



# Business Insights 360



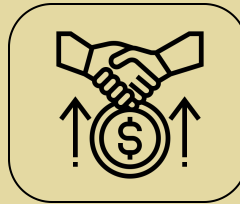
## Info

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



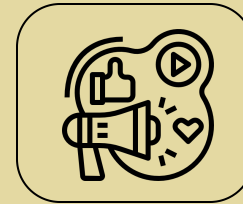
## Finance View

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



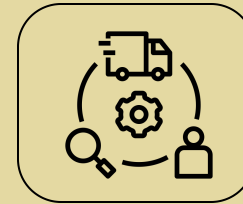
## Sales View

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.



## Support

Get your issues resolved by connecting to our support specialist.

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Last Refreshed date

**Developed by**  
**Adesh K S**



region, market  
All

customer  
All

segment, category....  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



**\$3.74bn**✓

LY: \$823.85M (+353.5%)

**Net Sales**

**38.08%**✓

LY: 36.49% (+4.37%)

**GM %**

**-13.98%**!

LY: -0.07 (-110.79%)

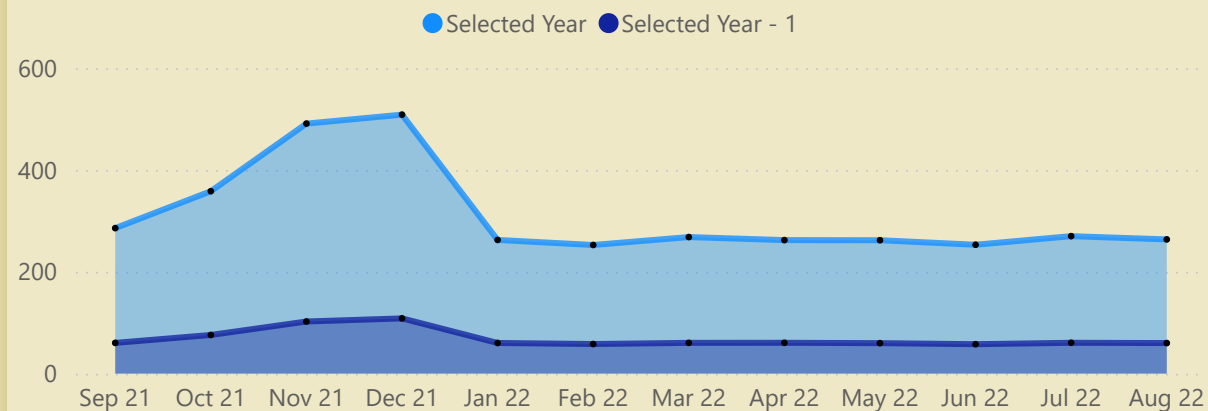
**Net Profit %**

### Profit and Loss Statement

Line Item	2022 Est	LY	YoY Chg	YoY Chg %
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Profit	-522.42	-54.65	-467.77	855.93
Operational Expense	-1,945.30	-355.28	-1,590.0	447.54
			2	
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00

### Net Sales Performace Over Time

#### Net Sales Performace Over Time



### Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L values	P & L YoY Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>



region, market

All

segment, categ...

All

customer

All

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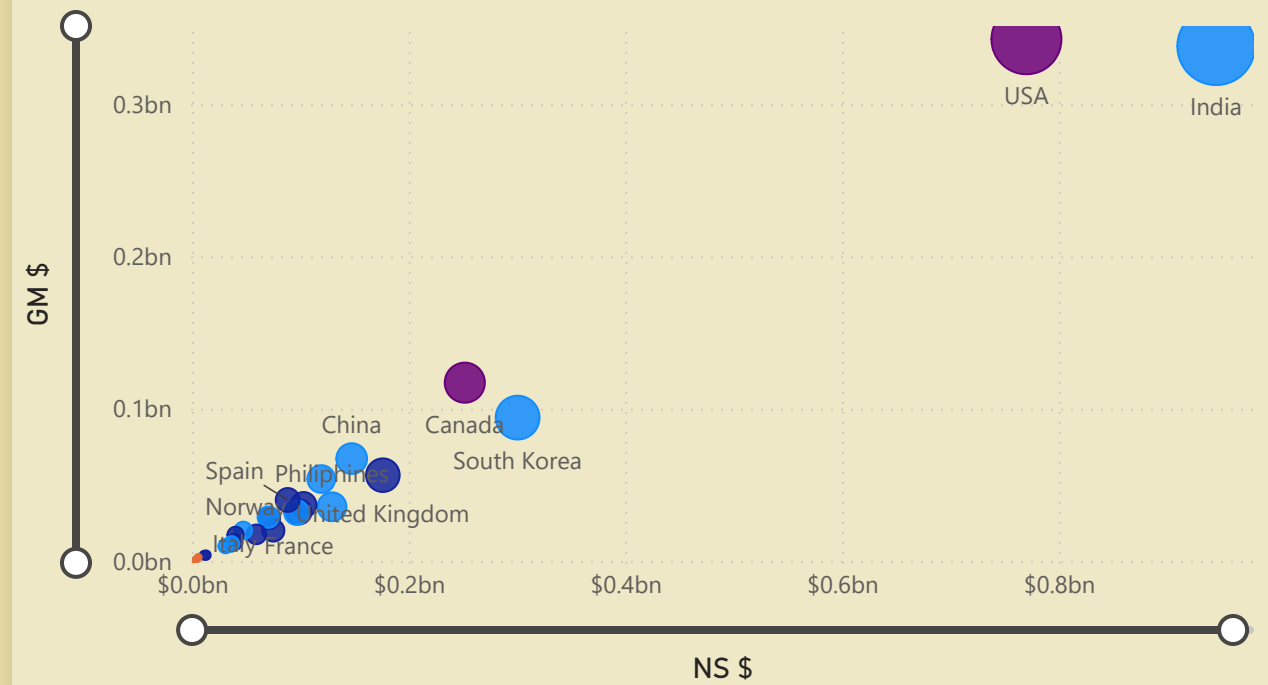
YTG



