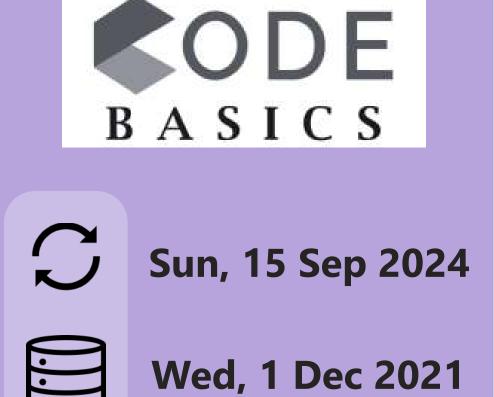


## BUSINESS INSIGHTS 360







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.





# BUSINESS INSIGHTS 360





Sun, 15 Sep 2024



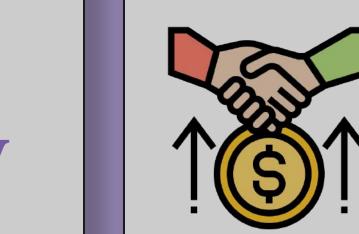
Wed, 1 Dec 2021

1. All the system data in the tool is refreshed every month on 5th working day

Information

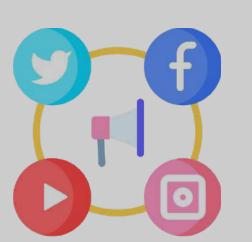
- 2. System data such as Forecast Actuals and Historical forecast are received from Global database
- 3. Non system data such as Target, operational Expense and Market Share are refreshed on request
- 4. For FAQs click here.

5. Download live excel version here



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## n View

any

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# BUSINESS INSIGHTS 360



**Get your Support!** 





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. Get an issue resolved

Add new requests

Provide Feedback

New to Power BI?



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



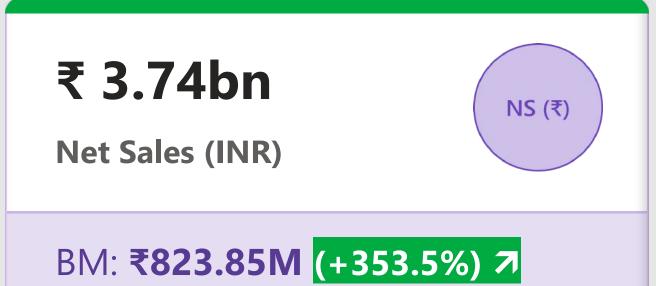
## **Executive View**

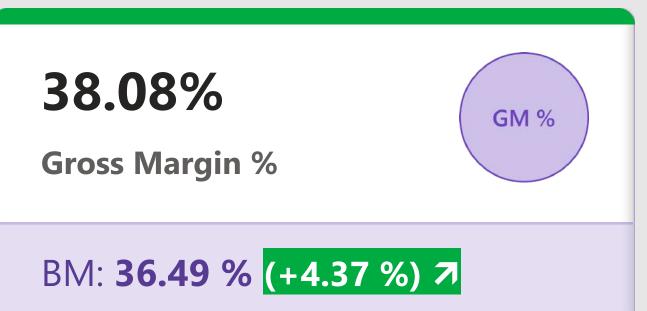
A top level dashboard for executives consolidating top insights from all dimensions of business.

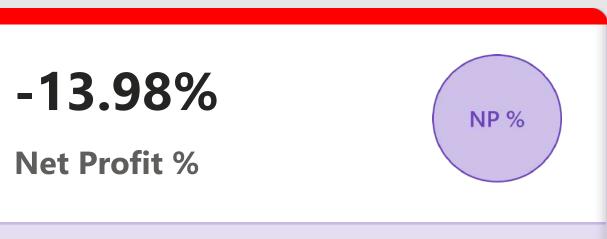


# FINANCE VIEW









BM: -6.63 % (-110.79 %) \(\sigma\)

# Net Sales Performance Over Time Selection •BM 400 200 Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22

Top/Bottom Customer & Product by Net Sales						
Primary Parameter  Region	Segment	Values	Chg %			
Segment		1,580.43	493.06%			
Secondary Parameter	<b>H</b> Peripherals	897.54	439.03%			
<ul><li>Market</li><li>Category</li></ul>		711.08	1431.55%			
Tertiary Parameter	<b>Accessories</b>	454.10	85.46%			
<ul><li>Customer</li></ul>	<b>Storage</b>	54.59	0.32%			
Product	Total	3,736.17	353.50%			

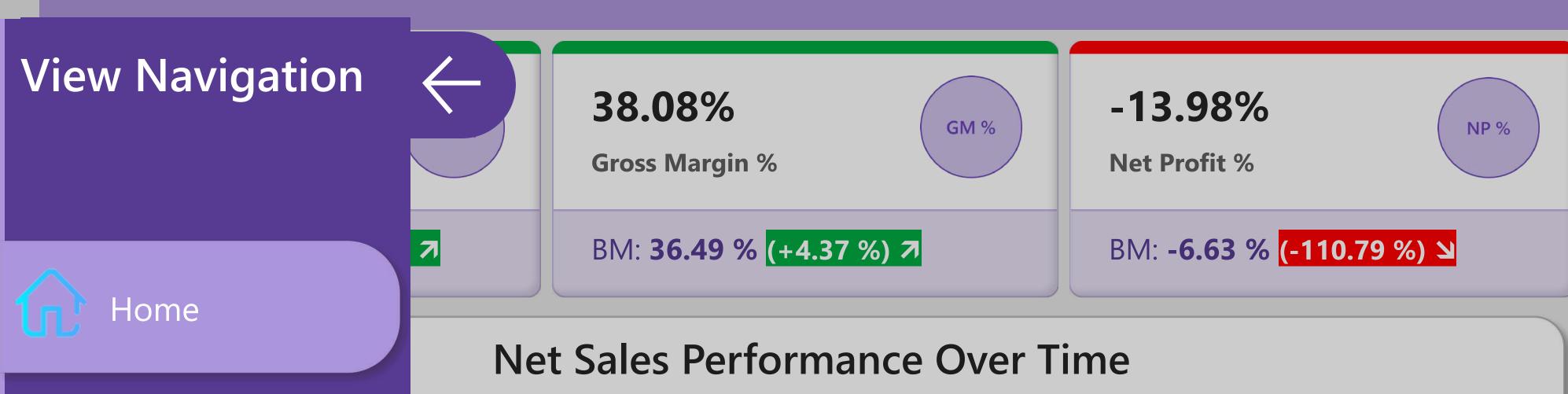
## **Profit & Loss Statement**

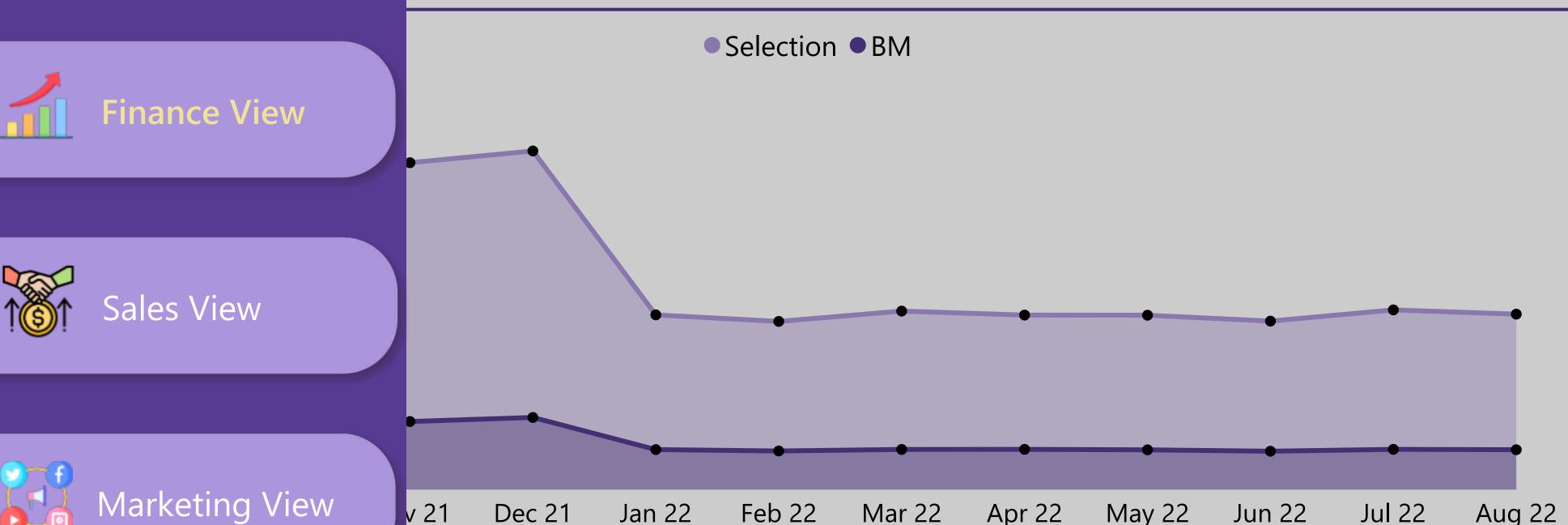
Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	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 Expenses	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit (INR)	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

