



## Business Insights 360



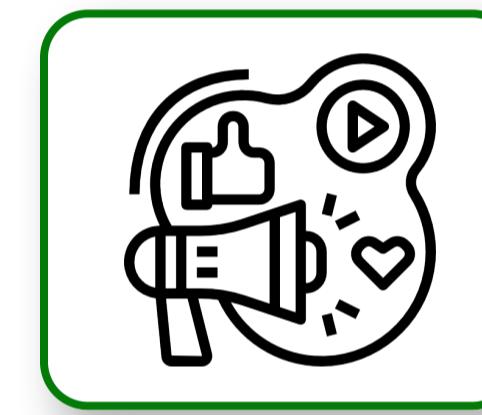
Finance View

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



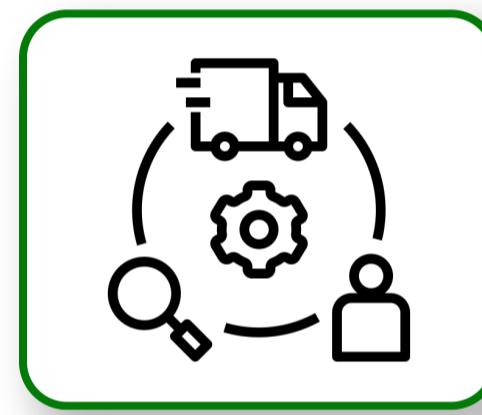
Sales View

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



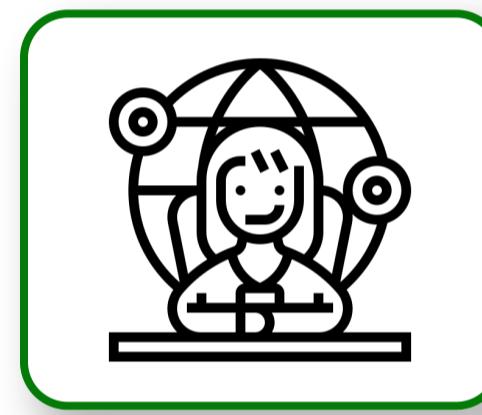
Marketing

Analyze the performance of 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.

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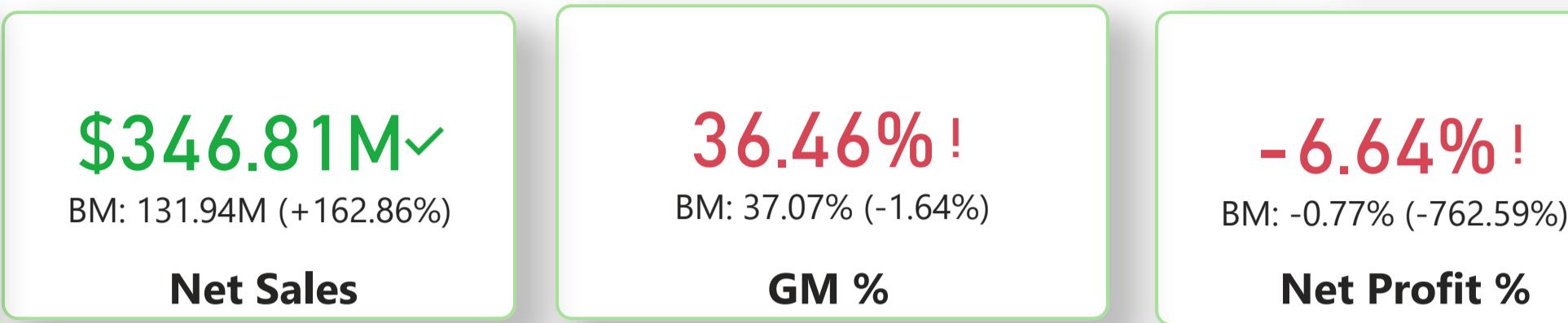
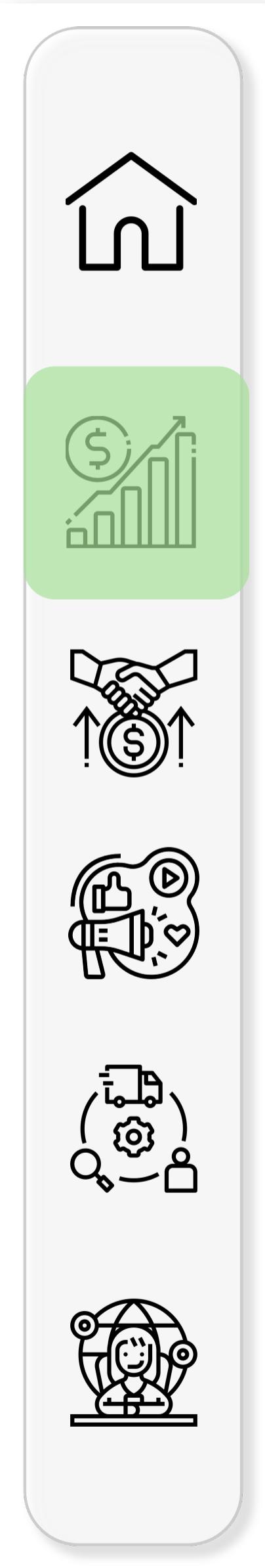
region, market  
All

