



Business Insights 360

An integrated view of enterprise performance across key business functions

Select a view above to explore business performance insights.



Info

Dashboard overview, data definitions & usage guidelines



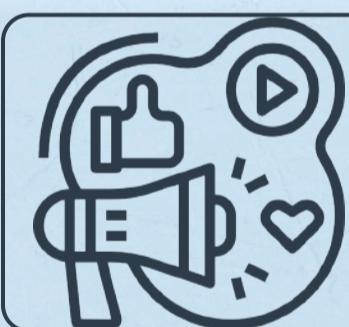
Finance View

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**



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.



region, market

All

customer

All

segment, category, pro...

All

2019

2020

2021

2022
EstSelect
all

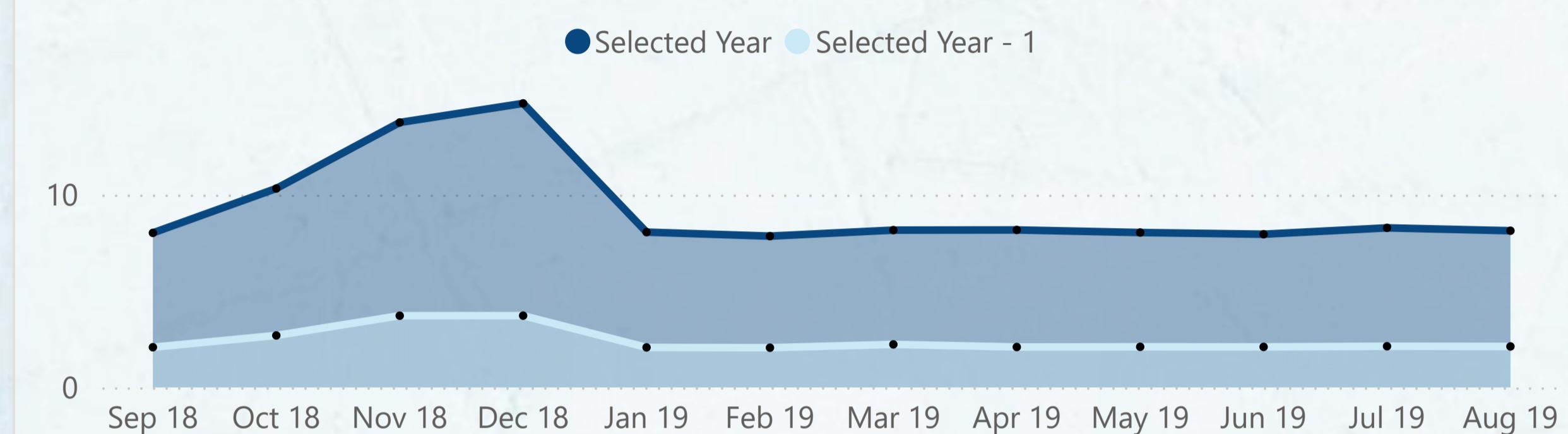
Q1

Q2

Select
all

YTD

Net Sales Performance Over Time



Profit and Loss Statement

Line Item	2019	LY	YoY Chg	YoY Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88
Operational Expense	-43.43	-12.17	-31.26	256.76
Net Profit	2.46	-1.28	3.74	-292.73
Net Profit %	2.21	-4.38	6.59	-150.38

Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
			Accessories	28.04	213.09
APAC	71.33	245.08	Desktop		0.00
EU	17.22	881.12	Networking	17.36	436.97
LATAM	0.83	320.47	Notebook	32.40	336.01
NA	22.01	239.00	Peripherals	19.73	159.47
Total	111.37	282.57	Storage	13.84	633.77
			Total	111.37	282.57



region, market

All

segment, categ...

