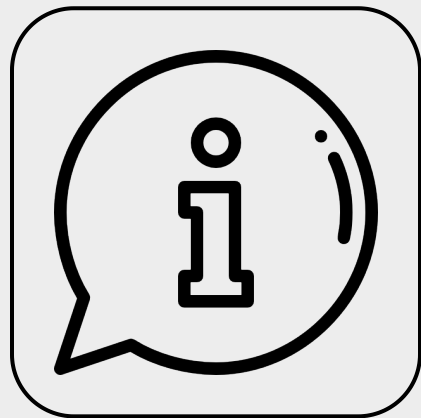




Business Insight 360



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.



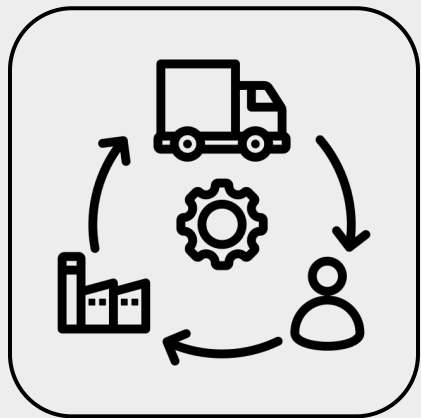
Sales View

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



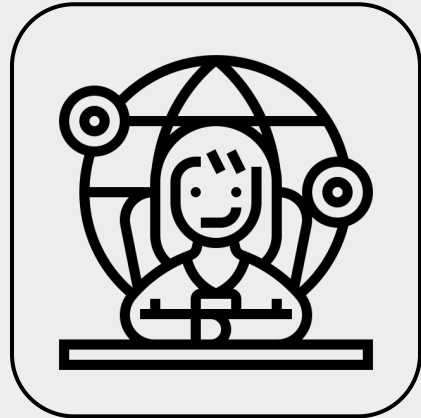
Marketing View

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.



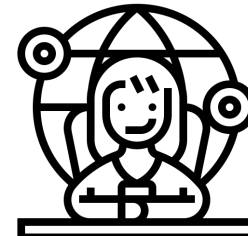
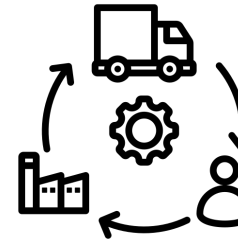
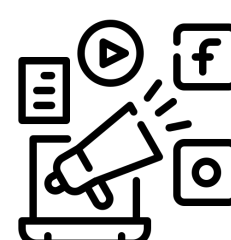
Executive View

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.



Filters

2019

2020

2021

2022 Est

Vs LY

Vs Target

Q1

Q2

Q3

Q4

YTD

YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

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

All Values in millions \$

28.60M

Net Sales(\$)

