



# Business Insights 360



## info

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



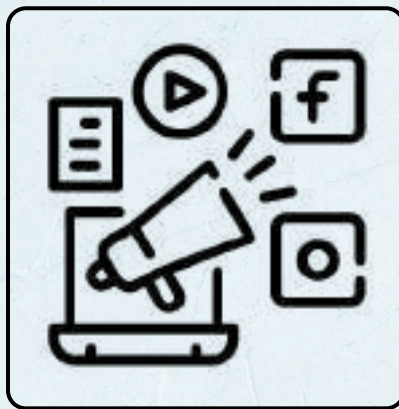
## Finance View

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



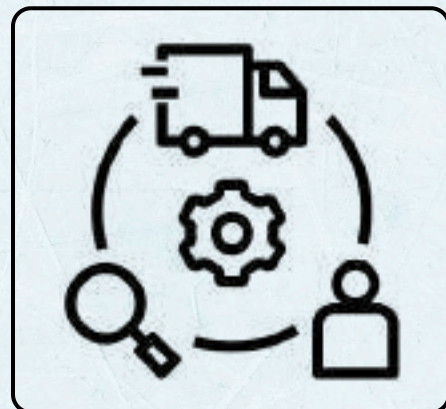
## Sales View

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



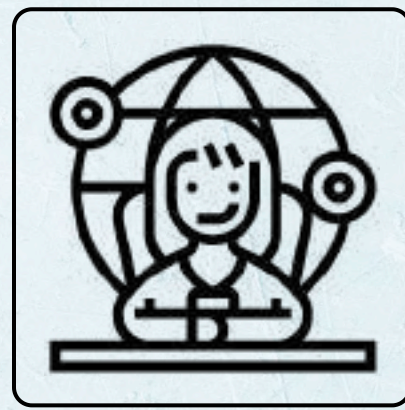
## Marketing View

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.





## 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](#).





region, market

All



segment, catego...

All



segment, category, ...

All



2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG



Net Sales

**\$3.74bn !**

BM: 3.81bn (-1.86%)

GM %

**38.08% !**

BM: 38.34% (-0.66%)

Net Profit %

**-13.98%✓**

BM: -14.19% (+1.47%)

