



# 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..



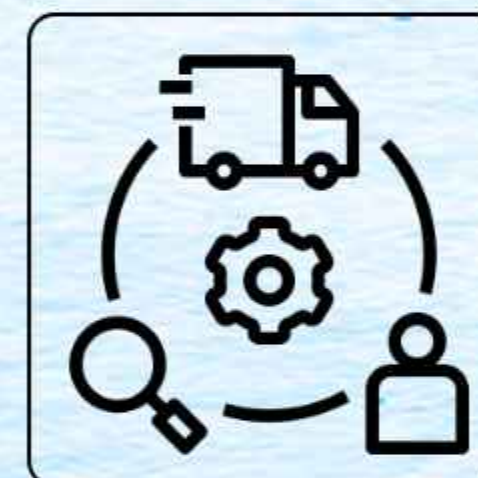
## Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



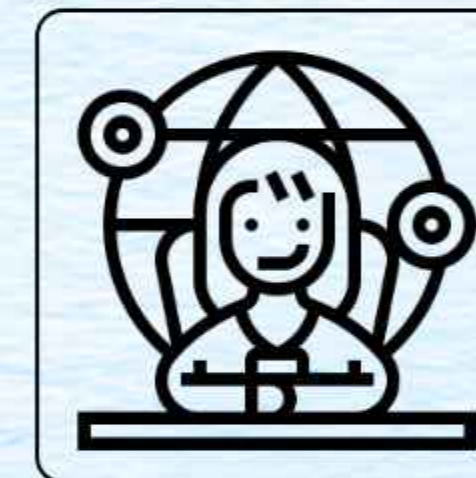
## Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



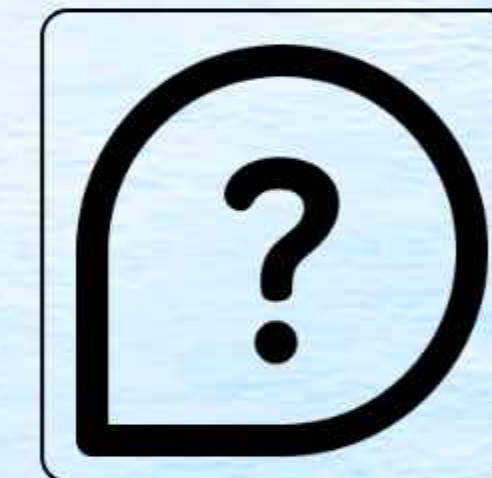
## Supply Chain View

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

customer

segment, category, product

2018

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

**\$3.74bn!**

BM: 3.81bn (-1.86%)

Net Sales

**38.08%!**

BM: 38.34% (-0.66%)

GM%

**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit%

## Profit &amp; Loss Statement

Line Item	2022EST	BM	Chg	Chg%
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
operational expenses	-1,945.30			
Net profit	-522.42			
Net profit%	-13.98	-14.19	0.21	-1.47

## Net Sales Performance Overtime

## Net Sales Performance Overtime

● Selection ● vs BM



## Top / Bottom Products &amp; Customers by Net Sales

region	P & L values	YOY%
APAC	1,923.77	
NA	1,022.09	
EU	775.48	
LATAM	14.82	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L values	YOY%
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

BM= Benchmark ,LY= Last Year





region, market

All

customer

All

segment, category, product

All

2018

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Q1

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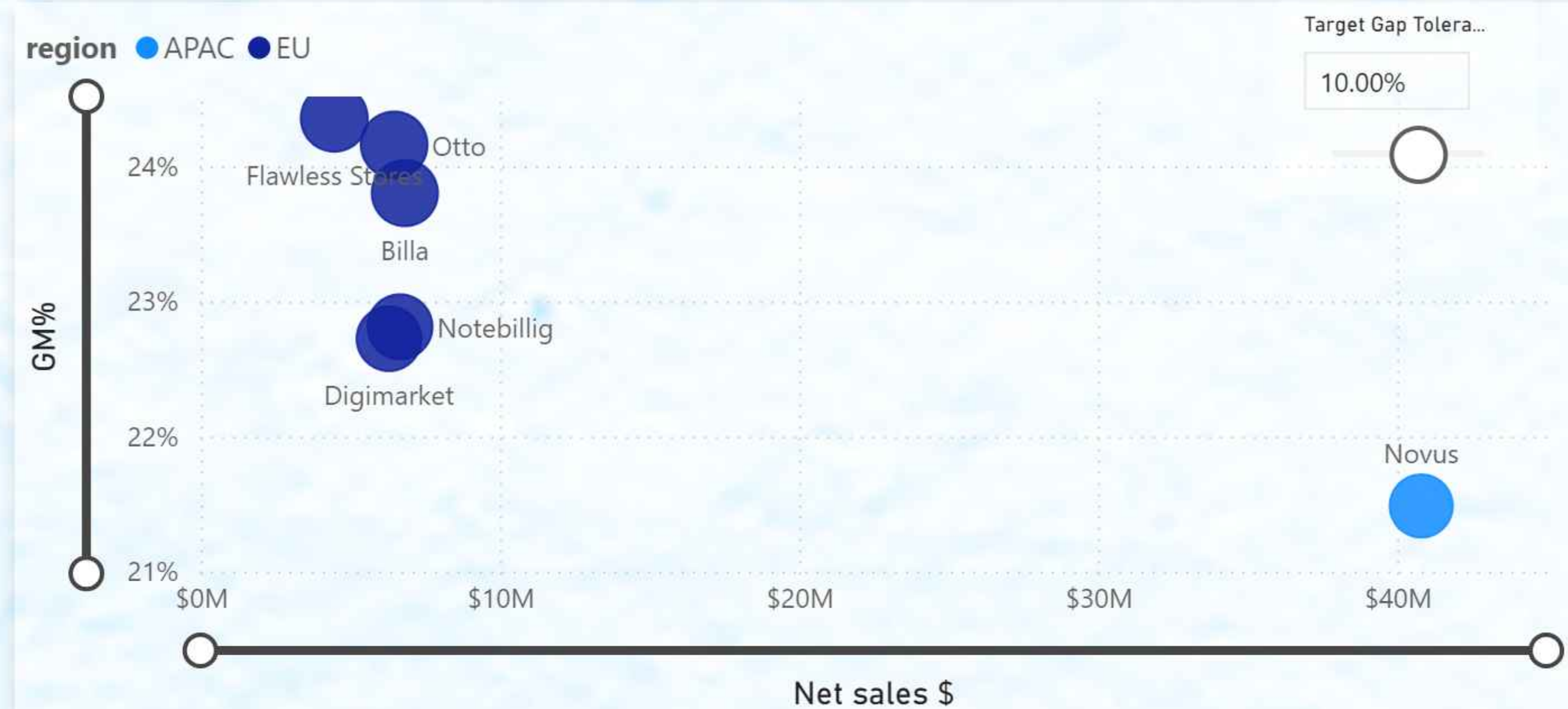
## Customer Performance

customer	Net sales \$	Gross margin\$	GM%
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.42M	24.51M	46.77%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Product Performance

segment	Net sales \$	Gross margin\$	GM%
⊕ Notebook	\$1,580.43M	600.96M	38.03%
⊕ Peripherals	\$897.54M	341.22M	38.02%
⊕ Desktop	\$711.08M	272.39M	38.31%
⊕ Accessories	\$454.10M	172.61M	38.01%
⊕ Storage	\$54.59M	20.93M	38.33%
⊕ Networking	\$38.43M	14.78M	38.45%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Performance Matrix



