

Support



Business Insights 360



3/29/2025 11:56:56 AM



Feb 2025



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 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.

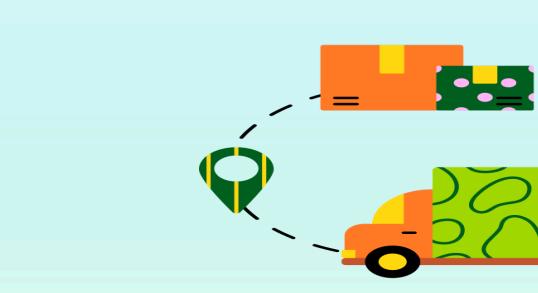


Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Information



Filters

Select Benchmark(BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

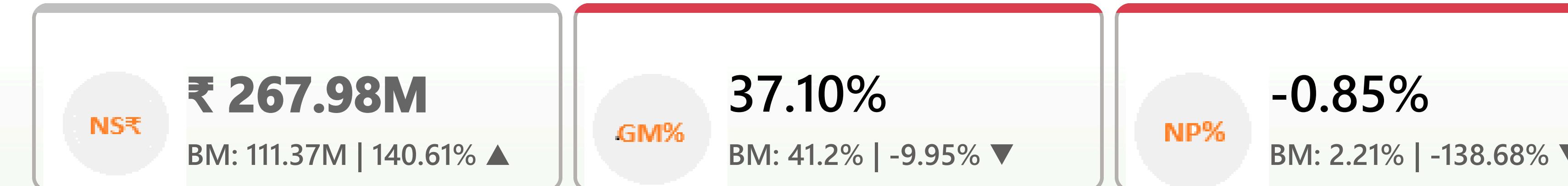
BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

RC = Revenue Contribution

MC = Market Share

All Values in Millions ₹



Net Sales Performance Over Time

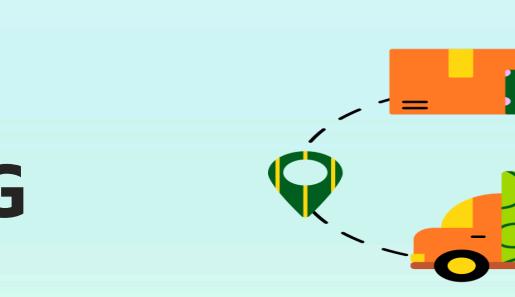


Top / Bottom Products & Customers by Net Sales

Primary Parameter	Region	values	Chg %		
● Region	+ APAC	147.98	107.48		
○ Category	+ NA	62.21	182.70		
	+ EU	55.79	224.03		
Secondary Parameter	+ LATAM	2.00	141.89		
	Total	267.98	140.61		
○ Market					
● Product					

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	-134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



