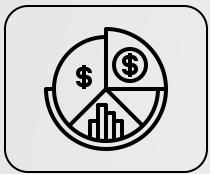




BUSINESS INSIGHTS 360



Finance View

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



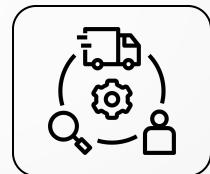
Sales View

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



Marketing 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.



Info

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

Last Refresh Date: Sunday, May 04, 2025

Business Insights 360

Finance View

Sales View

Marketing View

Supply Chain View

Executive View

FILTERS

Clear

Select Benchmark

vs LY

vs Target

2019 2020 2021 2022
Est

Q1 Q2

YTD VTG

Region/ Market

All

customer

All

segment/category

All

Abbreviations

BM= Benchmark | LY= Last Year
NS = Net Sales | GM= Gross Margin
NP=Net Profit | Chng= Change

All values in Millions \$

Developed by
Abdullah Al Fahad

\$46.79M

NS \$

BM : \$12.21M | 283.26%

41.22%

GM %

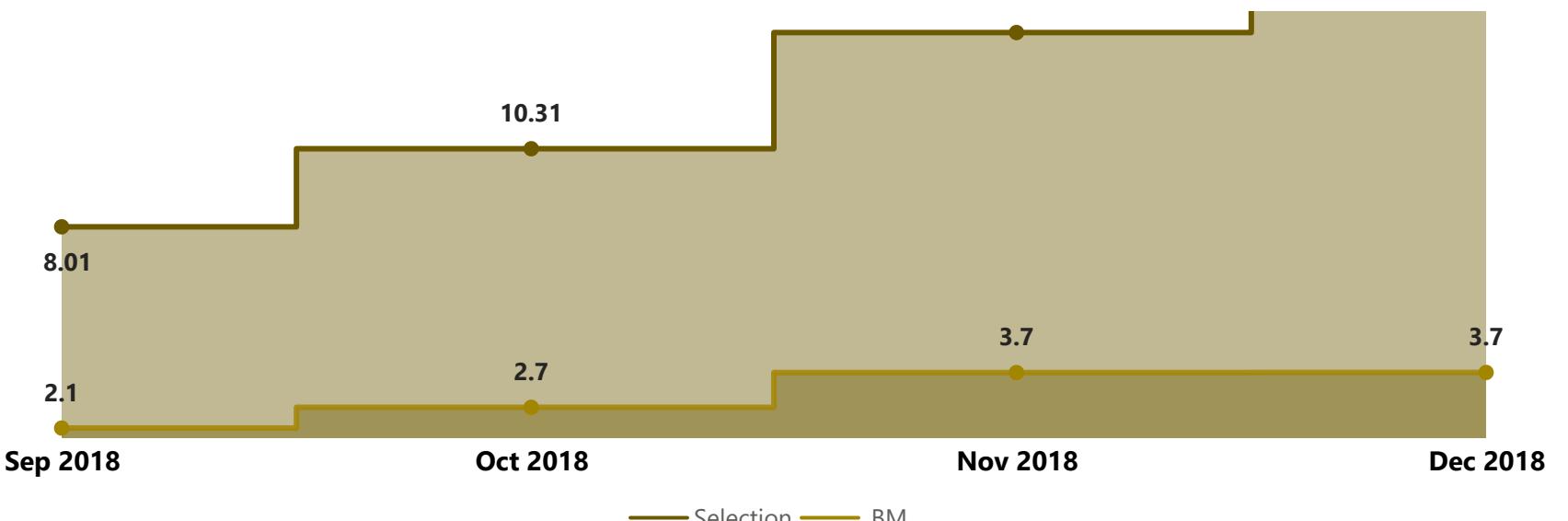
BM : 37.44% | 10.10%

2.23%

NP %

BM: -4.35% | 151.25%

Net Sales Performance Over Time



Top /Bottom Products & Markets By Net Sales

region	category	region	P & L values	P & L chng %
market		EU	7.34	885.20
product		LATAM	0.36	315.18
		APAC	29.88	247.35
		NAN	9.22	231.98

Profit & Loss Statement

Line Item	2019	BM	Chng	Chng %
Net Profit %	2.23	-4.35	6.58	-151.25
Net Profit	1.04	-0.53	1.58	-296.42
Operational Expense	-18.24	-5.10	-13.14	257.55
GM / Unit	4.26	3.17	1.10	34.73
Gross Margin %	41.22	37.44	3.78	10.10
Gross Margin	19.29	4.57	14.72	321.95
Total COGS	27.50	7.64	19.87	260.11
- Other Cost	0.21	0.04	0.17	449.61
- Freight Cost	1.11	0.31	0.80	263.19
- Manufacturing Cost	26.18	7.29	18.89	258.97
Net Sales	46.79	12.21	34.58	283.26
Total Post Invoice Deduction	21.10	6.40	14.69	229.44
- Post Deductions	8.60	1.94	6.66	342.80
- Post Discounts	12.50	4.46	8.03	180.08
Net Invoice Sales	67.89	18.61	49.28	264.74
Pre Invoice Deduction	19.92	5.84	14.08	241.18
Gross Sales	87.81	24.45	63.36	259.12

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vs LY vs Target

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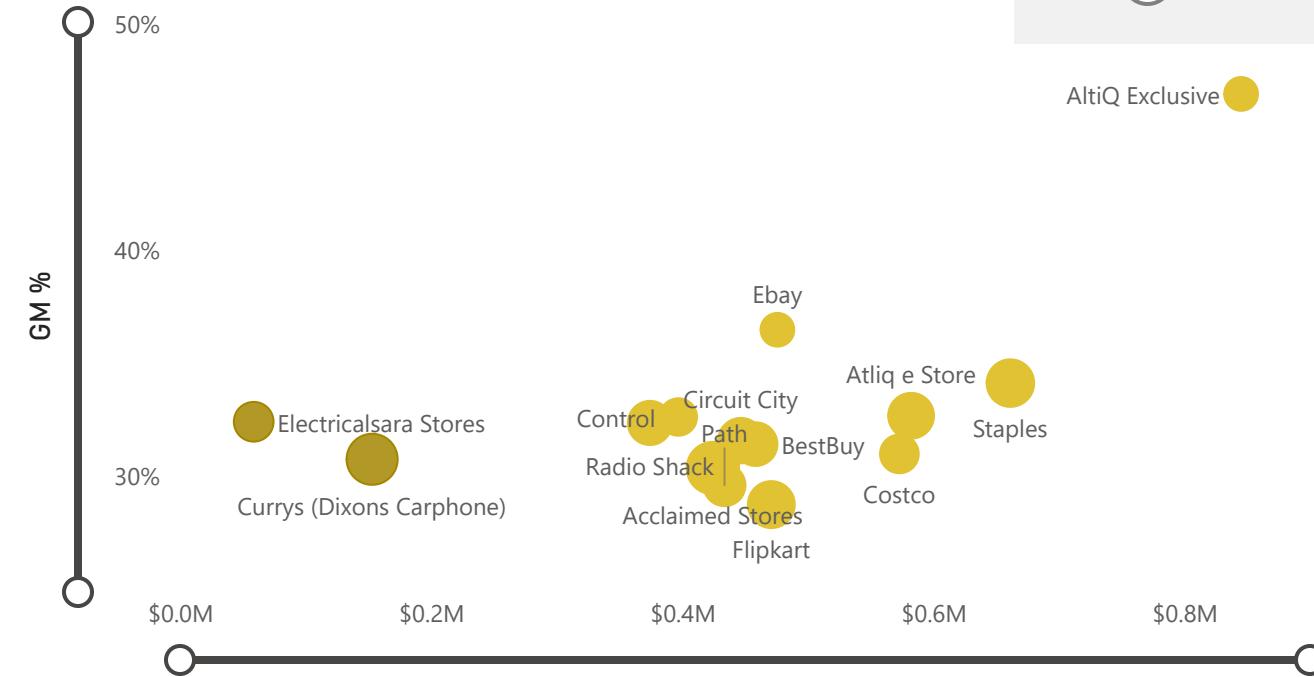
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All values in Millions \$

