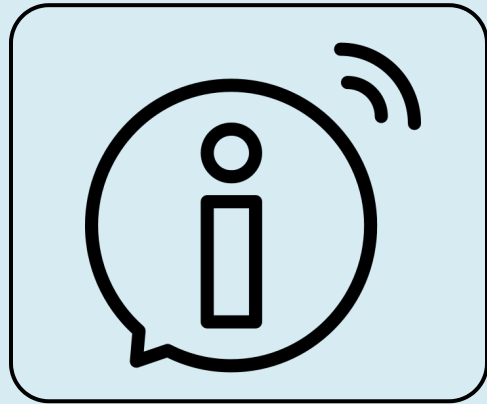# Business inside 360

Info

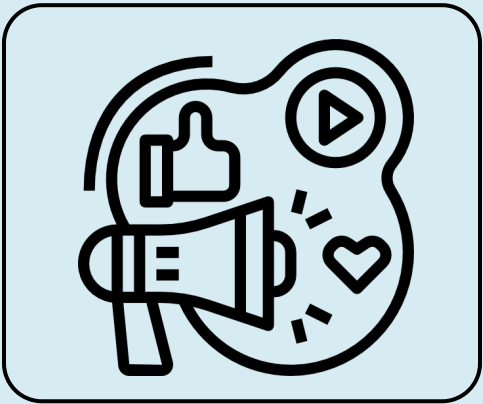Download **user manual** and get to know the key information of this tool.

Finance View

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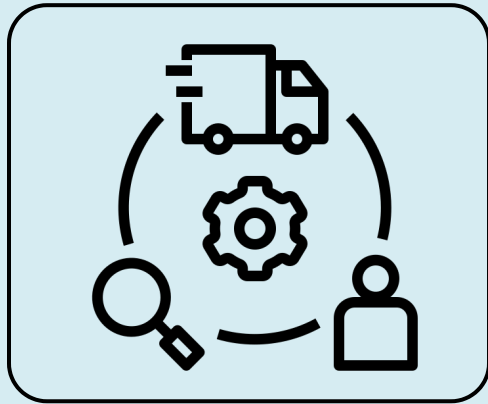
Sales View

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

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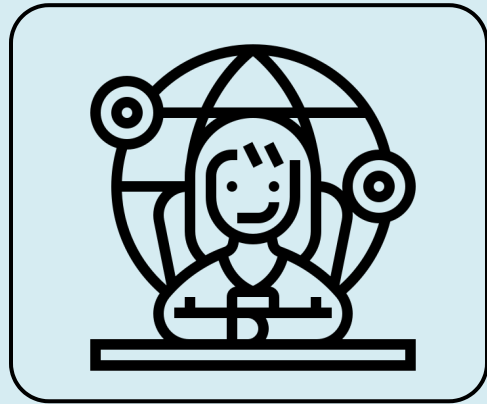
Executive View

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.
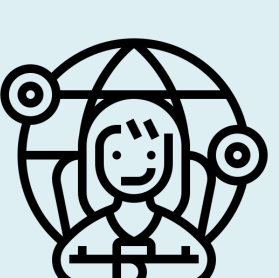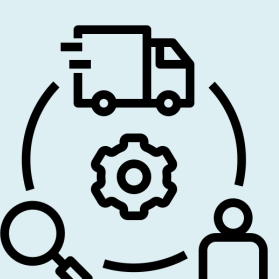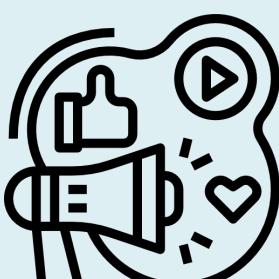
Region, market: All

customer: All

segment, category, product: All

₹ 3,736.2M !	**38.1%** !	**-14.0%** ✓
BM: 3,807.1M (-1.86%)	BM: 38.3% (-0.66%)	BM: -14.2% (+1.47%)
Net Sales	**GM%**	**Net Profit %**

