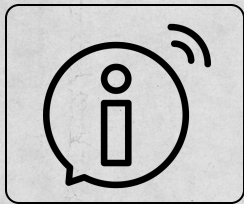




# Business Insights 360



## Info

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



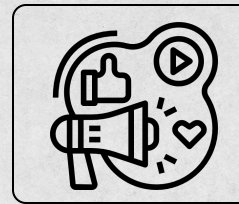
## Finance View

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



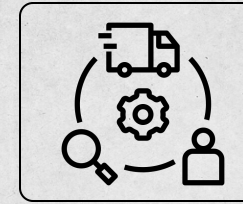
## Sales View

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



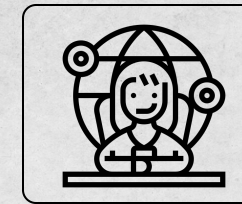
## Marketing

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  
APAC (region) + Austral...

customer  
All

segment, categor...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

>

YTD

YTG

**\$119.33M**✓  
LY: \$27.60M (+332.38%)  
**Net Sales**

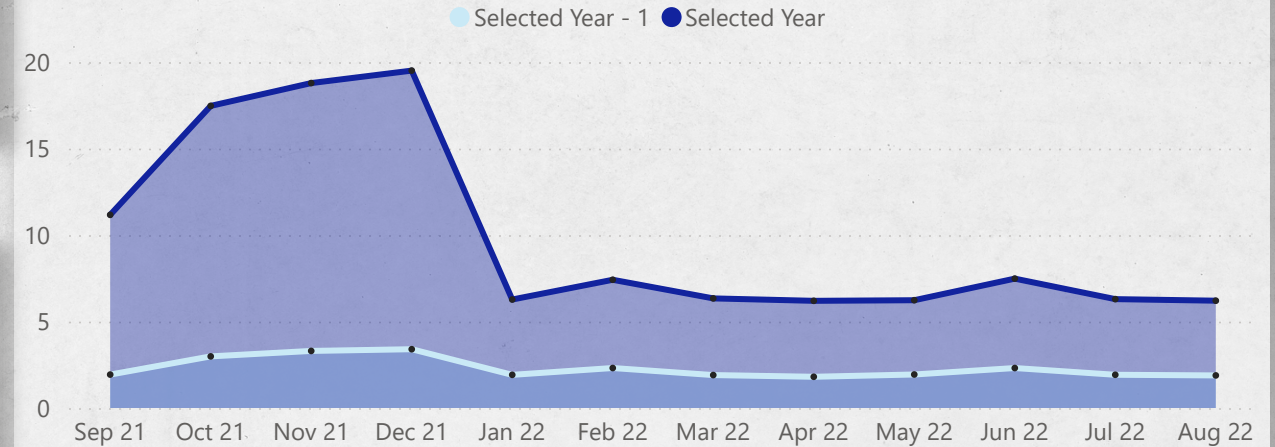
**45.08%**✓  
LY: 32.94% (+36.85%)  
**GM %**

**-10.07%**!  
LY: -0.03 (-276.74%)  
**Net Profit %**

### Profit and Loss Statement

Line Item	2022 Est	LY	YoY Chg	YoY Chg %
Gross Sales	207.96	59.15	148.81	251.59
Pre Invoice Deduction	45.00	12.88	32.13	249.51
Net Invoice Sales	162.96	46.27	116.68	252.16
- Post Discounts	20.19	13.46	6.72	49.94
- Post Deductions	23.44	5.21	18.23	349.80
Total Post Invoice Deduction	43.63	18.67	24.95	133.62
Net Sales	119.33	27.60	91.73	332.38
- Manufacturing Cost	61.99	17.69	44.31	250.50
- Freight Cost	3.03	0.70	2.33	332.37
- Other Cost	0.51	0.12	0.39	332.27
Total COGS	65.54	18.51	47.03	254.13
Gross Margin	53.79	9.09	44.70	491.70
Gross Margin %	45.08	32.94	12.14	36.85
GM / Unit	21.17	5.10	16.07	315.01
Operational Expense	-65.80	-9.83	-55.98	569.55
Net Profit	-12.02	-0.74	-11.28	1,528.94
Net Profit %	-10.07	-2.67	-7.40	276.74

