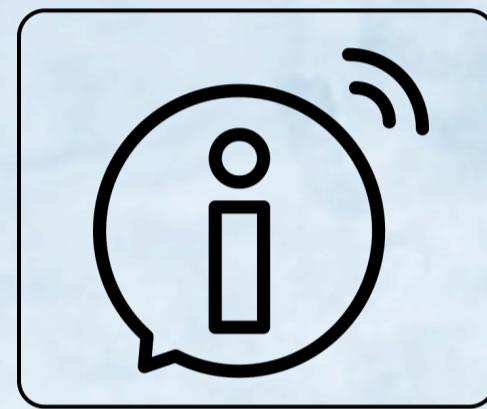




Business Insights 360



INFO

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



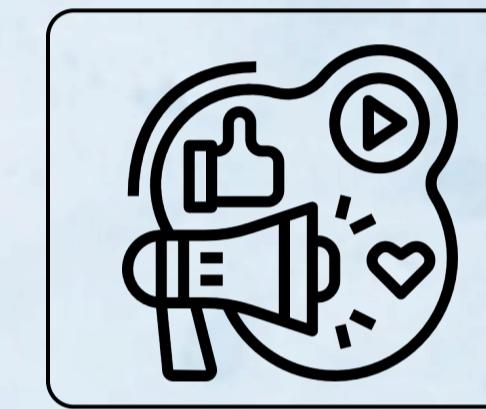
FINANCIAL VIEW

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



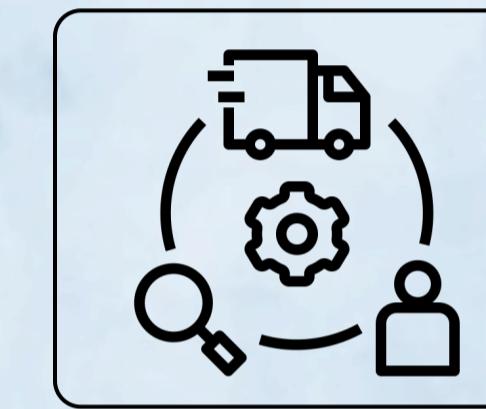
SALES VIEW

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



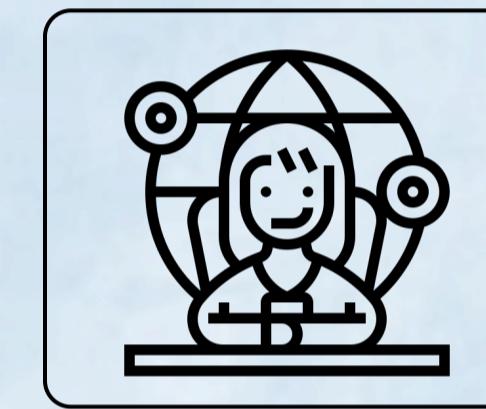
MARKETING

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



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

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

**111.37M**✓

LY: 29.11M (+282.57%)

Net sales

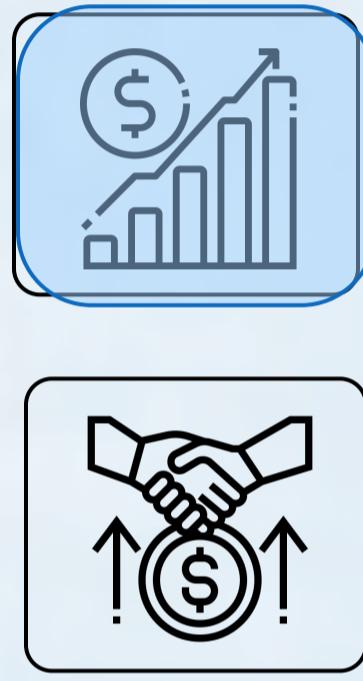
41.20%✓

LY: 37.43%

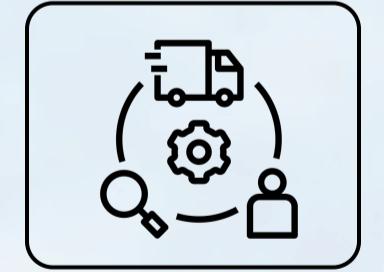
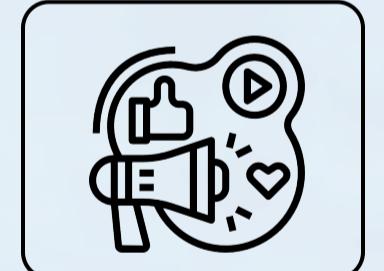
(+10.08%)
GM%**2.21%**✓

LY: -0.04 (+150.38%)

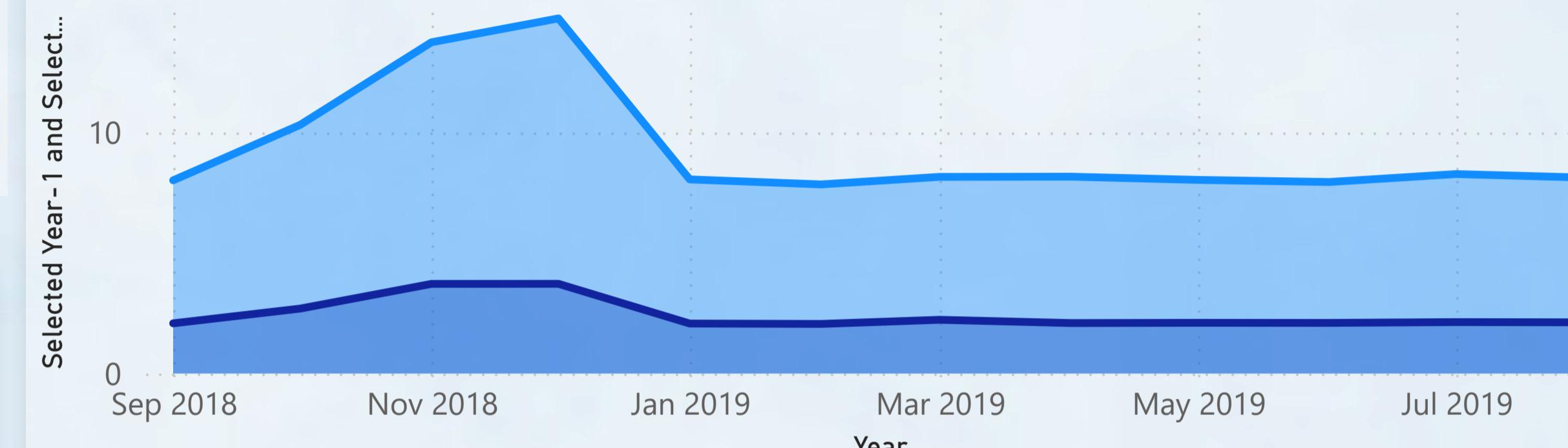
Net profit%

Profit and Loss Statement**Line Item****2019** **LY** **YOY** **YOY%**

Line Item	2019	LY	YOY	YOY%
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Total COGS	65.49	18.22	47.27	259.51
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Post Deductions	20.53	4.63	15.90	343.68
Post Discounts	29.72	10.66	19.06	178.70
Other Cost	0.51	0.09	0.42	449.57
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Sales	111.37	29.11	82.26	282.57
Net Profits	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38
Net Invoice Sales	161.62	44.40	117.22	263.99
Manufacturing Cost	62.34	17.40	44.94	258.35
Gross Sales	209.06	58.32	150.74	258.47
Gross Margin %	41.20	37.43	3.77	10.08
Gross Margin	45.89	10.90	34.99	321.12
GM / Unit	4.25	3.15	1.10	34.88
Freight Cost	2.64	0.73	1.91	262.83

**Net Sales Performance Over Time**

Selected Year-1 Selected Year

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

region	P & L Values	P&L YOY Chg%
+ EU	17.22	881.11
+ LATAM	0.83	320.51
+ APAC	71.33	245.08
+ nan	22.01	239.00

segment	P & L Values	P&L YOY Chg%
+ Storage	13.84	633.76
+ Networking	17.36	436.97
+ Notebook	32.40	336.01
+ Accessories		
Mouse	10.57	253.42
Keyboard	17.47	192.85
Batteries		0.00
+ Peripherals	19.73	159.47
+ Desktop		0.00

region, market
Allcustomer
Allsegment, category...
All

2018

2019

2020

2021

2022
Est

Q1

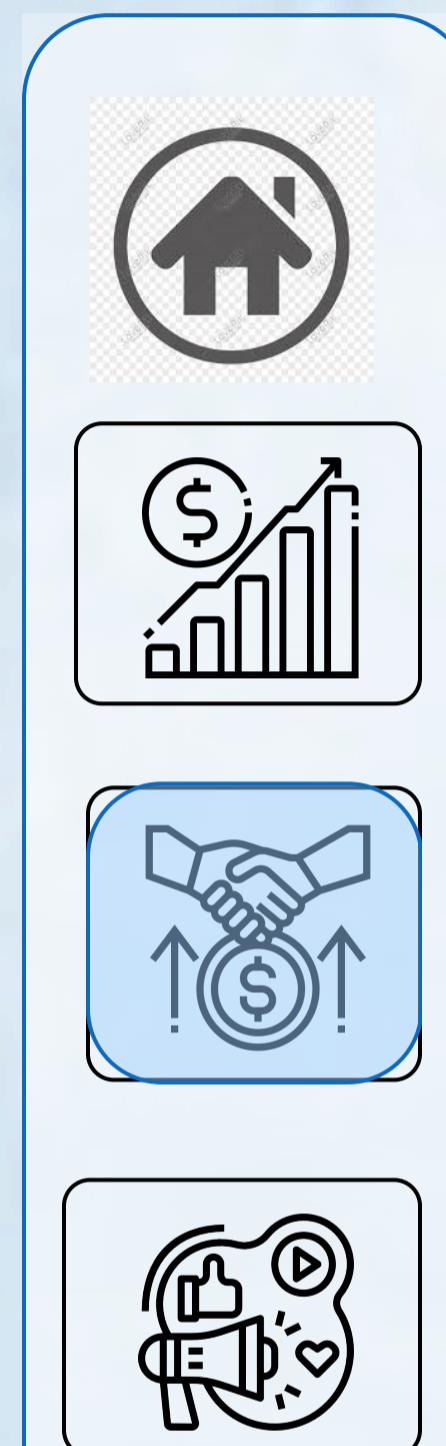
Q2

Q3

Q4

YTD

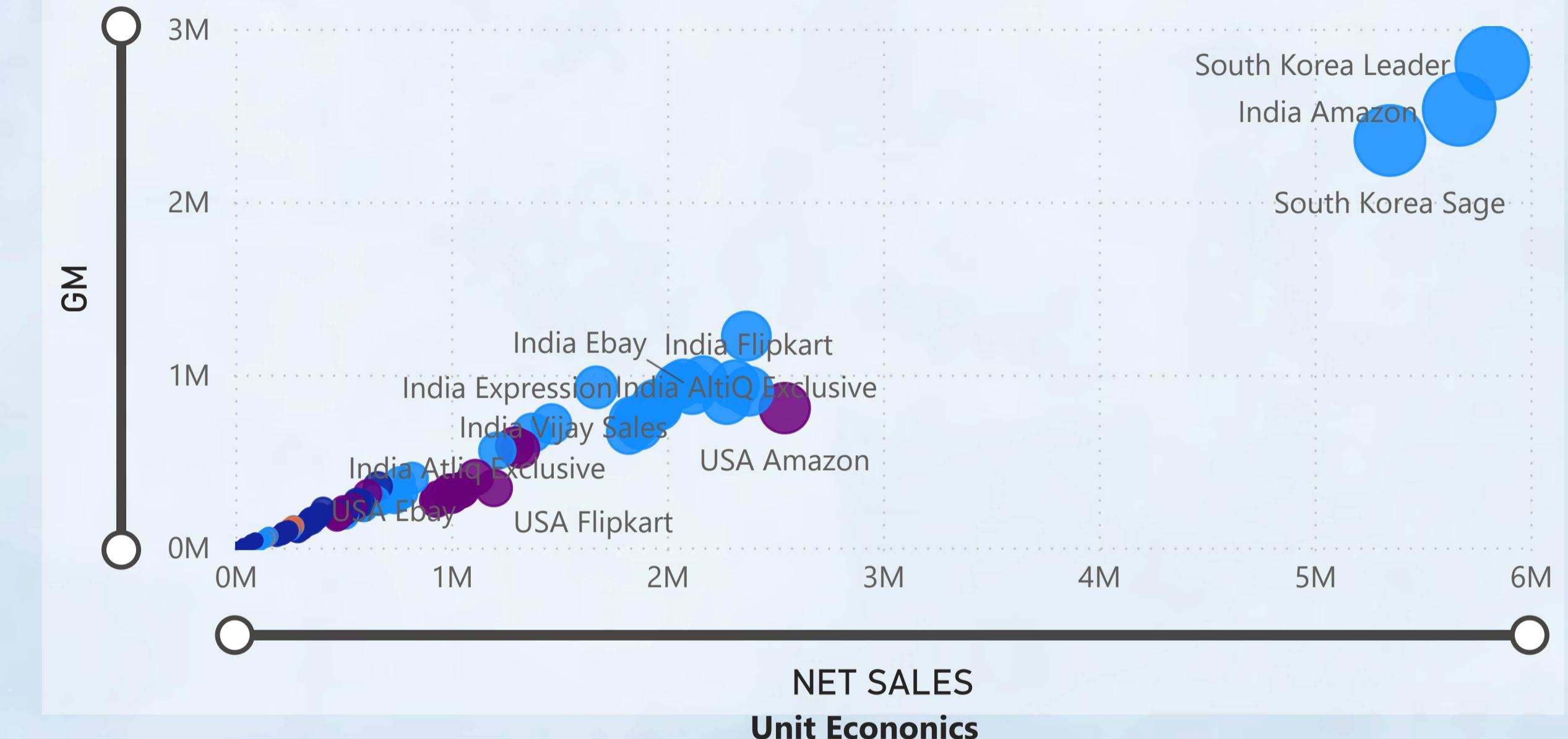
YTG



customer	NET SALES	GM	GM %
Zone	0.41M	0.17M	40.32%
walmart	1.55M	0.56M	35.87%
Viveks	1.91M	0.76M	40.01%
Vijay Sales	2.12M	0.91M	42.79%
Unity Stores	0.34M	0.13M	39.37%
UniEuro	0.74M	0.30M	40.15%
Taobao	0.27M	0.12M	45.55%
Synthetic	2.31M	0.94M	40.68%
Surface Stores	0.11M	0.02M	21.84%
Staples	1.51M	0.52M	34.09%
Sound	0.68M	0.27M	40.19%
Sorefroz	0.67M	0.29M	43.68%
Saturn	0.28M	0.09M	31.81%
Sage	5.85M	2.56M	43.70%
Relief	0.47M	0.18M	38.49%
Reliance Digital	1.98M	0.85M	42.97%
Total	111.37M	45.89M	41.20%

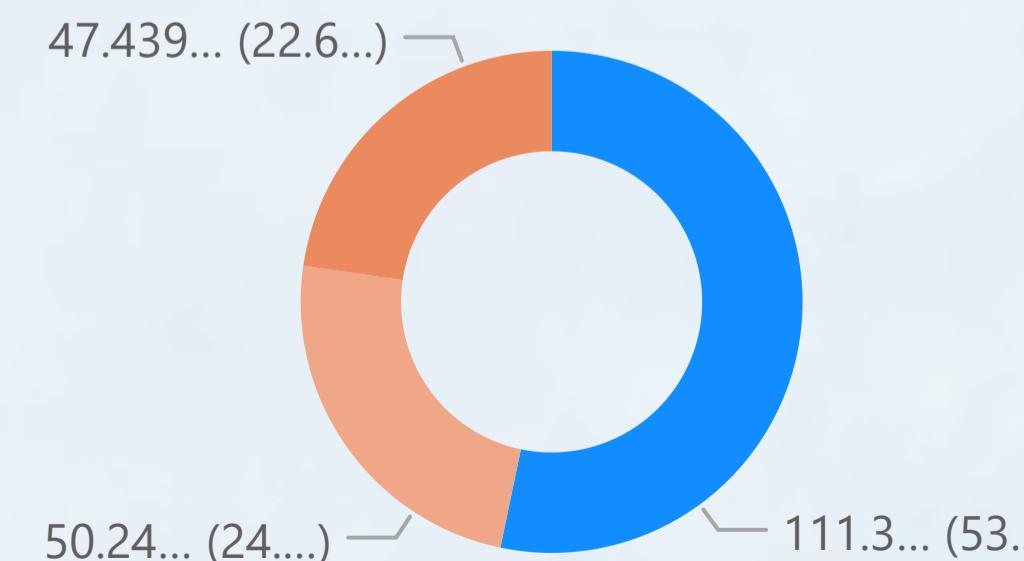
NET SALES, GM, NET SALES and GM % by market, customer and region

region ● APAC ● EU ● LATAM ● nan



Region/Market/Customer Performance

● Net Sales ● Total Post Invoic... ● Pre Invoic...



● Total COGS ● Gross Margin



segment	NET SALES	GM	GM %
Storage	13.84M	5.68M	41.04%
Peripherals	19.73M	8.29M	42.01%
Notebook	32.40M	13.38M	41.29%
Networking	17.36M	6.96M	40.08%
Wi fi extender	17.36M	6.96M	40.08%
AQ Wi Power Dx2	4.43M	1.74M	39.32%
AQ Wi Power Dx1	12.93M	5.22M	40.34%
Accessories	28.04M	11.58M	41.31%
Total	111.37M	45.89M	41.20%

