Business Insights 360

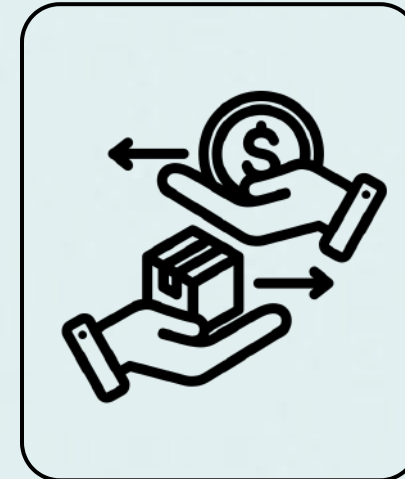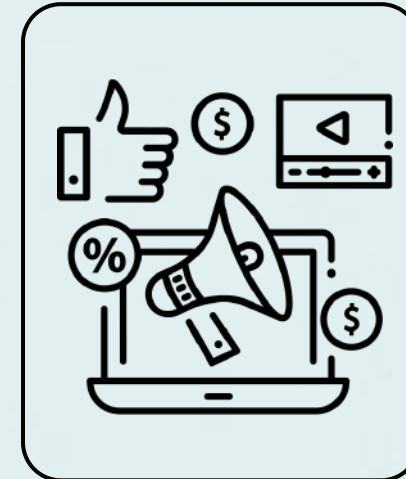**Finance View**

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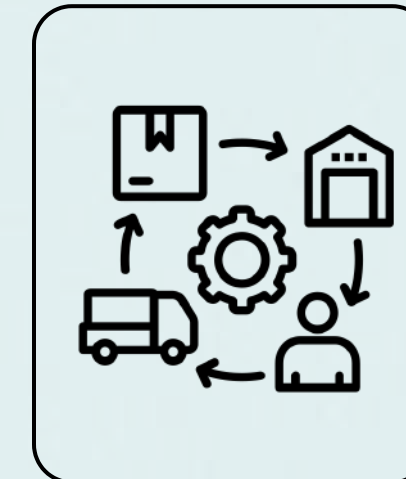
Sales View

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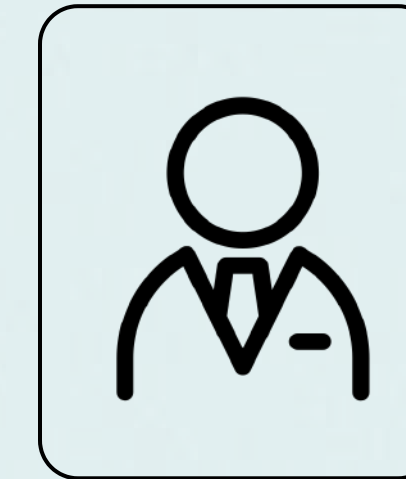
Marketing

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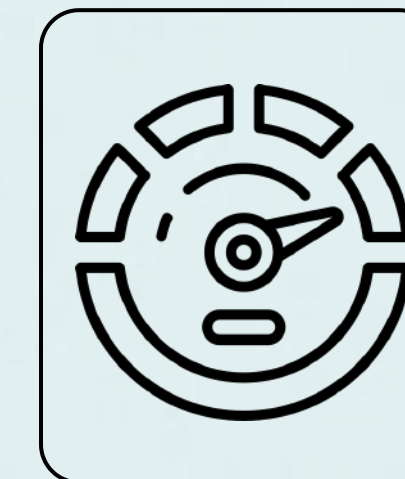
Supply Chain View

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.

