Business Insights 360

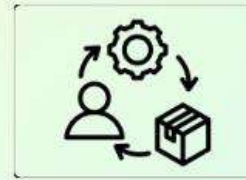| Info	Finance	Sales	Marketing	Supply Chain	Executive	Support
Download **user manual** and get to know the key information of this tool.	Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..	Analyze the performance of your customer(s) 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.

Business Insights 360 Info

-This Power BI project aims to provide a comprehensive and interactive data analysis solution for Business Insight 360.

-By leveraging the capabilities of Power BI, the project involves the extraction, transformation, and visualization of data from various sources to deliver valuable insights and drive informed decision-making.

Data Integration:
- The project involves connecting and integrating data from diverse sources such as databases, spreadsheets, and online platforms to create a unified dataset.

Data Transformation:
- Using Power Query, the project implements various data cleaning and transformation techniques to ensure the data is accurate, consistent, and ready for analysis.

Data Modeling:
- The project builds a robust data model that facilitates efficient data analysis and visualization. Relationships between different data tables are established to enable drill-down, cross-filtering, and data exploration.

Visualizations and Dashboards:
- Power BI's visualization capabilities are leveraged to create interactive and insightful reports and dashboards. Different types of charts, graphs, and visuals are utilized to present the data in a meaningful and intuitive manner.

Data Analysis and Insights:
- Through the use of Power BI's powerful analytics features, the project uncovers trends, patterns, and key insights within the data. Advanced calculations, measures, and KPIs are employed to provide deeper analysis and answer relevant business questions.

Collaboration and Sharing:
- The project ensures that the generated reports and dashboards can be easily shared and collaborated on with stakeholders. Power BI's sharing and publishing features allow for real-time data updates and secure access to the information.

Regions & Markets
All ▽

Customers
All ▽

YTD | YTG | **2019** | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4

LY | Target

Net Sales
111.37M ✓
BM: 29.11M (+282.57%)

Gross Margin %
41.2% ✓
BM: 37.43% (+10.08%)

Net Profit %
2.21% ✓
BM: 2.21% (+0%)

Profit and Loss Statement

Line Item	2019	BM	Chg	Chg%
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Exp	43.43	12.17	31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Net Sales Performance Over Time

● Selection ● BM

Sep 18 | Oct 18 | Nov 18 | Dec 18 | Jan 19 | Feb 19 | Mar 19 | Apr 19 | May 19 | Jun 19 | Jul 19 | Aug 19
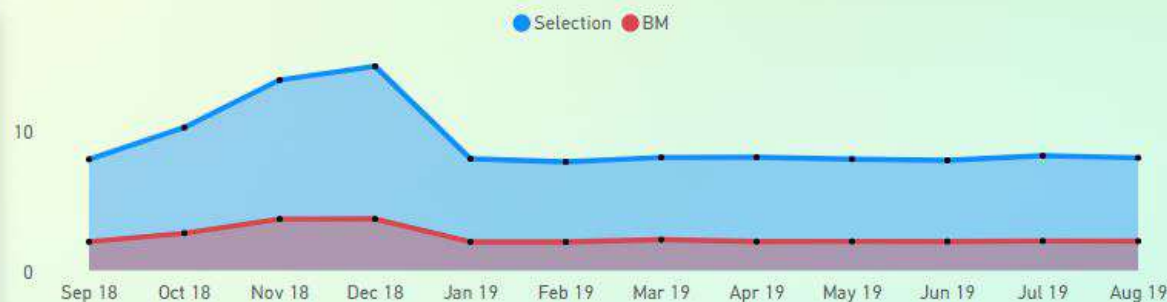
Top / Bottom Products & Customer by Net Sales

region	P&L Values	P&L Chg %
⊞ APAC	71.33	245.08
⊞ EU	17.22	881.12
⊞ LATAM	0.83	320.47
⊞ NA	22.01	239.00
Total	**111.37**	**282.57**

segment	P&L Values	P&L Chg %
⊞ Storage	13.84	633.77
⊞ Networking	17.36	436.97
⊞ Notebook	32.40	336.01
⊞ Accessories	28.04	213.09
⊞ Peripherals	19.73	159.47
Total	**111.37**	**282.57**

(BM = Benchmark), (LY = Last Year), (YTD = Year To Date), (YTG = Year To Go), (Q1 = Quarter1), (Q2 = Quarter 2), (Q3 = Quarter 3), (Q4 = Quarter 4)

