



# 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.

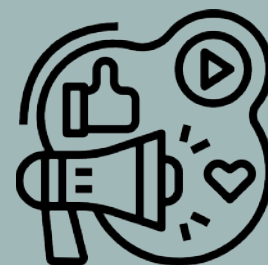


## Executive view

A top level dashboard for executives consolidating top insights from all dimensions of business.

Support





vs LY

vs  
Target

customer

All

market

All

region

All

YTD

YTG

2018

Qtr 1

2019

Qtr 2

2020

Qtr 3

2021

2022

Est

Qtr 4

\$3.64bn✓

BM: 806.07M

(+352.14%)

Net sales

36.6%✓

BM: 35.16%

(+4.12%)

GM %

-15.14%!

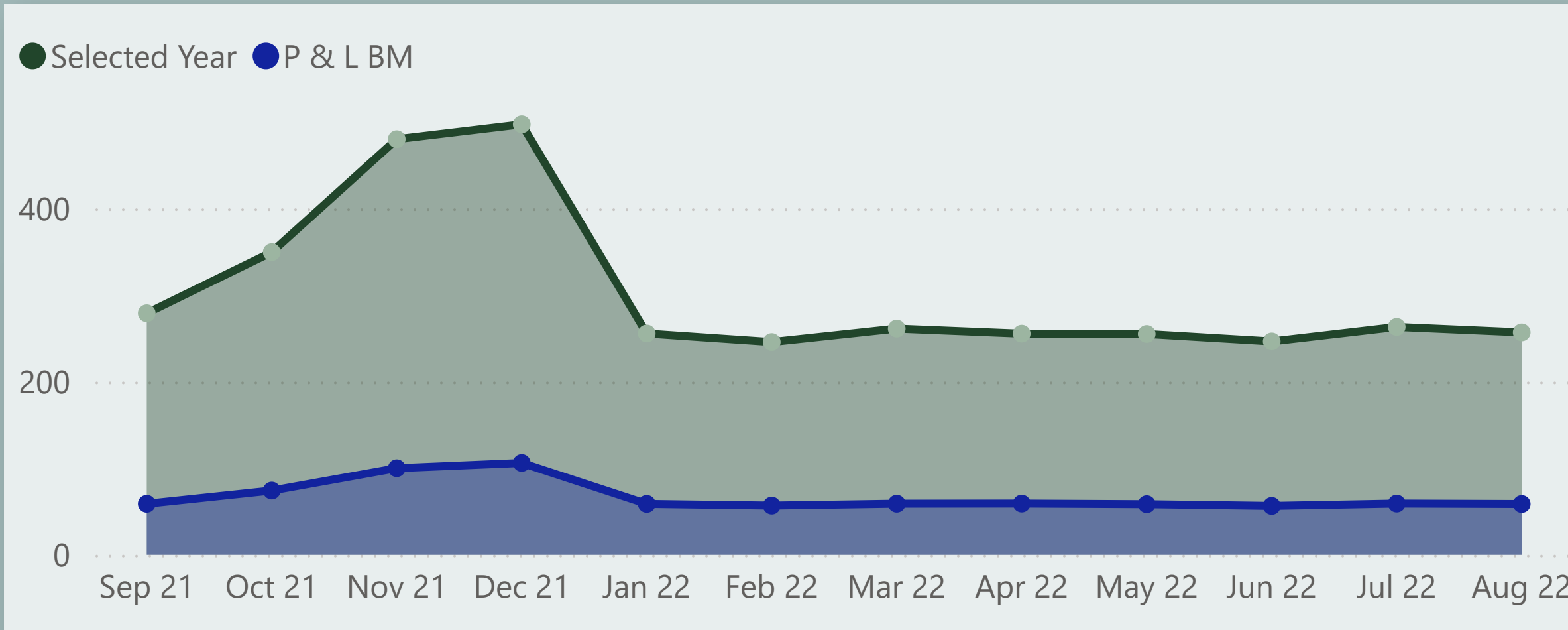
BM: -8.01% (-89.04%)

Net Profit %

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	1,848.86	418.89	1,429.97	341.37
Net Invoice Sales	5,521.27	1,245.75	4,275.53	343.21
- Post Discounts	1,225.11	275.54	949.57	344.62
- Post Deductions	651.58	164.14	487.44	296.97
Total Post Invoice Deduction	1,876.69	439.68	1,437.01	326.83
Net Sales	3,644.58	806.07	2,838.52	352.14
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	98.00	21.57	76.43	354.28
- Other Cost	15.03	3.29	11.74	356.32
Total COGS	2,310.31	522.64	1,787.67	342.04
Gross Margin	1,334.28	283.43	1,050.85	370.77
Gross Margin %	36.61	35.16	1.45	4.12
GM / Unit	14.78	5.65	9.13	161.54
Operational Expense	-1,885.89	-347.96	-1,537.93	441.98
Net Profit	-551.62	-64.54	-487.08	754.75
Net Profit %	-15.14	-8.01	-7.13	89.04

