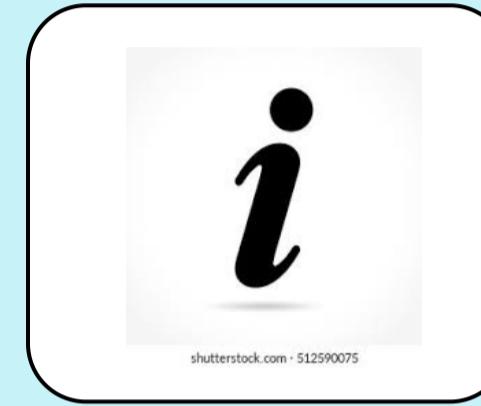




BUSINESS INSIGHT 360⁰

New To PowerBI



INFO



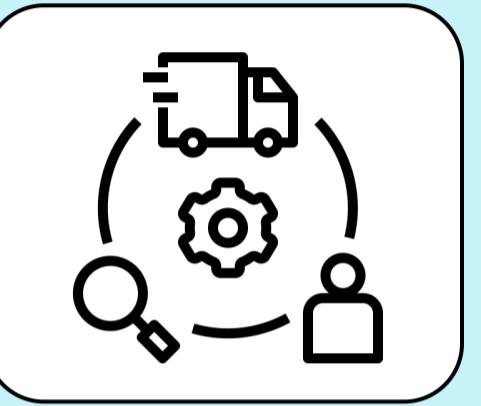
FINANCE VIEW



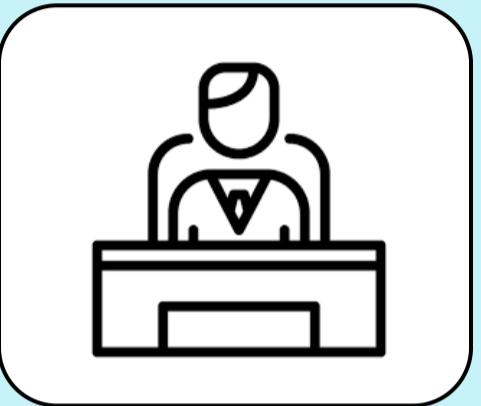
SALES VIEW



MARKETING



SUPPLY CHAIN VIEW



EXECUTIVE VIEW



EXECUTIVE REQUEST

Get an overview of the data. Download user manual and get to know the key information of this tool.

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

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

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

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.

A top level dashboard for executives consolidating top insights from all dimensions of business.

A few additional Questions of Executive Director answered here.

[Support & Feedback](#)



customer

All

region

All

sub_zone

All

market

All

channel

All

platform

All

customer region sub_zone market channel platform

74 4 7 27 3 2

Customer Tree

region

APAC

sub_zone

ROA

market

Bangladesh

customer

Count of region

4

division

All

segment

All

category

All

variant

All

product division segment category variant

73 3 6 14 26

Product Tree

division

P & A

category

Keyboard

variant

Plus 1

product

Count of division

3

product

All

division

All

segment

All

category

All

variant

All

product division segment category variant

73 3 6 14 26



region, market

All

customer

All

segment, prod...

All

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

Vs LY

Vs Target

\$1.64bn !

BM: 1.67bn (-1.35%)

Net Sales

37.14% !

BM: 38.26% (-2.92%)

GM %

-45.19% !

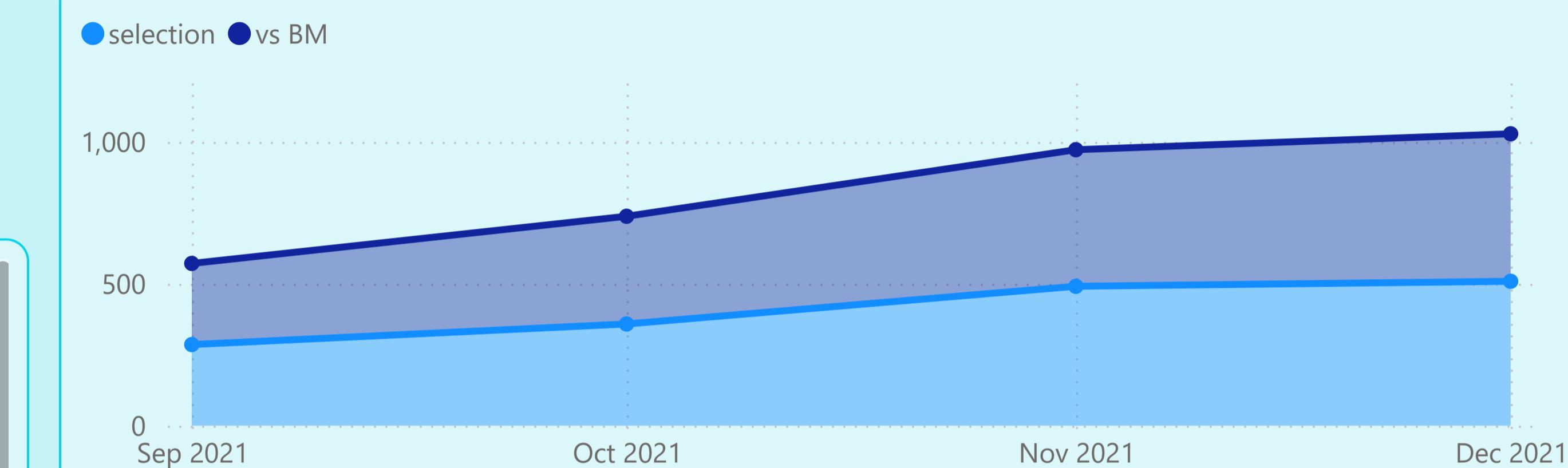
BM: -14.37% (-214.4%)