customer  
All

segment, catego...  
All

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 YTD YTG

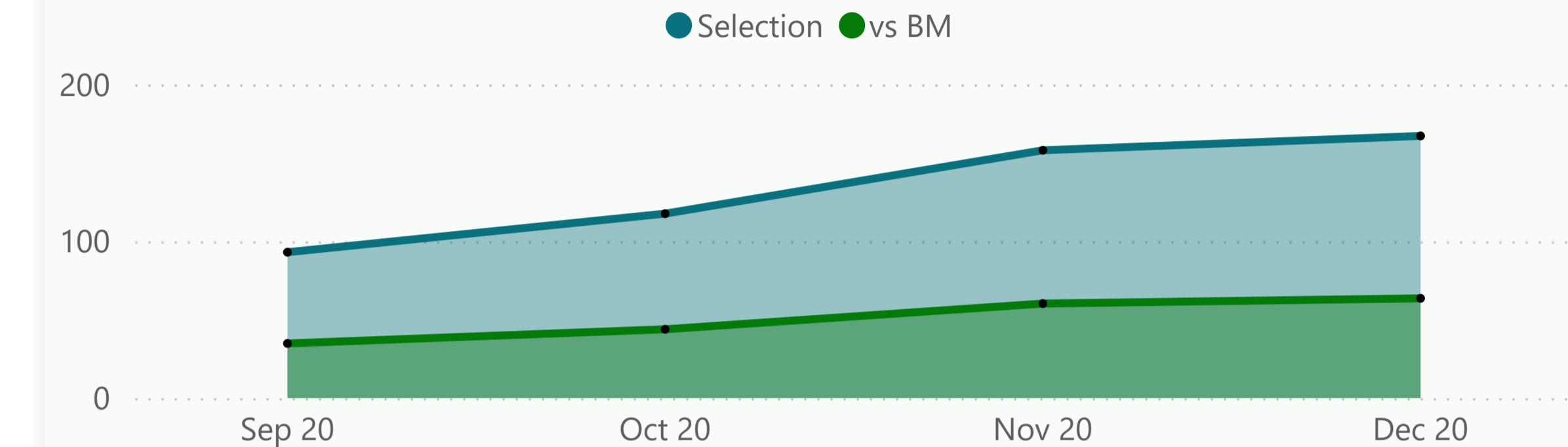


### Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	701.11	264.04	437.07	165.53
Pre Invoice Deduction	165.57	61.59	103.97	168.81
Net Invoice Sales	535.54	202.44	333.10	164.54
- Post Discounts	118.65	47.07	71.59	152.09
- Post Deductions	70.08	23.44	46.64	198.96
Total Post Invoice Deduction	188.73	70.51	118.22	167.67
Net Sales	346.81	131.94	214.88	162.86
- Manufacturing Cost	209.65	78.97	130.68	165.47
- Freight Cost	9.28	3.52	5.77	163.96
- Other Cost	1.43	0.54	0.89	164.13
Total COGS	220.36	83.03	137.33	165.40
Gross Margin	126.46	48.91	77.55	158.57
Gross Margin %	36.46	37.07	-0.61	-1.64
GM / Unit	5.99	4.80	1.19	24.86
Operational Expense	-149.48	-49.92	-99.56	-199.44
Net Profit	-23.03	-1.02	-22.01	-2,167.44
Net Profit %	-6.64	-0.77	-5.87	-762.59

BM = Benchmark , LY = Last Year

### Net Sales Performance Over Time



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

region	P & L values	P & L Chg	segment	P & L values	P & L Chg
		%			%
+ APAC	<b>292.43</b>	<b>155.36</b>	+ Accessories	159.11	219.16
+ EU	<b>126.45</b>	<b>191.29</b>	+ Desktop	30.41	3,667.79
- NA	<b>114.66</b>	<b>165.10</b>	+ Networking	29.33	48.87
USA	85.84	162.86	+ Notebook	173.40	163.53
Canada	28.82	171.99	+ Peripherals	108.08	137.15
+ LATAM	<b>2.00</b>	<b>58.29</b>	+ Storage	35.21	70.03
Total	<b>535.54</b>	<b>164.54</b>	Total	<b>535.54</b>	<b>164.54</b>

region, market

customer

segment, catego...

