



## 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 View

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

**Note:** Every-time you visit to any page make sure to come back to home page and move forward.



region, market

segment, cat...

customer

All

All

All

2018

2019

2020

2021

2022  
EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

\$3.74bn✓

BM: \$823.85M (+353.5%)

Net Sales

38.1%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

## Profit &amp; 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 Expense	-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

## Net Sales Performance Over Time

vs LY

vs Target



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

region	P & L Value	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L Value	P & L Chg %
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Total	3,736.17	353.50

BM = Bench Mark, LY = Last Year



region, market ▼ segment, cat... ▼ customer ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022  
EST

Qtr 1

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YTD

YTG

### Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.3%
All-Out	\$4.41M	1.68M	38.2%
Amazon	\$496.88M	182.77M	36.8%
Argos (Sainsbury's)	\$13.70M	5.30M	38.7%
Atlas Stores	\$17.14M	5.43M	31.7%
Atliq e Store	\$304.10M	112.15M	36.9%
AtliQ Exclusive	\$361.12M	166.15M	46.0%
BestBuy	\$49.34M	22.15M	44.9%
Billa	\$6.82M	1.62M	23.8%
Boulanger	\$26.02M	10.39M	39.9%
Chip 7	\$25.62M	8.26M	32.2%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>

### Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.0%
Peripherals	\$897.54M	341.22M	38.0%
Notebook	\$1,580.43M	600.96M	38.0%
Desktop	\$711.08M	272.39M	38.3%
Storage	\$54.59M	20.93M	38.3%
Networking	\$38.43M	14.78M	38.5%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>

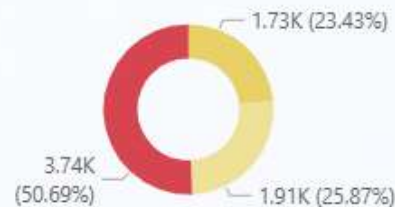
### Performance Matrix

region ● APAC ● EU

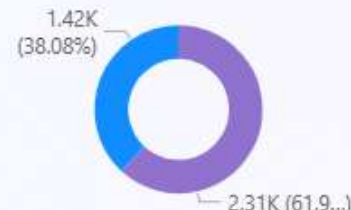


### Unit Economics

● Pre Invoice De... ● Total Post In... ● Net Sales



● Total COGS ● Gross Margin







region, market ▼ segment, cat... ▼ customer ▼  
All ▼ All ▼ All ▼

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$97.39M	37.15M	38.1%	-13.76M	-14.13%
Desktop	\$158.94M	61.16M	38.5%	-21.85M	-13.75%
Networking	\$8.30M	3.20M	38.6%	-1.14M	-13.76%
Notebook	\$333.35M	127.42M	38.2%	-46.72M	-14.01%
Peripherals	\$168.71M	64.49M	38.2%	-23.75M	-14.08%
Storage	\$10.26M	3.96M	38.6%	-1.41M	-13.73%
Total	\$776.95M	297.39M	38.3%	-108.64M	-13.98%

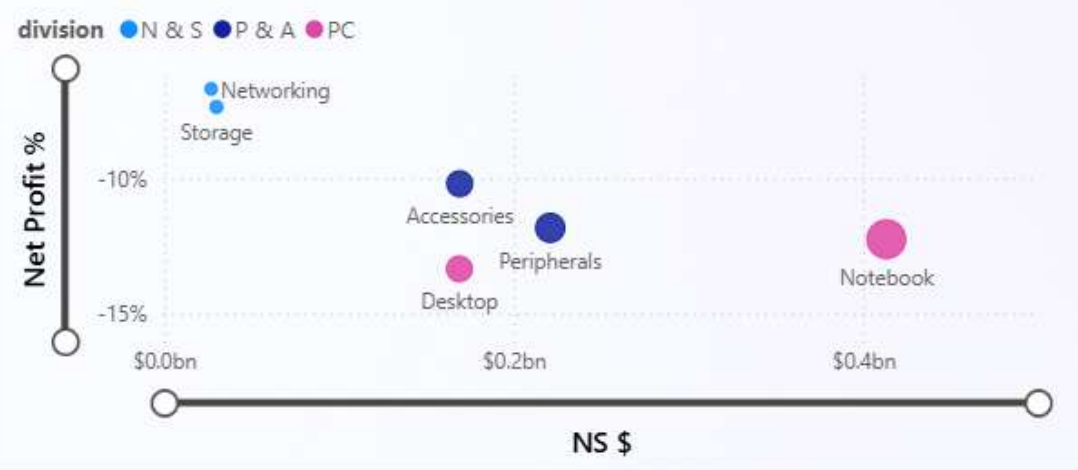
### Region/Market/Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
LATAM	\$3.30M	1.17M	35.5%	-0.09M	-2.71%
EU	\$155.87M	53.81M	34.5%	-20.05M	-12.86%
NA	\$233.49M	104.83M	44.9%	-33.16M	-14.20%
APAC	\$384.29M	137.57M	35.8%	-55.33M	-14.40%
Total	\$776.95M	297.39M	38.3%	-108.64M	-13.98%

2018 2019 2020 2021 2022 EST Qtr 1 Qtr 2 Qtr 3 Qtr 4 YTG

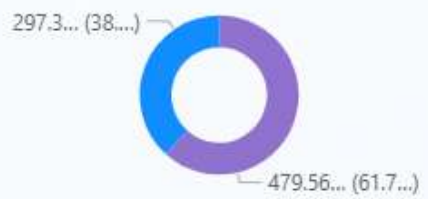
Show GM %

Performance ▲ tri ↑ ↓ ↕ ↺ ↻ ≡ 🔗 ...



### Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

segment, cat...

customer

All

All

All

2018

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EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

80.09%!

LY: 81.28% (-1.48%)

Forecast Accuracy

-179.9K!

LY: -558.1K (+67.76%)

Net Error

2159.7K✓

LY: 877.5K (+146.12%)

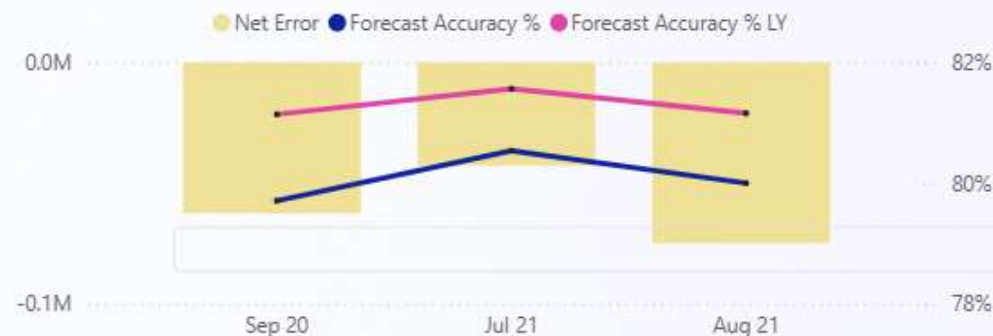
ABS Error

## Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Amazon	75.15%	-16193	-1.19%	31.14%	OOS
Atliq e Store	74.33%	-48907	-5.79%	49.19%	OOS
AtliQ Exclusive	71.93%	-13499	-1.42%	68.36%	OOS
Mbit	64.72%	10770	14.78%	56.28%	EI
Expert	61.56%	19344	12.98%	58.20%	EI
Euronics	59.23%	12373	16.40%	48.80%	EI
Info Stores	58.29%	3828	12.62%	42.58%	EI
Sorefoz	57.11%	7184	8.20%	49.86%	EI
Epic Stores	56.96%	2685	3.72%	48.55%	EI
Power	56.63%	3086	10.12%	53.16%	EI
Boulangier	56.56%	16018	18.59%	42.68%	EI
Electricalsance Stores	56.09%	-1427	-2.99%	50.35%	OOS
UniEuro	55.91%	34618	24.66%	51.79%	EI
Chip 7	55.54%	16946	14.39%	47.99%	EI
Argos (Sainsbury's)	55.22%	4012	7.33%	53.69%	EI
Premium Stores	55.11%	13470	18.19%	49.57%	EI
Forward Stores	54.83%	1599	2.05%	44.61%	EI
Chiptec	53.92%	21645	25.62%	38.36%	EI
Radio Popular	53.54%	14638	15.98%	58.06%	EI
Electricalsance Stores	53.21%	3828	10.50%	40.52%	EI
Total	80.09%	-179933	-1.66%	81.28%	OOS

## Accuracy / Net Error Trend

## Net Sales Performance Over Time



## Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.48%	78.40%	-492204	-7.44%	OOS
Desktop	85.52%	72.86%	3231	10.21%	EI
Networking	90.18%	53.39%	52205	8.53%	EI
Notebook	80.57%	88.45%	-10095	-3.56%	OOS
Peripherals	83.37%	85.55%	-64140	-5.38%	OOS
Storage	83.33%	93.01%	331070	15.70%	EI
Total	80.09%	81.28%	-179933	-1.66%	OOS





region, market

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Qtr 1

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vs LY

vs  
Target

\$823.85M!

LY: \$267.98M (-207.43%)

Net Sales \$

36.5%✓

LY: 0.37 (+1.65%)

Gross Margin%

-6.63%✓

LY: -0.01 (+676.38%)

Net Profit %

80.21%✓

LY: 72.99% (+9.88%)

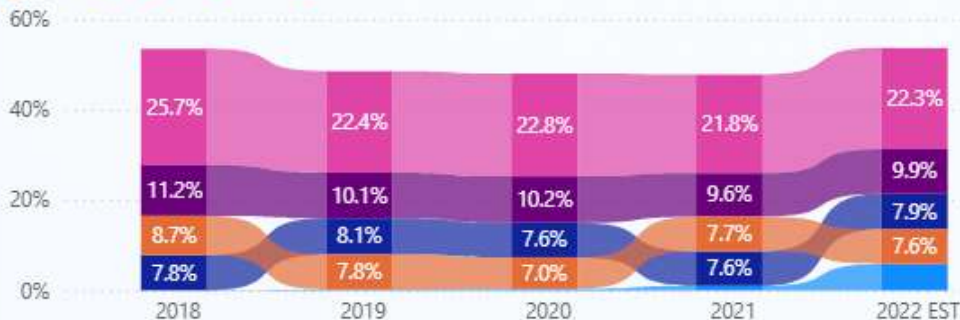
Forecast Accuracy %

## Key Insights By Sub Zone

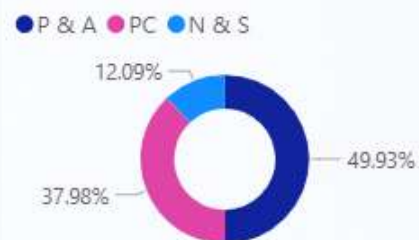
sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Market Share %	Net Error %	Risk
LATAM	\$3.2M	0.4%	37.5%	6.18%	0.00	0.0%	5.32%	EI
ANZ	\$44.4M	5.4%	38.5%	7.27%	0.00	0.3%	-5.19%	OOS
NA	\$177.9M	21.6%	37.2%	-13.67%	0.01	0.8%	-7.06%	OOS
NE	\$109.3M	13.3%	38.0%	-1.14%	0.01	1.2%	11.27%	EI
ROA	\$186.9M	22.7%	38.3%	8.23%	0.01	1.5%	-21.55%	OOS
India	\$210.7M	25.6%	32.0%	-24.65%	0.02	2.5%	3.90%	EI
SE	\$91.5M	11.1%	38.7%	4.43%	0.04	3.6%	10.56%	EI
Total	\$823.8M	100.0%	36.5%	-6.63%	0.01	1.1%	-1.52%	OOS

## Market Share % by fy\_desc and Manufacturer

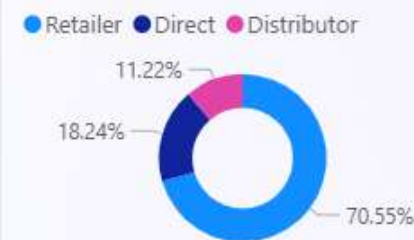
● atliq ● bp ● dale ● innovo ● pacer



## Revenue By Division

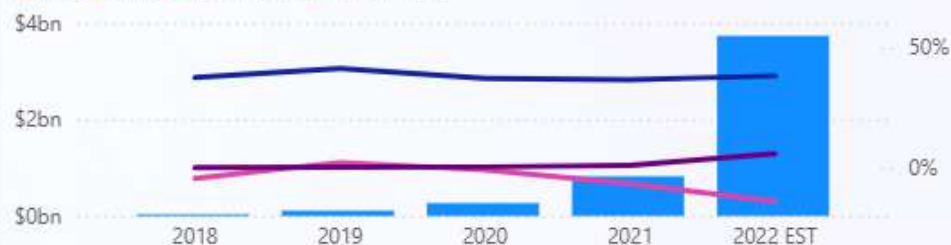


## Revenue By Channel



## Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %

● NS \$ ● GM % ● Net Profit % ● AtliQ MS %



## Top 5 Customer

customer	RC %	GM %
Amazon	13.2%	35.4%
Atliq e Store	8.5%	37.5%
AtliQ Exclusive	9.7%	43.7%
Flipkart	3.1%	30.2%
Sage	3.3%	35.2%
Total	37.8%	37.6%

## Top 5 Product

product	RC %	GM %
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
AQ Maxima	2.7%	36.7%
AQ Gen Y	2.9%	36.1%
AQ BZ Allin1	4.1%	36.0%
Total	16.3%	36.5%

BM=Bench Mark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock



## Business Insights 360 INFO



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- All the system data in tool is refreshed every month on 5th working day.
- System data such as Forecast, Actuals and Historical forecast are received from Global database.
- Non system data such as Target, Operational Expense and Market Share are refreshed on request.
- For FAQs click here <https://learn.microsoft.com/en-us/power-bi/consumer/end-user-faq>
- Download live excel version <https://learn.microsoft.com/en-us/power-bi/create-reports/sample-financial-download>



## Business Insights 360 INFO



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Check Out the  
contingency plan

New to Power BI?