



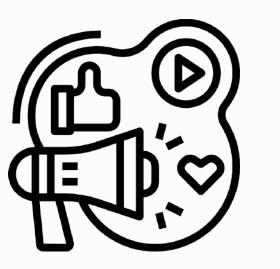
Business Insights 360



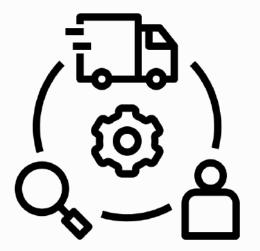
Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



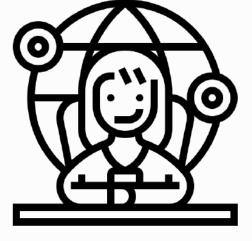
Analyze the performance of your customer(s) over key metrics like **Net Sales**, **Gross Margin** and view the same in profitability / Growth matrix.



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

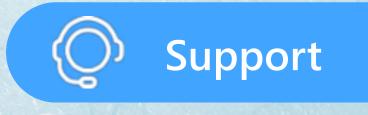


Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



A top level dashboard for executives consolidating top insights from all dimensions of business.





















All

BY STORE

All

REGION MARKET

All

Abbreviations

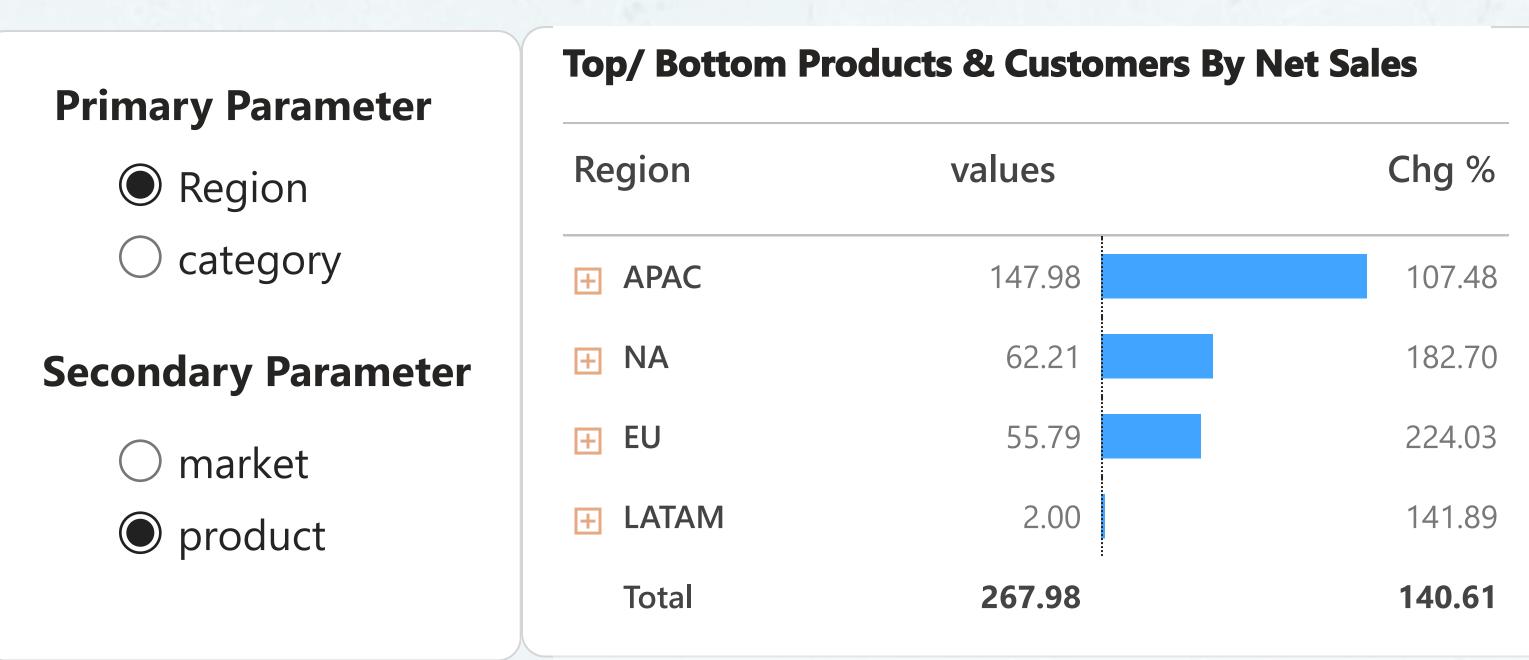
BM= Benchmark | LY = Last Year

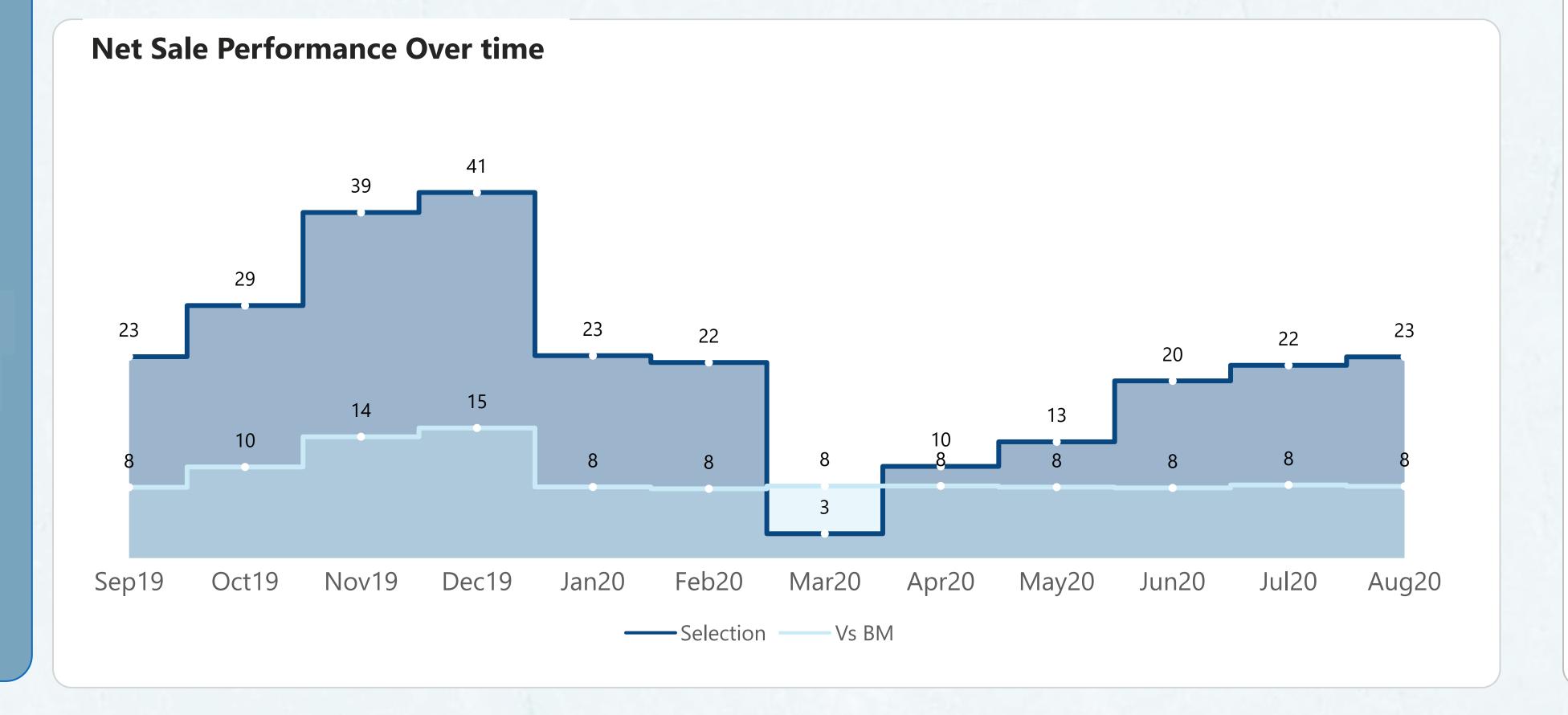
GM= Gross Margin | NS = Net Sale

NP = Net Profit | Chg=Chang
All Values in Million \$

BASICS







Profit & Loss Statement

| Line Item ▼ | 2020 | BM | Chg | Chg % |
|------------------------------|---------|--------|--------|---------|
| Net Profit % | -0.85 | 2.21 | -3.06 | -138.68 |
| Net Profit | -2.29 | 2.46 | -4.75 | -193.08 |
| Operational Expanse | -101.71 | -43.43 | -58.28 | 134.21 |
| GM / Unit | 4.79 | 4.25 | 0.53 | 12.49 |
| Gross Margin % | 37.10 | 41.20 | -4.10 | -9.95 |
| Gross Margin | 99.42 | 45.89 | 53.53 | 116.66 |
| Total COGS | 168.56 | 65.49 | 103.07 | 157.39 |
| - Other Cost | 1.10 | 0.51 | 0.59 | 115.02 |
| - Freight Cost | 7.16 | 2.64 | 4.52 | 171.46 |
| - Manufacturing Cost | 160.30 | 62.34 | 97.96 | 157.14 |
| Net Sales | 267.98 | 111.37 | 156.60 | 140.61 |
| Total Post Invoice Deduction | 143.27 | 50.25 | 93.02 | 185.13 |
| - Post Deductions | 47.43 | 20.53 | 26.90 | 131.02 |
| - Post Discounts | 95.85 | 29.72 | 66.13 | 222.51 |
| Net Invoice Sales | 411.25 | 161.62 | 249.63 | 154.45 |
| Pre Invoice Deduction | 124.69 | 47.44 | 77.26 | 162.85 |
| Gross Sales | 535.95 | 209.06 | 326.88 | 156.36 |



