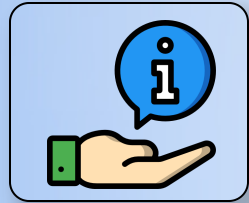




## Business Insights 360



### Information

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



### Finance View

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



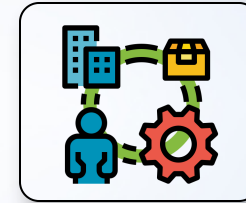
### Sales View

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



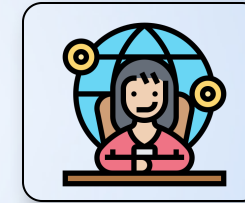
### Marketing View

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 executive consolidating top insights from all dimensions of business.



### Support

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



Region / Market  
All

Customer  
All

Segment / Categ...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

**\$111.37M**✓

Last Year: \$29.11M

(+282.57%)

**Net Sales**

**41.20%**✓

Last Year: 37.43% (+10.08%)

**Gross Margin %**

**2.21%**✓

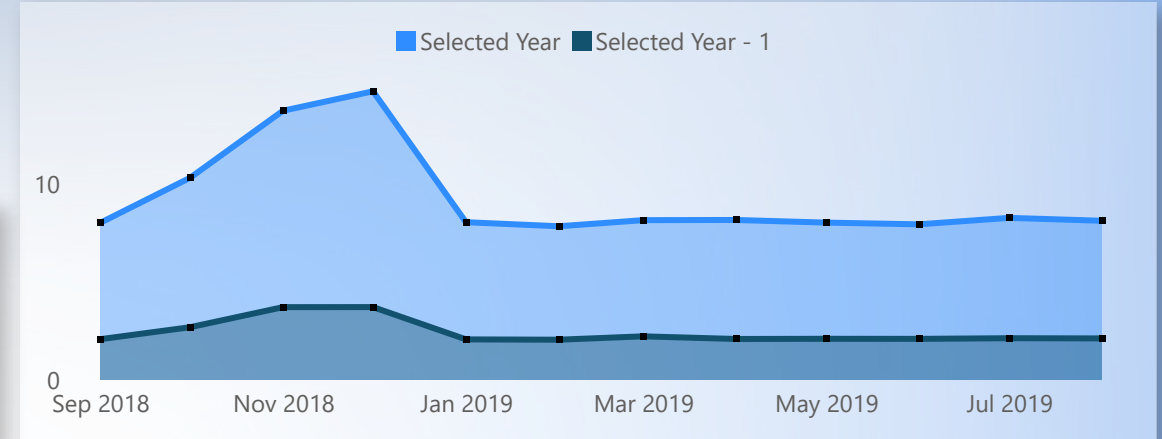
Last Year: -4.38% (+150.38%)

**Net Profit %**

### Profit and Loss Statement

Line Item	2019	Last Year	YoY Change	YoY Change %
Net Profit %	2.21	-4.38	6.59	-150.38
Net Profit	2.46	-1.28	3.74	-292.73
Operational Expense	-43.43	-12.17	-31.26	256.76
GM / Unit	4.25	3.15	1.10	34.88
Gross Margin %	41.20	37.43	3.77	10.08
Gross Margin	45.89	10.90	34.99	321.12
Total COGS	65.49	18.22	47.27	259.51
- Other Cost	0.51	0.09	0.42	449.41
- Freight Cost	2.64	0.73	1.91	262.83
- Manufacturing Cost	62.34	17.40	44.94	258.35
Net Sales	111.37	29.11	82.26	282.57
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
- Post Deductions	20.53	4.63	15.90	343.68
- Post Discounts	29.72	10.66	19.06	178.70
Net Invoice Sales	161.62	44.40	117.22	263.99
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Gross Sales	209.06	58.32	150.74	258.47

