



# Business Insights 360



## 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.



Info



Support





region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

₹ 267.98M✓

BM: 111.37M (+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

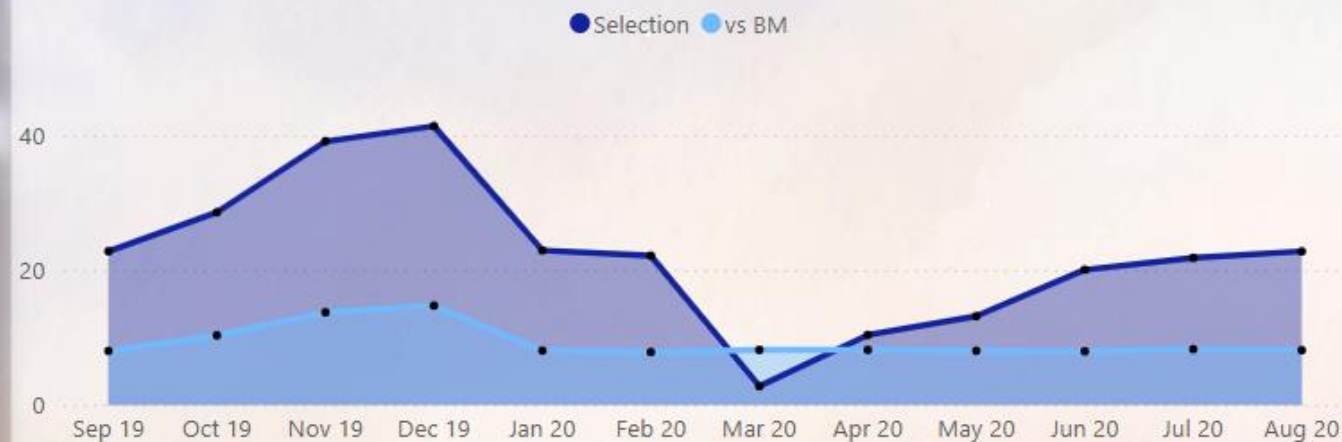
BM: 2.21% (-138.68%)

Net Profit %

## Profit and Loss Statement

Line Item	2020	BM	Chg	Chg%
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

## Performance Over Time



## Top/ Bottom Products &amp; Customers by

region	P & L values	P&L YoY Chg %	segment	P & L values	P&L YoY Chg %
⊕ APAC	147.98	107.48	⊕ Desktop	0.95	
⊕ EU	55.79	224.03	⊕ Networking	26.22	51.00
⊕ LATAM	2.00	141.89	⊕ Storage	27.56	99.17
⊕ NA	62.21	182.70	⊕ Accessories	66.23	136.21
<b>Total</b>	<b>267.98</b>	<b>140.61</b>	⊕ Notebook	86.39	166.63
			⊕ Peripherals	60.63	207.22
			<b>Total</b>	<b>267.98</b>	<b>140.61</b>





region, market

All

customer

All

segment, categ...

