Business Insights 360

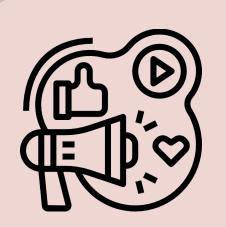**Finance View**

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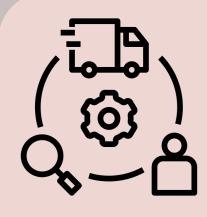
Sales View

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.

Information

SUPPORT

Sunday, July 21, 2024

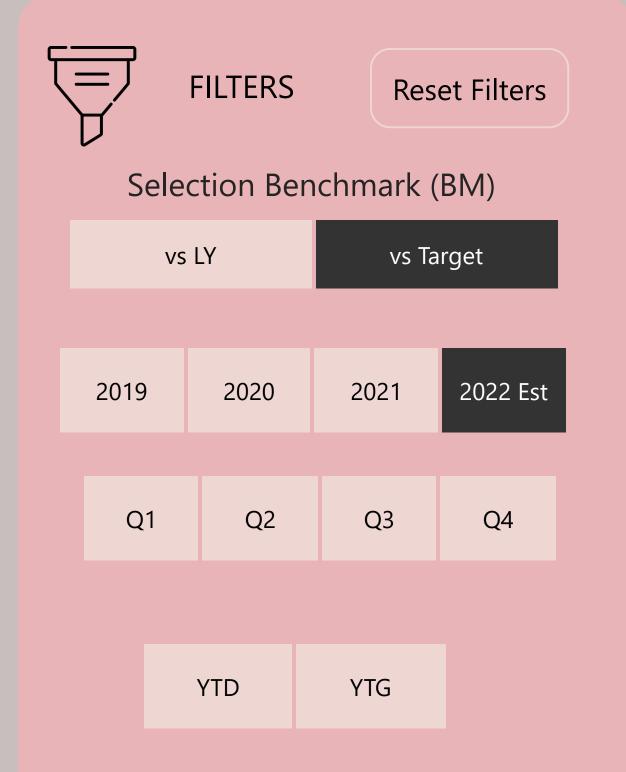Dec 21

Values are in Dollars & Millions

Business Insights 360

FILTERS

Reset Filters

Selection Benchmark (BM)

