



# Business Insights 360



Monday, 27 January, 2025



Sales data loaded until : Dec 21

Values are in Dollars & Millions



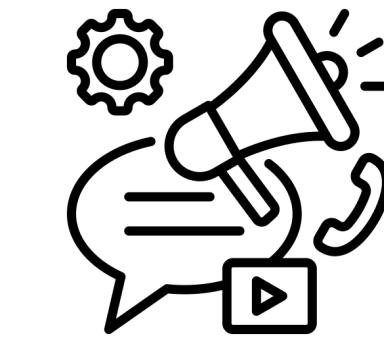
## Finance View

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



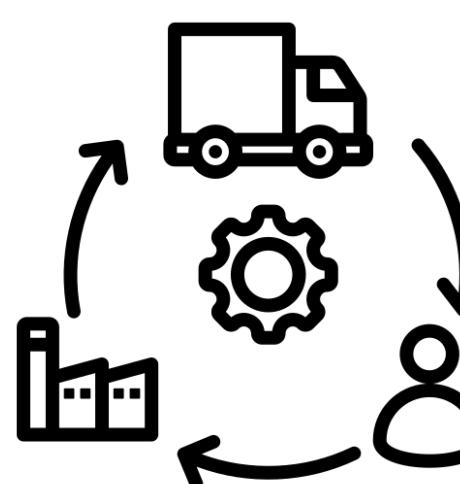
## Sales View

Analyse the performance of your customer(s) over key metrics like Net Sales, Gross...



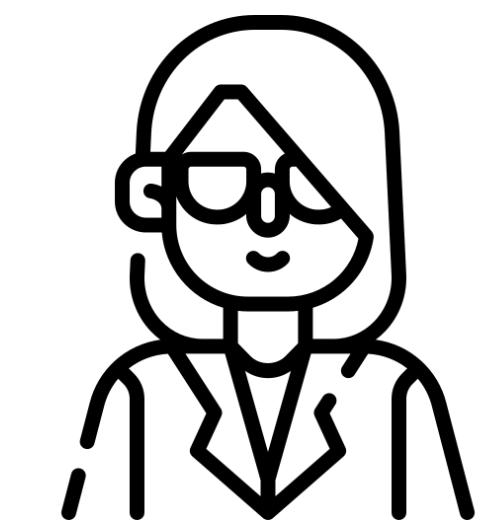
## Marketing View

Analyse the performance of your product(s) over key metrics like Net Sales, Gross...



