



Business Insights 360



Info

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



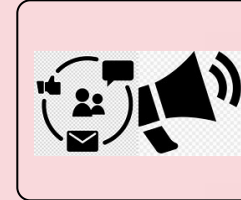
Finance View

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.



region, market
All

segment, category...
All

customer
All

2018 2019 2020 2021 > Q1 Q2 Q3 Q4 YTD YTG



\$823.85M ✓
LY: \$267.98M (+207.43%)
Net Sales

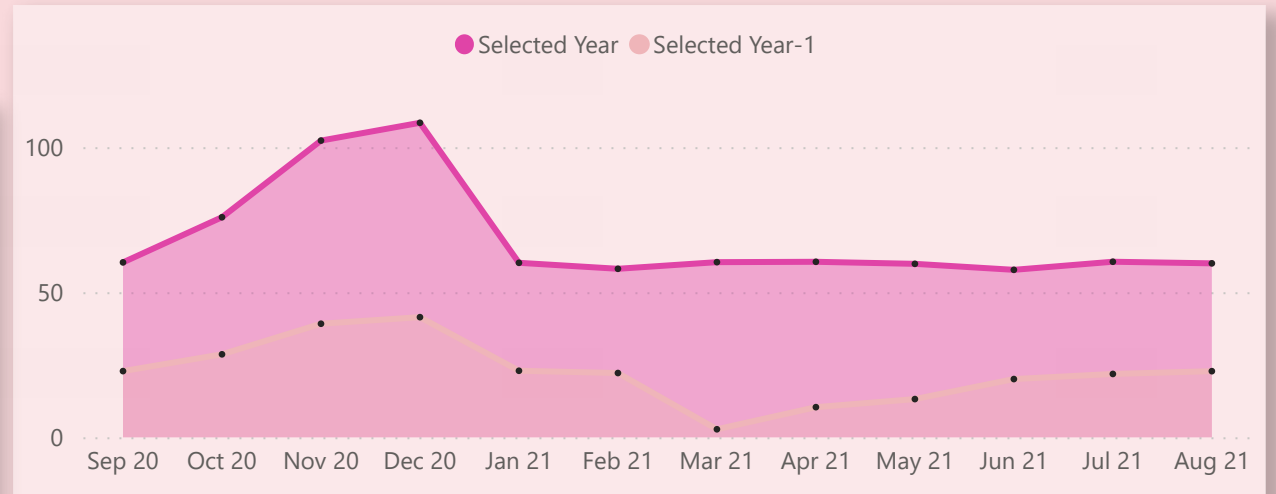
36.49% !
LY: 0.37 (-1.65%)
GM %

-6.63% !
LY: -0.01 (-676.38%)
Net Profit %

Profit and Loss Statement

Line Item	2021	LY	YoY Chg	YoY 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	207.98
- Other Cost	3.39	1.10	2.29	209.52
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 Expense	-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

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY %
APAC	441.98	198.67
EU	200.77	259.88
NA	177.94	186.03
LATAM	3.16	58.40
Total	823.85	207.43

segment	P & L Values	P & L YoY %
Accessories	244.85	269.67
Desktop	46.43	4,791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43



region, market
All

segment, category...
All

customer
All

2018 2019 2020 2021 > Q1 Q2 Q3 Q4 YTD YTG

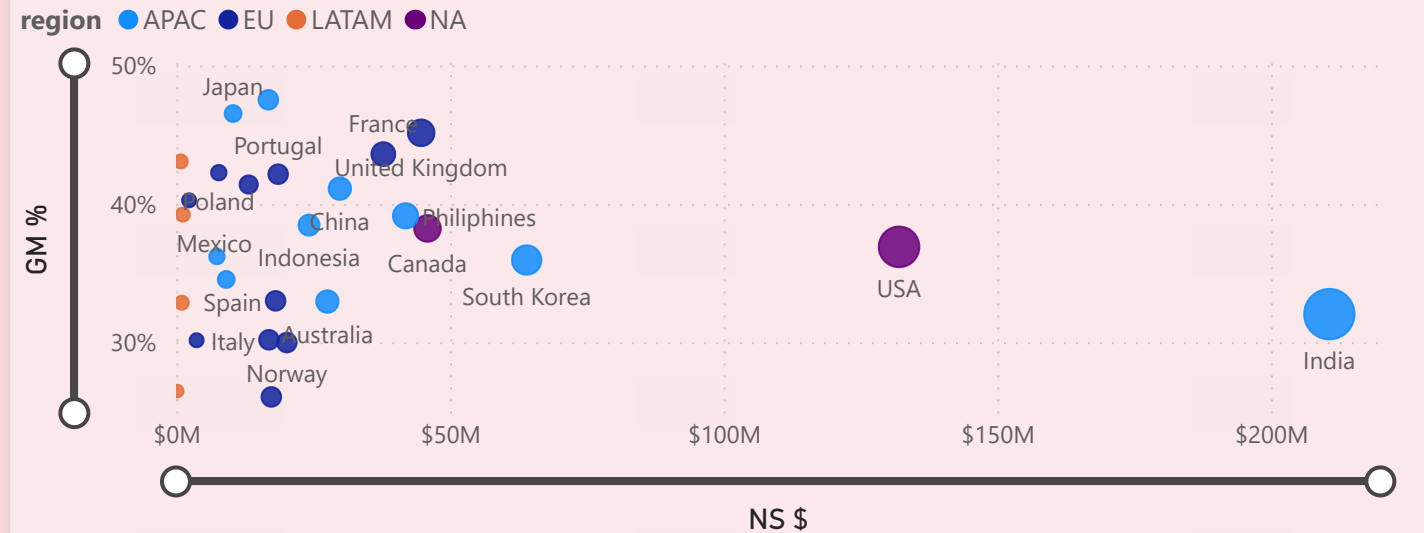
Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	\$38.59M	35.40%
Atliq e Store	\$70.31M	\$26.40M	37.54%
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%
Sage	\$27.07M	\$9.52M	35.16%
Flipkart	\$25.25M	\$7.64M	30.23%
Leader	\$24.51M	\$8.34M	34.01%
Neptune	\$21.00M	\$8.65M	41.17%
Ebay	\$19.87M	\$7.17M	36.10%
Total	\$823.85M	\$300.63M	36.49%