Net Sales Performance Over Time



Top/ Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
⊕ NA	939.99	479.42
⊕ LATAM	5.34	387.57
⊕ APAC	1,923.77	335.27
⊕ EU	775.48	286.26
Total	3,644.58	352.14

segment	P & L values	P & L Chg %
⊕ Networking	37.45	-15.21
⊕ Storage	53.30	0.08
⊕ Accessories	443.03	84.95
⊕ Peripherals	875.62	437.51
⊕ Notebook	1,541.95	491.40
⊕ Desktop	693.22	1,424.61
Total	3,644.58	352.14

BM = Benchmark , NS = Net Sales , LY = Last Year , YTG = Year to go , YTD = Year to date , GM = Gross Margin , COGS = Cost of goods sold



vs LY

vs  
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Est

☒ product

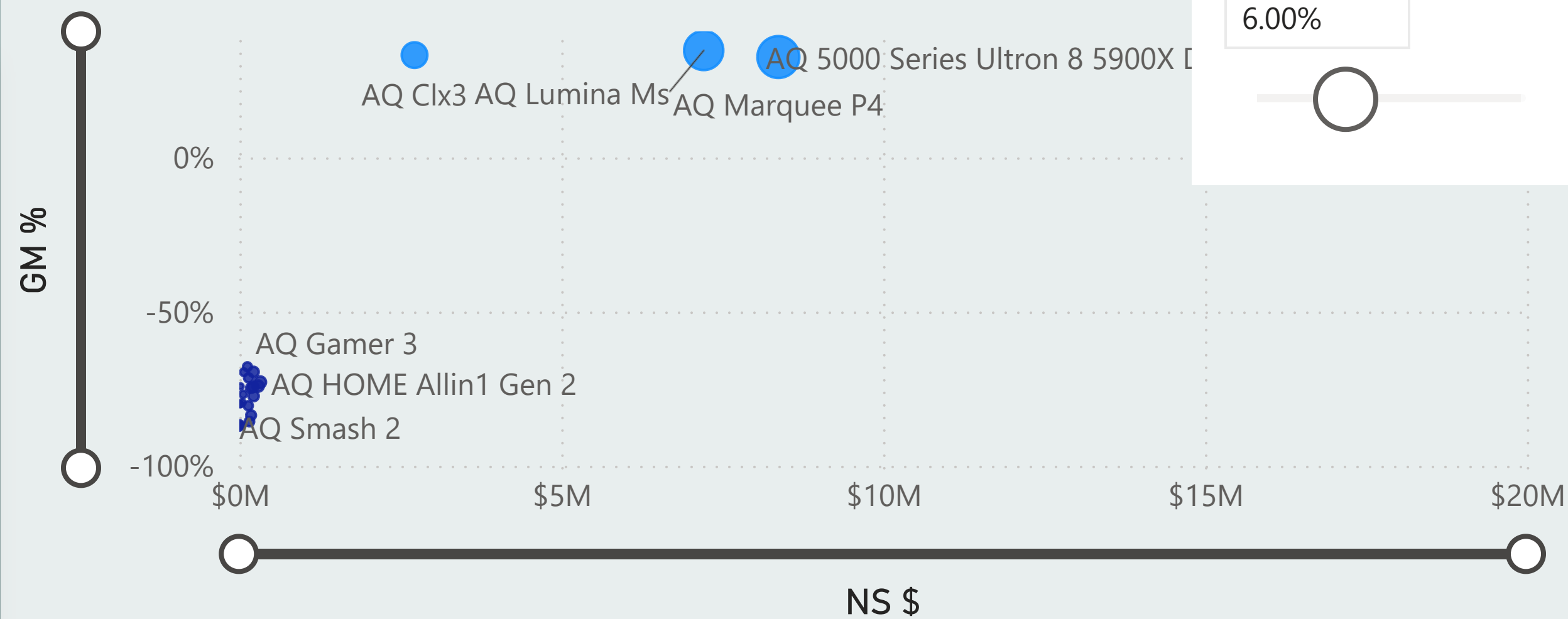
☐ customer

### Product Performance

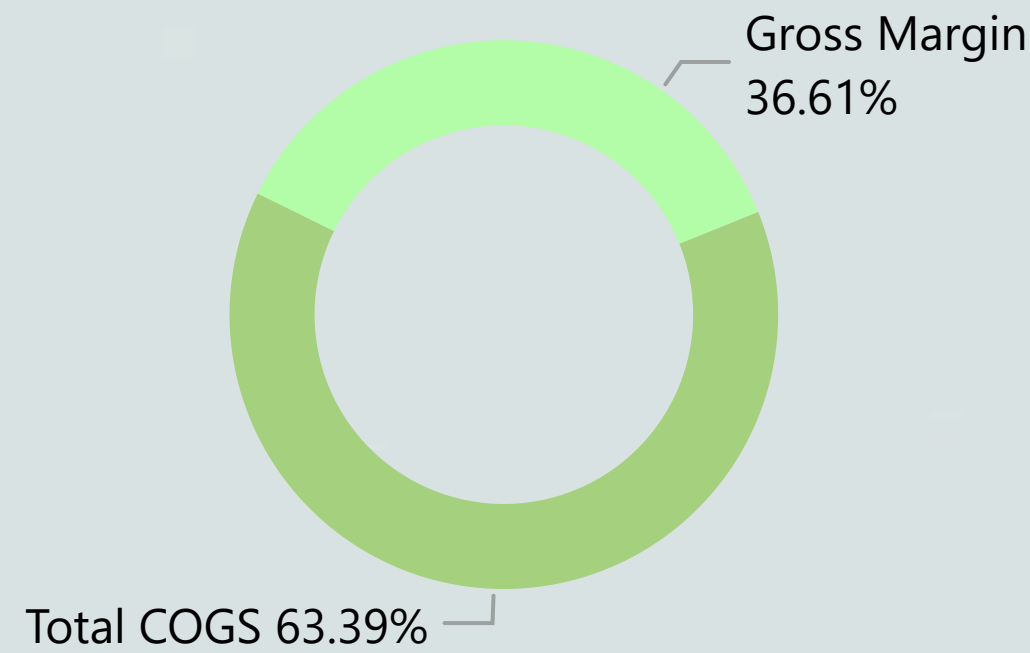
