



Business Insight 360

Sales data loaded until : D...

11 September 2025



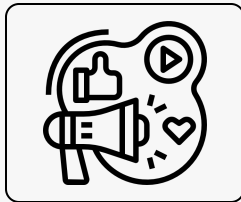
Finance View

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



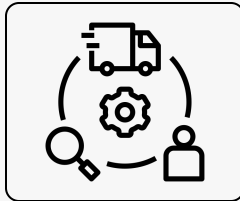
Sales View

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



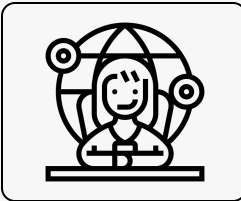
Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in




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.

FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations


BM = Benchmark | LY=Last Year

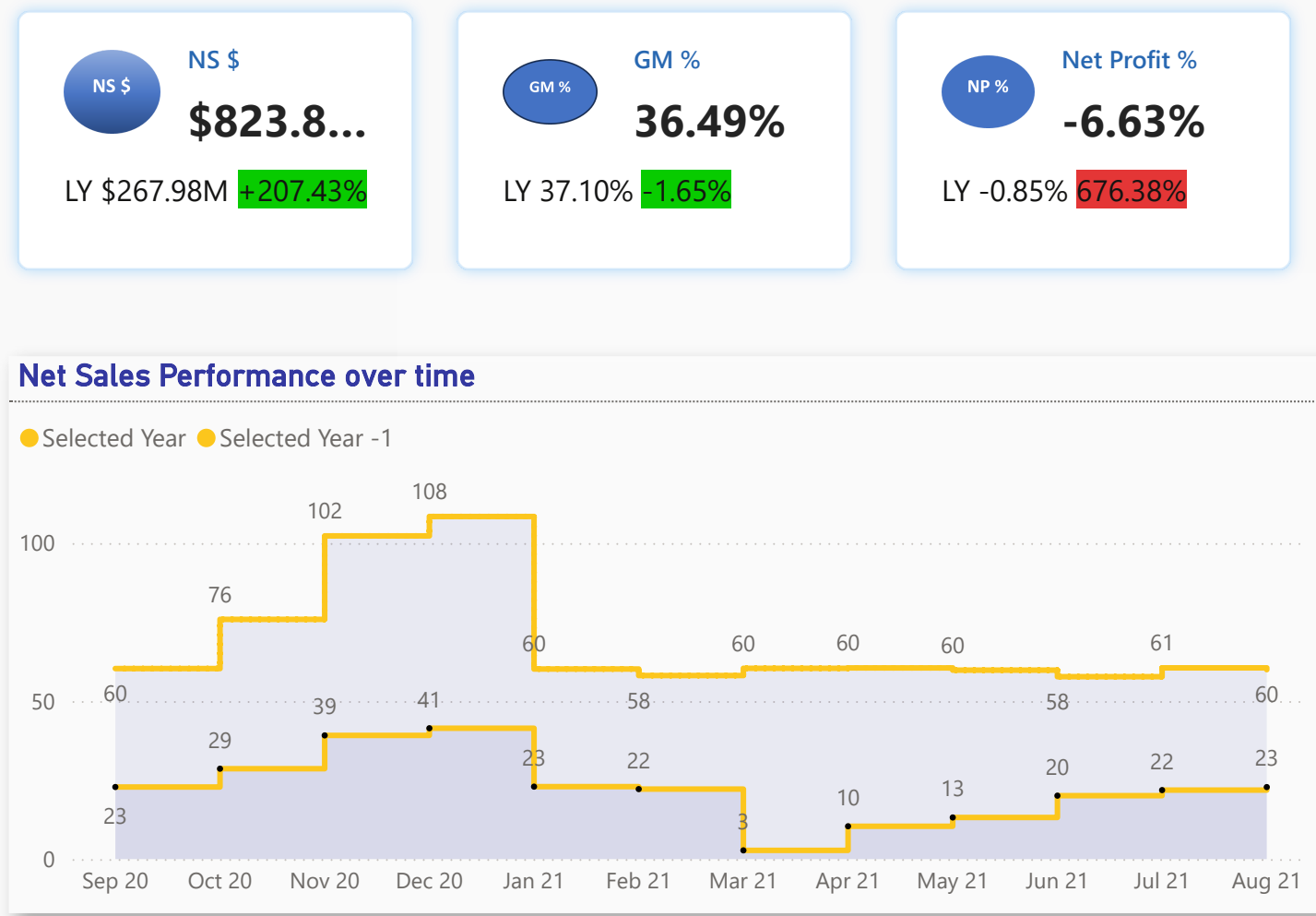
GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Get Job Ready with Power BI