## Unit Economics



vs LY

vs  
Target





region, market

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022EST

Q1

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YTD

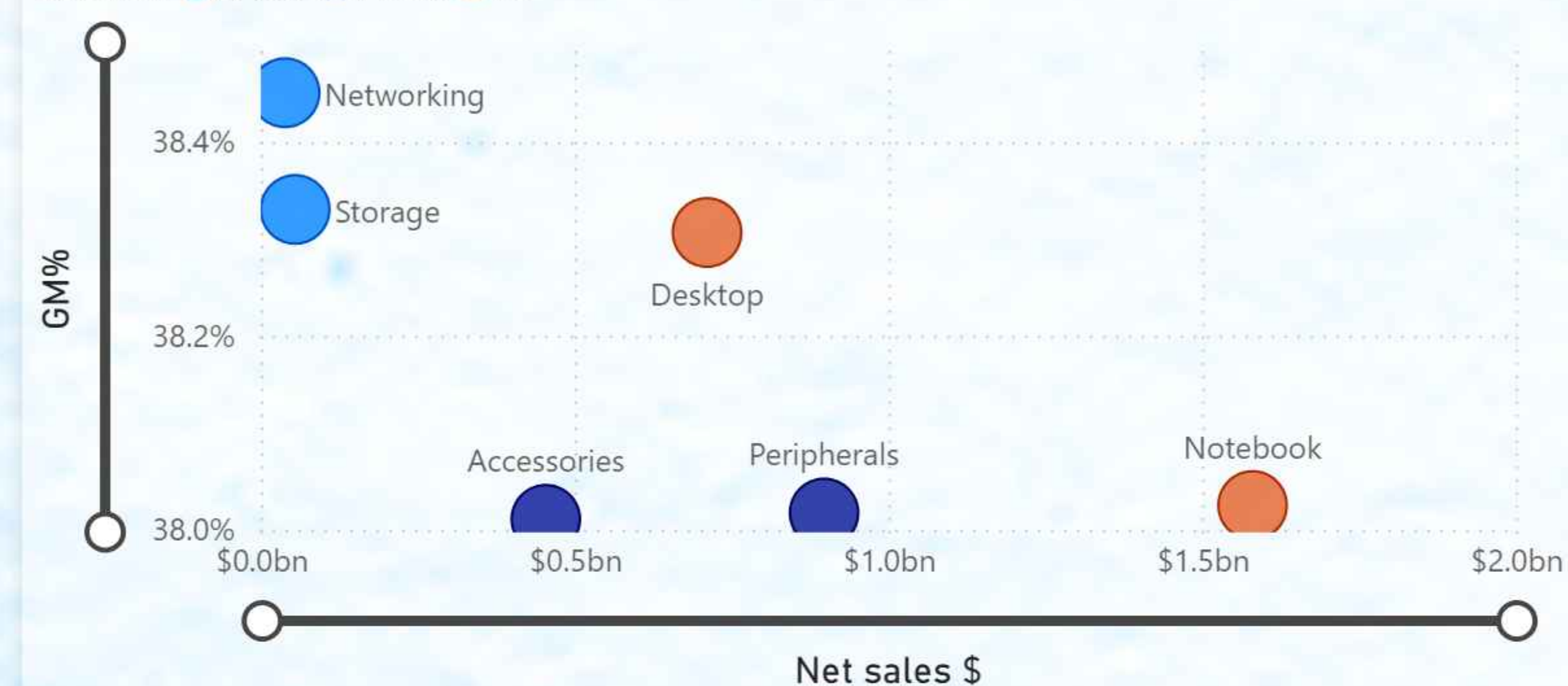
YTG

Show GM%

## Performance Matrix

## Product Performance

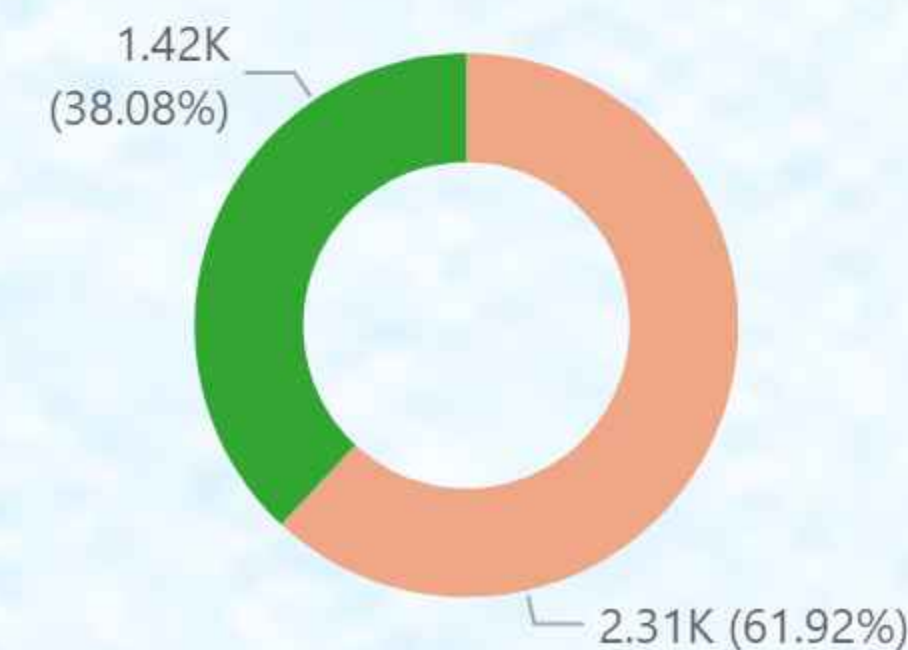
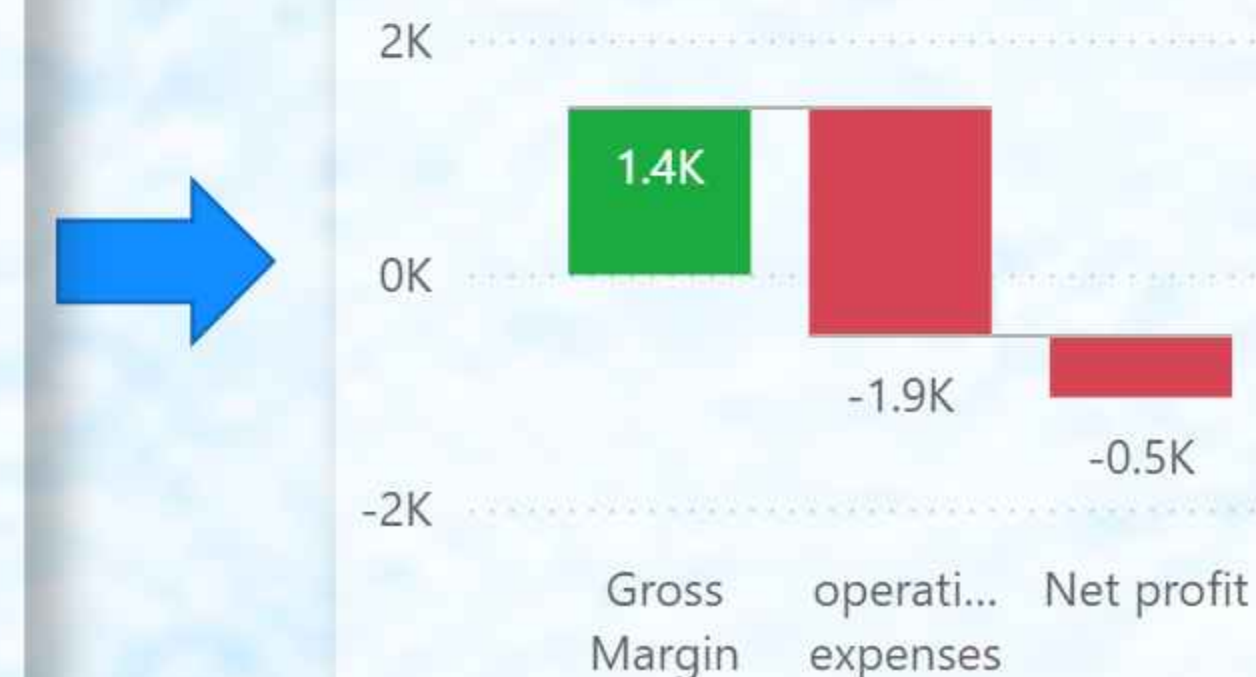
segment	Net sales \$	Gross margin\$	GM%	Net profit \$	Net profit%
<input type="checkbox"/> Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
<input type="checkbox"/> Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
<input type="checkbox"/> Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
<input type="checkbox"/> Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
<input type="checkbox"/> Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
<input type="checkbox"/> Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

division ● N & S ● P & A ● PC

## Region/Market/Customer Performance

region	Net sales \$	Gross margin\$	GM%	Net profit \$	Net profit%
<input type="checkbox"/> LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
<input type="checkbox"/> EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
<input type="checkbox"/> NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
<input type="checkbox"/> APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## Unit Economics

