



# Business Insights 360

## Finance



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

## Sales



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

## Marketing



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



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

## Executive Dashboard



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

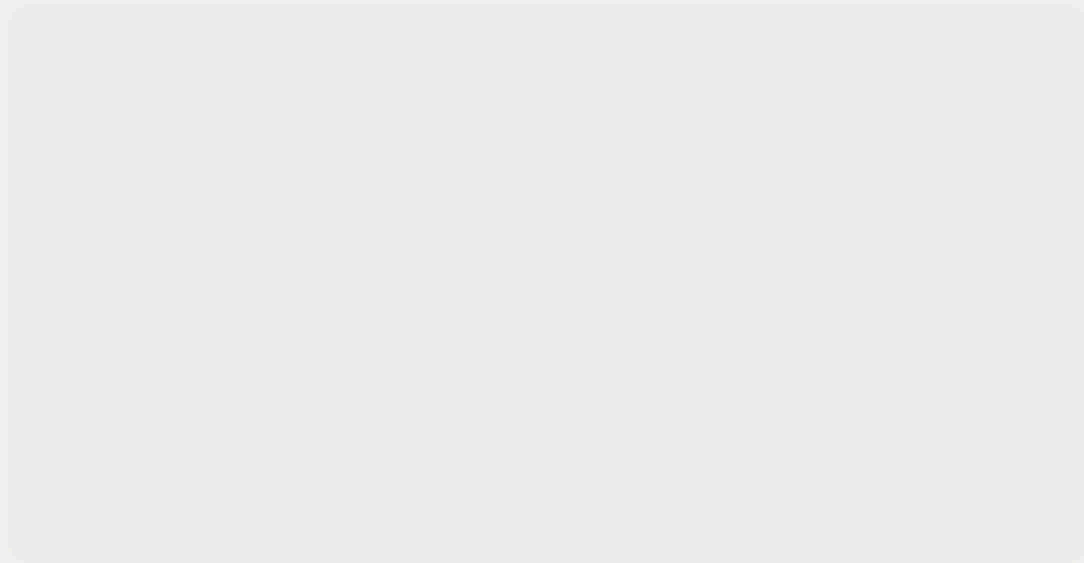
## Support



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

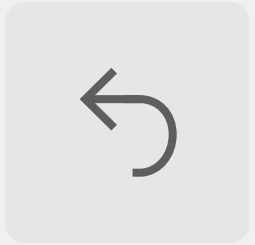


Get your **issues resolved** by connecting to our support specialist.





# Business Insights 360 Key Support



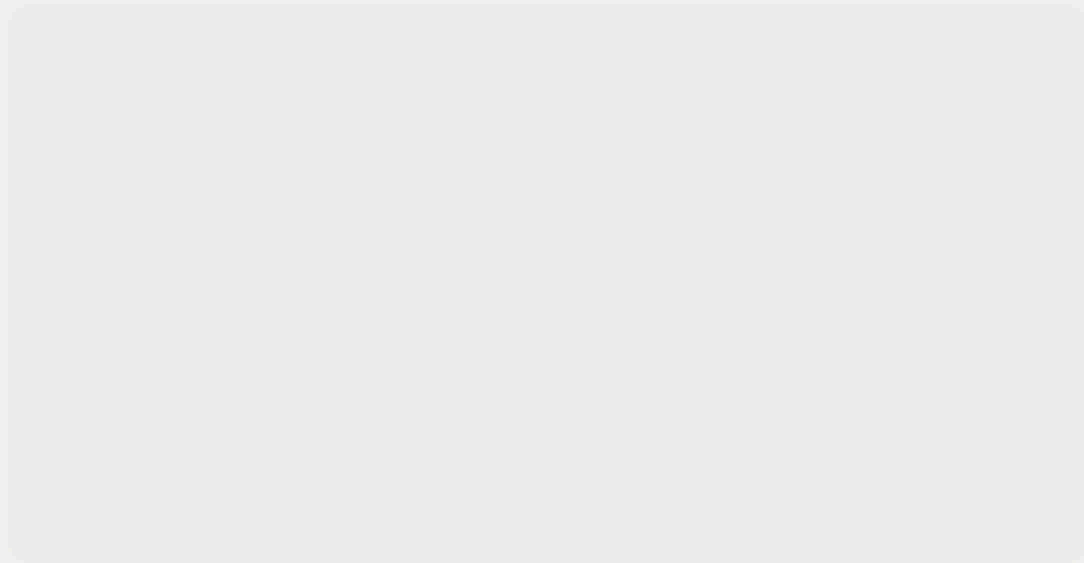
Get an issue resolved

Provide Feedback

Add new requests

Check out the  
contingency plan

New to Power BI?

