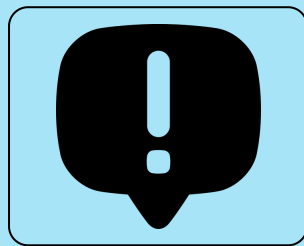




Business Insights 360



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..



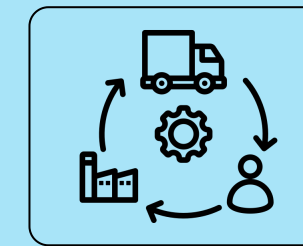
Sales View

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



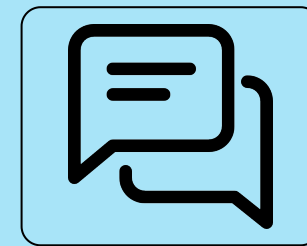
Marketing View

Analyze the **performance** of your product(s) over key 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.





Support

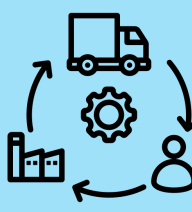
Get your **issues resolved** by connecting to our support specialist.














7bn

GM

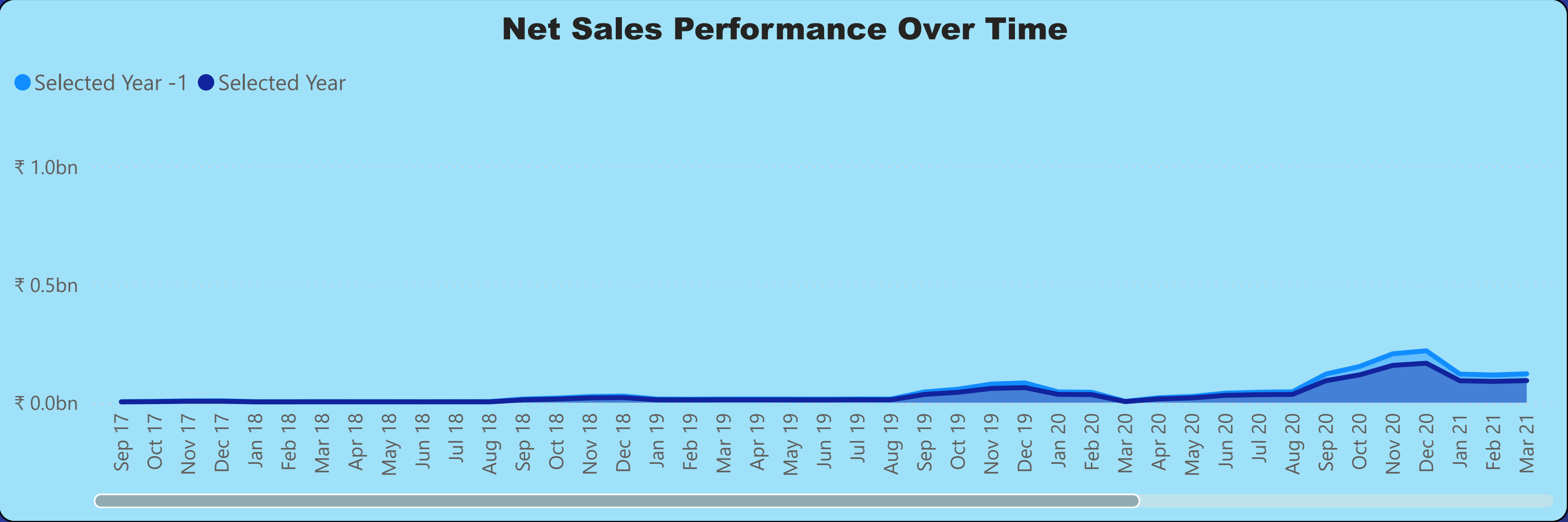
1

GM %

8bn

NS

Profit & Loss Statement			
Line Item	P & L YOY Chg	P & LY	P & L YOY Chg %
Total Post Invoice Deduction	1,055.38	1,508.67	0.70
Total COGS	84.48	117.72	0.72
Pre Invoice Deduction	962.82	1,342.75	0.72
Net Sales	3,148.64	4,383.89	0.72
Net Invoice Sales	3,148.64	4,383.89	0.72
Gross Sales	4,111.46	5,726.65	0.72
Gross Margin %	0.00	97.31	0.00
Gross Margin	3,064.16	4,266.17	0.72
GM / Unit	7.72	34.05	0.23
- Post Discounts	684.99	976.41	0.70
- Post Deductions	370.39	532.26	0.70
- Other Cost	0.21	0.51	0.41
- Manufacturing Cost	0.00	0.07	0.00
- Freight Cost	84.27	117.14	0.72
Total	7.72	34.05	0.23



Top / Bottom Products & Customers By Net Sales

market	P & L values	P & L YOY Chg	gross margin
Australia	39.40	5.48	230.2M
Austria	42.69	5.99	26.6M
Bangladesh	44.01	8.12	82.1M
Brazil	33.12	7.78	12.5M
Canada	43.13	8.68	415.7M
Chile	44.94	6.65	5.8M
China	45.08	8.17	245.5M
Columbia	43.17	11.08	1.8M
Total	41.77	7.72	7330.3M

segment	P & L values	P & L YOY Chg	freight cost
	0.00	0.00	
Accessories	11.85	0.87	₹ 32.5533747497M
Desktop	600.18	6.58	₹ 30.7551862891M
Networking	25.15	0.91	₹ 5.2282766415M
Notebook	330.71	8.87	₹ 79.9892516826M
Peripherals	46.62	0.94	₹ 46.7395872164M
Storage	10.98	0.21	₹ 6.1435861891M
Total	41.77	7.72	₹ 201.4092627684M



