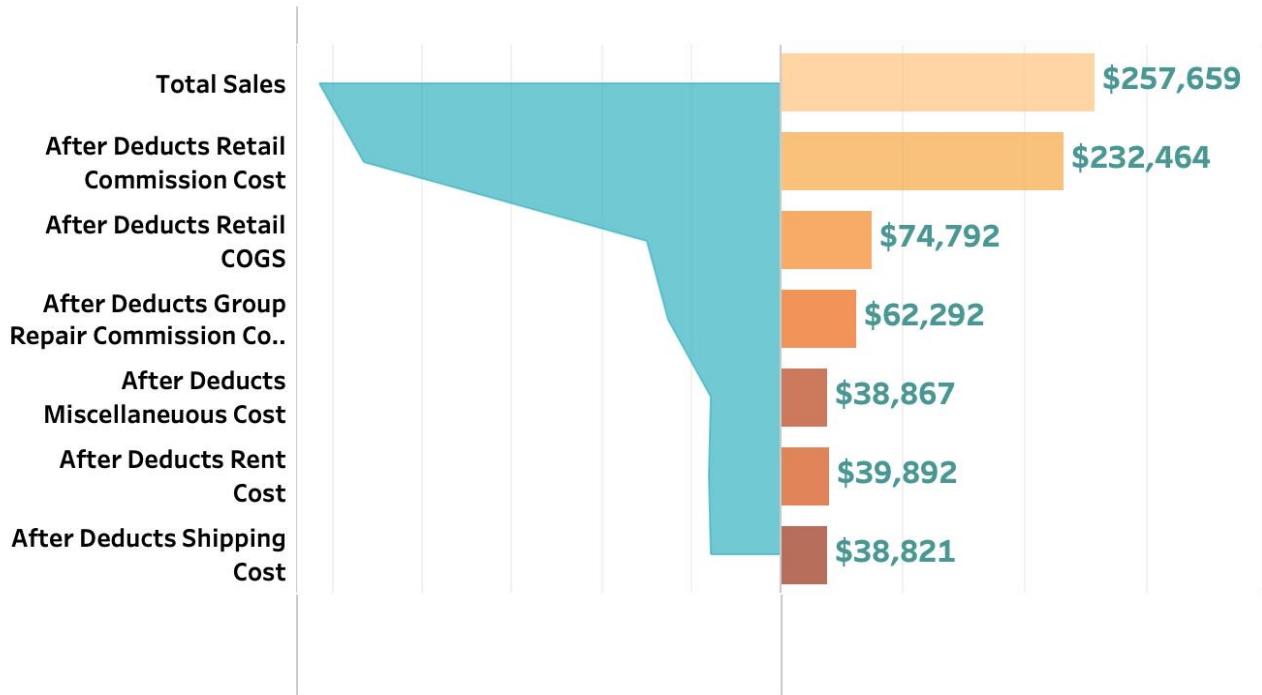


## Net Shareholder Equity via Funnel-Bar Chart

Final Net Income to Business Owners: \$38,821

**NOI 15.07%**



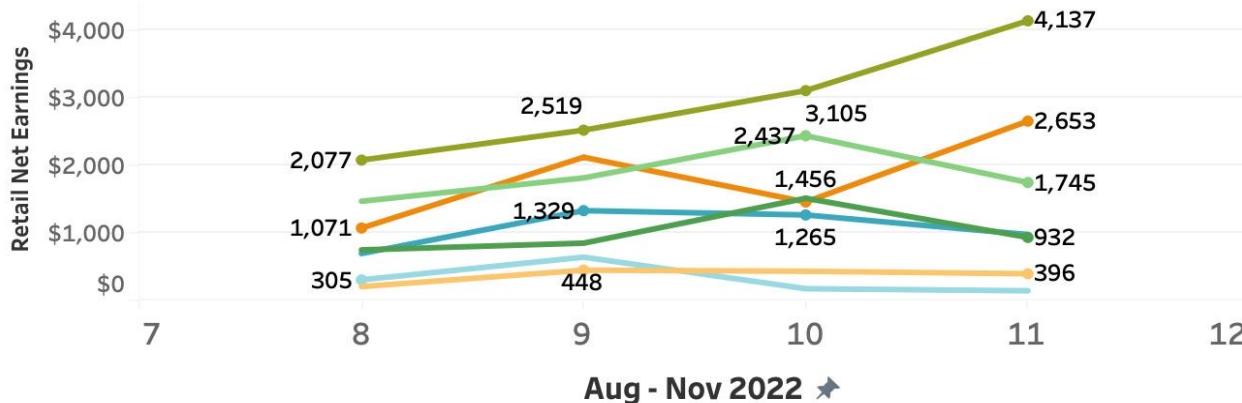
## Segment Profit Ranking

| Category          | 2022     | F |
|-------------------|----------|---|
| Wireless Service  | \$11,838 |   |
| Device Repair     | \$7,463  |   |
| Refurbished Phone | \$7,299  |   |
| Tech Accessories  | \$4,264  |   |
| Brand New Phone   | \$4,040  |   |
| Software Service  | \$1,482  |   |
| TV Box            | \$1,263  |   |

## Monthly Sales Performance

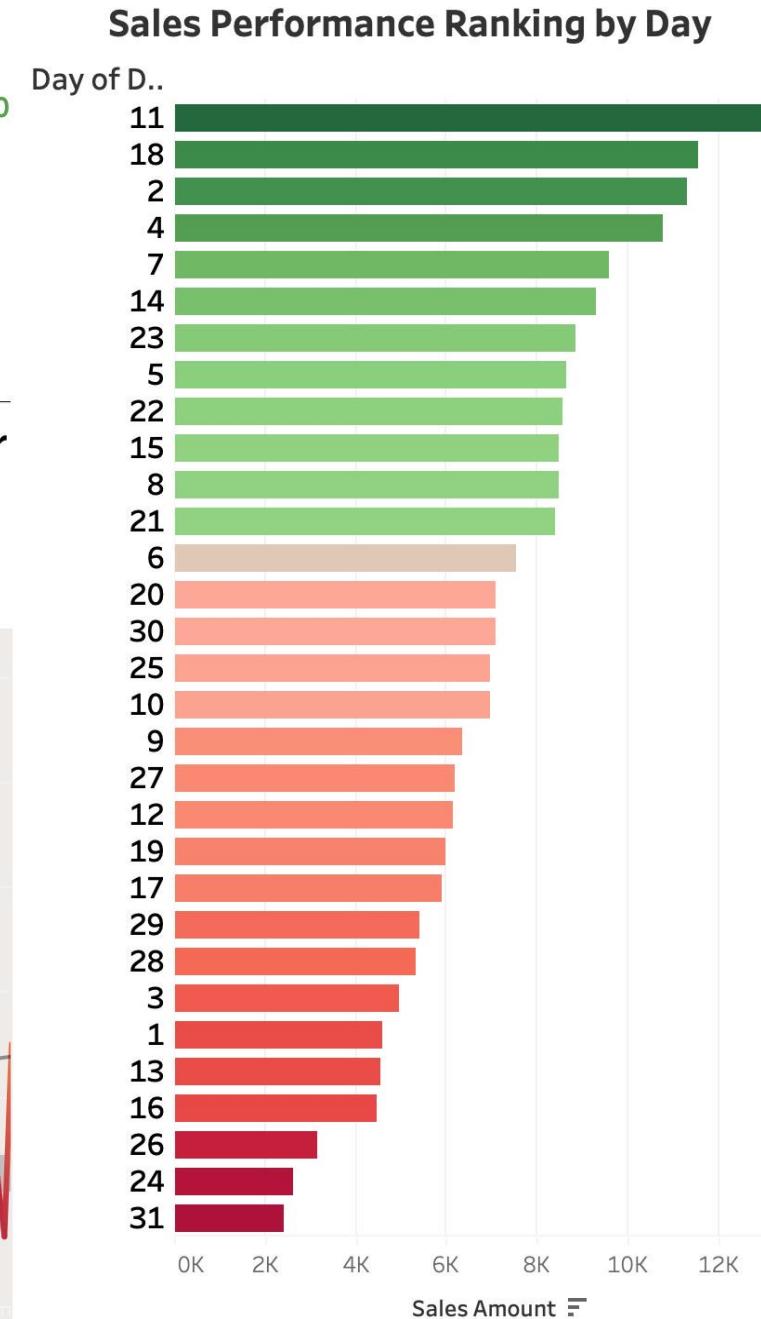
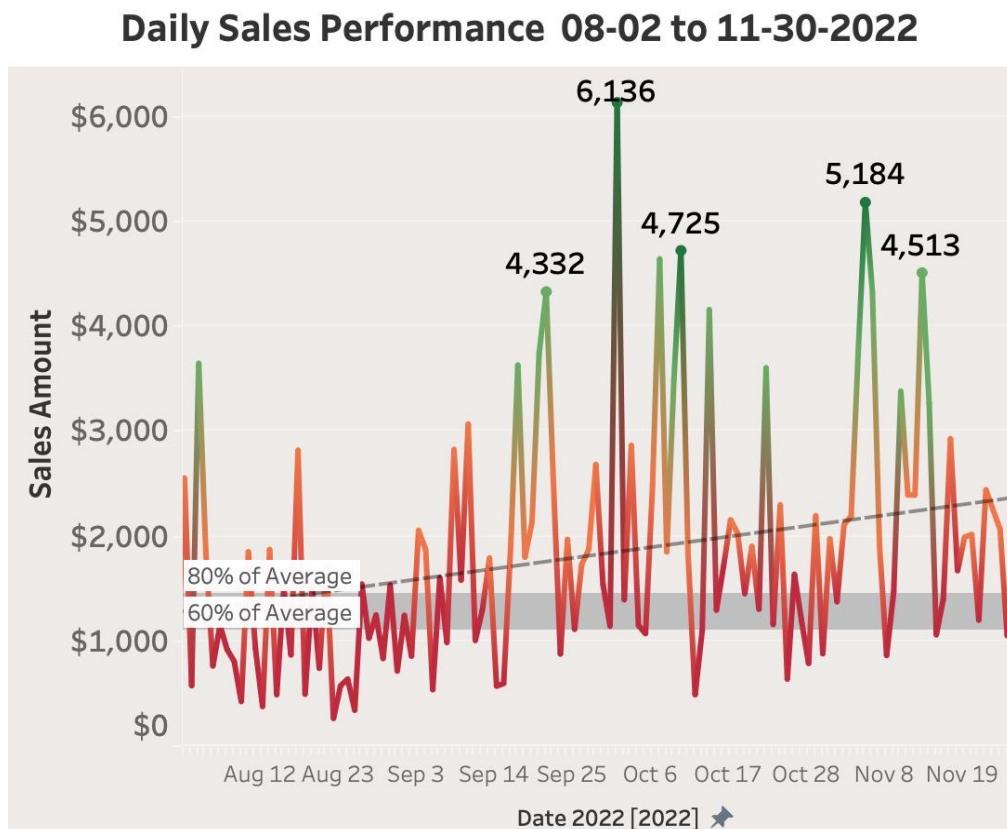


