



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..



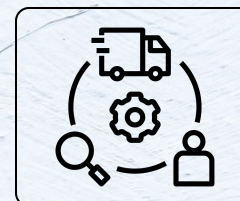
Sales View

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



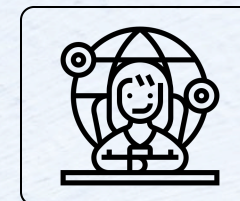
Marketing View

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
All

customer
All

segment, c...
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales

\$823.85M✓

LY: ₹ 267.98M (+207.43%)

GM %

36.49%!

LY: 0.37 (-1.65%)

Net Profit %

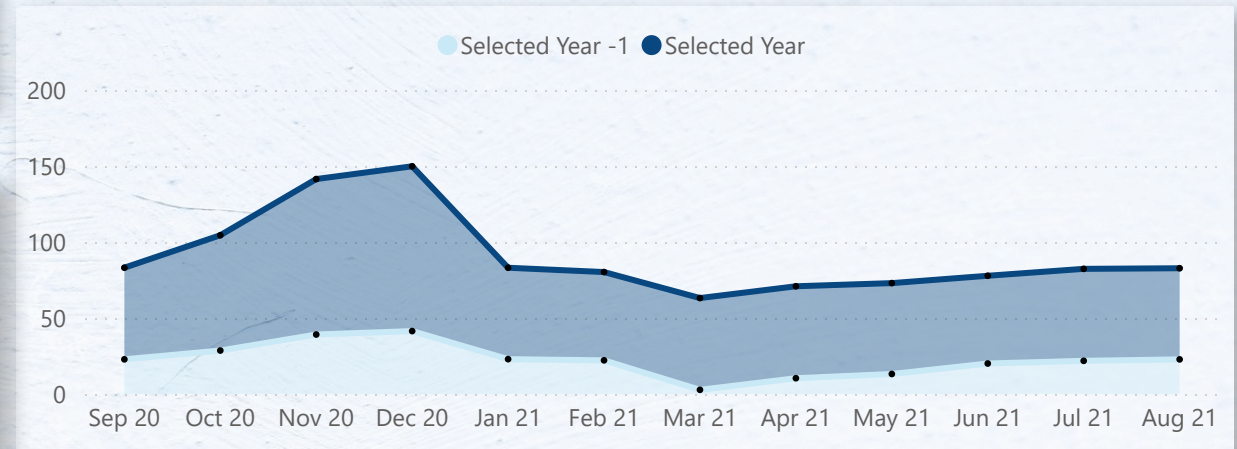
-6.63%!

LY: -0.01 (-676.38%)

Profit and Loss Statement

Line Item	2021	LY	YoY Chg	YoY Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	3,64,907.52	3,71,011.77	-6,104.25	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top / Bottom Product & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.34
LATAM	3.16	58.40	Networking	45.16	72.26
NA	177.94	186.03	Notebook	266.49	208.45
Total	823.85	207.43	Peripherals	166.51	174.64
			Storage	54.42	97.48
			Total	823.85	207.43



region, market
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Customer Performance

