



Business Insights 360



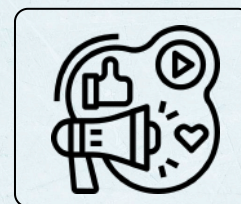
Finance View

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



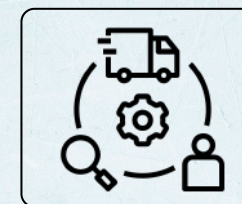
Sales View

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.



region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

**\$111.37M**✓

LY: \$29.11M (+282.57%)

Net Sales**41.20%**✓

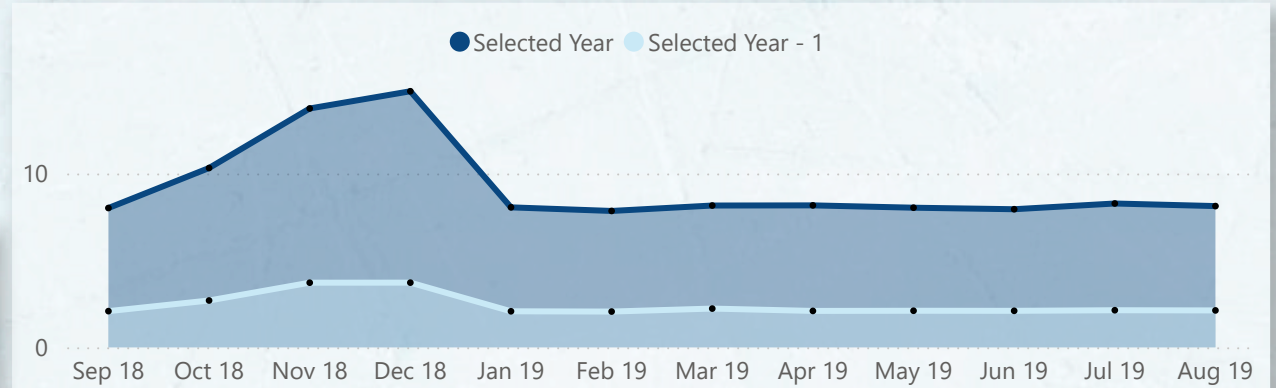
LY: 37.43% (+10.08%)

GM %**2.21%**✓

LY: -0.04 (+150.38%)

Net Profit %**Profit and Loss Statement**

Line Item	2019	LY	YoY Chg	YoY Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Net Sales Performance Over Time**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L YoY Chg %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
NA	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L YoY Chg %
Accessories	28.04	213.09
Desktop		0.00
Networking	17.36	436.97
Notebook	32.40	336.01
Peripherals	19.73	159.47
Storage	13.84	633.77
Total	111.37	282.57



region, market

customer

segment, category, pr...