11M

Sales QTY



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

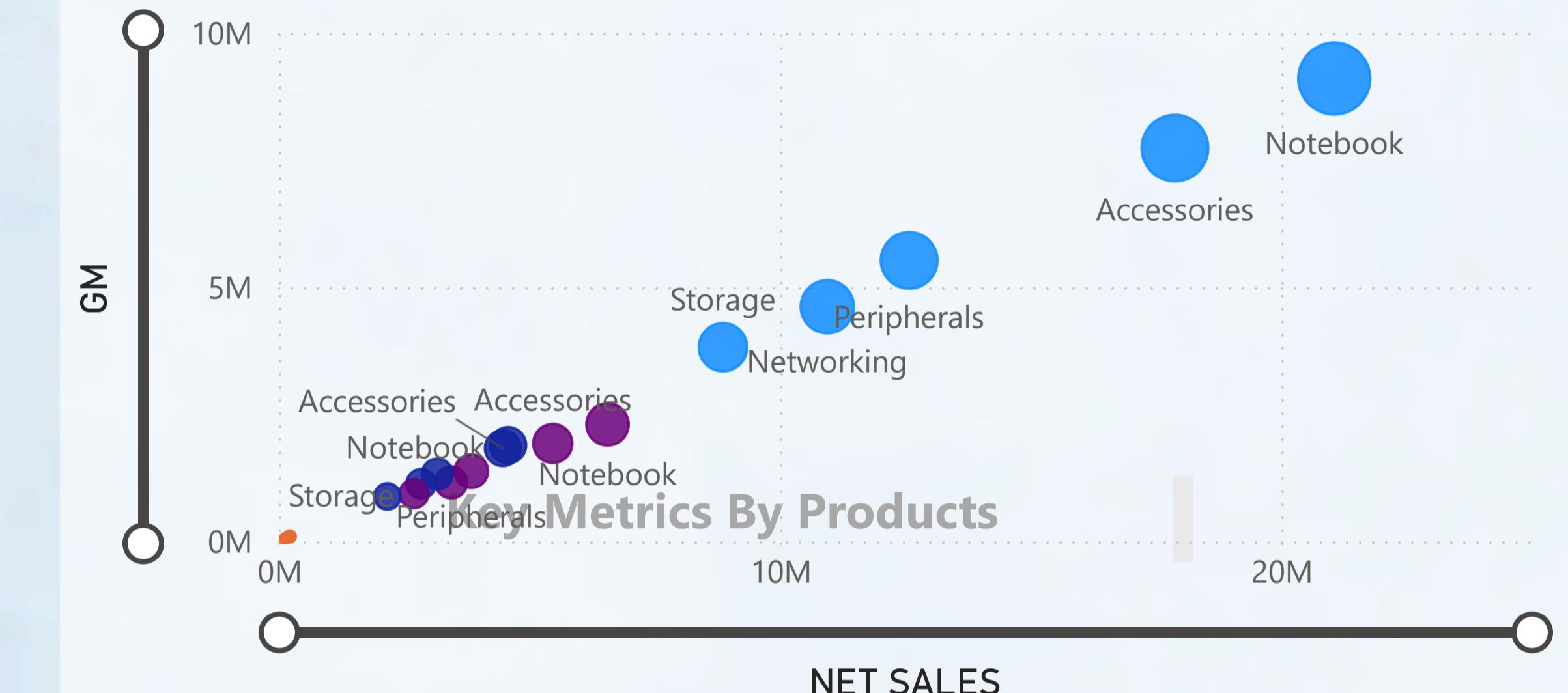
YTD

YTG

segment	NET SALES	GM	GM %	Net Profits	Net Profit %
Storage	13.84M	5.68M	41.04%	0.29M	2.09%
Peripheral	19.73M	8.29M	42.01%	0.60M	3.02%
Notebook	32.40M	13.38M	41.29%	0.74M	2.28%
Networking	17.36M	6.96M	40.08%	0.18M	1.02%
Accessories	28.04M	11.58M	41.31%	0.66M	2.34%
Total	111.37M	45.89M	41.20%	2.46M	2.21%

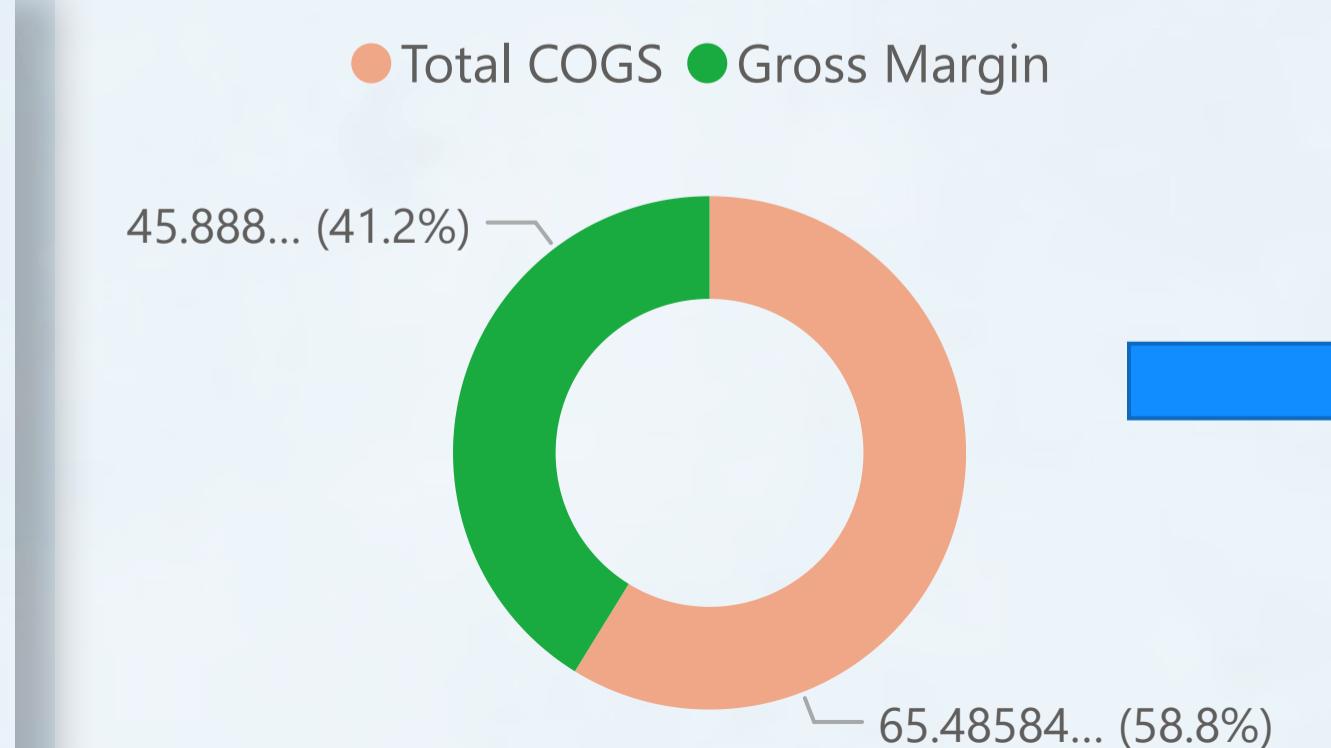
NET SALES, GM, NET SALES and GM % by segment and region

region APAC EU LATAM nan



Region/Market/Customer Performance

region	NET SALES	GM	GM %	Net Profits	Net Profit %
APAC	71.33M	30.79M	43.17%	4.35M	6.10%
LATA	0.83M	0.35M	42.32%	0.06M	7.53%
EU	17.22M	7.05M	40.97%	0.04M	0.23%
nan	22.01M	7.69M	34.97%	-1.99M	-9.05%
Total	111.37M	45.89M	41.20%	2.46M	2.21%





region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

88.84%✓
LY: 0.81 (+9.36%)

ForcaSt Accuracy

-637.48K✓
LY: -677.9K
(+5.96%)
Net Error1274.51K✓
LY: 775.18K (+64.41%)
Abs Error

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Forecast Accuracy %LY	Risk
AltiQ Exclusive	86.28%	-47252	0.86	Out of Stock
Amazon	88.35%	-48677	0.81	Out of Stock
Argos (Sainsbury's)	79.37%	-3879	0.81	Out of Stock
Atliq e Store	89.13%	-37982	0.84	Out of Stock
Atliq Exclusive	76.54%	-45280	0.58	Out of Stock
Boulanger	76.23%	-1993	0.78	Out of Stock
Croma	74.87%	-45283	0.61	Out of Stock
Digimarket	77.84%	-19920	0.57	Out of Stock
Ebay	85.40%	-12676	0.74	Out of Stock
Electricalsara Stores	69.78%	-7322	0.82	Out of Stock
Electricalslanc e Stores	76.47%	-3507		Out of Stock
Electricalslytic al	76.99%	-43072	0.61	Out of Stock
Electricalsociit	76.37%	-64722	0.63	Out of Stock
Total	88.84%	-637478	0.81	Out of Stock

Net Sales Performance Over Time



Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy %LY	Net Error	Risk
Storage	80.51%	0.97	-432521	Out of Stock
Peripherals	88.17%	0.81	14576	Excess Inventory
Notebook	84.06%	0.89	29145	Excess Inventory
Networking	81.51%	0.85	-305573	Out of Stock
Accessories	93.88%	0.79	56895	Excess Inventory
Total	88.84%	0.81	-637478	Out of Stock