vs LY	vs Target

2019	2020	2021	2022 Est

Q1	Q2	Q3	Q4

YTD	YTG

BY REGION/COUNTRY

All

BY CATEGORY

All

BY CUSTOMERS

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change
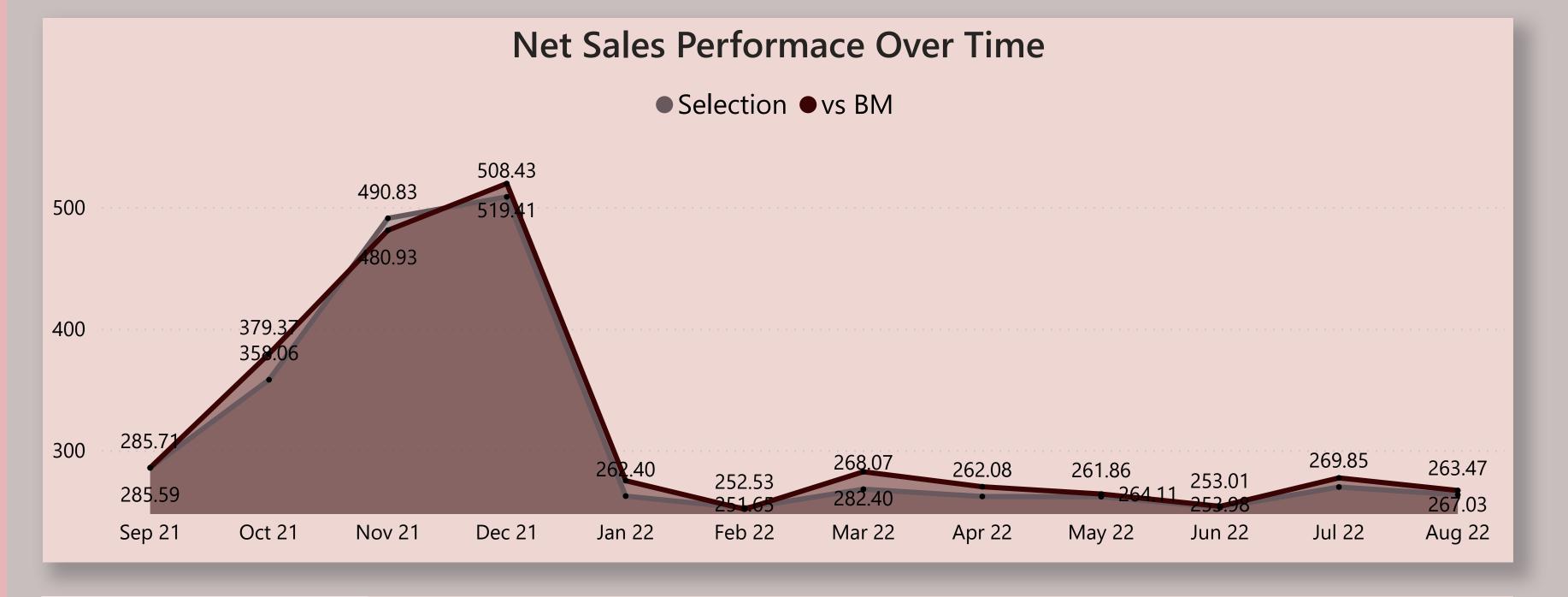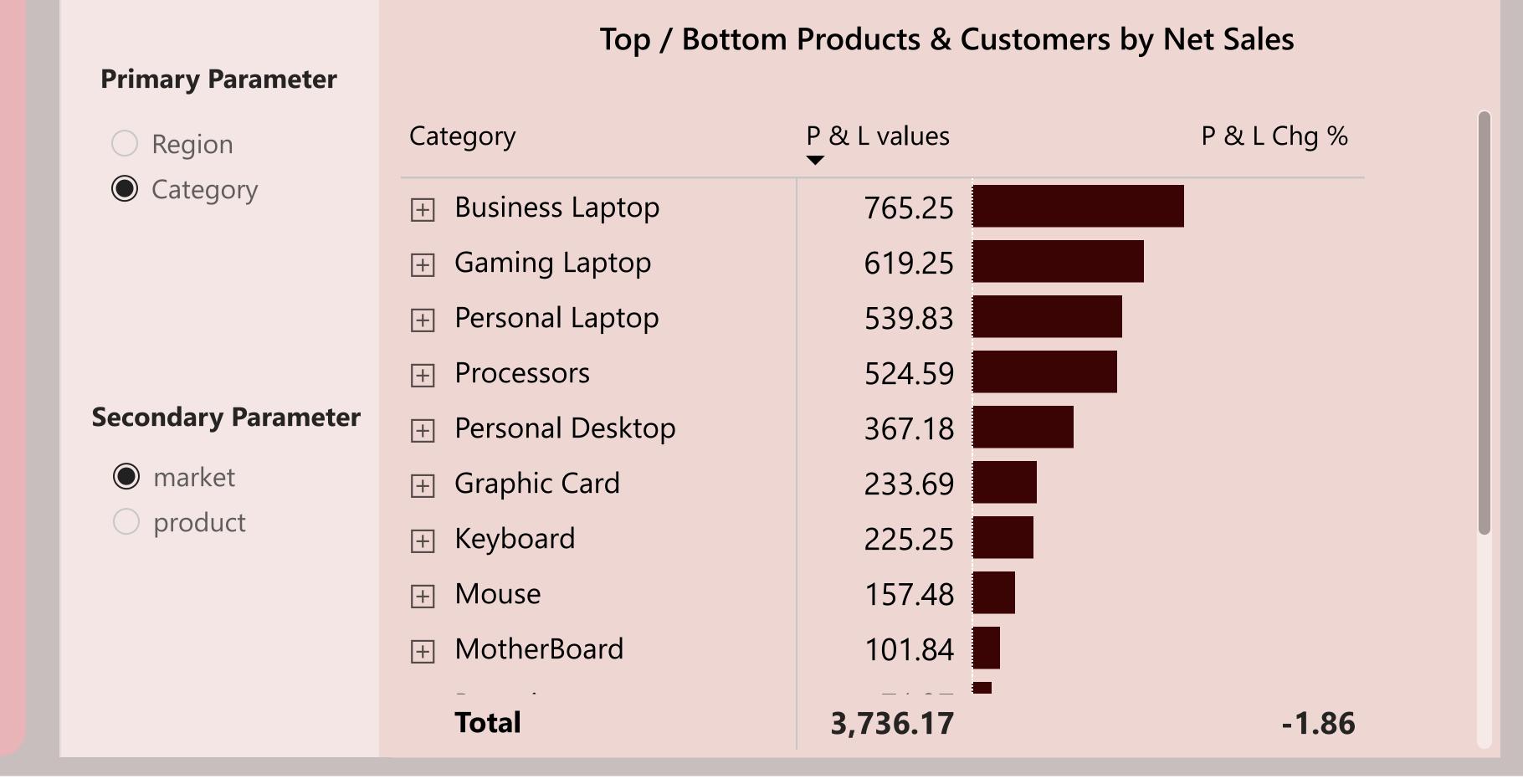
All values in Million $

$3.74bn — NS $
BM: 3.81Bn | -1.86% ▼

38.08% — GM %
BM: 38.34% | -0.66% ▼

-13.98% — NP %
BM: -14.19% | -1.47% ▼

Net Sales Performace Over Time

● Selection ● vs BM

	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22
Selection	285.59	359.06	480.93	508.43	262.40	251.65	282.40	262.08	264.11	253.98	269.85	267.03
vs BM	285.71	379.37	490.83	519.41		252.53	268.07		261.86	253.01		263.47

Top / Bottom Products & Customers by Net Sales

Primary Parameter
○ Region
● Category

Secondary Parameter
● market
○ product

Category	P & L values	P & L Chg %
⊞ Business Laptop	765.25	
⊞ Gaming Laptop	619.25	
⊞ Personal Laptop	539.83	
⊞ Processors	524.59	
⊞ Personal Desktop	367.18	
⊞ Graphic Card	233.69	
⊞ Keyboard	225.25	
⊞ Mouse	157.48	
⊞ MotherBoard	101.84	
Total	**3,736.17**	**-1.86**

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			
Net Profit %	-13.98	-14.19	0.21	1.47

FILTERS

Reset Filters

Selection Benchmark (BM)

vs LY | vs Target

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

BY REGION/COUNTRY
All

BY CATEGORY
All

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All values in Million $

Net Sales Performace Over Time

GM % Variance: 0%

Region ● APAC ● EU ● LATAM ● NA

GM % vs NS $ bubble chart with products including AQ MB Lito, AQ Electron 5 3600 Desktop Processor, AQ Smash 1, AQ BZ Allin1 Gen 2, AQ Home Allin1, AQ Electron 3 3600 Desktop Processor, AQ Smash 2, AQ Velocity, AQ Elite, AQ BZ Compact, AQ BZ Allin1, AQ HOME Allin1 Gen 2, AQ 5000 Series Ultron 8 5900X Desktop Processor, AQ Gen X, AQ Qwerty Ms, AQ BZ Gen Y, AQ Electron 4 3600 Desktop Processor, AQ BZ Compact, AQ GT 21, AQ Maxima, AQ Gamer 2, AQ Smash 1, AQ GEN Z, AQ Smash 2, AQ Mforce Gen Z, AQ Gamer 1, AQ Marquee P4, AQ Gamer 1, AQ Smash 2

