



# Business Insight 360



Friday, November 14, 2025



Sales data loaded until : Dec 21

Values are in Dollars & Millions



Support



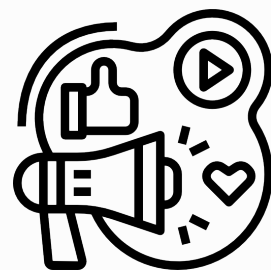
## Finance View

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



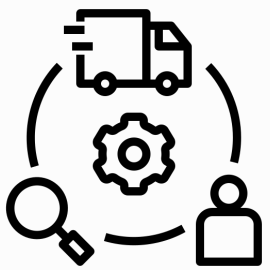
## Sales View

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



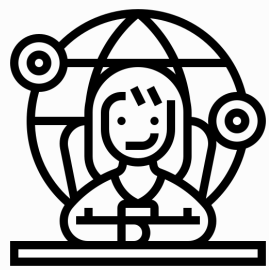
## Marketing View

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

	2018	2019	2020	2021	2022	Total
Gross_Sales_Amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	<b>\$9,838.11M</b>
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	<b>\$7,532.54M</b>
post_invoice_dedection_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	<b>\$1,661.40M</b>
post_invoice_other_dedection_amount	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	<b>\$902.65M</b>
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	<b>\$4,968.48M</b>
total_cogs_amount	\$18.22M	\$65.49M	\$168.56M	\$523.22M	\$2,313.29M	<b>\$3,088.77M</b>
gross_margin_amount	\$10.90M	\$45.89M	\$99.42M	\$300.63M	\$1,422.88M	<b>\$1,879.72M</b>



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2018

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

region, market

All

customer

All

segment, category, product

All

Abbreviations

BM = Benchmark | LY=Last Year

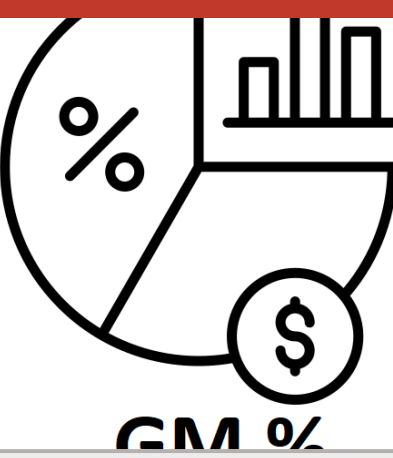
GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

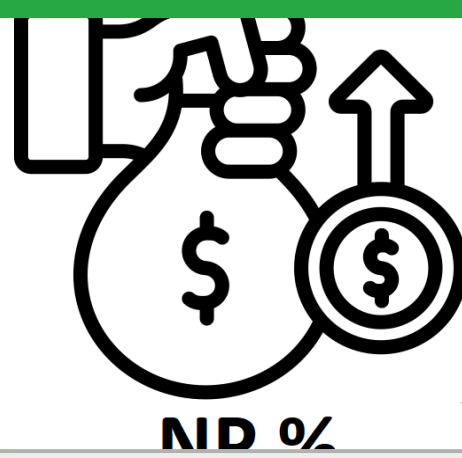
All values in Million \$



\$823.85M  
BM: 267.98M |...

