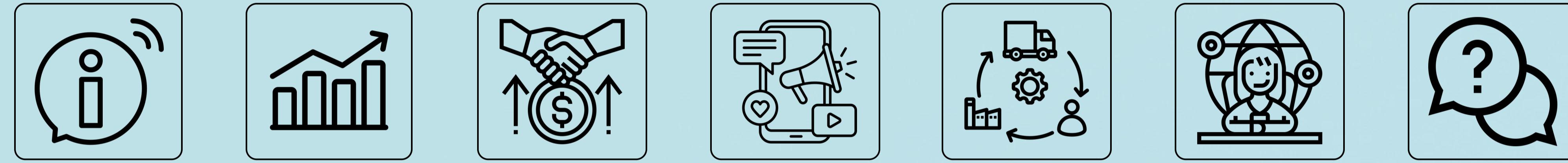




Business Intelligence 360



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.

Support

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



region, market

All

customer

All

segment, category, product

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022

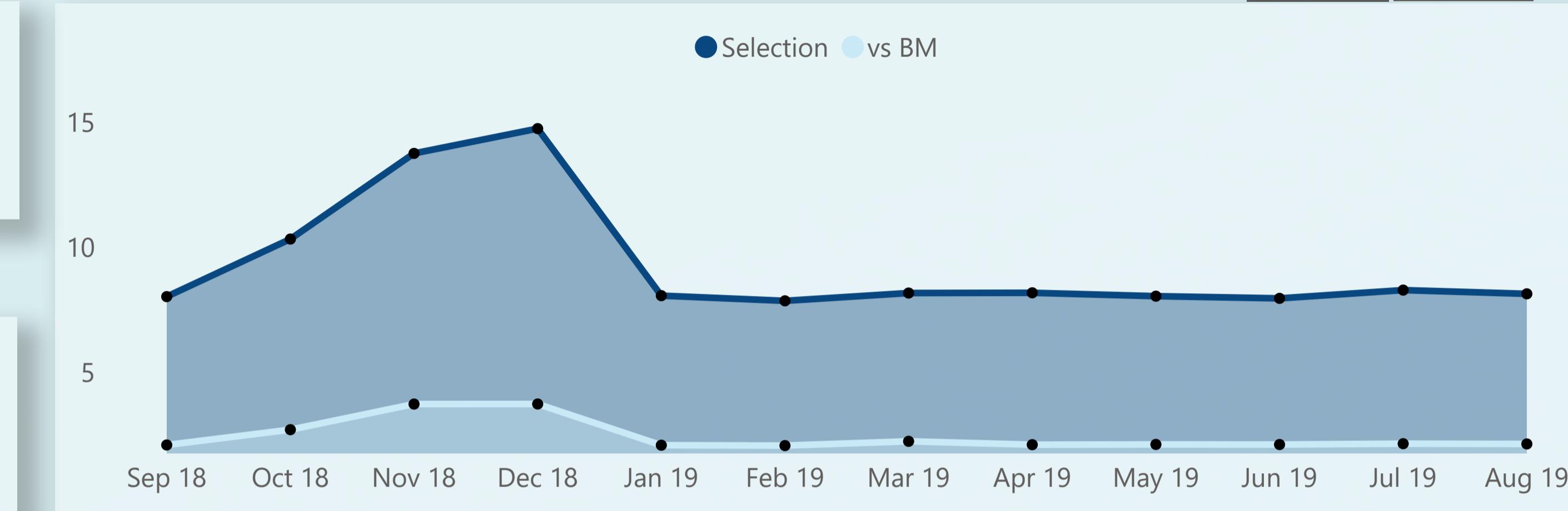
YTD

YTG

vs LY

vs Target

Net Sales performance over time



Profit and Loss Statement

Line Item	2019	BM	Chg	Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Top/Bottom products & customers by Net Sales

region	P & L values	P & L change %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
na	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L change %
Storage	13.84	633.77
Networking	17.36	436.97
Peripherals	19.73	159.47
Accessories	28.04	213.09
Notebook	32.40	336.01
Total	111.37	282.57

