

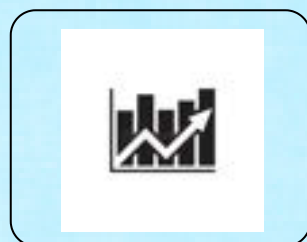


BUSINESS INSIGHTS 360



Info

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



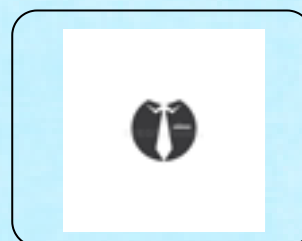
Marketing View

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



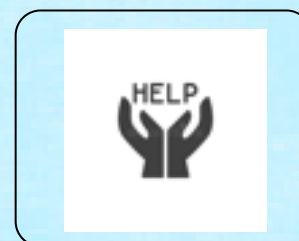
Supply Chain View

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, categor...
All

ytd ytg

2018

2019

2020

2021

2022EST

Q1

Q2

>



₹ 29.11M✓

NS LY: (Blank) (+Infinity%)

Net Sales

37.43%✓

GM LY: (Blank)
(+Infinity%)
GM %

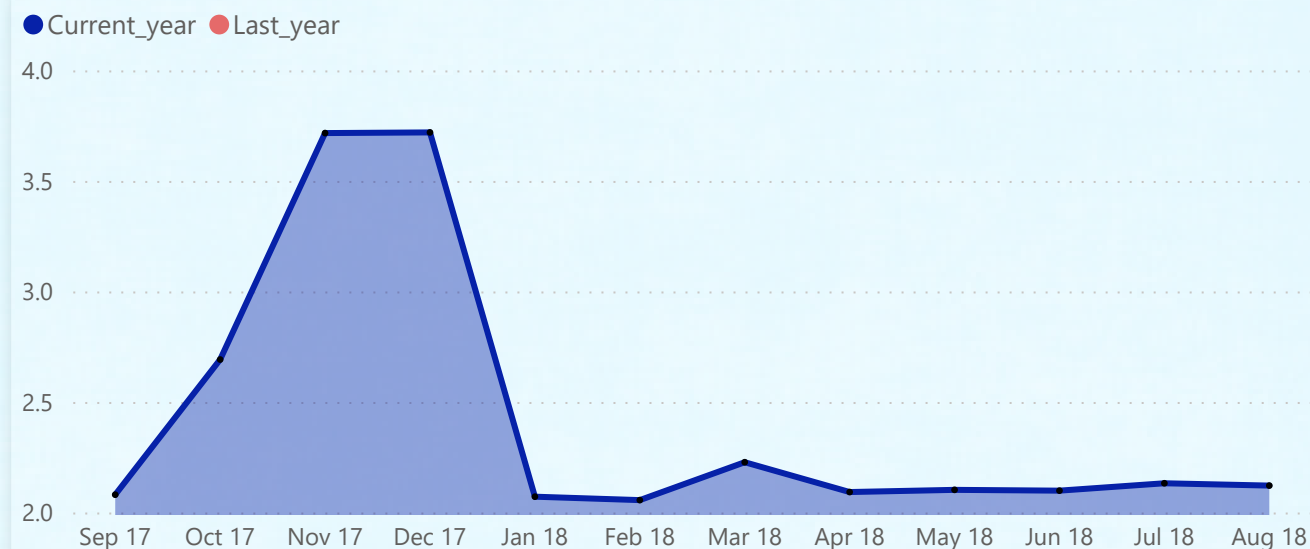
-4.38%!

GM LY: (Blank)
(-Infinity%)
Net Profit

Profit & Loss Statement

Line Item	2018	Yoy change	yoy change%
net profit %	-4.38	-4.38	100.00
net profit	-1.28	-1.28	100.00
Operational expense	-12.17	-12.17	100.00
GM / Unit	3.15	3.15	100.00
Gross Margin %	37.43	37.43	100.00
Gross Margin	10.90	10.90	100.00
Total COGS	18.22	18.22	100.00
- Other Cost	0.09	0.09	100.00
- Freight Cost	0.73	0.73	100.00
- Manufacturing Cost	17.40	17.40	100.00
Net Sales	29.11	29.11	100.00
Total Post Invoice Deduction	15.29	15.29	100.00
- Post Deductions	4.63	4.63	100.00
- Post Discounts	10.66	10.66	100.00
Net Invoice Sales	44.40	44.40	100.00
Pre Invoice Deduction	13.92	13.92	100.00
Gross Sales	58.32	58.32	100.00

Net Sales PERFORMANCE OVER TIME



Product & Customers by Net Sales

region	P & L values	P&L_yoy_change
⊕ LATAM	0.20	0.20
⊕ EU	1.75	1.75
⊕ NA	6.49	6.49
⊕ APAC	20.67	20.67

segment	P&L_yoy_change	P & L values
⊕ Accessories	8.96	8.96
⊕ Desktop	0.00	0.00
⊕ Networking	3.23	3.23
⊕ Notebook	7.43	7.43
⊕ Peripherals	7.61	7.61
⊕ Storage	1.89	1.89
Total	29.11	29.11



