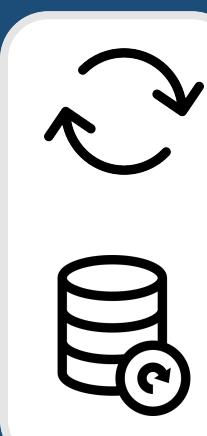




Business Insights 360



Wednesday, July 24, 2024

Dec 21



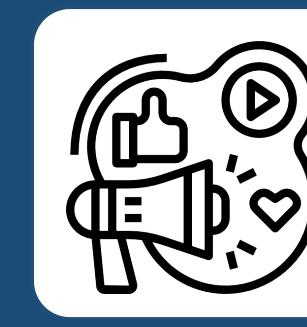
Finance View

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.

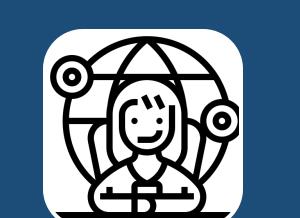
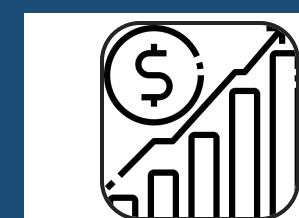


Information

Values are in Dollars & Millions



Support



FILTERS

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All ▼

BY STORE/(S)

All ▼

BY CATEGORY

All ▼

Clear All Filters

Abbreviations

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS= Net Sales

NP = Net Profit | Chg= Last Change

All Values are in Million \$

\$30.62M

BM: 7.85M (+290.23%)

Net Sales

41.18%

BM: 37.26% (+10.52%)

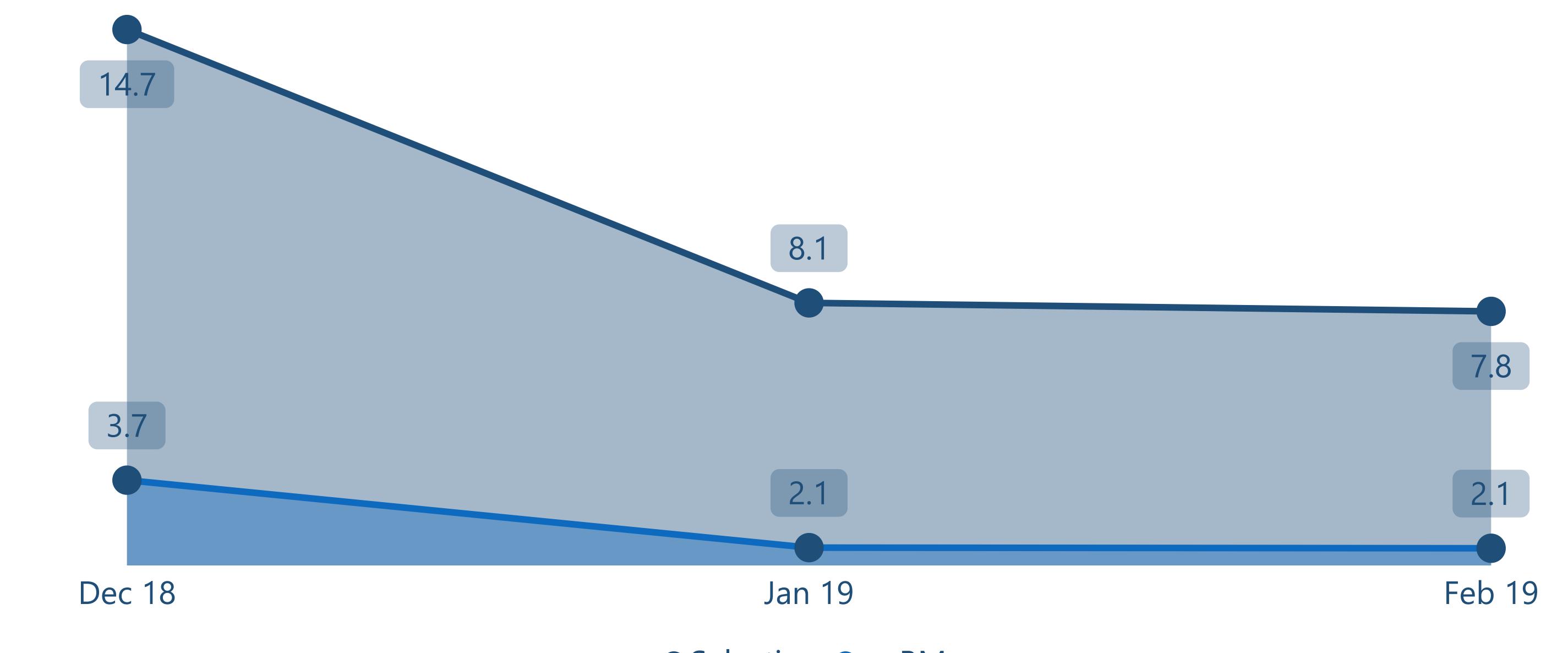
Gross Margin

2.25%

BM: -4.48% (+150.26%)

Net Profit

Net Sales Performance over time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

