



# Business Insights 360



## Info

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



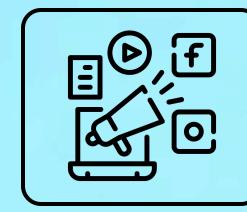
## Finance View

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



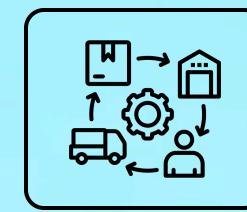
## Sales View

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



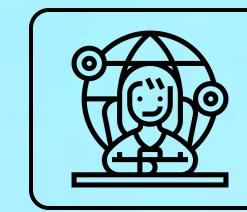
## Marketing

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



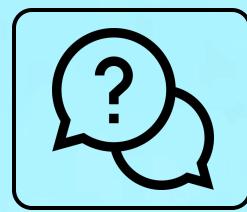
## Supply Chain View

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.

Refresh Date

Mar 5 2025

Values are in Dollars & Million

Sales Date Loaded Until

Dec 2021



# Business Insights 360 Key Info



1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).



region, market

customer

segment, ca...

| 2019  | 2020      | 2021 | 2022 EST | Q1 | Q2 | Q3 | Q4 | YTD |
|-------|-----------|------|----------|----|----|----|----|-----|
| Vs LY | Vs Target |      |          |    |    |    |    |     |

**823.85M!**

BM: 267.98M (+207.43%)

Net Sales

**36.49%!**

BM: 37.10% (-1.65%)

GM %

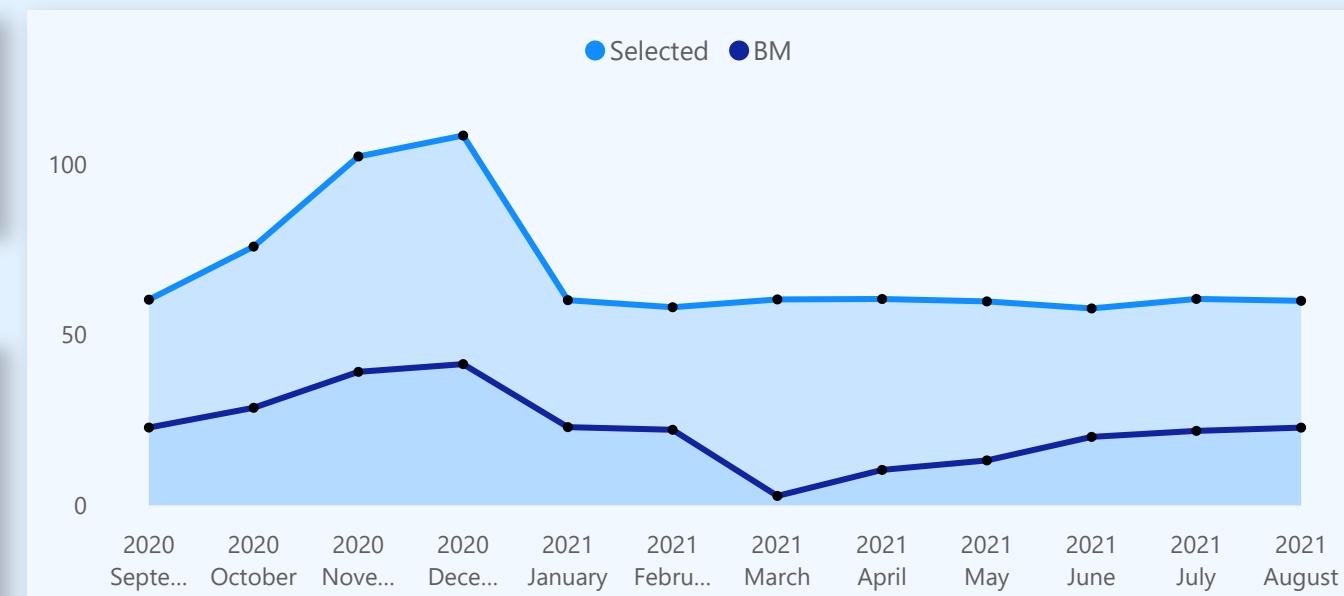
**-6.63%!**

BM: -0.85% (-676.38%)

Net Profit %

**Profit & Loss Statement**

| Line Item                           | 2021     | BM      | Chg      | Chg %    |
|-------------------------------------|----------|---------|----------|----------|
| <b>Gross Sales</b>                  | 1,664.64 | 535.95  | 1,128.69 | 210.60   |
| <b>Pre Invoice Deduction</b>        | 392.50   | 124.69  | 267.81   | 214.77   |
| <b>Net Invoice Sales</b>            | 1,272.13 | 411.25  | 860.88   | 209.33   |
| - Post Discounts                    | 281.64   | 95.85   | 185.79   | 193.84   |
| - Post Deductions                   | 166.65   | 47.43   | 119.22   | 251.38   |
| <b>Total Post Invoice Deduction</b> | 448.29   | 143.27  | 305.01   | 212.89   |
| <b>Net Sales</b>                    | 823.85   | 267.98  | 555.87   | 207.43   |
| - Manufacturing Cost                | 497.78   | 160.30  | 337.48   | 210.53   |
| - Freight Cost                      | 22.05    | 7.16    | 14.89    | 207.98   |
| - Other Cost                        | 3.39     | 1.10    | 2.29     | 209.52   |
| <b>Total COGS</b>                   | 523.22   | 168.56  | 354.66   | 210.41   |
| <b>Gross Margin</b>                 | 300.63   | 99.42   | 201.21   | 202.37   |
| <b>Gross Margin %</b>               | 36.49    | 37.10   | -0.61    | -1.65    |
| <b>GM / Unit</b>                    | 5.99     | 4.79    | 1.21     | 25.21    |
| <b>Operational Expense</b>          | -355.28  | -101.71 | -253.57  | 249.30   |
| <b>Net Profit</b>                   | -54.65   | -2.29   | -52.36   | 2,286.82 |
| <b>Net Profit %</b>                 | -6.63    | -0.85   | -5.78    | 676.38   |

**Top / Bottom Customers & Product by Net Sales**

| region       | P & L Values  |               | P & L chg % | segment       | P & L Values |          | P & L chg % |
|--------------|---------------|---------------|-------------|---------------|--------------|----------|-------------|
|              | + APAC        | 441.98        | 198.67      | + Desktop     | 46.43        | 4,791.34 |             |
| + EU         |               | 200.77        | 259.88      | + Accessories | 244.85       | 269.67   |             |
| + LATAM      |               | 3.16          | 58.40       | + Notebook    | 266.49       | 208.45   |             |
| + NA         |               | 177.94        | 186.03      | + Peripherals | 166.51       | 174.64   |             |
| <b>Total</b> | <b>823.85</b> | <b>207.43</b> |             | + Storage     | 54.42        | 97.48    |             |
|              |               |               |             | + Networking  | 45.16        | 72.26    |             |

! BM = Benchmark, LY = Last Year



region, market

customer

segment, ca...

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

All

All

All

### Customer Performance

| customer       | NS \$            | GM \$          | GM %          |
|----------------|------------------|----------------|---------------|
| Zone           | \$6.91M          | 3.01M          | 43.55%        |
| walmart        | \$12.63M         | 4.79M          | 37.95%        |
| Viveks         | \$10.09M         | 2.66M          | 26.39%        |
| Vijay Sales    | \$11.27M         | 3.27M          | 29.00%        |
| Unity Stores   | \$1.60M          | 0.49M          | 30.40%        |
| UniEuro        | \$9.63M          | 3.79M          | 39.36%        |
| Taobao         | \$4.31M          | 1.57M          | 36.39%        |
| Synthetic      | \$16.10M         | 6.32M          | 39.25%        |
| Surface Stores | \$2.78M          | 1.07M          | 38.32%        |
| <b>Total</b>   | <b>\$823.85M</b> | <b>300.63M</b> | <b>36.49%</b> |