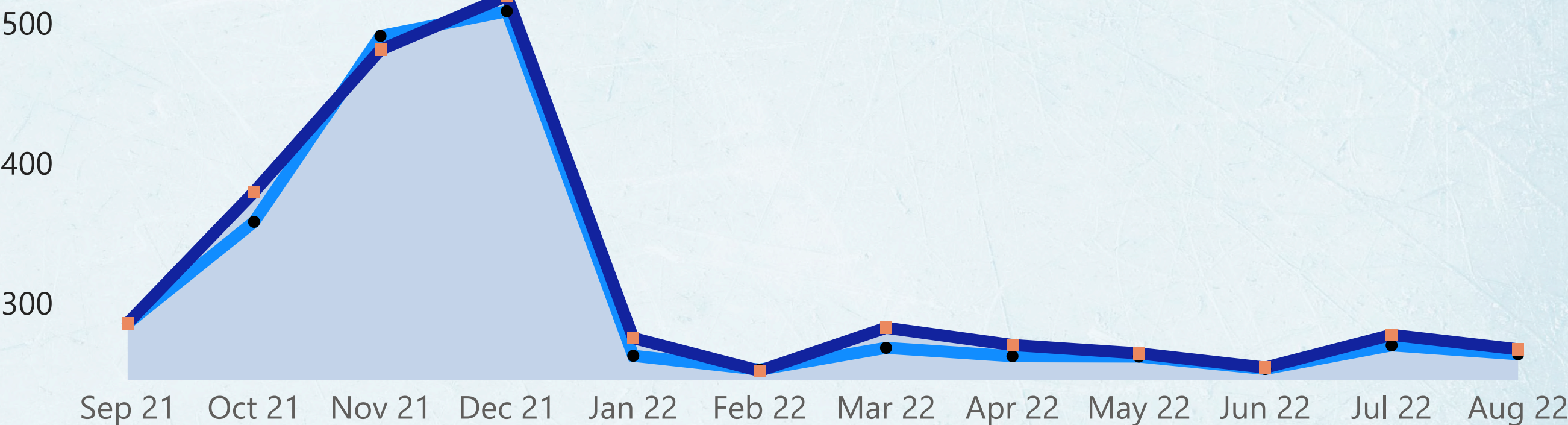


### Profit & Loss Statement

Line Item	2022Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

### Net SalesPerformance Over time

● Selection ■ Vs BM



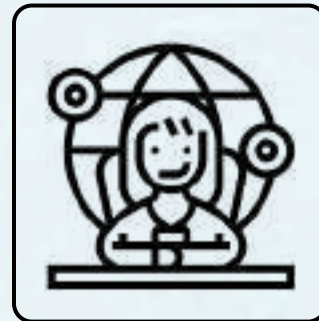
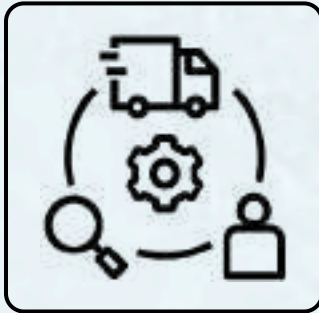
### Top / Bottom Products & customer by Net Sales

region	P & L values	P & L Chg %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L values	P & L Chg %
Accessories	454.10	-88.07
Desktop	711.08	-81.32
Networking	38.43	-98.99
Notebook	1,580.43	-58.49
Peripherals	897.54	-76.42
Storage	54.59	-98.57
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

