



# Business Insights 360



## Info

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

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

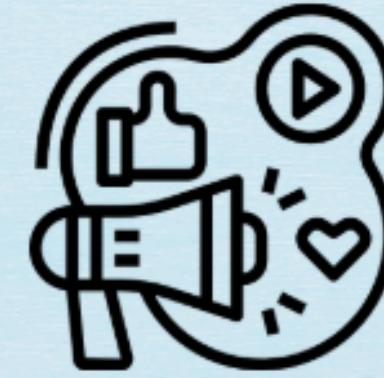


## Finance View



## 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.



region, market

All

customer

All

segment, cate...

All

2019

2020

2021

2022  
Est

Q1

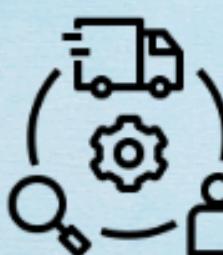
Q2

Q3

Q4

YTD

YTG



**\$226.62M** ✓  
 LY: ₹ 86.47M  
 (+162.09%)  
 Net Sales

**36.51%!**  
 LY: 0.37 (-1.65%)  
 GM %

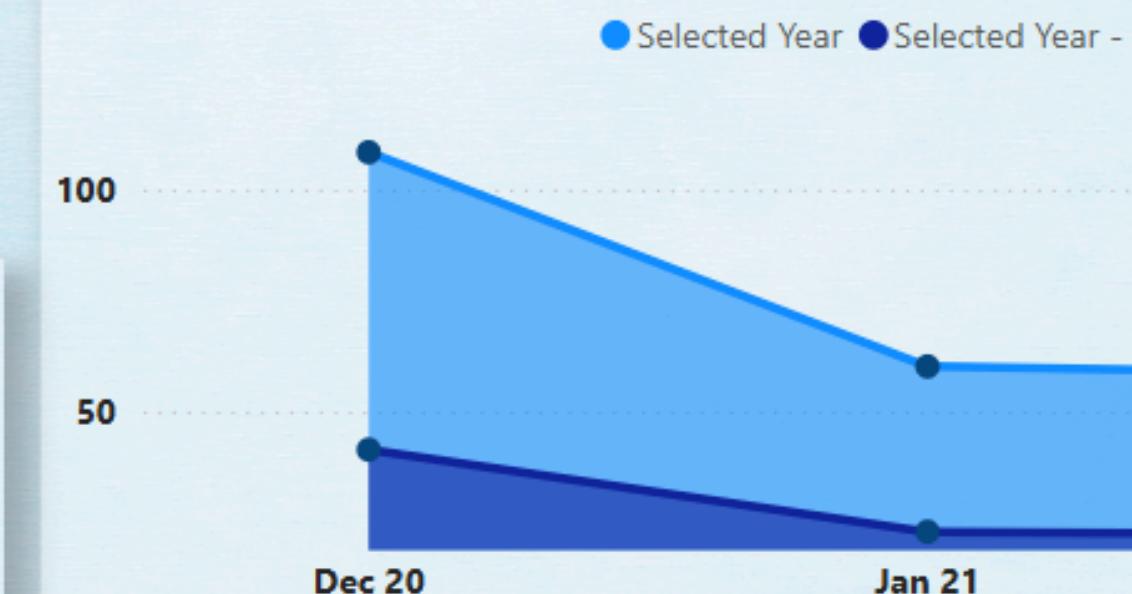
**-6.51%!**  
 LY: -0.01 (-859.25%)  
 Net Profit

### Profit and Loss Statement

Line Item	2021	LY	YoY Chg	YoY Chg %
Gross Sales	457.74	172.88	284.86	164.77
Pre Invoice Deduction	107.90	40.30	67.60	167.73
Net Invoice Sales	349.84	132.58	217.26	163.87
- Post Discounts	77.38	30.76	46.62	151.54
- Post Deductions	45.84	15.35	30.49	198.67
Total Post Invoice Deduction	123.22	46.11	77.11	167.23
Net Sales	226.62	86.47	140.15	162.09
- Manufacturing Cost	136.87	51.70	85.17	164.72
- Freight Cost	6.06	2.31	3.76	162.90
- Other Cost	0.93	0.35	0.58	163.62
Total COGS	143.87	54.37	89.51	164.64
Gross Margin	82.75	32.10	50.65	157.76
Gross Margin %	36.51	37.13	-0.61	-1.65
GM / Unit	5.99	4.83	1.16	24.09
Operational Expense	-97.51	-32.69	-64.82	198.29