BM: 10.31M | 177.26% ▲

37.58%

Gross Margin

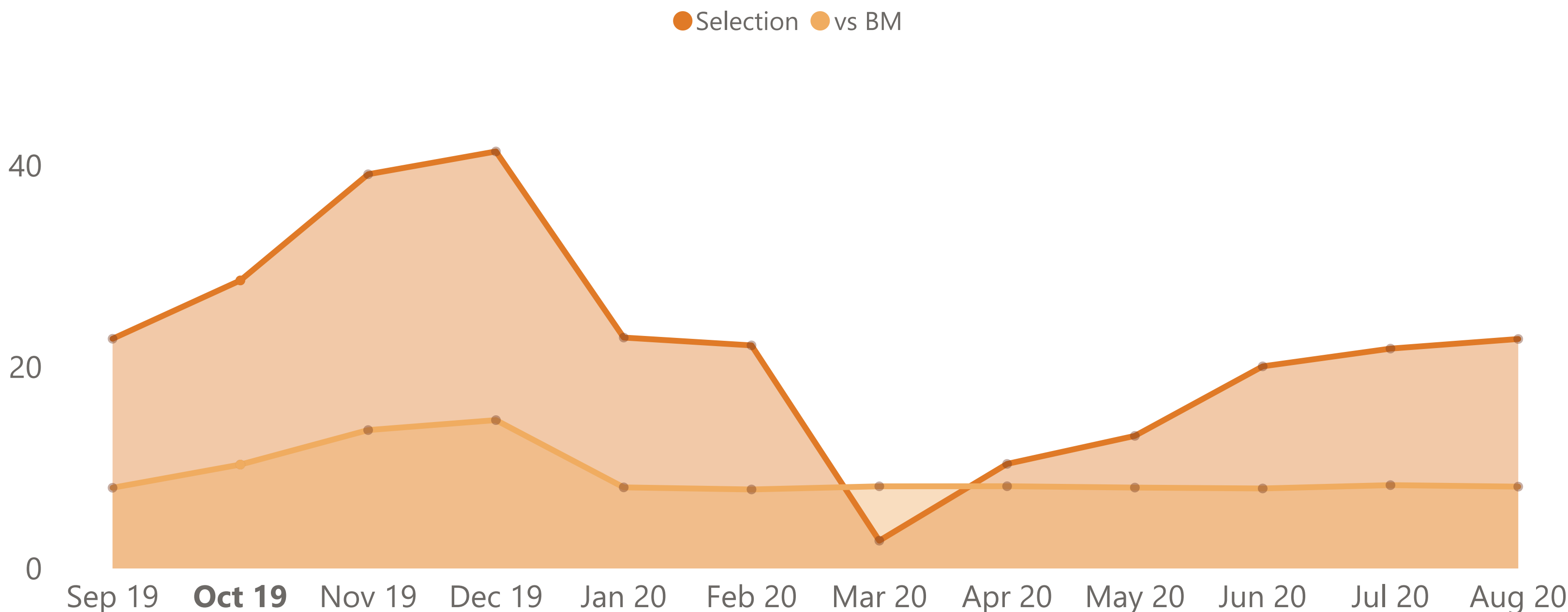
BM: 41.64% | -9.76% ▼

-0.49%

Net Profit

BM: 2.28% | -121.51% ▼

Net Sales Performance Over Time

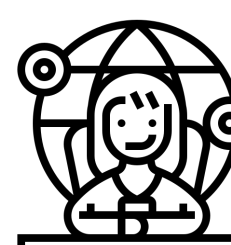
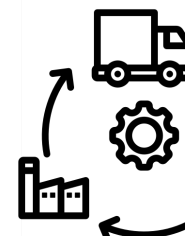


Top / Bottom Cutomers and Products by Net Sales

Primary Parameter	Region	Values	-	Chg %
Region	APAC	15.50		138.58
	EU	6.47		276.99
	LATAM	0.16		115.51
Product	NA	6.46		219.06

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Net Profit %	-0.49	2.28	-2.76	-121.51
Net Profit	-0.14	0.23	-0.37	-159.63
Operational Expense	-10.88	-4.06	-6.82	168.11
GM / Unit	4.90	4.36	0.54	12.46
Gross Margin %	37.58	41.64	-4.06	-9.76
Gross Margin	10.74	4.29	6.45	150.20
Total COGS	17.85	6.02	11.83	196.57
- Other Cost	0.12	0.05	0.07	141.59
- Freight Cost	0.77	0.25	0.52	211.51
- Manufacturing Cost	16.97	5.73	11.24	196.39
Net Sales	28.60	10.31	18.28	177.26
Total Post Invoice Deduction	15.25	4.68	10.57	225.82
- Post Deductions	5.01	1.93	3.09	160.26
- Post Discounts	10.24	2.75	7.48	271.67
Net Invoice Sales	43.85	14.99	28.85	192.42
Pre Invoice Deduction	12.88	4.21	8.67	206.30
Gross Sales	56.73	19.20	37.53	195.46



