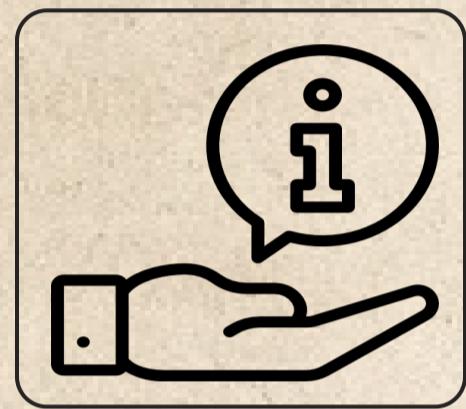


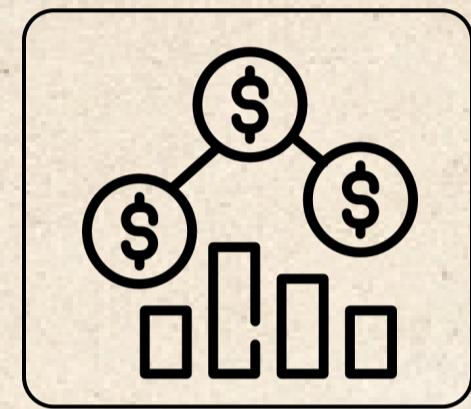


# Business Insights 360



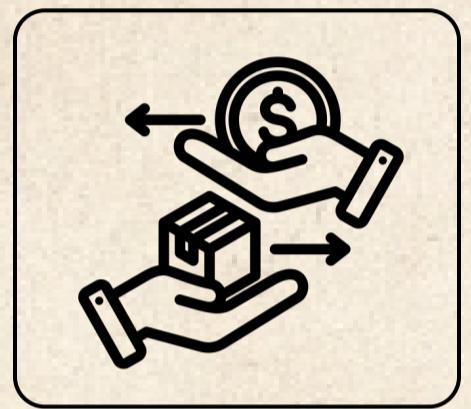
**Info**

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



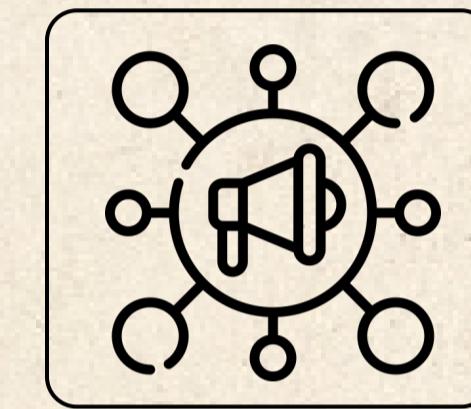
**Finance View**

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



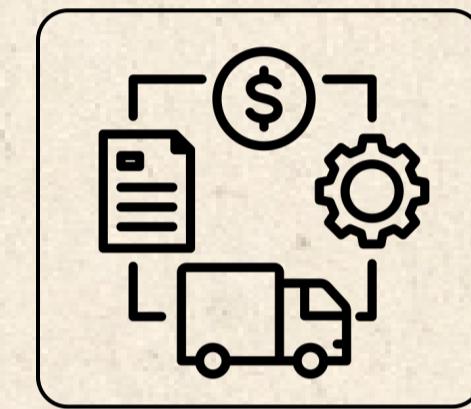
**Sales View**

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**

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



**Executive**

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



**Help**

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022EST

YTD

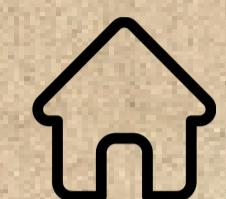
YTG

Q1

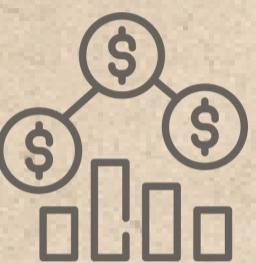
Q2

Q3

Q4

**Net\_Sales****\$111.37M**

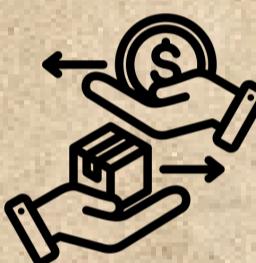
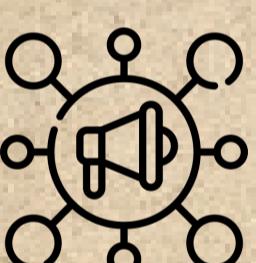
LY: \$29.11M (+282.57%)