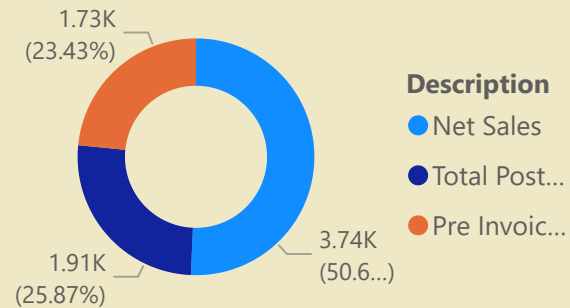
customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.78%
AltIQ Exclusive	\$307.2M	145.0M	47.22%
Atliq e Store	\$304.1M	112.1M	36.88%
Flipkart	\$138.5M	58.4M	42.14%
Sage	\$127.9M	40.3M	31.53%
Leader	\$117.3M	36.0M	30.70%
Neptune	\$105.7M	49.4M	46.70%
Ebay	\$91.6M	33.1M	36.09%
Acclaimed Stores	\$73.4M	29.6M	40.32%
walmart	\$72.4M	33.1M	45.66%
Electricalslytical	\$68.0M	25.3M	37.24%
Electricalsocity	\$67.8M	24.4M	36.03%
Staples	\$64.2M	25.0M	38.92%
Costco	\$61.8M	24.2M	39.07%
Propel	\$61.6M	23.0M	37.38%
Path	\$59.3M	25.8M	43.50%
Vijay Sales	\$55.1M	20.9M	37.96%
Reliance Diqital	\$54.6M	20.9M	38.21%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>

NS \$, GM \$, NS \$ and GM % by market and region

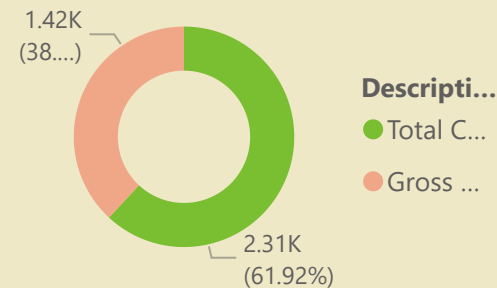
region ● APAC ● EU ● LATAM ● NA



P &amp; L values by Description



P &amp; L values by Description



segment	NS \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.01%
Peripherals	\$897.5M	341.2M	38.02%
Notebook	\$1,580.4M	601.0M	38.03%
Desktop	\$711.1M	272.4M	38.31%
Storage	\$54.6M	20.9M	38.33%
Networking	\$38.4M	14.8M	38.45%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>



Region  
All

market  
All

customer  
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2019

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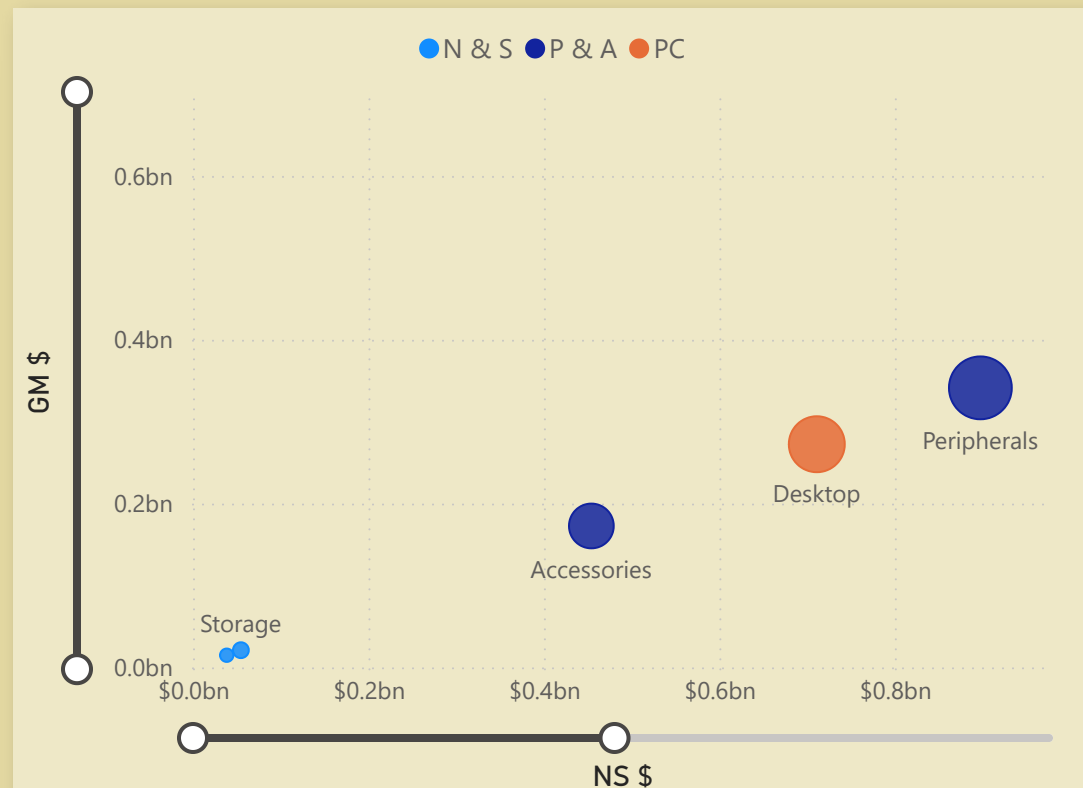
Q4

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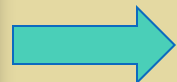
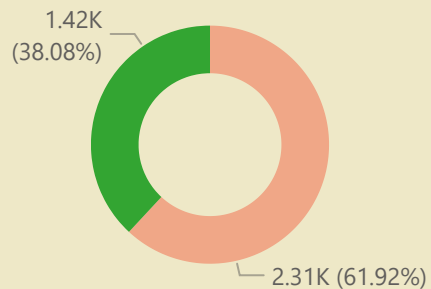
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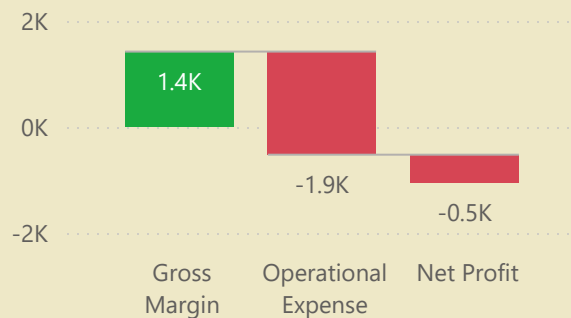
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<b>Accessories</b>	<b>\$454.1M</b>	<b>172.6M</b>	<b>38.01%</b>	<b>-63.78M</b>	<b>-14.05%</b>
Batteries	\$71.4M	26.8M	37.61%	-10.27M	-14.40%
Keyboard	\$225.2M	86.0M	38.17%	-31.24M	-13.87%
Mouse	\$157.5M	59.8M	37.96%	-22.26M	-14.14%
<b>Desktop</b>	<b>\$711.1M</b>	<b>272.4M</b>	<b>38.31%</b>	<b>-97.79M</b>	<b>-13.75%</b>
Business Laptop	\$343.9M	131.6M	38.27%	-47.47M	-13.80%
Personal Desktop	\$367.2M	140.8M	38.34%	-50.32M	-13.70%
<b>Networking</b>	<b>\$38.4M</b>	<b>14.8M</b>	<b>38.45%</b>	<b>-5.27M</b>	<b>-13.72%</b>
Wi fi extender	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
<b>Notebook</b>	<b>\$1,580.4M</b>	<b>601.0M</b>	<b>38.03%</b>	<b>-222.16M</b>	<b>-14.06%</b>
Business Laptop	\$421.4M	161.3M	38.27%	-58.17M	-13.80%
Gaming Laptop	\$619.2M	233.9M	37.76%	-88.61M	-14.31%
Personal Laptop	\$539.8M	205.8M	38.13%	-75.38M	-13.96%
<b>Peripherals</b>	<b>\$897.5M</b>	<b>341.2M</b>	<b>38.02%</b>	<b>-125.91M</b>	<b>-14.03%</b>
Graphic Card	\$233.7M	87.7M	37.53%	-33.95M	-14.53%
Internal HDD	\$37.4M	14.3M	38.30%	-5.15M	-13.78%
MotherBoard	\$101.8M	39.4M	38.69%	-13.65M	-13.41%
Processors	\$524.6M	199.8M	38.08%	-73.15M	-13.94%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



Total COGS Gross Margin



Increase Decrease



region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>



Region

All



market

All



customer

All



2019

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Q1

Q2

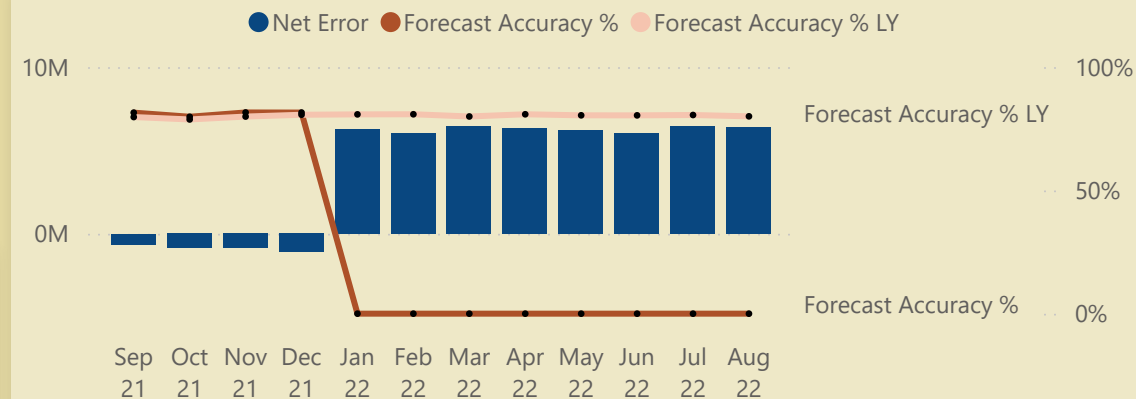
Q3

Q4

YTD

YTG

## Net Sales Performance Over Time



## Top / Bottom Products &amp; Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	36.87%	77.66%	27485939	-14.05%	Excess Inventory
Desktop	37.15%	84.37%	1119296	-13.75%	Excess Inventory
Networking	39.23%	90.40%	1038726	-13.72%	Excess Inventory
Notebook	36.73%	79.99%	3790352	-14.06%	Excess Inventory
Peripherals	28.80%	83.23%	10555841	-14.03%	Excess Inventory
Storage	30.25%	83.54%	2718229	-13.76%	Excess Inventory
Total	34.26%	80.21%	46708383	-13.98%	Excess Inventory

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	24.94%	50.69%	1100424	61.4%	Excess Inventory
All-Out	19.49%	29.09%	57810	55.5%	Excess Inventory
AltiQ Exclusive	29.71%	71.15%	3336800	54.8%	Excess Inventory
Amazon	31.40%	74.54%	6336362	53.5%	Excess Inventory
Argos (Sainsbury's)	23.58%	56.08%	150229	49.4%	Excess Inventory
Atlas Stores	19.84%	48.16%	267261	59.0%	Excess Inventory
Atliq e Store	31.29%	74.59%	3899514	53.8%	Excess Inventory
Atliq Exclusive	12.58%	42.13%	519186	45.6%	Excess Inventory
BestBuy	20.10%	35.31%	721010	64.1%	Excess Inventory
Billa	18.98%	18.29%	121712	57.2%	Excess Inventory
Boulanger	22.54%	58.77%	274071	48.6%	Excess Inventory
Chip 7	13.96%	53.44%	274059	45.4%	Excess Inventory
Chiptec	20.81%	52.54%	232298	54.1%	Excess Inventory
Circuit City	20.52%	35.02%	729209	62.9%	Excess Inventory
Control	20.58%	47.42%	826150	65.6%	Excess Inventory
Coolblue	19.66%	52.95%	288270	52.4%	Excess Inventory
Costco	21.54%	49.42%	1013118	65.1%	Excess Inventory
Total	34.26%	80.21%	46708383	53.8%	Excess Inventory