



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.



Business insights 360

Hover here to filter →

Filter

finance view

help you create dynamic financial statements that you can view in the HD view or generate in report form for deeper analysis of your financial data



Net Sales
₹ 823.85M

BM - 267.98M
NS chag -207.43%

Gross Margin%
36.49%

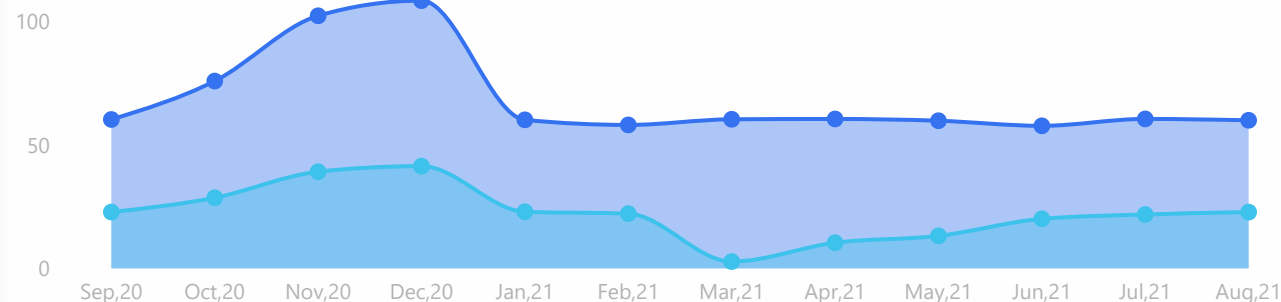
BM - 37.10%
GM% chag - ▼-1.65

Net Profit %
-6.63%

BM - -0.01
NP % chag 67638.00%

Net Sales-Performance Over Time

● current Year ● vs BM



Cust Breakdown

- ☐ region
- ☐ market
- ☐ customer

Product Breakdown

- ☐ segment
- ☐ category
- ☐ product

region	P&L val	YoY%
APAC	441.98	198.67
EU	200.77	259.88
LATAM	3.16	58.40
NA	177.94	186.03
Total	823.85	207.43

segment	P&L val	YoY%
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

Profit and Loss Statements

Line Item	2021	BM	Chg	Chg%
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational expence	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deductions	166.65	47.43	119.22	251.38
- Post Discounts	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60



Business insights 360

Sales view

Sales analysis is reviewing your sales data to identify trends and patterns. It helps to improve revenue and sales performance



segment

category

customer

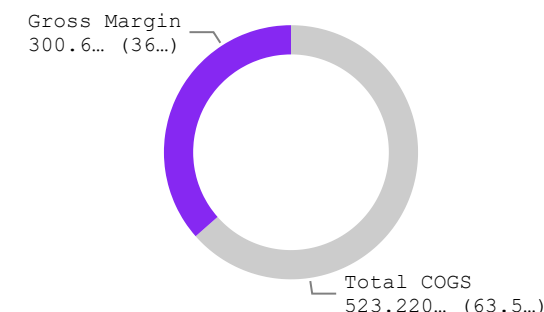
Customer and Product Performance

customer	NS		GM	GM%
Amazon	₹ 109.03M		38.59M	35.40%
Atliq Exclusive	₹ 79.92M		34.95M	43.73%
Atliq e Store	₹ 70.31M		26.40M	37.54%
Sage	₹ 27.07M		9.52M	35.16%
Flipkart	₹ 25.25M		7.64M	30.23%
Leader	₹ 24.51M		8.34M	34.01%
Neptune	₹ 21.00M		8.65M	41.17%
Ebay	₹ 19.87M		7.17M	36.10%
Electricalsocity	₹ 16.25M		5.66M	34.83%
Synthetic	₹ 16.10M		6.32M	39.25%
Electricalslytical	₹ 15.64M		5.92M	37.86%
Acclaimed Stores	₹ 14.32M		5.18M	36.18%
Propel	₹ 14.14M		5.34M	37.77%
Novus	₹ 12.91M		4.26M	32.97%