All

customer

All

2019

2020

2021

2022
EstSelect
all

Q1

Q2

Select
all

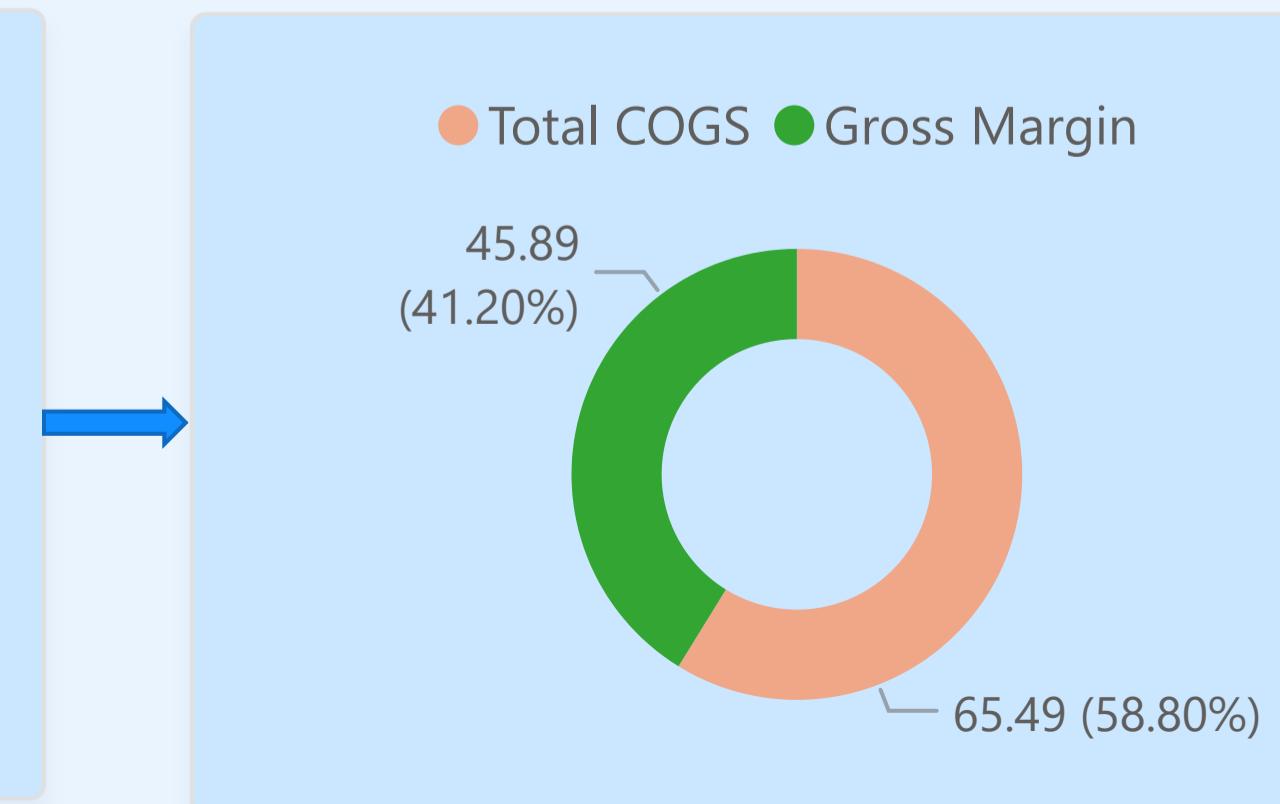