Net Profit %

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	3,258.68			
Pre Invoice Deduction	764.20			
Net Invoice Sales	2,494.48			
- Post Discounts	558.55			
- Post Deductions	293.03			
Total Post Invoice Deduction	851.58			
Net Sales	1,642.91	1,665.41	-22.51	-1.35
- Manufacturing Cost	971.74			
- Freight Cost	51.09			
- Other Cost	9.86			
Total COGS	1,032.70			
Gross Margin	610.21	637.20	-26.99	-4.24
Gross Margin %	37.14	38.26	-1.12	-2.92

Net Sales Performance Over Time

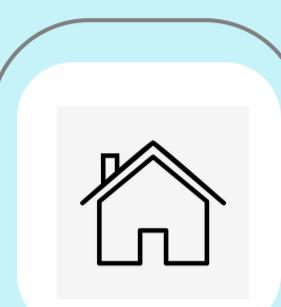


Top/Bottom Products And Customers By Net Sales

region	P&L values
APAC	882.68
NA	392.10
USA	288.90
Canada	103.20
Amazon	22.89
Atliq Exclusive	10.91
Atliq e Store	9.41
Total	1,642.91

segment	P&L values	P&L chg %
Storage	26.95	
AQ Pen Drive DRC	1.12	
AQ Pen Drive 2 IN 1	0.41	
AQ Neuer SSD	5.45	
AQ Digit SSD	1.62	
AQ Clx3	6.73	
AQ Clx2	5.91	
Total	1,642.91	-1.35

BM= Bench Mark LY= Last Year YTD: Year To Date YTG: Year To Go





region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

GM Target %

38.26%

Customer Performance

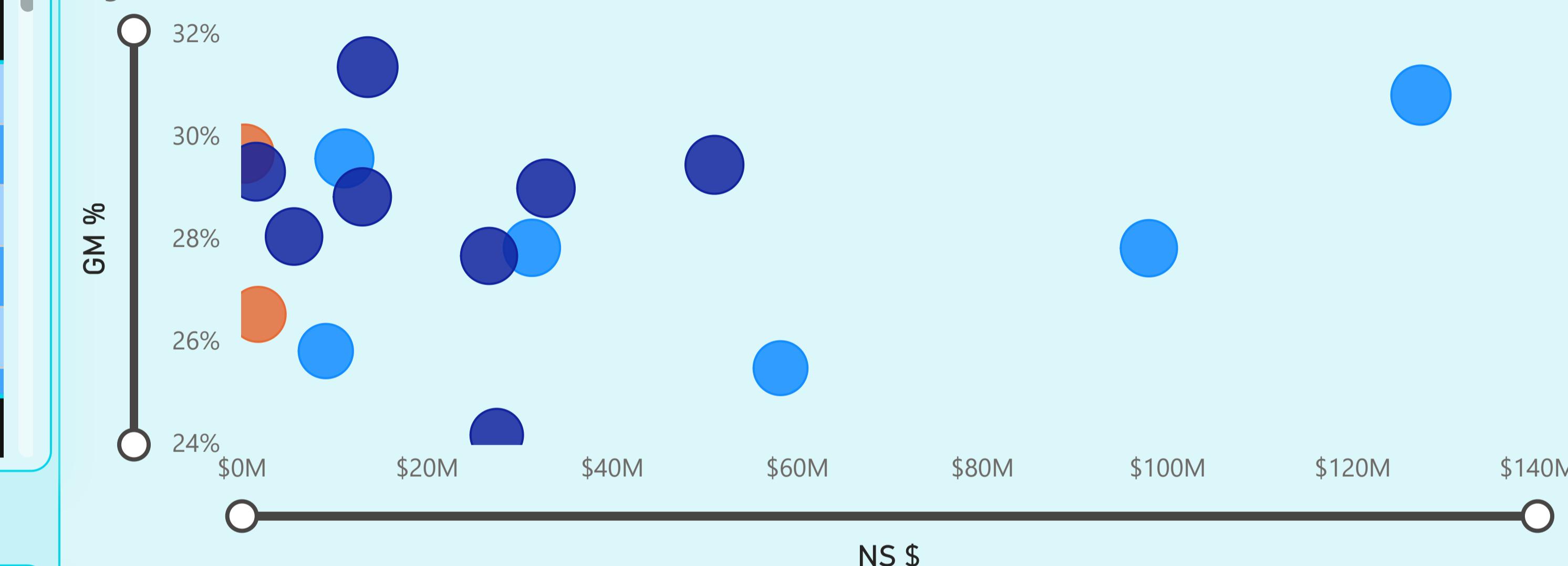
customer	NS \$	GM \$	GM %
Relief	\$12.75M	6.10M	47.82%
Neptune	\$45.97M	21.36M	46.46%
Circuit City	\$20.92M	9.67M	46.23%
Atliq Exclusive	\$159.31M	72.01M	45.20%
Premium Stores	\$11.06M	5.00M	45.15%
Total	\$1,642.91M	610.21M	37.14%

