

Business Insights 360







Sales View



Marketing View



Supply Chain View



Executive View



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..

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

Growth matrix.

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

Get **Forecast Accuracy**, Net
Error and risk
profile for
product, segment,
category,

customer etc.

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

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

Support

Acknowledgement & Credits



Business Insights 360



- 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.





Net Sales

region, market

All

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

GM %

customer

All

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

segment, category, p...





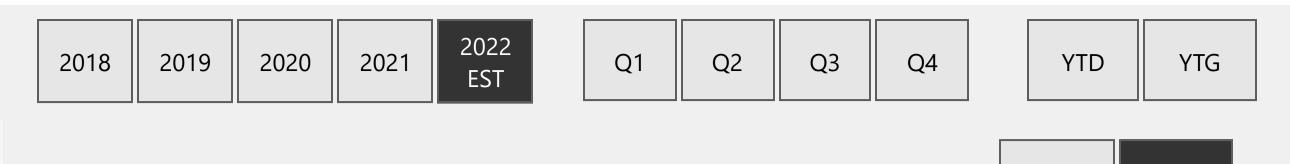




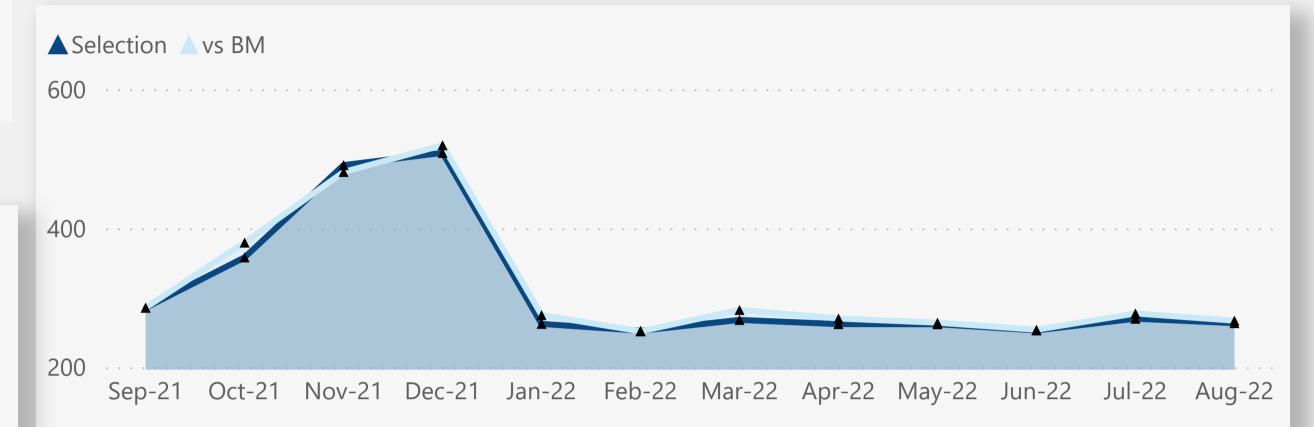


Profit & Loss Statement

Line Item	2022 EST	ВМ	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	-0.02
- 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	-0.03
Gross Margin %	38.08	38.34	-0.25	-0.01
GM / Unit	15.76			
Operational Expense \$	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-0.03
Net Profit %	-13.98	-14.19	0.21	-0.01



Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

P & L Values	P & L Chg %
1,923.77	-2.48%
775.48	-1.13%
14.82	-1.60%
1,022.09	-1.24%
3,736.17	-1.86%
	Values 1,923.77 775.48 14.82 1,022.09

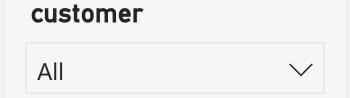
seg	gment	P & L Values	P & L Chg %
_			
+	Accessories	454.10	
+	Desktop	711.08	
+	Networking	38.43	
+	Notebook	1,580.43	
+	Peripherals	897.54	
+	Storage	54.59	
	Total	3,736.17	-1.86%

