

GM % by Quarters (sub-zone)

FILTERS

FY

2019

GM % Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY

2020

GM % Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY

2021

GM % Sub Zone	Quarters Q1	Q2	Q3	Q4	Grand Total
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%



P & L for Markets

FILTERS

region All

sub_zone All

FY 2021

All values are in USD

Market	Net_Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%



Profit & Loss Report By Fiscal Year

FILTERS

division	All
region	All

Note: All values are in USD

Note: 21 vs 20 not a part of pivot

Customer	Fiscal Year				
	2019	2020	2021	21 vs 20	
Australia					
Net_Sales	3.9M	10.7M	21.0M	<div></div>	196%
COGS	2.2M	5.8M	14.1M	<div></div>	243%
Gross Margin	1.7M	4.9M	6.9M	<div></div>	141%
GM %	42.6%	45.9%	32.9%	<div></div>	72%
Austria					
Net_Sales		0.1M	2.8M	<div></div>	2401%
COGS		0.1M	2.0M	<div></div>	2272%
Gross Margin		0.0M	0.9M	<div></div>	2765%
GM %		26.1%	30.1%	<div></div>	115%
Bangladesh					
Net_Sales	0.5M	2.3M	7.0M	<div></div>	308%
COGS	0.3M	1.4M	4.5M	<div></div>	334%
Gross Margin	0.1M	0.9M	2.4M	<div></div>	268%
GM %	28.7%	39.6%	34.5%	<div></div>	87%
Canada					
Net_Sales	4.8M	12.2M	35.1M	<div></div>	288%
COGS	2.8M	7.1M	21.7M	<div></div>	306%
Gross Margin	2.0M	5.1M	13.4M	<div></div>	263%
GM %	41.7%	41.9%	38.2%	<div></div>	91%
China					
Net_Sales	1.4M	5.4M	22.9M	<div></div>	422%
COGS	0.8M	3.3M	13.5M	<div></div>	406%
Gross Margin	0.6M	2.1M	9.4M	<div></div>	448%
GM %	44.9%	38.7%	41.1%	<div></div>	106%
France					
Net_Sales	4.0M	7.5M	25.9M	<div></div>	347%
COGS	2.3M	4.3M	14.7M	<div></div>	346%
Gross Margin	1.8M	3.2M	11.2M	<div></div>	348%
GM %	44.1%	43.1%	43.2%	<div></div>	100%
Germany					
Net_Sales	2.6M	4.7M	12.0M	<div></div>	256%
COGS	1.6M	3.0M	8.9M	<div></div>	294%
Gross Margin	0.9M	1.7M	3.1M	<div></div>	188%
GM %	37.0%	35.6%	26.2%	<div></div>	73%
India					
Net_Sales	30.8M	49.8M	161.3M	<div></div>	324%
COGS	17.8M	33.7M	109.7M	<div></div>	325%
Gross Margin	13.1M	16.0M	51.6M	<div></div>	322%
GM %	42.4%	32.2%	32.0%	<div></div>	99%
Indonesia					
Net_Sales	2.5M	6.2M	18.4M	<div></div>	297%
COGS	1.5M	3.5M	11.3M	<div></div>	320%
Gross Margin	1.1M	2.7M	7.1M	<div></div>	266%
GM %	42.0%	42.9%	38.4%	<div></div>	90%
Italy					
Net_Sales	2.9M	4.5M	11.7M	<div></div>	263%
COGS	1.6M	3.1M	8.2M	<div></div>	265%



Gross Margin	1.3M	1.4M	3.5M		258%
GM %	45.6%	30.7%	30.1%		98%
Japan					
Net_Sales		1.9M	7.9M		421%
COGS		1.2M	4.2M		357%
Gross Margin		0.7M	3.7M		530%
GM %		37.0%	46.5%		126%
Netherlands					
Net_Sales	0.2M	3.4M	8.0M		238%
COGS	0.1M	1.8M	4.6M		264%
Gross Margin	0.1M	1.6M	3.4M		209%
GM %	36.4%	47.8%	42.0%		88%
Newzealand					
Net_Sales		2.0M	11.4M		574%
COGS		1.5M	5.9M		404%
Gross Margin		0.5M	5.5M		1051%
GM %		26.4%	48.2%		183%
Norway					
Net_Sales		2.5M	13.7M		552%
COGS		1.5M	9.6M		625%
Gross Margin		0.9M	4.0M		431%
GM %		37.7%	29.5%		78%
Pakistan					
Net_Sales	0.6M	4.7M	5.7M		121%
COGS	0.4M	2.7M	3.6M		134%
Gross Margin	0.2M	2.0M	2.0M		102%
GM %	39.7%	42.8%	36.2%		85%
Philiphines					
Net_Sales	5.7M	13.4M	31.9M		238%
COGS	3.4M	7.3M	19.4M		265%
Gross Margin	2.3M	6.0M	12.5M		206%
GM %	39.9%	45.1%	39.1%		87%
Poland					
Net_Sales	0.4M	2.8M	5.2M		186%
COGS	0.3M	1.7M	3.0M		178%
Gross Margin	0.2M	1.1M	2.2M		197%
GM %	37.4%	40.2%	42.6%		106%
Portugal					
Net_Sales	0.7M	3.6M	11.8M		330%
COGS	0.5M	2.3M	6.8M		299%
Gross Margin	0.3M	1.3M	5.0M		385%
GM %	39.3%	36.1%	42.1%		117%
South Korea					
Net_Sales	12.8M	17.3M	49.0M		283%
COGS	6.7M	12.1M	31.4M		259%
Gross Margin	6.1M	5.2M	17.6M		341%
GM %	47.5%	29.8%	35.9%		120%
Spain					
Net_Sales		1.8M	12.6M		711%
COGS		1.1M	8.4M		763%
Gross Margin		0.7M	4.2M		626%
GM %		37.7%	33.1%		88%
Sweden					
Net_Sales	0.1M	0.2M	1.8M		782%
COGS	0.0M	0.1M	1.1M		836%
Gross Margin	0.0M	0.1M	0.7M		714%
GM %	38.3%	44.1%	40.2%		91%
United Kingdom					
Net_Sales	2.0M	8.1M	34.2M		423%



COGS	1.3M	5.3M	18.7M		352%
Gross Margin	0.7M	2.8M	15.4M		559%
GM %	36.2%	34.1%	45.1%		132%
USA					
Net_Sales	11.5M	31.9M	87.8M		275%
COGS	7.7M	19.5M	55.3M		284%
Gross Margin	3.8M	12.4M	32.5M		261%
GM %	32.8%	39.0%	37.0%		95%



Profit & Loss Report By Month

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

Note: Do not modify the pivot table
Note: All values are in USD

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net_Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region	All
market	All
division	All
customer	All
FY	2020

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net_Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region	All
market	All
division	All
customer	All
FY	2021

Metrics	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net_Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales
Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%

division	All
region	All
market	All

Customer

Net Sales Performance

All values in USD

Customer	Net_Sales 2019	Net_Sales 2020	Net_Sales 2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjop	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%



FILTERS

region	All
division	All

Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%