



Business Insights 360



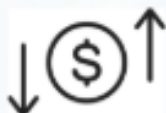
Info

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

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



Executive

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.

Business Insights 360 Key Info

- 1.All the system data tool is refreshed every month on 5th working day.**
- 2.System data such as Forecast, Actuals and Historical forecast are received from Global database.**
- 3.Non system data such as Target , Operational Expense , and Market Share are refreshed on request.**
- 4.For FAQs click [here](#).**
- 5.Download live excel version [here](#).**



Vs LY

Vs
Target

Q1

Q2

Q3

Q4

YTD

YTG

2018

2019

2020

2021

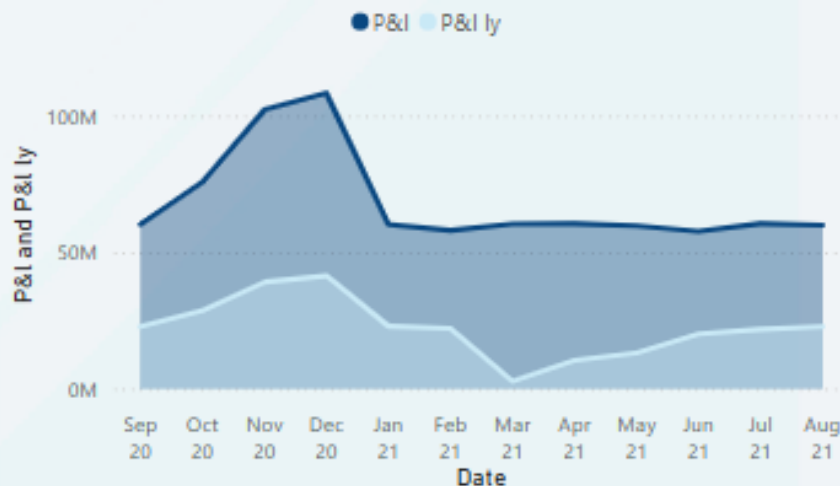
2022

2023

₹ 823.85M ✓
Goal: 267.98M
(+207.4%)

-54.65M !
Goal: -2.29M
(-2286.82%)

Performance Over Time By Net Sales



Profit And Loss Statements

Description	2021	LY	YoY	YoY %
+ Freight Cost	2,20,53,780.90	71,60,663.32	1,48,93,117.58	207.99
+ GM / Unit	5.99	4.79	1.21	25.21
+ Gross Margin	30,06,28,704.25	9,94,23,307.14	20,12,05,397.11	202.37
+ Gross Margin %	36.49	37.10	-0.61	-1.65
+ Gross Sales	1,66,46,39,273.54	53,59,45,771.90	1,12,86,93,501.63	210.60
+ Manufacturing Cost	49,77,76,985.09	16,02,99,738.32	33,74,77,246.78	210.53
+ Net Invoice Sales	1,27,21,34,937.27	41,12,51,323.52	86,08,83,613.75	209.33
+ Net Sales	82,38,49,019.54	26,79,78,846.44	55,58,70,173.10	207.43
+ Net_Profit	-5,46,51,041.25	-22,89,702.38	-5,23,61,338.87	2,286.82
+ Net_Profit%	-0.07	-0.01	-0.06	676.38
+ Other Cost	33,89,549.29	10,95,137.66	22,94,411.64	209.51
+ Post Invoice Discount	28,16,37,192.09	9,58,45,888.71	18,57,91,303.38	193.84
+ Post Invoice other Deduction	16,66,48,725.64	4,74,26,588.37	11,92,22,137.26	251.38
+ Pre Invoice Deduction	39,25,04,336.26	12,46,94,448.38	26,78,09,887.88	214.77
+ Total COGS	52,32,20,315.29	16,85,55,539.30	35,46,64,776.00	210.41
+ Total Post Invoice Deduction	44,82,85,917.73	14,32,72,477.08	30,50,13,440.65	212.89

