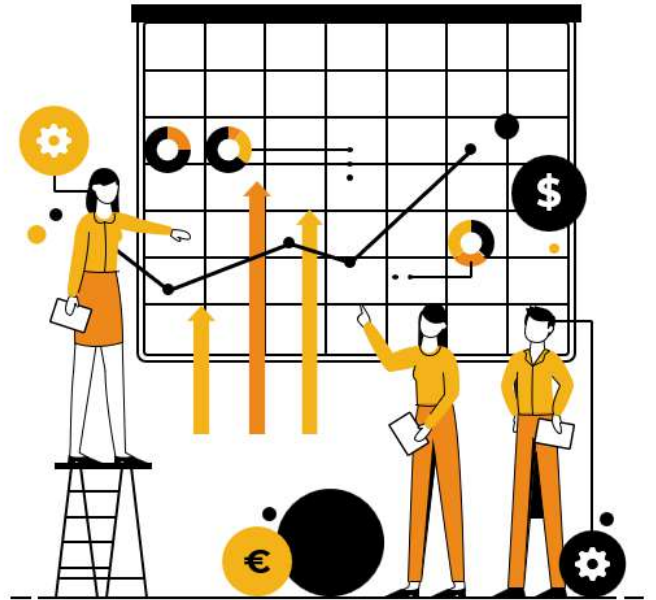
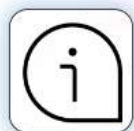


Business Insights 360





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.

2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG	customer	region, mark...	segment, cat...
											All	All	All



\$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales

38.08%✓
BM: 0.36
(+4.37%)
GM %

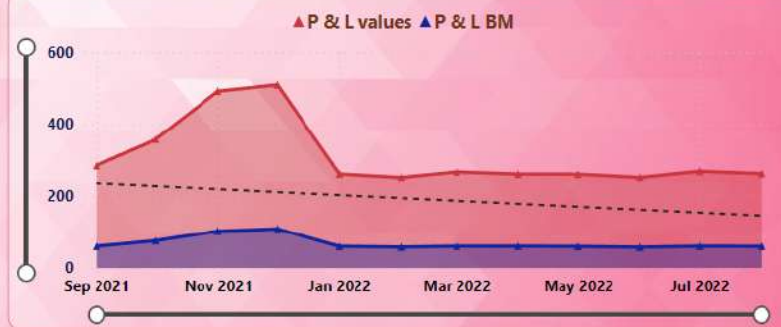
-13.98%!
BM: -0.07
(-110.79%)
Net Profit %

Profit and Loss Statement

Line Item	2022 Est	Chg	Chg %
Net Profit %	-13.98	-14.19	-110.79
Net Profit	-522.42		-855.93
Operational Expense	-1,945.30		-447.54
GM / Unit	15.76		162.95
Gross Margin %	38.08	38.34	4.37
Gross Margin	1,422.88	1,459.51	373.30
Total COGS	2,313.29		342.13
- Other Cost	15.52		358.03
- Freight Cost	100.49		355.64
- Manufacturing Cost	2,197.28		341.42
Net Sales	3,736.17	3,807.09	353.50
Total Post Invoice Deduction	1,906.95		325.39
- Post Deductions	663.42		298.09
- Post Discounts	1,243.54		341.54
Net Invoice Sales	5,643.13		343.59
Pre Invoice Deduction	1,727.01		340.00
Gross Sales	7,370.14		342.75

Net Sales Performance Over Time

vs LY vs Target



Top / Bottom Products & Customers byNet Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

