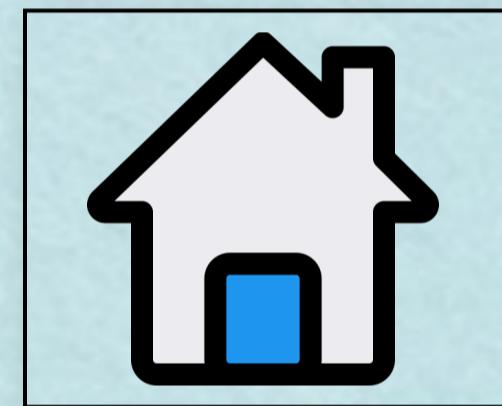




Business Insights 360



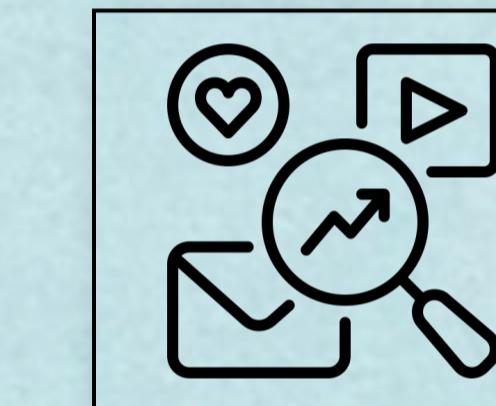
Info

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..



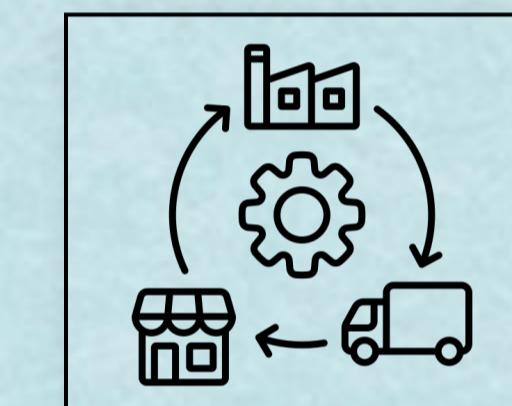
Marketing View

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



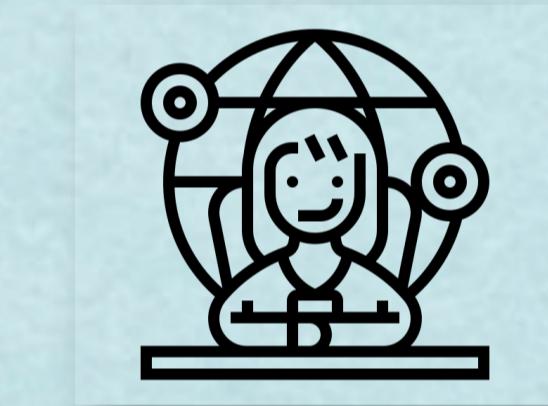
Sales view

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



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.



segment, product, ca...

✓ Accessories✓ Desktop

customer

All

region, market

All

2018

2019

2020

2021

2022est

yeartodate

yeartogo

target

V/S ly

Q1

Q2

Q3

Q4

3.74bn✓

BM: 823.85M (+353.5%)

Net sales**38.08%**✓

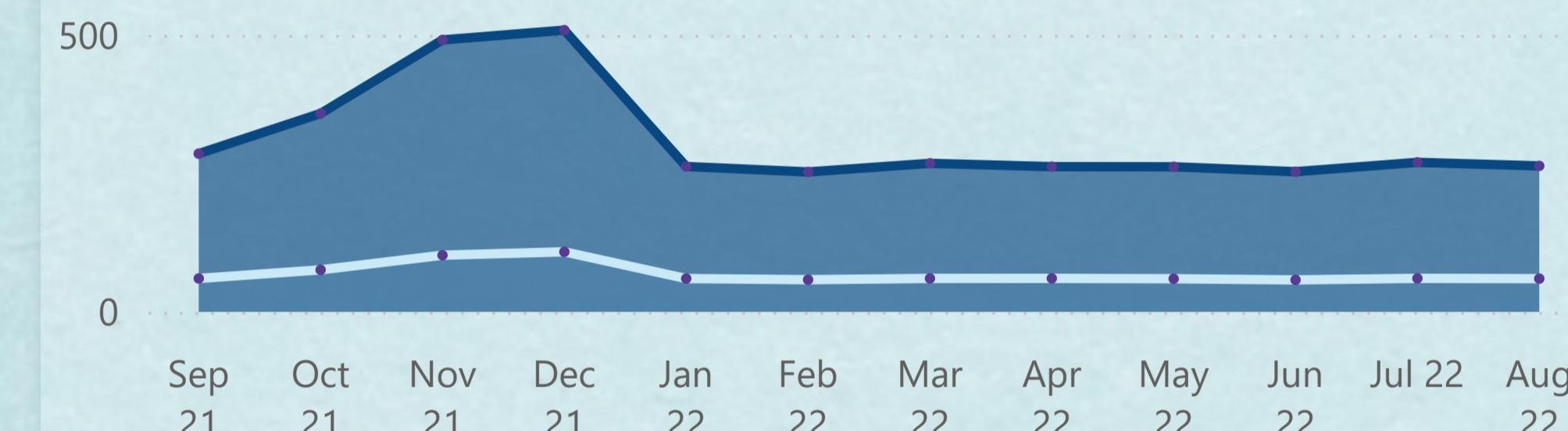
BM: 36.49% (+4.37%)

GM %**-13.98%**!

