



BUSINESS INSIGHTS 360

Power BI Dashboard | Power Query | Data Analysis | DAX | Data Modeling

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About the Project

- The project has been built using Microsoft **Power BI**.
- It consists of a multi-functional **dashboard** with 5 different views - Finance, Sales, Marketing, Supply Chain and Executive.
- Each view has been customized with different **visuals** and **graphs**.
- Every view is supported by **filters** and connected to other views by **navigation** - *to navigate click on the icons*
- Refer to **footer** notes for abbreviations.
- **Date filters**(vs **LY/Target**, **YTD/YTG**), **product** and **region** filters can be applied at multiple levels.

FileHomeInsertModelingViewOptimizeHelp

Get data

Share

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

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

Marketing View

Analyse the performance of your **products(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.

Date of Refresh: 09 Mar 24

Values are in Millions and USD

Sales data loaded until: Dec 21

Home

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

P&L check

Sales Trend

+

Visualizations

Filters

Search

Key Measures

category

dim_customer

dim_date

dim_market

dim_product

fact_actuals_estimates

fact_forecast_monthly

fiscal_year

freight_cost

LastSalesMonth

manufacturing_cost

marketshare

NsGmTarget

Operational Expense

P & L Columns

P & L Rows

post_invoice_deductio...

report_refresh_date

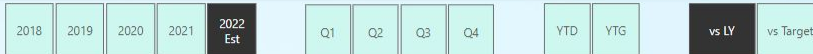
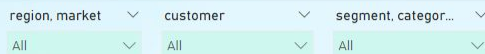
Set BM

sub_zone

Target Gap Tolerance

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79%



BM: 823.85M (+353.5%)

BM: 36.49% (+4.37%)

BM: -6.63% (-110.79%)

Net Sales

GM %

Net Profit %

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,243.54	281.64	961.90	341.54
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

This line chart displays two metrics over time from September 2021 to August 2022. The 'Selection' metric (dark blue line with dots) starts at approximately 280, peaks at 500 in November 2021 and December 2021, then drops to around 250 in January 2022 and remains relatively stable. The 'vs BM' metric (light blue line with dots) starts at approximately 60, peaks at 110 in December 2021, and then drops to around 50 in January 2022, remaining stable thereafter. The chart includes a legend at the top and a shaded area representing the range between the two metrics.

Month	Selection	vs BM
Sep 21	280	60
Oct 21	350	80
Nov 21	500	100
Dec 21	500	110
Jan 22	250	50
Feb 22	240	50
Mar 22	260	50
Apr 22	250	50
May 22	250	50
Jun 22	240	50
Jul 22	260	50
Aug 22	250	50

region	P & L Values	P & L Chg %
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40
Total	3,736.17	353.50

segment	P & L Values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50

BM = Benchmark, LY = Last Year



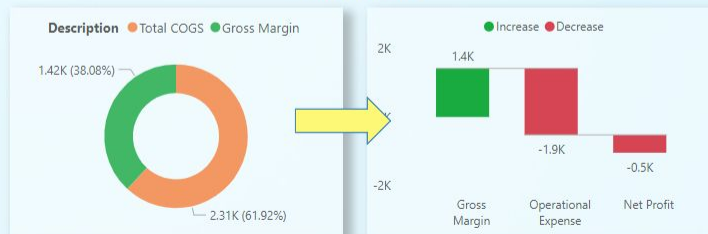
vs LY
vs Target

Show NP%

Performance Matrix



Unit Economics





Go ahead, explore vital insights from the dashboard

THANK YOU :)