Filters

2019202020212022 Est

Vs LYVs Target

Q1Q2Q3Q4

YTDYTG

By Region/Country

All

By Stores

All

By Category

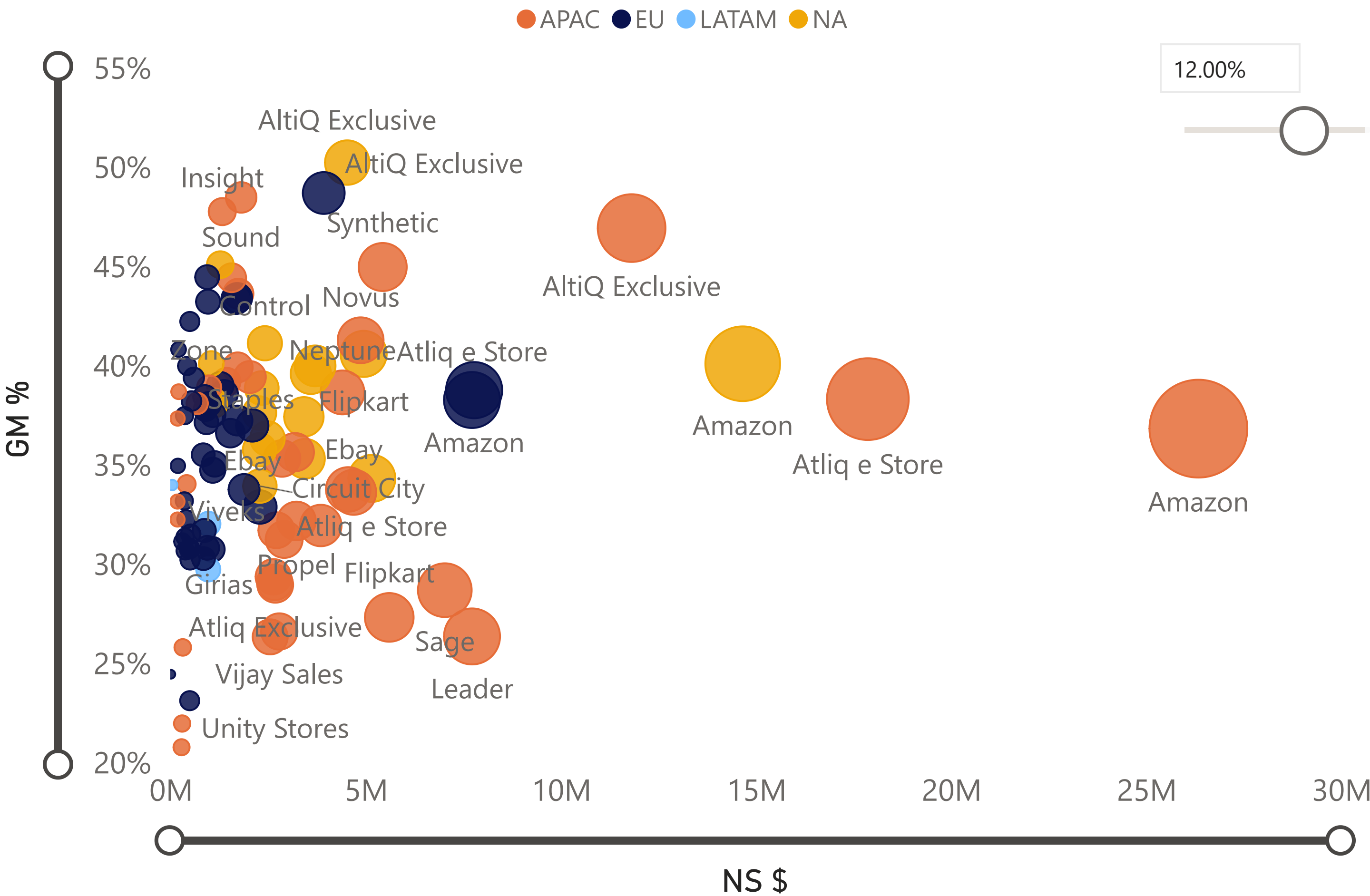
All

Abbreviations

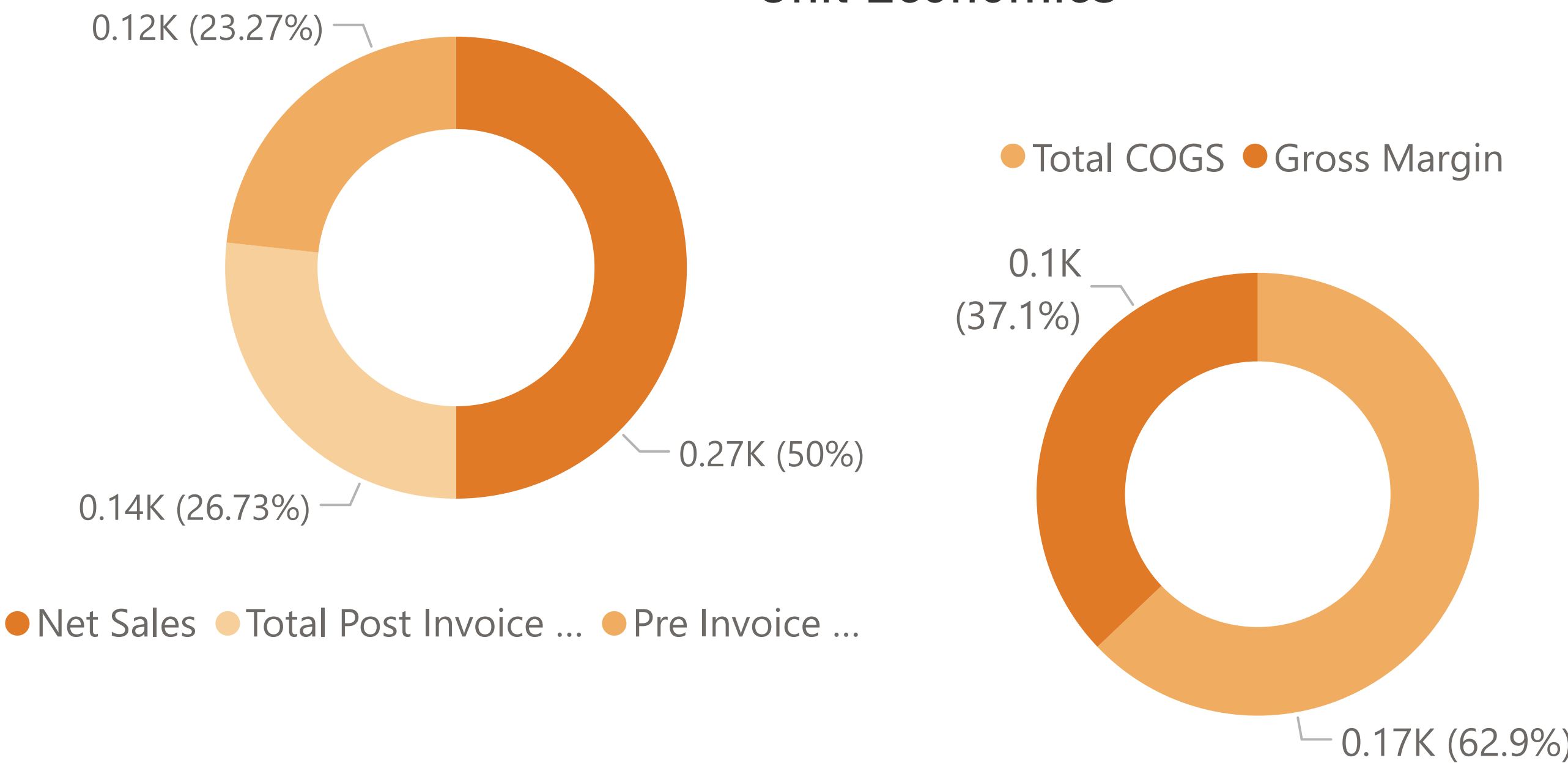
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NS=Net Sales | GM=Gross Margin
| NP = Net Profit | Chg=change

