



Business Insights 360



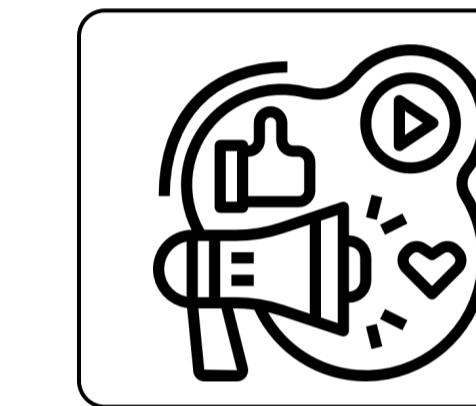
Finance View

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



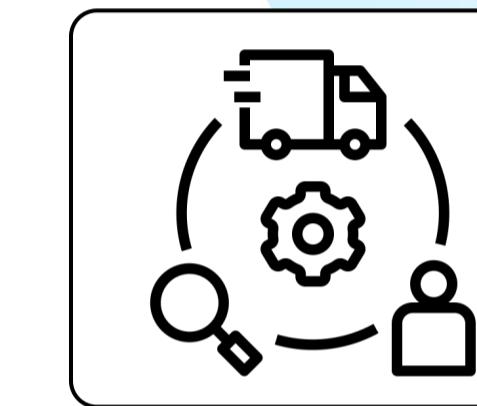
Sales View

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



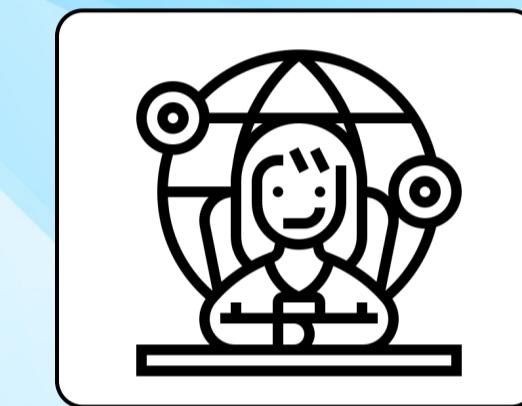
Marketing View

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



