



# Business Insights 360



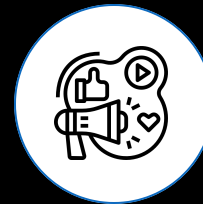
## Finance View

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.





\$3.74bn✓

LY: \$823.85M (+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

GM %

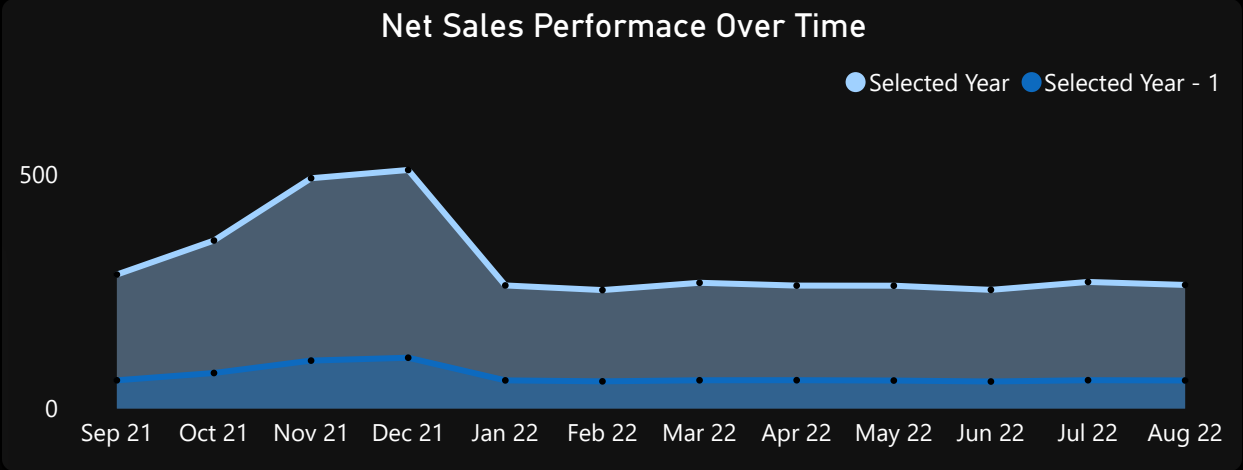
-13.98%!

LY: -0.07 (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	LY	YoY Chg	YoY Chg %
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Profit	-522.42	-54.65	-467.77	855.93
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
GM / Unit	15.76	5.99	9.77	162.95
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
Total COGS	2,313.29	523.22	1,790.07	342.13
- Other Cost	15.52	3.39	12.14	358.03
- Freight Cost	100.49	22.05	78.43	355.64
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	3,736.17	823.85	2,912.32	353.50
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
- Post Deductions	663.42	166.65	496.77	298.09
- Post Discounts	1,243.54	281.64	961.90	341.54
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75



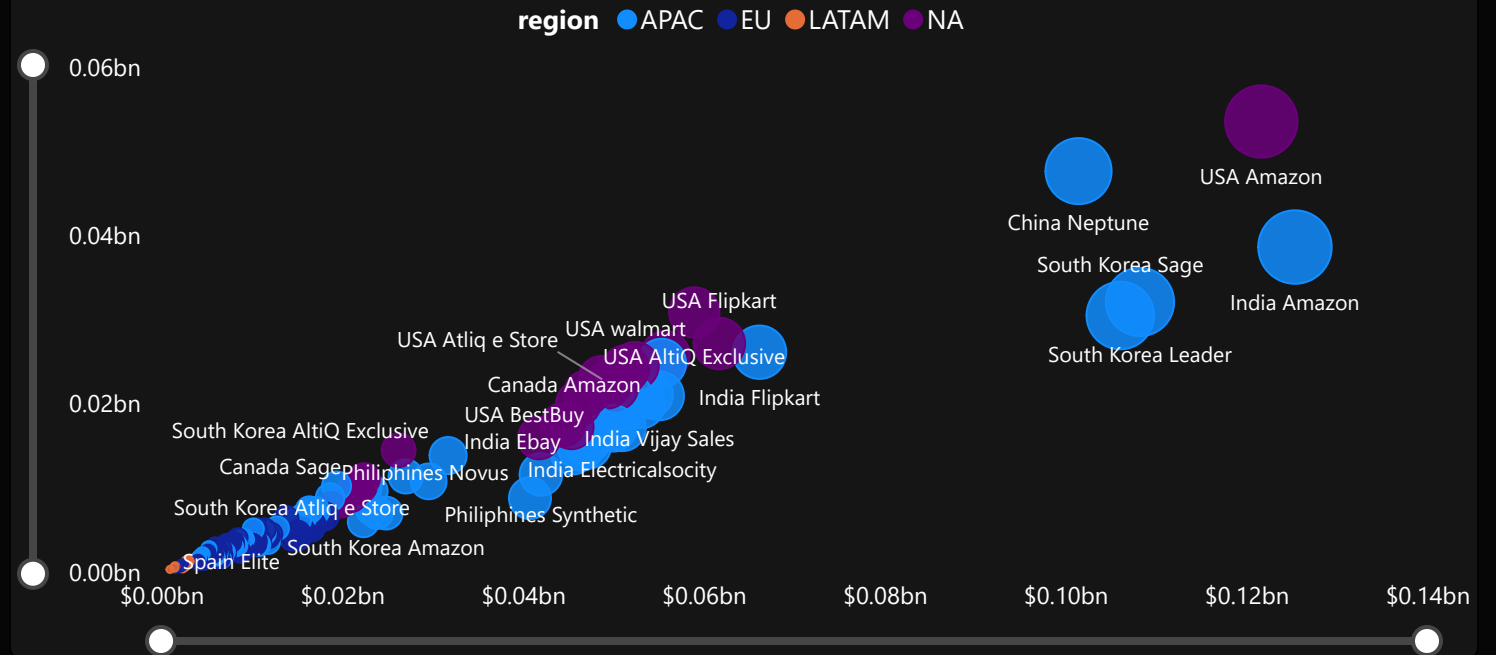
Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
<div>APAC</div> <div>EU</div> <div>LATAM</div> <div>NA</div> <div>Total</div>	<div>1,923.77</div> <div>775.48</div> <div>14.82</div> <div>1,022.09</div> <div>3,736.17</div>	<div>335.27</div> <div>286.26</div> <div>368.40</div> <div>474.40</div> <div>353.50</div>	<div>Accessories</div> <div>Desktop</div> <div>Networking</div> <div>Notebook</div> <div>Peripherals</div> <div>Storage</div> <div>Total</div>	<div>454.10</div> <div>711.08</div> <div>38.43</div> <div>1,580.43</div> <div>897.54</div> <div>54.59</div> <div>3,736.17</div>	<div>85.46</div> <div>1,431.55</div> <div>-14.89</div> <div>493.06</div> <div>439.03</div> <div>0.32</div> <div>353.50</div>

### Product Performance(Customer Wise)

customer	NS \$	GM \$	GM %
Zone	\$29.35M	11.58M	39.44%
walmart	\$72.41M	33.06M	45.66%
Viveks	\$46.39M	14.68M	31.65%
Vijay Sales	\$55.13M	20.93M	37.96%
Unity Stores	\$6.29M	2.13M	33.91%
UniEuro	\$36.37M	11.40M	31.33%
Taobao	\$22.66M	9.97M	44.00%
Synthetic	\$52.24M	14.76M	28.25%
Surface Stores	\$11.01M	3.25M	29.49%
Staples	\$64.20M	24.99M	38.92%
Sound	\$27.63M	10.76M	38.94%
Sorefoz	\$17.40M	5.30M	30.48%
Saturn	\$6.49M	1.72M	26.49%
Sage	\$127.86M	40.31M	31.53%
Relief	\$30.72M	14.92M	48.55%
<b>Total</b>	<b>\$3,736.17 M</b>	<b>1,422.88M</b>	<b>38.08%</b>

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

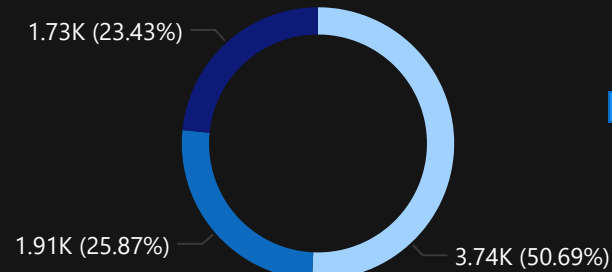


### Product Performance(Segment Wise)

segment	NS \$	GM \$	GM %
Networking	\$38.43M	14.78M	38.45%
Storage	\$54.59M	20.93M	38.33%
Desktop	\$711.08M	272.39M	38.31%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
<b>Total</b>	<b>\$3,736.17 M</b>	<b>1,422.88M</b>	<b>38.08%</b>

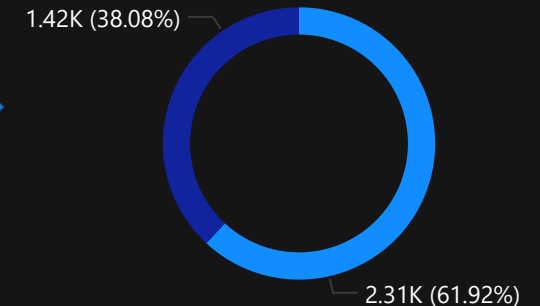
### P & L values by Description

Net Sales Total Post Invoice De... Pre Invoice Ded...



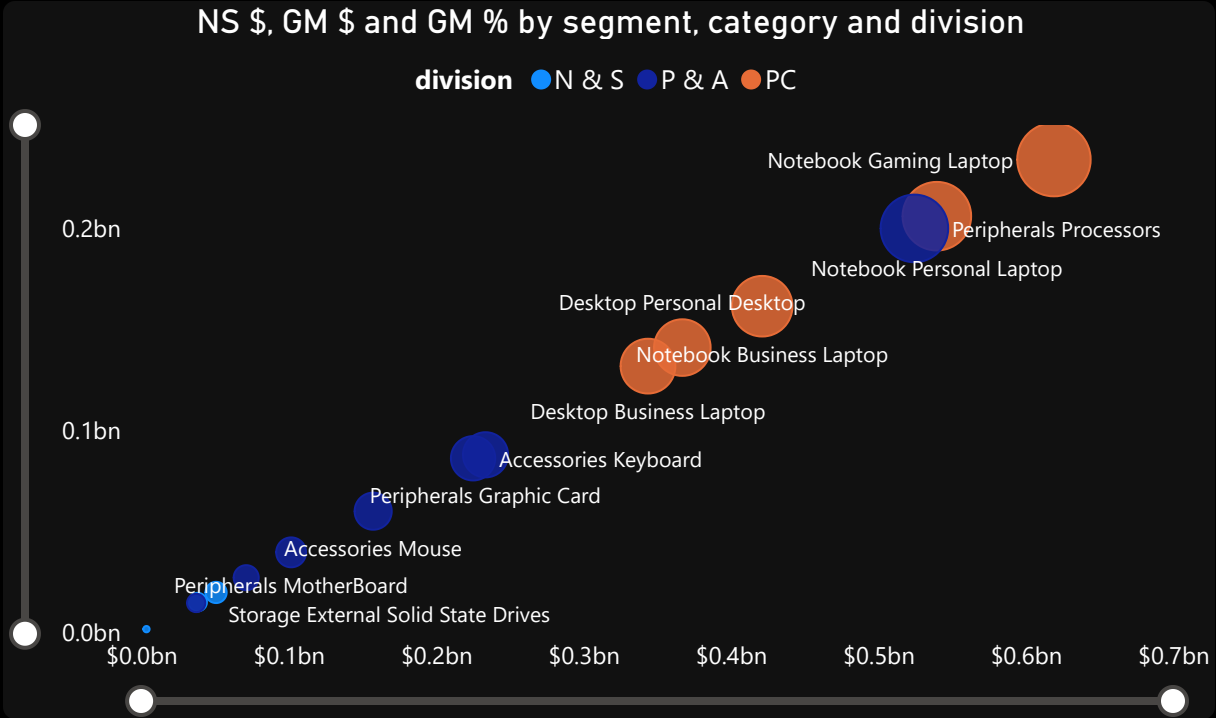
### P & L values by Description

Total COGS Gross Margin



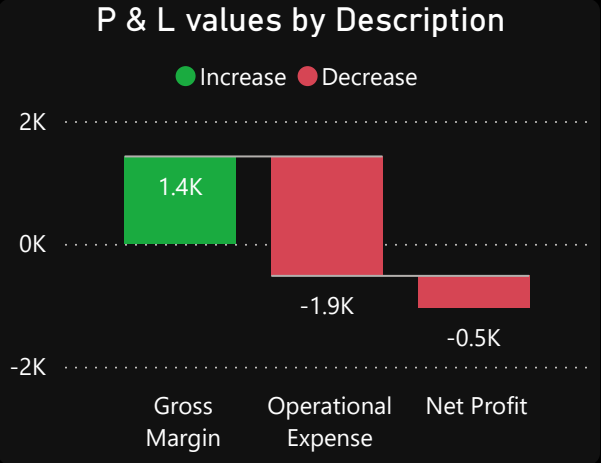
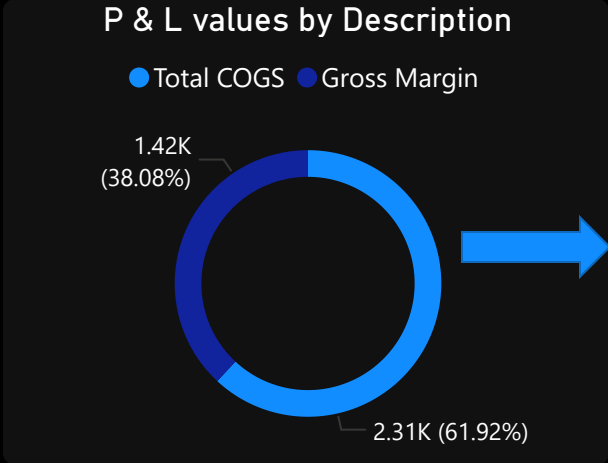
Product Performance(Segment Wise)

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div> <div></div> <div>Notebook</div> </div> <div> <div></div> <div>Gaming Laptop</div> </div> <div> <div></div> <div>Personal Laptop</div> </div> <div> <div></div> <div>Business Laptop</div> </div> <div> <div></div> <div>Peripherals</div> </div> <div> <div></div> <div>Processors</div> </div> <div> <div></div> <div>Graphic Card</div> </div> <div> <div></div> <div>MotherBoard</div> </div> <div> <div></div> <div>Internal HDD</div> </div> <div> <div></div> <div>Desktop</div> </div> <div> <div></div> <div>Total</div> </div>	<div>\$1,580.43M</div> <div>\$619.25M</div> <div>\$539.83M</div> <div>\$421.35M</div> <div>\$897.54M</div> <div>\$524.59M</div> <div>\$233.69M</div> <div>\$101.84M</div> <div>\$37.41M</div> <div>\$711.08M</div> <div>\$3,736.17M</div>	<div>600.96M</div> <div>233.85M</div> <div>205.84M</div> <div>161.27M</div> <div>341.22M</div> <div>199.79M</div> <div>87.70M</div> <div>39.40M</div> <div>14.33M</div> <div>272.39M</div> <div>1,422.88M</div>	<div>38.03%</div> <div>37.76%</div> <div>38.13%</div> <div>38.27%</div> <div>38.02%</div> <div>38.08%</div> <div>37.53%</div> <div>38.69%</div> <div>38.30%</div> <div>38.31%</div> <div>38.08%</div>	<div>-222.16M</div> <div>-88.61M</div> <div>-75.38M</div> <div>-58.17M</div> <div>-125.91M</div> <div>-73.15M</div> <div>-33.95M</div> <div>-13.65M</div> <div>-5.15M</div> <div>-97.79M</div> <div>-522.42M</div>	<div>-14.06%</div> <div>-14.31%</div> <div>-13.96%</div> <div>-13.80%</div> <div>-14.03%</div> <div>-13.94%</div> <div>-14.53%</div> <div>-13.41%</div> <div>-13.78%</div> <div>-13.75%</div> <div>-13.98%</div>



Product Performance(Region Wise)

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div> <div></div> <div>LATAM</div> </div> <div> <div></div> <div>EU</div> </div> <div> <div></div> <div>NA</div> </div> <div> <div></div> <div>APAC</div> </div> <div> <div></div> <div>Total</div> </div>	<div>\$14.82M</div> <div>\$775.48M</div> <div>\$1,022.09M</div> <div>\$1,923.77M</div> <div>\$3,736.17M</div>	<div>5.19M</div> <div>267.80M</div> <div>459.68M</div> <div>690.21M</div> <div>1,422.88M</div>	<div>35.02%</div> <div>34.53%</div> <div>44.97%</div> <div>35.88%</div> <div>38.08%</div>	<div>-0.44M</div> <div>-95.52M</div> <div>-145.31M</div> <div>-281.16M</div> <div>-522.42M</div>	<div>-2.95%</div> <div>-12.32%</div> <div>-14.22%</div> <div>-14.62%</div> <div>-13.98%</div>





34.26%!

LY: 80.21% (-57.29%)

Forecast Accuracy

46.71M✓

LY: -0.75M (+6313.58%)

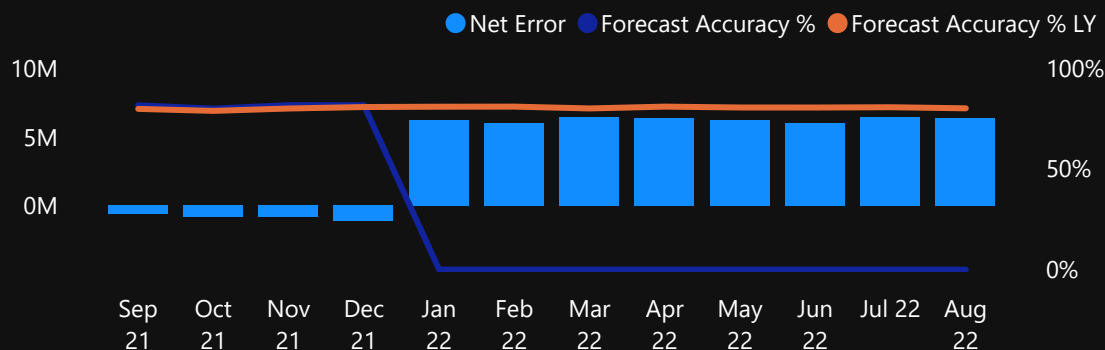
Net Error

57.08M✓

LY: 9.78M (+483.6%)

Abs Error

## Net Sales Performace Over Time



## Top/Bottom Customers By Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	39.23%	90.40%	1038726	-13.72%	Excess Inventory
Desktop	37.15%	84.37%	1119296	-13.75%	Excess Inventory
Storage	30.25%	83.54%	2718229	-13.76%	Excess Inventory
Peripherals	28.80%	83.23%	10555841	-14.03%	Excess Inventory
Notebook	36.73%	79.99%	3790352	-14.06%	Excess Inventory
Accessories	36.87%	77.66%	27485939	-14.05%	Excess Inventory
<b>Total</b>	<b>34.26%</b>	<b>80.21%</b>	<b>46708383</b>	<b>-13.98%</b>	<b>Excess Inventory</b>

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	31.29%	74.59%	3899514	53.8%	Excess Inventory
Amazon	31.40%	74.54%	6336362	53.5%	Excess Inventory
AltiQ Exclusive	29.71%	71.15%	3336800	54.8%	Excess Inventory
Mbit	22.69%	62.34%	237781	49.9%	Excess Inventory
Euronics	18.83%	60.79%	185781	42.8%	Excess Inventory
Expert	26.50%	60.67%	512980	55.0%	Excess Inventory
Boulanger	22.54%	58.77%	274071	48.6%	Excess Inventory
UniEuro	20.95%	58.22%	433300	48.4%	Excess Inventory
Radio Popular	21.73%	56.74%	331695	51.3%	Excess Inventory
Power	24.09%	56.72%	125776	50.9%	Excess Inventory
Flawless Stores	20.69%	56.29%	103332	49.1%	Excess Inventory
Argos (Sainsbury's)	23.58%	56.08%	150229	49.4%	Excess Inventory
Info Stores	20.23%	55.99%	106668	50.7%	Excess Inventory
Premium Stores	20.38%	55.64%	318047	57.4%	Excess Inventory
Sorefoz	10.28%	55.21%	110881	29.5%	Excess Inventory
Electricalslance Stores	17.67%	54.69%	85113	39.0%	Excess Inventory
Fnac-Darty	21.19%	54.33%	167323	46.2%	Excess Inventory
Elkjøp	11.37%	53.55%	143155	32.0%	Excess Inventory
Chip 7	13.96%	53.44%	274059	45.4%	Excess Inventory
Media Markt	11.60%	53.40%	154543	35.5%	Excess Inventory
Coolblue	19.66%	52.95%	288270	52.4%	Excess Inventory
Sound	13.58%	52.83%	225512	40.4%	Excess Inventory
Flipkart	22.07%	52.59%	1806149	58.8%	Excess Inventory
Chiptec	20.81%	52.54%	232298	54.1%	Excess Inventory
Epic Stores	13.37%	52.19%	171777	43.2%	Excess Inventory
Relief	21.94%	52.04%	347521	57.7%	Excess Inventory
<b>Total</b>	<b>34.26%</b>	<b>80.21%</b>	<b>46708383</b>	<b>53.8%</b>	<b>Excess Inventory</b>