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 YTD YTG



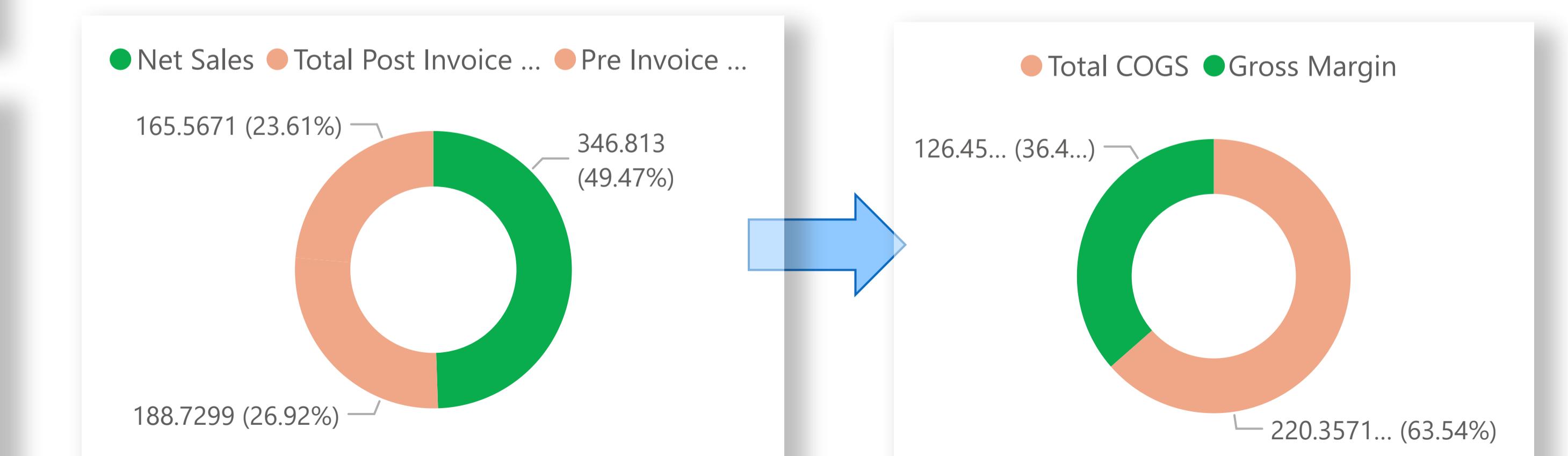
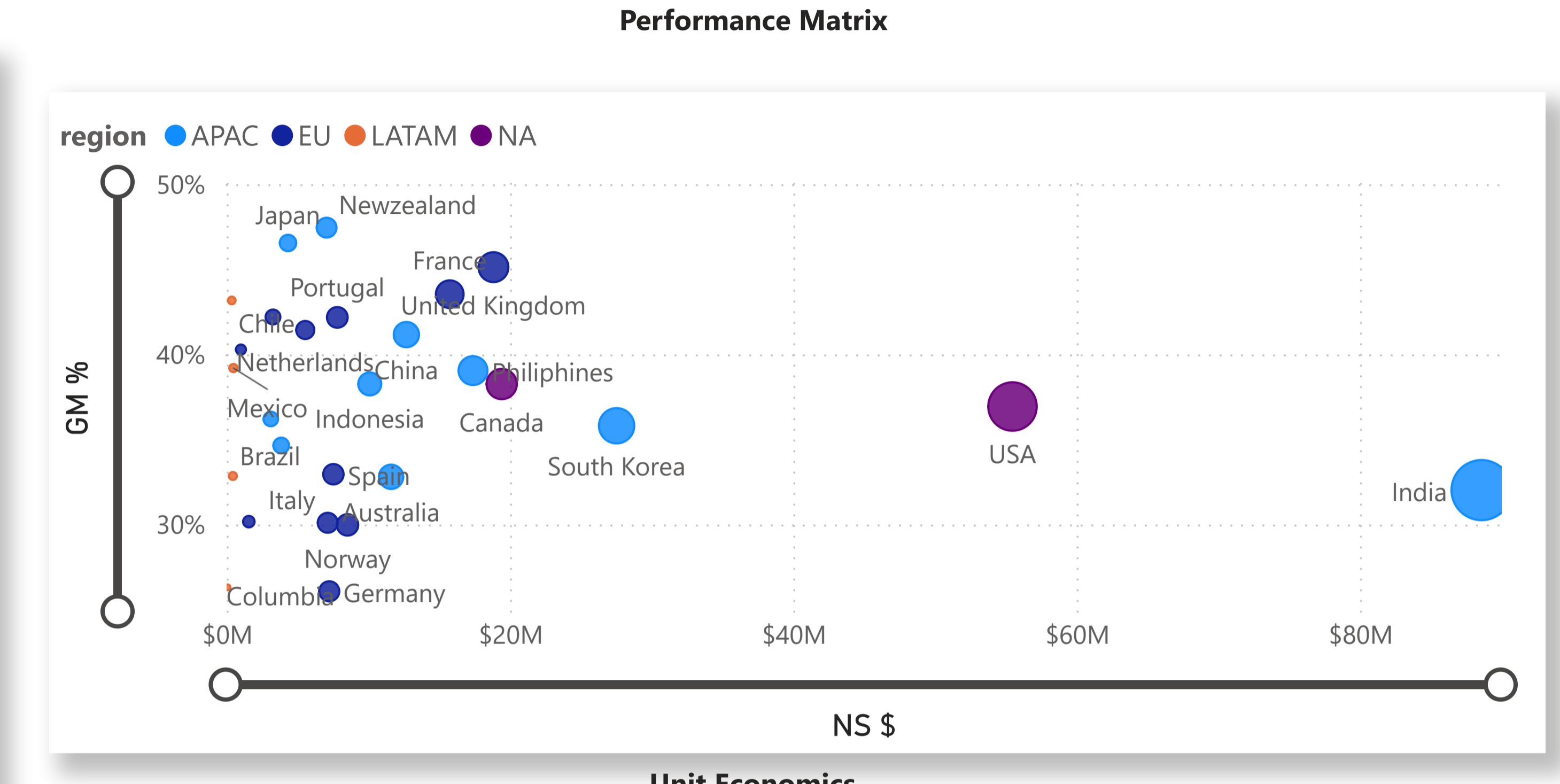
### Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$46.55M	16.46M	35.36%
Atliq e Store	\$29.39M	11.04M	37.56%
AltiQ Exclusive	\$28.45M	13.12M	46.10%
Sage	\$11.67M	4.10M	35.16%
Leader	\$10.82M	3.66M	33.83%
Flipkart	\$10.15M	3.08M	30.30%
Neptune	\$8.89M	3.66M	41.17%
Ebay	\$8.41M	3.04M	36.12%
Electricalsociety	\$7.12M	2.48M	34.80%
Synthetic	\$6.57M	2.57M	39.21%
Electricalslytical	\$6.39M	2.44M	38.14%
Acclaimed Stores	\$6.17M	2.24M	36.28%
Propel	\$6.10M	2.30M	37.69%
Novus	\$5.50M	1.81M	32.96%
walmart	\$5.44M	2.07M	37.97%
Expression	\$5.35M	1.84M	34.37%
<b>Total</b>	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>