Unit Economics

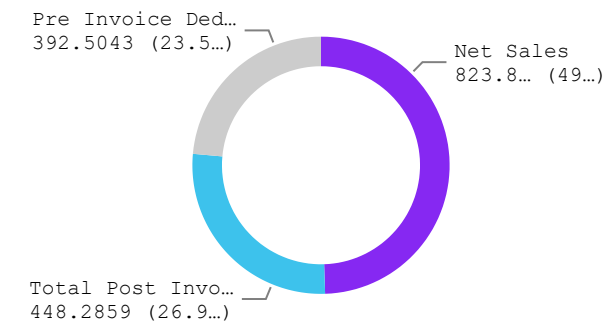
P&L values by Description

● Total COGS ● Gross Margin



P&L values by Description

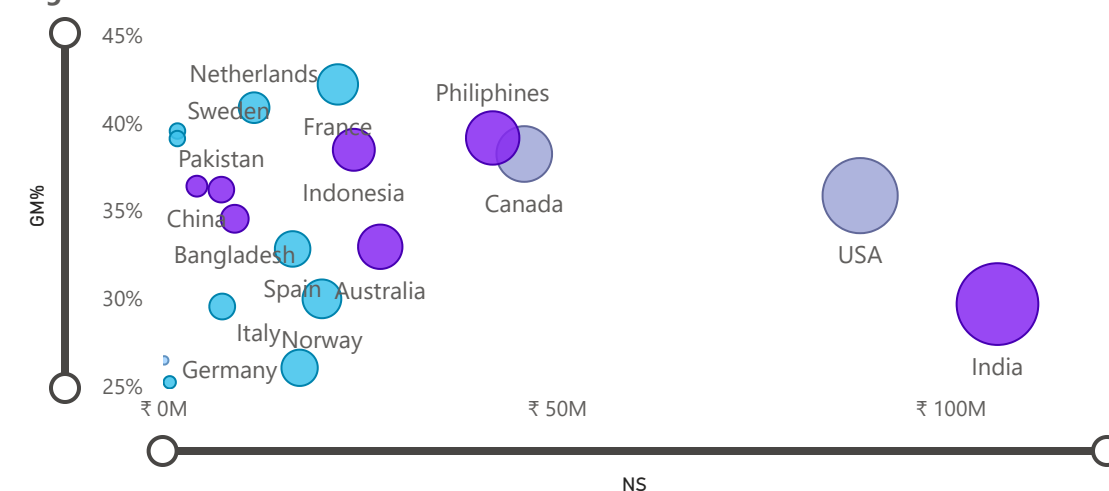
● Net Sales ● Total Post Invoice... ● Pre Invoice ...



Performance Matrix

NS, GM% and NS by market and region

region ● APAC ● EU ● LATAM ● NA





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Market view

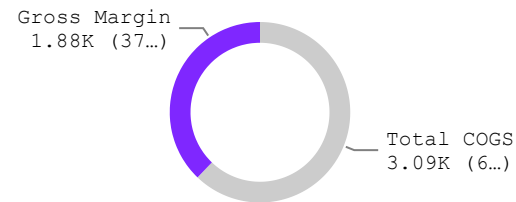
This analysis lets you project the success you can expect when you introduce your brand and its products to consumers within the market.