NP = Net Profit, GM = Gross Margin, BM = Bench Mark

Created By Narendra Saurabh

segment, c...
All

customer
All

region, ma...
All

	vs LY	vs Target
1. Overall	0.0000	0.0000
2. Age	0.0000	0.0000
3. Gender	0.0000	0.0000
4. Marital status	0.0000	0.0000
5. Education	0.0000	0.0000
6. Income	0.0000	0.0000
7. Health insurance	0.0000	0.0000
8. Health status	0.0000	0.0000
9. Family size	0.0000	0.0000
10. Healthcare access	0.0000	0.0000
11. Healthcare utilization	0.0000	0.0000
12. Healthcare costs	0.0000	0.0000
13. Healthcare quality	0.0000	0.0000
14. Healthcare equity	0.0000	0.0000
15. Healthcare sustainability	0.0000	0.0000
16. Healthcare innovation	0.0000	0.0000
17. Healthcare leadership	0.0000	0.0000
18. Healthcare governance	0.0000	0.0000
19. Healthcare accountability	0.0000	0.0000
20. Healthcare transparency	0.0000	0.0000
21. Healthcare integrity	0.0000	0.0000
22. Healthcare ethics	0.0000	0.0000
23. Healthcare justice	0.0000	0.0000
24. Healthcare freedom	0.0000	0.0000
25. Healthcare security	0.0000	0.0000
26. Healthcare peace	0.0000	0.0000
27. Healthcare cooperation	0.0000	0.0000
28. Healthcare solidarity	0.0000	0.0000
29. Healthcare tolerance	0.0000	0.0000
30. Healthcare respect	0.0000	0.0000
31. Healthcare dignity	0.0000	0.0000
32. Healthcare autonomy	0.0000	0.0000
33. Healthcare privacy	0.0000	0.0000
34. Healthcare confidentiality	0.0000	0.0000
