



# Business Insights



## Info

Download **user manual** and get to know the key information of [this tool](#).



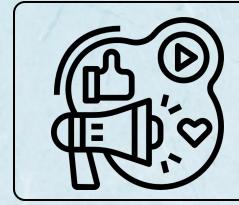
## Finance View

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



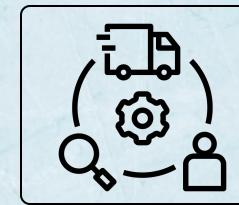
## Sales View

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



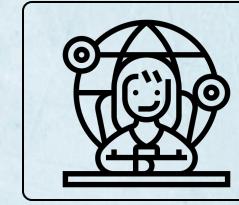
## Marketing View

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..**



region, market

All

customer

All

segment, category, pr...

Desktop

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

BM target is not available for selected filter

₹ 711.08M✓

BM: (Blank) (+infinity%)

**Net Sales****38.31% !**

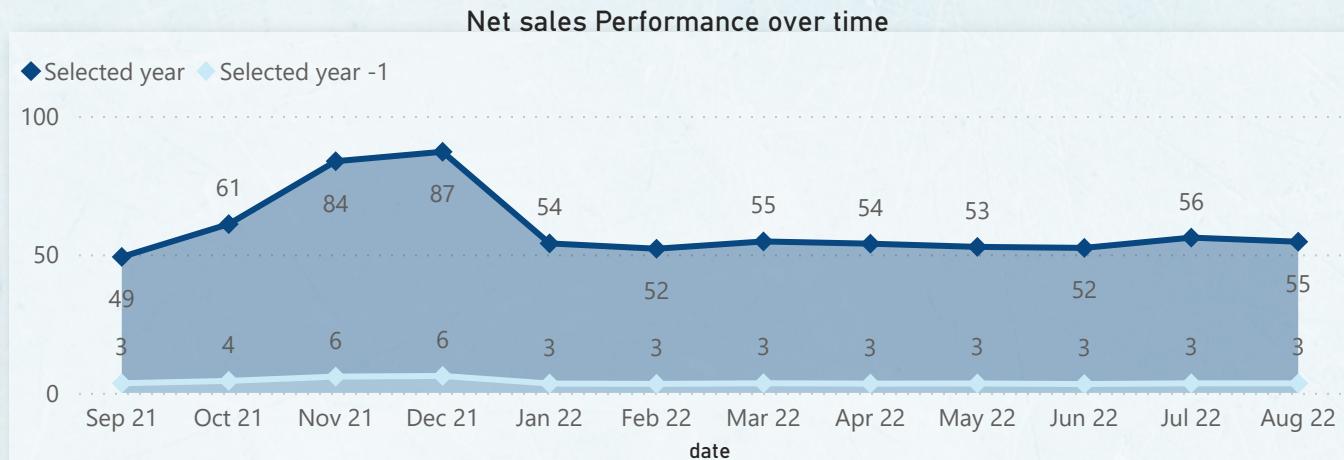
BM: 0.38 (-0.08%)

**GM %****-13.75%✓**

BM: -0.14 (+3.09%)

**Net profit****P & L Statement**

Line Item	2022Est	BM	Chng %
Gross Sales	1,403.18		13.97
Pre Invoice Deduction	328.98		13.90
Net Invoice Sales	1,074.19		13.99
- Post Discounts	236.93		13.94
- Post Deductions	126.19		12.46
Total Post Invoice Deduction	363.12		13.39
Net Sales	711.08		14.32
- Manufacturing Cost	416.62		13.77
- Freight Cost	19.12		14.39
- Other Cost	2.96		14.48
Total COGS	438.69		13.80
Gross Margin	272.39	1,459.51	15.22
Gross Margin %	38.31	38.34	0.06
GM / Unit	157.49		0.20
Operational Expense total	-370.18		17.45
Net Profit	-97.79		28.90
Net profit %	-13.75	-14.19	0.95

**Top/Bottom N Customers/Products Net sales**

region	P & L values	P & L YoY chng %
[+]	2.87	2155.97%
[+]	147.14	1216.92%
[+]	195.63	1827.86%
[+]	365.44	1362.87%
<b>Total</b>	<b>711.08</b>	<b>1431.55%</b>

segment	P & L values	P & L YoY chng %
Desktop	711.08	1431.55%
<b>Total</b>	<b>711.08</b>	<b>1431.55%</b>



region, market

All

customer

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segment, category, pr...

