



# Business Insights Dashboard

**Finance  
View**

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

**Sales  
View**

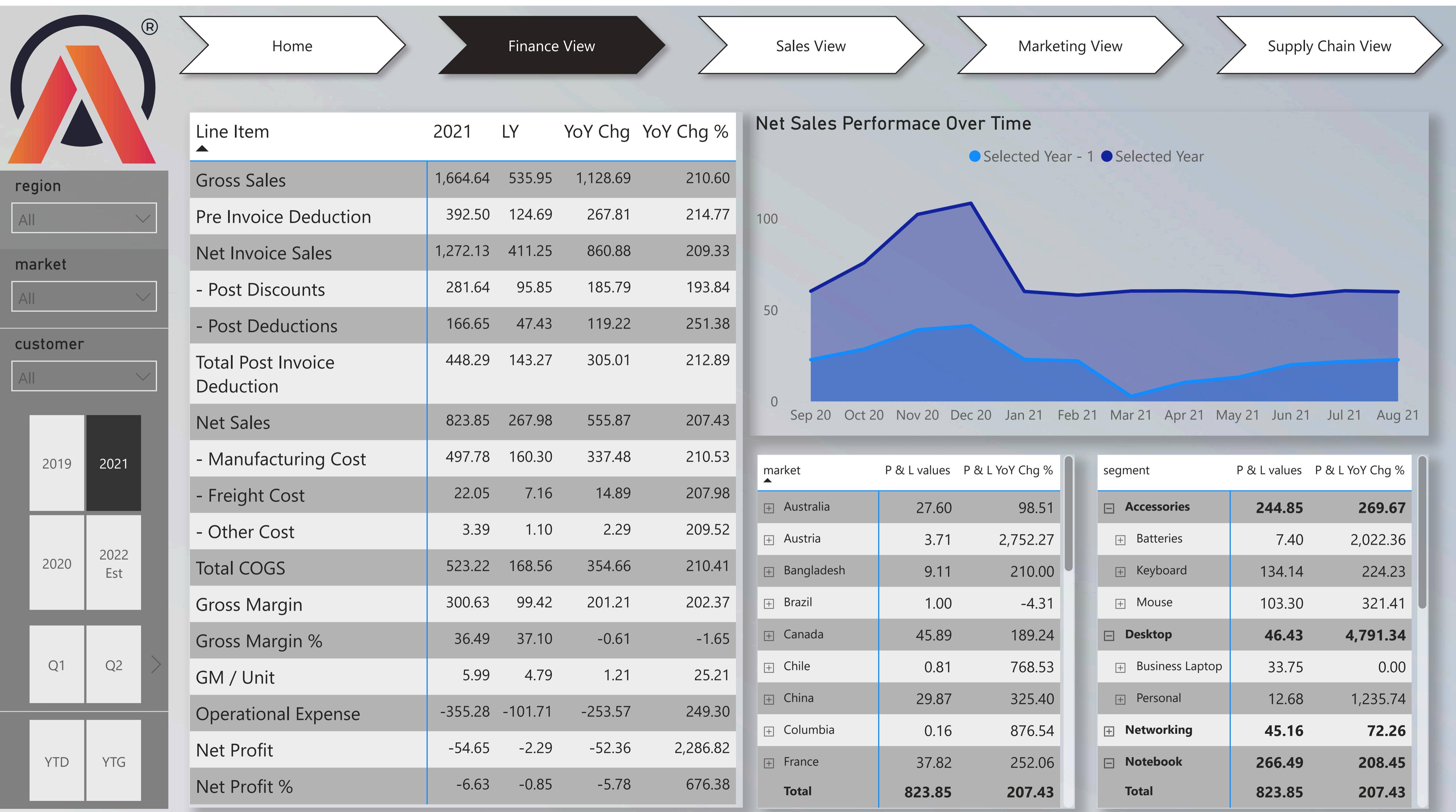
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.

