



## Business Insight 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 View

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

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



### Help

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



region, market

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022  
EST

&gt;

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

LY: \$823.85M (+353.5%, ...)

Net Sales

38.08%✓

LY: 0.36 (+4.37%)

Gross Margin %

-13.98%!

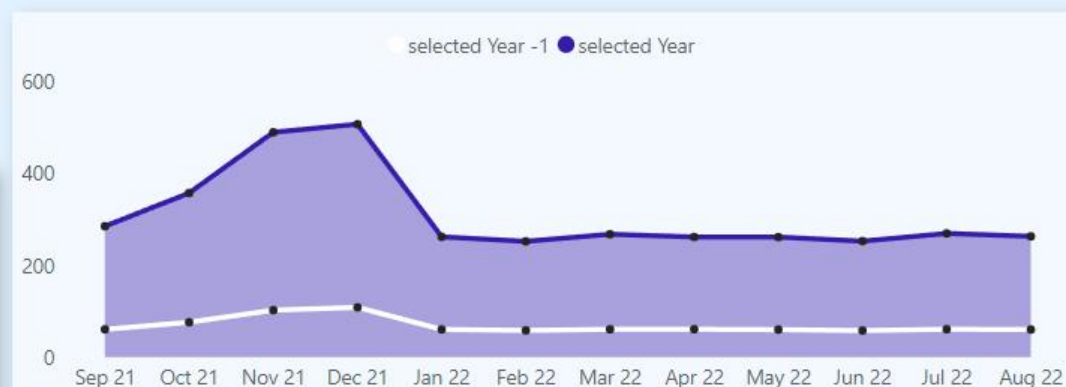
LY: -0.07 (-110.79%)

Net Profit %

## Profit and Loss Statement

Line Item	2022 EST	LY	YoY	YoY %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operationa Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

## Net Sales Performance Over time



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

region	P & L values	P & L YoY chang %	segment	P & L values	P & L YoY chang %
APAC	1923.77	335.27	Accessories	454.10	85.46
Australia	119.33	332.38	Desktop	711.08	1,431.55
Bangladesh	36.41	299.56	Networking	38.43	-14.89
China	147.43	393.51	Notebook	1580.43	493.06
India	945.34	348.72	Peripherals	897.54	439.03
Direct	100.89	311.08	Storage	54.59	0.32
Retailer	844.45	353.68	Total	3736.17	353.50
Indonesia	96.61	298.56			
Japan	47.34	356.67			





region, market

All

customer

All

segment, category, pr...

All

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Q1

Q2

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Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)  
Forecast Accuracy

