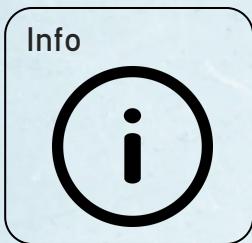
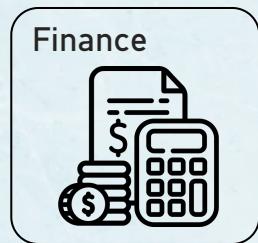


BUSINESS PERFORMANCE INSIGHTS



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 sales to the **customer(s)** over key metrics



Analyze the performance of your **product(s)** over key metrics



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



A top level dashboard for executives **consolidating top insights** from all dimensions of business.



Get your **issues** resolved by connecting to our **support specialist**.

2022 est

Q1

Q2

Q3

Q4

LY Target

customer

All

market

All

Target not available for years before 2022. Kindly check LY

\$3,736.17M!

Target: 3,807.09M (-1.86%)

Net Sales

38.08%

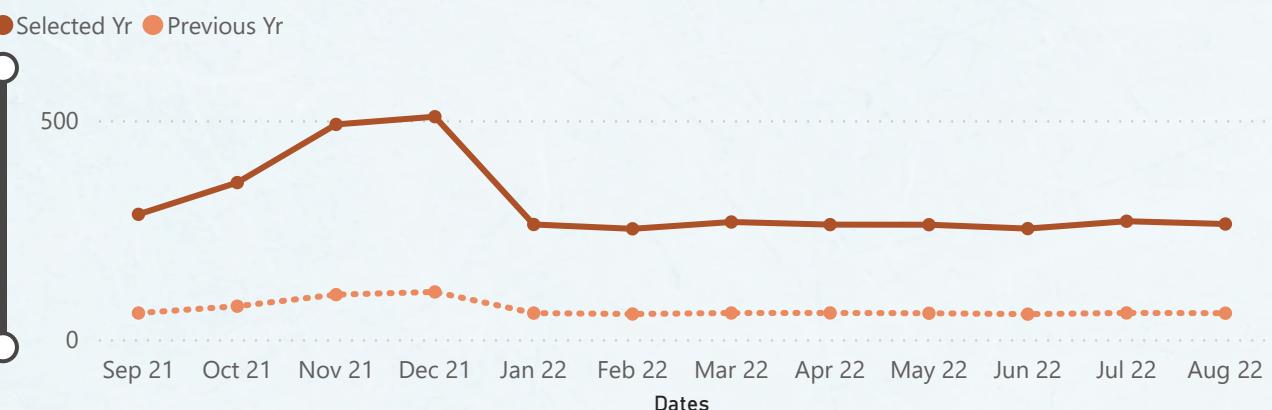
Target: 38.34% (-0.66%)

GM %

P&L Statement

Metrics	2022 est	last_year	YonY	YonY_change %
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	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	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 Sales Performance Over Time



Customers and Products by Net Sales

Region	P&L_value	change %
APAC	1,923.77	335.27
N America	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40

Segment	P&L_value	change %
Networking	38.43	-14.89
Storage	54.59	0.32
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Peripherals	897.54	439.03
Notebook	1,580.43	493.06

2019

2020

2021

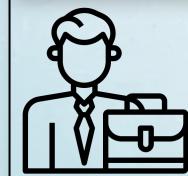
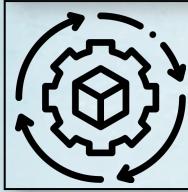
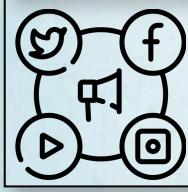
2022 est

Q1

Q2

Q3

Q4



customer

All

market

All

LY

Target

- 522.42M!

LY: -54.65M (-855.93%)

