



Business 360 Insights

Financial View

The financial dashboard helps the organization analyze and explain its financial performance and also performs comparisons with historical data. It helps to understand the reasons for generating a lower or higher profit margin, which brings transparency to the stakeholders or top-level management to make the profit and loss statement informed so that better decisions can be made about future investment.



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Sales View

The sales dashboard focuses primarily on customers based on net sales and gross margin, which analyze the relationship between these two metrics. This metric comparison is dependent on whether the company is a startup or a market leader. In this case, the sales team's important role is to analyze the customer and try to improve net sales and gross margin in the top quadrant of the graph to increase sales. This improvement can be done by giving discounts to customers and establishing good relationships With the customers.



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Marketing view

The marketing dashboard focuses on product level analyses by customer and region to demonstrate how much money the team has spent on marketing and advertising. So, the team should be aware of net profit to maintain good consistency, which should not be impacted by advertisement costs. Here, along with the gross margin, the net profit is considered for comparison.



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Supply Chain View

Supply chain dashboards provide a clear picture of the difference between actual sales and forecast sales. The metrics are compared by all customers, products, and regions to get an idea of the excess inventory and out-of-stock items, which helps analyze and organize the warehouse storage expenses for the products.



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Executive View

The executive dashboard is used by c-level management to track critical KPIs to efficiently manage business operations. Executives can analyze the data and make strategic decisions to reduce risks and ensure growth.



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Product Performance

The product performance dashboard helps to get a clear view of top / bottom level products by regions, customers, products, gross margin, and gross margin growth. The discount over the time can help to understand the comparison by products.