CODE BASICS

Business Insight 360

24 October 2024

Sales data loaded until : Dec 21

Values are in Dollars and Millions

Finance View

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

Click Here

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.**

Click Here

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.**

Click Here

Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.

Click Here

Executive View

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

Click Here

Info

Support

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Finance | Sales | Marketing | Supply Chain | Executive | Info | Home

FILTERS

Select Benchmark (BM)

Vs LY | Vs Target

2019 | 2020 | 2021

Q1 | Q2 | Q3 | Q4

YTD | YTG

region, market

All

customer

All

segment, category, product

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million $

Designed By Ravi

NS% $111.37M

BM: 29.11M | 282.57% ▲

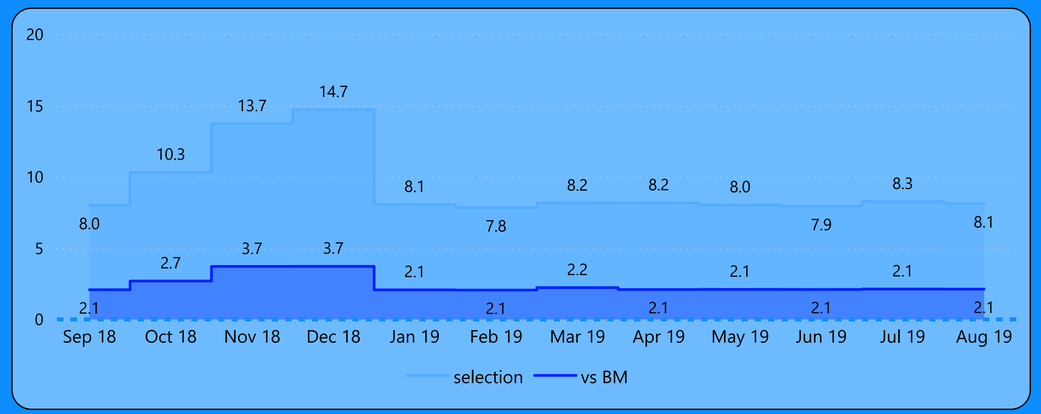
GM% 41.20%

BM: 37.43% | 10.08% ▲

NP% 2.21%

BM: -4.38% | -150.38% ▼

Net Sales Performance Overtime



Primary Parameter

- region
- category

Secondary Parameter

- market
- product

Top / Bottom Products & Custome by Net Sales

region	Values	Chg%
APAC	71.33	245.08
NA	22.01	239.00
EU	17.22	881.12
LATAM	0.83	320.47
Total	**111.37**	**282.57**

Profit & Loss Statement

Line Item	2019	BM	Chg	Chg%
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expnese	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

