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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

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.

Help

Get your **issues resolved** by connecting to our support specialist.

Sales data loaded until Dec 21

Values are in Rupees and Millions

FINANCE VIEW

region, market
All

customer
All

Seg/Cat/Pro
All

2018 2019 2020 2021 **2022Est**

Q1 Q2 Q3 Q4

YTD YTG

₹ 3,736.2M!
BM: ₹ 3,807.1M (-1.86%)
Net Sales

38.08%!
BM: 38.34% (-0.66%)
GM %

-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

Profit and Loss Statement

Line Item	2022Est	BM	CHG	CHG %
Gross Sales	7,370.11			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.11			
- Post Discounts	1,243.53			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.16	3,807.09	-70.93	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.87	1,459.51	-36.65	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational_expence	-1,945.30			
Net Profit	-522.43			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Over Time

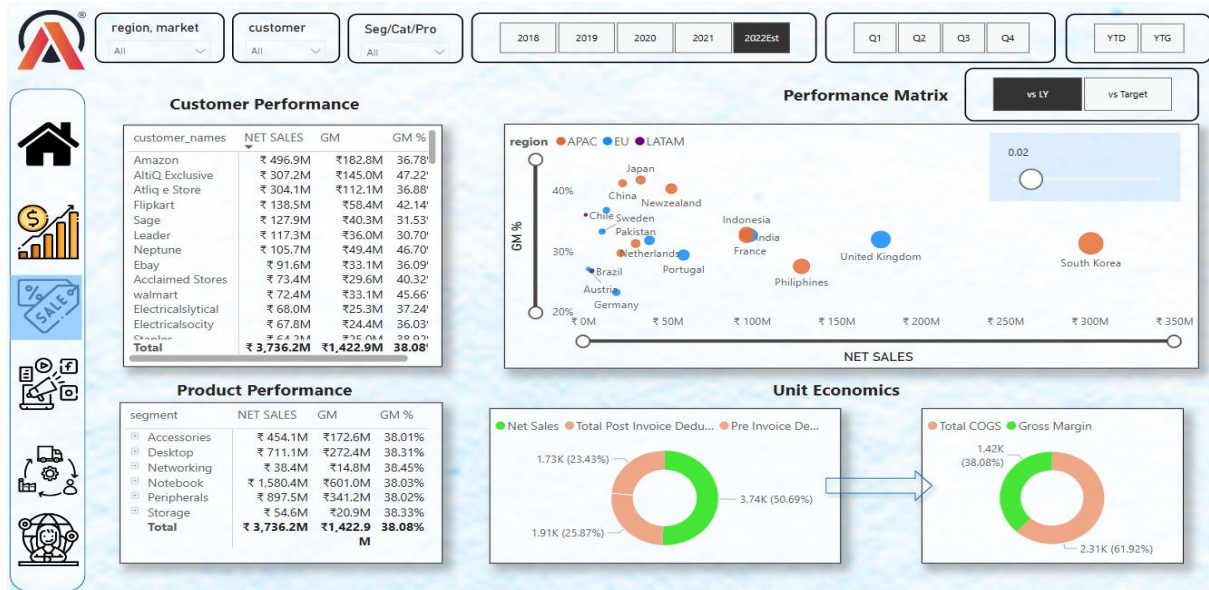
vs LY vs Target

Top/Bottom Products & Customers by Net Sales Over Time

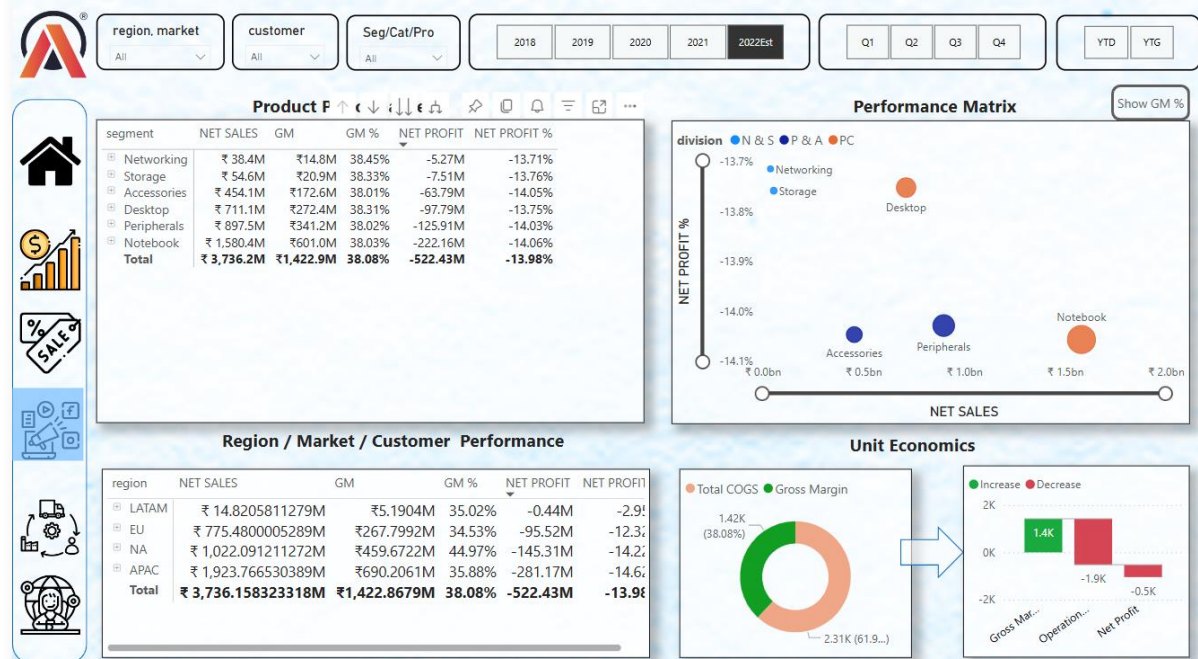
region	P & L	P & L CHG %
APAC	1,923.77	-2.48
Australia	119.33	-2.01
AltiQ Exclusive	19.42	
Amazon	17.13	
Atliq e Store	16.39	
Digimarket	18.70	
Electricalsociety	16.74	
Total	3,736.16	-1.86

segment	P & L	P & L CHG %
Accessories	454.09	
Desktop	711.08	
Networking	38.44	
Notebook	1,580.43	
Peripherals	897.53	
Storage	54.59	
Total	3,736.16	-1.86

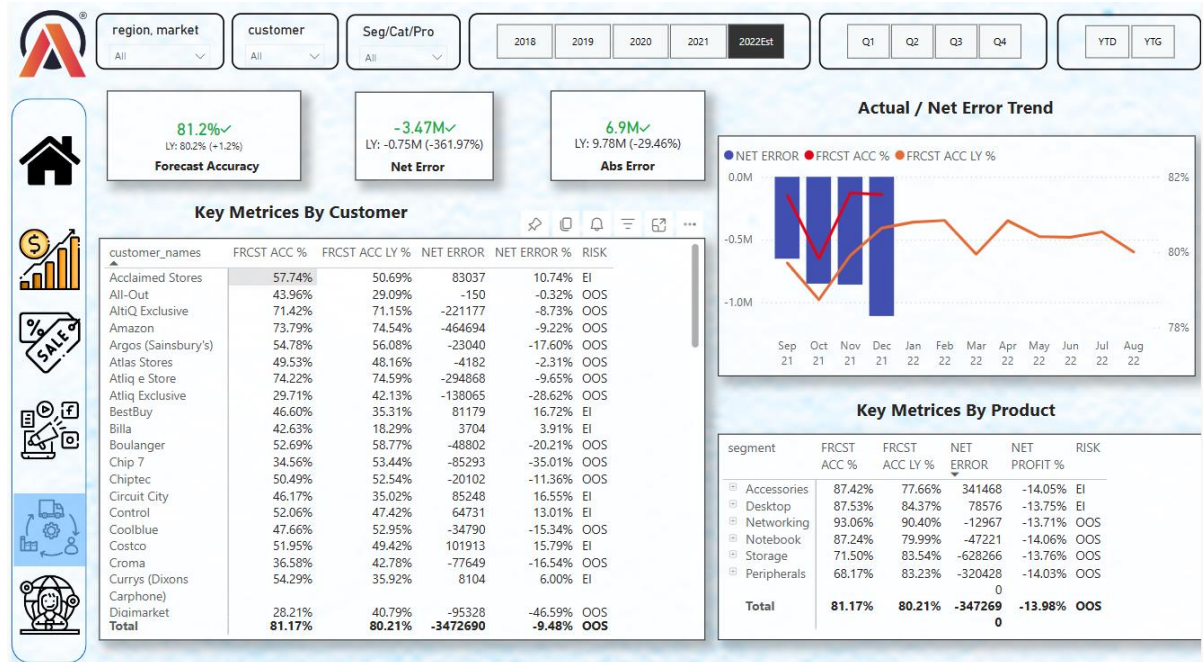
SALES VIEW



MARKETING VIEW



SUPPLY CHAIN VIEW



EXECUTIVE VIEW