## 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 dimensions ...



Info



Support



Finance View



Sales View



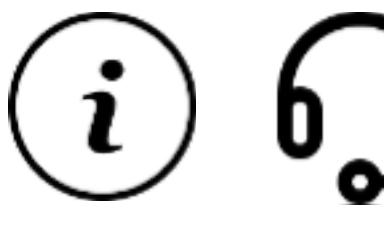
Marketing View



Supply Chain View



Executive View



## Profit & loss Statement

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

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

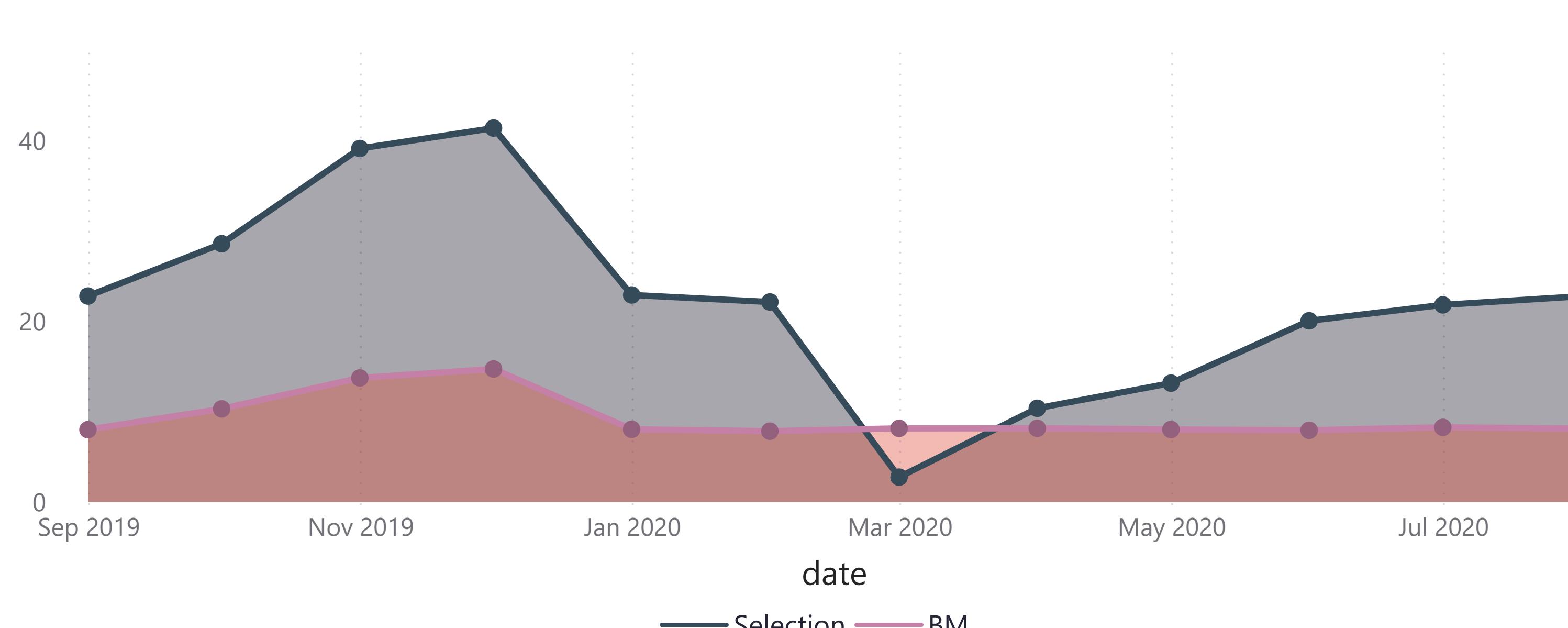
BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

### Net Sales Performance Over Time



### Parameter

 REGION CATEGORY

### Secondary Para...

 Market Product

### Top / Bottom Products & Customers by Net Sales

CATEGORY	Values	Chg %
Batteries	0.35	
Business Laptop	38.54	236.72
External Solid State Drives	25.88	87.02
Gaming Laptop	14.52	73.89
Graphic Card	15.98	181.79
Internal HDD	5.41	119.82
<b>Total</b>	<b>267.98</b>	<b>140.61</b>

