



# Business Insight 360



22 June 2025



Sales data loaded until : 12/1/2021



Support



Information

Values are in Dollars & Millions



## Finance View

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



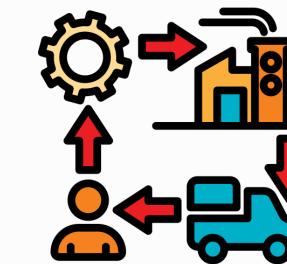
## Sales View

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.





**FILTERS**

Select BenchMark(BM)

vs LY vs Target

2019 2020 2021 2022est

Q1 Q2 Q3 Q4

YTD YTG

BY Region/Country

All

BY Stores

All

BY Category

All

**Abbreviations**

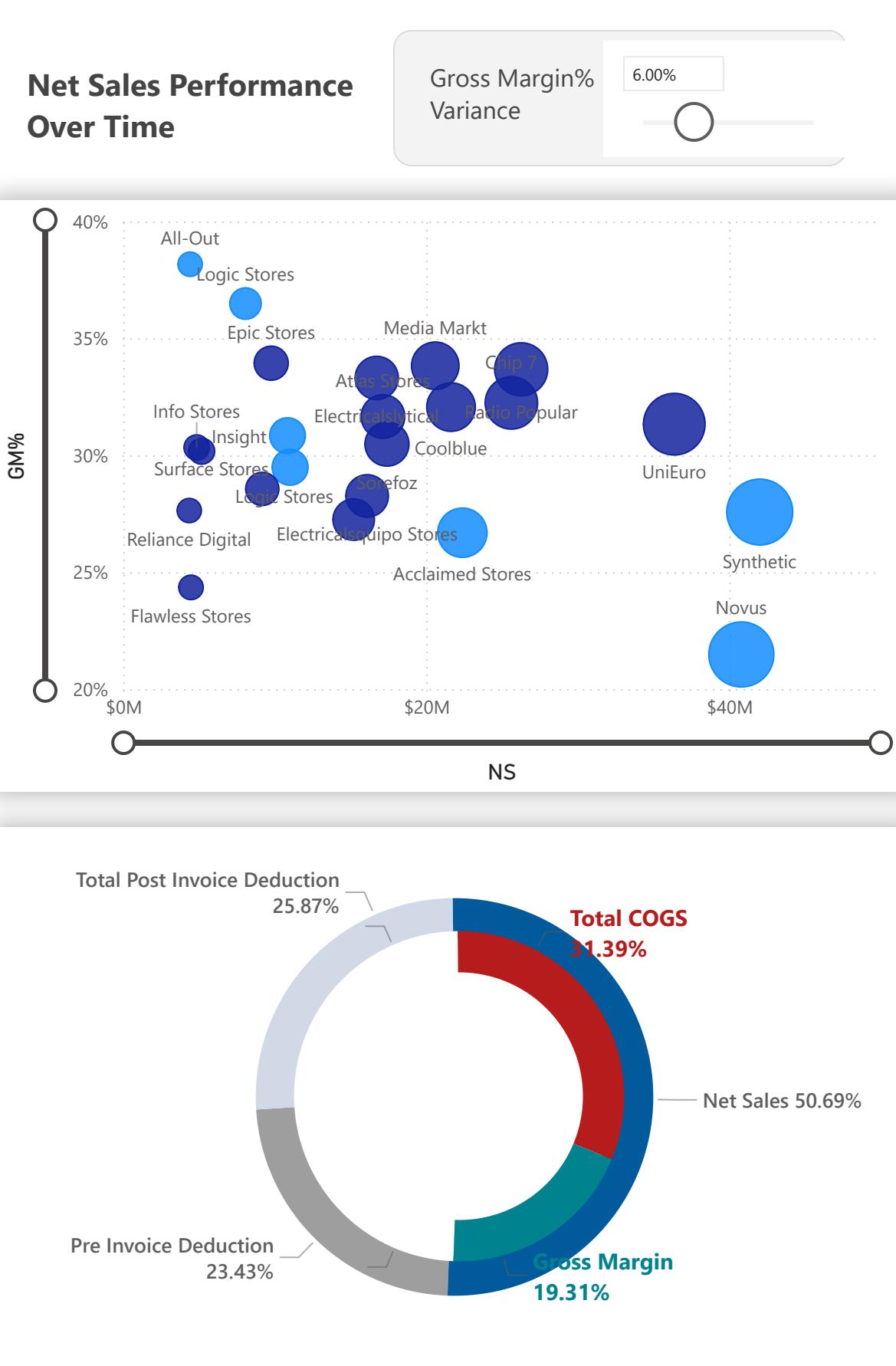
BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

