

BUSINESS INSIGHTS 360 POWER BI PROJECT – Sumit Kumar

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Business Insights 360



Info

Download **user manual** and get to know the key information of this tool.



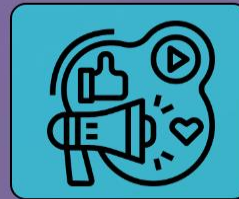
Finance View

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**.



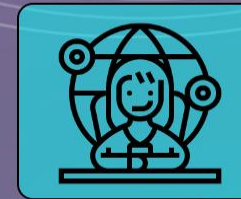
Marketing View

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.



region Market, market

All

customer

All

segment, category, prod...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3,736.17M!

BM: 3,807.09M (-1.86%)

Net Sales**38.08%!**

BM: 38.34% (-0.66%)

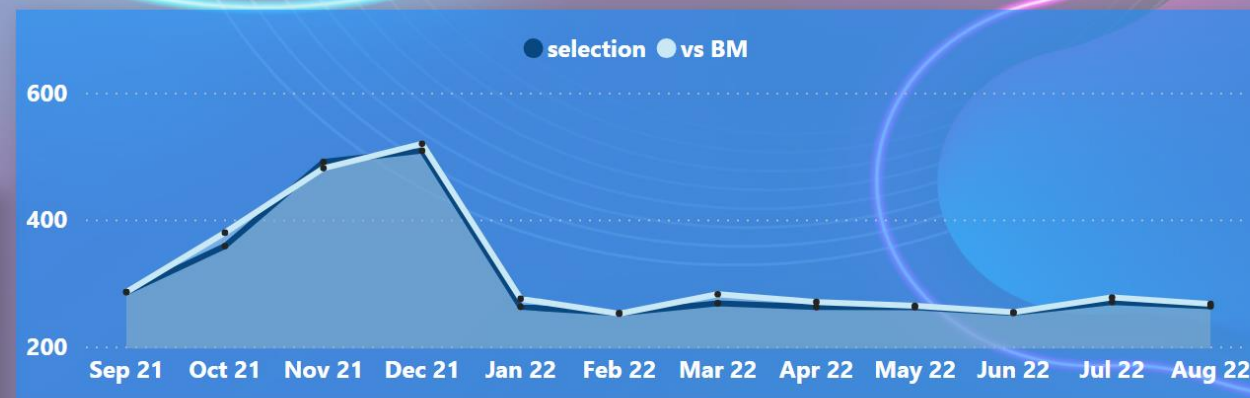
GM %**-13.98%✓**

BM: -14.19% (+1.47%)

Net Profit %**Profit and Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

BM=Bench Mark , LY=last Year

Net Sales Performace Over Time**Top / Bottom Products and Customers byNet Sales**

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	1,923.77	-2.48	Notebook	1,580.43	
EU	775.48	-1.13	Peripherals	897.54	
LATAM	14.82	-1.60	Desktop	711.08	
NA	1,022.09	-1.24	Accessories	454.10	
Total	3,736.17	-1.86	Storage	54.59	
			Networking	38.43	
			Total	3,736.17	-1.86



region Market, market

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segment, category, prod...