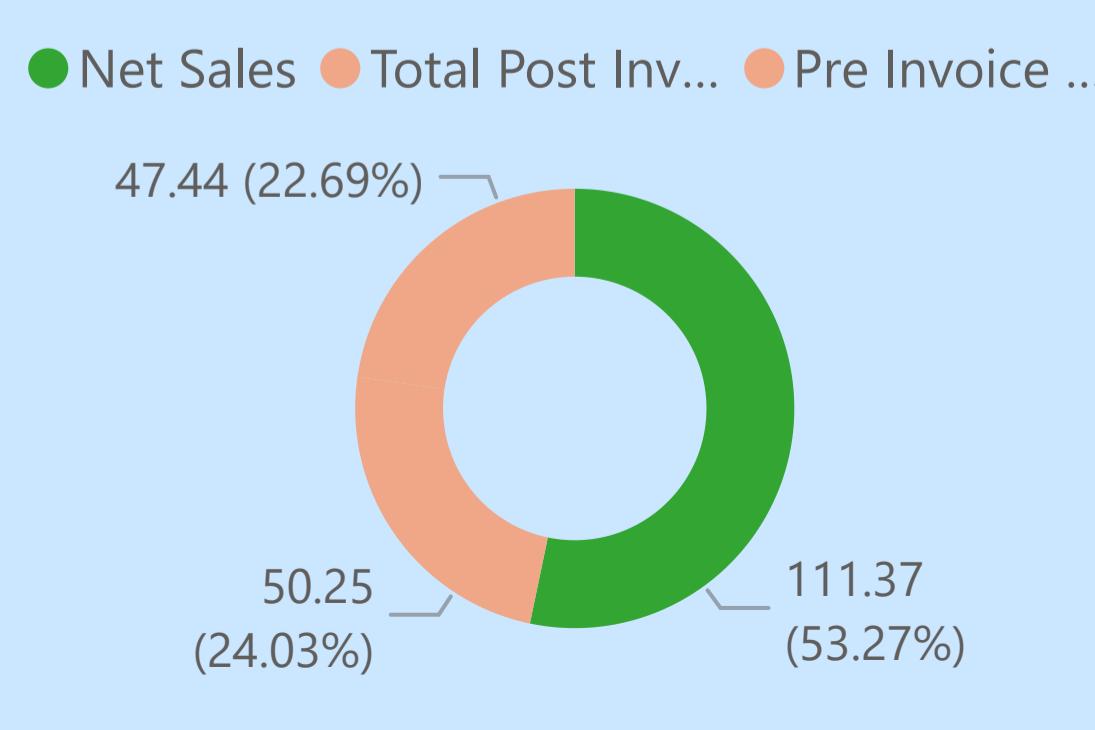
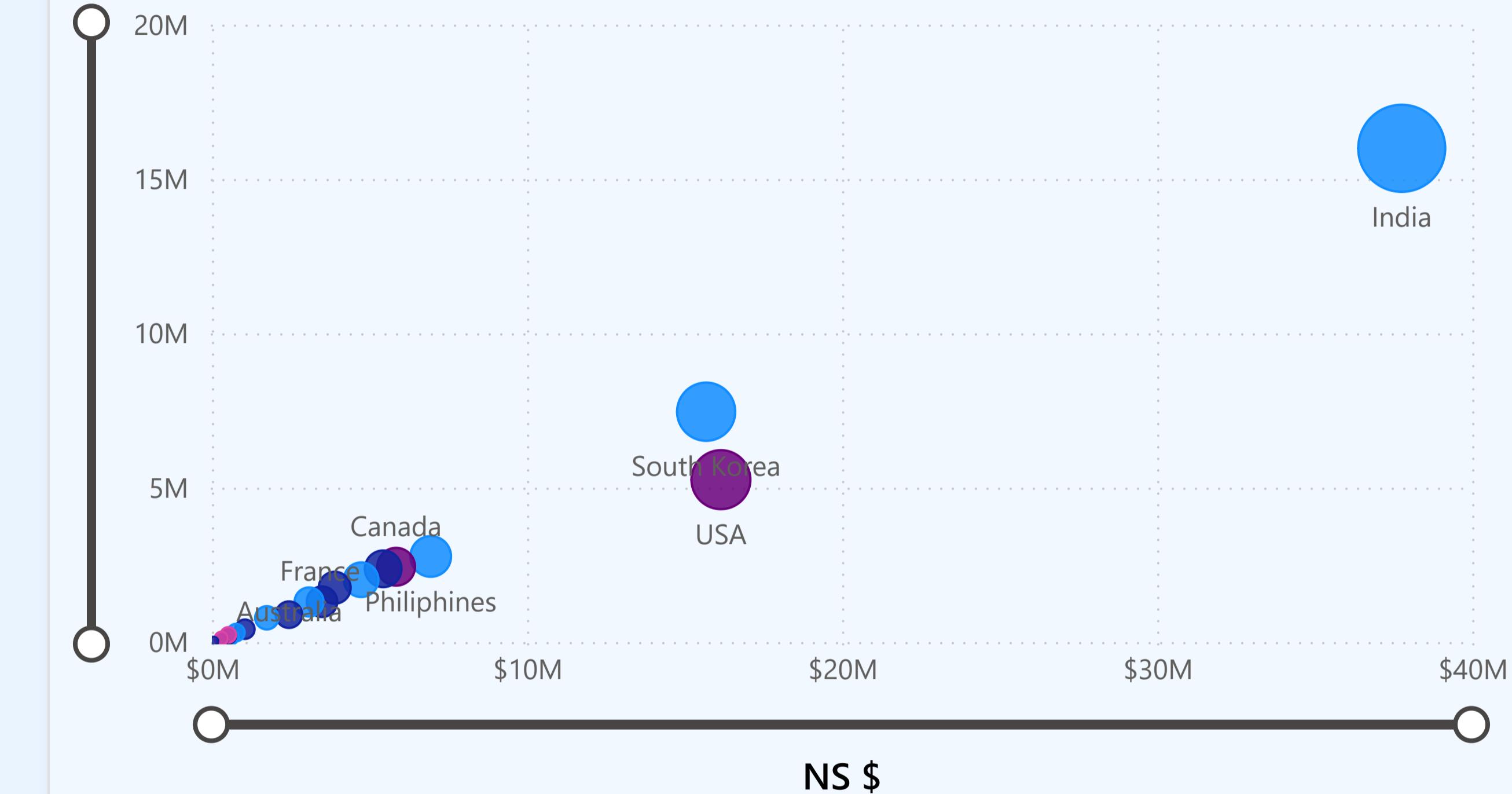
YTD

>

customer	NS \$	GM \$	GM %
Amazon	\$15.3M	6.4M	41.57%
AltiQ Exclusive	\$9.9M	5.0M	50.58%
Atliq e Store	\$9.1M	3.7M	40.99%
Sage	\$5.9M	2.6M	43.70%
Leader	\$5.8M	2.8M	48.13%
Flipkart	\$3.6M	1.2M	34.84%
Ebay	\$3.2M	1.4M	42.58%
Electricalsociety	\$2.9M	1.3M	44.33%
Synthetic	\$2.3M	0.9M	40.68%
Novus	\$2.3M	0.9M	37.45%
Electricalslytical	\$2.2M	0.9M	41.39%
Vijay Sales	\$2.1M	0.9M	42.79%
Croma	\$2.1M	0.9M	45.54%
Expression	\$2.0M	0.8M	39.95%
Reliance Digital	\$2.0M	0.9M	42.97%
Propel	\$2.0M	0.8M	41.22%
Viveks	\$1.9M	0.8M	40.01%
Girias	\$1.9M	0.7M	37.11%
Total	\$111.4M	45.9M	41.20%

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

● APAC ● EU ● LATAM ● NA



segment	NS \$	GM \$	GM %
Networking	\$17.4M	7.0M	40.08%
Storage	\$13.8M	5.7M	41.04%
Notebook	\$32.4M	13.4M	41.29%
Accessories	\$28.0M	11.6M	41.31%
Peripherals	\$19.7M	8.3M	42.01%
Total	\$111.4M	45.9M	41.20%



region

All

market

All

customer

All

2019

2020

2021

2022
EstSelect
all

Q1

Q2

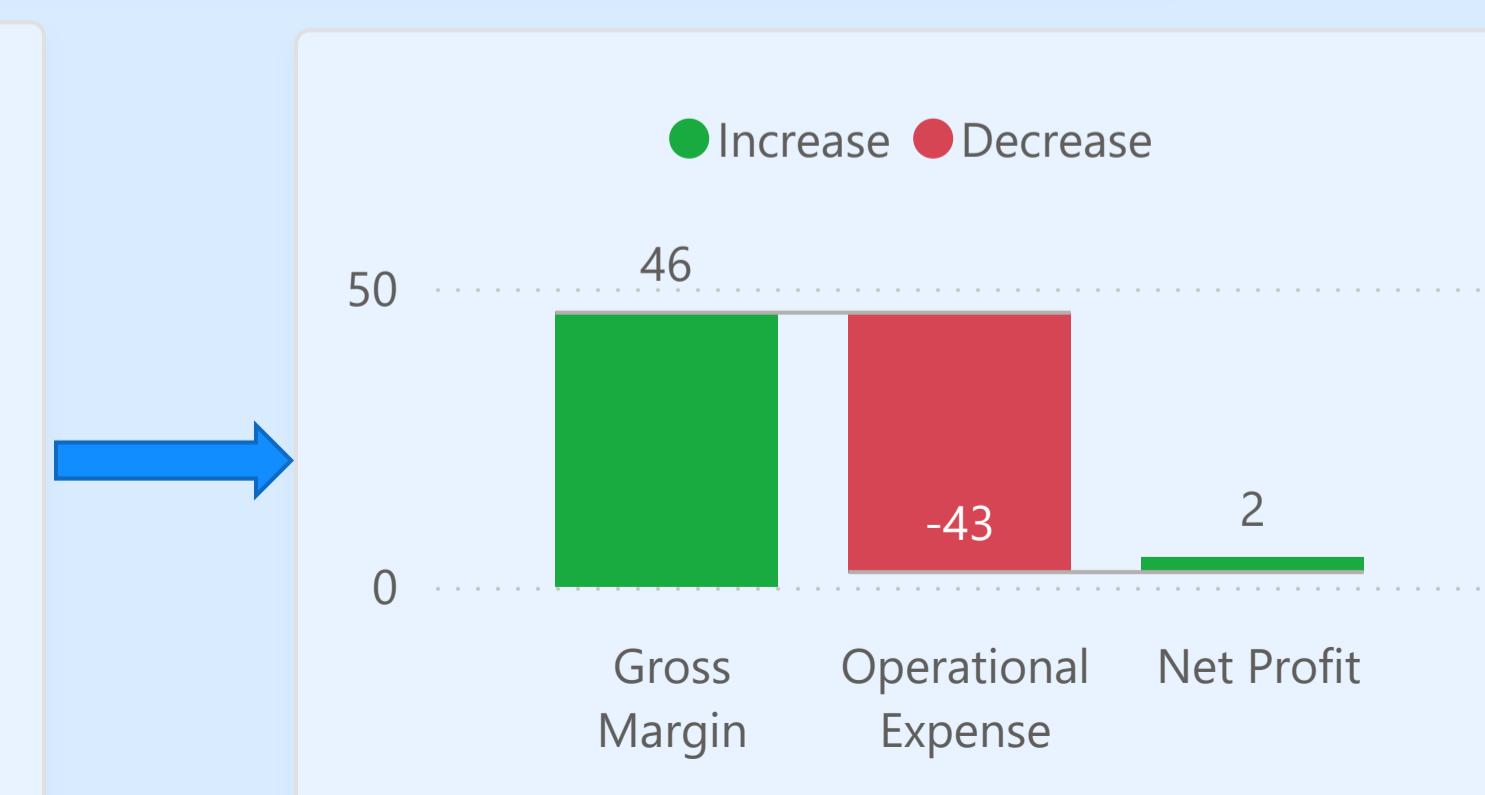
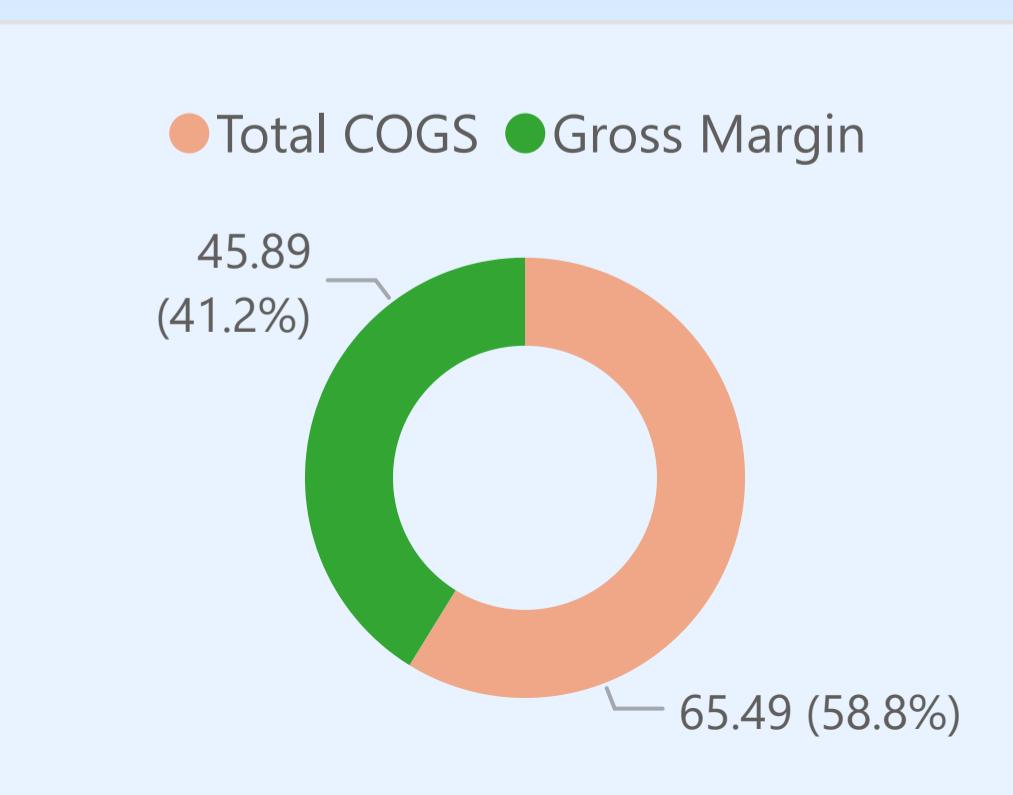
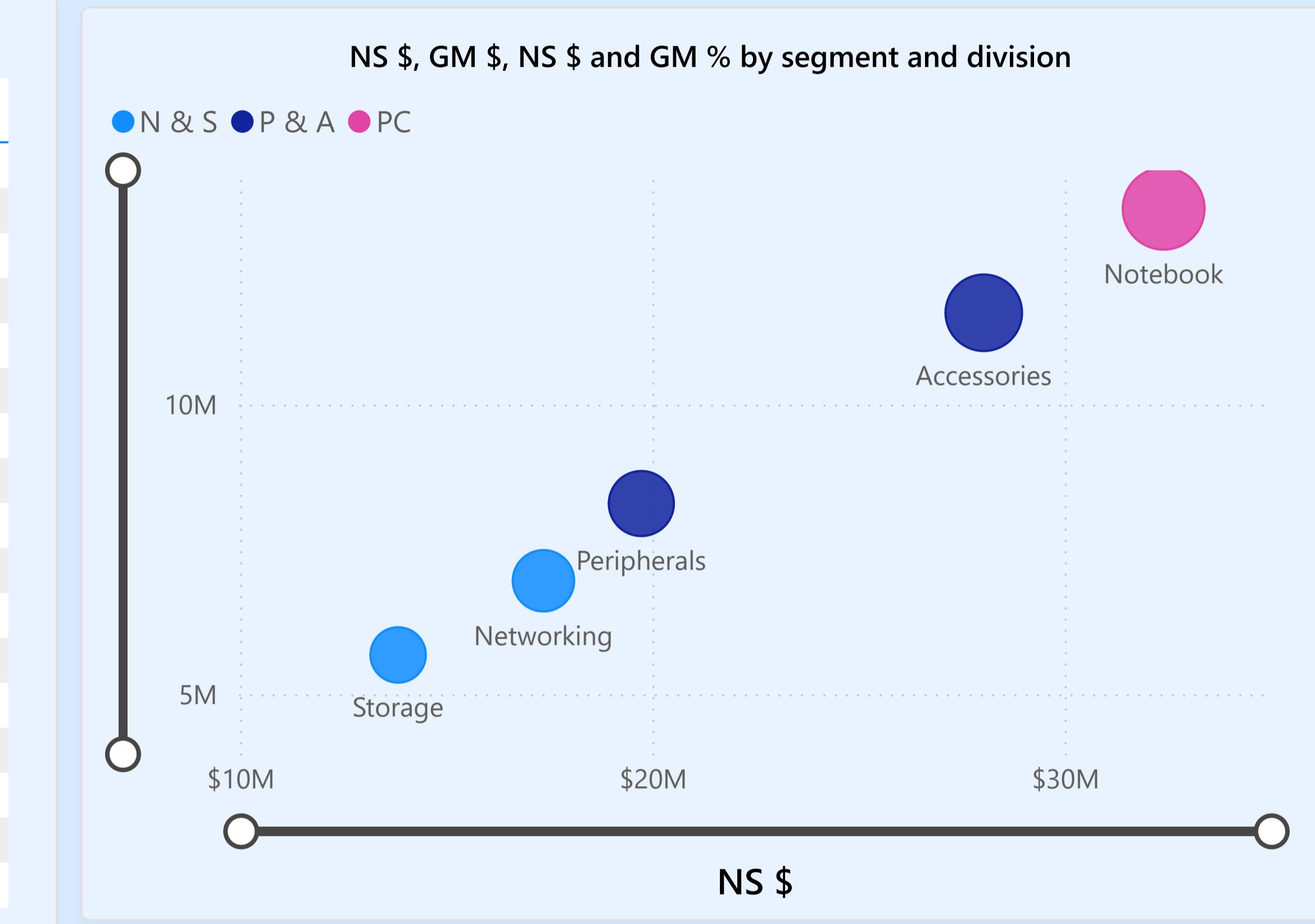
Select
all

