



1  
Finance



2  
Sales



3  
Marketing



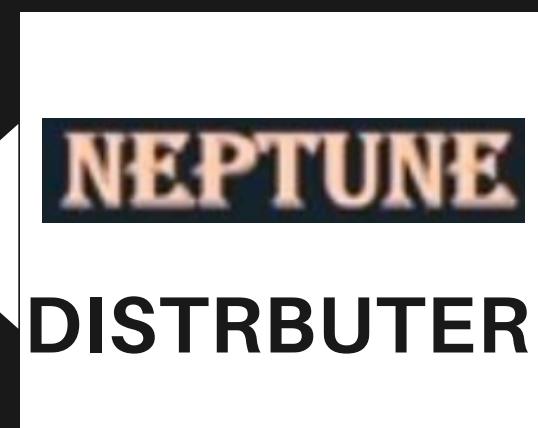
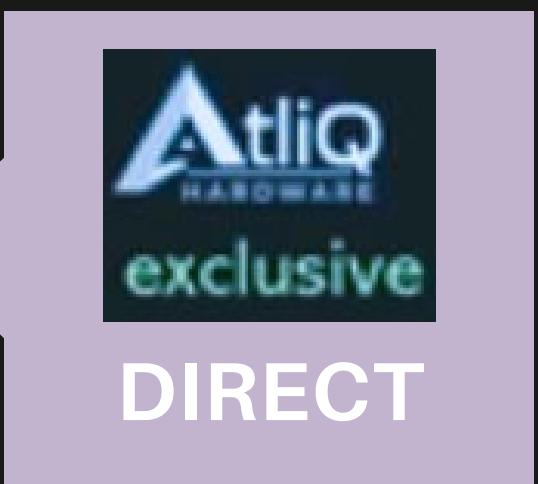
4  
Supply  
Chain



5  
Executive

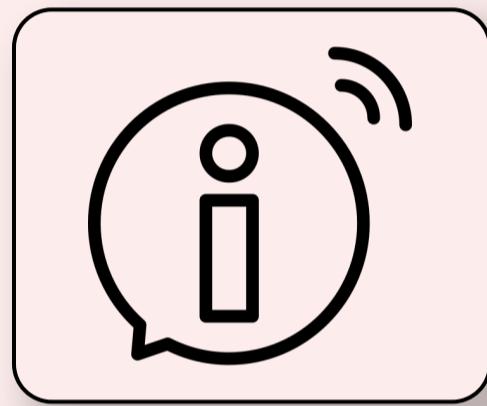
# BUSINESS INSIGHTS 360

Shubham Bage





# Business Insights 360



## Info

Download **user manual** and get to know the key information of this tool.



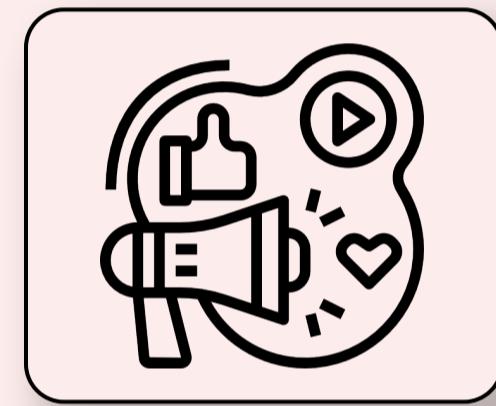
## Finance View

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



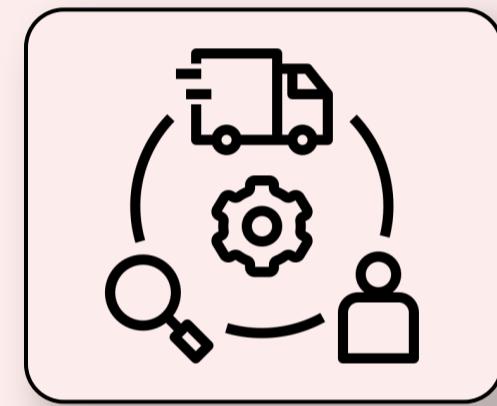
## Sales View

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



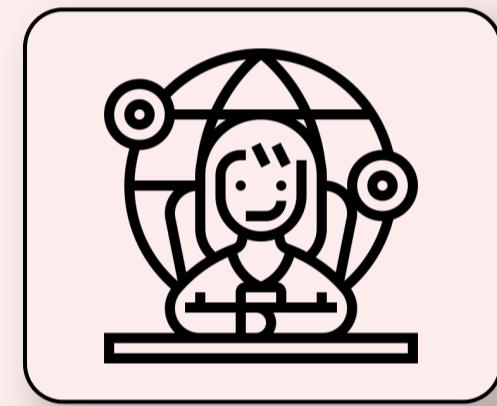
## Marketing

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.