Top/Bottom Product & Customers By Net Sales

segment	P&I	YoY Change%	region	P&I	YoY Change%
+ Notebook	26,64,85,479.50	208.4	+ APAC	44,19,77,305.09	198.67
+ Accessories	24,48,46,341.75	269.6	+ EU	20,07,66,736.13	259.88
+ Peripherals	16,65,08,315.17	174.6	+ LATAM	31,64,145.95	58.41
+ Storage	5,44,21,068.88	97.4	+ NA	17,79,40,832.37	186.03
+ Desktop	4,64,28,615.09	4,791.1	+ Total	82,38,49,019.5	207.43
+ Networking	4,51,59,199.14	72.2			



region

All

market

All

Q1

Q2

Q3

Q4

YTD

YTG

2021

Customers By Key Metrics

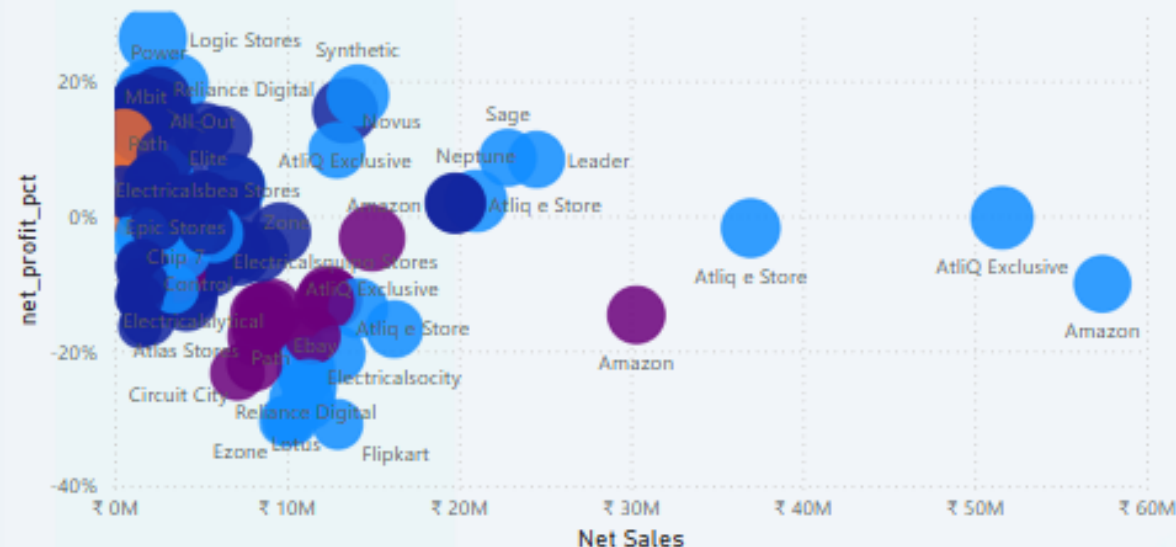
customer	Net Sales	Gross Margin	GM%
Amazon	₹ 109.03M	38.59M	35.40
AtliQ Exclusive	₹ 79.92M	34.95M	43.73
Atliq e Store	₹ 70.31M	26.40M	37.54
Sage	₹ 27.07M	9.52M	35.16
Flipkart	₹ 25.25M	7.64M	30.23
Leader	₹ 24.51M	8.34M	34.01
Neptune	₹ 21.00M	8.65M	41.17
Ebay	₹ 19.87M	7.17M	36.10
Electricalsocity	₹ 16.25M	5.66M	34.83
Synthetic	₹ 16.10M	6.32M	39.25
Electricalslytical	₹ 15.64M	5.92M	37.86
Acclaimed Stores	₹ 14.32M	5.18M	36.18
Propel	₹ 14.14M	5.34M	37.77
Novus	₹ 12.91M	4.26M	32.97
Total	₹ 823.85M	300.63M	36.49

Unit Economics



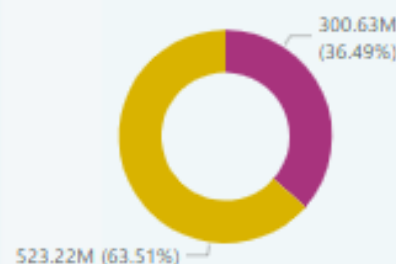
Region and Customer Performance

region ● APAC ● EU ● LATAM ● NA



Total Cogs Vs Gross Margin

● Gross Margin ● Total Cogs



Product Performance

segment	Net Sales	Gross Margin	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
Networking	₹ 45.16M	16.60M	36.75
Total	₹ 823.85M	300.63M	36.49