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vs Target

## Customer Performance

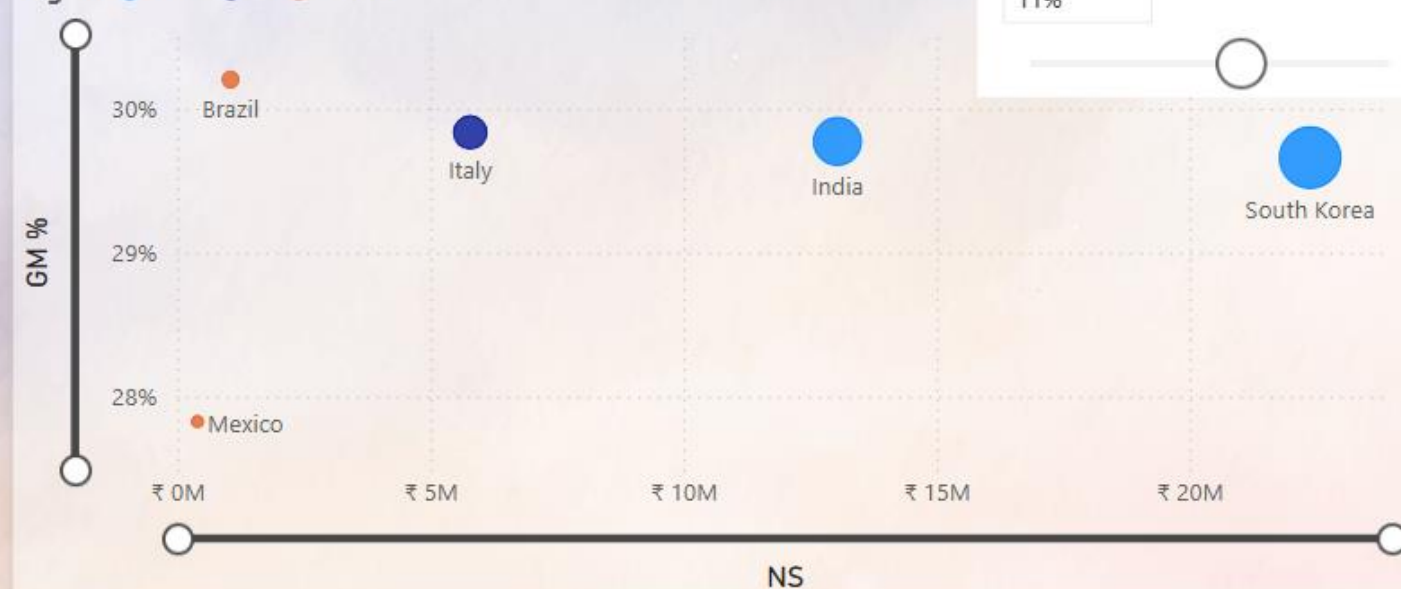
customer	NS	GM	GM %
Unity Stores	₹ 0.50M	0.12M	23.13%
Nova	₹ 0.01M	0.00M	24.46%
Leader	₹ 7.73M	2.04M	26.36%
Vijay Sales	₹ 2.79M	0.74M	26.61%
Electricalslytical	₹ 3.41M	0.93M	27.32%
Girias	₹ 2.68M	0.78M	29.09%
Ezone	₹ 2.64M	0.78M	29.37%
Notebillig	₹ 0.51M	0.15M	30.21%
Fnac-Darty	₹ 1.07M	0.33M	30.75%
Saturn	₹ 0.50M	0.15M	30.81%
Argos (Sainsbury's)	₹ 0.95M	0.29M	30.83%
Sage	₹ 8.32M	2.60M	31.22%
Viveks	₹ 2.92M	0.91M	31.25%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

## Product Performance

segment	NS	GM	GM %
Storage	₹ 27.56M	9.93M	36.05%
Desktop	₹ 0.95M	0.35M	36.47%
Accessories	₹ 66.23M	24.56M	37.07%
Notebook	₹ 86.39M	32.04M	37.08%
Peripherals	₹ 60.63M	22.72M	37.47%
Networking	₹ 26.22M	9.83M	37.51%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

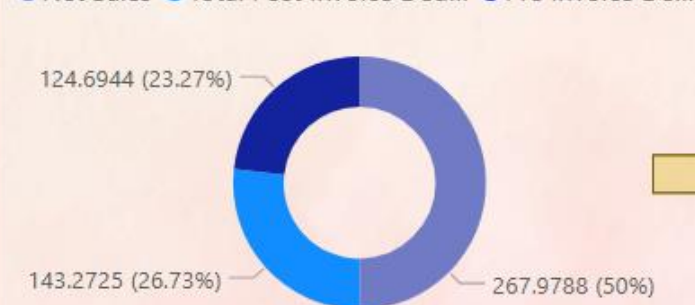
## Performance Matrix

region ● APAC ● EU ● LATAM

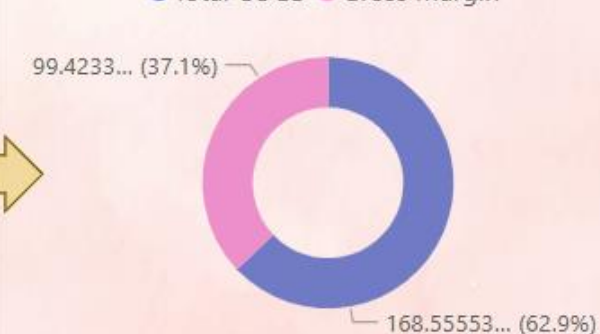


## Unit Economics

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



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, categ...