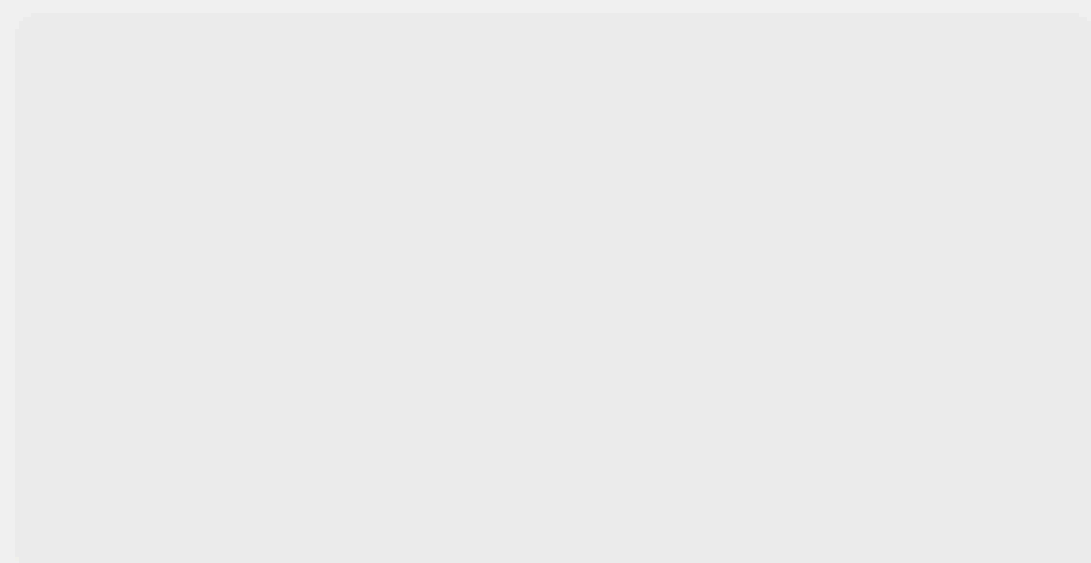


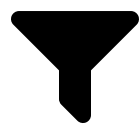


## Business Insights 360 Key Info



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](#).





Filter Section

Benchmark

☒ vs LY ☐ vs Target

Year To Date / Go

☐ YTD ☐ YTG

Year

- ☐ 2019
- ☒ 2020
- ☐ 2021
- ☐ 2022 Est

Quaters

- ☐ Qtr 1 ☐ Qtr 3
- ☐ Qtr 2 ☐ Qtr 4

By Store/s

All

By Region /Country

All

Segment / Category / Product

All

Abbreviations

BM = Benchmark | LY=Last Year  
GM = Gross Margin | NS = Net Sales  
NP= Net Profit | Chg = Change

All values in Million \$

Net Sales

\$267.98M<sup>✓</sup>

BM: 111.37M (+140.61%)

Gross Margin %

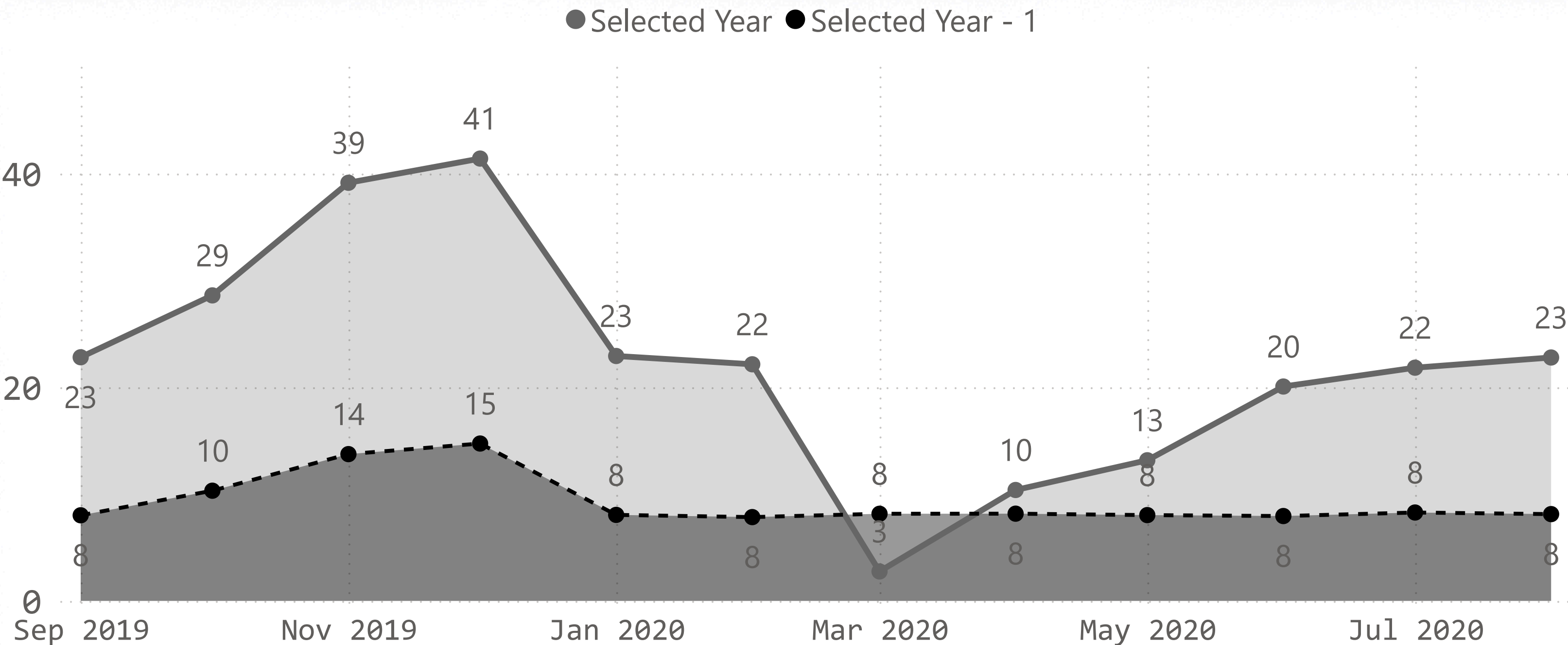
37.10%<sup>!</sup>

BM: 41.20% (-9.95%)

Net Profit %

-0.85%<sup>!</sup>

BM: 0.02 (-138.68%)



