

## 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.

Report Refresh Date: 14 August 2025

Values are in Dollars & Millions

Sales data loaded until: Dec 21

## HOME



region, market  
All


customer  
All


segment, category, ...  
All


2019 2020 2021 **2022 Est**


Q1 Q2 Q3 Q4


YTD YTG














\$3.74bn

BM: 823849020 (+353.5%)

**Net Sales**

38.08%

BM: 36.5% (+4.37%)

**Gross Margin %**

-13.98%

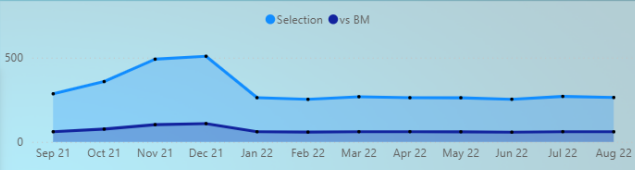
BM: -6.6% (-110.79%)

**Net Profit %**

**Profit and Loss Statement**

Line Item	2022 Est	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	5,643.13	1,272.13	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	358.03
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
Operational Expense	-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

**Net Sales Performance Over Time**



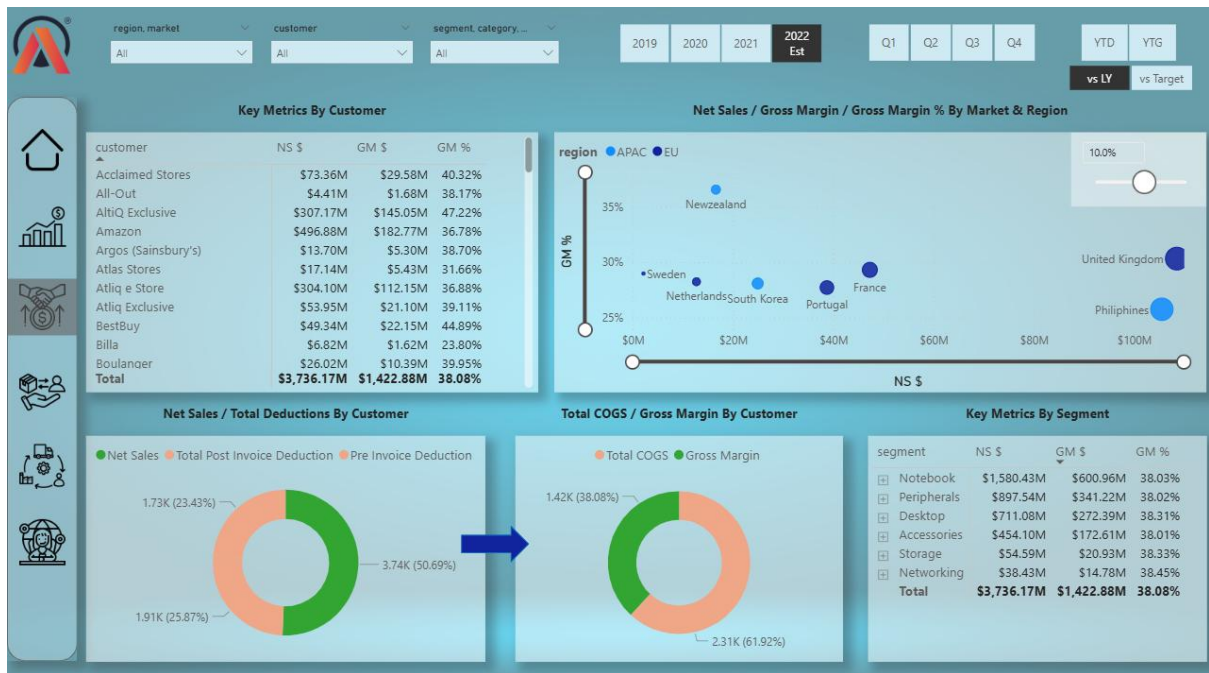
**Top / Bottom Products and Customers by Net Sales**

region	P & L values	P & L Chg %
APAC	1923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1022.09	474.40
<b>Total</b>	<b>3736.17</b>	<b>353.50</b>

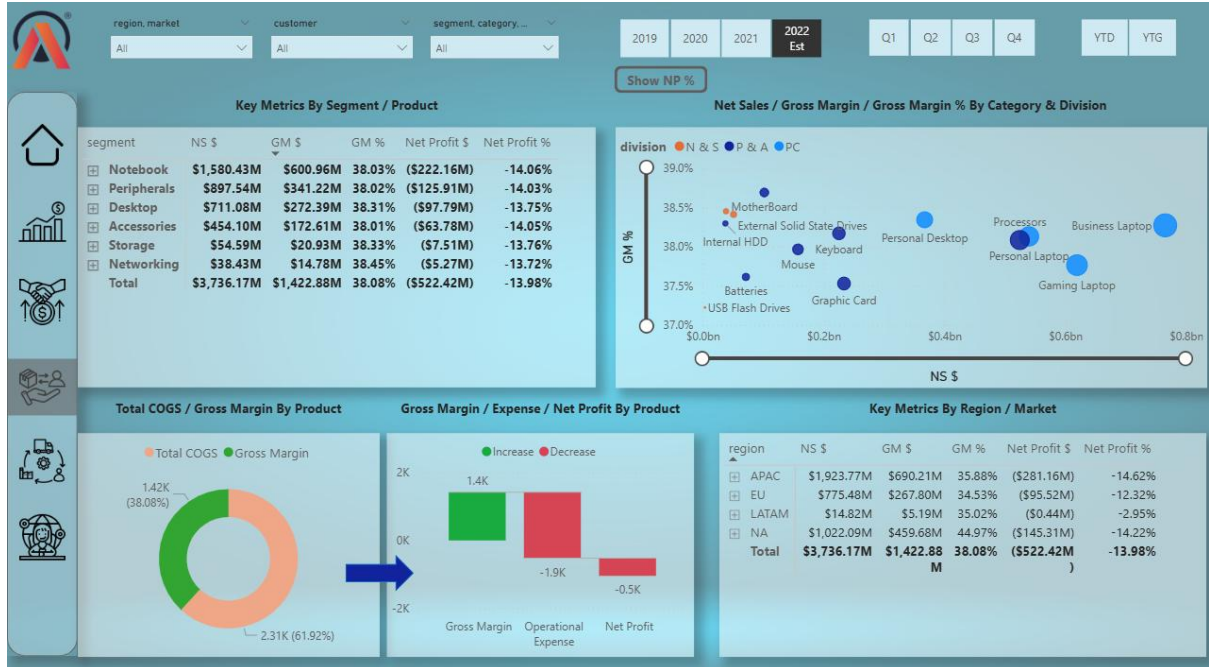
segment	P & L values	P & L Chg %
Desktop	711.08	1,431.55
Notebook	1580.43	493.06
Peripherals	897.54	439.03
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89
<b>Total</b>	<b>3736.17</b>	<b>353.50</b>

BM=Bench Mark, LY=Last Year

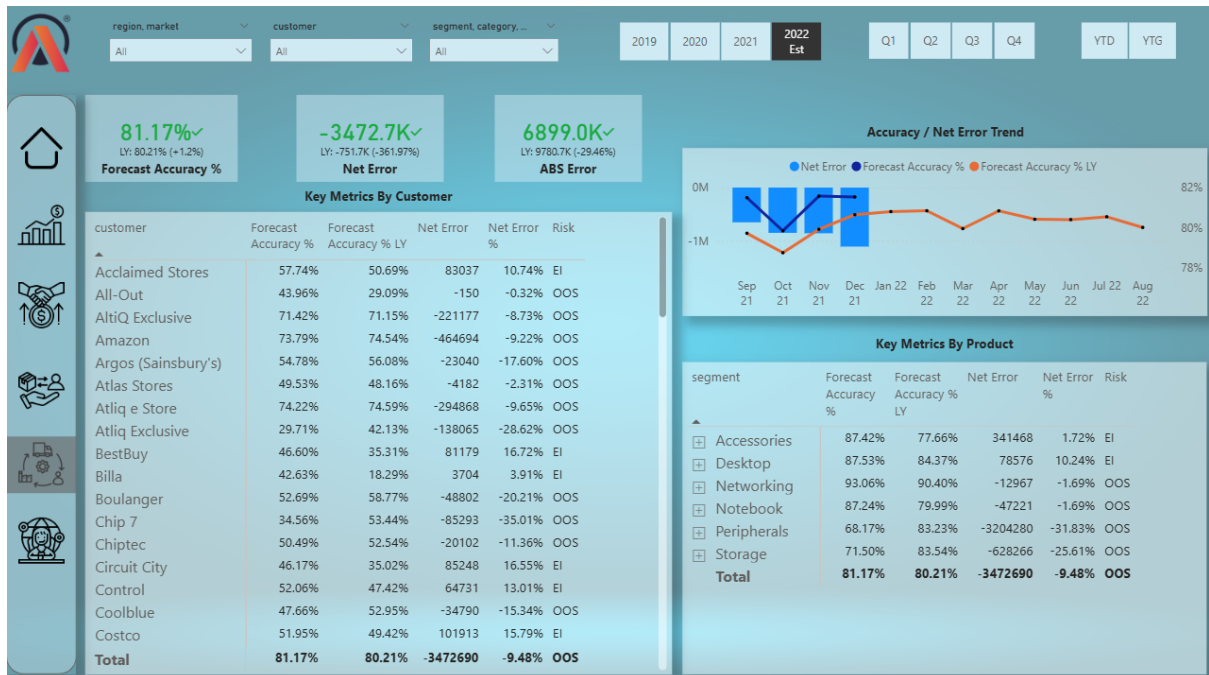
## FINANCE VIEW



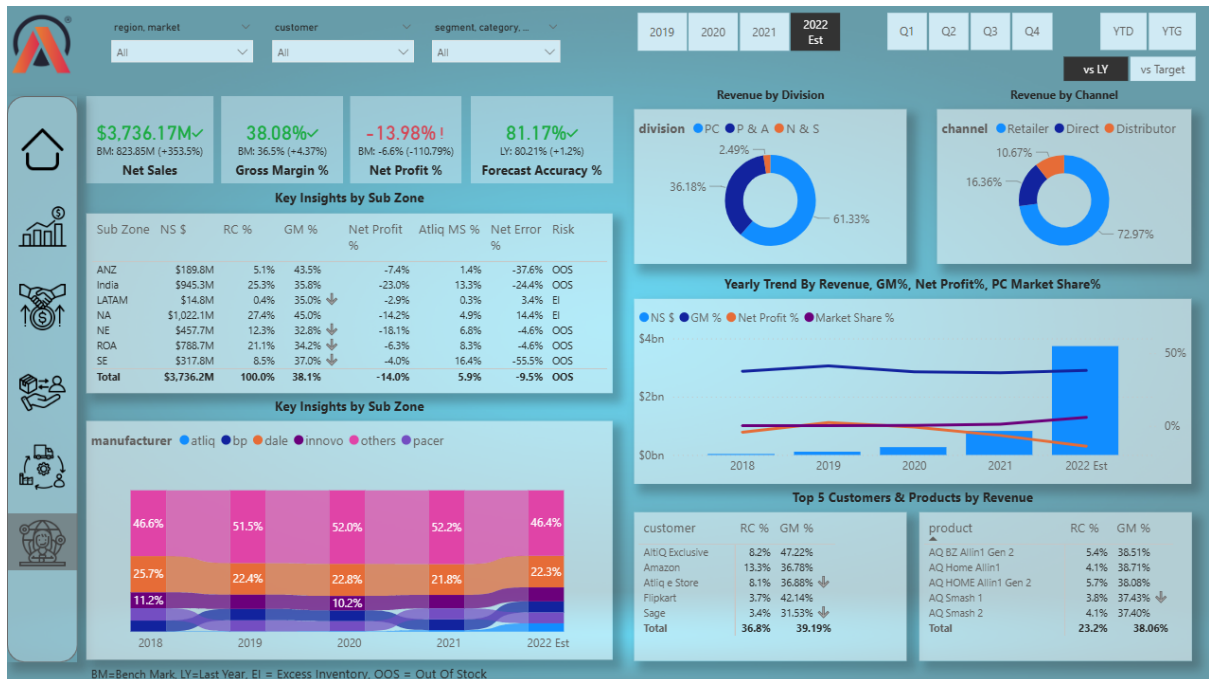
## SALES VIEW



## MARKETING VIEW



## SUPPLY CHAIN VIEW



## EXECUTIVE VIEW