### Net Sales Performance Over Time



### Top / Bottom Products & Customers By Net Sales

Region	P & L Values	P & L YoY Change %	Segment	P & L Values	P & L YoY Change %
APAC	71.33	245.08	Accessories	28.04	213.09
EU	17.22	881.12	Desktop		0.00
LATAM	0.83	320.47	Networking	17.36	436.97
NA	22.01	239.00	Notebook	32.40	336.01
Total	111.37	282.57	Peripherals	19.73	159.47
			Storage	13.84	633.77
			Total	111.37	282.57



Region / Market  
All

Customer  
All

Segment / Categ...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

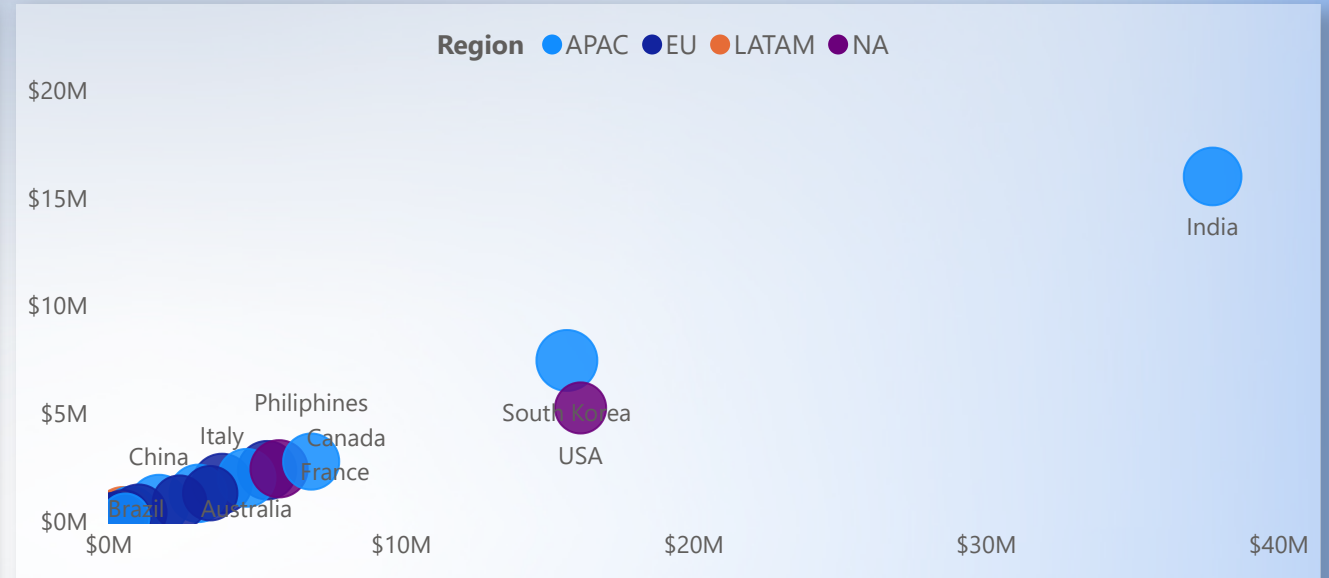
YTD

YTG

### Customer Performance

Customer	Net Sales \$	Gross Margin \$	Gross Margin %
Acclaimed Stores	\$1.75M	\$0.59M	33.50%
AltiQ Exclusive	\$9.91M	\$5.01M	50.58%
Amazon	\$15.35M	\$6.38M	41.57%
Argos (Sainsbury's)	\$0.43M	\$0.18M	43.03%
Atlas Stores	\$0.22M	\$0.09M	39.84%
Atliq e Store	\$9.15M	\$3.75M	40.99%
Atliq Exclusive	\$1.82M	\$0.67M	36.58%
BestBuy	\$1.04M	\$0.33M	31.46%
Billa	\$0.36M	\$0.14M	40.48%
<b>Total</b>	<b>\$111.37M</b>	<b>\$45.89M</b>	<b>41.20%</b>

