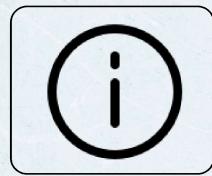


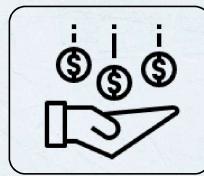


BUSINESS INSIGHTS 360



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..



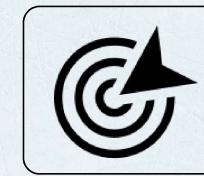
Sales View

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



Marketing View

Analyse 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.

region, market

customer

segment, product...

2018 2019 2020 2021 2022 EST

Q1 Q2 YTD YTG

₹ 1,642.91M ✓
LY: ₹ 346.81M (+373.72%)

37.14% ✓
LY: 35.84% (+3.63%)

-14.73% !
LY: -0.07 (-102.89%)

Net Sales

GM%

Net Profit %

Profit & Loss Statement

Line Item	2022 EST	LY	YoY	YoY%
Gross Sales	3,258.68	701.11	2,557.57	364.79
Pre Invoice Deduction	764.20	165.57	598.63	361.56
Net Invoice Sales	2,494.48	535.54	1,958.94	365.79
- Post Discounts	558.55	118.65	439.89	370.74
- Post Deductions	293.03	70.08	222.95	318.15
Total Post Invoice Deduction	851.58	188.73	662.85	351.21
Net Sales	1,642.91	346.81	1,296.09	373.72
- Manufacturing Cost	971.74	209.65	762.10	363.51
- Freight Cost	51.09	10.79	40.31	373.71
- Other Cost	9.86	2.08	7.78	373.71
Total COGS	1,032.70	222.52	810.18	364.10
Gross Margin	610.21	124.30	485.91	390.93
Gross Margin %	37.14	35.84	1.30	3.63
GM / Unit	15.21	5.89	9.32	158.24
-Operational Expenses	-852.29	-149.48	-702.81	470.15
Net Profit	-242.08	-25.19	-216.89	861.12
Net Profit %	-14.73	-7.26	-7.47	102.89

NS Performance Over Time

● Selected Year ● Selected Year - 1

Sep 21 Oct 21 Nov 21 Dec 21

Top / Bottom Products & Customers by NS

region	P&L Values	P&L YoY %
+ APAC	882.68	373.83
+ EU	362.09	329.67
+ LATAM	6.04	344.10
+ NA	392.10	423.53
Total	1,642.91	373.72

segment	P&L Values	P&L YoY %
+ Accessories	190.84	85.15
+ Desktop	280.78	1,325.58
+ Networking	16.28	-14.39
+ Notebook	683.24	508.24
+ Peripherals	444.83	536.63
+ Storage	26.95	18.04
Total	1,642.91	373.72

i

USD

Bar Chart

People

Target

Region, Market ▾ **Customer** ▾ **Segment, Product...** ▾

2018 2019 2020 2021 2022 EST Q1 Q2 YTD YTG

Customers

customer	NS \$	GM \$	GM%
Zone	₹ 13.25M	5.20M	39.23%
walmart	₹ 29.32M	13.22M	45.08%
Viveks	₹ 21.47M	6.70M	31.19%
Vijay Sales	₹ 27.45M	10.34M	37.67%
Unity Stores	₹ 3.65M	1.19M	32.60%
UniEuro	₹ 16.93M	5.18M	30.62%
Taobao	₹ 9.33M	4.10M	43.96%
Synthetic	₹ 24.58M	6.76M	27.52%
Total	₹ 1,642.91M	610.21M	37.14%

Segments, Categories & Products

segment	NS \$	GM \$	GM%
Accessories	₹ 190.84M	70.80M	37.10%
Desktop	₹ 280.78M	104.81M	37.33%
Networking	₹ 16.28M	6.11M	37.56%
Notebook	₹ 683.24M	253.34M	37.08%
Peripherals	₹ 444.83M	165.05M	37.11%
Storage	₹ 26.95M	10.09M	37.46%
Total	₹ 1,642.91M	610.21M	37.14%

Show GM%

NP% visual

region APAC EU LATAM NA

NP % target

NS \$

NS , GM , GM% by Market and Region

P&L Values by Description

- Total COGS
- Gross Margin

0.61K (37.14%)

1.03K (62.86%)

