BUSINESS INSIGHT 360

TECHNOLOGIES USED:-

- **POWER BI**
- **SQL**

POWER BI PROJECT

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

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

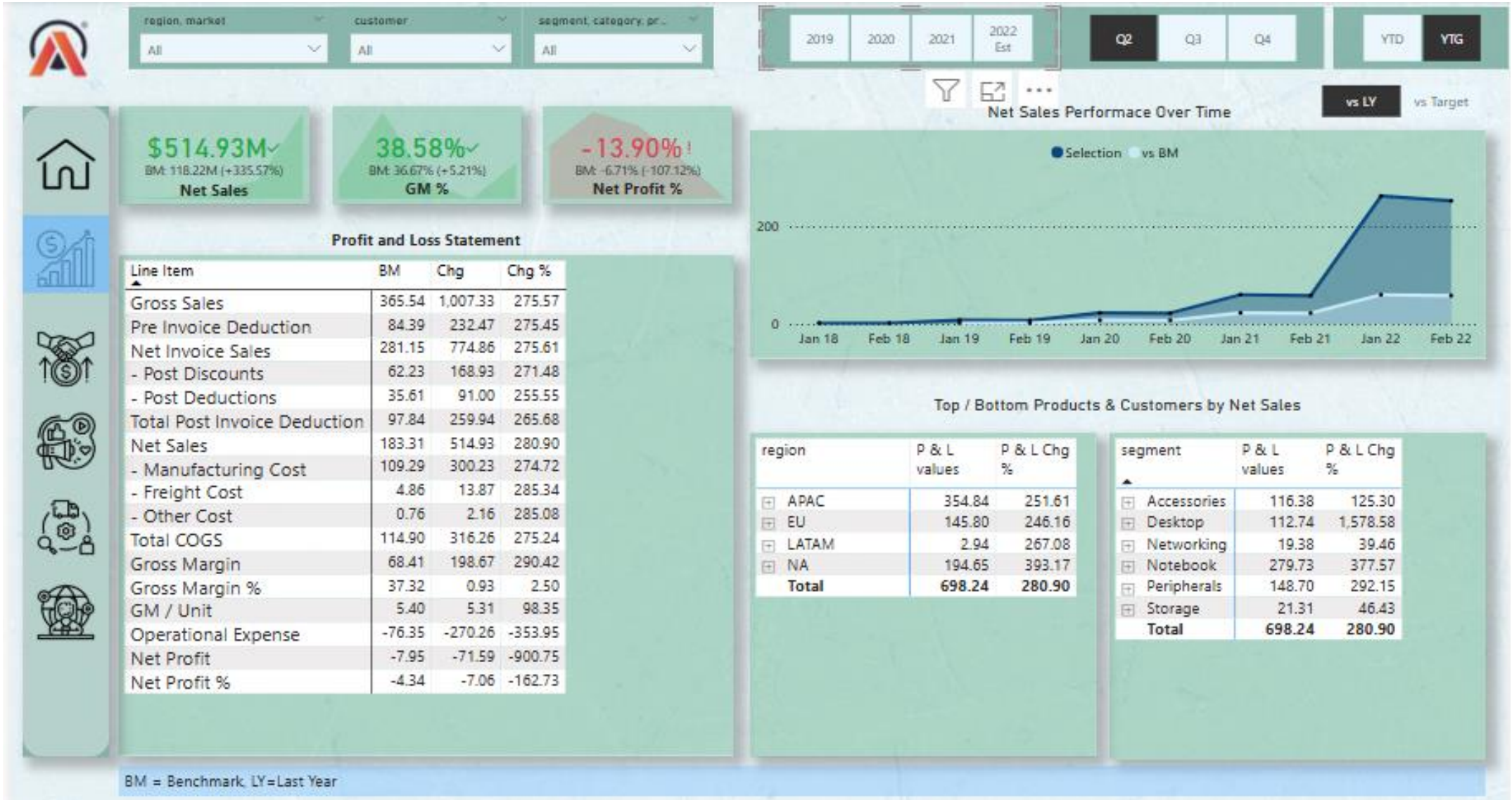
Get your **issues resolved** by connecting to our support specialist.