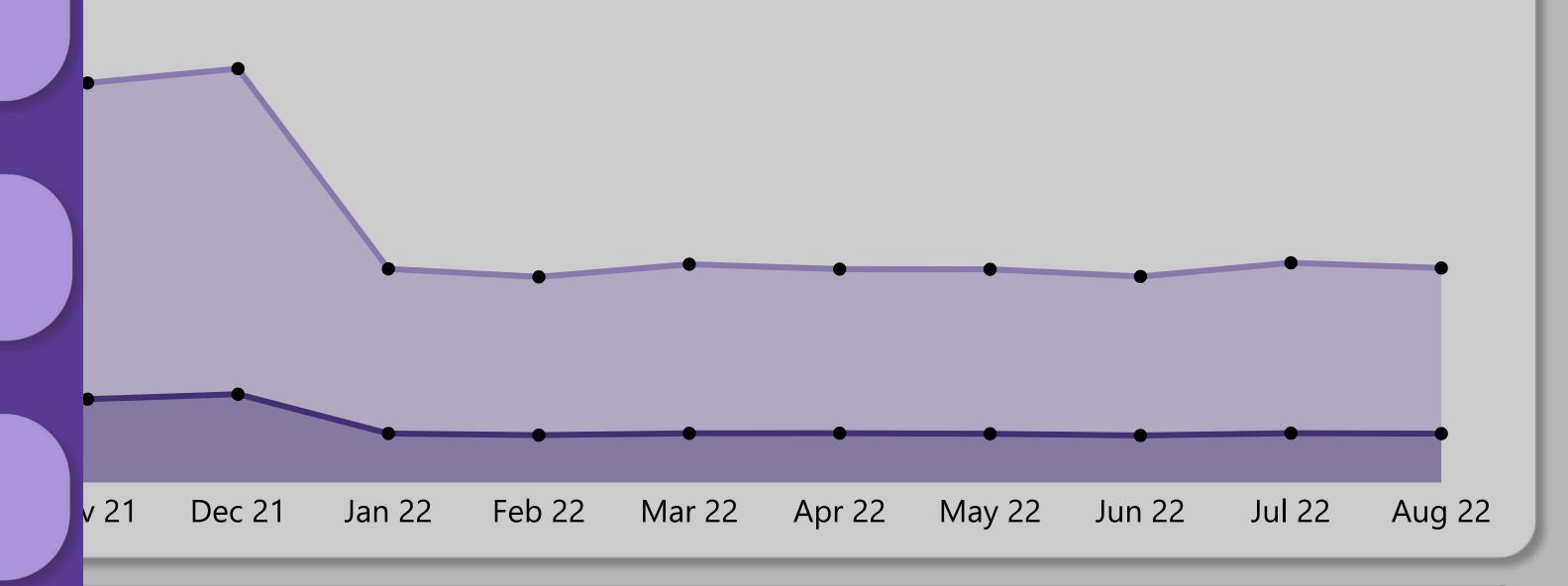


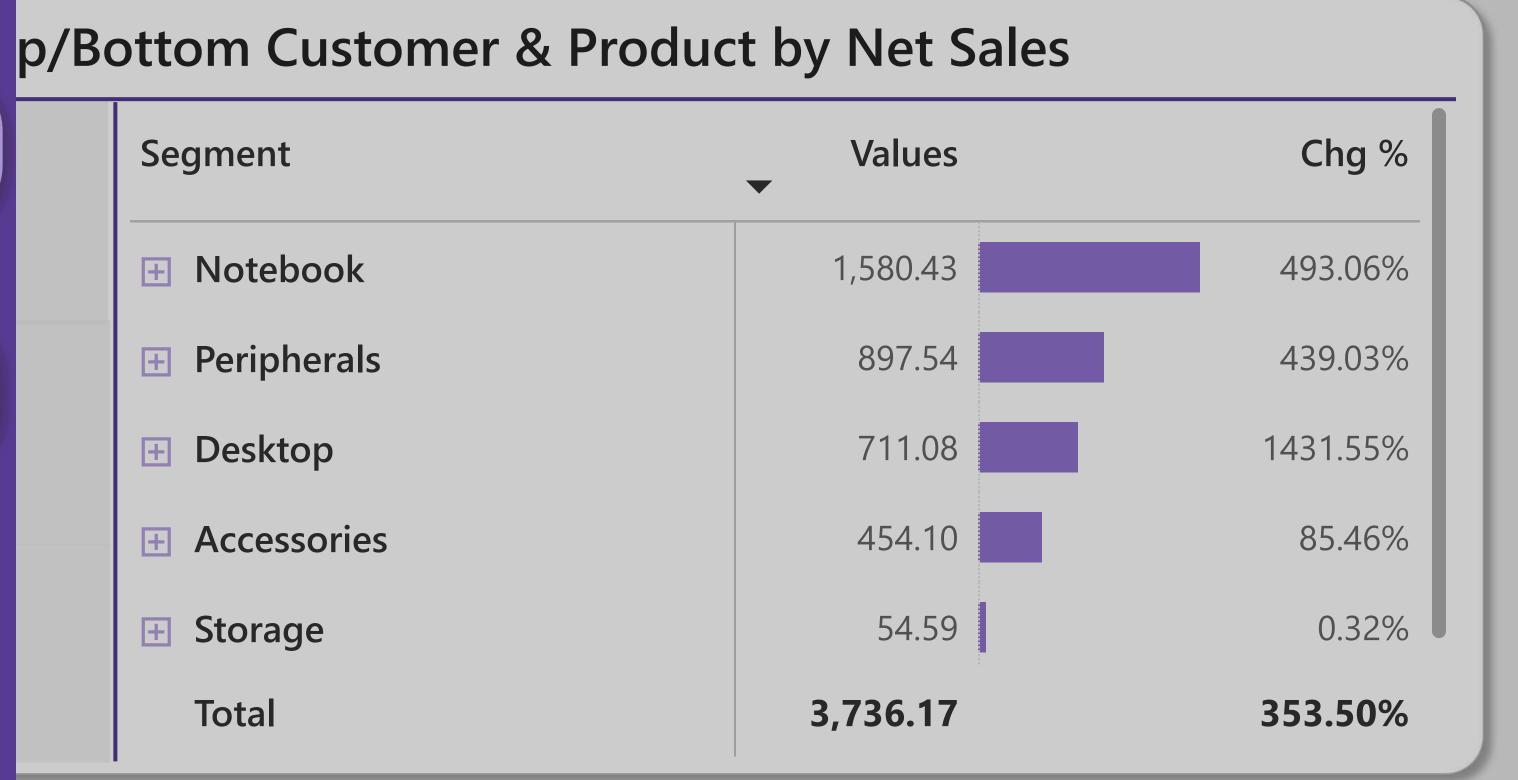
## FINANCE VIEW









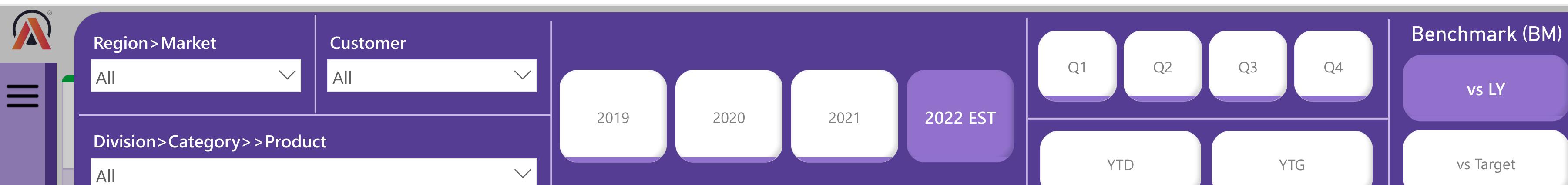


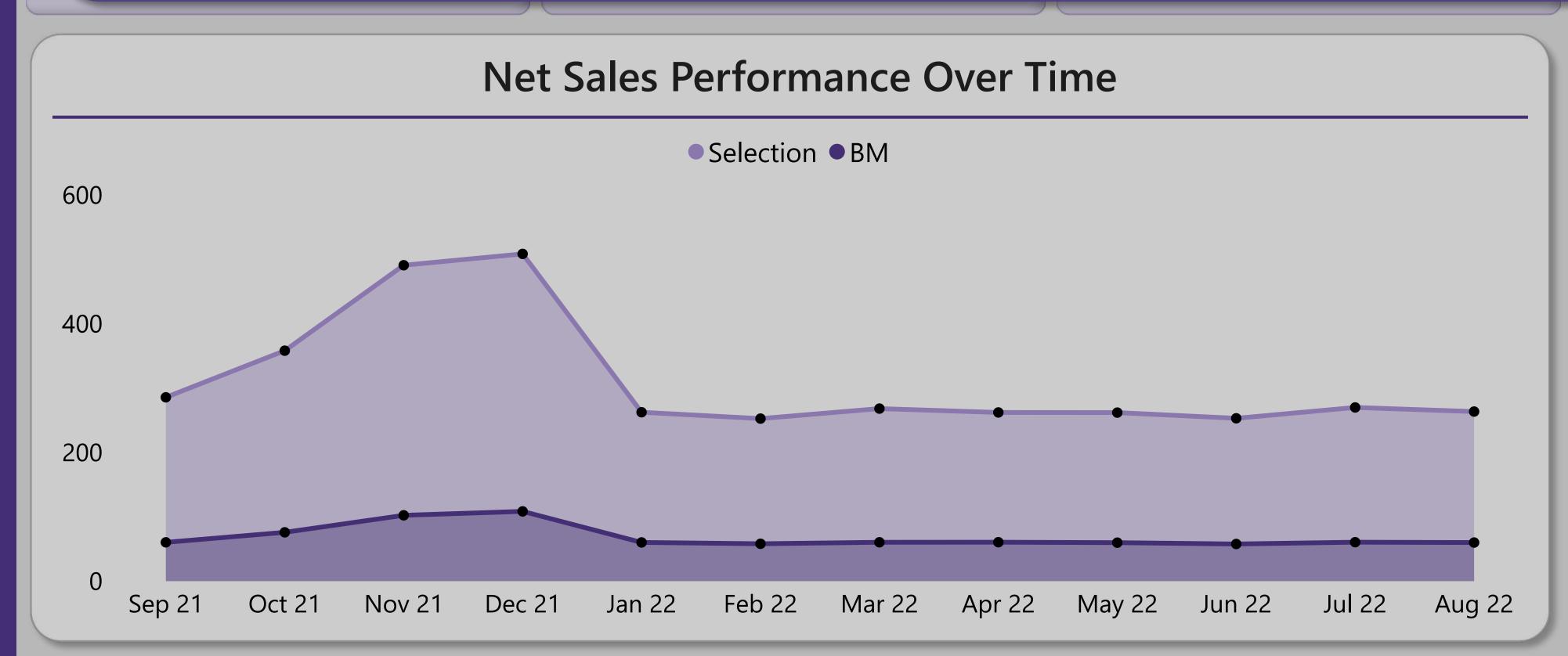
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Supply Chain View

Executive View





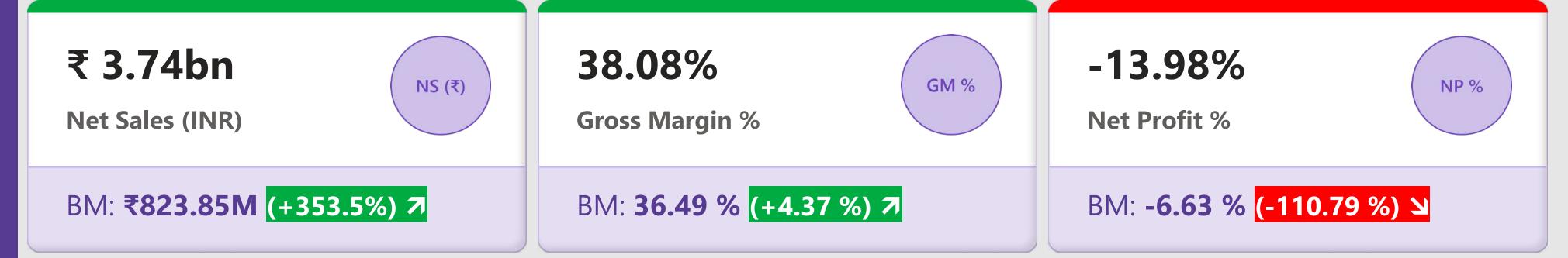
Top/Bottom Customer & Product by Net Sales						
Primary Parameter  Region	Segment	Values	Chg %			
