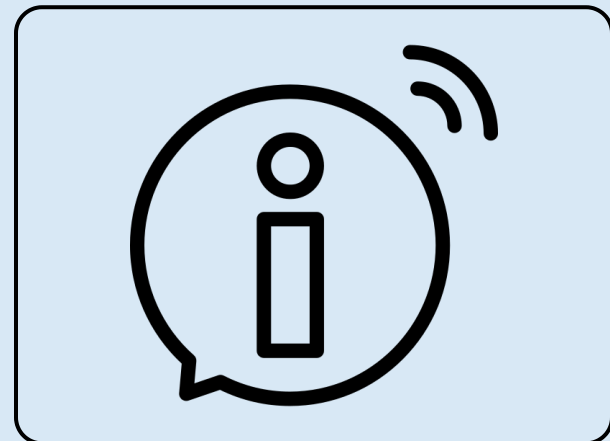




# Bussiness Insights 360



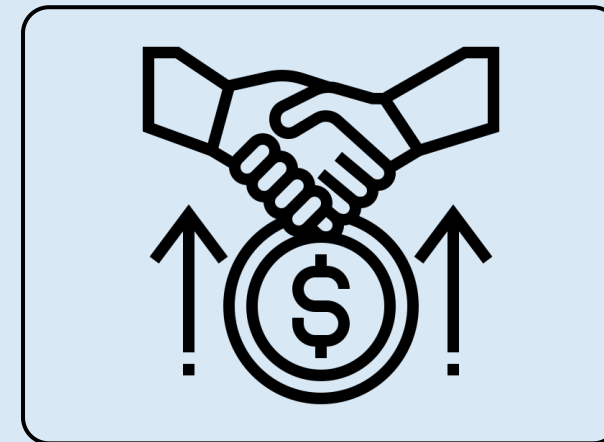
## Info

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



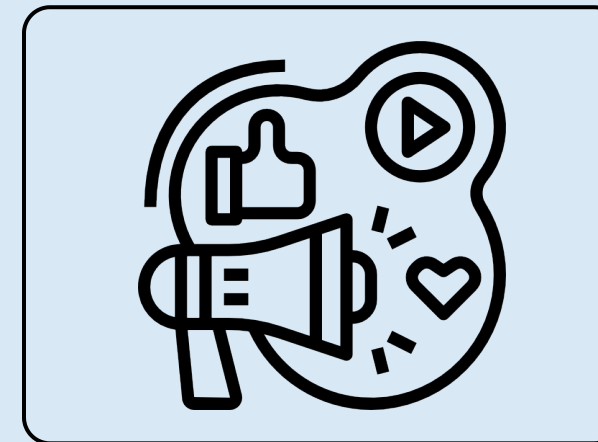
## Finance View

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



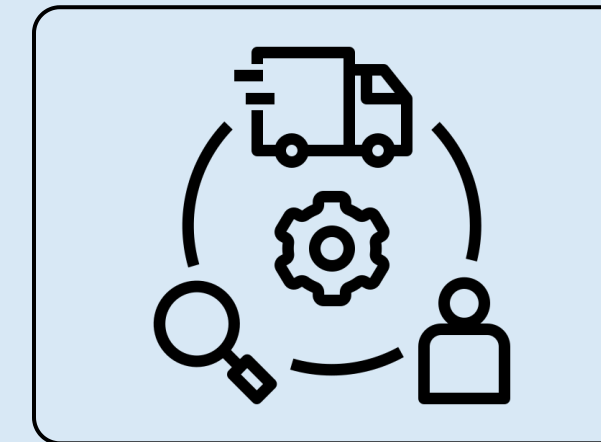
## Sales View

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



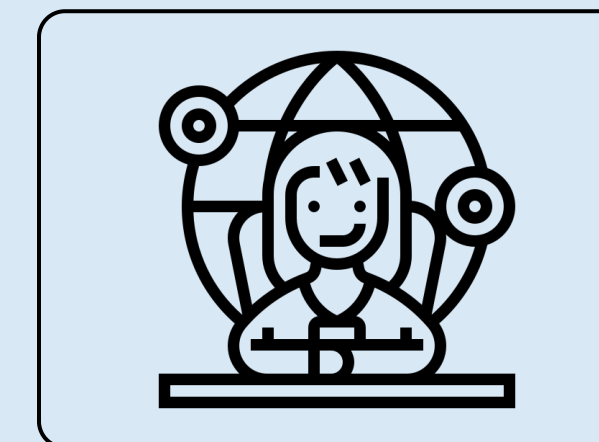
## Marketing View

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..



