



Business Insights 360



Info

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



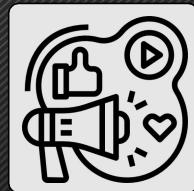
Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



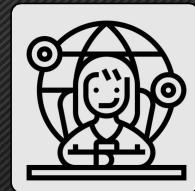
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Marketing

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

All

customer

All

segment, category

All

2019

2020

2021

2022EST

Q1

Q2

YTD

YTG

₹ 1.64bn ✓
LY: ₹ 0.35bn (+373.72%)37.75% ✓
LY: 36.46% (+3.52%)-14.13% !
LY: -0.07 (-112.81%)

Net Sales

GM%

Net Profit %

Profit & Loss Statement

Line Item	2022EST	LY	YOY	YOY %
Gross Sales	3,258.68	701.11	2,557.57	364.79
Pre Invoice Deduction	764.20	165.57	598.63	361.56
Net Invoice Sales	2,494.48	535.54	1,958.94	365.79
- Post Discounts	558.55	118.65	439.89	370.74
- Post Deductions	293.03	70.08	222.95	318.15
Total Post Invoice Deduction	851.58	188.73	662.85	351.21
Net Sales	1,642.91	346.81	1,296.09	373.72
- Manufacturing Cost	971.74	209.65	762.10	363.51
- Freight Cost	44.29	9.28	35.01	377.14
- Other Cost	6.74	1.43	5.31	372.22
Total COGS	1,022.77	220.36	802.41	364.14
Gross Margin	620.14	126.46	493.68	390.40
Gross Margin %	37.75	36.46	1.28	3.52
GM / Unit	15.46	5.99	9.47	157.97
Operational Expense	-852.29	-149.48	-702.81	470.15
Net Profit	-232.15	-23.03	-209.12	908.09
Net Profit %	-14.13	-6.64	-7.49	112.81

Performance Overtime



Top /Bottom Products & Customers

region	P & L Values	P & L YOY Chg %
APAC	882.68	373.83
NA	392.10	423.53
EU	362.09	329.67
LATAM	6.04	344.10
Total	1,642.91	373.72

segment	P & L Values	P & L YOY Chg %
Desktop	280.78	1,325.58
Peripherals	444.83	536.63
Notebook	683.24	508.24
Accessories	190.84	85.15
Storage	26.95	18.04
Networking	16.28	-14.39
Total	1,642.91	373.72





region, market

All

customer

All

segment, category

All

2019

2020

2021

2022EST

Q1

Q2

YTD

YTG

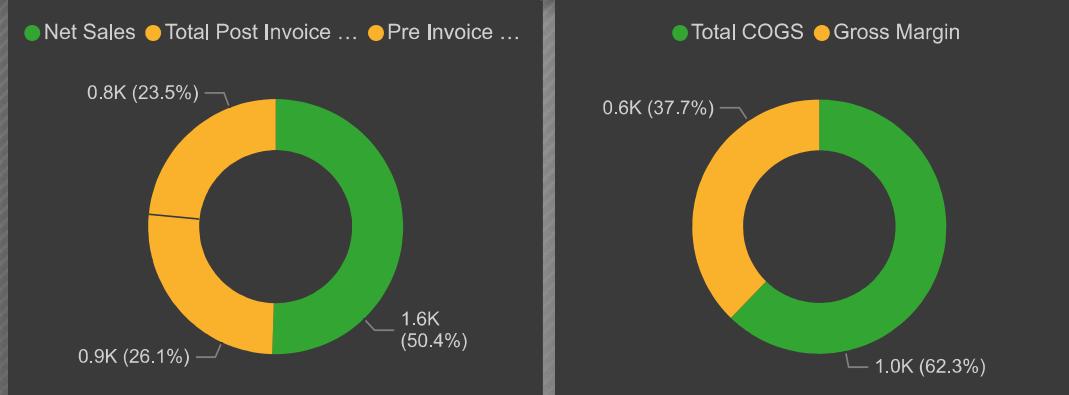
customer

	NS INR	GM INR	GM %
Acclaimed Stores	₹ 29.5M	11.6M	39.40%
All-Out	₹ 2.0M	0.7M	38.19%
AltiQ Exclusive	₹ 133.6M	63.0M	47.14%
Amazon	₹ 218.2M	79.0M	36.20%
Argos (Sainsbury's)	₹ 6.6M	2.6M	38.95%
Atlas Stores	₹ 6.9M	2.2M	31.65%
Atliq e Store	₹ 133.1M	48.5M	36.46%
Atliq Exclusive	₹ 25.7M	10.0M	38.99%
BestBuy	₹ 18.9M	8.5M	44.79%
Billa	₹ 2.9M	0.7M	24.02%
Boulanger	₹ 12.4M	4.9M	39.90%
Chia 7	₹ 12.3M	4.0M	32.68%
Total	₹ 1,642.9M	620.1M	37.75%