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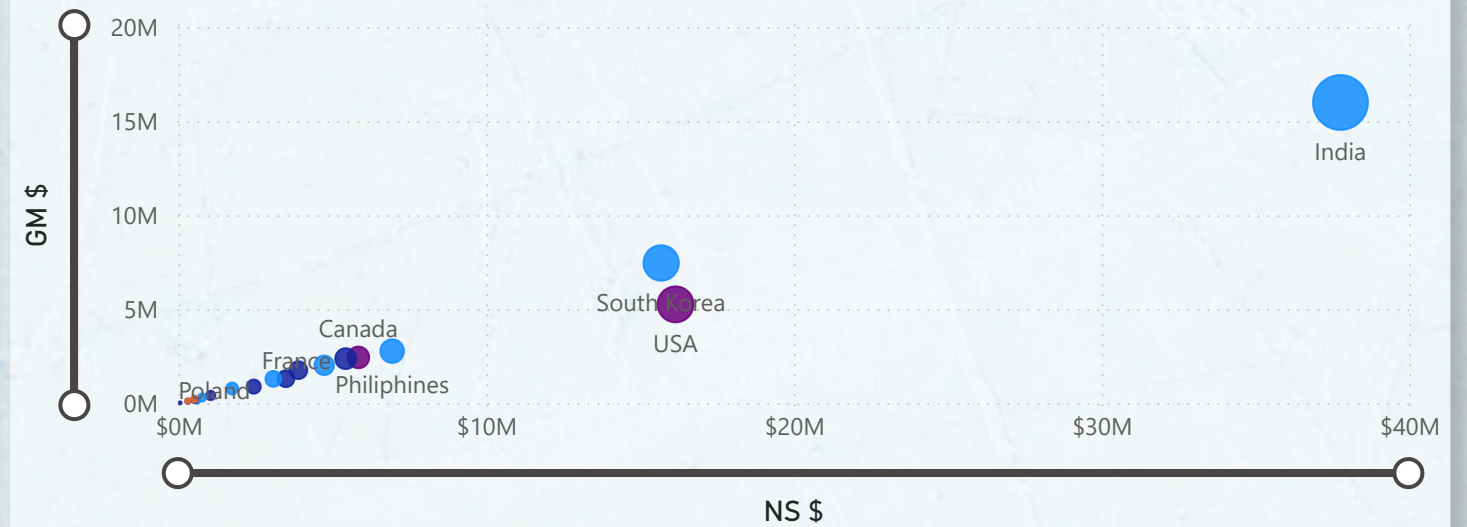
YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$15.35M	6.38M	41.57%
AltiQ Exclusive	\$9.91M	5.01M	50.58%
Atliq e Store	\$9.15M	3.75M	40.99%
Sage	\$5.85M	2.56M	43.70%
Leader	\$5.82M	2.80M	48.13%
Flipkart	\$3.58M	1.25M	34.84%
Ebay	\$3.19M	1.36M	42.58%
Electricalsociety	\$2.87M	1.27M	44.33%
Synthetic	\$2.31M	0.94M	40.68%
Novus	\$2.28M	0.85M	37.45%
Electricalslytical	\$2.20M	0.91M	41.39%
Vijay Sales	\$2.12M	0.91M	42.79%
Croma	\$2.05M	0.93M	45.54%
Total	\$111.37M	45.89M	41.20%

Performance Matrix

region ● APAC ● EU ● LATAM ● NA

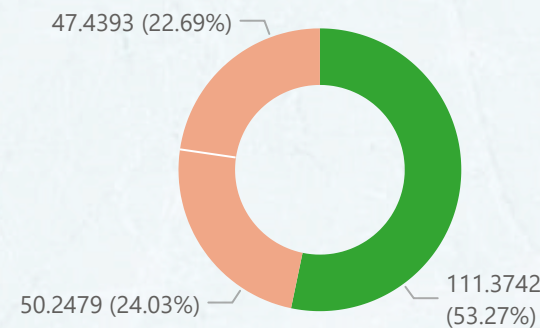


Product Performance

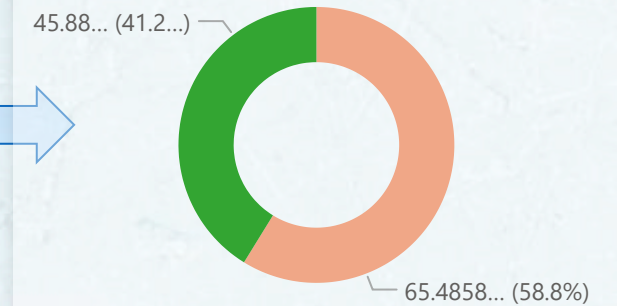
segment	NS \$	GM \$	GM %
⊕ Peripherals	\$19.73M	8.29M	42.01%
⊕ Accessories	\$28.04M	11.58M	41.31%
⊕ Notebook	\$32.40M	13.38M	41.29%
⊕ Storage	\$13.84M	5.68M	41.04%
⊕ Networking	\$17.36M	6.96M	40.08%
Total	\$111.37M	45.89M	41.20%