Region / Market / Customer Performance

### Product Performance

segment	NS \$	GM \$	GM %
+ Storage	\$22.83M	8.39M	36.76%
+ Peripherals	\$69.87M	25.46M	36.44%
+ Notebook	\$112.33M	40.93M	36.43%
+ Networking	\$19.01M	7.00M	36.80%
+ Desktop	\$19.70M	7.12M	36.13%
+ Accessories	\$103.07M	37.56M	36.44%
<b>Total</b>	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>



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region, market  
All

customer  
All

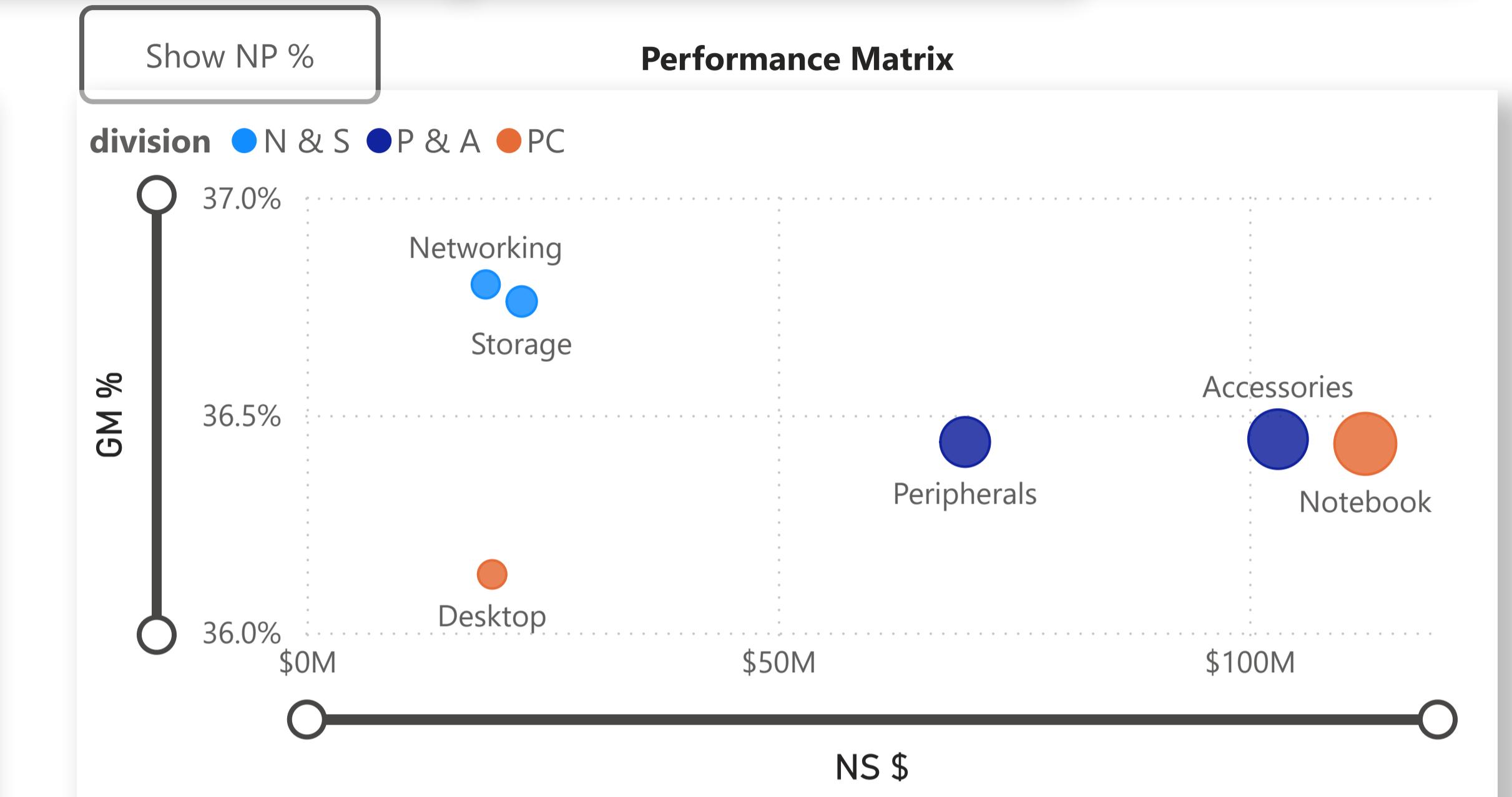
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Q1 Q2 Q3 YTD YTG

