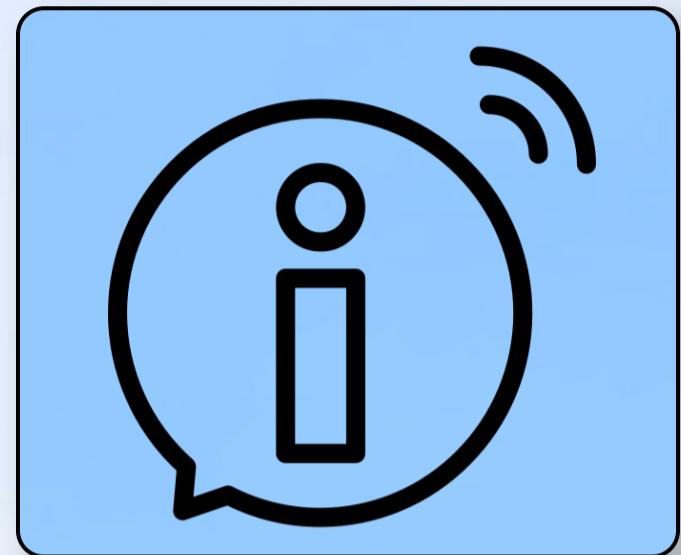




# Business Insights 360



## Info

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



## Support

Get your **issues resolved** by connecting to our support specialist.



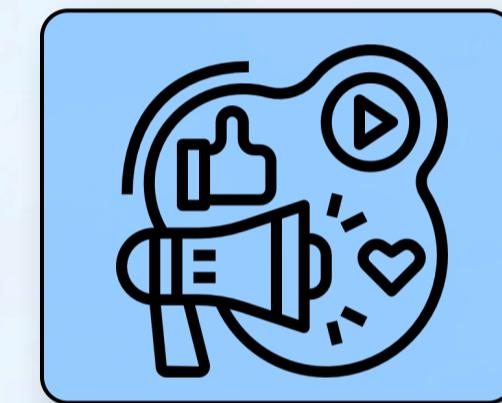
## Finance View

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



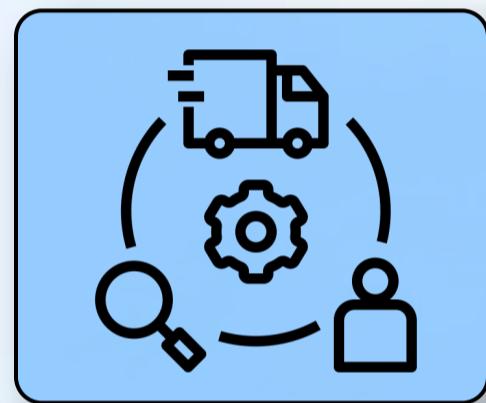
## Sales View

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



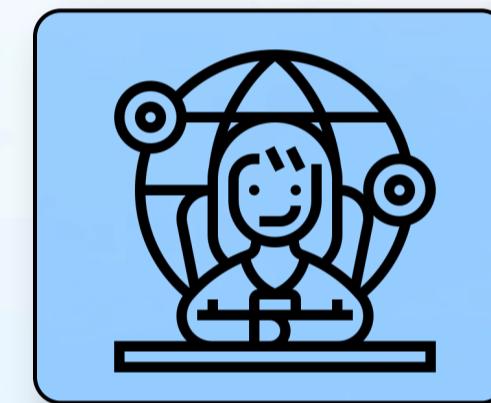
## Market View

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



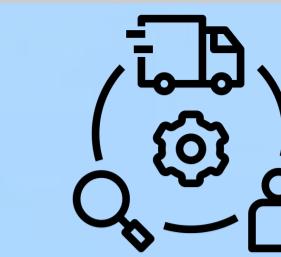
## Supply Chain View

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.

region, market  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 ...

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Targets

## Profit and Loss Statement

**₹ 111.37M✓**

BM: 29.11M (+282.57%)

**Net Sales****41.20%✓**

BM: 37.43% (+10.08%)

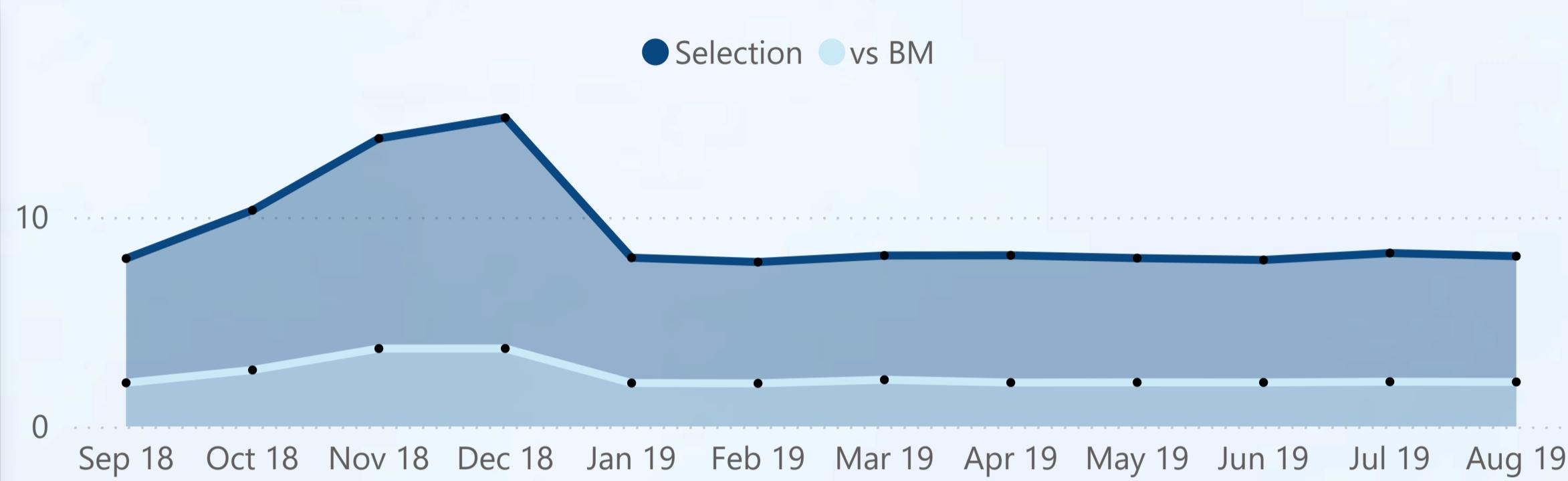
**GM %****2.21%✓**

BM: -4.38% (+150.38%)

**Net Profit %**

Line Item	2019	BM	Chg	YoY %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

## Net Sales Performance Over Time



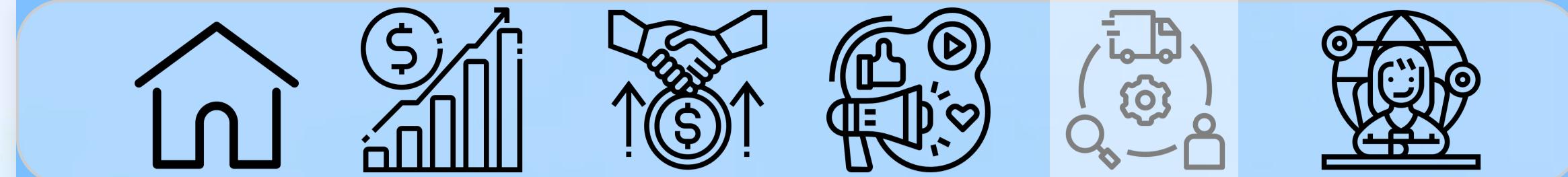
## TOP / Bottom Products & Customers By Net Sales

segment	P & L Values		P & L YoY		
	Chg %	Chg %	Chg %		
+ Storage	13.84	633.77	Australia	4.74	233.62
+ Networking	17.36	436.97	Bangladesh	0.59	
+ Notebook	32.40	336.01	Brazil	0.52	165.99
+ Accessories	28.04	213.09	Canada	5.85	958.40
+ Peripherals	19.73	159.47	China	1.74	793.75
			France	5.44	291.83
			Germany	3.49	0.00
			India	37.77	196.89

BM = Benchmark LY=Last Year





region, market  
Allcustomer  
Allsegment, cate...  
All

2018 2019 2020 2021 2022 ...

