

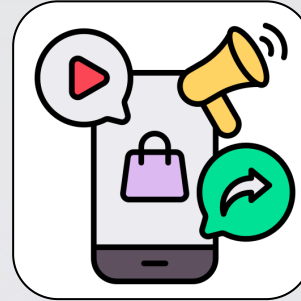
BI 360 Of Business



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.

	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11M
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54M
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40M
post_invoice_other_deductions_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48M



region, mark...
APAC

segment, category
All

customer
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

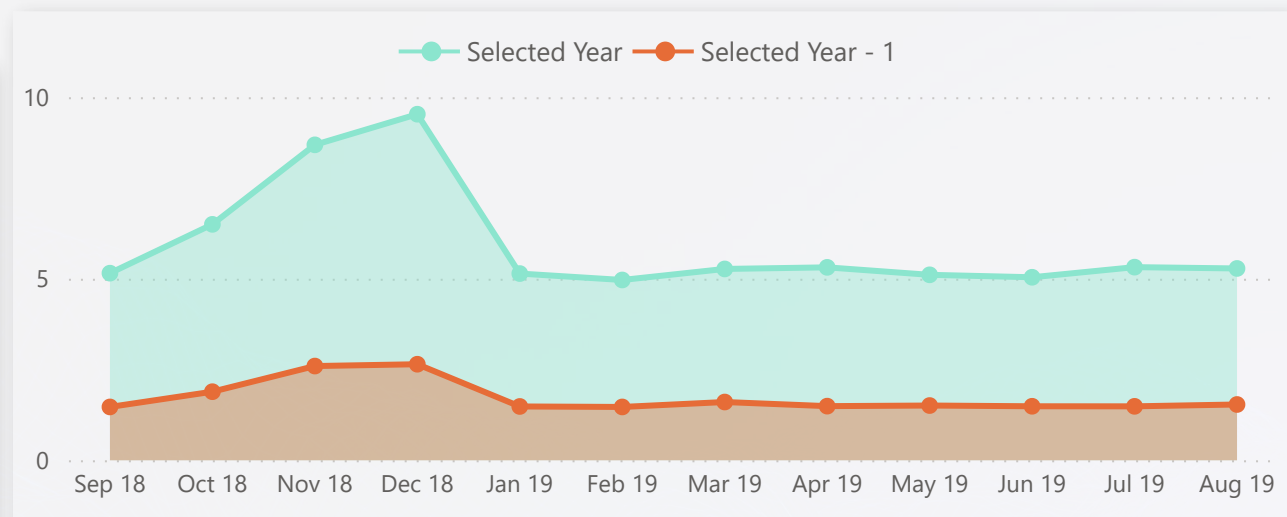
vs Target

\$5.28M✓
G: 1.54M (+243.81%)
Net Sales

42.96%!
G: 1.54M (-100%)
GM %

6.29%!
G: 1.54M (-100%)
Net Profit %

Net Sales Performace Over Time

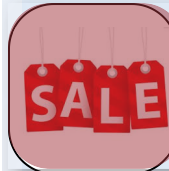


Top/Bottom Customers and ProductsNet Sales

region	P & L values	P & L YoY Chg %
APAC	71.33	245.08
Total	71.33	245.08

segment	P & L values	P & L YoY Chg %
Accessories	17.88	183.51
Keyboard	11.12	165.22
Mouse	6.76	219.75
Networking	10.94	377.97
Notebook	21.06	293.30
Peripherals	12.58	133.45
Storage	8.86	566.20
Total	71.33	245.08

Line Item	2019	LY	YoY Chg	YoY Chg %
Gross Sales	129.32	42.93	86.39	201.22
Pre Invoice Deduction	28.56	10.21	18.35	179.73
Net Invoice Sales	100.76	32.72	68.04	207.92
- Post Discounts	16.54	8.92	7.62	85.46
- Post Deductions	12.89	3.13	9.76	311.39
Total Post Invoice Deduction	29.44	12.05	17.38	144.21
Net Sales	71.33	20.67	50.66	245.08
- Manufacturing Cost	38.56	12.81	25.76	201.12
- Freight Cost	1.63	0.51	1.13	221.72
- Other Cost	0.34	0.07	0.27	410.83
Total COGS	40.53	13.38	27.15	202.95
Gross Margin	30.79	7.29	23.50	322.41
Gross Margin %	43.17	35.27	7.90	22.41
GM / Unit	4.64	2.88	1.75	60.79
Operational Expenses	26.44	8.56	17.88	208.87
Net Profit	4.35	-1.27	5.62	-442.13
Net Profit %	6.10	-6.15	12.25	-199.15



region, mark... ▾

APAC ▾

customer ▾

All ▾

segment, ca... ▾

All ▾

2018

2019

2020

2021

>

Q1

Q2

Q3

>

YTD

YTG

Customer performance

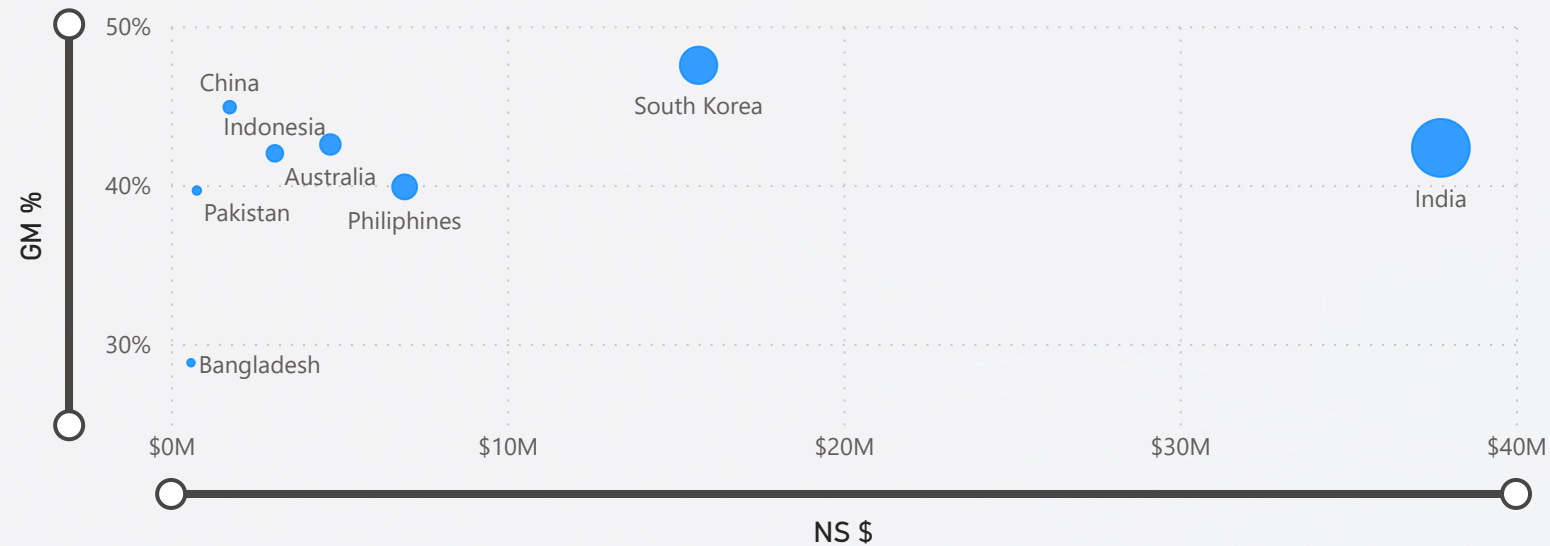
customer	NS \$	GM \$	GM %
Amazon	\$9.37M	4.13M	44.04%
AltIQ Exclusive	\$6.43M	3.30M	51.34%
Leader	\$5.82M	2.80M	48.13%
Atliq e Store	\$5.63M	2.40M	42.62%
Sage	\$5.35M	2.35M	43.99%
Electricalsocity	\$2.87M	1.27M	44.33%
Flipkart	\$2.38M	0.90M	37.97%
Synthetic	\$2.31M	0.94M	40.68%
Novus	\$2.28M	0.85M	37.45%
Vijay Sales	\$2.12M	0.91M	42.79%
Ebay	\$2.08M	0.95M	45.91%
Croma	\$2.05M	0.93M	45.54%
Expression	\$2.01M	0.80M	39.95%
Propel	\$1.96M	0.81M	41.22%

Product Performance

segment	NS \$	GM \$	GM %
⊕ Notebook	\$21.06M	9.10M	43.22%
⊕ Accessories	\$17.88M	7.73M	43.25%
⊕ Peripherals	\$12.58M	5.53M	43.93%
⊕ Networking	\$10.94M	4.61M	42.16%
⊕ Storage	\$8.86M	3.82M	43.07%

Performance Matrix

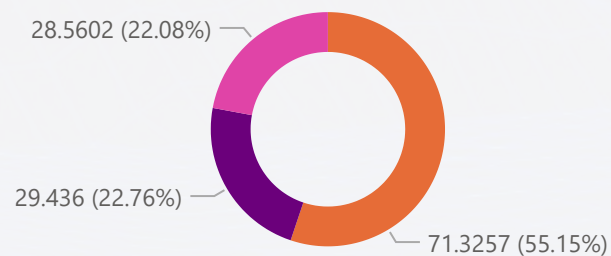
region ● APAC



Unit Economics

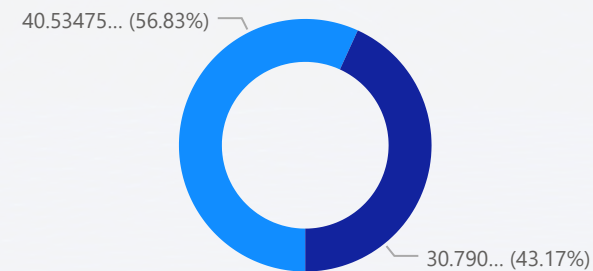
P & L values by Description

Description ● Net Sales ● Total Post In... ● Pre Invoic...



P & L values by Description

Descripti... ● Total COGS ● Gross Margin





market
All

region
All

customer
All

2018

2019

2020

2021

>

Q1

Q2

Q3

Q4

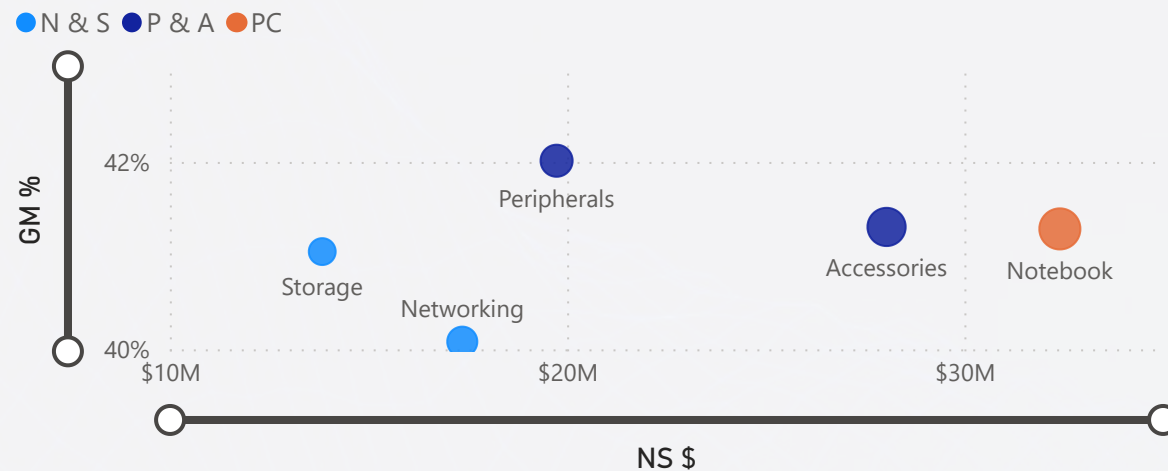
YTD

YTG

Product performance

segment	NS \$	GM \$	GM %	Net_profit	Net profit %
⊕ Networking	\$17.36M	6.96M	40.08%	0.18M	1.02%
⊕ Storage	\$13.84M	5.68M	41.04%	0.29M	2.09%
⊕ Notebook	\$32.40M	13.38M	41.29%	0.74M	2.28%
⊕ Accessories	\$28.04M	11.58M	41.31%	0.66M	2.34%
⊕ Peripherals	\$19.73M	8.29M	42.01%	0.60M	3.02%

Performance Matrix



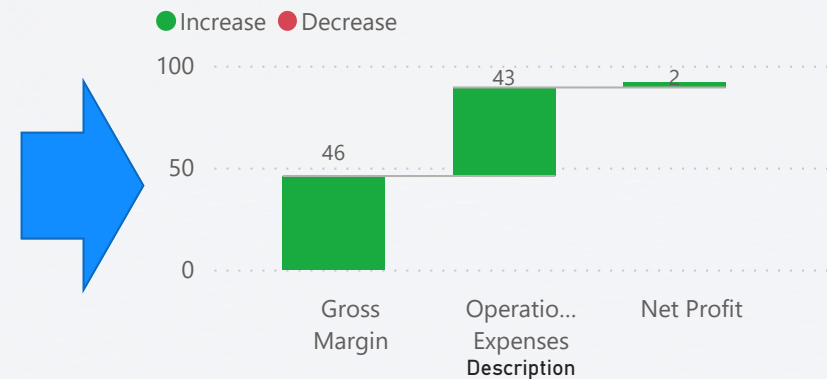
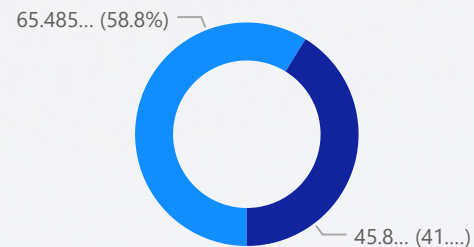
Customer performance

region	NS \$	GM \$	GM %	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%

Unit Economics

P & L values by Description

Desc... ● Total COGS ● Gross Margin





region, mark...
APAC

segment, category
All

customer
All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

79.06%✓
Goal: 0.72
(+9.46%)

Forecast Accuracy %

1504.6K✓
Goal: 897.5K (+67.65%)

Net Errorr

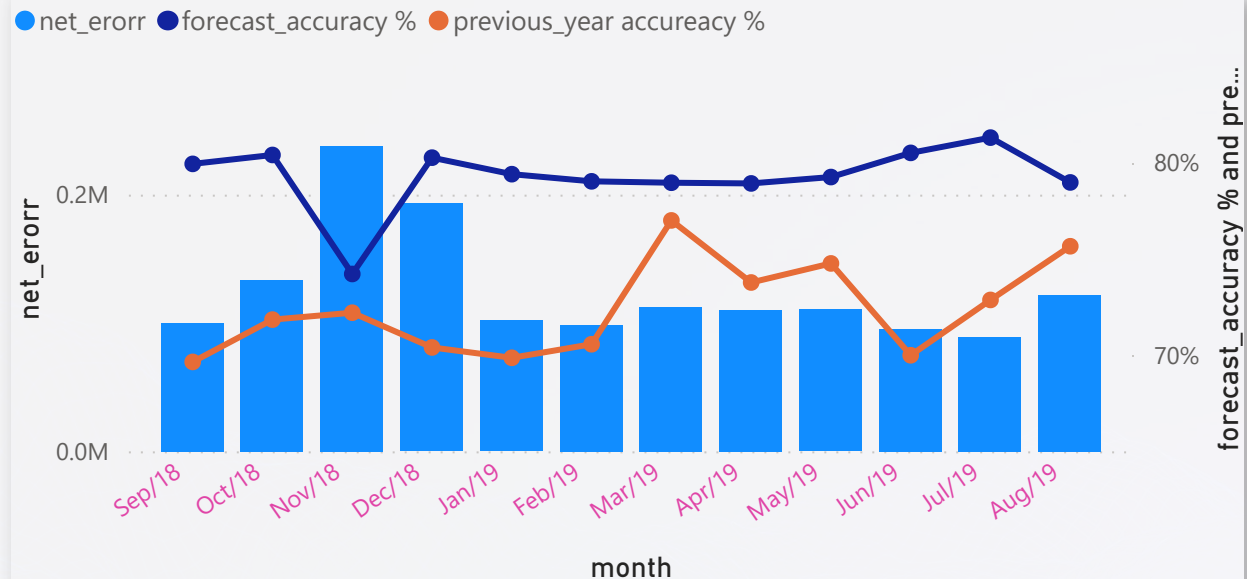
1706.0K✓
Goal: 951.5K (+79.3%)

Abs Errorr

Key Matrix by Customer

customer	forecast_ accuracy %	forecast accurency ly %	net_errorr	Risk
Amazon	70.25%	0.63	189080	Excess invent
AltIQ Exclusive	67.59%	0.60	113909	Excess invent
Atliq e Store	67.32%	0.61	110758	Excess invent
Electricalsocity	52.63%	0.49	64722	Excess invent
Sound	51.26%	0.45	15825	Excess invent
Girias	50.38%	0.42	49441	Excess invent
Atliq Exclusive	49.91%	0.41	45280	Excess invent
Croma	48.82%	0.45	45283	Excess invent
Electricalslytical	48.71%	0.45	44887	Excess invent
Lotus	48.48%	0.43	46470	Excess invent
Synthetic	47.83%	0.47	-4755	Out of stock
Ezone	47.80%	0.42	58241	Excess invent
Acclaimed Stores	47.52%	0.33	7585	Excess invent
Leader	46.89%	0.27	233016	Excess invent
Nomad Stores	46.61%		5850	Excess invent
Expression	46.37%	0.46	50774	Excess invent
Propel	46.36%	0.44	46556	Excess invent
Viveks	46.18%	0.43	42809	Excess invent
Reliance Digital	46.10%	0.42	41074	Excess invent

Net Sales Performace Over Time



Key Matrix by Product

segment	forecast_accuracy %	forecast accurency ly %	net_errorr	Risk
Accessories	84.17%	0.70	580652	Excess inv
Networking	69.20%	0.76	364582	Excess inv
Notebook	88.71%	0.81	-1004	Out of sto
Peripherals	80.98%	0.85	88152	Excess inv
Storage	70.02%	0.82	472235	Excess inv
Total	79.06%	0.72	1504617	Excess in



region, mark...
APAC

segment, category
All

customer
All

\$5.28M✓
Goal: \$1.54M
(+243.81%)
Net Sales %

42.96%✓
Goal: 0.34
(+26.33%)
GM %

6.29%✓
Goal: -0.07
(+188.21%)
Net Profit

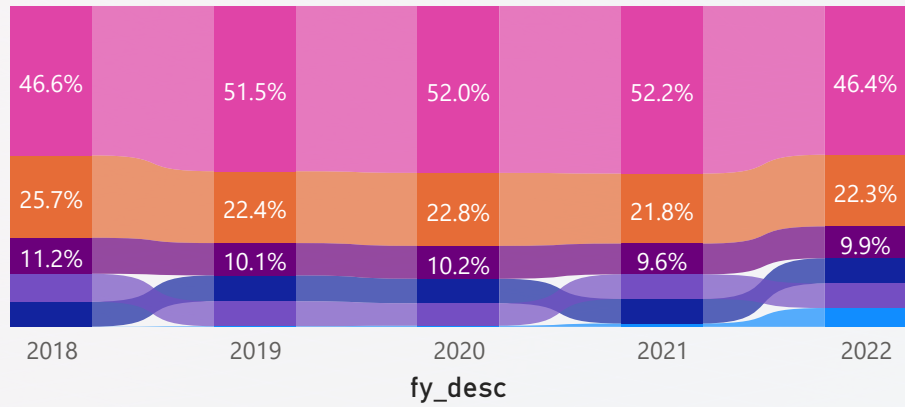
79.06%✓
(+9.46%)
Forecast Accuracy

KPI with Respect to sub zones

region	NS \$	GM \$	GM %	Net_profit	Net profit %
APAC	\$71.33M	30.79M	43.17%	4.35M	6.10%

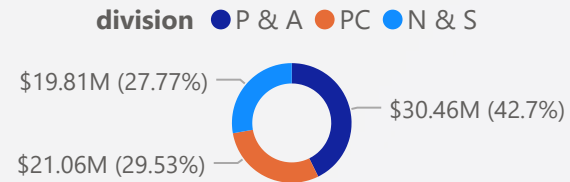
market share % by year and manufacture

atliq bp dale innovo others pacer

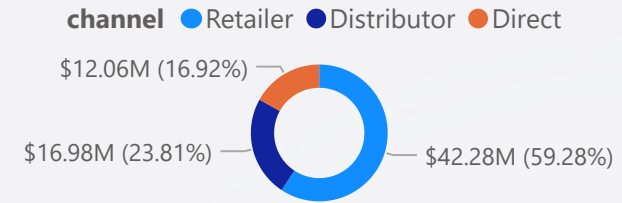


2018 2019 2020 2021 2022 Est
Q1 Q2 Q3 Q4 YTD YTG

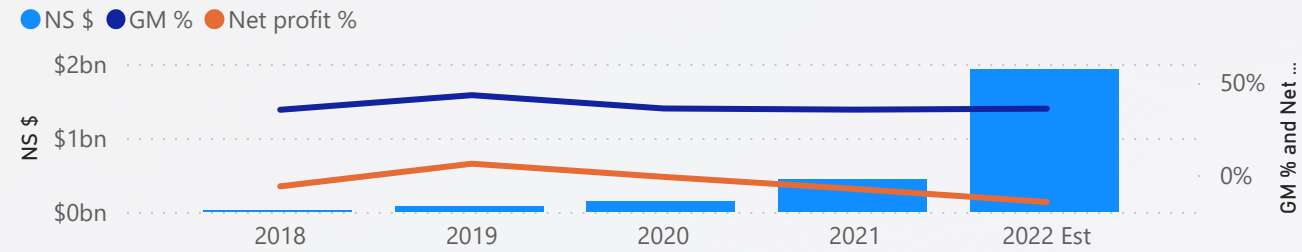
NS \$ by division



NS \$ by channel



NS \$, GM % and Net profit % by fy_desc



Top /bottom product with GM and Net profit

product	GM %	Net profit %
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	44.70%	7.54%
AQ 5000 Series Electron 8 5900X Desktop Processor	44.48%	7.51%
AQ 5000 Series Electron 9 5900X Desktop Processor	44.24%	7.23%
AQ 5000 Series Ultra	44.23%	7.08%
Total	43.17%	6.10%

Top /bottom Customer with GM and Net profit

customer	GM %	Net profit %
AltiQ Exclusive	51.34%	16.79%
Leader	48.13%	15.29%
Neptune	46.06%	14.56%
Acclaimed Stores	38.20%	14.18%
Synthetic	40.68%	14.06%
Taobao	45.55%	14.05%
Sage	43.99%	11.16%
Novus	37.45%	10.83%
Insight	35.63%	9.01%
Total	43.17%	6.10%