

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.



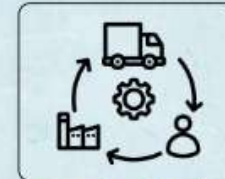
Sales View

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.

region, market
All

customer
All

segment, category, product
All

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

BM - Benchmark
LY - Last Year

₹ 3.74bn✓
BM: (Blank) (+Infinity%)
Net Sales

38.08%✓
BM: (Blank) (+Infinity%)
Gross Margin %

-13.98%!
BM: (Blank) (-Infinity%)
Net Profit

Profit and Loss Statement

Line Item	2022 EST	LY	YOY Chg	YOY Chg%
Gross Sales	7,370.14	1,664.64	5,705.50	342.7
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.0
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.5
- Post Discounts	1,243.54	281.64	961.90	341.5
- Post Deductions	663.42	166.65	496.77	298.0
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.3
Net Sales	3,736.17	823.85	2,912.32	353.5
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.4
- Freight Cost	100.49	22.05	78.43	355.6
- Other Cost	15.52	3.39	12.14	358.0
Total COGS	2,313.29	523.22	1,790.07	342.1
Gross Margin	1,422.88	300.63	1,122.25	373.3
Gross Margin %	38.08	36.49	1.59	4.3
GM / Unit	15.76	5.99	9.77	162.9
Operational Expense	-1,945.30	-355.28	-1,590.02	447.5
Net Profit	-522.42	-54.65	-467.77	855.9
Net profit %	-13.98	-6.63	-7.35	110.7

Net Sales Performance Over Time

Vs LY Vs Target



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P&L YOY Chg %	segment	P & L Values	P&L YOY Chg %
APAC	1,923.77	335.27	Networking	38.43	-14.89
EU	775.48	286.26	Storage	54.59	0.32
LATAM	14.82	368.40	Accessories	454.10	85.46
NA	1,022.09	474.40	Peripherals	897.54	439.03
Total	3,736.17	353.50	Notebook	1,580.43	493.06
			Desktop	711.08	1,431.55
			Total	3,736.17	353.50

region, market
All

customer
All

segment, category, product
All

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

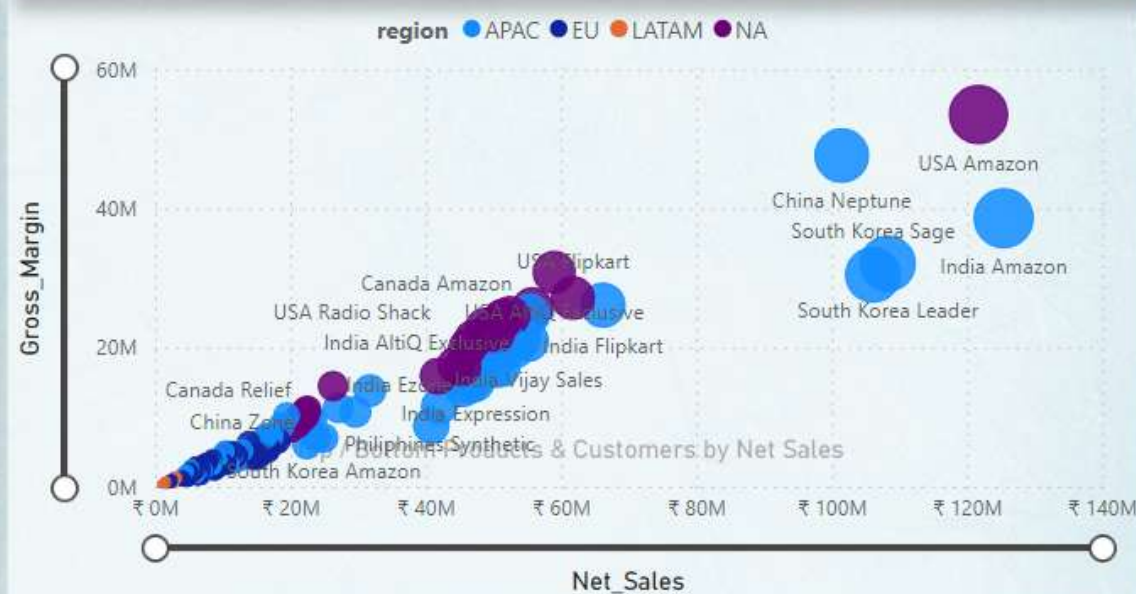
YTD

YTG

Customer Performance

customer	Net_Sales	Gross_Margin	Gross_Margin %
Amazon	₹ 496.88M	182.77M	36.78%
AltIQ Exclusive	₹ 307.17M	145.05M	47.22%
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%

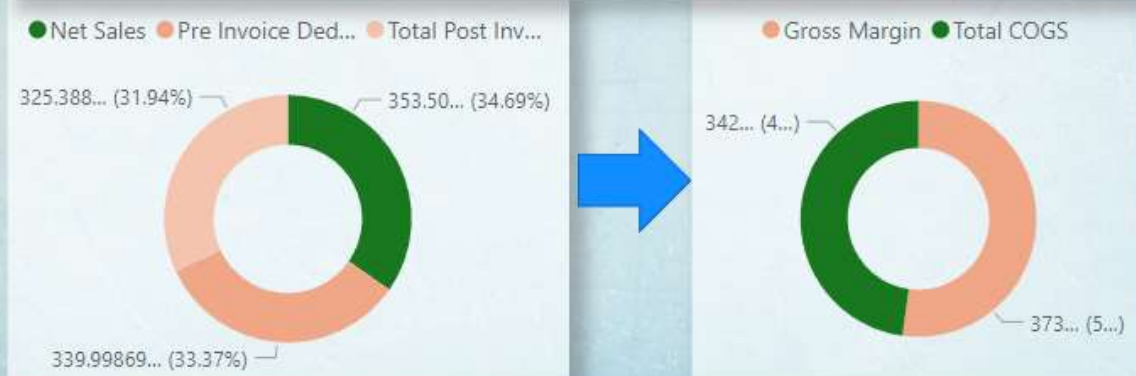
Performance Matrix



Product Performance

segment	Net_Sales	Gross_Margin	Gross_Margin %
Networking	₹ 38.43M	14.78M	38.45%
Storage	₹ 54.59M	20.93M	38.33%
Desktop	₹ 711.08M	272.39M	38.31%
Notebook	₹ 1,580.43M	600.96M	38.03%
Peripherals	₹ 897.54M	341.22M	38.02%
Accessories	₹ 454.10M	172.61M	38.01%
Total	₹ 3,736.17M	1,422.88M	38.08%

Unit Economics



region, market	customer	segment, category, product	2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All											

Product Performance

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

Performance Matrix

division ● N & S ● P & A ● PC

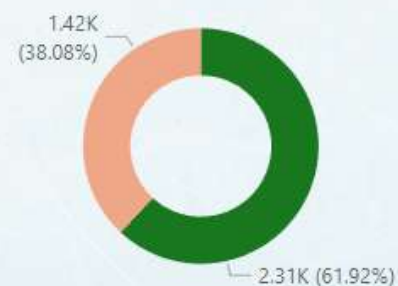


Region/Market/Customer Performance

region	Net_Sales	Gross_Margin	Gross_Margin %	Net Profit
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M
EU	₹ 775.48M	267.80M	34.53%	-95.52M
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



region, market
All

customer
All

segment, category, product
All

2018
2019
2020
2021
2022 EST

Q1
Q2
Q3
Q4

YTD
YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3,473K✓

LY: -752K (+361.97%)

Net Error

6899.0K✓

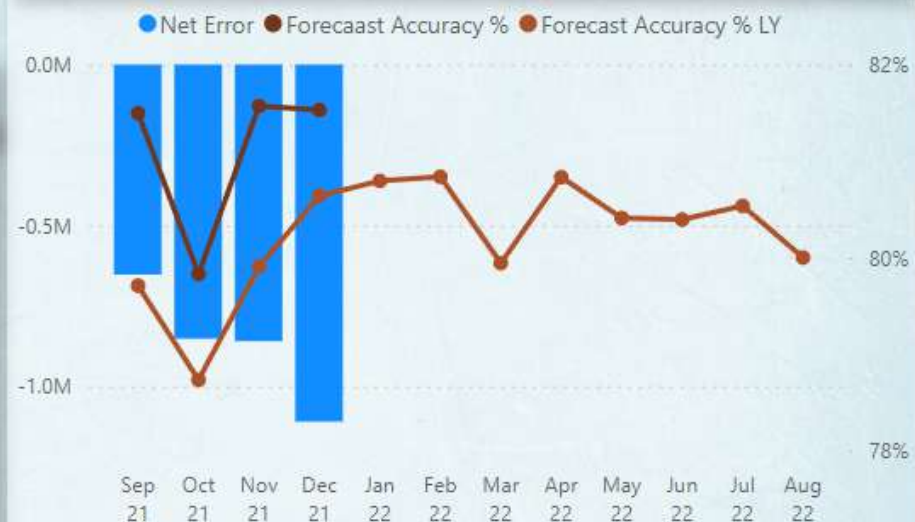
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics By Customer

customer	Forecaast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
BestBuy	46.60%	35.31%	81,179.00	16.72%	Excess Inventory
Circuit City	46.17%	35.02%	85,248.00	16.55%	Excess Inventory
Radio Shack	45.64%	38.46%	69,253.00	16.48%	Excess Inventory
Costco	51.95%	49.42%	1,01,913.00	15.79%	Excess Inventory
Path	50.57%	45.53%	91,486.00	14.91%	Excess Inventory
Control	52.06%	47.42%	64,731.00	13.01%	Excess Inventory
walmart	54.78%	50.12%	84,334.00	12.08%	Excess Inventory
Staples	54.45%	49.38%	79,821.00	11.51%	Excess Inventory
Leader	48.72%	24.45%	1,66,751.00	10.98%	Excess Inventory
Acclaimed Stores	57.74%	50.69%	83,037.00	10.74%	Excess Inventory
Sage	50.72%	33.58%	1,54,291.00	10.06%	Excess Inventory
Currys (Dixons Carphone)	54.29%	35.92%	8,104.00	6.00%	Excess Inventory
Billa	42.63%	18.29%	3,704.00	3.91%	Excess Inventory
Saturn	41.54%	19.16%	2,197.00	2.85%	Excess Inventory
Otto	45.76%	18.37%	1,962.00	2.41%	Excess Inventory
Logic Stores	52.49%	51.44%	6,430.00	2.37%	Excess Inventory
Nomad Stores	53.44%	50.59%	3,394.00	1.34%	Excess Inventory
Notebillig	42.70%	18.87%	1,141.00	1.31%	Excess Inventory
Relief	51.88%	52.04%	-348.00	-0.14%	Out of Stock
All-Out	43.96%	29.09%	-150.00	-0.32%	Out of Stock
Flipkart	54.21%	52.59%	-13,616.00	-1.09%	Out of Stock
Ebay	52.27%	50.49%	-19,127.00	-2.02%	Out of Stock

Accuracy/Net Error Trend



Key Metrics By Product

segment	Forecaast Accuracy %	Net Error	Risk	Net Error%
Desktop	87.53%	78,576.00	Excess Inventory	10.24%
Accessories	87.42%	3,41,468.00	Excess Inventory	1.72%
Networking	93.06%	-12,967.00	Out of Stock	-1.69%
Notebook	87.24%	-47,221.00	Out of Stock	-1.69%
Storage	71.50%	-6,28,266.00	Out of Stock	-25.61%
Peripherals	68.17%	-32,04,280.00	Out of Stock	-31.83%

