



# Business Insights 360



05 January 25

December-21

Get Job Ready  
With Power BI



## 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



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#### Abbreviations

Values are in Dollars & Millions

BM = Benchmarks

Chg% = Change Percentage

# Finance Dashboard

2019

2020

2021

2022 Est

Filters



Net Sales (\$)

\$3,736.2M

BM

\$823.85M  
+353.5%



Gross Margin %

38.1%

BM

36.49%  
+4.37%



Net Profit %

-14.0%

BM

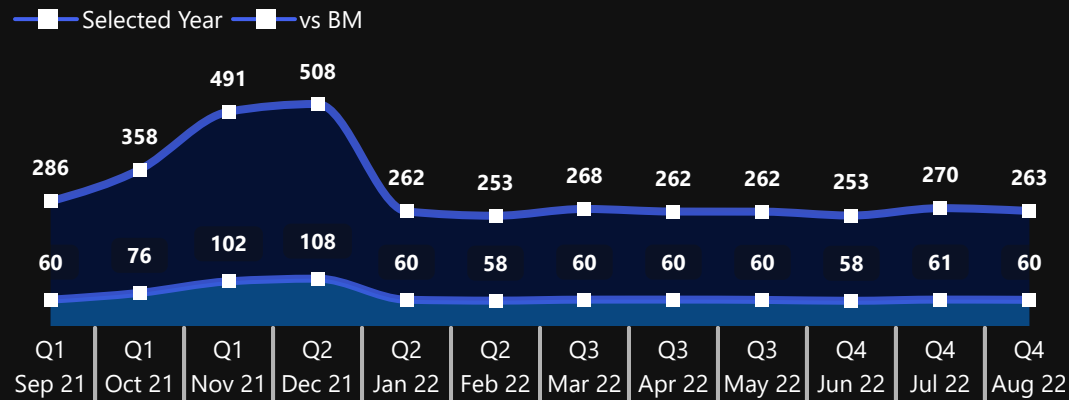
-6.63%  
-110.79%

Select Benchmarks

Last Year

Target

## Net Sales Performance Over Time



## Top/Bottom Products & Customers By Net Sales

Segment	Region	Values	chg%
+	APAC	1,923.77	335.27
	NA	1,022.09	474.40
	EU	775.48	286.26
	LATAM	14.82	368.40
Total		3,736.17	353.50

## Profit & 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 Expenses	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