region, market
All

customer
All

segment, categor...
All

ytd ytg

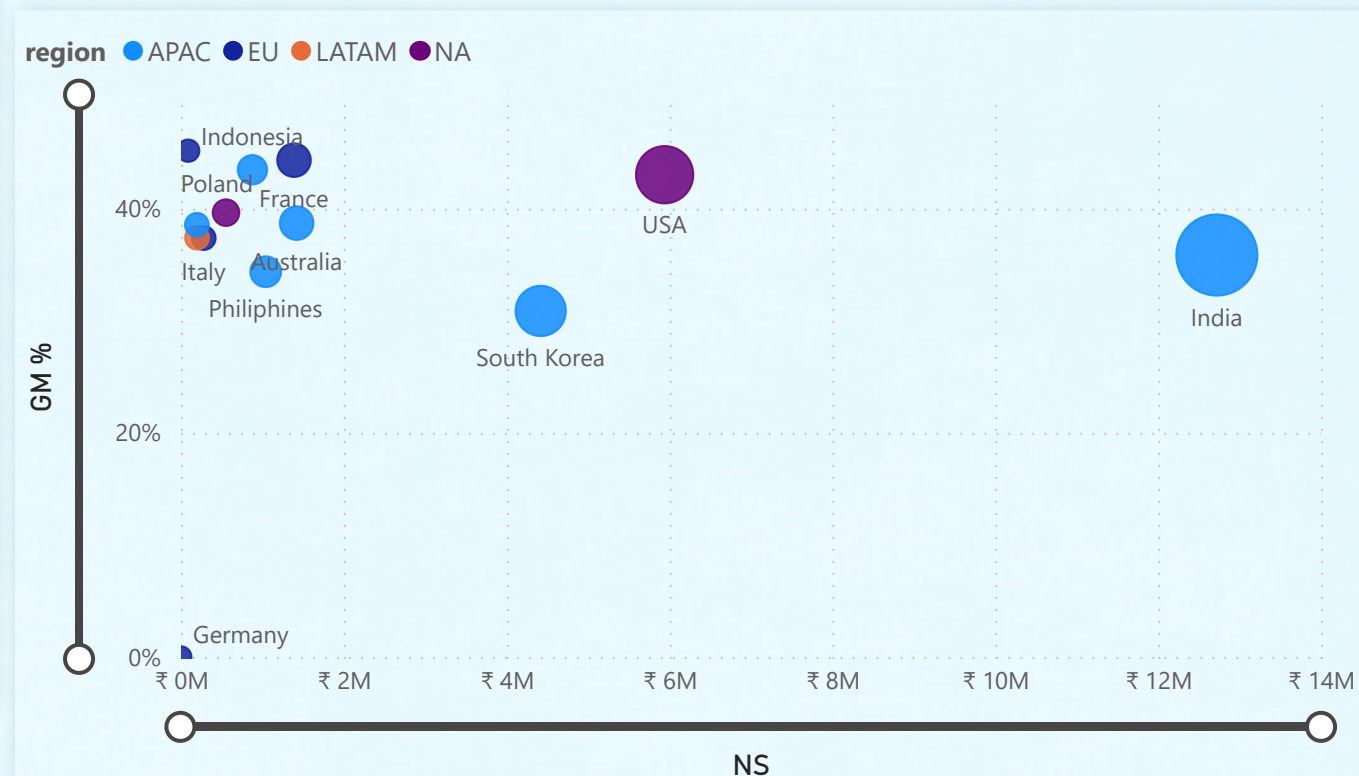
2018 2019 2020 2021 2022EST

Q1 Q2 >

Customers Performance

customer	NS	GM	GM %
Acclaimed Stores	₹ 0.61M	0.27M	44.43%
AltiQ Exclusive	₹ 2.57M	1.24M	48.19%
Amazon	₹ 4.07M	1.52M	37.27%
Argos (Sainsbury's)	₹ 0.03M	0.01M	36.50%
Atliq e Store	₹ 2.24M	0.83M	37.17%
Atliq Exclusive	₹ 0.61M	0.19M	31.29%
BestBuy	₹ 0.37M	0.15M	42.18%
Boulanger	₹ 0.02M	0.01M	34.29%
Chip 7	₹ 0.13M	0.05M	39.92%
Circuit City	₹ 0.38M	0.16M	43.19%
Control	₹ 0.34M	0.14M	40.23%
Coolblue	₹ 0.03M	0.01M	34.70%
Costco	₹ 0.39M	0.15M	39.41%
Croma	₹ 0.67M	0.26M	38.67%
Currys (Dixons Carphone)	₹ 0.01M	0.01M	45.97%
Digimarket	₹ 0.19M	0.06M	33.18%
Ebay	₹ 1.01M	0.39M	38.92%
Electricalsara Stores	₹ 0.01M	0.00M	41.23%

Performance Matrix



Product Performance

segment	NS	GM	GM %
Accessories	₹ 8.96M	3.40M	37.98%
Peripherals			
Processors	₹ 5.88M	2.16M	36.75%
Graphic Card	₹ 0.99M	0.38M	38.01%
Internal HDD	₹ 0.68M	0.25M	37.34%
MotherBoard	₹ 0.06M	0.02M	36.94%
Notebook			
Business Laptop	₹ 3.92M	1.46M	37.29%
Personal Laptop	₹ 3.25M	1.19M	36.59%
Gaming Laptop	₹ 0.26M	0.09M	33.84%
Networking	₹ 3.23M	1.21M	37.44%
Storage	₹ 1.89M	0.73M	38.92%
Desktop			
Personal Desktop	₹ 0.00M	0.00M	0.00%