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Notebillig	₹ 0.51M	0.15M	30.21%
Fnac-Darty	₹ 1.07M	0.33M	30.7%
Saturn	₹ 0.50M	0.15M	30.8%
Argos (Sainsbury's)	₹ 0.95M	0.29M	30.8%
Sage	₹ 8.32M	2.60M	31.2%
Viveks	₹ 2.92M	0.91M	31.2%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>

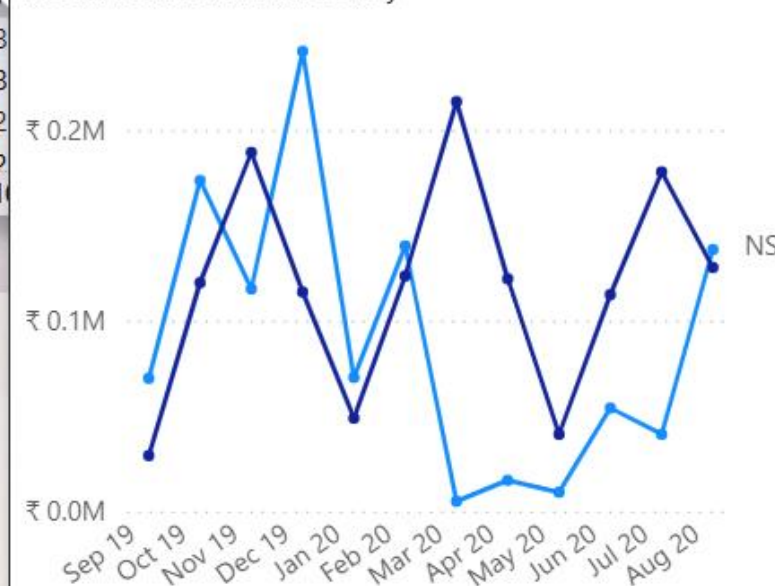
## Product Performance

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Storage	₹ 27.56M	9.93M	36.05%
Desktop	₹ 0.95M	0.35M	36.47%
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region APAC EU LATAM



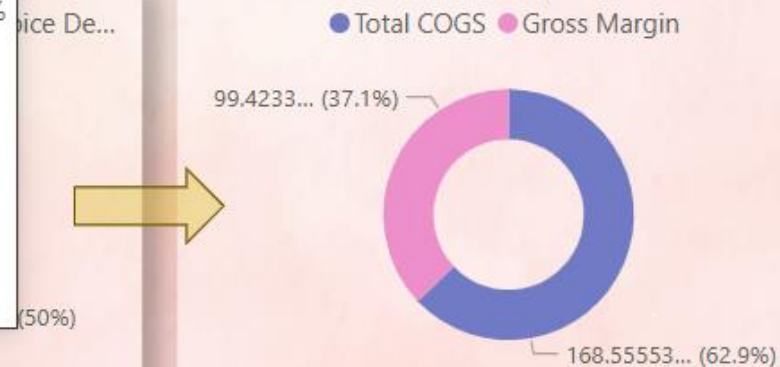
## NS and GM% For Fnac-Darty



## Performance Matrix

NS

## Unit Economics







region, market

customer

segment, categ...

All

All

All

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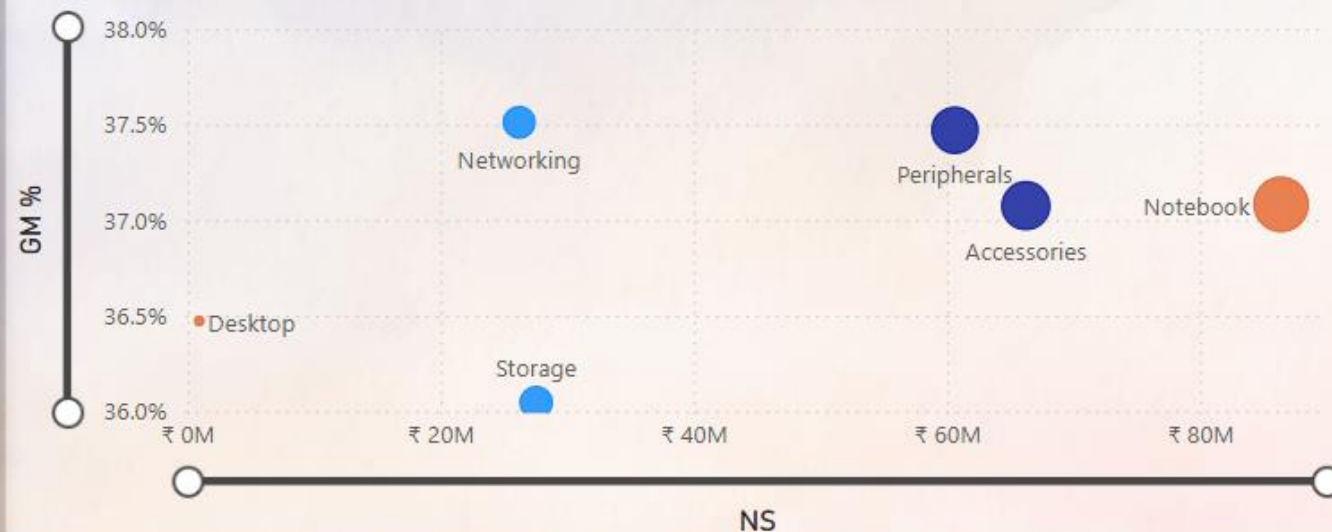
## Product Performance

segment	NS	GM	GM %	Net Profit	Net Profit %
Accessories	₹ 66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	₹ 0.95M	0.35M	36.47%	-0.03M	-2.88%
Networking	₹ 26.22M	9.83M	37.51%	-0.12M	-0.47%
Notebook	₹ 86.39M	32.04M	37.08%	-0.79M	-0.92%
Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M	-0.48%
Storage	₹ 27.56M	9.93M	36.05%	-0.49M	-1.78%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>

Show NP%

## Performance Matrix

## GM% Visual

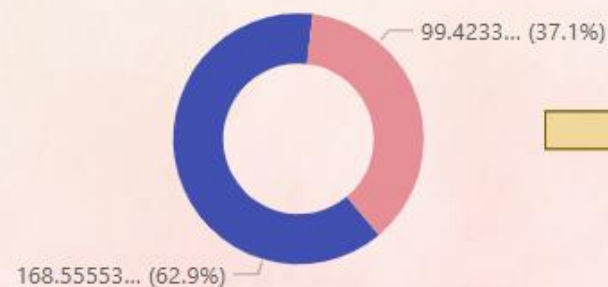
division ● N & S ● P & A ● PC

## Region/ Market/ Customer Performance

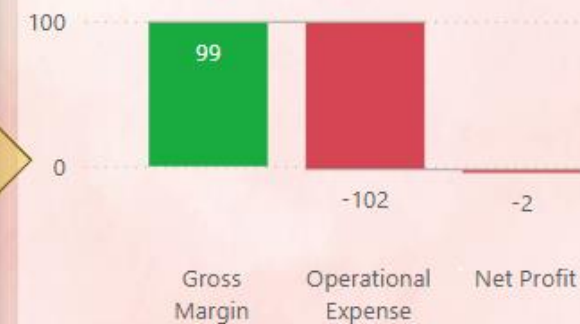
region	NS	GM	GM %	Net Profit	Net Profit %
APAC	₹ 147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	₹ 55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	₹ 2.00M	0.62M	30.96%	0.00M	-0.08%
NA	₹ 62.21M	24.48M	39.35%	-1.11M	-1.79%
<b>Total</b>	<b>₹ 267.98M</b>	<b>99.42M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>

## Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease







region, market

All

customer

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segment, categ...