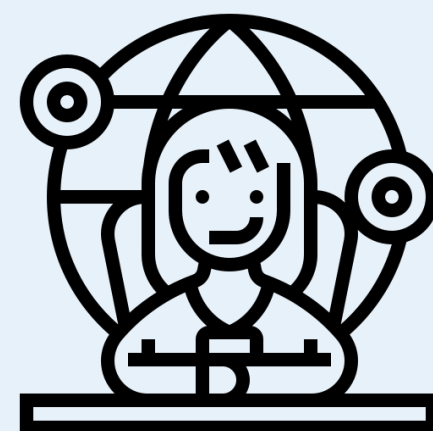
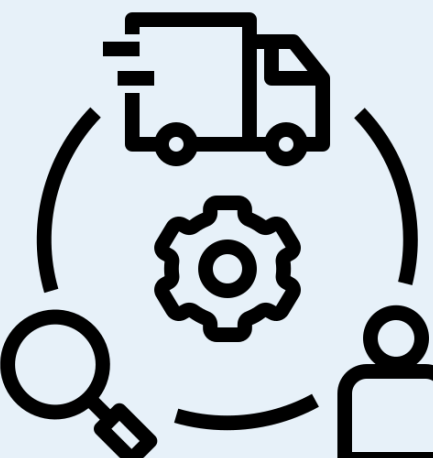
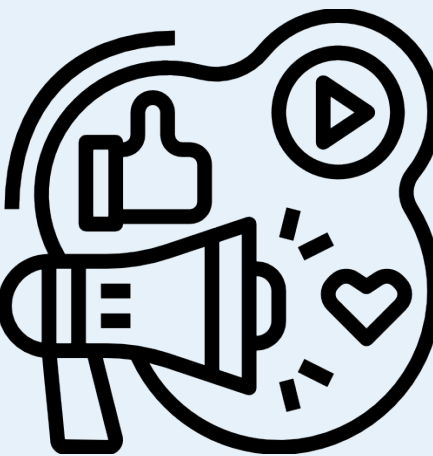
## Executive View

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.



market, region

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

₹ 100.95M✓

LY: ₹ 26.02M (+287.92%)

Net sales

-21.63!

LY: -2561.42% (-15.57%)

GM %

-2162.7%!

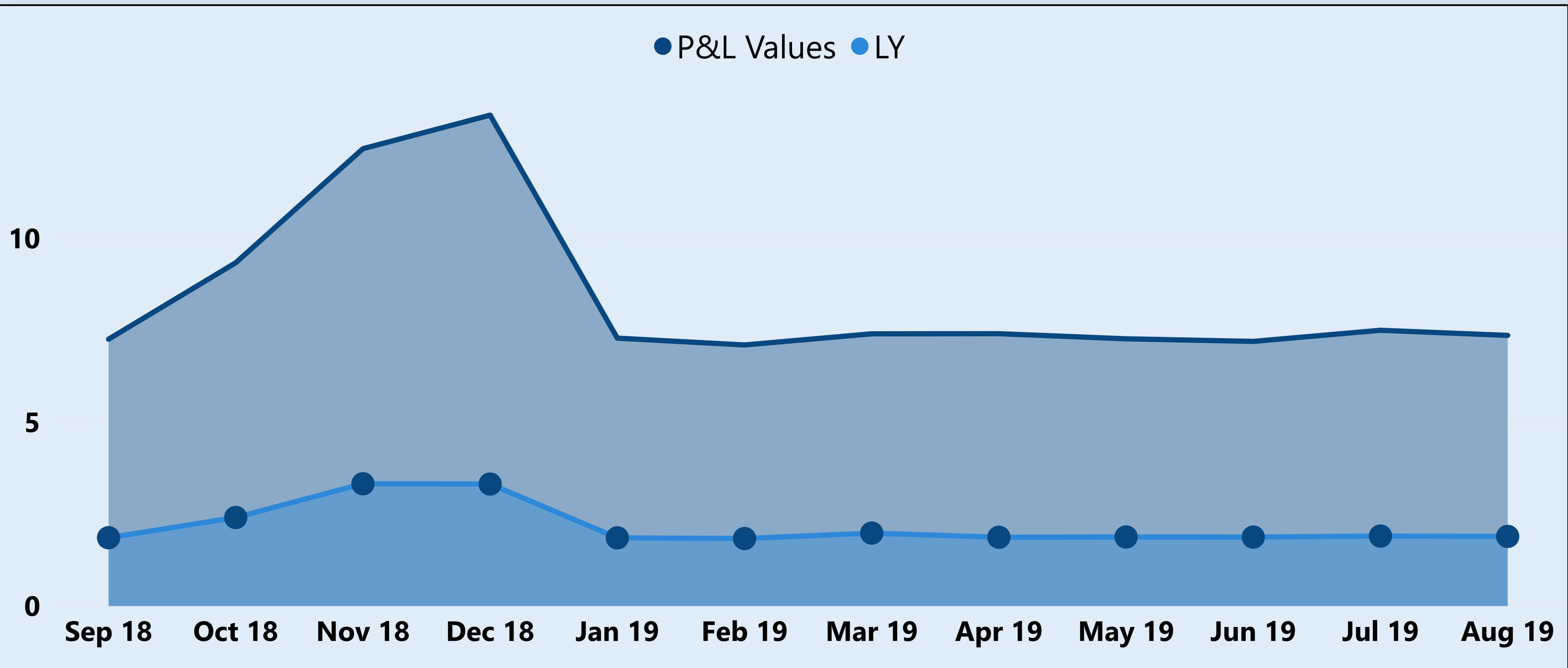
LY: -2561.42% (-15.57%)

