



### Finance View

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



### 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.



### 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**.



# Business Insights 360

### Info



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



region, mar...

segment, cate...

customer

All



All



All



2019

2020

2021

2022 EST

vs LY

vs...

Q1

Q2

Q3

Q4

81.17%✓

LY: 80.21% (+1.2%)

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

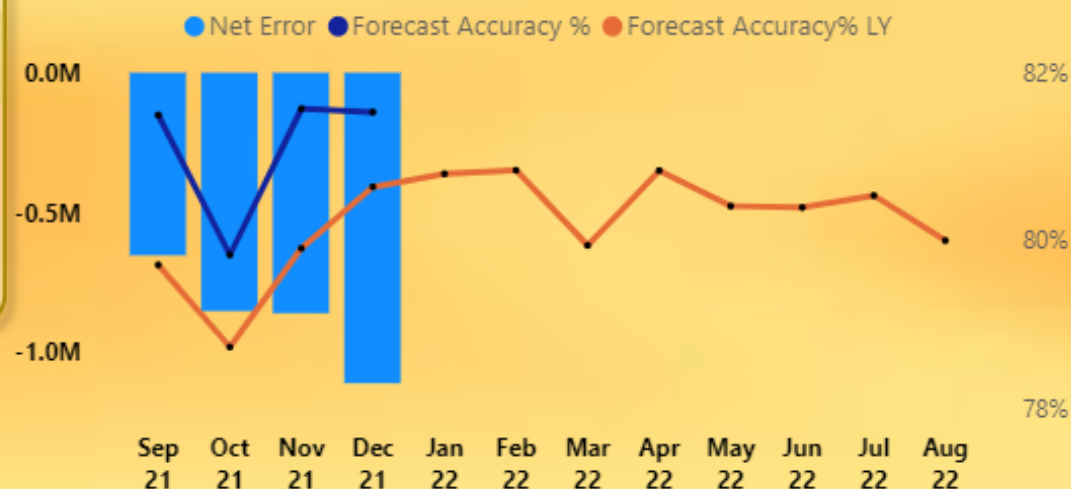
ABS Error

## Key Metrics by Customer

## Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	71.50%	83.54%	-628266	-25.61%	Out Of Stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out Of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out Of Stock
Networking	93.06%	90.40%	-12967	-1.69%	Out Of Stock
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Total	81.17%	80.21%	-3472690	-9.48%	Out Of Stock

## Accuracy/Net Error Trend



customer	Forecast Accuracy %	Forecast Accuracy% LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Out Of Stock
Amazon	73.79%	74.54%	-464694	-9.22%	Out Of Stock
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	Out Of Stock
Mbit	55.40%	62.34%	-43470	-22.29%	Out Of Stock
Euronics	45.25%	60.79%	-67489	-37.39%	Out Of Stock
Expert	62.93%	60.67%	-26489	-6.75%	Out Of Stock
Boulanger	52.69%	58.77%	-48802	-20.21%	Out Of Stock
UniEuro	50.30%	58.22%	-89065	-23.90%	Out Of Stock
Radio Popular	52.94%	56.74%	-49354	-18.61%	Out Of Stock
Power	54.06%	56.72%	-11212	-10.18%	Out Of Stock
Flawless Stores	50.73%	56.29%	-21201	-24.72%	Out Of Stock
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	Out Of Stock
Info Stores	50.29%	55.99%	-19146	-22.61%	Out Of Stock
Premium Stores	51.71%	55.64%	-17551	-8.04%	Out Of Stock
Sorefoz	23.48%	55.21%	-100677	-61.15%	Out Of Stock
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	Out Of Stock
Fnac-Darty	48.56%	54.33%	-36952	-23.35%	Out Of Stock
Elkj�p	26.90%	53.55%	-115397	-60.92%	Out Of Stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out Of Stock
Media Markt	28.17%	53.40%	-101119	-56.47%	Out Of Stock
Coolblue	47.66%	52.95%	-34790	-15.34%	Out Of Stock
Sound	32.34%	52.83%	-97958	-41.81%	Out Of Stock
Flipkart	54.21%	52.59%	-13616	-1.09%	Out Of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out Of Stock



region, mar...

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customer

All



All



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2019

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vs LY

vs...

Q1

Q2

Q3

Q4

₹ 3.74bn✓

LY: ₹ 823.85M (+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

GM %

-13.98%!

LY: -6.63% (-110.79%)

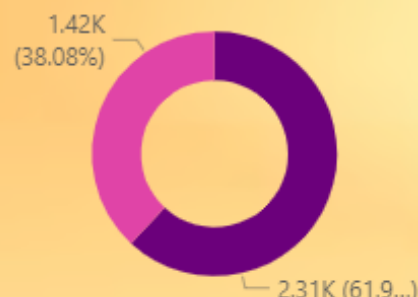
Net Profit %

## Net Sales Performance Over Time

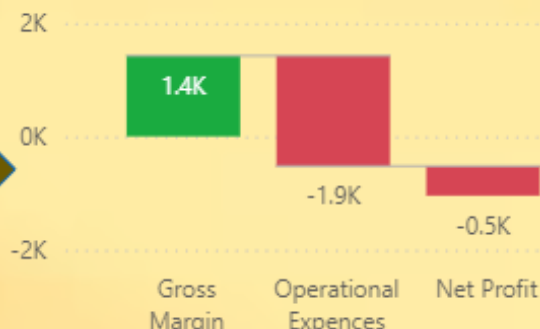
## Profit and Loss Statement

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.04%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.71%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.05%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.02%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.74%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Descri... Total COGS Gross Margin

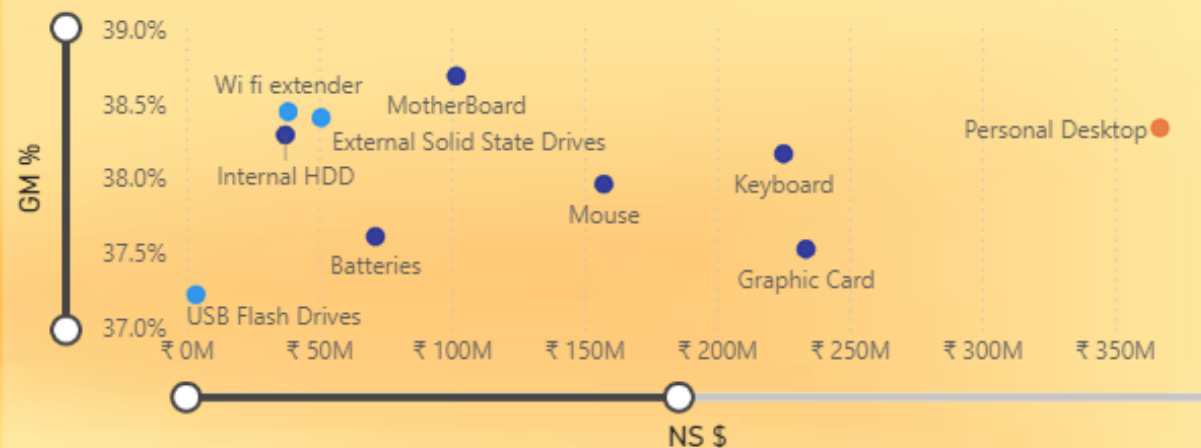


Increase Decrease



## NS \$, GM % and GM % by category and division

division N &amp; S P &amp; A PC







region, market, market customer segment, category

All All All

2019

2020

2021

2022 EST

YTD

YTG

Q1

Q2

Q3

Q4

vs LY

vs Target

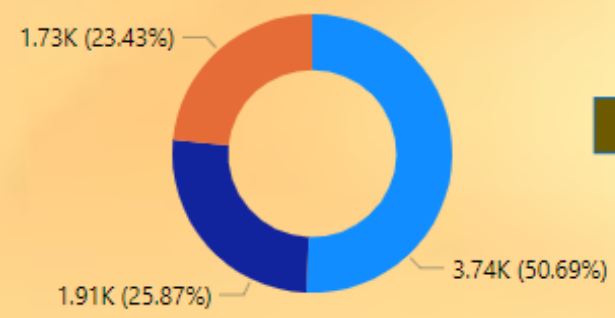
### Net SalesPerformance Over Time

### Profit and Loss Statement

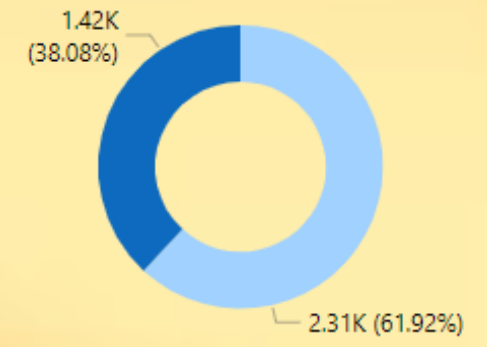
customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
All-Out	₹ 4.41M	1.68M	38.17%
AltIQ Exclusive	₹ 307.17M	145.05M	47.22%
Amazon	₹ 496.88M	182.77M	36.78%
Argos (Sainsbury's)	₹ 13.70M	5.30M	38.70%
Atlas Stores	₹ 17.14M	5.43M	31.66%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Atliq Exclusive	₹ 53.95M	21.10M	39.11%
BestBuy	₹ 49.34M	22.15M	44.89%
Billa	₹ 6.82M	1.62M	23.80%
Boulangier	₹ 26.02M	10.39M	39.95%
...	...	...	...
<b>Total</b>	<b>₹ 3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

segment	NS \$	GM \$	GM %
⊕ Notebook	₹ 1,580.43M	600.96M	38.03%
⊕ Peripherals	₹ 897.54M	341.22M	38.02%
⊕ Desktop	₹ 711.08M	272.39M	38.31%
⊕ Accessories	₹ 454.10M	172.61M	38.01%
⊕ 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>

