# Business Insights 360

## Info

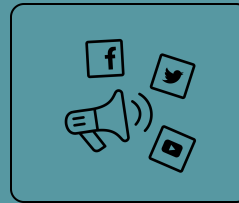Download **user manual** and get to know the key information of this tool.

## Finance View

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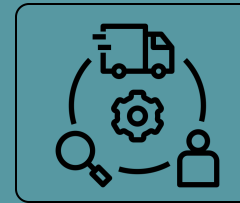
## Sales View

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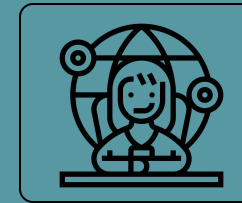
## Marketing View

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.

## Filters

| region, market | customer | segment, catego... |
|---|---|---|
| All ▾ | All ▾ | All ▾ |

| 2019 | 2020 | 2021 | **2022EST** | | Q1 | Q2 | Q3 | Q4 | | YTD | YTG |
|---|---|---|---|---|---|---|---|---|---|---|---|

| $3.74bn ! | 38.08% ! | -13.98% ✓ |
|---|---|---|
| BM: 3.81bn (-1.86%) | BM: 38.34% (-0.66%) | BM: -0.14 (+1.47%) |
| **Net Sales** | **GM%** | **Net Profit %** |

## Profit & Loss Statement

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

BM - Bench Mark    GM - Gross Margin    YOY- Year Over Year    COGS - Cost Of Goods Sold    LY -Last Year

## Pre Invoice Deduction Performance over Time

| vs LY | vs Target |
|---|---|

● P&L values   ● P&L BM
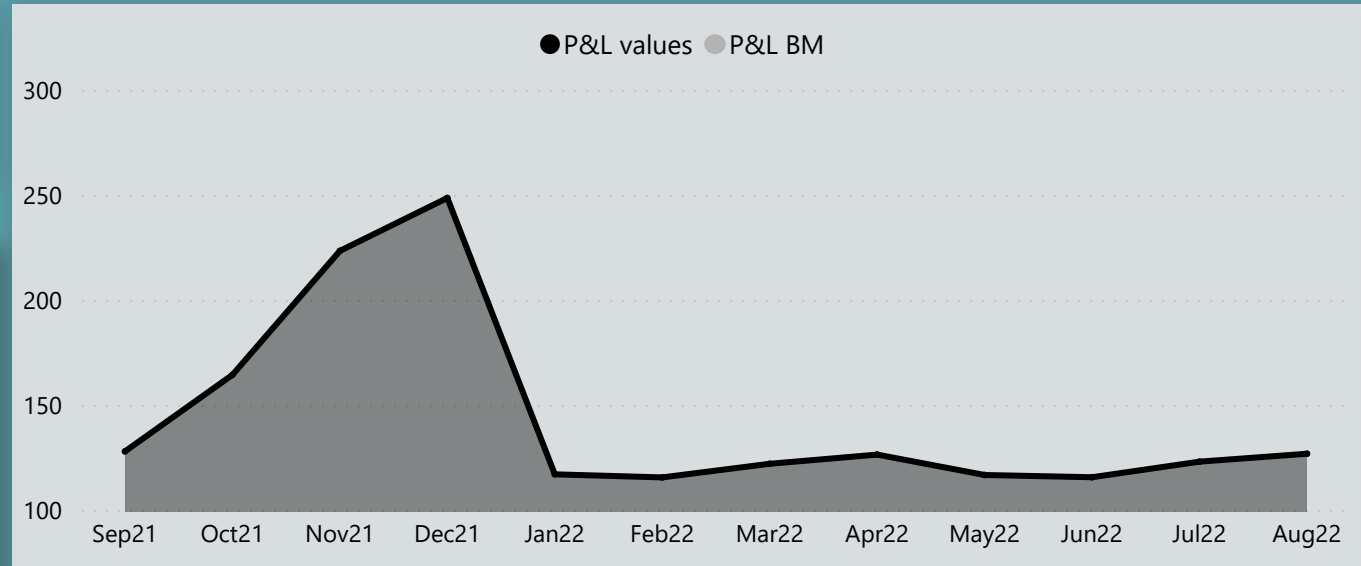


## Top / Bottom Products & Cusomers by Pre Invoice Deduction

| Region | P&L values | YOY Chg% |
|---|---|---|
| ⊞ APAC | 938.49 | 335.29 |
| ⊞ EU | 385.33 | 312.24 |
| ⊞ LATAM | 7.78 | 377.99 |
| ⊞ NA | 395.42 | 383.37 |
| **Total** | **1727.01** | **340.00** |

