



Business Insight 360



Saturday, 3 May, 2025



Dec 21

Values are in Dollars & Millions



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.



Information



Support



FILTERS

Select Benchmark (BM)

vs LY vs Target

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY CUSTOMER

All

BY SEGMENT

All

Abbreviations

BM = Benchmark LY = Last Year

Net Sales \$

\$3,736.17M

BM: 3.81Bn | -1.86% ▼

GM % \$

38.08%

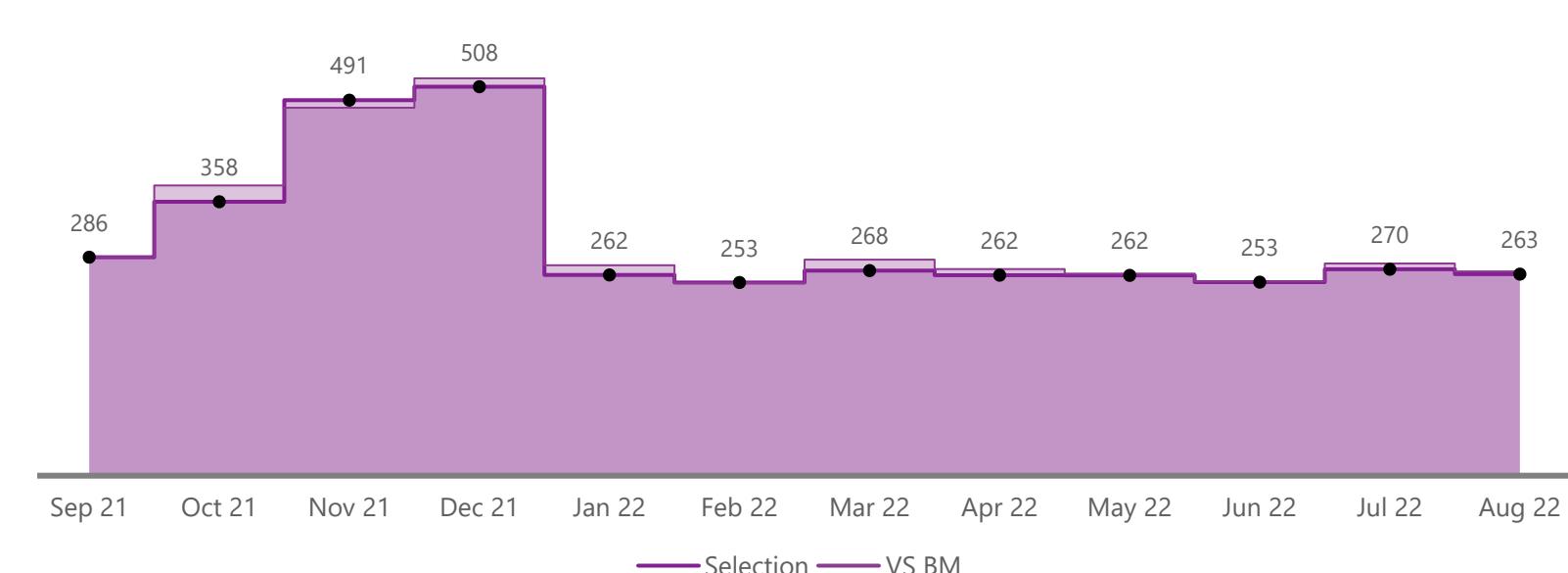
BM: 38.34% | -0.66% ▼

Net Profit %

-13.98%

BM: -14.19% | -1.47% ▲

Net Sales Performance over Time



Top / Bottom Products & Customer by Net Sales

Region	Values	Chg %
+ APAC	1,923.77	
+ NA	1,022.09	
+ EU	775.48	
+ LATAM	14.82	
Total	3,736.17	-1.86

