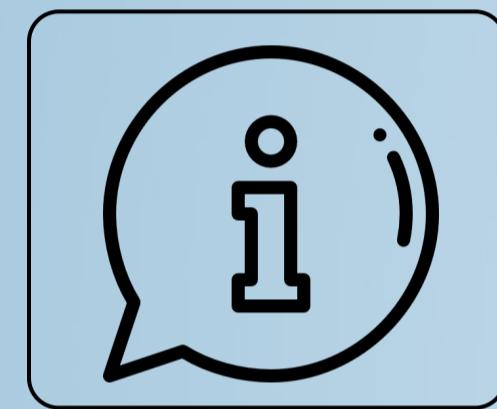


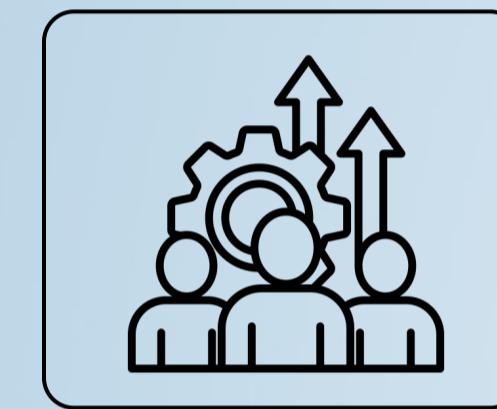


Business Insights 360



Info

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



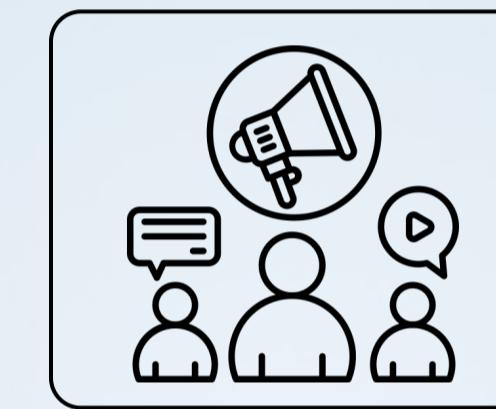
Finance View

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



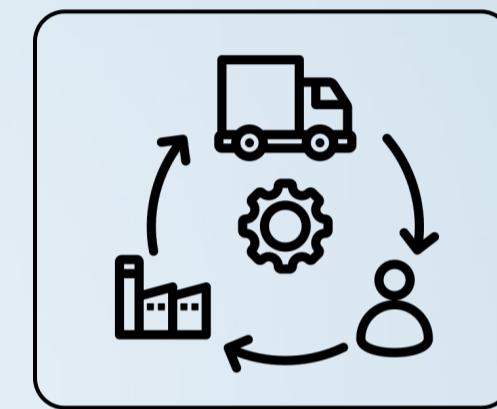
Sales View

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



Marketing View

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 View

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



Executive View

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, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG



\$3.74bn!

BM: 3.81bn (-1.86%)

Net Sales

38.08%

GM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -14.19% (+1.47%)

Net Profit %

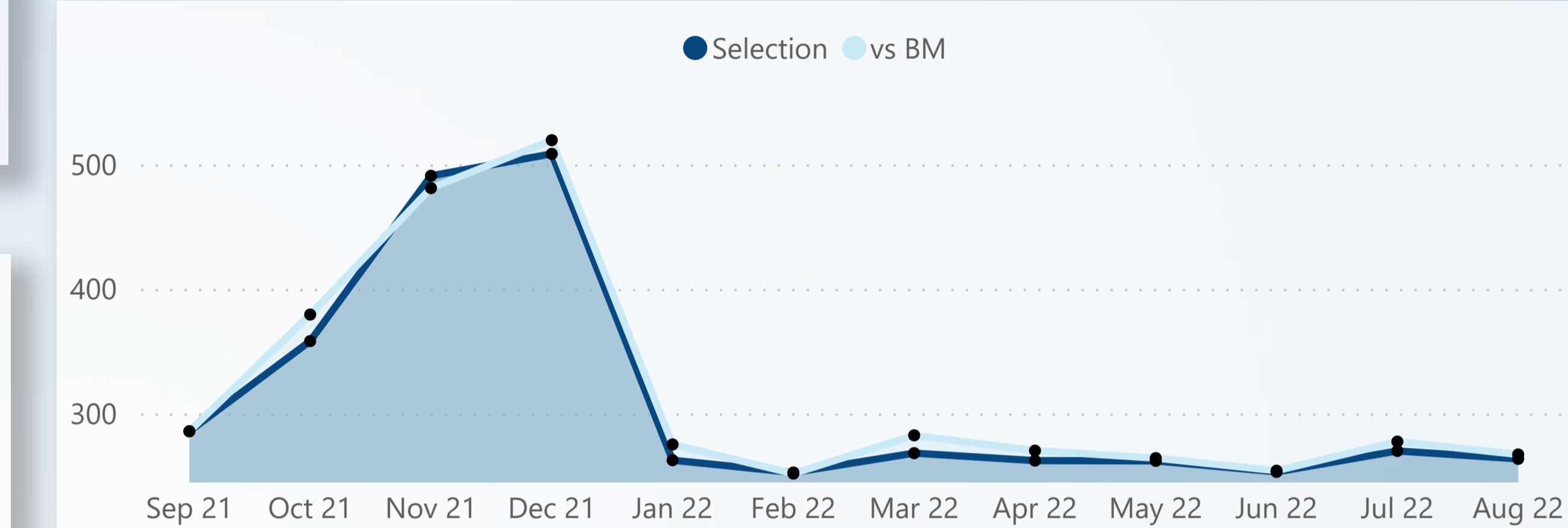


Profit and Loss Statement

Line Item	2022 Est	BM	chg	chg %
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 Expense	-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 & Customers by Net Sales

region	P & L Values	P & L chg %
EU	775.48	-1.13
NA	1,022.09	-1.24
LATAM	14.82	-1.60
APAC	1,923.77	-2.48
Total	3,736.17	-1.86

segment	P & L Values	P & L chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
Total	3,736.17	-1.86



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

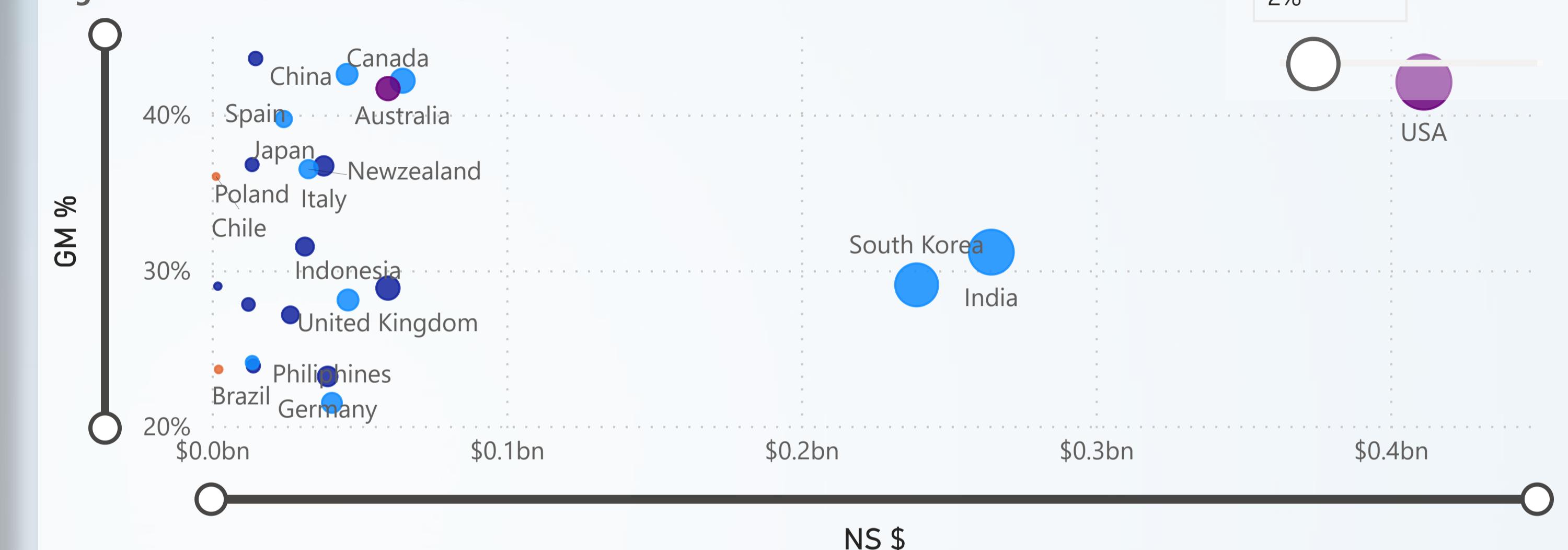
YTG

Customer Performance

customer	NS \$	GM \$	GM %
Relief	\$30.72M	14.92M	48.55%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Circuit City	\$52.42M	24.51M	46.77%
Neptune	\$105.69M	49.36M	46.70%
Premium Stores	\$27.49M	12.72M	46.27%
walmart	\$72.41M	33.06M	45.66%
BestBuy	\$49.34M	22.15M	44.89%
Taobao	\$22.66M	9.97M	44.00%
Path	\$59.32M	25.81M	43.50%
Control	\$54.14M	23.51M	43.42%
Nomad Stores	\$27.72M	12.03M	43.42%
Radio Shack	\$46.15M	19.99M	43.30%
Integration Stores	\$9.33M	3.98M	42.70%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

region ● APAC ● EU ● LATAM ● NA

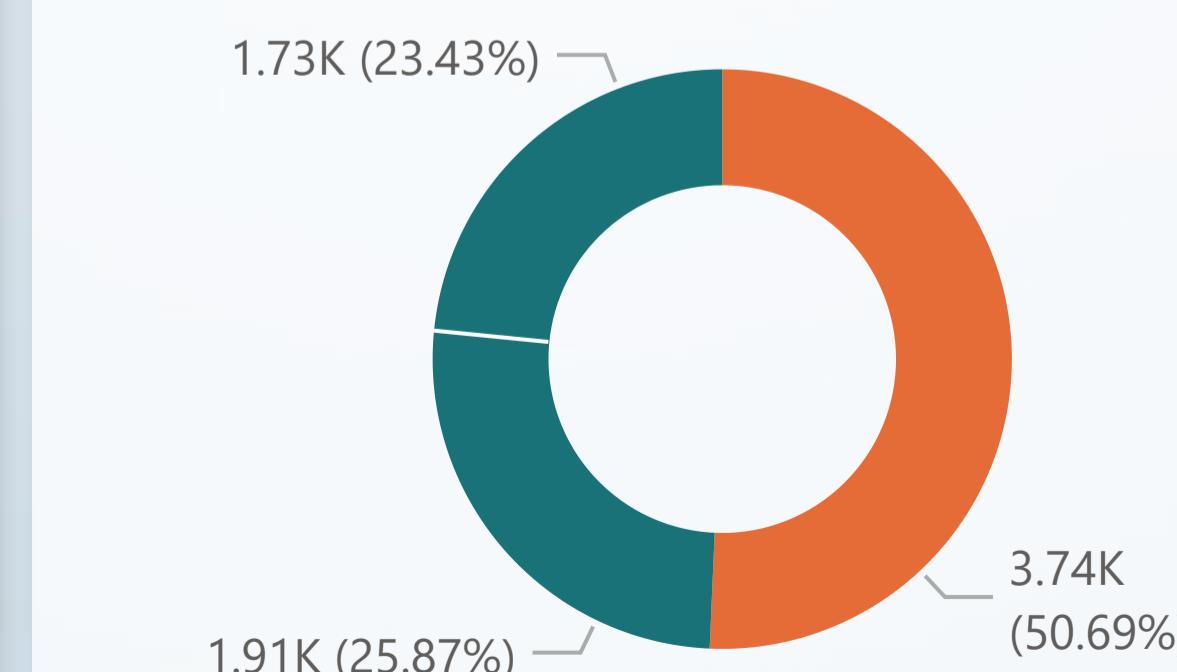


Product Performance

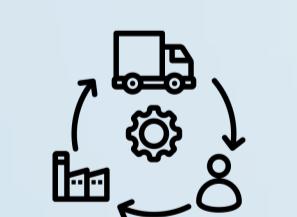
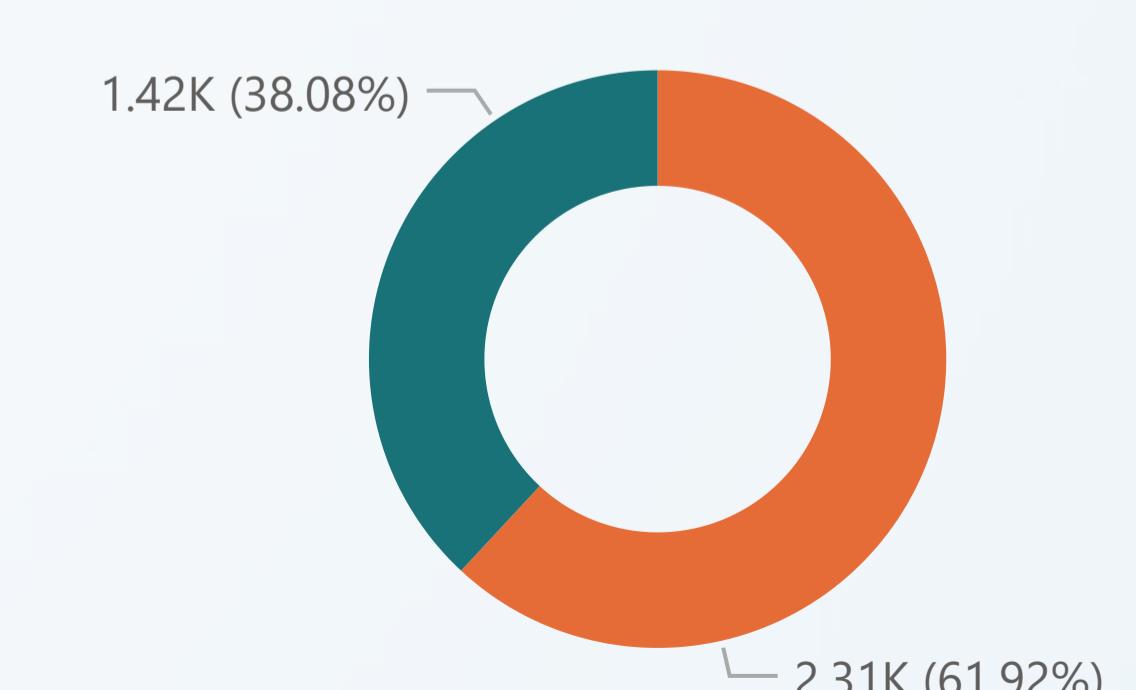
segment	NS \$	GM \$	GM %
+ Accessories	\$454.10M	172.61M	38.01%
+ Desktop	\$711.08M	272.39M	38.31%
+ Networking	\$38.43M	14.78M	38.45%
+ Notebook	\$1,580.43M	600.96M	38.03%
+ Peripherals	\$897.54M	341.22M	38.02%
+ Storage	\$54.59M	20.93M	38.33%
Total	\$3,736.17M	1,422.88M	38.08%

Unit Economics

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



● Total COGS ● Gross Margin





region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

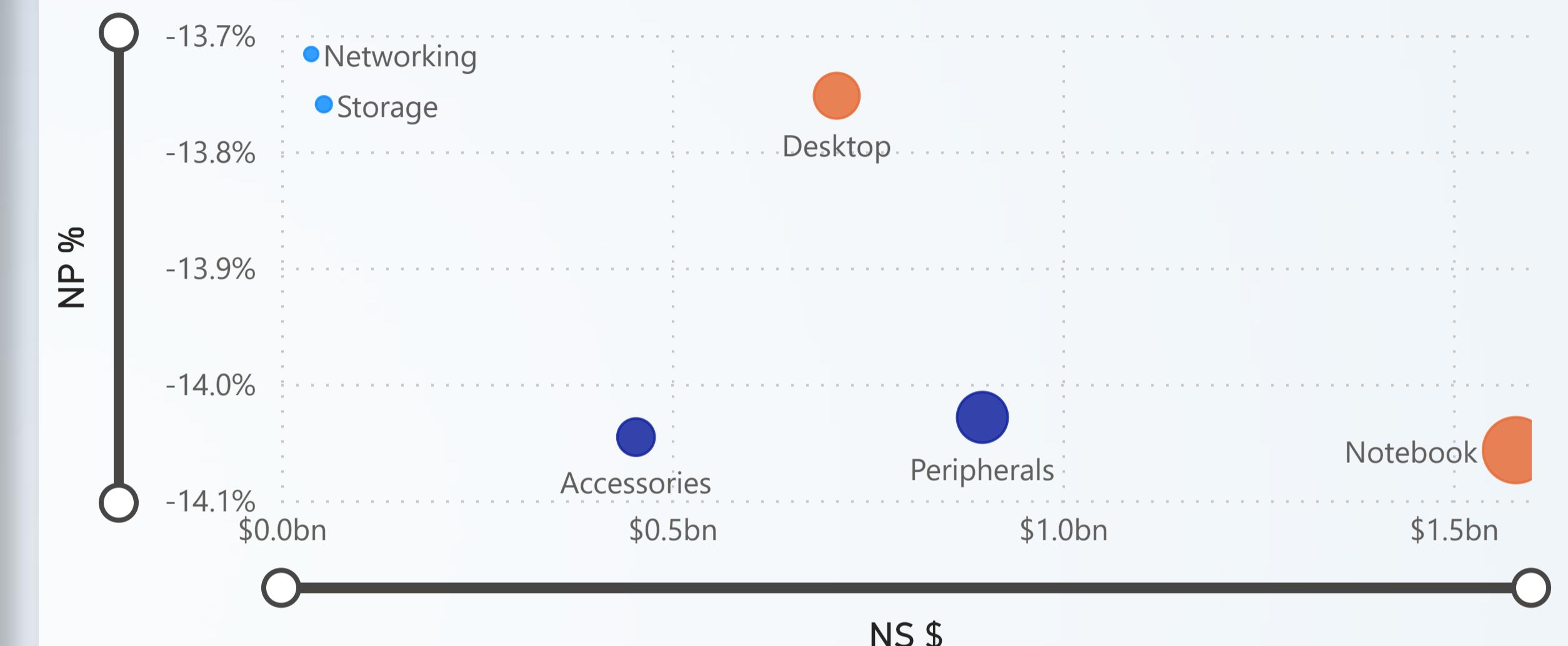
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

**Show GM %**

Performance Matrix

division ● N & S ● P & A ● PC

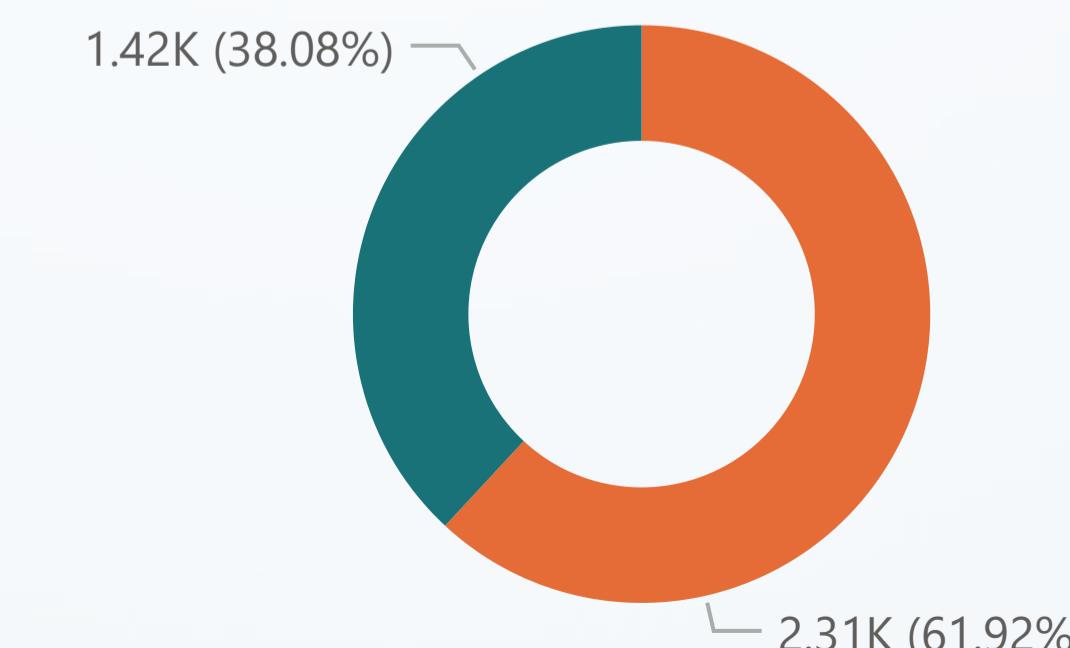


Region / Market / Customer Performance

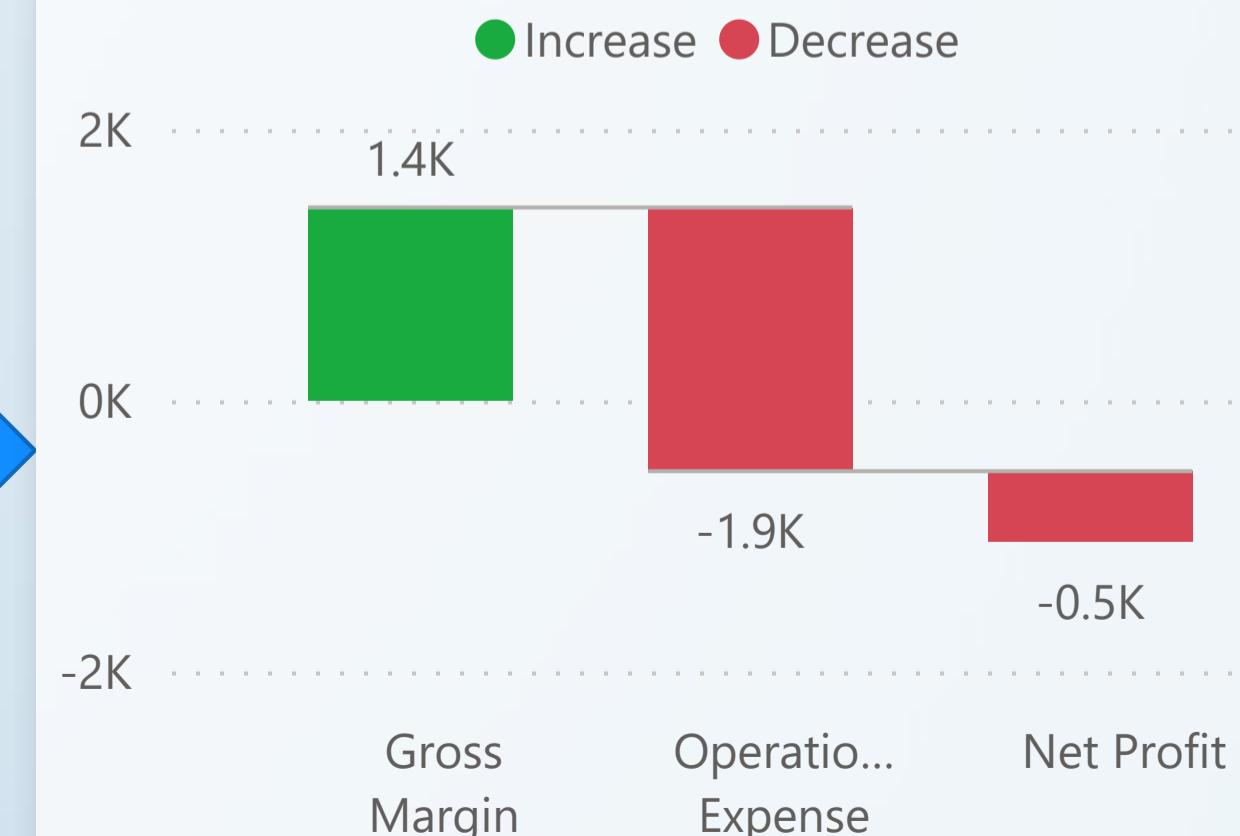
region	NS \$	GM \$	GM %
APAC	\$1,923.77M	690.21M	35.88%
EU	\$775.48M	267.80M	34.53%
LATAM	\$14.82M	5.19M	35.02%
NA	\$1,022.09M	459.68M	44.97%
Total	\$3,736.17M	1,422.88M	38.08%



● Total COGS ● Gross Margin



Unit Economics





region, market

All

customer

All

segment, category, product

All

2019

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Q1

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Q4

YTD

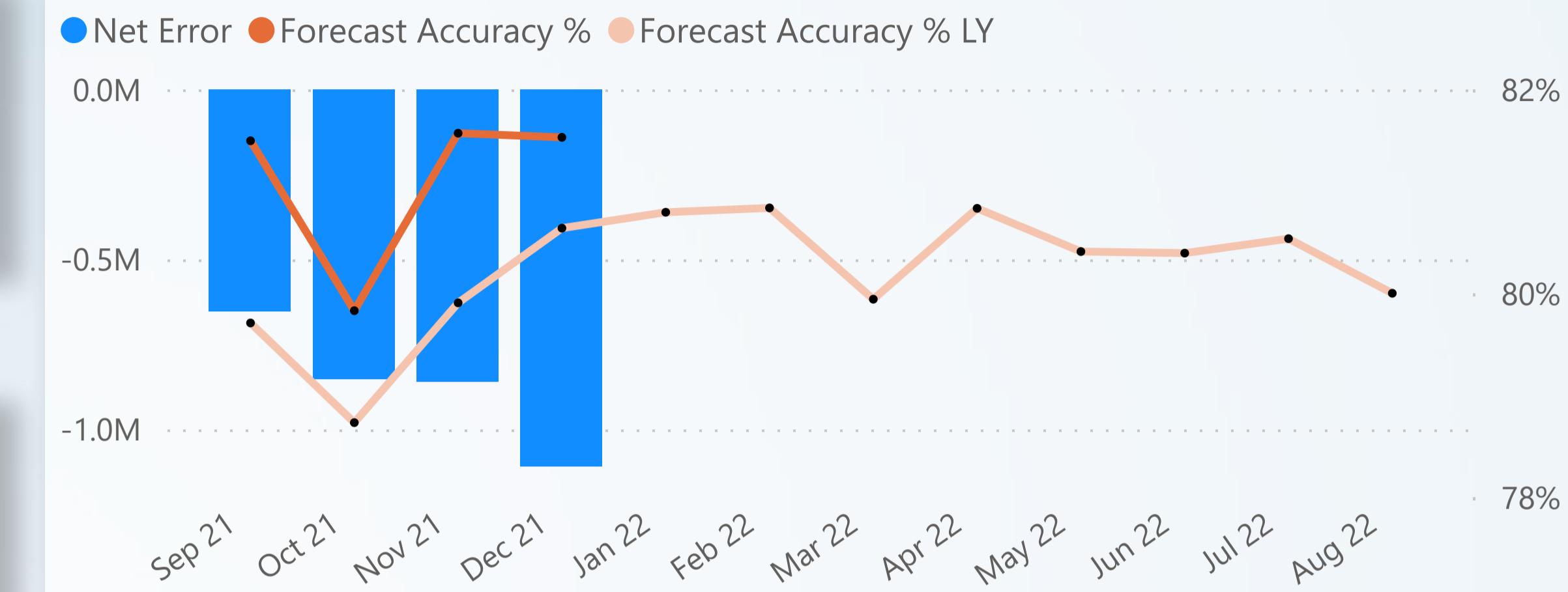
YTG

Accuracy / Net Error Trend

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.69K✓
LY: -751.71K (-361.97%)
Net Error

6899.04K✓
LY: 9780.74K (-29.46%)
ABS Error



Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
All Out+	42.06%	20.00%	150	0.33%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Key Metrics by Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS



region, market

All

customer

All

segment, category, product

All

2019

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2021

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Q1

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YTD

YTG

vs LY

vs Target



\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08 % !

GM: 38.34% (-0.66%)

GM %

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

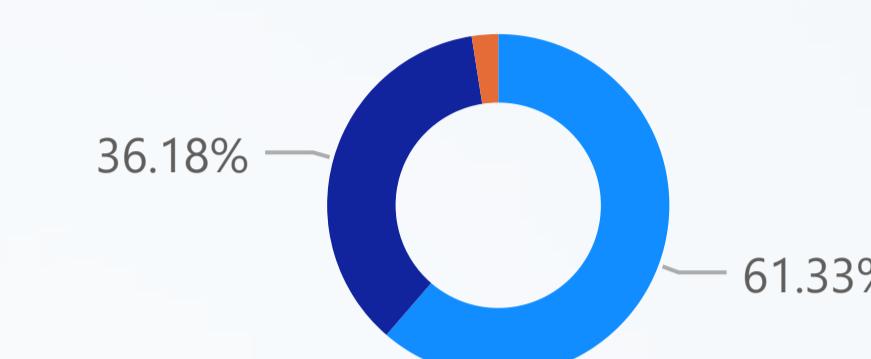
81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

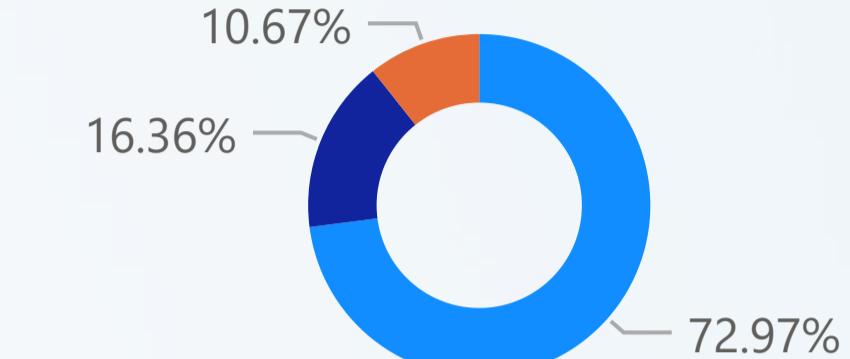
Revenue by Division

PC P & A N & S



Revenue by Channel

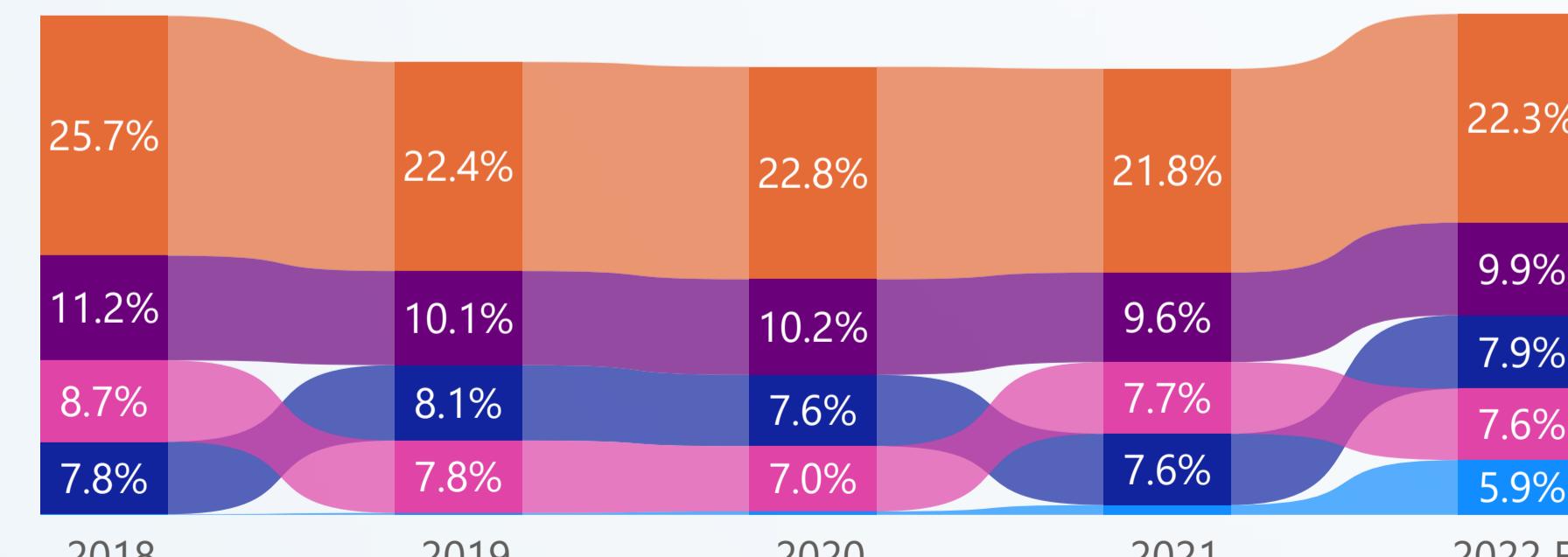
Retailer Direct Distributor



Key Insights by Sub Zone

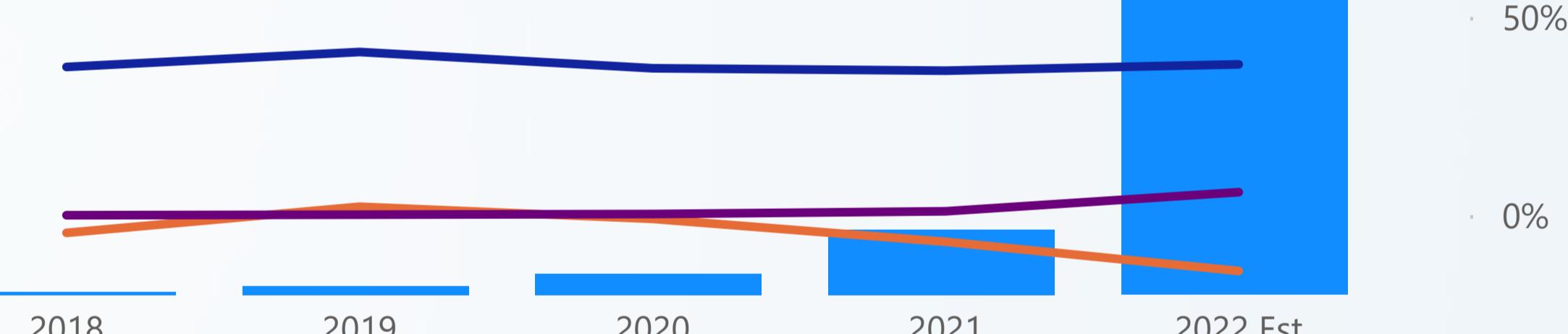
sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.37%	EI
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.47%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.56%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.56%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
Total	\$3,736.2M	100.0%	38.1% ↓	-14.0%	5.9%	-9.48% OOS	

manufacturer atliq bp dale innovo pacer



Yearly Trend by Revenue, GM %, Net Profit %, PC Market Share %

NS \$ GM % Net Profit % Atliq MS %



Top 5 Customers by Revenue

customer	RC %	GM %
AltiQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%
Total	23.2%	38.06%

BM = Bench Mark, LY = Last Year, EI = Excess Inventory, OOS = Out Of Stock