Developed by
Abdullah Al Fahad

Net Sales Performance Over Time

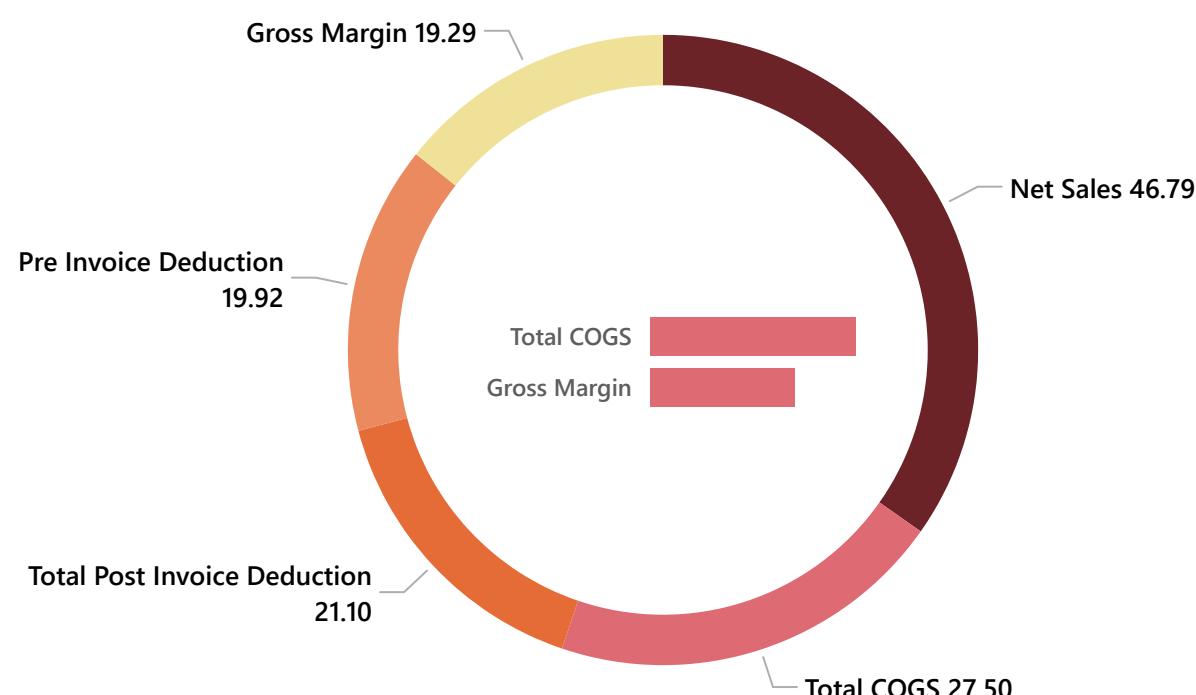
region ● EU ● NAN



GM Variance
6.00%

Customer Performance

Customer	NS \$	GM \$	-	GM %	~ GM %
Amazon	\$6.59M	2.74M		41.62%	11.24%
AltIQ Exclusive	\$4.09M	2.06M		50.51%	4.62%
Atliq e Store	\$3.82M	1.57M		41.10%	10.47%
Leader	\$2.51M	1.21M		48.12%	52.11%
Sage	\$2.50M	1.09M		43.77%	68.69%
Ebay	\$1.33M	0.57M		42.51%	8.52%
Electricalsociety	\$1.26M	0.56M		44.49%	17.88%
Flipkart	\$1.42M	0.50M		34.96%	-10.60%
Vijay Sales	\$0.94M	0.40M		42.80%	13.47%
Synthetic	\$0.96M	0.39M		40.49%	23.09%
Croma	\$0.83M	0.38M		45.55%	18.89%
Electricalslytical	\$0.87M	0.36M		41.36%	22.76%
Novus	\$0.96M	0.36M		37.49%	13.44%
Propel	\$0.82M	0.34M		41.08%	28.01%
Expression	\$0.84M	0.33M		40.01%	29.81%
Reliance Digital	\$0.78M	0.33M		43.05%	20.09%
Viveks	\$0.81M	0.32M		40.07%	27.19%
Ezone	\$0.80M	0.31M		38.45%	21.59%
Girias	\$0.78M	0.29M		37.00%	0.49%
Lotus	\$0.71M	0.29M		40.55%	6.96%



Business Insights 360

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FILTERS

Select Benchmark

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2

YTD YTG

Region/ Market

All

customer

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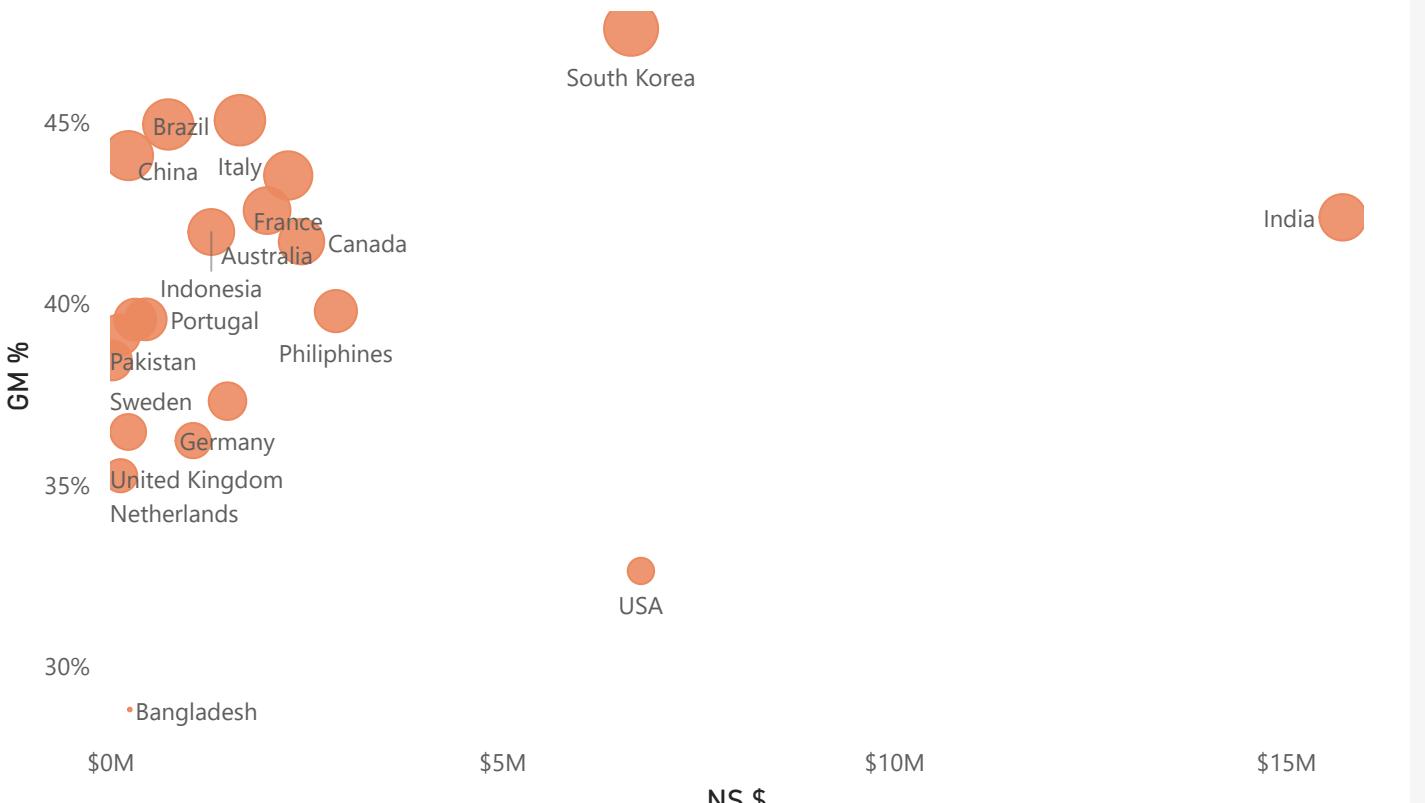
All values in Millions \$

