



DASHBOARD 360



INFO

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



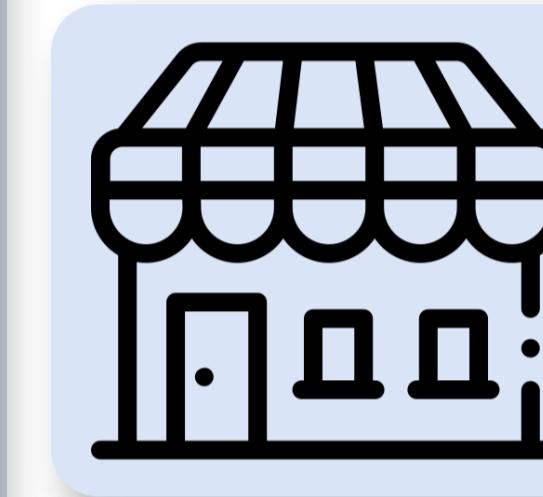
FINANCE

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**.



MARKET

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



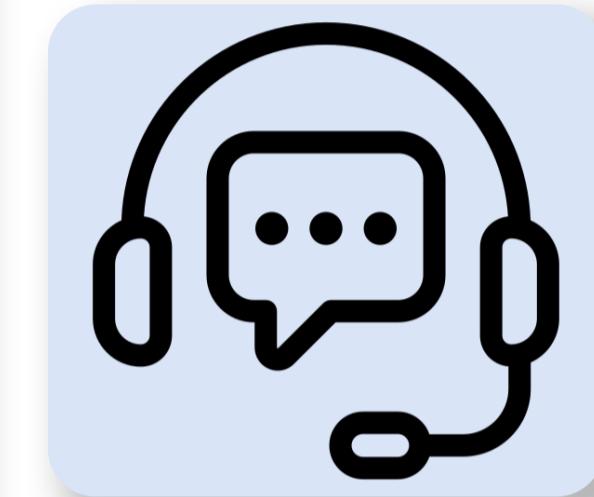
SUPPLY CHAIN

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



EXECUTIVE

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

All

region

All

customer

All

2018

2019

2020

2021

2022 EST

**Net Sales**

₹ 263.47M ✓
BM : 59.95M (+339.46%)

GM%

37.66% ✓
BM : 0.33 (+12.81%)

Net Profit%

54.14% ✓
BM : 0.34 (+57.51%)

