

# Business Insights 360


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**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.



**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.

Report Refresh Date 12 April 2022
Values are in Dollars & Millions
Sales data loaded until : Dec 21

Home
Finance View
Sales View
Marketing View
Supply Chain View
Executive View
Support
Info
Sales Trend
quick

region, market  
All

customer  
All

segment, category, pr...  
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD YTG

**\$3.74bn** ✓

BM: 823.85M (+353.5%)

**Net Sales**

**38.08%** ✓

BM: 36.49% (+4.37%)


**GM %**

**-13.98%** !

BM: -6.63% (-110.79%)

**Net Profit %**

**Net Sales Performance Over Time**



**Top / Bottom Products & Customers by Net Sales**

region	P & L values	P & L Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

segment	P & L values	P & L Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
<b>Total</b>	<b>3,736.17</b>	<b>353.50</b>

**Profit and Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	-447.54
Net Profit	-522.42	-54.65	-467.77	-855.93
Net Profit %	-13.98	-6.63	-7.35	-110.79

BM = Benchmark, LY=Last Year

Home
Finance View
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Support
Info
Sales Trend
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