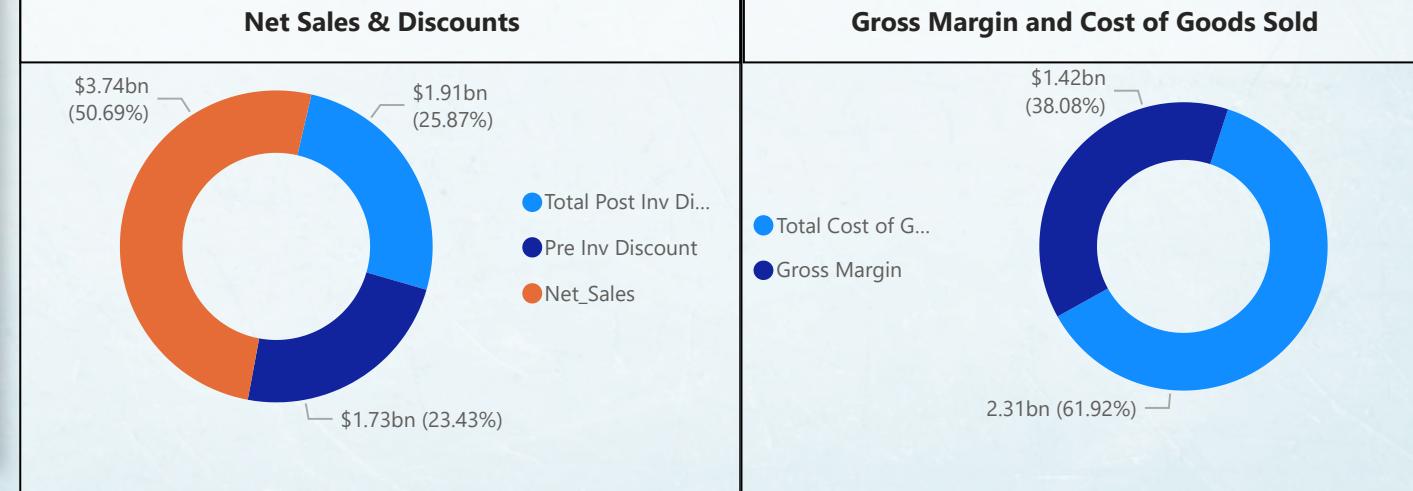
Net Profit**- 13.98%**

LY: -0.07 (-110.79%)

Profit %**Sales & Margin by Customer**

Customer	Net_Sales	G_Margin	G_Margin (%)
Acclaimed Stores	\$73.4M	\$29.6M	40.32%
All-Out	\$4.4M	\$1.7M	38.17%
AltiQ Exclusive	\$307.2M	\$145.0M	47.22%
Amazon	\$496.9M	\$182.8M	36.78%
Argos (Sainsbury's)	\$13.7M	\$5.3M	38.70%
Atlas Stores	\$17.1M	\$5.4M	31.66%
Atliq e Store	\$304.1M	\$112.1M	36.88%
Atliq Exclusive	\$54.0M	\$21.1M	39.11%
BestBuy	\$49.3M	\$22.1M	44.89%
Billa	\$6.8M	\$1.6M	23.80%
Boulanger	\$26.0M	\$10.4M	39.95%
Chip 7	\$25.6M	\$8.3M	32.24%
Chiptec	\$18.9M	\$7.4M	38.94%
Circuit City	\$52.4M	\$24.5M	46.77%
Control	\$54.1M	\$23.5M	43.42%
Coolblue	\$21.6M	\$6.9M	32.07%
Costco	\$61.8M	\$24.2M	39.07%
Croma	\$51.8M	\$20.7M	39.88%
Currys (Dixons Carphone)	\$12.1M	\$4.1M	33.79%
Digimarket	\$25.0M	\$10.3M	41.11%
Ebay	\$91.6M	\$33.1M	36.09%
Electricalsara Stores	\$10.2M	\$3.8M	37.55%

region ● APAC ● EU ● LATAM ● N America

**Net Sales & Discounts****Gross Margin and Cost of Goods Sold**

2019

2020

2021

2022 est

Q1

Q2

Q3

Q4

customer

All

market

All

2.46M

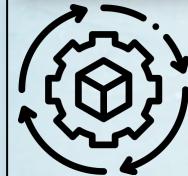
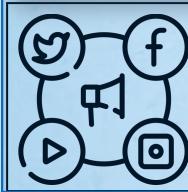
LY: -1.28M (+292.73%)

Net Profit

(\$43.4M)

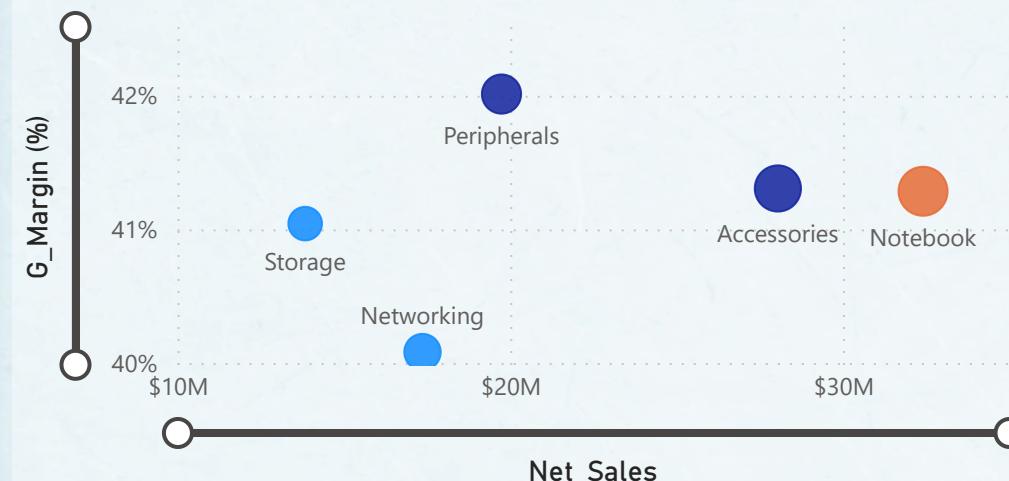
LY: (\$12.2M) (-256.76%)