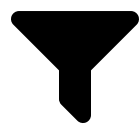
segment	P & L values
<div>+ Accessories</div>	66.23
<div>+ Desktop</div>	0.95
<div>+ Networking</div>	26.22
<div>+ Notebook</div>	86.39
<div>+ Peripherals</div>	60.63
<div>+ Storage</div>	27.56

market	P & L values
<div>+ Columbia</div>	0.02
<div>+ Chile</div>	0.09
<div>+ Austria</div>	0.13
<div>+ Sweden</div>	0.25
<div>+ Mexico</div>	0.84
<div>+ Brazil</div>	1.05
<div>+ Japan</div>	2.46
<div>+ Spain</div>	2.53
<div>+ Newzealand</div>	2.90
<div>+ Bangladesh</div>	2.94
<div>+ Norway</div>	3.59

Net Sales Performace Over Time

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





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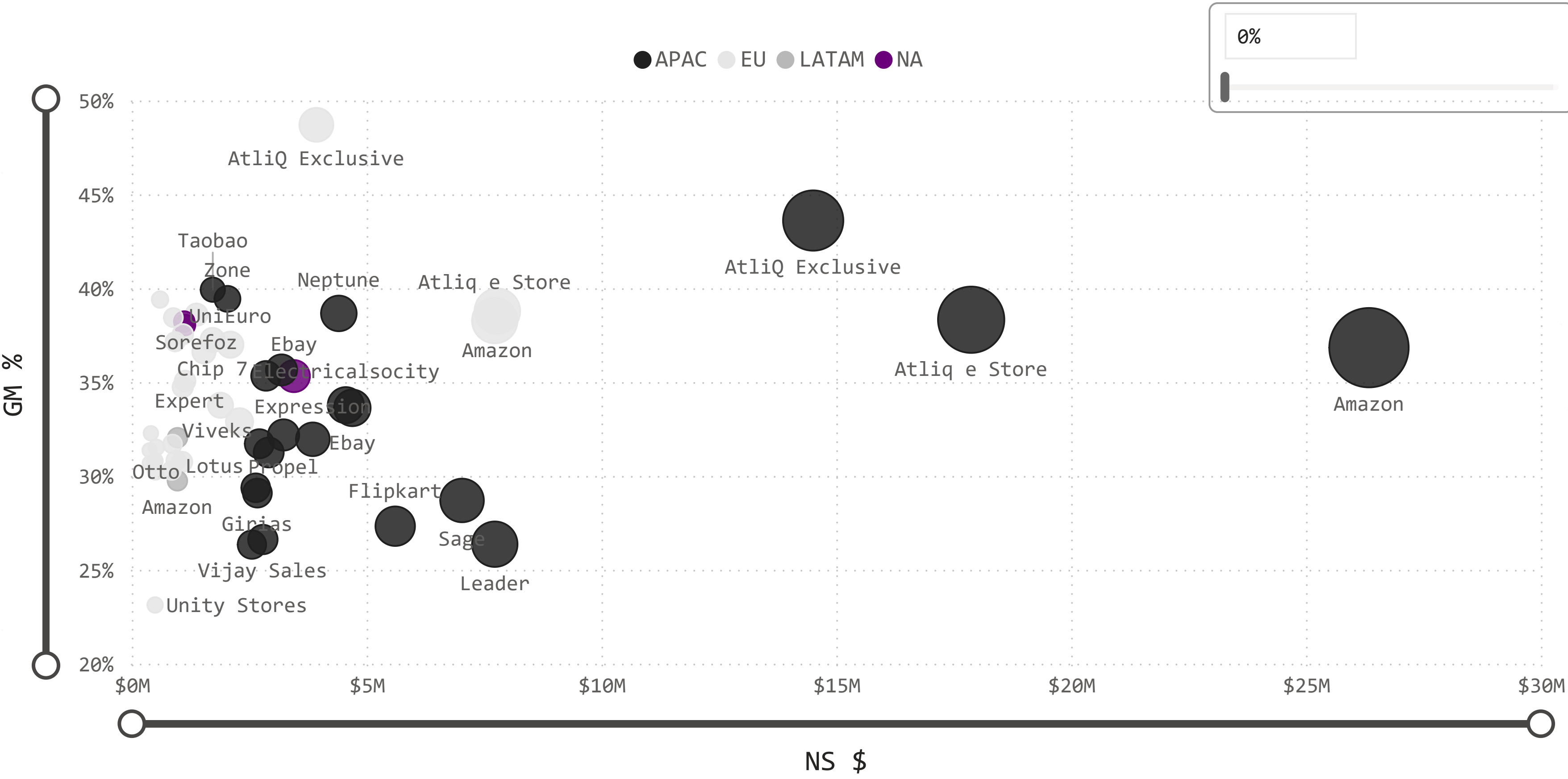
All

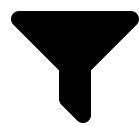
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Performance Matrix





