



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

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



Support

Get your **issues resolved** by connecting to our support specialist.



region, market

All

customer

All

segment, cat...

All

2018201920202021>

Q1Q2>

YTDYTG



\$267.98M✓

LY: \$111.3741706286M (+140.61%)

Net Sales

37.10%!

LY: 0.41 (-9.95%)

GM %

75.06%!

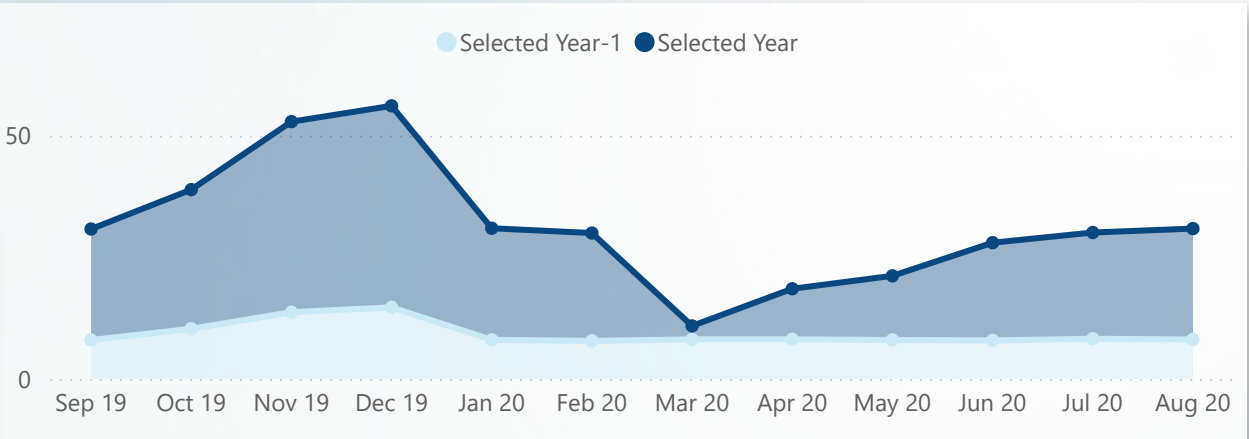
LY: 0.80 (-6.41%)

Net Profit %

Profit and Loss Statement

Line Item	2020	LY	YoY Chg	YoY Chg %
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
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	201.14	89.32	111.82	125.19
Net Profit %	75.06	80.20	-5.14	-6.41

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY chg %
+ APAC	147.98	107.48
+ LATAM	2.00	141.89
+ NA	62.21	182.70
+ EU	55.79	224.03
Total	267.98	140.61

segment	P & L Values	P & L YoY chg %
+ Accessories	66.23	136.21
+ Desktop	0.95	0.00
+ Networking	26.22	51.00
+ Notebook	86.39	166.63
+ Peripherals	60.63	207.22
+ Storage	27.56	99.17
Total	267.98	140.61

region, ...

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All

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segmen...

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All

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customer

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All

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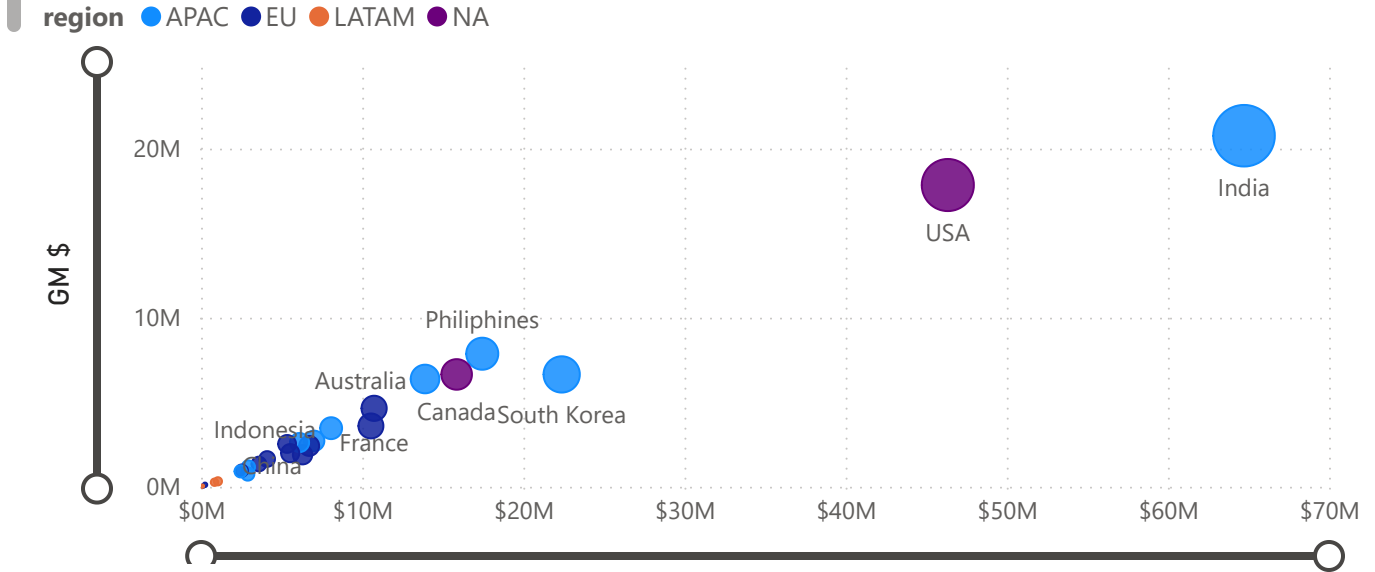
20182019202020212022Est

Q1Q2Q3Q4

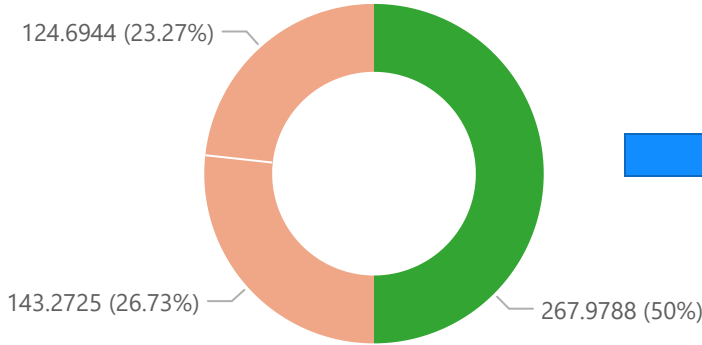
YTDYTG

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$3.73M	1.38M	37.09%
All-Out	\$0.21M	0.08M	38.69%
AltiQ Exclusive	\$20.28M	9.74M	48.02%
Amazon	\$49.77M	18.89M	37.96%
Argos (Sainsbury's)	\$0.95M	0.29M	30.83%
Atlas Stores	\$0.89M	0.34M	38.44%
Atliq e Store	\$31.74M	11.89M	37.47%
Atliq Exclusive	\$2.69M	0.78M	28.96%
BestBuy	\$2.34M	0.91M	38.88%
Billa	\$0.60M	0.24M	39.39%
Boulanger	\$1.09M	0.38M	34.74%
Chin 7	\$1.72M	0.64M	37.24%
Total	\$267.98M	99.42M	37.10%

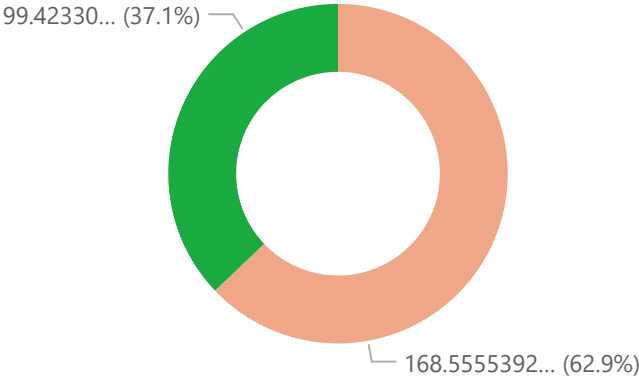
NS \$, GM \$, NS \$ and GM % by market and region



Description Net Sales Total Post Invoice... Pre Invoice ...



Description Total COGS Gross Margin



segment	NS \$	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%

region

All

market

All

customer

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

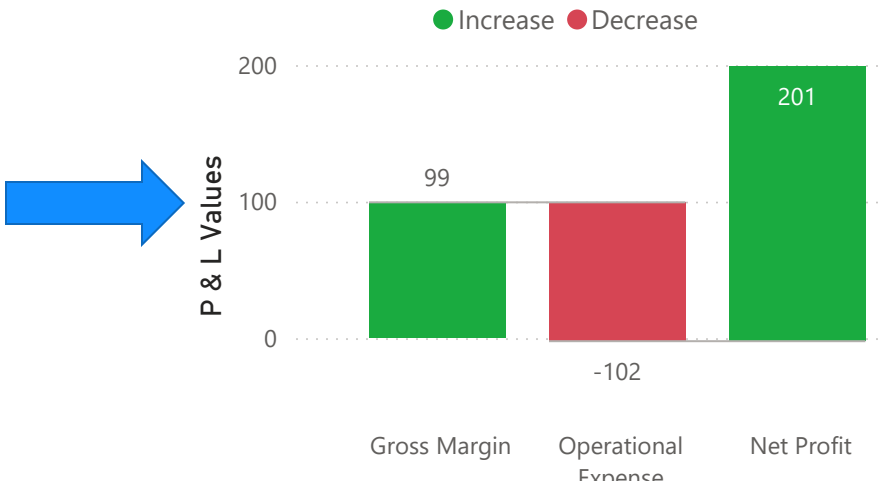
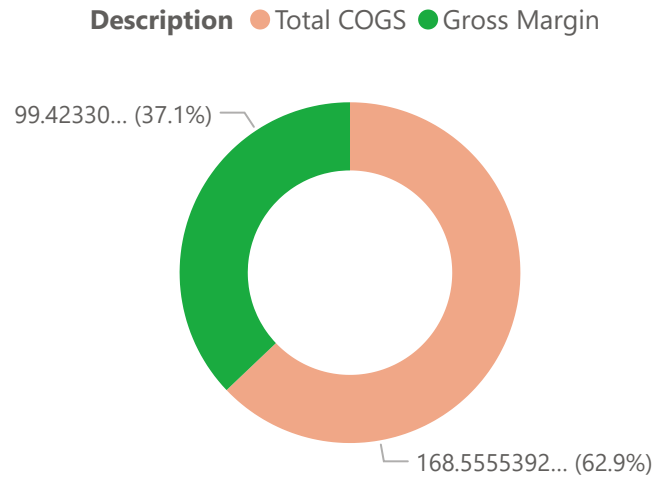
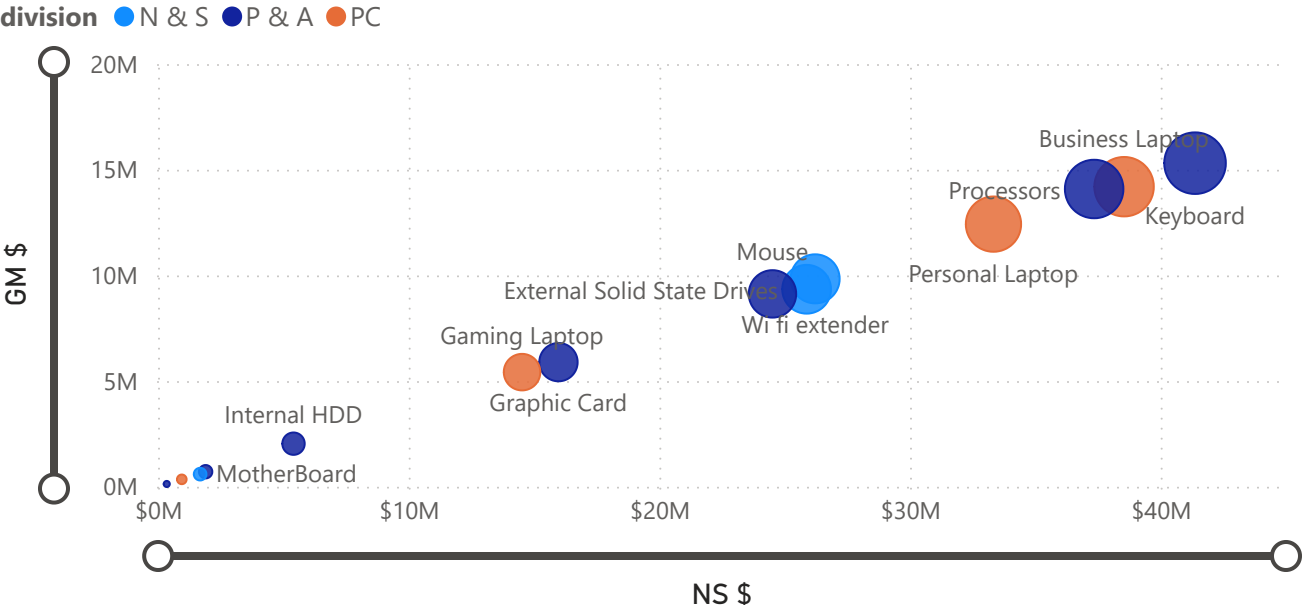
Q4

YTD

YTG

segment	NS \$	GM \$	GM %	Net Profit \$	Net P
<div>Desktop</div>	\$0.95M	0.35M	36.47%	0.72M	7
<div>Personal Desktop</div>	\$0.95M	0.35M	36.47%	0.72M	
<div>Networking</div>	\$26.22M	9.83M	37.51%	19.79M	7
<div>Wi fi extender</div>	\$26.22M	9.83M	37.51%	19.79M	
<div>Peripherals</div>	\$60.63M	22.72M	37.47%	45.73M	7
<div>Processors</div>	\$37.35M	14.08M	37.71%	28.26M	
<div>Internal HDD</div>	\$5.41M	2.03M	37.63%	4.09M	
<div>MotherBoard</div>	\$1.90M	0.71M	37.22%	1.43M	
<div>Graphic Card</div>	\$15.98M	5.89M	36.88%	11.95M	
<div>Notebook</div>	\$86.39M	32.04M	37.08%	64.86M	7
<div>Gaming Laptop</div>	\$14.52M	5.42M	37.31%	10.98M	
<div>Personal Laptop</div>	\$33.33M	12.42M	37.27%	25.08M	
<div>Business Laptop</div>	\$38.54M	14.19M	36.83%	28.81M	
<div>Accessories</div>	\$66.23M	24.56M	37.07%	49.68M	7
<div>Mouse</div>	\$24.51M	9.12M	37.21%	18.41M	
<div>Keyboard</div>	\$41.37M	15.31M	37.00%	31.01M	
Total	\$267.98M	99.42M	37.10%	201.14M	7

NS \$, GM \$, NS \$ and GM % by category and division



region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>NA</div>	\$62.21M	24.48M	39.35%	50.07M	80.48%
<div>EU</div>	\$55.79M	21.10M	37.82%	41.85M	75.02%
<div>APAC</div>	\$147.98M	53.23M	35.97%	107.97M	72.96%
<div>LATAM</div>	\$2.00M	0.62M	30.96%	1.24M	62.01%
Total	\$267.98M	99.42M	37.10%	201.14M	75.06%



region, market



customer

segment, categ...

All



All



All



2018

2019

2020

2021



Q1

Q2



YTD

YTG



72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.5K (-22.88%)

Net Error

5743.2K!

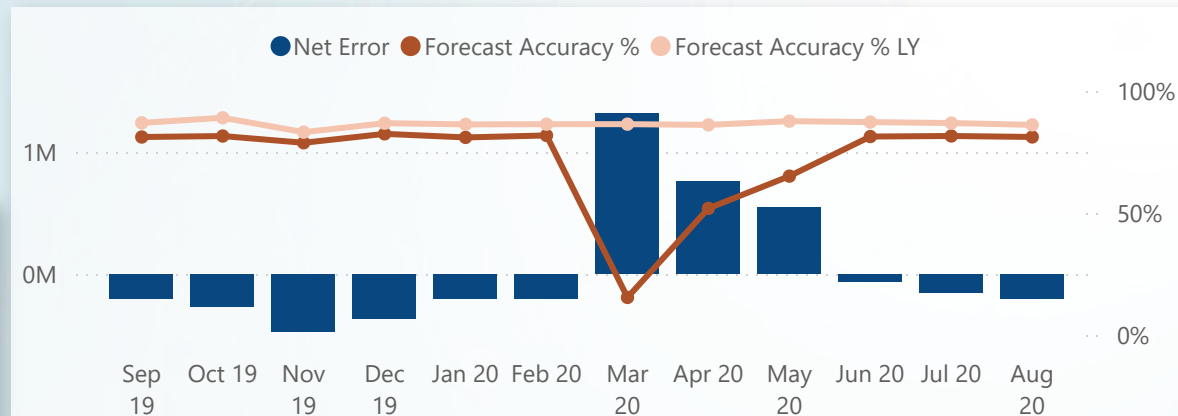
LY: 1547.8K (+271.06%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Acclaimed Stores	8.69%	-83357	-39.76%	56.42%	Out of Stock
Amazon	48.43%	-917373	-31.93%	78.07%	Out of Stock
Atliq e Store	55.24%	-544329	-28.48%	76.51%	Out of Stock
BestBuy	7.31%	-44305	-32.55%	26.90%	Out of Stock
Billa	26.05%	-2483	-5.80%	36.08%	Out of Stock
Boulanger	38.12%	-7244	-8.78%	45.56%	Out of Stock
Chiptec	27.04%	-4136	-10.85%		Out of Stock
Circuit City	9.90%	-47555	-34.82%	26.23%	Out of Stock
Control	30.41%	-20992	-11.29%	36.19%	Out of Stock
Ebay	18.21%	-231960	-55.58%	51.05%	Out of Stock
Euronics	42.25%	-3198	-3.48%	57.34%	Out of Stock
Flawless Stores	38.59%	-2163	-4.35%	47.26%	Out of Stock
Flipkart	11.82%	-330236	-59.99%	50.68%	Out of Stock
Fnac-Darty	36.34%	-7236	-8.27%	51.50%	Out of Stock
Info Stores	35.71%	-1700	-3.66%	44.65%	Out of Stock
Notebillig	20.13%	-3443	-8.21%	34.59%	Out of Stock
Total	72.99%	491599	2.31%	86.45%	Excess Inventory

Accuracy / Net Error Trend



Key Metrics By Product

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