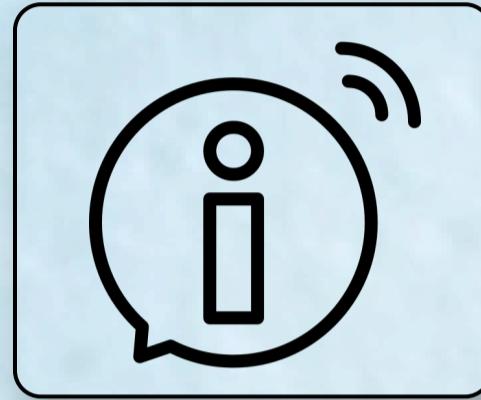


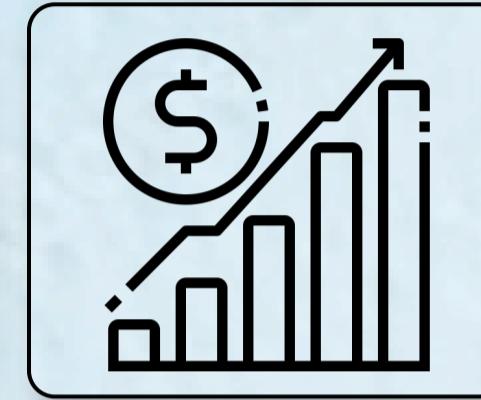


Business Insights 360



Info

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



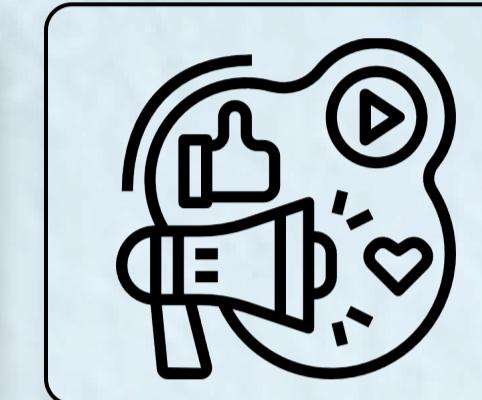
Finance View

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



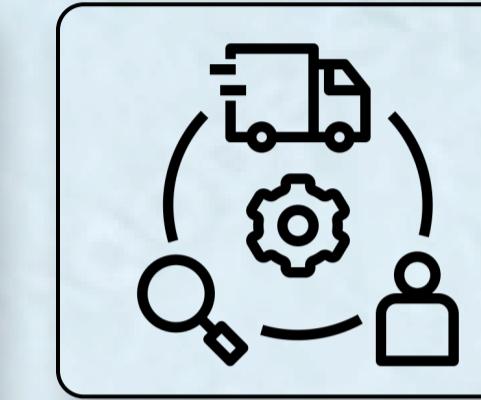
Sales View

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



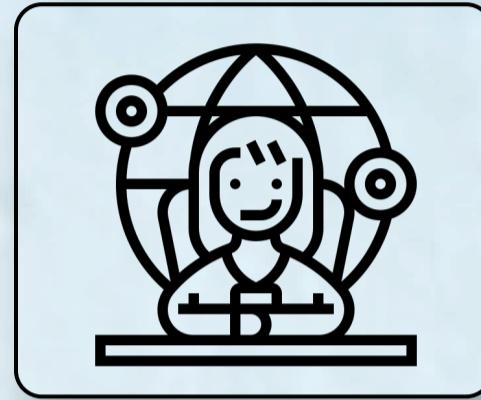
Marketing View

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, categ...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn!
BM: 3.81bn (-1.86%)

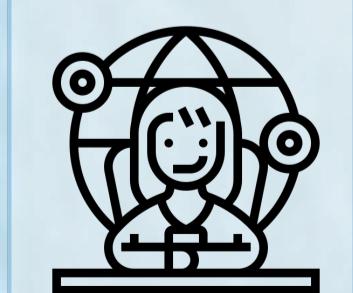
Net Sales

38.08%
BM: 38.34% (-0.66%)

GM %

-13.98%
BM: -14.19% (+1.47%)

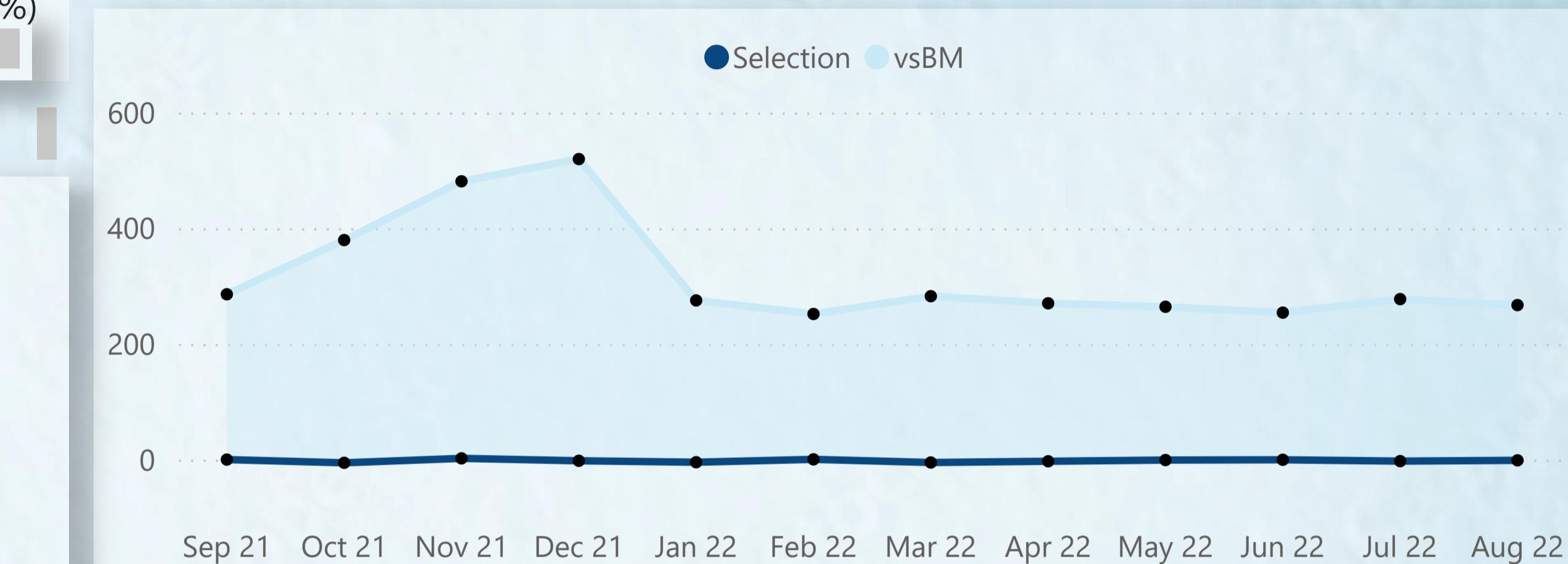
Net Profit %



Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YOY chg %
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
Total	3,736.1	-1.86

segment	P & L Values	P & L YOY chg %
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
Total	3,736.1	-1.86