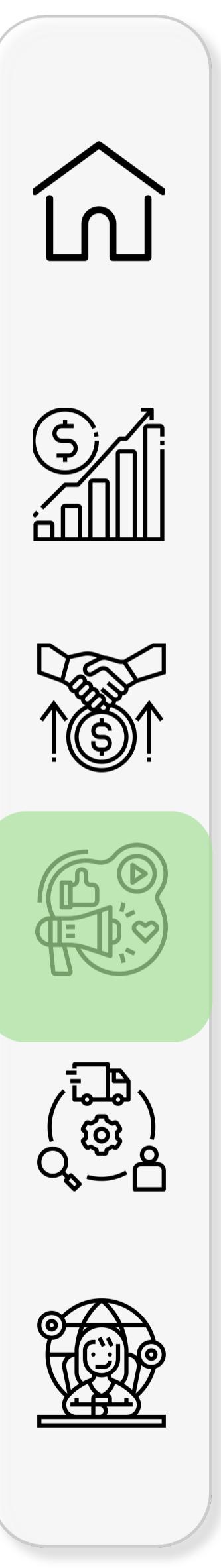
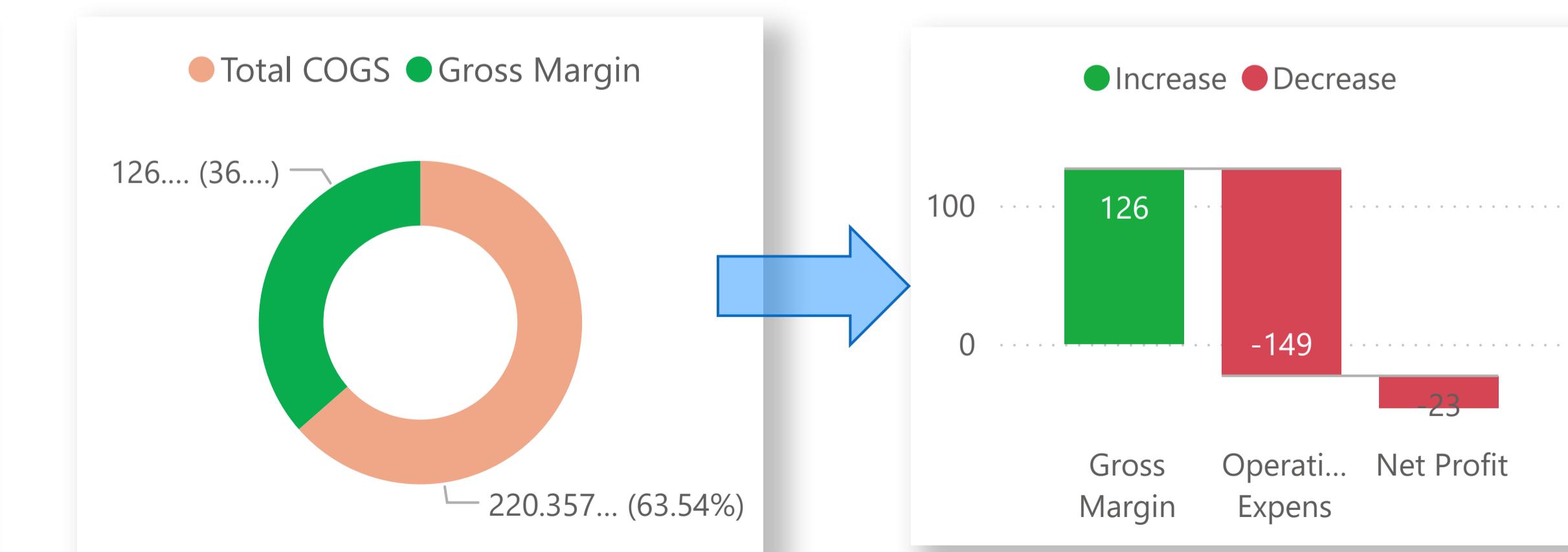
**Product Performance**

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Notebook	\$112.33M	40.93M	36.43%	-7.43M	-6.61%
+ Accessories	\$103.07M	37.56M	36.44%	-6.88M	-6.68%
+ Peripherals	\$69.87M	25.46M	36.44%	-4.69M	-6.71%
+ Storage	\$22.83M	8.39M	36.76%	-1.43M	-6.27%
+ Desktop	\$19.70M	7.12M	36.13%	-1.38M	-6.99%
+ Networking	\$19.01M	7.00M	36.80%	-1.22M	-6.42%
<b>Total</b>	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>	<b>-23.03M</b>	<b>-6.64%</b>



