



Business Insights 360



Info

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



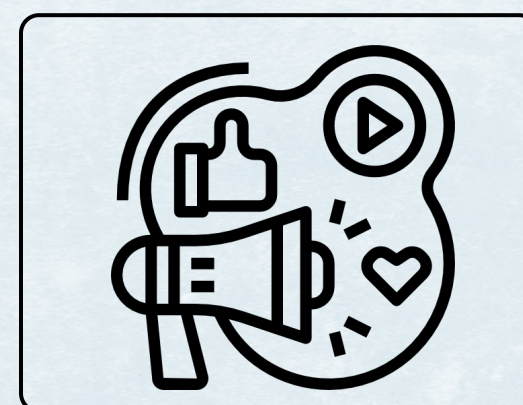
Finance View

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



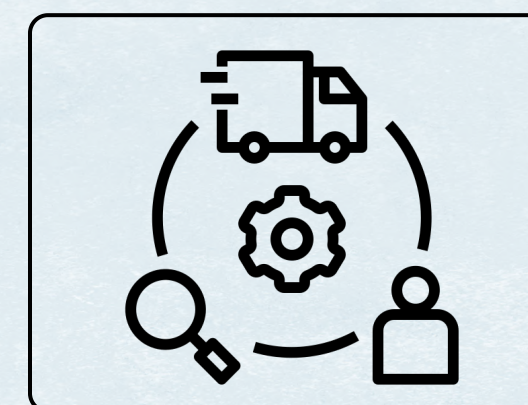
Sales View

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



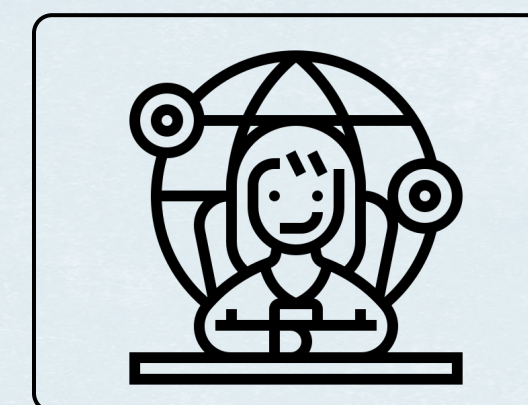
Marketing View

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

All

customer

All

segment, category, p...

All

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales

\$3,736.17M!

BM: 3,807.09M (-1.86%)

GM %

37.80%!

BM: 38.34% (-1.4%)

Net Profit %

-25.69%!

BM: -14.19% (+81.03%)