Unit Economics





region, market
All

customer
All

segment, categor...
All

ytd ytg

2018

2019

2020

2021

2022EST

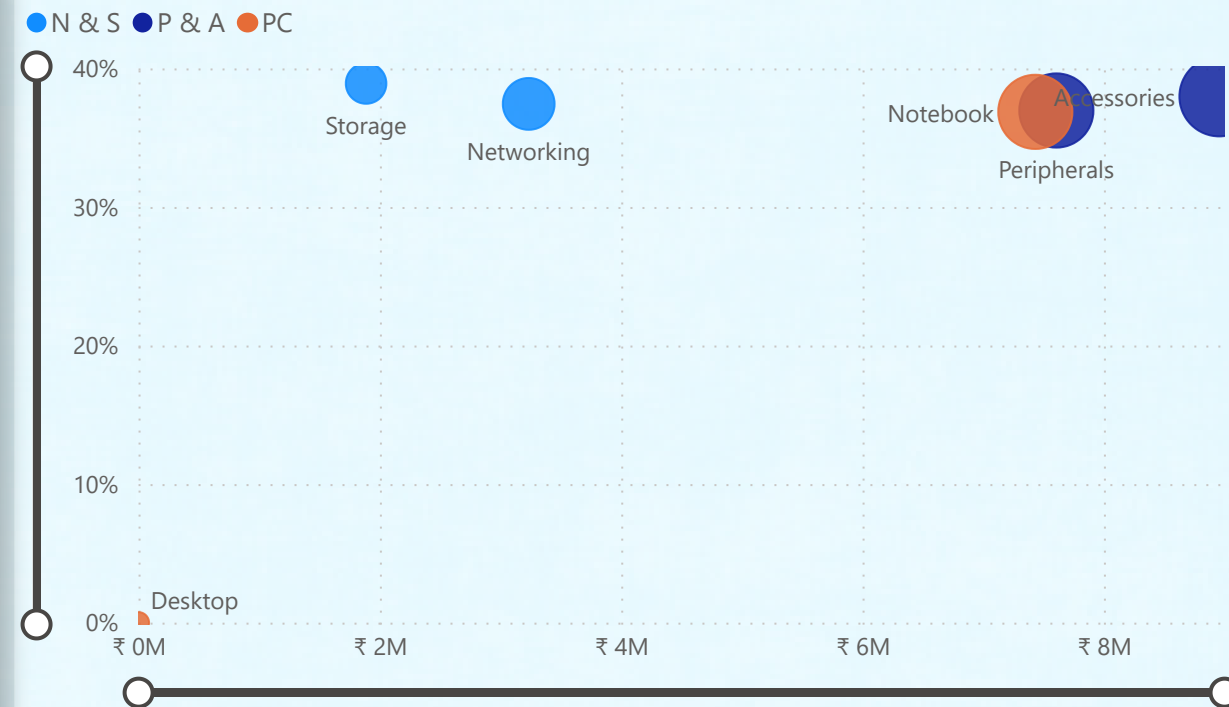
Product performance

SEGMENT	NS	GM	GM %	NET PROFIT	NET PROFIT %
<input type="checkbox"/> Accessories	₹ 8.96M	3.40M	37.98%	-345K	-3.85%
<input type="checkbox"/> Batteries	₹ 0.00M	0.00M	0.00%	0K	0.00%
<input type="checkbox"/> Keyboard	₹ 5.96M	2.28M	38.22%	-214K	-3.59%
<input type="checkbox"/> Mouse	₹ 2.99M	1.12M	37.48%	-131K	-4.37%
<input type="checkbox"/> Desktop	₹ 0.00M	0.00M	0.00%	0K	0.00%
<input type="checkbox"/> Personal Desktop	₹ 0.00M	0.00M	0.00%	0K	0.00%
<input type="checkbox"/> Networking	₹ 3.23M	1.21M	37.44%	-142K	-4.38%
<input type="checkbox"/> Wi fi extender	₹ 3.23M	1.21M	37.44%	-142K	-4.38%
<input type="checkbox"/> Notebook	₹ 7.43M	2.74M	36.87%	-373K	-5.02%
<input type="checkbox"/> Business Laptop	₹ 3.92M	1.46M	37.29%	-179K	-4.55%
<input type="checkbox"/> Gaming Laptop	₹ 0.26M	0.09M	33.84%	-23K	-9.11%
<input type="checkbox"/> Personal Laptop	₹ 3.25M	1.19M	36.59%	-171K	-5.26%
<input type="checkbox"/> Peripherals	₹ 7.61M	2.81M	36.96%	-362K	-4.75%
<input type="checkbox"/> Graphic Card	₹ 0.99M	0.38M	38.01%	-37K	-3.74%
<input type="checkbox"/> Internal HDD	₹ 0.68M	0.25M	37.34%	-30K	-4.38%
<input type="checkbox"/> MotherBoard	₹ 0.06M	0.02M	36.94%	-3K	-4.79%
<input type="checkbox"/> Processors	₹ 5.88M	2.16M	36.75%	-292K	-4.97%
<input checked="" type="checkbox"/> Storage	₹ 1.89M	0.73M	38.92%	-55K	-2.93%
Total	₹ 29.11M	10.90M	37.43%	-1,276K	-4.38%

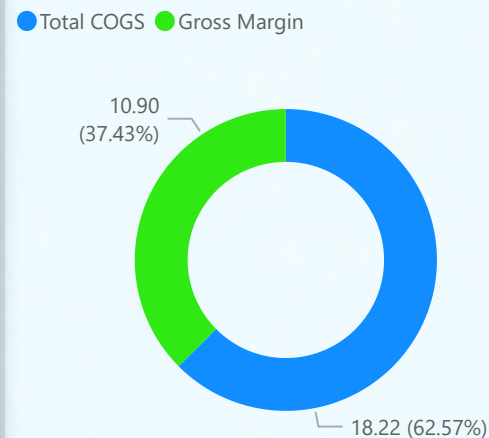
Performance Matrix

Q1

Q2



Unit Economics



Performance by region and market

REGION	NS	GM	GM %	NET PROFIT	NET PROFIT %
<input checked="" type="checkbox"/> APAC	₹ 20.67M	7.29M	35.27%	-1,271K	-6.15%
<input type="checkbox"/> EU					
France	₹ 1.39M	0.62M	44.33%	207K	14.91%
Germany	₹ 0.00M	0.00M	0.00%	0K	0.00%
Italy	₹ 0.28M	0.10M	37.38%	-4K	-1.41%
Poland	₹ 0.09M	0.04M	45.18%	19K	21.01%
<input type="checkbox"/> LATAM					
Brazil	₹ 0.20M	0.07M	37.41%	18K	9.06%
<input type="checkbox"/> NA					
Canada	₹ 0.55M	0.22M	39.64%	-60K	-10.83%
USA	₹ 5.94M	2.56M	43.03%	-185K	-3.11%



region, market
All

customer
All

segment, categor...
All

ytd ytg

2018 2019 2020 2021 2022EST

Q1 Q2 >

Performance Matrix

80.31%✓

FA LY: (Blank)
(+Infinity%)

Forecast Accuracy

677.9K!

Net Error ly: (Blank)
(-Infinity%)

Net Error

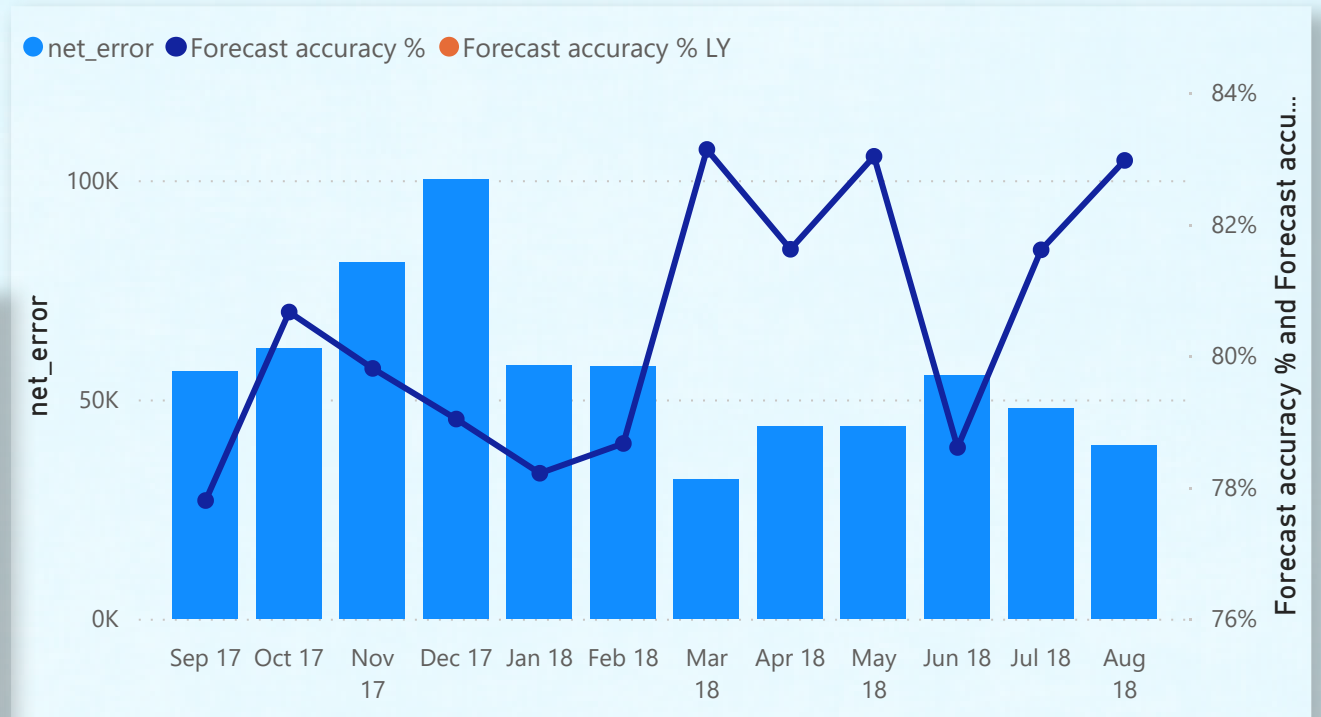
813.7K!