BM = Bench Mark, LY = Last Year ,





region, market

customer

segment, category, pro...

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

Vs LY

Vs Target

YTD

YTG

### Customer Performance

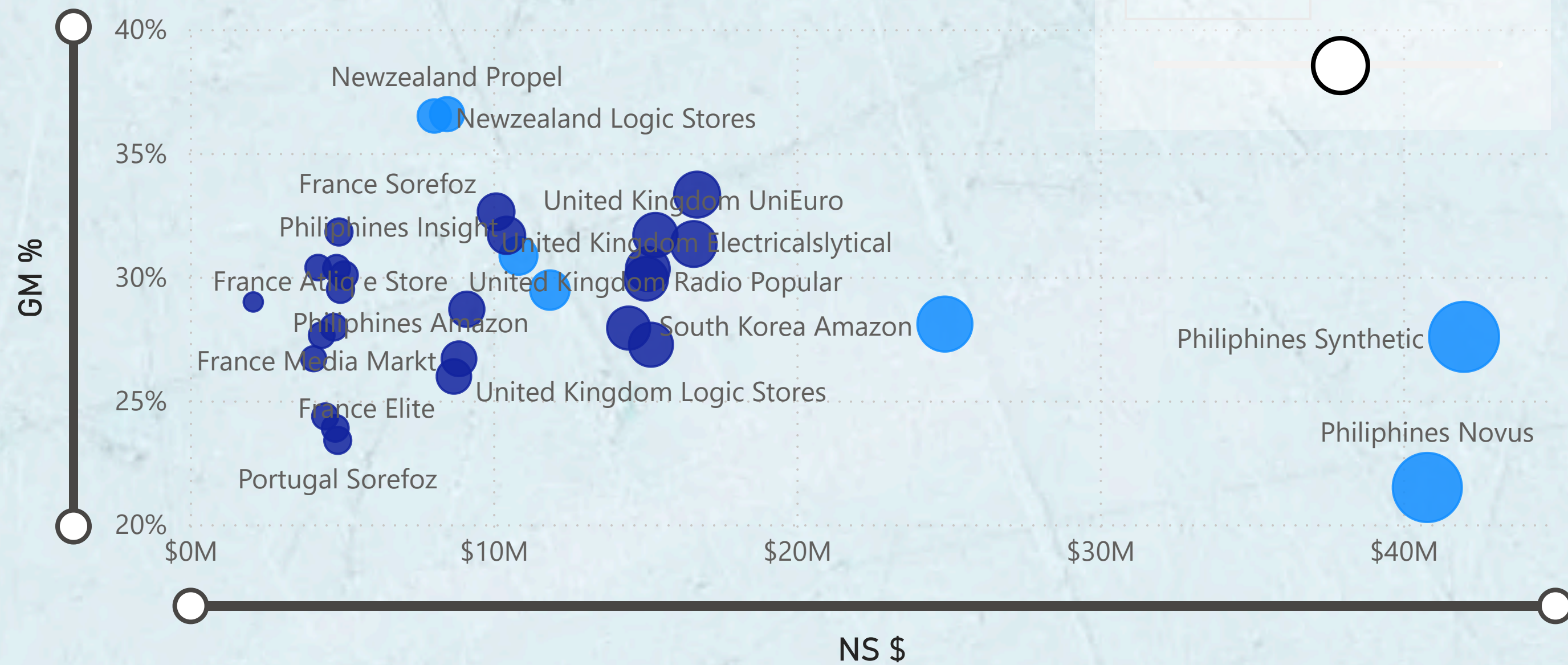
customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78%
AltiQ Exclusive	\$307.17M	\$145.05M	47.22%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsocity	\$67.76M	\$24.41M	36.03%
Staples	\$64.20M	\$24.99M	38.92%
Costco	\$61.81M	\$24.15M	39.07%
Propel	\$61.59M	\$23.03M	37.38%
Path	\$59.32M	\$25.81M	43.50%
Vivay Sales	\$55.13M	\$20.93M	37.96%
Total	\$3,736.17M	\$1,422.88M	38.08%

### Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.4M	\$14.8M	38.45%
Storage	\$54.6M	\$20.9M	38.33%
Desktop	\$711.1M	\$272.4M	38.31%
Notebook	\$1,580.4M	\$601.0M	38.03%
Peripherals	\$897.5M	\$341.2M	38.02%
Accessories	\$454.1M	\$172.6M	38.01%
Total	\$3,736.2M	\$1,422.9M	38.08%

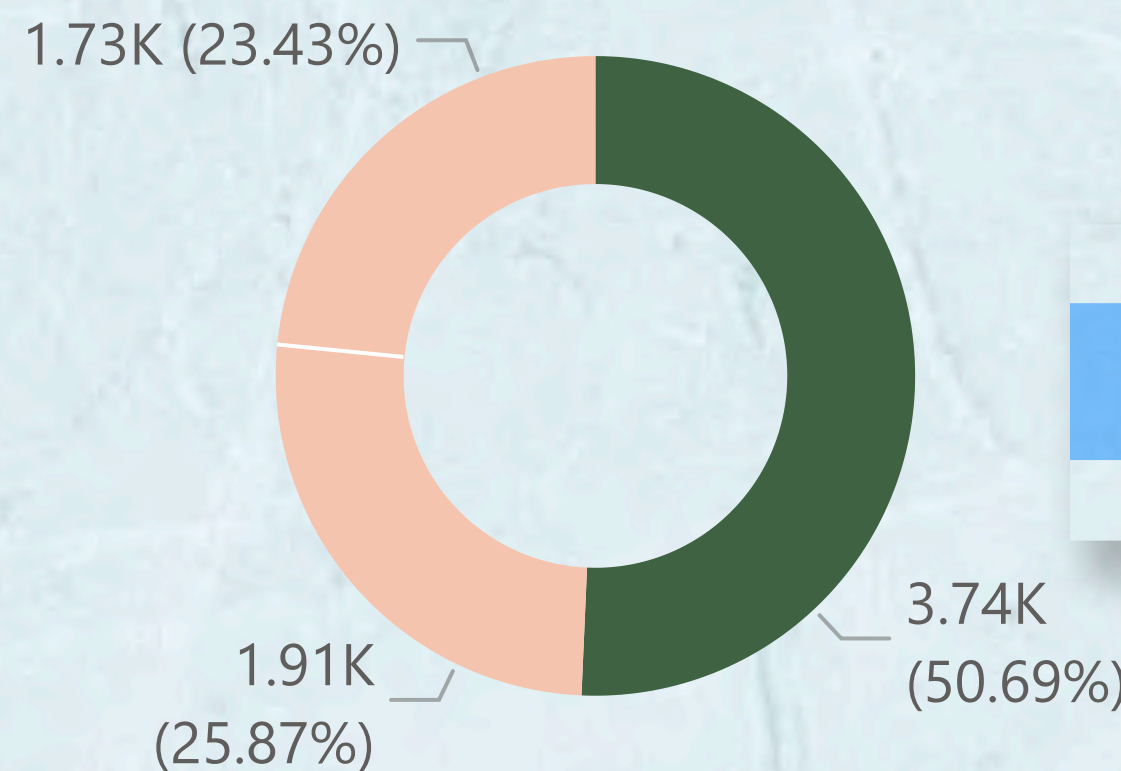
## Performance Matrix

region ● APAC ● EU

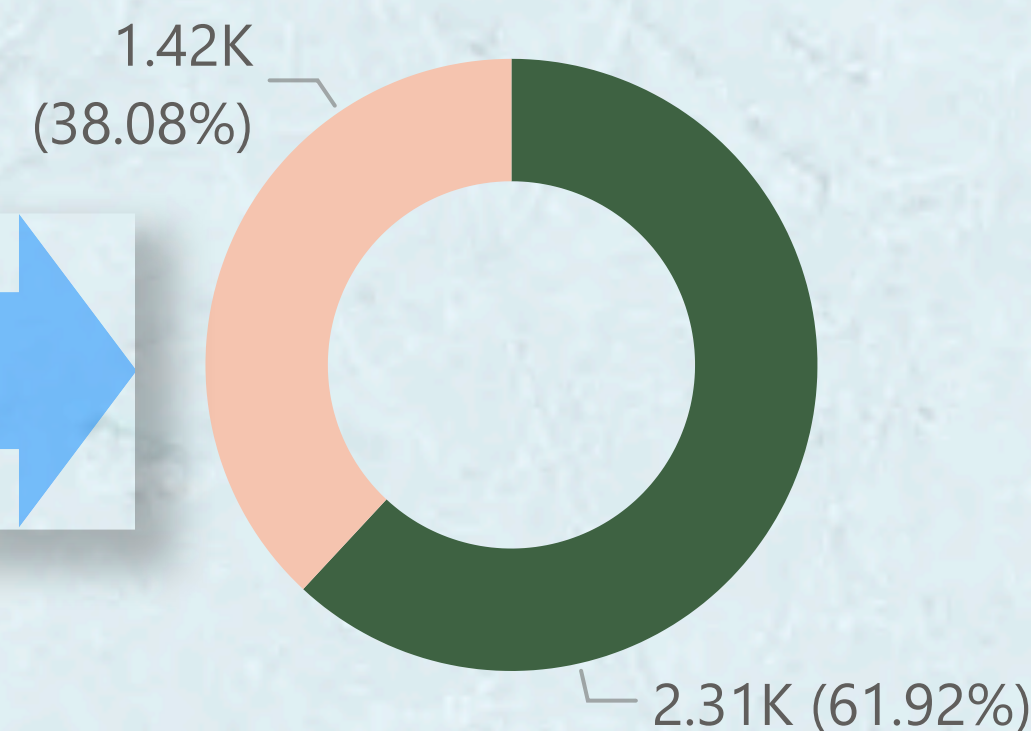


## Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...



● Total COGS ● Gross Margin







region, market

All



segment, category...

All



segment, category, ...