region

All

market

All

Q1

Q2

Q3

YTD

YTG

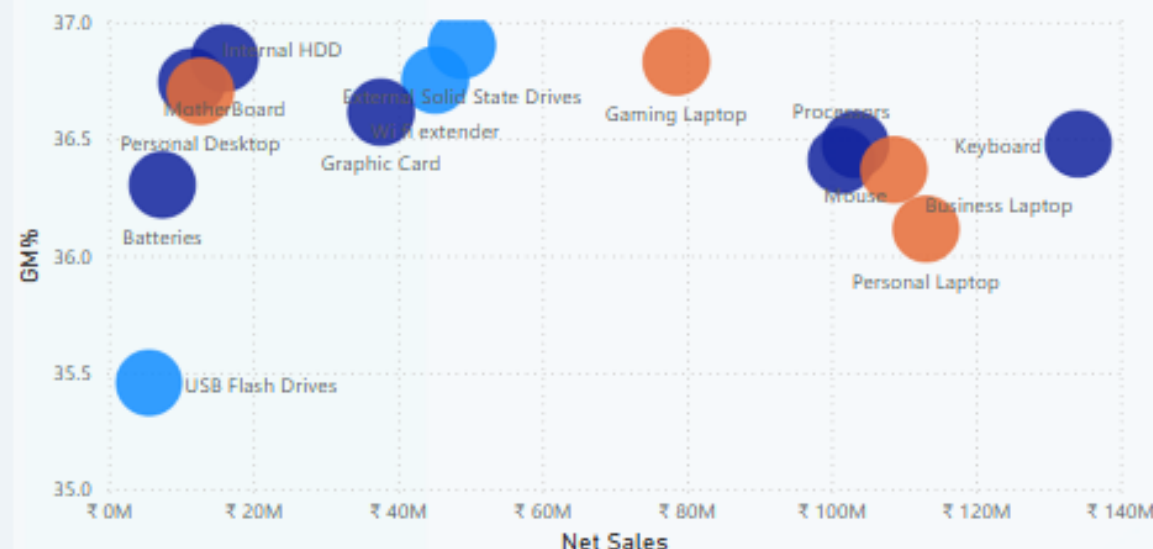
2021

Product Performance

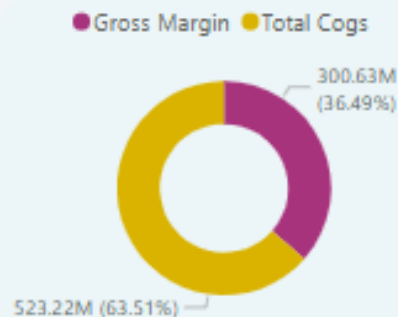
segment	Net Sales	Gross Margin	GM%	net profit
Notebook	₹ 266.49M	97.12M	36.45	-17.71M
Personal Laptop	₹ 113.07M	40.84M	36.11	-7.90M
Gaming Laptop	₹ 78.53M	28.92M	36.83	-4.92M
Business Laptop	₹ 74.88M	27.37M	36.55	-4.88M
Accessories	₹ 244.85M	89.30M	36.47	-16.28M
Keyboard	₹ 134.14M	48.93M	36.48	-8.91M
Mouse	₹ 103.30M	37.68M	36.48	-6.87M
Batteries	₹ 7.40M	2.69M	36.30	-0.50M
Peripherals	₹ 166.51M	60.81M	36.52	-11.02M
Processors	₹ 101.33M	36.89M	36.41	-6.80M
Graphic Card	₹ 37.67M	13.79M	36.61	-2.48M
MotherBoard	₹ 16.04M	5.91M	36.85	-1.01M
Total	₹ 823.85M	300.63M	36.49	-54.65M

Performance Matrix

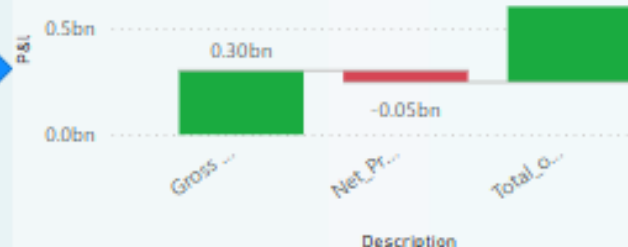
division ● N & S ● P & A ● PC



Unit Economics



● Increase ● Decrease



Region/Market Performance

region	Net Sales	Gross Margin	GM%	net profit	net_profit_p
APAC	₹ 441.98M	156.21M	35.34	-33.33M	-7.54
India	₹ 210.67M	67.48M	32.03	-51.93M	-24.65
South Korea	₹ 64.01M	23.00M	35.94	6.49M	10.13
Philippines	₹ 41.88M	16.39M	39.14	6.66M	15.90
China	₹ 29.87M	12.28M	41.10	0.57M	1.91
Australia	₹ 27.60M	9.09M	32.94	-0.74M	-2.67
Indonesia	₹ 24.24M	9.32M	38.46	0.27M	1.11
Newzealand	₹ 16.81M	7.99M	47.52	3.97M	23.59
Japan	₹ 10.37M	4.82M	46.52	1.38M	13.32
Total	₹ 823.85M	300.63M	36.49	-54.65M	-6.63



All

All

Q1

Q2

Q3

Q4

YTD

YTG

2021

80.21%✓

Goal: 72.99% (+9.88%)

-751714!

Goal: 491599

(-252.91%)

10M

ABS error

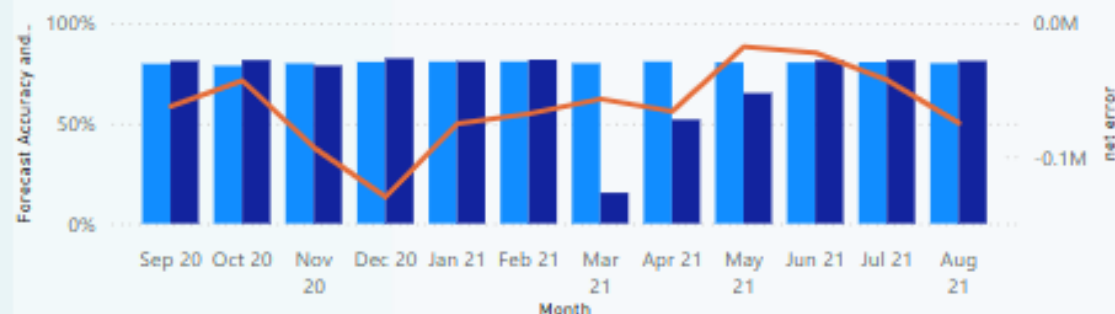


customer Forecast Accuracy Forecast Accuracy LY net error

Atliq e Store	74.59%	55.24%	-94643
Amazon	74.54%	48.43%	-155116
AtliQ Exclusive	71.69%	56.65%	-189086
Mbit	62.34%	49.13%	51220
Euronics	60.79%	42.25%	58391
Expert	60.67%	48.84%	69286
Boulanger	58.77%	38.12%	81786
UniEuro	58.22%	45.77%	173583
Radio Popular	56.74%	50.36%	72810
Power	56.72%	40.19%	22117
Flawless Stores	56.29%	38.59%	20844
Argos (Sainsbury's)	56.08%	43.27%	8033
Info Stores	55.99%	35.71%	16776
Premium Stores	55.64%	42.85%	75214
Sorefoz	55.21%	41.33%	22682
Electricalsance Stores	54.69%	41.81%	-4143
Fnac-Darty	54.33%	36.34%	-8252
Elkjøp	53.55%	45.00%	-39201
Chip 7	53.44%	41.32%	95124
Media Markt	53.40%	43.66%	-30036
Coolblue	52.95%	43.16%	116840
Sound	52.83%	41.27%	37163
Flipkart	52.59%	11.82%	-91770
Chiptec	52.54%	27.04%	72175
Total	80.21%	72.99%	-751714

Forecast Accuracy, Forecast Accuracy LY and net error by Month

Forecast Accuracy Forecast Accuracy LY net error



category

Forecast Accuracy net error net_error_percentage Forecast

USB Flash Drives	91.87%	170854	5.88%
Graphic Card	91.22%	-162467	-7.63%
Wi fi extender	90.40%	227056	8.17%
Personal Desktop	88.81%	-3075	-10.44%
Mouse	88.58%	2139426	10.86%
Batteries	85.08%	114963	14.91%
Gaming Laptop	84.95%	45628	15.01%
Business Laptop	84.04%	77414	15.94%
Processors	83.10%	281649	16.90%
External Solid State Drives	79.90%	1336802	20.10%
Personal Laptop	74.99%	-155016	-25.01%
MotherBoard	74.83%	-213914	-25.13%
Internal HDD	70.47%	-223462	-29.53%
Keyboard	55.08%	-4387572	-44.92%
Total	80.21%	-751714	-1.52%



Vs LY

Vs
Target

Q1

Q2

Q3

Q4

₹ 823.85M✓

Goal: (Blank)

(+Infinity%)

Net Sales

-54.65M!

Goal: (Blank)

(-Infinity%)

Net Profit

80.21%✓

Goal: 72.99%

(+9.88%)

Forecast Accuracy

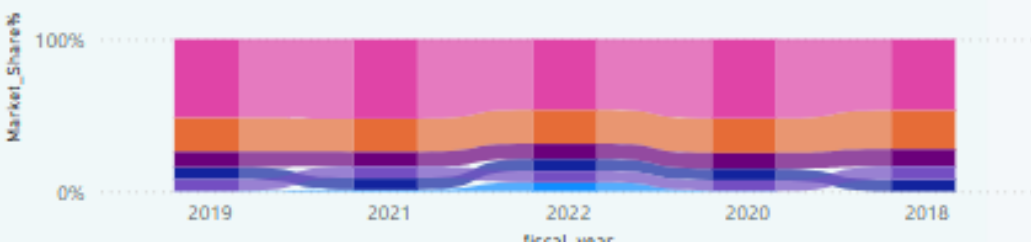
Key Insights By Sub-Zone

sub_zone	Net Sales	GM%	net_profit_pct	Market_Share%	Revenue_Contribution%
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ANZ	₹ 44.41M	38.46	7.27%	0.28%	5.39%
India	₹ 210.67M	32.03	-24.65%	2.45%	25.57%
LATAM	₹ 3.16M	37.54	6.18%	0.05%	0.38%
NA	₹ 177.94M	37.23	-13.67%	0.76%	21.60%
NE	₹ 109.29M	38.03	-1.14%	1.17%	13.27%
ROA	₹ 186.89M	38.34	8.23%	1.47%	22.69%
SE	₹ 91.48M	38.71	4.43%	3.63%	11.10%
Total	₹ 823.85M	36.49	-6.63%	1.06%	100.00%

Market Share By Manufacturer

Manufacturer atliq bp dale innovo others pacer



YTD

YTG

2018

2019

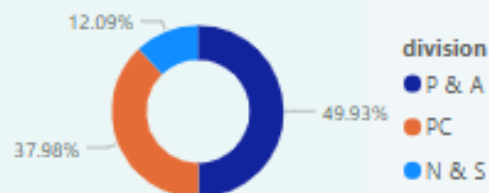
2020

2021

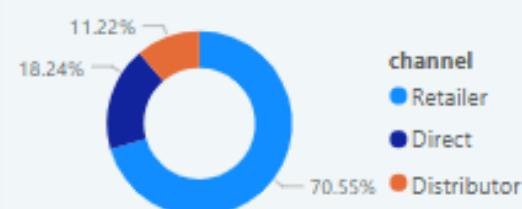
2022

2023

Revenue By Division

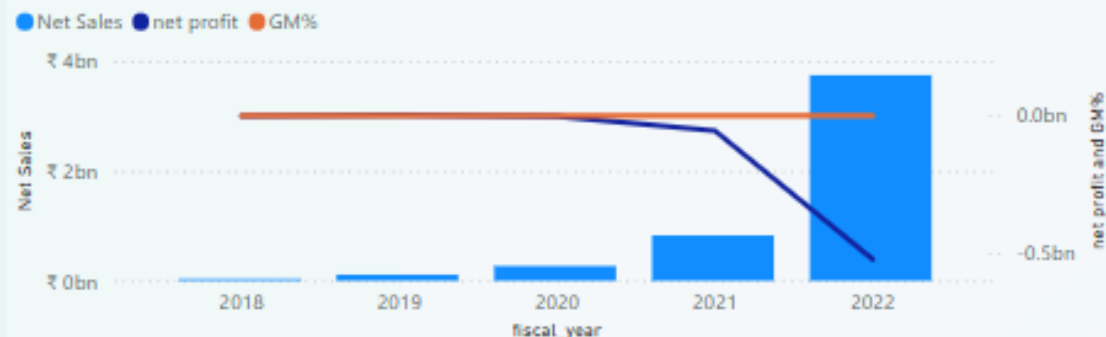


Revenue By Channel



GM% and Net Profit Trend By Fiscal

Net Sales, net profit and GM% by fiscal_year



Top 5 Customers By revenue Contribution

customer	Revenue_Contribution%
Amazon	13.23%
Atliq e Store	8.53%
AtliQ Exclusive	9.70%
Flipkart	3.07%
Sage	3.29%

Top 5 Products By revenue Contribution

product	Revenue_Contribution%
AQ BZ Allin1	4.10%
AQ Qwerty	3.38%
AQ Trigger	3.27%
AQ Gen Y	2.86%
AQ Maxima	2.71%
Total	16.32%