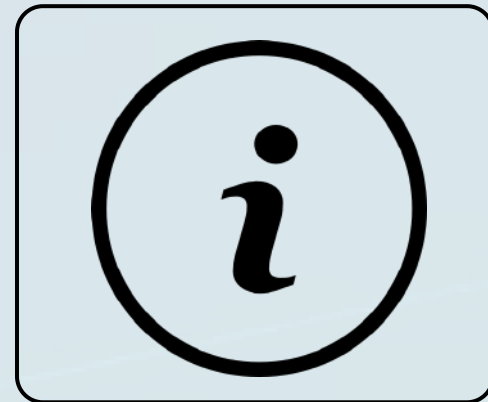




## Business Insights 360



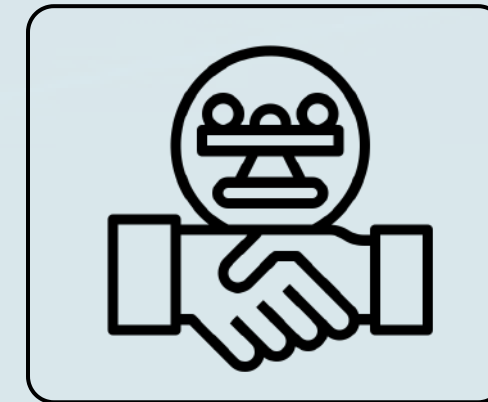
### Info

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..



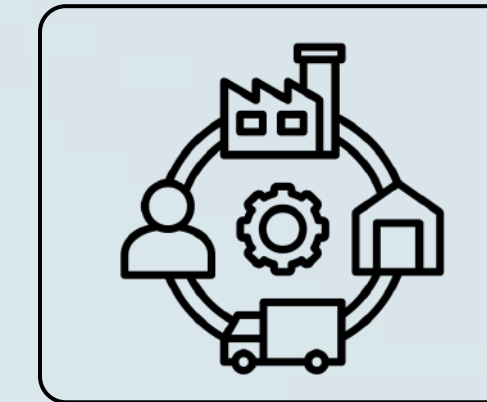
### Sales View

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.



region, market

All

customer

All

segment, cate...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

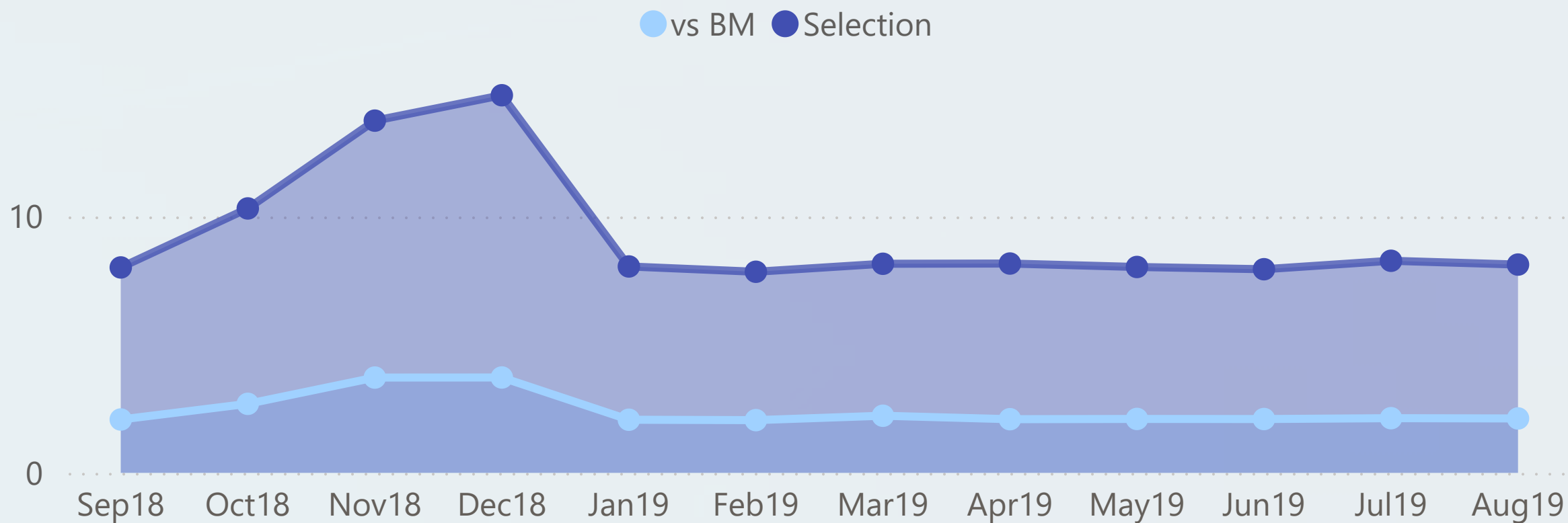
YTD

YTG

vs LY

vs Target

Net Sales Performance By Time



Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Top and Bottom Customers By Net Sales

region	P & L values	P & L Chg %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
NA	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L Chg %
Notebook	32.40	336.01
Accessories	28.04	213.09
Peripherals	19.73	159.47
Networking	17.36	436.97
Storage	13.84	633.77
Total	111.37	282.57