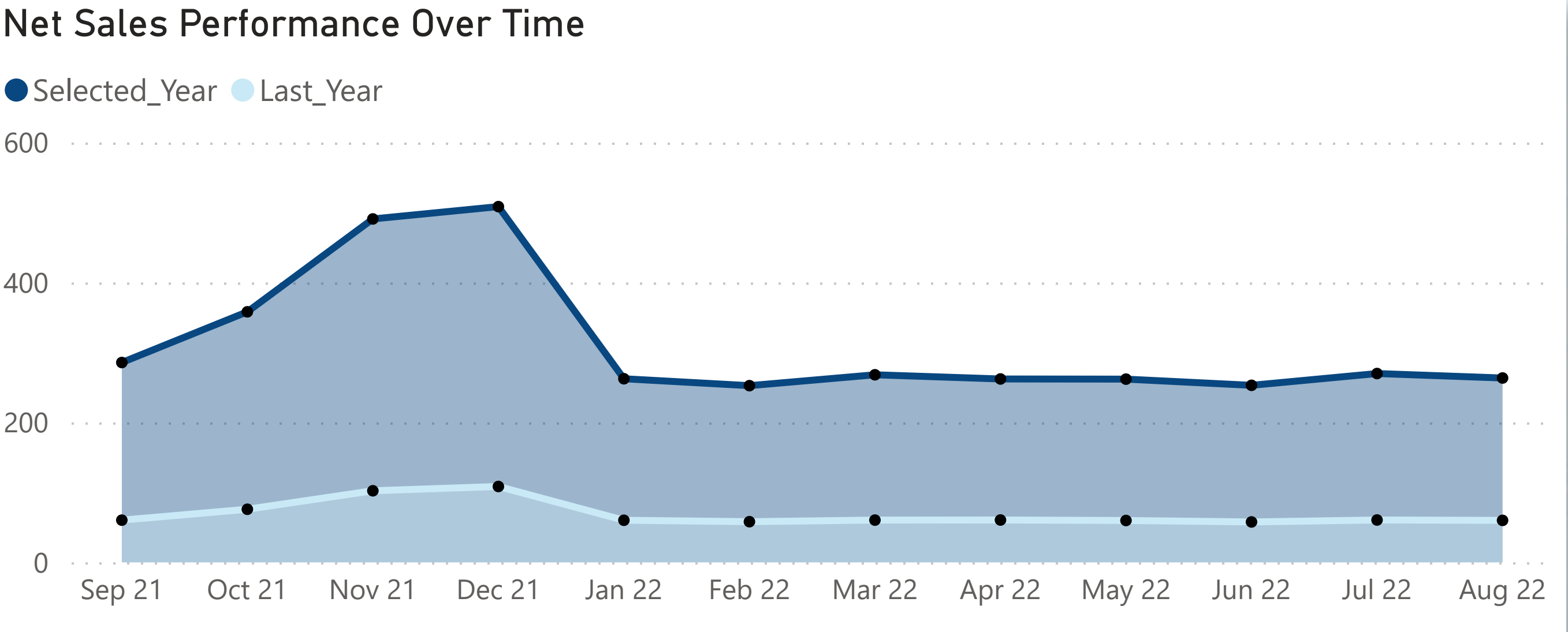
Profit & Loss Statement

Line Item	2022 EST	LY	YoY Change	YoY Change %
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	107.05	23.58	83.47	353.99
- Other Cost	19.50	4.29	15.20	354.23
Total COGS	2,323.83	525.65	1,798.18	342.09
Gross Margin	1,412.34	298.20	1,114.14	373.62
Gross Margin %	37.80	36.20	1.61	4.44
GM / Unit	15.64	5.94	9.70	163.12
Operational Expense	-2,372.18	-362.55	-2,009.63	554.31
Net Profit	-959.83	-64.35	-895.49	1,391.68
Net Profit %	-25.69	-7.81	-17.88	228.92

Net Sales Performance Over Time

Selected_Year

Last_Year



Top / Bottom Products & Customers by Net Sales

region

P & L Values

YoY Change %

NA	1,022.09	474.40
LATAM	14.82	368.40
APAC	1,923.77	335.27
EU	775.48	286.26
Total	3,736.17	353.50

segment

P & L Values

YoY Change %

Accessories	454.10	85
Desktop	711.08	1,431
Networking	38.43	-14
Notebook	1,580.43	493
Business Laptop	421.35	462
Gaming Laptop	619.25	688
Personal Laptop	539.83	377
Peripherals	897.54	439
Total	3,736.17	353

LY : Last Year | GM : Gross Margin | BM : Benchmark



region, market

All

customer

All

segment, category, p...

All

2018

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Q1

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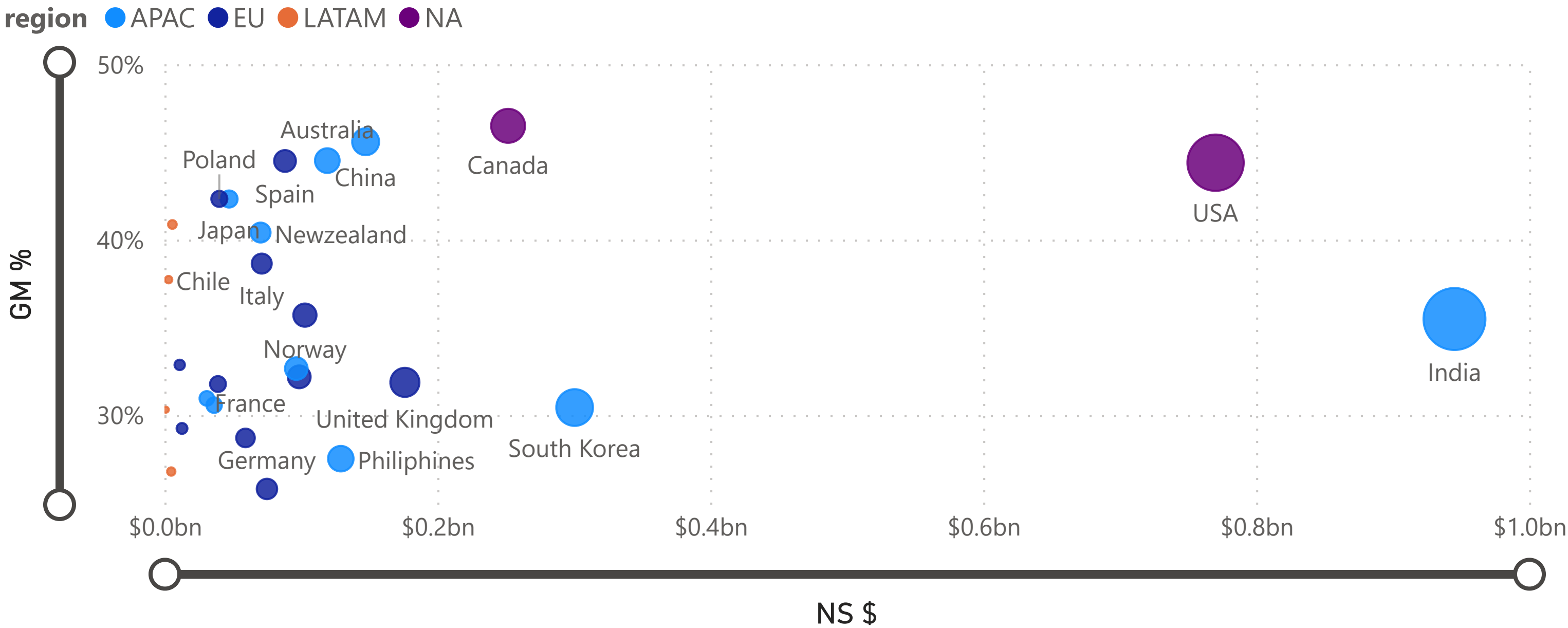
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	181.54M	36.54%
AltiQ Exclusive	\$307.17M	144.12M	46.92%
Atliq e Store	\$304.10M	111.19M	36.56%
Flipkart	\$138.49M	58.04M	41.91%
Sage	\$127.86M	39.37M	30.79%
Leader	\$117.32M	35.01M	29.84%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	32.89M	35.90%
Acclaimed Stores	\$73.36M	29.47M	40.17%
walmart	\$72.41M	33.02M	45.60%
Electricalslytical	\$68.05M	25.18M	37.00%
Electricalsociety	\$67.76M	24.17M	35.68%