Net Sales Performance Over Time

vs LY   vs Target

● Selection   ● vs BM

Profit and Loss statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.02			
Net Invoice Sales	5,643.12			
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	1,459.51	-36.64	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net profit	-522.43			
Net profit %	-13.98	-14.19	0.21	-1.47

Top / Bottom products & customers by Net Sales

Region	P & L values	P&L che %
⊞ APAC	1,923.77	-2.48
⊞ EU	775.48	-1.13
⊞ LATAM	14.82	-1.60
⊟ NA		
USA	770.26	-0.06
Canada	251.84	-4.70

segment	P & L values	P&L che %
⊞ Accessories	454.10	
⊞ Desktop	711.08	
⊞ Networking	38.43	
⊞ Notebook	1,580.43	
⊞ Peripherals	897.54	
⊞ Storage	54.59	

BM= Benchmark,   LY= Last year

Region, market | customer | segment, category, product | 2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG

All | All | All

Customer Performance

vs LY | vs Target

customer	NS $	GM $	GM %
Amazon	₹ 496.88M	182.77M	36.78%
AtliQ Exclusive	₹ 361.11M	166.14M	46.01%
Atliq e Store	₹ 304.11M	112.15M	36.88%
Flipkart	₹ 138.49M	58.36M	42.14%
Sage	₹ 127.86M	40.32M	31.53%
Leader	₹ 117.32M	36.01M	30.70%
Neptune	₹ 105.69M	49.36M	46.70%
Ebay	₹ 91.60M	33.06M	36.09%
Acclaimed Stores	₹ 73.36M	29.58M	40.32%
Total	₹ 3,736.17M	1,422.88 M	38.08%

Performance Matrix

Region ● APAC ● EU ● LATAM ● NA

0%

GM % vs NS $ scatter plot with points: SageControl, BestBuy, Flipkart, Path, walmart, Radio Shack, Staples, Costco, Amazon, Ebay, Expression, Chip 7, Amazon, Coolblue, MbitEzone Girias, Sorefoz, UniEuro, Atliq e Store, Sage, Leader, Logic Stores, Synthetic, Billa Otto, Novus, Amazon, Atliq e Store, Amazon