All



2019

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Q1

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YTD

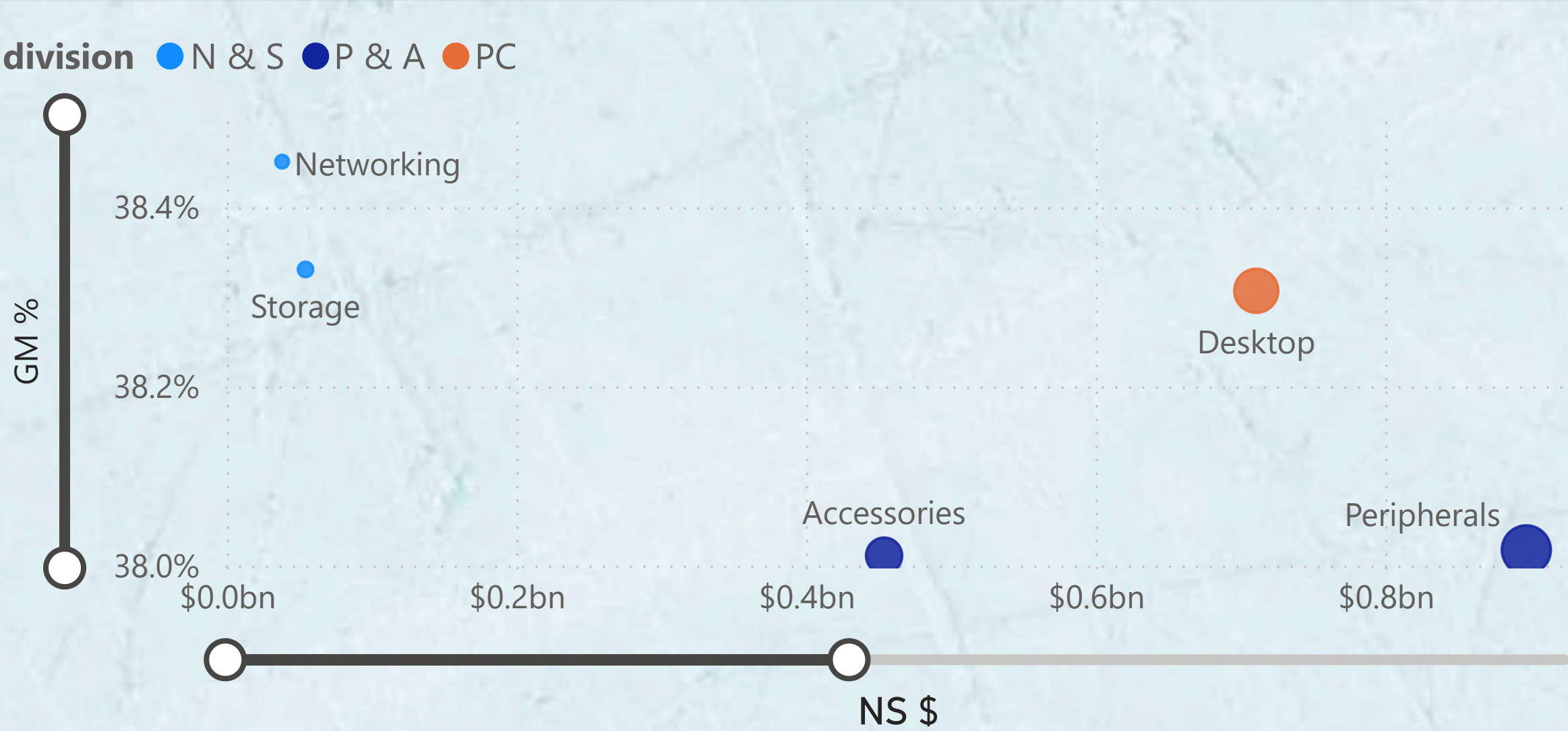
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	\$20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Show NP %