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72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.48K (-22.88%)

Net Error

5743.2K!

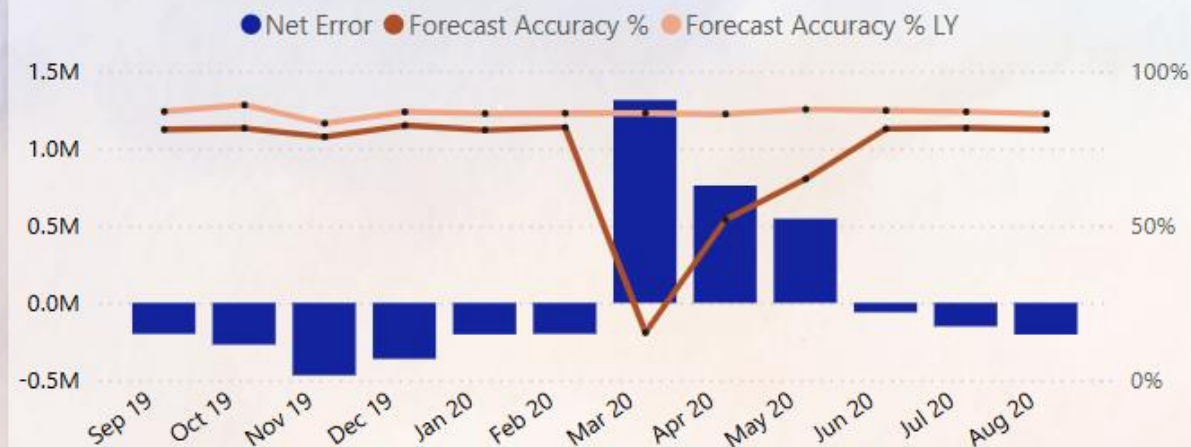
LY: 1547.78K (+271.06%)

ABS Error

## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.8%	OOS
All-Out	35.18%		5699	25.3%	EI
Amazon	48.43%	78.07%	-917373	-31.9%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	EI
Atlas Stores	39.19%	47.32%	24488	26.1%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.5%	OOS
AtliQ Exclusive	56.65%	76.67%	330680	17.8%	EI
BestBuy	7.31%	26.90%	-44305	-32.5%	OOS
Billa	26.05%	36.08%	-2483	-5.8%	OOS
Boulanger	38.12%	45.56%	-7244	-8.8%	OOS
Chip 7	41.32%	30.35%	79770	37.4%	EI
Chiptec	27.04%		-4136	-10.9%	OOS
Circuit City	9.90%	26.23%	-47555	-34.8%	OOS
Control	30.41%	36.19%	-20992	-11.3%	OOS
Coolblue	43.16%	55.15%	15660	11.4%	EI
Costco	33.18%	38.04%	8127	2.9%	EI
Croma	35.49%	48.82%	28591	10.1%	EI
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.7%	EI
Digimarket	39.69%	52.62%	87844	34.8%	EI
Ebay	10.21%	51.05%	231060	55.5%	OOS
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>491599</b>	<b>2.3%</b>	<b>EI</b>

## Accuracy/ Net Error Trend



## Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	71.42%	90.20%	-167818	-1.4%	OOS
Desktop	70.07%		-52	-2.0%	OOS
Networking	52.50%	81.50%	-379134	-28.9%	OOS
Notebook	76.65%	83.02%	146640	22.6%	EI
Peripherals	75.18%	85.06%	193476	7.4%	EI
Storage	81.01%	80.25%	698487	14.9%	EI
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>491599</b>	<b>2.3%</b>	<b>EI</b>





region, market

customer

segment, categ...

All

All

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Target

₹ 267.98M ✓

BM: 111.37M

(Net Sales)

37.10% !

BM: 41.20% (-9.95%)

GM %

-0.85% !

BM: 2.21% (-138.68%)

Net Profit %

72.99% !