Segment		1,580.43	493.06%			
Secondary Parameter  Market	Peripherals	897.54	439.03%			
Category	<b>Desktop</b>	711.08	1431.55%			
Tertiary Parameter	<b>+</b> Accessories	454.10	85.46%			
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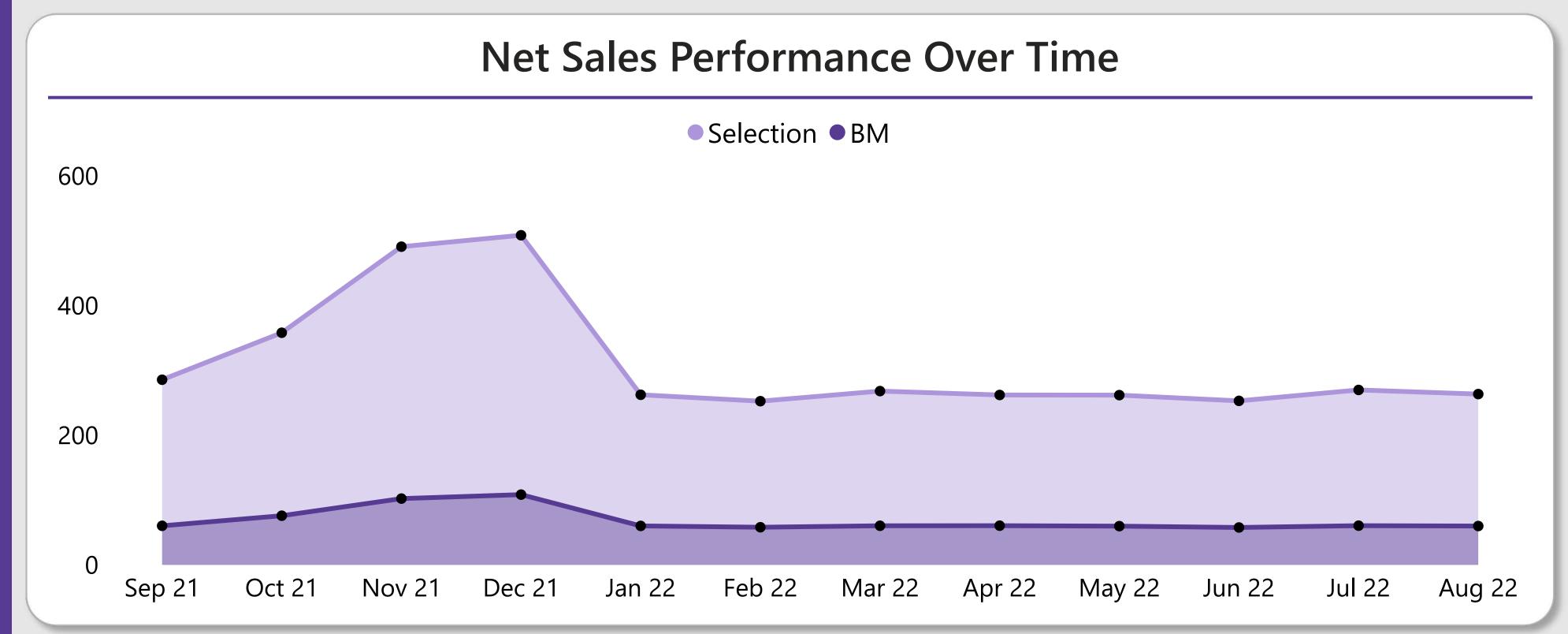
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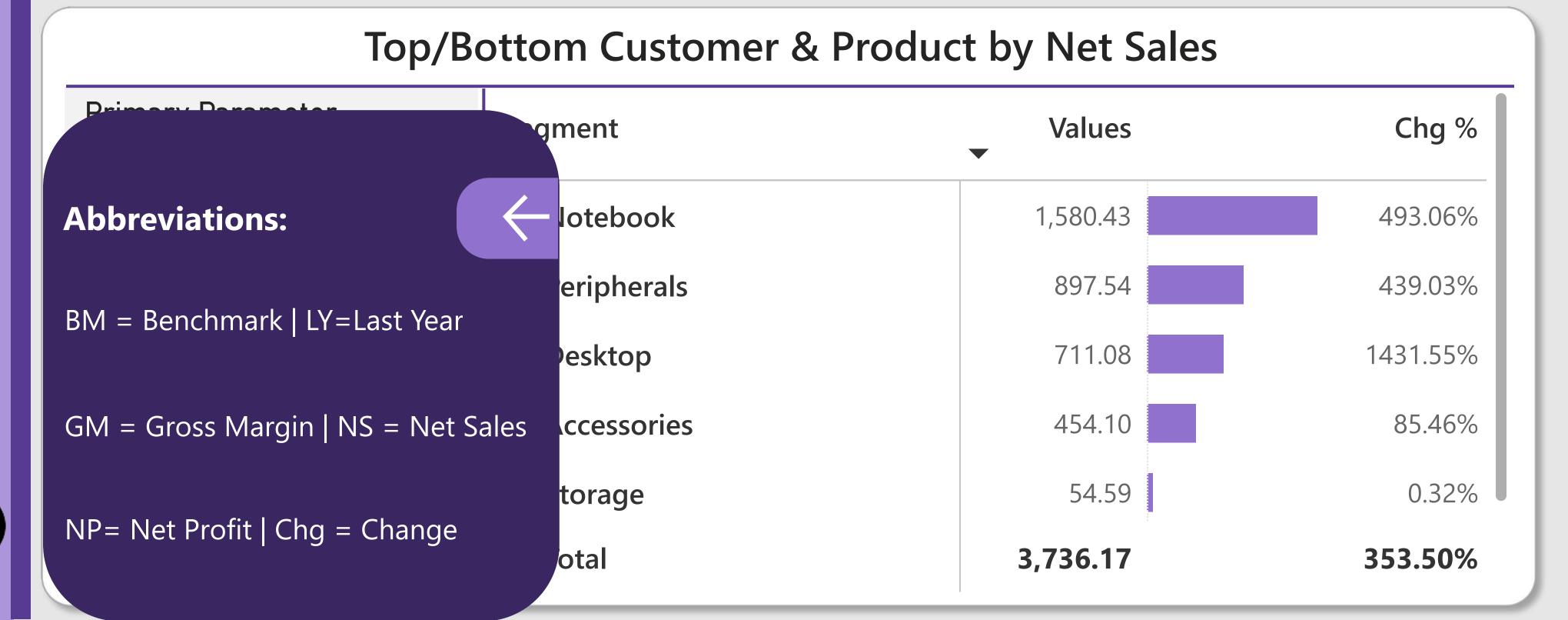


## FINANCE VIEW









## **Profit & Loss Statement**

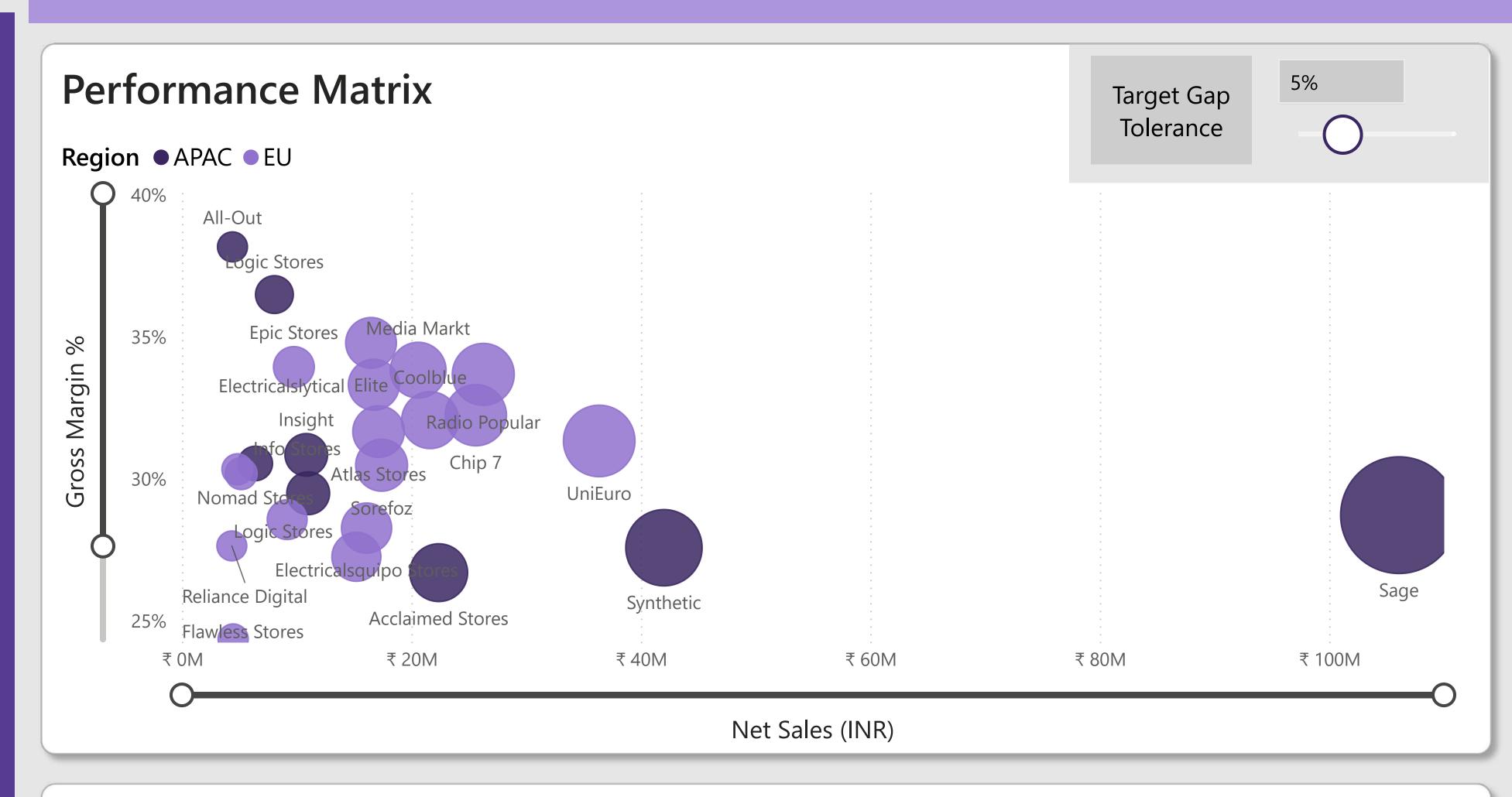
Line Item2022 ESTBMChgGross Sales7,370.141,664.645,705.50Pre Invoice Deduction1,727.01392.501,334.51Net Invoice Sales5,643.131,272.134,370.99- Post Discounts1,243.54281.64961.90- Post Deductions663.42166.65496.77Total Post Invoice Deduction1,906.95448.291,458.67Net Sales3,736.17823.852,912.32- Manufacturing Cost2,197.28497.781,699.50	
Pre Invoice Deduction       1,727.01       392.50       1,334.51         Net Invoice Sales       5,643.13       1,272.13       4,370.99         - Post Discounts       1,243.54       281.64       961.90         - Post Deductions       663.42       166.65       496.77         Total Post Invoice Deduction       1,906.95       448.29       1,458.67         Net Sales       3,736.17       823.85       2,912.32	Chg %
Net Invoice Sales       5,643.13       1,272.13       4,370.99         - Post Discounts       1,243.54       281.64       961.90         - Post Deductions       663.42       166.65       496.77         Total Post Invoice Deduction       1,906.95       448.29       1,458.67         Net Sales       3,736.17       823.85       2,912.32	342.75
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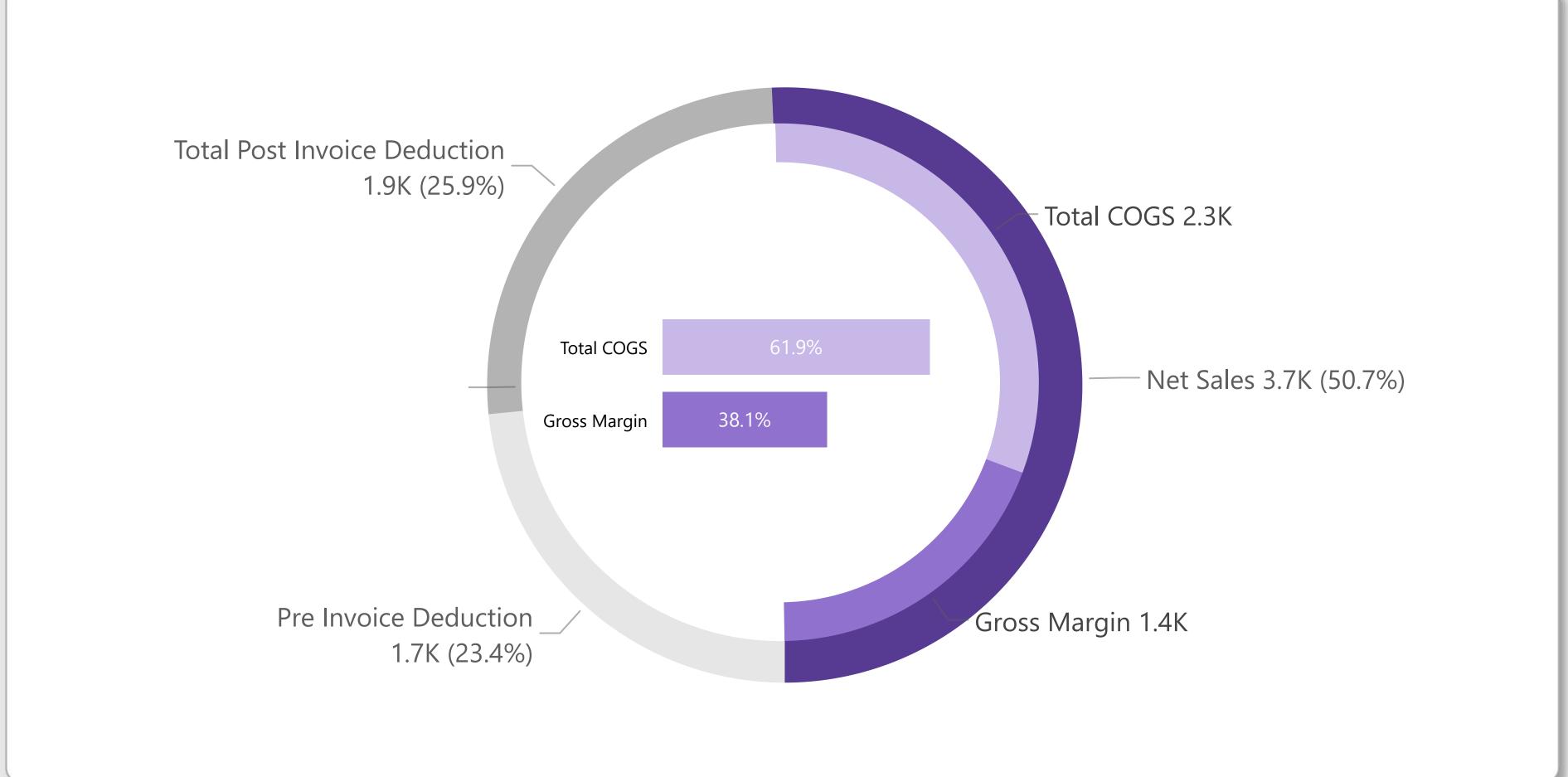


## SALES VIEW







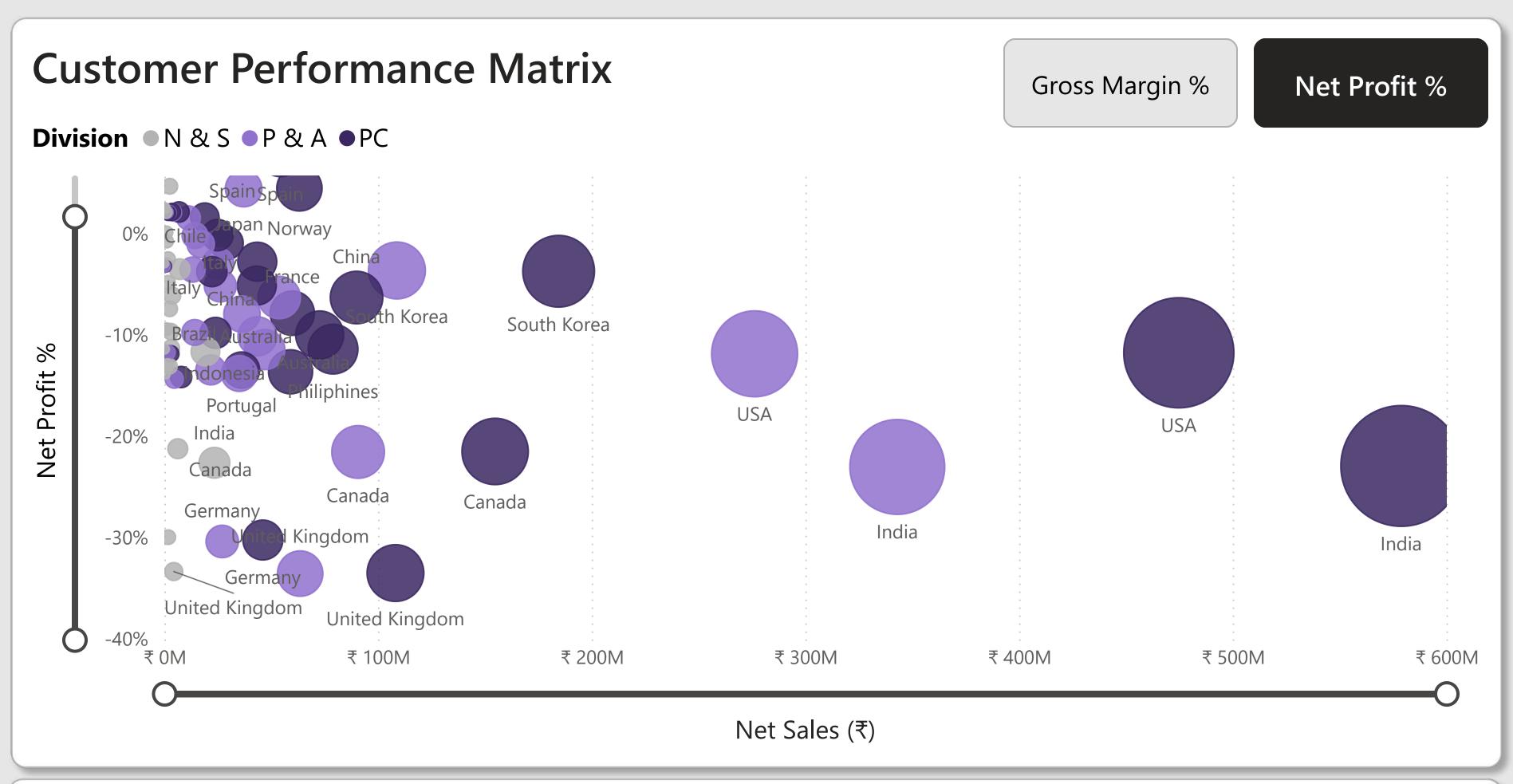


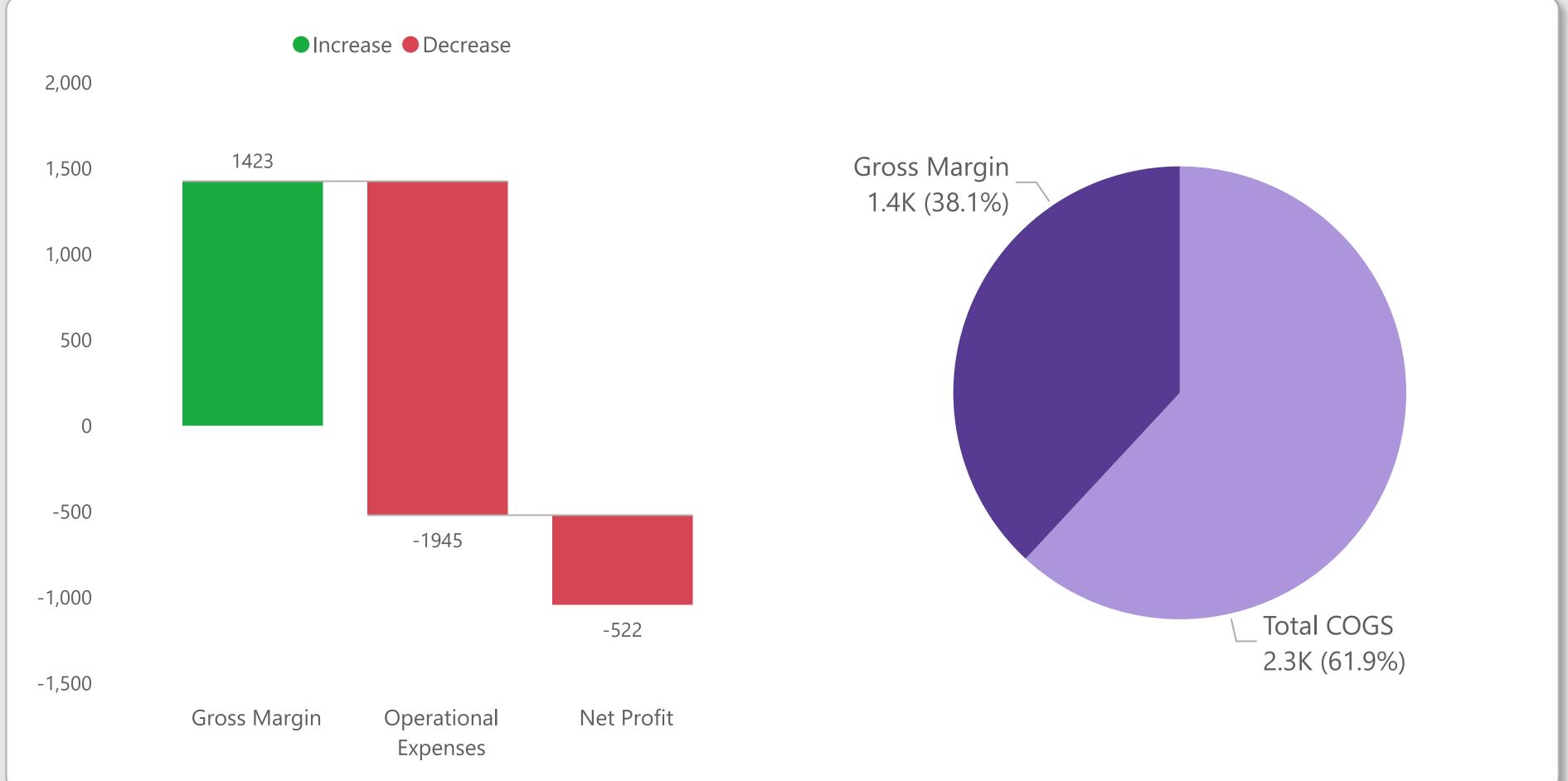
Customer / Product	Performance		Customer	Product
Customer	NS (₹)	GM (₹)	GM %	Δ GM %
Acclaimed Stores	₹ 73.36M	₹ 29.58M	40.32%	11.44%
All-Out	₹ 4.41M	₹ 1.68M	38.17%	-19.69%
AltiQ Exclusive	₹ 307.17M	₹ 145.05M	47.22%	2.44%
Amazon	₹ 496.88M	₹ 182.77M	36.78%	3.92%
Argos (Sainsbury's)	₹ 13.70M	₹ 5.30M	38.70%	9.27%
Atlas Stores	₹ 17.14M	₹ 5.43M	31.66%	-21.55%
AtliQ e Store	₹ 304.10M	₹ 112.15M	36.88%	-1.77%
AtliQ Exclusive	₹ 53.95M	₹ 21.10M	39.11%	37.13%
BestBuy	₹ 49.34M	₹ 22.15M	44.89%	24.90%
Billa	₹ 6.82M	₹ 1.62M	23.80%	-3.57%
Boulanger	₹ 26.02M	₹ 10.39M	39.95%	37.23%
Chip 7	₹ 25.62M	₹ 8.26M	32.24%	-20.80%
Chiptec	₹ 18.93M	₹ 7.37M	38.94%	18.95%
Circuit City	₹ 52.42M	₹ 24.51M	46.77%	46.31%
Control	₹ 54.14M	₹ 23.51M	43.42%	15.56%
Coolblue	₹ 21.63M	₹ 6.94M	32.07%	-22.28%
Costco	₹ 61.81M	₹ 24.15M	39.07%	4.22%
Croma	₹ 51.84M	₹ 20.67M	39.88%	51.48%
Currys (Dixons Carphone)	₹ 12.06M	₹ 4.07M	33.79%	18.86%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	4.37%



# MARKETING VIEW





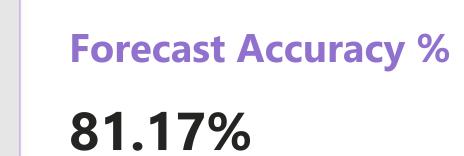


erformance	Performance				
Customer Perf	ormance				
Market	NS (₹)	GM %	NP (₹)	NP %	Δ NP % ▼
Brazil	₹ 4.97M	26.77%	0.59M₹	-11.83%	490.30%
Canada	₹ 251.83M	46.49%	54.25M₹	-21.54%	387.41%
Australia	₹ 119.33M	45.08%	12.02M₹	-10.07%	276.74%
Germany	₹ 75.11M	26.54%	22.77M₹	-30.32%	252.69%
Jnited Kingdom	₹ 176.19M	31.96%	59.11M₹	-33.55%	196.18%
Columbia	₹ 1.00M	30.37%	0.03M₹	-3.25%	134.44%
ndia	₹ 945.34M	35.75%	217.32M₹	-22.99%	-6.75%
JSA	₹ 770.26M	44.48%	91.06M₹	-11.82%	-29.97%
Vorway	₹ 102.93M	35.75%	₹ 4.57M	4.44%	-49.55%
Mexico	₹ 5.81M	41.09%	₹ 0.12M	2.10%	-63.89%
Sweden	₹ 11.17M	33.26%	₹ 0.24M	2.11%	-81.42%
Chile	₹ 3.04M	38.44%	₹ 0.06M	2.04%	-88.92%
Poland	₹ 40.21M	42.53%	0.07M₹	-0.18%	-100.86%
lapan	₹ 47.34M	42.32%	0.47M₹	-0.98%	-107.39%
Vewzealand	₹ 70.45M	40.83%	2.01M₹	-2.85%	-112.08%
South Korea	₹ 300.59M	31.31%	11.14M₹	-3.71%	-136.58%



# SUPPLY CHAINVIEW





LY: 80.21 % | +1.2 % 7

**Net Error** 

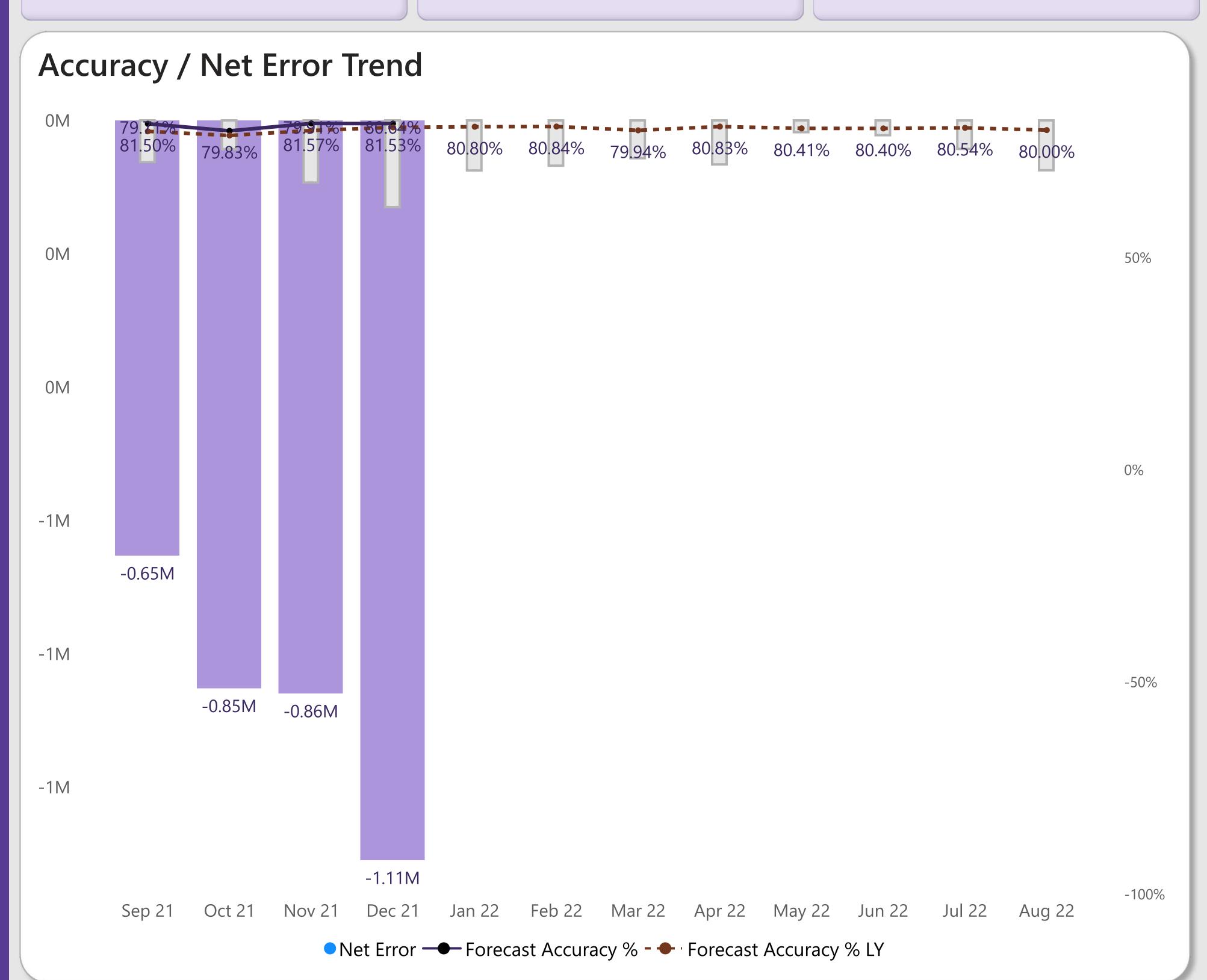
-3.47M

LY: -751.71K | -361.97 % 🛂

**ABS Error** 

6.90M

LY: 9.78M | -29.46 % 🛂



Key Metrices by Cus	stomer				
Customer	<b>FA</b> %	FA% LY	Net Error	Net Error %	Risk
AtliQ e Store	74.22%	74.59%	-294868	-9.65%	OoS
Amazon	73.79%	74.54%	-464694	-9.22%	OoS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OoS
Expert	62.93%	60.67%	-26489	-6.75%	OoS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	El
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OoS
Mbit	55.40%	62.34%	-43470	-22.29%	OoS
Total	81.17%	80.21%	-3472690	-9.48%	OoS

Key Metrices by Products							
Segment	<b>FA</b> %	FA % LY	Net Error N	let Error %	Risk		
+ Networking	93.06%	90.40%	-12967	-1.69%	OoS		
+ Desktop	87.53%	84.37%	78576	10.24%	EI		
+ Accessories	87.42%	77.66%	341468	1.72%	EI		
<b>H</b> Notebook	87.24%	79.99%	-47221	-1.69%	OoS		
<b>Storage</b>	71.50%	83.54%	-628266	-25.61%	OoS		
<b>Peripherals</b>	68.17%	83.23%	-3204280	-31.83%	OoS		
Total	81.17%	80.21%	-3472690	-9.48%	OoS		



## EXECUTIVE VIEW







Net Sales (INR) **BM: ₹823.85M ₹ 3.74bn**(+353.5%) 7

**Gross Margin %** 

38.08%

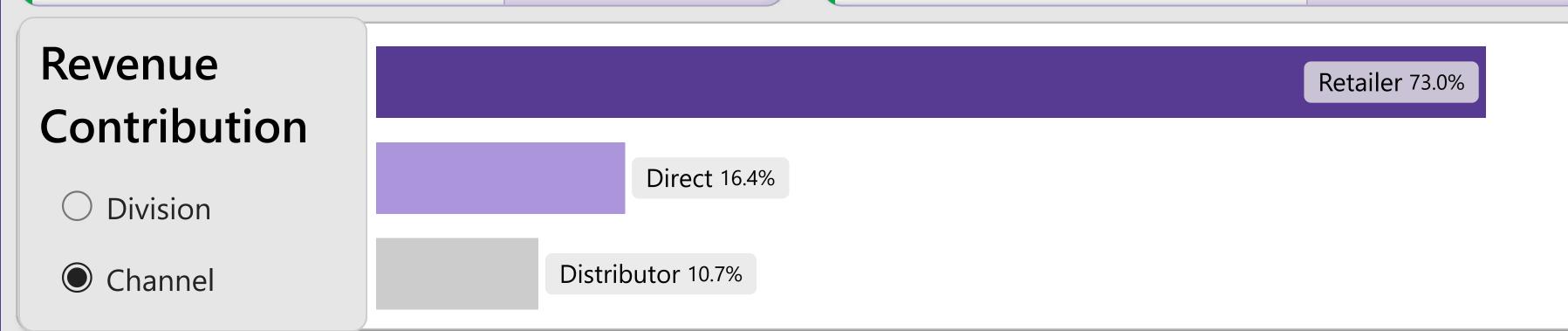
BM: **36.49** % (+4.37 %) 7

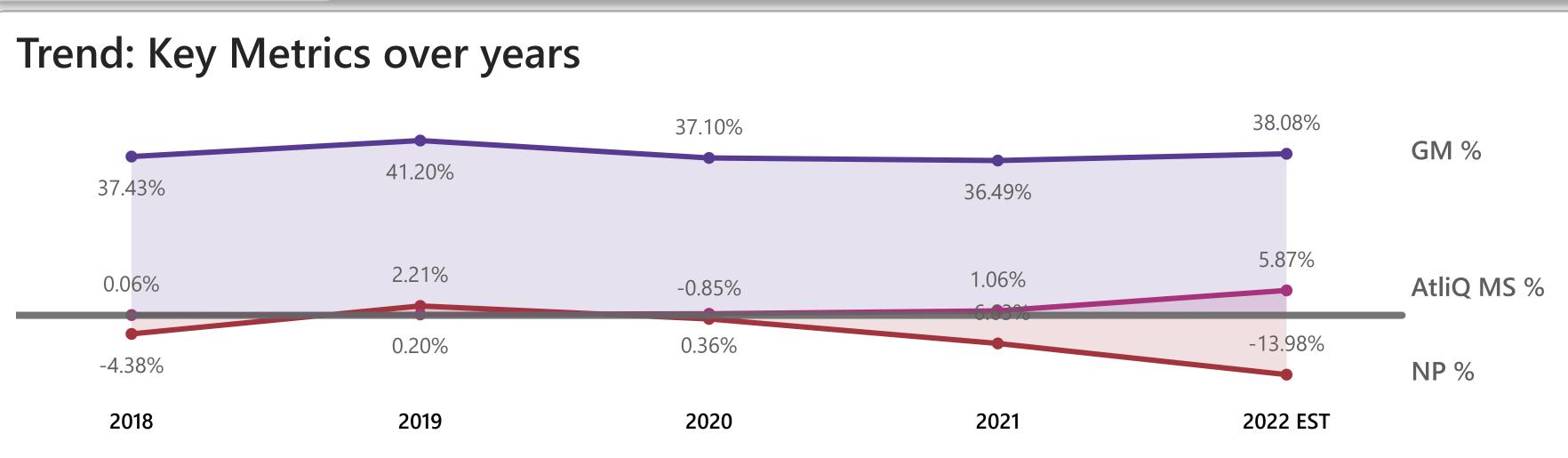
Net Profit %
BM: -6.63 %
(-110.79 %) \(\sigma\)

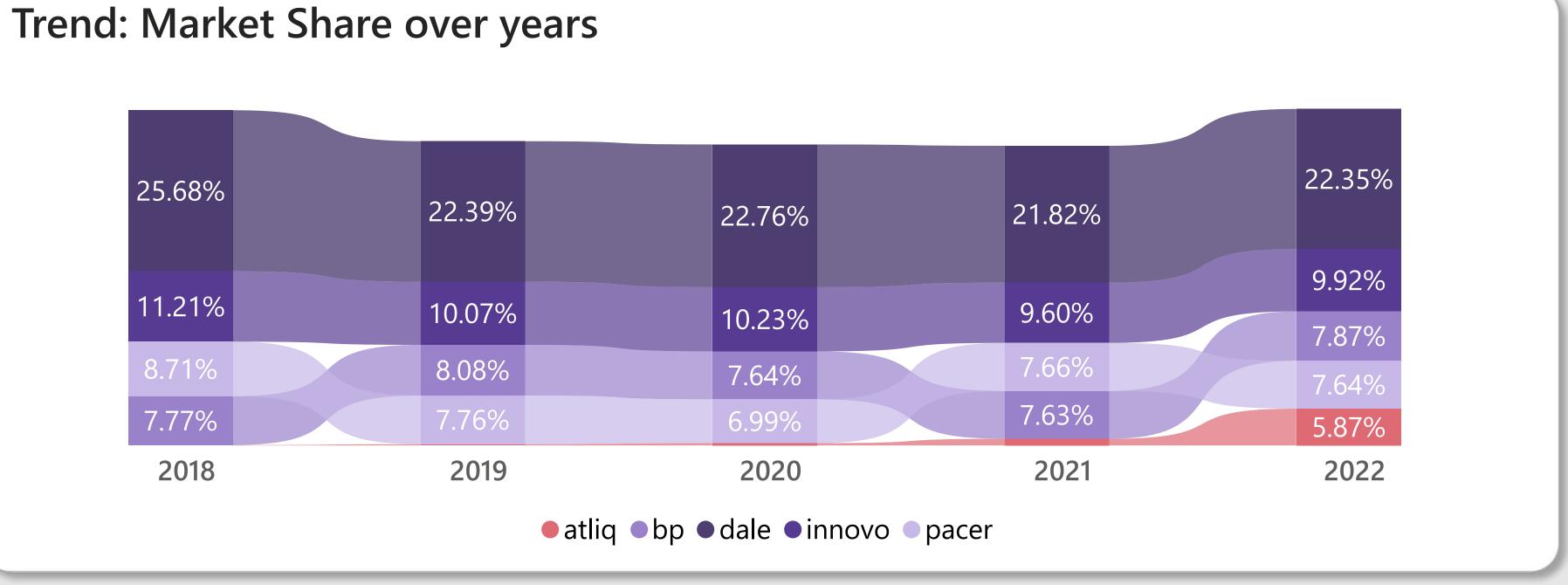
Forecast Accuracy %

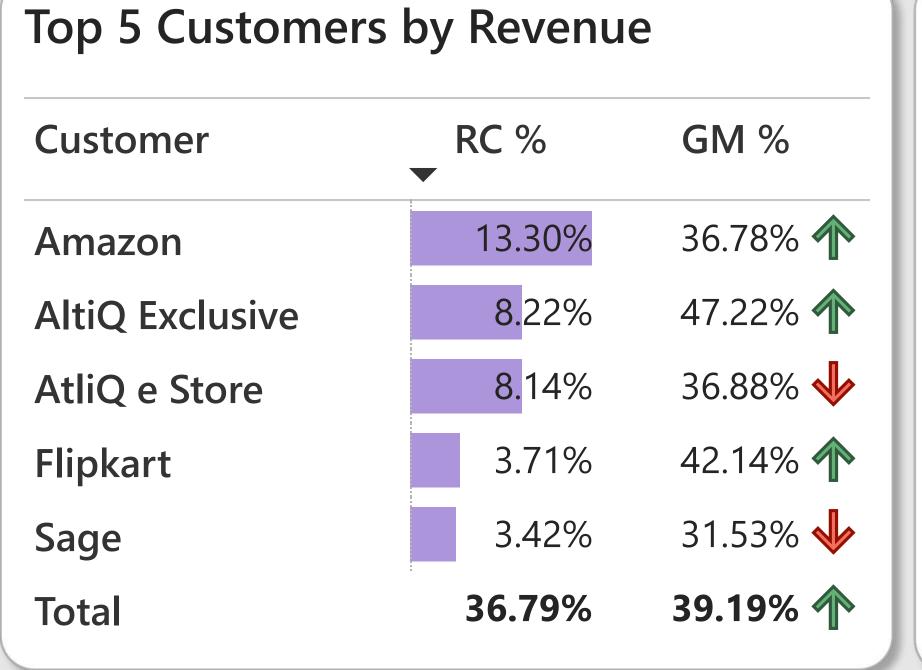
81.17%

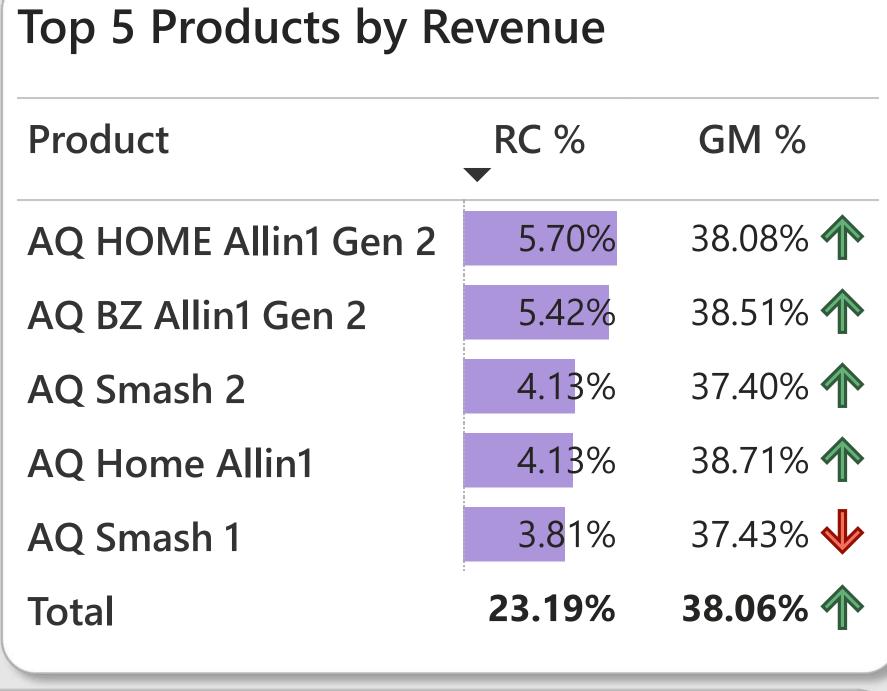
LY: 80.21 % (+1.2 %) 7











<b>Key Insights</b>	by Sub Zone					
Sub Zone	<b>NS</b> (₹)	RC %	GM %	NP %	Risk	AtliQ MS %
NA	₹ 1,022.09M	27.36%	44.97%	-14.22%	EI	4.87%
India	₹ 945.34M	25.30%	35.75%	-22.99%	OoS	13.26%
ROA	₹ 788.66M	21.11%	34.19%	-6.32%	OoS	8.32%
NE	₹ 457.71M	12.25%	32.80%	-18.09%	OoS	6.80%
SE	₹ 317.78M	8.51%	37.03%	-4.00%	OoS	16.40%
ANZ	₹ 189.78M	5.08%	43.50%	-7.39%	OoS	1.36%
LATAM	₹ 14.82M	0.40%	35.02%	-2.95%	EI	0.28%
Total	₹ 3,736.17M	100.00%	38.08%	-13.98%	OoS	5.87%