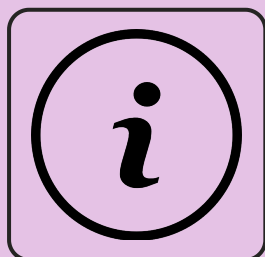




Business Insights 360



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 ..



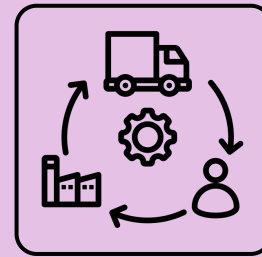
Sales View

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



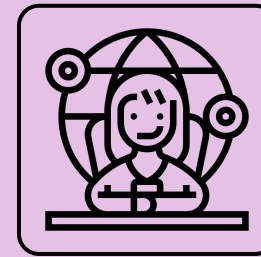
Marketing

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 .



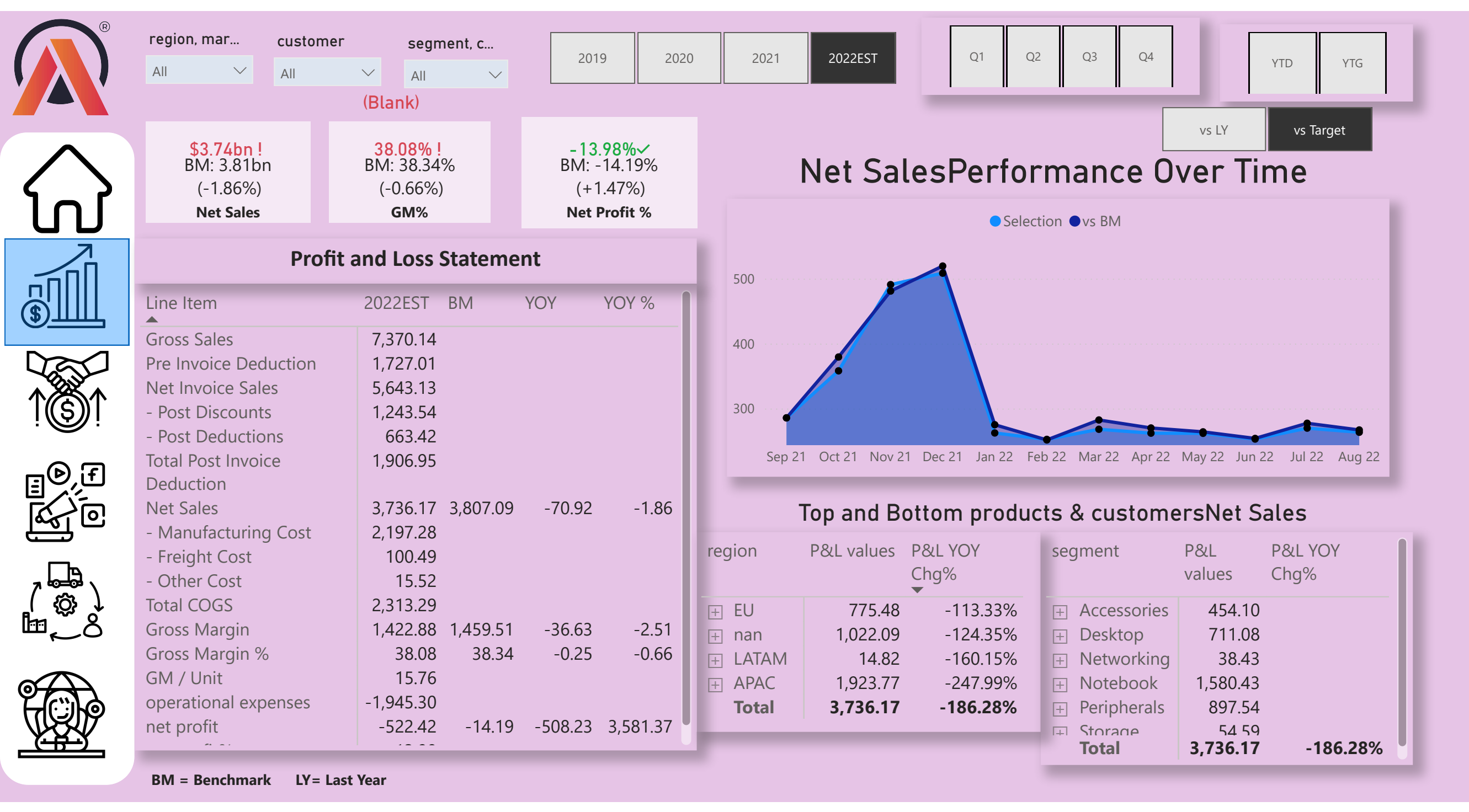
Executive View

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, mar...

