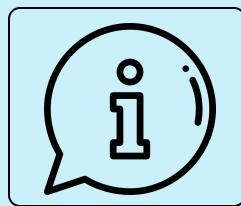




Business Insights 360



Info

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



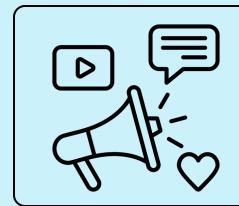
Finance View

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



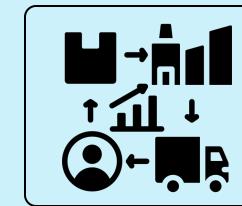
Sales View

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



Marketing

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.



Support

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



region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

YTG

₹ 267.98M

LY: ₹ 111.37M
(+140.61%)

Net Sales

37.10%!
LY: 0.41 (-9.95%)

GM %

-0.85%!
LY: 0.02 (-138.68%)

Net Profit

Profit And Loss Statement

Line Item	2020	LY	YOY	YOY %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expenses	-101.71	-43.43	-58.28	134.21
Net profit	-2.29	2.46	-4.75	-193.08
Net profit %	-0.85	2.21	-3.06	-138.68

Net Sales performance over time



Top / Bottom Products & Customers Net Sales

region	P & L values	P & L YOY Chg %
APAC	148	107.48
NA	62	182.70
EU	56	224.03
LATAM	2	141.89
Total	268	140.61

segment	P & L values	P & L YOY Chg %
Notebook	86	166.63
Accessories	66	136.21
Peripherals	61	207.22
Storage	28	99.17
Networking	26	51.00
Desktop	1	0.00
Total	268	140.61



region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

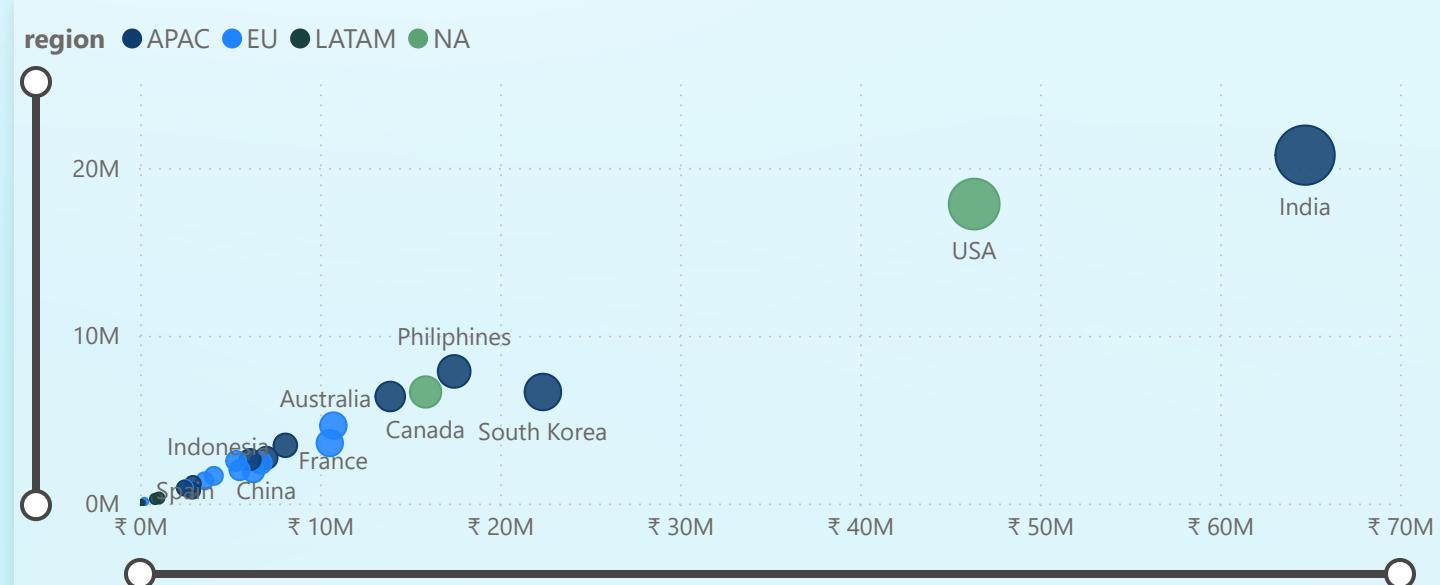
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	₹ 49.77M	18.89M	37.96%
Atliq e Store	₹ 31.74M	11.89M	37.47%
AltiQ Exclusive	₹ 20.28M	9.74M	48.02%
Flipkart	₹ 10.92M	3.66M	33.54%
Sage	₹ 8.32M	2.60M	31.22%
Ebay	₹ 8.15M	2.80M	34.34%
Leader	₹ 7.73M	2.04M	26.36%
Synthetic	₹ 5.75M	2.54M	44.23%
Novus	₹ 4.88M	2.01M	41.28%
Electricalsociety	₹ 4.56M	1.54M	33.77%
Neptune	₹ 4.41M	1.70M	38.66%
Expression	₹ 3.86M	1.23M	31.95%
Total	₹ 267.98M	99.42M	37.10%

