



# Business Insight 360



Tuesday, January...  
Sales data loaded until : Dec 21



### 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.



Information

Values are in Dollar & Millions



Support



## 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](#).



FILTERS

Select Benchmark(BM)

vs LY

vs Target

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All Values are in Millions



NS \$

\$267.98M

BM: 111.37M | 140.61% ▲



GM %

37.10%

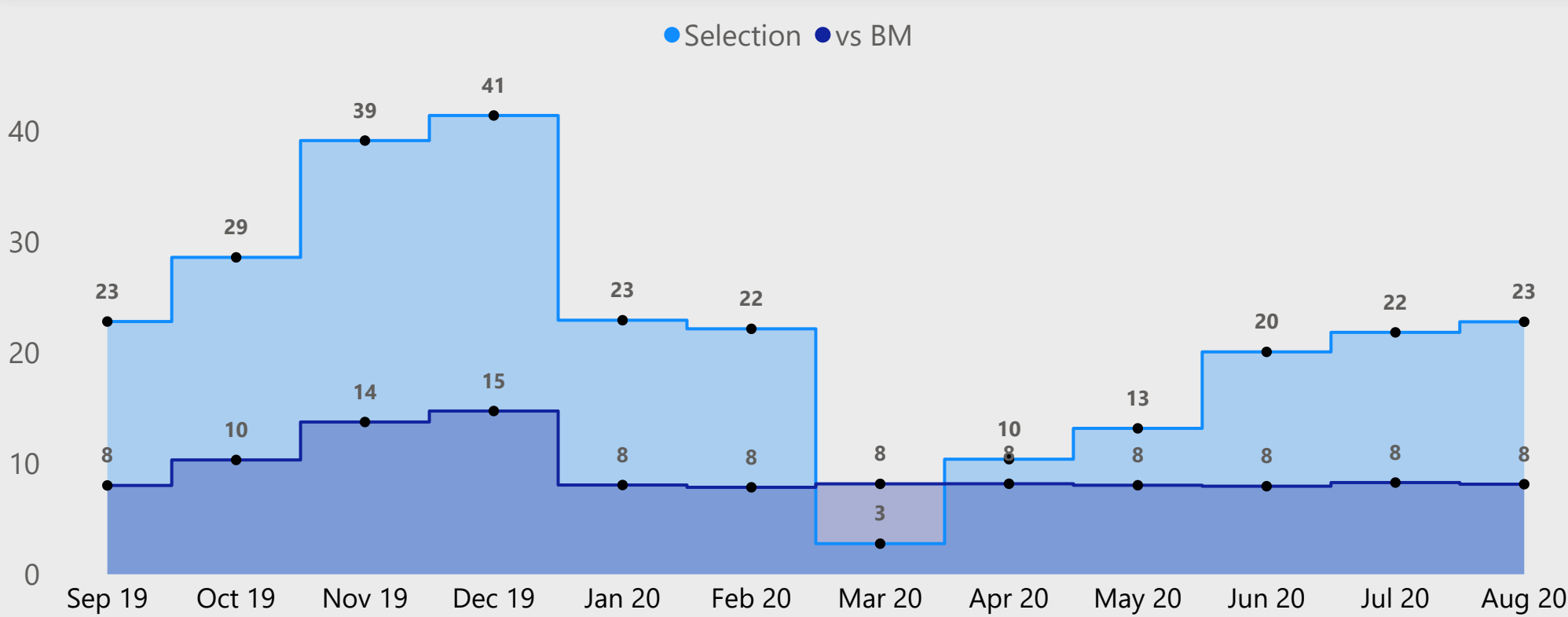
BM: 41.2% | -9.95% ▼



Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼



Primary Parameter

☒ region

☐ category

Secondary Parameter

☐ market

☒ product


Top / Bottom Products & Customers by Net Sales

regionValuesChg %

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 Benchmark(BM)