Profit and Loss Statement

Product | Customer

Product	NS $	GM $	GM %
AQ HOME Allin1 Gen 2	$213.02M	81.11M	38.08%
AQ Smash 2	$154.31M	57.71M	37.40%
AQ Smash 1	$142.46M	53.32M	37.43%
AQ BZ Allin1	$141.54M	53.67M	37.92%
AQ Gamer 2	$135.87M	51.55M	37.94%
AQ BZ Compact	$122.24M	45.95M	37.59%
AQ BZ Gen Y	$116.08M	44.38M	38.23%
AQ Electron 4 3600 Desktop Processor	$111.59M	41.54M	37.23%
AQ Gamer 1	$96.98M	35.90M	37.02%
AQ 5000 Series Ultron 8 5900X Desktop Processor	$91.66M	33.21M	36.23%
AQ GEN Z	$90.13M	34.10M	37.84%
AQ Gen Y	$84.58M	32.37M	38.27%
AQ Gen X	$78.44M	29.44M	37.53%
AQ Mforce Gen Z	$65.85M	24.71M	37.53%
AQ Velocity	$47.14M	17.94M	38.07%
AQ Marquee P4	$39.92M	14.42M	36.11%
AQ Marquee P3	$38.19M	14.09M	36.89%
AQ GT 21	$36.73M	13.98M	38.05%
AQ Lumina Ms	$35.36M	13.50M	38.17%
AQ MB Lito 2	$31.71M	12.10M	38.16%
AQ Maxima	$28.63M	10.69M	37.33%
Total	**$2,166.93M**	**814.91M**	**37.61%**

Donut chart

Pre Invoice Deduction
1.73K (23.43%)

Net Sales
3.74K (50.69%)

Total COGS 61.92%
Gross Margin 38.08%

Total Post Invoice Deduction
1.91K (25.87%)

FILTERS

Reset Filters

Selection Benchmark (BM)