FINANCE





MARKETING

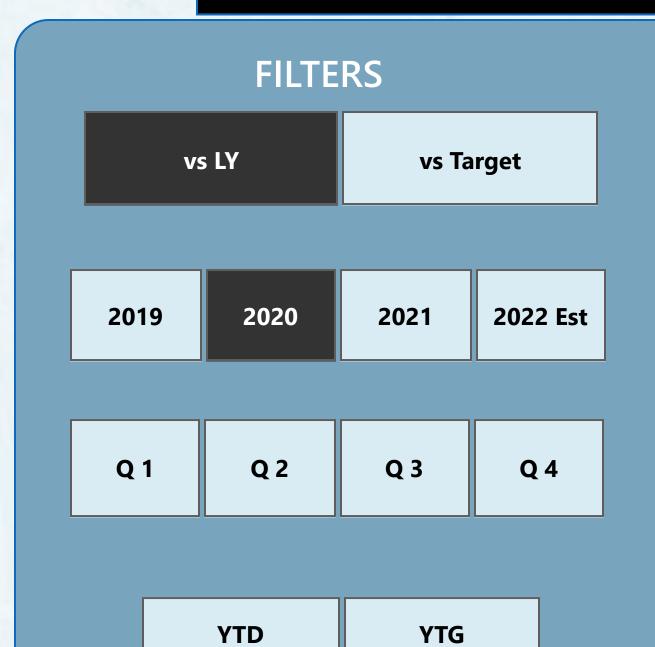


SUPPLY CHAIN











All

BY STORE

All

REGION MARKET

All

Abbreviations

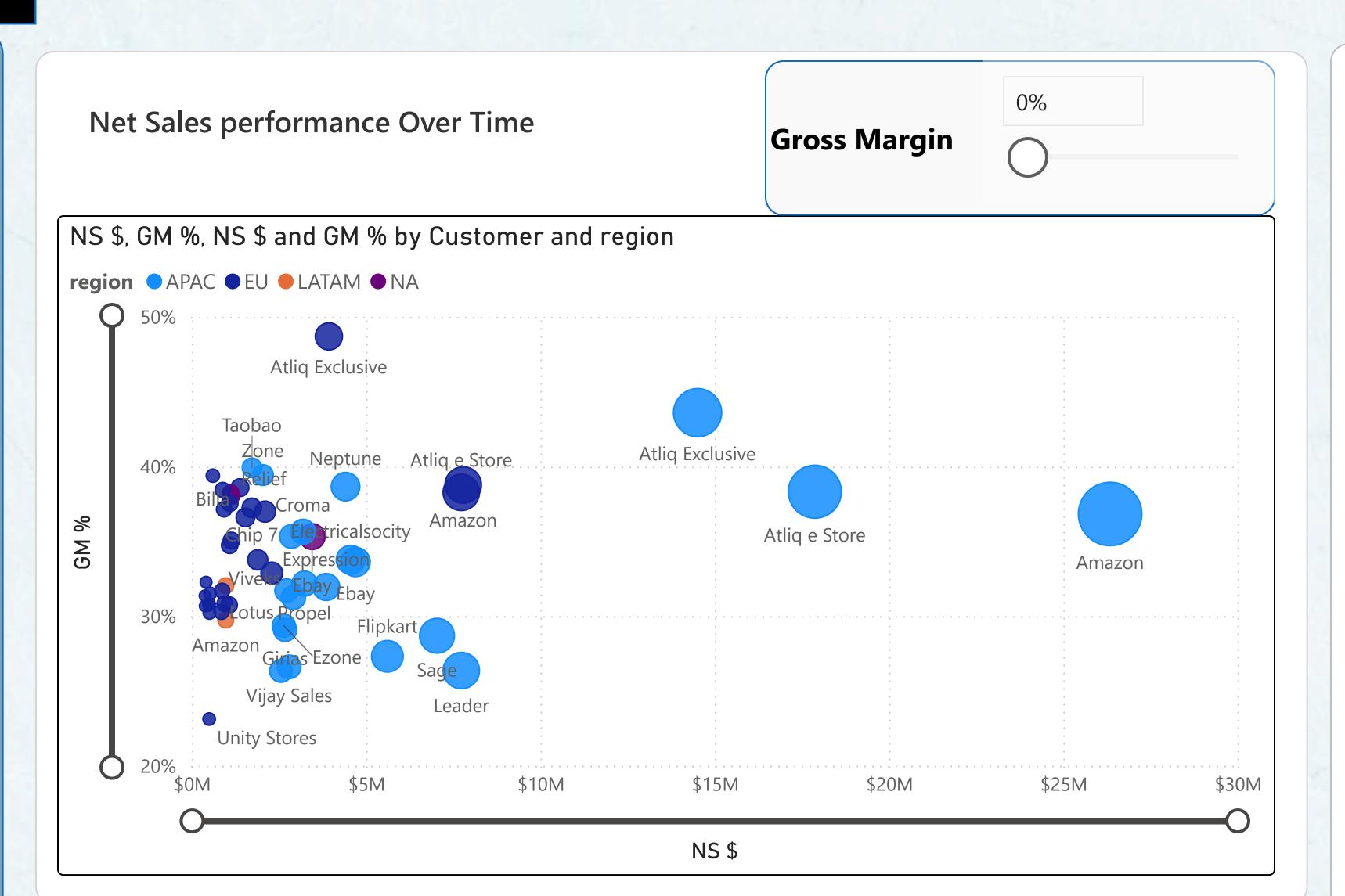
BM= Benchmark | LY = Last Year

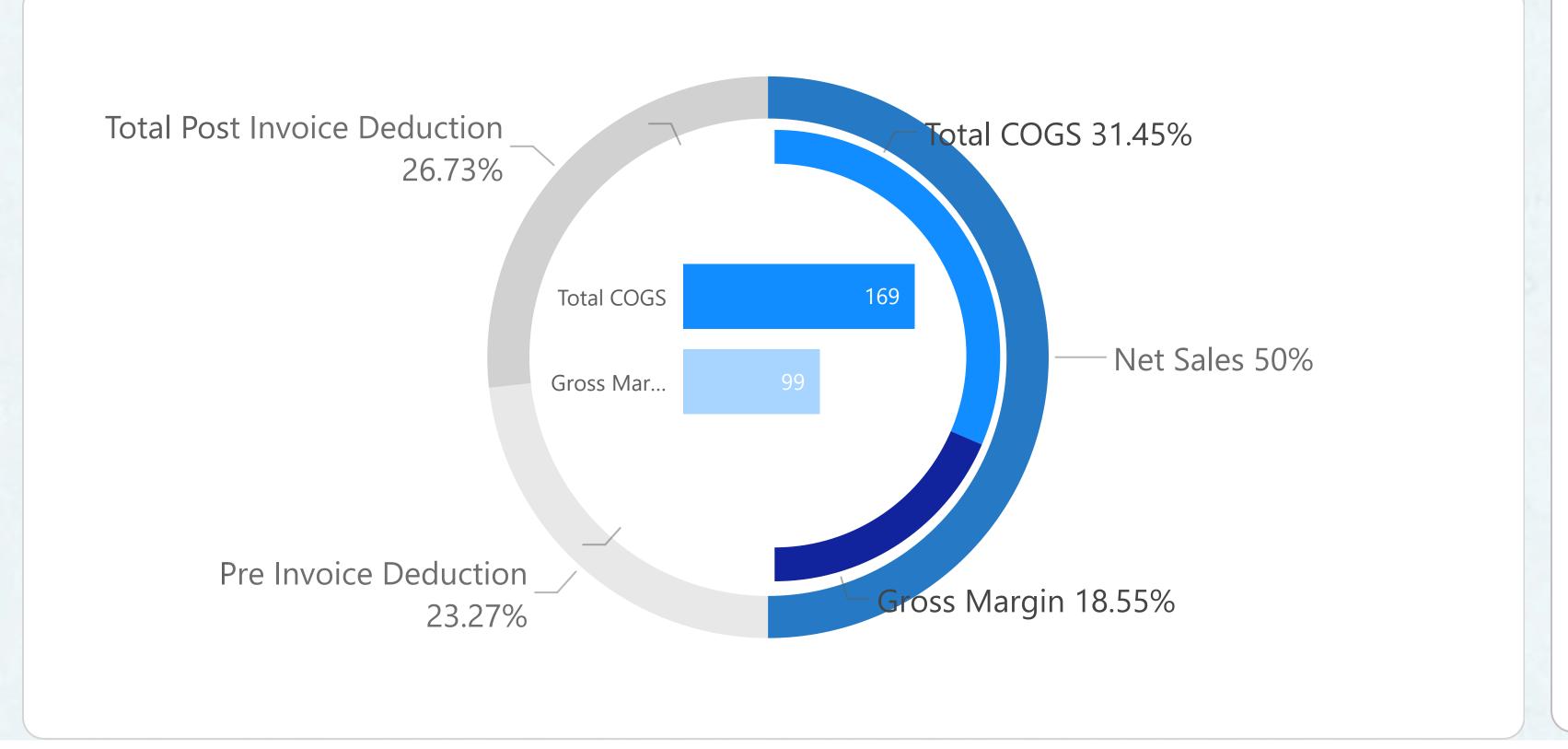
GM= Gross Margin | NS = Net Sale

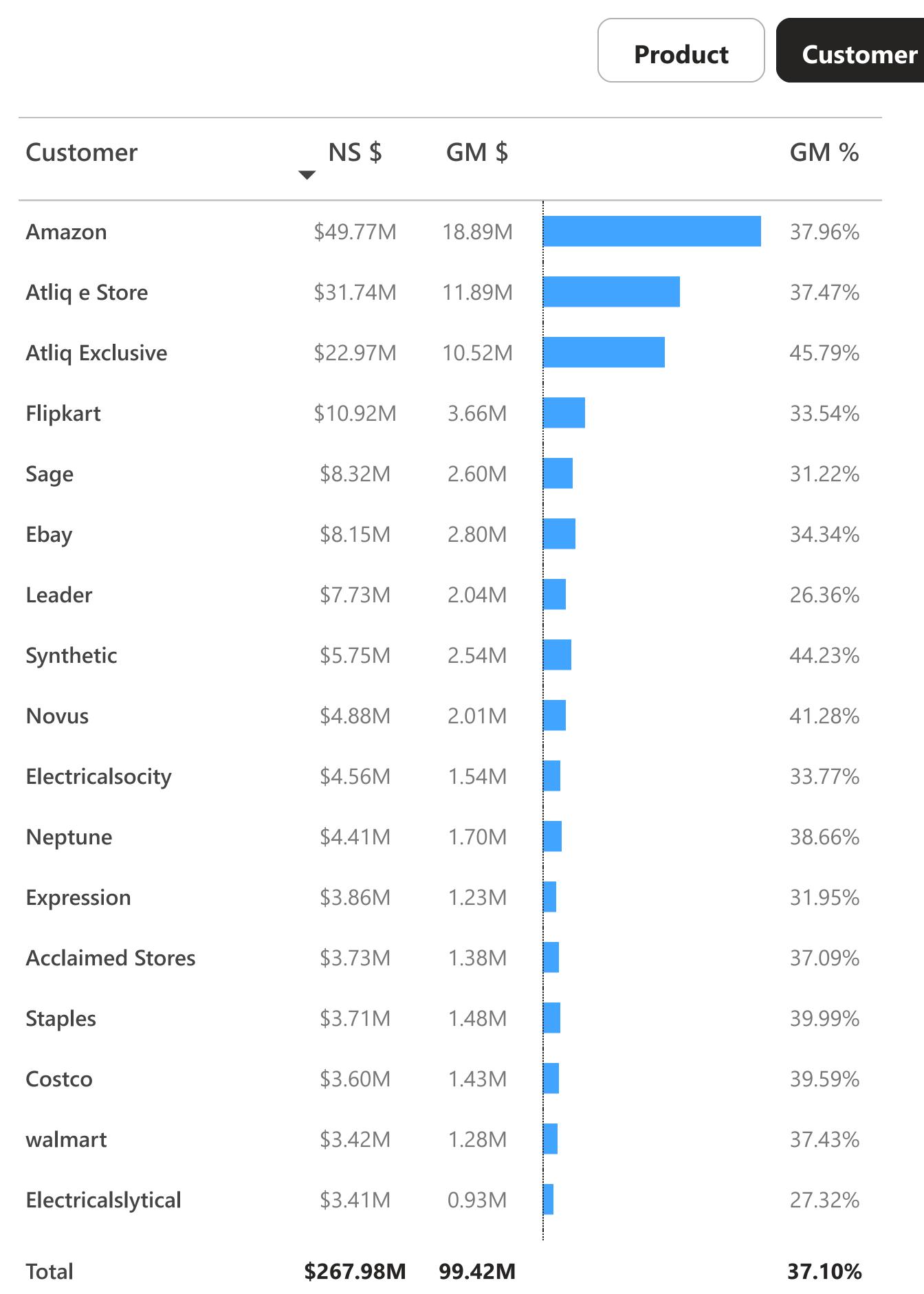
NP = Net Profit | Chg=Chang

All Values in Million \$



















MARKETING (S) SUPPLY CHAIN







FILTERS vs Target 2021 2022 Est 2020

Q 3

Q 4

 \bigvee

YTD YTG

Q 2

SEGMENT

Q 1

BY STORE

All

REGION MARKET

**** All

Abbreviations

BM= Benchmark | LY = Last Year

GM= Gross Margin | NS = Net Sale

NP = Net Profit | Chg=Chang

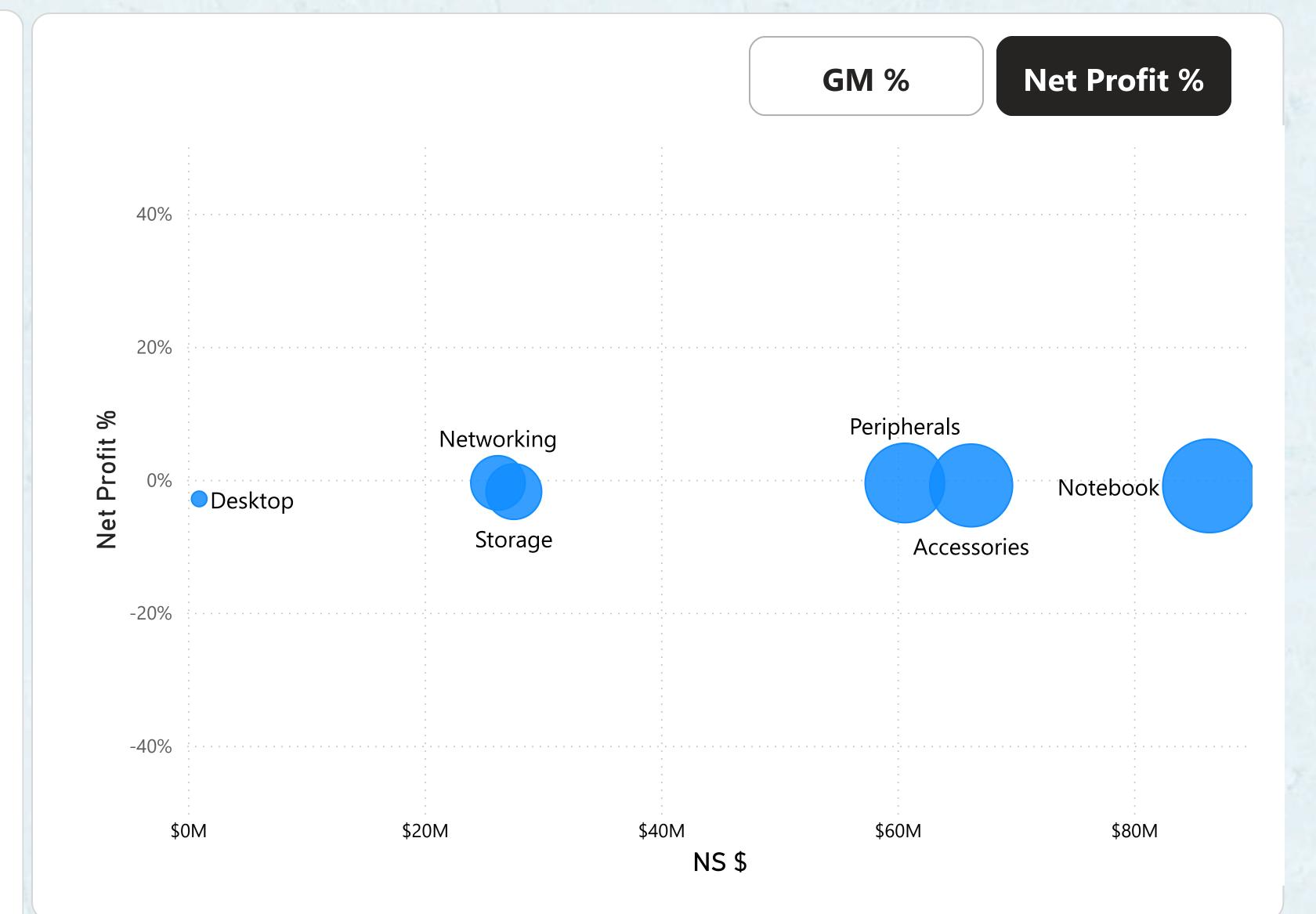
All Values in Million \$

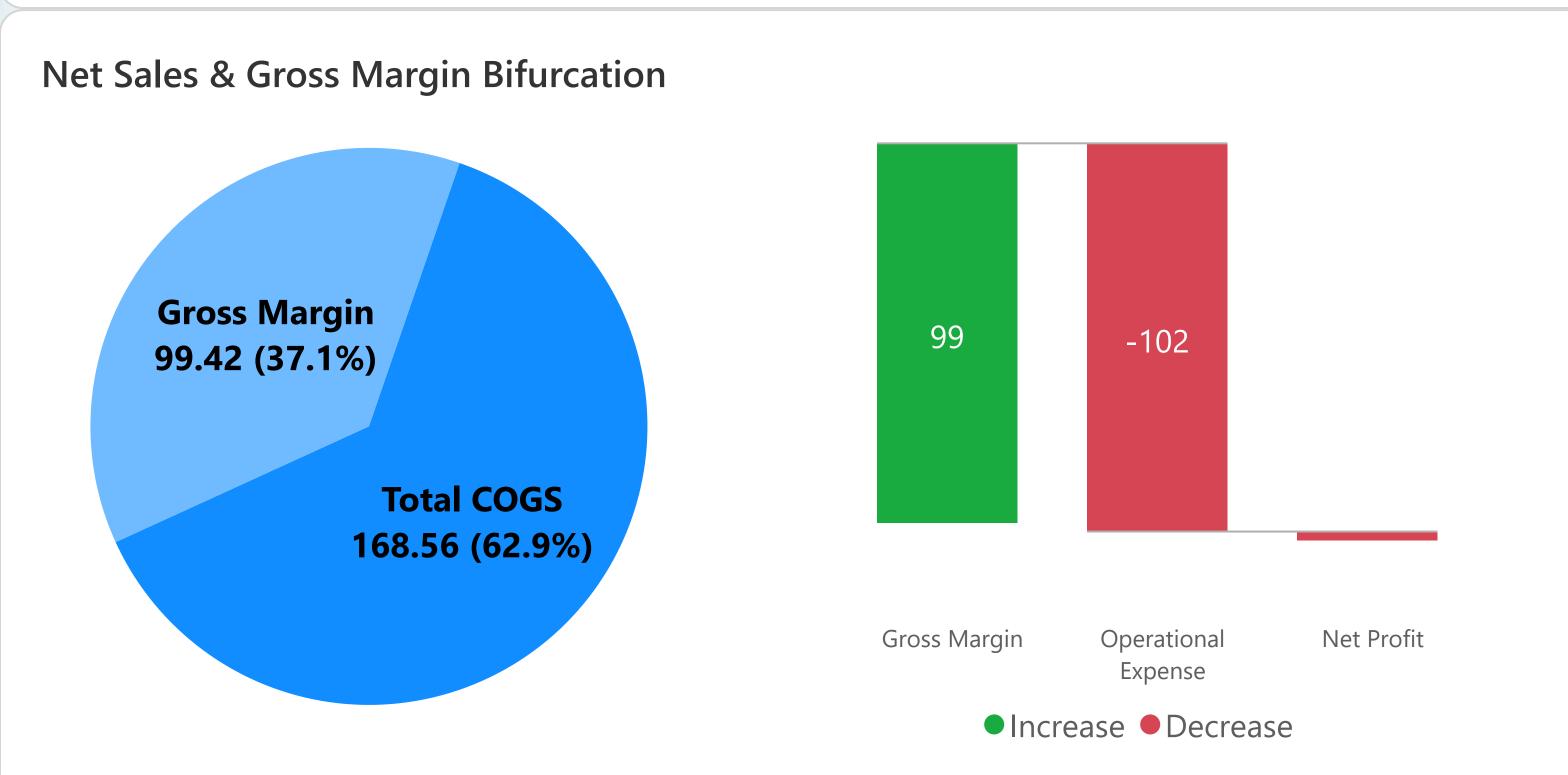




Segment

| Segment NS \$ | | GM % | NP\$ | | N P % | |
|---------------|-----------|--------|--------|-------|--------|--|
| Desktop | \$0.95M | 36.47% | -0.03M | | -2.88% | |
| Networking | \$26.22M | 37.51% | -0.12M | | -0.47% | |
| Peripherals | \$60.63M | 37.47% | -0.29M | | -0.48% | |
| Storage | \$27.56M | 36.05% | -0.49M | | -1.78% | |
| Accessories | \$66.23M | 37.07% | -0.56M | | -0.85% | |
| Notebook | \$86.39M | 37.08% | -0.79M | | -0.92% | |
| Total | \$267.98M | 37.10% | -2.29M | -0.01 | -0.85% | |













MARKETING





EXECUTIVE (1)





FILTERS vs LY vs Target 2019 2021 2022 Est 2020 Q 1 **Q** 3 Q 2 Q 4 YTD YTG SEGMENT **** All BY STORE \bigvee All