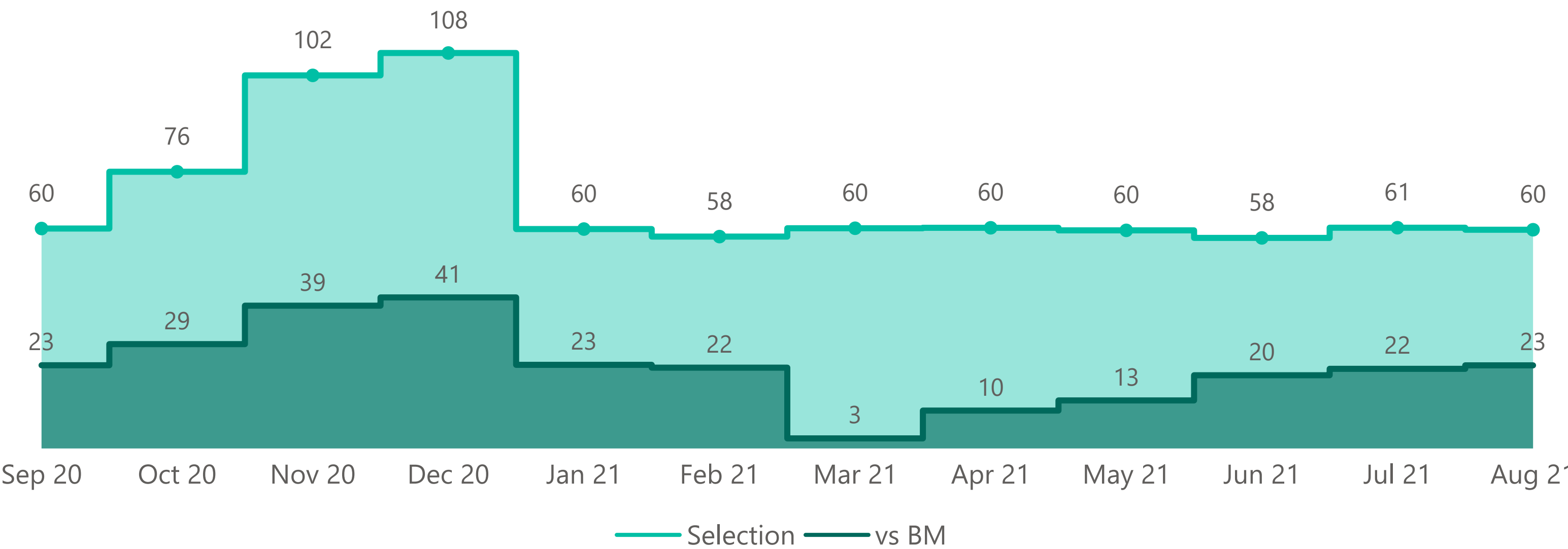


36.49%  
BM: 37.1% |...



-6.63%  
BM: -0.85% |...

Net Sales Performace Over Time



Primary Parameter

- ☒ Region
- ☐ Category

Secondary Parameter

- ☒ Market
- ☐ Product

Region

Values

Chg %

+ APAC

441.98



198.67

+ EU

200.77



259.88

+ NA

177.94



186.03

+ LATAM

3.16



58.40

Total

823.85

207.43

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
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	563.27	191.69	371.58	193.84
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





