

# Business Insight 360



Friday, November 14, 2025



Sales data loaded until : Dec 21

Values are in Dollars & Millions



Support



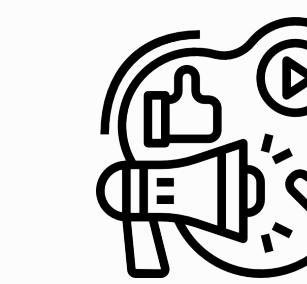
## Finance View

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



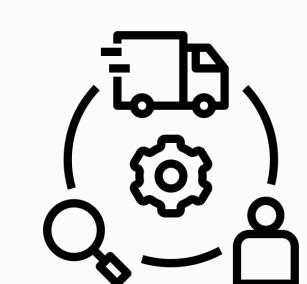
## Sales View

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



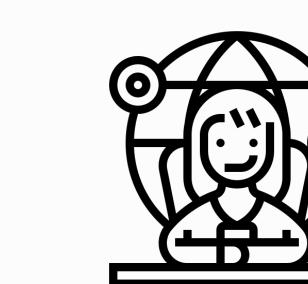
## Marketing View

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	<b>Total</b>
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 Benchmark (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

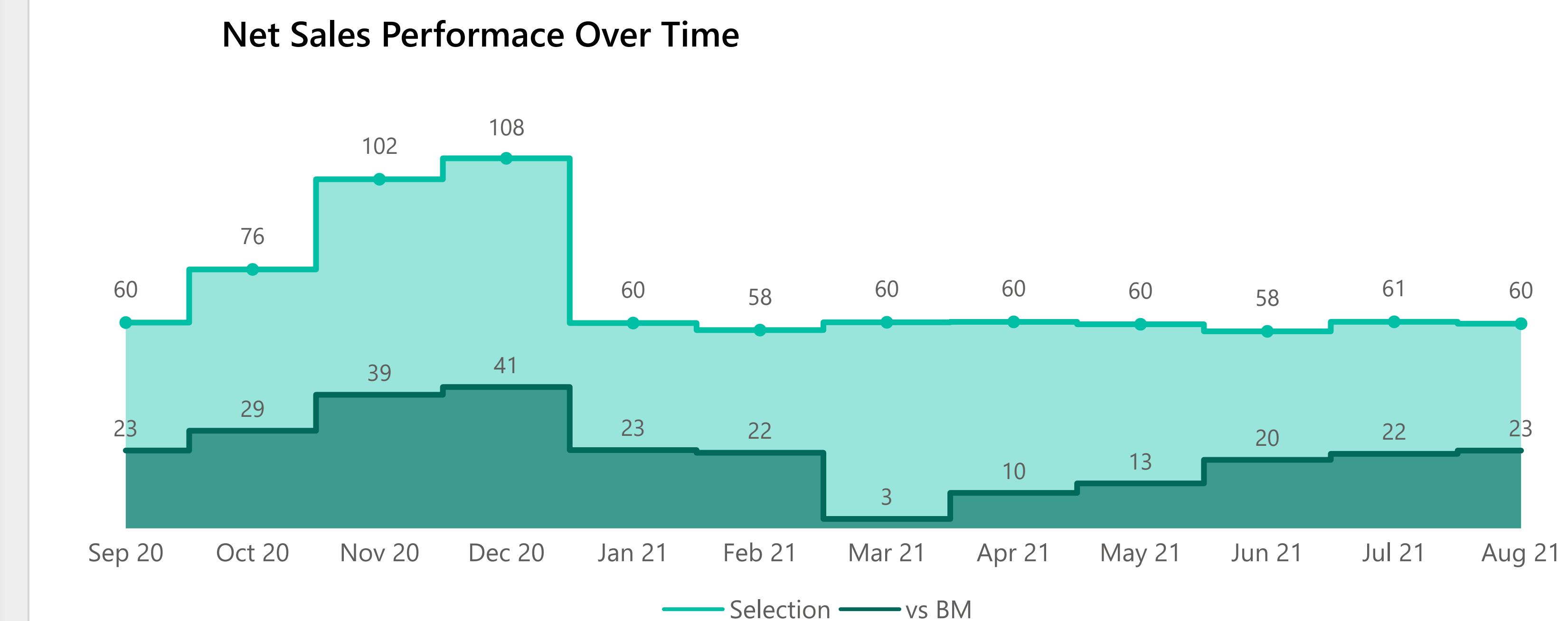
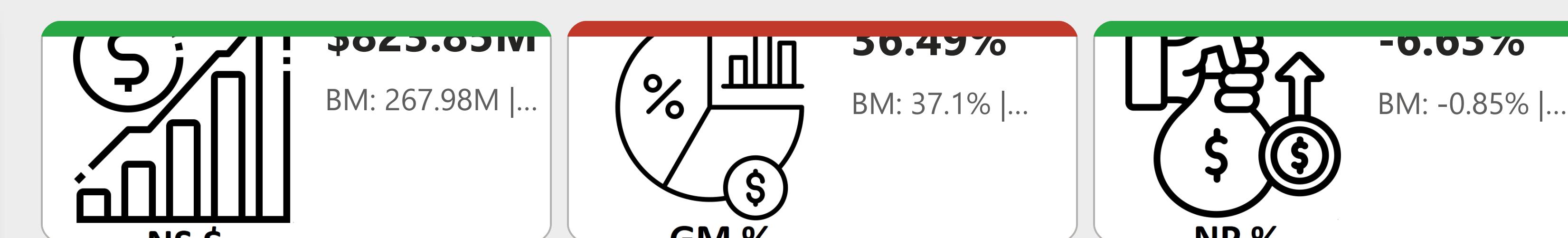
**Abbreviations**