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All

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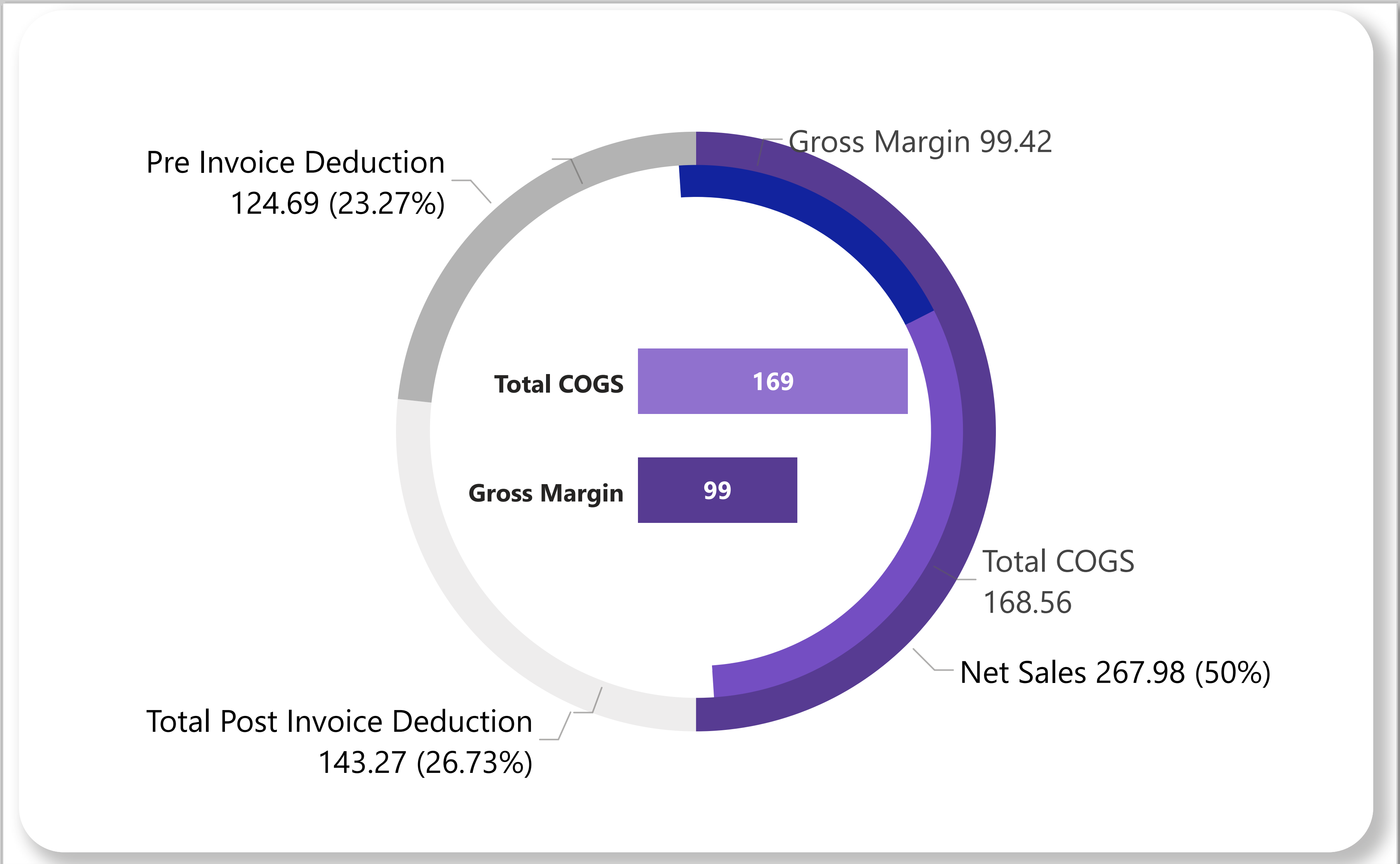
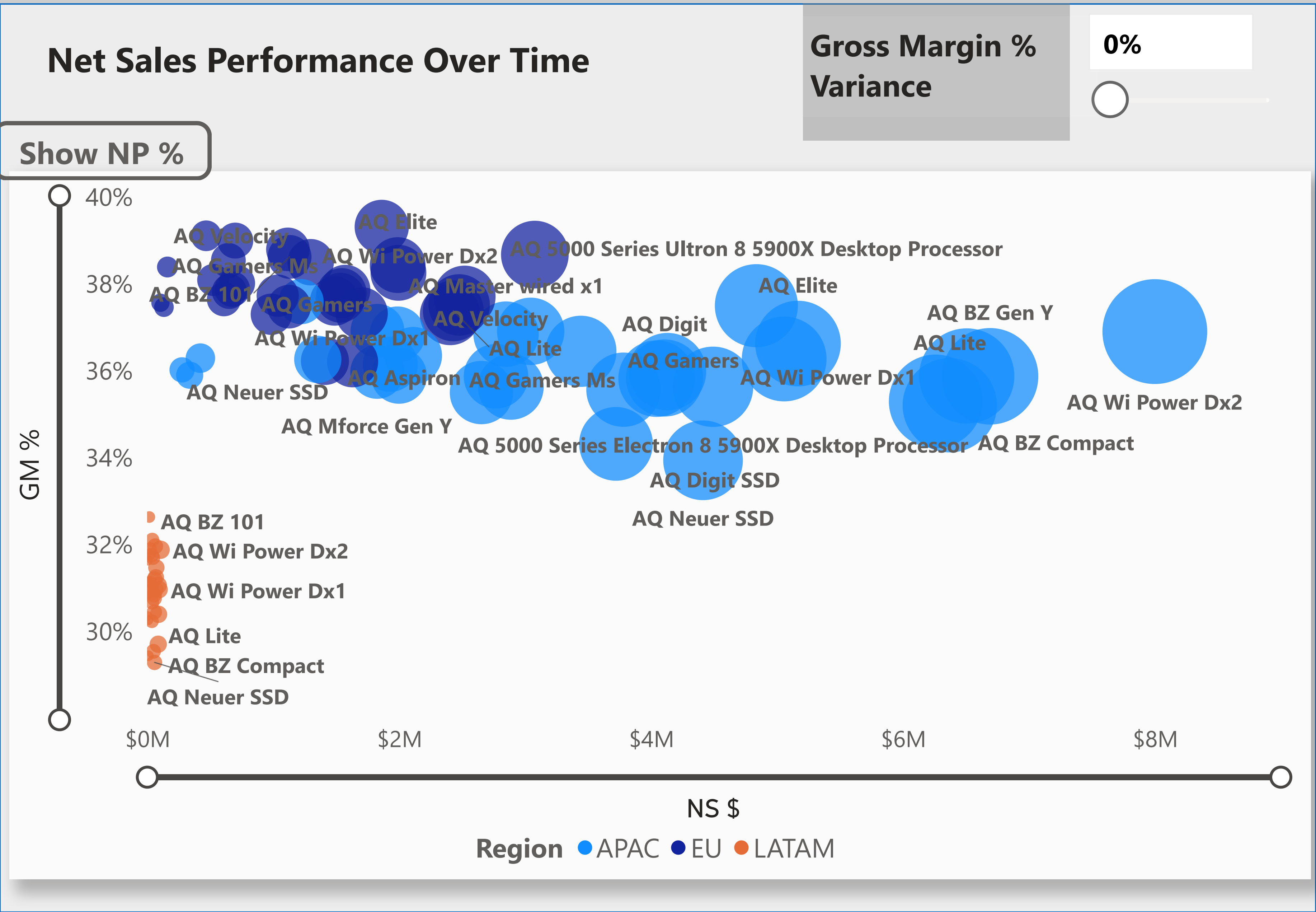
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	product		customer		
product	NS \$	GM \$	GM %	Δ GM %	
AQ Wi Power Dx2	\$14.37M	5.46M		37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	4.47M		36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	4.38M		36.97%	-8.37%
AQ Lite	\$11.55M	4.21M		36.47%	-12.85%
AQ BZ Compact	\$11.40M	4.16M		36.47%	-12.49%
AQ Electron 5 3600 Desktop Processor	\$9.72M	3.75M		38.59%	
AQ Elite	\$9.48M	3.58M		37.74%	-7.16%
AQ Gamers	\$9.34M	3.49M		37.41%	-10.03%
AQ BZ Gen Z	\$9.56M	3.48M		36.38%	
AQ 5000 Series Ultron 8 5900X Desktop Processor	\$8.77M	3.38M		38.59%	-9.02%
AQ Lite Ms	\$8.57M	3.20M		37.33%	
AQ Clx1	\$8.45M	3.12M		36.88%	
AQ Maxima	\$8.35M	3.08M		36.86%	
AQ 5000 Series Electron 8 5900X Desktop Processor	\$8.19M	3.00M		36.66%	-13.78%
Total	\$267.98M	99.42M		37.10%	-9.95%



