



Business Insights 360



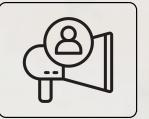
Info



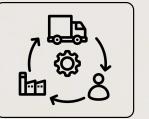
Finance View



Sales View



Marketing View



Supply Chain View



Executive View



Support

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

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

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.



region, market ▼ customer ▼ segment, category, product ▼

All ▼ All ▼ All ▼

2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target

\$3.74bn!
BM: 3.81bn (-1.86%)
Net Sales

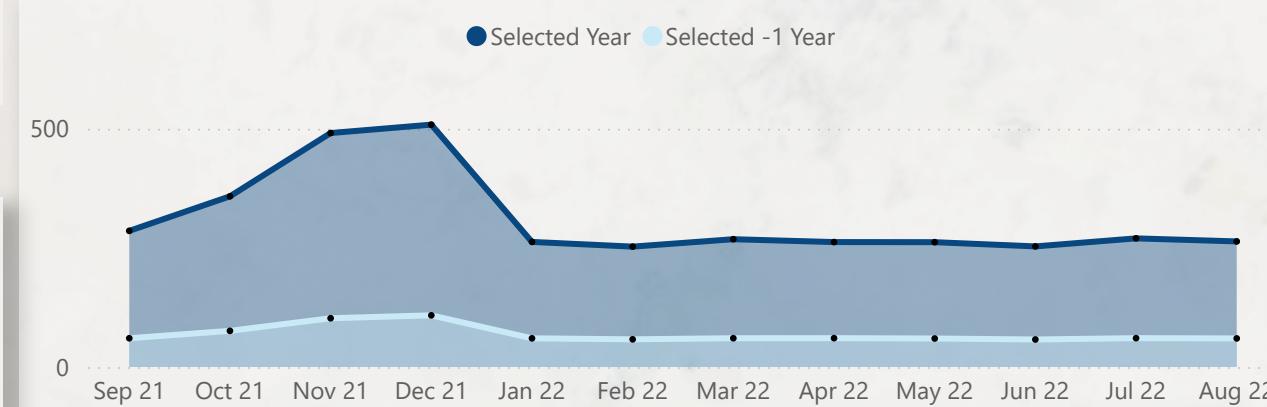
38.08%!
BM: 38.34% (-0.66%)
GM %

-13.98%✓
BM: -14.19% (+1.47%)
Net Profit %

Profit and Loss Statement

| Line Item | 2022 Est | BM | YoY Chg | YoY 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 | -8.61 |
| - 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 | -12.19 |
| Gross Margin % | 38.08 | 38.34 | -0.25 | -0.69 |
| GM / Unit | 15.76 | | | |
| Operational Expense | -1,945.30 | | | |
| Net Profit | -522.42 | | | |
| Net Profit % | -13.98 | -14.19 | 0.21 | -3.14 |

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

| region | P & L values | P & L YoY Chg % | segment | P & L values | P & L YoY Chg % |
|--------------|-----------------|-----------------|-------------|--------------|-----------------|
| | Total | Total | | Total | Total |
| APAC | 1,923.77 | -11.07 | Accessories | 454.10 | |
| EU | 775.48 | -4.43 | Desktop | 711.08 | |
| LATAM | 14.82 | -7.62 | Networking | 38.43 | |
| NA | 1,022.09 | -7.23 | Notebook | 1,580.43 | |
| Total | 3,736.17 | -8.61 | Peripherals | 897.54 | |
| | | | Storage | 54.59 | |



