



# Business Insight 360



3/20/2024 2:36:38 AM



Sales data loaded untill : Dec 21



## Finance View

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



## 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.



## Information

Values are in Dollars & Millions



Support



# BUSINES INSIGHT 360

Finance view



Sales View



Marketing View



Supply Chain View



Executive View



Home Page



## Filters

region, market

All

segment, category, product

All

fy\_desc

2020

quarters

All

ytd\_ytg

All

customer

All

Selected Benchmark (BM)

☒ vs LY

☐ vs Target

## Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

\$267.98M✓

BM: 111.37M (+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

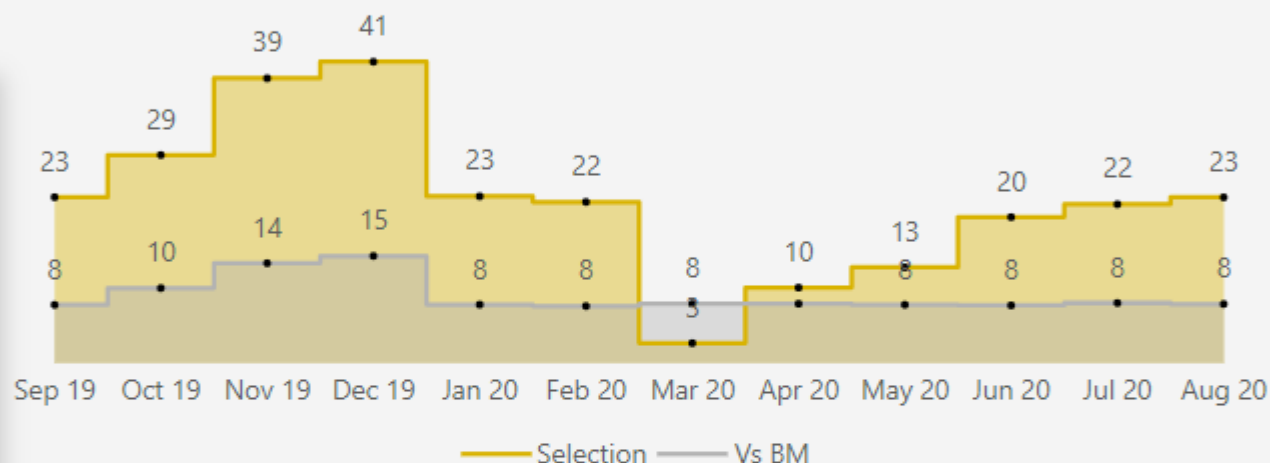
BM: 2.21% (-138.68%)

Net Profit %

## Profit & 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

## Net Sales Performance Over Time



## Top / Bottom Products & Customers Net Sales

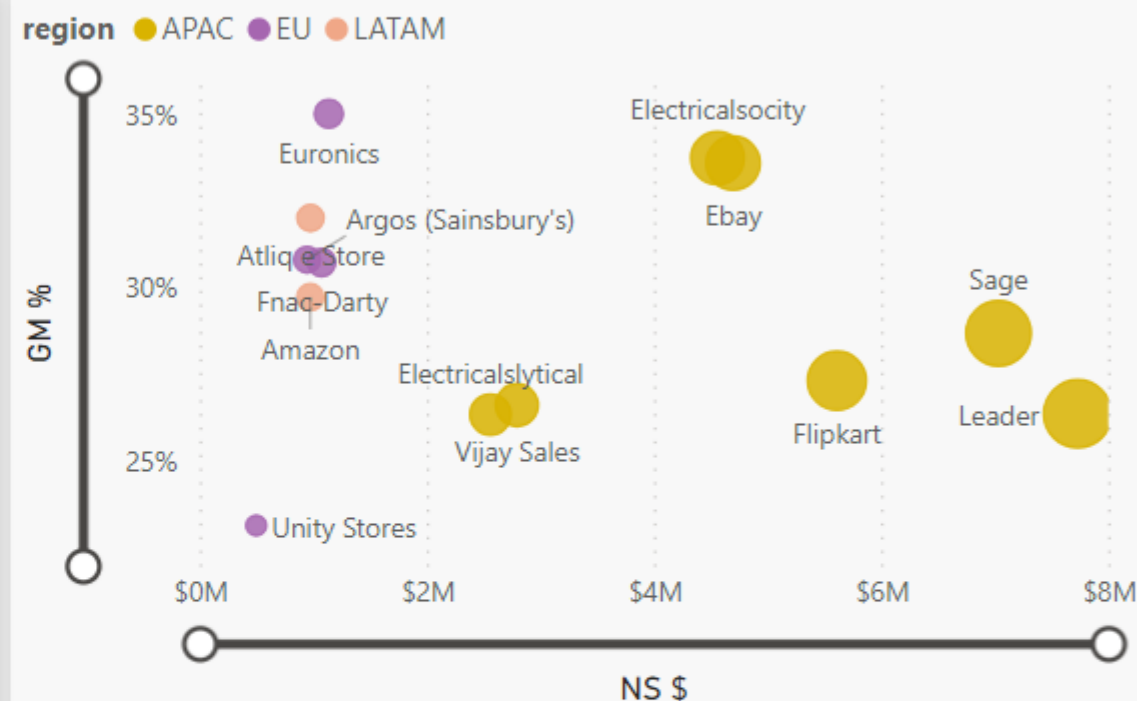
region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
EU	55.79	224.03	Accessories	66.23	136.21
NA	62.21	182.70	Desktop	0.95	
LATAM	2.00	141.89	Networking	26.22	51.00
APAC	147.98	107.48	Notebook	86.39	166.63
<b>Total</b>	<b>267.98</b>	<b>140.61</b>	Peripherals	60.63	207.22
			Storage	27.56	99.17
			<b>Total</b>	<b>267.98</b>	<b>140.61</b>



