



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..



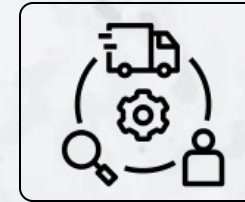
Sales View

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



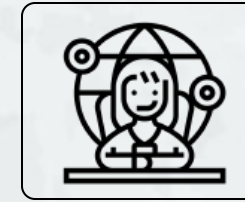
Marketing View

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.



Support

Get your issues resolved by connecting to our support specialist.



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 EST

Q1

Q2

YTD

YTG

**\$131.94M**✓

BM: 46.79M (+181.96%)

Net Sales**37.07%!**

BM: 41.22% (-10.07%)

GM %**-0.77%!**

BM: 0.02 (-134.51%)

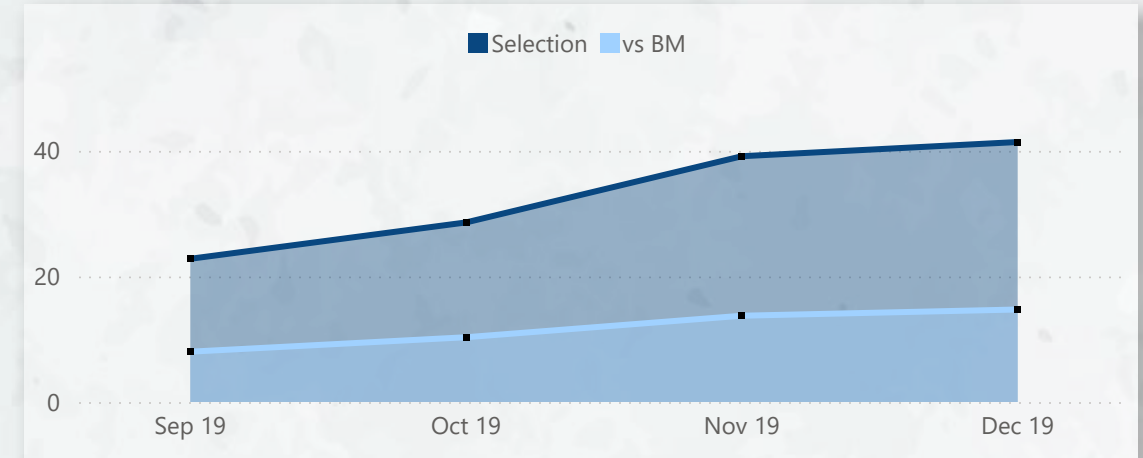
Net Profit %**Profit and Loss Statement**

Line Item	2020	BM	Chg	Chg %
Gross Sales	264.04	87.81	176.23	200.68
Pre Invoice Deduction	61.59	19.92	41.67	209.18
Net Invoice Sales	202.44	67.89	134.55	198.19
- Post Discounts	47.07	12.50	34.57	276.65
- Post Deductions	23.44	8.60	14.84	172.50
Total Post Invoice Deduction	70.51	21.10	49.41	234.19
Net Sales	131.94	46.79	85.14	181.96
- Manufacturing Cost	78.97	26.18	52.79	201.62
- Freight Cost	3.52	1.11	2.41	217.35
- Other Cost	0.54	0.21	0.33	152.57
Total COGS	83.03	27.50	55.52	201.87
Gross Margin	48.91	19.29	29.62	153.57
Gross Margin %	37.07	41.22	-4.15	-10.07
Operational Expenses	49.92	18.24	31.68	173.64
Net Profit	-1.02	1.04	-2.06	-197.29
Net Profit %	-0.77	2.23	-3.00	-134.51