Total COGS ● Gross MarginIncrease ● Decrease ●





region, market

All

customer

All

segment, category, product

All

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YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: 0.0K

(-22827241720.02%)

Net Error

6899.0K✓

LY: 9780.7K (-29.46%)

Abs Error

## Key Metrics by Customer

customer	Forecast accuracy %	Net error	net error%	forecast accuracy % LY	Risk
Acclaimed Stores	57.74%	83037	10.74%	50.69%	Excess Inven
BestBuy	46.60%	81179	16.72%	35.31%	Excess Inven
Billa	42.63%	3704	3.91%	18.29%	Excess Inven
Circuit City	46.17%	85248	16.55%	35.02%	Excess Inven
Control	52.06%	64731	13.01%	47.42%	Excess Inven
Costco	51.95%	101913	15.79%	49.42%	Excess Inven
Currys (Dixons Carphone)	54.29%	8104	6.00%	35.92%	Excess Inven
Leader	48.72%	166751	10.98%	24.45%	Excess Inven
Logic Stores	52.49%	6430	2.37%	51.44%	Excess Inven
Nomad Stores	53.44%	3394	1.34%	50.59%	Excess Inven
Notebillig	42.70%	1141	1.31%	18.87%	Excess Inven
Otto	45.76%	1962	2.41%	18.37%	Excess Inven
Path	50.57%	91486	14.91%	45.53%	Excess Inven
Radio Shack	45.64%	69253	16.48%	38.46%	Excess Inven
Sage	50.72%	154291	10.06%	33.58%	Excess Inven
Saturn	41.54%	2197	2.85%	19.16%	Excess Inven
Staples	54.45%	79821	11.51%	49.38%	Excess Inven
walmart	54.78%	84334	12.08%	50.12%	Excess Inven
All-Out	43.96%	-150	-0.32%	29.09%	Out of stock
Amazon	73.79%	-464694	-9.22%	74.54%	Out of stock
<b>Total</b>	<b>81.17%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>80.21%</b>	<b>Out of stock</b>

## Accuracy/Net Error Trend

## Net Sales Performance Overtime

● Net error ● Forecast accuracy % ● forecast accuracy % LY



## Key Metrics by Products

segment	Forecast accuracy %	forecast accuracy % LY	Net error	Net profit%	Risk
⊕ Networking	93.06%	90.40%	-12967	-13.72%	Out of stock
⊕ Desktop	87.53%	84.37%	78576	-13.75%	Excess Inventory
⊕ Accessories	87.42%	77.66%	341468	-14.05%	Excess Inventory
⊕ Notebook	87.24%	79.99%	-47221	-14.06%	Out of stock
⊕ Storage	71.50%	83.54%	-628266	-13.76%	Out of stock
⊕ Peripherals	68.17%	83.23%	-3204280	-14.03%	Out of stock
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-13.98%</b>	<b>Out of stock</b>





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segment, category, product

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Target**\$3.74bn!**

BM: 3.81bn

(-1.86%)

**38.08%!** 

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(+1.47%)

**81.17%✓**

LY: 80.21% (+1.2%)

