



Business Insights 360



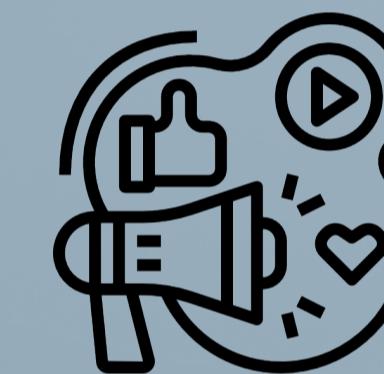
Download user manual and get to know the key information of this tool.



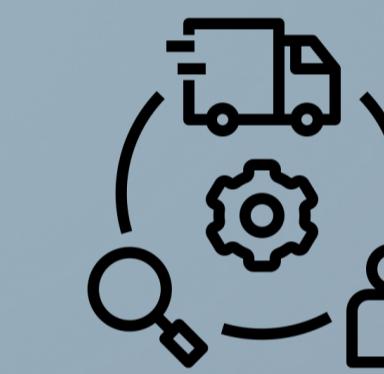
Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



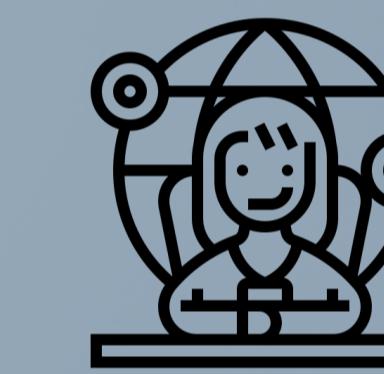
Analyse the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



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

All

customer

All

segment, category, product

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over Time



₹ 823.85M✓

LY: ₹ 267.98M (+207.43%)

Net Sales

36.49%!

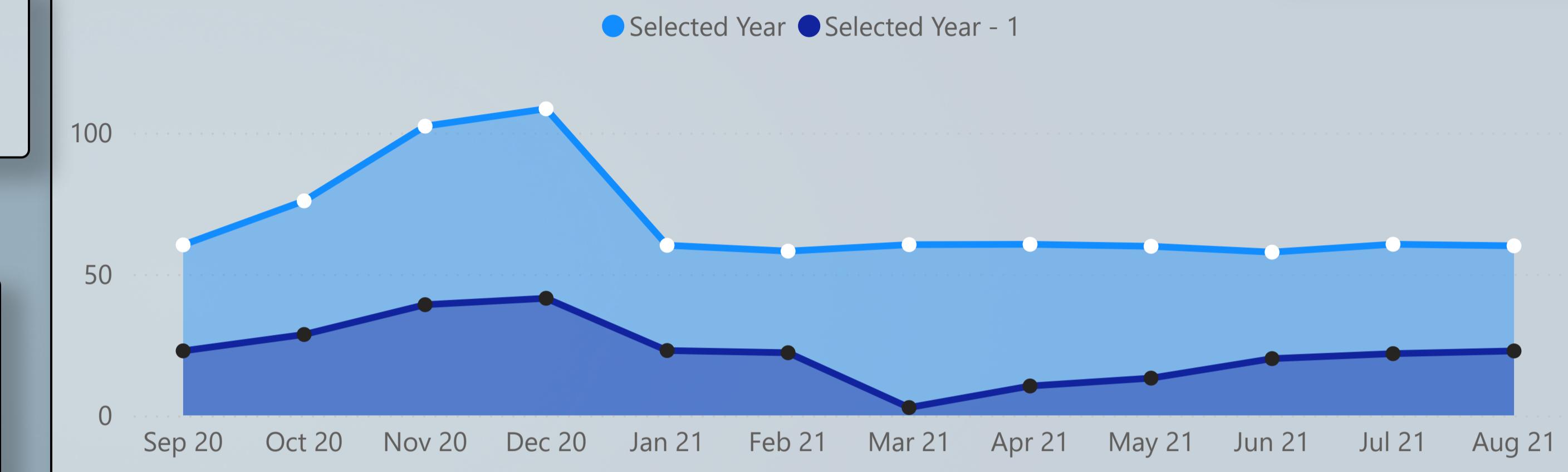
LY: 37.10% (-1.65%)

Gross Margin %

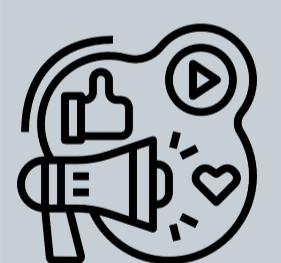
-6.63%!

