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.

Report Refresh Date : Saturday, Septe...

Values are in dollars and units are millions

Sales data loaded until : Dec 21

region, market: All | customer: All | segment, category, pr...: All

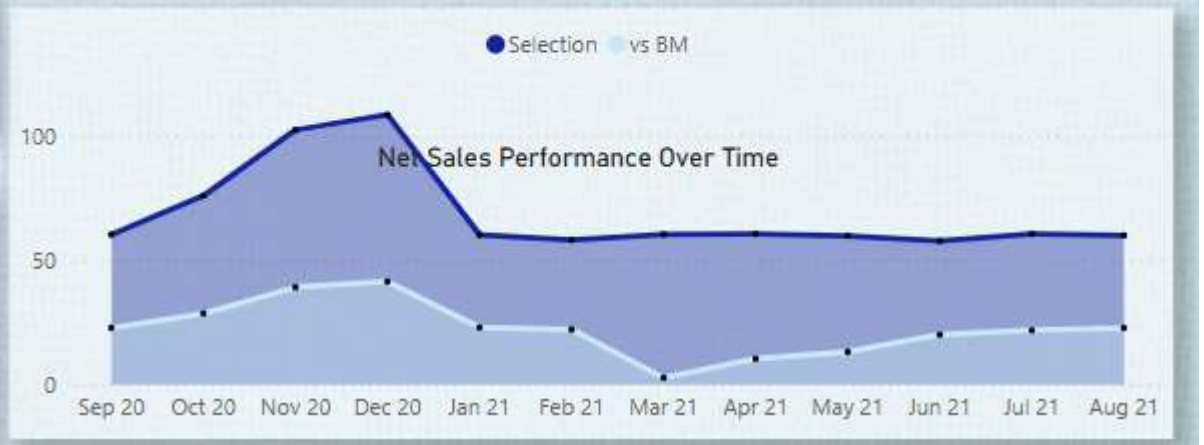
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

₹ 0.82bn ✓
BM: 0.27bn (+207.43%)
Net Sales

36.49% !
BM: 37.10% (-1.65%)
GM %

-6.63% !
BM: -0.85% (-676.38%)
Net Profit %



Profit and Loss Statement

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

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
APAC	441.98	198.67
EU	200.77	259.88
LATAM	3.16	58.40
NA	177.94	186.03
Total	**823.85**	**207.43**

segment	P & L Values	P & L Chg %
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	**823.85**	**207.43**

BM : Benchmark, LY : Last Year

region, market: All | customer: All | segment, category, pr...: All

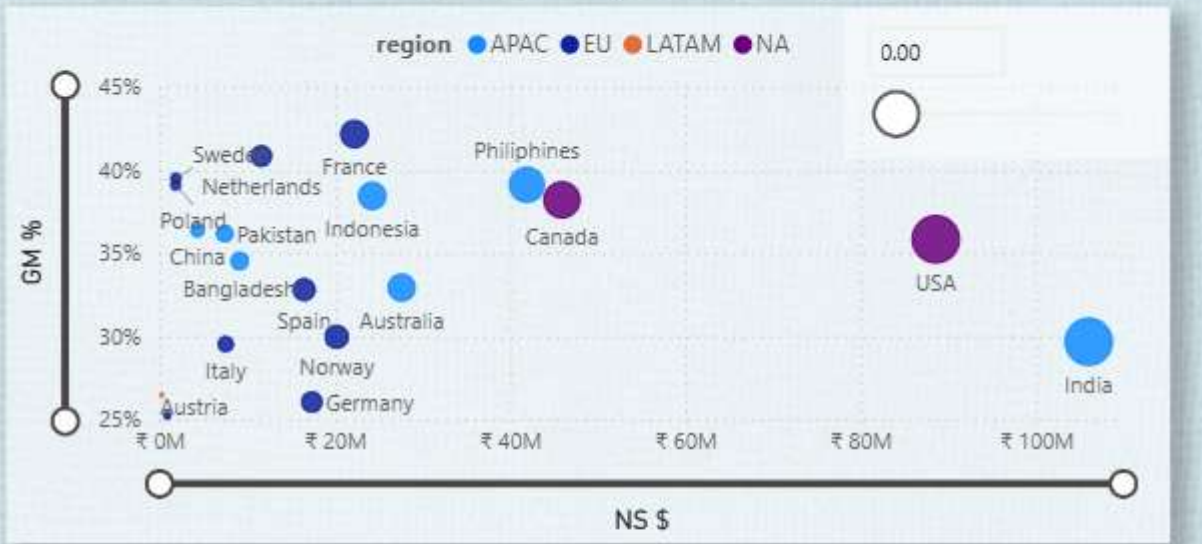
2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