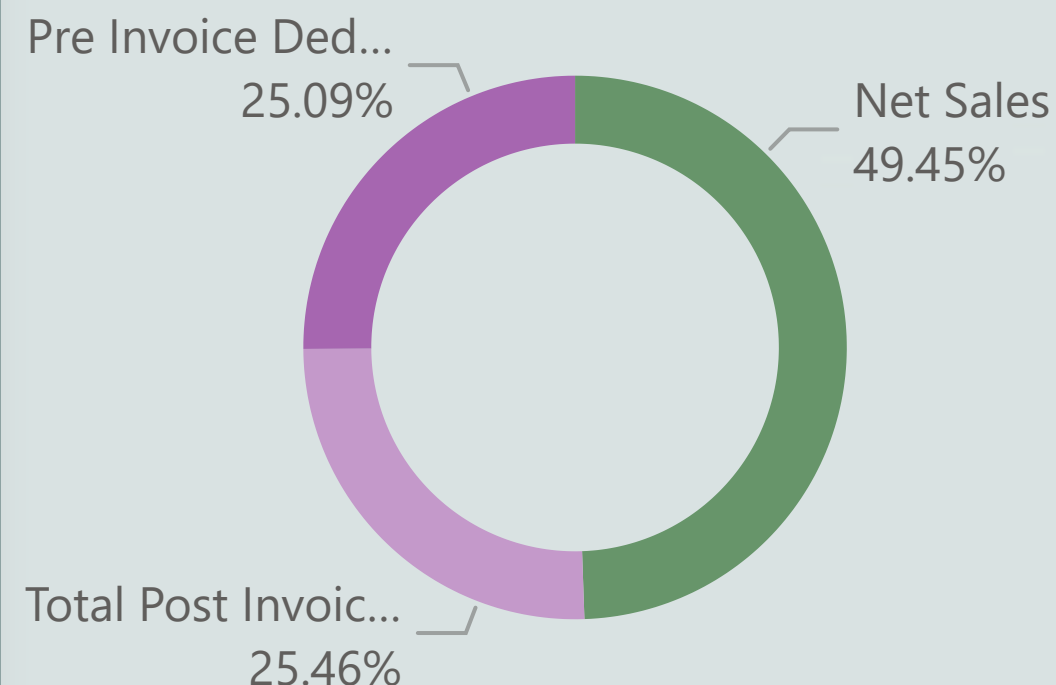
product	NS \$	GM \$	GM %
AQ 5000 Series Electron 8 5900X Desktop Processor	\$88.93M	33.75M	38.0%
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$89.60M	31.22M	34.8%
AQ Aspiron	\$15.54M	5.53M	35.6%
AQ BZ 101	\$58.76M	22.16M	37.7%
AQ BZ Allin1	\$138.07M	50.31M	36.4%
AQ BZ Allin1 Gen 2	\$197.25M	72.99M	37.0%
AQ BZ Compact	\$119.21M	43.02M	36.1%
AQ BZ Gen Y	\$113.40M	41.79M	36.9%
AQ BZ Gen Z	\$119.81M	44.46M	37.1%
AQ Clx1	\$11.10M	4.18M	37.7%
AQ Clx2	\$11.67M	4.33M	37.1%
AQ Clx3	\$13.04M	4.62M	35.5%
AQ Digit	\$53.67M	19.84M	37.0%
AQ Digit SSD	\$3.16M	1.19M	37.8%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	\$8.31M	2.91M	35.0%
AQ Electron 3 3600	\$125.88M	46.67M	37.1%
Total	\$3,644.58M	1,334.28M	36.6%

