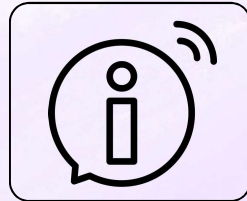# Business Insights 360

Info

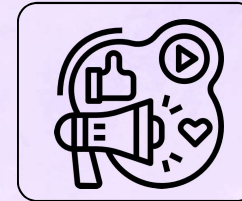Download **user manual** and get to know the key information of this tool.

Finance View

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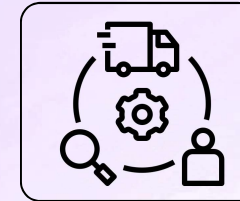
Sales View

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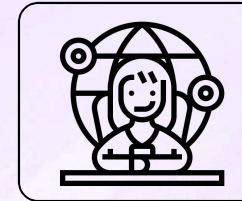
Marketing View

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	customer	segment
All ⌄	All ⌄	All ⌄

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

vs LY | **vs Target**

₹ 3,736.17M !
BM: 3,807.09M (-1.86%)
Net Sales

38.08% !
BM: 0.38 (-0.66%)
GM %

-13.98% ✓
BM: -0.14 (+1.47%)
Net Profit %

Profit & Loss statement

Line Item	2022Est	BM	chg	chg%
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	564.31			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88			
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational cost	-1,945.30			
Net Profit	-522.42			
Net profit %	-13.98	-14.19	0.21	-1.47

Net sales Performance over time

● Selection ● vs BM

| | Sep 21 | Oct 21 | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22 |
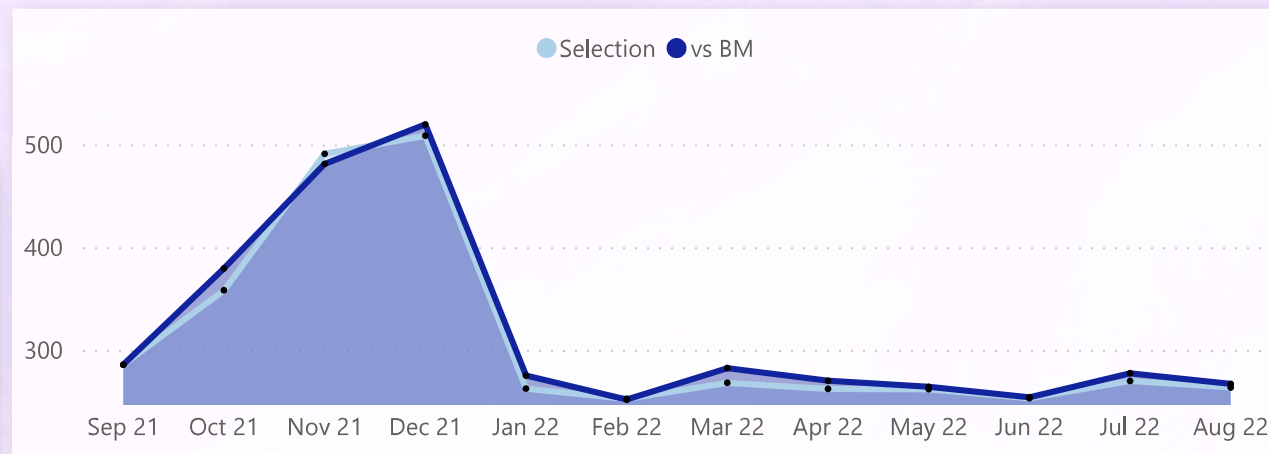
Top/Bottom Products & Customers by Net sales Performance over time

region	P & L value	P&L YOY chg%
⊞ APAC	1,923.77	-2.48
⊞ LATAM	14.82	-1.60
⊞ NA	1,022.09	-1.24
⊞ EU	775.48	-1.13
Total	**3,736.17**	**-1.86**

segment	P & L value	P&L YOY chg%
⊞ Accessories	454.10	
⊞ Desktop	711.08	
⊞ Networking	38.43	
⊞ Notebook	1,580.	
Total	**3,736.17**	**-1.86**

BM=Benchmark, LY= Last Year

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%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**