vs LY | vs Target

Key Metrics by Customer

customer	NS $	GM $	GM %
Nova	₹ 0.46M	0.12M	26.65%
All-Out	₹ 1.06M	0.50M	47.53%
Notebillig	₹ 1.47M	0.27M	18.28%
Electricalsbea Stores	₹ 1.48M	0.62M	41.85%
Saturn	₹ 1.56M	0.43M	27.37%
Otto	₹ 1.57M	0.42M	26.90%
Unity Stores	₹ 1.60M	0.49M	30.40%
Billa	₹ 1.65M	0.41M	24.68%
Total	**₹ 823.85M**	**300.63M**	**36.49%**

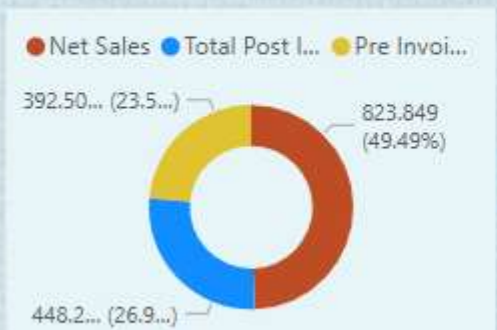
NS $, GM $, GM % by customer and region

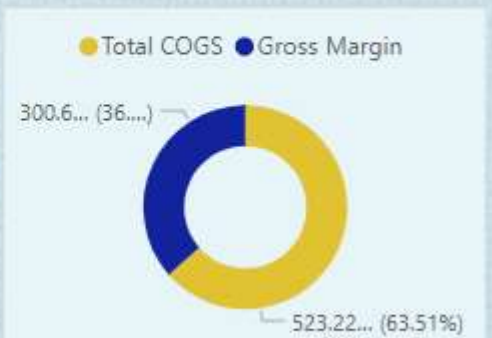


Key Metrics by Products

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

Unit Economics





region, market: All

customer: All

segment, category, pr...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Show NP%

Key Metrics by Products

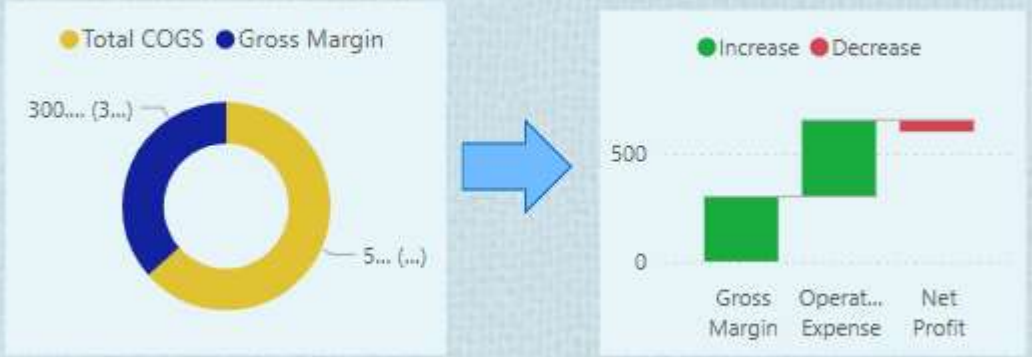
segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	₹ 244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	₹ 46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	₹ 45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	₹ 266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	₹ 166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	₹ 54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	**₹ 823.85M**	**300.63M**	**36.49%**	**-54.65M**	**-6.63%**

