



Business Insights 360



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



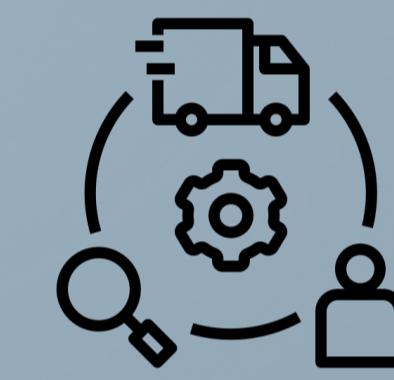
Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



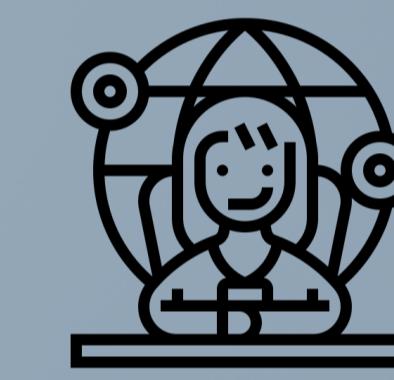
Analyse the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



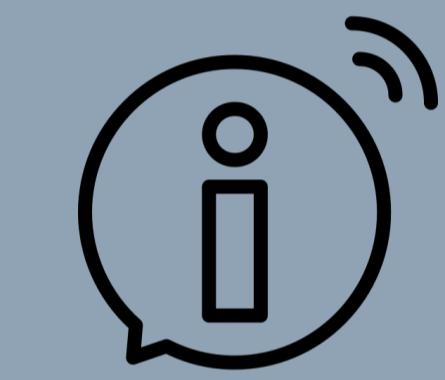
Analyse the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



A top level dashboard for executives consolidating top insights from all dimensions of business.



Get your issues resolved by connecting to our support specialist.

region, market
Allcustomer
Allsegment, category, product
All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