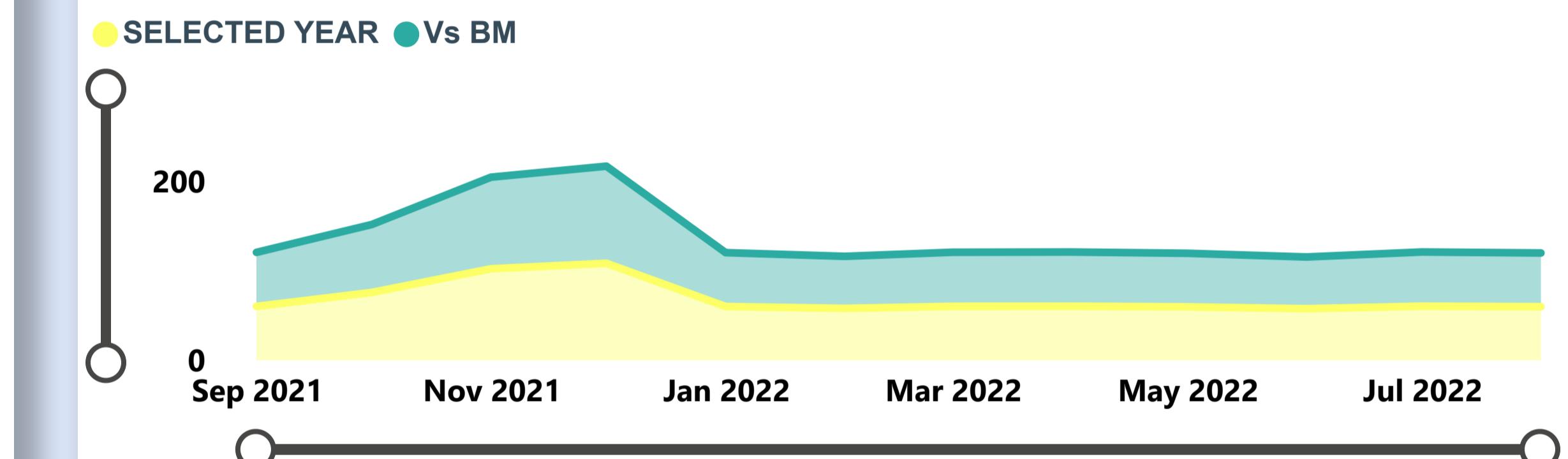
Q1
Q2
Q3
Q4

Vs LY
Vs Target

ytd
ytg

Profit & Loss Statements

| Line Item | p&l values | BM | change | change % |
|-------------------------------------|------------|----------|----------|----------|
| Gross Sales | 1,422.88 | 276.32 | 1,146.56 | 4.15 |
| Pre Invoice Deduction | 1,727.01 | 392.50 | 1,334.51 | 3.40 |
| Net Invoice Sales | 5,643.13 | 1,272.13 | 4,370.99 | 3.44 |
| - Post Discounts | 1,243.54 | 281.64 | 961.90 | 3.42 |
| - Post Deductions | 663.42 | 166.65 | 496.77 | 2.98 |
| Total Post Invoice Deduction | 1,906.95 | 448.29 | 1,458.67 | 3.25 |
| Net Sales | 3,736.17 | 823.85 | 2,912.32 | 3.54 |
| - Manufacturing Cost | 2,197.28 | 522.09 | 1,675.19 | 3.21 |
| - Freight Cost | 100.49 | 22.05 | 78.43 | 3.56 |
| - Other Cost | 15.52 | 3.39 | 12.14 | 3.58 |
| Total COGS | 2,313.29 | 547.53 | 1,765.76 | 3.22 |
| Gross Margin | 1,422.88 | 276.32 | 1,146.56 | 4.15 |
| Gross Margin % | 38.08 | 33.54 | 4.54 | 0.14 |
| GM / Unit | 15.76 | 5.51 | 10.25 | 1.86 |
| Operational expense | 611.69 | 13.47 | 598.22 | 44.41 |
| Netprofit | 2,034.57 | 289.79 | 1,744.79 | 6.02 |
| Netprofit% | 54.46 | 35.17 | 19.28 | 0.55 |

Net Sales performance over time**Top/Bottom Product & Customers by Net Sales**

| region | p&l values | change % |
|--------|------------|----------|
| EU | 775.48 | 2.86 |
| APAC | 1,923.77 | 3.35 |
| LATAM | 14.82 | 3.68 |
| NA | 1,022.09 | 4.74 |

| segment | p&l values | change % |
|-------------|------------|----------|
| Accessories | 454.10 | 0.85 |
| Desktop | 711.08 | 14.32 |
| Networking | 38.43 | -0.15 |
| Notebook | 1,580.43 | 4.93 |
| Peripherals | 897.54 | 4.39 |
| Storage | 54.59 | 0.00 |



market

All

region

All

customer

All

2018

2019

2020

2021

2022 EST



Customers Performance

| customer | Net sales | GM | GM % |
|-----------------|-------------------|-------------------|---------------|
| Amazon | ₹ 496.9M | ₹ 182.8M | 36.78% |
| AtliQ Exclusive | ₹ 361.1M | ₹ 166.1M | 46.01% |
| Atliq e Store | ₹ 304.1M | ₹ 112.1M | 36.88% |
| Flipkart | ₹ 138.5M | ₹ 58.4M | 42.14% |
| Neptune | ₹ 105.7M | ₹ 49.4M | 46.70% |
| Sage | ₹ 127.9M | ₹ 40.3M | 31.53% |
| Leader | ₹ 117.3M | ₹ 36.0M | 30.70% |
| walmart | ₹ 72.4M | ₹ 33.1M | 45.66% |
| Ebay | ₹ 91.6M | ₹ 33.1M | 36.09% |
| Total | ₹ 3,736.2M | ₹ 1,422.9M | 38.08% |



