



# Business Insights 360



info



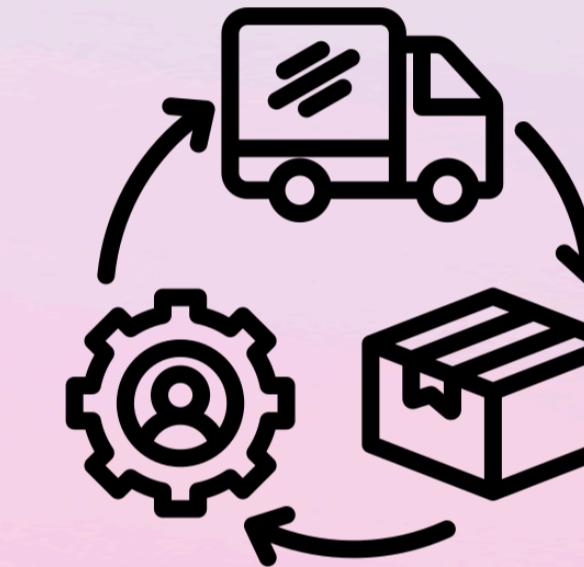
Finance View



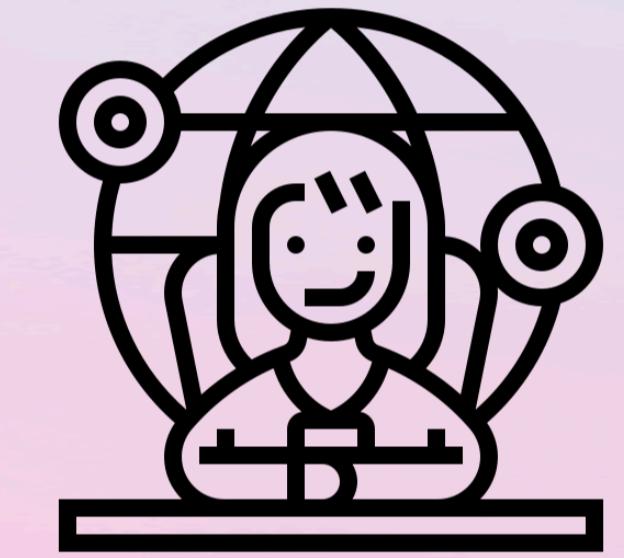
Sales View



Marketing View



Supply Chain View



Executive View

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.

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

Analyze 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.

Get your issues resolved by connecting to our support specialist.

market, region

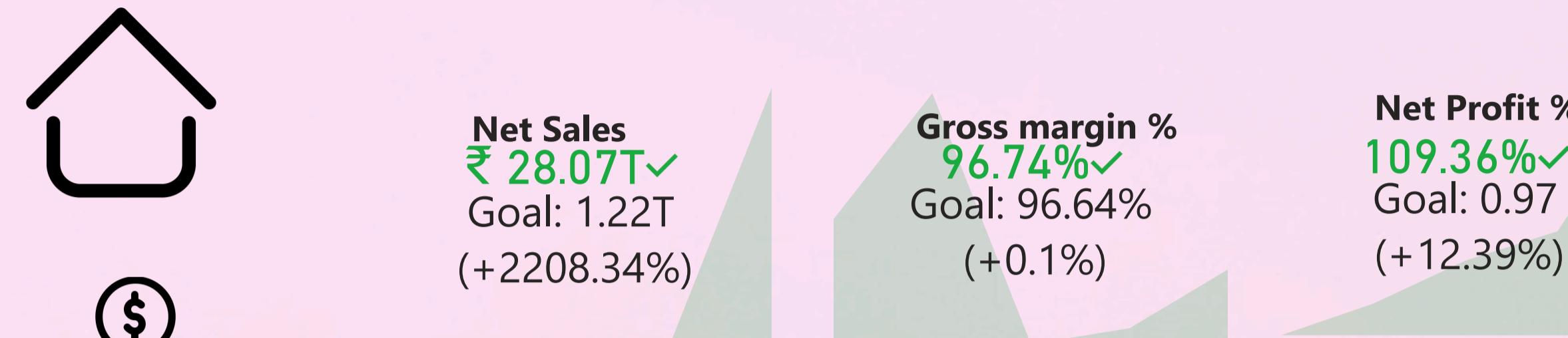
customer

segment, category,...

