

Business Unit		Product Line		Market Segment		Geographic Region		Sales Channel		Customer Type		Sales Volume		Revenue		Profit		Growth		Risk	
Code	Name	SKU	Description	Category	Sub-Category	Region	Sub-Region	Channel	Partner	Type	Segment	Units	Value	Value	Margin	YoY %	QoQ %	Score	Index	Score	Index
BU001	Electronics	EL001	Smartphone X	Mobile	Smartphones	North America	USA	Retail	Best Buy	Consumer	Mass Premium	150,000	\$15,000,000	\$12,000,000	20%	5%	85	90	High	Medium	
BU002	Software	SW001	Cloud SaaS	IT	Cloud	Europe	UK	Direct	Self-Serve	Enterprise	Mid-Market	20,000	\$20,000,000	\$15,000,000	15%	3%	75	78	Medium	Low	
BU003	Services	SRV001	Consulting	Professional	Consulting	Asia Pacific	Japan	Partnership	Local Firms	Enterprise	Large Account	5,000	\$50,000,000	\$30,000,000	10%	2%	60	62	Low	High	
BU004	Hardware	HW001	Server Racks	IT	Hardware	South America	Brazil	Distributor	Local Distributors	Enterprise	Mid-Market	10,000	\$10,000,000	\$8,000,000	8%	1%	50	51	Medium	Medium	
BU005	Logistics	LOG001	Supply Chain Mgmt	Operations	Logistics	Africa	South Africa	Direct	Self-Serve	Enterprise	Large Account	3,000	\$30,000,000	\$20,000,000	12%	4%	70	72	Medium	Medium	
BU006	Marketing	MKT001	Digital Campaigns	Marketing	Marketing	Oceania	Australia	Partnership	Local Agencies	Enterprise	Mid-Market	8,000	\$8,000,000	\$6,000,000	6%	1%	40	41	Low	Medium	
BU007	Support	SUP001	Customer Support	Customer Service	Support	North America	USA	Direct	Self-Serve	Consumer	Mass Premium	1,000,000	\$10,000,000	\$7,000,000	7%	2%	30	31	Low	Medium	
BU008	Finance	FIN001	Investment Services	Finance	Investment	Europe	Germany	Partnership	Local Firms	Enterprise	Large Account	2,000	\$20,000,000	\$15,000,000	10%	3%	65	67	Medium	Medium	
BU009	Legal	LEG001	Legal Services	Legal	Legal	Asia Pacific	India	Partnership	Local Firms	Enterprise	Large Account	1,500	\$15,000,000	\$10,000,000	9%	2%	55	56	Low	Medium	
BU010	HR	HR001	HR Solutions	HR	HR	North America	USA	Direct	Self-Serve	Enterprise	Mid-Market	12,000	\$12,000,000	\$9,000,000	11%	3%	68	70	Medium	Medium	
BU011	Operations	OPR001	Manufacturing	Operations	Manufacturing	Europe	France	Partnership	Local Firms	Enterprise	Large Account	4,000	\$40,000,000	\$25,000,000	13%	4%	78	80	Medium	Medium	
BU012	IT	IT001	IT Infrastructure	IT	IT	Asia Pacific	China	Partnership	Local Firms	Enterprise	Large Account	6,000	\$60,000,000	\$40,000,000	14%	5%	80	82	Medium	Medium	
BU013	Security	SEC001	Cybersecurity	IT	Security	North America	USA	Direct	Self-Serve	Enterprise	Mid-Market	8,000	\$80,000,000	\$50,000,000	16%	6%	85	87	Medium	Medium	
BU014	Compliance	COM001	Compliance Solutions	Legal	Compliance	Europe	UK	Direct	Self-Serve	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU015	Training	TRN001	Employee Training	HR	Training	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	10,000	\$10,000,000	\$7,000,000	7%	2%	45	46	Low	Medium	
BU016	Consulting	CON001	Business Consulting	Consulting	Consulting	North America	USA	Partnership	Local Firms	Enterprise	Large Account	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU017	Research	RES001	Market Research	Marketing	Research	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU018	Analytics	ANA001	Data Analytics	IT	Analytics	Asia Pacific	Japan	Direct	Self-Serve	Enterprise	Mid-Market	6,000	\$60,000,000	\$40,000,000	14%	5%	75	77	Medium	Medium	
BU019	Automation	AUT001	Process Automation	Operations	Automation	North America	USA	Direct	Self-Serve	Enterprise	Mid-Market	8,000	\$80,000,000	\$55,000,000	17%	6%	80	82	Medium	Medium	
BU020	Cloud	CLO001	Cloud Migration	IT	Cloud	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU021	AI	AI001	AI Solutions	IT	AI	Asia Pacific	China	Partnership	Local Firms	Enterprise	Large Account	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU022	Blockchain	BLK001	Blockchain Solutions	IT	Blockchain	North America	USA	Direct	Self-Serve	Enterprise	Mid-Market	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU023	IoT	IOT001	IoT Solutions	IT	IoT	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU024	AR/VR	AR001	AR/VR Solutions	IT	AR/VR	Asia Pacific	Japan	Direct	Self-Serve	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	55	56	Low	Medium	
BU025	Quantum	QUA001	Quantum Computing	IT	Quantum	North America	USA	Partnership	Local Firms	Enterprise	Large Account	1,000	\$10,000,000	\$7,000,000	7%	2%	40	41	Low	Medium	
BU026	Space	SPA001	Space Solutions	Operations	Space	Europe	UK	Partnership	Local Firms	Enterprise	Large Account	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU027	Autonomous	AUT002	Autonomous Vehicles	Operations	Autonomous	North America	USA	Partnership	Local Firms	Enterprise	Large Account	1,500	\$15,000,000	\$10,000,000	9%	2%	50	51	Low	Medium	
