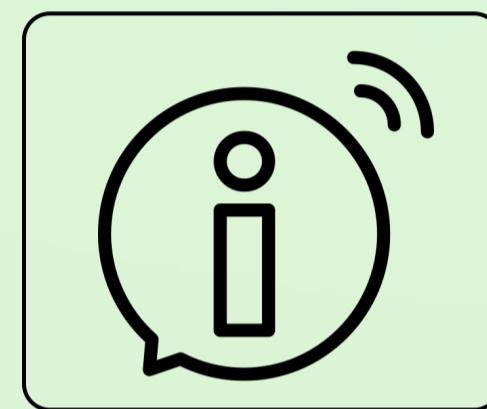




# Business Insights 360



## Info

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



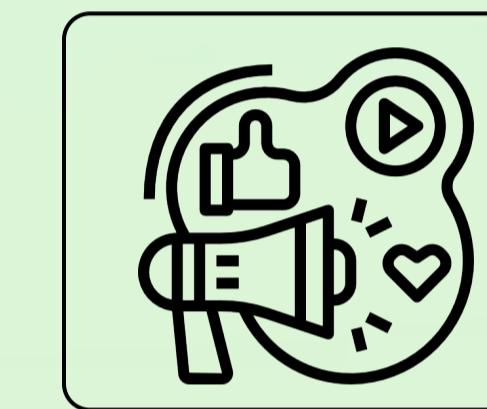
## Finance View

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



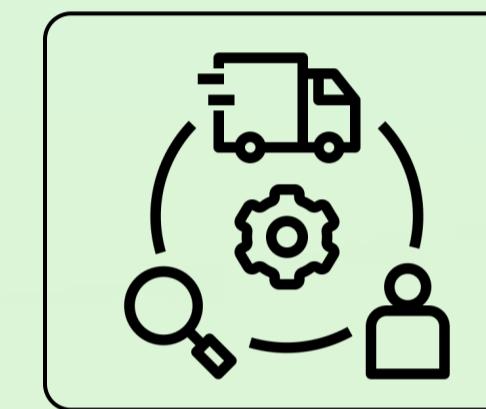
## Sales View

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



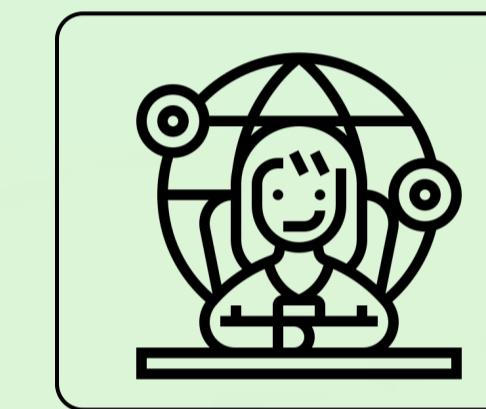
## Marketing

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.



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

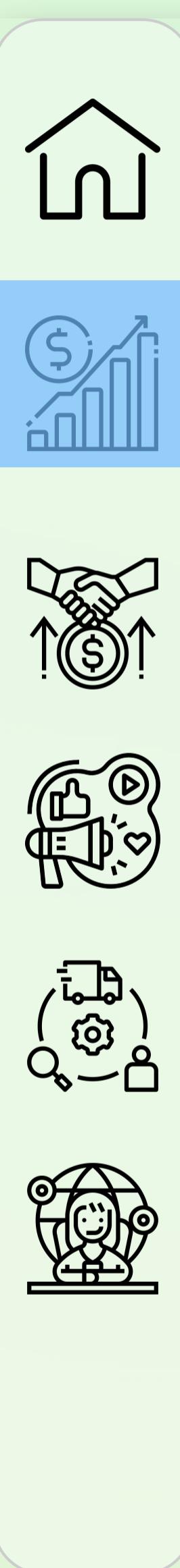
Q2

Q3

Q4

YTD

YTG



**\$267.98M✓**  
BM: 111.37M (+140.61%)  
**Net Sales**

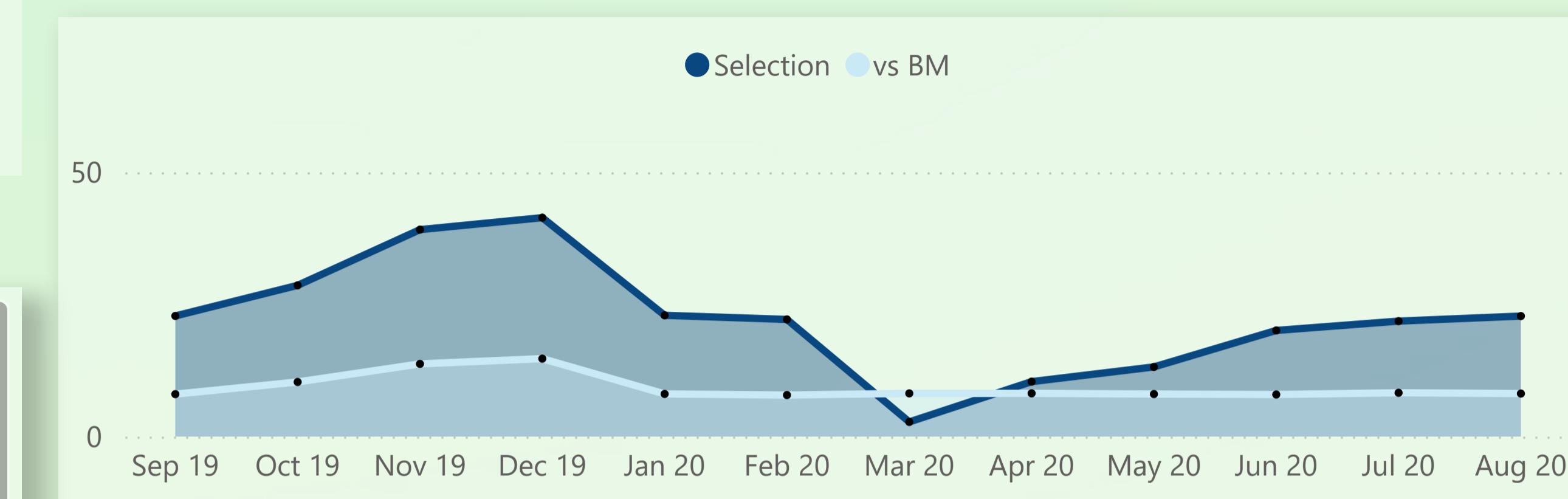
**37.10%!**  
BM: 41.20% (-9.95%)  
**GM %**