### Net Sales Performance Over Time



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

region	P & L values	P & L YoY Chg %
APAC	119.33	332.38
<b>Total</b>	<b>119.33</b>	<b>332.38</b>

segment	P & L values	P & L YoY Chg %
Accessories	14.33	74.19
Desktop	22.35	1,307.08
Networking	1.26	-16.15
Notebook	50.37	457.14
Peripherals	29.24	436.91
Storage	1.78	-0.97
<b>Total</b>	<b>119.33</b>	<b>332.38</b>





region, market

APAC (region) + Austral...

customer

All

segment, categor...

All

2019

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Q1

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YTD

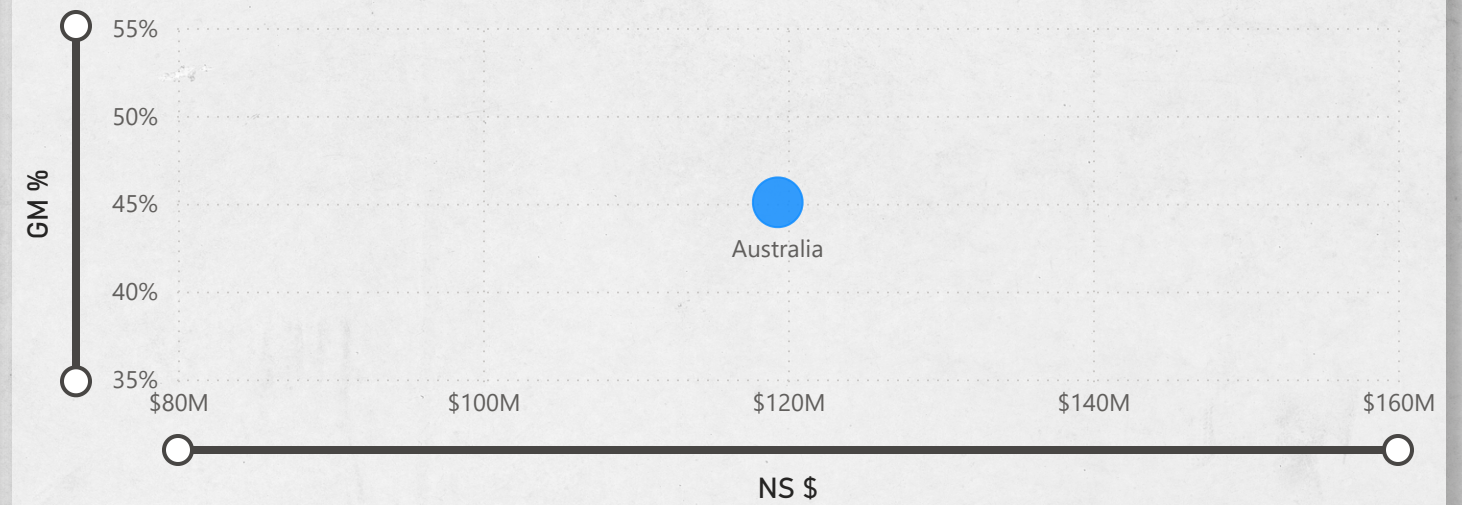
YTG

## Customer Performance

customer	NS \$	GM \$	GM %
AltiQ Exclusive	\$19.42M	10.22M	52.61%
Digimarket	\$18.70M	8.84M	47.29%
Amazon	\$17.13M	7.26M	42.39%
Electricalsocity	\$16.74M	7.27M	43.43%
Atliq e Store	\$16.39M	7.39M	45.09%
Sound	\$15.77M	6.58M	41.73%
Forward Stores	\$15.18M	6.23M	41.02%
<b>Total</b>	<b>\$119.33M</b>	<b>53.79M</b>	<b>45.08%</b>

## Performance Matrix

region ● APAC

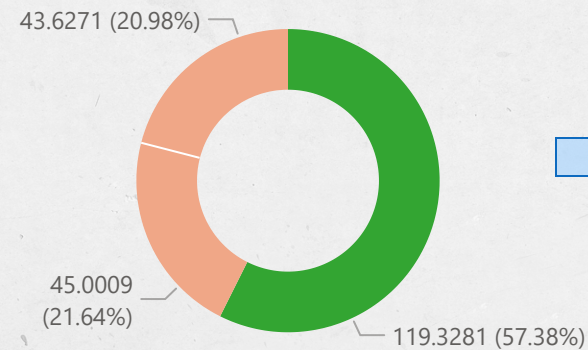


## Product Performance

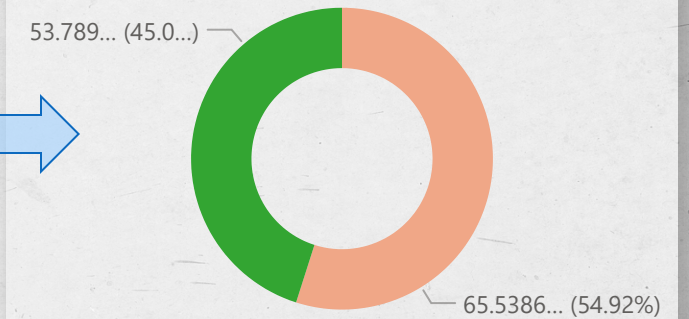
segment	NS \$	GM \$	GM %
⊕ Peripherals	\$29.24M	13.15M	44.97%
⊕ Notebook	\$50.37M	22.66M	44.99%
⊕ Accessories	\$14.33M	6.45M	45.02%
⊕ Storage	\$1.78M	0.81M	45.36%
⊕ Desktop	\$22.35M	10.15M	45.40%
⊕ Networking	\$1.26M	0.57M	45.59%
<b>Total</b>	<b>\$119.33M</b>	<b>53.79M</b>	<b>45.08%</b>

## Unit Economics

● Net Sales ● Pre Invoice Deducti... ● Total Post Inv...



● Total COGS ● Gross Margin







region, market

APAC (region) + Austral...

customer

All

segment, categor...

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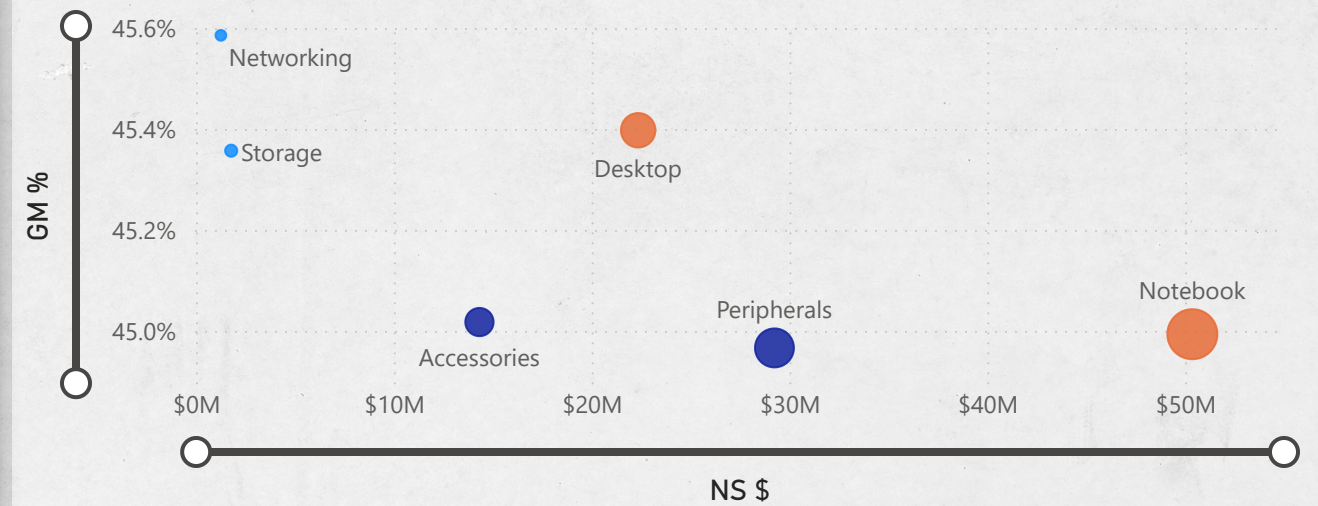
YTG

## Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$14.33M	6.45M	45.02%	-1.45M	-10.13%
Desktop	\$22.35M	10.15M	45.40%	-2.18M	-9.75%
Networking	\$1.26M	0.57M	45.59%	-0.12M	-9.56%
Notebook	\$50.37M	22.66M	44.99%	-5.11M	-10.15%
Peripherals	\$29.24M	13.15M	44.97%	-2.98M	-10.18%
Storage	\$1.78M	0.81M	45.36%	-0.17M	-9.79%
Total	\$119.33M	53.79M	45.08%	-12.02M	-10.07%

## Performance Matrix

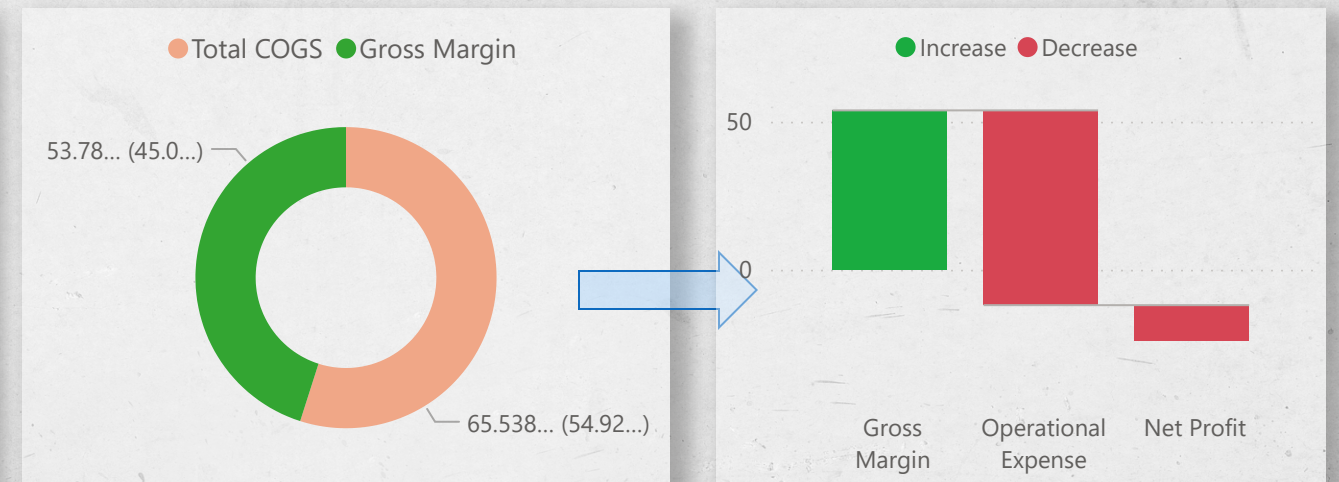
division N & S P & A PC



## Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$119.33M	53.79M	45.08%	-12,015,437.65	-10.07%
Total	\$119.33M	53.79M	45.08%	-12,015,437.65	-10.07%

