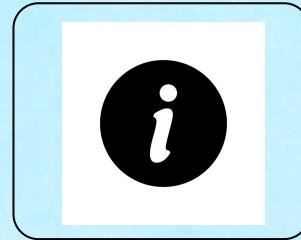




# BUSINESS INSIGHTS 360



## 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.



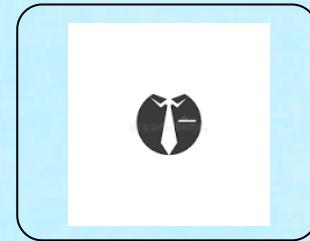
## Marketing View

Analyze the performance of your product(s) over key 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

&gt;



₹ 29.11M✓

NS LY: (Blank) (+Infinity%)

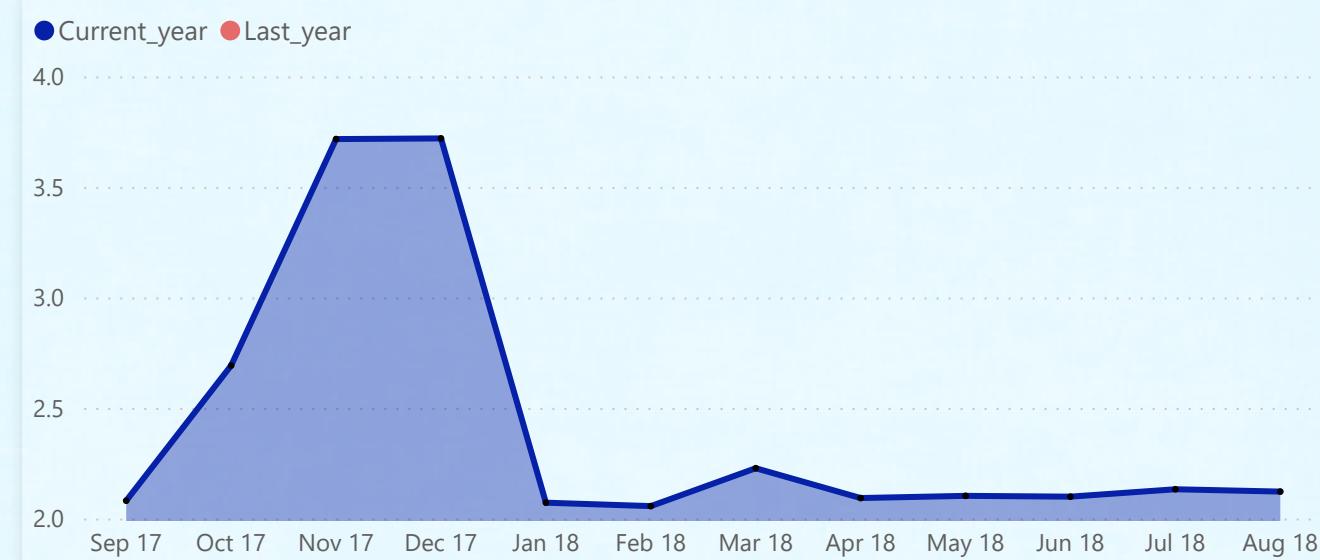
Net Sales

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
<b>Total</b>	<b>29.11</b>	<b>29.11</b>



region, market

All

customer

All

segment, categor...