**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.





Home

Finance View

Sales View

Marketing View

Supply Chain View

**region**  
All

**market**  
All

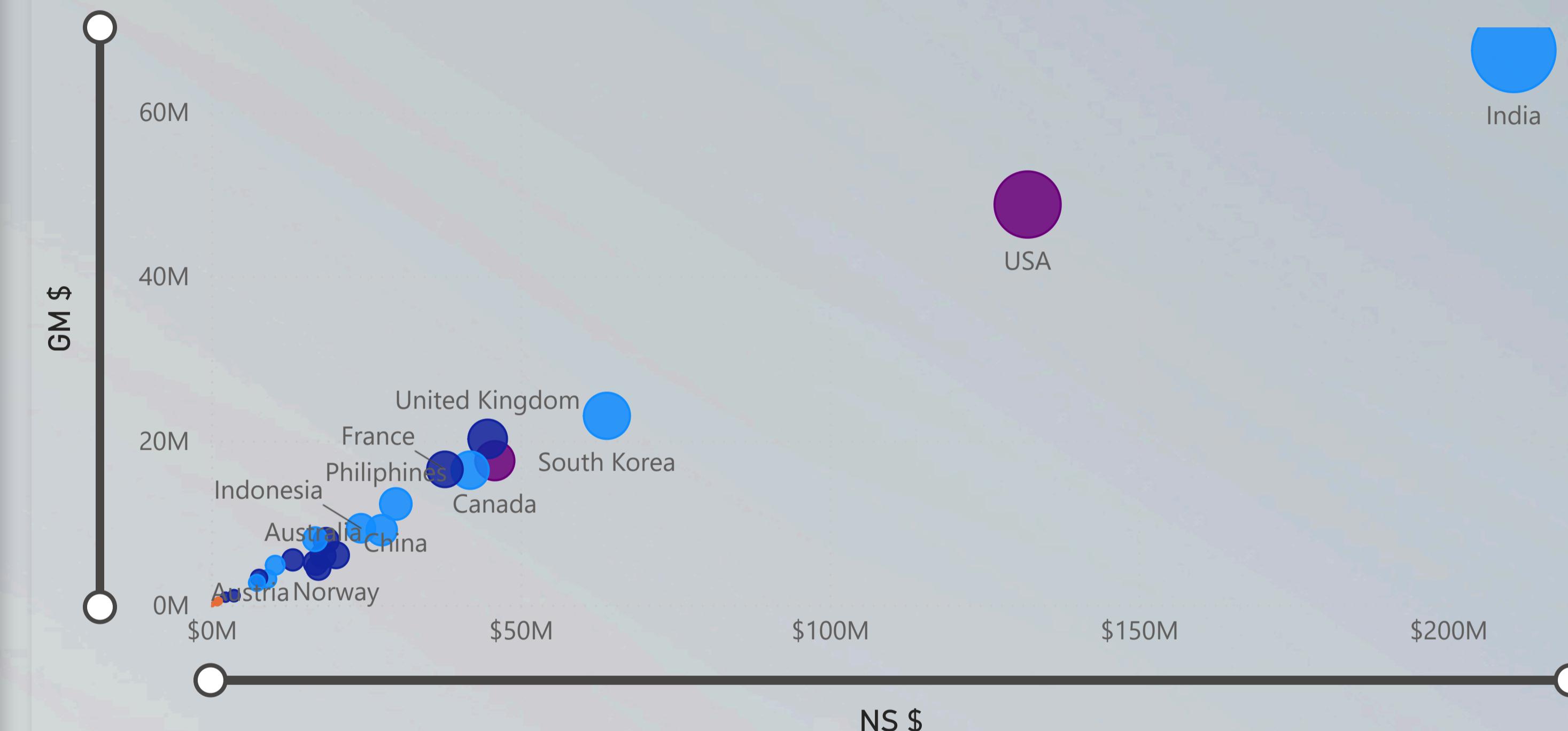
**customer**  
All

2019	2021
2020	2022 Est
Q1	Q2 >
YTD	YTG

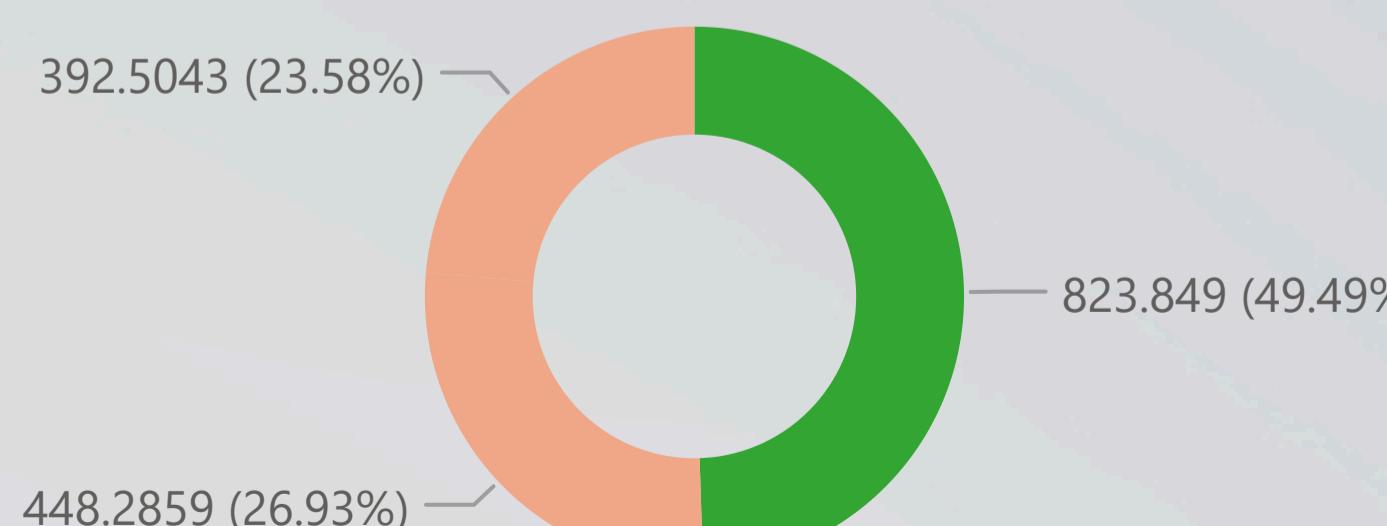
customer	NS \$	GM \$	GM %
Amazon	\$109.0M	38.6M	35.40%
Atliq e Store	\$70.3M	26.4M	37.54%
AltiQ Exclusive	\$69.2M	31.9M	46.10%
Sage	\$27.1M	9.5M	35.16%
Flipkart	\$25.3M	7.6M	30.23%
Leader	\$24.5M	8.3M	34.01%
Neptune	\$21.0M	8.6M	41.17%
Ebay	\$19.9M	7.2M	36.10%
Electricalsociety	\$16.3M	5.7M	34.83%
Synthetic	\$16.1M	6.3M	39.25%
Electricalslytical	\$15.6M	5.9M	37.86%
Acclaimed Stores	\$14.3M	5.2M	36.18%
Propel	\$14.1M	5.3M	37.77%
Novus	\$12.9M	4.3M	32.97%
Expression	\$12.9M	4.4M	34.48%
Reliance Digital	\$12.7M	4.6M	35.97%
<b>Total</b>	<b>\$823.8M</b>	<b>300.6M</b>	<b>36.49%</b>