35. Healthcare safety	0.0000	0.0000
36. Healthcare risk management	0.0000	0.0000
37. Healthcare quality improvement	0.0000	0.0000
38. Healthcare patient engagement	0.0000	0.0000
39. Healthcare patient education	0.0000	0.0000
40. Healthcare patient empowerment	0.0000	0.0000
41. Healthcare patient participation	0.0000	0.0000
42. Healthcare patient satisfaction	0.0000	0.0000
43. Healthcare patient loyalty	0.0000	0.0000
44. Healthcare patient retention	0.0000	0.0000
45. Healthcare patient advocacy	0.0000	0.0000
46. Healthcare patient feedback	0.0000	0.0000
47. Healthcare patient communication	0.0000	0.0000
48. Healthcare patient collaboration	0.0000	0.0000
49. Healthcare patient partnership	0.0000	0.0000
50. Healthcare patient coalition	0.0000	0.0000
51. Healthcare patient network	0.0000	0.0000
52. Healthcare patient community	0.0000	0.0000
53. Healthcare patient organization	0.0000	0.0000
54. Healthcare patient association	0.0000	0.0000
55. Healthcare patient union	0.0000	0.0000
56. Healthcare patient council	0.0000	0.0000
57. Healthcare patient committee	0.0000	0.0000
58. Healthcare patient board	0.0000	0.0000
59. Healthcare patient council	0.0000	0.0000
60. Healthcare patient council	0.0000	0.0000
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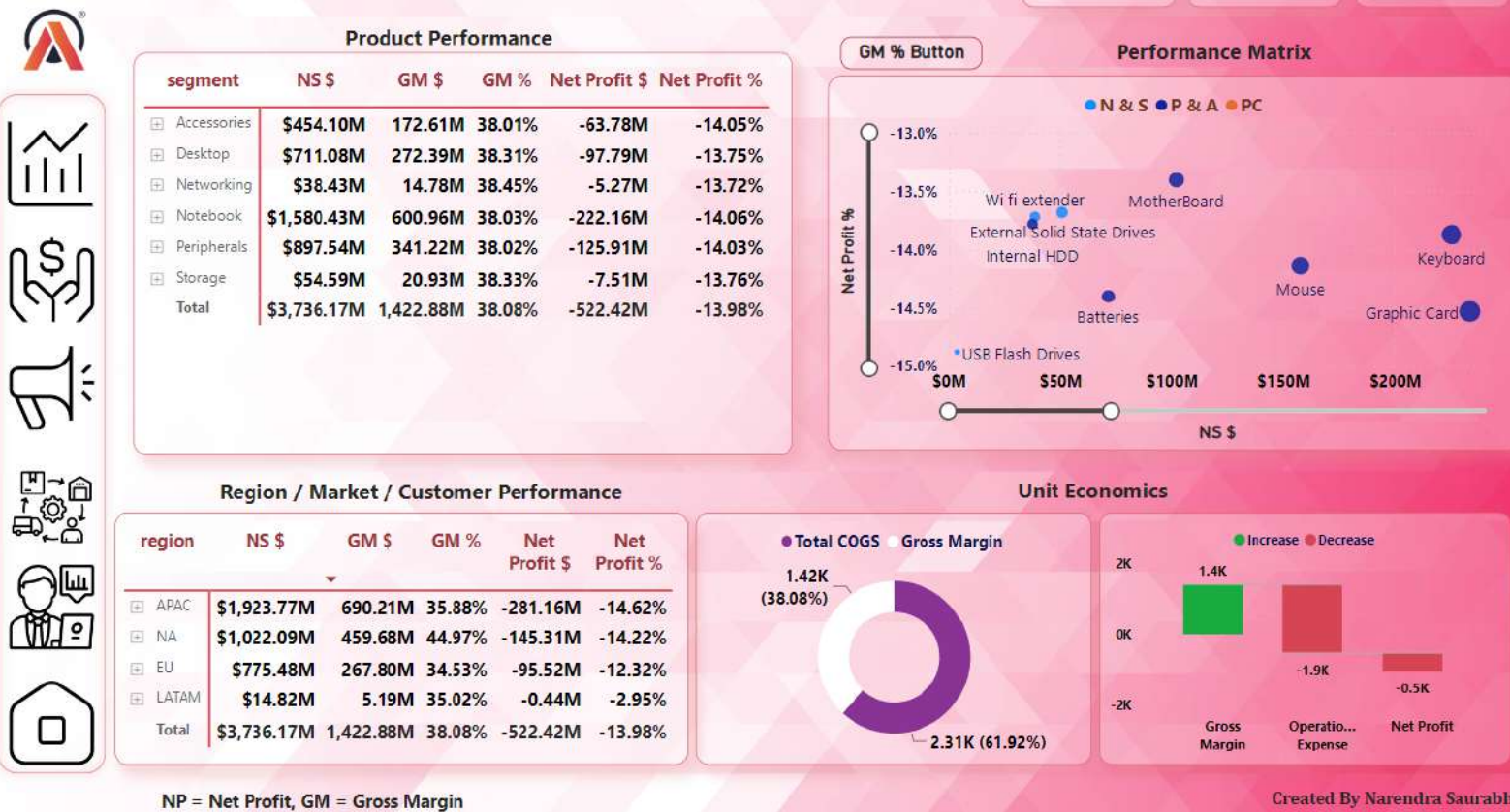
Legend: N & S (blue), P & A (dark blue), PC (orange)