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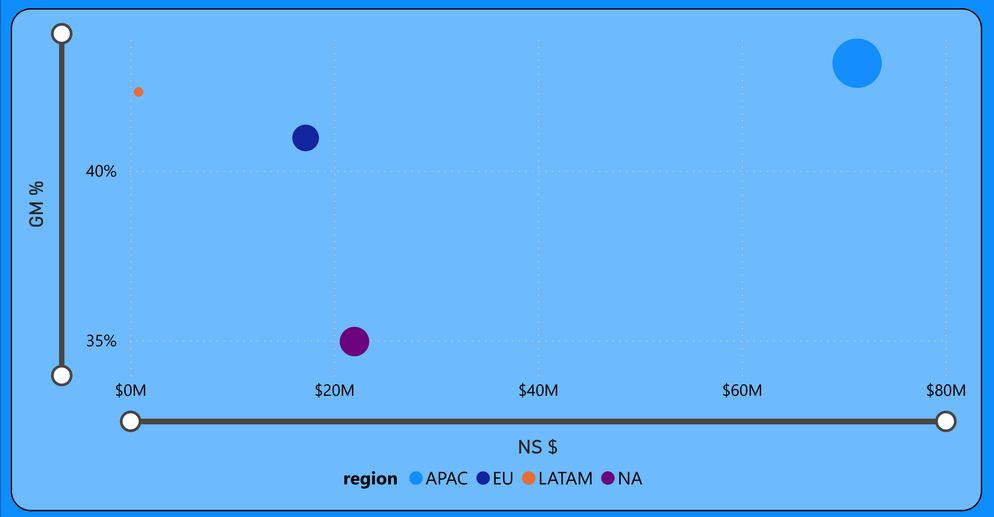
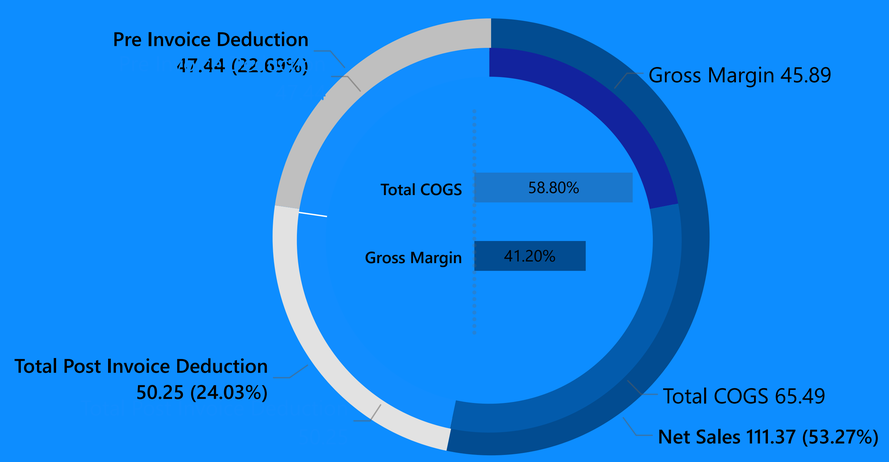
Net Sales Performance Overtime

Gross Margin% Variance: 7%





Customer Vs Product

customer | product

customer	NS $	GM $	GM %	Δ GM %
Amazon	$15.35M	6.38M	41.57%	11.54%
AtliQ Exclusive	$11.73M	5.68M	48.41%	7.67%
Atliq e Store	$9.15M	3.75M	40.99%	10.28%
Leader	$5.82M	2.80M	48.13%	48.86%
Sage	$5.85M	2.56M	43.70%	70.79%
Ebay	$3.19M	1.36M	42.58%	9.40%
Electricalsocity	$2.87M	1.27M	44.33%	17.36%
Flipkart	$3.58M	1.25M	34.84%	-10.52%
Synthetic	$2.31M	0.94M	40.68%	24.47%
Croma	$2.05M	0.93M	45.54%	17.79%
Electricalslytical	$2.20M	0.91M	41.39%	21.92%
Vijay Sales	$2.12M	0.91M	42.79%	12.79%
Novus	$2.28M	0.85M	37.45%	15.05%
Reliance Digital	$1.98M	0.85M	42.97%	22.07%
Propel	$1.96M	0.81M	41.22%	29.07%
Expression	$2.01M	0.80M	39.95%	30.61%
Total	**$111.37M**	**45.89M**	**41.20%**	**10.08%**

