

# Business Insights 360





# Business Insights 360



## Info

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



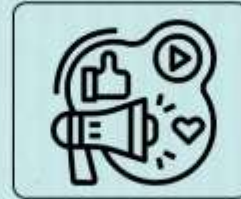
## Finance

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

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

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.



## Business Insights 360

1. All the system data in tool is refreshed every month on the 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational expense and Market Share are refreshed on request.
4. For FAQs [click here](#).





region, market customer segment, c...  
All ▼ All ▼ All ▼

2018 2019 2020 2021 2022... Q1 Q2 Q3 Q4 ytd ytg

vs LY vs Target

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

**38.08%** ✓  
BM: 36.49% (+4.37%)  
**GM%**

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

Profit and Loss Statement

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

Net Sales Performance over time



Top/Bottom products & customers by Net Sales

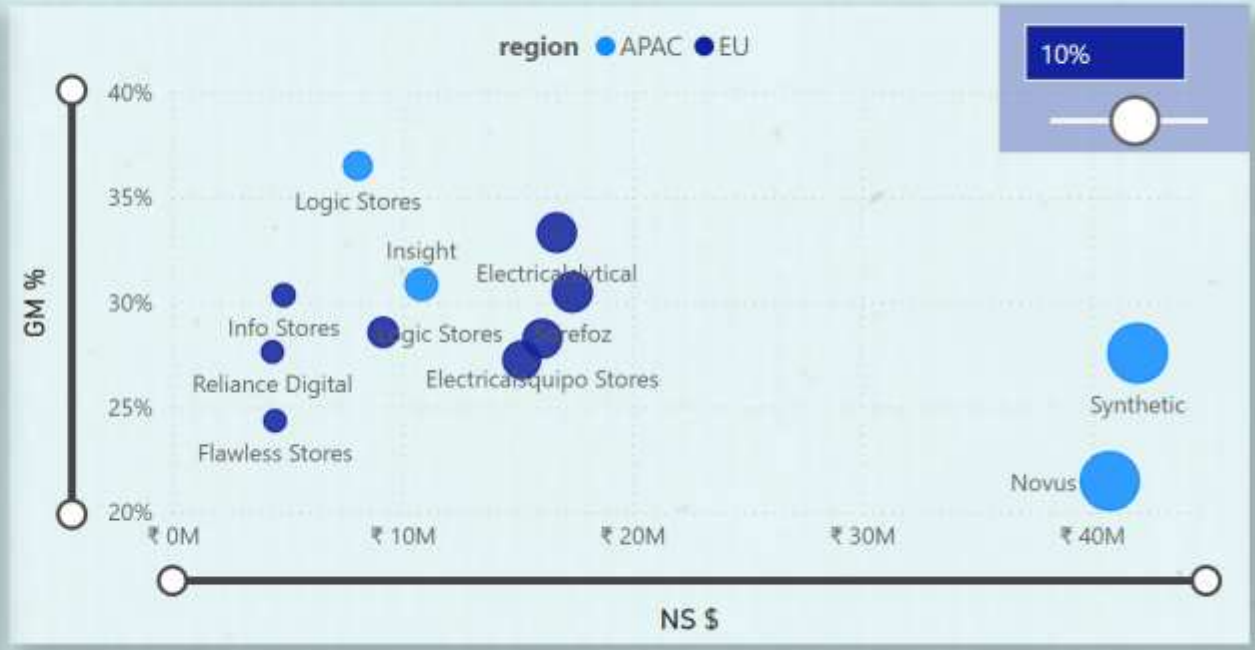
region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
⊕ NA	1,022.09	474.40	⊕ Storage	54.59	0.32
⊕ LATAM	14.82	368.40	⊕ Peripherals	897.54	439.03
⊕ EU	775.48	286.26	⊕ Notebook	1,580.43	493.06
⊕ APAC	1,923.77	335.27	⊕ Networking	38.43	-14.89
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>	⊕ Desktop	711.08	1,431.55
			⊕ Accessories	454.10	85.46
			<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>



### Customer Performance

customer	NS \$	GM \$	GM %
Nova	₹ 1.71M	₹ 0.52M	30.20%
All-Out	₹ 4.41M	₹ 1.68M	38.17%
Unity Stores	₹ 6.29M	₹ 2.13M	33.91%
Otto	₹ 6.47M	₹ 1.56M	24.16%
Saturn	₹ 6.49M	₹ 1.72M	26.49%
Notebillig	₹ 6.66M	₹ 1.52M	22.81%
Billa	₹ 6.82M	₹ 1.62M	23.80%
Electricalsbea Stores	₹ 6.95M	₹ 2.72M	39.08%
Flawless Stores	₹ 9.07M	₹ 3.18M	35.05%
Info Stores	₹ 9.08M	₹ 3.21M	35.38%
Electricalslance Stores	₹ 9.17M	₹ 2.62M	28.56%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%

