Marketing View

region, market   customer   segment, category, pr...
All   All   All

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

GM % axis: 38.4%, 38.2%, 38.0%

NS $ axis: $0.0bn, $0.2bn, $0.4bn, $0.6bn, $0.8bn

Points: Networking, Storage, Desktop, Accessories, Peripherals

Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1,422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Gross Margin ● Total COGS

1.42K (38.08%)
2.31K (61.92%)

● Increase ● Decrease

1.4K
-1.9K
-0.5K

Gross Margin   Operati... Expense   Net Profit