All

customer

All

segment, c...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs

Target

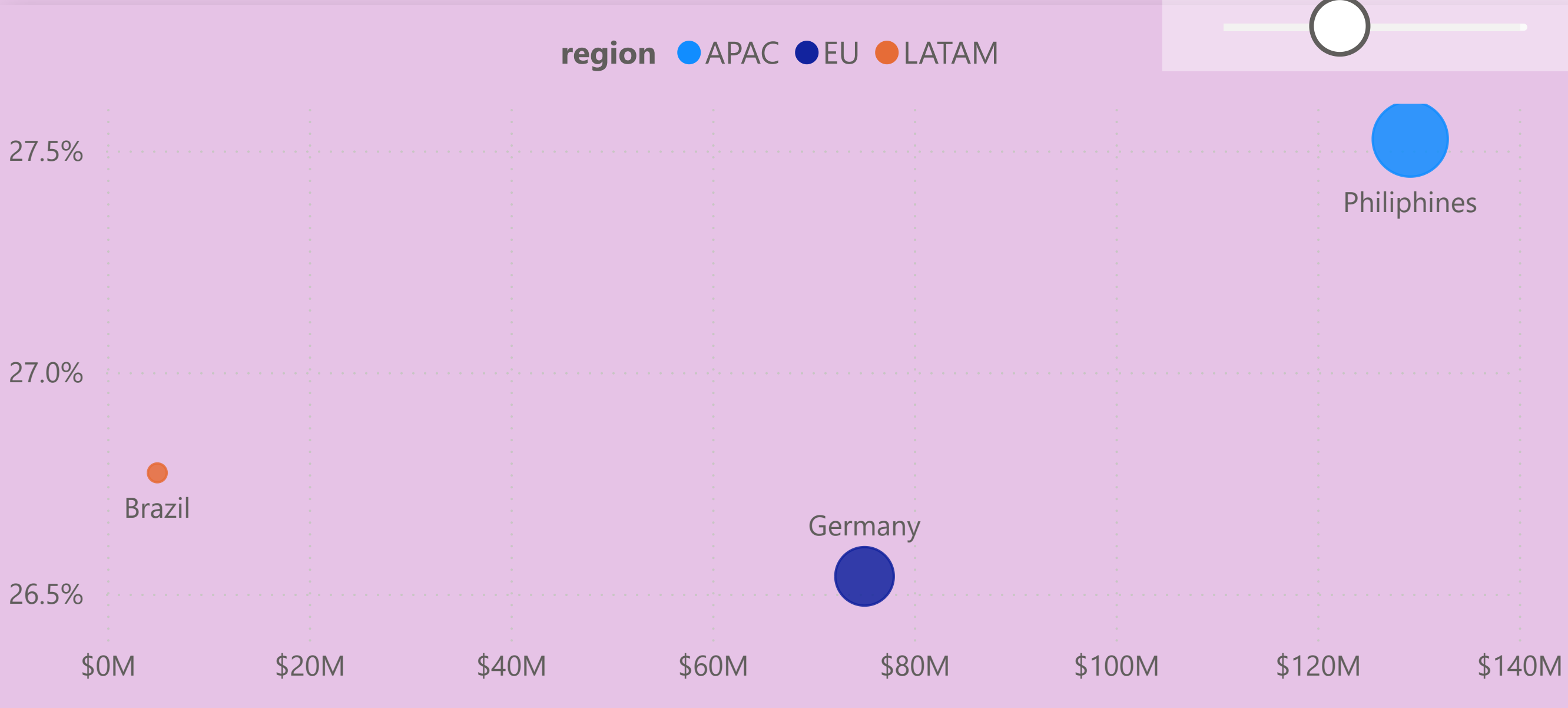
Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
Synthetic	\$52.24M	14.76M	28.25%
Surface Stores	\$11.01M	3.25M	29.49%
Total	\$3,736.17M	1,422.88M	38.08%