Net Sales

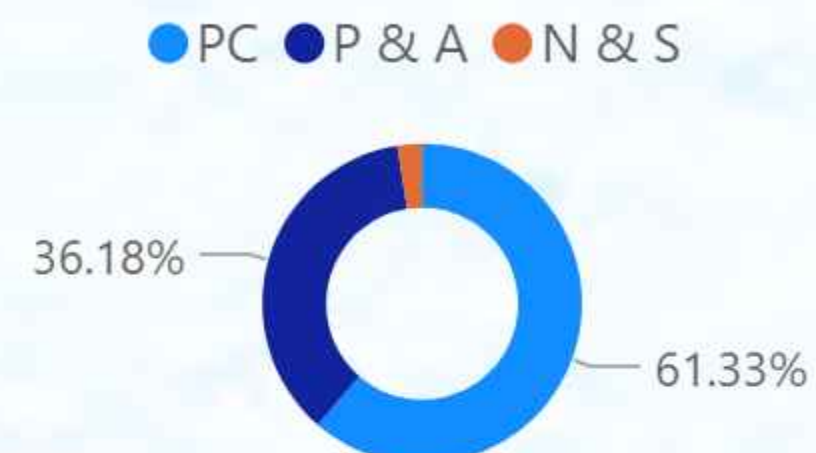
GM%

Net Profit%

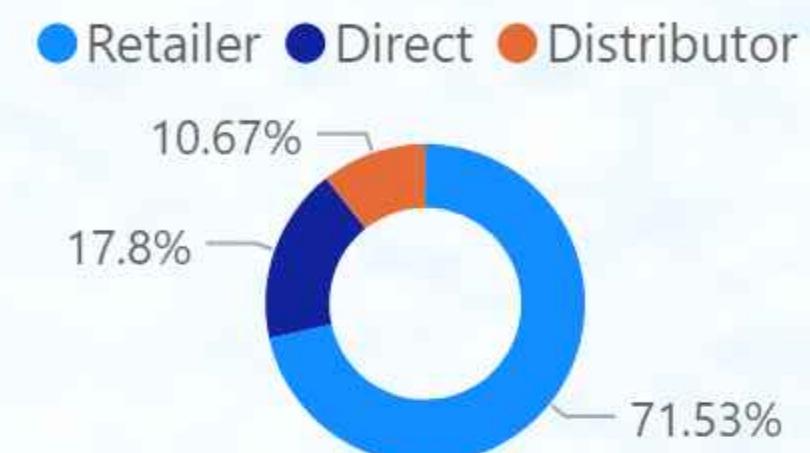
Key Insights By Sub Zone

Sub_zone	Net sales \$	GM%		Net profit%	Atliq MS%	net error%	Risk
SE	\$317.8M	37.03%	↓	-4.00%	16.4%	-55.47%	Out of stock
ROA	\$788.7M	34.19%	↓	-6.32%	8.3%	-4.56%	Out of stock
NE	\$457.7M	32.80%	↓	-18.09%	6.8%	-4.56%	Out of stock
NA	\$1,022.1 M	44.97%	↓	-14.22%	4.9%	14.35%	Excess Inventory
LATAM	\$14.8M	35.02%	↓	-2.95%	0.3%	3.37%	Excess Inventory
India	\$945.3M	35.75%	↓	-22.99%	13.3%	-24.37%	Out of stock
ANZ	\$189.8M	43.50%	↓	-7.39%	1.4%	-37.61%	Out of stock
<b>Total</b>	<b>\$3,736.2 M</b>	<b>38.08%</b>	↓	<b>-13.98%</b>	<b>5.9%</b>	<b>-9.48%</b>	<b>Out of stock</b>