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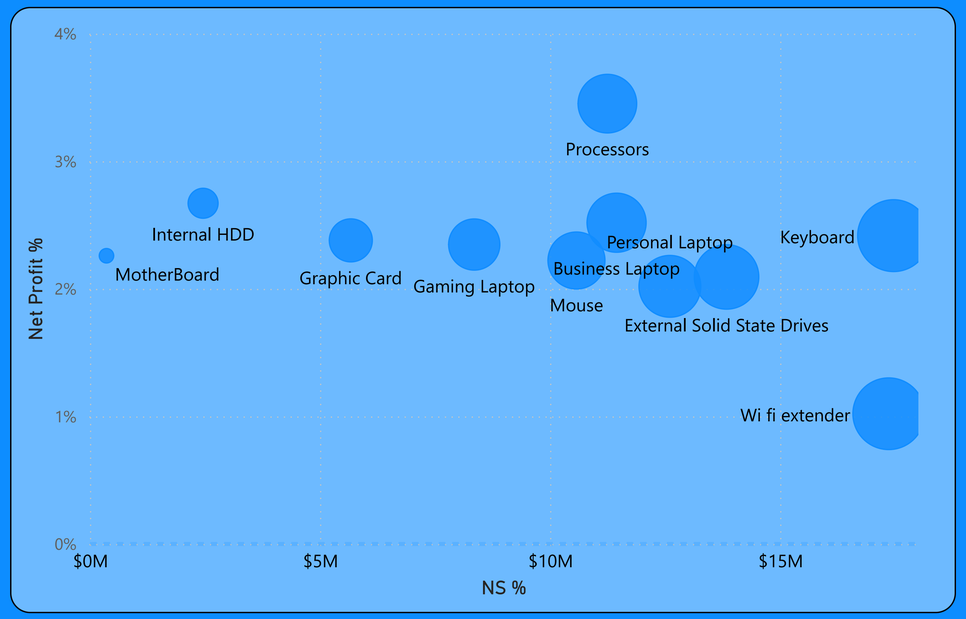
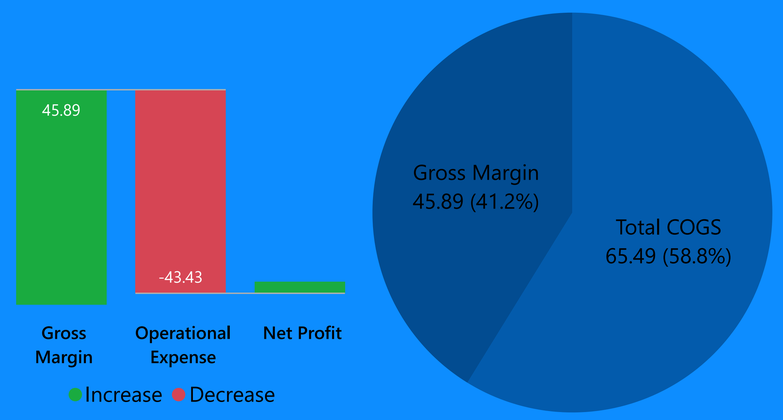
Net Sales Performance Overtime

GM % | Net Profit %



Net Sales & Gross Margin Bifurcation



Market | Segment

Category | Segment

Category	NS $	GM %	NP $	NP %	NP BAR	Δ NP $
Processors	$11.25M	42.42%	0.39M	3.45%		-169.51
Internal HDD	$2.46M	41.73%	0.07M	2.67%		-161.00
Business Laptop	$11.45M	41.62%	0.29M	2.52%		-155.33
Keyboard	$17.47M	41.39%	0.42M	2.42%		-167.26
Graphic Card	$5.67M	41.37%	0.13M	2.38%		-163.56
Gaming Laptop	$8.35M	41.25%	0.20M	2.35%		-125.78
MotherBoard	$0.36M	41.25%	0.01M	2.26%		-147.22
Mouse	$10.57M	41.17%	0.23M	2.22%		-150.88
External Solid State ...	$13.84M	41.04%	0.29M	2.09%		-171.55
Personal Laptop	$12.60M	41.00%	0.25M	2.02%		-138.41
Wi fi extender	$17.36M	40.08%	0.18M	1.02%		-123.31
Total	**$111.37M**	**41.20%**	**2.46M**	**2.21%**	**0.02**	**-150.38**

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Forecast Accuracy %

86.45%

LY: 80.31% | 7.65% ▲

Net Error ($)