NS $, GM $, GM % by customer and region

Key Metrics By Region

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	₹ 441.98M	156.21M	35.34%	-33.332M	-7.54%
EU	₹ 200.77M	76.98M	38.34%	2.806M	1.40%
LATAM	₹ 3.16M	1.19M	37.54%	0.195M	6.18%
NA	₹ 177.94M	66.25M	37.23%	-24.320M	-13.67%
Total	**₹ 823.85M**	**300.63M**	**36.49%**	**-54.651M**	**-6.63%**

Unit Economics



region, market: All | customer: All | segment, cat...: All

2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

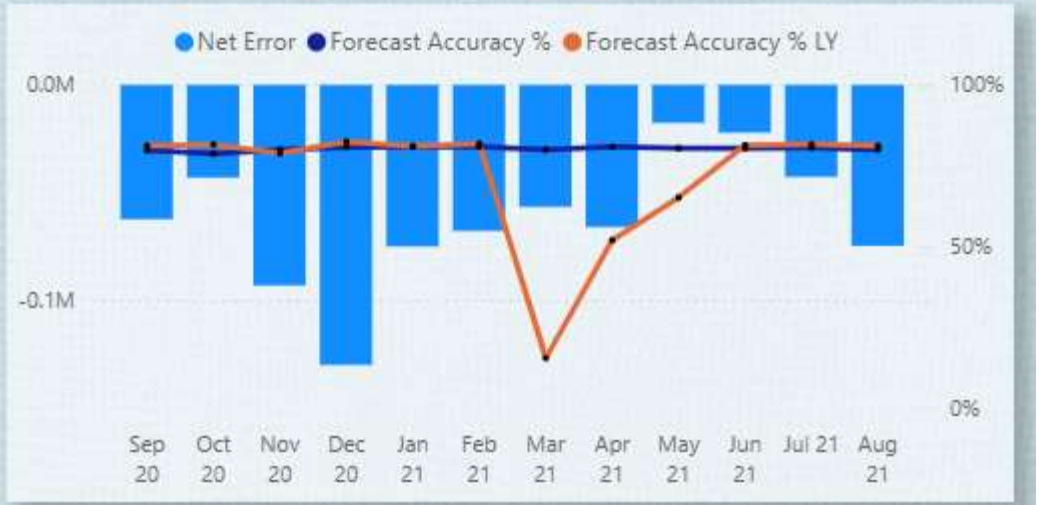
YTD | YTG

80.21% ✓
LY: 72.99% (+9.88%)
Forecast Accuracy

-751.7K ✓
LY: 491.6K (-252.91%)
Net Error

9780.7K !
LY: 5743.2K (-70.3%)
ABS Error

Net Error, Forecast Accuracy %,Forecast Accuracy % LY by Month



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Croma	42.78%	35.49%	45046	5.96%	EI
Electricalsara Stores	52.02%	32.38%	19891	12.43%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Electricalsocity	50.35%	42.87%	9221	0.91%	EI
Total	**80.21%**	**72.99%**	**-751714**	**-1.52%**	**OOS**

Key Metrics By Products

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
⊞ Accessories	77.66%	-2133183	-7.06%	71.42%	OOS
⊞ Desktop	84.37%	16205	11.22%	70.07%	EI
⊞ Networking	90.40%	227056	8.17%	52.50%	EI
⊞ Notebook	79.99%	-51254	-3.96%	76.65%	OOS
Total	**80.21%**	**-751714**	**-1.52%**	**72.99%**	**OOS**

region, market: All | customer: All | segment, category, pr...: All

2019 | 2020 | 2021 | Q1 | Q2 | Q3 | vs LY | vs Target

₹ 0.82bn ✓	36.49% !	-6.63% !	80.21% ✓
BM: 0.27bn (+207.43%)	BM: 37.10% (-1.65%)	BM: -0.85% (-676.38%)	LY: 72.99% (+9.88%)
Net Sales	GM %	Net Profit %	Forecast

