



## BUSINESS INSIGHTS - 360



### FILTERS

vs LY      vs Target

2019    2020    2021    2022  
EST

Qtr 1    Qtr 2    Qtr 3    Qtr 4

**YTD**    **YTG**

#### BY REGION/COUNTRY

All

#### BY CUSTOMER(s)

All

#### BY CATEGORY

All

#### ABBREVIATIONS

BM = Benchmark | LY = Last Year  
 GM = Gross Margin | NS = Net Sales  
 NP = Net Profit | Chg = Change  
 NE = Net Error | MS = Market Share  
 FA = Forecast Accuracy  
 EI = Excess Inventory  
 OOS = Out Of Stock  
 RC = Revenue Contribution

ALL values are in Millions USD



### FINANCE

**72.99%**!

BM: 86.45% (-15.57%)

Forecast Accuracy %



### SALES

**491.6K**!

BM: 637.48K (-22.88%)

Net Error (\$)



### MARKETING

**5743.2K**✓

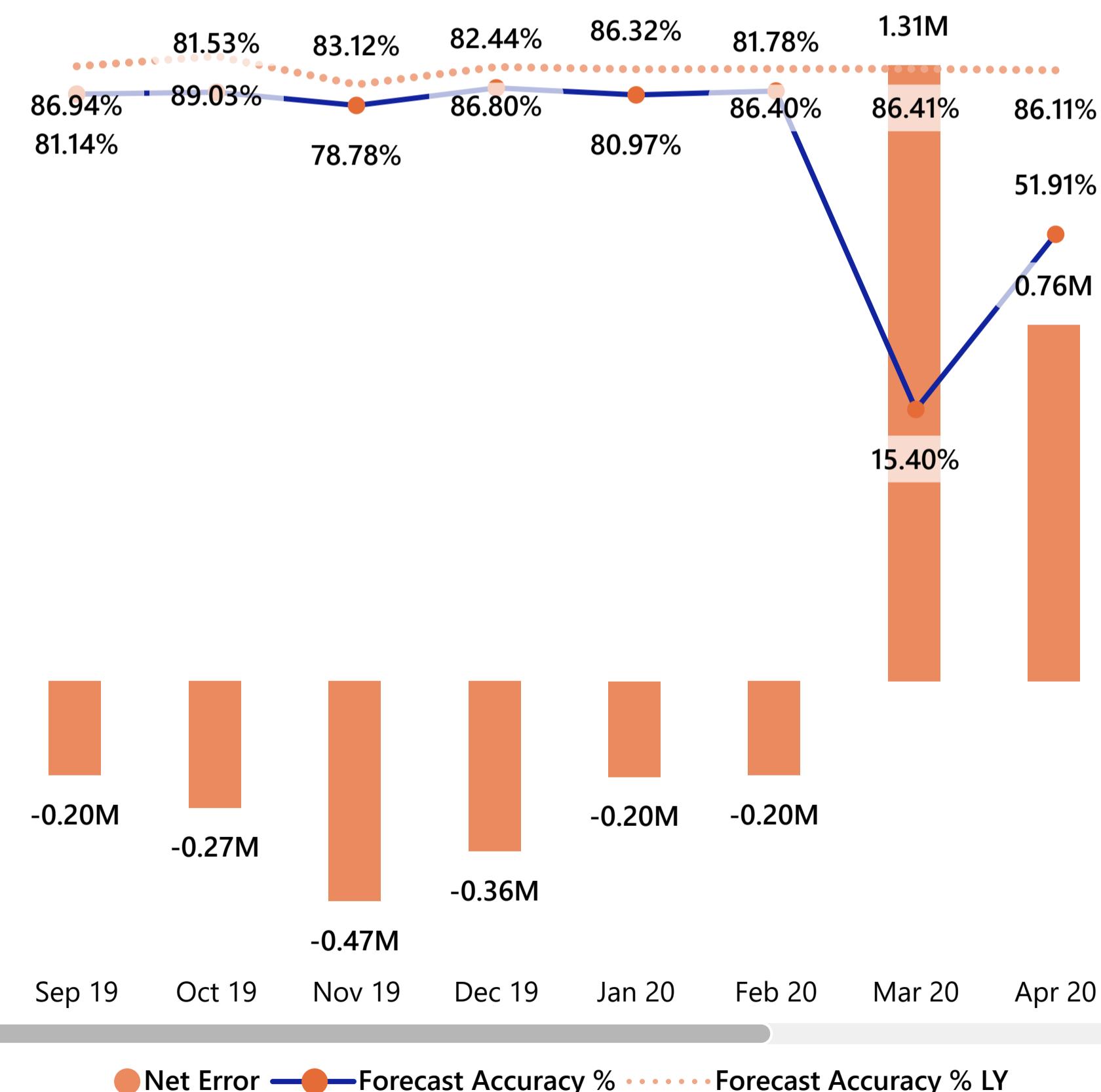
BM: 1547.78K (+271.06%)

Absolute Error (\$)



### SUPPLY CHAIN

#### Accuracy / Net Error Trend



#### Key Metrics By Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	330680	17.76%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Radio Popular	50.36%	58.50%	39157	19.89%	EI
Mbit	49.13%	55.20%	6922	6.47%	EI
Expert	48.84%	64.24%	32551	14.52%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
UniEuro	45.77%	32.17%	62607	27.48%	EI
Elkjøp	45.00%	12.35%	78218	39.29%	EI
Nomad Stores	43.96%	45.05%	85613	34.93%	EI
Total	72.99%	86.45%	491599	2.31%	EI

#### Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.86%	EI
Notebook	76.65%	83.02%	147K	22.59%	EI
Peripherals	75.18%	85.06%	193K	7.43%	EI
Accessories	71.42%	90.20%	-168K	-1.40%	OOS
Desktop	70.07%		0K	-2.00%	OOS
Networking	52.50%	81.50%	-379K	-28.90%	OOS
Total	72.99%	86.45%	492K	2.31%	EI