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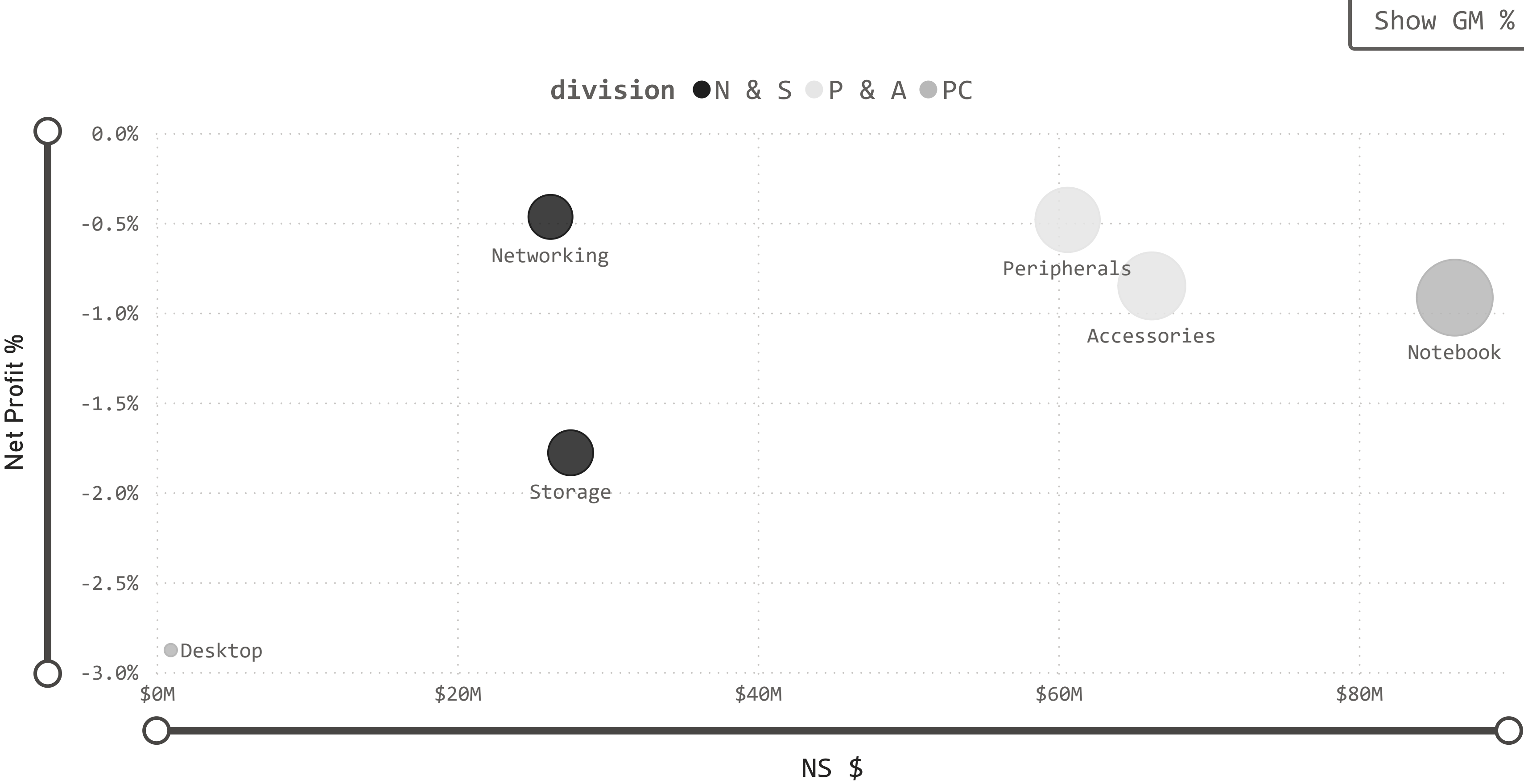
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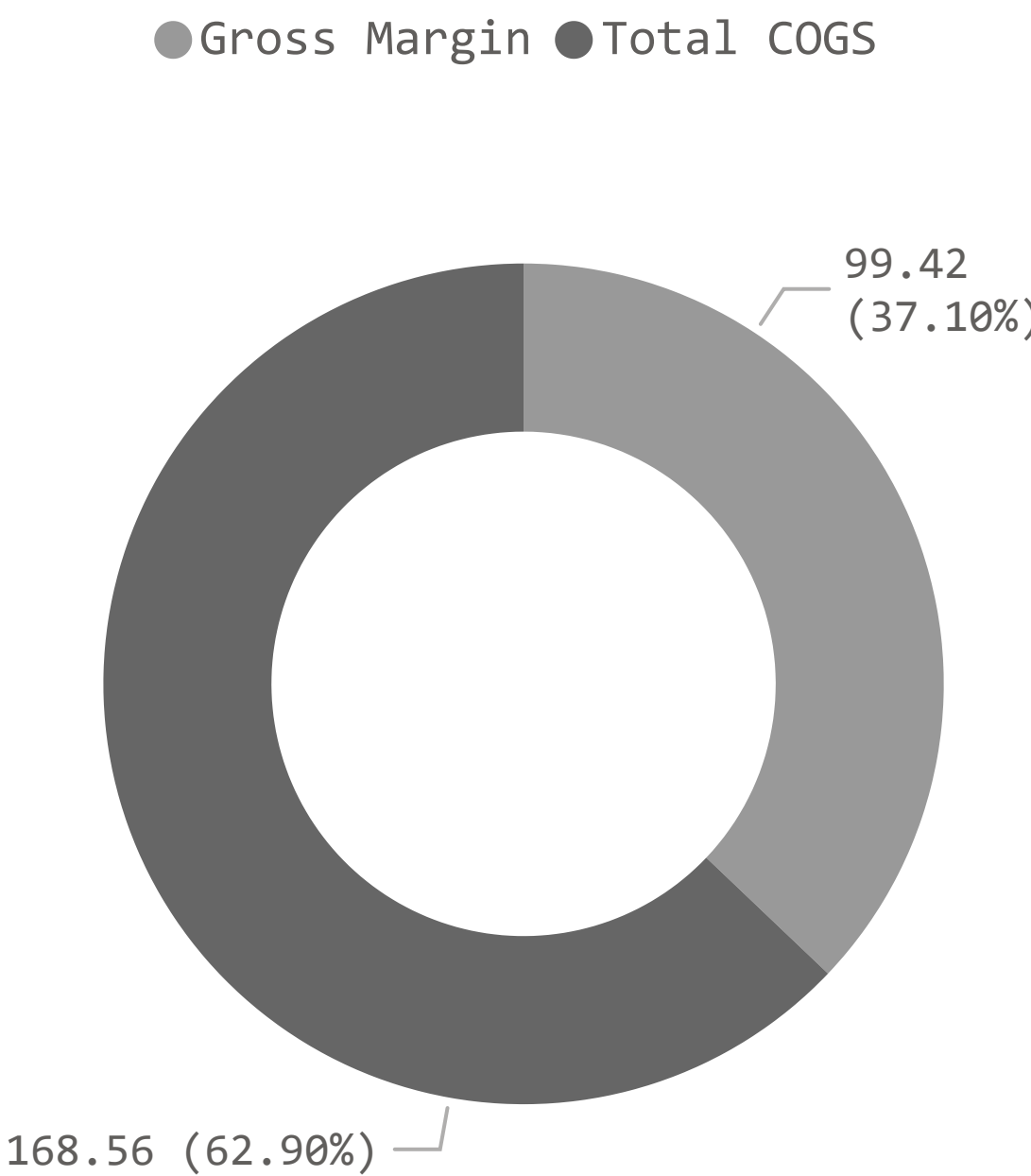
Performance Matrix



