



## 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..



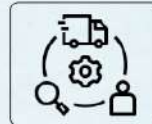
### Sales View

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.



region, market  
All

customer  
All

segment, category, pr...  
All

2019 2020 2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG



**\$3.74bn**✓

LY: \$823.85M (+353.5%)

**Net Sales**

**38.08%**✓

LY: 36.49% (+4.37%)

**GM %**

**-13.98%**!

LY: -0.07 (-110.79%)

**Net Profit %**

#### Profit and Loss Statement

Line Item	2022 Est	LY	YoY Chg	YoY Chg %
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
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54

#### 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	1,923.77	335.27	Accessories	454.10	85.46
EU	775.48	286.26	Desktop	711.08	1,431.55
LATAM	14.82	368.40	Networking	38.43	-14.89
NA	1,022.09	474.40	Notebook	1,580.43	493.06
Total	3,736.17	353.50	Peripherals	897.54	439.03
			Storage	54.59	0.32
			Total	3,736.17	353.50

region, market

customer

segment, category, pr...

2019

2020

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Q1

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### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
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	\$105.65M	49.36M	46.70%
Ebay	\$73.36M	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%
Stanley	\$64.20M	24.99M	38.92%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Performance Matrix

region: APAC (blue), EU (dark blue), LATAM (orange), NA (purple)

### Product Performance

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	600.95M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Accessories	\$454.10M	172.61M	38.01%
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.08%</b>

### Unit Economics

Net Sales (green), Total Post Invoice ... (orange), Pre Invoice ... (red)

Total COGS (orange), Gross Margin (green)



region, market  
All

customer  
All

segment, category, pr...  
All

2019 2020 2021

2022  
Est

Q1 Q2 Q3 Q4

YTD YTG

### 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

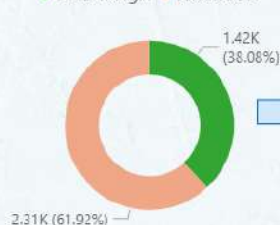


### Region / Market / Customer performance

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







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

All ▼ All ▼ All ▼

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

80.21%  
LY: 77.99% (+9.88%)  
Forecast Accuracy

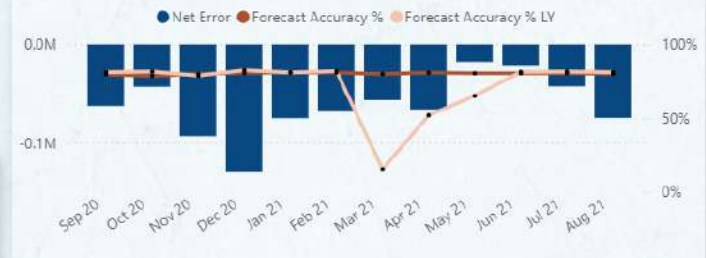
-751.7K  
LY: 491.6K (-252.91%)  
Net Error

9780.7K!  
LY: 5743.2K (+70.3%)  
Net Profit %

#### Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	Excess Inventory
Atlas Stores	48.16%	39.19%	99521	29.6%	Excess Inventory
Atliq Exclusive	42.13%	32.66%	2714	0.4%	Excess Inventory
Boulanger	58.77%	38.12%	81786	18.3%	Excess Inventory
Chip 7	53.44%	41.32%	95124	18.8%	Excess Inventory
Chiptec	52.54%	27.04%	72175	22.1%	Excess Inventory
Coolblue	52.95%	43.16%	116840	26.9%	Excess Inventory
Croma	42.78%	35.49%	45046	6.0%	Excess Inventory
Electricalsara Stores	52.02%	32.38%	19891	12.4%	Excess Inventory
Electricalslytical	50.82%	39.26%	130903	12.2%	Excess Inventory
Electricalsociety	50.35%	42.87%	9221	0.9%	Excess Inventory
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	Excess Inventory
Elite	51.48%	40.14%	4296	1.4%	Excess Inventory
Epic Stores	52.19%	38.40%	11914	3.8%	Excess Inventory
Euronics	60.79%	42.25%	58391	15.3%	Excess Inventory
Expert	60.67%	48.84%	69286	12.0%	Excess Inventory
Expression	44.32%	37.52%	2997	0.4%	Excess Inventory
Ezone	44.11%	33.17%	26876	3.5%	Excess Inventory
Total	80.21%	72.99%	-751714	-1.5%	Out of Stock

#### Net Sales Performance Over Time



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

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	90.40%	52.50%	227056	-6.44%	Excess Inventory
Desktop	84.37%	70.07%	16205	-7.04%	Excess Inventory
Storage	83.54%	81.01%	1507656	-6.36%	Excess Inventory
Peripherals	83.23%	75.18%	-318194	-6.62%	Out of Stock
Notebook	79.99%	76.65%	-51254	-6.64%	Out of Stock
Accessories	77.66%	71.42%	-2133183	-6.65%	Out of Stock
Total	80.21%	72.99%	-751714	-6.63%	Out of Stock