Opr Expense



Product-Wise Net Sales & Gross Margin by Region

division ● N & S ● P & A ● PC



Sales-Profit Breakup by Product and Segment

segment	Net_Sales	G_Margin	G_Margin (%)	Net_Profit	Net_Profit %
Notebook	\$12.6M	\$5.2M	41.00%	0.3M	2.02%
Personal Laptop	\$11.4M	\$4.8M	41.62%	0.3M	2.52%
Business Laptop	\$8.4M	\$3.4M	41.25%	0.2M	2.35%
Accessories	\$17.5M	\$7.2M	41.39%	0.4M	2.42%
Keyboard	\$10.6M	\$4.4M	41.17%	0.2M	2.22%
Peripherals	\$11.2M	\$4.8M	42.42%	0.4M	3.45%
Processors	\$5.7M	\$2.3M	41.37%	0.1M	2.38%
Graphic Card	\$2.5M	\$1.0M	41.73%	0.1M	2.67%
Internal HDD	\$0.4M	\$0.1M	41.25%	0.0M	2.26%
MotherBoard					
Networking					

Region Wise Profitability

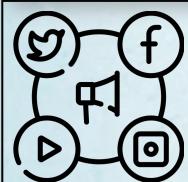
region	Net_Sales	G_Margin	G_Margin (%)	Net_Profit	Net_Profit %
APAC	\$71.3M	\$30.8M	43.17%	4.3M	6.10%
EU	\$17.2M	\$7.1M	40.97%	0.0M	0.23%
LATAM	\$0.8M	\$0.3M	42.32%	0.1M	7.53%
N America	\$22.0M	\$7.7M	34.97%	-2.0M	-9.05%

P&L Chart



2019 2020 2021 2022 est

Q1 Q2 Q3 Q4



customer ▼

All ▼

market ▼

All ▼

81.17%

Forecast Accuracy

-3M

Net Error

Accuracy and Error by Customer

Customer	Forecast Accuracy	Net Error	Inventory
Acclaimed Stores	57.74%	83037	Excess Inventory
All-Out	43.96%	-150	Out of Stock
AltiQ Exclusive	71.42%	-221177	Out of Stock
Amazon	73.79%	-464694	Out of Stock
Argos (Sainsbury's)	54.78%	-23040	Out of Stock
Atlas Stores	49.53%	-4182	Out of Stock
Atliq e Store	74.22%	-294868	Out of Stock
Atliq Exclusive	29.71%	-138065	Out of Stock
BestBuy	46.60%	81179	Excess Inventory
Billa	42.63%	3704	Excess Inventory
Boulanger	52.69%	-48802	Out of Stock
Chip 7	34.56%	-85293	Out of Stock
Chiptec	50.49%	-20102	Out of Stock
Circuit City	46.17%	85248	Excess Inventory
Control	52.06%	64731	Excess Inventory
Coolblue	47.66%	-34790	Out of Stock
Costco	51.95%	101913	Excess Inventory
Croma	36.58%	-77649	Out of Stock
Currys (Dixons Carphone)	54.29%	8104	Excess Inventory
Digimarket	28.21%	-95328	Out of Stock
Ebay	52.27%	-19127	Out of Stock
Electricalsara Stores	48.62%	-11256	Out of Stock

Forecast Accuracy Over Time



Inventory Status by Area

region	Forecast Accuracy	Stock_status
APAC	76.89%	Out of Stock
EU	75.56%	Out of Stock
LATAM	71.11%	Excess Inventory
N America	77.34%	Excess Inventory

Inventory by Segment and Product

segment	Forecast Accuracy	Stock_status
Accessories	87.42%	Excess Inventory
Desktop	87.53%	Excess Inventory
Networking	93.06%	Out of Stock
Notebook	87.24%	Out of Stock
Peripherals	68.17%	Out of Stock
Storage	71.50%	Out of Stock