



Business Insights 360



Info

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



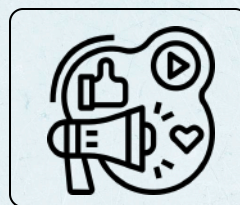
Finance View

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



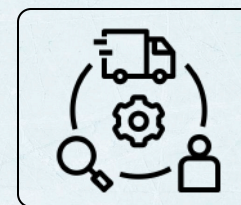
Sales View

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



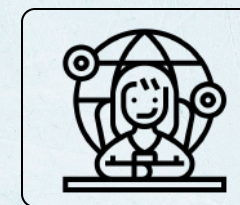
Marketing

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.



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, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



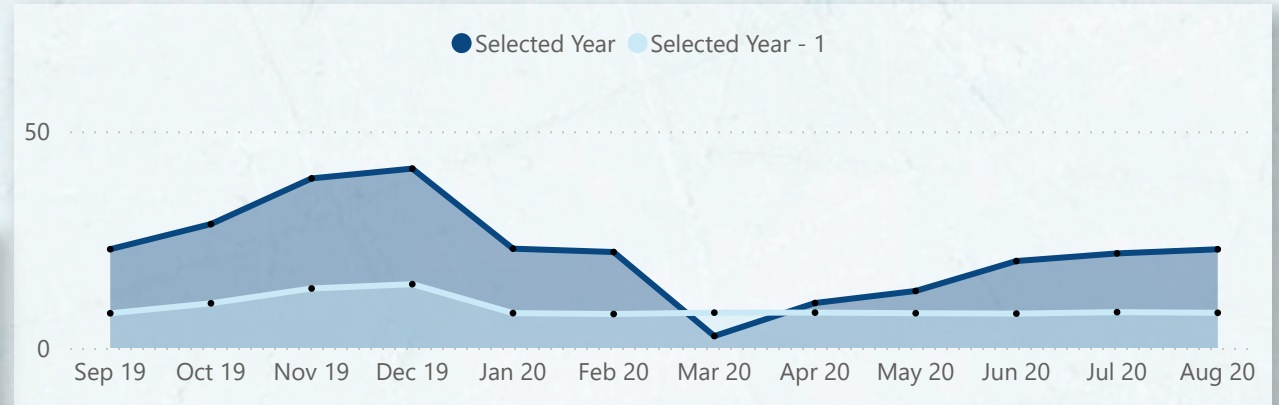
\$267.98M✓
LY: \$111.37M (+140.61%)
Net Sales

37.10%!
LY: 41.20% (-9.95%)
GM %

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

**Profit and Loss Statement**

Line Item	2020	LY	YoY Chg	YoY Chg %
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 Expense	-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 by Net Sales**

region	P & L values	P & L YoY Chg %
⊕ APAC	147.98	107.48
⊕ EU	55.79	224.03
⊕ LATAM	2.00	141.89
⊕ NA	62.21	182.70
Total	267.98	140.61

segment	P & L values	P & L YoY Chg %
⊕ Accessories	66.23	136.21
⊕ Desktop	0.95	0.00
⊕ Networking	26.22	51.00
⊕ Notebook	86.39	166.63
⊕ Peripherals	60.63	207.22
⊕ Storage	27.56	99.17
Total	267.98	140.61

region, market

segment, cat...