FILTERS

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Q1

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All

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All

BY CATEGORY

All

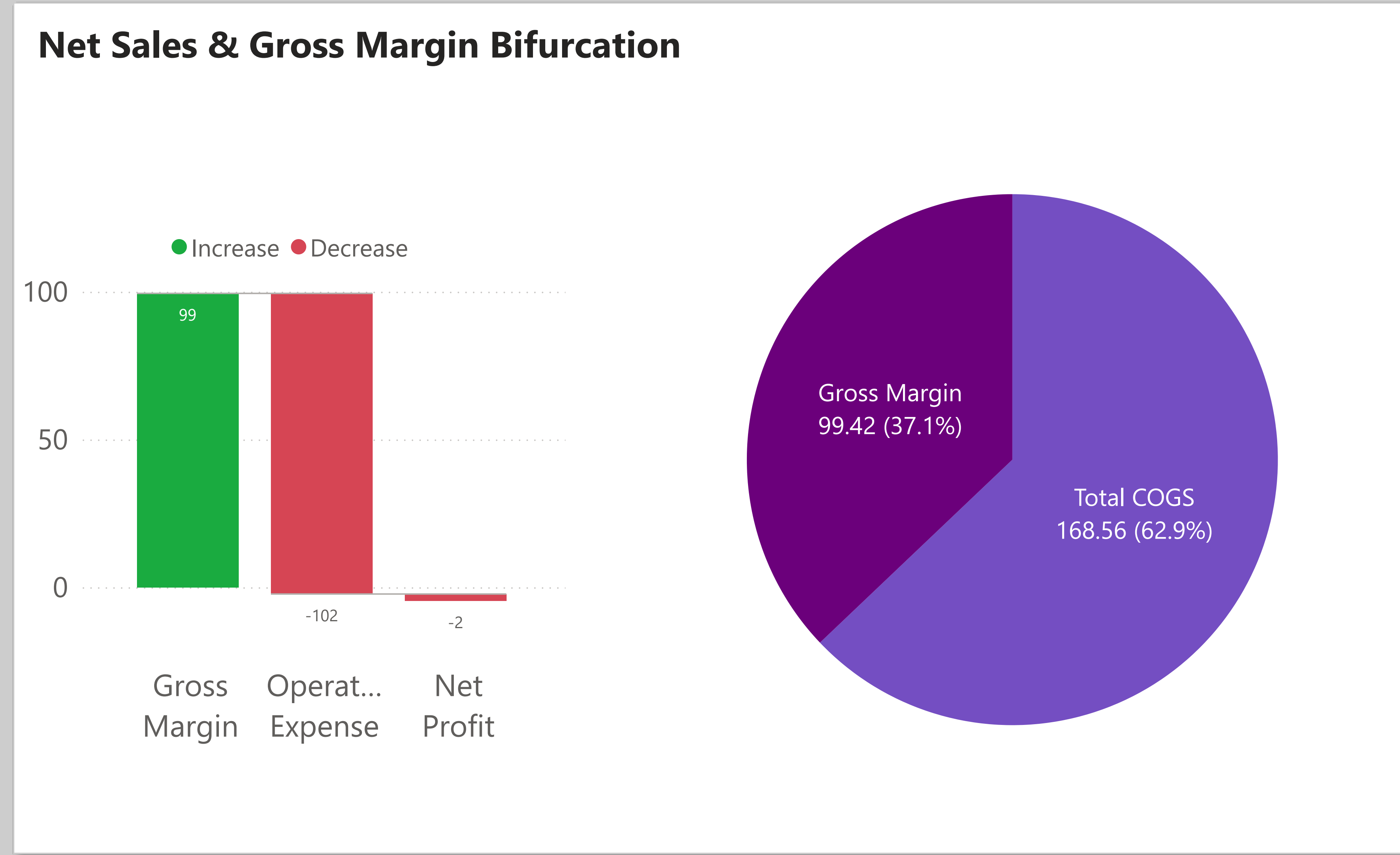
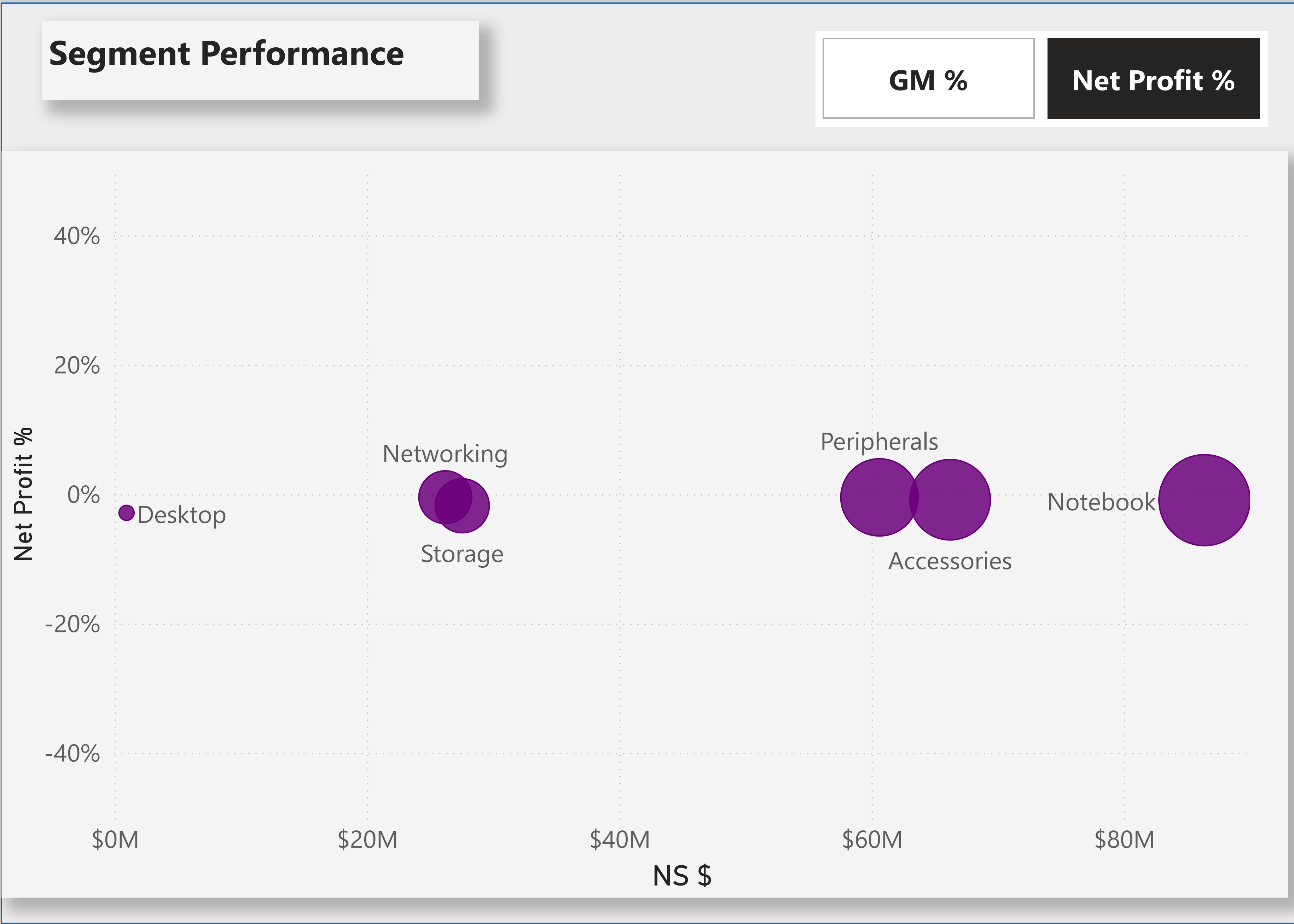
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Segment ☒ Market

