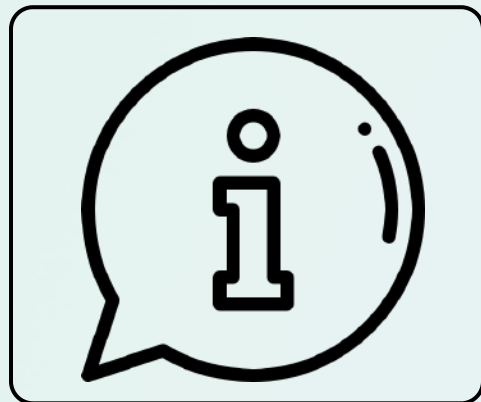




# Business Insights 360



## Info

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



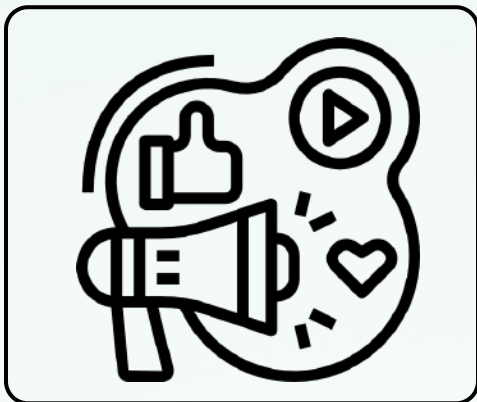
## Finance View

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



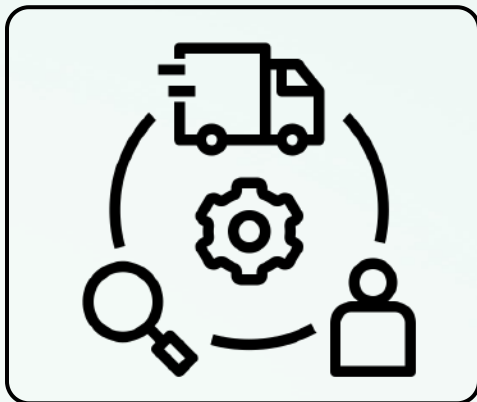
## Sales View

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



## Marketing 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.



region, market

All

customer

All

segment, category...

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 3.74bn✓  
BM: 823.85M  
(+353.5%)

Net Sales

38.08%✓  
BM: 36.49%  
(+4.37%)

GM %

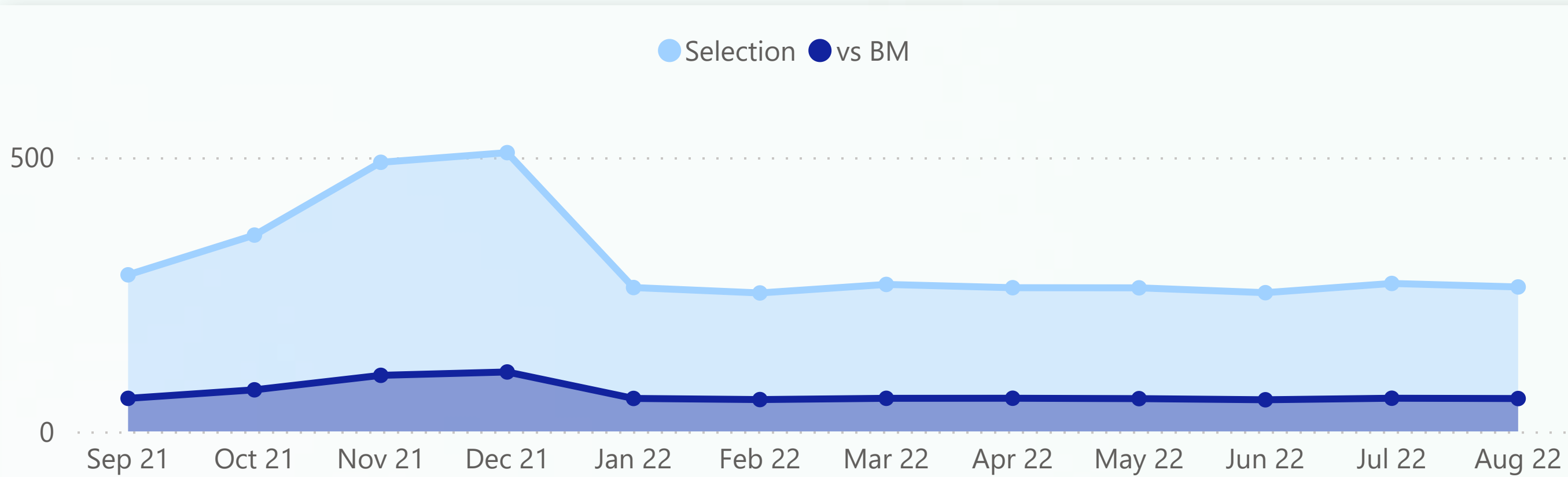
-13.98%!  
BM: -6.63%  
(-110.79%)

