



#### 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..



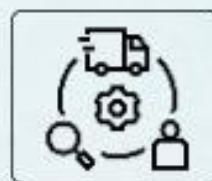
#### Sales View

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.



**\$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

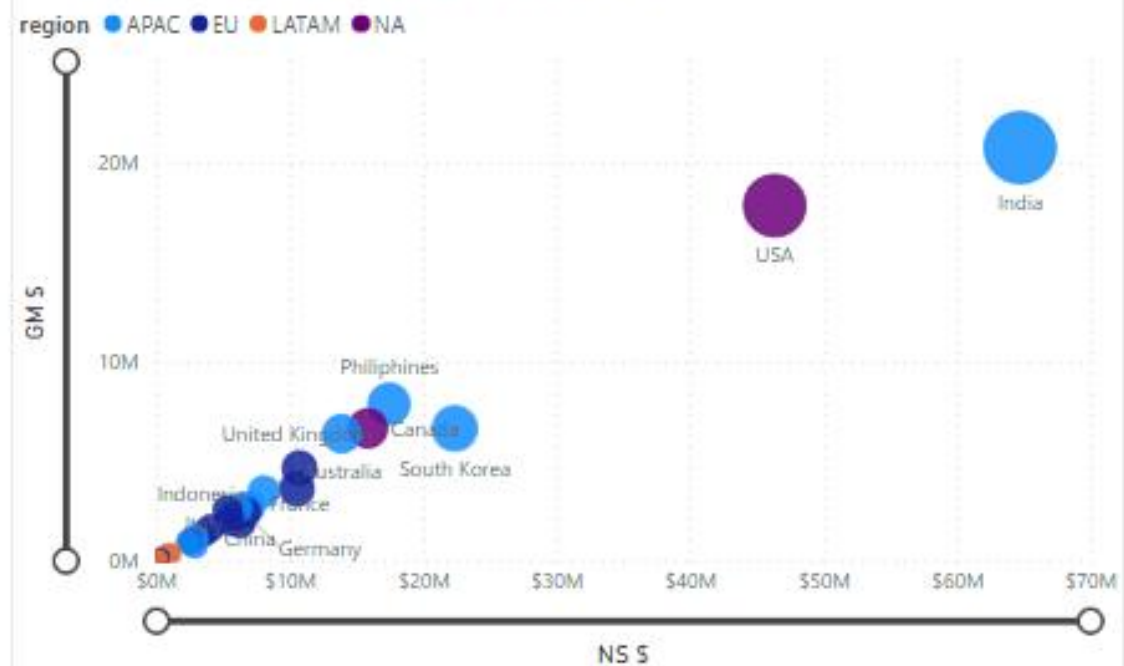


### Top / Bottom Products & Customers by Net Sales

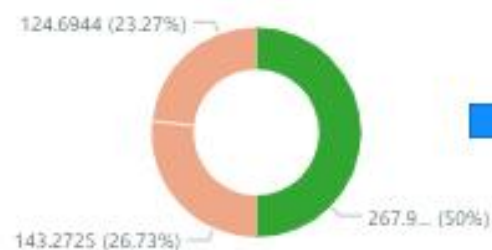
region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
APAC	147.98	107.48	Accessories	66.23	136.21
EU	55.79	224.03	Desktop	0.95	0.00
LATAM	2.00	141.89	Networking	26.22	51.00
NA	62.21	182.70	Notebook	86.39	166.63
Total	267.98	140.61	Peripherals	60.63	207.22
			Storage	27.56	99.17
			Total	267.98	140.61

customer	NS \$	GM \$	GM %
Amazon	\$49.8M	18.9M	37.96%
Atlique 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%
Electricalsociety	\$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%
Reliance Digital	\$3.4M	1.2M	36.36%
<b>Total</b>	<b>\$268.0M</b>	<b>99.4M</b>	<b>37.10%</b>

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



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



● Total COGS ● Gross Margin

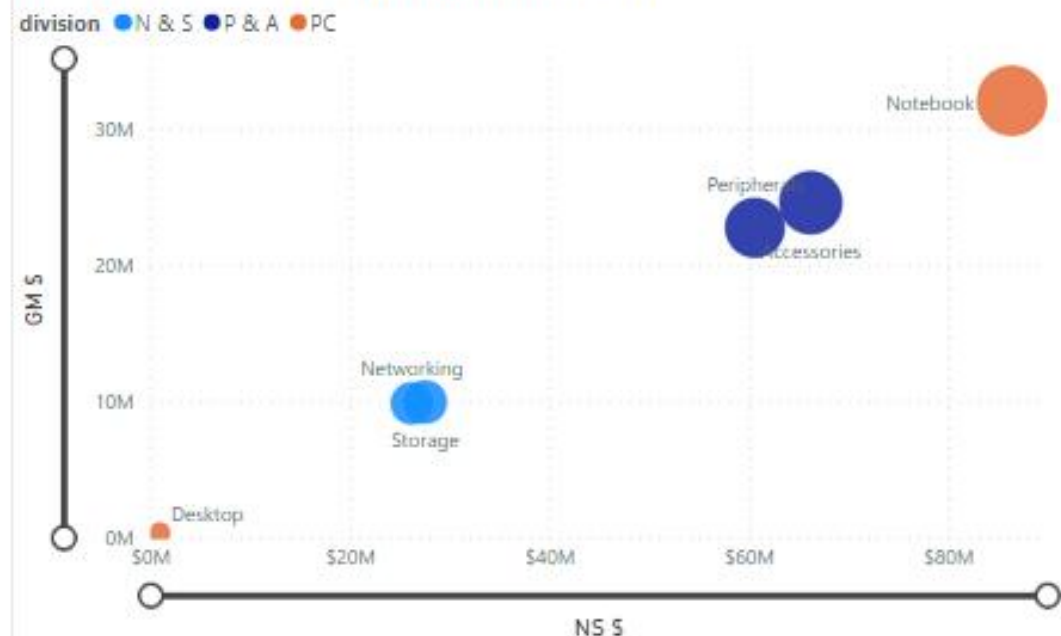


segment	NS \$	GM \$	GM %
Storage	\$27.6M	9.9M	36.05%
Desktop	\$0.9M	0.3M	36.47%
Accessories	\$66.2M	24.6M	37.07%
Notebook	\$86.4M	32.0M	37.08%
Peripherals	\$60.6M	22.7M	37.47%
Networking	\$26.2M	9.8M	37.51%
<b>Total</b>	<b>\$268.0M</b>	<b>99.4M</b>	<b>37.10%</b>



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	\$37.3M	14.1M	37.71%	-0.09M	-0.25%
<b>Total</b>	<b>\$268.0M</b>	<b>99.4M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>

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



● Total COGS ● Gross Margin



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%
<b>Total</b>	<b>\$268.0M</b>	<b>99.4M</b>	<b>37.10%</b>	<b>-2.29M</b>	<b>-0.85%</b>



**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
Elkjøp	45.00%	12.35%	78218	39.3%	Excess Inventory
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>491599</b>	<b>2.3%</b>	<b>Excess Inventory</b>

#### Net Sales Performance Over Time



#### Top / Bottom Products & 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
<b>Total</b>	<b>72.99%</b>	<b>86.45%</b>	<b>491599</b>	<b>-0.85%</b>	<b>Excess Inventory</b>