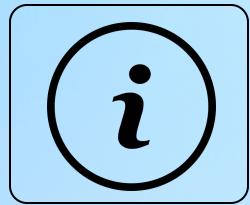




Business Insights 360



Info

Download **user manual** and get to know the key information of this tool.



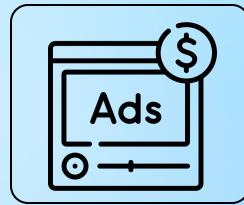
Finance View

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



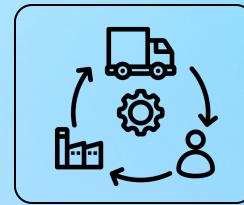
Sales View

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



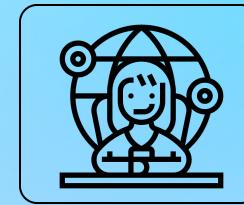
Marketing View

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.

- Currency Type : \$**
- Values in Millions**

Last Refreshed: 07/06/2024

Sales Data updated till :Dec 21



market

All

region

All

customer

All

2018

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales Performance Over Time



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales



38.08%

BM: 38.34% (-0.66%)

Gross Margin



- 13.98%

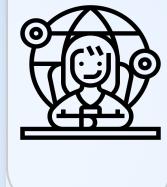
BM: -14.19% (+1.47%)

Net Profit %



Profit And Loss Statement

Line Item	2022	BM	CHG	CHG %
Net Profit %	-13.98	-14.19	0.21	-0.01
Net Profit	-522.42			
Operational Expense	1,945.30			
GM / Unit	15.76			
Gross Margin %	38.08	38.34	-0.25	-0.01
Gross Margin	1,422.88	1,459.51	-36.63	-0.03
Total COGS	2,313.29			
- Other Cost	15.52			
- Freight Cost	100.49			
- Manufacturing Cost	2,197.28			
Net Sales	3,736.17	3,807.09	-70.92	-0.02
Total Post Invoice Deduction	1,906.95			
- Post Deductions	663.42			
- Post Discounts	1,243.54			
Net Invoice Sales	5,643.13			
Pre Invoice Deduction	1,727.01			
Gross Sales	7,370.14			



Top/Bottom Products and Customer by Net Sales Performance Over Time

region	P & L values	YOYCHG%
APAC	1,923.77	
EU	775.48	
LATAM	14.82	
NA	1,022.09	
Total	3,736.17	-1.86%

segment	P & L values	YOYCHG%
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86%



market ▼ region ▼ customer ▼
 All All All

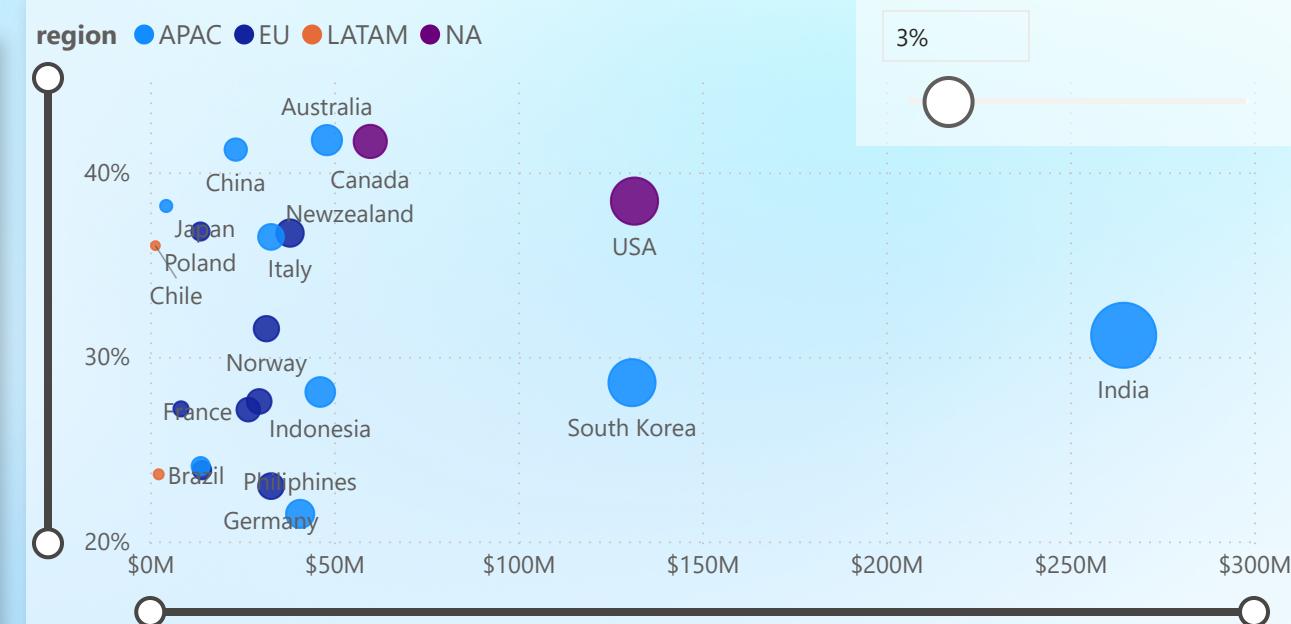
2018 2019 2020 2021 2022
 Q1 Q2 Q3 Q4 YTD YTG