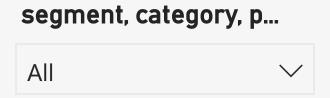
vs LY

Target



region, market











Q1

1 Q2

Q3

YTD

D YTG











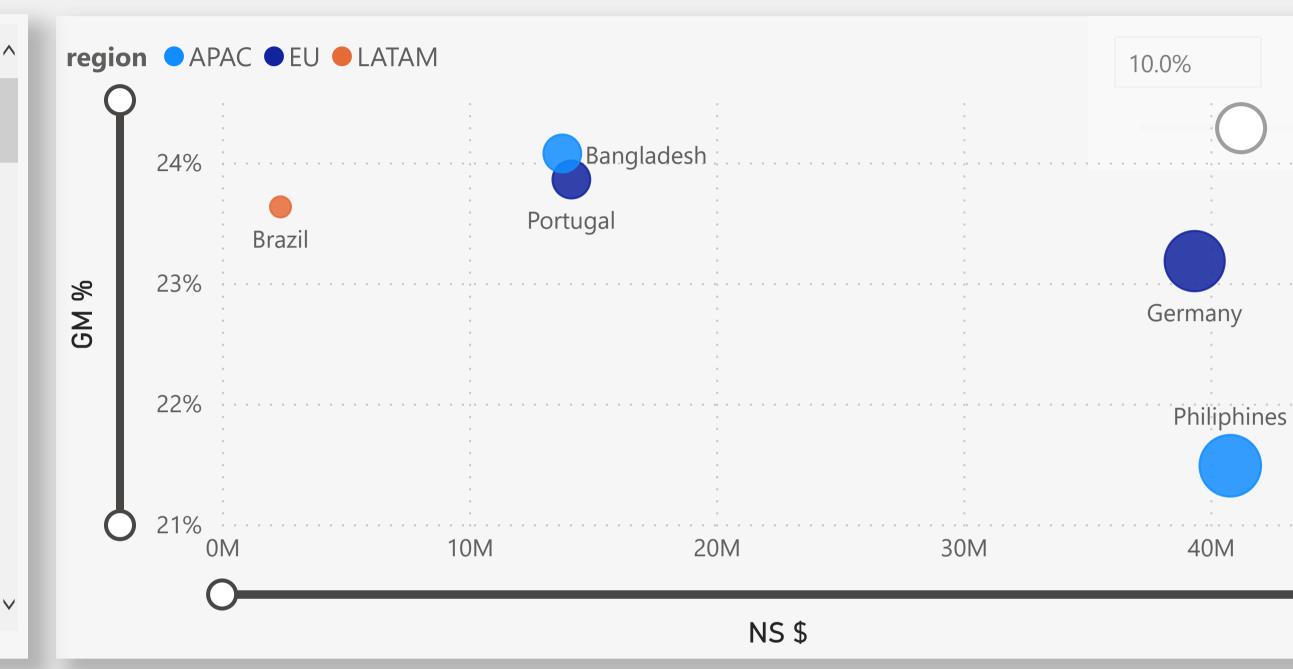








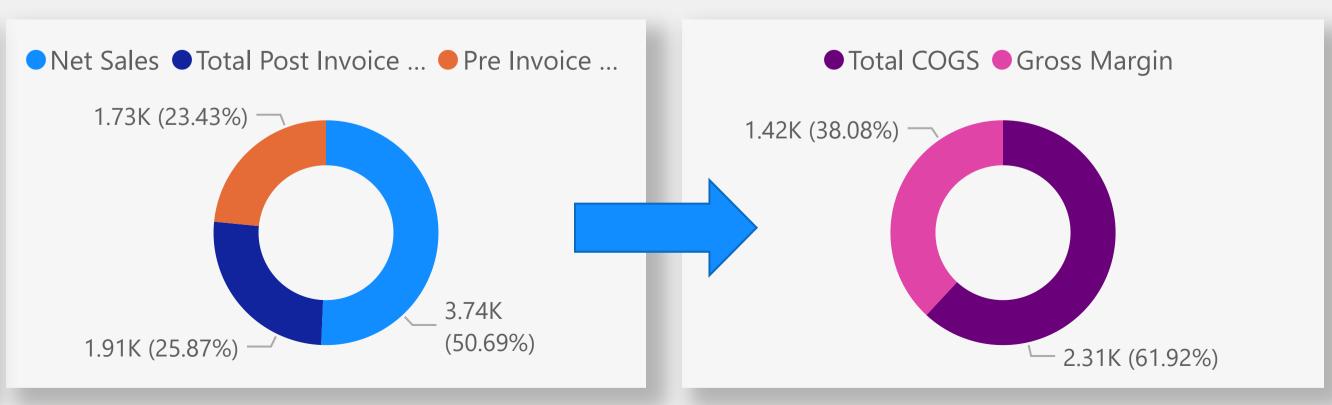
customer	NS \$	GM \$	GM %
Acclaimed Stores	73.36M	29.58M	40.32%
All-Out	4.41M	1.68M	38.17%
Amazon	496.88M	182.77M	36.78%
Argos (Sainsbury's)	13.70M	5.30M	38.70%
Atlas Stores	17.14M	5.43M	31.66%
Atliq e Store	304.10M	112.15M	36.88%
AtliQ Exclusive	361.12M	166.15M	46.01%
BestBuy	49.34M	22.15M	44.89%
Billa	6.82M	1.62M	23.80%
Boulanger	26.02M	10.39M	39.95%
Chip 7	25.62M	8.26M	32.24%
Chiptec	18.93M	7.37M	38.94%
Total	3,736.17M	1,422.88M	38.08%



Key Metrics by Products

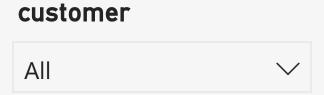
segment	NS \$	GM \$	GM %
⊟ Accessories	454.10M	172.61M	38.01%
⊟ Batteries	71.37M	26.84M	37.61%
AQ LION x1	12.52M	4.91M	39.19%
AQ LION x2	13.90M	5.12M	36.88%
AQ LION x3	17.83M	6.72M	37.67%
AQ Mx NB	27.12M	10.10M	37.23%
Total	3,736.17M	1,422.88M	38.08%

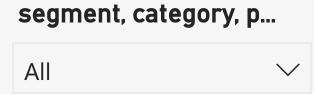
Unit Economies















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Q1

Q2 | (

Q4

YTD YTG













Product Performance

segment	NS \$	GM \$	GM %	NP	NP %
+ Accessories	454.10M	172.61M	38.01%	-63.8M	-14.05%
Desktop	711.08M	272.39M	38.31%	-97.8M	-13.75%
─ Networking	38.43M	14.78M	38.45%	-5.3M	-13.72%
Wi fi extender	38.43M	14.78M	38.45%	-5.3M	-13.72%
AQ Wi Power Dx2	17.91M	6.95M	38.78%	-2.4M	-13.39%
AQ Wi Power Dx3	20.52M	7.83M	38.17%	-2.9M	-14.00%
H Notebook	1,580.43M	600.96M	38.03%	-222.2M	-14.06%
Peripherals	897.54M	341.22M	38.02%	-125.9M	-14.03%
Storage	54.59M	20.93M	38.33%	-7.5M	-13.76%
Total	3,736.17M	1,422.88M	38.08%	-522.4M	-13.98%

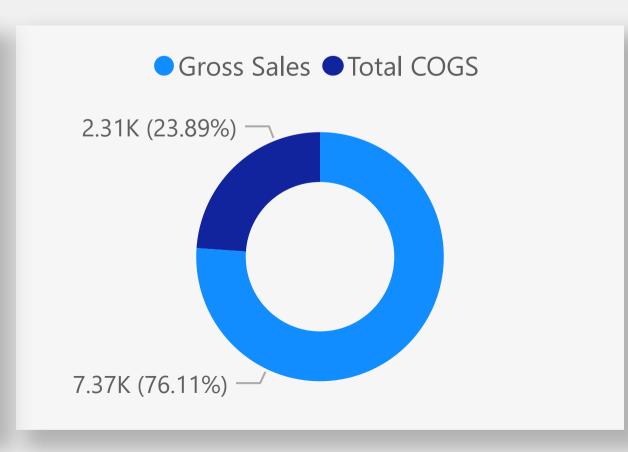
Show NP % Performance Matrix by Products division N & S P & A PC Networking 38.4% Storage Desktop Accessories Peripherals Notebook 0.0bn 0.5bn 1.0bn 1.5bn