YTD

>

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$28.0M	11.6M	41.31%	0.66M	2.34%
Keyboard	\$17.5M	7.2M	41.39%	0.42M	2.42%
Mouse	\$10.6M	4.4M	41.17%	0.23M	2.22%
Networking	\$17.4M	7.0M	40.08%	0.18M	1.02%
Wi fi extender	\$17.4M	7.0M	40.08%	0.18M	1.02%
Notebook	\$32.4M	13.4M	41.29%	0.74M	2.28%
Business Laptop	\$11.4M	4.8M	41.62%	0.29M	2.52%
Gaming Laptop	\$8.4M	3.4M	41.25%	0.20M	2.35%
Personal Laptop	\$12.6M	5.2M	41.00%	0.25M	2.02%
Peripherals	\$19.7M	8.3M	42.01%	0.60M	3.02%
Graphic Card	\$5.7M	2.3M	41.37%	0.13M	2.38%
Internal HDD	\$2.5M	1.0M	41.73%	0.07M	2.67%
MotherBoard	\$0.4M	0.1M	41.25%	0.01M	2.26%
Processors	\$11.2M	4.8M	42.42%	0.39M	3.45%
Storage	\$13.8M	5.7M	41.04%	0.29M	2.09%
External Solid State Drives	\$13.8M	5.7M	41.04%	0.29M	2.09%
Total	\$111.4M	45.9M	41.20%	2.46M	2.21%



Region Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$71.3M	30.8M	43.17%	4.35M	6.10%
EU	\$17.2M	7.1M	40.97%	0.04M	0.23%
LATAM	\$0.8M	0.3M	42.32%	0.06M	7.53%
NA	\$22.0M	7.7M	34.97%	-1.99M	-9.05%
Total	\$111.4M	45.9M	41.20%	2.46M	2.21%



region, market

All

customer

All

segment, category, pro...

All

2019

2020

2021

2022
EstSelect
all

Q1

Q2

Select
all

>

Select
all

>

YTD

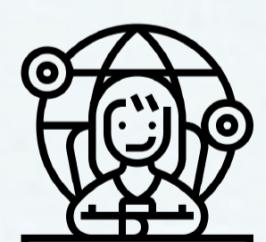
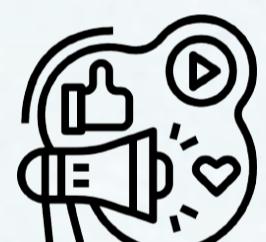
86.45%✓

LY: 80.31% (+7.65%)
Forecast Accuracy

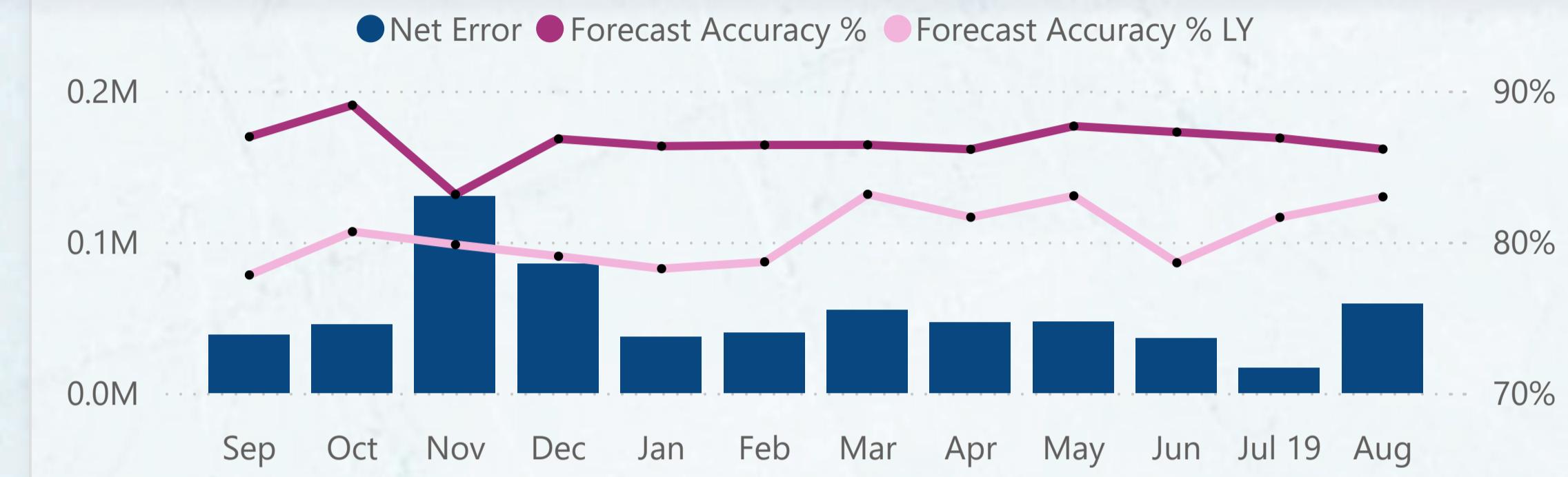
637.5K✓

LY: 677.9K (-5.96%)
Net Error

1547.8K!

LY: 813.7K (+90.21%)
Net Profit %**Key Metrics By Customer**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
AltiQ Exclusive	74.90%	66.16%	47252	5.6%	Excess Inventory
Amazon	78.07%	69.56%	48677	3.2%	Excess Inventory
Argos (Sainsbury's)	56.06%	55.33%	3879	8.4%	Excess Inventory
Atliq e Store	76.51%	68.38%	37982	4.1%	Excess Inventory
Atliq Exclusive	49.91%	41.01%	45280	19.0%	Excess Inventory
Boulanger	45.56%	40.83%	1993	6.1%	Excess Inventory
Croma	48.82%	44.74%	45283	20.1%	Excess Inventory
Digimarket	52.62%	44.10%	19920	17.4%	Excess Inventory
Ebay	51.05%	51.42%	12676	4.1%	Excess Inventory
Electricalsara Stores	52.73%	41.97%	7322	28.9%	Excess Inventory
Electricalslance Stores	57.64%		3507	19.3%	Excess Inventory
Electricalslytical	51.50%	44.88%	43072	16.9%	Excess Inventory
Electricalsociety	52.63%	49.12%	64722	20.1%	Excess Inventory
Euronics	57.34%	43.62%	3078	7.1%	Excess Inventory
Expression	46.37%	45.67%	50774	20.0%	Excess Inventory
Ezone	47.80%	42.50%	58241	23.8%	Excess Inventory
Flawless Stores	47.26%		3166	24.2%	Excess Inventory
Flipkart	50.68%	53.07%	13240	3.3%	Excess Inventory
Total	86.45%	80.31%	637478	5.6%	Excess Inventory

Net Sales Performance Over Time**Top / Bottom Products & Customers by Net Sales**

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	90.20%	79.13%	-56895	2.34%	Out of Stock
Peripherals	85.06%	79.51%	-14576	3.02%	Out of Stock
Notebook	83.02%	85.46%	-29145	2.28%	Out of Stock
Networking	81.50%	84.87%	305573	1.02%	Excess Inventory
Storage	80.25%	88.60%	432521	2.09%	Excess Inventory
Total	86.45%	80.31%	637478	2.21%	Excess Inventory