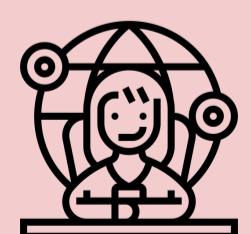
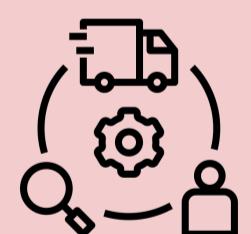
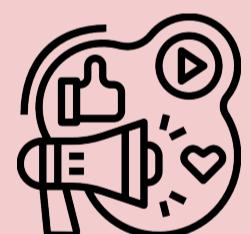
## Executive View

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.



# Business Insight 360

## KEY INFO

- All the system DATA in Tool is refreshed every month on the 5<sup>th</sup> working day.
- System Data such as Forecast, Actuals, and Historical Forecasts are received from the Global database.
- Non-system data such as Target, Operational Expenses, and Market share are refreshed on request.
- For FAQs Click [here](#).
- Download live Excel version [here](#).

region, market  
Allcustomer  
Allsegment, cate...  
All

2019

2020

2021

2022 EST

Quarter  
All

YTD

YTG

Vs LY

Vs Target



## Target Net Sales

\$3,736.17M✓

BM: 823.85M (+353.5%)

## Target GM%

38.08%✓

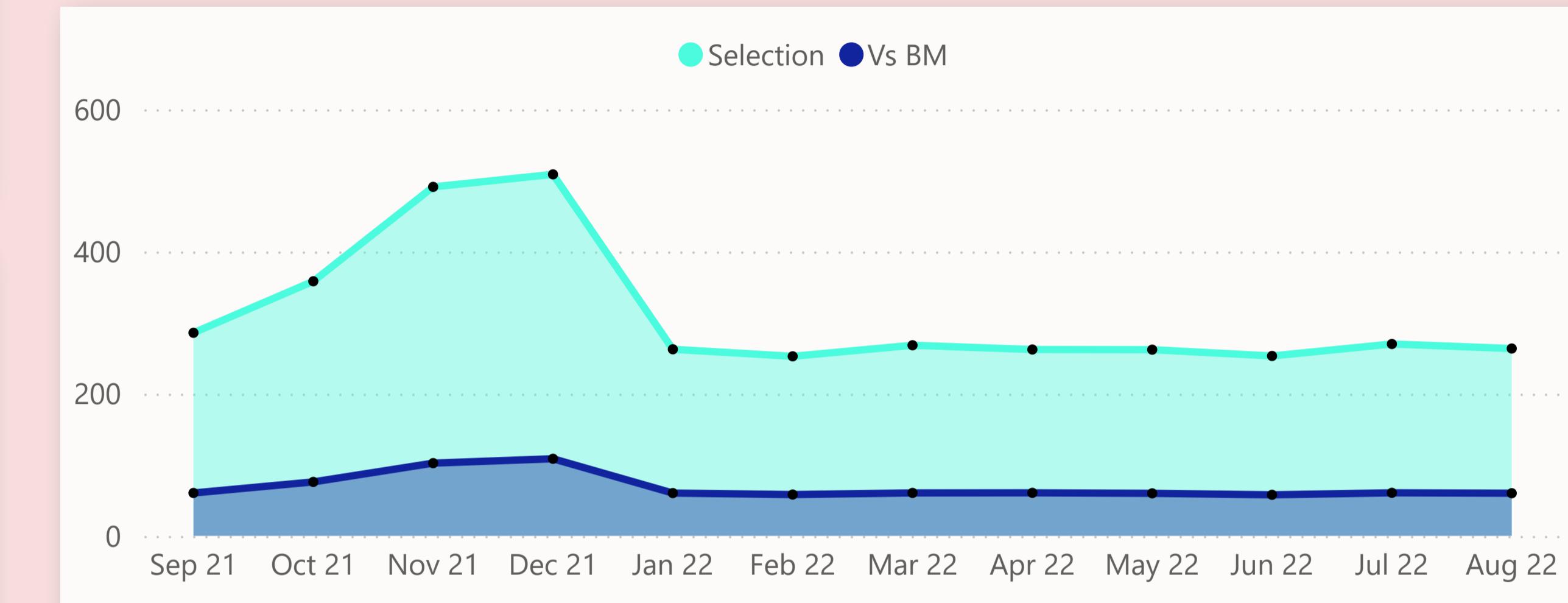
BM: 36.49% (+4.37%)

## Target Net profit %

-13.98%!