All Values in millions \$

Performance Matrix



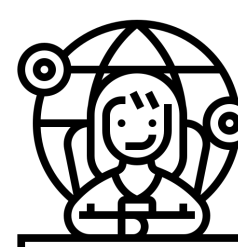
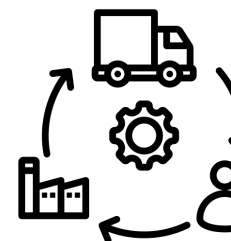
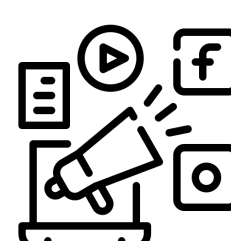
Unit Economics



Key Metrics By Customer & Product

Customer

Segment	NS \$	GM \$	-	GM %	Quantity
Accessories	66.23M	24.56M		37.07%	12M
Desktop	0.95M	0.35M		36.47%	0M
Networking	26.22M	9.83M		37.51%	2M
Notebook	86.39M	32.04M		37.08%	1M
Peripherals	60.63M	22.72M		37.47%	2M
Storage	27.56M	9.93M		36.05%	4M
Total	267.98M	99.42M		37.10%	21M



Filters

2019

2020

2021

2022 Est

Vs LY

Vs Target

Q1

Q2

Q3

Q4

YTD

YTG

By Region/Country

All

By Stores

All

By Category

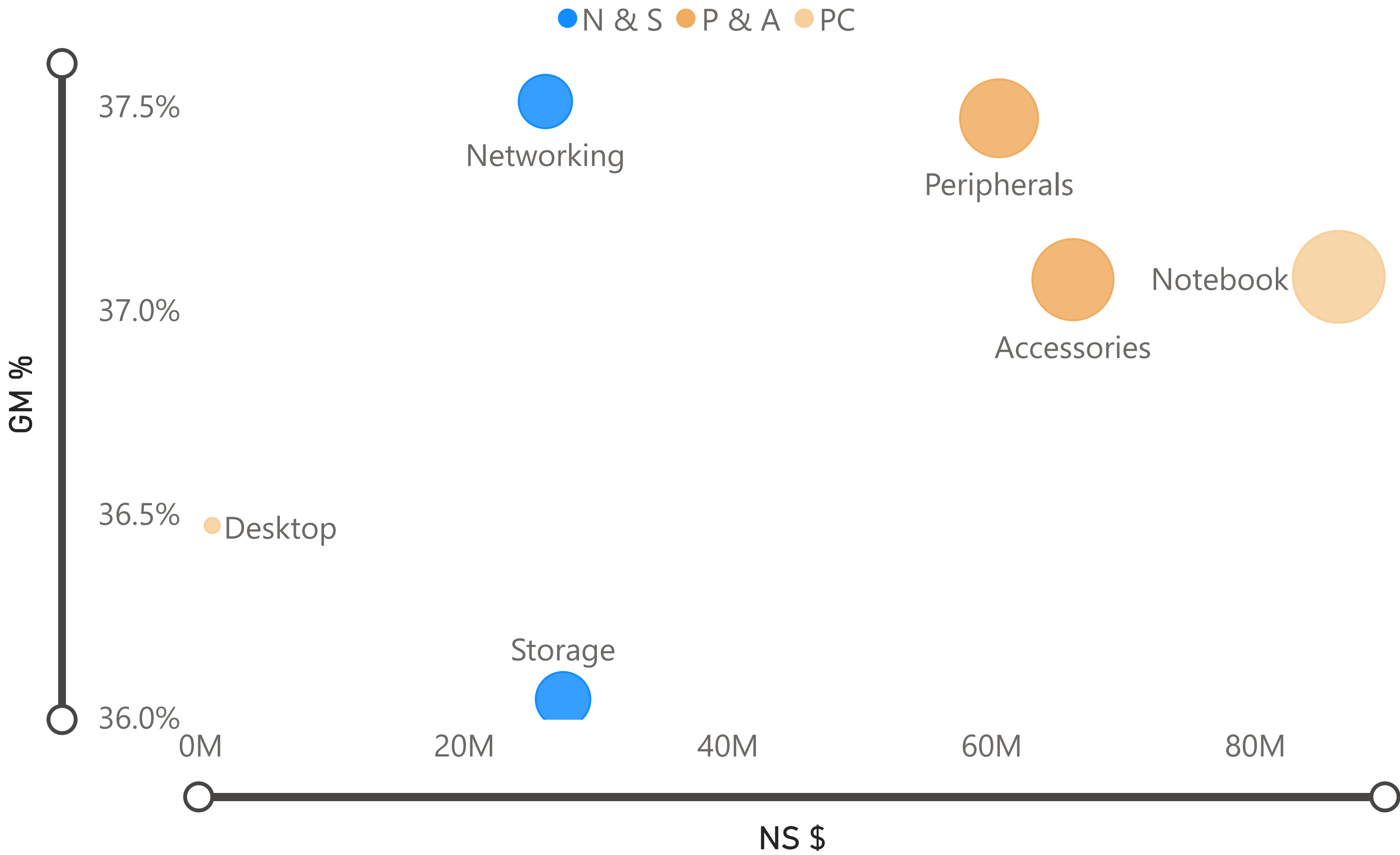
All

Abbreviations

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All Values in millions \$

Performance Matrix



