Business Insights 360

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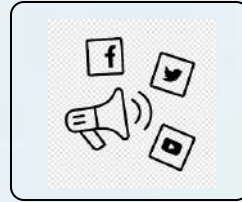Download **user manual** and get to know the key information of this tool.

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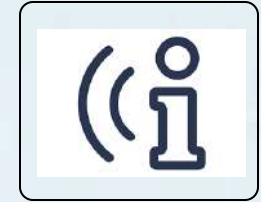
Supply Chain View
Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc

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.

vs LY | vs Target

Net Sales Performance Over Time

₹ 3.74bn ✓
BM: 0.82bn (+353.5%)
Net Sales

38.1% ✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -6.63% (-110.79%)
Net Profit %

● Selection ● vs BM
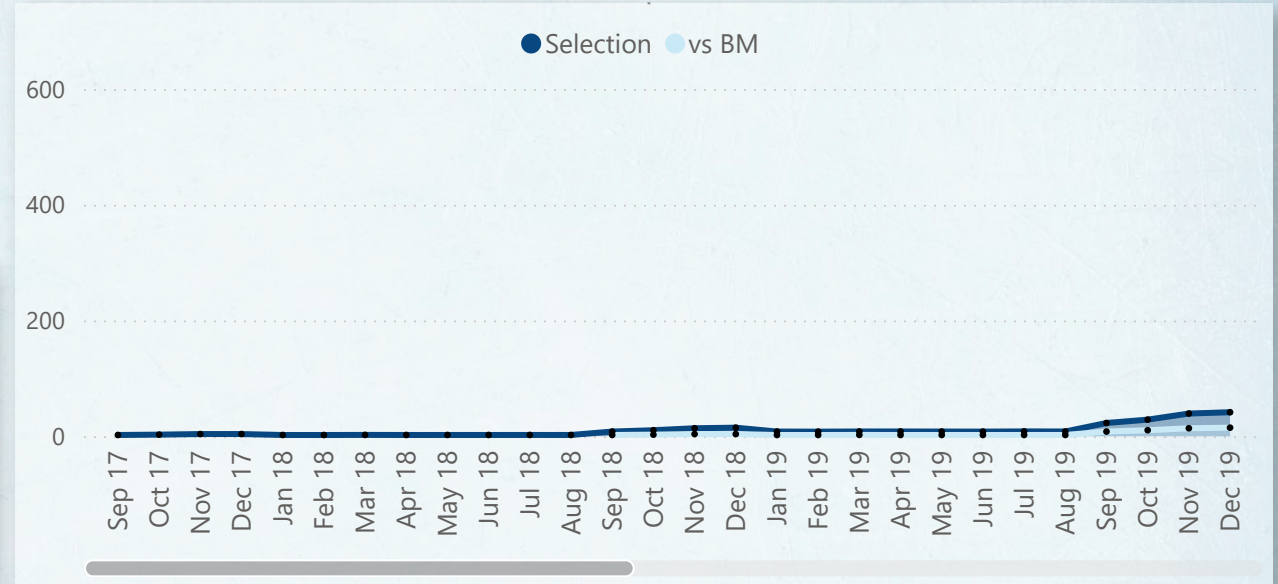
Profit and Loss Statement

Line Item ▾	BM	chg	chg %
Net Profit %	-4.52	-7.11	157.19
Net Profit	-55.76	-522.42	936.96
Operational Expense	-512.59	-1,945.30	379.50
GM / Unit	5.36	5.35	99.73
Gross Margin %	37.07	0.76	2.05
Gross Margin	456.84	1,422.88	311.46
Total COGS	775.48	2,313.29	298.31
- Other Cost	5.09	15.52	305.20
- Freight Cost	32.58	100.49	308.44
- Manufacturing Cost	737.81	2,197.28	297.81
Net Sales	1,232.31	3,736.17	303.18
Total Post Invoice Deduction	657.10	1,906.95	290.21
- Post Deductions	239.23	663.42	277.31
- Post Discounts	417.86	1,243.54	297.59
Net Invoice Sales	1,889.41	5,643.13	298.67
Pre Invoice Deduction	578.56	1,727.01	298.50
Gross Sales	2,467.97	7,370.14	298.63

Key Metrices By Region & Segment

region	P & L Values	P & L YoY chg % ▾	segment	P & L Values ▾	P & L YoY chg %
⊞ NA	1291	380.46	⊞ Notebook	1973	402.44
⊞ APAC	2606	282.10	⊞ Peripherals	1152	352.70
⊞ EU	1051	281.46	⊞ Accessories	802	130.46
⊞ LATAM	21	239.67	⊞ Desktop	758	1,500.86
Total	**4968**	**303.18**	⊞ Storage	152	55.88
			Networking	130	41.79
			Total	**4968**	**303.18**

BM = Benchmark , LY = last year

Key Metrices by Customer

customer	NS ₹	GM ₹	GM %
Relief	₹ 37.9M	₹17.4M	46.0%
AtliQ Exclusive	₹ 478.9M	₹218.7M	45.7%
Neptune	₹ 132.5M	₹60.3M	45.5%
Premium Stores	₹ 34.6M	₹15.4M	44.5%
Circuit City	₹ 64.2M	₹28.4M	44.2%
walmart	₹ 90.4M	₹39.9M	44.1%
BestBuy	₹ 61.4M	₹26.5M	43.2%
Taobao	₹ 29.0M	₹12.4M	42.6%
Path	₹ 74.5M	₹31.6M	42.5%
Control	₹ 68.5M	₹28.9M	42.2%
Nomad Stores	₹ 35.8M	₹15.1M	42.2%
Radio Shack	₹ 56.9M	₹23.5M	41.3%
Zone	₹ 38.7M	₹15.6M	40.2%
Total	**₹ 4,968.5M**	**₹1,879.7M**	**37.8%**

Performance Matrix

vs LY | vs Target

region ● APAC ● EU ● LATAM ● NA

GM ₹ axis: ₹0.2bn, ₹0.1bn, ₹0.0bn
NS ₹ axis: ₹ 0.0bn, ₹ 0.1bn, ₹ 0.2bn, ₹ 0.3bn, ₹ 0.4bn, ₹ 0.5bn, ₹ 0.6bn

Labels: India, Australia, China, Spain, USA, Canada, Newzealand, France, Italy, Japan

Key Metrices by Category

category	NS ₹	GM ₹	GM %
⊞ Wi fi extender	₹ 130.4M	₹49.4M	37.9%
⊞ USB Flash Drives	₹ 10.9M	₹3.9M	36.0%
⊞ Processors	₹ 680.4M	₹257.7M	37.9%
⊞ Personal Laptop	₹ 702.1M	₹265.5M	37.8%
⊞ Personal Desktop	₹ 380.8M	₹145.8M	38.3%
⊞ Mouse	₹ 298.9M	₹112.1M	37.5%
⊞ MotherBoard	₹ 120.2M	₹46.2M	38.4%
⊞ Keyboard	₹ 424.2M	₹159.7M	37.7%
⊞ Internal HDD	₹ 57.4M	₹21.9M	38.1%
⊞ Graphic Card	₹ 294.0M	₹110.1M	37.5%
Total	**₹ 4,968.5M**	**₹1,879.7M**	**37.8%**

Descript... ● Net Sales ● Total Po... ● Pre Invo...
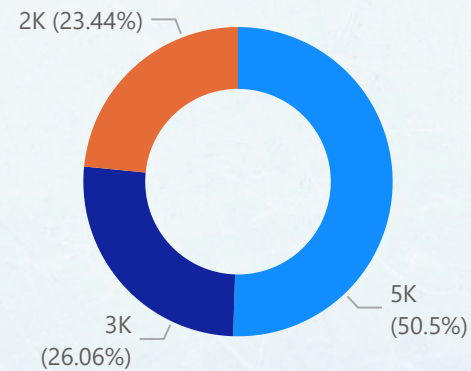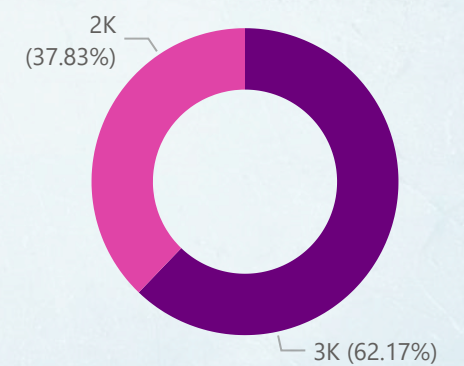
2K (23.44%)
5K (50.5%)
3K (26.06%)

Descrip... ● Total COGS ● Gross Margin

2K (37.83%)
3K (62.17%)

NS ₹, GM₹, GM%, Net Profit₹, Net Profit% by Category

segment	NS ₹	GM ₹	GM %	Net Profit ₹	Net Profit %
⊞ Accessories	₹ 802.2M	₹301.4M	37.6%	80.3M₹	-10.0%
⊞ Desktop	₹ 758.5M	₹289.5M	38.2%	101.1M₹	-13.3%
⊞ Networking	₹ 130.4M	₹49.4M	37.9%	8.3M₹	-6.3%
⊞ Notebook	₹ 1,973.1M	₹746.2M	37.8%	240.3M₹	-12.2%
⊞ Peripherals	₹ 1,152.0M	₹435.9M	37.8%	137.0M₹	-11.9%
⊞ Storage	₹ 152.3M	₹57.3M	37.6%	11.2M₹	-7.4%
Total	**₹ 4,968.5M**	**₹1,879.7M**	**37.8%**	**578.2M₹**	**-11.6%**

Performance Matrix

| NP % | GM % |

division ●N & S ●P & A ●PC

Net Profit %

NS ₹
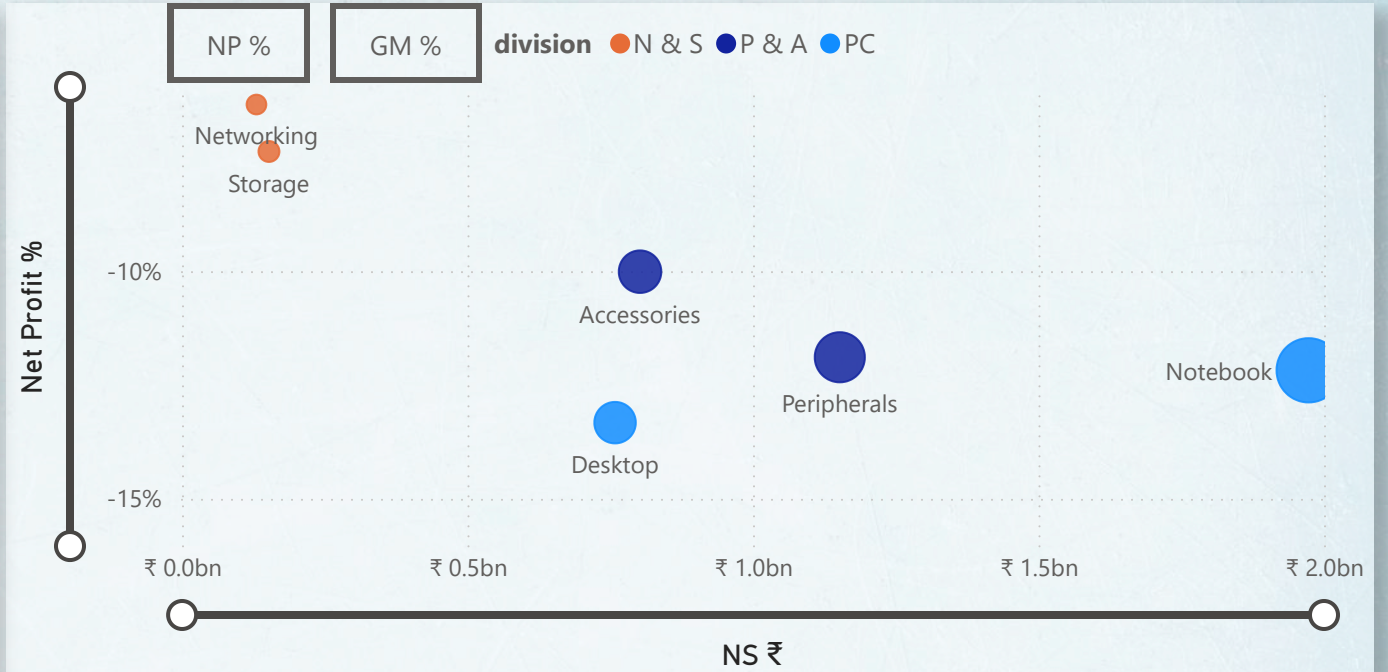
NS ₹, GM₹, GM%, Net Profit₹, Net Profit% by Region

region	NS ₹ ▲	GM ₹	GM %	Net Profit ₹	Net Profit %
⊞ LATAM	₹ 21.0M	₹7.4M	35.3%	0.2M₹	-0.8%
⊞ EU	₹ 1,051.0M	₹373.7M	35.6%	92.1M₹	-8.8%
⊞ NA	₹ 1,290.7M	₹560.9M	43.5%	173.0M₹	-13.4%
⊞ APAC	₹ 2,605.7M	₹937.7M	36.0%	312.9M₹	-12.0%
Total	**₹ 4,968.5M**	**₹1,879.7M**	**37.8%**	**578.2M₹**	**-11.6%**

P & L Values by Description

Descrip... ●Total COGS ●Gross Margin
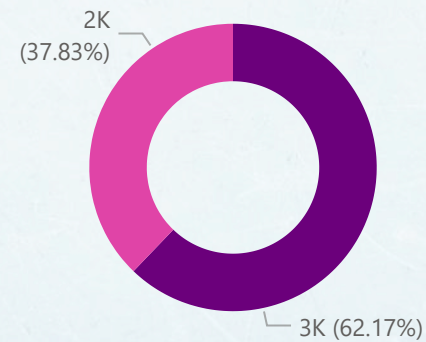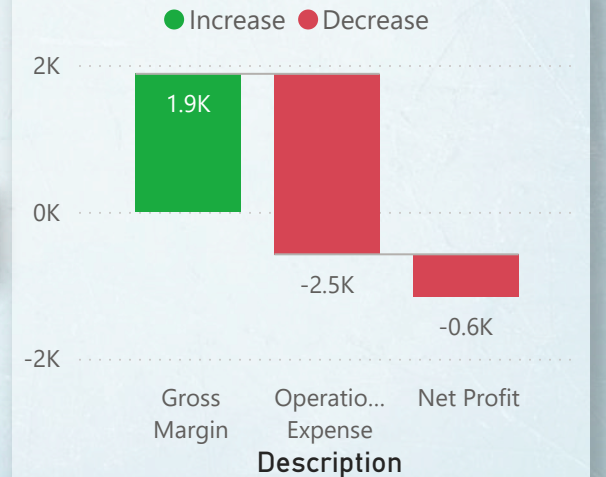
2K (37.83%)

3K (62.17%)

P & L Values by Description

●Increase ●Decrease

1.9K   -2.5K   -0.6K

Gross Margin | Operatio... Expense | Net Profit

Description

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

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

6,899.04K ✓
LY: 9,780.74K (-29.46%)
ABS Error

Accuracy/Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY
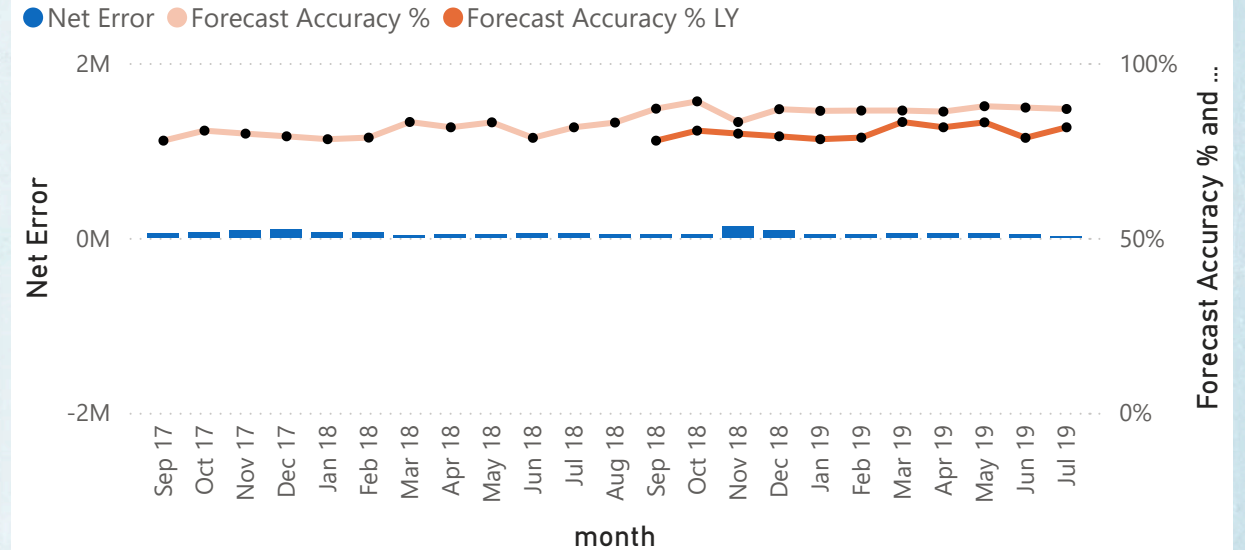
Key Metris By Customers

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.38%	43.91%	-162373	-8.31%	OOS
All-Out	36.64%	31.27%	-6876	-6.30%	OOS
Amazon	69.95%	68.28%	-1394379	-8.39%	OOS
Argos (Sainsbury's)	53.17%	52.54%	-1394	-0.30%	OOS
Atlas Stores	47.19%	46.26%	119793	18.87%	EI
Atliq e Store	70.89%	69.48%	-865676	-8.40%	OOS
AtliQ Exclusive	69.00%	68.46%	-48639	-0.46%	OOS
BestBuy	35.90%	28.26%	-80434	-6.91%	OOS
Billa	31.07%	23.91%	-42043	-16.98%	OOS
Boulanger	54.23%	54.88%	27467	3.41%	EI
Chip 7	45.13%	48.42%	65405	6.37%	EI
Chiptec	50.08%	49.88%	47937	8.84%	EI
Circuit City	35.85%	28.20%	-90877	-7.51%	OOS
Control	45.57%	41.76%	-63137	-4.70%	OOS
Total	**79.83%**	**79.26%**	**-2417425**	**-1.97%**	**OOS**

Key Metris By Products

segment	ABS Error %	Net Error	Risk	Net Error %	Forecast Accuracy %	Forecast Accuracy % LY
⊞ Peripherals	25.66%	-3388005	OOS	-17.54%	74.34%	81.06%
⊞ Accessories	19.50%	-1352029	OOS	-1.89%	80.50%	77.85%
⊞ Networking	19.01%	184995	EI	2.72%	80.99%	79.46%
⊞ Storage	18.92%	2020264	EI	10.51%	81.08%	82.48%
⊞ Notebook	16.20%	22621	EI	0.45%	83.80%	79.41%
⊞ Desktop	13.02%	94729	EI	10.36%	86.98%	84.11%
Total	**20.17%**	**-2417425**	**OOS**	**-1.97%**	**79.83%**	**79.26%**

₹ 3.74bn ✓
LY: 0.82bn (+353.5%)
Net Sales

38.1% ✓
LY: 36.49% (+4.37%)
GM %

-13.98% !
LY: -6.63% (-110.79%)
Net Profit %

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

Key Insights by Subzone

sub_zone	NS ₹	RC %	GM %	NP %	Atliq MS %	Net Error %	Risk
ANZ	₹ 257.1M	5.2%	42.5%	-3.17%	2.3%	-1.16%	OOS
India	₹ 1,271.2M	25.6%	35.1% ⬇	-22.03%	2.3%	0.21%	EI
LATAM	₹ 21.0M	0.4%	35.3%	-0.78%	2.3%	0.32%	EI
NA	₹ 1,290.7M	26.0%	43.5%	-13.40%	2.3%	-3.79%	OOS
NE	₹ 604.6M	12.2%	34.1% ⬇	-14.26%	2.3%	4.92%	EI
ROA	₹ 1,077.4M	21.7%	35.4% ⬇	-2.30%	2.3%	-5.27%	OOS
SE	₹ 446.4M	9.0%	37.6% ⬇	-1.32%	2.3%	-6.66%	OOS
Total	**₹ 4,968.5M**	**100.0%**	**37.8%**	**-11.64%**	**2.3%**	**-1.97%**	**OOS**

PC Market Share Trend - Atliq & Competitor

manufacturer ● atliq ● bp ● dale ● innovo ● pacer

Revenue By Division

● PC ● P & A ● N & S

₹ 2.0bn (39.33%)   ₹ 2.7bn (54.9...)
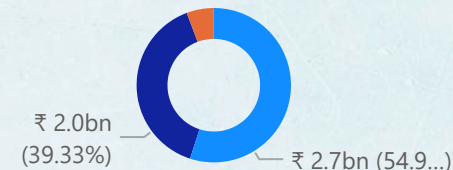
Revenue By Category

● Retailer ● Direct ● Distributor

₹ 0.8bn (16.64%)   ₹ 3.6bn (72.47%)
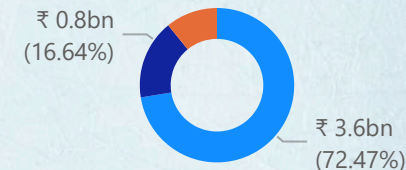
Yearly Trend By NS ₹ ,GM% , NP %, Atliq MS %

● NS ₹ ● GM % ● Net Profit % ● Atliq MS %
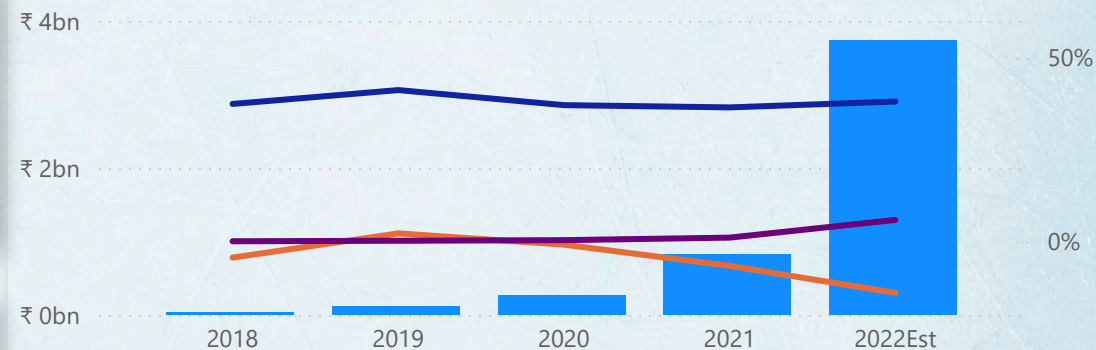
Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.6%	36.8%
Atliq e Store	8.4%	37.1%
AtliQ Exclusive	9.6%	45.7% ⬇
Flipkart	3.6%	39.8% ⬇
Sage	3.4%	32.5%
Total	**38.7%**	**39.0%**

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1	3.5%	37.5%
AQ BZ Allin1 Gen 2	4.1%	38.5% ⬇
AQ HOME Allin1 Gen 2	4.4%	38.0%
AQ Smash 1	3.3%	37.5%
AQ Smash 2	3.4%	37.4%
Total	**18.7%**	**37.8%**

EI = Excess Inventory || OOS = Out Of Stock