Unit Economics

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



● Total COGS ● Gross Margin





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
⊕ Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
⊕ Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
⊕ Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%
⊕ Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%
⊕ EU	\$17.22M	7.05M	40.97%	0.04M	0.23%
⊕ LATAM	\$0.83M	0.35M	42.32%	0.06M	7.53%
⊕ NA	\$22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	45.89M	41.20%	2.46M	2.21%

2019 2020 2021 2022 Est

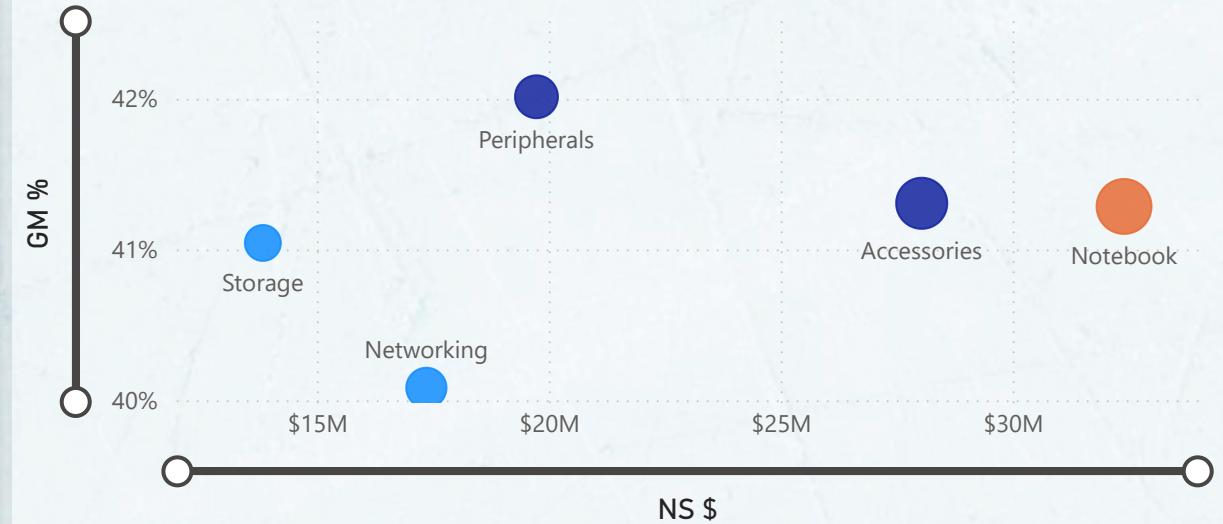
Q1 Q2 Q3 Q4

YTD YTG

Show NP %

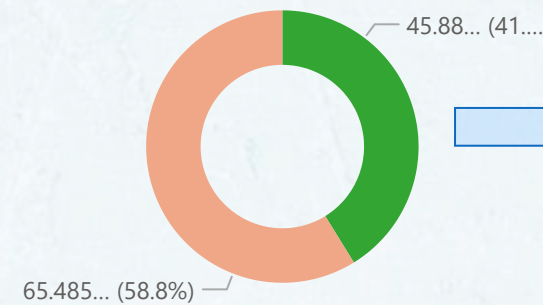
Performance Matrix

division ● N & S ● P & A ● PC

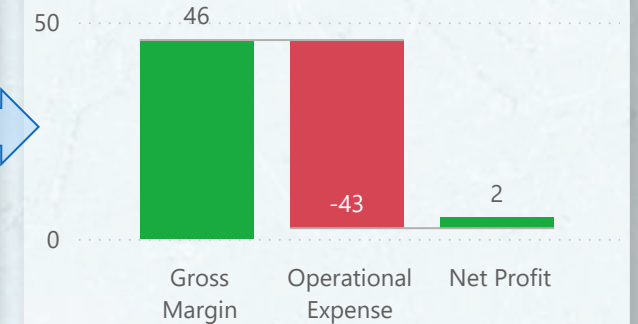


Unit Economics

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

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YTG

86.45%✓

LY: 80.31% (+7.65%)

Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)

Net Error

1547.8K!