Developed by
Abdullah Al Fahad

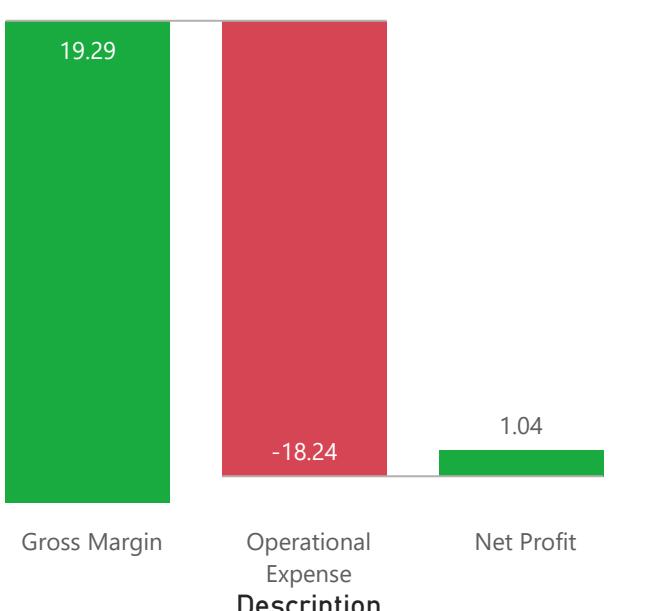
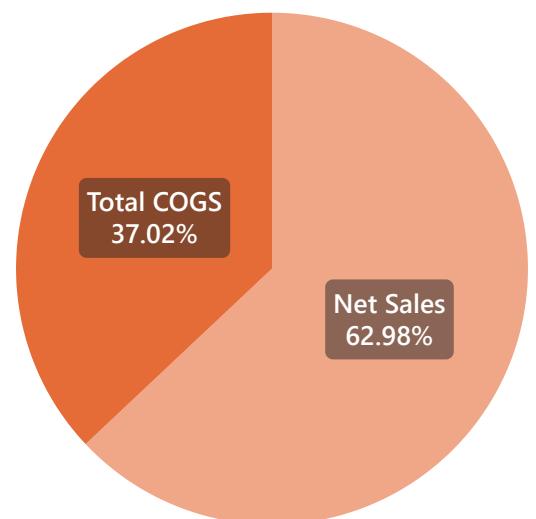
Market Performance- By Gross Margin %