COGS = Cost Of Goods

All values in Million \$



### Customer /or Product Performance

customer	NS	GM	GM%	GM yoy chg %
Acclaimed Stores	\$73.36M	₹ 29.58M	40.32%	11.44%
All-Out	\$4.41M	₹ 1.68M	38.17%	-19.69%
AltiQ Exclusive	\$307.16M	₹ 145.04M	47.22%	2.44%
Amazon	\$496.88M	₹ 182.77M	36.78%	3.92%
Argos (Sainsbury's)	\$13.70M	₹ 5.30M	38.70%	9.27%
Atlas Stores	\$17.14M	₹ 5.43M	31.66%	-21.56%
Atliq e Store	\$304.11M	₹ 112.15M	36.88%	-1.76%
Atliq Exclusive	\$53.95M	₹ 21.09M	39.10%	37.13%
BestBuy	\$49.34M	₹ 22.15M	44.89%	24.90%
Billa	\$6.82M	₹ 1.62M	23.80%	-3.59%
Boulanger	\$26.02M	₹ 10.39M	39.94%	37.23%
Chip 7	\$25.62M	₹ 8.26M	32.24%	-20.80%
Chiptec	\$18.93M	₹ 7.37M	38.94%	18.96%
Circuit City	\$52.42M	₹ 24.52M	46.77%	46.33%
Control	\$54.14M	₹ 23.50M	43.42%	15.57%
Coolblue	\$21.63M	₹ 6.94M	32.06%	-22.29%
Costco	\$61.81M	₹ 24.15M	39.07%	4.22%
<b>Total</b>	<b>\$3,736.17M</b>	<b>₹ 1,422.88M</b>	<b>38.08%</b>	<b>4.37%</b>



