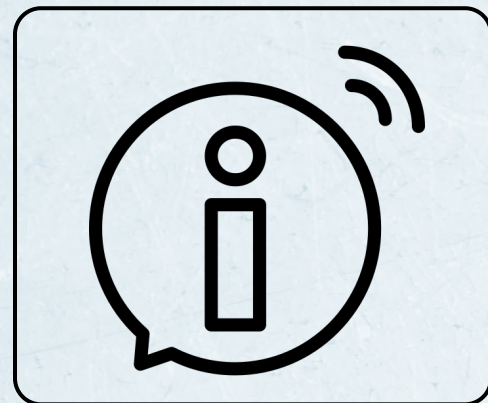




## Business Insights 360



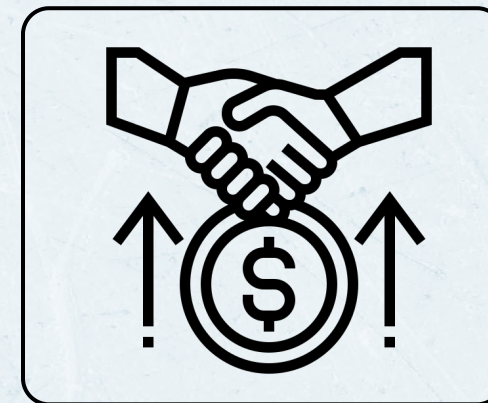
### Info

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



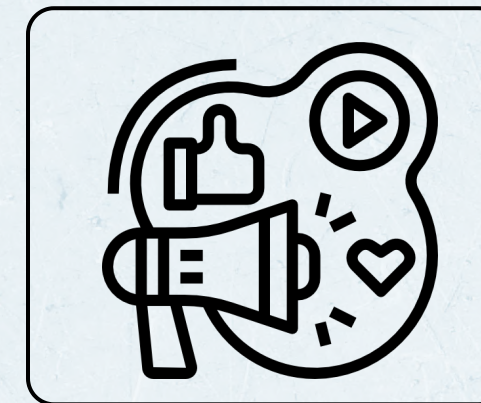
### Finance View

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



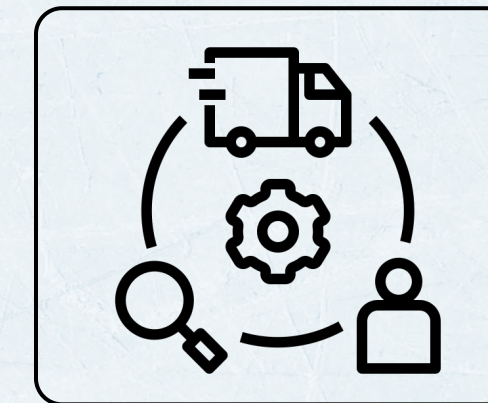
### Sales View

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



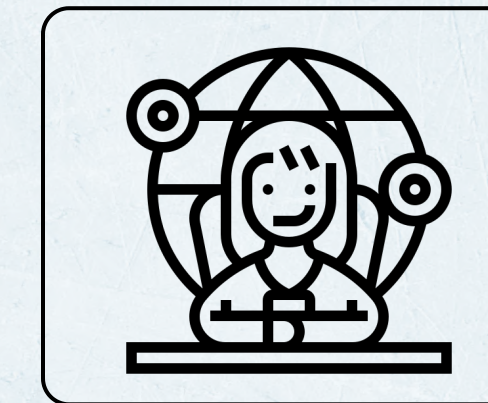
### Marketing View

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.



### 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, market

All

customer

All

segment, category, prod...

All

2018

2019

2020

2021

2022EST

YTD

YTG

Q1

Q2

Q3

Q4

3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

Gross Margin %

-13.98%!

BM: -1.52% (-819.14%)

Net Profit %

Profit and Loss Statement

Line Item	2022EST	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	5,643.12	1,272.14	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	358.02
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
Opreational cost	-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