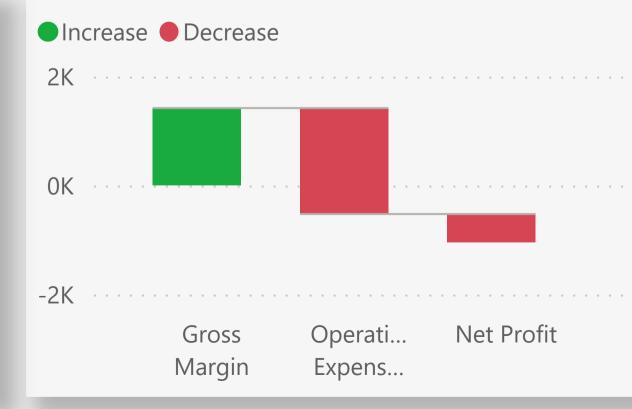
Region / Market / Customer Performance

region	NS \$	GM \$	GM %	NP	NP %
+ APAC	1,923.77M	690.21M	35.88%	-281.2M	-14.62%
⊕ EU	775.48M	267.80M	34.53%	-95.5M	-12.32%
+ LATAM	14.82M	5.19M	35.02%	-0.4M	-2.95%
+ NA	1,022.09M	459.68M	44.97%	-145.3M	-14.22%
Total	3,736.17M	1,422.88M	38.08%	-522.4M	-13.98%

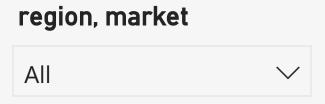
Unit Economics

NS \$

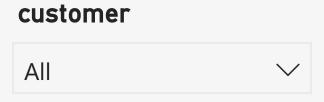


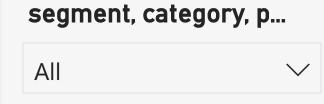






Forecast Accuracy







Q4

YTD YTG













81.17% -3,472.69K LY: -751.71K (+361.97%)