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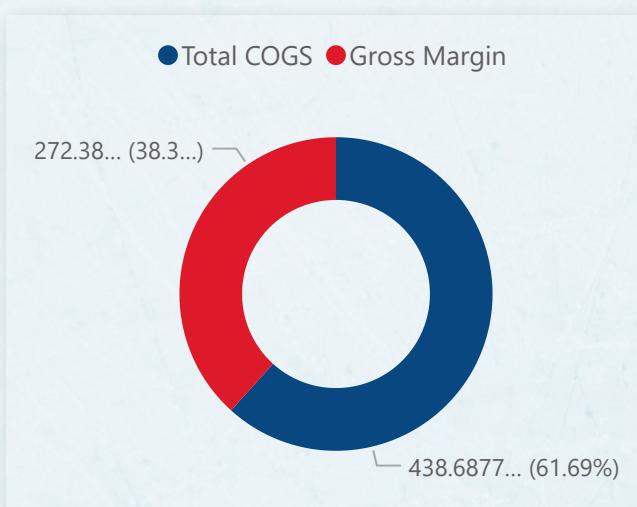
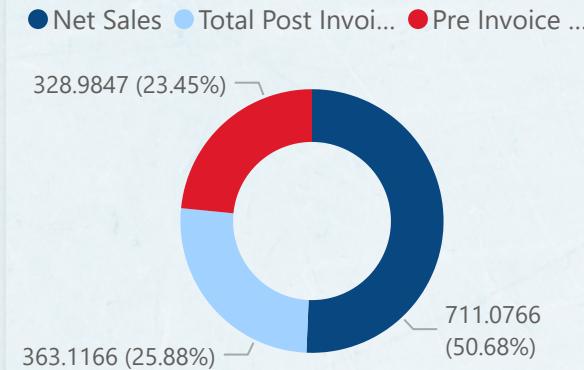
YTG

## Performance Matrix

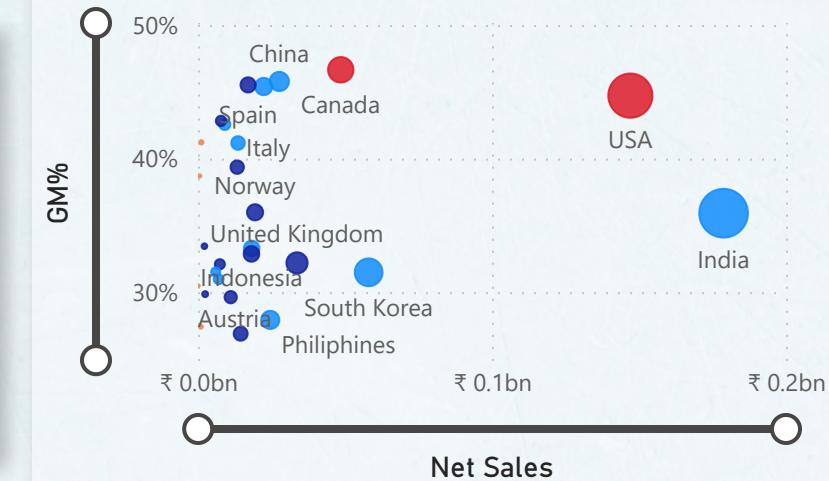
## Customer Performance

customer	Net Sales	GM	GM%
Amazon	₹ 94.047M	34.78M	36.98%
AltiQ Exclusive	₹ 58.726M	27.83M	47.39%
Atliq e Store	₹ 57.955M	21.53M	37.15%
Flipkart	₹ 26.185M	11.06M	42.24%
Sage	₹ 24.602M	7.77M	31.60%
Leader	₹ 22.799M	7.05M	30.94%
Neptune	₹ 19.822M	9.30M	46.92%
Ebay	₹ 17.791M	6.43M	36.14%
walmart	₹ 14.063M	6.46M	45.95%
Acclaimed Stores	₹ 13.868M	5.65M	40.75%
Electricalslytical	₹ 13.068M	4.90M	37.51%
Electricalsociety	₹ 12.797M	4.65M	36.36%
Staples	₹ 12.557M	4.93M	39.26%
Costco	₹ 12.014M	4.73M	39.38%
Propel	₹ 11.850M	4.42M	37.29%
Path	₹ 11.224M	4.93M	43.93%
Vijay Sales	₹ 10.429M	3.97M	38.09%
Expression	₹ 10.324M	3.42M	33.13%
Control	₹ 10.214M	4.44M	43.52%
Reliance Digital	₹ 10.199M	3.94M	38.66%
<b>Total</b>	<b>₹ 711.077M</b>	<b>272.39M</b>	<b>38.31%</b>