Performance Analysis

Analyze the **product performance** for the **top 5 countries** and post invoice deduction trends

vs LY | VS Target

YTD | YTG

Net Sales

$3,34 mil M ✓
BM: 730,77 mill.
(+357.23 %)

GM %

31,13 % ✓
BM: 28,80 %
(+8.1 %)

Net Profit %

−56,12 % !
BM: -46,60 %
(-20.44 %)

Net Sales Performance Over Time

● Selection ● vs BM

500

0

sep 21 | oct 21 | nov 21 | dic 21 | ene 22 | feb 22 | mar 22 | abr 22 | may 22 | jun 22 | jul 22 | ago 22

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7.370,14	1.664,64	5.705,50	342,75
Pre Invoice Deduction	1.727,01	392,50	1.334,51	340,00
Net Invoice Sales	5.643,13	1.272,13	4.370,99	343,59
- Post Discounts	1.491,05	337,59	1.153,46	341,68
- Post Deductions	810,80	203,78	607,02	297,88
Total Post Invoice Deduction	2.301,85	541,37	1.760,48	325,19
Net Sales	3.341,27	730,77	2.610,51	357,23
- Manufacturing Cost	2.197,28	497,78	1.699,50	341,42
- Freight Cost	89,96	19,54	70,41	360,28
- Other Cost	13,94	3,02	10,92	362,06
Total COGS	2.301,17	520,34	1.780,84	342,25
Gross Margin	1.040,10	210,43	829,67	394,28
Gross Margin %	31,13	28,80	2,33	8,10
GM / Unit	11,52	4,19	7,32	174,60
Operational Expense	-2.915,37	-550,97	-2.364,40	429,13
Net Profit $	-1.875,27	-340,55	-1.534,73	450,67
Net Profit %	-56,12	-46,60	-9,52	-20,44

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
⊞ APAC	1.702,99	337,12
⊞ EU	678,77	277,03
⊞ LATAM	13,13	359,49
⊞ NA	946,39	497,88

segment	P & L values	P & L Chg %
⊞ Accessories	405,95	86,97
⊞ Desktop	636,20	1.446,63
⊞ Networking	34,42	-14,12
⊞ Notebook	1.413,28	497,89
⊞ Peripherals	802,62	443,10
⊞ Storage	48,81	1,13

BM = Benchmark, LY = Last Year
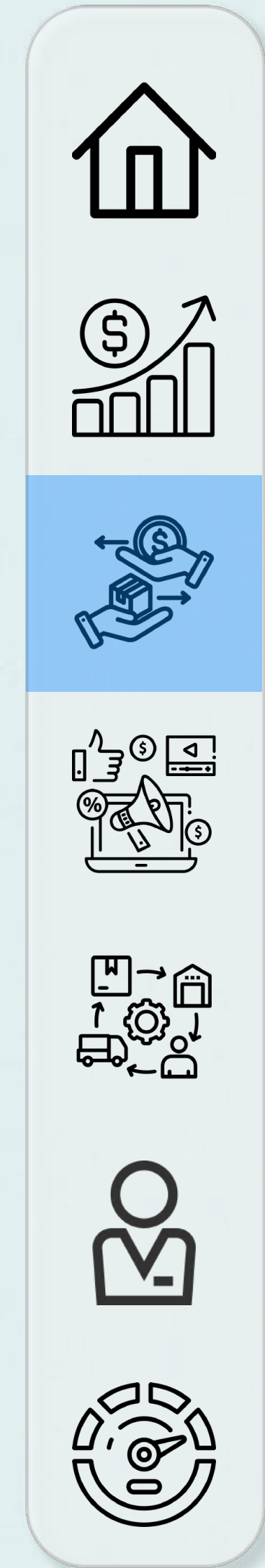
Customer performance

customer	NS $	GM $	GM %
Amazon	$445,96 mill.	133,42 mill.	29,92 %
AtliQ Exclusive	$321,26 mill.	127,50 mill.	39,69 %
Atliq e Store	$270,16 mill.	79,20 mill.	29,32 %
Flipkart	$125,69 mill.	45,98 mill.	36,59 %
Neptune	$98,01 mill.	41,95 mill.	42,80 %
walmart	$67,03 mill.	27,85 mill.	41,55 %
Sage	$112,56 mill.	25,40 mill.	22,57 %
Ebay	$82,86 mill.	24,61 mill.	29,70 %
Acclaimed Stores	$66,02 mill.	22,44 mill.	33,99 %
Leader	$102,54 mill.	21,60 mill.	21,07 %
Path	$54,61 mill.	21,24 mill.	38,90 %
Total	**$3.341,27 mill.**	**1.040,10 mill.**	**31,13 %**