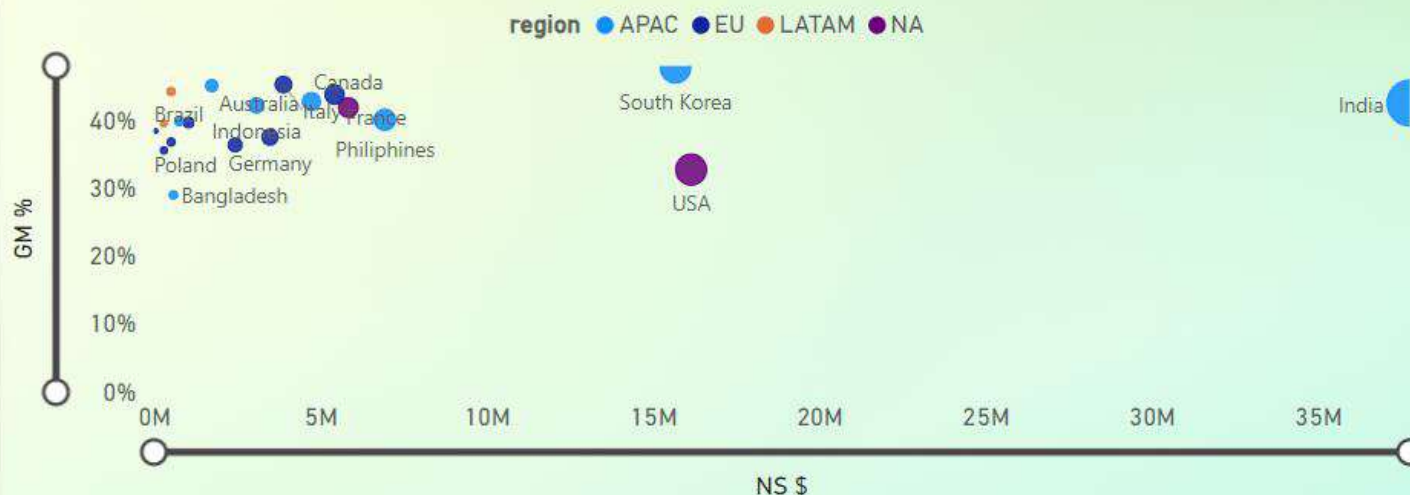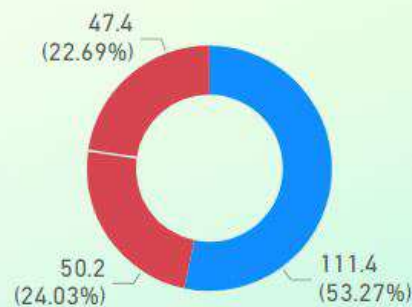## Customer Performance

customer	NS $	GM $	GM %
Amazon	15.35M	6.38M	41.6%
AtliQ Exclusive	11.73M	5.68M	48.4%
AtliQ e Store	9.15M	3.75M	41.0%
Sage	5.85M	2.56M	43.7%
Leader	5.82M	2.80M	48.1%
Flipkart	3.58M	1.25M	34.8%
Ebay	3.19M	1.36M	42.6%
Electricalsocity	2.87M	1.27M	44.3%
Synthetic	2.31M	0.94M	40.7%
Novus	2.28M	0.85M	37.4%
Total	111.37M	45.89M	41.2%

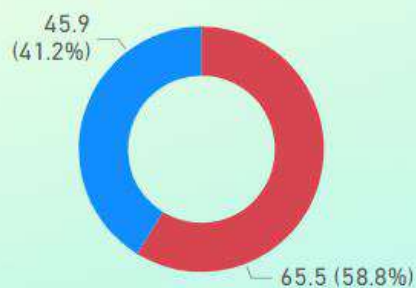## Performance Matrix By Region, Market and Customer

region ● APAC ● EU ● LATAM ● NA

Unit Economics

- ● Net Sales ● Total Post Invoi... ● Pre Invoic...
- 47.4 (22.69%)
- 50.2 (24.03%)
- 111.4 (53.27%)

- ● Total COGS ● Gross Margin
- 45.9 (41.2%)
- 65.5 (58.8%)

Region Market and Customer Performance

segment	NS $	GM $	GM %
Storage	13.84M	5.68M	41.0%
Peripherals	19.73M	8.29M	42.0%
Notebook	32.40M	13.38M	41.3%
Networking	17.36M	6.96M	40.1%
Accessories	28.04M	11.58M	41.3%
Total	111.37M	45.89M	41.2%

(NS = Net Sales), (GM = Gross Margin),(COGS = Cost Of Goods Sold), (YTD = Year To Date), (YTG = Year To Go), (Q1 = Quarter1), (Q2 = Quarter 2), (Q3 = Quarter 3), (Q4 = Quarter 4)

