

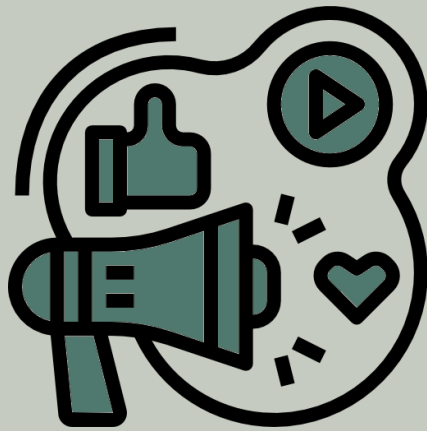


Business Insight 360



Finance

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



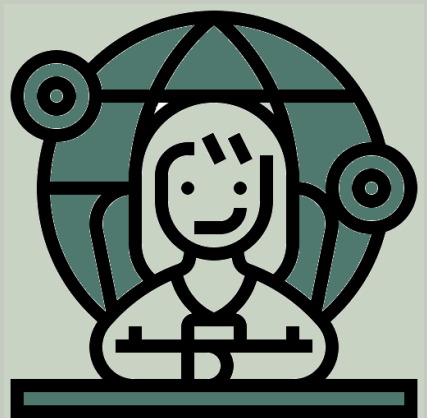
Marketing

Analyze the performance of customer(s) over key metrics like Net sales, Growth Margin and View the same in **Profitability/ growth matrix**



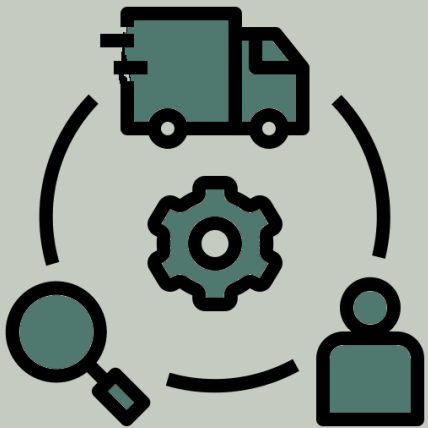
Sales

Analyze the performance of customer(s) over key metrics like Net sales, Growth Margin and View the same in **Profitability/ growth matrix**