BM: 86.45%

Forecast Accuracy

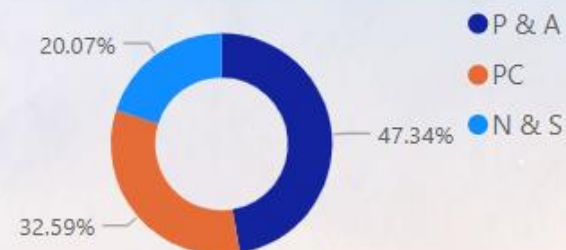
## Key Insights by Sub Zone

Sub Zone	NS	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	₹ 16.8M	6.3%	42.4%	12.6%	0.1%	24.2%	EI
India	₹ 64.7M	24.2%	32.1%	-14.7%	0.8%	-0.8%	OOS
LATAM	₹ 2.0M	0.7%	31.0%	-0.1%	0.0%	1.2%	EI
NA	₹ 62.2M	23.2%	39.3%	-1.8%	0.3%	-22.1%	OOS
NE	₹ 30.7M	11.4%	38.0%	-4.6%	0.3%	8.3%	EI
ROA	₹ 66.5M	24.8%	38.1%	8.9%	0.6%	9.4%	EI
SE	₹ 25.1M	9.4%	37.6%	7.0%	1.1%	11.0%	EI
<b>Total</b>	<b>₹ 268.0M</b>	<b>100.0%</b>	<b>37.1%</b>	<b>-0.9%</b>	<b>0.4%</b>	<b>2.3%</b>	<b>EI</b>

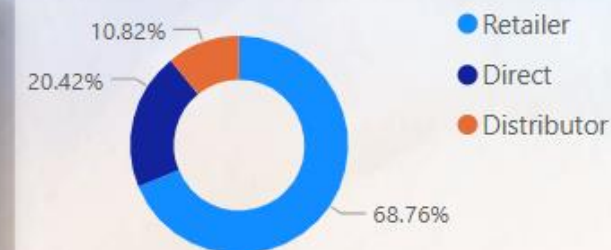
manufacturer atliq bp dale innovo pacer



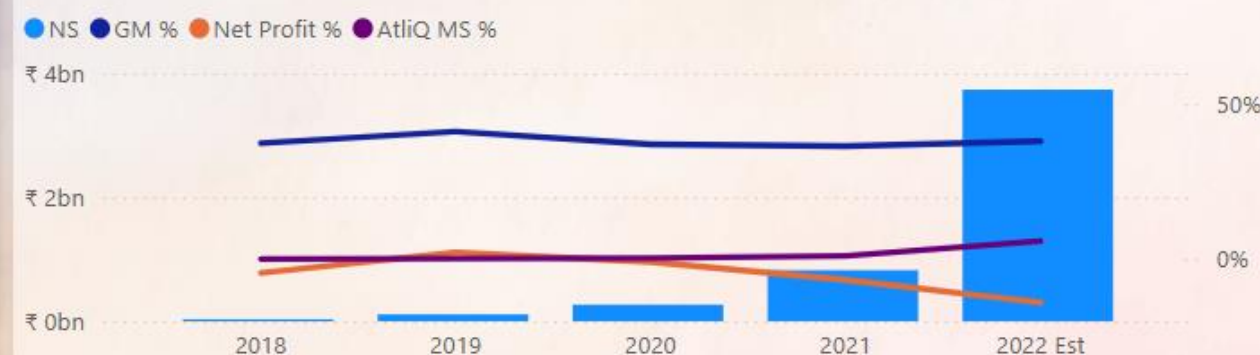
## Revenue by Division



## Revenue by Channel



## Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



## Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
<b>Total</b>	<b>46.2%</b>	<b>38.44%</b>

## Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47% ▼
AQ BZ Gen Y	4.5%	36.99% ▼
AQ Lite	4.3%	36.47% ▼
AQ Wi Power Dx1	4.4%	36.97% ▼
AQ Wi Power Dx2	5.4%	37.96% ▼
<b>Total</b>	<b>22.9%</b>	<b>37.02%</b>