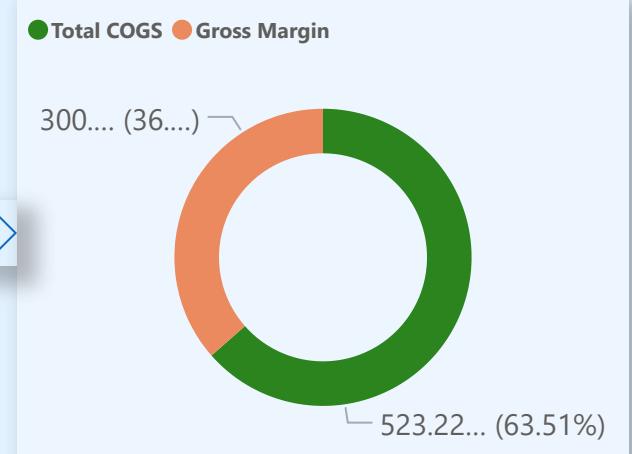
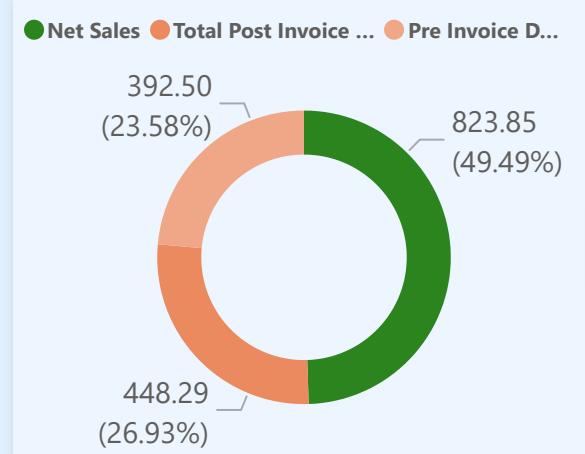
### Product Performance

| segment      | NS \$            | GM \$          | GM %          |
|--------------|------------------|----------------|---------------|
| Accessories  | \$244.85M        | 89.30M         | 36.47%        |
| Desktop      | \$46.43M         | 16.79M         | 36.17%        |
| Networking   | \$45.16M         | 16.60M         | 36.75%        |
| Notebook     | \$266.49M        | 97.12M         | 36.45%        |
| Peripherals  | \$166.51M        | 60.81M         | 36.52%        |
| Storage      | \$54.42M         | 20.00M         | 36.75%        |
| <b>Total</b> | <b>\$823.85M</b> | <b>300.63M</b> | <b>36.49%</b> |

### Performance Matrix



### Unit Economics





region, market

customer

segment, ca...

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD



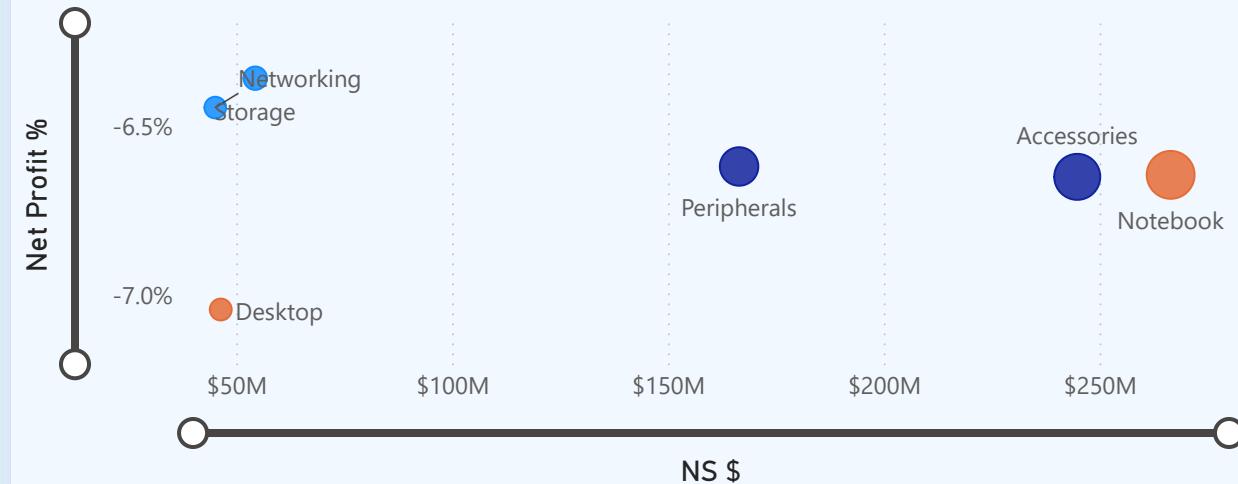
## Product Performance

| segment     | NS \$            | GM \$          | GM %          | Net Profit \$  | Net Profit %  |
|-------------|------------------|----------------|---------------|----------------|---------------|
| Networking  | \$45.16M         | 16.60M         | 36.75%        | -2.91M         | -6.44%        |
| Desktop     | \$46.43M         | 16.79M         | 36.17%        | -3.27M         | -7.04%        |
| Storage     | \$54.42M         | 20.00M         | 36.75%        | -3.46M         | -6.36%        |
| Peripherals | \$166.51M        | 60.81M         | 36.52%        | -11.02M        | -6.62%        |
| Accessories | \$244.85M        | 89.30M         | 36.47%        | -16.28M        | -6.65%        |
| Notebook    | \$266.49M        | 97.12M         | 36.45%        | -17.71M        | -6.64%        |
| Total       | <b>\$823.85M</b> | <b>300.63M</b> | <b>36.49%</b> | <b>-54.65M</b> | <b>-6.63%</b> |

Show GM%

## Performance Matrix

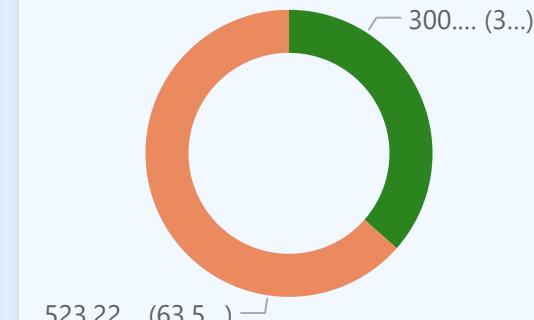
division ● N &amp; S ● P &amp; A ● PC



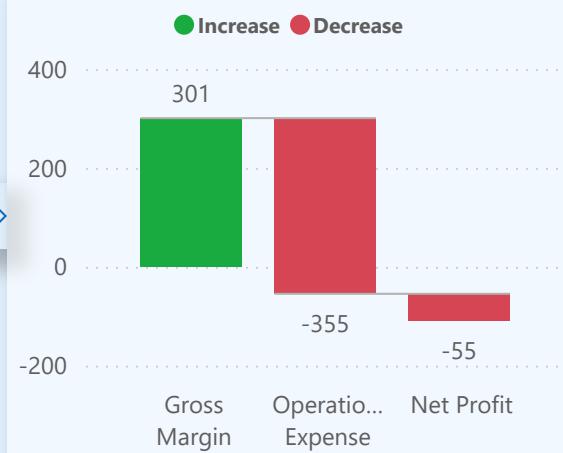
## Region / Market / Customer Performance

| region | NS \$            | GM \$          | GM %          | Net Profit \$  | Net Profit %  |
|--------|------------------|----------------|---------------|----------------|---------------|
| APAC   | \$441.98M        | 156.21M        | 35.34%        | -33.33M        | -7.54%        |
| EU     | \$200.77M        | 76.98M         | 38.34%        | 2.81M          | 1.40%         |
| LATAM  | \$3.16M          | 1.19M          | 37.54%        | 0.20M          | 6.18%         |
| NA     | \$177.94M        | 66.25M         | 37.23%        | -24.32M        | -13.67%       |
| Total  | <b>\$823.85M</b> | <b>300.63M</b> | <b>36.49%</b> | <b>-54.65M</b> | <b>-6.63%</b> |

● Gross Margin ● Total COGS



## Unit Economics





region, market

customer

segment, ca...

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD



80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.71K!

LY: 491.6K (-252.91%)

Net Error

9780.74K!

LY: 5743.2K (-70.3%)