BM = Benchmark , LY = Last year , YTD = Year to Date , YTG = Year to Go , Chg = Change , Q = Quarter

region, market
Allcustomer
Allsegment, category, product
All

Q1

Q2

Q3

Q4

2018

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2020

2021

2022

YTD

YTG

Accuracy/Net Error Trend

86.45% ✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.48K ✓

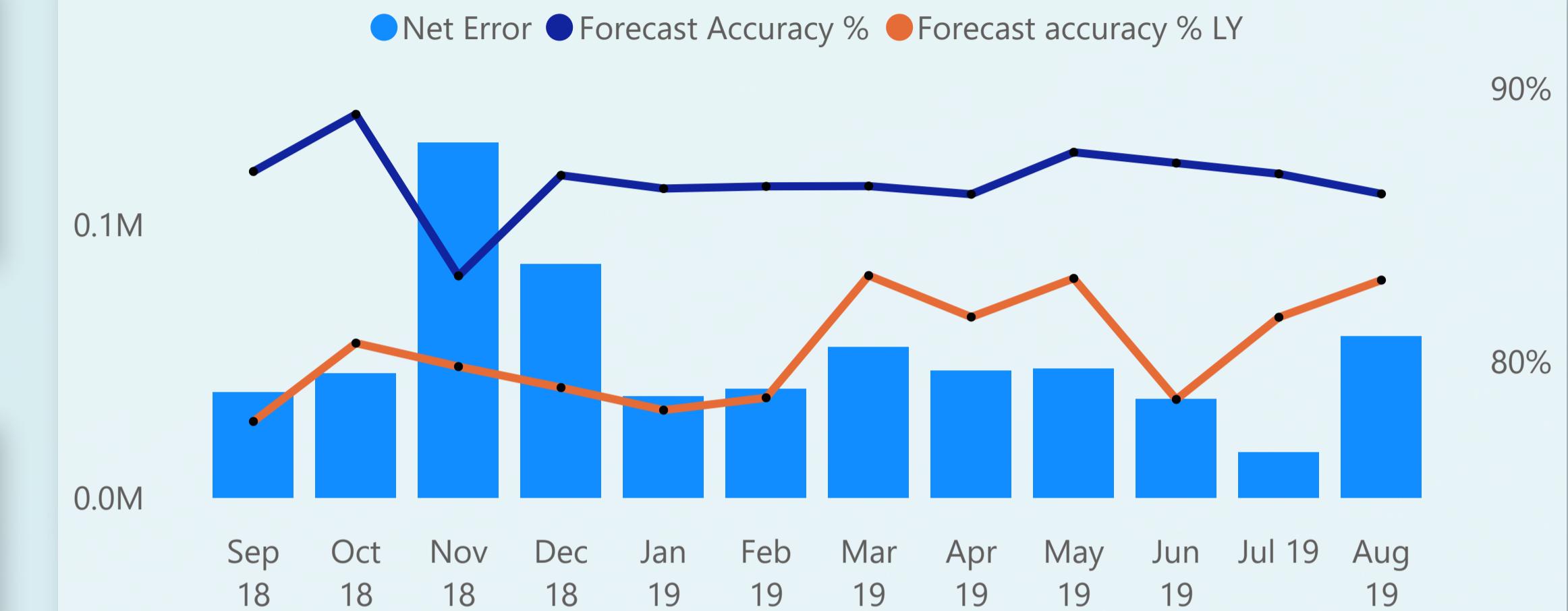
LY: 677.9K (-5.96%)

Net Error

1547.78K !

LY: 813.7K (+90.21%)

Absolute Error



Key Metrics by customer

customer	Forecast Accuracy %	Net Error	Net error %	Forecast accuracy % LY	Risk
Amazon	78.07%	48677	3.19%	69.56%	EI
Atliq Exclusive	76.67%	92532	8.52%	67.89%	EI
Atliq e Store	76.51%	37982	4.08%	68.38%	EI
Expert	64.24%	-6513	-6.85%	50.29%	OOS
Radio Popular	58.50%	-4583	-7.98%	44.34%	OOS
Electricals lance Stores	57.64%	3507	19.27%		EI
Euronics	57.34%	3078	7.09%	43.62%	EI
Acclaimed Stores	56.42%	-25364	-15.19%	47.35%	OOS
Argos (Sainsbury's)	56.06%	3879	8.40%	55.33%	EI
Mbit	55.20%	2128	12.83%		EI
Coolblue	55.15%	-1266	-2.25%	44.68%	OOS
Power	55.02%	9266	33.26%	46.64%	EI
Electricalsara Stores	52.73%	7322	28.88%	41.97%	EI
Electricalsociety	52.63%	64722	20.15%	49.12%	EI
Digimarket	52.62%	19920	17.38%	44.10%	EI
Electricalslytical	51.50%	43072	16.91%	44.88%	EI
Fnac-Darty	51.50%	-1565	-2.52%	39.51%	OOS
Total	86.45%	637478	5.58%	80.31%	EI

