

Business Insights 360

1.Home Page



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.

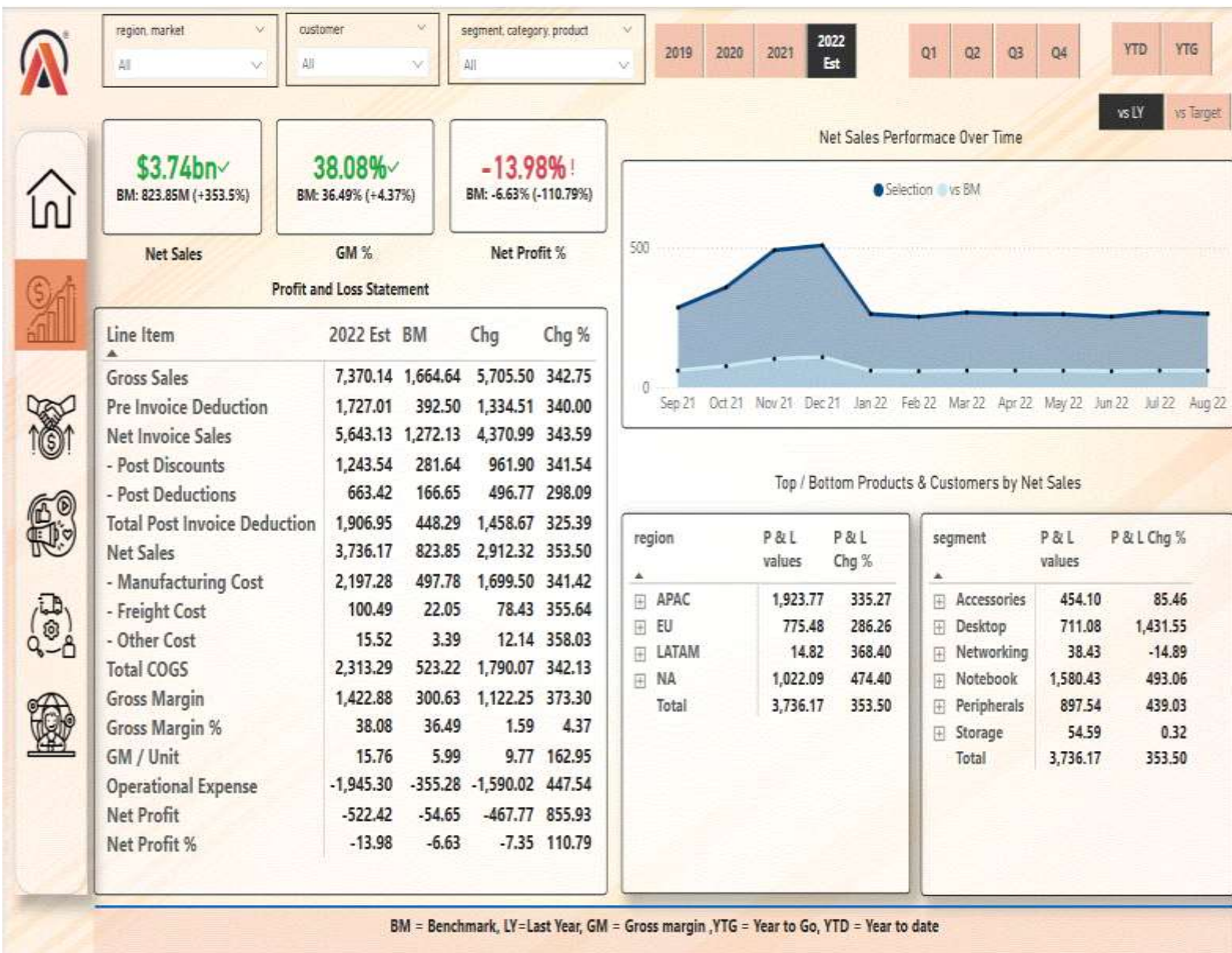


Executive View

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

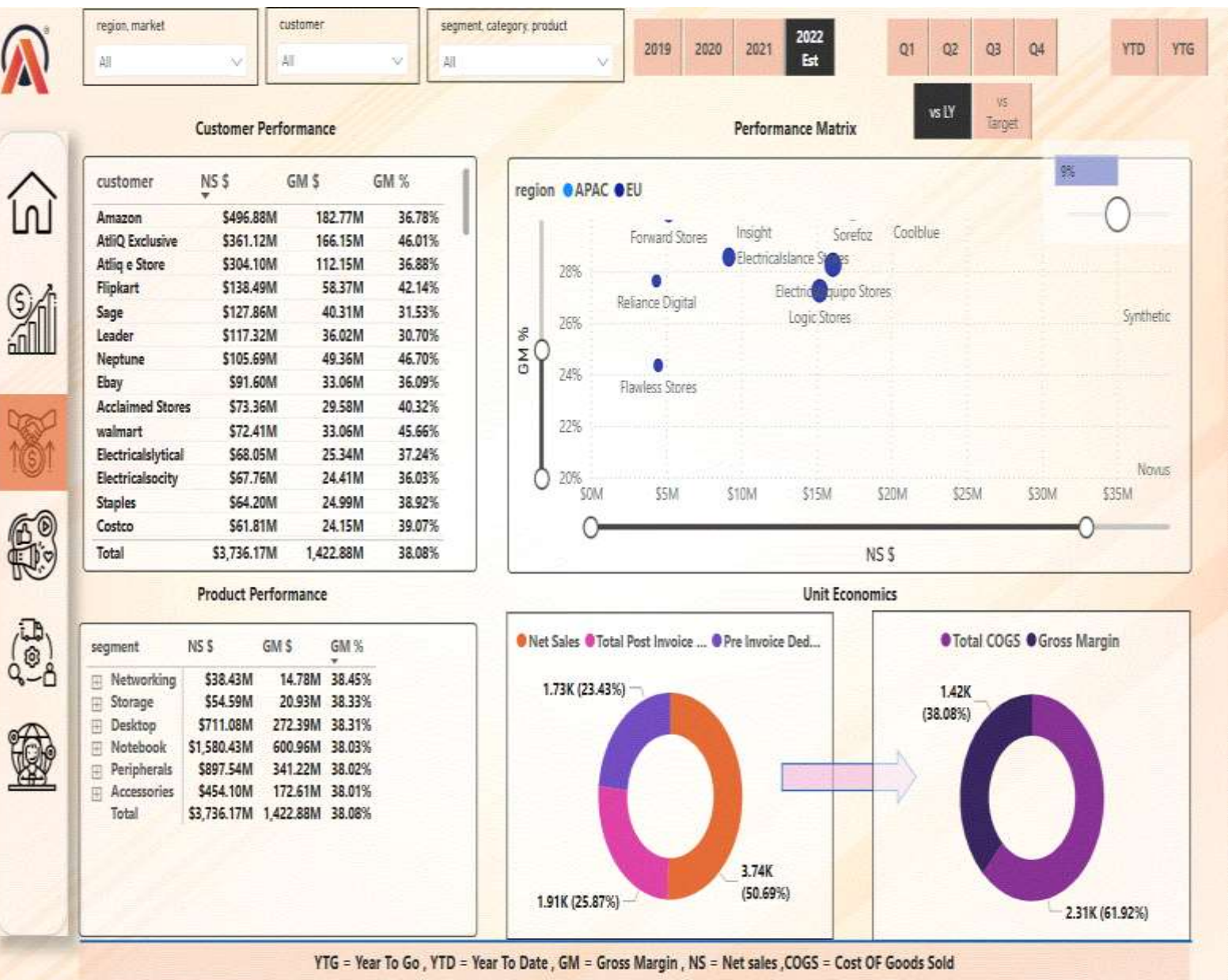
The Home View serves as a central navigation hub, offering an interactive interface to access specific business views like Finance, Sales, Marketing, Supply Chain, and Executive, ensuring streamlined exploration of the report's insights.

2. Finance View



The Finance View delivers actionable insights into revenue, profit, costs, and gross margins, enabling stakeholders to assess financial health, optimize expenditures, and ensure the company's fiscal performance aligns with strategic goals.

