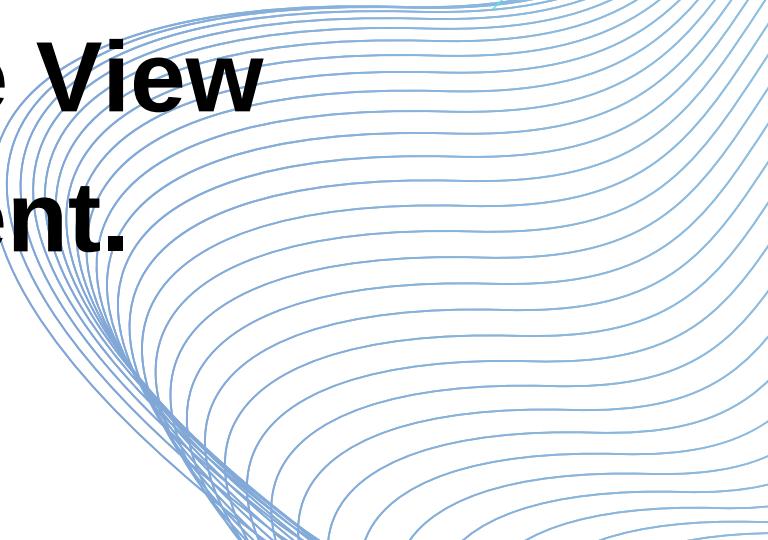




# BUSINESS INSIGHTS

**Problem Statement:** Atliq Hardware is a consumer goods electronics company having operations in various countries. They still rely on Excel files for effective analytics due to this company faced a major loss in some countries because excel files can't generate effective insights . So Company decided to invest in a data analytics project , So they can know the insights if business is declining or growing year over year and meeting the targets set by company executives .

Dashboard contains several pages ♦ Home Page ♦ Finance View ♦ Sales View ♦ Marketing View ♦ Supply Chain View ♦ Executive View which will support the organization in gross margin improvement.





## Business Insights



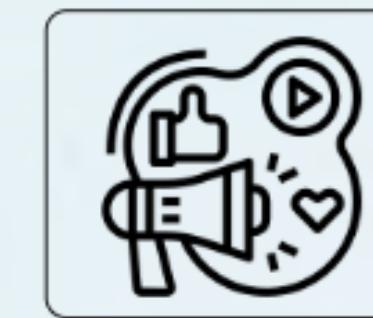
### Finance View

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



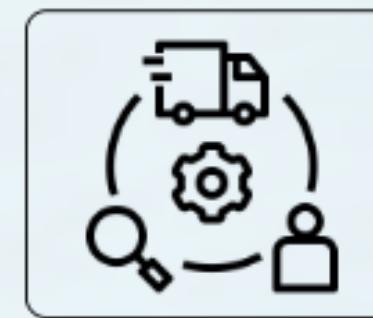
### Sales View

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.

region, market

customer

segment, category, prod...

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target

### Net Sales Performance over Time

**Net Sales**

\$3.74bn!  
BM: \$3.81bn (-1.86%)

**GM%**

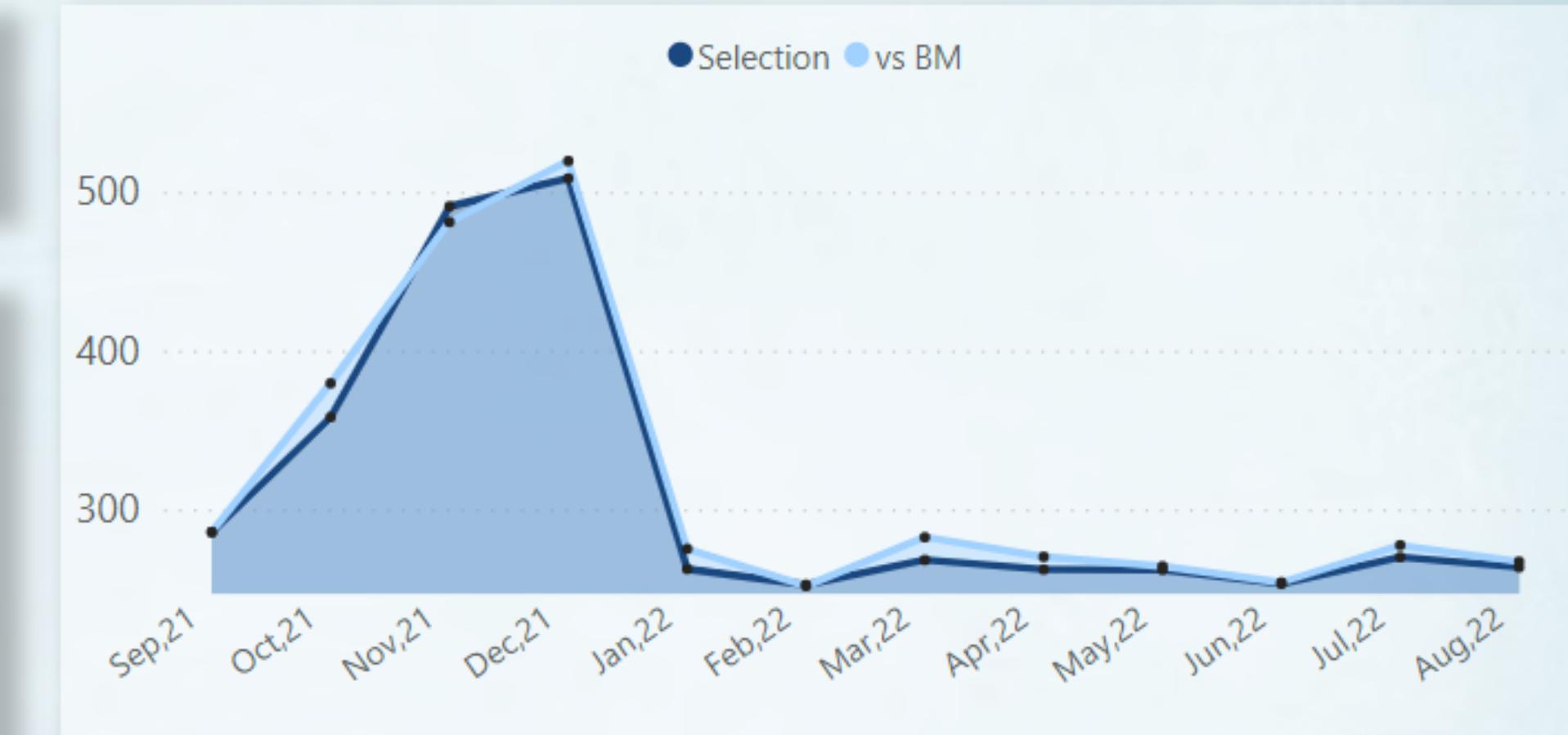
38.08%!  
BM: 38.34% (-0.66%)

**Net Profit %**

- 13.98%  
BM: -14.19% (+1.47%)

**Profit and Loss Statement**

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-3.30
Net Profit%	-13.98	-14.19	0.21	-1.47