### Net Sales Performance Over Time

#### Net Sales Performance Over Time



### Top / Bottom Product & Customer by Net Sales

region	P & L values	P & L YoY Chg %
EU	55.94	197.12
APAC	121.40	153.66
NA	48.44	151.26
LATAM	0.84	67.68
Total	226.62	162.09

segment	P & L values	P & L YoY Chg %
Networking	12.39	46.71
Desktop	12.66	3,834.77
Storage	14.92	68.59
Peripherals	45.59	132.65
Accessories	67.55	218.15
Notebook	73.51	162.32
Total	226.62	162.09



region, market

All

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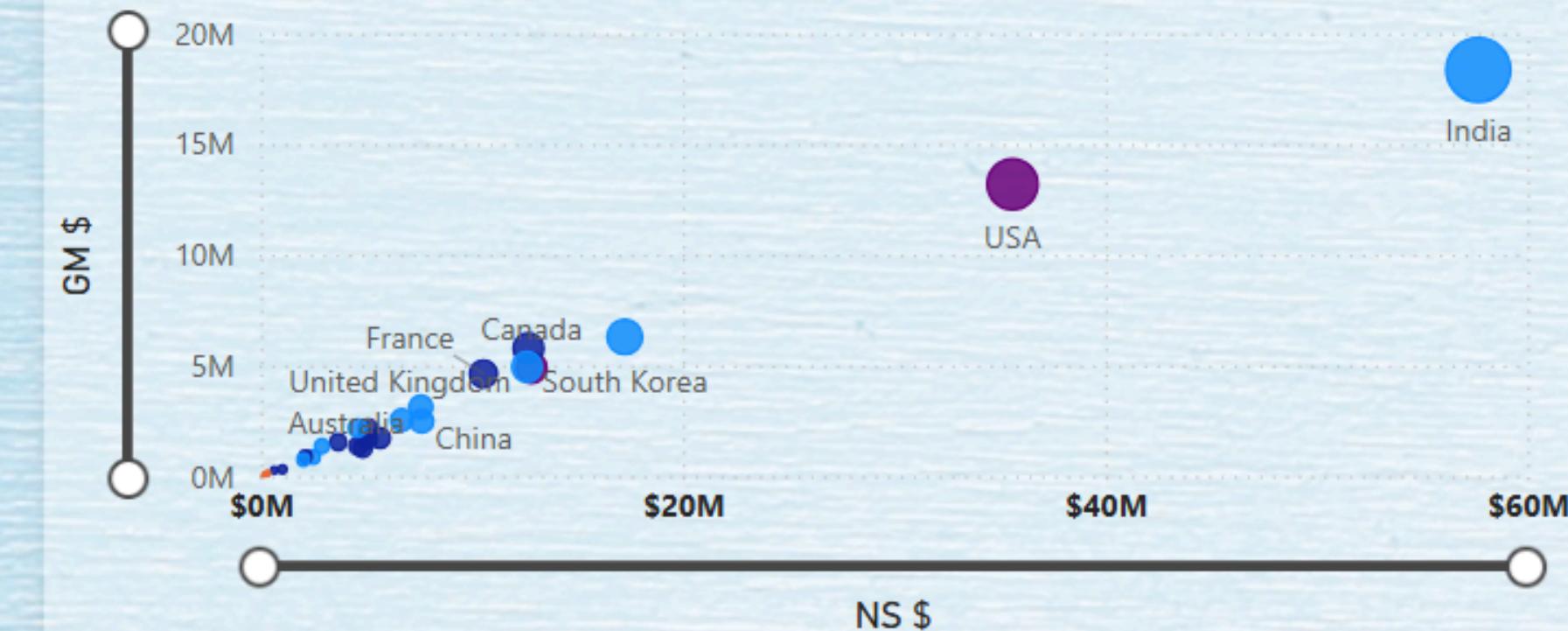
## Top Customer by Net Sales