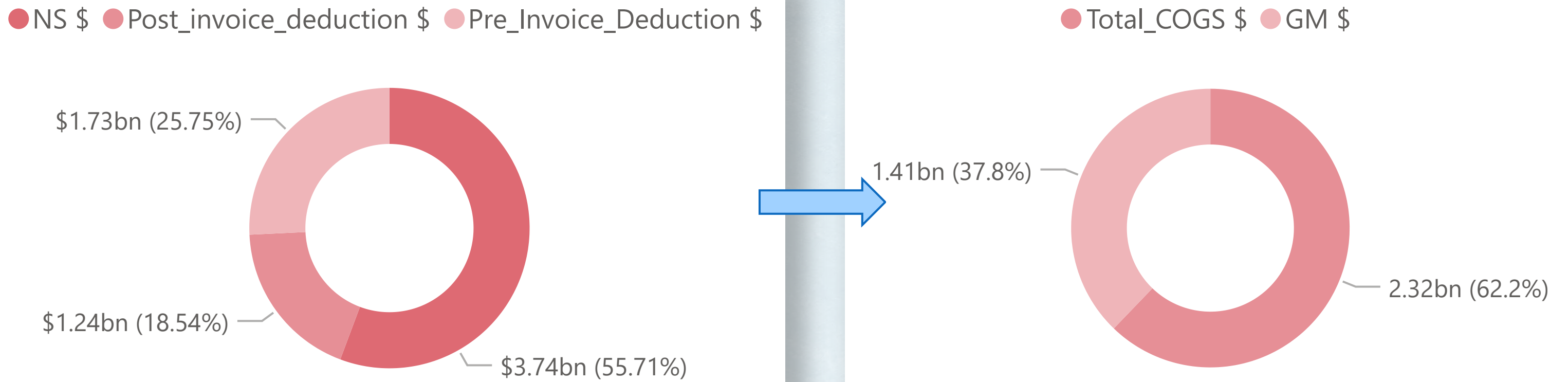
Performance Trend



Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$454.10M	171.32M	37.73%
Desktop	\$711.08M	270.38M	38.02%
Networking	\$38.43M	14.67M	38.17%
Notebook	\$1,580.43M	596.51M	37.74%
Peripherals	\$897.54M	338.68M	37.73%
Storage	\$54.59M	20.77M	38.05%
Total	\$3,736.17M	1,412.34M	37.80%

Unit Economics



LY : Last Year | GM : Gross Margin | NS : Net Sales



region, market

All

customer

All

segment, category, p...

All

2018

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Q1

