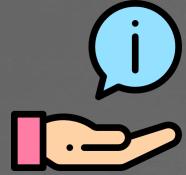


Computer Business Insights



Info

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...



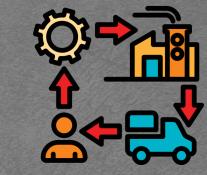
Sales View

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



Marketing

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 executives consolidating top insights from all dimensions of business



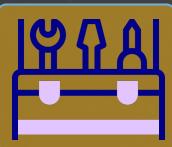
Support

Get your issues resolved by connecting to our support specialist

Report Refresh Date
Wednesday, August 31, 2022

Values are in Dollars & Millions

Sales Data Loaded Until : Dec 21

region, ...
Allcustomer
Allsegment, cat...
All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

\$3.74bn !
BM: 3.81bn (-1.86%)
Net sales38.08 %!
BM: 38.34 % (-0.66%)
GM %-13.98 %✓
BM: -14.19 % (+1.47%)
Net Profit %

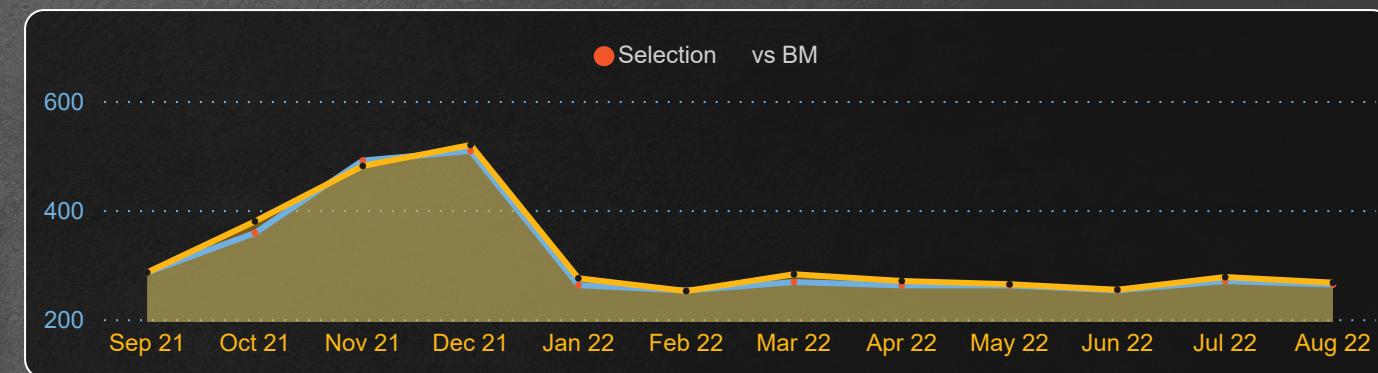
Profit And Loss Statement

<u>Line Item</u>	<u>2022Est</u>	<u>BM</u>	<u>Chg</u>	<u>Chg %</u>
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

Net Sales Performance Over Time

vs LY

vs Target

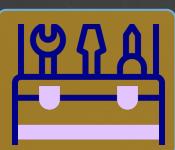


Top / Bottom Products & Customer by Net Sales

<u>region</u>	<u>P & L Values</u>	<u>P & L Chg %</u>
APAC	1,923.77	-2.48
Australia	119.33	-2.01
Amazon	17.13	
Atliq e Store	16.39	
AtliQ Exclusive	19.42	
Digimarket	18.70	
Electricalsociety	16.74	
Forward Stores	15.18	
Sound	15.77	
Bangladesh	36.41	0.62
China	147.43	0.56
India	945.34	-3.28
Indonesia	96.61	-2.70
Japan	47.34	-2.88
Newzealand	70.45	0.13
Pakistan	31.05	-3.17
Amazon	6.42	
Total	3,736.17	-1.86

<u>segment</u>	<u>P & L Values</u>	<u>P & L Chg %</u>
Storage	54.59	
Peripherals	897.54	
Notebook	1,580.43	
Networking	38.43	
Desktop	711.08	
Personal Desktop	367.18	
Business Laptop	343.89	
Accessories	454.10	
Mouse	157.48	
Keyboard	225.25	
Batteries	71.37	
Total	3,736.17	-1.86

BM = Benchmark, LY = Last Year



region, market

All

customer

All

segment, categor...