Executive

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



Supply Chain

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



Region & Market

All

Customer

All

Segment

All

- ☐ 2019
- ☒ 2020
- ☐ 2021
- ☐ 2022

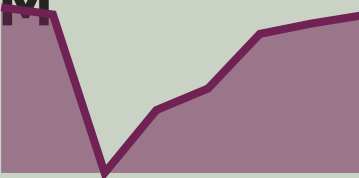
- ☐ Q2
- ☐ Q3
- ☐ Q4

- ☐ YTD
- ☒ YTG

Finance View

Net Sales

\$136.04M



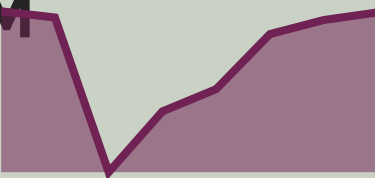
LY : 64.58M

YOY : 1.11% ↑

NS Target : 180.13M

Gross Margin

\$42.23M



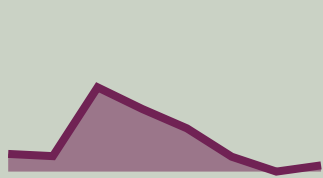
LY: 17.91M

YOY : 1.36% ↑

GM Target : 69.06M

Net Profit

-9.56M



NPM (%): -7.03%

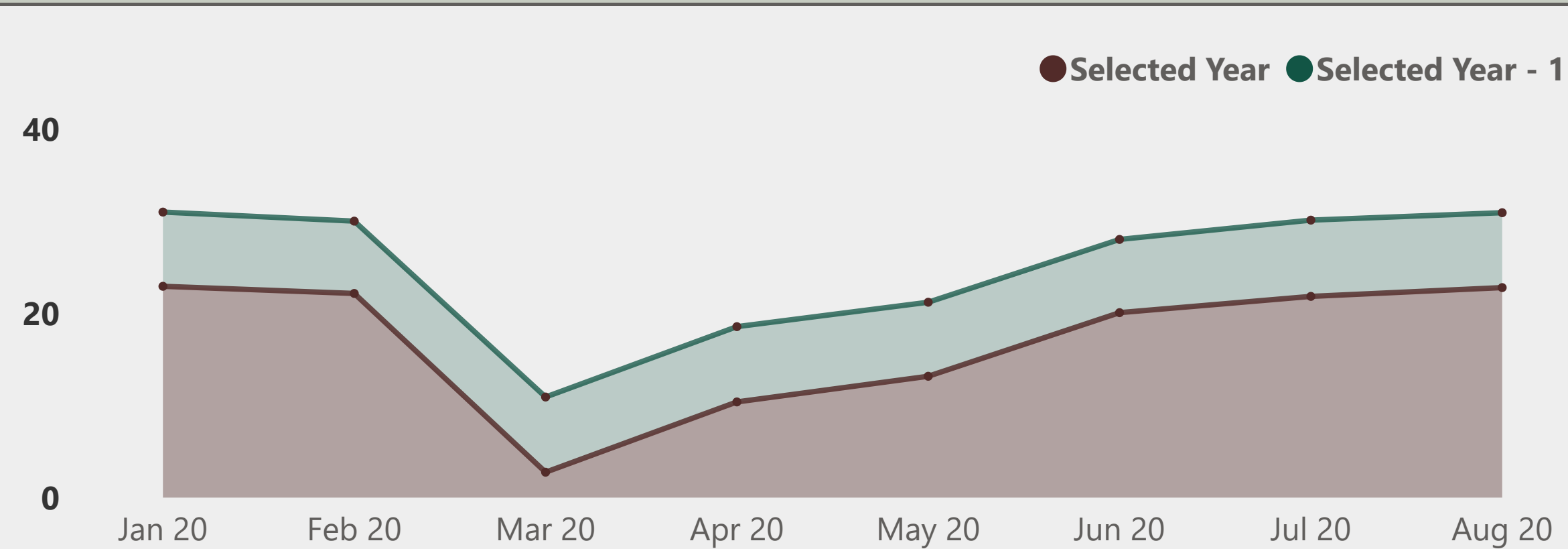
NP LY : -7.28M

YOY: 0.31% ↑

Profit & Loss Statement

Line Item	2020	LY	YOY	YOY%
Gross Sales	271.91	121.25	150.66	124.26
Pre Invoice Deduction	-166.57	-75.82	-90.75	119.69
Net Invoice Sales	208.81	93.73	115.08	122.77
- Post Discounts	48.78	17.22	31.56	183.23
- Post Deductions	23.99	11.93	12.06	101.10
Total Post Invoice De...	72.76	29.15	43.61	149.62
Net Sales	136.04	64.58	71.46	110.65
- Manufacturing Cost	89.61	44.85	44.76	99.81
- Freight Cost	3.64	1.53	2.11	138.22
- Other Cost	0.56	0.30	0.26	87.86
Total COGS	93.81	46.67	47.14	101.00
Gross Margin	42.23	17.91	24.32	135.81
Gross Margin %	31.04	27.73	3.31	11.95
GM / Unit	3.99	2.86	1.13	39.55
Operational Expenses	51.79	25.18	26.61	105.64
Net Profit	-9.56	-7.28	-2.28	31.37
Net Profit %	-7.03	-11.26	4.24	-37.64

Net Sales Performance Over Time



Region	P & L Values		P & L YOY CHG %	
Australia		\$7.10		159.85
Austria		\$0.06		0.00
Bangladesh		\$1.55		357.36
Brazil		\$0.63		119.99
Canada		\$8.05		136.55
Chile		\$0.05		0.00
China		\$3.27		226.40
Columbia		\$0.01		0.00
France		\$5.32		68.26
Germany		\$3.31		65.88
India		\$33.91		53.87
Indonesia		\$4.42		146.54
Italy		\$3.07		37.03

Segment	P & L Values		P & L YOY CHG %	
⊕ Accessories		\$33.74		106.54
⊕ Desktop		\$0.43		0.00
⊕ Networking		\$13.34		32.35
⊕ Notebook		\$43.55		132.67
⊕ Peripherals		\$30.88		171.06
⊕ Storage		\$14.11		75.07

LY: Last year, YOY: Year on Year, NPM: Net Profit Margin

←

Region & Market

All

Customer

All

Segment

All

2019

2020

2021

2022

Q2

Q3

Q4

YTD

YTG

Executive View

Net Sales

\$136.04M

LY : 64.58M

YOY : 1.11% ↑

NS Target : 180.13M

Gross Margin

\$42.23M

LY: 17.91M

YOY : 1.36% ↑

GM Target : 69.06M

Net Profit

-9.56M

NPM (%): -7.03%

NP LY : -7.28M

YOY: 0.31% ↑

FC Accuracy %

67.28%

LY : 86.63%

YoY: 1.36% ↓

Key Insights By sub Zone

Manufe... sub_zone	atliq NS \$	RC%	GM%	Net Profit %	Market share %	Net Error %	Risk
ANZ	\$8.53M	6.27%	36.9%	7.1%	0.1%	33.44%	EI
India	\$33.91M	24.92%	25.5%	-21.3%	0.8%	9.73%	EI
LATAM	\$1.23M	0.90%	24.2%	-6.8%	0.0%	-7.93%	OOS
NA	\$32.54M	23.92%	33.3%	-7.9%	0.3%	-11.43%	OOS
NE	\$14.85M	10.91%	32.0%	-10.5%	0.3%	22.70%	EI
ROA	\$32.73M	24.06%	32.6%	3.5%	0.6%	23.76%	EI
SE	\$12.27M	9.02%	31.7%	1.0%	1.1%	24.93%	EI
Total	\$136.04M	100.00%	31.0%	-7.0%	0.4%	14.50%	EI