customer

All

All

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

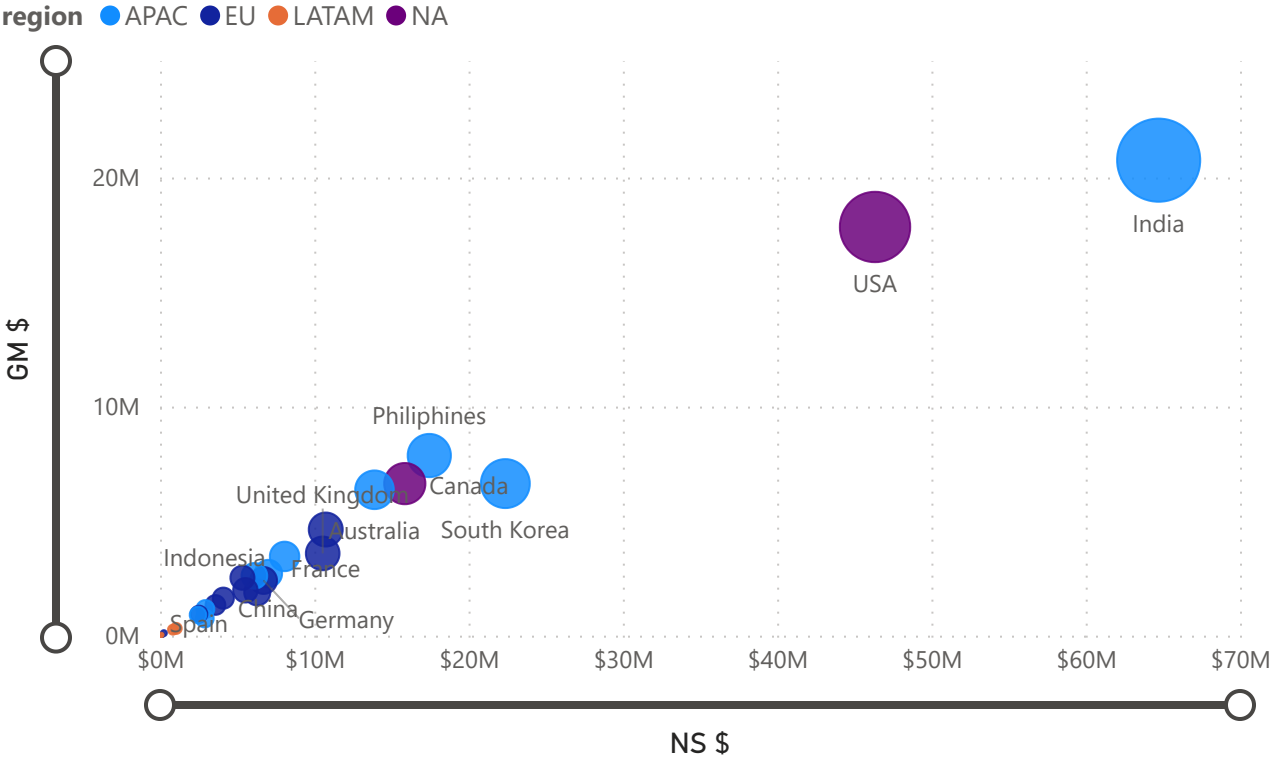
Q4

YTD

YTG

customer	NS \$	GM \$	GM %
Amazon	\$49.8M	18.9M	37.96%
Atliq e Store	\$31.7M	11.9M	37.47%
AltiQ Exclusive	\$20.3M	9.7M	48.02%
Flipkart	\$10.9M	3.7M	33.54%
Sage	\$8.3M	2.6M	31.22%
Ebay	\$8.1M	2.8M	34.34%
Leader	\$7.7M	2.0M	26.36%
Synthetic	\$5.8M	2.5M	44.23%
Novus	\$4.9M	2.0M	41.28%
Electricalsocity	\$4.6M	1.5M	33.77%
Neptune	\$4.4M	1.7M	38.66%
Expression	\$3.9M	1.2M	31.95%
Acclaimed Stores	\$3.7M	1.4M	37.09%
Staples	\$3.7M	1.5M	39.99%
Costco	\$3.6M	1.4M	39.59%
walmart	\$3.4M	1.3M	37.43%
Electricalslytical	\$3.4M	0.9M	27.32%
Total	\$268.0M	99.4M	37.10%

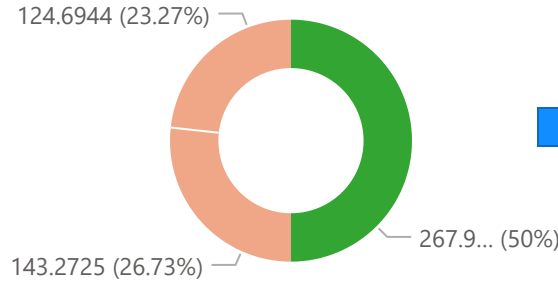
NS \$, GM \$, NS \$ and GM % by market and region