All

ytd

ytg

2018

2019

2020

2021

2022EST

Q1

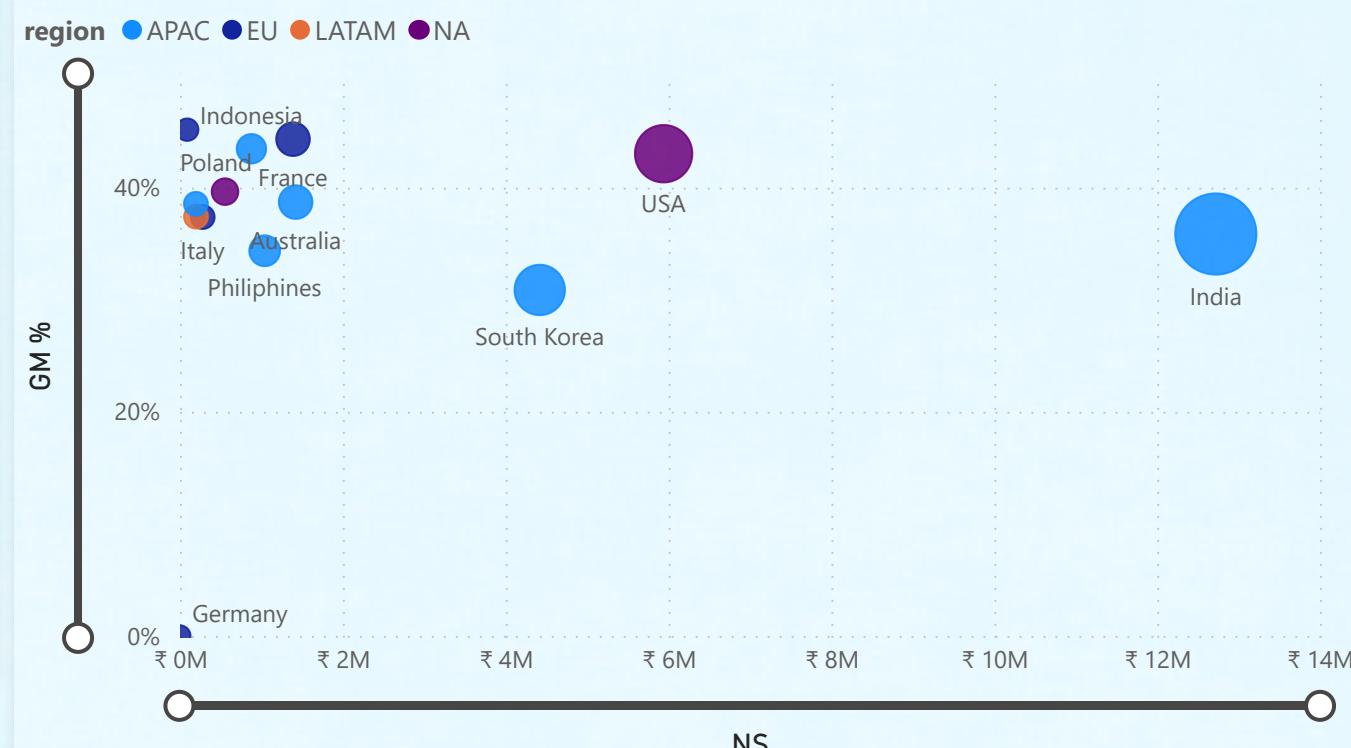
Q2

&gt;

## 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%

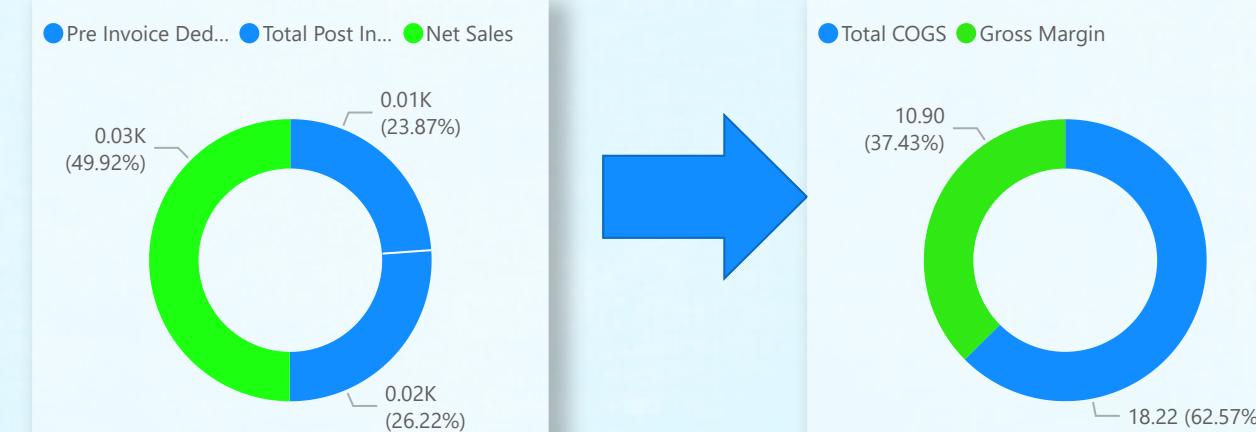
## Performance Matrix



## 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

ytd

2018

2019

2020

2021

2022EST

## Product performance

## Performance Matrix

Q1

Q2

&gt;