category

segment

segment	NS \$	GM %	NP \$	NP %	----- ▲	Δ NP %
Desktop	\$0.95M	36.47%	-0.03M	-2.88%		
Storage	\$27.56M	36.05%	-0.49M	-1.78%		-185.03%
Notebook	\$86.39M	37.08%	-0.79M	-0.92%		-140.20%
Accessories	\$66.23M	37.07%	-0.56M	-0.85%		-136.33%
Peripherals	\$60.63M	37.47%	-0.29M	-0.48%		-115.99%
Networking	\$26.22M	37.51%	-0.12M	-0.47%		-145.76%
Total	\$267.98M	37.10%	-2.29M	-0.85%		-138.68%



## TRENDS

Net Sales Vs Gross Margin %

Net Sales

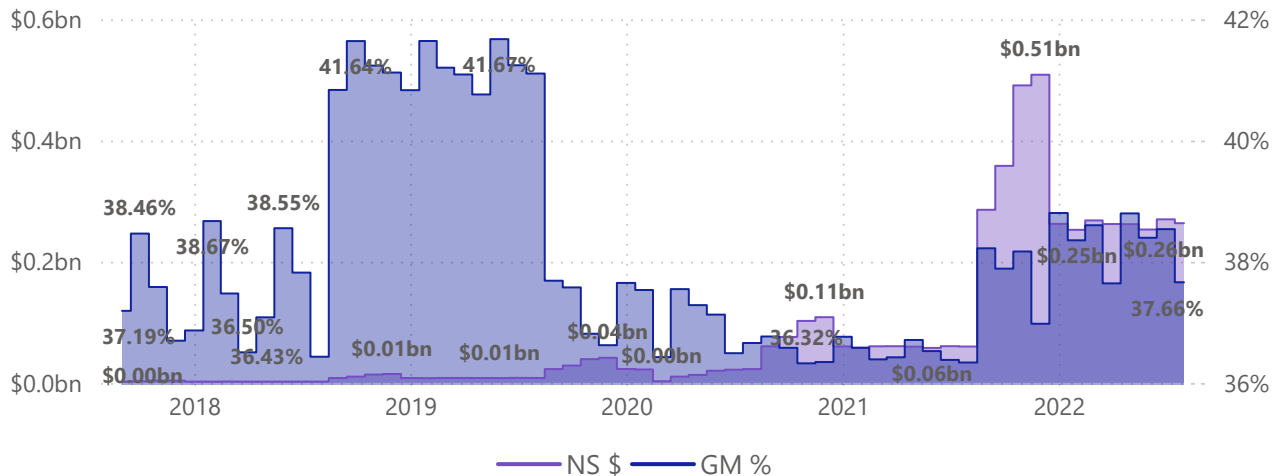
\$4.97bn


NS \$

Gross Margin %

37.83%

GM %



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Q1

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Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

