



Business Insights 360

Info	Finance	Sales	Marketing	Supply Chain	Executive	Help
Download user manual and get to know the key information of this tool.	Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..	Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth	Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth	Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.	A top level dashboard for executives consolidating top insights from all dimensions of business.	Get your issues resolved by connecting to our support specialist .

Region

All

Product

All

Customer

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs BM

vs LY

Net Sales

\$3,736.2M

Pr. Month: 823.8M (+353.5%)

GM%

38.1%

Pr. Month: 36.5%
(+4.37%)

Net Profit %

-14.0%

Pr. Month: -6.6%
(-110.79%)

Profit and Loss Statement

Line Item	BM	Change	Change %
NP%	-4.52	-7.11	157.19
Net Profit	-55.76	-522.42	936.96
ops_expenses	-512.59	-1,945.30	379.50
GM / Unit	5.36	5.35	99.73
Gross Margin %	37.07	0.76	2.05
Gross Margin	456.84	1,422.88	311.46
Total COGS	775.48	2,313.29	298.31
- Other Cost	5.09	15.52	305.20
- Freight Cost	32.58	100.49	308.44
- Manufacturing Cost	737.81	2,197.28	297.81
Net Sales	1,232.31	3,736.17	303.18
Total Post Invoice Deduction	657.10	1,906.95	290.21
- Post Deductions	239.23	663.42	277.31
- Post Discounts	417.86	1,243.54	297.59
Net Invoice Sales	4,000.44	5,643.13	408.67

Net Sales Performance over time

Top/Bottom Products & Customers by Net Sales

Segment	P&L	P&L Yr	Market	P&L	P&L
Storage	152.29	55	Australia	166.99	2
Peripherals	1,152.02	352	Austria	16.70	3
Graphic Card	293.99	387	Bangladesh	49.05	2
Internal HDD	57.43	186	Brazil	7.75	1
MotherBoard	120.20	554	Canada	319.99	3
Processors	680.40	336	Chile	3.94	3
Notebook	1,973.15	402	China	186.26	3
Networking	130.40	41	Columbia	1.17	5
Wi fi extender	130.40	41	France	154.14	1
Desktop	758.45	1500	Germany	102.67	2
Business Laptop	377.64	1018	India	1,271.22	2
Personal Desktop	380.81	2694	Indonesia	132.90	2
Total	4,968.48	303	Total	4,968.48	31

BM = Bench Mark LY = Last Year

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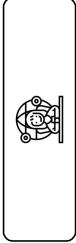
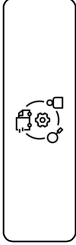
Q4

YTD

YTG

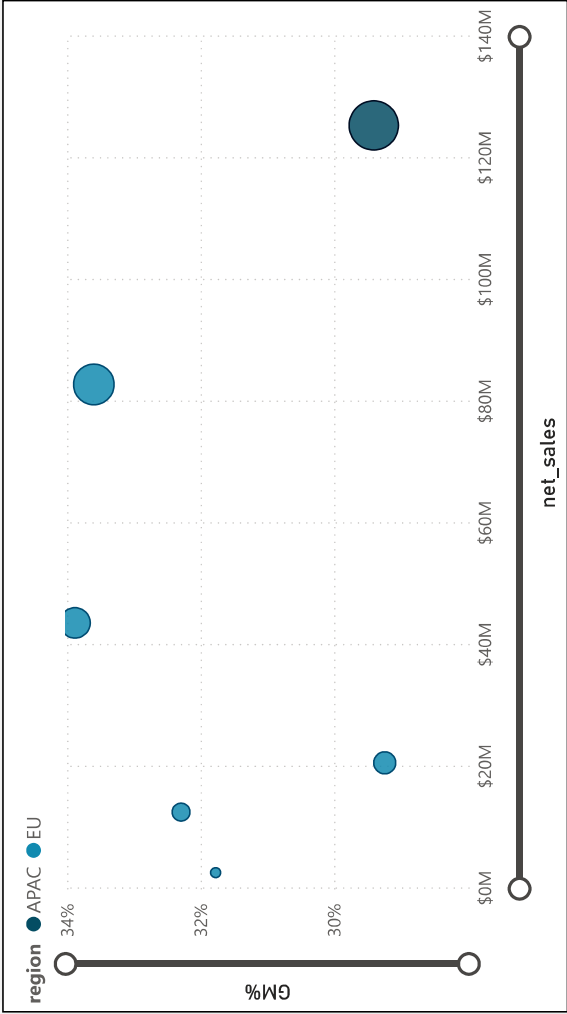
vs BM

vs LY



Net Sales, GM by Customer

9.00%



Net Sales, GM% Metrics

Customer	Net_Sales	GM \$	GM%
Relief	\$37.88M	17.41M	46.0%
AtliQ Exclusive	\$478.93M	218.72M	45.7%
Neptune	\$132.45M	60.32M	45.5%
Premium Stores	\$34.61M	15.39M	44.5%
Circuit City	\$64.23M	28.38M	44.2%
walmart	\$90.44M	39.86M	44.1%
BestBuy	\$61.35M	26.51M	43.2%
Taobao	\$28.99M	12.36M	42.6%
Path	\$74.48M	31.65M	42.5%

Unit Measurements



Net Sales, GM by Products

Segment	Net_Sales	GM \$	GM%
Desktop	\$758.45M	289.53M	38.2%
Networking	\$130.40M	49.38M	37.9%
Peripherals	\$1,152.02M	435.85M	37.8%
Notebook	\$1,973.15M	746.24M	37.8%
Storage	\$152.29M	57.27M	37.6%
Accessories	\$802.17M	301.45M	37.6%

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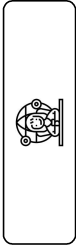
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ABS Error

6.9M[✓]

Pr. Month: 9.8M (+29.46%)

Net error

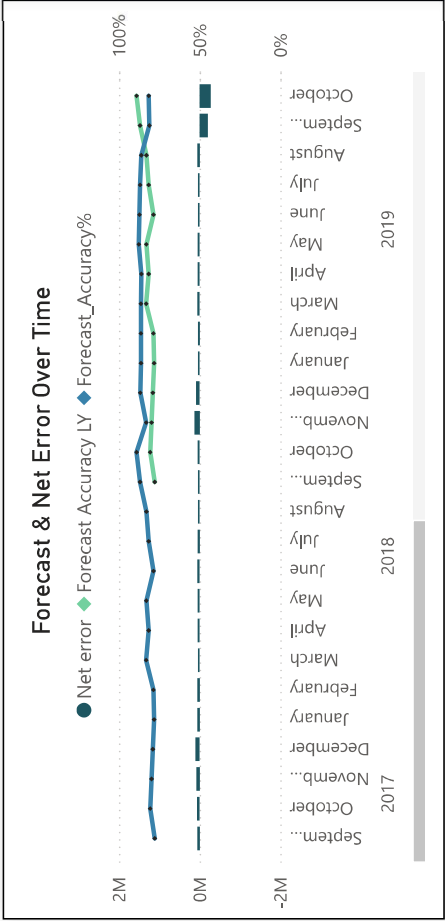
-3.5M[!]

Pr. Month: -0.8M (-361.97%)

Forecast Accuracy

81.2%[✓]

Pr. Month: 80.2% (+1.2%)



Segment	Forecast_Accuracy%	Net error	Net_error_pct	Risk
Peripherals	74.3%	-3388005	-17.5%	Out of stock
Accessories	80.5%	-1352029	-1.9%	Out of stock
Networkin	81.0%	184995	2.7%	Excess Inventory
Storage	81.1%	2020264	10.5%	Excess Inventory
Notebook	83.8%	22621	0.5%	Excess Inventory
Total	79.8%	-2417425	-2.0%	Out of stock

Top / Bottom Products by Forecast Accuracy

Forecast Accuracy

customer	Forecast_Accuracy%	Net error	Net_error_pct	Risk
Acclaimed Stores	49.4%	-162373	-8.3%	Out of stock
All-Out	36.6%	-6876	-6.3%	Out of stock
Amazon	69.9%	-1394379	-8.4%	Out of stock
Argos (Sainsbury's)	53.2%	-1394	-0.3%	Out of stock
Atliq e Store	70.9%	-865676	-8.4%	Out of stock
AtliQ Exclusive	69.0%	-48639	-0.5%	Out of stock
BestBuy	35.9%	-80434	-6.9%	Out of stock
Billa	31.1%	-42043	-17.0%	Out of stock
Circuit City	35.9%	-90877	-7.5%	Out of stock
Control	45.6%	-63137	-4.7%	Out of stock
Currys (Dixons Carphone)	43.7%	-34159	-8.9%	Out of stock
Digimarket	39.3%	-42375	-4.6%	Out of stock
Ebay	46.7%	-251887	-8.4%	Out of stock
Electricalsbe a Stores	51.5%	-8480	-4.9%	Out of stock