BM: -6.63% (-110.79%)

Net Profit %**net sales performance over time**

V/S BM ● selection

**NET SALES**

Line Item	2022est	BM	change	change%
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
operatioanl expense	-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
Total	3,736.17	823.85	2,912.32	353.50

BM = Benchmark

GM- GrossMargin

Top / Bottom Products & Customers by net sales

segment	P & L values	P & L Chg %
Accessories	454.10	8546.19%
Desktop	711.08	143154.87%
Networking	38.43	-1489.02%
Notebook	1,580.43	49306.46%
Peripherals	897.54	43903.49%
Storage	54.59	31.66%
Total	3,736.17	35350.19%

region	P & L values	P & L Chg %
APAC	1,923.77	33526.51%
EU	775.48	28626.05%
LATAM	14.82	36839.86%
north america	1,022.09	47440.15%
Total	3,736.17	35350.19%



segment, product, cat...

✓ Accessories✓ Desktop

customer

All

▼

region, market

All

▼

2018

2019

2020

2021

2022est

yeartodate

yeartogo

target

V/S ly

Q1

Q2

Q3

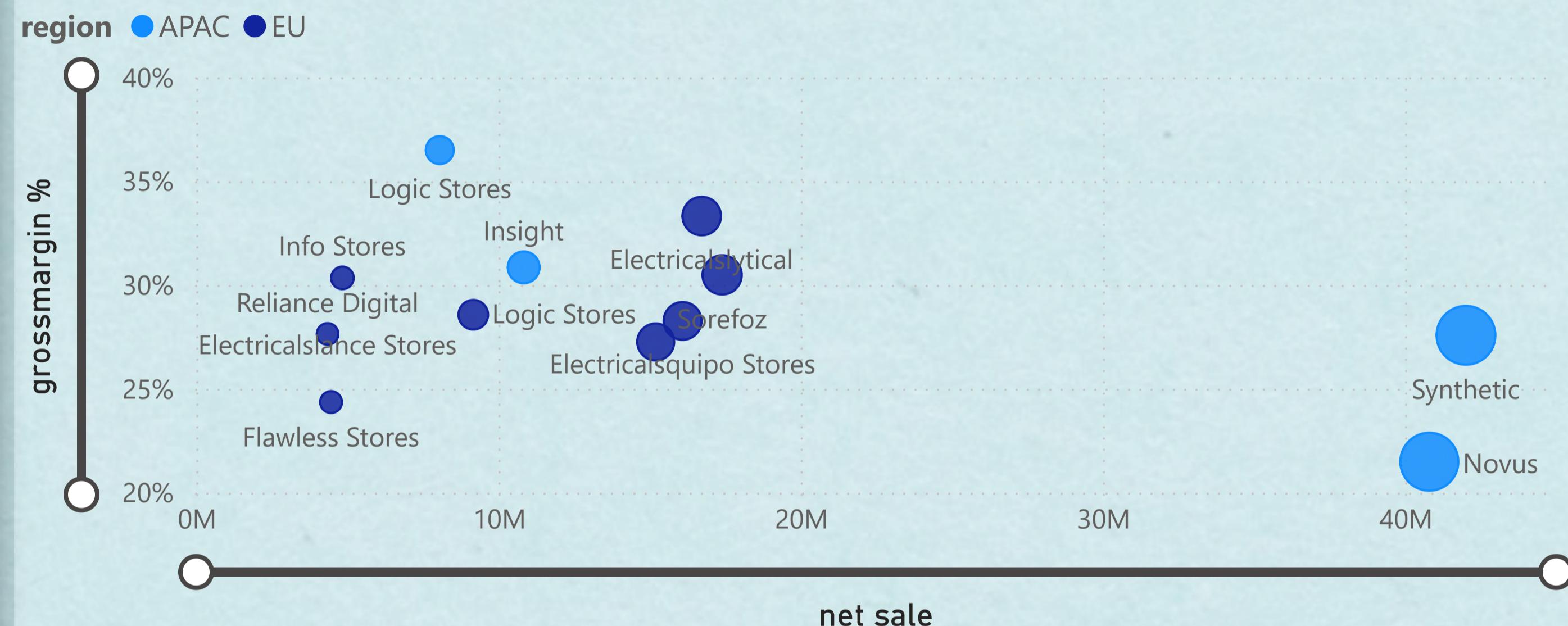
Q4

Target Gap tolerance

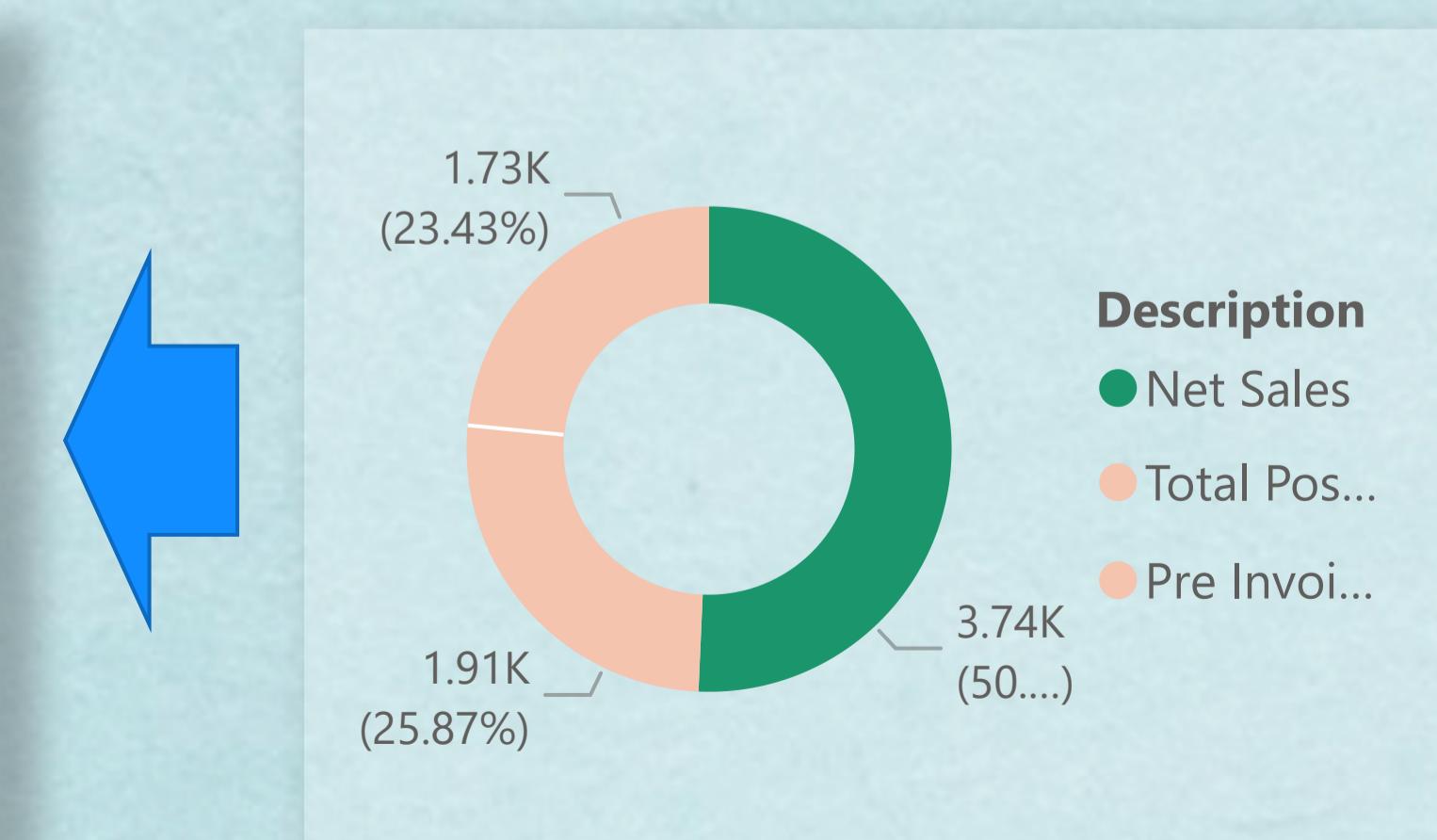
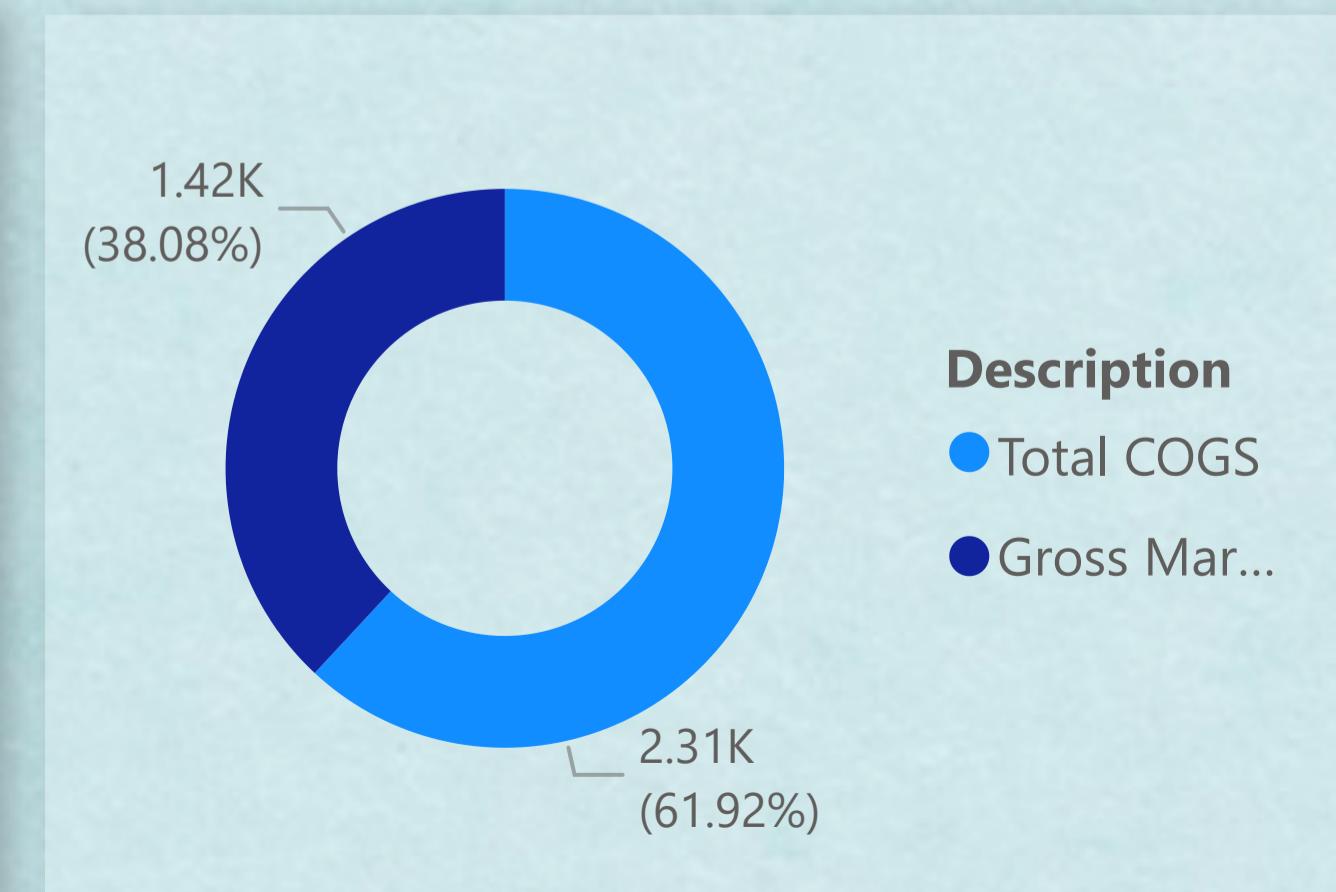
0.10