customer	NS \$	GM \$	G %
Amazon	\$29.27M	10.40M	35.4%
Atliq e Store	\$21.76M	8.16M	37.4%
AltiQ Exclusive	\$16.97M	7.82M	46.4%
Flipkart	\$7.21M	2.28M	31.7%
Sage	\$7.11M	2.51M	35.4%
Ebay	\$6.53M	2.32M	35.4%
Leader	\$6.31M	2.14M	33.7%
Synthetic	\$5.86M	2.35M	40.1%
Neptune	\$5.48M	2.25M	41.1%
Expression	\$4.70M	1.62M	34.1%
Costco	\$4.22M	1.58M	31.7%
Total	\$226.62M	82.75M	36.51%

## Net Sales VS Gross Margin

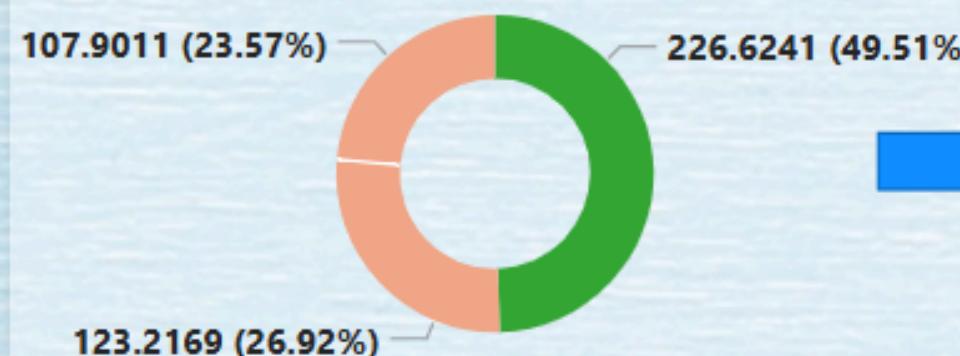
NS \$, GM \$, NS \$ and GM % by market and region

region ● APAC ● EU ● LATAM ● NA



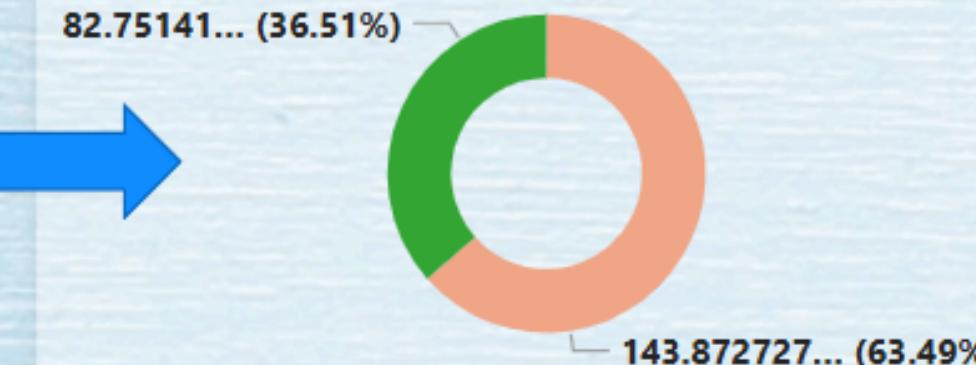
## P & L values by Description

● Net Sales ● Total Post Invoice... ● Pre Invoice ...



## P & L values by Description

● Total COGS ● Gross Margin



## Top / Bottom Product & Customer by Net Sales

segment	NS \$	GM \$	GM %
Desktop	\$12.66M	4.59M	36.24%
Notebook	\$73.51M	26.79M	36.45%
Accessories	\$67.55M	24.65M	36.49%
Peripherals	\$45.59M	16.67M	36.55%
Networking	\$12.39M	4.56M	36.79%
Total	\$226.62M	82.75M	36.51%

Activate Windo



region, market

All

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segment, cate...