| segment | P&L values | YOY Chg% |
|---|---|---|
| ⊞ Notebook | 729.94 | 475.18 |
| ⊞ Peripherals | 415.41 | 423.54 |
| ⊞ Desktop | 328.98 | 1,390.13 |
| ⊞ Accessories | 209.72 | 79.81 |
| ⊞ Storage | 25.18 | -3.07 |
| ⊞ Networking | 17.77 | -17.56 |
| **Total** | **1727.01** | **340.00** |

## Performance of Customers

| customer | NS $ | GM $ | GM % |
|---|---|---|---|
| Zone | $29.35M | $12M | 39.44% |
| walmart | $72.41M | $33M | 45.66% |
| Viveks | $46.39M | $15M | 31.65% |
| Vijay Sales | $55.13M | $21M | 37.96% |
| Unity Stores | $6.29M | $2M | 33.91% |
| UniEuro | $36.37M | $11M | 31.33% |
| Taobao | $22.66M | $10M | 44.00% |
| Synthetic | $52.24M | $15M | 28.25% |
| Surface Stores | $11.01M | $3M | 29.49% |
| Staples | $64.20M | $25M | 38.92% |
| Sound | $27.63M | $11M | 38.94% |
| Sorefoz | $17.40M | $5M | 30.48% |
| **Total** | **$3,736.17M** | **$1,423M** | **38.08%** |

## Performance Matrix

region  ● APAC  ● EU  ● LATAM  ● NA

Bubble chart — GM % (y-axis, 30% to 50%) vs NS $ (x-axis, $0.0bn to $1.0bn):
Australia, Poland, Spain, China, Canada, Japan, Newzealand, Chile, Italy, Norway, France, Austria, United Kingdom, South Korea, Portugal, Germany, Philipines, USA, India
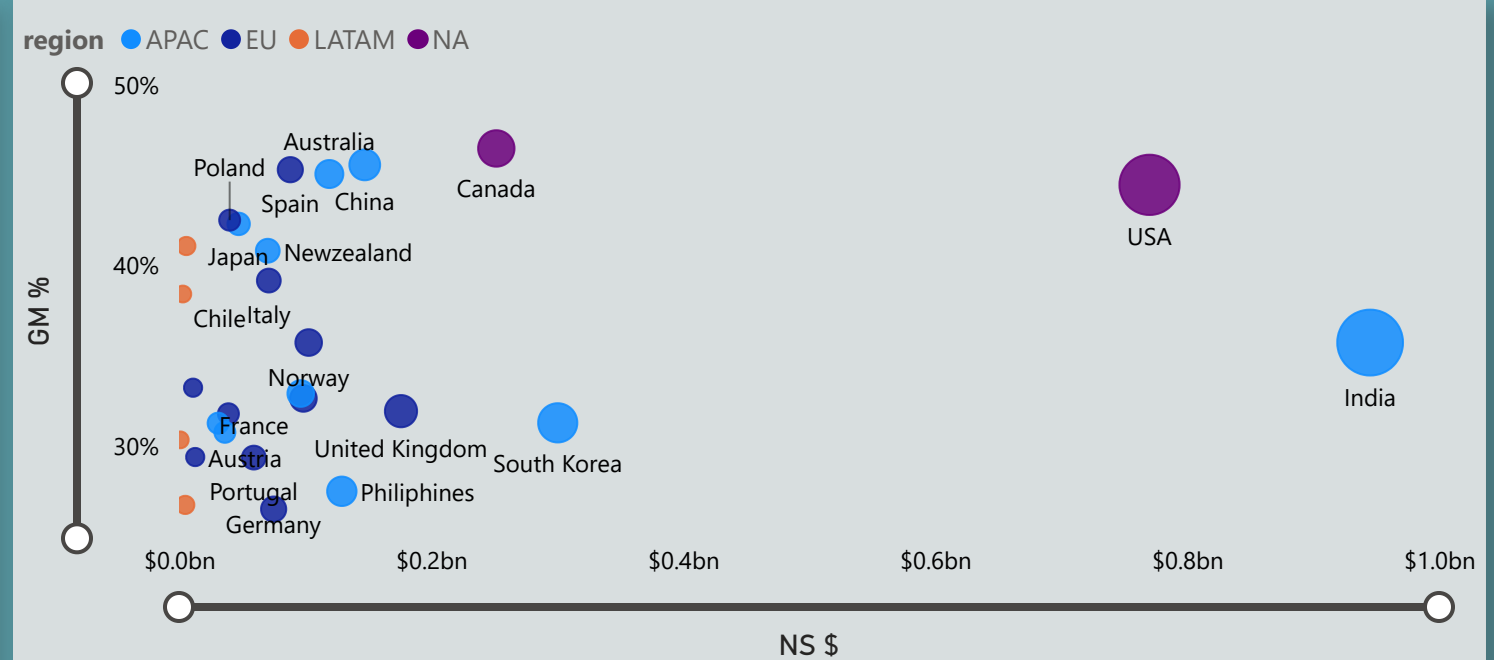
## Performance Metrics of Products