Product Performance

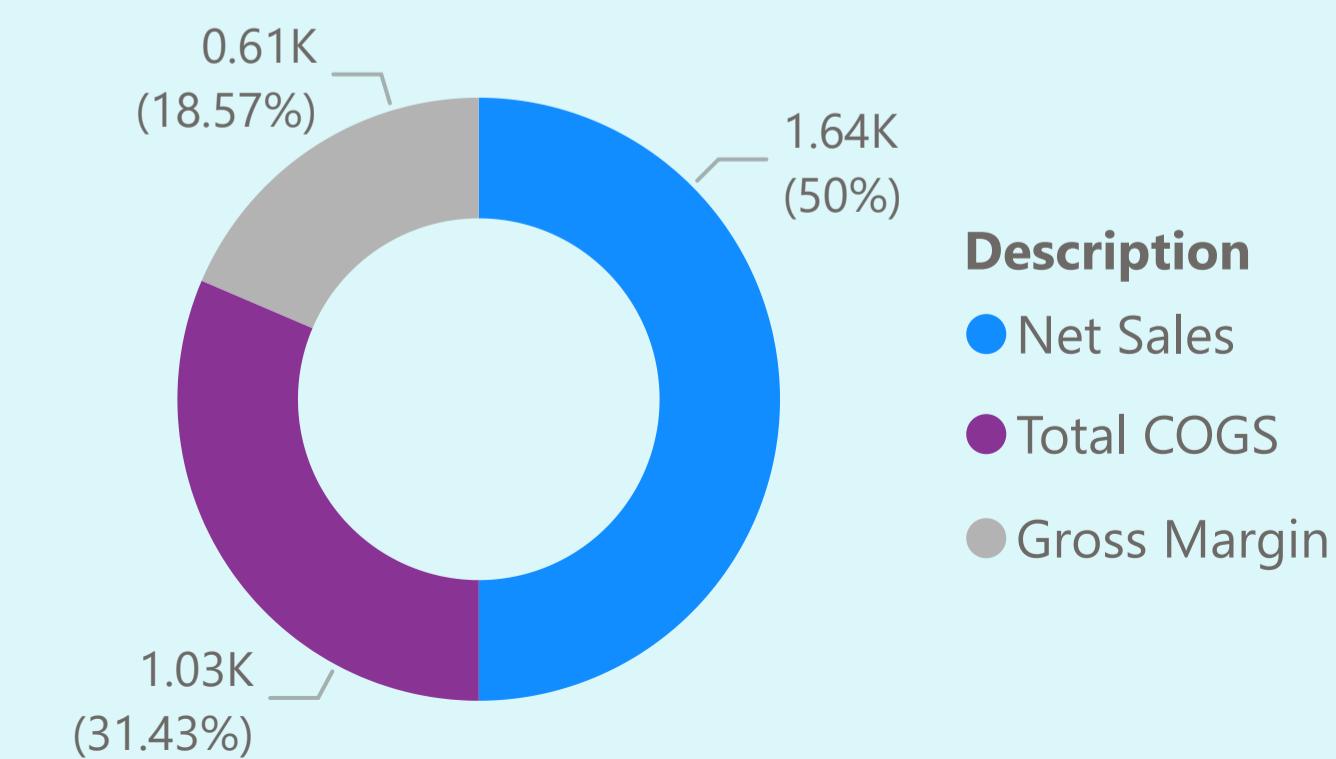
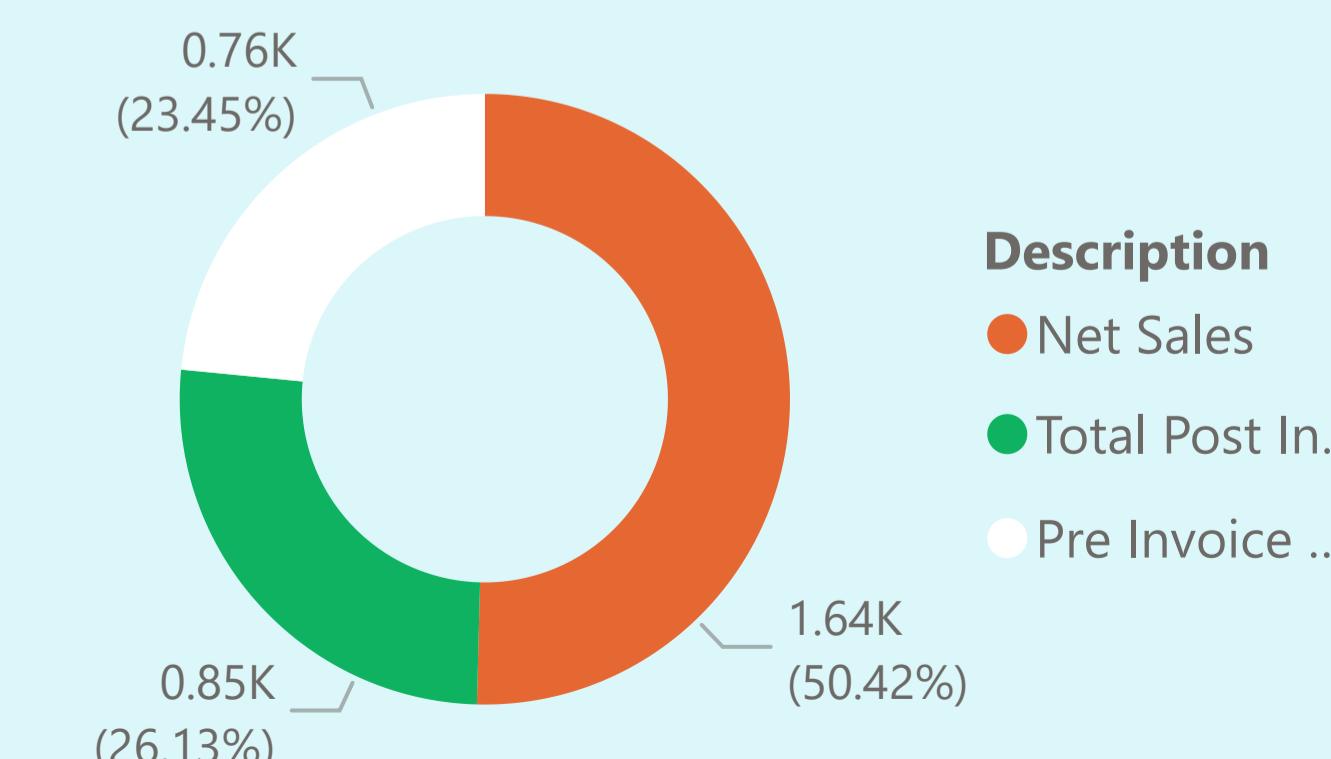
segment	NS \$	GM \$	GM %
Accessories	\$190.84M	70.80M	37.11%
Desktop	\$280.78M	104.81M	37.33%
Business Laptop	\$143.83M	53.63M	37.22%
Personal Desktop	\$136.95M	51.18M	37.30%
Networking	\$16.28M	6.11M	37.50%
Notebook	\$683.24M	253.34M	37.00%
Peripherals	\$444.83M	165.05M	37.11%
Total	\$1,642.91M	610.21M	37.11%

Performance Matrix

region ● APAC ● EU ● LATAM



P & L Values By Description





region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

Product Performance

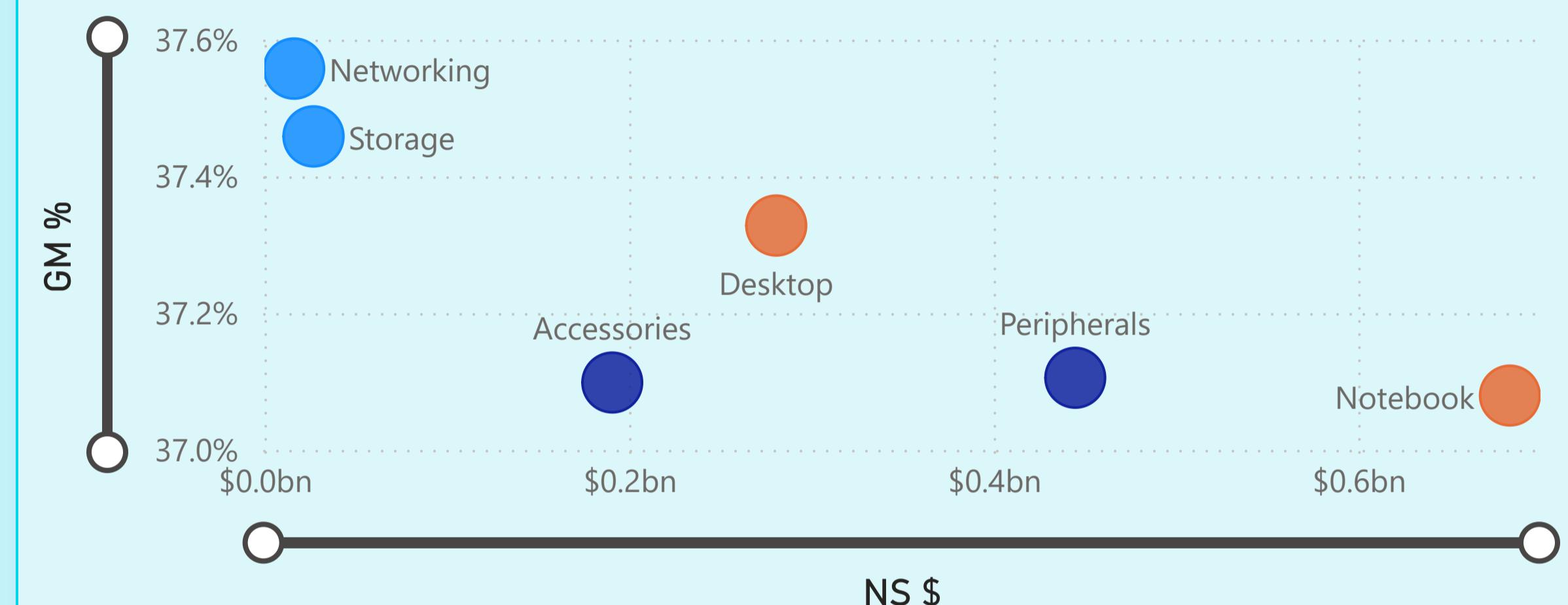
segment	NS \$	GM \$	GM %	net profit \$	net profit %
⊕ Notebook	\$683.24M	253.34M	37.08%	-309.16M	-45.25%
⊕ Peripherals	\$444.83M	165.05M	37.11%	-201.16M	-45.22%
⊕ Desktop	\$280.78M	104.81M	37.33%	-126.35M	-45.00%
⊕ Accessories	\$190.84M	70.80M	37.10%	-86.31M	-45.23%
⊕ Storage	\$26.95M	10.09M	37.46%	-12.09M	-44.87%
⊕ Networking	\$16.28M	6.11M	37.56%	-7.29M	-44.77%
Total	\$1,642.91M	610.21M	37.14%	-742.36M	-45.19%

