



# Profit and Loss View

fiscal\_... ▾

☐ 2018

☐ 2019

☐ 2020

☐ 2021

☒ 2022

market	NIS \$	pre_invoice_deduction \$	total_cogs \$	net_sales \$	GM \$	GM %	GM/UNIT
India	\$1,469.37M	\$460,653,648.0804	607,358,440.56	\$945,337,128.14	\$337,978,687.57	35.75%	14.28
USA	\$1,051.67M	\$299,684,729.111	427,667,015.25	\$770,262,569.88	\$342,595,554.63	44.48%	20.72
South Korea	\$490.86M	\$176,738,826.576	206,465,920.42	\$300,589,556.53	\$94,123,636.11	31.31%	11.55
Canada	\$328.55M	\$95,733,253.3575	134,752,072.81	\$251,832,022.24	\$117,079,949.44	46.49%	22.57
United Kingdom	\$289.00M	\$97,409,339.302	119,880,570.43	\$176,187,990.42	\$56,307,419.98	31.96%	11.83
Philiphines	\$230.64M	\$69,352,377.3542	93,657,499.32	\$129,228,584.43	\$35,571,085.10	27.53%	9.69
China	\$198.51M	\$53,045,648.7072	80,224,096.44	\$147,425,993.42	\$67,201,896.98	45.58%	21.82
Indonesia	\$167.59M	\$42,635,334.891	64,794,819.42	\$96,614,838.56	\$31,820,019.13	32.93%	12.31
France	\$167.53M	\$45,712,664.9483	66,497,111.16	\$98,752,649.86	\$32,255,538.70	32.66%	12.28
Norway	\$165.05M	\$44,839,940.8104	66,128,973.63	\$102,931,317.52	\$36,802,343.89	35.75%	14.21
Australia	\$162.96M	\$45,000,919.7605	65,538,618.07	\$119,328,084.59	\$53,789,466.52	45.08%	21.17
Germany	\$134.40M	\$43,473,661.8918	55,176,750.31	\$75,110,522.85	\$19,933,772.54	26.54%	9.14
Spain	\$111.12M	\$42,705,763.0132	48,313,376.29	\$88,350,378.84	\$40,037,002.55	45.32%	21.25
Italy	\$110.30M	\$29,184,559.1468	43,352,985.55	\$71,284,328.56	\$27,931,343.01	39.18%	16.32
Portugal	\$103.32M	\$32,204,112.0371	41,934,234.81	\$59,387,930.39	\$17,453,695.57	29.39%	10.50
Newzealand	\$98.99M	\$33,623,606.8748	41,683,614.61	\$70,451,173.81	\$28,767,559.21	40.83%	17.73
Netherlands	\$66.62M	\$18,651,296.9048	26,748,495.37	\$39,228,455.97	\$12,479,960.60	31.81%	12.01
Japan	\$64.68M	\$21,446,508.1927	27,308,667.59	\$47,342,739.78	\$20,034,072.19	42.32%	19.15
Bangladesh	\$63.90M	\$17,039,634.0692	25,199,085.12	\$36,409,594.35	\$11,210,509.23	30.79%	11.27
Poland	\$56.76M	\$17,146,515.8223	23,112,206.33	\$40,212,630.18	\$17,100,423.85	42.53%	18.98
Pakistan	\$49.49M	\$18,957,037.4602	21,329,904.56	\$31,045,096.73	\$9,715,192.17	31.29%	11.58
Austria	\$21.10M	\$7,939,547.5349	9,079,849.04	\$12,864,795.92	\$3,784,946.88	29.42%	10.74
Sweden	\$17.72M	\$6,058,849.5357	7,456,323.24	\$11,171,515.88	\$3,715,192.64	33.26%	12.84
Brazil	\$8.58M	\$3,062,009.8807	3,641,770.46	\$4,973,242.29	\$1,331,471.83	26.77%	9.21
Mexico	\$8.03M	\$2,827,249.7051	3,422,557.49	\$5,810,276.91	\$2,387,719.42	41.09%	17.95
Total	\$5,643.13M	\$1,727,013,772.5738	2,313,290,805.85	\$3,736,170,530.87	\$1,422,879,725.02	38.08%	15.76



# Business Insight 360



## Info

Download **manual user** and get to know more about this tool .



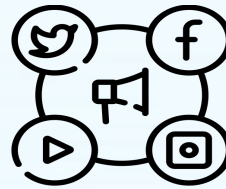
## Finance View

Get **P & L Statement** of any Customer/Product /Market/Region or the aggregation of above over any period time.



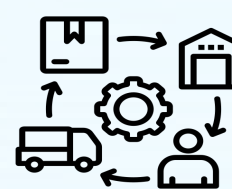
## Sales View

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



## Marketing View

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



## Supply Chain

Get the **Forecast Accuracy** , **Net Error** and **Risk** for every **segment** , **category** , **product** and the **customers**.



## Executive

A **top level** dashboard for executives ,consolidating insight from all business dimensions.



## Support

Get your all issue **resolved** by **connecting** to our support specialist.



customer

All

region

All

market

All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

**\$823.85M**

BM: 267.98M (+207.43%)

**Net Sale**

**36.49%**

BM: 37.10% (-1.65%)

**GM %**

**-6.63%**

BM: -0.85% (-676.38%)

**Net Profit %**

### Profit and Loss Statement

Line Item	2021	BM	chg	chg %
Gross Sales	1,664.64	535.95	1,128.69	210.6 %
Pre Invoice Deduction	392.50	124.69	267.81	214.77 %
Net Invoice Sales	1,272.13	411.25	860.88	209.33 %
- Post Discounts	281.64	95.85	185.79	193.84 %
- Post Deductions	166.65	47.43	119.22	251.38 %
Total Post Invoice Deduction	448.29	143.27	305.01	212.89 %
Net Sales	823.85	267.98	555.87	207.43 %
- Manufacturing Cost	497.78	160.30	337.48	210.53 %
- Freight Cost	22.05	7.16	14.89	207.98 %
- Other Cost	3.39	1.10	2.29	209.52 %
Total COGS	523.22	168.56	354.66	210.41 %
Gross Margin	300.63	99.42	201.21	202.37 %
Gross Margin %	36.49	37.10	-0.61	-1.65 %
GM / Unit	5.99	4.79	1.21	25.21 %
Operational Expense	-355.28	-101.71	-253.57	249.3 %
Net Profit \$	-54.65	-2.29	-52.36	2286.82 %
Net Profit %	-6.63	-0.85	-5.78	676.38 %

### net sales Performance Over Time



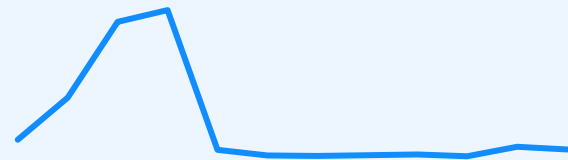
### P & L and YoY % BY Regions and Products

region	P & L VALUE	B M YoY %	segment	P & L VALUE	B M YoY %
APAC	441.98	198.67 %	Accessories	244.85	269.67 %
EU	200.77	259.88 %	Desktop	46.43	4791.34 %
NA	177.94	186.03 %	Networking	45.16	72.26 %
LATAM	3.16	58.4 %	Notebook	266.49	208.45 %
			Peripherals	166.51	174.64 %
			Storage	54.42	97.48 %

LY = Last Year , BM = Bench Mark

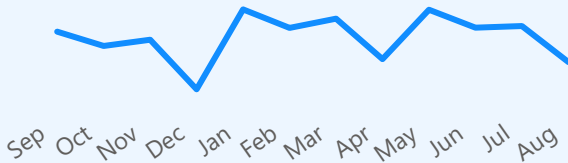
net\_sales \$ by MonthName

net\_sales \$



GM % by MonthName

GM %





custom...  
All

region  
All

market  
All

2018

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4

YTD

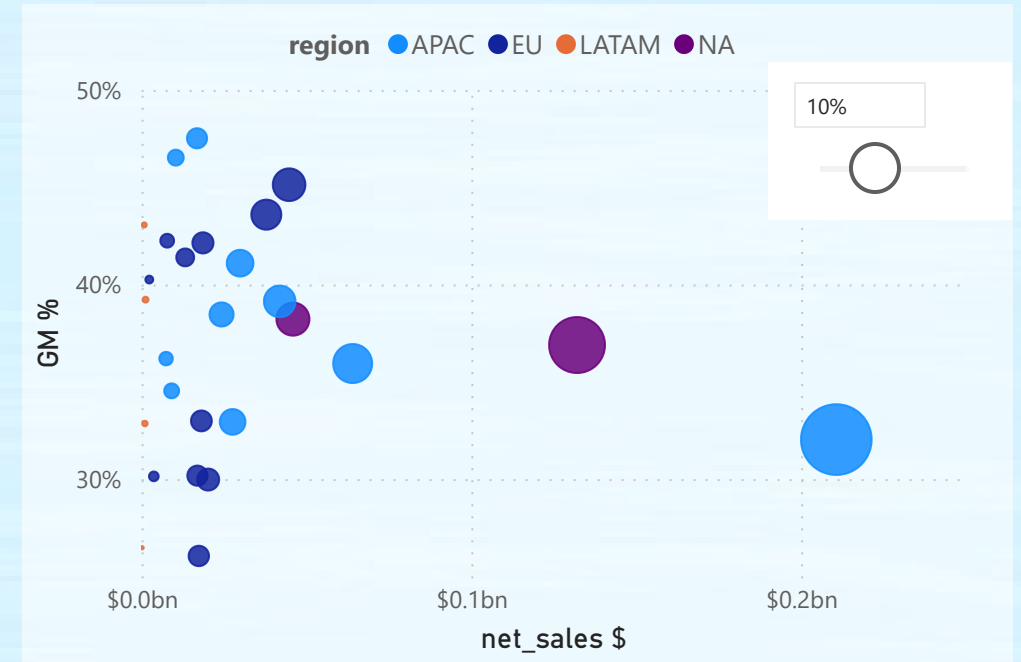
YTG

vs LY

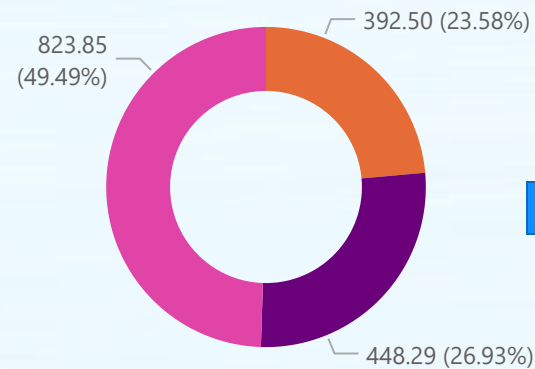
vs  
Target

### Customers Performance

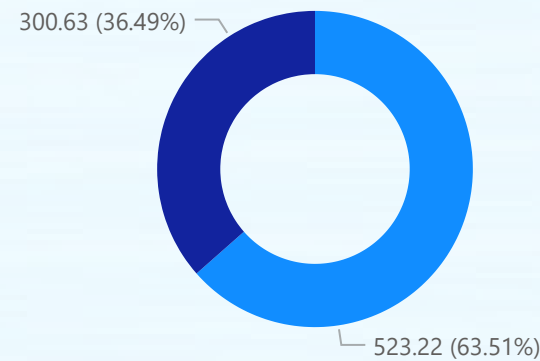
customer	net_sales \$	GM \$	GM %	GM % BM	GM % Variance	GM
Zone	\$6.91M	\$3.01M	43.55%	39.43%	-4.12%	
walmart	\$12.63M	\$4.79M	37.95%	37.43%	-0.52%	
Viveks	\$10.09M	\$2.66M	26.39% ↓	31.25%	4.86%	
Vijay Sales	\$11.27M	\$3.27M	29.00%	26.61%	-2.39%	
Unity Stores	\$1.60M	\$0.49M	30.40%	23.13%	-7.27%	
UniEuro	\$9.63M	\$3.79M	39.36%	36.99%	-2.37%	
Taobao	\$4.31M	\$1.57M	36.39% ↓	39.92%	3.53%	
Synthetic	\$16.10M	\$6.32M	39.25% ↓	44.23%	4.98%	
Surface Stores	\$2.78M	\$1.07M	38.32%	38.10%	-0.22%	
Staples	\$11.49M	\$3.72M	32.39% ↓	39.99%	7.60%	
Sound	\$5.68M	\$1.46M	25.65% ↓	46.64%	20.99%	
Sorefoz	\$6.13M	\$2.70M	44.13%	38.59%	-5.54%	
Saturn	\$1.56M	\$0.43M	27.37% ↓	30.81%	3.44%	



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



Description ● Total COGS ● Gross Margin



### Product Performance

segment	net_sales \$	GM \$	GM %
Storage	\$54.42M	\$20.00M	36.75%
Networking	\$45.16M	\$16.60M	36.75%
Peripherals	\$166.51M	\$60.81M	36.52%
Accessories	\$244.85M	\$89.30M	36.47%
Notebook	\$266.49M	\$97.12M	36.45%
Desktop	\$46.43M	\$16.79M	36.17%
<b>Total</b>	<b>\$823.85M</b>	<b>\$300.63M</b>	<b>36.49%</b>



customer  
All

region  
All

market  
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

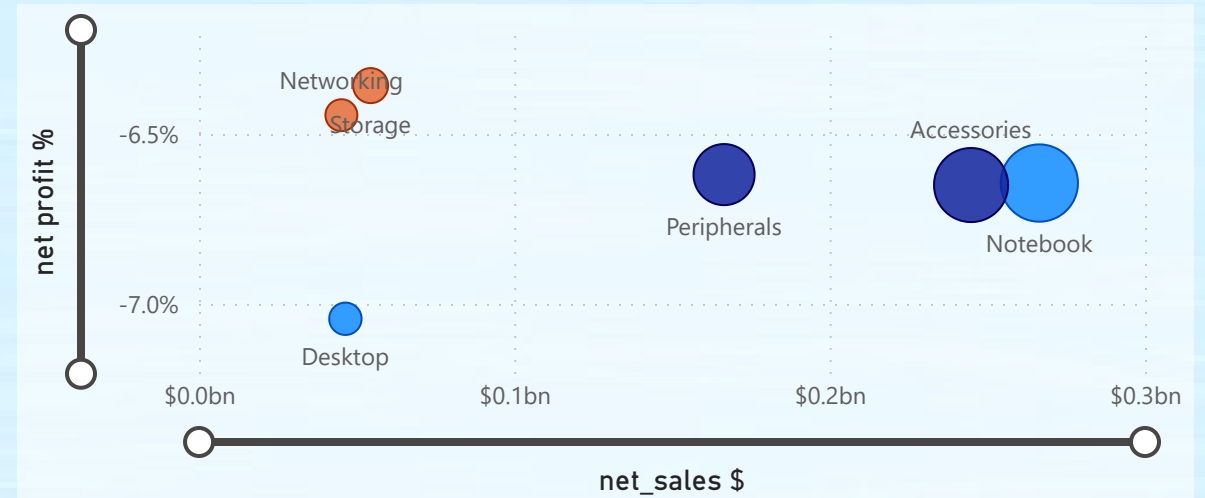
### Sales Metric By Customers

segment	net_sales \$	GM \$	GM %	net profit \$	net profit %
Accessories	\$244.85M	\$89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	\$16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	\$97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	\$60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	\$20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

### GM % Vs Net Sales

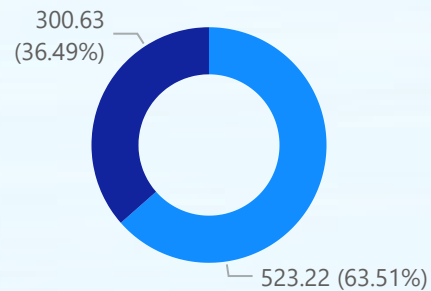
### Net Profit % Vs Net Sales

### Net Profit % Vs Net Sales \$ by Products



### Unit Economics

Descrip... Total COGS Gross Margin



● Increase ● Decrease



### Profit and Loss Statement

region	net_sales \$	GM \$	GM %	net profit \$	net profit %
APAC	\$441.98M	\$156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	\$76.98M	38.34%	2.81M	1.40%
NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.67%
LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.18%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%



custom...  
All

region  
All

market  
All

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vs LY

vs  
Target



80.21%✓

LY : 73% (+9.88%)

Forecast Accuracy %

-751.71K✓

LY : 491.60K (-252.91%)

Net Error

9780.74K!

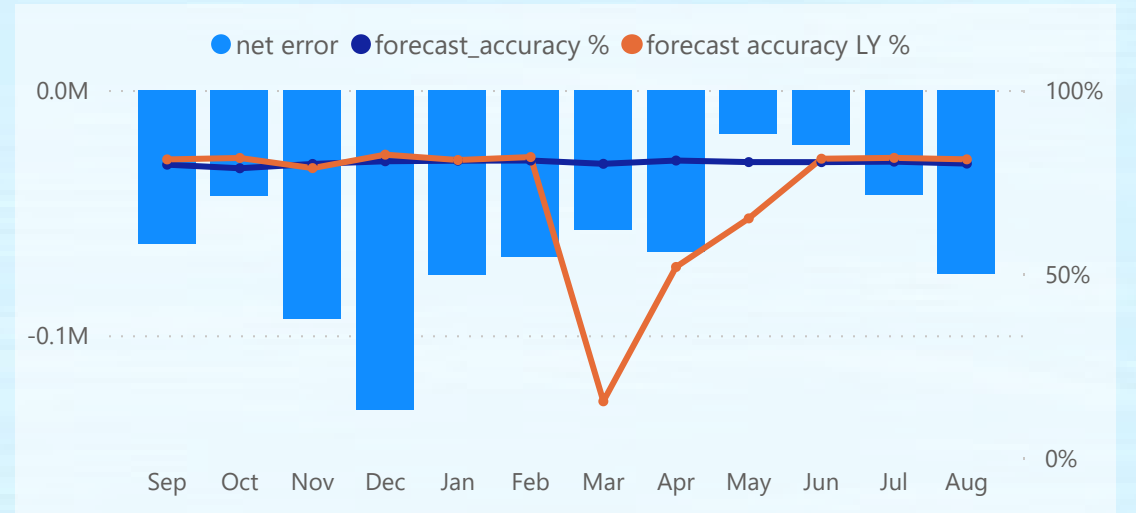
LY : 5743.20K (+70.3%)

ABS Net Error

### Forecast Accuracy and Net error by Customers

customer	forecast_accuracy %	net error	risk_measure
Zone	50.30%	19622	EI
walmart	50.12%	-35298	OOS
Viveks	43.03%	20576	EI
Vijay Sales	42.98%	34335	EI
Unity Stores	44.61%	24931	EI
UniEuro	58.22%	173583	EI
Taobao	44.98%	38245	EI
Synthetic	37.93%	-145604	OOS
Surface Stores	49.59%	11423	EI
Staples	49.38%	-22263	OOS
Sound	52.83%	37163	EI
Sorefoz	55.21%	22682	EI
Saturn	19.16%	-33396	OOS
Sage	33.58%	-425909	OOS
Relief	52.04%	44941	EI
Reliance Digital	45.19%	-8040	OOS
Radio Shack	38.46%	-47096	OOS
Radio Popular	56.74%	72810	EI
Propel	46.53%	63305	EI
Premium Stores	55.64%	75214	EI
Power	56.72%	22117	EI

### Forecast Accuracy , Forecast Accuracy of Last Year and Net error by Months



### Forecast Accuracy and Net error by Products

segment	forecast_accuracy %	net error	risk_measure
Accessories	77.66%	-2133183	OOS
Desktop	84.37%	16205	EI
Networking	90.40%	227056	EI
Notebook	79.99%	-51254	OOS
Peripherals	83.23%	-318194	OOS
Storage	83.54%	1507656	EI





customer  
All

region  
All

market  
All

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\$823.85M✓

BM: 267.98M

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM %

-6.63%!

BM: -0.85% (-676.38%)

Net Profit

80.21%✓

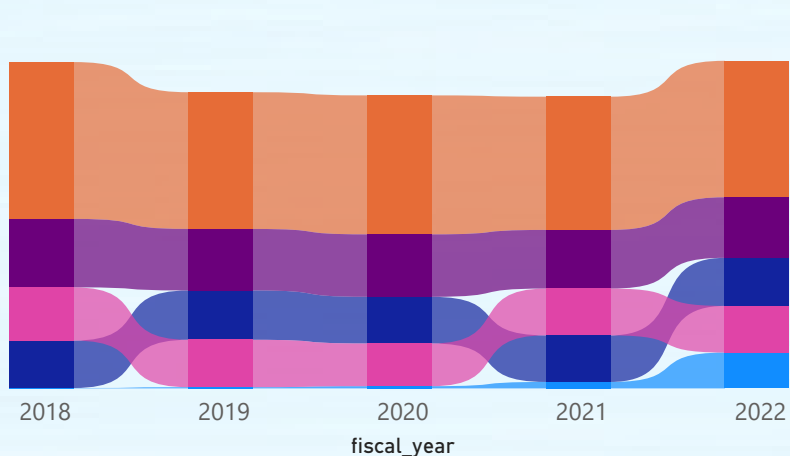
BM: 73% (+9.88%)

Forecast Accuracy %

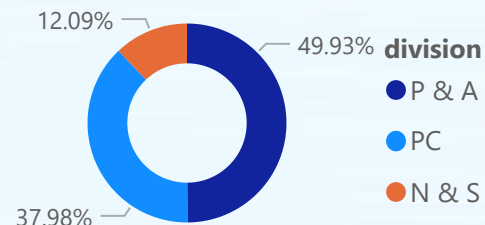
### Key Insights by Sub Zones Net Sales

sub_zone	net_sales \$	RC %	net profit %	GM %	atliq ms %	net error %	risk_me
India	\$210.67M	25.6%	-24.65%	32.03%	2.45%	3.90%	EI
ROA	\$186.89M	22.7%	8.23%	38.34%	1.47%	-21.55%	OOS
NA	\$177.94M	21.6%	-13.67%	37.23%	0.76%	-7.06%	OOS
NE	\$109.29M	13.3%	-1.14%	38.03%	1.17%	11.27%	EI
SE	\$91.48M	11.1%	4.43%	38.71%	3.63%	10.56%	EI
ANZ	\$44.41M	5.4%	7.27%	38.46%	0.28%	-5.19%	OOS
Total	\$823.85M	100.0%	-6.63%	36.49%	1.06%	-1.52%	OOS

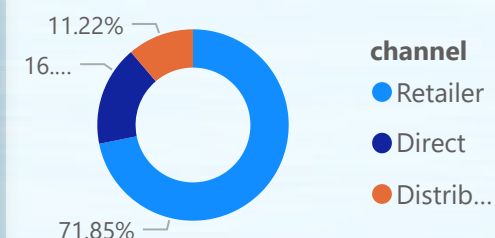
### Market share Trend of Manufacturer



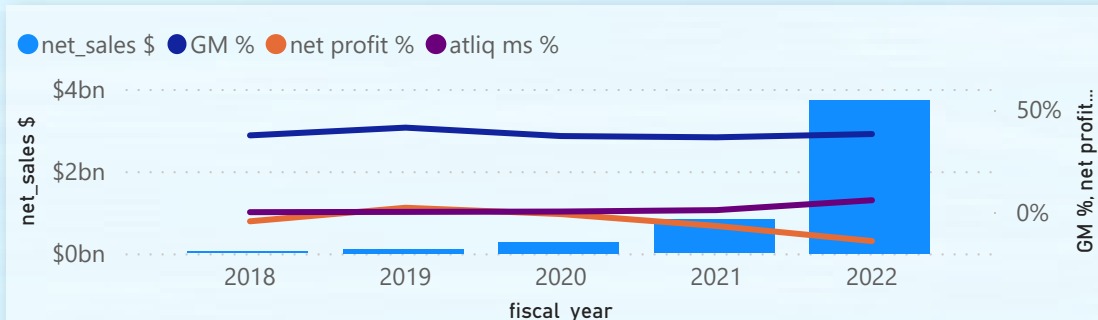
### Revenue by division



### Revenue by channel



### Trend of Net sales , gross margin , net profit and atliq market share



### Top 5 Product by revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68%
Total	16.3%	36.52%

### Top 5 Customers by revenue

customer	RC %	GM %
AltiQ Exclusive	8.4%	46.10%
Amazon	13.2%	35.40%
Atliq e Store	8.5%	37.54%
Flipkart	3.1%	30.23%
Sage	3.3%	35.16%
Total	36.5%	37.90%





## Business Insights 360 Key Info



1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#)