Performance Matrix

region ● APAC ● EU

10%

Flawless Stores, Ot., Billa, Notebillig, Digimarket, Novus (scatter plot: GM % vs NS $)
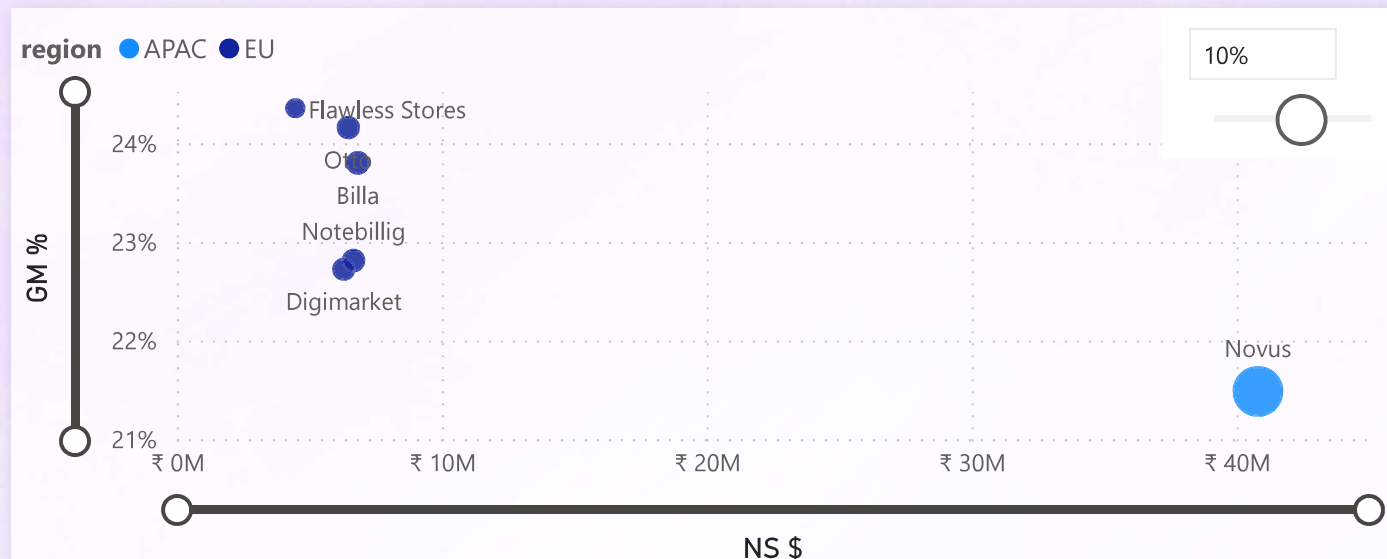
Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	₹ 454.10M	172.61M	38.01%
⊞ Peripherals	₹ 897.54M	341.22M	38.02%
⊞ Notebook	₹ 1,580.43M	600.96M	38.03%
⊞ Desktop	₹ 711.08M	272.39M	38.31%
⊞ Storage	₹ 54.59M	20.93M	38.33%
⊞ Networking	₹ 38.43M	14.78M	38.45%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**

Unit Economics

vs LY   **vs Target**

● Net Sales ● Total Post Inv... ● Pre Invoic...

1.73K (23.43%)
3.74K (50.69%)
1.91K (25.87%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

Product Performance

Show GM%

segment	NS $	GM $	GM %	Net profit $	Net prof
⊞ Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.
⊞ Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.
⊞ Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.
⊞ Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.
⊞ Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.
⊞ Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.**

Performance Matrix

division ● N & S ● P & A ● PC

Net profit %

-13.7% ● Storage
-13.8%   ● Desktop
-13.9%
-14.0%   ● Accessories
-14.1%   ● Peripherals   ● Notebook