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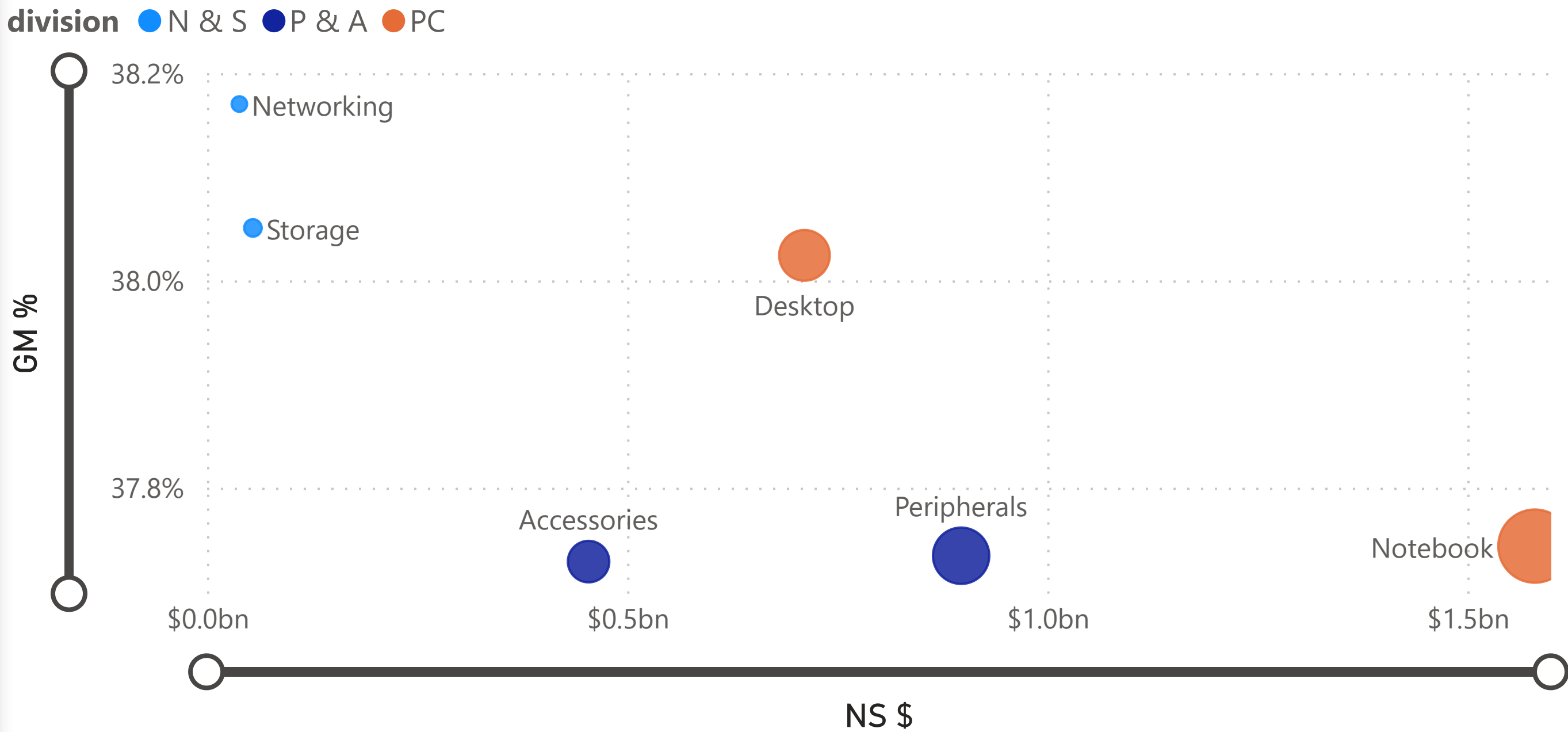
YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
Accessories	\$454.10M	171.32M	37.73%	-117.02M	-25.77%
Desktop	\$711.08M	270.38M	38.02%	-180.95M	-25.45%
Networking	\$38.43M	14.67M	38.17%	-9.78M	-25.44%
Notebook	\$1,580.43M	596.51M	37.74%	-407.74M	-25.80%
Peripherals	\$897.54M	338.68M	37.73%	-230.40M	-25.67%
Storage	\$54.59M	20.77M	38.05%	-13.94M	-25.54%
Total	\$3,736.17M	1,412.34M	37.80%	-959.83M	-25.69%

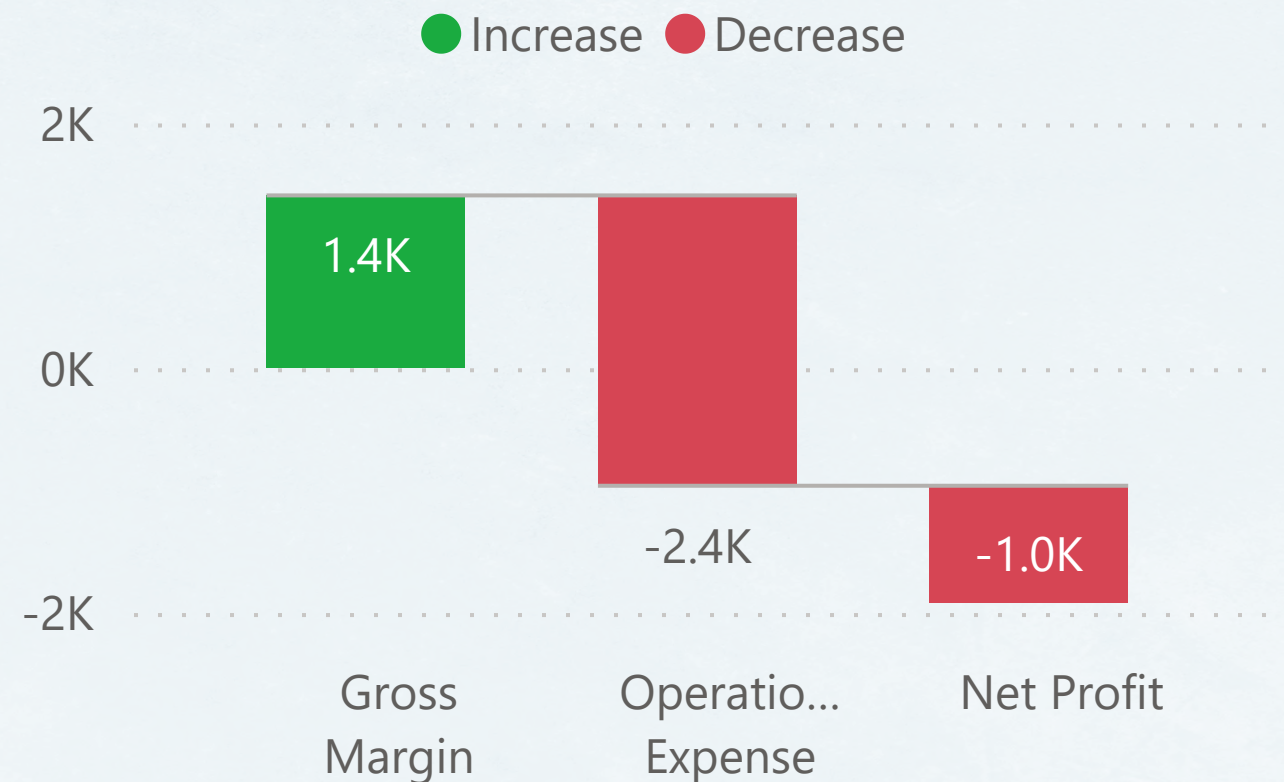
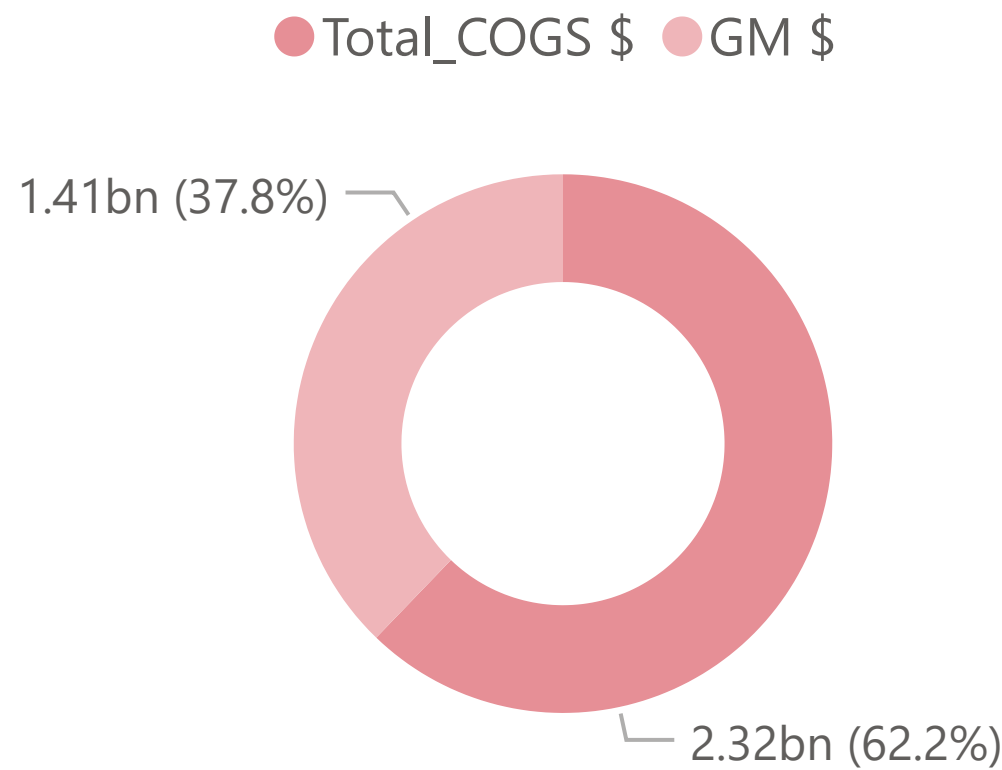
Performance Trend



