



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.



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



Executive View

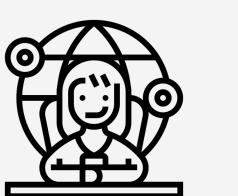
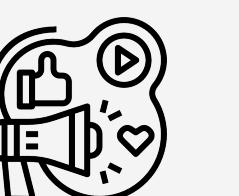
A top level dashboard for executives consolidating top insights from all dimensions of business.



Information



Support



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

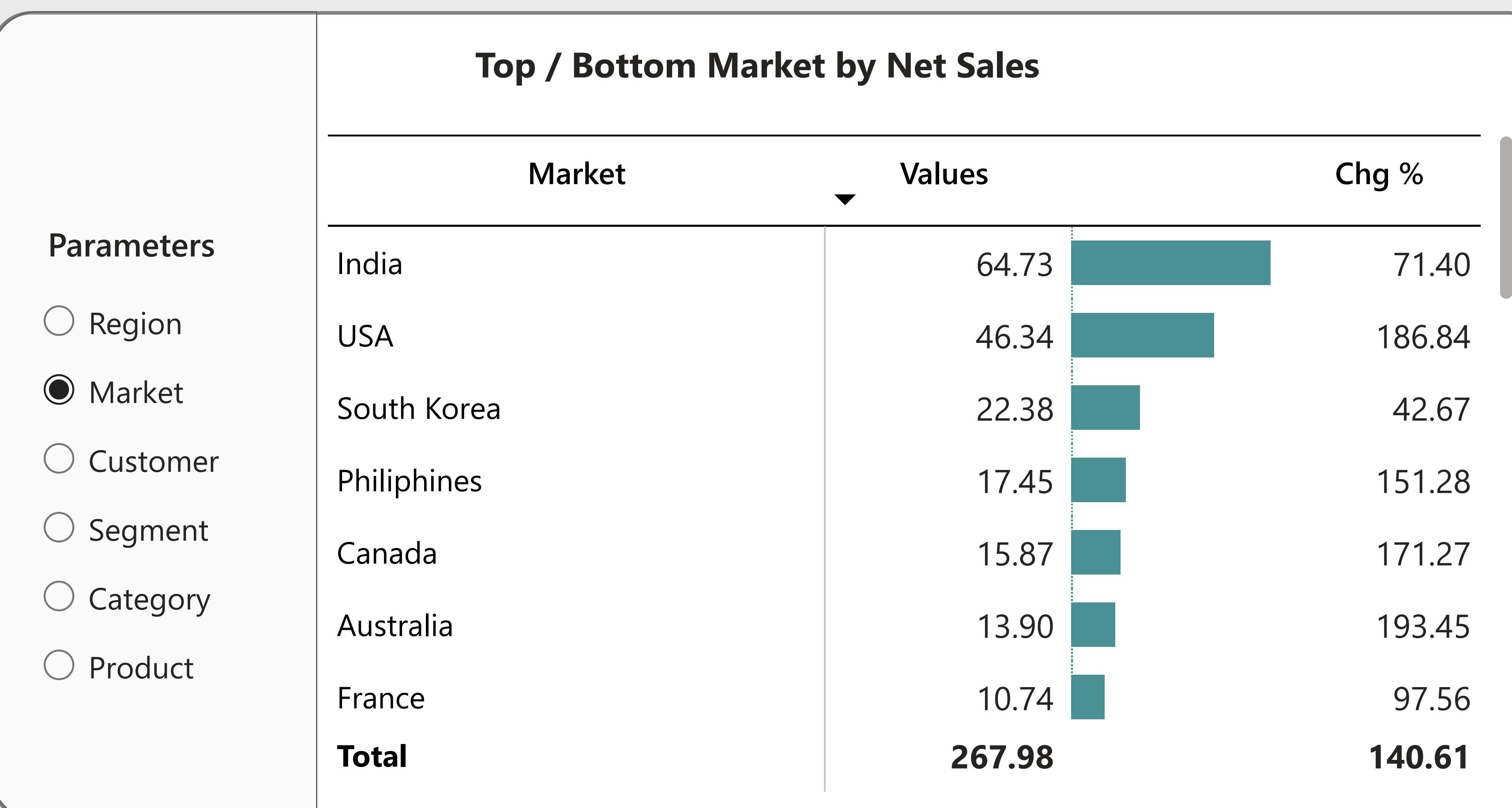
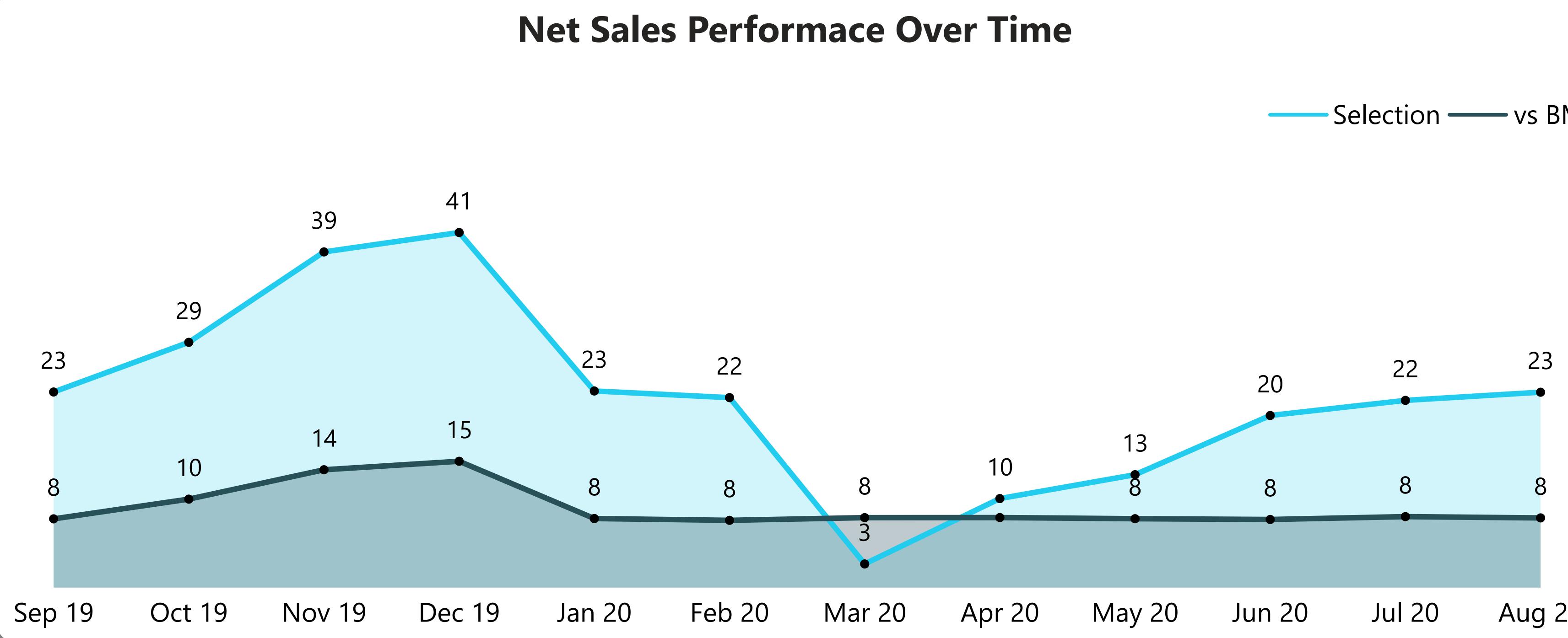
NP= Net Profit | Chg = Change

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%)