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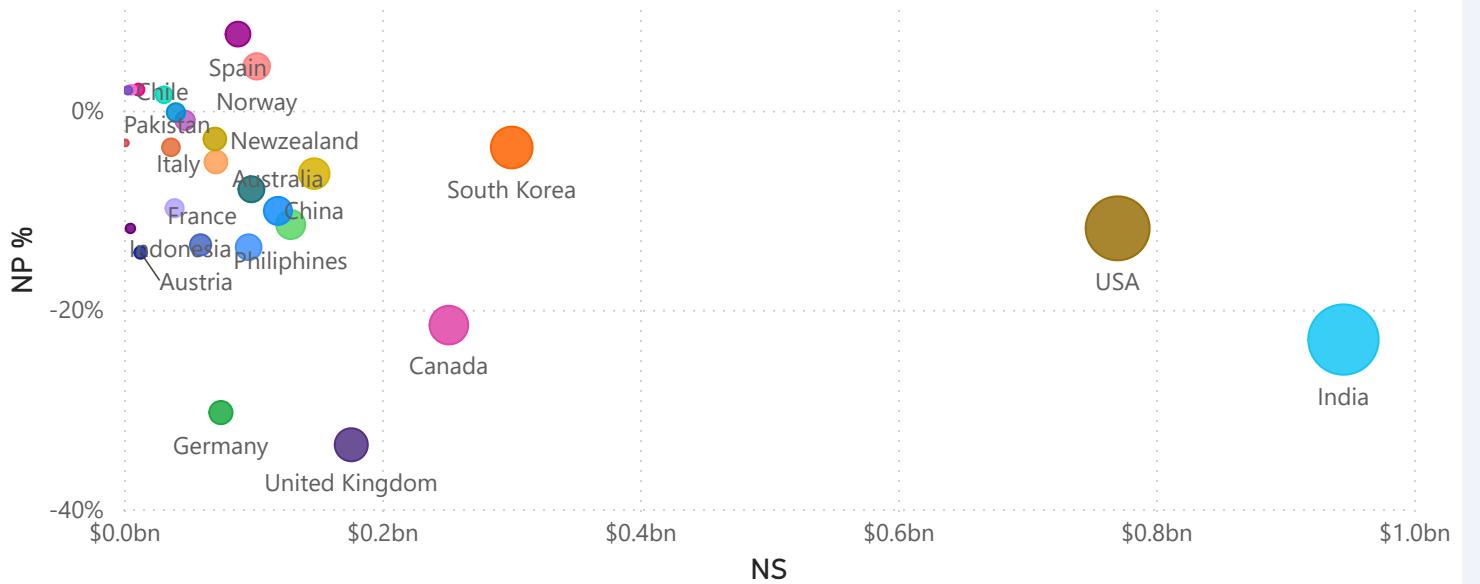
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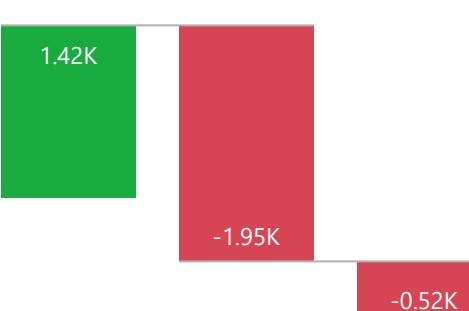
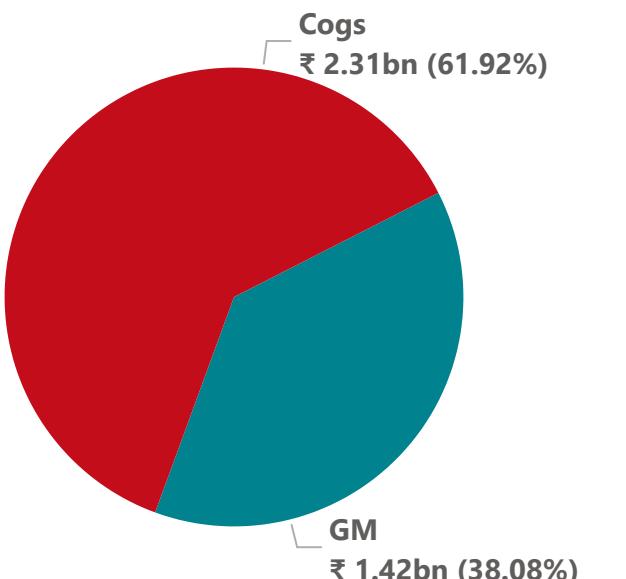
### Market performance by NP %

GM%

NP %



### Net Sales & Gross Margin Bifurcation


● Increase   ● Decrease

Segment



Market

region      market

market	NS	GM%	NP	NP %	Δ NP %
India	\$945.33M	35.75%	(\$217.32M)	-22.99%	6.75%
USA	\$770.26M	44.48%	(\$91.06M)	-11.82%	29.97%
South Korea	\$300.59M	31.31%	(\$11.14M)	-3.71%	-136.57%
Canada	\$251.84M	46.49%	(\$54.24M)	-21.54%	-387.33%
United Kingdom	\$176.19M	31.96%	(\$59.11M)	-33.55%	-196.18%
China	\$147.43M	45.58%	(\$9.33M)	-6.33%	-431.00%
Philippines	\$129.23M	27.53%	(\$14.78M)	-11.44%	-171.96%
Australia	\$119.33M	45.08%	(\$12.01M)	-10.07%	-276.58%
Norway	\$102.93M	35.75%	\$4.57M	4.44%	-49.56%
France	\$98.75M	32.66%	(\$7.80M)	-7.90%	-201.80%
Indonesia	\$96.61M	32.93%	(\$13.25M)	-13.71%	-1333.81%
Spain	\$88.35M	45.32%	\$6.79M	7.68%	-162.25%
Germany	\$75.11M	26.54%	(\$22.77M)	-30.32%	-252.74%
Italy	\$71.28M	39.18%	(\$3.68M)	-5.16%	-487.96%
New Zealand	\$70.45M	40.83%	(\$2.01M)	-2.85%	-112.08%
Portugal	\$59.39M	29.39%	(\$8.00M)	-13.48%	-180.08%

