Business Insights 360

Info	Finance View	Sales View	Marketing	Supply Chain View	Executive View	Support
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..	Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**	Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix.**	Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.	**A top level dashboard** for executives consolidating top insights from all dimensions of business.	Get your **issues resolved** by connecting to our support specialist.

All ⌄ | All ⌄ All ⌄

| 2018 | 2019 | 2020 | 2021 | > | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | YTG |

$6.36M ✓
LY: (Blank) (+Infinity%)
Net Sales

37.66% ✓
LY: (Blank) (+Infinity%)
**GM %**

-4.20% !
LY: (Blank) (-Infinity%)
Net profit %

Profit and Loss Statement

Line Item ▼	2018	YoY	YoY%
Net_Profit %	-4.20	-4.20	0.00
Net_Profit	-0.27	-0.27	0.00
Operational Expense	-2.66	-2.66	0.00
GM / Unit	3.19	3.19	0.00
Gross Margin %	37.66	37.66	0.00
Gross Margin	2.39	2.39	0.00
Total COGS	3.96	3.96	0.00
- Other Cost	0.02	0.02	0.00
- Freight Cost	0.16	0.16	0.00
- Manufacturing Cost	3.78	3.78	0.00
Net Sales	6.36	6.36	0.00

NETSALES Performance Over Time

● Selected Year   ● Selected Year -1

Top / Bottom Products & Customers by NETSALES

region ▲	P & L values $	P & L YoY change %
⊞ APAC	4.56	0.00
⊞ EU	0.38	0.00
⊞ LATAM	0.04	0.00
⊞ NA	1.38	0.00
Total	**6.36**	**0.00**

segment	P & L values $	P & L YoY change % ▲
⊞ Accessories	1.93	0.00
⊞ Networking	0.77	0.00
⊞ Notebook	1.59	0.00
⊞ Peripherals	1.65	0.00
⊞ Storage	0.41	0.00

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	$0.12M	0.05M	44.12%
AltiQ Exclusive	$0.66M	0.32M	48.02%
Amazon	$0.87M	0.33M	37.26%
Argos (Sainsbury's)	$0.01M	0.00M	37.12%
Atliq e Store	$0.47M	0.18M	37.71%
Atliq Exclusive	$0.12M	0.04M	31.01%
Total	$6.36M	2.39M	37.66%

Performance Matrix

region ● APAC ● EU ● LATAM ● NA

GM $ (vertical axis): 1.0M, 0.5M, 0.0M

NS $ (horizontal axis): $0.0M, $0.5M, $1.0M, $1.5M, $2.0M, $2.5M, $3.0M

India
USA
South Korea
Australia
Italy
France
Indonesia
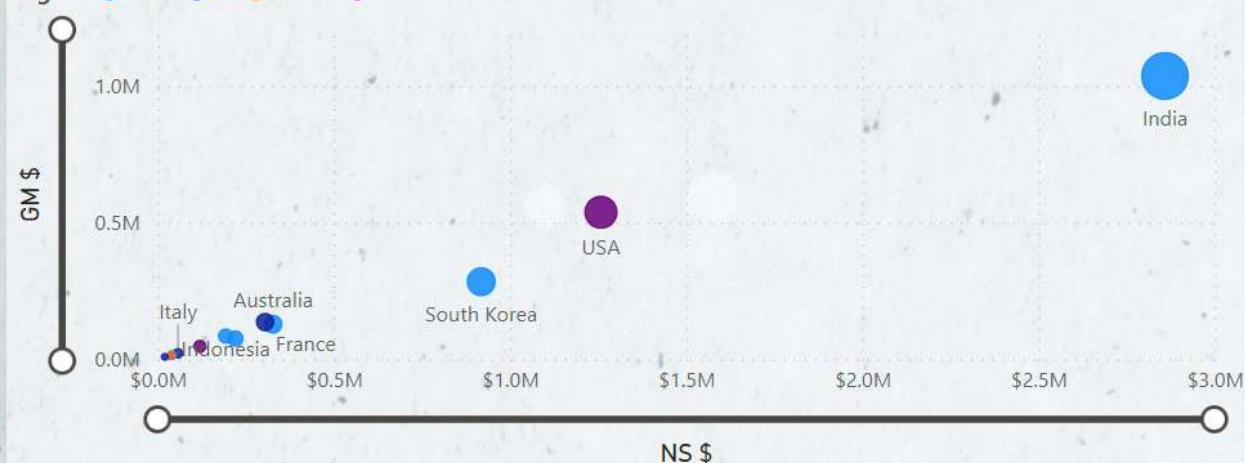
Product Performance

segment	NS $	GM $	GM %
Storage	$0.41M	0.16M	38.98%
Accessories	$1.93M	0.74M	38.14%
Peripherals	$1.65M	0.62M	37.37%
Networking	$0.77M	0.29M	37.35%
Total	$6.36M	2.39M	37.66%

Unit Economics

● Net Sales ● Total Post Invoice ... ● Pre Invoice ...
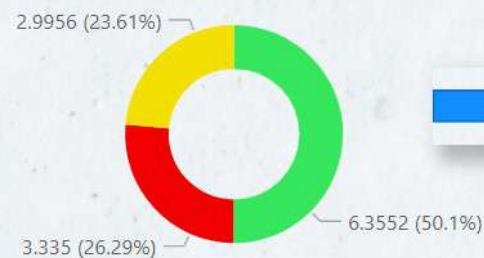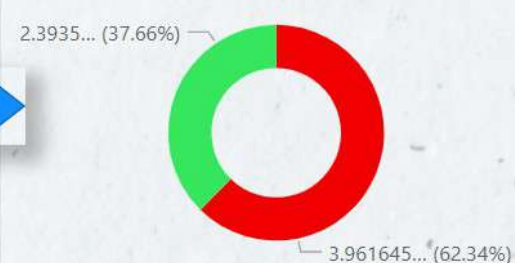
2.9956 (23.61%)
3.335 (26.29%)
6.3552 (50.1%)

● Total COGS ● Gross Margin

2.3935... (37.66%)
3.961645... (62.34%)

Product Performance

segment	NS $	GM $	GM %	Net_Pr ofit $	Net_Profit %
⊞ **Accessories**	**$66.23M**	**24.56M**	**37.07%**	**-0.56M**	**-0.85%**
⊞ **Desktop**	**$0.95M**	**0.35M**	**36.47%**	**-0.03M**	**-2.88%**
⊞ **Networking**	**$26.22M**	**9.83M**	**37.51%**	**-0.12M**	**-0.47%**
⊞ **Notebook**	**$86.39M**	**32.04M**	**37.08%**	**-0.79M**	**-0.92%**
⊞ **Peripherals**	**$60.63M**	**22.72M**	**37.47%**	**-0.29M**	**-0.48%**
⊞ **Storage**	**$27.56M**	**9.93M**	**36.05%**	**-0.49M**	**-1.78%**
Total	**$267.98 M**	**99.42M**	**37.10%**	**-2.29M**	**-0.85%**

Performance Matrix

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

division ● N & S ● P & A ● PC
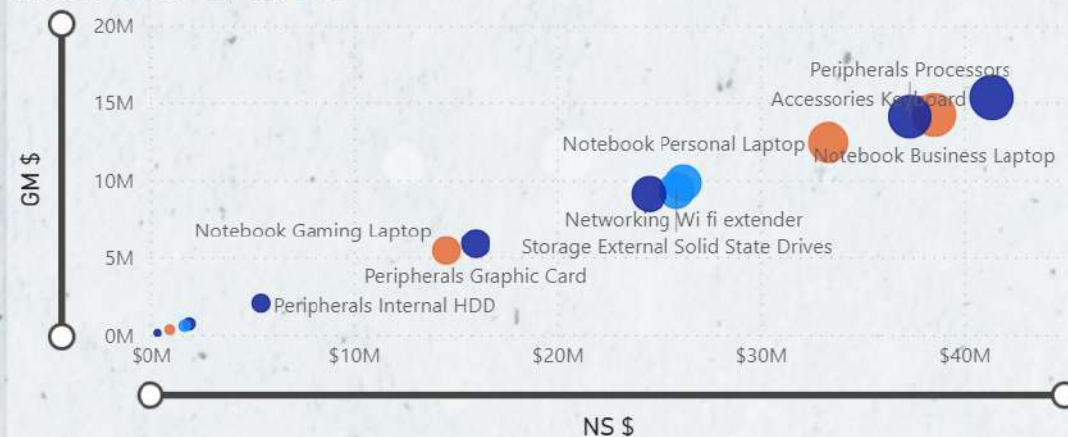
Region/Market Customer Performance