| vs LY | vs Target |

| 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

| YTD | YTG |

BY REGION/COUNTRY
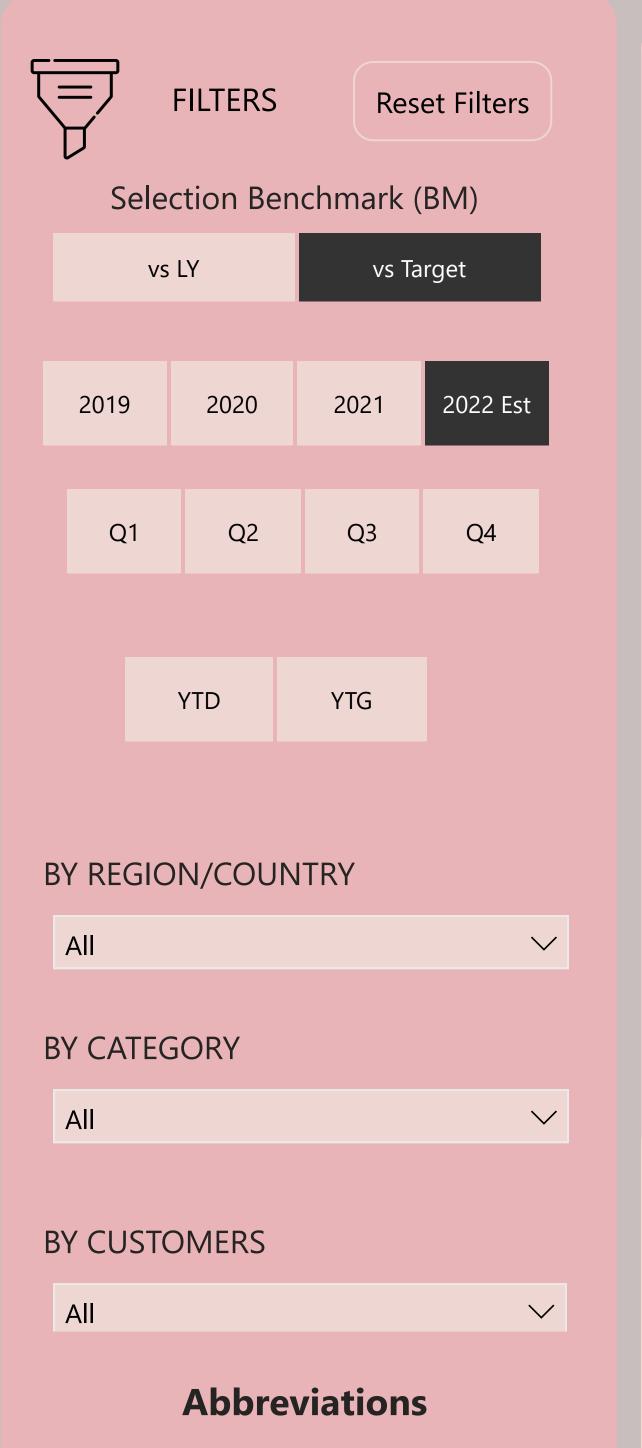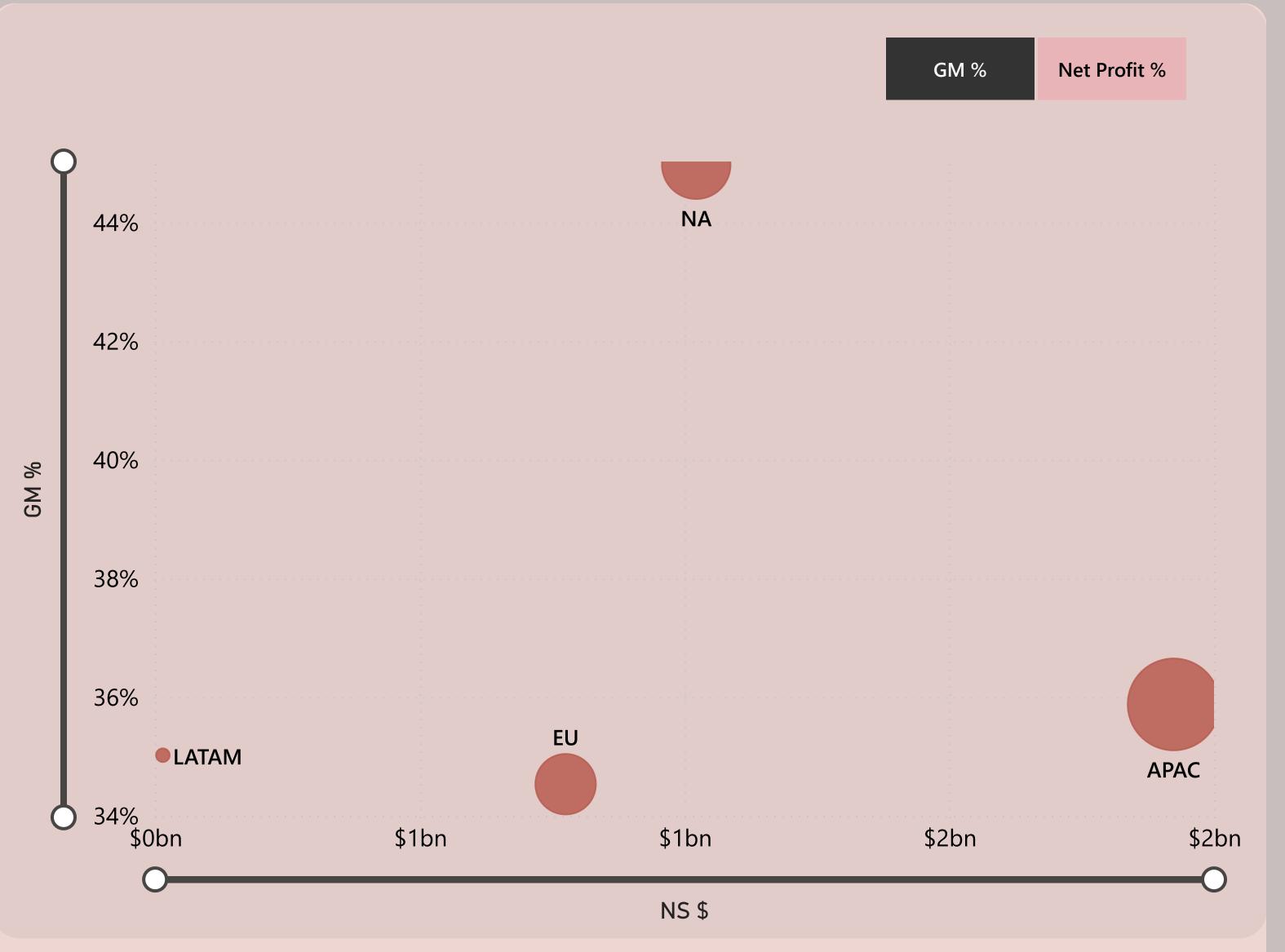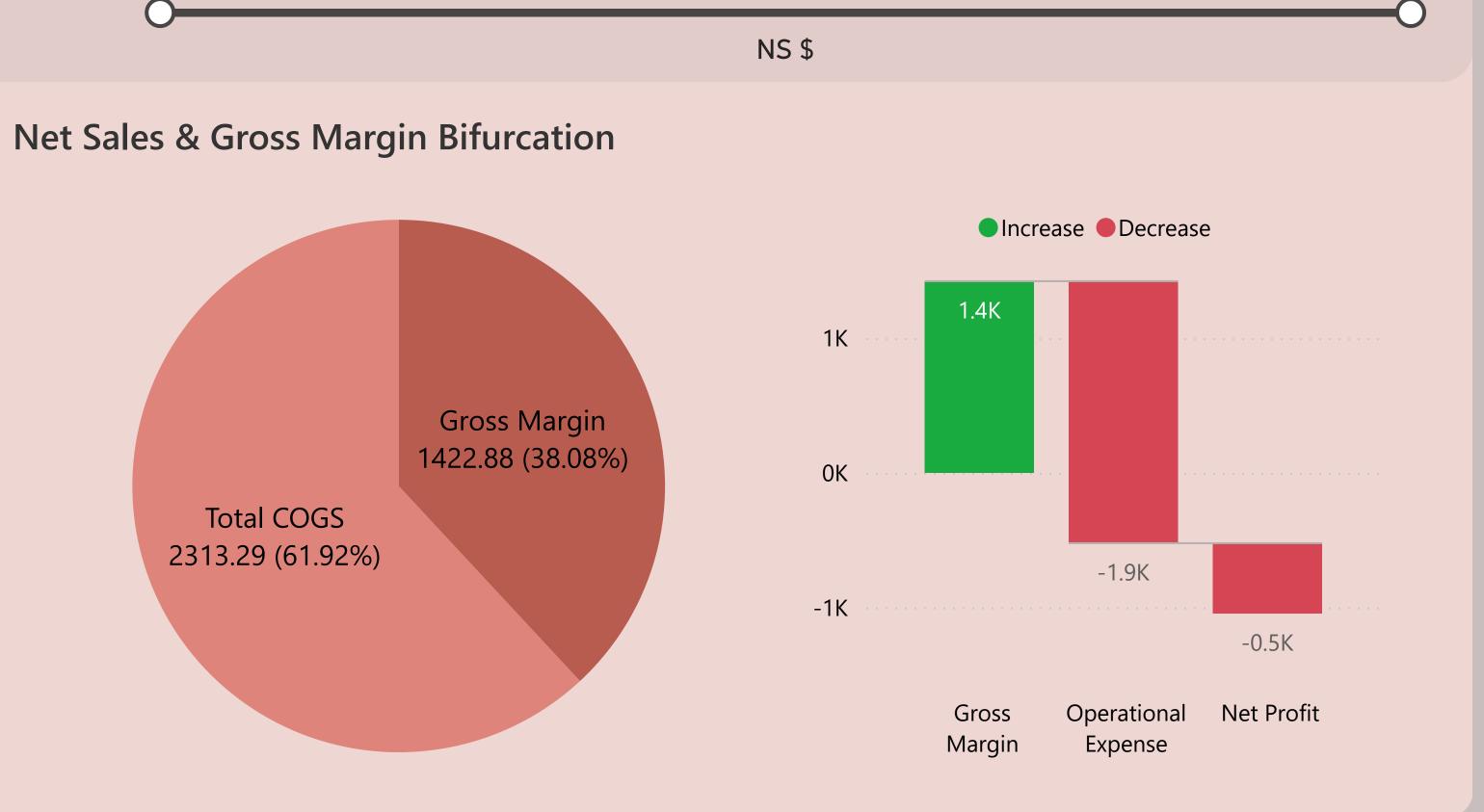
All ▼