customer	net sale	gross margin \$	grossmargin %
Zone	29.35M	11.58M	39.44%
walmart	72.41M	33.06M	45.66%
Viveks	46.39M	14.68M	31.65%
Vijay Sales	55.13M	20.93M	37.96%
Unity Stores	6.29M	2.13M	33.91%
UniEuro	36.37M	11.40M	31.33%
Taobao	22.66M	9.97M	44.00%
Synthetic	52.24M	14.76M	28.25%
Surface Stores	11.01M	3.25M	29.49%
Staples	64.20M	24.99M	38.92%
Sound	27.63M	10.76M	38.94%
Sorefoz	17.40M	5.30M	30.48%
Saturn	6.49M	1.72M	26.49%
Sage	127.86M	40.31M	31.53%
Relief	30.72M	14.92M	48.55%
Total	3736.17M	1,422.88M	38.08%

Performance Matrix



Unit Economics





segment, product, catego...

- Accessories
- Desktop

customer

All

region, market

All

2018

2019

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yeartodate

yeartogo

target

V/S ly

Q1

Q2

Q3

Q4

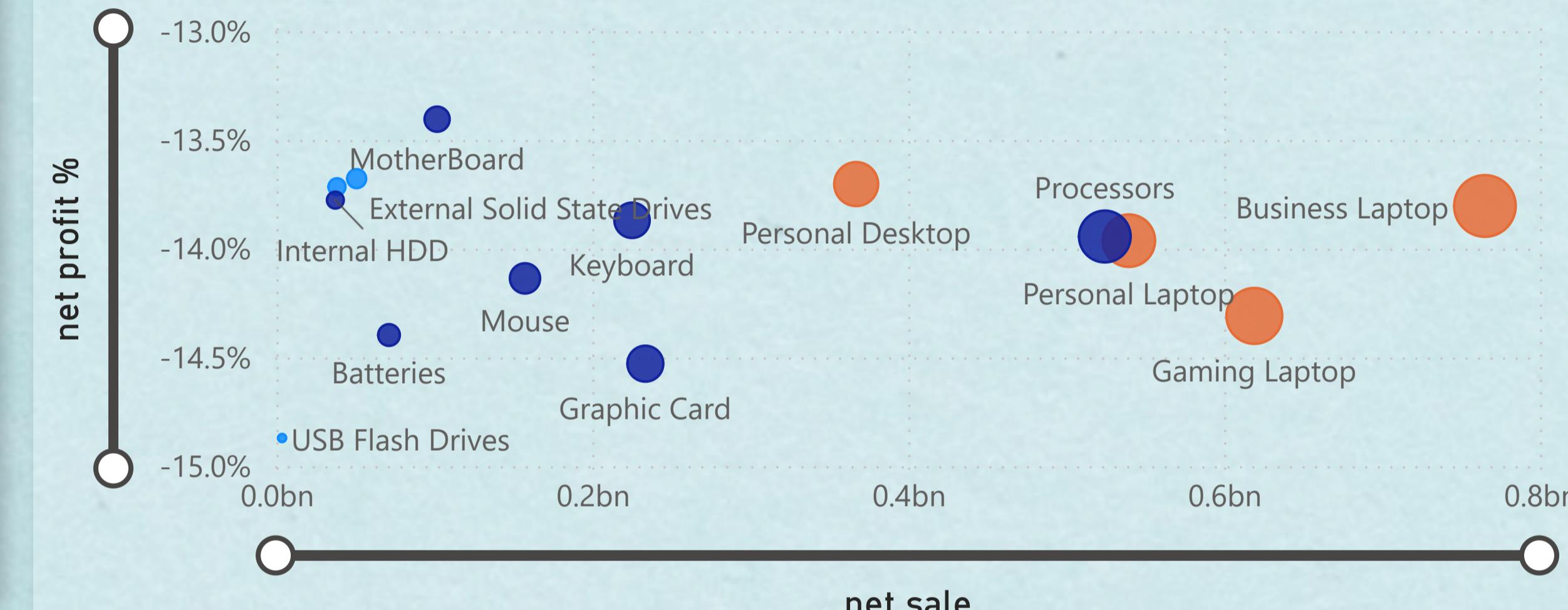
Performance Matrix

Product Performance

segment	net sale	gross margin \$	grossmargin %	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	1580.43M	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	3736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show GM%

