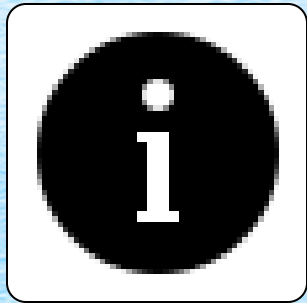


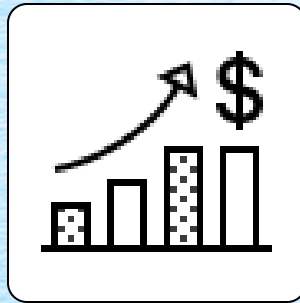


BUSINESS INSIGHTS 360



INFO

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



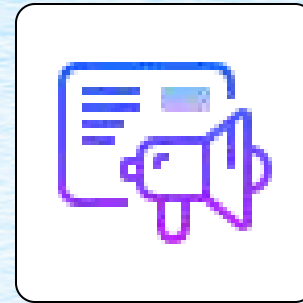
FINANCE VIEW

Get P & L statement for any customer /product/ country or aggregation of the above over any time period and More..



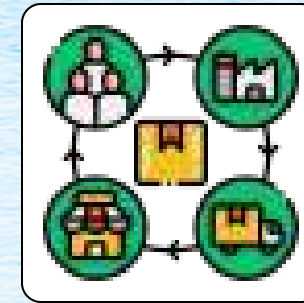
SALES VIEW

Analyze the performance of your customers 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.



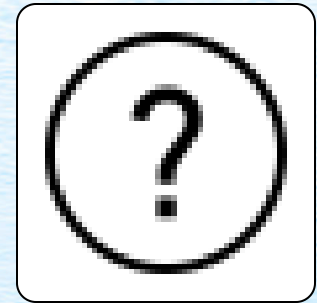
SUPPLY CHAIN VIEW

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

All

Customer

All

Market

All

2018

2019

2020

2021

2022
EST

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Q4

YTD

YTG

Profit & Loss Statement

Line Item	Last_year	YoY	YoY_%
Gross Sales	2,467.97	7,370.14	298.63
Pre Invoice Deduction	578.56	1,727.01	298.50
Net Invoice Sales	1,889.41	5,643.13	298.67
-Post Discounts	417.86	1,243.54	297.59
-Post Deductions	239.23	663.42	277.31
Total Post Invoice Deduction	657.10	1,906.95	290.21
Net Sales	1,232.31	3,736.17	303.18
-Manufacturing Cost	737.81	2,197.28	297.81
-Freight Cost	35.31	107.05	303.18
-Other Cost	6.43	19.50	303.45
Total COGS	779.55	2,323.83	298.10
Gross Margin	452.77	1,412.34	311.94
Gross Margin %	36.74	0.80	2.17
GM/Unit	5.32	5.31	99.96
Operational Expenses	-7.47	426.87	-5,711.12
Net Profit	445.29	1,839.22	413.03
Net Profit %	36.13	9.85	27.25

GM %

37.80%✓

Goal: 36.20%
(+4.44%)

Net Profit %

49.23%✓

Goal: 37.08%
(+32.77%)

Net Sales

₹
3.74bn ✓Goal: ₹ 823.85M
(+353.5%)

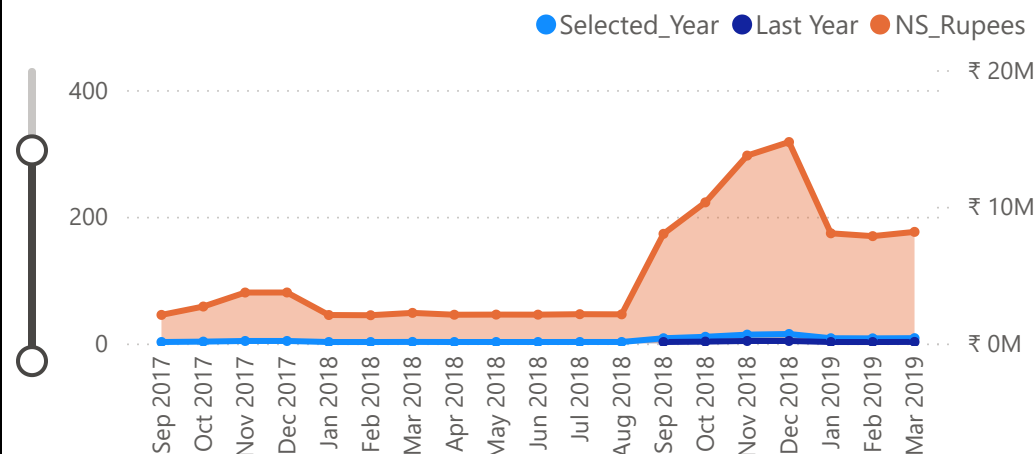
Top/Bottom Products & Customers by Net Sales