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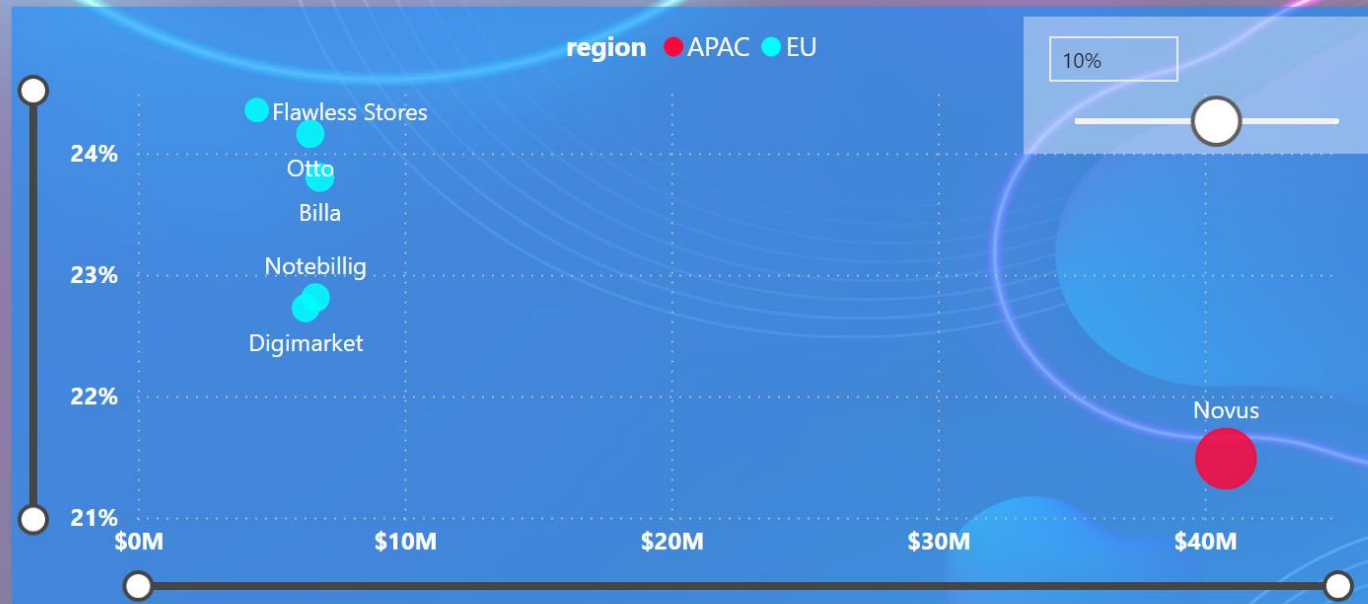
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78%
AltiQ Exclusive	\$361.12M	\$166.15M	46.01%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Flipkart	\$138.49M	\$58.37M	42.14%
Sage	\$127.86M	\$40.31M	31.53%
Leader	\$117.32M	\$36.02M	30.70%
Neptune	\$105.69M	\$49.36M	46.70%
Ebay	\$91.60M	\$33.06M	36.09%
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
walmart	\$72.41M	\$33.06M	45.66%
Electricalslytical	\$68.05M	\$25.34M	37.24%
Electricalsociety	\$67.76M	\$24.41M	36.03%
Total	\$3,736.17M	\$1,422.88M	38.08%