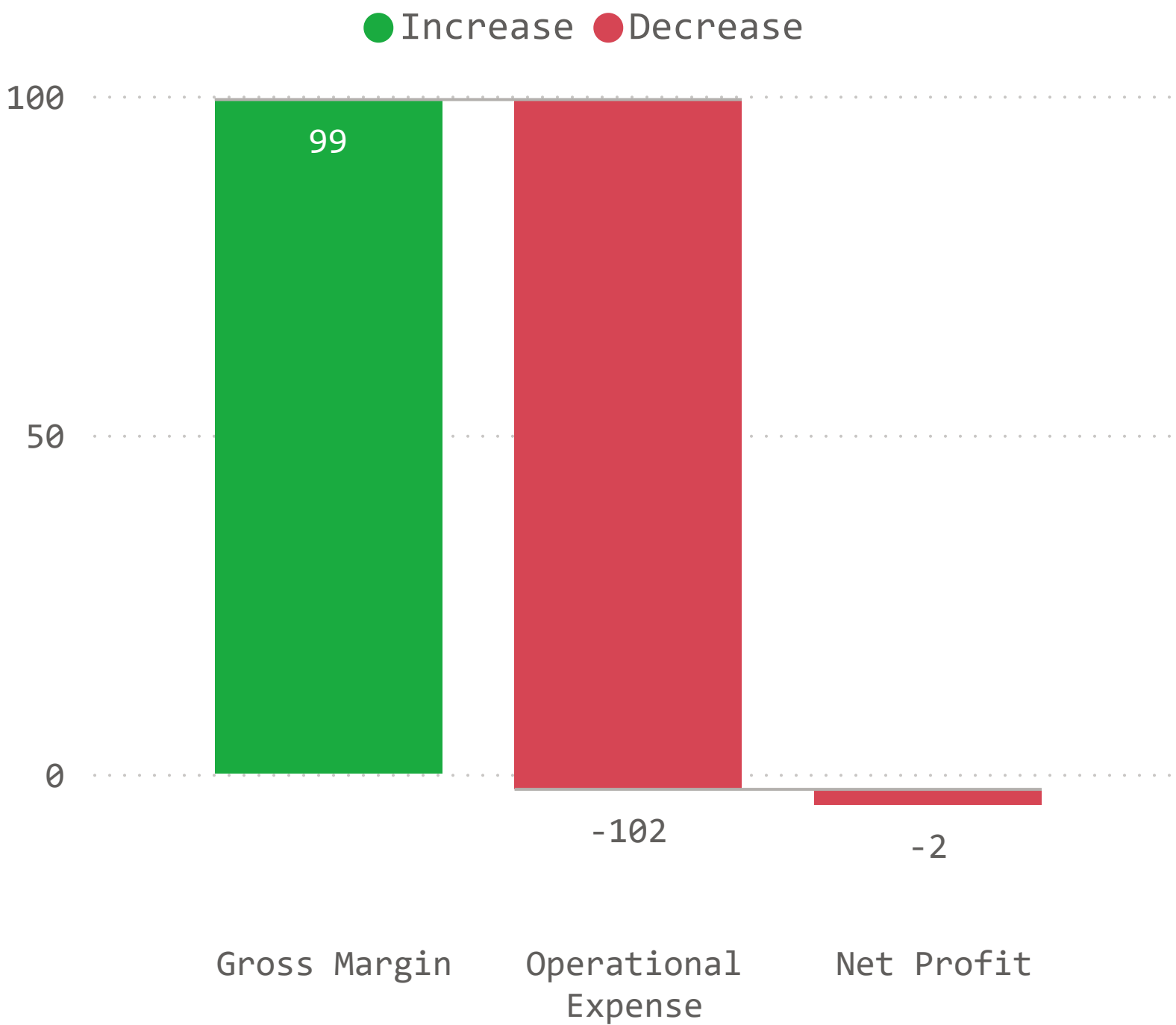
Product Performance

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

Unit Economics



Unit Economics



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%



BUSINESS INSIGHT 360

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Sales

Marketing

Supply Chain

Executive

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YTG

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Forecast Accuracy

72.99%!

BM: 86.45% (-15.57%)

Net Error

491.6K!

