



# Business Insights 360



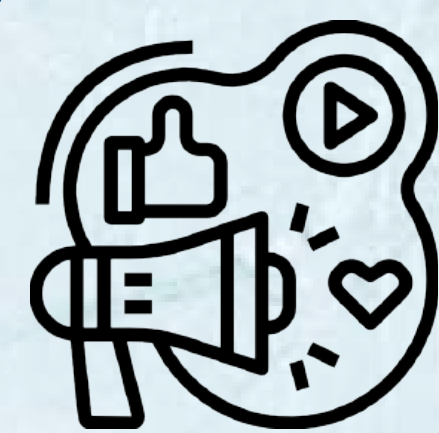
## Finance View

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 & view the same in **profitability / Growth matrix**.



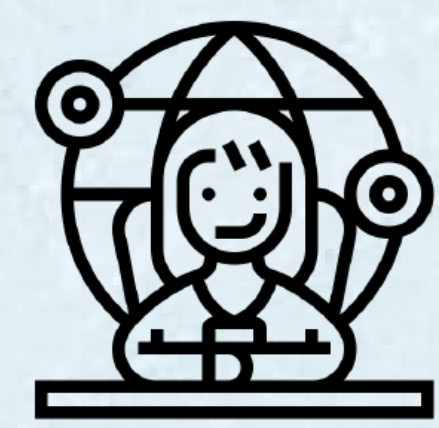
## Marketing View

Analyze product performance on Net Sales, Gross Margin, and **profitability / Growth metrics**.



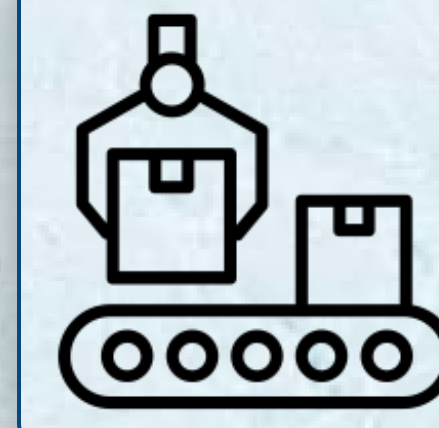
## Supply Chain View

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.



## Products

Analyze top and bottom 5 products by **Gross Margin% Growth YoY across the top 5 countries**, with post-discounts % trends for each customer.



Info



Support





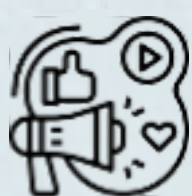
HOME



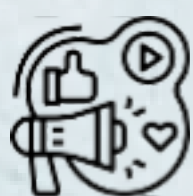
FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



PRODUCTS



## FILTERS

Select Benchmak (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 \$

Designed By: Saurabh Sable

\$267.98M

Net Sales (\$)

NS (\$)