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47



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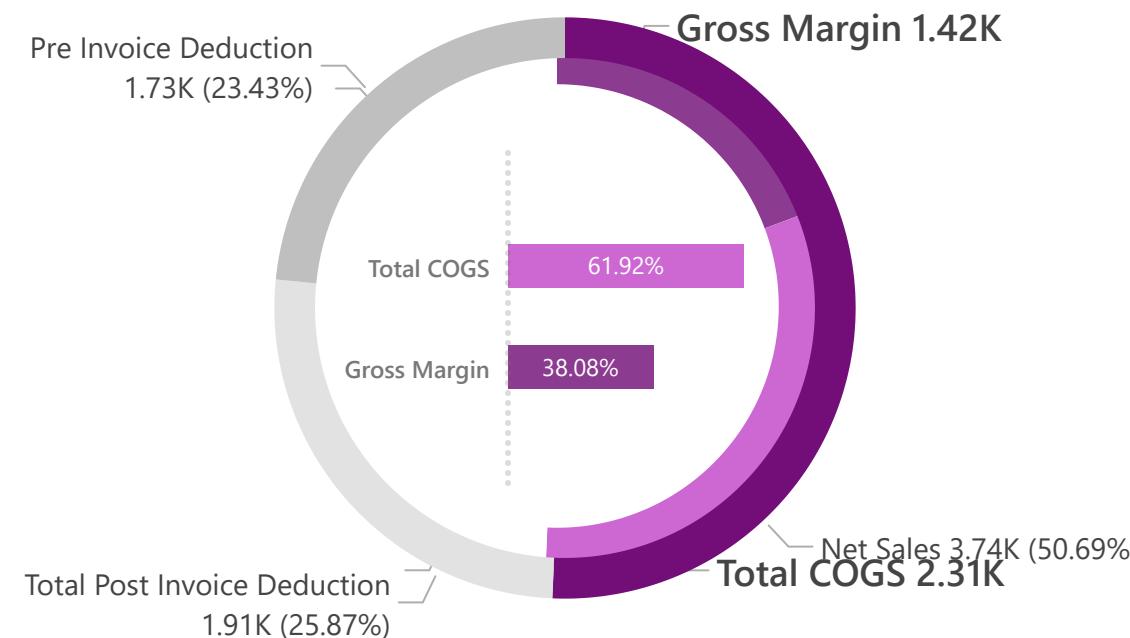
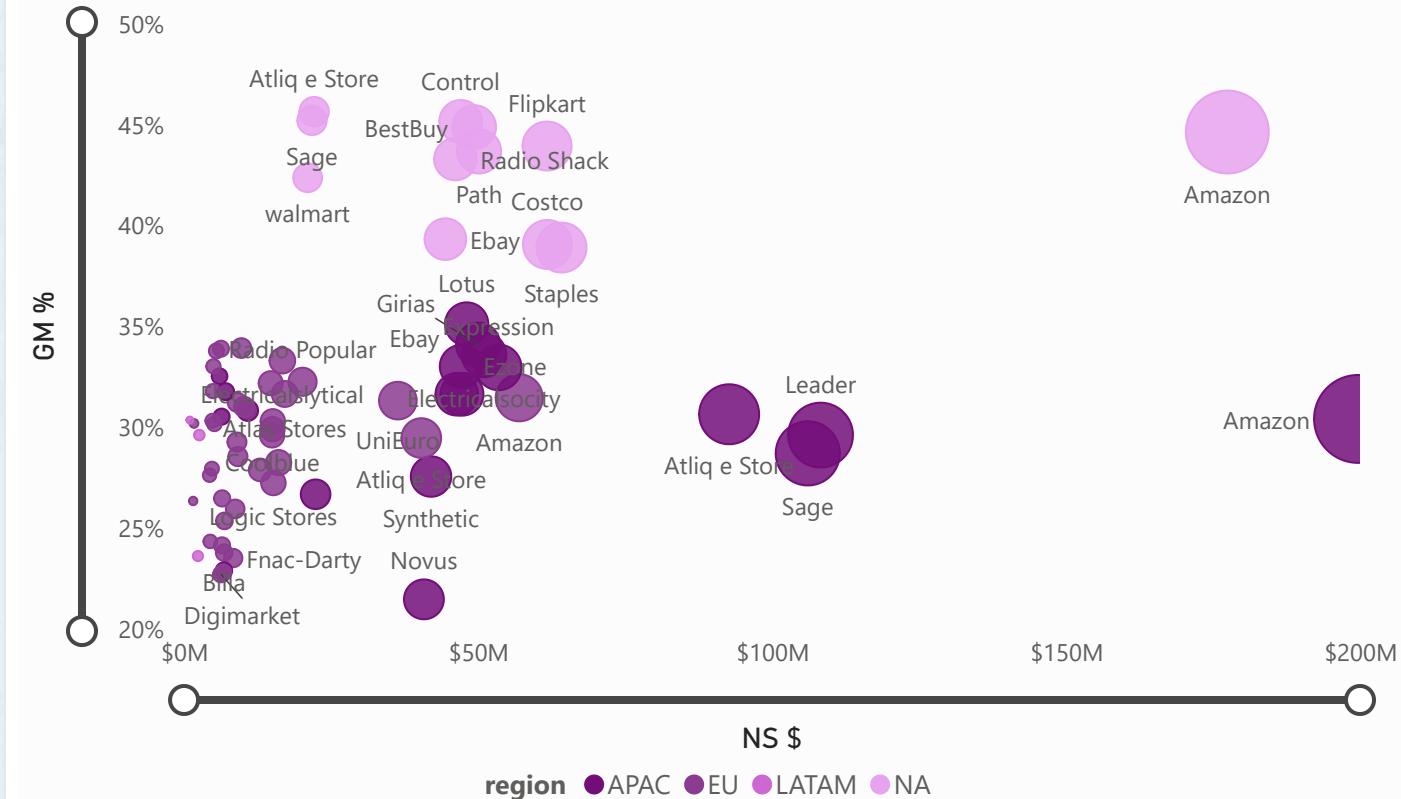
GM = Gross Margin | NS = Net Sales