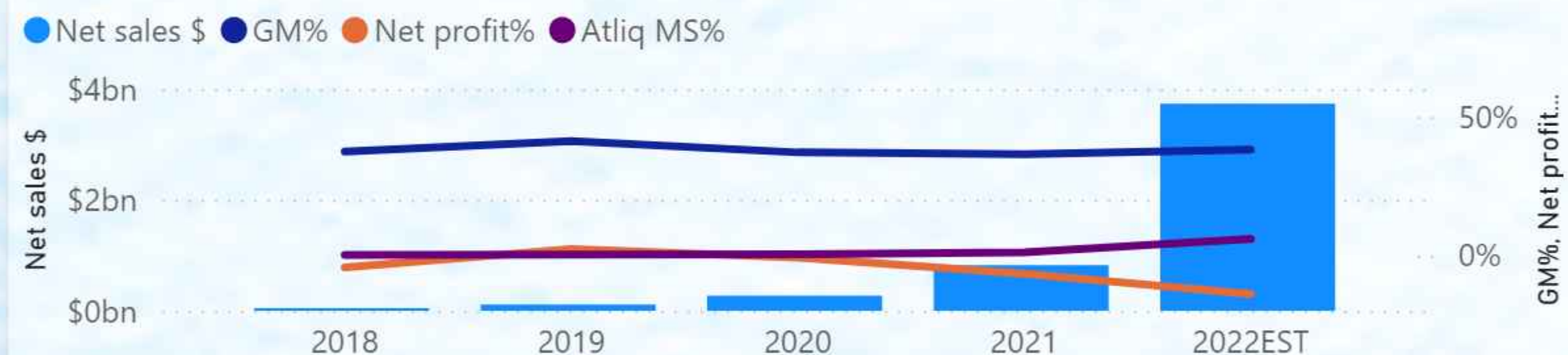
Revenue by Division



Revenue by Channel

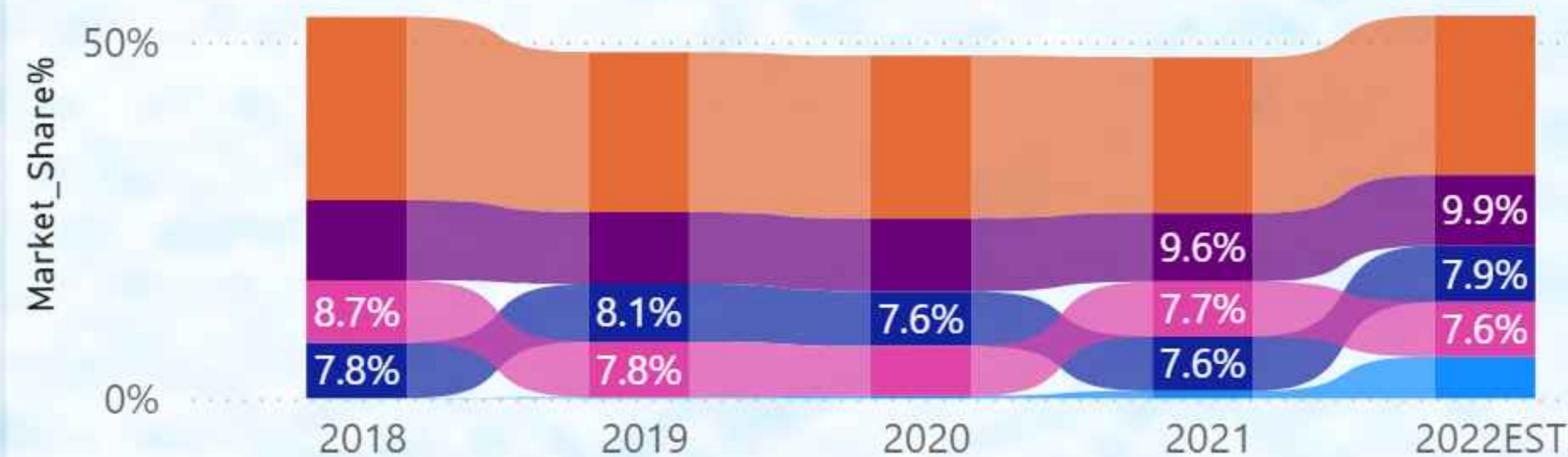


Yearly Trend By Revenue, GM% ,Net Profit % ,PC Market Share %



PC Market Trend-AtliQ &amp; Competitors

manufacturer atliq bp dale innovo pacer



Top 5 customers by Revenue

customer	RC %	GM%
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

Top 5 products by Revenue

product	RC %	GM%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Smash 1	3.8%	37.43% ↓
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

BM= Benchmark ,LY= Last Year, EI=Excess 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

Check out the contingency plan

New to Power BI?