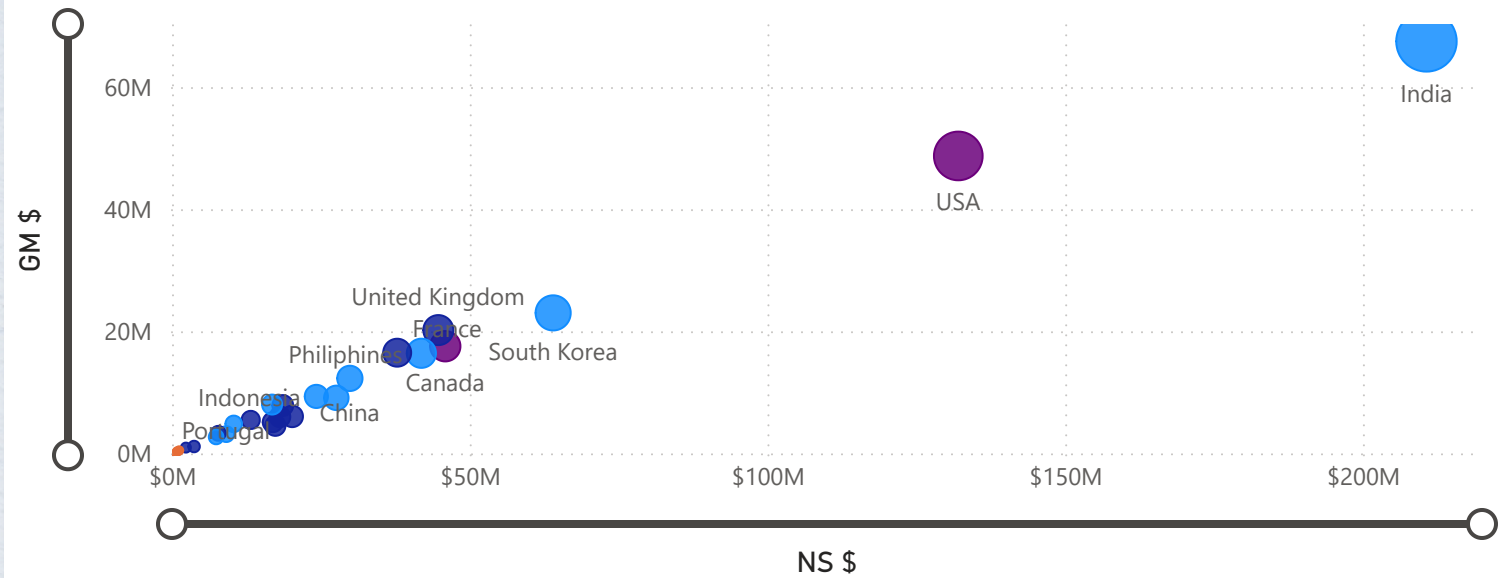
customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Sage	\$27.07M	\$9.52M	35.16%
Neptune	\$21.00M	\$8.65M	41.17%
Leader	\$24.51M	\$8.34M	34.01%
Flipkart	\$25.25M	\$7.64M	30.23%
Ebay	\$19.87M	\$7.17M	36.10%
Synthetic	\$16.10M	\$6.32M	39.25%
Electricalslytical	\$15.64M	\$5.92M	37.86%
Electricalsocity	\$16.25M	\$5.66M	34.83%
Total	\$823.85M	\$300.63M	36.49%

Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$244.85M	89.30M	36.47%
Desktop	\$46.43M	16.79M	36.17%
Networking	\$45.16M	16.60M	36.75%
Notebook	\$266.49M	97.12M	36.45%
Peripherals	\$166.51M	60.81M	36.52%
Storage	\$54.42M	20.00M	36.75%
Total	\$823.85M	300.63M	36.49%

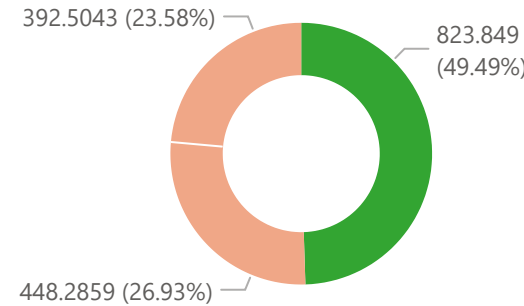
Performance Matrix

region ● APAC ● EU ● LATAM ● NA

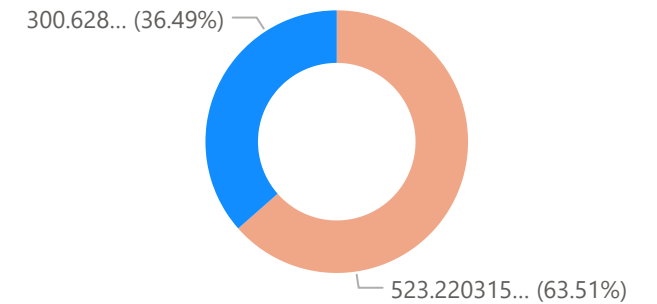


Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice D...