Top 5 Customers by Revenue

customer	RC%	GM%
Ebay	3.78%	27.9%
Flipkart	5.30%	26.9%
AltiQ Exclusive	6.61%	43.0%
Atliq e Store	14.90%	31.4%
Amazon	23.01%	31.9%
Total	53.60%	32.4%

Top 5 Products by Revenue

product	RC%	GM%
AQ 5000 Electron 9	2.80%	34.2%
AQ Aspiron	1.89%	34.8%
AQ Digit SSD	2.51%	34.2%
AQ LION x1	0.03%	34.4%
AQ MB Elite	0.19%	34.1%
Total	7.42%	34.3%

Market share % by Manufacturer

Yearly Trend By revenue, GM%, Net Profit % and Market share %

Revenue by division

Revenue by Channel

LY = Last year, YOY = Year on Year, NPM = Net Profit Margin, FC= Forecast, EI = Excess Inventory, OOS = Out of Stock



Region & Market

All



Customer

All



Segment

All



2019



2020



2021



2022



Q2



Q3



Q4



YTD



YTG

Forecast Accuracy %

67.28%

LY % : 86.63%

YOY : 1.36% ↓

Net Error

2M

LY % : 5.1%

YoY % : 1.83

Net Profit %

-7.03%

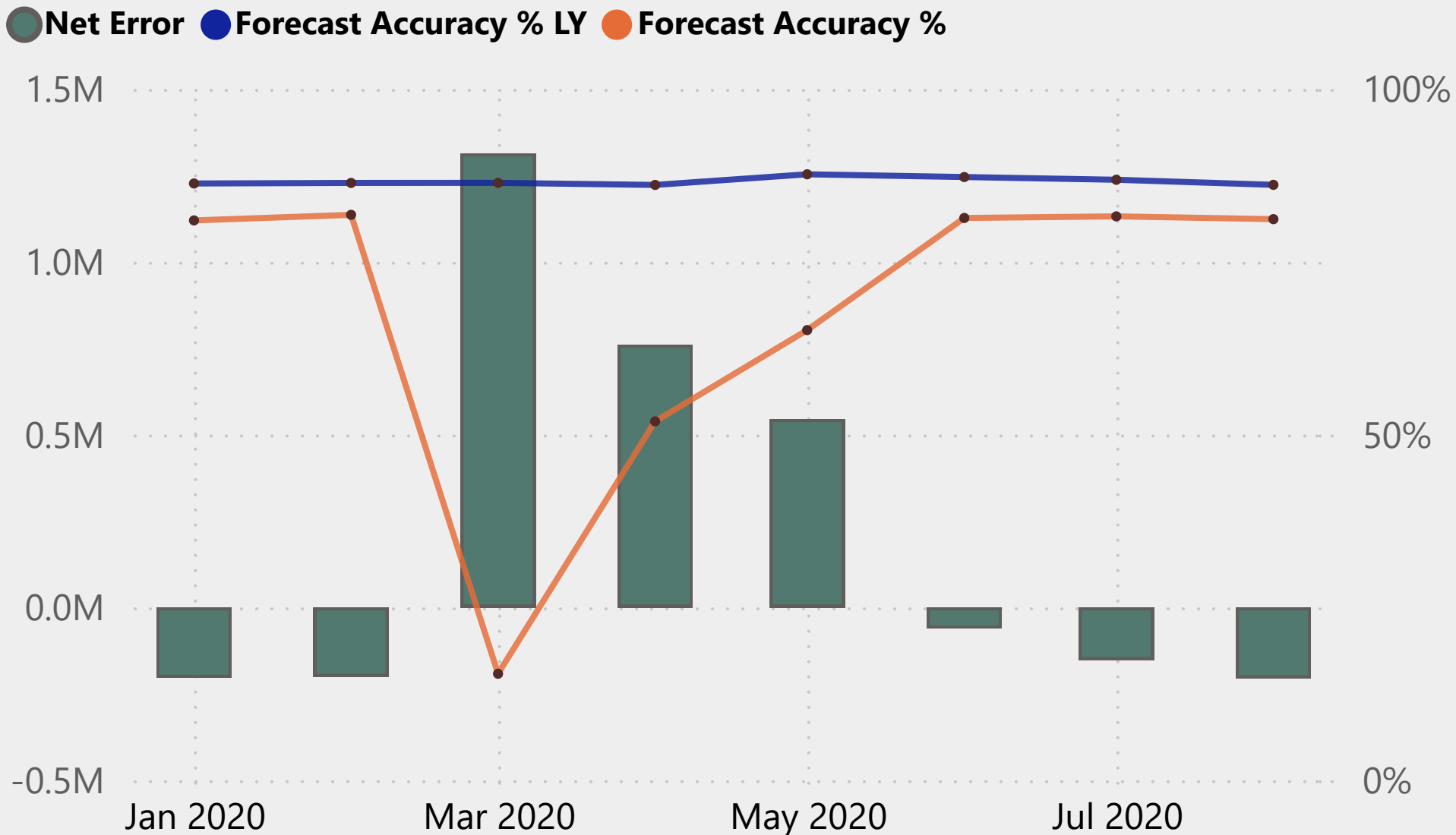
LY : -0.11

YOY : 0.31% ↑

Key Metrics by Customer

Customer	FA %	Net Error	Risk	Net Error %	FA % LY
Acclaimed Stores	19.78%	4K	EI	3.24%	54.40%
All-Out	30.52%	6K	EI	48.46%	
AltiQ Exclusive	46.51%	356K	EI	38.14%	74.00%
Amazon	29.30%	-749K	OOS	-45.46%	77.58%
Argos (Sainsbury's)	35.96%	20K	EI	37.42%	55.96%
Atlas Stores	34.66%	26K	EI	44.72%	44.83%
Atliq e Store	40.73%	-459K	OOS	-41.27%	76.46%
Atliq Exclusive	27.49%	68K	EI	40.17%	49.36%
BestBuy	16.07%	7K	EI	8.63%	27.38%
Billa	26.36%	4K	EI	18.67%	36.38%
Boulanger	38.63%	9K	EI	19.09%	45.11%
Chip 7	32.66%	69K	EI	55.58%	32.85%
Chiptec	28.16%	4K	EI	18.91%	
Circuit City	19.75%	1K	EI	1.15%	29.65%
Control	32.69%	18K	EI	16.33%	36.44%
Coolblue	38.15%	24K	EI	30.49%	54.70%
Costco	28.35%	40K	EI	25.16%	38.89%
Croma	32.20%	43K	EI	25.58%	50.06%
Currys (Dixons Car...	32.66%	13K	EI	28.14%	47.15%
Digimarket	31.94%	76K	EI	53.40%	52.39%
Ebay	6.31%	-166K	OOS	-67.42%	52.04%
Electricalsara Stores	30.39%	10K	EI	24.60%	52.45%
Electricalsbea Stores	32.29%	8K	EI	48.44%	
Electricalslance Sto...	32.82%	25K	EI	47.53%	57.96%
Electricalslytical	35.72%	85K	EI	38.76%	50.82%
Electricalsocity	34.63%	130K	EI	46.94%	51.99%
Electricalsquipo Sto...	35.40%	22K	EI	37.29%	36.14%
Elite	35.03%	40K	EI	49.66%	5.21%
Elkjøp	34.58%	63K	EI	56.30%	9.39%
Epic Stores	31.80%	37K	EI	47.17%	7.50%
Euronics	41.05%	13K	EI	23.19%	57.83%
Expert	40.55%	45K	EI	35.17%	65.42%

Net Sales Performance Over Time



Key Metrics by Products

segment	FA %	Net Error	Risk	Net Err...	FA % LY
⊕ Networking	54.02%	-104860	OOS	-13.82%	82.74%
⊕ Desktop	60.35%	172	EI	12.58%	
⊖ Accessories					
Keyboard	57.56%	-242089	OOS	-8.80%	91.07%
Batteries	60.84%	11159	EI	39.10%	
Mouse	72.35%	1003319	EI	23.95%	89.51%
⊖ Notebook					
Personal Laptop	65.33%	75296	EI	34.51%	82.70%
Gaming Laptop	65.66%	12121	EI	32.90%	62.81%
Business Laptop	70.04%	35240	EI	29.03%	89.91%
⊕ Peripherals	68.70%	285929	EI	18.92%	84.68%
⊕ Storage	72.25%	718430	EI	26.01%	80.23%

LY: Last year, YOY: Year on Year, NPM: FA = Forecast Accuracy, EI = Excess Inventory, OOS = Out of Stock



Region & Market

All

Customer

All

Segment

All

- ☐ 2019
- ☒ 2020
- ☐ 2021
- ☐ 2022

- ☐ Q2
- ☐ Q3
- ☐ Q4

- ☐ YTD
- ☒ YTG

Sales View

Net Sales
\$136.04M

LY : 64.58M
YOY : 1.11% ↑
NS Target : 180.13M

Gross Margin
\$42.23M

LY: 17.91M
YOY : 1.36% ↑
GM Target : 69.06M

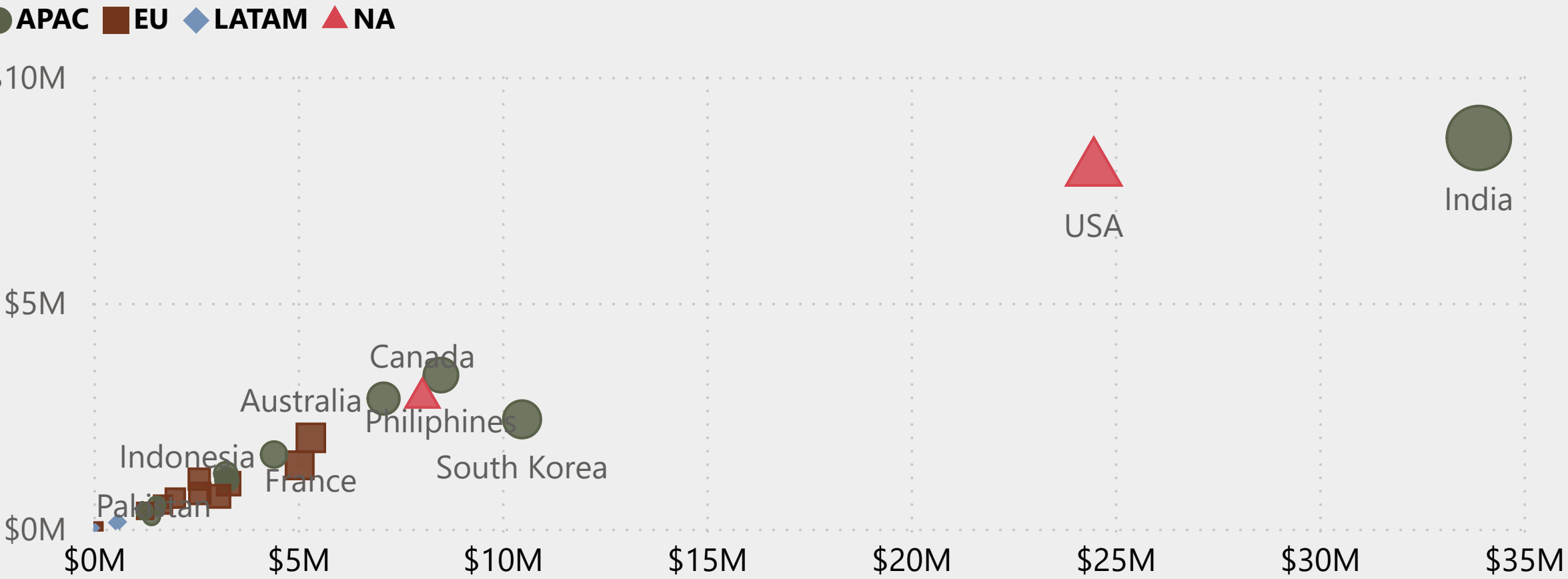
Net Profit
-9.56M

NPM (%): -7.03%
NP LY : -7.28M
YOY: 0.31% ↑

FC Accuracy %
67.28%

LY : 86.63%
YoY: 1.36% ↓

Performance Matrix



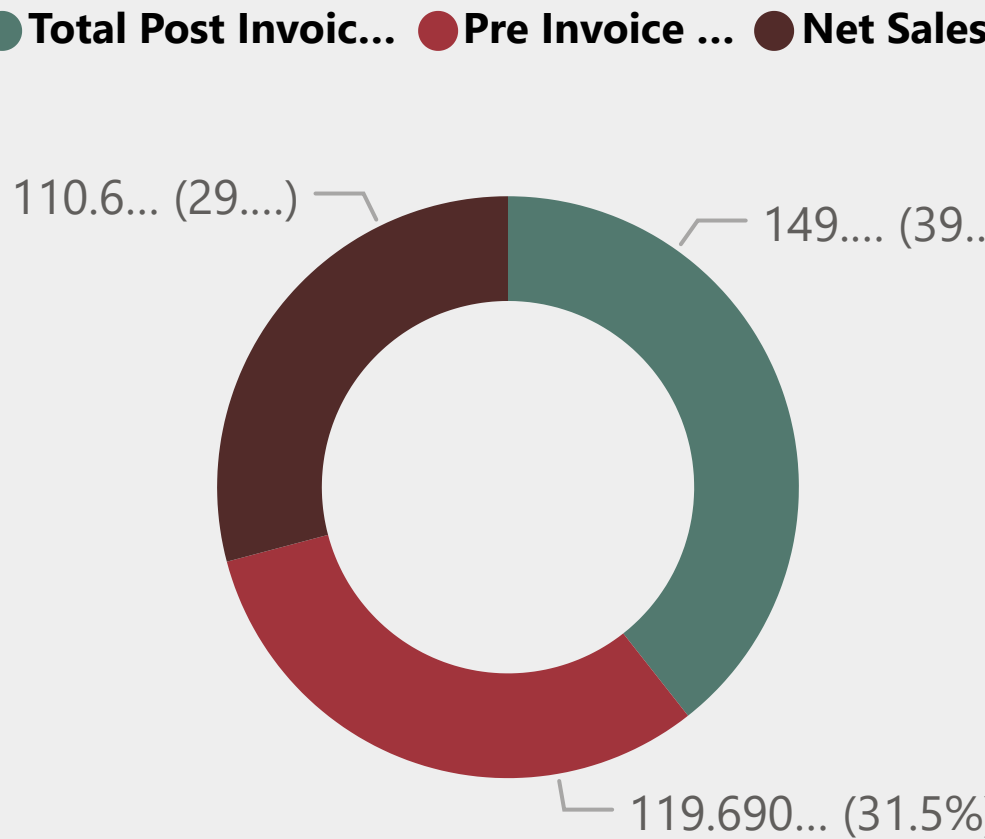
Customer Performance

YTD

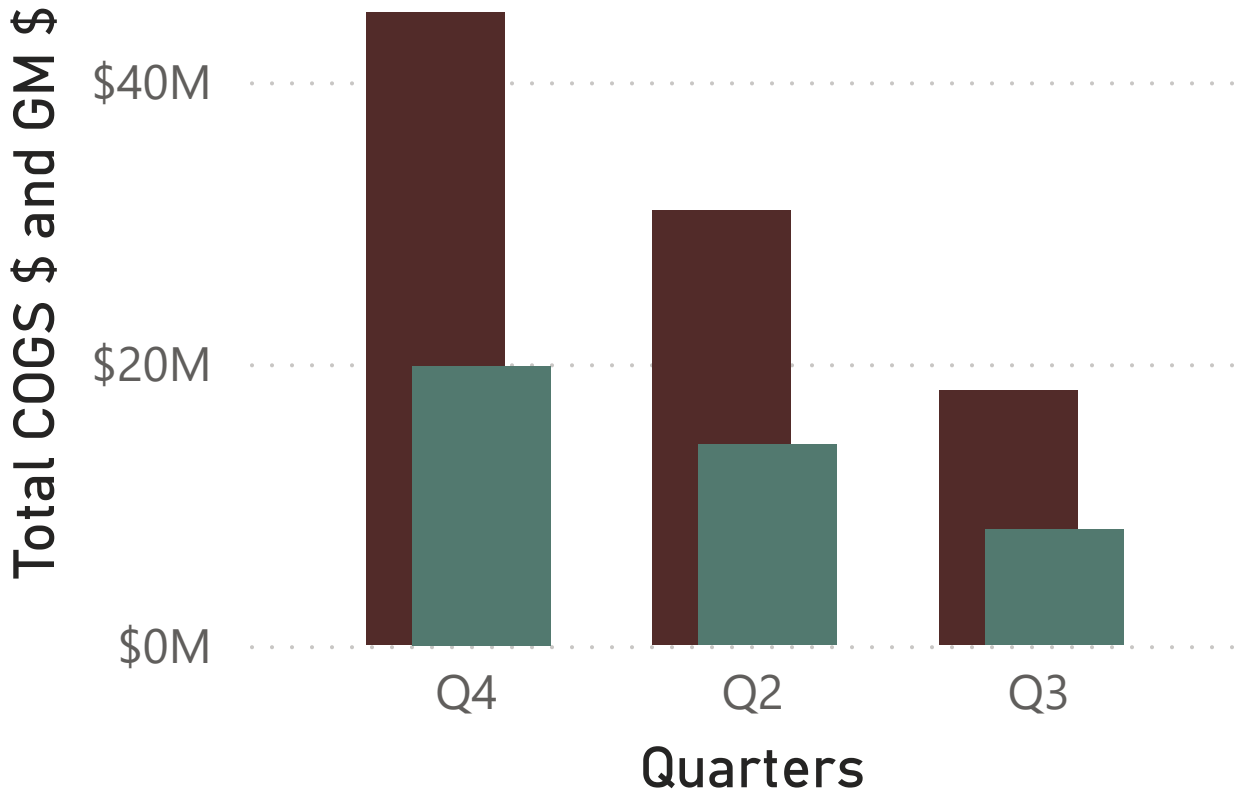
YTG

customer	NS \$	GM \$	GM%
Acclaimed Stores	\$1.47M	\$0.45M	30.9%
All-Out	\$0.08M	\$0.03M	32.9%
AltiQ Exclusive	\$9.00M	\$3.86M	43.0%
Amazon	\$31.30M	\$9.99M	31.9%
Argos (Sainsbury's)	\$0.38M	\$0.09M	24.1%
Atlas Stores	\$0.40M	\$0.13M	32.4%
Atliq e Store	\$20.26M	\$6.37M	31.4%
Atliq Exclusive	\$1.14M	\$0.25M	22.2%
BestBuy	\$0.92M	\$0.30M	32.9%
Total	\$136.04M	\$42.23M	31.0%

Unit Economics



● Total COGS \$ ● GM \$



Product Performance

category	NS \$	GM \$	GM%
Wi fi extender	\$13.34M	\$4.29M	32.1%
Internal HDD	\$2.73M	\$0.86M	31.5%
Gaming Laptop	\$7.07M	\$2.22M	31.4%
Processors	\$19.03M	\$5.98M	31.4%
MotherBoard	\$0.97M	\$0.30M	31.3%
External Solid State Drives	\$13.25M	\$4.15M	31.3%
Mouse	\$12.46M	\$3.90M	31.3%
Business Laptop	\$19.57M	\$6.09M	31.1%
USB Flash Drives	\$0.86M	\$0.26M	30.6%
Graphic Card	\$8.16M	\$2.40M	29.5%
Total	\$136.04M	\$42.23M	31.0%

LY = Last year, YOY = Year on Year, NPM = Net Profit Margin, FC= Forecast



Home



Finance



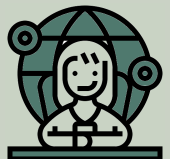
Sales



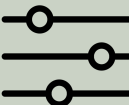
Marketing



Supply Chain



Executive



Marketing View

Net Sales
\$136.04M

LY : 64.58M
YOY : 1.11% ↑
NS Target : 180.13M

Gross Margin
\$42.23M

LY: 17.91M
YOY : 1.36% ↑
GM Target : 69.06M

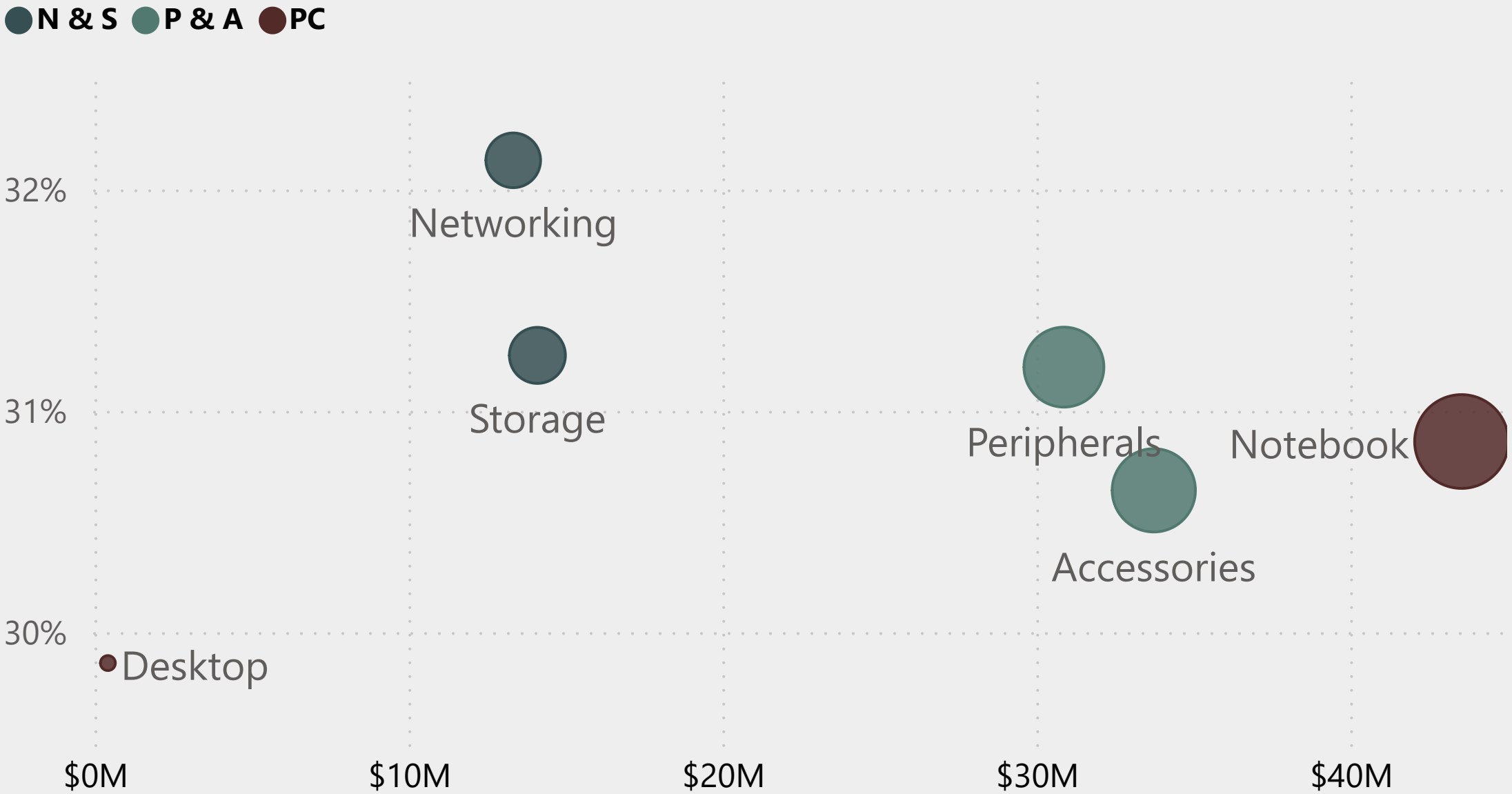
Net Profit
-9.56M

NPM (%): -7.03%
NP LY : -7.28M
YOY: 0.31% ↑

FC Accuracy %
67.28%

LY : 86.63%
YoY: 1.36% ↓

NS \$, GM%, NS \$ and GM% by segment and division



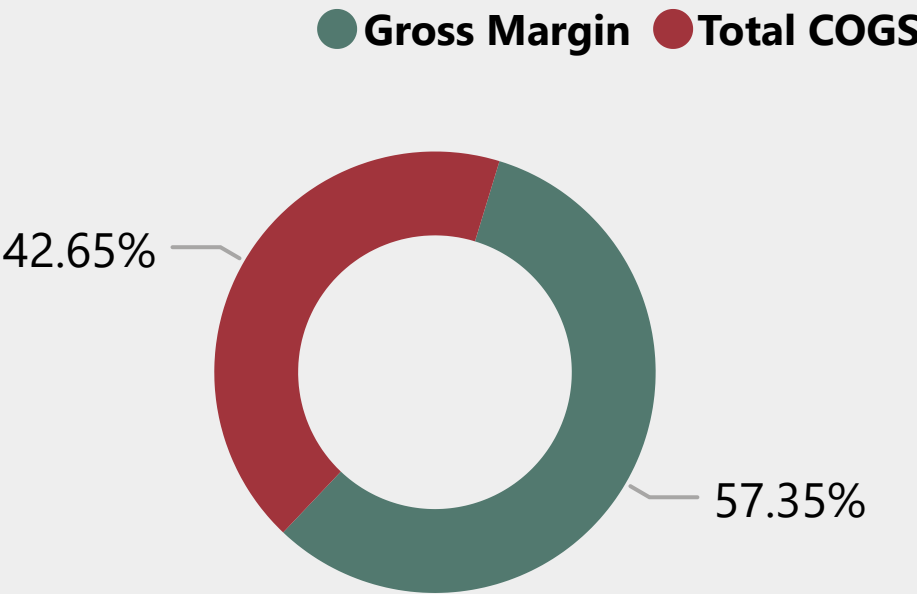
Product Performance

segment	NS \$	GM \$	GM%	Net Profit \$	Net Profit...
+ Storage	\$14.11M	\$4.41M	31.3%	-0.96M	-6.8%
+ Peripherals	\$30.88M	\$9.63M	31.2%	-2.11M	-6.8%
+ Notebook	\$43.55M	\$13.44M	30.9%	-3.17M	-7.3%
+ Networking	\$13.34M	\$4.29M	32.1%	-0.80M	-6.0%
+ Desktop	\$0.43M	\$0.13M	29.9%	-0.04M	-10.2%
+ Accessories	\$33.74M	\$10.34M	30.6%	-2.48M	-7.4%
Total	\$136.04M	\$42.23M	31.0%	-9.56M	-7.0%

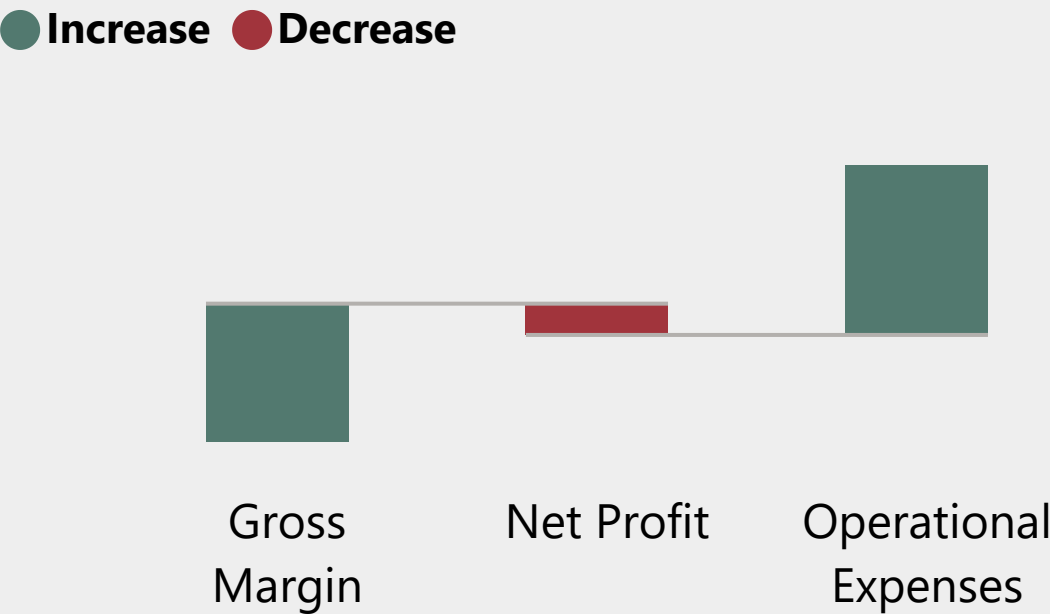
Regional Performance

region	NS \$	GM \$	GM%	Net Profi...	Net Profit...
+ APAC	\$75.16M	\$22.44M	29.9%	-5.47M	-7.3%
+ NA	\$32.54M	\$10.84M	33.3%	-2.57M	-7.9%
- EU	\$27.11M	\$8.65M	31.9%	-1.43M	-5.3%
France	\$5.32M	\$2.01M	37.7%	0.62M	11.7%
United ...	\$5.05M	\$1.40M	27.8%	-1.34M	-26.5%
Germany	\$3.31M	\$0.99M	30.0%	-0.54M	-16.3%
Italy	\$3.07M	\$0.71M	23.3%	-0.47M	-15.2%
Portugal	\$2.61M	\$0.78M	29.8%	0.10M	3.9%
Total	\$136.04M	\$42.23M	31.0%	-9.56M	-7.0%

P & L Final Value by Description



P & L Values by Description



LY = Last year, YOY = Year on Year, NPM = Net Profit Margin, FC= Forecast, EI = Excess Inventory, OOS = Out of Stock