



## 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.



### Help

Get your issues resolved by connecting to our support specialist.



region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

2022  
Est

quarters

Q1

Q2

Q3

Q4

ytd\_ytg

YTD

Y1



vs LY

vs Target



\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

Gross Margin %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit %

## Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.99
- Other Cost	3.39	1.10	2.29	209.51
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expenses	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38
Total	823.85	267.98	555.87	207.43

## Net Sales Performance Over Time



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

region	P & L Values	P & L % chg	segment	P & L Values	P & L % chg
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.14
NA	177.94	186.03	Networking	45.16	72.26
LATAM	3.16	58.41	Notebook	266.49	208.45
			Peripherals	166.51	174.64
			Storage	54.42	97.48

BM= Benchmark , LY = Last Year



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segment, categor...

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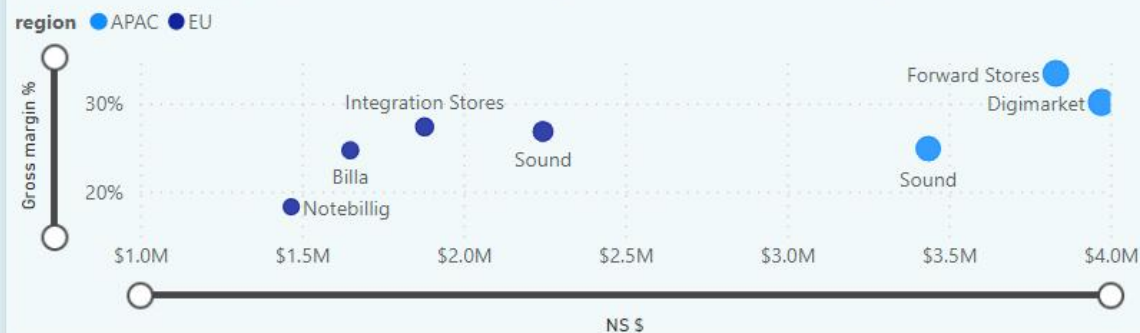
## Customer Performance

customer	NS \$	Gross margin \$	Gross margin %
Amazon	\$109.0M	\$38.6M	35.40%
AltiQ Exclusive	\$69.2M	\$31.9M	46.10%
Atliq e Store	\$70.3M	\$26.4M	37.54%
Sage	\$27.1M	\$9.5M	35.16%
Neptune	\$21.0M	\$8.6M	41.17%
Leader	\$24.5M	\$8.3M	34.01%
Flipkart	\$25.3M	\$7.6M	30.23%
Ebay	\$19.9M	\$7.2M	36.10%
Synthetic	\$16.1M	\$6.3M	39.25%
Electricalslytical	\$15.6M	\$5.9M	37.86%
Electricalsocity	\$16.3M	\$5.7M	34.83%
Propel	\$14.1M	\$5.3M	37.77%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.49%</b>

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## Performance Matrix

NS \$, Gross margin %, NS \$ and Gross margin % by customer and region



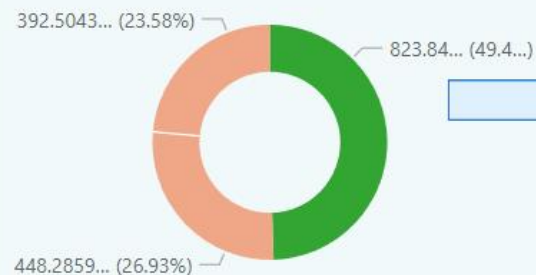
## Product Performance

segment	NS \$	Gross margin \$	Gross margin %
Notebook	\$266.5M	\$97.1M	36.45%
Accessories	\$244.8M	\$89.3M	36.47%
Peripherals	\$166.5M	\$60.8M	36.52%
Storage	\$54.4M	\$20.0M	36.75%
Desktop	\$46.4M	\$16.8M	36.17%
Networking	\$45.2M	\$16.6M	36.75%
<b>Total</b>	<b>\$823.8M</b>	<b>\$300.6M</b>	<b>36.49%</b>

