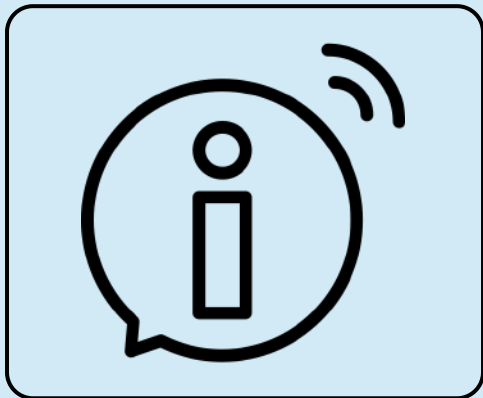




Business Insights360



Info

Download **User Manual** and get to know the key information of this tool.



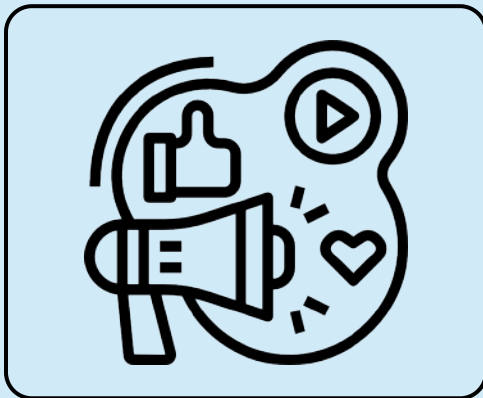
Finance View

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



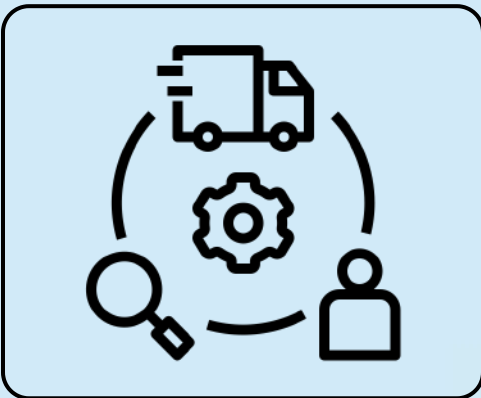
Sales View

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



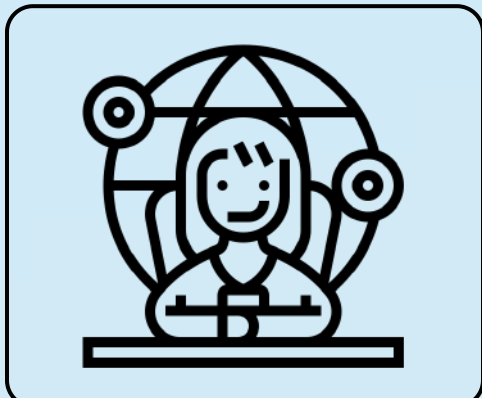
Marketing View

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



Supply Chain View

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



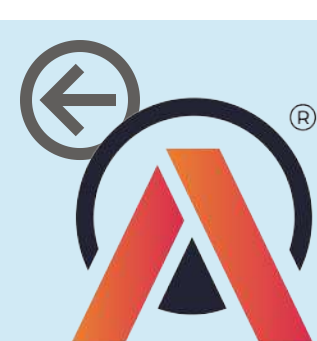
Executive View

A **Top Level Dashboard** for Executives consolidating top insights from all dimensions of business.



Support

Get your **Issues Resolved** by contacting to our support specialist.



region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

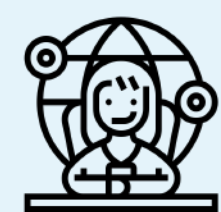
Q4

YTD

YTG

vs LY

vs Target



₹ 3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM%

-13.98% ✓

BM: -14.19% (+1.47%)