Filters

Select Benchmark(BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

RC = Revenue Contribution

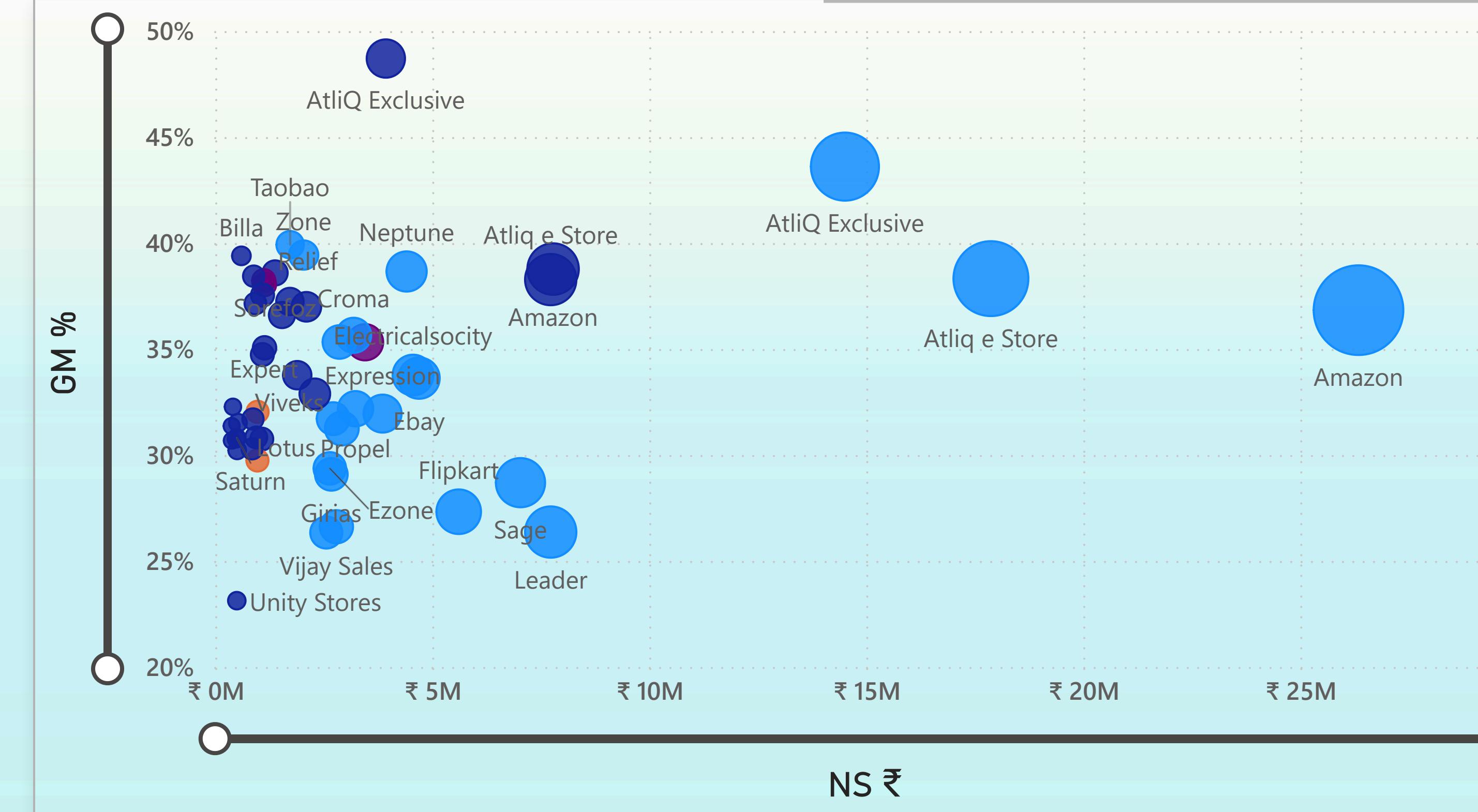
MC = Market Share

All Values in Millions ₹

Net Sales Performance Overtime

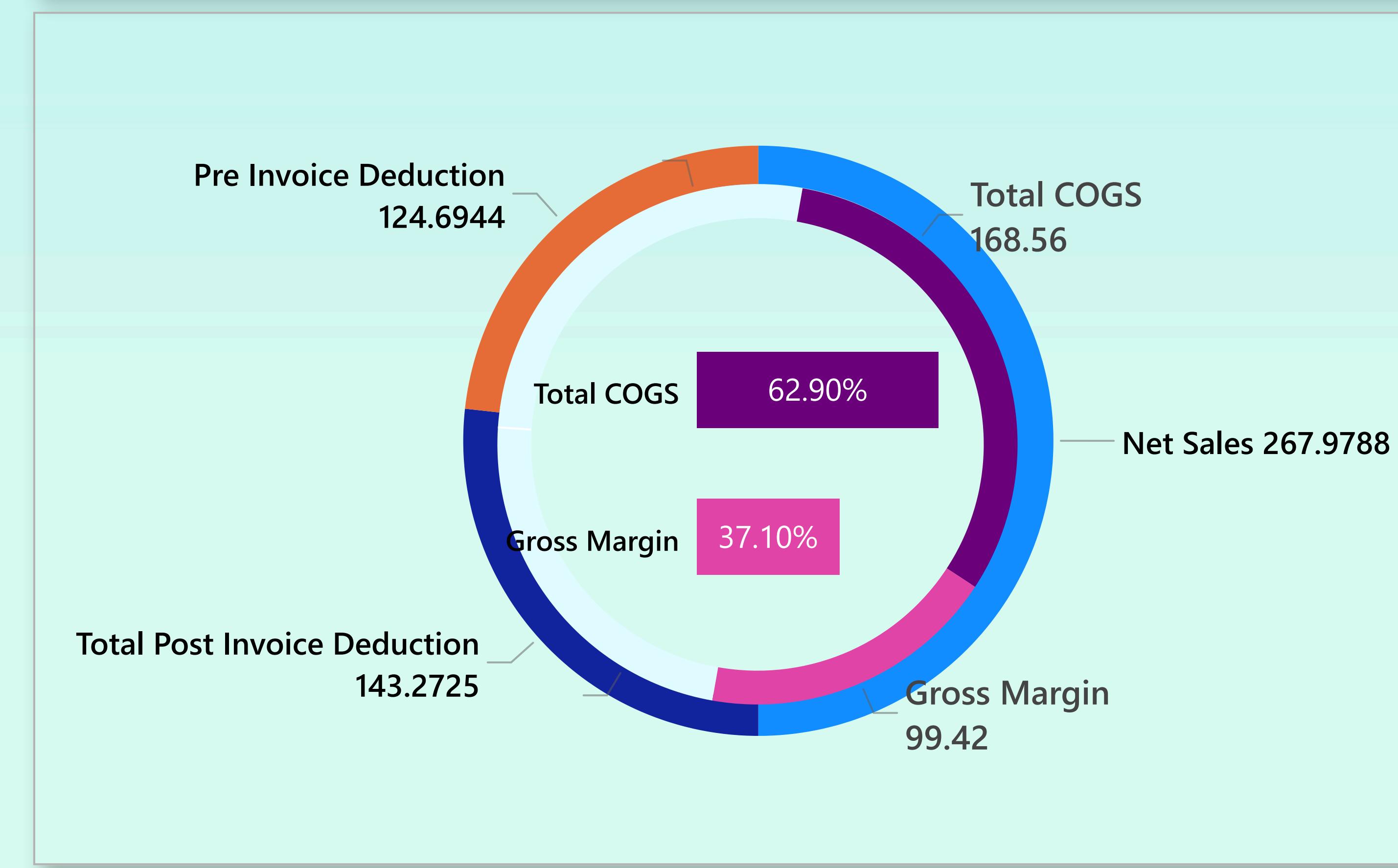
Gross Margin%
Variance

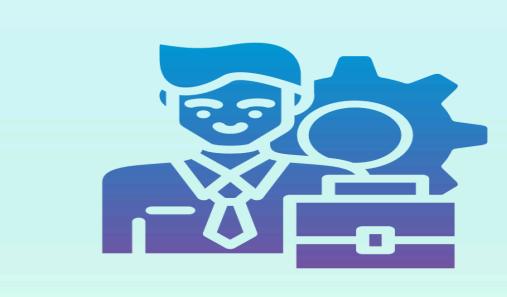
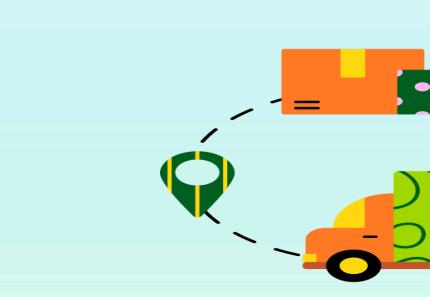
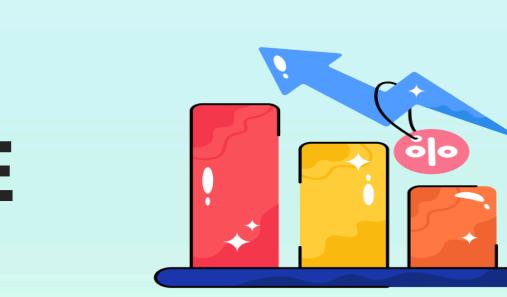
0%



Customer/Product Performances

Customer	NS ₹	GM ₹	GM %	Δ GM %
Amazon	₹ 49.77M	18.89M	37.96%	-0.09
Atliq e Store	₹ 31.74M	11.89M	37.47%	-0.09
AtliQ Exclusive	₹ 22.97M	10.52M	45.79%	-0.05
Flipkart	₹ 10.92M	3.66M	33.54%	-0.04
Ebay	₹ 8.15M	2.80M	34.34%	-0.19
Sage	₹ 8.32M	2.60M	31.22%	-0.29
Synthetic	₹ 5.75M	2.54M	44.23%	0.09
Leader	₹ 7.73M	2.04M	26.36%	-0.45
Novus	₹ 4.88M	2.01M	41.28%	0.10
Neptune	₹ 4.41M	1.70M	38.66%	-0.16
Electricalsociety	₹ 4.56M	1.54M	33.77%	-0.24
Staples	₹ 3.71M	1.48M	39.99%	0.17
Costco	₹ 3.60M	1.43M	39.59%	0.27
Acclaimed Stores	₹ 3.73M	1.38M	37.09%	0.11
walmart	₹ 3.42M	1.28M	37.43%	0.04
Expression	₹ 3.86M	1.23M	31.95%	-0.20
Reliance Digital	₹ 3.36M	1.22M	36.36%	-0.15
Control	₹ 2.84M	1.14M	40.09%	0.26
Croma	₹ 3.19M	1.14M	35.65%	-0.22
Propel	₹ 3.23M	1.04M	32.18%	-0.22
Total	₹ 267.98M	99.42M	37.10%	-0.10