## Monthly Profit Trend by Segment

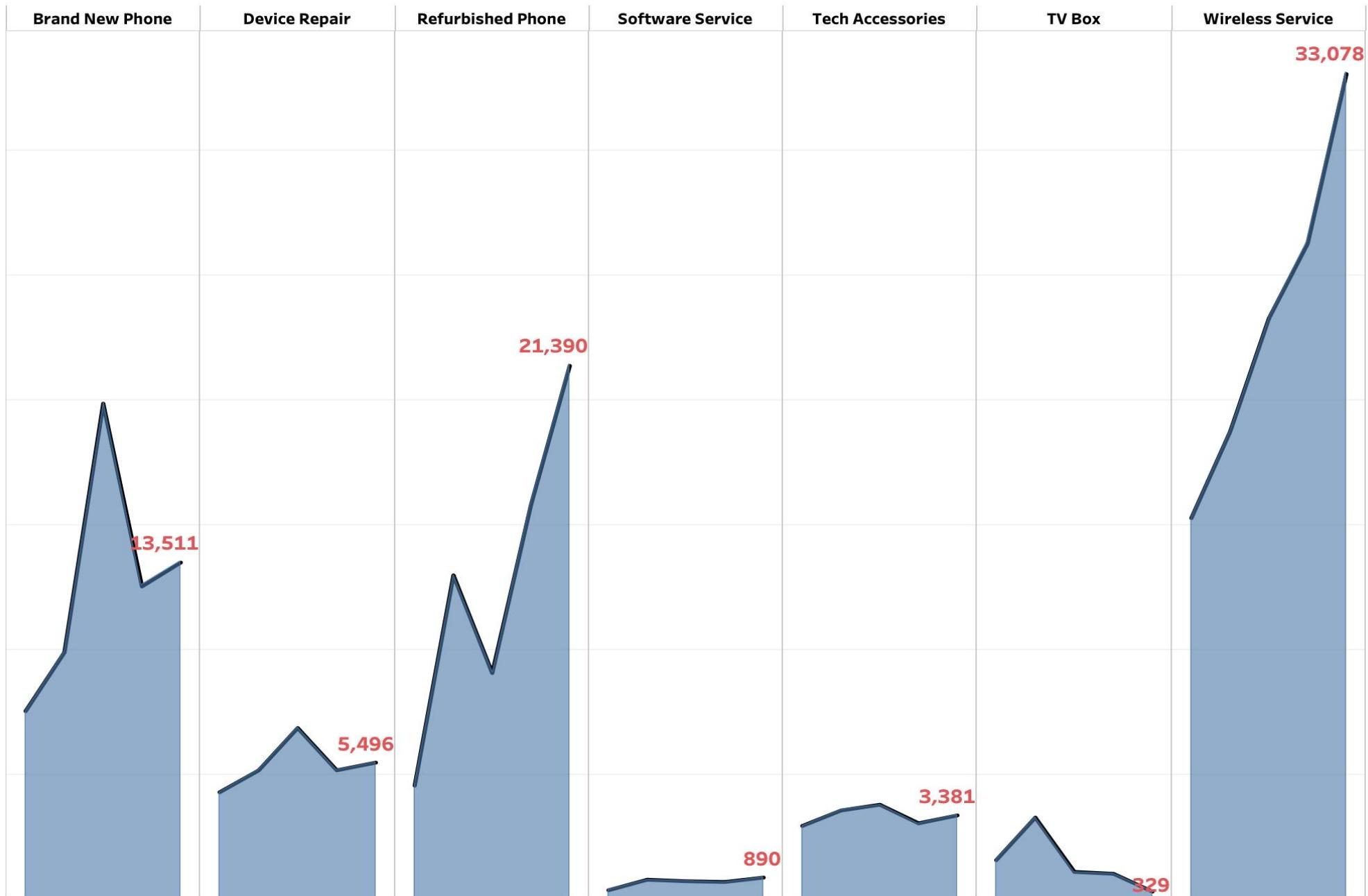


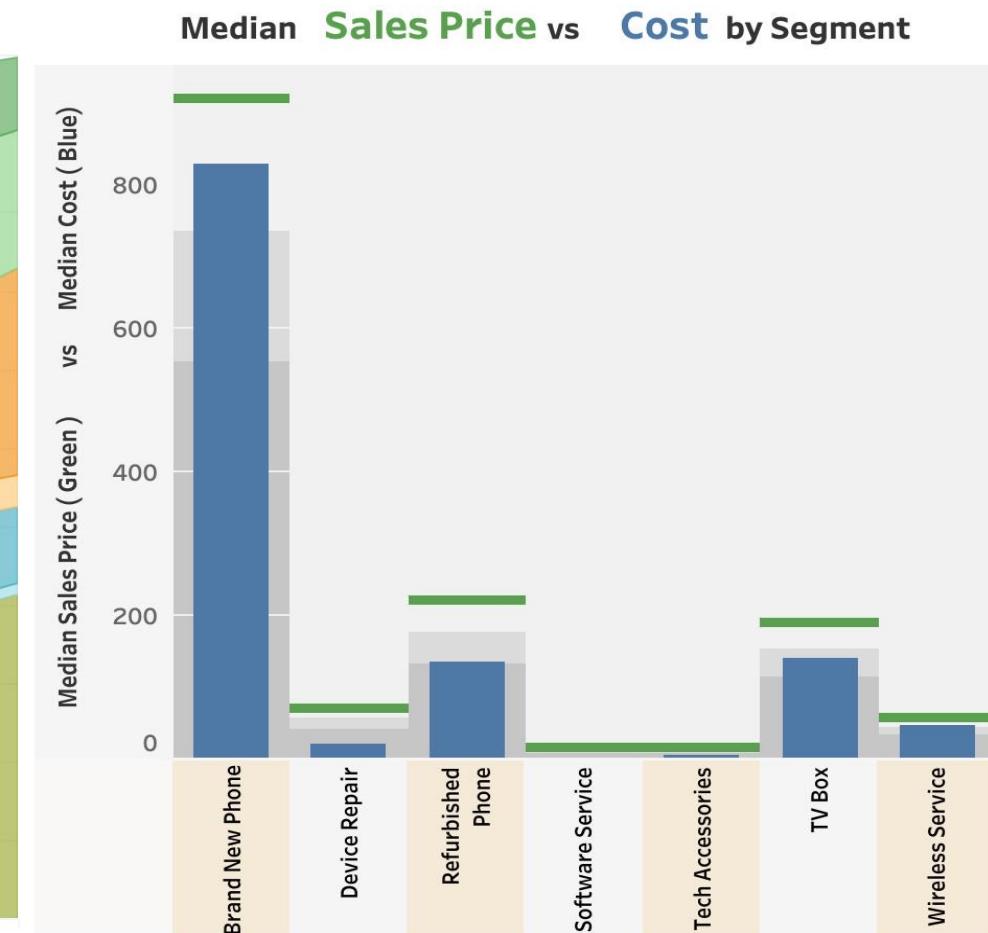
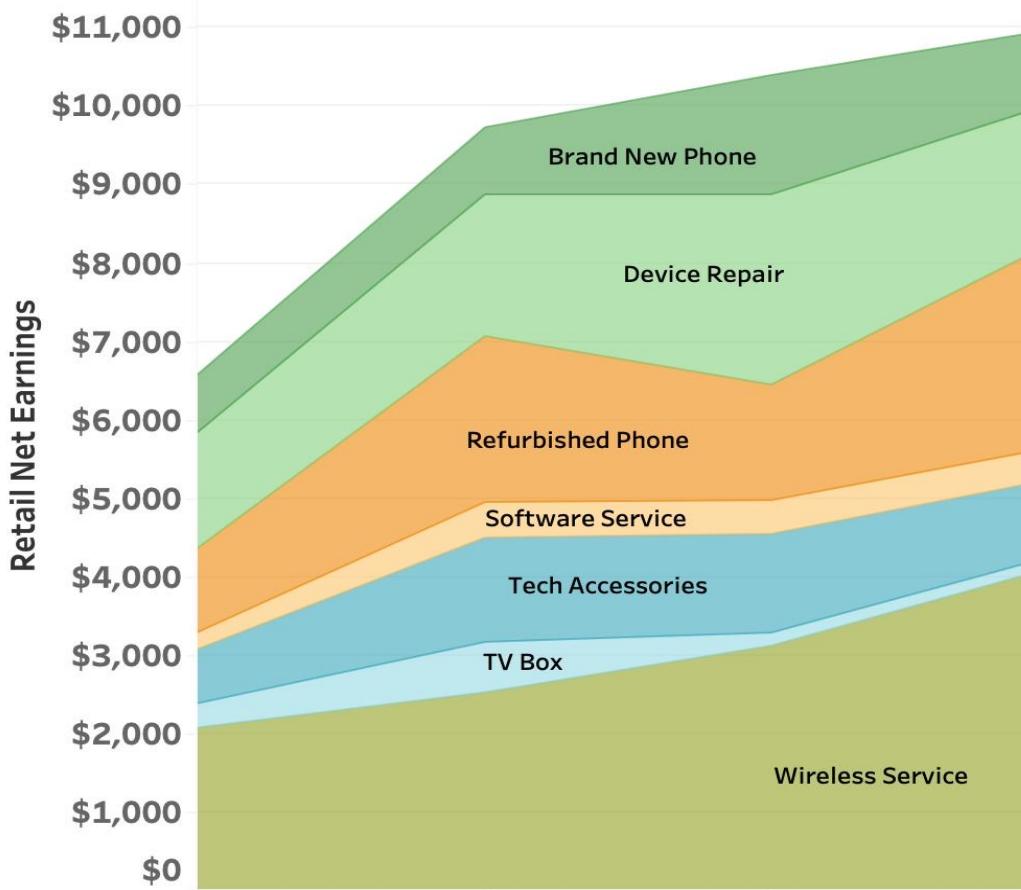
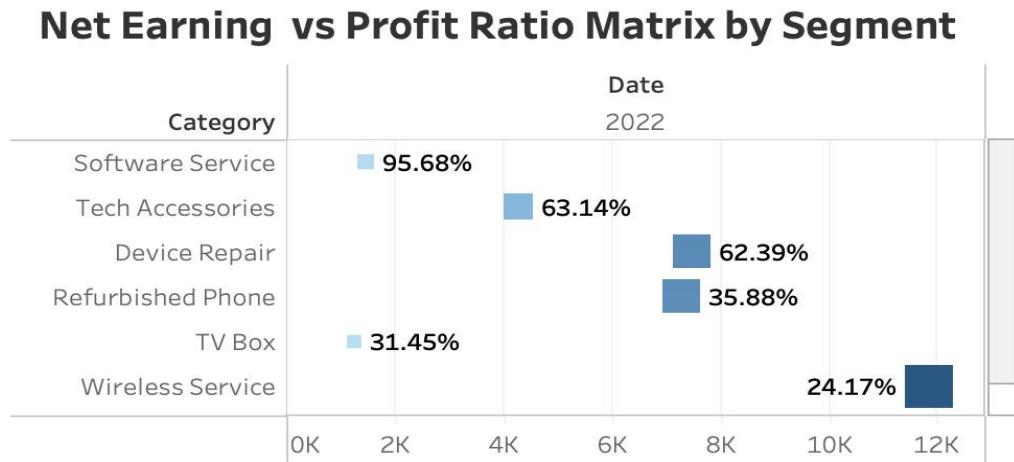
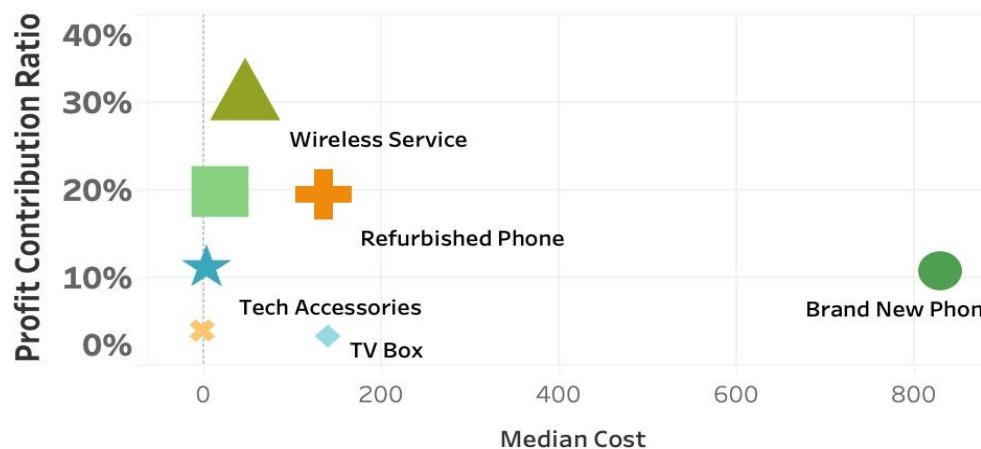
## Category

