



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

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



Support

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



Region
All

Market
All

Customer
All

2018

2019

2020

2021

2022

2023

Q1

Q2

Q3

Q4

YTD

YTG

\$111.37M

Goal: \$29.11M (+282.57%)

Net Sales

0.41

Goal: 0.37 (+10.08%)

GM %

0.02

Goal: -0.04 (+150.38%)

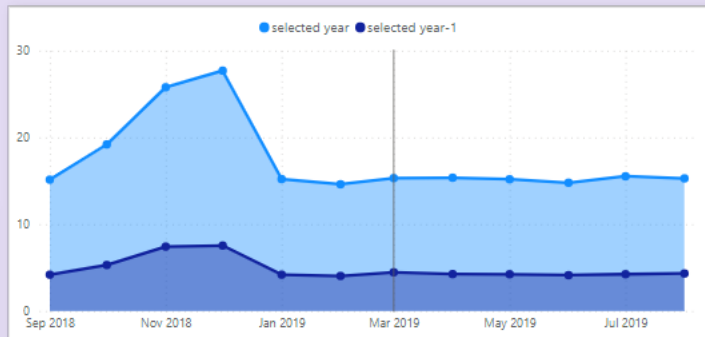
Net Profit %

Profit & Loss Statement



Line Item	P&L value	LY	YoY chg	YoY chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational exp	43.43	12.17	31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net profit %	2.21	-4.38	6.59	-150.38

Gross Sales performance over time



Top/Bottom Products & Customer by Net Sales

Segment	NS \$	YoY chg %	Market	NS \$	YoY chg %
Storage	\$13.84M	587.1	India	\$37.77M	165.34
Peripherals	\$19.73M	143.2	USA	\$16.16M	225.33
Notebook	\$32.40M	307.2	South Korea	\$15.69M	169.94
Networking	\$17.36M	404.4	Philippines	\$6.95M	500.66
Desktop		0.0	Canada	\$5.85M	934.14
Accessories	\$28.04M	194.0	France	\$5.44M	289.35
			Australia	\$4.74M	205.47
			Italy	\$3.90M	1,105.99
			Germany	\$3.49M	0.00
			Indonesia	\$3.09M	261.23



2018

2019

2020

2021

2022

>

Q1

Q2

Q3

Q4

YTD

YTG

Region

All

Market

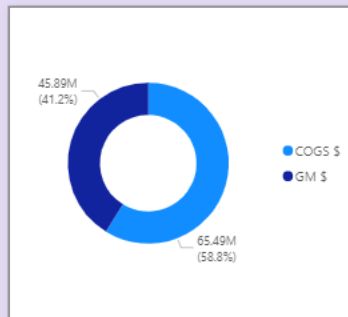
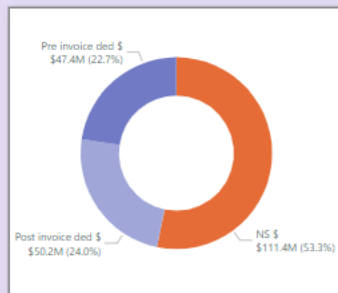
All