**Gross\_margin %****41.20%**

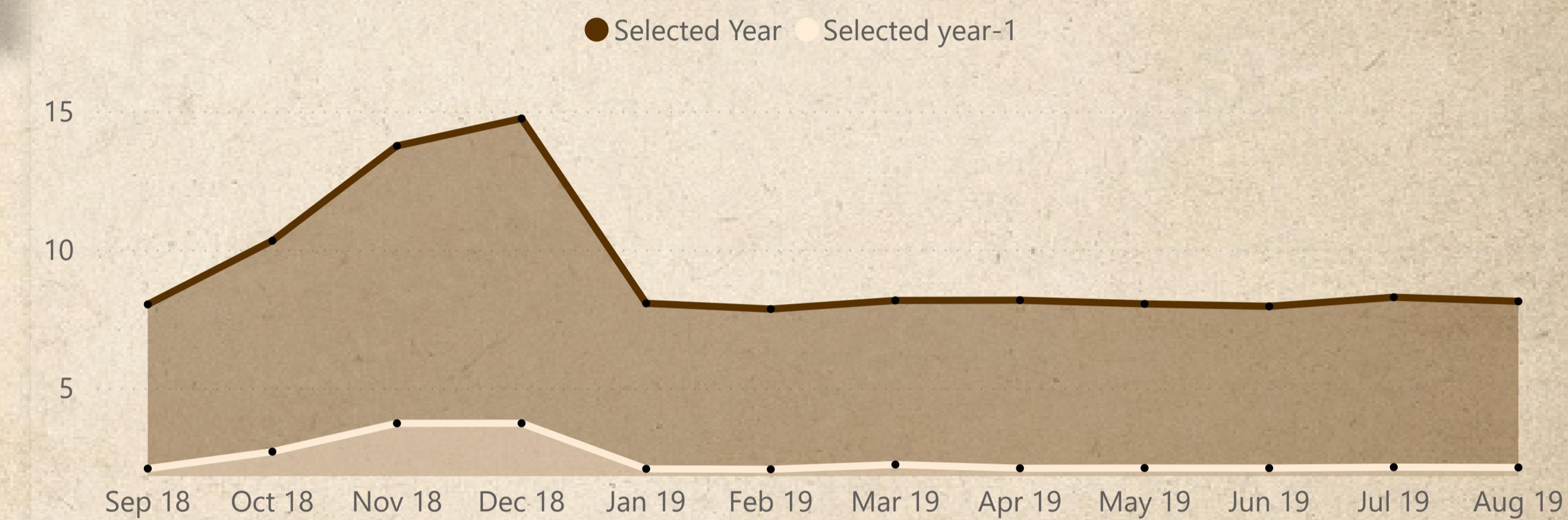
LY: 0.37 (+10.08%)

**Net Profit %****2.21%**

LY: -0.04 (+150.38%)

**Profit and Loss statement**

Line Item	2019	Last Year	YoY change	YoY change %
<b>Gross Sales</b>	209.06	58.32	150.74	258.47
<b>Pre Invoice Deduction</b>	47.44	13.92	33.52	240.83
<b>Net Invoice Sales</b>	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
<b>Total Post Invoice Deduction</b>	50.25	15.29	34.96	228.63
<b>Net Sales</b>	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
<b>Total COGS</b>	65.49	18.22	47.27	259.51
<b>Gross Margin</b>	45.89	10.90	34.99	321.12
<b>Gross Margin %</b>	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
<b>Operational Expenses</b>	-43.43	-12.17	-31.26	256.76
<b>Net Profit</b>	2.46	-1.28	3.74	-292.73
<b>Net Profit %</b>	2.21	-4.38	6.59	-150.38