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All Values are in Millions

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

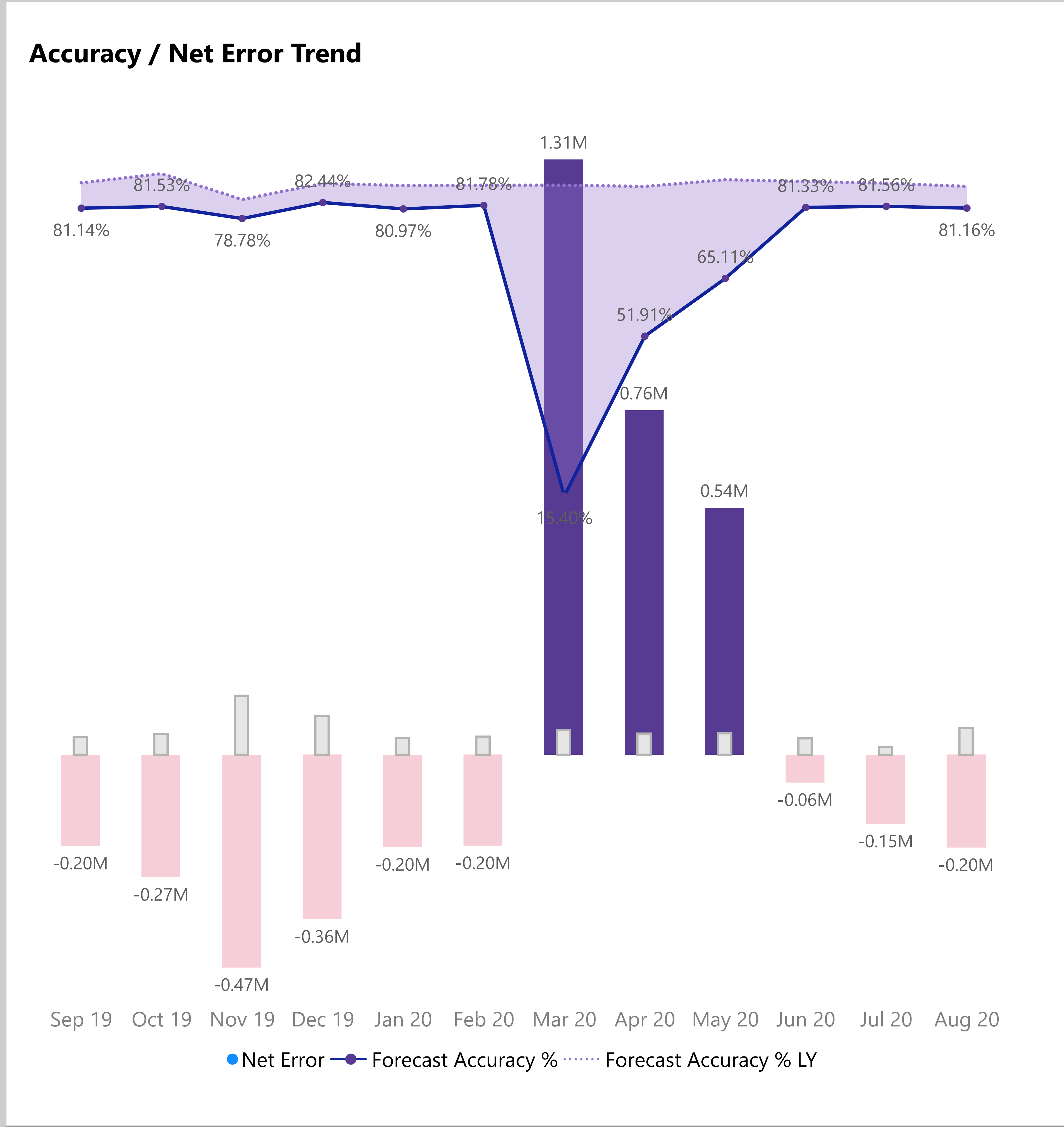
492K

LY: 0.64M | -22.88% ▲

Net Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼




Key Metrics By Customers

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83K	-39.8%	OOS
All-Out	35.18%		6K	25.3%	EI
AltiQ Exclusive	56.78%	74.90%	277K	17.7%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10K	10.8%	EI
Atlas Stores	39.19%	47.32%	24K	26.1%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Atliq Exclusive	32.66%	49.91%	53K	18.2%	EI
BestBuy	7.31%	26.90%	-44K	-32.5%	OOS
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%	698487	14.9%	EI
Peripherals	75.18%	85.06%	193476	7.4%	EI
Notebook	76.65%	83.02%	146640	22.6%	EI
Desktop	70.07%		-52	-2.0%	OOS
Accessories	71.42%	90.20%	-167818	-1.4%	OOS
Networking	52.50%	81.50%	-379134	-28.9%	OOS
Total	72.99%	86.45%	491599	2.3%	EI



FILTERS

Select Benchmark(BM)

vs LY

vs Target

2019202020212022EST

Q1Q2Q3Q4

YTDYTG

BY REGION/COUNTRY

All

BY STORES

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

RC= Revenue Contribution

MS= Market Share

All Values are in Millions

Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

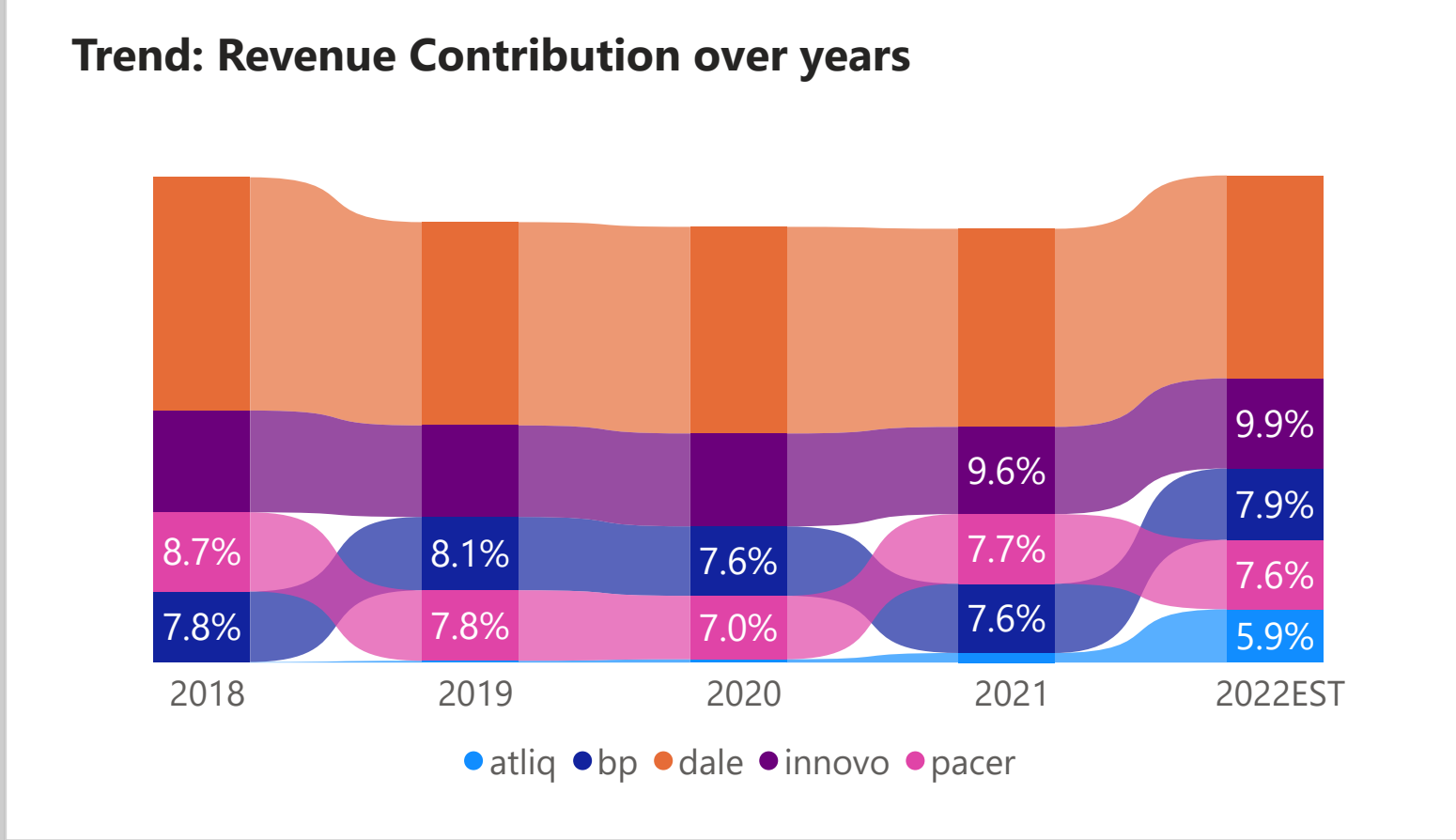
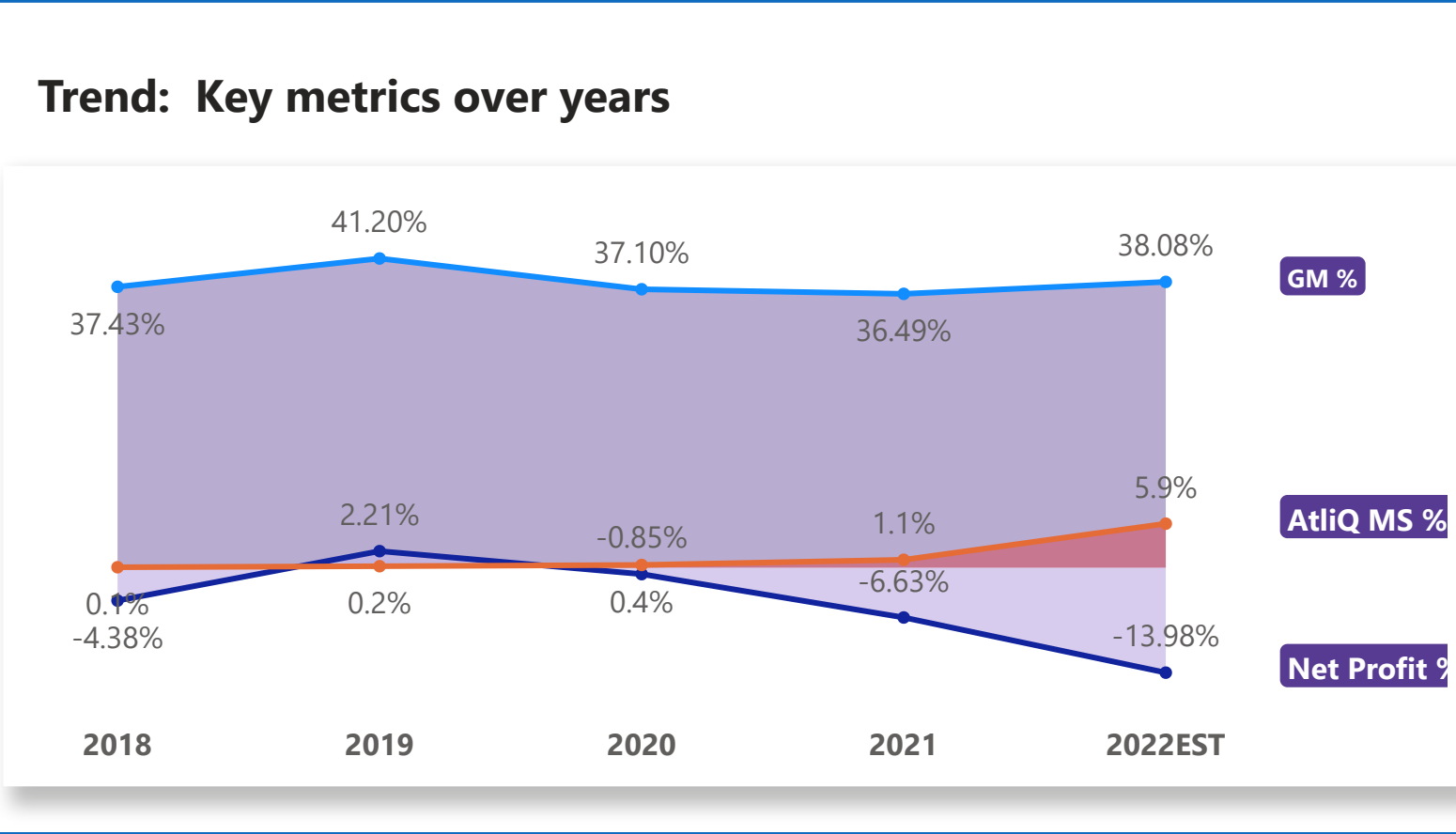
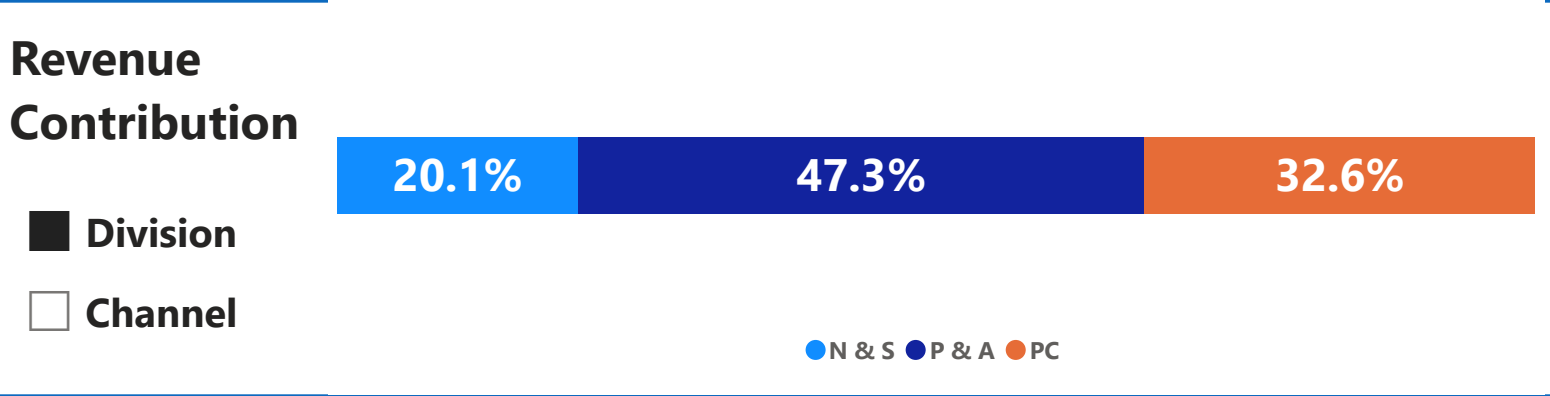
-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼



TOP 5 Customers				TOP 5 Products			
Customer	RC %	GM %		Product	RC %	GM %	
AltiQ Exclusive	<div>7.6%</div>	48.02%	▼	AQ BZ Compact	<div>4.3%</div>	36.47%	▼
Amazon	<div>18.6%</div>	37.96%	▼	AQ BZ Gen Y	<div>4.5%</div>	36.99%	▼
Atliq e Store	<div>11.8%</div>	37.47%	▼	AQ Lite	<div>4.3%</div>	36.47%	▼
Flipkart	<div>4.1%</div>	33.54%	▼	AQ Wi Power Dx1	<div>4.4%</div>	36.97%	▼
Sage	<div>3.1%</div>	31.22%	▼	AQ Wi Power Dx2	<div>5.4%</div>	37.96%	▼
Total	45.2%	38.65%		Total	22.9%	37.02%	

Sub - Region Performance								
Sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %	
SE	\$25.1M	<div>9.4%</div>	37.64% ▼	7.0% ▼	11.0%	EI	<div>1.1%</div>	
India	\$64.7M	<div>24.2%</div>	32.07% ▼	-14.7%	-0.8%	OOS	<div>0.8%</div>	
ROA	\$66.5M	<div>24.8%</div>	38.15% ▼	8.9% ▼	9.4%	EI	<div>0.6%</div>	
NE	\$30.7M	<div>11.4%</div>	37.97% ▲	-4.6% ▼	8.3%	EI	<div>0.3%</div>	
NA	\$62.2M	<div>23.2%</div>	39.35% ▲	-1.8% ▼	-22.1%	OOS	<div>0.3%</div>	
ANZ	\$16.8M	<div>6.3%</div>	42.36% ▼	12.6% ▲	24.2%	EI	<div>0.1%</div>	
LATAM	\$2.0M	<div>0.7%</div>	30.96% ▼	-0.1%	1.2%	EI	<div>0.0%</div>	
Total	\$268.0M	100.0%	37.10%	-0.9%	2.3%	EI	0.4%	





## Business Insights 360 Key Support

**Get an issue resolved**

**Provide Feedback**

**Add new requests**

**Check out the contingency plan**

**New to Power BI?**