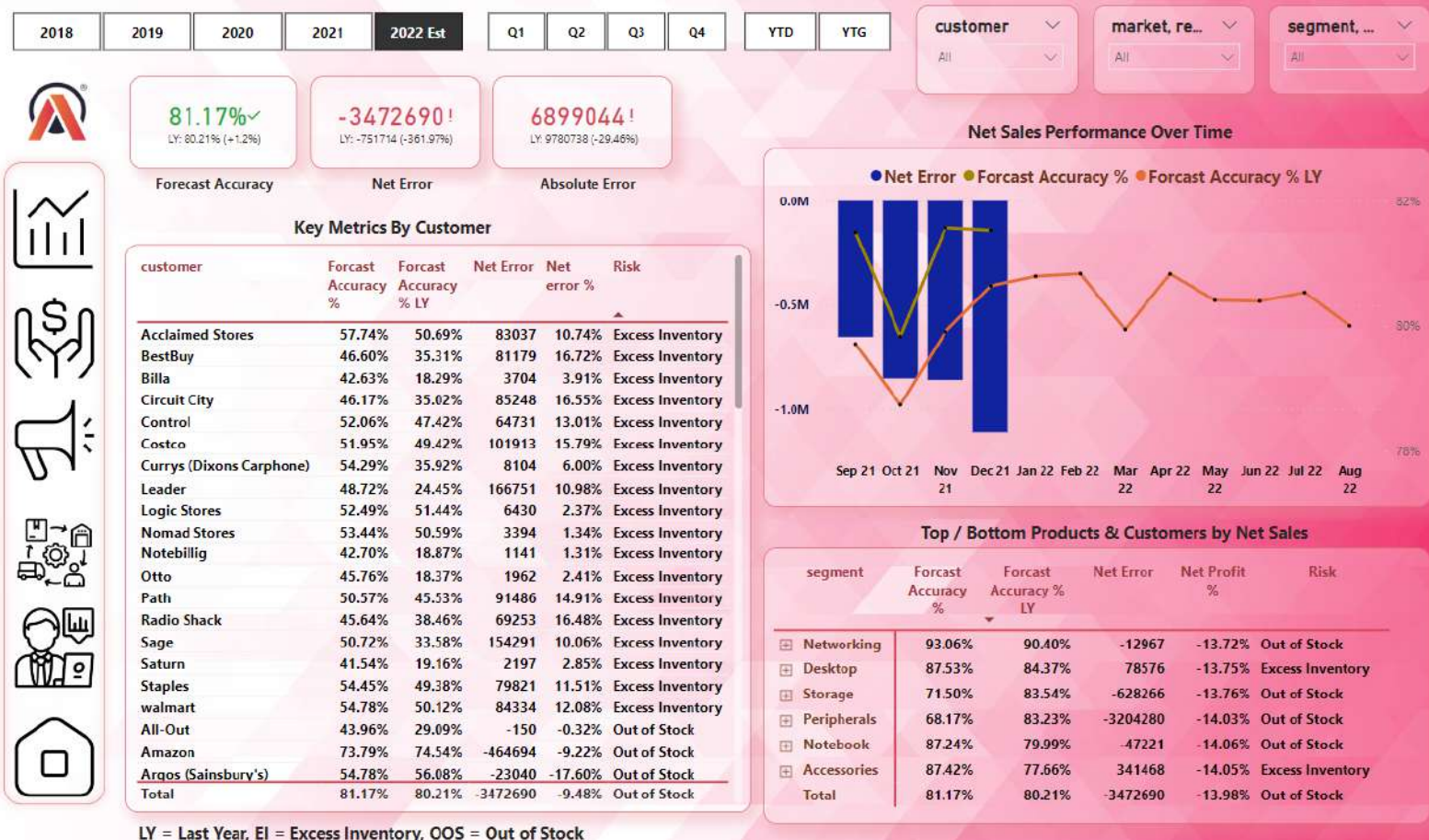
Category	NS \$ (bn)	GM %
Networking	~\$0.05	~38.28
Storage	~\$0.05	~38.25
Desktop	~\$0.70	~38.25
Accessories	~\$0.45	~38.02
Peripherals	~\$0.90	~38.02

Unit Economics

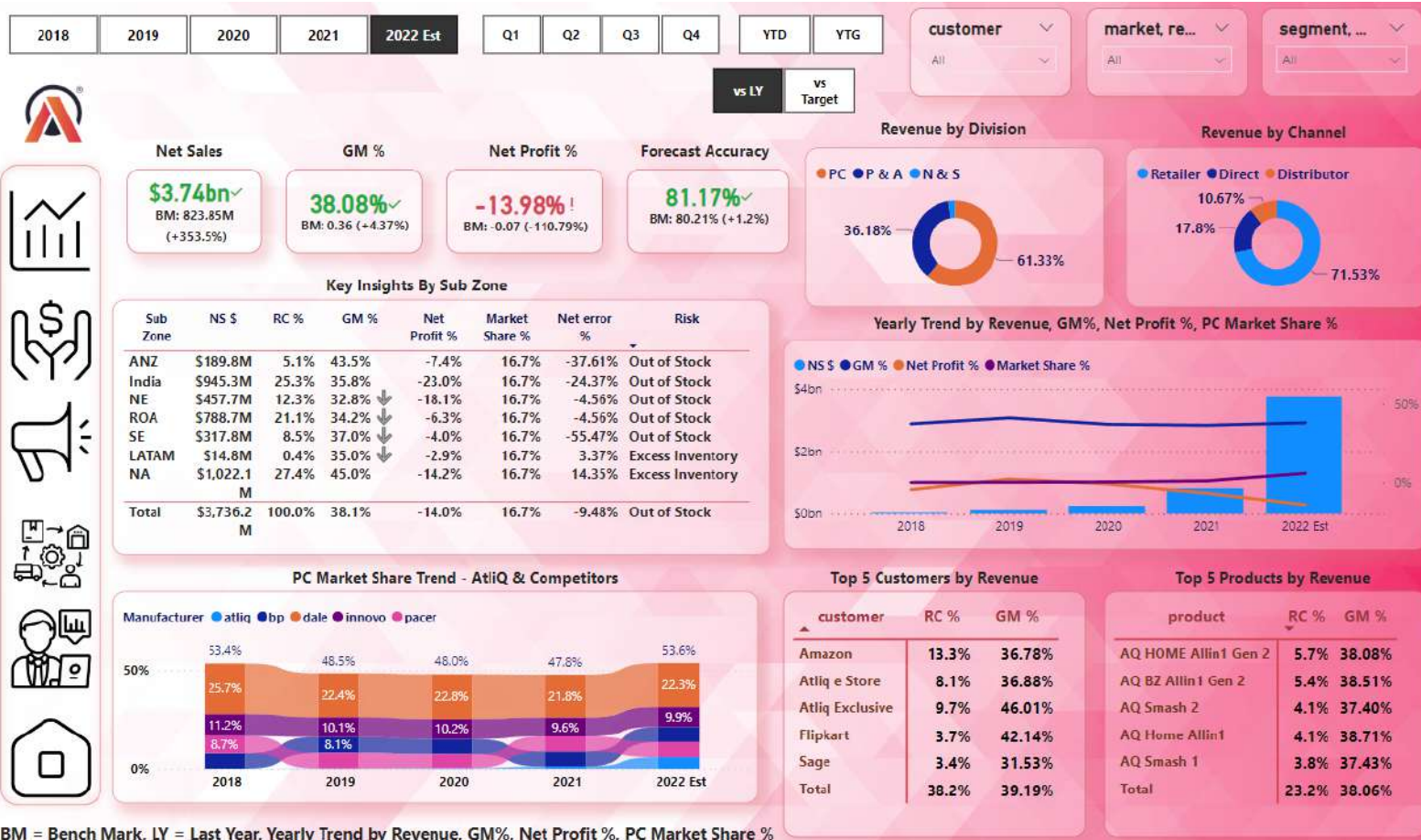
The diagram illustrates the calculation of Gross Margin. It starts with a donut chart on the left representing 'Net Sales' (green, 3.74K, 50.69%), 'Total Post Invoice Deduction' (blue, 1.91K, 25.87%), and 'Pre Invoice Deduction' (white, 1.73K, 23.43%). An arrow points to a second donut chart on the right representing 'Total COGS' (blue, 1.42K, 38.08%) and 'Gross Margin' (white, 2.31K, 61.92%).

Category	Value (K)	Percentage
Net Sales	3.74K	50.69%
Total Post Invoice Deduction	1.91K	25.87%
Pre Invoice Deduction	1.73K	23.43%
Total COGS	1.42K	38.08%
Gross Margin	2.31K	61.92%





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



BM = Bench Mark, LY = Last Year, Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Business Insights 360 Key Info

Get an issue resolved

Provide Feedback

Add new requests

**Check out the
contingency plan**

New to Power BI?

Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

Info

Support ^x

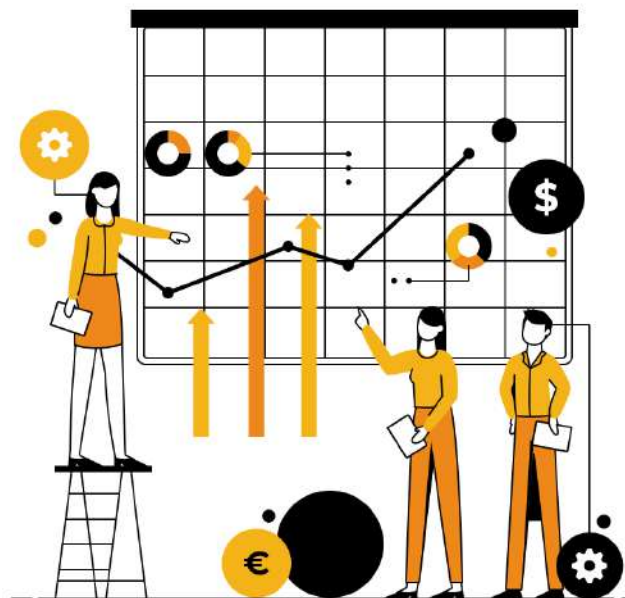
 Sales Trend Tool Tip



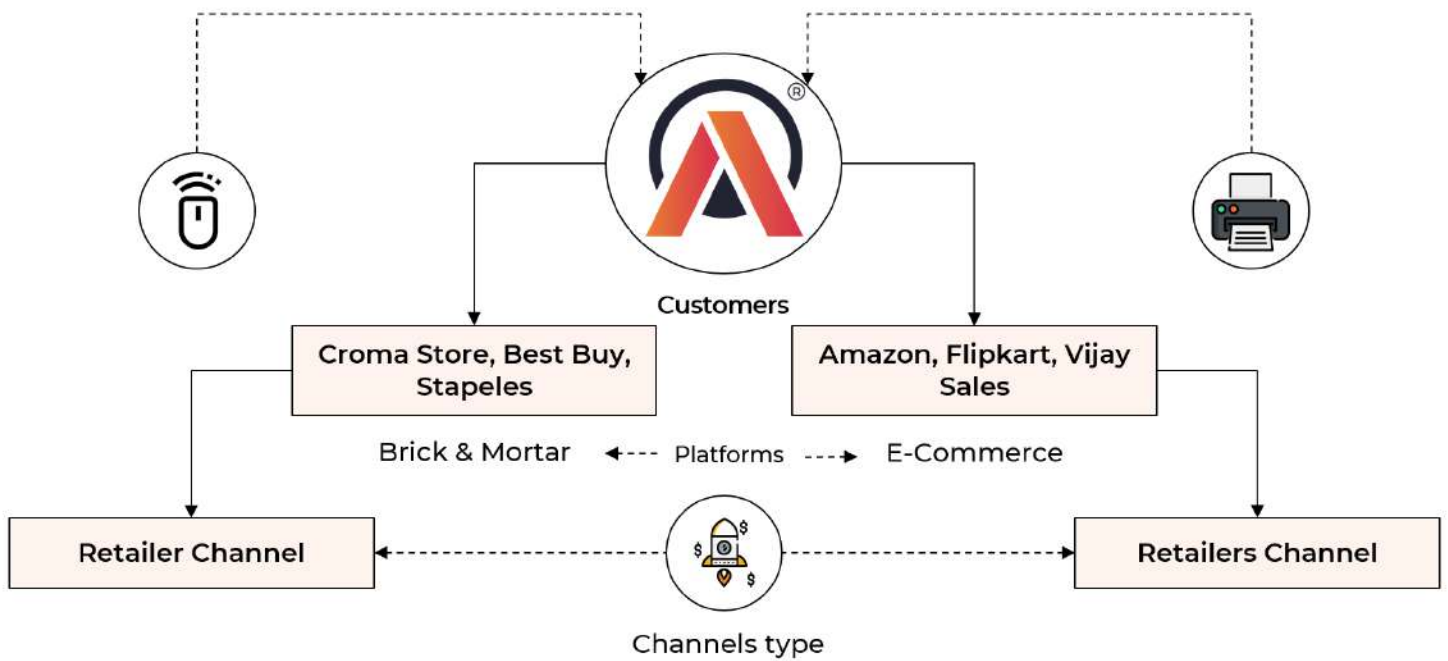
Company Introduction



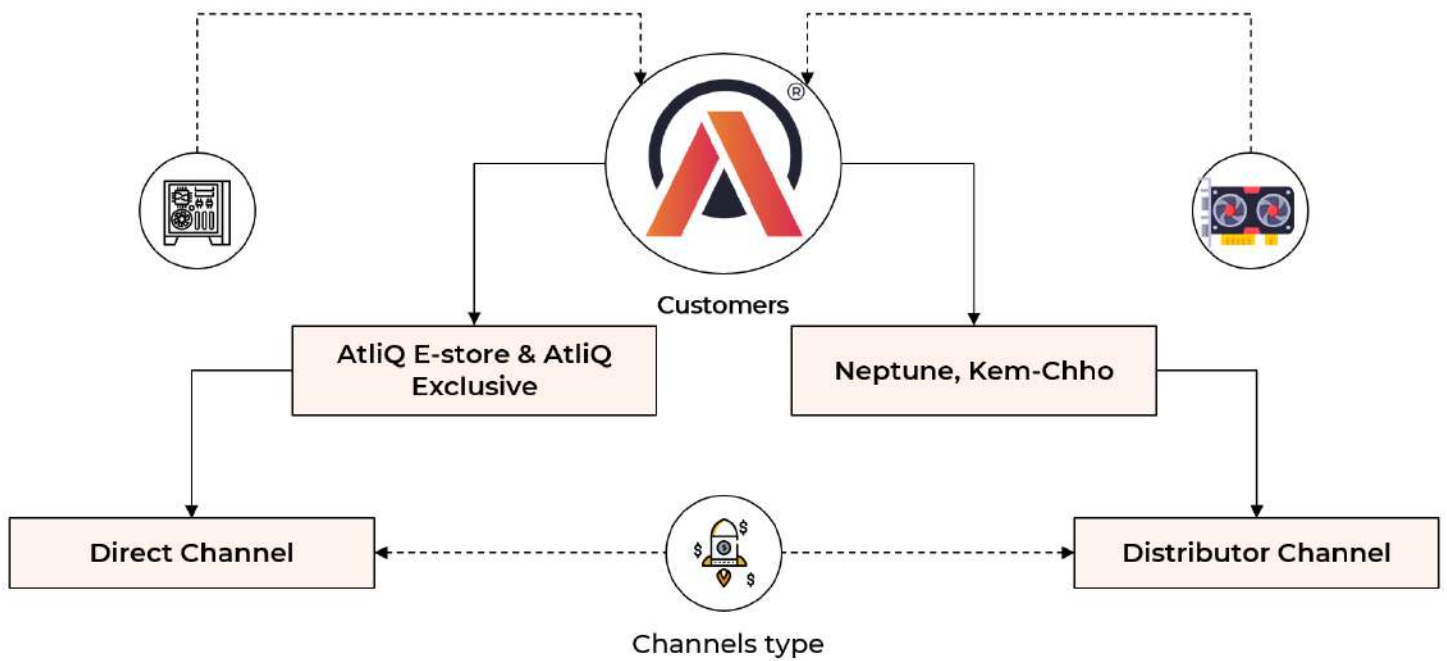
- ❖ AtliQ Hardware is a manufacturer and supplier of computer hardware and peripherals across different regions such as APAC, EU, LATAM and NA.
- ❖ The company sells products in different segments including accessories, desktops, networking, notebooks, peripherals and storage.
- ❖ They employ both brick-mortar and e-commerce sales channels and they distribute their products through retailers, direct sales and distributors.
- ❖ We have dataset From 2019 to 2022.
- ❖ AtliQ Fiscal year start from September to August.



