



Business Insights 360



Info

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



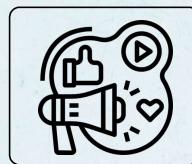
Finance View

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



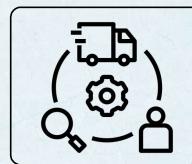
Sales View

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



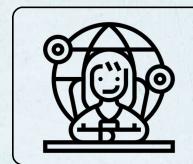
Marketing

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.

	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M



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

All All 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	-1,590.0	447.54
			2	
Net Profit	500.58	54.05	457.77	855.02

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L YoY Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50



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

All All All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

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	\$105.69M	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%
Electricalsocity	\$67.76M	24.41M	36.03%
Staples	\$64.20M	24.99M	38.92%
Total	\$3,736.17M	1,422.88M	38.08%

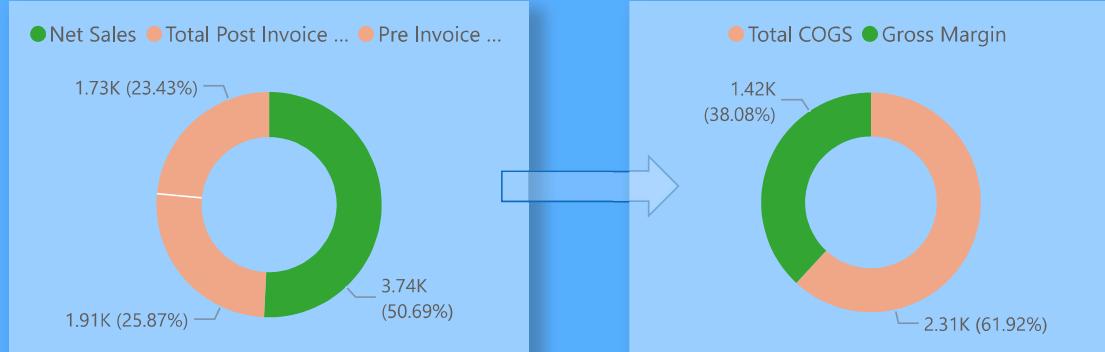
Performance Matrix



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	600.96M	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





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

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

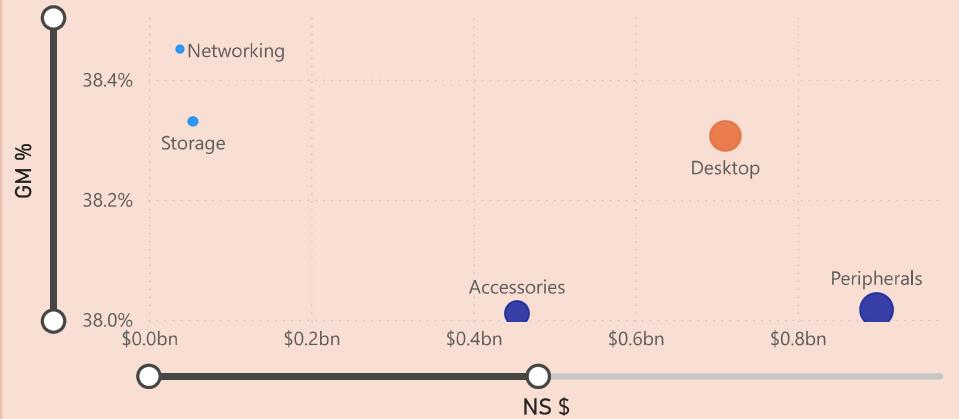
Product Performance

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

division ● N & S ● P & A ● PC

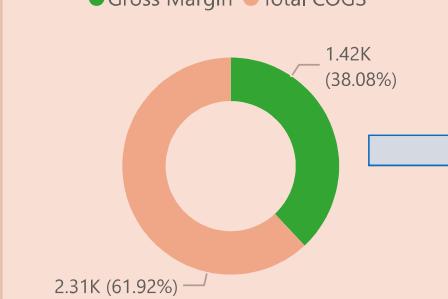


Region / Market / Customer performance

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





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

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

34.26%
LY: 80.21% (-57.29%)
Forecast Accuracy

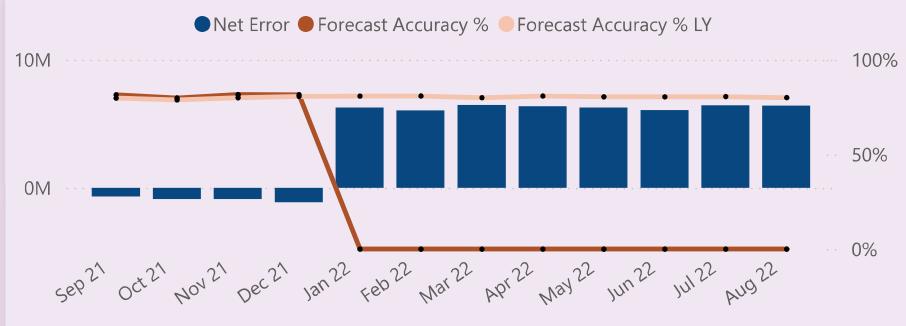
46708.4K!
LY: -751.7K (+6313.58%)
Net Error

57080.1K!
LY: 9780.7K (+483.6%)
Net Profit %

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	24.94%	50.69%	1100424	61.4%	Excess Inventory
All-Out	19.49%	29.09%	57810	55.5%	Excess Inventory
AltiQ Exclusive	29.71%	71.15%	3336800	54.8%	Excess Inventory
Amazon	31.40%	74.54%	6336362	53.5%	Excess Inventory
Argos (Sainsbury's)	23.58%	56.08%	150229	49.4%	Excess Inventory
Atlas Stores	19.84%	48.16%	267261	59.0%	Excess Inventory
Atliq e Store	31.29%	74.59%	3899514	53.8%	Excess Inventory
Atliq Exclusive	12.58%	42.13%	519186	45.6%	Excess Inventory
BestBuy	20.10%	35.31%	721010	64.1%	Excess Inventory
Billa	18.98%	18.29%	121712	57.2%	Excess Inventory
Boulanger	22.54%	58.77%	274071	48.6%	Excess Inventory
Chip 7	13.96%	53.44%	274059	45.4%	Excess Inventory
Chiptec	20.81%	52.54%	232298	54.1%	Excess Inventory
Circuit City	20.52%	35.02%	729209	62.9%	Excess Inventory
Control	20.58%	47.42%	826150	65.6%	Excess Inventory
Coolblue	19.66%	52.95%	288270	52.4%	Excess Inventory
Costco	21.54%	49.42%	1013118	65.1%	Excess Inventory
Croma	15.05%	42.78%	594044	52.1%	Excess Inventory
Total	34.26%	80.21%	46708383	53.8%	Excess Inventory

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Networking	39.23%	90.40%	1038726	-13.72%	Excess Inventory
Desktop	37.15%	84.37%	1119296	-13.75%	Excess Inventory
Accessories	36.87%	77.66%	27485939	-14.05%	Excess Inventory
Notebook	36.73%	79.99%	3790352	-14.06%	Excess Inventory
Storage	30.25%	83.54%	2718229	-13.76%	Excess Inventory
Peripherals	28.80%	83.23%	10555841	-14.03%	Excess Inventory
Total	34.26%	80.21%	46708383	-13.98%	Excess Inventory