**Region / Market / Customer Performance**

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$186.29M	65.74M	35.29%	-14.09M	-7.56%
+ EU	\$84.27M	32.29M	38.32%	1.17M	1.39%
+ NA	\$74.89M	27.92M	37.27%	-10.20M	-13.61%
+ LATAM	\$1.36M	0.51M	37.52%	0.09M	6.27%
<b>Total</b>	<b>\$346.81M</b>	<b>126.46M</b>	<b>36.46%</b>	<b>-23.03M</b>	<b>-6.64%</b>



**79.85%!**  
LY: 80.95% (-1.36%)

**Forecast Accuracy**

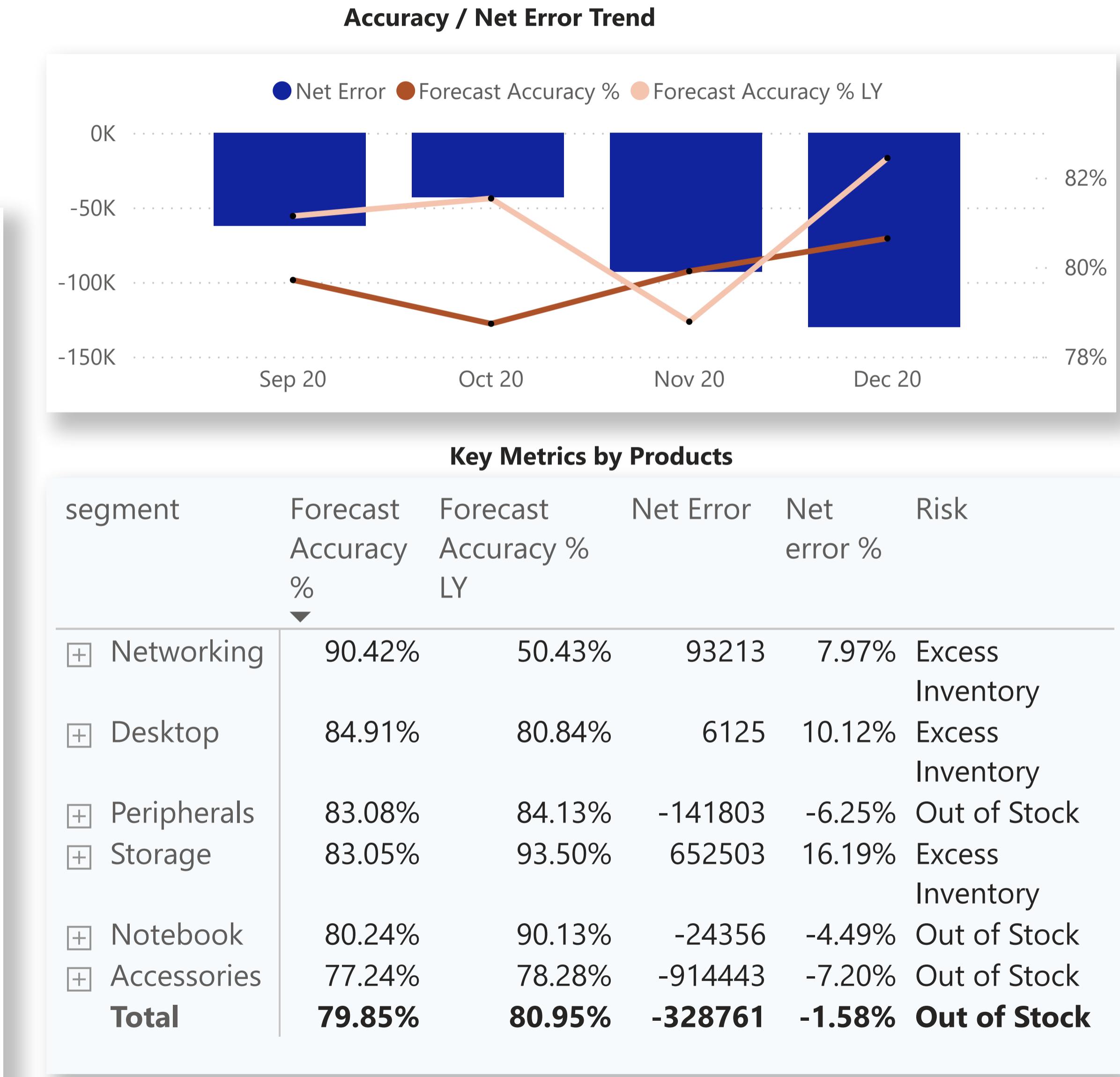
**-328.76K!**  
LY: -1303.12K (+74.77%)