All

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## Profit and Loss Statement

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$67.55M	24.65M	36.49%	-4.40M	-6.52%
Batteries	\$2.02M	0.73M	36.33%	-0.13M	-6.52%
Keyboard	\$36.89M	13.46M	36.48%	-2.40M	-6.51%
Mouse	\$28.63M	10.46M	36.52%	-1.87M	-6.52%
Desktop	\$12.66M	4.59M	36.24%	-0.86M	-6.76%
Business Laptop	\$9.18M	3.31M	36.05%	-0.62M	-6.73%
Personal Desktop	\$3.48M	1.28M	36.72%	-0.24M	-6.84%
Networking	\$12.39M	4.56M	36.79%	-0.79M	-6.39%
Total	\$226.62M	82.75M	36.51%	-14.76M	-6.51%

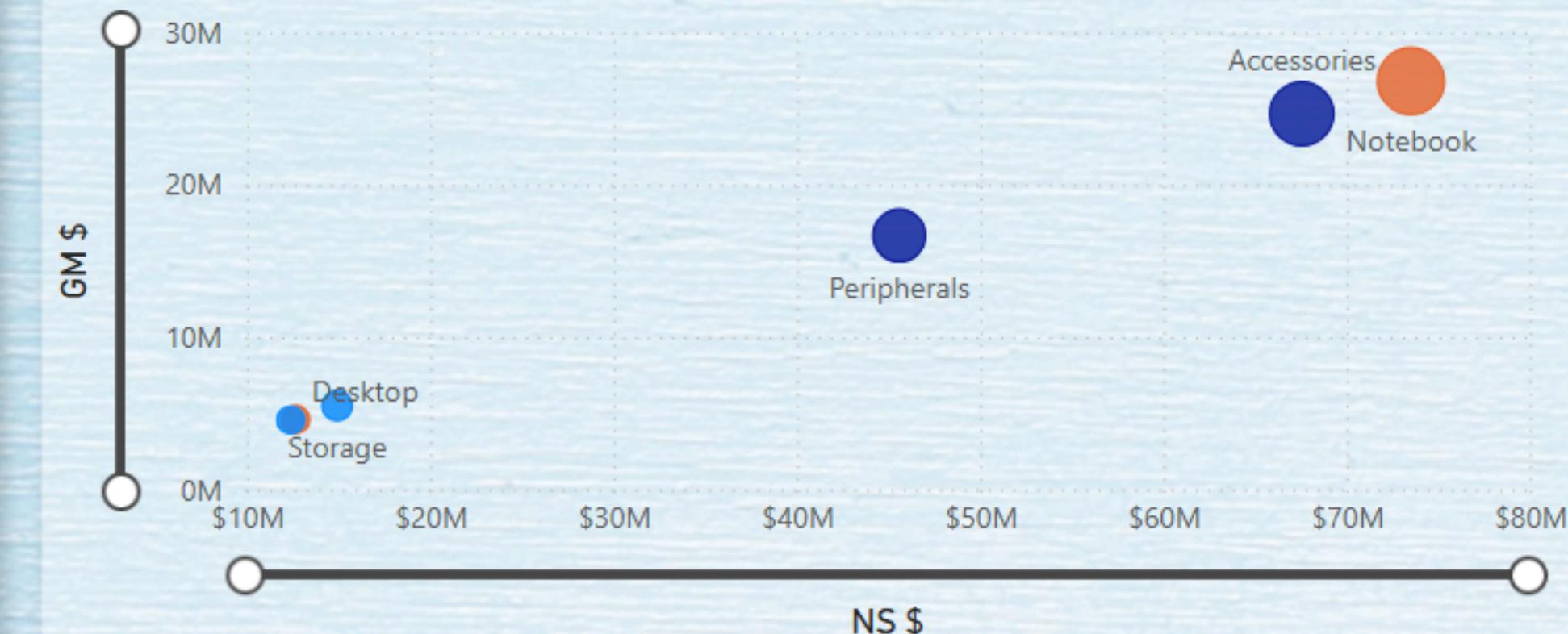
## Top Markets

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$121.40M	42.81M	35.26%	-9.09M	-7.48%
EU	\$55.94M	21.55M	38.53%	0.82M	1.46%
LATAM	\$0.84M	0.32M	37.49%	0.05M	6.01%
NA	\$48.44M	18.07M	37.31%	-6.55M	-13.51%
Total	\$226.62M	82.75M	36.51%	-14.76M	-6.51%

## GM % Visuals

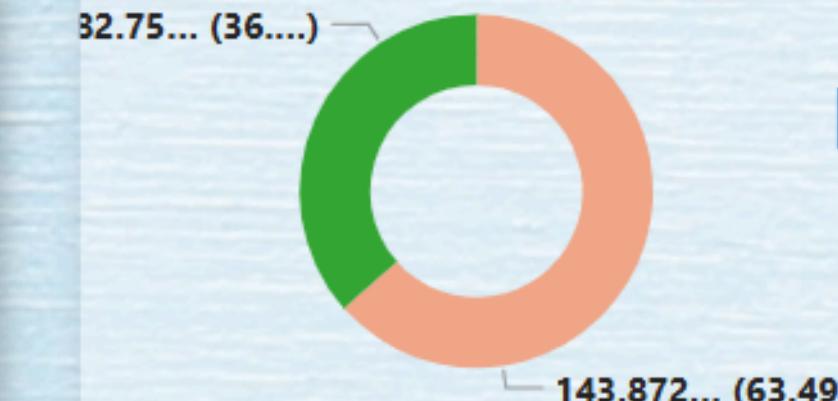
NS \$, GM \$, NS \$ and GM % by segment and division

division ● N &amp; S ● P &amp; A ● PC



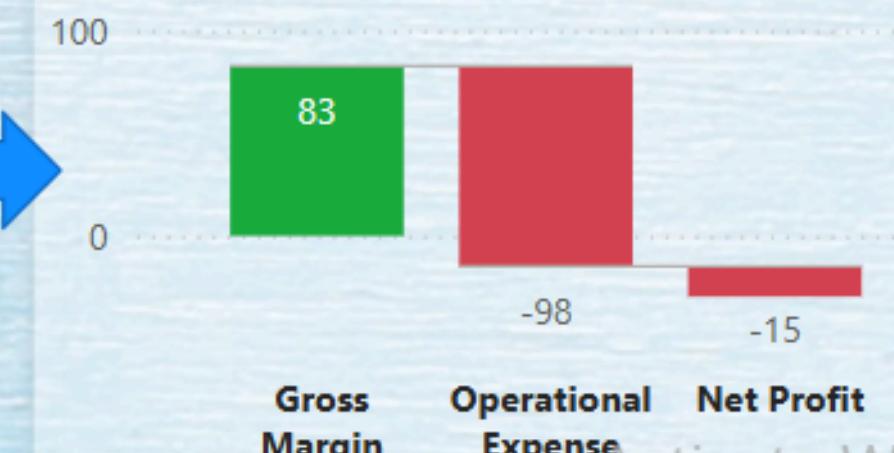
## P & L values by Description

● Total COGS ● Gross Margin



## P & L values by Description

● Increase ● Decrease



Activate Windo



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**80.73% ✓**

LY: 81.88% (+1.4%)