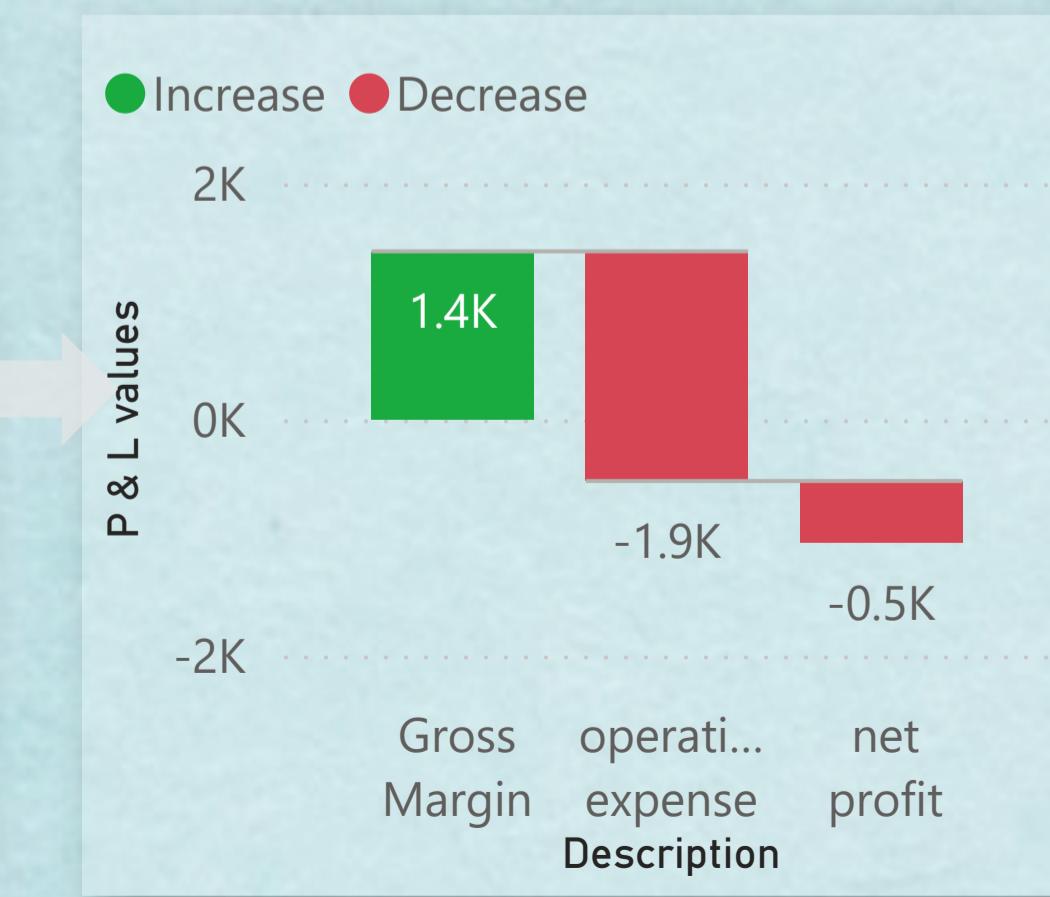
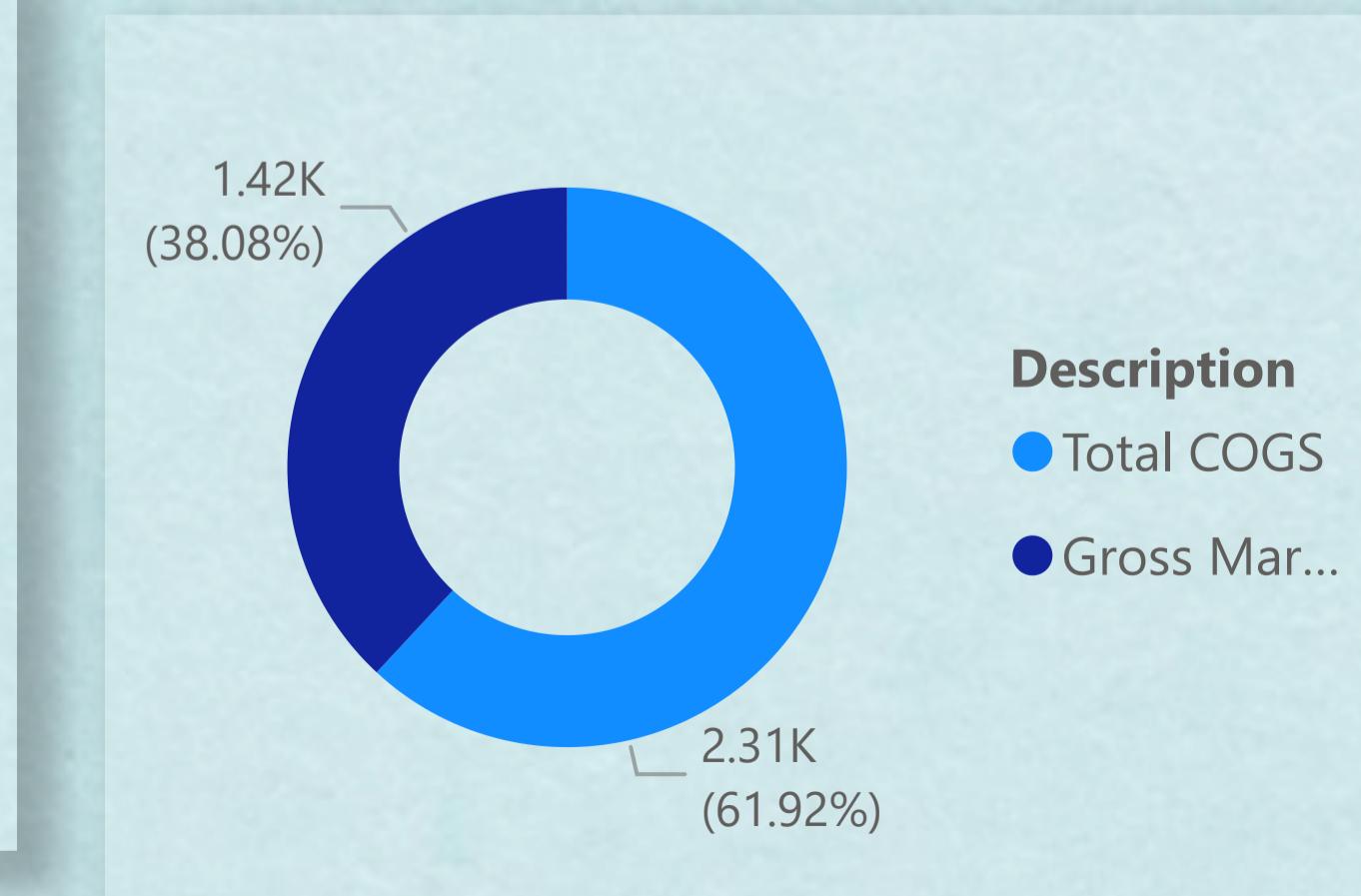
division ● N & S ● P & A ● P C



