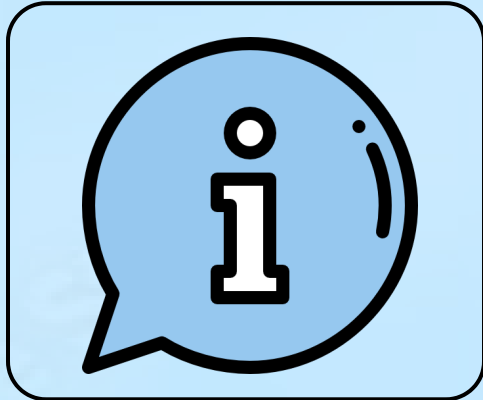




Ram Son Company Business Insight360



Info

Download the **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



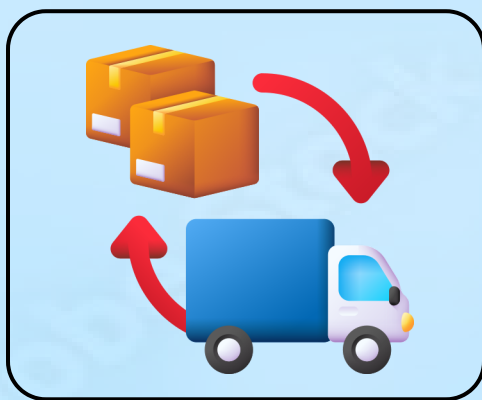
Sales View

Analyze the performance of our customer(s) over KPI like Net sales, Gross Margin and view the same in **Profitability /Growth Matrix.**



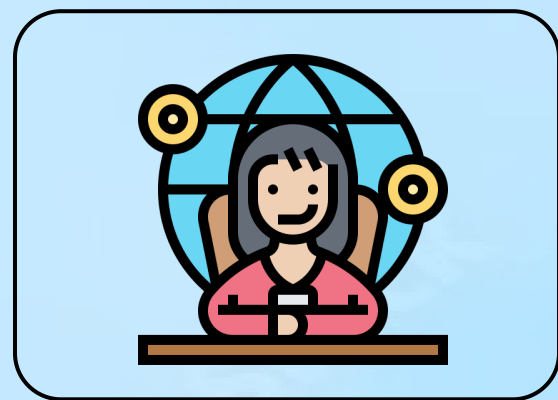
Marketing View

Analyze the performance of your product(s) over KPI 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.



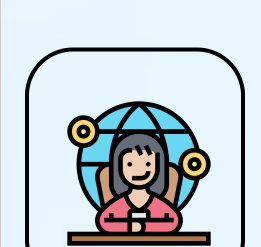
Executive View

A **Top level dashboard** for executives consolidating top insights for all dimension of business



Support

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



Region, Market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn✓

LY: \$823.85M (+353.5%)

Net Sales

38.08%✓

LY: 36.49% (+4.37%)

GM %

-13.98%!

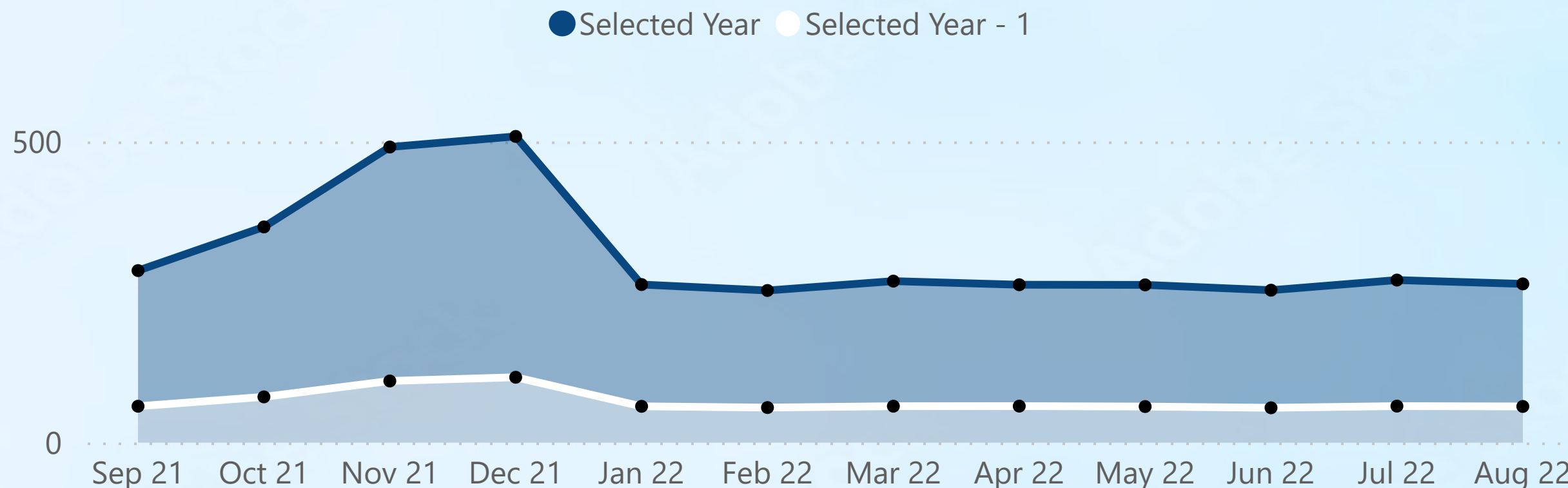
LY: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	LY	YoY Chg	YoY Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93

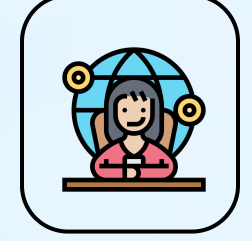
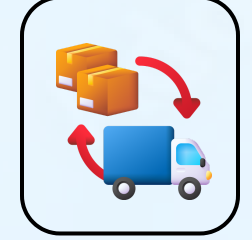
Net Sales Performace Over Time



Top / Bottom Customers & Products By Net Sales

Region	P & L values	P & L YoY
APAC		
India	945.34	
South Korea	300.59	
China	147.43	
Philippines	129.23	
Australia	119.33	
Indonesia	96.61	
Newzealand	70.45	
Japan	47.34	
Bangladesh	36.41	
Pakistan	21.05	

segment	P & L values	P & L YoY Chg %
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Desktop	711.08	1,431.55
Accessories	454.10	85.46
Storage	54.59	0.32
Networking	38.43	-14.89
Total	3,736.17	353.50



Region, Mark...

All

segment, categ...

All

customer

All

2019202020212022 Est

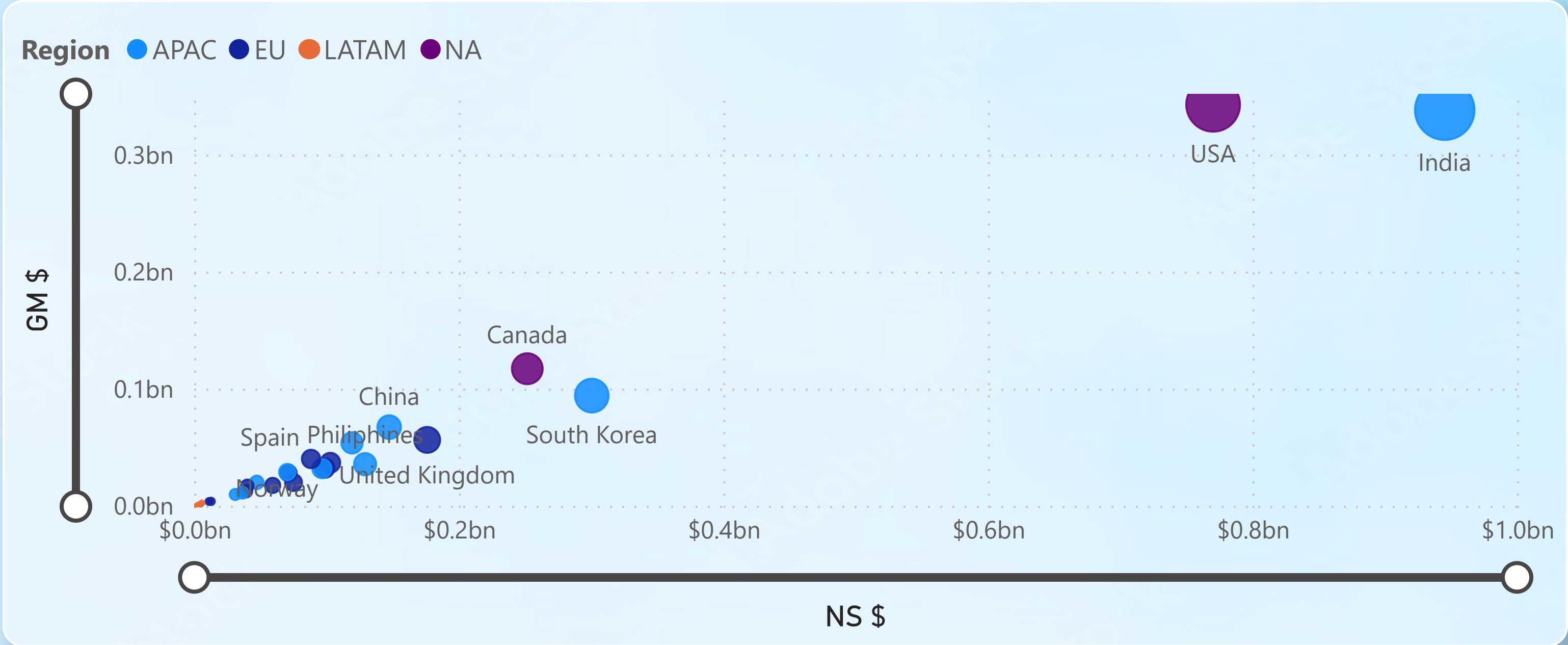
Q1Q2Q3Q4

YTDYTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40
All-Out	\$4.41M	1.68M	38
AltiQ Exclusive	\$307.17M	145.05M	47
Amazon	\$496.88M	182.77M	36
Argos (Sainsbury's)	\$13.70M	5.30M	38
Atlas Stores	\$17.14M	5.43M	31
Atliq e Store	\$304.10M	112.15M	36
Atliq Exclusive	\$53.95M	21.10M	39
BestBuy	\$49.34M	22.15M	44
Billa	\$6.82M	1.62M	23
Total	\$3,736.17M	1,422.88M	38.08%

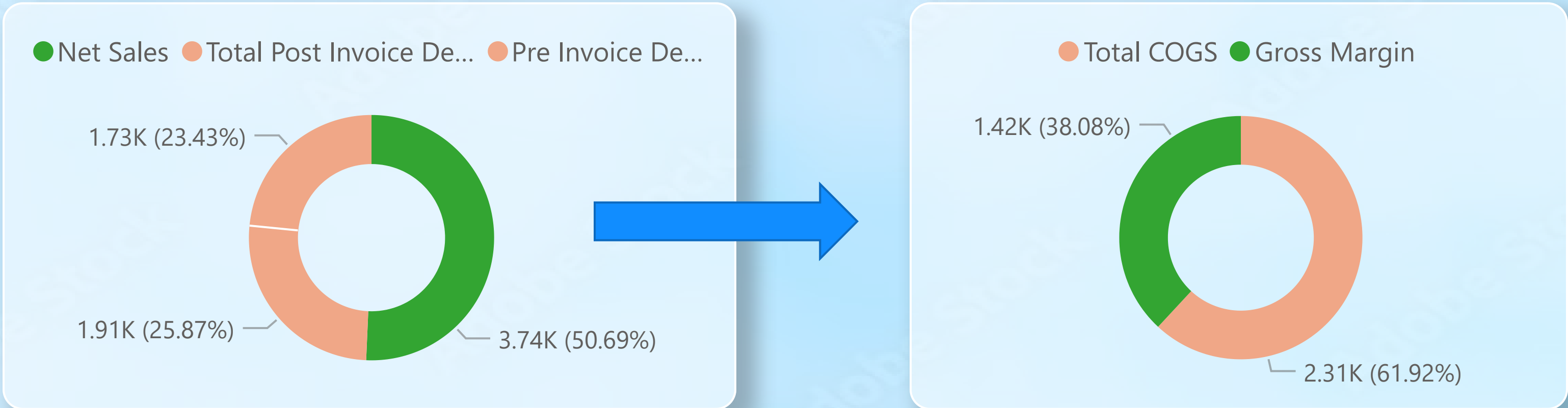
Performance Matrix



Product Performance

segment	NS \$	GM \$	GM %
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Desktop	\$711.08M	272.39M	38.31%
Accessories	\$454.10M	172.61M	38.01%
Storage	\$54.59M	20.93M	38.33%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics





Region, Mar...

All

segment, category, pro...

