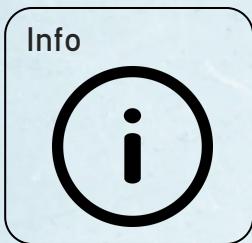
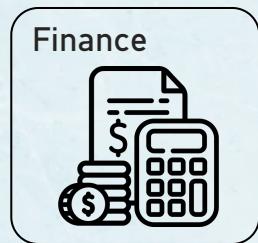


BUSINESS PERFORMANCE INSIGHTS



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**.

Target not available for years before 2022. Kindly check LY

\$3,736.17M!

Target: 3,807.09M (-1.86%)

Net Sales

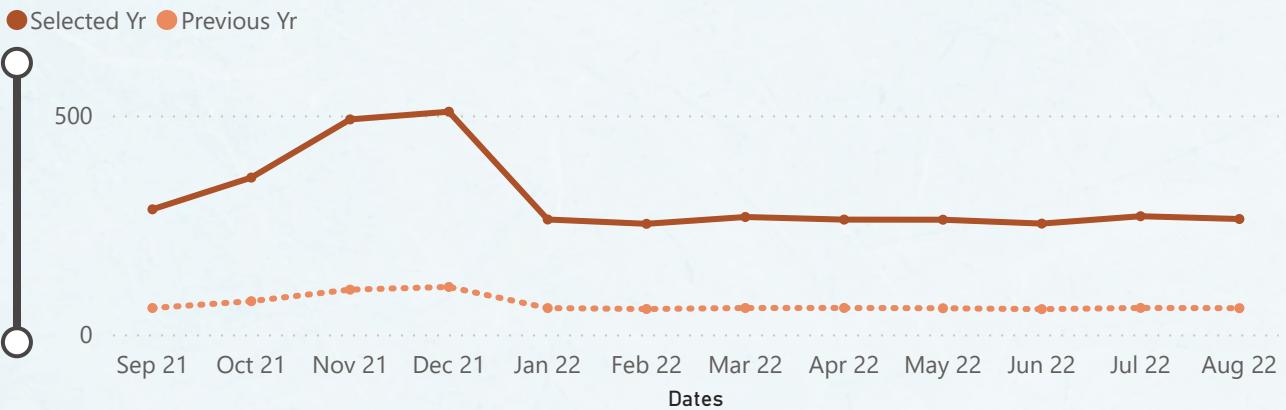
38.08%

Target: 38.34% (-0.66%)

GM %

P&L Statement

Net Sales Performance Over Time



Customers and Products by Net Sales

Region P&L_value change %

- APAC
- N America
- EU
- LATAM

Segment P&L_value change %

- Networking
- Storage
- Accessories
- Desktop
- Peripherals
- Notebook

2019

2020

2021

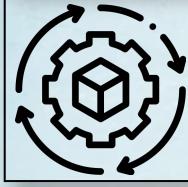
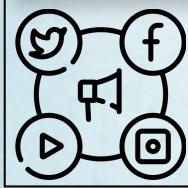
2022 est

Q1

Q2

Q3

Q4



customer

All

market

All

LY

Target

- 522.42M

Target: -540.27M (+3.3%)

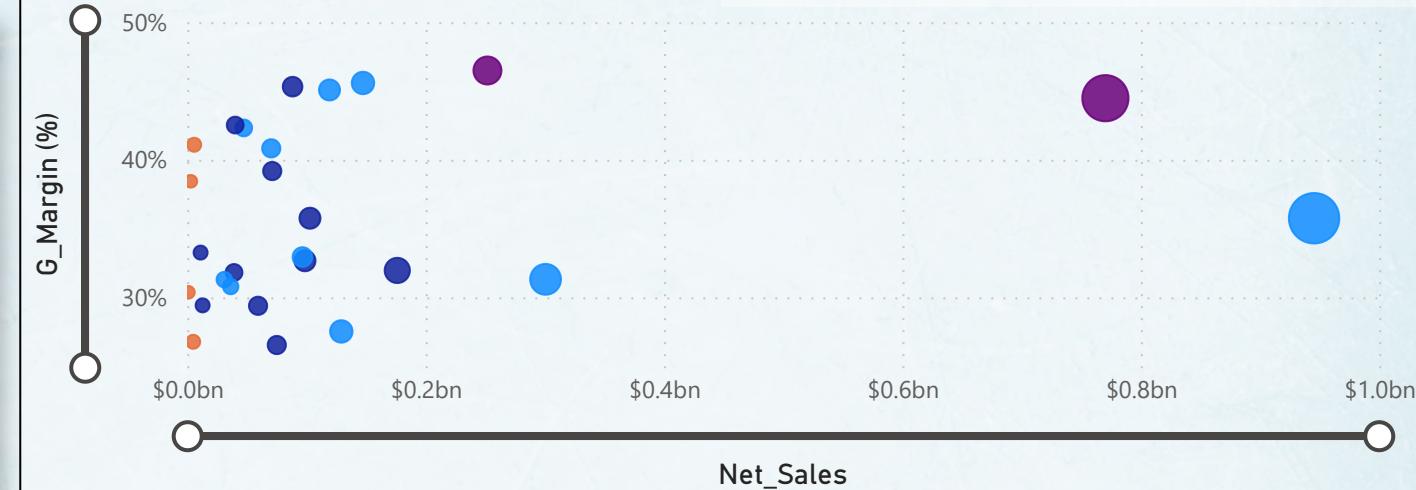
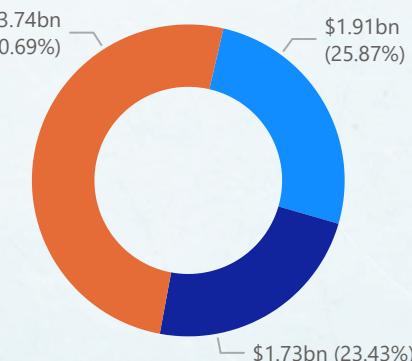
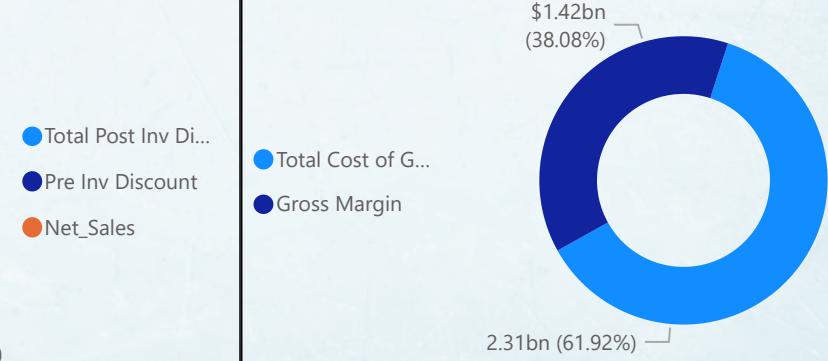
Net Profit**- 13.98%**

Target: -14.19% (+1.47%)

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

customer

All

Q1

Q2

Q3

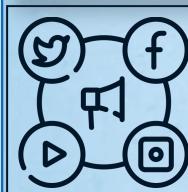
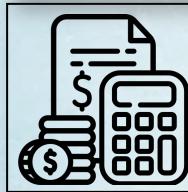
Q4

- 522.42M!

LY: -54.65M (-855.93%)

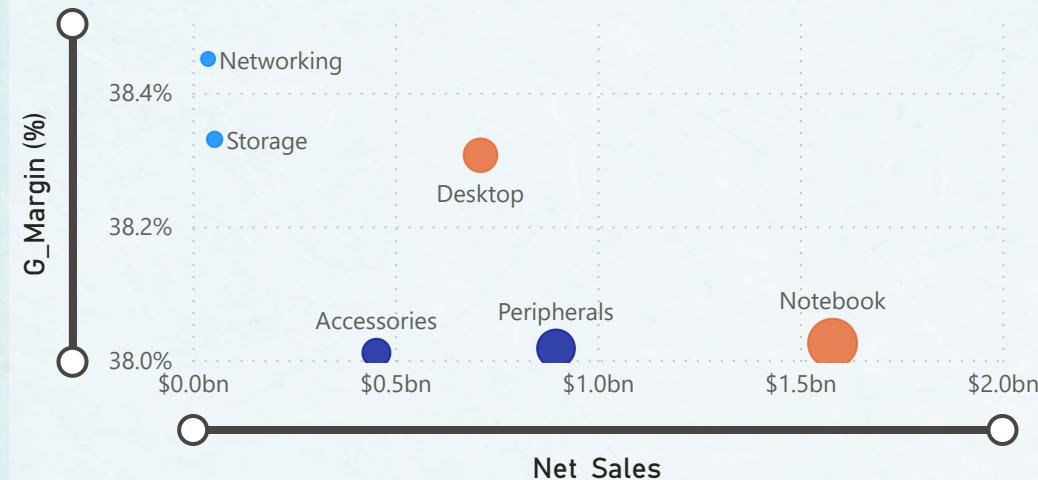
Net Profit**(\$1,945.3M)!**

LY: (\$355.3M) (-447.54%)

Opr Expense

Product-Wise Net Sales & Gross Margin by Region

division ● N & S ● P & A ● PC



Region Wise Profitability

region	Net_Sales	G_Margin	G_Margin (%)	Net_Profit	Net_Profit (%)
APAC	\$1,923.8M	\$690.2M	35.88%	-281.2M	-14.62%
EU	\$775.5M	\$267.8M	34.53%	-95.5M	-12.32%
LATAM	\$14.8M	\$5.2M	35.02%	-0.4M	-2.95%
N America	\$1,022.1M	\$459.7M	44.97%	-145.3M	-14.22%

Sales-Profit Breakup by Product and Segment

segment	Net_Sales	G_Margin	G_Margin (%)	Net_Profit	Net_Profit %
Notebook					
Gaming Laptop	\$619.2M	\$233.9M	37.76%	-88.6M	-14.31%
Personal Laptop	\$539.8M	\$205.8M	38.13%	-75.4M	-13.96%
Business Laptop	\$421.4M	\$161.3M	38.27%	-58.2M	-13.80%
Peripherals					
Processors	\$524.6M	\$199.8M	38.08%	-73.2M	-13.94%
Graphic Card	\$233.7M	\$87.7M	37.53%	-34.0M	-14.53%
MotherBoard	\$101.8M	\$39.4M	38.69%	-13.7M	-13.41%
Internal HDD	\$37.4M	\$14.3M	38.30%	-5.2M	-13.78%
Desktop					
Personal Desktop	\$367.2M	\$140.8M	38.34%	-50.3M	-13.70%
Business Laptop	\$343.9M	\$131.6M	38.27%	-47.5M	-13.80%
Accessories					

P&L Chart



2019

2020

2021

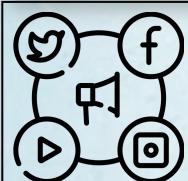
2022 est

Q1

Q2

Q3

Q4



customer

All

market

All

81.17%

Forecast Accuracy

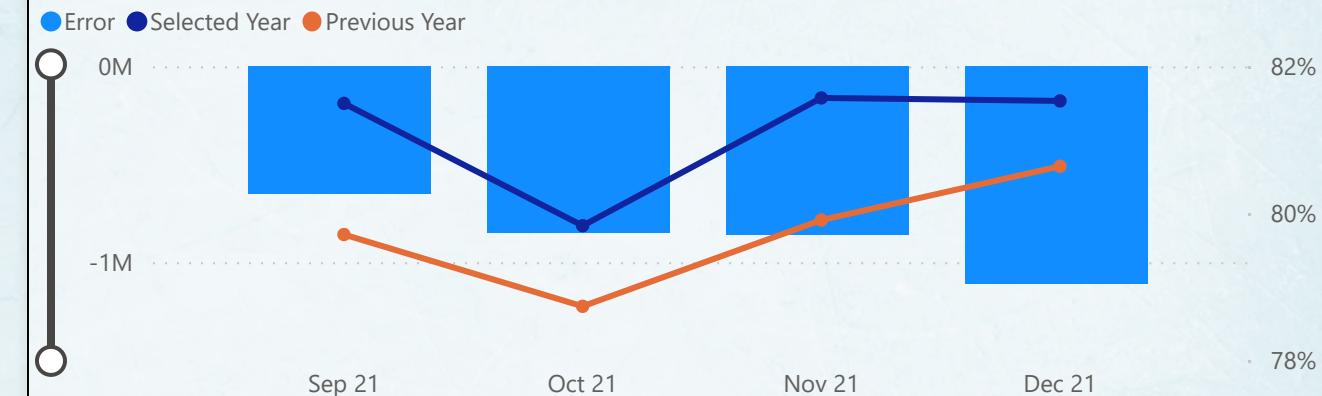
-3M

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