### Performance Matrix

region ● EU ● LATAM

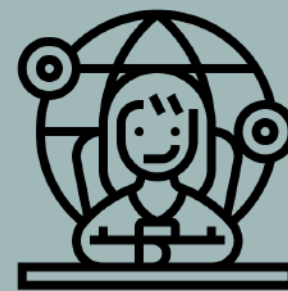
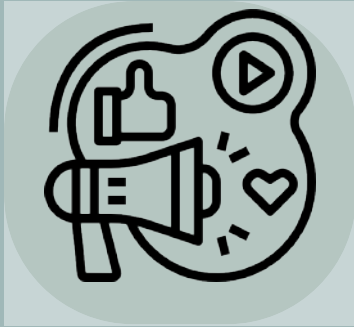


### Unit Economics



BM = Benchmark , NS = Net Sales , LY = Last Year , YTG = Year to go , YTD = Year to date , GM = Gross Margin , COGS = Cost of goods sold





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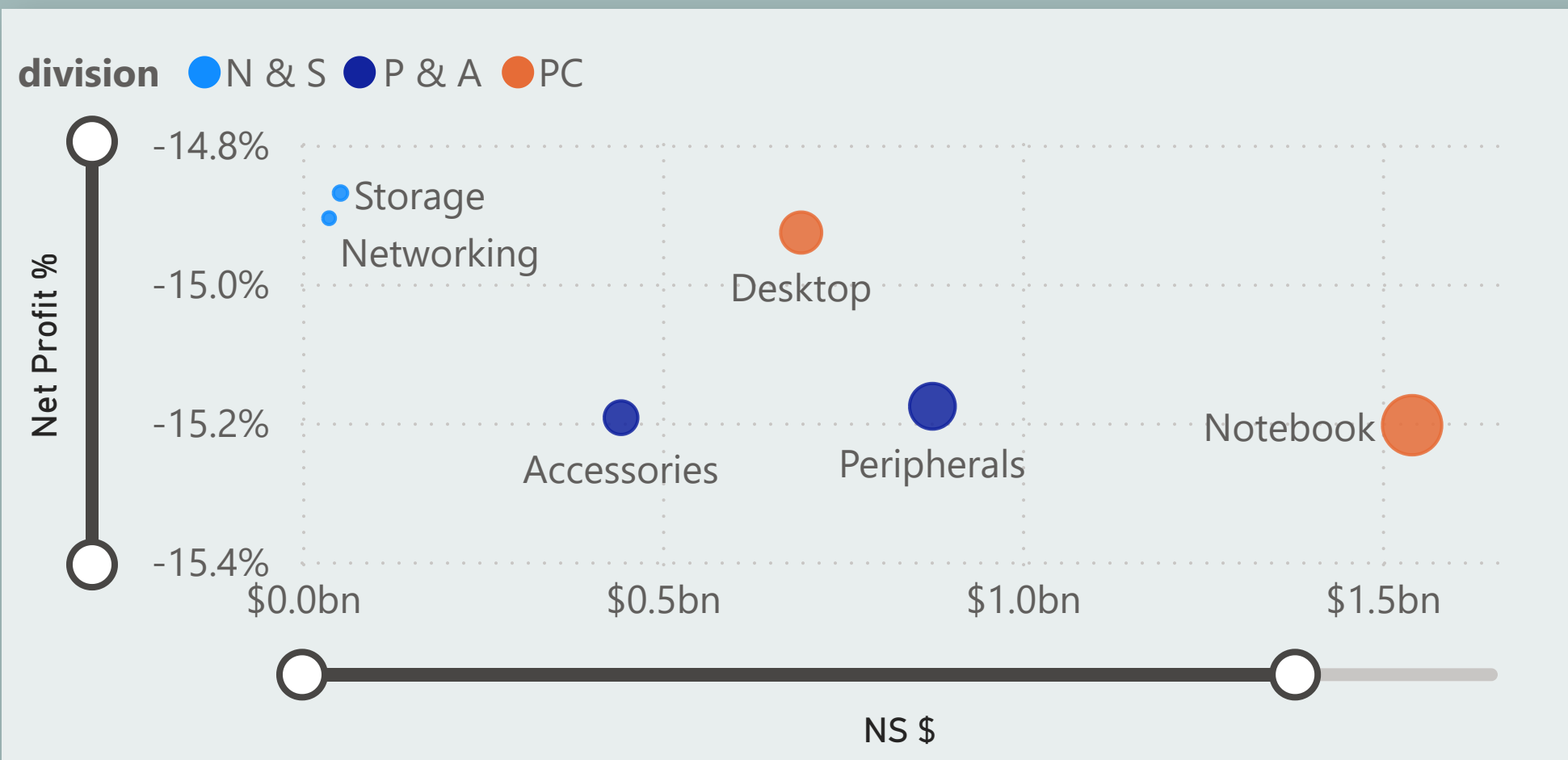
2021

Qtr 4

2022  
Est

Show GM %

Performance Matrix



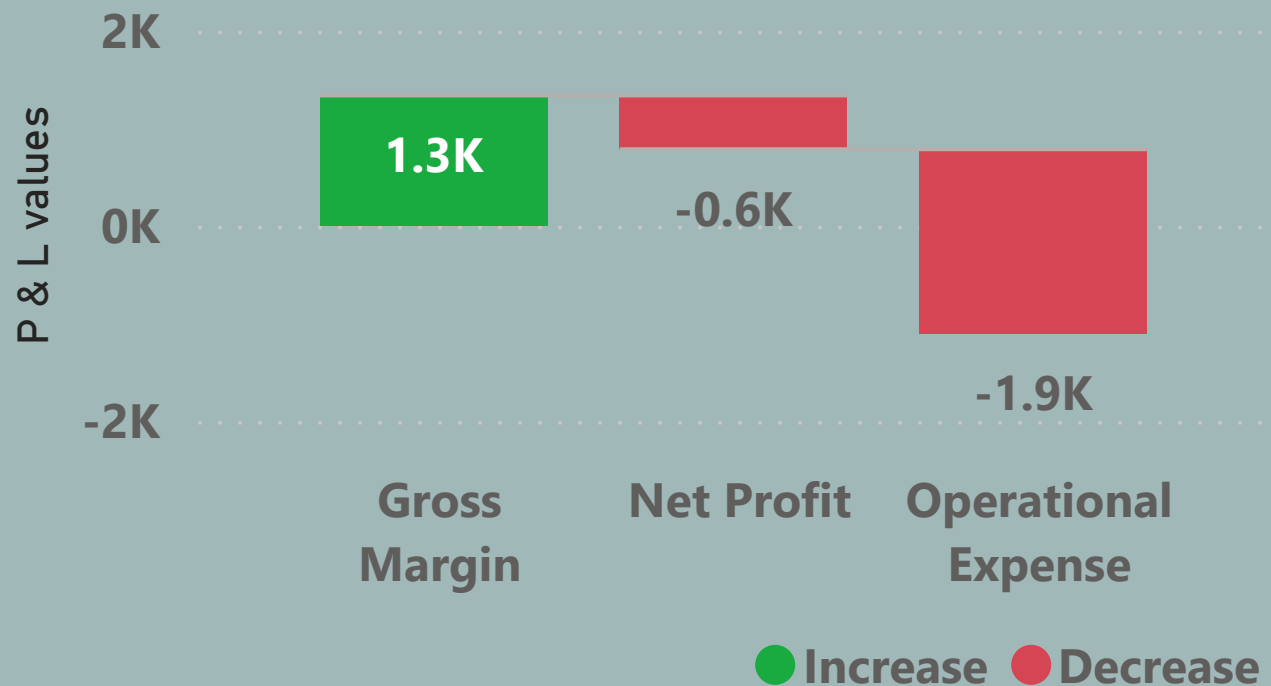
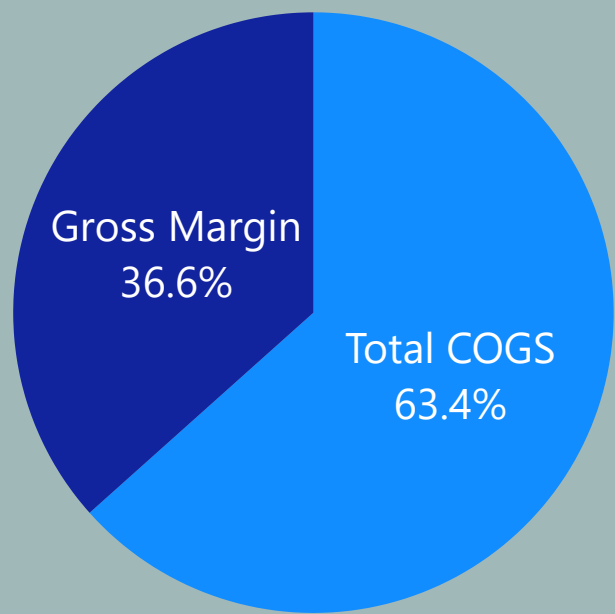
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	\$1,541.95M	563.74M	36.6%	-234.44M	-15.20%
Peripherals	\$875.62M	320.02M	36.5%	-132.89M	-15.18%
Desktop	\$693.22M	255.12M	36.8%	-103.47M	-14.93%
Accessories	\$443.03M	161.90M	36.5%	-67.31M	-15.19%
Storage	\$53.30M	19.67M	36.9%	-7.93M	-14.87%
Networking	\$37.45M	13.83M	36.9%	-5.58M	-14.91%
Total	\$3,644.58M	1,334.28M	36.6%	-551.62M	-15.14%

Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$5.34M	-4.00M	-75.0%	-6.08M	-113.81%
EU	\$775.48M	267.80M	34.5%	-95.52M	-12.32%
NA	\$939.99M	380.26M	40.5%	-168.86M	-17.96%
APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.62%
Total	\$3,644.58M	1,334.28M	36.6%	-551.62M	-15.14%

Unit Economics



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Est

81.17%✓

LY: 0.80 (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.04K✓

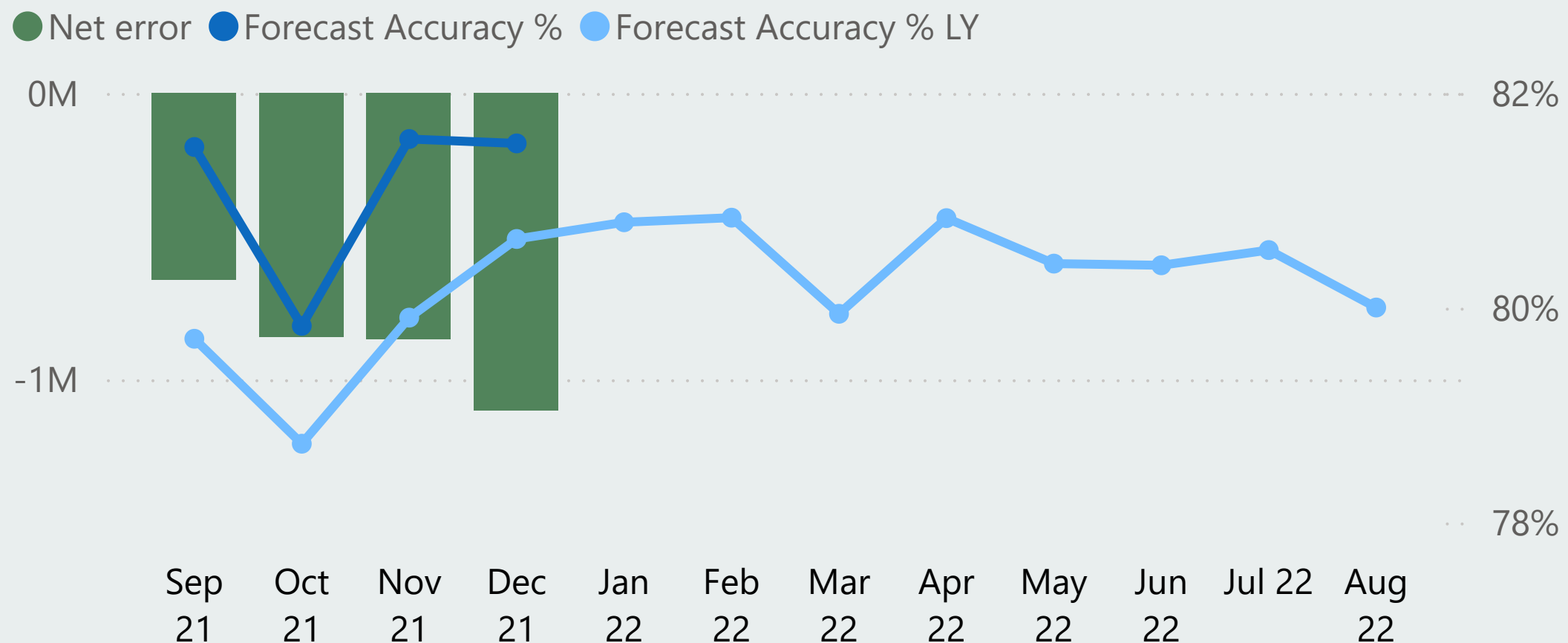
LY: 9780.74K (-29.46%)

Abs Error

Key Metrics by Customers

customer	Forecast Accuracy %	Net error	Risk	Forecast Accuracy % LY	Net error %
Unity Stores	8.32%	-35536	OOS	0.45	-61.31%
Forward Stores	10.77%	-109913	OOS	0.51	-71.10%
Nova	17.70%	-7932	OOS	0.42	-47.21%
Elite	20.90%	-80439	OOS	0.51	-55.95%
Sorefoz	23.48%	-100677	OOS	0.55	-61.15%
Insight	25.04%	-43440	OOS	0.27	-43.51%
Novus	25.04%	-187343	OOS	0.25	-40.83%
Elkjøp	26.90%	-115397	OOS	0.54	-60.92%
Media Markt	28.17%	-101119	OOS	0.53	-56.47%
Digimarket	28.21%	-95328	OOS	0.41	-46.59%
Synthetic	30.36%	-191078	OOS	0.38	-36.09%
Vijay Sales	30.76%	-137937	OOS	0.43	-25.92%
Girias	31.58%	-154361	OOS	0.45	-31.74%
Sound	32.34%	-97958	OOS	0.53	-41.81%
Epic Stores	32.38%	-61593	OOS	0.52	-37.53%
Total	81.17%	-3472690	OOS	0.80	-9.48%