BM: -6.63% (-110.79%)

## Net Sales Performance over Time



## Profit and 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	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

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

region	P&L Value	P&L YOY chg %	segment	P&L Value	P&L YOY chg %
[+] APAC	1,923.77	335.27	[+] Accessories	454.10	85.46
[+] NA	1,022.09	474.40	[+] Desktop	711.08	1,431.55
[+] EU	775.48	286.26	[+] Networking	38.43	-14.89
[+] LATAM	14.82	368.40	[+] Notebook	1,580.43	493.06
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>	[+] Peripherals	897.54	439.03
			[+] Storage	54.59	0.32
			<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

region, market  
Allcustomer  
Allsegment, cate...  
All

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Vs Target

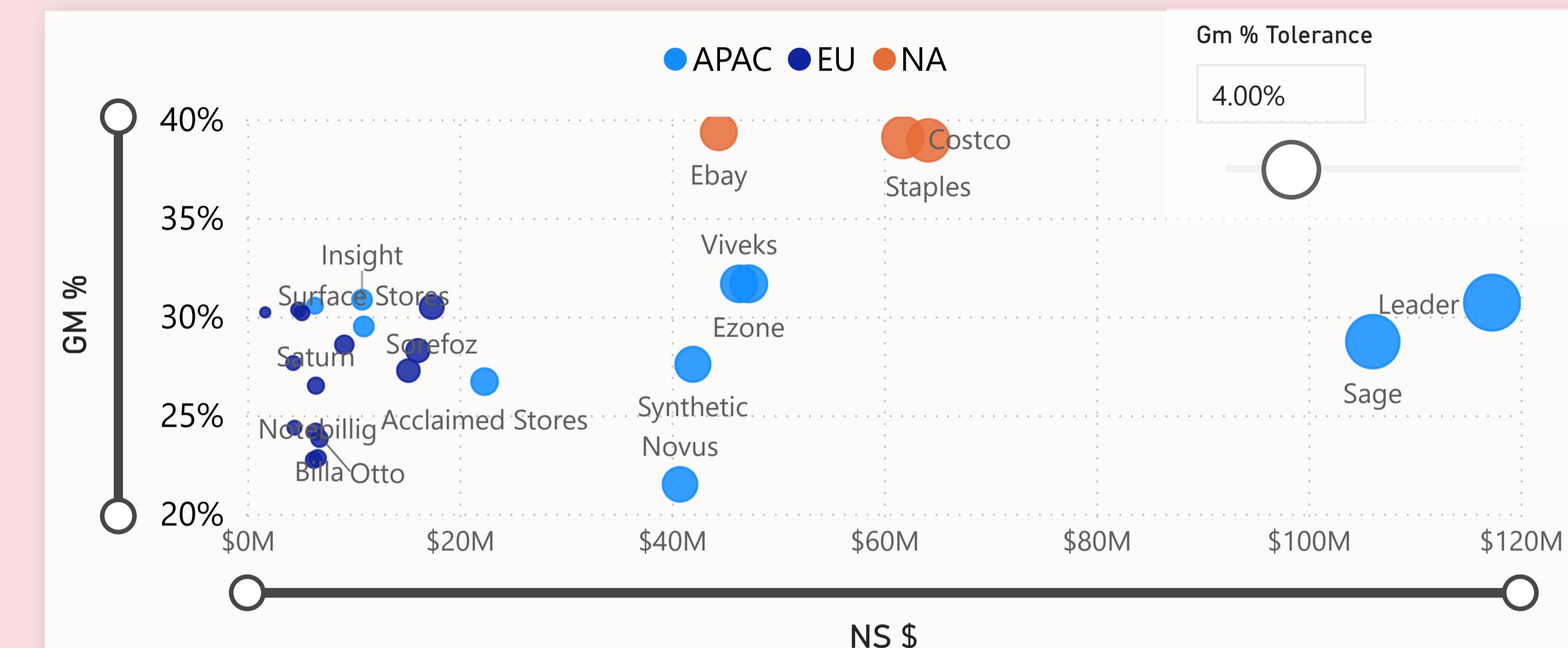
## Customer Performance

customer	NS \$	GM\$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
AltiQ Exclusive	\$307.17M	\$145.05M	47.22%
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	\$53.95M	\$21.10M	39.11%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

