



Business Insight 360



Wednesday, November...



Dec 21



Finance View

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



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.



Information

Values are in Dollars & Millions



Support



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready
with Power BI

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ REGION☐ CATEGORY

Secondary Parameter

☒ Market☐ Product

REGION

Values

Chg %

APAC

147.98

107.48

NA

62.21

182.70

EU

55.79

224.03

LATAM

2.00

141.89

Total

267.98

140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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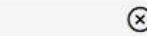
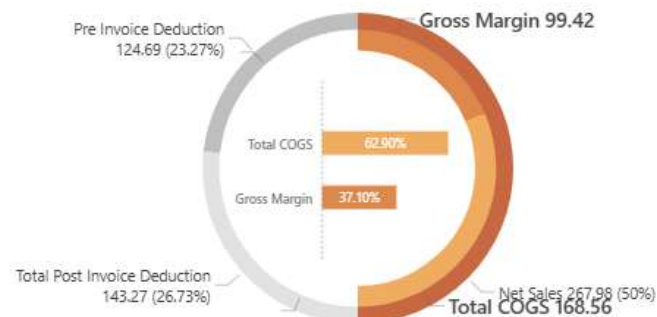
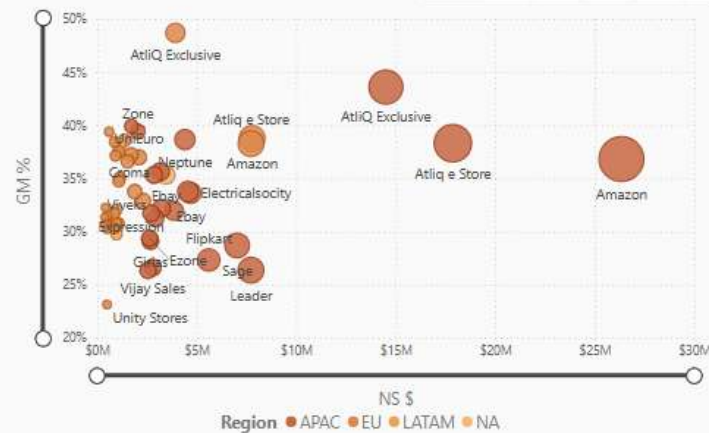
All values in Million \$

Get Job Ready
with Power BI

Net Sales Performance Over Time

Gross Margin%
Variance

0%

Error fetching data for this visual [See details](#)

Product

Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	18.89M	37.96%	-8.68%
AtliQ e Store	\$31.74M	11.89M	37.47%	-8.59%
AtliQ Exclusive	\$22.97M	10.52M	45.79%	-5.42%
Flipkart	\$10.92M	3.66M	33.54%	-3.75%
Ebay	\$8.15M	2.80M	34.34%	-19.35%
Sage	\$8.32M	2.60M	31.22%	-28.55%
Leader	\$7.73M	2.04M	26.36%	-45.22%
Neptune	\$4.41M	1.70M	38.66%	-16.07%
Electricalsocity	\$4.56M	1.54M	33.77%	-23.82%
Expression	\$3.86M	1.23M	31.95%	-20.01%
Reliance Digital	\$3.36M	1.22M	36.36%	-15.39%
Croma	\$3.19M	1.14M	35.65%	-21.73%
Propel	\$3.23M	1.04M	32.18%	-21.92%
Electricalslytical	\$3.41M	0.93M	27.32%	-33.99%
Viveks	\$2.92M	0.91M	31.25%	-21.90%
Lotus	\$2.72M	0.86M	31.71%	-21.62%
Total	\$211.40M	76.80M	36.33%	-14.70%



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vs LY vs Target

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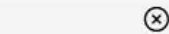
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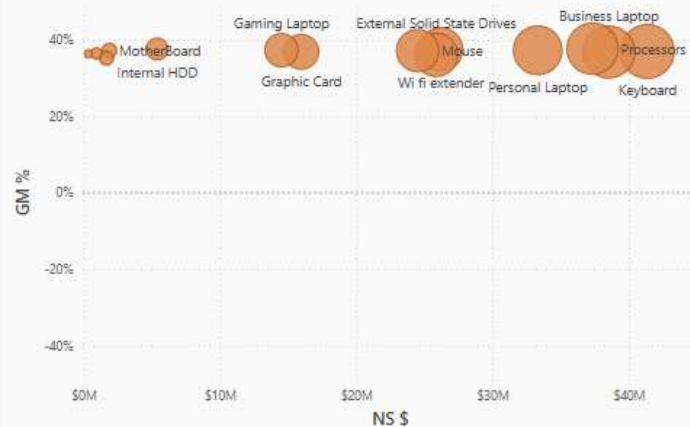
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All values in Million \$