● Total COGS ● Gross Margin





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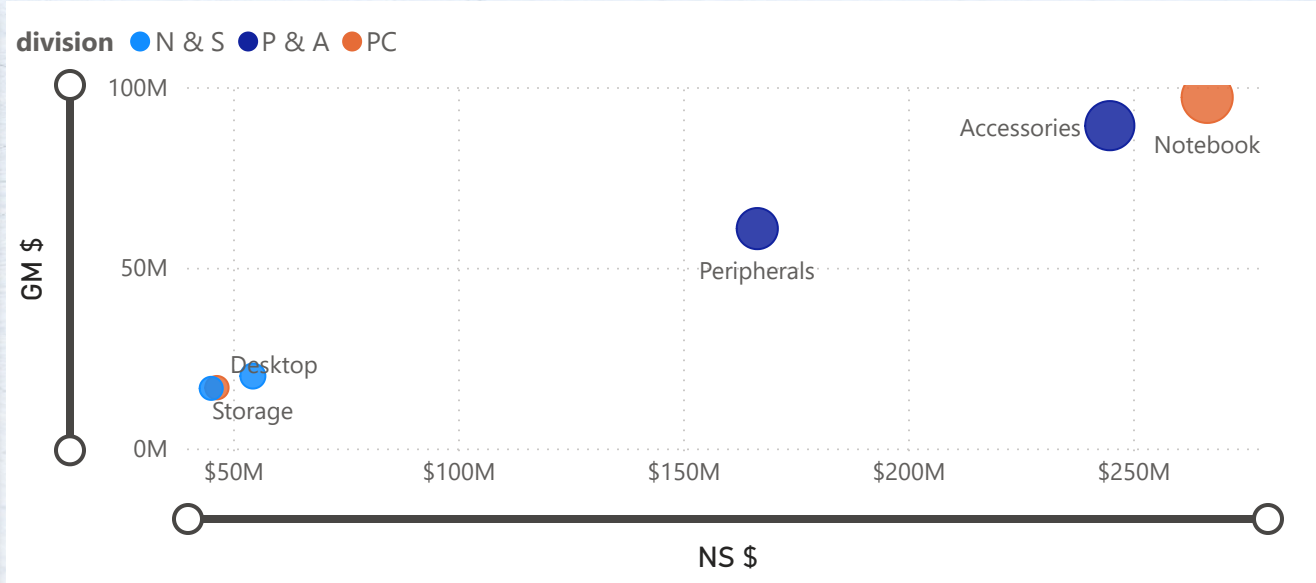
YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

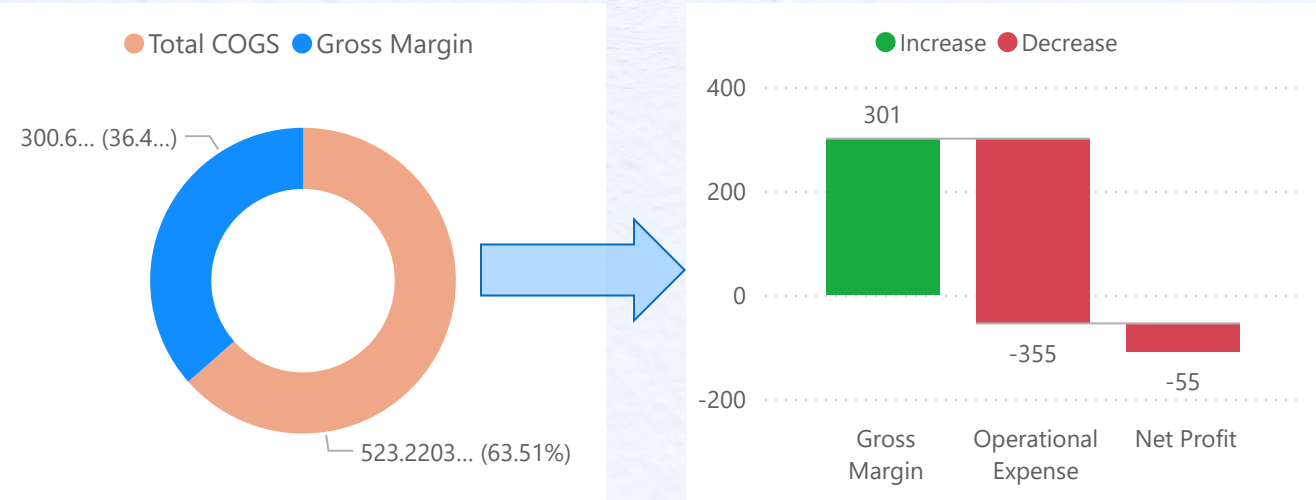
Performance Matrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics





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Accuracy

80.21%✓

LY: 72.99% (+9.88%)

Net Error

-751.7K✓

LY: 491.6K (-252.91%)

ABS Error

9780.7K!

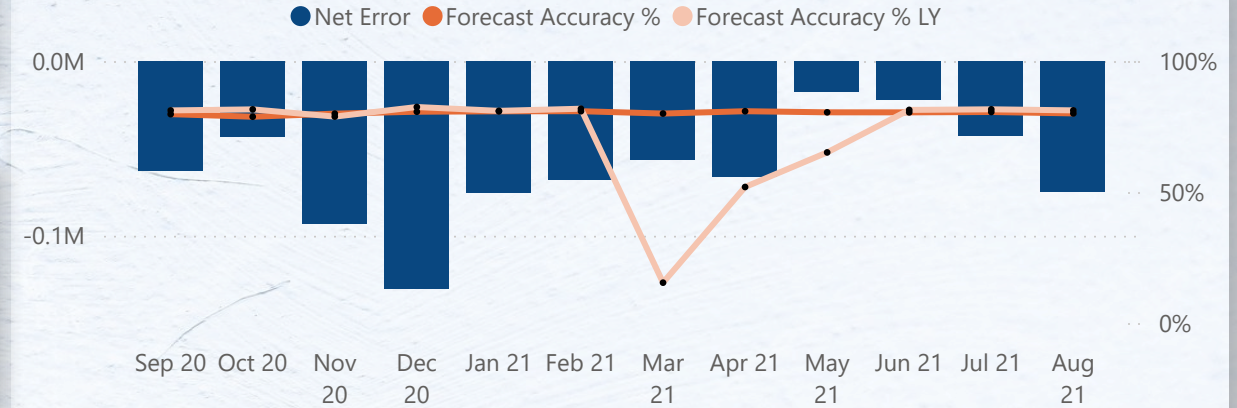
LY: 5743.2K (+70.3%)

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	Out of Stock
All-Out	29.09%	35.18%	-12425	-30.67%	Out of Stock
AltIQ Exclusive	71.15%	56.78%	-191800	-5.73%	Out of Stock
Amazon	74.54%	48.43%	-155116	-2.35%	Out of Stock
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	Excess Inventory
Atlas Stores	48.16%	39.19%	99521	29.63%	Excess Inventory
Atliq e Store	74.59%	55.24%	-94643	-2.30%	Out of Stock
Atliq Exclusive	42.13%	32.66%	2714	0.35%	Excess Inventory
BestBuy	35.31%	7.31%	-73279	-16.97%	Out of Stock
Billa	18.29%	26.05%	-37856	-47.09%	Out of Stock
Boulanger	58.77%	38.12%	81786	18.34%	Excess Inventory
Chip 7	53.44%	41.32%	95124	18.82%	Excess Inventory
Chiptec	52.54%	27.04%	72175	22.07%	Excess Inventory
Circuit City	35.02%	9.90%	-84752	-19.00%	Out of Stock
Control	47.42%	30.41%	-64707	-11.99%	Out of Stock
Total	80.21%	72.99%	-75171	-1.52%	Out of Stock

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Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	Out of Stock
Desktop	84.37%	70.07%	16205	11.22%	Excess Inventory
Networking	90.40%	52.50%	227056	8.17%	Excess Inventory
Notebook	79.99%	76.65%	-51254	-3.96%	Out of Stock
Peripherals	83.23%	75.18%	-318194	-5.89%	Out of Stock
Storage	83.54%	81.01%	1507656	15.77%	Excess Inventory
Total	80.21%	72.99%	-751714	-1.52%	Out of Stock