## Select Benchmark (BM)

vs LY

vs Target

2018

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ECT

Q1

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region, market

All

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All



segment, category, product

All

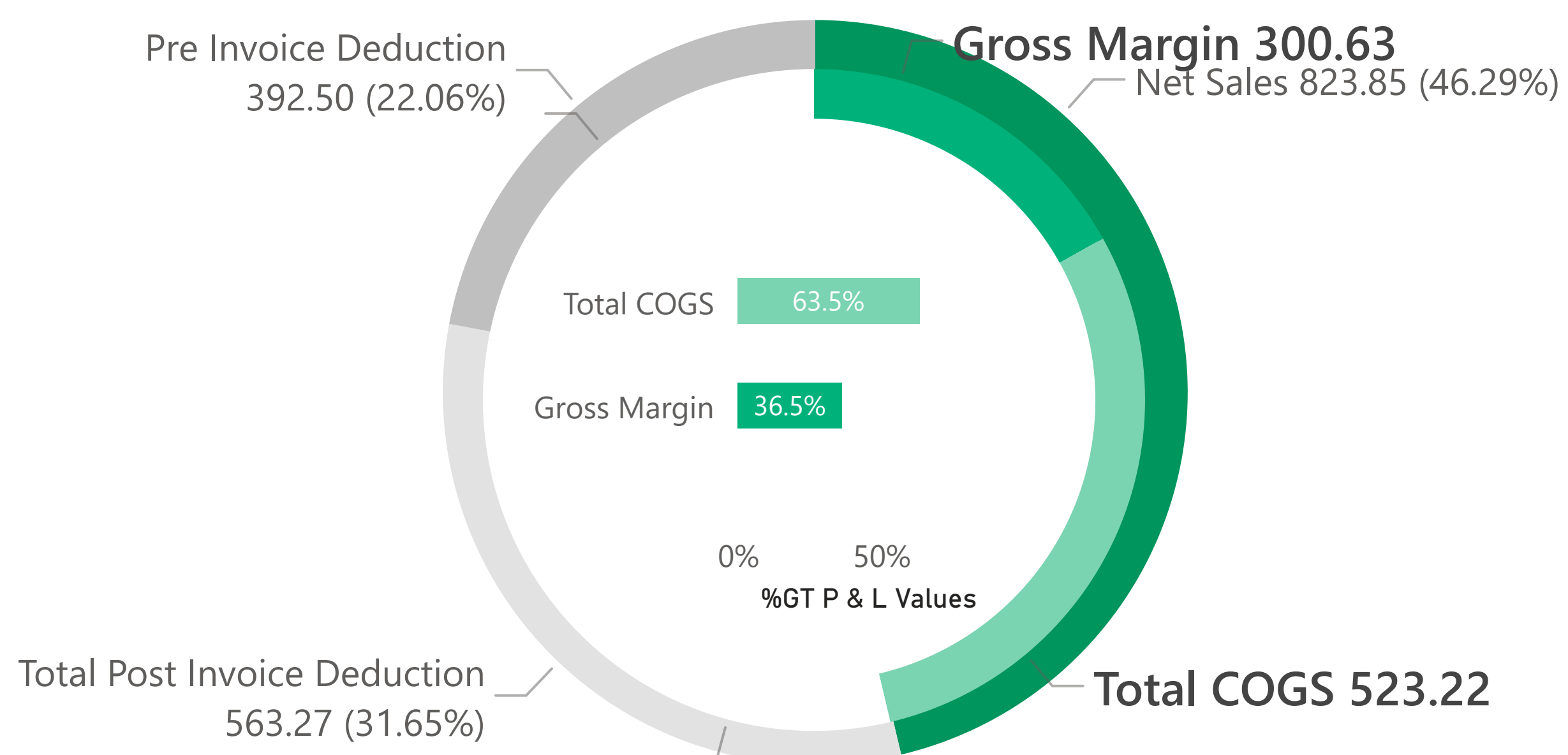
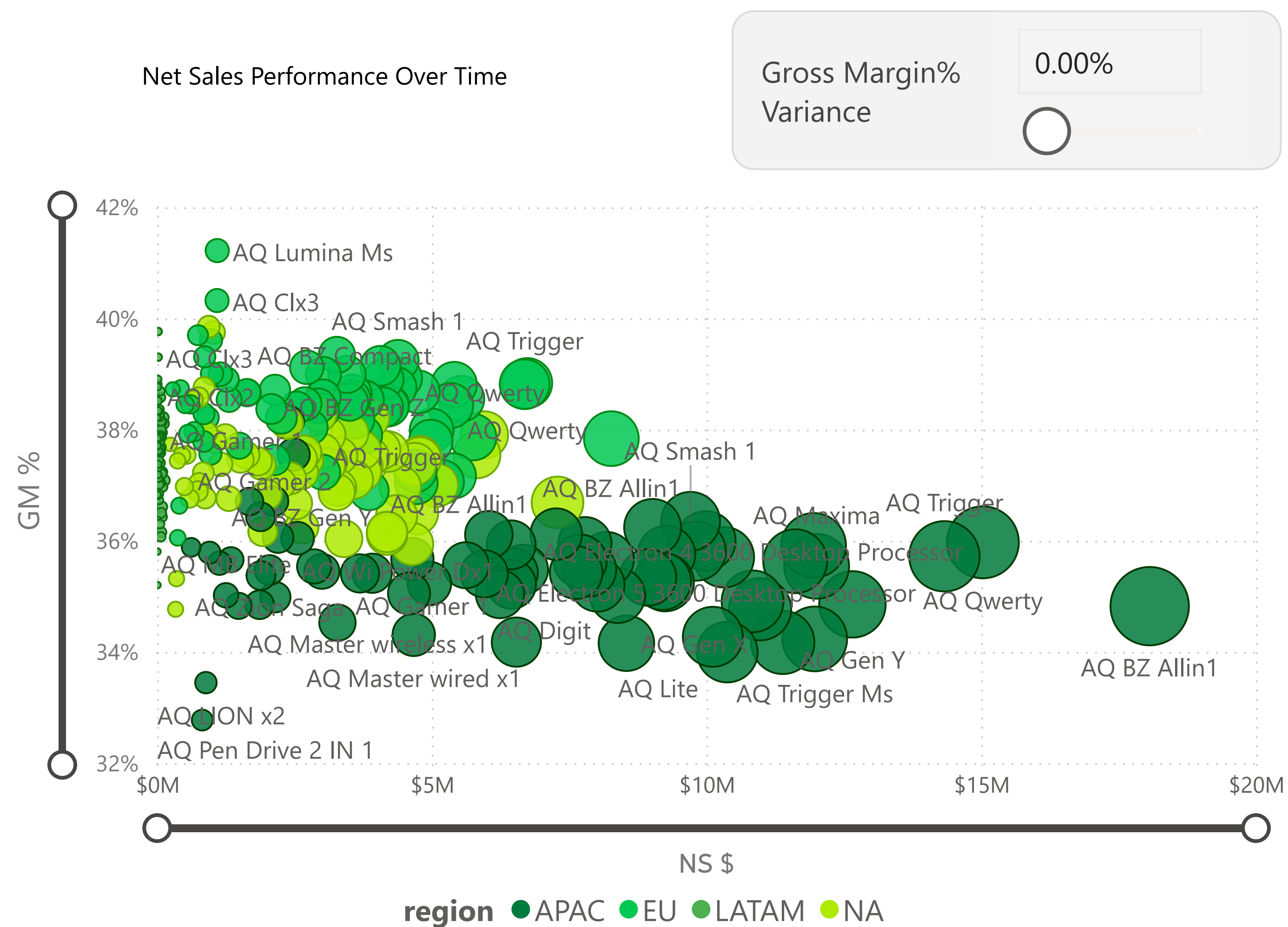
## Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

**All values in Million \$**



## Product Performance

Product

Customer

Product	NS \$	GM \$		GM %	Δ GM %
AQ 5000 Series Electron 8 5900...	\$15.87M	5.59M		35.23%	-0.04
AQ 5000 Series Electron 9 5900...	\$14.42M	5.30M		36.76%	-0.01
AQ 5000 Series Ultron 8 5900X...	\$17.19M	6.35M		36.92%	-0.04
AQ Aspiron	\$4.77M	1.77M		37.15%	0.00
AQ BZ 101	\$10.44M	3.82M		36.57%	-0.04
AQ BZ Allin1	\$33.75M	12.14M		35.97%	
AQ BZ Compact	\$22.22M	8.21M		36.96%	0.01
AQ BZ Gen Y	\$20.40M	7.32M		35.87%	-0.03
AQ BZ Gen Z	\$21.83M	8.02M		36.74%	0.01
AQ Clx1	\$11.61M	4.19M		36.13%	-0.02
AQ Clx2	\$12.20M	4.52M		37.06%	-0.02
AQ Clx3	\$4.63M	1.79M		38.70%	
AQ Digit	\$15.48M	5.59M		36.13%	-0.02
AQ Digit SSD	\$9.25M	3.36M		36.31%	0.02
AQ Dracula HDD – 3.5 Inch SAT...	\$4.12M	1.53M		37.20%	-0.01
AQ Electron 3 3600 Desktop Pr...	\$14.95M	5.43M		36.30%	
Total	\$823.85M	300.63M		36.49%	-0.02



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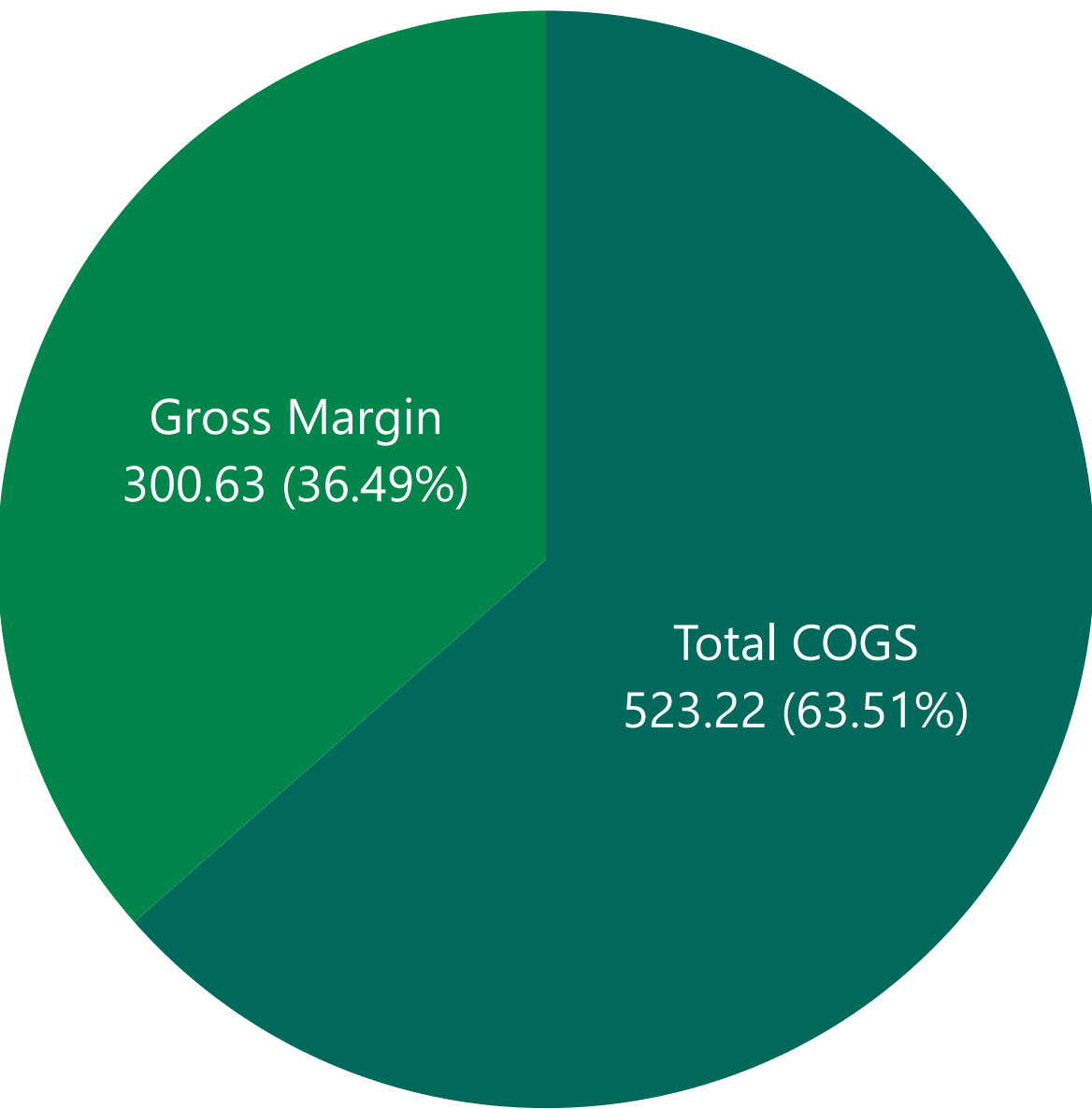
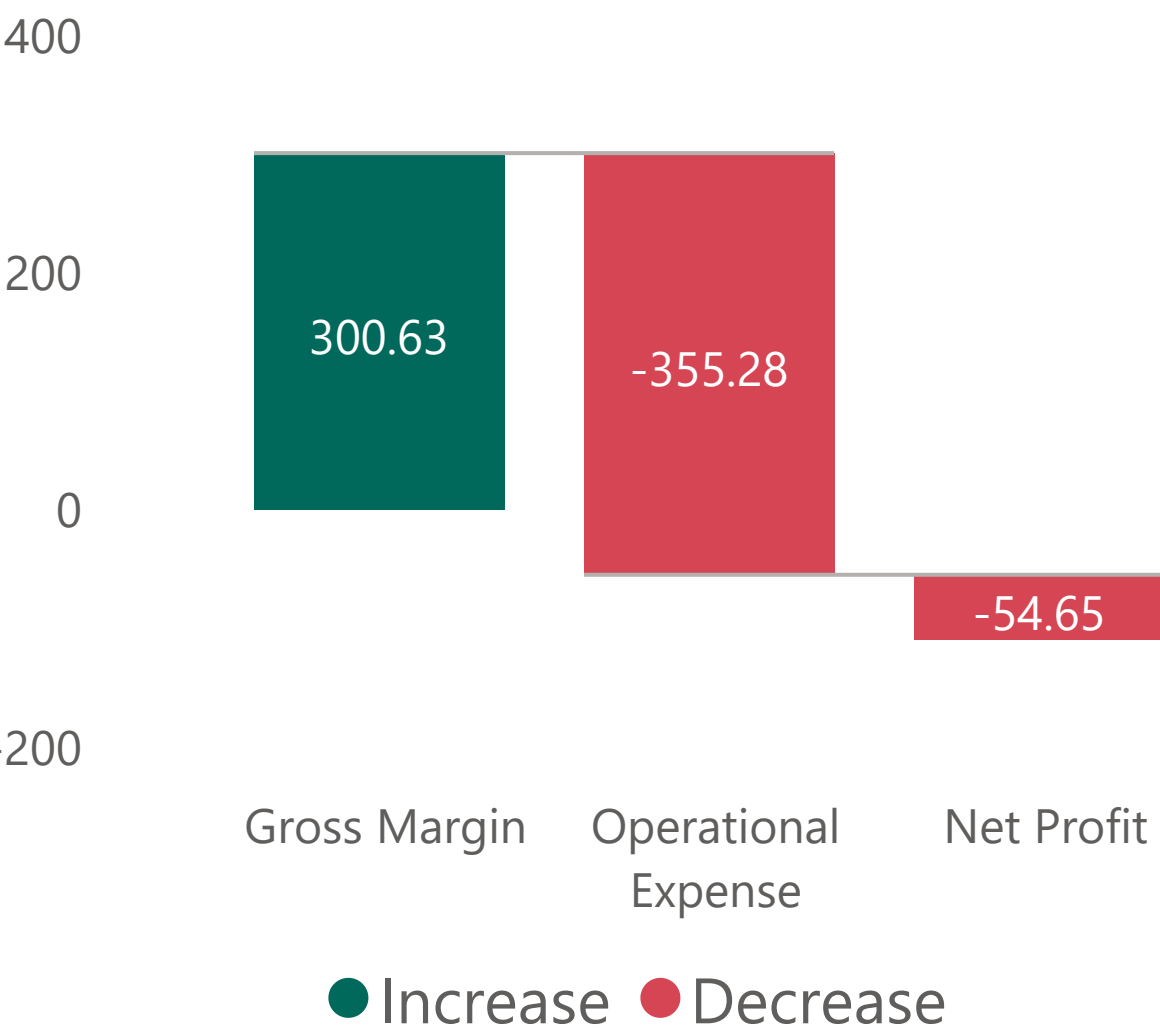
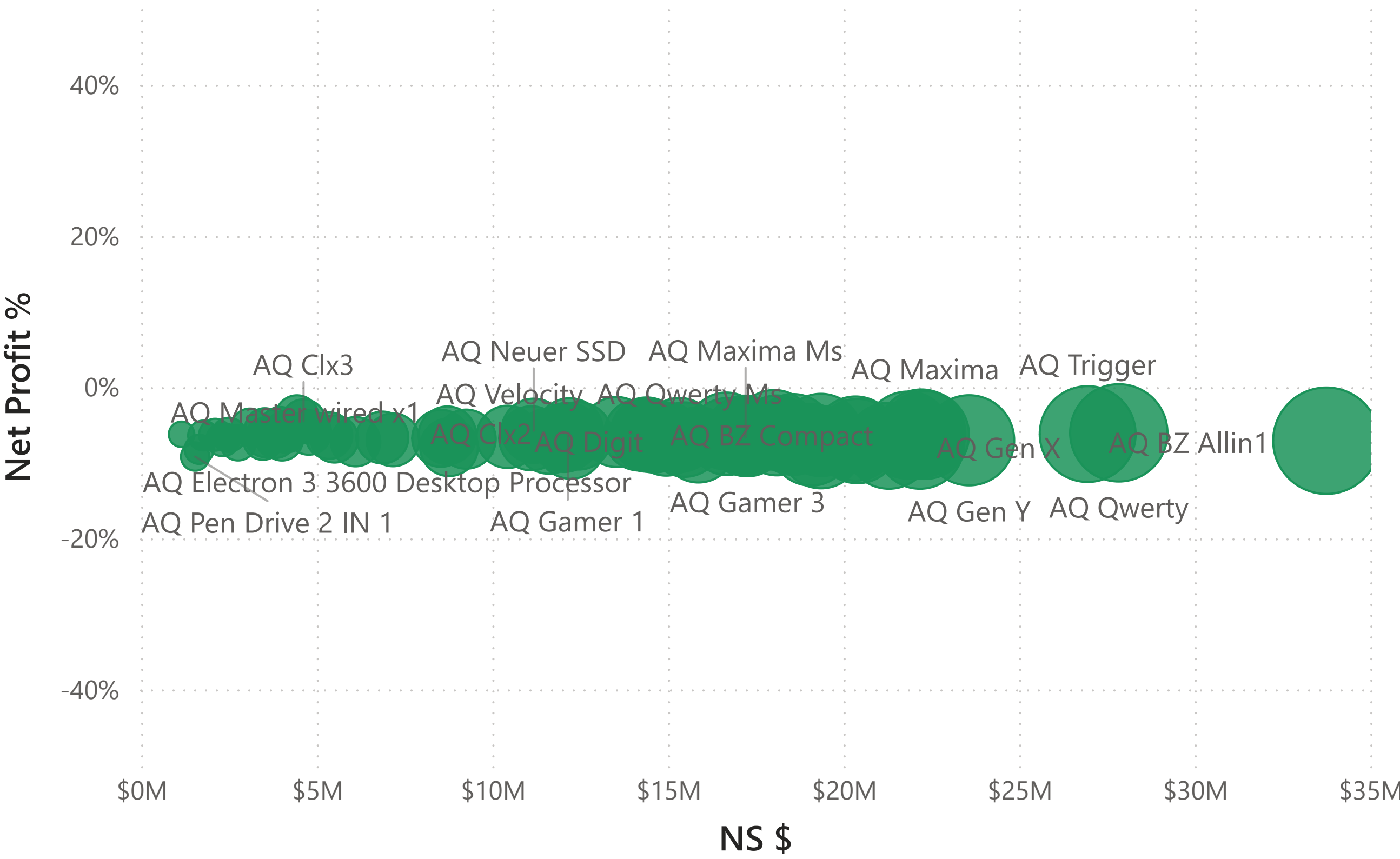
NP= Net Profit | Chg = Change