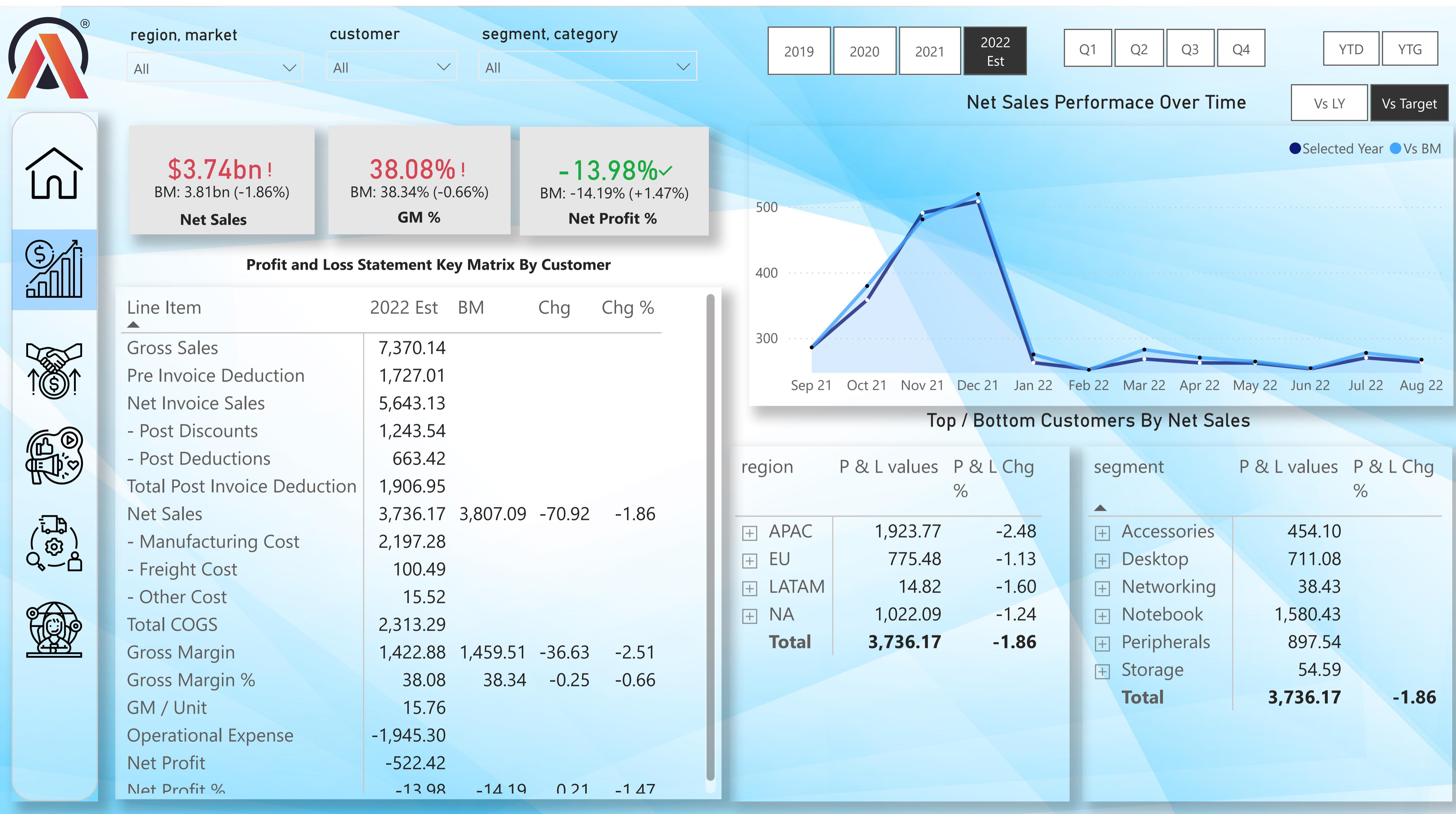
Supply Chain View

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.





region, market

All

customer

All

segment, category

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.42M	24.51M	46.77%
Control	\$54.14M	23.51M	43.42%
Coolblue	\$21.63M	6.94M	32.07%

