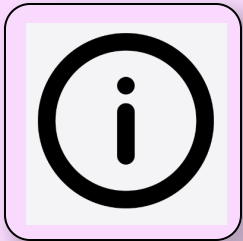


Business Insights 360



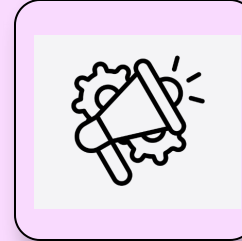
HOME
Download user manual and get to know the key information of this tool.



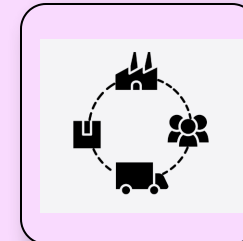
FINANCE
Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



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



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



SUPPORT
Get your issues resolved by connecting to our support specialist.

Values are in dollars and millions



market, region

All

2018

2019

2020

2021

2022
Est

2023

Q1

Q2

YTD



NS and NS LY
by fiscal year

₹
1,134.47M ✓
Goal: ₹ 238.41M
(+375.85%)

GM and GM LY
by fiscal year

₹ **432.14M** ✓
Goal: 87.06M
(+396.39%)

Net profit and
Net profit LY by
fiscal year

-157.81M !
Goal: -16.20M
(-874.06%)

Profit & Loss statement

region

2022

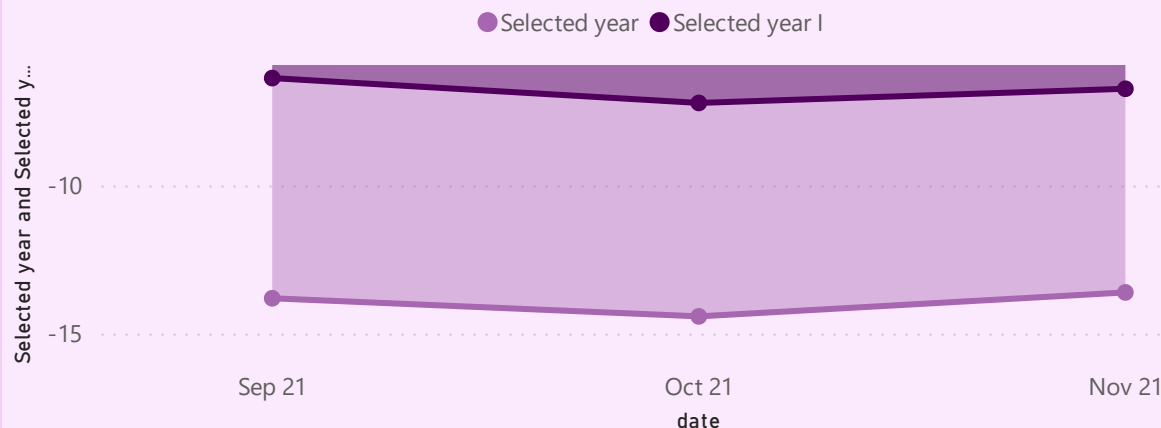
YoY



NA

Net sales %	-14.24	-0.28
Net Sales	-38.91	-31.68
Operational expense	-161.87	-135.4
GM / Unit	0.45	0.08
Gross Margin %	45.01	7.96
Gross Margin	122.96	103.78
Total COGS	150.23	117.63
- Other Cost	1.44	1.17
- Freight Cost	7.40	5.99
- Manufacturing Cost	141.39	110.47
Net Sales	273.19	221.41
Total Post Invoice	95.75	68.23
- Post Deductions	48.35	37.57
Post Discounts	47.40	30.66

Net SalesPerformance over time



Top/Bottom products & customers byNet Sales

region	P & L Values	P & L YoY Chg %
APAC	-14.86	93.09
EU	-11.43	-904.93
LATAM	-2.37	-138.00
NA	-14.24	1.99

category	First segment
Wi fi extender	Networking
USB Flash Drives	Storage
Processors	Peripherals
Personal Laptop	Notebook
Personal Desktop	Desktop
Mouse	Accessories
MotherBoard	Peripherals
Keyboard	Accessories
Internal HDD	Peripherals
Graphic Card	Peripherals
Gaming Laptop	Notebook
External Solid State Drives	Storage

market, region

All

customer

All

2018

2019

2020

2021

2022

2023

Q1

Q2

Q3

Q4

YTD

YTG

€

⚙️

🔧

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🏠

Customer Performance

customer	NS	GM	GM%
Amazon	₹ 3.96M	₹ 1.64M	0.41
Atliq e Store	₹ 2.94M	₹ 1.22M	0.41
AltIQ Exclusive	₹ 2.45M	₹ 1.25M	0.51
Sage	₹ 1.56M	₹ 0.68M	0.44
Leader	₹ 1.51M	₹ 0.73M	0.48
Ebay	₹ 1.10M	₹ 0.48M	0.43
Flipkart	₹ 0.90M	₹ 0.30M	0.33
Synthetic	₹ 0.87M	₹ 0.35M	0.41
Croma	₹ 0.79M	₹ 0.36M	0.45
Electricalsocity	₹ 0.76M	₹ 0.34M	0.44
Expression	₹ 0.75M	₹ 0.30M	0.40
Viveks	₹ 0.72M	₹ 0.29M	0.40
Novus	₹ 0.61M	₹ 0.23M	0.37
Viiav Sales	₹ 0.57M	₹ 0.24M	0.43

NS, GM% and GM% by market and region

Product performance

category	NS	GM
Wi fi extender	₹ 5M	₹ 2M
Processors	₹ 3M	₹ 1M
Personal Laptop	₹ 3M	₹ 1M
Mouse	₹ 3M	₹ 1M
MotherBoard	₹ 0M	₹ 0M
Keyboard	₹ 5M	₹ 2M
Internal HDD	₹ 1M	₹ 0M
Graphic Card	₹ 2M	₹ 1M
Gaming Laptop	₹ 2M	₹ 1M
External Solid State Drives	₹ 4M	₹ 2M
Business Laptop	₹ 3M	₹ 1M

P & L Values by Description

Description

Net Sales

Total Post Invoi...

Pre Invoice ...

P & L Values by Description

Descrip...

Total COGS

Gross Margin



market

region

customer

fiscal year

2018

2019

2020

2021

2022

2023

Quarters

Q1

Q2

Q3

Q4

YTD YTG

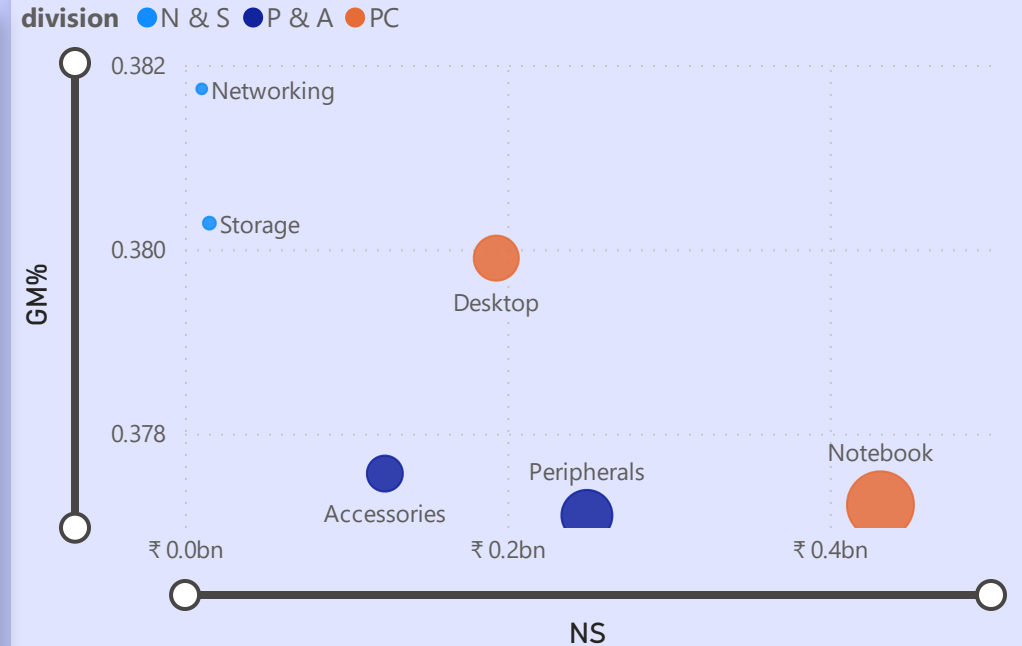
YTD

YTG

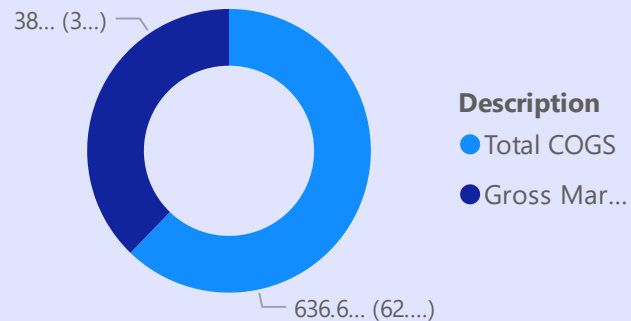
P & L Values by segment

segment	NS	GM	GM%	Net profit	Net profit%
<input type="checkbox"/> Storage					
<input checked="" type="checkbox"/> USB Flash Drives	₹ 1M	₹ 0M	0.37	0M	-15.24%
<input checked="" type="checkbox"/> External Solid State Drives	₹ 14M	₹ 5M	0.38	-2M	-14.01%
<input type="checkbox"/> Peripherals					
<input checked="" type="checkbox"/> Processors	₹ 146M	₹ 55M	0.38	-21M	-14.07%
<input checked="" type="checkbox"/> MotherBoard	₹ 28M	₹ 11M	0.38	-4M	-13.67%
<input checked="" type="checkbox"/> Internal HDD	₹ 10M	₹ 4M	0.38	-1M	-14.06%
<input checked="" type="checkbox"/> Graphic Card	₹ 65M	₹ 24M	0.37	-10M	-14.86%
<input type="checkbox"/> Notebook					
<input checked="" type="checkbox"/> Personal Laptop	₹ 146M	₹ 55M	0.38	-21M	-14.20%
<input checked="" type="checkbox"/> Gaming Laptop	₹ 171M	₹ 64M	0.37	-25M	-14.65%
<input checked="" type="checkbox"/> Business Laptop	₹ 114M	₹ 44M	0.38	-16M	-14.08%

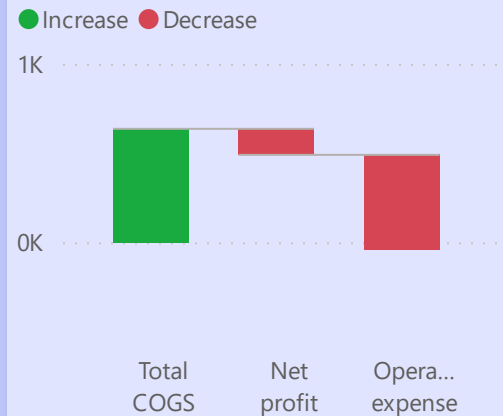
NS, GM%, GM and GM% by segment and division



P & L Values by Description



P & L Values by Description



P & L Values by region

region	NS	GM	GM%	Net profit
<input checked="" type="checkbox"/> APAC	₹ 529M	₹ 188M	0.36	-7,92,42,51
<input checked="" type="checkbox"/> EU	₹ 216M	₹ 74M	0.34	-2,71,67,05
<input checked="" type="checkbox"/> LATAM	₹ 4M	₹ 1M	0.36	-91,88
<input checked="" type="checkbox"/> NA	₹ 274M	₹ 123M	0.45	-3,94,33,30

