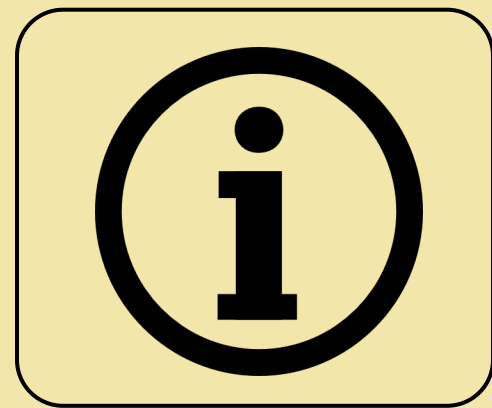




Business Insights 360



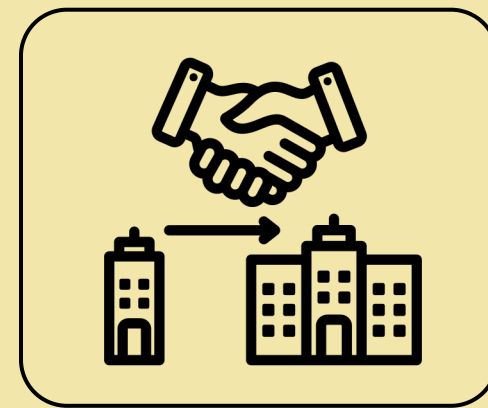
Info

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.



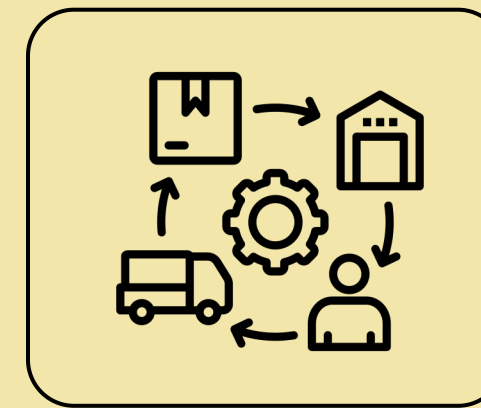
Sales View

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



Marketing View

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



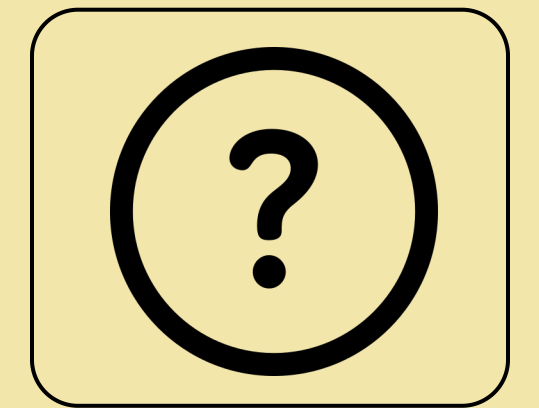
Supply Chain View

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.



Support

Get your **issues resolved** by connecting to our support specialist.





Business Insights 360 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 excel version [here](#).**


	2018	2019	2020	2021	2022	Total
Sum of gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
Sum of net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
Sum of post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
Sum of post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
Sum of net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M














\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

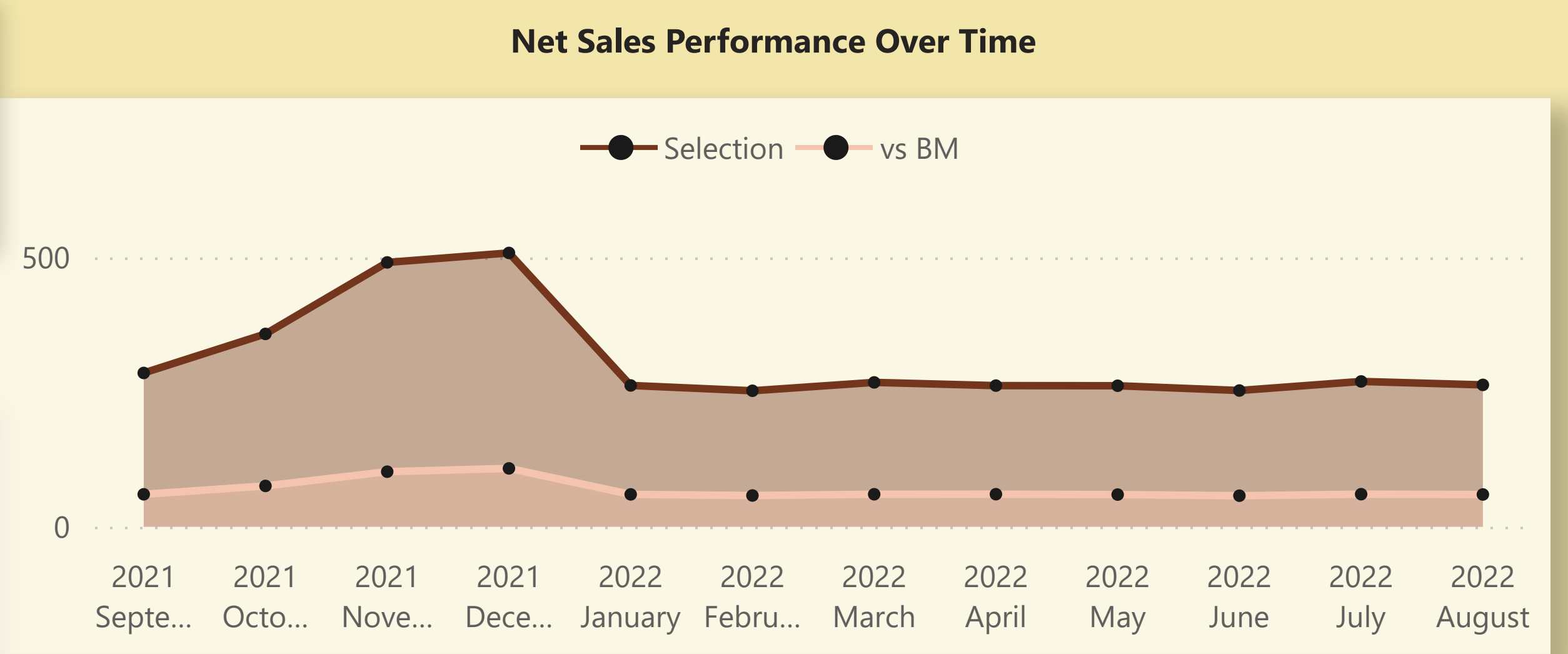
GM %

-14.0%!