Performance Matrix

Show NP %

GM % visual

division ● N & S ● P & A ● PC

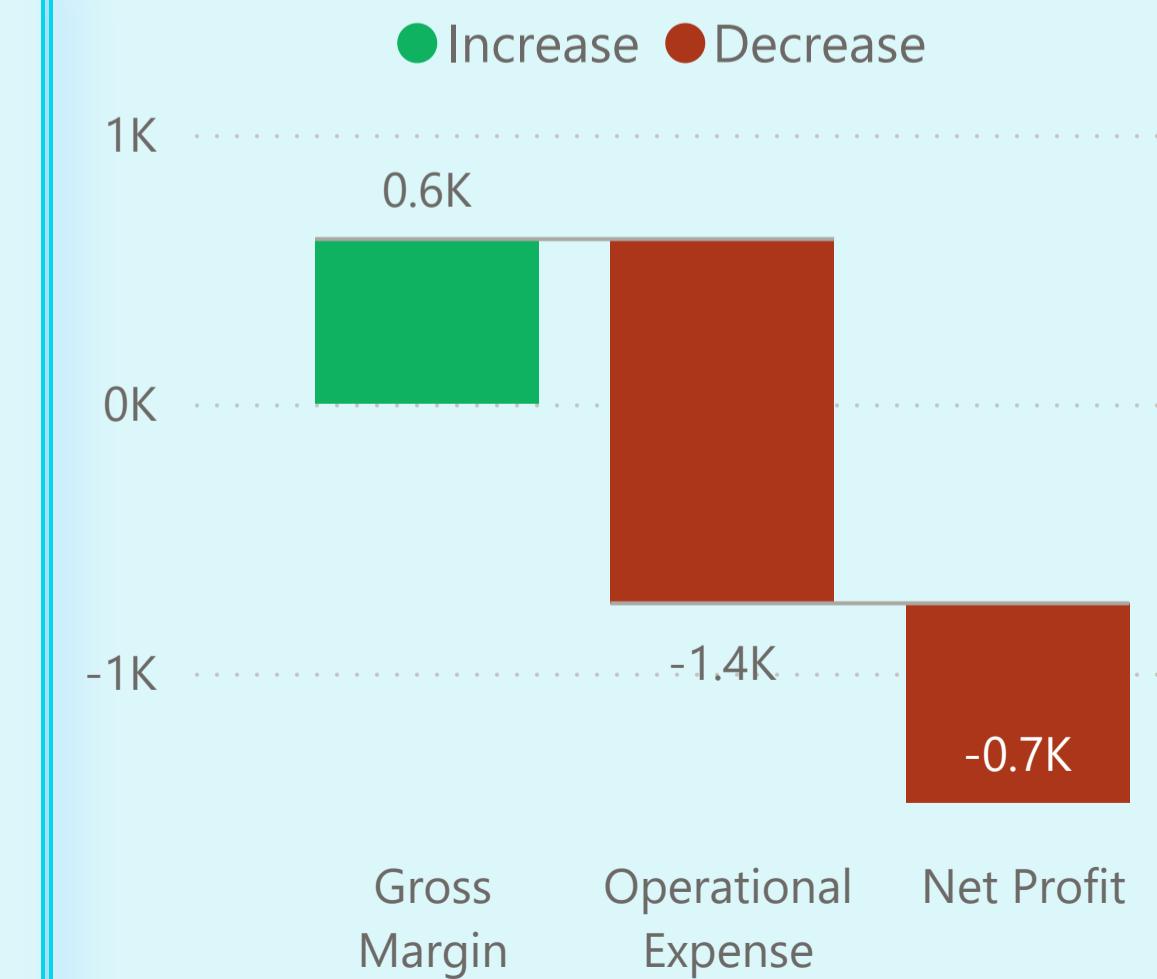
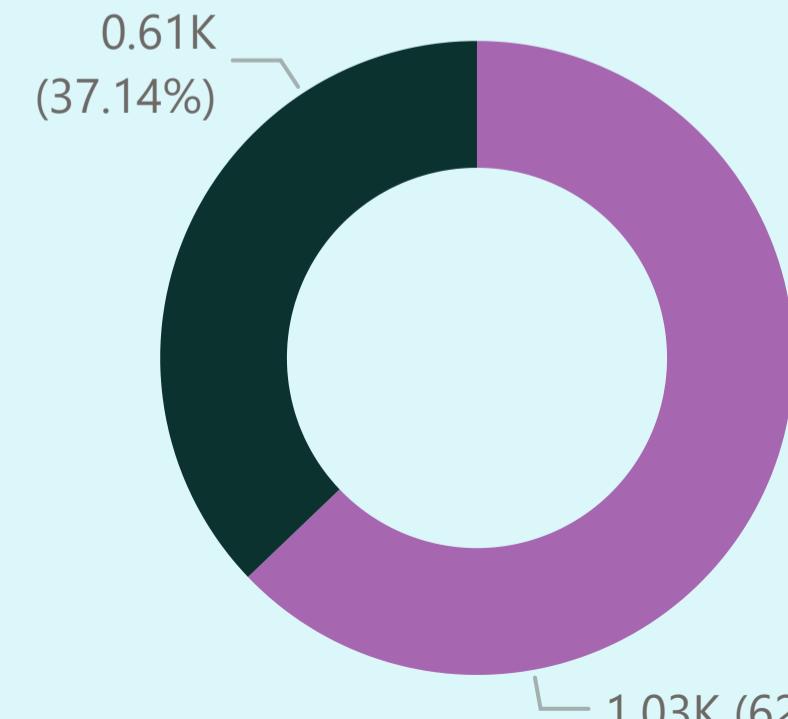


Region/Market/Customer Performance

region	NS \$	GM \$	GM %	net profit \$	net profit %
⊕ APAC	\$882.68M	311.65M	35.31%	-415.05M	-47.02%
⊕ NA	\$392.10M	174.62M	44.53%	-148.19M	-37.79%
⊕ EU	\$362.09M	121.85M	33.65%	-176.25M	-48.68%
⊕ LATAM	\$6.04M	2.10M	34.68%	-2.88M	-47.65%
Mexico	\$2.16M	0.88M	40.58%	-0.90M	-41.74%
Brazil	\$1.84M	0.49M	26.51%	-1.03M	-55.82%
Chile	\$1.67M	0.62M	37.16%	-0.75M	-45.17%
Columbia	\$0.37M	0.11M	29.64%	-0.20M	-52.69%
Total	\$1,642.91M	610.21M	37.14%	-742.36M	-45.19%

P & L Values By Description

Descrip... ● Total COGS ● Gross Margin





region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

YTD

YTG

81.17% ✓
LY: 79.85% (+1.66%)-3472.69K!
LY: -328.76K (-956.3%)6899.04K✓
LY: 4186.74K (+64.78%)