ABS Error

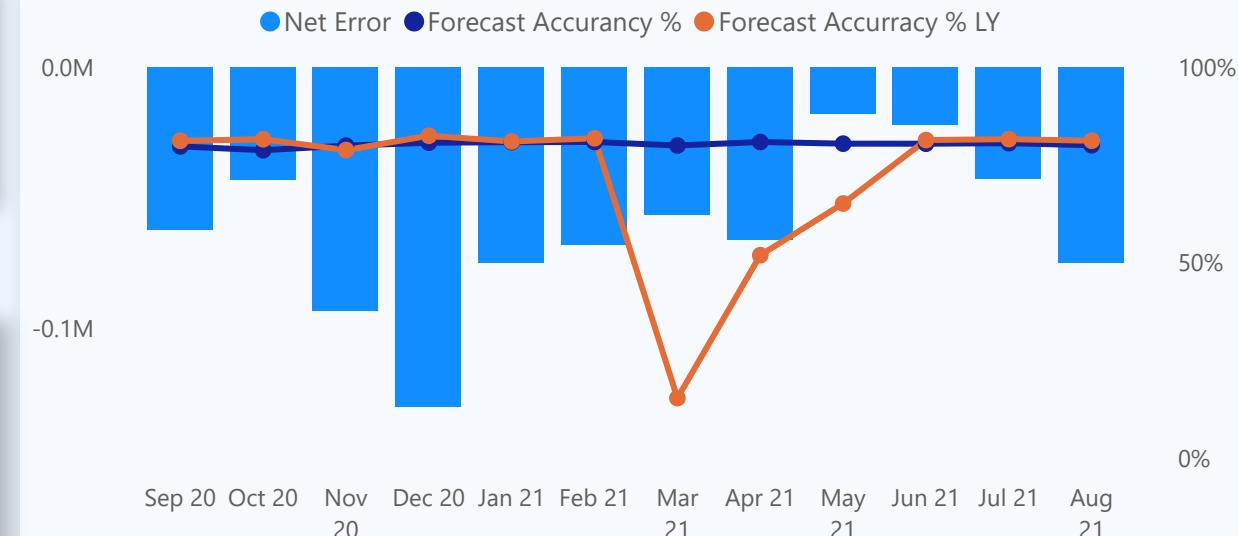


## Key Metrics By Customer

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|----------|---------------------|------------------------|-----------|-------------|------|
|----------|---------------------|------------------------|-----------|-------------|------|

|                  |        |        |         |         |     |
|------------------|--------|--------|---------|---------|-----|
| Zone             | 50.30% | 40.90% | 19622   | 4.95%   | EI  |
| walmart          | 50.12% | 34.80% | -35298  | -4.90%  | OOS |
| Viveks           | 43.03% | 32.48% | 20576   | 2.77%   | EI  |
| Vijay Sales      | 42.98% | 34.48% | 34335   | 4.27%   | EI  |
| Unity Stores     | 44.61% | 27.53% | 24931   | 18.60%  | EI  |
| UniEuro          | 58.22% | 45.77% | 173583  | 23.54%  | EI  |
| Taobao           | 44.98% | -4.05% | 38245   | 12.84%  | EI  |
| Synthetic        | 37.93% | 38.32% | -145604 | -18.65% | OOS |
| Surface Stores   | 49.59% | 42.94% | 11423   | 6.45%   | EI  |
| Staples          | 49.38% | 35.69% | -22263  | -3.12%  | OOS |
| Sound            | 52.83% | 41.27% | 37163   | 8.32%   | EI  |
| Sorefoz          | 55.21% | 41.33% | 22682   | 6.49%   | EI  |
| Saturn           | 19.16% | 25.11% | -33396  | -43.36% | OOS |
| Sage             | 33.58% | 35.92% | -425909 | -33.69% | OOS |
| Relief           | 52.04% | 42.81% | 44941   | 11.74%  | EI  |
| Reliance Digital | 45.19% | 38.76% | -8040   | -1.04%  | OOS |
| Radio Shack      | 38.46% | 7.10%  | -47096  | -11.19% | OOS |
| Radio Popular    | 56.74% | 50.36% | 72810   | 15.52%  | EI  |
| Propel           | 46.53% | 33.27% | 63305   | 7.05%   | EI  |

## Accuracy / Net Error Trends



## Key Metrics By Product

| segment     | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net Error % | Risk |
|-------------|---------------------|------------------------|-----------|-------------|------|
| Total       | 80.21%              | 72.99%                 | -751714   | -1.52%      | OOS  |
| Accessories | 77.66%              | 71.42%                 | -2133183  | -7.06%      | OOS  |
| Desktop     | 84.37%              | 70.07%                 | 16205     | 11.22%      | EI   |
| Networking  | 90.40%              | 52.50%                 | 227056    | 8.17%       | EI   |
| Notebook    | 79.99%              | 76.65%                 | -51254    | -3.96%      | OOS  |
| Peripherals | 83.23%              | 75.18%                 | -318194   | -5.89%      | OOS  |
| Storage     | 83.54%              | 81.01%                 | 1507656   | 15.77%      | EI   |



region, market

All

customer

All

segment, ca...