## Unit Economics

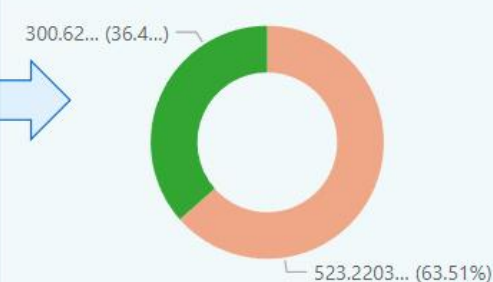
## P &amp; L Values by Description

Description ● Net Sales ● Total Post I... ● Pre Invoi...



## P &amp; L Values by Description

Descripti... ● Total COGS ● Gross Margin



vs LY

vs Target





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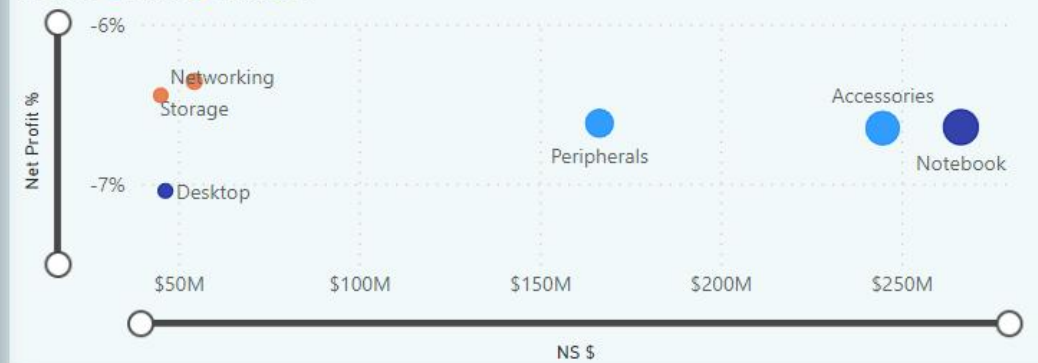
## Product Performance

segment	NS \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
⊞ Notebook	\$266.49M	\$97.12M	36.45%	-17.71M	-6.64%
⊞ Accessories	\$244.85M	\$89.30M	36.47%	-16.28M	-6.65%
⊞ Peripherals	\$166.51M	\$60.81M	36.52%	-11.02M	-6.62%
⊞ Storage	\$54.42M	\$20.00M	36.75%	-3.46M	-6.36%
⊞ Desktop	\$46.43M	\$16.79M	36.17%	-3.27M	-7.04%
⊞ Networking	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49%</b>	<b>-54.65M</b>	<b>-6.63%</b>

Show GM %

## Performance Matrix

division N &amp; S P &amp; A PC

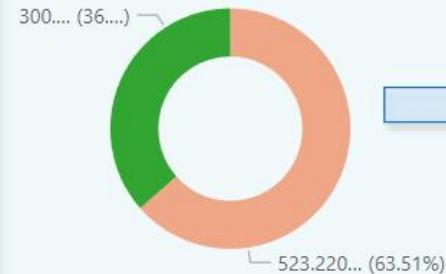


## Region/Market/Customer Performance

region	NS \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
⊞ APAC	\$441.98M	\$156.21M	35.34%	-33.33M	-7.54%
⊞ EU	\$200.77M	\$76.98M	38.34%	2.81M	1.40%
⊞ NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.67%
⊞ LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.18%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49%</b>	<b>-54.65M</b>	<b>-6.63%</b>

## P &amp; L Values by Description

Descri... Total COGS Gross Margin



## Unit Economics

## P &amp; L Values by Description

Increase Decrease





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80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓

LY: 491.6K (-252.91%)

Net Error

9780.74K!