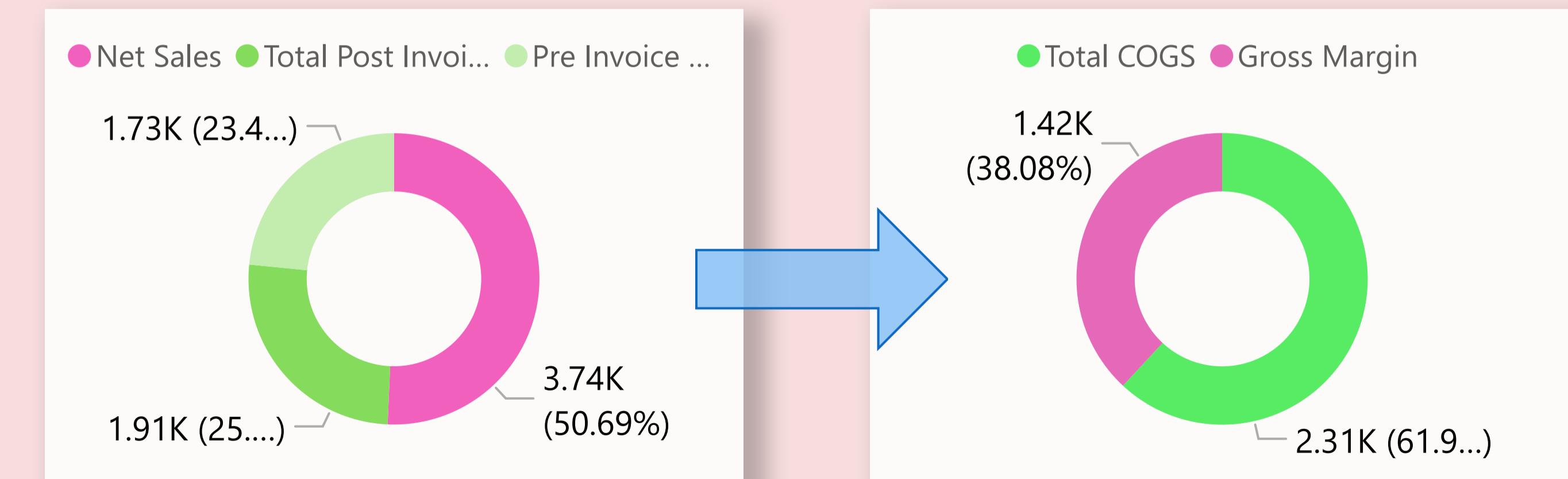
## Product Performance

segment	NS \$	GM\$	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%

## Performance Matrix

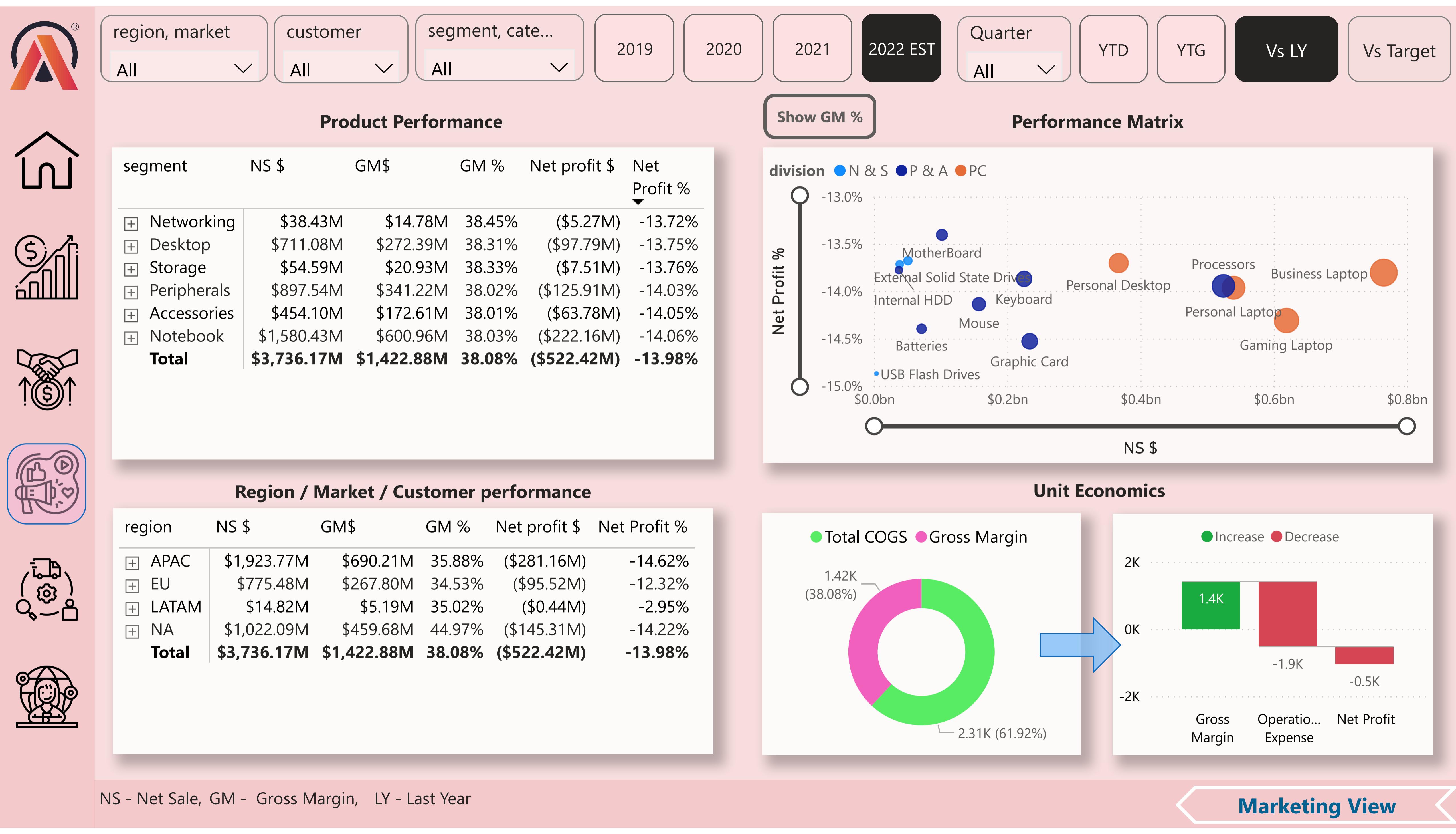


## Unit Economics



NS - Net Sale, GM - Gross Margin, LY - Last Year