**Net Sales Performance Over Time****Top/Bottom Products & customer by Net Sales**

region	P & L values	P & L YoY Change %	segment	P & L values	P & L YoY Change %
NA	22.01	239.00	Accessories	28.04	213.09
APAC	71.33	245.08	Desktop	0.00	0.00
LATAM	0.83	320.47	Networking	17.36	436.97
EU	17.22	881.12	Notebook	32.40	336.01
			Peripherals	19.73	159.47
			Storage	13.84	633.77



region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022EST

YTD

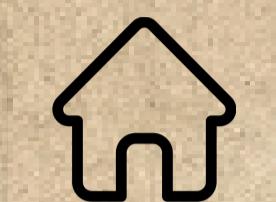
YTG

Q1

Q2

Q3

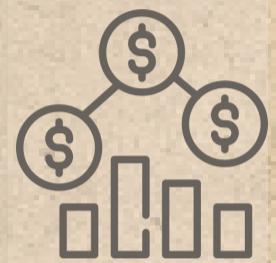
Q4



## Net Sales

\$111.37M

LY: \$29.11M, \$0M



## Gross\_margin %

41.20%

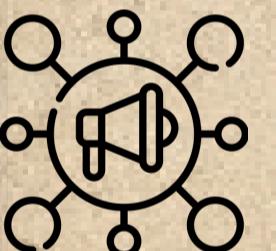
LY: 0.37 (+10.08%)



## COGS

65.49M

LY: 18.22M (+259.51%)