BM: -6.63% (-110.79%)


Net Profit %


Profit and 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 Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79





Top / Bottom Customers & Products by Net Sales		
region	P & L Val	P & L Chg %
EU	775.48	286.26
APAC	1,923.77	335.27
Philippines	129.23	208.57
Indonesia	96.61	298.56
Bangladesh	36.41	299.56
Pakistan	31.05	318.88
Newzealand	70.45	319.06
Australia	119.33	332.38
Total	3,736.17	353.50

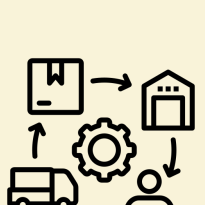
segment	P & L Val	P & L Chg %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Networking	38.43	-14.89
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Total	3,736.17	353.50








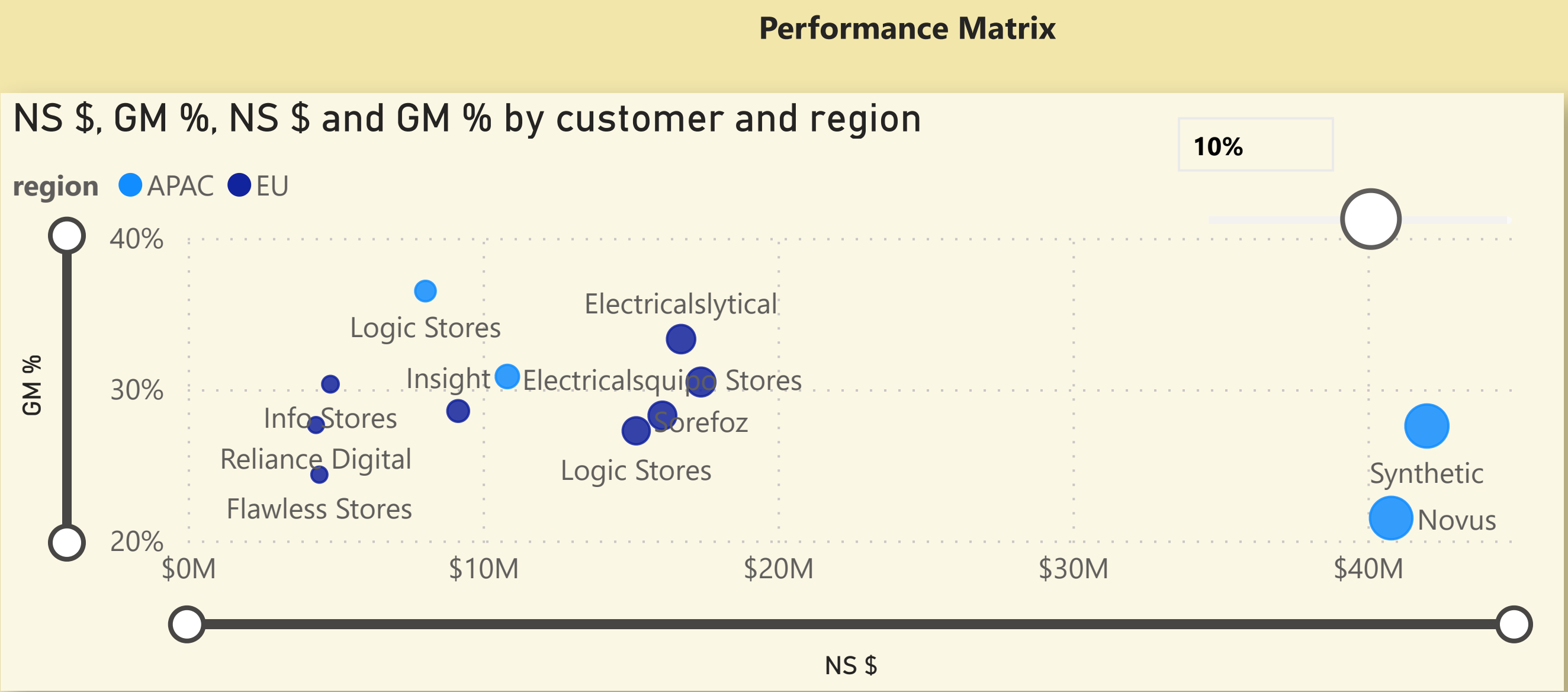






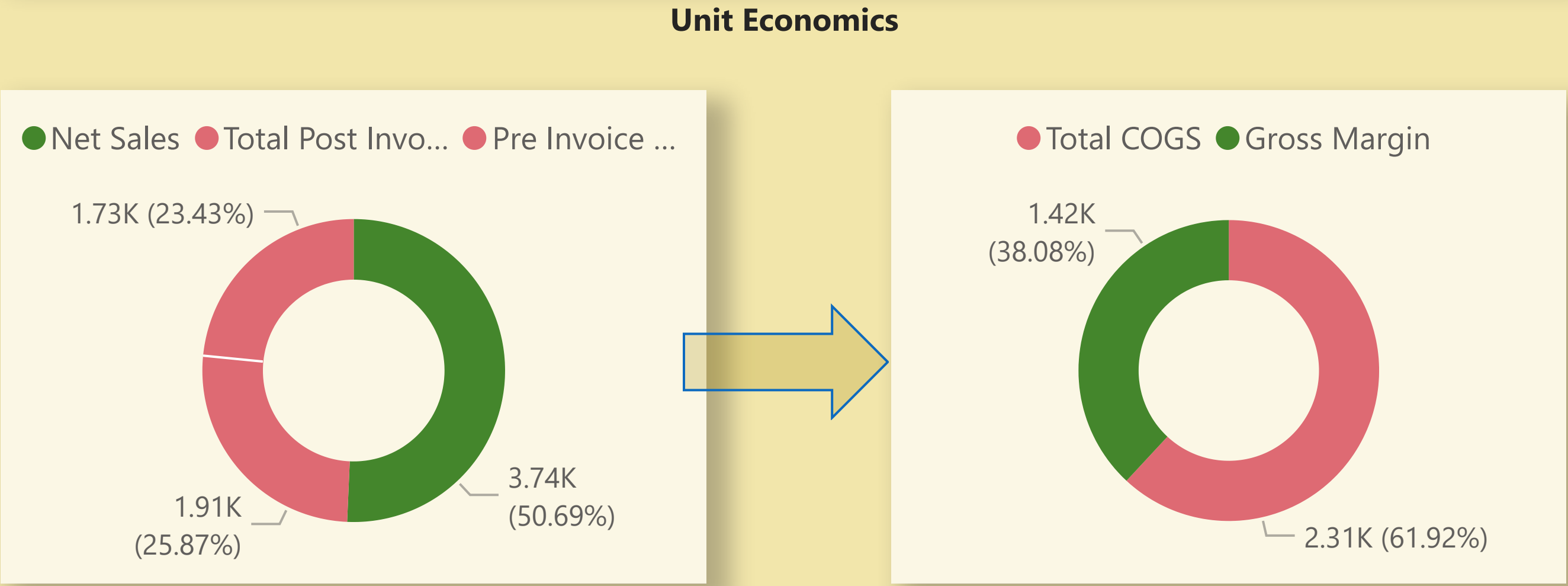
Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.8%
AtliQ Executive	\$361.12M	166.15M	46.0%
Atliq e Store	\$304.10M	112.15M	36.9%
Flipkart	\$138.49M	58.37M	42.1%
Sage	\$127.86M	40.31M	31.5%
Leader	\$117.32M	36.02M	30.7%
Neptune	\$105.69M	49.36M	46.7%
Ebay	\$91.60M	33.06M	36.1%
Acclaimed Stores	\$73.36M	29.58M	40.3%
walmart	\$72.41M	33.06M	45.7%
Total	\$3,736.17M	1,422.88M	38.1%





Product performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.5%
Storage	\$54.59M	20.93M	38.3%
Desktop	\$711.08M	272.39M	38.3%
Notebook	\$1,580.43M	600.96M	38.0%
Peripherals	\$897.54M	341.22M	38.0%
Accessories	\$454.10M	172.61M	38.0%
Total	\$3,736.17M	1,422.88M	38.1%










