



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

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG



₹ 3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%!

BM: 38.34% (-0.66%)

GM%

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

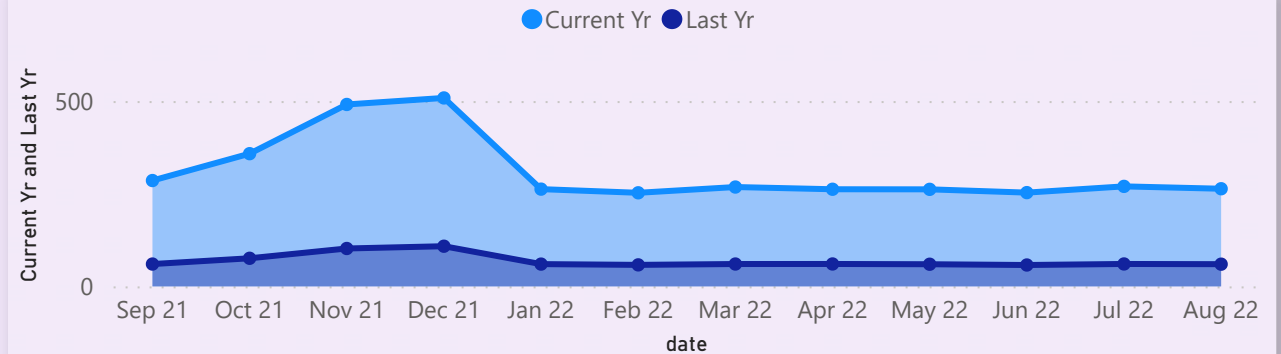
Profit and Loss Statement

Line Item	2022 EST	LY	YoY	YoY %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Total operational expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit \$	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance over time

vs LY

vs
Target



Top/Bottom Products N Customers by Net Sales

region	P & L values	P&L YoY Chg %
⊕ APAC	1,923.77	335.27
⊕ EU	775.48	286.26
⊕ LATAM	14.82	368.40
⊕ NA	1,022.09	474.40

segment	P & L values	P&L YoY Chg %
⊕ Accessories	454.10	85.46
⊕ Desktop	711.08	1,431.55
⊕ Networking	38.43	-14.89
⊕ Notebook	1,580.43	493.06
⊕ Peripherals	897.54	439.03
⊕ Storage	54.59	0.32



region, market

All

customer

All

segment, category,...