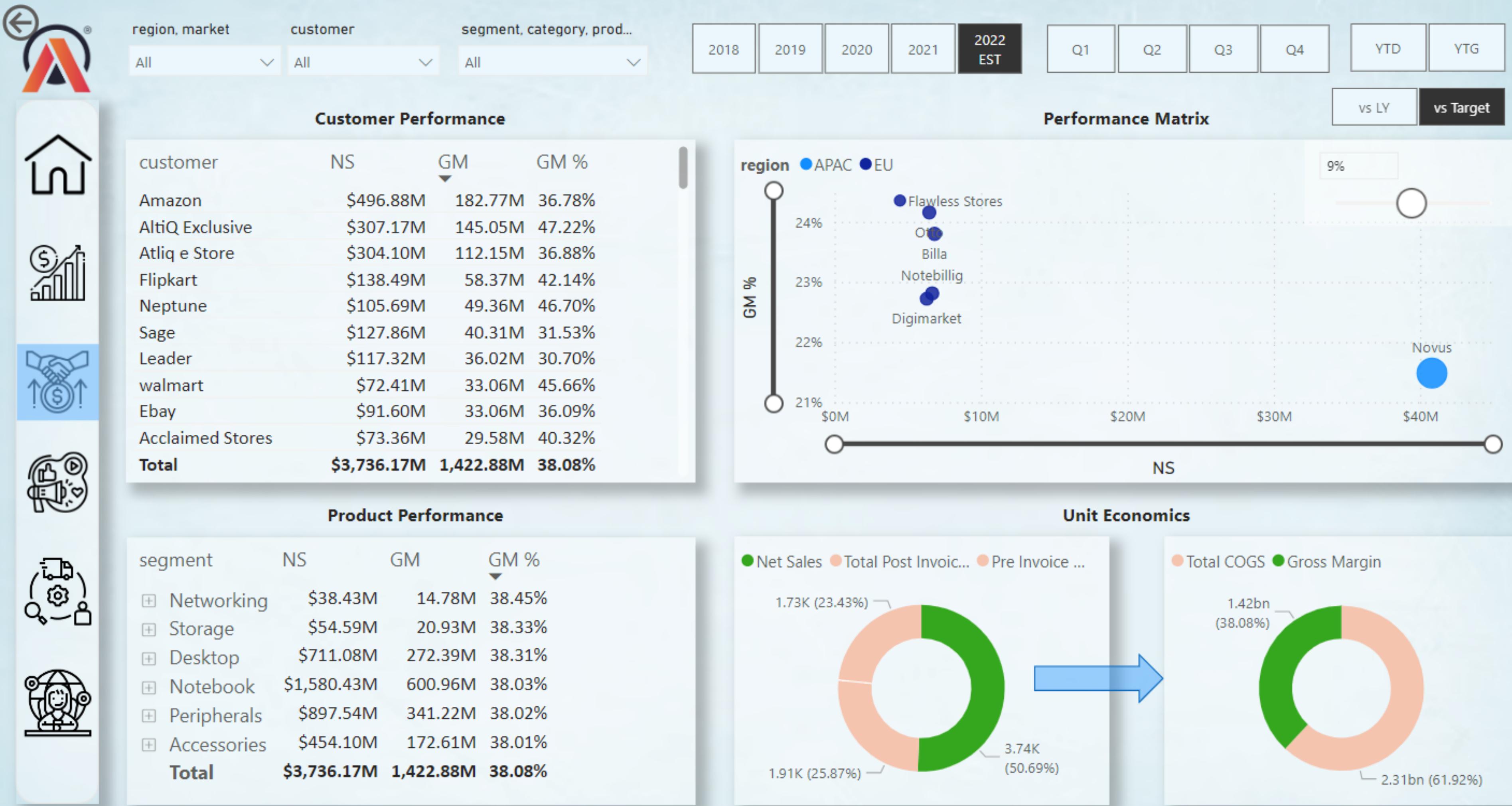
**Top / Bottom Products & Customers by Net Sales**

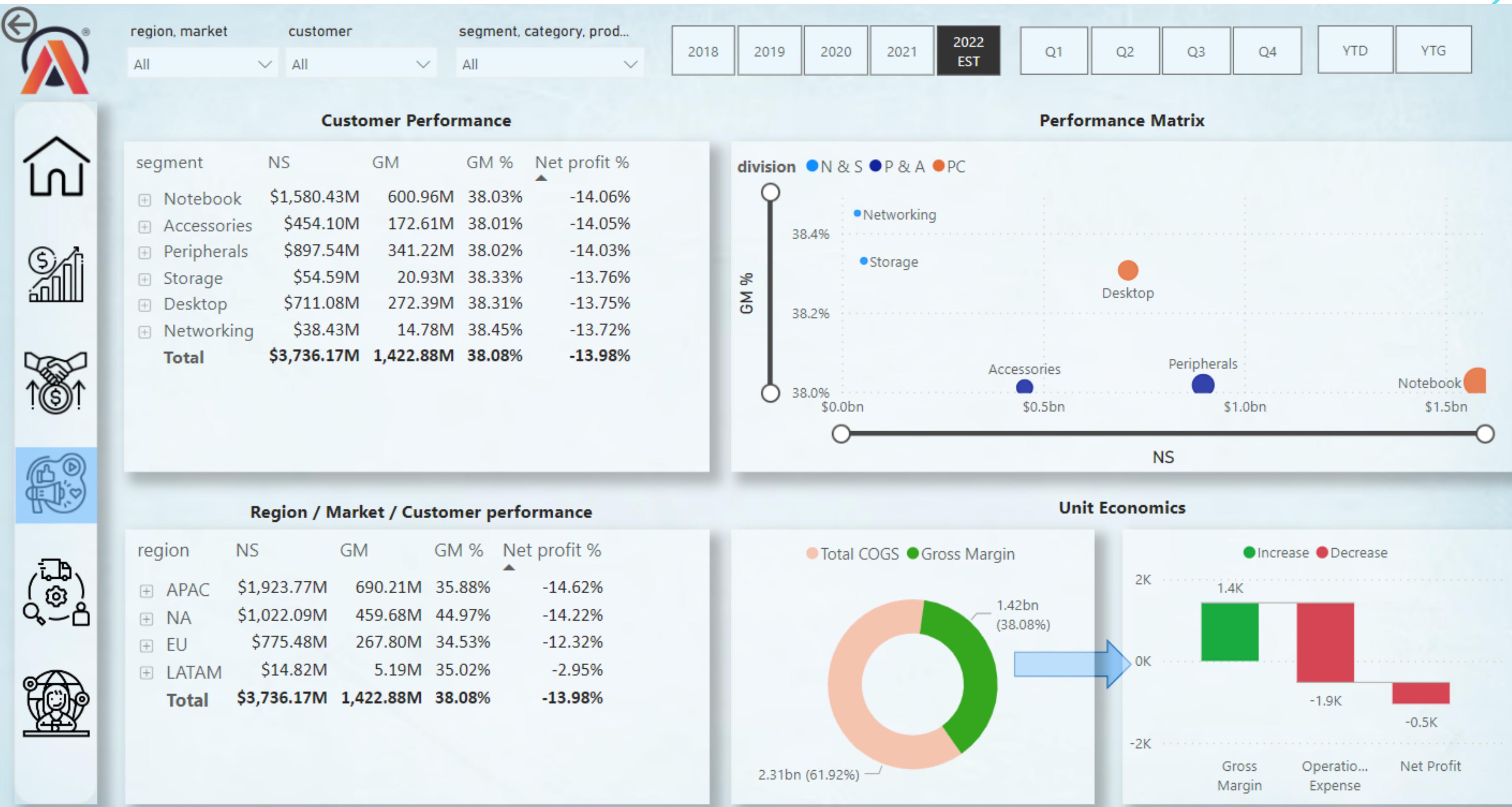
region	P & L Values	P & L Chg %
EU	775.48	-1.13
NA	1,022.09	-1.24
LATAM	14.82	-1.60
APAC	1,923.77	-2.48

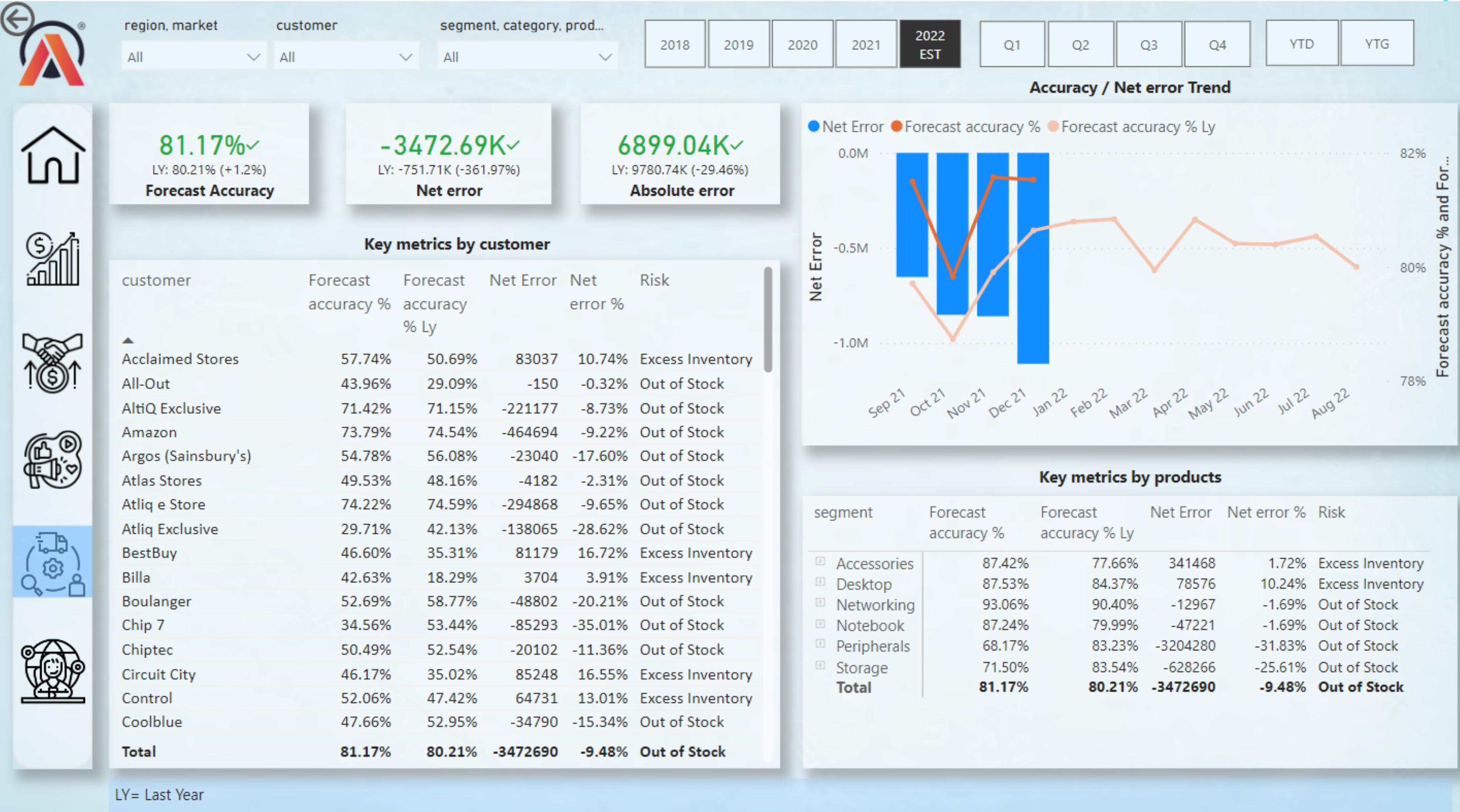
  

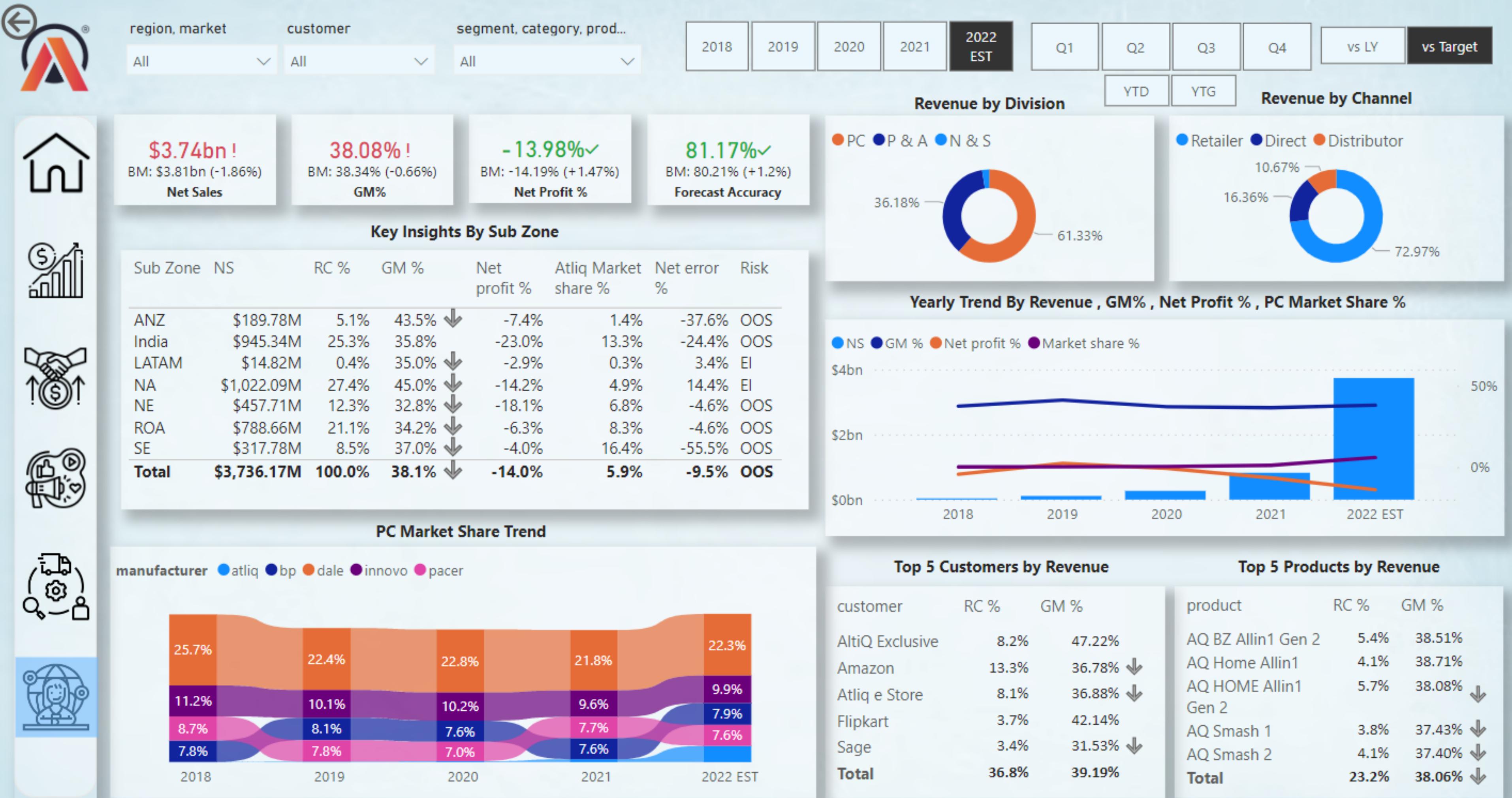
segment	P & L LY	P & L Chg %
Accessories	244.85	
Desktop	46.43	
Networking	45.16	
Notebook	266.49	
Peripherals	166.51	
Storage	54.42	

BM= Benchmark , LY= Last Year









BM= Benchmark , LY= Last Year , EI = Excess Inventory , OOS = Out of Stock