Key Metrics by Products

segment	Forecast Accuracy %	Forecast accuracy % LY	Net Error	Net Profit %	Risk
Accessories	90.20%	79.13%	-56895	2.34%	OOS
Networking	81.50%	84.87%	305573	1.02%	EI
Notebook	83.02%	85.46%	-29145	2.28%	OOS
Peripherals	85.06%	79.51%	-14576	3.02%	OOS
Storage	80.25%	88.60%	432521	2.09%	EI
Total	86.45%	80.31%	637478	2.21%	EI

region, market
Allcustomer
Allsegment, category, product
All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022

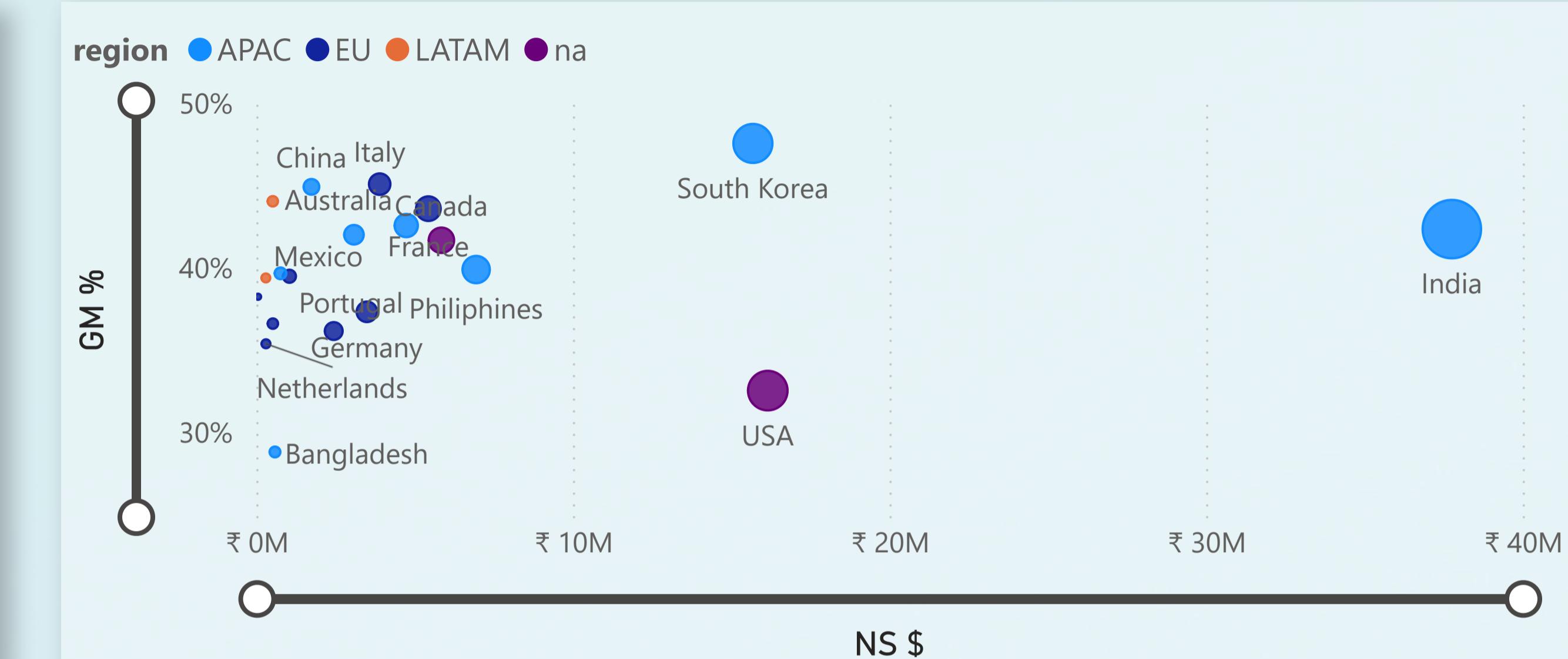
YTD

YTG

Customer Performance

customer	NS \$	gross margin \$	GM %
Acclaimed Stores	₹ 1.75M	0.59M	33.50%
Amazon	₹ 15.35M	6.38M	41.57%
Argos (Sainsbury's)	₹ 0.43M	0.18M	43.03%
Atlas Stores	₹ 0.22M	0.09M	39.84%
Atliq e Store	₹ 9.15M	3.75M	40.99%
Atliq Exclusive	₹ 11.73M	5.68M	48.41%
BestBuy	₹ 1.04M	0.33M	31.46%
Billa	₹ 0.36M	0.14M	40.48%
Boulanger	₹ 0.30M	0.11M	38.54%
Chip 7	₹ 0.73M	0.28M	38.59%
Circuit City	₹ 1.03M	0.33M	31.79%
Control	₹ 1.10M	0.35M	31.94%
Total	₹ 111.37M	45.89M	41.20%