GM % axis: 20%, 30%, 40%, 50%
NS $ axis: ₹ 0M, ₹ 50M, ₹ 100M, ₹ 150M, ₹ 200M
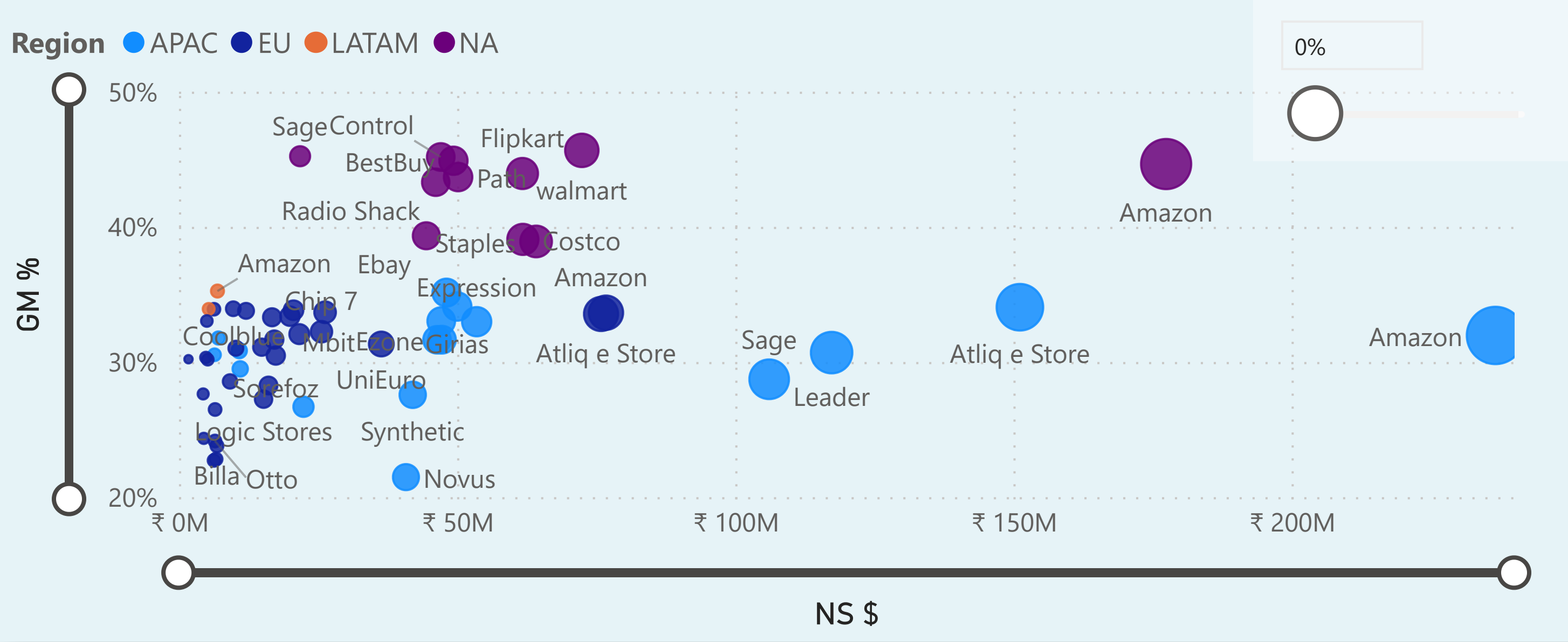
Product Performance

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

● Net Sales ● Total Post Invoice D... ● Pre Invoice De...