Forecast Accuracy

Net Error

ABS Error

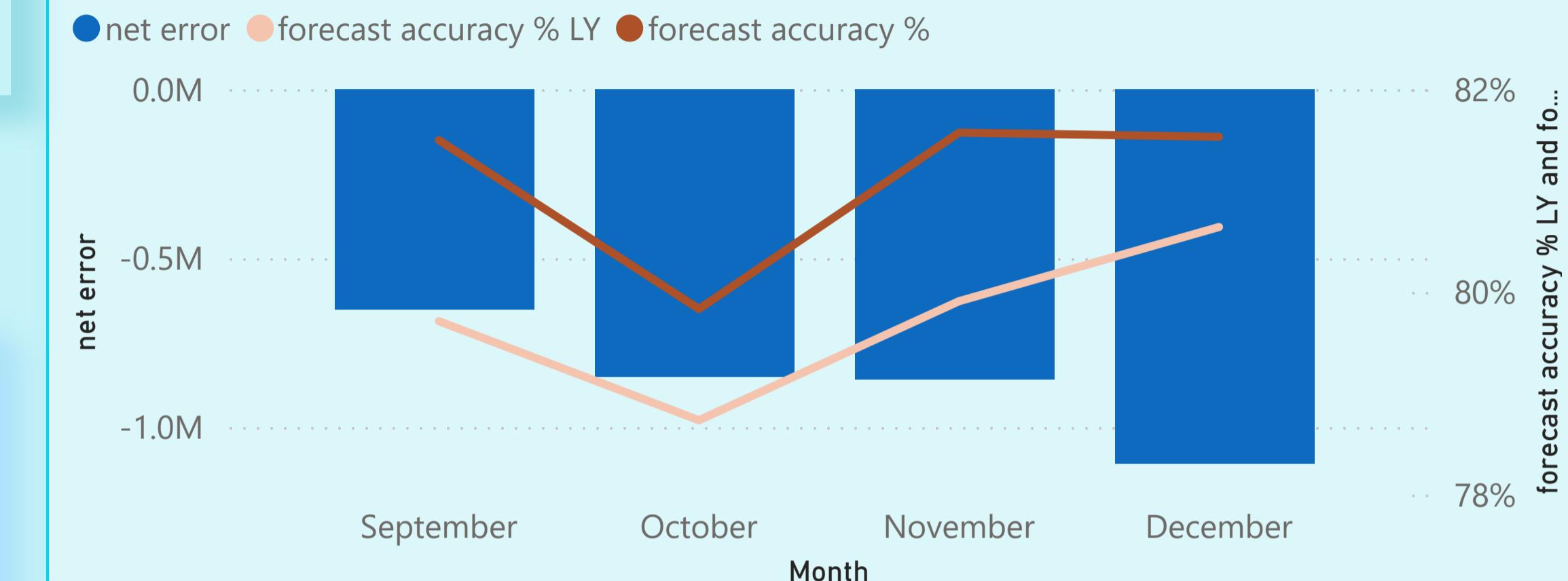
Key Metrics By Customer

customer	forecast accuracy %	forecast accuracy % LY	net error	net error %	risk
Acclaimed Stores	57.74%	50.00%	83037	10.74%	EI
BestBuy	46.60%	34.72%	81179	16.72%	EI
Billa	42.63%	21.82%	3704	3.91%	EI
Circuit City	46.17%	35.62%	85248	16.55%	EI
Control	52.06%	47.69%	64731	13.01%	EI
Costco	51.95%	48.35%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.27%	8104	6.00%	EI
Leader	48.72%	27.72%	166751	10.98%	EI
Logic Stores	52.49%	49.66%	6430	2.37%	EI
Nomad Stores	53.44%	51.58%	3394	1.34%	EI
Notebillig	42.70%	18.18%	1141	1.31%	EI
Otto	45.76%	17.85%	1962	2.41%	EI
Path	50.57%	45.58%	91486	14.91%	EI
Total	81.17%	79.85%	-3472690	-9.48%	OOS

|| EI- EXCESS INVENTORY || OOS- OUT OF STOCK ||

Accuracy/Net Error Trend

Net Error, Forecast Accuracy % LY and Forecast Accuracy % by Month



Key Metrics By Product

segment	forecast accuracy %	forecast accuracy % LY	net error	net error %	risk
Accessories	87.42%	77.24%	341468	1.72%	EI
Desktop	87.53%	84.91%	78576	10.24%	EI
Networking	93.06%	90.42%	-12967	-1.69%	OOS
Notebook	87.24%	80.24%	-47221	-1.69%	OOS
Peripherals	68.17%	83.08%	-3204280	-31.83%	OOS
Storage	71.50%	83.05%	-628266	-25.61%	OOS
Total	81.17%	79.85%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

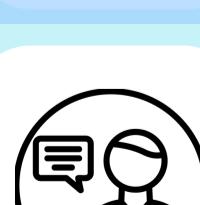
YTD

YTG

\$1.64bn!
BM: 1.67bn (-1.35%)37.14%!
BM: 38.26% (-2.92%)-45.19%!
BM: -14.37% (-214.4%)81.17%✓
BM: 79.85% (+1.66%)Vs LY
Vs Target

Revenue By Division

Revenue By Channel



Net Sales

GM %

Net Profit %

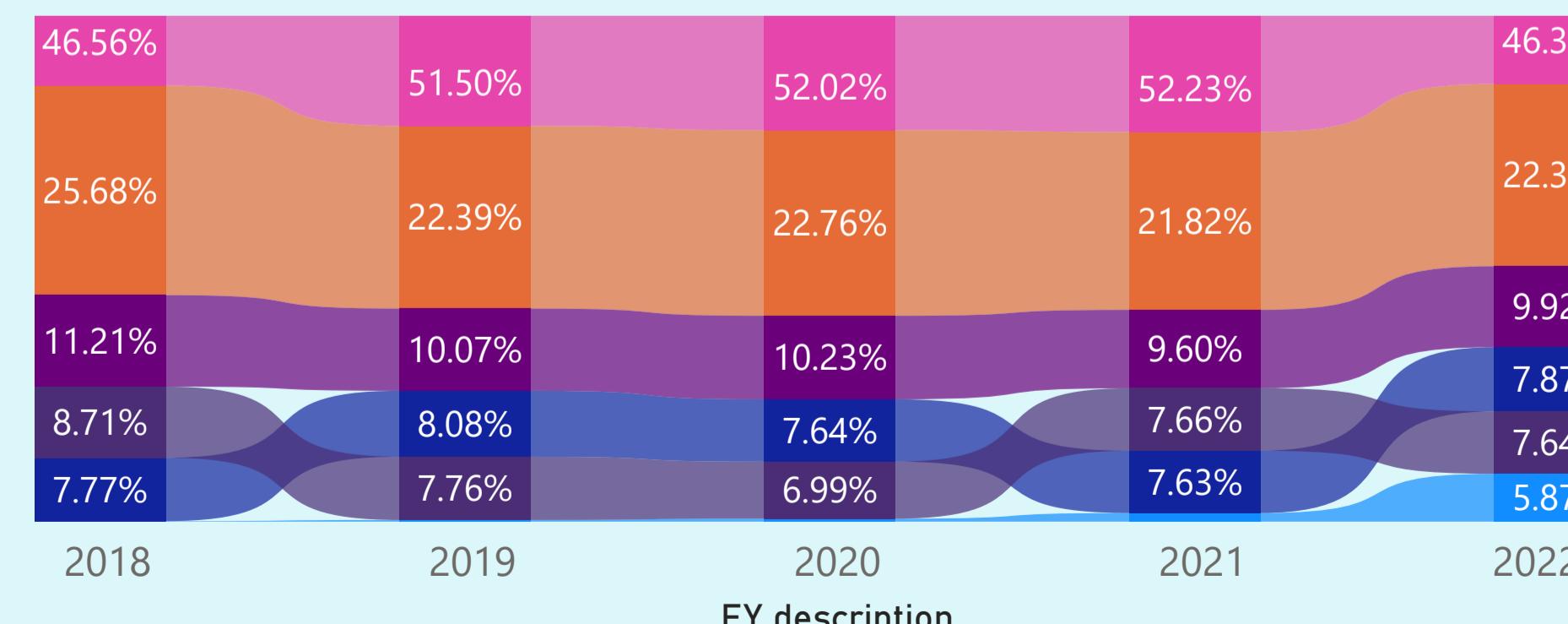
Forecast Accuracy

Key Insights by SubZone

sub_zone	NS \$	RC %	GM %	net profit %	net error %	risk
ANZ	\$94.5M	5.75%	43.09%	-39.24%	-37.61%	OOS
India	\$445.3M	27.10%	35.35% ↓	-46.98%	-24.37%	OOS
LATAM	\$6.0M	0.37%	34.68% ↓	-47.65%	3.37%	EI
NA	\$392.1M	23.87%	44.53%	-37.79%	14.35%	EI
NE	\$196.2M	11.94%	32.01% ↓	-50.32%	-4.56%	OOS
ROA	\$343.0M	20.88%	33.10% ↓	-49.22%	-4.56%	OOS
SE	\$165.9M	10.10%	35.60% ↓	-46.73%	-55.47%	OOS
Total	\$1,642.9M	100.00%	37.14% ↓	-45.19%	-9.48%	OOS

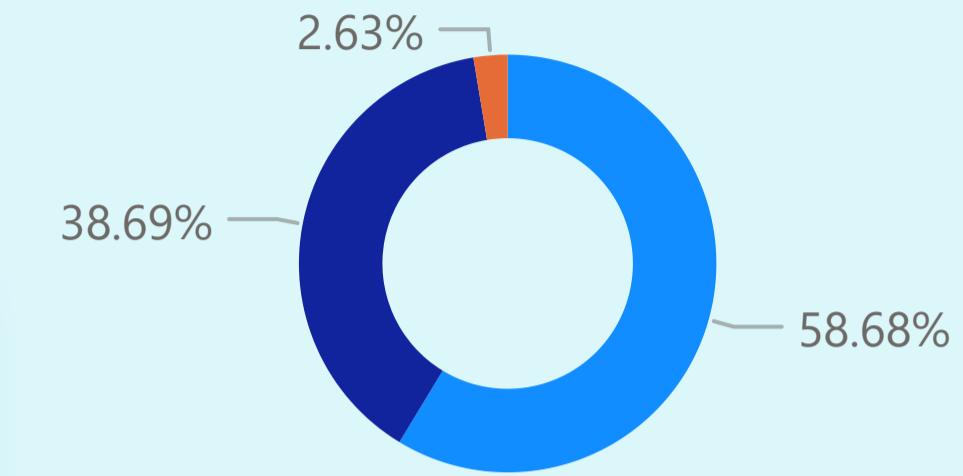
PC Market Share: Atliq & Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● others ● pacer