Report Refresh Date Tuesday, April 12, 2022

Values are in Dollars & Millions

Sales data loaded until : Dec 21

FINANCE VIEW

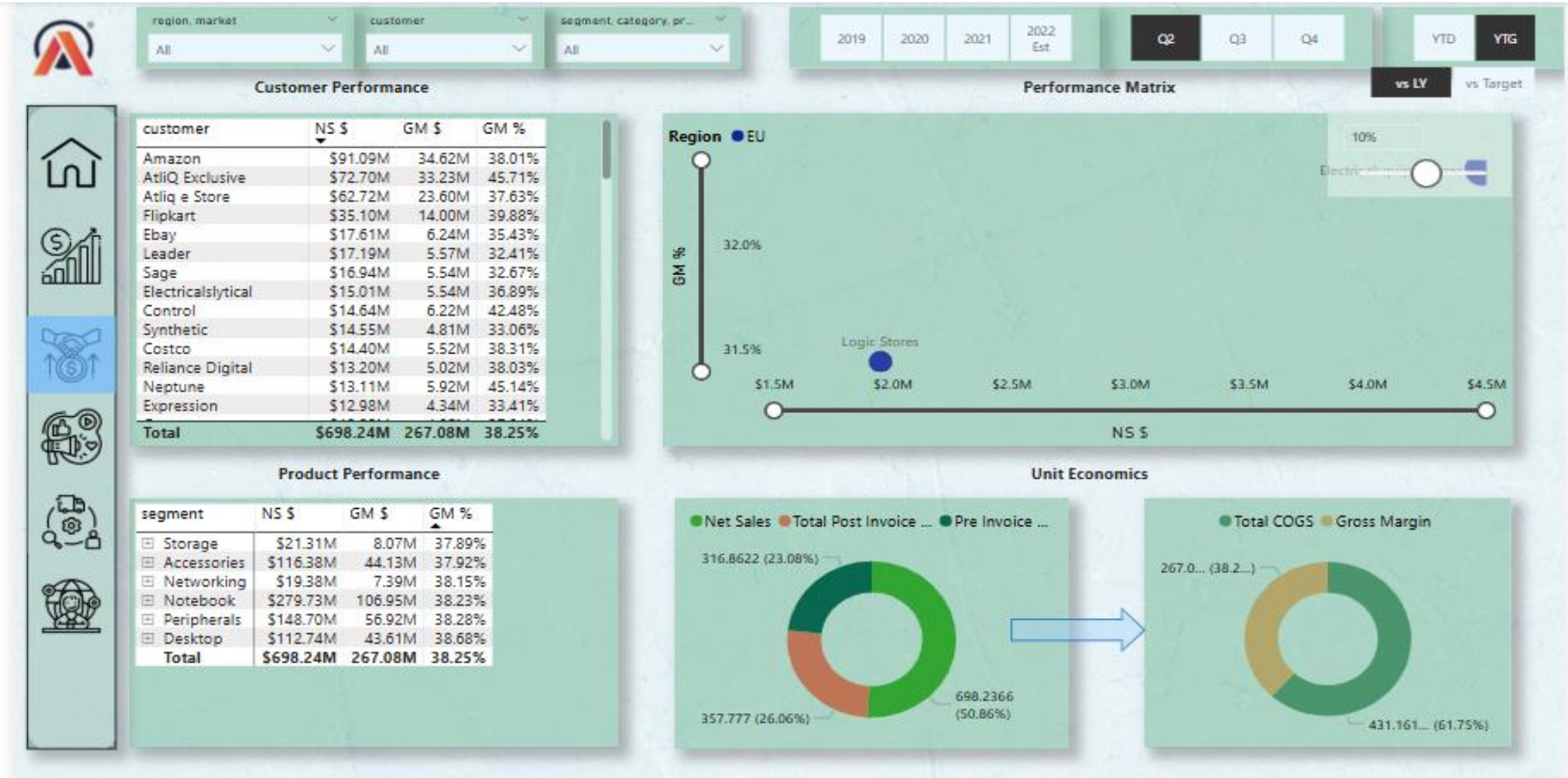


Line Item	BM	Chg	Chg %
Gross Sales	365.54	1,007.33	275.57
Pre Invoice Deduction	84.39	232.47	275.45
Net Invoice Sales	281.15	774.86	275.61
- Post Discounts	62.23	168.93	271.48
- Post Deductions	35.61	91.00	255.55
Total Post Invoice Deduction	97.84	259.94	265.68
Net Sales	183.31	514.93	280.90
- Manufacturing Cost	109.29	300.23	274.72
- Freight Cost	4.86	13.87	285.34
- Other Cost	0.76	2.16	285.08
Total COGS	114.90	316.26	275.24
Gross Margin	68.41	198.67	290.42
Gross Margin %	37.32	0.93	2.50
GM / Unit	5.40	5.31	98.35
Operational Expense	-76.35	-270.26	-353.95
Net Profit	-7.95	-71.59	-900.75
Net Profit %	-4.34	-7.06	-162.73

region	P & L values	P & L Chg %
APAC	354.84	251.61
EU	145.80	246.16
LATAM	2.94	267.08
NA	194.65	393.17
Total	**698.24**	**280.90**

segment	P & L values	P & L Chg %
Accessories	116.38	125.30
Desktop	112.74	1,578.58
Networking	19.38	39.46
Notebook	279.73	377.57
Peripherals	148.70	292.15
Storage	21.31	46.43
Total	**698.24**	**280.90**