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

● Total COGS ● Gross Margin

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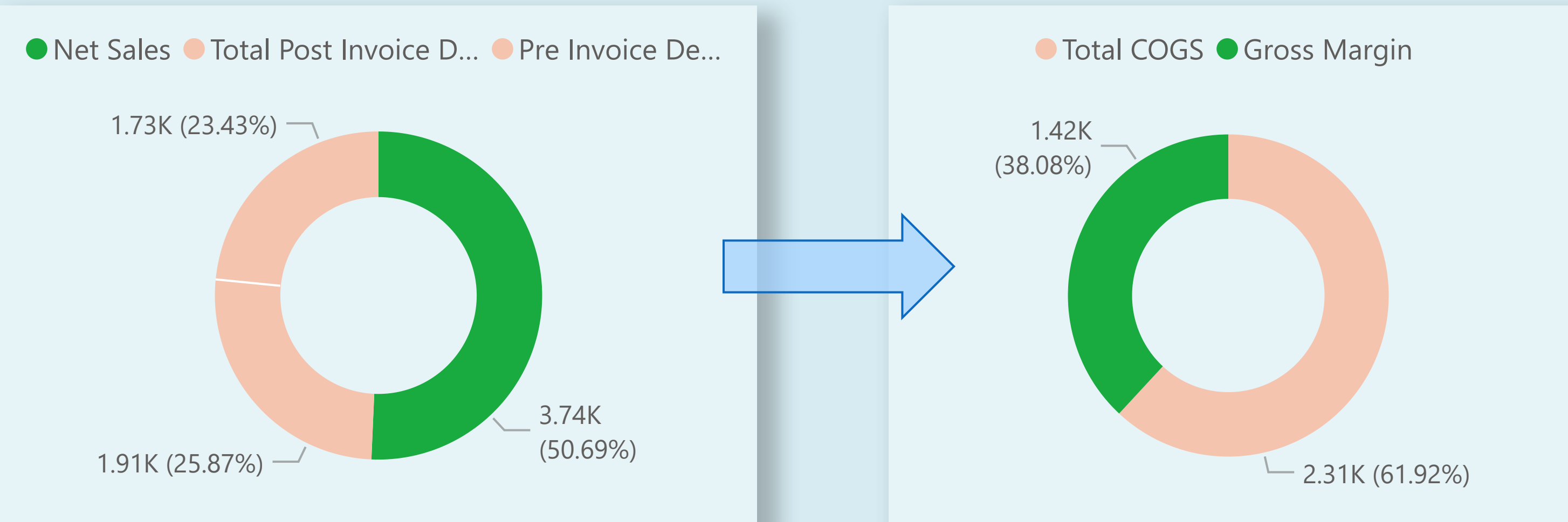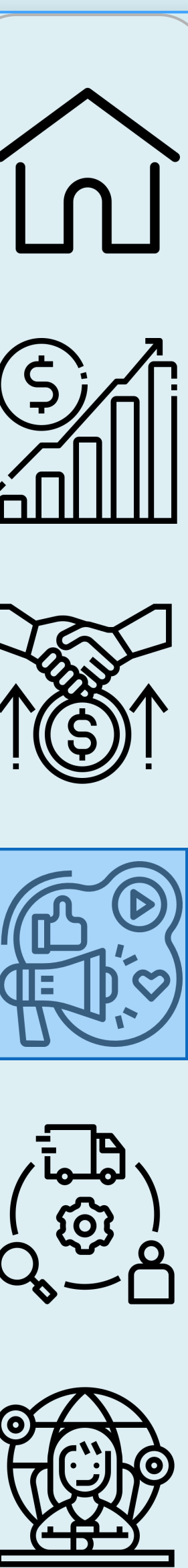
Product Performance