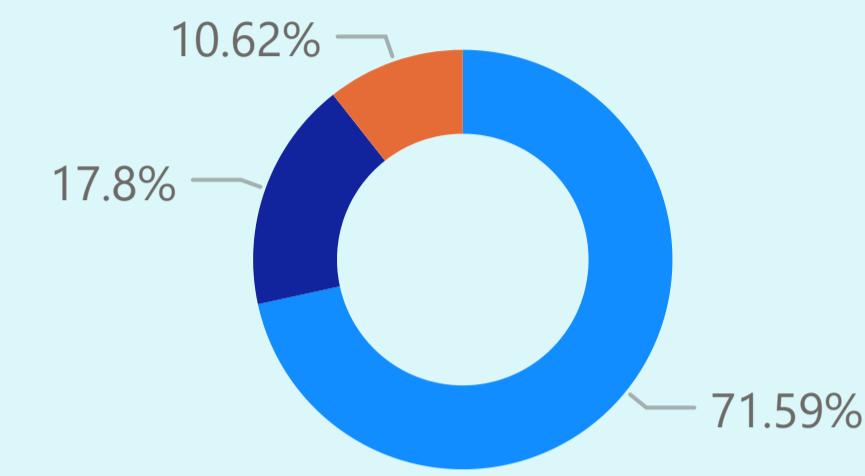


BM= BenchMark, LY= Last Year, EI= Excess Inventory, OOS= Out Of Stock

division ● PC ● P & A ● N & S



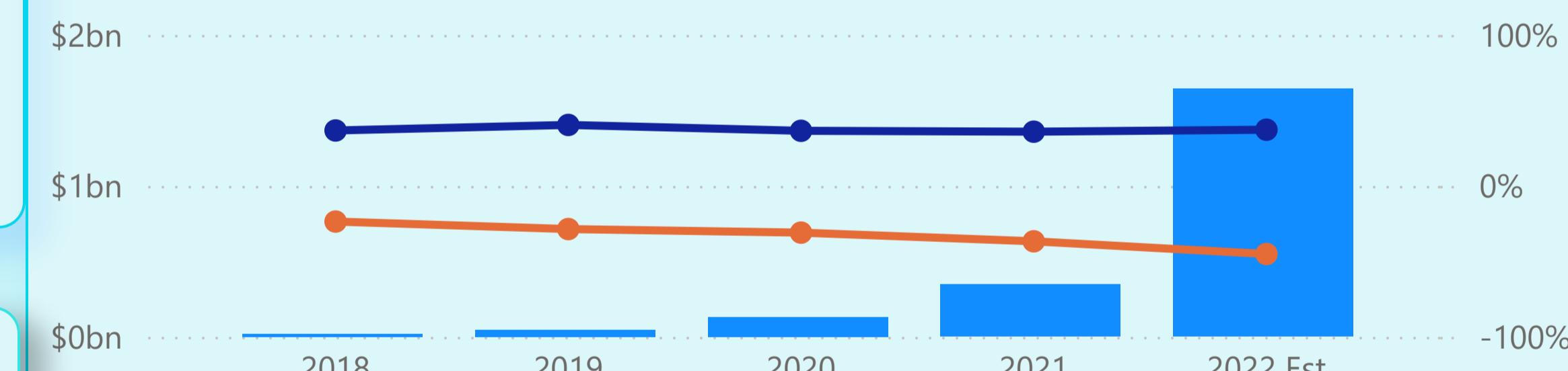
channel ● Retailer ● Direct ● Distributor



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

NS \$, GM % and net profit % by FY description

● NS \$ ● GM % ● net profit %



Top 5 Customers By Revenue

customer ● RC % ● GM %

customer	RC %	GM %
Sage	3.19%	30.41% ↓
Flipkart	3.48%	41.63%
Atliq Exclusive	9.70%	45.20%
Atliq e Store	8.10%	35.74% ↓

Top 5 Products By Revenue

product ● RC %

product	RC %
AQ BZ Allin1 Gen 2	5.15%
AQ Electron 3 3600 Desktop Processor	4.00%
AQ HOME Allin1 Gen 2	4.80%
AQ Smash 1	4.14%



Navigate To
Answer

REQUEST1: Which customers are currently meeting or exceeding our GM% Target, and which are falling short? Show it in the Customer Performance Visualization in the Sales View.

Fiscal Year



2019

Canada



2020



2021



2022 Est

REQUEST2: For top 5 countries, I want to know the top 5 products and bottom 5 products based on GM% growth YOY & the post discount % trend for each of these customers.

Top 5 Countries by GM% For 2022 Est

Canada China Spain Australia USA

1. Top 5 Product For Entire Market

Rank Top 5 product		GM %	GM % LY	GM % Growth YOY
1	AQ F16	37.93%		37.93%
2	AQ BZ Allin1 Gen 2	37.91%		37.91%
3	AQ Lumina	37.77%		37.77%
4	AQ MB Crossx 2	38.04%	35.69%	2.35%
5	AQ MB Crossx	38.01%	35.83%	2.18%

2. Bottom 5 Product For Entire Market

Rank Bottom 5 product		GM %	GM % LY	GM % Growth YOY
1	AQ 5000 Series Ultron 8 5900X Desktop Processor	36.09%	37.45%	-1.37%
2	AQ Clx3	36.72%	38.09%	-1.36%
3	AQ Lumina Ms	37.69%	38.65%	-0.96%
4	AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.77%	37.59%	-0.81%
5	AQ Marquee P4	35.54%	36.24%	-0.71%

3. Entire Market Customers

customer	GM % Growth YOY
Integration Stores	13.42%
Circuit City	11.51%
Relief	11.08%
Media Markt	9.79%
Premium Stores	9.28%
Digimarket	9.17%
Euronics	8.99%
Radio Shack	8.71%
Argos (Sainsbury's)	8.46%
Acclaimed Stores	7.81%
Radio Popular	7.77%
Nomad Stores	7.32%
Chiptec	7.22%
BestBuy	6.91%
Elite	6.82%
Flipkart	6.74%
Elkjøp	6.57%
Atliq e Store	6.52%
Total	5.99%

1. FY slicer only filters Top5 Countries 2. Use Top5 Countries to filter the 3 tables 3. For Post Discount Percentage hover over the name of customers