Parameters

 Region Market Customer Segment Category Product

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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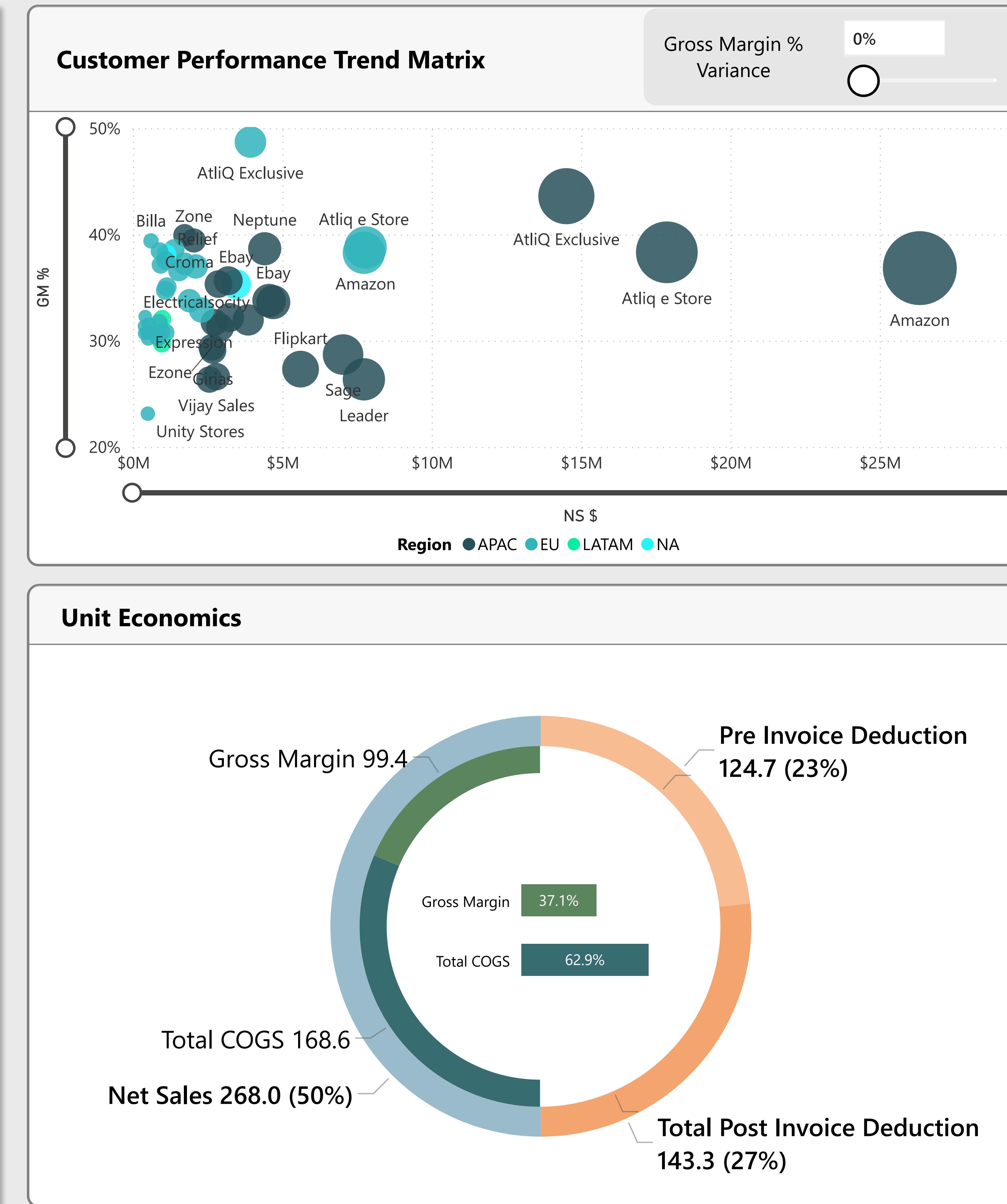
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Customer Performance

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%
Electricalsocity	\$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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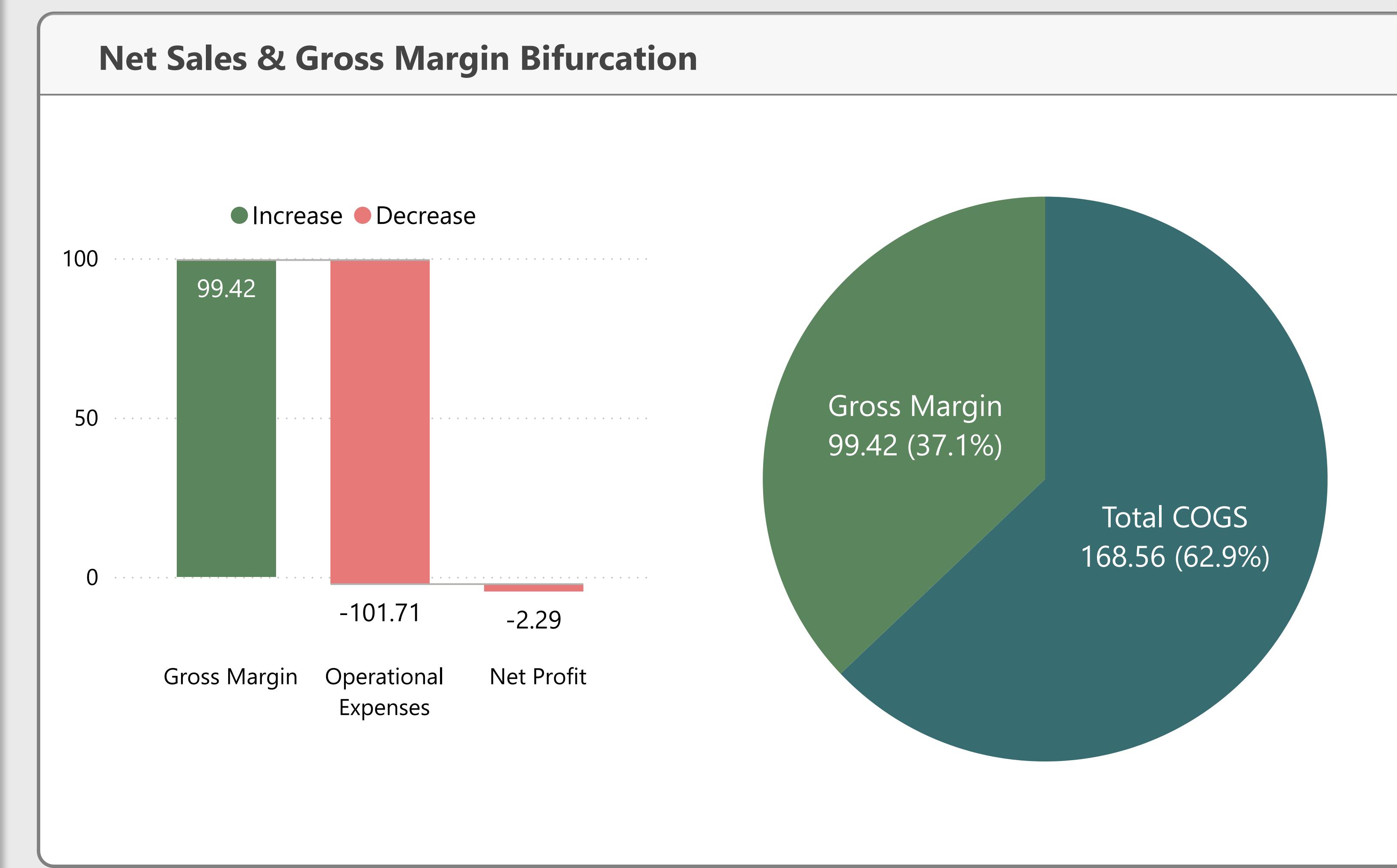