Customer Performance

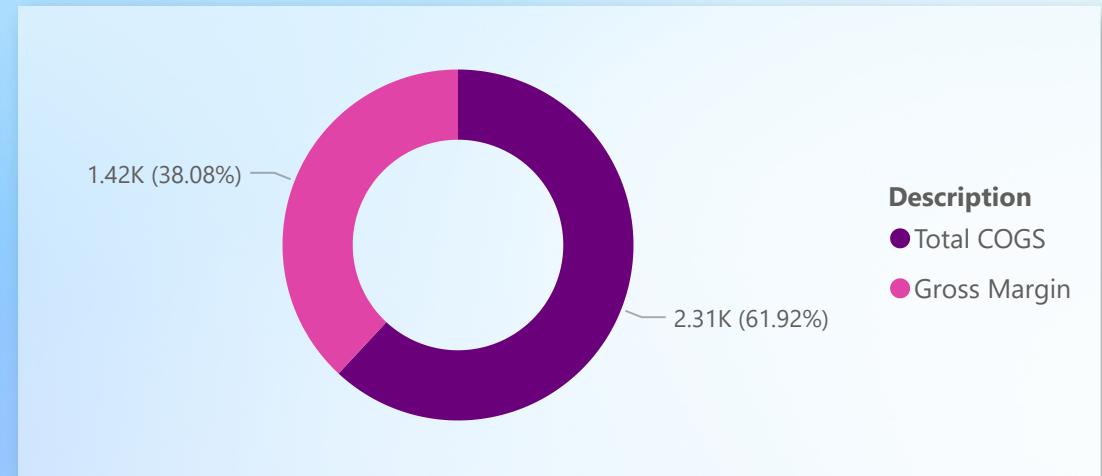
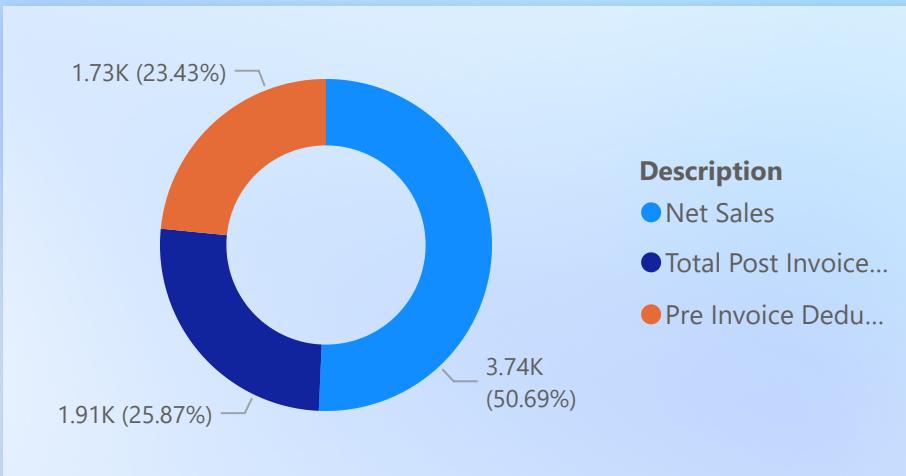
customer	NS	GM \$	GM %
Acclaimed Stores			
All-Out	\$73.36M	29.58M	40.32%
AltiQ Exclusive	\$4.41M	1.68M	38.17%
Amazon	\$307.17M	145.05M	47.22%
Argos (Sainsbury's)	\$496.88M	182.77M	36.78%
Atlas Stores	\$13.70M	5.30M	38.70%
Atliq e Store	\$17.14M	5.43M	31.66%
Atliq Exclusive	\$304.10M	112.15M	36.88%
BestBuy	\$53.95M	21.10M	39.11%
Billa	\$49.34M	22.15M	44.89%
Total	\$3,736.17M	1,422.88M	38.08%