LY: 5743.2K (+70.3%)

Abs Error

## Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Elite	51.48%	40.14%	4296	1.36%	EI
Epic Stores	52.19%	38.40%	11914	3.79%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Expression	44.32%	37.52%	2997	0.37%	EI
Ezone	44.11%	33.17%	26876	3.52%	EI
Flawless Stores	56.29%	38.59%	20844	13.52%	EI
Forward Stores	50.76%	38.58%	8200	2.41%	EI
Girias	45.05%	36.01%	32531	4.18%	EI
Info Stores	55.99%	35.71%	16776	11.25%	EI
Logic Stores	51.44%	37.85%	115481	26.86%	EI
Lotus	43.30%	34.11%	18506	2.54%	EI
Mbit	62.34%	49.13%	51220	14.05%	EI
Total	80.21%	72.99%	-75171	-1.52%	OOS

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## Accuracy/Net Error Trend



## Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Storage	83.54%	81.01%	1507656	15.77%	EI
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS





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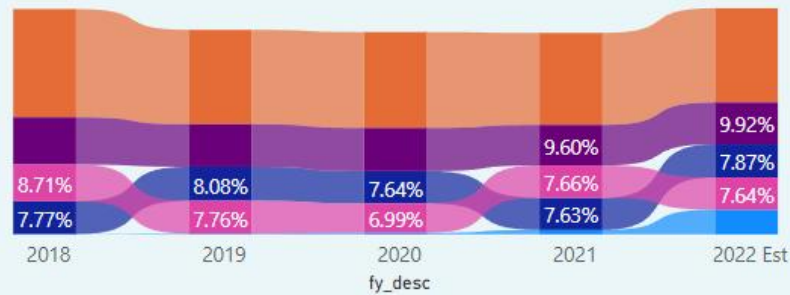
Forecast Accuracy

## Key Insights by sub zone

sub_zone	NS \$	RC %	Gross margin %	Net Profit %	Atliq MS%	Net Error %	Risk
ANZ	\$44.41M	5.39%	38.5% ↓	7.3%	0.28%	-5.19%	OOS
India	\$210.67M	25.57%	32.0% ↓	-24.7%	2.45%	3.90%	EI
LATAM	\$3.16M	0.38%	37.5%	6.2%	0.05%	5.32%	EI
NA	\$177.94M	21.60%	37.2% ↓	-13.7%	0.76%	-7.06%	OOS
NE	\$109.29M	13.27%	38.0%	-1.1%	1.17%	11.27%	EI
ROA	\$186.89M	22.69%	38.3%	8.2%	1.47%	-21.55%	OOS
SE	\$91.48M	11.10%	38.7%	4.4%	3.63%	10.56%	EI
Total	\$823.85M	100.00%	36.5%	-6.6%	1.06%	-1.52%	OOS

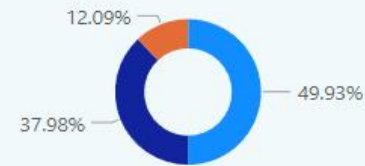
## Market Share % by fy\_desc and Manufacturer

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



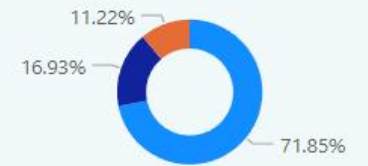
## Revenue by Division

division ● P &amp; A ● PC ● N &amp; S



## Revenue by Channel

channel ● Retailer ● Direct ● Distributor



## Yearly Trend by Revenue, GM%, Net Profit, PC Market Share %



## Top 5 Customers by Revenue

customer	RC %	Gross margin %
AltiQ Exclusive	8.39%	46.10% ↓
Amazon	13.23%	35.40% ↓
Atliq e Store	8.53%	37.54%
Flipkart	3.07%	30.23% ↓
Sage	3.29%	35.16%
Total	36.51%	37.90%

## Top 5 Products by Revenue

product	RC %	Gross margin %
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68% ↓
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%

BM= Benchmark , LY = Last Year, EI= Excess inventory. OOS = Out of Stock