Filters

Select Benchmark(BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

RC = Revenue Contribution

MC = Market Share

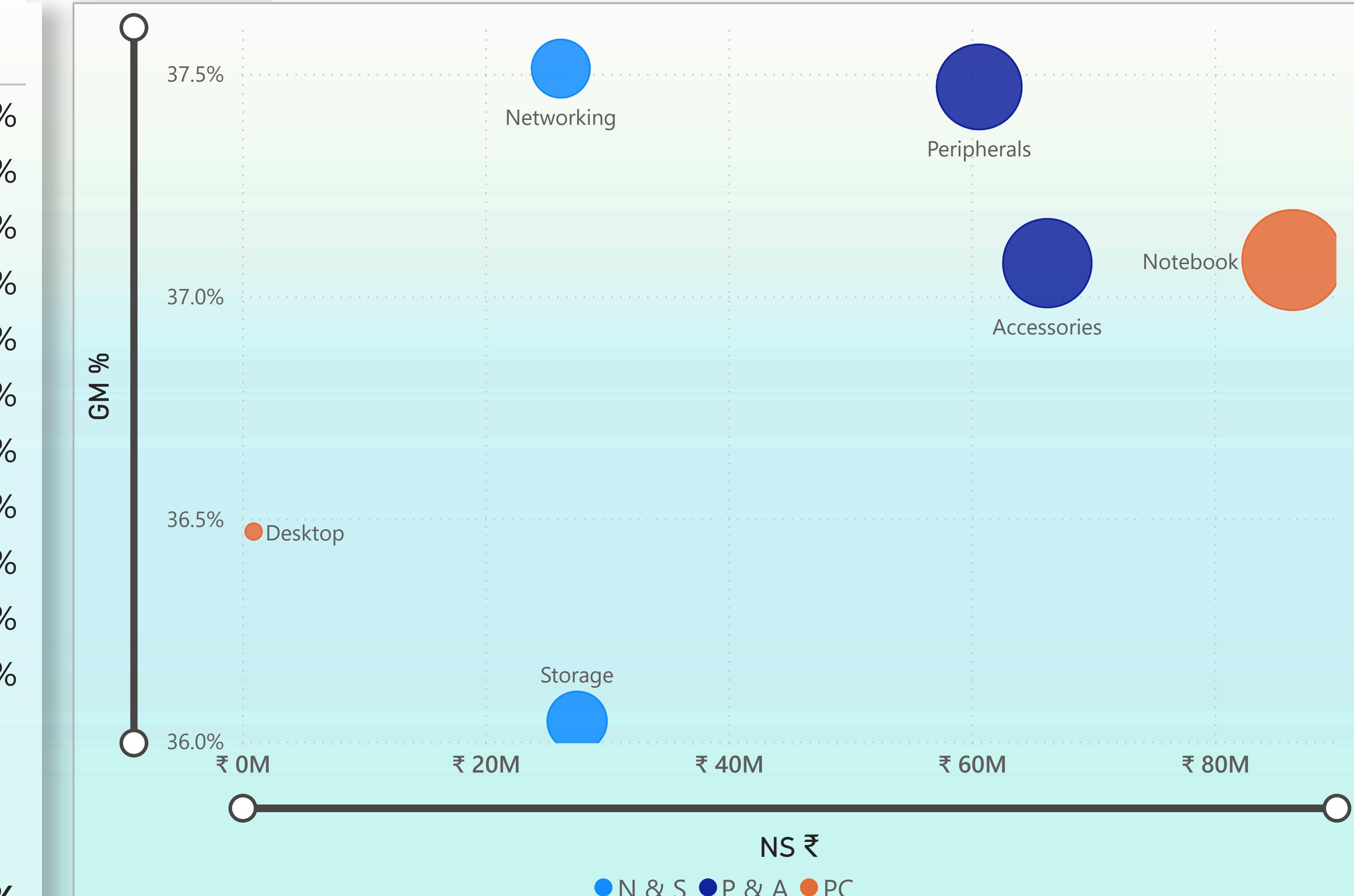
All Values in Millions ₹

Product Performance by Segment/ Category

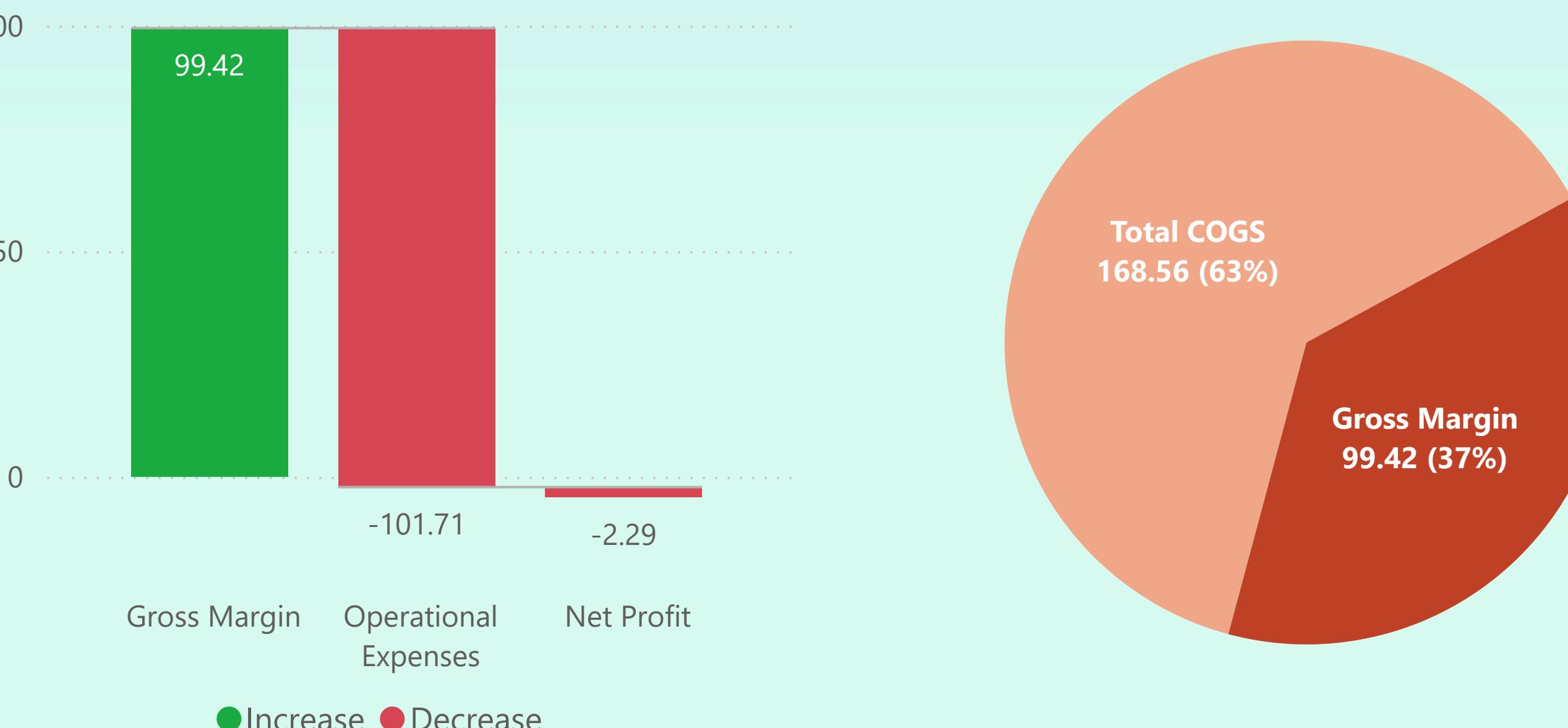
Segment	Category
---------	----------

Category	NS ₹	GM ₹	NP ₹	NP%	△ NP %
External Solid State Drives	₹ 25.88M	9.34M	-0.45M	-1.74%	-182.91%
Wi fi extender	₹ 26.22M	9.83M	-0.12M	-0.47%	-145.76%
Graphic Card	₹ 15.98M	5.89M	-0.17M	-1.06%	-144.33%
Business Laptop	₹ 38.54M	14.19M	-0.42M	-1.10%	-143.58%
Gaming Laptop	₹ 14.52M	5.42M	-0.14M	-0.96%	-141.09%
Keyboard	₹ 41.37M	15.31M	-0.39M	-0.95%	-139.21%
Personal Laptop	₹ 33.33M	12.42M	-0.23M	-0.69%	-134.01%
MotherBoard	₹ 1.90M	0.71M	-0.01M	-0.72%	-131.88%
Mouse	₹ 24.51M	9.12M	-0.17M	-0.68%	-130.46%
