



Business Insights 360



Info

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



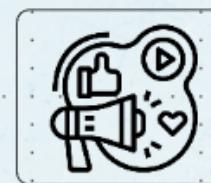
Finance View

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



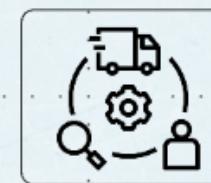
Sales View

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



Marketing 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 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.



All

All

All

\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%

BM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

Net Sales Performance Over Time

vs LY

vs Target



Top / Bottom Products & Customers by Net Sales

| region | P & L | | P & L Chg % | segment | P & L values | | P & L Chg % |
|--------------|-----------------|---|--------------|--------------|-----------------|---|--------------|
| | values | % | | | values | % | |
| APAC | 1,923.77 | | -2.48 | Accessories | 454.10 | | |
| EU | 775.48 | | -1.13 | Desktop | 711.08 | | |
| LATAM | 14.82 | | -1.60 | Networking | 38.43 | | |
| NA | 1,022.09 | | -1.24 | Notebook | 1,580.43 | | |
| Total | 3,736.17 | | -1.86 | Peripherals | 897.54 | | |
| | | | | Storage | 54.59 | | |
| | | | | Total | 3,736.17 | | -1.86 |

BM = Benchmark, LY=Last Year



Customer Performance

Region, Market: All | Customer: All | Segment, Category, Product: All | Year: 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

| Customer | NS \$ | GM \$ | GM % |
|--------------------|--------------------|------------------|---------------|
| Amazon | \$496.88M | 182.77M | 36.78% |
| AtliQ Exclusive | \$361.12M | 166.15M | 46.01% |
| Atliq e Store | \$304.10M | 112.15M | 36.88% |
| Flipkart | \$138.49M | 58.37M | 42.14% |
| Sage | \$127.86M | 40.31M | 31.53% |
| Leader | \$117.32M | 36.02M | 30.70% |
| Neptune | \$105.69M | 49.36M | 46.70% |
| Ebay | \$91.60M | 33.06M | 36.09% |
| Acclaimed Stores | \$73.36M | 29.58M | 40.32% |
| walmart | \$72.41M | 33.06M | 45.66% |
| Electricalslytical | \$68.05M | 25.34M | 37.24% |
| Electricalsociety | \$67.76M | 24.41M | 36.03% |
| Staples | \$64.20M | 24.99M | 38.92% |
| Total | \$3,736.17M | 1,422.88M | 38.08% |

Performance Matrix

Region: APAC (blue) | EU (dark blue) | Novus (light blue)

| Region | Customer | NS \$ | GM % |
|--------|-----------------|-------|-------|
| APAC | Flawless Stores | \$10M | 24% |
| APAC | Ola | \$12M | 23.5% |
| APAC | Billa | \$15M | 23% |
| APAC | Notebillig | \$18M | 22.5% |
| APAC | Digmarket | \$20M | 22% |
| EU | Novus | \$38M | 21% |

Product Performance

Segment: All | NS \$: All | GM \$: All | GM %: All

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

Unit Economics

Net Sales: 1.73K (23.43%) | Total Post Invoice: 1.91K (25.87%) | Pre Invoice: 3.74K (50.69%)

| Category | Value | Percentage |
|--------------------|-------|------------|
| Net Sales | 1.73K | 23.43% |
| Total Post Invoice | 1.91K | 25.87% |
| Pre Invoice | 3.74K | 50.69% |

Total COGS: 1.42K (38.08%) | Gross Margin: 2.31K (61.92%)

| Category | Value | Percentage |
|--------------|-------|------------|
| Total COGS | 1.42K | 38.08% |
| Gross Margin | 2.31K | 61.92% |



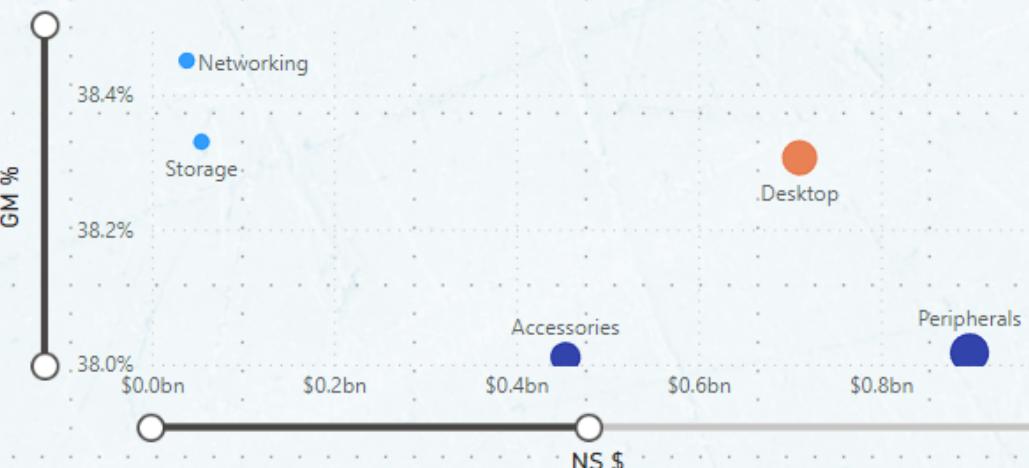
Product Performance

| segment | NS \$ | GM \$ | GM % | Net Profit \$ | Net Profit % |
|--------------|--------------------|------------------|---------------|-----------------|----------------|
| Accessories | \$454.10M | 172.61M | 38.01% | -63.78M | -14.05% |
| Desktop | \$711.08M | 272.39M | 38.31% | -97.79M | -13.75% |
| Networking | \$38.43M | 14.78M | 38.45% | -5.27M | -13.72% |
| Notebook | \$1,580.43M | 600.96M | 38.03% | -222.16M | -14.06% |
| Peripherals | \$897.54M | 341.22M | 38.02% | -125.91M | -14.03% |
| Storage | \$54.59M | 20.93M | 38.33% | -7.51M | -13.76% |
| Total | \$3,736.17M | 1,422.88M | 38.08% | -522.42M | -13.98% |

Show NP %

Performance Matrix

division N & S P & A PC

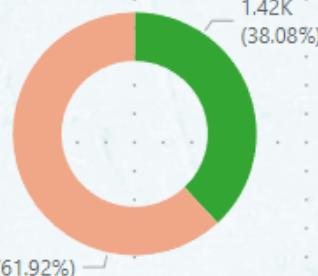


Region / Market / Customer performance

| 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% |
| Total | \$3,736.17M | 1,422.88M | 38.08% | -522.42M | -13.98% |

Unit Economics

Gross Margin Total COGS



Increase Decrease



