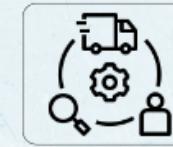




# Business Insights 360

Filters



## 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 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.

Report Refresh date : Thursday, December 28, 2023

Values are in INR & Millions

Sales data loaded until : Dec 21

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## Business Insights 360

Filter panel

[Clear Filters](#)

2018	2019	2020	2021	2022 Est.
------	------	------	------	-----------

Q1	Q2	Q3	Q4
----	----	----	----

YTD	YTG
-----	-----

Vs LY	Vs Target
-------	-----------

Region>>Market	All
----------------	-----

Customer	All
----------	-----

Segment>>Category>...	All
-----------------------	-----

### Net Sales

₹ 267.98M  
BM: 111.37M (+140.61%)

### GM %

37.10%!  
BM: 41.20% (-9.95%)

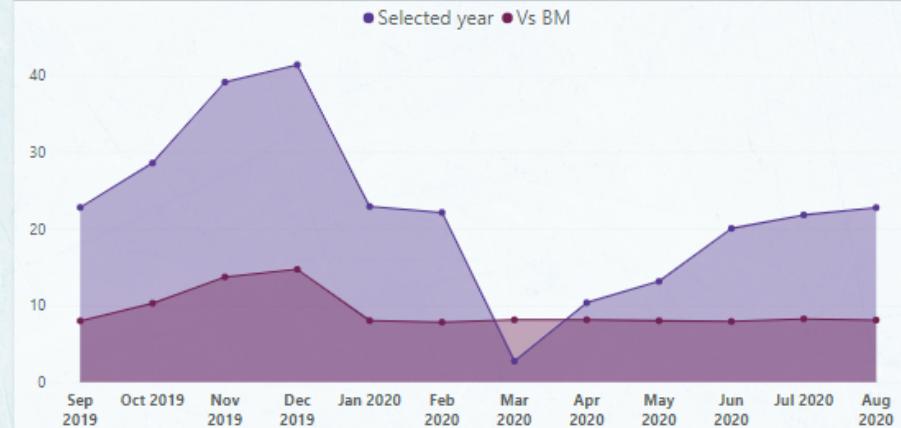
### Net Profit %

-0.85%!  
BM: 2.21% (-138.68%)

### Profit & Loss Statement

Line Item	2020	BM	YoY	YoY%
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

### Net Sales Performane Over Time



### Top/Bottom products & customers by Net Sales

Region	P&L	P&L_YOY_	segment	P&L	P&L_YOY_
	Values	Chg_%		Values	Chg_%
APAC	147.98	107.48%	Accessories	66.23	136.21%
EU	55.79	224.03%	Desktop	0.95	
LATAM	2.00	141.89%	Networking	26.22	51.00%
NA	62.21	182.70%	Notebook	86.39	166.63%
			Peripherals	60.63	207.22%
			Storage	27.56	99.17%

BM = Benchmark, LY=Last Year

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Finance View

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# Business Insights 360



Filter panel

Clear Filters

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Vs LY

Vs Target

Region&gt;&gt;Market

All

Customer

All

Segment&gt;&gt;Category&gt;...

All

## Customer Performance

customer	Net_sales	GM	GM_%
Acclaimed Stores	₹ 3.73M	1.38M	37.09%
All-Out	₹ 0.21M	0.08M	38.69%
Amazon	₹ 49.77M	18.89M	37.96%
Argos (Sainsbury's)	₹ 0.95M	0.29M	30.83%
Atlas Stores	₹ 0.89M	0.34M	38.44%
Atliq e Store	₹ 31.74M	11.89M	37.47%
AtliQ Exclusive	₹ 22.97M	10.52M	45.79%
BestBuy	₹ 2.34M	0.91M	38.88%
Billa	₹ 0.60M	0.24M	39.39%
Boulanger	₹ 1.09M	0.38M	34.74%
Chip 7	₹ 1.72M	0.64M	37.24%
Chiptec	₹ 0.54M	0.21M	38.22%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

## Product Performance

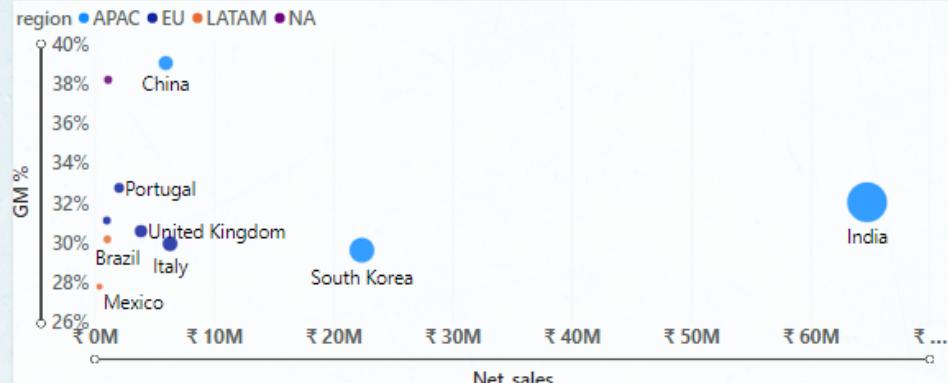
segment	Net_sales	GM	GM_%
Accessories	₹ 66.23M	24.56M	37.07%
Desktop	₹ 0.95M	0.35M	36.47%
Networking	₹ 26.22M	9.83M	37.51%
Notebook	₹ 86.39M	32.04M	37.08%
Peripherals	₹ 60.63M	22.72M	37.47%
Storage	₹ 27.56M	9.93M	36.05%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

GM Variance = Forecast-Actual

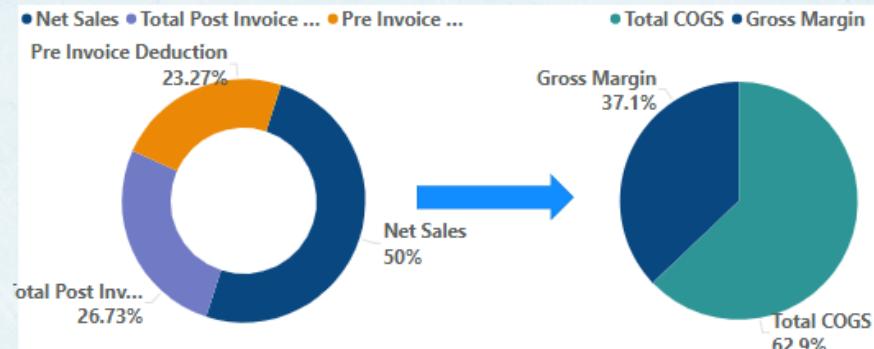
When GM% variance is more than:

5%

## Performance Matrix



## Unit Economics



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Sales View

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## Business Insights

360

Filter panel

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2018	2019	2020	2021	2022 Est.
------	------	------	------	-----------

Q1	Q2	Q3	Q4
----	----	----	----

YTD	YTG
-----	-----

Vs LY

Vs Target

Region>>Market

All	▼
-----	---

Customer

All	▼
-----	---

Segment>>Category>...

