



Business 360



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.



2018 2019 2020 2021
2022 Est

Q1 Q2 Q3 Q4
YTD

Segments & Cate...

All

Regions & mark...

All

Customers

All

Net Sales

\$823.8M✓

LY: (\$2.3M), \$268.0M

Gross Margin %

36.5% !

LY: 37.1% (-0.6%)

Net Profit

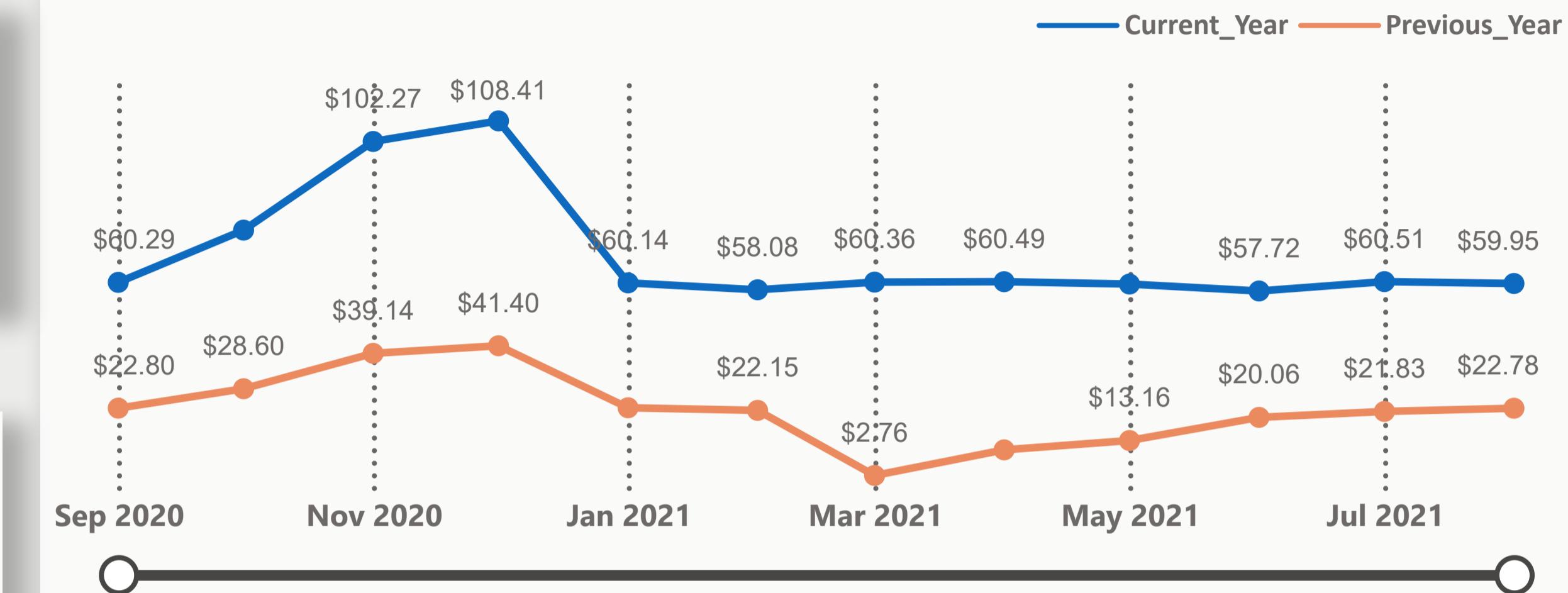
(\$54.7M) !

LY: (\$2.3M)
(-\$52.4M)