LY: -0.85% (-676.38%)

Net Profit %



Profit & Loss Statement



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

Top/Bottom Products & Customers by Net Sales

market	P & L Values	P & L YoY %
India	210.67	225.48
USA	132.05	184.93
South Korea	64.01	185.97
Canada	45.89	189.24
United Kingdom	44.73	324.17
Philippines	41.88	139.94
France	37.82	252.06
China	29.87	325.40
Australia	27.60	98.51
Total	823.85	207.43

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



region, market

All

customer

All

segment, category, product

All

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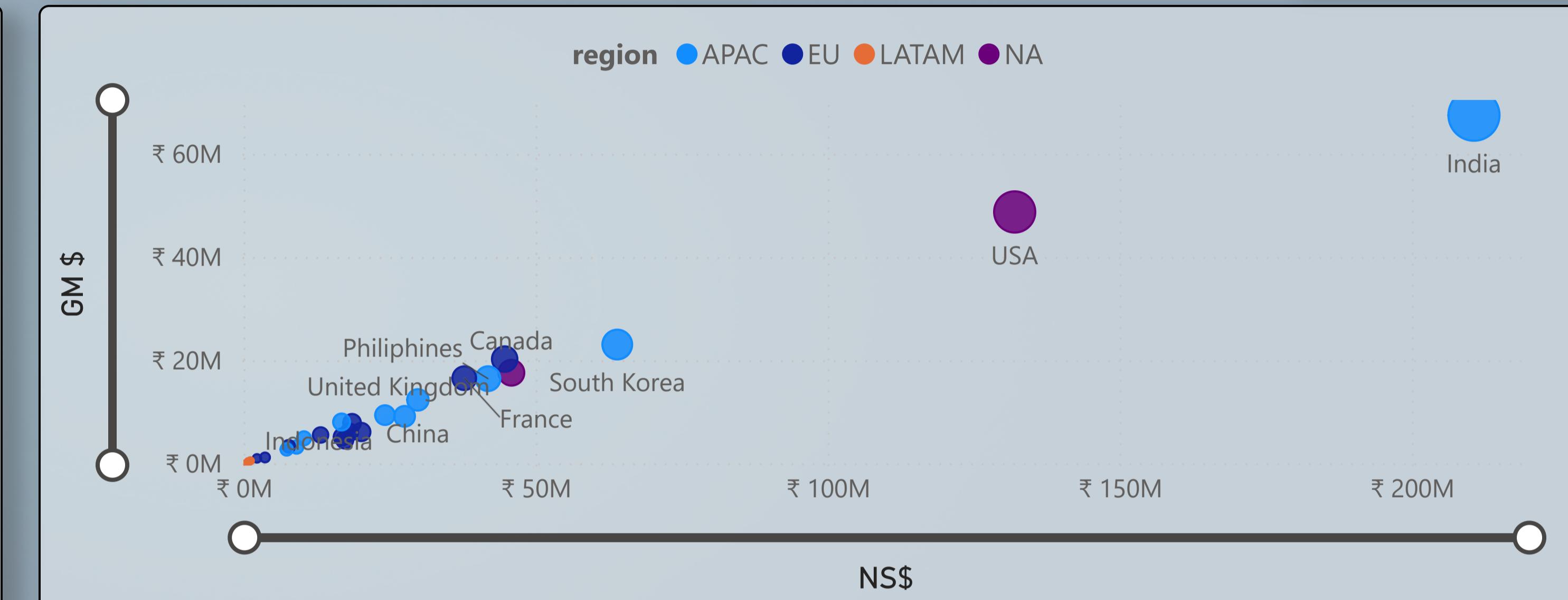
YTD