All

2018

2019

2020

2021



Q1

Q2

Q3

Q4

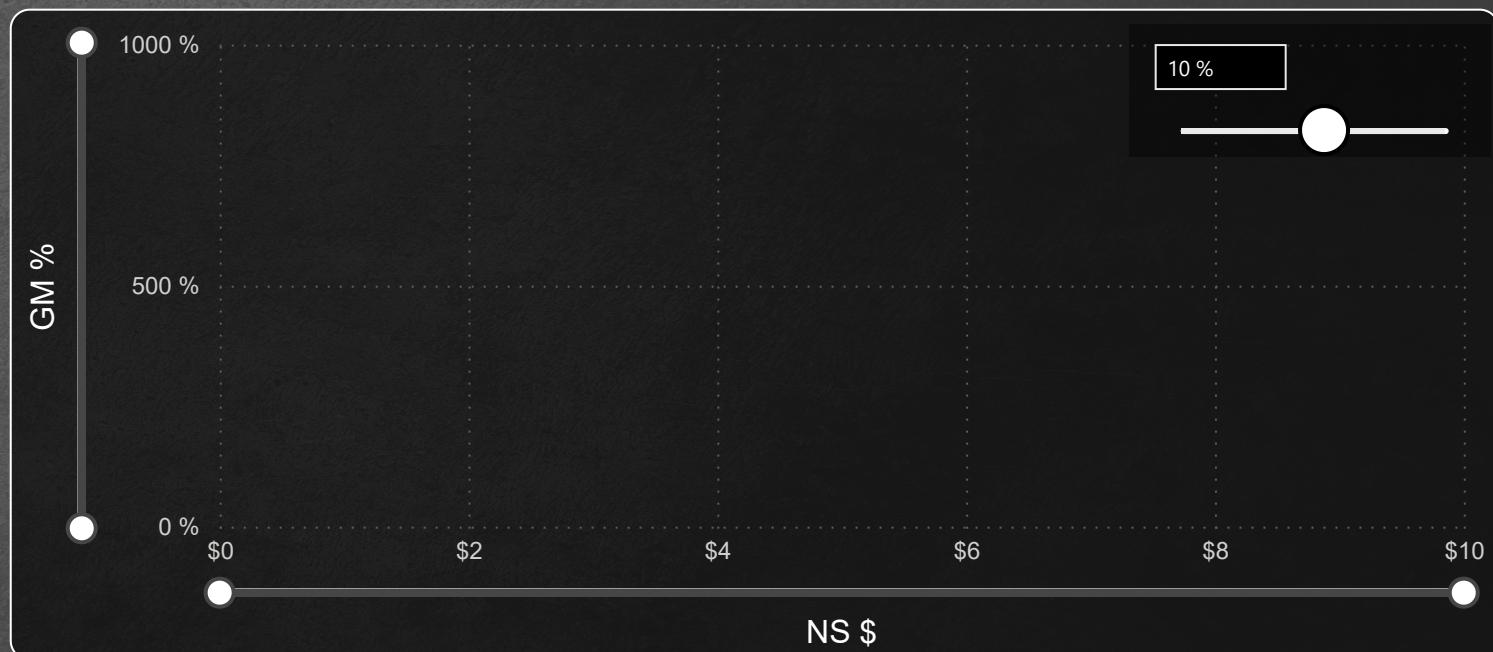
YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	\$182.77M	36.78 %
AtliQ Exclusive	\$361.12M	\$166.15M	46.01 %
Atliq e Store	\$304.10M	\$112.15M	36.88 %
Flipkart	\$138.49M	\$58.37M	42.14 %
Sage	\$127.86M	\$40.31M	31.53 %
Leader	\$117.32M	\$36.02M	30.70 %
Neptune	\$105.69M	\$49.36M	46.70 %
Ebay	\$91.60M	\$33.06M	36.09 %
Acclaimed Stores	\$73.36M	\$29.58M	40.32 %
walmart	\$72.41M	\$33.06M	45.66 %
Electricalslytical	\$68.05M	\$25.34M	37.24 %
Electricalsociety	\$67.76M	\$24.41M	36.03 %
Staples	\$64.20M	\$24.99M	38.92 %
Costco	\$61.81M	\$24.15M	39.07 %
Propel	\$61.59M	\$23.03M	37.38 %
Total	\$3,736.17M	\$1,422.88M	38.08 %

