



## 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.



### Support

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

Report Refresh Date

12 April 2022

Values are in Dollars & Millions

Sales data loaded until : Dec 21



**\$823.85M**  
BM: 267.98M (+207.43%)  
**Net Sales**

**36.49%**  
BM: 37.10% (-1.65%)  
**GM %**

**-6.63%**  
BM: -0.85% (-676.38%)  
**Net Profit %**



### Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38

BM = Benchmark, LY=Last Year

2019

2020

2021

2022 Est

Q1

Q2

Q3

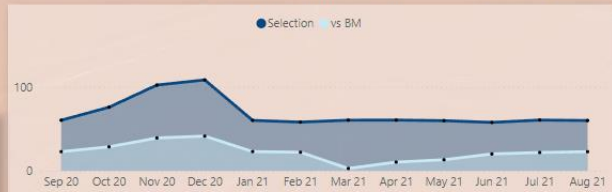
Q4

YTD

YTG

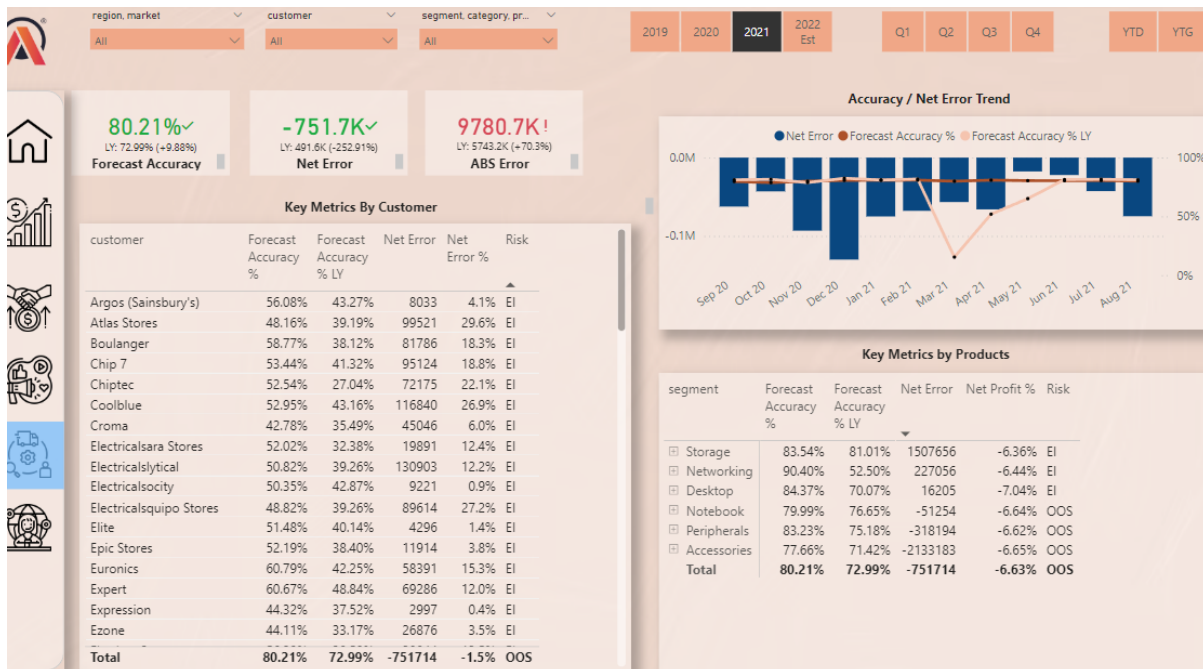
### Net Sales Performance Over Time

vs LY vs Target



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

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.34
LATAM	3.16	58.40	Networking	45.16	72.26
NA	177.94	186.03	Notebook	266.49	208.45
Total	823.85	207.43	Peripherals	166.51	174.64
			Storage	54.42	97.48
			Total	823.85	207.43





## Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?