All values in Million \$

Market Performance - By Net Profit %

GM %

Net Profit %



Segment



Market

Region

Market

Region	NS \$	GM %	NP \$	NP %	Δ NP %
APAC	\$441.98M	35.34%	-33.33M	-7.54%	6.33
EU	\$200.77M	38.34%	2.81M	1.40%	1.24
LATAM	\$3.16M	37.54%	0.20M	6.18%	-75.09
NA	\$177.94M	37.23%	-24.32M	-13.67%	6.65
Total	\$823.85M	36.49%	-54.65M	-6.63%	6.76





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All values in Million \$

Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Net Error (\$)

-752K

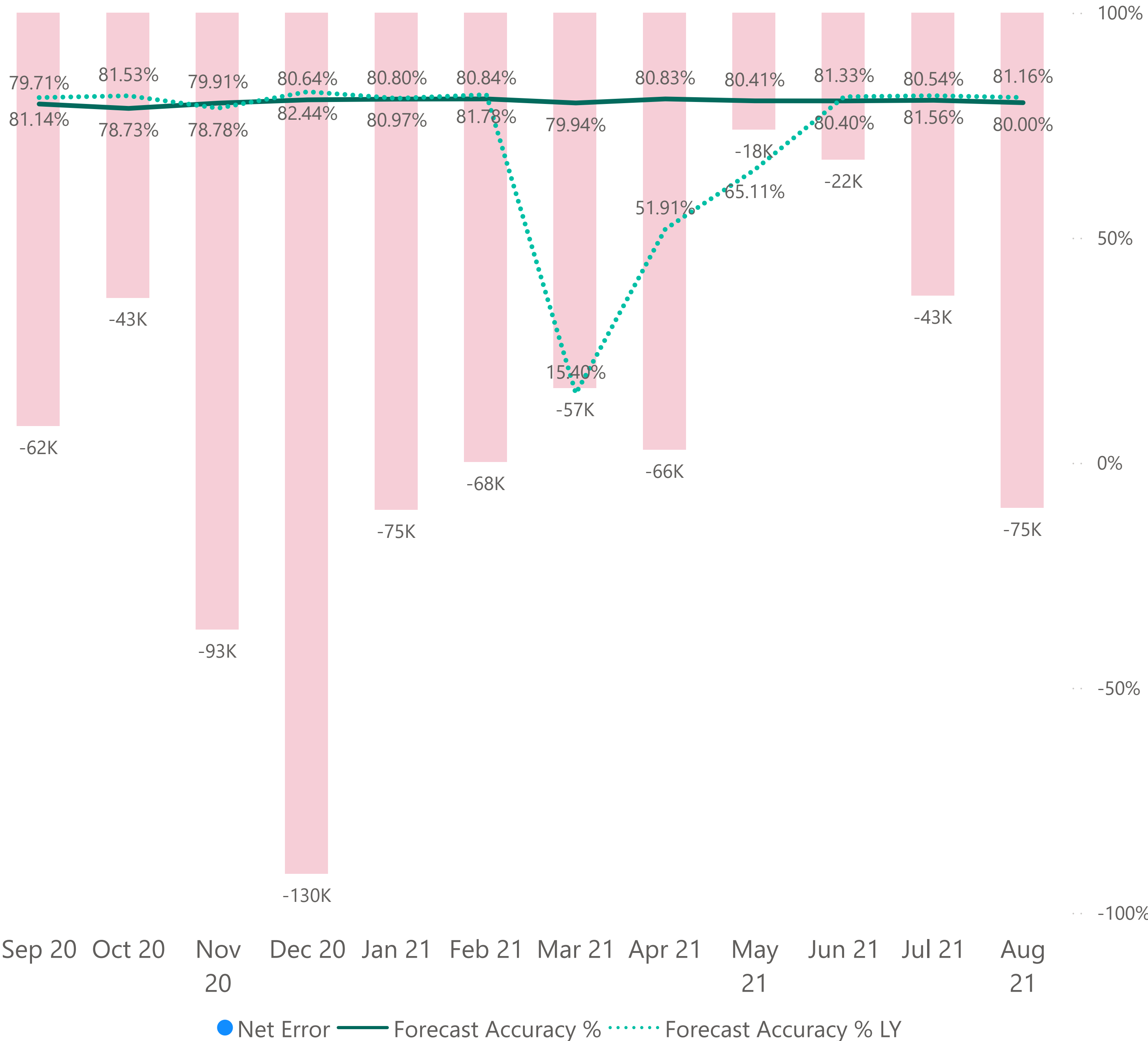
LY: 0.49M | -252.91% ▲

Absolute Error (\$)

10M

LY: 5.74M | 70.3% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OOS
All-Out	29.09%	35.18%	-12425	-30.67%	OOS
AltIQ Exclusive	71.15%	56.78%	-191800	-5.73%	OOS
Amazon	74.54%	48.43%	-155116	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OOS
Atlia Exclusive	42.13%	32.66%	2714	0.35%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS

Key Metrics By Product

segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Accessories	77.66%	71.42%	-2133183	-7.06%	OOS
Desktop	84.37%	70.07%	16205	11.22%	EI
Networking	90.40%	52.50%	227056	8.17%	EI
Notebook	79.99%	76.65%	-51254	-3.96%	OOS
Peripherals	83.23%	75.18%	-318194	-5.89%	OOS
Storage	83.54%	81.01%	1507656	15.77%	EI
Total	80.21%	72.99%	-751714	-1.52%	OOS