3.Sales View



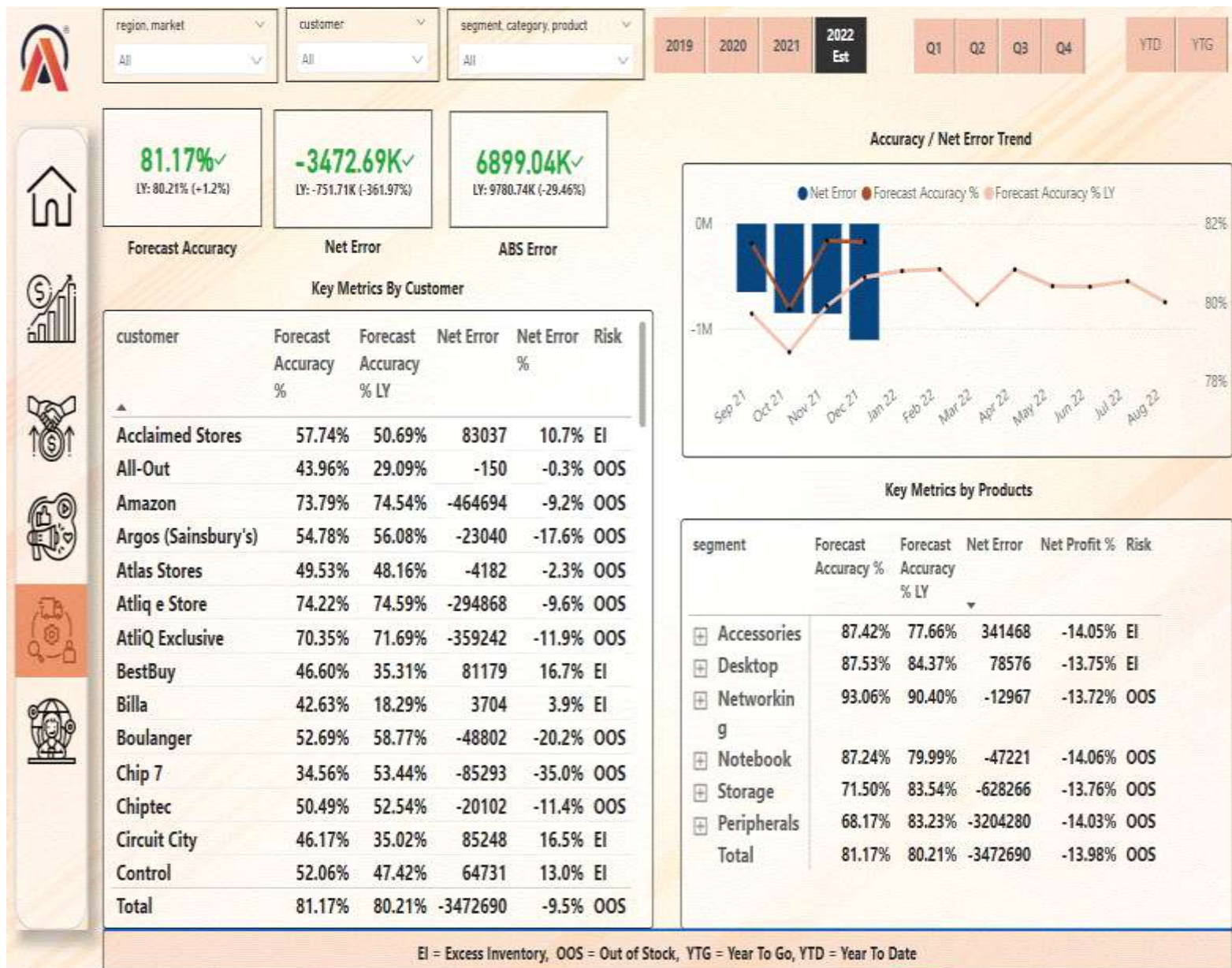
This view highlights sales trends, product performance, and regional insights, empowering teams to analyze conversion rates, growth opportunities, and customer behavior to enhance revenue generation and market competitiveness.

4. Marketing View



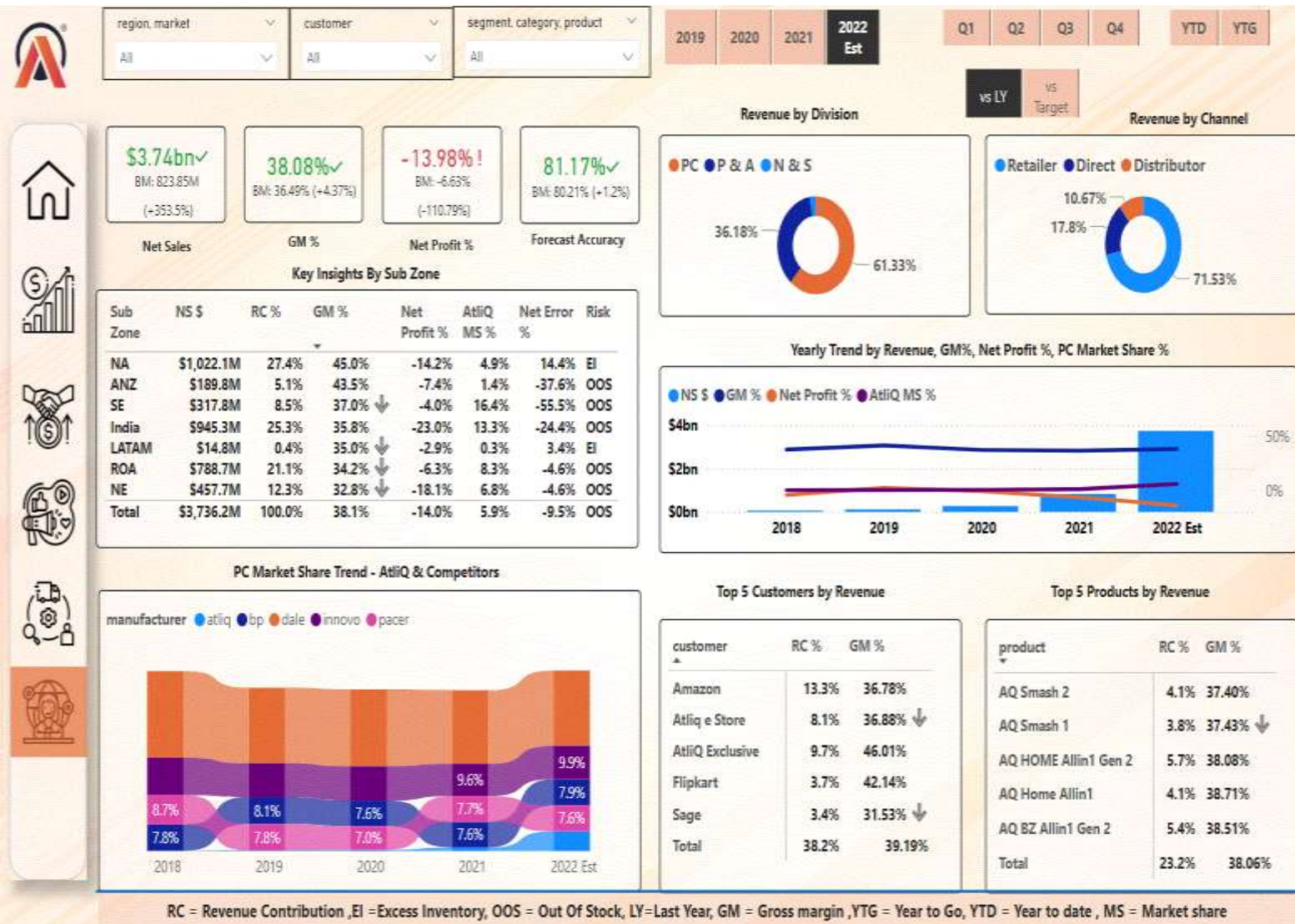
The Marketing View focuses on campaign performance, customer engagement, and ROI analysis. It enables optimization of marketing strategies and improved brand positioning through detailed metrics and trends.

5. Supply Chain View



This view monitors logistics, inventory, and supplier performance. It tracks metrics like delivery accuracy, lead times, and costs, ensuring efficient operations, reduced waste, and better customer satisfaction.

6.Executive View



The Executive View consolidates key metrics across finance, sales, marketing, and supply chain into a high-level summary, enabling decision-makers to quickly assess overall business performance and make informed strategic decisions for high level management team.

7.Info Page



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.