segment

	NS INR	GM INR	GM %
<input type="checkbox"/> Notebook	₹ 683.24M	257.5M	37.68%
<input type="checkbox"/> Gaming Laptop	₹ 294.94M	110.6M	37.49%
<input type="checkbox"/> Personal Laptop	₹ 212.56M	80.3M	37.77%
AQ F16	₹ 38.70M	14.8M	38.14%
AQ GEN Z	₹ 35.17M	13.2M	37.51%
AQ Gen Y	₹ 33.22M	12.6M	37.86%
AQ Gen X	₹ 31.22M	11.6M	37.11%
AQ Elite	₹ 27.74M	10.6M	38.11%
AQ Digit	₹ 21.65M	8.2M	38.09%
AQ Velocity	₹ 18.52M	7.0M	37.83%
AQ Aspiren	₹ 6.33M	2.3M	36.87%
Total	₹ 1,642.91M	620.1M	37.75%





region, market

customer

segment, category

All

All

All

2019

2020

2021

2022EST

Q1

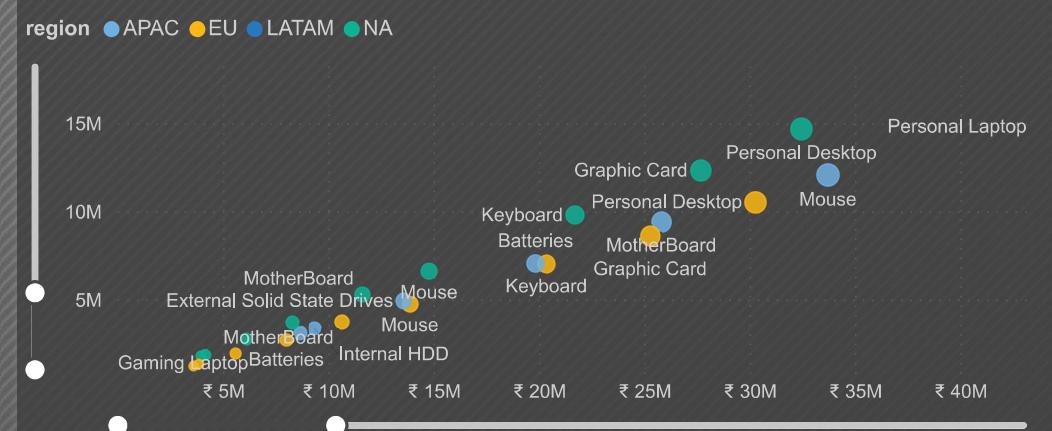
Q2

YTD

YTG

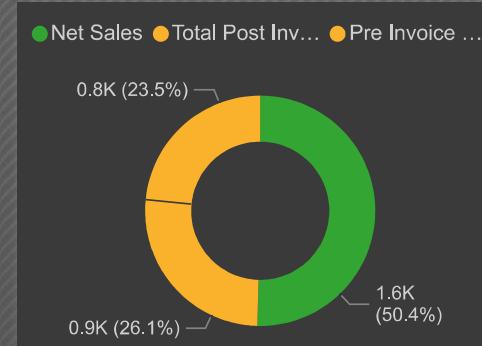
segment NS INR GM INR GM % Net Profit %

Accessories	₹ 190.84M	71.9M	37.70%	-14.19%
AQ Gamers	₹ 8.44M	3.1M	37.10%	-14.81%
AQ Gamers Ms	₹ 5.95M	2.2M	37.45%	-14.45%
AQ LION x1	₹ 6.32M	2.5M	38.81%	-12.95%
AQ LION x2	₹ 7.14M	2.6M	36.66%	-15.31%
AQ LION x3	₹ 8.96M	3.3M	37.27%	-14.56%
AQ Lite Total	₹ 10.60M	4.0M	38.10%	-13.95%
Total	₹ 1,642.91M	620.1M	37.75%	-14.13%



region NS INR GM INR GM % Net Profit INR

APAC	₹ 882.68M	316.6M	35.87%	-133.14M
EU	₹ 362.09M	124.9M	34.50%	-42.48M
Austria	₹ 6.56M	1.9M	29.34%	-0.94M
France	₹ 57.46M	18.8M	32.65%	-4.55M
Germany	₹ 30.87M	8.2M	26.53%	-9.36M
Italy	₹ 39.19M	15.3M	39.07%	-2.07M
Netherlands	₹ 20.34M	6.5M	31.79%	-2.00M
Norway	₹ 45.19M	16.2M	35.80%	2.03M
Poland	₹ 15.25M	6.5M	42.35%	-0.05M
Portugal	₹ 29.66M	8.7M	29.26%	-4.04M
Total	₹ 1,642.91M	620.1M	37.75%	-232.15M