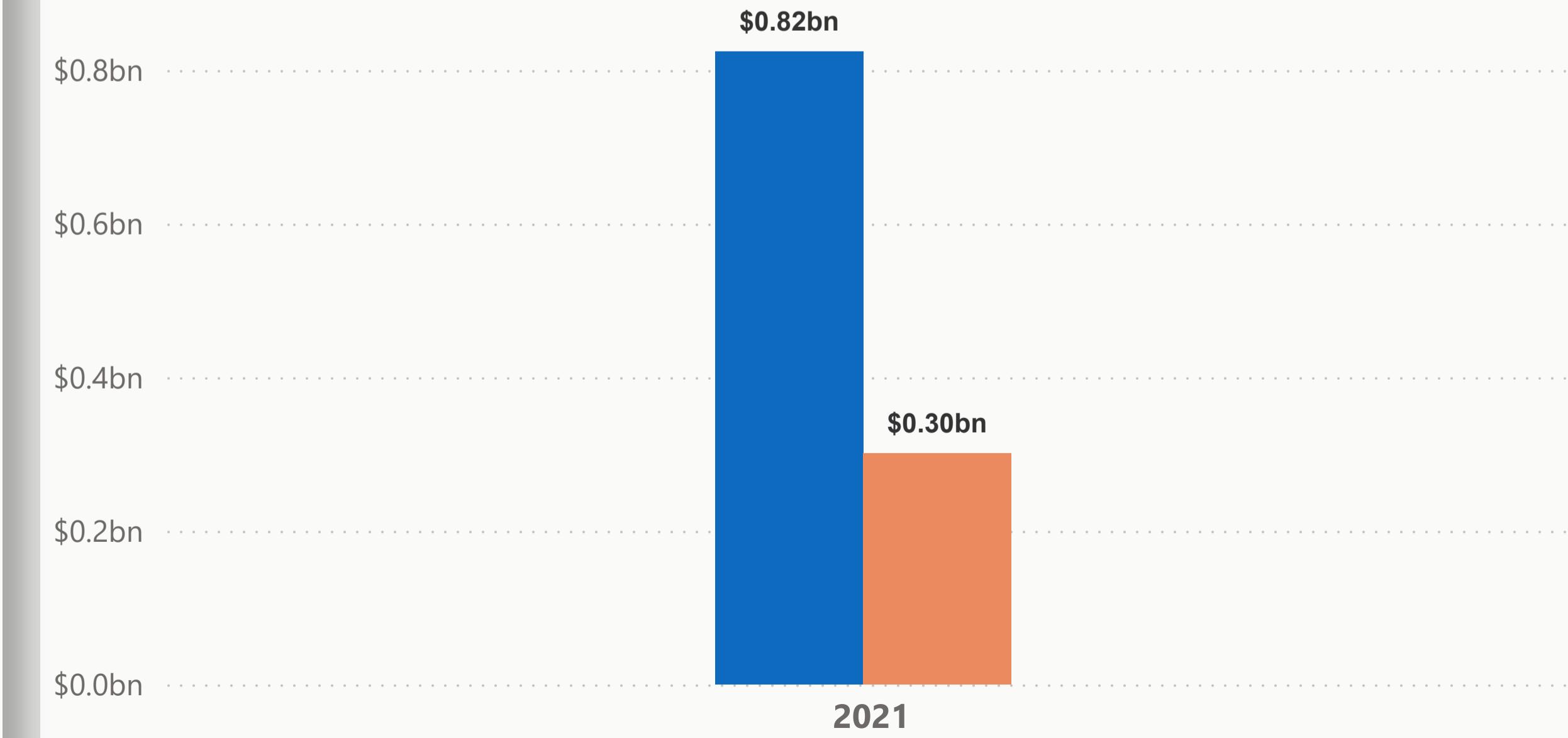
P&L Statements

Statements	2021	LY	YOY	YOY%
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.99
- Other Cost	3.39	1.10	2.29	209.51
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
-Operational Expenses	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.79
Net Profit %	-6.63	-0.85	-5.78	-676.37

Net Sales Performance Over Time



Net Sales & Gross Margin





2018 2019 2020 2021
2022 Est

Q1 Q2 Q3 Q4
YTD

Segments & Cate...

All

Regions & mark...

All

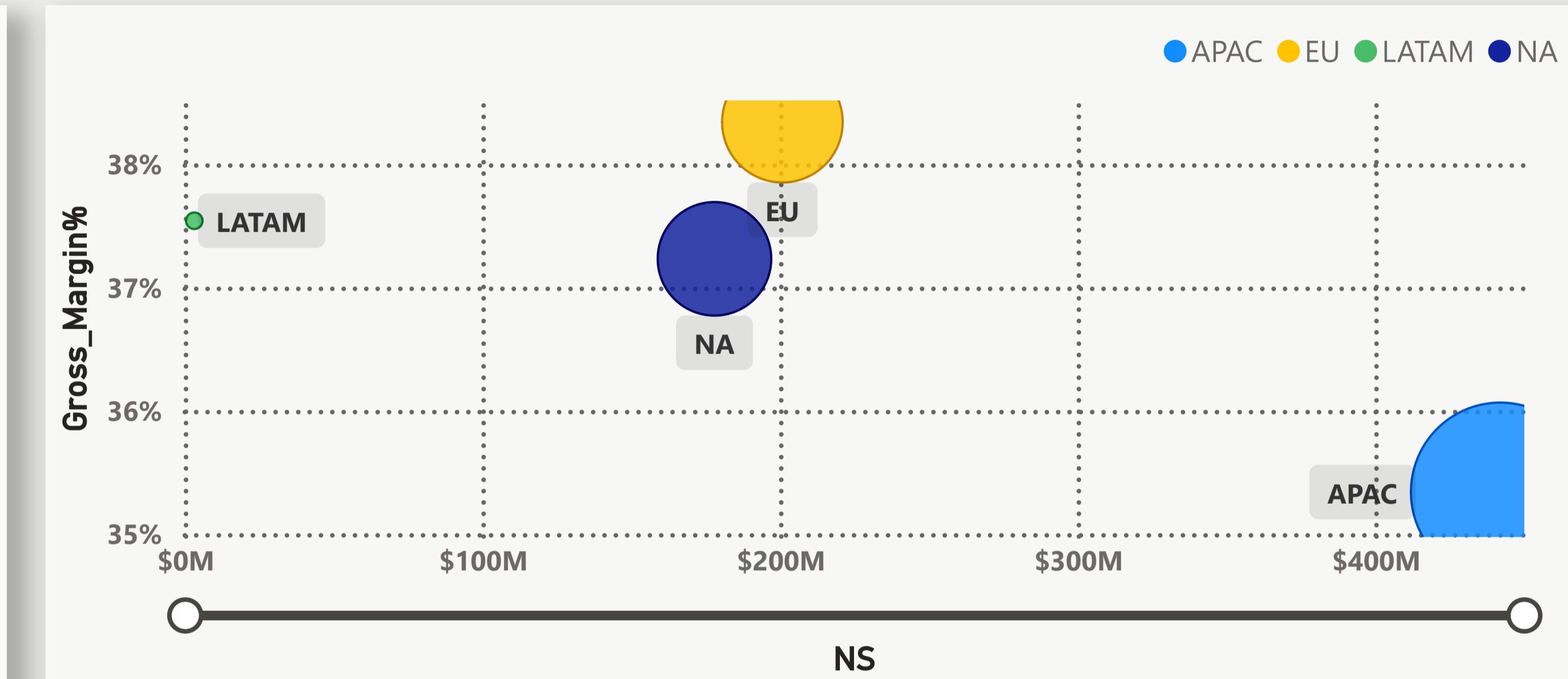
Customers

All

Customer Performance

Customers	NS	GM	GM%
Acclaimed Stores	\$14.32M	\$5.18M	36.18%
All-Out	\$1.06M	\$0.50M	47.53%
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%
Amazon	\$109.03M	\$38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	\$1.05M	35.42%
Atlas Stores	\$4.16M	\$1.68M	40.36%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Atliq Exclusive	\$10.77M	\$3.07M	28.52%
BestBuy	\$8.26M	\$2.97M	35.94%
Billa	\$1.65M	\$0.41M	24.68%
Roulaender Total	\$5.32M	\$1.55M	29.11%
Total	\$823.85M	\$300.63M	36.49%

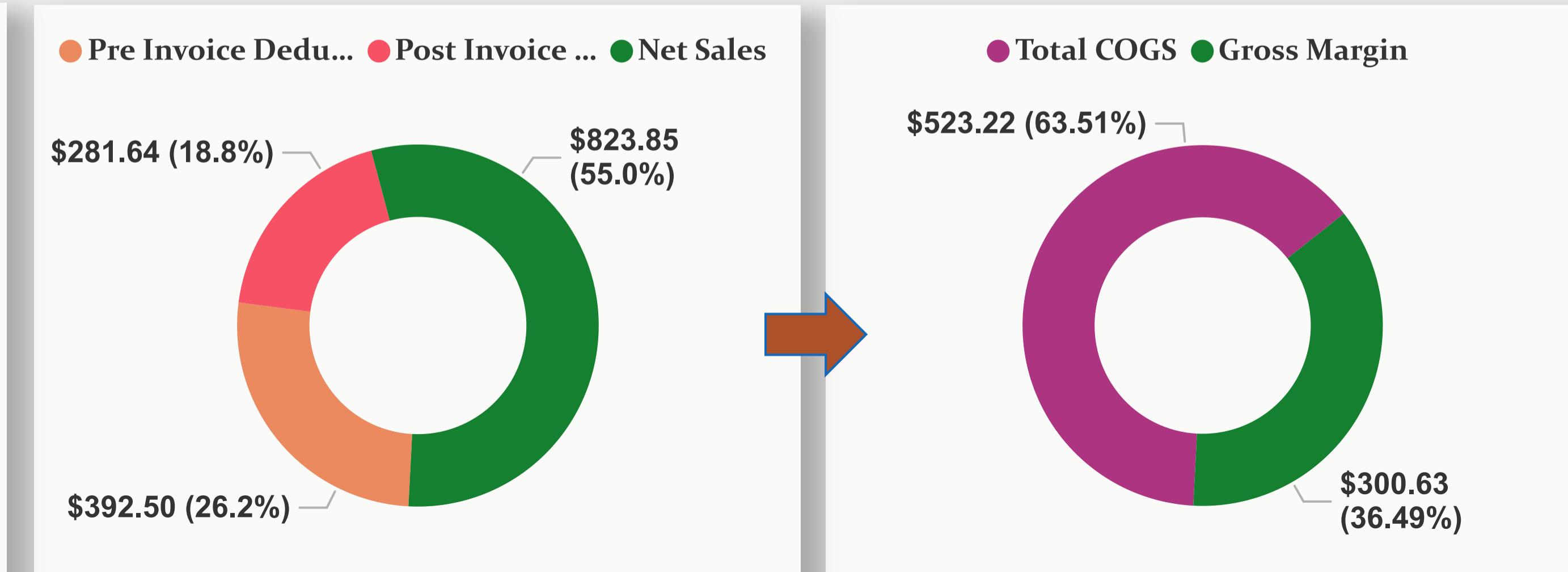
Performance Matrix



Product Performance

segment	NS	GM	GM%
Storage	\$54.42M	\$20.00M	36.75%
Networking	\$45.16M	\$16.60M	36.75%
Peripherals	\$166.51M	\$60.81M	36.52%
Accessories	\$244.85M	\$89.30M	36.47%
Notebook	\$266.49M	\$97.12M	36.45%
Desktop	\$46.43M	\$16.79M	36.17%
Total	\$823.85M	\$300.63M	36.49%

Unit Economics





2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD
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Segments & Cate...

All

Regions & mark...

All

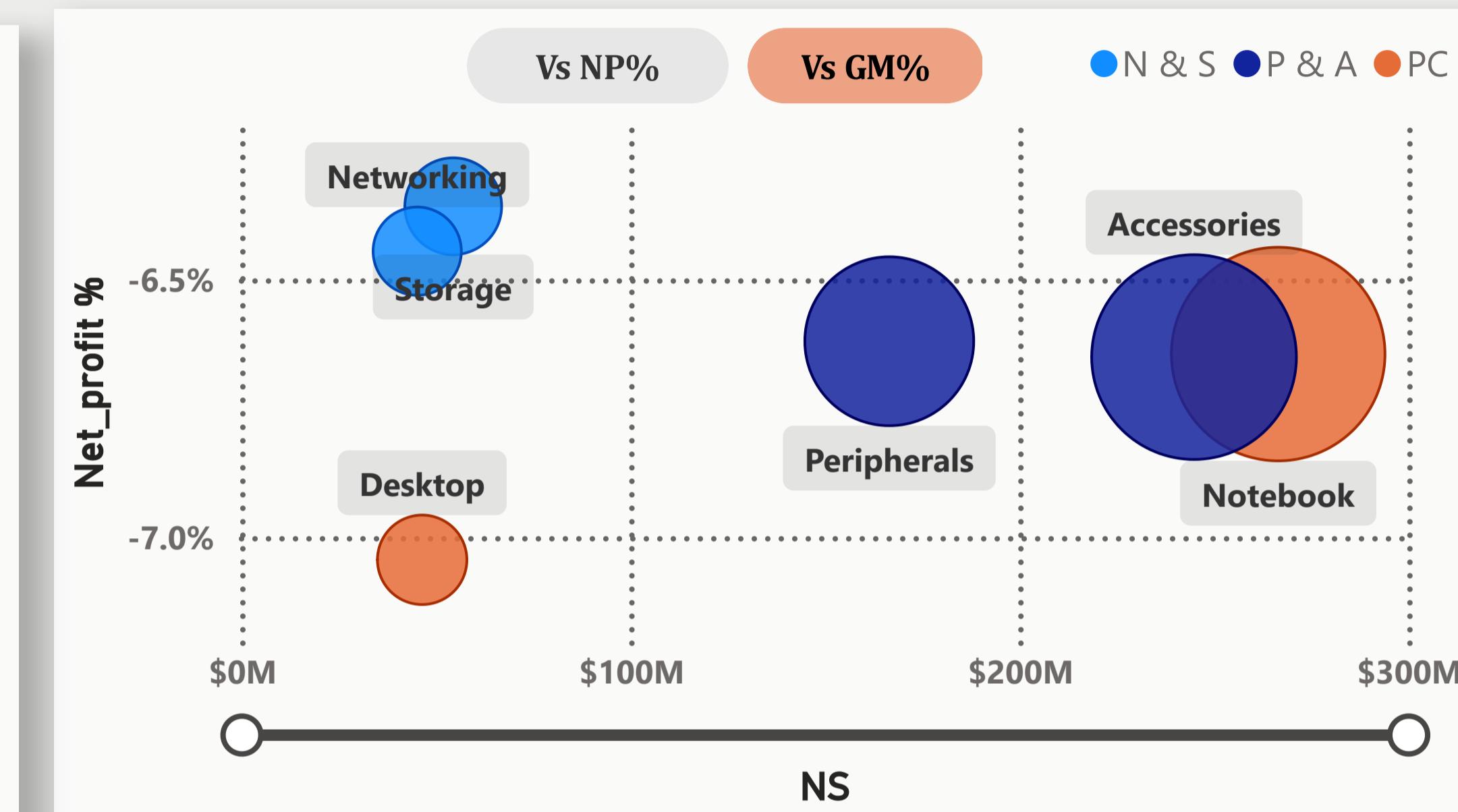
Customers

All

Region, Market & Customer Performance

region	NS	GM	GM%	Net_Profit	Net_profit %
APAC	\$441.98M	\$156.21M	35.34%	(\$33.33M)	-7.54%
EU	\$200.77M	\$76.98M	38.34%	\$2.81M	1.40%
NA	\$177.94M	\$66.25M	37.23%	(\$24.32M)	-13.67%
LATAM	\$3.16M	\$1.19M	37.54%	\$0.20M	6.18%
Total	\$823.85M	\$300.63M	36.49%	(\$54.65M)	-6.63%

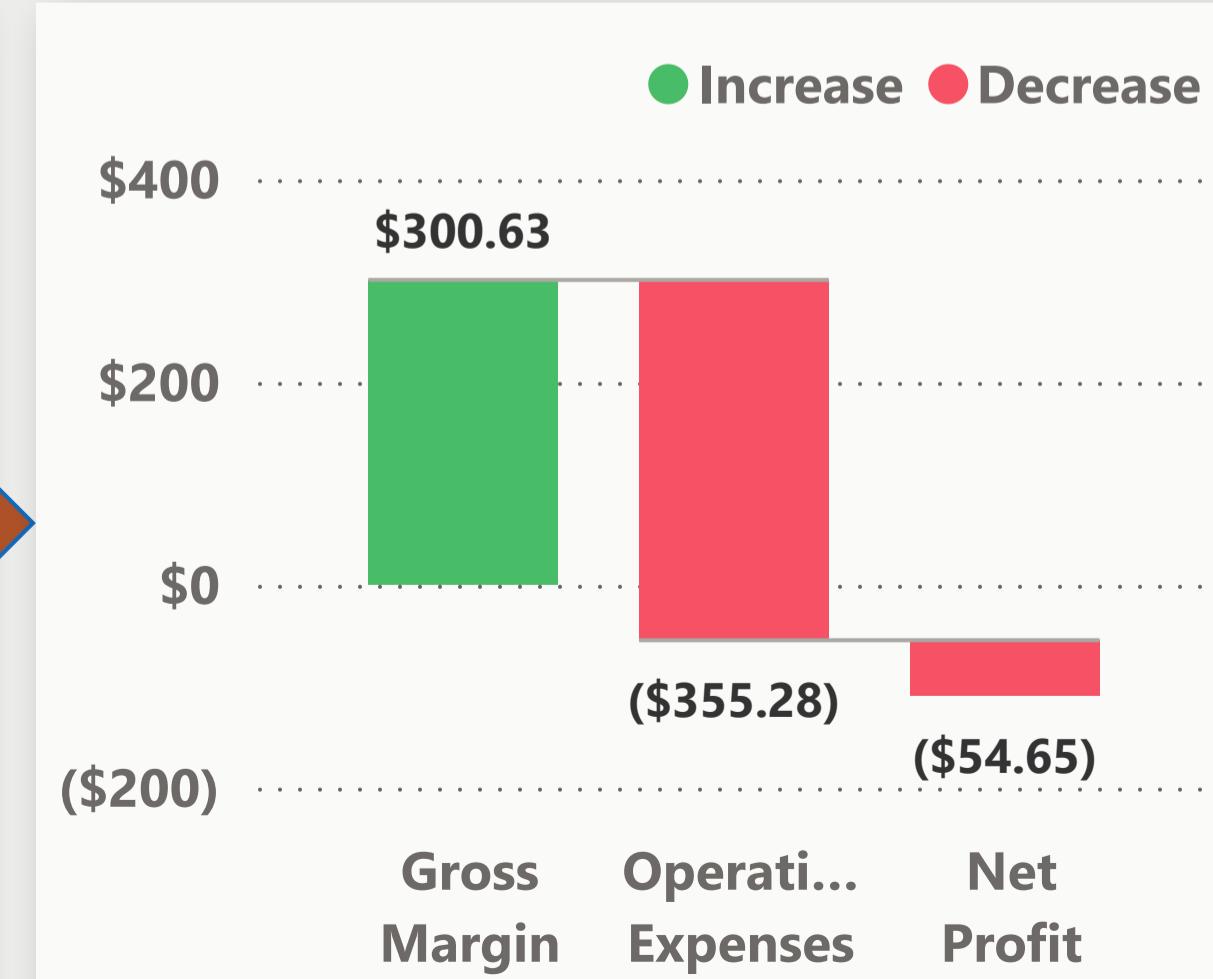
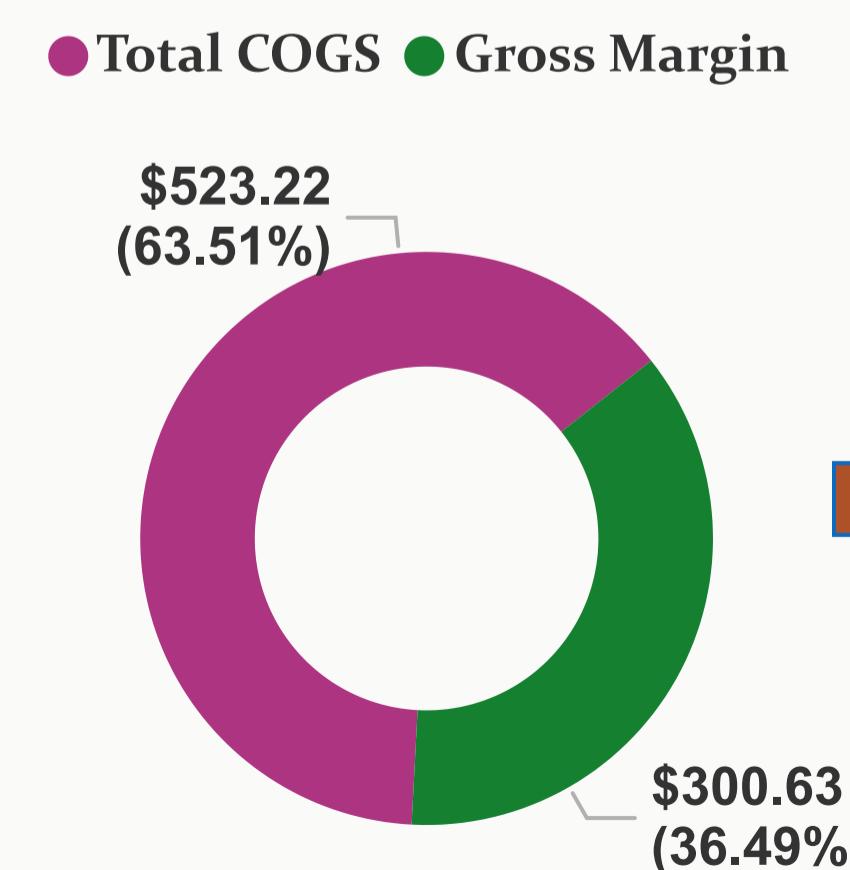
Performance Matrix



Product Performance

segment	NS	GM	GM%	Net_Profit	Net_profit %
Notebook	\$266.49M	\$97.12M	36.45%	(\$17.71M)	-6.64%
Accessories	\$244.85M	\$89.30M	36.47%	(\$16.28M)	-6.65%
Peripherals	\$166.51M	\$60.81M	36.52%	(\$11.02M)	-6.62%
Storage	\$54.42M	\$20.00M	36.75%	(\$3.46M)	-6.36%
Desktop	\$46.43M	\$16.79M	36.17%	(\$3.27M)	-7.04%
Networking	\$45.16M	\$16.60M	36.75%	(\$2.91M)	-6.44%
Total	\$823.85M	\$300.63M	36.49%	(\$54.65M)	-6.63%

Unit Economics





2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD
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Segments & Cate...

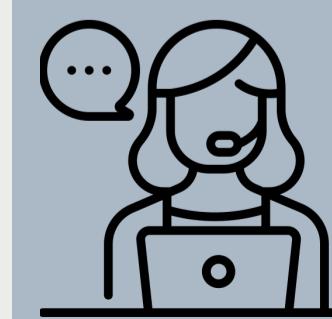
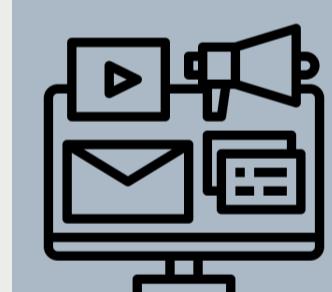
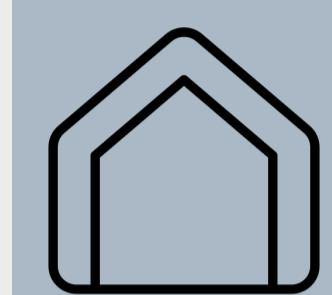
All

Regions & mark...

All

Customers

All



Forecast Accuracy

80.2%✓
LY: 73.0% (+7.2%)

Net Error

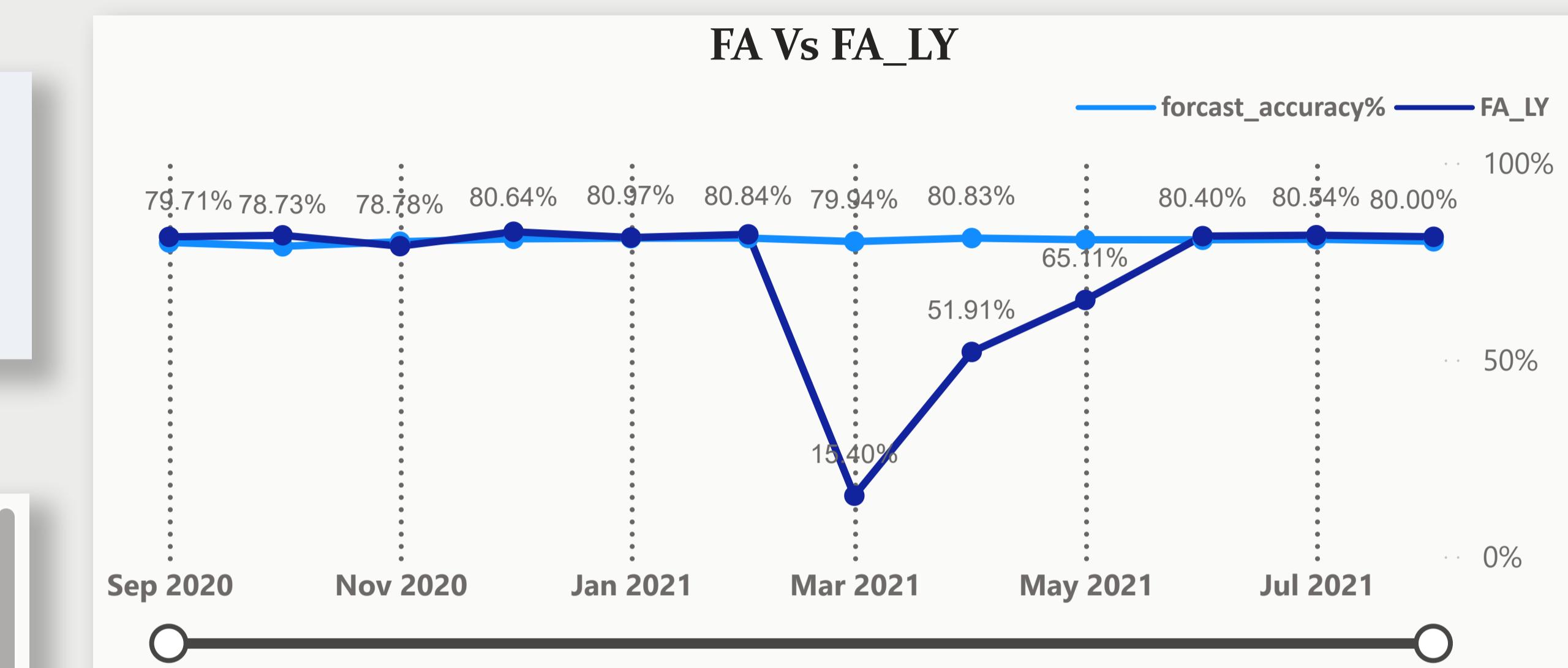
-751.7K !
LY: 491.6K
(-1243.3K)

Abs Error

9780.7K ✓
LY: 5743.2K
(+4037.5K)

Customer Matrix

customer	FA%	FA%_LY	NE	NE%	Risk
UniEuro	58.22%	45.77%	173583	23.54%	EI
Neptune	46.22%	25.69%	151361	11.53%	EI
Electricalslytical	50.82%	39.26%	130903	12.24%	EI
Coolblue	52.95%	43.16%	116840	26.87%	EI
Logic Stores	51.44%	37.85%	115481	26.86%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Electricalsquipo Stores	48.82%	39.26%	89614	27.16%	EI
Boulanger	58.77%	38.12%	81786	18.34%	EI
Premium Stores	55.64%	42.85%	75214	19.87%	EI
Radio Popular	56.74%	50.36%	72810	15.52%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Expert	60.67%	48.84%	69286	11.97%	EI
Propel	46.53%	33.27%	63305	7.05%	EI
Euronics	60.79%	42.25%	58391	15.34%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



Product Matrix

segment	FA%	FA%_LY	NE	NE%	Risk
+ Storage	83.54%	81.01%	1507656	15.77%	EI
+ Networking	90.40%	52.50%	227056	8.17%	EI
+ Desktop	84.37%	70.07%	16205	11.22%	EI
+ Notebook	79.99%	76.65%	-51254	-3.96%	OOS
+ Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
+ Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Total	80.21%	72.99%	-751714	-1.52%	OOS



2018	2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD
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Segments & Cate...

All

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Customers

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Net Sales

\$823.8M ✓
LY: (\$2.3M),
\$268.0M

Gross Margin %

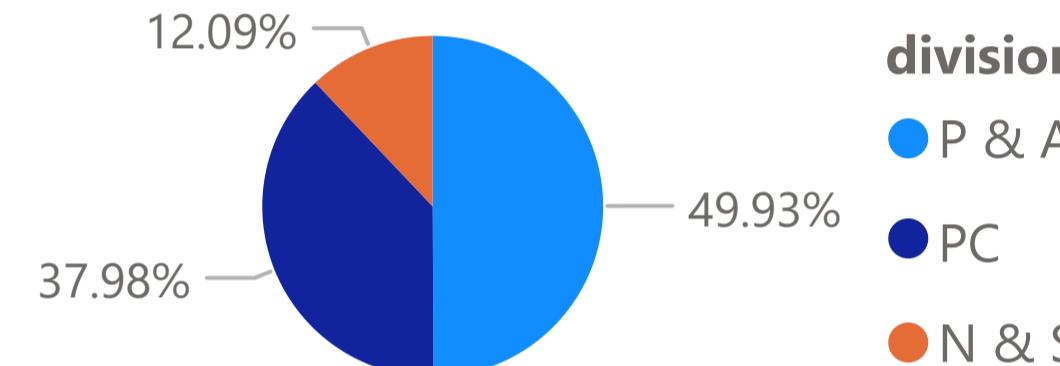
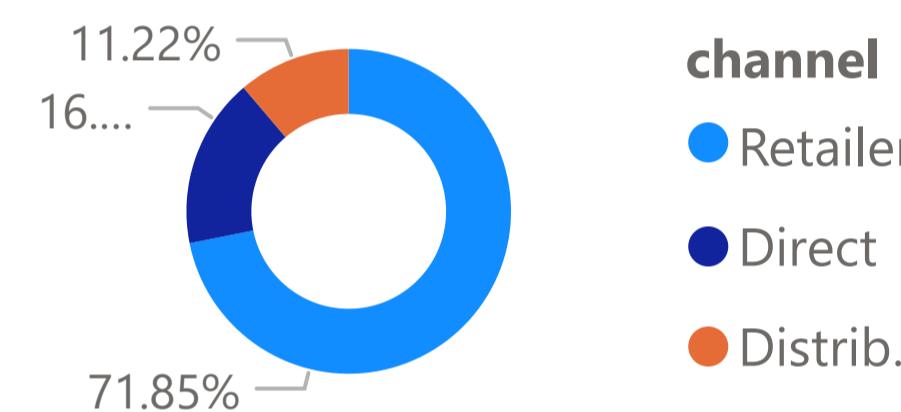
36.5%!
LY: 37.1%
(-0.6%)

Net Profit

(\$54.7M) !
LY: (\$2.3M)
(-\$52.4M)

Forecast Accuracy%

80.2% ✓
LY: -229.0M%,
73.0%

NS by division**NS by channel**

customer	RC%	GM%
AltiQ Exclusive	8.39%	46.10%
Atliq e Store	8.53%	37.54%
Amazon	13.23%	35.40%
Sage	3.29%	35.16%
Flipkart	3.07%	30.23%
Total	36.51%	37.90%

product	RC%	GM%
AQ BZ Allin1	4.10%	35.97%
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68%
Total	16.32%	36.52%

Net Sales & Gross Margin

sub_zone	NS	GM%	Net_profit %	market_share %	Net_Error%	Risk
SE	\$91.48M	38.71%	4.43%	3.63%	10.56%	EI
India	\$210.67M	32.03%	-24.65%	2.45%	3.90%	EI
ROA	\$186.89M	38.34%	8.23%	1.47%	-21.55%	OOS
NE	\$109.29M	38.03%	-1.14%	1.17%	11.27%	EI
NA	\$177.94M	37.23%	-13.67%	0.76%	-7.06%	OOS
ANZ	\$44.41M	38.46%	7.27%	0.28%	-5.19%	OOS
LATAM	\$3.16M	37.54%	6.18%	0.05%	5.32%	EI
Total	\$823.85M	36.49%	-6.63%	1.06%	-1.52%	OOS