Net profit %

Profit and Loss Statement

Line Item▲	2019	LY	P&L YOY Chg	P&L YOY Chg %
Gross Sales	-2,183.21	-666.56	-1,516.65	327.53
Pre Invoice Deduction	-47.44	-13.92	-33.52	340.83
Net Invoice Sales	161.62	44.40	117.22	363.99
- Post Discounts	35.58	12.74	22.84	279.34
- Post Deductions	25.10	5.64	19.45	444.75
Total Post Invoice Deduction	60.67	18.38	42.29	330.12
Net Sales	100.95	26.02	74.93	387.92
- Manufacturing Cost	2,281.31	691.85	1,589.46	329.74
- Freight Cost	2.39	0.65	1.74	367.61
- Other Cost	0.46	0.08	0.38	558.33
Total COGS	2,284.16	692.58	1,591.58	329.80
Gross Margin	-2,183.21	-666.56	-1,516.65	327.53
Gross Margin %	-2,162.70	-2,561.42	398.72	84.43
GM / Unit	-202.43	-192.97	-9.46	104.90
Operation Expense	0.00	0.00	0.00	17.52
Net Profit	-2,183.21	-666.56	-1,516.65	327.53
Net Profit %	-2,162.70	-2,561.42	398.72	84.43

Net Sales Performance over Time

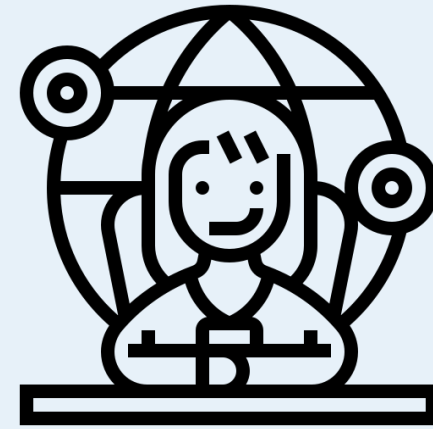
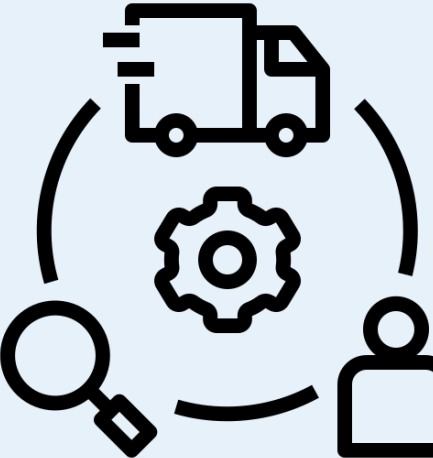
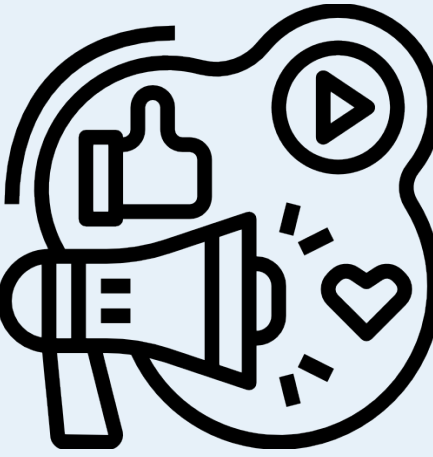


Top/Bottom Products & Customer by Net Sales

region	P&L Values	P&L YOY Chg %▼
⊕ EU	15.65	972.16
⊕ LATAM	0.75	431.78
⊕ APAC	65.18	357.27
⊕ nan	19.36	323.00
<b>Total</b>	<b>100.95</b>	<b>387.92</b>

segment	P&L Values▼	P&L YOY Chg %
⊕ Notebook	29.37	442.06
⊕ Accessories	25.42	317.54
⊕ Peripherals	17.90	263.18
⊕ Networking	15.72	544.92
⊕ Storage	12.53	743.34
<b>Total</b>	<b>100.95</b>	<b>387.92</b>





market, region

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

₹ 100.95M✓

LY: ₹ 26.02M (+287.92%)

Net sales

-21.63!

LY: -2561.42% (-15.57%)

GM %

-2162.7%!

