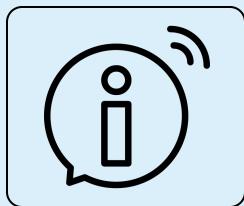




# Business Insights 360



## Info

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



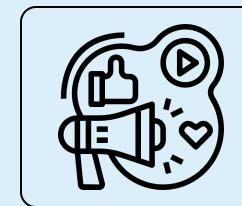
## Finance View

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



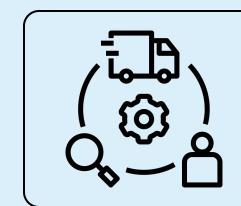
## Sales View

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



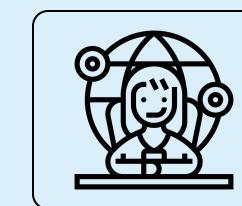
## Marketing View

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.



## Performance View

Provides a **comprehensive analysis** of key business metrics, **highlighting areas of strength** and opportunities for **improvement**.



## Support

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







region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

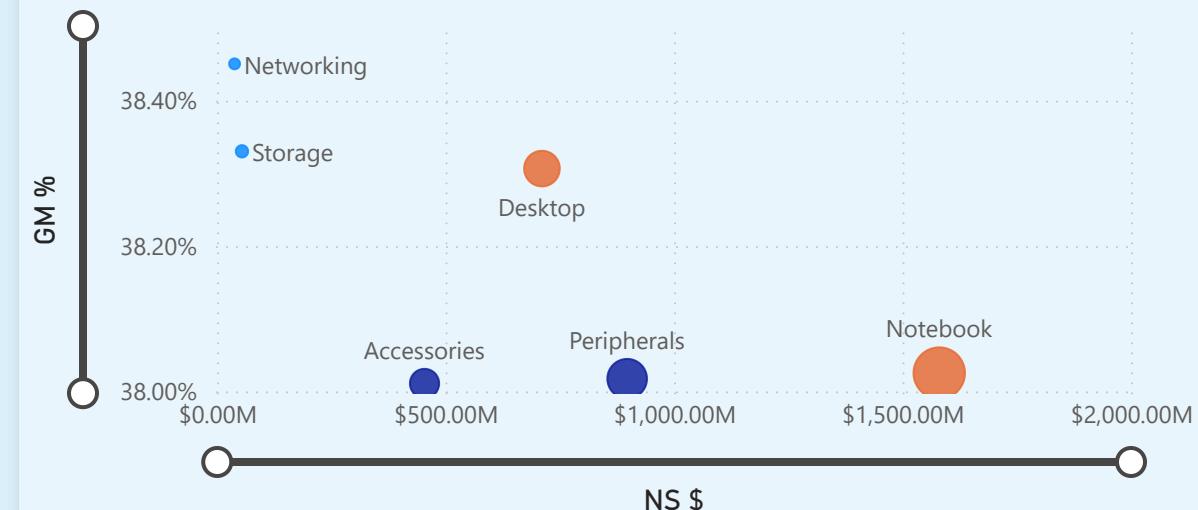
vs LY

vs Target

Show NP %

## Performance Matrix

division ● N &amp; S ● P &amp; A ● PC

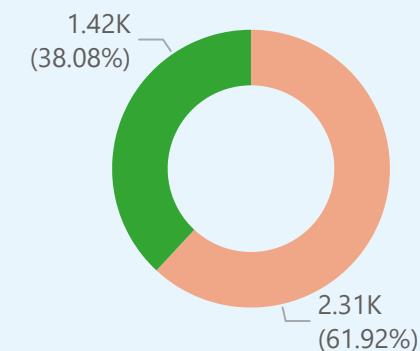


## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net_profit \$	Net_Profit %
--------	-------	-------	------	---------------	--------------

LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
Total	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

● Total COGS ● Gross Margin



## Unit Economics



NP = Net Profit



region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY vs Target

81.17% ✓  
LY: 80.21% (+1.2%)

Forecast Accuracy %

(\$3.47M)!  
LY: -0.75M (-361.97%)

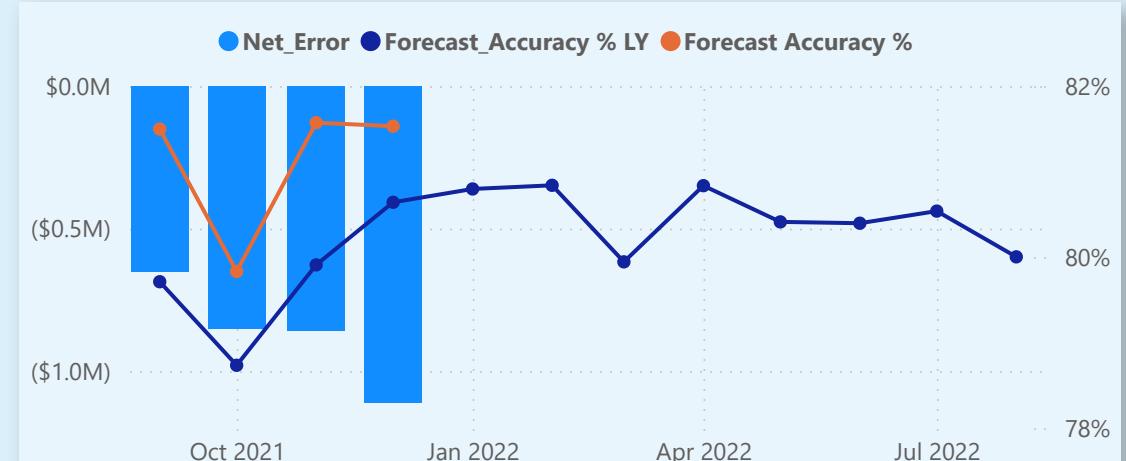
Net Error



## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast_Accuracy % LY	Net_Error	Net_Error %	Risk
Acclaimed Stores	57.74%	50.69%	\$83,037.0	10.74%	EI
BestBuy	46.60%	35.31%	\$81,179.0	16.72%	EI
Billa	42.63%	18.29%	\$3,704.0	3.91%	EI
Circuit City	46.17%	35.02%	\$85,248.0	16.55%	EI
Control	52.06%	47.42%	\$64,731.0	13.01%	EI
Costco	51.95%	49.42%	\$1,01,913.0	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	\$8,104.0	6.00%	EI
Leader	48.72%	24.45%	\$1,66,751.0	10.98%	EI
Logic Stores	52.49%	51.44%	\$6,430.0	2.37%	EI
Nomad Stores	53.44%	50.59%	\$3,394.0	1.34%	EI
Notebillig	42.70%	18.87%	\$1,141.0	1.31%	EI
Otto	45.76%	18.37%	\$1,962.0	2.41%	EI
Path	50.57%	45.53%	\$91,486.0	14.91%	EI
Radio Shack	45.64%	38.46%	\$69,253.0	16.48%	EI
Sage	50.72%	33.58%	\$1,54,291.0	10.06%	EI
Saturn	41.54%	19.16%	\$2,197.0	2.85%	EI
Stanplac	51.15%	49.38%	\$79,821.0	11.51%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>(\$34,72,690.0)</b>	<b>-9.48%</b>	<b>OOS</b>

## Accuracy / Net Error Trend



## Key Metrics by Products

segment	Forecast Accuracy %	Net_Error	Net_Error %	Forecast_Accuracy % LY	Risk
Peripherals	68.17%	(\$32,04,280.0)	-31.83%	83.23%	OOS
Storage	71.50%	(\$6,28,266.0)	-25.61%	83.54%	OOS
Notebook	87.24%	(\$47,221.0)	-1.69%	79.99%	OOS
Networking	93.06%	(\$12,967.0)	-1.69%	90.40%	OOS
Desktop	87.53%	\$78,576.0	10.24%	84.37%	EI
Accessories	87.42%	\$3,41,468.0	1.72%	77.66%	EI
<b>Total</b>	<b>81.17%</b>	<b>(\$34,72,690.0)</b>	<b>-9.48%</b>	<b>80.21%</b>	<b>OOS</b>

OOS =Out Of Stock , EI =Excess Inventory , LY = Last Year





region, market ▾ customer ▾ segment, cat... ▾

All All All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

### Top 5 Product By GM % Growth YOY

product	GM %	GM % LY	GM Growth %
AQ 5000 Series Electron 8 5900X Desktop Processor	39.34%	35.23%	11.65%
AQ BZ 101	39.23%	36.57%	7.26%
AQ Digit SSD	39.29%	36.31%	8.22%
AQ Gamer 3	39.48%	36.48%	8.20%
AQ Neuer SSD	39.20%	37.28%	5.17%
<b>Total</b>	<b>39.36%</b>	<b>36.30%</b>	<b>8.41%</b>

### Top 10 customers: Net Sales, NP and Post- Invoice Deductions



### Bottom 5 Product By GM % Growth YOY

product	GM %	GM % LY	GM Growth %
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.23%	36.92%	-1.87%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.54%	37.20%	-1.77%
AQ Marquee P4	36.11%	36.86%	-2.04%
AQ Master wired x1 Ms	36.81%	36.68%	0.35%
AQ Pen Drive 2 IN 1	35.42%	34.02%	4.13%
<b>Total</b>	<b>36.23%</b>	<b>36.77%</b>	<b>-1.45%</b>

### Region and Market Analysis: GM Trends and GM Growth Comparison

region	GM %	GM % LY	GM Growth %
NA	44.97%	37.23%	20.79%
APAC	35.88%	35.34%	1.52%
LATAM	35.02%	37.54%	-6.72%
EU	34.53%	38.34%	-9.94%
<b>Total</b>	<b>38.08%</b>	<b>36.49%</b>	<b>4.37%</b>

LY = Last Year , YOY = Year Over Year ,NP =Net Profit .



1. All the system data in the tool is refreshed every month on the 5th working day.
2. System data such as Actuals, Forecast and Historical Forecast are received from the global database.
3. Non – system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQ [click here](#).



Contact Information

Business Terms

New to Power Bi

New to Power Bi Service

Feedback  
&  
Suggestions