YTG

Customers Performance

customer	NS\$	GM \$	GM %
Amazon	₹ 109.03M	₹ 38.59M	35.40%
AltiQ Exclusive	₹ 69.15M	₹ 31.88M	46.10%
Atliq e Store	₹ 70.31M	₹ 26.40M	37.54%
Sage	₹ 27.07M	₹ 9.52M	35.16%
Neptune	₹ 21.00M	₹ 8.65M	41.17%
Leader	₹ 24.51M	₹ 8.34M	34.01%
Flipkart	₹ 25.25M	₹ 7.64M	30.23%
Ebay	₹ 19.87M	₹ 7.17M	36.10%
Synthetic	₹ 16.10M	₹ 6.32M	39.25%
Electricalslytical	₹ 15.64M	₹ 5.92M	37.86%
Electricalslytical	₹ 16.25M	₹ 5.66M	34.82%
Total	₹ 823.85M	₹ 300.63M	36.49%

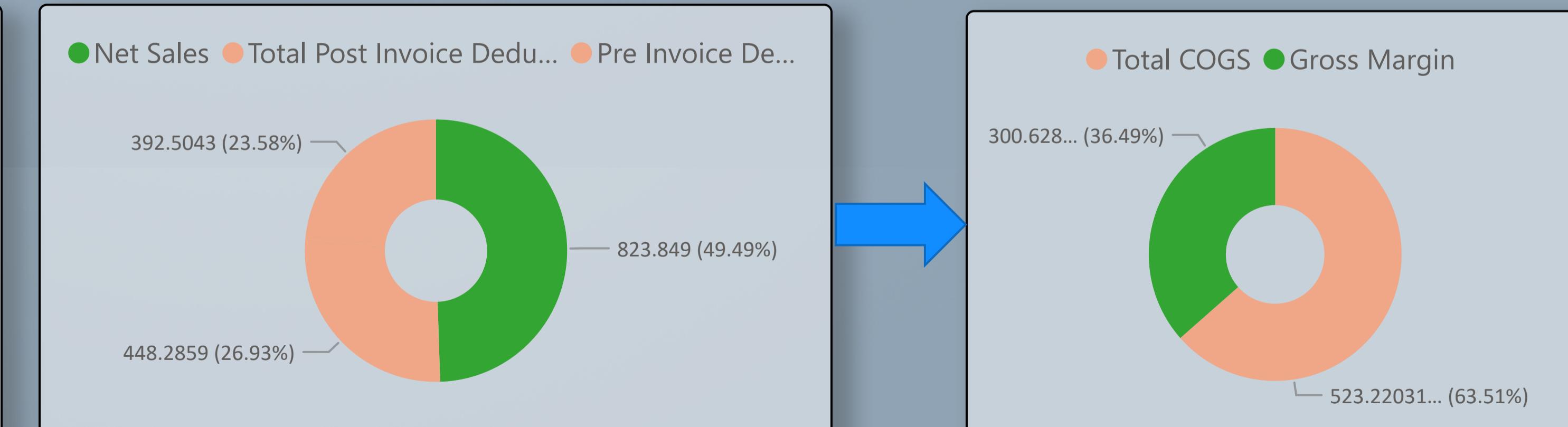
Performance Matrix



Product Performance

segment	NS\$	GM \$	GM %
Notebook	₹ 266.49M	₹ 97.12M	36.45%
Accessories	₹ 244.85M	₹ 89.30M	36.47%
Peripherals	₹ 166.51M	₹ 60.81M	36.52%
Storage	₹ 54.42M	₹ 20.00M	36.75%
Desktop	₹ 46.43M	₹ 16.79M	36.17%
Networking	₹ 45.16M	₹ 16.60M	36.75%
Total	₹ 823.85M	₹ 300.63M	36.49%