GM %

NP %



Net Sales & Gross Margin Bifurcation



Segment

Market

Market

Region

Market	NS \$	GM \$	GM %	NP \$	NP %	.	~ NP %
Australia	\$2.00M	0.85M	42.56%	204,362	10.20%	<div style="width: 10.20%; background-color: #f08040;"></div>	302.31%
Bangladesh	\$0.25M	0.07M	28.81%	-3,800	-1.50%	<div style="width: -1.50%; background-color: #e67e22;"></div>	
Brazil	\$0.24M	0.10M	44.07%	17,061	7.23%	<div style="width: 7.23%; background-color: #f08040;"></div>	-24.42%
Canada	\$2.44M	1.02M	41.70%	39,635	1.62%	<div style="width: 1.62%; background-color: #e67e22;"></div>	115.00%
China	\$0.74M	0.33M	44.93%	99,828	13.43%	<div style="width: 13.43%; background-color: #f08040;"></div>	1520.31%
France	\$2.27M	0.99M	43.52%	155,001	6.82%	<div style="width: 6.82%; background-color: #f08040;"></div>	-54.32%
Germany	\$1.50M	0.56M	37.31%	-152,239	-10.15%	<div style="width: -10.15%; background-color: #e67e22;"></div>	
India	\$15.73M	6.66M	42.37%	-33,234	-0.21%	<div style="width: -0.21%; background-color: #e67e22;"></div>	97.68%
Indonesia	\$1.29M	0.54M	41.97%	232,060	17.95%	<div style="width: 17.95%; background-color: #f08040;"></div>	88.18%
Italy	\$1.66M	0.75M	45.05%	114,389	6.90%	<div style="width: 6.90%; background-color: #f08040;"></div>	537.66%
Mexico	\$0.12M	0.05M	39.13%	9,609	7.86%	<div style="width: 7.86%; background-color: #f08040;"></div>	
Netherlands	\$0.14M	0.05M	35.25%	-13,823	-10.21%	<div style="width: -10.21%; background-color: #e67e22;"></div>	
Pakistan	\$0.32M	0.13M	39.55%	-22,671	-7.03%	<div style="width: -7.03%; background-color: #e67e22;"></div>	
Philippines	\$2.88M	1.15M	39.79%	379,627	13.17%	<div style="width: 13.17%; background-color: #f08040;"></div>	1001.13%
Poland	\$0.23M	0.08M	36.46%	27,120	11.70%	<div style="width: 11.70%; background-color: #f08040;"></div>	-43.85%
Portugal	\$0.46M	0.18M	39.56%	57,684	12.66%	<div style="width: 12.66%; background-color: #f08040;"></div>	
South Korea	\$6.65M	3.16M	47.56%	979,476	14.73%	<div style="width: 14.73%; background-color: #f08040;"></div>	359.20%
Sweden	\$0.03M	0.01M	38.43%	-888	-3.50%	<div style="width: -3.50%; background-color: #e67e22;"></div>	
United Kingdom	\$1.06M	0.38M	36.22%	-177,208	-16.70%	<div style="width: -16.70%; background-color: #e67e22;"></div>	
USA	\$6.77M	2.21M	39.62%	-868,112	-12.81%	<div style="width: -12.81%; background-color: #e67e22;"></div>	-211.27%

Business Insights 360

Finance View

Sales View

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Supply Chain View

Executive View

FILTERS

Select Benchmark

vs LY **vs Target**

2019 **2020** **2021** **2022 Est**

Q1 **Q2**

YTD **VTG**

Region/ Market

All

customer

All

segment/category

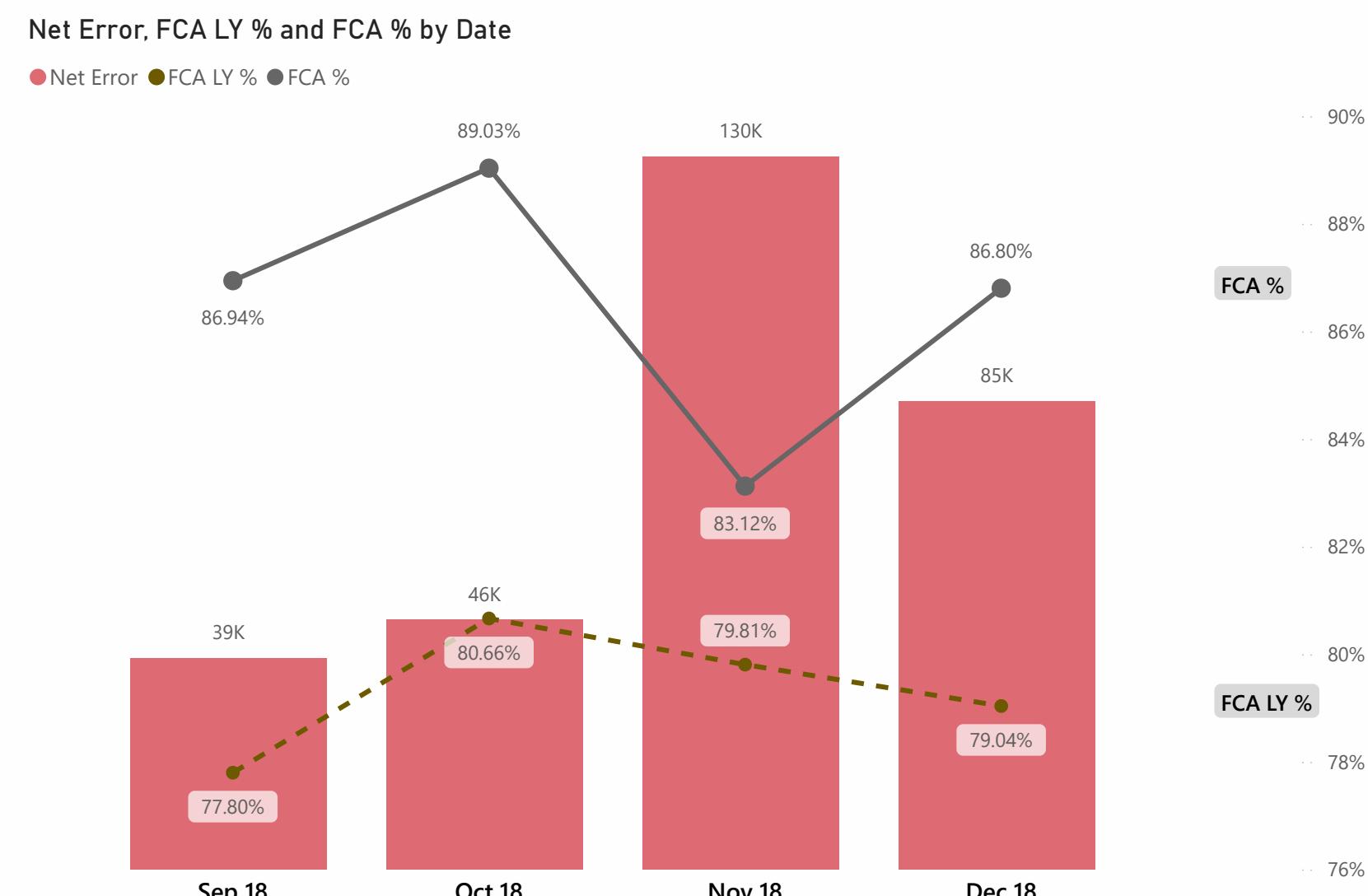
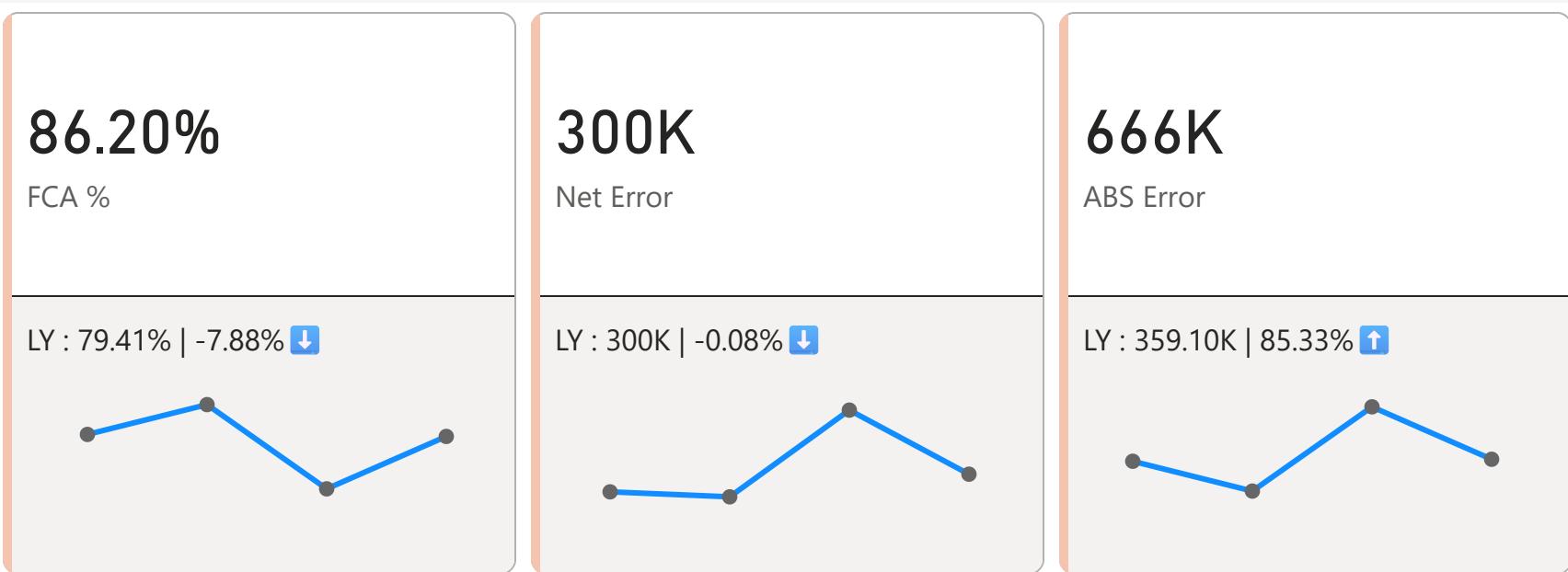
All

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All values in Millions \$

Developed by
 Abdullah Al Fahad



Customer	FCA %	FCA LY %	Net Error	Net Error %	Risk
Acclaimed Stores	58.99%	40.87%	-7K	-9.54%	OOS
AltiQ Exclusive	76.25%	66.53%	11K	3.34%	EI
Amazon	78.70%	66.89%	25K	3.86%	EI
Argos (Sainsbury's)	56.19%	55.25%	2K	12.00%	EI
Atlas Stores	50.80%		1K	6.99%	EI
Atliq e Store	76.59%	67.65%	17K	4.42%	EI
Atliq Exclusive	50.63%	37.17%	21K	20.20%	EI
Total	86.20%	79.41%	300K	6.21%	EI

segment	FCA %	FCA LY %	Net Error	Net Error %	Risk
Accessories	90.06%	78.57%	-4K	-0.16%	OOS
Networking	79.83%	80.52%	143K	20.17%	EI
Notebook	84.03%	85.67%	-11K	-14.72%	OOS
Peripherals	85.57%	79.33%	-5K	-1.20%	OOS
Storage	80.29%	86.44%	178K	19.20%	EI
Total	86.20%	79.41%	300K	6.21%	EI

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Select Benchmark

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Q1 Q2

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Region/ Market

All

customer

All

segment/category

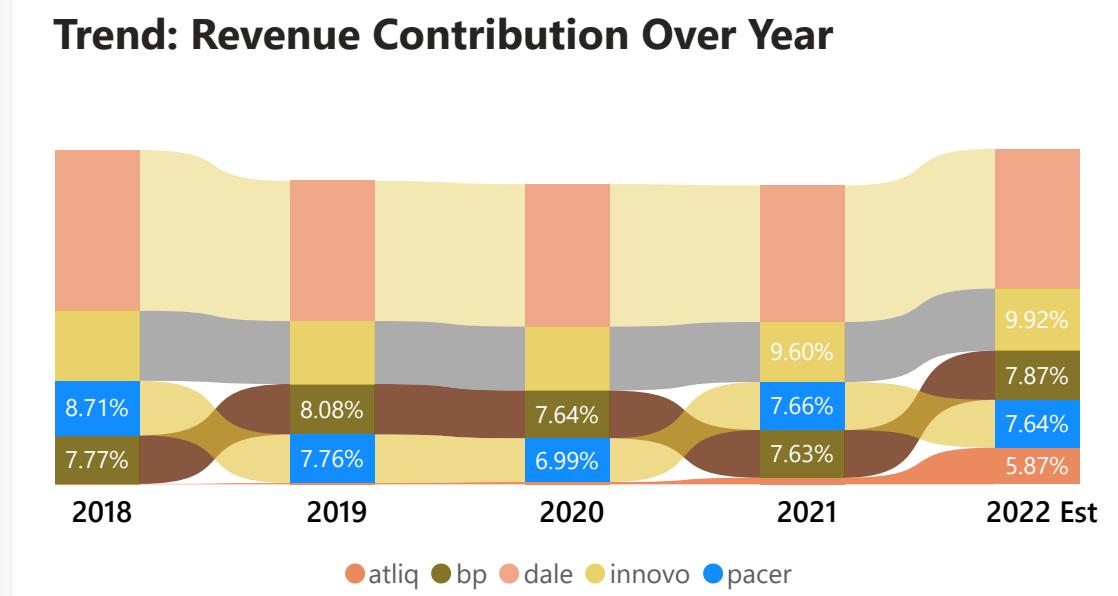
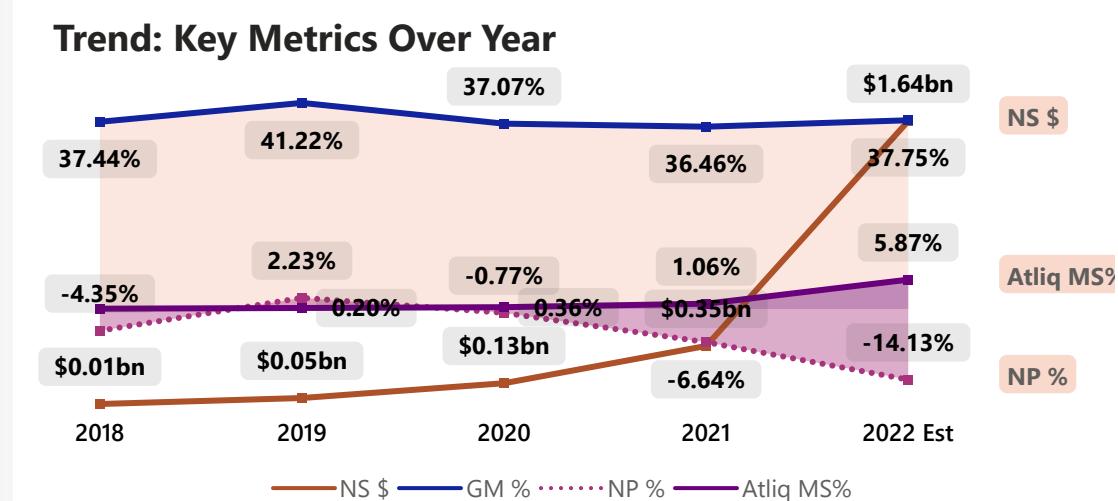
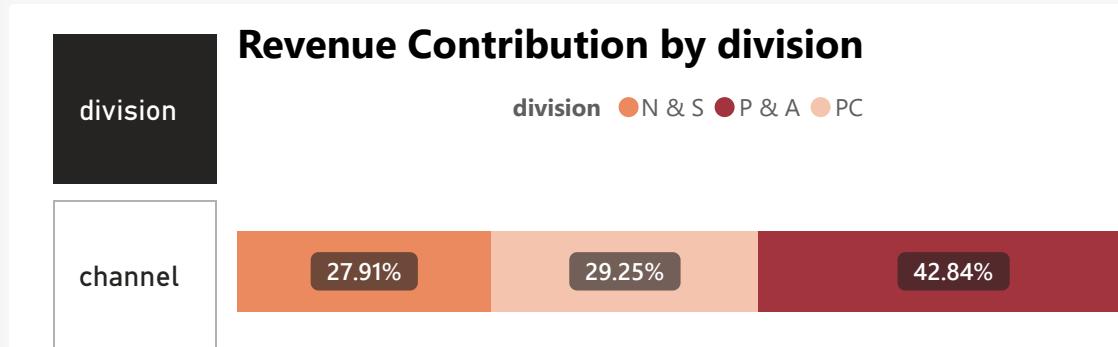
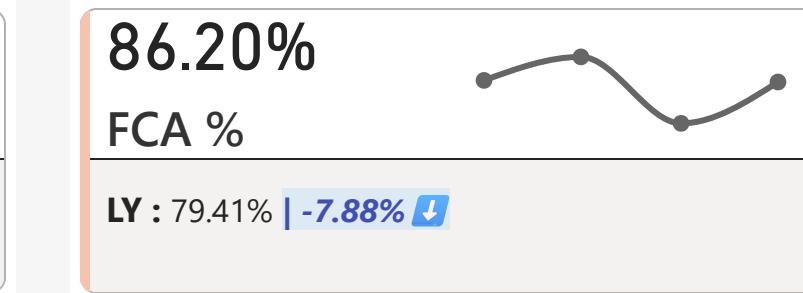
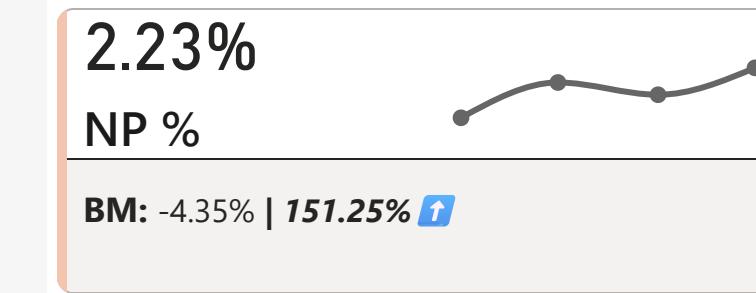
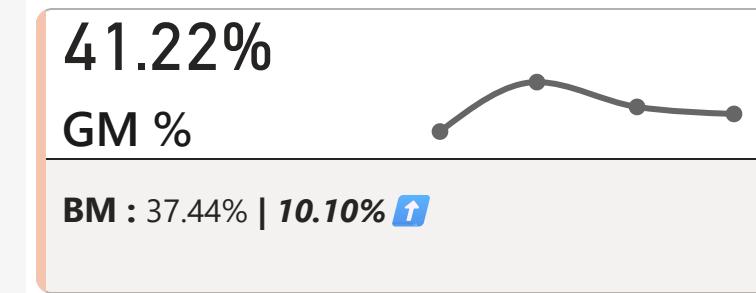
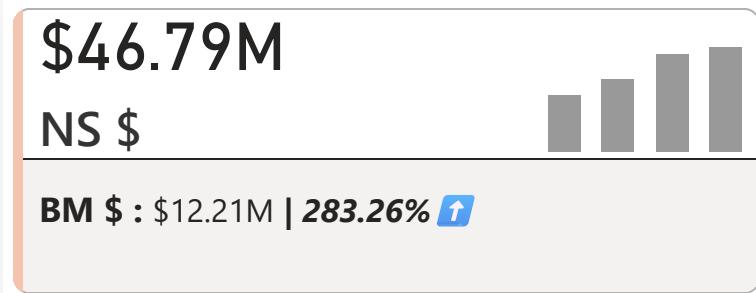
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Top 5 Customers

customer	RC %	GM %
AltiQ Exclusive	8.73%	50.51%
Amazon	14.09%	41.62%
Atliq e Store	8.17%	41.10%
Leader	5.36%	48.12%
Sage	5.34%	43.77%
Total	41.69%	44.49%

Top 5 Products

product	RC %	GM %
AQ Wi Power Dx1	11.51%	40.36%
AQ Neuer SSD	6.74%	40.96%
AQ Digit SSD	5.60%	41.11%
AQ Gamers	5.60%	41.66%
AQ BZ Compact	5.20%	41.76%
Total	34.66%	41.01%

Sub - Region Performance

sub_zone	NS \$	RC %	GM %	NP %	Atliq MS%	Net Error %	Risk
ANZ	\$2.00M	4.28%	42.56%	10.20%	0.04%	21.39%	EI
India	\$15.73M	33.61%	42.37%	-0.21%	0.58%	19.24%	EI
ROA	\$12.14M	25.95%	44.36%	13.71%	0.32%	18.98%	EI
NE	\$2.95M	6.31%	36.77% ↓	-10.74%	0.10%	-7.12%	OOS
SE	\$4.39M	9.38%	43.69%	7.45%	0.54%	-20.68%	OOS
LATAM	\$0.36M	0.77%	42.38%	7.44%	0.01%	-29.51%	OOS
NA	\$9.22M	19.70%	35.03% ↓	-8.99%	0.15%	-37.18%	OOS
Total	\$46.79M	100.00%	41.22%	2.23%	0.20%	6.21%	EI

Sales Trends



\$4,968,484,738.95

NS \$

37.83%

GM %

-11.64%

NP %