BM: 637.48K (-22.88%)

ABS Error

5743.2K✓

BM: 1547.78K (+271.06%)

Net Error

Forecast Accuracy %

Forecast Accuracy % LY

●

●

●

1.5M

1.0M

0.5M

0.0M

-0.5M

Sep 19

Oct 19

Nov 19

Dec 19

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

Jul 20

Aug 20

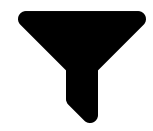
0%

50%

100%

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊕ Networking	52.50%	81.50%	-379134	-0.47%	OOS
⊕ Peripherals	75.18%	85.06%	193476	-0.48%	EI
⊕ Accessories	71.42%	90.20%	-167818	-0.85%	OOS
⊕ Notebook	76.65%	83.02%	146640	-0.92%	EI
⊕ Storage	81.01%	80.25%	698487	-1.78%	EI
⊕ Desktop	70.07%		-52	-2.88%	OOS
Total	72.99%	86.45%	491599	-0.85%	EI

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Insight	37.11%	45.97%	70231	45.4%	EI
Novus	36.59%	41.22%	285814	44.9%	EI
Synthetic	38.32%	47.83%	261010	40.2%	EI
Elkjøp	45.00%	12.35%	78218	39.3%	EI
Media Markt	43.66%	7.98%	73908	38.3%	EI
Forward Stores	38.58%	49.83%	84187	38.0%	EI
Chip 7	41.32%	30.35%	79770	37.4%	EI
Surface Stores	42.94%	45.22%	31181	36.7%	EI
Relief	42.81%	16.73%	58627	36.3%	EI
Elite	40.14%	1.74%	47640	35.4%	EI
Premium Stores	42.85%	44.40%	60275	35.3%	EI
Nova	36.07%		1058	35.3%	EI
Nomad Stores	43.96%	45.05%	85613	34.9%	EI
Digimarket	39.69%	52.62%	87844	34.8%	EI
Sound	41.27%	51.26%	76763	34.7%	EI
Sorefoz	41.33%	32.03%	51093	32.2%	EI
Epic Stores	38.40%	1.51%	39966	29.7%	EI
UniEuro	45.77%	32.17%	62607	27.5%	EI
Electricalsbea Stores	41.94%		8182	27.2%	EI
Atlas Stores	39.19%	47.32%	24488	26.1%	EI
All-Out	35.18%		5699	25.3%	EI
Electricalsocity	42.87%	52.63%	122081	24.9%	EI
Electricalslance Stores	41.81%	57.64%	21648	24.0%	EI
Electricalsequipo Stores	39.26%	38.16%	20565	21.8%	EI
Ezone	33.17%	47.80%	59289	20.5%	EI
Radio Popular	50.36%	58.50%	39157	19.9%	EI
Reliance Digital	38.76%	46.67%	64515	19.6%	EI
Integration Stores	36.87%		4142	19.6%	EI
Girias	36.01%	50.38%	56898	19.5%	EI
Logic Stores	37.85%	41.68%	22284	18.6%	EI
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
Vijay Sales	34.18%	44.36%	51880	17.2%	EI
Total	72.99%	86.45%	491599	2.3%	EI



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(+140.61%)