Region / Market / Customer performance

region	net sale	gross margin \$	grossmargin %	net profit	net profit %
APAC	1923.77M	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%
north america	1022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	3736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics



G.M- Gross Margin . , NP - net profit , BM - Benchmark



segment, product, category

- Accessories
- Desktop

customer

region, market

2018

2019

2020

2021

2022est

yeartodate

yeartogo

target

V/S ly

Q1

Q2

Q3

Q4

-3472.69K!
Goal: -751.71K
(-361.97%)
Forecast Accuracy

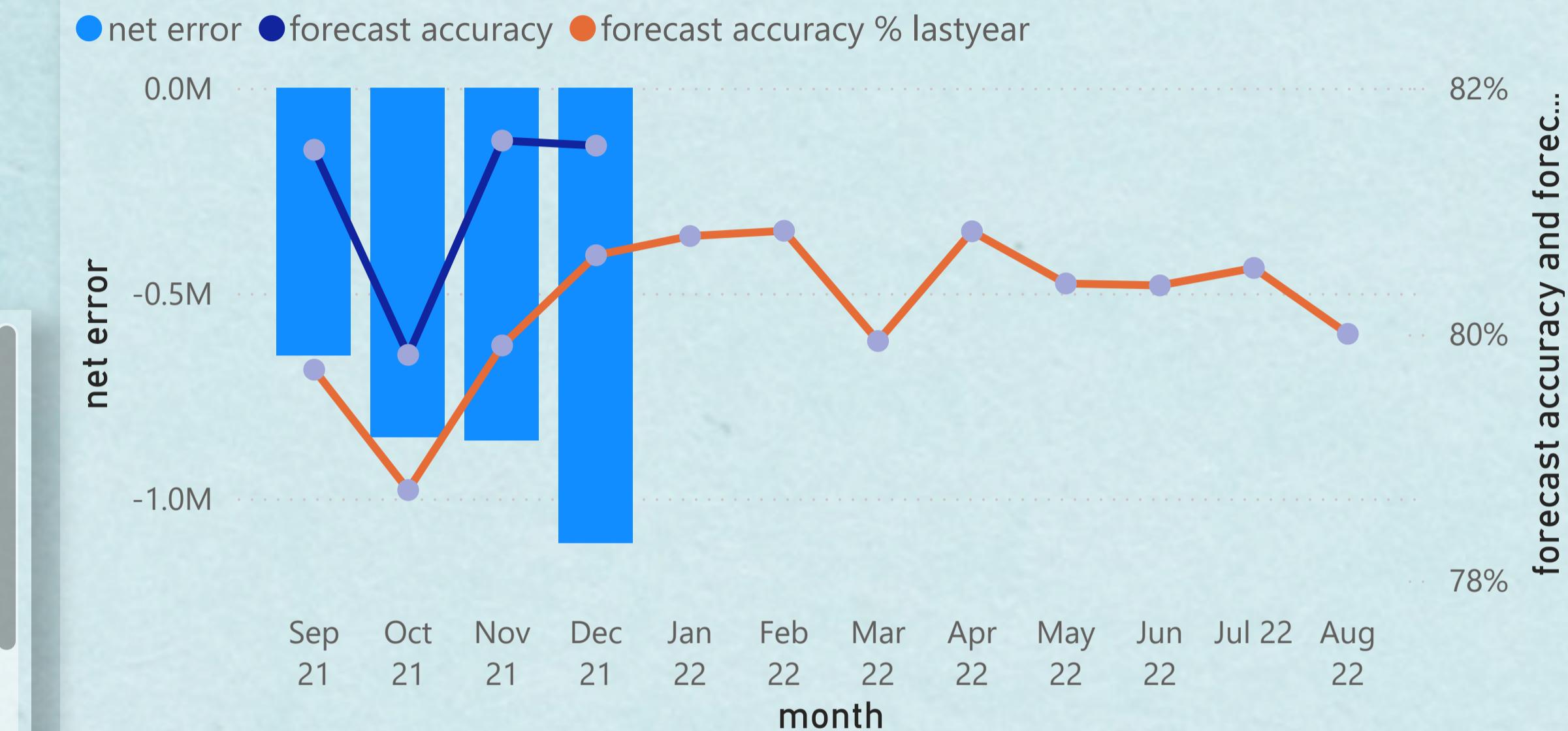
6899.04K!
Goal: 9780.74K
(-29.46%)
NET ERROR