Performance Matrix

APAC   EU   LATAM

13 %

GM % — NS $

Newzealand, Sweden, Netherlands, South Korea, Portugal, France, Bangladesh, United Kingdom, Philipines
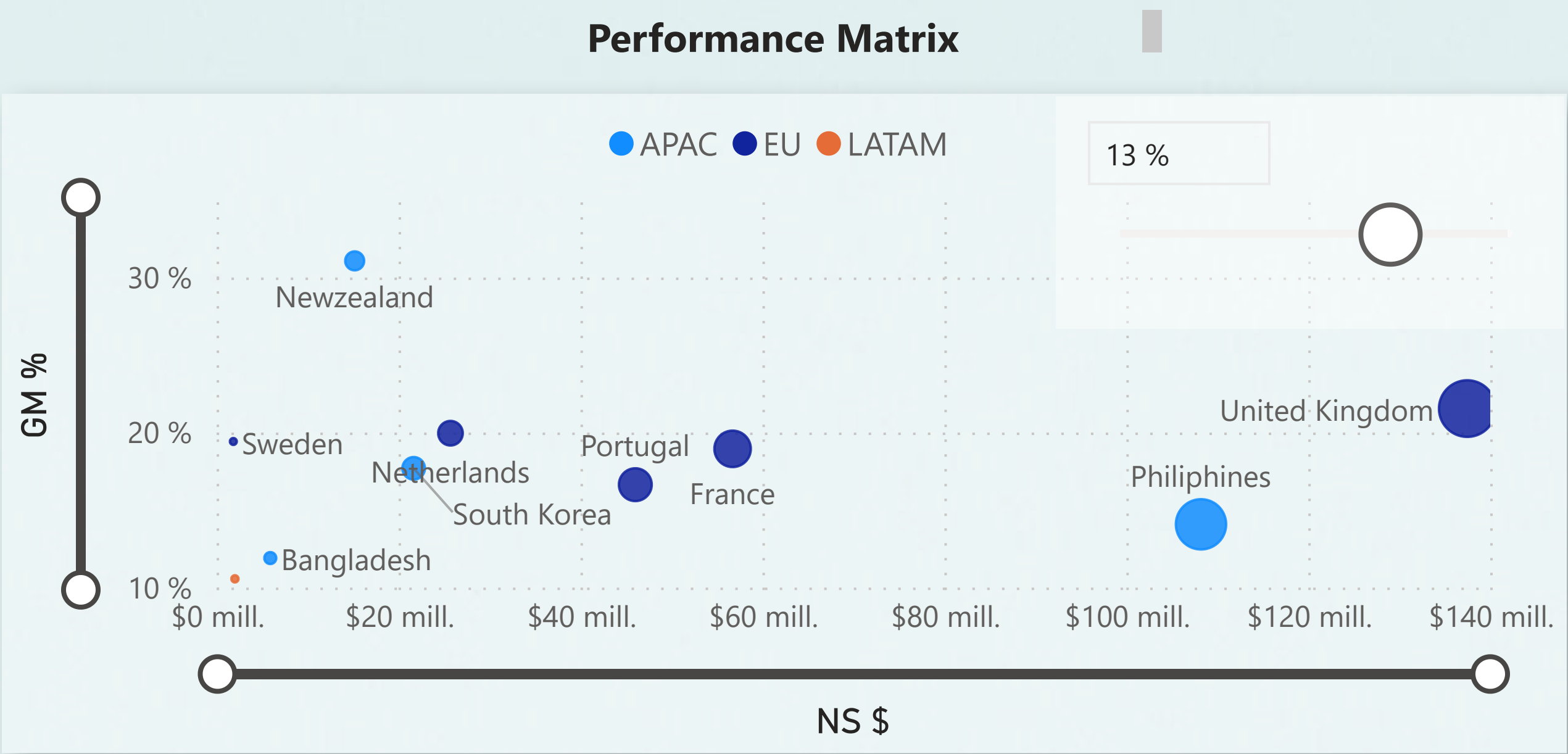
Product Performance