Net Profit %

### Profit & Loss Statement

Line Item	2022Est	BM	chg	chg %
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Other Cost	15.52	3.39	12.14	358.03
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Sales	3,736.17	823.85	2,912.32	353.50
Operational	-1,945.30	-355.28	-1,590.02	447.54

### Net SalesPerformance Over Time



### Top / Bottom Products & Customers byNet Sales

region	P & L Values	P & L chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L Values	P & L chg %
Storage	54.59	0.32
Peripherals	897.54	439.03
Notebook	1,580.43	493.06
Networking	38.43	-14.89
Desktop	711.08	1,431.55
Accessories	154.10	85.16
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

BM = Benchmark, LY = Last Year



region, market

All

customer

All

segment, catego...

All

2019

2020

2021

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Q1

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vs LY

vs Target

### Customer Performance

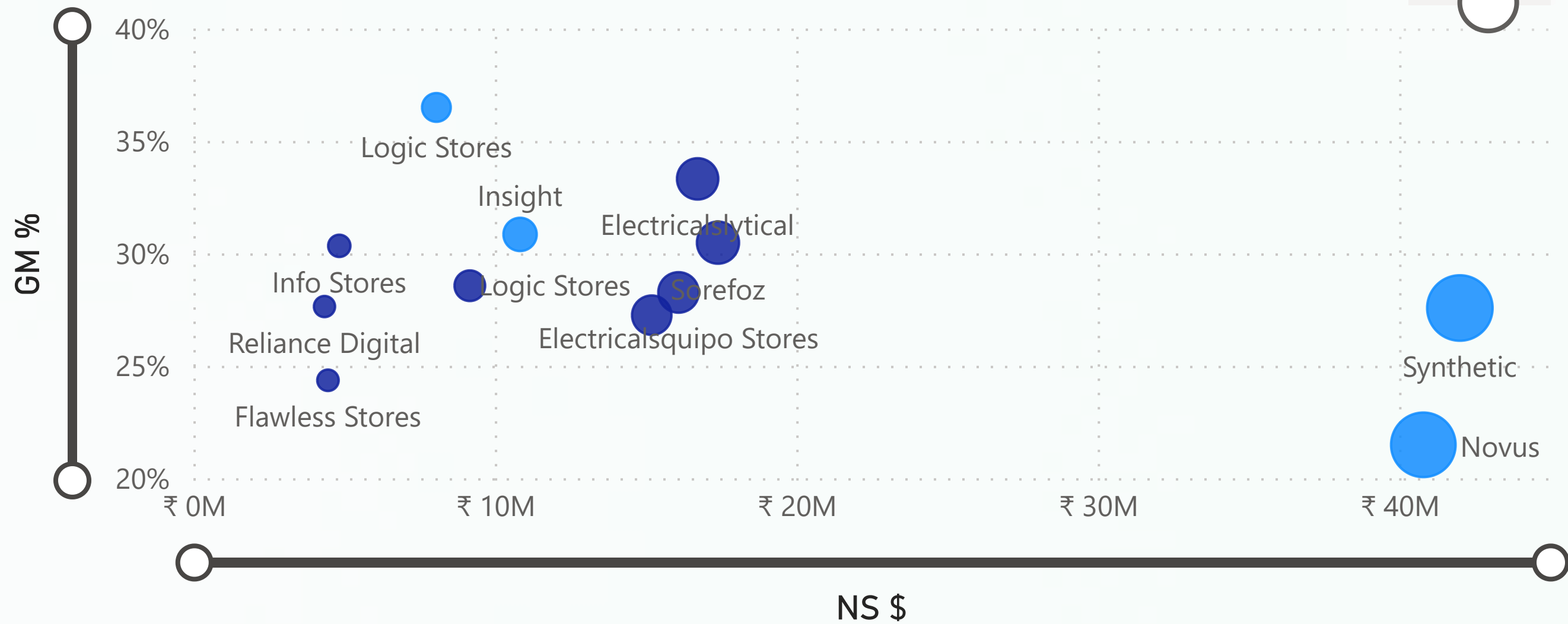
customer	NS \$	GM \$	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AtliQ Exclusive	₹ 361.12M	166.15M	46.01%
Atliq e Store	₹ 304.10M	112.15M	36.88%
Flipkart	₹ 138.49M	58.37M	42.14%
Sage	₹ 127.86M	40.31M	31.53%
Leader	₹ 117.32M	36.02M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
walmart	₹ 72.41M	33.06M	45.66%
Electricalslytical	₹ 68.05M	25.34M	37.24%
Electricalsocity	₹ 67.76M	24.41M	36.03%
Total	₹ 3,736.17M	1,422.88M	38.08%