NP = Net Profit | Chg = Change

Net Sales Performance over Time

Gross Margin%

0.00%



Product Performance

product customer

customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$496.88M	\$182.77M	36.78%	-4.05%
Atliq e Store	\$304.10M	\$112.15M	36.88%	-3.80%
Sage	\$127.86M	\$40.31M	31.53%	-17.76%
Leader	\$117.32M	\$36.02M	30.70%	-19.92%
Ebay	\$91.60M	\$33.06M	36.09%	-5.86%
Electricalslytical	\$68.05M	\$25.34M	37.24%	-2.86%
Electricalsociety	\$67.76M	\$24.41M	36.03%	-6.02%
Propel	\$61.59M	\$23.03M	37.38%	-2.48%
Vijay Sales	\$55.13M	\$20.93M	37.96%	-0.99%
Reliance Digital	\$54.57M	\$20.85M	38.21%	-0.32%
Expression	\$53.51M	\$17.65M	32.98%	-13.97%
Synthetic	\$52.24M	\$14.76M	28.25%	-26.32%
Girias	\$50.02M	\$17.06M	34.11%	-11.03%
Lotus	\$48.07M	\$16.89M	35.13%	-8.36%
Ezone	\$47.27M	\$14.96M	31.65%	-17.44%
Viveks	\$46.39M	\$14.68M	31.65%	-17.44%
Novus	\$40.80M	\$8.77M	21.49%	-43.95%
Total	\$2,259.38M	\$780.31M	34.54%	-9.91%



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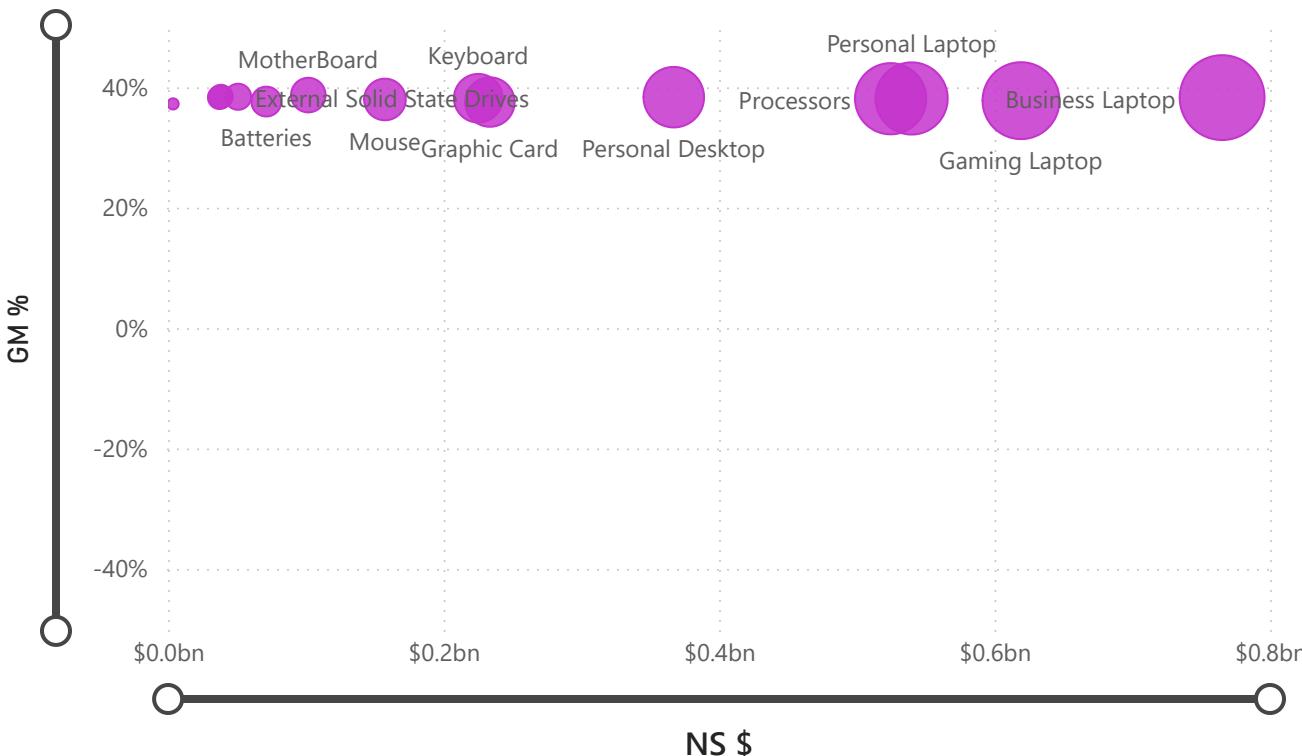
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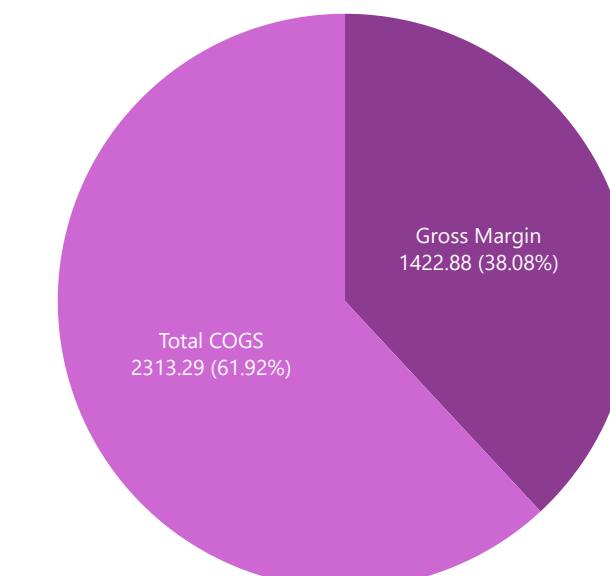
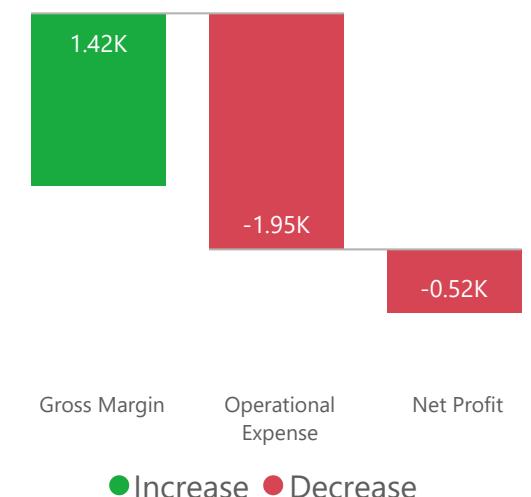
Market Performance by Gross Margin %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation

Segment Market

region

market

market	NS \$	GM %	Net Profit \$	Net Profit %	Δ NP %
Spain	\$88.35M	45.32%	\$6.79M	7.68%	-1.59%
Norway	\$102.93M	35.75%	\$4.57M	4.44%	-2.39%
Sweden	\$11.17M	33.26%	\$0.24M	2.11%	-1.22%
Mexico	\$5.81M	41.09%	\$0.12M	2.10%	2.67%
Chile	\$3.04M	38.44%	\$0.06M	2.04%	-3.89%
Pakistan	\$31.05M	31.29%	\$0.49M	1.59%	-0.89%
Poland	\$40.21M	42.53%	(\$0.07M)	-0.18%	-14.93%
Japan	\$47.34M	42.32%	(\$0.47M)	-0.98%	-5.57%
Newzealand	\$70.45M	40.83%	(\$2.01M)	-2.85%	0.62%
Columbia	\$1.00M	30.37%	(\$0.03M)	-3.25%	-3.32%
Bangladesh	\$36.41M	30.79%	(\$1.34M)	-3.68%	1.44%
South Korea	\$300.59M	31.31%	(\$11.14M)	-3.71%	-1.91%
Italy	\$71.28M	39.18%	(\$3.68M)	-5.16%	-1.37%
China	\$147.43M	45.58%	(\$9.33M)	-6.33%	4.83%
France	\$98.75M	32.66%	(\$7.80M)	-7.90%	0.37%
Netherlands	\$39.23M	31.81%	(\$3.84M)	-9.80%	-1.49%
Australia	\$119.33M	45.08%	(\$12.02M)	-10.07%	1.99%
Total	\$3,736.17M	38.08%	(\$522.42M)	-13.98%	-1.47%



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Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲

Net Error \$

-3M

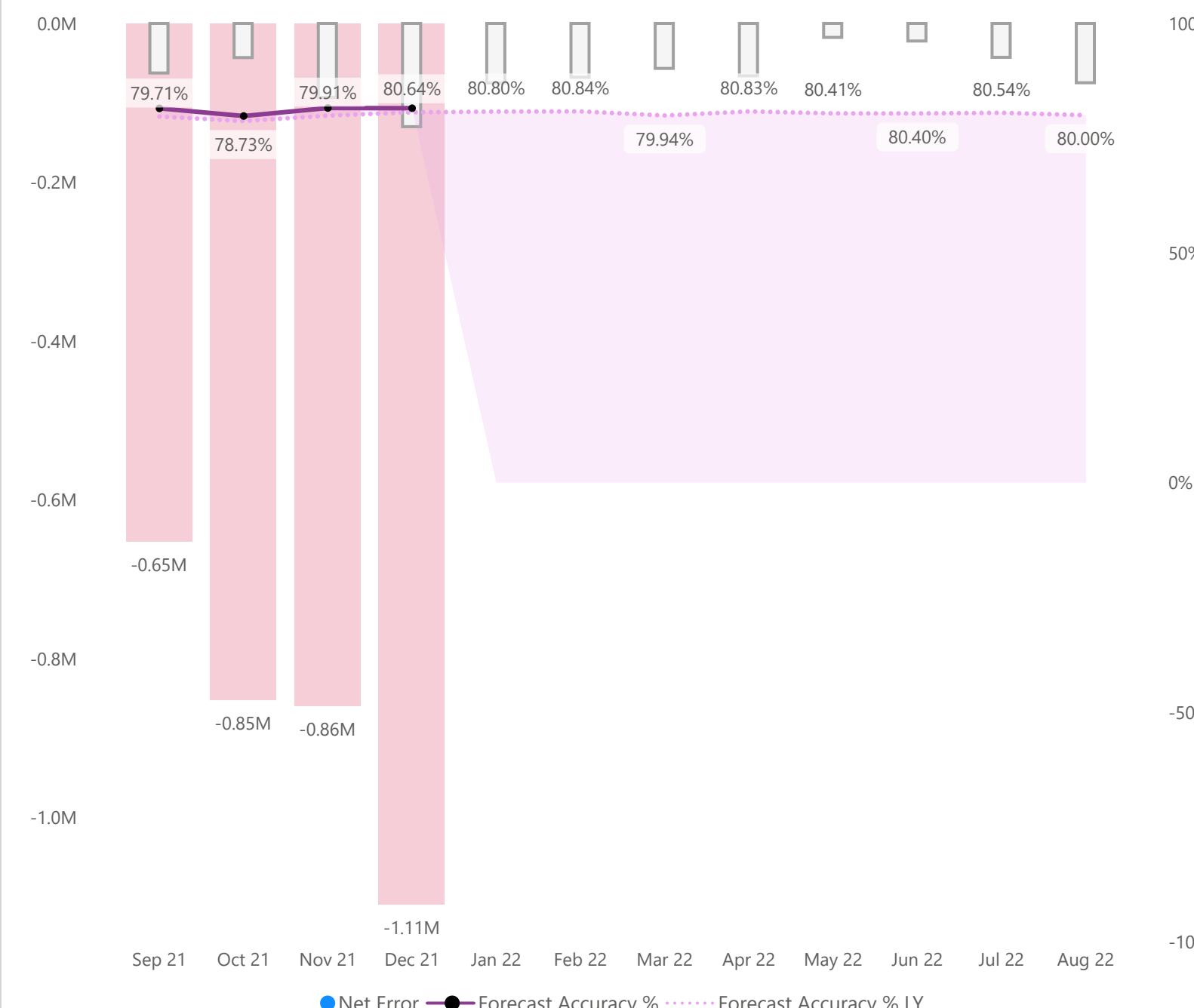
LY: -0.75M | 361.97% ▼

ABS Error \$

7M

LY: 9.78M | -29.46% ▲

Accuracy/ Net Error Trend



Key Metrics by Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-295K	-9.65%	OOS
Amazon	73.79%	74.54%	-465K	-9.22%	OOS
Atliq Exclusive	70.35%	71.69%	-359K	-11.91%	OOS
Expert	62.93%	60.67%	-26K	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83K	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6K	-9.56%	OOS
Mbit	55.40%	62.34%	-43K	-22.29%	OOS
Araos (Sainsbury's)	54.78%	56.08%	-23K	-17.60%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS

Key Metrics by Product

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341K	1.72%	EI
Desktop	87.53%	84.37%	79K	10.24%	EI
Networking	93.06%	90.40%	-13K	-1.69%	OOS
Notebook	87.24%	79.99%	-47K	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204K	-31.83%	OOS
Storage	71.50%	83.54%	-628K	-25.61%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS



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Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲

Sub-region Performance

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,022.09M	27.4%	44.97%	▼ -14.22%	▼ -14.35%	EI	4.9%
India	\$945.34M	25.3%	35.75%	▲ +22.99%	▲ +24.37%	OOS	13.3%
ROA	\$788.66M	21.1%	34.19%	▼ -6.32%	▼ -4.56%	OOS	8.3%
NE	\$457.71M	12.3%	32.80%	▼ -18.09%	▼ -4.56%	OOS	6.8%
SE	\$317.78M	8.5%	37.03%	▼ -4.00%	▼ -55.47%	OOS	16.4%
ANZ	\$189.78M	5.1%	43.50%	▼ -7.39%	▲ +37.61%	OOS	1.4%
Total	\$3,736.17M	100.0%	38.08%	-13.98%	-9.48%	OOS	5.9%

TOP 5 Customer

customer	RC %	GM %
Atliq Exclusive	9.7%	46.01% ▲
Flipkart	3.7%	42.14% ▲
Atliq e Store	8.1%	36.88% ▼
Amazon	13.3%	36.78% ▼
Sage	3.4%	31.53% ▼
Total	38.2%	39.19%

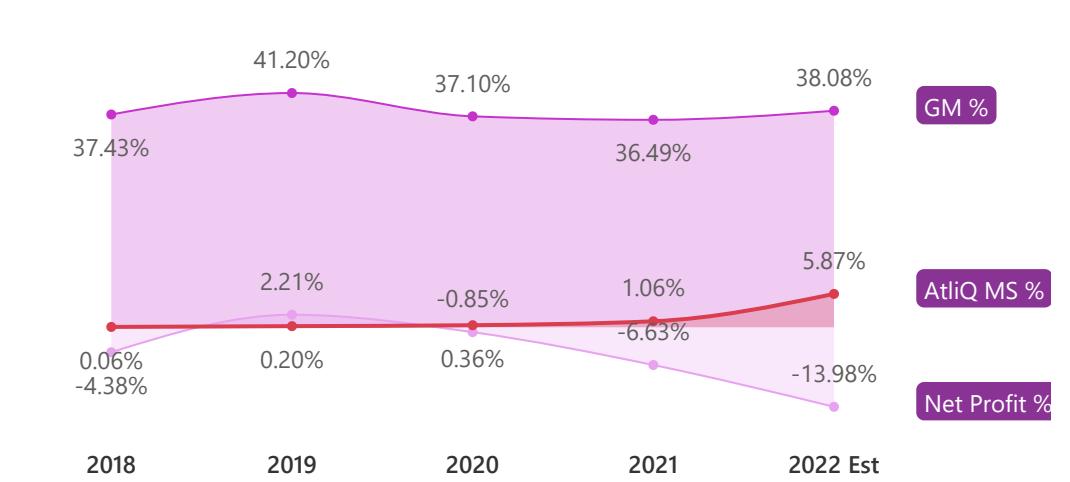
TOP 5 Product

product	RC %	GM %
AQ Home Allin1	4.1%	38.71% ▲
AQ BZ Allin1 Gen 2	5.4%	38.51% ▲
AQ HOME Allin1 Gen 2	5.7%	38.08% ▼
AQ Smash 1	3.8%	37.43% ▼
AQ Smash 2	4.1%	37.40% ▼
Total	23.2%	38.06%

Revenue Contribution



Trend: Key Metrics over years



Trend: Revenue contribution over year