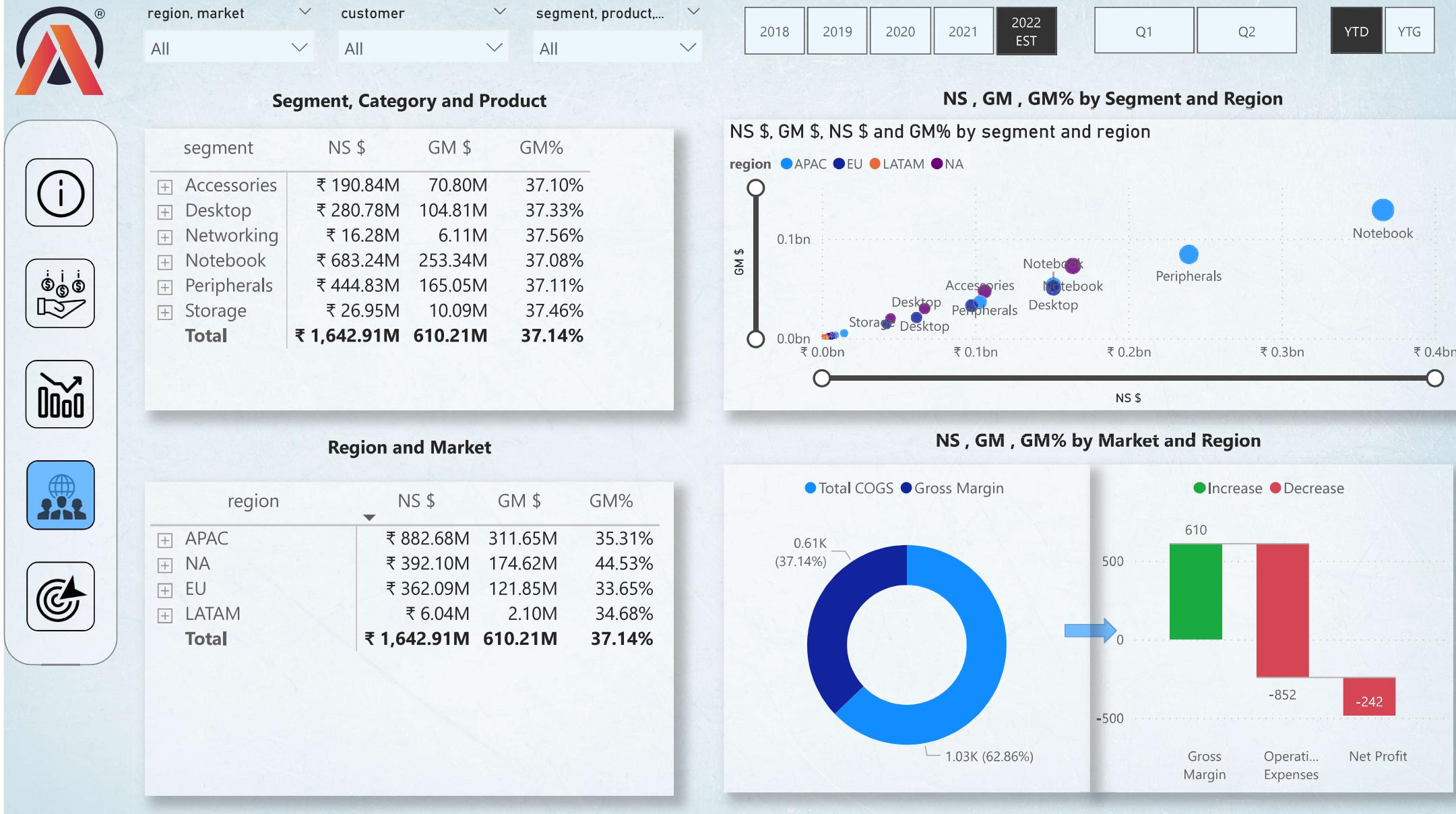
P&L Values by Description

- Net Sales
- Total Post Invoi...
- Pre Invoice ...

0.76K (23.45%)

0.85K (26.13%)

1.64K (50.42%)



region, market ▾ **customer** ▾ **segment, product...** ▾

2018 2019 2020 2021 2022 EST Q1 Q2 YTD YTG

All All All

₹ 1,642.91M ✓ **37.14%** ✓ **-14.73%** !

LY: ₹ 346.81M (+373.72%) **Net Sales**

LY: 35.84% (+3.63%) **GM%**

LY: -0.07 (-102.89%) **Net Profit %**

Key Insights by Sub-zone

sub_zone	NS \$	GM%	Net profit %
ANZ	₹ 94.46M	43.09%	-8.72%
India	₹ 445.26M	35.35%	-23.39%
LATAM	₹ 6.04M	34.68%	-3.15%
NA	₹ 392.10M	44.53%	-14.85%
NE	₹ 196.19M	32.01%	-18.50%
ROA	₹ 342.97M	33.10%	-7.51%
SE	₹ 165.89M	35.60%	-5.57%

Top / Bottom Region and Segments

region	P&L Values	P&L YoY %
APAC	882.68	373.83
EU	362.09	329.67
LATAM	6.04	344.10
NA	392.10	423.53
Total	1,642.91	373.72

segment	P&L Values	P&L YoY %
Storage	26.95	18.04
Peripherals	444.83	536.63
Notebook	683.24	508.24
Networking	16.28	-14.39
Desktop	280.78	1,325.58
Accessories	190.84	85.15
Total	1,642.91	373.72

Revenue by Division

₹ 43.22M (2.63%)

₹ 6... (3...)

₹ 964.... (58.6...)

₹ 9.64... (2.63%)

₹ 6.04M (3.15%)

₹ 445.26M (35.35%)

₹ 94.46M (43.09%)

₹ 392.10M (44.53%)

₹ 196.19M (32.01%)

₹ 342.97M (33.10%)

₹ 165.89M (35.60%)

Revenue by Channel

₹ 0.17bn (10.62%)

₹ 0.27bn (16.23%)

₹ 1.20bn (73.15%)

₹ 0.27bn (16.23%)

₹ 0.17bn (10.62%)

₹ 1.20bn (73.15%)

₹ 0.27bn (16.23%)

₹ 0.17bn (10.62%)

Yearly trend by Revenue, GM%, Net Profit % & Market Share %

NS \$

GM%

Net profit %

Market Share %

fy_description