All

customer

All

2019202020212022 Est

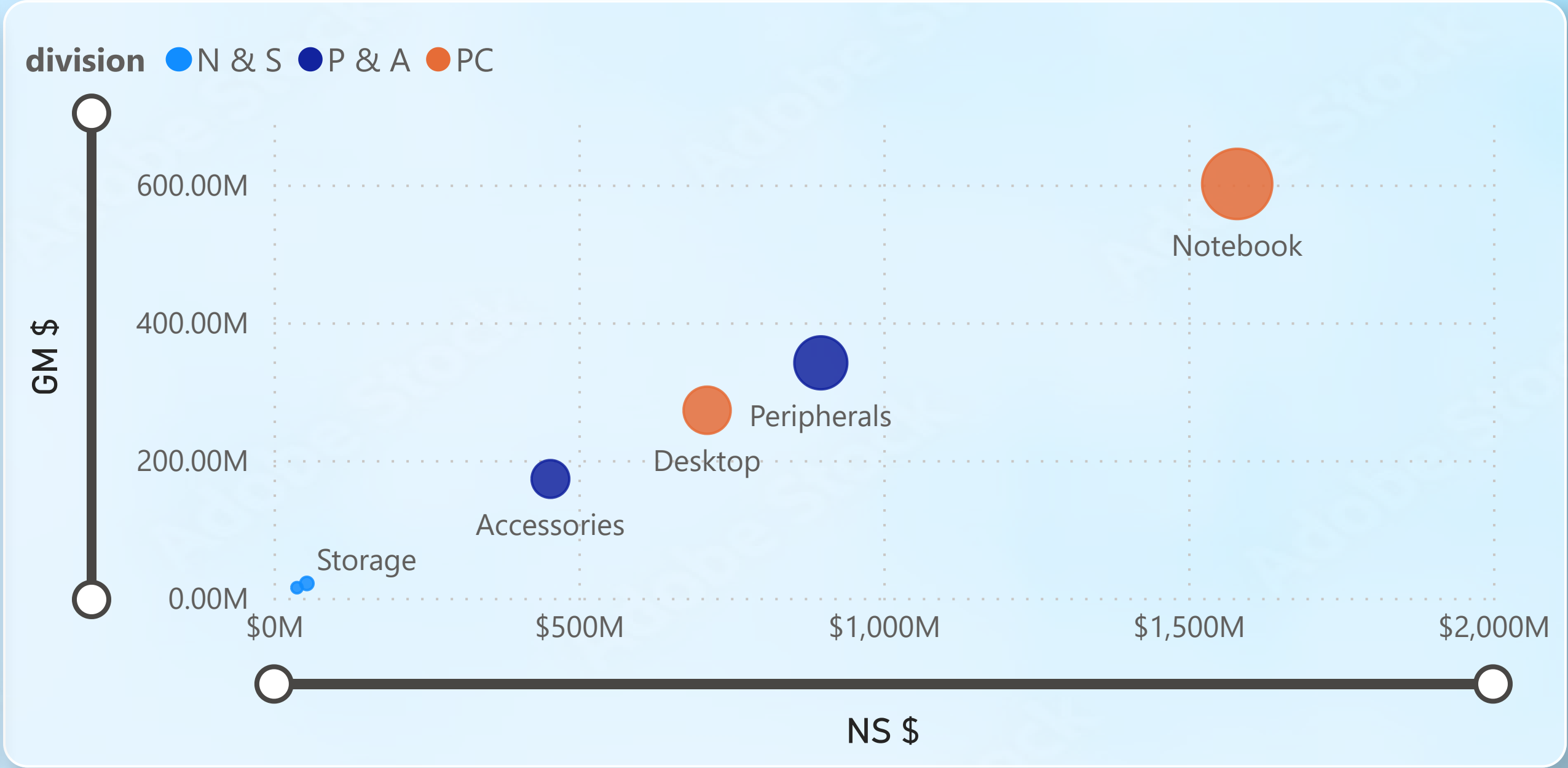
Q1Q2Q3Q4

YTDYTG

Products performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net P %
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.05%
Gaming Laptop	\$619.25M	233.85M	37.76%	-88.61M	-14.30%
Personal Laptop	\$539.83M	205.84M	38.13%	-75.38M	-13.94%
Business Laptop	\$421.35M	161.27M	38.27%	-58.17M	-13.80%
AQ BZ Gen Z	\$122.71M	47.28M	38.52%	-16.67M	-13.57%
AQ BZ Compact	\$122.24M	45.95M	37.59%	-17.76M	-14.53%
AQ BZ Gen Y	\$116.08M	44.38M	38.23%	-16.00M	-13.78%
AQ BZ 101	\$60.32M	23.66M	39.23%	-7.74M	-12.82%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Performance Matrix