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**Abbreviations**

BM = Benchmark | LY=Last Year

ABS = Absolute Net Error

FCA = Forecast Accuracy

OOS = Out Of Stock

EI = Excess Inventory

**-3M**

Net Error

Bench Mark -751.71k **29.46% ↘****6.90M**

Abs error

Bench Mark 9.78M **+29.46% ↗****81.17%**

Forecast Accuracy %

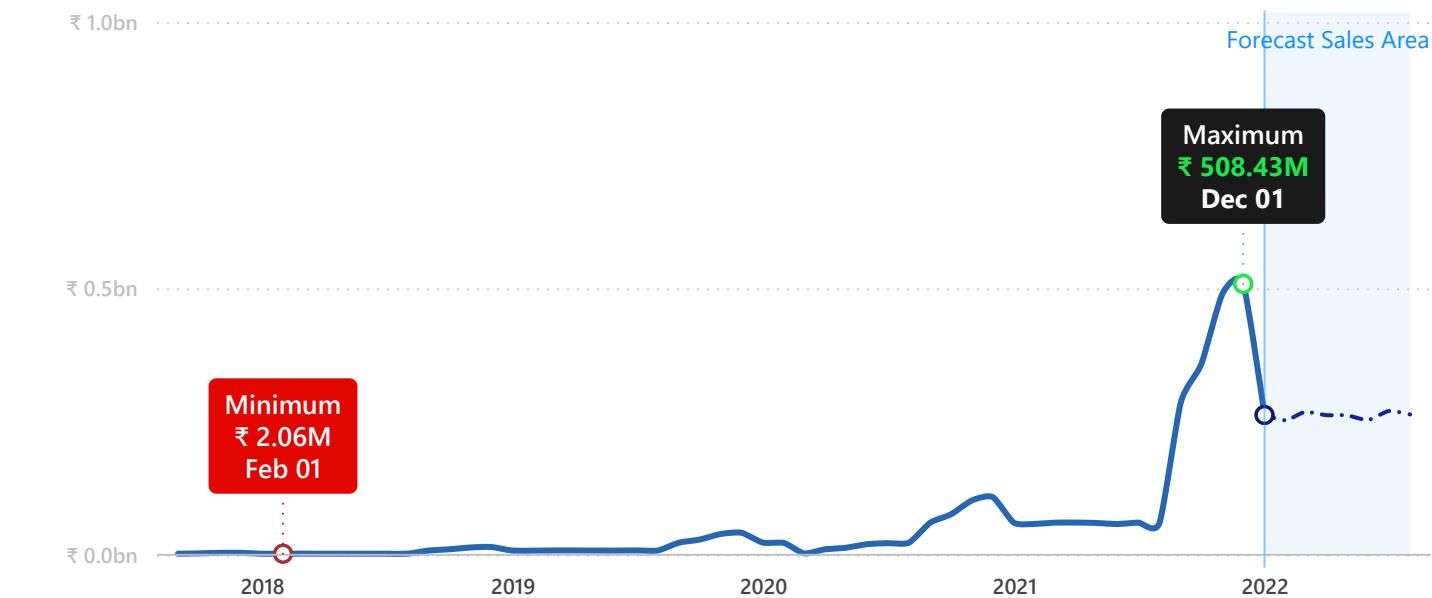
BM 80.21% **+1.2% ↗****Key Metrics Breakdown By :**

customer    segment    category    product    market

market	FCA %	FCA % Ly	Net Error	Net error %	Risk
Australia	18.58% <span style="color:red">↓</span>	66.72%	-635K	-80.02%	OOS
Austria	49.98% <span style="color:red">↓</span>	71.74%	-56K	-45.48%	OOS
Bangladesh	68.08% <span style="color:green">↑</span>	66.17%	-24K	-5.81%	OOS
Brazil	56.20% <span style="color:green">↑</span>	52.92%	14K	21.35%	EI
Canada	76.35% <span style="color:green">↑</span>	72.32%	73K	3.31%	EI
Chile	16.48% <span style="color:red">↓</span>	48.40%	-17K	-67.82%	OOS
China	53.26% <span style="color:red">↓</span>	56.25%	-71K	-5.56%	OOS

**Actual And Forecast Net Sales By Month**

Fiscal Year : 2021 - 2022

**Accuracy / Net Error Trend**

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % Ly



