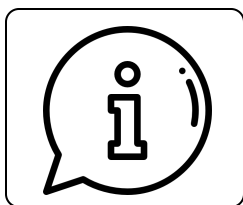


Business Insights 360



Info

Download **user manual** and get to know the key information of this tool.



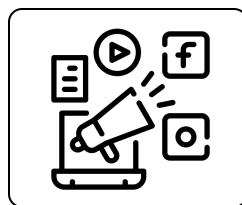
Finance

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



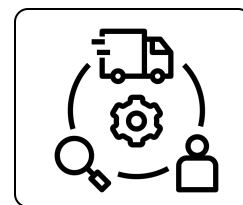
Sales

Analyze the performance of your customers over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**



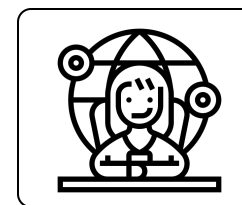
Marketing

Analyze the performance of your products over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**



Supply Chain

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



Executive

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



Support

Get your **issues resolved** by connecting to your support specialist

region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$823.8M✓

LY: \$268.0M (+207.43%)

Net Sales

35.87%!

LY: 36.47% (-1.65%)

GM %

-7.26%!

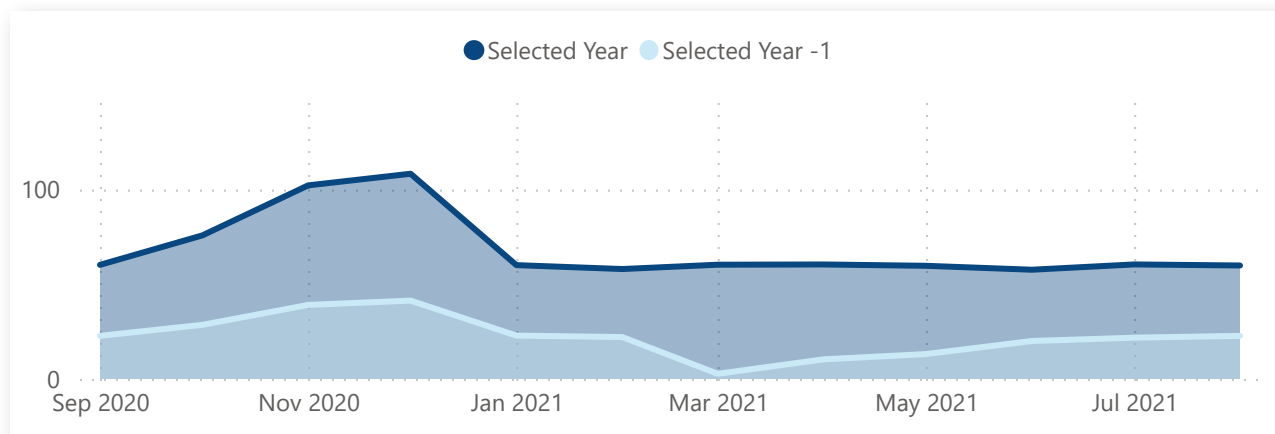
LY: -0.01 (-389.01%)

Net Profits %

Profit and Loss Statement

Line Item	2021	LY	YoY	YoY %
Net Profit %	-7.26	-1.48	-5.77	389.01
Net Profit	-59.77	-3.98	-55.80	1,403.36
Operational Expense	355.28	101.71	253.57	249.30
GM / Unit	5.89	4.71	1.19	25.20
Gross Margin %	35.87	36.47	-0.60	-1.65
Gross Margin	295.51	97.74	197.77	202.35
Total COGS	528.34	170.24	358.10	210.35
- Other Cost	4.94	1.61	3.34	207.43
- Freight Cost	25.62	8.33	17.29	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deduction	166.65	47.43	119.22	251.38
- Post Discount	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY Chg %	segment	P & L Values	P & L YoY Chg %
NA	177.94	186.03	Storage	54.42	97.48
Canada	45.89	189.24	External Solid State Drives	48.87	88.86
AltiQ	4.80	230.56	AQ Clx1	11.61	37.40
Exclusive			AQ Clx2	12.20	323.44
Amazon	10.22	119.21	AQ Clx3	4.63	0.00
Atliq e	3.94	125.72	AQ Digit SSD	9.25	38.15
Store			AQ Neuer SSD	11.18	42.46
Costco	3.95	233.58	USB Flash	5.55	230.16
Nomad	3.73	233.11	Peripherals	166.51	174.64
Stores			Notebook	266.49	208.45
Premium	3.70	252.32			
Total	823.85	207.43	Total	823.85	207.43

region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

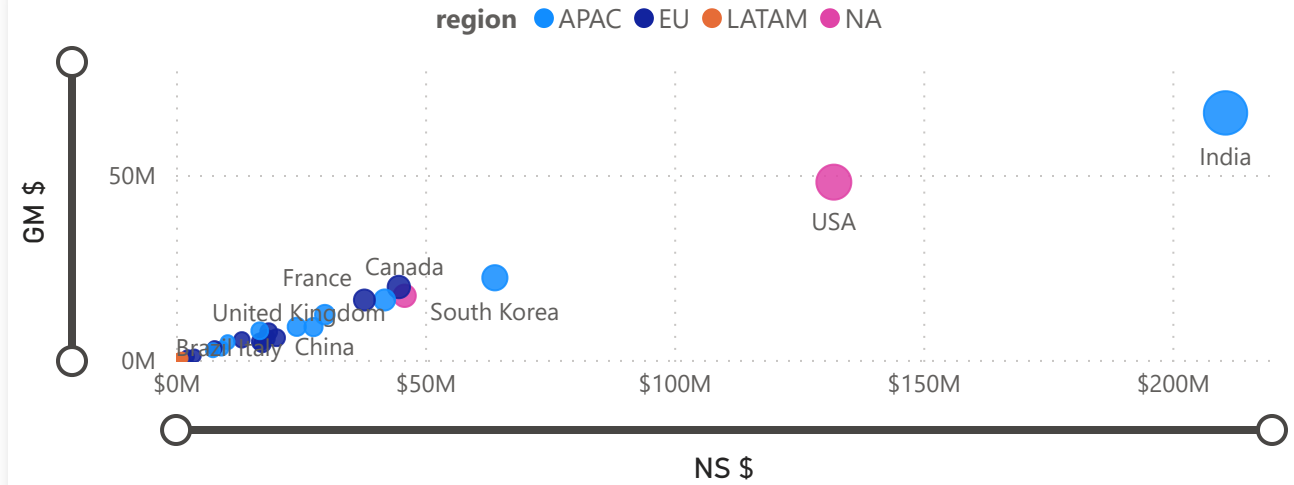
Product Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	37.92M	34.78%
Atliq e Store	\$70.31M	25.88M	36.81%
AltiQ Exclusive	\$69.15M	31.40M	45.40%
Sage	\$27.07M	9.22M	34.05%
Flipkart	\$25.25M	7.52M	29.79%
Leader	\$24.51M	8.04M	32.82%
Neptune	\$21.00M	8.61M	41.01%
Ebay	\$19.87M	7.10M	35.70%
Electricalsocity	\$16.25M	5.59M	34.40%
Synthetic	\$16.10M	6.25M	38.84%
Total	\$823.85M	295.51M	35.87%

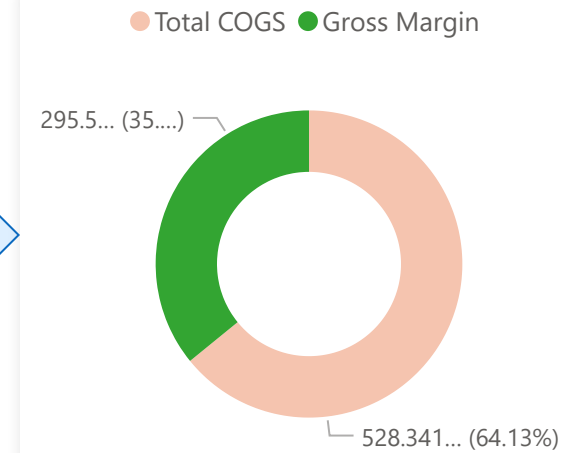
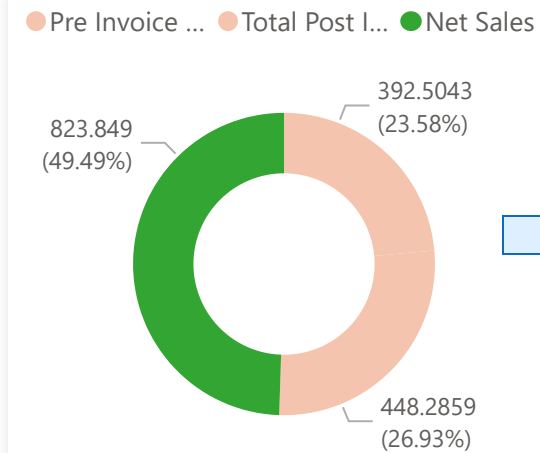
Product Performance

segment	NS \$	GM \$	GM %
Storage	\$54.42M	19.66M	36.13%
Peripherals	\$166.51M	59.78M	35.90%
Notebook	\$266.49M	95.47M	35.82%
Networking	\$45.16M	16.32M	36.13%
Desktop	\$46.43M	16.50M	35.55%
Accessories	\$244.85M	87.78M	35.85%
Total	\$823.85M	295.51M	35.87%

Performance Matrix



Unit Economics



region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

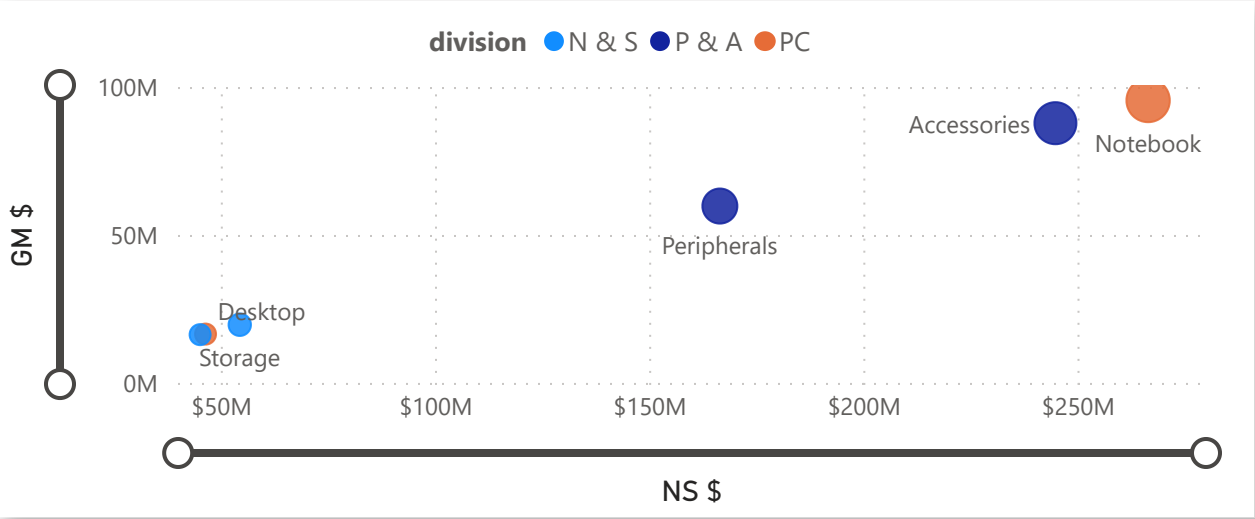
YTD

YTG

Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Storage	\$54.42M	19.66M	36.13%	-3.80M	-6.98%
Peripherals	\$166.51M	59.78M	35.90%	-12.06M	-7.24%
Notebook	\$266.49M	95.47M	35.82%	-19.36M	-7.27%
Networking	\$45.16M	16.32M	36.13%	-3.19M	-7.06%
Desktop	\$46.43M	16.50M	35.55%	-3.56M	-7.67%
Accessories	\$244.85M	87.78M	35.85%	-17.80M	-7.27%
Total	\$823.85M	295.51M	35.87%	-59.77M	-7.26%

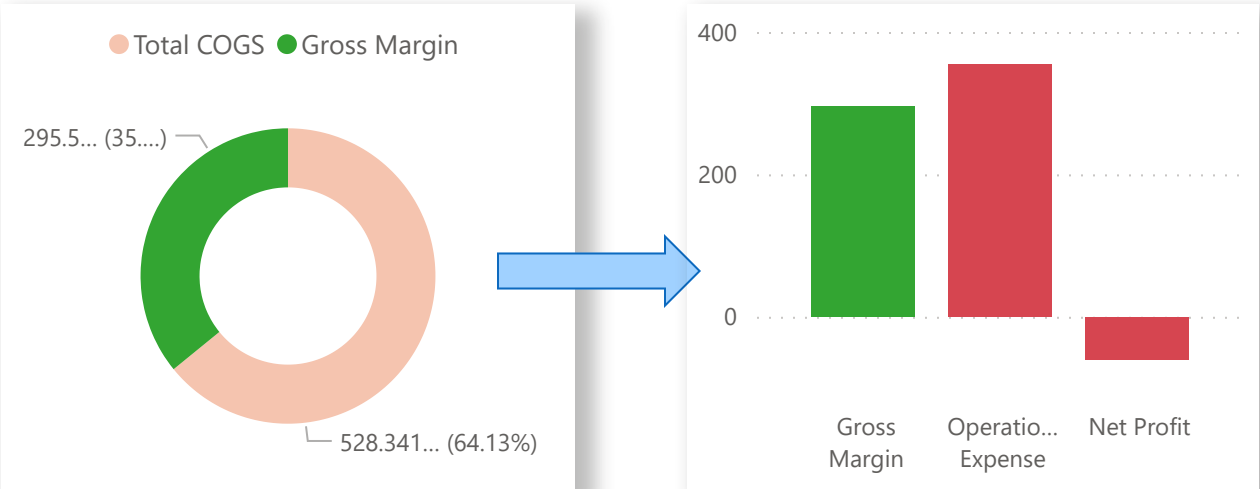
Performance Matrix



Region / Market / Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	153.65M	34.76%	-35.89M	-8.12%
EU	\$200.77M	75.28M	37.50%	1.10M	0.55%
LATAM	\$3.16M	1.17M	36.94%	0.18M	5.57%
NA	\$177.94M	65.41M	36.76%	-25.16M	-14.14%
Total	\$823.85M	295.51M	35.87%	-59.77M	-7.26%

Unit Economics



region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

80.2%✓

LY: 73.0% (+9.88%)

Forecast Accuracy

-0.75M✓

LY: 0.49M (+252.91%)

Net Error

9.78M!

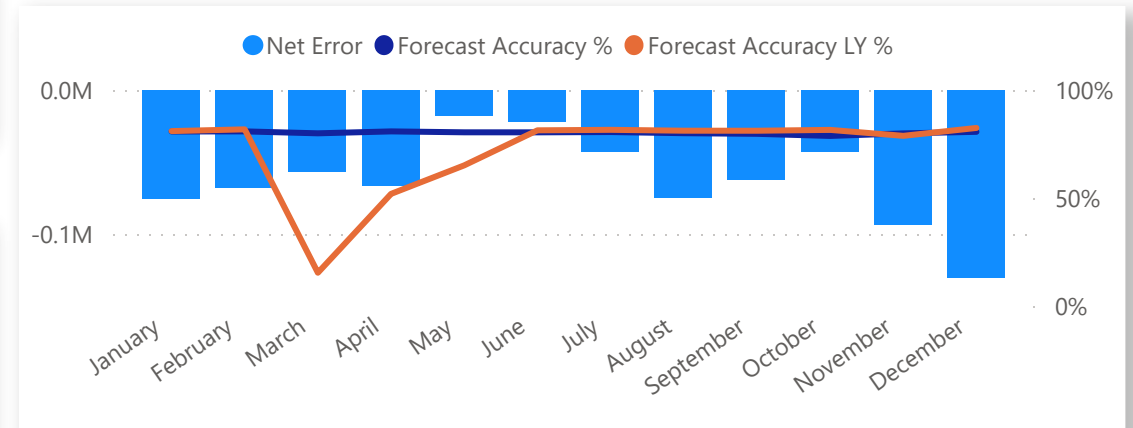
LY: 5.74M (-70.3%)

ABS Error %

Key Metric by Customer

customer	Forecast Accuracy %	Net Error	Risk	Forecast Accuracy LY %	Net Error %
Acclaimed Stores	50.69%	-122555	Out of Stock	8.69%	-16.23%
All-Out	29.09%	-12425	Out of Stock	35.18%	-30.67%
AltiQ Exclusive	71.15%	-191800	Out of Stock	56.78%	-5.73%
Amazon	74.54%	-155116	Out of Stock	48.43%	-2.35%
Argos (Sainsbury's)	56.08%	8033	Excess Inventory	43.27%	4.14%
Atlas Stores	48.16%	99521	Excess Inventory	39.19%	29.63%
Atliq e Store	74.59%	-94643	Out of Stock	55.24%	-2.30%
Atliq Exclusive	42.13%	2714	Excess Inventory	32.66%	0.35%
BestBuy	35.31%	-73279	Out of Stock	7.31%	-16.97%
Billa	18.29%	-37856	Out of Stock	26.05%	-47.09%
Boulanger	58.77%	81786	Excess Inventory	38.12%	18.34%
Chip 7	53.44%	95124	Excess Inventory	41.32%	18.82%
Chiptec	52.54%	72175	Excess Inventory	27.04%	22.07%
Circuit City	35.02%	-84752	Out of Stock	9.90%	-19.00%
Control	47.42%	-64707	Out of Stock	30.41%	-11.99%
Coolblue	52.95%	116840	Excess Inventory	43.16%	26.87%
Costco	49.42%	-24581	Out of Stock	33.18%	-3.50%
Croma	42.78%	45046	Excess Inventory	35.49%	5.96%
Currys (Dixons Carphone)	35.92%	-44680	Out of Stock	35.91%	-35.54%
Total	80.21%	-751714	Out of Stock	72.99%	-1.52%

Accuracy / Net Error Trend



Key Metric by Products

segment	Forecast Accuracy %	Net Error	Risk	Forecast Accuracy LY %	Net Error %
Accessories	77.66%	-2133183	Out of Stock	71.42%	-7.06%
Desktop	84.37%	16205	Excess Inventory	70.07%	11.22%
Networking	90.40%	227056	Excess Inventory	52.50%	8.17%
Notebook	79.99%	-51254	Out of Stock	76.65%	-3.96%
Peripherals	83.23%	-318194	Out of Stock	75.18%	-5.89%
Storage	83.54%	1507656	Excess Inventory	81.01%	15.77%
Total	80.21%	-751714	Out of Stock	72.99%	-1.52%