Market

All

Region

All

Customer

All

201820192020202120222023 EST

Q1Q2Q3Q4

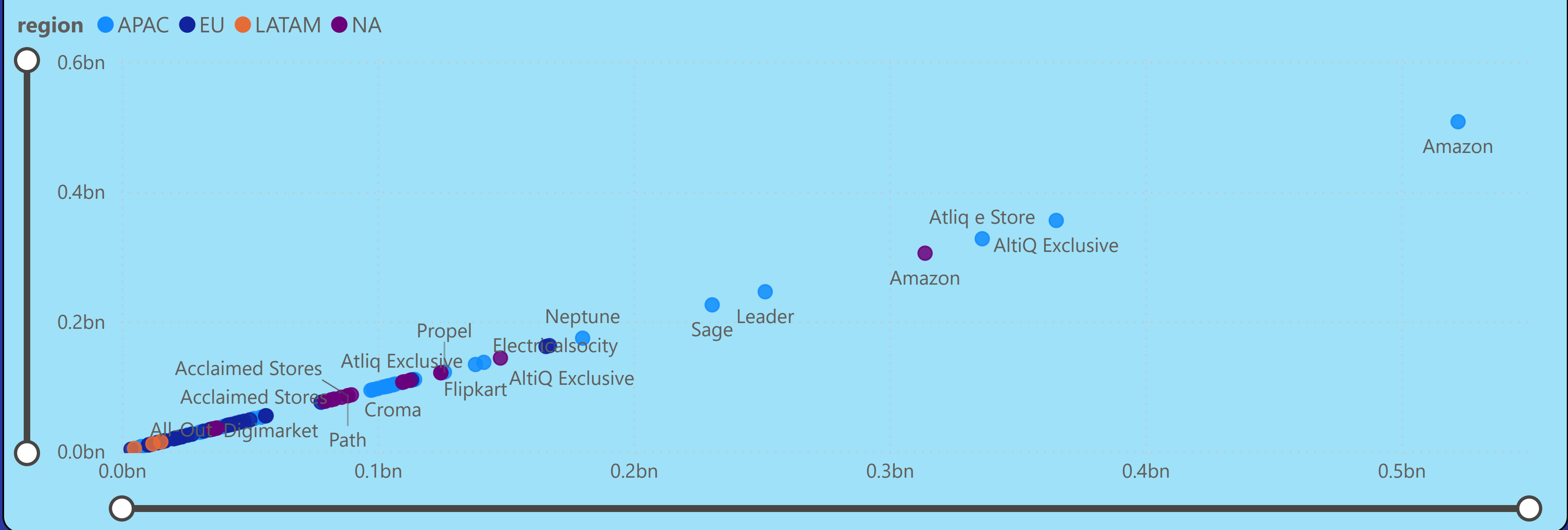
YTDYTG



Customers Performance Metrics

customer	net sales	gross margin	gross margin %
Amazon	1,017.2M	989.7M	0.97
Atliq e Store	640.2M	623.6M	0.97
AltiQ Exclusive	626.5M	610.0M	0.97
Sage	267.9M	261.9M	0.98
Flipkart	265.6M	257.9M	0.97
Leader	251.4M	246.0M	0.98
Ebay	185.0M	179.6M	0.97
Neptune	180.1M	174.4M	0.97
Total	7,532.5M	7330.3M	0.97

