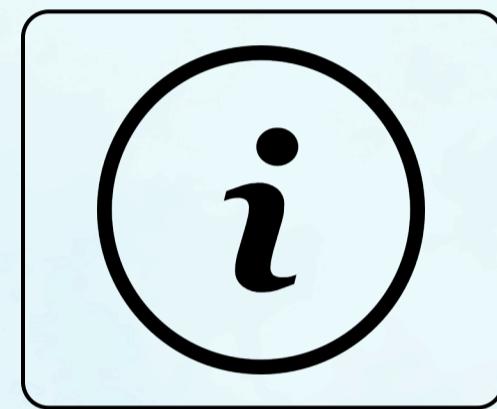




Business Insights 360



Info

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



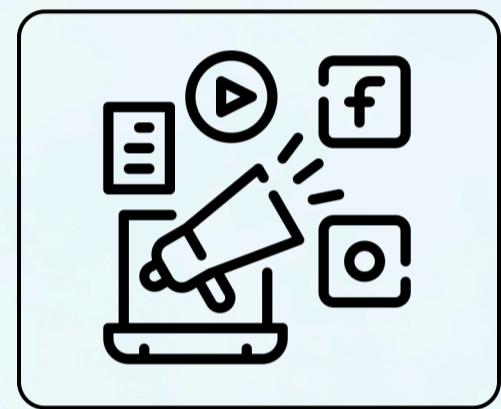
Finance View

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



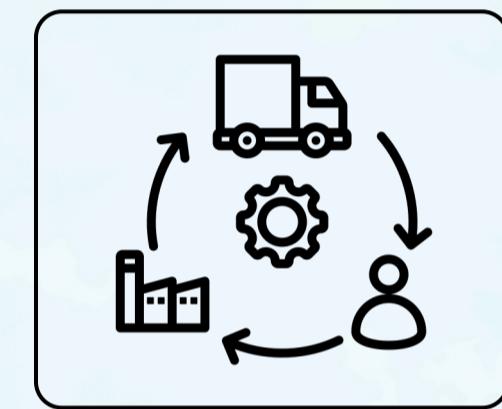
Sales View

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



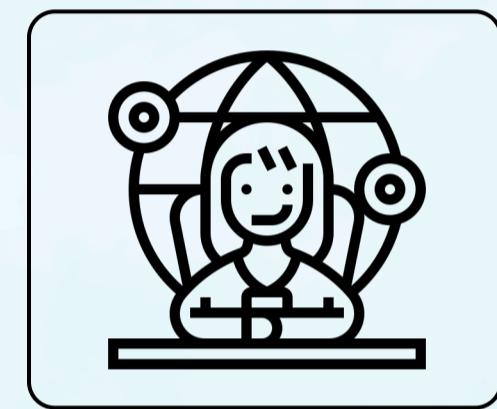
Marketing

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



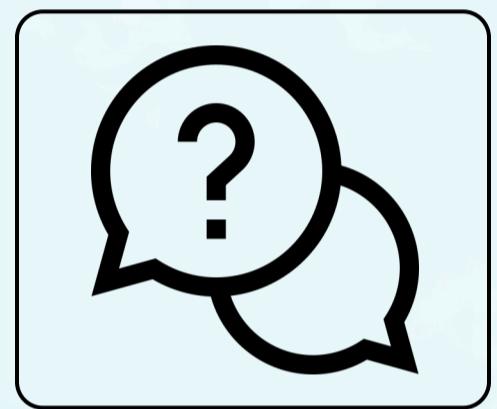
Supply chain View

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.



region, market

All ▾

customer

All ▾

segment, category, prod...

All ▾

fy_desc

2021 ▾

quarters

All ▾

ytd_ytg

All ▾

**₹ 823.85M** ▾

Goal: ₹ 267.98M (+207.43%)

Net Sales

36.49%! ▾

Goal: 0.37 (-1.65%)

GM%

-6.63%! ▾

Goal: -0.01 (-676.38%)

Net Profit%



Profit and Loss Statement

Line Item	2021	LY	YOY	YOY%
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational Expenses	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deductions	166.65	47.43	119.22	251.38
- Post Discounts	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

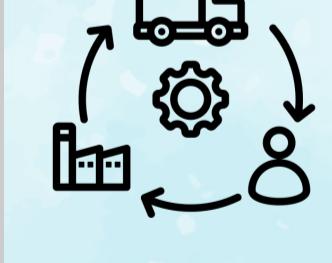


Net Sales Performance over time



Top/Bottom Products & customers by Net Sales

region	P & L Values	P&L YOY Chg %	segment	P & L Values	P&L YOY Chg %
	APAC	441.98		Accessories	244.85
EU	200.77	259.88	Desktop	46.43	4,791.34
LATAM	3.16	58.40	Networking	45.16	72.26
NA	177.94	186.03	Notebook	266.49	208.45
			Peripherals	166.51	174.64
			Storage	54.42	97.48





region, market

All

customer

All

segment, category, prod...

All

fy_desc

2021

quarters

All

ytd_ytg

All

**80.21% ✓**

Goal: 72.99% (+9.88%)

Forecast Accuracy**-751.71K ✓**

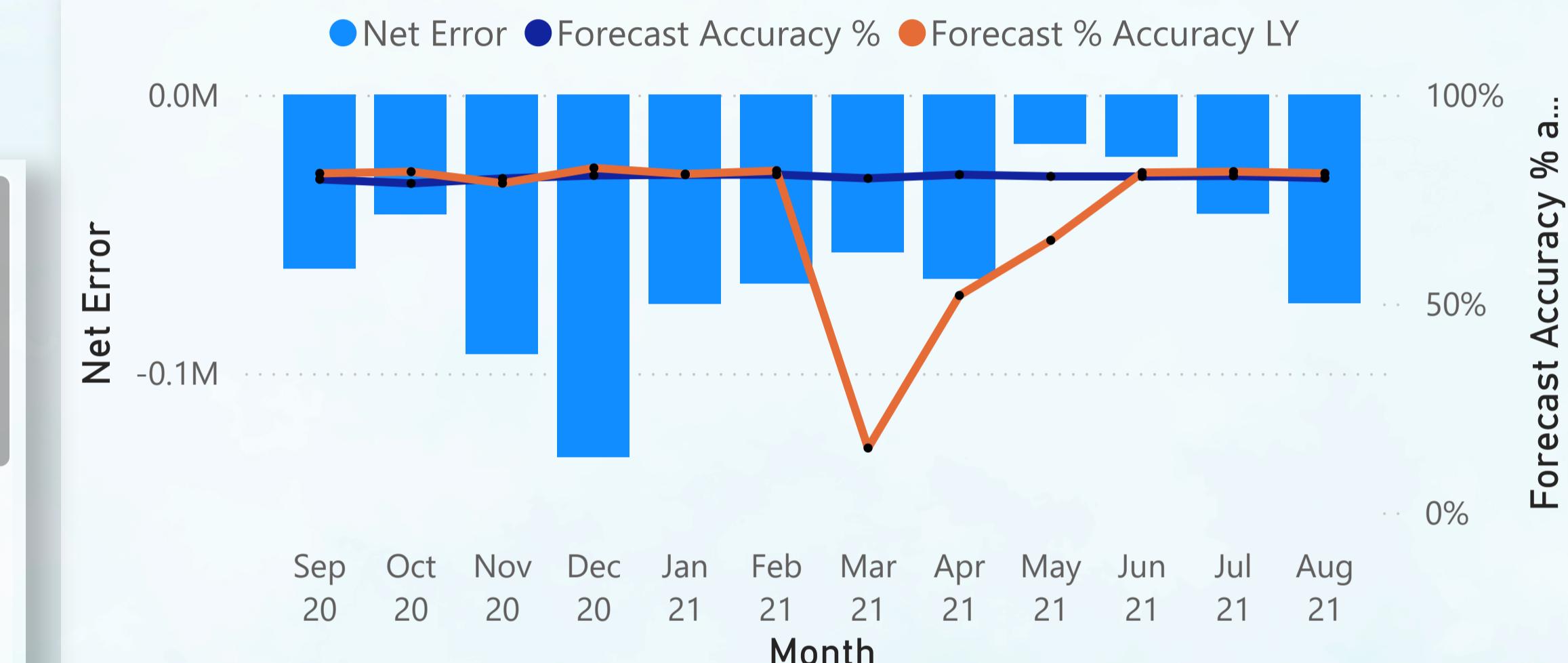
Goal: 491.6K (-252.91%)