All

20182019202020212022 EST

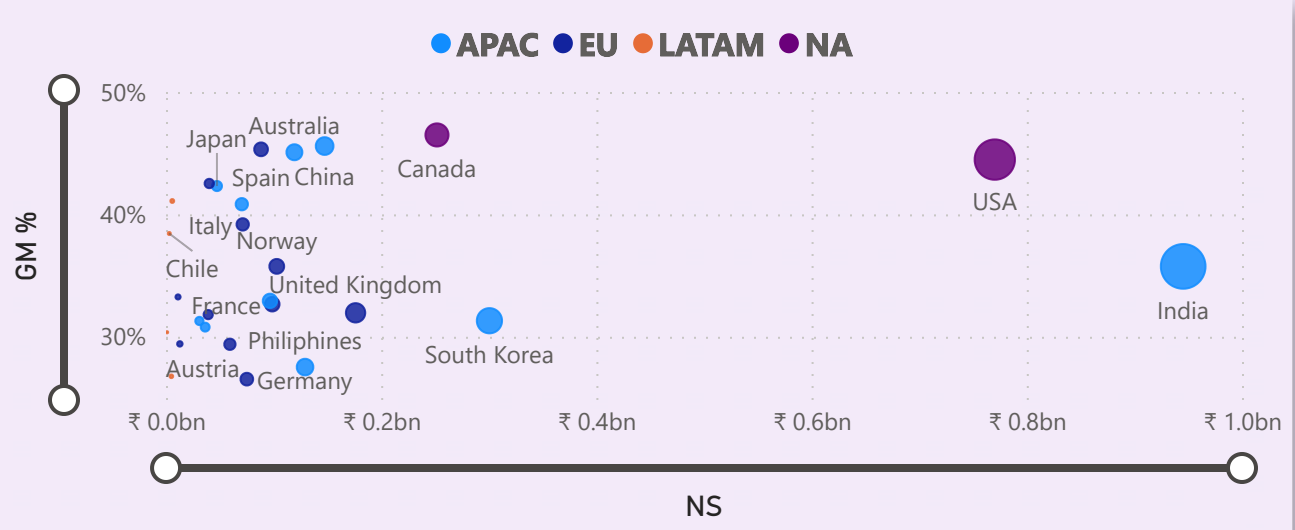
Q1Q2Q3Q4

YTDYTG

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%

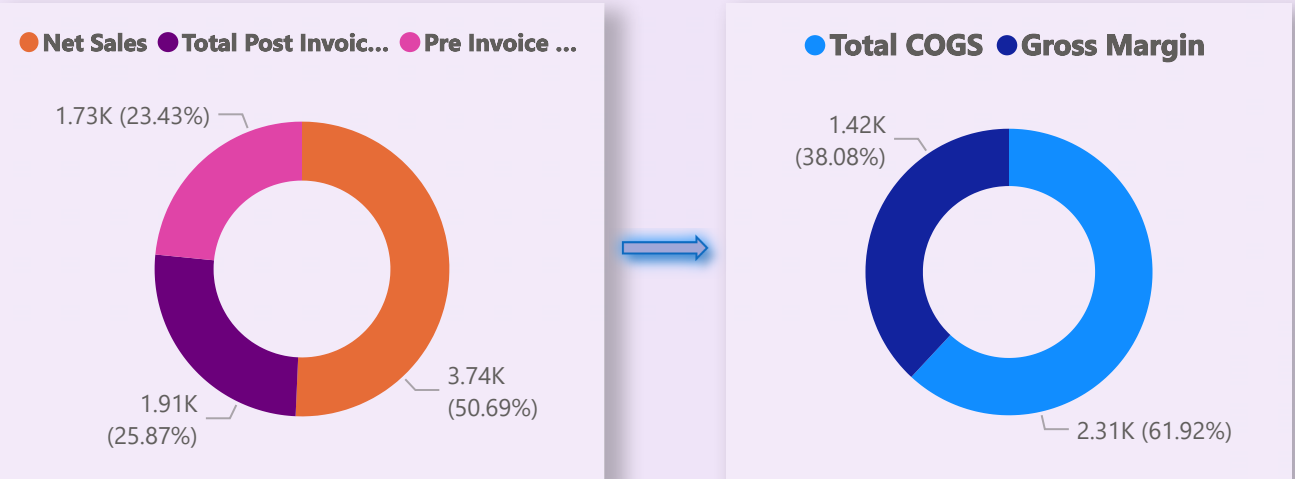
Performance Matrix



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





region, market

All

customer

All

segment, category,...

All

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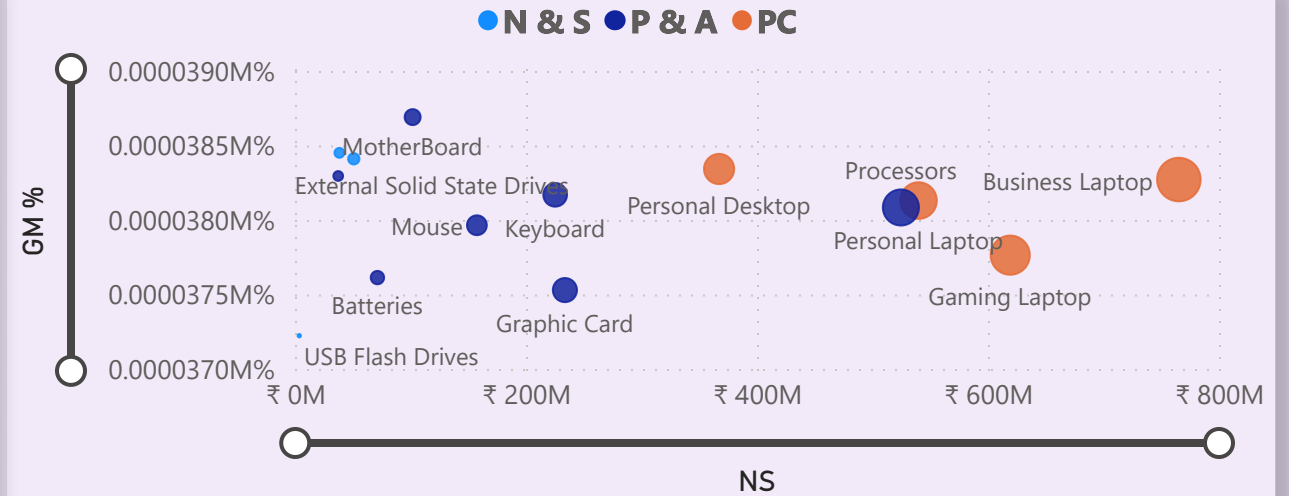
YTD

YTG

Product Performance

segment	NS	GM	GM %	Net Profit	Net Profit %
Accessories	₹ 454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	₹ 897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	₹ 1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	₹ 711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	₹ 54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	₹ 38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	₹ 3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

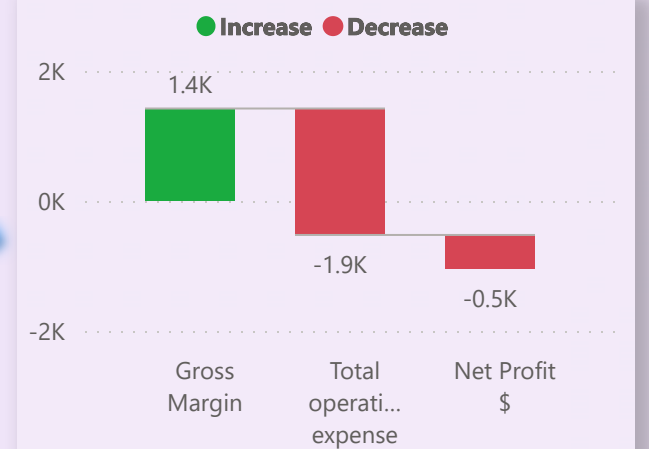
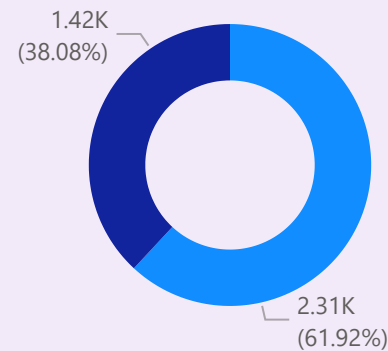


Region/Market/Customer Performance

region	NS	GM	GM %	Net Profit	Net Profit %
EU	₹ 775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	₹ 14.82M	5.19M	35.02%	-0.44M	-2.95%
APAC	₹ 1,923.77M	690.21M	35.88%	-281.16M	-14.62%
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

● Total COGS ● Gross Margin





region, market

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81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

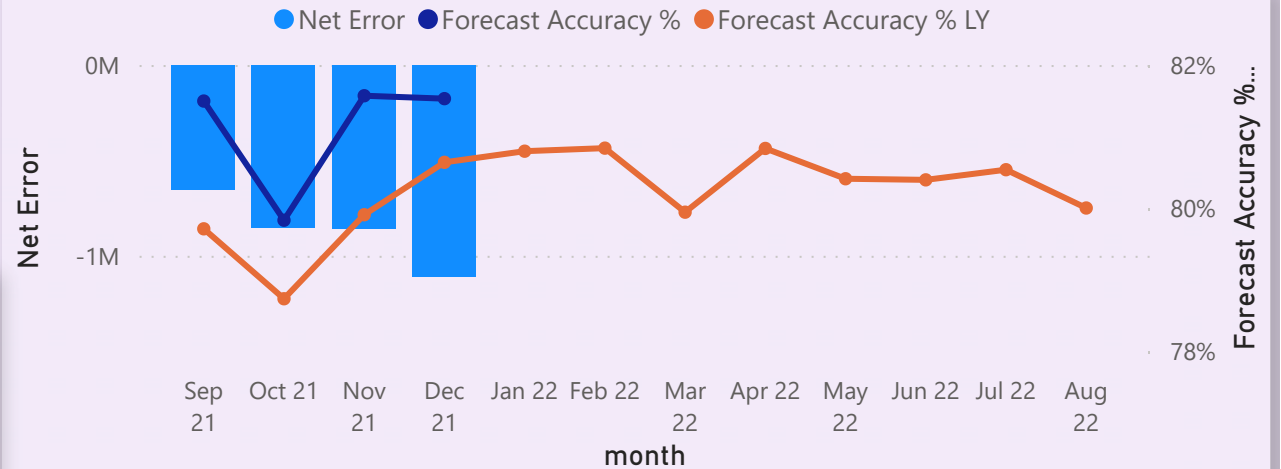
LY: 9780.7K (-29.46%)

ABS Error

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess Stock
All-Out	43.96%	29.09%	-150	-0.32%	Out of Stock
Amazon	73.79%	74.54%	-464694	-9.22%	Out of Stock
Argos	54.78%	56.08%	-23040	-17.60%	Out of Stock
(Sainsbury's)					
Atlas Stores	49.53%	48.16%	-4182	-2.31%	Out of Stock
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Out of Stock
Atliq Exclusive	70.35%	71.69%	-359242	-11.91%	Out of Stock
BestBuy	46.60%	35.31%	81179	16.72%	Excess Stock
Billa	42.63%	18.29%	3704	3.91%	Excess Stock
Boulangier	52.69%	58.77%	-48802	-20.21%	Out of Stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out of Stock
Chiptec	50.49%	52.54%	-20102	-11.36%	Out of Stock
Circuit City	46.17%	35.02%	85248	16.55%	Excess Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock

Accuracy/Net Error Trend



Key Metrics by Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	Excess Stock
Desktop	87.53%	84.37%	78576	10.24%	Excess Stock
Networking	93.06%	90.40%	-12967	-1.69%	Out of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock