



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



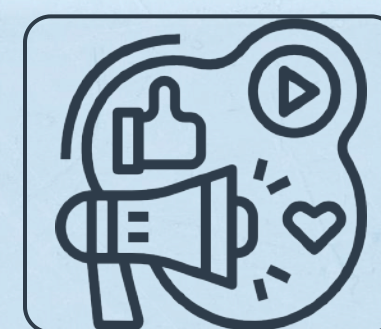
Finance View

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**.



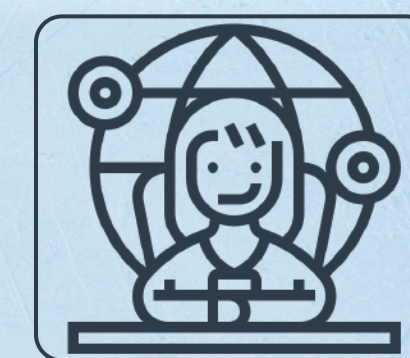
Marketing View

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



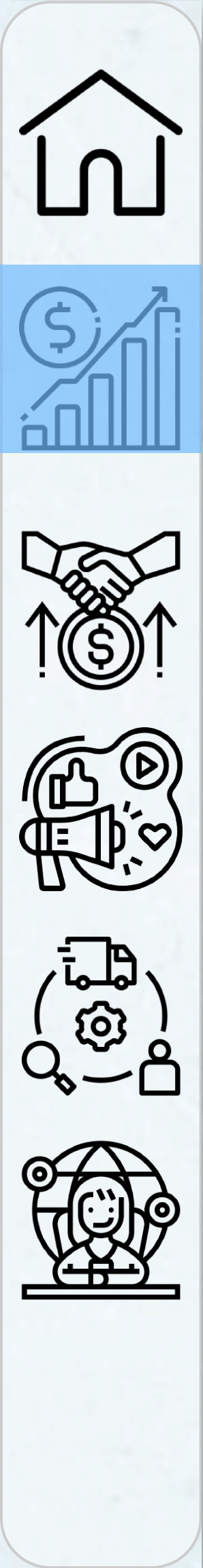
Supply Chain View

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
Est

Select
all

Q1

Q2



Select
all

YTD



\$111.37M✓

LY: \$29.11M (+282.57%)

Net Sales

41.20%✓

LY: 37.43% (+10.08%)

GM %

2.21%✓

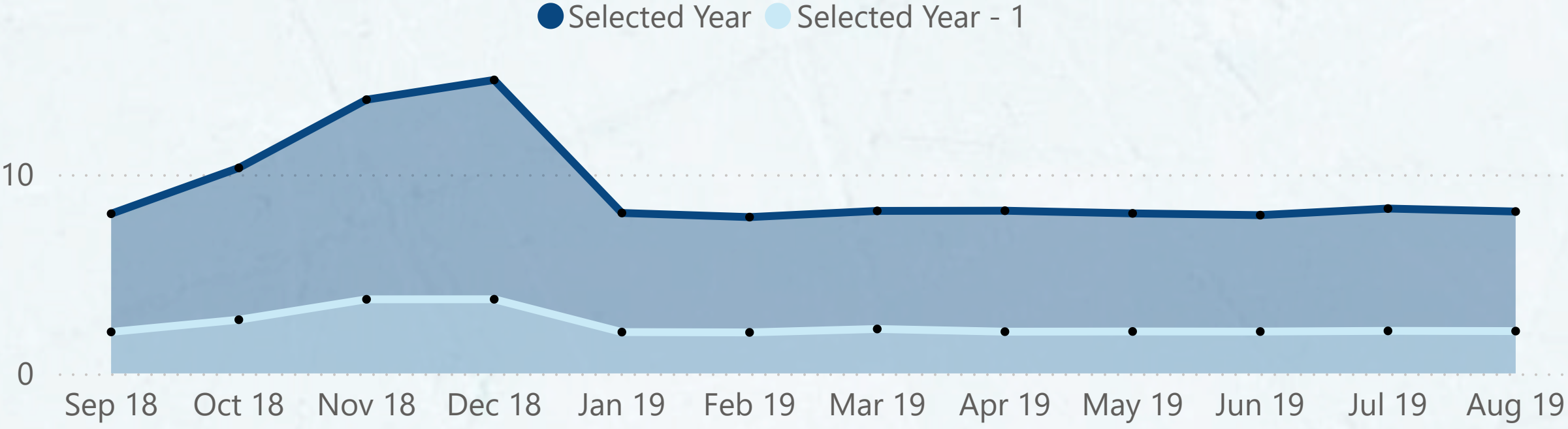
LY: -0.04 (+150.38%)

Net Profit %

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

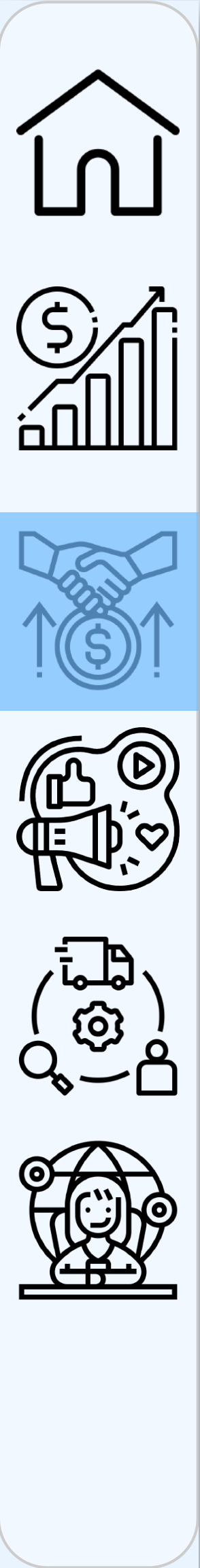
Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
APAC	71.33	245.08
EU	17.22	881.12
LATAM	0.83	320.47
NA	22.01	239.00
Total	111.37	282.57

segment	P & L values	P & L YoY Chg %
Accessories	28.04	213.09
Desktop		0.00
Networking	17.36	436.97
Notebook	32.40	336.01
Peripherals	19.73	159.47
Storage	13.84	633.77
Total	111.37	282.57



region, market

segment, categ...

customer

All

All

All

2019

2020

2021

2022 Est

Select all

Q1

Q2

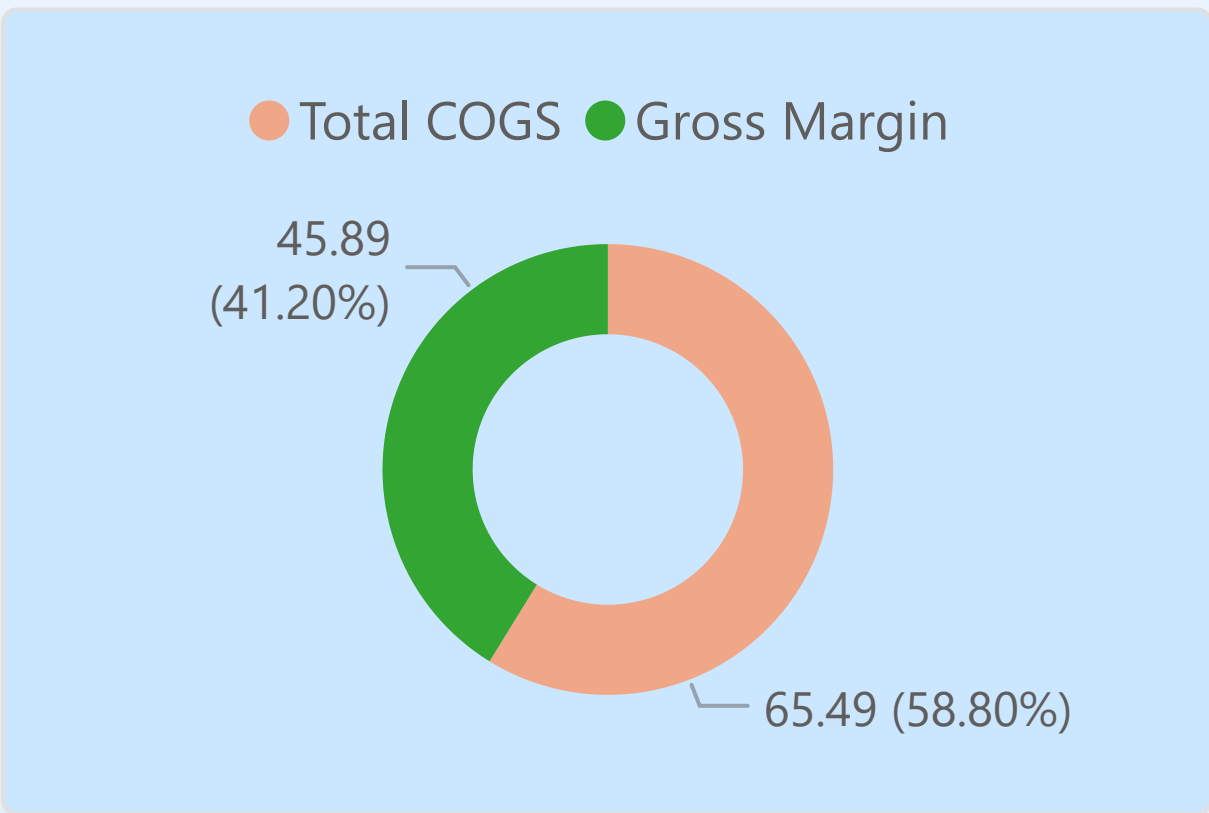
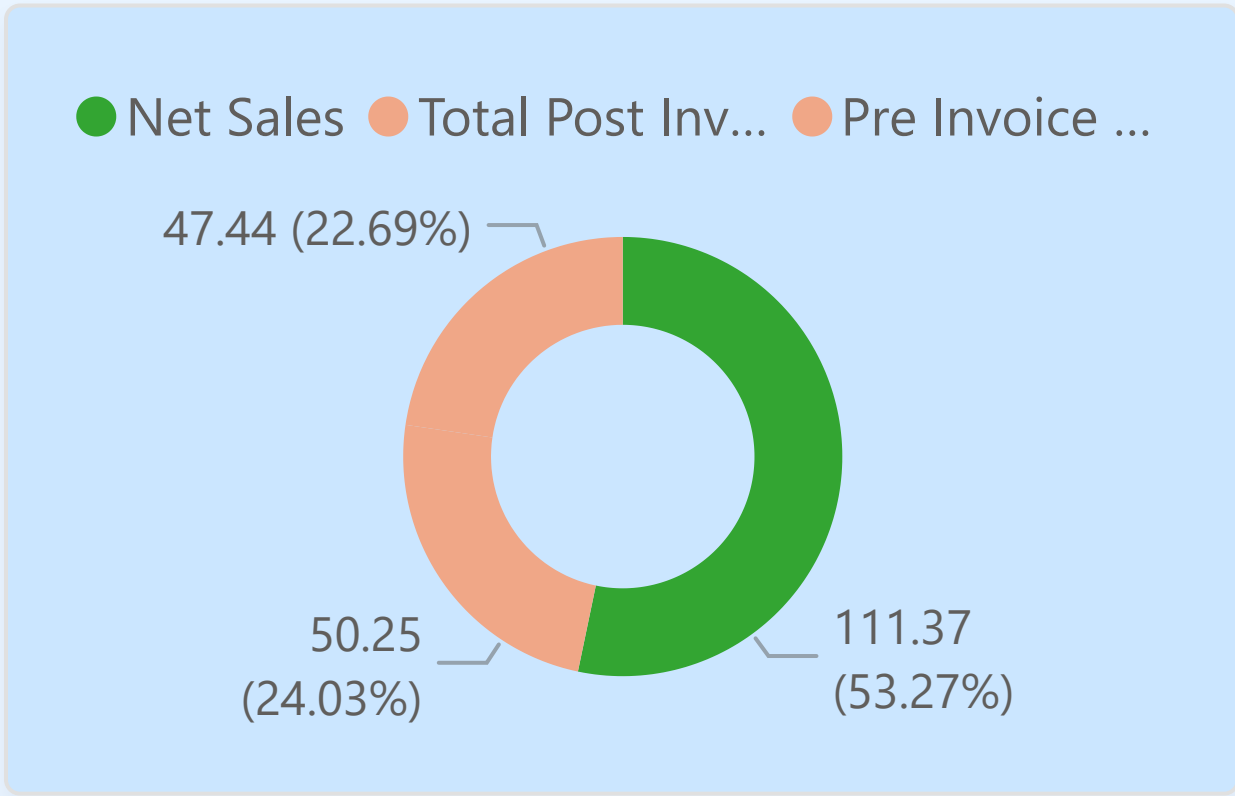
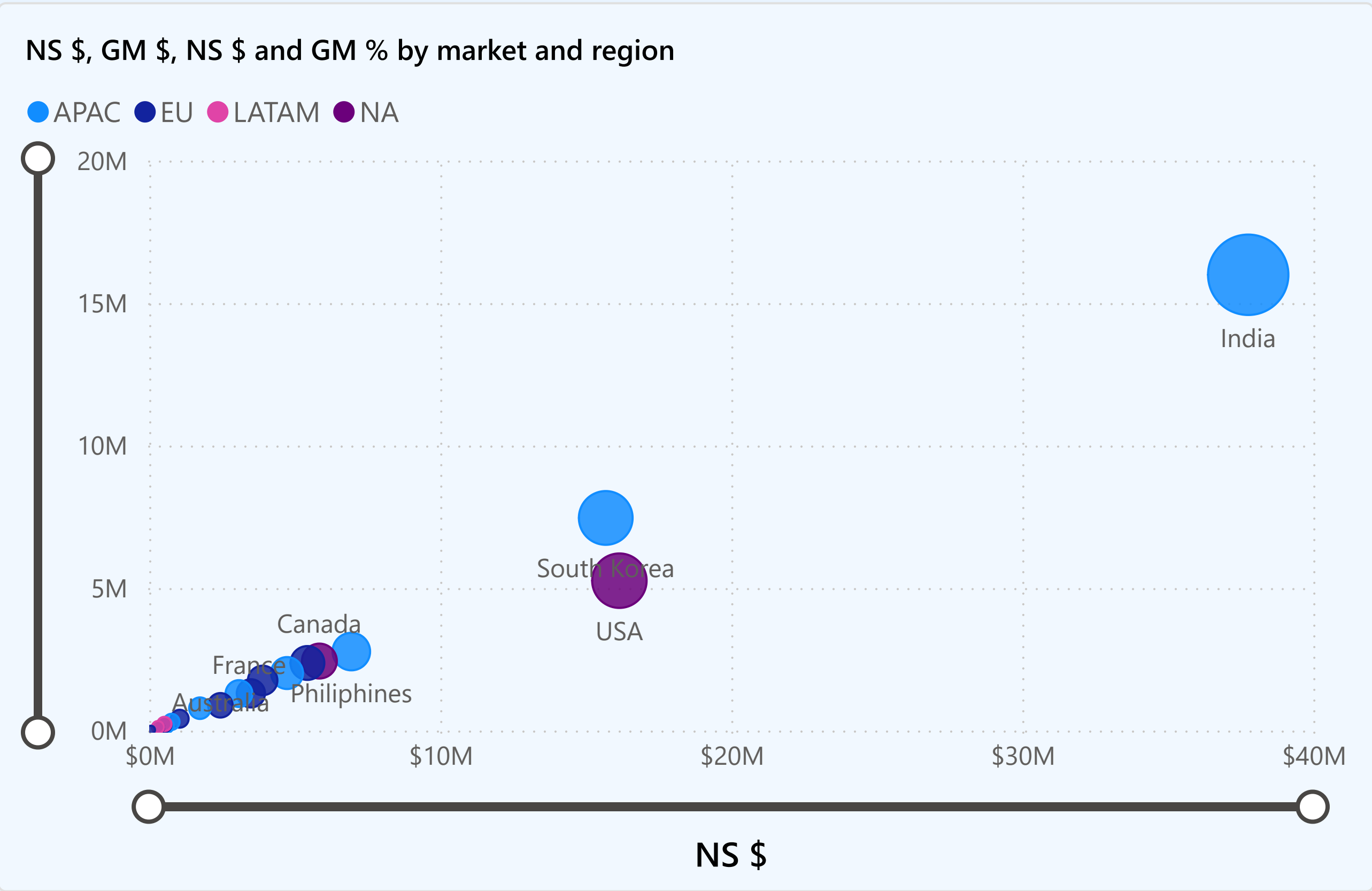
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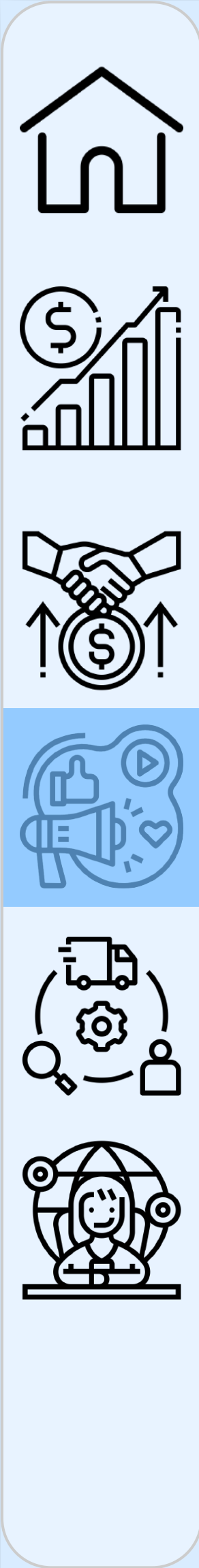
YTD

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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%
Electricalsocity	\$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%



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

market

customer

All

All

All

2019

2020

2021

2022 Est

Select all

Q1

Q2

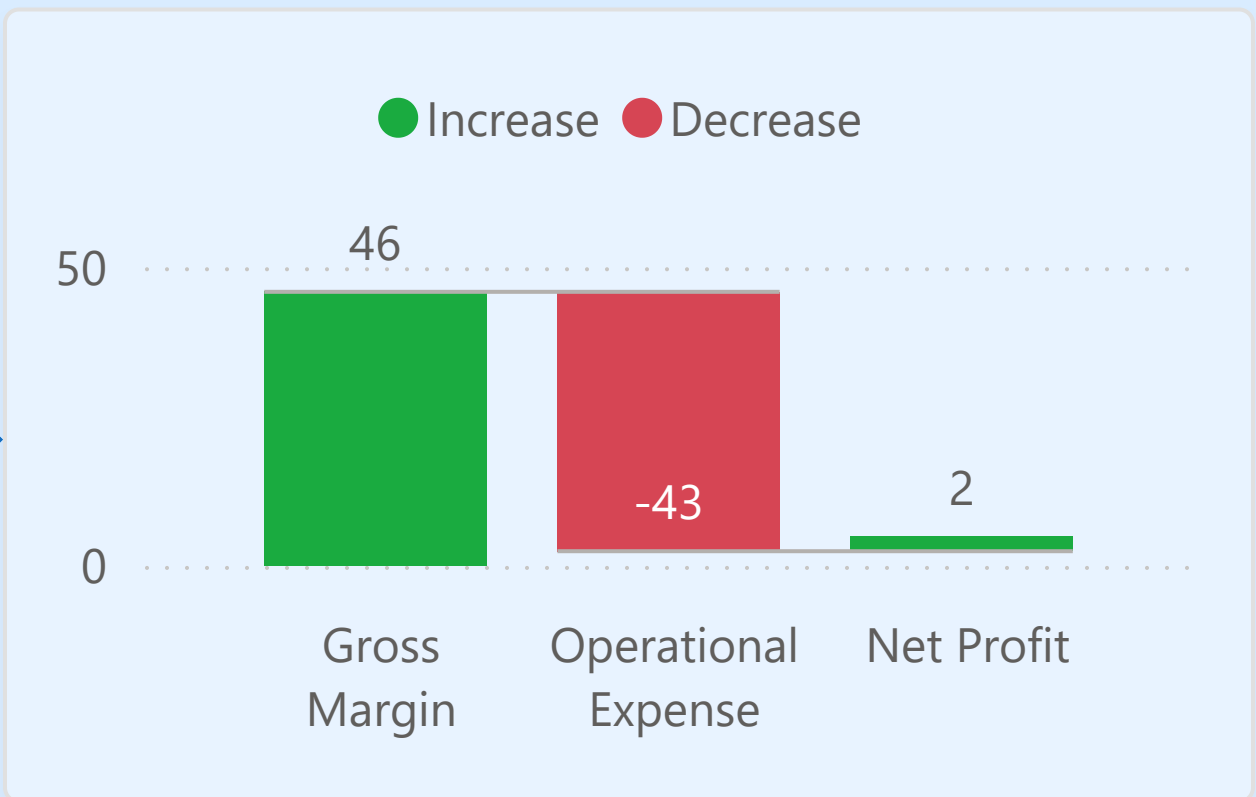
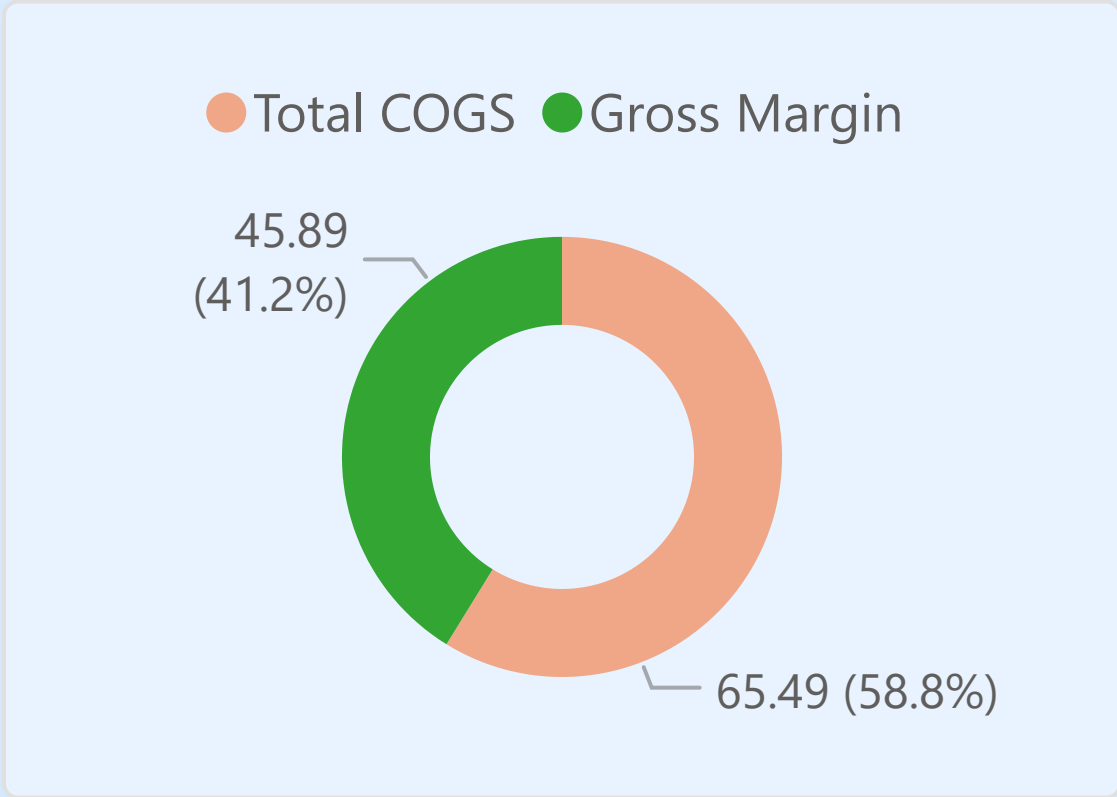
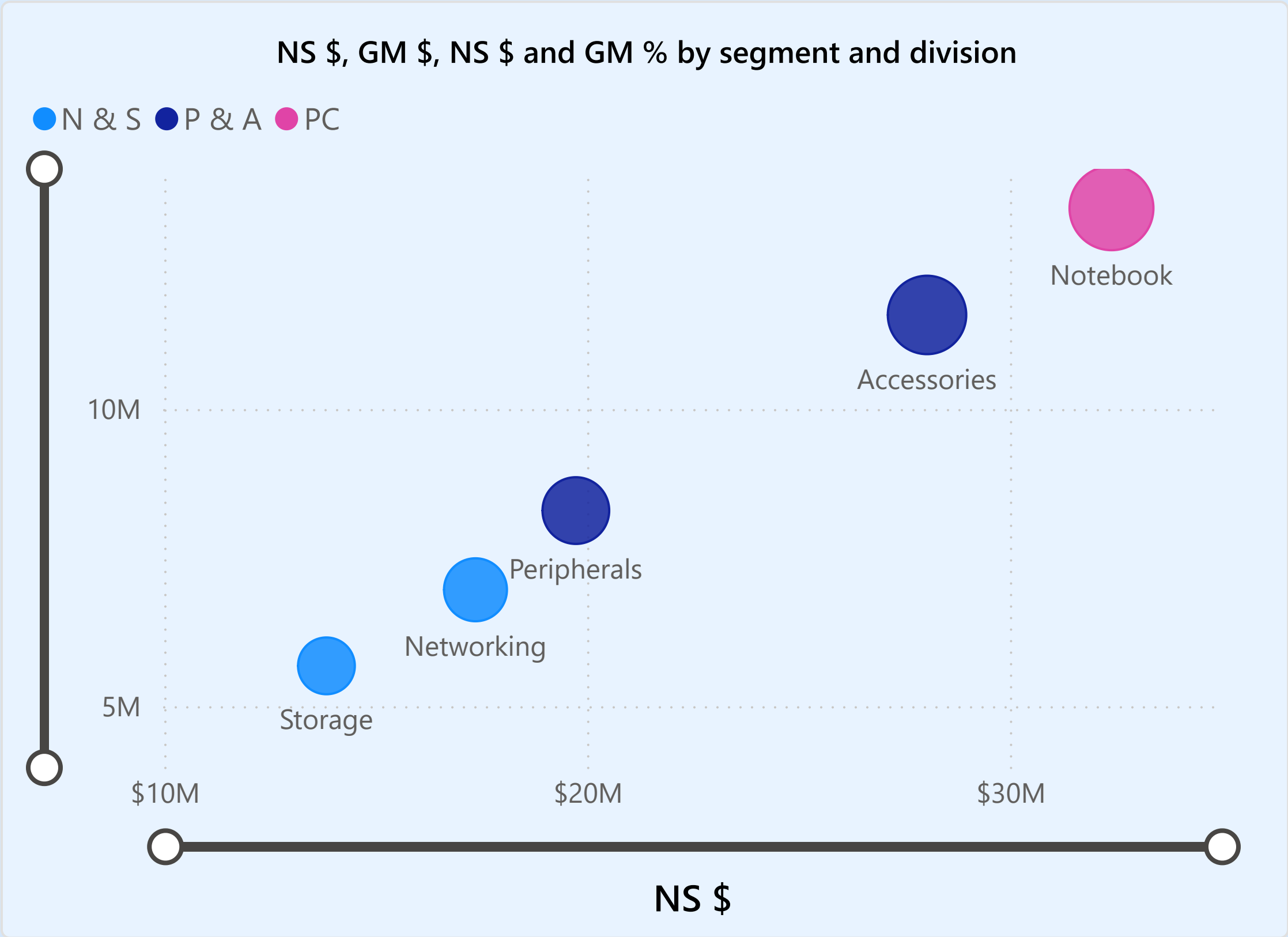
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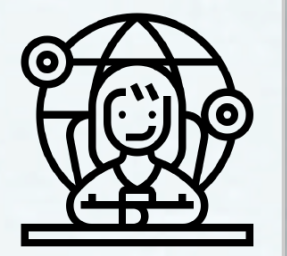
YTD