segment	NS $	GM $	GM %
Accessories	$406,0 mill.	125,9 mill.	31,02 %
Desktop	$636,2 mill.	199,8 mill.	31,41 %
Networking	$34,4 mill.	10,9 mill.	31,63 %
Notebook	$1.413,3 mill.	438,9 mill.	31,06 %
Peripherals	$802,6 mill.	249,2 mill.	31,05 %
Storage	$48,8 mill.	15,3 mill.	31,39 %
Total	**$3.341,3 mill.**	**1.040,1 mill.**	**31,13 %**

Unit Economics

Net Sales   Total Post In...   Pre Invoic...

1,73 mil (23,43%)
3,34 mil (45,34%)
2,3 mil (31,23%)

Total COGS   Gross Margin

1,04 mil (31,13%)
2,3 mil (68,87%)

Product Performance

Show NP %

segment	NS $	GM $	GM %	Net Profit $
Accessories	**$406,0 mill.**	**125,9 mill.**	**31,02 %**	**-228,30 mill.**
⊞ Batteries	$63,7 mill.	19,4 mill.	30,49 %	-36,22 mill.
⊞ Keyboard	$201,4 mill.	62,8 mill.	31,21 %	-112,87 mill.
⊞ Mouse	$140,8 mill.	43,7 mill.	31,00 %	-79,22 mill.
Desktop	**$636,2 mill.**	**199,8 mill.**	**31,41 %**	**-355,05 mill.**
⊞ Business Laptop	$307,5 mill.	96,4 mill.	31,34 %	-172,03 mill.
⊞ Personal Desktop	$328,6 mill.	103,4 mill.	31,47 %	-183,02 mill.
Networking	**$34,4 mill.**	**10,9 mill.**	**31,63 %**	**-19,19 mill.**
⊞ Wi fi extender	$34,4 mill.	10,9 mill.	31,63 %	-19,19 mill.
Notebook	**$1.413,3 mill.**	**438,9 mill.**	**31,06 %**	**-794,21 mill.**
Total	**$3.341,3 mill.**	**1.040,1 mill.**	**31,13 %**	**-1.875,27 mill.**

Performance Matrix

division ● N & S ● P & A ● PC

GM %

31,5 %
• Networking
• Storage
Desktop
31,0 %
Accessories   Peripherals   Notebook

$0,0 mil M $0,5 mil M $1,0 mil M $1,5 mil M $2,0 mil M

NS $
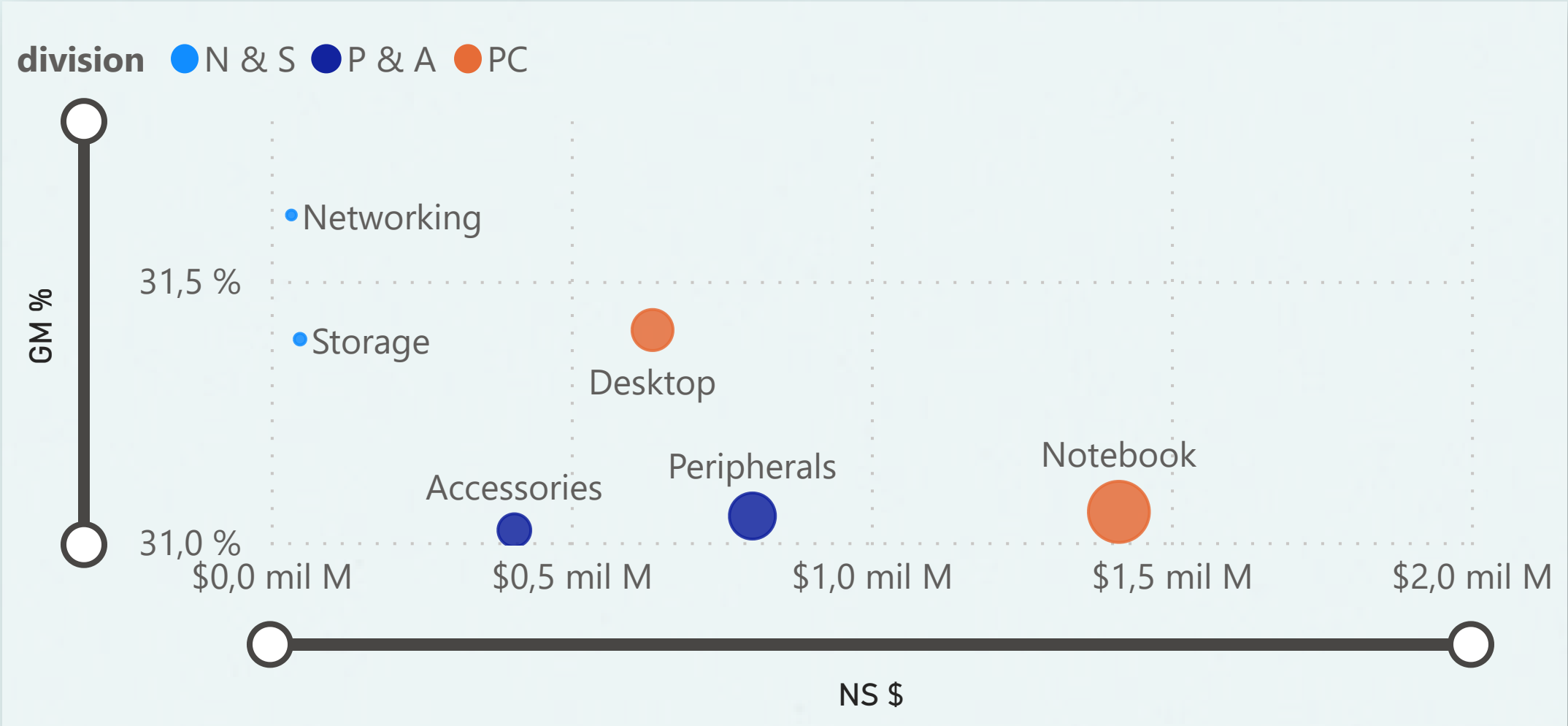
Region / Market / Customer Performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$1.703,0 mill.	476,3 mill.	27,97 %	-1.027,70 mill.	-60,35 %
⊞ EU	$678,8 mill.	173,9 mill.	25,62 %	-413,22 mill.	-60,88 %
⊞ LATAM	$13,1 mill.	3,5 mill.	27,04 %	-5,16 mill.	-39,34 %
⊞ NA	$946,4 mill.	386,4 mill.	40,83 %	-429,18 mill.	-45,35 %
Total	**$3.341,3 mill.**	**1.040,1 mill.**	**31,13 %**	**-1.875,27 mill.**	**-56,12 %**

Unit Economics
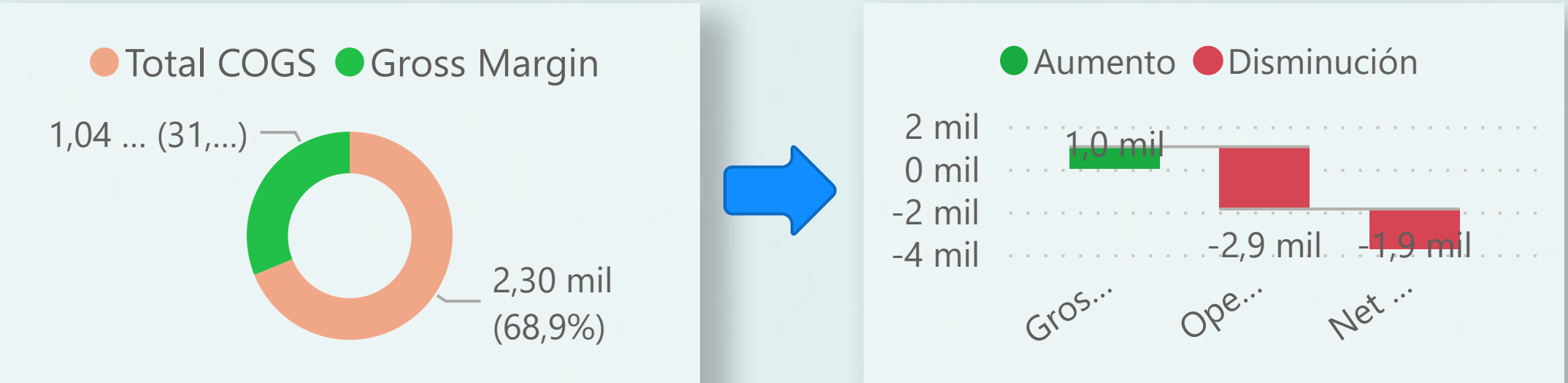
● Total COGS ● Gross Margin

1,04 ... (31,...)

2,30 mil (68,9%)

● Aumento ● Disminución

2 mil
0 mil   1,0 mil
-2 mil   -2,9 mil
-4 mil   -1,9 mil

Gros...   Ope...   Net...

82,18 % ✓
LY: 80,69 % (+1.84 %)

Forecast Accuracy

-3472,7 mil ✓
LY: -751,7 mil
(-361.97 %)

Net Error

6529,4 mil ✓
LY: 9539,3 mil
(-31.55 %)

ABS Error

Forecast Accuracy Over Time

● Net error ● Forecast Accuracy % ● Forecast Accuracy % LY

Net error: 0 mill. / -1 mill.

Forecast A...: 82 % / 80 % / 78 %

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Key metrics by customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Net error %	Risk
Acclaimed Stores	70,48 %	74,75 %	83037	10,74 %	EI
BestBuy	64,67 %	69,47 %	81179	16,72 %	EI
Billa	65,95 %	50,23 %	3704	3,91 %	EI
Circuit City	64,17 %	71,78 %	85248	16,55 %	EI
Control	67,27 %	72,93 %	64731	13,01 %	EI
Costco	70,03 %	76,32 %	101913	15,79 %	EI
Currys (Dixons Carphone)	72,70 %	61,89 %	8104	6,00 %	EI
Leader	66,83 %	54,27 %	166751	10,98 %	EI
Total	**82,18 %**	**80,69 %**	**-34726 90**	**-9,48 %**	**OOS**

Key metrics by product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net error	Net error %	Risk
⊞ Accessories	88,81 %	78,03 %	341468	1,72 %	EI
⊞ Desktop	89,30 %	84,52 %	78576	10,24 %	EI
⊞ Networking	97,32 %	91,83 %	-12967	-1,69 %	OOS
⊞ Notebook	88,20 %	80,01 %	-47221	-1,69 %	OOS
⊞ Peripherals	68,17 %	83,69 %	-320428 0	-31,83 %	OOS
⊞ Storage	72,40 %	84,23 %	-628266	-25,61 %	OOS
Total	**82,18 %**	**80,69 %**	**-34726 90**	**-9,48 %**	**OOS**

$3,34 mil M ✓
BM: 730,77 mill.
(+357.23 %)
Net Sales

31,13 % ✓
BM: 28,80 %
(+8.1 %)
GM %

−56,12 % !
BM: −46,60 %
(−20.44 %)
Net Profit %

82,18 % ✓
BM: 80,69 %
(+1.84 %)
Forecast Accuracy %

Key Insights by Sub Zone

sub_zone	NS $	RC %	GM %	Net Profit %	Atliq MS %	Risk
NA	$946,4 mill.	28,3 %	40,8 %	−45,3 %	4,9 %	EI
India	$838,3 mill.	25,1 %	28,0 %	−75,0 %	13,3 %	OOS
ROA	$690,0 mill.	20,7 %	25,2 % ↓	−48,4 %	8,3 %	OOS
NE	$397,3 mill.	11,9 %	23,0 % ↓	−73,7 %	6,8 %	OOS
SE	$281,5 mill.	8,4 %	29,3 % ↓	−42,8 %	16,4 %	OOS
ANZ	$174,7 mill.	5,2 %	38,9 %	−37,3 %	1,4 %	OOS
LATAM	$13,1 mill.	0,4 %	27,0 % ↓	−39,3 %	0,3 %	EI
Total	**$3.341,3 mill.**	**100,0 %**	**31,1 %**	**−56,1 %**	**5,9 %**	**OOS**

Revenue by division

● PC ● P & A ● N & S

36,2%
61,3%

Revenue by channel

● Retailer ● Direct ● Distributor

10,5%
17,7%
71,8%

Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● NS $ ● GM % ● Net Profit % ● Market Share %

$4 mil M
$2 mil M
$0 mil M
0 %
−100 %
2018 2019 2020 2021 2022 Est

PC Market Share Trend - Atliq & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

2018	2019	2020	2021	2022 Est
			9,60 %	9,92 %
8,71 %	8,08 %	7,64 %	7,66 %	7,87 %
7,77 %	7,76 %		7,63 %	7,64 %

fy_desc

Top 5 products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5,4 %	31,63 %
AQ Home Allin1	4,1 %	31,83 %
AQ HOME Allin1 Gen 2	5,7 %	31,22 %
AQ Smash 1	3,8 %	30,37 %
AQ Smash 2	4,1 %	30,31 %
Total	**23,2 %**	**31,12 %**

Top 5 customers by Revenue

customer	RC %	GM %
Amazon	13,3 %	29,92 %
Atliq e Store	8,1 %	29,32 % ↓
AtliQ Exclusive	9,6 %	39,69 %
Flipkart	3,8 %	36,59 %
Sage	3,4 %	22,57 % ↓
Total	**38,2 %**	**32,26 %**

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

region, market	customer	segment, category, produ...	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4
Todas	Todas	Todas								

YTD YTG

Top 5 Countries by GM % Growth YoY

Australia	Canada	Italy	Spain	USA

31,78 % ✓
LY: 18,29 %
(+73.75 %)
GM %
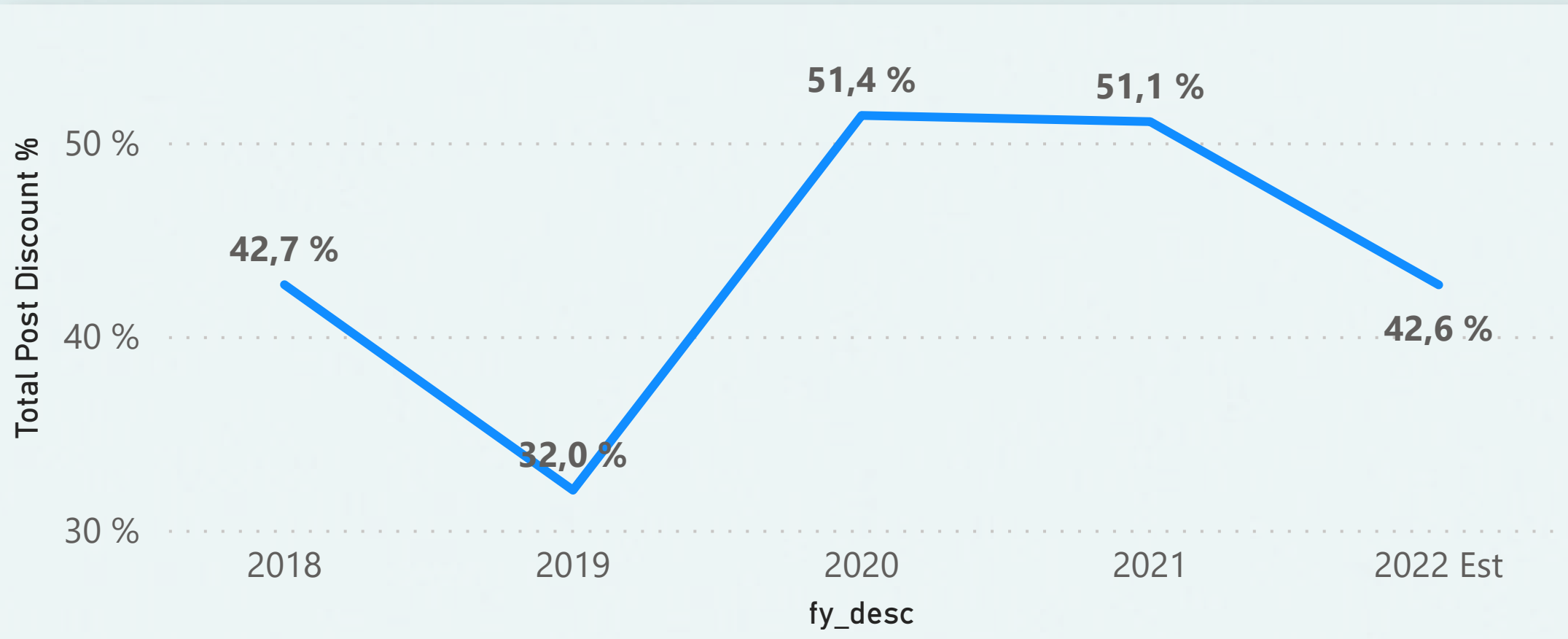
Top 5 products by GM % Growth YoY

product	GM %	GM % LY	GM % Growth YoY ▼
AQ 5000 Series Electron 8 5900X Desktop Processor	33,51 %	16,86 %	16,65 %
AQ Elite	32,15 %	16,63 %	15,52 %
AQ Lite	32,20 %	16,78 %	15,42 %
AQ MB Crossx 2	33,00 %	17,78 %	15,23 %
AQ MB Crossx	32,96 %	17,87 %	15,08 %
Total	**32,85 %**	**16,86 %**	**15,99 %**

Post Discounts % Trend For Italy

	2018	2019	2020	2021	2022 Est
Total Post Discount %	42,7 %	32,0 %	51,4 %	51,1 %	42,6 %

fy_desc

Bottom 5 products by GM % Growth YoY

product	GM %	GM % LY	GM % Growth YoY ▼
AQ 5000 Series Ultron 8 5900X Desktop Processor	29,94 %	18,85 %	11,09 %
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	30,03 %	19,38 %	10,65 %
AQ Marquee P4	29,66 %	19,17 %	10,49 %
AQ Lumina Ms	31,87 %	22,27 %	9,59 %
AQ Gl?	30,54 %	21,45 %	9,09 %
Total	**30,25 %**	**19,79 %**	**10,46 %**

BM = Benchmark, LY = Last Year, GM = Gross Margin, YoY = Year Over Year

Business Insights 360 Key Info

• This is my first BI tool portfolio project.

• I created this project under the guidance of the course: "Get Job Ready: Power BI Data Analytics For all Levels" by
  codebasics.io

• Some of the resources used in the project where extracted from:

      -Background image- **Rawpixel Ltd.** from freepik
      -Home view Icon- made by **Freepik** from flaticon.com
      -Finance view Icon- made by **bsd** from flaticon.com
      -Sales View Icon- made by **Uniconlabs** from flaticon.com
      -Marketing View Icon- made by **SBTS2018** from flaticon.com
      -Supply Chain View Icon- made by **Ida Desi Mariana** from flaticon.com
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      -Info View Icon- made by **Freepik** from flaticon.com
      -Support View Icon- made by **Freepik** from flaticon.com

• Click on support page icon for Power BI documentation, Course Link and my Personal Contact.

Business Insights 360 Support

Course Link

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