SALES VIEW

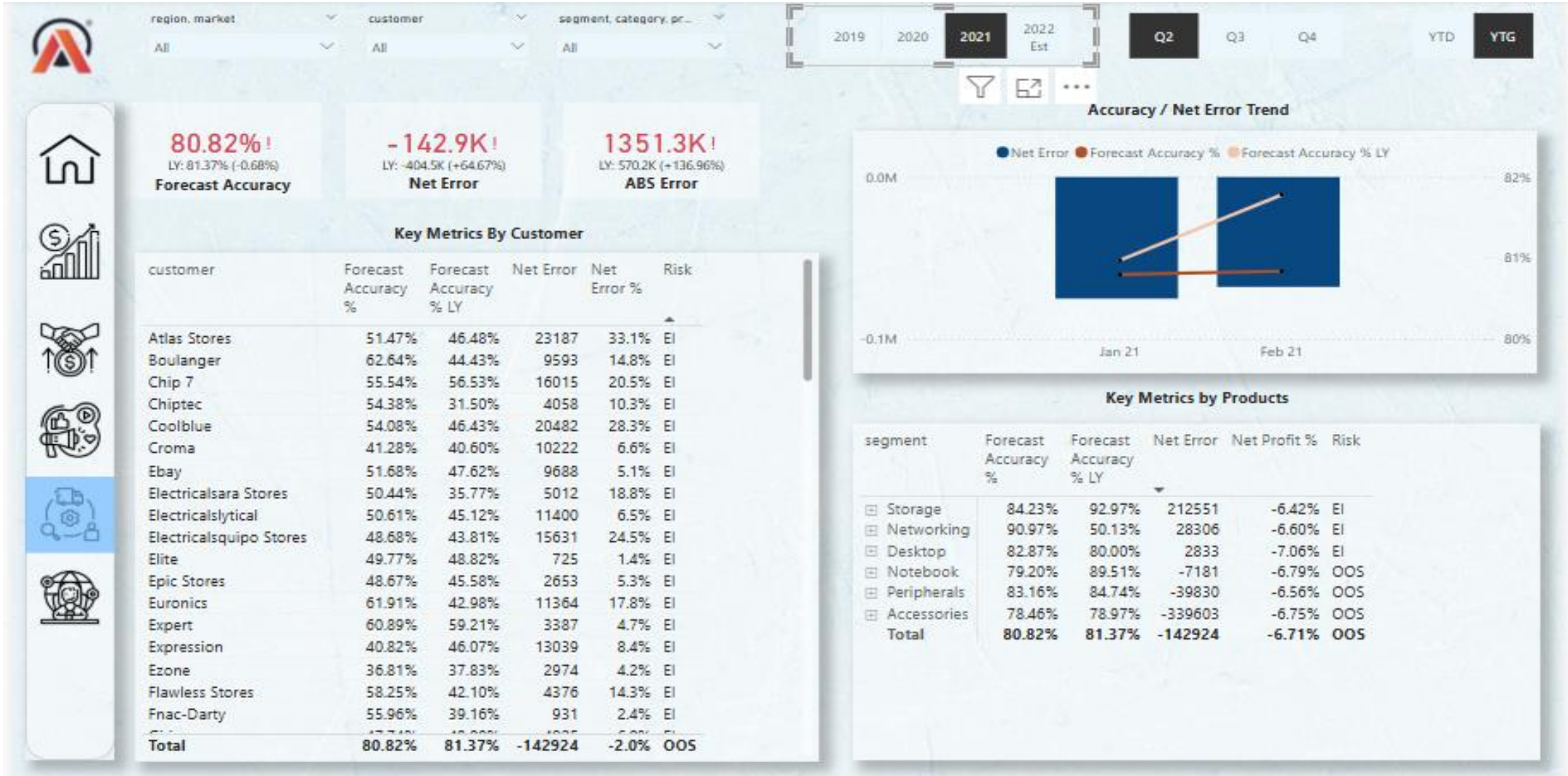

region, market
All
customer
All
segment, category, pr...
All
2019
2020
2021
2022 Est
Q2
Q3
Q4
YTD
YTG
vs LY
vs Target
Customer Performance
Performance Matrix
customer | NS $ | GM $ | GM %
Amazon | $91.09M | 34.62M | 38.01%
AtliQ Exclusive | $72.70M | 33.23M | 45.71%
Atliq e Store | $62.72M | 23.60M | 37.63%
Flipkart | $35.10M | 14.00M | 39.88%
Ebay | $17.61M | 6.24M | 35.43%
Leader | $17.19M | 5.57M | 32.41%
Sage | $16.94M | 5.54M | 32.67%
Electricalslytical | $15.01M | 5.54M | 36.89%
Control | $14.64M | 6.22M | 42.48%
Synthetic | $14.55M | 4.81M | 33.06%
Costco | $14.40M | 5.52M | 38.31%
Reliance Digital | $13.20M | 5.02M | 38.03%
Neptune | $13.11M | 5.92M | 45.14%
Expression | $12.98M | 4.34M | 33.41%
Total | $698.24M | 267.08M | 38.25%
Region EU
10%
GM %
32.0%
31.5%
Logic Stores
$1.5M
$2.0M
$2.5M
$3.0M
$3.5M
$4.0M
$4.5M
NS $
Product Performance
Unit Economics