Abs error ly: (Blank)
(-Infinity%)

Abs error

Customers Performance

customer	Forecast accuracy	Forecast accuracy ly	net_error	Net error%	Risk
Amazon	69.56%		94.13K	16.18%	Excess inventory
Atliq e Store	68.38%		30.18K	10.03%	Excess inventory
AltiQ Exclusive	66.16%		21.96K	7.97%	Excess inventory
Argos (Sainsbury's)	55.33%		-0.30K	-6.36%	Out of stock
Flipkart	53.07%		38.52K	19.06%	Excess inventory
Ebay	51.42%		35.82K	23.06%	Excess inventory
Expert	50.29%		-0.17K	-3.49%	Out of stock
Electricalsociety	49.12%		62.11K	36.64%	Excess inventory
Synthetic	47.39%		1.55K	3.54%	Excess inventory
Acclaimed Stores	47.35%		-14.13K	-28.66%	Out of stock
Power	46.64%		-0.04K	-2.20%	Out of stock
Forward Stores	46.56%		13.16K	36.28%	Excess inventory
Premium Stores	45.90%		0.60K	10.32%	Excess inventory
Expression	45.67%		50.03K	38.34%	Excess inventory
Sound	45.28%		14.83K	39.42%	Excess inventory
Neptune	45.08%		8.42K	33.88%	Excess inventory
Electricalslytical	44.88%		49.11K	37.86%	Excess inventory
Croma	44.74%		49.90K	38.58%	Excess inventory
Coolblue	44.68%		-0.43K	-12.24%	Out of stock
Vijay Sales	44.51%		50.44K	36.17%	Excess inventory
Radio Popular	44.34%		-0.16K	-4.89%	Out of stock
Relief	44.27%		0.42K	7.25%	Excess inventory
Propel	44.24%		49.96K	37.95%	Excess inventory
Digimarket	44.10%		17.32K	41.26%	Excess inventory
Zone	44.08%		2.80K	40.59%	Excess inventory
Elkjøp	43.67%		-0.40K	-2.79%	Out of stock
Euronics	43.62%		-0.24K	-7.68%	Out of stock
Sorefoz	43.20%		-1.40K	-10.49%	Out of stock
Epic Stores	43.10%		-1.69K	-13.59%	Out of stock
Viveks	42.81%		53.47K	41.18%	Excess inventory
Lotus	42.54%		43.52K	34.93%	Excess inventory
Total	80.31%		677.90K	16.41%	Excess inventory



Product Performance

segment	Forecast accuracy	Forecast accuracy ly	Net error	Risk
Storage	88.60%		3.47%	Excess inventory
Notebook	85.46%		5.75%	Excess inventory
Networking				
Wi fi extender	84.87%		15.13%	Excess inventory
Peripherals				
Graphic Card	84.63%		-13.49%	Out of stock
Processors	79.48%		-19.47%	Out of stock
Internal HDD	71.99%		-27.98%	Out of stock
MotherBoard	70.12%		29.88%	Excess inventory
Accessories				
Keyboard	79.22%		20.18%	Excess inventory
Mouse	79.04%		20.87%	Excess inventory
Batteries			0.00%	
Desktop				
Personal Desktop			0.00%	