**-0.85%!**  
BM: 2.21% (-138.68%)  
**Net Profit %**

### Net Sales Performance Over Time

vs LY

vs Target



### Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

### Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %
	Total	267.98
APAC	147.98	107.48
EU	55.79	224.03
LATAM	2.00	141.89
NA	62.21	182.70
<b>Total</b>	<b>267.98</b>	<b>140.61</b>

segment	P & L values	P & L Chg %
	Total	267.98
Accessories	66.23	136.21
Desktop	0.95	
Networking	26.22	51.00
Notebook	86.39	166.63
Peripherals	60.63	207.22
Storage	27.56	99.17
<b>Total</b>	<b>267.98</b>	<b>140.61</b>

BM = Benchmark, LY=Last Year



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

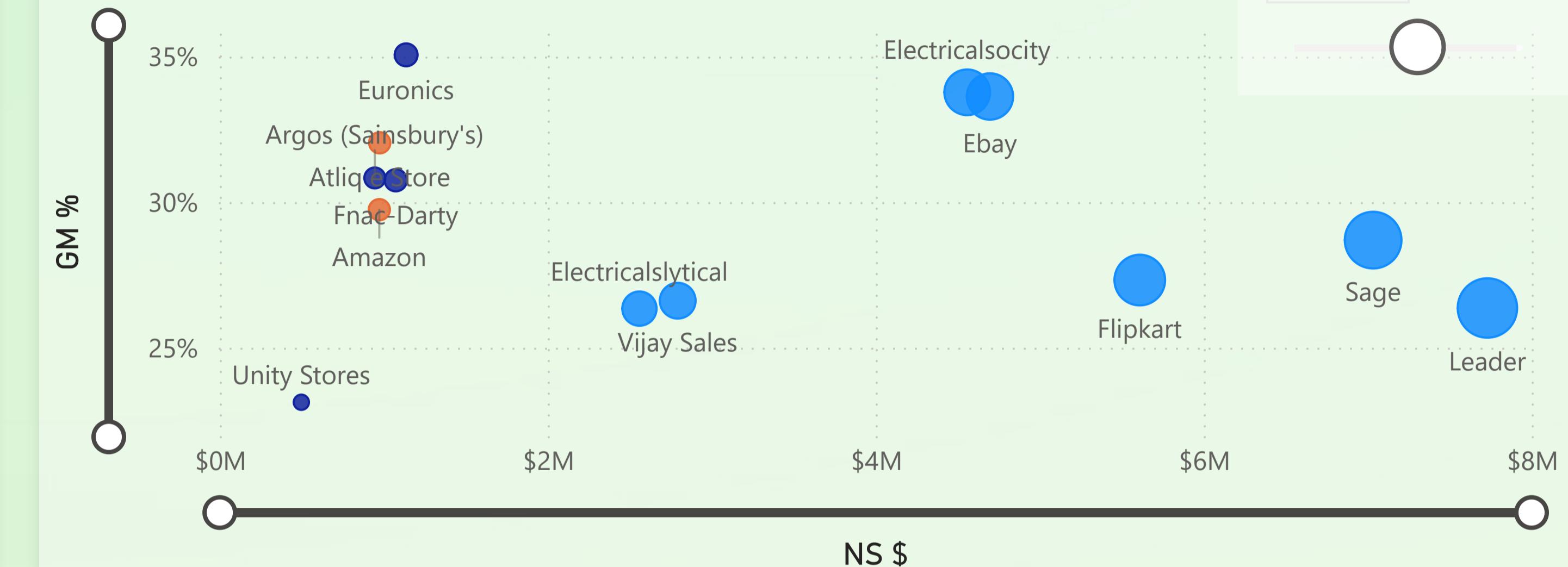
## Customer Performance

## Performance Matrix

vs LY | vs Target

customer	NS \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AtliQ Exclusive	\$22.97M	10.52M	45.79%
Flipkart	\$10.92M	3.66M	33.54%
Sage	\$8.32M	2.60M	31.22%
Ebay	\$8.15M	2.80M	34.34%
Leader	\$7.73M	2.04M	26.36%
Synthetic	\$5.75M	2.54M	44.23%
Novus	\$4.88M	2.01M	41.28%
Electricalsociety	\$4.56M	1.54M	33.77%
Neptune	\$4.41M	1.70M	38.66%
Expression	\$3.86M	1.23M	31.95%
Acclaimed Stores	\$3.73M	1.38M	37.09%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

