BUSINESS INSIGHTS PROJECT
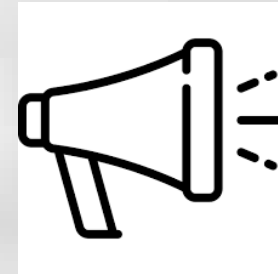

Finance View

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.

2018 2019 2020 2021 2022 Est

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD YTG
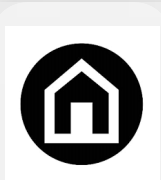
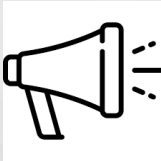**$3,736.17M** ✓
LY: $823.85M (+353.5%)
Net Sales

38.08% ✓
LY: 0.36 (+4.37%)
GM %

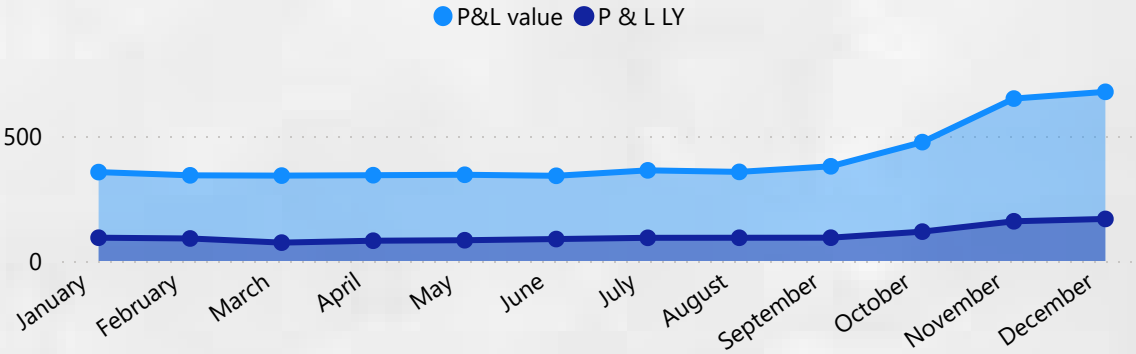**-13.98%** !
LY: -0.07 (-110.79%)
Net Profit %

Net Sales Performace Over Time

● P&L value ● P & L LY

Profit and Loss Statement

Line Item ▲	LY	YoY Chg	YoY Chg %
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	32.58	100.49	308.44
- Other Cost	5.09	15.52	305.20
Total COGS	775.48	2,313.29	298.31
Gross Margin	456.84	1,422.88	311.46
Gross Margin %	37.07	0.76	2.05
GM / Unit	0.37	0.01	2.05
Operational Expense	-512.59	-1,945.30	379.50
Net Profit	-55.76	-522.42	936.96
Net Profit %	-4.52	-7.11	157.19

Top / Bottom Products & Customers by Net Sales

region	P&L value	P & L YoY Chg %
⊞ APAC	2,605.73	282.10
⊞ EU	1,051.01	281.46
⊞ LATAM	21.00	239.67
⊞ nan	1,290.74	380.46
Total	**4,968.48**	**303.18**

segment	P&L value	P & L YoY Chg %
⊞ Accessories	802.17	130.46
⊞ Desktop	758.45	1,500.86
⊞ Networking	130.40	41.79
⊞ Notebook	1,973.15	402.44
⊞ Peripherals	1,152.02	352.70
⊞ Storage	152.29	55.88
Total	**4,968.48**	**303.18**

Customer Performance

customer	NS$ ▼	GM $	GM %
Amazon	$675.09M	248.15M	36.76%
Atliq e Store	$417.55M	155.02M	37.13%
AltiQ Exclusive	$409.09M	192.92M	47.16%
Flipkart	$179.65M	71.46M	39.78%
Sage	$170.67M	55.39M	32.45%
Leader	$157.04M	49.73M	31.67%
Neptune	$132.45M	60.32M	45.54%
Ebay	$123.83M	44.79M	36.17%
Acclaimed Stores	$93.76M	37.00M	39.46%
Electricalsocity	$92.37M	33.24M	35.98%
walmart	$90.44M	39.86M	44.08%
Electricalslytical	$89.95M	33.33M	37.05%
Propel	$81.58M	30.42M	37.29%
Total	**$4,968.48M**	**1,879.72M**	**37.83%**

