



Business Insights 360 By Srihari







Finance View



Sales View



Marketing



Supply Chain View



Support





region, market All

customer All

segment, category, pr...

2019

2020 2021

2022 Est

Q1

Q2

Q4 Q3

YTD

YTG



\$267.98M~ LY: \$111.37M (+140.61%) **Net Sales**

37.10%!

LY: 41.20% (-9.95%) **GM** %

-0.85%!

LY: 0.02 (-138.68%) **Net Profit %**









Profit and Loss Statement

Line Item	2020	LY	YoY Chg	YoY Chg %
Net Profit %	-0.85	2.21	-3.06	-138.68
Net Profit	-2.29	2.46	-4.75	-193.08
Operational Expense	-101.71	-43.43	-58.28	134.21
GM / Unit	4.79	4.25	0.53	12.49
Gross Margin %	37.10	41.20	-4.10	-9.95
Gross Margin	99.42	45.89	53.53	116.66
Total COGS	168.56	65.49	103.07	157.39
- Other Cost	1.10	0.51	0.59	115.02
- Freight Cost	7.16	2.64	4.52	171.46
- Manufacturing Cost	160.30	62.34	97.96	157.14
Net Sales	267.98	111.37	156.60	140.61
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
- Post Deductions	47.43	20.53	26.90	131.02
- Post Discounts	95.85	29.72	66.13	222.51
Net Invoice Sales	411.25	161.62	249.63	154.45
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Grace Salac	525 95	209 06	326 88	156 26

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L YoY Chg %
± APAC	147.98	107.48
⊕ EU	55.79	224.03
± LATAM	2.00	141.89
+ NA	62.21	182.70
Total	267.98	140.61

segment	P & L values	P & L YoY
		Chg %
_		
Accessories	66.23	136.21
Desktop	0.95	0.00
Networking	26.22	51.00
→ Notebook	86.39	166.63
Peripherals	60.63	207.22
⊕ Storage	27.56	99.17
Total	267.98	140.61





region, market	~	customer	~	segment, category, pr				2022						
All	~	All	~	All ~	2019	2020	2021	Est	Q1	Q2	Q3	Q4	YTD	YTG





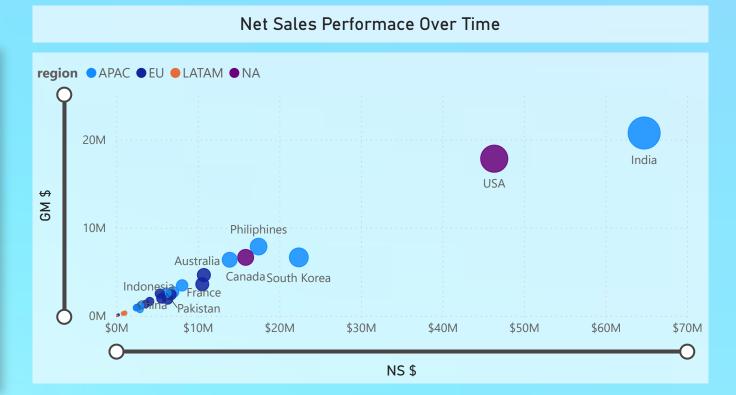


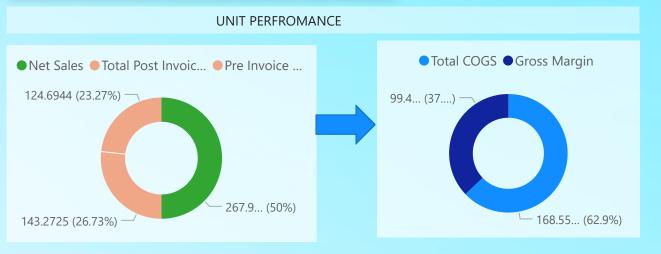












PRODUCT PERFROMANCE						
segment	NS \$	GM \$	GM %			
	\$27.6M	9.9M	36.05%			
	\$0.9M	0.3M	36.47%			
	\$66.2M	24.6M	37.07%			
	\$86.4M	32.0M	37.08%			
⊕ Peripherals	\$60.6M	22.7M	37.47%			
	\$26.2M	9.8M	37.51%			
Total	\$268.0M	99.4M	37.10%			

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segment, category, pr	~	
All	~	

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2022 Est

Q1

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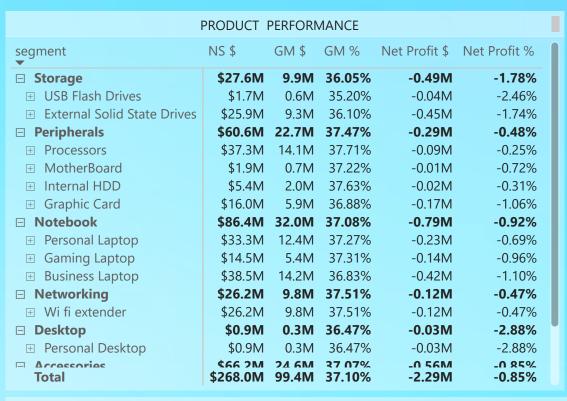


