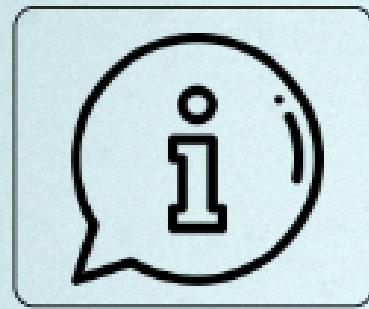


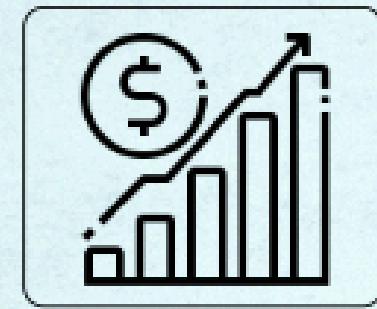


# Business Insights 360



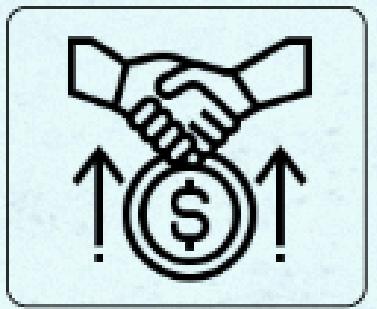
## Info

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



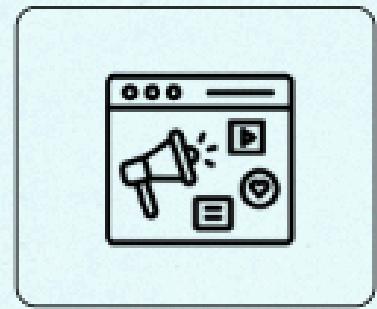
## Finance View

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



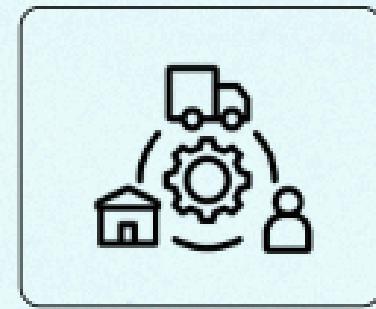
## Sales View

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



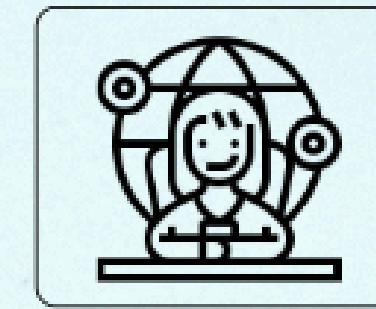
## Marketing View

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



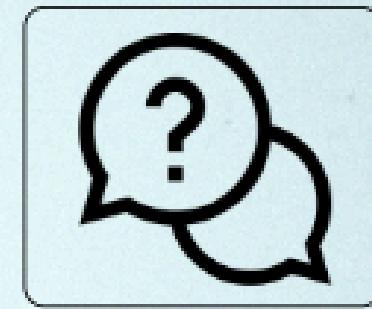
## Supply Chain View

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
customer
segment, categor...
2019
2020
2021
2022 Est
Q1
Q2
Q3
Q4
YTD
YTG

\$3.74bn !
38.08% !
-13.98% ✓

BM: 3.81bn (-1.86%)
BM: 38.34% (-0.66%)
BM: -14.19% (+1.47%)

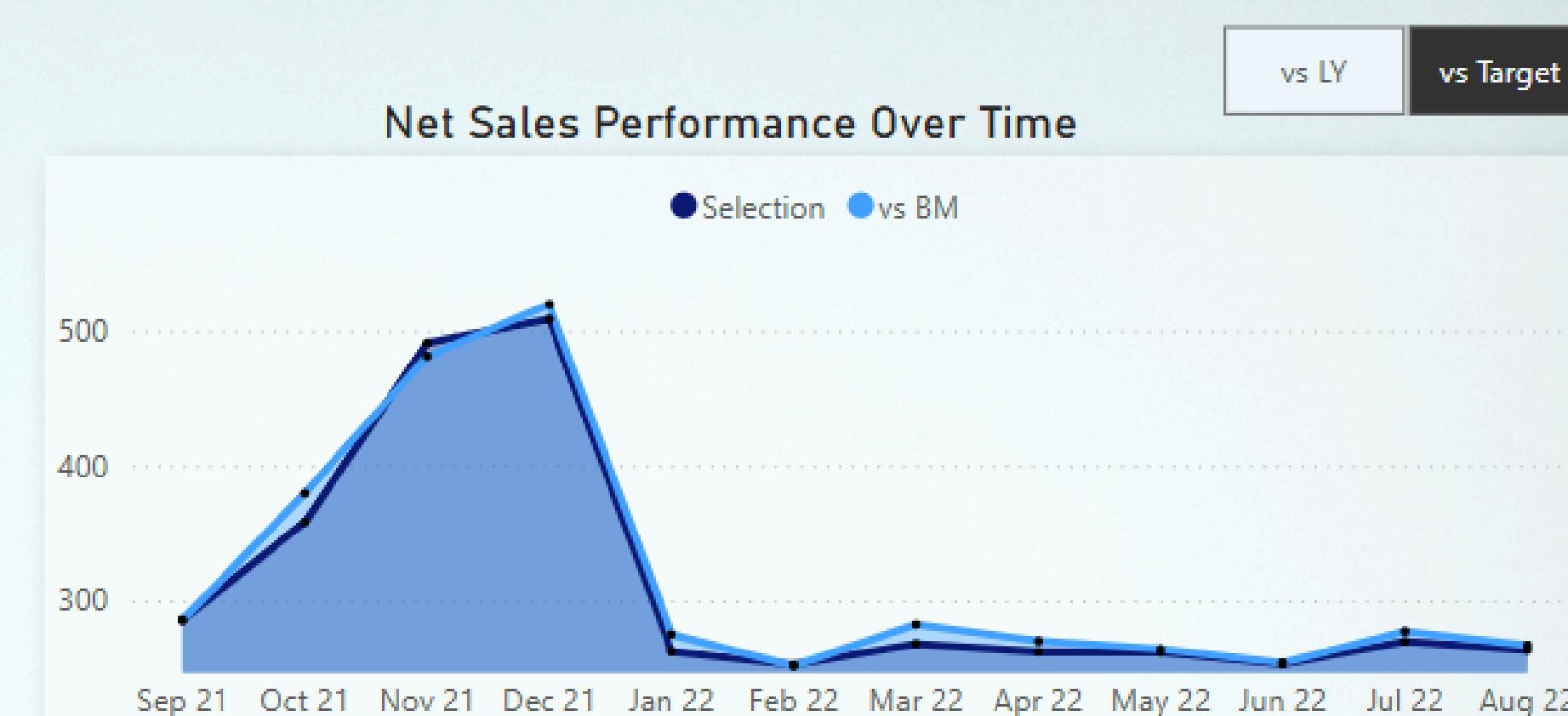
Net Sales
GM %
Net Profit %

### 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			
Net Profit %	-13.98	-14.19	0.21	1.47

vs LY      vs Target

### Net Sales Performance Over Time



● Selection   ● vs BM

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

region	P & L	P & L Chg %
	Values	
+ APAC	1,923.77	-2.48
+ NA	1,022.09	-1.24
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>

segment	P & L	P & L Chg %
	Values	
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
<b>Total</b>	<b>3,736.17</b>	<b>-1.86</b>
	***	

BM = Benchmark , LY = Last Year



region, market

customer

segment, cat...