## Customer Performance

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%
Electricalsocity	\$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%
Staples	\$3.71M	1.48M		39.99%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>		<b>37.10%</b>

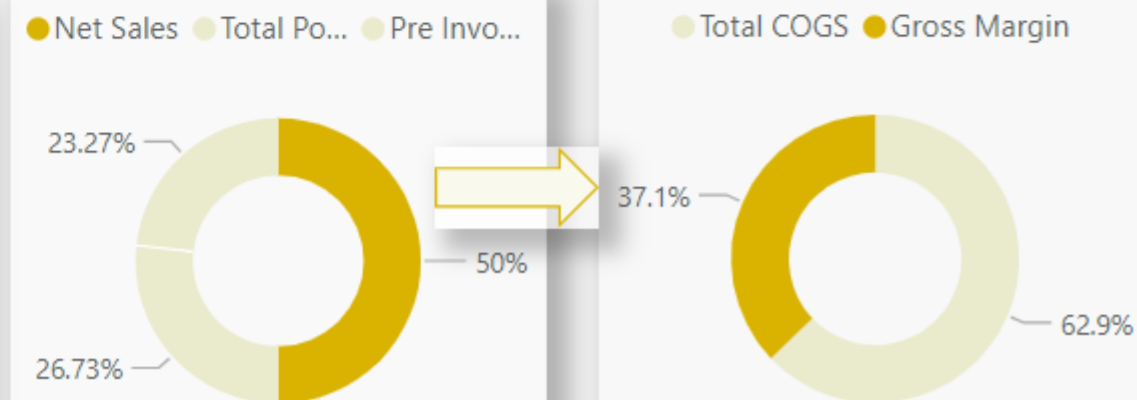
## Performance Matrix



## Product Performance

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>

## Unit Economics



## Abbreviations

BM = Benchmark | LY=Last Year

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NP= Net Profit | Chg = Change