81.2%✓
ly: 80.21% (+1.2%)
ABS ERROR

Key Metrics By Customer

customer	net error	net error %	forecast accuracy	forecast accuracy % lastyear	risk
Atliq e Store	-294868	-9.65%	74.2%	74.59%	out of stock
Amazon	-464694	-9.22%	73.8%	74.54%	out of stock
AltiQ Exclusive	-221177	-8.73%	71.4%	71.15%	out of stock
Mbit	-43470	-22.29%	55.4%	62.34%	out of stock
Euronics	-67489	-37.39%	45.3%	60.79%	out of stock
Expert	-26489	-6.75%	62.9%	60.67%	out of stock
Boulanger	-48802	-20.21%	52.7%	58.77%	out of stock
UniEuro	-89065	-23.90%	50.3%	58.22%	out of stock
Radio Popular	-49354	-18.61%	52.9%	56.74%	out of stock
Power	-11212	-10.18%	54.1%	56.72%	out of stock
Flawless Stores	-21201	-24.72%	50.7%	56.29%	out of stock
Argos (Sainsbury's)	-23040	-17.60%	54.8%	56.08%	out of stock
Info Stores	-19146	-22.61%	50.3%	55.99%	out of stock
Premium Stores	-17551	-8.04%	51.7%	55.64%	out of stock
Sorefoz	-100677	-61.15%	23.5%	55.21%	out of stock
Electricalslance Stores	-39358	-41.89%	41.1%	54.69%	out of stock
Fnac-Darty	-36952	-23.35%	48.6%	54.33%	out of stock
Elkjøp	-115397	-60.92%	26.9%	53.55%	out of stock
Chip 7	-85293	-35.01%	34.6%	53.44%	out of stock
Media Markt	-101119	-56.47%	28.2%	53.40%	out of stock
Coolblue	-34790	-15.34%	47.7%	52.95%	out of stock
Total	-3472690	-9.48%	81.2%	80.21%	out of stock