## Unit Economics



region APAC EU LATAM NA



## Product Performance

segment	Net Sales	GM	GM%
Desktop	₹ 711.077M	272.39M	38.31%
<b>Total</b>	<b>₹ 711.077M</b>	<b>272.39M</b>	<b>38.31%</b>



region, market

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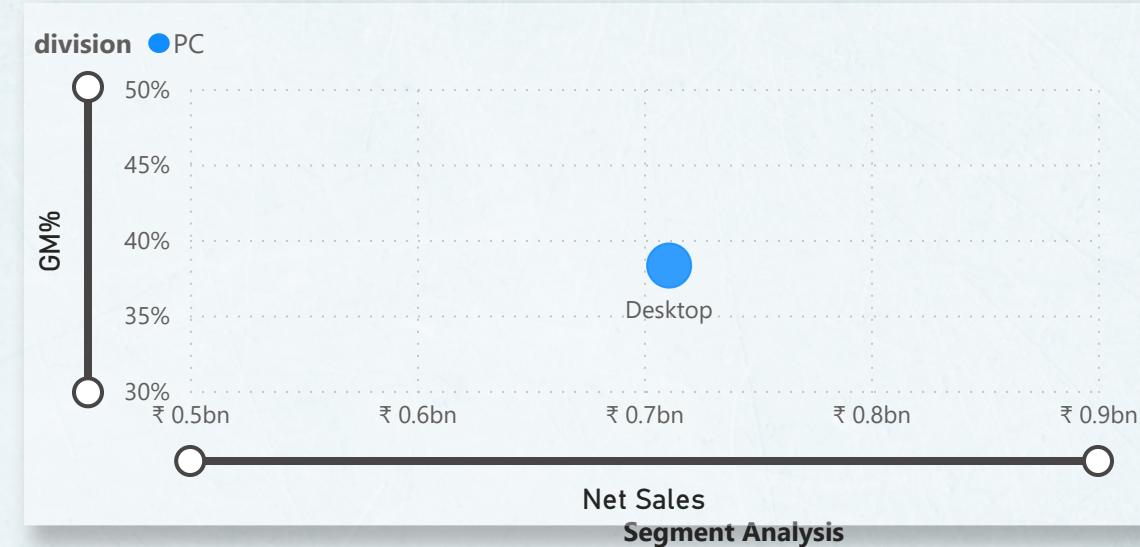
YTD

YTG

## Product Performance

## Performance Matrix

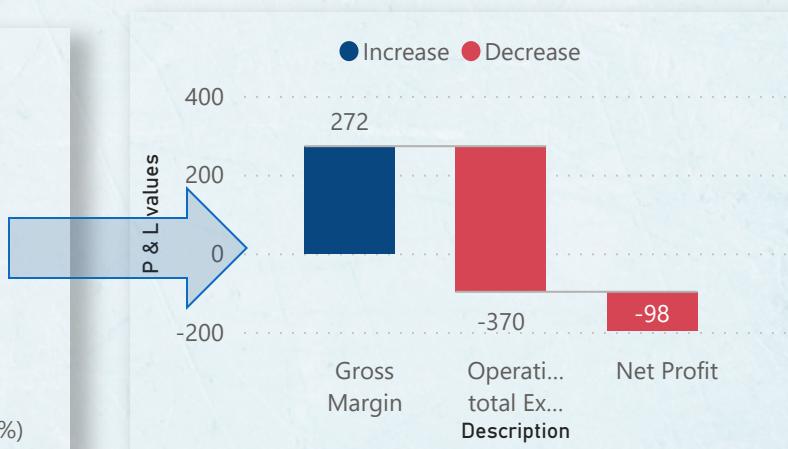
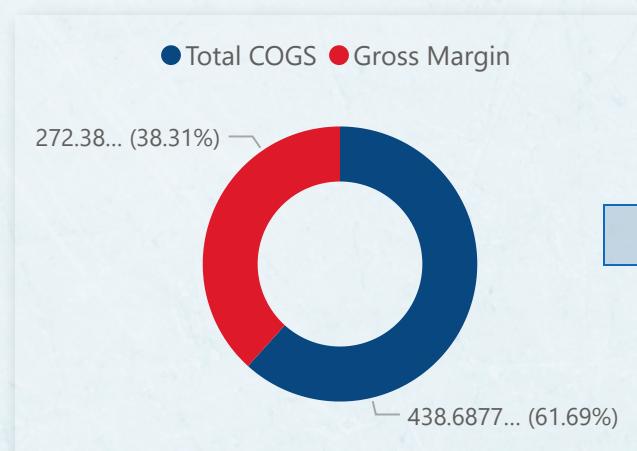
segment	Net Sales	GM	GM%	Net Profit	Net profit %
+ Desktop	₹ 711.077M	272.39M	38.31%	-97.79M	-13.75%
Total	₹ 711.077M	272.39M	38.31%	-97.79M	-13.75%



## Region/Market/Customer Performance

## Unit Economics

region	Net Sales	GM	GM%	Net Profit	Net profit %
+ EU	₹ 147.144M	51.19M	34.79%	-17.84M	-12.13%
+ LATAM	₹ 2.870M	1.01M	35.30%	-0.08M	-2.65%
+ APAC	₹ 365.438M	131.78	36.06%	-52.44M	-14.35%
M					
+ NA	₹ 195.625M	88.41M	45.19%	-27.42M	-14.02%
Total	₹ 711.077M	272.39	38.31	-97.79	-13.75%
M		%		M	





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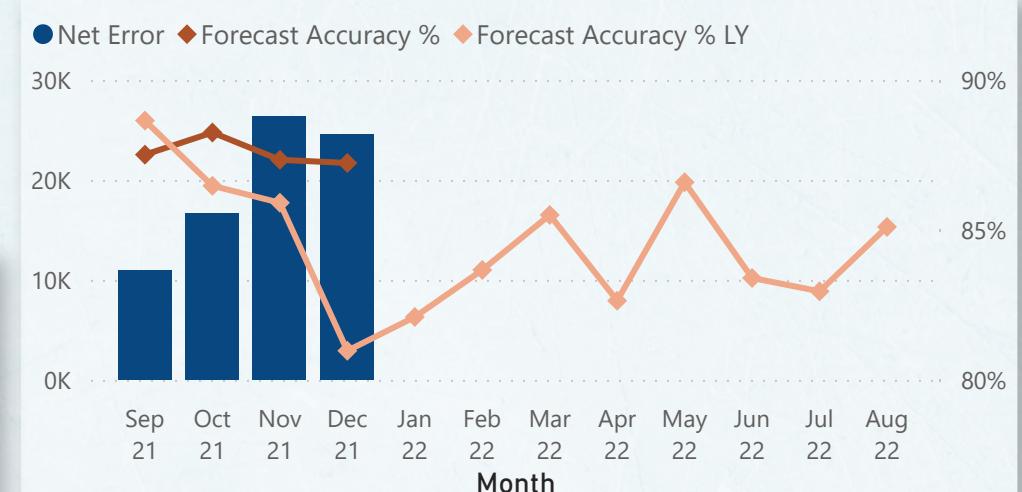
Q3

Q4

YTD

YTG

### Net sales Performance over time



### Key Metrics by customer

customer	Forecast	Net Error	Net Error %	Forecast	Risk
	Accuracy %			Accuracy % LY	
Acclaimed Stores	60.19%	4406	26.75%	0.65	Excess Inventor
All-Out	52.06%	60	6.69%	0.43	Excess Inventor
AltiQ Exclusive	78.60%	4100	7.97%	0.79	Excess Inventor
Amazon	81.33%	12552	11.87%	0.80	Excess Inventor
Argos (Sainsbury's)	69.41%	-80	-2.96%	0.53	Out of Stock
Atlas Stores	59.04%	637	16.30%	0.52	Excess Inventor
Atliq e Store	80.69%	8052	12.47%	0.80	Excess Inventor
Atliq Exclusive	51.44%	163	1.57%	0.52	Excess Inventor
BestBuy	50.43%	3506	34.11%	0.47	Excess Inventor
Billa	51.21%	611	29.55%	0.22	Excess Inventor
Boulanger	66.00%	19	0.38%	0.60	Excess Inventor
Chip 7	56.26%	-602	-11.99%	0.58	Out of Stock
Chiptec	57.52%	125	3.38%	0.53	Excess Inventor
Circuit City	49.89%	4040	35.05%	0.57	Excess Inventor
<b>Total</b>	<b>87.53%</b>	<b>78576</b>	<b>10.24%</b>	<b>0.84</b>	<b>Excess Inventor</b>

### Top/Bottom N Customers/Products Net sales

segment	Forecast	Forecast	Net Error	Net Error %
	Accuracy %	Accuracy % LY		
Desktop	87.53%	0.84	78576	10.24% Exc
Total	<b>87.53%</b>	<b>0.84</b>	<b>78576</b>	<b>10.24% Exc</b>