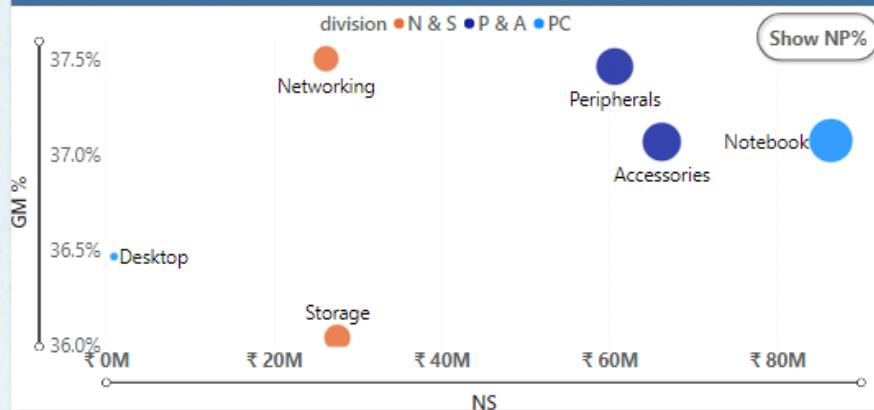
All	▼
-----	---



Filters

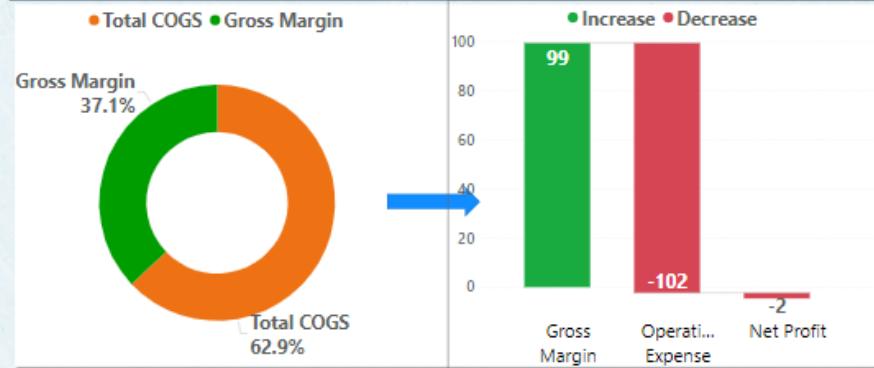
segment	Net_sales	Gross_M	GM %	Net_Pro	Net_Profit
	argin			fit	t_%
Accessories	₹ 66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	₹ 0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	₹ 26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	₹ 86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	₹ 27.56M	9.93M	36.05%	-0.49M	-1.78%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%

## Performance Matrix



region	Net_sales	Gross_M	GM %	Net_Prof	Net_Profit
	argin			it	_%
APAC	₹ 147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	₹ 55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	₹ 2.00M	0.62M	30.96%	0.00M	-0.08%
NA	₹ 62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%

## Unit Economics



GM = Gross Margin, NP = Net Profit

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Marketing View

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# Business Insights 360



Filters

## Filter panel

Clear Filters

2018	2019	2020	2021	2022 Est
------	------	------	------	----------

Q1	Q2	Q3	Q4
----	----	----	----

YTD	YTG
-----	-----

Vs LY	Vs Target
-------	-----------

Region>>Market	All
----------------	-----

Customer	All
----------	-----

Segment>>Category>...	All
-----------------------	-----

BM target is not available for the selected filters

## Forecast Accuracy

72.99%!  
BM: 86.45%(-15.57%)

## Net Error

491.6K✓  
BM: 637.48K  
(-22.88%)

## ABS Error

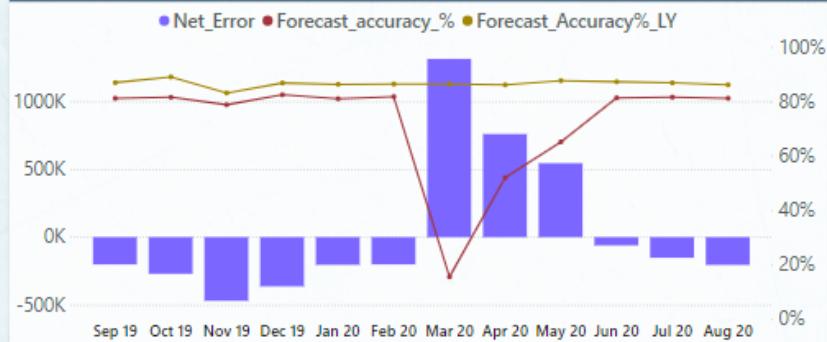
5743.2K!  
BM: 1547.78K  
(+271.06%)

## Key Metrics By Customer

customer	Forecast_Accuracy %	Forecast_Accuracy %_LY	Net_Error	Net_Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	OOS
All-Out	35.18%		5699	25.31%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	EI
Atlas Stores	39.19%	47.32%	24488	26.07%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
BestBuy	7.31%	26.90%	-44305	-32.55%	OOS
Billa	26.05%	36.08%	-2483	-5.80%	OOS
Boulanger	38.12%	45.56%	-7244	-8.78%	OOS
Chip 7	41.32%	30.35%	79770	37.39%	EI
Chiptec	27.04%		-4136	-10.85%	OOS
Circuit City	9.90%	26.23%	-47555	-34.82%	OOS
Control	30.41%	36.19%	-20992	-11.29%	OOS
Coolblue	43.16%	55.15%	15660	11.41%	EI
Costco	33.18%	38.04%	8127	2.94%	EI
Croma	35.49%	48.82%	28591	10.12%	EI
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.71%	EI
Digimarket	39.69%	52.62%	87844	34.82%	EI
Ebay	18.21%	51.05%	-231960	-55.58%	OOS
Electricalsara Stores	32.38%	52.73%	226	0.33%	EI

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

## Accuracy/Net Error trend



## Key Metrics By Product

segment	Forecast_accuracy %	Forecast_accuracy %_LY	Net_Error	Net_Error %	Risk
Accessories	71.42%	90.20%	-167818	-1.40%	OOS
Desktop	70.07%		-52	-2.00%	OOS
Networking	52.50%	81.50%	-379134	-28.90%	OOS
Notebook	76.65%	83.02%	146640	22.59%	EI
Peripherals	75.18%	85.06%	193476	7.43%	EI
Storage	81.01%	80.25%	698487	14.86%	EI