REGION MARKET

Abbreviations

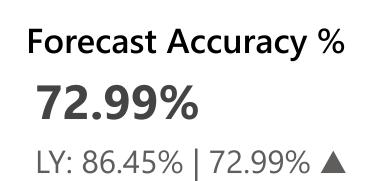
BM= Benchmark | LY = Last Year

GM= Gross Margin | NS = Net Sale

NP = Net Profit | Chg=Chang

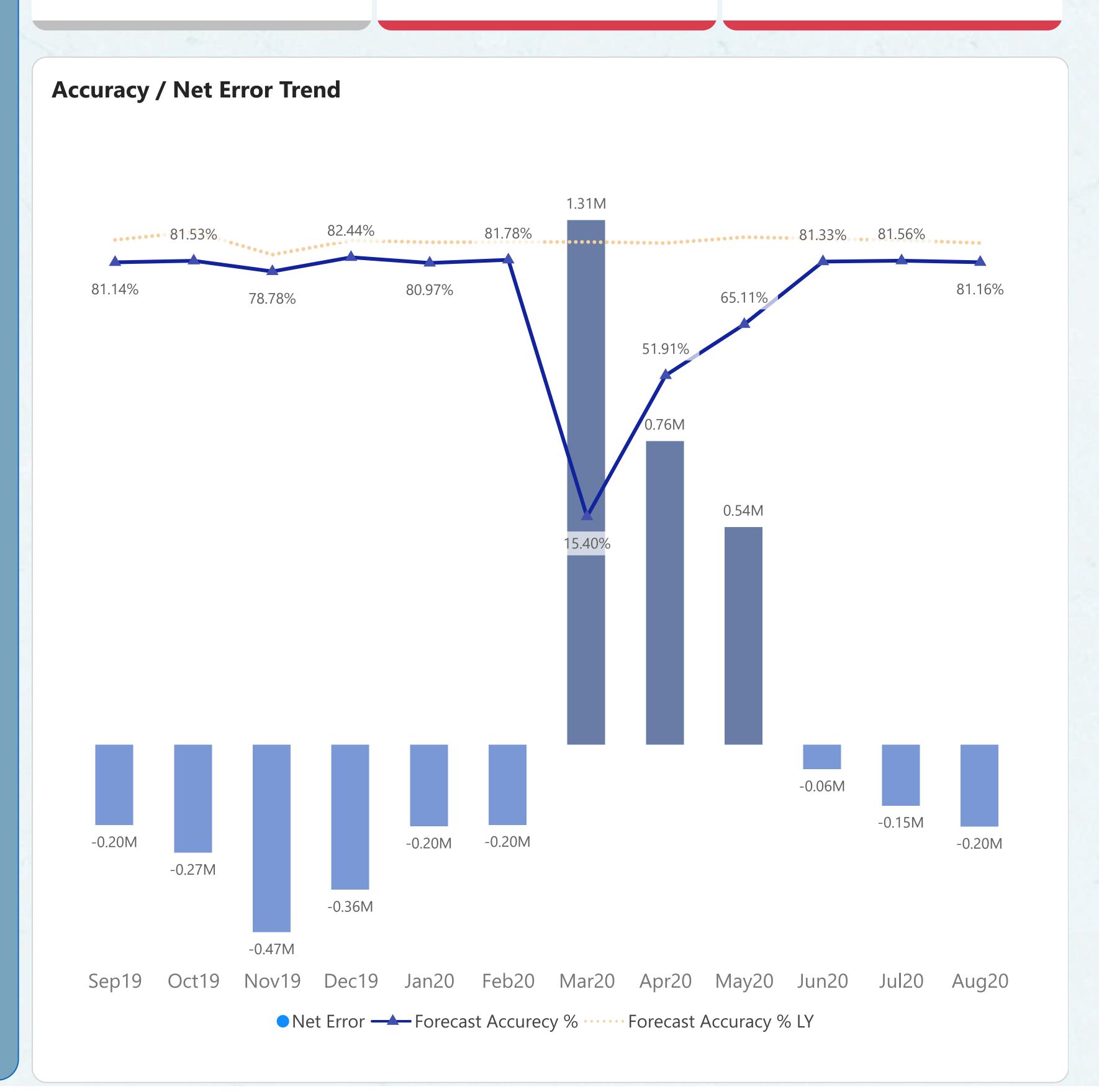
All Values in Million \$





Net Error (\$) 492K LY: 0.64M | 49159900% ▼ Absolute Error (\$) **6M**

LY: 1.55M | 574319900% ▼

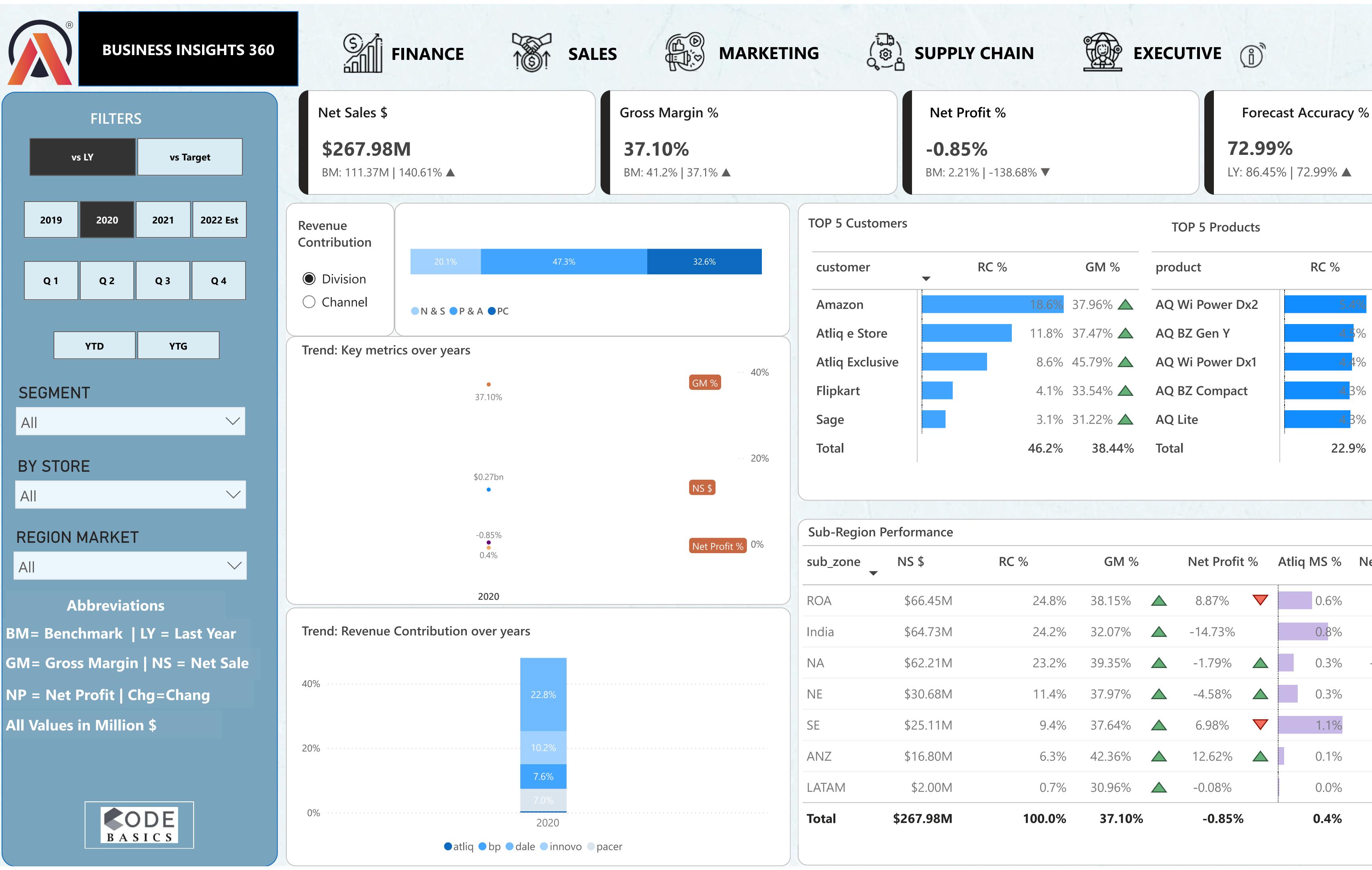


Key Metrics By Customer

| customer FCA % FCA % LY Net Error Net Error % Risk Atliq Exclusive 56.65% 76.67% 330680 17.76% EI Atliq e Store 55.24% 76.51% -544329 -28.48% OOS Radio Popular 50.36% 58.50% 39157 19.89% EI Mbit 49.13% 55.20% 6922 6.47% EI Expert 48.84% 64.24% 32551 14.52% EI Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% EI Total 72.99% 86.45% 491599 2.31% EI | | | | | | |
|--|-----------------|--------|----------|-----------|-------------|------|
| Atliq e Store 55.24% 76.51% -544329 -28.48% OOS Radio Popular 50.36% 58.50% 39157 19.89% El Mbit 49.13% 55.20% 6922 6.47% El Expert 48.84% 64.24% 32551 14.52% El Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% El | customer | FCA % | FCA % LY | Net Error | Net Error % | Risk |
| Radio Popular 50.36% 58.50% 39157 19.89% EI Mbit 49.13% 55.20% 6922 6.47% EI Expert 48.84% 64.24% 32551 14.52% EI Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% EI | Atliq Exclusive | 56.65% | 76.67% | 330680 | 17.76% | EI |
| Mbit 49.13% 55.20% 6922 6.47% El Expert 48.84% 64.24% 32551 14.52% El Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% El | Atliq e Store | 55.24% | 76.51% | -544329 | -28.48% | OOS |
| Expert 48.84% 64.24% 32551 14.52% El Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% El | Radio Popular | 50.36% | 58.50% | 39157 | 19.89% | EI |
| Amazon 48.43% 78.07% -917373 -31.93% OOS UniEuro 45.77% 32.17% 62607 27.48% EI | Mbit | 49.13% | 55.20% | 6922 | 6.47% | El |
| UniEuro 45.77% 32.17% 62607 27.48% EI | Expert | 48.84% | 64.24% | 32551 | 14.52% | El |
| | Amazon | 48.43% | 78.07% | -917373 | -31.93% | OOS |
| Total 72.99% 86.45% 491599 2.31% EI | UniEuro | 45.77% | 32.17% | 62607 | 27.48% | EI |
| | Total | 72.99% | 86.45% | 491599 | 2.31% | EI |

Key Metrics By Products

| segment | FCA % | FCA % LY | Net Error | Net Error % | Risk |
|---------------|--------------|----------|-----------|-------------|------|
| + Storage | 81.01% | 80.25% | 698487 | 14.86% | EI |
| + Notebook | 76.65% | 83.02% | 146640 | 22.59% | EI |
| + Peripherals | 75.18% | 85.06% | 193476 | 7.43% | EI |
| + Accessories | 71.42% | 90.20% | -167818 | -1.40% | OOS |
| + Desktop | 70.07% | | -52 | -2.00% | OOS |
| Total | 72.99% | 86.45% | 491599 | 2.31% | EI |





RC %

22.9%

0.6%

0.8%

0.3%

0.3%

1.1%

0.1%

0.0%

0.4%

GM %

37.96%

36.99%

36.97%

36.47%

36.47%

Net Error %

9.35%

-0.82%

-22.10%

8.34%

11.01%

24.23%

1.20%

2.31%

37.02%

Risk

ΕI

OOS

OOS

ΕI

ΕI

ΕI

ΕI

ΕI