BM = Bench Mark

LY = Last Year

Chg = Change



## Performance Matrix

A scatter plot showing the relationship between Gross Margin (GM %) on the Y-axis and Net Sales (NS ₹) on the X-axis for various retailers. The Y-axis ranges from 30% to 34% with major gridlines every 2% and minor gridlines every 0.2%. The X-axis ranges from ₹ 0.2M to ₹ 1.6M with major gridlines every ₹ 0.2M and minor gridlines every ₹ 0.05M. Data points are categorized by region: EU (blue circles) and NA (orange circles). The size of the circles represents the volume of sales, and the color of the border represents the region. A horizontal line at 34% GM is labeled '10%' in a box. A vertical line at ₹ 1.0M is labeled '10%' in a box. A diagonal line from (₹ 0.2M, 30%) to (₹ 1.6M, 34%) is labeled '10%' in a box. The retailers are labeled with their names next to their respective data points.

Retailer	Region	NS ₹ (approx.)	GM % (approx.)
Currys (Dixons Carphone)	EU	₹ 0.35M	30.8%
Acclaimed Stores	NA	₹ 1.0M	29.8%
BestBuy	NA	₹ 1.05M	30.2%
Radio Shack	NA	₹ 1.05M	31.5%
Circuit City	NA	₹ 1.0M	32.2%
Flipkart	NA	₹ 1.2M	29.2%
Atliq e Store	NA	₹ 1.4M	32.5%
Staples	NA	₹ 1.5M	33.5%