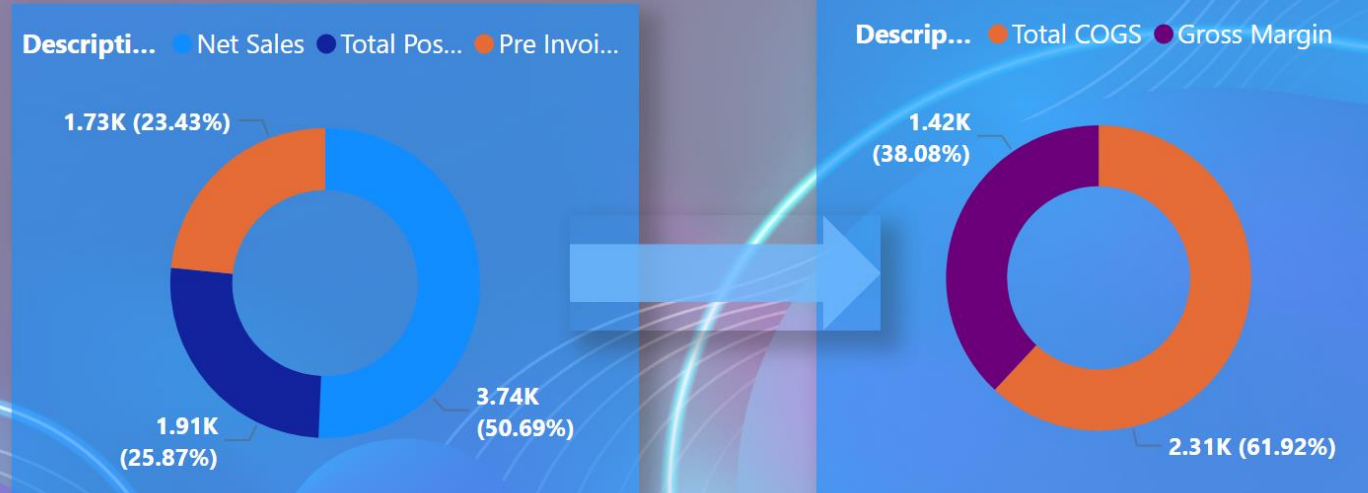
Performance Matrix



Product Performance

category	NS \$	GM \$	GM %
MotherBoard	\$101.84M	\$39.40M	38.69%
Wi fi extender	\$38.43M	\$14.78M	38.45%
External Solid State Drives	\$50.90M	\$19.55M	38.41%
Personal Desktop	\$367.18M	\$140.79M	38.34%
Internal HDD	\$37.41M	\$14.33M	38.30%
Business Laptop	\$765.25M	\$292.87M	38.27%
Keyboard	\$225.25M	\$85.98M	38.17%
Personal Laptop	\$539.83M	\$205.84M	38.13%
Processors	\$524.59M	\$199.79M	38.08%
Mouse	\$157.48M	\$59.79M	37.96%
Total	\$3,736.17M	\$1,422.88M	38.08%

Unit Economics



vs LY

vs Target



region Market, market

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Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Storage	\$54.59M	\$20.93M	38.33%	-7.51M	-13.76%
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Show GM %

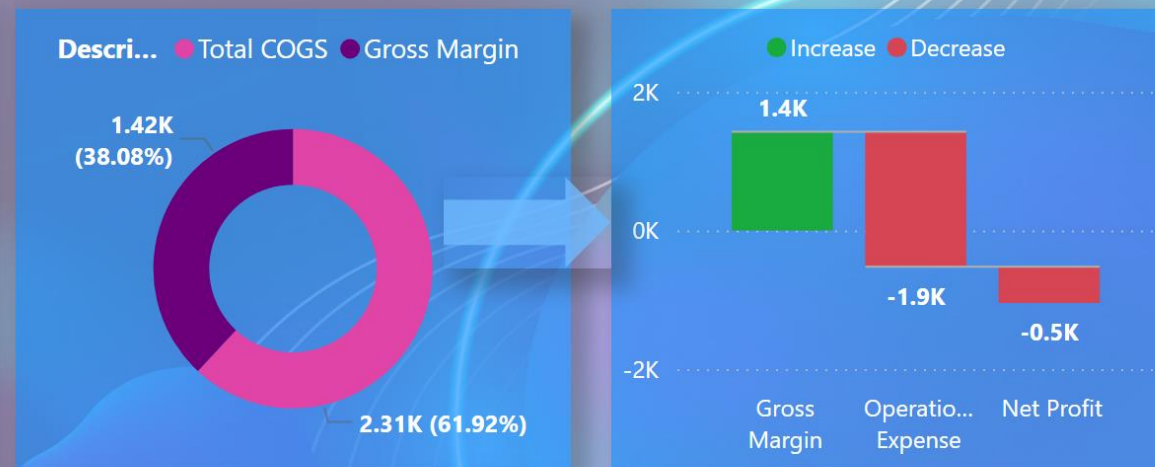
Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	\$1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics





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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6.9M✓