Customer

All

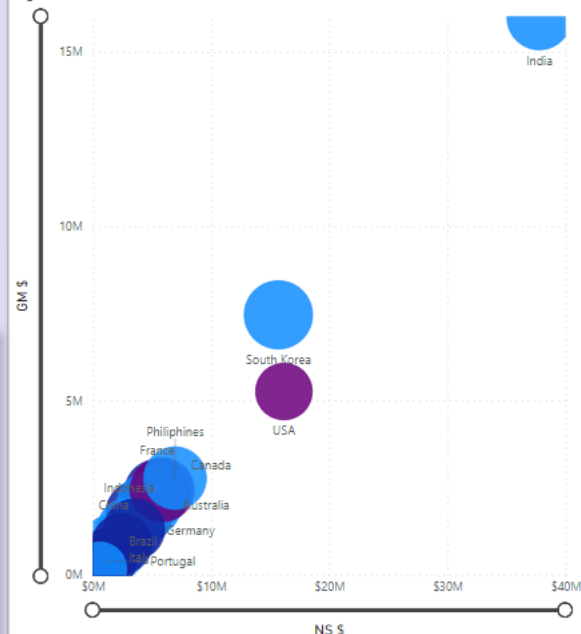


customer	NS \$	GM \$	GM %
Amazon	\$15.35M	6.38M	0.42
AltIQ Exclusive	\$9.91M	5.01M	0.51
AltIQ e Store	\$9.15M	3.75M	0.41
Sage	\$5.85M	2.56M	0.44
Leader	\$5.82M	2.80M	0.48
Flipkart	\$3.58M	1.25M	0.35
Ebay	\$3.19M	1.36M	0.43
Electricalsociety	\$2.87M	1.27M	0.44
Synthetic	\$2.31M	0.94M	0.41
Novus	\$2.28M	0.85M	0.37
Electricalslytical	\$2.20M	0.91M	0.41
Vijay Sales	\$2.12M	0.91M	0.43
Croma	\$2.05M	0.93M	0.46
Expression	\$2.01M	0.80M	0.40
Reliance Digital	\$1.98M	0.85M	0.43
Propel	\$1.96M	0.81M	0.41
Viveks	\$1.91M	0.76M	0.40
Girias	\$1.87M	0.70M	0.37
Ezone	\$1.86M	0.72M	0.38
Lotus	\$1.84M	0.74M	0.40
AltIQ Exclusive	\$1.82M	0.67M	0.37



NS \$, GM \$ and GM % by market and region

region ● APAC ● EU ● LATAM ● NA





2018	2019	2020	2021	2022	>
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Q1	Q2	Q3	Q4
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YTD	YTG
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Region
All

Market
All

Customer
All

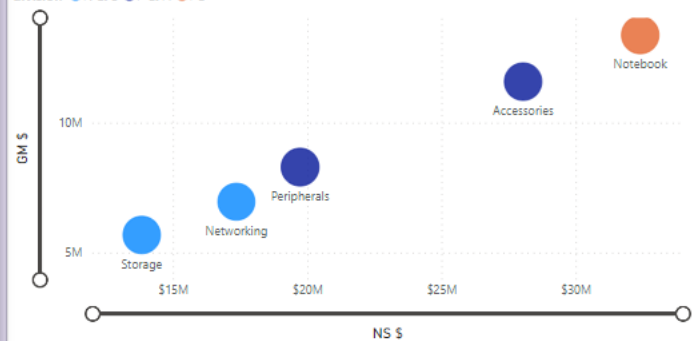
Product Performance

segment	NS \$	GM \$	GM %	Net profit \$	Net profit %
⊕ Notebook	\$32.40M	13.38M	0.41	0.74M	0.02
⊖ Accessories	\$28.04M	11.58M	0.41	0.66M	0.02
⊕ Keyboard	\$17.47M	7.23M	0.41	0.42M	0.02
⊕ Mouse	\$10.57M	4.35M	0.41	0.23M	0.02
⊕ Peripherals	\$19.73M	8.29M	0.42	0.60M	0.03
⊕ Storage	\$13.84M	5.68M	0.41	0.29M	0.02
⊕ Networking	\$17.36M	6.96M	0.40	0.18M	0.01
Total	\$111.37M	45.89M	0.41	2.46M	0.02

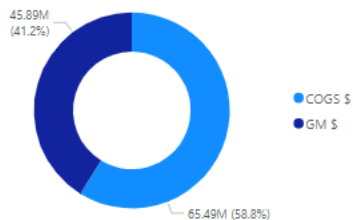
Performance Matrix

NS \$, GM \$ and GM % by segment and division

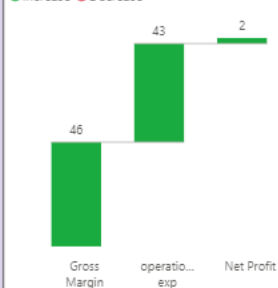
division ● N & S ● P & A ● PC



COGS \$ and GM \$



● Increase ● Decrease



region	NS \$	GM \$	GM %	Net profit \$	Net profit %
⊕ APAC	\$71.33M	30.79M	0.43	4.35M	0.06
⊕ EU	\$17.22M	7.05M	0.41	0.04M	0.00
⊖ LATAM	\$0.83M	0.35M	0.42	0.06M	0.08
Brazil	\$0.52M	0.23M	0.44	0.04M	0.07
Mexico	\$0.30M	0.12M	0.39	0.02M	0.08
⊕ NA	\$22.01M	7.69M	0.35	-1.99M	-0.09
Total	\$111.37M	45.89M	0.41	2.46M	0.02