Performance Matrix

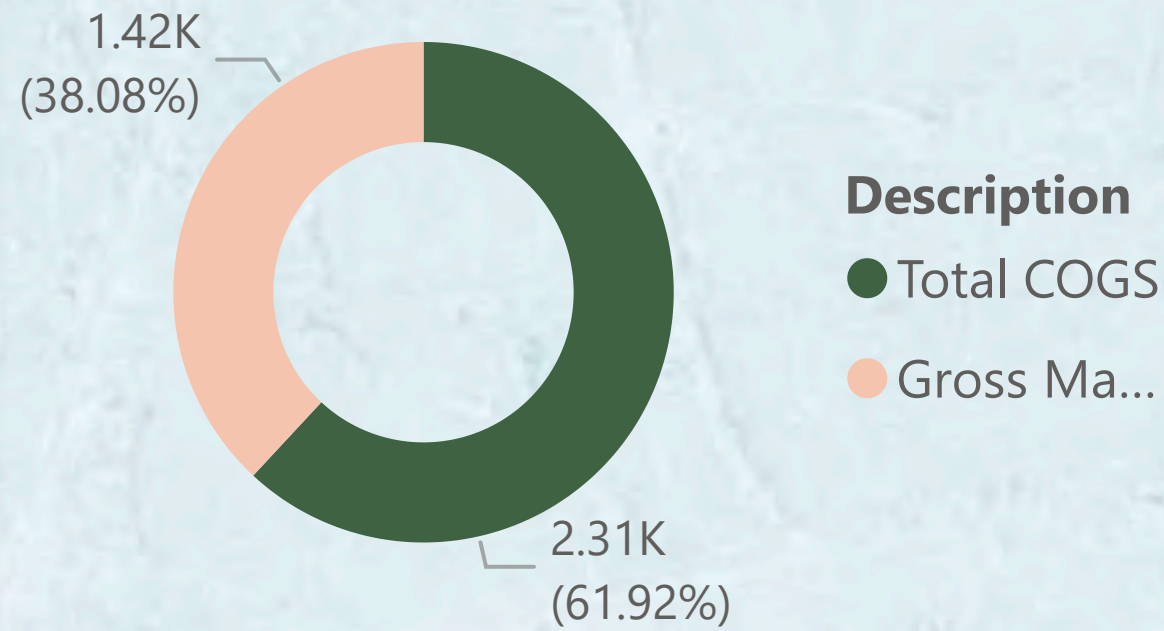


Unit Economics

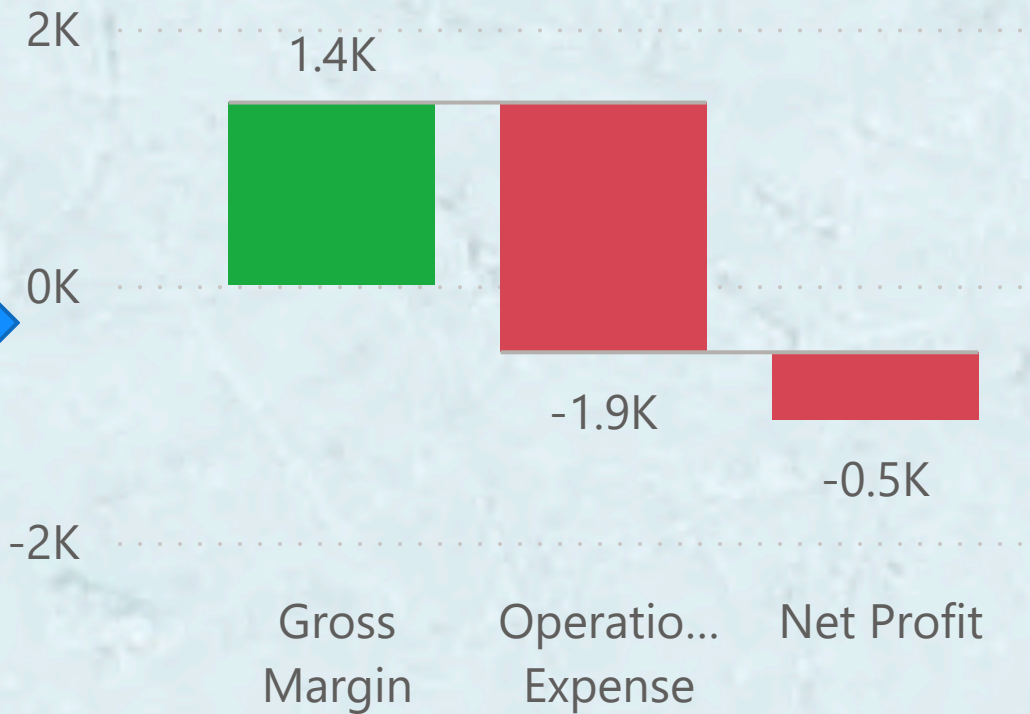
Region /Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