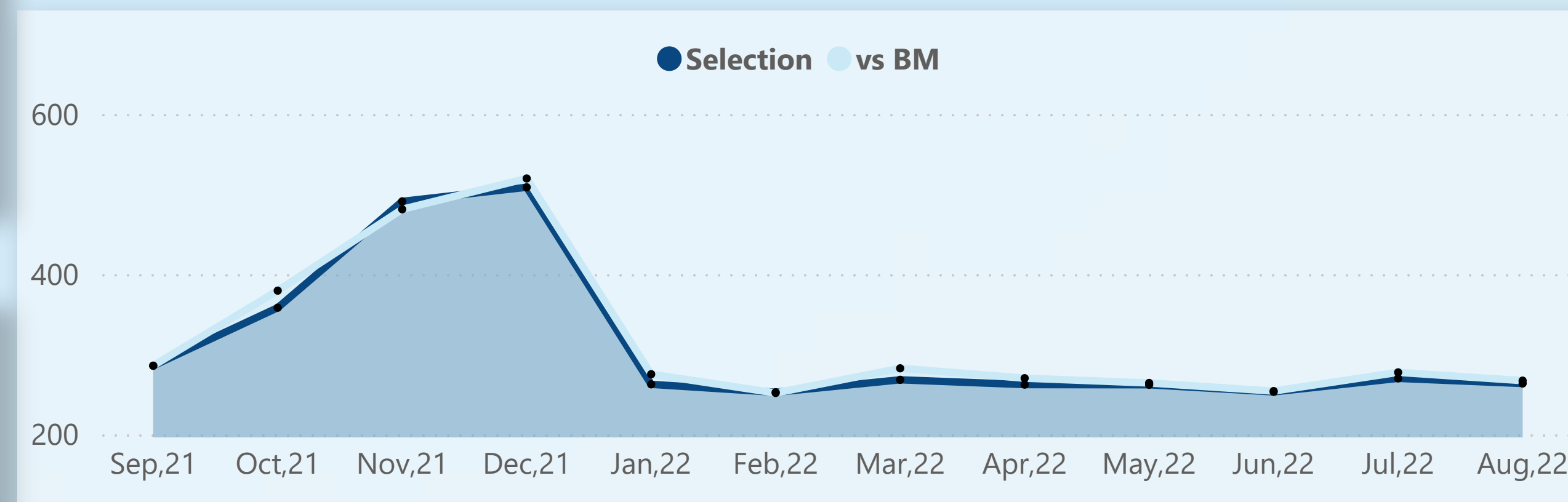
Net Profit%

Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- 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	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

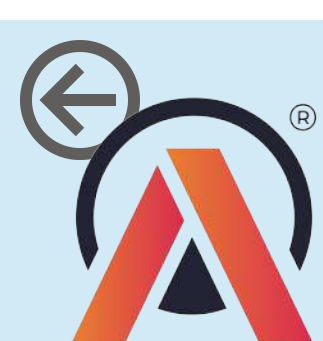
BM : Bench Mark LY : Last Year

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
APAC	1,923.77	-2.48	Accessories	454.1	
EU	775.48	-1.13	Desktop	711.1	
LATAM	14.82	-1.60	Networking	38.4	
NA	1,022.09	-1.24	Notebook	1,580.4	
Total	3,736.17	-1.86	Peripherals	897.5	
			Storage	54.6	
			Total	3,736.2	-1.86



region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

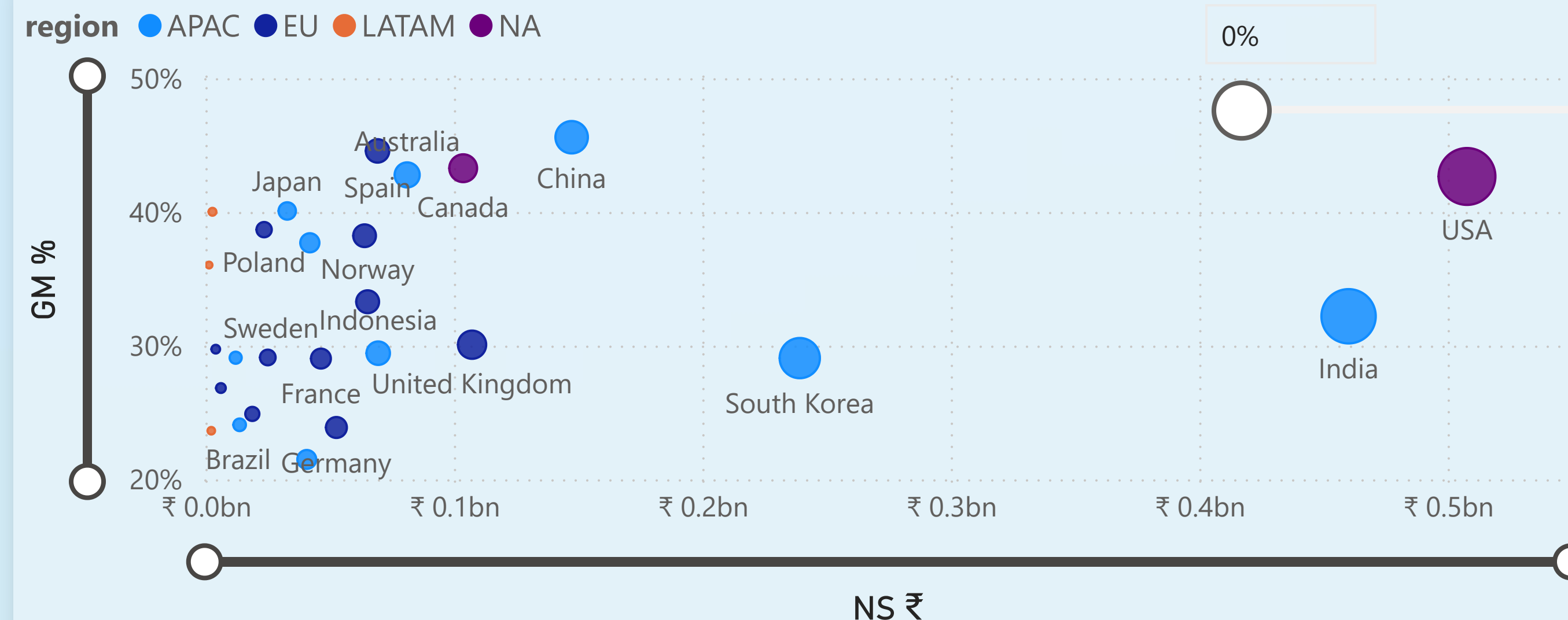
vs LY

vs Target

Customer Performance

customer	NS ₹	GM ₹	GM %
Amazon	₹ 496.9M	182.8M	36.78%
AtliQ Exclusive	₹ 361.1M	166.1M	46.01%
Atliq e Store	₹ 304.1M	112.1M	36.88%
Flipkart	₹ 138.5M	58.4M	42.14%
Sage	₹ 127.9M	40.3M	31.53%
Leader	₹ 117.3M	36.0M	30.70%
Neptune	₹ 105.7M	49.4M	46.70%
Ebay	₹ 91.6M	33.1M	36.09%
Acclaimed Stores	₹ 73.4M	29.6M	40.32%
walmart	₹ 72.4M	33.1M	45.66%
Electricals/vtcal	₹ 68.0M	25.3M	37.24%
Total	₹ 3,736.2M	1,422.9M	38.08%