BY CATEGORY

All ▼

BY CUSTOMERS

All ▼

Abbreviations

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NP= Net Profit | Chg = Change

All values in Million $

| GM % | Net Profit % |

GM % (Y axis)

- 44% — NA
- 42%
- 40%
- 38%
- 36% — APAC
- 34% — LATAM, EU

NS $ (X axis): $0bn | $1bn | $1bn | $2bn | $2bn

Net Sales & Gross Margin Bifurcation

Pie chart:
- Gross Margin 1422.88 (38.08%)
- Total COGS 2313.29 (61.92%)

Waterfall chart:
- ● Increase ● Decrease
- Gross Margin: 1.4K
- Operational Expense: -1.9K
- Net Profit: -0.5K

Segment ⬤ Market

| Region | Market |

Region	NS $	GM %	NP $		NP %
LATAM	$14.82M	35.02%	-0.44M		-2.95%
EU	$775.48M	34.53%	-95.52M		-12.32%
NA	$1,022.09M	44.97%	-145.31M		-14.22%
APAC	$1,923.77M	35.88%	-281.16M		-14.62%
Total	**$3,736.17M**	**38.08%**	**-522.42M**		**-13.98%**

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Reset Filters

Selection Benchmark (BM)

| vs LY | vs Target |

| 2019 | 2020 | 2021 | 2022 Est |

| Q1 | Q2 | Q3 | Q4 |

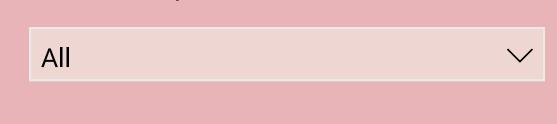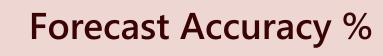| YTD | YTG |

BY REGION/COUNTRY
All

BY CATEGORY
All

BY CUSTOMERS
All

Abbreviations

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GM = Gross Margin | NS = Net Sales

FCA = Forecast Accuracy

All values in Million $

Forecast Accuracy %
81.17%
LY: 80.21% | 1.2% ▲

Net Error ($)
-3M
LY: -0.75M | 361.97% ▼

Absolute Error ($)
7M
LY: 9.78M | -29.46% ▲

Chart values (bars — Net Error, line — Forecast Accuracy %):

Month	FCA %	FCA % LY	Net Error
Sep 21	81.50%	79.71%	-0.65M
Oct 21	78.73%	79.83%	-0.85M
Nov 21	81.57%	79.91%	-0.86M
Dec 21	80.64%	81.53%	-1.11M
Jan 22	80.80%		
Feb 22	80.84%		
Mar 22	80.83%	79.94%	
Apr 22	80.41%		
May 22		80.40%	
Jun 22	80.54%		
Jul 22			
Aug 22	80.00%		

