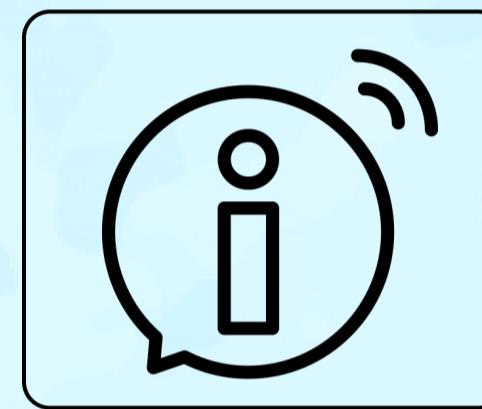




# Business Insights 360



## Info

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



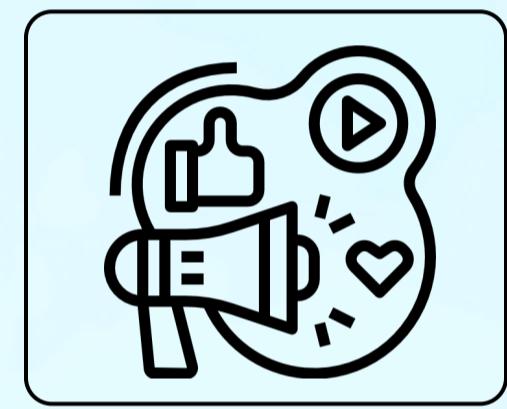
## Finance View

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



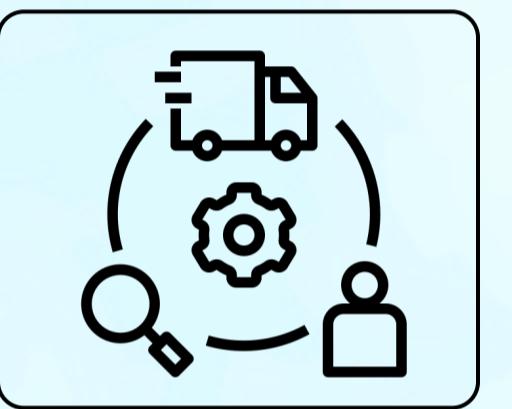
## Sales View

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



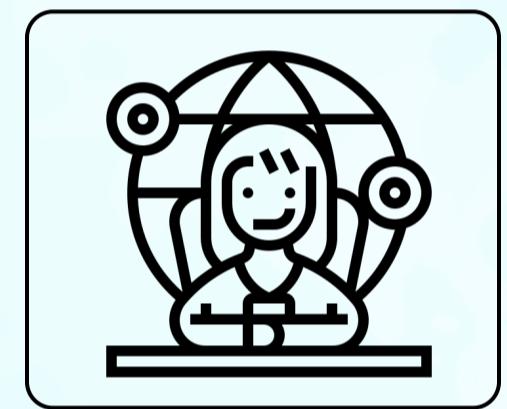
## Marketing View

Analyze the performance of your customer(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, produ...

All



2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

## Net Sales Performance Over Time



## Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Net Profit %	-13.98	-14.19	0.21	-1.47
Net Profit	-522.42			
Operational Expense	-1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.66
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Total COGS	2,313.29			
- Other Cost	15.52			
- Freight Cost	100.49			
- Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
Total Post Invoice Deduction	1,906.95			
- Post Deductions	663.42			
- Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			

## Top / Bottom Products &amp; Customers by Net Sales

region	P & L Values	P & L Chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L Values	P & L Chg %
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>



region, market

All

customer

All

segment, category, produ...

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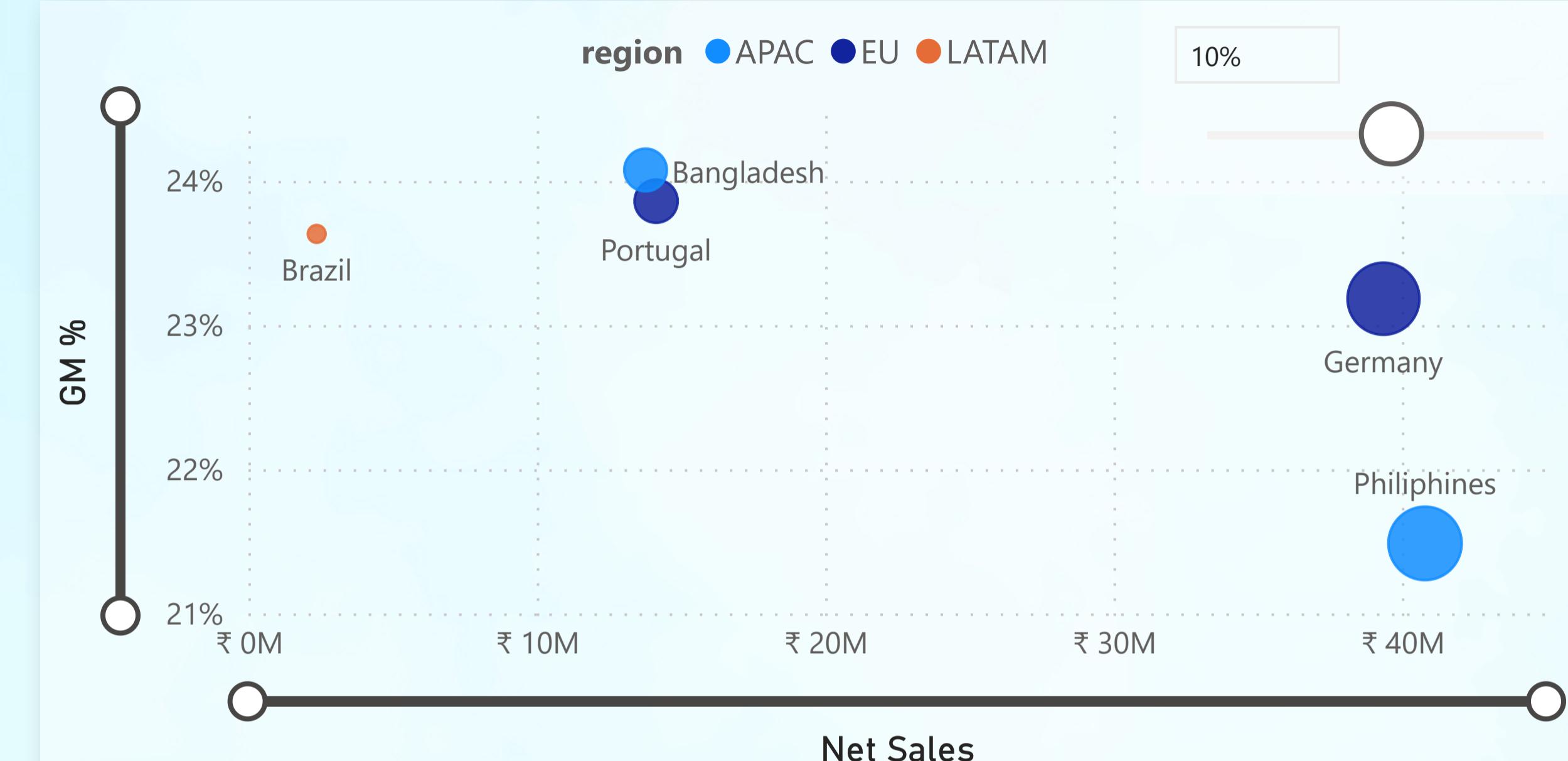
## Customer Performance

customer	Net Sales	GM	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulanger	₹ 26.02M	10.39M	39.95%
Chip 7	₹ 25.62M	8.26M	32.24%
Chiptec	₹ 18.93M	7.37M	38.94%
Circuit City	₹ 52.42M	24.51M	46.77%
Control	₹ 54.14M	23.51M	43.42%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