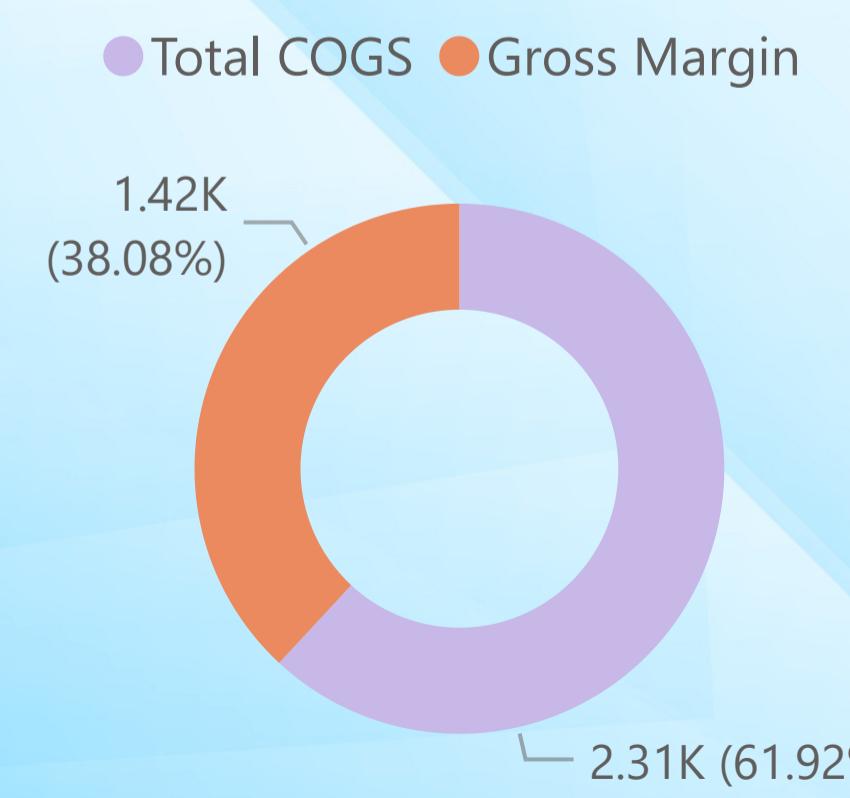
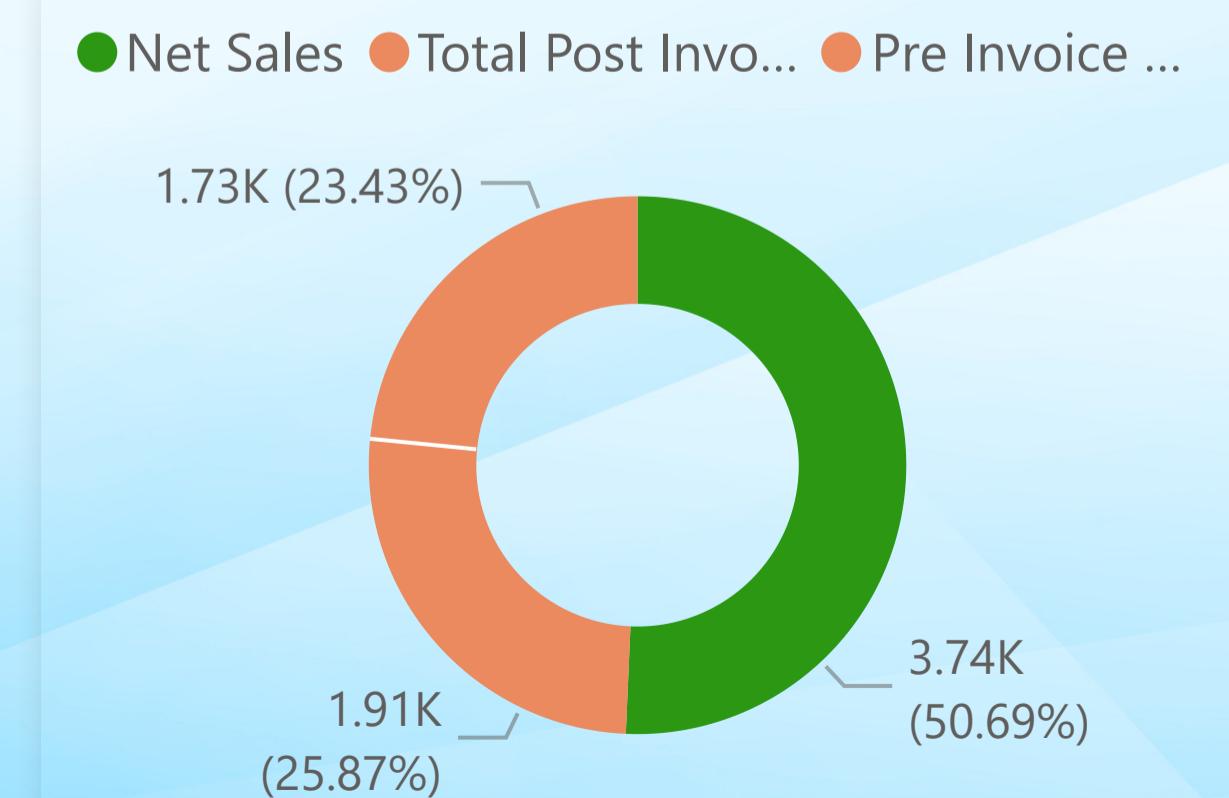
Product Performance

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

Performance Matrix



Unit Economics





region, market

All

customer

All

segment, category

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

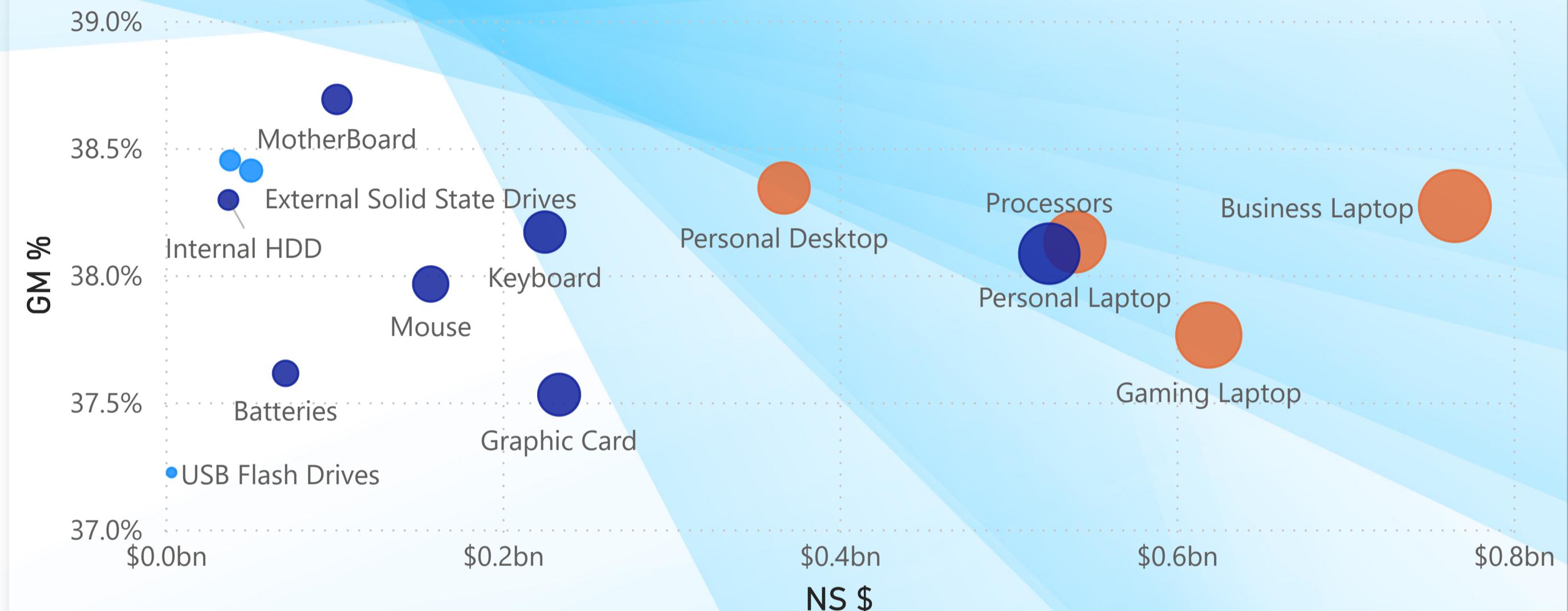
Product Performance

segment	NS \$	GM \$	GM %
Notebook	\$1,580.4M	601.0M	38.03%
Peripherals	\$897.5M	341.2M	38.02%
Desktop	\$711.1M	272.4M	38.31%
Accessories	\$454.1M	172.6M	38.01%
Storage	\$54.6M	20.9M	38.33%
Networking	\$38.4M	14.8M	38.45%

Show NP %

Performance Matrix

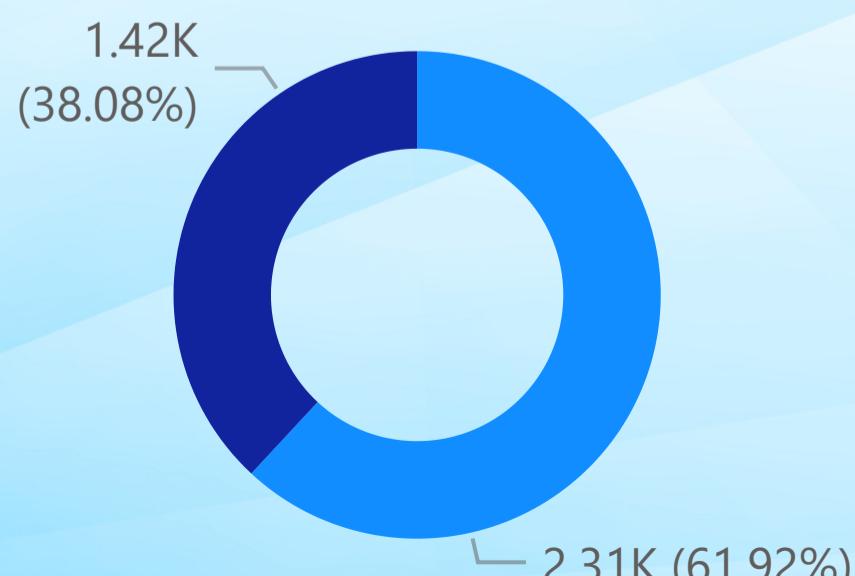
division ● N & S ● P & A ● PC



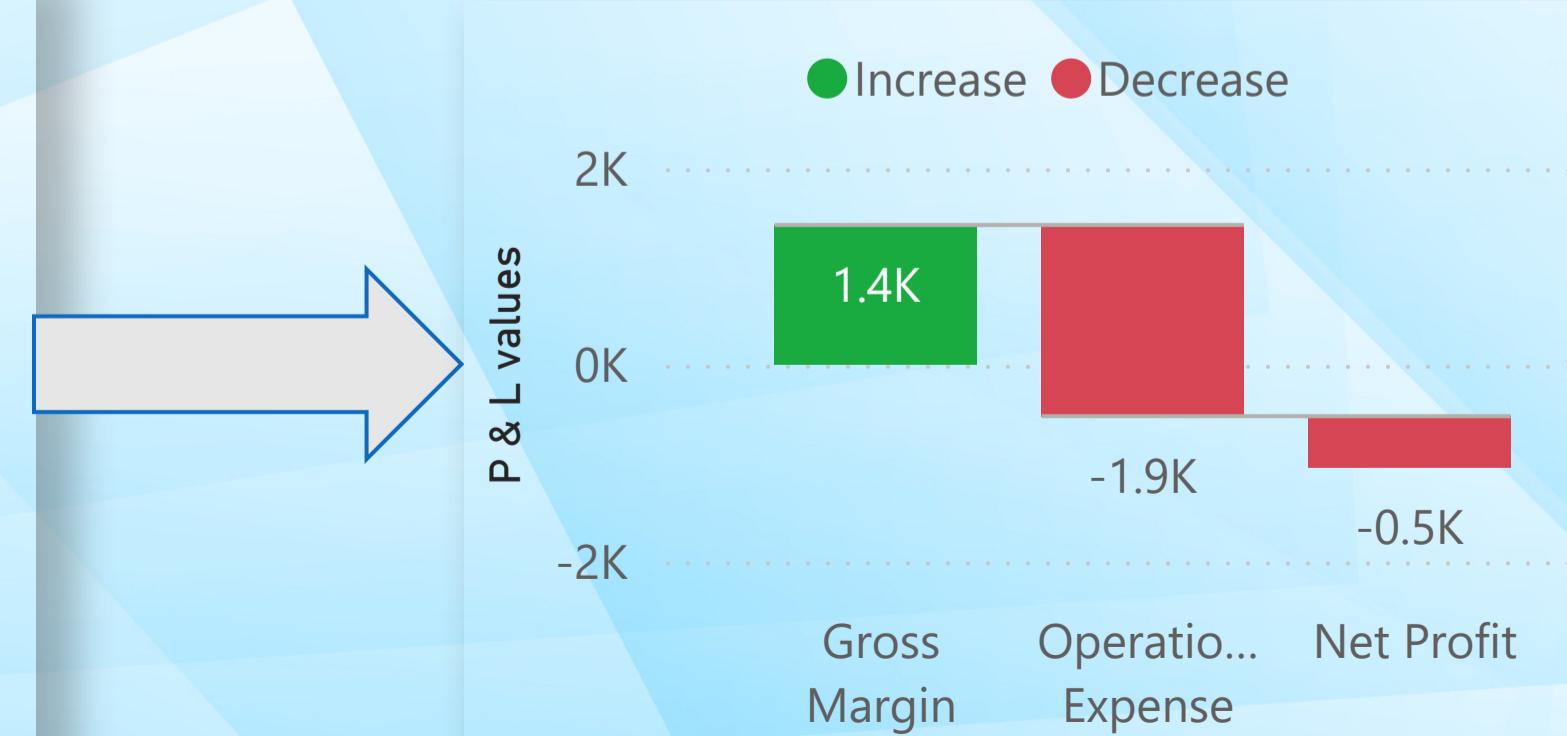
Region / Market / Customer performance

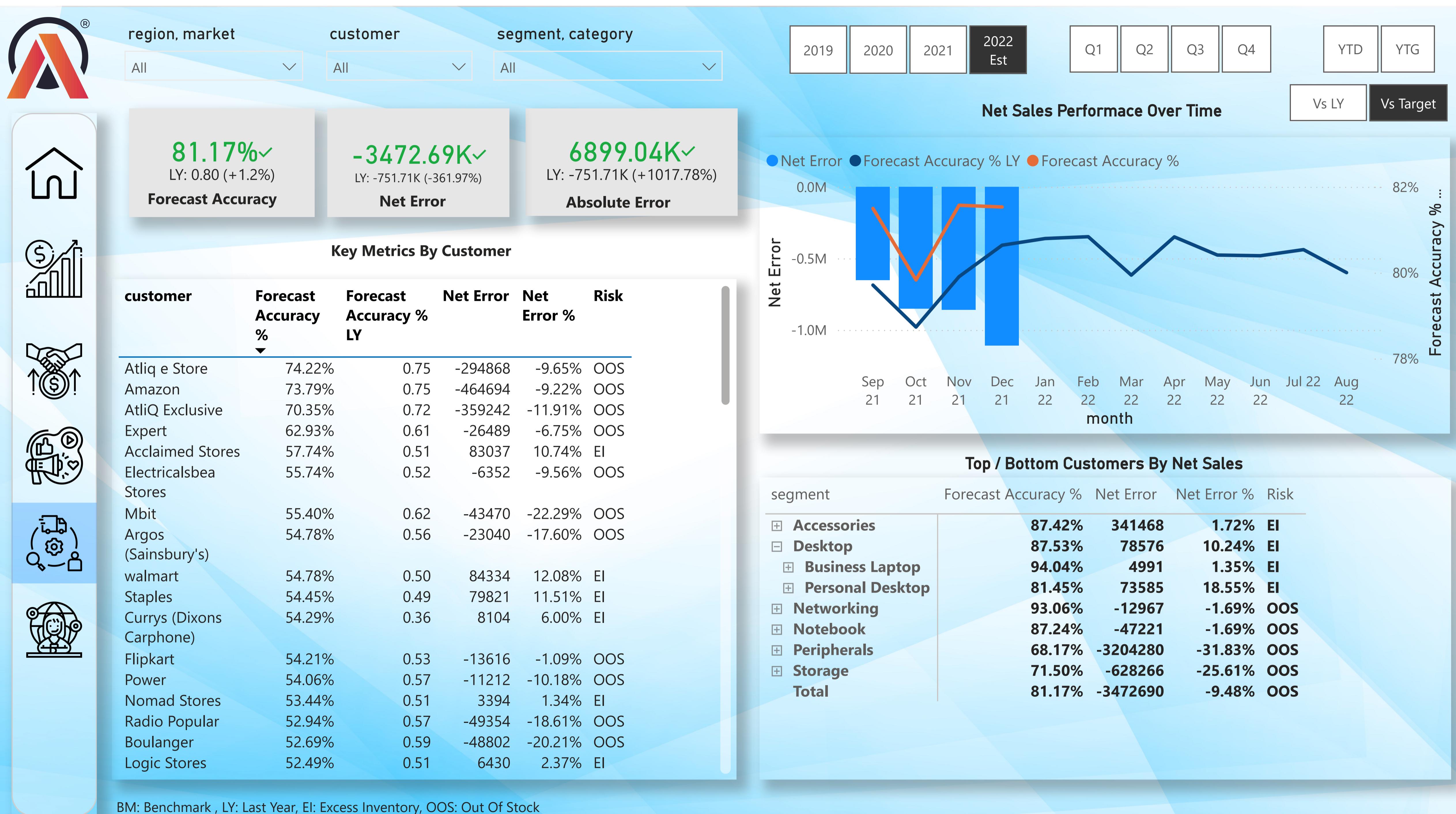
region	NS \$	GM \$	GM %
APAC	\$1,923.8M	690.2M	35.88%
EU	\$775.5M	267.8M	34.53%
LATAM	\$14.8M	5.2M	35.02%
NA	\$1,022.1M	459.7M	44.97%

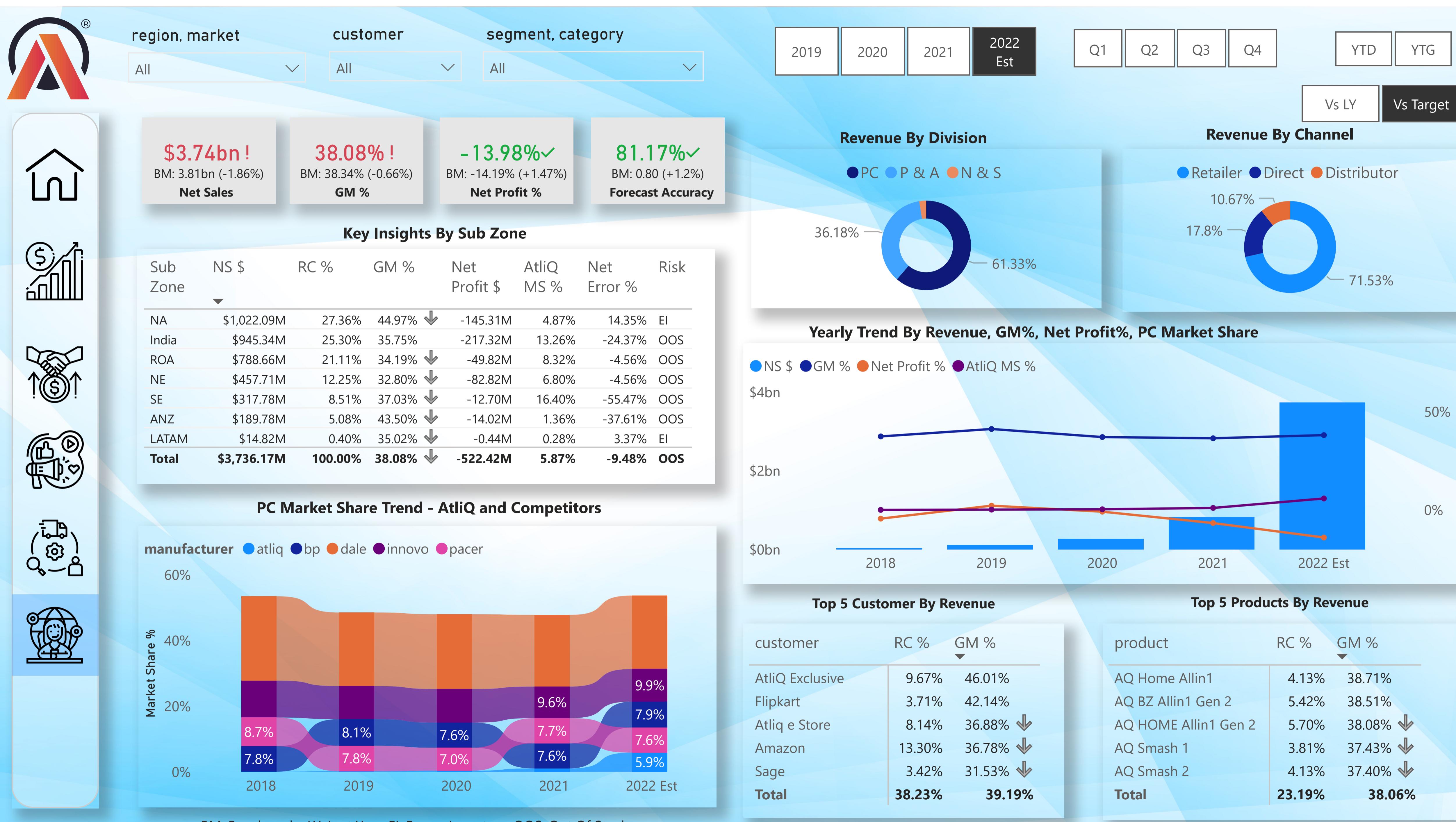
● Total COGS ● Gross Margin



Unit Economics







NS & GM % for

\$0.6bn

42%

\$0.4bn

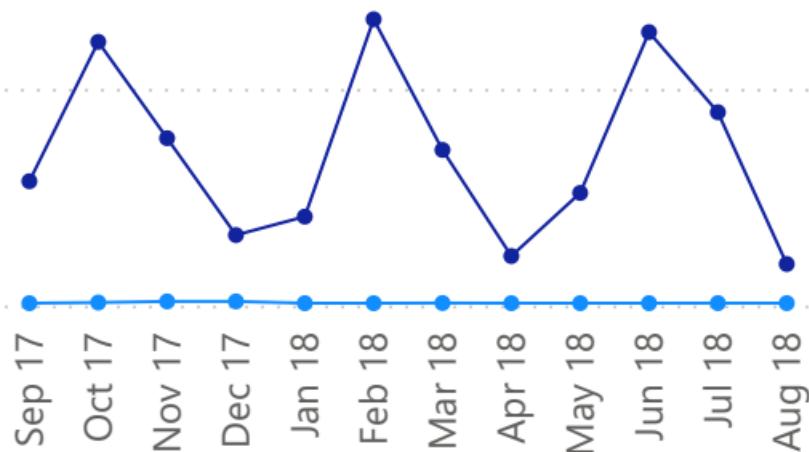
40%

38%

\$0.2bn

36%

\$0.0bn



NS \$