● Net Error ▲ Forecast Accuracy % ⋯▲⋯ Forecast Accuracy % LY
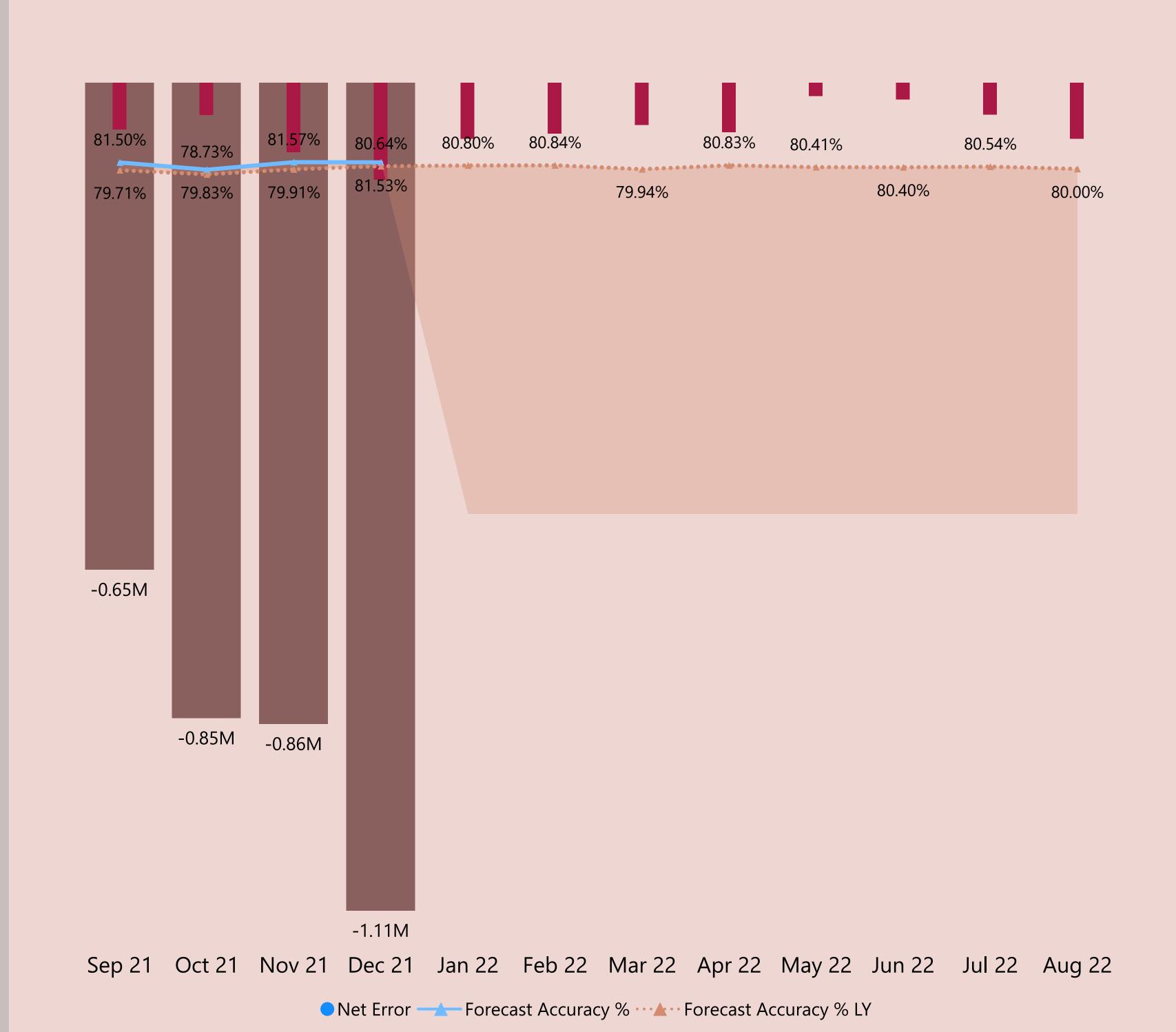
Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
BestBuy	46.60%	35.31%	81K	16.7%	EI
Circuit City	46.17%	35.02%	85K	16.5%	EI
Radio Shack	45.64%	38.46%	69K	16.5%	EI
Costco	51.95%	49.42%	102K	15.8%	EI
Path	50.57%	45.53%	91K	14.9%	EI
Control	52.06%	47.42%	65K	13.0%	EI
walmart	54.78%	50.12%	84K	12.1%	EI
Staples	54.45%	49.38%	80K	11.5%	EI
Leader	48.72%	24.45%	167K	11.0%	EI
Acclaimed Stores	57.74%	50.69%	83K	10.7%	EI
Total	**81.17%**	**80.21%**	**-3473K**	**-9.5%**	

Key Metrics By Segment

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
⊞ Accessories	87.42%	77.66%	341K	1.7%	EI
⊞ Desktop	87.53%	84.37%	79K	10.2%	EI
⊞ Networking	93.06%	90.40%	-13K	-1.7%	OOS
⊞ Notebook	87.24%	79.99%	-47K	-1.7%	OOS
⊞ Storage	71.50%	83.54%	-628K	-25.6%	OOS
⊞ Peripherals	68.17%	83.23%	-3204K	-31.8%	OOS
Total	**81.17%**	**80.21%**	**-3473K**	**-9.5%**	
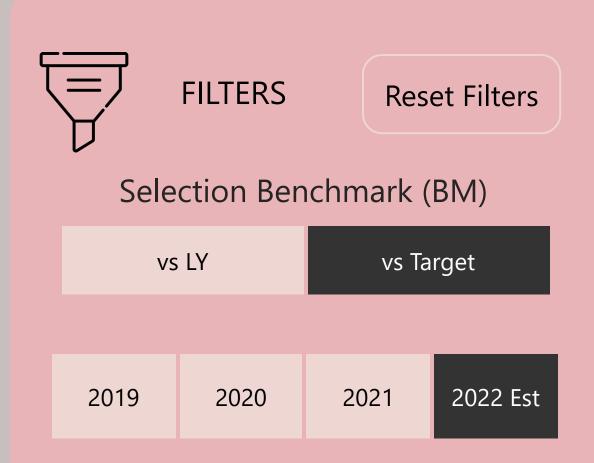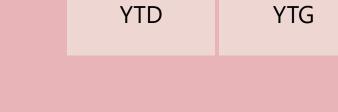
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BY REGION/COUNTRY
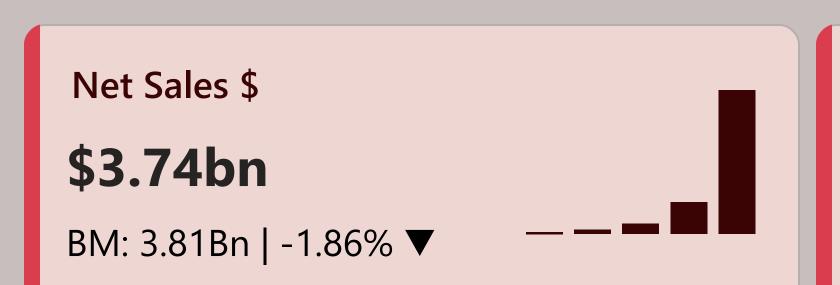All

