



## Business Insights 360



### Info

Download **user manual** and get to know the key information of this tool.



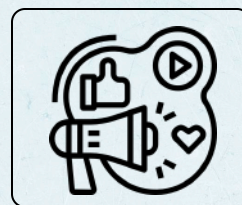
### Finance View

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



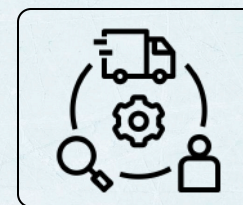
### Sales View

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



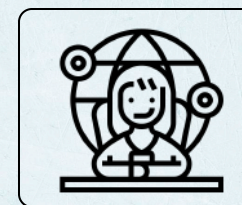
### Marketing

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 business.



### Support

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





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



**\$267.98M**✓  
LY: \$111.37M (+140.61%)  
**Net Sales**

**37.10%!**  
LY: 41.20% (-9.95%)  
**GM %**

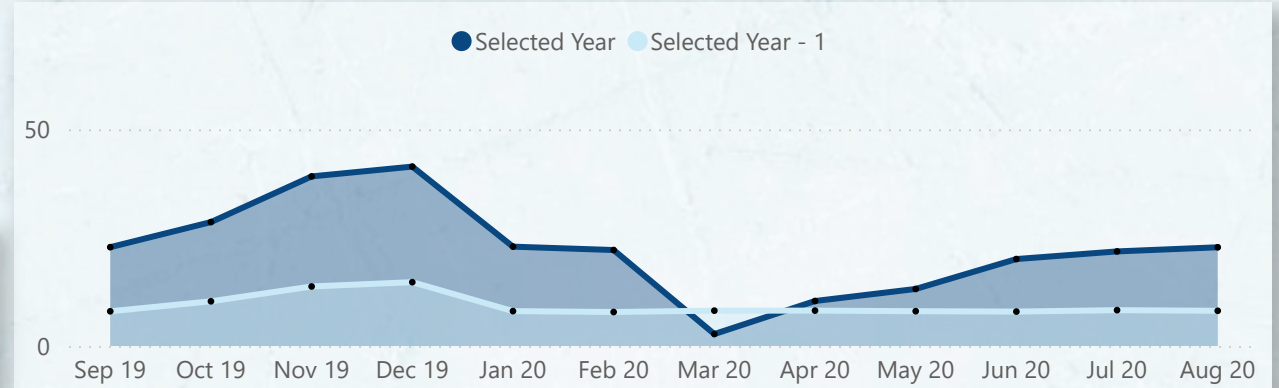
**-0.85%!**  
LY: 0.02 (-138.68%)  
**Net Profit %**



### 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	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

### 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
EU	55.79	224.03
LATAM	2.00	141.89
NA	62.21	182.70
<b>Total</b>	<b>267.98</b>	<b>140.61</b>

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
<b>Total</b>	<b>267.98</b>	<b>140.61</b>

region, market

segment, cat...

customer

All

All

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

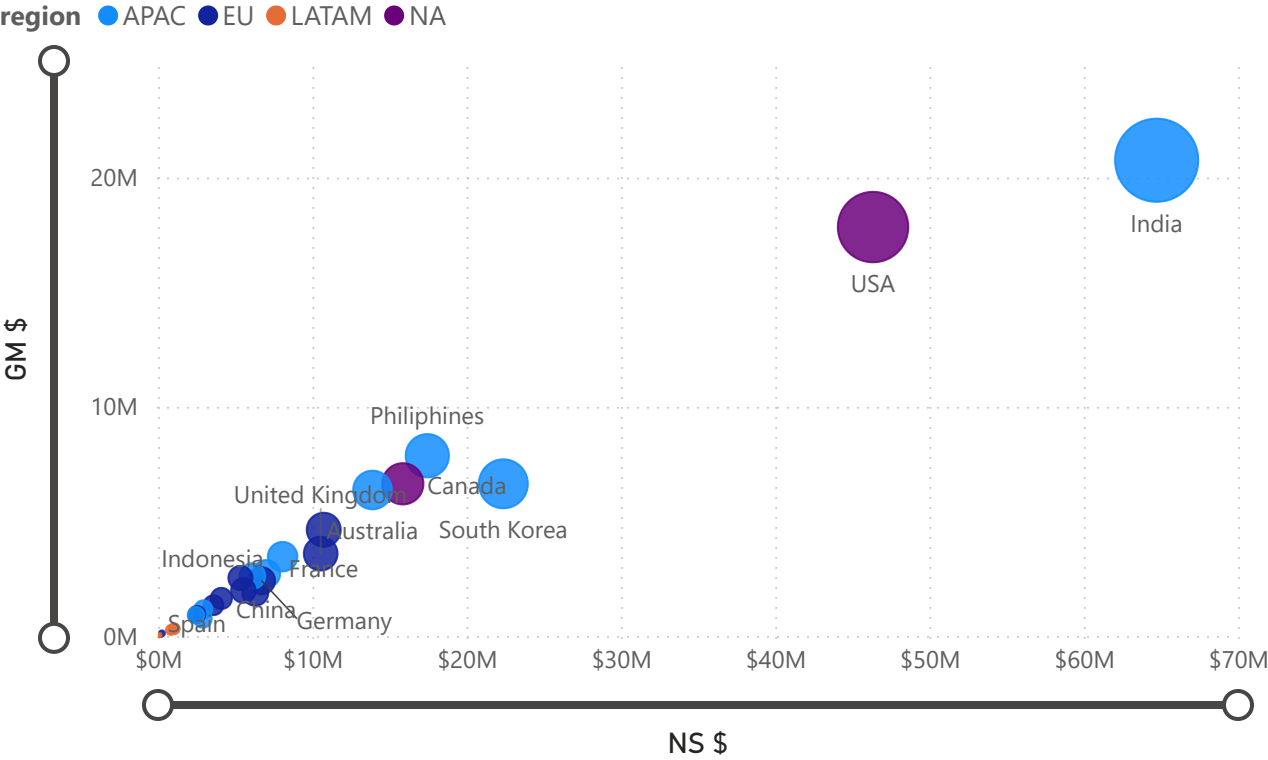
Q4

YTD

YTG

customer	NS \$	GM \$	GM %
Amazon	\$49.8M	18.9M	37.96%
Atliq e Store	\$31.7M	11.9M	37.47%
AltiQ Exclusive	\$20.3M	9.7M	48.02%
Flipkart	\$10.9M	3.7M	33.54%
Sage	\$8.3M	2.6M	31.22%
Ebay	\$8.1M	2.8M	34.34%
Leader	\$7.7M	2.0M	26.36%
Synthetic	\$5.8M	2.5M	44.23%
Novus	\$4.9M	2.0M	41.28%
Electricalsocity	\$4.6M	1.5M	33.77%
Neptune	\$4.4M	1.7M	38.66%
Expression	\$3.9M	1.2M	31.95%
Acclaimed Stores	\$3.7M	1.4M	37.09%
Staples	\$3.7M	1.5M	39.99%
Costco	\$3.6M	1.4M	39.59%
walmart	\$3.4M	1.3M	37.43%
Electricalslytical	\$3.4M	0.9M	27.32%
Total	\$268.0M	99.4M	37.10%

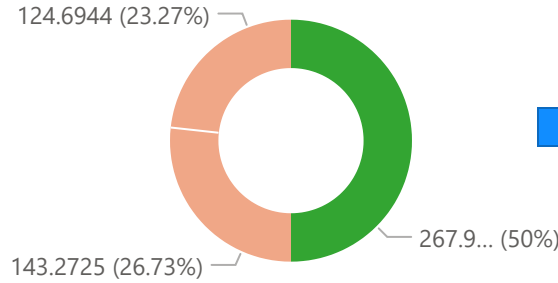
NS \$, GM \$, NS \$ and GM % by market and region



Net Sales

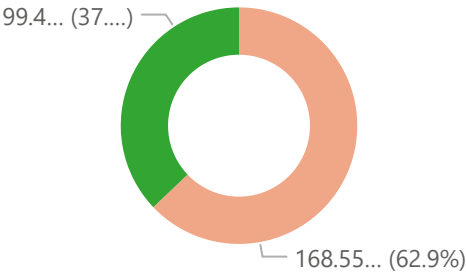
Total Post Invoice...

Pre Invoice ...



Total COGS

Gross Margin



segment	NS \$	GM \$	GM %
Storage	\$27.6M	9.9M	36.05%
Desktop	\$0.9M	0.3M	36.47%
Accessories	\$66.2M	24.6M	37.07%
Notebook	\$86.4M	32.0M	37.08%
Peripherals	\$60.6M	22.7M	37.47%
Networking	\$26.2M	9.8M	37.51%
Total	\$268.0M	99.4M	37.10%

region

▼

All▼

market

▼

All▼

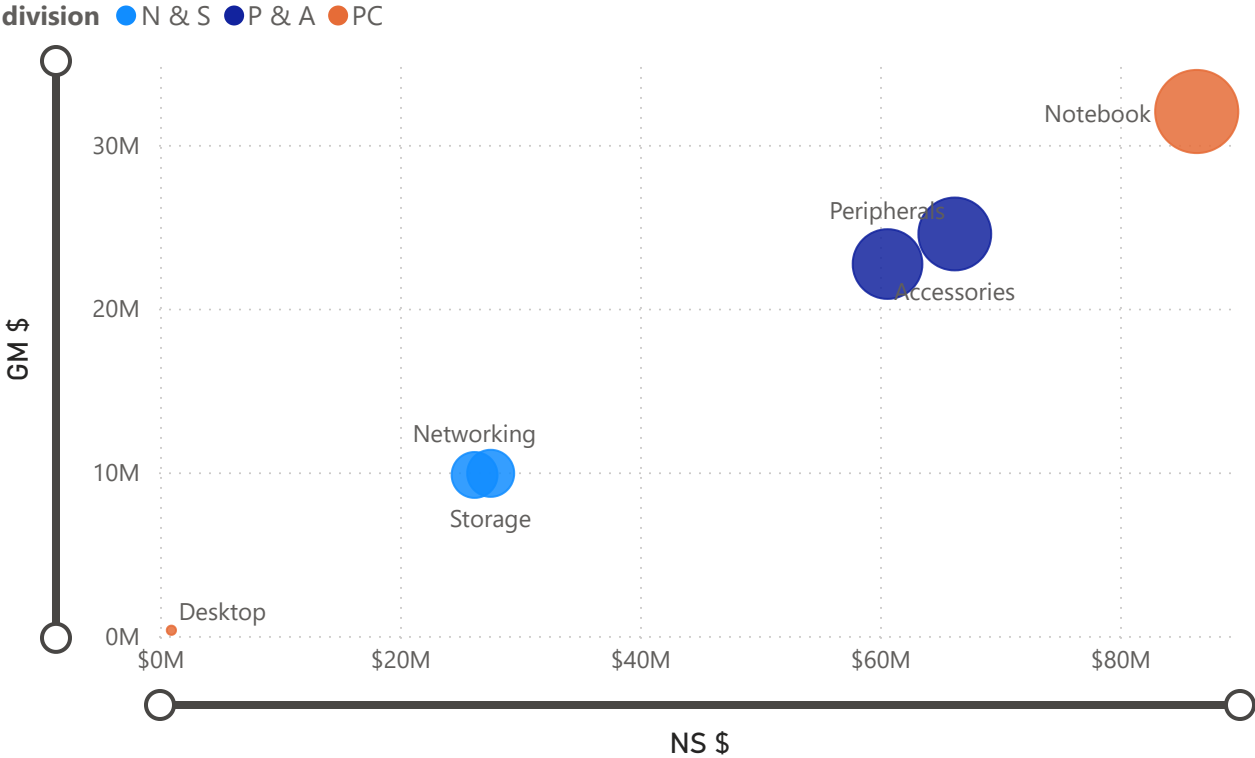
customer

▼

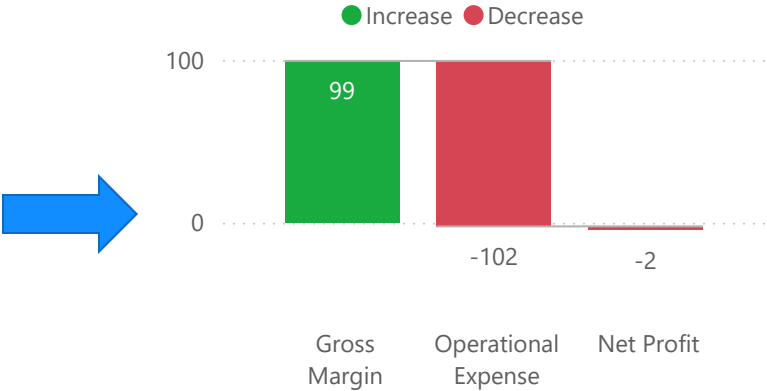
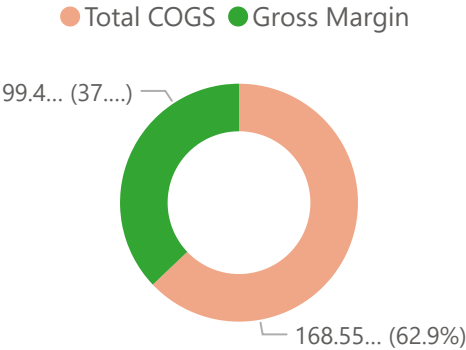
All▼

2019202020212022 EstQ1Q2Q3Q4YTDYTG

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



segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$66.2M	24.6M	37.07%	-0.56M	-0.85%
Batteries	\$0.3M	0.1M	36.35%	-0.01M	-1.68%
Keyboard	\$41.4M	15.3M	37.00%	-0.39M	-0.95%
Mouse	\$24.5M	9.1M	37.21%	-0.17M	-0.68%
Desktop	\$0.9M	0.3M	36.47%	-0.03M	-2.88%
Personal Desktop	\$0.9M	0.3M	36.47%	-0.03M	-2.88%
Networking	\$26.2M	9.8M	37.51%	-0.12M	-0.47%
Wi fi extender	\$26.2M	9.8M	37.51%	-0.12M	-0.47%
Notebook	\$86.4M	32.0M	37.08%	-0.79M	-0.92%
Business Laptop	\$38.5M	14.2M	36.83%	-0.42M	-1.10%
Gaming Laptop	\$14.5M	5.4M	37.31%	-0.14M	-0.96%
Personal Laptop	\$33.3M	12.4M	37.27%	-0.23M	-0.69%
Peripherals	\$60.6M	22.7M	37.47%	-0.29M	-0.48%
Graphic Card	\$16.0M	5.9M	36.88%	-0.17M	-1.06%
Internal HDD	\$5.4M	2.0M	37.63%	-0.02M	-0.31%
MotherBoard	\$1.9M	0.7M	37.22%	-0.01M	-0.72%
Processors	\$27.3M	11.1M	37.71%	-0.09M	-0.35%
Total	\$268.0M	99.4M	37.10%	-2.29M	-0.85%



region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$148.0M	53.2M	35.97%	-1.52M	-1.03%
EU	\$55.8M	21.1M	37.82%	0.35M	0.62%
LATAM	\$2.0M	0.6M	30.96%	0.00M	-0.08%
NA	\$62.2M	24.5M	39.35%	-1.11M	-1.79%
Total	\$268.0M	99.4M	37.10%	-2.29M	-0.85%





region, market

All

customer

All

segment, category, pr...

All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



72.99%!

LY: 86.45% (-15.57%)

Forecast Accuracy

491.6K✓

LY: 637.5K (-22.88%)

Net Error

5743.2K!

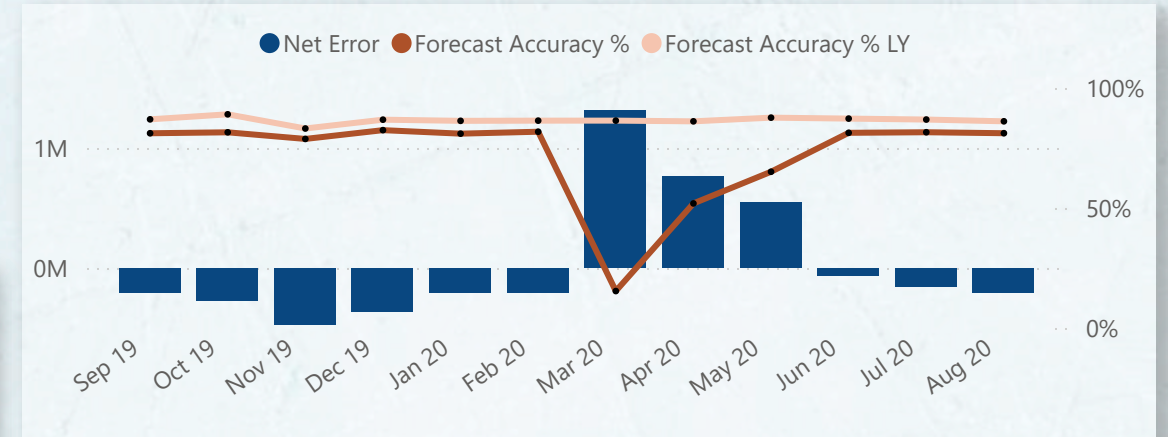
LY: 1547.8K (+271.06%)

Net Profit %

## Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	35.18%		5699	25.3%	Excess Inventory
AltiQ Exclusive	56.78%	74.90%	277481	17.7%	Excess Inventory
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	Excess Inventory
Atlas Stores	39.19%	47.32%	24488	26.1%	Excess Inventory
Atliq Exclusive	32.66%	49.91%	53199	18.2%	Excess Inventory
Chip 7	41.32%	30.35%	79770	37.4%	Excess Inventory
Coolblue	43.16%	55.15%	15660	11.4%	Excess Inventory
Costco	33.18%	38.04%	8127	2.9%	Excess Inventory
Croma	35.49%	48.82%	28591	10.1%	Excess Inventory
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.7%	Excess Inventory
Digimarket	39.69%	52.62%	87844	34.8%	Excess Inventory
Electricalsara Stores	32.38%	52.73%	226	0.3%	Excess Inventory
Electricalsbea Stores	41.94%		8182	27.2%	Excess Inventory
Electricalslance Stores	41.81%	57.64%	21648	24.0%	Excess Inventory
Electricalslytical	39.26%	51.50%	62444	17.0%	Excess Inventory
Electricalsocity	42.87%	52.63%	122081	24.9%	Excess Inventory
Electricalsquipo Stores	39.26%	38.16%	20565	21.8%	Excess Inventory
Elite	40.14%	1.74%	47640	35.4%	Excess Inventory
Total	72.99%	86.45%	491599	2.3%	Excess Inventory

## Net Sales Performance Over Time



## Top / Bottom Products &amp; Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	81.01%	80.25%	698487	-1.78%	Excess Inventory
Notebook	76.65%	83.02%	146640	-0.92%	Excess Inventory
Peripherals	75.18%	85.06%	193476	-0.48%	Excess Inventory
Accessories	71.42%	90.20%	-167818	-0.85%	Out of Stock
Desktop	70.07%		-52	-2.88%	Out of Stock
Networking	52.50%	81.50%	-379134	-0.47%	Out of Stock
Total	72.99%	86.45%	491599	-0.85%	Excess Inventory