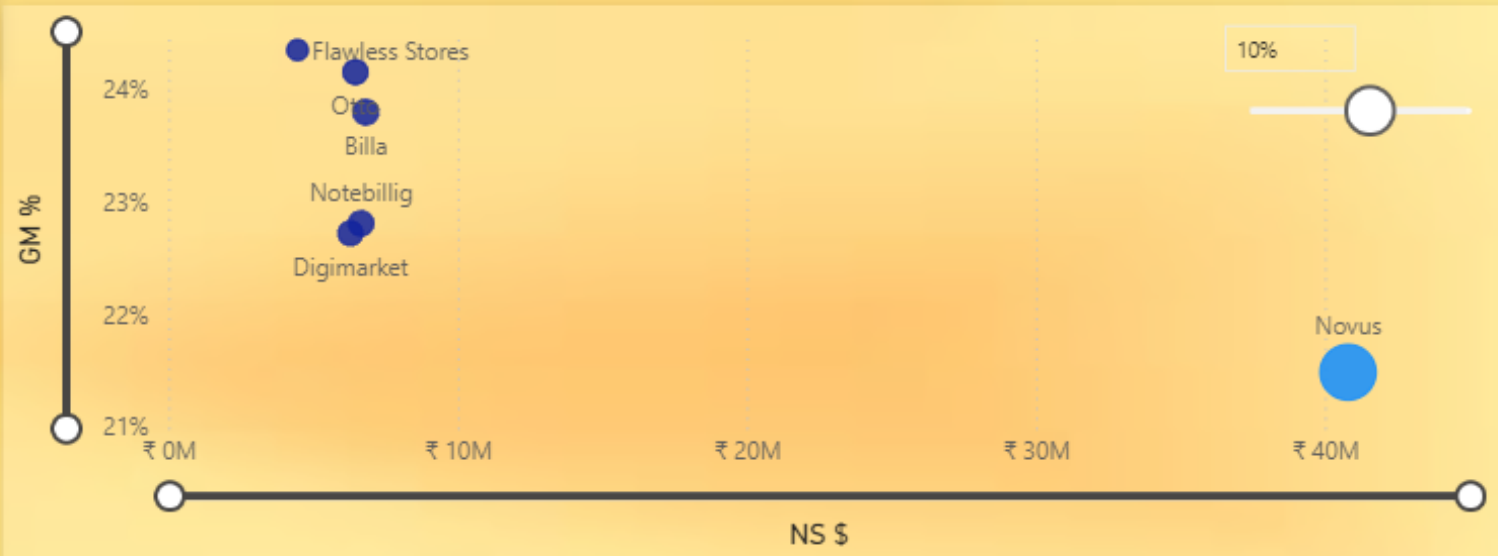
Description ● Net Sales ● Total Post I... ● Pre Invoic...



Descripti... ● Total COGS ● Gross Margin



### Net SalesPerformance Over Time





region, market, mar...

customer

segment, cate...

2019

2020

2021

2022 EST

YTD

YTG

Q1

Q2

Q3

Q4

vs LY

vs Target

₹ 3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

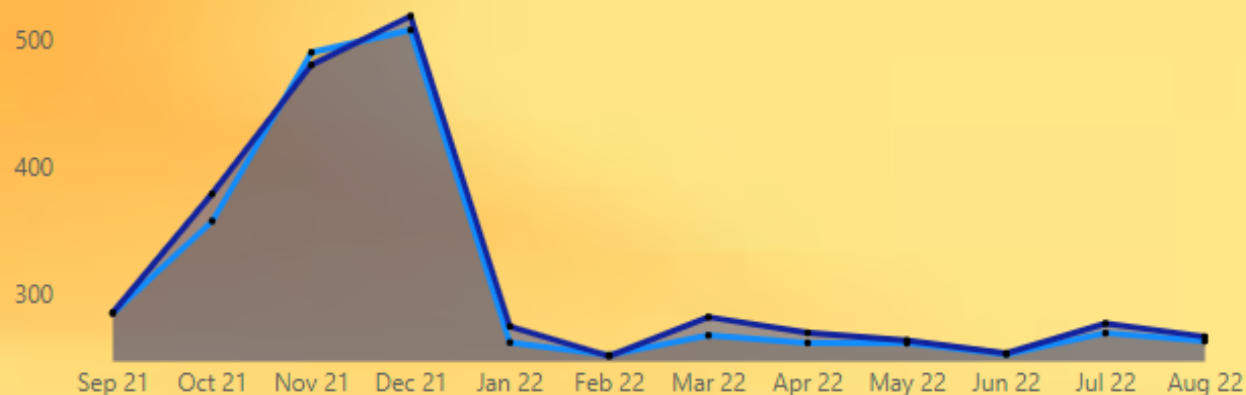
Net Profit %

## Profit and Loss Statement

Line Item	2022 EST	BM	Chng	Chng %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expences	-1,945.30			
Net profit	-522.42	-540.27	17.84	-3.30
Net Profit %	-13.98	-14.19	0.21	-1.47

## Net SalesPerformance Over Time

Selected vs BM



## Top/Bottom Products &amp; Customers byNet Sales

region	p & L Values	P & L Chng %
APAC	1,923.77	-2.48
EU	775.48	-1.13
LATAM	14.82	-1.60
NA	1,022.09	-1.24
Total	3,736.17	-1.86

segment	p & L Values	P & L Chng %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86