



Business Insights 360



Friday, November 28, 2025



Dec 21



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.



Information



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

BUSINESS

INSIGHTS 360

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FILTERS

Select Benchmark(BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/MARKET

All

BY CUSTOMERS

All

BY SEGMENT/CATEGORY/PRODUCT

All

Clear all slicers

Abbreviations

BM = Benchmark | LY=Last Year

NS = Net Sales | GM = Gross Margin

NP= Net Profit | Chg = Change

All values are in Million \$

NS \$

\$267.98M

BM: 111.37M (+140.61%)

GM %

37.10% !

BM: 41.20% (-9.95%)

NP %

-0.85% !

BM: 2.21% (-138.68%)

Net Sales Performace Over Time

Parameters

☐ Region

☒ Market

☐ Customer

☐ Segment

☐ Category

☐ Product

Top / Bottom Market by Net Sales

Market	Values	Chg %
India	64.73	71.40
USA	46.34	186.84
South Korea	22.38	42.67
Philiphines	17.45	151.28
Canada	15.87	171.27
Australia	13.90	193.45
France	10.74	97.56
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
- Operational Expenses	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

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Customer Performance Trend Matrix

Gross Margin % Variance0%

Customer Performance Trend Matrix chart showing Gross Margin % (Y-axis, 20% to 50%) versus Net Sales (X-axis, \$0M to \$30M). Data points are categorized by Region: APAC (Dark Blue), EU (Teal), LATAM (Light Green), and NA (Cyan). Customers include AtliQ Exclusive, Amazon, Atliq e Store, Flipkart, Sage, Leader, Neptune, Zone, Billa, Relief, Croma, Ebay, Electricalsociety, Expression, Ezone, Girias, Vijay Sales, and Unity Stores.


Unit Economics

Unit Economics chart showing Gross Margin (37.1%) and Total COGS (62.9%). The chart also displays Pre Invoice Deduction (124.7 (23%)) and Total Post Invoice Deduction (143.3 (27%)). The Net Sales are 268.0 (50%) and Total COGS are 168.6.

Customer Performance

MarketCustomerProduct

Customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	\$18.89M	37.96%	-8.68%
Atliq e Store	\$31.74M	\$11.89M	37.47%	-8.59%
AtliQ Exclusive	\$22.97M	\$10.52M	45.79%	-5.42%
Flipkart	\$10.92M	\$3.66M	33.54%	-3.75%
Ebay	\$8.15M	\$2.80M	34.34%	-19.35%
Sage	\$8.32M	\$2.60M	31.22%	-28.55%
Synthetic	\$5.75M	\$2.54M	44.23%	8.72%
Leader	\$7.73M	\$2.04M	26.36%	-45.22%
Novus	\$4.88M	\$2.01M	41.28%	10.25%
Neptune	\$4.41M	\$1.70M	38.66%	-16.07%
Electricalsociety	\$4.56M	\$1.54M	33.77%	-23.82%
Staples	\$3.71M	\$1.48M	39.99%	17.31%
Costco	\$3.60M	\$1.43M	39.59%	26.77%
Acclaimed Stores	\$3.73M	\$1.38M	37.09%	10.71%
walmart	\$3.42M	\$1.28M	37.43%	4.34%
Expression	\$3.86M	\$1.23M	31.95%	-20.01%
Reliance Digital	\$3.36M	\$1.22M	36.36%	-15.39%
Total	\$267.98M	\$99.42M	37.10%	-9.95%

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