vs LY

vs Target

NET SALES Performance over time

Selection

vs BM

Top/Bottom Products and Customers By NET SALES

region

P & L values

P & L Chg%

+

 APAC

1,923.77

335.26

+

 NA

1,022.09

474.40

+

 EU

775.48

286.26

+

 LATAM

14.82

368.40

**Total**

**3,736.17**

**353.50**

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

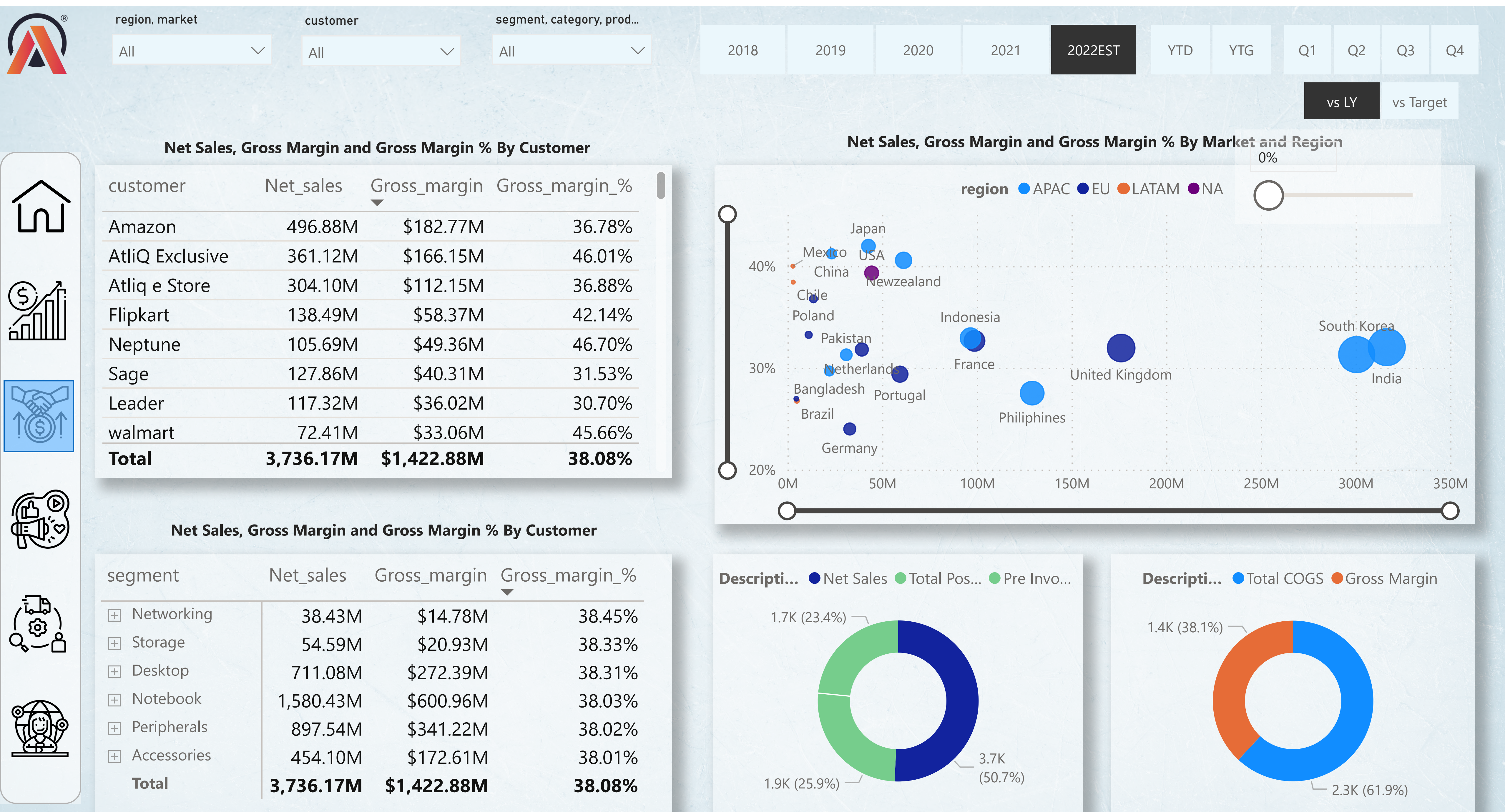
**Total**

**3,736.17**

**353.50**

BM=Benchmark ,P and L=Profit and Loss ,EST=Estimate









region, market

All



customer

All



segment, category, prod...