BM: \$111.37M +140.61% ↗

37.10%

Gross Margin %

GM %

BM: 41.2% -9.95% ↘

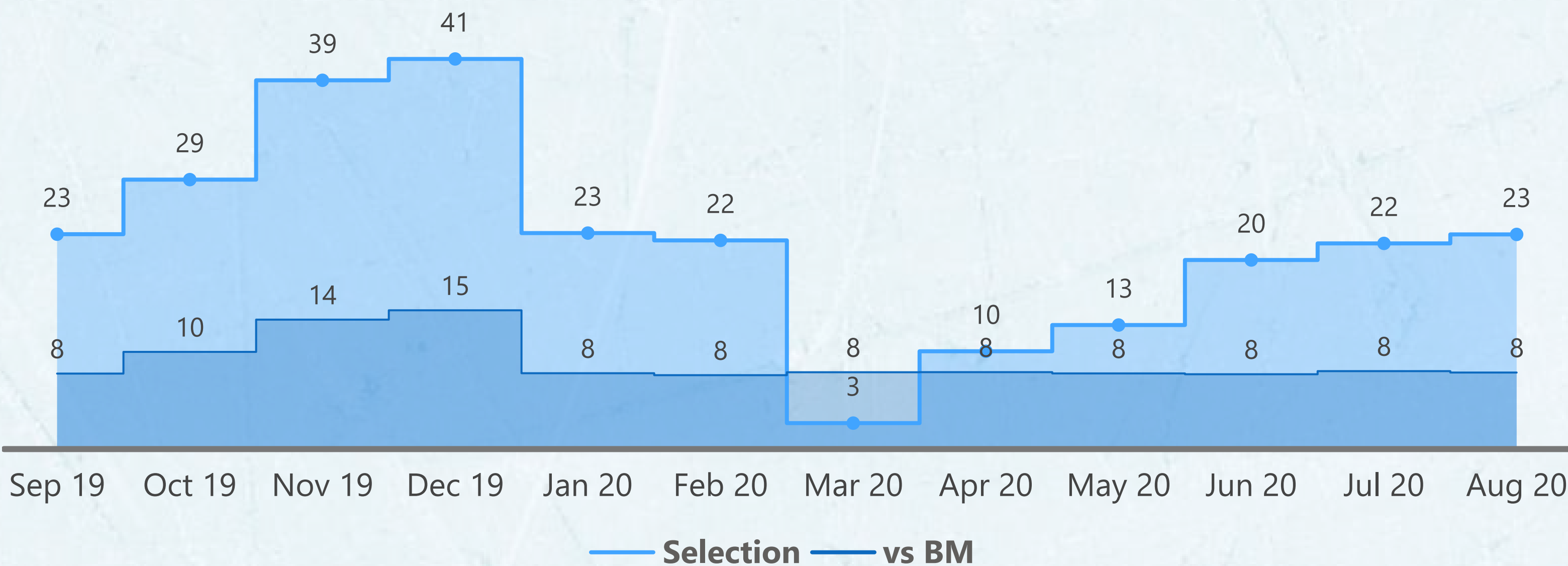
-0.85%

Net Profit %

NP %

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

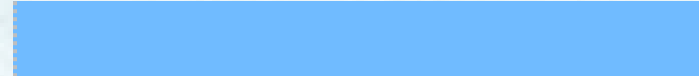
Values



