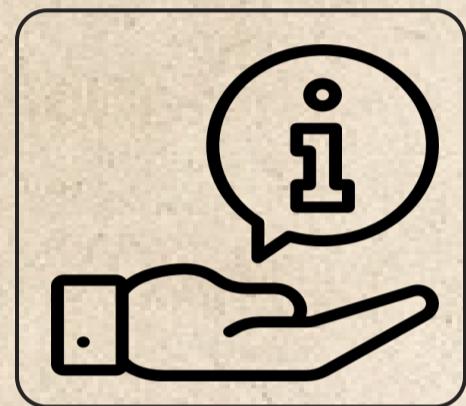


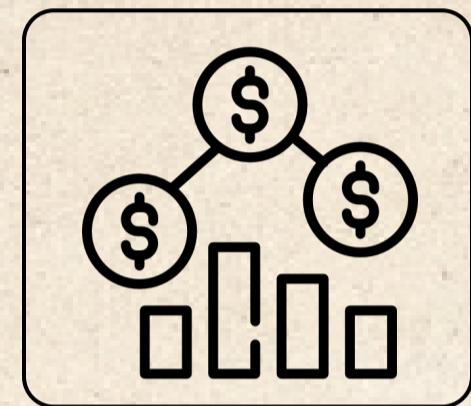


Business Insights 360



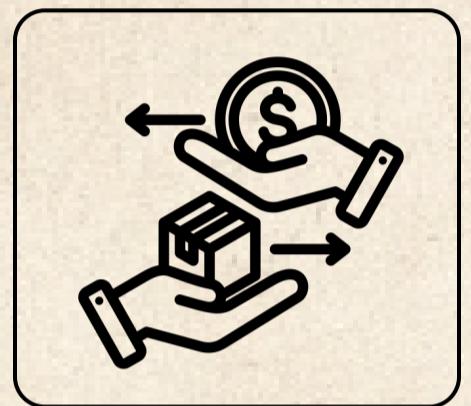
Info

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



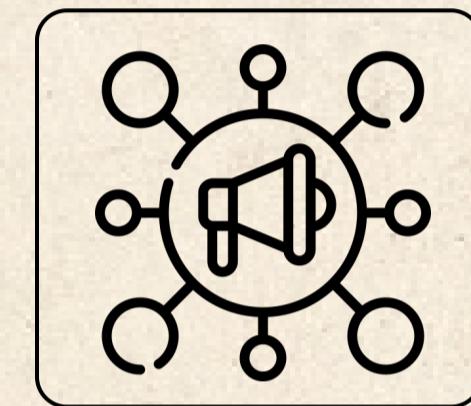
Finance View

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

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



Executive

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Help

Get your **issues resolved** by connecting to our support specialist.



region, market

All



customer

All



segment, category, produ...

All



2019

2020

2021

2022EST

YTD

YTG

Q1

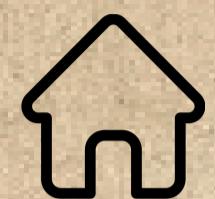
Q2

Q3

Q4

vs Target

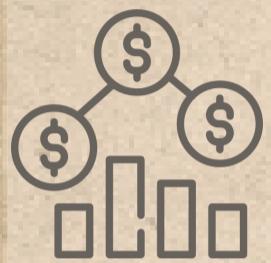
vs LY



Net_Sales

\$3,736.17M!

BM: 3,807.09M (-1.86%)



Gross_margin %

38.08%!