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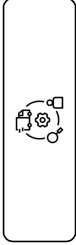
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Net Profit %

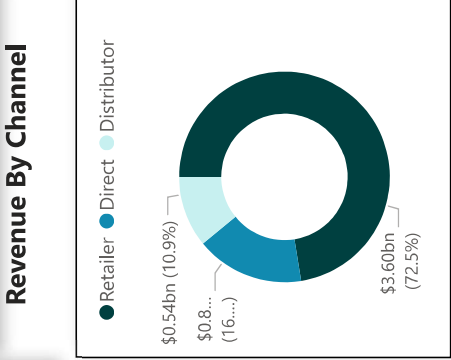
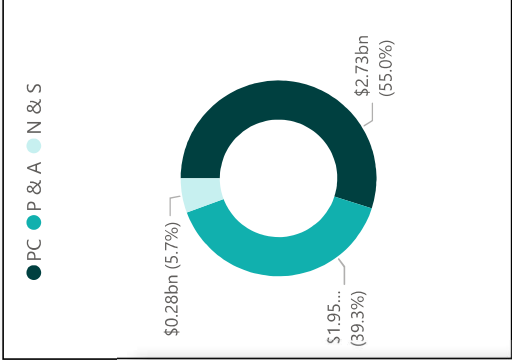
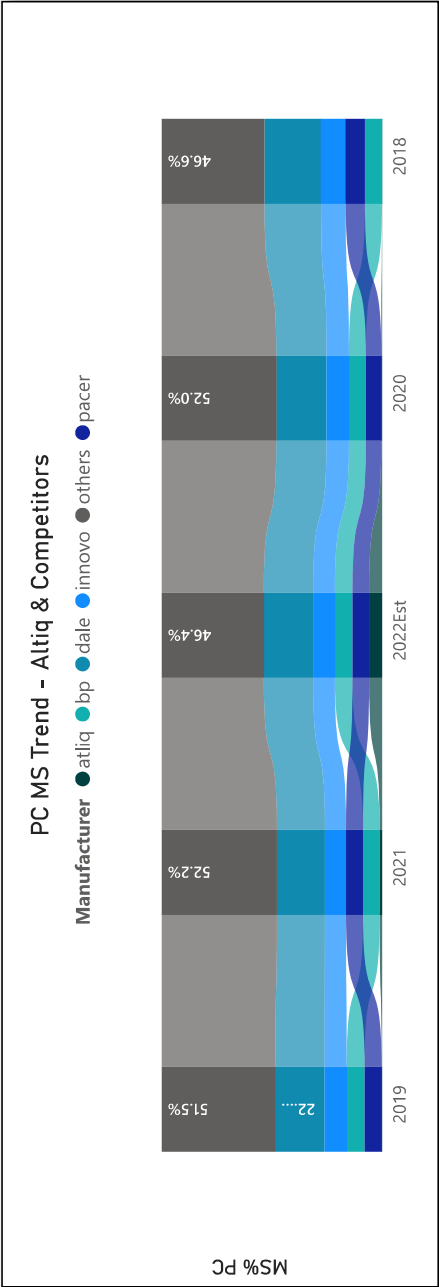
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Pr. Month: -6.6% (-110.79%)

Forecast_Accuracy

81.2%

Pr. Month: 80.2% (+1.2%)



Key Insights by Sub Zone

Sub_Zone	Net_Sales	GM%	NP %	Net_error_pct	Risk
ANZ	↗ \$257.15M	42.5%	-3.17%	-1.2%	Out of stock
India	↗ \$1,271.22M	35.1%	-22.03%	0.2%	Excess Inventory
LATAM	↗ \$21.00M	35.3%	-0.78%	0.3%	Excess Inventory
NE	↗ \$604.60M	34.1%	-14.26%	4.9%	Excess Inventory