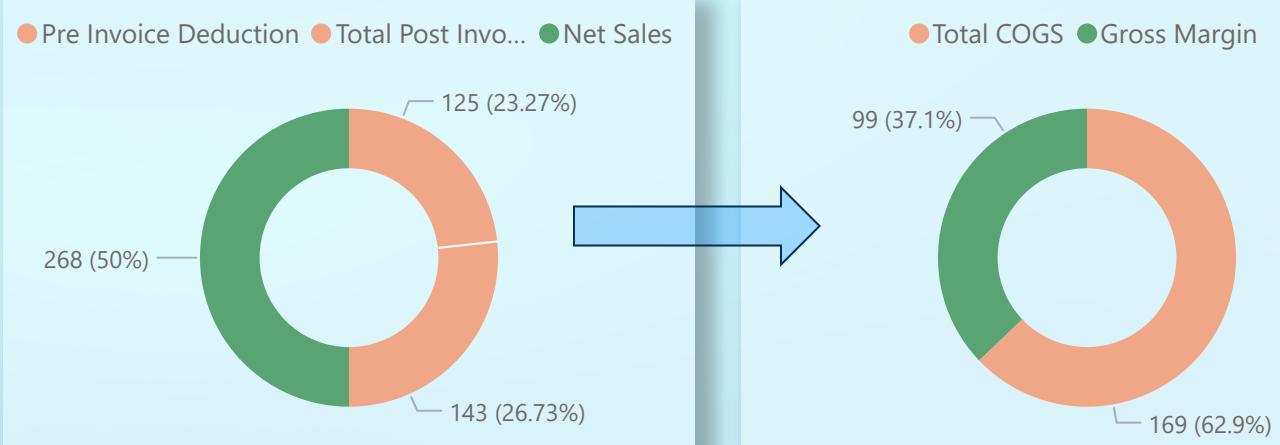
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	₹ 27.56M	9.93M	36.05%
Peripherals	₹ 60.63M	22.72M	37.47%
Notebook	₹ 86.39M	32.04M	37.08%
Networking	₹ 26.22M	9.83M	37.51%
Desktop	₹ 0.95M	0.35M	36.47%
Accessories	₹ 66.23M	24.56M	37.07%
Total	₹ 267.98M	99.42M	37.10%

