

Business Insights 360





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.



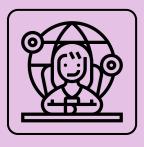
Marketing

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

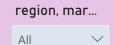
A top level dashboard for executives consolidating top insights from all dimensions of business.



Support

Get your **issues resolved** by connecting to our support specialist.





Line Item

customer

All

segment, c...

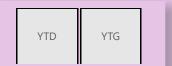
2019

2020

2021

2022EST





vs Target

vs LY



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\$3.74bn! BM: 3.81bn (-1.86%)

Net Sales

38.08%! BM: 38.34% (-0.66%) -13.98% BM: -14.19% (+1.47%) Net Profit %

VOV %

VOV

Net SalesPerformance Over Time



Profit and Loss Statement

2022FST RM

Line item	2022ES1	DIVI	YOY	YUY %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice	1,906.95			
Deduction				
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
operational expenses	-1,945.30			
net profit	-522.42	-14.19	-508.23	3,581.37
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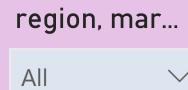
Top and Bottom products & customersNet Sales

region	P&L values P	%L YOY	segment	P&L	P&L YOY
Chg% ▼			values	Chg%	
⊕ EU	775.48	-113.33%	+ Accessories	454.10	
+ nan	1,022.09	-124.35%	⊕ Desktop	711.08	
± LATAM	14.82	-160.15%	Networking	38.43	
	1,923.77	-247.99%	+ Notebook	1,580.43	
Total	3,736.17	-186.28%	Peripherals	897.54	
_			□ Storage	54 59	400.000
			Total	3,736.17	-186.28%