Net Error**9780.74K !**

Goal: 5743.2K (+70.3%)

ABS Error**Key Metrics by Customer**

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast % Accuracy LY	Risk
Acclaimed Stores	50.69%	-122555	-16.23%	8.69%	Out of Stock
All-Out	29.09%	-12425	-30.67%	35.18%	Out of Stock
AltiQ Exclusive	71.15%	-191800	-5.73%	56.78%	Out of Stock
Amazon	74.54%	-155116	-2.35%	48.43%	Out of Stock
Argos (Sainsbury's)	56.08%	8033	4.14%	43.27%	Inventory Excess
Atlas Stores	48.16%	99521	29.63%	39.19%	Inventory Excess
Atliq e Store	74.59%	-94643	-2.30%	55.24%	Out of Stock
Atliq Exclusive	42.13%	2714	0.35%	32.66%	Inventory Excess
BestBuy	35.31%	-73279	-16.97%	7.31%	Out of Stock
Billa	18.29%	-37856	-47.09%	26.05%	Out of Stock
Boulanger	58.77%	81786	18.34%	38.12%	Inventory Excess
Chip 7	53.44%	95124	18.82%	41.32%	Inventory Excess
Chiptec	52.54%	72175	22.07%	27.04%	Inventory Excess
Circuit City	35.02%	-84752	-19.00%	9.90%	Out of Stock
Control	47.42%	-64707	-11.99%	30.41%	Out of Stock
Coolblue	52.95%	116840	26.87%	43.16%	Inventory Excess
Costco	49.42%	-24581	-3.50%	33.18%	Out of Stock
Croma	42.78%	45046	5.96%	35.49%	Inventory Excess
Total	80.21%	-751714	-1.52%	72.99%	Out of Stock

**Accuracy / Net Error Trend****Key Metrics by Products**

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast % Accuracy LY	Risk
Accessories	77.66%	-2133183	-7.06%	71.42%	Out of Stock
Desktop	84.37%	16205	11.22%	70.07%	Inventory Excess
Networking	90.40%	227056	8.17%	52.50%	Inventory Excess
Notebook	79.99%	-51254	-3.96%	76.65%	Out of Stock
Peripherals	83.23%	-318194	-5.89%	75.18%	Out of Stock
Storage	83.54%	1507656	15.77%	81.01%	Inventory Excess
Total	80.21%	-751714	-1.52%	72.99%	Out of Stock





region, market

All

customer

All

segment, category, prod...