P and L values by Description

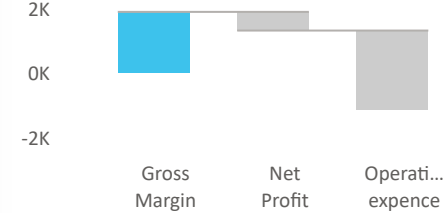
P&L values by Description

● Total COGS ● Gross Margin



P&L values by Description

● Increase ● Decrease



Top / Bottom products and customers by-Net Sales

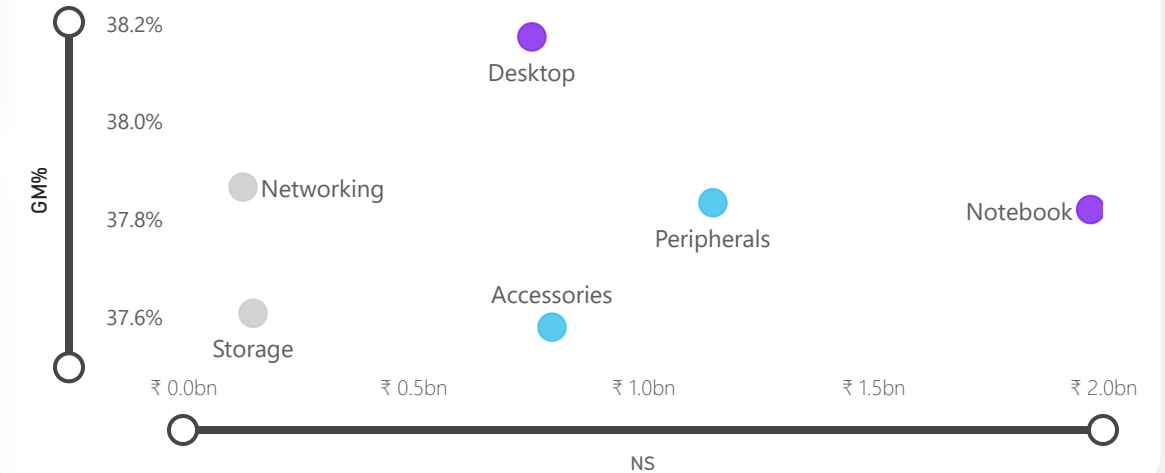
Customer and Product Performance

segment	segment		category		product	
	NS	GM	GM%	NP	NP %	
⊞ Notebook	₹ 1,973.15M	746.24M	37.82%	-240.29M	-12.18%	
⊞ Peripherals	₹ 1,152.02M	435.85M	37.83%	-136.99M	-11.89%	
⊞ Accessories	₹ 802.17M	301.45M	37.58%	-80.32M	-10.01%	
⊞ Desktop	₹ 758.45M	289.53M	38.17%	-101.09M	-13.33%	
⊞ Storage	₹ 152.29M	57.27M	37.61%	-11.23M	-7.37%	
⊞ Networking	₹ 130.40M	49.38M	37.87%	-8.27M	-6.34%	

Net Sales-Performance Over Time

GM% Visual

division ● N & S ● P & A ● PC



Top/bottom Region and Market by Net Sales

Region and Market performance

market	market		region		
	NS	GM	GM%	NP	NP %
⊞ Australia	₹ 166.99M	71.81M	43.01%	-10.07M	-6.03%
⊞ Austria	₹ 16.70M	4.94M	29.55%	-1.58M	-9.49%
⊞ Bangladesh	₹ 49.05M	15.69M	31.98%	-0.68M	-1.39%
⊞ Brazil	₹ 7.75M	2.28M	29.46%	-0.58M	-7.49%
⊞ Canada	₹ 319.99M	143.92M	44.97%	-54.87M	-17.15%
⊞ Chile	₹ 3.94M	1.55M	39.32%	0.22M	5.50%



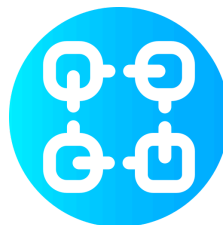
Business insights 360

Hover here to filter →

Filter

Supply Chain View

Supply chain analysis is the systematic analysis of different stages in a production cycle. help businesses optimize their processes to remove redundancies in the supply chain while helping create new value-added processes.



Forecast accuracy
80.21%

LY- 72.99%
forecast var 988.00%

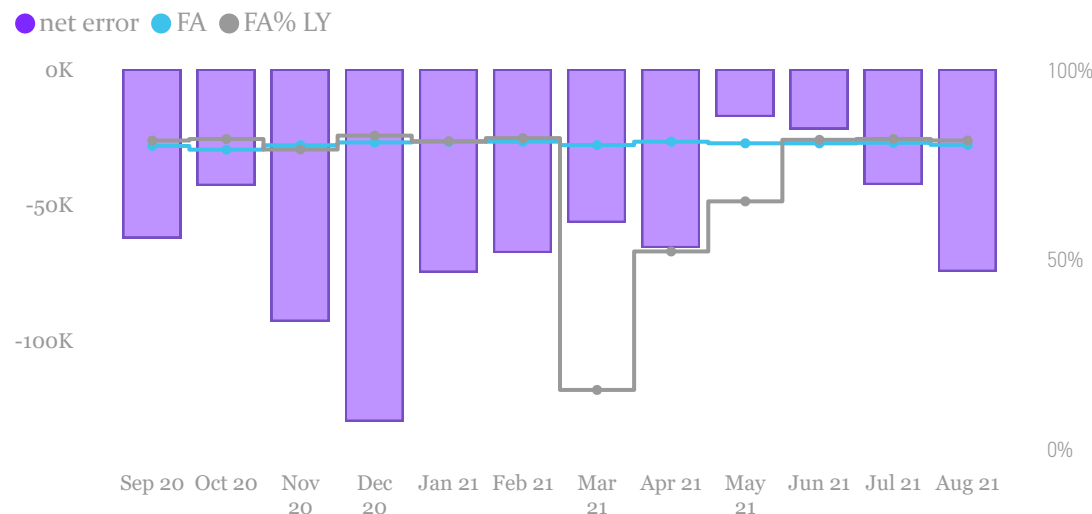
net error
-752K

LY: 492K
NE chag ▼ -252.91%

absolute error
10M

ABS Error% LY- 574.32M%

Net Sales-Performance Over Time



Key Matrix by Products and Customer

category

segment

customer

customer	FA	NE	NE%	FA% LY	Risk
Argos (Sainsbury's)	56.08%	8033	4.14%	43.27%	EI
Atlas Stores	48.16%	99521	29.63%	39.19%	EI
Boulanger	58.77%	81786	18.34%	38.12%	EI
Chip 7	53.44%	95124	18.82%	41.32%	EI
Chiptec	52.54%	72175	22.07%	27.04%	EI
Coolblue	52.95%	116840	26.87%	43.16%	EI
Croma	42.78%	45046	5.96%	35.49%	EI
Electricalsara Stores	52.02%	19891	12.43%	32.38%	EI
Electricalslytical	50.82%	130903	12.24%	39.26%	EI
Electricalsocity	50.35%	9221	0.91%	42.87%	EI
Electricalsquipo Stores	48.82%	89614	27.16%	39.26%	EI
Elite	51.48%	4296	1.36%	40.14%	EI
Epic Stores	52.19%	11914	3.79%	38.40%	EI
Euronics	60.79%	58391	15.34%	42.25%	EI
Expert	60.67%	69286	11.97%	48.84%	EI
Expression	44.32%	2997	0.37%	37.52%	EI
Ezone	44.11%	26876	3.52%	33.17%	EI
Flawless Stores	56.29%	20844	13.52%	38.59%	EI

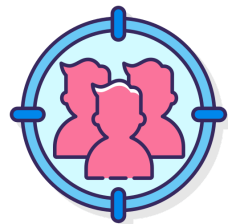
*FA- forecast accuracy FA% LY - forecast accuracy percentage last year , NE- Net error, NE%- net error per , LY- last year



Business insights 360

Executive Summary

a quick overview of important information about a business plan like the company description, market analysis and financial information.