Region / Market / Customer Performance

segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
Accessories	\$454.10M	171.32M	37.73%	-117,021,917.51	-25.77%
Desktop	\$711.08M	270.38M	38.02%	-180,946,693.17	-25.45%
Networking	\$38.43M	14.67M	38.17%	-9,776,118.46	-25.44%
Notebook	\$1,580.43M	596.51M	37.74%	-407,740,490.52	-25.80%
Peripherals	\$897.54M	338.68M	37.73%	-230,402,526.47	-25.67%
Storage	\$54.59M	20.77M	38.05%	-13,944,100.01	-25.54%
Total	\$3,736.17M	1,412.34M	37.80%	-959,831,846.13	-25.69%

Unit Economics



LY : Last Year | GM : Gross Margin | NS : Net Sales | COGS : Cost Of Goods Sold



region, market

All

customer

All

segment, category, p...

All

2018

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EST

Q1

Q2

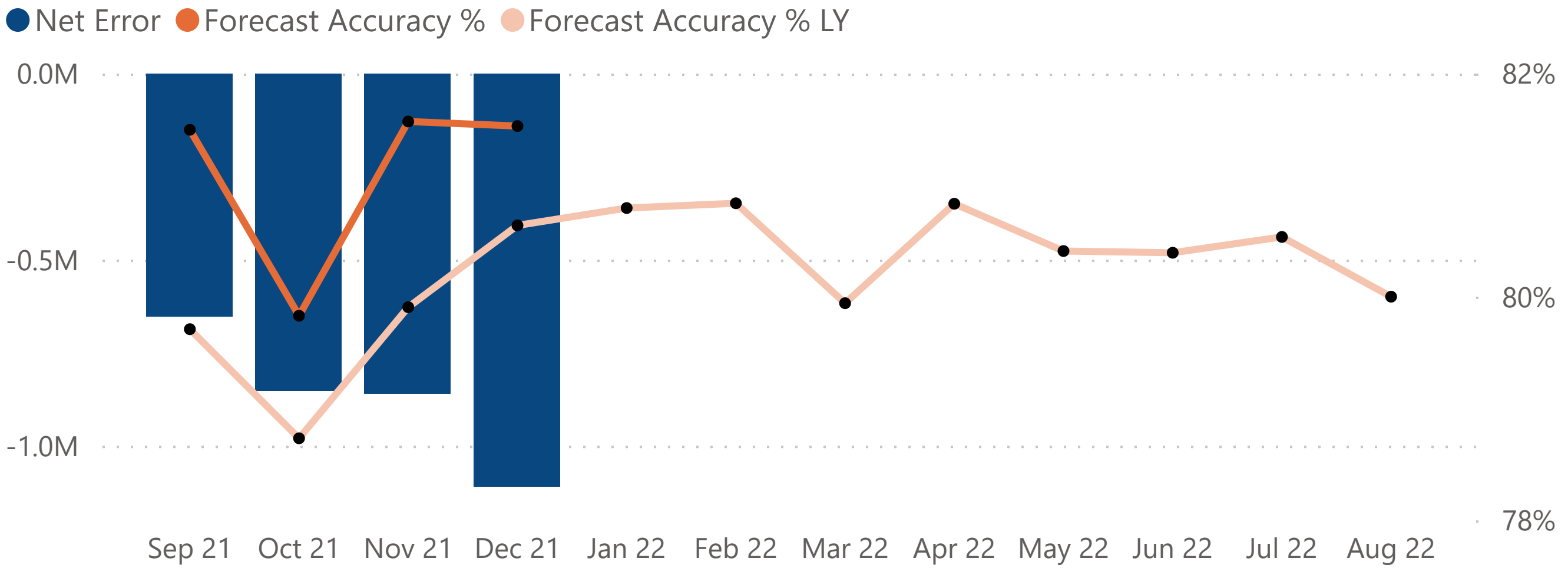
Q3

Q4

YTD

YTG

Accuracy / Net Error Trend



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	OOS
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.03%	85248	16.55%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	71.50%	83.54%	-628266	-25.54%	OOS
Peripherals	68.17%	83.23%	-3204280	-25.67%	OOS
Notebook	87.24%	79.99%	-47221	-25.80%	OOS
Networking	93.06%	90.40%	-12967	-25.44%	OOS
Desktop	87.53%	84.37%	78576	-25.45%	EI
Accessories	87.42%	77.66%	341468	-25.77%	EI
Total	81.17%	80.21%	-3472690	-25.69%	OOS

LY : Last Year | GM : Gross Margin | NS : Net Sales