region ● APAC ● EU ● LATAM

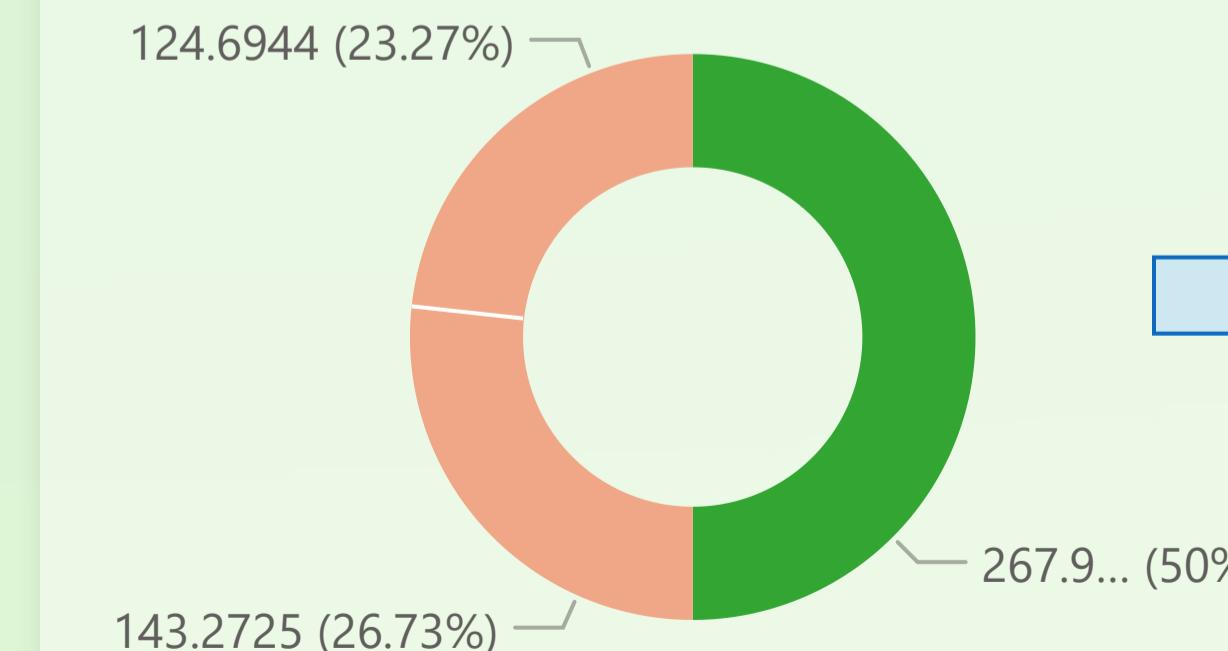


## Product Performance

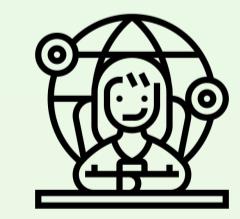
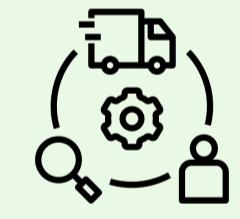
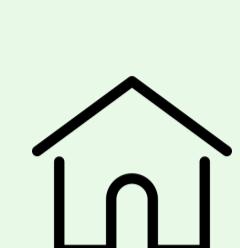
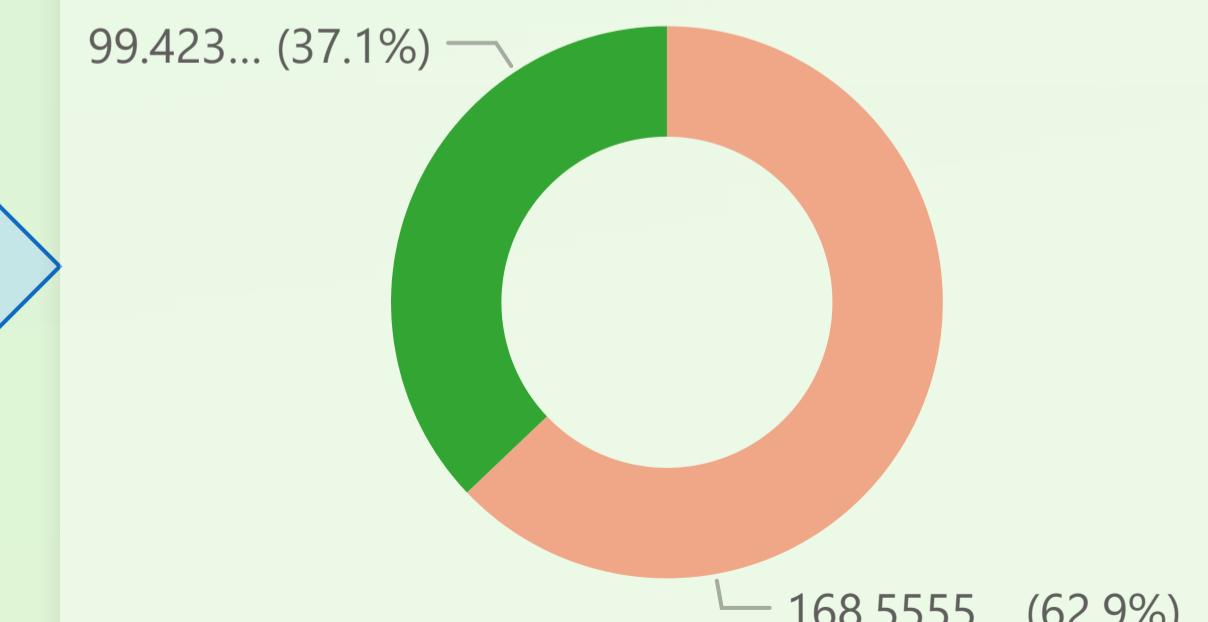
## Unit Economics

segment	NS \$	GM \$	GM %
Networking	\$26.22M	9.83M	37.51%
Peripherals	\$60.63M	22.72M	37.47%
Notebook	\$86.39M	32.04M	37.08%
Accessories	\$66.23M	24.56M	37.07%
Desktop	\$0.95M	0.35M	36.47%
Storage	\$27.56M	9.93M	36.05%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

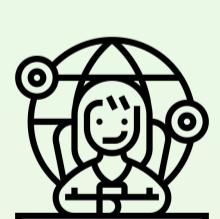
### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	\$86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	\$60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>