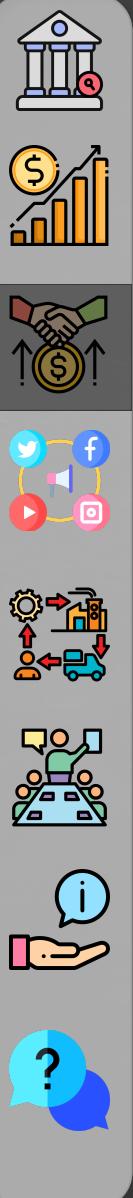
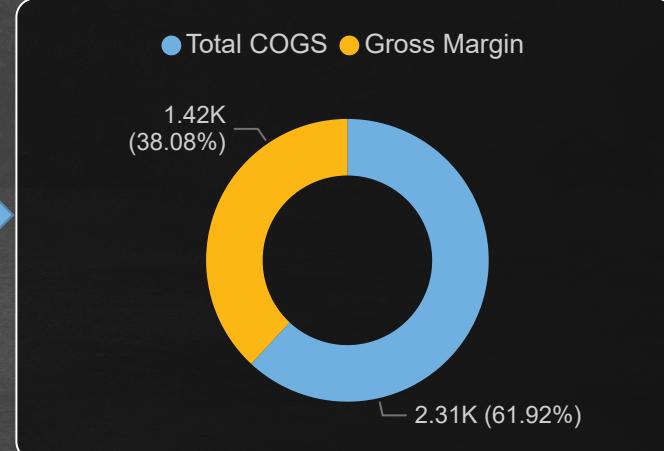
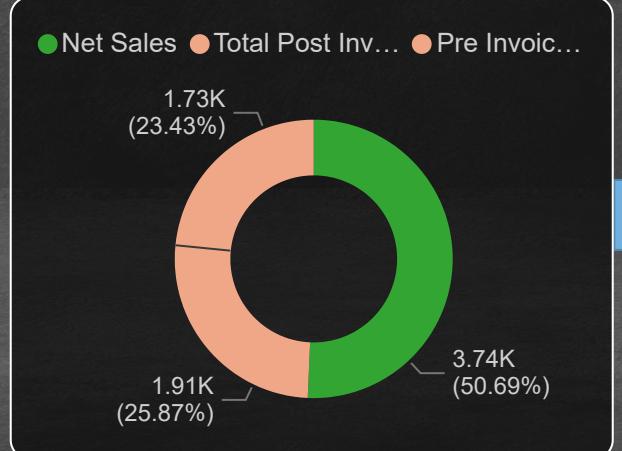
Performance Matrix

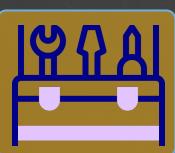


Product Performance

segment	NS \$	GM \$	GM %
Networking	\$38.43M	\$14.78M	38.45 %
Storage	\$54.59M	\$20.93M	38.33 %
Desktop	\$711.08M	\$272.39M	38.31 %
Notebook	\$1,580.43M	\$600.96M	38.03 %
Peripherals	\$897.54M	\$341.22M	38.02 %
Accessories	\$454.10M	\$172.61M	38.01 %
Total	\$3,736.17M	\$1,422.88M	38.08 %