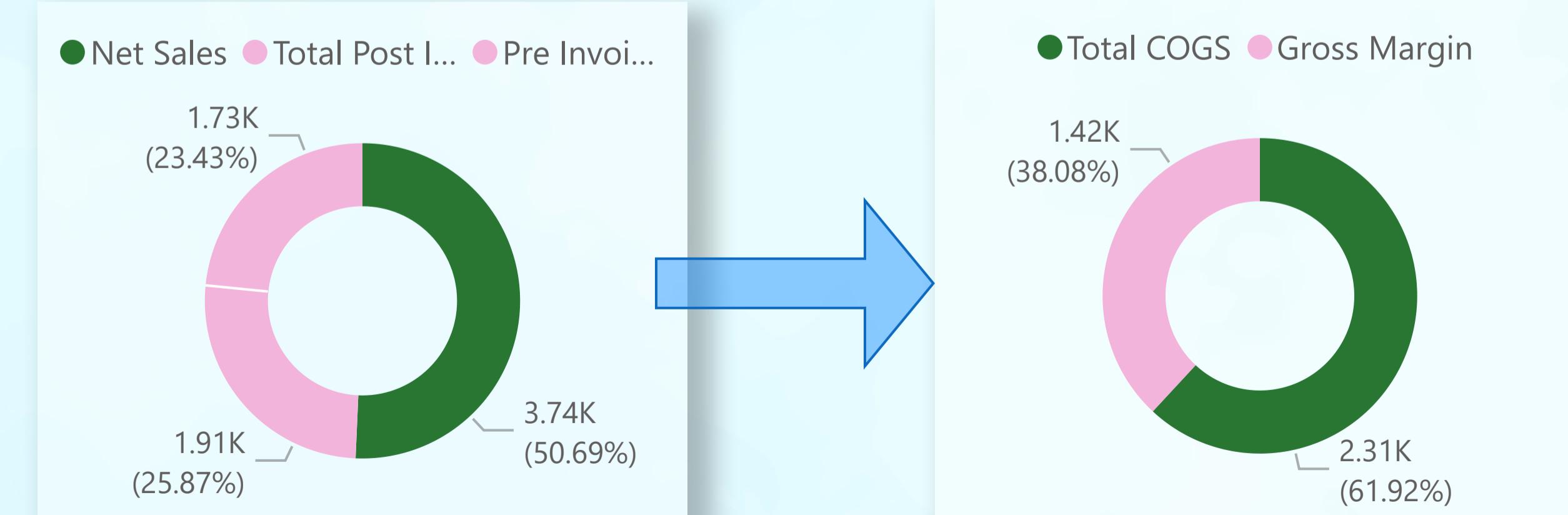
## Product Performance

segment	Net Sales	GM	GM %
+ Accessories	₹ 454.10M	172.61M	38.01%
+ Peripherals	₹ 897.54M	341.22M	38.02%
+ Notebook	₹ 1,580.43M	600.96M	38.03%
+ Desktop	₹ 711.08M	272.39M	38.31%
+ Storage	₹ 54.59M	20.93M	38.33%
+ Networking	₹ 38.43M	14.78M	38.45%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Performance Matrix



## Unit Economics





region, market

All

customer

All

segment, category, produ...

All

2019

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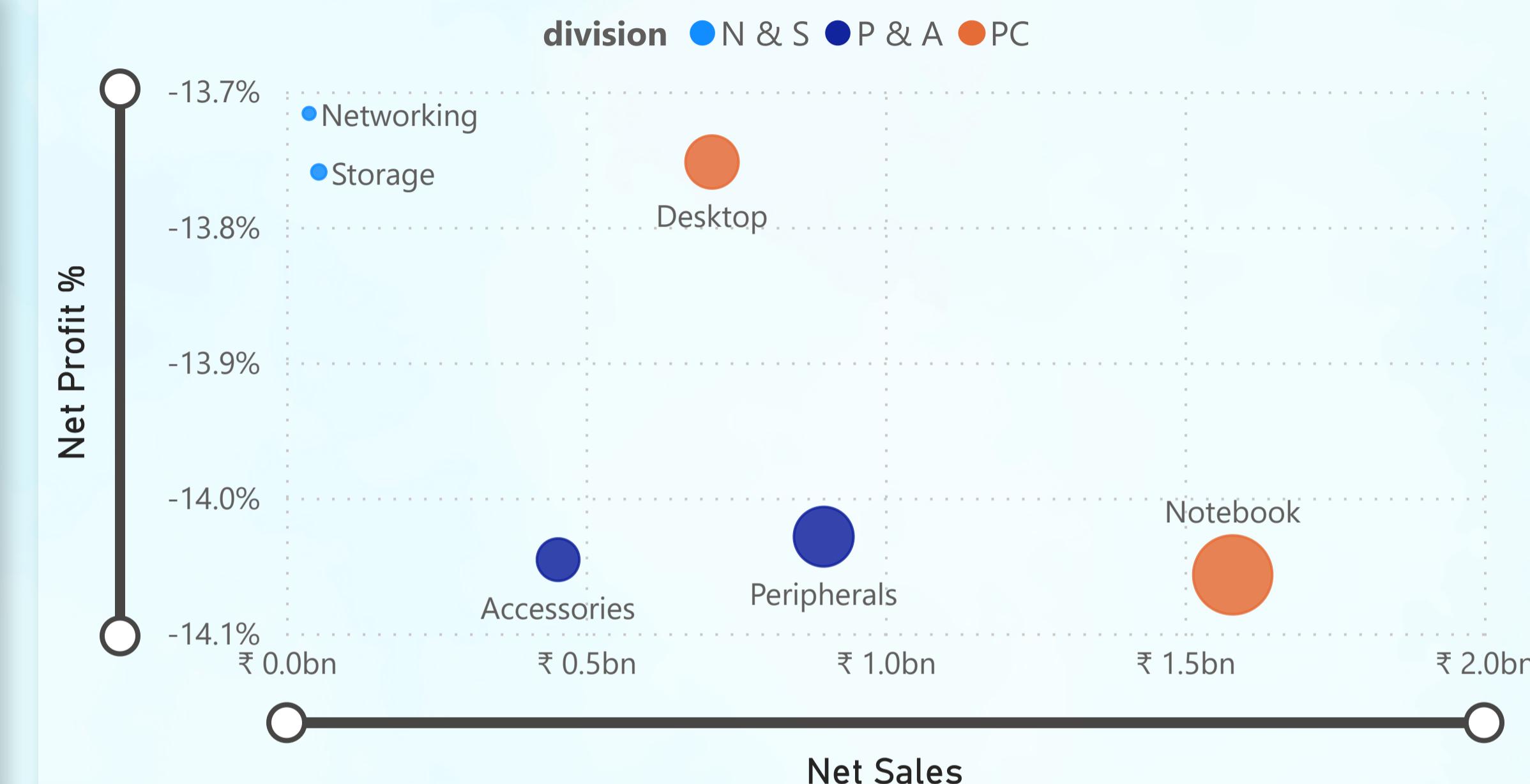
YTG

## Product Performance

segment	Net Sales	GM	GM %	Net Profit	Net Profit %
+ Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
+ Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
+ Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
+ Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show GM %

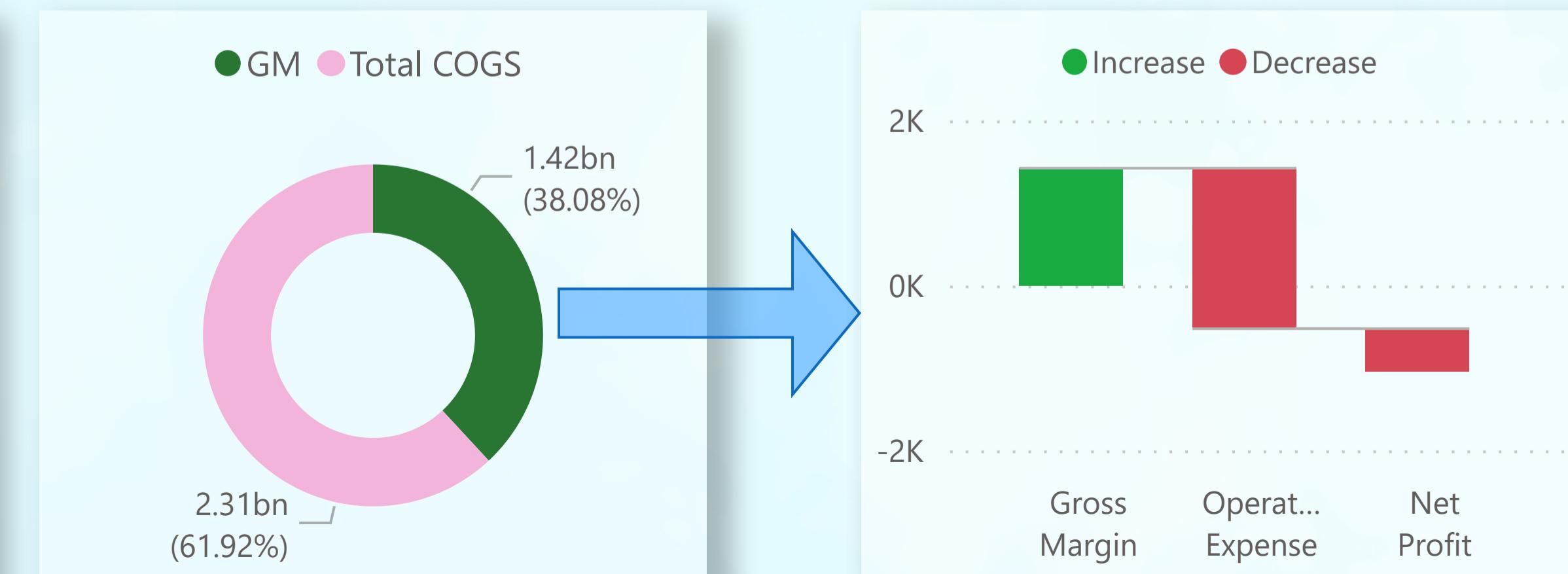
## Performance Matrix



## Region / Market / Customer Performance

region	Net Sales	GM	GM %	Net Profit	Net Profit %
+ LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
+ EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
+ NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
+ APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## Unit Economics





region, market

All

customer

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segment, category, produ...