region	NS $	GM $	GM %	Net_Profit $	Net_Profit %
⊞ LATAM	$2.00M	0.62M	30.96%	0.00M	-0.08%
⊞ APAC	$147.98M	53.23M	35.97%	-1.52M	-1.03%
⊞ EU	$55.79M	21.10M	37.82%	0.35M	0.62%
⊞ NA	$62.21M	24.48M	39.35%	-1.11M	-1.79%
Total	**$267.98M**	**99.42M**	**37.10%**	**-2.29M**	**-0.85%**

Unit Economics

● Total COGS ● Gross Margin

99.4... (37....)
168.55... (62.9%)

● Increase ● Decrease

100
99
0
-102
-2

Gross Margin   Operati... Expense   Net_Profit

| All | All | All | | 2018 | 2019 | **2020** | 2021 | > | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | YTD | YTG |

72.99% !
LY: 86.45% (-15.57%)
Forecast Accuracy

491.6K ✓
LY: 637.48K (-22.88%)
Net Error

5743.2K !
LY: 1547.78K (+271.06%)
Abs Error LY

Accuracy / Net error Trend

● Net Error ● Forecast Accuracy % ● Forecast accuarcy % LY

Sep 19, Oct 19, Nov 19, Dec 19, Jan 20, Feb 20, Mar 20, Apr 20, May 20, Jun 20, Jul 20, Aug 20
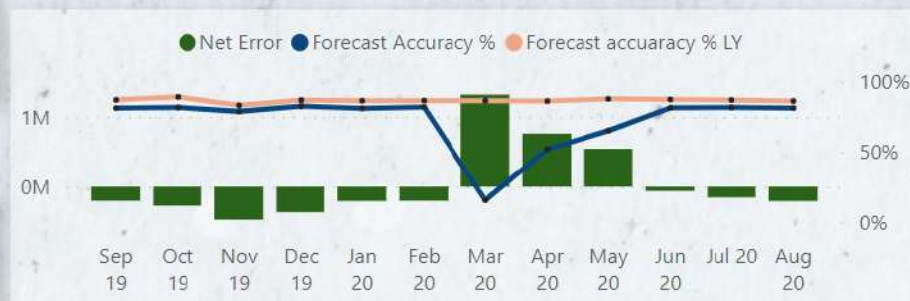
Key Metrics By Customers

customer	Forecast Accuracy %	Forecast accuarcy % LY	Net Error	Risk
Acclaimed Stores	8.69%	56.42%	-83357	Out Of Stock
Amazon	48.43%	78.07%	-917373	Out Of Stock
Atliq e Store	55.24%	76.51%	-544329	Out Of Stock
BestBuy	7.31%	26.90%	-44305	Out Of Stock
Billa	26.05%	36.08%	-2483	Out Of Stock
Boulanger	38.12%	45.56%	-7244	Out Of Stock
Chiptec	27.04%		-4136	Out Of Stock
Circuit City	9.90%	26.23%	-47555	Out Of Stock
Control	30.41%	36.19%	-20992	Out Of Stock
Ebay	18.21%	51.05%	-231960	Out Of Stock
Total	**72.99%**	**86.45%**	**491599**	**Excess Inventory**

Key Metrics By Products

segment	Forecast Accuracy %	Forecast accuarcy % LY	Net Error	Risk
⊞ Storage	81.01%	80.25%	698487	Excess Inventory
⊞ Notebook	76.65%	83.02%	146640	Excess Inventory
⊞ Peripherals	75.18%	85.06%	193476	Excess Inventory
⊞ Accessories	71.42%	90.20%	-167818	Out Of Stock
⊞ Desktop	70.07%		-52	Out Of Stock
⊞ Networking	52.50%	81.50%	-379134	Out Of Stock
Total	**72.99%**	**86.45%**	**491599**	**Excess Inventory**