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Info

Download **user manual** and get to know the key information of this tool.



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.



Support

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



All

All

All

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTD

vs LY

vs Target

\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	YoY Chg	YoY Chg %
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



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L values	P & L YoY Chg %
Accessories	454.10	85.46
Desktop	711.08	1,431.55
Networking	38.43	-14.89
Notebook	1,580.43	493.06
Peripherals	897.54	439.03
Storage	54.59	0.32



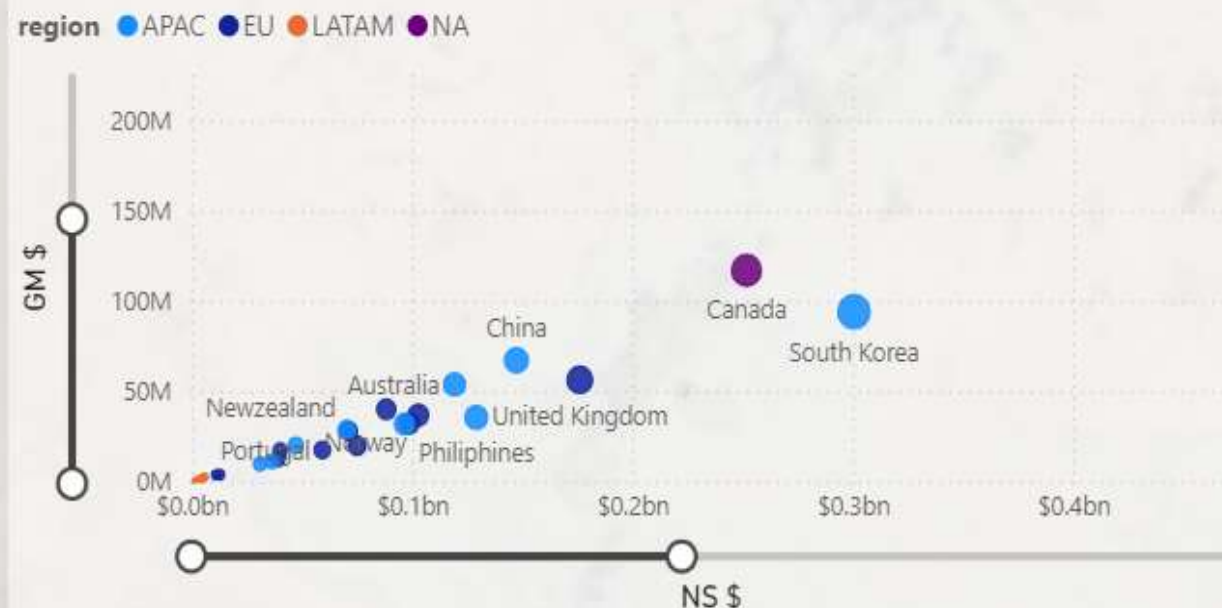
All All All

Est

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

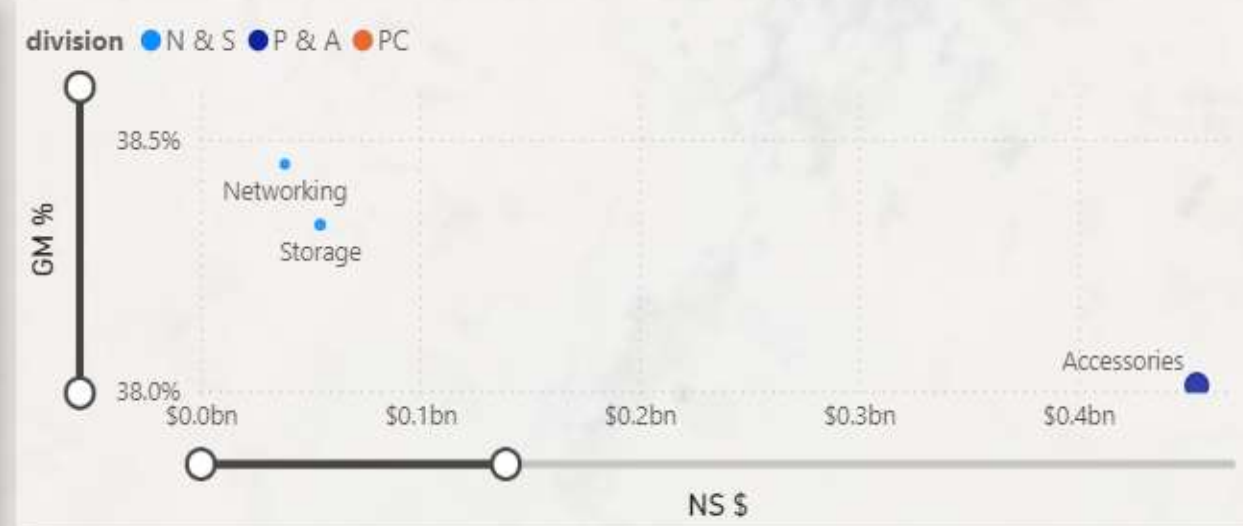




Product Performance

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%

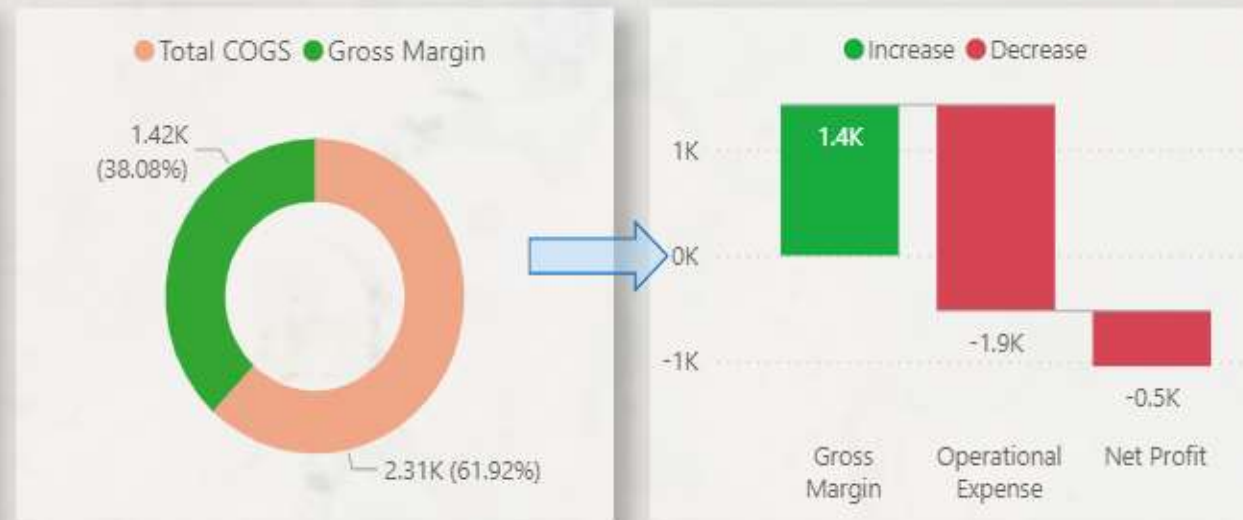
Performance Matrix



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

Data Model View