## SEGMENT

## NS

## GM

## GM %

## NET PROFIT

## NET PROFIT %

## Accessories

₹ 8.96M 3.40M 37.98% -345K -3.85%

## Batteries

₹ 0.00M 0.00M 0.00% 0K 0.00%

## Keyboard

₹ 5.96M 2.28M 38.22% -214K -3.59%

## Mouse

₹ 2.99M 1.12M 37.48% -131K -4.37%

## Desktop

₹ 0.00M 0.00M 0.00% 0K 0.00%

## Personal Desktop

₹ 0.00M 0.00M 0.00% 0K 0.00%

## Networking

₹ 3.23M 1.21M 37.44% -142K -4.38%

## Wi fi extender

₹ 3.23M 1.21M 37.44% -142K -4.38%

## Notebook

₹ 7.43M 2.74M 36.87% -373K -5.02%

## Business Laptop

₹ 3.92M 1.46M 37.29% -179K -4.55%

## Gaming Laptop

₹ 0.26M 0.09M 33.84% -23K -9.11%

## Personal Laptop

₹ 3.25M 1.19M 36.59% -171K -5.26%

## Peripherals

₹ 7.61M 2.81M 36.96% -362K -4.75%

## Graphic Card

₹ 0.99M 0.38M 38.01% -37K -3.74%

## Internal HDD

₹ 0.68M 0.25M 37.34% -30K -4.38%

## MotherBoard

₹ 0.06M 0.02M 36.94% -3K -4.79%

## Processors

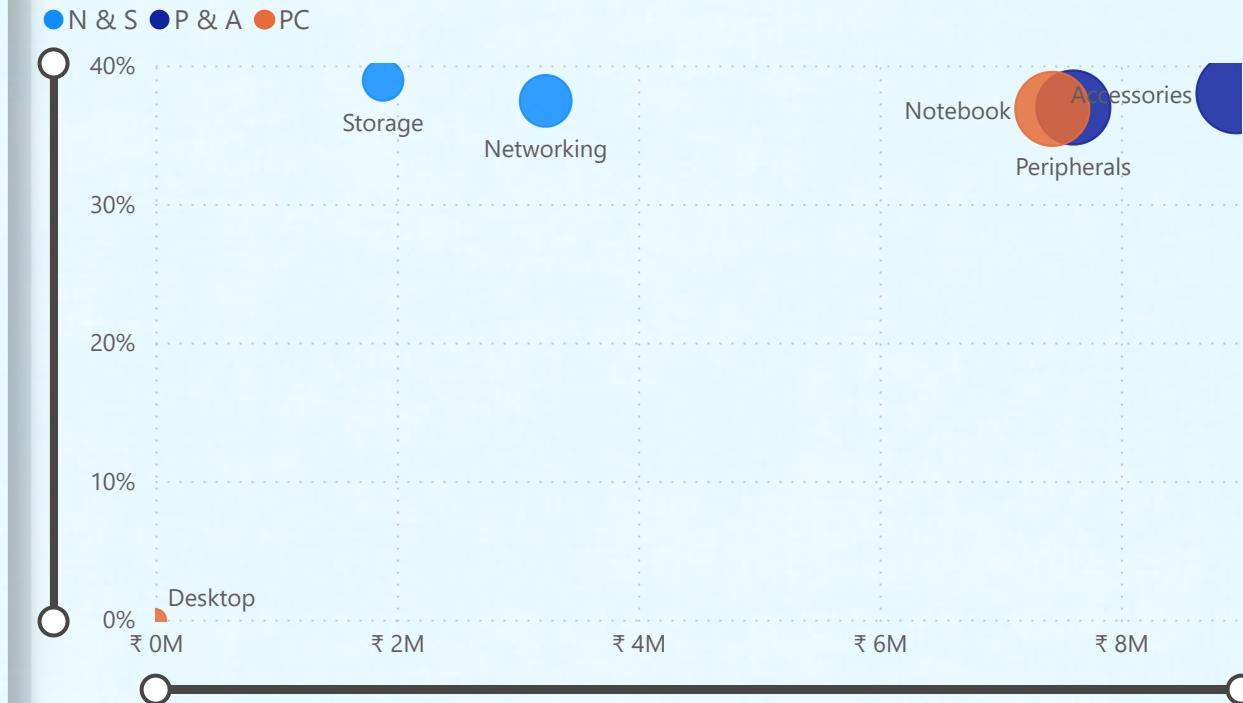
₹ 5.88M 2.16M 36.75% -292K -4.97%

## Storage

₹ 1.89M 0.73M 38.92% -55K -2.93%