region, market ▼ customer ▼ segment, category, product ▼

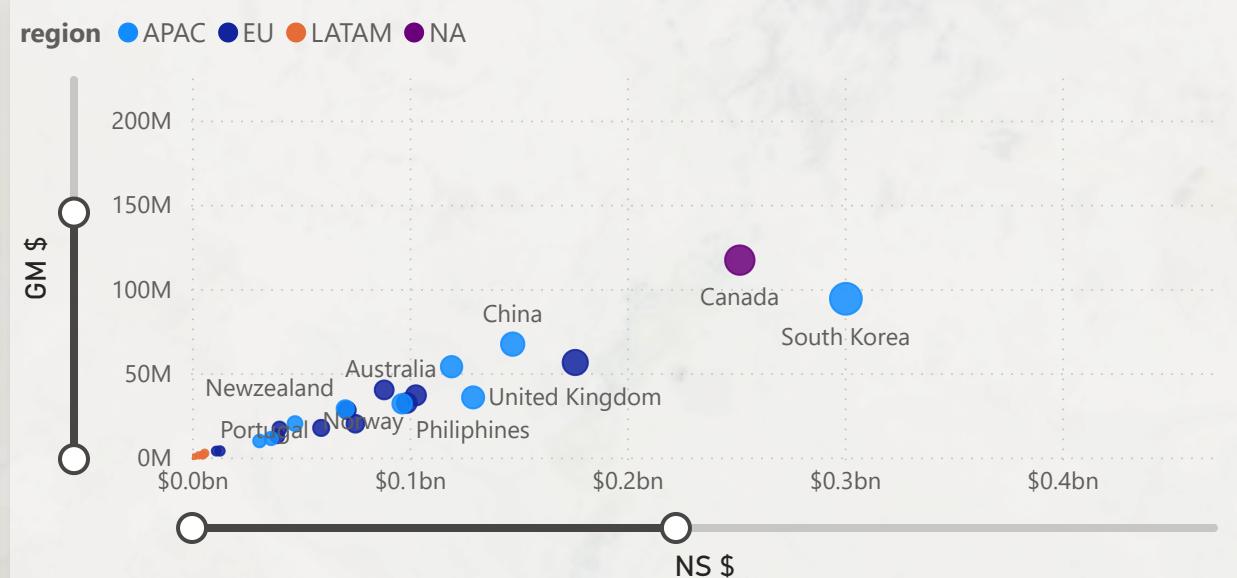
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| All | All | All |
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| | | | | | | | | | | |
|------|------|------|------|----------|----|----|----|----|-----|-----|
| 2018 | 2019 | 2020 | 2021 | 2022 Est | Q1 | Q2 | Q3 | Q4 | YTD | YTG |
|------|------|------|------|----------|----|----|----|----|-----|-----|

Customer Performance

| customer | NS \$ | GM \$ | GM % |
|------------------|--------------------|------------------|---------------|
| Amazon | \$496.88M | 182.77M | 36.78% |
| AltiQ Exclusive | \$307.17M | 145.05M | 47.22% |
| Atliq e Store | \$304.10M | 112.15M | 36.88% |
| Flipkart | \$138.49M | 58.37M | 42.14% |
| Sage | \$127.86M | 40.31M | 31.53% |
| Leader | \$117.32M | 36.02M | 30.70% |
| Neptune | \$105.69M | 49.36M | 46.70% |
| Ebay | \$91.60M | 33.06M | 36.09% |
| Acclaimed Stores | \$73.36M | 29.58M | 40.32% |
| walmart | \$72.41M | 33.06M | 45.66% |
| Total | \$3,736.17M | 1,422.88M | 38.08% |