Q1 Q2 Q3 Q4

YTD YTG

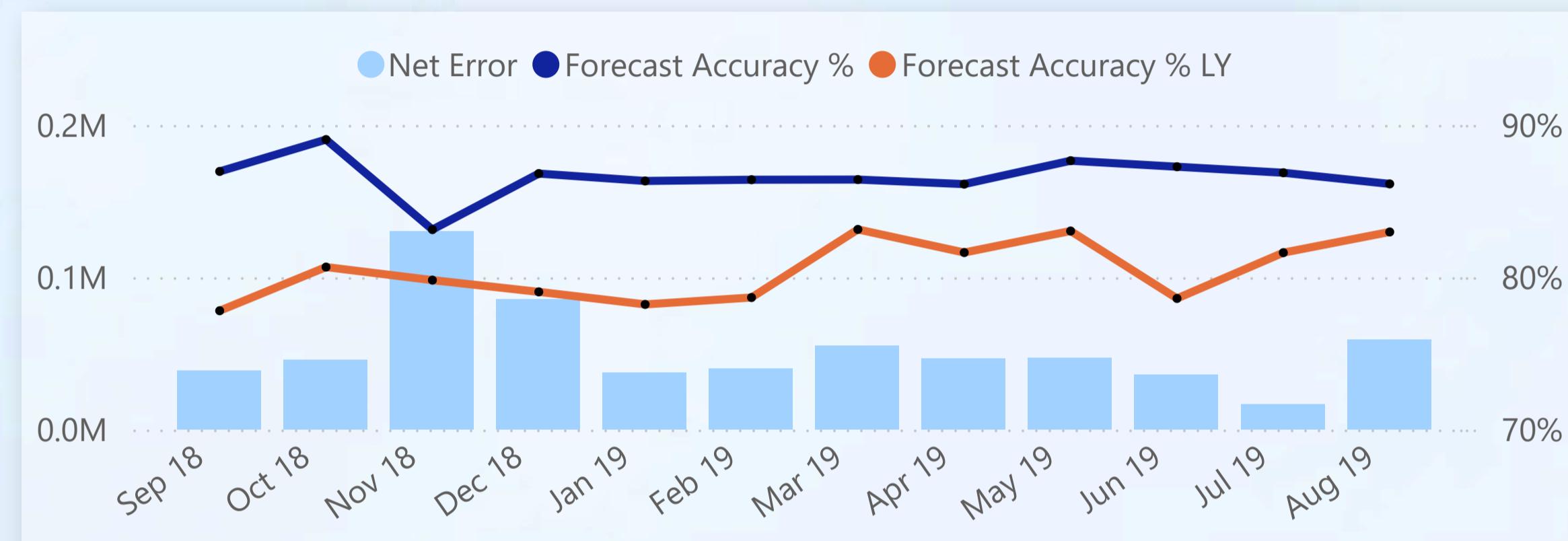
vs LY vs Targets

## Key Metrics By Customer

**86.45%✓**  
LY: 80% (+7.65%)**Forecast Accuracy****637.48K✓**  
LY: 677.90K (-5.96%)**Net Error****1547.78K!**  
LY: 813.70K (+90.21%)**ABS Error**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	70%	48677	3.19%	EI
Atliq e Store	76.51%	68%	37982	4.08%	EI
AltiQ Exclusive	74.90%	66%	47252	5.57%	EI
Expert	64.24%	50%	-6513	-6.85%	OOS
Radio Popular	58.50%	44%	-4583	-7.98%	OOS
Electricalslance Stores	57.64%		3507	19.27%	EI
Euronics	57.34%	44%	3078	7.09%	EI
Acclaimed Stores	56.42%	47%	-25364	-15.19%	OOS
Argos (Sainsbury's)	56.06%	55%	3879	8.40%	EI
Mbit	55.20%		2128	12.83%	EI
Coolblue	55.15%	45%	-1266	-2.25%	OOS
Power	55.02%	47%	9266	33.26%	EI
Electricalsara Stores	52.73%	42%	7322	28.88%	EI
Electricalsociety	52.63%	49%	64722	20.15%	EI
Digimarket	52.62%	44%	19920	17.38%	EI
Electricalslytical	51.50%	45%	43072	16.91%	EI
Fnac-Darty	51.50%	40%	-1565	-2.52%	OOS
Total	<b>86.45%</b>	<b>80%</b>	<b>637478</b>	<b>5.58%</b>	<b>EI</b>