### Filters

vs LY      Vs Target

2018    2019    2020    2021    2022 Est

YTD      YTG

### By Region/ Country

All

### By Stores

All

### By Category

All

### Abbreviations

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change

All Values in Milion \$



Finance View



Sales View



Marketing View



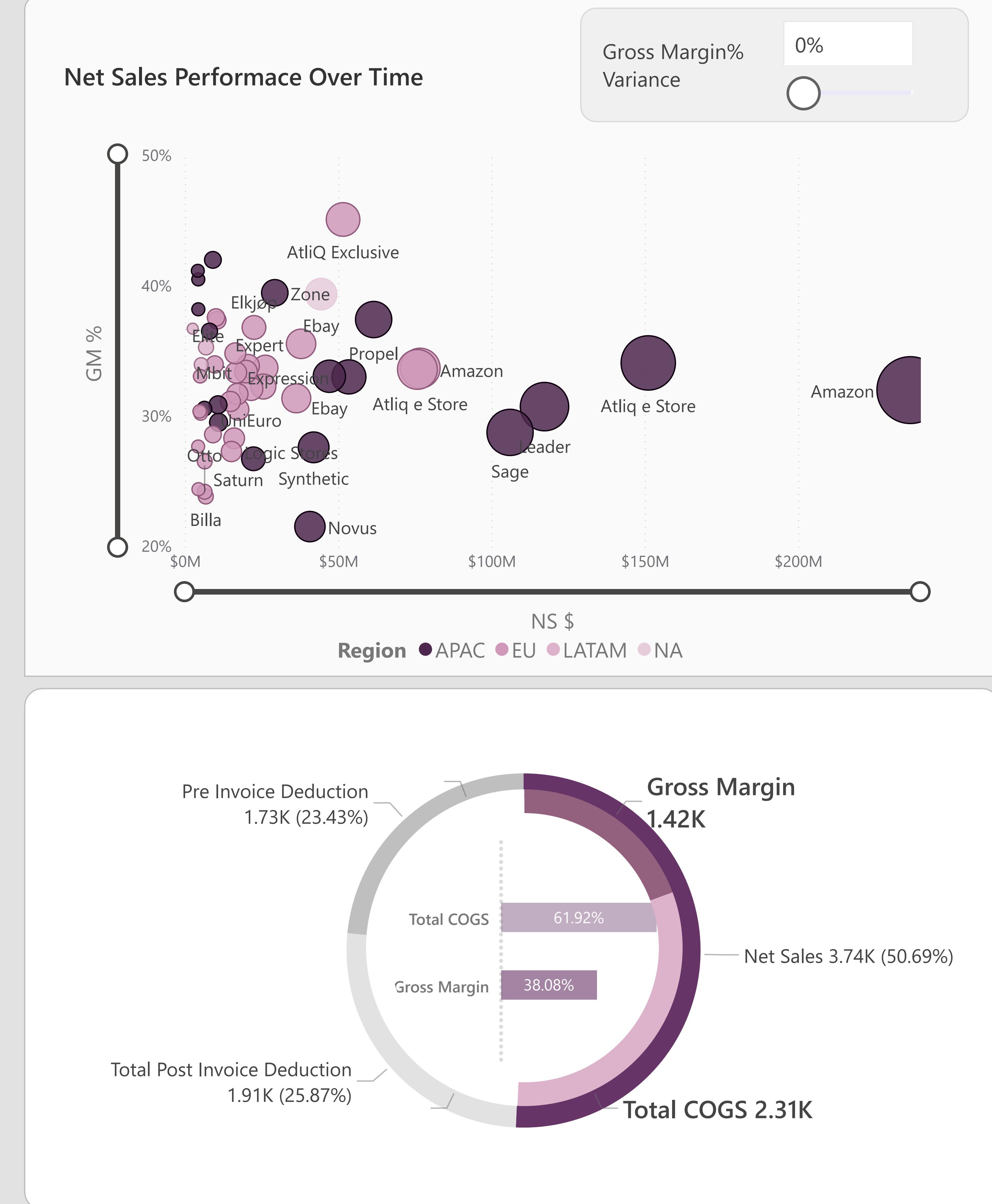
Supply Chain View



Executive View



Customer	NS \$	GM \$	GM %		Δ GM %
			Product	Customer	
Atliq e Store	\$304.10M	112.15M	36.88%	-0.02	
Sage	\$127.86M	40.31M	31.53%	-0.10	
Leader	\$117.32M	36.02M	30.70%	-0.10	
Ebay	\$91.60M	33.06M	36.09%	0.00	
Electricalslytical	\$68.05M	25.34M	37.24%	-0.02	
Propel	\$61.59M	23.03M	37.38%	-0.01	
Expression	\$53.51M	17.65M	32.98%	-0.04	
Synthetic	\$52.24M	14.76M	28.25%	-0.28	
Expert	\$37.92M	13.47M	35.52%	-0.04	
Zone	\$29.35M	11.58M	39.44%	-0.09	
UniEuro	\$36.37M	11.40M	31.33%	-0.20	
Radio Popular	\$26.27M	8.85M	33.68%	-0.17	
Novus	\$40.80M	8.77M	21.49%	-0.35	
Elkjøp	\$22.55M	8.29M	36.78%	-0.03	
Chip 7	\$25.62M	8.26M	32.24%	-0.21	
Epic Stores	\$18.91M	7.15M	37.83%	-0.09	
Total	<b>\$1,382.53 M</b>	<b>466.02M</b>	<b>33.71%</b>	<b>-0.11</b>	