Net Sales Performance Over Time

vs LY

vs Target

**Top / Bottom Product & Customers by Net Sales**

region	P&L Values	P&L chg %
⊕ APAC	72.82	143.75
⊕ EU	28.67	290.61
⊕ LATAM	0.77	115.07
⊕ NA	29.67	221.89
Total	131.94	181.96

segment	P&L Values	P&L chg %
⊕ Notebook	42.85	213.06
⊕ Accessories	32.49	177.63
⊕ Peripherals	29.75	256.60
⊕ Storage	13.45	132.78
⊕ Networking	12.88	76.81
⊕ Desktop	0.52	
Total	131.94	181.96



region, market

customer

segment, category, product

All

All

All

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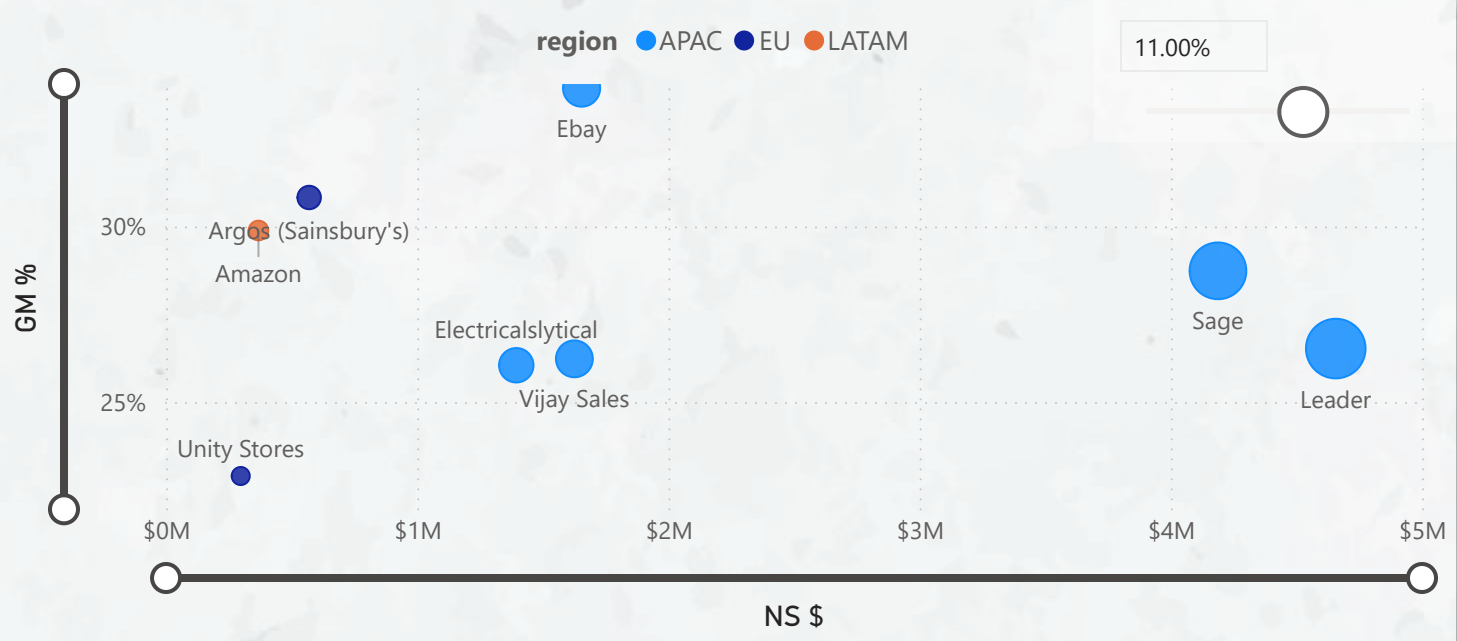
YTD

YTG

Customer Performance

customer	NS \$	GM	GM %
Zone	\$1.19M	0.47M	39.29%
walmart	\$2.08M	0.78M	37.34%
Viveks	\$1.52M	0.47M	31.21%
Vijay Sales	\$1.63M	0.43M	26.23%
Unity Stores	\$0.30M	0.07M	22.89%
UniEuro	\$1.21M	0.44M	36.67%
Taobao	\$0.58M	0.23M	39.82%
Synthetic	\$3.05M	1.35M	44.13%
Surface Stores	\$0.40M	0.15M	38.15%
Staples	\$2.15M	0.86M	40.03%
Sound	\$1.17M	0.54M	46.37%
Sorefoz	\$0.84M	0.32M	38.50%
Saturn	\$0.27M	0.08M	29.99%
Total	\$131.94M	48.91M	37.07%