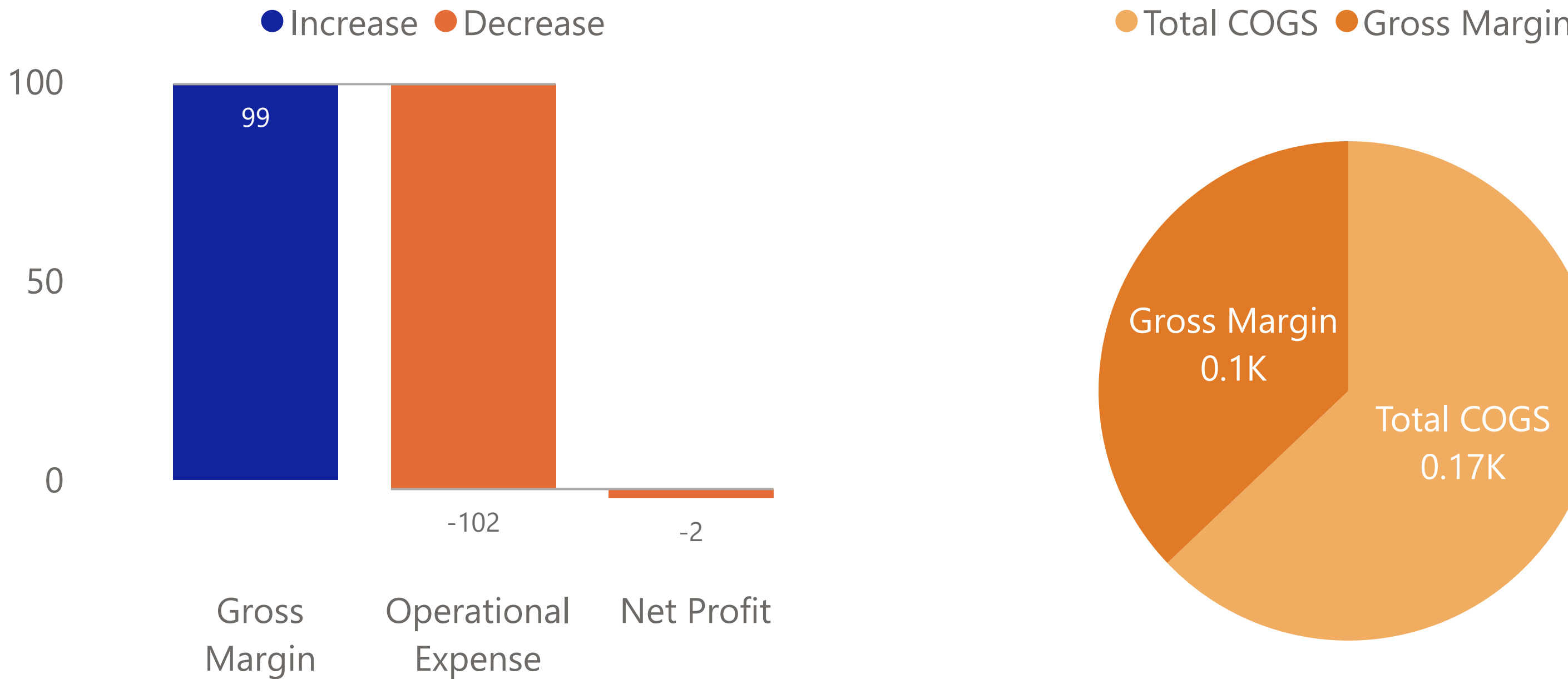
Product Performance

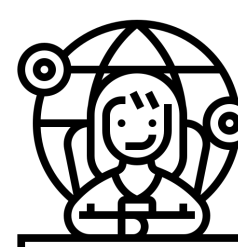
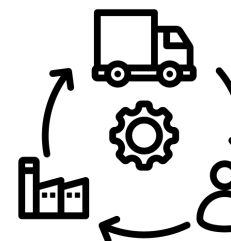
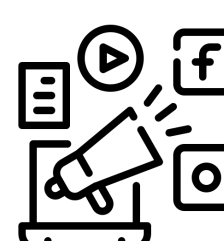
Segment	NS \$	GM \$	GM %	Net Profit	Net Profit %
Desktop	0.95M	0.35M	36.47%	-0.03M	-2.88%
Storage	27.56M	9.93M	36.05%	-0.49M	-1.78%
Notebook	86.39M	32.04M	37.08%	-0.79M	-0.92%
Accessories	66.23M	24.56M	37.07%	-0.56M	-0.85%
Peripherals	60.63M	22.72M	37.47%	-0.29M	-0.48%
Networking	26.22M	9.83M	37.51%	-0.12M	-0.47%
Total	267.98M	99.42M	37.10%	-2.29M	-0.85%

Customer/Market/Region Performance

Region	NS \$	GM \$	GM %	Net Profit	Net Profit %
NA	62.21M	24.48M	39.35%	-1.11M	-1.79%
APAC	147.98M	53.23M	35.97%	-1.52M	-1.03%
LATAM	2.00M	0.62M	30.96%	0.00M	-0.08%
EU	55.79M	21.10M	37.82%	0.35M	0.62%
Total	267.98M	99.42M	37.10%	-2.29M	-0.85%

Unit Economics





Filters

2019

2020

2021

2022 Est

Vs LY

Vs Target

Q1

Q2

Q3

Q4

YTD

YTG

By Region/Country

All

By Stores

All

By Category

All

Abbreviations

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

All Values in millions \$

267.98M

Net Sales(\$)

BM: 111.37M | 140.61%

72.99%

Forecast Accuracy %

LY: 86.45% | -15.57% ▼

492K

Net Error

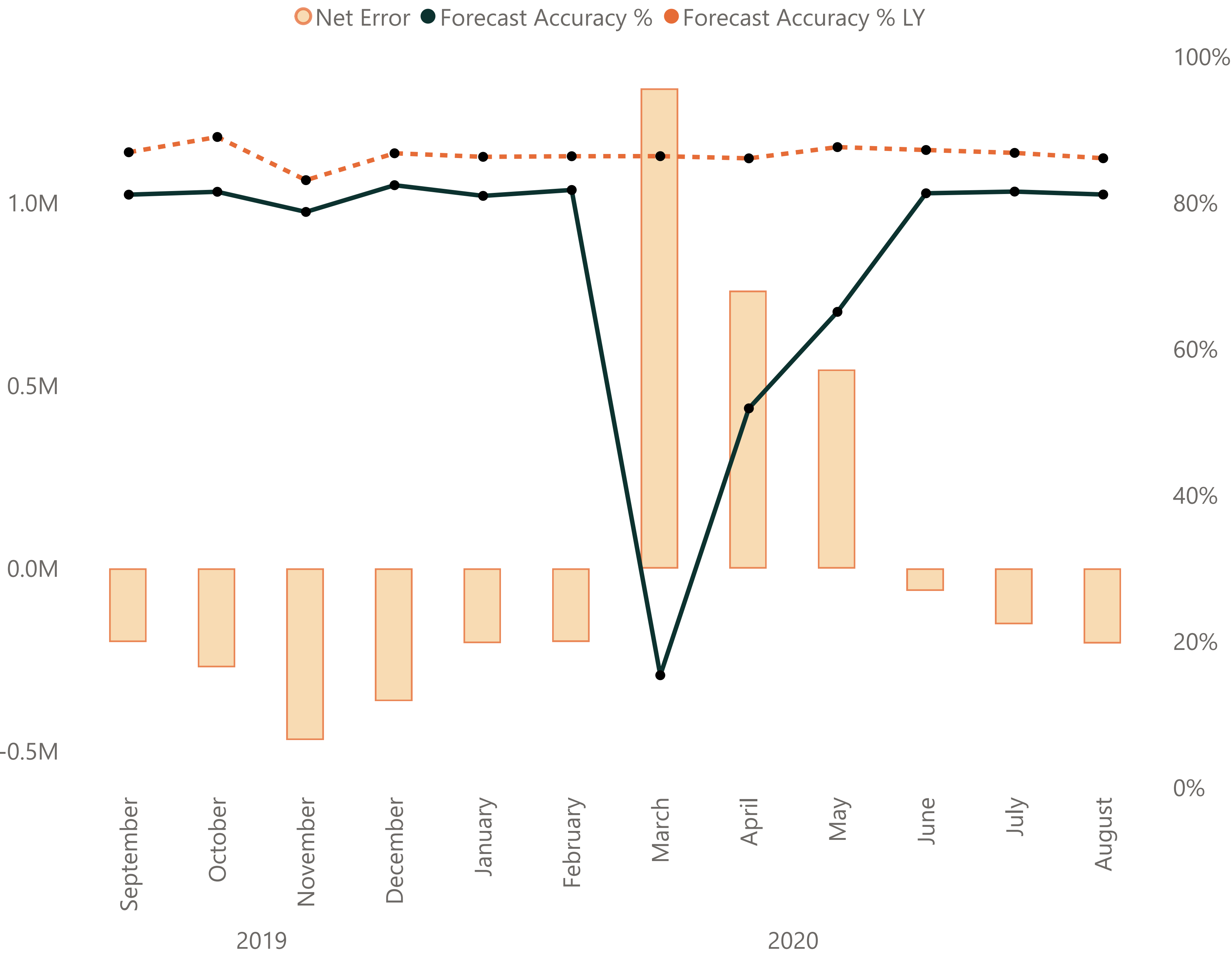
BM: 0.64M | -22.88% ▼

6M

ABS Error

BM: 1.55M | 271.06% ▲

Net Sales Performance Over Time

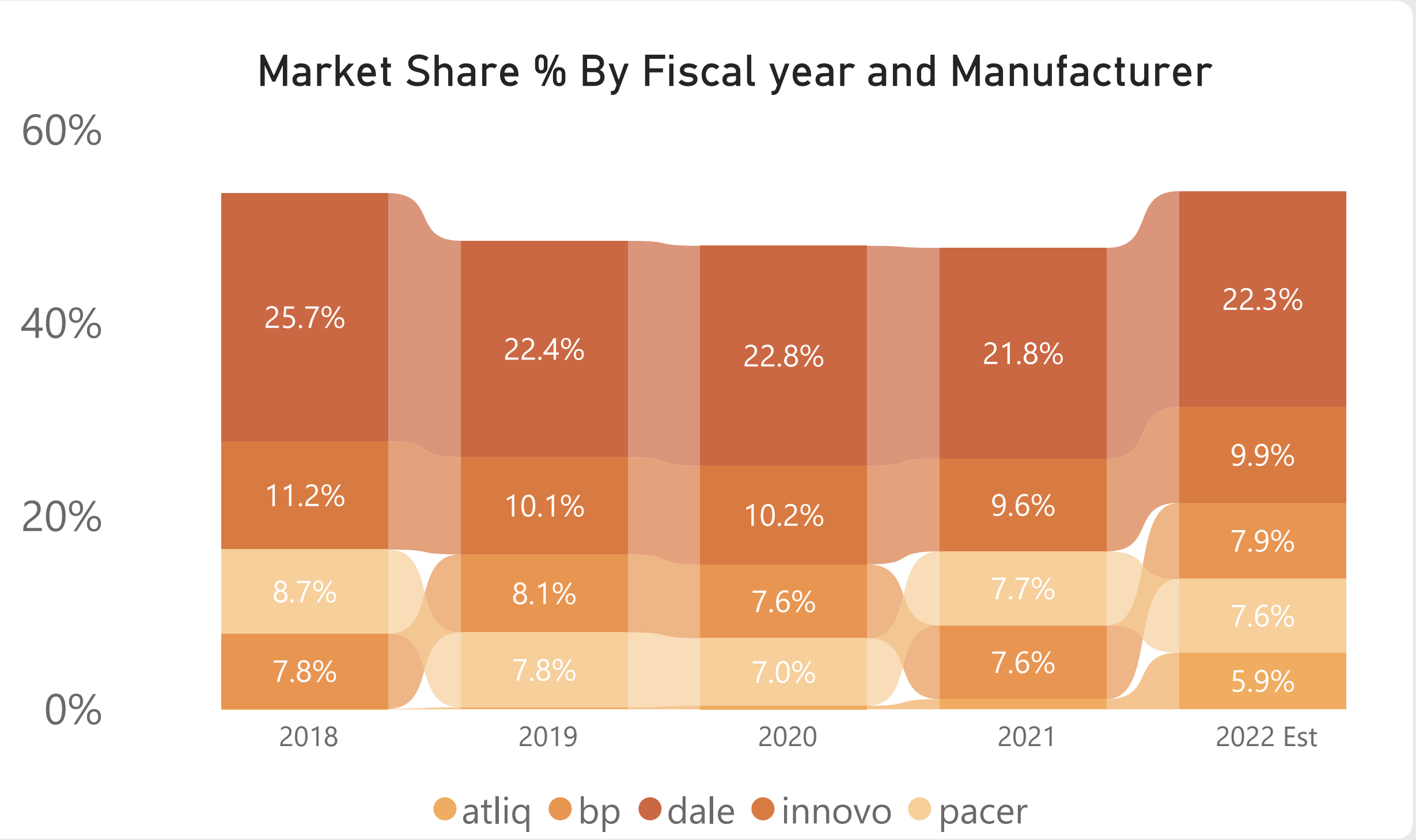
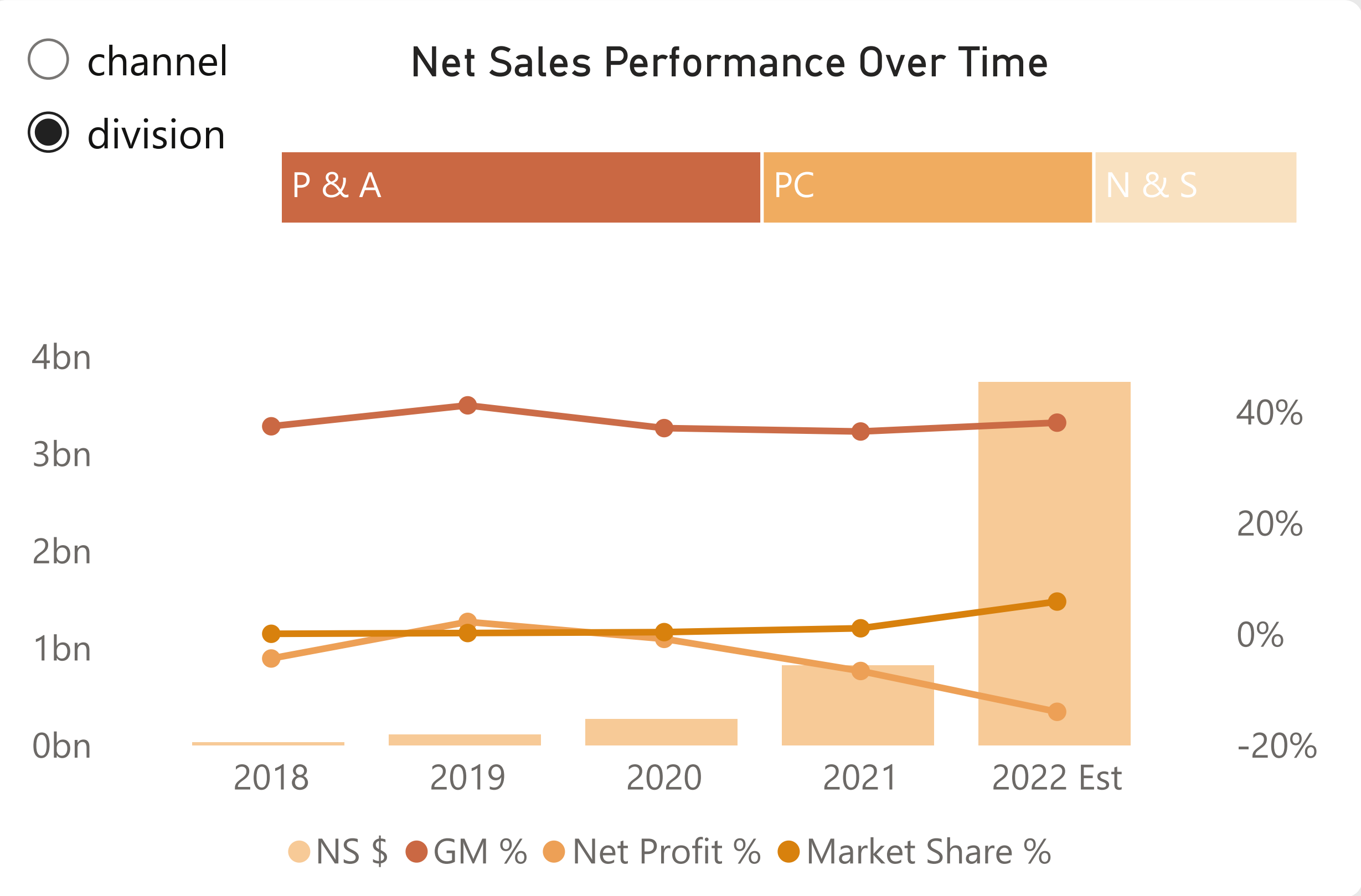
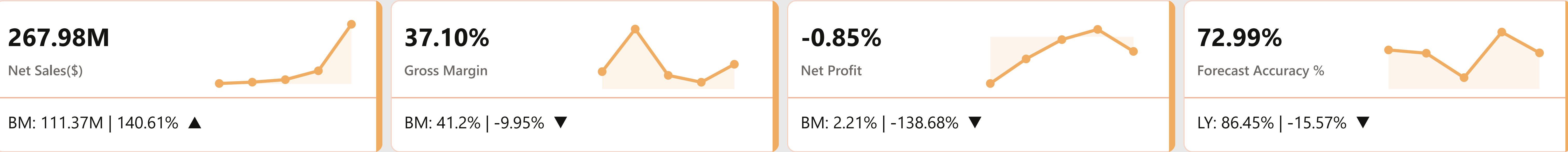


Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	40.90%	0.46	19720	11.51%	EI
walmart	34.80%	0.33	21835	7.77%	EI
Viveks	32.48%	0.46	28753	10.37%	EI
Vijay Sales	34.48%	0.44	51889	17.23%	EI
Total	72.99%	0.86	491599	2.31%	EI

Key Metrics By Products

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Storage	81.01%	0.80	698487	14.86%	EI
Peripherals	75.18%	0.85	193476	7.43%	EI
Notebook	76.65%	0.83	146640	22.59%	EI
Desktop	70.07%		-52	-2.00%	OOS
Accessories	71.42%	0.90	-167818	-1.40%	OOS



Top 5 Products				Top 5 Customers			
Customer	RC%		GM %	product	RC%		GM %
AltiQ Exclusive	7.6%	<div></div>	48.02% ▲	AQ BZ Compact	4.3%	<div></div>	36.47% ▼
Amazon	18.6%	<div></div>	37.96% ▼	AQ BZ Gen Y	4.5%	<div></div>	36.99% ▼
Atliq e Store	11.8%	<div></div>	37.47% ▼	AQ Lite	4.3%	<div></div>	36.47% ▼
Flipkart	4.1%	<div></div>	33.54% ▼	AQ Wi Power Dx1	4.4%	<div></div>	36.97% ▼
Sage	3.1%	<div></div>	31.22% ▼	AQ Wi Power Dx2	5.4%	<div></div>	37.96% ▲

Key Insights By Sub Zone								
Sub_zone ▲	NS \$	GM %		RC%	Net Profit %	MS % Atliq	Net Error %	Risk
ANZ	16.80M	42.36%	<div></div>	6.3%	12.62% ▲	0.4%	24.23%	EI
India	64.73M	32.07%	<div></div>	24.2%	-14.73% ▼	0.4%	-0.82%	OOS
LATAM	2.00M	30.96%	<div></div>	0.7%	-0.08% ▼	0.4%	1.20%	EI
NA	62.21M	39.35%	<div></div>	23.2%	-1.79% ▼	0.4%	-22.10%	OOS
NE	30.68M	37.97%	<div></div>	11.4%	-4.58% ▼	0.4%	8.34%	EI
ROA	66.45M	38.15%	<div></div>	24.8%	8.87% ▲	0.4%	9.35%	EI
SE	25.11M	37.64%	<div></div>	9.4%	6.98% ▲	0.4%	11.01%	EI
Total	267.98M	37.10%		100.0%	-0.85%	0.4%	2.31%	EI

NS & GM% for

● NS \$ ● GM %