Internal HDD	₹ 5.41M	2.03M	-0.02M	-0.31%	-111.42%
Processors	₹ 37.35M	14.08M	-0.09M	-0.25%	-107.34%
Batteries	₹ 0.35M	0.13M	-0.01M	-1.68%	
Personal Desktop	₹ 0.95M	0.35M	-0.03M	-2.88%	
USB Flash Drives	₹ 1.68M	0.59M	-0.04M	-2.46%	
Total	₹ 267.98M	99.42M	-2.29M	-0.85%	-138.68%

Show NP%



Net Sales & Gross Margin Bifurcation

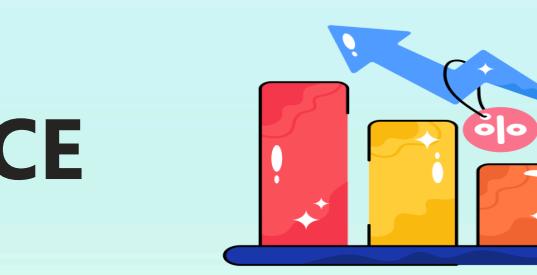


Customer Performance by Region / Market

Market	NS ₹	GM ₹	NP ₹	NP %	△ NP
Indonesia	₹ 8.08M	3.46M	1.69M	20.98%	16
Philippines	₹ 17.45M	7.86M	3.38M	19.34%	45
France	₹ 10.74M	4.63M	1.83M	17.07%	148
Australia	₹ 13.90M	6.37M	2.16M	15.53%	52
Pakistan	₹ 6.12M	2.61M	0.95M	15.52%	-323
Total	₹ 267.98M	99.42M	-2.29M	-0.85%	-138.



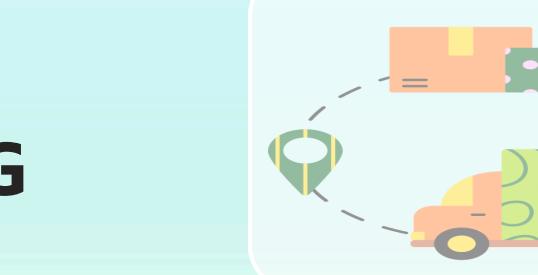
FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



SUPPORT



Filters

Select Benchmark(BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

RC = Revenue Contribution

MC = Market Share

All Values in Millions ₹

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error

492K

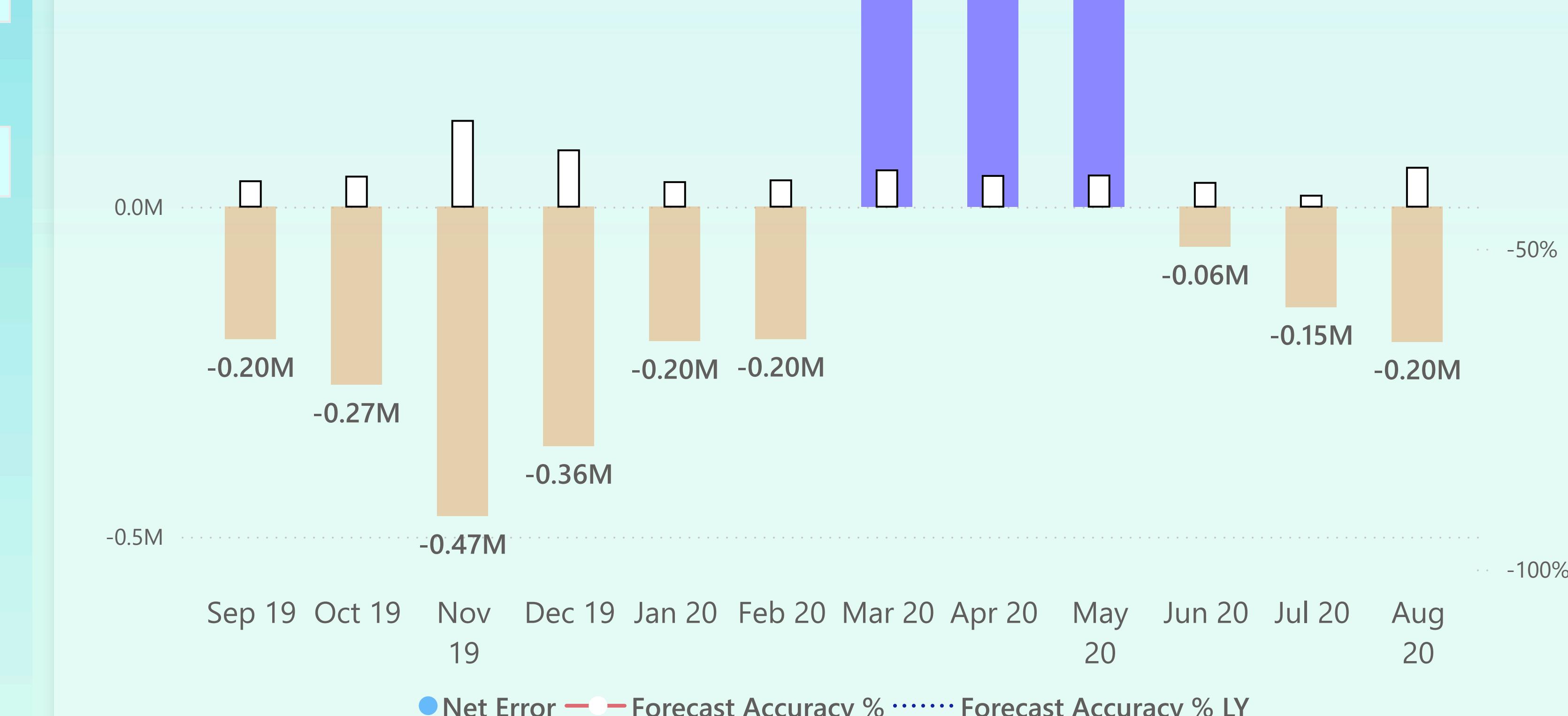
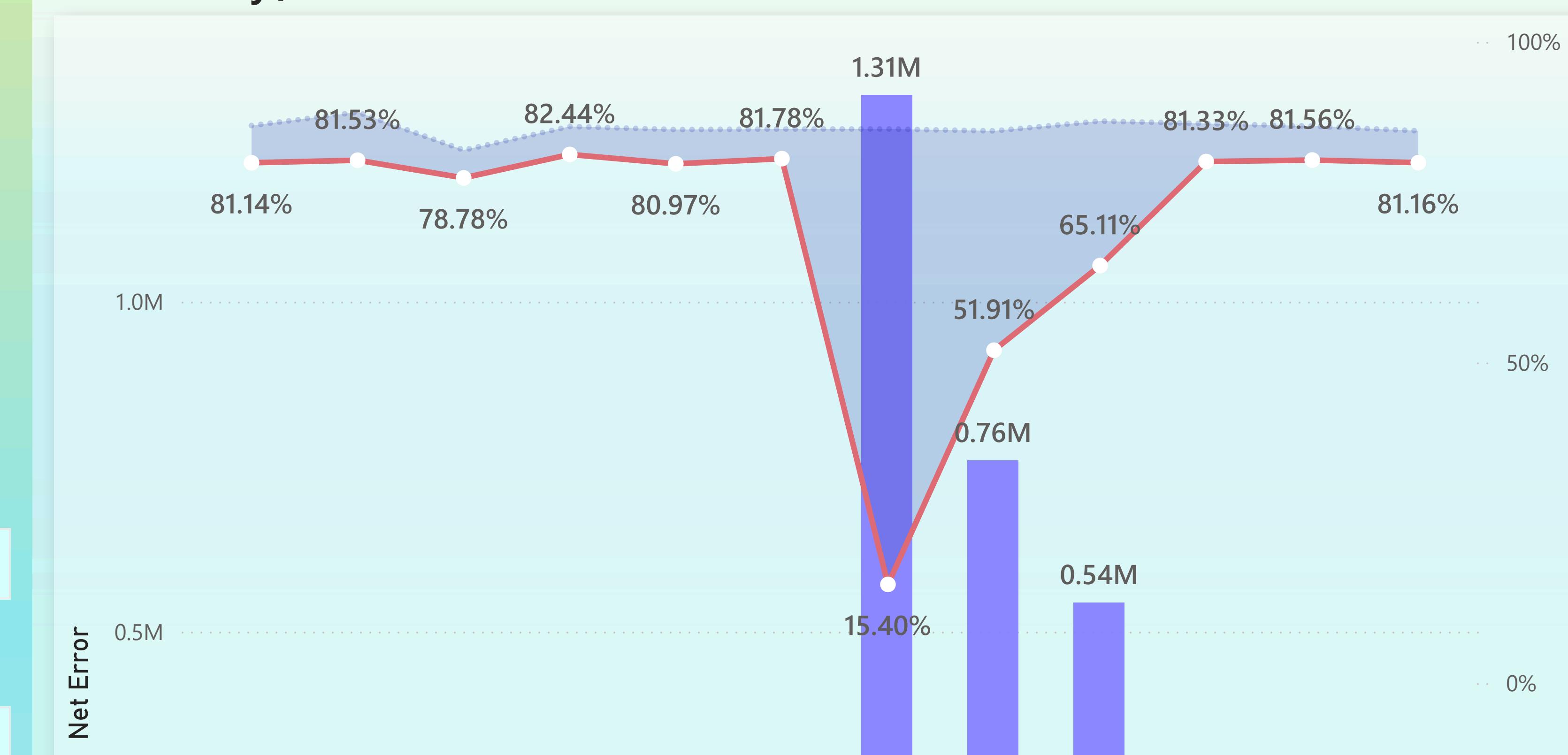
LY: 0.64M | -22.88% ▲