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





FILTERS

Select Benchmak (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

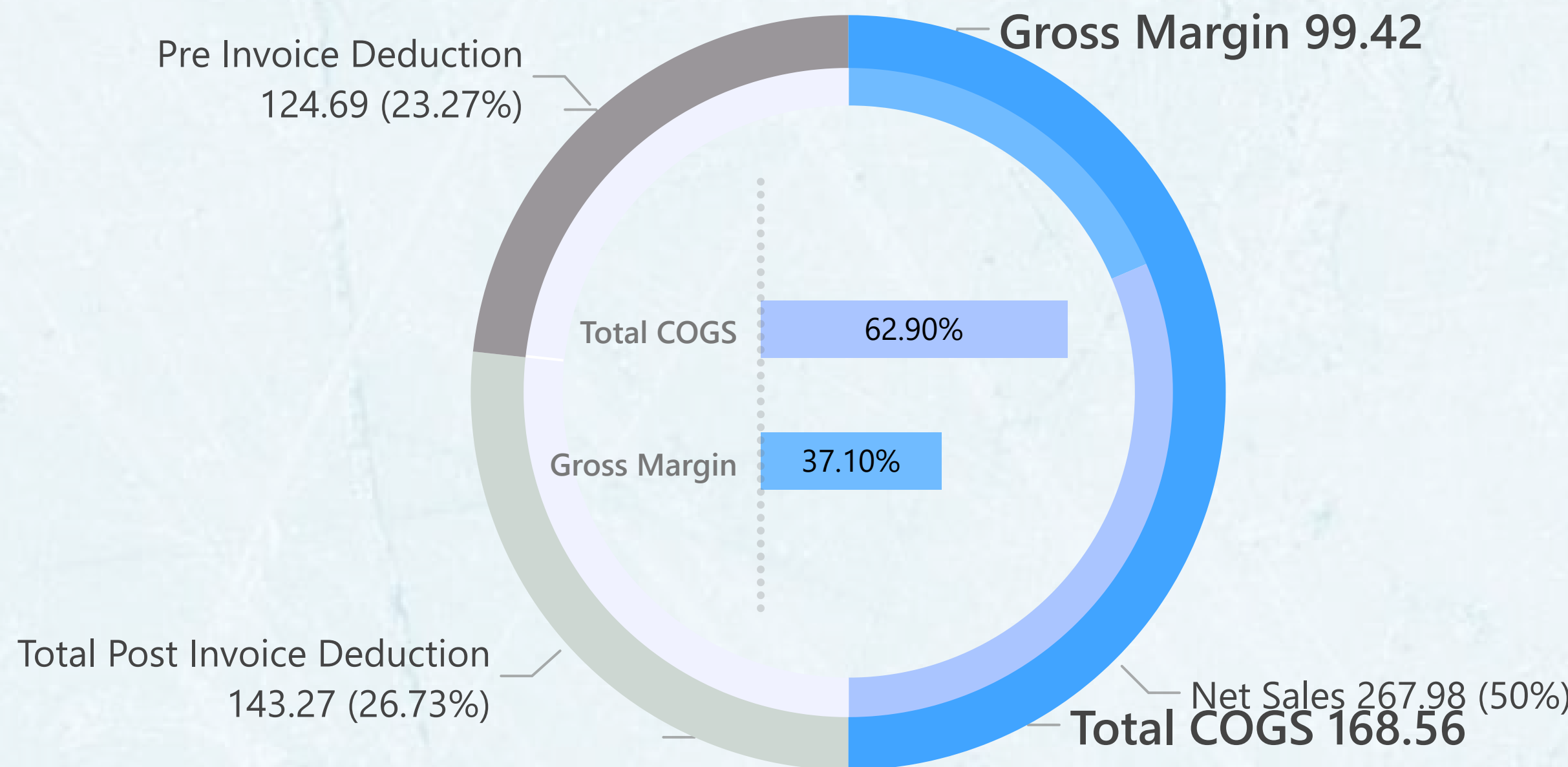
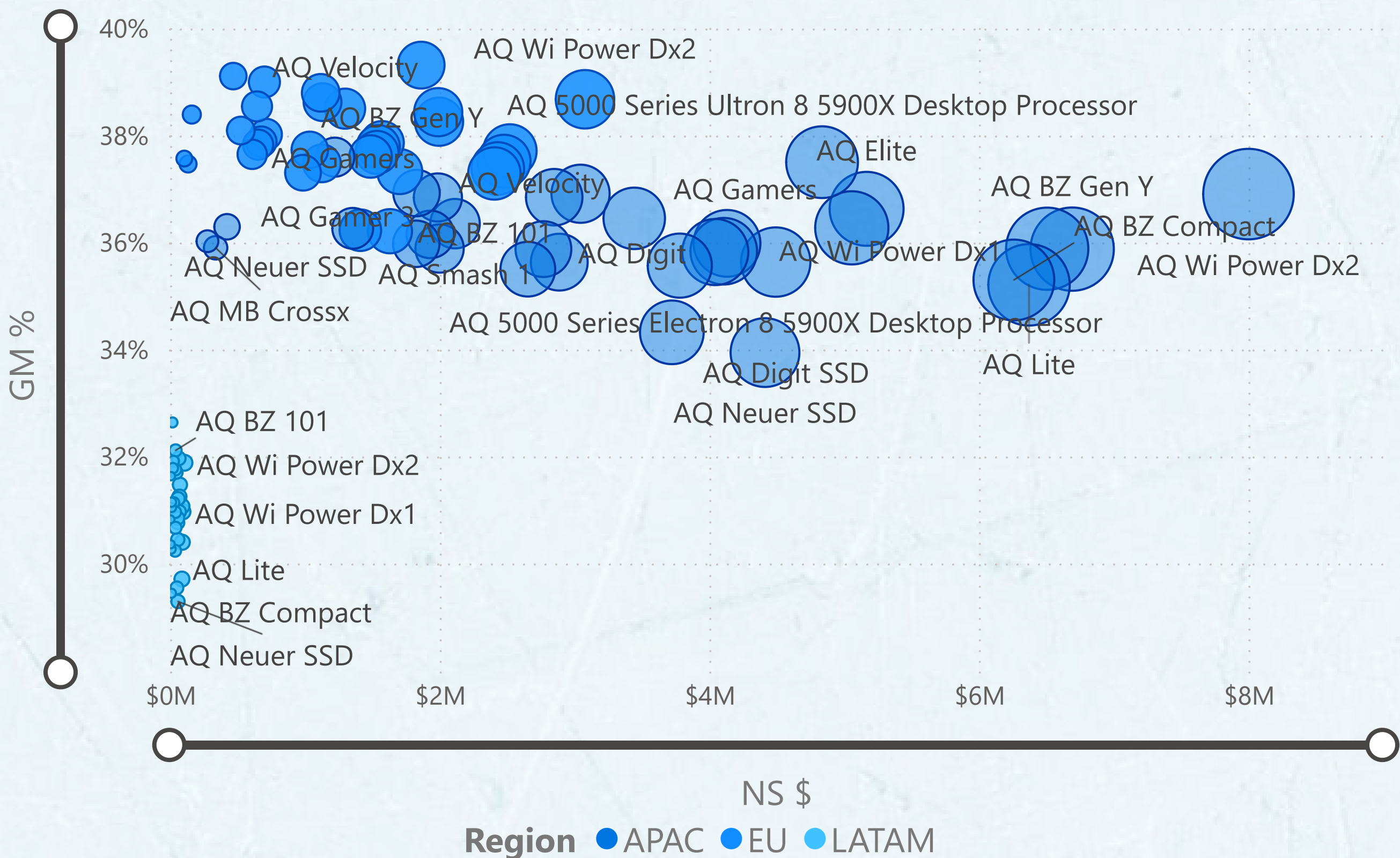
All values in Million \$