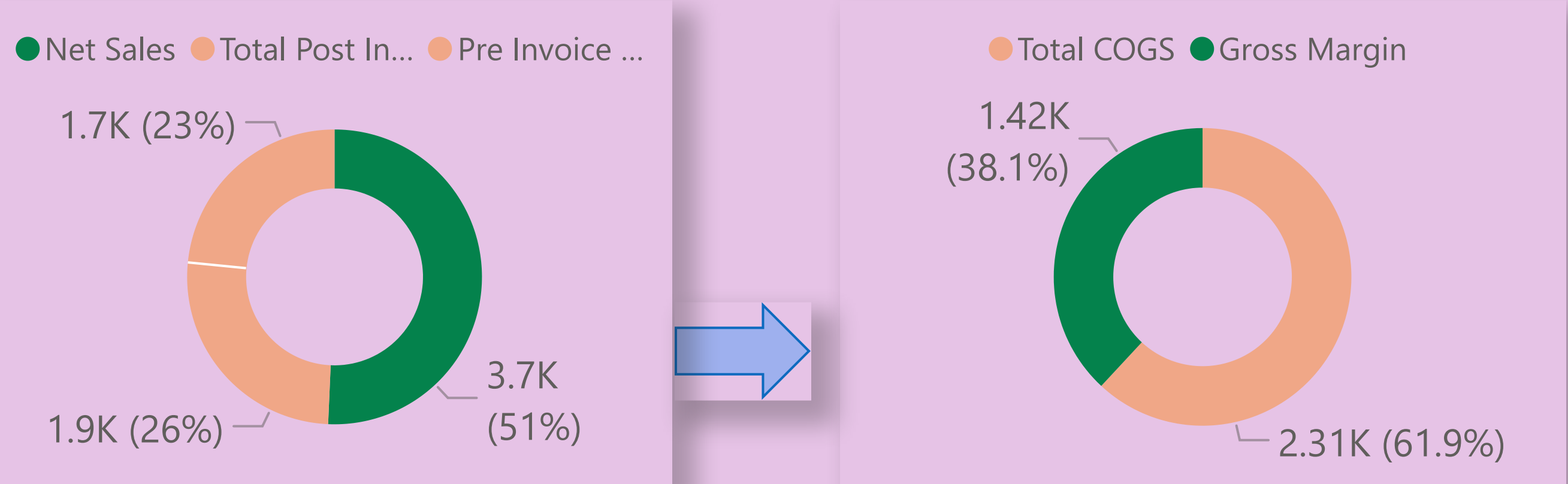
Product Performance

segment	NS \$	GM \$	GM %
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Desktop	\$711.08M	272.39M	38.31%
Accessories	\$454.10M	172.61M	38.01%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix



Unit Economics





region, mar...

All

customer

All

segment, c...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

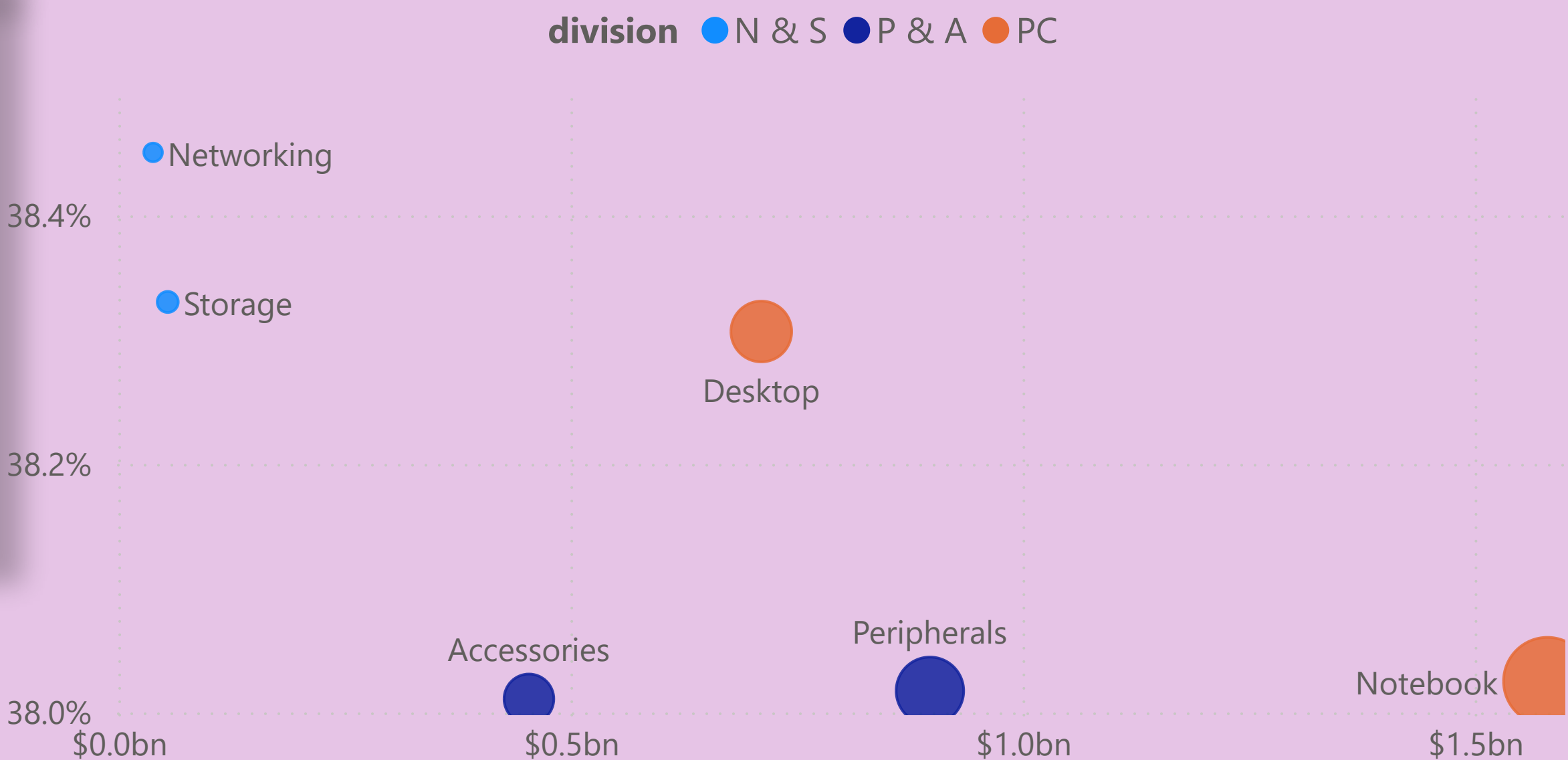
YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	net profit \$	net profit %
<div>+ Accessories</div>	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
<div>+ Desktop</div>	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
<div>+ Networking</div>	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
<div>+ Notebook</div>	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
<div>+ Peripherals</div>	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
<div>+ Storage</div>	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

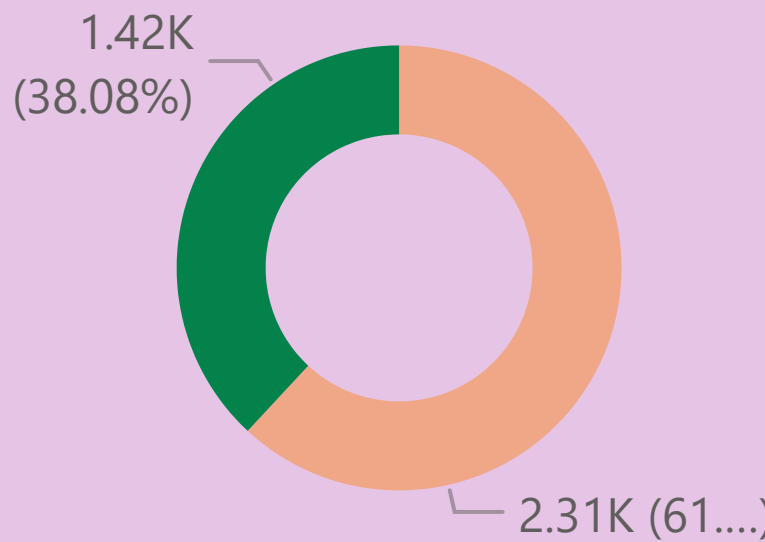


Region / Market / Customer Performance

region	NS \$	GM \$	GM %	net profit \$	net profit %
<div>+ APAC</div>	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
<div>+ EU</div>	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
<div>+ LATAM</div>	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
<div>+ nan</div>	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease





region, mar...

All

customer

All

segment, c...

All

2019

2020

2021

2022EST

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

Goal: 80.21% (+1.2%)

Accuracy

-3472.7K✓

Goal: -751.7K

(+361.97%)