Segment	P&L Value	P&L YoY %
Accessories	130.46	130.46
Desktop	1,500.86	1,500.86
Networking	41.79	41.79
Notebook	402.44	402.44
Peripherals	352.70	352.70
Storage	55.88	55.88

region	P&L	P&L YoY %
APAC	2,605.73	282.10
EU	1,051.01	281.46
LATAM	21.00	239.67
NA	1,290.74	380.46

Net Sales Performance over Time

Net Sales Performance over Time

**Note : All Amounts are in INR.**



Region
All

Market
All

Customer
All

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Customer Performance

Customer	Net Sales	Sum of Gross Margin	GM %
Amazon	₹ 675.09M	₹246.38M	36.50%
Atliq e Store	₹ 417.55M	₹153.67M	36.80%
AltiQ Exclusive	₹ 409.09M	₹191.64M	46.85%
Flipkart	₹ 179.65M	₹71.01M	39.53%
Sage	₹ 170.67M	₹54.13M	31.71%
Leader	₹ 157.04M	₹48.40M	30.82%
Neptune	₹ 132.45M	₹60.31M	45.53%
Ebay	₹ 123.83M	₹44.53M	35.96%
Acclaimed Stores	₹ 93.76M	₹36.85M	39.30%
Electricalsocity	₹ 92.37M	₹32.90M	35.61%
walmart	₹ 90.44M	₹39.80M	44.01%
Electricalslytical	₹ 89.95M	₹33.10M	36.80%
Total	₹ 4,968.48M	₹1,865.11M	37.54%