Category	Values	Chg %
----------	--------	-------

Division

Channel

Secondary Parameter

Wi fi extender 4.78  452.49

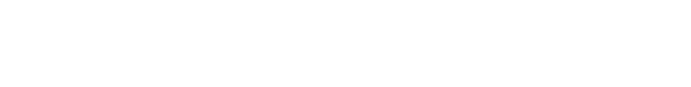
Keyboard 4.72  195.34

Product

Customer

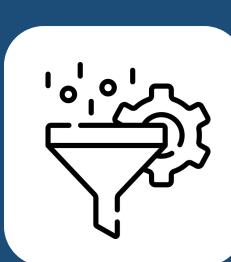
External Solid State Drives 3.83  629.80

Personal Laptop 3.49  288.91

Total 30.62  290.23

Profit & Loss Statement

Line Item	2019	BM	Chg	Chg %
Gross Sales	57.50	15.77	41.74	264.68
Pre Invoice Deduction	13.08	3.80	9.28	244.29
Net Invoice Sales	44.43	11.97	32.46	271.16
- Post Discounts	8.17	2.87	5.30	184.55
- Post Deductions	5.63	1.25	4.38	350.34
Total Post Invoice Deduction	13.81	4.12	9.68	234.85
Net Sales	30.62	7.85	22.78	290.23
- Manufacturing Cost	17.15	4.70	12.44	264.58
- Freight Cost	0.73	0.20	0.53	271.79
- Other Cost	0.14	0.03	0.11	459.20
Total COGS	18.01	4.92	13.09	265.85
Gross Margin	12.61	2.92	9.69	331.28
Gross Margin %	41.18	37.26	3.92	10.52
GM / Unit	4.24	3.15	1.10	34.82
Operational Expense	-11.92	-3.28	-8.64	-263.95
Net Profit	0.69	-0.35	1.04	296.14
Net Profit %	2.25	-4.48	6.73	150.26



FILTERS

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All ▼

BY STORE(S)