Unit Economics





region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

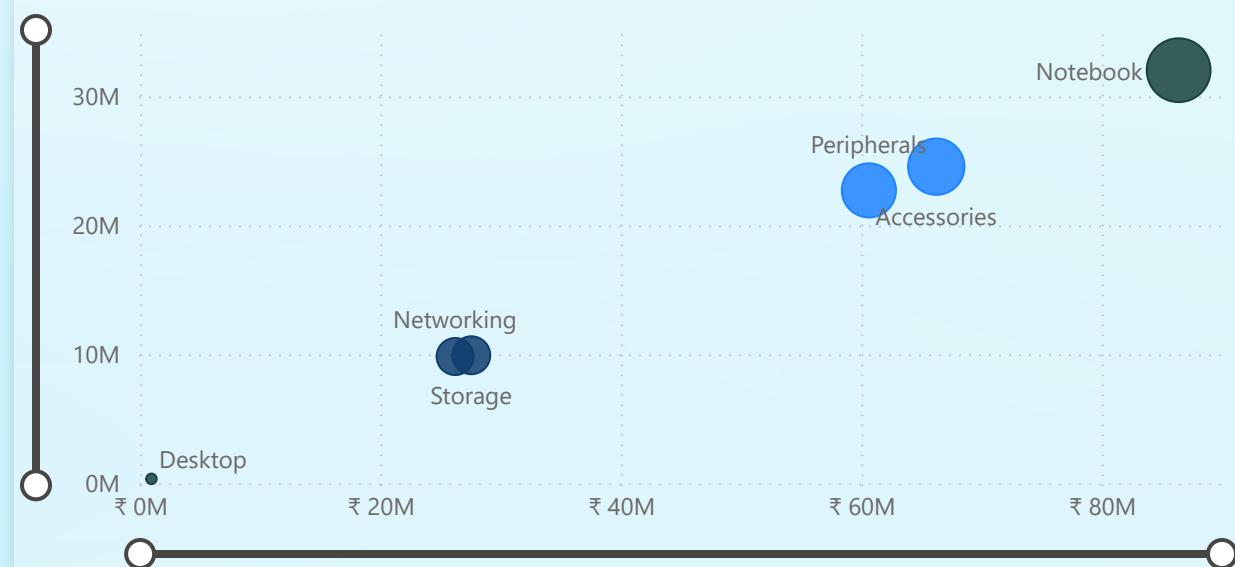
YTG

Product Performance

segment	NS \$	GM \$	GM %	Net profit	Net profit %
+ Storage	₹ 27.56M	9.93M	36.05%	-0.49M	-1.78%
+ Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M	-0.48%
+ Notebook	₹ 86.39M	32.04M	37.08%	-0.79M	-0.92%
+ Networking	₹ 26.22M	9.83M	37.51%	-0.12M	-0.47%
+ Desktop	₹ 0.95M	0.35M	36.47%	-0.03M	-2.88%
+ Accessories	₹ 66.23M	24.56M	37.07%	-0.56M	-0.85%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%

Performance Matrix

division ● N & S ○ P & A ● PC

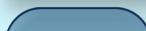
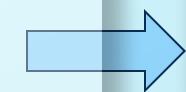
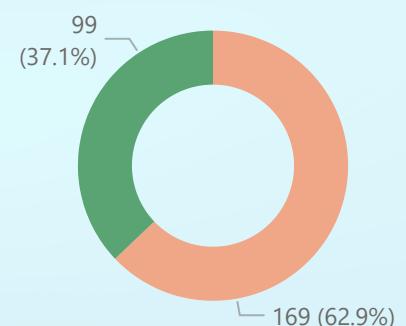


Product Performance

region	NS \$	GM \$	GM %	Net profit	Net profit %
APAC	₹ 147.98M	53.23M	35.97%	-1.52M	-1.03%
EU	₹ 55.79M	21.10M	37.82%	0.35M	0.62%
LATAM	₹ 2.00M	0.62M	30.96%	0.00M	-0.08%
NA	₹ 62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%

Unit Economics

● Total COGS ● Gross Margin





region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

YTD

YTG

74.31%!