## Unit Economics

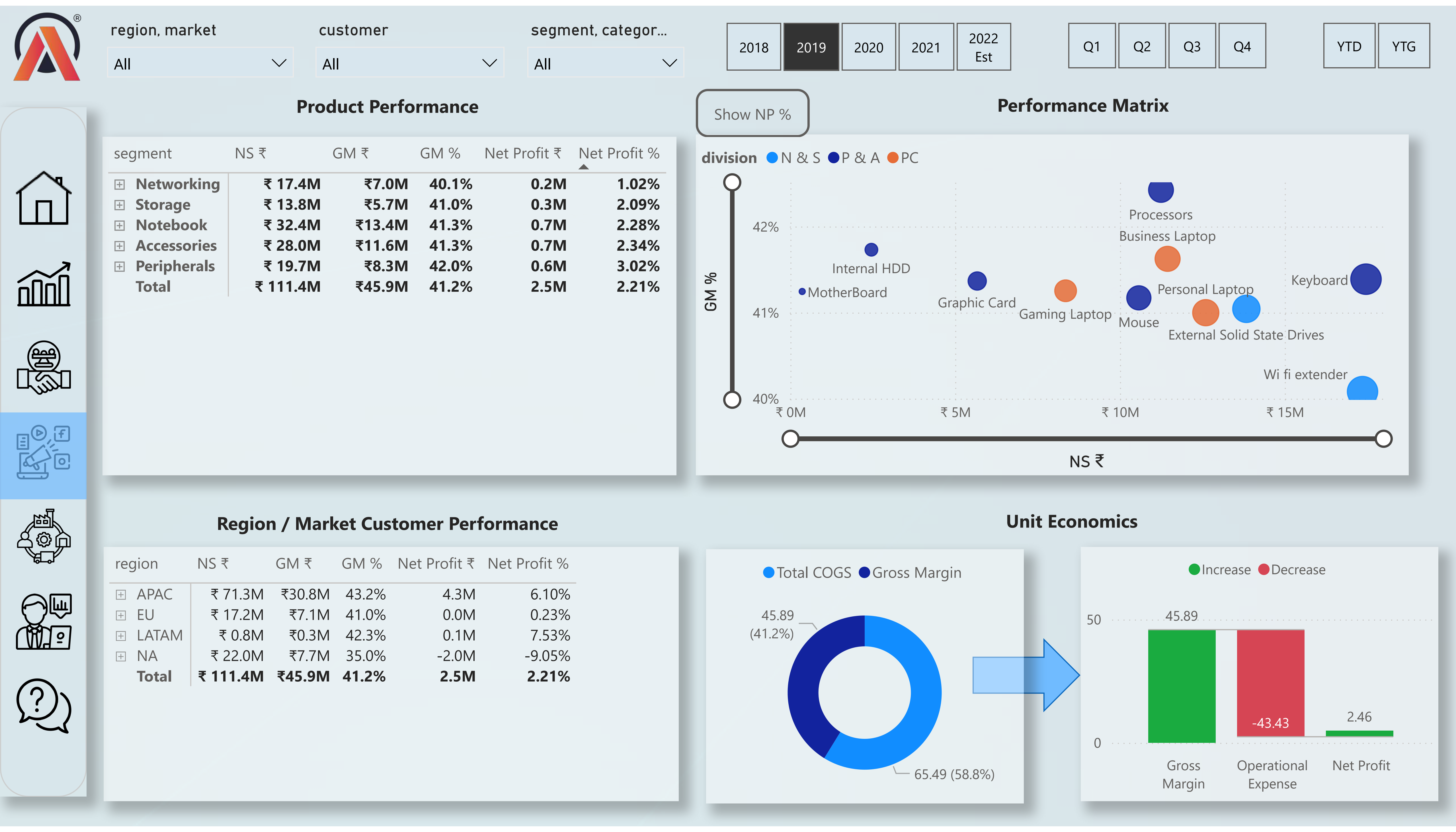
**Net Sales Breakdown**

Category	Value	Percentage
Net Sales	111.37	53.27%
Total Post Invoice	50.25	24.03%
Pre Invoice	47.44	22.69%

**Gross Margin Breakdown**

Category	Value	Percentage
Total COGS	45.89	41.2%
Gross Margin	65.49	58.8%





region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Forecast Accuracy

86.45%✓

LY: 80.31% (+7.65%)

Net Error

637.48K✓

LY: 677.9K (+5.96%)

Absolute Error

1.55M!

LY: 0.81M (+90.21%)

Accuracy / Net Error Trend

Month	Net Error	Forecast Accuracy %	Forecast Accuracy % LY
Sep18	0.03M	85%	78%
Oct18	0.04M	88%	82%
Nov18	0.12M	82%	80%
Dec18	0.08M	85%	78%
Jan19	0.03M	84%	75%
Feb19	0.04M	84%	76%
Mar19	0.06M	84%	85%
Apr19	0.05M	83%	82%
May19	0.05M	87%	85%
Jun19	0.04M	86%	78%
Jul19	0.02M	85%	82%
Aug19	0.06M	84%	85%

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	56.42%	47.35%	-25364	-15.2%	OOS
Amazon	78.07%	69.56%	48677	3.2%	EI
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4%	EI
Atlas Stores	47.32%		-34	-0.1%	OOS
Atliq e Store	76.51%	68.38%	37982	4.1%	EI
AtliQ Exclusive	76.67%	67.89%	92532	8.5%	EI
BestBuy	26.90%	25.46%	-33020	-39.8%	OOS
Billa	36.08%		-5408	-18.2%	OOS
Boulanger	45.56%	40.83%	1993	6.1%	EI
Chip 7	30.35%	40.86%	-23273	-45.5%	OOS
Circuit City	26.23%	14.77%	-30383	-36.1%	OOS
Control	36.19%	26.39%	-30678	-33.0%	OOS
Total	86.45%	80.31%	637478	5.6%	EI

Key Metrics By Product

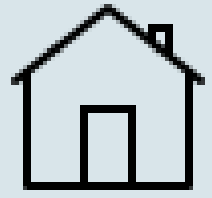
segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Storage	80.25%	432521	19.5%	88.60%	EI
Peripherals	85.06%	-14576	-1.5%	79.51%	OOS
Notebook	83.02%	-29145	-15.9%	85.46%	OOS
Networking	81.50%	305573	18.5%	84.87%	EI
Accessories	90.20%	-56895	-0.9%	79.13%	OOS
Total	86.45%	637478	5.6%	80.31%	EI

EI = Excessive Inventory

OOS = Out Of Stock

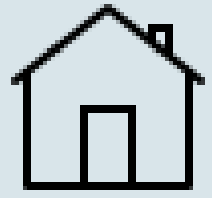






## Business Insights 360 Key Info

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](#).



## Business Insights 360 Support

Get an issue resolved

Provide Feedback

Add new requests

Checkout the contingency plan

New to Power BI?