ABS Error

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend

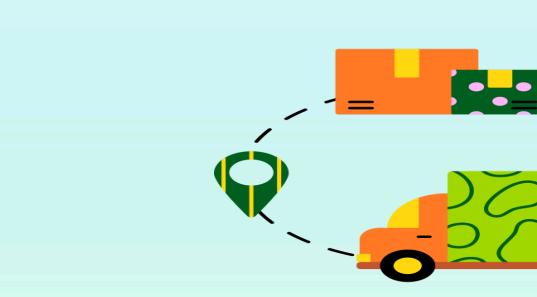


Key Metrics by Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.5%	OOS
Radio Popular	50.36%	58.50%	39157	19.9%	EI
Mbit	49.13%	55.20%	6922	6.5%	EI
Expert	48.84%	64.24%	32551	14.5%	EI
Amazon	48.43%	78.07%	-917373	-31.9%	OOS
UniEuro	45.77%	32.17%	62607	27.5%	EI
Elkjøp	45.00%	12.35%	78218	39.3%	EI
Nomad Stores	43.96%	45.05%	85613	34.9%	EI
Media Markt	43.66%	7.98%	73908	38.3%	EI
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	EI
Coolblue	43.16%	55.15%	15660	11.4%	EI
Surface Stores	42.94%	45.22%	31181	36.7%	EI
Electricalsociety	42.87%	52.63%	122081	24.9%	FI
Total	72.99%	86.45%	491599	2.3%	EI

Key Metrics by Products

segment	FCA%	FCA% LY	Net Error	Net Error %	Risk
+ Storage	81.01%	80.25%	698487	14.9%	EI
+ Notebook	76.65%	83.02%	146640	22.6%	EI
+ Peripherals	75.18%	85.06%	193476	7.4%	EI
+ Accessories	71.42%	90.20%	-167818	-1.4%	OOS
+ Desktop	70.07%		-52	-2.0%	OOS
+ Networking	52.50%	81.50%	-379134	-28.9%	OOS
Total	72.99%	86.45%	491599	2.3%	EI



