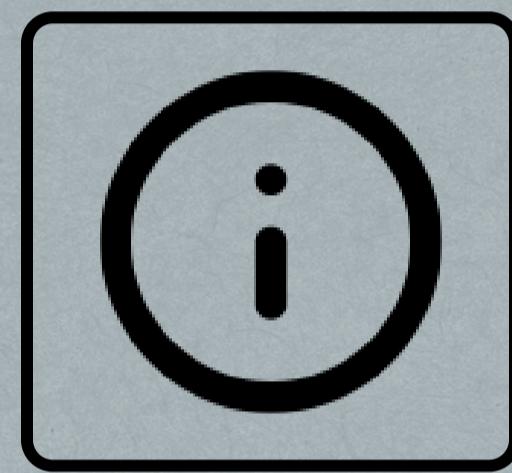
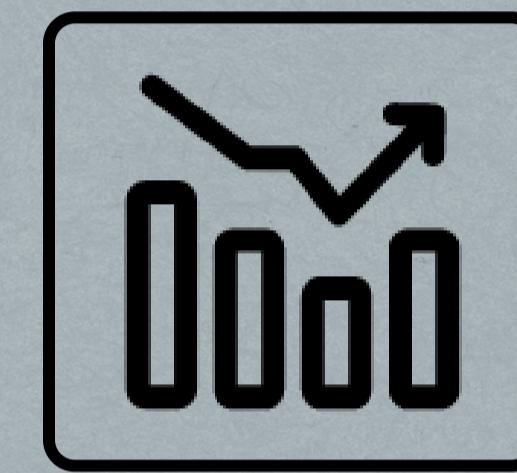


Kenovo Hardwares : Business Insights 360 Dashboard

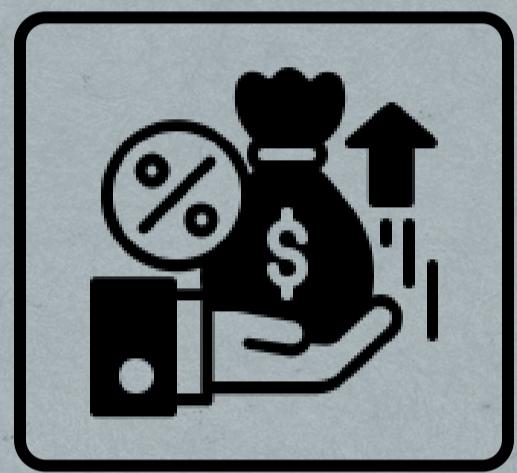
kenovo



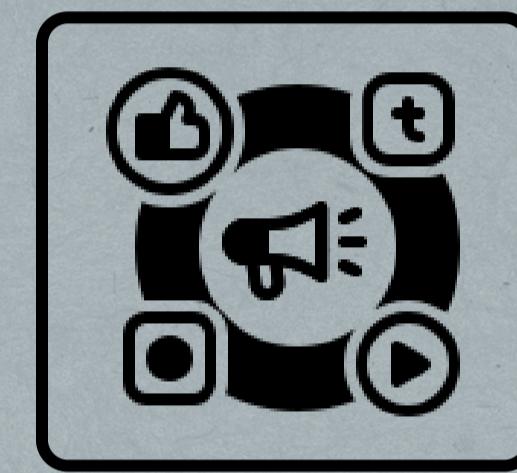
Info



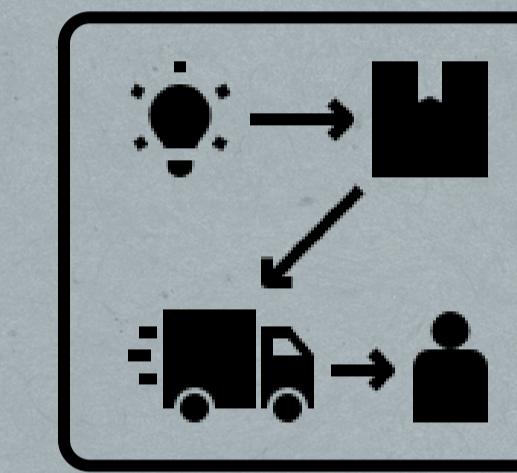
Finance View



Sales View



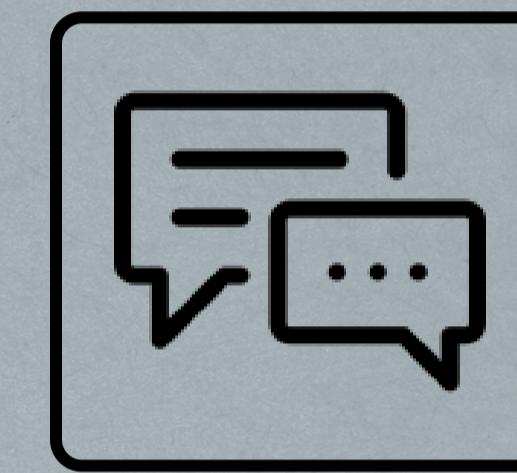
Marketing View



Supply Chain View



Executive view



Help & Support

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

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

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

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

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

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

Get your issues resolved by connecting to our support specialist.

vs LY

vs Target



Net Sales

₹ 1,272.13M ✓
BM: 411.25M (+209.33%)

Gross Margin %

57.8% !
BM: 57.95% (-0.29%)

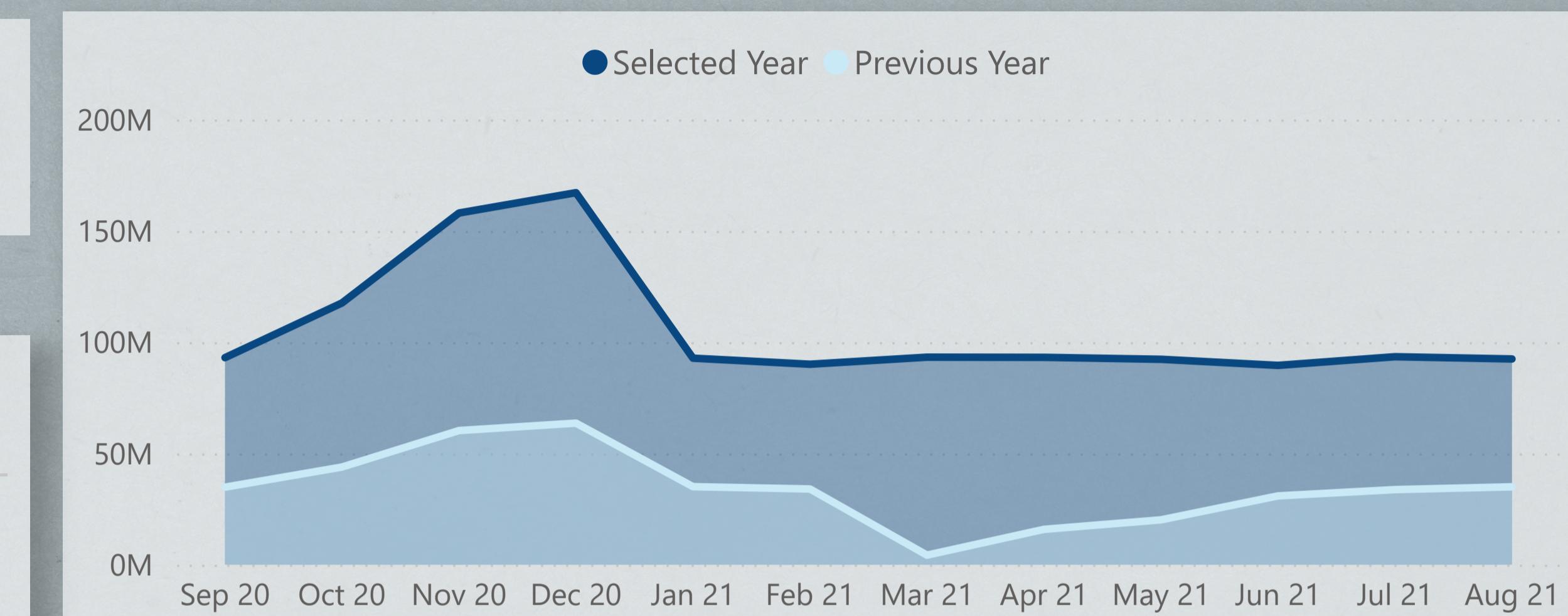
Net Profit %

14.47% !
BM: 19.69% (-26.5%)

Profit and Loss Statement

Line Item	2021	Last Year	YoY Change	YoY Change %
Net Profit %	14.47	19.69	-5.22	-26.50
Net Profit	184.06	80.96	103.10	127.35
Operational Expenses	-550.97	-157.35	-393.63	250.16
GM / Unit	14.65	11.47	3.18	27.72
Gross Margin %	57.78	57.95	-0.17	-0.29
Gross Margin	735.03	238.30	496.73	208.44
Total COGS	537.10	172.95	364.15	210.56
- Other Cost	5.19	1.66	3.52	212.09
- Freight Cost	34.14	10.99	23.15	210.76
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	1,272.13	411.25	860.88	209.33
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

Net Sales Performance Over Time



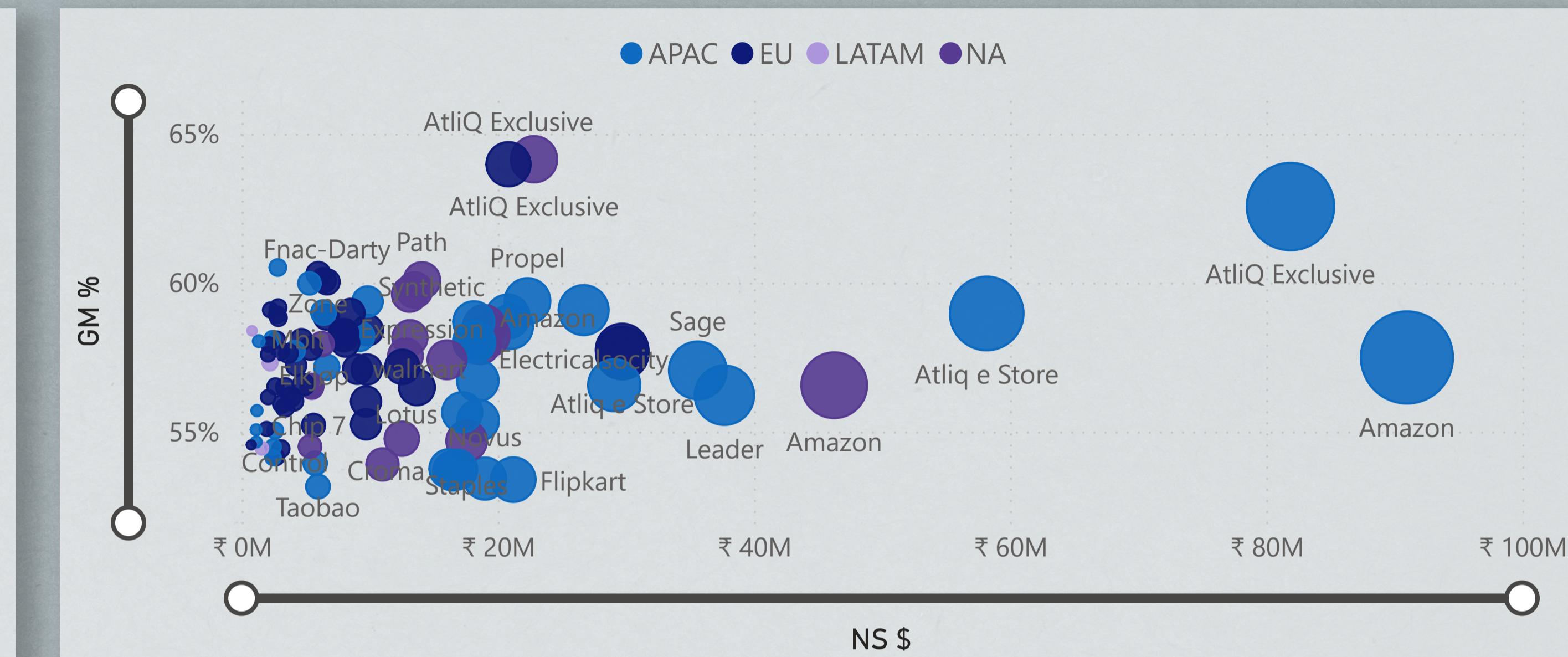
Top/Bottom Products & Customers Net Sales

region	NS \$	P&L YoY Chg %	segment	P & L Values	P&L YoY Chg %
			Accessories	378.02M	271.81
APAC	₹ 693.8M	198.02	Desktop	71.66M	4,764.50
EU	₹ 301.3M	256.83	Networking	69.74M	73.51
LATAM	₹ 4.7M	41.92	Notebook	411.43M	210.32
NA	₹ 272.4M	200.21	Peripherals	257.29M	176.77
			Storage	84.00M	98.25
			Total	1,272.13M	209.33

Customer wise Sales

Customer	NS \$	GM \$	GM %
Direct	₹ 234.05M	142.62M	60.9%
AtliQ e Store	₹ 108.45M	63.40M	58.5%
AtliQ Exclusive	₹ 125.59M	79.22M	63.1%
Distributor	₹ 138.37M	78.11M	56.4%
Leader	₹ 34.97M	19.54M	55.9%
Neptune	₹ 28.00M	15.87M	56.7%
Novus	₹ 19.00M	10.15M	53.4%
Sage	₹ 35.62M	20.32M	57.1%
Synthetic	₹ 20.78M	12.23M	58.9%
Retailer	₹ 899.71M	514.31M	57.2%
Total	₹ 1,272.13M	735.03M	57.8%

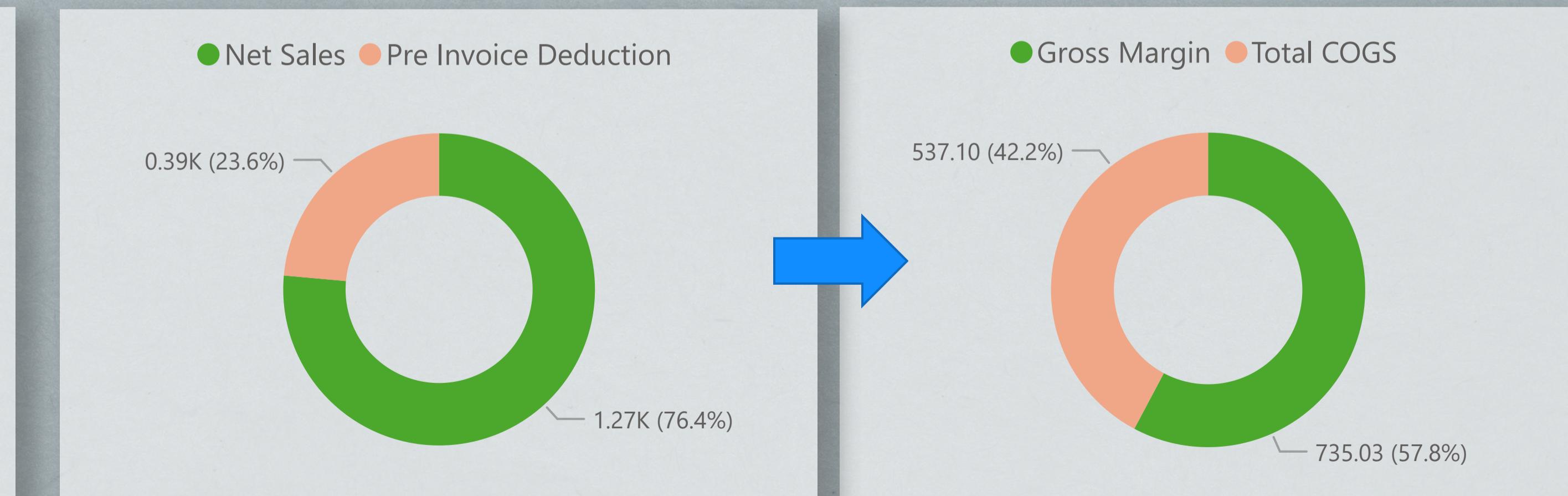
Sales Performance Metricx



Product wise Sales

Product	NS \$	GM \$	GM %
Desktop	₹ 71.66M	41.24M	57.6%
Notebook	₹ 411.43M	237.59M	57.7%
Accessories	₹ 378.02M	218.36M	57.8%
Peripherals	₹ 257.29M	148.77M	57.8%
Storage	₹ 84.00M	48.66M	57.9%
Networking	₹ 69.74M	40.41M	58.0%
Total	₹ 1,272.13M	735.03M	57.8%

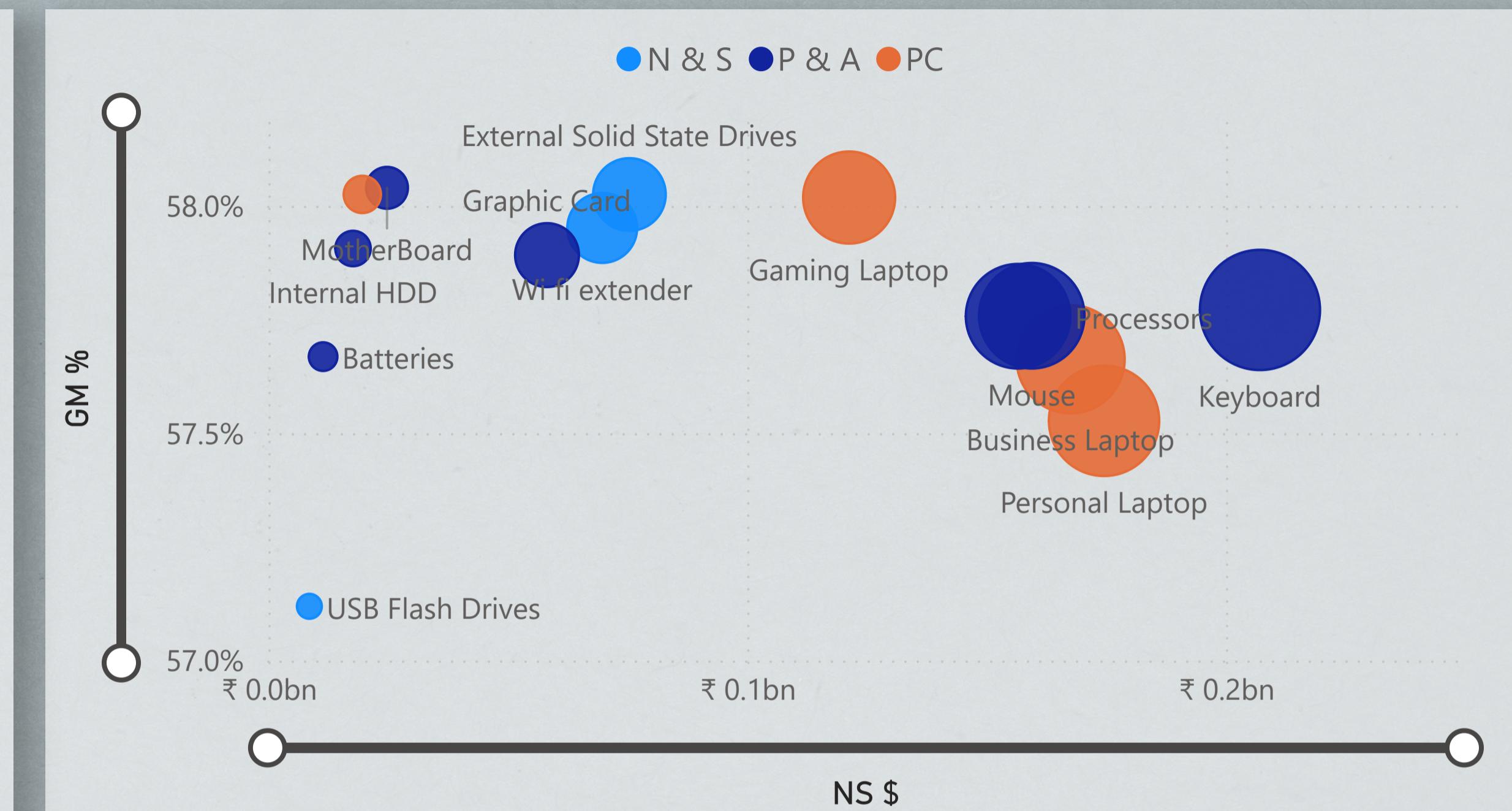
Unit Economics



Product performance

Product	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories					
Desktop	₹ 378.02M	218.36M	57.8%	54.66M	14.46%
Networking	₹ 71.66M	41.24M	57.6%	10.15M	14.17%
Notebook	₹ 69.74M	40.41M	58.0%	10.15M	14.56%
Peripherals	₹ 411.43M	237.59M	57.7%	59.52M	14.47%
Storage	₹ 257.29M	148.77M	57.8%	37.28M	14.49%
Total	₹ 1,272.13M	735.03M	57.8%	184.06M	14.47%

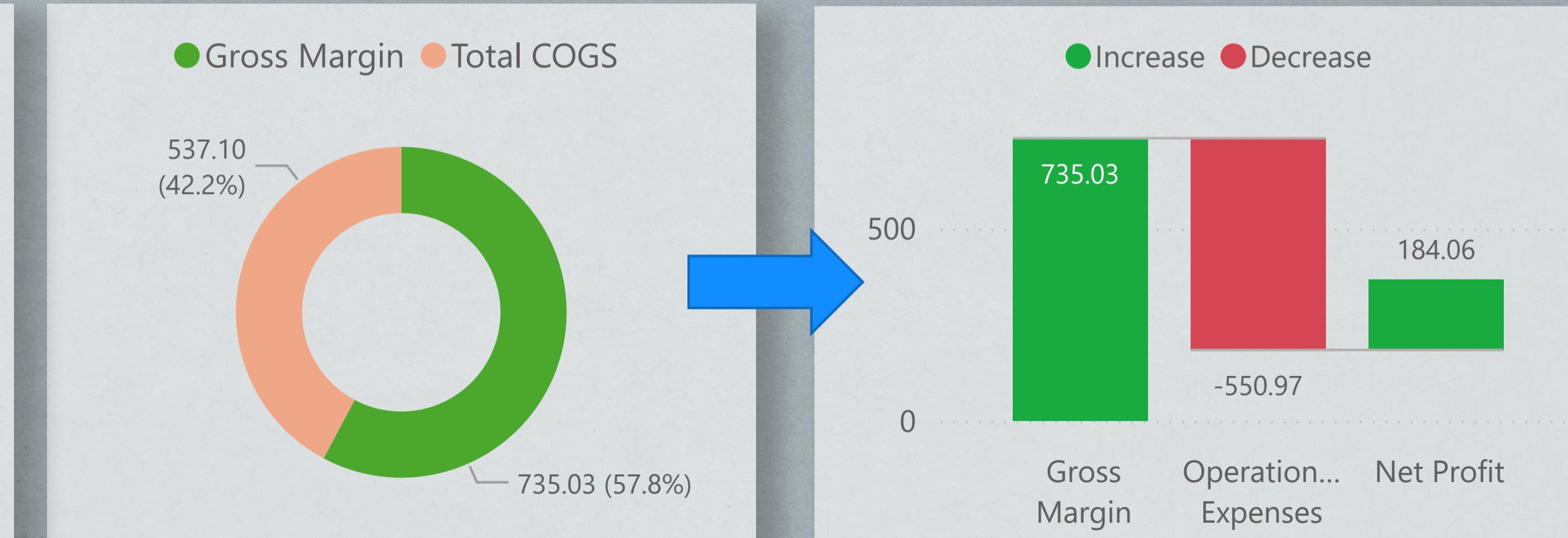
Performance Metrix



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC					
EU	₹ 693.78M	400.13M	57.7%	98.64M	14.22%
LATAM	₹ 301.26M	174.58M	57.9%	65.47M	21.73%
NA	₹ 4.65M	2.63M	56.5%	1.17M	25.15%
Total	₹ 272.44M	157.69M	57.9%	18.78M	6.89%
Total	₹ 1,272.13M	735.03M	57.8%	184.06M	14.47%

Unit Economics



region, market

customer

segment, category, product

kenovo

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Forecast Accuracy**80.21%✓**

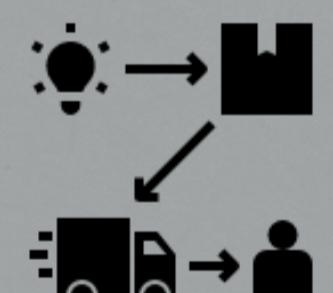
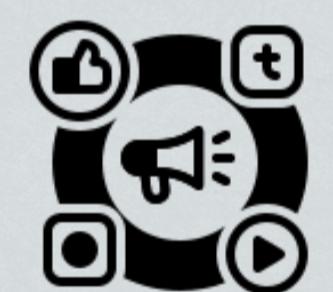
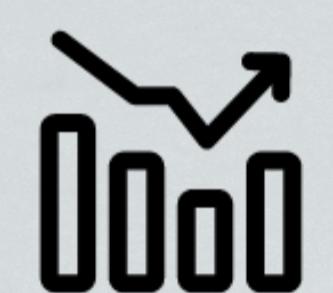
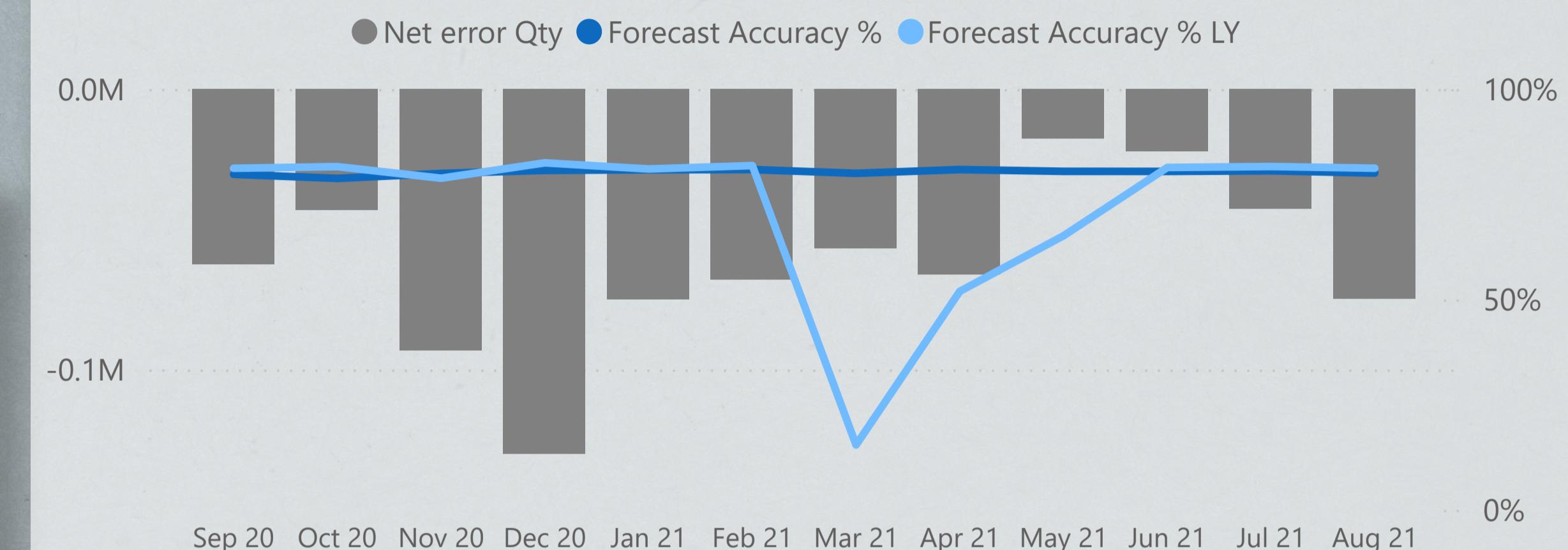
LY: 72.99% (+9.88%)

Net error**-751.7K✓**

LY: 491.6K (+252.91%)

Abs error Qty**9.78M!**

LY: 5.74M (-70.3%)

**Accuracy/Net error trend****Key Metrics by Customer**

channel	Forecast Accuracy %	Forecast Accuracy % LY	Net error Qty	Risk
+ Retailer	79.39%	72.16%	749.6K	Excess Inventory
+ Direct	76.99%	72.22%	-283.7K	Out of Stock
+ Distributor	57.24%	52.37%	-1217.6K	Out of Stock

Key Metrics by Product

segment	Net error Qty	net error Qty %	Forecast Accuracy %	Forecast Accuracy % LY	Risk
+ Accessories	-2133183.0	-7.06%	77.66%	71.42%	Out of Stock
+ Desktop	16205.0	11.22%	84.37%	70.07%	Excess Inventory
+ Networking	227056.0	8.17%	90.40%	52.50%	Excess Inventory
+ Notebook	-51254.0	-3.96%	79.99%	76.65%	Out of Stock
+ Peripherals	-318194.0	-5.89%	83.23%	75.18%	Out of Stock
+ Storage	1507656.0	15.77%	83.54%	81.01%	Excess Inventory
Total	-751714.0	-1.52%	80.21%	72.99%	Out of Stock

region, market

customer

segment, category, product

kenovo

All

All

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

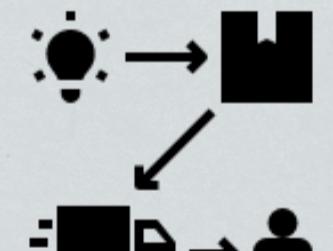
Q4

YTD

YTG

vs LY

vs Target



Net Sales

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Gross Margin %

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BM: 57.95%
(-0.29%)

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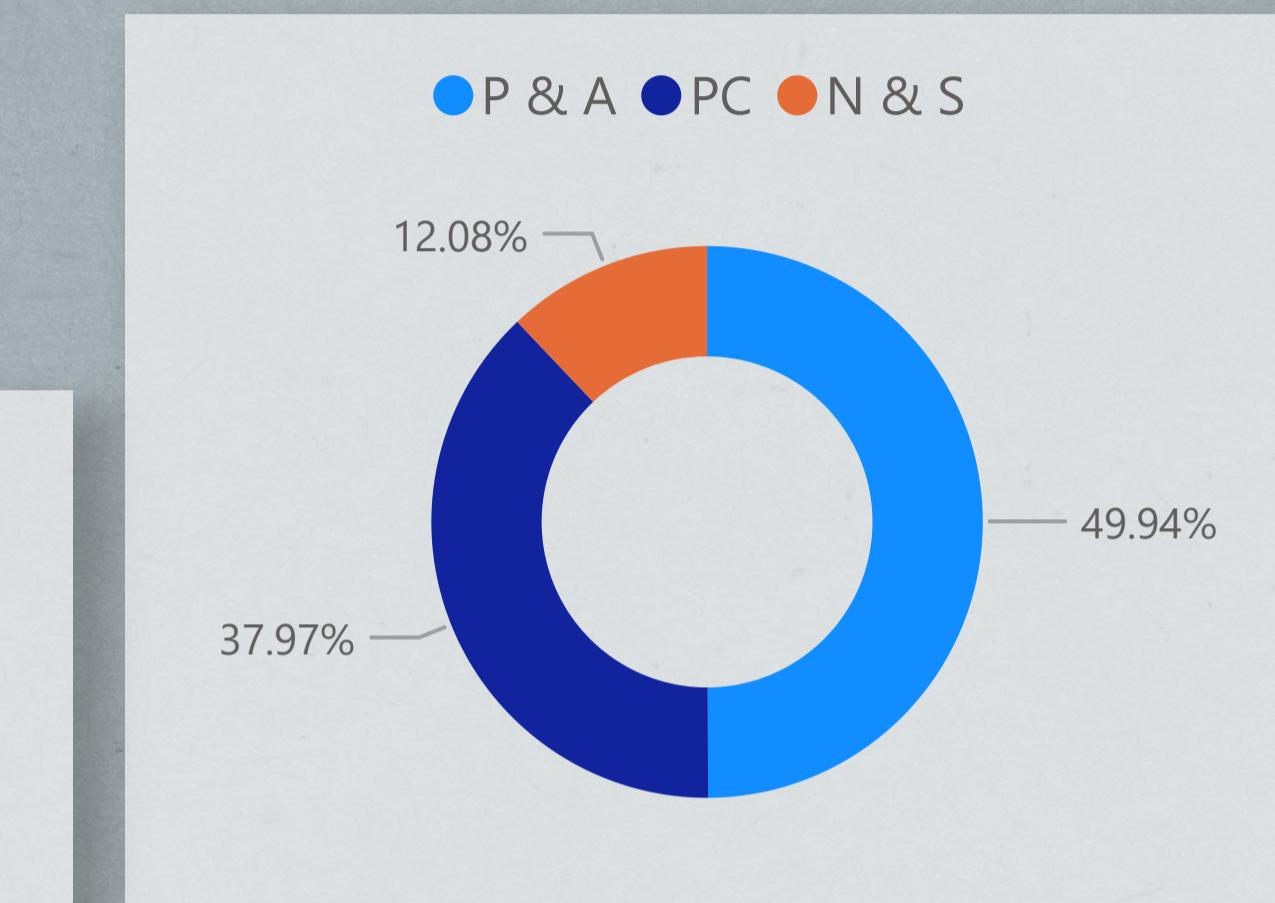
Forecast Accuracy

80.21% ✓
BM: 72.99%
(+9.88%)

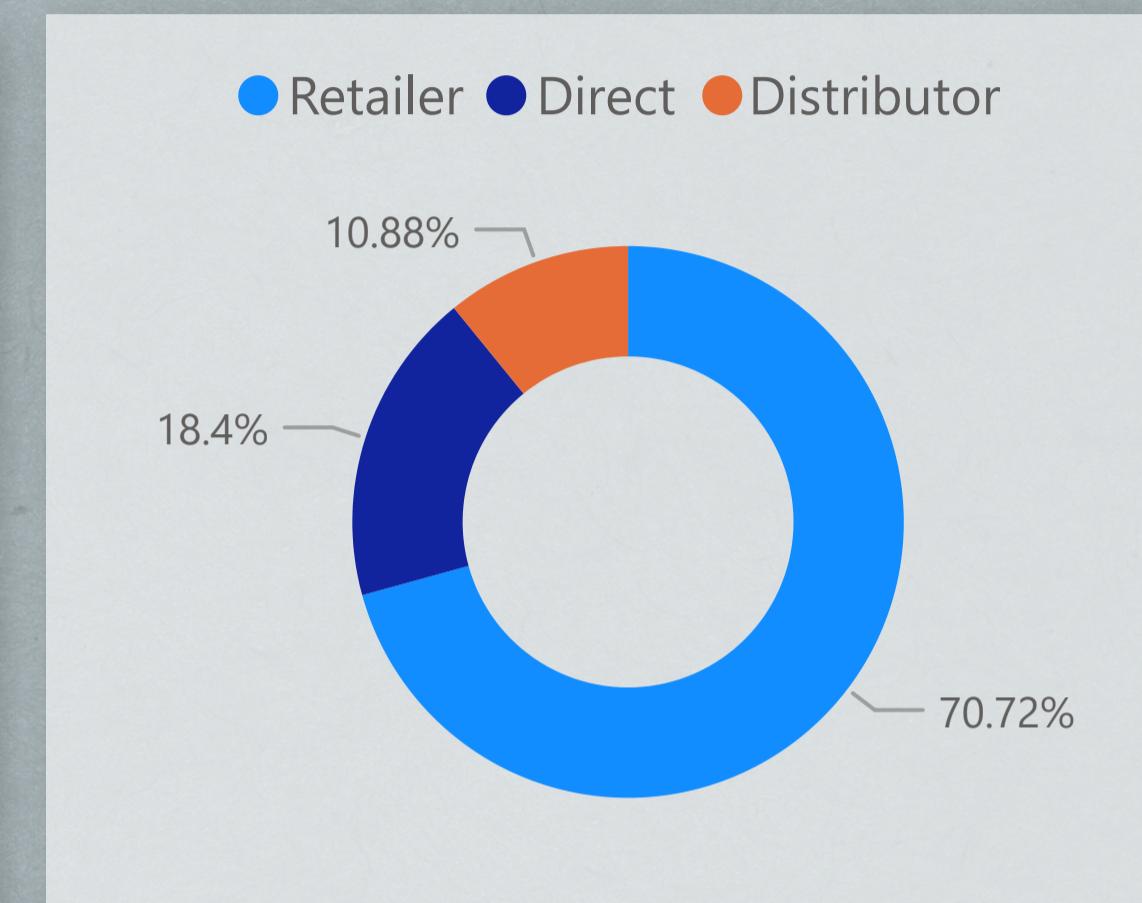
Profit and Loss Statement

sub_zone	NS \$	GM %	Net Profit %	market share %	Risk
ANZ	₹ 67.8M	58.7%	26.79%	16.7%	Out of Stock
India	₹ 344.8M	57.2%	0.47%	16.7%	Excess Inventory
LATAM	₹ 4.7M	56.5%	25.15%	16.7%	Excess Inventory
NA	₹ 272.4M	57.9%	6.89%	16.7%	Out of Stock
NE	₹ 164.1M	57.7%	19.95%	16.7%	Excess Inventory
ROA	₹ 281.1M	58.1%	28.04%	16.7%	Out of Stock
SE	₹ 137.2M	58.2%	23.86%	16.7%	Excess Inventory
Total	₹ 1,272.1M	57.8%	14.47%	16.7%	Out of Stock

Revenue by Division



Revenue by Channel



Top/Bottom Products & Customers Net Sales

region	NS \$	P&L YoY Chg %
+ APAC	₹ 693.8M	198.02
+ EU	₹ 301.3M	256.83
+ LATAM	₹ 4.7M	41.92
+ NA	₹ 272.4M	200.21

segment	P & L Values	P&L YoY Chg %
+ Accessories	378.02M	271.81
+ Desktop	71.66M	4,764.50
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