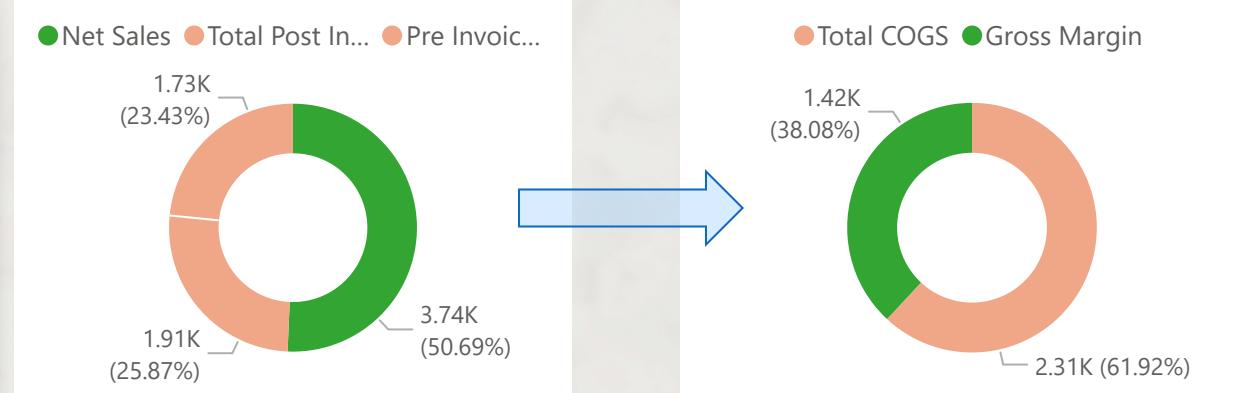
Performance Matrix



Product Performance

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

Unit Economics





region, market ▼ customer ▼ segment, category, product ▼

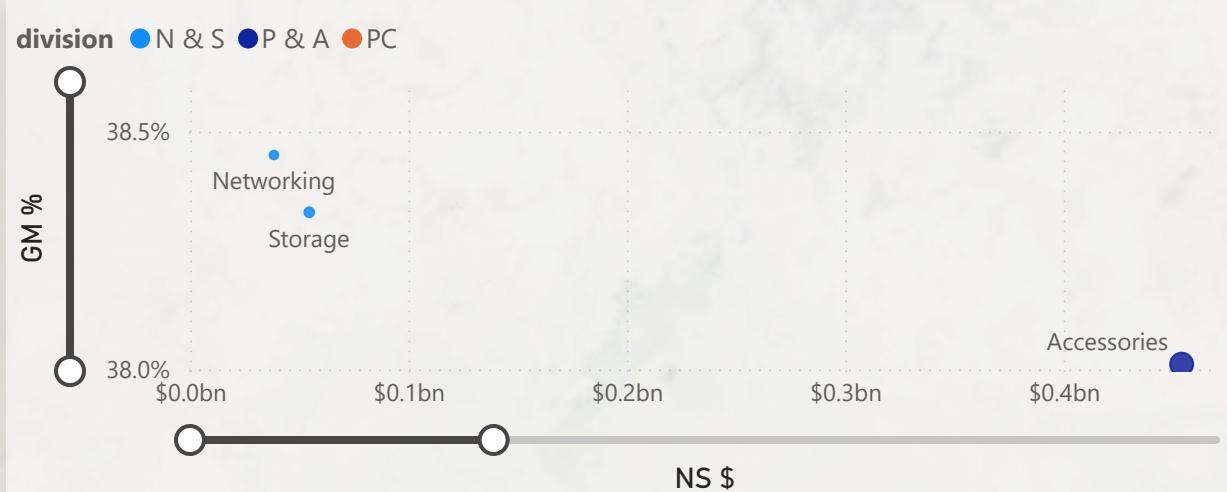
All ▼ All ▼ All ▼

2018 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% |

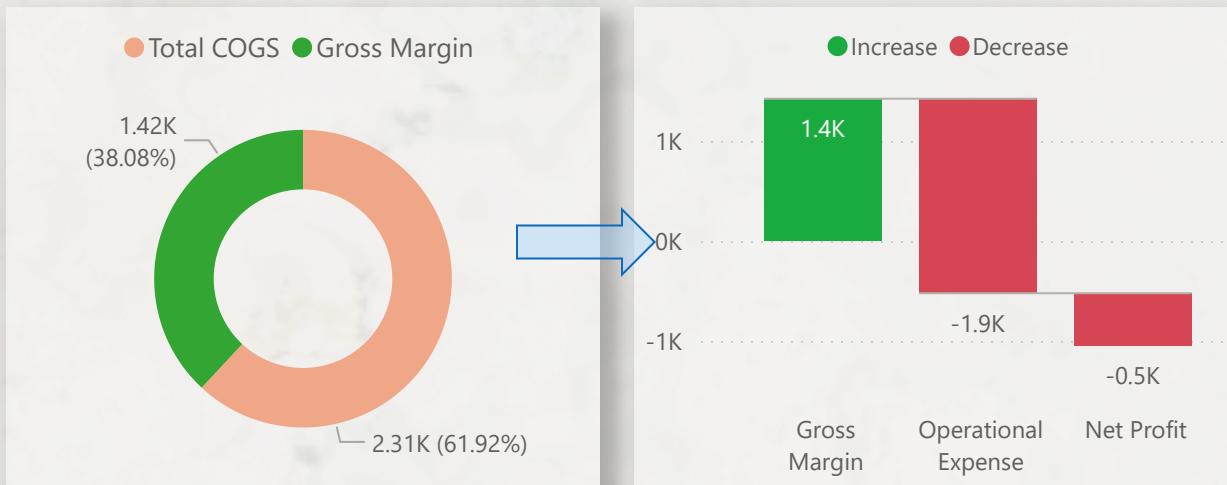
Performance Matrix



Region / Market / Customer Performance

| region | NS \$ | 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





region, market ▼ customer ▼ segment, category, product ▼

All ▼ All ▼ All ▼

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

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

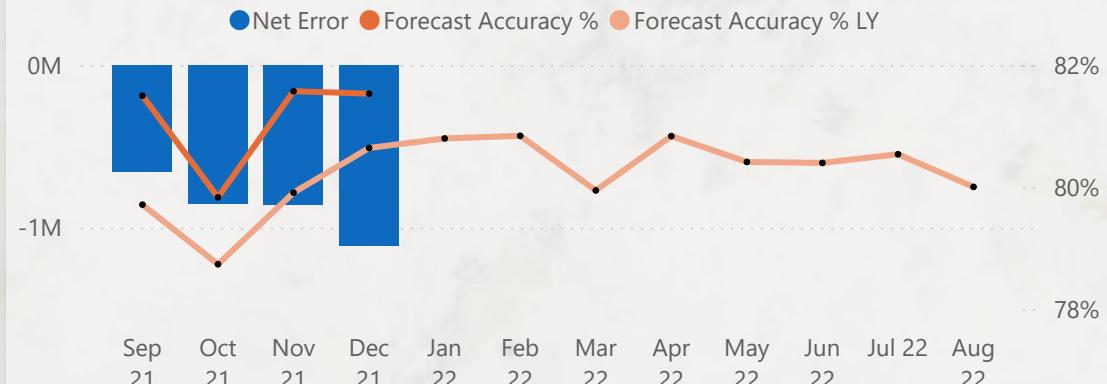
-3472.69K✓
LY: -751.71K (-361.97%)
Net Error

6899.0K✓
LY: 9780.7K (+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% | Excess Inventory |
| All-Out | 43.96% | 29.09% | -150 | -0.32% | Out of Stock |
| AltiQ Exclusive | 71.42% | 71.15% | -221177 | -8.73% | Out of Stock |
| Amazon | 73.79% | 74.54% | -464694 | -9.22% | Out of Stock |
| Argos (Sainsbury's) | 54.78% | 56.08% | -23040 | -17.60% | Out of Stock |
| Atlas Stores | 49.53% | 48.16% | -4182 | -2.31% | Out of Stock |
| Atliq e Store | 74.22% | 74.59% | -294868 | -9.65% | Out of Stock |
| Atliq Exclusive | 29.71% | 42.13% | -138065 | -28.62% | Out of Stock |
| BestBuy | 46.60% | 35.31% | 81179 | 16.72% | Excess Inventory |
| Billa | 42.63% | 18.29% | 3704 | 3.91% | Excess Inventory |
| Boulanger | 52.69% | 58.77% | -48802 | -20.21% | Out of Stock |
| Chip 7 | 34.56% | 53.44% | -85293 | -35.01% | Out of Stock |
| Chiptec | 50.49% | 52.54% | -20102 | -11.36% | Out of Stock |
| Circuit City | 46.17% | 35.02% | 85248 | 16.55% | Excess Inventory |
| Control | 52.06% | 47.42% | 64731 | 13.01% | Excess Inventory |
| Coolblue | 47.66% | 52.95% | -34790 | -15.34% | Out of Stock |
| Costco | 51.95% | 49.42% | 101913 | 15.79% | Excess Inventory |
| Total | 81.17% | 80.21% | -3472690 | -9.48% | Out of Stock |

Accuracy / Net Error Trend



Key Metrics By Product

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