# Sales Dashboard

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## Abbreviations

Values are in Dollars & Millions  
GM = Gross Margin

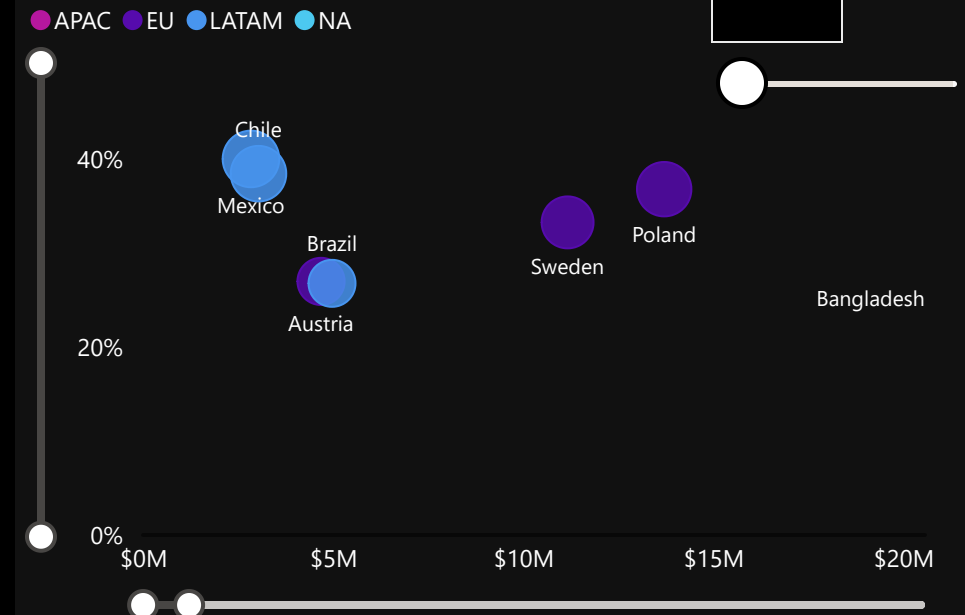
## Customer Performance

Customer	Net Sales \$	GM \$	GM %
Relief	\$30.7M	14.9M	48.5%
Circuit City	\$52.4M	24.5M	46.8%
Neptune	\$105.7M	49.4M	46.7%
Premium Stores	\$27.5M	12.7M	46.3%
Atliq Exclusive	\$361.1M	166.1M	46.0%
walmart	\$72.4M	33.1M	45.7%
BestBuy	\$49.3M	22.1M	44.9%
Taobao	\$22.7M	10.0M	44.0%
Path	\$59.3M	25.8M	43.5%
Control	\$54.1M	23.5M	43.4%
Nomad Stores	\$27.7M	12.0M	43.4%
Radio Shack	\$46.2M	20.0M	43.3%
Integration Stores	\$0.2M	1.0M	47.7%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.1%</b>

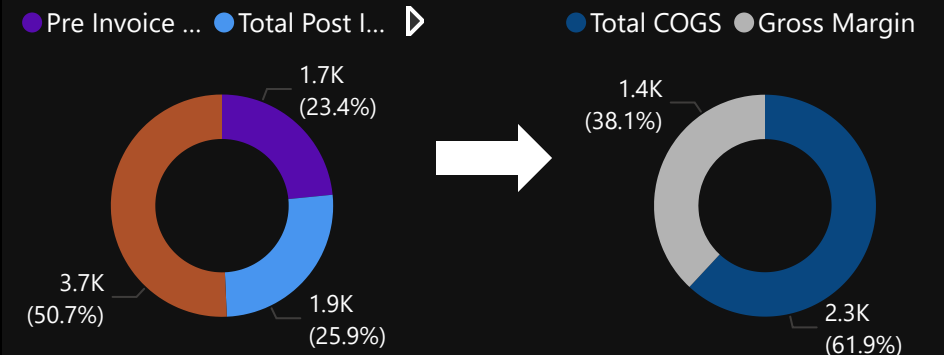
## Segment/ Category/ Product Performance

Segment	Net Sales \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.0%
Desktop	\$711.1M	272.4M	38.3%
Networking	\$38.4M	14.8M	38.5%
Notebook	\$1,580.4M	601.0M	38.0%
Peripherals	\$897.5M	341.2M	38.0%
Storage	\$54.6M	20.9M	38.3%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.1%</b>

## Performance Matrix



## Unit Economics





# Marketing Dashboard

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## Abbreviations

Values are in Dollars & Millions

GM = Gross Margin

NS= Net Sales

NP= Net Profit

## Product Performance

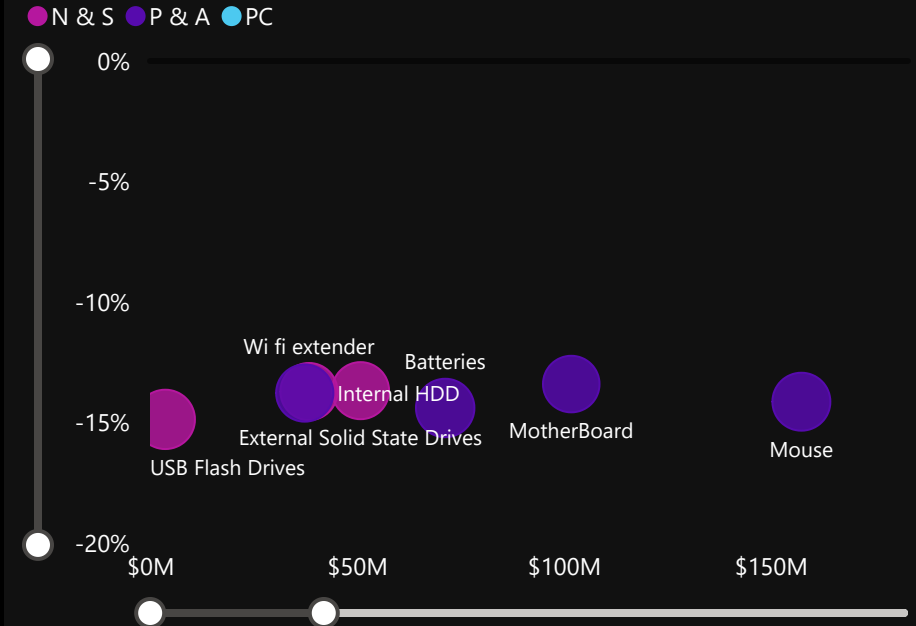
Segment	NS\$	GM \$	GM %	NP\$	NP %
Networking	\$38.4M	14.8M	↑ 38.5%	-5.3M	-13.7%
Storage	\$54.6M	20.9M	↑ 38.3%	-7.5M	-13.8%
Accessories	\$454.1M	172.6M	↓ 38.0%	-63.8M	-14.0%
Desktop	\$711.1M	272.4M	↑ 38.3%	-97.8M	-13.8%
Peripherals	\$897.5M	341.2M	↓ 38.0%	-125.9M	-14.0%
Notebook	\$1,580.4M	601.0M	↓ 38.0%	-222.2M	-14.1%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.1%</b>	<b>-522.4M</b>	<b>-14.0%</b>

## Region/ Market/ Customer Performance

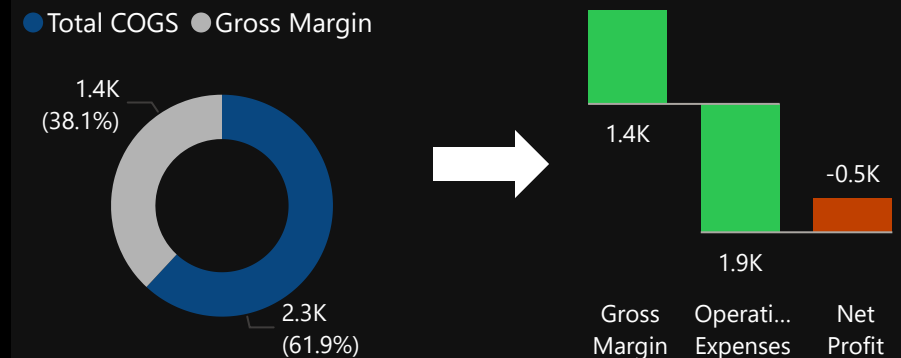
Region	NS \$	GM \$	GM %	NP \$	NP %
APAC	\$1,923.8M	690.2M	↓ 35.9%	-281.2M	-14.6%
EU	\$775.5M	267.8M	↓ 34.5%	-95.5M	-12.3%
LATAM	\$14.8M	5.2M	↓ 35.0%	-0.4M	-2.9%
NA	\$1,022.1M	459.7M	↑ 45.0%	-145.3M	-14.2%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.1%</b>	<b>-522.4M</b>	<b>-14.0%</b>

## Performance Matrix

Show GM%



## Unit Economics





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### Abbreviations

Values are in Dollars & Millions

FA = Forecast Accuracy

NE = Net Error

EI = Excess Inventory

OOS = Out Of Stock

# Supply Chain

2019

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Filters



Accuracy %

81.2%

Last Year

80.21%

+1.2%



Net Error (\$)

-3M

Last Year

-751.71K

-361.97%



Abs Error (\$)

7M

Last Year

9780.74K

+29.46%

## Key Metrics By Product

Segment

FA %

FA % LY

NE

NE %

Risk

Accessories

87.4%

77.7%

341468

1.7%

EI

Desktop

87.5%

84.4%

78576

10.2%

EI

Networking

93.1%

90.4%

-12967

-1.7%

OOS

Notebook

87.2%

80.0%

-47221

-1.7%

OOS

Peripherals

68.2%

83.2%

-3204280

-31.8%

OOS

Storage

71.5%

83.5%

-628266

-25.6%

OOS

Total

81.2%

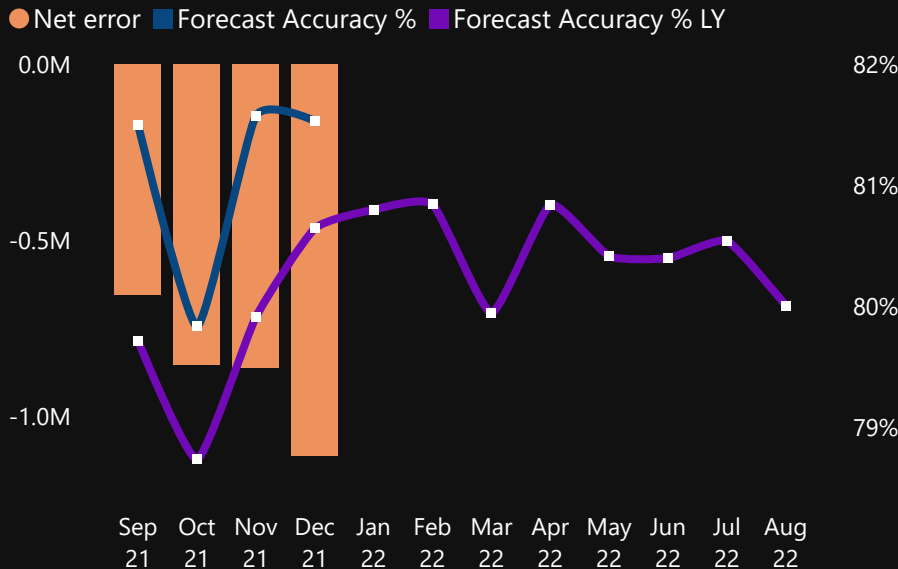
80.2%

-3472690

-9.5%

OOS

## Accuracy/ Net Trend Error



## Key Metrics By Customer

Customer

FA %

FA % LY

NE

NE %

Risk

Forward Stores

10.8%

50.8%

-109913

-71.1%

OOS

Unity Stores

8.3%

44.6%

-35536

-61.3%

OOS

Sorefoz

23.5%

55.2%

-100677

-61.1%

OOS

Elkj p

26.9%

53.6%

-115397

-60.9%

OOS

Media Markt

28.2%

53.4%

-101119

-56.5%

OOS

Elite

20.9%

51.5%

-80439

-56.0%

OOS

Nova

17.7%

41.6%

-7932

-47.2%

OOS

Digimarket

28.2%

40.8%

-95328

-46.6%

OOS

Insight

25.0%

26.9%

-43440

-43.5%

OOS

Electricalslance Stores

41.1%

54.7%

-39358

-41.9%

OOS

Total

81.2%

80.2%

-3472690

-9.5%

OOS



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NS = Net Sales

GM = Gross Margin

NP = Net Profit

RC = Revenue Contribution

# Executive Dashboard

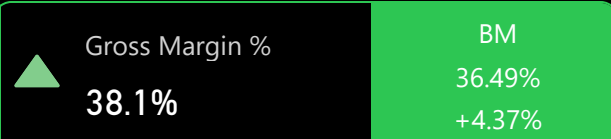
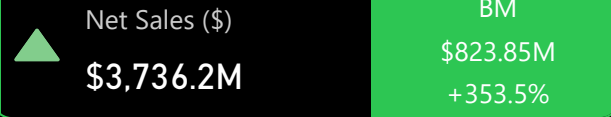
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### Top/Bottom 5

#### Customer

#### Product

Top 5

Bottom 5

Top 5

Bottom 5

Customer	RC %	GM %
Amazon	13.3%	36.8%
Atliq e Store	8.1%	36.9%
Atliq Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

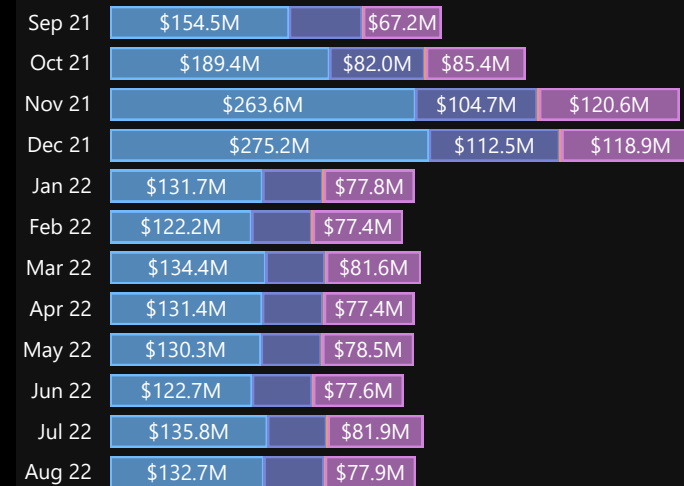
### Top Insights by Subzone

Sub Zone	NS \$	RC %	GM %	NP %	Market Share %	Net Error %	Risk
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>

### Monthly & Regional RC \$

#### Market Share %

APAC EU LATAM NA



### Yearly Trend by Fiscal Year - NS \$ GM% NP% Market Share %