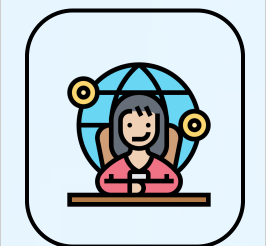


Region/Market/Customer Performance

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

Unit Economics





Region, Market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

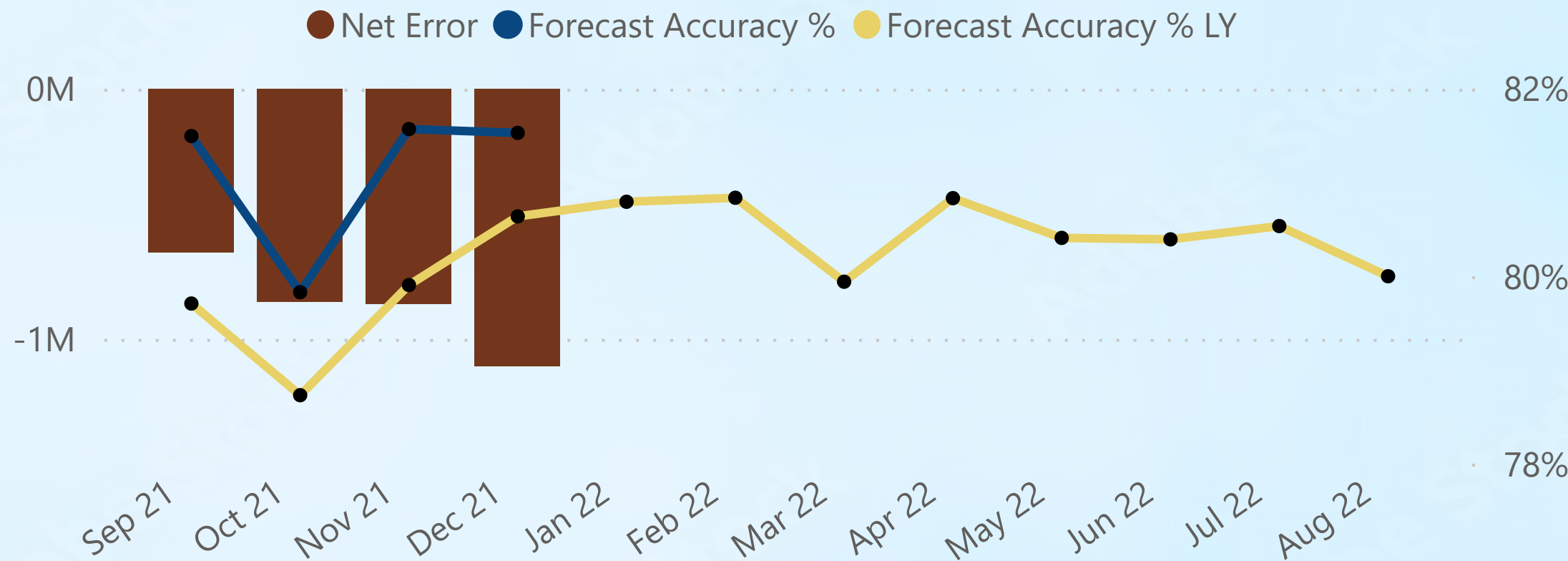
Q3

Q4

YTD

YTG

Accuracy /Net Error Trends



Key Metrics by products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	Excess Inventory
Desktop	87.53%	84.37%	78576	10.24%	Excess Inventory
Networking	93.06%	90.40%	-12967	-1.69%	Out Of stock
Notebook	87.24%	79.99%	-47221	-1.69%	Out Of stock
Peripherals	68.17%	83.23%	-3204280	-31.83%	Out Of stock
Storage	71.50%	83.54%	-628266	-25.61%	Out Of stock

Profit and Loss Statement

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

6899.04K✓
LY: 9780.74K (-29.46%)
ABS ERROR

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess Inventory
All-Out	43.96%	29.09%	-150	-0.32%	Out Of stock
AltiQ Exclusive	71.42%	71.15%	-221177	-8.73%	Out Of stock
Amazon	73.79%	74.54%	-464694	-9.22%	Out Of stock
Argos (Sainsbury's)	54.78%	56.08%	-23040	-17.60%	Out Of stock
Atlas Stores	49.53%	48.16%	-4182	-2.31%	Out Of stock
Atliq e Store	74.22%	74.59%	-294868	-9.65%	Out Of stock
Atliq Exclusive	29.71%	42.13%	-138065	-28.62%	Out Of stock
BestBuy	46.60%	35.31%	81179	16.72%	Excess Inventory
Billa	42.63%	18.29%	3704	3.91%	Excess Inventory
Boulanger	52.69%	58.77%	-48802	-20.21%	Out Of stock
Chip 7	34.56%	53.44%	-85293	-35.01%	Out Of stock
Chiptec	50.49%	52.54%	-20102	-11.36%	Out Of stock