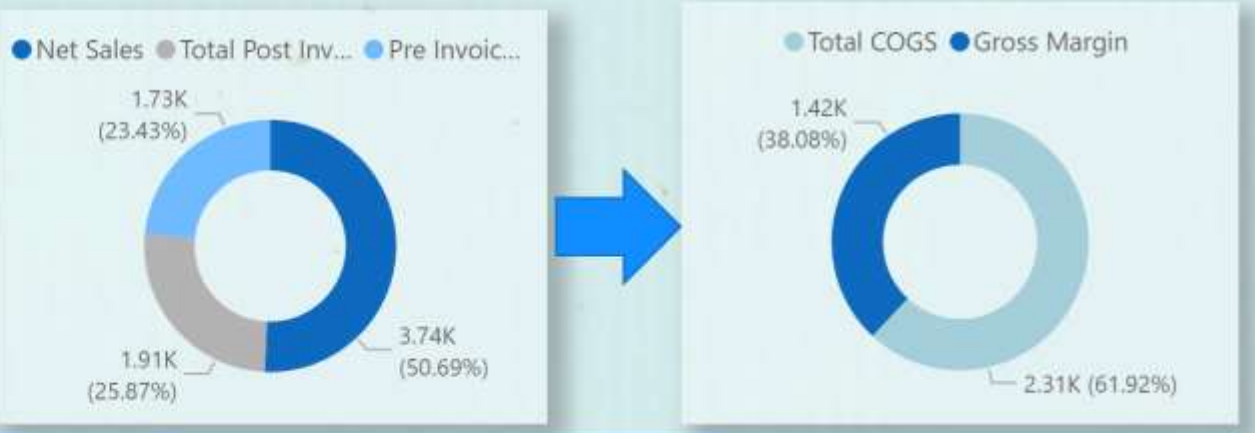
### Performance Matrix



### Product Performance

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

### Unit Economics







Show GM %

Product Performance

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%
Accessorie	₹ 454.10M	₹ 172.61M	38.01%	-63.78M	-14.05%
Storage	₹ 54.59M	₹ 20.93M	38.33%	-7.51M	-13.76%
Networkin	₹ 38.43M	₹ 14.78M	38.45%	-5.27M	-13.72%
Total	₹ 3,736.17M	₹ 1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix



Region/Market/Customer Performance

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

Unit Economics





region, ma...

customer

segment, c...

2018

2019

2020

2021

2022...

Q1

Q2

Q3

Q4

ytd

ytg

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

-3472.69K✓

LY: -751.71K (-361.97%)

Net Error

6899.04K✓

LY: 9780.74K (-29.46%)

Net Profit %

## Key Metrics By Customer

customer	forecast accuracy %	Forecast Accuracy % LY	Net error	Net error percentage	Risk
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Boulangier	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Digimarket	28.21%	40.79%	-95328	-46.59%	OOS
Ebay	52.27%	50.49%	-19127	-2.02%	OOS
Electricalsara Stores	48.62%	52.02%	-11256	-11.41%	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	-9.56%	OOS
Electricalslance Stores	41.07%	54.69%	-39358	-41.89%	OOS
Electricalslytical	45.55%	50.82%	-102814	-16.07%	OOS
Electricalslytical	36.38%	50.35%	-334326	-34.43%	OOS
Total	81.17%	80.21%	-347269	-9.48%	OOS

0

## Accuracy/Net Error Trend



## Key Metrics By Products

segment	forecast accuracy %	Forecast Accuracy % LY	Net error	Net error percentage	Risk
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-320428	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Total	81.17%	80.21%	-347269	-9.48%	OOS

0





₹ 3.74bn✓

LY: 823.85M

(+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

GM%

-13.98%!

LY: -6.63% (-110.79%)

Net Profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy %

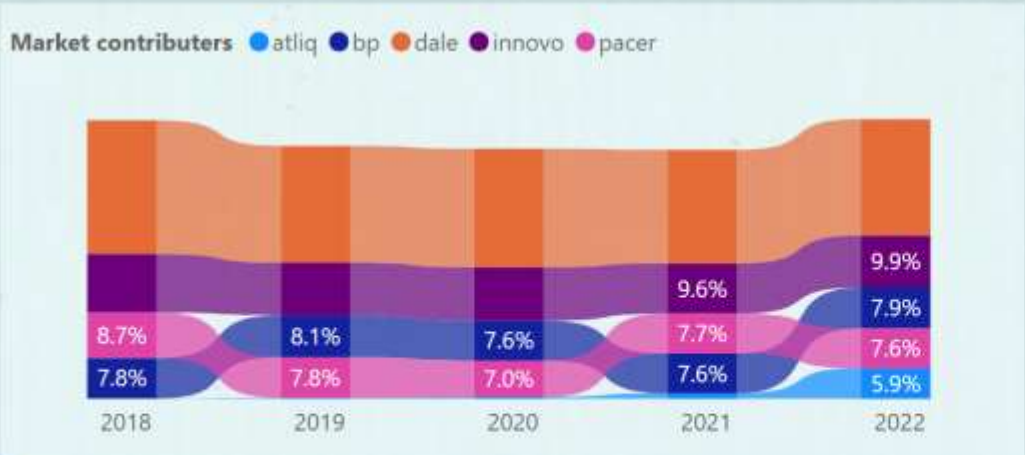
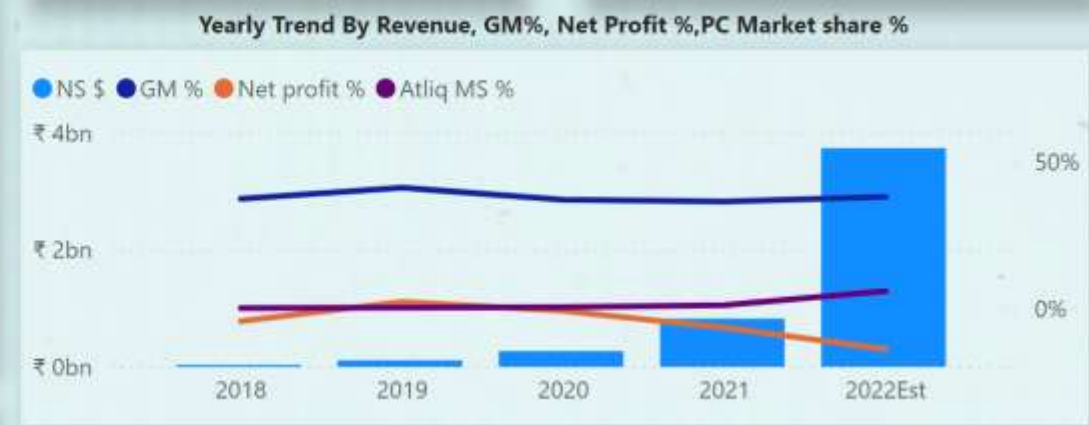
vs LY

vs Target



Key Insights By Sub-Zone

Sub zone	NS \$	GM %	RC %	Atliq MS %	Net profit %	Net error %	Risk
LATAM	₹ 14.8M	35.0% ↓	0.4%	0.3%	-2.9%	3.4%	EI
NA	₹ 1,022.1M	45.0%	27.4%	4.9%	-14.2%	14.4%	EI
ANZ	₹ 189.8M	43.5%	5.1%	1.4%	-7.4%	-37.6%	OOS
India	₹ 945.3M	35.8%	25.3%	13.3%	-23.0%	-24.4%	OOS
NE	₹ 457.7M	32.8% ↓	12.3%	6.8%	-18.1%	-4.6%	OOS
ROA	₹ 788.7M	34.2% ↓	21.1%	8.3%	-6.3%	-4.6%	OOS
SE	₹ 317.8M	37.0% ↓	8.5%	16.4%	-4.0%	-55.5%	OOS
Total	₹ 3,736.2M	38.1%	100.0%	5.9%	-14.0%	-9.5%	OOS



Top 5 Customers

customer	RC %	GM %
Sage	3.42%	31.53% ↓
Flipkart	3.71%	42.14%
Atliq e Store	8.14%	36.88% ↓
Amazon	13.30%	36.78%
AltIQ Exclusive	9.67%	46.01%
Total	38.23%	39.19%

Top 5 Products

product	RC %	GM %
AQ Smash 2	4.13%	37.40%
AQ Smash 1	3.81%	37.43% ↓
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Home Allin1	4.13%	38.71%
AQ BZ Allin1 Gen 2	5.42%	38.51%
Total	23.19 %	38.06%