Net Sales

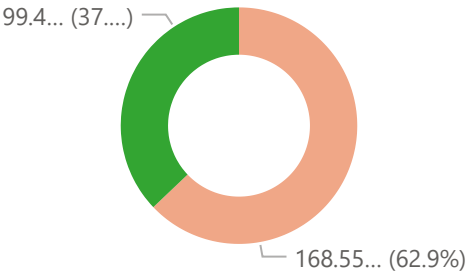
Total Post Invoice...

Pre Invoice ...



Total COGS

Gross Margin



segment	NS \$	GM \$	GM %
Storage	\$27.6M	9.9M	36.05%
Desktop	\$0.9M	0.3M	36.47%
Accessories	\$66.2M	24.6M	37.07%
Notebook	\$86.4M	32.0M	37.08%
Peripherals	\$60.6M	22.7M	37.47%
Networking	\$26.2M	9.8M	37.51%
Total	\$268.0M	99.4M	37.10%

region

▼

All▼

market

▼

All▼

customer

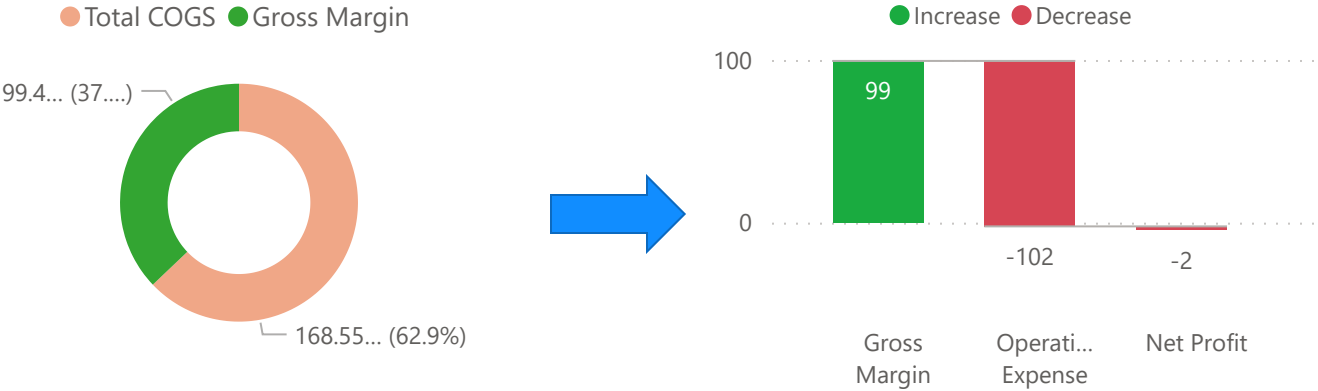
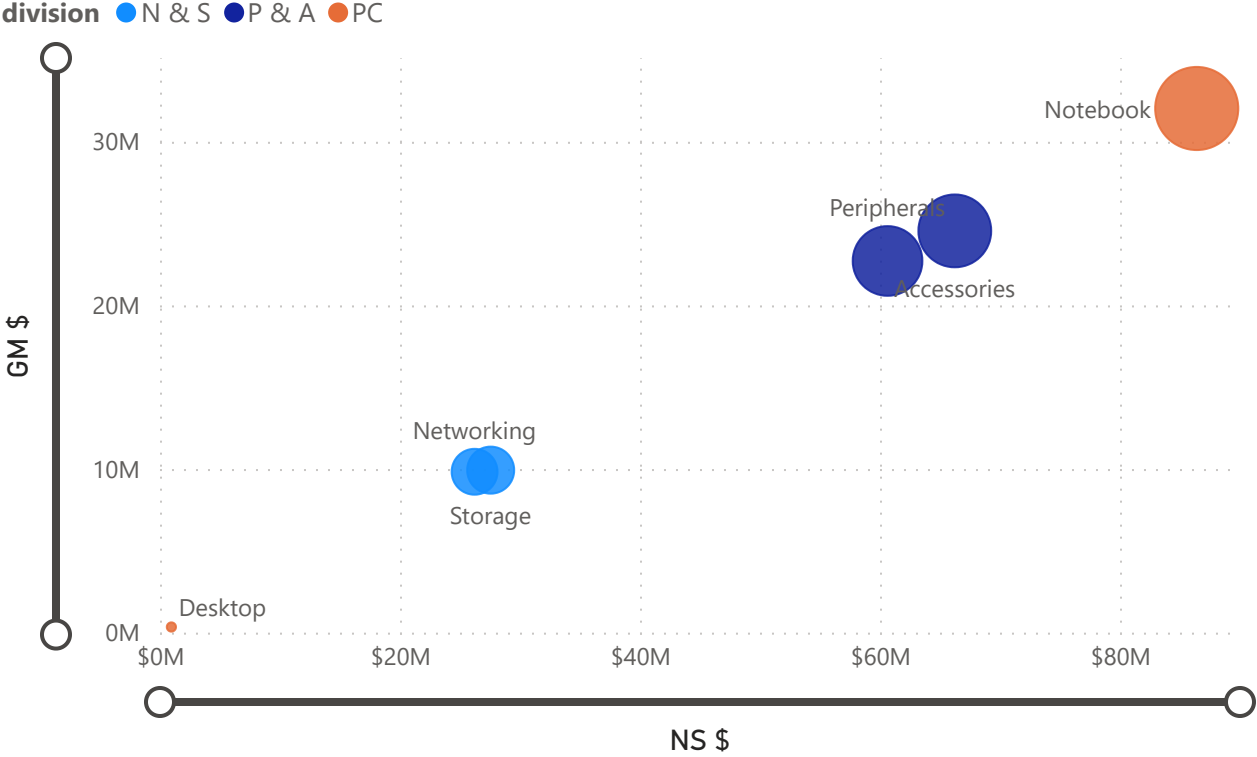
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All▼