Performance Matrix



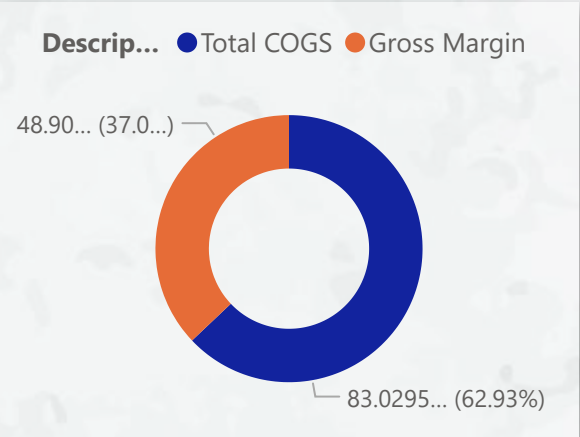
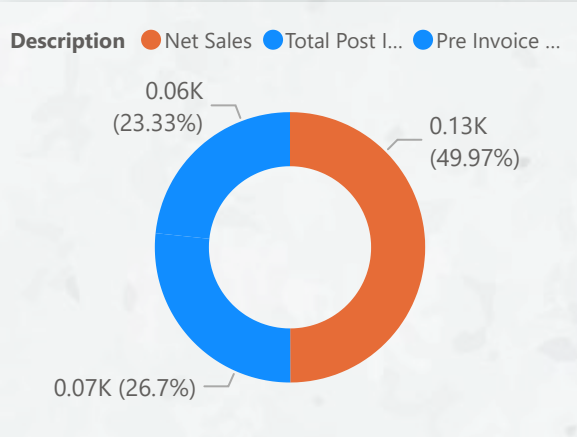
Product Performance

Segment	NS \$	GM	GM %
Accessories	\$32.49M	12.04M	37.05%
Desktop	\$0.52M	0.19M	36.64%
Networking	\$12.88M	4.84M	37.62%
Notebook	\$42.85M	15.86M	37.02%
Peripherals	\$29.75M	11.14M	37.45%
Storage	\$13.45M	4.83M	35.92%
Total	\$131.94M	48.91M	37.07%

Unit Economics

vs LY

vs Target





region, market

All

customer

All

segment, category, product

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80.95%!

LY: 86.20% (-6.09%)

Forecast Accuracy %

-1303.12K✓

LY: 299.58K (+534.98%)

Net Error

1.69M!

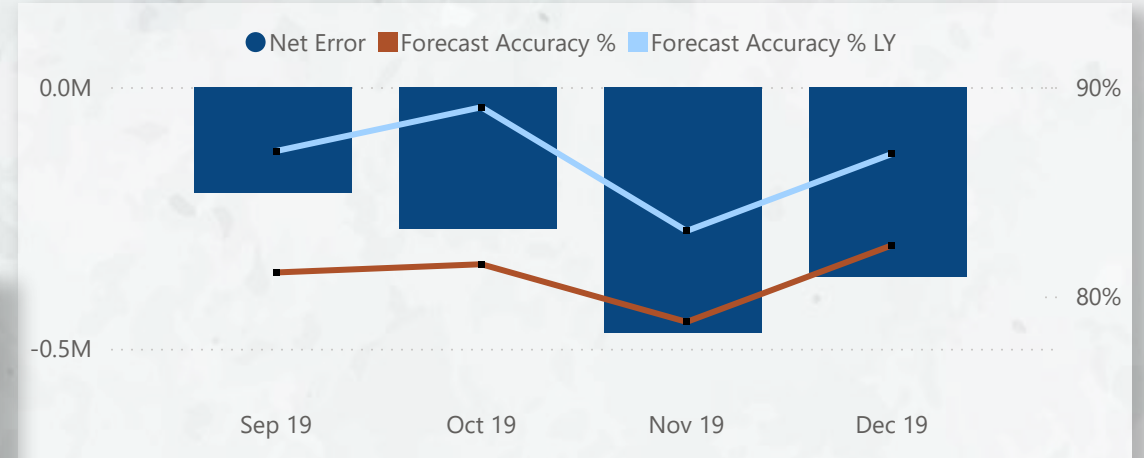
LY: 0.67M (-154.37%)

Absolute Error

Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Novus	46.75%	42.26%	63134	23.2%	EI
Synthetic	46.39%	46.35%	56534	21.4%	EI
Insight	47.95%	46.48%	16635	26.6%	EI
Nomad Stores	53.75%	44.70%	16472	15.8%	EI
Elkjøp	58.56%	16.12%	14829	17.1%	EI
Sound	49.62%	52.21%	13951	15.6%	EI
Media Markt	52.14%	4.17%	13179	16.9%	EI
Relief	52.34%	13.79%	12160	18.1%	EI
Digimarket	49.64%	52.94%	12147	11.0%	EI
Forward Stores	49.06%	50.48%	12040	13.4%	EI
Chip 7	53.54%	26.83%	10350	11.7%	EI
Premium Stores	54.01%	45.11%	9071	13.0%	EI
Elite	47.73%	-3.50%	7627	14.1%	EI
Surface Stores	53.73%	49.69%	7373	19.6%	EI
Sorefoz	53.28%	38.16%	5927	8.4%	EI
Epic Stores	47.83%	-7.90%	2694	4.9%	EI
Novus	47.51%	22.7%	227	16.6%	EI
Total	80.95%	86.20%	-1303118	-14.7%	OOS

Net Sales Performance Over Time



Top/Bottom Products & Customer By Net Sales

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	GM %
Storage	93.50%	80.29%	-19943	-1.0%	35.92%
Desktop	80.84%		-224	-18.2%	36.64%
Notebook	90.13%	84.03%	23983	8.8%	37.02%
Accessories	78.28%	90.06%	-940207	-18.7%	37.05%
Peripherals	84.13%	85.57%	-92453	-8.5%	37.45%
Networking	50.43%	79.83%	-274274	-49.6%	37.62%
Total	80.95%	86.20%	-1303118	-14.7%	37.07%



region, market

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customer

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segment, category, product

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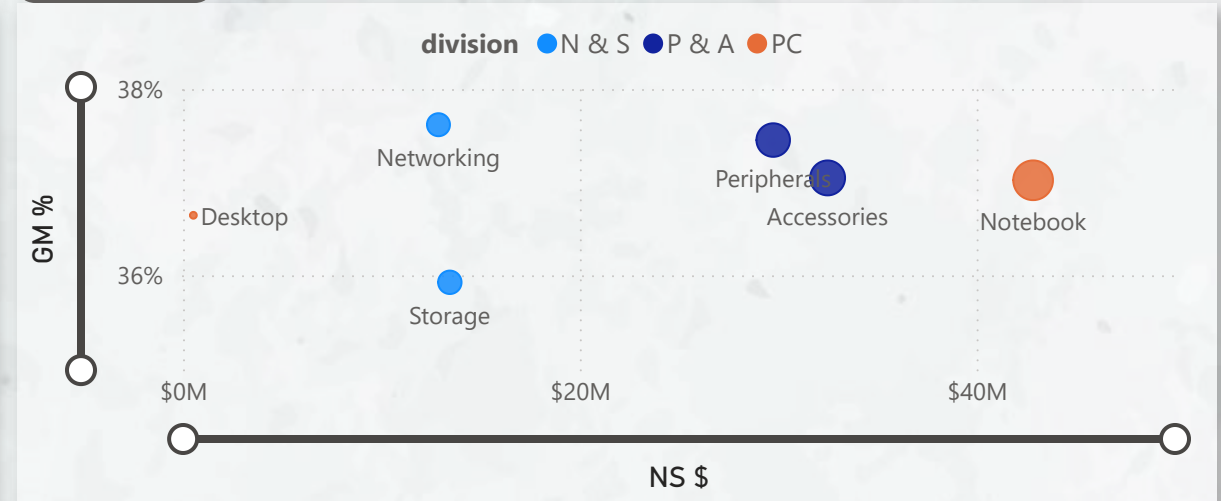
YTG

Key Metrics By Segment

Segment	NS \$	GM	GM %	Net Profit \$	Net Profit %
Accessories	\$32.49M	12.04M	37.05%	-0.26M	-0.80%
Desktop	\$0.52M	0.19M	36.64%	-0.01M	-2.16%
Networking	\$12.88M	4.84M	37.62%	-0.03M	-0.21%
Notebook	\$42.85M	15.86M	37.02%	-0.36M	-0.84%
Peripherals	\$29.75M	11.14M	37.45%	-0.13M	-0.44%
Storage	\$13.45M	4.83M	35.92%	-0.23M	-1.69%
Total	\$131.94M	48.91M	37.07%	-1.02M	-0.77%