segment | NS $ | GM $ | GM %
Storage | $21.31M | 8.07M | 37.89%
Accessories | $116.38M | 44.13M | 37.92%
Networking | $19.38M | 7.39M | 38.15%
Notebook | $279.73M | 106.95M | 38.23%
Peripherals | $148.70M | 56.92M | 38.28%
Desktop | $112.74M | 43.61M | 38.68%
Total | $698.24M | 267.08M | 38.25%
Net Sales
Total Post Invoice ...
Pre Invoice ...
316.8622 (23.08%)
698.2366 (50.86%)
357.777 (26.06%)
Total COGS
Gross Margin
267.0... (38.2...)
431.161... (61.75%)

MARKETING VIEW

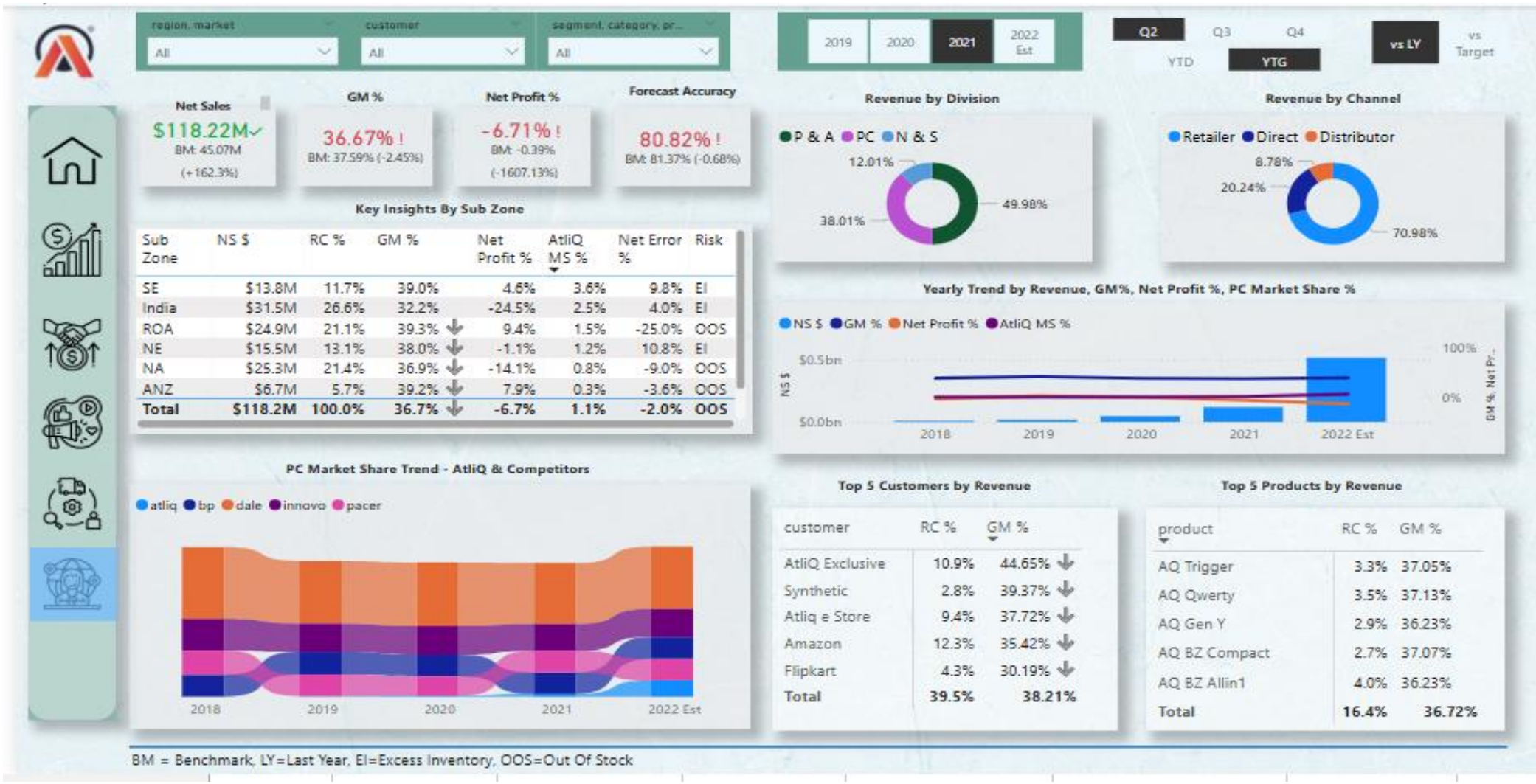
segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$116.38M	44.13M	37.92%	-11.47M	-9.85%
Desktop	$112.74M	43.61M	38.68%	-14.96M	-13.27%
Networking	$19.38M	7.39M	38.15%	-1.18M	-6.09%
Notebook	$279.73M	106.95M	38.23%	-33.51M	-11.98%
Peripherals	$148.70M	56.92M	38.28%	-16.95M	-11.40%
Storage	$21.31M	8.07M	37.89%	-1.47M	-6.88%
Total	**$698.24M**	**267.08M**	**38.25%**	**-79.54M**	**-11.39%**