## Unit Economics







region, market ▼  
APAC (region) + Austral...

customer ▼  
All

segment, categor... ▼  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

>

YTD

YTG

**18.58%!**

LY: 66.72% (-72.16%)

**Forecast Accuracy**

**-635.14K✓**

LY: -197.39K (-221.77%)

**Net Error**

**646.27K!**

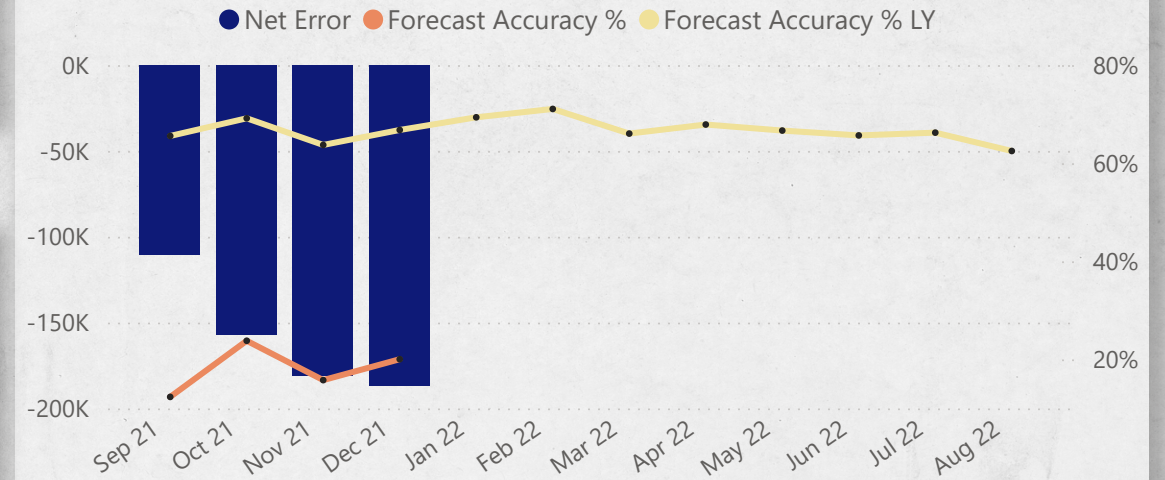
LY: 527.5K (+22.51%)

**ABS Error**

### Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
AltiQ Exclusive	-0.85%	38.09%	-86309	-81.16%	Out of Stock
Amazon	-4.37%	36.62%	-100480	-82.08%	Out of Stock
Atliq e Store	1.22%	38.74%	-85351	-77.41%	Out of Stock
Digimarket	-2.40%	36.01%	-96490	-76.57%	Out of Stock
Electricalsocity	-4.66%	34.77%	-92256	-78.59%	Out of Stock
Forward Stores	-6.84%	39.27%	-87774	-83.93%	Out of Stock
Sound	-5.52%	36.79%	-86477	-81.05%	Out of Stock
<b>Total</b>	<b>18.58%</b>	<b>66.72%</b>	<b>-635137</b>	<b>-80.02%</b>	<b>Out of Stock</b>

### Accuracy / Net Error Trend



### Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error%	Risk
⊕ Accessories	35.72%	63.20%	-265681	-62.12%	Out of Stock
⊕ Desktop	47.49%	78.24%	-8139	-49.44%	Out of Stock
⊕ Networking	29.35%	77.43%	-11896	-70.54%	Out of Stock
⊕ Notebook	31.50%	68.34%	-41313	-67.57%	Out of Stock
⊕ Peripherals	-16.37%	66.42%	-252577	-116.02%	Out of Stock
⊕ Storage	-3.20%	74.43%	-55531	-103.20%	Out of Stock
<b>Total</b>	<b>18.58%</b>	<b>66.72%</b>	<b>-635137</b>	<b>-80.02%</b>	<b>Out of Stock</b>