### Region / Market / Customer performance

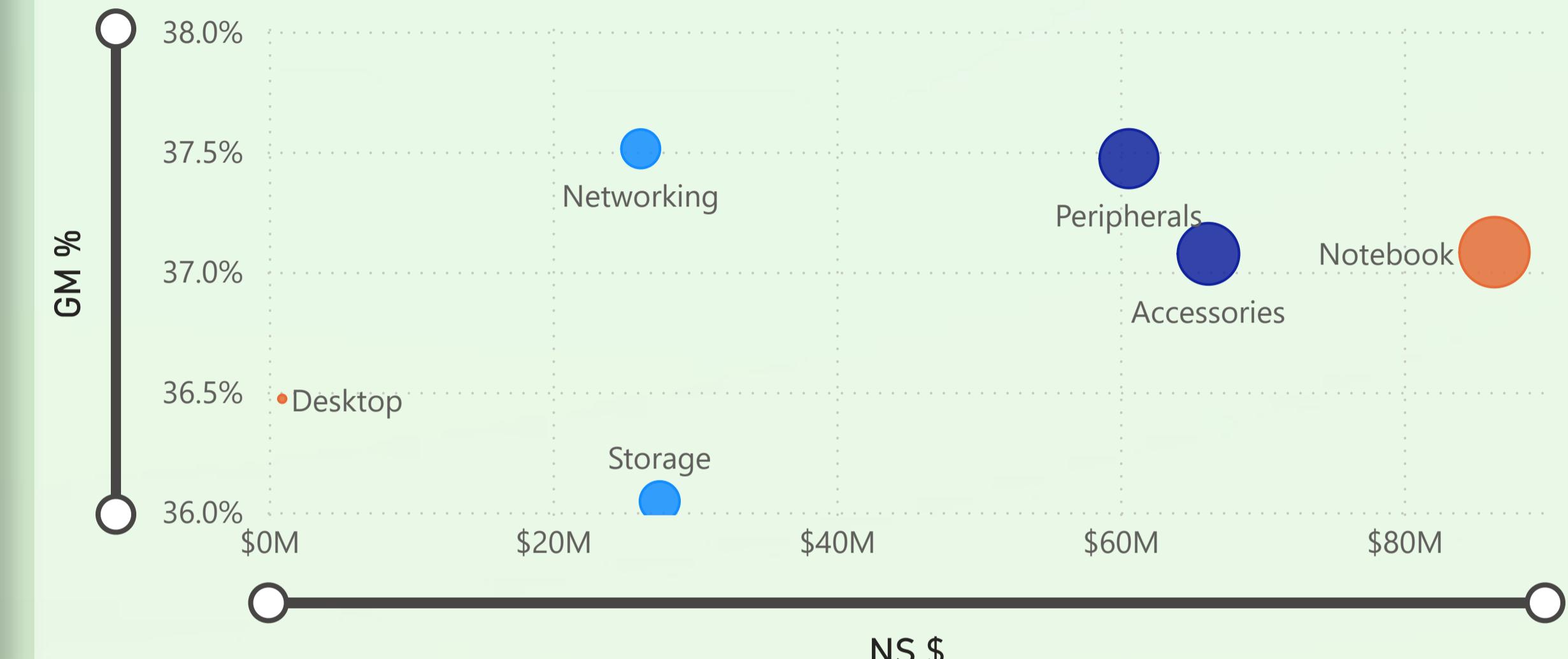
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	\$55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	\$2.00M	0.62M	30.96%	0.00M	-0.08%
NA	\$62.21M	24.48M	39.35%	-1.11M	-1.79%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>



Show NP %

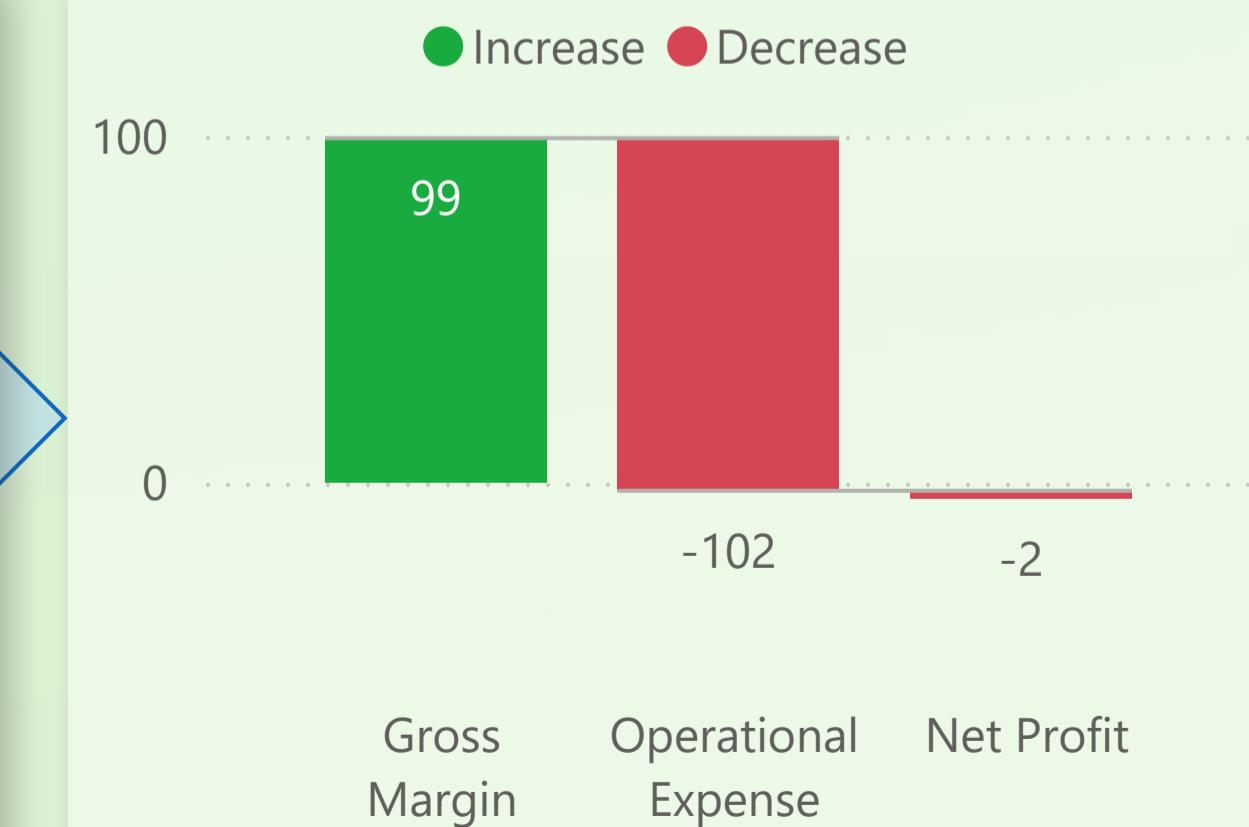
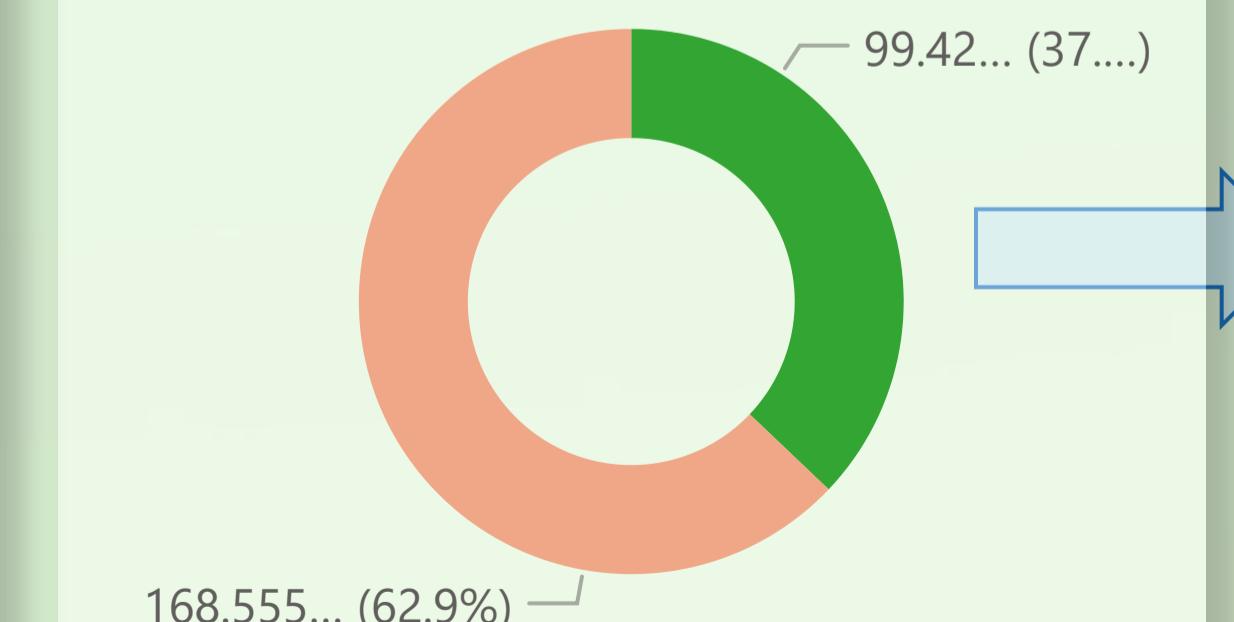
### Performance Matrix

division N &amp; S P &amp; A PC



### Unit Economics

Gross Margin Total COGS





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

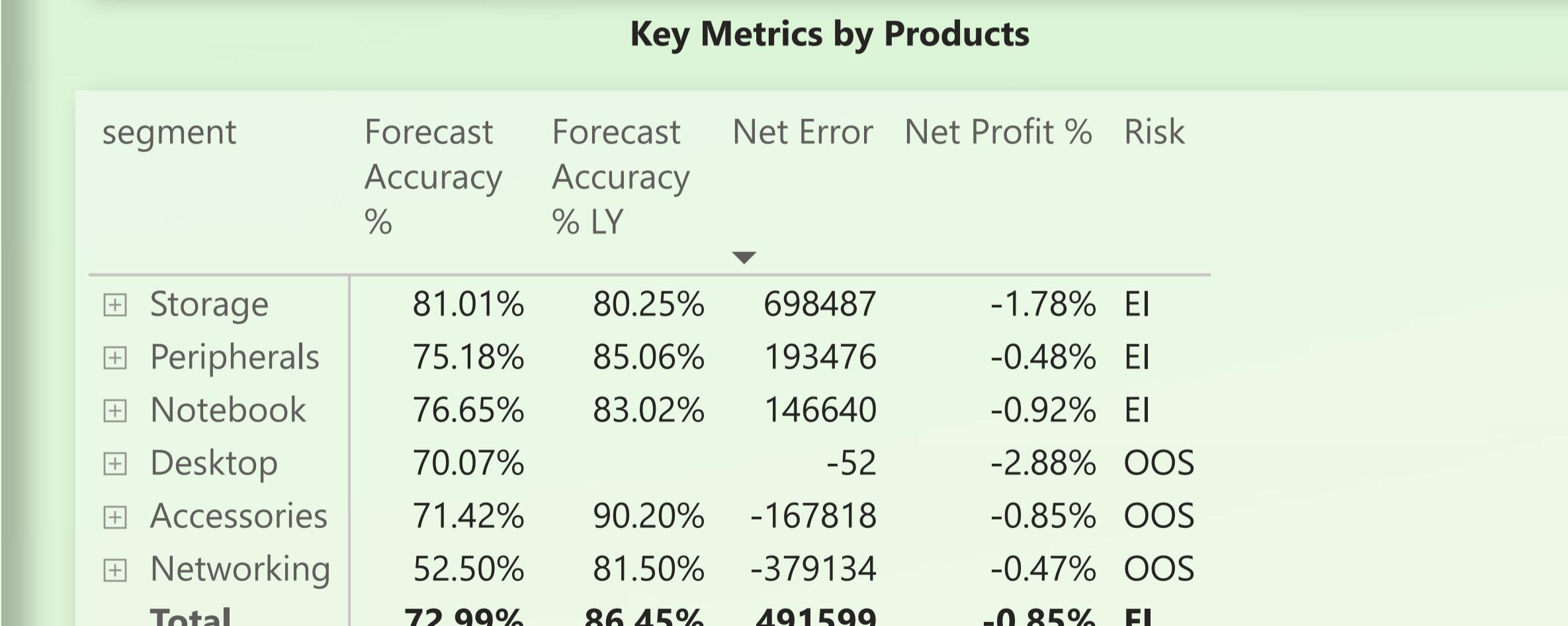
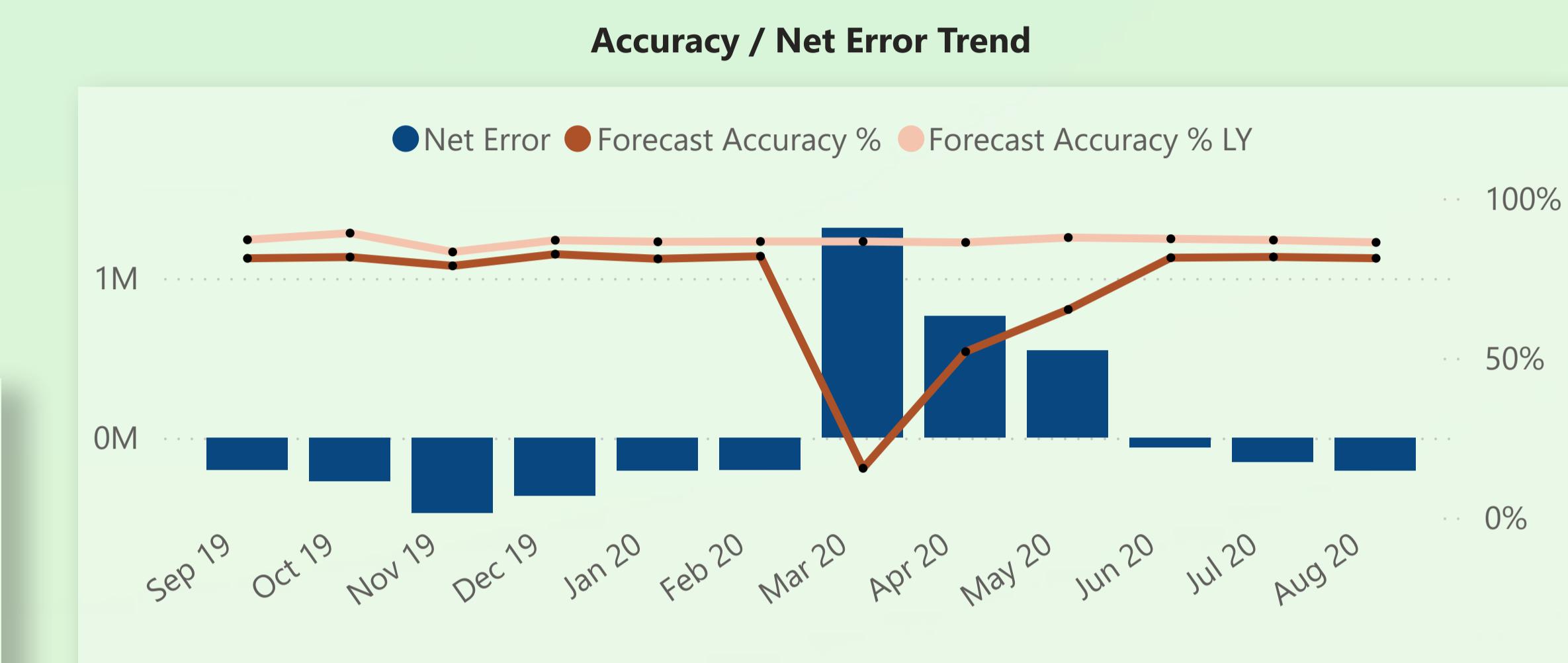
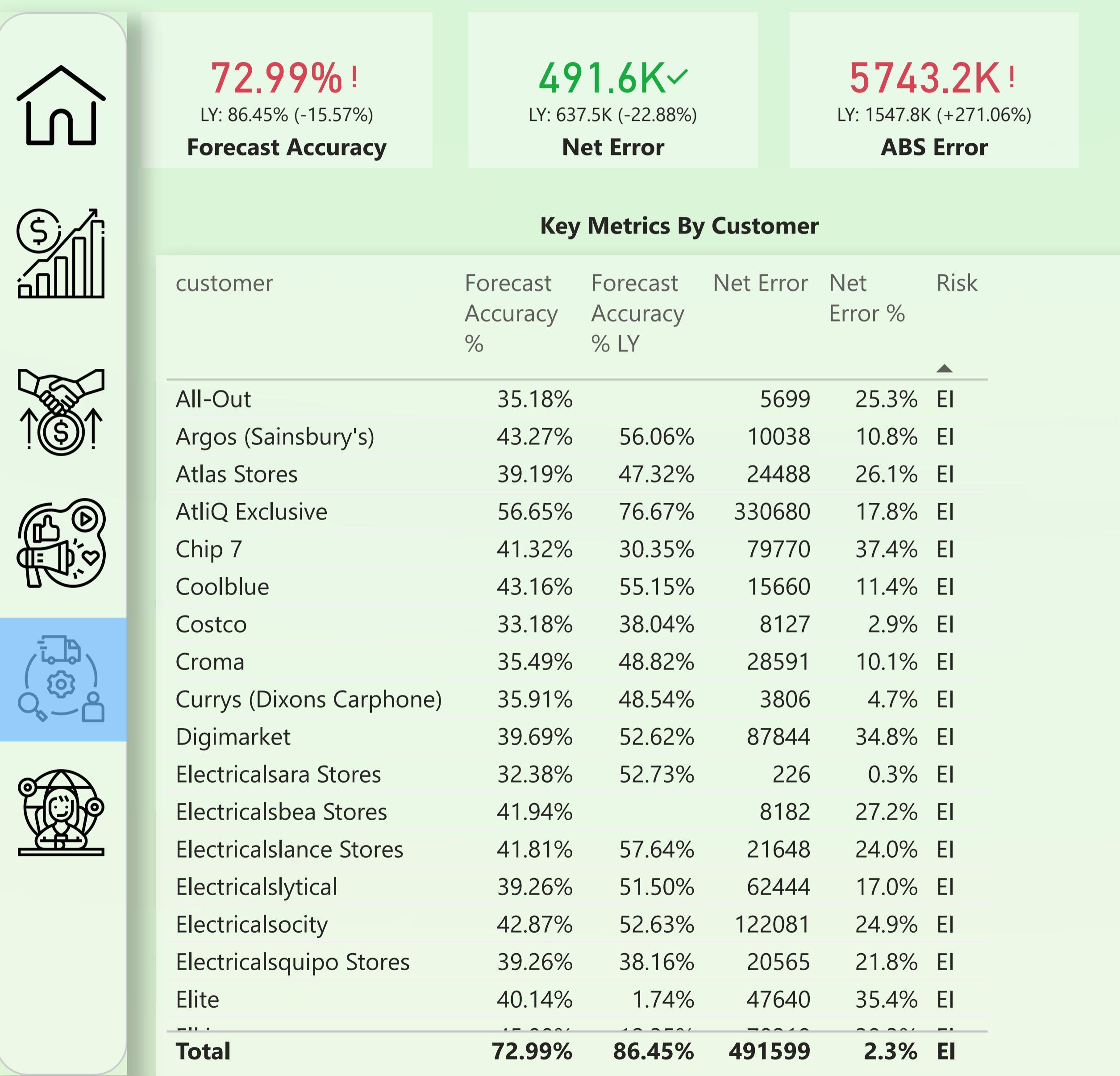
Q2

Q3

Q4

YTD

YTG





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

## Key Performance Indicators

\$267.98M ✓

BM: 111.37M

Net Sales %

37.10% !

BM: 41.20% (-9.95%)

GM %

-0.85% !

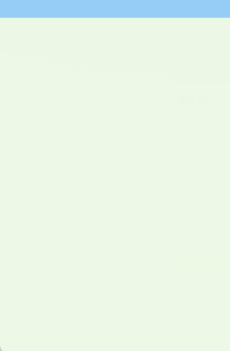
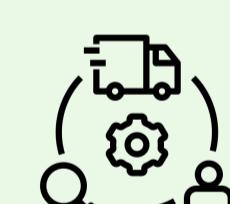
BM: 2.21% (-138.68%)

Net Profit %

72.99% !

BM: 86.45% (-15.57%)

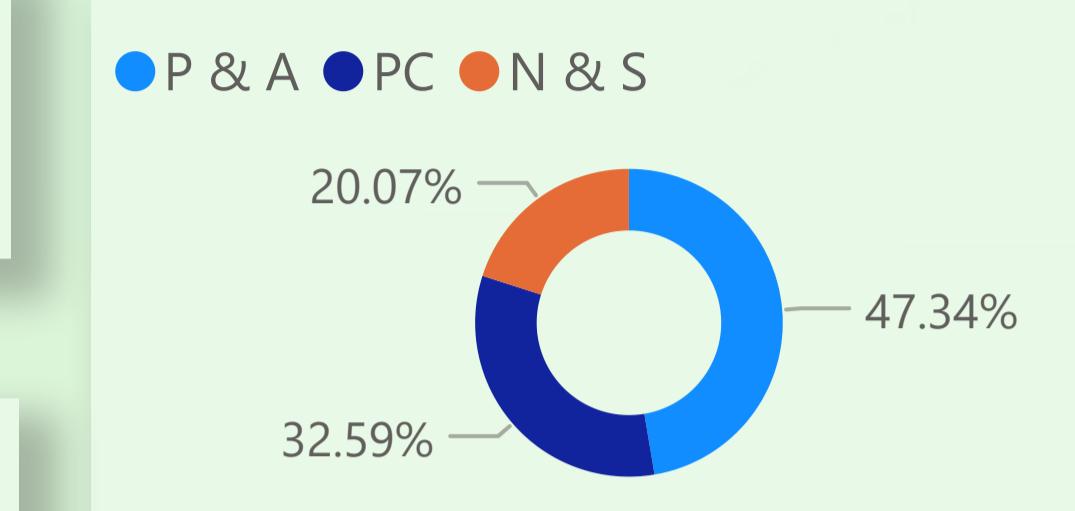
Forecast Accuracy



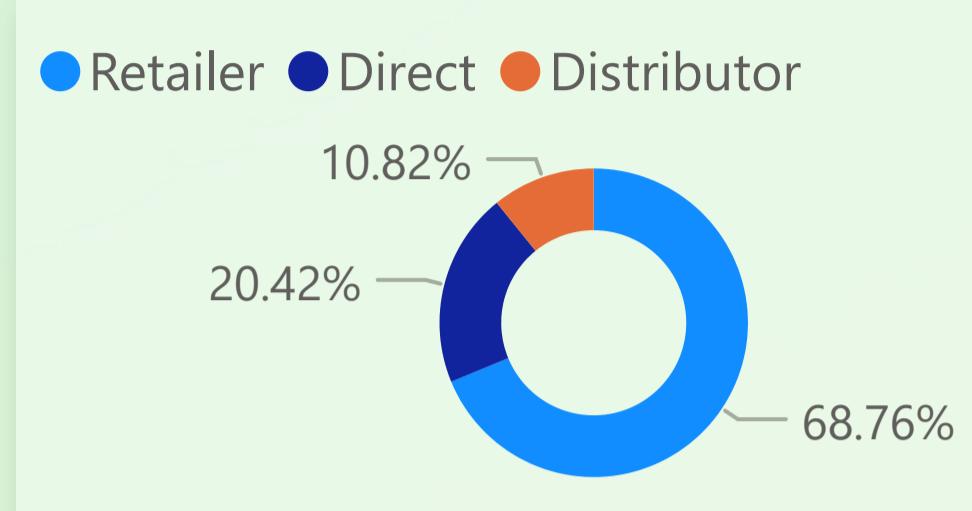
## Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk %
ROA	\$66.5M	24.8%	38.1% <span style="color:red">↓</span>	8.9%	0.6%	9.4%	EI
India	\$64.7M	24.2%	32.1% <span style="color:red">↓</span>	-14.7%	0.8%	-0.8%	OOS
NA	\$62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	\$30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
SE	\$25.1M	9.4%	37.6% <span style="color:red">↓</span>	7.0%	1.1%	11.0%	EI
ANZ	\$16.8M	6.3%	42.4% <span style="color:red">↓</span>	12.6%	0.1%	24.2%	EI
LATAM	\$2.0M	0.7%	31.0% <span style="color:red">↓</span>	-0.1%	0.0%	1.2%	EI
<b>Total</b>	<b>\$268.0M</b>	<b>100.0%</b>	<b>37.1% <span style="color:red">↓</span></b>	<b>-0.9%</b>	<b>0.4%</b>	<b>2.3%</b>	<b>EI</b>

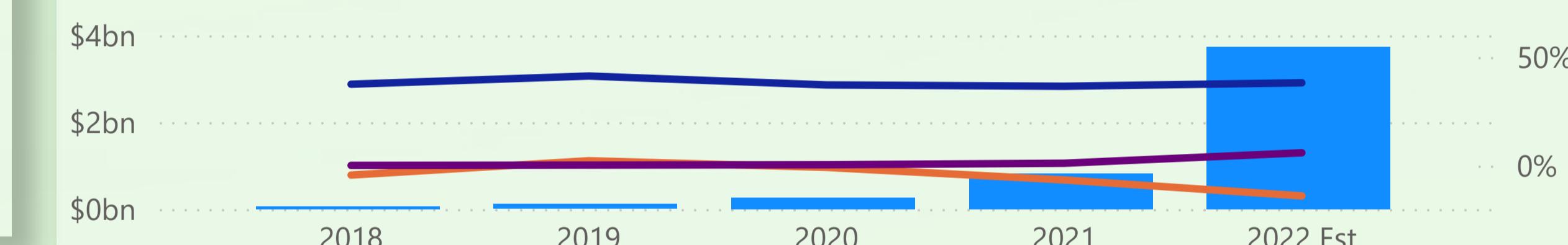
## Revenue by Division



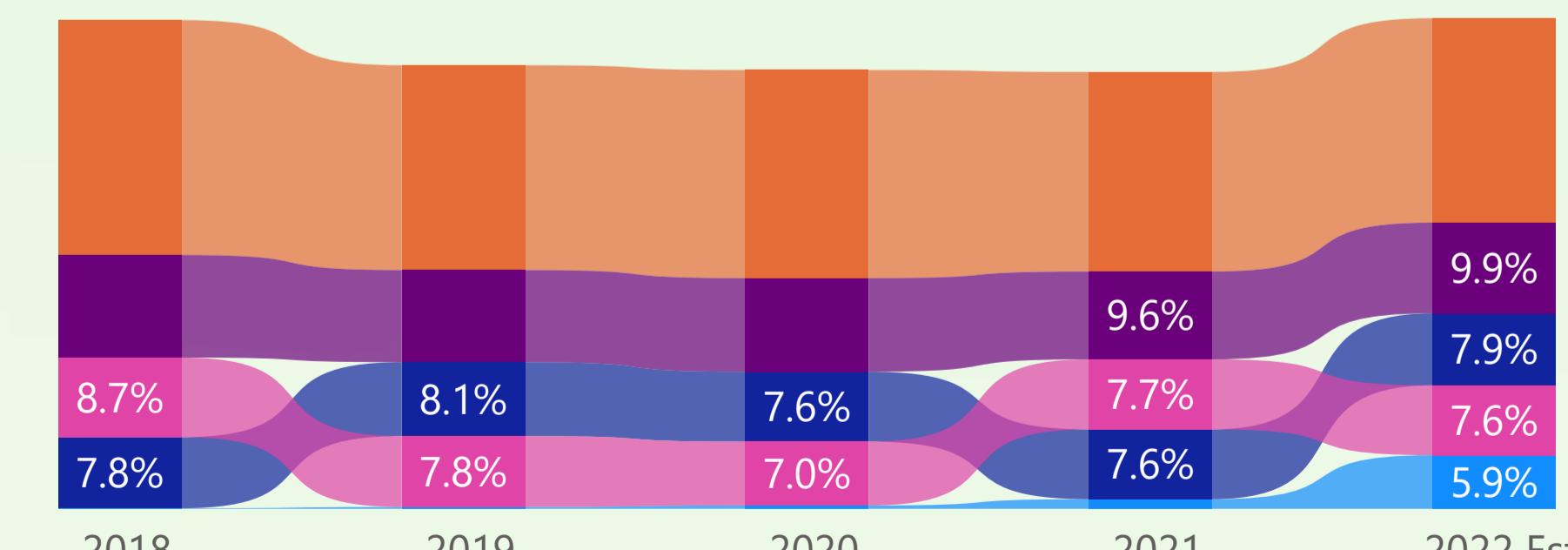
## Revenue by Channel



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

● NS \$   ● GM %   ● Net Profit %   ● AtliQ MS %


## PC Market Share Trend - AtliQ &amp; Competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

## Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.22% <span style="color:red">↓</span>
Flipkart	4.1%	33.54% <span style="color:red">↓</span>
AtliQ Exclusive	8.6%	45.79% <span style="color:red">↓</span>
AtliQ e Store	11.8%	37.47% <span style="color:red">↓</span>
Amazon	18.6%	37.96% <span style="color:red">↓</span>
<b>Total</b>	<b>46.2%</b>	<b>38.44%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47% <span style="color:red">↓</span>
AQ BZ Gen Y	4.5%	36.99% <span style="color:red">↓</span>
AQ Lite	4.3%	36.47% <span style="color:red">↓</span>
AQ Wi Power Dx1	4.4%	36.97% <span style="color:red">↓</span>
AQ Wi Power Dx2	5.4%	37.96% <span style="color:red">↓</span>
<b>Total</b>	<b>22.9%</b>	<b>37.02%</b>



## 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](#).



## Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?