segment	NS $	GM $	GM %	net profit $	Net profit %
⊞ Accessories	₹ 454.10M	172.61M	38.01%	-64M	-14.05%
⊞ Desktop	₹ 711.08M	272.39M	38.31%	-98M	-13.75%
⊞ Networking	₹ 38.43M	14.78M	38.45%	-5M	-13.72%
⊞ Notebook	₹ 1,580.43M	600.96M	38.03%	-222M	-14.06%
⊞ Peripherals	₹ 897.54M	341.22M	38.02%	-126M	-14.03%
⊞ Storage	₹ 54.59M	20.93M	38.33%	-8M	-13.76%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**-522M**	**-13.98%**

Performance Matrix

Show GM %

division ● N & S ● P & A ● PC

MotherBoard, External Solid State Drives, Internal HDD, Keyboard, Mouse, Batteries, Graphic Card, USB Flash Drives, Personal Desktop, Processors, Personal Laptop, Gaming Laptop, Business Laptop

NS $
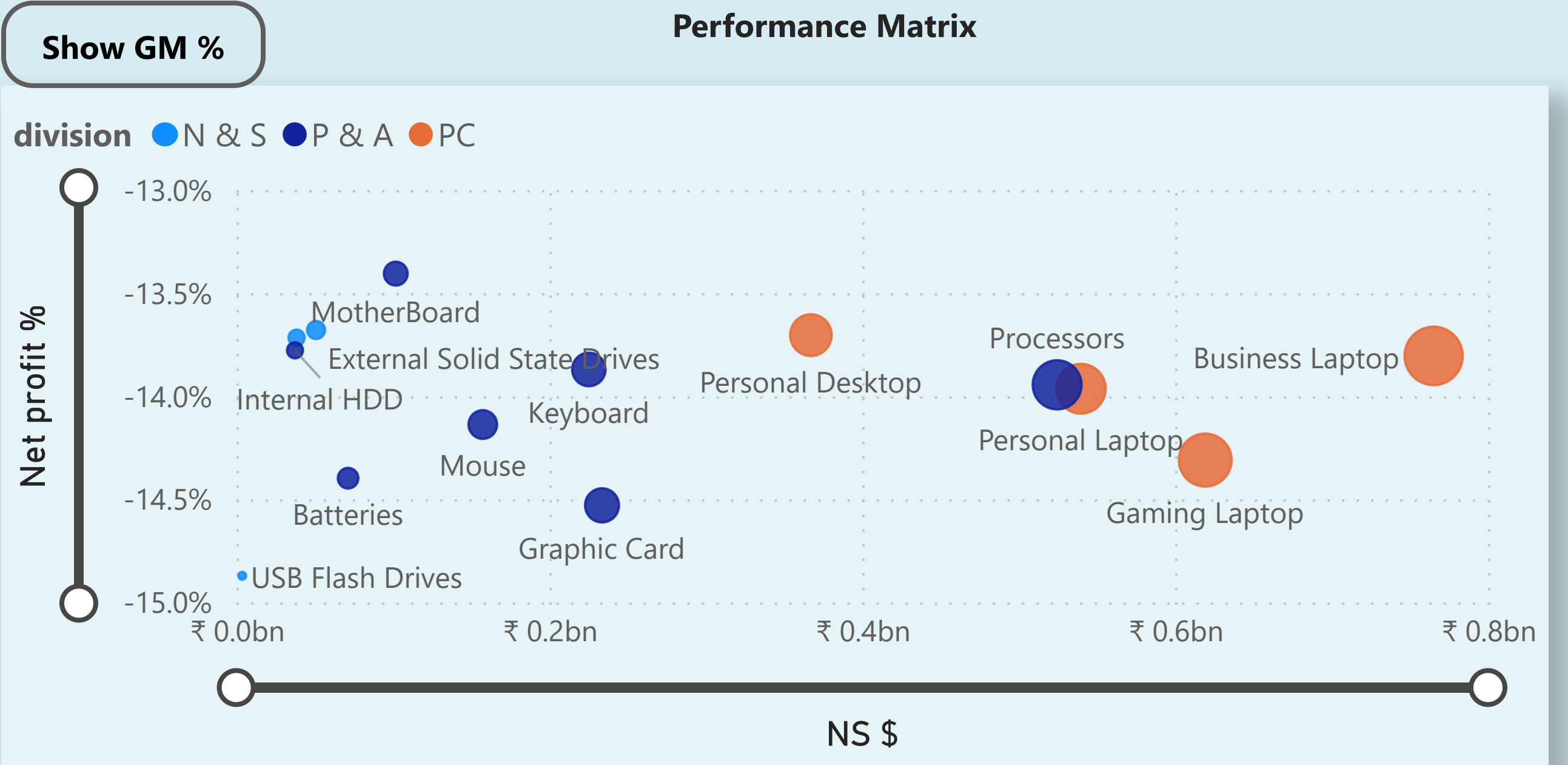
Region/market/Customer Performance

Region	NS $	GM $	GM % ▼	net profit $	Net profit %
⊞ NA	₹ 1,022.10M	459.68M	44.97%	-145M	-14.22%
⊞ APAC	₹ 1,923.77M	690.21M	35.88%	-281M	-14.62%
⊞ LATAM	₹ 14.82M	5.19M	35.02%	0M	-2.95%
⊞ EU	₹ 775.48M	267.80M	34.53%	-96M	-12.32%
Total	**₹ 3,736.17M**	**1,422.88M**	**38.08%**	**-522M**	**-13.98%**

Unit Economics

● Total COGS ● Gross Margin

1.42K (38.08%)

2.31K (61.92%)

● Increase ● Decrease

1.4K

-1.9K

-0.5K

Gross Margin | Operatio... Expense | Net profit

Forecast Accuracy

81.17% ✓
LY: 80.21% (+1.2%)

Net Error

-3472.7K ✓
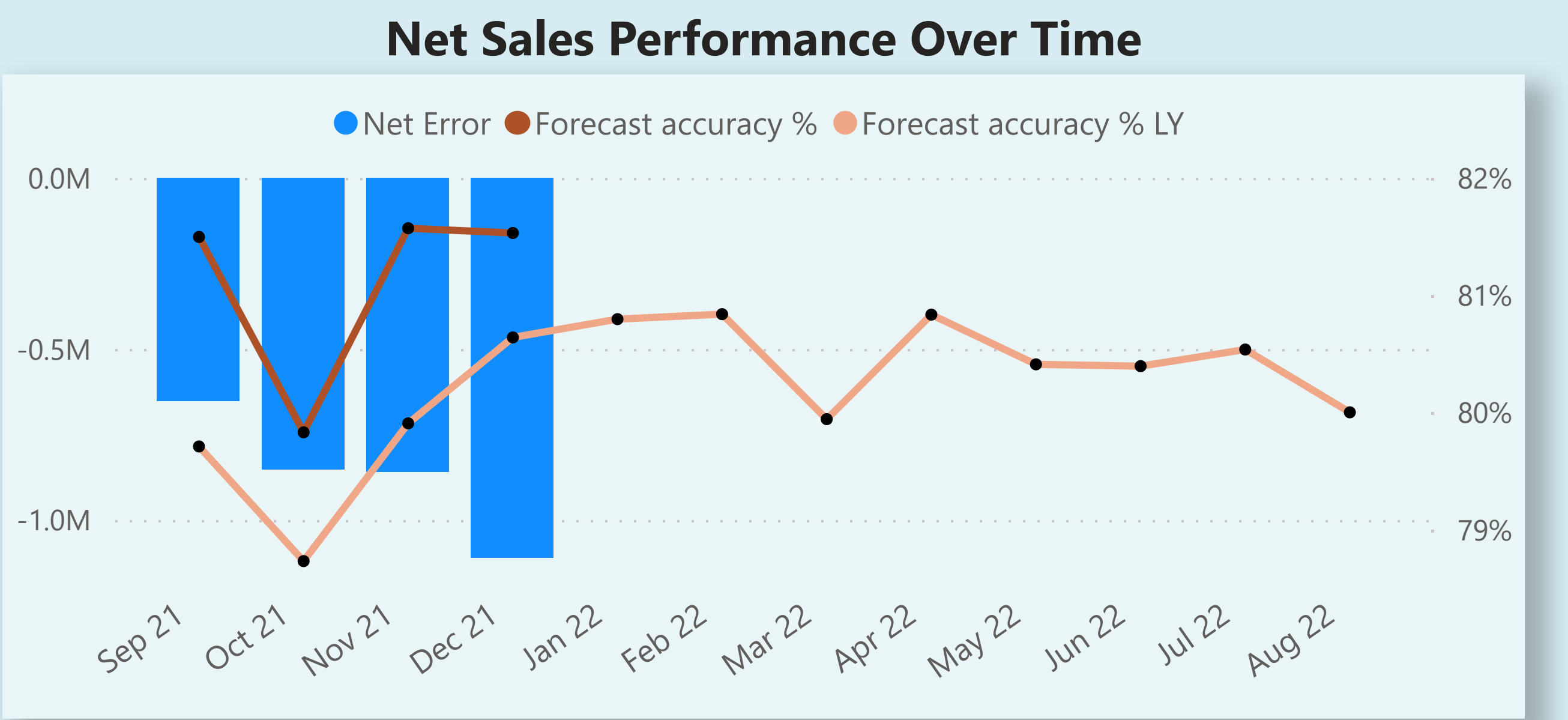LY: -751.7K (+361.97%)

ABS Error

6899.0K ✓
LY: 9780.7K (+29.46%)

Profit and Loss statement

customer	Forecast accuracy %	Net Error	Net Error %	Forecast accuracy % LY	Risk
All-Out	43.96%	-150	-0.32%	29.09%	OOS
Amazon	73.79%	-464694	-9.22%	74.54%	OOS
Argos (Sainsbury's)	54.78%	-23040	-17.60%	56.08%	OOS
Atlas Stores	49.53%	-4182	-2.31%	48.16%	OOS
Atliq e Store	74.22%	-294868	-9.65%	74.59%	OOS
AtliQ Exclusive	70.35%	-359242	-11.91%	71.69%	OOS
Boulanger	52.69%	-48802	-20.21%	58.77%	OOS
Chip 7	34.56%	-85293	-35.01%	53.44%	OOS
Chiptec	50.49%	-20102	-11.36%	52.54%	OOS
Coolblue	47.66%	-34790	-15.34%	52.95%	OOS
Croma	36.58%	-77649	-16.54%	42.78%	OOS
Digimarket	28.21%	-95328	-46.59%	40.79%	OOS
Ebay	52.27%	-19127	-2.02%	50.49%	OOS
Electricalsara Stores	48.62%	-11256	-11.41%	52.02%	OOS

Net Sales Performance Over Time

● Net Error ● Forecast accuracy % ● Forecast accuracy % LY

Top / Bottom products & customers by Net Sales

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

All | All | All

vs LY | vs Target

₹ 3.74bn !
LY: 3.81bn (-1.86%)
Net Sales

38.08% !
LY: 38.34% (-0.66%)
GM%

-13.98% ✓
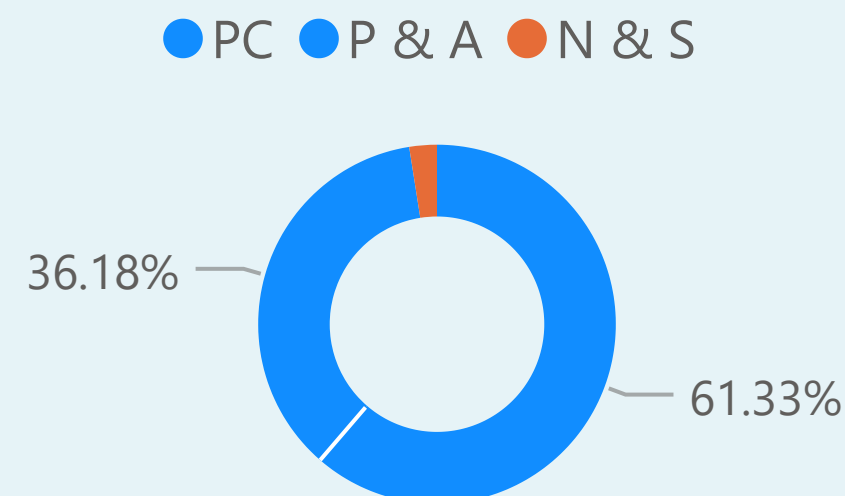LY: -14.19% (+1.47%)
Net Profit %

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

Key Inside by Subzone

sub_zone	NS $	RC %	GM %	Net profit %	Atliq MS %	Net Error %	Risk
NA	₹ 1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
ANZ	₹ 189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
SE	₹ 317.8M	8.5%	37.0%	-4.0%	16.4%	-55.47%	OOS
India	₹ 945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
LATAM	₹ 14.8M	0.4%	35.0%	-2.9%	0.3%	3.37%	EI
ROA	₹ 788.7M	21.1%	34.2%	-6.3%	8.3%	-4.56%	OOS
NE	₹ 457.7M	12.3%	32.8%	-18.1%	6.8%	-4.56%	OOS
Total	**₹ 3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.48%**	**OOS**

● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp	7.8%	7.8%	7.0%	7.6%	7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
atliq					5.9%

BM= Benchmark,   LY= Last year,   EI = Excess Inventory,   OOS = Out of stock

Revenue by Division

● PC ● P & A ● N & S

36.18% | 61.33%

Revenue by Channel

● Retailer ● Direct ● Distributor

10.67% | 17.8% | 71.53%

Yearly trend by Revenue

● NS $ ● GM % ● Atliq MS % ● Net profit %

₹ 4bn | ₹ 2bn | ₹ 0bn — 50% / 0%

2018 | 2019 | 2020 | 2021 | 2022 Est
FY_desc
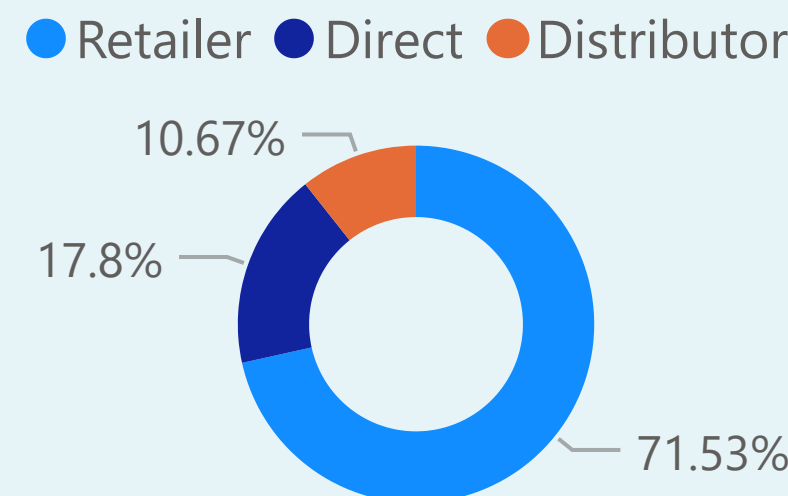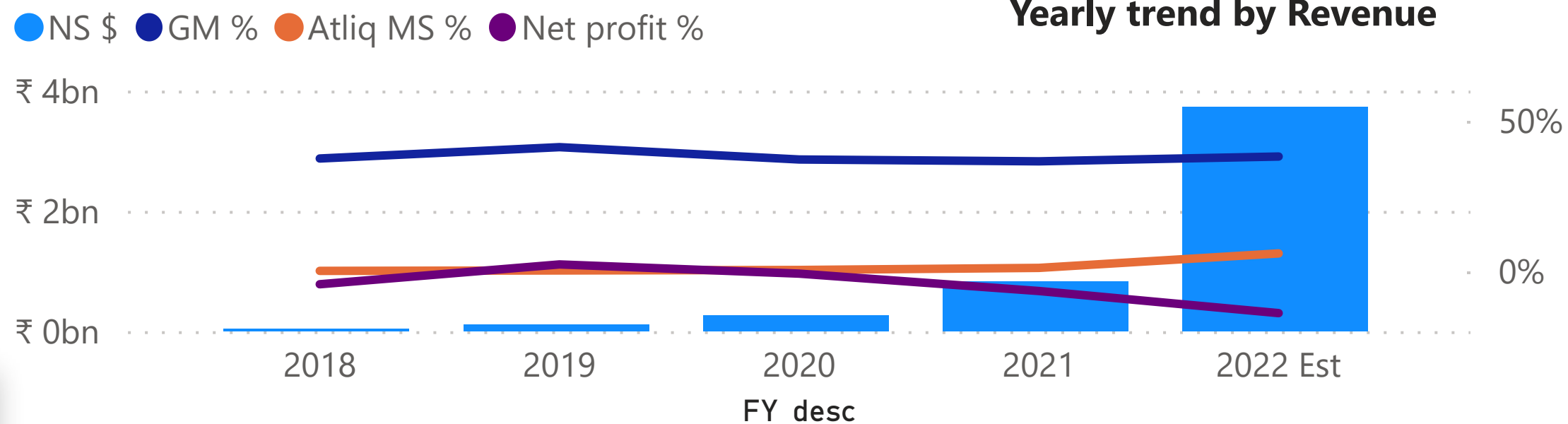
Top 5 customer by revenue

customer	RC %	GM %
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88%
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
Total	**38.2%**	**39.19%**

Top 5 Product by revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	**23.2%**	**38.06%**