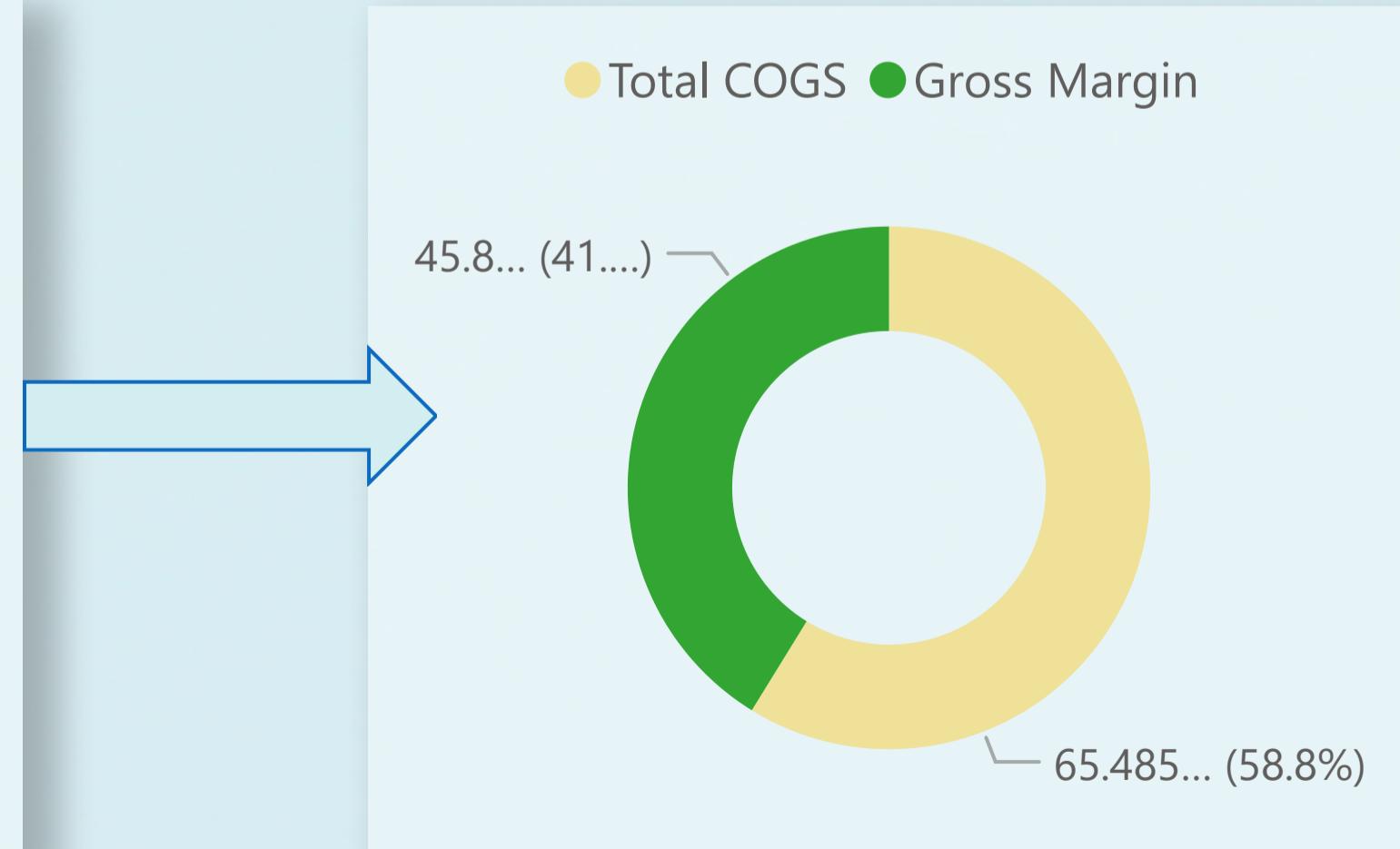
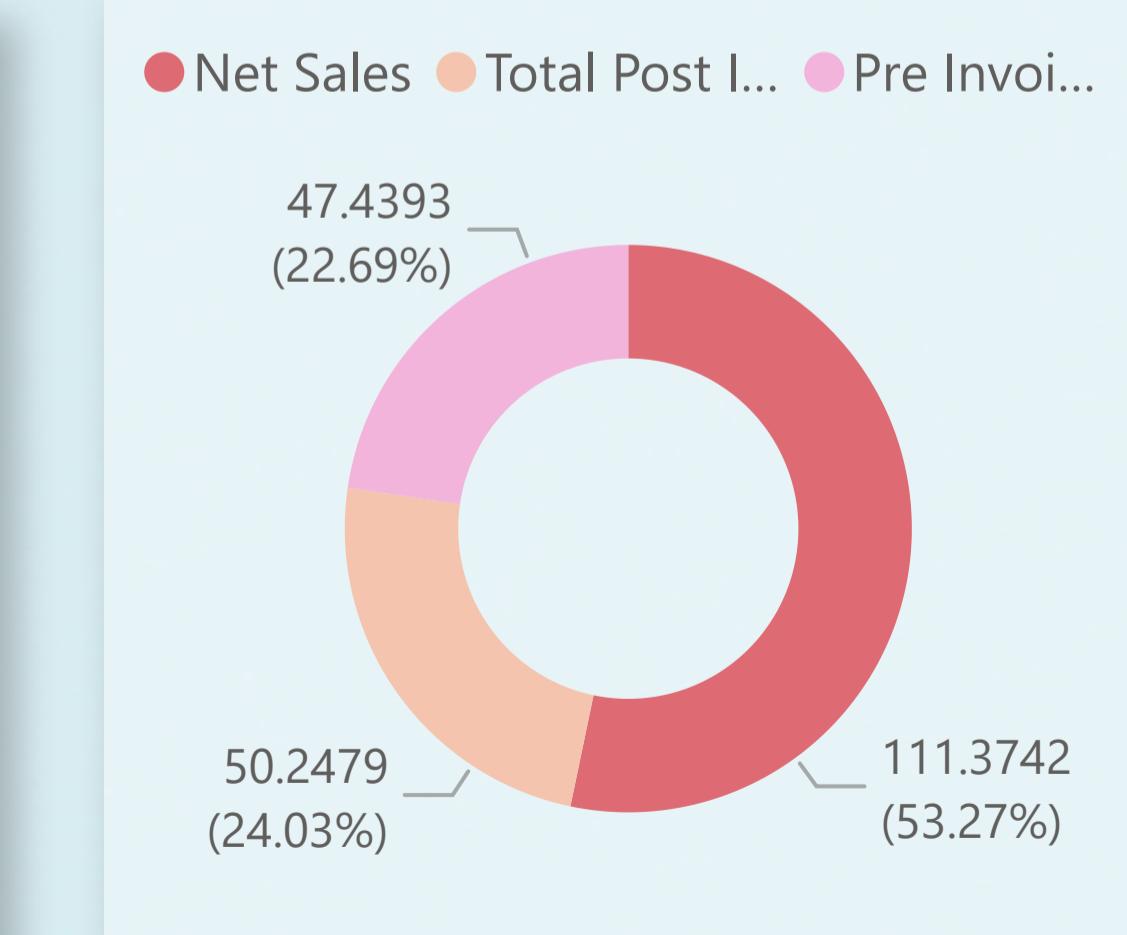
Performance Matrix



Product Performance

segment	NS \$	gross margin \$	GM %
Accessories	₹ 28.04M	11.58M	41.31%
Networking	₹ 17.36M	6.96M	40.08%
Notebook	₹ 32.40M	13.38M	41.29%
Peripherals	₹ 19.73M	8.29M	42.01%
Storage	₹ 13.84M	5.68M	41.04%
Total	₹ 111.37M	45.89M	41.20%

Unit Economics



GM = Gross Margin , NS = Net Sales , COGS = Cost of Goods Sold



region, market

All

customer

All

segment, category, product

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022

YTD

YTG

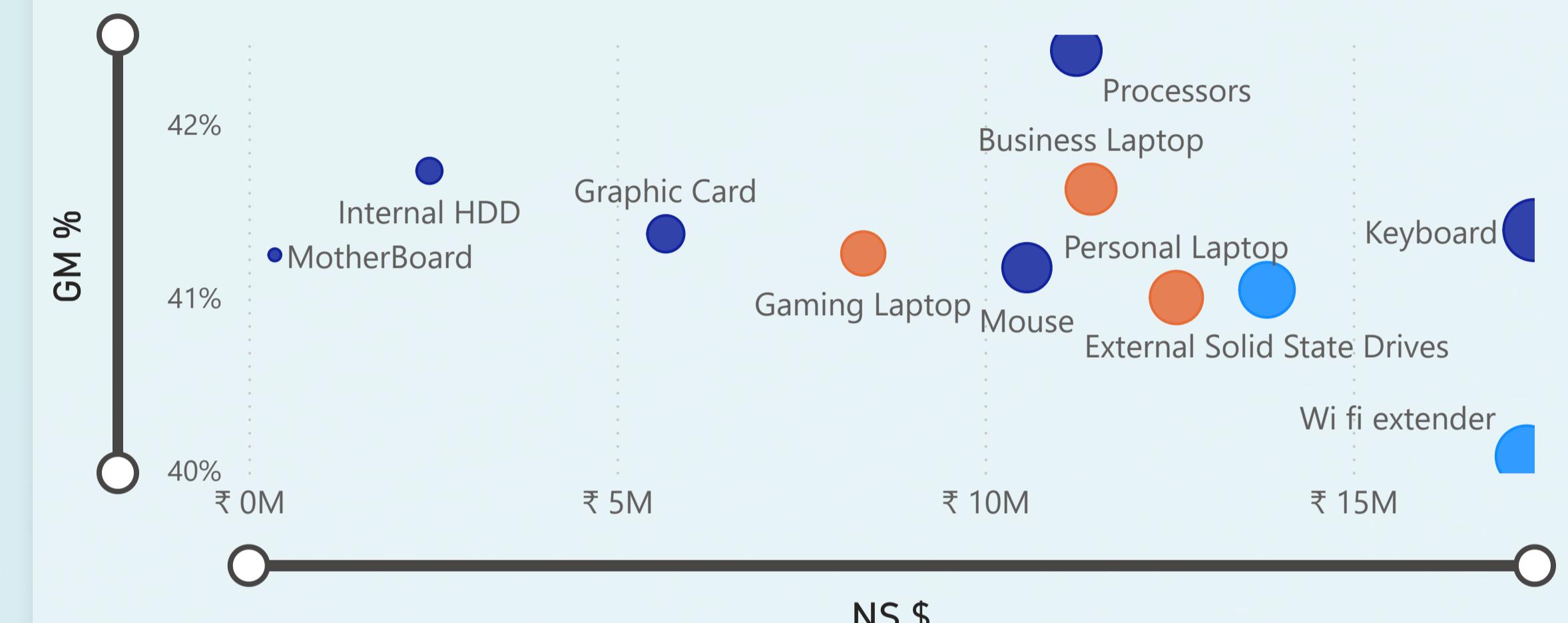
Product Performance

segment	NS \$	gross margin \$	GM %	Net Profit \$	Net Profit %
Accessories	₹ 28.04M	11.58M	41.31%	0.66M	2.34%
Networking	₹ 17.36M	6.96M	40.08%	0.18M	1.02%
Notebook	₹ 32.40M	13.38M	41.29%	0.74M	2.28%
Peripherals	₹ 19.73M	8.29M	42.01%	0.60M	3.02%
Storage	₹ 13.84M	5.68M	41.04%	0.29M	2.09%
Total	₹ 111.37M	45.89M	41.20%	2.46M	2.21%

Show GM %

Performance Matrix

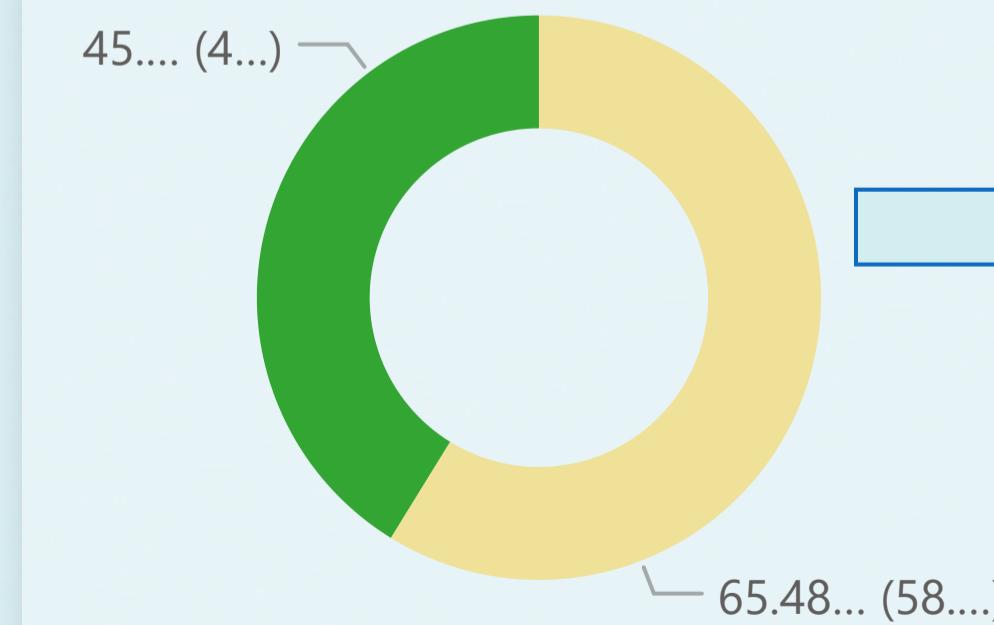
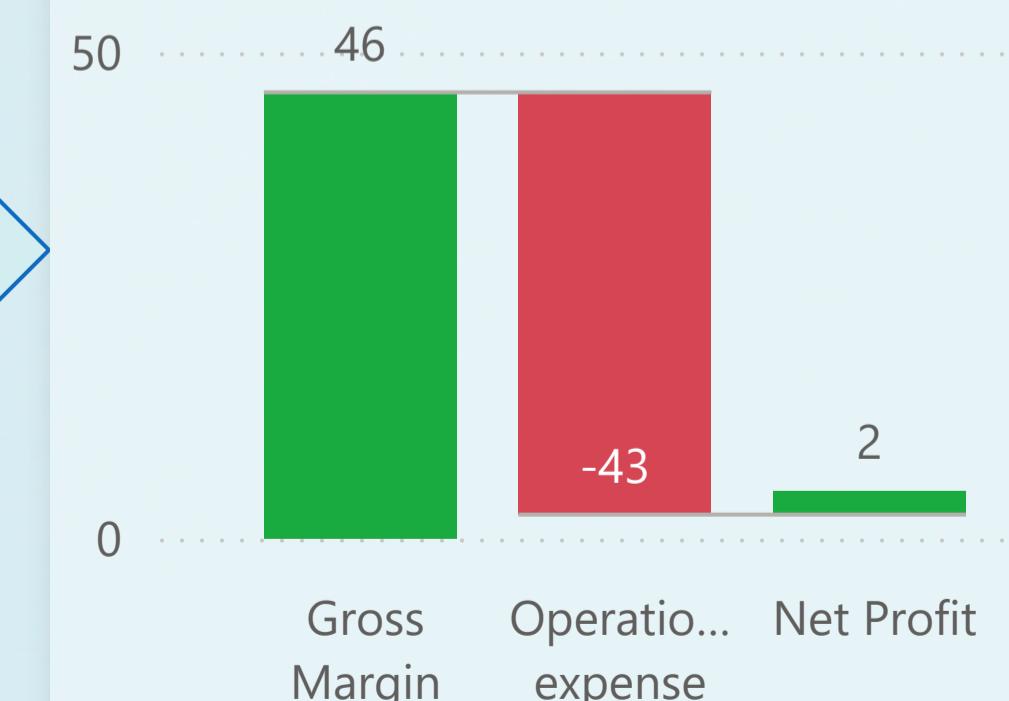
NP % visual

division ● N & S ● P & A ● PC

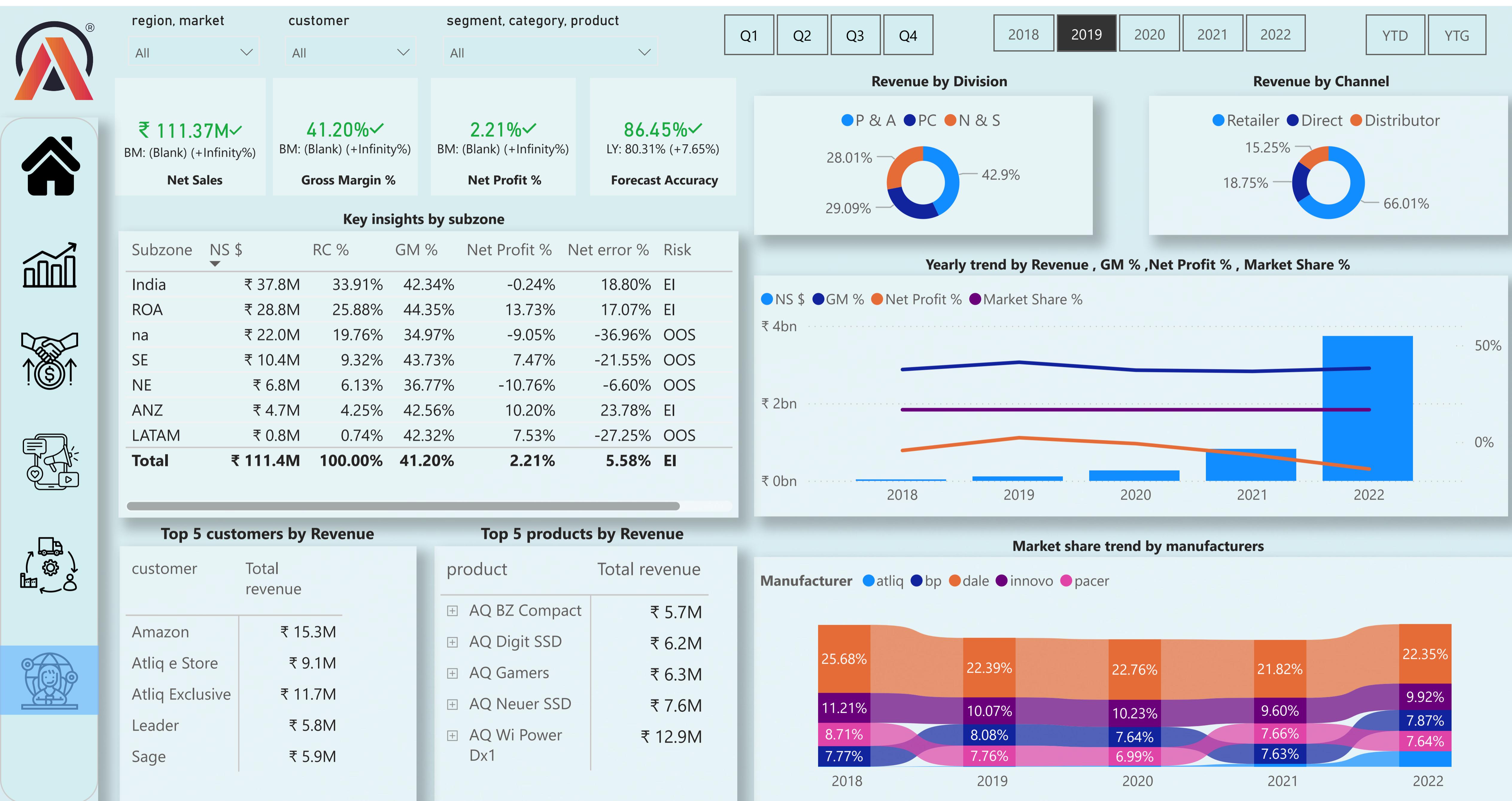
Region/Market/Customer Performance

region	NS \$	gross margin \$	GM %	Net Profit \$	Net Profit %
na	₹ 22.01M	7.69M	34.97%	-1.99M	-9.05%
EU	₹ 17.22M	7.05M	40.97%	0.04M	0.23%
APAC	₹ 71.33M	30.79M	43.17%	4.35M	6.10%
LATAM	₹ 0.83M	0.35M	42.32%	0.06M	7.53%
Total	₹ 111.37M	45.89M	41.20%	2.46M	2.21%

Unit Economics

Total COGS ● Gross MarginIncrease ● Decrease ●

NP = Net Profit



BM = Benchmark , LY = Last year , EI = Excess Inventory , OOS = Out Of Stock