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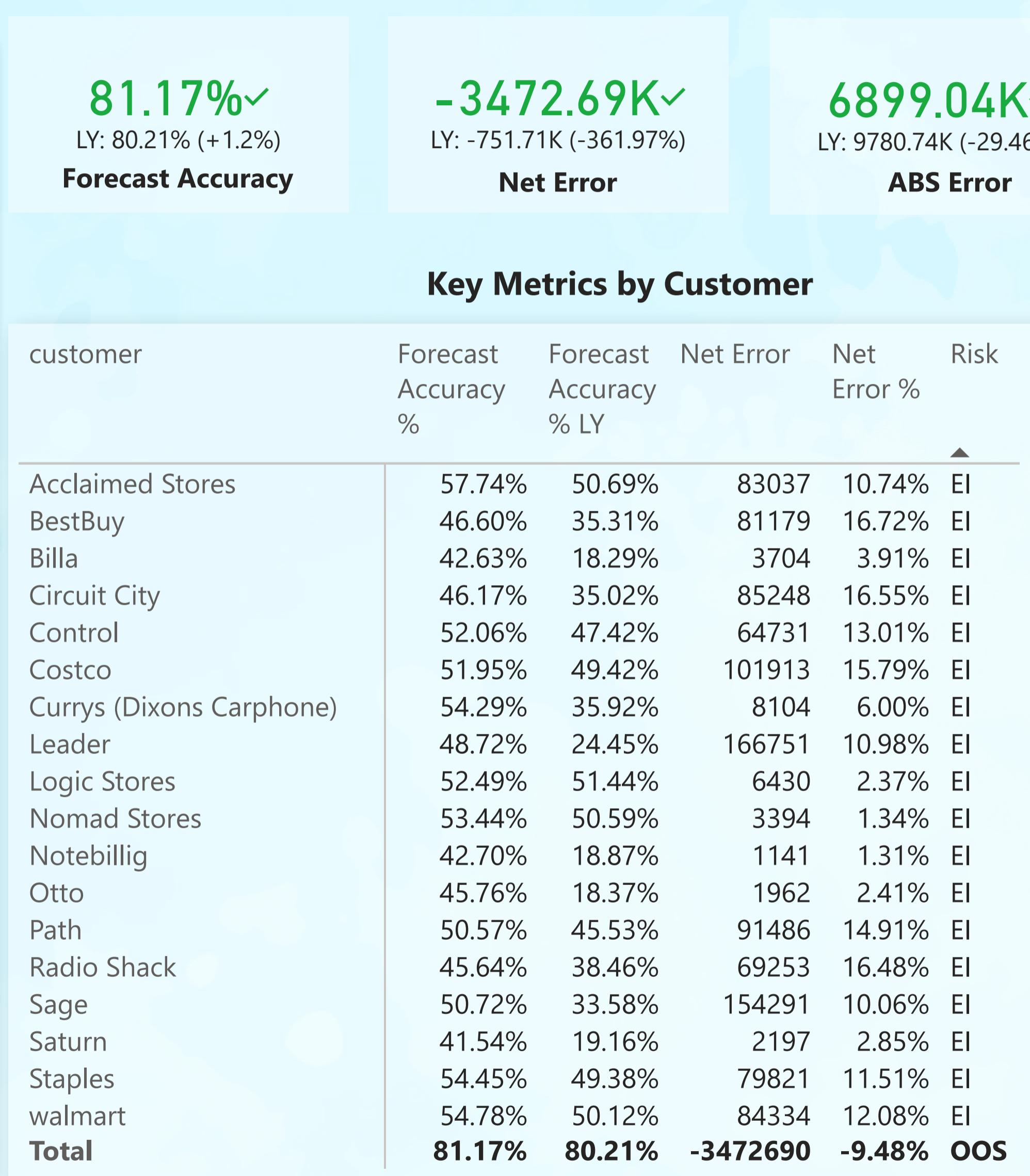
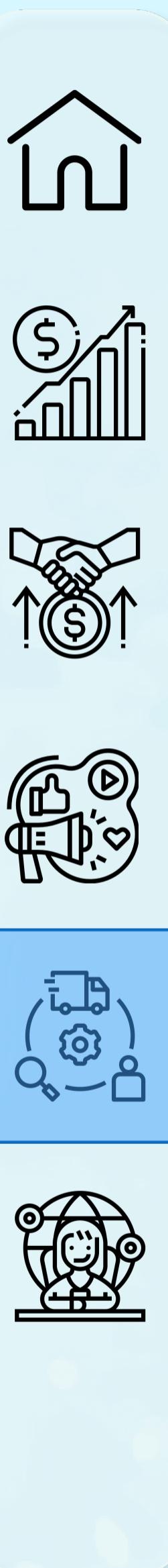
Q2

Q3

Q4

YTD

YTG



EI - Excess Inventory, OOS - Out of Stock