forecast accuracy

**-273.0K!**

LY: -767.4K

Net Error

**2608.8K!**

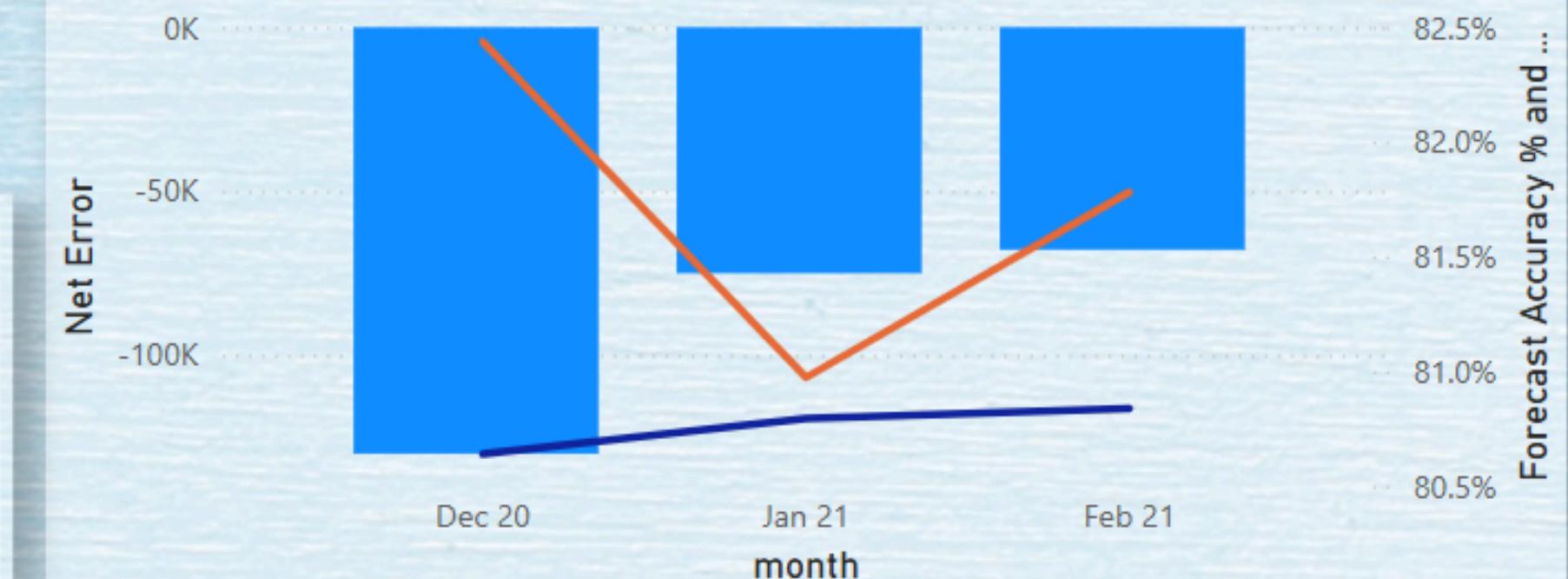
LY: -767.4K

(+439.94%) ABS error

### Top Customer by Forecast Accuracy

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	49.77%	-9.33%	-29958	-14.6%	Out of Stock
All-Out	21.13%	35.81%	-3904	-37.5%	Out of Stock
AltiQ Exclusive	71.44%	71.16%	-66655	-8.3%	Out of Stock
Amazon	74.56%	75.33%	-28782	-1.6%	Out of Stock
Argos (Sainsbury's)	57.02%	55.25%	-123	-0.2%	Out of Stock
Atlas Stores	51.47%	46.48%	23187	33.1%	Excess Inventory
Atliq e Store	74.34%	76.98%	-34168	-2.7%	Out of Stock
Atliq Exclusive	39.82%	37.98%	6064	2.9%	Excess Inventory
BestBuy	34.21%	-3.73%	-11685	-10.0%	Out of Stock
Billa	24.52%	19.23%	-9102	-43.0%	Out of Stock
Boulanger	60.17%	36.30%	20219	16.9%	Excess Inventory
Chip 7	53.56%	52.70%	20803	17.7%	Excess Inventory
Chiptec	50.11%	13.31%	17055	21.5%	Excess Inventory
Circuit City	27.42%	6.73%	-30279	-27.3%	Out of Stock
Total	80.73%	81.88%	-273008	-2.0%	Out of Stock

### Forecast Accuracy Over Time(Month)

**Net Error, Forecast Accuracy % and Forecast Accuracy % LY by month**
Net Error Forecast Accuracy % Forecast Accuracy % LY


### Top Product by Forecast Accuracy

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	78.26%	79.02%	-627610	-6.52%	Out of Stock
Desktop	81.95%	80.26%	5475	-6.76%	Excess Inventory
Networking	90.53%	52.25%	53325	-6.39%	Excess Inventory
Notebook	79.60%	89.74%	-14865	-6.56%	Out of Stock
Peripherals	82.87%	84.42%	-87815	-6.52%	Out of Stock
Storage	84.68%	95.09%	398482	-6.14%	Excess Inventory
Total	80.73%	81.88%	-273008	-6.51%	Out of Stock