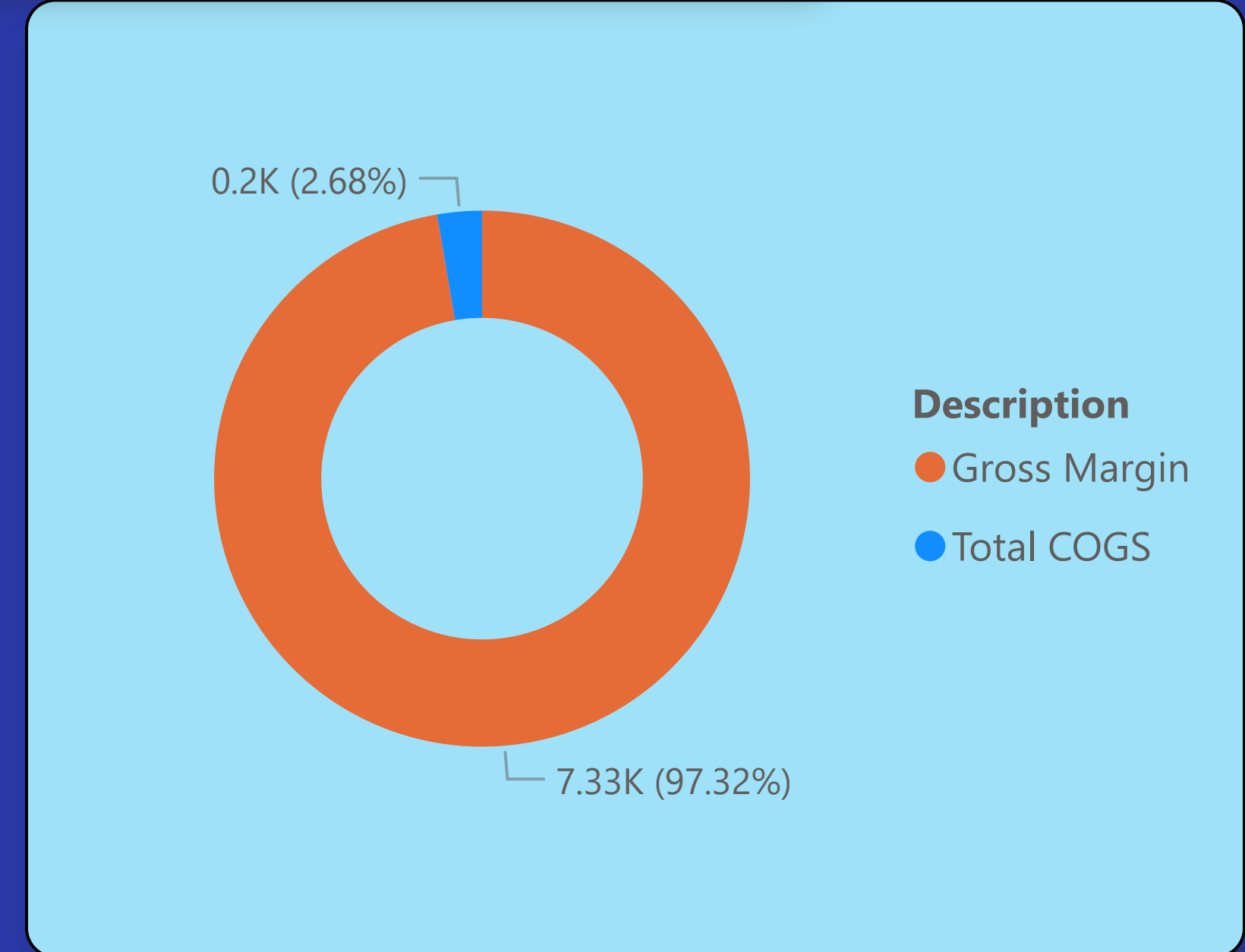
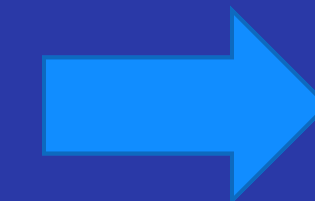
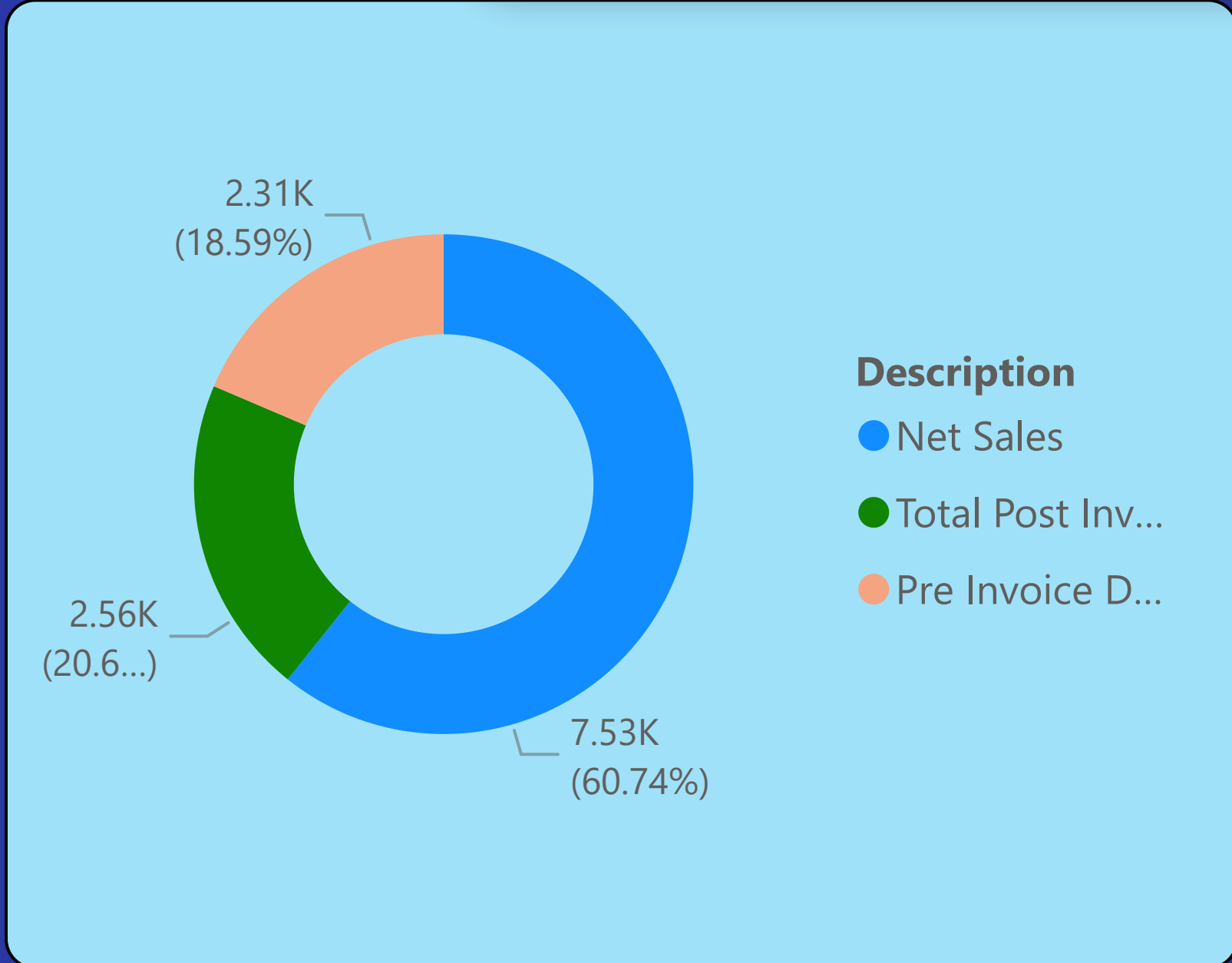
Performance Matrix



Unit Economics

Products Performance Metrics

segment	net sales	gross margin	gross margin %
Notebook	2,988.7M	2908.6M	0.97
Peripherals	1,746.9M	1700.0M	0.97
Accessories	1,219.7M	1186.8M	0.97
Desktop	1,147.3M	1116.5M	0.97
Storage	231.7M	225.5M	0.97
Networking	198.2M	192.9M	0.97
Total	7,532.5M	7330.3M	0.97





Market

All

Region

All

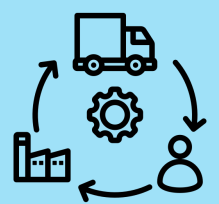
Customer

All

201820192020202120222023 EST

Q1Q2Q3Q4

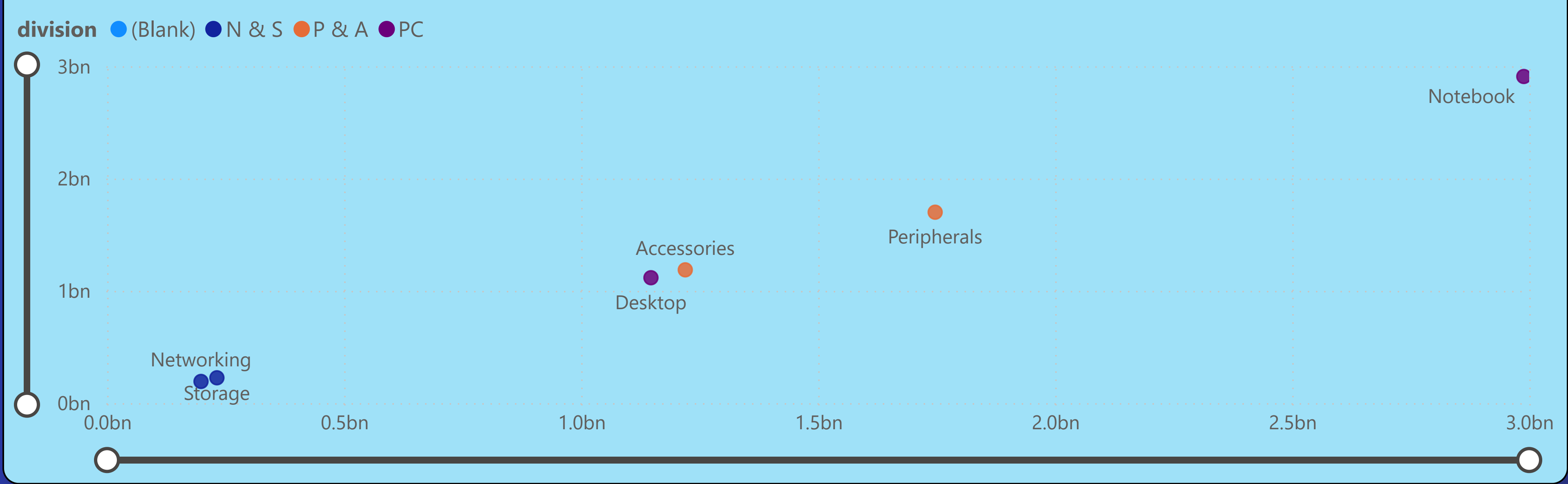
YTDYTG



Product Performance

segment	net sales	gross margin	gross margin %	NIS
		0.0M	-Infinity	
Accessories	1,219.7M	1186.8M	0.97	₹ 1,219.7M
Desktop	1,147.3M	1116.5M	0.97	₹ 1,147.3M