**Net Error**

**4186.74K!**  
LY: 1692.9K (+147.31%)

**ABS Error**

Key Metrics by Customer					
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net error %	Risk
Atliq e Store	74.38%	75.48%	-32946	-1.91%	Out of Stock
Amazon	74.27%	74.16%	-77361	-2.75%	Out of Stock
AltiQ Exclusive	70.25%	71.81%	-79252	-5.78%	Out of Stock
Radio Popular	57.57%	60.18%	24735	12.96%	Excess Inventory
Expert	61.43%	60.11%	32427	13.14%	Excess Inventory
Elkjøp	53.70%	58.56%	-14421	-9.37%	Out of Stock
Mbit	62.95%	58.24%	17456	12.09%	Excess Inventory
UniEuro	59.12%	55.86%	71080	23.01%	Excess Inventory
Electricalsbea Stores	52.24%	54.70%	-4148	-12.70%	Out of Stock
Electricalslance Stores	53.65%	54.04%	-819	-1.14%	Out of Stock
Premium Stores	56.36%	54.01%	31684	20.86%	Excess Inventory
Nomad Stores	51.58%	53.75%	15207	10.36%	Excess Inventory
Surface Stores	49.20%	53.73%	5421	7.11%	Excess Inventory
Chip 7	54.29%	53.54%	44344	21.17%	Excess Inventory
Electricalsociety	50.91%	53.53%	22105	4.86%	Excess Inventory
Sorefoz	55.26%	53.28%	9655	6.39%	Excess Inventory
Araos	57.37%	52.81%	2121	2.57%	Excess Inventory
<b>Total</b>	<b>79.85%</b>	<b>80.95%</b>	<b>-328761</b>	<b>-1.58%</b>	<b>Out of Stock</b>



**Region, Market** **Customer** **Segment, Category**

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3

vs LY vs Target



**\$346.81M ✓**

BM: (Blank) (+Infinity%)

**Net Sales**

**36.46% ✓**

BM: (Blank) (+Infinity%)

**GM %**

**-6.64% !**

BM: (Blank) (-Infinity%)

**Net Profit %**

**79.85% !**

LY: 80.95% (-1.36%)

**Forecast Accuracy**

**-328.76K !**

LY: -1303.12K (+74.77%)

**Net Error**

**4186.74K !**

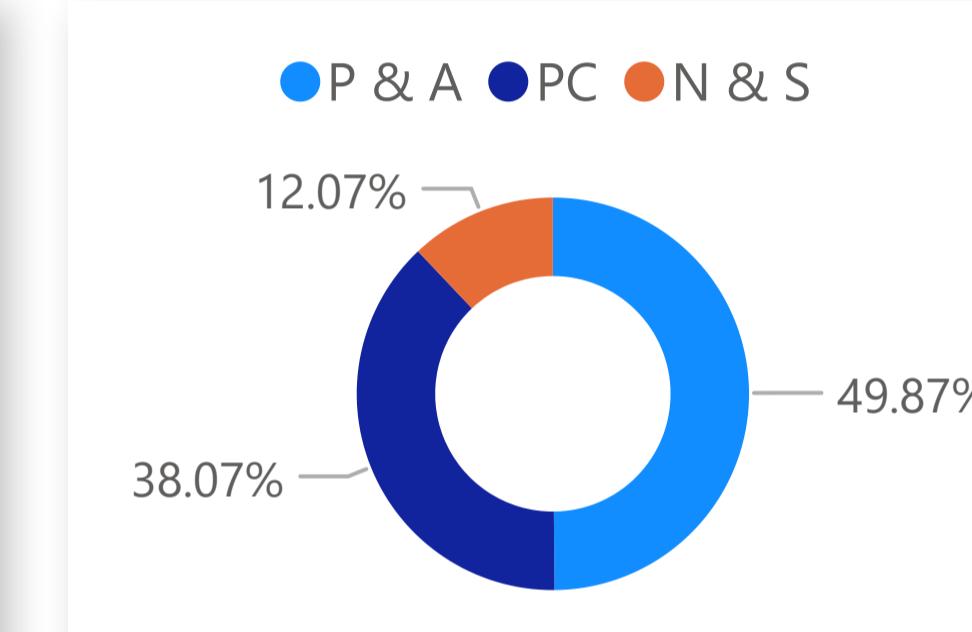
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**ABS Error**