Product Performance

Show GM %

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
⊟ **Notebook**	**32.40M**	**13.38M**	**41.3%**	**0.74M**	**2.28%**
⊞ Personal Laptop	12.60M	5.17M	41.0%	0.25M	2.02%
⊞ Business Laptop	11.45M	4.76M	41.6%	0.29M	2.52%
⊞ Gaming Laptop	8.35M	3.45M	41.3%	0.20M	2.35%
⊟ **Accessories**	**28.04M**	**11.58M**	**41.3%**	**0.66M**	**2.34%**
⊞ Keyboard	17.47M	7.23M	41.4%	0.42M	2.42%
⊞ Mouse	10.57M	4.35M	41.2%	0.23M	2.22%
⊟ **Peripherals**	**19.73M**	**8.29M**	**42.0%**	**0.60M**	**3.02%**
⊞ Processors	11.25M	4.77M	42.4%	0.39M	3.45%
Total	**111.37M**	**45.89M**	**41.2%**	**2.46M**	**2.21%**

Performance Matrix

division ● N & S ● P & A ● PC

Net Profit %

4% — 3% — 2% — 1%

Processors, Internal HDD, MotherBoard, Graphic Card, Gaming Laptop, Business Laptop, Mouse, External Solid State Drives, Personal Laptop, Keyboard, Wi fi extender

NS $: 0M — 5M — 10M — 15M

Unit Economics

● Total COGS ● Gross Margin

45.9 (41.20%)

65.5 (58.80%)

45.9 | 43.4 | 2.5

Gross Margin | Operational Expenses | Net Profit

Region, Market and Customer Performance
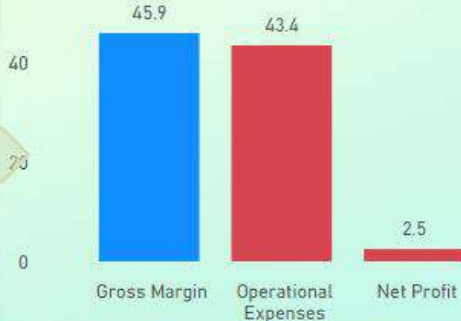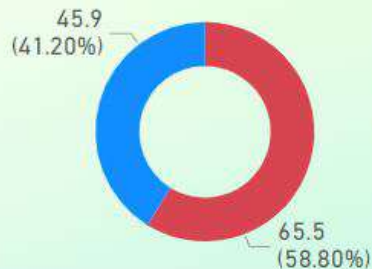
region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	71.33M	30.79M	43.2%	4.35M	6.10%
⊞ NA	22.01M	7.69M	35.0%	-1.99M	-9.05%
⊞ EU	17.22M	7.05M	41.0%	0.04M	0.23%
⊞ LATAM	0.83M	0.35M	42.3%	0.06M	7.53%
Total	**111.37M**	**45.89M**	**41.2%**	**2.46M**	**2.21%**

(NS = Net Sales), (GM= Gross Margin),(COGS = Cost Of Goods Sold), (YTD = Year To Date), (YTG = Year To Go), (Q1 = Quarter1), (Q2 = Quarter 2), (Q3 = Quarter 3), (Q4 = Quarter 4)

Regions & Markets

All ⌄
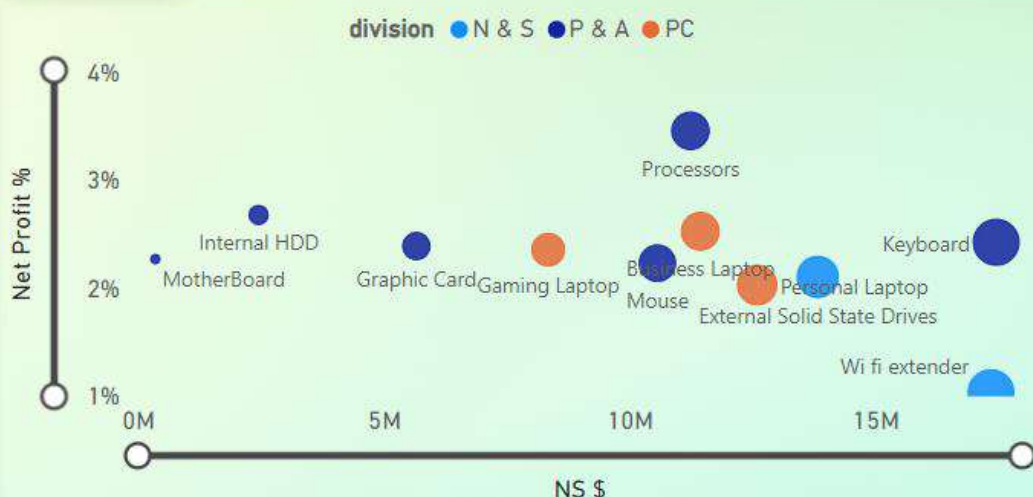
Customers

All ⌄

| YTD | YTG |

| 2019 | 2020 | 2021 | 2022 EST |

| Q1 | Q2 | Q3 | Q4 |

Forcast accuracy %

86.45% ✓

LY: 80.31% (+7.65%)