GM %

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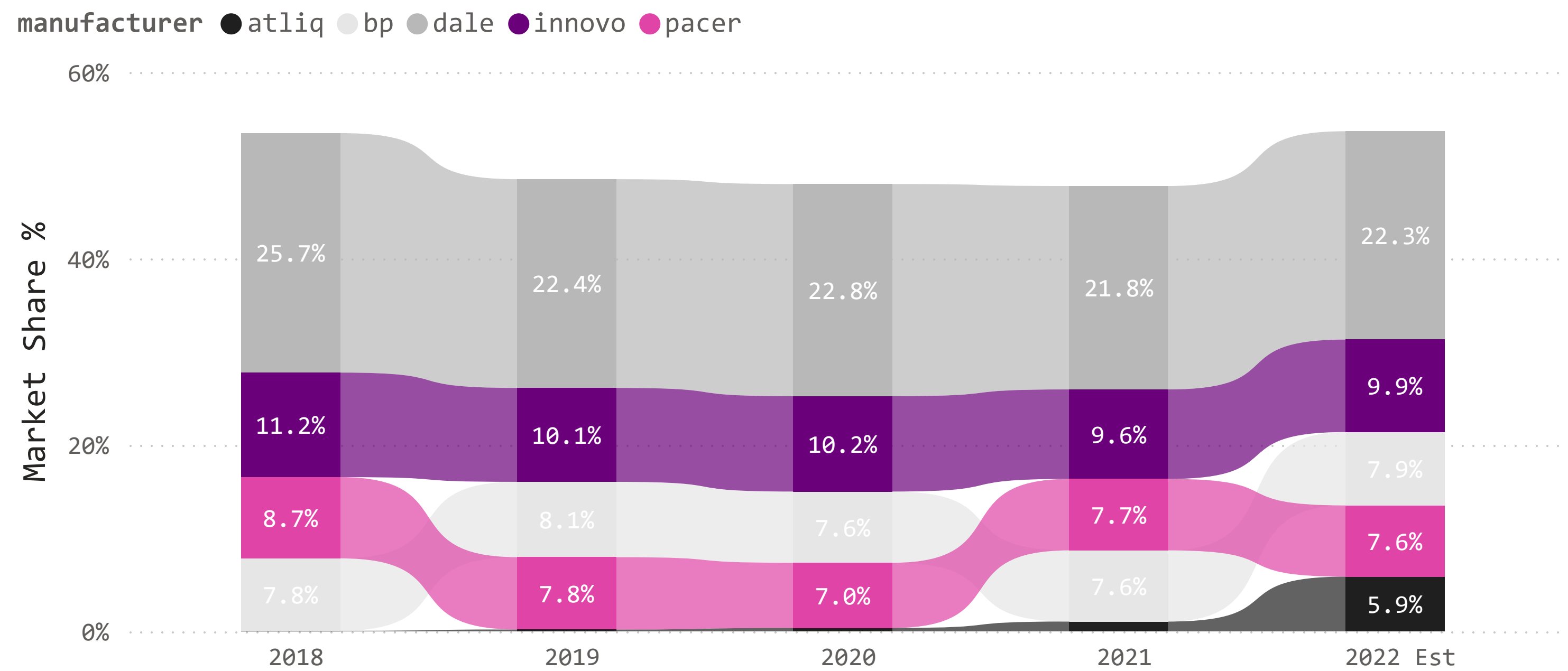
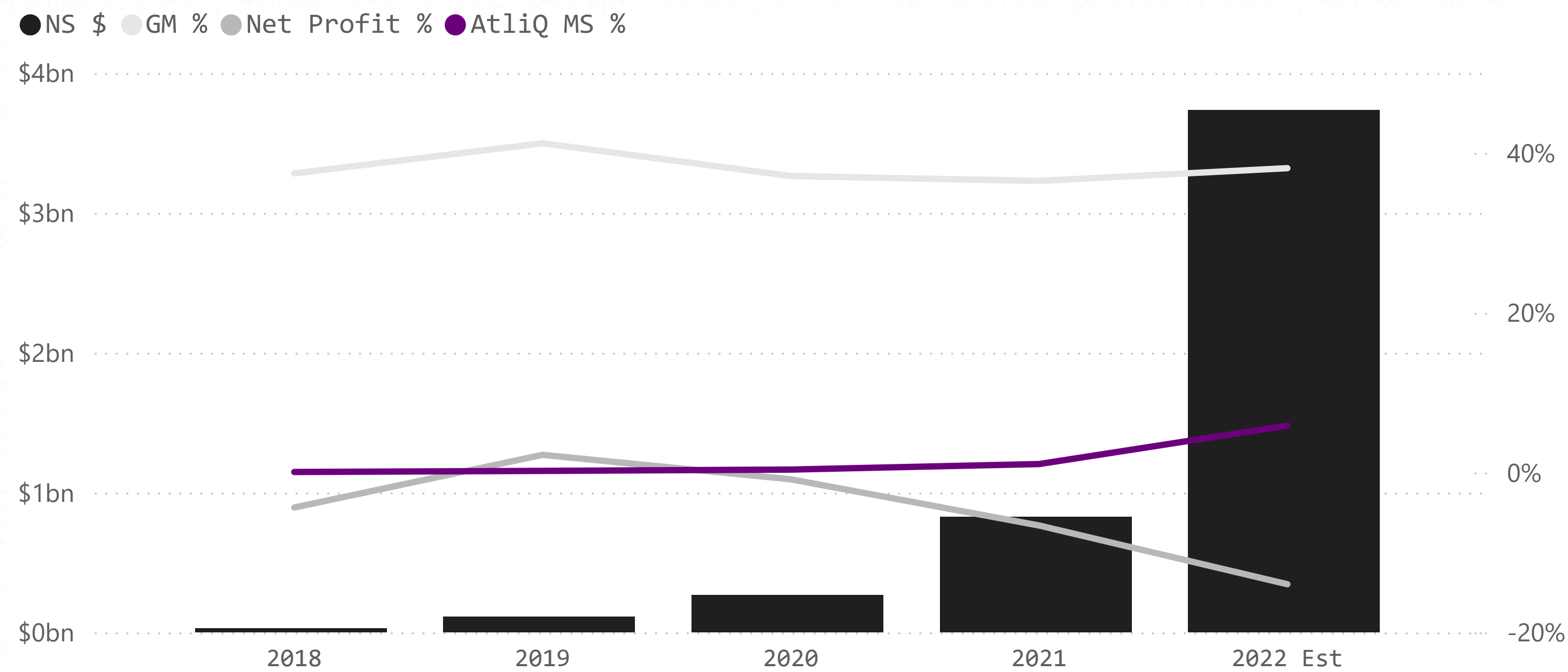
Net Profit %

-0.85%!

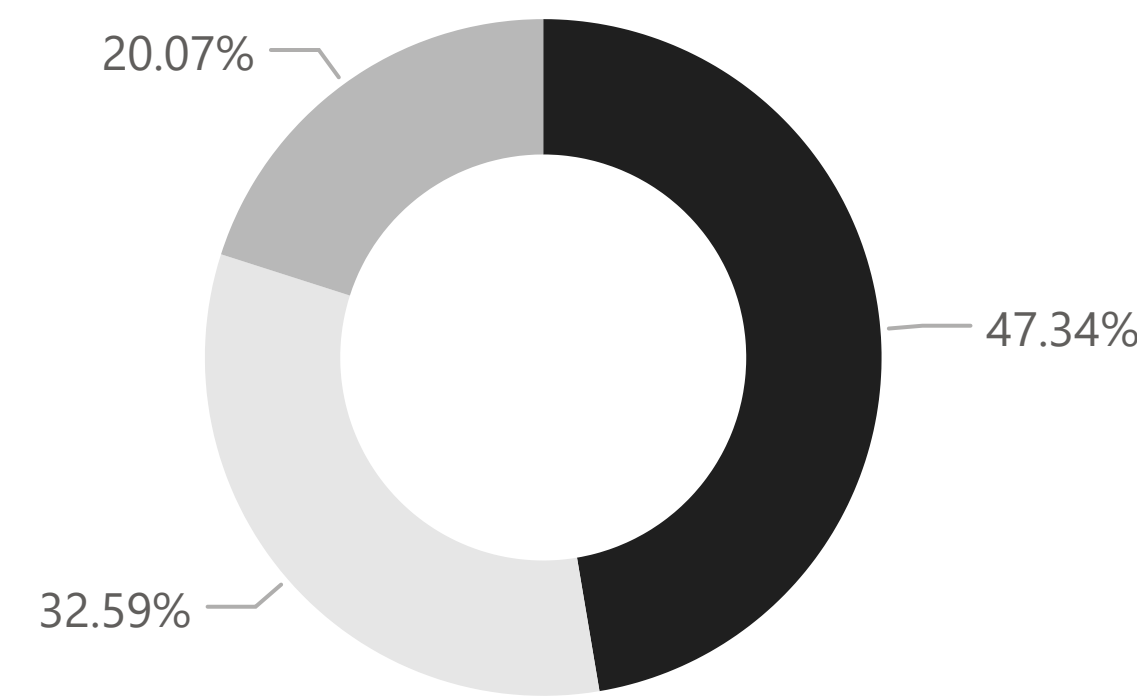
BM: 2.21%  
(-138.68%)

Forecast Accuracy

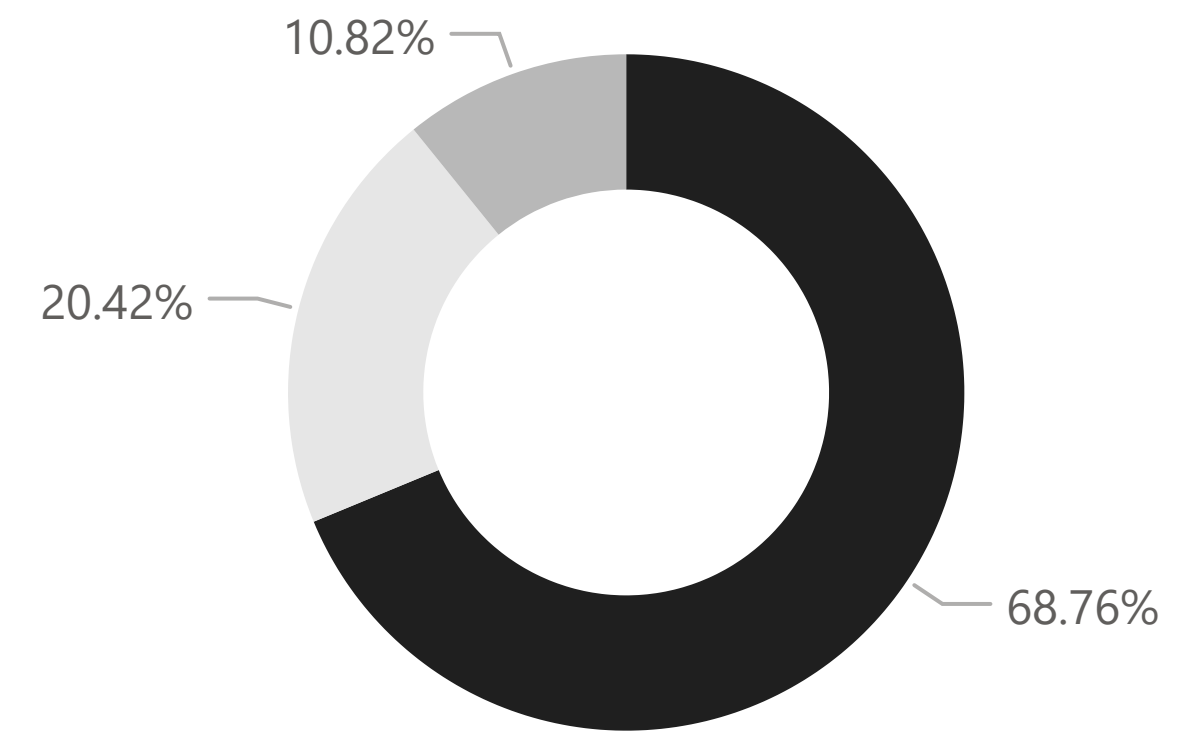
72.99%!

BM: 86.45%  
(-15.57%)

● P &amp; A ● PC ● N &amp; S



● Retailer ● Direct ● Distributor



Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$16.8M	6.3%	42.4% ↓	12.6%	0.1%	24.2%	EI
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
ROA	\$66.5M	24.8%	38.1% ↓	8.9%	0.6%	9.4%	EI
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6% ↓	7.0%	1.1%	11.0%	EI
India	\$64.7M	24.2%	32.1% ↓	-14.7%	0.8%	-0.8%	OOS
LATAM	\$2.0M	0.7%	31.0% ↓	-0.1%	0.0%	1.2%	EI
Total	\$268.0M	100.0%	37.1% ↓	-0.9%	0.4%	2.3%	EI

customer	RC %	GM %
Sage	3.1%	31.2% ↓
Flipkart	4.1%	33.5% ↓
AtliQ Exclusive	8.6%	45.8% ↓
Atliq e Store	11.8%	37.5% ↓
Amazon	18.6%	38.0% ↓
Total	46.2%	38.4% ↓

product	RC %	GM %
AQ BZ Compact	4.3%	36.5% ↓
AQ BZ Gen Y	4.5%	37.0% ↓
AQ Lite	4.3%	36.5% ↓
AQ Wi Power Dx1	4.4%	37.0% ↓
AQ Wi Power Dx2	5.4%	38.0% ↓
Total	22.9%	37.0% ↓