**Sales View**



region, market  
Allcustomer  
Allsegment, cate...  
All

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Vs LY

Vs Target

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

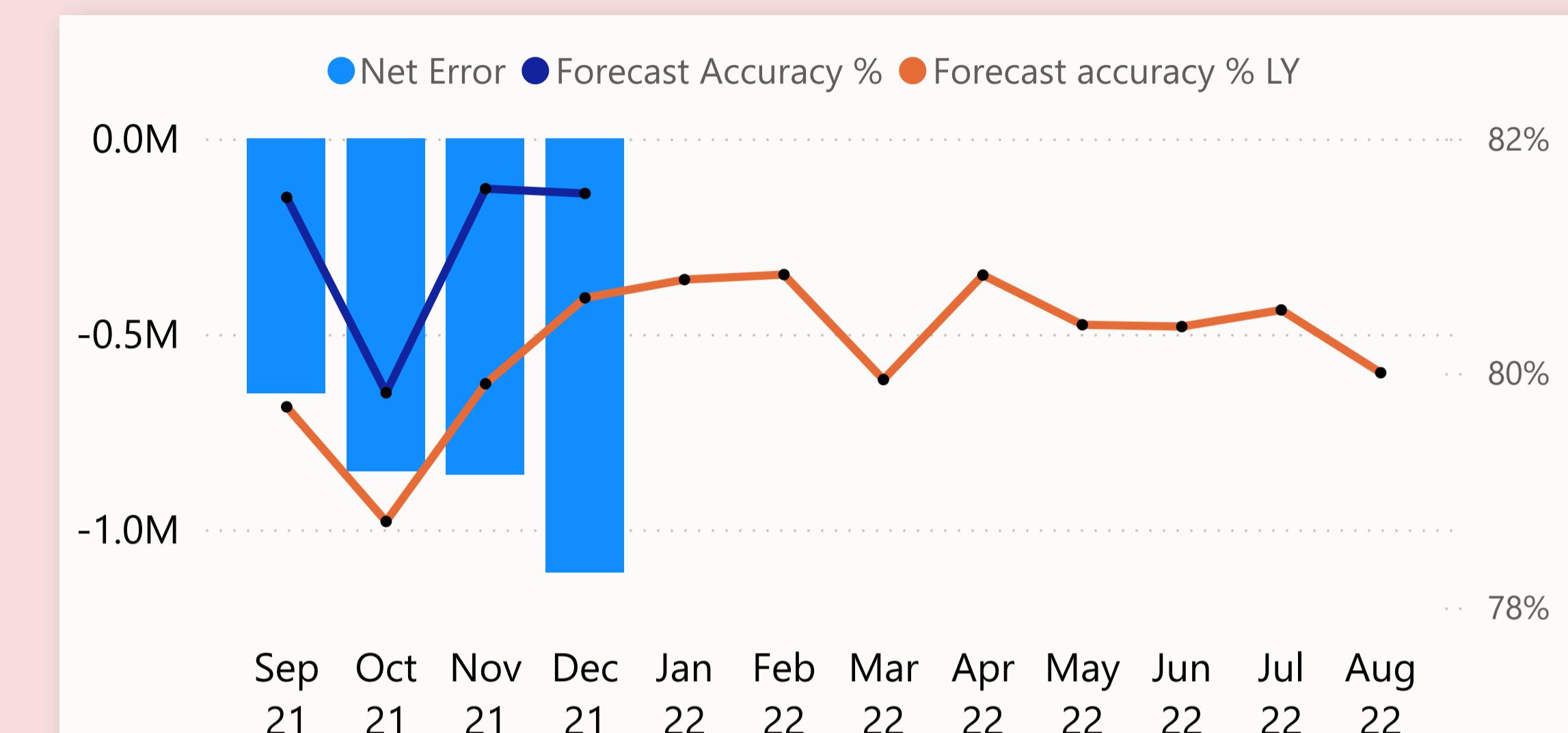
Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