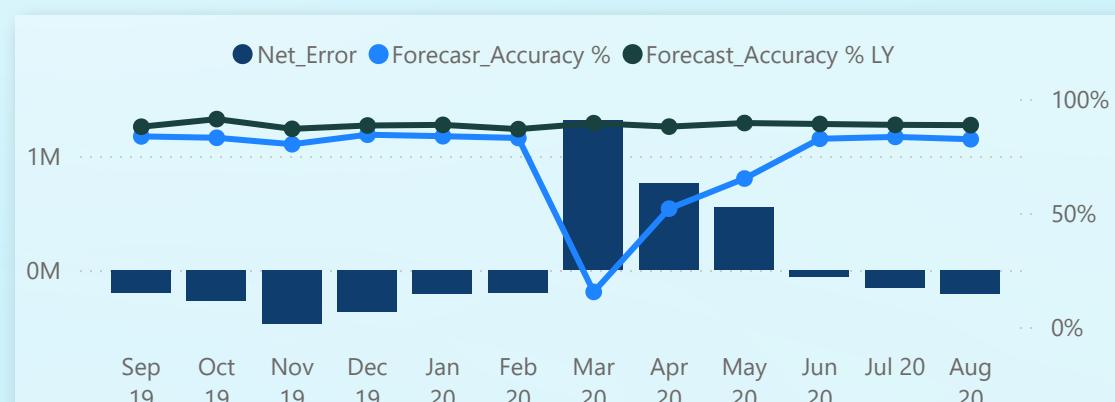
LY: 88.51% (-16.04%)

Forecast Accuracy**491.60K ✓**

LY: 637.48K (-22.88%)

Net Error**5462.7K!**LY: 0.0K
(+24732079324.55%)**ABS Error****Key Metrics By Customer**

customer	Forecasr_Accuracy %	Net_Error	Net_Error %	Forecast_Accuracy % LY	Risk
Acclaimed Stores	14.73%	-83357.00	-39.76%	73.60%	out of stock
All-Out	52.37%	5699.00	25.31%		excess Inventory
AltiQ Exclusive	61.01%	277481.00	17.68%	83.11%	excess Inventory
Amazon	51.87%	-917373.00	-31.93%	85.89%	out of stock
Argos (Sainsbury's)	53.31%	10038.00	10.79%	75.42%	excess Inventory
Atlas Stores	55.47%	24488.00	26.07%	72.70%	excess Inventory
Atliq e Store	59.06%	-544329.00	-28.48%	85.45%	out of stock
Atliq Exclusive	51.46%	53199.00	18.15%	69.74%	excess Inventory
BestBuy	19.97%	-44305.00	-32.55%	54.05%	out of stock
Billa	48.09%	-2483.00	-5.80%	65.28%	out of stock
Boulanger	47.29%	-7244.00	-8.78%	72.73%	out of stock
Chip 7	53.22%	79770.00	37.39%	49.51%	excess Inventory
Chiptec	38.83%	-4136.00	-10.85%		out of stock
Circuit City	29.48%	-47555.00	-34.82%	51.47%	out of stock
Control	42.96%	-20992.00	-11.29%	59.32%	out of stock
Coolblue	57.50%	15660.00	11.41%	77.14%	excess Inventory
Costco	45.10%	8127.00	2.94%	58.05%	excess Inventory
Croma	55.62%	28591.00	10.12%	70.18%	excess Inventory
Total	74.31%	491599.00	2.31%	88.51%	excess Inventory

Accuracy / Net Error Trend**Key Metrics by Products**

segment	Forecasr_Accuracy %	Forecast_Accuracy % LY	Net_Error	Risk
Accessories	73.06%	93.31%	-167818.00	-1.40% out of stock
Desktop	72.14%		-52.00	-2.00% out of stock
Networking	52.50%	81.51%	-379134.00	-28.90% out of stock
Notebook	77.36%	84.03%	146640.00	22.59% excess Inventory
Peripherals	76.55%	87.97%	193476.00	7.43% excess Inventory
Storage	81.94%	80.51%	698487.00	14.86% excess Inventory
Total	74.31%	88.51%	491599.00	2.31% excess Inventory