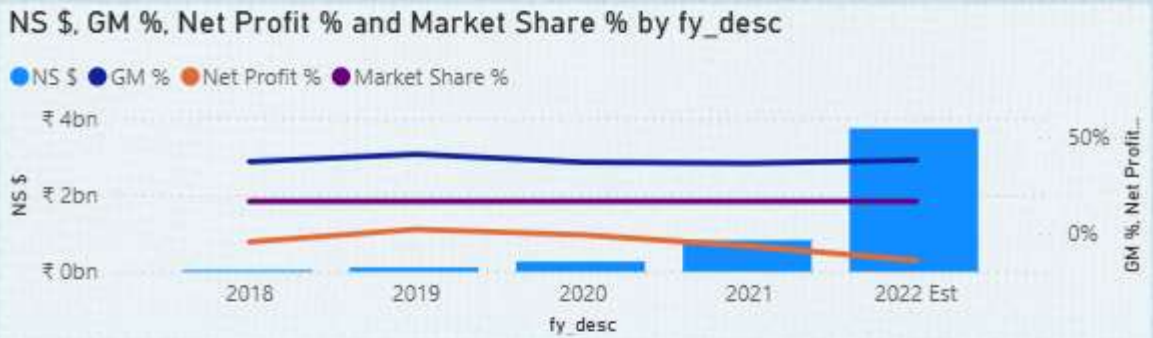
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	Market Share %	Net Error %	Risk
SE	₹ 91.5M	11.1%	38.7%	4.4%	16.7%	10.56%	EI
ANZ	₹ 44.4M	5.4%	38.5%	7.3%	16.7%	-5.19%	OO
ROA	₹ 186.9M	22.7%	38.3%	8.2%	16.7%	-21.55%	OO
NE	₹ 109.3M	13.3%	38.0%	-1.1%	16.7%	11.27%	EI
LATAM	₹ 3.2M	0.4%	37.5%	6.2%	16.7%	5.32%	EI
NA	₹ 177.9M	21.6%	37.2%	-13.7%	16.7%	-7.06%	OO
India	₹ 210.7M	25.6%	32.0%	-24.7%	16.7%	3.90%	EI
Total	**₹ 823.8M**	**100.0%**	**36.5%**	**-6.6%**	**16.7%**	**-1.52%**	**OO**

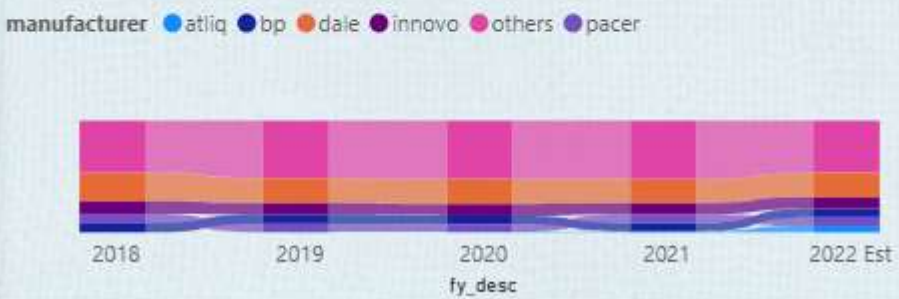
Revenue By Division

Revenue By Channel

Yearly Trend By Revenue, GM%, Net Profit%, PC Market Share %



Market Share % by fy_desc and manufacturer



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segment	P & L Values	P & L Chg %
Storage	54.42	97.4
Peripherals	166.51	174.6
Notebook	266.49	208.4
Total	**823.85**	**207.4**

BM : Benchmark, LY : Last Year, EI : Excess Inventory, OOS : Out of Stock