₹ 0.0bn   ₹ 0.5bn   ₹ 1.0bn   ₹ 1.5bn

NS $
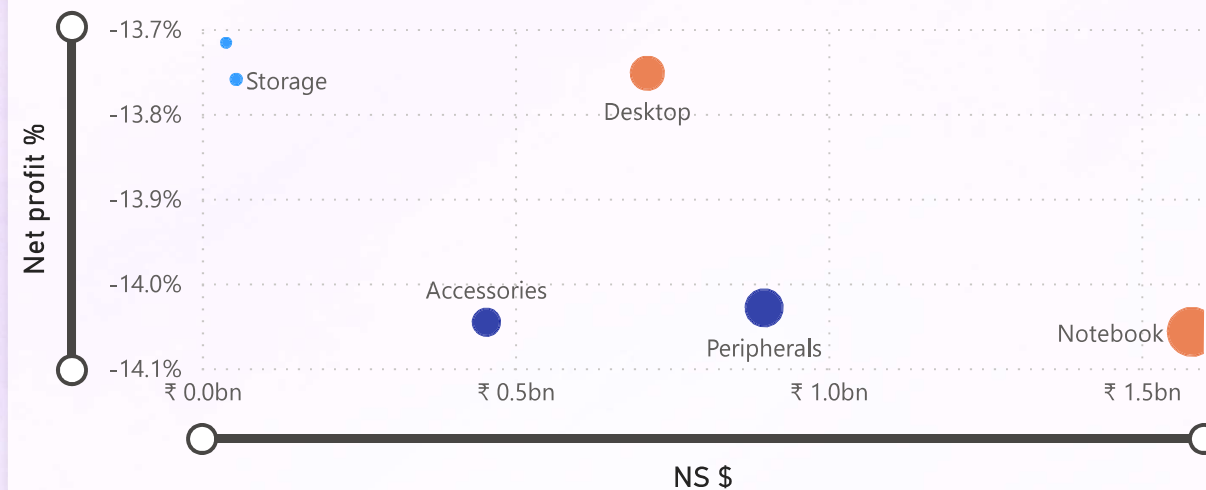
Region/Market/Customer Performance

region	NS $	GM $	GM %	Net profit $	Net profit
⊞ APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.6
⊞ EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.3
⊞ LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.9
⊞ NA	₹ 1,022.09M	459.68M	44.97%	-145.31M	-14.2
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.9**

Unit Economics

● Total COGS ● Gross Margin
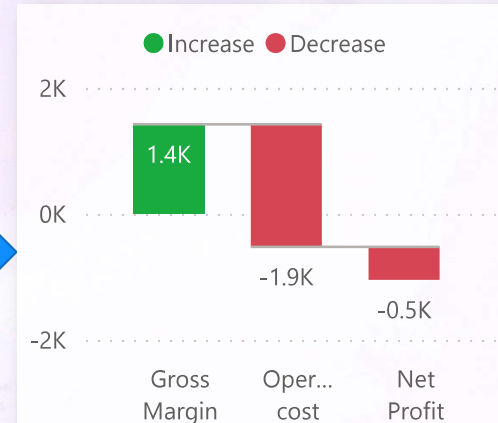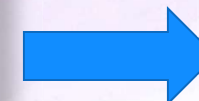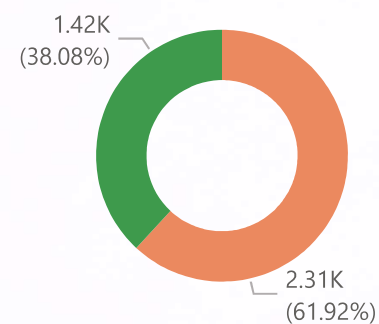
1.42K (38.08%)

2.31K (61.92%)

● Increase ● Decrease

	Gross Margin	Oper... cost	Net Profit
2K			
0K	1.4K		
-2K		-1.9K	-0.5K

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

–3472.69K ✓
LY: -751.71K (-361.97%)
Net Error

6899.04K ✓
LY: 9780.74K (-29.46%)
Abs Error

Key Metrics by Customer

customer	Forecast accuracy	Forecast accuracy LY	Net error	Net error %	Risk
Atliq e Store	74.22%	74.59%	–294868	-9.65%	OOS
Amazon	73.79%	74.54%	–464694	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	–359242	-11.91%	OOS
Expert	62.93%	60.67%	–26489	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	–6352	-9.56%	OOS
Mbit	55.40%	62.34%	–43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%	56.08%	–23040	-17.60%	OOS
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Flipkart	54.21%	52.59%	–13616	-1.09%	OOS
Power	54.06%	56.72%	–11212	-10.18%	OOS
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Radio Popular	52.94%	56.74%	–49354	-18.61%	OOS
Boulanger	52.69%	58.77%	–48802	-20.21%	OOS
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy/Net Error Trend

● Net error ● Forecast accuracy ● Forecast accuracy LY
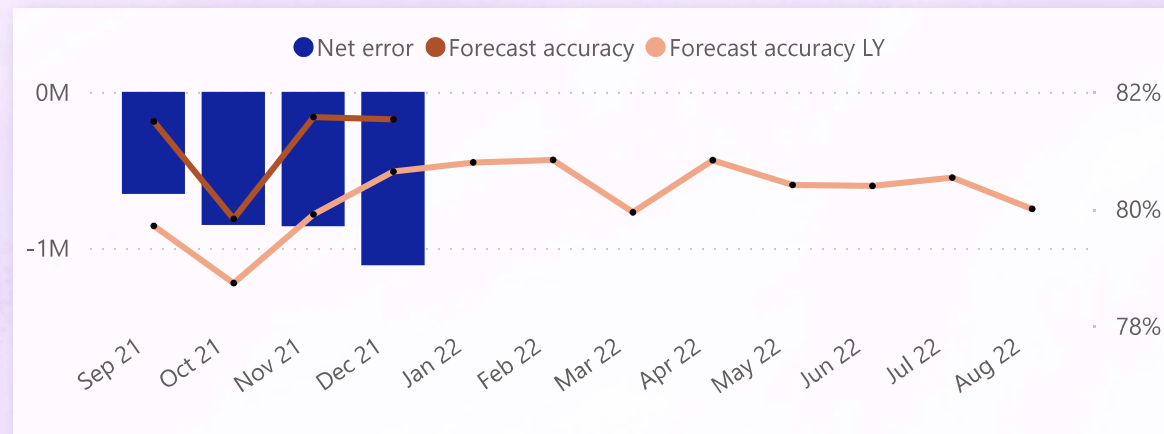
Key metrics by Product

segment	Forecast accuracy	Forecast accuracy LY	Net error	Net error %	Risk
⊞ Accessories	87.42%	77.66%	341468	1.72%	EI
⊞ Desktop	87.53%	84.37%	78576	10.24%	EI
⊞ Networking	93.06%	90.40%	–12967	-1.69%	OOS
⊞ Notebook	87.24%	79.99%	–47221	-1.69%	OOS
⊞ Peripherals	68.17%	83.23%	–3204280	-31.83%	OOS
⊞ Storage	71.50%	83.54%	–628266	-25.61%	OOS
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

₹ 3,736.17M !
BM: 3,807.09M (–1.86%)
Net Sales

38.08% !
BM: 0.38 (–0.66%)
GM %

–13.98% ✓
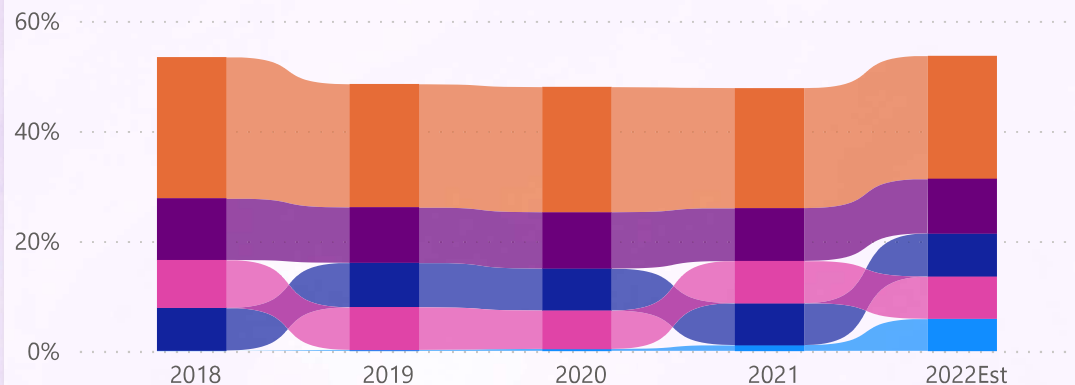BM: –0.14 (+1.47%)
Net Profit %