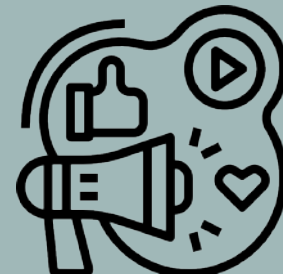
Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Net error	Risk
Accessories	87.42%	341468	EI
Desktop	87.53%	78576	EI
Networking	93.06%	-12967	OOS
Notebook	87.24%	-47221	OOS
Peripherals	68.17%	-3204280	OOS
Storage	71.50%	-628266	OOS
Total	81.17%	-3472690	OOS

OOS = Out of stock , EI = Excess Inventory , BM = Benchmark , LY=Last Year , NS = Net Sales , YTG = Year to go , YTD = Year to date , GM = Gross Margin



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**\$3.64bn✓**  
BM: 806.07M  
(+352.14%)

Net sales

**36.6%✓**  
BM: 35.16%  
(+4.12%)

GM %

**-15.14%!**   
BM: -8.01%  
(-89.04%)

Net Profit %

**81.17%✓**  
LY: 0.80 (+1.2%)

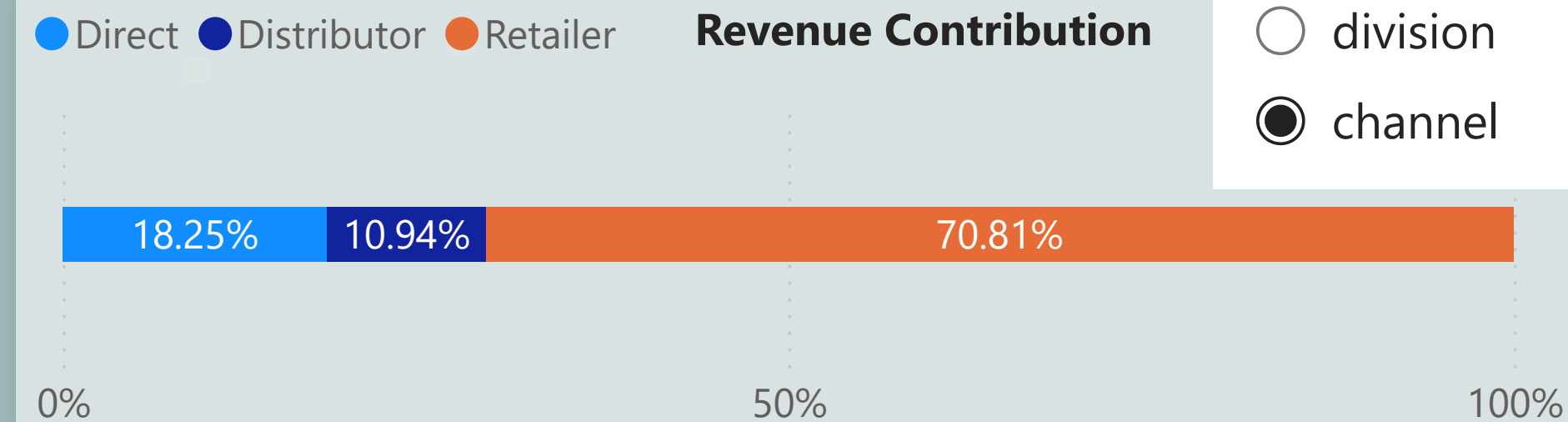
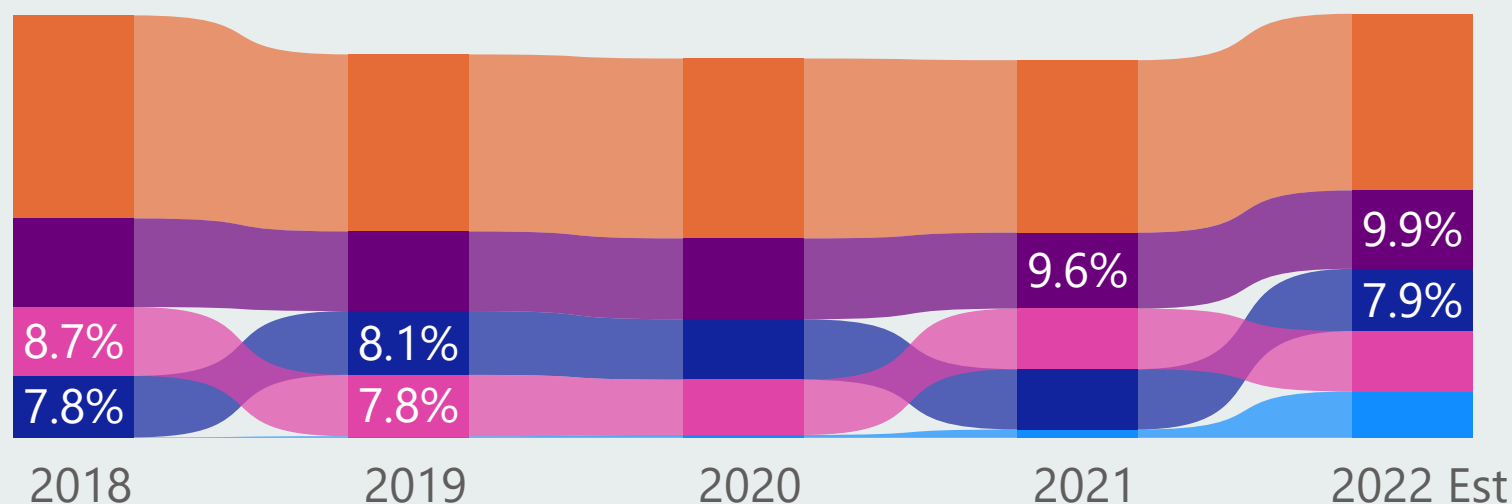
Forecast Accuracy