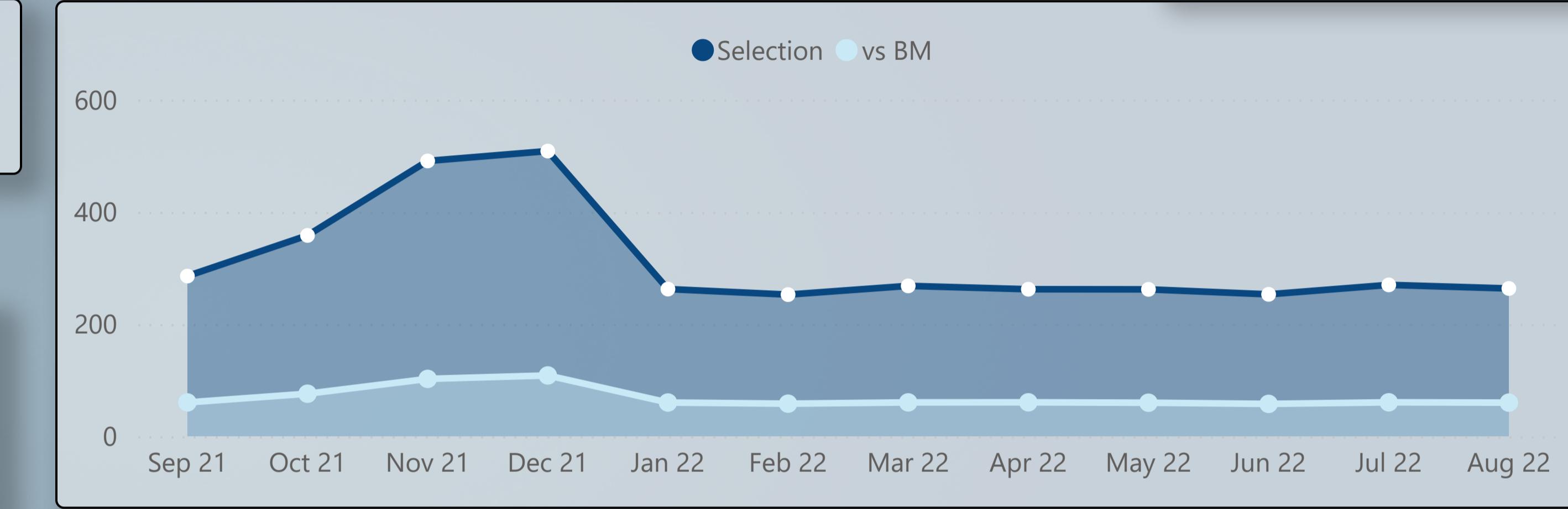
Net Sales Performance Over Time



₹ 3.74bn✓
BM: 823.85M (+353.5%)
Net Sales

38.08%✓
BM: 36.49% (+4.37%)
Gross Margin %

- 13.98%!
BM: -6.63% (-110.79%)
Net Profit %



Profit & Loss Statement



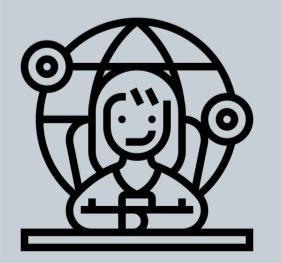
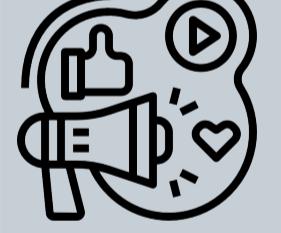
Line Item	2022Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79



Top/Bottom Products & Customers by Net Sales

region	P & L Values	P & L Chg %
+ APAC	1,923.77	335.27
+ NA	1,022.09	474.40
+ EU	775.48	286.26
+ LATAM	14.82	368.40
Total	3,736.17	353.50

segment	P & L Values	P & L Chg %
+ Accessories	454.10	85.46
+ Desktop	711.08	1,431.55
+ Networking	38.43	-14.89
+ Notebook	1,580.43	493.06
+ Peripherals	897.54	439.03
+ Storage	54.59	0.32
Total	3,736.17	353.50



region, market
Allcustomer
Allsegment, category, product
All

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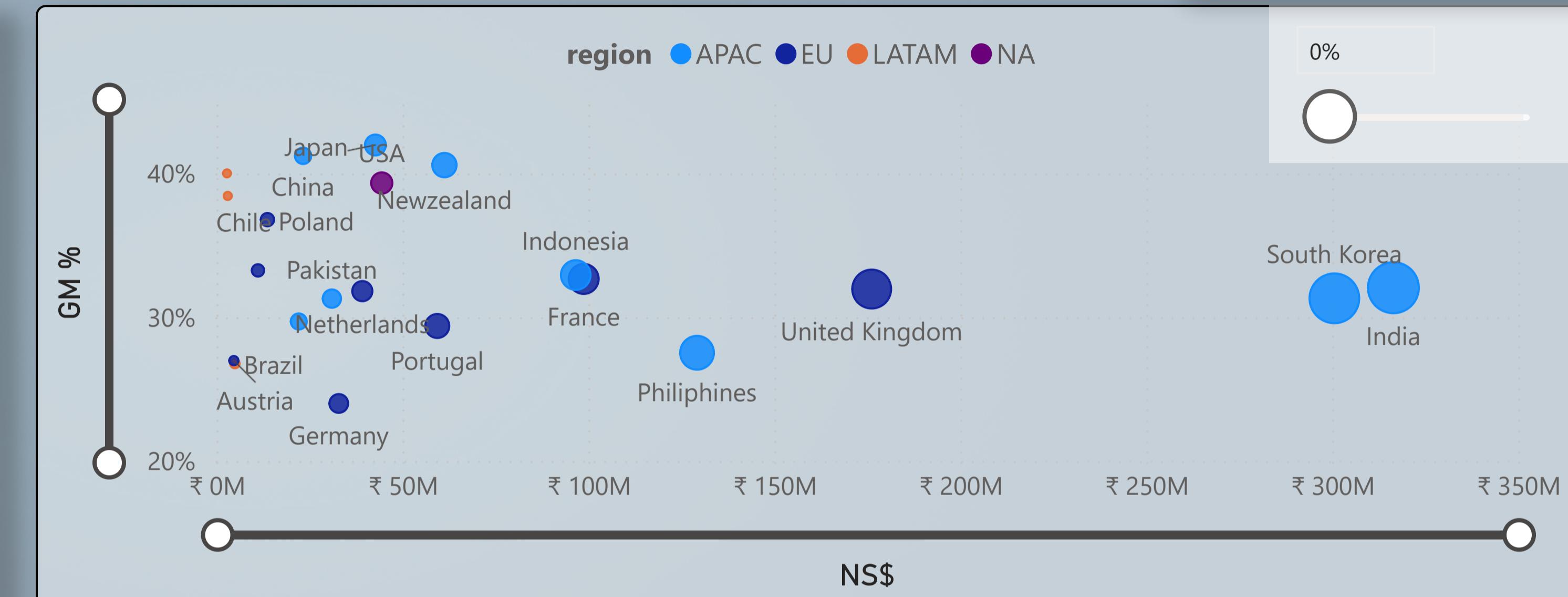
vs LY