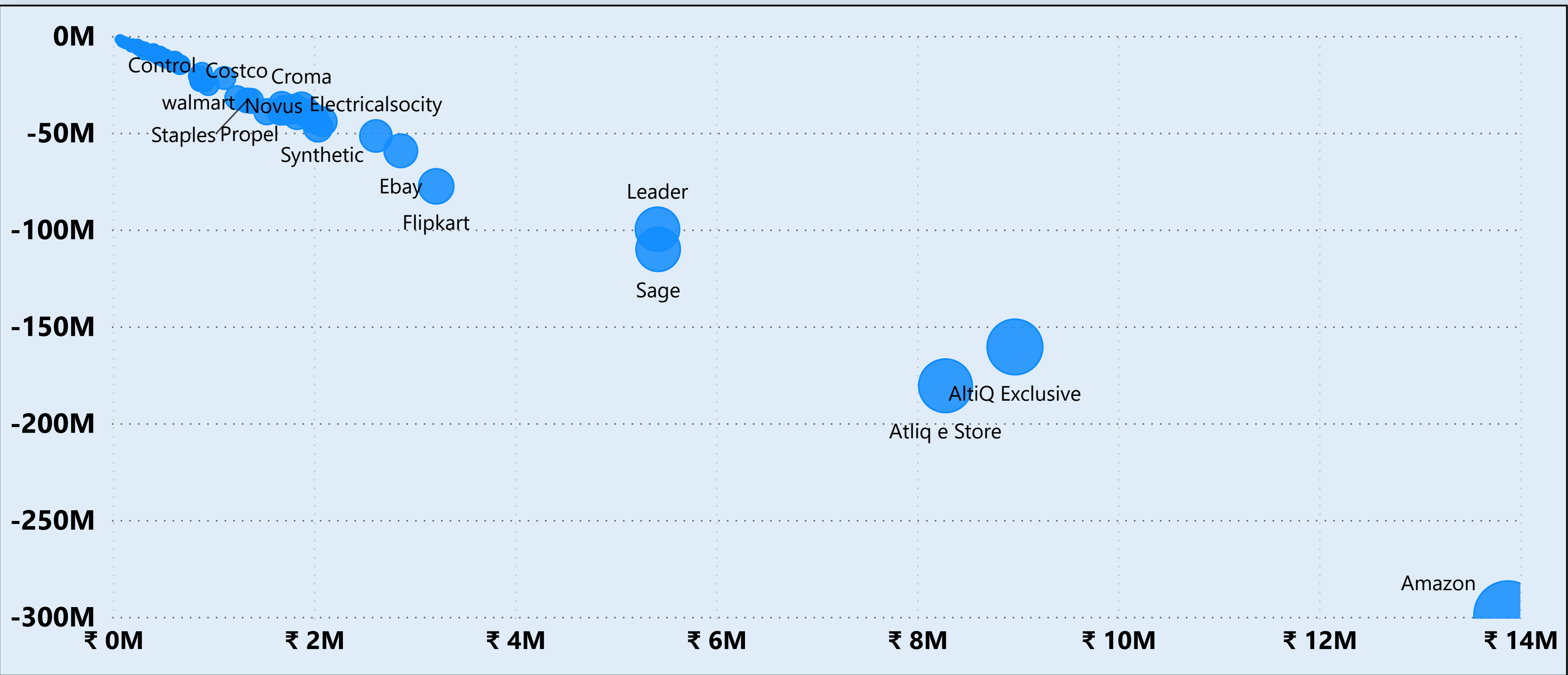
LY: -2561.42% (-15.57%)