Net Error

637.5K ✓

LY: 677.9K (-5.96%)

ABS Error

1547.8K !

LY: 813.7K (+90.21%)

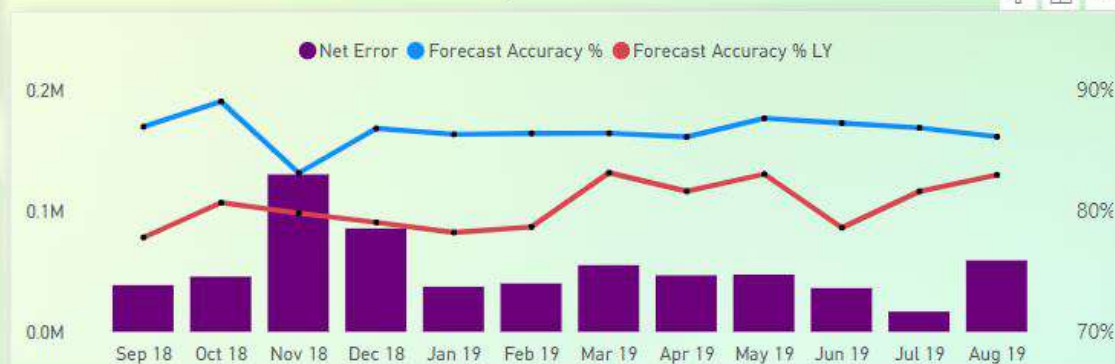## Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metrics By Customers

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Amazon	78.07%	48677	3.19%	69.56%	Excess Inventory
Argos (Sainsbury's)	56.06%	3879	8.40%	55.33%	Excess Inventory
AtliQ e Store	76.51%	37982	4.08%	68.38%	Excess Inventory
AtliQ Exclusive	76.67%	92532	8.52%	67.89%	Excess Inventory
Boulanger	45.56%	1993	6.08%	40.83%	Excess Inventory
Croma	48.82%	45283	20.07%	44.74%	Excess Inventory
Digimarket	52.62%	19920	17.38%	44.10%	Excess Inventory
Ebay	51.05%	12676	4.13%	51.42%	Excess Inventory
Electricalsara Stores	52.73%	7322	28.88%	41.97%	Excess Inventory
Electricalslance Stores	57.64%	3507	19.27%		Excess Inventory
Electricalslytical	51.50%	43072	16.91%	44.88%	Excess Inventory
Electricalsocity	52.63%	64722	20.15%	49.12%	Excess Inventory
Euronics	57.34%	3078	7.09%	43.62%	Excess Inventory
Expression	46.37%	50774	20.02%	45.67%	Excess Inventory
Ezone	47.80%	58241	23.76%	42.50%	Excess Inventory
Flawless Stores	47.26%	3166	24.24%		Excess Inventory
Total	**86.45%**	**637478**	**5.58%**	**80.31%**	**Excess Inventory**

Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
⊞ **Accessories**	90.20%	79.13%	-56895	-0.89%	Out of Stock
⊞ **Networking**	81.50%	84.87%	305573	18.49%	Excess Inventory
⊞ **Notebook**	83.02%	85.46%	-29145	-15.94%	Out of Stock
⊞ **Peripherals**	85.06%	79.51%	-14576	-1.48%	Out of Stock
⊞ **Storage**	80.25%	88.60%	432521	19.49%	Excess Inventory
Total	**86.45%**	**80.31%**	**637478**	**5.58%**	**Excess Inventory**

(LY = Last Year), (YTD = Year To Date), (YTG = Year To Go), (Q1 = Quarter1), (Q2 = Quarter 2), (Q3 = Quarter 3), (Q4 = Quarter 4)

Dashboard

Regions & Markets: All

Customers: All

YTD | YTG | **2019** | 2020 | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4

