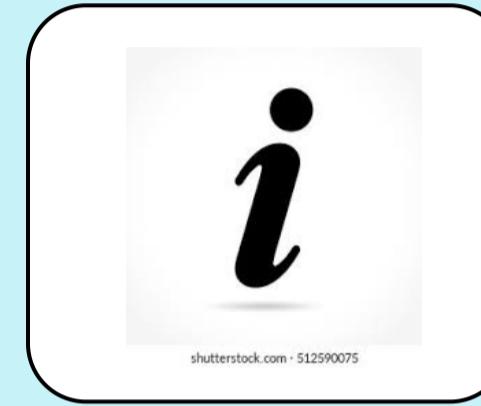




# BUSINESS INSIGHT 360<sup>0</sup>

## New To PowerBI



INFO



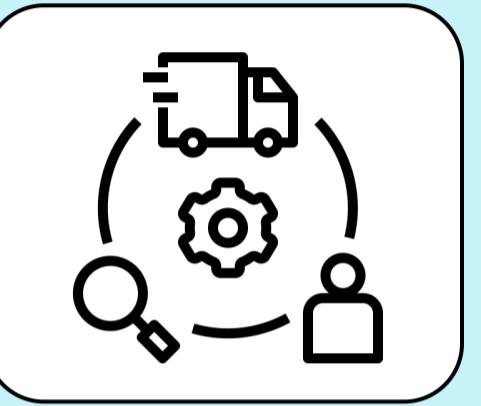
FINANCE VIEW



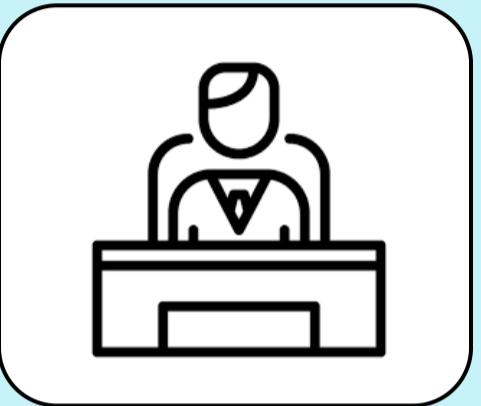
SALES VIEW



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 &amp; 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

Q3

Q4

YTD

YTG

Vs LY

Vs Target

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

37.48% !

BM: 38.34% (-2.24%)

GM %

-44.85% !

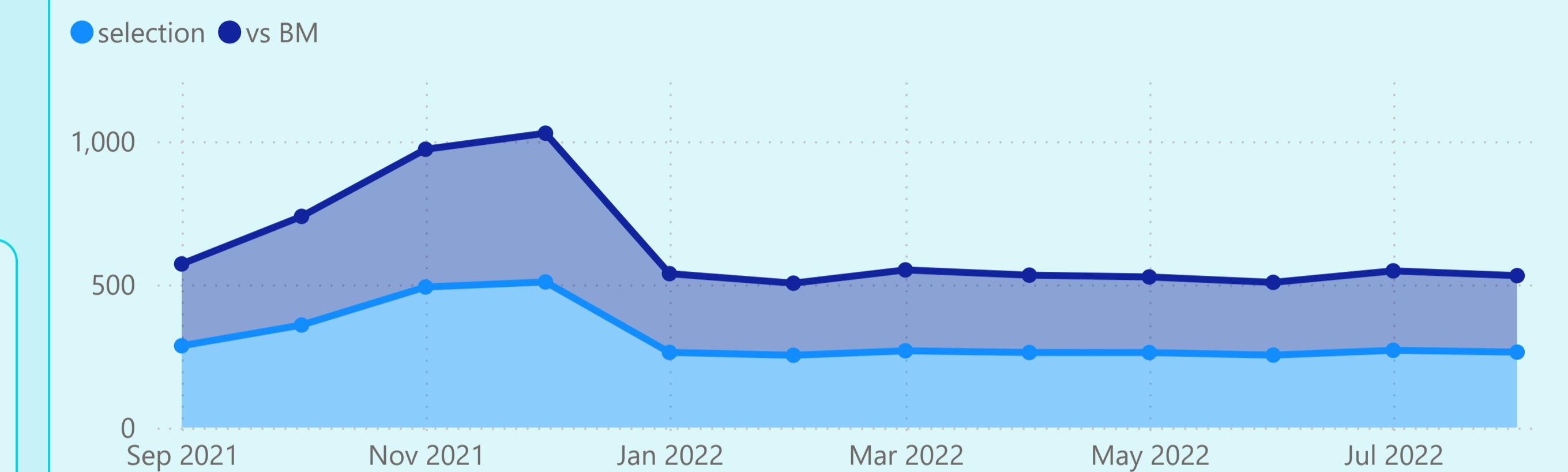
BM: -14.19% (-216.04%)

Net Profit %

### Profit & Loss Statement

| Line Item                    | 2022 Est | 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               | 116.19   |          |        |       |
| - Other Cost                 | 22.42    |          |        |       |
| Total COGS                   | 2,335.89 |          |        |       |
| Gross Margin                 | 1,400.28 | 1,459.51 | -59.23 | -4.06 |
| Gross Margin %               | 37.48    | 38.34    | -0.86  | -2.24 |

### Net Sales Performance Over Time

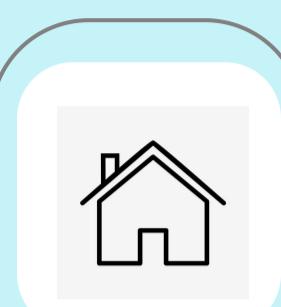


### Top/Bottom Products And Customers By Net Sales

| region          | P&L values      | P&L chg %    |
|-----------------|-----------------|--------------|
| APAC            | 1,923.77        |              |
| NA              | 1,022.09        |              |
| USA             | 770.26          |              |
| Canada          | 251.83          |              |
| Amazon          | 55.77           |              |
| Atliq Exclusive | 26.28           |              |
| Premium Stores  | 22.48           |              |
| <b>Total</b>    | <b>3,736.17</b> | <b>-1.86</b> |

| segment             | P&L values      | P&L chg %    |
|---------------------|-----------------|--------------|
| Storage             | 54.59           |              |
| AQ Pen Drive DRC    | 2.71            |              |
| AQ Pen Drive 2 IN 1 | 0.99            |              |
| AQ Neuer SSD        | 10.98           |              |
| AQ Digit SSD        | 3.24            |              |
| AQ Clx3             | 13.35           |              |
| AQ Clx2             | 11.96           |              |
| <b>Total</b>        | <b>3,736.17</b> | <b>-1.86</b> |

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





region, market

▼

customer

▼

segment, product...

▼

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

GM Target %

38.34%

Vs LY

Vs Target

6.00%



## Customer Performance

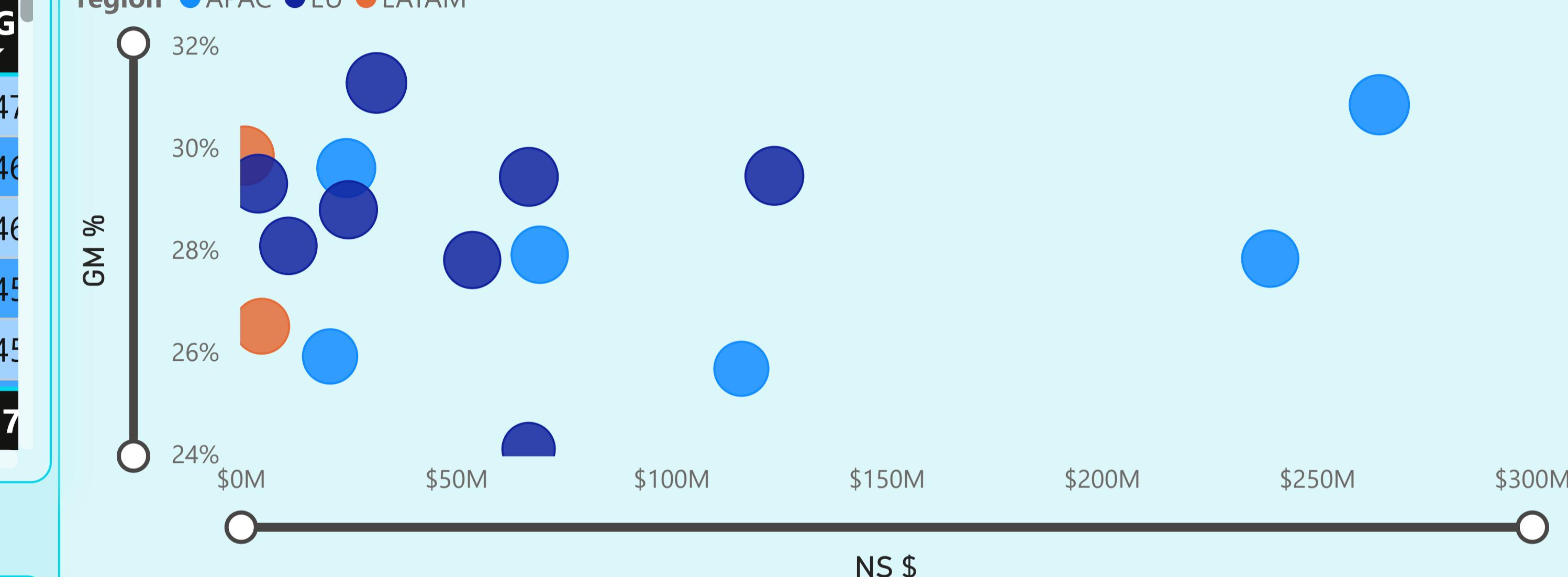
| customer        | NS \$              | GM \$            | G %        |
|-----------------|--------------------|------------------|------------|
| Relief          | \$30.72M           | 14.74M           | 47%        |
| Neptune         | \$105.69M          | 49.19M           | 46%        |
| Circuit City    | \$52.42M           | 24.26M           | 46%        |
| Premium Stores  | \$27.49M           | 12.57M           | 45%        |
| Atliq Exclusive | \$361.12M          | 163.87M          | 45%        |
| <b>Total</b>    | <b>\$3,736.17M</b> | <b>1,400.28M</b> | <b>37%</b> |

## Product Performance

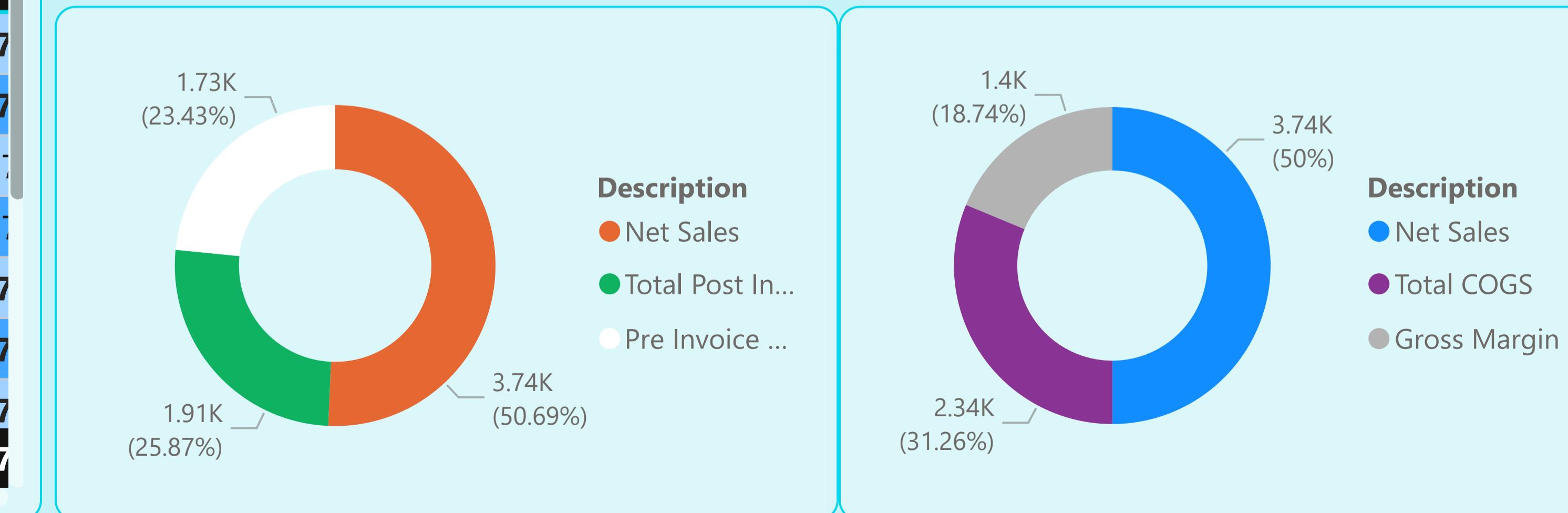
| segment          | NS \$              | GM \$            | G %        |
|------------------|--------------------|------------------|------------|
| Accessories      | \$454.10M          | 169.86M          | 37%        |
| Desktop          | \$711.08M          | 268.08M          | 37%        |
| Business Laptop  | \$343.89M          | 129.52M          | 37%        |
| Personal Desktop | \$367.18M          | 138.56M          | 37%        |
| Networking       | \$38.43M           | 14.55M           | 37%        |
| Notebook         | \$1,580.43M        | 591.41M          | 37%        |
| Peripherals      | \$897.54M          | 335.79M          | 37%        |
| <b>Total</b>     | <b>\$3,736.17M</b> | <b>1,400.28M</b> | <b>37%</b> |

## Performance Matrix

region ● APAC ● EU ● LATAM



## P &amp; L Values By Description





region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

## Product Performance

| segment       | NS \$              | GM \$            | GM %          | net profit \$     | net profit %   |
|---------------|--------------------|------------------|---------------|-------------------|----------------|
| ⊕ Notebook    | \$1,580.43M        | 591.41M          | 37.42%        | -709.73M          | -44.91%        |
| ⊕ Peripherals | \$897.54M          | 335.79M          | 37.41%        | -403.14M          | -44.92%        |
| ⊕ Desktop     | \$711.08M          | 268.08M          | 37.70%        | -317.33M          | -44.63%        |
| ⊕ Accessories | \$454.10M          | 169.86M          | 37.41%        | -203.99M          | -44.92%        |
| ⊕ Storage     | \$54.59M           | 20.60M           | 37.73%        | -24.35M           | -44.60%        |
| ⊕ Networking  | \$38.43M           | 14.55M           | 37.85%        | -17.10M           | -44.48%        |
| <b>Total</b>  | <b>\$3,736.17M</b> | <b>1,400.28M</b> | <b>37.48%</b> | <b>-1,675.63M</b> | <b>-44.85%</b> |

## Region/Market/Customer Performance

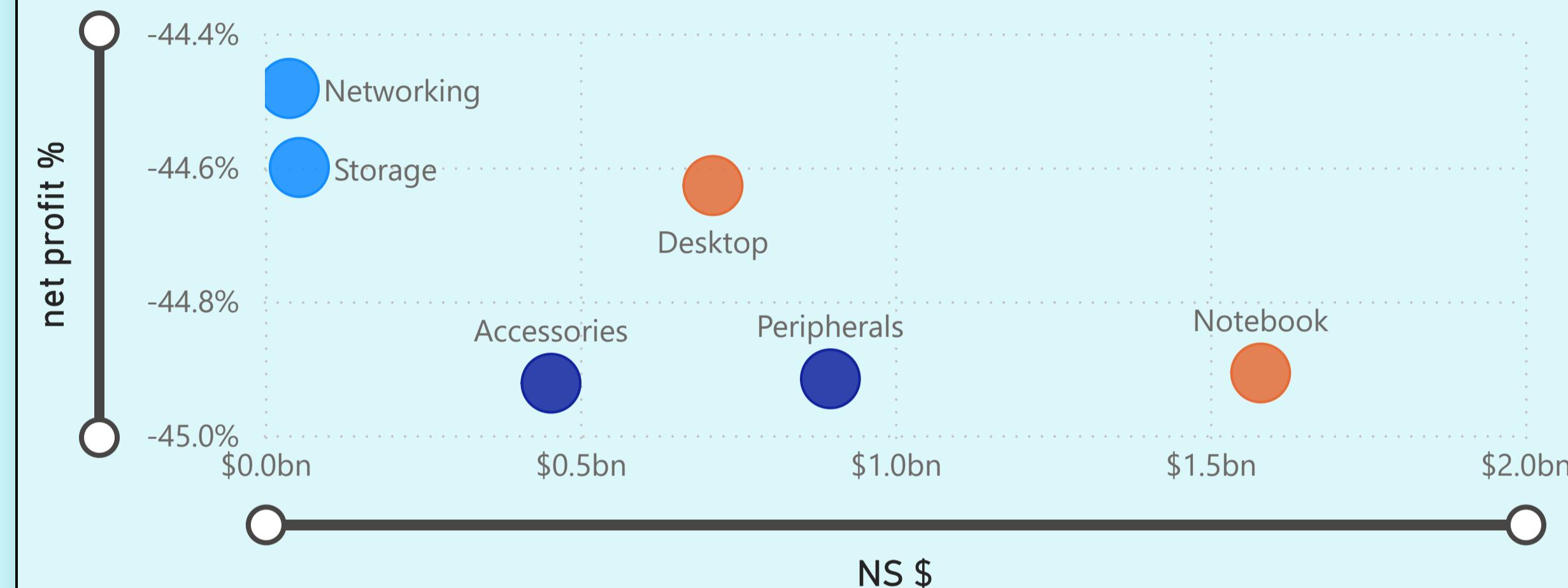
| region       | NS \$              | GM \$            | GM %          | net profit \$     | net profit %   |
|--------------|--------------------|------------------|---------------|-------------------|----------------|
| ⊕ APAC       | \$1,923.77M        | 679.11M          | 35.30%        | -904.69M          | -47.03%        |
| ⊕ NA         | \$1,022.09M        | 454.82M          | 44.50%        | -386.65M          | -37.83%        |
| ⊕ EU         | \$775.48M          | 261.25M          | 33.69%        | -377.19M          | -48.64%        |
| ⊕ LATAM      | \$14.82M           | 5.11M            | 34.45%        | -7.10M            | -47.88%        |
| Mexico       | \$5.81M            | 2.36M            | 40.56%        | -2.43M            | -41.76%        |
| Brazil       | \$4.97M            | 1.32M            | 26.50%        | -2.78M            | -55.83%        |
| Chile        | \$3.04M            | 1.13M            | 37.29%        | -1.37M            | -45.04%        |
| Columbia     | \$1.00M            | 0.30M            | 29.84%        | -0.52M            | -52.49%        |
| <b>Total</b> | <b>\$3,736.17M</b> | <b>1,400.28M</b> | <b>37.48%</b> | <b>-1,675.63M</b> | <b>-44.85%</b> |

## Performance Matrix

Show GM %

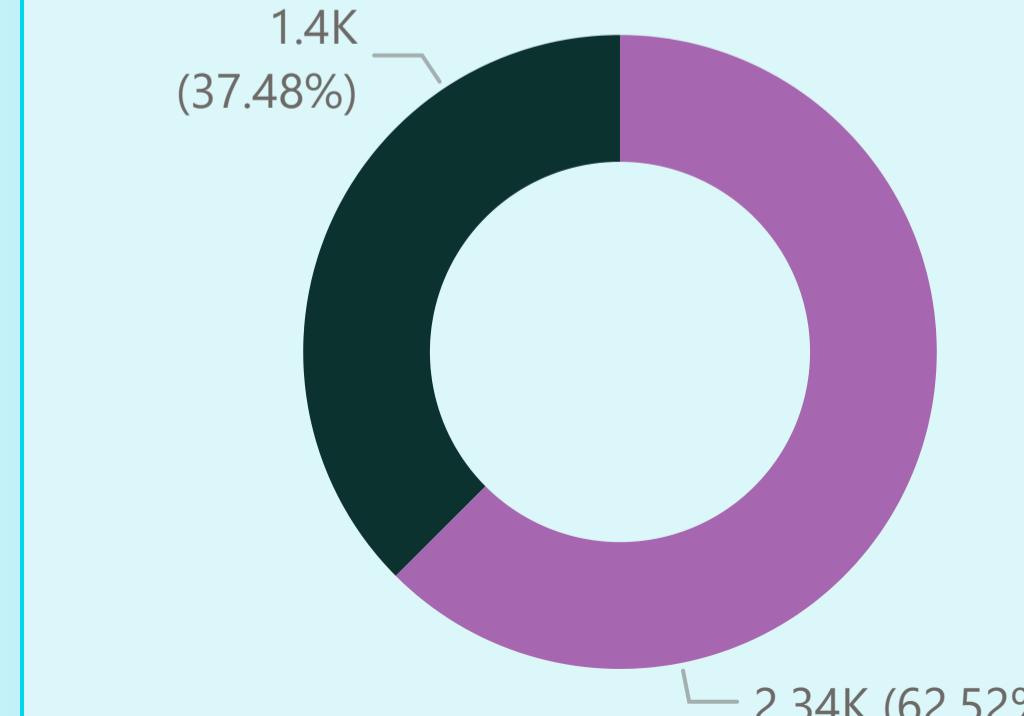
## NP % Visual

division ● N &amp; S ● P &amp; A ● PC



## P &amp; L Values By Description

Descrip... ● Total COGS ● Gross Margin





region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

## Accuracy/Net Error Trend

**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%)

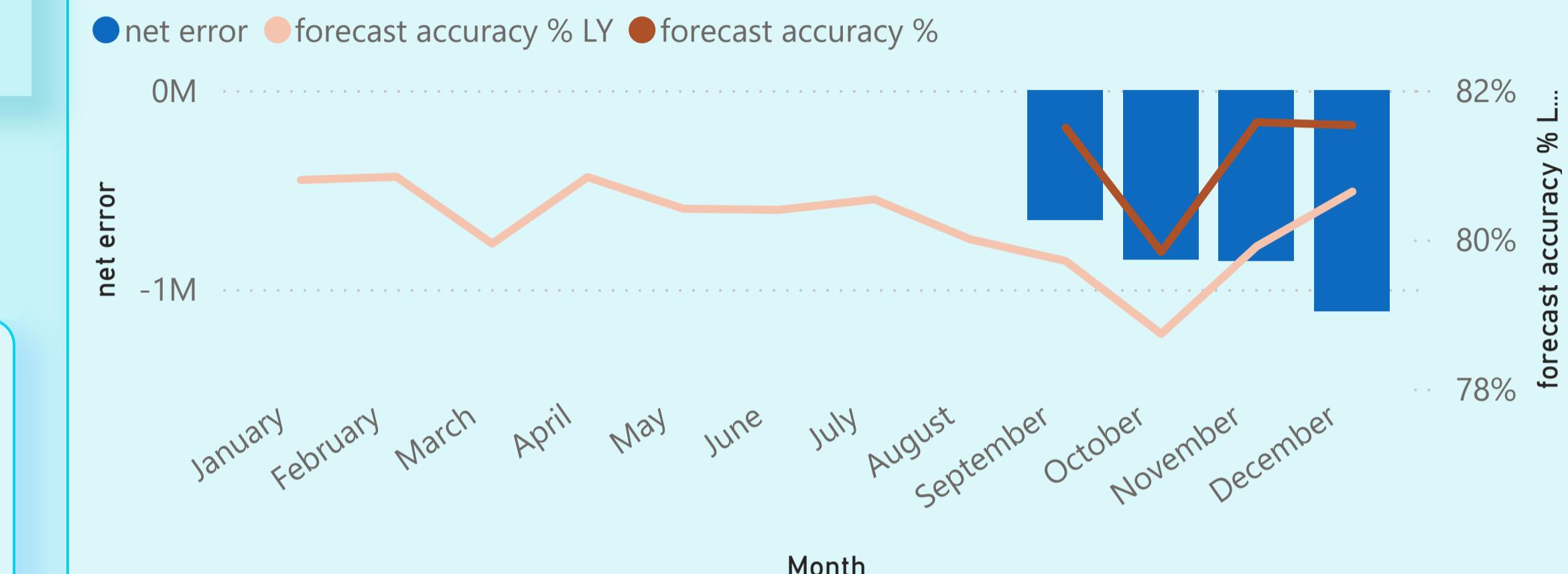
ABS Error

### Key Metrics By Customer

| customer                 | forecast accuracy % | forecast accuracy % LY | net error       | net error %   | risk       |
|--------------------------|---------------------|------------------------|-----------------|---------------|------------|
| Acclaimed Stores         | 57.74%              | 50.69%                 | 83037           | 10.74%        | EI         |
| BestBuy                  | 46.60%              | 35.31%                 | 81179           | 16.72%        | EI         |
| Billa                    | 42.63%              | 18.29%                 | 3704            | 3.91%         | EI         |
| Circuit City             | 46.17%              | 35.02%                 | 85248           | 16.55%        | EI         |
| Control                  | 52.06%              | 47.42%                 | 64731           | 13.01%        | EI         |
| Costco                   | 51.95%              | 49.42%                 | 101913          | 15.79%        | EI         |
| Currys (Dixons Carphone) | 54.29%              | 35.92%                 | 8104            | 6.00%         | EI         |
| Leader                   | 48.72%              | 24.45%                 | 166751          | 10.98%        | EI         |
| Logic Stores             | 52.49%              | 51.44%                 | 6430            | 2.37%         | EI         |
| Nomad Stores             | 53.44%              | 50.59%                 | 3394            | 1.34%         | EI         |
| Notebillig               | 42.70%              | 18.87%                 | 1141            | 1.31%         | EI         |
| Otto                     | 45.76%              | 18.37%                 | 1962            | 2.41%         | EI         |
| Path                     | 50.57%              | 45.53%                 | 91486           | 14.91%        | FI         |
| <b>Total</b>             | <b>81.17%</b>       | <b>80.21%</b>          | <b>-3472690</b> | <b>-9.48%</b> | <b>OOS</b> |

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

### 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%              | 77.66%                 | 341468          | 1.72%         | EI         |
| Desktop      | 87.53%              | 84.37%                 | 78576           | 10.24%        | EI         |
| Networking   | 93.06%              | 90.40%                 | -12967          | -1.69%        | OOS        |
| Notebook     | 87.24%              | 79.99%                 | -47221          | -1.69%        | OOS        |
| Peripherals  | 68.17%              | 83.23%                 | -3204280        | -31.83%       | OOS        |
| Storage      | 71.50%              | 83.54%                 | -628266         | -25.61%       | OOS        |
| <b>Total</b> | <b>81.17%</b>       | <b>80.21%</b>          | <b>-3472690</b> | <b>-9.48%</b> | <b>OOS</b> |



region, market

All

customer

All

segment, product...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn!  
BM: 3.81bn (-1.86%)37.48%!  
BM: 38.34% (-2.24%)-44.85%!  
BM: -14.19% (-216.04%)81.17%✓  
BM: 80.21% (+1.2%)

Vs LY

Vs Target

## Revenue By Division

## Revenue By Channel

Net Sales

GM %

Net Profit %

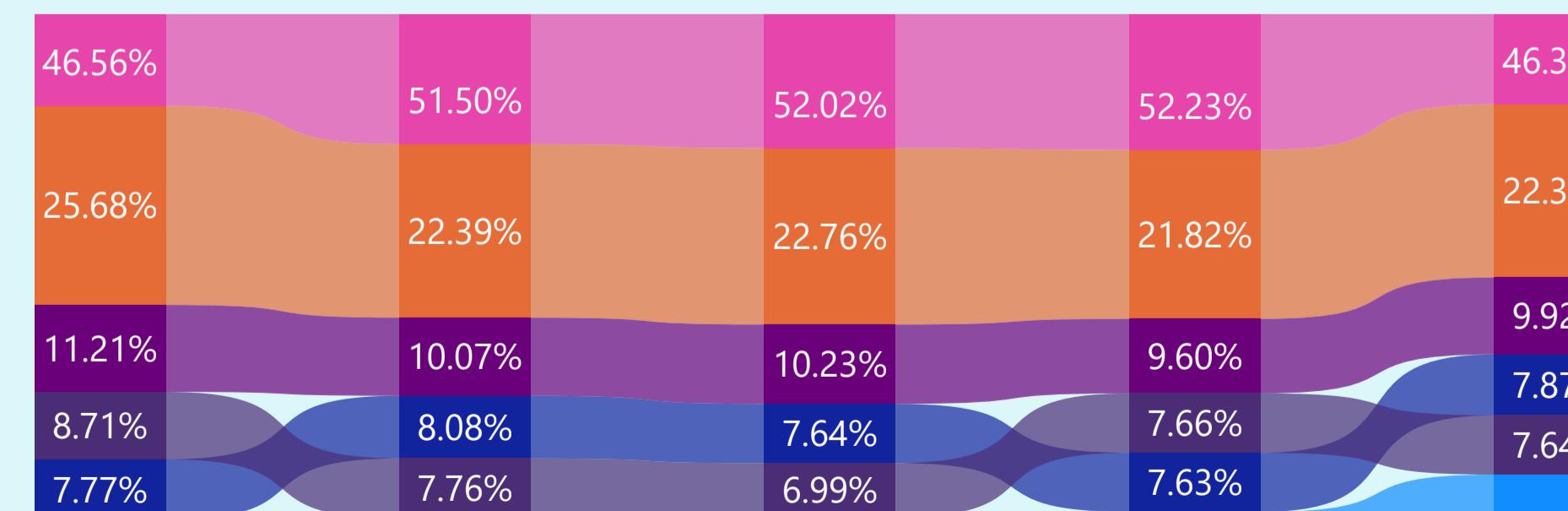
Forecast Accuracy

## Key Insights by SubZone

| sub_zone     | NS \$             | RC %           | GM %           | net profit %   | net error %   | risk       |
|--------------|-------------------|----------------|----------------|----------------|---------------|------------|
| ANZ          | \$189.8M          | 5.08%          | 42.79%         | -39.54%        | -37.61%       | OOS        |
| India        | \$945.3M          | 25.30%         | 35.42%         | -46.91%        | -24.37%       | OOS        |
| LATAM        | \$14.8M           | 0.40%          | 34.45%         | -47.88%        | 3.37%         | EI         |
| NA           | \$1,022.1M        | 27.36%         | 44.50%         | -37.83%        | 14.35%        | EI         |
| NE           | \$457.7M          | 12.25%         | 32.05%         | -50.28%        | -4.56%        | OOS        |
| ROA          | \$788.7M          | 21.11%         | 33.35%         | -48.97%        | -4.56%        | OOS        |
| SE           | \$317.8M          | 8.51%          | 36.05%         | -46.28%        | -55.47%       | OOS        |
| <b>Total</b> | <b>\$3,736.2M</b> | <b>100.00%</b> | <b>37.48% </b> | <b>-44.85%</b> | <b>-9.48%</b> | <b>OOS</b> |

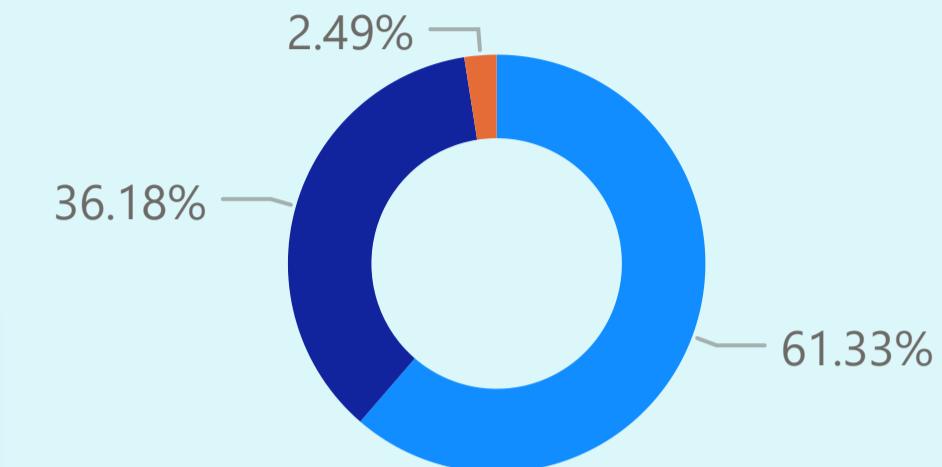
## PC Market Share: Atliq &amp; Competitors

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

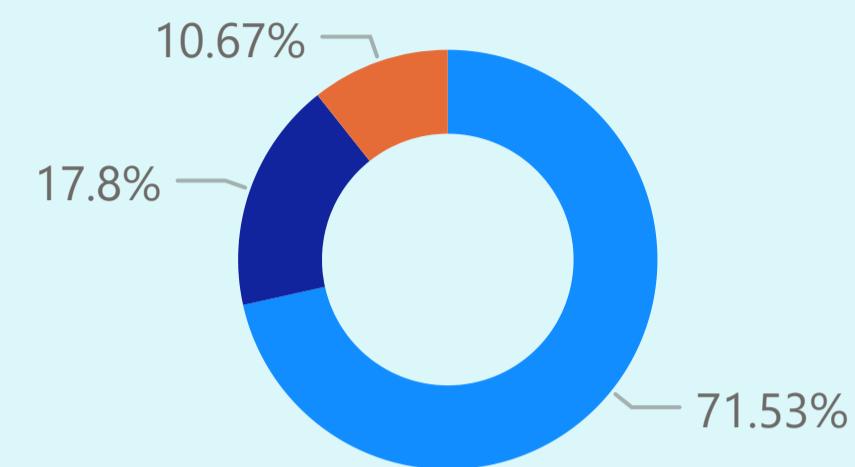


BM= BenchMark, LY= Last Year, EI= Excess Inventory, OOS= Out Of Stock

division ● PC ● P &amp; A ● N &amp; S



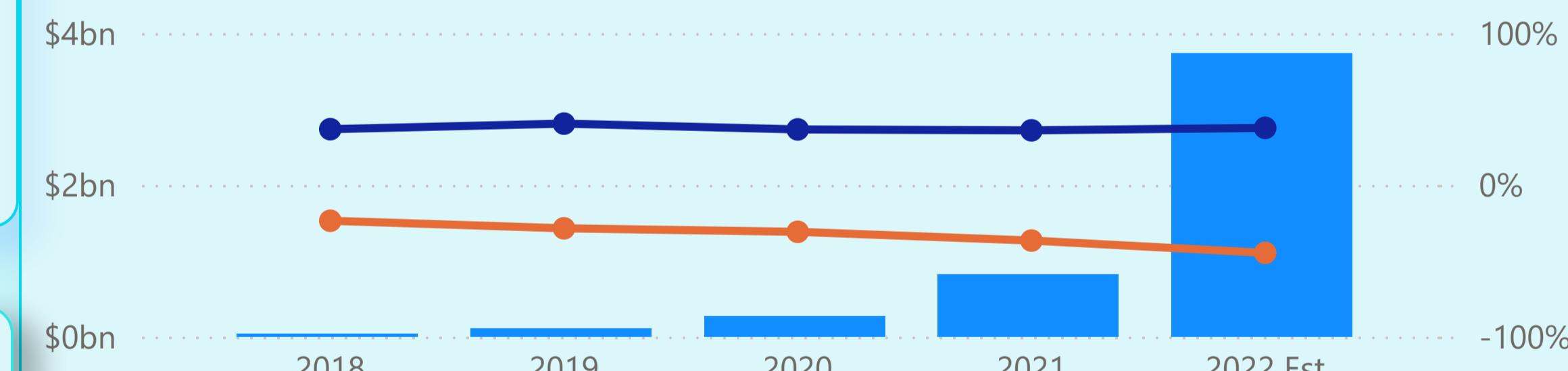
channel ● Retailer ● Direct ● Distributor



## 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            | 3.42% | 30.43% |
| Flipkart        | 3.71% | 41.70% |
| Atliq Exclusive | 9.67% | 45.38% |
| Atliq e Store   | 8.14% | 36.16% |

## Top 5 Products By Revenue

product ▲ RC % GM %

| product              | RC %  | GM %   |
|----------------------|-------|--------|
| AQ BZ Allin1 Gen 2   | 5.42% | 37.91% |
| AQ Home Allin1       | 4.13% | 38.10% |
| AQ HOME Allin1 Gen 2 | 5.70% | 37.47% |
| AQ Smash 1           | 3.81% | 36.82% |
| AQ Smash 2           | 4.12% | 36.70% |



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.



2019

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 For 2022 Est

|           |        |       |       |     |   |
|-----------|--------|-------|-------|-----|---|
| Australia | Canada | China | Spain | USA | > |
|-----------|--------|-------|-------|-----|---|

### 1. Top 5 Product For Newzealand

| Rank | Top 5 product                                     | GM %   | GM % LY | GM % Growth YOY |
|------|---|--------|---------|-----------------|
| 1    | AQ BZ Allin1 Gen 2                                | 40.74% |         | 40.74%          |
| 2    | AQ F16  | 40.68% |         | 40.68%          |
| 3    | AQ Lumina   | 40.46% |         | 40.46%          |
| 4    | AQ Mforce Gen X                                   | 40.16% | 39.61%  | 0.55%           |
| 5    | AQ 5000 Series Electron 8 5900X Desktop Processor | 41.40% | 40.94%  | 0.47%           |

### 2. Bottom 5 Product For Newzealand

| Rank | Bottom 5 product | GM %   | GM % LY | GM % Growth YOY |
|------|------------------|--------|---------|-----------------|
| 1    | AQ Marquee P4    | 38.54% | 47.33%  | -8.79%          |
| 2    | AQ Lumina Ms     | 41.57% | 48.97%  | -7.40%          |
| 3    | AQ Mx NB         | 39.90% | 46.98%  | -7.08%          |
| 4    | AQ Marquee P3    | 40.23% | 47.20%  | -6.98%          |
| 5    | AQ Smash 2       | 40.21% | 47.08%  | -6.86%          |

### 3. Newzealand Customers

| customer        | GM % Growth YOY |
|-----------------|-----------------|
| Propel          | -8.07%          |
| Path            | 2.62%           |
| Logic Stores    | -8.07%          |
| Leader          | -2.79%          |
| Epic Stores     | 1.87%           |
| Atliq Exclusive | -1.71%          |
| Atliq e Store   | -2.66%          |
| Amazon          | -3.15%          |
| <b>Total</b>    | <b>-2.73%</b>   |

1. The Three Tables are dependent only on the Top 5 countries 2. For Post Discount Percentage hover over the name of customers