All

fy_desc

2021

quarters

All

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All



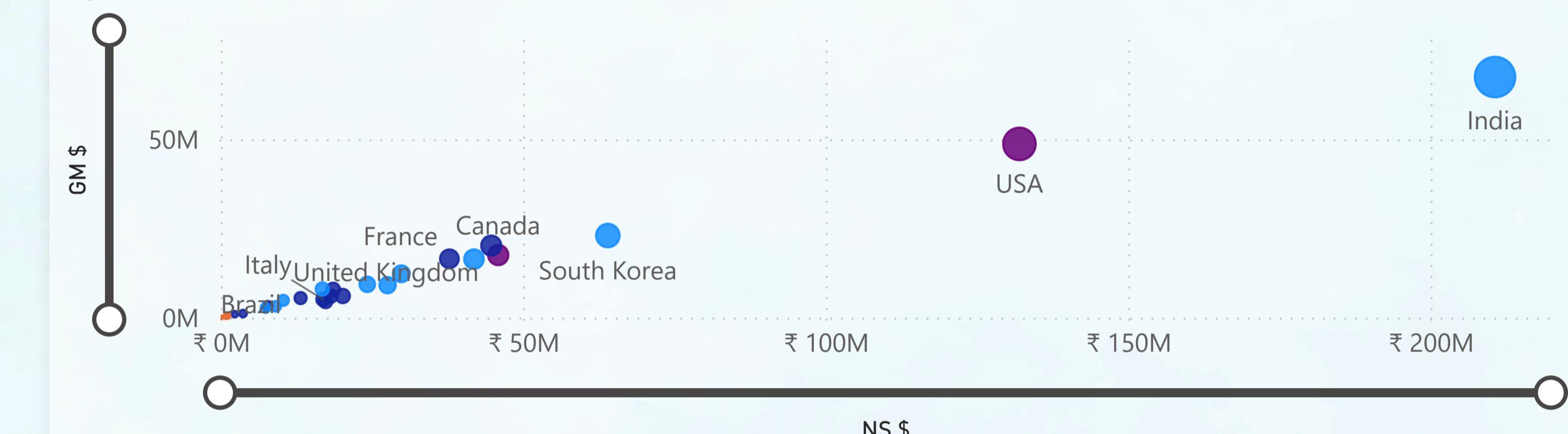
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	₹ 14.32M	5.18M	36.18%
All-Out	₹ 1.06M	0.50M	47.53%
AltiQ Exclusive	₹ 69.15M	31.88M	46.10%
Amazon	₹ 109.03M	38.59M	35.40%
Argos (Sainsbury's)	₹ 2.97M	1.05M	35.42%
Atlas Stores	₹ 4.16M	1.68M	40.36%
Atliq e Store	₹ 70.31M	26.40M	37.54%
Atliq Exclusive	₹ 10.77M	3.07M	28.52%
BestBuy	₹ 8.26M	2.97M	35.94%
Billa	₹ 1.65M	0.41M	24.68%
Boulanger	₹ 5.32M	1.55M	29.11%
Total	₹ 823.85M	300.63M	36.49%

Performance Metrics

NS \$, GM \$, NS \$ and GM % by market and region

region APAC EU LATAM NA





region, market

All

customer

All

segment, category, prod...

All

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2021

quarters

All

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All

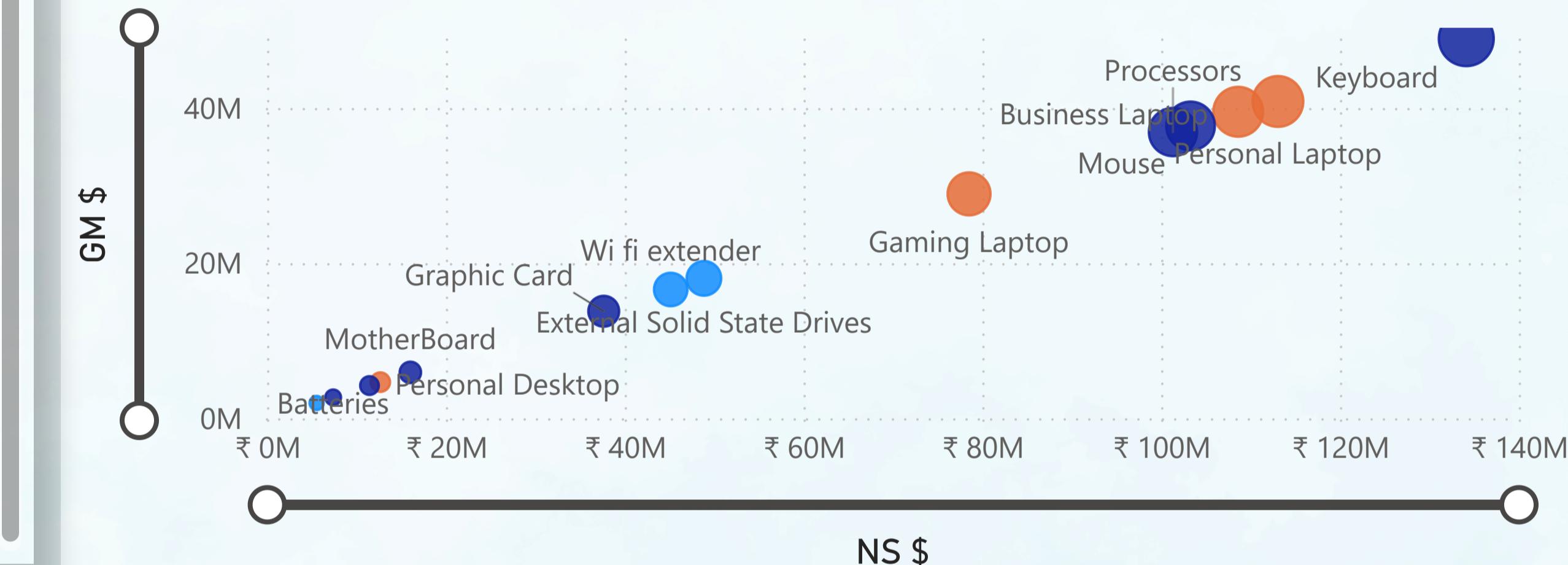
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Storage	₹ 54.42M	20.00M	36.75%	-3.46M	-6.36%
Peripherals	₹ 166.51M	60.81M	36.52%	-11.02M	-6.62%
Notebook	₹ 266.49M	97.12M	36.45%	-17.71M	-6.64%
Networking	₹ 45.16M	16.60M	36.75%	-2.91M	-6.44%
Wi fi extender	₹ 45.16M	16.60M	36.75%	-2.91M	-6.44%
Desktop	₹ 46.43M	16.79M	36.17%	-3.27M	-7.04%
Personal Desktop	₹ 12.68M	4.65M	36.70%	-0.88M	-6.92%
Business Laptop	₹ 33.75M	12.14M	35.97%	-2.39M	-7.09%
AQ BZ Allin1	₹ 33.75M	12.14M	35.97%	-2.39M	-7.09%
Accessories	₹ 244.85M	89.30M	36.47%	-16.28M	-6.65%
Total	₹ 823.85M	300.63M	36.49%	-54.65M	-6.63%