region, market	customer	segment, category
All	All	All

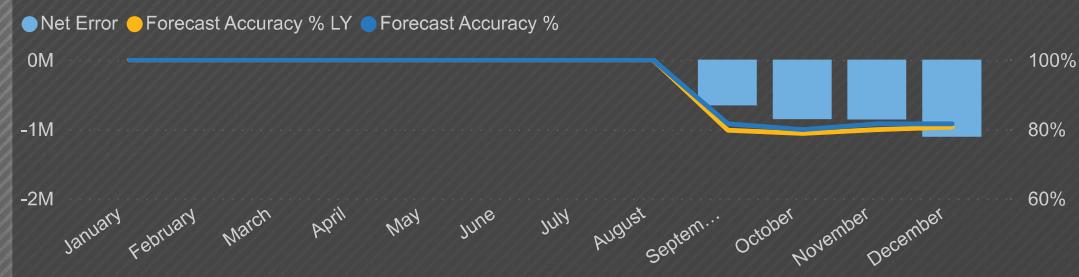
2019	2020	2021	2022EST
Q1	Q2	YTD	YTG

40.11M ✓
LY: 21.10M (+90.1%)
Sales QTY

-3472.69K !
LY: -328.76K (-956.3%)
Net Error



segment	Net Error	Risk	Net Error %	Forecast Accuracy %	Forecast Accuracy % LY
Accessories	341468	Excess Inventory	1.72%	87.42%	77.24%
Desktop	78576	Excess Inventory	10.24%	87.53%	84.91%
Networking	-12967	Out of Stock	-1.69%	93.06%	90.42%
Wi fi extender	-12967	Out of Stock	-1.69%	93.06%	90.42%
Notebook	-47221	Out of Stock	-1.69%	87.24%	80.24%
Business Laptop	3569	Excess Inventory	0.52%	94.38%	85.04%
Personal Laptop	128967	Excess Inventory	9.31%	90.05%	74.79%
Gaming Laptop	-179757	Out of Stock	-25.00%	75.00%	85.58%
Peripherals	-3204280	Out of Stock	-31.83%	68.17%	83.08%
Storage	-628266	Out of Stock	-25.61%	71.50%	83.05%
USB Flash Drives	24402	Excess Inventory	3.37%	93.57%	91.09%
External Solid State Drives	-652668	Out of Stock	-37.73%	62.27%	79.52%
Total	-3472690	Out of Stock	-9.48%	81.17%	79.85%



customer	Forecast Accuracy %	Net Error	Risk	Net Error %	Forecast Accuracy % LY	Forecast Accuracy %
Acclaimed Stores	57.74%	83037	Excess Inventory	10.74%	50.00%	57.74%
BestBuy	46.60%	81179	Excess Inventory	16.72%	34.72%	46.60%
Billa	42.63%	3704	Excess Inventory	3.91%	21.82%	42.63%
Circuit City	46.17%	85248	Excess Inventory	16.55%	35.62%	46.17%
Control	52.06%	64731	Excess Inventory	13.01%	47.69%	52.06%
Costco	51.95%	101913	Excess Inventory	15.79%	48.35%	51.95%
Currys (Dixons Carphone)	54.29%	8104	Excess Inventory	6.00%	35.27%	54.29%
Leader	48.72%	166751	Excess Inventory	10.98%	27.72%	48.72%
Logic Stores	52.49%	6430	Excess Inventory	2.37%	49.66%	52.49%
Nomad Stores	53.44%	3394	Excess Inventory	1.34%	51.58%	53.44%
Notebillig	42.70%	1141	Excess Inventory	1.31%	18.18%	42.70%
Otto	45.76%	1962	Excess Inventory	2.41%	17.85%	45.76%
Total	81.17%	-3472690	Out of Stock	-9.48%	79.85%	81.17%

Key Takeaways

P & L Values (78.03% increase) and P & L LY (79.82% increase) both trended up between Wednesday, September 1, 2021 and Wednesday, December 1, 2021.

Across all metrics, P & L Values had the most interesting recent trend and started trending up on Wednesday, September 1, 2021, rising by 78.03% (222.85) in 3 months.

P & L Values jumped from 285.59 to 508.43 during its steepest incline between Wednesday, September 1, 2021 and Wednesday, December 1, 2021.

At ₹ 1,64,29,05,807.3, NS INR has exceeded the target goal of ₹ 34,68,12,998.3.

India had the highest NS INR (₹ 44,52,55,857.3) and GM INR (158879935.1). The region with the highest NS INR and GM INR was APAC.

At -652549, September had the highest Net Error and was 41.18% higher than December, which had the lowest Net Error at -1109365.

Net Error and total Forecast Accuracy % LY are negatively correlated with each other.

December accounted for 31.95% of Net Error.

Across all 12 Month, Net Error ranged from -1109365 to -652549, Forecast Accuracy % LY ranged from 78.73% to 100.00%, and Forecast Accuracy % ranged from 79.83% to 100.00%.

At 40114946, Sales QTY has exceeded the target goal of 21101908.

Business Laptop had the highest NS INR (₹ 17,16,61,816.4) and GM INR (61762516.6). The region with the highest NS INR and GM INR was APAC.

Most category were below ₹ 2,93,37,603.7 in NS INR and below 11073875.4 in GM INR.

Net Sales had the highest P & L Values at 1,642.91, followed by Total Post Invoice Deduction at 851.58 and Pre Invoice Deduction at 764.20.

Most market were below ₹ 6,08,48,363.2 in NS INR and below 22968037.9 in GM INR.

Net Sales had the highest P & L Values at 1,642.91, followed by Total Post Invoice Deduction at 851.58 and Pre Invoice Deduction at 764.20.