Primary Parameter

☐ region

☒ category

Secondary Parameter

☒ market

☐ product

Top / Bottom Products & Customers by Net Sales

category	values	-	Chg %
<div>+ Batteries</div>	7.40		2,022.36
<div>+ Business Laptop</div>	108.63		181.87
<div>+ External Solid Stat...</div>	48.87		88.86
<div>+ Gaming Laptop</div>	78.53		440.68
<div>+ Graphic Card</div>	37.67		135.76
<div>+ Internal HDD</div>	11.47		112.11
<div>+ Keyboard</div>	134.14		224.23
<div>Total</div>	823.85	823.85	207.43

Profit & Loss Statement

Line Item	2021	BM	YoY	YoY %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38



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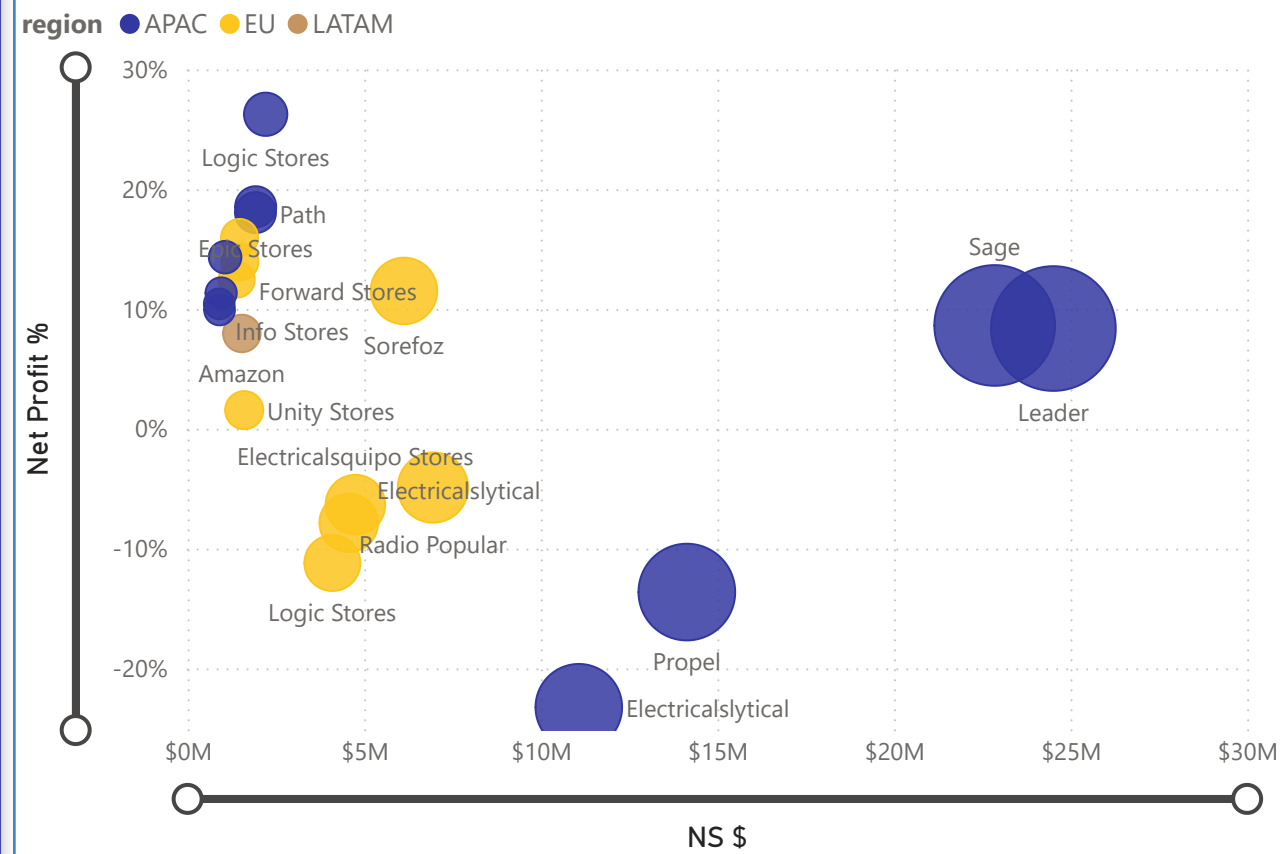
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Get Job Ready
with Power BICODE
BASICS