## Accuracy/Net Error Trend



## Key Metrics By Product

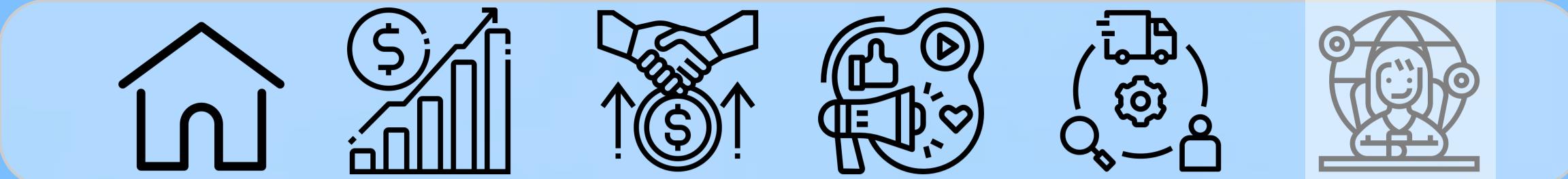
segment	Forecast Accuracy %	Net Error	Net Error %	Risk
Accessories	90.20%	-56895	-0.89%	OOS
Notebook	83.02%	-29145	-15.94%	OOS
Peripherals	85.06%	-14576	-1.48%	OOS
Networking	81.50%	305573	18.49%	EI
Storage	80.25%	432521	19.49%	EI
<b>Total</b>	<b>86.45%</b>	<b>637478</b>	<b>5.58%</b>	<b>EI</b>



region, market  
All

customer  
All

segment, cate...  
All



2018 2019 2020 2021 2022 ...

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**Net Sales**

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**GM %**

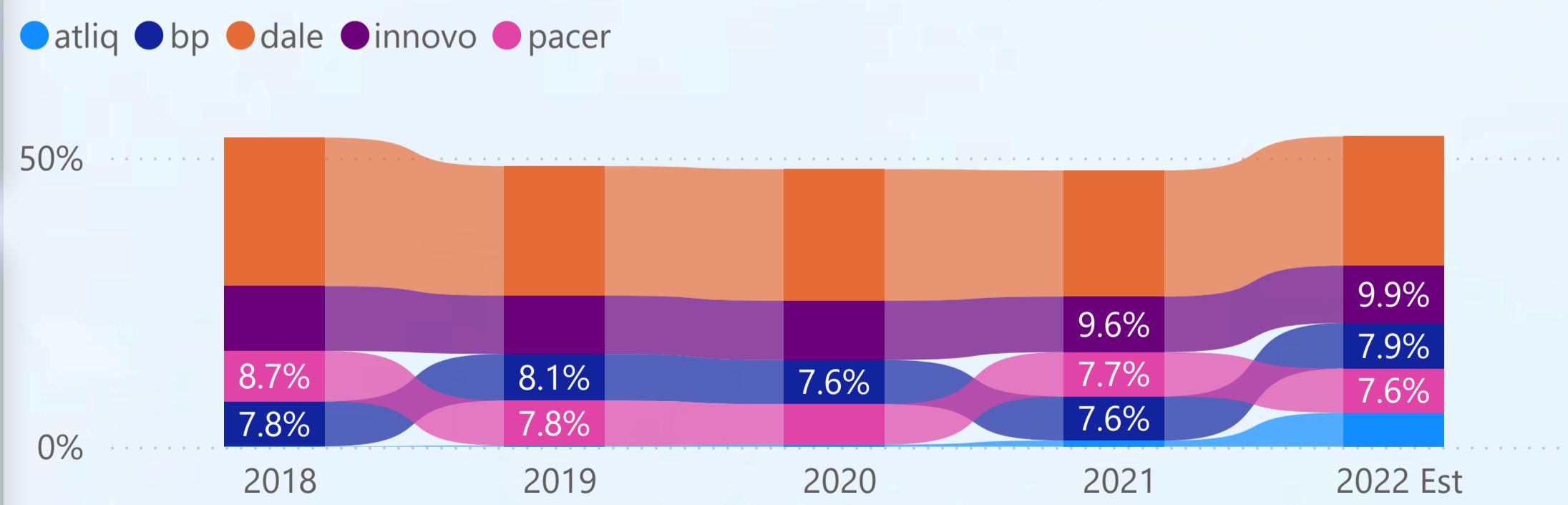
**2.21% ✓**  
BM: -4.38% (+150.38%)  
**Net Profit %**

