



Business Insights 360

sales data loaded until: Dec 21

Report Refresh Date: 06-06-2025 12:06:26

Values are in Dollars & Millions



Info



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 View

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.



Support

region, mar...
All

customer...
All

segment, ca...
All

2019 2020 2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTD

LY

Target

\$3.74bn

882 -823.82M (+92.5%)
Net Sales

38.08%

88M -34.89% (+4.07%)
GM %

-13.98%

882 -66.0% (-116.79%)
Net Profit %

Profit & Loss Statement

Line Item	2022 Est	BM	chng	chng %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,248.54	281.64	966.90	341.54
- Post Deductions	463.42	166.65	296.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
operational expense	-1,945.30	-355.28	-1,590.02	-447.54
Net profit	-522.42	-54.65	-467.77	-855.93
Net profit %	-13.98	-6.63	-7.35	-110.79

Net sale Performance over time



Top / Bottom customers & products by Net sale

region	P & L values	P & L chng %	segment	P & L values	P & L chng %
APAC	1,023.77	335.27	Storage	54.59	0.12
EU	775.48	286.26	Peripherals	897.54	439.01
LATAM	14.62	366.40	Notebook	1,580.41	493.06
NA	1,022.09	474.40	Networking	38.41	-14.89
Total	3,736.17	353.50	Desktop	710.08	1,431.55
			Accessories	454.10	85.48
			Total	3,736.17	353.50

BM = Benchmark, LY = Last Year



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Customer Performance

customer	Net sales \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
Amazon	\$495.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atiq e Store	\$304.10M	112.15M	36.88%
Atiq Exclusive	\$361.12M	156.15M	46.01%
BestBuy	\$49.34M	22.15M	44.89%
Total	\$3,736.17M	1,422.88M	38.08%

Performance Matrix

Legend: APAC, EU, LATAM, NA

Product Performance

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

Unit Economics

Actual

Target

Legend: Net Sales, Total Post Inv., Pre Inv., Total COGS, Gross Margin

region, mark...
All

customer
All

segment, ca...
All

2019 2020 2021 2022
YTD

Q1 Q2 Q3 Q4

YTD

Product Performance

segment	Net sales \$	GM \$	GM %	Net profit \$	Net profit %
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Desktop	\$711.08M	272.38M	38.31%	-97.79M	-13.75%
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Show No %

Performance Matrix

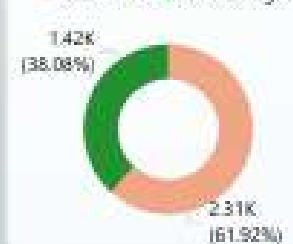


Region/Market/Customer Performance

region	Net sales \$	GM \$	GM %	Net profit \$	Net profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

P & L values by Description
Total COGS Gross Margin



P & L values by Description