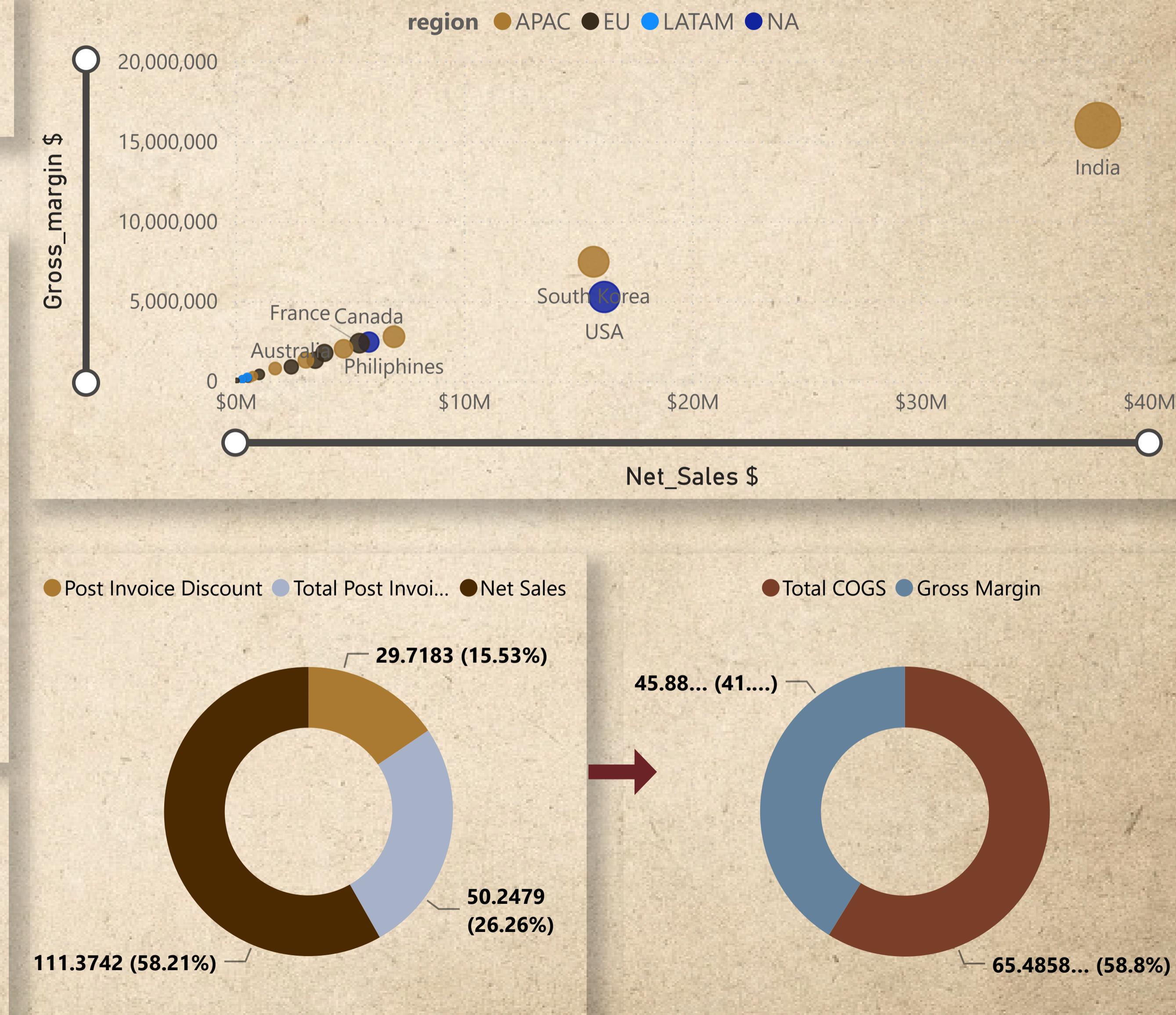


## Customer Sales and Profitability

customer	Net_Sales \$	Gross_margin \$	Gross_margin %
Amazon	\$15.35M	6.38M	41.57%
AltiQ Exclusive	\$9.91M	5.01M	50.58%
Atliq e Store	\$9.15M	3.75M	40.99%
Sage	\$5.85M	2.56M	43.70%
Leader	\$5.82M	2.80M	48.13%
Flipkart	\$3.58M	1.25M	34.84%
Ebay	\$3.19M	1.36M	42.58%
Electricalsociety	\$2.87M	1.27M	44.33%
Synthetic	\$2.31M	0.94M	40.68%
Novus	\$2.28M	0.85M	37.45%
Electricalslytical	\$2.20M	0.91M	41.39%
Vijay Sales	\$2.12M	0.91M	42.79%
Total	\$111.37M	45.89M	41.20%



segment	Net_Sales \$	Gross_margin \$	Gross_margin %
Accessories	\$28.04M	11.58M	41.31%
Networking	\$17.36M	6.96M	40.08%
Notebook	\$32.40M	13.38M	41.29%
Peripherals	\$19.73M	8.29M	42.01%
Storage	\$13.84M	5.68M	41.04%





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022EST

YTD

YTG

Q1

Q2

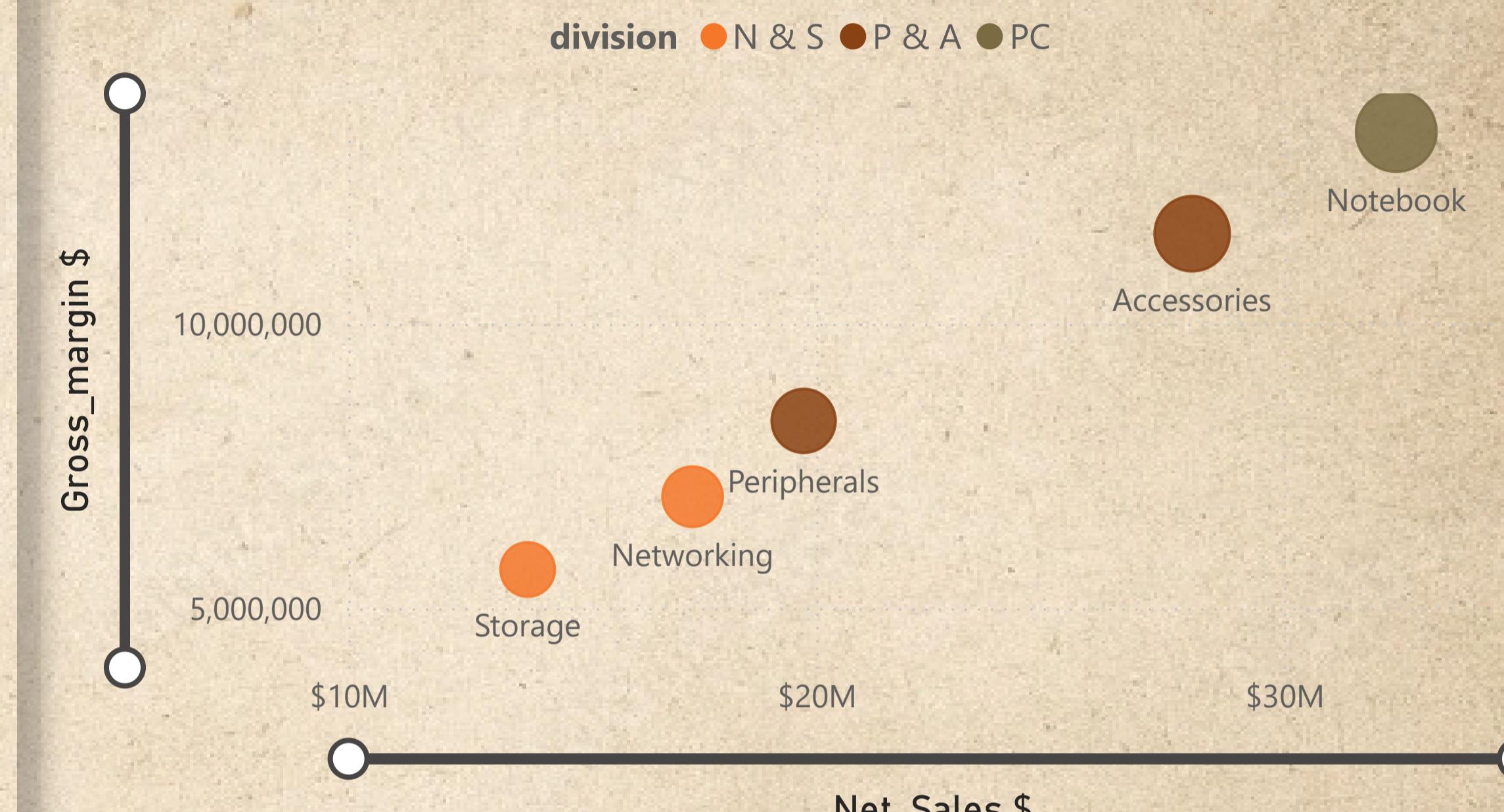
Q3

Q4

## Key Metric by Segments

segment	Net_Sales \$	Gross_margin \$	Gross_margin %	Net_Profit \$	Net_Profit %
Accessories					
Keyboard	\$17.47M	7.23M	41.39%	\$0.42M	2.42%
Mouse	\$10.57M	4.35M	41.17%	\$0.23M	2.22%
Networking					
Wi fi extender	\$17.36M	6.96M	40.08%	\$0.18M	1.02%
Notebook					
Business Laptop	\$11.45M	4.76M	41.62%	\$0.29M	2.52%
Gaming Laptop	\$8.35M	3.45M	41.25%	\$0.20M	2.35%
Personal Laptop	\$12.60M	5.17M	41.00%	\$0.25M	2.02%
Peripherals					
Graphic Card	\$5.67M	2.35M	41.37%	\$0.13M	2.38%
Internal HDD	\$2.46M	1.03M	41.73%	\$0.07M	2.67%
MotherBoard	\$0.36M	0.15M	41.25%	\$0.01M	2.26%
Processors	\$11.25M	4.77M	42.42%	\$0.39M	3.45%
Storage					
External Solid State Drives	\$13.84M	5.68M	41.04%	\$0.29M	2.09%

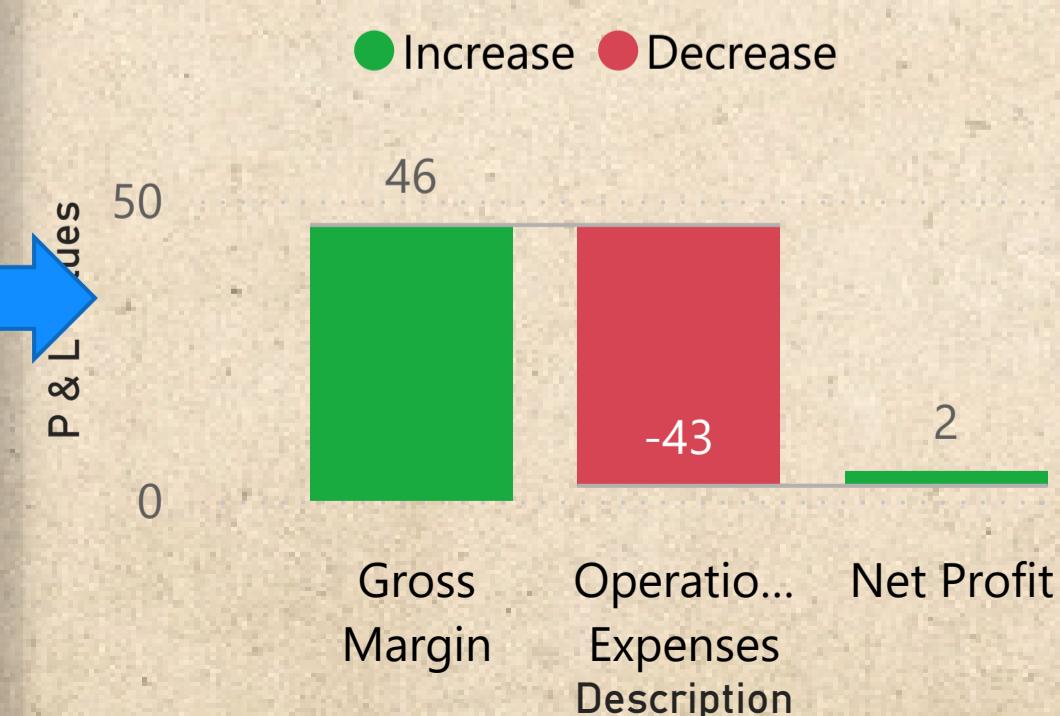
## Sales & Margin Insights by Segment and Category



## Key Metric by Region

region	Net_Sales \$	Gross_margin \$	Gross_margin %	Net_Profit \$	Net_Profit %
APAC	\$71.33M	30.79097023710M	43.17%	\$4.35M	6.10%
EU	\$17.22M	7.05328446460M	40.97%	\$0.04M	0.23%
LATAM	\$0.83M	0.34950432720M	42.32%	\$0.06M	7.53%
NA	\$22.01M	7.69456219590M	34.97%	(\$1.99M)	-9.05%