Customers Information



Customers Information

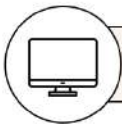


Product Information

Division, Segments, Categories

PC

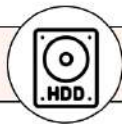
- ❖ Desktop
- ❖ Notebooks



- ❖ Gaming Laptops
- ❖ Personal PC
- ❖ Personal Laptop
- ❖ Business Desktop

N & S

- ❖ Networking
- ❖ Storage



- ❖ USB Drives
- ❖ Wi Fi Routers
- ❖ HDD
- ❖ SSD

P & A

- ❖ Peripheral
- ❖ Accessories

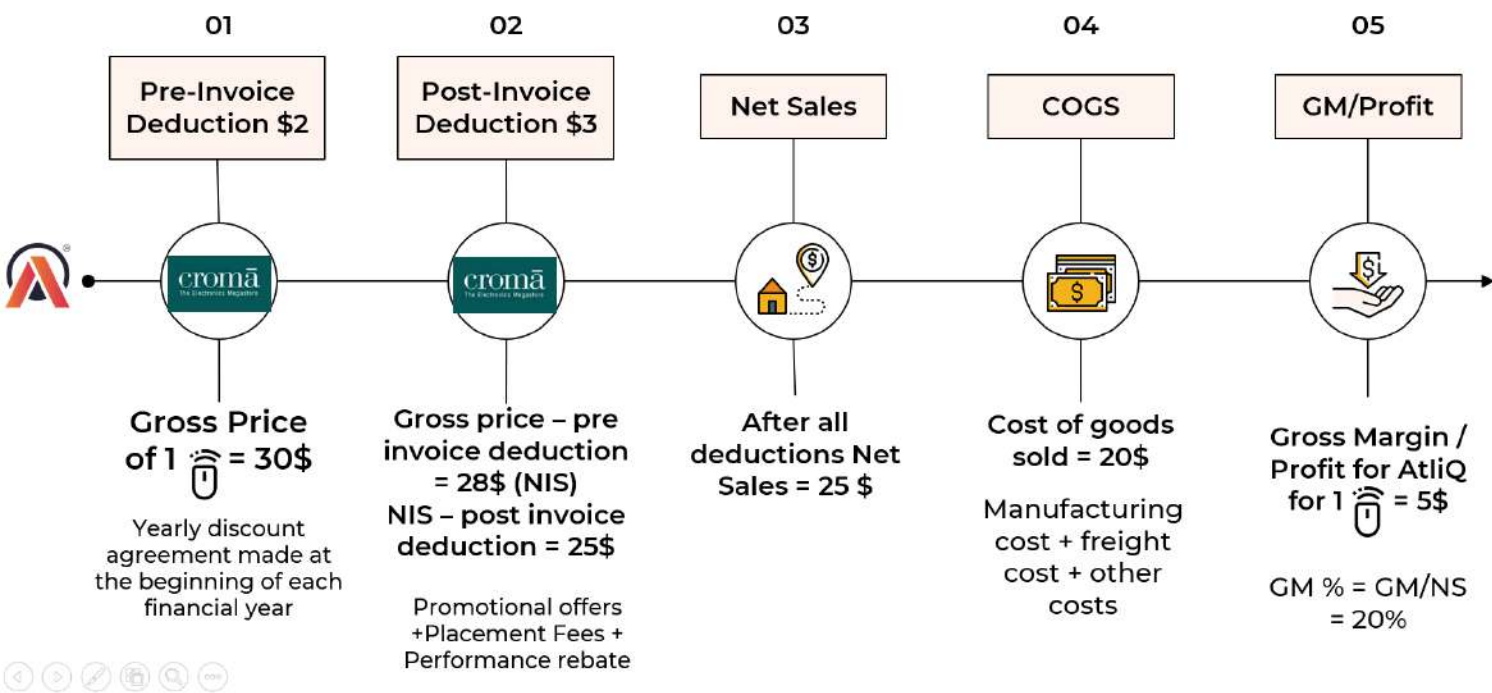


- ❖ Mouse
- ❖ Printers
- ❖ Keyboards
- ❖ Monitors
- ❖ PC Cabin



Categories

Profit & Loss Statement Atliq Hardware



Problem Statement

- AtliQ Hardware, a computer hardware company with a global presence, needs to update how it analyzes data.
- They used to rely on Excel, but it's not enough anymore.
- Now, they're starting a big project to change how they do data analytics.
- Top bosses are leading the way because they believe in using data to make smart decisions and grow the company.
- Some recent problems in Latin America made them realize they need better tools to deal with risks and find new opportunities around the world.
- With a great team in charge, AtliQ is ready for this new data-driven journey.
- They want to work better and become a leader in their field by using data in smarter ways.