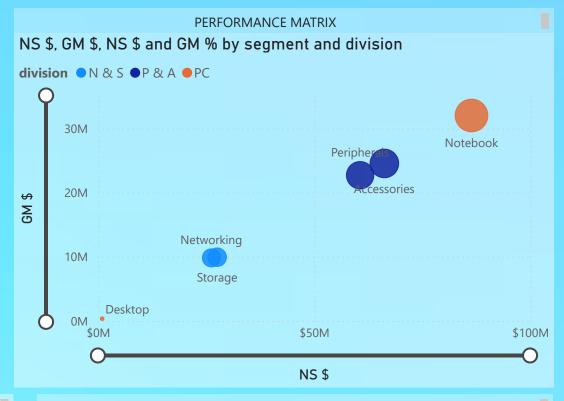












REGION/ MARKET/CUSTOMER PERFORMANCE



UNIT ECONIMIC

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %	
⊕ APAC	\$148.0M	53.2M	35.97%	-1.52M	-1.03%	
⊞ EU	\$55.8M	21.1M	37.82%	0.35M	0.62%	
± LATAM	\$2.0M	0.6M	30.96%	0.00M	-0.08%	
⊕ NA	\$62.2M	24.5M	39.35%	-1.11M	-1.79%	
Total	\$268.0M	99.4M	37.10%	-2.29M	-0.85%	



2019 **2020** 2021 2022 Est

Q1 Q2

Q3

Q4

YTD

D YTG











72.99%! LY: 86.45% (-15.57%) **Forecast Accuracy**

491.6K ✓ LY: 637.5K (-22.88%)

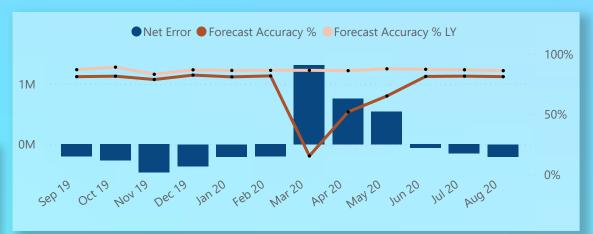
Net Error

5743.2K! LY: 1547.8K (+271.06%) **Net Profit %**

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
All-Out	35.18%		5699	25.3%	Excess Inventory
AltiQ Exclusive	56.78%	74.90%	277481	17.7%	Excess Inventory
Argos (Sainsbury's)	43.27%	56.06%	10038	10.8%	Excess Inventory
Atlas Stores	39.19%	47.32%	24488	26.1%	Excess Inventory
Atliq Exclusive	32.66%	49.91%	53199	18.2%	Excess Inventory
Chip 7	41.32%	30.35%	79770	37.4%	Excess Inventory
Coolblue	43.16%	55.15%	15660	11.4%	Excess Inventory
Costco	33.18%	38.04%	8127	2.9%	Excess Inventory
Croma	35.49%	48.82%	28591	10.1%	Excess Inventory
Currys (Dixons Carphone)	35.91%	48.54%	3806	4.7%	Excess Inventory
Digimarket	39.69%	52.62%	87844	34.8%	Excess Inventory
Electricalsara Stores	32.38%	52.73%	226	0.3%	Excess Inventory
Electricalsbea Stores	41.94%		8182	27.2%	Excess Inventory
Electricalslance Stores	41.81%	57.64%	21648	24.0%	Excess Inventory
Electricalslytical	39.26%	51.50%	62444	17.0%	Excess Inventory
Electricalsocity	42.87%	52.63%	122081	24.9%	Excess Inventory
Electricalsquipo Stores	39.26%	38.16%	20565	21.8%	Excess Inventory
Elite	40.14%	1.74%	47640	35.4%	Excess Inventory
Total	72.99%	86.45%	491599	2.3%	Excess Inventory

Net Sales Performace Over Time

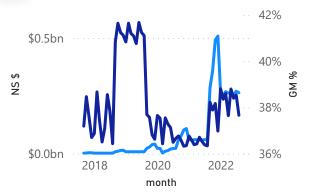


Top / Bottom Products & Customers by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
	81.01%	80.25%	698487	-1.78%	Excess Inventory
⊞ Notebook	76.65%	83.02%	146640	-0.92%	Excess Inventory
⊕ Peripherals	75.18%	85.06%	193476	-0.48%	Excess Inventory
	71.42%	90.20%	-167818	-0.85%	Out of Stock
	70.07%		-52	-2.88%	Out of Stock
	52.50%	81.50%	-379134	-0.47%	Out of Stock
Total	72.99%	86.45%	491599	-0.85%	Excess Inventory

S \$ and GM % by month

Font S \$ GM %





















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