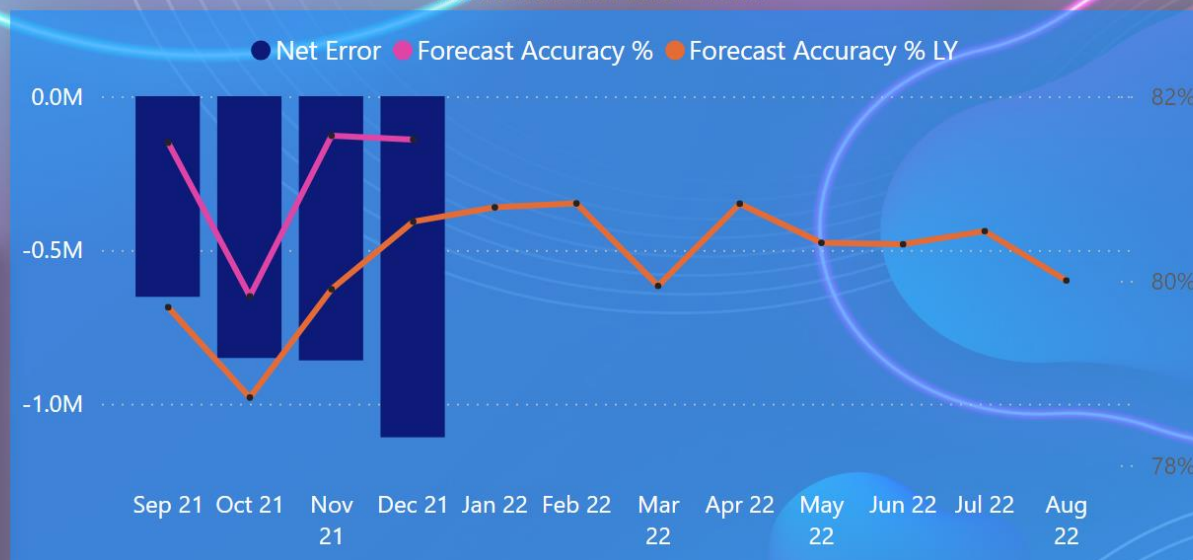
LY: 9.78M (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltIQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	93.06%	90.40%	-12967	-13.72%	OOS
Notebook	87.24%	79.99%	-47221	-14.06%	OOS
Peripherals	68.17%	83.23%	-3204280	-14.03%	OOS
Storage	71.50%	83.54%	-628266	-13.76%	OOS
Accessories	87.42%	77.66%	341468	-14.05%	EI
Desktop	87.53%	84.37%	78576	-13.75%	EI
Total	81.17%	80.21%	-3472690	-13.98%	OOS



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vs Target

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales**38.08%!**

BM: 38.34% (-0.66%)

GM %**-13.98%✓**

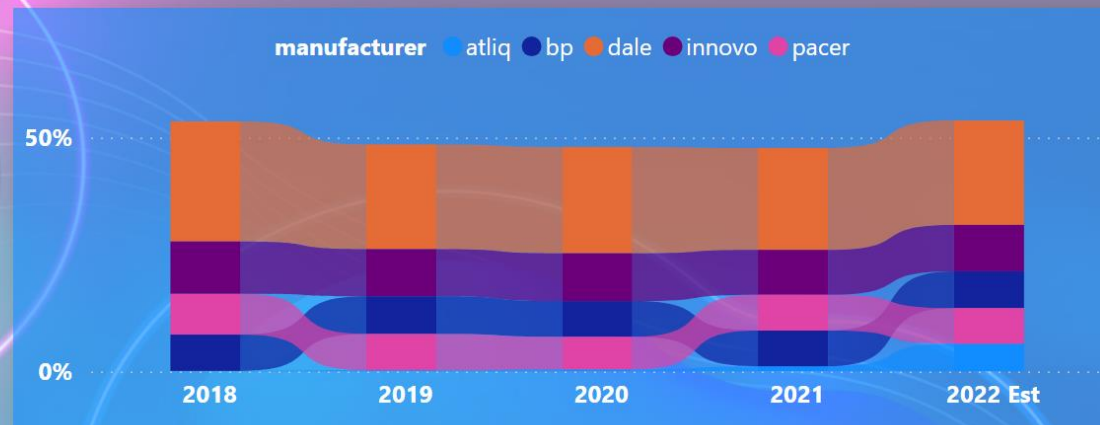
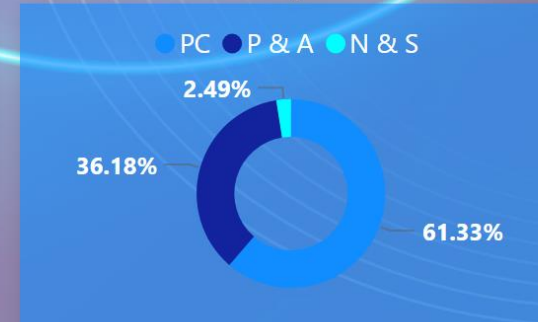
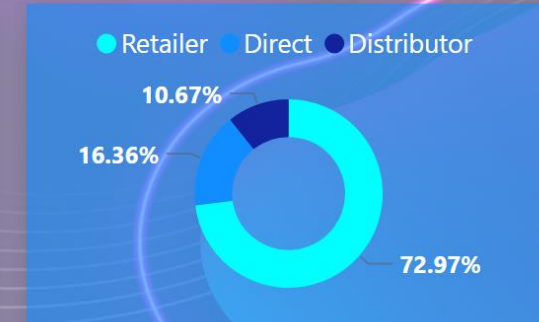
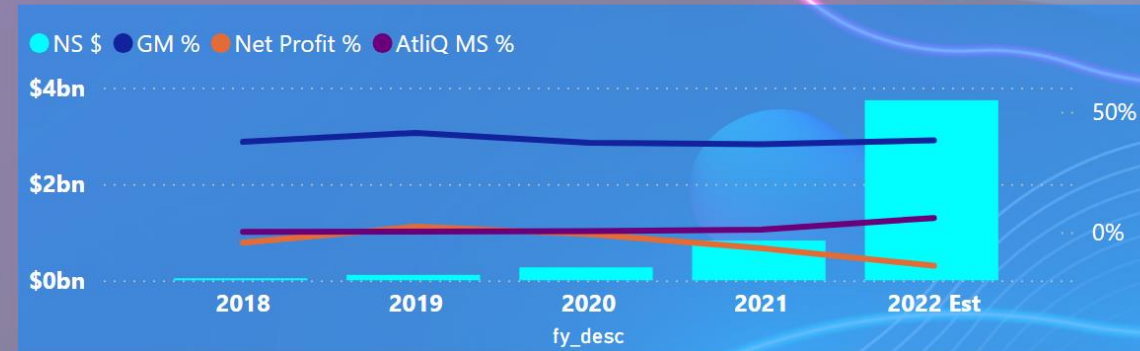
BM: -14.19% (+1.47%)

Net Profit %**81.17%✓**

BM: 81.17% (+0%)

Forecast Accuracy**Key Insights By Sub Zone**

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5% ↓	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0% ↓	-14.2%	4.9%	14.4%	EI
Total	\$3,736.2M	100.0%	38.1% ↓	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors**Revenue by Division****Revenue by Channel****Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %****Top 5 Customers by Revenue**

customer	RC %	GM %
Sage	3.4%	31.5% ↓
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9% ↓
Amazon	13.3%	36.8% ↓
AtliQ Exclusive	9.7%	46.0%
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.4% ↓
AQ Smash 1	3.8%	37.4% ↓
AQ HOME Allin1 Gen 2	5.7%	38.1% ↓
AQ Home Allin1	4.1%	38.7%
AQ BZ Allin1 Gen 2	5.4%	38.5%
Total	23.2%	38.1% ↓



Business Insights 360

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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](#).