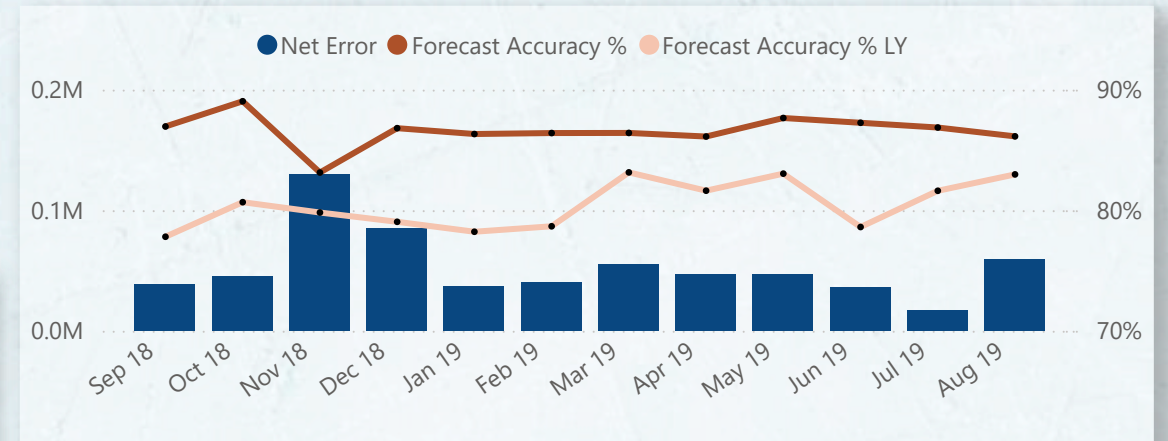
LY: 813.7K (+90.21%)

Net Profit %

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AltiQ Exclusive	74.90%	66.16%	47252	5.6%	Excess Inventory
Amazon	78.07%	69.56%	48677	3.2%	Excess Inventory
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4%	Excess Inventory
Atliq e Store	76.51%	68.38%	37982	4.1%	Excess Inventory
Atliq Exclusive	49.91%	41.01%	45280	19.0%	Excess Inventory
Boulanger	45.56%	40.83%	1993	6.1%	Excess Inventory
Croma	48.82%	44.74%	45283	20.1%	Excess Inventory
Digimarket	52.62%	44.10%	19920	17.4%	Excess Inventory
Ebay	51.05%	51.42%	12676	4.1%	Excess Inventory
Electricalsara Stores	52.73%	41.97%	7322	28.9%	Excess Inventory
Electricalslance Stores	57.64%		3507	19.3%	Excess Inventory
Electricalslytical	51.50%	44.88%	43072	16.9%	Excess Inventory
Electricalsociety	52.63%	49.12%	64722	20.1%	Excess Inventory
Euronics	57.34%	43.62%	3078	7.1%	Excess Inventory
Expression	46.37%	45.67%	50774	20.0%	Excess Inventory
Ezone	47.80%	42.50%	58241	23.8%	Excess Inventory
Flawless Stores	47.26%		3166	24.2%	Excess Inventory
Flipkart	50.68%	53.07%	13240	3.3%	Excess Inventory
Total	86.45%	80.31%	637478	5.6%	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
Accessories	90.20%	79.13%	-56895	2.34%	Out of Stock
Peripherals	85.06%	79.51%	-14576	3.02%	Out of Stock
Notebook	83.02%	85.46%	-29145	2.28%	Out of Stock
Networking	81.50%	84.87%	305573	1.02%	Excess Inventory
Storage	80.25%	88.60%	432521	2.09%	Excess Inventory
Total	86.45%	80.31%	637478	2.21%	Excess Inventory