



# Comprehensive Business Intelligence: An Integrated 360-Degree View



## 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](#).



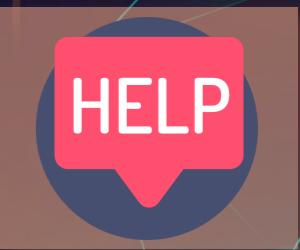
## Supply Chain View

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
customer
segment, category, pr...

All
All
All

Net Sales  
\$3.74bn !  
BM: 3.81bn (-1.86%)
GM %  
38.1% !  
BM: 38.34% (-0.66%)
Net Profit %  
-14.0% ✓  
BM: -14.19% (+1.47%)

YTD
YTG

VS LY
VS Targets








### Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42	-540.27	17.84	-3.30
Net Profit %	-13.98	-14.19	0.21	-1.47

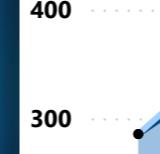
2018
2019
2020
2021
2022 Est

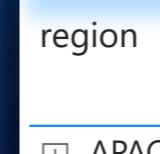
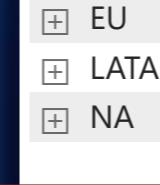
Q1
Q2
Q3
Q4

YTD
YTG

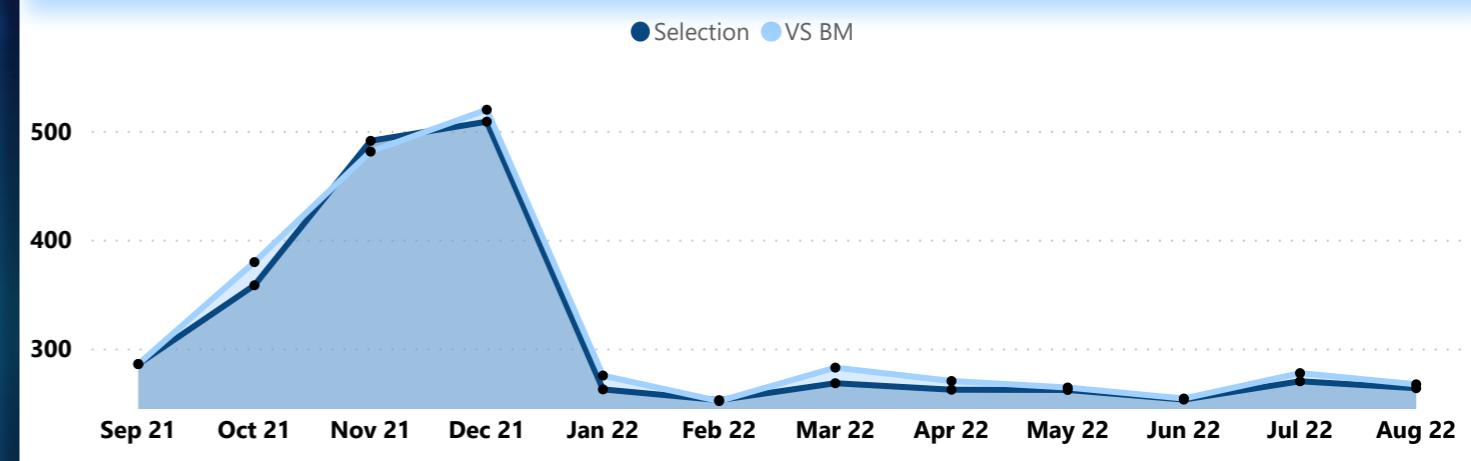
VS LY
VS Targets





### Net Sales Performance Over Time



● Selection ● VS BM

Date	Selection	VS BM
Sep 21	290	290
Oct 21	370	370
Nov 21	480	480
Dec 21	510	510
Jan 22	270	270
Feb 22	250	250
Mar 22	280	280
Apr 22	260	260
May 22	250	250
Jun 22	240	240
Jul 22	270	270
Aug 22	260	260

### Top/Bottom Customers and Products by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
	Chg %	Chg %		Chg %	Chg %
+ APAC	1,923.77	-2.48	+ Accessories	454.10	
+ EU	775.48	-1.13	+ Desktop	711.08	
+ LATAM	14.82	-1.60	+ Networking	38.43	
+ NA	1,022.09	-1.24	+ Notebook	1,580.43	
+ G			+ Peripherals	897.54	

BM: Benchmark & LY: Last Year