Performance Matrix



Product Performance





market

All

region

All

customer

All

2018

2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

Product Performance

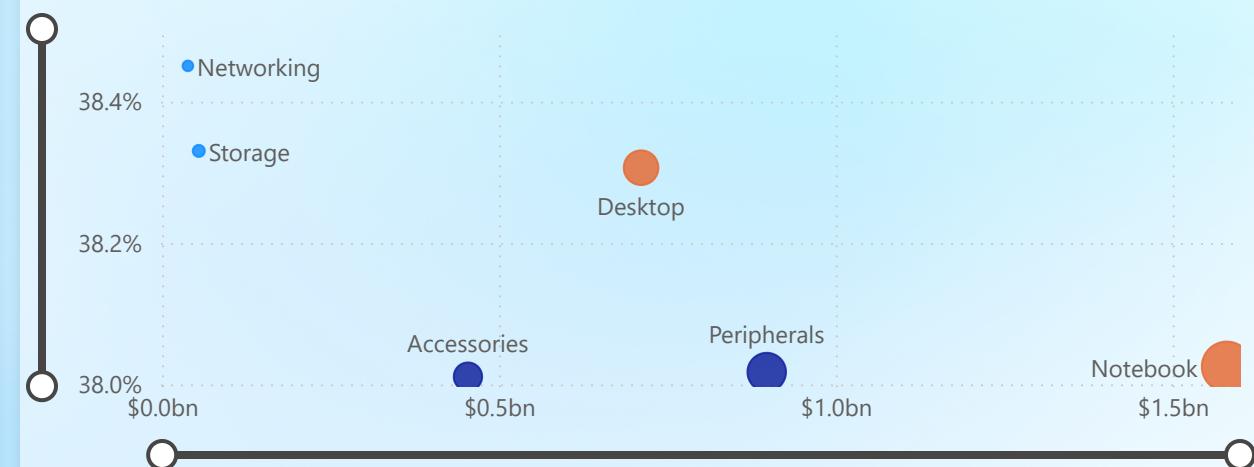
segment	NS	GM \$	GM %	Net Profit	Ne
Accessories	\$454.10M	172.61M	38.01%	-6378.08M%	
Desktop	\$711.08M	272.39M	38.31%	-9778.78M%	
Networking	\$38.43M	14.78M	38.45%	-527.18M%	
Notebook	\$1,580.43M	600.96M	38.03%	-22215.93M%	
Peripherals	\$897.54M	341.22M	38.02%	-12591.27M%	
Storage	\$54.59M	20.93M	38.33%	-751.17M%	
Total	\$3,736.17M	1,422.88M	38.08%	-52242.41M%	



Show NP%

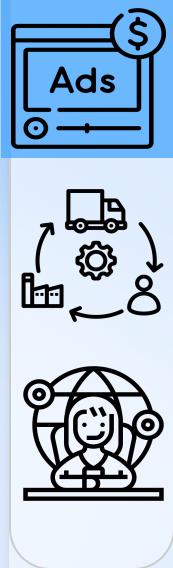
Performance Matrix

division N & S P & A PC



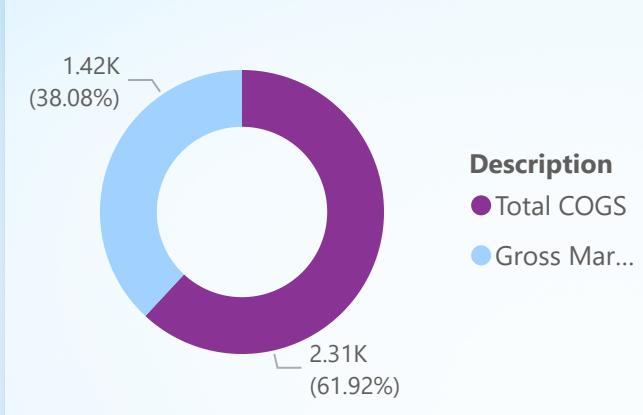
Region / Market / Customer Performance

region	NS	GM \$	GM %	Net Profit	Net_p
APAC	\$1,923.77M	690.21M	35.88%	-28116.25M%	-1
NA	\$1,022.09M	459.68M	44.97%	-14530.59M%	-1
EU	\$775.48M	267.80M	34.53%	-9551.88M%	-1
LATAM	\$14.82M	5.19M	35.02%	-43.70M%	-1
Total	\$3,736.17M	1,422.88M	38.08%	-52242.41M%	-1



Increase Decrease

Unit Economics



market ▼
All ▼region ▼
All ▼customer ▼
All ▼

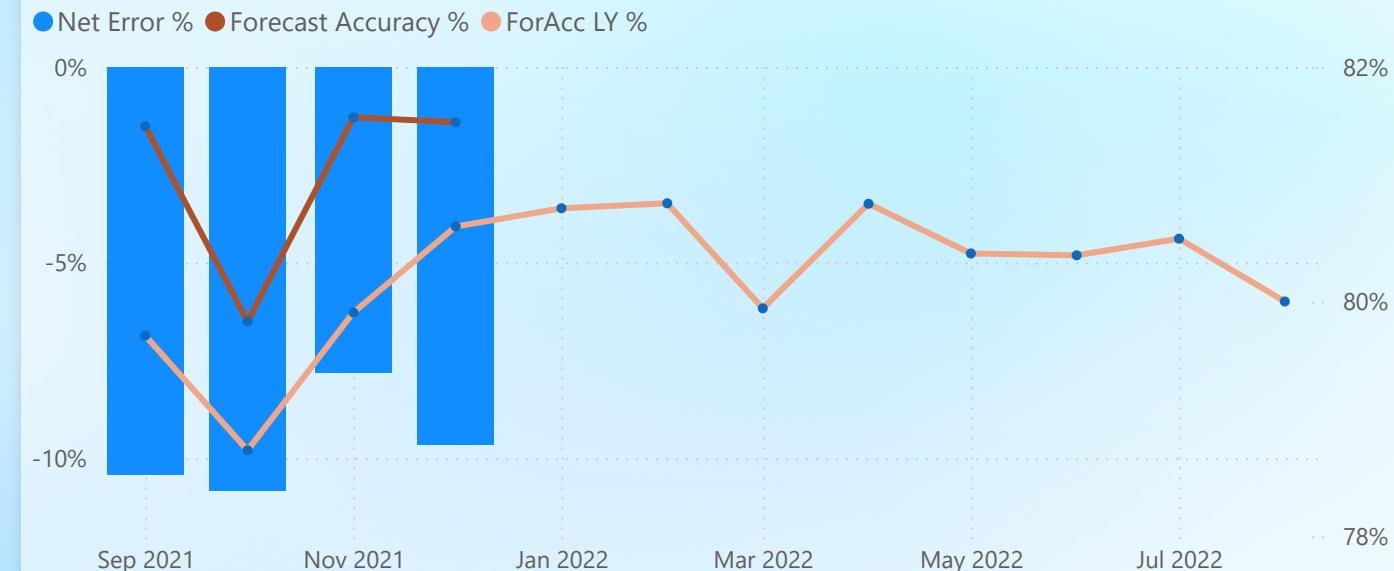
2018 2019 2020 2021 2022

Q1 Q2 Q3 Q4

YTD YTG

**81.17% ✓**
LY: 0.80 (+1.2%)**Forecast Accuracy****-3.5M ✓**
LY: -0.8M (+361.97%)**Gross Margin****6.90M! ✓**
LY: 9.78M (-29.46%)**ABS error****Key Metrics by Customer**

customer	Forecast Accuracy %	Forecast Acc LY	Net Error	Net Error LY
Atliq e Store	74.22%	0.75	-294868	-94643
Amazon	73.79%	0.75	-464694	-155116
AltiQ Exclusive	71.42%	0.71	-221177	-191800
Mbit	55.40%	0.62	-43470	51220
Euronics	45.25%	0.61	-67489	58391
Expert	62.93%	0.61	-26489	69286
Boulanger	52.69%	0.59	-48802	81786
UniEuro	50.30%	0.58	-89065	173583
Radio Popular	52.94%	0.57	-49354	72810
Power	54.06%	0.57	-11212	22117
Flawless Stores	50.73%	0.56	-21201	20844
Argos (Sainsbury's)	54.78%	0.56	-23040	8033
Info Stores	50.29%	0.56	-19146	16776
Premium Stores	51.71%	0.56	-17551	75214
Total	81.17%	0.80	-34726	-751714
			90	

**Net Error/Accuracy Trend****Key Metrics by Products**

segment	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy %
Accessories	87.42%	341468	1.72%	87.42%
Desktop	87.53%	78576	10.24%	87.53%
Networking	93.06%	-12967	-1.69%	93.06%
Notebook	87.24%	-47221	-1.69%	87.24%
Peripherals	68.17%	-320428	-31.83%	68.17%
Total	81.17%	-34726	-9.48%	81.17%
		90		