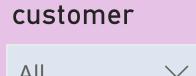


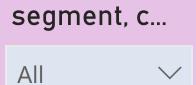
BM = Benchmark LY = Last Year





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2019

2020

2021

2022EST

Q1 Q2

Q3

YTG

YTD

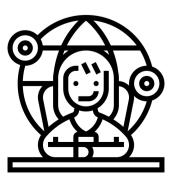








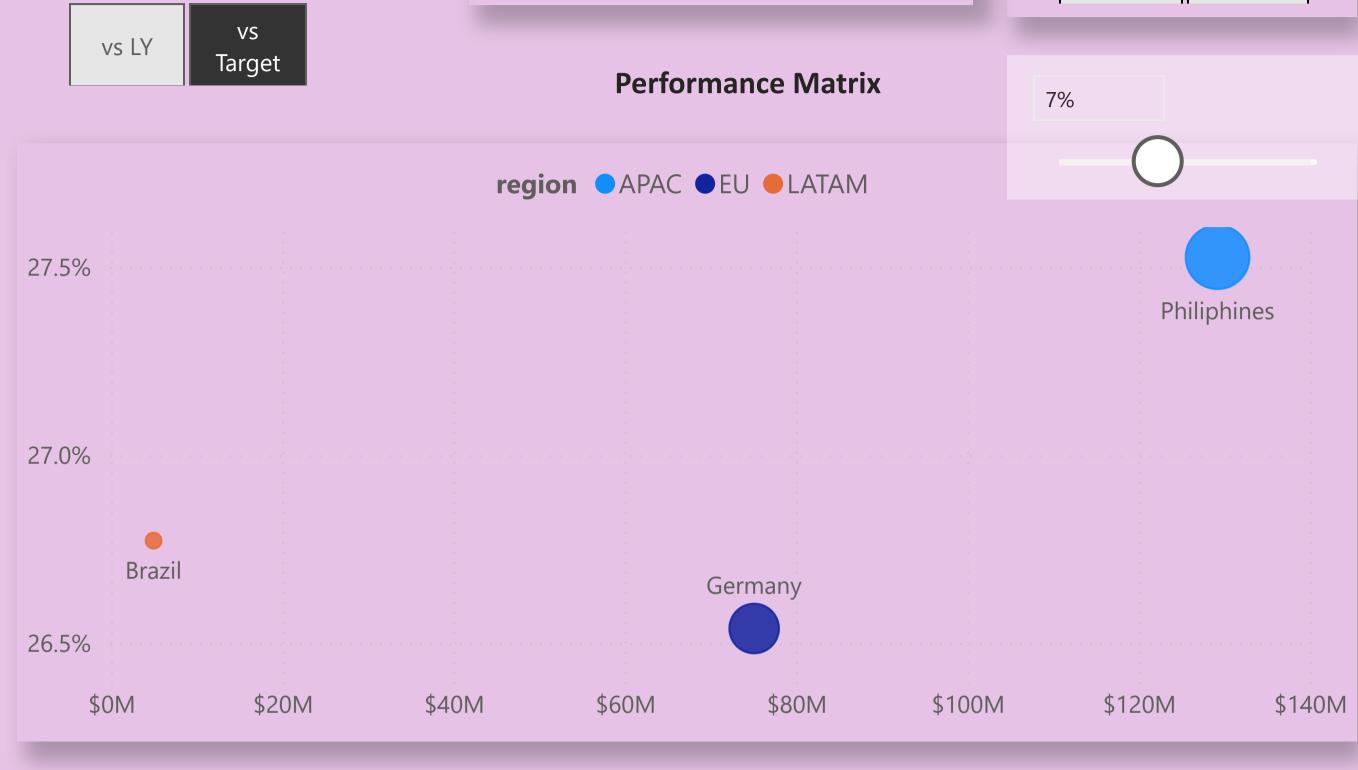


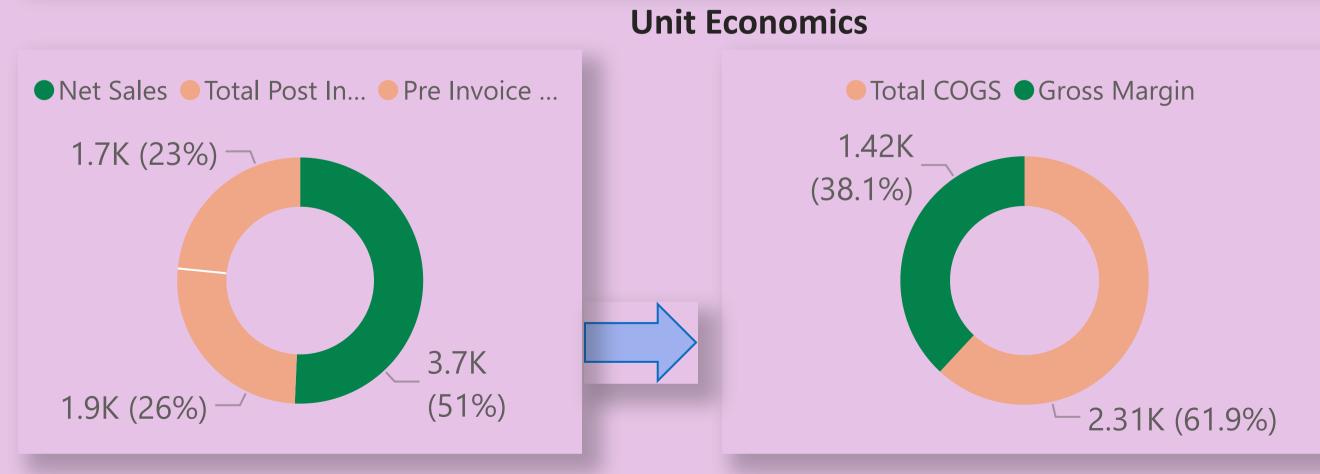


Customer Performance							
customer	NS \$	GM \$	GM %				
Zone	\$29.35M	11.58M	39.44%				
walmart	\$72.41M	33.06M	45.66%				
Viveks	\$46.39M	14.68M	31.65%				
Vijay Sales	\$55.13M	20.93M	37.96%				
Unity Stores	\$6.29M	2.13M	33.91%				
UniEuro	\$36.37M	11.40M	31.33%				
Taobao	\$22.66M	9.97M	44.00%				
Synthetic	\$52.24M	14.76M	28.25%				
Surface Stores Total	\$11.01M \$3,736.17M	3 25M 1,422.88M	29 49% 38.08%				
Iotai	Ψ3,130.17101	1,722.00141	30.0070				

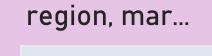
Product Performance

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

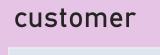






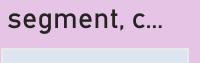


All

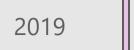


All

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2020

2021

2022EST

Q1 Q2 Q3 Q4

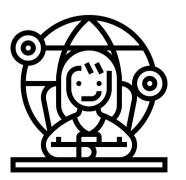
YTD YTG









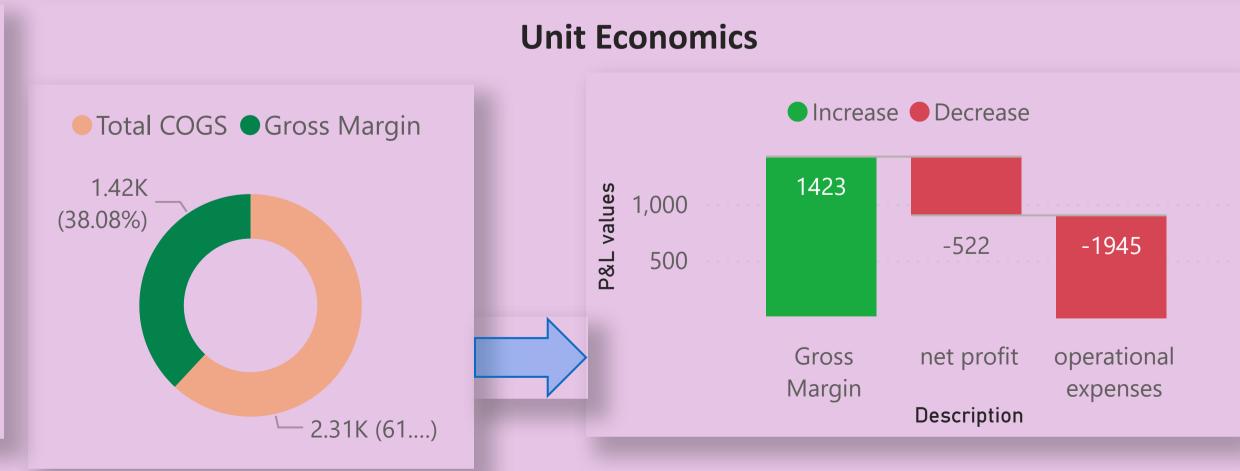


Product Performance NS \$ GM \$ net profit \$ net profit % GM % segment Accessories 172.61M 38.01% \$454.10M -63.78M -14.05% \$711.08M 272.39M 38.31% -97.79M -13.75% Desktop 14.78M 38.45% -13.72% \$38.43M -5.27M H Networking H Notebook 38.03% -14.06% \$1,580.43M 600.96M -222.16M Peripherals \$897.54M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

Region / Market / Customer Performance

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







region, mar... All

customer

segment, c...

2019

2020

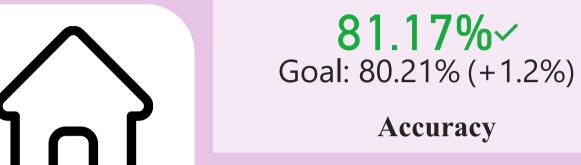
2021

2022EST

Q1 Q2 Q3

YTD

YTG



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-3472.7K
Goal: -751.7K (+361.97%)**Net Error**

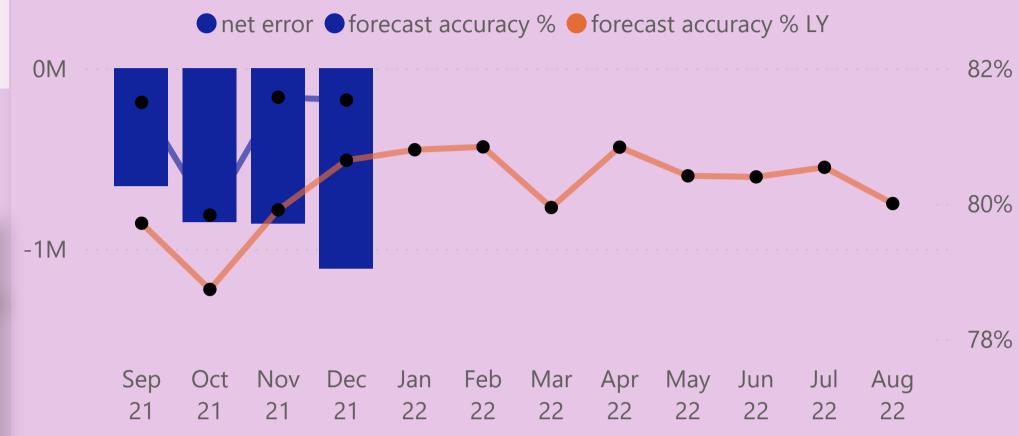
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6899.0K~ Goal: 9780.7K (+29.46%) **ABS Error**

Key Metrics by Customer

customer	forecast	forecast	net error	net	risk
	accurac	accuracy		error %	
	y %	% LY			
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
Boulanger	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





Key Metrics by Products

segment	forecast accuracy %	forecast accuracy % LY	net error	net error %	risk
+ Accessories	87.42%	77.66%	341468	1.72%	Excess Inventor
± Desktop	87.53%	84.37%	78576	10.24%	Excess Inventor
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
	71.50%	83.54%	-628266	-25.61%	Out of Stock
Total	81.17%	80.21%	-3472690	-9.48%	Out of Stock