LY: 0.38 (-0.66%)

Net Profit %

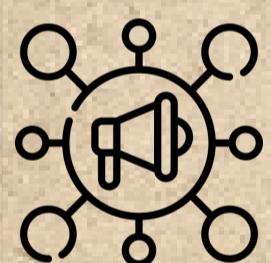
-13.98%

LY: -0.14 (+1.47%)

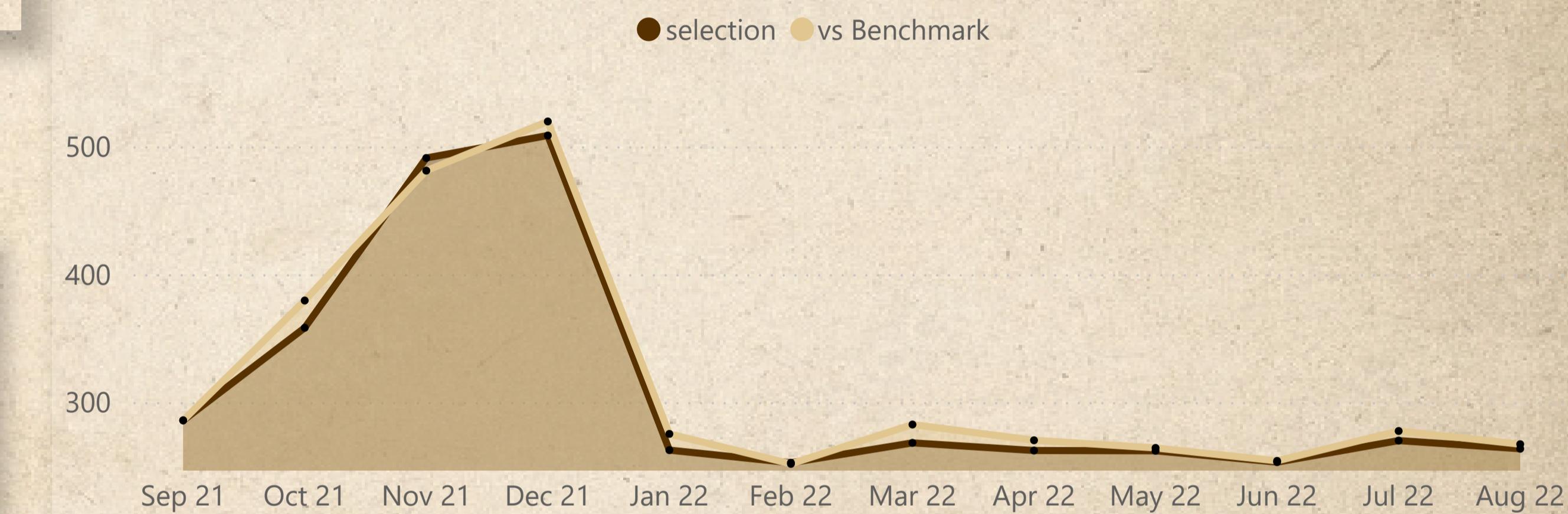


Profit and Loss statement

Line Item	2022EST	Bench mark	change	change %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expenses	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47



Net Sales Performance Over Time



Top/Bottom products by Net Sales

region	P & L values	P & L YoY Change %	segment	P & L values	P & L YoY Change %
	APAC	EU	LATAM	NA	
APAC	1,923.77		Accessories	454.10	
EU	775.48		Desktop	711.08	
LATAM	14.82		Networking	38.43	
NA	1,022.09		Notebook	1,580.43	
			Peripherals	897.54	
			Storage	54.59	





region, market

All

customer

All

segment, category, produ...

All

2019

2020

2021

2022EST

YTD

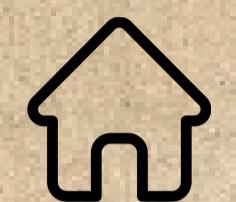
YTG

Q1

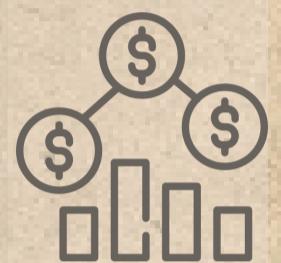
Q2

Q3

Q4



Net Sales

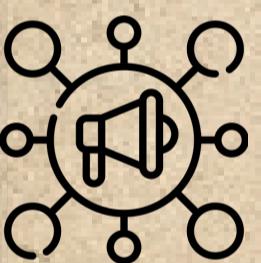
\$3,736.17M ✓
LY: \$823.85M, \$0M

Gross_margin %

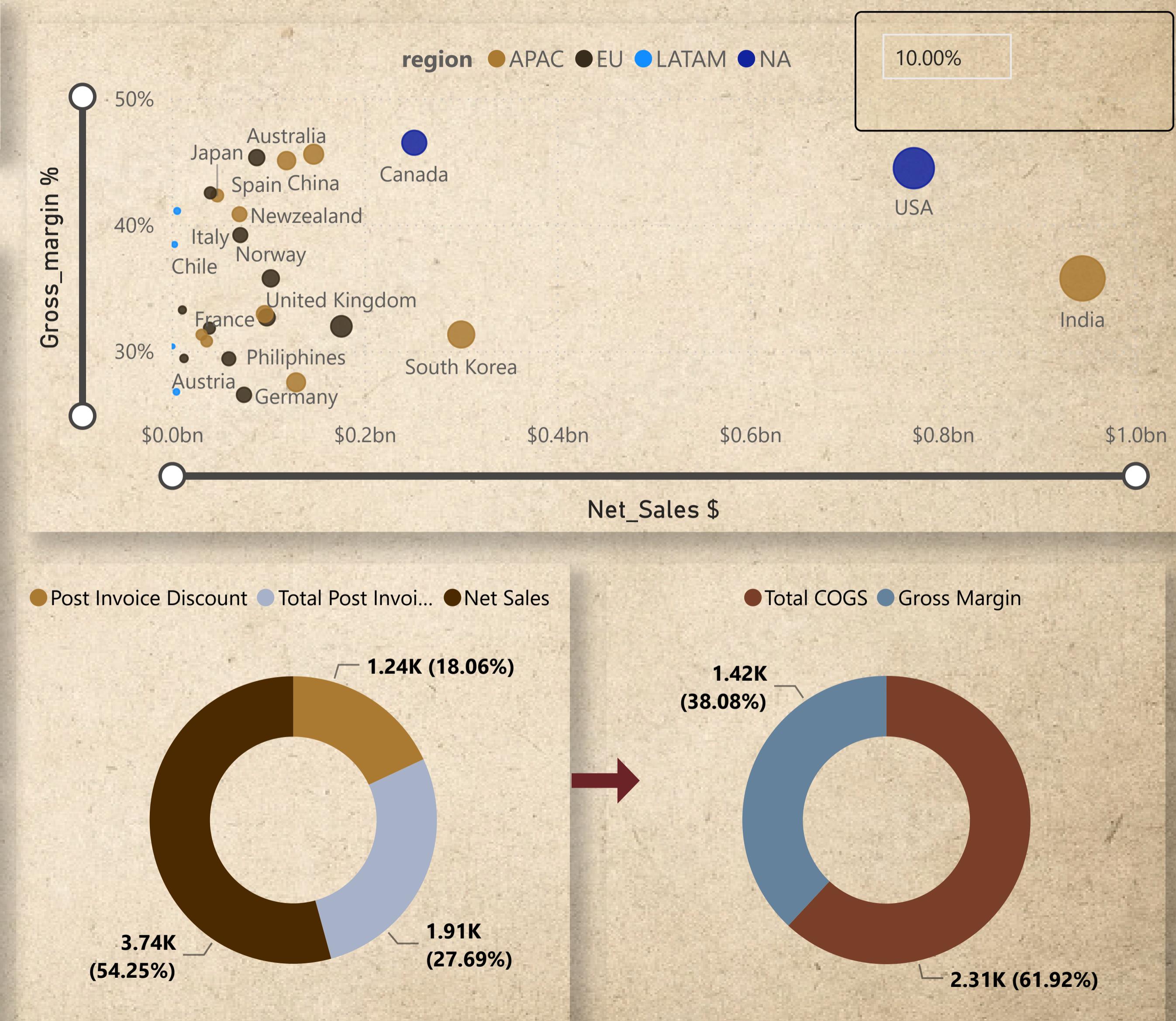
38.08% ✓
LY: 0.36 (+4.37%)

Customer Sales and Profitability

customer	Net_Sales \$	Gross_margin \$	Gross_margin %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Electricalsociety	\$67.76M	24.41M	36.03%
Total	\$3,736.17M	1,422.88M	38.08%



segment	Net_Sales \$	Gross_margin \$	Gross_margin %
Accessories	\$454.10M	172.61M	38.01%
Desktop	\$711.08M	272.39M	38.31%
Networking	\$38.43M	14.78M	38.45%
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%





region, market

All



customer

All



segment, category, produ...

All

2019

2020

2021

2022EST

YTD

YTG

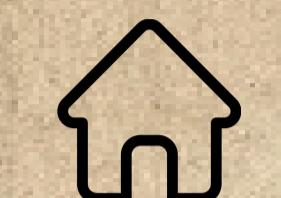
Q1

Q2

Q3

Q4

Key Metric by Segments



segment

	Net_Sales \$	Gross_margin \$	Gross_margin %	Net_Profit \$	Net_Profit %
--	--------------	-----------------	----------------	---------------	--------------

Accessories

+ Batteries

\$71.37M

26.84M

37.61%

(\$10.27 M)

-14.40%

+ Keyboard

\$225.25M

85.98M

38.17%

(\$31.24 M)

-13.87%

+ Mouse

\$157.48M

59.79M

37.96%

(\$22.26 M)

-14.14%

Desktop

+ Business Laptop

\$343.89M

131.60M

38.27%

(\$47.47 M)

-13.80%

+ Personal Desktop

\$367.18M

140.79M

38.34%

(\$50.32 M)

-13.70%

Networking

+ Wi fi extender

\$38.43M

14.78M

38.45%

(\$5.27M)

-13.72%

Notebook

+ Business Laptop

\$421.35M

161.27M

38.27%

(\$58.17 M)

-13.80%

NP% Button

Gross_margin %

38%

38%

38%

38%

38%

38%

38%

38%

38%

38%

38%

38%

38%

Networking

Storage

division N & S P & A PC

Desktop

Accessories

Peripherals

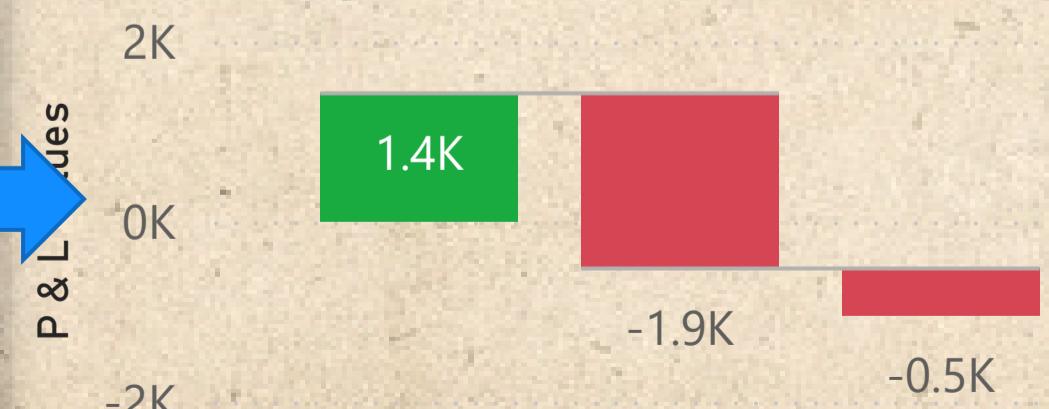
Notebook

\$1.5bn

\$2.0bn

Net_Sales \$

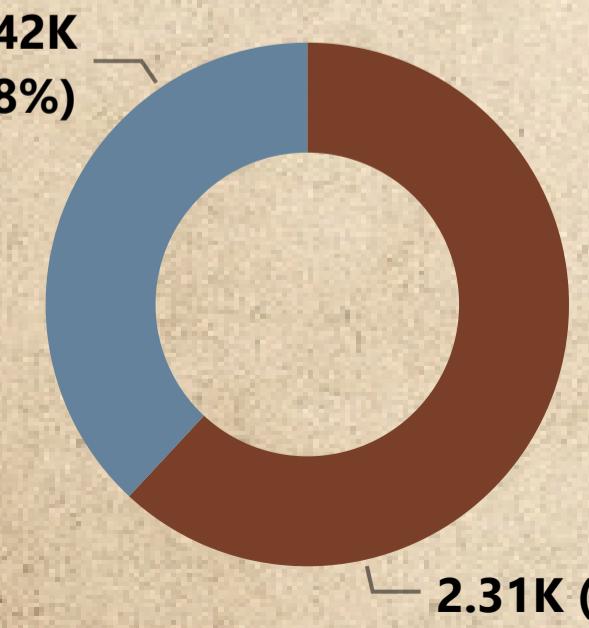
P & L values by Description

● Increase ● Decrease


Gross Margin
Operatio...
Net Profit
Description


● Total COGS ● Gross Margin

1.42K
(38.08%)



Key Metric by Region

region	Net_Sales \$	Gross_margin \$	Gross_margin %	Net_Profit \$	Net_Profit %
+ APAC	\$1,923.77M	690.21212422260M	35.88%	(\$281.16M)	-14.62%
+ EU	\$775.48M	267.80164022120M	34.53%	(\$95.52M)	-12.32%
+ LATAM	\$14.82M	5.19045650620M	35.02%	(\$0.44M)	-2.95%
+ NA	\$1,022.09M	459.67550406890M	44.97%	(\$145.31M)	-14.22%



region, market

All



customer

All



segment, category, produ...

All



2019

2020

2021

2022EST

YTD

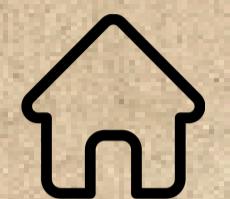
YTG

Q1

Q2

Q3

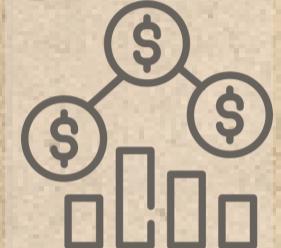
Q4



Forecast Accuracy

81.17%

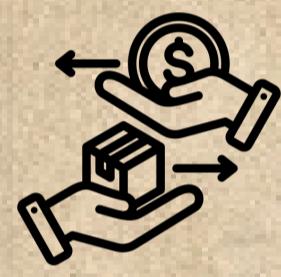
LY: 0.80 (+1.2%)



Net Error

-3472.7K

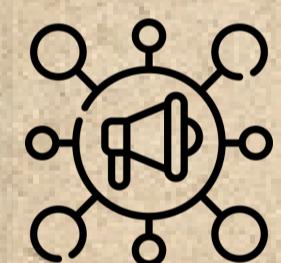
LY: -751.7K (-361.97%)



ABS Error

6899.04K

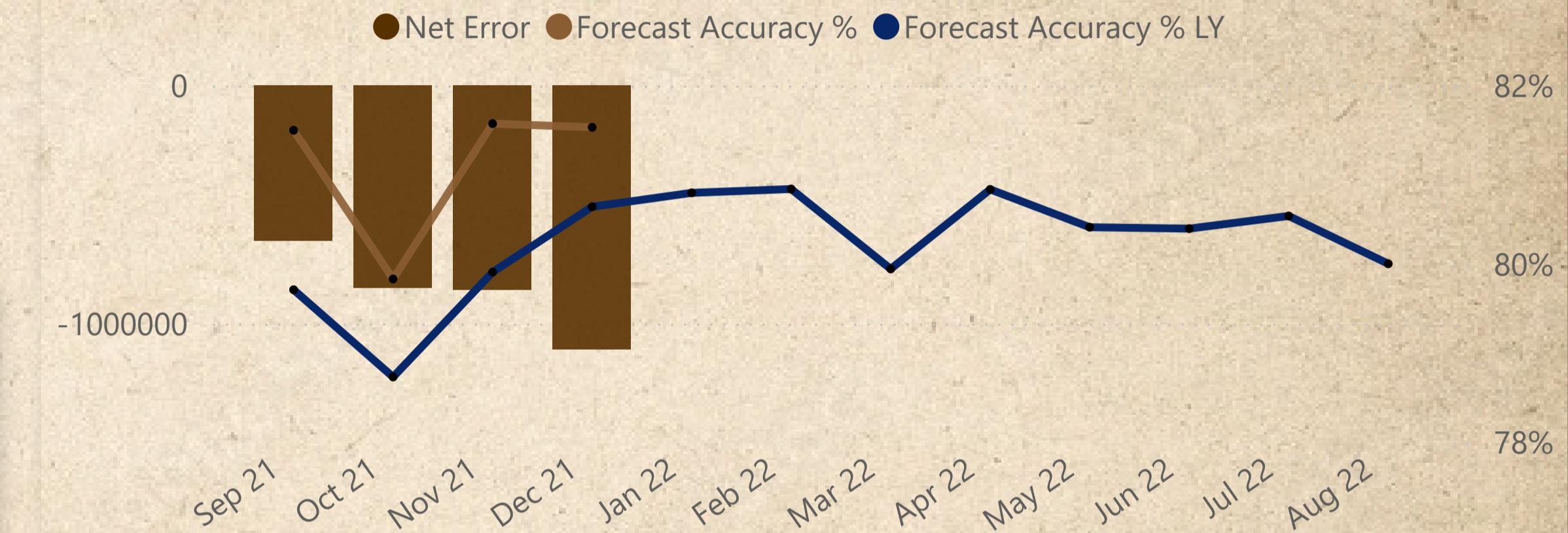
LY: 9780.74K (+29.46%)



Key Metric by Customer

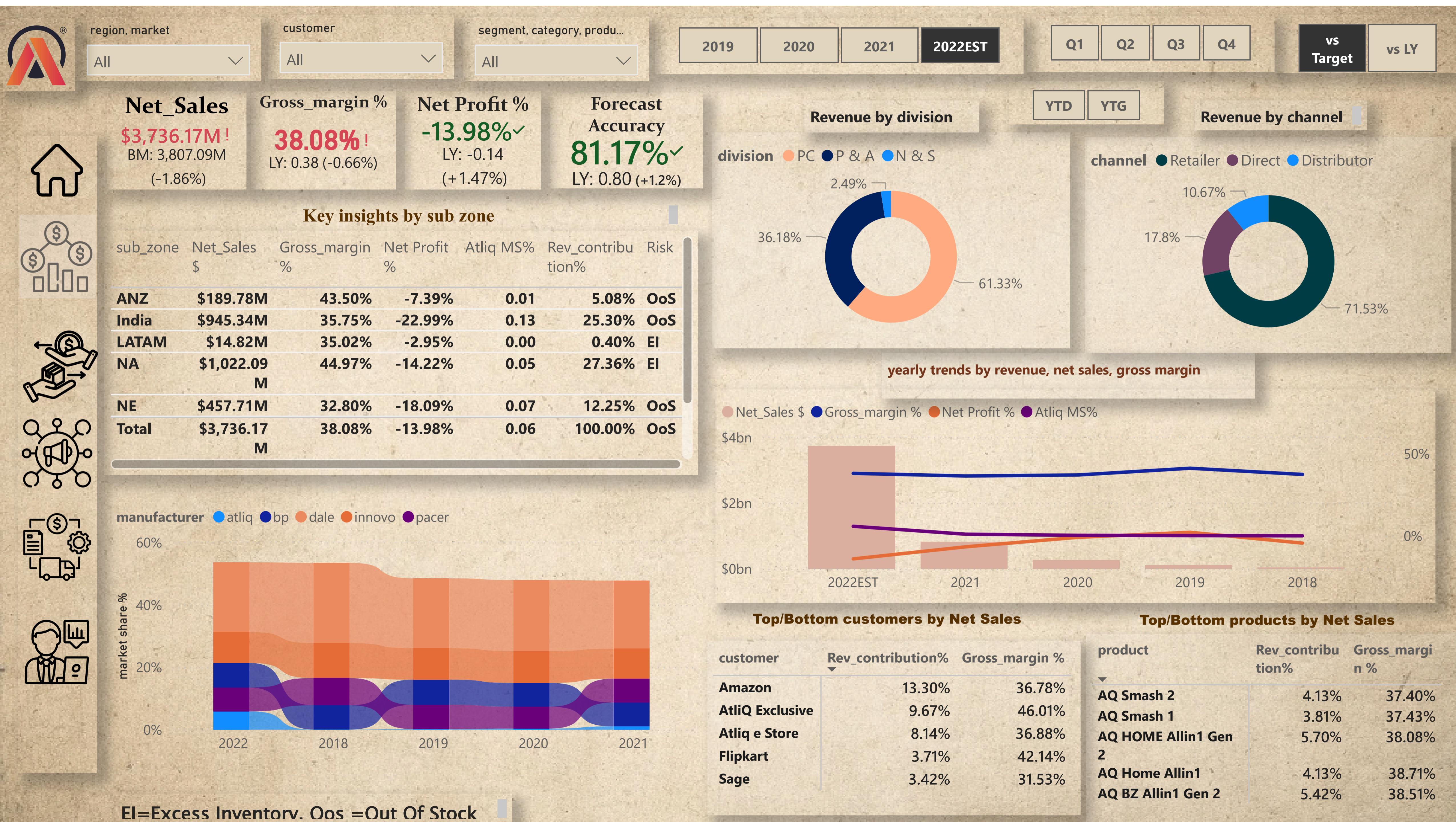
customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	0.51	83037	10.74%	EI
All-Out	43.96%	0.29	-150	-0.32%	OoS
Amazon	73.79%	0.75	-464694	-9.22%	OoS
Argos (Sainsbury's)	54.78%	0.56	-23040	-17.60%	OoS
Atlas Stores	49.53%	0.48	-4182	-2.31%	OoS
Atliq e Store	74.22%	0.75	-294868	-9.65%	OoS
AtliQ Exclusive	70.35%	0.72	-359242	-11.91%	OoS
BestBuy	46.60%	0.35	81179	16.72%	EI
Billa	42.63%	0.18	3704	3.91%	EI
Boulanger	52.69%	0.59	-48802	-20.21%	OoS
Chip 7	34.56%	0.53	-85293	-35.01%	OoS
Chiptec	50.49%	0.53	-20102	-11.36%	OoS
Circuit City	46.17%	0.35	85248	16.55%	EI
Control	52.06%	0.47	64731	13.01%	EI
Coolblue	47.66%	0.53	-34790	-15.34%	OoS
Total	81.17%	0.80	-3472690	-9.48%	OoS

Accuracy/Net Error Trend



Key Metric by Products

segment	Forecast Accuracy %	Forecast Qty	Net Error	Net Error %	Risk
Accessories	87.42%	19797177	341468	1.72%	EI
Desktop	87.53%	767375	78576	10.24%	EI
Networking	93.06%	766461	-12967	-1.69%	OoS
Notebook	87.24%	2790893	-47221	-1.69%	OoS
Peripherals	68.17%	10066840	-3204280	-31.83%	OoS
Storage	71.50%	2453510	-628266	-25.61%	OoS



NS AND GM%

\$0.6bn

42%

\$0.4bn

40%

\$0.2bn

38%

\$0.0bn

36%