Filters

Select Benchmark(BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

BM = Bench Mark | LY = Last Year

GM = Gross Margin | NS = Net Sales

RC = Revenue Contribution

MC = Market Share

EI = Excessive Inventory | OOS = Out of stock

All Values in Millions ₹

Net Sales ₹

₹ 267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy%

72.99%

LY: 86.45% | -15.57% ▼

Revenue Contribution

 Division
 Channel

20.1% 47.3% 32.6%

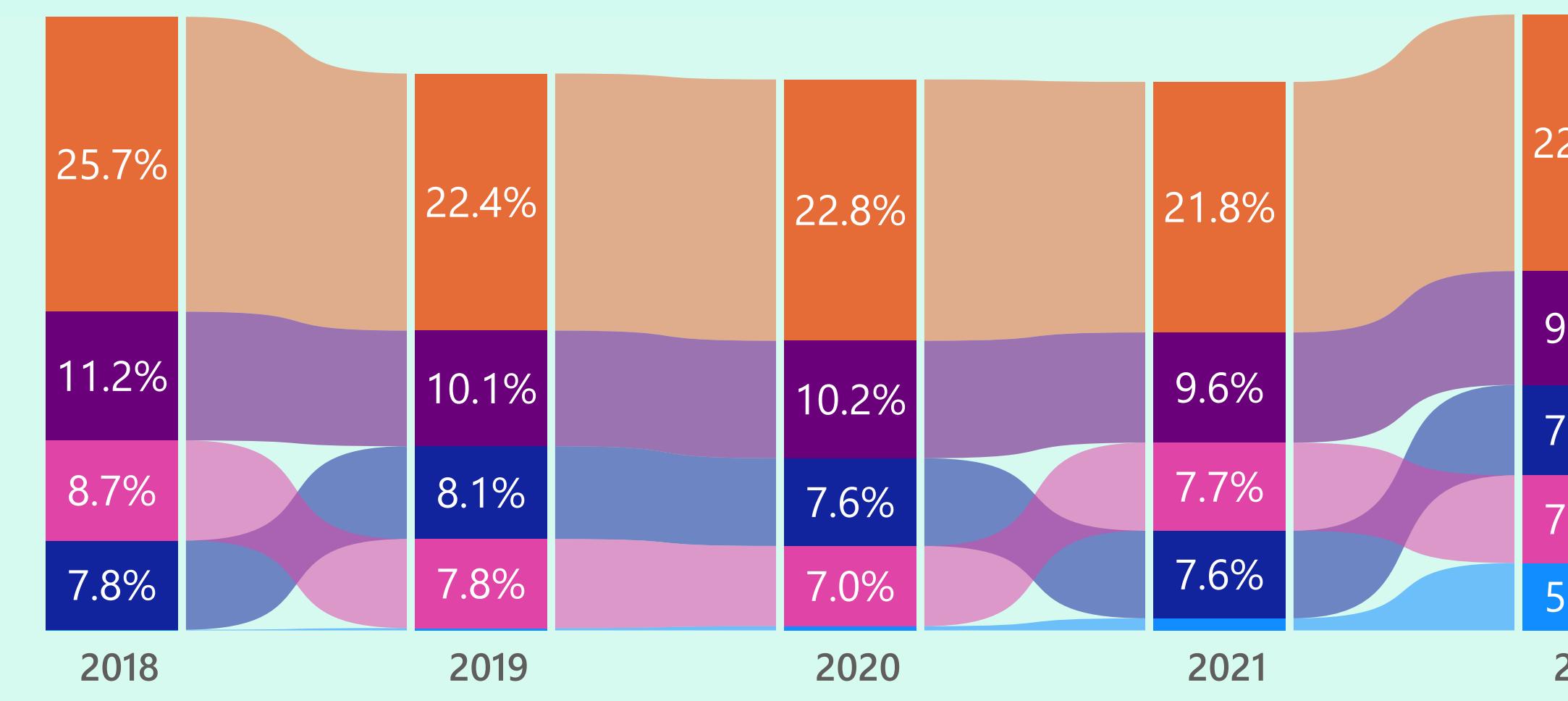
● N & S ● P & A ● PC

Trend: Key Metrics Over Years

37.10% GM %

-0.85% Net Profit %
0.36% 2020

Trend: Revenue Contribution over Years



atliq ● bp ● dale ● innovo ● pacer

Top 5 Customers

customer	RC %	GM %
Amazon	18.6%	38.0% ▼
Atliq e Store	11.8%	37.5% ▼
AtliQ Exclusive	8.6%	45.8% ▼
Flipkart	4.1%	33.5% ▼
Sage	3.1%	31.2% ▼
Total	46.2%	38.4%

Top 5 Products

product	RC %	GM %
AQ Wi Power Dx2	5.4%	38.0% ▼
AQ BZ Gen Y	4.5%	37.0% ▼
AQ Wi Power Dx1	4.4%	37.0% ▼
AQ Lite	4.3%	36.5% ▼
AQ BZ Compact	4.3%	36.5% ▼
Total	22.9%	37.0%

Sub- Regions Performance

sub_zone	NS ₹	RC %	GM %	Net Profit %	Net Error %	Risk	Atliq MS%
ROA	₹ 66.5M	24.8%	38.1% ▼	8.9%	9.4%	EI	0.6%
India	₹ 64.7M	24.2%	32.1% ▼	-14.7%	-0.8%	OOS	0.8%
NA	₹ 62.2M	23.2%	39.3% ▲	-1.8%	-22.1%	OOS	0.3%
NE	₹ 30.7M	11.4%	38.0% ▲	-4.6%	8.3%	EI	0.3%
SE	₹ 25.1M	9.4%	37.6% ▼	7.0%	11.0%	EI	1.1%
ANZ	₹ 16.8M	6.3%	42.4% ▼	12.6%	24.2%	EI	0.1%
LATAM	₹ 2.0M	0.7%	31.0% ▼	-0.1%	1.2%	EI	0.0%
Total	₹ 268.0M	100.0%	37.1%	-0.9%	2.3% EI		0.4%