Accuracy / Net Error Trend

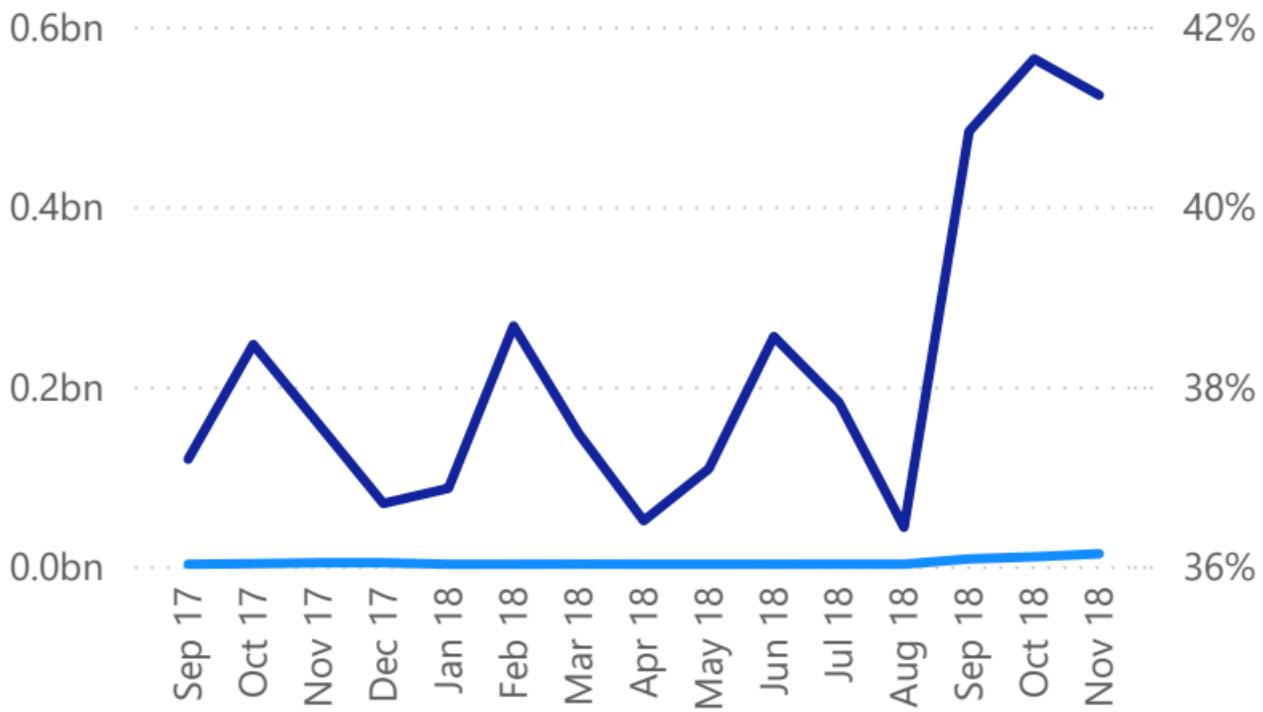


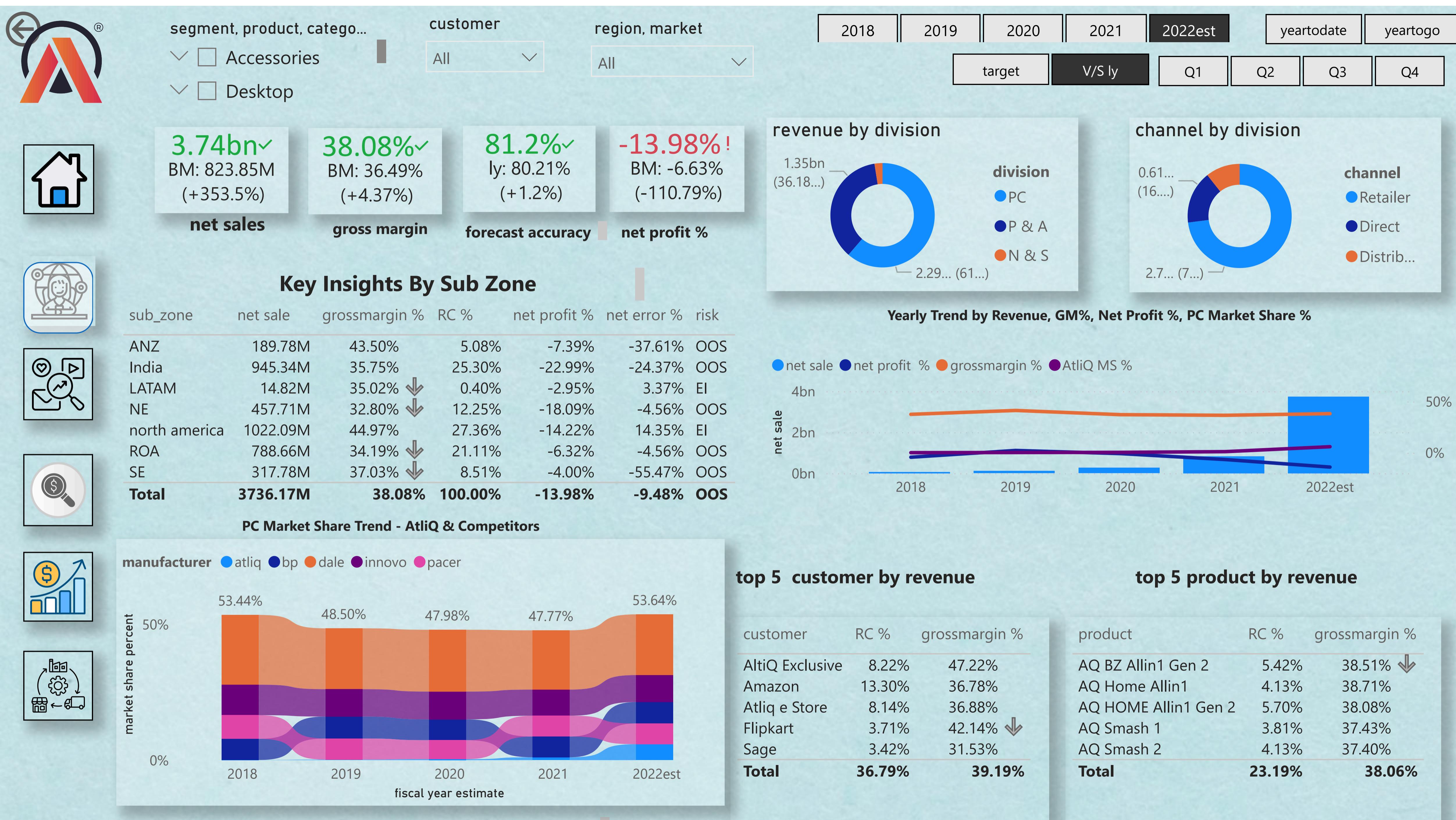
Key Metrics by Products

segment	net error	net error %	forecast accuracy	forecast accuracy % lastyear	risk
Networking	-12967	-1.69%	93.1%	90.40%	out of stock
Desktop	78576	10.24%	87.5%	84.37%	excess inventory
Storage	-628266	-25.61%	71.5%	83.54%	out of stock
Peripherals	-3204280	-31.83%	68.2%	83.23%	out of stock
Notebook	-47221	-1.69%	87.2%	79.99%	out of stock
Accessories	341468	1.72%	87.4%	77.66%	excess inventory
Total	-3472690	-9.48%	81.2%	80.21%	out of stock

NS & GS % FOR

● net sale ● grossmargin %





RC = revenue contribution, BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock