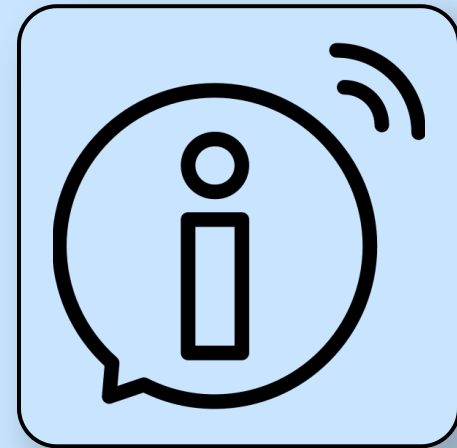




Business Insights 360



Info

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



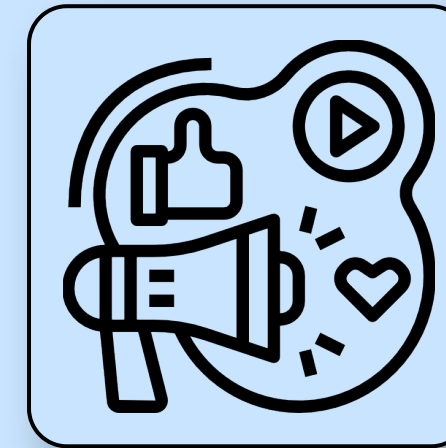
Finance View

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



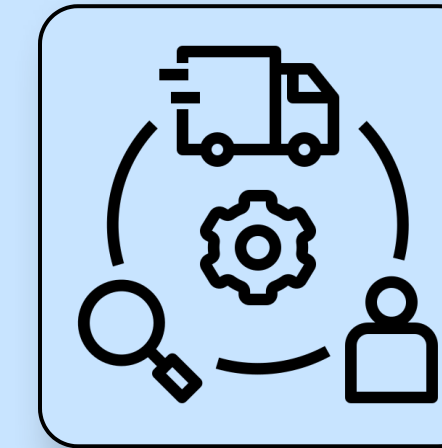
Sales View

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



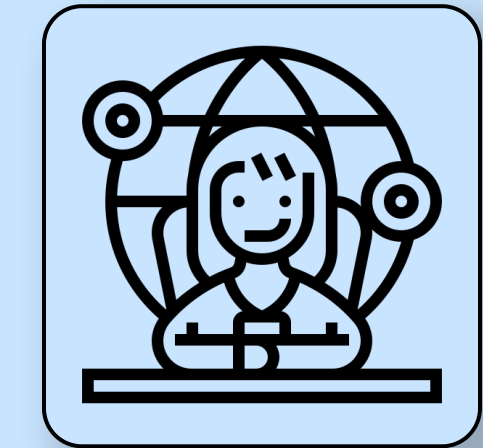
Marketing

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.



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

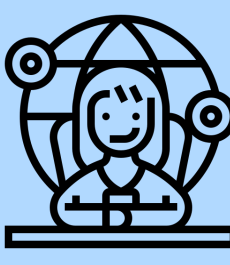
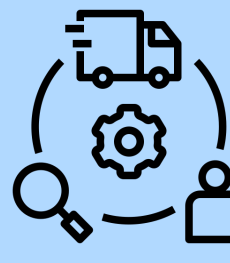
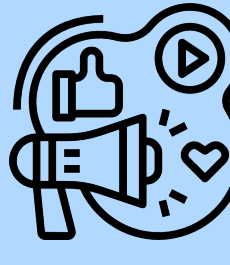
Q4