Unit Economics





region, market

All

customer

All

segment, category, product

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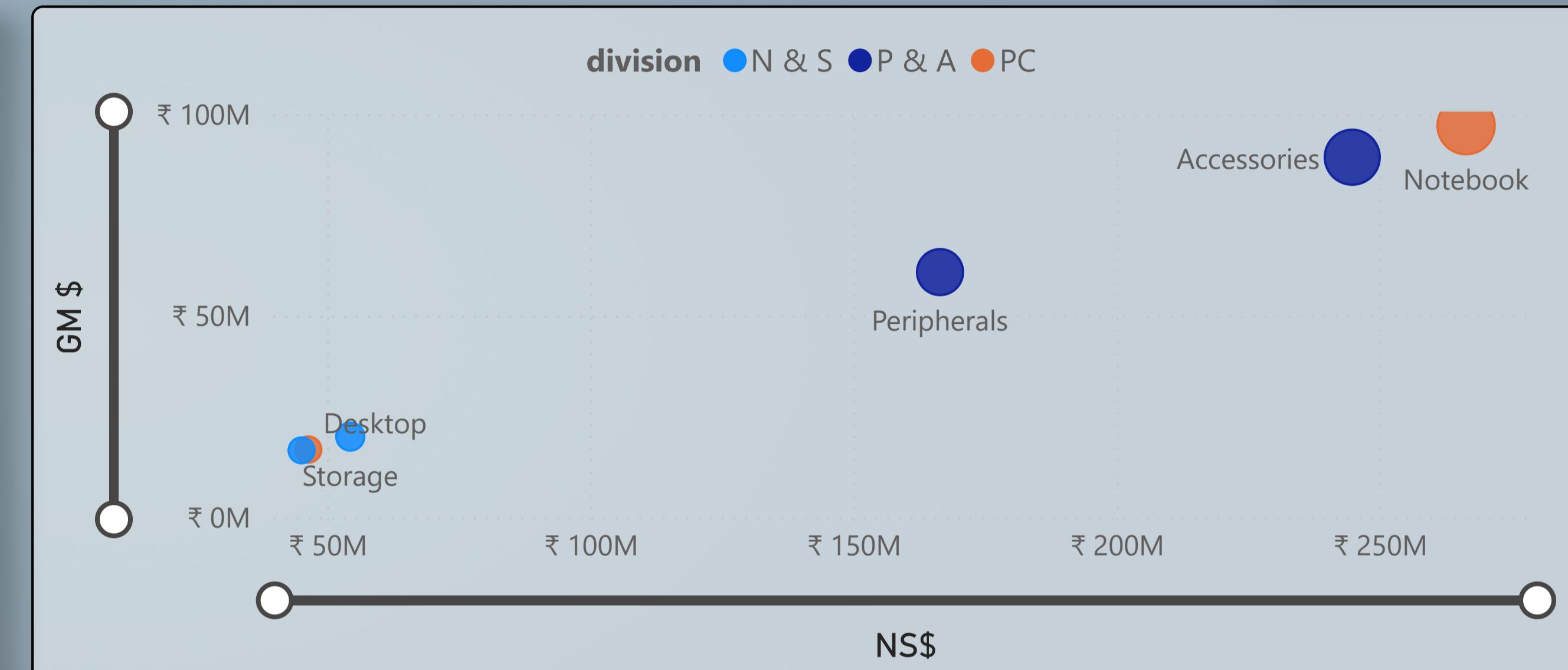
YTD

YTG

Product Performance

segment	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
Notebook	₹ 266.49M	₹ 97.12M	36.45%	17.71M₹	-6.64%
Accessories	₹ 244.85M	₹ 89.30M	36.47%	16.28M₹	-6.65%
Peripherals	₹ 166.51M	₹ 60.81M	36.52%	11.02M₹	-6.62%
Storage	₹ 54.42M	₹ 20.00M	36.75%	3.46M₹	-6.36%
Desktop	₹ 46.43M	₹ 16.79M	36.17%	3.27M₹	-7.04%
Networking	₹ 45.16M	₹ 16.60M	36.75%	2.91M₹	-6.44%
Total	₹ 823.85M	₹ 300.63M	36.49%	54.65M₹	-6.63%

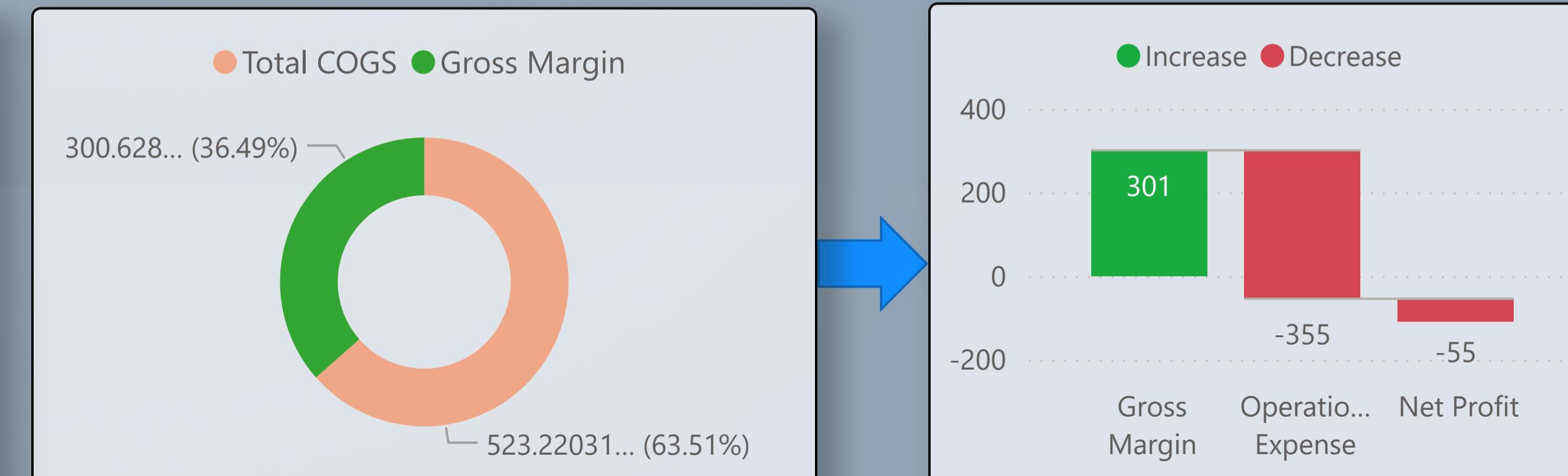
Performance Matrix

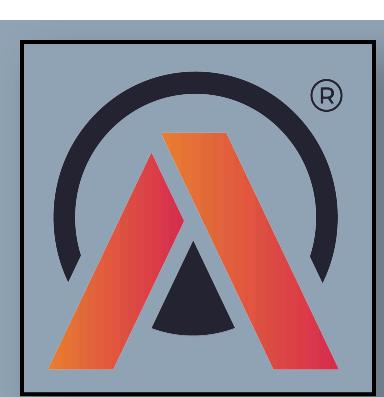


Product Performance

region	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	₹ 441.98M	₹ 156.21M	35.34%	33.33M₹	-7.54%
NA	₹ 177.94M	₹ 66.25M	37.23%	24.32M₹	-13.67%
LATAM	₹ 3.16M	₹ 1.19M	37.54%	₹ 0.20M	6.18%
EU	₹ 200.77M	₹ 76.98M	38.34%	₹ 2.81M	1.40%
Total	₹ 823.85M	₹ 300.63M	36.49%	54.65M₹	-6.63%

Unit Economics





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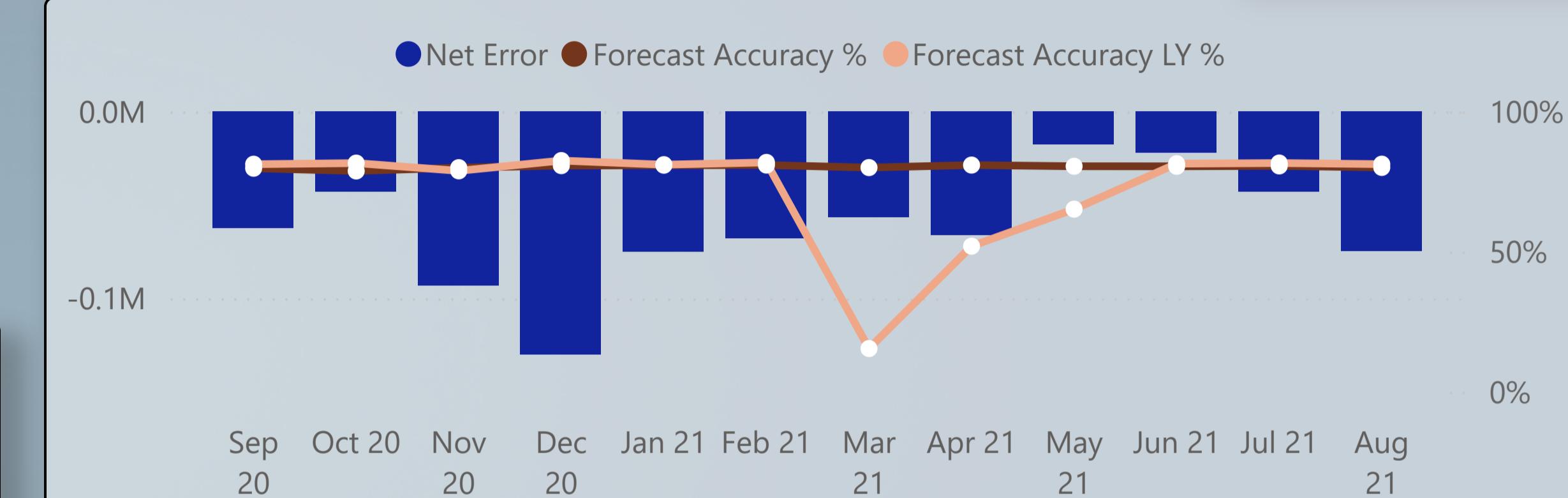
Q3

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Accuracy/Net Error Trend



Key Metrics by Customers

customer	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Atliq e Store	74.59%	55.24%	-94643	-2.30%	Out of Stock
Amazon	74.54%	48.43%	-155116	-2.35%	Out of Stock
AltiQ Exclusive	71.15%	56.78%	-191800	-5.73%	Out of Stock
Mbit	62.34%	49.13%	51220	14.05%	Excess Inventory
Euronics	60.79%	42.25%	58391	15.34%	Excess Inventory
Expert	60.67%	48.84%	69286	11.97%	Excess Inventory
Boulanger	58.77%	38.12%	81786	18.34%	Excess Inventory
UniEuro	58.22%	45.77%	173583	23.54%	Excess Inventory
Radio Popular	56.74%	50.36%	72810	15.52%	Excess Inventory
Power	56.72%	40.19%	22117	13.18%	Excess Inventory
Flawless Stores	56.29%	38.59%	20844	13.52%	Excess Inventory
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	Excess Inventory
Info Stores	55.99%	35.71%	16776	11.25%	Excess Inventory
Premium Stores	55.64%	42.85%	75214	19.87%	Excess Inventory
Sorefoz	55.21%	41.33%	22682	6.49%	Excess Inventory
Total	80.21%	72.99%	-751714	-1.52%	Out of Stock

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy LY %	Net Error	Net Error %	Risk
Networking	90.40%	52.50%	227056	8.17%	Excess Inventory
Desktop	84.37%	70.07%	16205	11.22%	Excess Inventory
Storage	83.54%	81.01%	1507656	15.77%	Excess Inventory
Peripherals	83.23%	75.18%	-318194	-5.89%	Out of Stock
Notebook	79.99%	76.65%	-51254	-3.96%	Out of Stock
Accessories	77.66%	71.42%	-2133183	-7.06%	Out of Stock
Total	80.21%	72.99%	-751714	-1.52%	Out of Stock