| segment | NS $ | GM $ | GM % |
|---|---|---|---|
| Accessories | $454.10M | $173M | 38.01% |
| Peripherals | $897.54M | $341M | 38.02% |
| Notebook | $1,580.43M | $601M | 38.03% |
| Desktop | $711.08M | $272M | 38.31% |
| Storage | $54.59M | $21M | 38.33% |
| Networking | $38.43M | $15M | 38.45% |
| **Total** | **$3,736.17M** | **$1,423M** | **38.08%** |

BM - Bench Mark    GM - Gross Margin    YOY- Year Over Year

## Unit Economics

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

1727.01 (23.43%)
1906.95 (25.87%)
3736.17 (50.69%)

● Total COGS  ● Gross Margin

1422.88 (38.08%)
2313.29 (61.92%)

COGS - Cost Of Goods Sold    NS - Net Sales

## Performance of Customers

| segment | NS $ | GM $ | GM % | Net Profit $ | Net Profit% ▾ |
|---|---|---|---|---|---|
| ⊞ Networking | $38.43M | $15M | 38.45% | ($5.27M) | -13.72% |
| ⊞ Desktop | $711.08M | $272M | 38.31% | ($97.79M) | -13.75% |
| ⊞ Storage | $54.59M | $21M | 38.33% | ($7.51M) | -13.76% |
| ⊞ Peripherals | $897.54M | $341M | 38.02% | ($125.91M) | -14.03% |
| ⊞ Accessories | $454.10M | $173M | 38.01% | ($63.78M) | -14.05% |
| ⊞ Notebook | $1,580.43M | $601M | 38.03% | ($222.16M) | -14.06% |
| **Total** | **$3,736.17M** | **$1,423M** | **38.08%** | **($522.42M)** | **-13.98%** |

## Performance Matrix

division ● N & S ● P & A ● PC
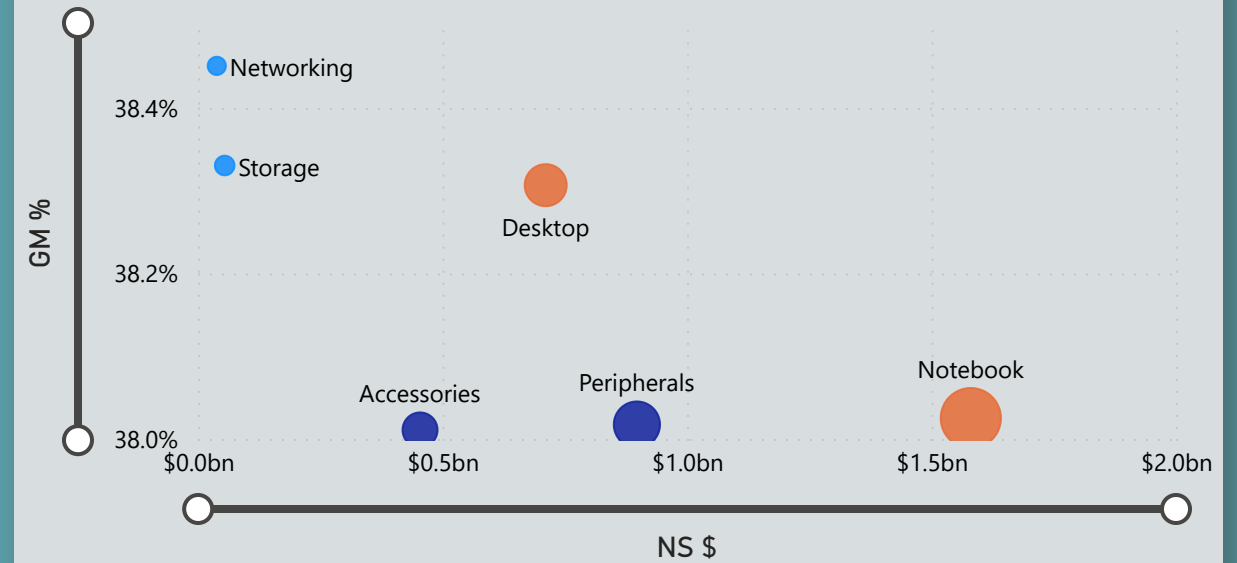


## Performance Metrics of Products

| region | NS $ | GM $ | GM % | Net Profit $ | Net Profit% ▾ |
|---|---|---|---|---|---|
| ⊞ LATAM | $14.82M | $5M | 35.02% | ($0.44M) | -2.95% |
| ⊞ EU | $775.48M | $268M | 34.53% | ($95.52M) | -12.32% |
| ⊞ NA | $1,022.09M | $460M | 44.97% | ($145.31M) | -14.22% |
| ⊞ APAC | $1,923.77M | $690M | 35.88% | ($281.16M) | -14.62% |
| **Total** | **$3,736.17M** | **$1,423M** | **38.08%** | **($522.42M)** | **-13.98%** |

## Unit Economics

● Total COGS ● Gross Margin

1422.88 (38.08%)

2313.... (61....)

● Increase ● Decrease

1423 | -1945 | -522

Gross Margin | Opera... Expense | Net Profit
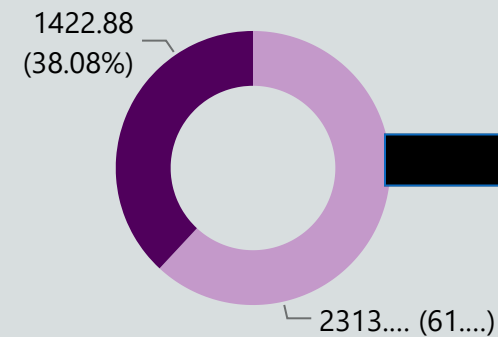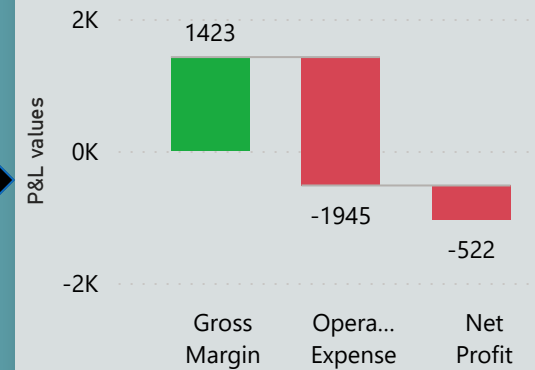
GM  - Gross Margin     COGS - Cost Of Goods Sold     NS - Net Sales

| **81.17%** ✓ | **-3472.69K** ✓ | **6899.04K** ✓ |
|---|---|---|
| LY: 80.21% (+1.2%) | LY: -751.71K (-361.97%) | LY: 9780.74K (-29.46%) |
| **Forecast Accuracy** | **Net Error** | **ABS Error** |

## Accuracy & Net Error Trend



● Net Error  ● Forecast Accuracy  ● Forecast Accuracy% LY

## Profit & Loss Statement

| customer | Net Error ▾ | Net Error% | Forecast Accuracy% | Forecast Accuracy % LY | Risk |
|---|---|---|---|---|---|
| Leader | 166751 | 10.98% | 48.72% | 24.45% | Excess Inventory |
| Sage | 154291 | 10.06% | 50.72% | 33.58% | Excess Inventory |
| Costco | 101913 | 15.79% | 51.95% | 49.42% | Excess Inventory |
| Path | 91486 | 14.91% | 50.57% | 45.53% | Excess Inventory |
| Circuit City | 85248 | 16.55% | 46.17% | 35.02% | Excess Inventory |
| walmart | 84334 | 12.08% | 54.78% | 50.12% | Excess Inventory |
| Acclaimed Stores | 83037 | 10.74% | 57.74% | 50.69% | Excess Inventory |
| BestBuy | 81179 | 16.72% | 46.60% | 35.31% | Excess Inventory |
| Staples | 79821 | 11.51% | 54.45% | 49.38% | Excess Inventory |
| Radio Shack | 69253 | 16.48% | 45.64% | 38.46% | Excess Inventory |
| Control | 64731 | 13.01% | 52.06% | 47.42% | Excess Inventory |
| Currys (Dixons Carphone) | 8104 | 6.00% | 54.29% | 35.92% | Excess Inventory |
| Logic Stores | 6430 | 2.37% | 52.49% | 51.44% | Excess Inventory |
| Billa | 3704 | 3.91% | 42.63% | 18.29% | Excess Inventory |
| Nomad Stores | 3394 | 1.34% | 53.44% | 50.59% | Excess Inventory |
| **Total** | **-3472690** | **-9.48%** | **81.17%** | **80.21%** | **Out of Stock** |
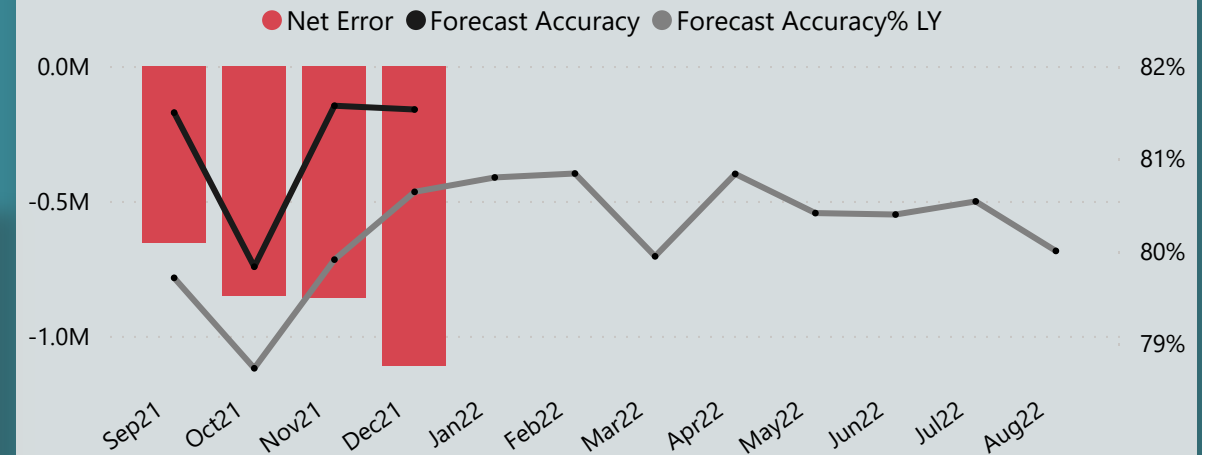
## Key Metrics for Products

| segment ▾ | Net Error | Net Error% | Forecast Accuracy% | Forecast Accuracy % LY | Risk |
|---|---|---|---|---|---|
| ⊞ Storage | -628266 | -25.61% | 🔴 71.50% | 83.54% | Out of Stock |
| ⊞ Peripherals | -3204280 | -31.83% | 🔴 68.17% | 83.23% | Out of Stock |
| ⊞ Notebook | -47221 | -1.69% | 🟢 87.24% | 79.99% | Out of Stock |
| ⊞ Networking | -12967 | -1.69% | 🟢 93.06% | 90.40% | Out of Stock |
| ⊞ Desktop | 78576 | 10.24% | 🟢 87.53% | 84.37% | Excess Inventory |
| ⊞ Accessories | 341468 | 1.72% | 🟢 87.42% | 77.66% | Excess Inventory |
| **Total** | **-3472690** | **-9.48%** | **81.17%** | **80.21%** | **Out of Stock** |