## P & L values by Description





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022EST

YTD

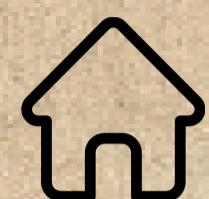
YTG

Q1

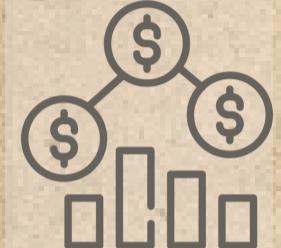
Q2

Q3

Q4

**Forecast Accuracy****86.45%** ✓

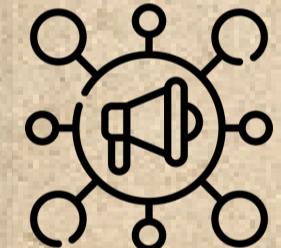
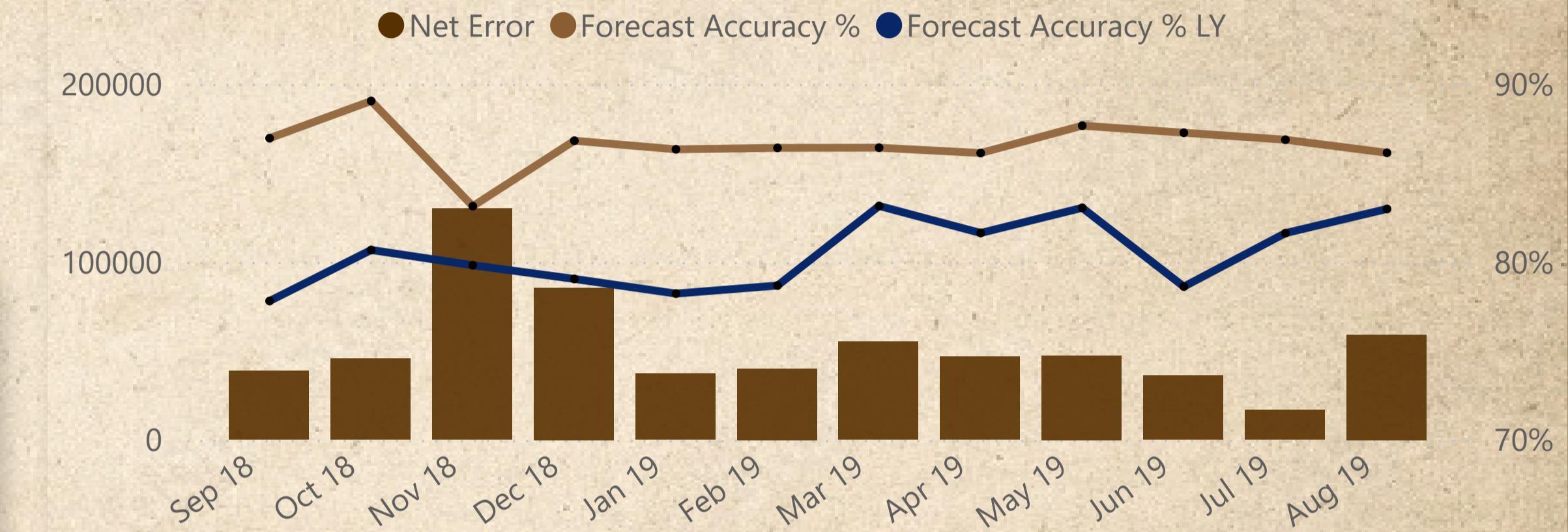
LY: 0.80 (+7.65%)

**Net Error****637.5K** ✓

LY: 677.9K (-5.96%)

**Key Metric by Customer**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Amazon	78.07%	0.70	48677	3.19%	Excess Inventory
Atliq e Store	76.51%	0.68	37982	4.08%	Excess Inventory
AltiQ Exclusive	74.90%	0.66	47252	5.57%	Excess Inventory
Expert	64.24%	0.50	-6513	-6.85%	Out of Stock
Radio Popular	58.50%	0.44	-4583	-7.98%	Out of Stock
Electricalslance Stores	57.64%		3507	19.27%	Excess Inventory
Euronics	57.34%	0.44	3078	7.09%	Excess Inventory
Acclaimed Stores	56.42%	0.47	-25364	-15.19%	Out of Stock
Argos (Sainsbury's)	56.06%	0.55	3879	8.40%	Excess Inventory
Mbit	55.20%		2128	12.83%	Excess Inventory
Coolblue	55.15%	0.45	-1266	-2.25%	Out of Stock
Power	55.02%	0.47	9266	33.26%	Excess Inventory
Electricalsara Stores	52.73%	0.42	7322	28.88%	Excess Inventory
Electricalsociety	52.63%	0.40	64722	20.15%	Excess Inventory
<b>Total</b>	<b>86.45%</b>	<b>0.80</b>	<b>637478</b>	<b>5.58%</b>	<b>Excess Inventory</b>

**Accuracy/Net Error Trend****Key Metric by Products**

segment	Forecast Accuracy %	Forecast Qty	Net Error	Net Error %	Risk
Accessories	90.20%	6380937	-56895	-0.89%	Out of Stock
Networking	81.50%	1652591	305573	18.49%	Excess Inventory
Notebook	83.02%	182832	-29145	-15.94%	Out of Stock
Peripherals	85.06%	987043	-14576	-1.48%	Out of Stock
Storage	80.25%	2219064	432521	19.49%	Excess Inventory