Net Sales Performance over time

Gross Margin %
Variance

5%

Product Performance

Product

Customer

Customer	NS \$	GM \$	GM %	CHG %
Zone	\$6.91M	3.01M	43.55%	10.45%
walmart	\$12.63M	4.79M	37.95%	1.39%
Viveks	\$10.09M	2.66M	26.39%	-15.54%
Vijay Sales	\$11.27M	3.27M	29.00%	8.97%
Unity Stores	\$1.60M	0.49M	30.40%	31.46%
UniEuro	\$9.63M	3.79M	39.36%	6.40%
Taobao	\$4.31M	1.57M	36.39%	-8.84%
Synthetic	\$16.10M	6.32M	39.25%	-11.26%
Surface Stores	\$2.78M	1.07M	38.32%	0.57%
Staples	\$11.49M	3.72M	32.39%	-19.00%
Sound	\$5.68M	1.46M	25.65%	-45.01%
Sorefoz	\$6.13M	2.70M	44.13%	14.36%
Saturn	\$1.56M	0.43M	27.37%	-11.17%
Sage	\$27.07M	9.52M	35.16%	12.61%
Relief	\$5.31M	1.80M	33.95%	-9.69%
Reliance Digital	\$12.75M	4.59M	35.97%	-1.08%
Radio Shack	\$7.12M	2.17M	30.50%	-18.92%
Radio Popular	\$6.95M	2.83M	40.68%	20.48%
Propel	\$14.14M	5.34M	37.77%	17.35%
Premium Stores	\$5.09M	1.89M	37.21%	-1.54%
Power	\$2.60M	1.08M	41.40%	11.46%
Path	\$11.02M	4.44M	40.28%	15.84%
Otto	\$1.57M	0.42M	26.90%	-14.65%
Novus	\$12.91M	4.26M	32.97%	-20.13%
Nova	\$0.46M	0.12M	26.65%	8.97%
Notebillig	\$1.47M	0.27M	18.28%	-39.50%
Nomad Stores	\$5.27M	1.95M	37.01%	-3.97%
Neptune	\$21.00M	8.65M	41.17%	6.51%
Media Markt	\$6.88M	2.86M	41.65%	-3.94%
Mbit	\$5.18M	1.93M	37.31%	-4.37%



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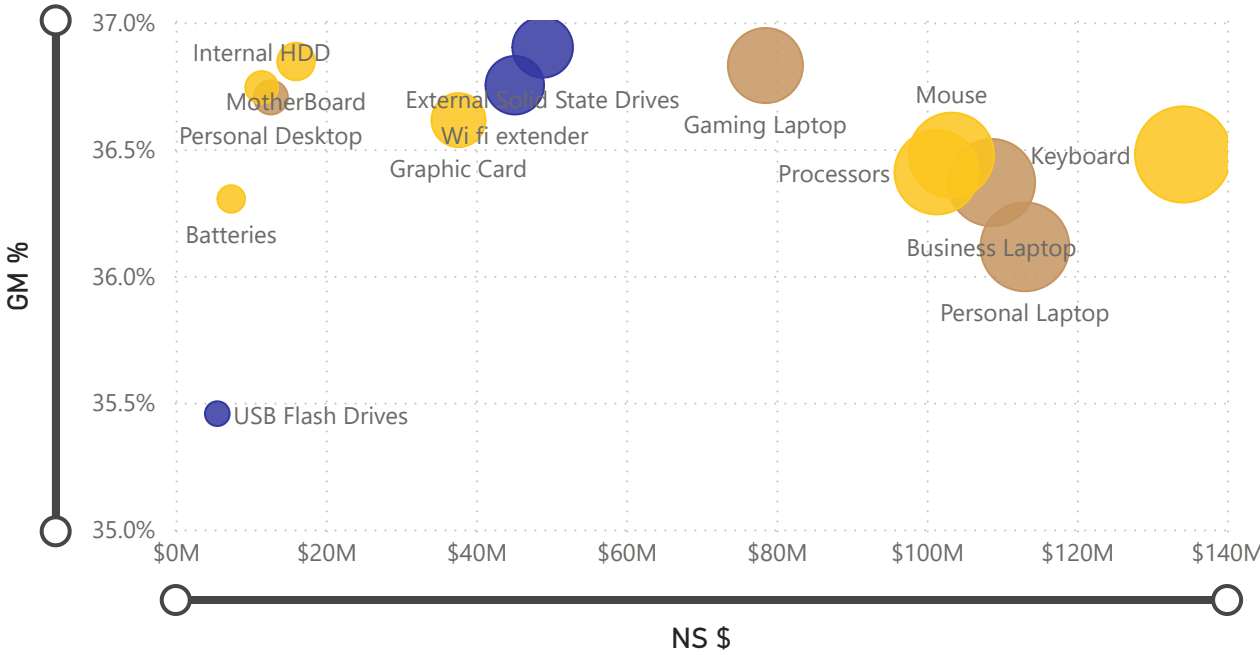


Segment Performance by Gross Margin %

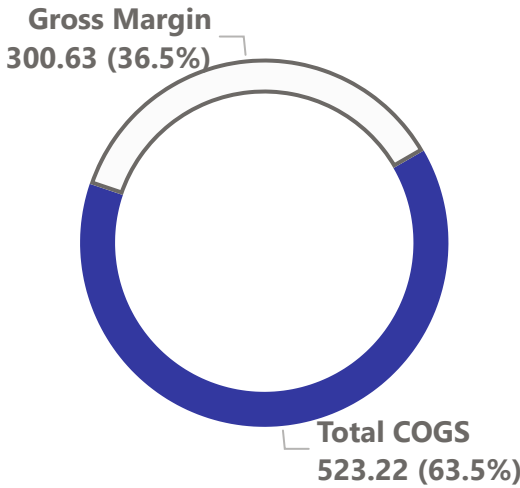
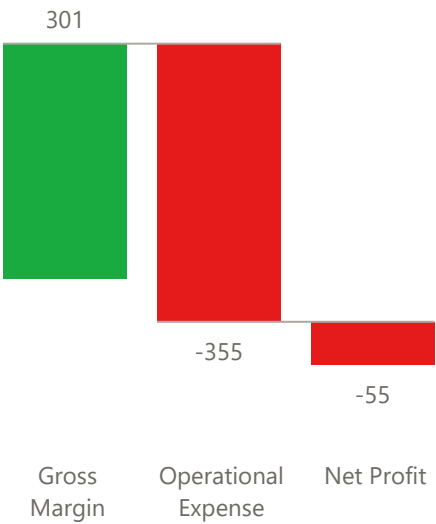
GM %