**86.45% ✓**  
BM: 80% (+7.65%)  
**Forecast Accuracy**

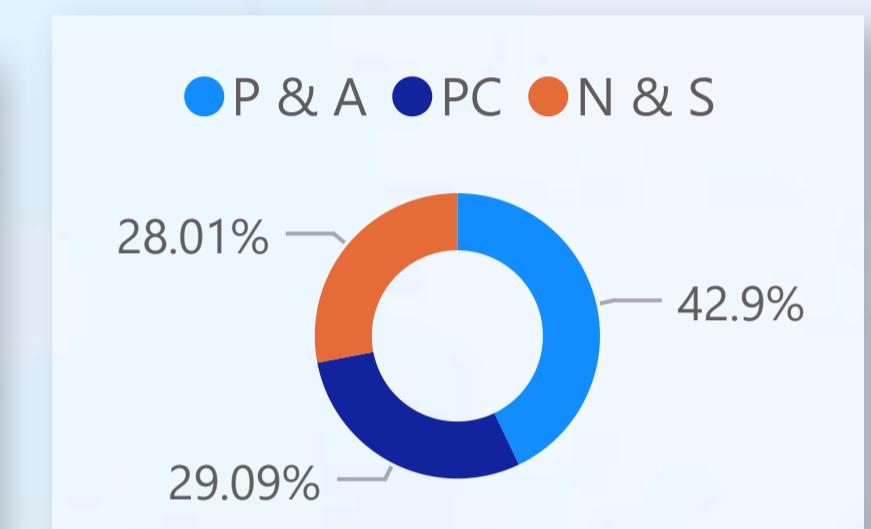
### Key Insights By Sub Zone

Sub Zone	NS INR	RC %	GM%	Net Profit %	Market Share %	Net Error %	Risk
ANZ	₹ 4.74M	4.25%	42.56%	10.20%	0.0%	23.78%	EI
India	₹ 37.77M	33.91%	42.34%	-0.24%	0.6%	18.80%	EI
LATAM	₹ 0.83M	0.74%	42.32%	7.53%	0.0%	-27.25%	OOS
NA	₹ 22.01M	19.76%	34.97%	↓ -9.05%	0.1%	-36.96%	OOS
NE	₹ 6.83M	6.13%	36.77%	↓ -10.76%	0.1%	-6.60%	OOS
ROA	₹ 28.82M	25.88%	44.35%	13.73%	0.3%	17.07%	EI
SE	₹ 10.38M	9.32%	43.73%	7.47%	0.5%	-21.55%	OOS
<b>Total</b>	<b>₹ 111.37M</b>	<b>100.00%</b>	<b>41.20%</b>	<b>2.21%</b>	<b>0.2%</b>	<b>5.58%</b>	<b>EI</b>