Networking	198.2M	192.9M	0.97	₹ 198.2M
Notebook	2,988.7M	2908.6M	0.97	₹ 2,988.7M
Peripherals	1,746.9M	1700.0M	0.97	₹ 1,746.9M
Storage	231.7M	225.5M	0.97	₹ 231.7M
Total	7,532.5M	7330.3M	0.97	₹ 7,532.5M

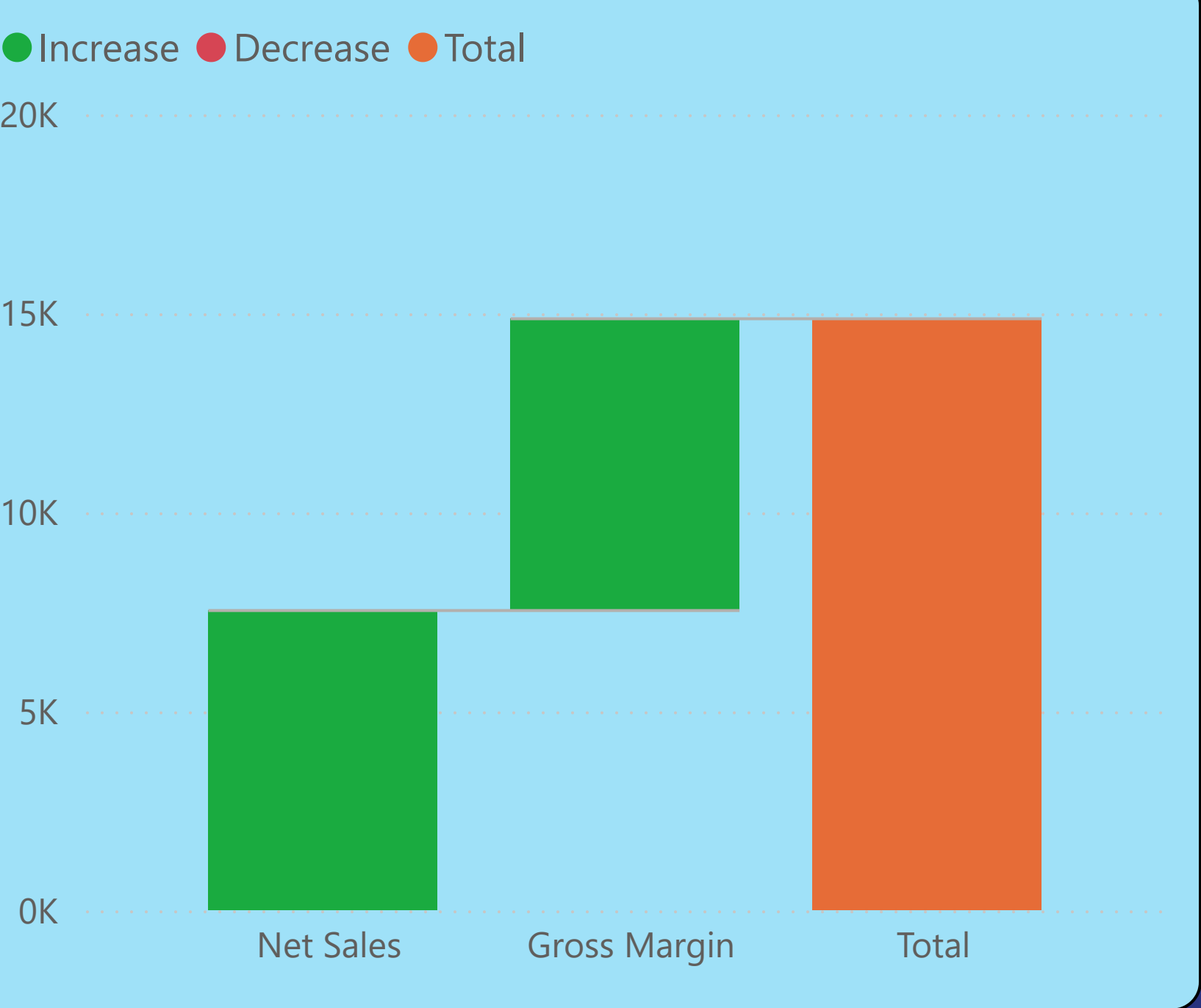
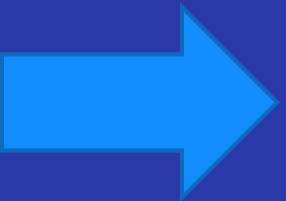
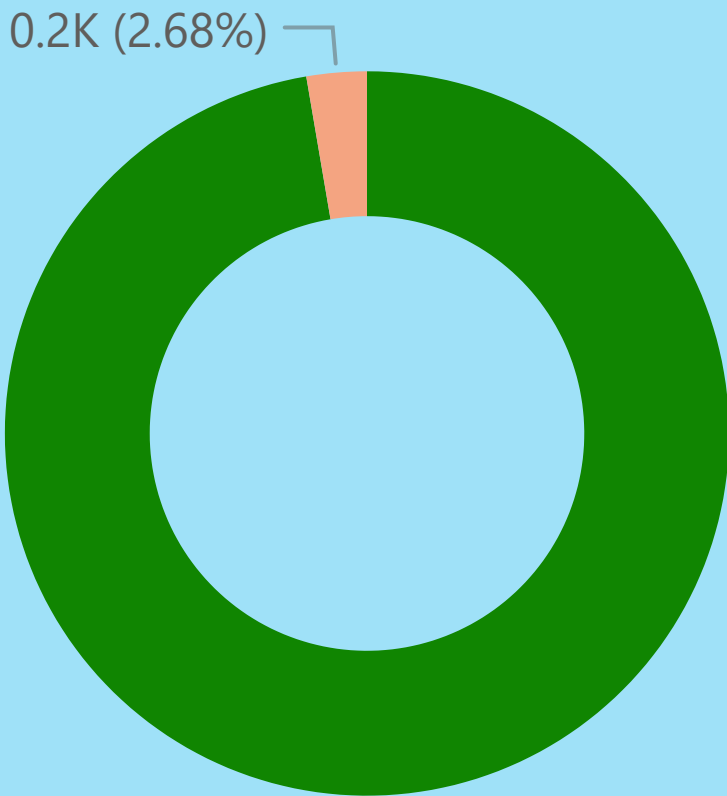
Performance Matrix




Unit Economics

Region/Market/Customer Performance

region	net sales	gross margin	gross margin %	NIS
APAC	4,057.1M	3944.4M	0.97	₹ 4,057.1M
EU	1,655.9M	1615.7M	0.98	₹ 1,655.9M
LATAM	32.4M	31.4M	0.97	₹ 32.4M
NA	1,787.2M	1738.6M	0.97	₹ 1,787.2M
Total	7,532.5M	7330.3M	0.97	₹ 7,532.5M





Market

All

Region

All

Customer

All

2018

2019

2020

2021

2022

2023 EST

Q1


Q2


Q3


Q4


YTD

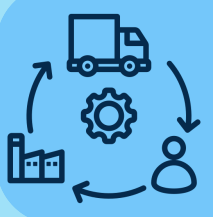
YTG














74K

MC

7bn

GM

2M

FC

Key Metrics By Customer

product_code	NIS	net sales	manufacturing cost	freight cost
A0118150101	₹ 2.9M	2.9M	19.36	₹ 0.076
A0118150102	₹ 3.5M	3.5M	22.93	₹ 0.09
A0118150103	₹ 10.0M	10.0M	31.58	₹ 0.265
A0118150104	₹ 10.0M	10.0M	31.98	₹ 0.265
A0219150201	₹ 10.4M	10.4M	26.80	₹ 0.277
A0219150202	₹ 10.4M	10.4M	27.77	₹ 0.278
A0220150203	₹ 9.9M	9.9M	21.85	₹ 0.264
A0320150301	₹ 9.8M	9.8M	21.92	₹ 0.264
A0321150302	₹ 10.1M	10.1M	16.26	₹ 0.271
A0321150303	₹ 10.1M	10.1M	17.62	₹ 0.268
A0418150101	₹ 1.2M	1.2M	14.24	₹ 0.031
A0418150102	₹ 1.3M	1.3M	14.88	₹ 0.032
A0418150103	₹ 9.7M	9.7M	27.18	₹ 0.256
Total	₹ 7,532.5M	7,532.5M	74,485.39	₹ 201.409

Key Metrics By Products

segment	NIS	net sales	gross margin %	gross margin	GM/Unit	freight cost	pre invoice deduction	Quantity
Notebook	₹ 2,988.7M	2,988.7M	0.97	2908.6M	330.71	₹ 79.9892516826M	₹ 914.3683295861M	8795K
Peripherals	₹ 1,746.9M	1,746.9M	0.97	1700.0M	46.62	₹ 46.7395872164M	₹ 535.0194972714M	36467K
Accessories	₹ 1,219.7M	1,219.7M	0.97	1186.8M	11.85	₹ 32.5533747497M	₹ 373.3938399623M	100136K
Desktop	₹ 1,147.3M	1,147.3M	0.97	1116.5M	600.18	₹ 30.7551862891M	₹ 351.5099777524M	1860K
Storage	₹ 231.7M	231.7M	0.97	225.5M	10.98	₹ 6.1435861891M	₹ 70.7983066144M	20542K
Networking	₹ 198.2M	198.2M	0.97	192.9M	25.15	₹ 5.2282766415M	₹ 60.4805820858M	7672K
			-Infinity	0.0M	0.00			
Total	₹ 7,532.5M	7,532.5M	0.97	7330.3M	41.77	₹ 201.4092627684M	₹ 2,305.570533272M	175473K

Net Sales and Total COGS by Month

net sales

total cogs

Month	Net Sales (bn)	Total COGS (M)
Sep 17	0.00	0.0
Oct 17	0.00	0.0
Nov 17	0.00	0.0
Dec 17	0.00	0.0
Jan 18	0.00	0.0
Feb 18	0.00	0.0
Mar 18	0.00	0.0
Apr 18	0.00	0.0
May 18	0.00	0.0
Jun 18	0.00	0.0
Jul 18	0.00	0.0
Aug 18	0.00	0.0
Sep 18	0.00	0.0
Oct 18	0.00	0.0
Nov 18	0.00	0.0
Dec 18	0.00	0.0
Jan 19	0.00	0.0
Feb 19	0.00	0.0
Mar 19	0.00	0.0
Apr 19	0.00	0.0
May 19	0.00	0.0
Jun 19	0.00	0.0
Jul 19	0.00	0.0
Aug 19	0.00	0.0
Sep 19	0.02	0.5
Oct 19	0.03	0.6
Nov 19	0.04	0.7
Dec 19	0.05	0.8
Jan 20	0.03	0.6
Feb 20	0.02	0.5
Mar 20	0.01	0.4
Apr 20	0.02	0.5
May 20	0.02	0.5
Jun 20	0.02	0.5
Jul 20	0.02	0.5
Aug 20	0.02	0.5
Sep 20	0.05	0.8
Oct 20	0.08	1.2
Nov 20	0.15	1.8
Dec 20	0.16	1.9
Jan 21	0.08	1.0
Feb 21	0.08	1.0



Business Insights 360



- 1. All the system data in tool is refreshed every month on 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](#).**
- 5. Download live excel version [here](#).**



Business Insights 360



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contingency plan**

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