### Filters

vs LY      Vs Target

2018    2019    2020    2021    2022 Est

YTD      YTG

By Region/ Country: All

By Stores: All

By Category: All

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 All Values in Milion \$



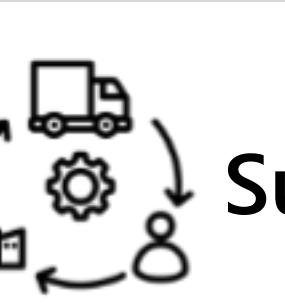
Finance View



Sales View



Marketing View



Supply Chain View



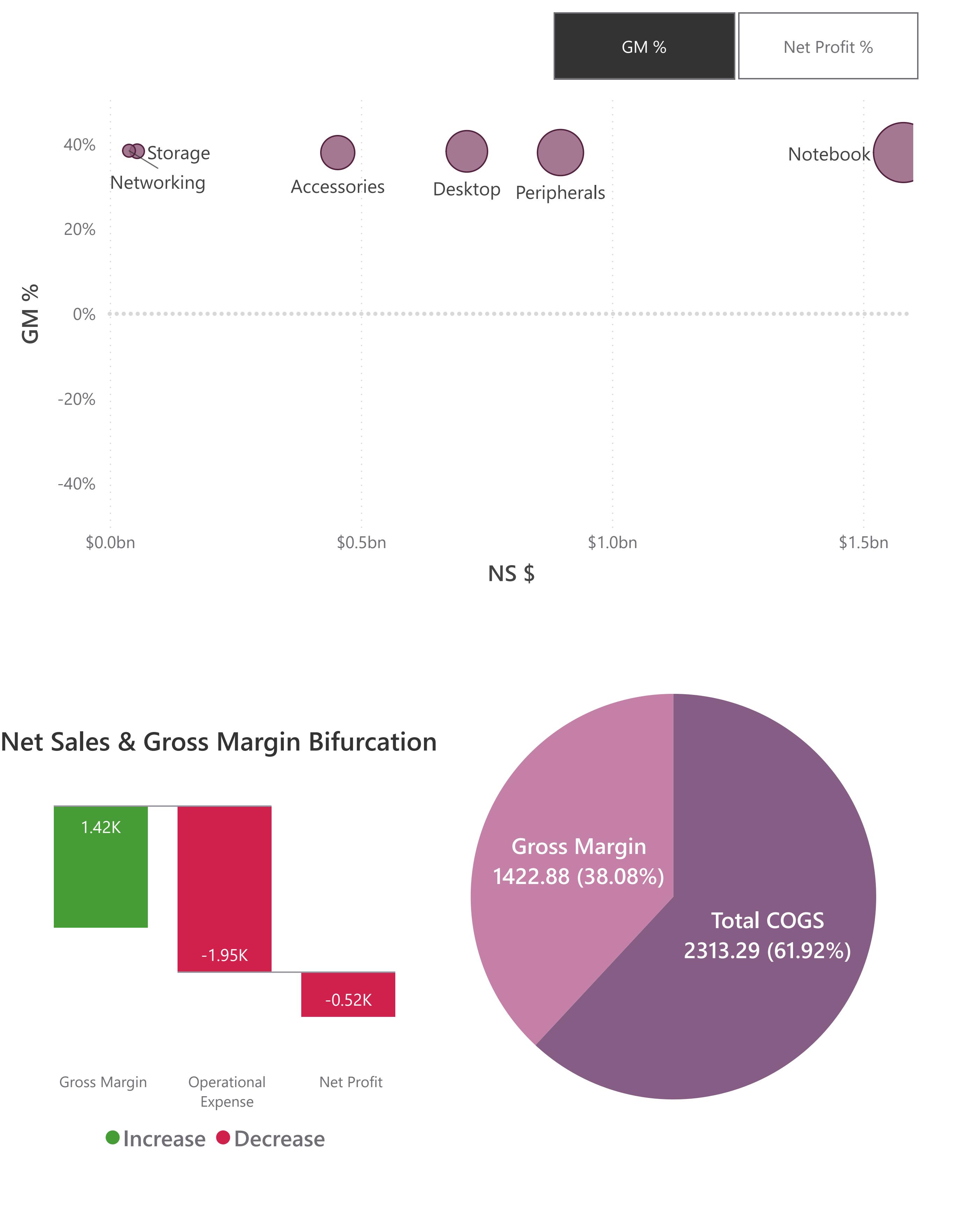
Executive View

**Segment****Market**

Category

Segment

Segment	NS \$	GM %	NP \$	NP %	$\Delta$ NP %
Networking	\$38.43M	38.45%	-5.27M	-13.72%	1.13
Desktop	\$711.08M	38.31%	-97.79M	-13.75%	0.95
Storage	\$54.59M	38.33%	-7.51M	-13.76%	1.16
Peripherals	\$897.54M	38.02%	-125.91M	-14.03%	1.12
Accessories	\$454.10M	38.01%	-63.78M	-14.05%	1.11
Notebook	\$1,580.43M	38.03%	-222.16M	-14.06%	1.12
Grand Total	\$3,736.17M	38.08%	-522.42M	-13.98%	1.11

**Filters****vs LY**      **Vs Target**2018 2019 2020 2021 **2022 Est****YTD**      **YTG****By Region/ Country**

All ▾

**By Stores**

All ▾

**By Category**

All ▾

**Abbreviations**

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Finance View



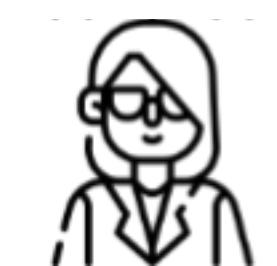
Sales View



Marketing View



Supply Chain View



Executive View



### Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøp	45.00%	12.35%	78K	39.3%	EI
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>492K</b>	<b>2.3%</b>	<b>EI</b>