BY CATEGORY
All

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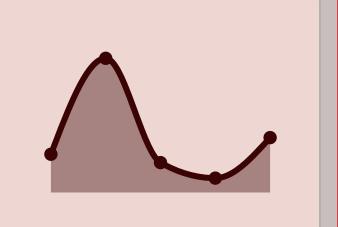
RC = Revenue Contribution

MS = Market Share

All values in Million $

Net Sales $
$3.74bn
BM: 3.81Bn | -1.86% ▼

Gross Margin %
38.08%
BM: 38.34% | -0.66% ▼

Net Profit %
-13.98%
BM: -14.19% | -1.47% ▼

Forecast Accuracy %
81.17%
LY: 80.21% | 1.2% ▲

Revenue Contribution

| 36.18% | 61.33% |

○ Division
○ Channel

Division ● N & S ● P & A ● PC

Trend: Key metrics over years

37.43% | 41.20% | 37.10% | 36.49% | 38.08% — GM %

0.1% / -4.38% | 2.21% / 0.2% | -0.85% / 0.4% | 1.1% / -6.63% | 5.9% — AtliQ MS %

Net Profit % — -13.98%

2018 | 2019 | 2020 | 2021 | 2022 Est

Trend: Revenue Contribution over years

	2018	2019	2020	2021	2022 Est
25.7%	22.4%	22.8%	21.8%	22.3%
11.2%	10.1%	10.2%	9.6%	9.9%
8.7%	8.1%	7.6%	7.7%	7.9%
7.8%	7.8%	7.0%	7.6%	7.6%
				5.9%

● atliq ● bp ● dale ● innovo ● pacer

Top 5 Customers by Revenue

Customer	RC %	GM %
Amazon	13.3%	36.78% ▼
AtliQ Exclusive	9.7%	46.01% ▲
Atliq e Store	8.1%	36.88% ▼
Flipkart	3.7%	42.14% ▲
Sage	3.4%	31.53% ▼
Total	**38.2%**	**39.19%**
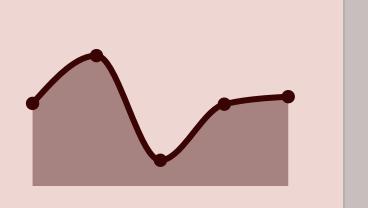
Top 5 Products by Revenue

Product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08% ▼
AQ BZ Allin1 Gen 2	5.4%	38.51% ▲
AQ Smash 2	4.1%	37.40% ▼
AQ Home Allin1	4.1%	38.71% ▲
Total	**23.2%**	**38.06%**

