

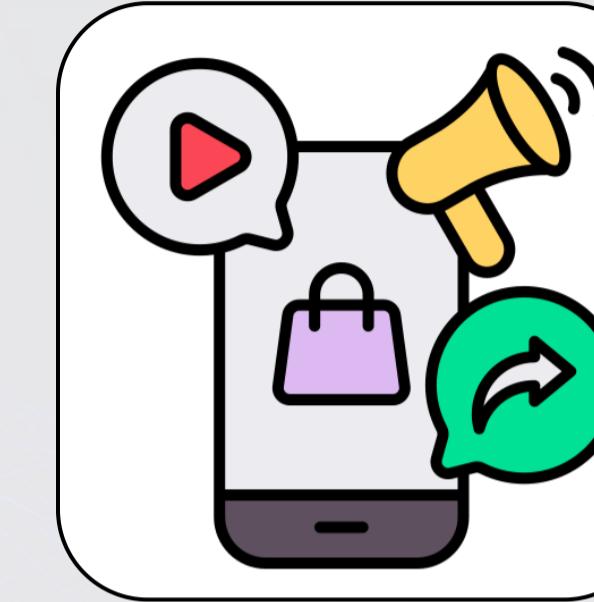
BI 360 Of Business



Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



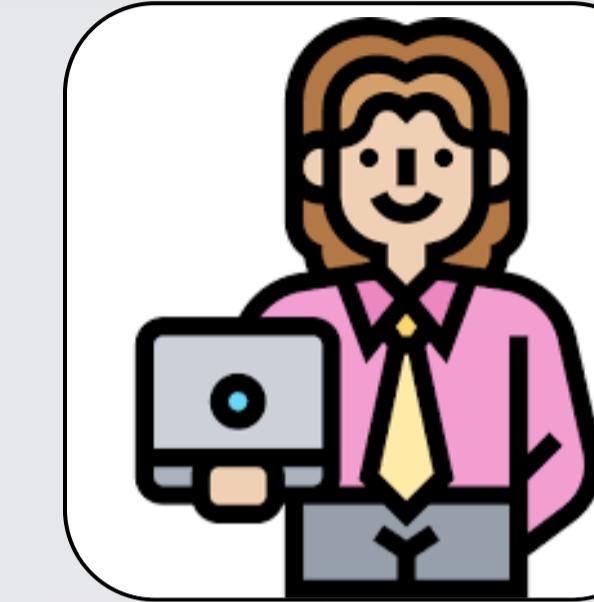
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



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.



