



# Business Insights 360



## Finance View

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

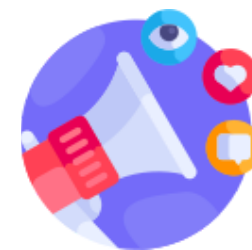
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## Sales View

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

[Go to View→](#)



## Marketing View

Analyze the product performance over key metrics like Net Sales, Gross Margin and view the same in Profitability / Growth Metrics.

[Go to View→](#)



## Supply chain View


Get forecast accuracy, net error and risk profile for product, segment, category, customer etc.

[Go to View→](#)



## Executive View

coming soon...



region, market

All

segment, category, product

All

customer

All

YTD

YTG

Q1

Q2

Q3

Q4

2018

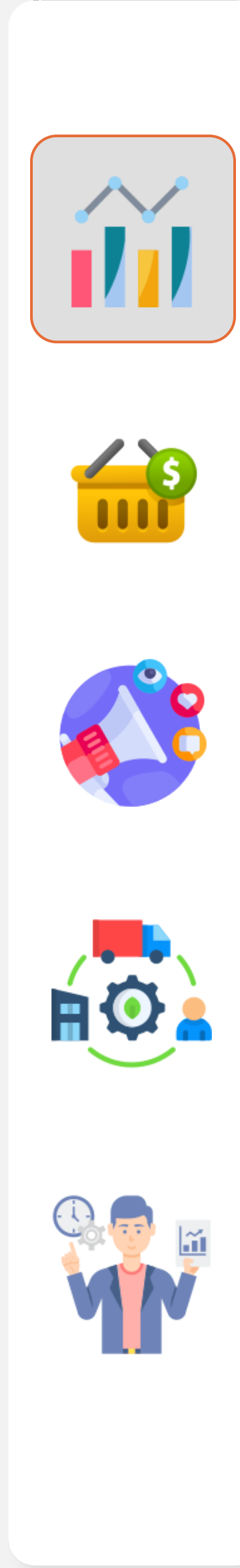
2019

2020

2021

2022 Est

Reset Filters



Net Sales

\$0.27bn

✓

LY: \$0.11bn (+140.61%)

Gross Margin

37.10%

!

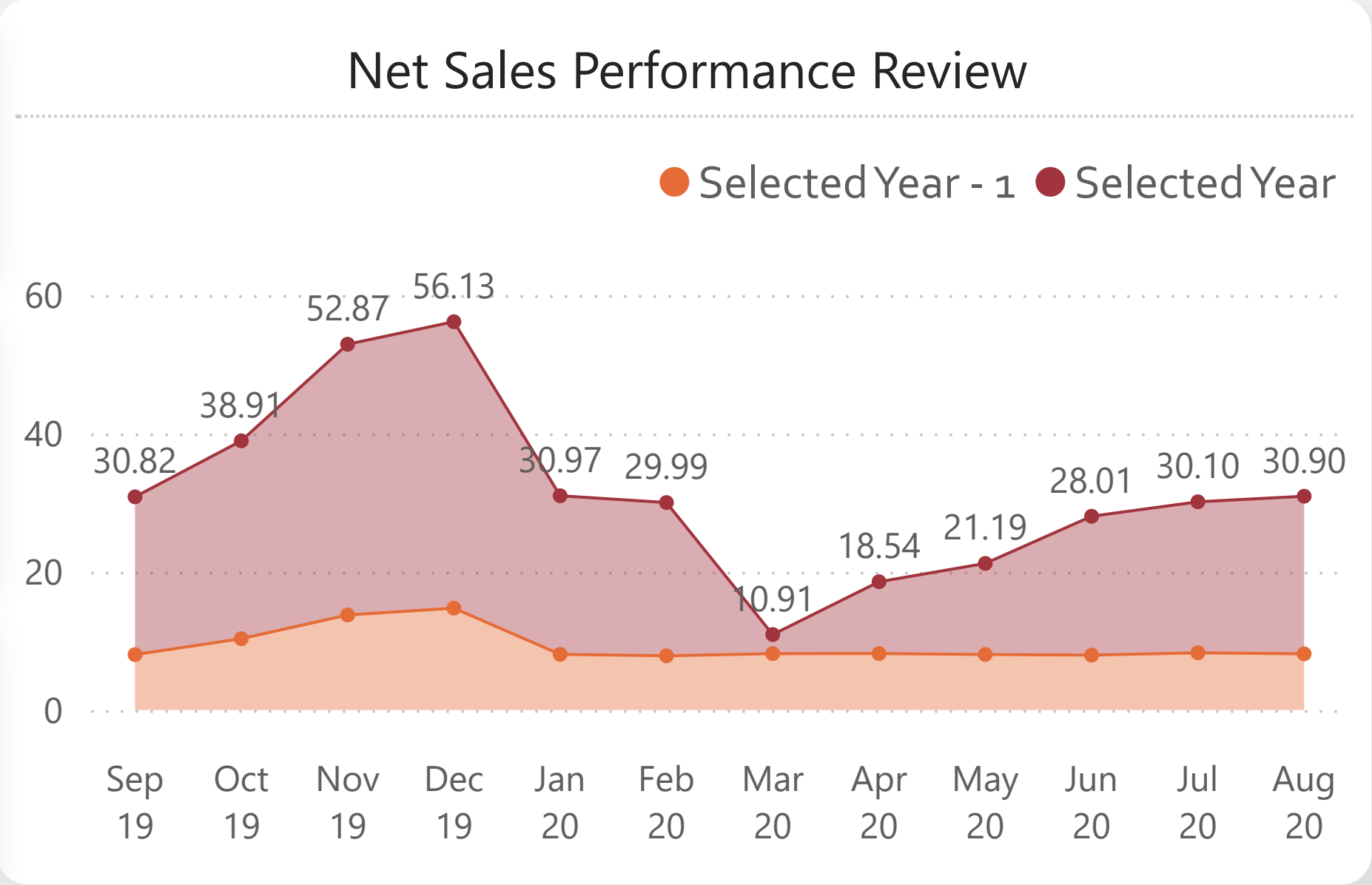
LY: 41.20% (-9.95%)

Net Profit

-0.85%

!

LY: 0.02 (-138.68%)




Top / Bottom Products & Customers by Net Sale

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

segment	P & L Values	P & L YoY %
▲		
⊕ Desktop	0.95	0.00
⊕ Networking	26.22	51.00
⊕ Storage	27.56	99.17
⊕ Peripherals	60.63	207.22
⊕ Accessories	66.23	136.21
⊕ Notebook	86.39	166.63

Profit & Loss Statement

Line Item	2020	LY	YoY	YoY %
▲				
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 Expenses	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



region, market

All

segment, category, product

All

customer

All

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Performance Metrics

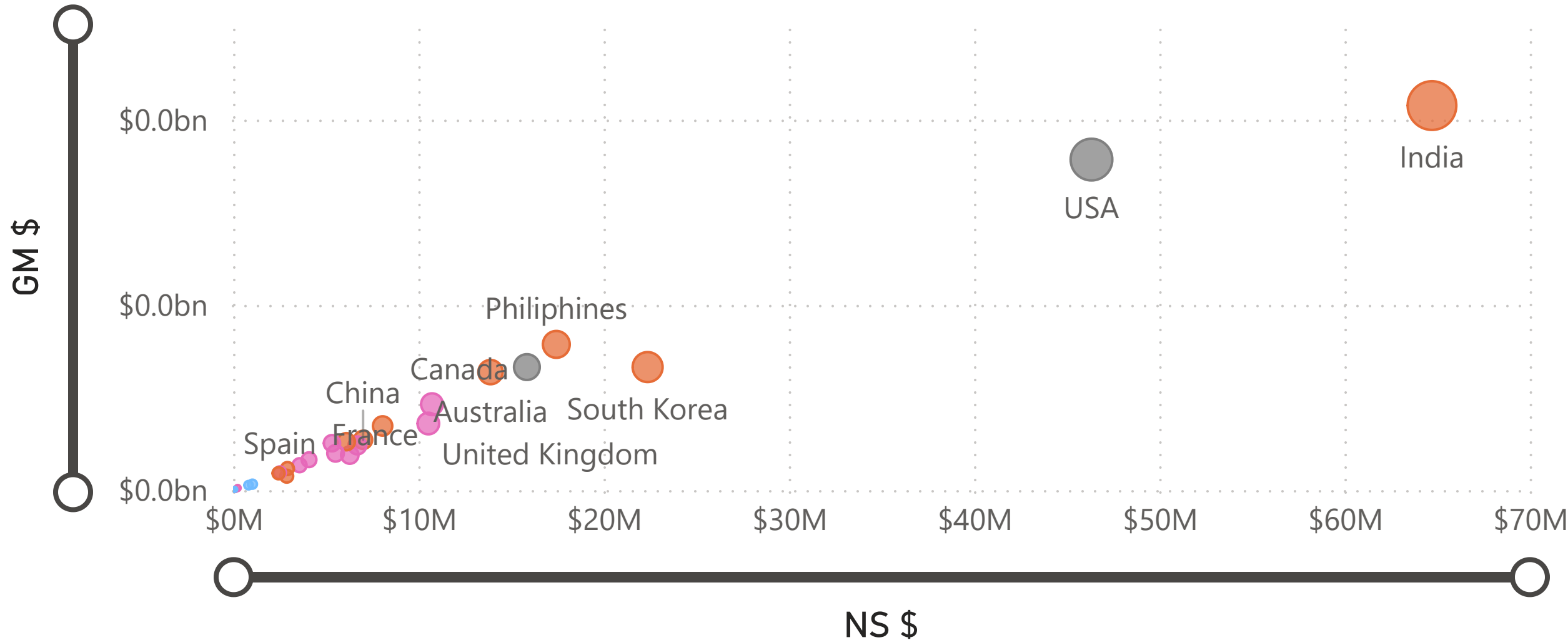
region

APAC

EU

LATAM

NA



Unit Economics

0.12K (23.27%)

0.14K (26.73%)

0.27K (50%)

Net Sales

Total Post Invoice

Pre Invoice

0.1K (37.1%)

0.17K (62.9%)

Total COGS

Gross Margin

Customer Performance

customer	NS \$	GM \$	GM %
Zone	\$2.04M	\$0.80M	39.43%
walmart	\$3.42M	\$1.28M	37.43%
Viveks	\$2.92M	\$0.91M	31.25%
Vijay Sales	\$2.79M	\$0.74M	26.61%
Unity Stores	\$0.50M	\$0.12M	23.13%
UniEuro	\$2.10M	\$0.78M	36.99%
Total	\$267.98M	\$99.42M	37.10%

Product Performance

segment	NS \$	GM \$	GM %
Accessories	\$66.2337589302M	\$24.5558884931M	37.07%
Desktop	\$0.9492395966M	\$0.3462009131M	36.47%
Networking	\$26.2153915974M	\$9.8338430926M	37.51%
Notebook	\$86.3943755004M	\$32.03637321271M	37.08%
Peripherals	\$60.6287742075M	\$22.71794201799M	37.47%
Total	\$267.9788464397M	\$99.4233071432M	37.10%

region, market

All

segment, category, product

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customer

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Reset Filters

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>[-] Notebook</div>	\$86.39M	\$32.04M	37.08%	-0.79M	-0.92%
<div>[+] Business Laptop</div>	\$38.54M	\$14.19M	36.83%	-0.42M	-1.10%
<div>[+] Personal Laptop</div>	\$33.33M	\$12.42M	37.27%	-0.23M	-0.69%
<div>[+] Gaming Laptop</div>	\$14.52M	\$5.42M	37.31%	-0.14M	-0.96%
<div>[-] Accessories</div>	\$66.23M	\$24.56M	37.07%	-0.56M	-0.85%
<div>[+] Keyboard</div>	\$41.37M	\$15.31M	37.00%	-0.39M	-0.95%
Total	\$267.98M	\$99.42M	37.10%	-2.29M	-0.85%

Performance Metrics

division

N & S

P & A

PC

Unit Economics

P & L Values by Description

Increase

Decrease

Region/ Market/ Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
<div>[+] APAC</div>	\$147.98M	\$53.23M	35.97%	-1.52M	-1.03%
<div>[+] NA</div>	\$62.21M	\$24.48M	39.35%	-1.11M	-1.79%
<div>[+] EU</div>	\$55.79M	\$21.10M	37.82%	0.35M	0.62%
<div>[+] LATAM</div>	\$2.00M	\$0.62M	30.96%	0.00M	-0.08%
Total	\$267.98M	\$99.42M	37.10%	-2.29M	-0.85%



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Accuracy / Net Error Trend

Net Error

Forecast Accuracy %

Forecast Accuracy % LY

Month	Net Error	Forecast Accuracy %	Forecast Accuracy % LY
Sep 19	-100,000	85%	85%
Oct 19	-150,000	85%	85%
Nov 19	-300,000	80%	85%
Dec 19	-250,000	85%	85%
Jan 20	-150,000	85%	85%
Feb 20	-150,000	85%	85%
Mar 20	1,500,000	10%	85%
Apr 20	800,000	50%	85%
May 20	500,000	70%	85%
Jun 20	-50,000	85%	85%
Jul 20	-150,000	85%	85%
Aug 20	-200,000	85%	85%

Net Error

491.6K!

LY: 637.48K (-22.88%)

ABS Error

5.74M✓

LY: 1.55M (+271.06%)

Forecast Accuracy

72.99%!

LY: 86.45% (-15.57%)

Key Metrics by Customer

customer	Net Error	Net Error %	Forecast Accuracy %	Forecast Accuracy % LY	Risk
AltiQ Exclusive	277481	17.68%	56.78%	74.90%	Excess Inventory
Atliq e Store	-544329	-28.48%	55.24%	76.51%	Out of Stock
Radio Popular	39157	19.89%	50.36%	58.50%	Excess Inventory
Mbit	6922	6.47%	49.13%	55.20%	Excess Inventory
Expert	32551	14.52%	48.84%	64.24%	Excess Inventory
Amazon	-917373	-31.93%	48.43%	78.07%	Out of Stock
UniEuro	62607	27.48%	45.77%	32.17%	Excess Inventory
Elkjøp	78218	39.29%	45.00%	12.35%	Excess Inventory
Nomad Stores	85613	34.93%	43.96%	45.05%	Excess Inventory
Media Markt	73908	38.26%	43.66%	7.98%	Excess Inventory
Total	491599	2.31%	72.99%	86.45%	Excess Inventory

Key Metrics by Product

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