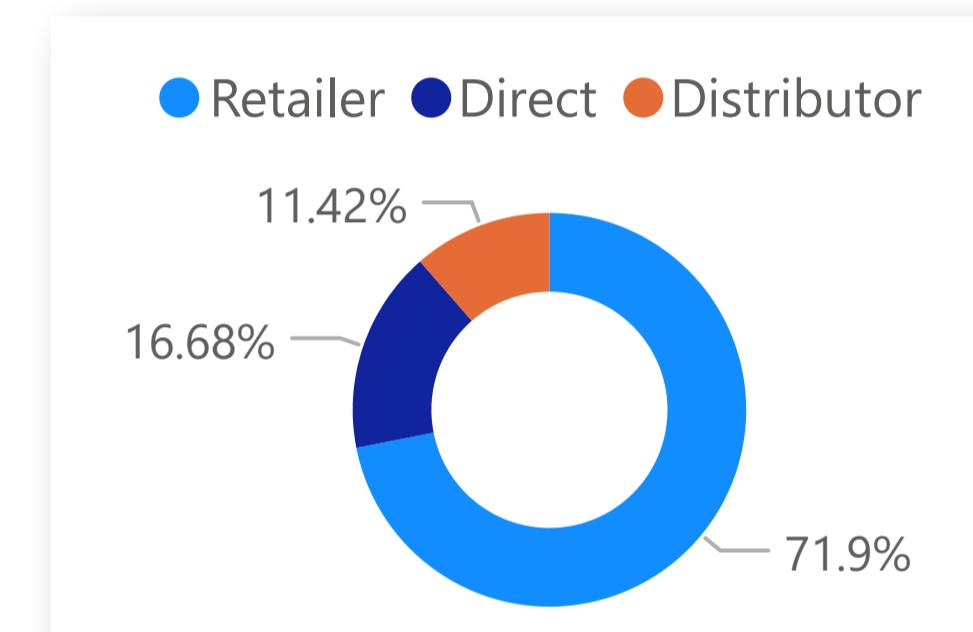
### Key Insights By Sub Zone

Sub Zone	NS \$	GM %	Net Profit %	Net error %	Risk
SE	\$38.2M	38.66%	4.4%	10.55%	Excess Inventory
ANZ	\$18.7M	38.33%	7.1%	-6.04%	Out of Stock
ROA	\$79.0M	38.23%	8.1%	-20.74%	Out of Stock
NE	\$46.0M	38.04%	-1.1%	11.11%	Excess Inventory
LATAM	\$1.4M	37.52%	6.3%	6.34%	Excess Inventory
NA	\$74.9M	37.27%	-13.6%	-6.81%	Out of Stock
India	\$88.6M	32.02%	-24.7%	3.41%	Excess Inventory
<b>Total</b>	<b>\$346.8M</b>	<b>36.46%</b>	<b>-6.6%</b>	<b>-1.58%</b>	<b>Out of Stock</b>

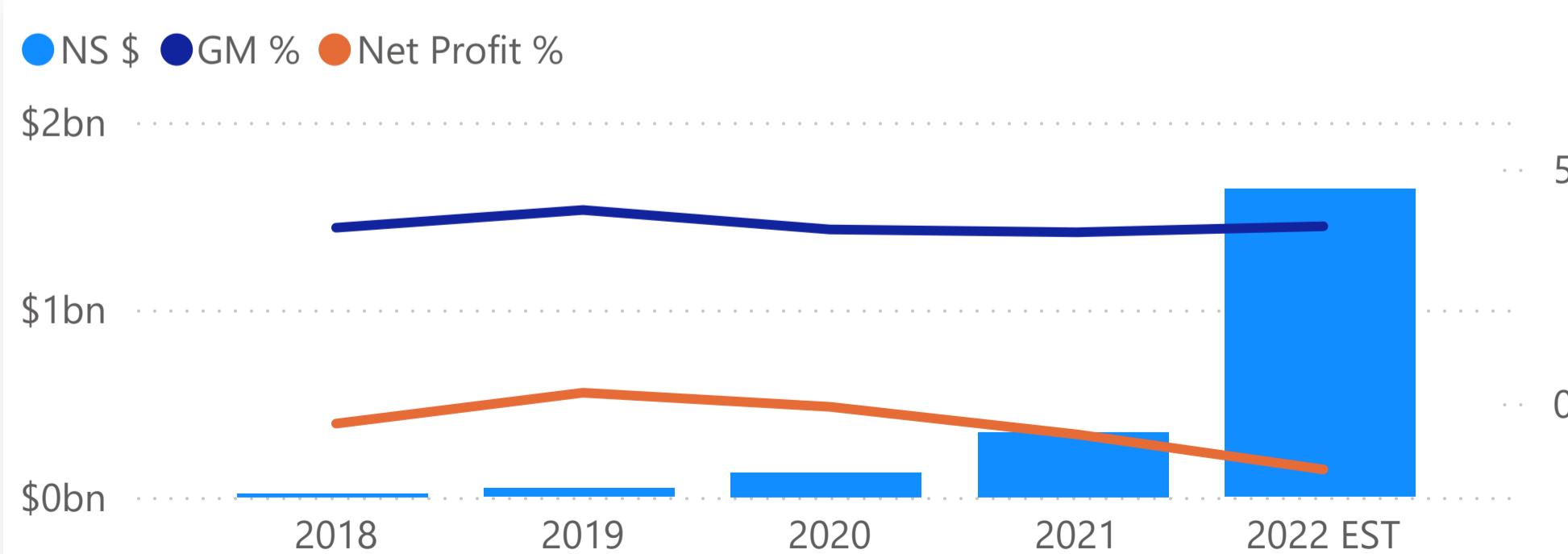
### Revenue by Division



### Revenue by Channel



### Yearly Trend by Net Sales, GM % and Net Profit %



### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.4%	35.36%
Atliq e Store	8.5%	37.56%
AltiQ Exclusive	8.2%	46.10%
Sage	3.4%	35.16%
Leader	3.1%	33.83%
<b>Total</b>	<b>36.6%</b>	<b>38.13%</b>

### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.91%
AQ Gen Y	2.9%	36.10%
AQ Maxima	2.7%	36.63%
AQ Qwerty	3.4%	36.98%
AQ Trigger	3.3%	36.89%
<b>Total</b>	<b>16.3%</b>	<b>36.48%</b>