Net Profit %

division ● N & S ● P & A ● PC



Net Sales & Gross Margin Bifurcations



Product Performance

segment

category

category	GM \$	GM %	Net Profit %	^ NP%
Batteries	26,88,250.95	36.30%	-6.72%	399.09%
Business Laptop	3,95,07,927.25	36.37%	-6.70%	610.26%
External Solid State Drives	1,80,34,009.35	36.90%	-6.22%	358.19%
Gaming Laptop	2,89,21,394.40	36.83%	-6.27%	649.80%
Graphic Card	1,37,91,436.56	36.61%	-6.59%	624.64%
Internal HDD	42,13,399.70	36.74%	-6.40%	2097.80%
Keyboard	4,89,33,079.67	36.48%	-6.65%	701.17%
MotherBoard	59,10,076.04	36.85%	-6.30%	874.50%
Mouse	3,76,79,925.42	36.48%	-6.65%	982.68%
Personal Desktop	46,53,594.94	36.70%	-6.92%	240.46%
Personal Laptop	4,08,36,201.86	36.11%	-6.99%	1017.00%
Processors	3,68,94,582.64	36.41%	-6.71%	2647.59%
USB Flash Drives	19,67,927.23	35.46%	-7.59%	308.34%
Wi fi extender	1,65,96,898.22	36.75%	-6.44%	1379.37%
Total	30,06,28,704.25	36.49%	-6.63%	776.38%



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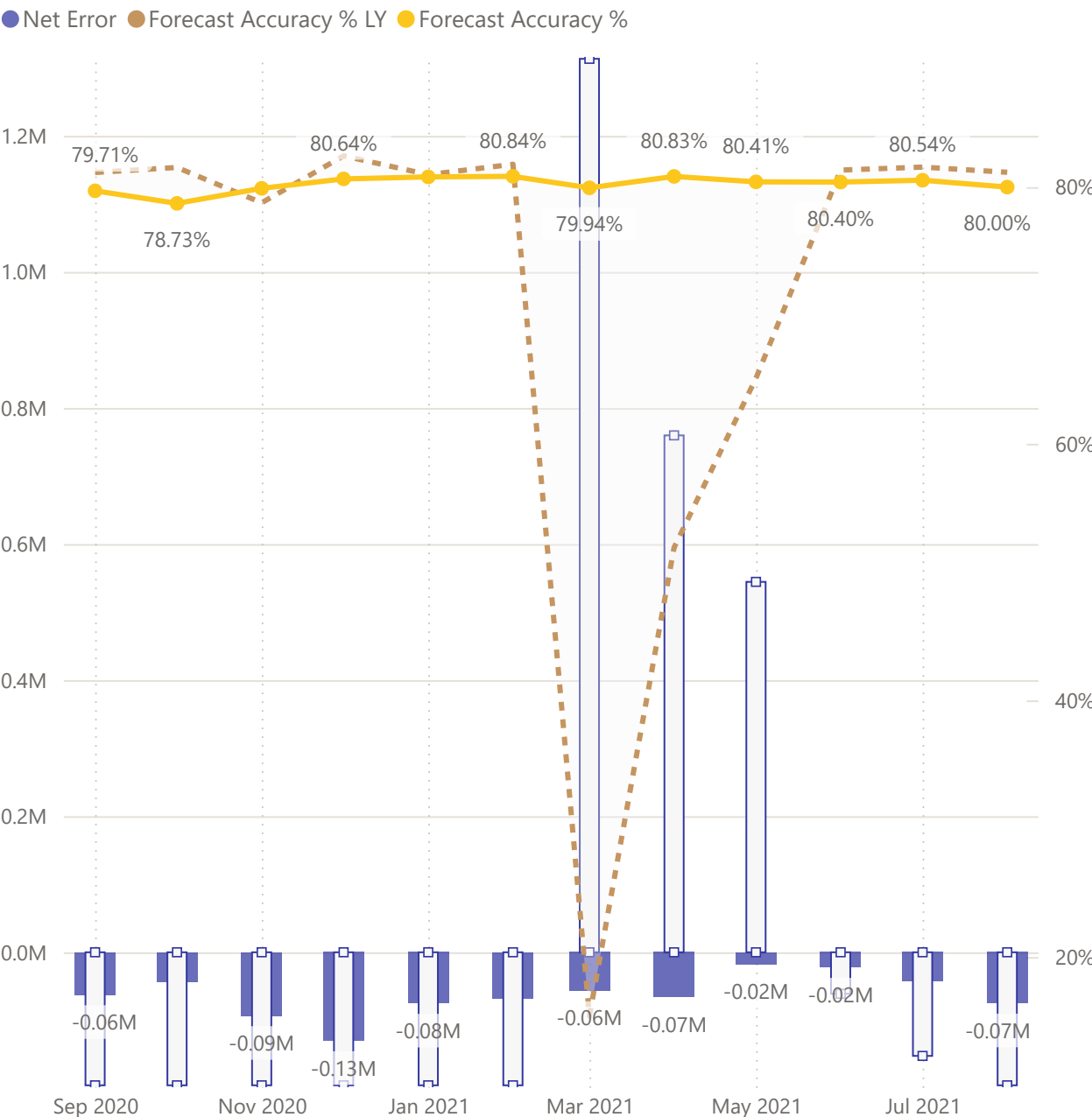


Forecast Acc %
FA
80.21%
LY: 72.99% **9.88%**

Net Error
NE
-752K
LY: 492K **-252.91%**

ABS Error
ABS
9.78M
LY: 5.7M **70.30%**

Accuracy / Net Error Trend



Key Metrics By Customers

customer	FAC %	FAC % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.2%	OOS
All-Out	29.09%	35.18%	-12425	-30.7%	OOS
Amazon	74.54%	48.43%	-155116	-2.3%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.1%	EI
Atlas Stores	48.16%	39.19%	99521	29.6%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.3%	OOS
AtliQ Exclusive	71.69%	56.65%	-189086	-4.6%	OOS
BestBuy	35.31%	7.31%	-73279	-17.0%	OOS
Billa	18.29%	26.05%	-37856	-47.1%	OOS
Boulangier	58.77%	38.12%	81786	18.3%	EI
Chip 7	53.44%	41.32%	95124	18.8%	EI
Chiptec	52.54%	27.04%	72175	22.1%	EI
Total	80.21%	72.99%	-751714	-1.5%	OOS

Key Metrics By Segment

segment	FAC %	FAC % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.1%	OOS
Desktop	84.37%	70.07%	16205	11.2%	EI
Networking	90.40%	52.50%	227056	8.2%	EI
Notebook	79.99%	76.65%	-51254	-4.0%	OOS
Peripherals	83.23%	75.18%	-318194	-5.9%	OOS
Storage	83.54%	81.01%	1507656	15.8%	EI
Total	80.21%	72.99%	-751714	-1.5%	OOS