All



2018

2019

2020

2021

2022EST

YTD

YTG

Q1

Q2

Q3

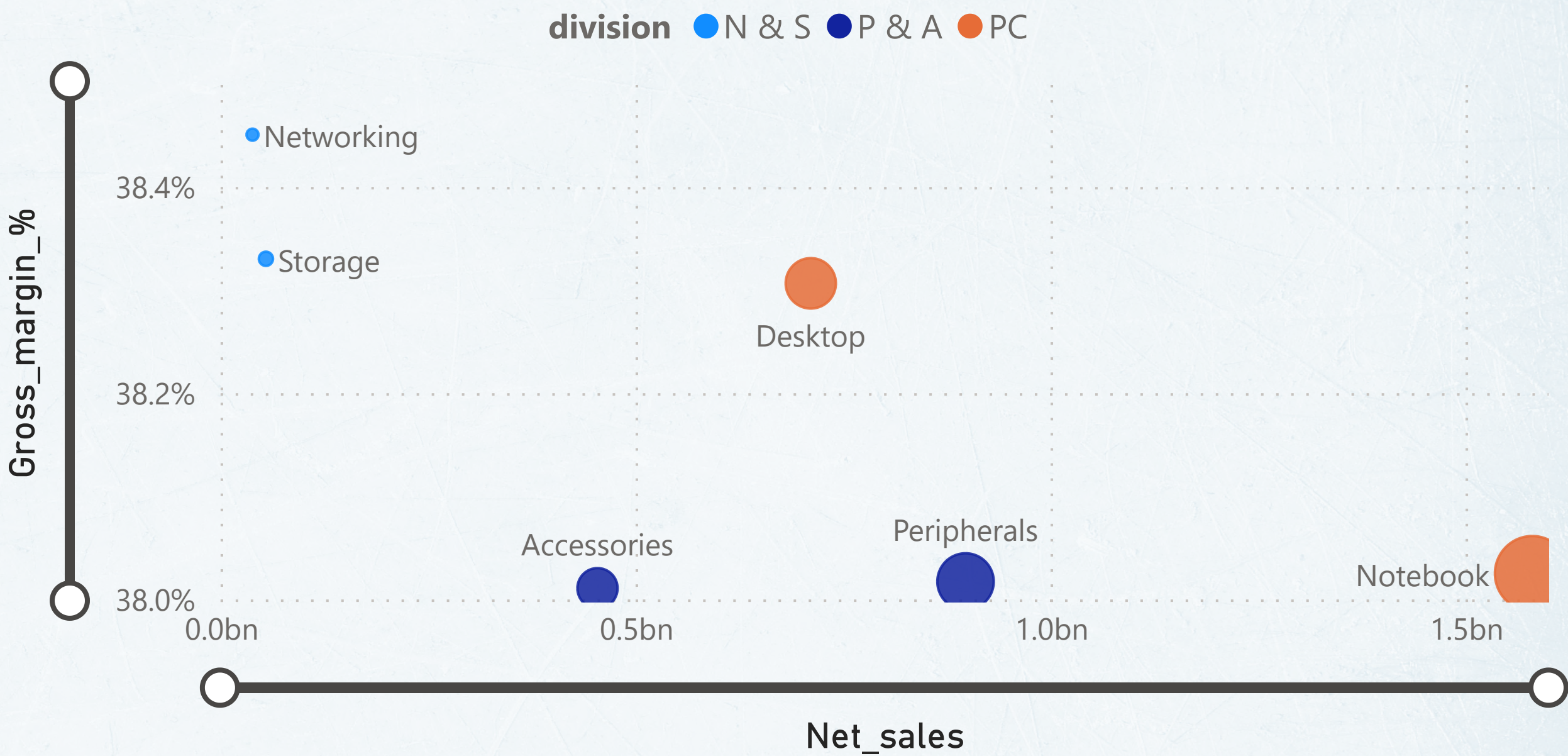
Q4

Key Metrics By Segment

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

Show NP %

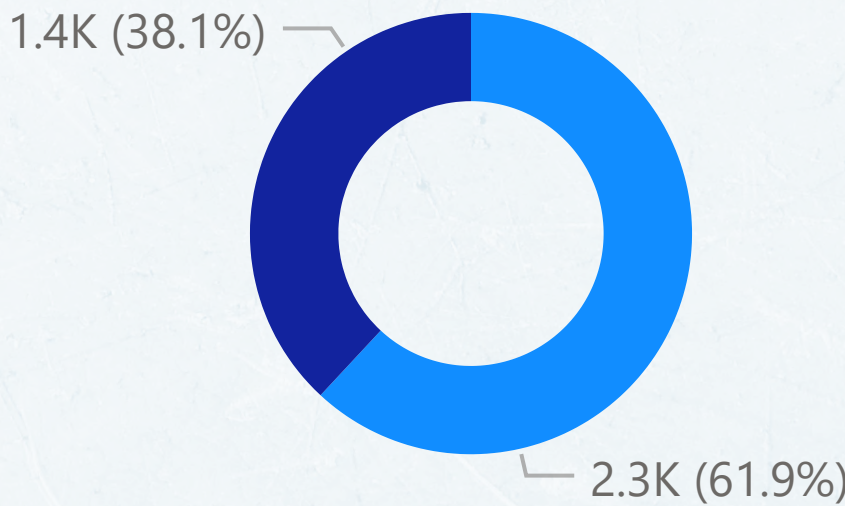
Performance Matrix



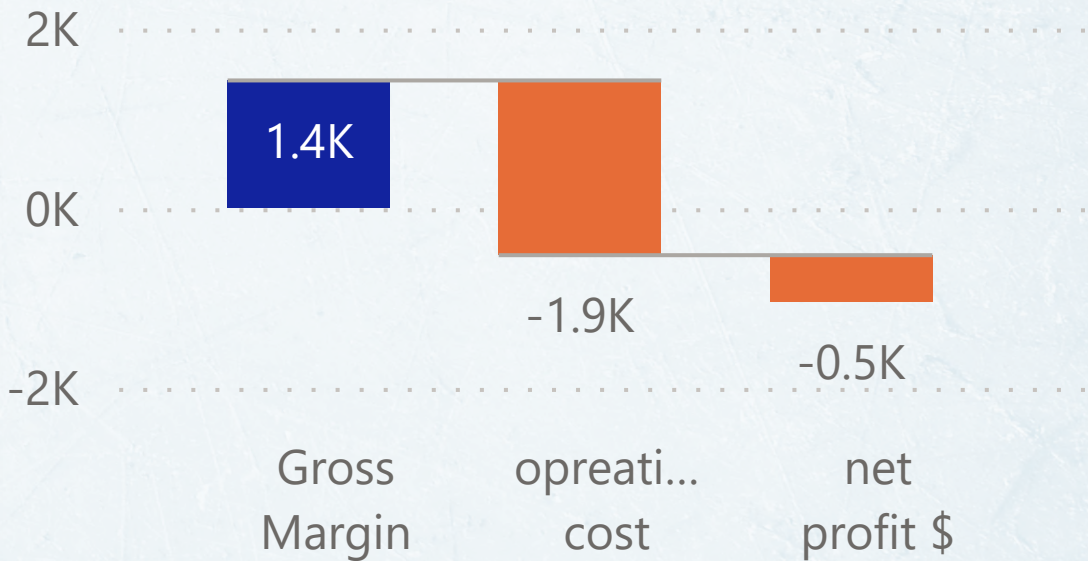
Key Metrics By Region

region	Net_sales	Gross_margin	Gross_m argin_%	net profit \$	net profit %
⊕ APAC	1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
⊕ NA	1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%
⊕ EU	775.48M	\$267.80M	34.53%	-95.52M	-12.32%
⊕ LATAM	14.82M	\$5.19M	35.02%	-0.44M	-2.95%
<b>Total</b>	<b>3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Descript... ● Total COGS ● Gross Margin



● Increase ● Decrease





region, market

All

customer

All

segment, category, prod...

All

2018

2019

2020

2021

2022EST

YTD

YTG

Q1

Q2

Q3

Q4

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

LY: -751.7K (+361.97%)

Net Error

6899.0K✓

LY: 9780.7K (+29.46%)

Absolute Error

Key Metrics by customer

customer	forecast accuracy %	forecast accuracy ly %	Net error	Net error %	risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Key Metrics graph by month

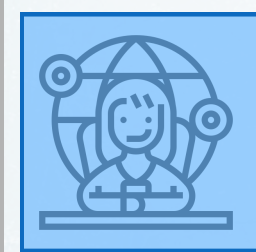
Net error, forecast accuracy ly % and forecast accuracy % by month

Key Metrics by Segment

segment	forecast accuracy %	forecast accuracy ly %	Net error	Net error %	risk
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
Accessories	87.42%	77.66%	341468	1.72%	EI

BM=Benchmark ,P and L=Profit and Loss ,EST=Estimate ,COGS=Cost Of Goods Sold ,LY=Last Year





product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

BM=Benchmark ,P and L=Profit and Loss ,EST=Estimate ,COGS=Cost Of Goods Sold ,LY=Last Year ,RC=Revenue Contribution ,EI=Excess Inventory ,OSS=Out OF Stock ,GM=Gross Margin





1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).





# Business Insights 360 Support



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