All values in Million \$



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Segment



Region

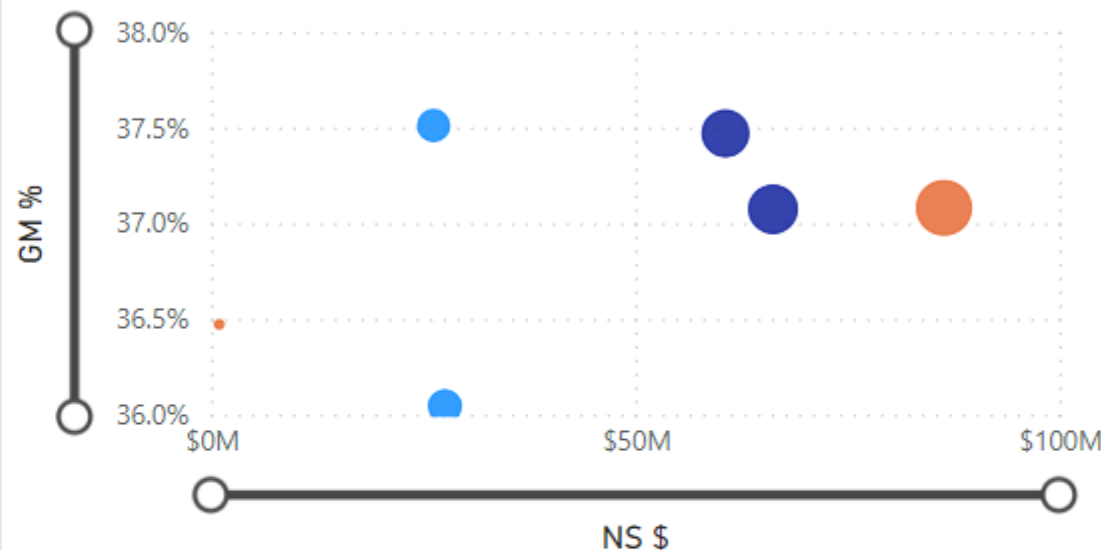
## Product/Market Matrix

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<b>APAC</b>	<b>\$147.98M</b>	<b>53.23M</b>	<b>35.97%</b>	<b>-1.52M</b>	<b>-1.03%</b>
Australia	\$13.90M	6.37M	45.81%	2.16M	15.53%
Bangladesh	\$2.94M	1.16M	39.51%	0.39M	13.24%
China	\$7.02M	2.71M	38.59%	-0.70M	-10.02%
India	\$64.73M	20.76M	32.07%	-9.54M	-14.73%
Indonesia	\$8.08M	3.46M	42.83%	1.69M	20.98%
Japan	\$2.46M	0.91M	36.86%	0.10M	4.07%
Newzealand	\$2.90M	0.75M	25.81%	-0.04M	-1.34%
Pakistan	\$6.12M	2.61M	42.68%	0.95M	15.52%
Philippines	\$17.45M	7.86M	45.05%	3.38M	19.34%
South Korea	\$22.38M	6.64M	29.66%	0.09M	0.40%
<b>EU</b>	<b>\$55.79M</b>	<b>21.10M</b>	<b>37.82%</b>	<b>0.35M</b>	<b>0.62%</b>
Austria	\$0.13M	0.03M	26.09%	-0.02M	-12.22%
France	\$10.74M	4.63M	43.13%	1.83M	17.07%
Germany	\$6.71M	2.41M	35.89%	-0.70M	-10.46%
Italy	\$6.30M	1.89M	29.98%	-0.54M	-8.52%
Netherlands	\$5.34M	2.53M	47.32%	0.34M	6.43%
Norway	\$3.59M	1.34M	37.29%	0.55M	15.21%
Poland	\$4.10M	1.64M	39.88%	0.54M	13.24%
Portugal	\$5.53M	1.98M	35.80%	0.54M	9.84%
Spain	\$2.53M	0.95M	37.41%	-0.09M	-3.56%
Sweden	\$0.25M	0.11M	44.02%	0.01M	5.09%
United Kingdom	\$10.55M	3.59M	34.05%	-2.13M	-20.23%
<b>LATAM</b>	<b>\$2.00M</b>	<b>0.62M</b>	<b>30.96%</b>	<b>0.00M</b>	<b>-0.08%</b>
<b>NA</b>	<b>\$62.21M</b>	<b>24.48M</b>	<b>39.35%</b>	<b>-1.11M</b>	<b>-1.79%</b>
<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 %

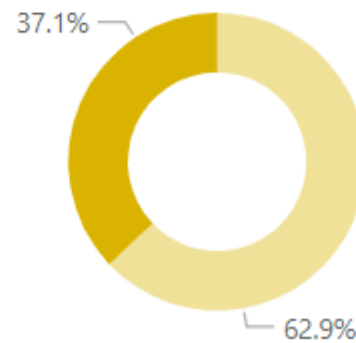
## Performance Matrix

division ● N & S ● P & A ● PC

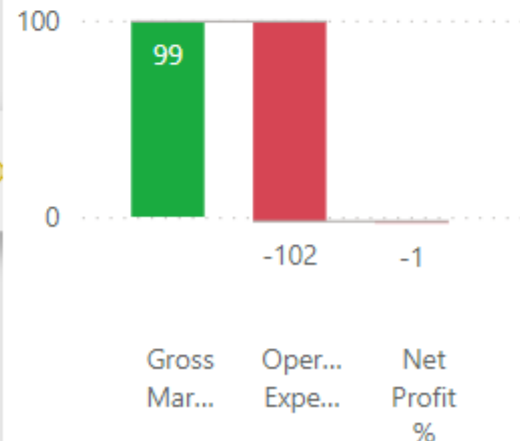


## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease







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72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.48K (-22.88%)

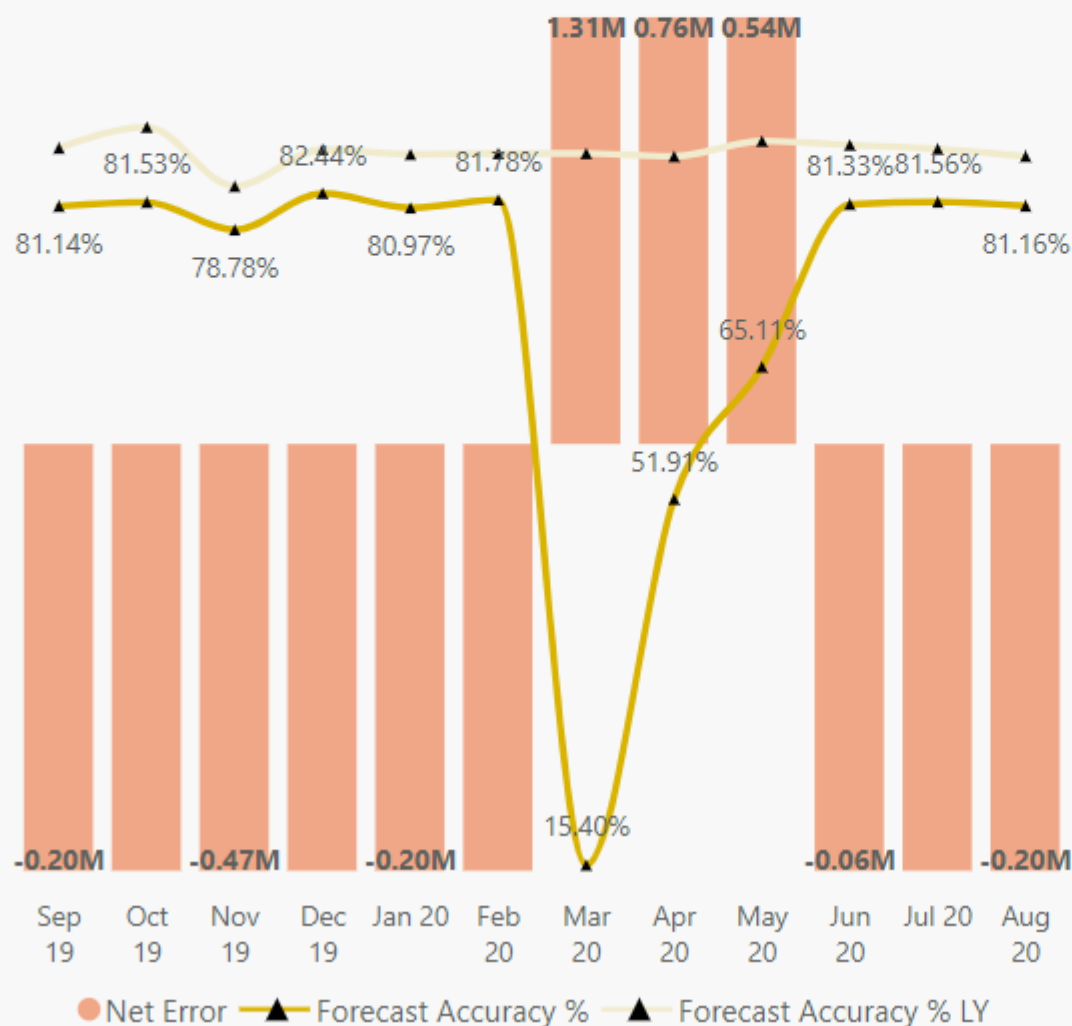
Net Error

5743.2K!

LY: 1547.78K (-271.06%)

ABS Error

## Accuracy / Net Error Trend



## Key Metrics By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Radio Popular	50.36%	58.50%	39157	19.89%	EI
Mbit	49.13%	55.20%	6922	6.47%	EI
Expert	48.84%	64.24%	32551	14.52%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
UniEuro	45.77%	32.17%	62607	27.48%	EI
Elkjøp	45.00%	12.35%	78218	39.29%	EI
Nomad Stores	43.96%	45.05%	85613	34.93%	EI
Media Markt	43.66%	7.98%	73908	38.26%	EI
Total	72.99%	86.45%	491599	2.31%	EI

## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	71.42%	90.20%	-167818	-1.40%	OOS
Desktop	70.07%		-52	-2.00%	OOS
Networking	52.50%	81.50%	-379134	-28.90%	OOS
Notebook	76.65%	83.02%	146640	22.59%	EI
Peripherals	75.18%	85.06%	193476	7.43%	EI
Storage	81.01%	80.25%	698487	14.86%	EI
Total	72.99%	86.45%	491599	2.31%	EI



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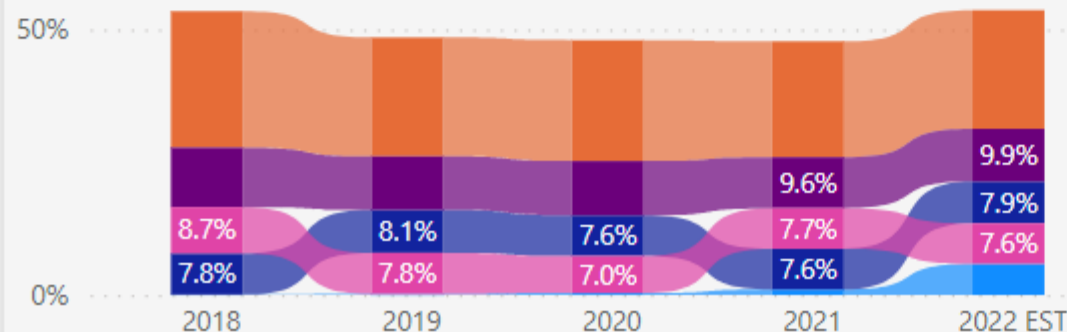
Forecast Accuracy

## Key Insights by Sub Zone

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

## PC Market Share Trends - AtliQ & Competitors

Manufacturer atliq bp dale innovo pacer



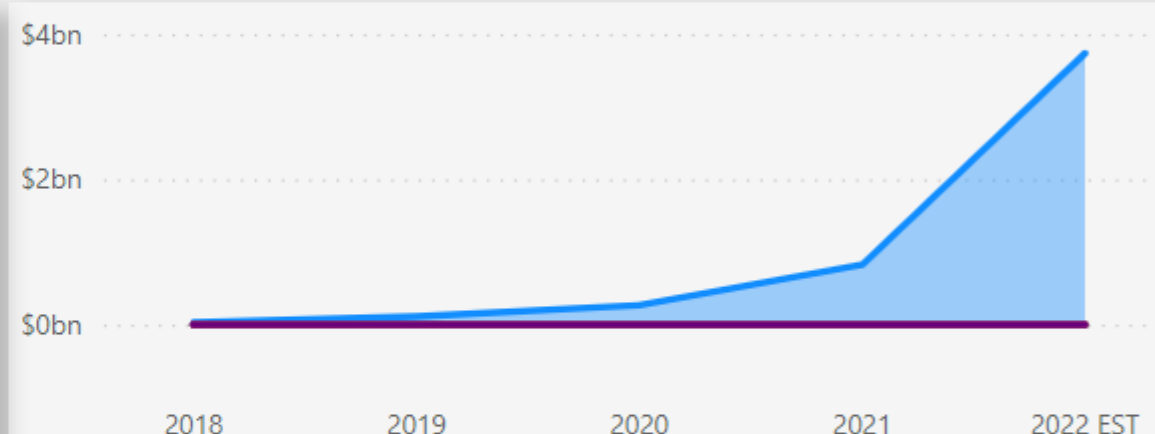
## Revenue by Division



## Revenue by Channel

P & A	\$126.86M
PC	\$87.34M
N & S	\$53.77M

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



## Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	18.6%	38.0% ▼
Atliq e Store	11.8%	37.5% ▼
AtliQ Exclusive	8.6%	45.8% ▼
Flipkart	4.1%	33.5% ▼
Sage	3.1%	31.2% ▼
Total	46.2%	38.4%

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.5% ▼
AQ BZ Gen Y	4.5%	37.0% ▼
AQ Lite	4.3%	36.5% ▼
AQ Wi Power Dx1	4.4%	37.0% ▼
AQ Wi Power Dx2	5.4%	38.0% ▼
Total	22.9%	37.0%



- . All the system data in tools is refreshed every month on 5th working day.
- . System data such as Forecast, Actuals and Historical forecast are received from global database.
- . Non system data such as Target, Operational Expense and Market share are refreshed on request.
- . For FAQs click [here](#).
- . Download live excel version [here](#).



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