## Total

₹ 29.11M 10.90M 37.43% -1,276K -4.38%

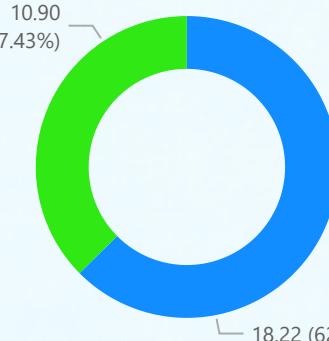


## Unit Economics

## Performance by region and market

Total COGS

Gross Margin



Increase

Decrease

10.90

-

12.17

-

1.28

Gross Margin  
Operati...  
Expense  
Description

Net Profit  
Description

## REGION NS GM GM % NET PROFIT NET PROFIT %

APAC	₹ 20.67M	7.29M	35.27%	-1,271K	-6.15%
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%
LATAM					
Brazil	₹ 0.20M	0.07M	37.41%	18K	9.06%
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

&gt;

## Performance Matrix

80.31% ✓

FA LY: (Blank)  
(+Infinity%)

Forecast Accuracy

677.9K!

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

Net Error

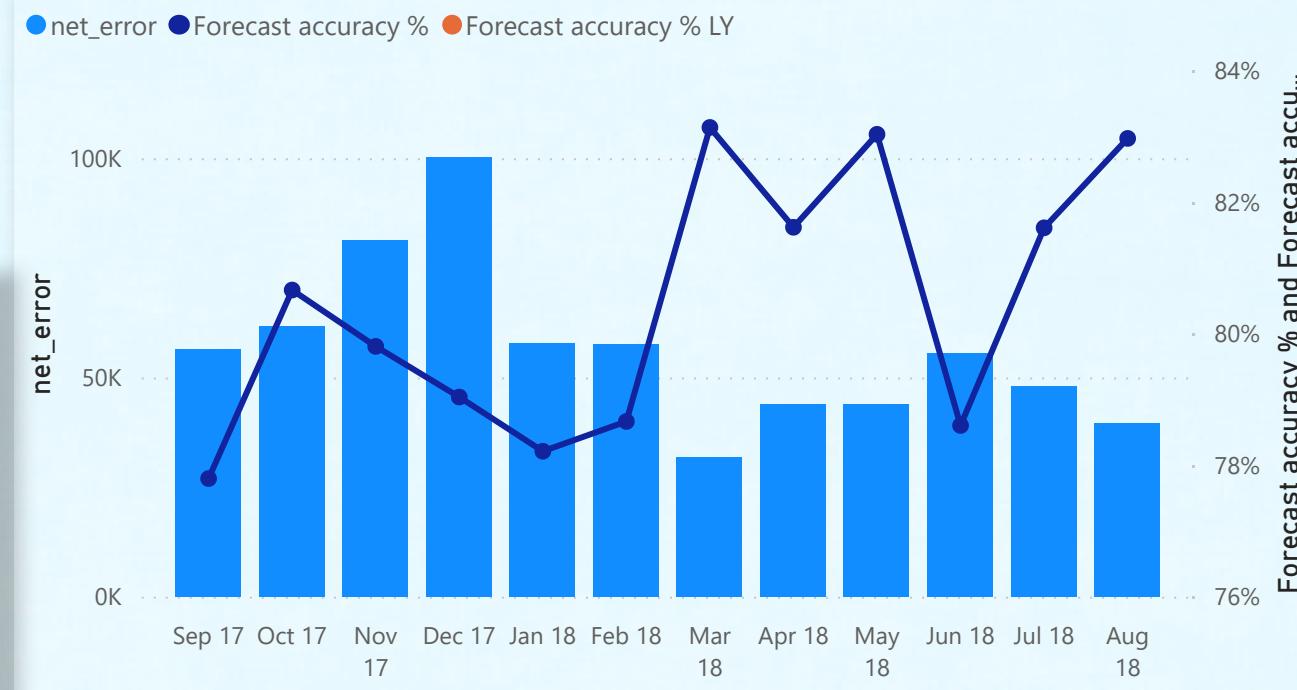
813.7K!

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
<b>Total</b>	<b>80.31%</b>		<b>677.90K</b>	<b>16.41%</b>	<b>Excess inventory</b>



### 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%	