All

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD



**823.85M✓**  
LY: 267.98M  
(+207.43%)  
**Net Sales**

**36.49%!**  
LY: 37.10% (-1.65%)  
**GM %**

**-6.63%!**  
LY: -0.85% (-676.38%)  
**Net Profit %**

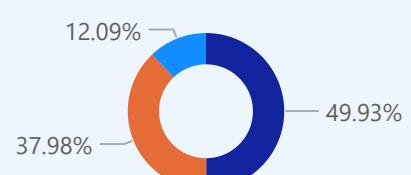
**80.21%✓**  
BM: 72.99% (+9.88%)  
**Forecast Accuracy**

Vs LY

Vs Target

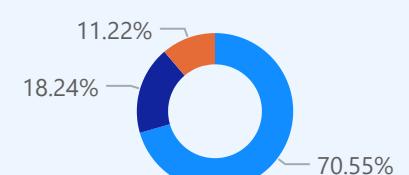
### Revenue By Division

P & A ● PC ● N & S



### Revenue By Channel

Retailer ● Direct ● Distributor

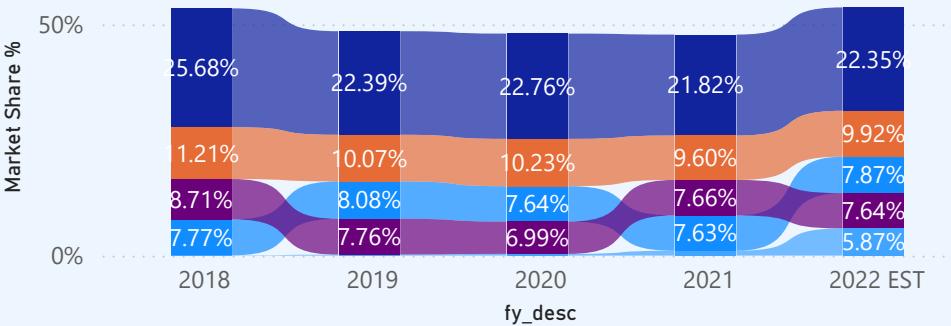


### Key Insights By Subzone

| sub_zone     | NS \$           | RC %           | GM %          | Net Profit %  | TX MS %     | Net Error %   | Risk %     |
|--------------|-----------------|----------------|---------------|---------------|-------------|---------------|------------|
| NE           | \$109.3M        | 13.27%         | 38.03%        | -1.14%        | 1.2%        | 11.27%        | EI         |
| SE           | \$91.5M         | 11.10%         | 38.71%        | 4.43%         | 3.6%        | 10.56%        | EI         |
| LATAM        | \$3.2M          | 0.38%          | 37.54%        | 6.18%         | 0.0%        | 5.32%         | EI         |
| India        | \$210.7M        | 25.57%         | 32.03%        | ↓ -24.65%     | 2.5%        | 3.90%         | EI         |
| ANZ          | \$44.4M         | 5.39%          | 38.46%        | ↓ 7.27%       | 0.3%        | -5.19%        | OOS        |
| NA           | \$177.9M        | 21.60%         | 37.23%        | ↓ -13.67%     | 0.8%        | -7.06%        | OOS        |
| ROA          | \$186.9M        | 22.69%         | 38.34%        | 8.23%         | 1.5%        | -21.55%       | OOS        |
| <b>Total</b> | <b>\$823.8M</b> | <b>100.00%</b> | <b>36.49%</b> | <b>-6.63%</b> | <b>1.1%</b> | <b>-1.52%</b> | <b>OOS</b> |

### PC Market Share Trend - TX and Competitors

manufacturer ● bp ● dale ● innovo ● pacer ● tx



### Top 5 Customer by Revenue

| customer        | RC %          | GM %          |
|-----------------|---------------|---------------|
| Sage            | 3.29%         | 35.16%        |
| Flipkart        | 3.07%         | 30.23% ↓      |
| AtliQ Exclusive | 9.70%         | 43.73% ↓      |
| Atliq e Store   | 8.53%         | 37.54%        |
| Amazon          | 13.23%        | 35.40% ↓      |
| <b>Total</b>    | <b>37.82%</b> | <b>37.58%</b> |

### Top 5 Product by Revenue

| product      | RC %          | GM %          |
|--------------|---------------|---------------|
| AQ Trigger   | 3.27%         | 36.89%        |
| AQ Qwerty    | 3.38%         | 37.09%        |
| AQ Maxima    | 2.71%         | 36.68% ↓      |
| AQ Gen Y     | 2.86%         | 36.06%        |
| AQ BZ Allin1 | 4.10%         | 35.97%        |
| <b>Total</b> | <b>16.32%</b> | <b>36.52%</b> |

! BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock



# Business Insights 360 Support



Get a Issue Resolved

Provide Feedback

Add new requests

Check out the contingency plan

New to Power bi