BM = Bench Mark, LY = Last Year

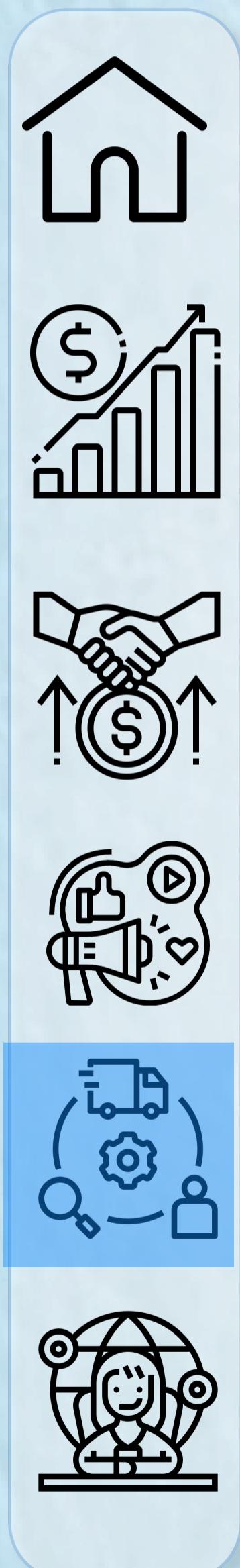
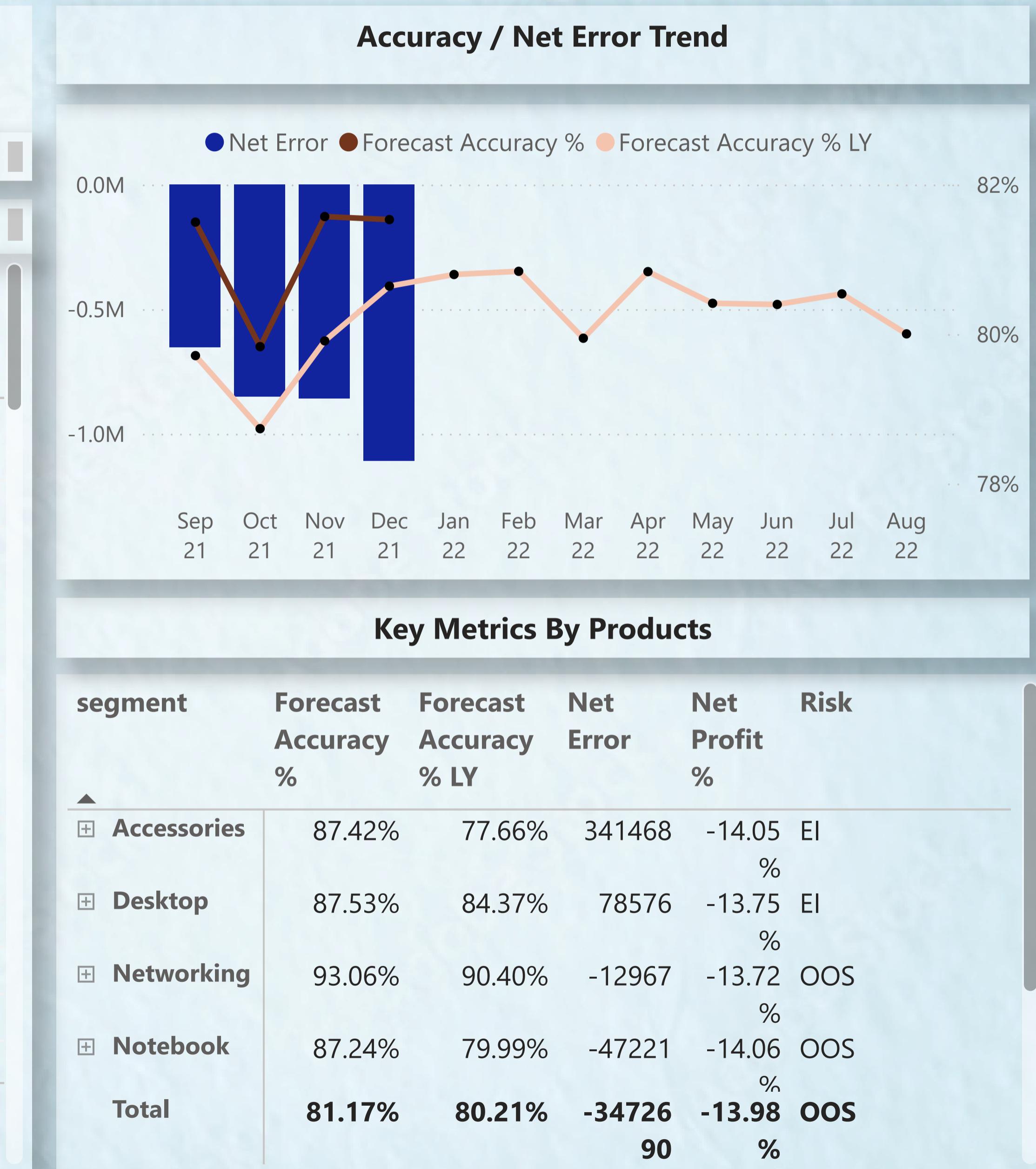


region, market	customer	segment, categ...
All	All	All
All	All	All

2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All	All	All	All	All	All	All	All	All

Key Metrics Summary

Forecast Accuracy		Net Error		ABS Error	
81.17% ✓	LY: 80.21% (+1.2%)	-3472.69K ✓	LY: -751.71K (-361.97%)	6899.04K ✓	LY: 9780.74K (-29.46%)
Forecast Accuracy		Net Error		ABS Error	
Key Metrics By Customer					
customer	Forecast Qty	Sales Qty	Forecast Accuracy %	Forecast Accuracy % LY	Net Error
Acclaimed Stores	773406	690369	57.74%	50.69%	83037 EI
All-Out	46182	46332	43.96%	29.09%	-150 OOS
Amazon	5038748	5503442	73.79%	74.54%	-464694 OOS
Argos (Sainsbury's)	130914	153954	54.78%	56.08%	-23040 OOS
Atlas Stores	181346	185528	49.53%	48.16%	-4182 OOS
Atliq e Store	3056889	3351757	74.22%	74.59%	-294868 OOS
AtliQ Exclusive	3016228	3375470	70.35%	71.69%	-359242 OOS
BestBuy	485484	404305	46.60%	35.31%	81179 EI
Billa	94724	91020	42.63%	18.29%	3704 EI
Boulanger	241427	290229	52.69%	58.77%	-48802 OOS
Chip 7	243645	328938	34.56%	53.44%	-85293 OOS
Total	366422	401149	81.17%	80.21%	-34726 OOS
	56	46			90





region, market

customer

segment, categ...

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

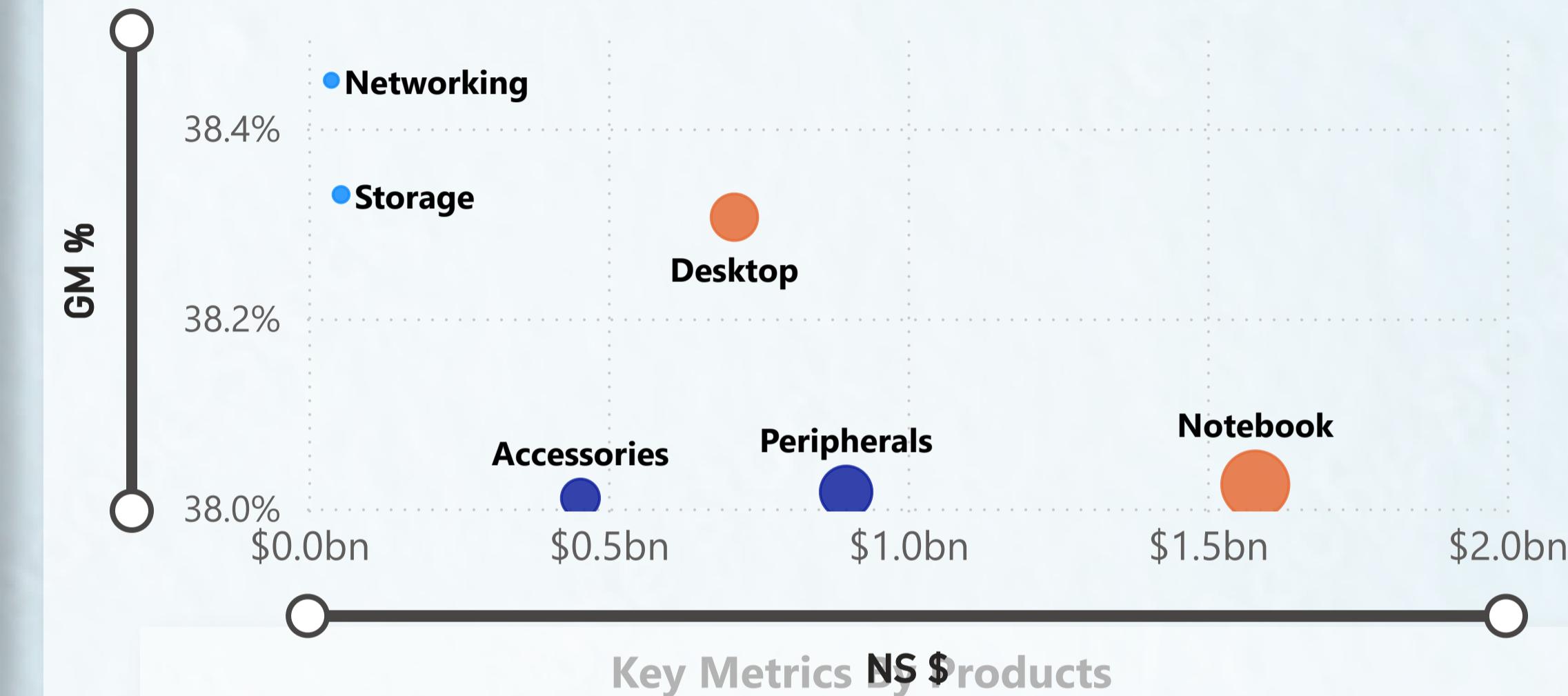
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
+ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show NP %

Performance Metrix

GM % Visual

division N & S P & A PC

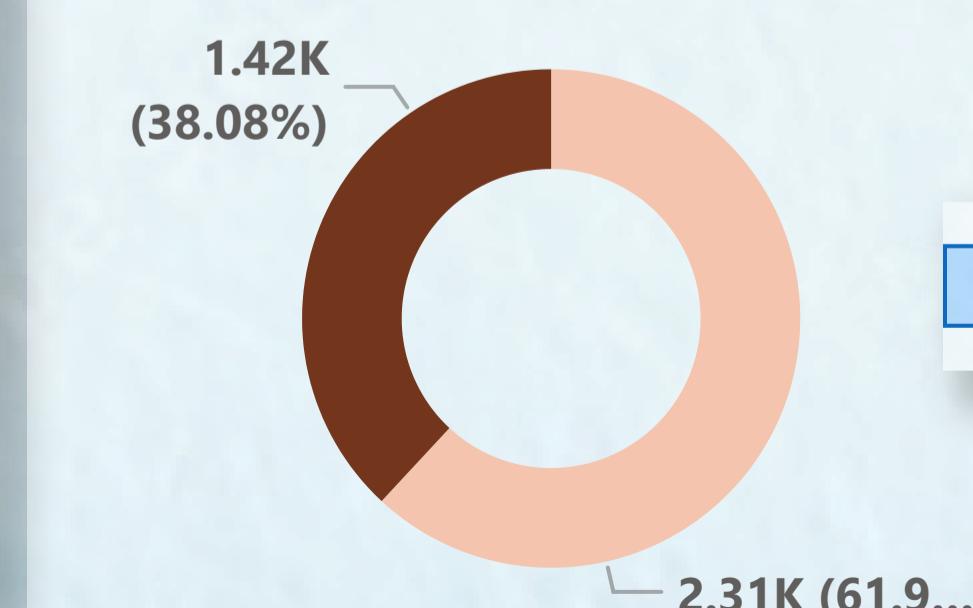


Region / Market / Customer Performance

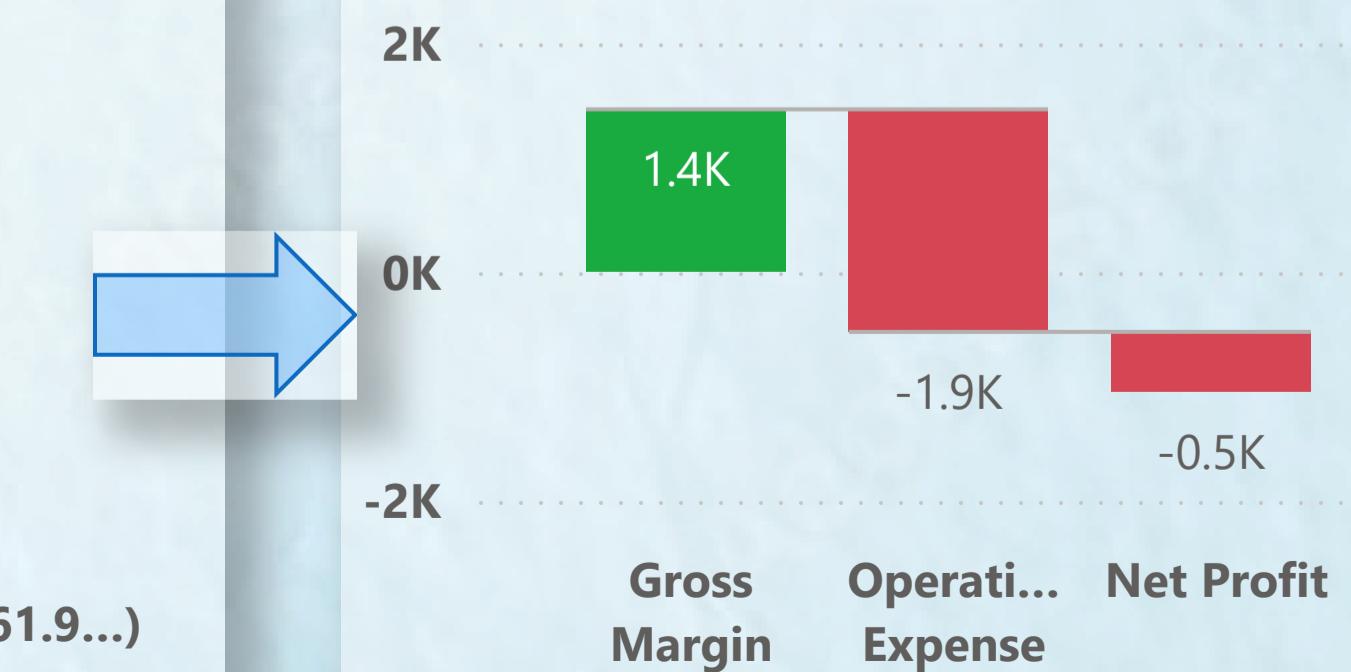
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
+ EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
+ NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
+ APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

Total COGS Gross Margin



Increase Decrease





region, market

customer

segment, categ...

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

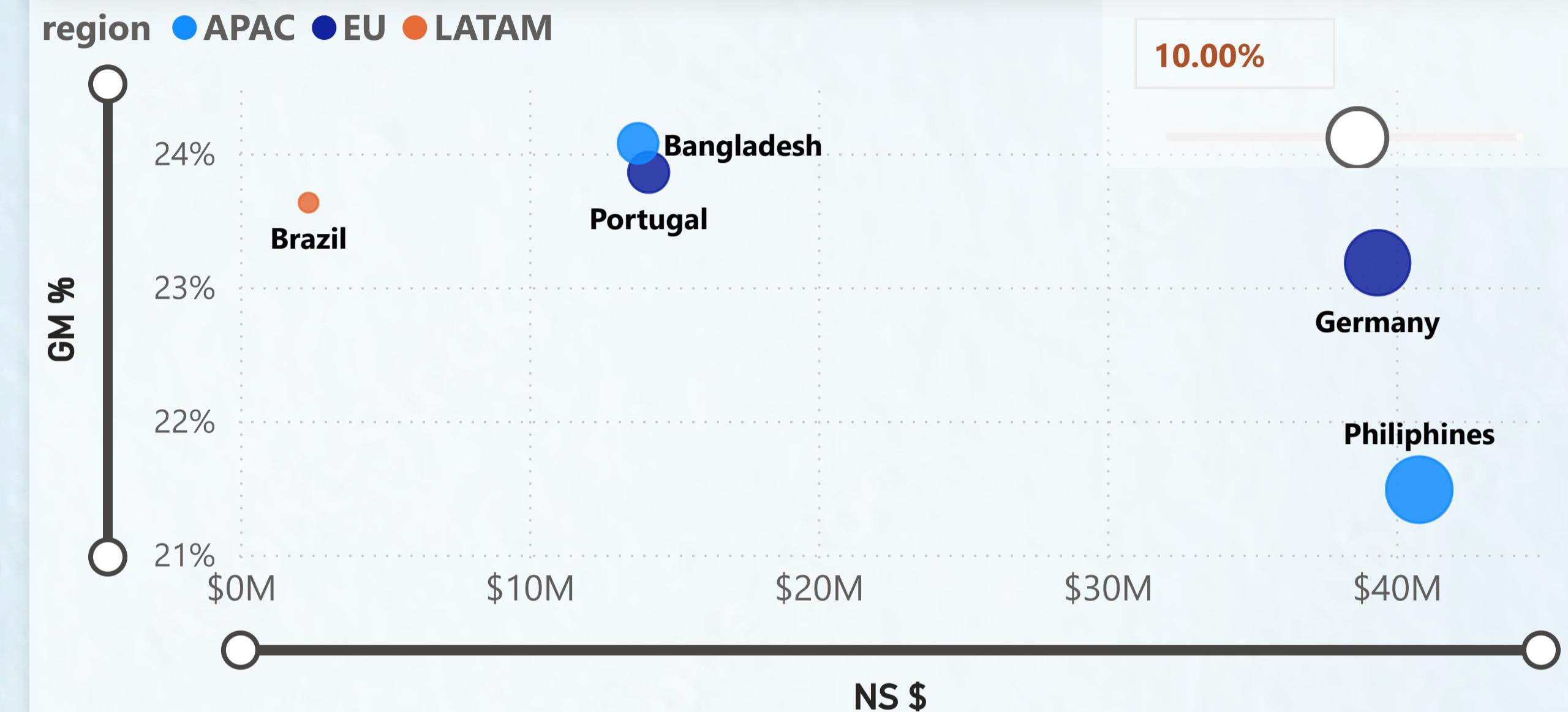
vs Target

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
Total	\$3,736.1M	1,422.88M	38.08%
	7M		

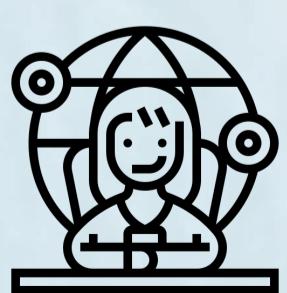
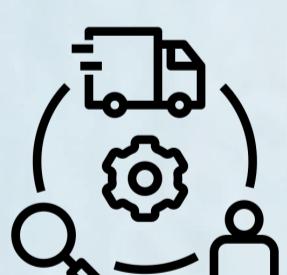


Performance Metrix



Product Performance

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



Unit Economics