-3472.69K✓

LY: -751.71K (-361.97%)  
Net Error

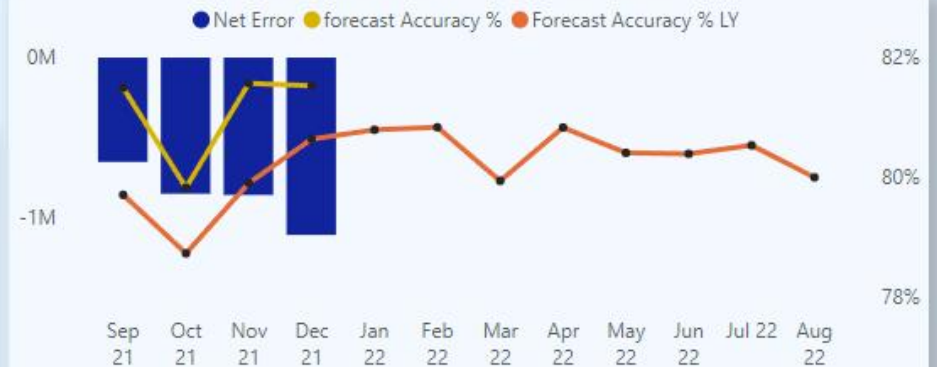
6899.04K✓

LY: 9,780.74K (+29.46%)  
Absolute Error

## Key Matrix by Customers

customer	forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Zone	49.46%	50.30%	-19035	-6.56%	Out of Stock
walmart	54.78%	50.12%	84334	12.08%	Excess Invet
Viveks	33.27%	43.03%	-129058	-28.95%	Out of Stock
Vijay Sales	30.76%	42.98%	-137937	-25.92%	Out of Stock
Unity Stores	8.32%	44.61%	-35536	-61.31%	Out of Stock
UniEuro	50.30%	58.22%	-89065	-23.90%	Out of Stock
Taobao	42.65%	44.98%	-13408	-7.14%	Out of Stock
Synthetic	30.36%	37.93%	-191078	-36.09%	Out of Stock
Surface Stores	51.75%	49.59%	-4304	-3.38%	Out of Stock
Staples	54.45%	49.38%	79821	11.51%	Excess Invet
Sound	32.34%	52.83%	-97958	-41.81%	Out of Stock
Sorefoz	23.48%	55.21%	-100677	-61.15%	Out of Stock
Saturn	41.54%	19.16%	2197	2.85%	Excess Invet
Sage	50.72%	33.58%	154291	10.06%	Excess Invet
Relief	51.88%	52.04%	-348	-0.14%	Out of Stock
Reliance Digital	34.59%	45.19%	-122328	-24.97%	Out of Stock
Radio Shack	45.64%	38.46%	69253	16.48%	Excess Invet
Radio Popular	52.94%	56.74%	-49354	-18.61%	Out of Stock

## Accuracy / Net Error Trend



## Key Matrix by Products

segment	forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Accessories	87.42%	77.66%	341468	Excess Invet	1.72%
Desktop	87.53%	84.37%	78576	Excess Invet	10.24%
Networking	93.06%	90.40%	-12967	Out of Stock	-1.69%
Notebook	87.24%	79.99%	-47221	Out of Stock	-1.69%
Peripherals	68.17%	83.23%	-3204280	Out of Stock	-31.83%
Storage	71.50%	83.54%	-628266	Out of Stock	-25.61%

region, market ▼ segment, category... ▼ customer ▼

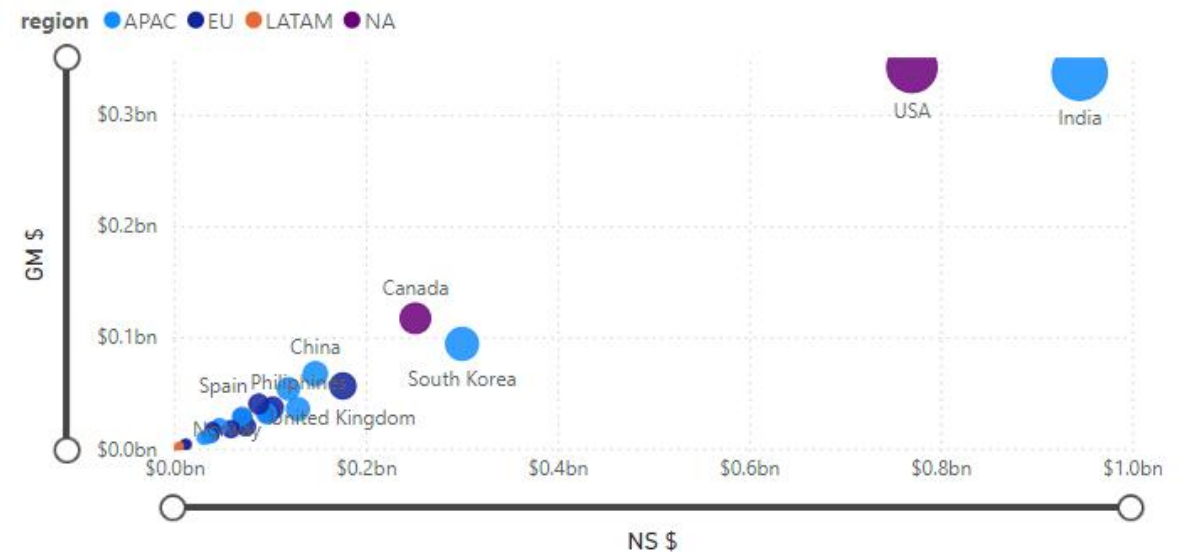
All ▼ All ▼ All ▼

2018 2019 2020 2021 202... 2023

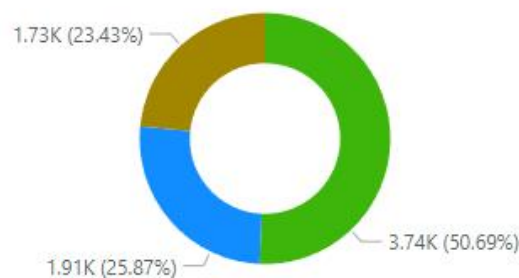
Q1 Q2 Q3 Q4

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
AltIQ Exclusive	\$307.17M	\$145.05M	47.22%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
Atliq e Store	\$304.10M	\$112.15M	36.88%
Atliq Exclusive	\$53.95M	\$21.10M	39.11%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
Chip 7	\$25.62M	\$8.26M	32.24%
Chiptec	\$18.93M	\$7.37M	38.94%
Circuit City	\$52.42M	\$24.51M	46.77%

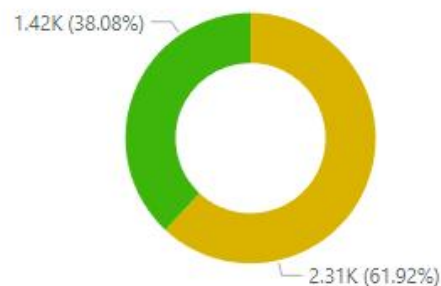
NS \$, GM \$, NS \$ and GM % by market and region



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



● Total COGS ● Gross Margin



segment	NS \$	GM \$	GM %
Accessories	\$454.10M	\$172.61M	38.01%
Desktop	\$711.08M	\$272.39M	38.31%
Networking	\$38.43M	\$14.78M	38.45%
Notebook	\$1,580.43M	\$600.96M	38.03%
Peripherals	\$897.54M	\$341.22M	38.02%
Storage	\$54.59M	\$20.93M	38.33%
<b>Total</b>	<b>\$3,736.17M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>



region

market

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Q1

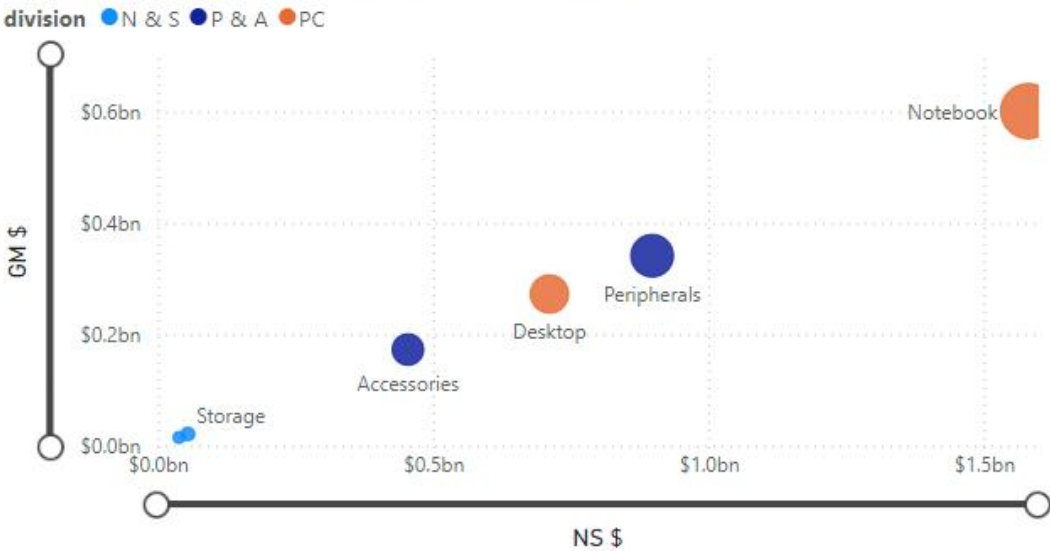
Q2

Q3

Q4

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories					
Batteries	\$71.37M	\$26.84M	37.61%	-10.27M	-14.40%
Keyboard	\$225.25M	\$85.98M	38.17%	-31.24M	-13.87%
Mouse	\$157.48M	\$59.79M	37.96%	-22.26M	-14.14%
Desktop					
Business Laptop	\$343.89M	\$131.60M	38.27%	-47.47M	-13.80%
Personal Desktop	\$367.18M	\$140.79M	38.34%	-50.32M	-13.70%
Networking					
Wi fi extender	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Notebook					
Business Laptop	\$421.35M	\$161.27M	38.27%	-58.17M	-13.80%
Gaming Laptop	\$619.25M	\$233.85M	37.76%	-88.61M	-14.31%
Personal Laptop	\$520.03M	\$205.04M	39.43%	-75.20M	-14.46%

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



region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%