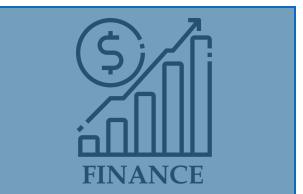




BUSINESS INSIGHT 360



HOME



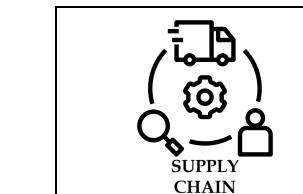
FINANCE



SALES



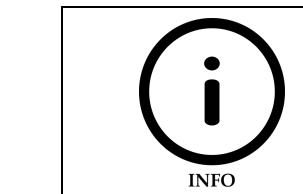
MARKETING



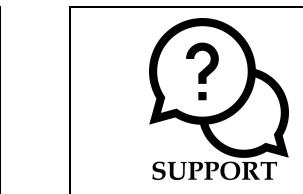
SUPPLY CHAIN



EXECUTIVE



INFO



SUPPORT

FILTERS



Select Benchmark

vs LY

vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORE(S)

All

BY CATEGORY

All

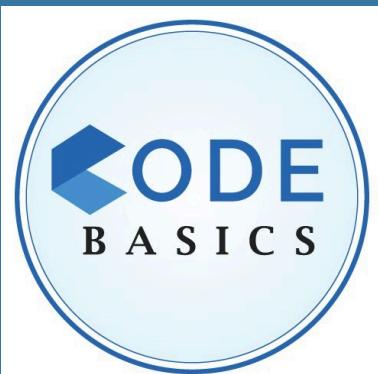
Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

**\$3.7bn**

N\$

Net Sales (\$)

38.1%

GM%

Gross Margin

-14.0%

NP%

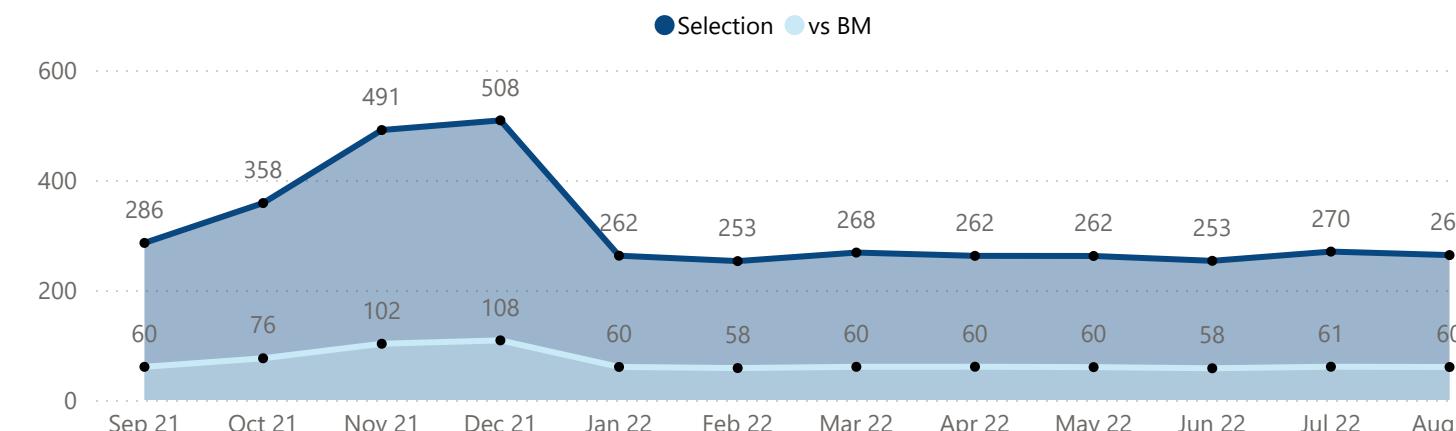
Net Profit

BM: \$823.85M +353.5% ▲

BM: 36.49% +4.37% ▲

BM: -6.63% -110.79% ▼

Net Sales Performance Over Time



Top / Bottom Customers & Products by Net Sales

Primary parameter

 REGION CATEGORY

CATEGORY	Values	Chg %
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+ Business Laptop 765.25

+ Gaming Laptop 619.25

+ Personal Laptop 539.83

+ Processors 524.59

+ Personal Desktop 367.18

+ Graphic Card 233.69

+ Keyboard 225.25

Total 3,736.17

353.50

Secondary param...

 MARKET PRODUCT

Profit and Loss Statement

Line Item

2022 Est BM Chg 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 Profit % -13.98 -6.63 -7.35 110.79