



Business Insight 360



12 April 2022



Dec 21



Finance View

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



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.



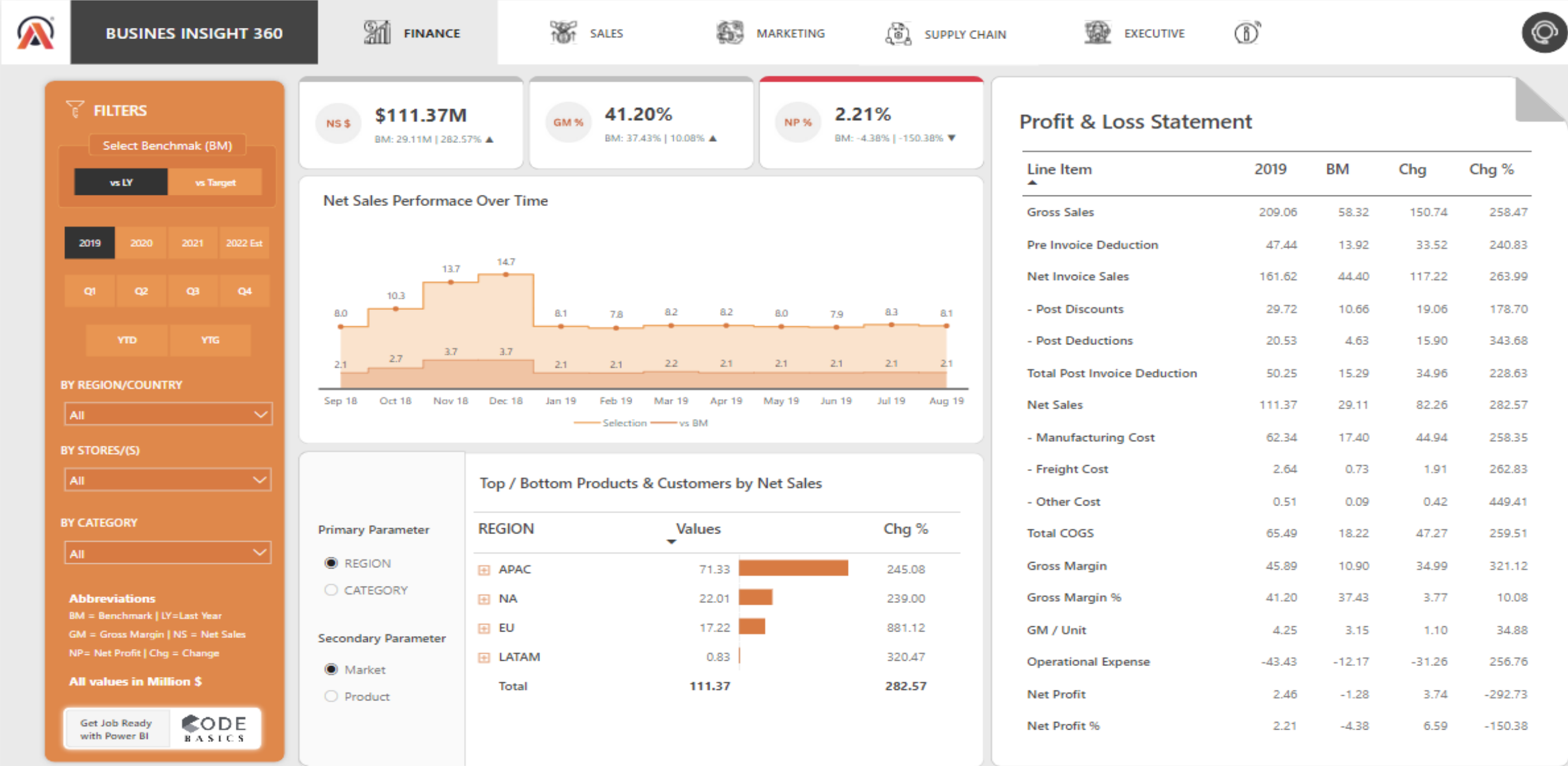
Information

Values are in Dollars & Millions



Support

FINANCE VIEW



SALES VIEW



BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

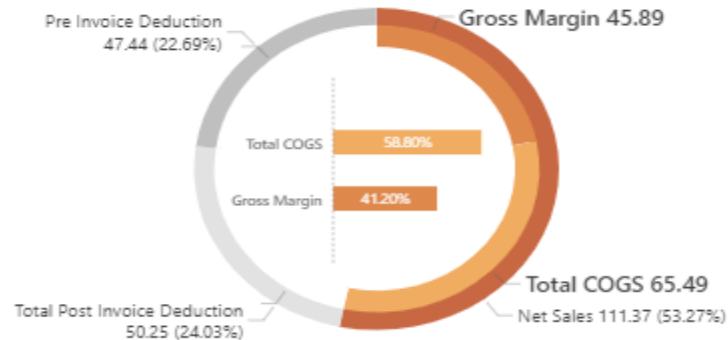
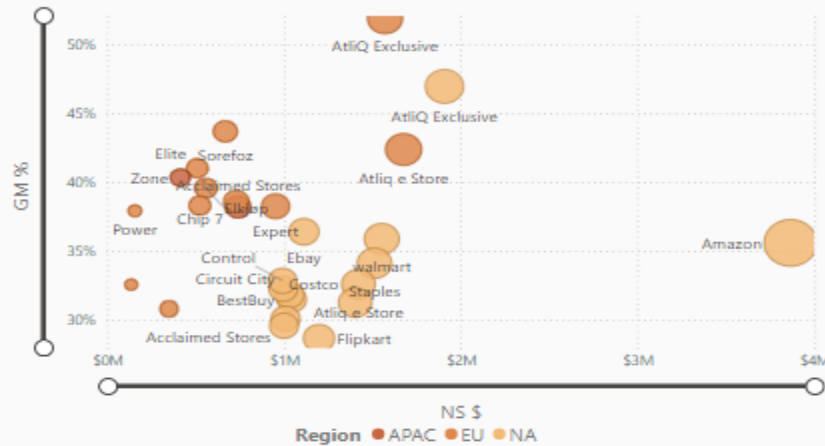
Get Job Ready
with Power BI



Net Sales Performance Over Time

Gross Margin%
Variance

0%



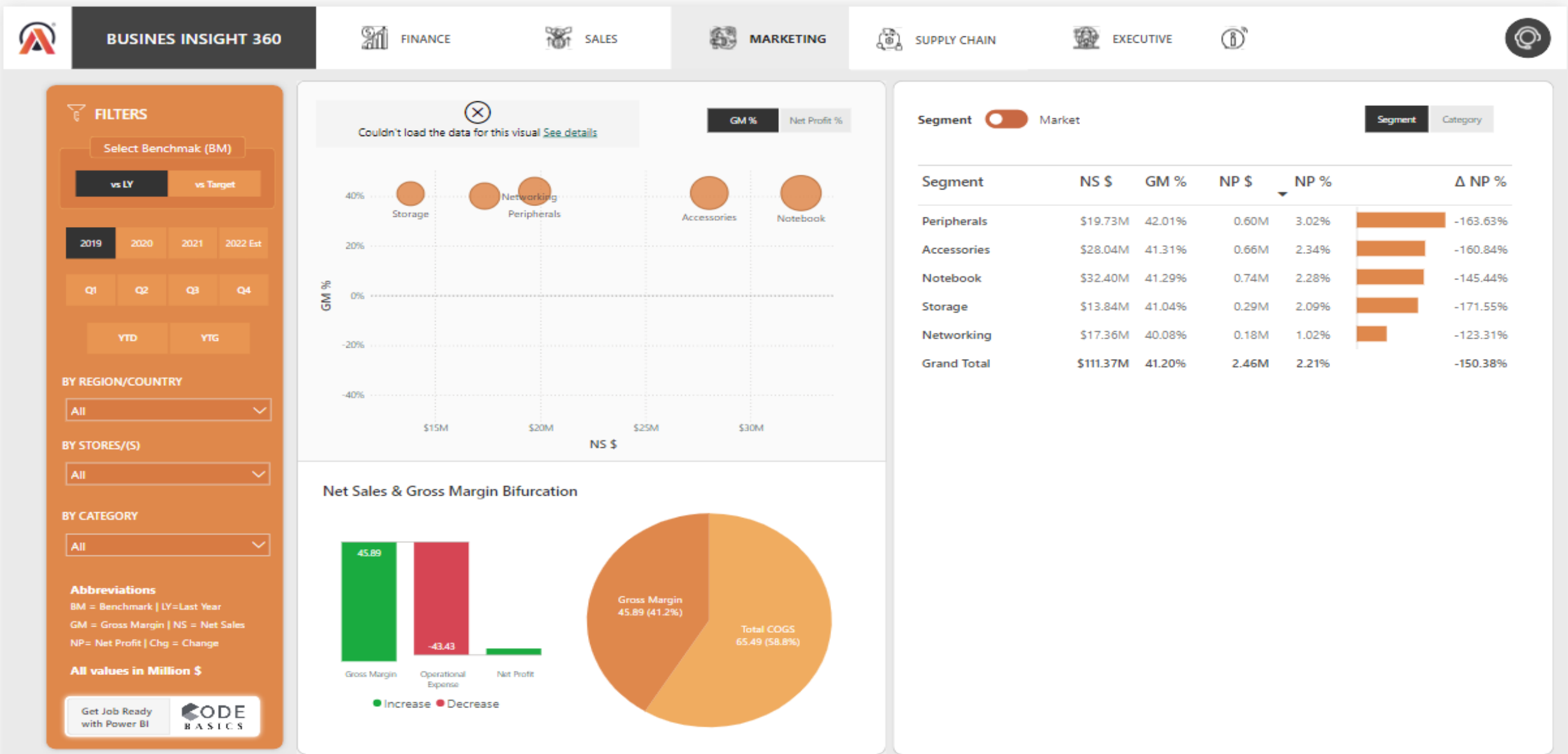
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Product

Customer

Customer	NS \$	GM \$	GM %	Δ GM %
Flipkart	\$3.58M	1.25M	34.84%	-10.52%
Acclaimed Stores	\$1.75M	0.59M	33.50%	-24.60%
walmart	\$1.55M	0.56M	35.87%	-11.03%
Staples	\$1.51M	0.52M	34.09%	-27.10%
Costco	\$1.40M	0.44M	31.23%	-20.74%
Expert	\$0.95M	0.36M	38.24%	-1.27%
Control	\$1.10M	0.35M	31.94%	-20.61%
BestBuy	\$1.04M	0.33M	31.46%	-25.41%
Circuit City	\$1.03M	0.33M	31.79%	-26.40%
Radio Shack	\$1.00M	0.32M	32.23%	-25.61%
Path	\$1.00M	0.30M	29.55%	-24.67%
Sorefoz	\$0.67M	0.29M	43.68%	-1.85%
Chip 7	\$0.73M	0.28M	38.59%	-3.32%
Nomad Stores	\$0.65M	0.27M	42.24%	-0.61%
Elkjop	\$0.56M	0.22M	39.55%	-11.95%
Elite	\$0.51M	0.21M	41.01%	-10.25%
Total	\$20.62M	7.19M	34.87%	-16.33%

MARKETING VIEW



SUPPLY CHAIN VIEW



BUSINESS INSIGHT 360



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SALES



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with Power BI



Forecast Accuracy %

86.45%

LY: 80.31% | 7.65% ▲

Net Error (\$)

637K

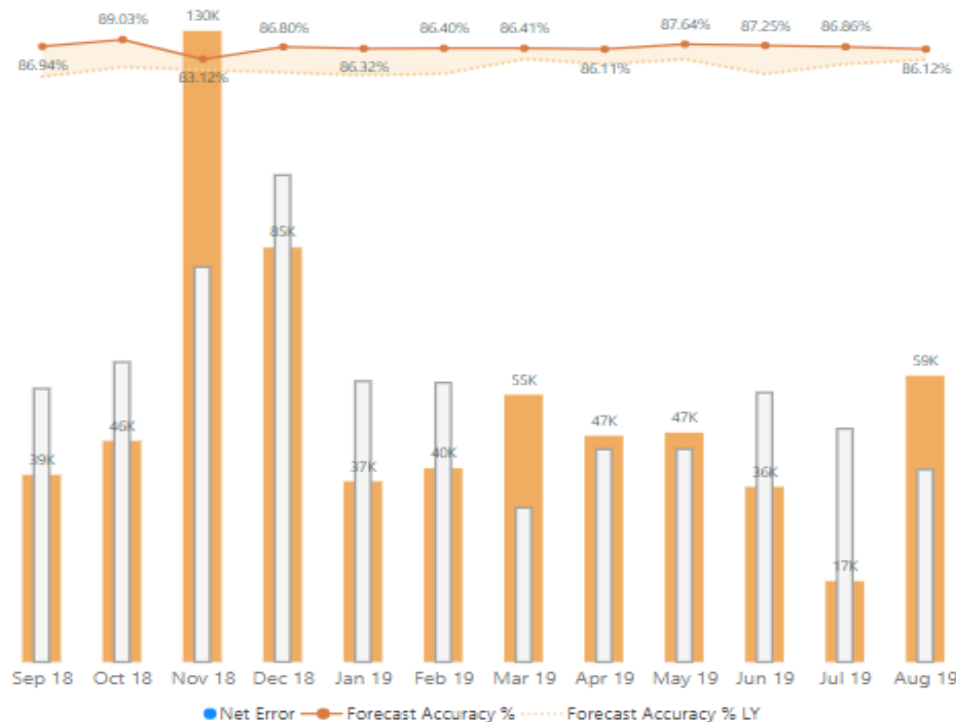
LY: 0.68M | -5.96% ▲

Absolute Error (\$)

2M

LY: 0.81M | 90.21% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	49K	3.2%	EI
AtliQ Exclusive	76.67%	67.89%	93K	8.5%	EI
AtliQ e Store	76.51%	68.38%	38K	4.1%	EI
Expert	64.24%	50.29%	-7K	-6.8%	OOS
Radio Popular	58.50%	44.34%	-5K	-8.0%	OOS
Electricalsance Stores	57.64%		4K	19.3%	EI
Euronics	57.34%	43.62%	3K	7.1%	EI
Acclaimed Stores	56.42%	47.35%	-25K	-15.2%	OOS
Total	86.45%	80.31%	637K	5.6%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	90.20%	79.13%	-57K	-0.9%	OOS
Peripherals	85.06%	79.51%	-15K	-1.5%	OOS
Notebook	83.02%	85.46%	-29K	-15.9%	OOS
Networking	81.50%	84.87%	306K	18.5%	EI
Storage	80.25%	88.60%	433K	19.5%	EI
Total	86.45%	80.31%	637K	5.6%	EI

EXECUTIVE VIEW



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Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

All values in Million \$

Get Job Ready
with Power BI



Net Sales \$

\$111.37M

BM: 29.11M | 282.57% ▲



Gross Margin %

41.20%

BM: 37.43% | 10.08% ▲



Net Profit %

2.21%

BM: -4.38% | -150.38% ▼



Forecast Accuracy %

86.45%

LY: 80.31% | 7.65% ▲



Revenue
Contribution

Division

Channel



Direct Distributor Retailer

Trend: Key metrics over years

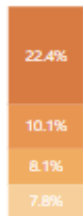
41.20%

GM %

2.21%

Net Profit %

Trend: Revenue Contribution over years



2019

atliq bp dale innovo pacer

TOP 5 Customers

Customer	RC %	GM %
Amazon	13.8%	41.57% ▲
AtliQ Exclusive	10.5%	48.41% ▲
AtliQ e Store	8.2%	40.99% ▲
Sage	5.3%	43.70% ▲
Leader	5.2%	48.13% ▲
Total	43.0%	44.19%

TOP 5 Products

Product	RC %	GM %
AQ Wi Power Dx1	11.6%	40.34% ▲
AQ Neuer SSD	6.9%	40.91% ○
AQ Gamers	5.7%	41.58% ○
AQ Digit SSD	5.6%	41.20% ▲
AQ BZ Compact	5.1%	41.68% ▲
Total	34.8%	40.99%

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$37.77M	33.9%	42.34% ▲	-0.24% ▼	18.8%	EI	0.6%
ROA	\$28.82M	25.9%	44.35% ▲	13.73%	17.1%	EI	0.3%
NA	\$22.01M	19.8%	34.97% ▼	-9.05%	-37.0%	OOS	0.1%
SE	\$10.38M	9.3%	43.73% ▲	7.47% ▼	-21.5%	OOS	0.5%
NE	\$6.83M	6.1%	36.77% ▼	-10.76%	-6.6%	OOS	0.1%
ANZ	\$4.74M	4.3%	42.56% ▲	10.20%	23.8%	EI	0.0%
LATAM	\$0.83M	0.7%	42.32% ▲	7.53% ▼	-27.2%	OOS	0.0%
Total	\$111.37M	100.0%	41.20%	2.21%	5.6%	EI	0.2%



Business Insights 360 Key Info



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](#).



Business Insights 360 Support



Get an issue resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power BI?