### NS \$, GM \$, NS \$ and GM % by market and region

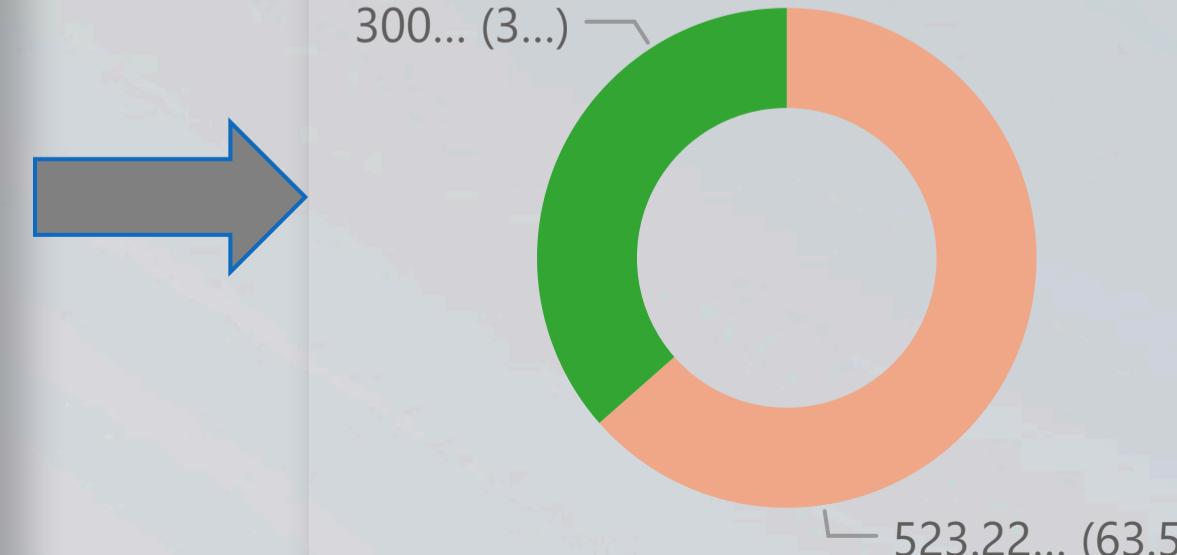
region ● APAC ● EU ● LATAM ● NA



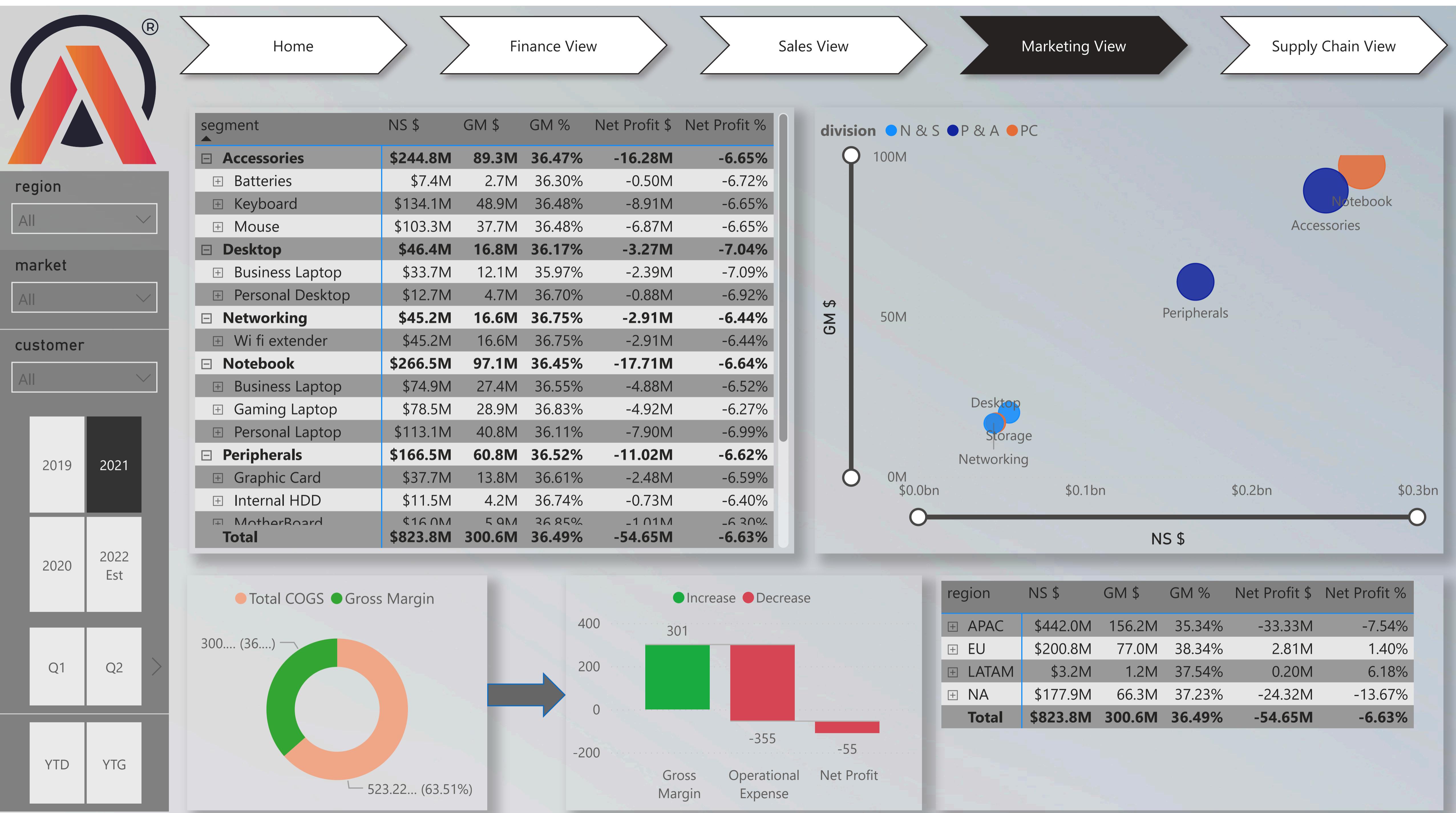
● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction



● Total COGS ● Gross Margin



segment	NS \$	GM \$	GM %
Desktop	\$46.4M	16.8M	36.17%
Notebook	\$266.5M	97.1M	36.45%
Accessories	\$244.8M	89.3M	36.47%
Peripherals	\$166.5M	60.8M	36.52%
Networking	\$45.2M	16.6M	36.75%
Storage	\$54.4M	20.0M	36.75%
<b>Total</b>	<b>\$823.8M</b>	<b>300.6M</b>	<b>36.49%</b>





R

Home

Finance View

## Sales View

Marketing View

## Supply Chain View

**80.21%**

## Forecast Accuracy %

- 752K

# Net Error

10M

# ABS Error

## region

All

marko

411

### Customer

A II

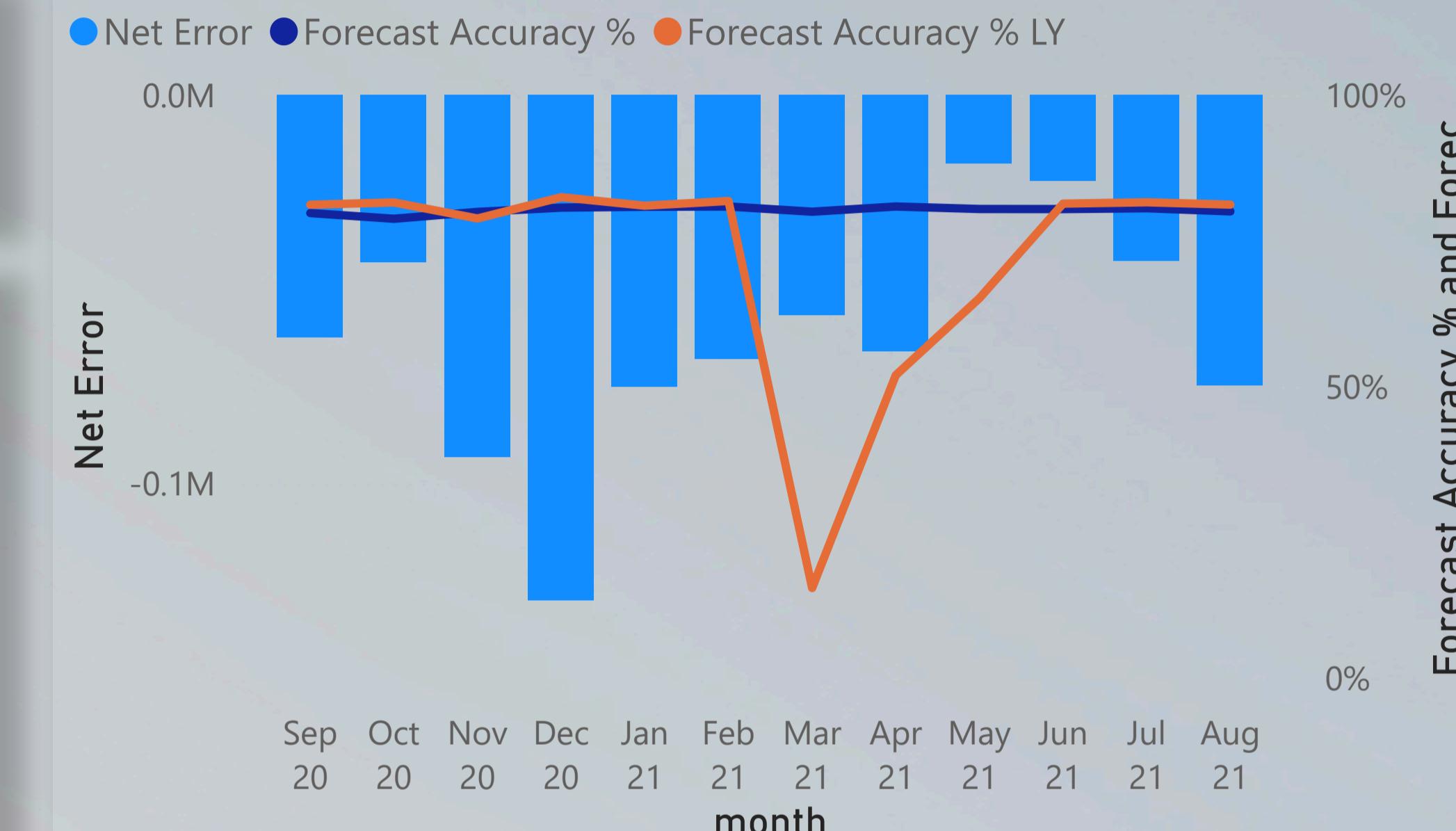
2019 2021

2020  
Est

Q1 | Q2

YTD

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Leader	24.45%	31.01%	-461507	-42.1%	Out of Stock
Sage	33.58%	35.92%	-425909	-33.7%	Out of Stock
Novus	25.28%	36.59%	-229091	-38.2%	Out of Stock
AltiQ Exclusive	71.15%	56.78%	-191800	-5.7%	Out of Stock
Amazon	74.54%	48.43%	-155116	-2.3%	Out of Stock
Synthetic	37.93%	38.32%	-145604	-18.6%	Out of Stock
Acclaimed Stores	50.69%	8.69%	-122555	-16.2%	Out of Stock
Atliq e Store	74.59%	55.24%	-94643	-2.3%	Out of Stock
Flipkart	52.59%	11.82%	-91770	-5.8%	Out of Stock
Circuit City	35.02%	9.90%	-84752	-19.0%	Out of Stock
BestBuy	35.31%	7.31%	-73279	-17.0%	Out of Stock
Digimarket	40.79%	39.69%	-72129	-23.2%	Out of Stock
Control	47.42%	30.41%	-64707	-12.0%	Out of Stock
Path	45.53%	9.55%	-59454	-10.6%	Out of Stock
Insight	26.88%	37.11%	-50505	-34.7%	Out of Stock
Ebay	50.49%	18.21%	-49299	-4.2%	Out of Stock
Radio Shack	38.46%	7.10%	-47096	-11.2%	Out of Stock
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.5%	Out of Stock
Elkjøp	53.55%	45.00%	-39201	-10.9%	Out of Stock
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.5%</b>	<b>Out of Stock</b>



segment	Forecast	Forecast	Net Error	Net	Risk
	Accuracy %	Accuracy % LY		Profit %	
▼					
[+] Networking	90.40%	52.50%	227056	-6.44%	Excess Inventory
[+] Desktop	84.37%	70.07%	16205	-7.04%	Excess Inventory
[+] Storage	83.54%	81.01%	1507656	-6.36%	Excess Inventory
[+] Peripherals	83.23%	75.18%	-318194	-6.62%	Out of Stock
[+] Notebook	79.99%	76.65%	-51254	-6.64%	Out of Stock
[+] Accessories	77.66%	71.42%	-2133183	-6.65%	Out of Stock
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-6.63%</b>	<b>Out of Stock</b>