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

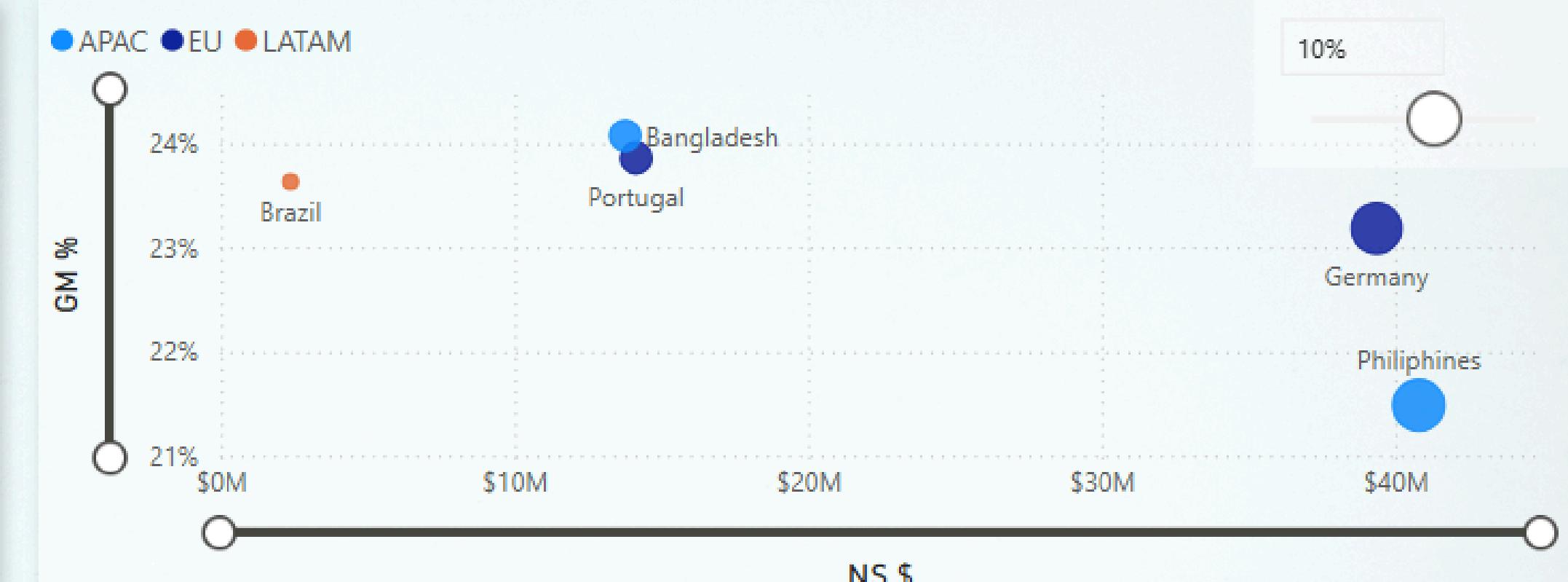
YTD

YTG

## Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
Atiq Exclusive	\$361.12M	166.15M	46.01%
Atiq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

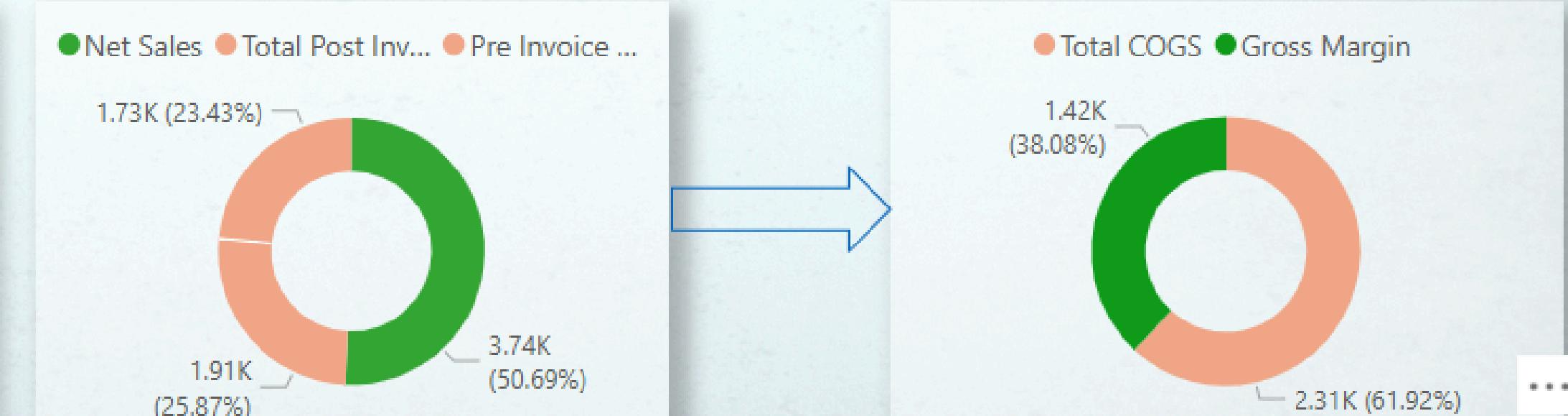
## Performance Matrix



## Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Storage	\$54.59M	20.93M	38.33%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

## Unit Economics



BM = Benchmark , LY = Last Year

vs LY
vs Target



market

All

region

All

customer

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

Show GM %

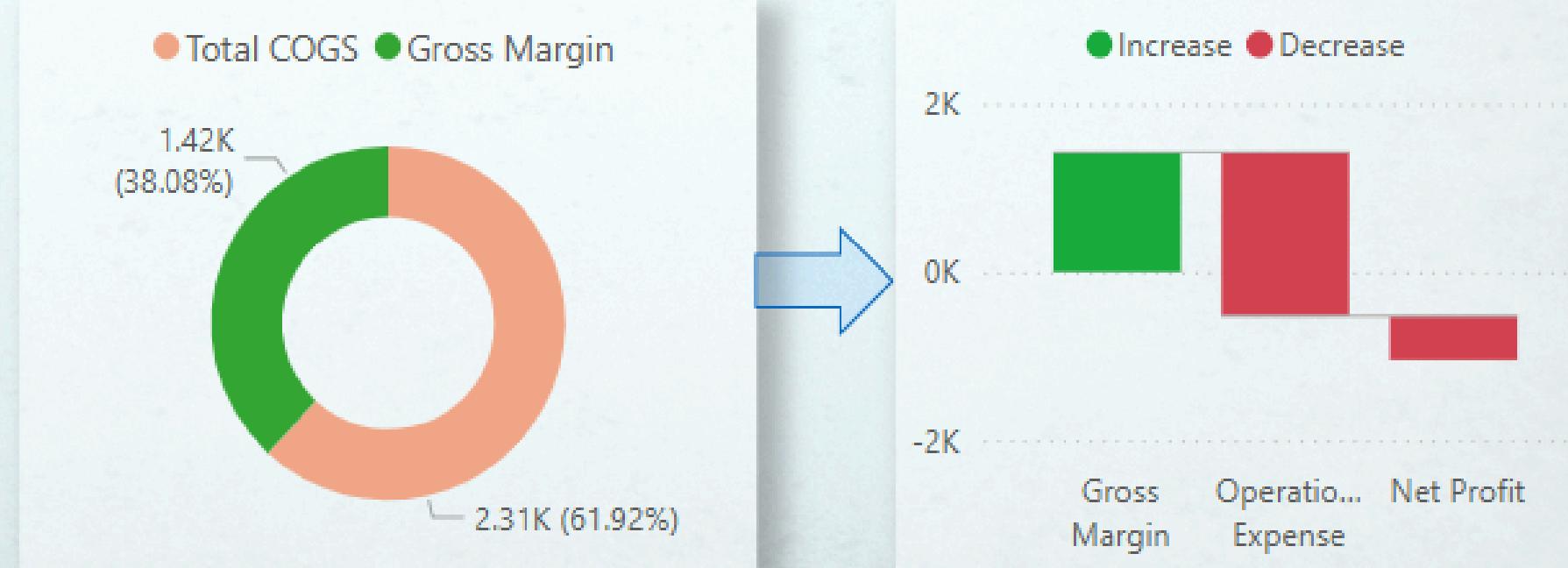
## Performance Matrix



## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

## Unit Economics





region, market  
All

customer  
All

segment, category...  
All

2019 2020 2021 2022  
Est

Q1 Q2 Q3 Q4 YTD YTG



**81.17%** ✓  
LY: 80.21% (+1.2%)

**Forecast Accuracy**

**-3472.7K** ✓  
LY: -751.7K (-361.97%)

**Net Error**

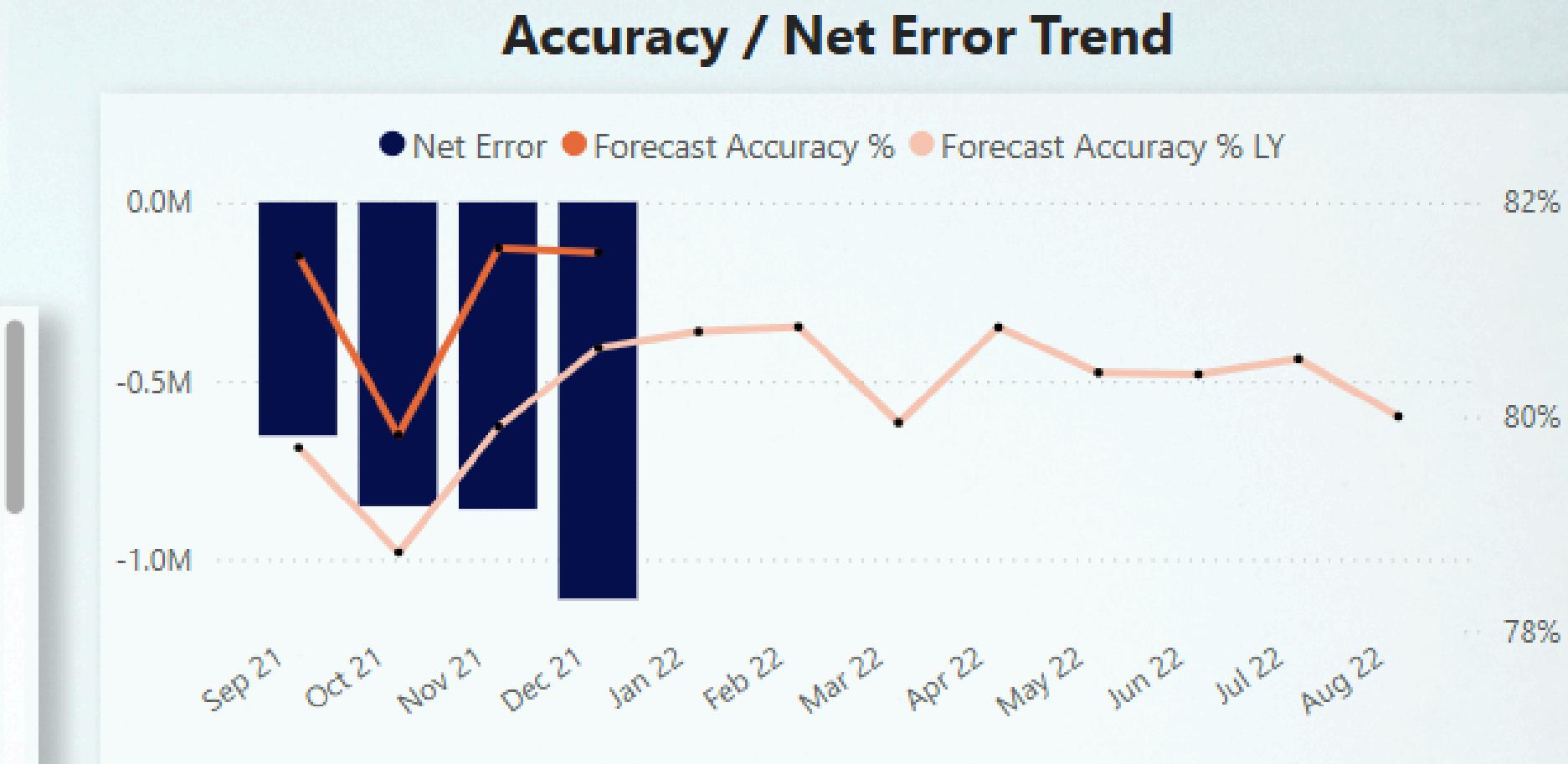
**6899.0K** ✓  
LY: 9780.7K (-29.46%)

**ABS Error**



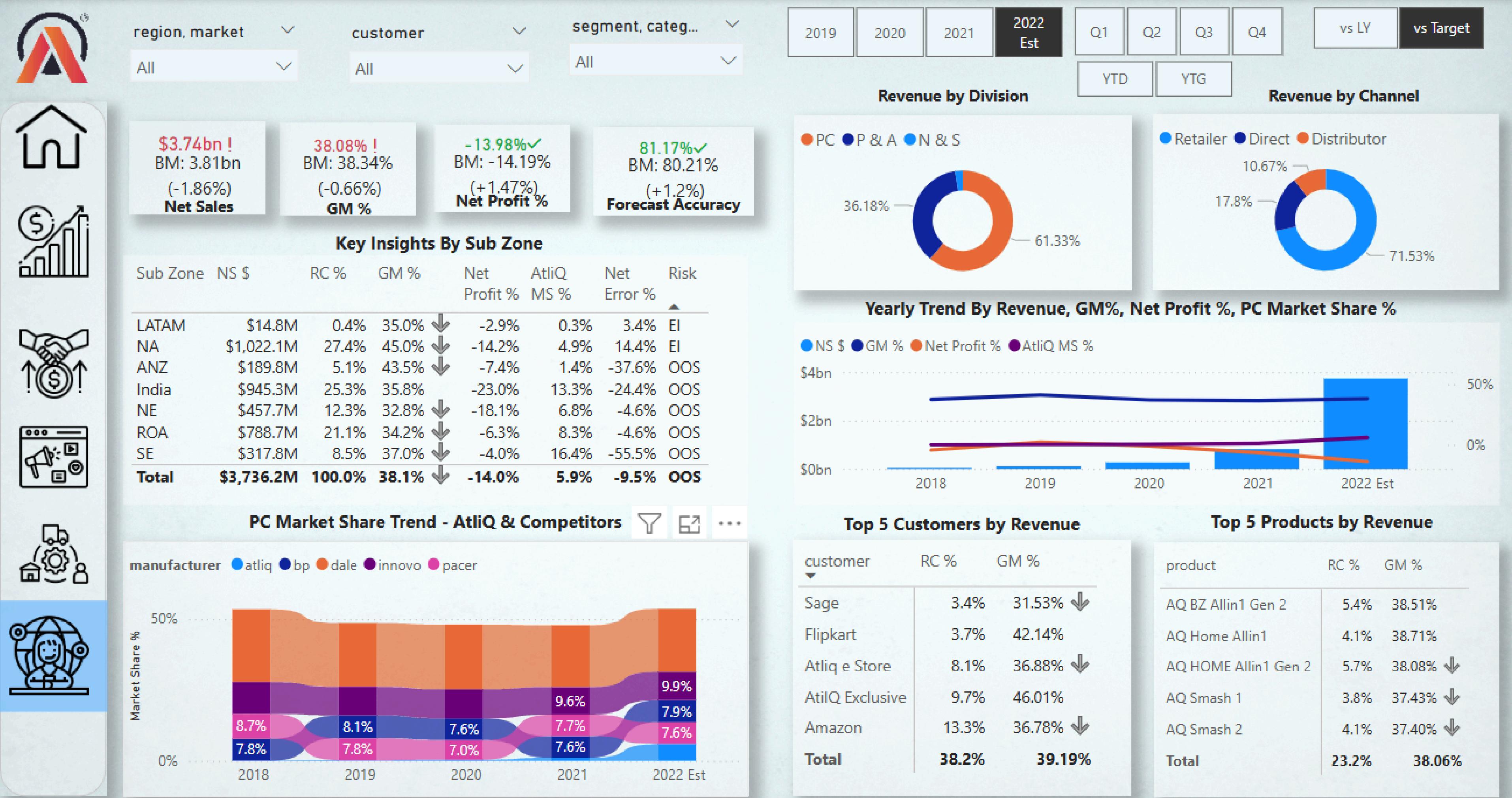
### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868	-9.6%	OOS
Amazon	73.79%	74.54%	-464694	-9.2%	OOS
AtilQ Exclusive	70.35%	71.69%	-359242	-11.9%	OOS
Expert	62.93%	60.67%	-26489	-6.7%	OOS
Acclaimed Stores	57.74%	50.69%	83037	10.7%	EI
Electricalsbea Stores	55.74%	51.56%	-6352	-9.6%	OOS
Mbit	55.40%	62.34%	-43470	-22.3%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.6%	OOS
walmart	54.78%	50.12%	84334	12.1%	EI
Staples	54.45%	49.38%	79821	11.5%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.0%	EI
Flinkart	54.21%	52.59%	-13616	-1.1%	OOS
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>



### Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Networking	93.06%	90.40%	-12967	-1.7%	OOS
Notebook	87.24%	79.99%	-47221	-1.7%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.8%	OOS
Storage	71.50%	83.54%	-628266	-25.6%	OOS
Accessories	87.42%	77.66%	341468	1.7%	EI
Desktop	87.53%	84.37%	78576	10.2%	EI
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-3472690</b>	<b>-9.5%</b>	<b>OOS</b>



BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock