

Filters



Select Benchmark(BM)

vs LY

vs Target

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All



BY COUNTRY

All



BY CATEGORY

All



Abbreviations

BM = Benchmark | LY=Last Year

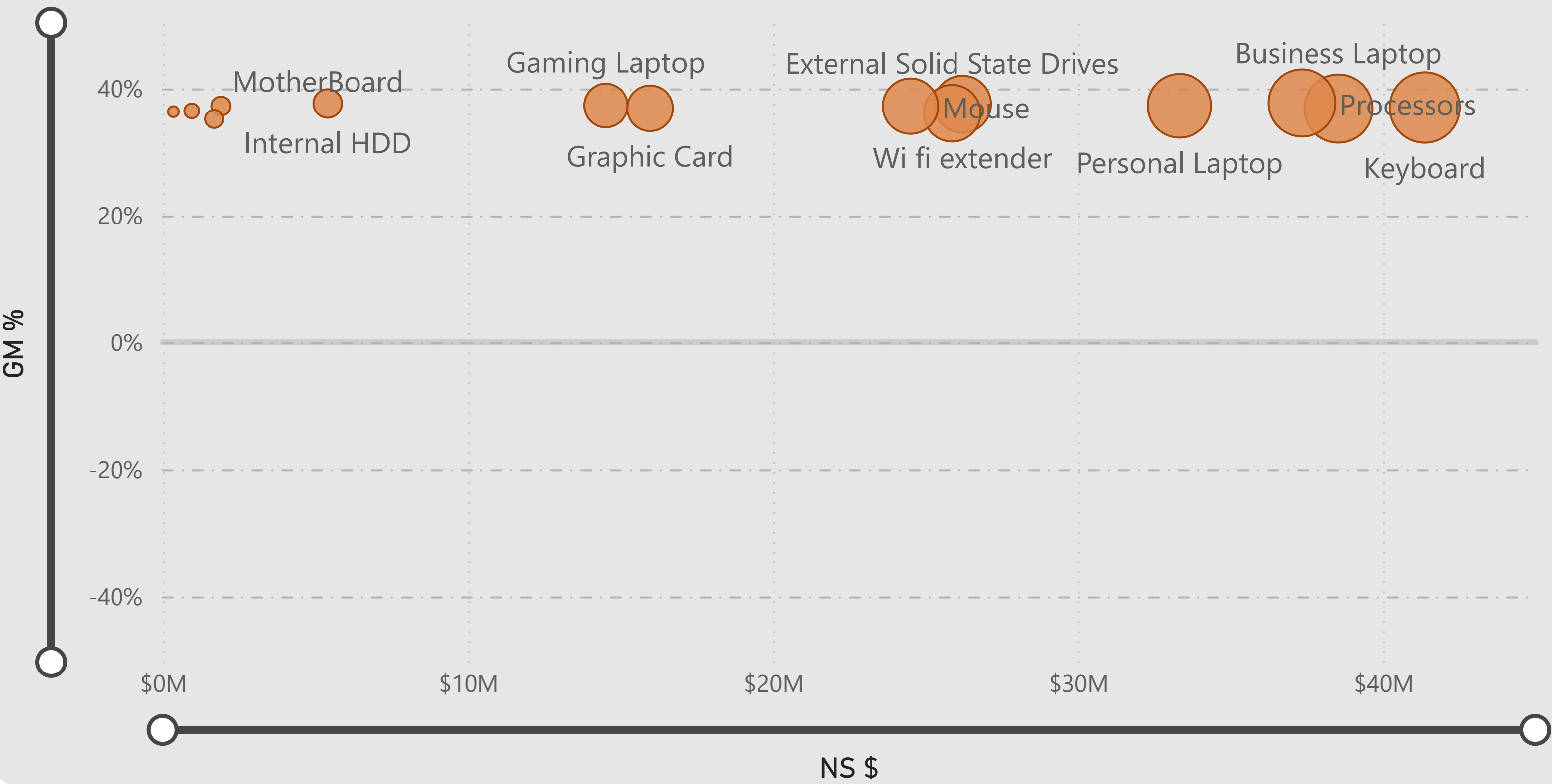
GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

Net Sales Performace Over Time

GM %

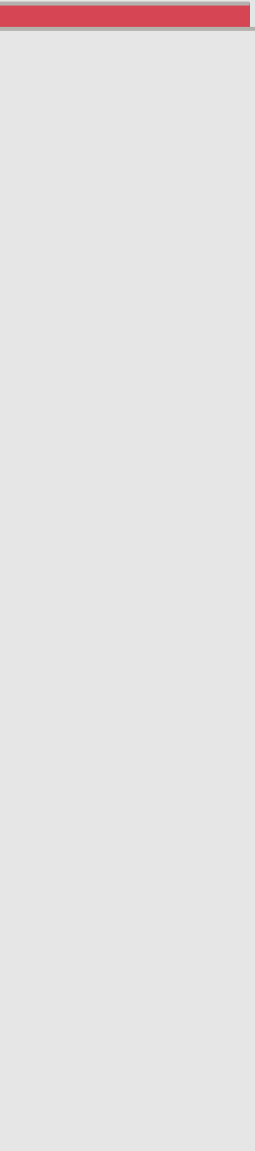
Net Profit %



● Increase ● Decrease



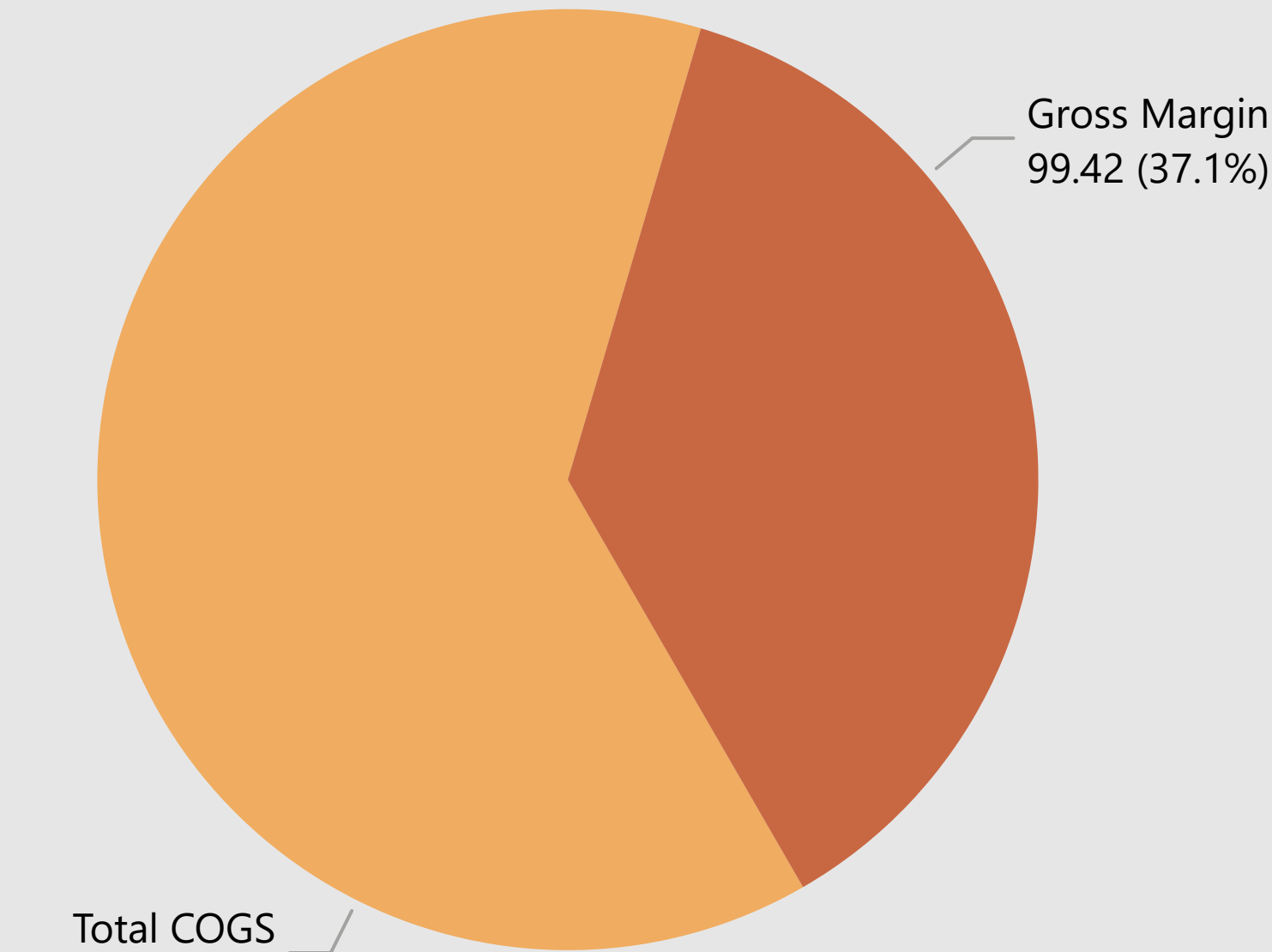
Gross Margin



Net Profit



Operational  
Expense



Market



Segment

Segment

Category

Category	NS \$	GM %	NP \$	NP %	Δ NP %
Personal Desktop	\$0.95M	36.47%	-0.03M	-2.88%	
USB Flash Drives	\$1.68M	35.20%	-0.04M	-2.46%	
External Solid State Drives	\$25.88M	36.10%	-0.45M	-1.74%	-182.91%
Batteries	\$0.35M	36.35%	-0.01M	-1.68%	
Business Laptop	\$38.54M	36.83%	-0.42M	-1.10%	-143.58%
Graphic Card	\$15.98M	36.88%	-0.17M	-1.06%	-144.33%
Gaming Laptop	\$14.52M	37.31%	-0.14M	-0.96%	-141.09%
Keyboard	\$41.37M	37.00%	-0.39M	-0.95%	-139.21%
MotherBoard	\$1.90M	37.22%	-0.01M	-0.72%	-131.88%
Personal Laptop	\$33.33M	37.27%	-0.23M	-0.69%	-134.01%
Mouse	\$24.51M	37.21%	-0.17M	-0.68%	-130.46%
Wi fi extender	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Internal HDD	\$5.41M	37.63%	-0.02M	-0.31%	-111.42%
Processors	\$37.35M	37.71%	-0.09M	-0.25%	-107.34%