ABS Error

## Accuracy/ Net Error Trend



## Key Matrix by Consumer

customer	Forecast Acc %	Forecast Acc % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Ex In
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	Ex In
Billa	42.63%	18.29%	3704	3.91%	Ex In
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	Ex In
Control	52.06%	47.42%	64731	13.01%	Ex In
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

## Key Matrix by Product

segment	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Error %	Risk
+ Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
+ Storage	71.50%	83.54%	-628266	-25.61%	OOS
+ Notebook	87.24%	79.99%	-47221	-1.69%	OOS
+ Networking	93.06%	90.40%	-12967	-1.69%	OOS
+ Desktop	87.53%	84.37%	78576	10.24%	Ex In
+ Accessories	87.42%	77.66%	341468	1.72%	Ex In
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.48%</b>	<b>OOS</b>

LY - Last Year, Acc - Accuracy, OCC - Out Of Stock, Ex In - Excessive Inventory

Supply Chain View

region, market  
Allcustomer  
Allsegment, cate...  
All

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Vs LY

Vs Target

**Net Sales**  
**\$3.74bn✓**  
BM: 823.85M  
(+353.5%)

**GM%**  
**38.08%✓**  
BM: 36.49%  
(+4.37%)

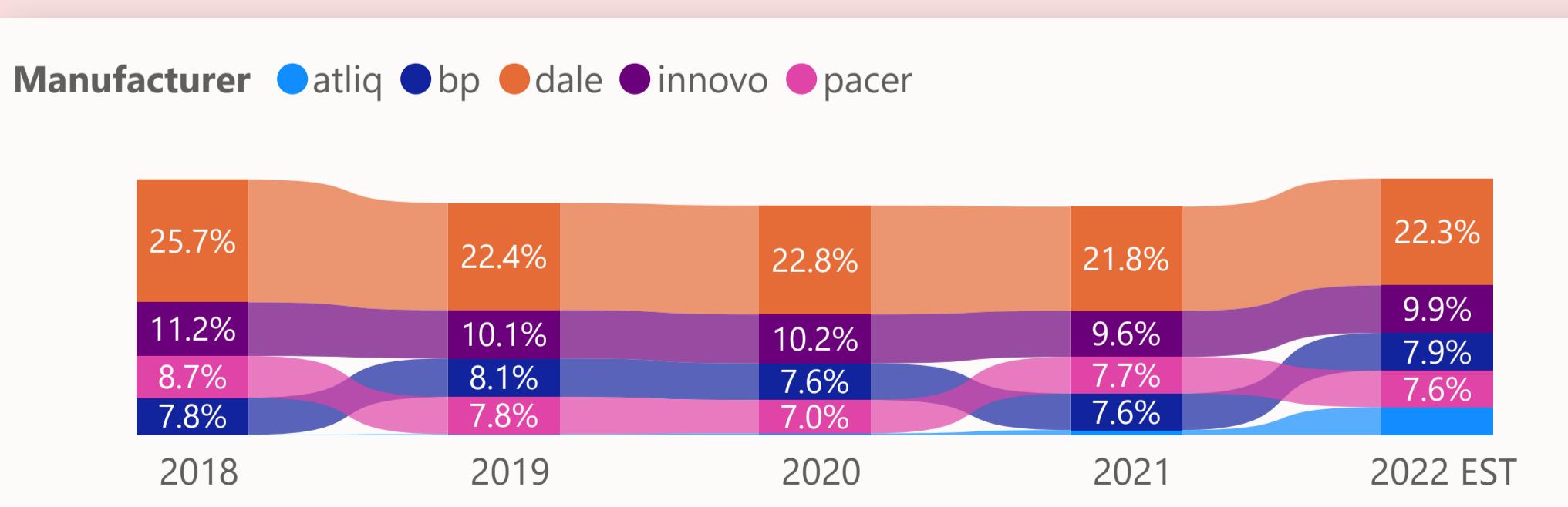
**Net profit %**  
**-13.98%!**  
BM: -6.63%  
(-110.79%)