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Supply Chain View

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# Business Insights 360



Filters

Filter panel

Clear Filters

2018	2019	2020	2021	2022 Est
------	------	------	------	----------

Q1	Q2	Q3	Q4
----	----	----	----

YTD	YTG
-----	-----

Vs LY	Vs Target
-------	-----------

Region>>Market	All
----------------	-----

Customer	All
----------	-----

Segment>>Category>...	All
-----------------------	-----

Net Sales

₹ 267.98M  
BM: 111.37M  
(+140.61%)

GM %

37.10%!  
BM: 41.20% (-9.95%)

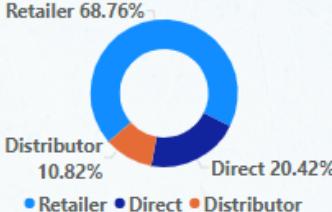
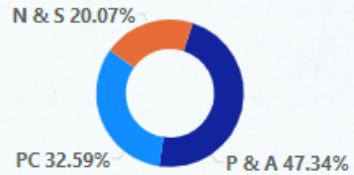
Net Profit %

-0.85%!  
BM: 2.21%  
(-138.68%)

Forecast Accuracy

72.99%!  
BM: 86.45%  
(-15.57%)

Revenue by Division &amp; channel

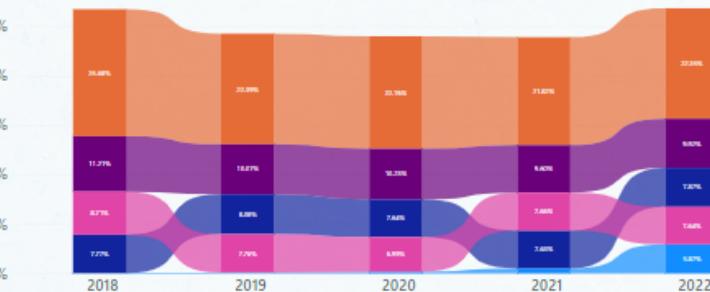


## Key Insights By Subzone

sub_z	Net_sales	RC%	GM%	AtliQ_MS%	Net_Profi_t_%	Net_Erro_r_%	Risk
ANZ	₹ 16.80M	6.27%	42.36% <span style="color:red">↓</span>	0.10%	12.62%	24.23%	EI
India	₹ 64.73M	24.15%	32.07% <span style="color:red">↓</span>	0.84%	-14.73%	-0.82%	OOS
LATAM	₹ 2.00M	0.75%	30.96% <span style="color:red">↓</span>	0.03%	-0.08%	1.20%	EI
NA	₹ 62.21M	23.21%	39.35%	0.27%	-1.79%	-22.10%	OOS
NE	₹ 30.68M	11.45%	37.97%	0.34%	-4.58%	8.34%	EI
ROA	₹ 66.45M	24.80%	38.15% <span style="color:red">↓</span>	0.57%	8.87%	9.35%	EI
SE	₹ 25.11M	9.37%	37.64% <span style="color:red">↓</span>	1.07%	6.98%	11.01%	EI
<b>Total</b>	<b>₹ 267.98M</b>	<b>100.00%</b>	<b>37.10% <span style="color:red">↓</span></b>	<b>0.36%</b>	<b>-0.85%</b>	<b>2.31%</b>	<b>EI</b>

## Market Share % by FY & manufacturer

atliq bp dale innovo pacer



BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

## Yearly trend by Revenue, GM%, Net Profit%, Market Share%



## Top 5 Customer/Products by Revenue

customer	RC%	GM %	product	RC%	GM %
Amazon	18.57%	37.96% <span style="color:red">↓</span>	AQ BZ Compact	4.25%	36.47% <span style="color:red">↓</span>
Atliq e Store	11.85%	37.47% <span style="color:red">↓</span>	AQ BZ Gen Y	4.51%	36.99% <span style="color:red">↓</span>
AtliQ Exclusive	8.57%	45.79% <span style="color:red">↓</span>	AQ Lite	4.31%	36.47% <span style="color:red">↓</span>
Flipkart	4.08%	33.54% <span style="color:red">↓</span>	AQ Wi Power Dx1	4.42%	36.97% <span style="color:red">↓</span>
Sage	3.10%	31.22% <span style="color:red">↓</span>	AQ Wi Power Dx2	5.36%	37.96% <span style="color:red">↓</span>
<b>Total</b>	<b>46.17%</b>	<b>38.44%</b>	<b>Total</b>	<b>22.85%</b>	<b>37.02%</b>

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Executive View

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