



Business Insight 360



Q1-2022

Q1-2022



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.

Values are in Dollars & Millions



Information



Support



FILTERS

Select Benchmark (BM)

vs LY vs Target

2010 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP= Net Profit | Chg = Change

All values in Million \$



\$32.06M

BM: 8.49M | 277.7% ▲



41.26%

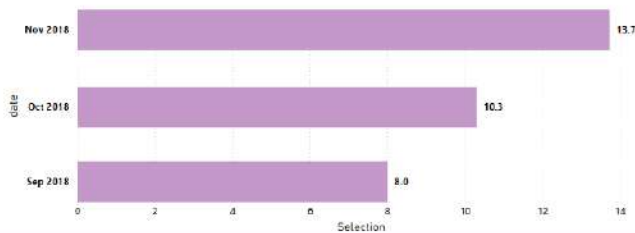
BM: 37.77% | 9.27% ▲



2.15%

BM: -4.13% | -152.13% ▼

Net Sales Performance Over Time



Primary Parameter

REGION

CATEGORY

Secondary Parameter

Market

Product

Top / Bottom Products & Customers by Net Sales

CATEGORY	Values	Chg %
Gaming Laptop	2.44	2,566.45
External Solid State Drives	3.90	620.23
MotherBoard	0.10	562.03
Graphic Card	1.66	487.35
Wi fi extender	5.00	464.16
Total	32.06	277.70

Profit & Loss Statement

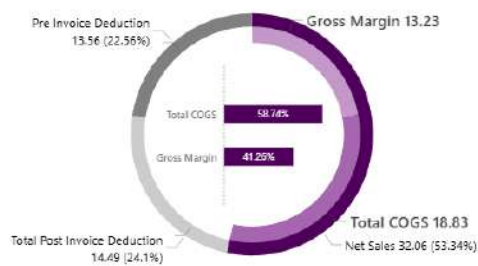
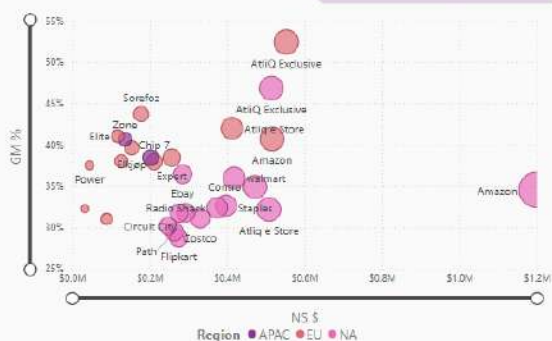
Line Item	2019	BM	Chg	Chg %
Gross Sales	60.12	16.91	43.21	255.49
Pre Invoice Deduction	13.56	3.98	9.58	240.71
Net Invoice Sales	46.55	12.93	33.62	260.04
- Post Discounts	8.56	3.10	5.46	176.33
- Post Deductions	5.93	1.34	4.59	341.40
Total Post Invoice Deduction	14.49	4.44	10.05	226.28
Net Sales	32.06	8.49	23.57	277.70
- Manufacturing Cost	17.93	5.04	12.88	255.35
- Freight Cost	0.76	0.21	0.55	258.58
- Other Cost	0.15	0.03	0.12	448.33
Total COGS	18.83	5.28	13.55	256.46
Gross Margin	13.23	3.21	10.02	312.70
Gross Margin %	41.26	37.77	3.50	9.27
GM / Unit	4.29	3.20	1.09	34.09
Operational Expense	-12.54	-3.56	-8.99	252.67
Net Profit	0.69	-0.35	1.04	-296.88
Net Profit %	2.15	-4.13	6.28	-152.13



Net Sales Performance Over Time

Gross Margin %
Variance

0%



Customer Performance

Product Customer

Customer	NS \$	GM \$		GM %	Δ GM %	
Accolmed Stores	\$0.45M	0.15M	<div></div>	1,52,459.12	33.88%	-23.70%
BestBuy	\$0.28M	0.09M	<div></div>	87,550.21	31.73%	-25.00%
Chip 7	\$0.21M	0.08M	<div></div>	80,287.02	37.96%	-5.25%
Circuit City	\$0.29M	0.09M	<div></div>	93,111.52	31.79%	-26.49%
Control	\$0.44M	0.14M	<div></div>	1,39,685.19	31.74%	-21.16%
Costco	\$0.33M	0.10M	<div></div>	1,02,756.69	31.12%	-20.40%
Currys (Dixons Carphone)	\$0.09M	0.03M	<div></div>	27,662.63	31.02%	-32.00%
Electricalsara Stores	\$0.03M	0.01M	<div></div>	10,635.71	32.25%	-21.66%
Elite	\$0.12M	0.05M	<div></div>	48,331.31	41.03%	-10.21%
Elkjøp	\$0.15M	0.06M	<div></div>	60,800.37	39.62%	-12.36%
Expert	\$0.26M	0.10M	<div></div>	98,743.83	38.44%	-4.17%
Flipkart	\$1.23M	0.44M	<div></div>	4,40,424.01	35.94%	-7.34%
Media Markt	\$0.13M	0.05M	<div></div>	48,218.98	38.01%	-6.54%
Normad Stores	\$0.18M	0.07M	<div></div>	65,896.33	41.81%	-2.95%
Path	\$0.26M	0.08M	<div></div>	77,770.77	29.44%	-24.97%
Power	\$0.04M	0.02M	<div></div>	16,674.30	37.50%	-13.30%
Total	\$6.05M	2.12M			35.06%	-15.29%



FILTERS

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VS EY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

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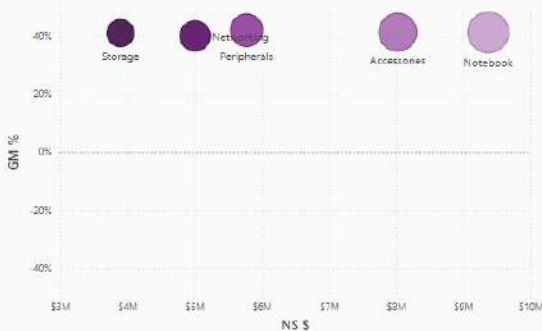
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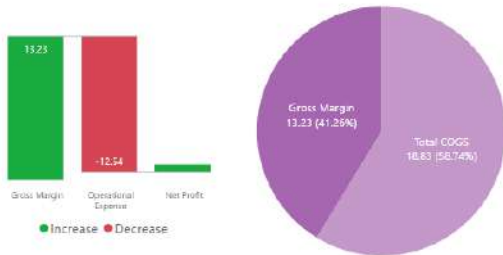
All values in Million \$

Segment Performance - By GM %

GM % Net Profit %



Net Sales & Gross Margin Bifurcation



Segment Market

Segment Category

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
Peripherals	\$5.77M	42.07%	0.18M	3.04%	-167.96%
Accessories	\$8.02M	41.39%	0.18M	2.27%	-162.20%
Notebook	\$9.37M	41.34%	0.21M	2.23%	-146.48%
Storage	\$3.90M	41.11%	0.07M	1.87%	-175.45%
Networking	\$5.00M	40.11%	0.05M	1.00%	-125.04%
Grand Total	\$32.06M	41.26%	0.69M	2.15%	-152.13%