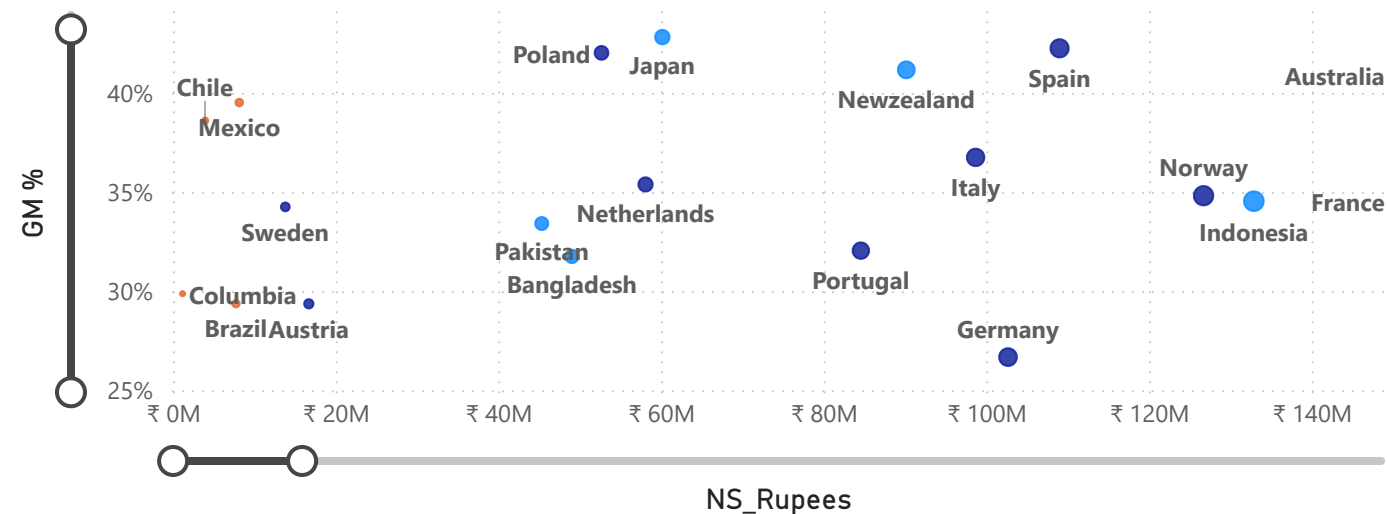
Product Performance

segment	NS_Rupees	GM	GM %
Accessories	₹ 802.17M	₹299.02M	37.28%
Storage	₹ 152.29M	₹56.78M	37.29%
Networking	₹ 130.40M	₹48.94M	37.53%
Notebook	₹ 1,973.15M	₹740.51M	37.53%
Peripherals	₹ 1,152.02M	₹432.48M	37.54%
Desktop	₹ 758.45M	₹287.38M	37.89%
Total	₹ 4,968.48M	₹1,865.11M	37.54%

Performance Matrix

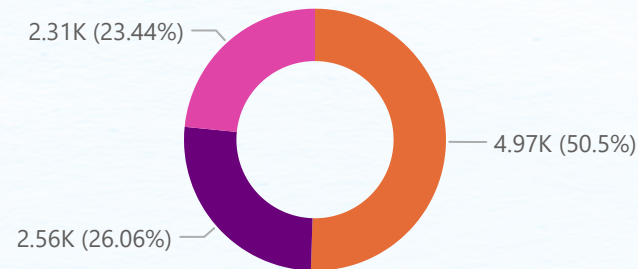
NS_Rupees, GM %, NS_Rupees and GM % by market and region

region ● APAC ● EU ● LATAM ● NA

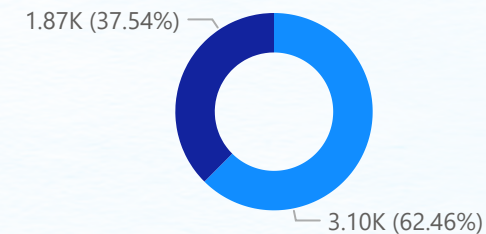


Unit Economics

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction



● Total COGS ● Gross Margin



Note : All Amounts are in INR.



Region

All

Market

All

Customer

All

2018

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Product Performance

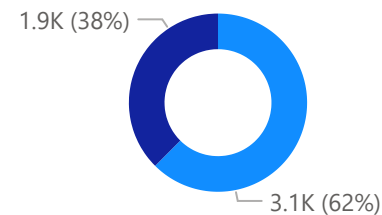
segment	NS_Rupees	GM	GM %	Net_Profit	Net_Profit %
Accessories	₹ 802.17M	₹299.02M	37.28%	349.18M	43.53%
Desktop	₹ 758.45M	₹287.38M	37.89%	369.01M	48.65%
Business Laptop	₹ 377.64M	₹142.68M	37.78%	182.17M	48.24%
Personal	₹ 380.81M	₹144.71M	38.00%	186.85M	49.07%
Networking	₹ 130.40M	₹48.94M	37.53%	51.95M	39.84%
Wi fi extender	₹ 130.40M	₹48.94M	37.53%	51.95M	39.84%
Notebook	₹ 1,973.15M	₹740.51M	37.53%	919.69M	46.61%
Business Laptop	₹ 550.14M	₹207.44M	37.71%	254.64M	46.29%
Gaming Laptop	₹ 720.91M	₹269.65M	37.40%	340.18M	47.19%
Personal Laptop	₹ 702.09M	₹263.41M	37.52%	324.87M	46.27%
Peripherals	₹ 1,152.02M	₹432.48M	37.54%	532.75M	46.25%
Graphic Card	₹ 293.99M	₹109.25M	37.16%	135.36M	46.04%
Internal HDD	₹ 57.43M	₹21.68M	37.76%	25.76M	44.85%
MotherBoard	₹ 120.20M	₹45.85M	38.14%	57.48M	47.82%
Total	₹ 4,968.48M	₹1,865.11M	37.54%	2,284.51M	45.98%

Region/Market Customer Performance

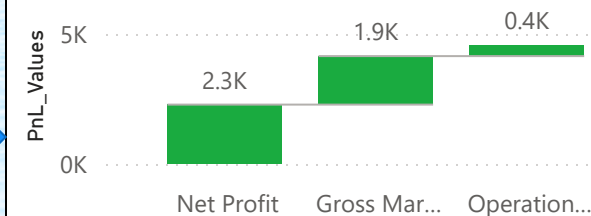
region	NS_Rupees	GM	GM %	Net_Profit	NP %
LATAM	₹ 21.00M	₹7.37M	35.1%	6.62M	31.5%
EU	₹ 1,051.01M	₹369.62M	35.2%	379.25M	36.1%
APAC	₹ 2,605.73M	₹928.21M	35.6%	1,043.82M	40.1%
NA	₹ 1,290.74M	₹559.92M	43.4%	854.82M	66.2%
Total	₹ 4,968.48M	₹1,865.11M	37.5%	2,284.51M	46.0%

Unit Economics

Total COGS Gross Margin



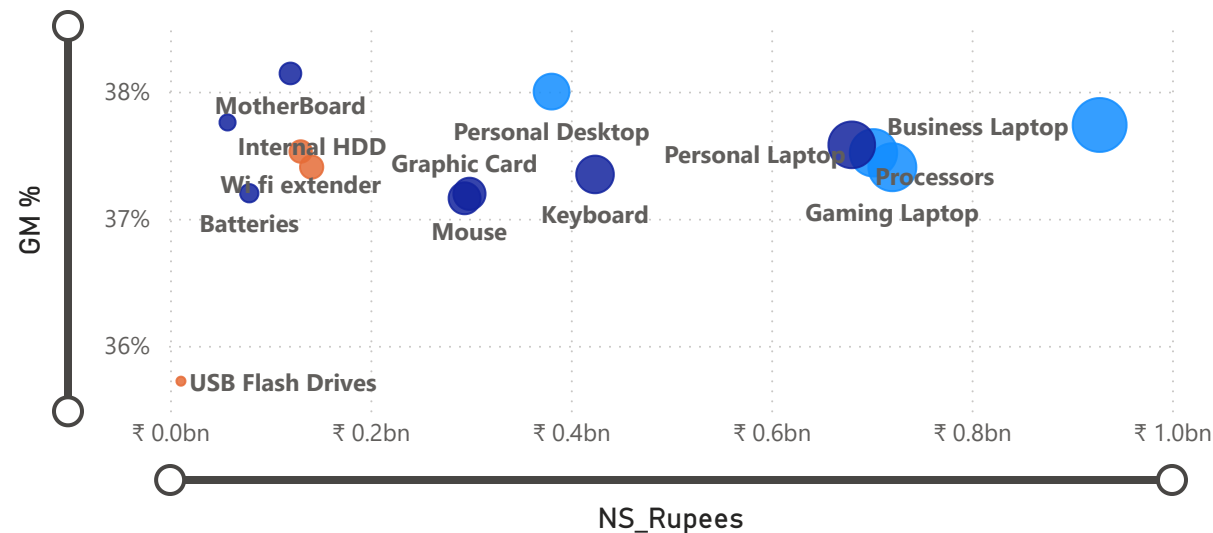
Increase Decrease



Performance Matrix

NS_Rupees, GM %, NS_Rupees and GM % by category and division

division N & S P & A PC



Note : All Amounts are in INR.



region



All



market



All



customer



All



2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

6899.04K
Goal: 9780.74K
(+29.46%)

Net Profit %

81.17%
Goal: 80.21% (+1.2%)

Forecast Accuracy

-3,472.7K
Goal: -751.7K (+361.97%)

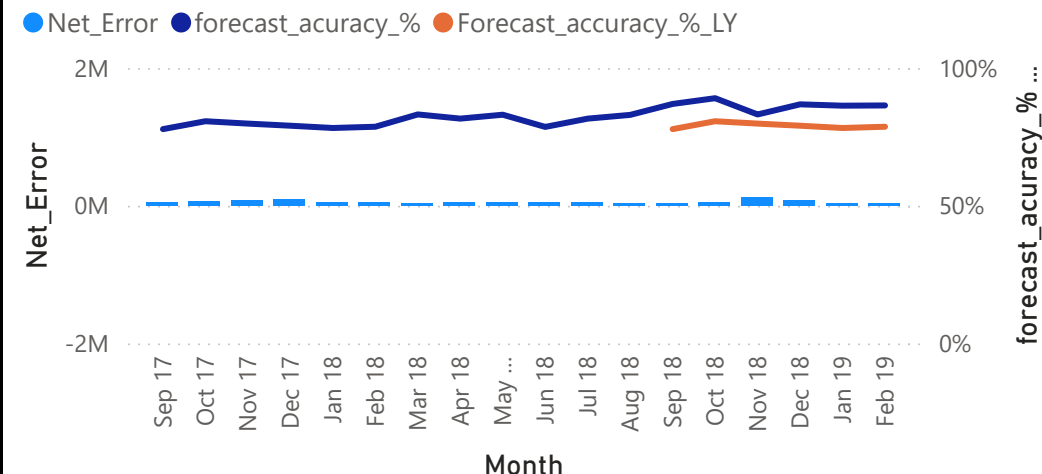
Net Error

Key Metrics by Customer

customer	FC_Acc_%	FC_%_LY	Net_Error	Net_Error_%	Risk
Acclaimed Stores	1.72%	1.65%	120757242	98%	Excess Inventory
All-Out	0.09%	0.08%	122758046	100%	Excess Inventory
AltiQ Exclusive	7.03%	6.82%	114234691	93%	Excess Inventory
Amazon	14.66%	14.51%	104857812	85%	Excess Inventory
Argos (Sainsbury's)	0.38%	0.37%	122403574	100%	Excess Inventory
Atlas Stores	0.42%	0.38%	122359071	100%	Excess Inventory
Atliq e Store	9.10%	9.07%	111698328	91%	Excess Inventory
Atliq Exclusive	1.55%	1.48%	120973782	98%	Excess Inventory
BestBuy	1.01%	0.98%	121629046	99%	Excess Inventory
Billa	0.24%	0.23%	122584529	100%	Excess Inventory
Boulangier	0.63%	0.57%	122095791	99%	Excess Inventory
Chip 7	0.78%	0.73%	121912275	99%	Excess Inventory
Chiptec	0.40%	0.34%	122380006	100%	Excess Inventory
Circuit City	1.06%	1.01%	121573227	99%	Excess Inventory
Control	1.15%	1.13%	121466915	99%	Excess Inventory
Coolblue	0.62%	0.58%	122111385	99%	Excess Inventory
Total	79.83%	79.26%	-2417425	-2%	Out of Stock

Accuracy/Net Error Trend

Net_Error, forecast_acuracy_% and Forecast_accuracy_%_LY by Month



Key Metrics by Products

Segment	LY FA %	FA %	Net_Error	Risk	Net_Error_%
Desktop	84.11%	86.98%	94729	Excess Inventory	10.36%
Networking	79.46%	80.99%	184995	Excess Inventory	2.72%
Notebook	79.41%	83.80%	22621	Excess Inventory	0.45%
Storage	82.48%	81.08%	2020264	Excess Inventory	10.51%
Accessories	77.85%	80.50%	-1352029	Out of Stock	-1.89%
Peripherals	81.06%	74.34%	-3388005	Out of Stock	-17.54%
Total	79.26%	79.83%	-2417425	Out of Stock	-1.97%

Note : All Amounts are in INR.



region

market

customer

All

All

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales

₹ 3.74bn
Goal: ₹ 0.82bn
(-353.5%)

GM %

37.80%
Goal: 36.20%
(-4.44%)

Net Profit %

49.23%
Goal: 37.08%
(+32.77%)

Forecast Acc.

