



## Business Intelligence 360 Analysis for DattaCo Ltd



Info



Finance View



Sales View



Marketing View



Supply Chain View



Executive View



# Financial Analysis



2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

**£7.37bn✓**  
LY: £1.66bn (+342.75%)  
Gross Price

**£2.31bn✓**  
LY: £523.22M (+342.13%)  
Total COGS

**£3.74bn✓**  
LY: £823.85M (+353.5%)  
Net Sales

Product Segment

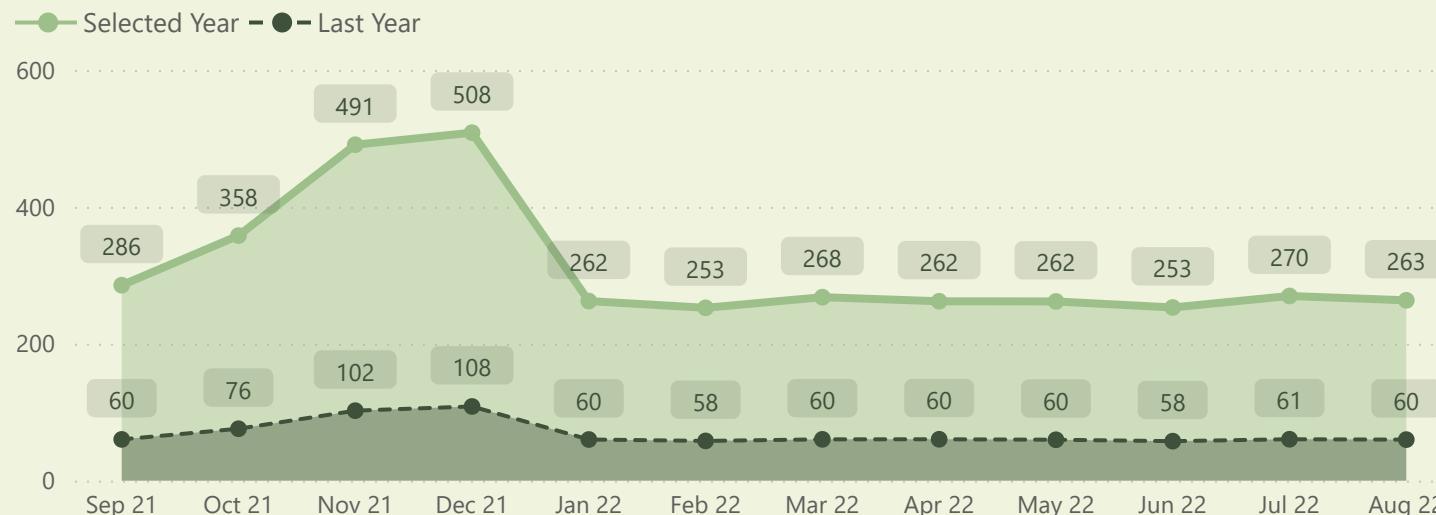
All

**£1.42bn !**  
LY: £1.66bn (-14.52%)  
Gross Profit

**38.08%✓**  
LY: 36.49% (+4.37%)  
Gross Margin

**-£522.42M !**  
LY: -£54.65M (-855.93%)  
Net Profit

## Net Sales Performance Over time x1,000,000

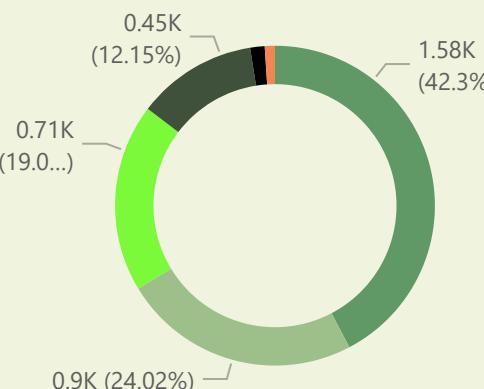


## Net Sales in 1,000,000 by Market

Region ● APAC ● EU ● LATAM ● NAM

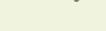


## Net Sales in 1,000,000 by segment



Line Item	2022	LY	YoY Chg	YoY Chg %
<b>Gross Sales</b>	7,370.14	1,664.64	5,705.50	342.75
<b>Pre Invoice Deduction</b>	1,727.01	392.50	1,334.51	340.00
<b>Net Invoice Sales</b>	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
<b>Total Post Invoice Deduction</b>	1,906.95	448.29	1,458.67	325.39
<b>Net Sales</b>	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
<b>Total COGs</b>	2,313.29	523.22	1,790.07	342.13
<b>Gross Margin</b>	1,422.88	300.63	1,122.25	373.30
<b>Gross Margin %</b>	38.08	36.49	1.59	4.37
<b>GM / Unit</b>	15.76	5.99	9.77	162.95
<b>Operational Expense</b>	-1,945.30	-355.28	-1,590.02	447.54
<b>Net Profit</b>	-522.42	-54.65	-467.77	855.93
<b>Net Profit %</b>	-13.98	-6.63	-7.35	110.79

## Key influencers Top segments



What influences Gross Price to

Increase  ?

When...

....the average of Gross Price increases by

market is India

→ £2.16M

### segment

- Notebook
- Peripherals
- Desktop
- Accessories
- Storage
- Networking



# Sales Analysis



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**40.11M!**LY: 50.16M (-20.03%)  
Sales Qty**£183.73✓**LY: £33.18 (+453.66%)  
Average Selling Price

Region

All

Market

All

Customer

All

**209**

Total Customer(s)

**27**

Total Market(s)

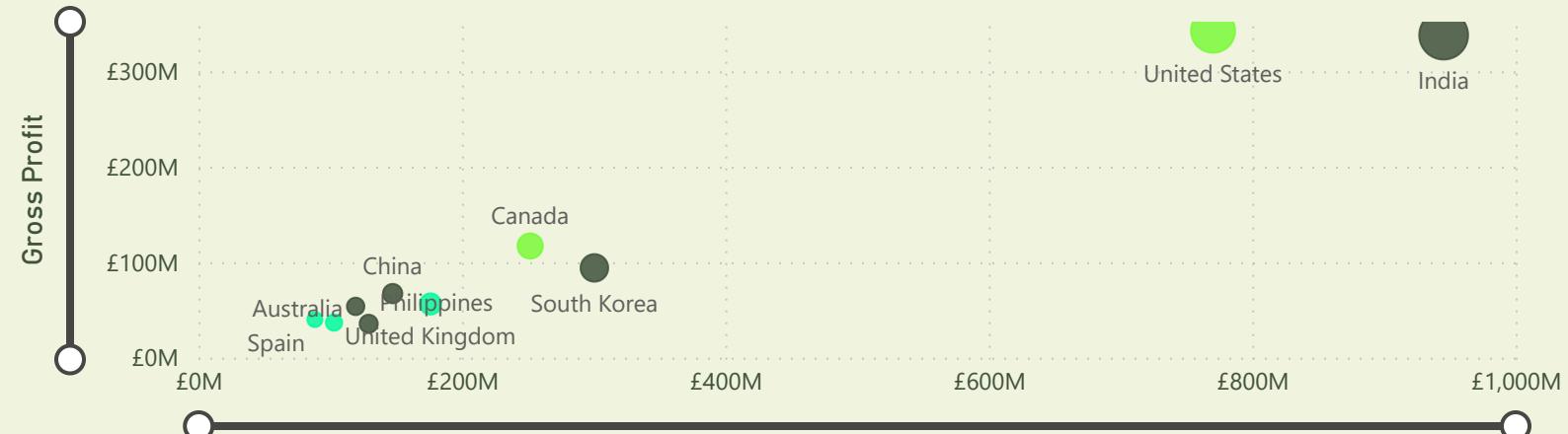
**397**

Total Product(s)

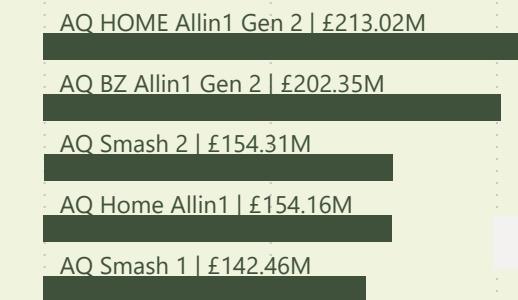
Customer	Net Sales	Gross Profit	Gross Margin %
Amazon	£496.9M	£182.8M	36.78%
AltiQ Exclusive	£307.2M	£145.0M	47.22%
Atliq e Store	£304.1M	£112.1M	36.88%
Flipkart	£138.5M	£58.4M	42.14%
Sage	£127.9M	£40.3M	31.53%
Leader	£117.3M	£36.0M	30.70%
Neptune	£105.7M	£49.4M	46.70%
Ebay	£91.6M	£33.1M	36.09%
Acclaimed Stores	£73.4M	£29.6M	40.32%
walmart	£72.4M	£33.1M	45.66%
Electricalslytical	£68.0M	£25.3M	37.24%
<b>Total</b>	<b>£3,736.2M</b>	<b>£1,422.9M</b>	<b>38.08%</b>

## Net Sales, Gross Profit, Net Sales and Gross Margin % by market and region

Region ● APAC ● EU ● NAM



## Top 5 products by Net Sales



Click for info

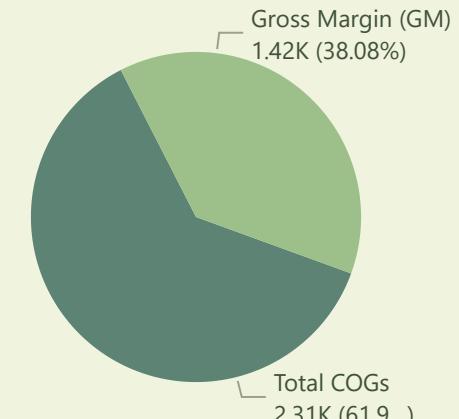
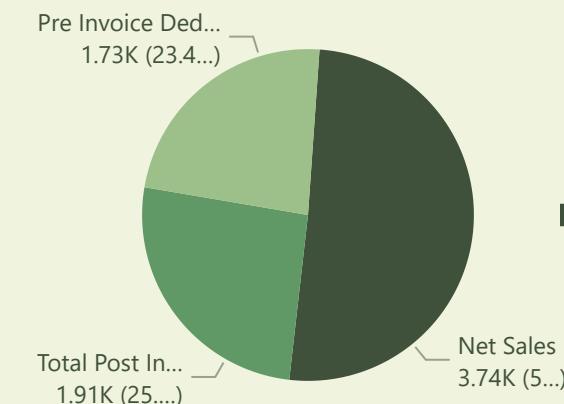
Labels Placeholder and Net Sales

## Top 5 Market by Net Sales



Click for Info

Labels Placeholder and Net Sales





# Product Analysis

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**40.11M!**  
LY: 50.16M (-20.03%)  
Sales Qty

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LY: £33.18 (+453.66%)  
Average Selling Price

Region  
All

Market  
All

Customer  
All

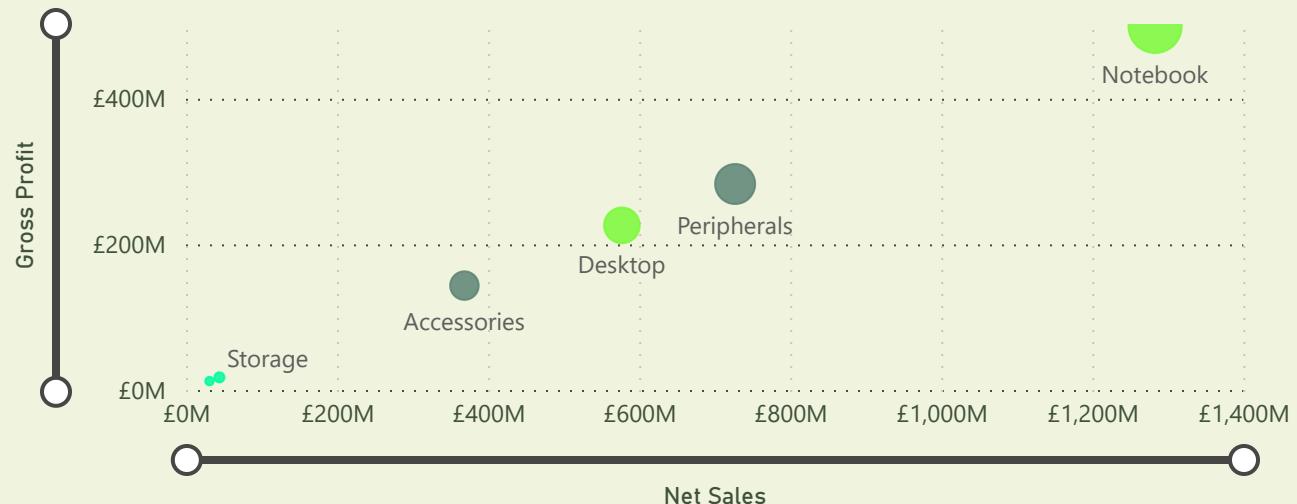
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Total Customer(s)

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Total Market(s)

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Total Product(s)

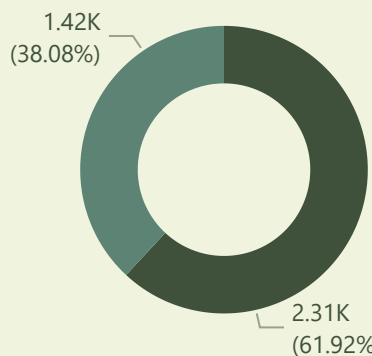
## Net Sales and Gross Profit by Product and division

● N & S ● P & A ● PC

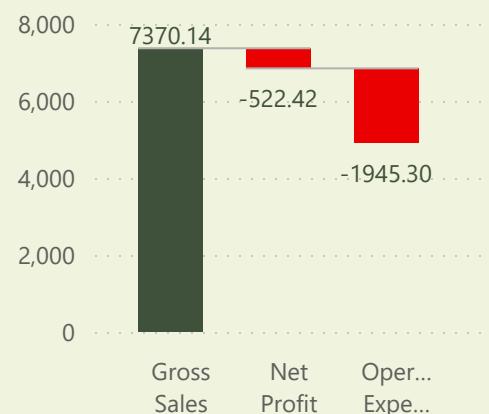


Product Segment	NS	GP	GM	Net Profit	Net Profit %
Accessories	<b>£454.1M</b>	<b>£172.6M</b>	<b>38.01%</b>	<b>-£63.8M</b>	<b>-14.05%</b>
Batteries	£71.4M	£26.8M	37.61%	-£10.3M	-14.40%
Keyboard	£225.2M	£86.0M	38.17%	-£31.2M	-13.87%
Mouse	£157.5M	£59.8M	37.96%	-£22.3M	-14.14%
Desktop	<b>£711.1M</b>	<b>£272.4M</b>	<b>38.31%</b>	<b>-£97.8M</b>	<b>-13.75%</b>
Business Laptop	£343.9M	£131.6M	38.27%	-£47.5M	-13.80%
Personal Desktop	£367.2M	£140.8M	38.34%	-£50.3M	-13.70%
Networking	<b>£38.4M</b>	<b>£14.8M</b>	<b>38.45%</b>	<b>-£5.3M</b>	<b>-13.72%</b>
Wi fi extender	£38.4M	£14.8M	38.45%	-£5.3M	-13.72%
Notebook	<b>£1,580.4M</b>	<b>£601.0M</b>	<b>38.03%</b>	<b>-£222.2M</b>	<b>-14.06%</b>
Business Laptop	£421.4M	£161.3M	38.27%	-£58.2M	-13.80%
Gaming Laptop	£619.2M	£233.9M	37.76%	-£88.6M	-14.31%
Total	<b>£3,736.2M</b>	<b>£1,422.9M</b>	<b>38.08%</b>	<b>-£522.4M</b>	<b>-13.98%</b>

● Total COGs ● Gross Margin (GM)



● Increase ● Decrease



## Top 5 products by Gross Profit

AQ Mforce Gen Z   £24.71M
AQ Lumina Ms   £13.50M
AQ Maxima Ms   £8.42M
AQ Lite Ms   £6.92M
AQ Master wireless x1 Ms   £4.02M

## Top 5 Market by Gross Profit

United States   £342.60M
India   £337.98M
Canada   £117.08M
South Korea   £94.12M
United Kingdom   £56.31M

Click for Info

Labels Placeholder and Gross Profit

Labels Placeholder and Gross Profit

Labels Placeholder and Gross Profit



# Supply Chain Analysis



2019

2020

2021

2022

Q1

Q2

Q3

Q4

YTD

YTG

<b>36.64M</b>	<b>40.11M</b>	<b>-£3.47M</b>	<b>81.17%</b>
FC Sales Qty	Actual Sales Qty	Net Error	FC Accuracy %

Market	Products	Abs Error %	Mfg Cost	Freight Cost	Operational Cost
All	All	18.83%	£2.20bn	£100.49M	-£1.95bn

Customer	Forecast Accuracy %	FC % LY	Net Error	Net Error %
Amazon	73.79%	74.54%	-£464,694	-9.22%
Atliq e Store	74.22%	74.59%	-£294,868	-9.65%
Electricalsociety	36.28%	50.35%	-£224,226	-34.43%
AltiQ Exclusive	71.42%	71.15%	-£221,177	-8.73%
Synthetic	30.36%	37.93%	-£191,078	-36.09%
Novus	25.04%	25.28%	-£187,343	-40.83%
Girias	31.58%	45.05%	-£154,361	-31.74%
Expression	35.94%	44.32%	-£140,660	-27.47%
Atliq Exclusive	29.71%	42.13%	-£138,065	-28.62%
Vijay Sales	30.76%	42.98%	-£137,937	-25.92%
Propel	42.18%	46.53%	-£135,662	-23.13%
Viveks	33.27%	43.03%	-£129,058	-28.95%
Reliance Digital	34.59%	45.19%	-£122,328	-24.97%
Elkjøp	26.90%	53.55%	-£115,397	-60.92%
Forward Stores	10.77%	50.76%	-£109,913	-71.10%
Electricalslytical	45.55%	50.82%	-£102,814	-16.07%
Media Markt	28.17%	53.40%	-£101,119	-56.47%
Sorefoz	23.48%	55.21%	-£100,677	-61.15%
Sound	32.34%	52.83%	-£97,958	-41.81%
Ezone	34.95%	44.11%	-£96,861	-19.26%
Digimarket	28.21%	40.79%	-£95,328	-46.59%
Lotus	35.04%	43.30%	-£94,207	-21.30%
UniEuro	50.30%	58.22%	-£89,065	-23.90%
Chip 7	34.56%	53.44%	-£85,293	-35.01%
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-£3,472,690</b>	<b>-9.48%</b>

segment	FC Accuracy %	FC % LY	Net Error	Net Error %	Risk
<b>Accessories</b>	<b>87.42%</b>	<b>77.66%</b>	<b>£341,468</b>	<b>1.72%</b>	<b>Excess Inventory</b>
<b>Batteries</b>	<b>55.82%</b>	<b>85.08%</b>	<b>-£920,667</b>	<b>-44.18%</b>	<b>Out of Stock</b>
AQ LION x1	54.71%	83.95%	-£221,591	-45.29%	Out of Stock
AQ LION x2	58.91%	85.92%	-£203,604	-41.09%	Out of Stock
AQ LION x3	58.64%	85.34%	-£203,553	-41.36%	Out of Stock
AQ Mx NB	51.91%	84.87%	-£291,919	-48.09%	Out of Stock
<b>Keyboard</b>	<b>92.06%</b>	<b>55.08%</b>	<b>£421,416</b>	<b>5.23%</b>	<b>Excess Inventory</b>
AQ Gamers	93.78%	53.81%	£37,883	3.59%	Excess Inventory
AQ Lite	90.14%	56.31%	£66,835	6.16%	Excess Inventory
AQ Lumina	91.40%		£56,362	5.26%	Excess Inventory
AQ Master wired x1	93.48%	54.82%	£17,198	3.25%	Excess Inventory
AQ Master wireless x1	90.54%	53.26%	£82,470	7.64%	Excess Inventory
<b>Total</b>	<b>81.17%</b>	<b>80.21%</b>	<b>-£3,472,690</b>	<b>-9.48%</b>	<b>Out of Stock</b>

## Net Error, FC % LY and Forecast Accuracy % by Month

● Net Error ● FC % LY ● Forecast Accuracy %