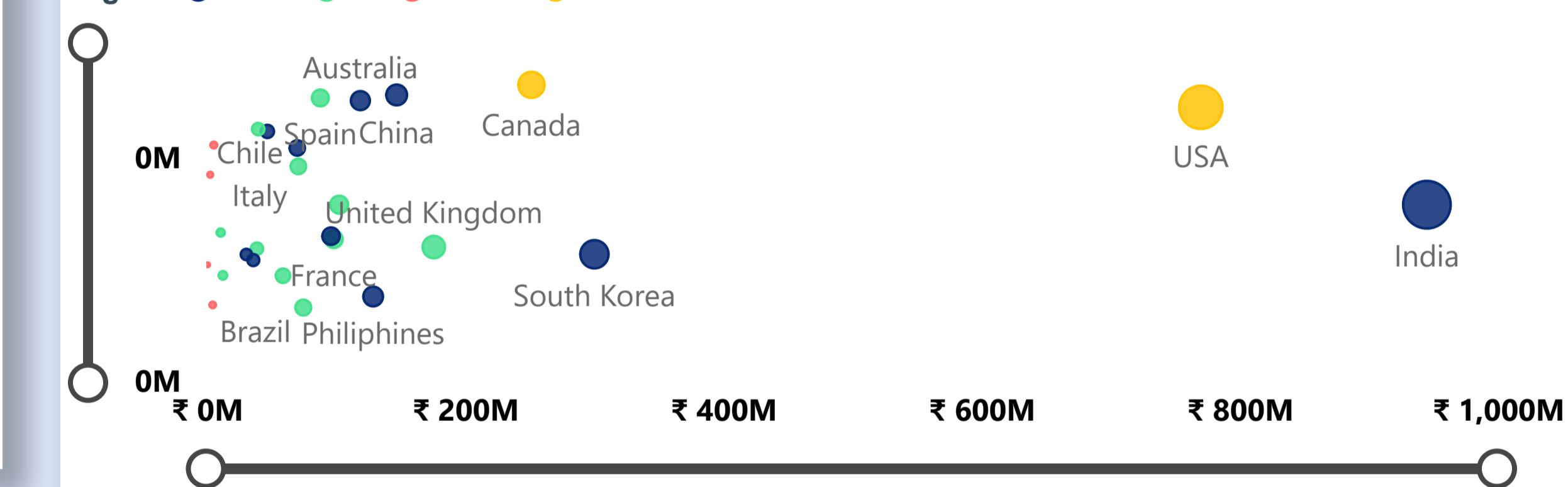
Q1 Q2 Q3 Q4

Vs LY Vs Target

ytd ytg

Performance Matrix

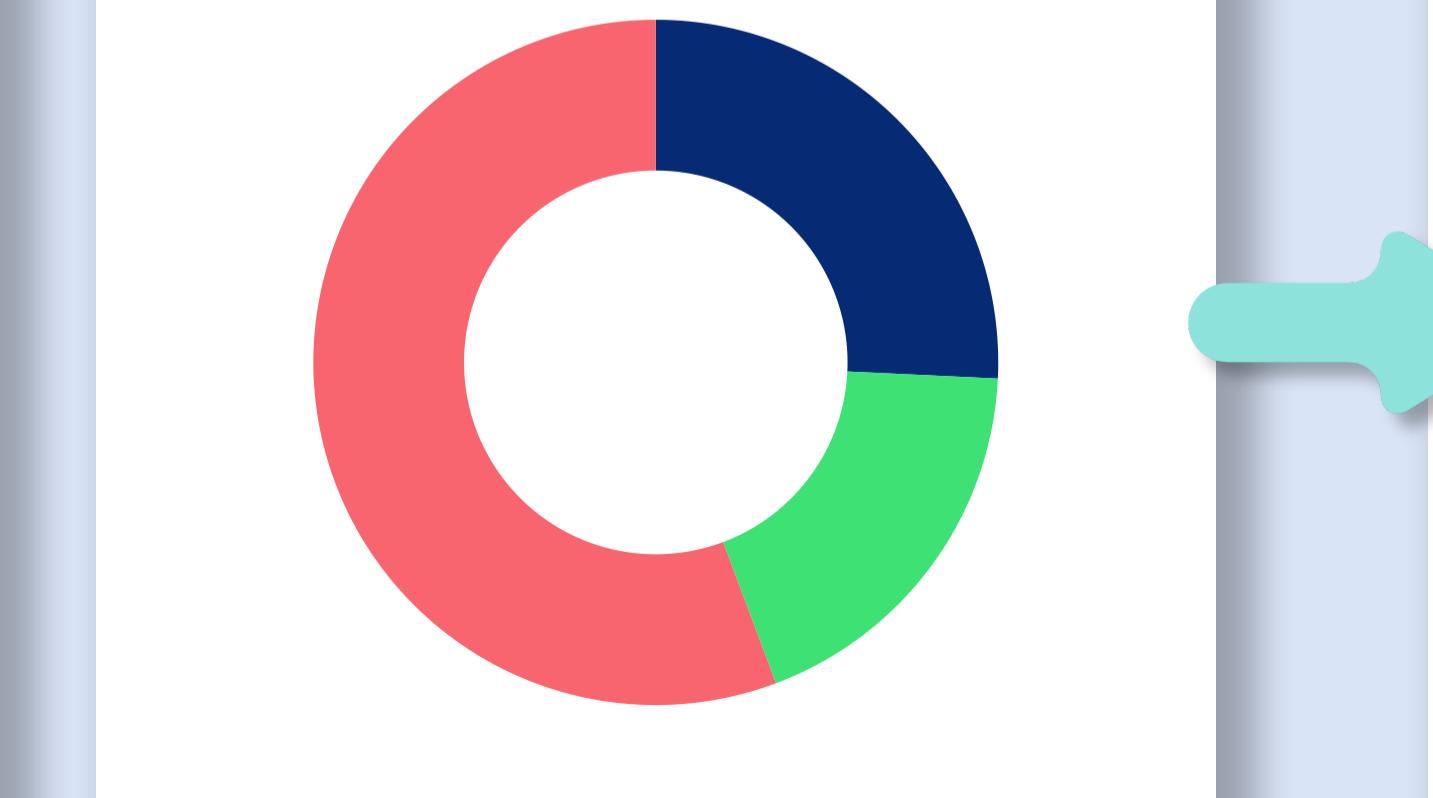
region ● APAC ● EU ● LATAM ● NA



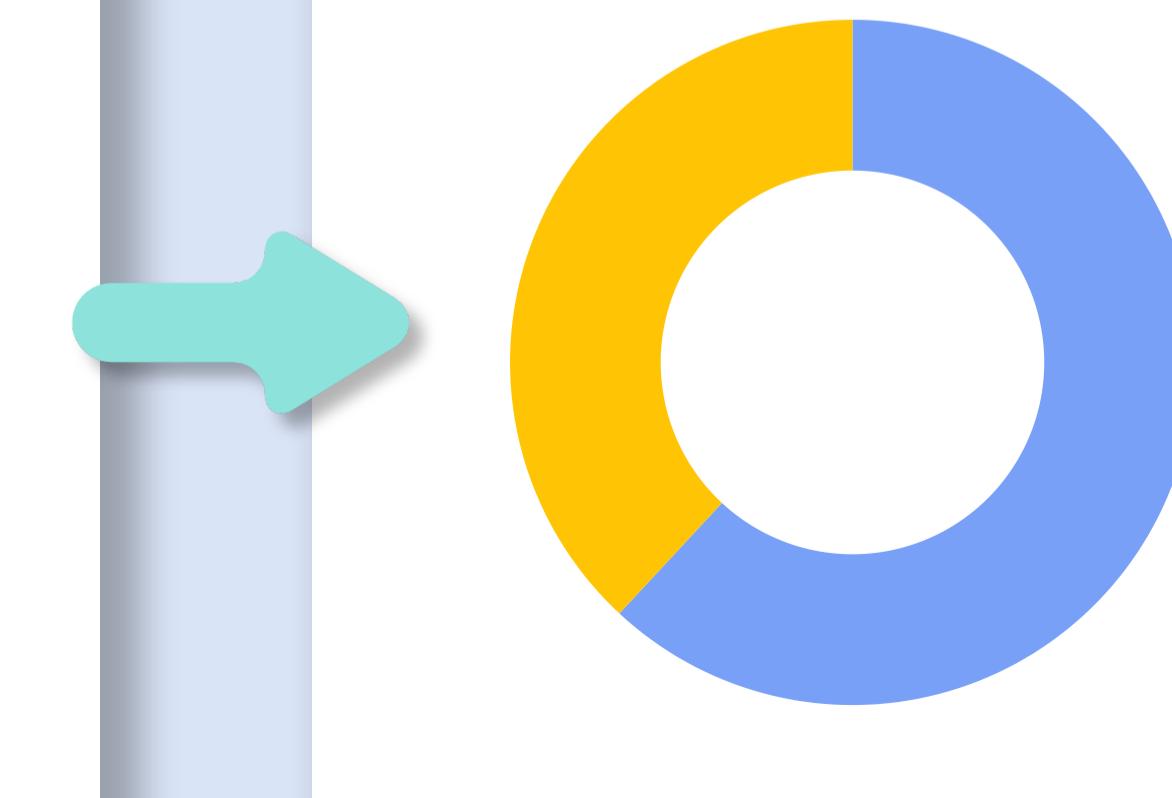
Product Performance

| segment | Net sales | GM | GM % |
|--------------|-------------------|-------------------|---------------|
| Networking | ₹ 38.4M | ₹ 14.8M | 38.45% |
| Storage | ₹ 54.6M | ₹ 20.9M | 38.33% |
| Desktop | ₹ 711.1M | ₹ 272.4M | 38.31% |
| Notebook | ₹ 1,580.4M | ₹ 601.0M | 38.03% |
| Peripherals | ₹ 897.5M | ₹ 341.2M | 38.02% |
| Accessories | ₹ 454.1M | ₹ 172.6M | 38.01% |
| Total | ₹ 3,736.2M | ₹ 1,422.9M | 38.08% |

