
SE	\$91.48M	11.1%	38.7% ▲	4.4% ▼	10.6%	EI	3.6%
ANZ	\$44.41M	5.4%	38.5% ▼	7.3% ▼	-5.2%	OOS	0.3%
LATAM	\$3.16M	0.4%	37.5% ▲	6.2% ▲	5.3%	EI	0.0%
Total	\$823.85M	100.0%	36.5%	-6.6%	-1.5%	OOS	1.1%

MS: Market Share | RC %: Revenue Contribution % | EI: Excess Inventory | OOS: Out of Stock



Trends

NS \$ | GM % | NP %

Net Sales \$

\$3.74bn✓

BM: (Blank) (+Infinity%)

Gross Margin %

38.08%✓

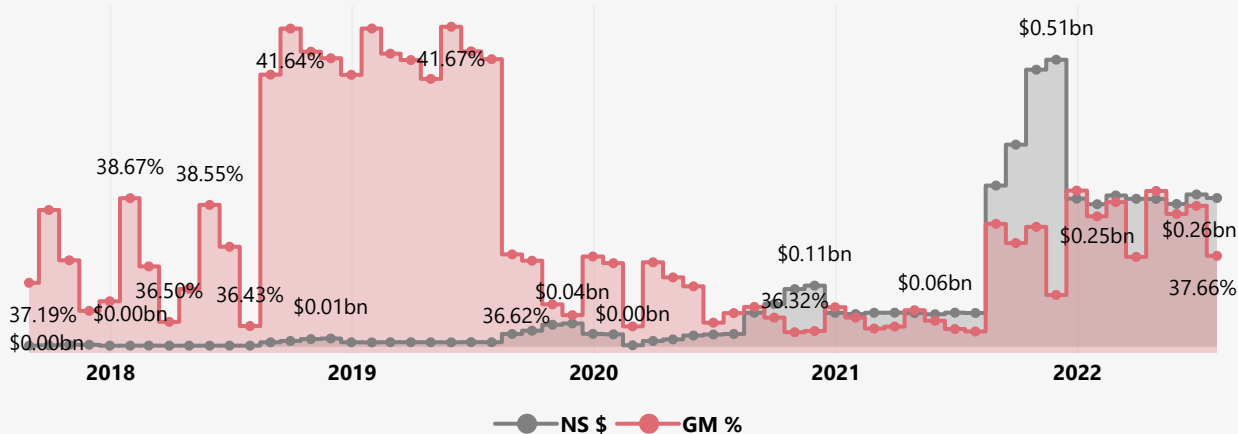
BM: (Blank) (+Infinity%)

Net Profit %

-13.98%!

BM: (Blank) (-Infinity%)

NS \$ & GM % Trend -



BI 360 Project 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 check out the Support Page.
- 5| Download live excel version [here](#).



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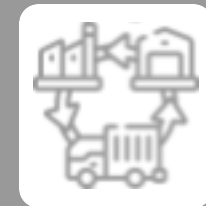
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Get Support



Get an Issue resolved

Add New requests

Check out Contingency Plan

Provide feedback

Power BI Documentation

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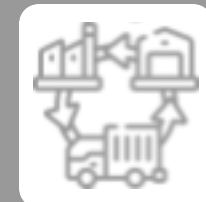
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