Unit Economics



region, market
Allcustomer
Allsegment, category, product
All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

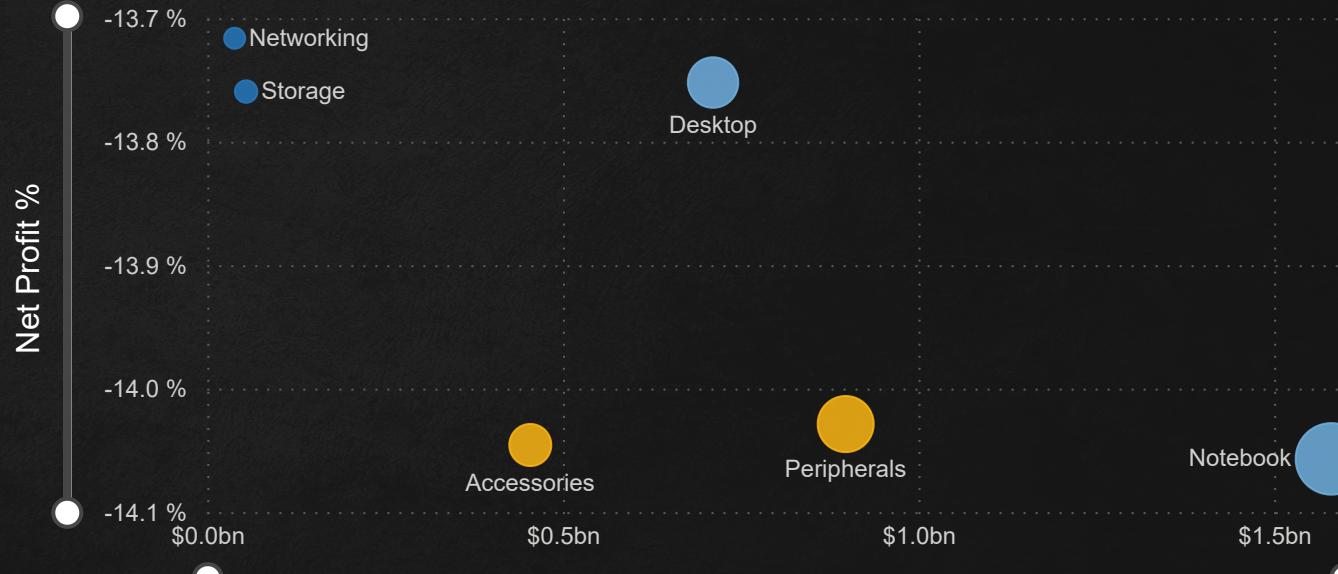
Product Performance

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 GM %

Performance Matrix

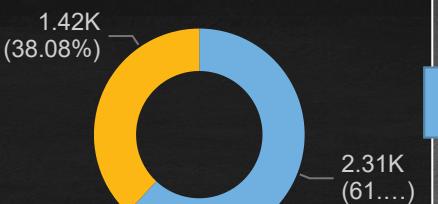
division N & S P & A PC



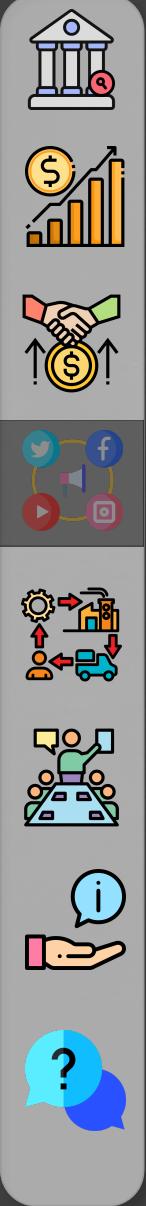
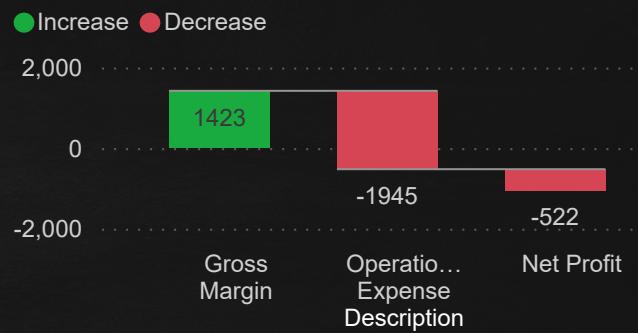
Region / Market / Customer Performance

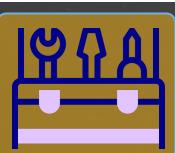
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	\$690.21M	35.88 %	-281.16M	-14.62 %
EU	\$775.48M	\$267.80M	34.53 %	-95.52M	-12.32 %
LATAM	\$14.82M	\$5.19M	35.02 %	-0.44M	-2.95 %
NA	\$1,022.09M	\$459.68M	44.97 %	-145.31M	-14.22 %
Total	\$3,736.17M	\$1,422.88M	38.08 %	-522.42M	-13.98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

Total COGS Gross Margin



Unit Economics





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

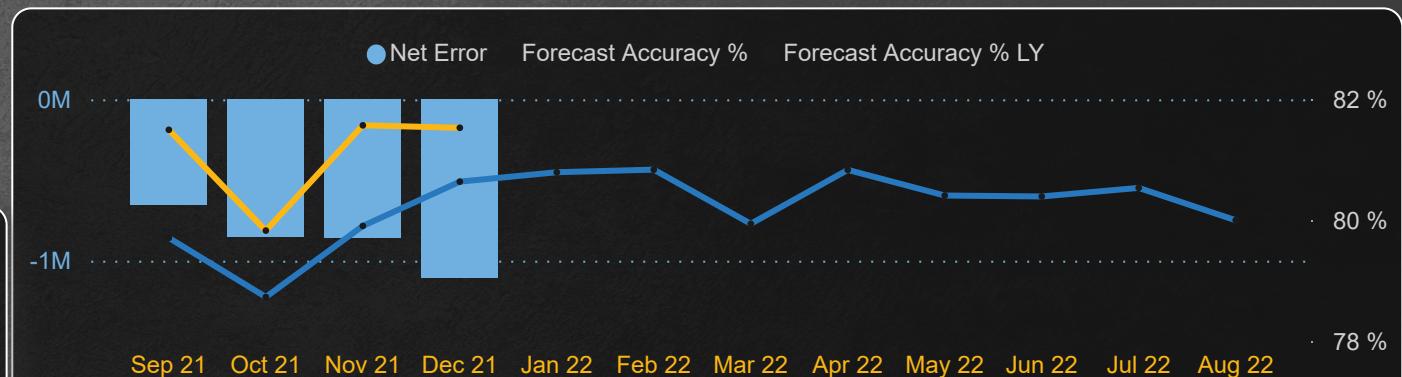
YTG

Accuracy / Net Error Trend

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

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

6899.0K ✓
LY: 9780.7K (-29.46%)
ABS Error



Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	43.96 %	29.09 %	-150	-0.32 %	OOS
Amazon	73.79 %	74.54 %	-46469	-9.22 %	OOS
Argos (Sainsbury's)	54.78 %	56.08 %	-23040	-17.60 %	OOS
Atlas Stores	49.53 %	48.16 %	-4182	-2.31 %	OOS
Atliq e Store	74.22 %	74.59 %	-29486	-9.65 %	OOS
AtliQ Exclusive	70.35 %	71.69 %	-35924	-11.91 %	OOS
Boulanger	52.69 %	58.77 %	-48802	-20.21 %	OOS
Chip 7	34.56 %	53.44 %	-85293	-35.01 %	OOS
Chiptec	50.49 %	52.54 %	-20102	-11.36 %	OOS
Coolblue	47.66 %	52.95 %	-34790	-15.34 %	OOS
Croma	36.58 %	42.78 %	-77649	-16.54 %	OOS
Digimarket	28.21 %	40.79 %	-95328	-46.59 %	OOS
Ebay	52.27 %	50.49 %	-19127	-2.02 %	OOS
Electricalsara Stores	48.62 %	52.02 %	-11256	-11.41 %	OOS
Electricalsbea Stores	55.74 %	51.56 %	-6352	-9.56 %	OOS
Electricalslance Stores	41.07 %	54.69 %	-39358	-41.89 %	OOS
Total	81.17 %	80.21 %	-34726	-9.48 %	OOS