- Brand New Phone
- Device Repair
- Refurbished Phone
- Software Service
- Tech Accessories
- TV Box
- Wireless Service

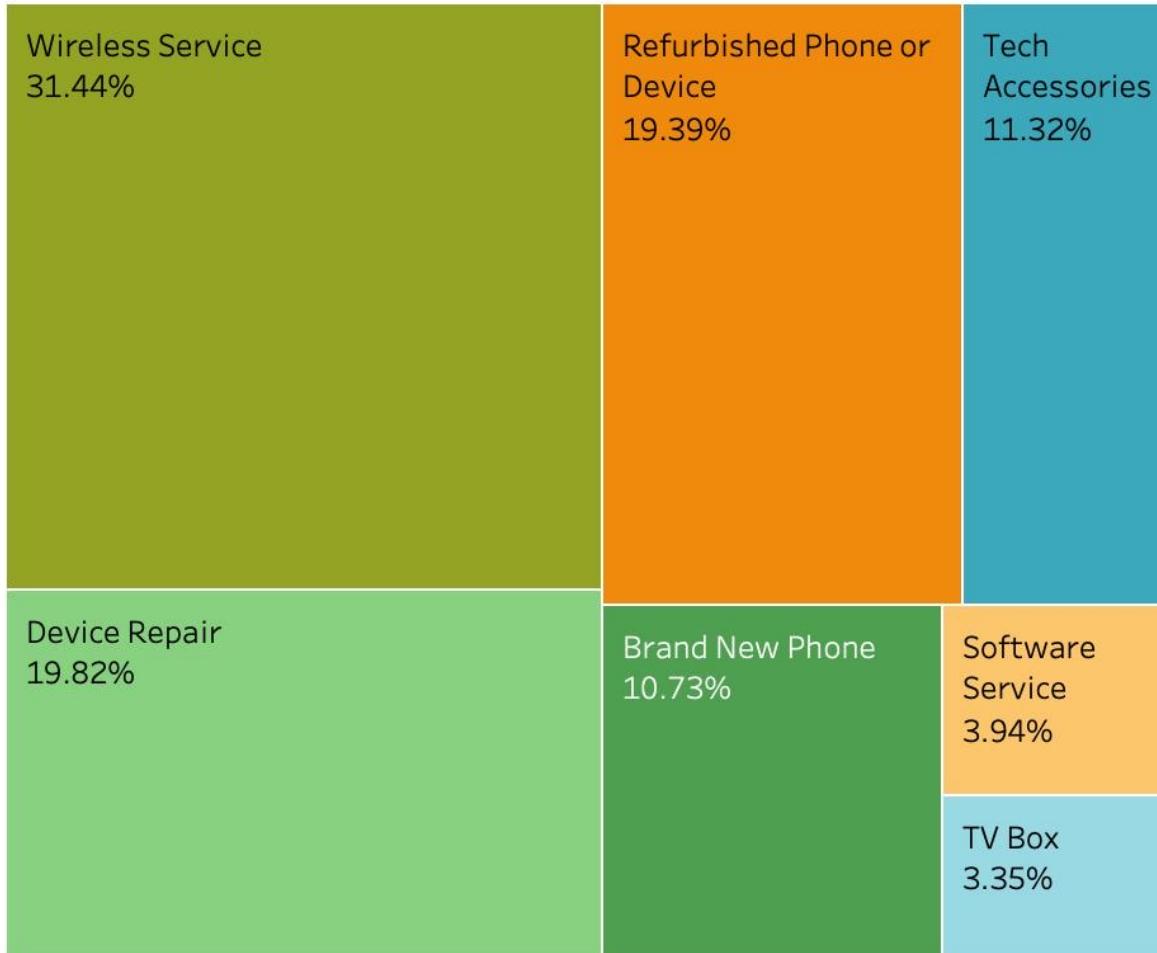


**Sales Monthly Forecast of December 2022  
based on Compound Monthly Growth Rate**





# TreeMap Profit Ratio and Amount by Segment



## Category

- Wireless Service
- Refurbished Ph..
- Brand New Pho..
- TV Box
- Device Repair
- Tech Accessories
- Software Service

Avg. Cost to Profit Ratio

0.115

Profit Contribution Ratio

6.983

0.02%

33.13%

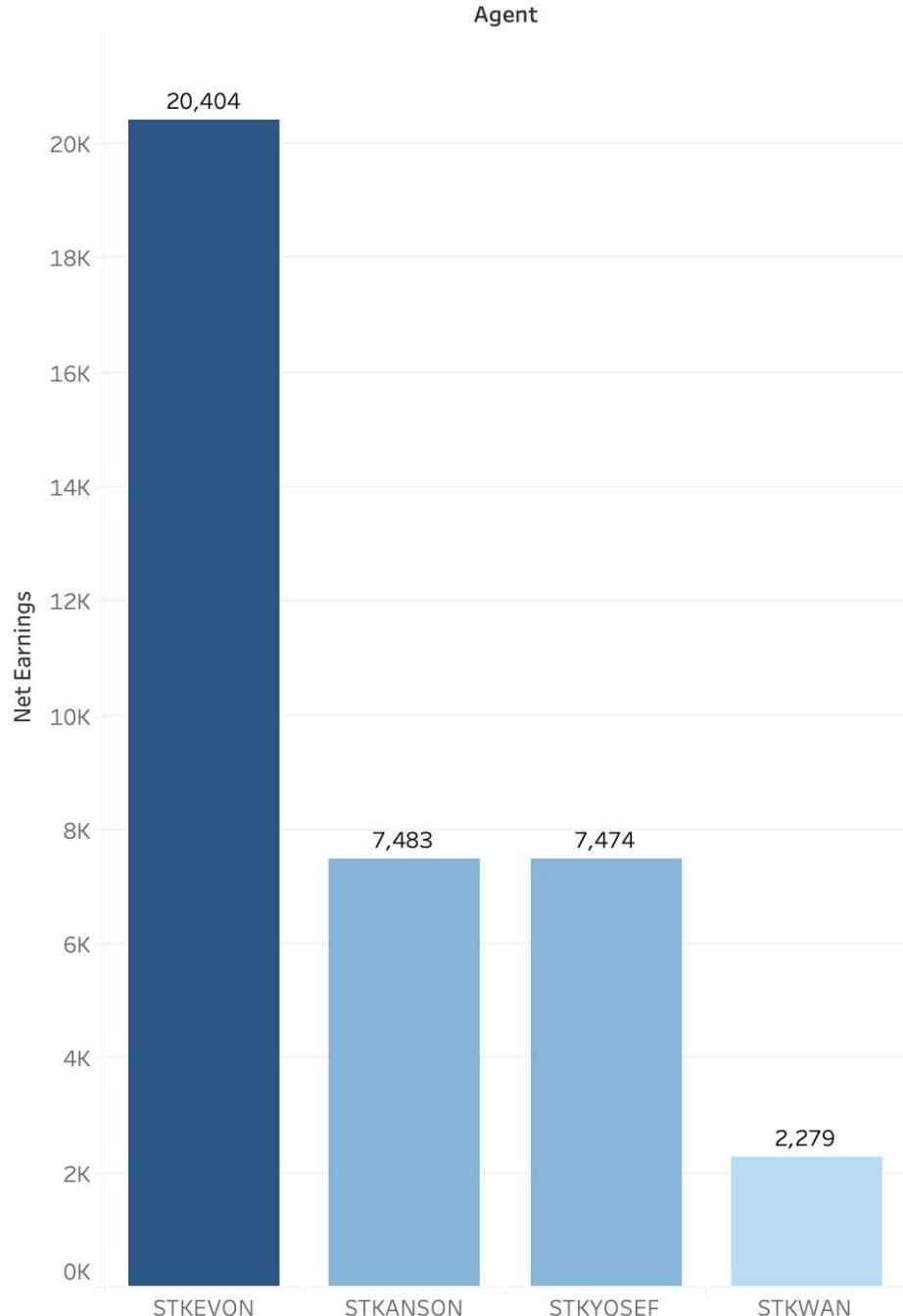
### Cost to Profit Ratio

| Company       | Date | F     |
|---------------|------|-------|
|               | 2022 |       |
| SimpleMobile  |      | 6.983 |
| UltraMobile   |      | 6.563 |
| LycaMobile    |      | 5.720 |
| 3rd Retailer  |      | 5.107 |
| H20           |      | 4.716 |
| Apple         |      | 3.390 |
| HomeX         |      | 3.160 |
| Unblock       |      | 2.809 |
| Fun TV        |      | 1.571 |
| Tmobile       |      | 1.540 |
| H20           |      | 1.326 |
| Samsung       |      | 1.262 |
| Motorola      |      | 1.235 |
| SanDisk       |      | 1.196 |
| TCL           |      | 0.955 |
| InCell        |      | 0.823 |
| Huawei        |      | 0.748 |
| Kiko Wireless |      | 0.590 |
| Chris Retail  |      | 0.580 |
| I&H Group INC |      | 0.566 |
| Shein         |      | 0.419 |
| XiaoMi        |      | 0.250 |
| ZY Cell       |      | 0.115 |

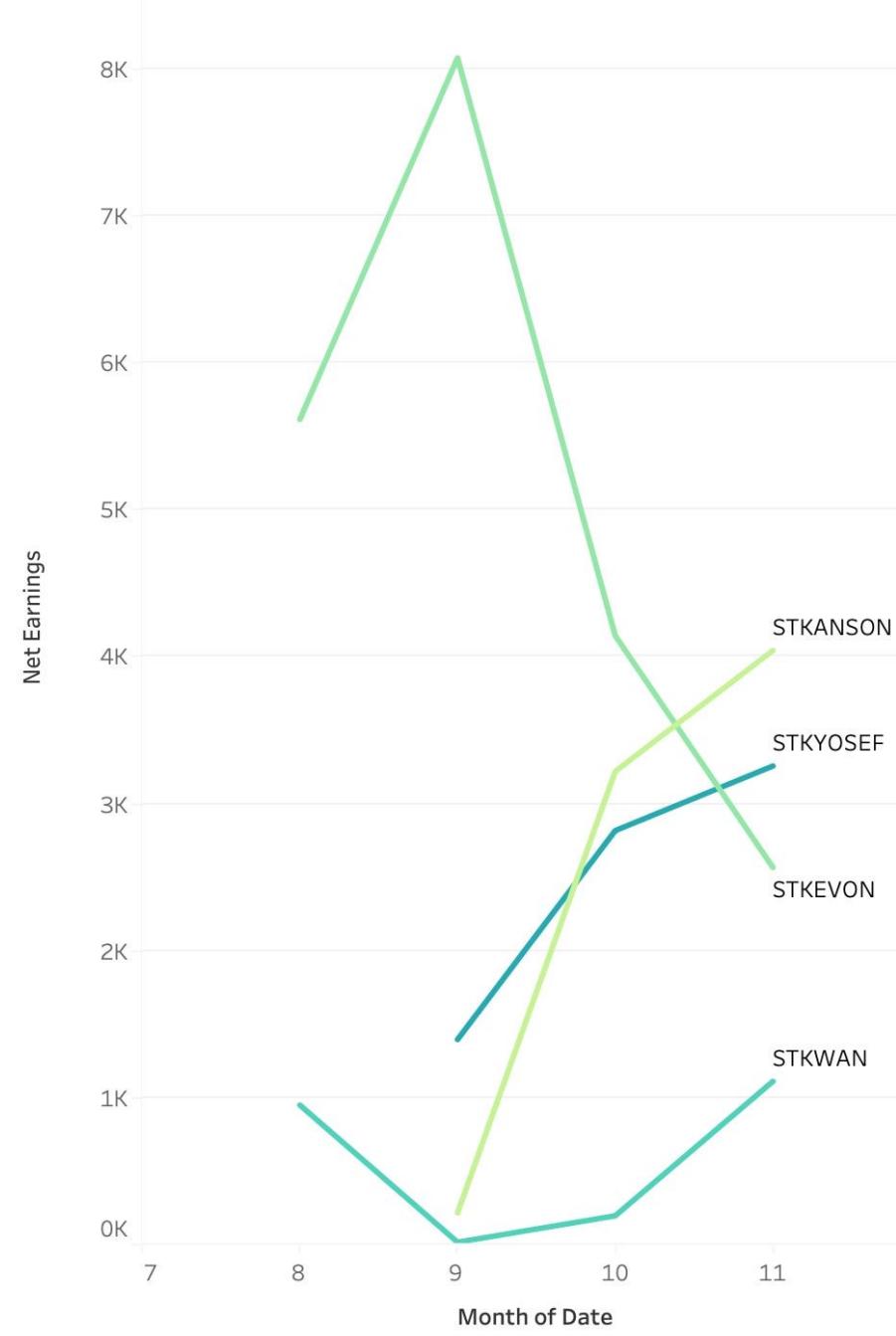
### Profit Contribution Ranking by Company

| 2022          |
|---------------|
| Apple         |
| LycaMobile    |
| InCell        |
| UltraMobile   |
| I&H Group INC |
| ZY Cell       |
| Samsung       |
| H20           |
| Tmobile       |
| Unblock       |
| Kiko Wireless |
| HomeX         |
| SimpleMobile  |
| Huawei        |
| TCL           |
| SanDisk       |
| Motorola      |
| Chris Retail  |
| 3rd Retailer  |
| Fun TV        |
| H20           |
| XiaoMi        |
| Shein         |

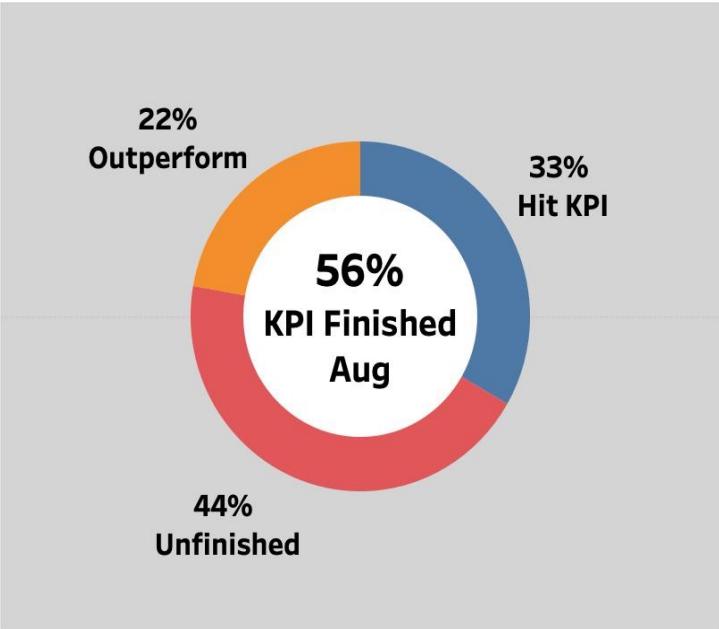
## Agent Total Profit Contribution in USD \$



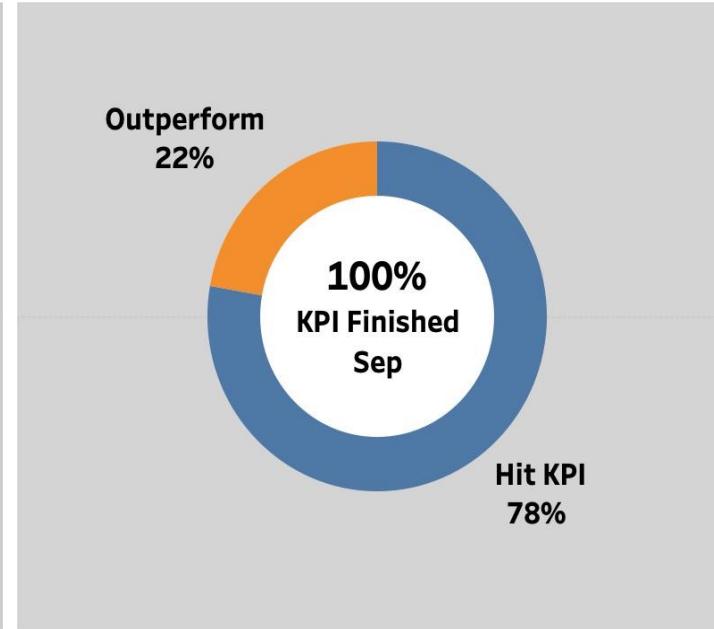
## Agent Performance Seasonal Trend



### August KPI Result Breakdown



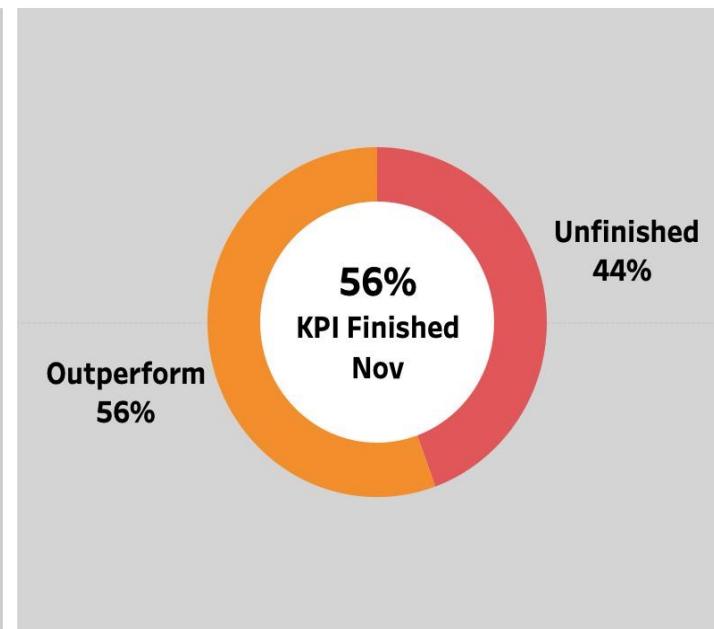
### September KPI Result Breakdown



### October KPI Result Breakdown



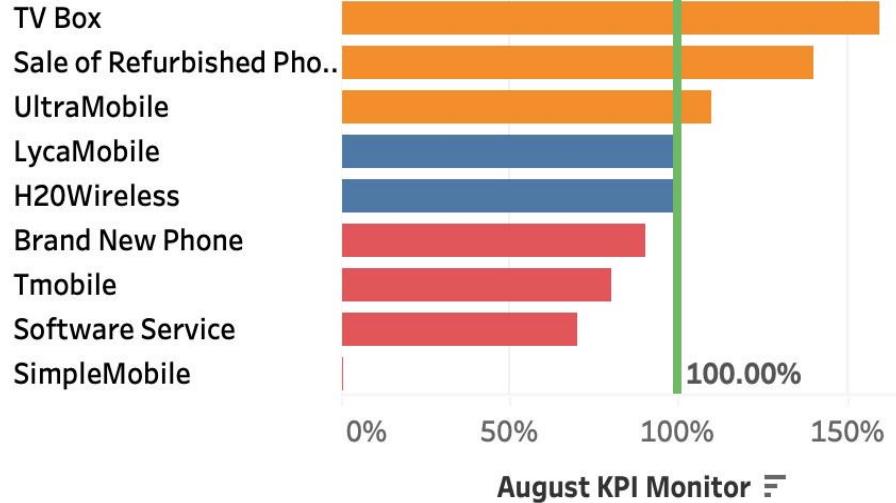
### November KPI Result Breakdown



KPI Result  
Hit KPI  
Unfinished  
Outperform

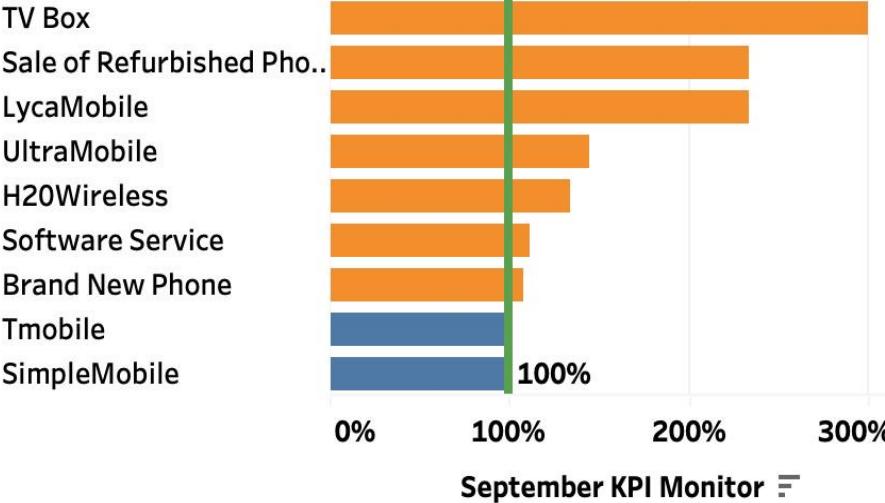
## August Retail KPI Monitor Chart

### KPI



## September Retail KPI Monitor Chart

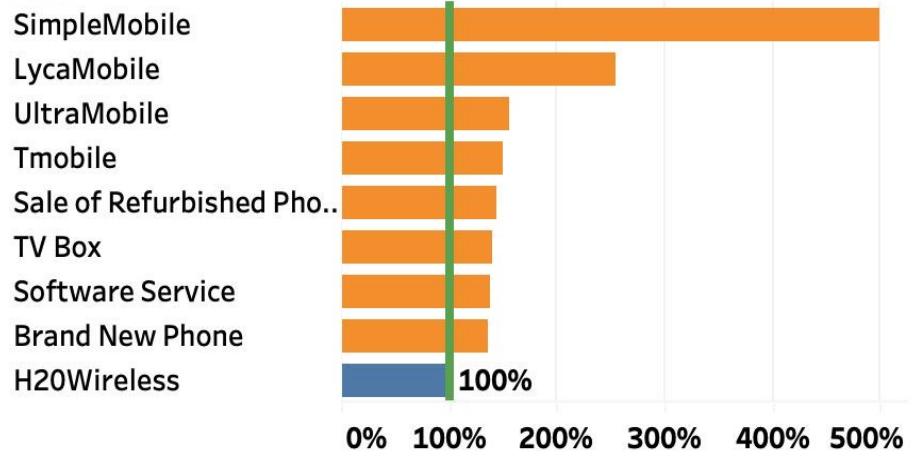
### KPI



KPI Monitor  
Hit KPI  
Outperform  
Underperform

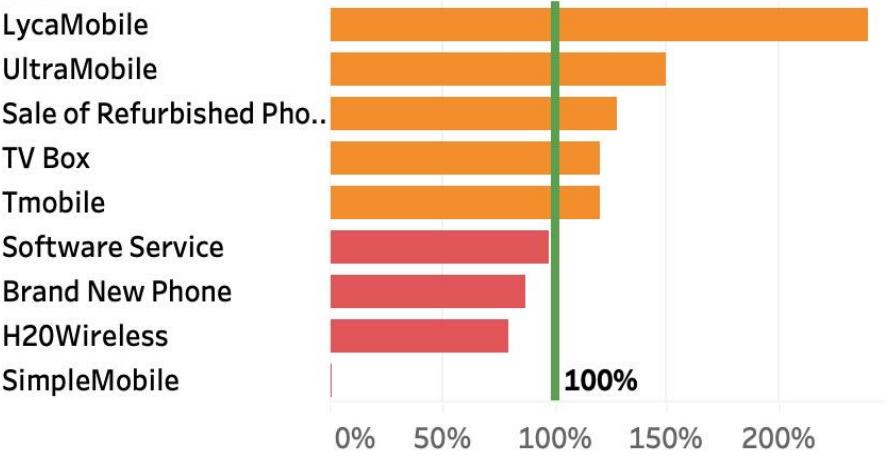
## October Retail KPI Monitor Chart

### KPI



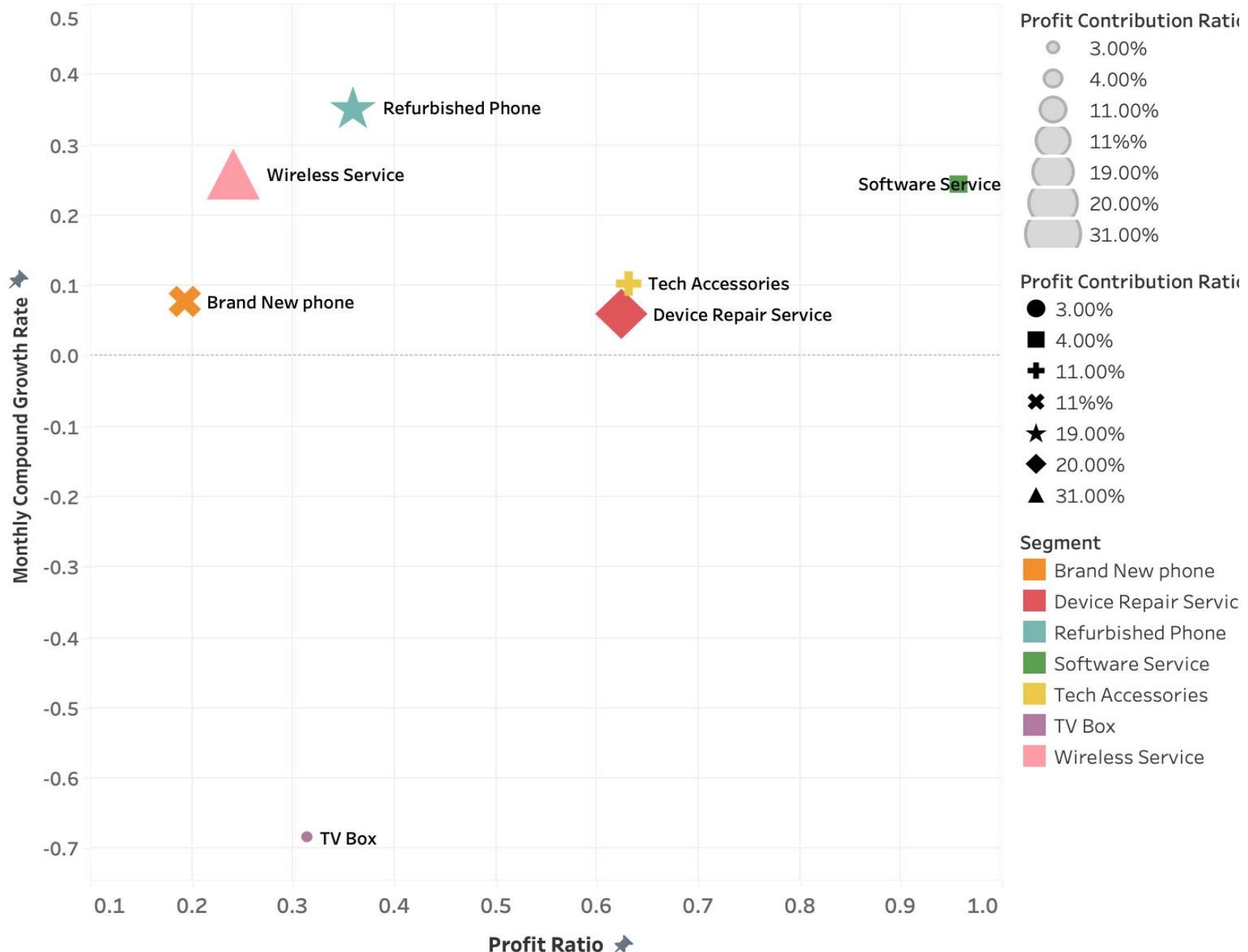
## November Retail KPI Monitor Chart

### KPI



# BCG Matrix Analysis

## Identify High Growth or Lucrative Segment

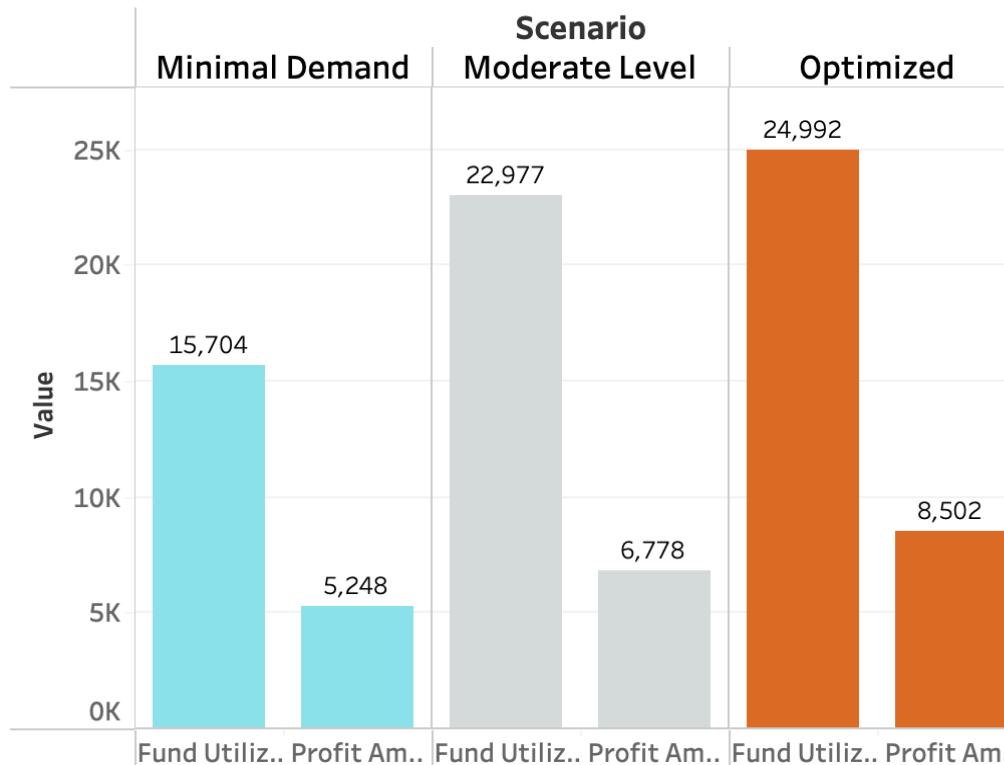


# Monthly Inventory Optimization Analysis ( Simplex LP )

## Monthly Inventory Optimization

**Profit + 62%**

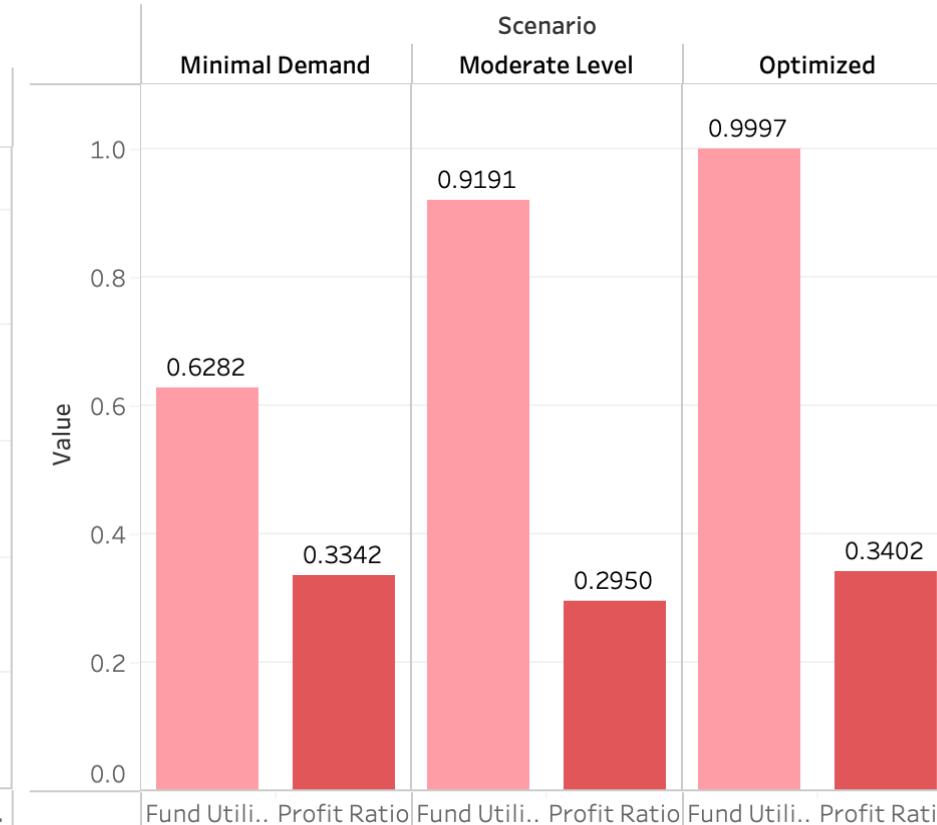
Fully Utilize Budget while Maximizing Monthly Profit



## Monthly Inventory Optimization Result

Fund Utilization Ratio

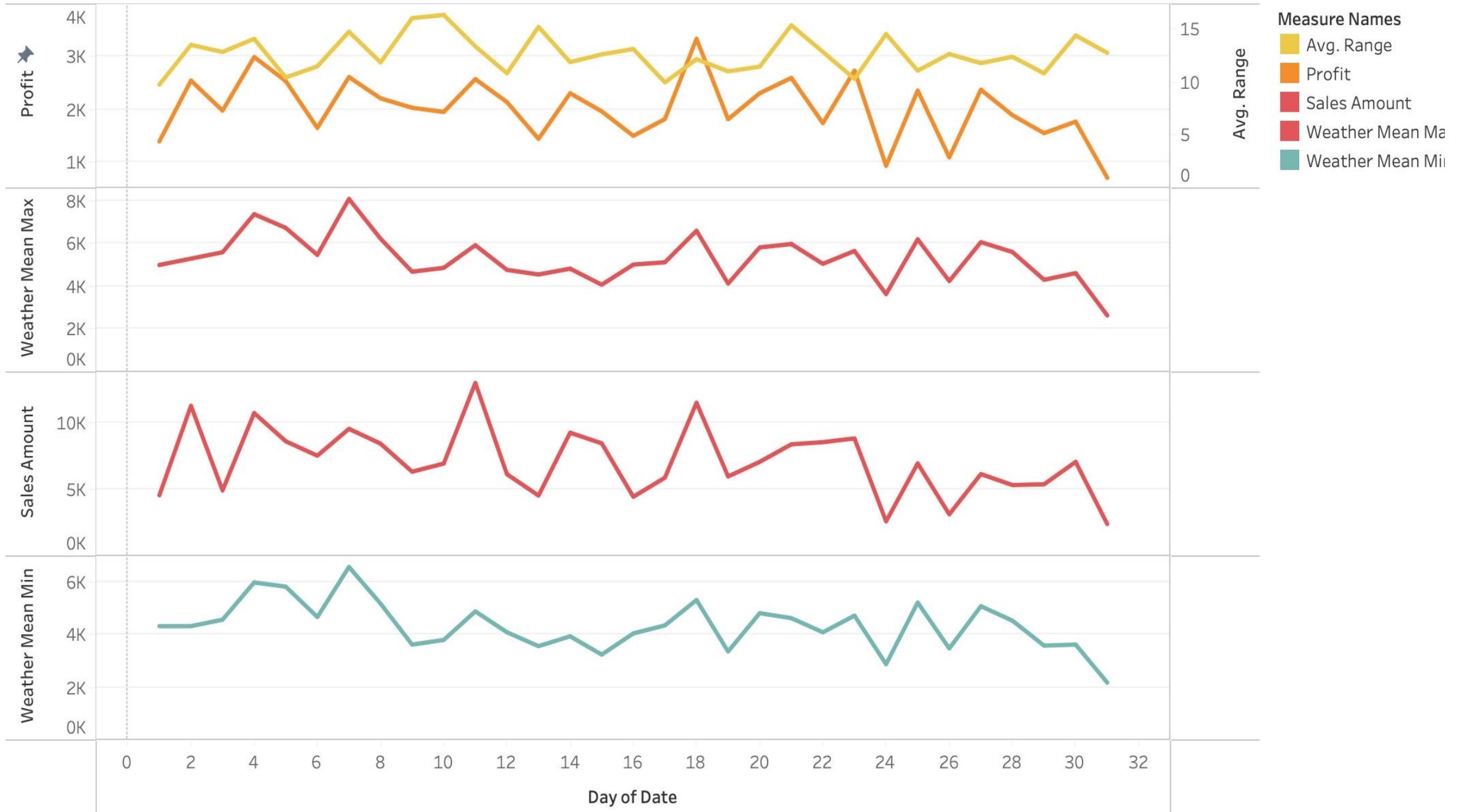
Profit Ratio



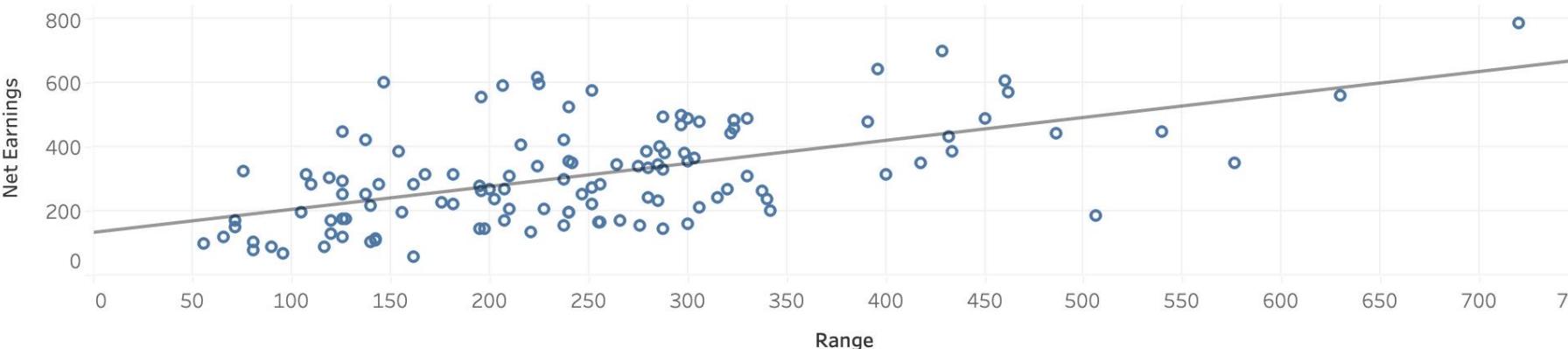
Inventory Combination Optimized

| Inventory Scenario | Phone Case | Unlimited Card | Prepaid Lyca | iphone 8 Used | 13 Pro Max Used | 13 256 GB | SE 2 Used | Lyca 12 GB | iphone14 Plus |
|--------------------|------------|----------------|--------------|---------------|-----------------|-----------|-----------|------------|---------------|
| Minimal            | 30         | 15             |              | 12            | 6               | 7         | 5         | 16         | 2             |
| Moderate           | 80         | 10             |              | 12            | 12              | 10        | 6         | 10         | 3             |
| Optimized          | 55         | 18             |              | 16            | 14              | 8         | 14        | 20         | 3             |

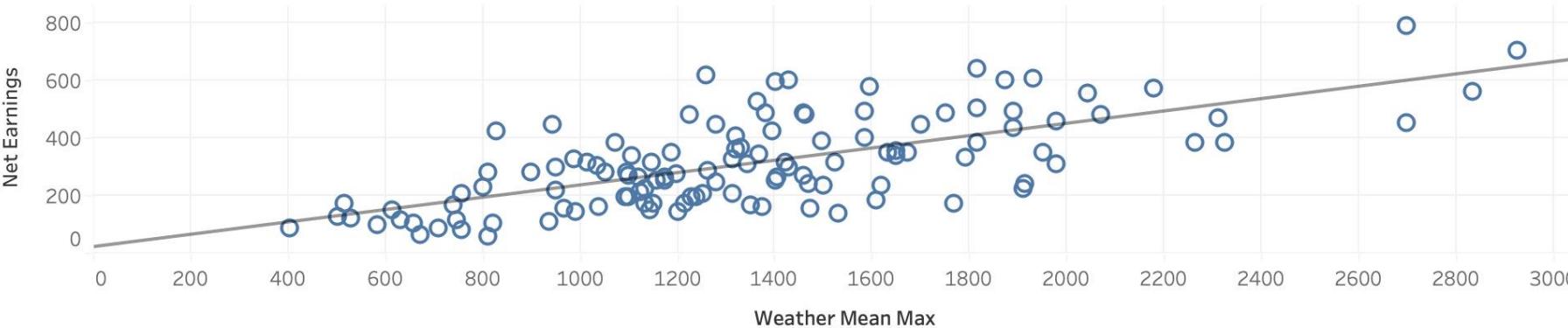
# Daily Temperature and Sales Performance



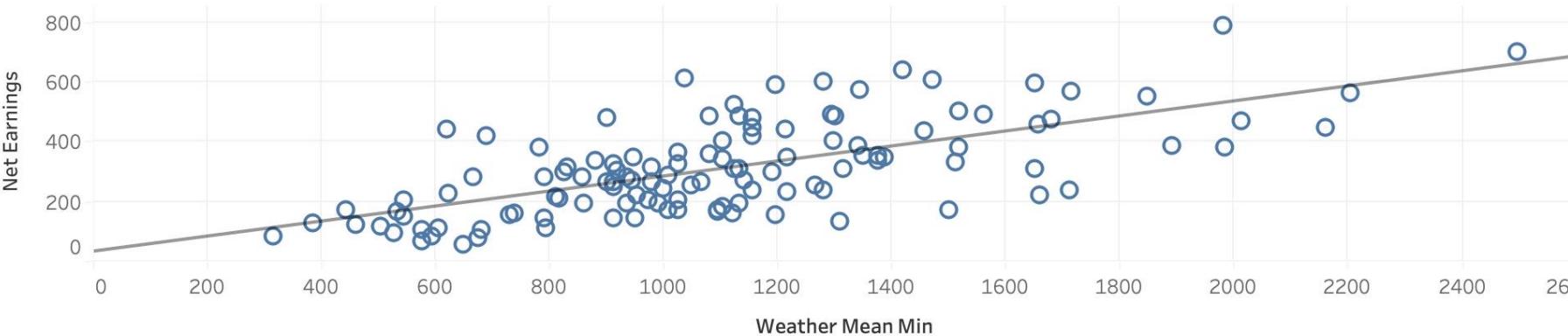
### Net Earnings vs Daily Temperature Range



### Net Earnings vs Daily Max



### Net Earnings vs Daily Weather Mean Min



### Trend Lines Model

A linear trend model is computed for sum of Net Earnings given sum of Range. The model may be significant at p <= 0.05.

**Model formula:** ( Range + intercept )

**Number of modeled observations:** 121

**Number of filtered observations:** 0

**Model degrees of freedom:** 2

**Residual degrees of freedom (DF):** 119

**SSE (sum squared error):** 1.97175e+06

**MSE (mean squared error):** 16569.3

**R-Squared:** 0.317227

**Standard error:** 128.722

**p-value (significance):** < 0.0001

#### Individual trend lines:

| Panes        |        | Line     |     | Coefficients |          |           |         |          |  |
|--------------|--------|----------|-----|--------------|----------|-----------|---------|----------|--|
| Row          | Column | p-value  | DF  | Term         | Value    | StdErr    | t-value | p-value  |  |
| Net Earnings | Range  | < 0.0001 | 119 | Range        | 0.717949 | 0.0965545 | 7.43568 | < 0.0001 |  |
|              |        |          |     | intercept    | 132.247  | 26.7531   | 4.94324 | < 0.0001 |  |

### Trend Lines Model

A linear trend model is computed for sum of Net Earnings given sum of Weather Mean Min. The model may be significant at p <= 0.05.

**Model formula:** ( Weather Mean Min + intercept )

**Number of modeled observations:** 121

**Number of filtered observations:** 0

**Model degrees of freedom:** 2

**Residual degrees of freedom (DF):** 119

**SSE (sum squared error):** 1.62802e+06

**MSE (mean squared error):** 13680.9

**R-Squared:** 0.436252

**Standard error:** 116.965

**p-value (significance):** < 0.0001

#### Individual trend lines:

| Panes        |                  | Line     |     | Coefficients     |          |           |         |          |  |
|--------------|------------------|----------|-----|------------------|----------|-----------|---------|----------|--|
| Row          | Column           | p-value  | DF  | Term             | Value    | StdErr    | t-value | p-value  |  |
| Net Earnings | Weather Mean Min | < 0.0001 | 119 | Weather Mean Min | 0.251694 | 0.0262285 | 9.59621 | < 0.0001 |  |
|              |                  |          |     | intercept        | 32.0936  | 30.9614   | 1.03657 | 0.302039 |  |

### Trend Lines Model

A linear trend model is computed for sum of Net Earnings given sum of Weather Mean Max. The model may be significant at p <= 0.05.

**Model formula:** ( Weather Mean Max + intercept )

**Number of modeled observations:** 121

**Number of filtered observations:** 0

**Model degrees of freedom:** 2

**Residual degrees of freedom (DF):** 119

**SSE (sum squared error):** 1.54459e+06

**MSE (mean squared error):** 12979.7

**R-Squared:** 0.465143

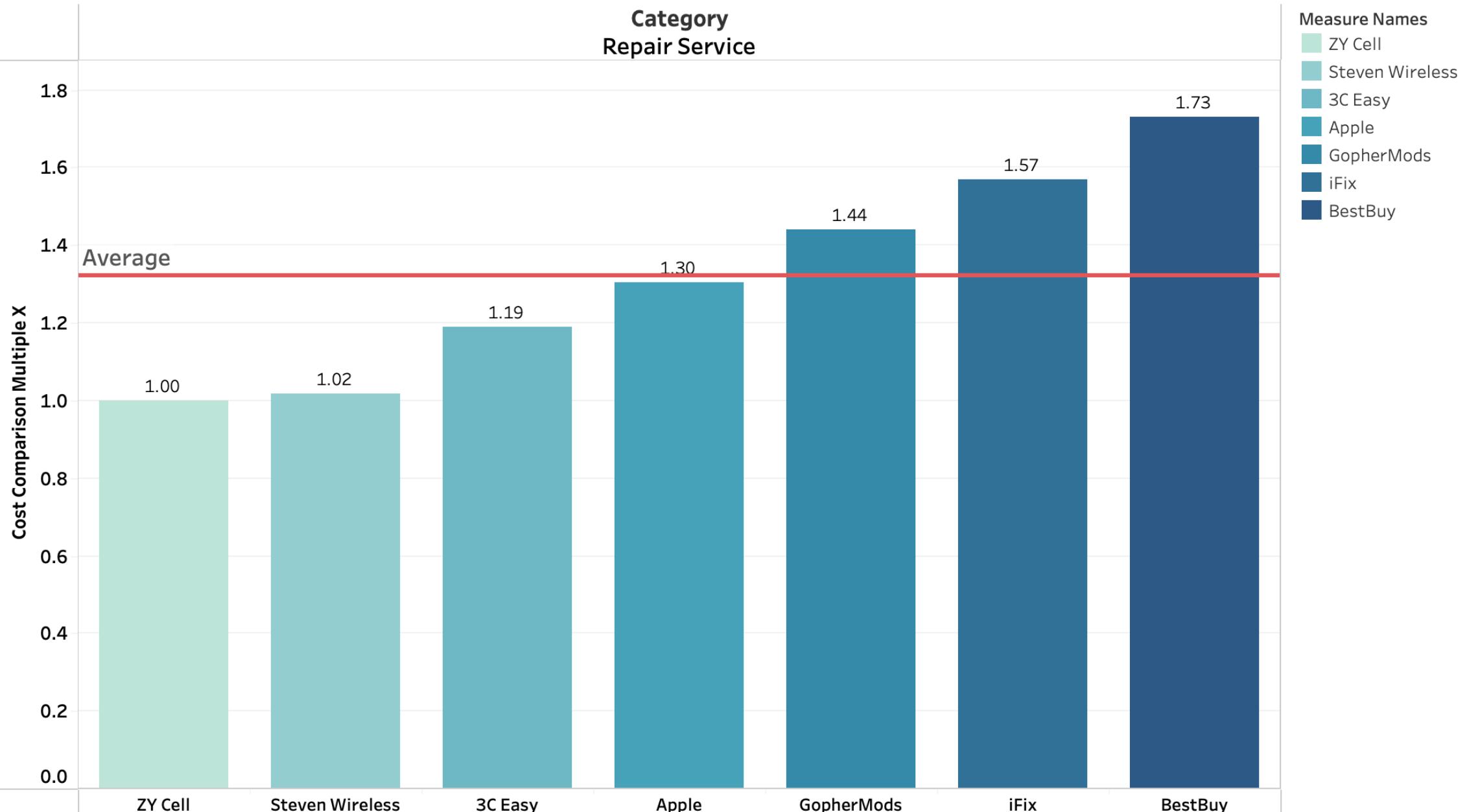
**Standard error:** 113.929

**p-value (significance):** < 0.0001

#### Individual trend lines:

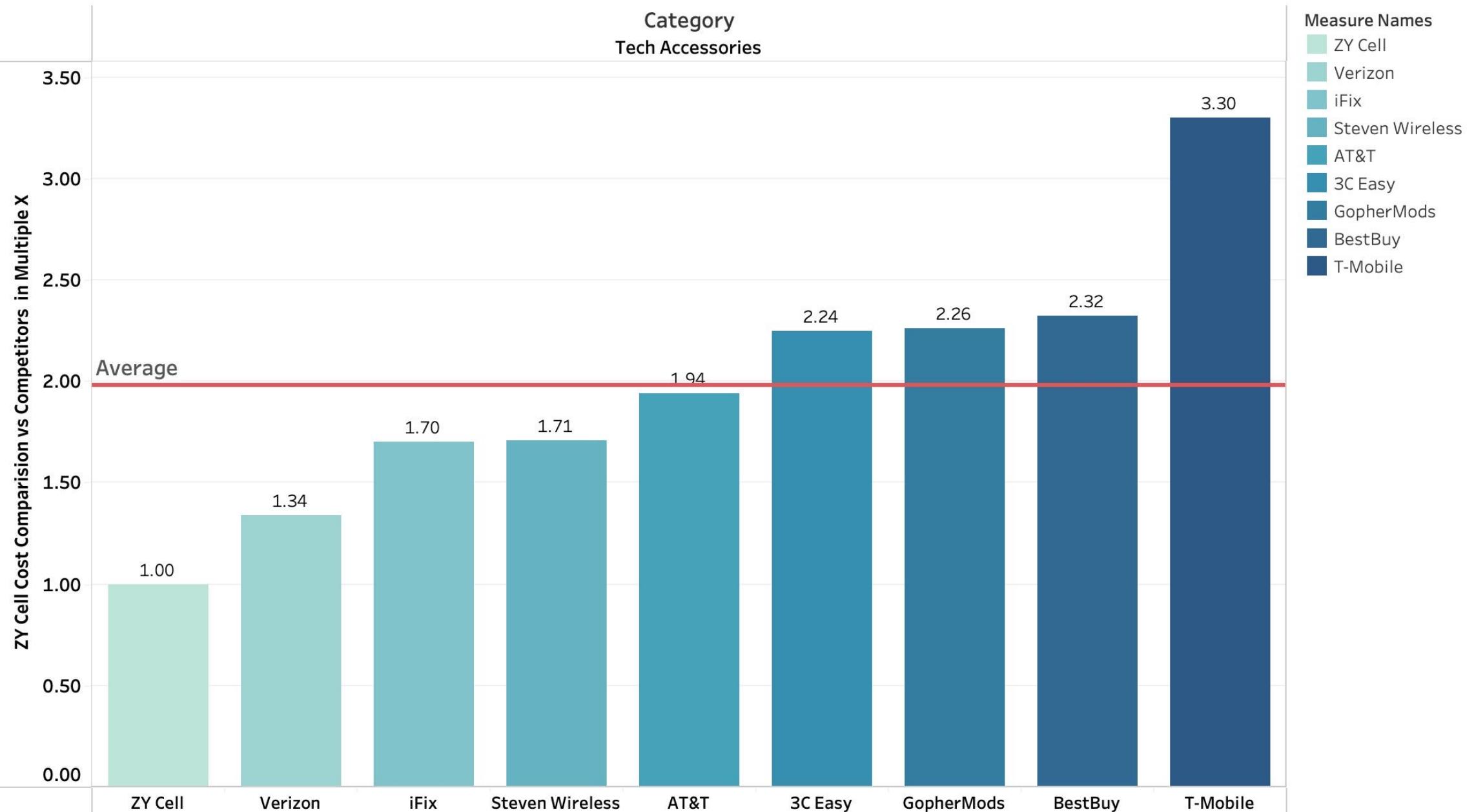
| Panes        |                  | Line     |     | Coefficients     |          |           |          |          |  |
|--------------|------------------|----------|-----|------------------|----------|-----------|----------|----------|--|
| Row          | Column           | p-value  | DF  | Term             | Value    | StdErr    | t-value  | p-value  |  |
| Net Earnings | Weather Mean Max | < 0.0001 | 119 | Weather Mean Max | 0.213848 | 0.0210211 | 10.173   | < 0.0001 |  |
|              |                  |          |     | intercept        | 20.7685  | 30.3639   | 0.683987 | 0.495313 |  |

# Strategy Positioning - Repair Service - Cost Leadership



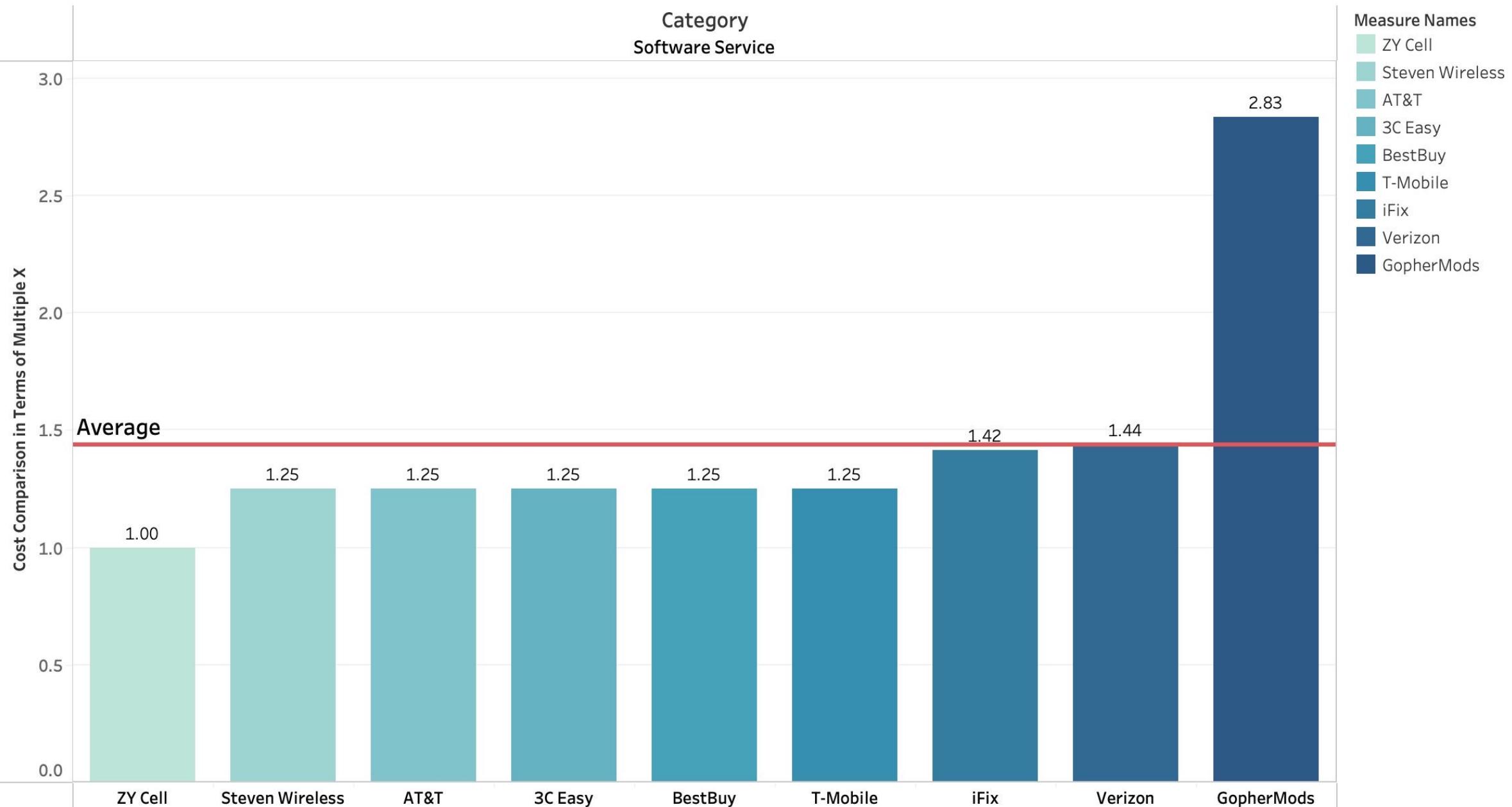
3C Easy, Apple, BestBuy, GopherMods, Steven Wireless, ZY Cell and iFix for each Category. Color shows details about 3C Easy, Apple, BestBuy, GopherMods, Steven Wireless, ZY Cell and iFix. The view is filtered on Category, which keeps Repair Service.

# Tech Accessories - Strategy Positioning- Cost Leadership



3C Easy, AT&T, BestBuy, GopherMods, Steven Wireless, T-Mobile, Verizon, ZY Cell and iFix for each Category. Color shows details about 3C Easy, AT&T, BestBuy, GopherMods, Steven Wireless, T-Mobile, Verizon, ZY Cell and iFix. The view is filtered on Category, which keeps Tech Accessories.

# Strategy Positioning- Software Service -Cost Leadership



3C Easy, AT&T, BestBuy, GopherMods, Steven Wireless, T-Mobile, Verizon, ZY Cell and iFix for each Category. Color shows details about 3C Easy, AT&T, BestBuy, GopherMods, Steven Wireless, T-Mobile, Verizon, ZY Cell and iFix. The view is filtered on Category, which keeps Software Service.