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$354.84M	129.54M	36.51%	-40.86M	-11.51%
EU	$145.80M	52.12M	35.75%	-12.59M	-8.63%
LATAM	$2.94M	1.07M	36.29%	0.00M	-0.05%
NA	$194.65M	84.34M	43.33%	-26.09M	-13.40%
Total	**$698.24M**	**267.08M**	**38.25%**	**-79.54M**	**-11.39%**

SUPPLY CHAIN VIEW



customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atlas Stores	51.47%	46.48%	23187	33.1%	EI
Boulanger	62.64%	44.43%	9593	14.8%	EI
Chip 7	55.54%	56.53%	16015	20.5%	EI
Chiptec	54.38%	31.50%	4058	10.3%	EI
Coolblue	54.08%	46.43%	20482	28.3%	EI
Croma	41.28%	40.60%	10222	6.6%	EI
Ebay	51.68%	47.62%	9688	5.1%	EI
Electricalsara Stores	50.44%	35.77%	5012	18.8%	EI
Electricalslytical	50.61%	45.12%	11400	6.5%	EI
Electricalsquipo Stores	48.68%	43.81%	15631	24.5%	EI
Elite	49.77%	48.82%	725	1.4%	EI
Epic Stores	48.67%	45.58%	2653	5.3%	EI
Euronics	61.91%	42.98%	11364	17.8%	EI
Expert	60.89%	59.21%	3387	4.7%	EI
Expression	40.82%	46.07%	13039	8.4%	EI
Ezone	36.81%	37.83%	2974	4.2%	EI
Flawless Stores	58.25%	42.10%	4376	14.3%	EI
Fnac-Darty	55.96%	39.16%	931	2.4%	EI
Total	**80.82%**	**81.37%**	**-142924**	**-2.0%**	**OOS**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	84.23%	92.97%	212551	-6.42%	EI
Networking	90.97%	50.13%	28306	-6.60%	EI
Desktop	82.87%	80.00%	2833	-7.06%	EI
Notebook	79.20%	89.51%	-7181	-6.79%	OOS
Peripherals	83.16%	84.74%	-39830	-6.56%	OOS
Accessories	78.46%	78.97%	-339603	-6.75%	OOS
Total	**80.82%**	**81.37%**	**-142924**	**-6.71%**	**OOS**

EXECUTIVE VIEW