Designed By: Saurabh Sable

Net Sales Performance Over Time

Gross Margin%  
Variance

0%



Product Performance



Product

Customer

Product	NS \$	GM \$		GM %	Δ GM %
AQ Wi Power Dx2	\$14.37M	\$5.46M		37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	\$4.47M		36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	\$4.38M		36.97%	-8.37%
AQ Lite	\$11.55M	\$4.21M		36.47%	-12.85%
AQ BZ Compact	\$11.40M	\$4.16M		36.47%	-12.49%
AQ Elite	\$9.48M	\$3.58M		37.74%	-7.16%
AQ Gamers	\$9.34M	\$3.49M		37.41%	-10.03%
AQ 5000 Series Ultron 8 ...	\$8.77M	\$3.38M		38.59%	-9.02%
AQ 5000 Series Electron ...	\$8.19M	\$3.00M		36.66%	-13.78%
AQ 5000 Series Electron ...	\$7.52M	\$2.80M		37.20%	-12.12%
AQ Neuer SSD	\$7.85M	\$2.76M		35.20%	-13.96%
AQ Digit	\$7.45M	\$2.75M		36.96%	-10.10%
AQ Gamers Ms	\$7.33M	\$2.71M		36.97%	-10.86%
AQ Master wireless x1	\$6.95M	\$2.56M		36.77%	-11.15%
AQ Digit SSD	\$6.70M	\$2.38M		35.47%	-13.92%
AQ Velocity	\$6.27M	\$2.36M		37.68%	-8.03%
AQ BZ 101	\$5.49M	\$2.09M		38.01%	-7.75%
Total	\$200.16M	\$74.30M	74,304,252.61	37.12%	-9.90%





HOME



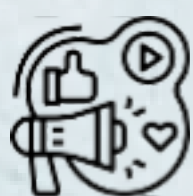
FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



PRODUCTS



FILTERS

Select Benchmak (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

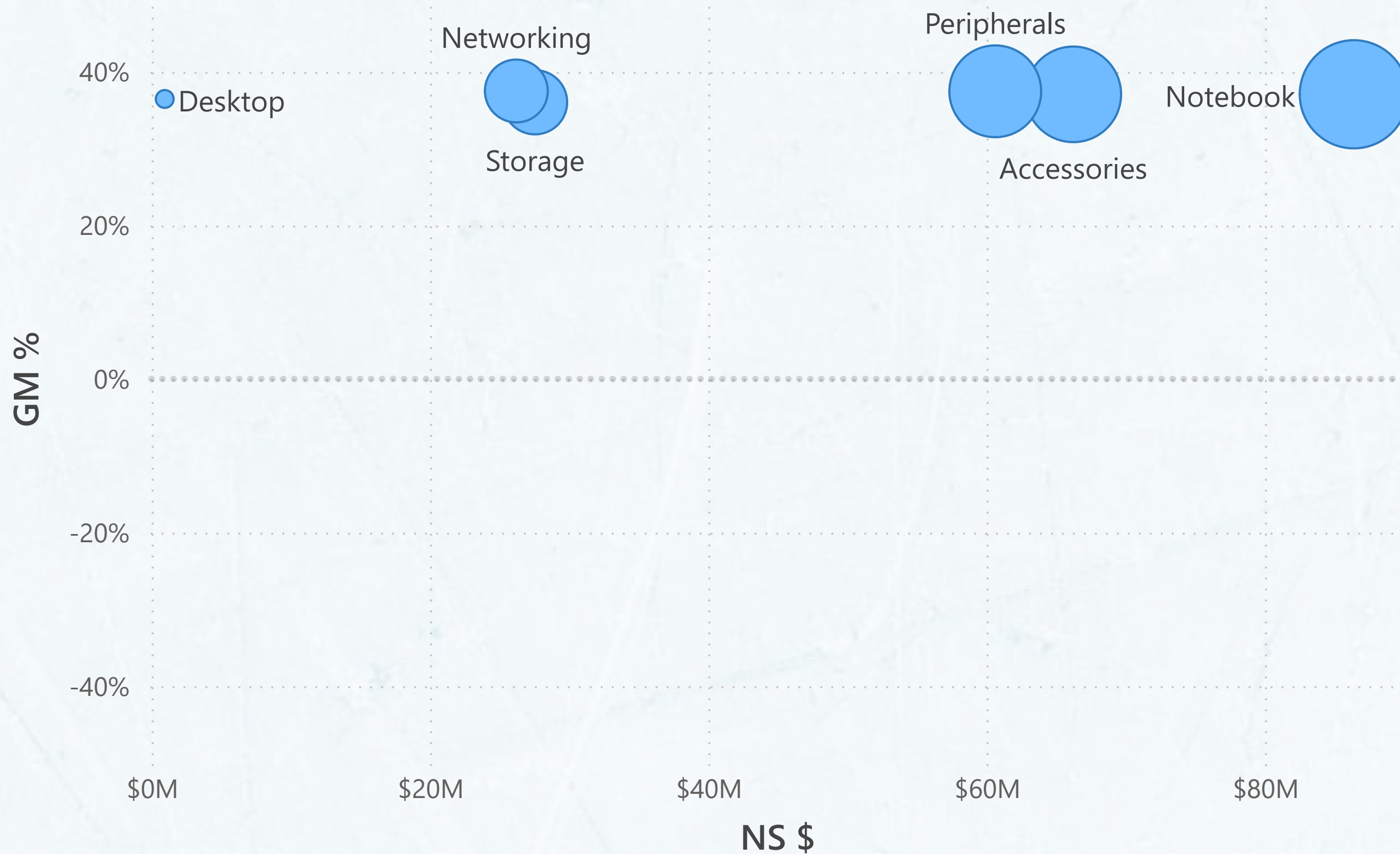
All values in Million \$

Designed By: Saurabh Sable

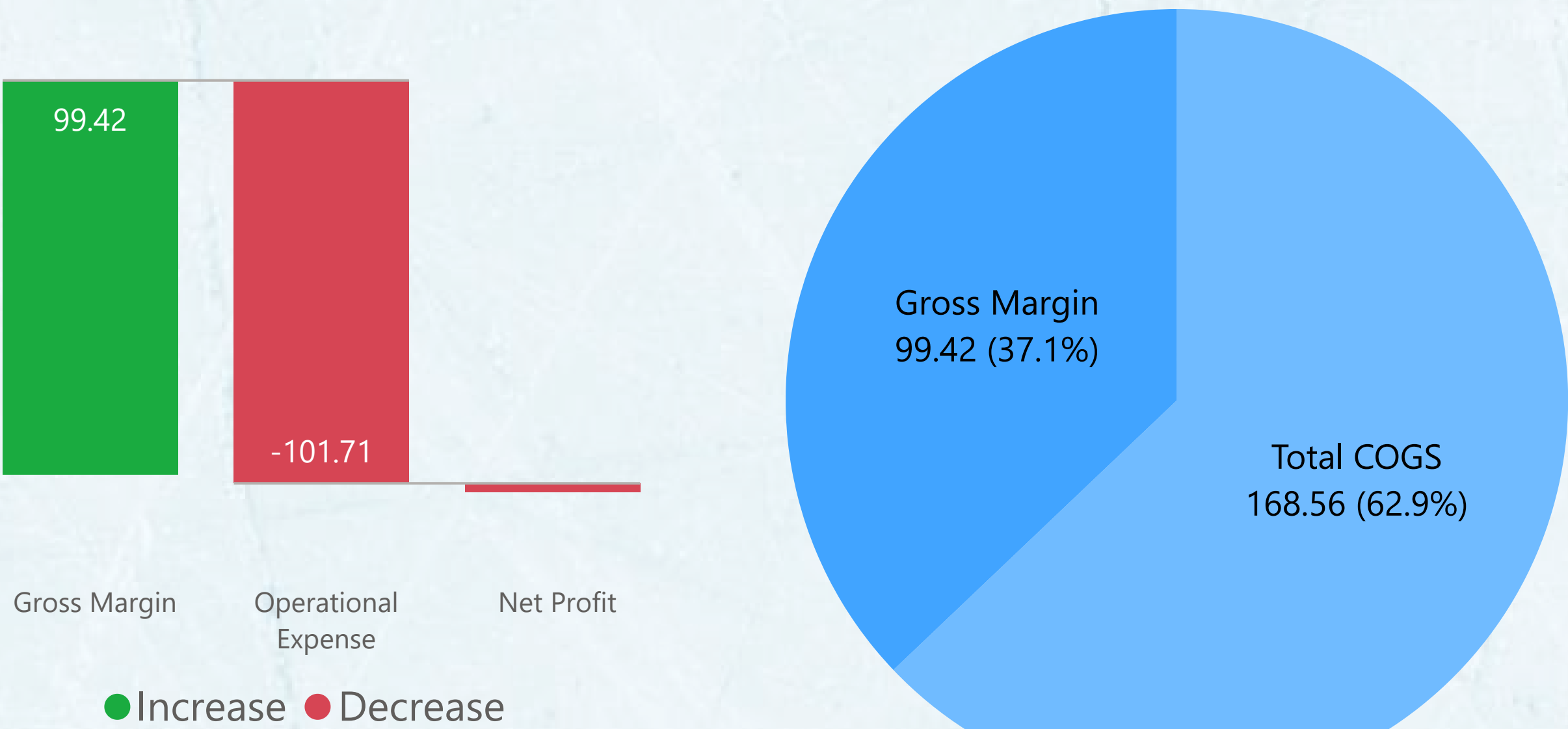
Performance Matrix

GM %

NP %



Net Sales & Gross Margin Bifurcation



Segment

Market

Region

Market

Region	NS \$	GM %	NP \$	NP %	NP BAR	Δ NP %
APAC	\$147.98M	35.97%	-1.52M	-1.03%		-116.88%
EU	\$55.79M	37.82%	0.35M	0.62%		165.48%
LATAM	\$2.00M	30.96%	0.00M	-0.08%		-101.11%
NA	\$62.21M	39.35%	-1.11M	-1.79%		-80.25%
Total	\$267.98M	37.10%	-2.29M	-0.85%	-0.01	-138.68%





FILTERS

Select Benchmak (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 \$

Designed By: Saurabh Sable

72.99%

Forecast Accuracy

FCA %

LY: 86.45% -15.57% ↘

6M

ABS Error

ABS

Error

LY: 1.55M +271.06% ↗

492K

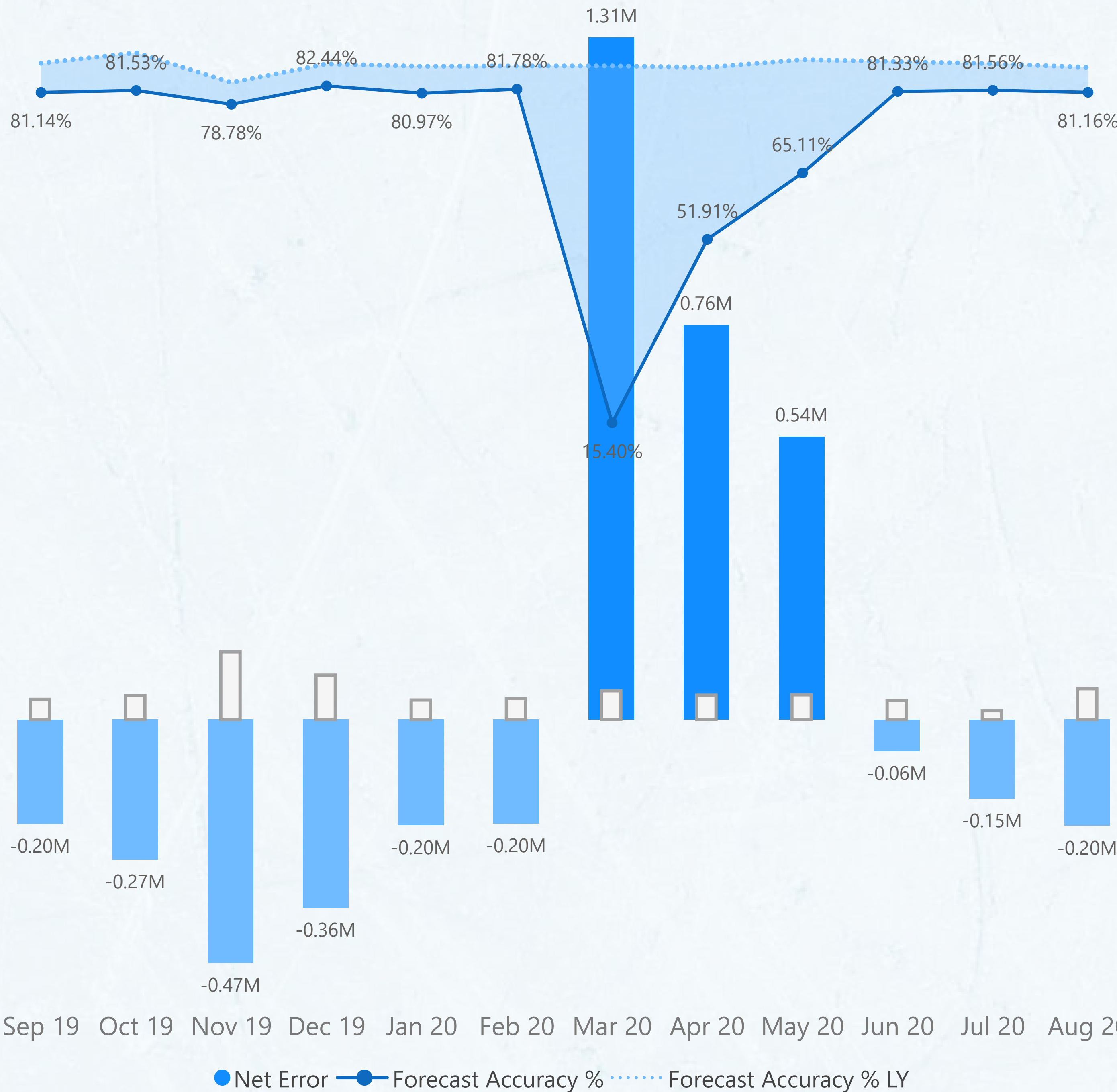
Net Error

Net

Error

LY: 0.64M -22.88% ↘

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.76%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.48%	OOS
Radio Popular	50.36%	58.50%	39K	19.89%	EI
Mbit	49.13%	55.20%	7K	6.47%	EI
Expert	48.84%	64.24%	33K	14.52%	EI
Amazon	48.43%	78.07%	-917K	-31.93%	OOS
UniEuro	45.77%	32.17%	63K	27.48%	EI
Elkjøp	45.00%	12.35%	78K	39.29%	EI
Total	72.99%	86.45%	492K	2.31%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.86%	EI
Notebook	76.65%	83.02%	147K	22.59%	EI
Peripherals	75.18%	85.06%	193K	7.43%	EI
Accessories	71.42%	90.20%	-168K	-1.40%	OOS
Desktop	70.07%		0K	-2.00%	OOS
Networking	52.50%	81.50%	-379K	-28.90%	OOS
Total	72.99%	86.45%	492K	2.31%	EI





FILTERS

Select Benchmak (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 \$

Designed By: Saurabh Sable

\$267.98M

Net Sales (\$)

NS (\$)

BM: \$111.37M +140.61% ↗

37.10%

Gross Margin %

GM %

BM: 41.2% -9.95% ↘

-0.85%

Net Profit %

NP %

BM: 2.21% -138.68% ↘

72.99%

Forecast Accuracy

FCA %

BM: 86.45% -15.57% ↘

Revenue Contribution

Division

Channel

20.4% 10.8% 68.8%

Direct Distributor Retailer

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	NP %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87%	9.35%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73%	-0.82%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79%	-22.10%	OOS	0.3%
NE	\$30.68M	11.4%	37.97%	-4.58%	8.34%	EI	0.3%
SE	\$25.11M	9.4%	37.64%	6.98%	11.01%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62%	24.23%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08%	1.20%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.31%	EI	0.4%