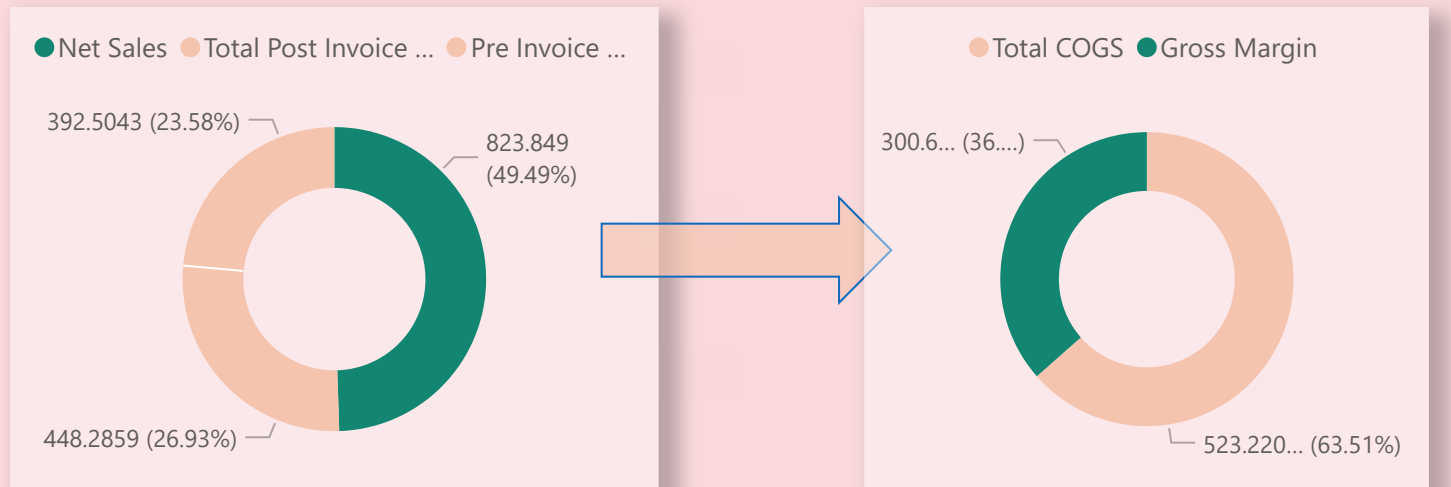
Product Performance

segment	NS \$	GM \$	GM %
+ Storage	\$54.42M	\$20.00M	36.75%
+ Peripherals	\$166.51M	\$60.81M	36.52%
+ Notebook	\$266.49M	\$97.12M	36.45%
+ Networking	\$45.16M	\$16.60M	36.75%
+ Desktop	\$46.43M	\$16.79M	36.17%
+ Accessories	\$244.85M	\$89.30M	36.47%
Total	\$823.85M	\$300.63M	36.49%

Performance Matrix



Unit Economics





region, market
All

segment, category...
All

customer
All

2018 2019 2020 2021 2022 Est

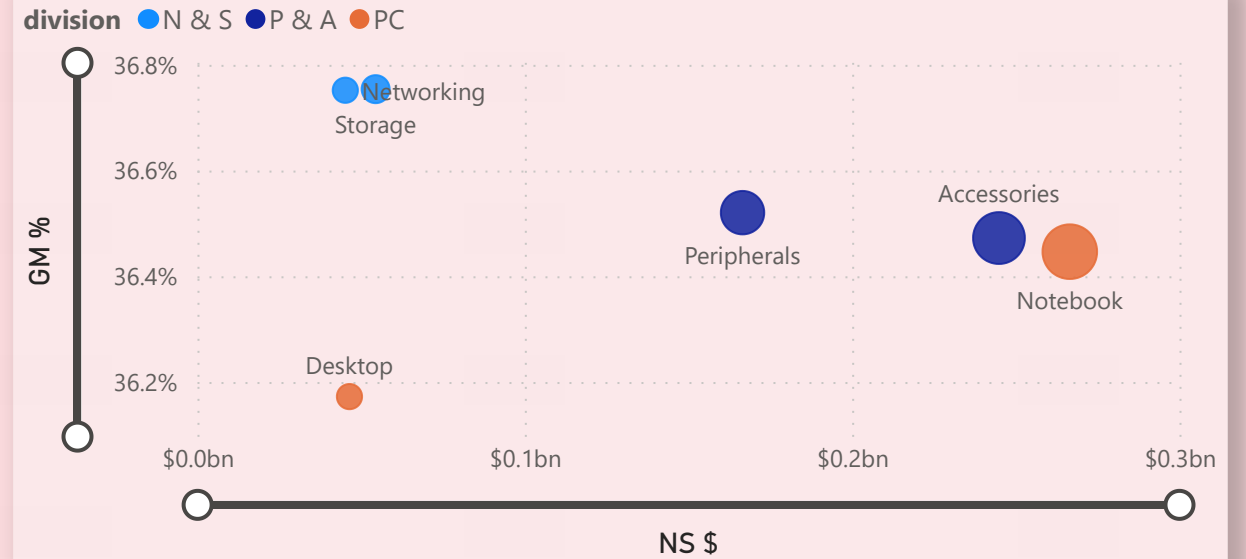
Q1 Q2 Q3 Q4

YTD YTG

Product Performance

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

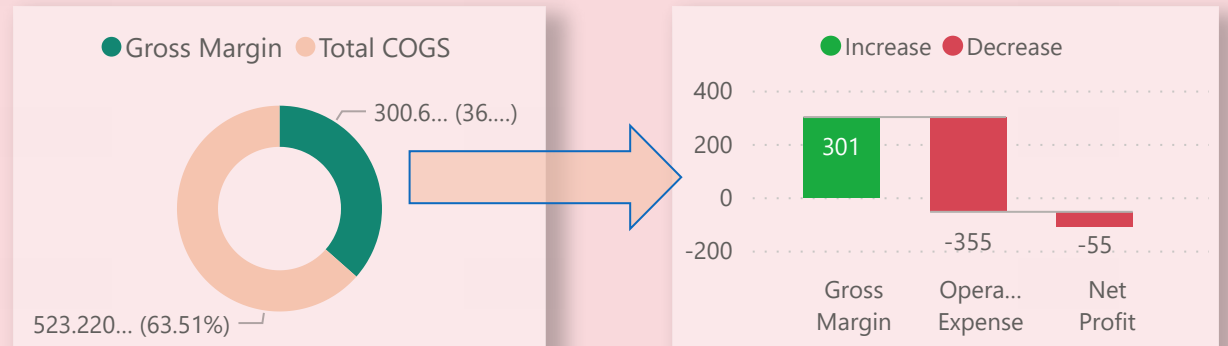
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	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%
LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

Unit Economics





region, market
All

segment, category...
All

customer
All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

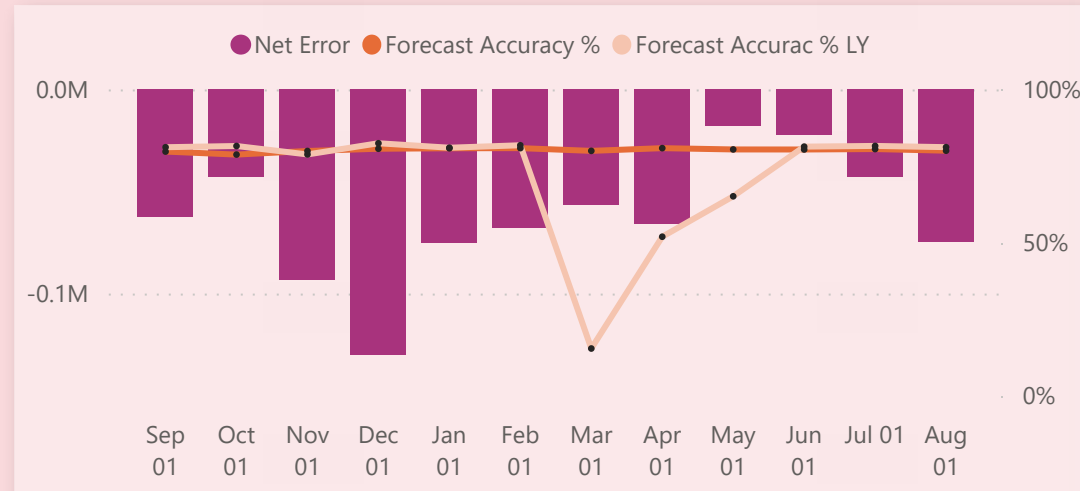
LY: 5743.2K (+70.3%)

Absolute Error

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accurac % LY	Risk
Acclaimed Stores	50.69%	-122555	-16.23%	8.69%	Out of Stock
All-Out	29.09%	-12425	-30.67%	35.18%	Out of Stock
AltIQ Exclusive	71.15%	-191800	-5.73%	56.78%	Out of Stock
Amazon	74.54%	-155116	-2.35%	48.43%	Out of Stock
Argos (Sainsbury's)	56.08%	8033	4.14%	43.27%	Excess Inventory
Atlas Stores	48.16%	99521	29.63%	39.19%	Excess Inventory
Atliq e Store	74.59%	-94643	-2.30%	55.24%	Out of Stock
Atliq Exclusive	42.13%	2714	0.35%	32.66%	Excess Inventory
BestBuy	35.31%	-73279	-16.97%	7.31%	Out of Stock
Billa	18.29%	-37856	-47.09%	26.05%	Out of Stock
Boulanger	58.77%	81786	18.34%	38.12%	Excess Inventory
Chip 7	53.44%	95124	18.82%	41.32%	Excess Inventory
Chiptec	52.54%	72175	22.07%	27.04%	Excess Inventory
Circuit City	35.02%	-84752	-19.00%	9.90%	Out of Stock
Control	47.42%	-64707	-11.99%	30.41%	Out of Stock
Coolblue	52.95%	116840	26.87%	43.16%	Excess Inventory
Costco	49.42%	-24581	-3.50%	33.18%	Out of Stock
Croma	42.78%	45046	5.96%	35.49%	Excess Inventory
Currys (Dixons Carphone)	35.92%	-44680	-35.54%	35.91%	Out of Stock
Total	80.21%	-751714	-1.52%	72.99%	Out of Stock

Accuracy / Net Error Trend



Key Metrics By Product

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