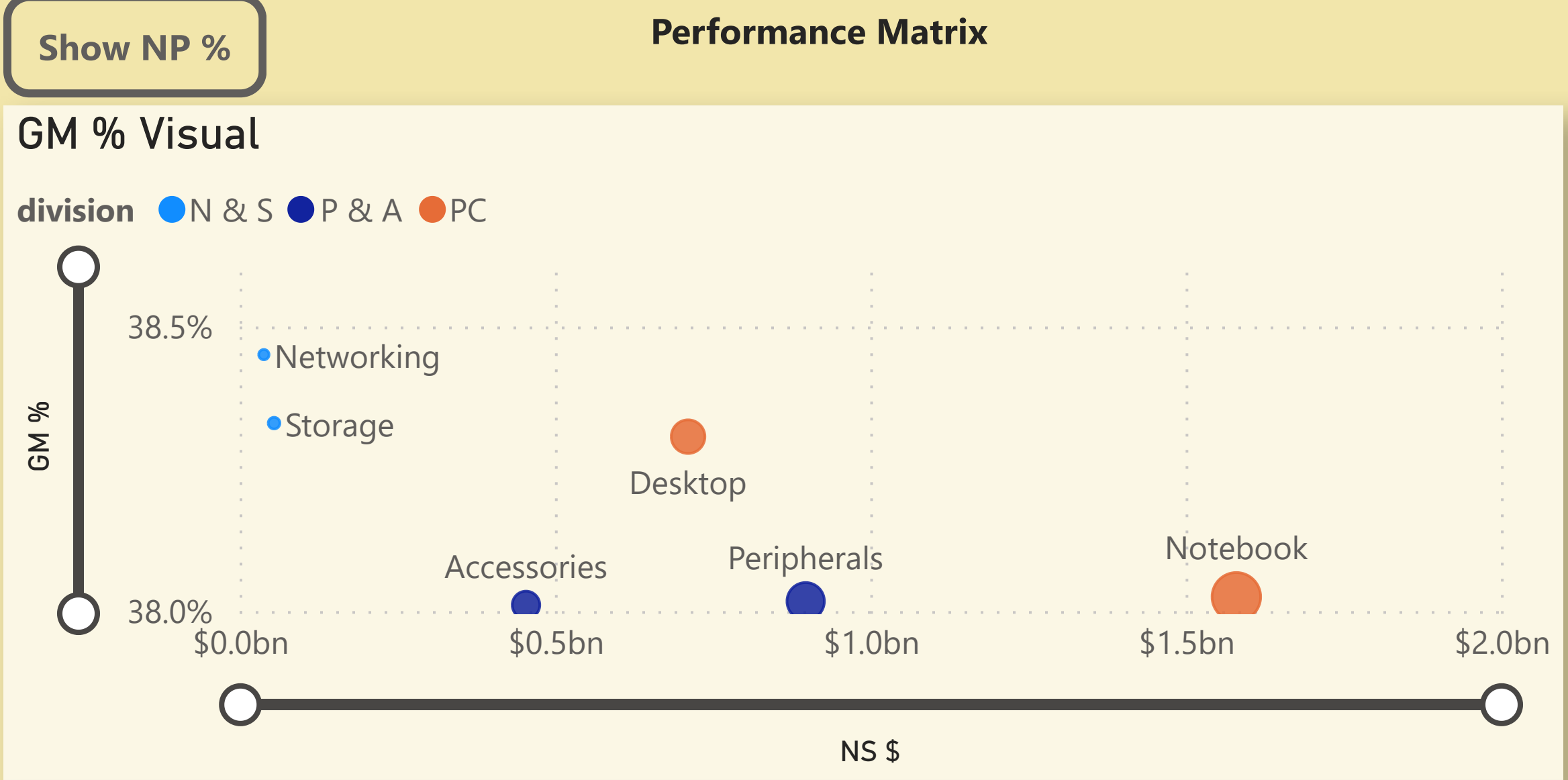






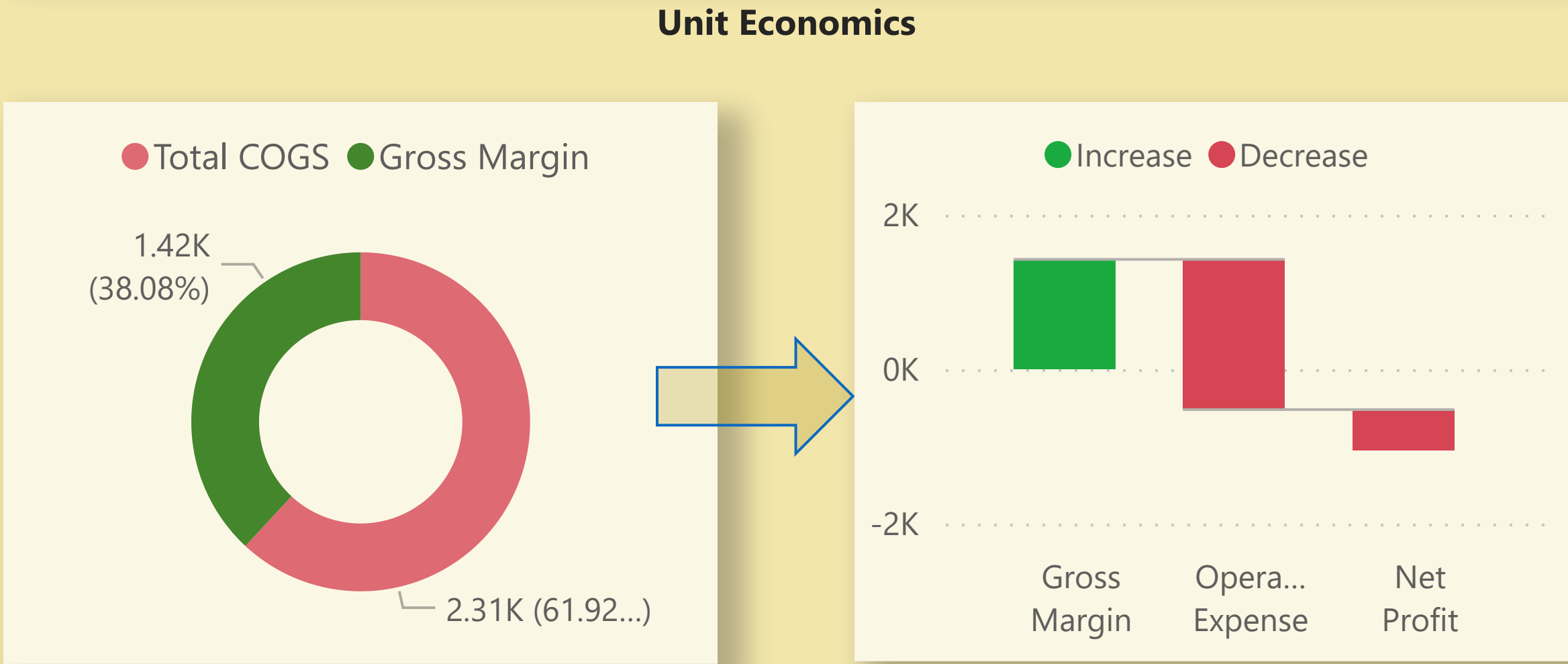
Product Performance

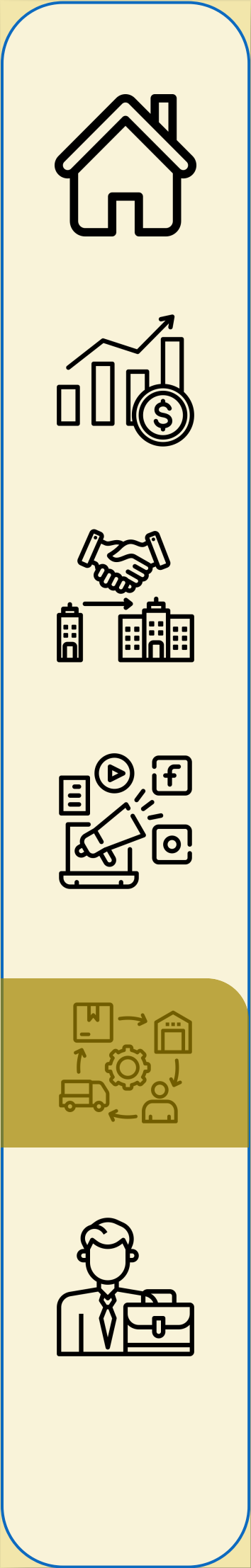
segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
+ Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.0%
+ Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.8%
+ Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.7%
+ Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.1%
+ Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.0%
+ Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.8%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-14.0%



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit	Net Profit %
+ APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.6%
+ EU	\$775.48M	267.80M	34.5%	-95.52M	-12.3%
+ LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.9%
+ NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.2%
Total	\$3,736.17M	1,422.88M	38.1%	-522.42M	-14.0%





81.17%✓

LY : 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY : -751.71K (-361.97%)

Net Error

6899.04K✓

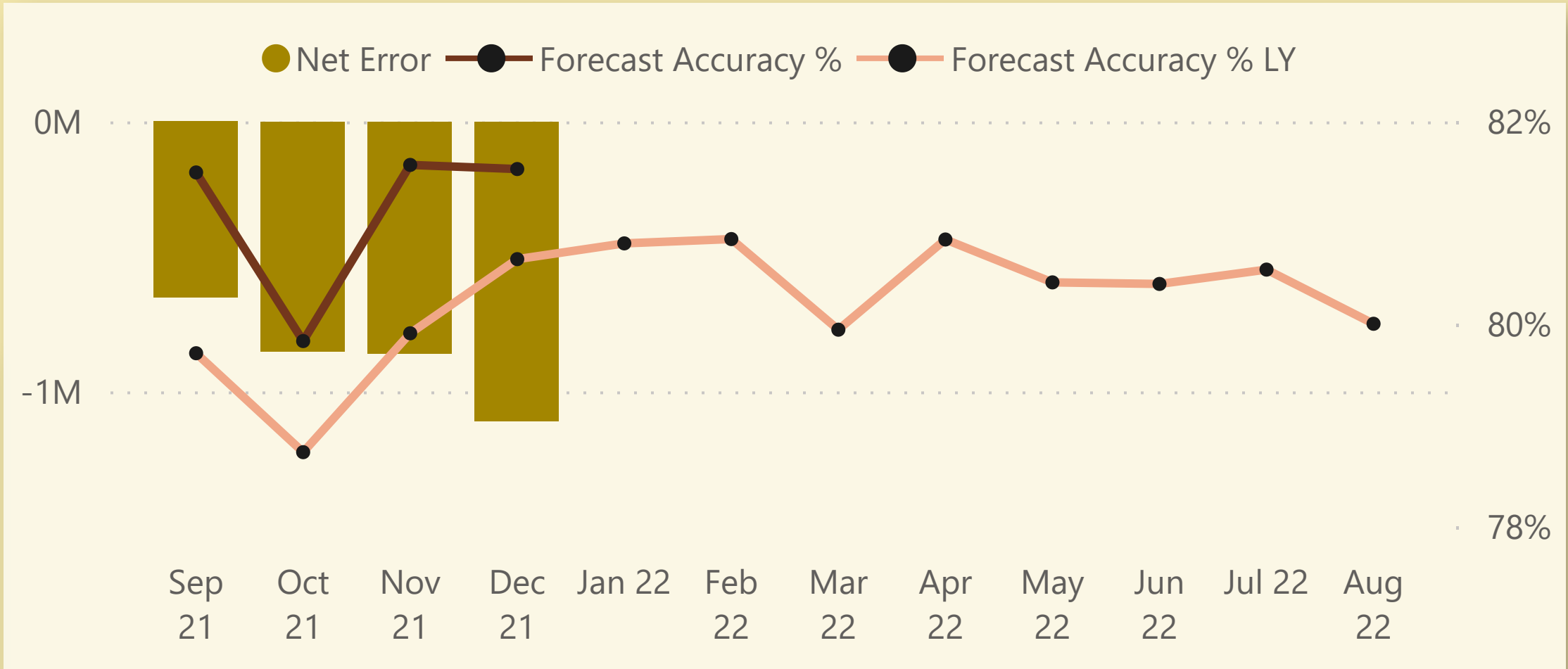
LY : 9780.74K (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
BestBuy	46.60%	35.31%	81179	16.7%	EI
Billa	42.63%	18.29%	3704	3.9%	EI
Circuit City	46.17%	35.02%	85248	16.5%	EI
Control	52.06%	47.42%	64731	13.0%	EI
Costco	51.95%	49.42%	101913	15.8%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Leader	48.72%	24.45%	166751	11.0%	EI
Logic Stores	52.49%	51.44%	6430	2.4%	EI
Nomad Stores	53.44%	50.59%	3394	1.3%	EI
Notebillig	42.70%	18.87%	1141	1.3%	EI
Otto	45.76%	18.37%	1962	2.4%	EI
Path	50.57%	45.53%	91486	14.9%	EI
Radio Shack	45.64%	38.46%	69253	16.5%	EI
Sage	50.72%	33.58%	154291	10.1%	EI
Saturn	41.54%	19.16%	2197	2.9%	EI
Total	81.17%	80.21%	-3472690	-9.5%	OOS

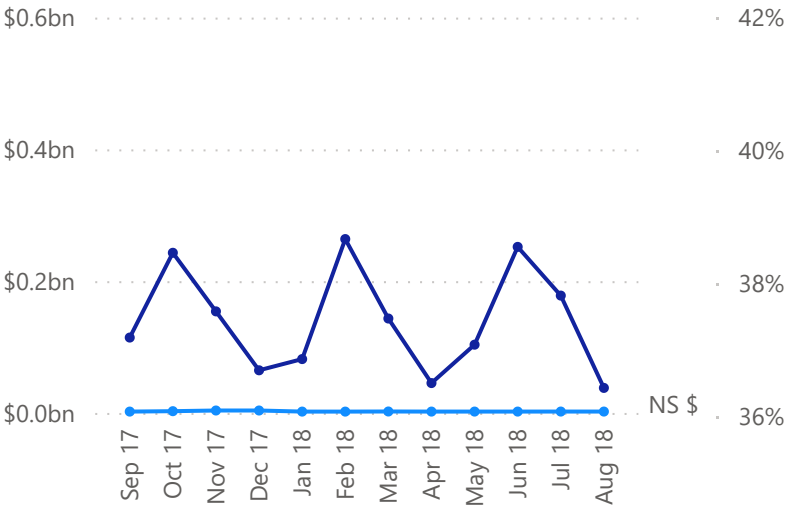
Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Net Error	Net Error %	Risk	Forecast Accuracy % LY
Accessories	87.42%	341468	1.7%	EI	77.66%
Desktop	87.53%	78576	10.2%	EI	84.37%
Networking	93.06%	-12967	-1.7%	OOS	90.40%
Notebook	87.24%	-47221	-1.7%	OOS	79.99%
Storage	71.50%	-628266	-25.6%	OOS	83.54%
Peripherals	68.17%	-3204280	-31.8%	OOS	83.23%
Total	81.17%	-3472690	-9.5%	OOS	80.21%