Net Error

6,899.0K LY: 9,780.7K (+29.46%) **Abs Error**

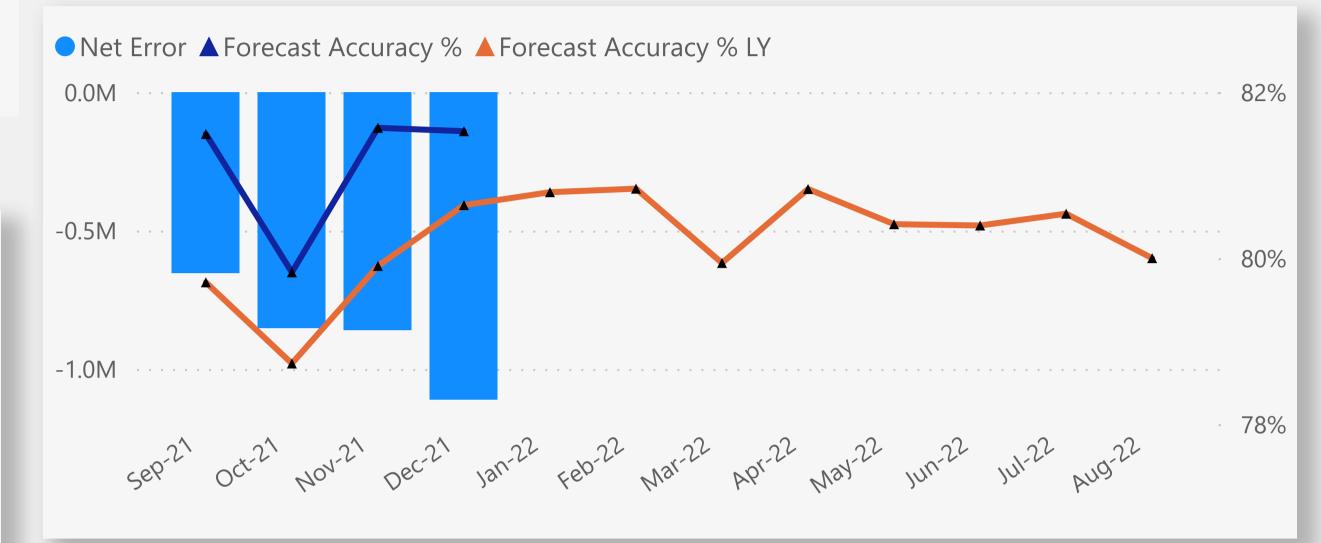
Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk •	^
Acclaimed Stores	57.74%	50.69%	83.04K	10.74%	EI	
BestBuy	46.60%	35.31%	81.18K	16.72%	EI	
Billa	42.63%	18.29%	3.70K	3.91%	EI	
Circuit City	46.17%	35.02%	85.25K	16.55%	EI	
Control	52.06%	47.42%	64.73K	13.01%	EI	
Costco	51.95%	49.42%	101.91K	15.79%	EI	
Currys (Dixons Carphone)	54.29%	35.92%	8.10K	6.00%	EI	
Leader	48.72%	24.45%	166.75K	10.98%	EI	
Logic Stores	52.49%	51.44%	6.43K	2.37%	El	
Nomad Stores	53.44%	50.59%	3.39K	1.34%	El	
Notebillig	42.70%	18.87%	1.14K	1.31%	EI	
Otto	45.76%	18.37%	1.96K	2.41%	EI	
Path	50.57%	45.53%	91.49K	14.91%	El	
Radio Shack	45.64%	38.46%	69.25K	16.48%	EI	
Sage	50.72%	33.58%	154.29K	10.06%	EI	
Saturn	41.54%	19.16%	2.20K	2.85%	EI	
Staples	54.45%	49.38%	79.82K	11.51%	El	
Total	81.17%	80.21%	-3,472.69K	-9.48%	oos	~

Accuracy/ Net Error Trend

2022

EST



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
H Networking	93.06%	90.40%	-12.97K	-1.69%	OOS
Desktop	87.53%	84.37%	78.58K	10.24%	EI
Storage	71.50%	83.54%	-628.27K	-25.61%	OOS
Peripherals	68.17%	83.23%	-3,204.28K	-31.83%	OOS
	87.24%	79.99%	-47.22K	-1.69%	OOS
Accessories	87.42%	77.66%	341.47K	1.72%	EI
Total	81.17%	80.21%	-3,472.69K	-9.48%	oos





3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

sub_zone

ANZ

India

NA

NE

ROA

Total

SE

LATAM

NS \$

189.8M

945.3M

14.8M

1,022.1M

457.7M

788.7M

317.8M

3,736.2M

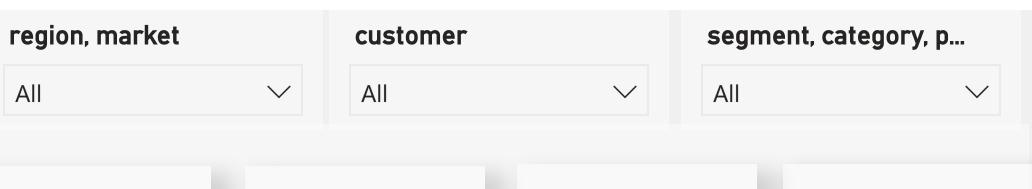












38.08%!
BM: 38.34% (-0.66%)

GM %

- 13.98%

BM: -14.19% (+1.47%)