Performance Matrix

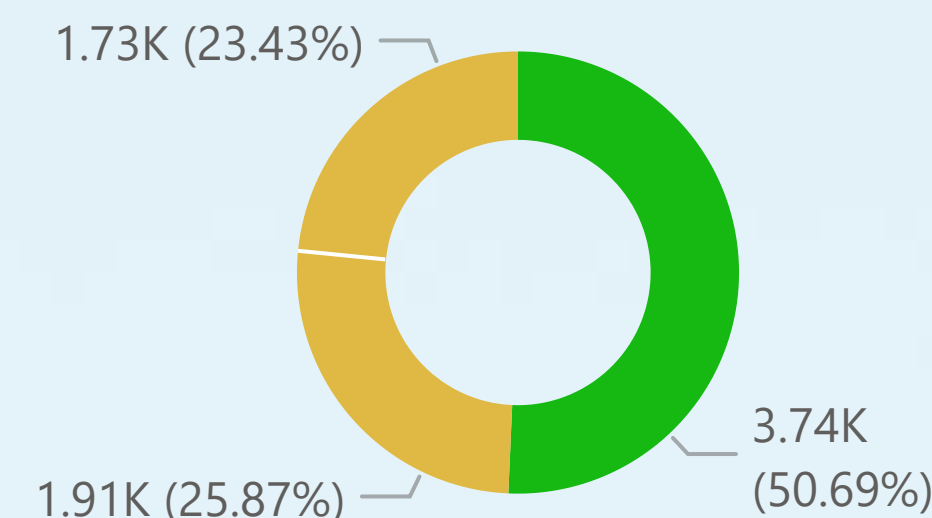


Product Performance

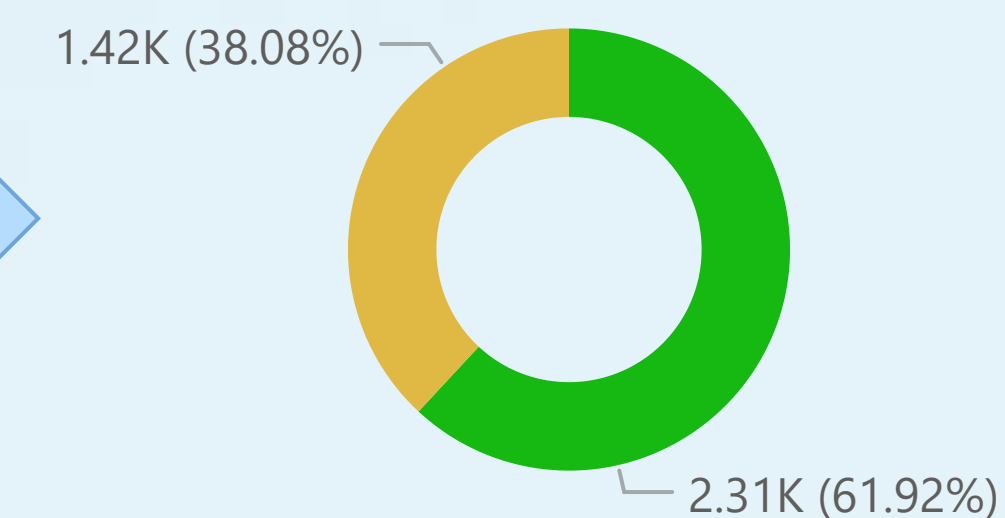
segment	NS ₹	GM ₹	GM %
Accessories	₹ 454.1M	172.6M	38.01%
Desktop	₹ 711.1M	272.4M	38.31%
Networking	₹ 38.4M	14.8M	38.45%
Notebook	₹ 1,580.4M	601.0M	38.03%
Peripherals	₹ 897.5M	341.2M	38.02%
Storage	₹ 54.6M	20.9M	38.33%
Total	₹ 3,736.2M	1,422.9M	38.08%

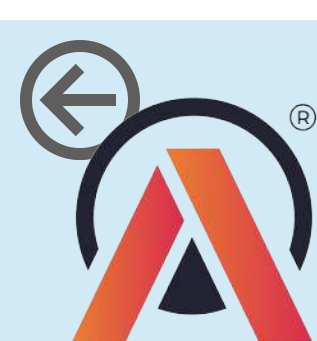
Unit Economics

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



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
EST

Q1

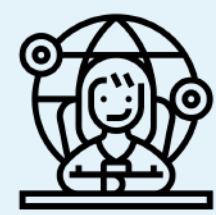
Q2

Q3

Q4

YTD

YTG



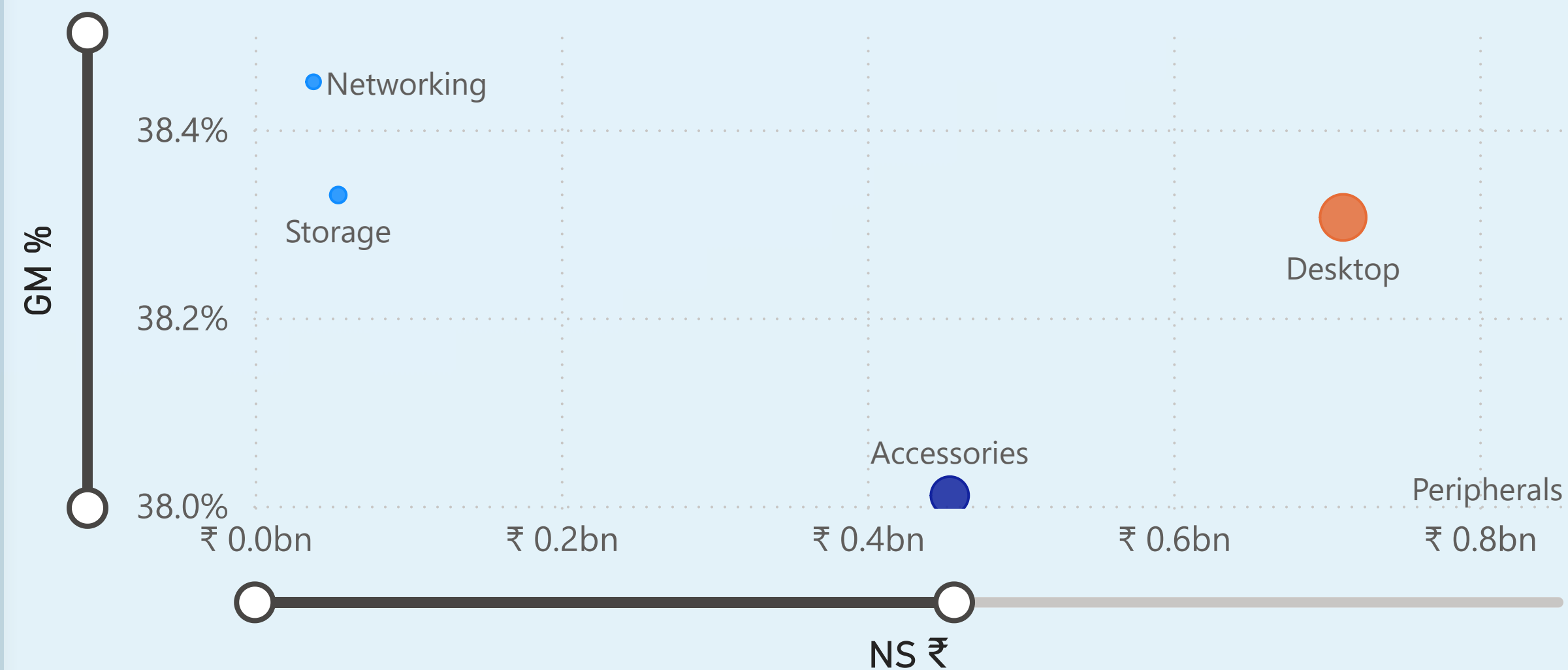
Product Performance

segment	NS ₹	GM ₹	GM %	Net Profit ₹	Net Profit
⊕ Accessories	₹ 454.1M	172.6M	38.01%	-63.78M	-14.05
⊕ Desktop	₹ 711.1M	272.4M	38.31%	-97.79M	-13.75
⊕ Networking	₹ 38.4M	14.8M	38.45%	-5.27M	-13.72
⊕ Notebook	₹ 1,580.4M	601.0M	38.03%	-222.16M	-14.06
⊕ Peripherals	₹ 897.5M	341.2M	38.02%	-125.91M	-14.03
⊕ Storage	₹ 54.6M	20.9M	38.33%	-7.51M	-13.76
Total	₹ 3,736.2M	1,422.9M	38.08%	-522.42M	-13.98

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

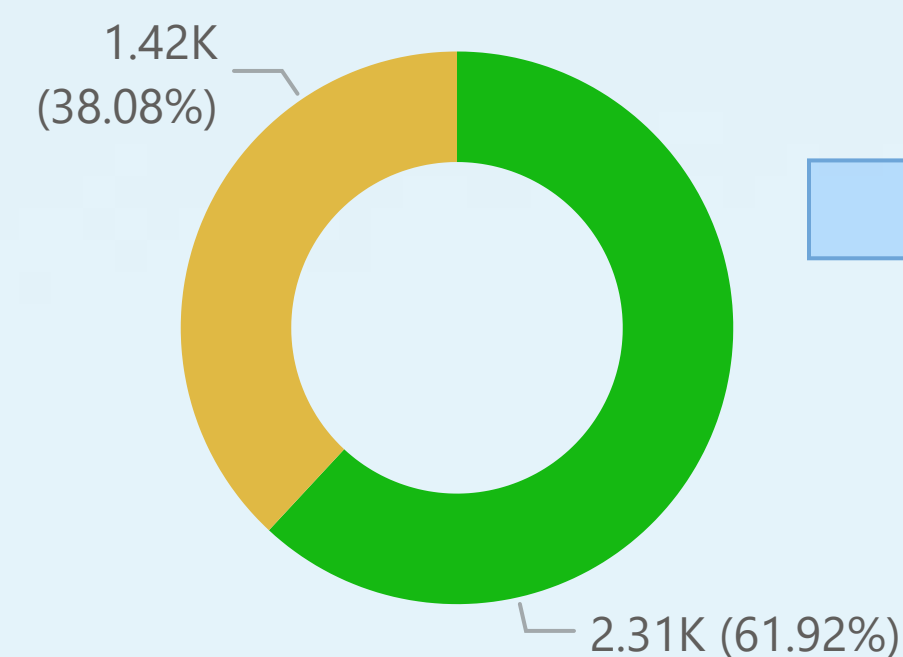


Region/Market/Customer Performance

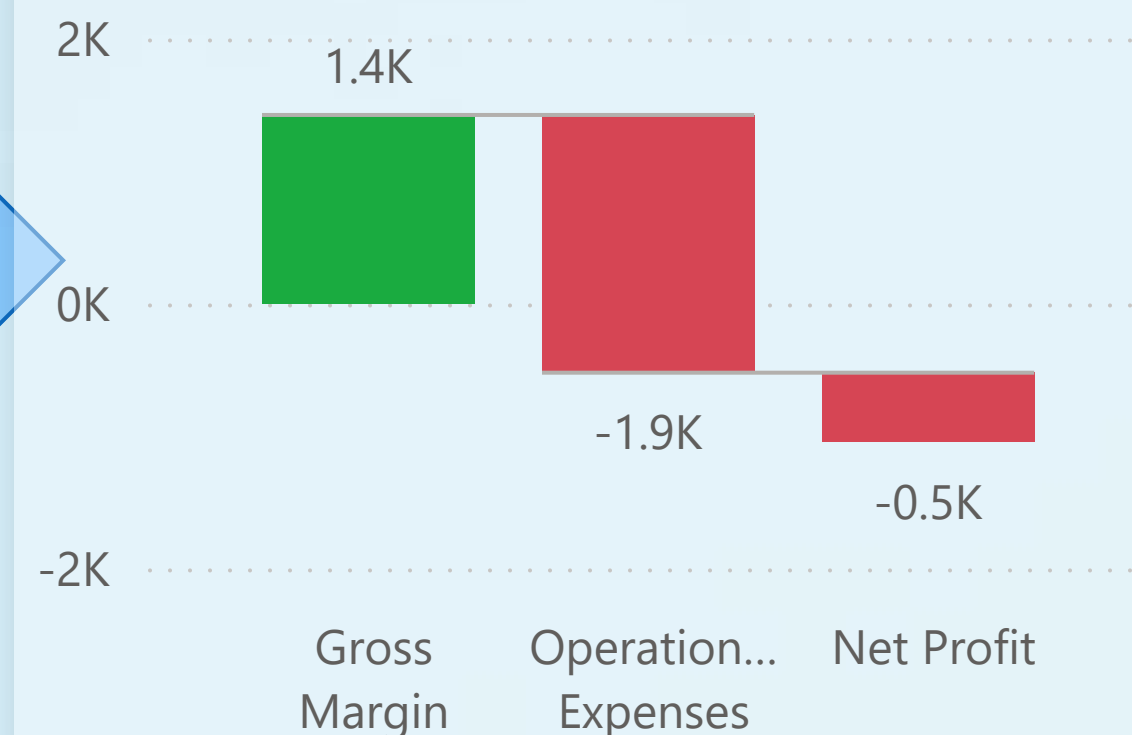
region	NS ₹	GM ₹	GM %	Net Profit ₹	Net Profit
⊕ EU	₹ 775.5M	267.8M	34.53%	-95.52M	-12.32
⊕ LATAM	₹ 14.8M	5.2M	35.02%	-0.44M	-2.95
⊕ APAC	₹ 1,923.8M	690.2M	35.88%	-281.16M	-14.62
⊕ NA	₹ 1,022.1M	459.7M	44.97%	-145.31M	-14.22
Total	₹ 3,736.2M	1,422.9M	38.08%	-522.42M	-13.98

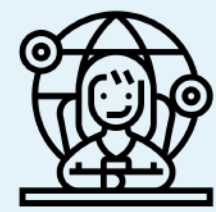
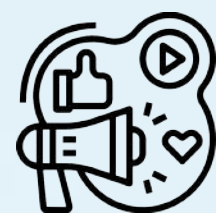
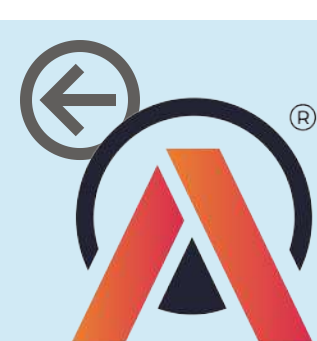
Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All



customer

All



segment, categor...

All



2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (-361.97%)

Net Error

6899.0K✓

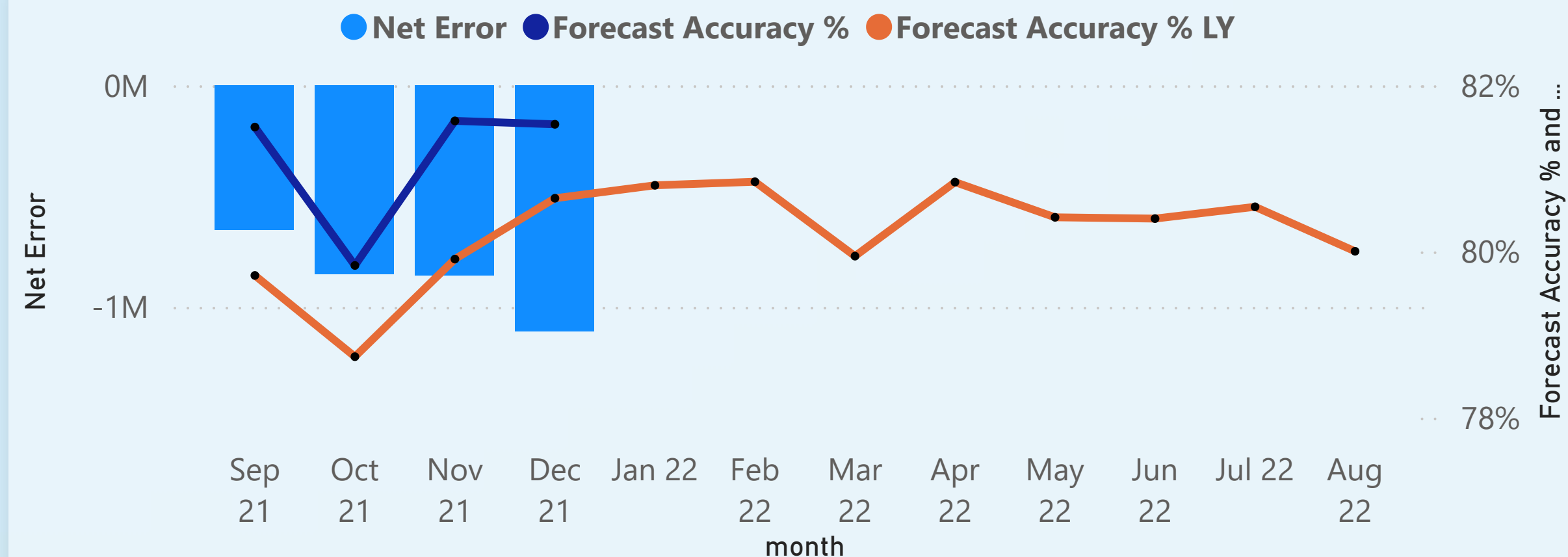
LY: 9780.7K (-29.46%)

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%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

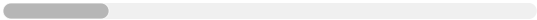
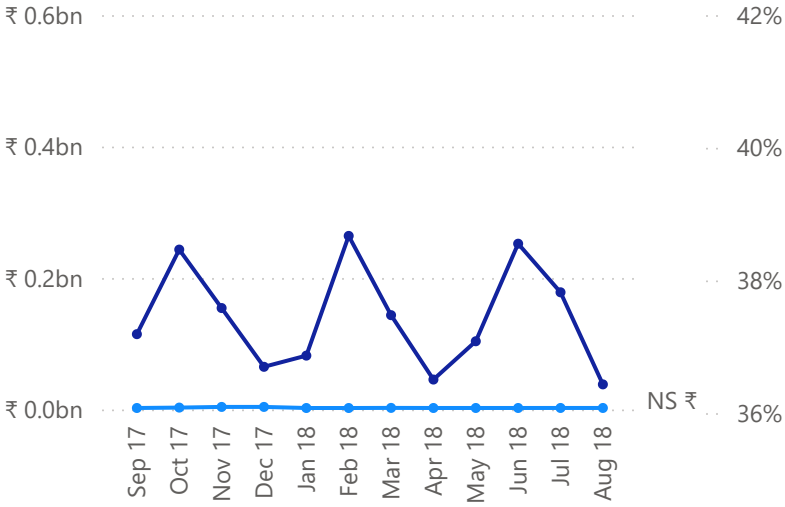
Accuracy/Net Error Trend

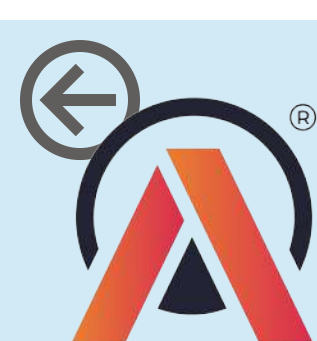


Key Metrics by Product

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

NS & GM % for





region, market

All

customer

All

segment, categor...

All

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 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%

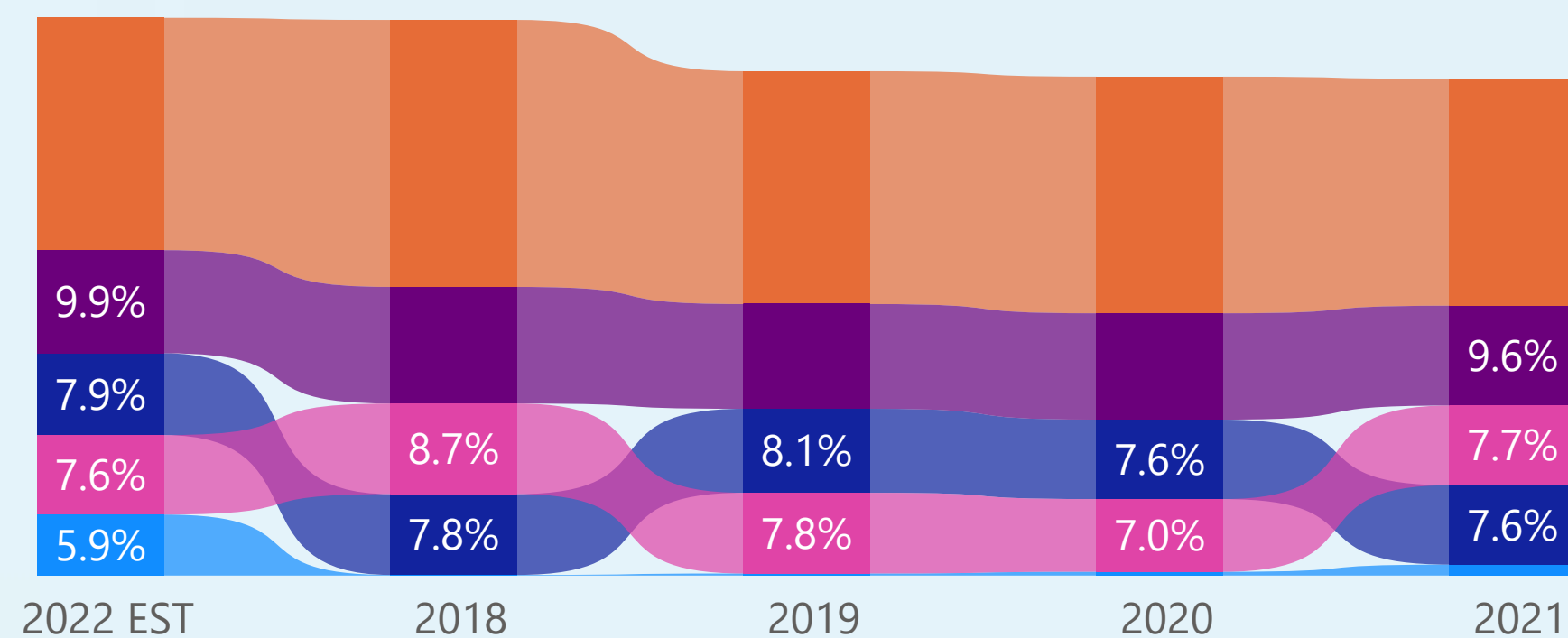
81.17% ✓

BM: 80.21%
Forecast Accuracy
(+1.2%)

Key Insights by Sub-Zone

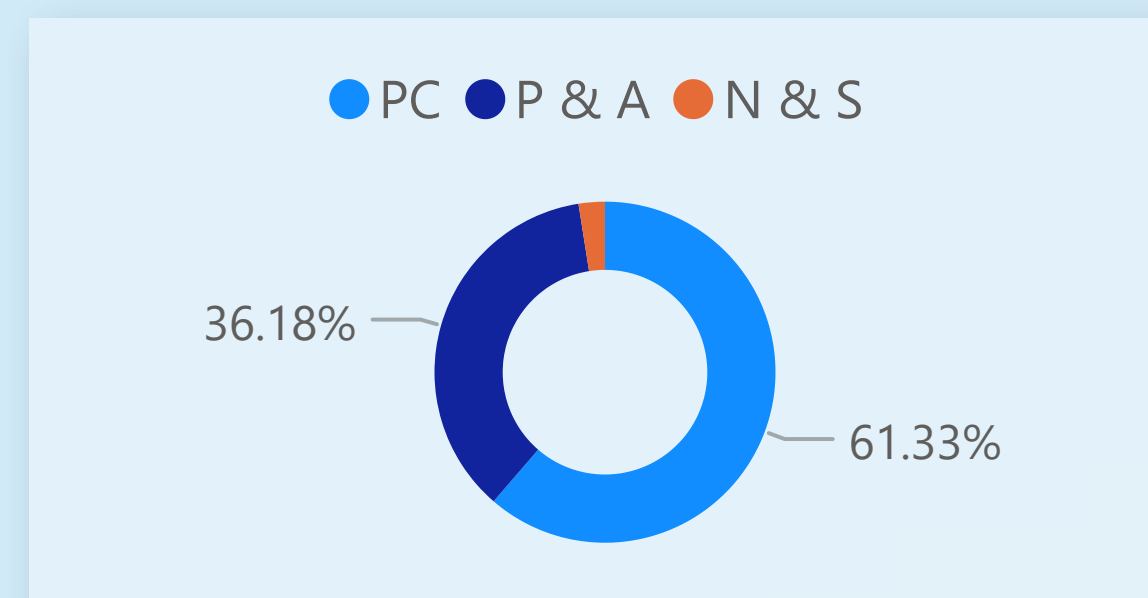
sub_zone	NS ₹	RC %	GM %		Net Profit %	Atliq MS %	Net Error %	Risk
ANZ	₹ 189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6%	OOS
India	₹ 945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%	OOS
LATAM	₹ 14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
NA	₹ 1,022.1M	27.4%	45.0%	↓	-14.2%	4.9%	14.4%	EI
NE	₹ 457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
ROA	₹ 788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
SE	₹ 317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
Total	₹ 3,736.2M	100.0%	38.1%	↓	-14.0%	5.9%	-9.5%	OOS

Manufacturer atliq bp dale innovo pacer

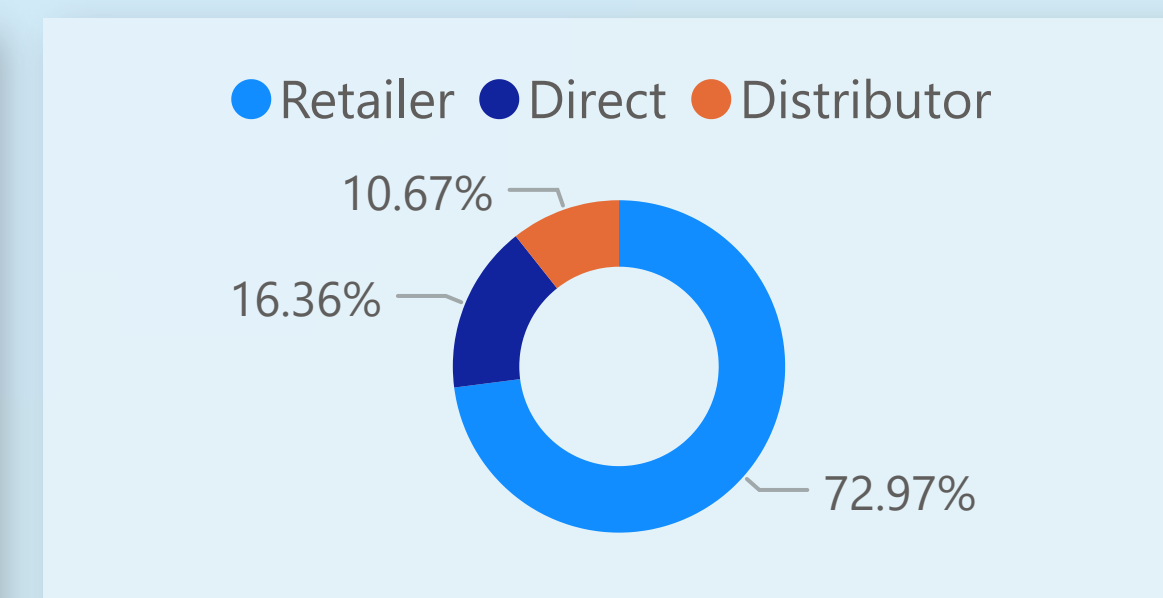


BM : Bench Mark ;LY : Last Year ;EI : Excess Inventory; OOS : Out of Stock

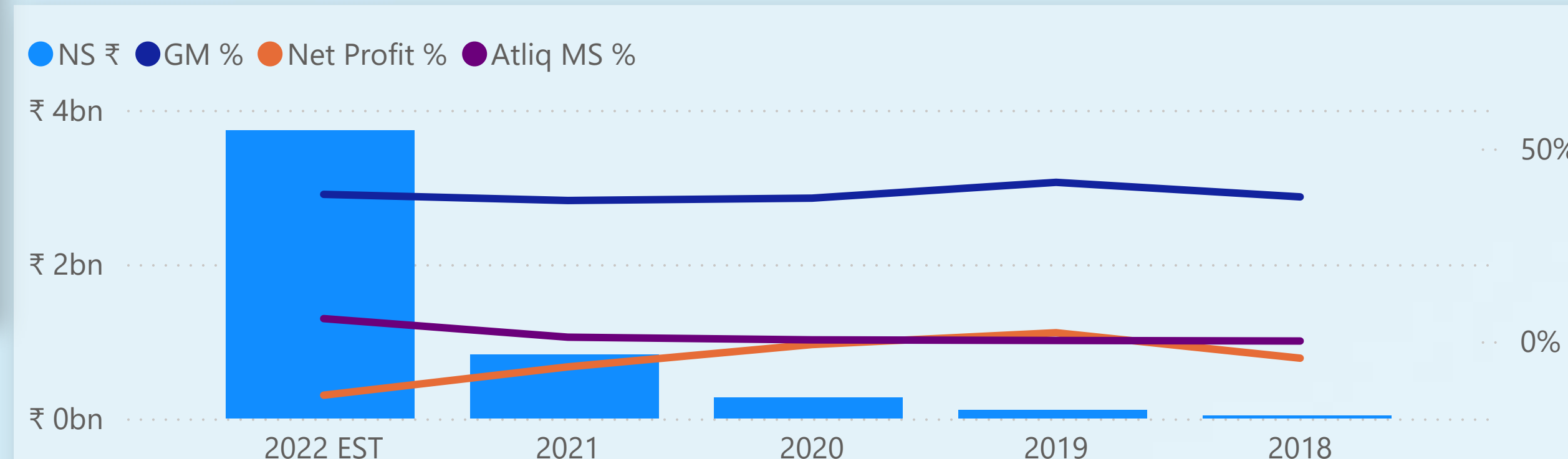
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue. GM%. Net profit%. PC Market Share%



Top 5 Customers by Revenue

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

Top 5 Products 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%



Business Insights 360 Key Info

1. All the system data in 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](#).



Business Insights 360 Support



Get an Issue Resolved

Provide Feedback

Add new Requests

Check out the contingency plan

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