● Pre Invoic... ● Post Invoic... ● Net Sales



● Total COGS ● Gross Margin





market

All

region

All

customer

All

2018

2019

2020

2021

2022 EST



Product Performance

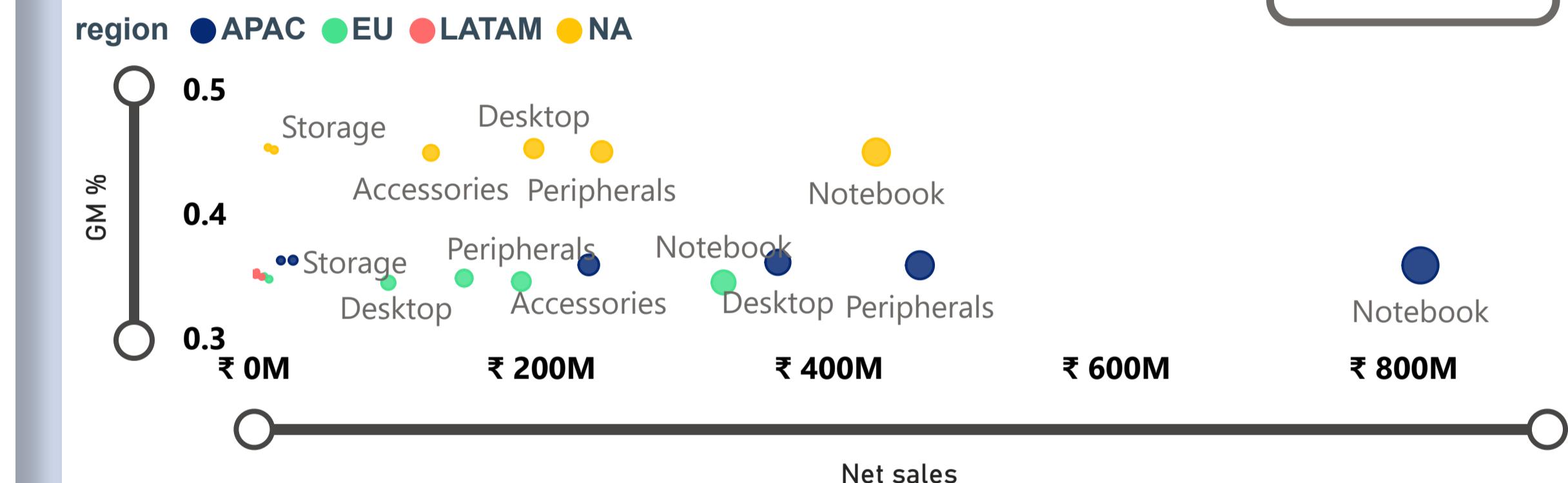
| segment | Net sales | GM | GM % | Net Profit | Netprofit % |
|--------------|-------------------|-------------------|---------------|--------------------|--------------|
| + | Networking | ₹ 38.4M | ₹ 14.8M | 38.45% | ₹ 21.08M |
| + | Storage | ₹ 54.6M | ₹ 20.9M | 38.33% | ₹ 29.92M |
| + | Desktop | ₹ 711.1M | ₹ 272.4M | 38.31% | ₹ 388.64M |
| + | Notebook | ₹ 1,580.4M | ₹ 601.0M | 38.03% | ₹ 860.43M |
| + | Peripherals | ₹ 897.5M | ₹ 341.2M | 38.02% | ₹ 487.45M |
| + | Accessories | ₹ 454.1M | ₹ 172.6M | 38.01% | ₹ 247.05M |
| Total | ₹ 3,736.2M | ₹ 1,422.9M | 38.08% | ₹ 2,034.57M | 54.5% |



Q1 Q2 Q3 Q4

ytd ytg

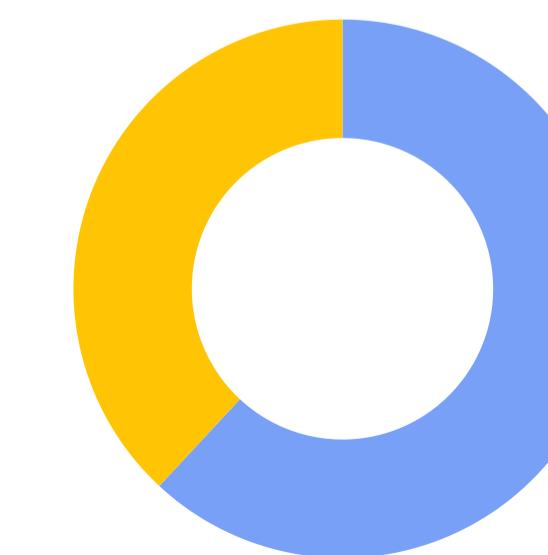
Performance Matrix by Gross Margin%



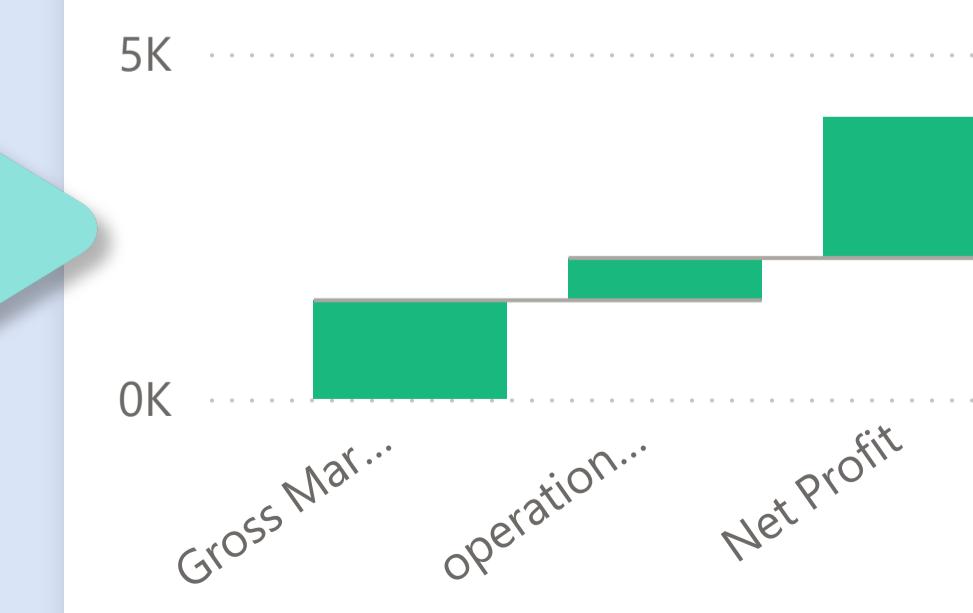
| region | Net sales | GM | GM % | Net Profit | Netprofit % |
|--------------|-------------------|-------------------|---------------|--------------------|--------------|
| + | NA | ₹ 1,022.1M | ₹ 459.7M | 44.97% | ₹ 812.53M |
| + | APAC | ₹ 1,923.8M | ₹ 690.2M | 35.88% | ₹ 901.29M |
| + | LATAM | ₹ 14.8M | ₹ 5.2M | 35.02% | ₹ 4.56M |
| + | EU | ₹ 775.5M | ₹ 267.8M | 34.53% | ₹ 316.19M |
| Total | ₹ 3,736.2M | ₹ 1,422.9M | 38.08% | ₹ 2,034.57M | 54.5% |

Top/Bottom Product & Customers by Net Sales

● Total COGS ● Gross Margin



● Increase ● Decrease





market

All

region

All

customer

All

2018

2019

2020

2021

2022 EST

**Forecast Accuracy****(Blank) !**

Goal: 0.80 (-100%)

Net Error**(Blank) ✓**

Goal: -74778 (+100%)

Absolute Error**(Blank) !**

Goal: 721538 (-100%)