Net Error

6899.0K✓

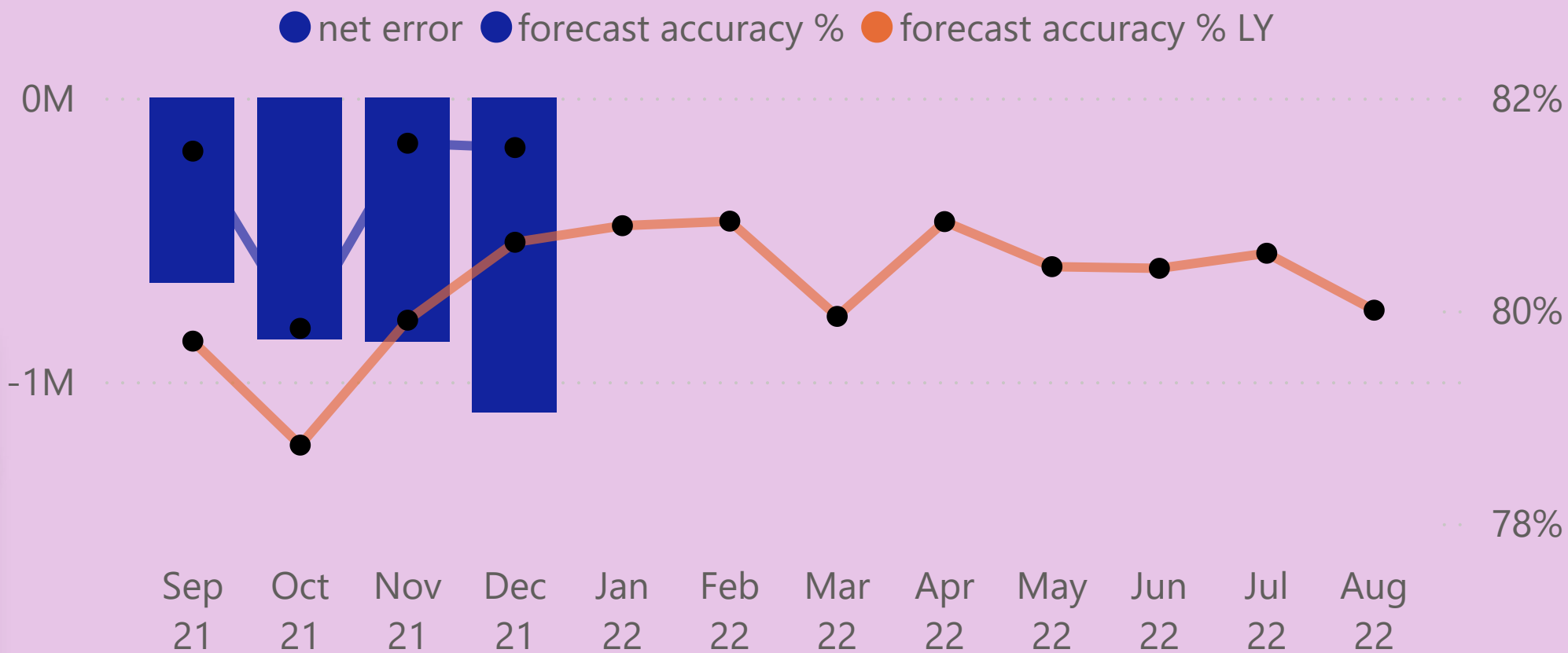
Goal: 9780.7K (+29.46%)

ABS Error

Key Metrics by Customer

customer	forecast accurac y %	forecast accuracy % LY	net error	net error %	risk
Acclaimed Stores	1.88%	1.78%	35951887	98.12%	Excess Inventory
All-Out	0.13%	0.11%	36595924	99.87%	Excess Inventory
AltiQ Exclusive	7.52%	7.16%	33887254	92.48%	Excess Inventory
Amazon	15.02%	13.68%	31138814	84.98%	Excess Inventory
Argos (Sainsbury's)	0.42%	0.38%	36488302	99.58%	Excess Inventory
Atlas Stores	0.51%	0.48%	36456728	99.49%	Excess Inventory
Atliq e Store	9.15%	8.51%	33290499	90.85%	Excess Inventory
Atliq Exclusive	1.69%	1.55%	36021788	98.31%	Excess Inventory
BestBuy	1.10%	1.02%	36237951	98.90%	Excess Inventory
Billa	0.25%	0.24%	36551236	99.75%	Excess Inventory
Boulangier	0.79%	0.74%	36352027	99.21%	Excess Inventory
Chip 7	0.90%	0.83%	36313318	99.10%	Excess Inventory
Chiptec	0.54%	0.52%	36445182	99.46%	Excess Inventory
Circuit City	1.17%	1.07%	36212293	98.83%	Excess Inventory
Control	1.18%	1.22%	36209417	98.82%	Excess Inventory
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock

Accuracy / Net Error



Key Metrics by Products

segment	forecast accuracy %	forecast accuracy % LY	net error	net error %	risk
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Networking	93.06%	90.40%	-12967	-1.69%	Out of Stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out of Stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out of Stock
Storage	71.50%	83.54%	-628266	-25.61%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock