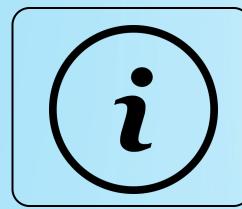




Business Insights 360



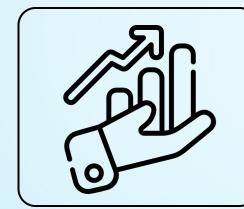
Info

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



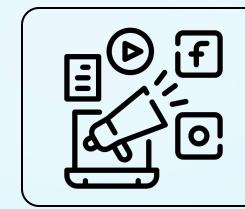
Finance

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



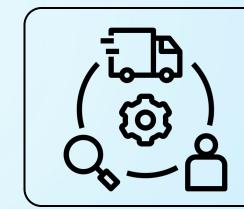
Sales

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.



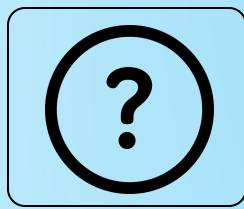
Supply Chain

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, ... ▼
All ▼

customer ▼
All ▼

segment, ... ▼
All ▼

2018 2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG



\$267.98M✓
LY: \$111.37M
(+140.61%)
Net Sales

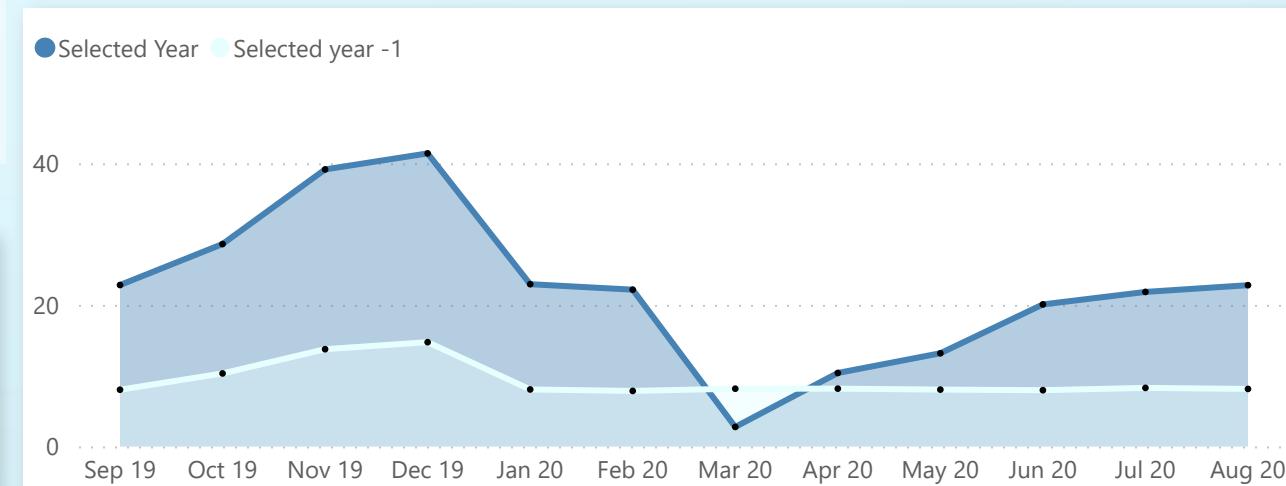
37.10%!
LY: 0.41 (-9.95%)

-0.85%!
LY: 0.02 (-138.68%)

Profit and Loss Statement

Line Item	2020	LY	YOY Change	YOY Change %
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
Opeartional 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 Over time



Top/Bottom Products and Customers by Net Sales

region	P&L Values	YOY Change %	segment	P&L Values	YOY Change %
+ 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
			+ Peripherals	60.63	207.22
			+ Storage	27.56	99.17

region, ...

segmen...

customer

All

All

All

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

customer

Net Sales \$

GM \$

GM %

customer	Net Sales \$	GM \$	GM %
Amazon	\$49.77M	18.89M	37.96%
Atliq e Store	\$31.74M	11.89M	37.47%
AltiQ Exclusive	\$20.28M	9.74M	48.02%
Flipkart	\$10.92M	3.66M	33.54%
Ebay	\$8.15M	2.80M	34.34%
Sage	\$8.32M	2.60M	31.22%
Synthetic	\$5.75M	2.54M	44.23%
Leader	\$7.73M	2.04M	26.36%
Novus	\$4.88M	2.01M	41.28%
Neptune	\$4.41M	1.70M	38.66%
Electricalsociety	\$4.56M	1.54M	33.77%
Staples	\$3.71M	1.48M	39.99%
Costco	\$3.60M	1.43M	39.59%
Acclaimed Stores	\$3.73M	1.38M	37.09%
walmart	\$3.42M	1.28M	37.43%
Expression	\$3.86M	1.23M	31.95%
Reliance Digital	\$2.26M	1.02M	26.26%
Total	\$267.98M	99.42M	37.10%

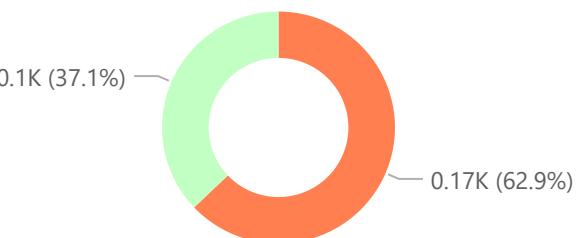
P&L Values by Description

Description ● Net Sales ● Pre Invoice Deduction ● Post Invoice Discount



P&L Values by Description

Description ● Total COGS ● Gross Margin



segment Net Sales \$ GM \$ GM %

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

market

region

customer

All

All

All

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

segment

Net Sales \$ GM \$ GM % Net Profit Net Profit %

Notebook

Business Laptop

\$86.39M 32.04M 37.08% -0.79M -0.92%

Personal Laptop

\$38.54M 14.19M 36.83% -0.42M -1.10%

Gaming Laptop

\$33.33M 12.42M 37.27% -0.23M -0.69%

\$14.52M 5.42M 37.31% -0.14M -0.96%

Accessories

Keyboard

\$66.23M 24.56M 37.07% -0.56M -0.85%

Mouse

\$41.37M 15.31M 37.00% -0.39M -0.95%

Batteries

\$24.51M 9.12M 37.21% -0.17M -0.68%

\$0.35M 0.13M 36.35% -0.01M -1.68%

Storage

External Solid State Drives

\$27.56M 9.93M 36.05% -0.49M -1.78%

USB Flash Drives

\$25.88M 9.34M 36.10% -0.45M -1.74%

\$1.68M 0.59M 35.20% -0.04M -2.46%

Peripherals

Graphic Card

\$60.63M 22.72M 37.47% -0.29M -0.48%

\$15.98M 5.89M 36.88% -0.17M -1.06%

Processors

\$37.35M 14.08M 37.71% -0.09M -0.25%

Internal HDD

\$5.41M 2.03M 37.63% -0.02M -0.31%

MotherBoard

\$1.90M 0.71M 37.22% -0.01M -0.72%

Networking

Wi fi extender

\$26.22M 9.83M 37.51% -0.12M -0.47%

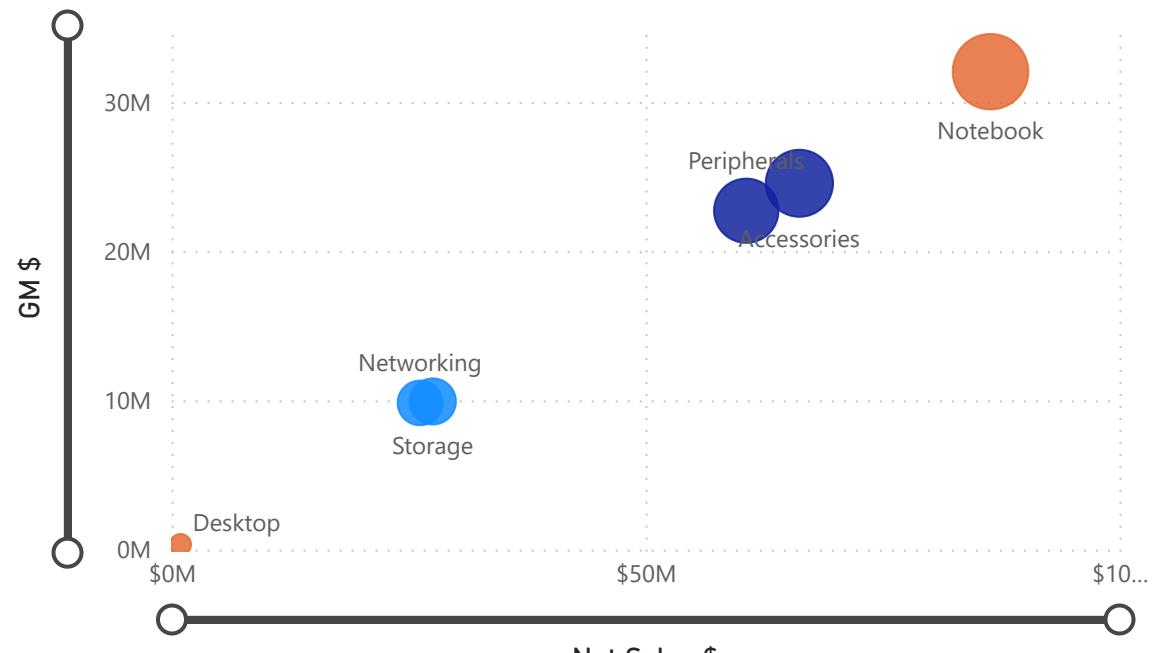
\$26.22M 9.83M 37.51% -0.12M -0.47%

Total

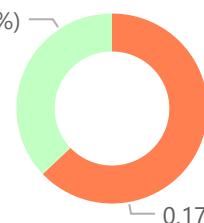
\$267.98M 99.42M 37.10% -2.29M -0.85%

Net Sales \$, GM \$, Net Sales \$ and GM % by segment and division

division N & S P & A PC

**P&L Values by Description**

Descrip... ● Total COGS ● Gross Margin

**P&L Values by Description**

● Increase ● Decrease



Gross ... Operati... Net pr...

region Net Sales \$ GM \$ GM % Net Profit Net Profit %

region	Net Sales \$	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%



region, ... ▾ customer ▾ segment, ... ▾

All All All

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG



72.99%!
LY: 86.45% (-15.57%)

Forecast Accuracy %

491.6K✓
LY: 637.48K (-22.88%)

Net Error

5743.2K!
LY: 1547.78K (+271.06%)

Abs Error

Key metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	Out of Stock
Amazon	48.43%	78.07%	-917373	-31.93%	Out of Stock
Atliq e Store	55.24%	76.51%	-544329	-28.48%	Out of Stock
BestBuy	7.31%	26.90%	-44305	-32.55%	Out of Stock
Billa	26.05%	36.08%	-2483	-5.80%	Out of Stock
Boulanger	38.12%	45.56%	-7244	-8.78%	Out of Stock
Chiptec	27.04%		-4136	-10.85%	Out of Stock
Circuit City	9.90%	26.23%	-47555	-34.82%	Out of Stock
Control	30.41%	36.19%	-20992	-11.29%	Out of Stock
Ebay	18.21%	51.05%	-231960	-55.58%	Out of Stock
Euronics	42.25%	57.34%	-3198	-3.48%	Out of Stock
Flawless Stores	38.59%	47.26%	-2163	-4.35%	Out of Stock
Flipkart	11.82%	50.68%	-330236	-59.99%	Out of Stock
Fnac-Darty	36.34%	51.50%	-7236	-8.27%	Out of Stock
Info Stores	35.71%	44.65%	-1700	-3.66%	Out of Stock
Notebillig	20.13%	34.59%	-3443	-8.21%	Out of Stock
Otto	28.26%	40.22%	-4094	-9.97%	Out of Stock
Path	9.55%	29.61%	-63699	-40.42%	Out of Stock
Power	40.19%	55.02%	-352	-0.48%	Out of Stock
Radio Shack	7.10%	28.64%	-44918	-34.68%	Out of Stock
Saturn	25.11%	41.12%	-3046	-7.64%	Out of Stock
Taobao	-4.05%	4.43%	-50872	-67.95%	Out of Stock
Total	72.99%	86.45%	491599	2.31%	Excess Inventory

Forecast Accuracy/Net Error Trend

Net Error, Forecast Accuracy % and Forecast Accuracy % LY by Month

Net Error Forecast Accuracy % Forecast Accuracy % LY



Top/Bottom Products and Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net error %
Accessories	71.42%		90.20%	-167818	Out of Stock -1.40%
Peripherals	75.18%		85.06%	193476	Excess Inventory 7.43%
Notebook	76.65%		83.02%	146640	Excess Inventory 22.59%
Networking	52.50%		81.50%	-379134	Out of Stock -28.90%
Storage	81.01%		80.25%	698487	Excess Inventory 14.86%
Desktop	70.07%			-52	Out of Stock -2.00%
Total	72.99%	86.45%	491599	Excess Inventory	2.31%