Q1

Q2

Q3

Q4

ytd

ytg

**Key Metrics By Customers**

customer

forecast Accuracy

Net error

risk

Amazon

73.8%

-464694 OOS

AtliQ Exclusive

70.4%

-359242 OOS

Atliq e Store

74.2%

-294868 OOS

Electricalsociety

36.3%

-224226 OOS

Synthetic

30.4%

-191078 OOS

Novus

25.0%

-187343 OOS

Girias

31.6%

-154361 OOS

Expression

35.9%

-140660 OOS

Vijay Sales

30.8%

-137937 OOS

Propel

42.2%

-135662 OOS

Viveks

33.3%

-129058 OOS

Reliance Digital

34.6%

-122328 OOS

Elkjøp

26.9%

-115397 OOS

Forward Stores

10.8%

-109913 OOS

Electricalslytical

45.5%

-102814 OOS

Media Markt

28.2%

-101119 OOS

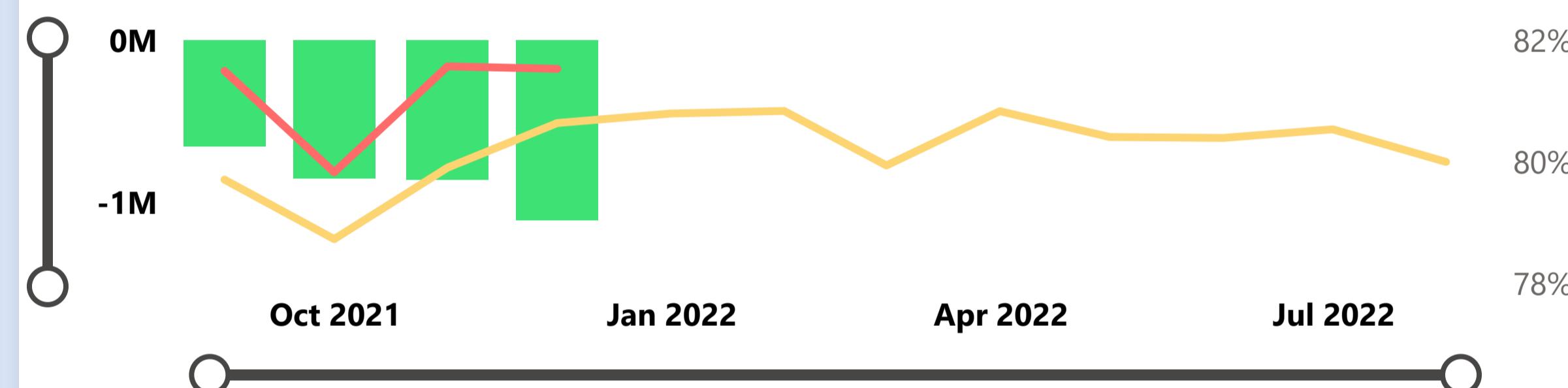
Total

81.2%

-3472690 OOS

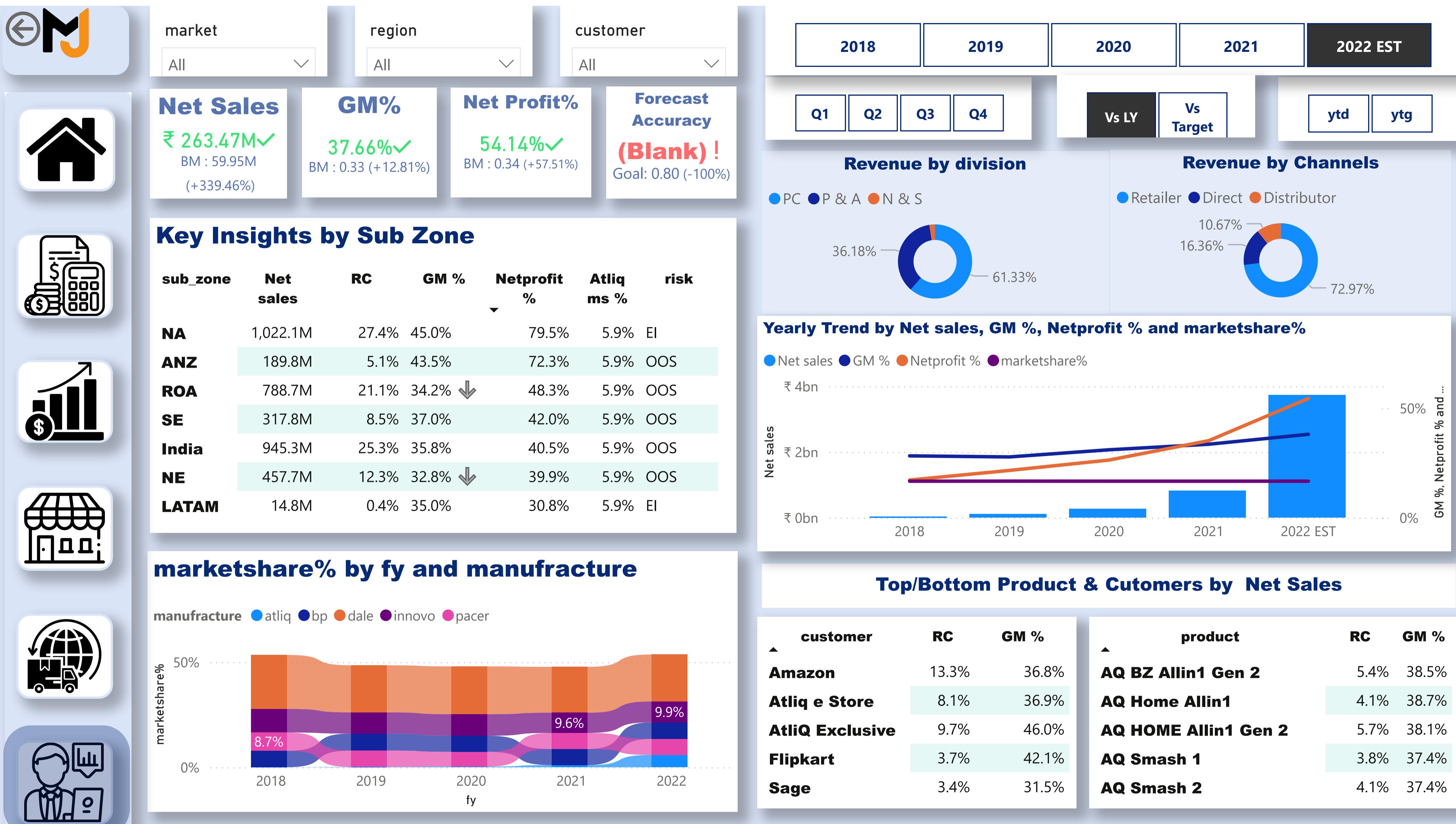
Net Sales performance over time

Net error forecast Accuracy forecast LY

**Top/Bottom Product & Customers by Net Sales**

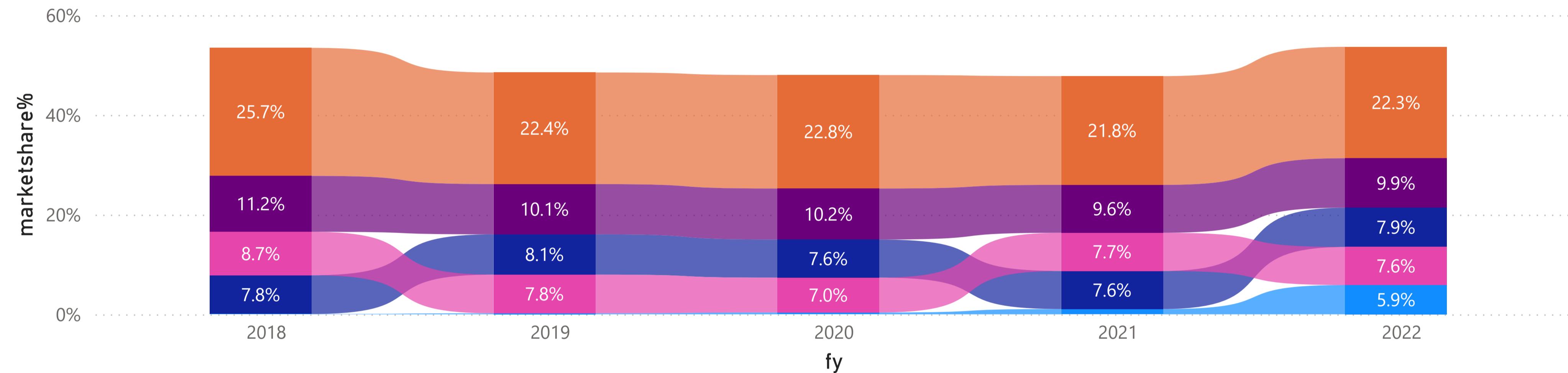
| segment | forecast Accuracy | Net error |
|----------------------|-------------------|-----------------|
| + Accessories | 87.4% | 341468 |
| + Desktop | 87.5% | 78576 |
| + Networking | 93.1% | -12967 |
| + Notebook | 87.2% | -47221 |
| + Peripherals | 68.2% | -3204280 |
| + Storage | 71.5% | -628266 |
| Total | 81.2% | -3472690 |





marketshare% by fy and manufracture

manufracture ● atliq ● bp ● dale ● innovo ● pacer



NS & GM% for