Show NP%

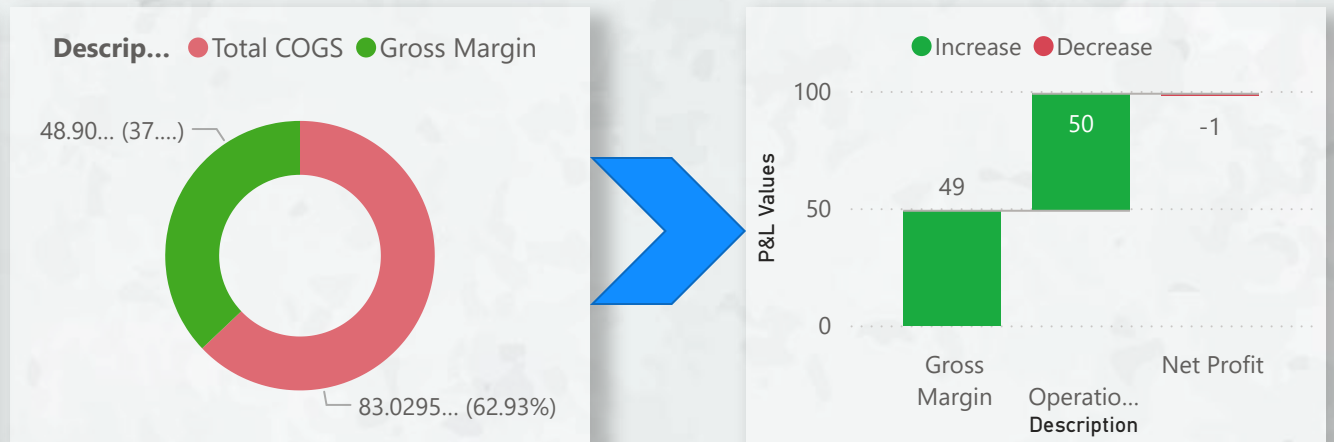
Net Sales By Gross Margin



P&L By Region

Region	NS \$	GM	GM %	Net Profit \$	Net Profit %
APAC	\$72.82M	26.12M	35.87%	-0.71M	-0.98%
EU	\$28.67M	10.81M	37.71%	0.14M	0.50%
LATAM	\$0.77M	0.24M	30.97%	0.00M	-0.15%
NA	\$29.67M	11.74M	39.55%	-0.44M	-1.50%
Total	\$131.94M	48.91M	37.07%	-1.02M	-0.77%

Unit Economics





region, market

All

customer

All

segment, category, product

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\$131.94M✓

BM: 46.79M

(Net Sales)

37.07%!

BM: 41.22% (-10.07%)

GM %

-0.77%!

BM: 0.02 (-134.51%)

Net Profit %

80.95%!

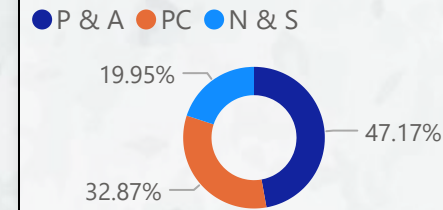
LY: 86.20% (-6.09%)

Forecast Accuracy

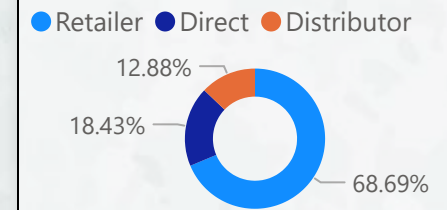
Key Insights By Sub Zone

Sub Zones	NS \$	RC %	GM %	Net Profit %	Atliq MS%	Net Error %	Risk
SE	\$12.8M	9.7%	37.5%	6.9%	1.07%	-8.3%	OOS
ROA	\$33.7M	25.6%	37.8%	8.3%	0.57%	-10.9%	OOS
NE	\$15.8M	12.0%	37.9%	-4.7%	0.34%	-11.6%	OOS
NA	\$29.7M	22.5%	39.5%	-1.5%	0.27%	-36.6%	OOS
LATAM	\$0.8M	0.6%	31.0%	-0.1%	0.03%	13.4%	EI
India	\$30.8M	23.4%	32.0%	-14.8%	0.84%	-15.8%	OOS
ANZ	\$8.3M	6.3%	42.3%	12.5%	0.10%	11.4%	EI
Total	\$131.9M	100.0%	37.1%	-0.8%	0.36%	-14.7%	OOS

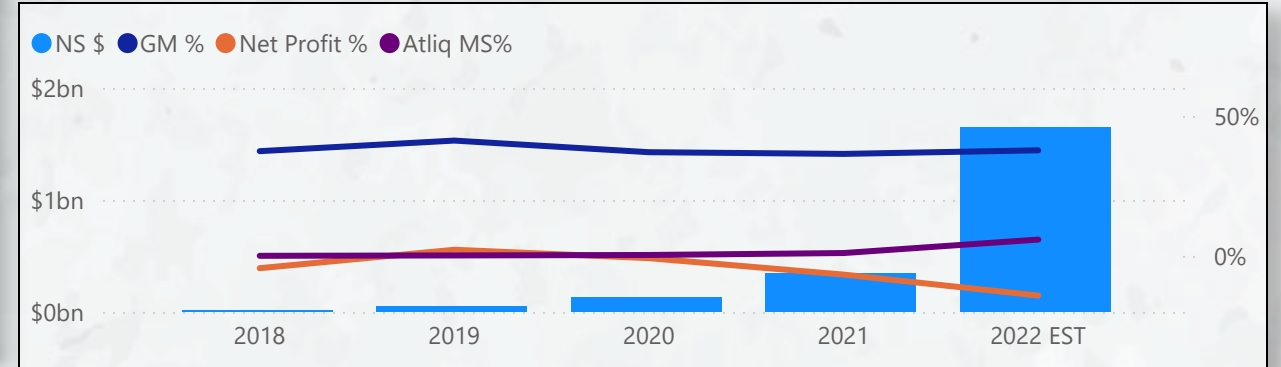
Revenue By Division



Revenue By Channel



Yearly Trend by Revenue, GM%, Market Share%



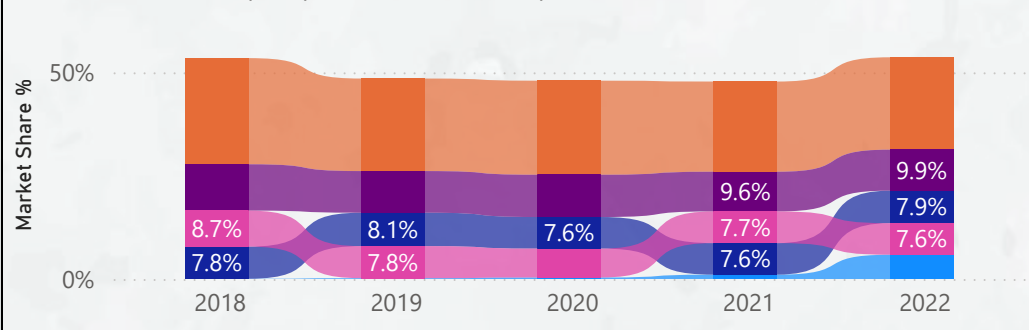
Top 5 Customer by Revenue

customer	RC %	GM %
Amazon	14.0%	38.01%
Atliq Exclusive	9.7%	45.74%
Atliq e Store	8.7%	37.42%
Sage	3.7%	31.22%
Leader	3.5%	26.52%
Total	39.7%	38.11%

Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Compact	4.2%	36.39%
AQ Lite	4.3%	36.43%
AQ BZ Gen Y	4.5%	36.87%
AQ Wi Power Dx1	4.4%	37.26%
AQ Wi Power Dx2	5.4%	37.90%
Total	22.8%	37.02%

Manufacturer



BM=Benchmark LY=Last Year, EI=Excess Inventory, OOS=Out of Stock



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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