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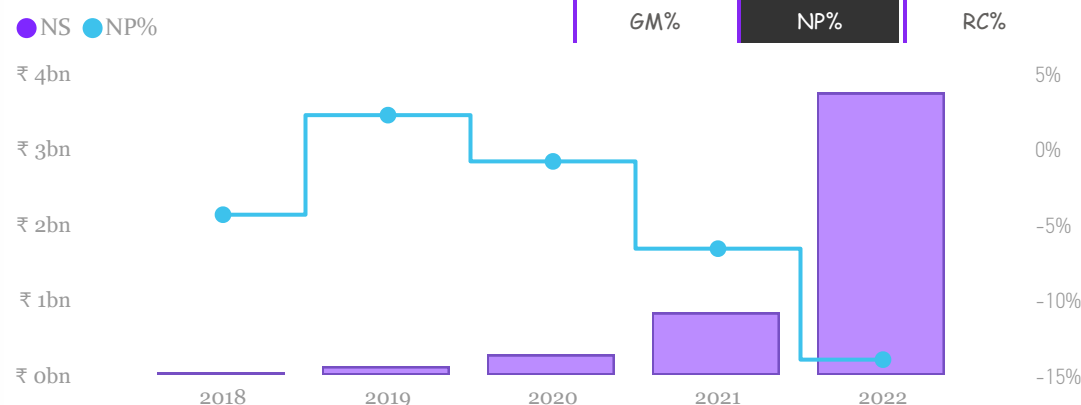
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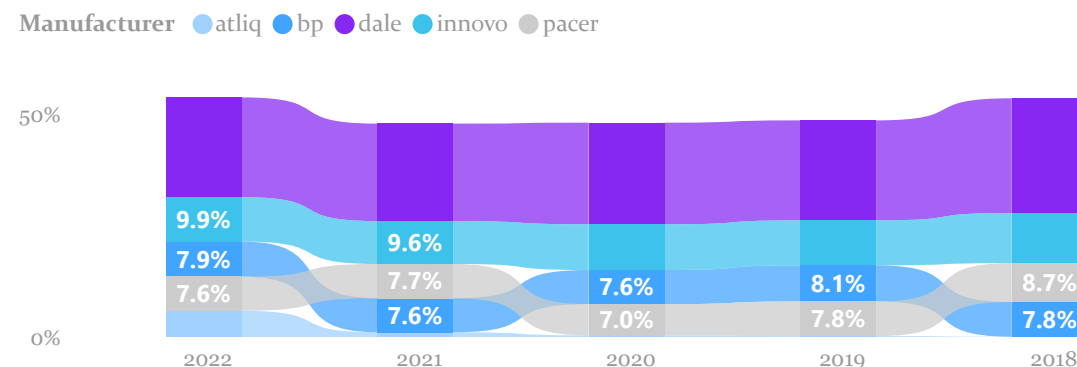
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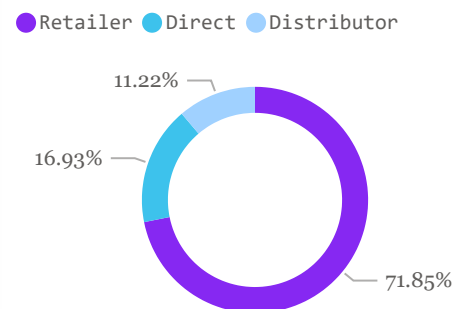
Yearly Trends by Net sales ,GM%, NP%, RC%



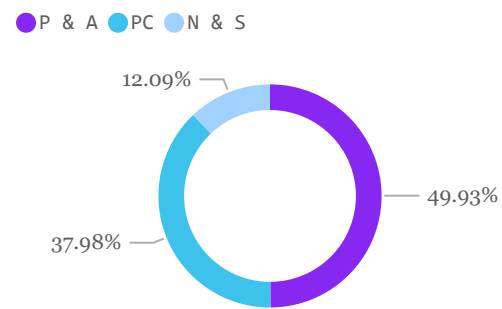
Yearly Trends on Net sales by Manufacturer



Net Sales by Channel



Net Sales by Division



Net Sales by Sub-Zone

Sub_zone	NS	GM%	RC%	NP%	atlics ms%	net error %	Risk
India	₹ 210.7M	32.03%	25.57%	-24.7%	2.45%	3.90%	EI
ROA	₹ 186.9M	38.34%	22.69%	8.2%	1.47%	-21.55%	OOS
NA	₹ 177.9M	37.23%	21.60%	-13.7%	0.76%	-7.06%	OOS
NE	₹ 109.3M	38.03%	13.27%	-1.1%	1.17%	11.27%	EI
SE	₹ 91.5M	38.71%	11.10%	4.4%	3.63%	10.56%	EI
ANZ	₹ 44.4M	38.46%	5.39%	7.3%	0.28%	-5.19%	OOS
LATAM	₹ 3.2M	37.54%	0.38%	6.2%	0.05%	5.32%	EI

BM - Benchmark LY- last year EI-excess inventory OOS-out of stock GM%-Gross margin perm RC% -Revenue contribution% NS%- Net Contribution per