2018 2019 2020 2021 2022 Est

Q2 Q3 Q4 YTD YTG

vs LY vs Target



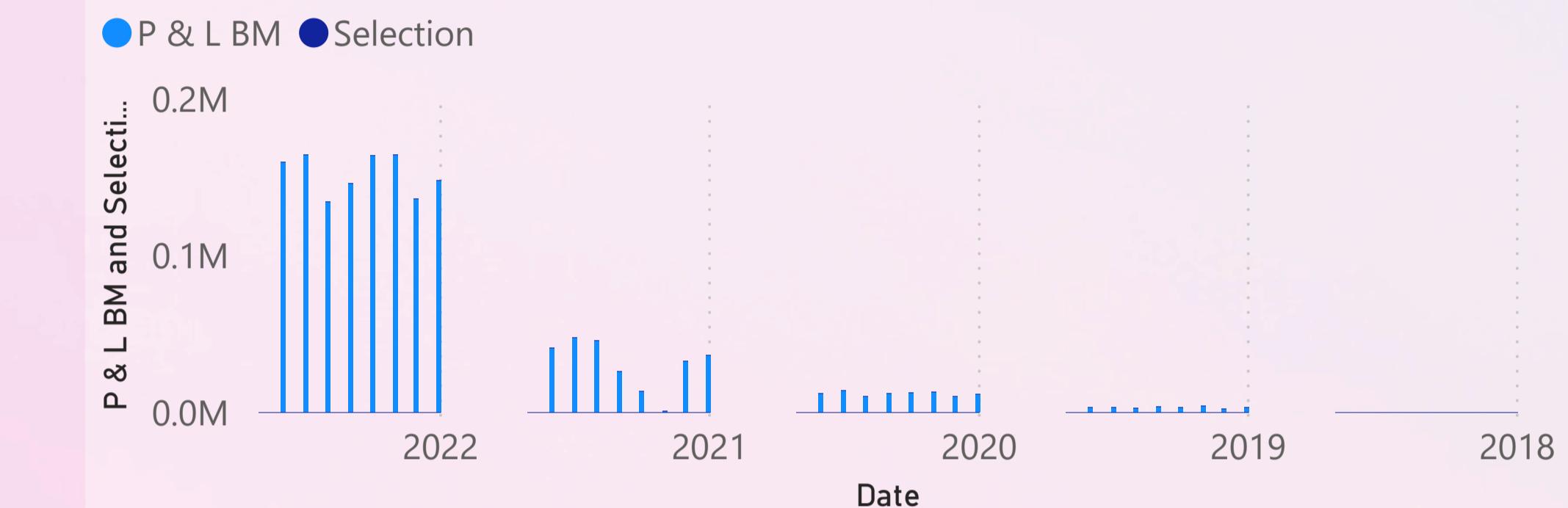
## Profit & Loss Statement

Line Item	BM	Chg	Chg %
- Freight Cost	\$42,853.11	\$746,437.16	\$1,741.85
- Manufacturing Cost	\$415.71	\$1,225.53	\$294.80
- Other Cost	\$9,430.42	\$167,924.21	\$1,780.66
- Post Deductions	\$320,198.07	\$4,824,213.12	\$1,506.63
- Post Discounts	\$560,989.91	\$9,654,727.63	\$1,721.02
Gross Margin	\$1,527,586.28	\$27,151,092.67	\$1,777.39
Gross Margin %	96.67	\$0.07	\$0.07
Gross Sales	\$1,390.56	\$4,111.46	\$295.67
Net Invoice Sales	\$2,461,473.52	\$42,545,620.33	\$1,728.46
Net Profit %	96.40	\$12.27	\$12.73
Net Sales	\$1,580,285.53	\$28,066,679.58	\$1,776.05
Operational Expense	(\$4,158.22)	\$3,543,289.42	(\$85,211.67)
Pre Invoice Deduction	(\$2,460,082.96)	(\$42,541,508.87)	\$1,729.27
Total COGS	\$52,699.25	\$915,586.91	\$1,737.38
Total Post Invoice Deduction	(\$1,819,686.81)	(\$32,893,082.62)	\$1,807.62
<b>Total</b>	<b>\$1,580,285.53</b>	<b>\$28,066,679.58</b>	<b>\$1,776.05</b>

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Earliest report refresh date

## Net Sales Performance Over Time



## Top Bottom Product & Customers by Net Sale

segment	P & L values
Accessories	\$1,508,325.54
Desktop	\$9,136,119.48
Networking	\$332,626.68
Notebook	\$10,389,869.54
Total	<b>\$29,646,965.11</b>

region	P & L values	P & L YoY Chg %
NA	\$8,567,055.94	267479%
APAC	\$19,608,015.49	157469%
EU	\$1,462,402.52	136616%
LATAM	\$9,491.16	89629%
<b>Total</b>	<b>\$29,646,965.11</b>	<b>177605%</b>

Sales data loaded until :Dec 21

market, region  
Allcustomer  
Allsegment, category,...  
All

2018

2019

2020

2021

2022  
Est

Q2

Q3

Q4

YTD

YTG

## Customer Performance

customer	NS \$	GM \$	GM %
Nova	\$528,681,464	\$509,454,871	96.36%
All-Out	\$4,868,459,409	\$4,689,743,621	96.33%
Electricalsbea Stores	\$4,906,079,136	\$4,727,932,417	96.37%
Unity Stores	\$5,883,420,625	\$5,725,510,580	97.32%
Electricalslance Stores	\$7,714,993,399	\$7,464,971,986	96.76%
Info Stores	\$8,615,370,240	\$8,330,875,293	96.70%
Flawless Stores	\$8,646,669,641	\$8,370,915,142	96.81%
Power	\$9,000,645,137	\$8,740,906,317	97.11%
Electricalsara Stores	\$9,157,946,933	\$8,893,328,445	97.11%
Argos (Sainsbury's)	\$11,693,129,838	\$11,357,221,755	97.13%
Saturn	\$12,050,677,193	\$11,645,192,697	96.64%
Otto	\$12,676,591,893	\$12,250,233,354	96.64%
Integration Stores	\$12,835,368,153	\$12,453,030,222	97.02%
Total	<b>\$29,646,965,108,993</b>	<b>\$28,678,678,956,457</b>	<b>96.73%</b>

## Performance Matrix

region ● APAC ● EU ● LATAM ● NA



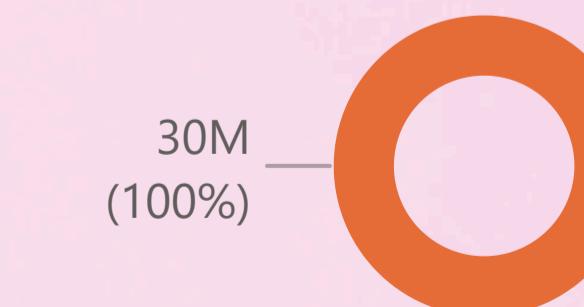
## Unit Economies

segment	NS \$	GM \$	GM %
Notebook	\$10,389,869,538,426	\$10,050,571,294,418	96.73%
Desktop	\$9,136,119,477,545	\$8,838,037,498,190	96.74%
Peripherals	\$8,063,509,837,640	\$7,800,243,691,009	96.74%
Accessories	\$1,508,325,540,178	\$1,458,715,745,682	96.71%
Networking	\$332,626,678,891	\$321,729,369,498	96.72%
Total	<b>\$29,646,965,108,993</b>	<b>\$28,678,678,956,457</b>	<b>96.73%</b>

## Product Performance

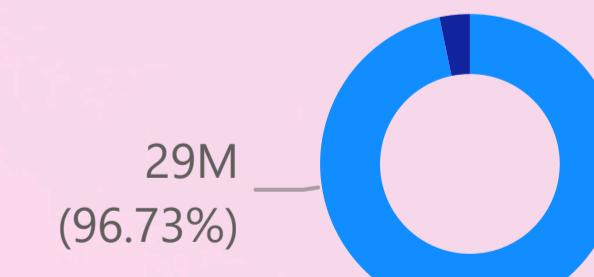
### P & L values by Description

● Net Sales ● Total Pos... ● Pre Invo...



### P & L values by Description

● Gross Margin ● Total COGS



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Earliest report refresh date

Sales data loaded until :Dec 21



market, region

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022  
Est

Q2

Q3

Q4

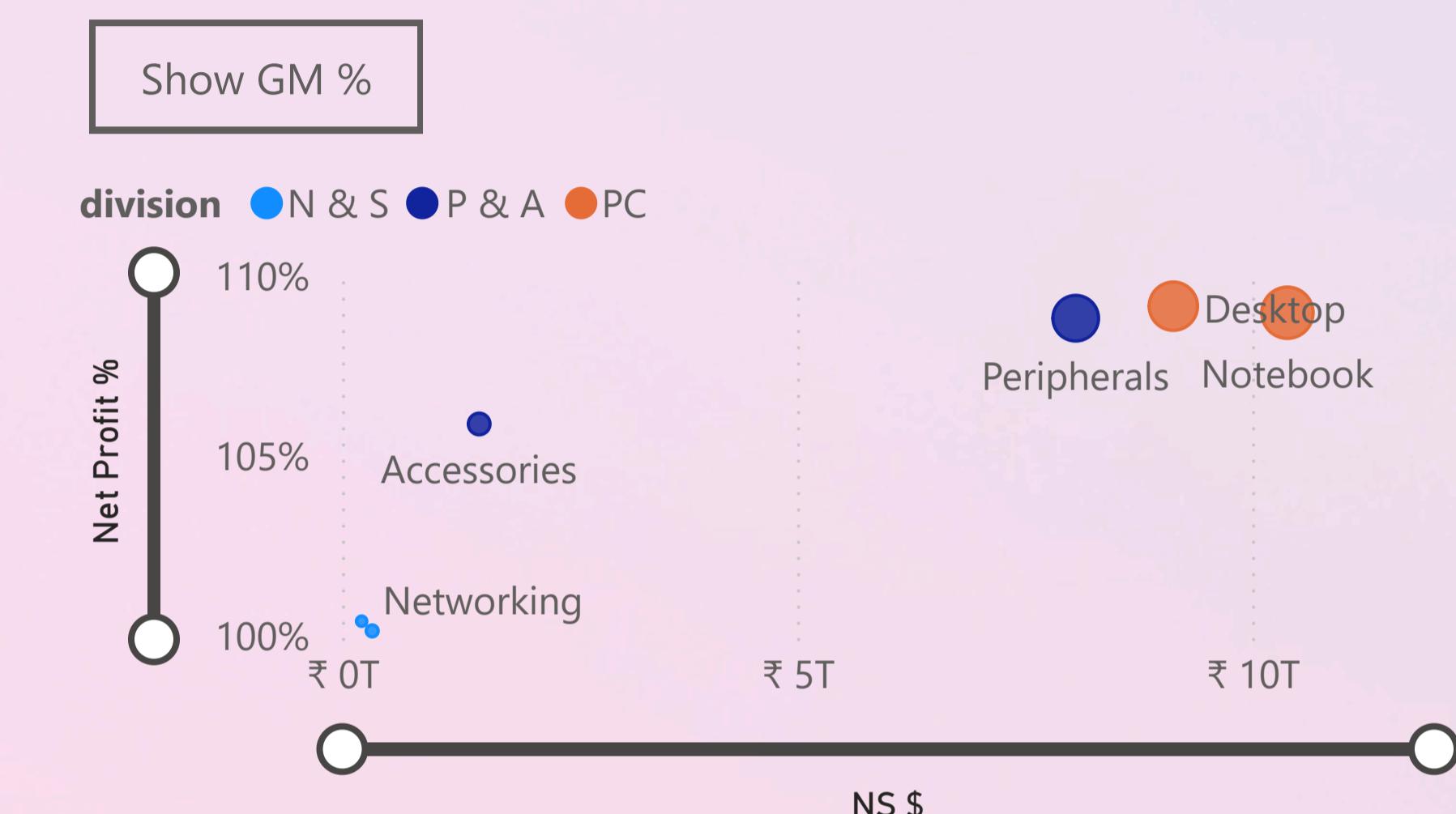
YTD

YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Notebook	\$10,389,869,538,426	\$10,050,571,294,418	96.73%	\$11,322,392,388,705	108.98%
+ Desktop	\$9,136,119,477,545	\$8,838,037,498,190	96.74%	\$9,972,722,661,470	109.16%
+ Peripherals	\$8,063,509,837,640	\$7,800,243,691,009	96.74%	\$8,774,992,114,467	108.82%
+ Accessories	\$1,508,325,540,178	\$1,458,715,745,682	96.71%	\$1,597,160,875,188	105.89%
+ Networking	\$332,626,678,891	\$321,729,369,498	96.72%	\$333,121,871,107	100.15%
+ Storage	\$216,514,036,313	\$209,381,357,659	96.71%	\$217,420,241,434	100.42%
<b>Total</b>	<b>\$29,646,965,108,993</b>	<b>\$28,678,678,956,457</b>	<b>96.73%</b>	<b>\$32,217,810,152,372</b>	<b>108.67%</b>

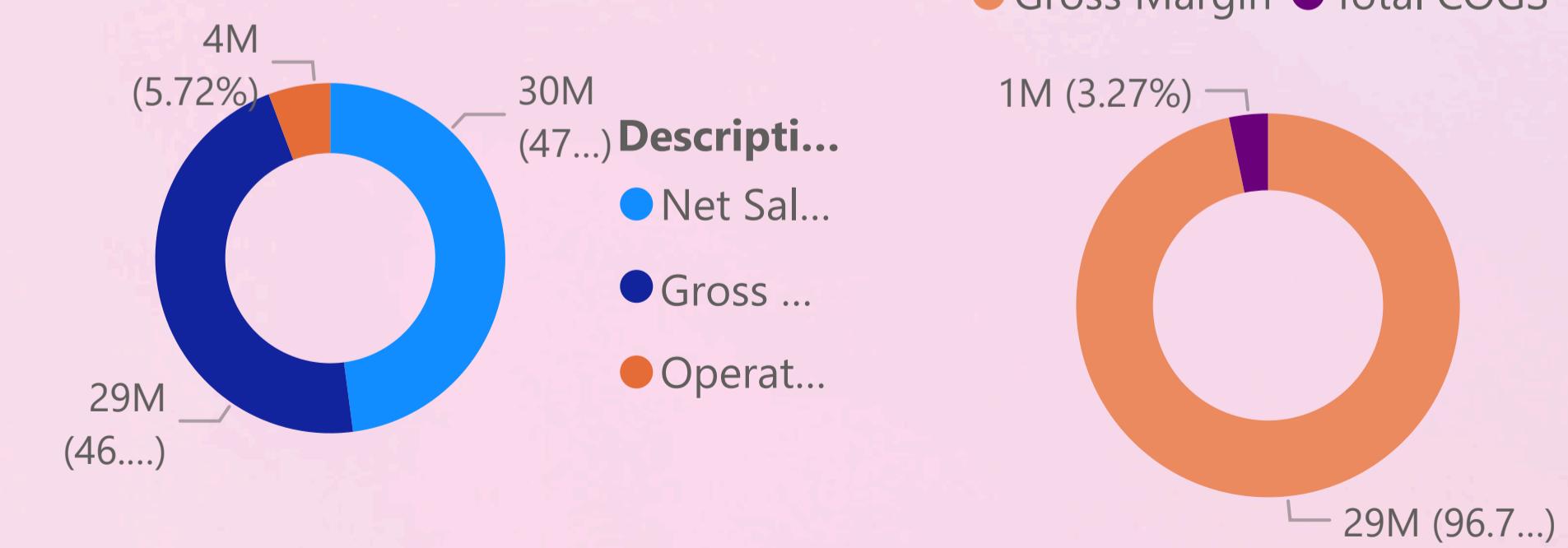
## Performance Matrix



## Region/Market/Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	N
+ APAC	\$19,608,015,490,055	\$18,978,984,140,871	96.79%	\$19,880,450,231,558.38	
+ EU	\$1,462,402,518,382	\$1,416,623,519,546	96.87%	\$1,474,634,007,230.28	
+ LATAM	\$9,491,161,007	\$9,149,572,549	96.40%	\$9,014,108,352.38	
+ NA	\$8,567,055,939,549	\$8,273,921,723,491	96.58%	\$10,853,711,805,230.62	

## P & L Values by Description



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Earliest report refresh date

Sales data loaded until :Dec 21

market, region  
Allcustomer  
Allsegment, category,...  
All

2018

2019

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2022  
Est

Q2

Q3

Q4

YTD

YTG

## Forecast Accuracy

(Blank)✓  
Goal: -394.99  
(+100%)

## Net Error

(Blank)!  
Goal: -422.95K (-100%)

## Abs Error

(Blank)✓  
Goal: 11340906.56K  
(+100%)

## Net Sales Performance Over Time



## Key Metrics by Customers

customer	Forecast Accuracy %	Net Error	Risk
Acclaimed Stores	-39598%	4923748700%	EI
All-Out	-39600%	4997079900%	EI
AltiQ Exclusive	-39593%	4671921000%	EI
Amazon	-39585%	4262077300%	EI
Argos (Sainsbury's)	-39600%	4984016400%	EI
Atlas Stores	-39600%	4981857600%	EI
Atliq e Store	-39591%	4530975900%	EI
Atliq Exclusive	-39599%	4931573000%	EI
BestBuy	-39599%	4955795700%	EI
Billa	-39600%	4990024300%	EI
Boulanger	-39599%	4973692800%	EI
Chip 7	-39599%	4965441300%	EI

## Top / Bottom Products &amp; Customers by Net Sales

segment	Forecast Accuracy %	Net Error	Risk
[+]		5000632700%	EI
[+] Accessories	-11440%	1983068300%	EI
[+] Desktop	-3100%	4993135500%	EI
[+] Networking	-793%	4673123200%	EI
[+] Notebook	-12798%	4881754600%	EI
[+] Peripherals	-8289%	4471645700%	EI
[+] Storage	-2584%	4209211200%	EI
<b>Total</b>	<b>-39504%</b>	<b>208775000%</b>	<b>EI</b>

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Sales data loaded until :Dec 21

# NS & GM % For

NS \$ GM %

₹ 20T

NS \$

₹ 10T

₹ 0T

0.97

GM %

1 Septe...

1 October

1 Novem...

1 Decem...

1 January

1 February

1 March

1 April

1 May

1 June

1 July

1 August

Month



market, region

All

customer

All

segment, category,...

All

2018

2019

2020

2021

2022  
Est

Q2

Q3

Q4

YTD

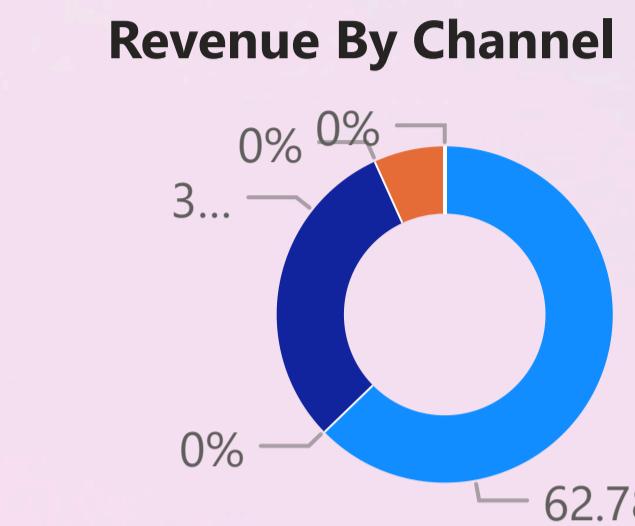
YTG

**Net Sales**  
₹ 28.07T ✓  
Goal: (Blank)  
(+Infinity%)

**Gross margin %**  
96.74% ✓  
Goal: (Blank)  
(+Infinity%)

**Net Profit %**  
109.36% ✓  
Goal: (Blank)  
(+Infinity%)

**Forecast Accuracy**  
(Blank) ✓  
Goal: -394.99  
(+100%)



### Profit & Loss Statement

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net error %	Risk
ROA	\$10,304,664,170,947.86	34.8%	97.08%	102.9%	2.3%	78.3%	EI
India	\$8,961,147,640,859.19	30.2%	96.46%	99.1%	2.3%	72.4%	EI
NA	\$8,567,055,939,549.28	28.9%	96.58%	126.7%	2.3%	79.3%	EI
NE	\$1,099,715,298,541.12	3.7%	96.84%	101.9%	2.3%	89.2%	EI
SE	\$362,687,219,840.89	1.2%	96.96%	97.7%	2.3%	90.4%	EI
ANZ	\$342,203,678,247.91	1.2%	96.81%	115.4%	2.3%	95.1%	EI
LATAM	\$9,491,161,006.67	0.0%	96.40%	95.0%	2.3%	99.4%	EI
<b>Total</b>	<b>\$29,646,965,108,992.92</b>	<b>100.0%</b>	<b>96.73%</b>	<b>108.7%</b>	<b>2.3%</b>	<b>4.2%</b>	<b>EI</b>

### Top Bottom Product & Customers by Net Sale

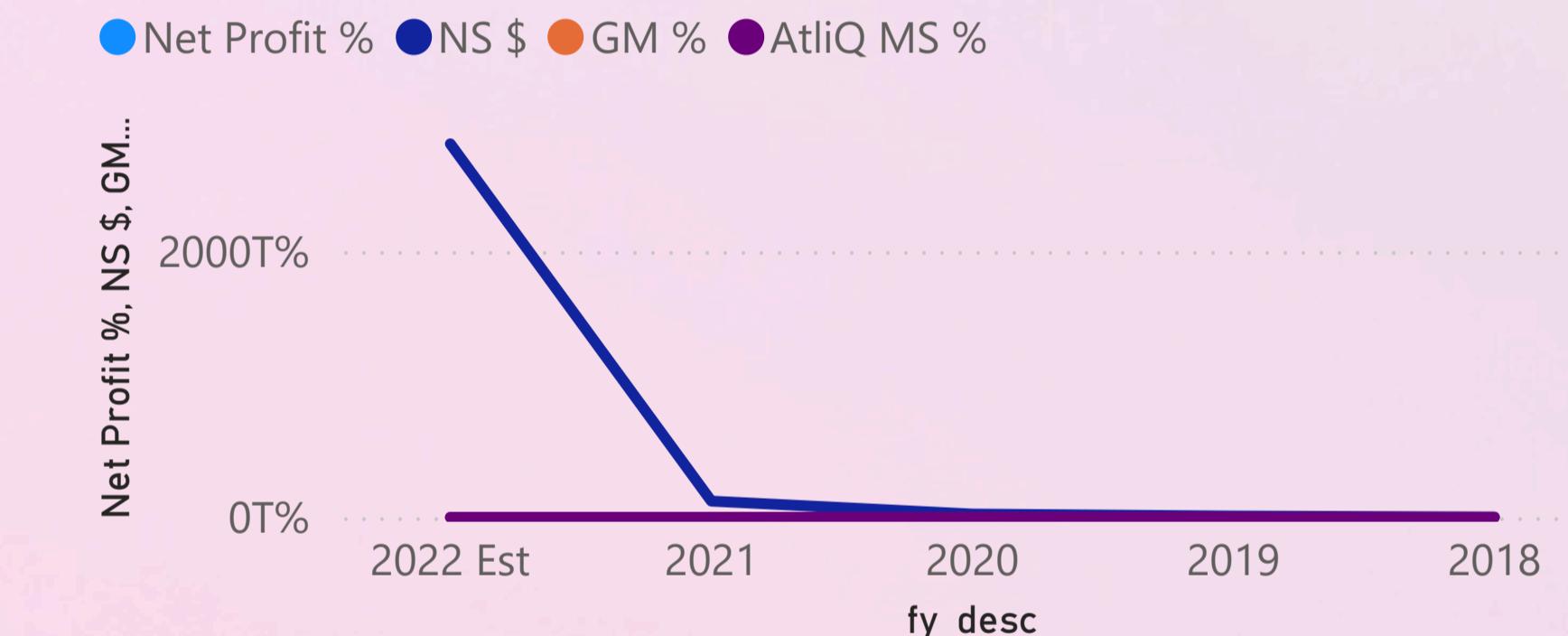
customer	RC %	GM %
Amazon	14.88%	96.60%
Atliq e Store	4.96%	96.72%
Flipkart	4.81%	96.53%
Leader	11.32%	97.29%
Sage	12.66%	97.28%
<b>Total</b>	<b>48.64%</b>	<b>96.94%</b>

product	RC %	GM %
AQ BZ Allin1	5.38%	96.72%
AQ BZ Allin1 Gen 2	7.93%	96.74%
AQ Electron 3 3600 Desktop Processor	6.47%	96.74%
AQ Home Allin1	6.95%	96.72%
AQ HOME Allin1 Gen 2	10.56%	96.75%
<b>Total</b>	<b>37.29%</b>	<b>96.74%</b>

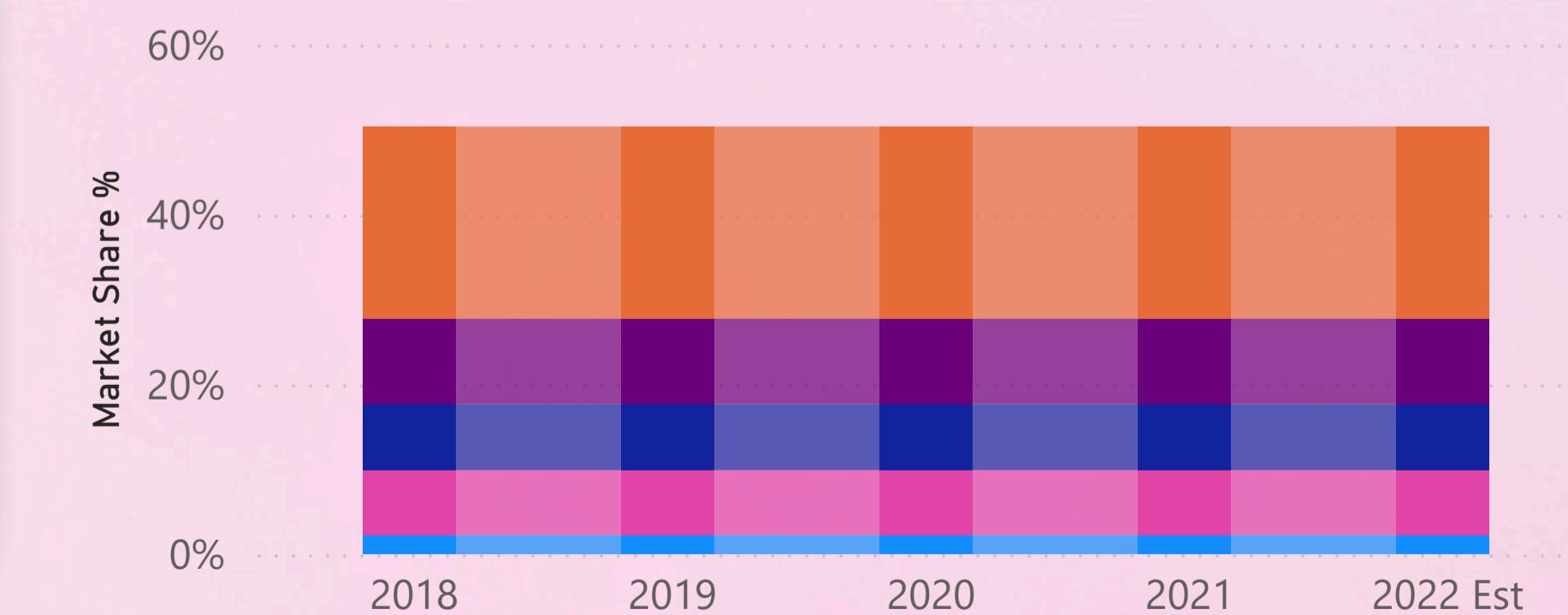
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### Net Sales Performance Over Time



### Market Share % by Manufacturer



Sales data loaded until :Dec 21

sub\_zone

ANZ

India

LATAM

NA

NE

ROA

SE

Manufacturer atliq bp dale innovo pacer