region, market

All

segment, category

All

customer

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

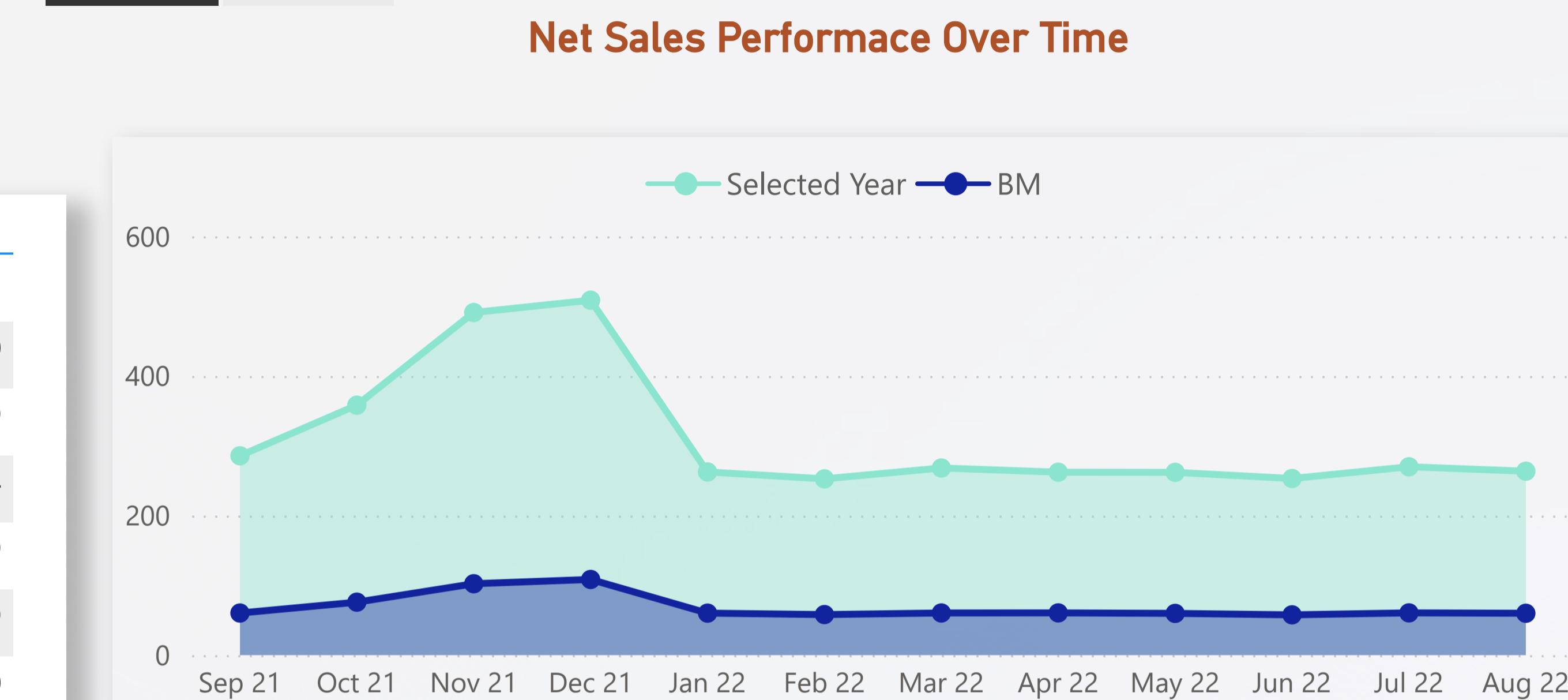
\$263.47M ✓
G: 59.95M (+339.46%)
Net Sales

37.66% ✓
G: 0.36 (+3.64%)
GM %

-14.23%!
G: -0.06 (-124.39%)
Net Profit %

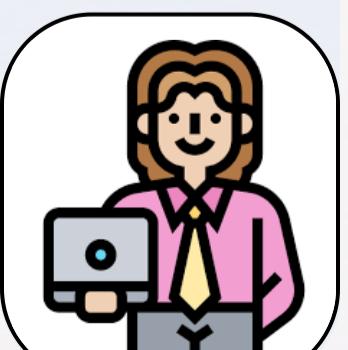


Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	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 Expenses	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



Top/Bottom Customers and Products Net Sales

region	P & L values	chg %	segment	P & L values	chg %
APAC	1,923.77	335.27	Accessories	454.10	85.46
Australia	119.33	332.38	Desktop	711.08	1,431.55
Bangladesh	36.41	299.56	Networking	38.43	-14.89
China	147.43	393.51	Notebook	1,580.43	493.06
India	945.34	348.72	Peripherals	897.54	439.03
Indonesia	96.61	298.56	Storage	54.59	0.32
Japan	47.34	356.67	Total	3,736.17	353.50
Newzealand	70.45	319.06			
Pakistan	31.05	318.88			
Total	3,736.17	353.50			





®

region, market

All

customer

All

segment, categ...

All

2018

2019

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Est

Q1

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>

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YTG

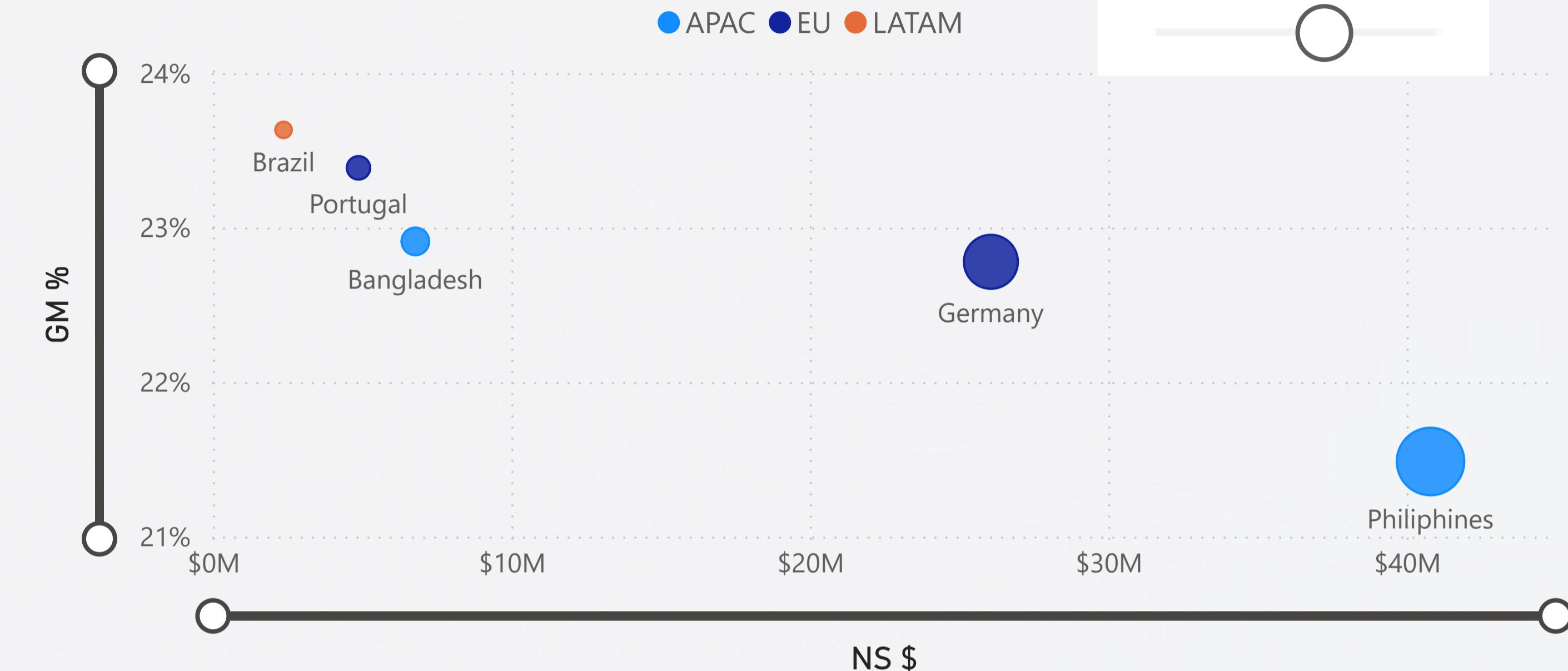
Customer performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$73.36M	29.58M	40.32%
All-Out	\$4.41M	1.68M	38.17%
AltiQ Exclusive	\$307.17M	145.05M	47.22%
Amazon	\$496.88M	182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	5.30M	38.70%
Atlas Stores	\$17.14M	5.43M	31.66%
Atliq e Store	\$304.10M	112.15M	36.88%
Atliq Exclusive	\$53.95M	21.10M	39.11%
BestBuy	\$49.34M	22.15M	44.89%
Billa	\$6.82M	1.62M	23.80%
Boulanger	\$26.02M	10.39M	39.95%
Chip 7	\$25.62M	8.26M	32.24%
Chiptec	\$18.93M	7.37M	38.94%
Circuit City	\$52.42M	24.51M	46.77%

Product Performance

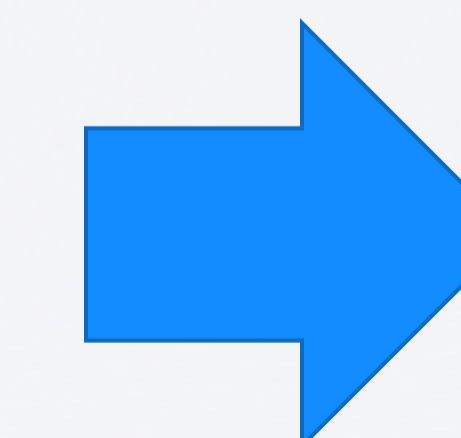
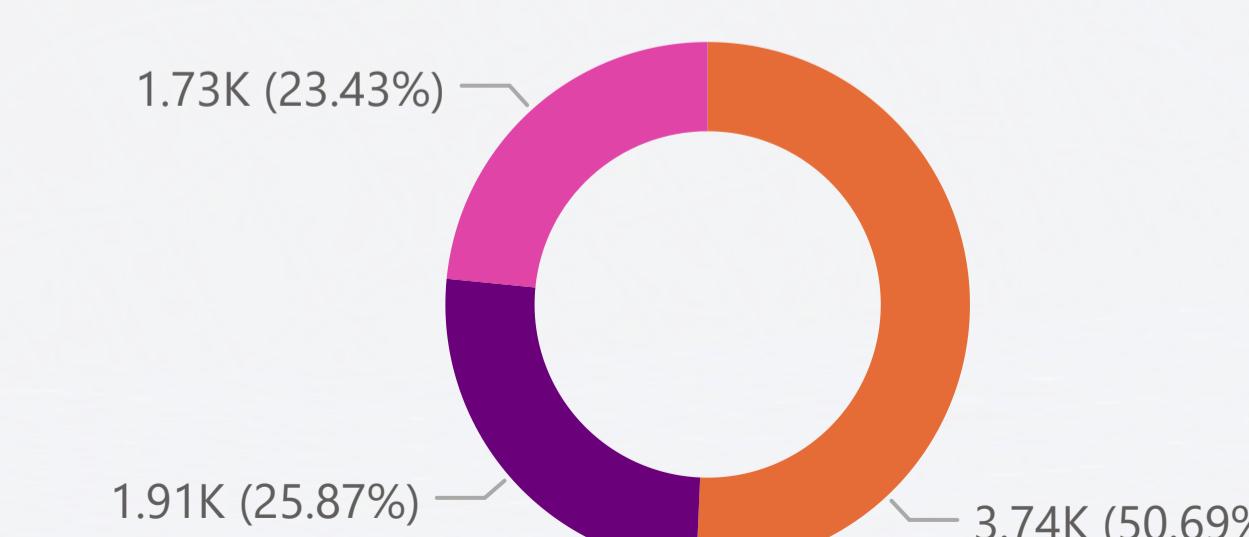
segment	NS \$	GM \$	GM %
Notebook	\$1,580.43M	600.96M	38.03%
Peripherals	\$897.54M	341.22M	38.02%
Desktop	\$711.08M	272.39M	38.31%
Accessories	\$454.10M	172.61M	38.01%
Storage	\$54.59M	20.93M	38.33%
Networking	\$38.43M	14.78M	38.45%

Performance Matrix

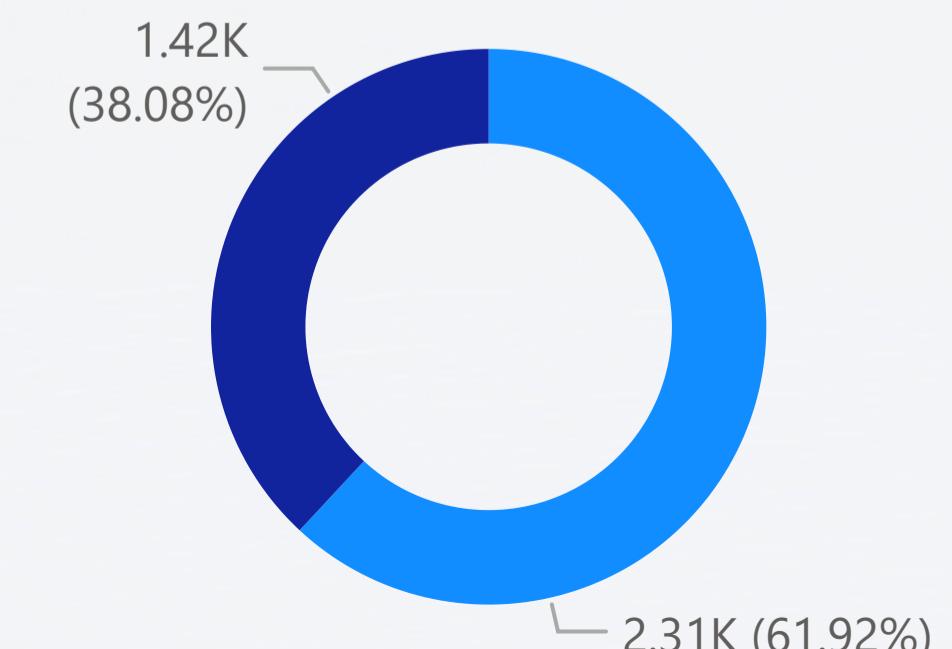


Unit Economics

● Net Sales ● Total Post Invoice De... ● Pre Invoice De...



● Total COGS ● Gross Margin





market

All

region

All

customer

All

2018

2019

2020

2021

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show NP %

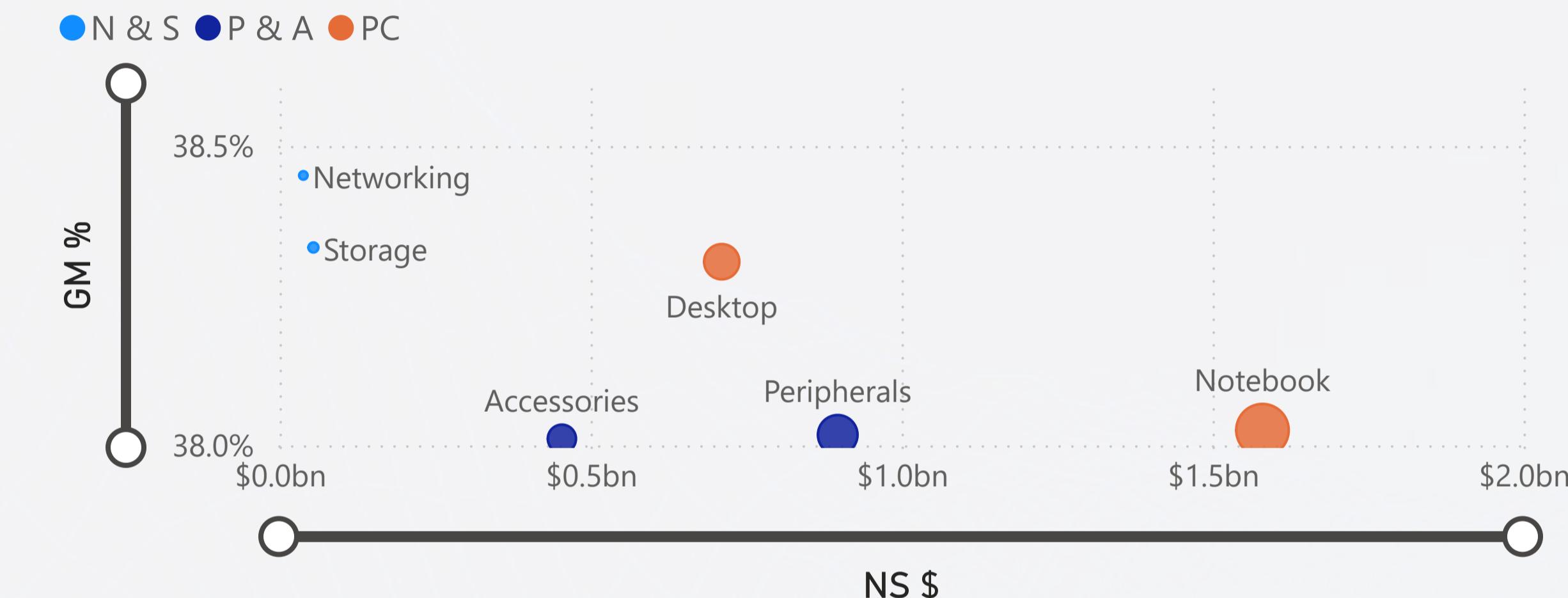
Product performance

segment	NS \$	GM \$	GM %	Net_profit	Net profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%



Customer performance

region	NS \$	GM \$	GM %	Net_profit	Net profit %
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
na	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%



P & L values by Description

Desc... ● Total COGS ● Gross Margin