All ▼

BY CATEGORY

All ▼

Clear All Filters

Abbreviations

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS= Net Sales

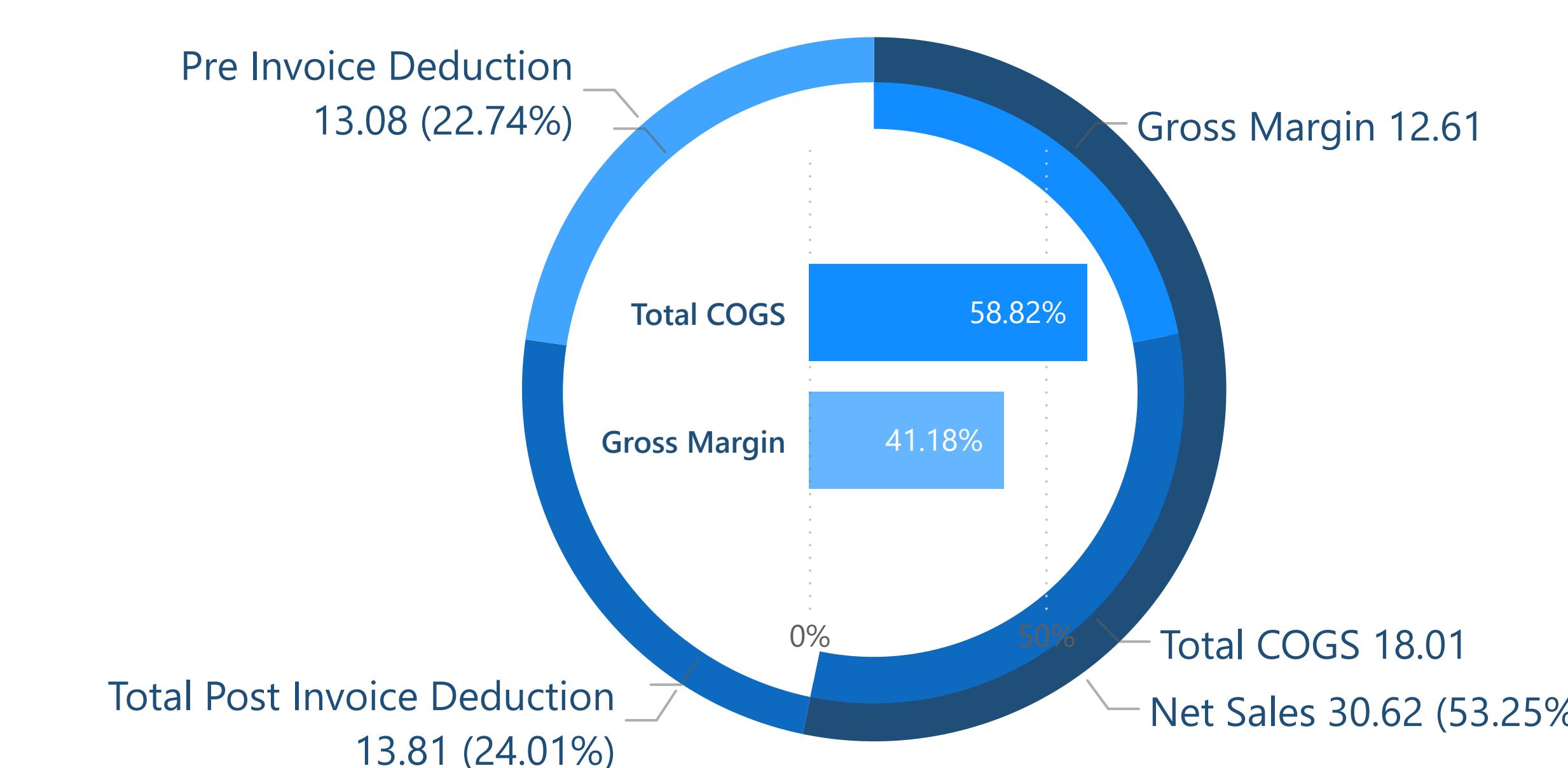
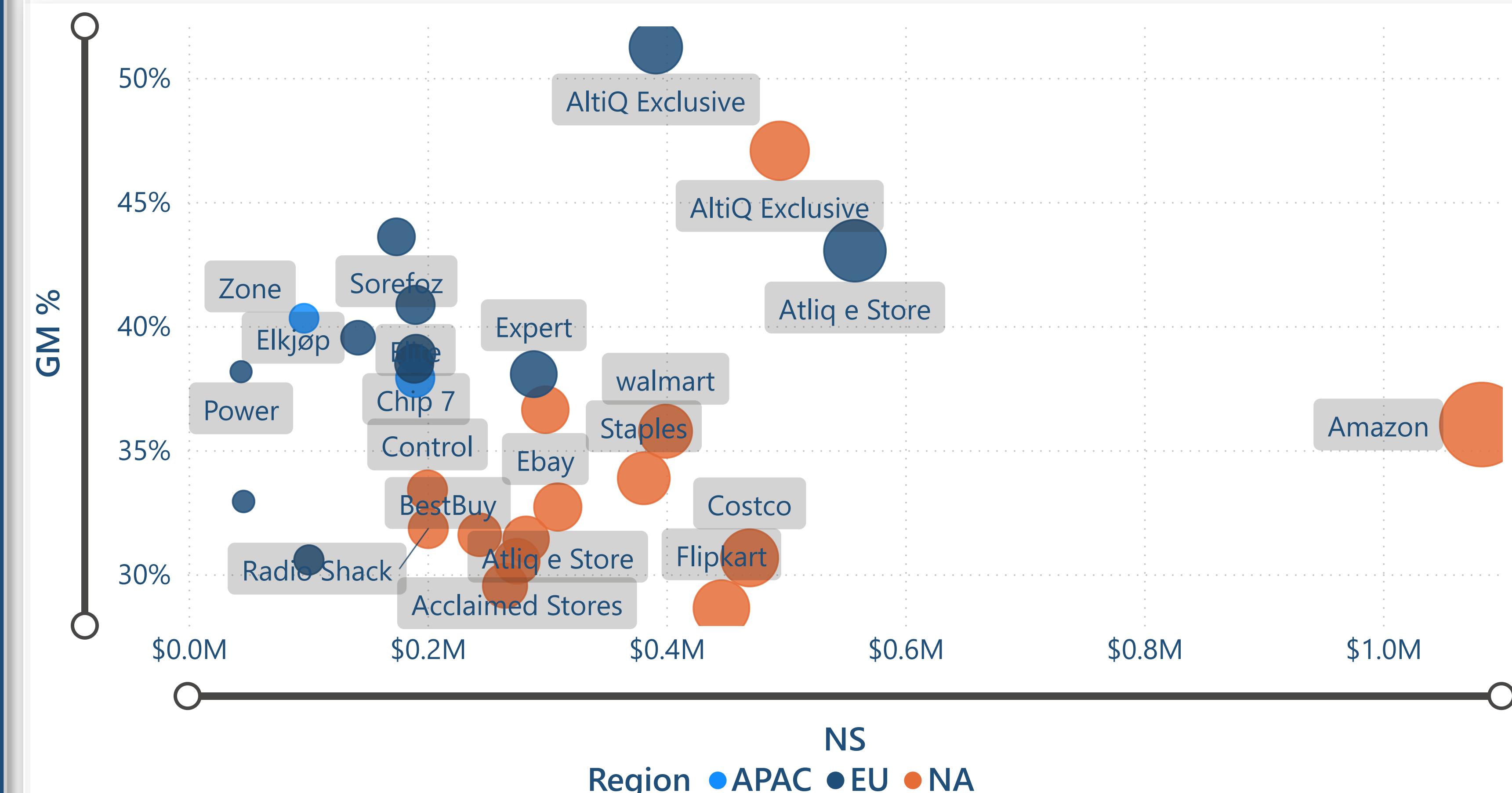
NP = Net Profit | Chg= Last Change

COGS = Cost Of Goods Sold

All Values are in Million \$

Net Sales Performance over time

Gross Margin % Variance
0.00%

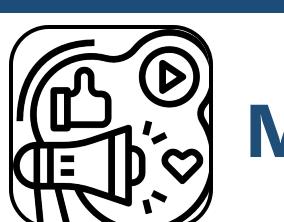


Customer Performance

Product

Customer

Customer	NS	GM	GM %	Δ GM %
Amazon	\$3.96M	\$1.64M	41.38%	10.06%
AltiQ Exclusive	\$2.45M	\$1.25M	50.86%	6.78%
Atliq e Store	\$2.94M	\$1.22M	41.43%	12.39%
Leader	\$1.51M	\$0.73M	48.20%	46.83%
Sage	\$1.56M	\$0.68M	43.64%	75.69%
Ebay	\$1.10M	\$0.48M	43.26%	11.47%
Croma	\$0.79M	\$0.36M	45.43%	17.83%
Synthetic	\$0.87M	\$0.35M	40.69%	23.47%
Electricalsociety	\$0.76M	\$0.34M	44.46%	18.55%
Flipkart	\$0.90M	\$0.30M	33.26%	-15.12%
Expression	\$0.75M	\$0.30M	39.95%	31.97%
Viveks	\$0.72M	\$0.29M	39.95%	24.59%
Vijay Sales	\$0.57M	\$0.24M	42.70%	13.19%
Novus	\$0.61M	\$0.23M	37.49%	12.29%
Propel	\$0.50M	\$0.20M	40.74%	26.20%
Electricalslytical	\$0.46M	\$0.19M	41.44%	20.59%
Ezone	\$0.48M	\$0.19M	38.27%	21.70%
Total	\$30.62M	\$12.61M	41.18%	10.52%



FILTERS

vs LY **vs Target**

2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORE/(S)

All

BY CATEGORY

All

Clear All Filters

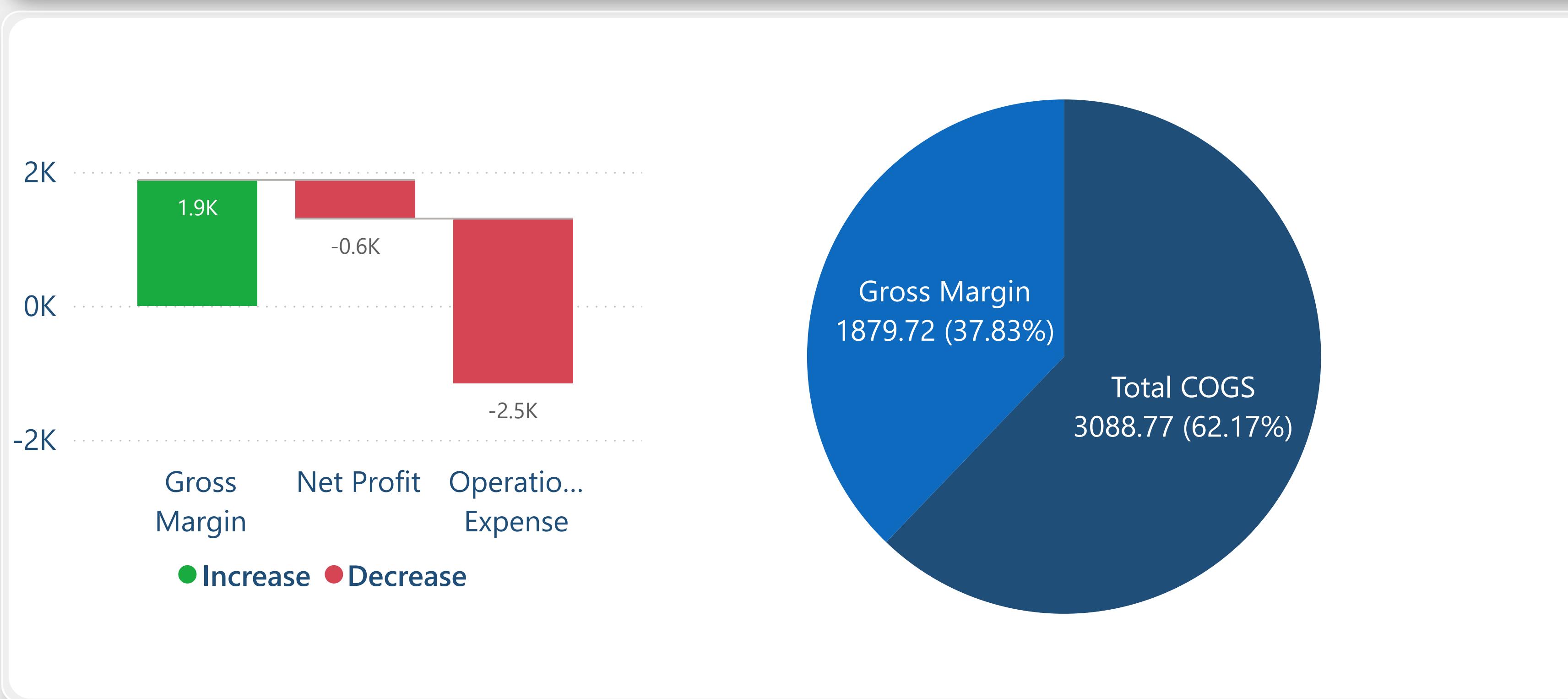
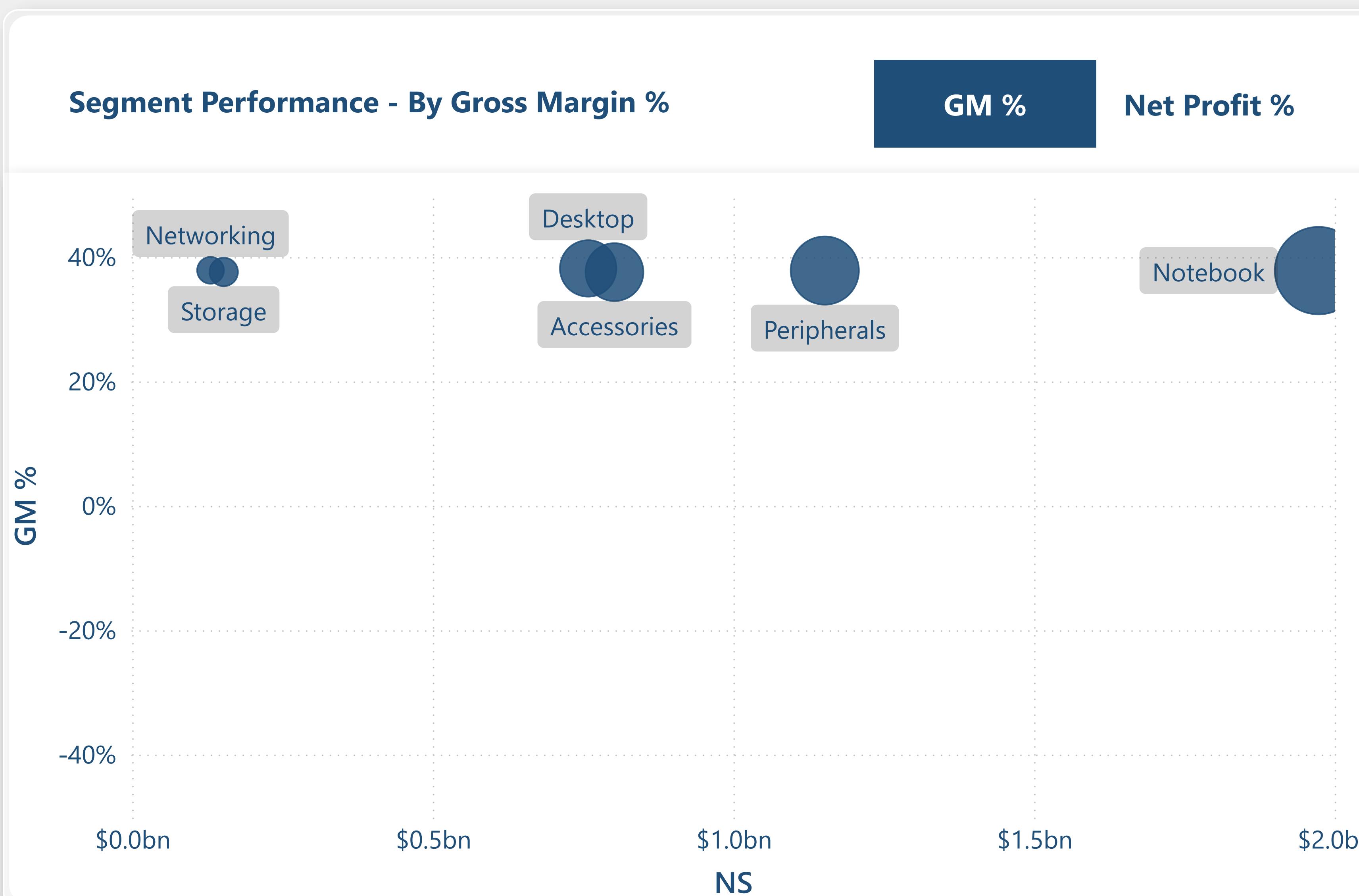
Abbreviations

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GM = Gross Margin | NS= Net Sales

NP = Net Profit | Chg= Last Change

All Values are in Million \$

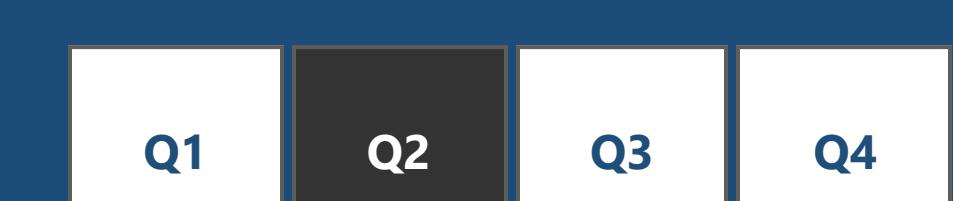
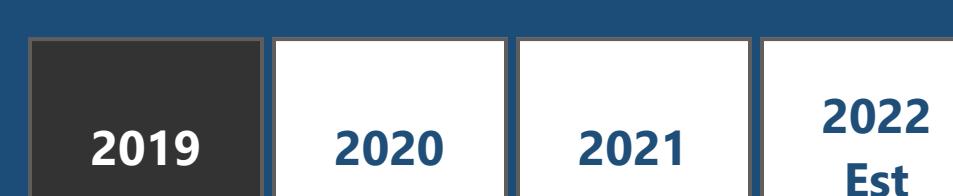


Segment
 Market
Category
Segment

Segment	NS	GM %	NP	NP%	Δ NP
Networking	\$130.40M	37.87%	-8.27M	-6.34%	
Storage	\$152.29M	37.61%	-11.23M	-7.37%	
Accessories	\$802.17M	37.58%	-80.32M	-10.01%	
Peripherals	\$1,152.02M	37.83%	-136.99M	-11.89%	
Notebook	\$1,973.15M	37.82%	-240.29M	-12.18%	
Desktop	\$758.45M	38.17%	-101.09M	-13.33%	
Total	\$4,968.48M	37.83%	-578.18M	-11.64%	



FILTERS



BY REGION/COUNTRY



BY STORE/(S)



BY CATEGORY

**Clear All Filters****Abbreviations**

BM = Benchmark | LY = Last Year

GM = Gross Margin | NS= Net Sales

NP = Net Profit | Chg= Last Change

FCA = Forecast Accuracy

All Values are in Million \$**86.57%**

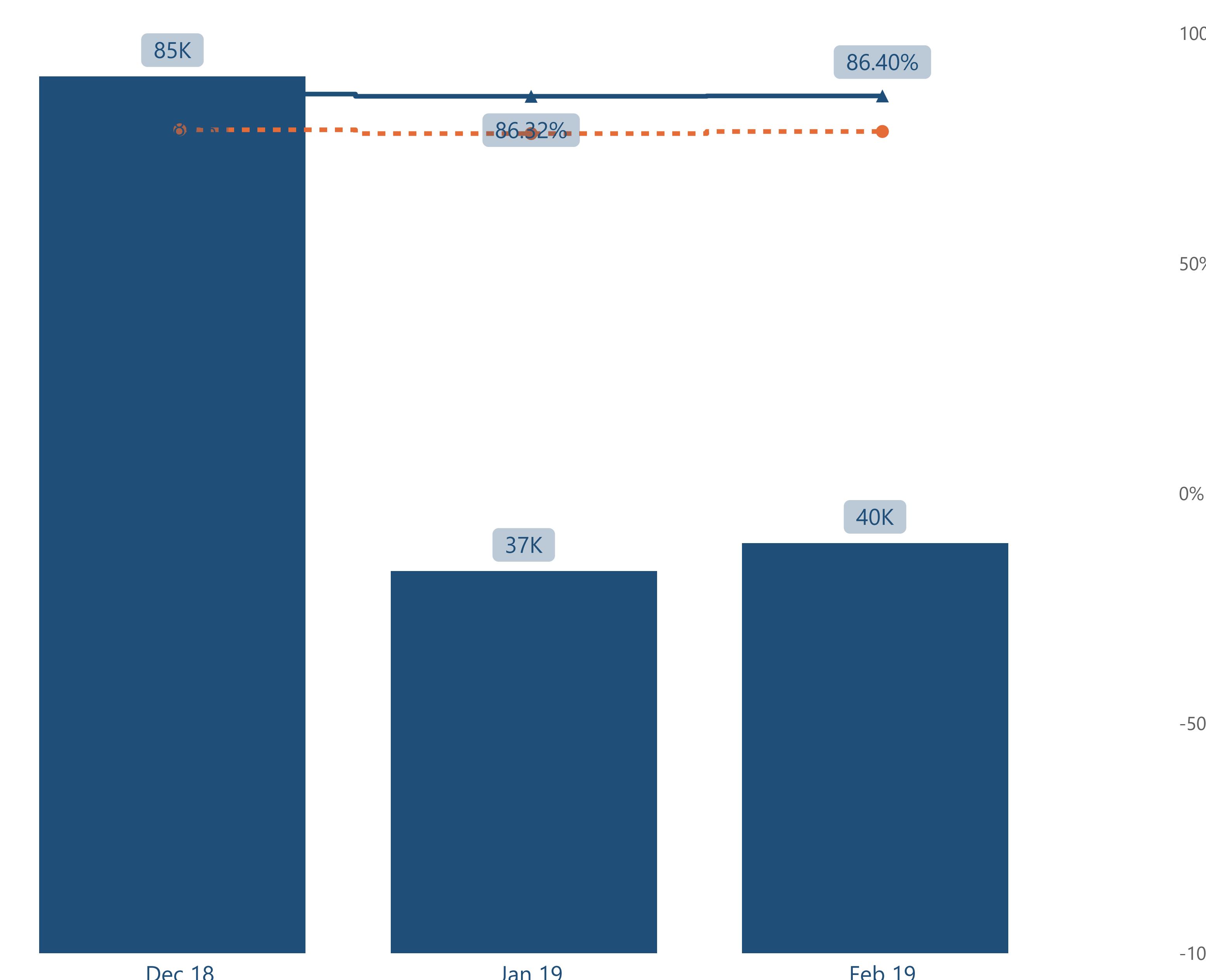
LY: 78.72% (+9.98%)

Forecast Accuracy %**162.57K**

LY: 215.70K (+24.63%)

Net Error**421.02K**

LY: 243.67K (-72.79%)

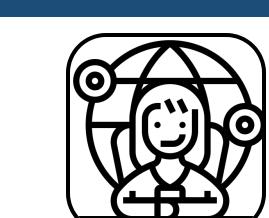
Absolute Error**Accuracy / Net Error Trend****Key Metrics By Customer**

customer	FCA%	FCA% LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.66%	40.66%	-8K	-18.99%	OOS
AltiQ Exclusive	71.31%	67.58%	11K	5.40%	EI
Amazon	77.18%	65.66%	11K	2.91%	EI
Argos (Sainsbury's)	59.36%	54.84%	1K	7.52%	EI
Atlas Stores	43.64%		-1K	-14.22%	OOS
Atliq e Store	75.73%	69.54%	18K	5.93%	EI
Total	86.57%	78.72%	163K	5.18%	EI

Key Metrics By Product

segment	FCA%	FCA% LY	Net Error	Net Error %	Risk
Networking	82.10%	77.55%	81K	17.90%	EI
Storage	81.19%	94.38%	109K	18.03%	EI
Accessories	89.91%	77.05%	-15K	-0.87%	OOS
Notebook	83.04%	86.23%	-8K	-15.69%	OOS
Peripherals	85.06%	82.41%	-4K	-1.47%	OOS
Total	86.57%	78.72%	163K	5.18%	EI

● Net Error ▲ Forecast Accuracy % - - - Forecast Accuracy % LY



FILTERS

vs LY vs Target

2019	2020	2021	2022 Est
------	------	------	----------

Q1	Q2	Q3	Q4
----	----	----	----

YTD	YTG
-----	-----

BY REGION/COUNTRY

All

BY STORE/(S)

All

BY CATEGORY

All

Clear All Filters

Abbreviations

OOS = Out Of Stock

EI = Excessive Inventory

RC = Revenue Contribution

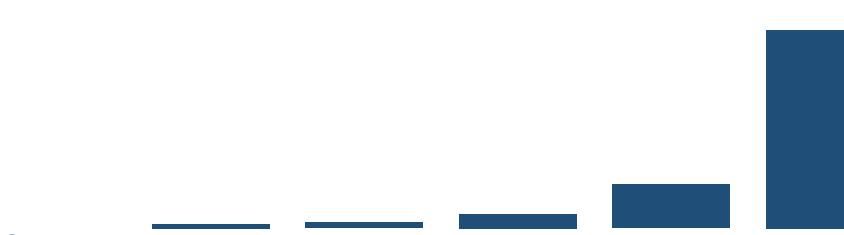
MS = Market Share

All Values are in Million \$

Net Sales

\$3.74bn

BM: \$823.85M (+353.5%)



Gross Margin %

38.08%

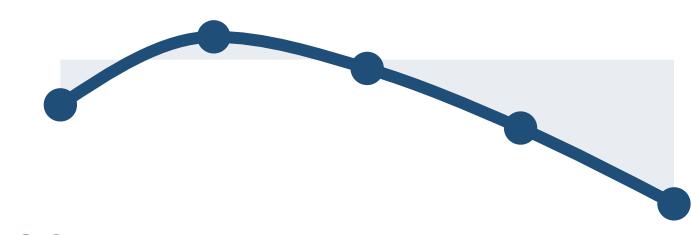
BM: 36.49% (+4.37%)



Net Profit %

-13.98%

BM: -6.63% (-110.79%)



Forecast Accuracy %

81.17%

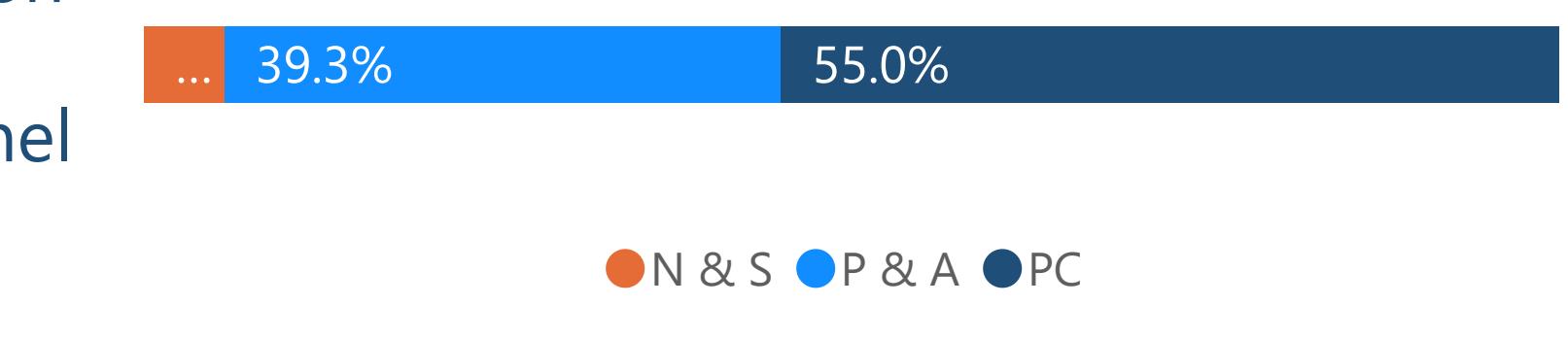
LY: 80.21% (+1.2%)



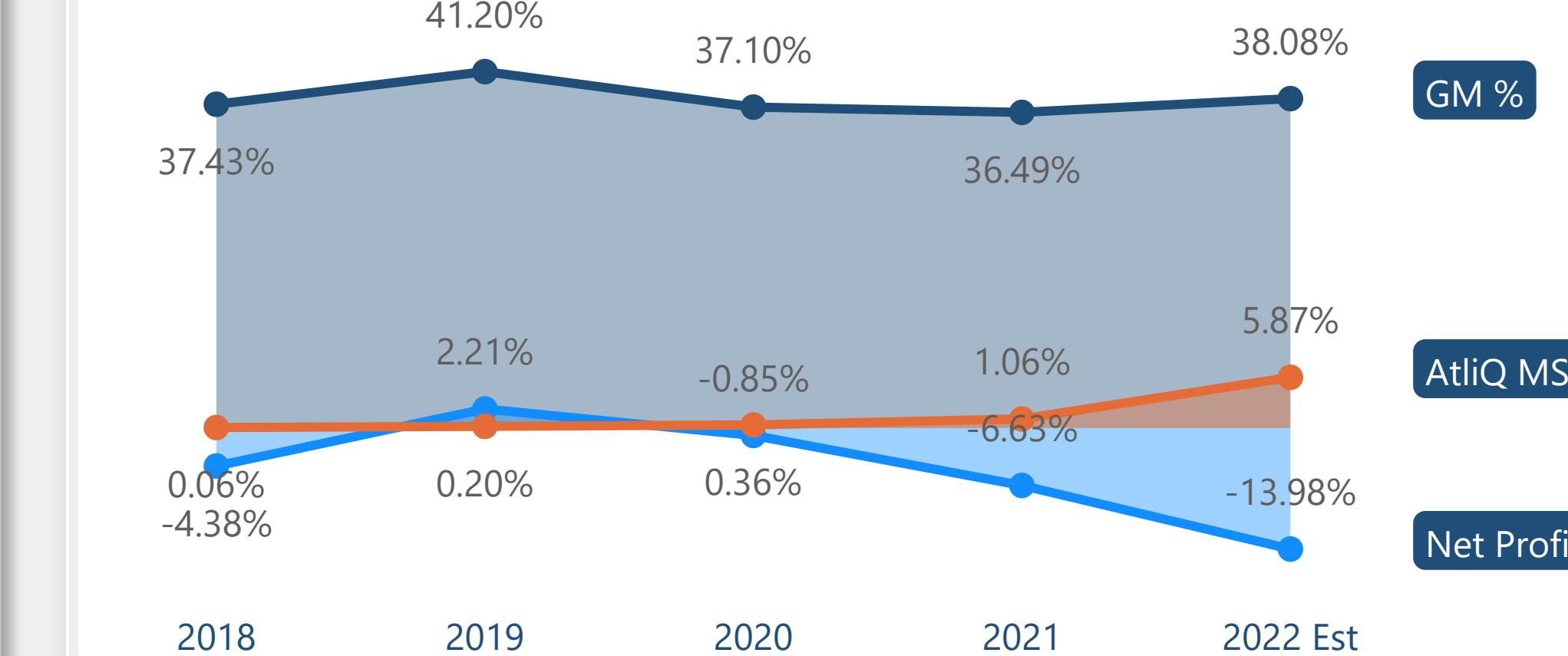
Revenue Contribution

Division

Channel



Trend: Key Metrics Over Year



Top 5 Customers

customer

RC %

GM %

Amazon

36.76% ▲

Atliq e Store

8.40% 37.13% ▼

AltiQ Exclusive

8.23% 47.16% ▲

Flipkart

3.62% 39.78% ▲

Sage

3.43% 32.45% ▼

Total

37.28% 39.03%

Top 5 Products

product

RC %

GM %

AQ HOME Allin1 Gen 2

38.04% ▲

AQ BZ Allin1 Gen 2

38.51% ●

AQ BZ Allin1

37.55% ▲

AQ Smash 2

37.37% ▲

AQ Smash 1

37.47% ▼

Total

18.74% 37.83%

Sub Region Performance

sub_zone

NS

RC %

GM %

Net Profit %

Net Error %

Risk

AtliQ MS %

NA

43.45% ▲-13.40% ▲

-3.79%

OOS

1.82%

India

35.14% ▲-22.03% ▲

0.21%

EI

5.11%

ROA

35.42% ▼

-2.30%

-5.27%

OOS

3.18%

NE

12.17% ▼34.05% ▼

4.92%

EI

2.52%

SE

8.98% ▼37.59% ▼

-1.32%

-6.66%

OOS

6.59%

Total

100.00% 37.83%

-11.64% ▼

-1.97%

OOS

2.26%

Trend: Revenue Contribution Over Year