LY | Target

NS	GM %	NP %	FA %
111.37M ✓	41.2% ✓	2.21% ✓	86.45% ✓
BM: 29.11M	BM: 37.43%	BM: 2.21% (+0%)	LY: 80.31%

Key Insight By Sub Zone

Sub Zone ▲	NS $	RC %	GM %	N P %	AtliQ MS %	N E %	Risk
ANZ	4.7M	4.3%	42.6%	10.2%	0.0%	23.8%	Excess Inventory
India	37.8M	33.9%	42.3%	-0.2%	0.6%	18.8%	Excess Inventory
LATAM	0.8M	0.7%	42.3%	7.5%	0.0%	-27.2%	Out of Stock
NA	22.0M	19.8%	35.0%	-9.1%	0.1%	-37.0%	Out of Stock
NE	6.8M	6.1%	36.8%	-10.8%	0.1%	-6.6%	Out of Stock
ROA	28.8M	25.9%	44.4%	13.7%	0.3%	17.1%	Excess Inventory
SE	10.4M	9.3%	43.7%	7.5%	0.5%	-21.5%	Out of Stock
Total	**111.4M**	**100.0%**	**41.2%**	**2.2%**	**0.2%**	**5.6%**	**Excess Inventory**

Revenue By Division

- P & A — 42.9%
- PC — 29.09%
- N & S — 28.01%

Revenue By Channel

- Retailer — 66.01%
- Direct — 18.75%
- Distributor — 15.25%

Yearly Trend By Revenue

NS $ | GM % | Net Profit % | AtliQ MS %

4bn / 2bn / 0bn — 50% / 0%

2018 | 2019 | 2020 | 2021 | 2022 EST

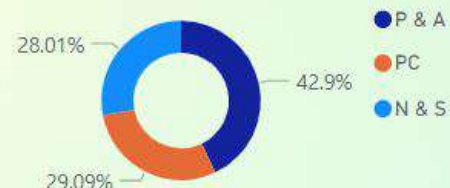### Top 5 Customer By Revenue

customer	RC % ▲	GM %
Leader	5.2%	48.1%
Sage	5.3%	43.7%
AtliQ e Store	8.2%	41.0%
AtliQ Exclusive	10.5%	48.4%
Amazon	13.8%	41.6%
Total	**43.0%**	**44.2%**

Top 5 Products BY Revenue

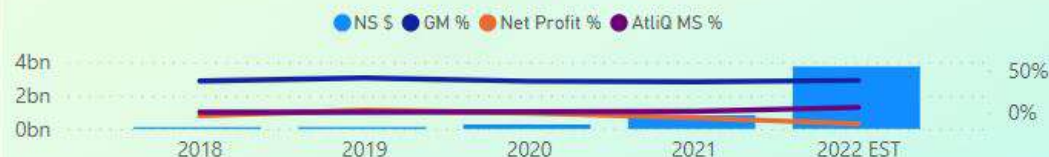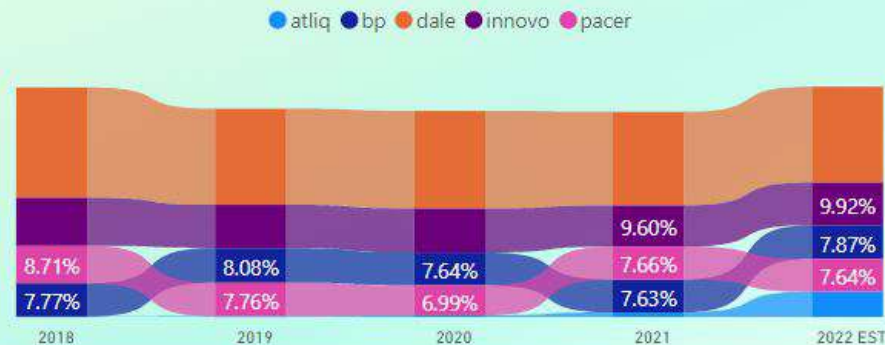| product	RC % ▼	GM %
AQ Wi Power Dx1	11.6%	40.3%
AQ Neuer SSD	6.9%	40.9%
AQ Gamers	5.7%	41.6%
AQ Digit SSD	5.6%	41.2%
AQ BZ Compact	5.1%	41.7%
Total	**34.8%**	**41.0%**

PC Market Share Trend – AtliQ & Competitors

atliq | bp | dale | innovo | pacer

	2018	2019	2020	2021	2022 EST
				9.60%	9.92%
					7.87%
	8.71%	8.08%	7.64%	7.66%	7.64%
	7.77%	7.76%	6.99%	7.63%	

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Business Insights 360 Customer Support

Get an issues resolved

Provide feedback

Add a new requests

Check out contingency plan

New to Power BI ?