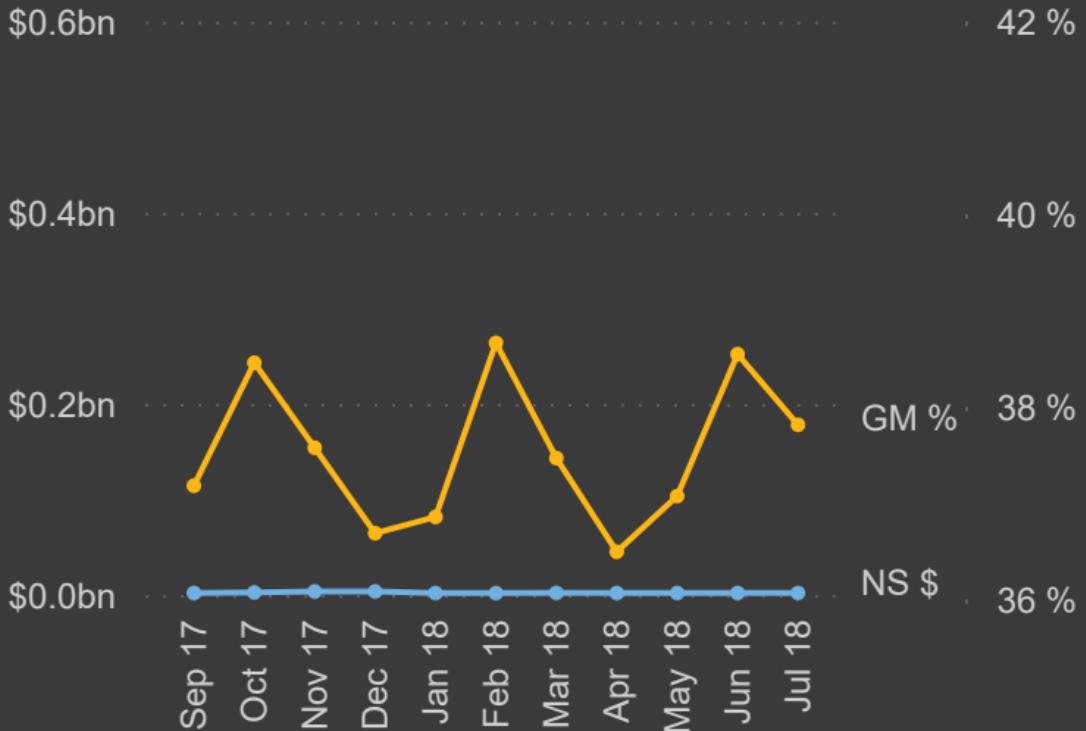
90

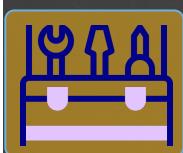
Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42 %	77.66 %	341468	1.72 %	EI
Batteries	55.82 %	85.08 %	-920667	-44.18 %	OOS
Keyboard	92.06 %	55.08 %	421416	5.23 %	EI
Mouse	90.37 %	88.58 %	840719	8.71 %	EI
Desktop	87.53 %	84.37 %	78576	10.24 %	EI
Business Laptop	94.04 %	83.23 %	4991	1.35 %	EI
Personal Desktop	81.45 %	88.81 %	73585	18.55 %	EI
Networking	93.06 %	90.40 %	-12967	-1.69 %	OOS
Wi fi extender	93.06 %	90.40 %	-12967	-1.69 %	OOS
Notebook	87.24 %	79.99 %	-47221	-1.69 %	OOS
Business Laptop	94.38 %	84.29 %	3569	0.52 %	EI
Gaming Laptop	75.00 %	84.95 %	-179757	-25.00 %	OOS
Personal Laptop	90.05 %	74.99 %	128967	9.31 %	EI
Peripherals	68.17 %	83.23 %	-3204280	-31.83 %	OOS
Graphic Card	66.50 %	91.22 %	-1546971	-33.50 %	OOS
Internal HDD	79.39 %	70.47 %	-225860	-20.61 %	OOS
MotherBoard	75.42 %	74.83 %	-523085	-24.58 %	OOS
Processors	59.17 %	83.10 %	-908364	-40.83 %	OOS
Storage	71.50 %	83.54 %	-628266	-25.61 %	OOS
External Solid State Drives	62.27 %	79.90 %	-652668	-37.73 %	OOS
USB Flash Drives	93.57 %	91.87 %	24402	3.37 %	EI
Total	81.17 %	80.21 %	-3472690	-9.48 %	OOS

90

NS & GM % For





region, ...
All

customer
All

segment, cat...
All

2018 2019 2020 2021 >

Q1 Q2 Q3 Q4

vs LY vs Target

\$3.74bn ! BM: 3.81bn (-1.86%)
38.08 % ! GM %
-13.98 % ✓ Net Profit %
81.17 % ✓ Forecast Accuracy

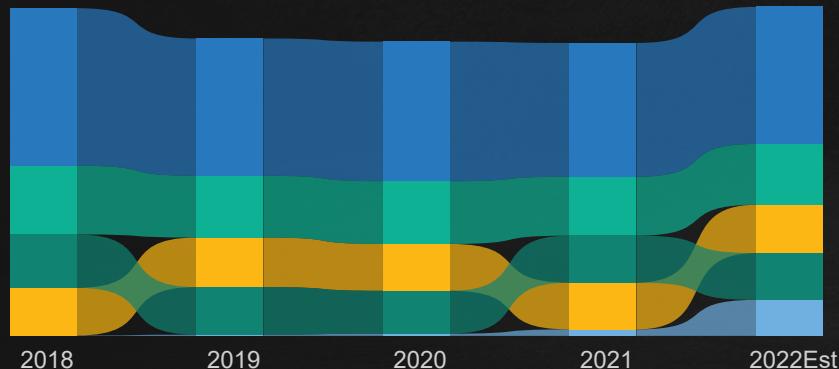


Key Insights By Sub Zone

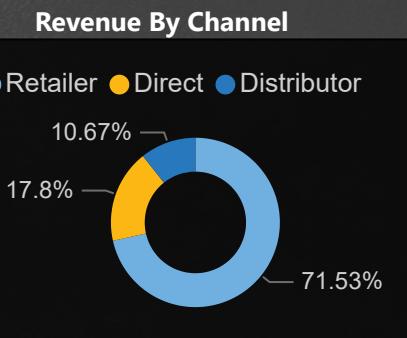
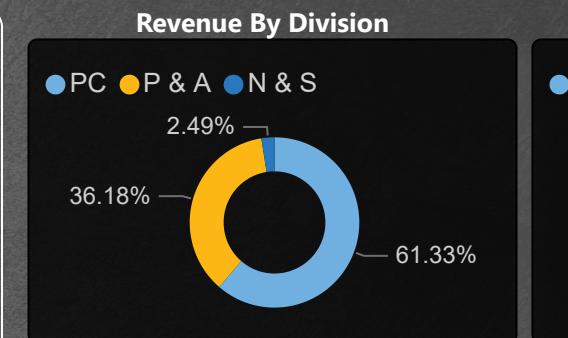
Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	\$14.8M	0.4 %	35.0 %	-2.9 %	0.3 %	3.37 %	EI
SE	\$317.8M	8.5 %	37.0 %	-4.0 %	16.4 %	-55.47 %	OOS
ROA	\$788.7M	21.1 %	34.2 %	-6.3 %	8.3 %	-4.56 %	OOS
ANZ	\$189.8M	5.1 %	43.5 %	-7.4 %	1.4 %	-37.61 %	OOS
NA	\$1,022.1M	27.4 %	45.0 %	-14.2 %	4.9 %	14.35 %	EI
NE	\$457.7M	12.3 %	32.8 %	-18.1 %	6.8 %	-4.56 %	OOS
India	\$945.3M	25.3 %	35.8 %	-23.0 %	13.3 %	-24.37 %	OOS
Total	\$3,736.2M	100.0 %	38.1 %	-14.0 %	5.9 %	-9.48 %	OOS

PC Market Share Trend - Computer & Competitors

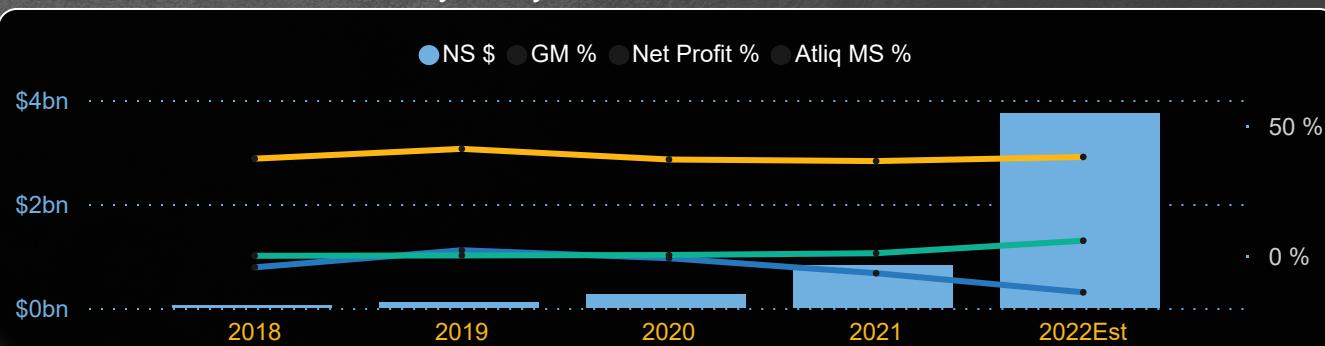
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



BM = Benchmark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock



Yearly Trend By Revenue, GM%, Net Profit%, PC Market Share%

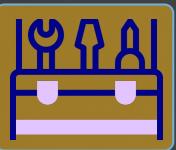


Top 5 Customer By Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7 %	46.01 %
Flipkart	3.7 %	42.14 %
Atliq e Store	8.1 %	36.88 %
Amazon	13.3 %	36.78 %
Sage	3.4 %	31.53 %
Total	38.2 %	39.19 %

Top 5 Product By Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7 %	38.08 %
AQ BZ Allin1 Gen 2	5.4 %	38.51 %
AQ Smash 2	4.1 %	37.40 %
AQ Home Allin1	4.1 %	38.71 %
AQ Smash 1	3.8 %	37.43 %
Total	23.2 %	38.06 %



Computer Business Insights

- 1.. All system data in the tool is refreshed every month on the 5th working day.
- 2.. System data such as Forecast, Actuals, and Historical forecast are received from the Global Database.
- 3.. Non-system data such as Target, Operational Expense, and Market Share are refreshed on request.
- 4.. For FAQs Click [here](#).....
- 5.. Download the live excel version [here](#)....

Computer Business Insights

New To PowerBI?

Get An Issue Resolved

Provide Feedack

Add New Request

Check Out The
Contingenc Plan