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with Power BI



NS \$

\$823.85M

LY \$267.98M

+207.43%



GM %

36.49%

LY 37.10%

-1.65%



Net Profit %

-6.63%

LY -0.85%

676.38%

Forecast Accuracy %

80.21%

LY : 72.99%

9.88%

Revenue
Contribution

division N & S P & A PC

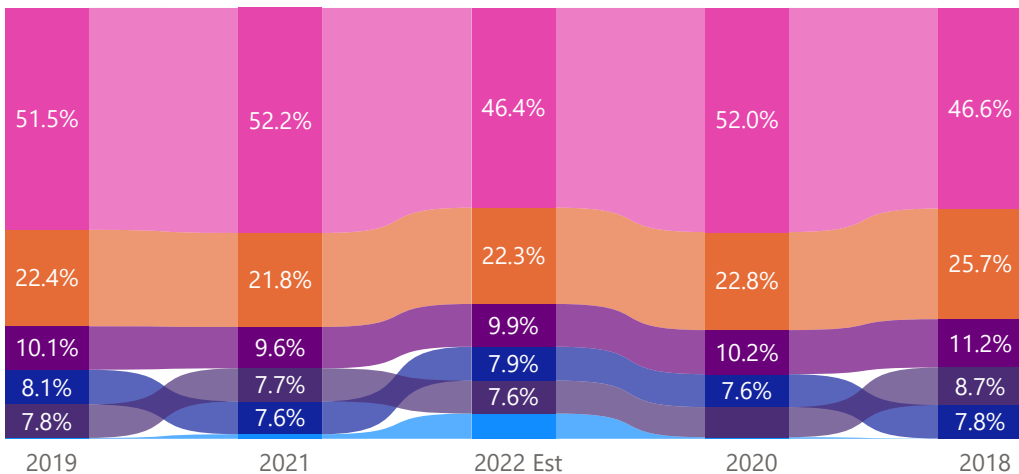
- ☒ division
☐ channel

0% 50% 100%

sub_zone	NS \$	GM %	RC %	Net Profit %	Risk	AtliQ MS %
ANZ	\$44.41M	38.46% ▼	5.4%	7.27%	OOS	0.3%
India	\$210.67M	32.03% ▼	25.6%	-24.65%	EI	2.5%
LATAM	\$3.16M	37.54% ▲	0.4%	6.18%	EI	0.0%
NA	\$177.94M	37.23% ▼	21.6%	-13.67%	OOS	0.8%
NE	\$109.29M	38.03% ▲	13.3%	-1.14%	EI	1.2%
ROA	\$186.89M	38.34% ▲	22.7%	8.23%	OOS	1.5%
SE	\$91.48M	38.71% ▲	11.1%	4.43%	EI	3.6%
Total	\$823.85M	36.49%	100.0%	-6.63%	OOS	1.1%

PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo others pacer



Top 5 Customers

customer	RC %	GM %
Amazon	13.2%	35.40% ▼
Atliq e Store	8.5%	37.54% ▲
AtliQ Exclusive	9.7%	43.73% ▼
Flipkart	3.1%	30.23% ▼
Sage	3.3%	35.16% ▲
Total	37.8%	37.58%

Top 5 Products

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97% ▲
AQ Gen Y	2.9%	36.06% ▲
AQ Maxima	2.7%	36.68% ▼
AQ Qwerty	3.4%	37.09% ▲
AQ Trigger	3.3%	36.89% ▲
Total	16.3%	36.52%

Sub Region Performance

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error	Risk	AtliQ MS %
SE	\$91.48M	11.1%	38.71% ▲	4.43% ▼	638253	EI	3.6%
India	\$210.67M	25.6%	32.03% ▼	-24.65% ▼	558186	EI	2.5%
ROA	\$186.89M	22.7%	38.34% ▲	8.23% ▼	-1955462	OOS	1.5%
NE	\$109.29M	13.3%	38.03% ▲	-1.14% ▲	827811	EI	1.2%
NA	\$177.94M	21.6%	37.23% ▼	-13.67% ▼	-702489	OOS	0.8%
ANZ	\$44.41M	5.4%	38.46% ▼	7.27% ▼	-129072	OOS	0.3%
LATAM	\$3.16M	0.4%	37.54% ▲	6.18% ▲	11059	EI	0.0%
Total	\$823.85M	100.0%	36.49%	-6.63%	-751714	OOS	1.1%