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All values in Million \$

Net Sales \$

\$823.85M

BM: 267.98M | 207.43% ▲

Gross Margin %

36.49%

BM: 37.1% | -1.65% ▼

Net Profit %

-6.63%

BM: -0.85% | 676.38% ▲

Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Revenue Contribution

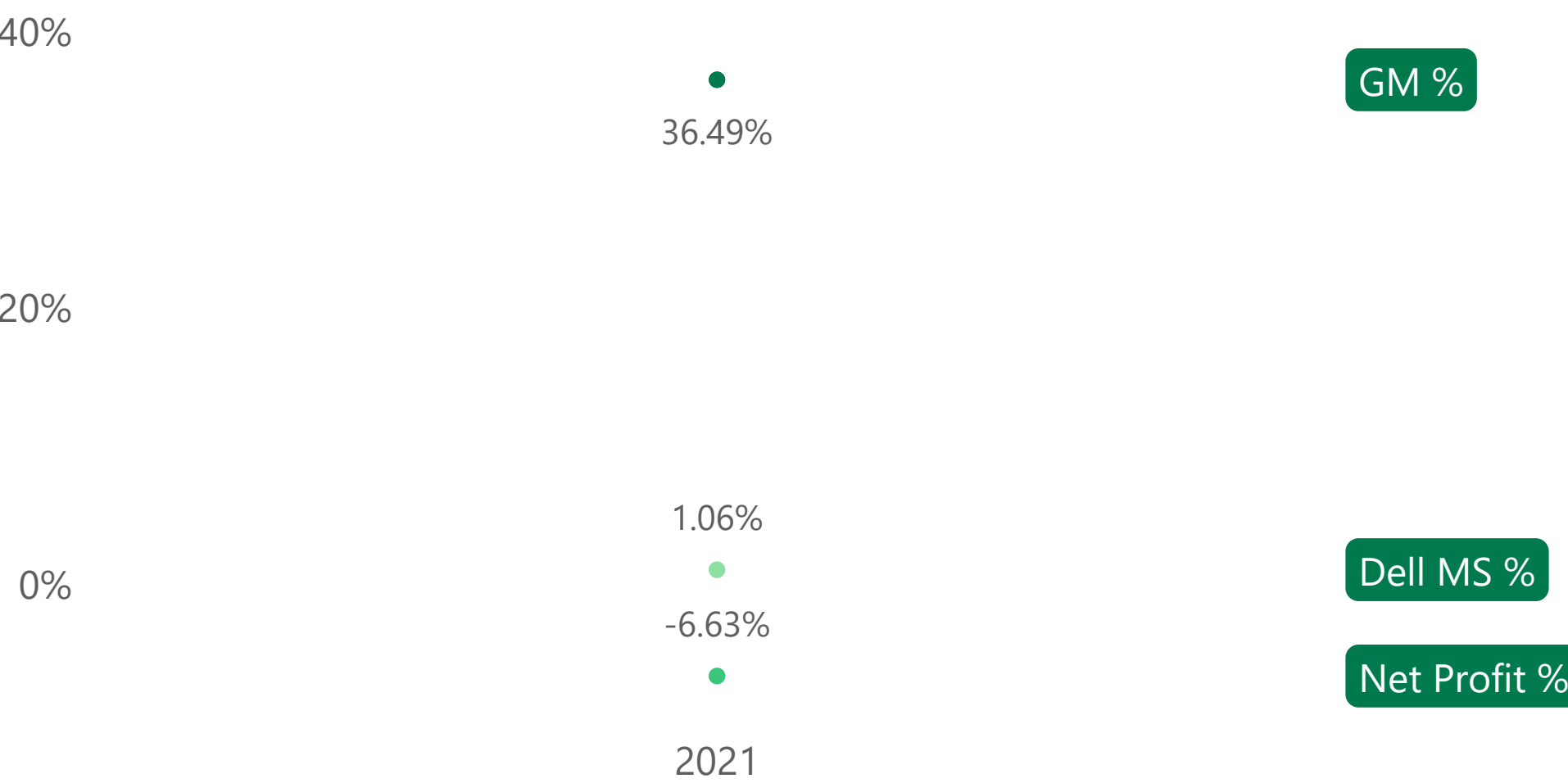
Division

Channel

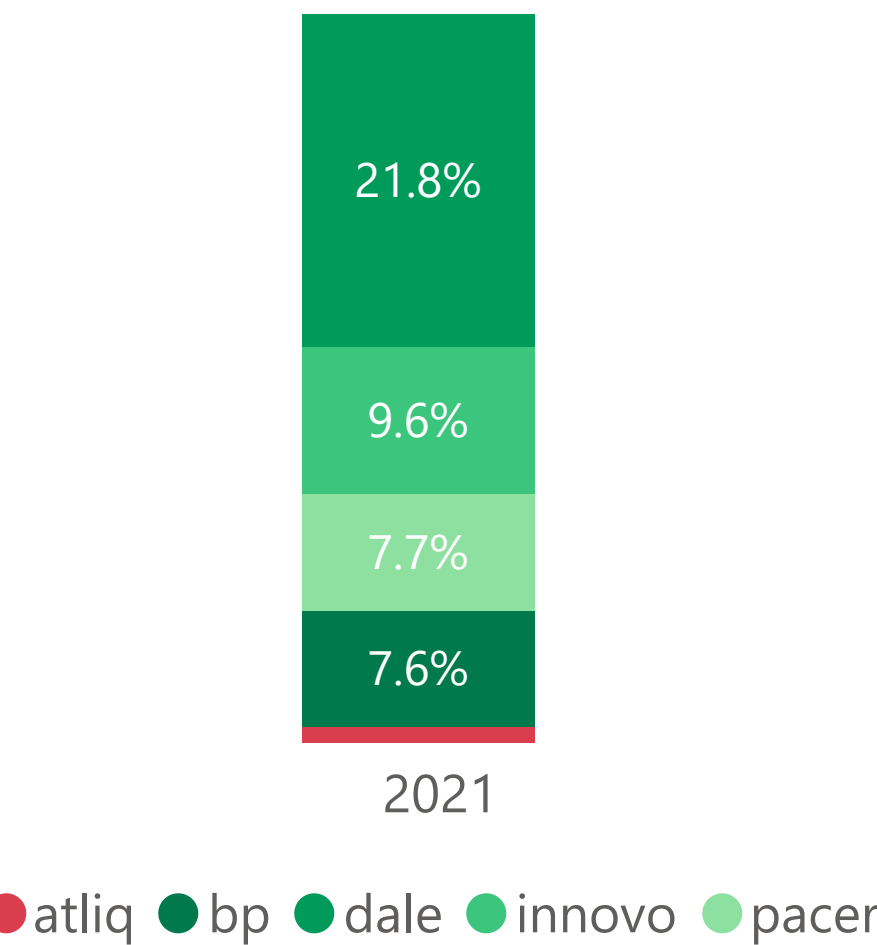


N & S P & A PC

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.23%	35.40% ▼
Atliq e Store	8.53%	37.54% ▲
AltiQ Exclusive	8.39%	46.10% ▼
Sage	3.29%	35.16% ▲
Flipkart	3.07%	30.23% ▼
Total	36.51%	37.90%

TOP 5 Products

Product	RC %	GM %
AQ Qwerty	3.38%	37.09% ○
AQ Trigger	3.27%	36.89% ○
AQ Maxima	2.71%	36.68% ▼
AQ Gen Y	2.86%	36.06% ○
AQ BZ Allin1	4.10%	35.97% ○
Total	16.32%	36.52%

Sub-Region Performance

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	Dell MS %
SE	\$91.48M	11.10%	38.71% ▲	4.43% ▼	10.56%	EI	3.6%
India	\$210.67M	25.57%	32.03% ▼	-24.65% ▲	3.90%	EI	2.5%
ROA	\$186.89M	22.69%	38.34% ▲	8.23% ▼	-21.55%	OOS	1.5%
NE	\$109.29M	13.27%	38.03% ▲	-1.14% ▼	11.27%	EI	1.2%
NA	\$177.94M	21.60%	37.23% ▼	-13.67%	-7.06%	OOS	0.8%
ANZ	\$44.41M	5.39%	38.46% ▼	7.27% ▼	-5.19%	OOS	0.3%
LATAM	\$3.16M	0.38%	37.54% ▲	6.18%	5.32%	EI	0.0%
Total	\$823.85M	100.00%	36.49%	-6.63%	-1.52%	OOS	1.1%



## TRENDS

Net Sales Vs Gross Margin %

Unknown

Net Sales

**\$4.97bn**

Target Not Available

Net Sales

**37.83%**

Target Not AvAvailable