### Product Performance

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

### Performance Matrix

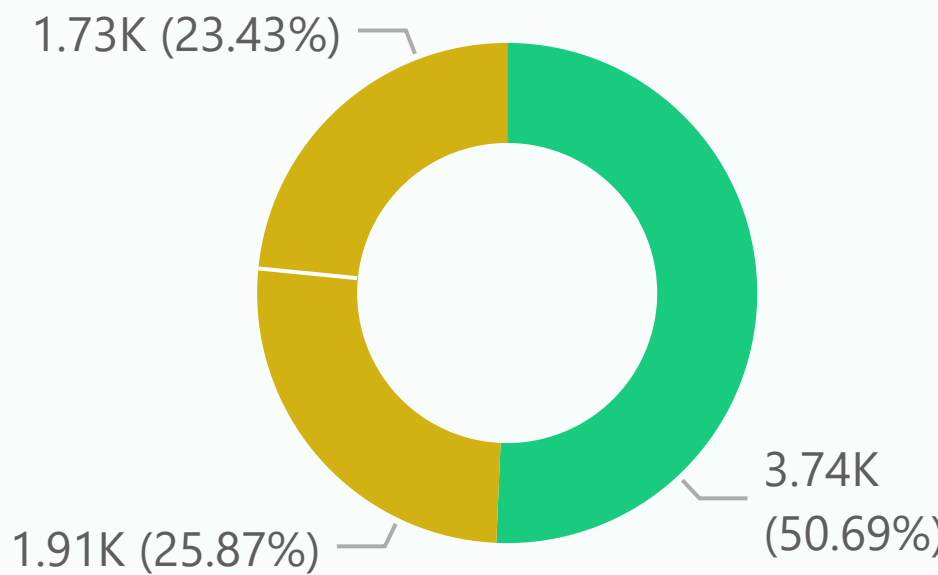
region ● APAC ● EU



### Unit Economics

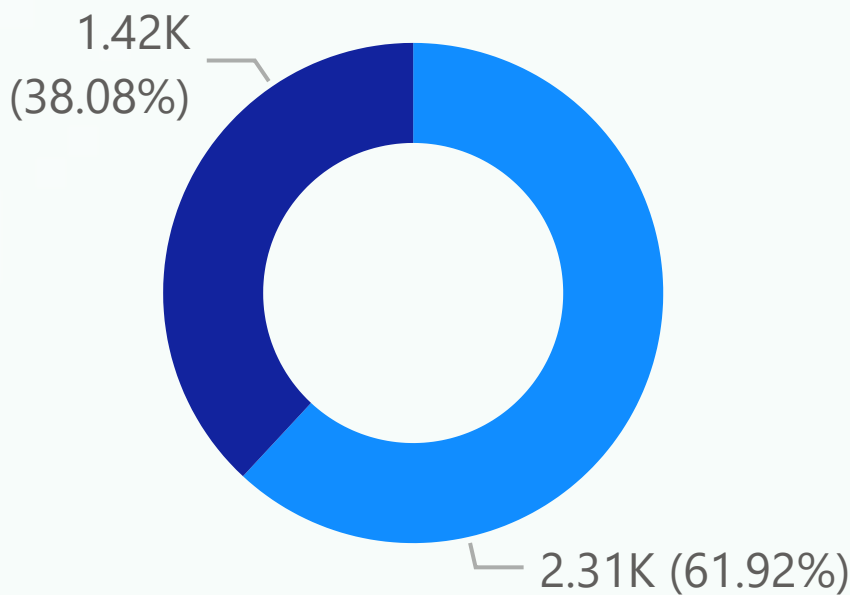
#### P & L Values by Description

● Net Sales ● Total Post Invoi... ● Pre Invoice ...



#### P & L Values by Description

● Total COGS ● Gross Margin







region, market

All

customer

All

segment, catego...

All

2019

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2021

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Q1

Q2

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YTD

YTG

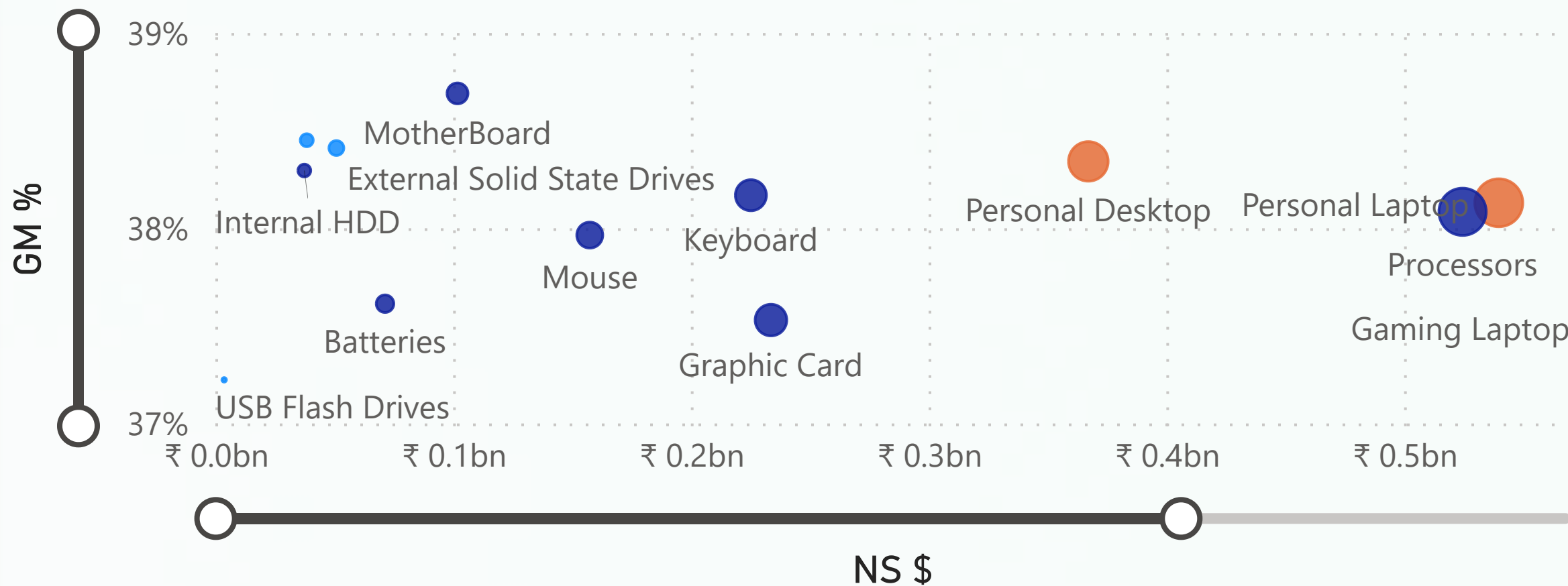
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

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

division ● N & S ● P & A ● PC



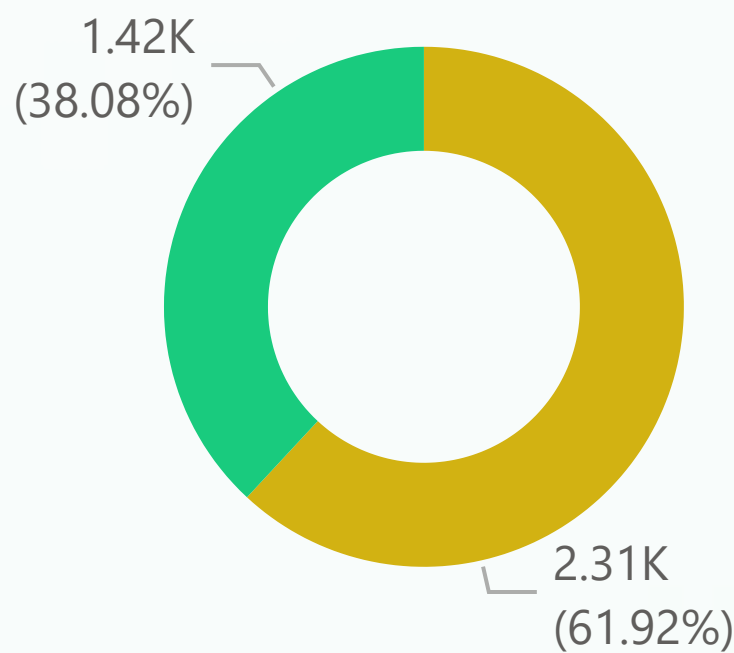
Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

P & L Values by Description

● Total COGS ● Gross Margin



P & L Values by Description

● Increase ● Decrease