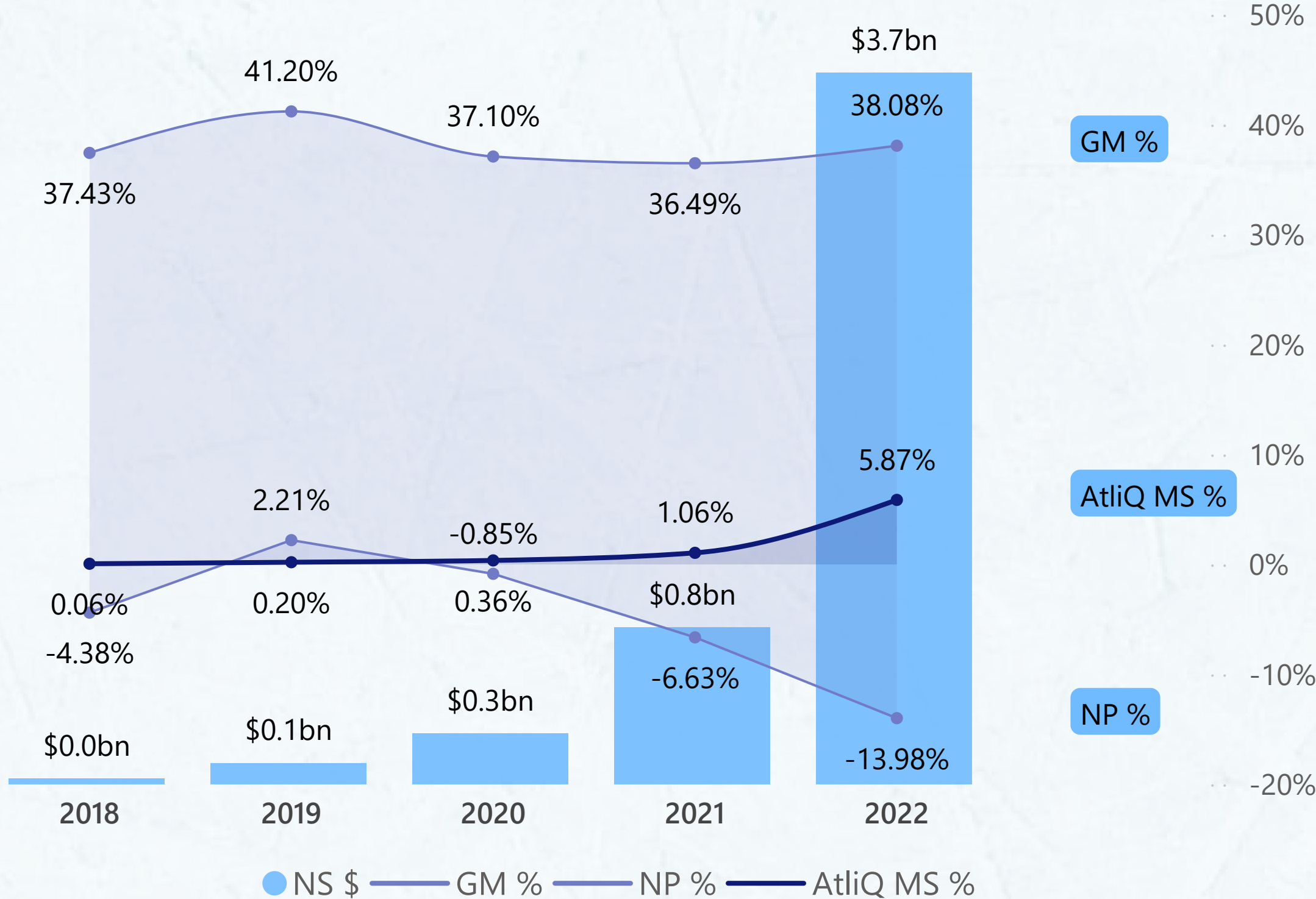
TOP 5 Customers

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%
Sage	3.1%	31.22%
Total	46.2%	38.44%

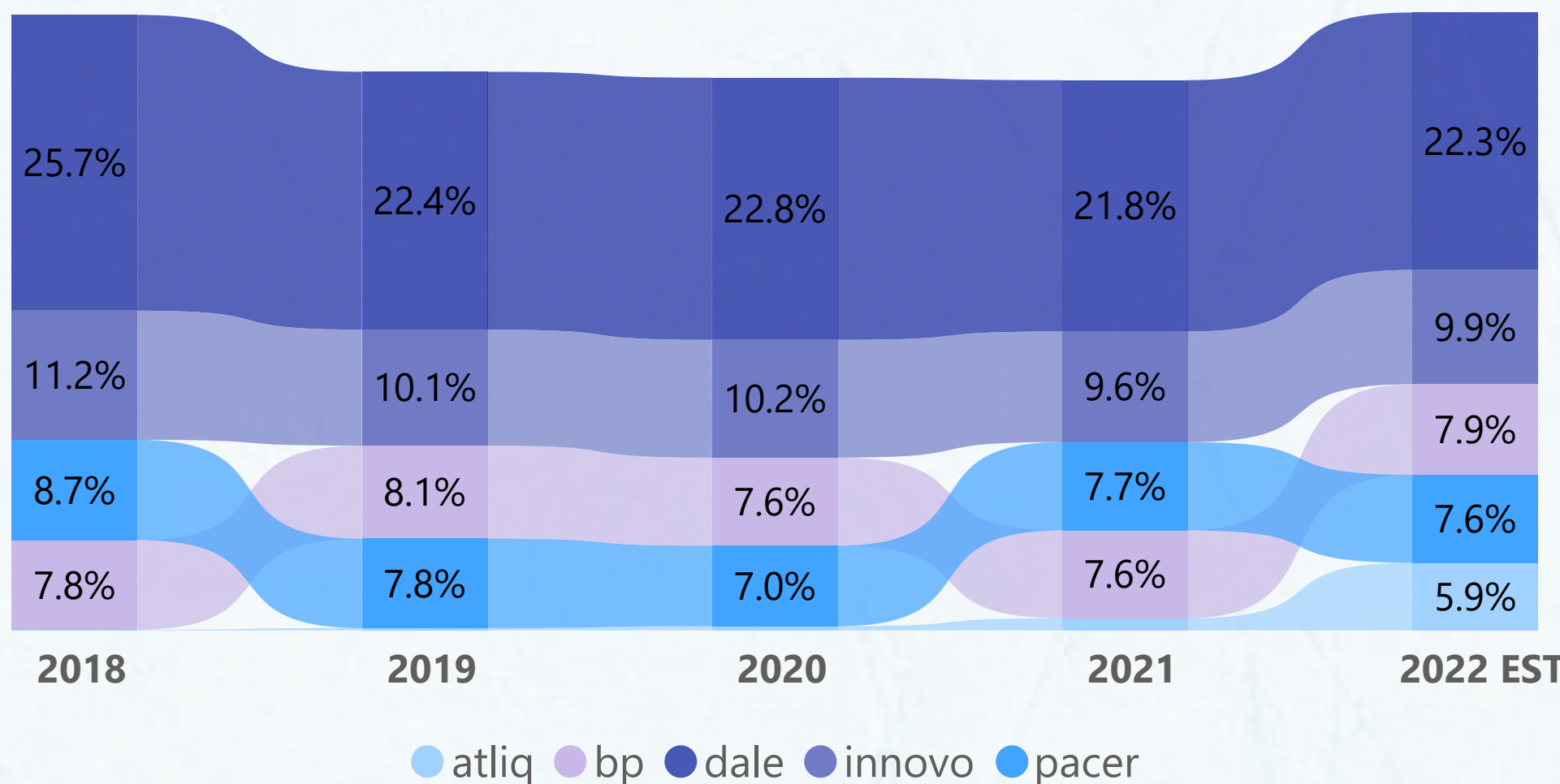
TOP 5 Products

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%

Trend: Key metrics over years



Trend: Revenue Contribution over years







HOME



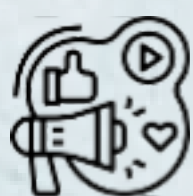
FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



PRODUCTS



## FILTERS

2019



2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

### Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

### Overall Markets Top & Bottom 5 Products based on GM% Growth

product	GM %	GM % LY	GM Growth %	product	GM %	GM % LY	GM Growth %
<div><div></div>AQ Electron 5 3600 Desktop Processor</div>	47.01%		47.01%	<div><div></div>AQ Digit SSD</div>	44.40%	42.58%	1.82%
<div><div></div>AQ Clx2</div>	46.63%		46.63%	<div><div></div>AQ LION x2</div>	44.18%		44.18%
<div><div></div>AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm</div>	46.87%	41.64%	5.24%	<div><div></div>AQ Pen Drive 2 IN 1</div>	43.26%		43.26%
<div><div></div>AQ Master wired x1 Ms</div>	46.73%	42.06%	4.67%	<div><div></div>AQ Smash 2</div>	43.61%		43.61%
<div><div></div>AQ 5000 Series Ultron 8 5900X Desktop Processor</div>	47.20%	43.53%	3.67%	<div><div></div>AQ Zion Saga</div>	44.29%		44.29%

### Markets

<div>Australia<div></div></div>	<div>Austria<div></div></div>	<div>Bangladesh<div></div></div>	<div>Brazil<div></div></div>	<div>Canada<div></div></div>	<div>Chile<div></div></div>
<div>China<div></div></div>	<div>Columbia<div></div></div>	<div>France<div></div></div>	<div>Germany<div></div></div>	<div>India<div></div></div>	<div>Indonesia<div></div></div>
<div>Italy<div></div></div>	<div>Japan<div></div></div>	<div>Mexico<div></div></div>	<div>Netherlands<div></div></div>	<div>Newzealand<div></div></div>	<div>Norway<div></div></div>

### Australia - Top & Bottom 5 Products based on GM% Growth

product	GM %	GM % LY	GM Growth %	product	GM %	GM % LY	GM Growth %
<div><div></div>AQ 5000 Series Ultron 8 5900X Desktop Processor</div>	47.20%	43.53%	3.67%	<div><div></div>AQ Digit SSD</div>	44.40%	42.58%	1.82%
<div><div></div>AQ Clx2</div>	46.63%		46.63%	<div><div></div>AQ LION x2</div>	44.18%		44.18%
<div><div></div>AQ Electron 5 3600 Desktop Processor</div>	47.01%		47.01%	<div><div></div>AQ Pen Drive 2 IN 1</div>	43.26%		43.26%
<div><div></div>AQ Master wired x1 Ms</div>	46.73%	42.06%	4.67%	<div><div></div>AQ Smash 2</div>	43.61%		43.61%
<div><div></div>AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm</div>	46.87%	41.64%	5.24%	<div><div></div>AQ Zion Saga</div>	44.29%		44.29%

Designed By: Saurabh Sable





# 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?**