BU028	Robotics	ROB001	Robotics Solutions	Operations	Robotics	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU029	Biotech	BIO001	Biotech Solutions	Operations	Biotech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Large Account	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU030	AgriTech	AGR001	AgriTech Solutions	Operations	AgriTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	55	56	Low	Medium	
BU031	HealthTech	HEA001	HealthTech Solutions	Operations	HealthTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU032	EdTech	EDU001	EdTech Solutions	Operations	EdTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU033	FinTech	FIN002	FinTech Solutions	Operations	FinTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	6,000	\$60,000,000	\$40,000,000	14%	5%	80	82	Medium	Medium	
BU034	PropTech	PRO001	PropTech Solutions	Operations	PropTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU035	LegalTech	LEG002	LegalTech Solutions	Operations	LegalTech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU036	HRTech	HR002	HRTech Solutions	Operations	HRTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU037	MarketingTech	MKT002	MarketingTech Solutions	Operations	MarketingTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU038	SupplyChainTech	SCM001	SupplyChainTech Solutions	Operations	SupplyChainTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU039	ManufacturingTech	MFG001	ManufacturingTech Solutions	Operations	ManufacturingTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU040	EnergyTech	ENE001	EnergyTech Solutions	Operations	EnergyTech	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU041	TransportTech	TRN002	TransportTech Solutions	Operations	TransportTech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU042	AviationTech	AVI001	AviationTech Solutions	Operations	AviationTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU043	MarineTech	MAR001	MarineTech Solutions	Operations	MarineTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU044	SpaceTech	SPA002	SpaceTech Solutions	Operations	SpaceTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU045	AutonomousTech	AUT003	AutonomousTech Solutions	Operations	AutonomousTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU046	RoboticsTech	ROB002	RoboticsTech Solutions	Operations	RoboticsTech	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU047	BiotechTech	BIO002	BiotechTech Solutions	Operations	BiotechTech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Mid-Market	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU048	AgriTechTech	AGR002	AgriTechTech Solutions	Operations	AgriTechTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU049	HealthTechTech	HEA002	HealthTechTech Solutions	Operations	HealthTechTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU050	EdTechTech	EDU002	EdTechTech Solutions	Operations	EdTechTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU051	FinTechTech	FIN003	FinTechTech Solutions	Operations	FinTechTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	6,000	\$60,000,000	\$40,000,000	14%	5%	80	82	Medium	Medium	
BU052	PropTechTech	PRO002	PropTechTech Solutions	Operations	PropTechTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU053	LegalTechTech	LEG003	LegalTechTech Solutions	Operations	LegalTechTech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU054	HRTechTech	HR003	HRTechTech Solutions	Operations	HRTechTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU055	MarketingTechTech	MKT003	MarketingTechTech Solutions	Operations	MarketingTechTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	5,000	\$50,000,000	\$35,000,000	15%	4%	75	77	Medium	Medium	
BU056	SupplyChainTechTech	SCM002	SupplyChainTechTech Solutions	Operations	SupplyChainTechTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU057	ManufacturingTechTech	MFG002	ManufacturingTechTech Solutions	Operations	ManufacturingTechTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU058	EnergyTechTech	ENE002	EnergyTechTech Solutions	Operations	EnergyTechTech	Europe	Germany	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU059	TransportTechTech	TRN003	TransportTechTech Solutions	Operations	TransportTechTech	Asia Pacific	China	Partnership	Local Firms	Enterprise	Mid-Market	4,000	\$40,000,000	\$28,000,000	12%	4%	70	72	Medium	Medium	
BU060	AviationTechTech	AVI002	AviationTechTech Solutions	Operations	AviationTechTech	North America	USA	Partnership	Local Firms	Enterprise	Mid-Market	3,000	\$30,000,000	\$20,000,000	10%	3%	60	62	Low	Medium	
BU061	MarineTechTech	MAR002	MarineTechTech Solutions	Operations	MarineTechTech	Europe	UK	Partnership	Local Firms	Enterprise	Mid-Market	2,000	\$20,000,000	\$15,000,000	10%	3%	55	56	Low	Medium	
BU062	SpaceTechTech	SPA003	SpaceTechTech Solutions	Operations	SpaceTechTech	Asia Pacific	India	Partnership	Local Firms	Enterprise	Mid-Market</										