**FA %**  
**81.17%✓**  
BM: 80.21%  
(+1.2%)

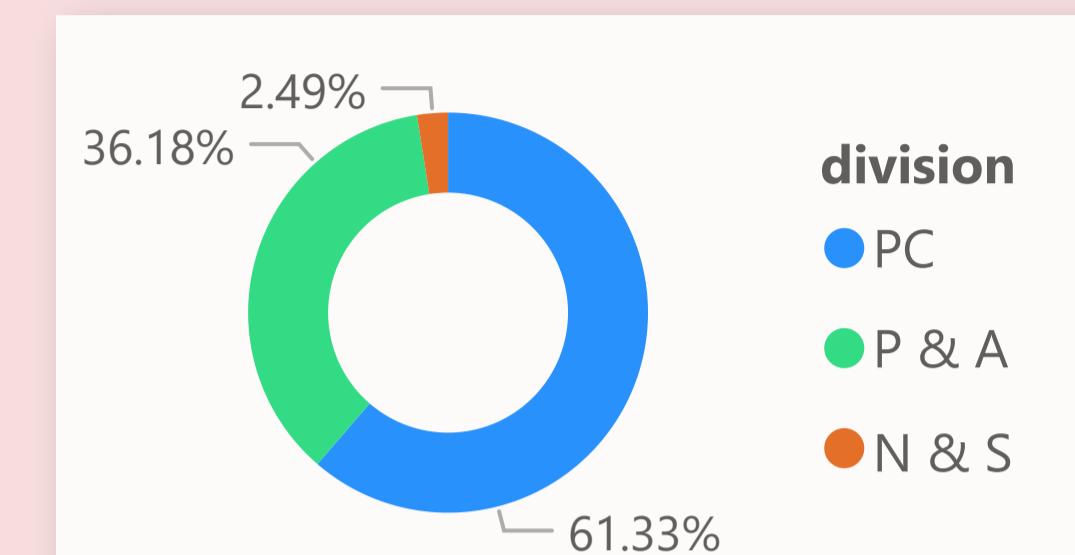
### Key Insights by Sub zone

sub_zone	Net Sales \$	RC %	GM %	AtliQ MS %	NP %	Risk
SE	\$317.8M	8.5%	37.0%	16.4%	-4.0%	OOS
India	\$945.3M	25.3%	35.8%	13.3%	-23.0%	OOS
ROA	\$788.7M	21.1%	34.2%	8.3%	-6.3%	OOS
NE	\$457.7M	12.3%	32.8%	6.8%	-18.1%	OOS
NA	\$1,022.1M	27.4%	45.0%	4.9%	-14.2%	Ex In
ANZ	\$189.8M	5.1%	43.5%	1.4%	-7.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	0.3%	-2.9%	Ex In
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>5.9%</b>	<b>-14.0%</b>	<b>OOS</b>

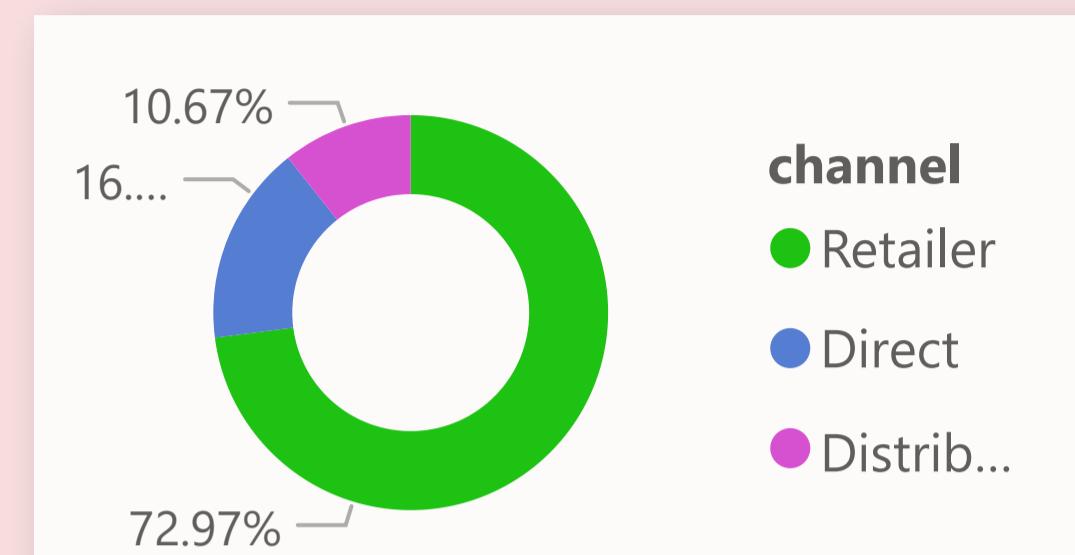
### PC Market Share Trend - AtliQ & Competitor