81.17% ✓
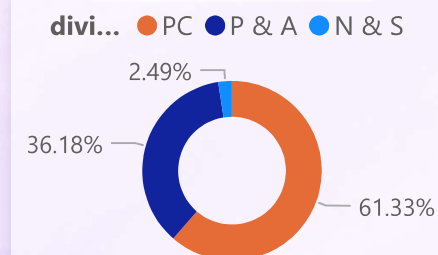BM: 80.21% (+1.2%)
Forecast Accuracy

Key insights by Subzone

sub_zone	NS $	RC%	GM %		Net profit %	Atliq MS%	Net error %	Risk
LATAM	₹ 14.8M	0.40%	35.0%	↓	–2.9%	0.28%	3.37%	EI
ANZ	₹ 189.8M	5.08%	43.5%	↓	–7.4%	1.36%	–37.61%	OOS
SE	₹ 317.8M	8.51%	37.0%	↓	–4.0%	16.40%	–55.47%	OOS
NE	₹ 457.7M	12.25%	32.8%	↓	–18.1%	6.80%	–4.56%	OOS
ROA	₹ 788.7M	21.11%	34.2%	↓	–6.3%	8.32%	–4.56%	OOS
India	₹ 945.3M	25.30%	35.8%		–23.0%	13.26%	–24.37%	OOS
NA	₹ 1,022.1M	27.36%	45.0%	↓	–14.2%	4.87%	14.35%	EI
Total	**₹ 3,736.2M**	**100.00%**	**38.1%**	↓	**–14.0%**	**5.87%**	**–9.48%**	**OOS**

PC market share trend: Atliq & Competitors

Manufacturer: ● atliq ● bp ● dale ● innovo ● pacer

Revenue by Division

divi... ● PC ● P & A ● N & S
2.49%
36.18%
61.33%

Revenue by Channel

cha... ● Retailer ● Direct
10.67%
17.8%
71.53%
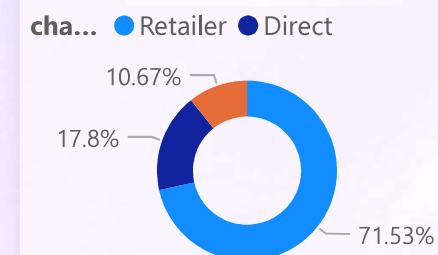
Yearly trend by Revenue, GM%, Net profit %, Net sales & Market share

● NS $ ● GM % ● Market share % ● Net profit %

Fy_desc: 2018 2019 2020 2021 2022Est
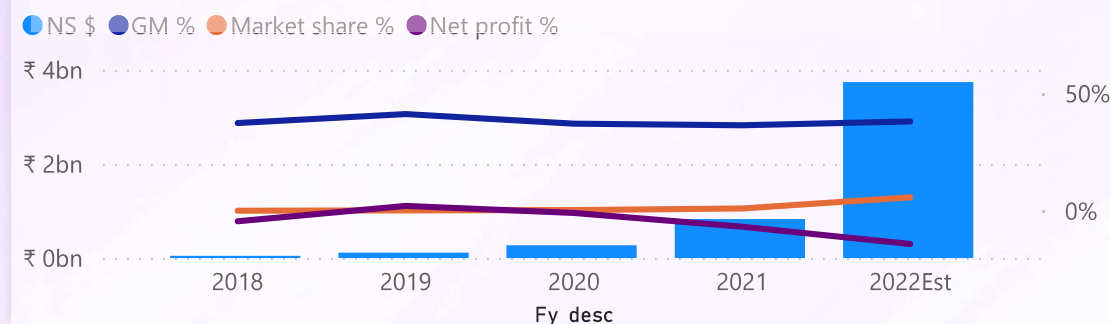
Top 5 Customers by Revenue

customer	RC%	GM %	
Amazon	13.30%	36.78%	↓
AtliQ Exclusive	9.67%	46.01%	
Atliq e Store	8.14%	36.88%	↓
Flipkart	3.71%	42.14%	
Sage	3.42%	31.53%	↓
Total	**38.23%**	**39.19%**	

Top 5 Products by Revenue

product	RC%	GM %	
AQ Smash 2	4.13%	37.40%	↓
AQ Smash 1	3.81%	37.43%	↓
AQ HOME	5.70%	38.08%	↓
Allin1 Gen 2			
AQ BZ Allin1	5.42%	38.51%	
Total	**23.19%**	**38.06%**	↓

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