



region, market
All

customer
All

segment, category, pr...
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

\$823.85M ✓
BM: 267.98M (+207.43%)
Net Sales

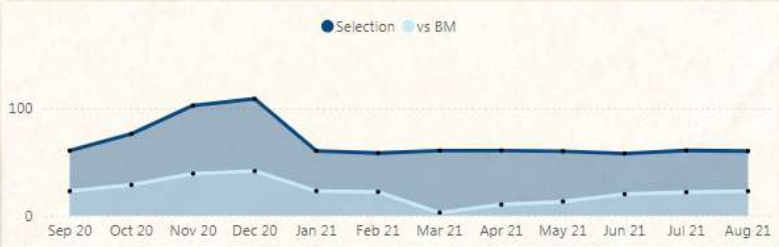
36.49% !
BM: 37.10% (-1.65%)
GM %

-6.63% !
BM: -0.85% (-676.38%)
Net Profit %

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	-249.30
Net Profit	-54.65	-2.29	-52.36	-2,286.82
Net Profit %	-6.63	-0.85	-5.78	-676.38

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	441.98	198.67	Accessories	244.85	269.67
EU	200.77	259.88	Desktop	46.43	4,791.34
LATAM	3.16	58.40	Networking	45.16	72.26
NA	177.94	186.03	Notebook	266.49	208.45
Total	823.85	207.43	Peripherals	166.51	174.64
			Storage	54.42	97.48
			Total	823.85	207.43



region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

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Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
Atliq e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%
Flipkart	\$25.25M	7.64M	30.23%
Leader	\$24.51M	8.34M	34.01%
Neptune	\$21.00M	8.65M	41.17%
Ebay	\$19.87M	7.17M	36.10%
Electricalsocity	\$16.25M	5.66M	34.83%
Synthetic	\$16.10M	6.32M	39.25%
Electricalslytical	\$15.64M	5.92M	37.86%
Acclaimed Stores	\$14.32M	5.18M	36.18%
Prnnel	\$14.14M	5.34M	37.77%
Total	\$823.85M	300.63M	36.49%

Performance Matrix

vs LY vs Target

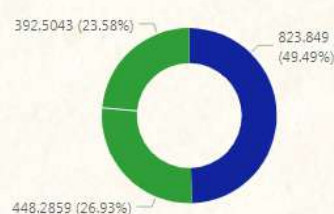


Product Performance

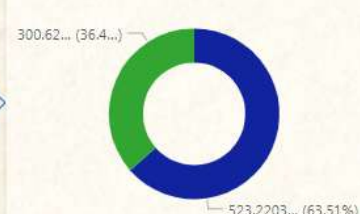
segment	NS \$	GM \$	GM %
Storage	\$54.42M	20.00M	36.75%
Networking	\$45.16M	16.60M	36.75%
Peripherals	\$166.51M	60.81M	36.52%
Accessories	\$244.85M	89.30M	36.47%
Notebook	\$266.49M	97.12M	36.45%
Desktop	\$46.43M	16.79M	36.17%
Total	\$823.85M	300.63M	36.49%

Unit Economics

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



● Total COGS ● Gross Margin





region, market
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segment, category, pr...
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YTD

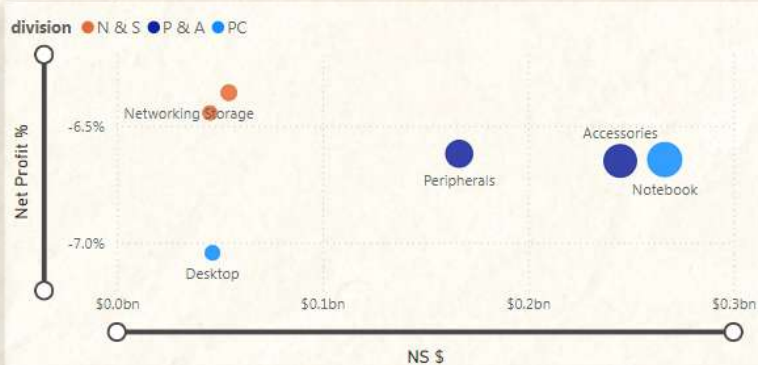
YTG

Product Performance

Show GM %

Performance Matrix

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

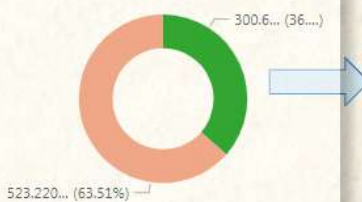


Region / Market / Customer performance

Unit Economics

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
LATAM	\$3.16M	1.19M	37.54%	0.20M	6.18%
NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

● Gross Margin ● Total COGS



● Increase ● Decrease





region, market ▼ customer ▼ segment, category, pr... ▼

All ▼ All ▼ All ▼

2019 2020 **2021** 2022 Est

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YTD YTG

80.21%✓
LY: 72.99% (+9.88%)
Forecast Accuracy

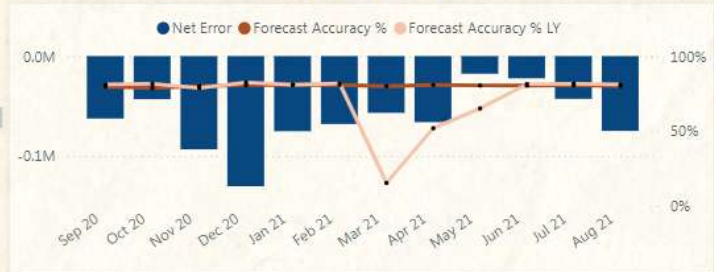
-751.7K✓
LY: 491.6K (-252.91%)
Net Error

9780.7K!
LY: 5743.2K (+70.3%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Status_Stock
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	Available
Atlas Stores	48.16%	39.19%	99521	29.6%	Available
Boulanger	58.77%	38.12%	81786	18.3%	Available
Chip 7	53.44%	41.32%	95124	18.8%	Available
Chiptec	52.54%	27.04%	72175	22.1%	Available
Coolblue	52.95%	43.16%	116840	26.9%	Available
Croma	42.78%	35.49%	45046	6.0%	Available
Electricalsara Stores	52.02%	32.38%	19891	12.4%	Available
Electricalslytical	50.82%	39.26%	130903	12.2%	Available
Electricalsociety	50.35%	42.87%	9221	0.9%	Available
Electricalsquipo Stores	48.82%	39.26%	89614	27.2%	Available
Elite	51.48%	40.14%	4296	1.4%	Available
Epic Stores	52.19%	38.40%	11914	3.8%	Available
Euronics	60.79%	42.25%	58391	15.3%	Available
Expert	60.67%	48.84%	69286	12.0%	Available
Expression	44.32%	37.52%	2997	0.4%	Available
Ezone	44.11%	33.17%	26876	3.5%	Available
Total	80.21%	72.99%	-751714	-1.5%	Out of Stock

Accuracy / Net Error Trend



Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Status_Stock
Storage	83.54%	81.01%	1507656	-6.36%	Available
Networking	90.40%	52.50%	227056	-6.44%	Available
Desktop	84.37%	70.07%	16205	-7.04%	Available
Notebook	79.99%	76.65%	-51254	-6.64%	Out of Stock
Peripherals	83.23%	75.18%	-318194	-6.62%	Out of Stock
Accessories	77.66%	71.42%	-2133183	-6.65%	Out of Stock
Total	80.21%	72.99%	-751714	-6.63%	Out of Stock



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2019

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YTG

Customer Performance

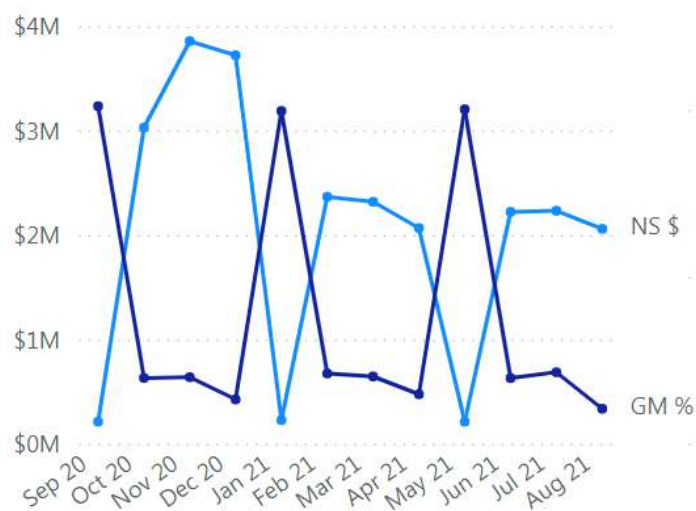
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Amazon	\$109.03M	38.59M	35.40%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
AtliQ e Store	\$70.31M	26.40M	37.54%
Sage	\$27.07M	9.52M	35.16%

Flipkart
Leader
Neptune
Ebay
Electricalsoc
Synthetic
Electricalsyt
Acclaimed S
Propeel
Total

segment

- Storage
- Networki
- Periphera
- Accessori
- Noteboo
- Desktop
- Total

NS & GM % For Leader



Performance Matrix

vs LY

vs Target

region ● APAC ● EU

35%

30%

10%

Forward Sto

Digimarket

Sound

Sound

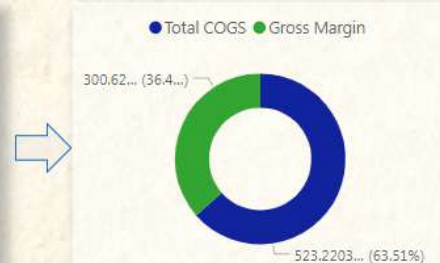
50%

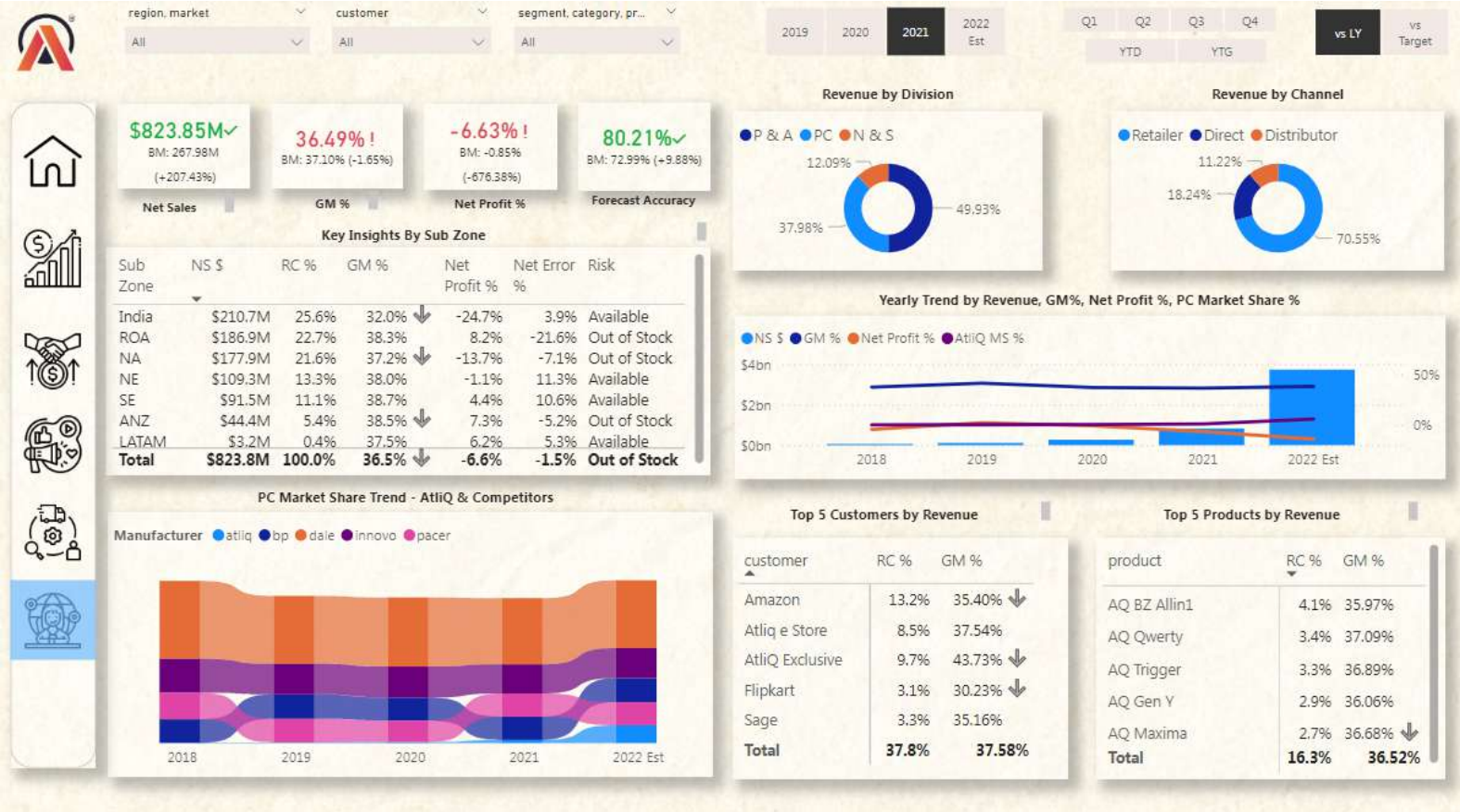
40%

30%

NS \$

Unit Economics







Business Analytics 360



Info

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



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**.



Finance View

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



Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



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**.



Executive View

Top Level dashboard for **executive** consolidating top insights from all dimensions of business.