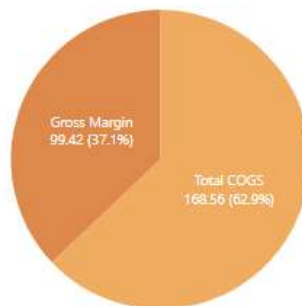
Get Job Ready
with Power BIError fetching data for this visual [See details](#)

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation

Segment ☒ Market

Segment Category

Category	NS \$	GM %	NP \$	NP %	Δ NP %
Processors	\$37.35M	37.71%	-0.09M	-0.25%	-107.34%
Internal HDD	\$5.41M	37.63%	-0.02M	-0.31%	-111.42%
Wi fi extender	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Mouse	\$24.51M	37.21%	-0.17M	-0.68%	-130.46%
Personal Laptop	\$33.33M	37.27%	-0.23M	-0.69%	-134.01%
MotherBoard	\$1.90M	37.22%	-0.01M	-0.72%	-131.88%
Keyboard	\$41.37M	37.00%	-0.39M	-0.95%	-139.21%
Gaming Laptop	\$14.52M	37.31%	-0.14M	-0.96%	-141.09%
Graphic Card	\$15.98M	36.88%	-0.17M	-1.06%	-144.33%
Business Laptop	\$38.54M	36.83%	-0.42M	-1.10%	-143.58%
Batteries	\$0.35M	36.35%	-0.01M	-1.68%	-182.91%
External Solid State ...	\$25.88M	36.10%	-0.45M	-1.74%	-182.91%
USB Flash Drives	\$1.68M	35.20%	-0.04M	-2.46%	-182.91%
Personal Desktop	\$0.95M	36.47%	-0.03M	-2.88%	-182.91%
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

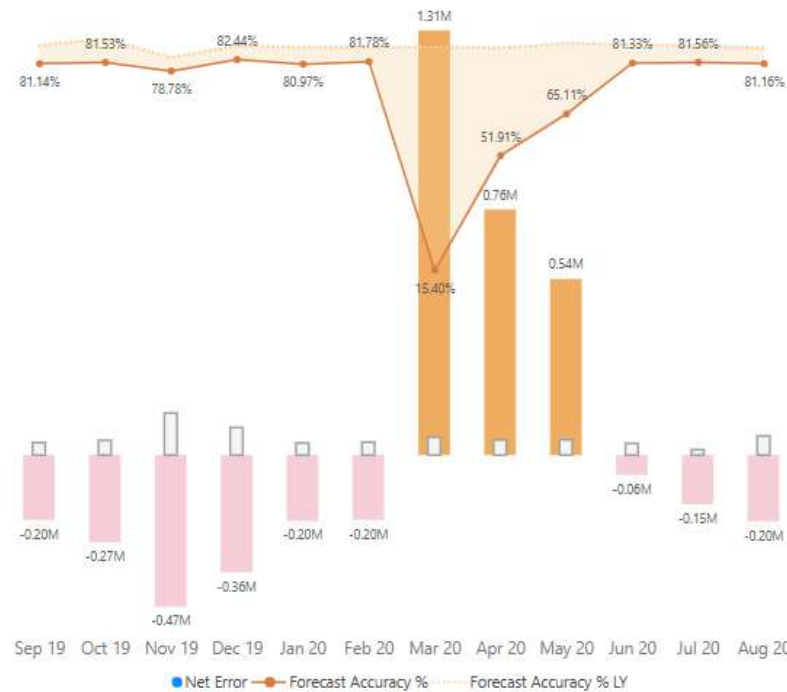
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AttiQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Attiq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkøo	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



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RC= Revenue Contribution

MS= Market Share

All values in Million \$

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Net Sales \$

\$267.98M

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Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

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Revenue
Contribution

Division

Channel

Direct Distributor Retailer

Trend: Key metrics over years

37.10%

GM %

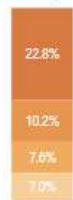
-0.85%

0.4%

Net Profit %

2020

Trend: Revenue Contribution over years



atliq bp dale innovo pacer

TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sae	3.1%	31.22% ▼
Total	46.2%	38.44%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx2	5.4%	37.96% ▼
AQ BZ Gen Y	4.5%	36.99% ▼
AQ Wi Power Dx1	4.4%	36.97% ▼
AQ Lite	4.3%	36.47% ▼
AQ BZ Compact	4.3%	36.47% ▼
Total	22.9%	37.02%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15% ▼	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07% ▼	-14.73%	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35% ▲	-1.79% ▼	-22.1%	OOS	0.3%
NE	\$30.68M	11.4%	37.97% ▲	-4.58% ▼	8.3%	EI	0.3%
SE	\$25.11M	9.4%	37.64% ▼	6.98% ▼	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36% ▼	12.62% ▲	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96% ▼	-0.08%	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%



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

Check out the contingency plan

New to Power BI?