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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
Est

Select
all

Q1

Q2

Select
all

YTD

86.45%✓

LY: 80.31% (+7.65%)
Forecast Accuracy

637.5K✓

LY: 677.9K (-5.96%)
Net Error

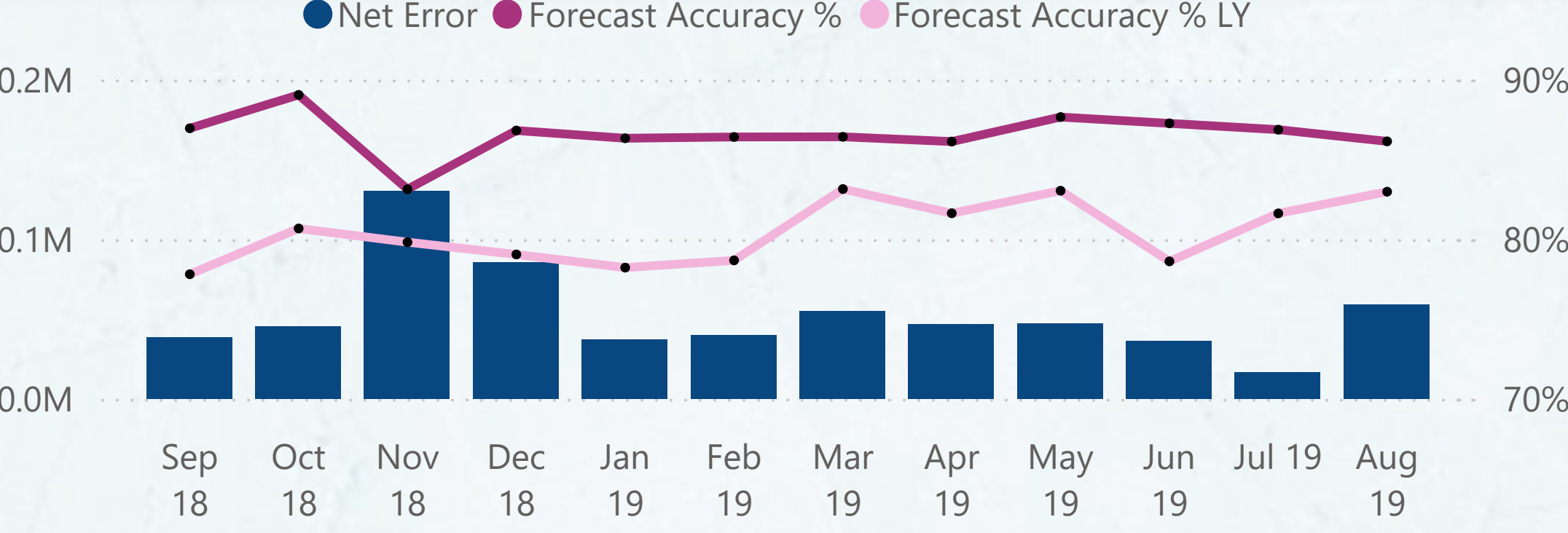
1547.8K!

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
Boulangier	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
Electricalsocity	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 Performace 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