Performance Metrics

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

division N & S P & A PC

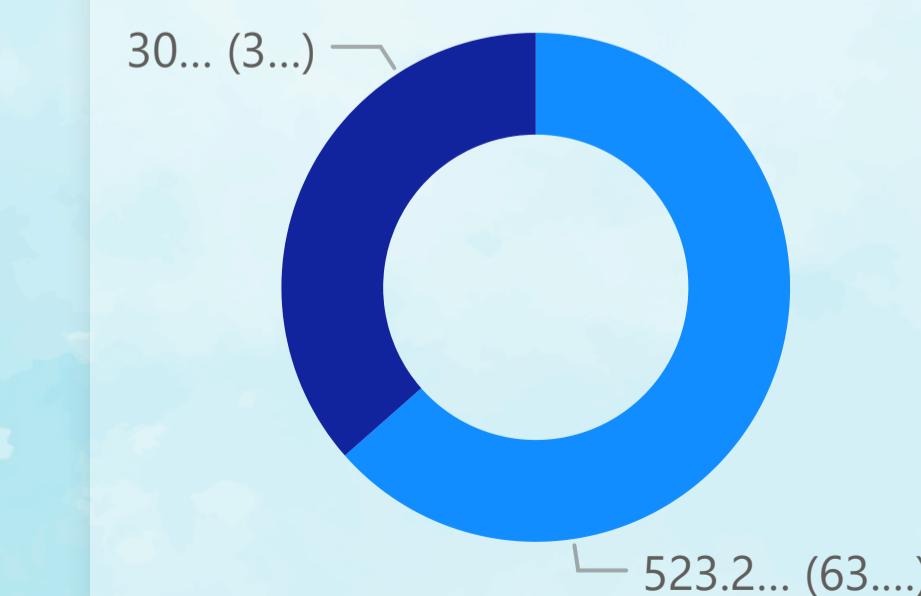


Region/Market/Customer Performance

segment	NS \$	GM \$	GM %
Storage	₹ 54.42M	20.00M	36.75%
Peripherals	₹ 166.51M	60.81M	36.52%
Notebook	₹ 266.49M	97.12M	36.45%
Networking	₹ 45.16M	16.60M	36.75%
Desktop	₹ 46.43M	16.79M	36.17%
Accessories	₹ 244.85M	89.30M	36.47%
Total	₹ 823.85M	300.63M	36.49%

User Economics

P & L Values by Description



P & L Values by Description