YTD

YTG

vs LY

vs
Target



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

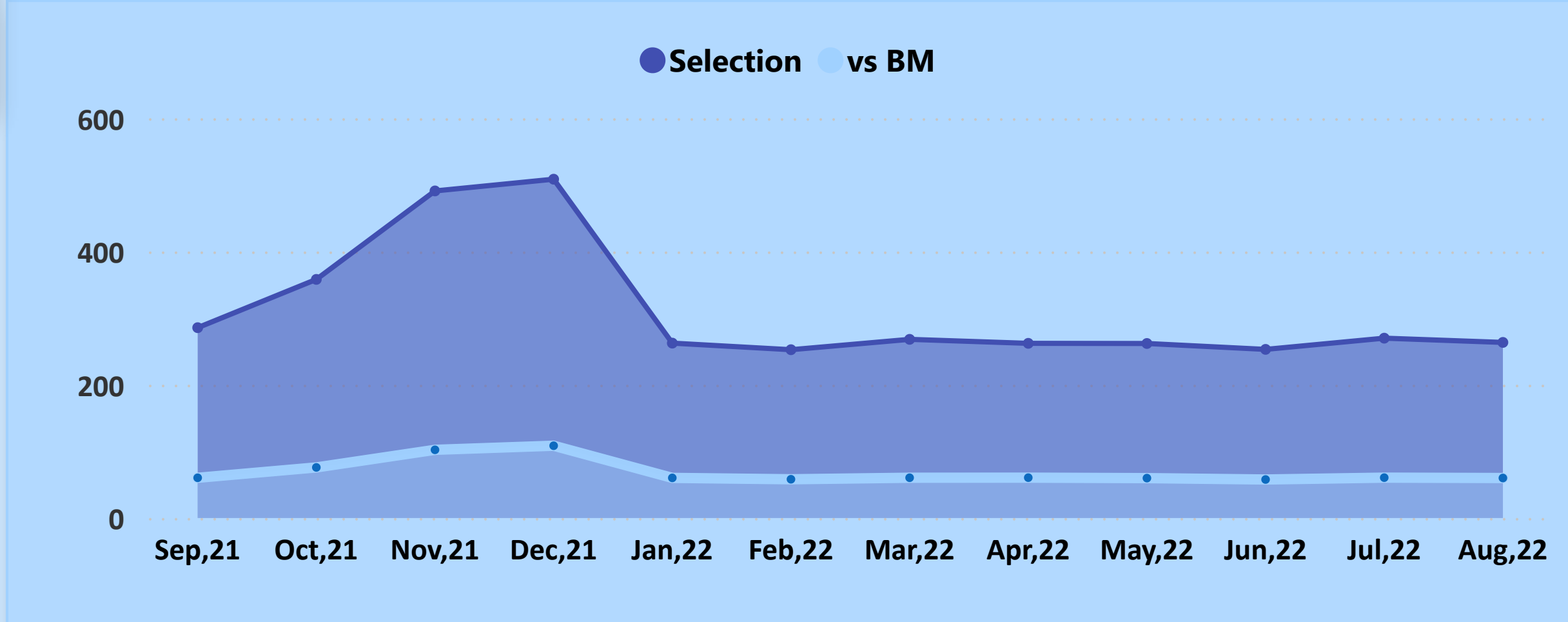
BM: -6.63% (-110.79%)

Net Profit %

Profit & 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

Net SalesPerformance Over Time



Top / Bottom Products & Customer by Net Sales

region	P & L values	P & L chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32
Total	3,736.17	353.50

BM = Benchmark LY = Last Year



region, market

All



customer

All



segment, category

All



2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

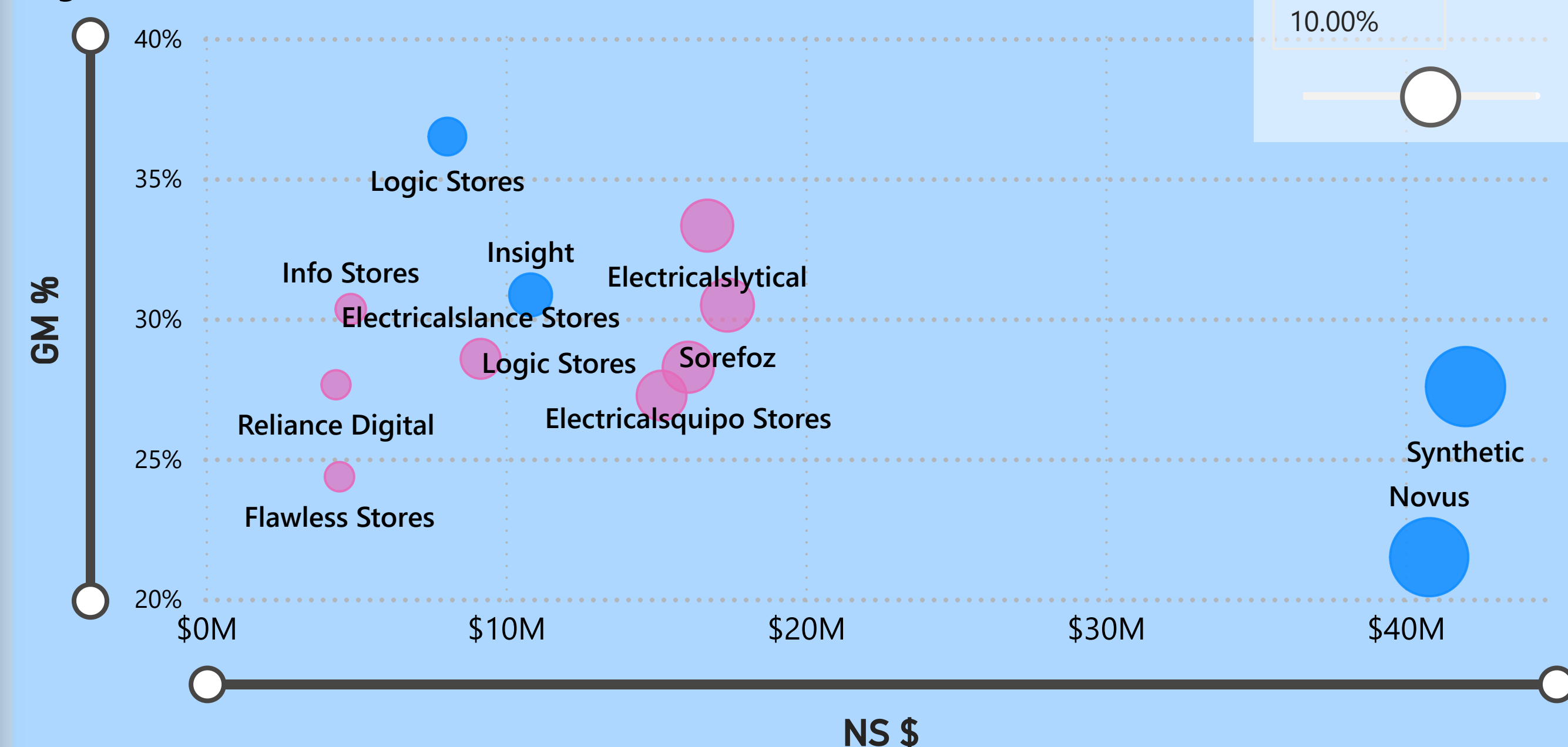
vs Target

Customer Performance

Performance Matrix

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.4M	29.6M	40.32%
All-Out	\$4.4M	1.7M	38.17%
Amazon	\$496.9M	182.8M	36.78%
Argos (Sainsbury's)	\$13.7M	5.3M	38.70%
Atlas Stores	\$17.1M	5.4M	31.66%
Atliq e Store	\$304.1M	112.1M	36.88%
Atliq Exclusive	\$361.1M	166.1M	46.01%
BestBuy	\$49.3M	22.1M	44.89%
Billa	\$6.8M	1.6M	23.80%
Boulanger	\$26.0M	10.4M	39.95%
Chip 7	\$25.6M	8.3M	32.24%
Chiptec	\$18.9M	7.4M	38.94%
Total	\$3,736.2M	1,422.9M	38.08%

region ● APAC ● EU

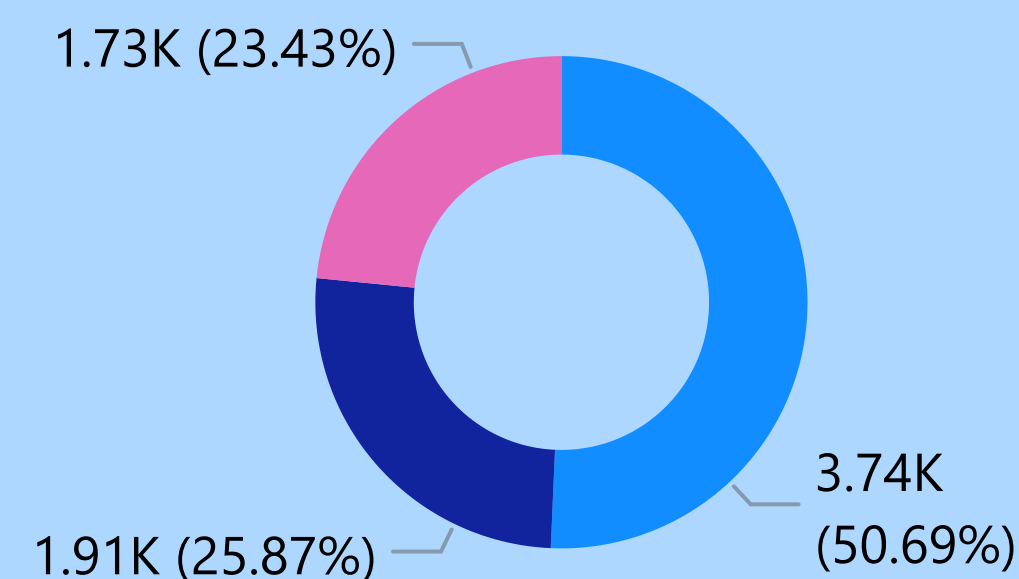


Product Performance

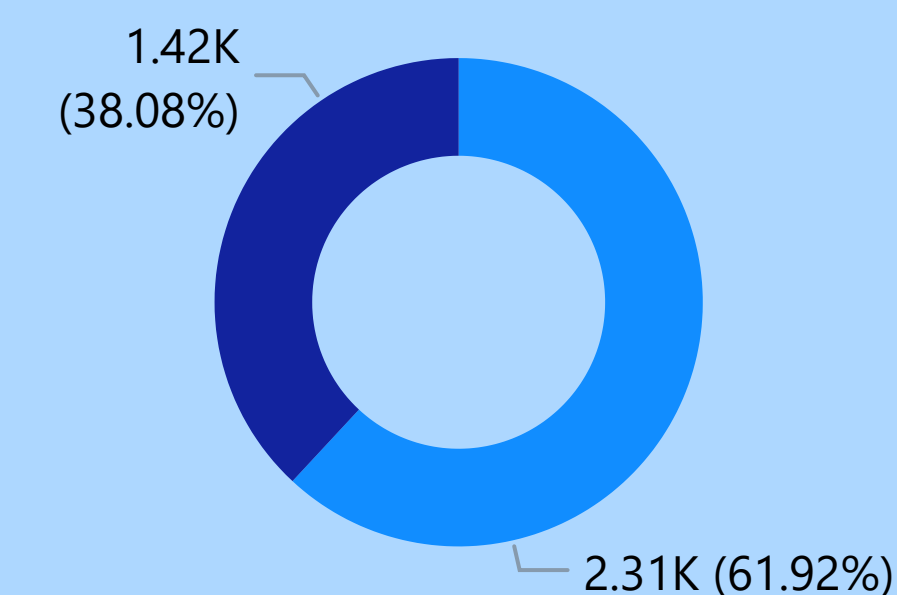
Unit Economics

segment	NS \$	GM \$	GM %
Accessories	\$454.1M	172.6M	38.01%
Desktop	\$711.1M	272.4M	38.31%
Networking	\$38.4M	14.8M	38.45%
Notebook	\$1,580.4M	601.0M	38.03%
Peripherals	\$897.5M	341.2M	38.02%
Storage	\$54.6M	20.9M	38.33%
Total	\$3,736.2M	1,422.9M	38.08%

● Net Sales ● Total Post Inv... ● Pre Invoice ...



● Total COGS ● Gross Margin





region, market

All



customer

All



segment, category

All



2018

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2021

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Q1

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vs LY

vs
Target

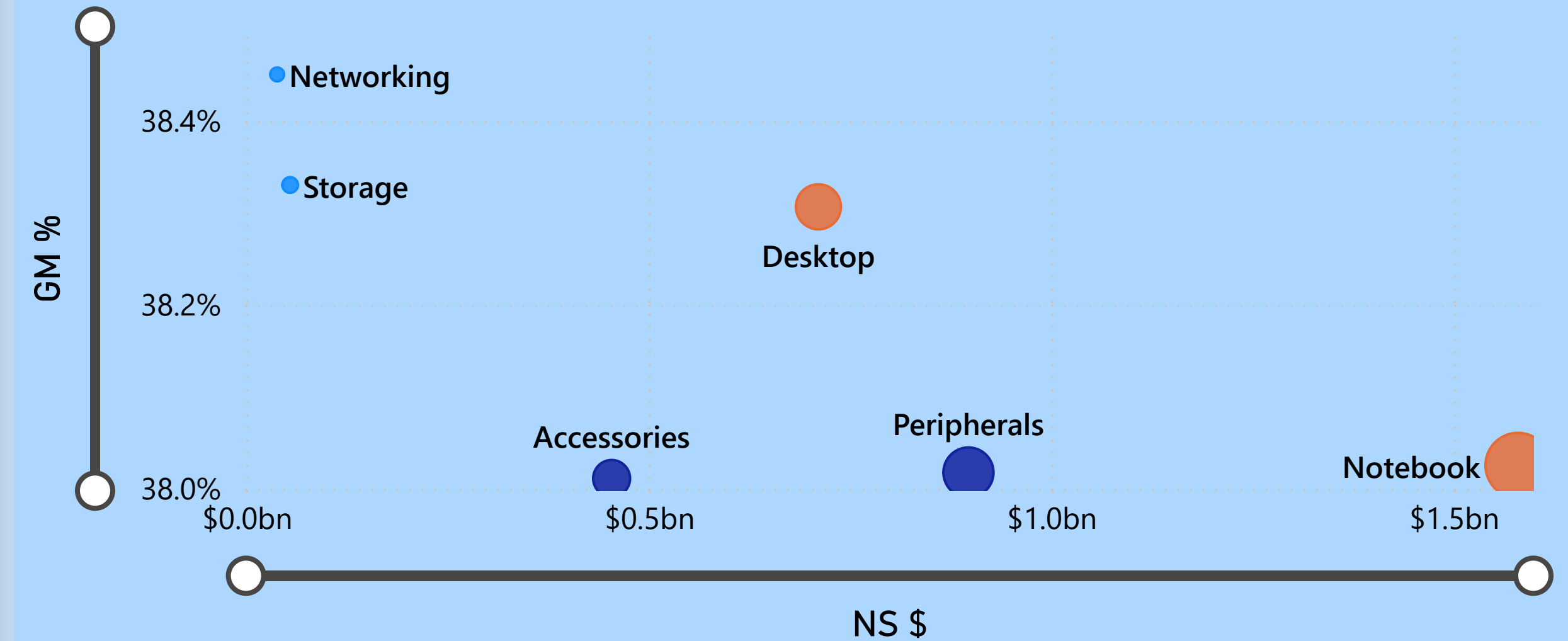
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Show NP %

Performance Metrics

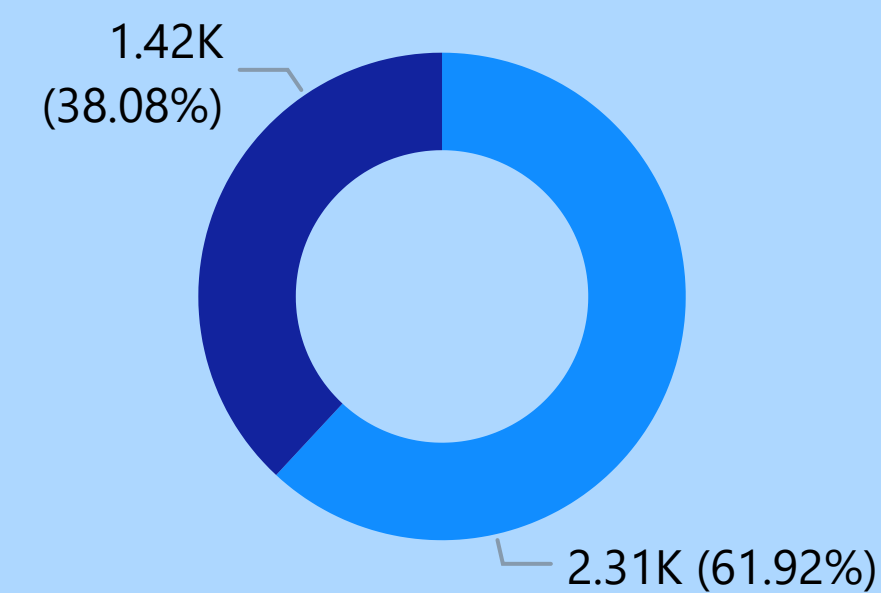
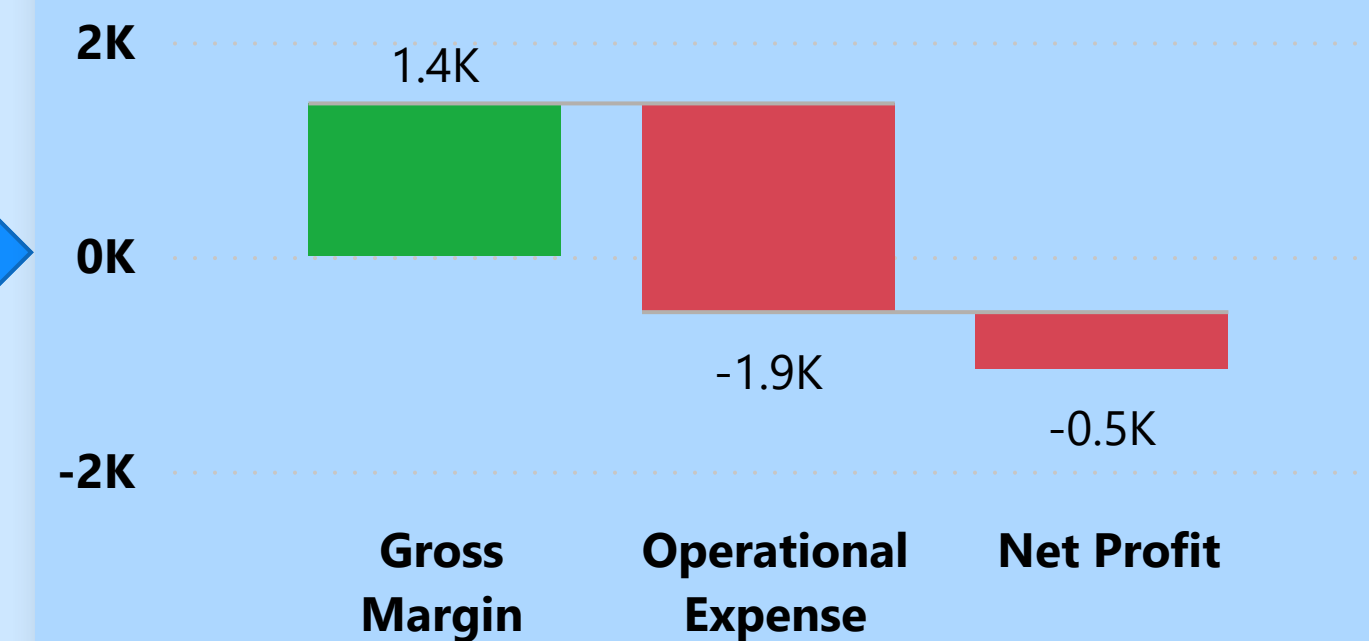
GM % Visual

division ● N & S ● P & A ● PC

Region/Market/Customer Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	\$3,736.2M	1,422.9M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin● Increase ● Decrease



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.69K✓

LY: -751.71K (+361.97%)

Net Error

6899.04K✓

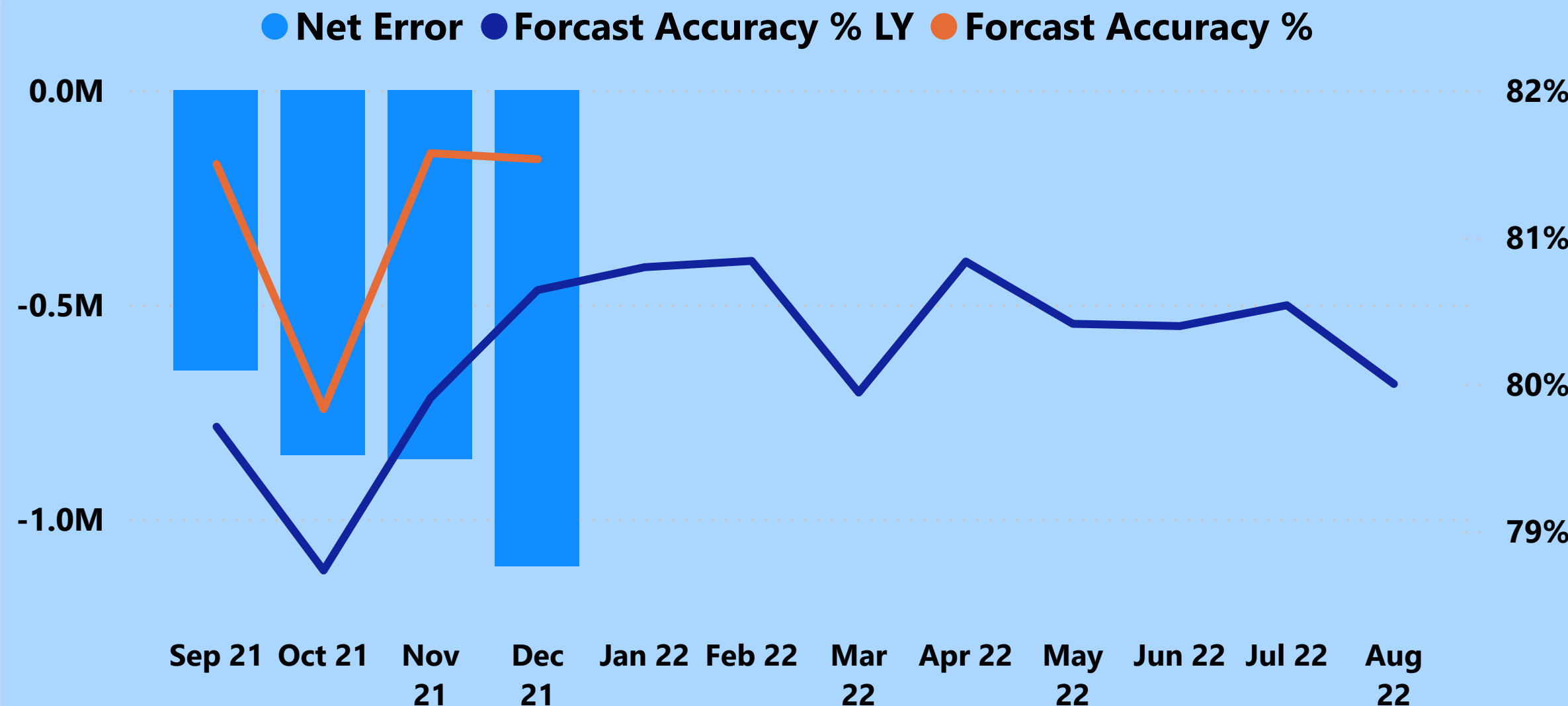
LY: 9780.74K (+29.46%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk
All-Out	43.96%	29.09%	-150	OOS
Amazon	73.79%	74.54%	-464694	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040	OOS
Atlas Stores	49.53%	48.16%	-4182	OOS
Atliq e Store	74.22%	74.59%	-294868	OOS
Atliq Exclusive	70.35%	71.69%	-359242	OOS
Boulanger	52.69%	58.77%	-48802	OOS
Chip 7	34.56%	53.44%	-85293	OOS
Chiptec	50.49%	52.54%	-20102	OOS
Coolblue	47.66%	52.95%	-34790	OOS
Croma	36.58%	42.78%	-77649	OOS
Digimarket	28.21%	40.79%	-95328	OOS
Ebay	52.27%	50.49%	-19127	OOS
Electricalsara Stores	48.62%	52.02%	-11256	OOS
Electricalsbea Stores	55.74%	51.56%	-6352	OOS
Electricalslance Stores	41.07%	54.69%	-39358	OOS
Total	81.17%	80.21%	-3472690	OOS

Accuracy/Net Error Trend



Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Networking	93.06%	90.40%	-12967	OOS	-1.69%
Desktop	87.53%	84.37%	78576	EI	10.24%
Accessories	87.42%	77.66%	341468	EI	1.72%
Notebook	87.24%	79.99%	-47221	OOS	-1.69%
Storage	71.50%	83.54%	-628266	OOS	-25.61%
Peripherals	68.17%	83.23%	-3204280	OOS	-31.83%
Total	81.17%	80.21%	-3472690	OOS	-9.48%