Net Profit %

81.17% / BM: 80.21% (+1.2%)
Forecast Accuracy

-55.47% OOS V

-9.48% OOS

Ke	Key Insights by Sub Zone							
RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk	^		
5.1%	43.50% 🕹	-7.39%	1.4%	-37.61%	OOS			
25.3%	35.75%	-22.99%	13.3%	-24.37%	OOS			
0.4%	35.02% 🖖	-2.95%	0.3%	3.37%	El			
27.4%	44.97% 🌵	-14.22%	4.9%	14.35%	El			
12.3%	32.80% 🖖	-18.09%	6.8%	-4.56%	OOS			
21.1%	34.19%	-6.32%	8.3%	-4.56%	OOS			

16.4%

5.9%

-4.00%

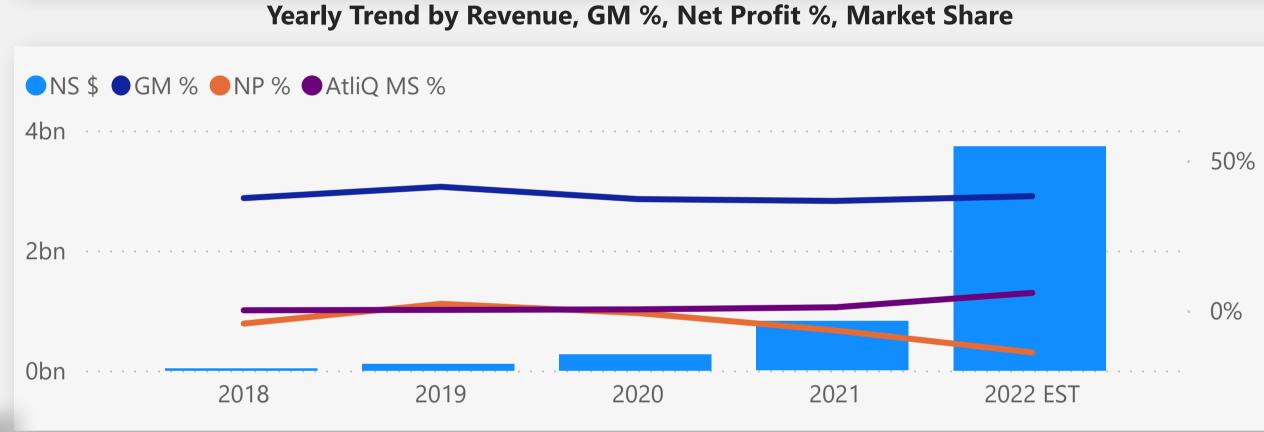
-13.98%

manufacturer oatliq obp odale oinnovo opacer 22.3% 25.7% 22.4% 21.8% 22.8% 9.9% 11.2% 10.2% 9.6% 10.1% 7.9% 7.7% 8.7% 8.1% 7.6% 7.6% 7.6% 7.8% 7.8% 7.0% 2019 2020 2018 2021 2022 EST

PC Market Trend - AtliQ & Competitors

2019 2020 2021 Q1 Q2 2018 Q3 vs LY EST Target YTD YTG **Revenue by Division Revenue by Channel** ● PC ● P & A ● N & S ■ Retailer■ Direct■ Distributor 10.67% 36.18% 61.33%

2022



Top 5 Cu	stomers b	y Revenue		
customer	RC %	GM %		pı
Amazon	13.3%	36.78% 🖖		A
Atliq e Store	8.1%	36.88% 🦫		A
AtliQ Exclusive	9.7%	46.01%		A
Flipkart	3.7%	42.14%	-	A
Sage	3.4%	31.53% 🖖	-	A
Total	38.2%	39.19%		To

Top 5 Products by Revenue

8.5% 37.03%

100.0% 38.08% 🖖



Acknowledgement & Credits

Thank you **CodeBasics** for creating this wonderful course. The dashboard would not be successful without their patience and guidance. Please check out their affordable online course at **https://codebasics.io/courses/power-bi-data-analysis-with-end-to-end-project**

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