Sub-Region Performance

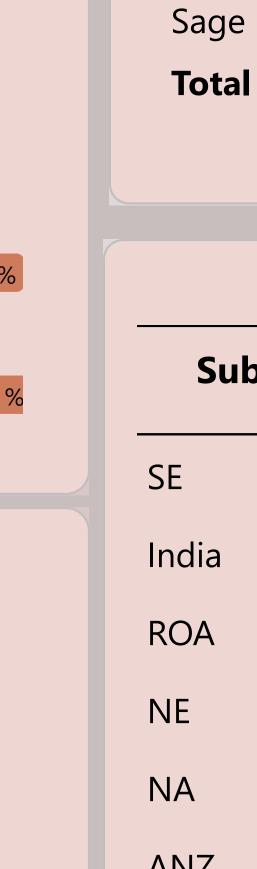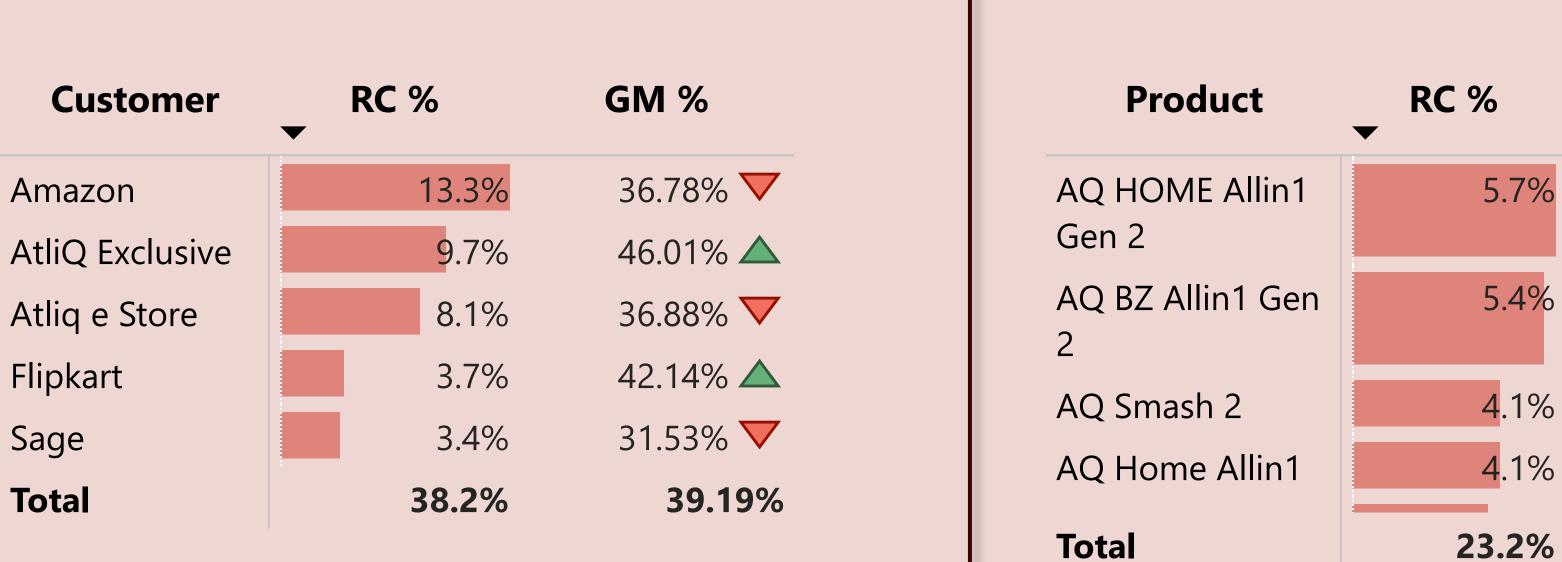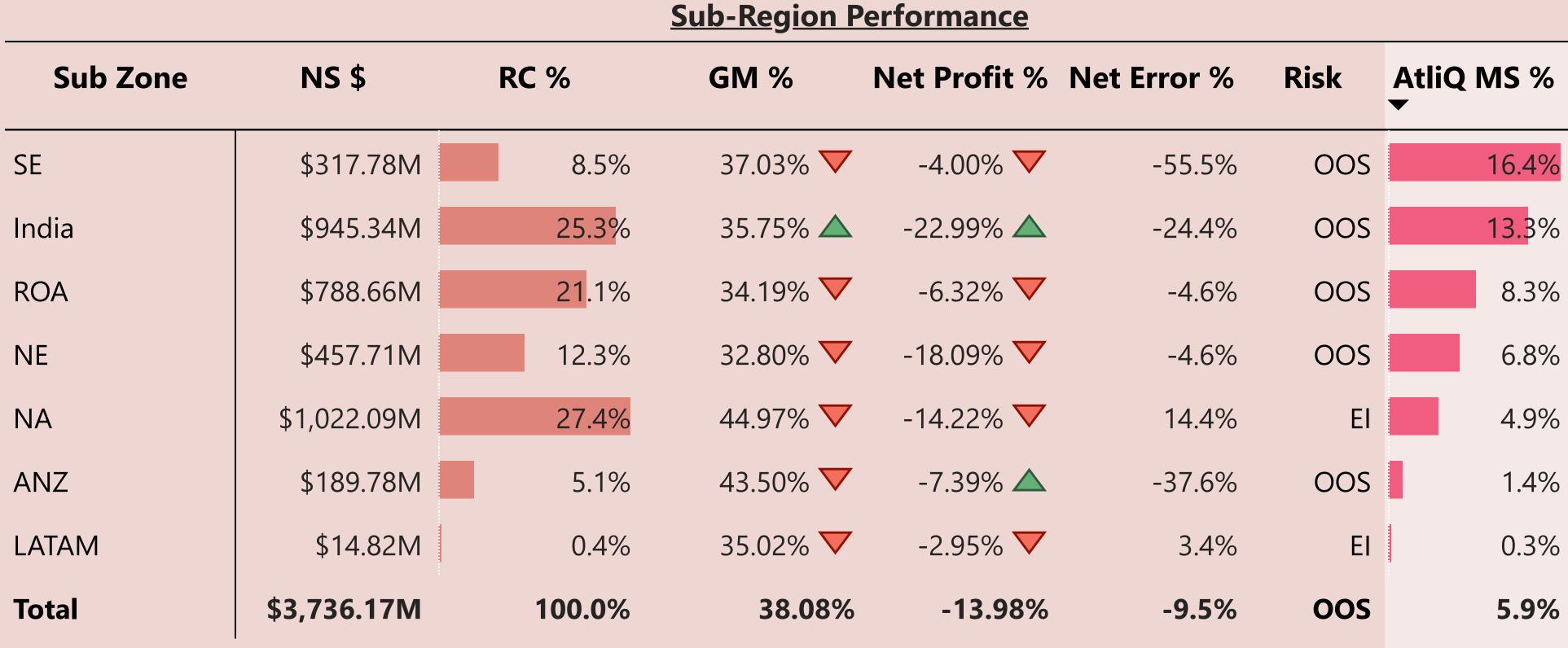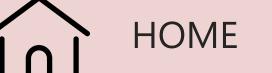| Sub Zone	NS $	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	$317.78M	8.5%	37.03% ▼	-4.00% ▼	-55.5%	OOS	16.4%
India	$945.34M	25.3%	35.75% ▲	-22.99% ▲	-24.4%	OOS	13.3%
ROA	$788.66M	21.1%	34.19% ▼	-6.32% ▼	-4.6%	OOS	8.3%
NE	$457.71M	12.3%	32.80% ▼	-18.09% ▼	-4.6%	OOS	6.8%
NA	$1,022.09M	27.4%	44.97% ▼	-14.22% ▼	14.4%	EI	4.9%
ANZ	$189.78M	5.1%	43.50% ▼	-7.39% ▲	-37.6%	OOS	1.4%
LATAM	$14.82M	0.4%	35.02% ▼	-2.95% ▼	3.4%	EI	0.3%
Total	**$3,736.17M**	**100.0%**	**38.08%**	**-13.98%**	**-9.5%**	**OOS**	**5.9%**

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 live excel version here.

SUPPORT

Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?