NS & GM % for



- sub_zone
- ANZ

India

LATAM

NA

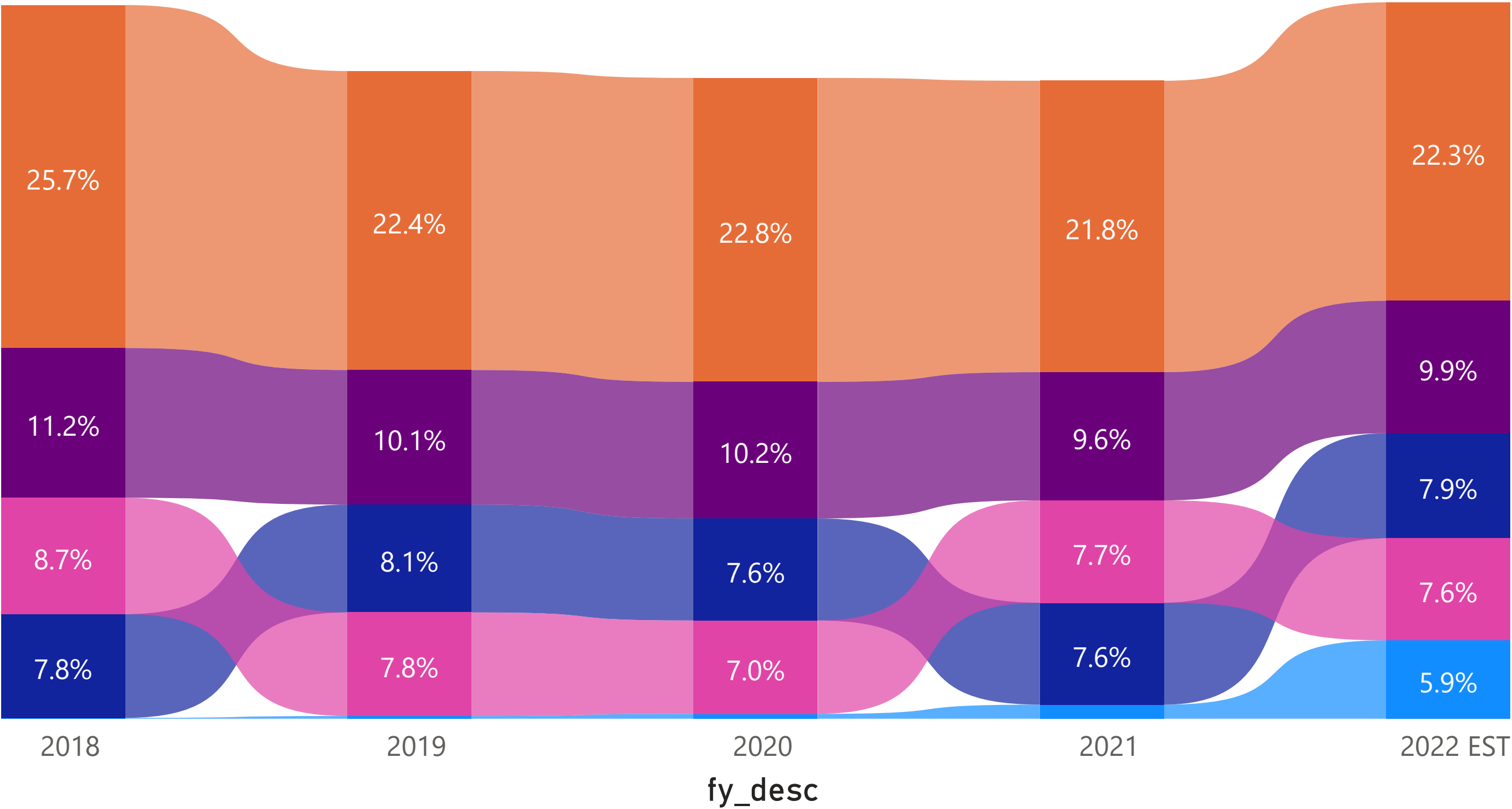
NE

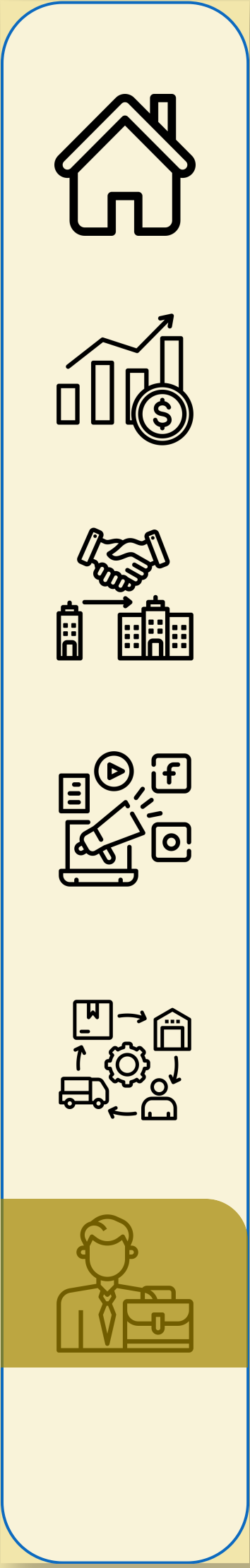
ROA

SE

Market Share % by fy_desc and manufacturer

manufacturer atliq bp dale innovo pacer





\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

GM %

-14.0%!

BM: -6.63% (-110.79%)

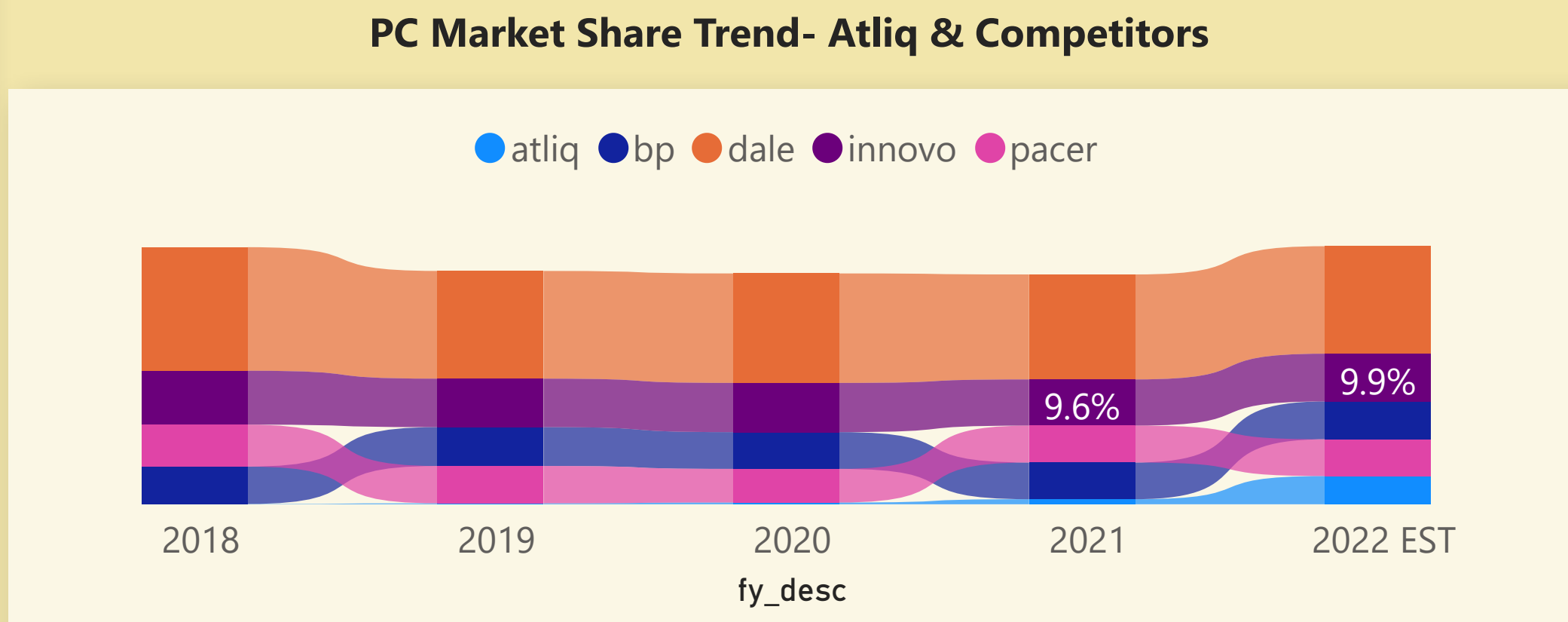
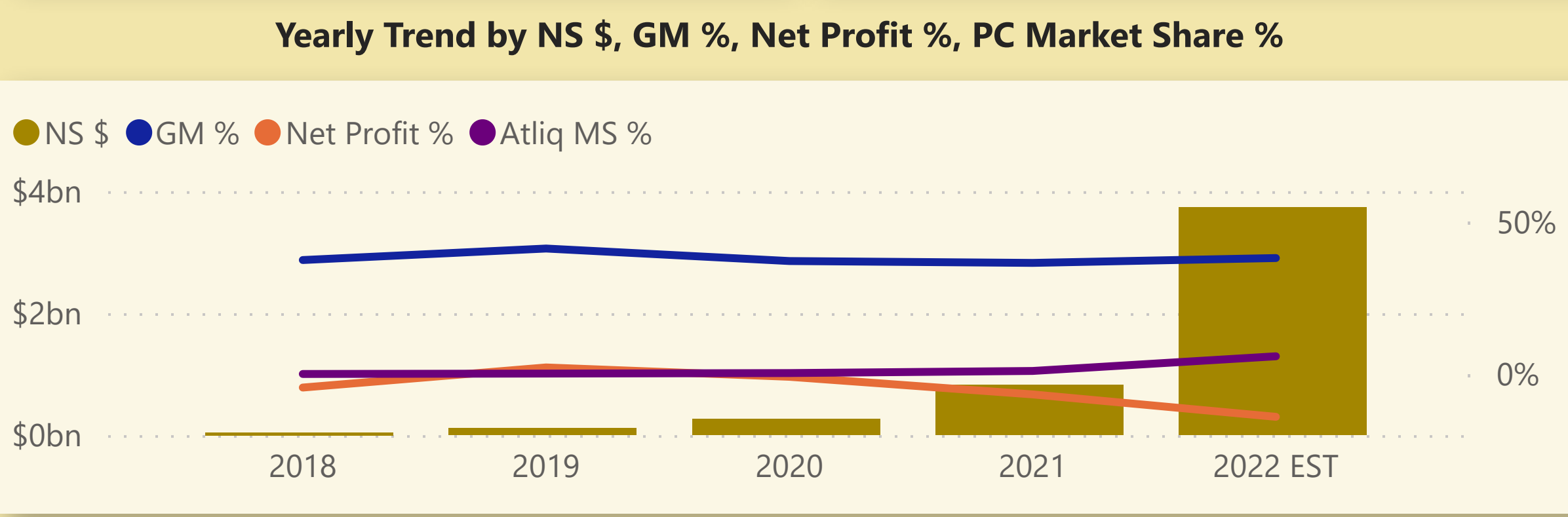
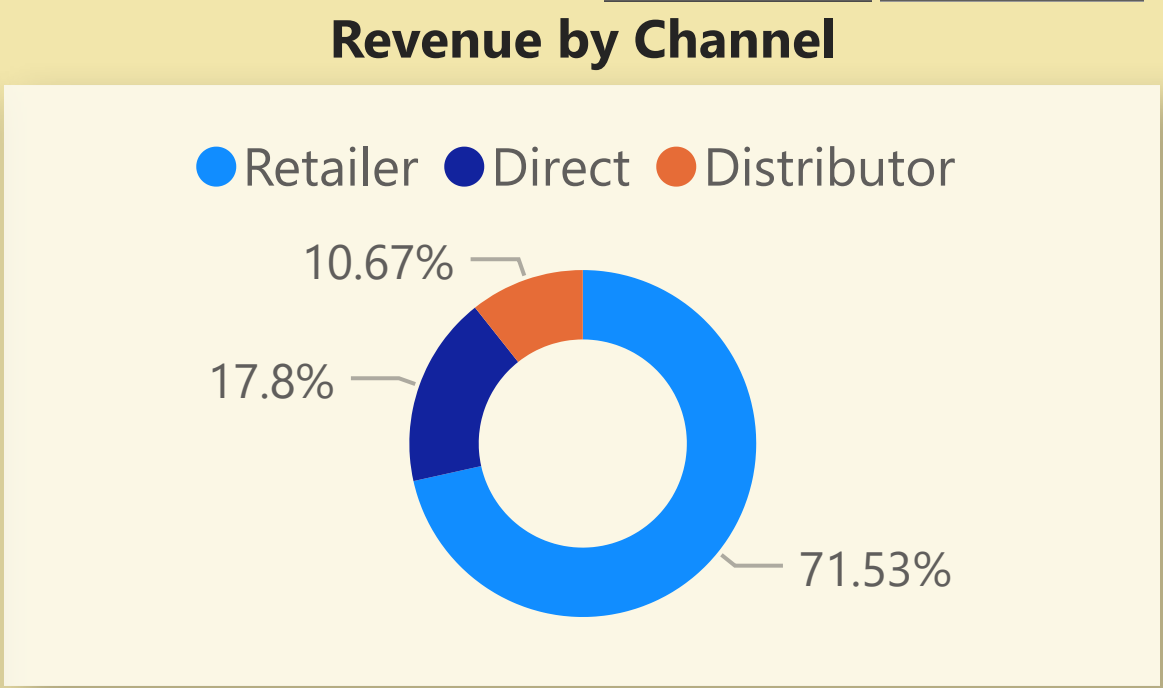
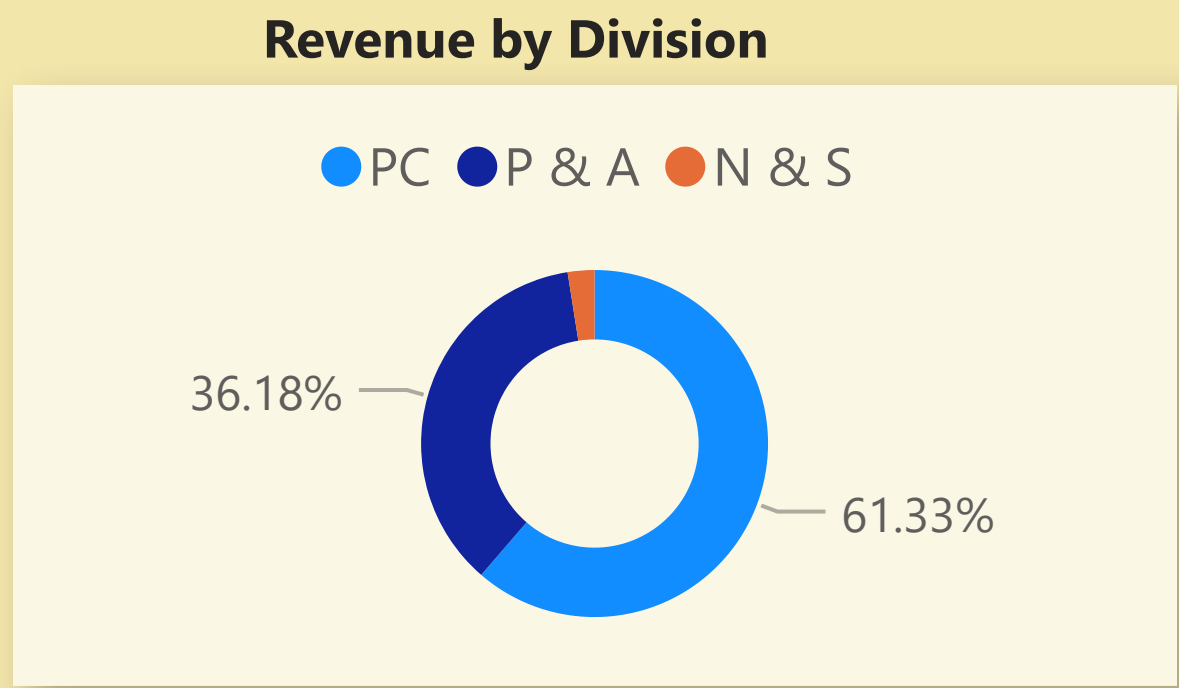
Net Profit %

81.17%✓

LY : 80.21% (+1.2%)

FA %

Key Insights by Sub-Zone							
sub_z one	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	\$189.78M	5.08%	43.5%	-7.4%	1.36%	-37.6%	OOS
India	\$945.34M	25.30%	35.8%	-23.0%	13.26%	-24.4%	OOS
LATAM	\$14.82M	0.40%	35.0%	↓ -2.9%	0.28%	3.4%	EI
NA	\$1,022.09M	27.36%	45.0%	-14.2%	4.87%	14.4%	EI
NE	\$457.71M	12.25%	32.8%	↓ -18.1%	6.80%	-4.6%	OOS
ROA	\$788.66M	21.11%	34.2%	↓ -6.3%	8.32%	-4.6%	OOS
SE	\$317.78M	8.51%	37.0%	↓ -4.0%	16.40%	-55.5%	OOS
Total	\$3,736.17M	100.00%	38.1%	-14.0%	5.87%	-9.5%	OOS



Top 5 Customers by Revenue		
customer	RC %	GM %
Amazon	13.30%	36.8%
Atliq e Store	8.14%	36.9% ↓
AtliQ Executive	9.67%	46.0%
Flipkart	3.71%	42.1%
Sage	3.42%	31.5% ↓
Total	38.23%	39.2%

Top 5 Products by Revenue		
product	RC %	GM %
AQ BZ Allin1 Gen 2	5.42%	38.5%
AQ Home Allin1	4.13%	38.7%
AQ HOME Allin1 Gen 2	5.70%	38.1%
AQ Smash 1	3.81%	37.4% ↓
AO Smash 2	4.13%	37.4%
Total	23.19%	38.1%



Business Insights 360 Support



Get an issue resolved

Check out the Contingency Plan

New to Power BI?

Add new requests

Provide FeedBack