



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..



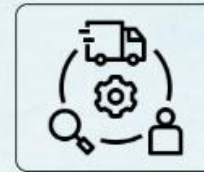
Sales View

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



Marketing 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.



region, market
All

customer
All

segment, category, p...
All

2018 2019 **2020** 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

\$267.98M✓

LY: \$111.37M (+140.61%)

Net Sales

37.10%!

LY: 41.20% (-9.95%)

GM %

-0.85%!

LY: 0.02 (-138.66%)

Net Profit %

Profit and Loss Statement

Line Item	2020	LY	YoY Chg	YoY Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
APAC	147.98	107.48	Accessories	66.23	136.21
EU	55.79	224.03	Desktop	0.95	0.00
LATAM	2.00	141.89	Networking	26.22	51.00
NA	62.21	182.70	Notebook	86.39	166.63
Total	267.98	140.61	Peripherals	60.63	207.22
			Storage	27.56	99.17
			Total	267.98	140.61



region, market
All

customer
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segment, category, p...
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2018

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Q1

Q2

Q3

Q4

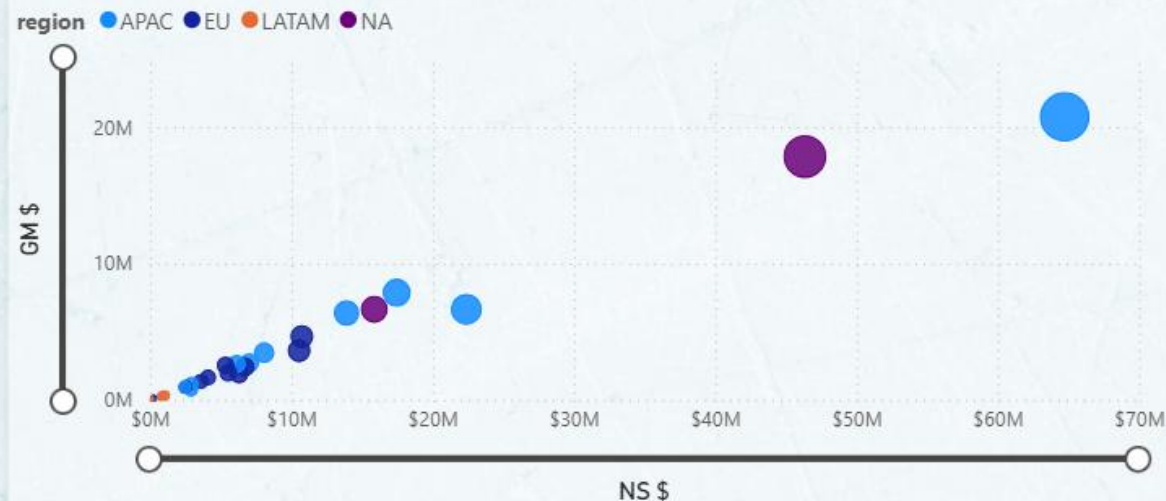
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Unity Stores	\$0.50M	0.12M	23.13%
Nova	\$0.01M	0.00M	24.46%
Leader	\$7.73M	2.04M	26.36%
Vijay Sales	\$2.79M	0.74M	26.61%
Electricalslytical	\$3.41M	0.93M	27.32%
Atliq Exclusive	\$2.69M	0.78M	28.96%
Girias	\$2.68M	0.78M	29.09%
Ezone	\$2.64M	0.78M	29.37%
Notebillig	\$0.51M	0.15M	30.21%
Fnac-Darty	\$1.07M	0.33M	30.75%
Saturn	\$0.50M	0.15M	30.81%
Argos (Sainsbury's)	\$0.95M	0.29M	30.83%
Total	\$267.98M	99.42M	37.10%

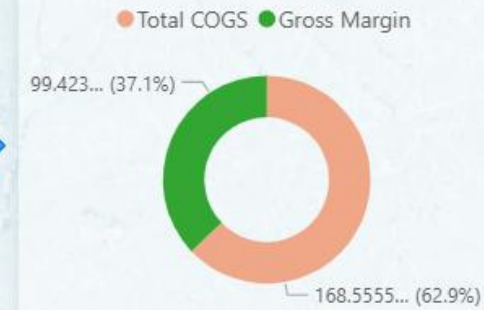
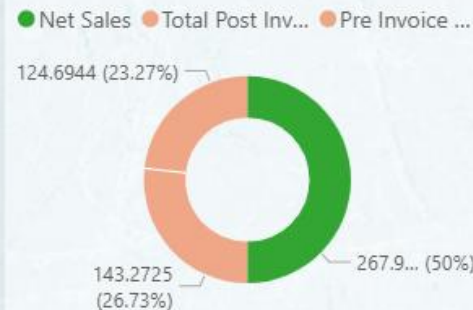
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Storage	\$27.56M	9.93M	36.05%
Peripherals	\$60.63M	22.72M	37.47%
Notebook	\$86.39M	32.04M	37.08%
Networking	\$26.22M	9.83M	37.51%
Desktop	\$0.95M	0.35M	36.47%
Accessories	\$66.23M	24.56M	37.07%
Total	\$267.98M	99.42M	37.10%

Unit Economics





region, market
All

customer
All

segment, category, p...
All

2018 2019 **2020** 2021 2022 Est

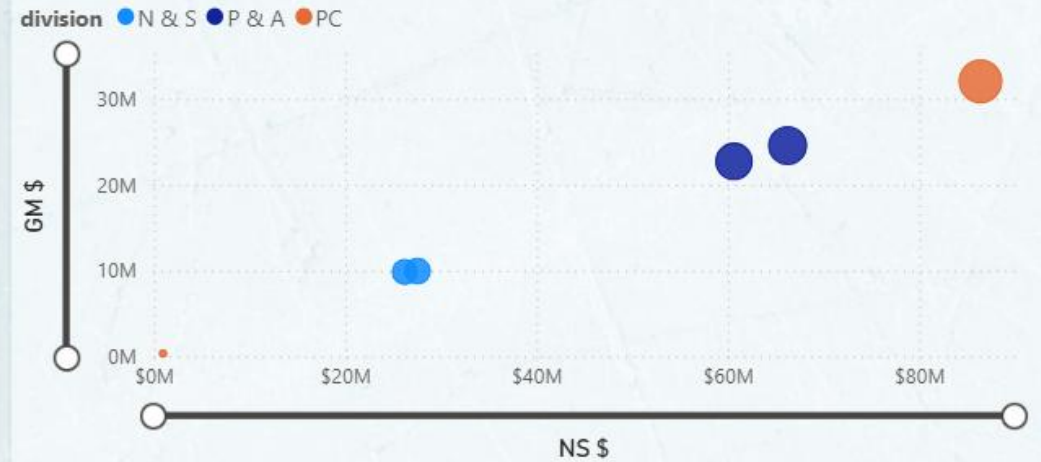
Q1 Q2 Q3 Q4

YTD YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
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%
Storage	\$27.56M	9.93M	36.05%	-0.49M	-1.78%
Networking	\$26.22M	9.83M	37.51%	-0.12M	-0.47%
Desktop	\$0.95M	0.35M	36.47%	-0.03M	-2.88%
Total	\$267.98M	99.42M	37.10%	-2.29M	-0.85%

Performance Matrix



Region / Market / Customer Performance

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

Unit Economics





region, market

All

customer

All

segment, category, p...

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Q1

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YTD

YTG

72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.5K (-22.88%)

Net Error

5743.2K!

LY: 1547.8K (+271.06%)

Net Profit %

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Novus	36.59%	41.22%	285814	44.9%	Excess Inventory
AltiQ Exclusive	56.78%	74.90%	277481	17.7%	Excess Inventory
Synthetic	38.32%	47.83%	261010	40.2%	Excess Inventory
Sage	35.92%	46.85%	142746	16.7%	Excess Inventory
Electricalsocity	42.87%	52.63%	122081	24.9%	Excess Inventory
Digimarket	39.69%	52.62%	87844	34.8%	Excess Inventory
Nomad Stores	43.96%	45.05%	85613	34.9%	Excess Inventory
Forward Stores	38.58%	49.83%	84187	38.0%	Excess Inventory
Chip 7	41.32%	30.35%	79770	37.4%	Excess Inventory
Elkjøp	45.00%	12.35%	78218	39.3%	Excess Inventory
Sound	41.27%	51.26%	76763	34.7%	Excess Inventory
Media Markt	43.66%	7.98%	73908	38.3%	Excess Inventory
Insight	37.11%	45.97%	70231	45.4%	Excess Inventory
Reliance Digital	38.76%	46.67%	64515	19.6%	Excess Inventory
UniEuro	45.77%	32.17%	62607	27.5%	Excess Inventory
Electricalslytical	39.26%	51.50%	62444	17.0%	Excess Inventory
Premium Stores	42.85%	44.40%	60275	35.3%	Excess Inventory
Ezone	33.17%	47.80%	59289	20.5%	Excess Inventory
Total	72.99%	86.45%	491599	2.3%	Excess Inventory

Accuracy / Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	81.01%	80.25%	698487	-1.78%	Excess Inventory
Peripherals	75.18%	85.06%	193476	-0.48%	Excess Inventory
Notebook	76.65%	83.02%	146640	-0.92%	Excess Inventory
Networking	52.50%	81.50%	-379134	-0.47%	Out of Stock
Desktop	70.07%		-52	-2.88%	Out of Stock
Accessories	71.42%	90.20%	-167818	-0.85%	Out of Stock
Total	72.99%	86.45%	491599	-0.85%	Excess Inventory