Net profit %

### Profit and Loss Statement

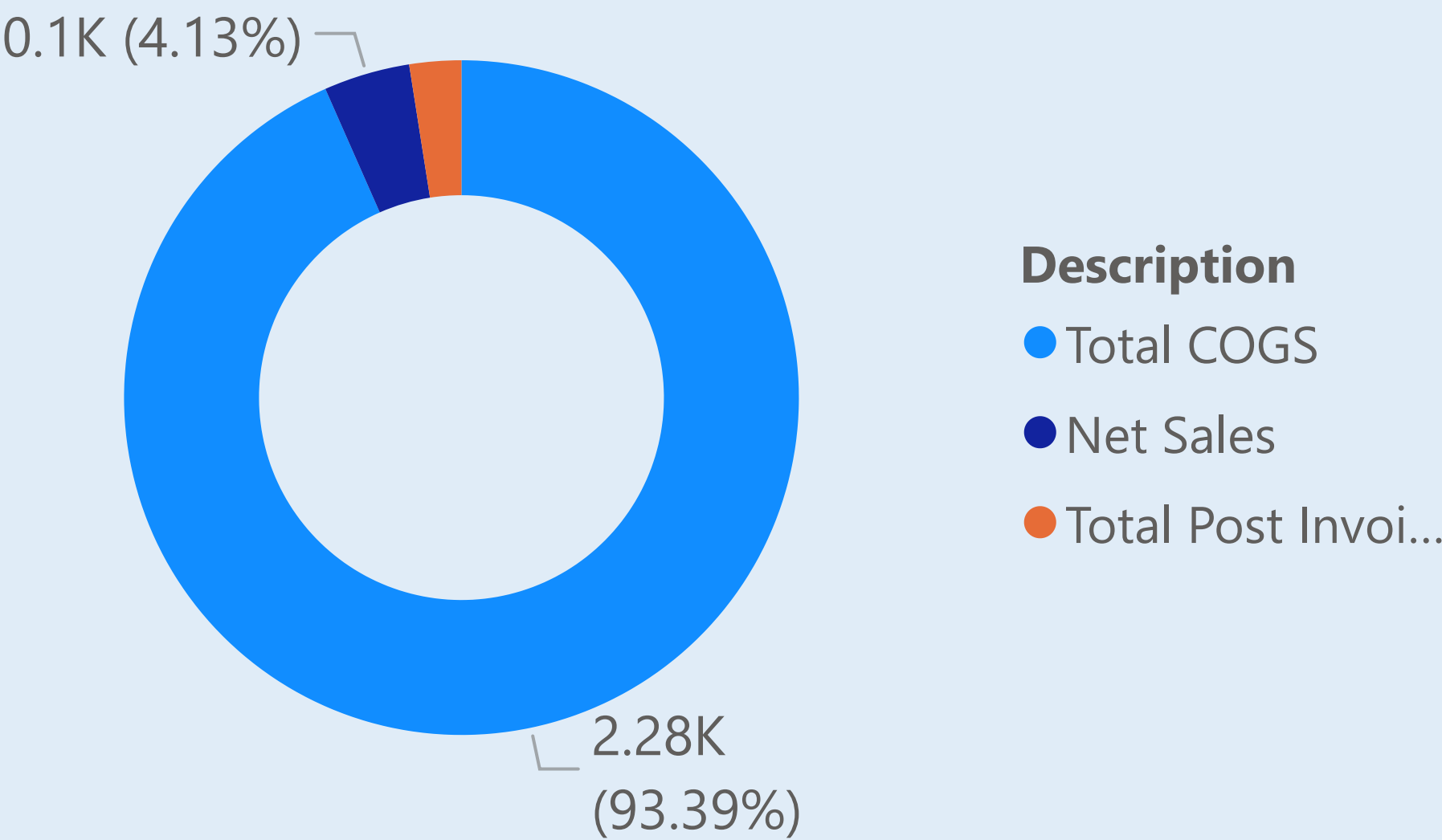
customer	Net Sales	GM \$	GM %
Acclaimed Stores	₹ 1.53M	-39.20M	-25.55
AltiQ Exclusive	₹ 8.98M	-160.68M	-17.90
Amazon	₹ 13.88M	-299.10M	-21.55
Argos (Sainsbury's)	₹ 0.39M	-8.57M	-21.75
Atlas Stores	₹ 0.20M	-4.83M	-24.55
Atliq e Store	₹ 8.28M	-180.74M	-21.82
Atliq Exclusive	₹ 1.67M	-39.13M	-23.42
BestBuy	₹ 0.91M	-23.63M	-25.94
Billa	₹ 0.32M	-7.10M	-22.32
Boulanger	₹ 0.27M	-6.25M	-22.81
Chip 7	₹ 0.67M	-15.09M	-22.62
Circuit City	₹ 0.90M	-23.37M	-26.04
Control	₹ 0.95M	-25.23M	-26.54
Coolblue	₹ 0.51M	-11.68M	-22.70
Costco	₹ 1.22M	-31.04M	-25.47
Croma	₹ 0.75M	-18.74M	-24.99
Electricalsociety	₹ 0.45M	-10.85M	-24.11
Novus	₹ 0.35M	-8.12M	-23.20
Propel	₹ 0.25M	-6.25M	-25.00
Staples	₹ 0.15M	-3.75M	-25.00
Synthetic	₹ 0.15M	-3.75M	-25.00
Ebay	₹ 0.15M	-3.75M	-25.00
Flipkart	₹ 0.15M	-3.75M	-25.00
Leader	₹ 0.15M	-3.75M	-25.00
Sage	₹ 0.15M	-3.75M	-25.00
AltiQ Exclusive	₹ 8.98M	-160.68M	-17.90
Atliq e Store	₹ 8.28M	-180.74M	-21.82
Amazon	₹ 13.88M	-299.10M	-21.55
Total	₹ 100.95M	-2,183.21M	-21.63

### Net Sales Performance over Time



### Top/Bottom Products & Customer by Net Sales

segment	Net Sales	GM \$	GM %
⊕ Notebook	₹ 29.37M	-16.30M	-0.55
⊕ Accessories	₹ 25.42M	-1,337.07M	-52.60
⊕ Peripherals	₹ 17.90M	-194.47M	-10.86
⊕ Networking	₹ 15.72M	-269.65M	-17.15
⊕ Storage	₹ 12.53M	-365.72M	-29.19
Total	₹ 100.95M	-2,183.21M	-21.63





market, region

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

86.4%✓

LY: 0.80 (+7.65%)

Forecast Accuracy

637.48K✓

LY: 677.9K (-5.96%)

Net Error

1547.78K!

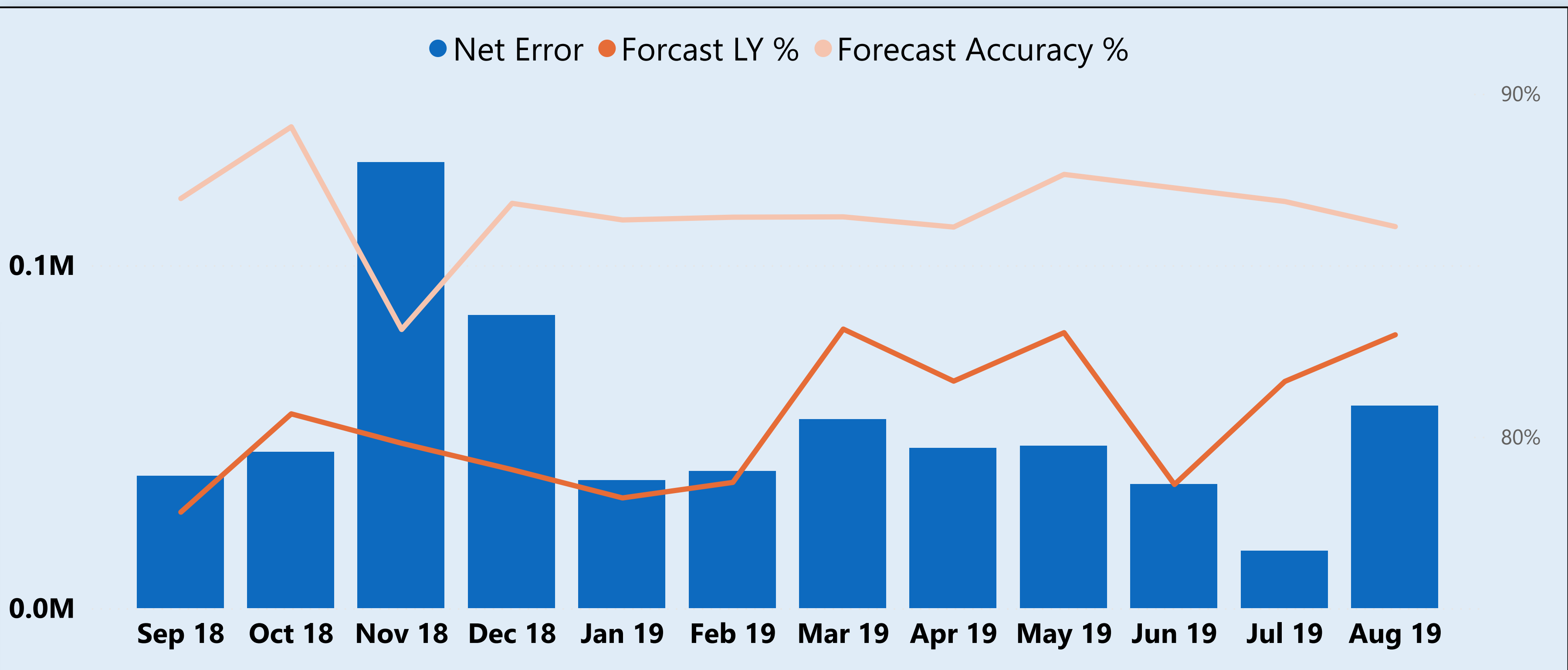
LY: 813.7K (-90.21%)

Net profit %

### Key metrics by customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast LY %	Risk
AltiQ Exclusive	74.9%	47252	5.57%	0.66	Excess Inventory
Amazon	78.1%	48677	3.19%	0.70	Excess Inventory
Argos	56.1%	3879	8.40%	0.55	Excess Inventory
(Sainsbury's)					
Atliq e Store	76.5%	37982	4.08%	0.68	Excess Inventory
Atliq Exclusive	49.9%	45280	19.03%	0.41	Excess Inventory
Boulangier	45.6%	1993	6.08%	0.41	Excess Inventory
Croma	48.8%	45283	20.07%	0.45	Excess Inventory
Digimarket	52.6%	19920	17.38%	0.44	Excess Inventory
Ebay	51.0%	12676	4.13%	0.51	Excess Inventory
Electricalsara	52.7%	7322	28.88%	0.42	Excess Inventory
Stores					
Electricalslance	57.6%	3507	19.27%		Excess Inventory
Stores					
Electricalslytical	51.5%	43072	16.91%	0.45	Excess Inventory
Electricalsocity	52.6%	64722	20.15%	0.49	Excess Inventory
Euronics	57.3%	3078	7.09%	0.44	Excess Inventory
Total	86.4%	637478	5.58%	0.80	Excess Inventory