2019202020212022 EstQ1Q2Q3Q4YTDYTG

NS \$, GM \$, NS \$ and GM % by segment and division

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.2M	24.6M	37.07%	-0.56M	-0.85%
Batteries	\$0.3M	0.1M	36.35%	-0.01M	-1.68%
Keyboard	\$41.4M	15.3M	37.00%	-0.39M	-0.95%
Mouse	\$24.5M	9.1M	37.21%	-0.17M	-0.68%
Desktop	\$0.9M	0.3M	36.47%	-0.03M	-2.88%
Personal Desktop	\$0.9M	0.3M	36.47%	-0.03M	-2.88%
Networking	\$26.2M	9.8M	37.51%	-0.12M	-0.47%
Wi fi extender	\$26.2M	9.8M	37.51%	-0.12M	-0.47%
Notebook	\$86.4M	32.0M	37.08%	-0.79M	-0.92%
Business Laptop	\$38.5M	14.2M	36.83%	-0.42M	-1.10%
Gaming Laptop	\$14.5M	5.4M	37.31%	-0.14M	-0.96%
Personal Laptop	\$33.3M	12.4M	37.27%	-0.23M	-0.69%
Peripherals	\$60.6M	22.7M	37.47%	-0.29M	-0.48%
Graphic Card	\$16.0M	5.9M	36.88%	-0.17M	-1.06%
Internal HDD	\$5.4M	2.0M	37.63%	-0.02M	-0.31%
MotherBoard	\$1.9M	0.7M	37.22%	-0.01M	-0.72%
Processors	\$27.3M	11.1M	37.71%	-0.09M	-0.32%
Total	\$268.0M	99.4M	37.10%	-2.29M	-0.85%



region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$148.0M	53.2M	35.97%	-1.52M	-1.03%
EU	\$55.8M	21.1M	37.82%	0.35M	0.62%
LATAM	\$2.0M	0.6M	30.96%	0.00M	-0.08%
NA	\$62.2M	24.5M	39.35%	-1.11M	-1.79%
Total	\$268.0M	99.4M	37.10%	-2.29M	-0.85%



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.5K (-22.88%)

Net Error

5743.2K!

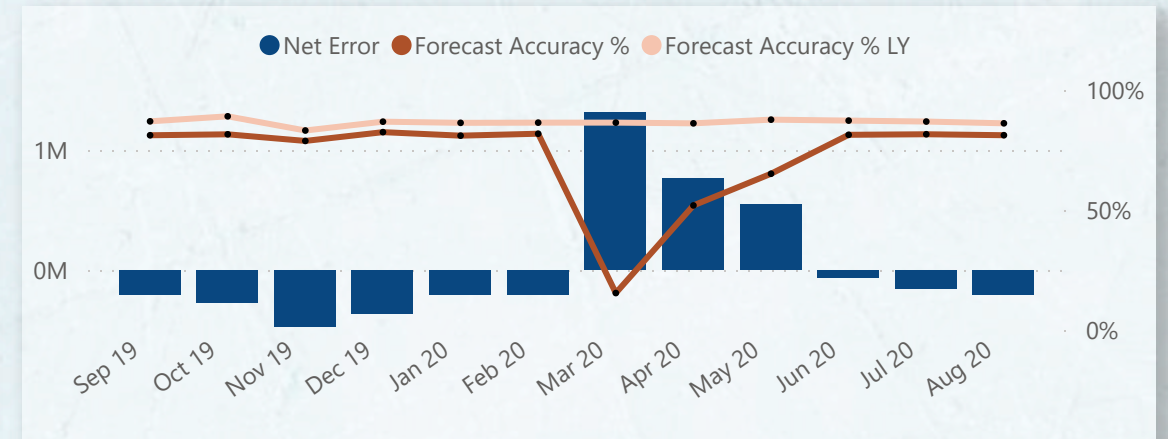
LY: 1547.8K (+271.06%)

Net Profit %

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	35.18%		5699	25.3%	Excess Inventory
AltIQ Exclusive	56.78%	74.90%	277481	17.7%	Excess Inventory
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	Excess Inventory
Atlas Stores	39.19%	47.32%	24488	26.1%	Excess Inventory
Atliq Exclusive	32.66%	49.91%	53199	18.2%	Excess Inventory
Chip 7	41.32%	30.35%	79770	37.4%	Excess Inventory
Coolblue	43.16%	55.15%	15660	11.4%	Excess Inventory
Costco	33.18%	38.04%	8127	2.9%	Excess Inventory
Croma	35.49%	48.82%	28591	10.1%	Excess Inventory
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.7%	Excess Inventory
Digimarket	39.69%	52.62%	87844	34.8%	Excess Inventory
Electricalsara Stores	32.38%	52.73%	226	0.3%	Excess Inventory
Electricalsbea Stores	41.94%		8182	27.2%	Excess Inventory
Electricalslance Stores	41.81%	57.64%	21648	24.0%	Excess Inventory
Electricalslytical	39.26%	51.50%	62444	17.0%	Excess Inventory
Electricalsociety	42.87%	52.63%	122081	24.9%	Excess Inventory
Electricalsquipo Stores	39.26%	38.16%	20565	21.8%	Excess Inventory
Elite	40.14%	1.74%	47640	35.4%	Excess Inventory
Total	72.99%	86.45%	491599	2.3%	Excess Inventory

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	81.01%	80.25%	698487	-1.78%	Excess Inventory
Notebook	76.65%	83.02%	146640	-0.92%	Excess Inventory
Peripherals	75.18%	85.06%	193476	-0.48%	Excess Inventory
Accessories	71.42%	90.20%	-167818	-0.85%	Out of Stock
Desktop	70.07%		-52	-2.88%	Out of Stock
Networking	52.50%	81.50%	-379134	-0.47%	Out of Stock
Total	72.99%	86.45%	491599	-0.85%	Excess Inventory