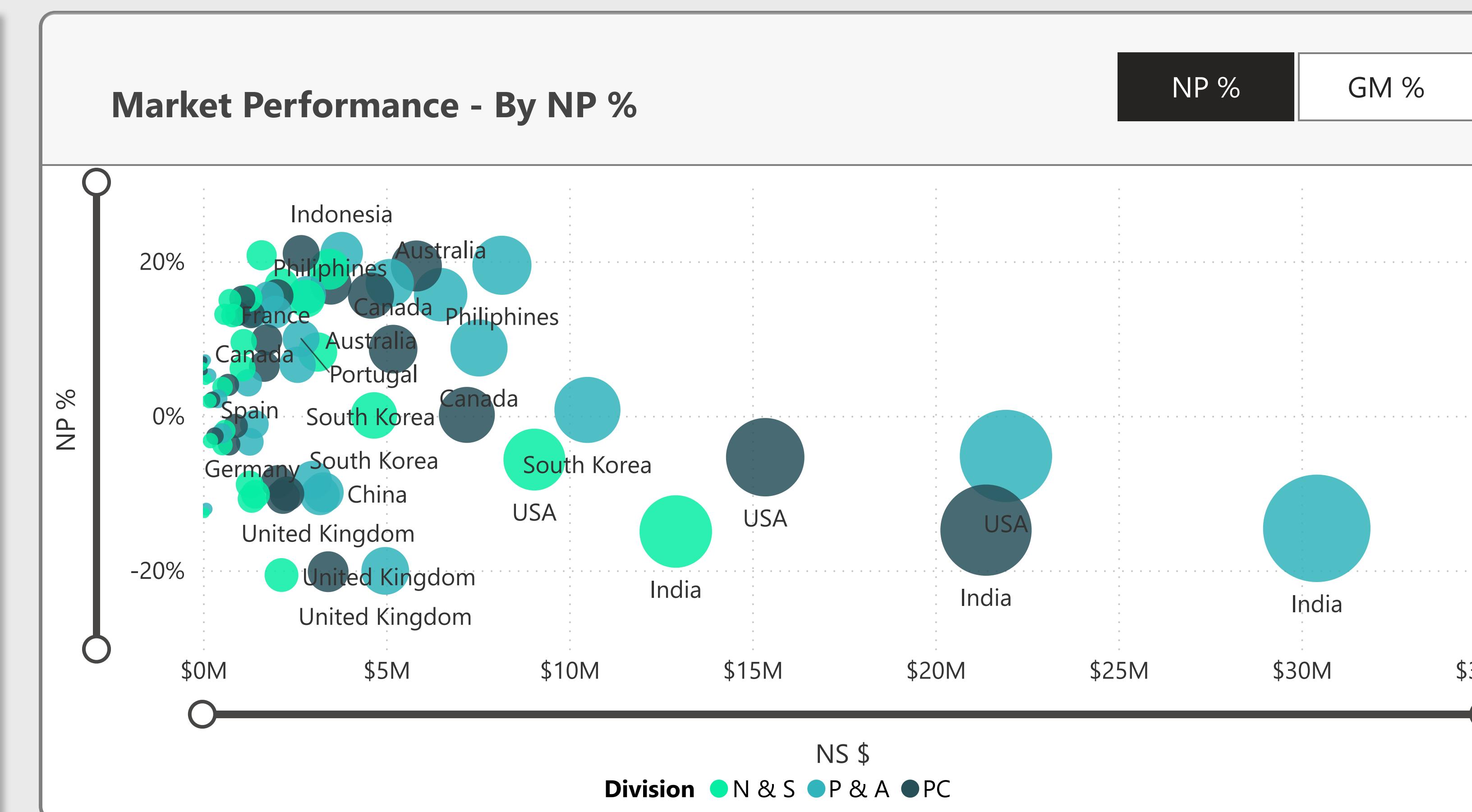
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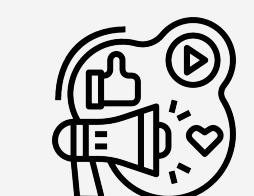
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Segment **Region**

Market	NS \$	GM \$	GM %	NP \$	NP %	Δ NP %
United Kingdom	\$10.55M	\$3.59M	34.05%	-2.13M	-20.23%	20.66%
India	\$64.73M	\$20.76M	32.07%	-9.54M	-14.73%	6065.23%
Austria	\$0.13M	\$0.03M	26.09%	-0.02M	-12.22%	
Germany	\$6.71M	\$2.41M	35.89%	-0.70M	-10.46%	3.17%
China	\$7.02M	\$2.71M	38.59%	-0.70M	-10.02%	-174.75%
Italy	\$6.30M	\$1.89M	29.98%	-0.54M	-8.52%	-222.99%
USA	\$46.34M	\$17.84M	38.50%	-2.48M	-5.35%	-58.53%
Spain	\$2.53M	\$0.95M	37.41%	-0.09M	-3.56%	
Brazil	\$1.05M	\$0.32M	30.20%	-0.03M	-2.57%	-135.77%
New Zealand	\$2.90M	\$0.75M	25.81%	-0.04M	-1.34%	
South Korea	\$22.38M	\$6.64M	29.66%	0.09M	0.40%	-97.30%
Mexico	\$0.84M	\$0.26M	31.26%	0.02M	2.10%	-74.06%
Japan	\$2.46M	\$0.91M	36.86%	0.10M	4.07%	
Sweden	\$0.25M	\$0.11M	44.02%	0.01M	5.09%	-237.92%
Netherlands	\$5.34M	\$2.53M	47.32%	0.34M	6.43%	-163.76%
Columbia	\$0.02M	\$0.01M	37.61%	0.00M	6.86%	
Chile	\$0.09M	\$0.03M	35.70%	0.01M	7.06%	
Canada	\$15.87M	\$6.61M	41.81%	1.27M	8.62%	112.00%
Total	\$267.98M	\$99.42M	37.10%	-2.29M	-0.85%	-138.68%



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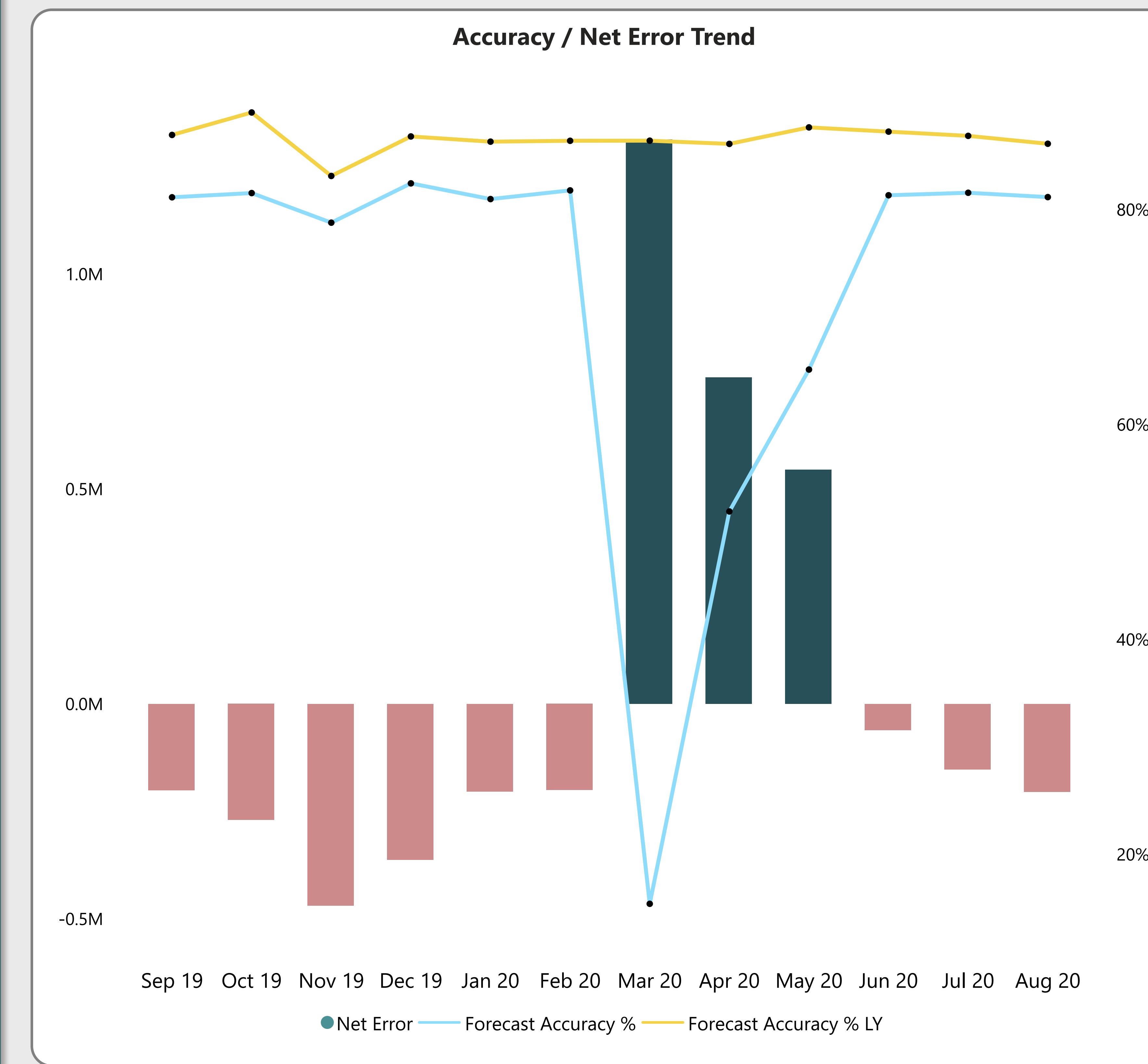
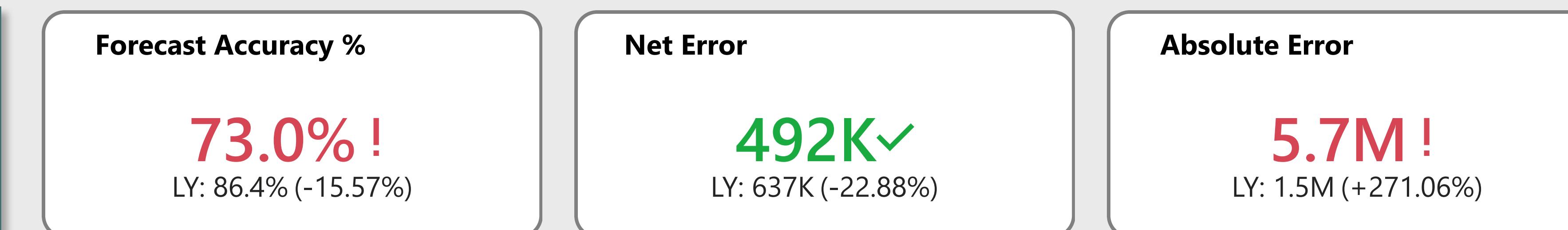
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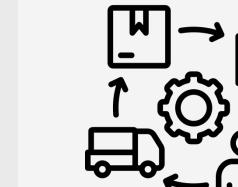
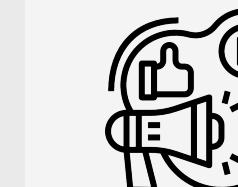
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Key Matrix by

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.7%	56.4%	-83,357	-39.76%	OOS
All-Out	35.2%		5,699	25.31%	EI
Amazon	48.4%	78.1%	-917,373	-31.93%	OOS
Argos (Sainsbury's)	43.3%	56.1%	10,038	10.79%	EI
Atlas Stores	39.2%	47.3%	24,488	26.07%	EI
Atliq e Store	55.2%	76.5%	-544,329	-28.48%	OOS
AtliQ Exclusive	56.6%	76.7%	330,680	17.76%	EI
BestBuy	7.3%	26.9%	-44,305	-32.55%	OOS
Billa	26.0%	36.1%	-2,483	-5.80%	OOS
Boulanger	38.1%	45.6%	-7,244	-8.78%	OOS
Chip 7	41.3%	30.3%	79,770	37.39%	EI
Chiptec	27.0%		-4,136	-10.85%	OOS
Circuit City	9.9%	26.2%	-47,555	-34.82%	OOS
Control	30.4%	36.2%	-20,992	-11.29%	OOS
Coolblue	43.2%	55.2%	15,660	11.41%	EI
Costco	33.2%	38.0%	8,127	2.94%	EI



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