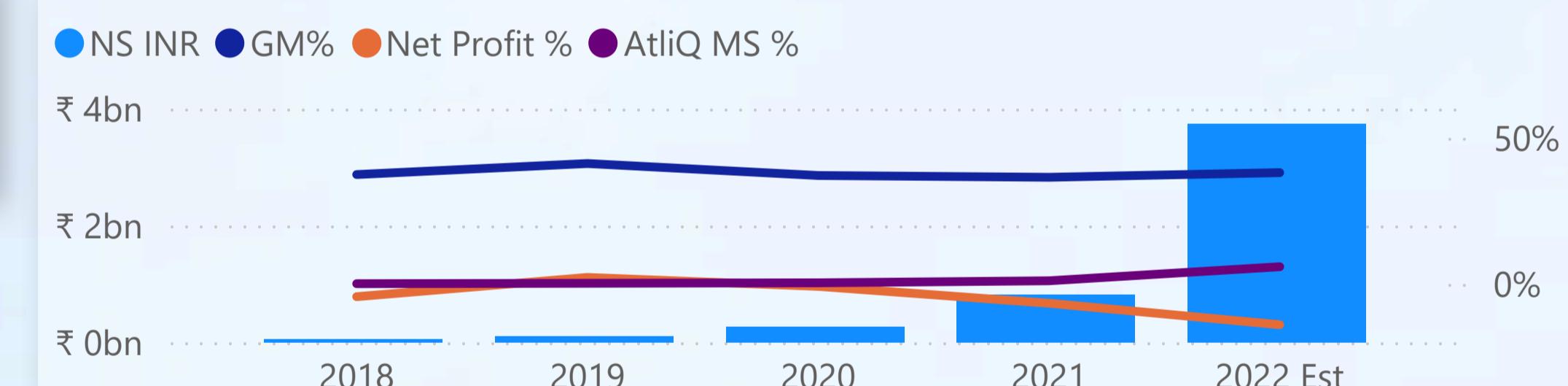
### PC Market Share Trend - AtliQ & Competitors



### Revenue by Division



### Year Trend Revenue ,GM%, Net Profit % , PC Market Share



### Top 5 Customers By Revenue

customer	RC %	GM%
AtliQ Exclusive	8.90%	50.58%
Amazon	13.78%	41.57%
AtliQ e Store	8.21%	40.99%
Leader	5.23%	48.13%
Sage	5.26%	43.70%
<b>Total</b>	<b>41.38%</b>	<b>44.49%</b>

### Top 5 Products By Revenue

product	RC %	GM%
AQ BZ Compact	5.11%	41.68%
AQ Digit SSD	5.57%	41.20%
AQ Gamers	5.70%	41.58%
AQ Neuer SSD	6.86%	40.91%
AQ Wi Power Dx1	11.61%	40.34%
<b>Total</b>	<b>34.84%</b>	<b>40.99%</b>

## NS & GM% For

₹ 0.6bn

42%

₹ 0.4bn

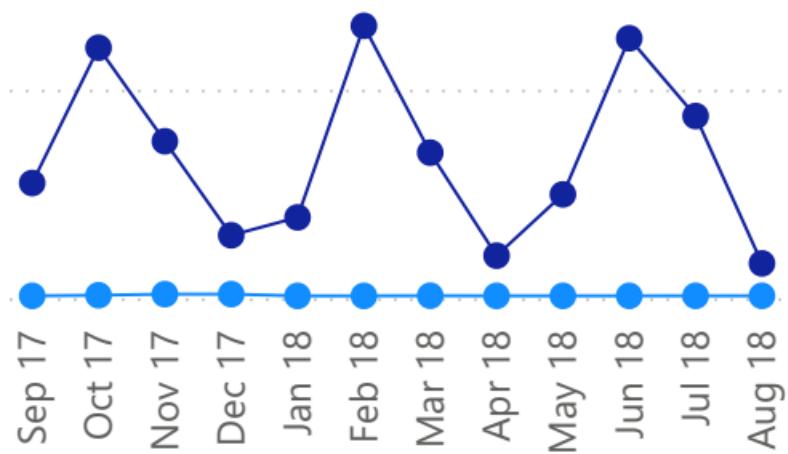
40%

₹ 0.2bn

38%

₹ 0.0bn

36%



NS INR

## Market Share % by fy\_desc and manufacturer

manufacturer atliq bp dale innovo pacer