81.17%
Goal: 80.21%
(+1.2%)

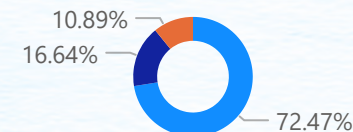
Revenue by Division

PC P & A N & S



Revenue by Channel

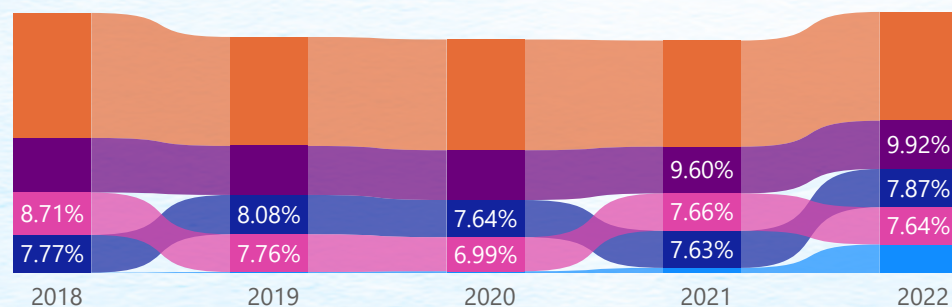
Retailer Direct Distributor



Key Insights by Sub-Zone

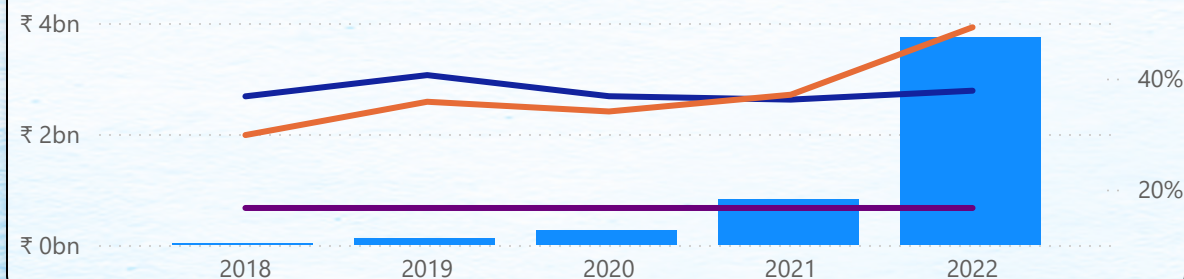
market_share_% by fy_desc and manufacturer

manufacturer atliq_sales_\$ bp_sales_\$ dale_sales_\$ innovo_sales_\$ pacer_sales_\$



Yearly Trend by Revenue , GM%, NP%, MS%

NS_Rupees GM % Net_Profit_% market_share_%



Top 5 Customers by Revenue

customer	RC_%	GM %
AltiQ Exclusive	8.23%	46.85%
Flipkart	3.62%	39.53%
Atliq e Store	8.40%	36.80%
Amazon	13.59%	36.50%
Sage	3.43%	31.71%
Total	37.28%	38.70%

Top 5 Products by Revenue

product	RC_%	GM %
AQ Smash 2	3.40%	37.08%
AQ Smash 1	3.33%	37.18%
AQ BZ Allin1	3.53%	37.26%
AQ HOME Allin1 Gen 2	4.40%	37.76%
AQ BZ Allin1	1.07%	38.72%
Total	18.74%	37.54%

PC Market Share Trend

sub_zone	NS_Rupees	RC_%	GM %	Net_Profit_%	Net_Error_%	Risk
NA	₹ 1,290.74M	25.98%	43.38%	66.23%	78.34%	Excess Inventory
India	₹ 1,271.22M	25.59%	34.84%	36.37%	71.11%	Excess Inventory
ROA	₹ 1,077.36M	21.68%	35.02%	39.90%	76.83%	Excess Inventory
NE	₹ 604.60M	12.17%	33.84%	36.50%	87.88%	Excess Inventory
SE	₹ 446.41M	8.98%	36.97%	35.52%	89.67%	Excess Inventory
ANZ	₹ 257.15M	5.18%	42.00%	58.95%	94.73%	Excess Inventory
LATAM	₹ 21.00M	0.42%	35.07%	31.52%	99.48%	Excess Inventory
Total	₹ 4,968.48M	100.00%	37.54%	45.98%	-1.97%	Out of Stock

Note : All Amounts are in INR.