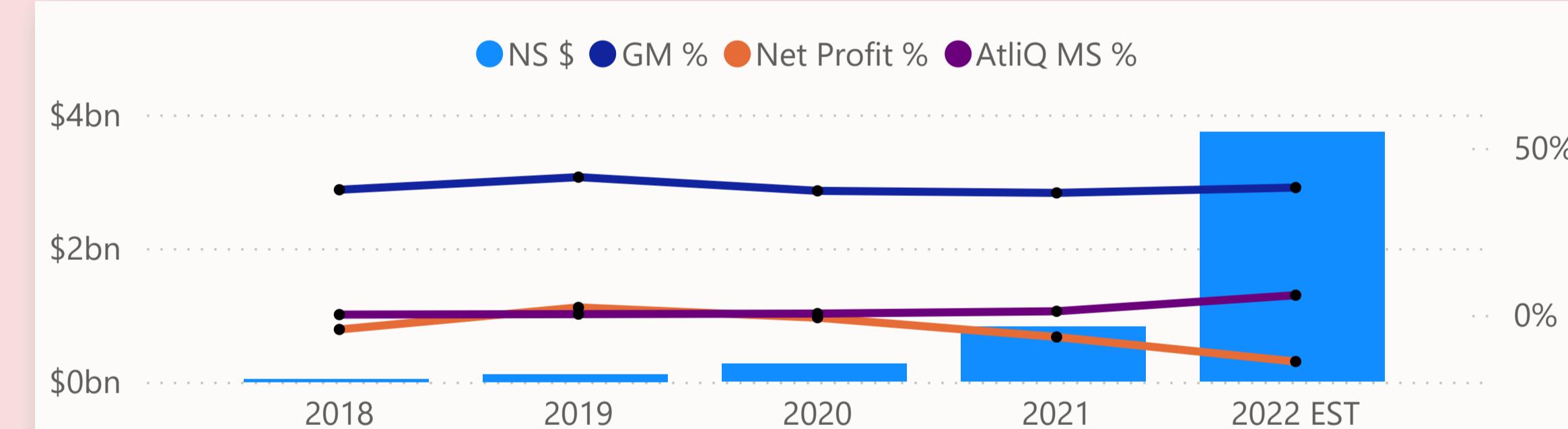
### Revenue by Division



### Revenue by Channel



### Yearly Trend by Revenue , GM%, Net Profit %, PC Share Market %

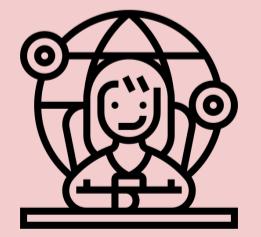
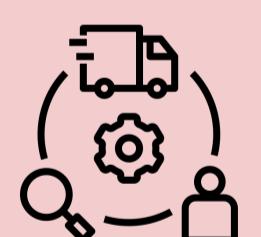
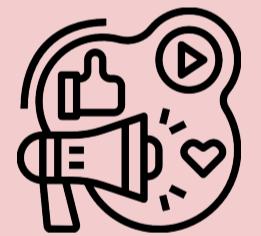


### Top 5 Customer by Revenue

customer	GM %	RC %
Sage	31.53%	3.4%
Flipkart	42.14%	3.7%
AtliQ e Store	36.88%	8.1%
Amazon	36.78%	13.3%
AltiQ Exclusive	47.22%	8.2%

### Top 5 Product by Revenue

product	GM %	RC %
AQ Smash 2	37.40%	4.1%
AQ Smash 1	37.43%	3.8%
AQ HOME Allin1 Gen 2	38.08%	5.7%
AQ Home Allin1	38.71%	4.1%
AQ BZ Allin1 Gen 2	38.51%	5.4%



# Business Insights 360

## Support

Get an issue resolved

Provide feedback

Add new requests

Check out the contingency plan

 New to Power BI ?