## Key Insights by subzone

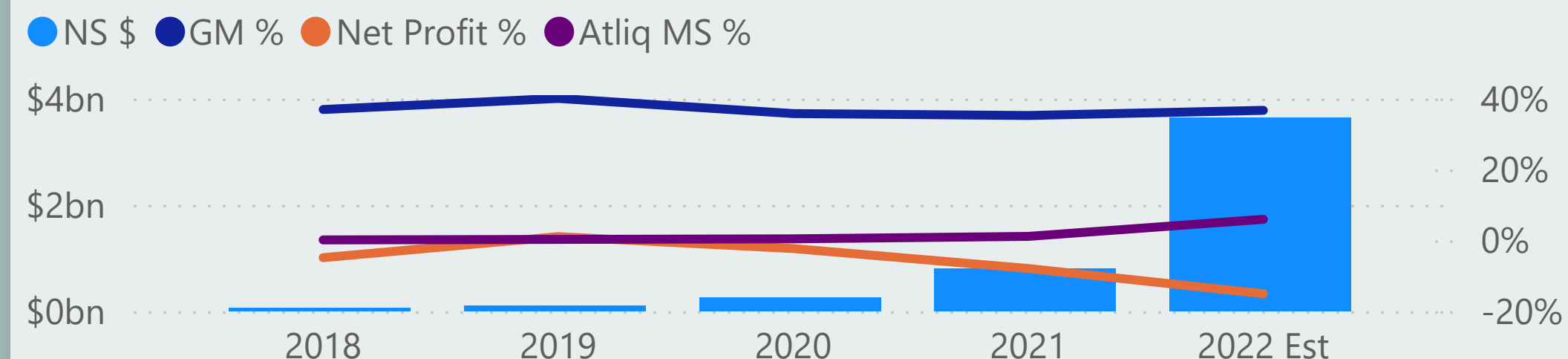
sub_ zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net error %	Risk
SE	\$317.78M	8.72%	37.0% ↓	-4.00%	16.4%	-55.47%	OOS
ROA	\$788.66M	21.64%	34.2% ↓	-6.32%	8.3%	-4.56%	OOS
ANZ	\$189.78M	5.21%	43.5%	-7.39%	1.4%	-37.61%	OOS
NA	\$939.99M	25.79%	40.5%	-17.96%	4.9%	14.35%	EI
Total	\$3,644.58M	100.00%	36.6%	-15.14%	5.9%	-9.48%	OOS

## PC 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 %	GM % Variance
Amazon	12.83%	33.0%	-0.95%
Atliq e Store	8.34%	36.9% ↓	0.66%
Atliq Exclusive	9.91%	46.0%	-2.28%
Flipkart	3.80%	42.1%	-11.91%
Sage	3.51%	31.5% ↓	3.63%
Total	38.39%	38.0%	-1.48%

## Top 5 Products by Revenue

product	RC %	GM %	GM % Variance
AQ Smash 2	4.13%	35.9%	-0.05%
AQ Smash 1	3.81%	36.0% ↓	0.21%
AQ HOME	5.70%	36.5%	-0.97%
Allin1 Gen 2			
AQ BZ Allin1 Gen 2	5.41%	37.0%	-37.01%
AQ Home Allin1	4.12%	37.2%	-1.72%
Total	23.18%	36.6%	-0.67%

RC = Revenue Contribution , BM = Benchmark , NS = Net Sales , LY = Last Year , YTG = Year to go , YTD = Year to date , GM = Gross Margin , COGS = Cost of goods sold



# 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

New to Power BI?

Get an issue resolved

Add new requests

Check out the  
contingency plan

Provide Feedback