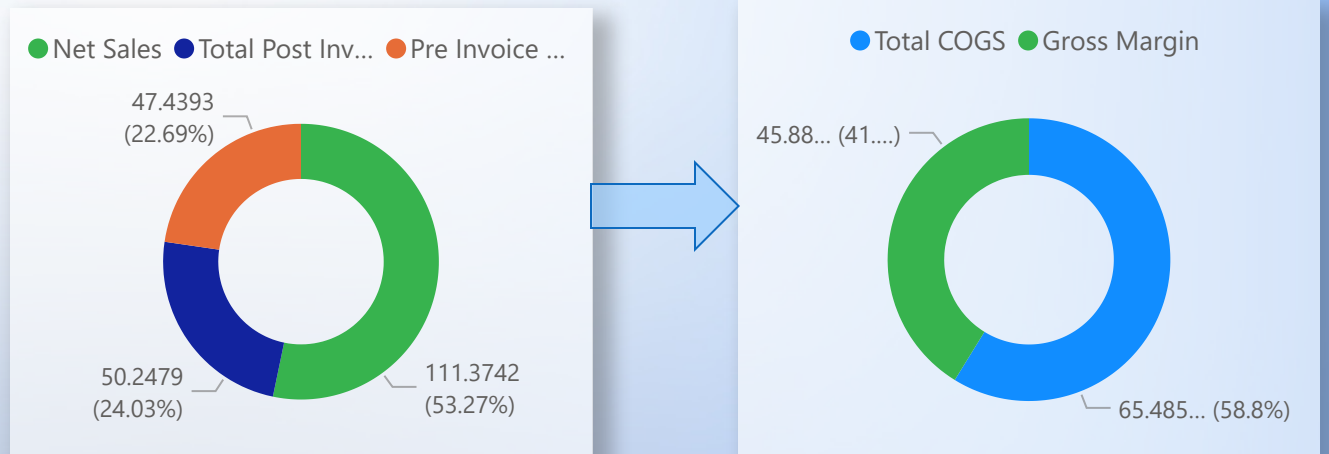
### Performance Matrix



### Product Performance

Segment	Net Sales \$	Gross Margin \$	Gross Margin %
⊕ Notebook	\$32.40M	\$13.38M	41.29%
⊕ Accessories	\$28.04M	\$11.58M	41.31%
⊕ Peripherals	\$19.73M	\$8.29M	42.01%
⊕ Networking	\$17.36M	\$6.96M	40.08%
⊕ Storage	\$13.84M	\$5.68M	41.04%
<b>Total</b>	<b>\$111.37M</b>	<b>\$45.89M</b>	<b>41.20%</b>

### Unit Performance





Region / Market  
All

Customer  
All

Segment / Categ...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

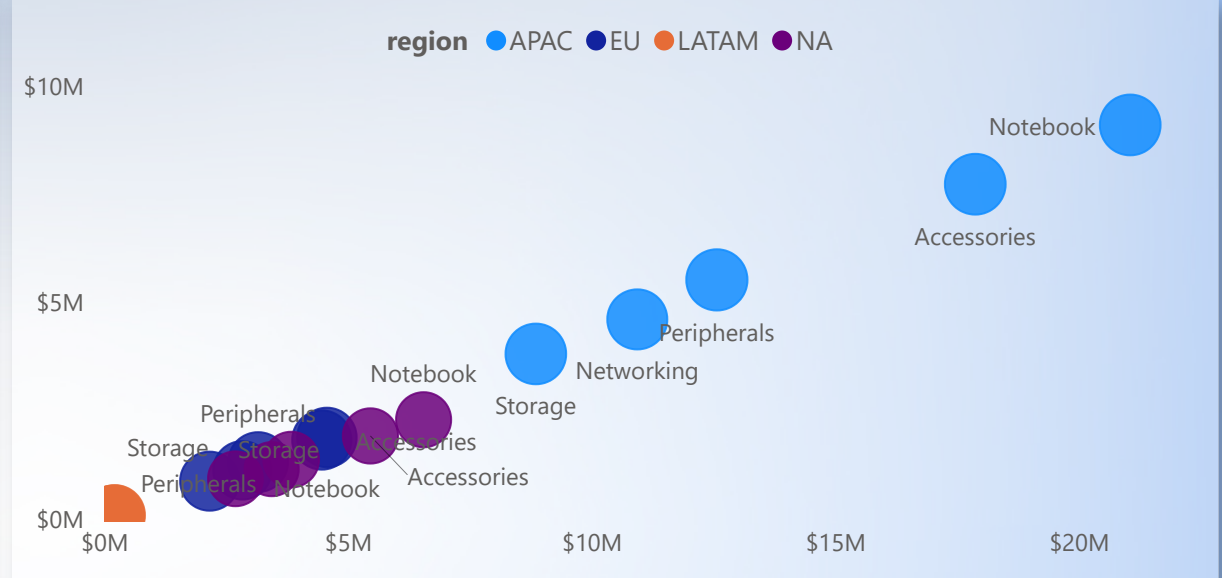
YTD

YTG

### Product Performance

Segment	Net Sales \$	Gross Margin \$	Gross Margin %	Net Profit \$	Net Profit %
Accessories	\$28.04M	\$11.58M	41.31%	0.66M	2.34%
Networking	\$17.36M	\$6.96M	40.08%	0.18M	1.02%
Notebook	\$32.40M	\$13.38M	41.29%	0.74M	2.28%
Peripherals	\$19.73M	\$8.29M	42.01%	0.60M	3.02%
Storage	\$13.84M	\$5.68M	41.04%	0.29M	2.09%
Total	\$111.37M	\$45.89M	41.20%	2.46M	2.21%

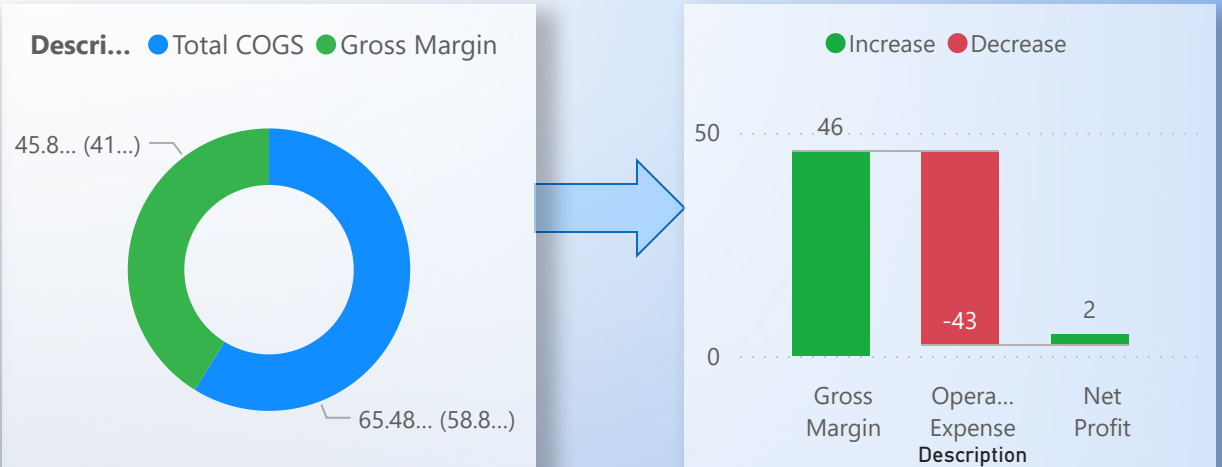
### Performance Matrix



### Region / Market / Customer Performance

Region	Net Sales \$	Gross Margin \$	Gross Margin %	Net Profit \$	Net Profit %
LATAM	\$0.83M	\$0.35M	42.32%	0.06M	7.53%
APAC	\$71.33M	\$30.79M	43.17%	4.35M	6.10%
EU	\$17.22M	\$7.05M	40.97%	0.04M	0.23%
NA	\$22.01M	\$7.69M	34.97%	-1.99M	-9.05%
Total	\$111.37M	\$45.89M	41.20%	2.46M	2.21%

### Unit Economics







Region / Market  
All

Customer  
All

Segment / Categ...  
All

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

86.45%✓

Last Year: 80.31% (+7.65%)

Forecast Accuracy

637.48K✓

Last Year: 677.9K (-5.96%)

Net Error

1547.78K!

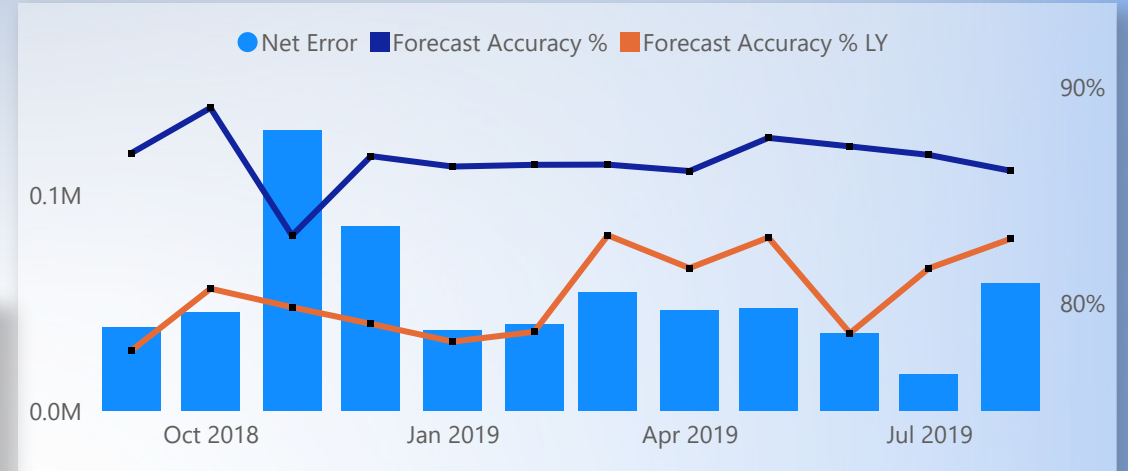
Last Year: 813.7K (+90.21%)

Absolute Error

### Key Metrics By Customer

Customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
AltiQ Exclusive	74.90%	47252	5.57%	66.16%	Excess Inventory
Amazon	78.07%	48677	3.19%	69.56%	Excess Inventory
Argos (Sainsbury's)	56.06%	3879	8.40%	55.33%	Excess Inventory
Atliq e Store	76.51%	37982	4.08%	68.38%	Excess Inventory
Atliq Exclusive	49.91%	45280	19.03%	41.01%	Excess Inventory
Boulanger	45.56%	1993	6.08%	40.83%	Excess Inventory
Croma	48.82%	45283	20.07%	44.74%	Excess Inventory
Digimarket	52.62%	19920	17.38%	44.10%	Excess Inventory
Ebay	51.05%	12676	4.13%	51.42%	Excess Inventory
Electricalsara Stores	52.73%	7322	28.88%	41.97%	Excess Inventory
Electricalslance Stores	57.64%	3507	19.27%		Excess Inventory
Electricalslytical	51.50%	43072	16.91%	44.88%	Excess Inventory
Electricalsocity	52.63%	64722	20.15%	49.12%	Excess Inventory
Euronics	57.34%	3078	7.09%	43.62%	Excess Inventory
Expression	46.37%	50774	20.02%	45.67%	Excess Inventory
Ezone	47.80%	58241	23.76%	42.50%	Excess Inventory
<b>Total</b>	<b>86.45%</b>	<b>637478</b>	<b>5.58%</b>	<b>80.31%</b>	<b>Excess Inventory</b>

### Accuracy / Net Error Trend



### Key Metrics By Products

Segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
Accessories	90.20%	-56895	-0.89%	79.13%	Out of Stock
Networking	81.50%	305573	18.49%	84.87%	Excess Inventory
Notebook	83.02%	-29145	-15.94%	85.46%	Out of Stock
Peripherals	85.06%	-14576	-1.48%	79.51%	Out of Stock
Storage	80.25%	432521	19.49%	88.60%	Excess Inventory
<b>Total</b>	<b>86.45%</b>	<b>637478</b>	<b>5.58%</b>	<b>80.31%</b>	<b>Excess Inventory</b>