P & L values by Description



P & L values by Description





region

All

market

All

customer

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Forecast Accuracy

81.17%✓

LY: 80.21% (+1.2%)

Net Error

-3472.7K✓

LY: -751.7K (+361.97%)

Abs Error

6899.0K✓

LY: 9780.7K (+29.46%)

Key Metrics by customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Leader	48.72%	24.45%	166751	10.98%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy /Net Error Trend

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341K	1.72%	EI
Desktop	87.53%	84.37%	79K	10.24%	EI
Networking	93.06%	90.40%	-13K	-1.69%	OOS
Notebook	87.24%	79.99%	-47K	-1.69%	OOS
Storage	71.50%	83.54%	-628K	-25.61%	OOS
Peripherals	68.17%	83.23%	-3204K	-31.83%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS





region, market

All



segment, catego...

All



segment, category, ...

All



2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

Vs LY

Vs  
Target

YTD

YTG



## Net Sales

**\$3.74bn✓**  
**BM: 0.82bn**

## GM %

**38.08% !**  
**BM: 38.34% (-0.66%)**

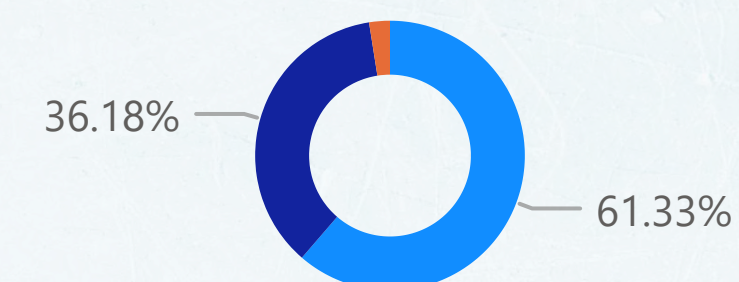
## Net Profit %

**-13.98%✓**  
**BM: -14.19% (+1.47%)**

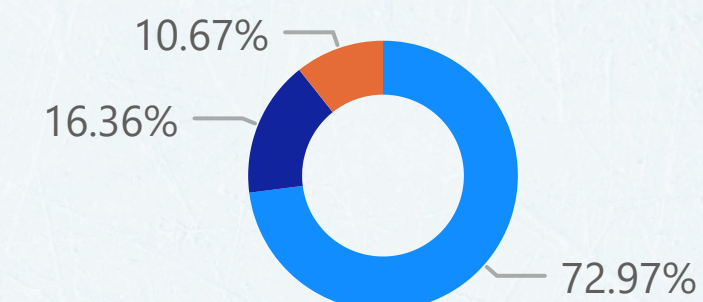
## Forecast Accuracy

**81.17%✓**  
**BM: 80.21% (+1.2%)**

## Net Sale by Division

division PC P & A N & S

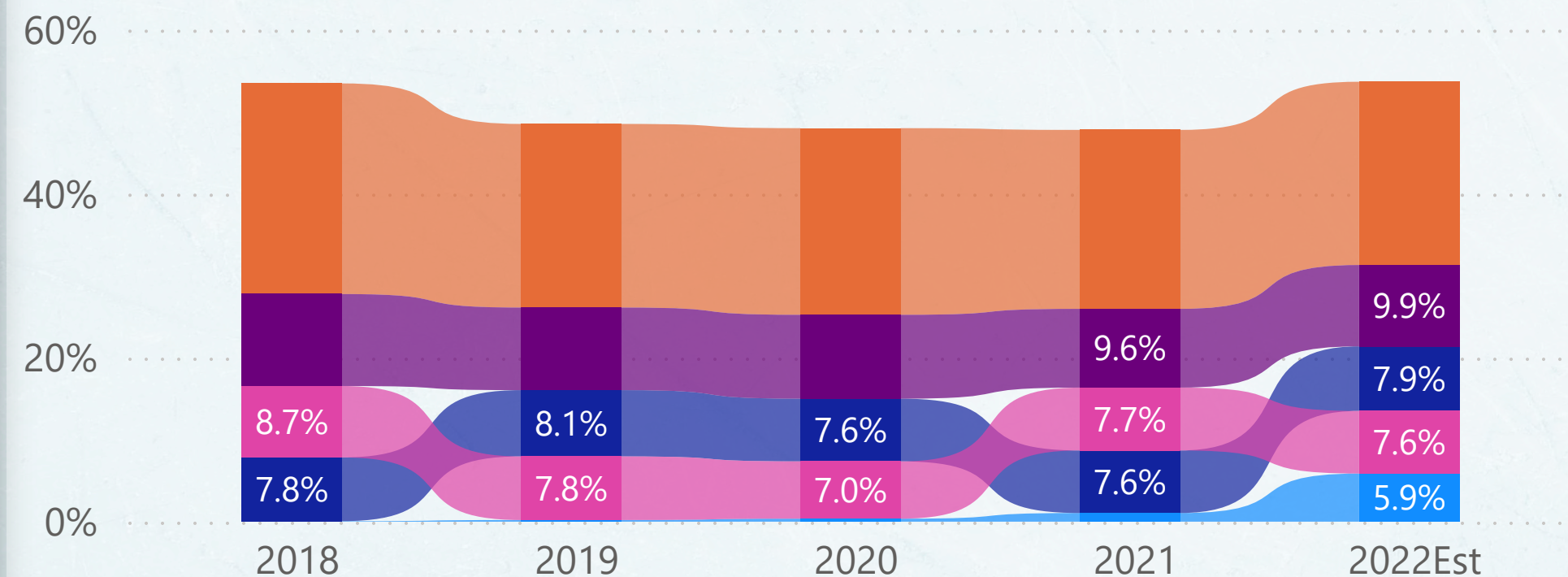
## Net Sale by Channel

channel Retailer Direct Distributor

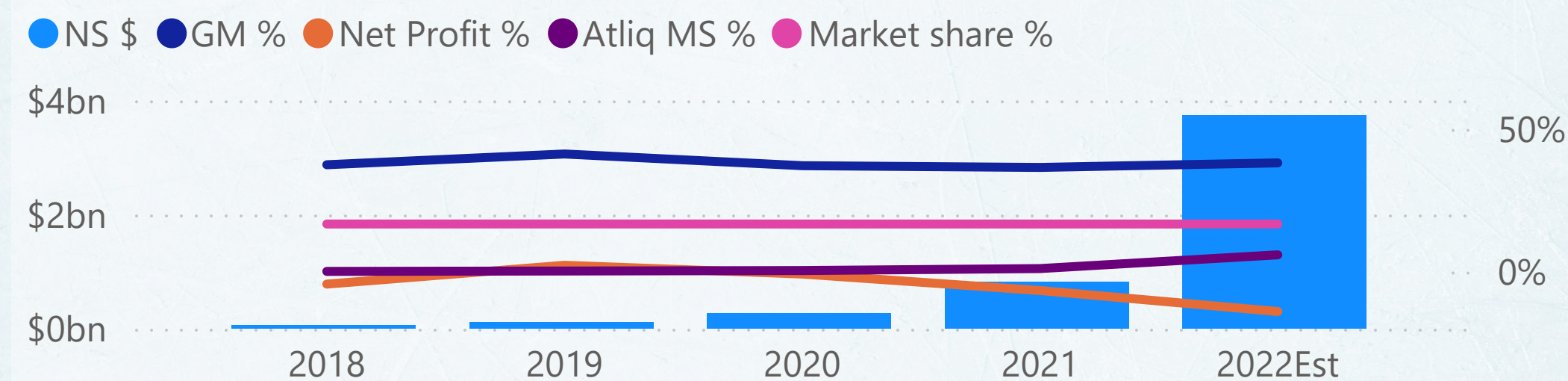
## Key Insights by Sub zone

sub_zo ne	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

## P C Market Share Trend - AtliQ &amp; Competitors

Manufacturer atliq bp dale innovo pacer

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



## Top 5 customers by Revenue

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
AltiQ Exclusive	8.22%	47.22%
Total	36.79%	39.19%

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43% ↓
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%

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





# Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?