vs Target

Customers Performance

customer	NS\$	GM \$	GM %
Amazon	₹ 496.88M	₹ 182.77M	36.78%
AtliQ Exclusive	₹ 361.12M	₹ 166.15M	46.01%
Atliq e Store	₹ 304.10M	₹ 112.15M	36.88%
Flipkart	₹ 138.49M	₹ 58.37M	42.14%
Sage	₹ 127.86M	₹ 40.31M	31.53%
Leader	₹ 117.32M	₹ 36.02M	30.70%
Neptune	₹ 105.69M	₹ 49.36M	46.70%
Ebay	₹ 91.60M	₹ 33.06M	36.09%
Acclaimed Stores	₹ 73.36M	₹ 29.58M	40.32%
walmart	₹ 72.41M	₹ 33.06M	45.66%
Electronicsolution	₹ 68.05M	₹ 25.24M	37.24%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%

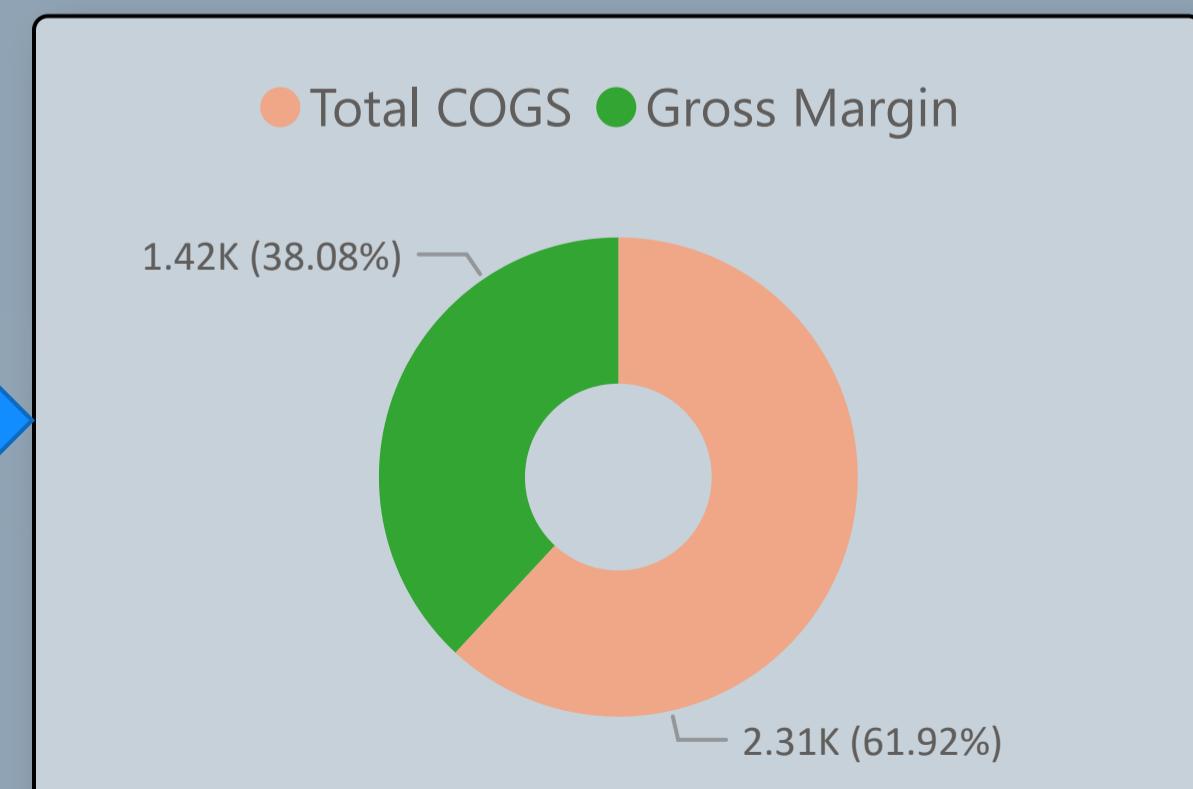
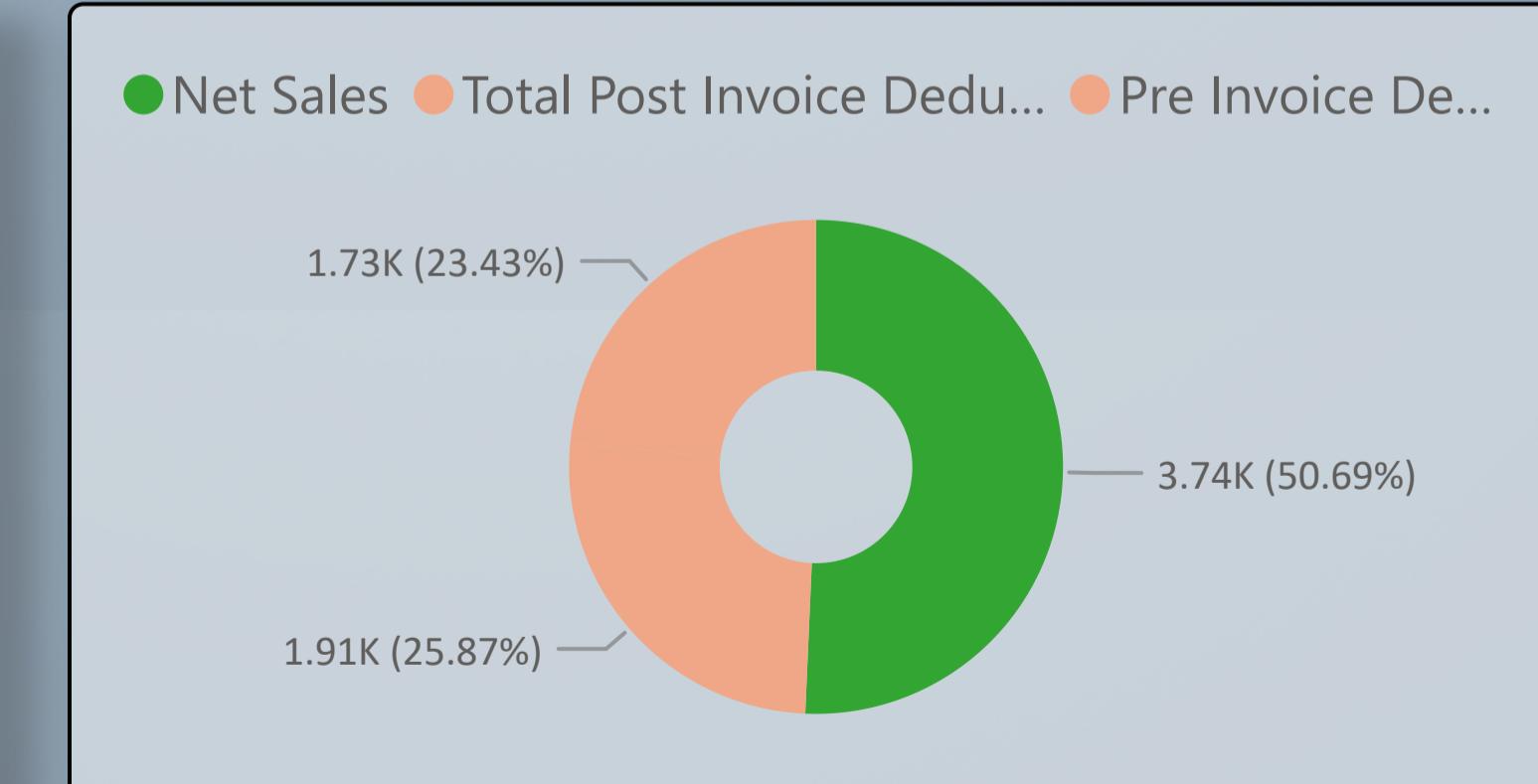
Performance Matrix



Product Performance

segment	NS\$	GM \$	GM %
Notebook	₹ 1,580.43M	₹ 600.96M	38.03%
Peripherals	₹ 897.54M	₹ 341.22M	38.02%
Desktop	₹ 711.08M	₹ 272.39M	38.31%
Accessories	₹ 454.10M	₹ 172.61M	38.01%
Storage	₹ 54.59M	₹ 20.93M	38.33%
Networking	₹ 38.43M	₹ 14.78M	38.45%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%

Unit Economics





region, market

All

customer

All

segment, category, product

All

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Product Performance

Show GM %

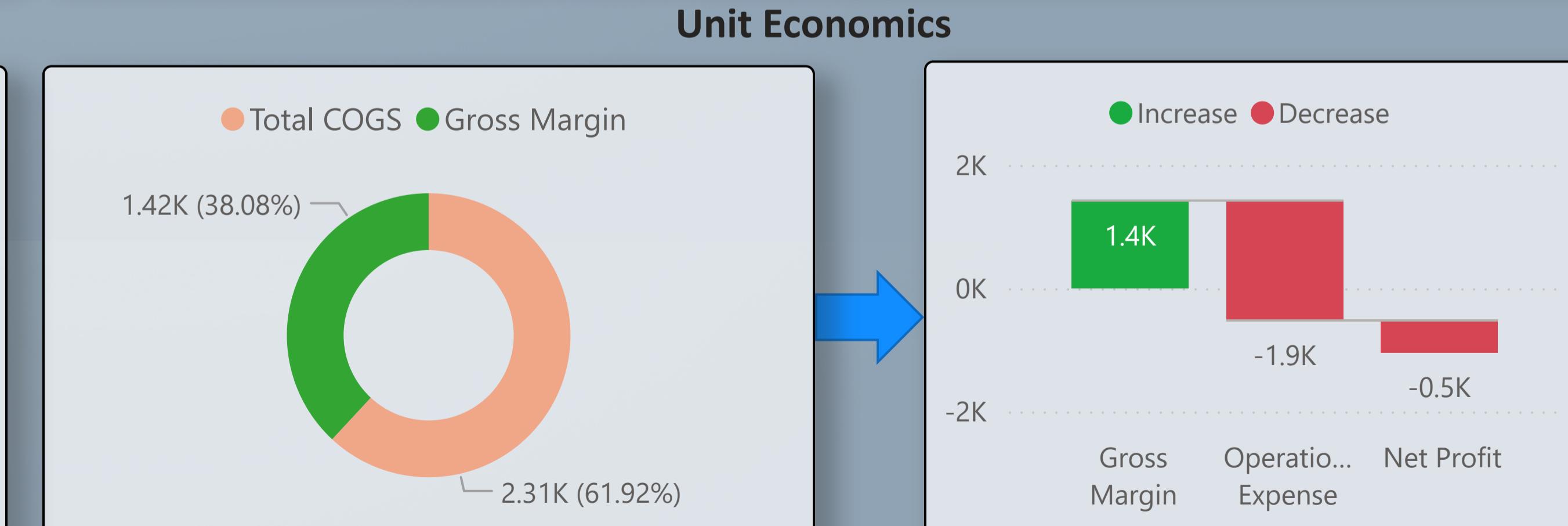
Performance Matrix

segment	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	₹ 1,580.43M	₹ 600.96M	38.03%	222.16M₹	-14.06%
Peripherals	₹ 897.54M	₹ 341.22M	38.02%	125.91M₹	-14.03%
Desktop	₹ 711.08M	₹ 272.39M	38.31%	97.79M₹	-13.75%
Accessories	₹ 454.10M	₹ 172.61M	38.01%	63.78M₹	-14.05%
Storage	₹ 54.59M	₹ 20.93M	38.33%	7.51M₹	-13.76%
Networking	₹ 38.43M	₹ 14.78M	38.45%	5.27M₹	-13.72%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	522.42M₹	-13.98%



Product Performance

region	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
NA	₹ 1,022.09M	₹ 459.68M	44.97%	145.31M₹	-14.22%
APAC	₹ 1,923.77M	₹ 690.21M	35.88%	281.16M₹	-14.62%
LATAM	₹ 14.82M	₹ 5.19M	35.02%	0.44M₹	-2.95%
EU	₹ 775.48M	₹ 267.80M	34.53%	95.52M₹	-12.32%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	522.42M₹	-13.98%



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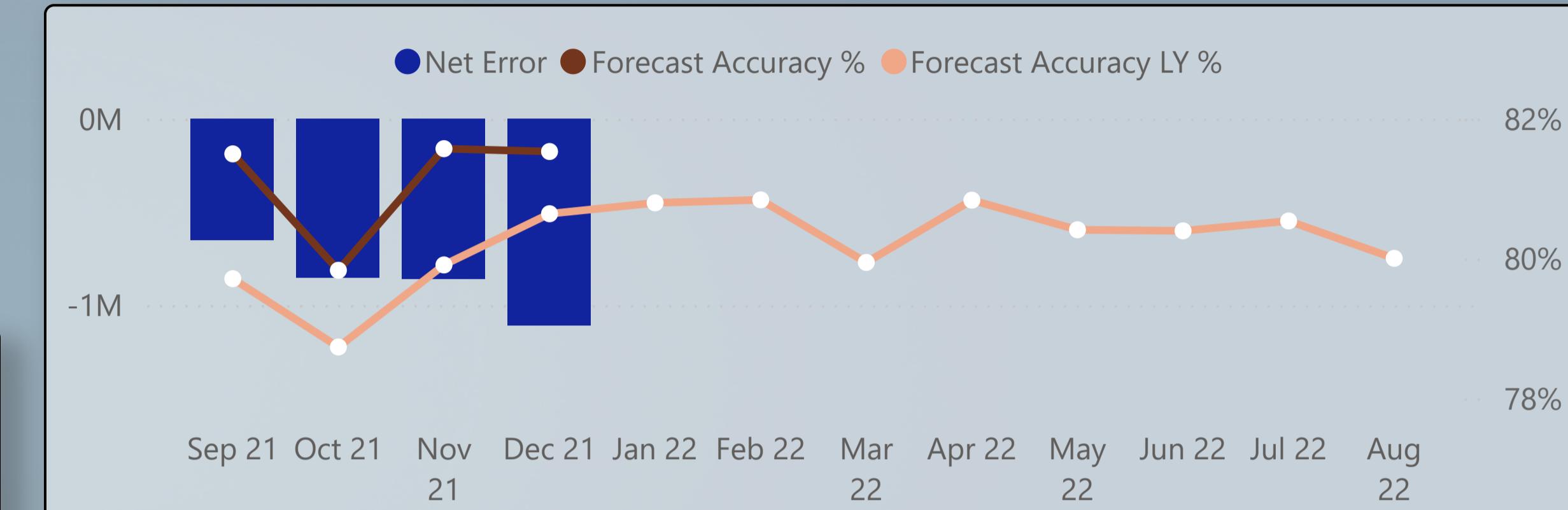
Q3

Q4

YTD

YTG

Accuracy/Net Error Trend



Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Leader	48.72%	24.45%	166751	10.98%	Excess Inventory
Sage	50.72%	33.58%	154291	10.06%	Excess Inventory
Costco	51.95%	49.42%	101913	15.79%	Excess Inventory
Path	50.57%	45.53%	91486	14.91%	Excess Inventory
Circuit City	46.17%	35.02%	85248	16.55%	Excess Inventory
walmart	54.78%	50.12%	84334	12.08%	Excess Inventory
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess Inventory
BestBuy	46.60%	35.31%	81179	16.72%	Excess Inventory
Staples	54.45%	49.38%	79821	11.51%	Excess Inventory
Radio Shack	45.64%	38.46%	69253	16.48%	Excess Inventory
Control	52.06%	47.42%	64731	13.01%	Excess Inventory
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	Excess Inventory
Logic Stores	52.49%	51.44%	6430	2.37%	Excess Inventory
Total	81.17%	80.21%	-347269	-9.48%	Out of Stock

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.69%	Out of Stock
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Notebook	87.24%	79.99%	-47221	-1.69%	Out of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock