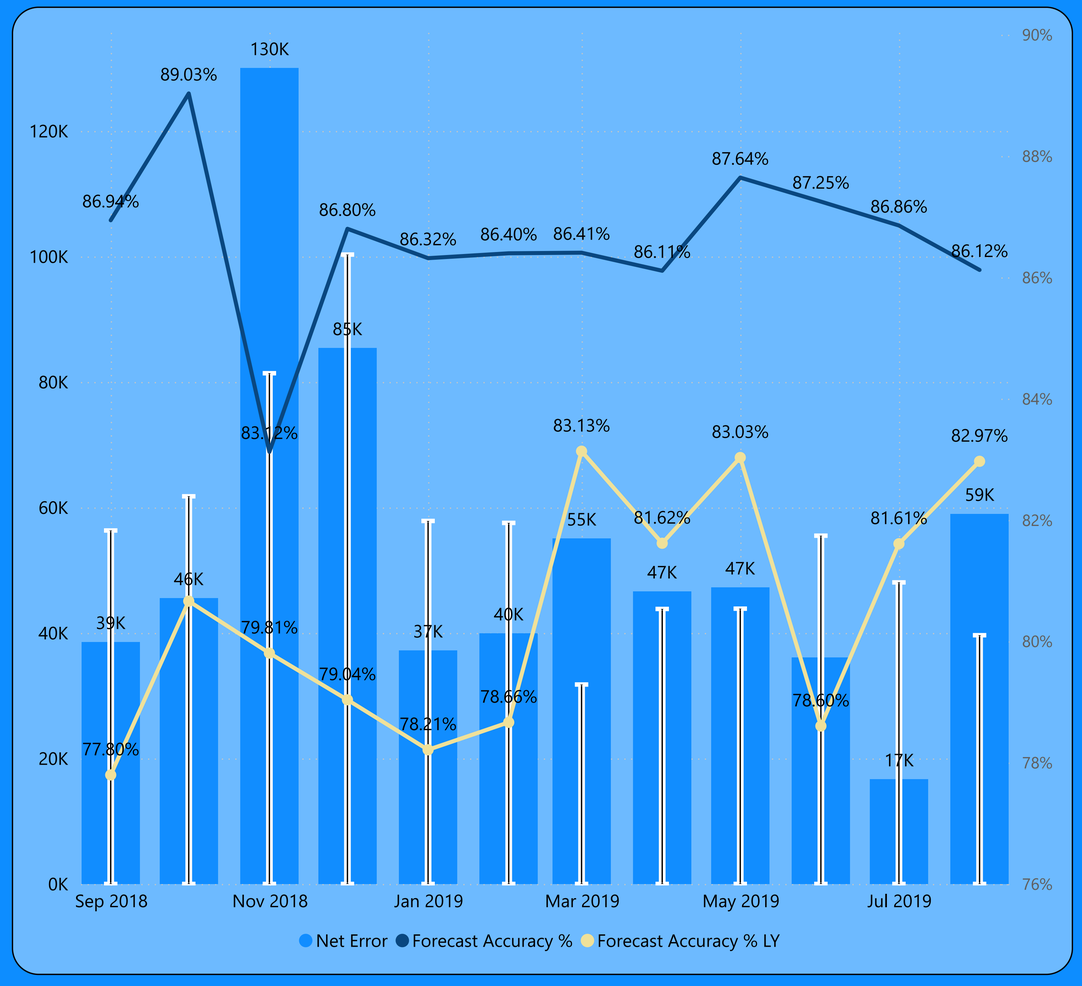
637K

LY: 0.68M | -5.96% ▲

Absolute Error ($)

2M

LY: 0.81M | 90.21% ▼



Key Metrics By Customer

customer	FCA %	FCA LY %	Net Error	Net Error %	Risk
Amazon	78.07%	69.56%	49K	3.19%	EI
Argos (Sainsbury's)	56.06%	55.33%	4K	8.40%	EI
Atliq e Store	76.51%	68.38%	38K	4.08%	EI
AtliQ Exclusive	76.67%	67.89%	93K	8.52%	EI
Boulanger	45.56%	40.83%	2K	6.08%	EI
Croma	48.82%	44.74%	45K	20.07%	EI
Digimarket	52.62%	44.10%	20K	17.38%	EI
Total	**86.45%**	**80.31%**	**637K**	**5.58%**	**EI**

Key Metrics By Product

segment	FCA %	FCA LY %	Net Error	Net Error %	Risk
Storage	80.25%	88.60%	433K	19.49%	EI
Networking	81.50%	84.87%	306K	18.49%	EI
Notebook	83.02%	85.46%	-29K	-15.94%	OOS
Peripherals	85.06%	79.51%	-15K	-1.48%	OOS
Accessories	90.20%	79.13%	-57K	-0.89%	OOS
Total	**86.45%**	**80.31%**	**637K**	**5.58%**	**EI**

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Net Sales $
$111.37M
BM: 29.11M | 282.57% ▲

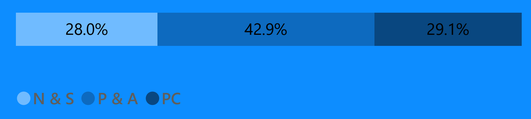
Gross Margin %
41.20%
BM: 37.43% | 10.08% ▲

Net Profit %
2.21%
BM: -4.38% | -150.38% ▼

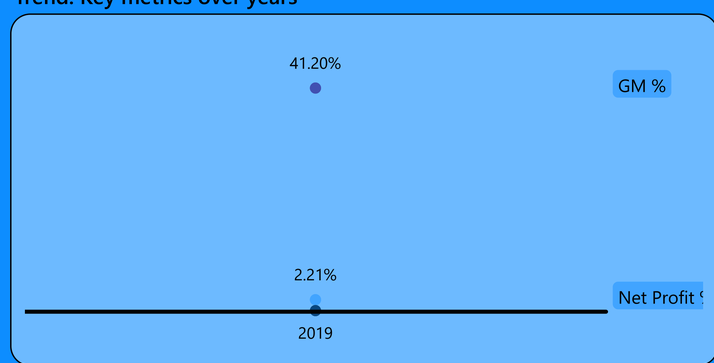
Forecast Accuracy %
86.45%
LY: 80.31% | 7.65% ▲

Revenue Contribution

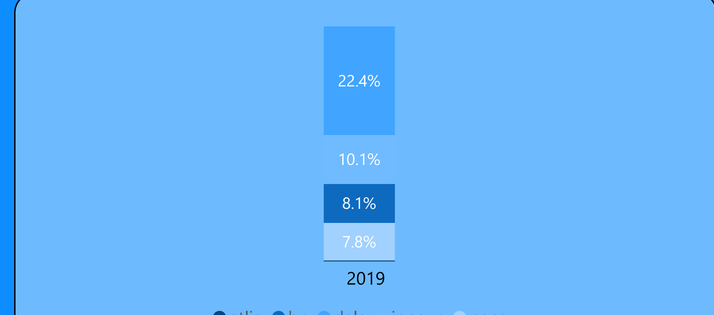
Division | Channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

customer	RC %	GM %
Amazon	13.8%	41.57%
AtliQ Exclusive	10.5%	48.41% ▲
Atliq e Store	8.2%	40.99%
Sage	5.3%	43.70%
Leader	5.2%	48.13%
Total	**43.0%**	**44.19%**

TOP 5 Products

product	RC %	GM %
AQ Wi Power Dx1	11.6%	40.34%
AQ Neuer SSD	6.9%	40.91% ○
AQ Gamers	5.7%	41.58% ○
AQ Digit SSD	5.6%	41.20% ▲
AQ BZ Compact	5.1%	41.68%
Total	**34.8%**	**40.99%**

Sub-Region Performance

sub_zone	NS $	RC %	GM %	Net Profit %	Net Error	Risk	AtliQ MS %
India	$37.77M	33.9%	42.34%	-0.24%	824K	EI	0.6%
ROA	$28.82M	25.9%	44.35%	13.73%	545K	EI	0.3%
NA	$22.01M	19.8%	34.97% ▼	-9.05%	-631K	OOS	0.1%
SE	$10.38M	9.3%	43.73%	7.47%	-171K	OOS	0.5%
NE	$6.83M	6.1%	36.77% ▼	-10.76%	-47K	OOS	0.1%
ANZ	$4.74M	4.3%	42.56%	10.20%	136K	EI	0.0%
LATAM	$0.83M	0.7%	42.32%	7.53%	-18K	OOS	0.0%
Total	**$111.37M**	**100.0%**	**41.20%**	**2.21%**	**637K**	**EI**	**0.2%**