Product Performance

segment	NS$	GM $	GM %
⊞ Accessories	$802.17M	301.45M	37.58%
⊞ Desktop	$758.45M	289.53M	38.17%
⊞ Networking	$130.40M	49.38M	37.87%
⊞ Notebook	$1,973.15M	746.24M	37.82%
⊞ Peripherals	$1,152.02M	435.85M	37.83%
⊞ Storage	$152.29M	57.27M	37.61%
Total	**$4,968.48M**	**1,879.72M**	**37.83%**

Performance Matrix

● APAC ● EU ● LATAM ● nan

GM $

0.5bn

USA   India

South Korea

Japan Australia China
Bangladesh   Canada
Italy

0.0bn
$0.0bn $0.2bn $0.4bn $0.6bn $0.8bn $1.0bn $1.2bn $1.4bn

NS$

Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice De...

2.31K (23.44%)

4.97K (50.5%)

2.56K (26.06%)

● Total COGS ● Gross Margin

1.88K (37.83%)

3.09K (62.17%)

Filters

region: All
market: All
customer: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

YTD | YTG
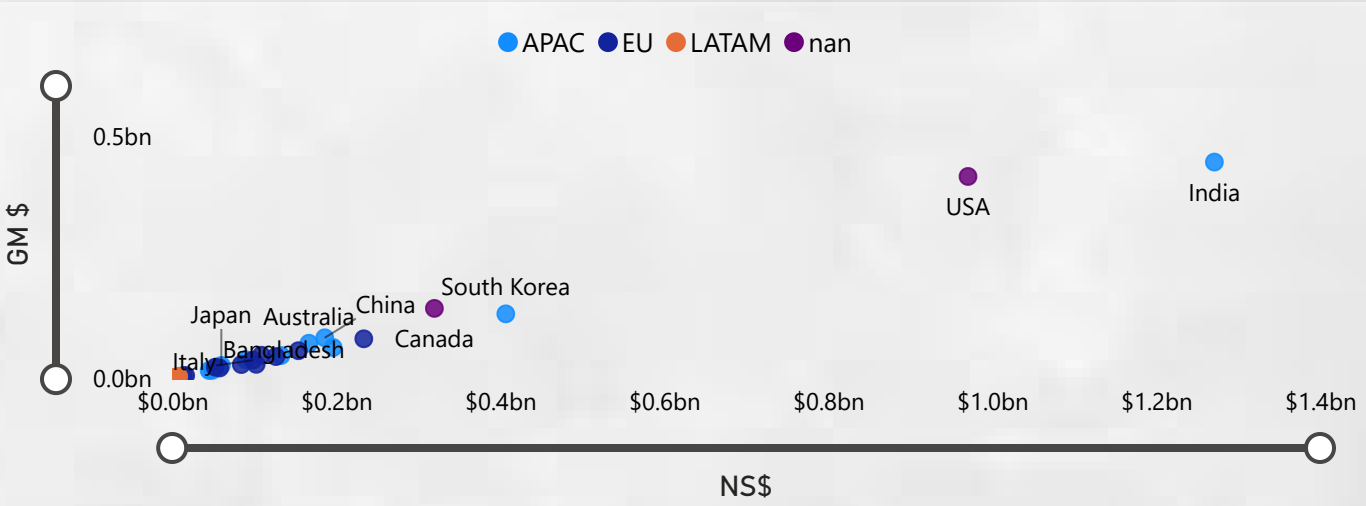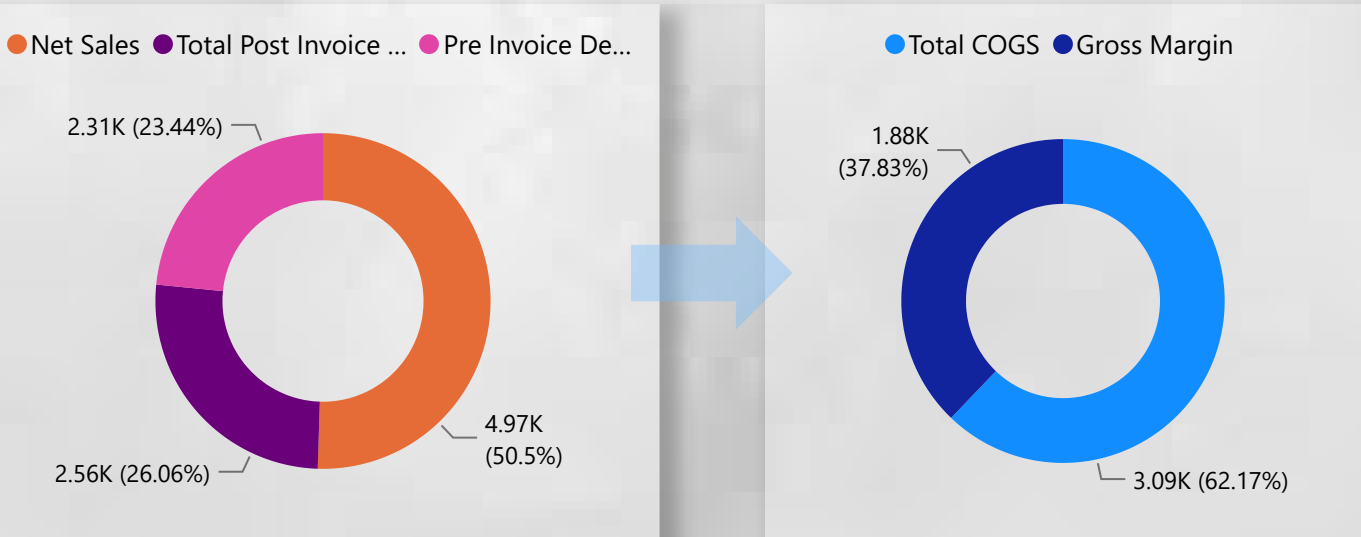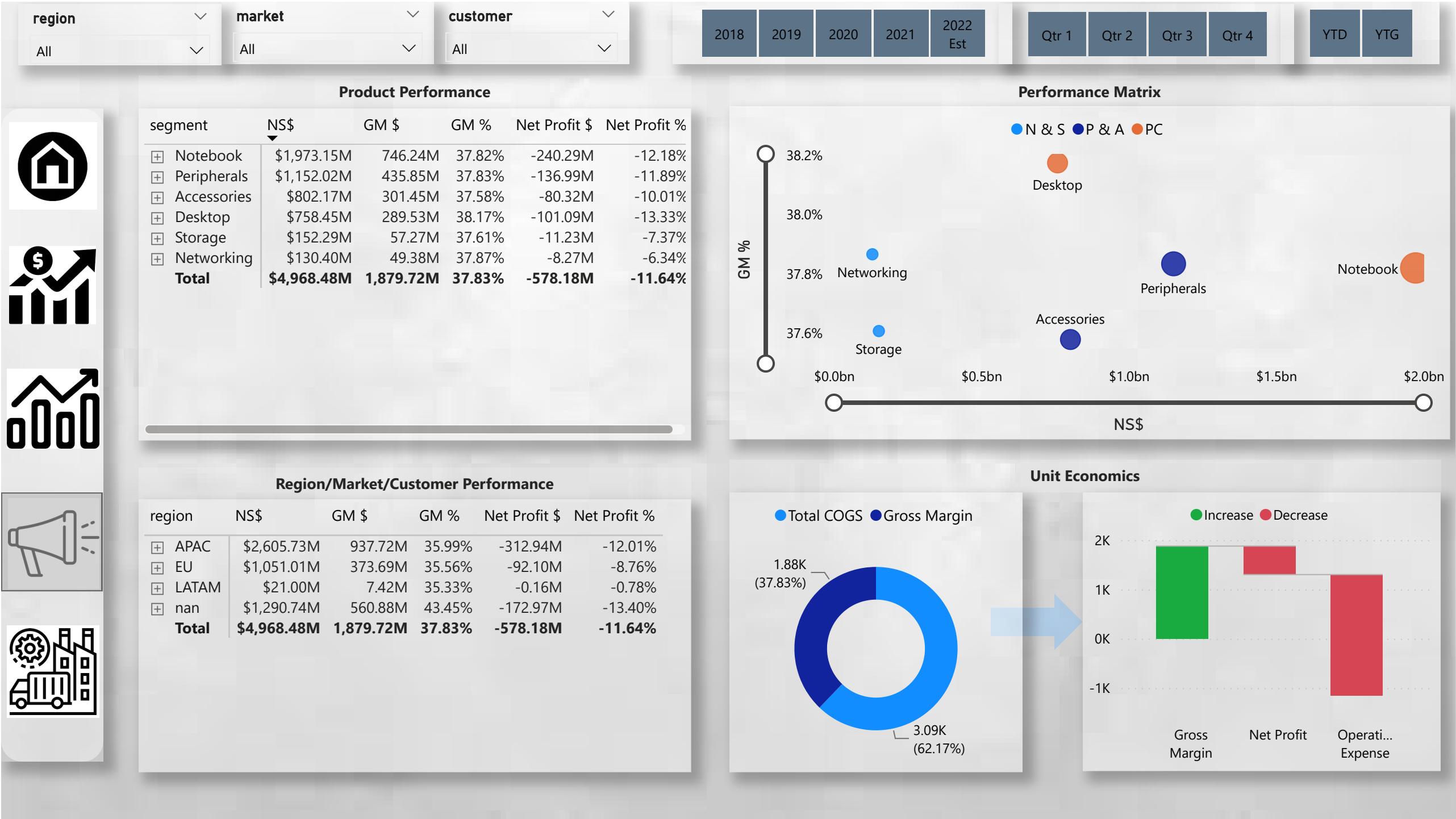
Product Performance

segment	NS$	GM $	GM %	Net Profit $	Net Profit %
Notebook	$1,973.15M	746.24M	37.82%	-240.29M	-12.18%
Peripherals	$1,152.02M	435.85M	37.83%	-136.99M	-11.89%
Accessories	$802.17M	301.45M	37.58%	-80.32M	-10.01%
Desktop	$758.45M	289.53M	38.17%	-101.09M	-13.33%
Storage	$152.29M	57.27M	37.61%	-11.23M	-7.37%
Networking	$130.40M	49.38M	37.87%	-8.27M	-6.34%
Total	**$4,968.48M**	**1,879.72M**	**37.83%**	**-578.18M**	**-11.64%**

Performance Matrix

N & S | P & A | PC

Region/Market/Customer Performance

region	NS$	GM $	GM %	Net Profit $	Net Profit %
APAC	$2,605.73M	937.72M	35.99%	-312.94M	-12.01%
EU	$1,051.01M	373.69M	35.56%	-92.10M	-8.76%
LATAM	$21.00M	7.42M	35.33%	-0.16M	-0.78%
nan	$1,290.74M	560.88M	43.45%	-172.97M	-13.40%
Total	**$4,968.48M**	**1,879.72M**	**37.83%**	**-578.18M**	**-11.64%**

Unit Economics

Total COGS | Gross Margin

1.88K (37.83%)
3.09K (62.17%)

Increase | Decrease

Gross Margin | Net Profit | Operati... Expense

Forecast Accuracy
34.26% !
LY: 80.21% (-57.29%)

Net Error
46708.38K !
LY: -751.71K (+6313.58%)

ABS Error
57080.1K !
LY: 9780.7K (+483.6%)

Accuracy / Net Error Trend

● Net Error ● Forecast Accuracy % ● Forecast Accuracy % LY

Key Metrices by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	32.48%	43.91%	855014	28.77%	Excess Invento
All-Out	23.93%	31.27%	51084	30.56%	Excess Invento
AltiQ Exclusive	48.63%	67.71%	3491690	28.78%	Excess Invento
Amazon	49.64%	68.28%	5406677	23.08%	Excess Invento
Argos (Sainsbury's)	38.83%	52.54%	171875	26.75%	Excess Invento
Atlas Stores	33.06%	46.26%	391236	43.17%	Excess Invento
Atliq e Store	50.39%	69.48%	3328706	22.95%	Excess Invento
Atliq Exclusive	28.63%	41.38%	674899	26.21%	Excess Invento
BestBuy	23.17%	28.26%	559397	31.00%	Excess Invento
Billa	21.04%	23.91%	75965	20.78%	Excess Invento
Boulanger	38.71%	54.88%	350340	31.04%	Excess Invento
Chip 7	33.43%	48.42%	424757	30.63%	Excess Invento
Chiptec	34.17%	49.88%	300337	37.80%	Excess Invento
Circuit City	23.40%	28.20%	553084	29.83%	Excess Invento
Control	29.09%	41.76%	698282	33.16%	Excess Invento
Coolblue	36.40%	50.97%	419076	35.46%	Excess Invento
Costco	30.78%	43.59%	940521	35.10%	Excess Invento
Total	**56.68%**	**79.26%**	**4776364 8**	**27.60%**	**Excess Invent**
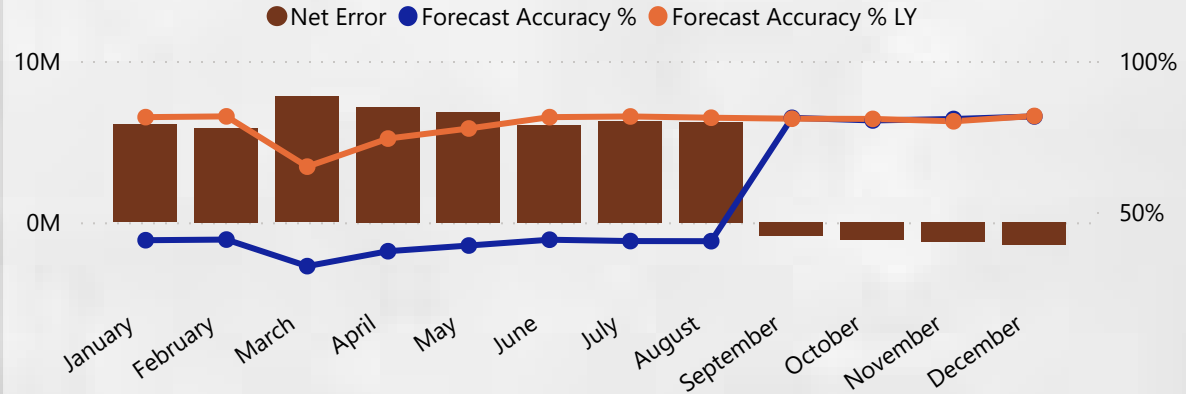
Key Metrices By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY ▼	Net Error	Net Profit %	Risk
⊞ Desktop	40.68%	84.11%	1135449	-13.33%	Excess Inventory
⊞ Storage	69.05%	82.48%	5366759	-7.37%	Excess Inventory
⊞ Peripherals	43.42%	81.06%	10372116	-11.89%	Excess Inventory
⊞ Networking	70.15%	79.46%	1236688	-6.34%	Excess Inventory
⊞ Notebook	47.33%	79.41%	3860194	-12.18%	Excess Inventory
⊞ Accessories	58.38%	77.85%	25792442	-10.01%	Excess Inventory
Total	**56.68%**	**79.26%**	**47763648**	**-11.64%**	**Excess Inventory**