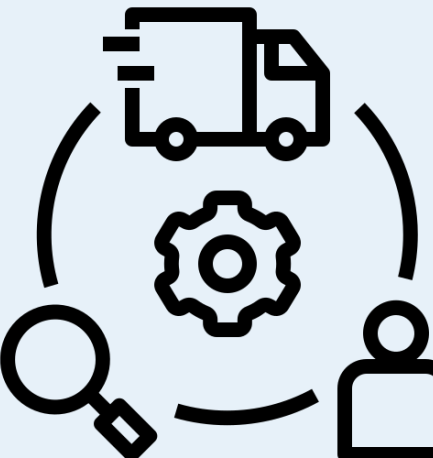
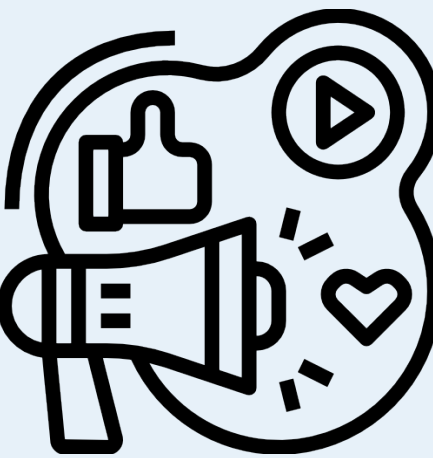
### Accuracy/ Net error trend



### Key metrics by product

segment	Forecast Accuracy %	Forecast LY %	Net Error	Net Error %	Risk
⊕ Networking	81.5%	0.85	305573	18.49%	Excess Inventory
⊕ Storage	80.3%	0.89	432521	19.49%	Excess Inventory
⊕ Accessories	90.2%	0.79	-56895	-0.89%	Out of stock
⊕ Desktop					Out of stock
⊕ Notebook	83.0%	0.85	-29145	-15.94%	Out of stock
⊕ Peripherals	85.1%	0.80	-14576	-1.48%	Out of stock
Total	86.4%	0.80	637478	5.58%	Excess Inventory





market, region

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

₹ 100.95M✓  
LY: ₹ 26.02M (+287.92%)  
Net sales

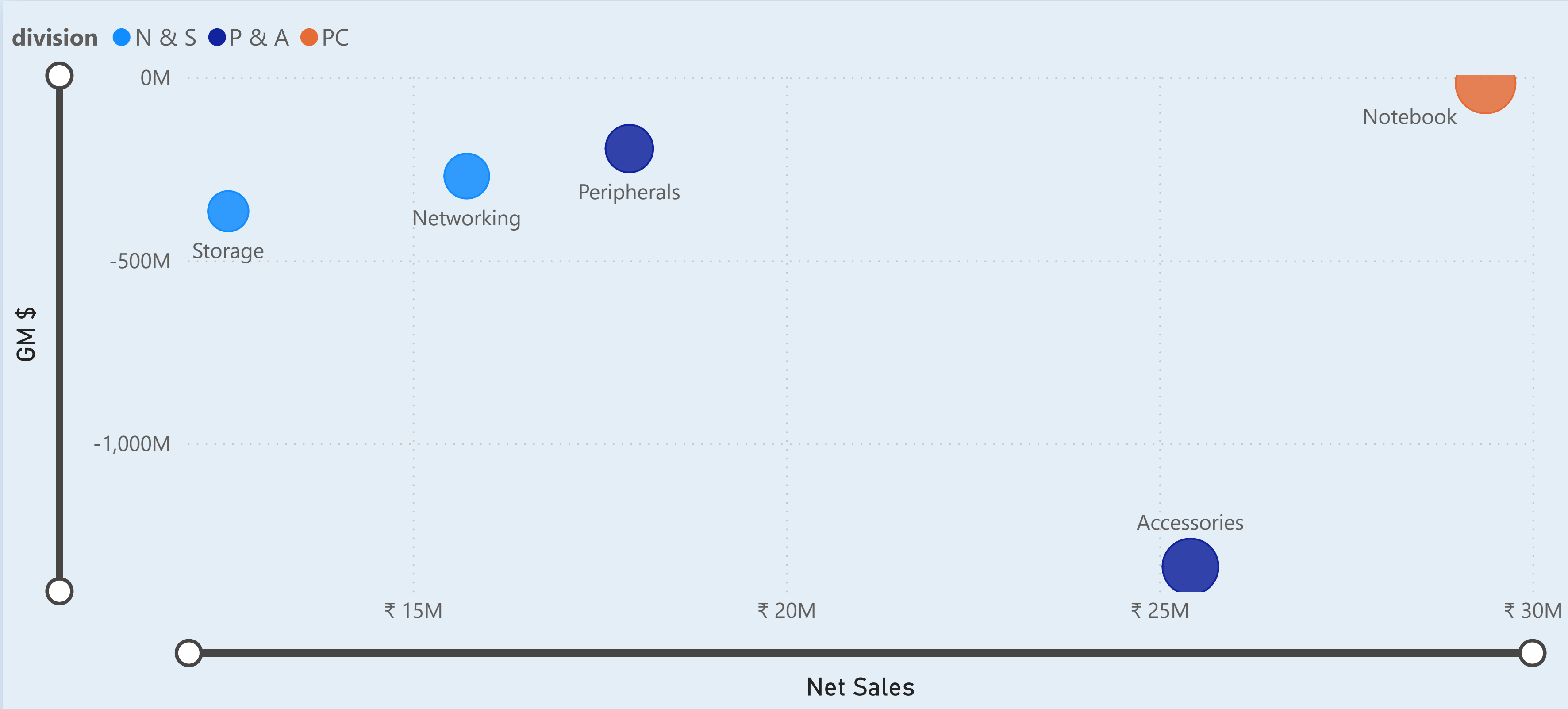
-21.63!  
LY: -2561.42% (-15.57%)  
GM %

-2162.7%!  
LY: -2561.42% (-15.57%)  
Net profit %

Profit and Loss Statement

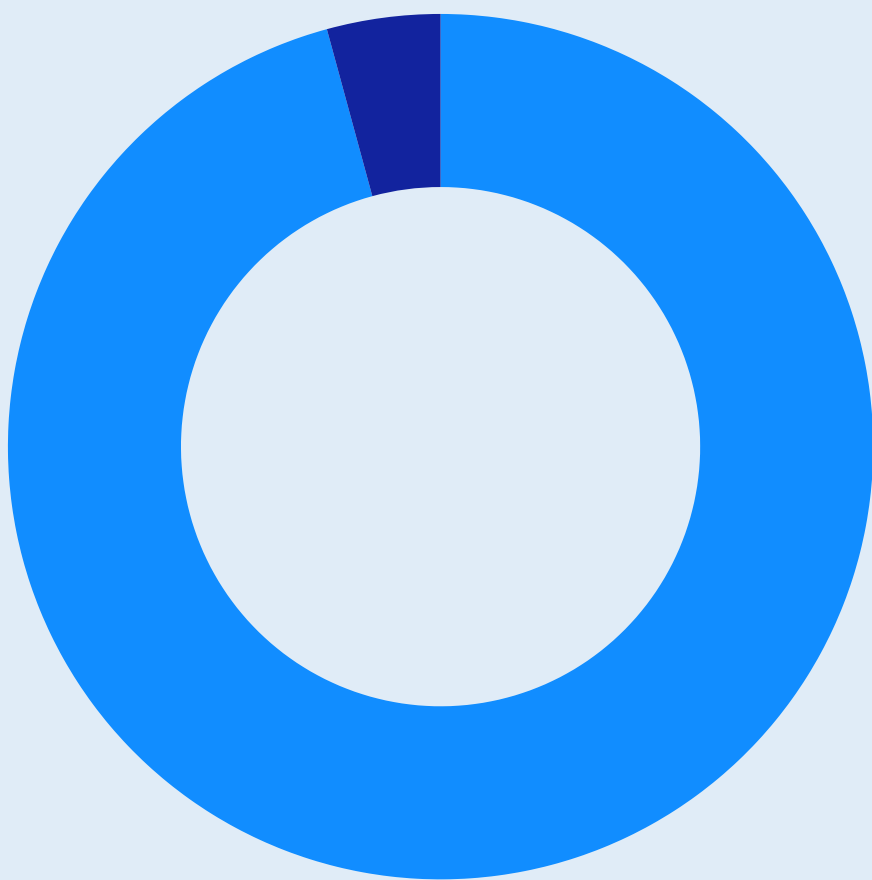
segment	Net Sales	GM \$	GM %	Net Profit
Storage	₹ 12.53M	-365.72M	-29.19	-365.72M
Peripherals	₹ 17.90M	-194.47M	-10.86	-194.47M
Notebook	₹ 29.37M	-16.30M	-0.55	-16.30M
Networking	₹ 15.72M	-269.65M	-17.15	-269.65M
Desktop				0.00M
Accessories	₹ 25.42M	-1,337.07M	-52.60	-1,337.07M
Total	₹ 100.95M	-2,183.21M	-21.63	-2,183.21M

Net Sales Performance over Time



Top/Bottom Products & Customer by Net Sales

region	Net Sales	GM \$	GM %	Net Profit
APAC	₹ 65.18M	-1,341.26M	-20.58	-1,341.26M
nan	₹ 19.36M	-476.11M	-24.59	-476.11M
EU	₹ 15.65M	-348.98M	-22.30	-348.98M
LATAM	₹ 0.75M	-16.86M	-22.40	-16.86M
Total	₹ 100.95M	-2,183.21M	-21.63	-2,183.21M



Description  
● Total COGS  
● Net Sales