### Forecast Accuracy %

**72.99%**

LY: 86.45% | -15.57% ▼

### Net Error (\$)

**492K**

LY: 0.64M | -22.88% ▲

### Absolute Error (\$)

**6M**

LY: 1.55M | 271.06% ▼

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All ▼

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All ▼

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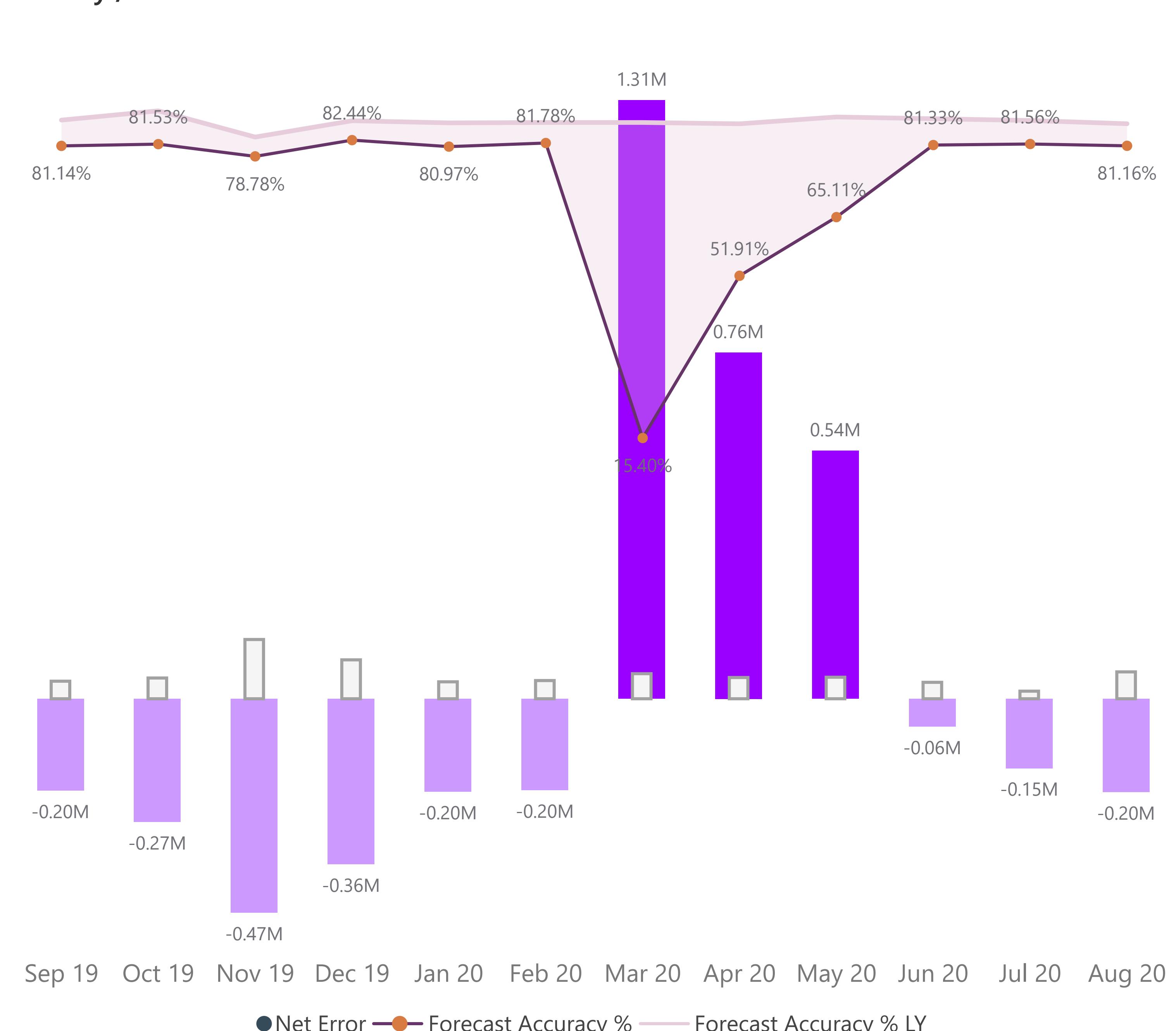
NP = Net Profit | Chg = Change

All Values in Million \$

### Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>492K</b>	<b>2.3%</b>	<b>EI</b>

### Accuracy / Net Error Trend





Finance View



Sales View



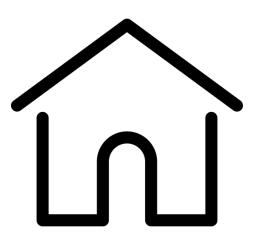
Marketing View



Supply Chain View



Executive View



Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

## TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
Total	46.2%	38.44%

## TOP 5 Products

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
Total	46.2%	38.44%

## Revenue Contribution

- Division
- Channel

20.07% 47.34% 32.59%

N &amp; S P &amp; A PC

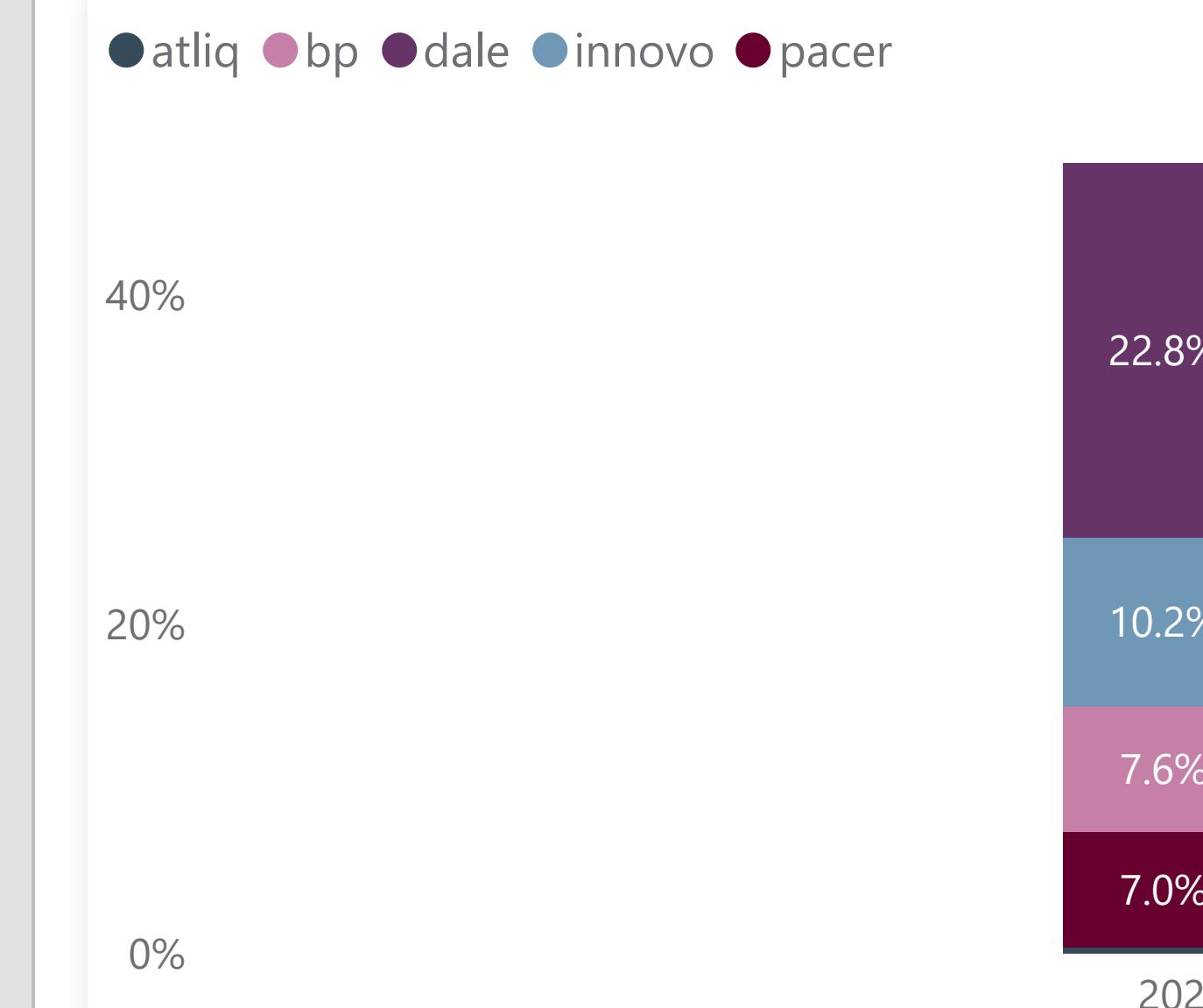
## Trend: Key metrics over years



## Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$64.73M	24.2%	32.07% ▼	-14.73%	-0.8%	OOS	0.8%
NE	\$30.68M	11.4%	37.97% ▲	-4.58%	8.3%	EI	0.3%
NA	\$62.21M	23.2%	39.35% ▲	-1.79%	-22.1%	OOS	0.3%
LATAM	\$2.00M	0.7%	30.96% ▼	-0.08%	1.2%	EI	0.0%
SE	\$25.11M	9.4%	37.64% ▼	6.98%	11.0%	EI	1.1%
ROA	\$66.45M	24.8%	38.15% ▼	8.87%	9.4%	EI	0.6%
ANZ	\$16.80M	6.3%	42.36% ▼	12.62%	24.2%	EI	0.1%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%

## Trend: Revenue Contribution over years



## Filters

vs LY Vs Target

2018 2019 2020 2021 2022 Est

YTD YTG

By Region/ Country

All

By Stores

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By Category

All

## Abbreviations

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All Values in Million \$



## **Business Insights 360**

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency  
plan

New to Power BI?



## Business Insights 360



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](#).

	2018	2019	2020	2021	2022	<b>Total</b>
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	<b>\$9,838.11M</b>
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	<b>\$7,532.54M</b>
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	<b>\$1,661.40M</b>
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	<b>\$902.65M</b>
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	<b>\$4,968.48M</b>

# NS & GM % For