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

**All values in Million \$**



Primary Parameter	Region	Values	Chg %		
				Region	Category
	+ 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		

**Secondary Parameter**

Market    Product

## 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



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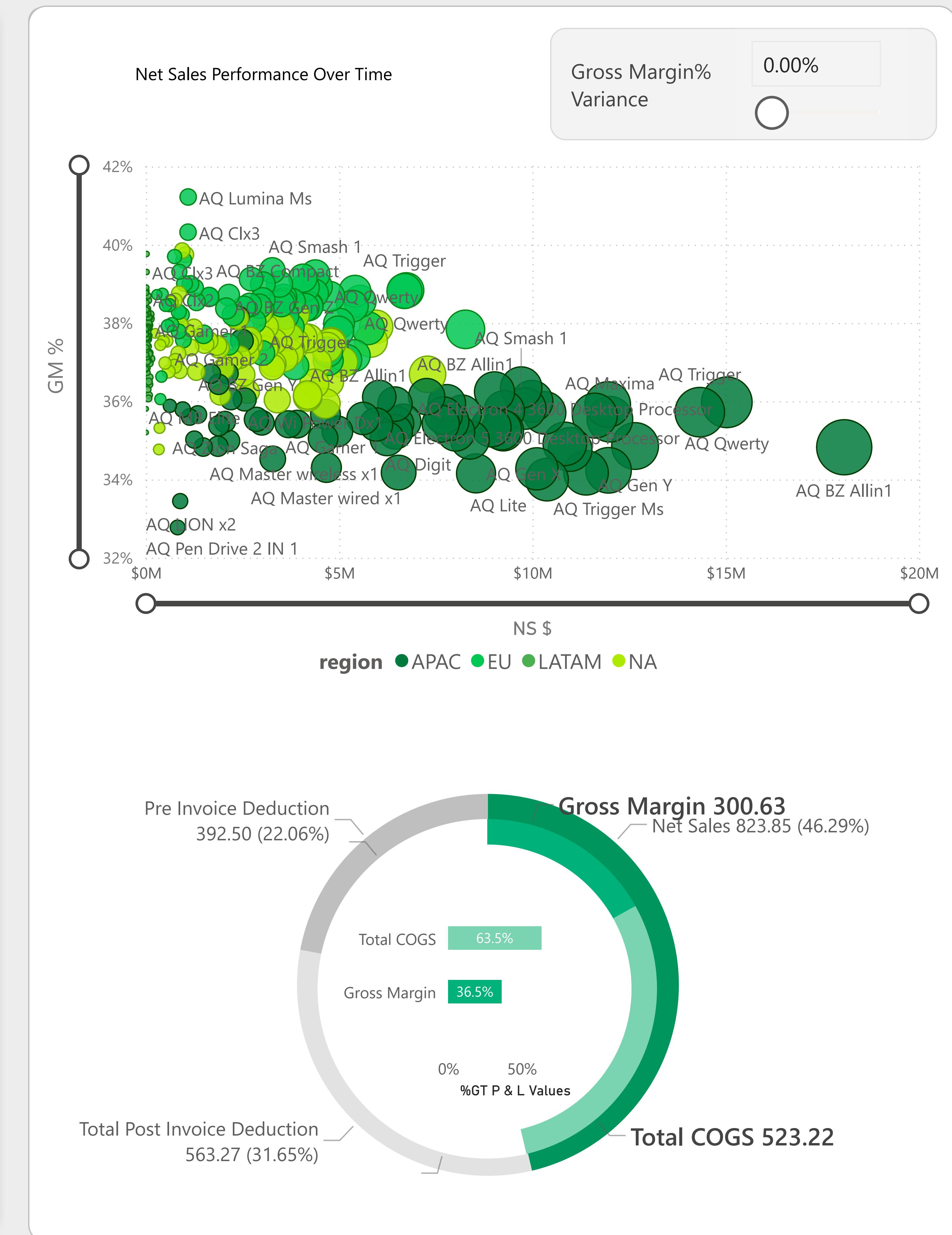
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**Product Performance**

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 Aspiren	\$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%	
<b>Total</b>	<b>\$823.85M</b>	<b>300.63M</b>	<b>36.49%</b>	<b>-0.02</b>



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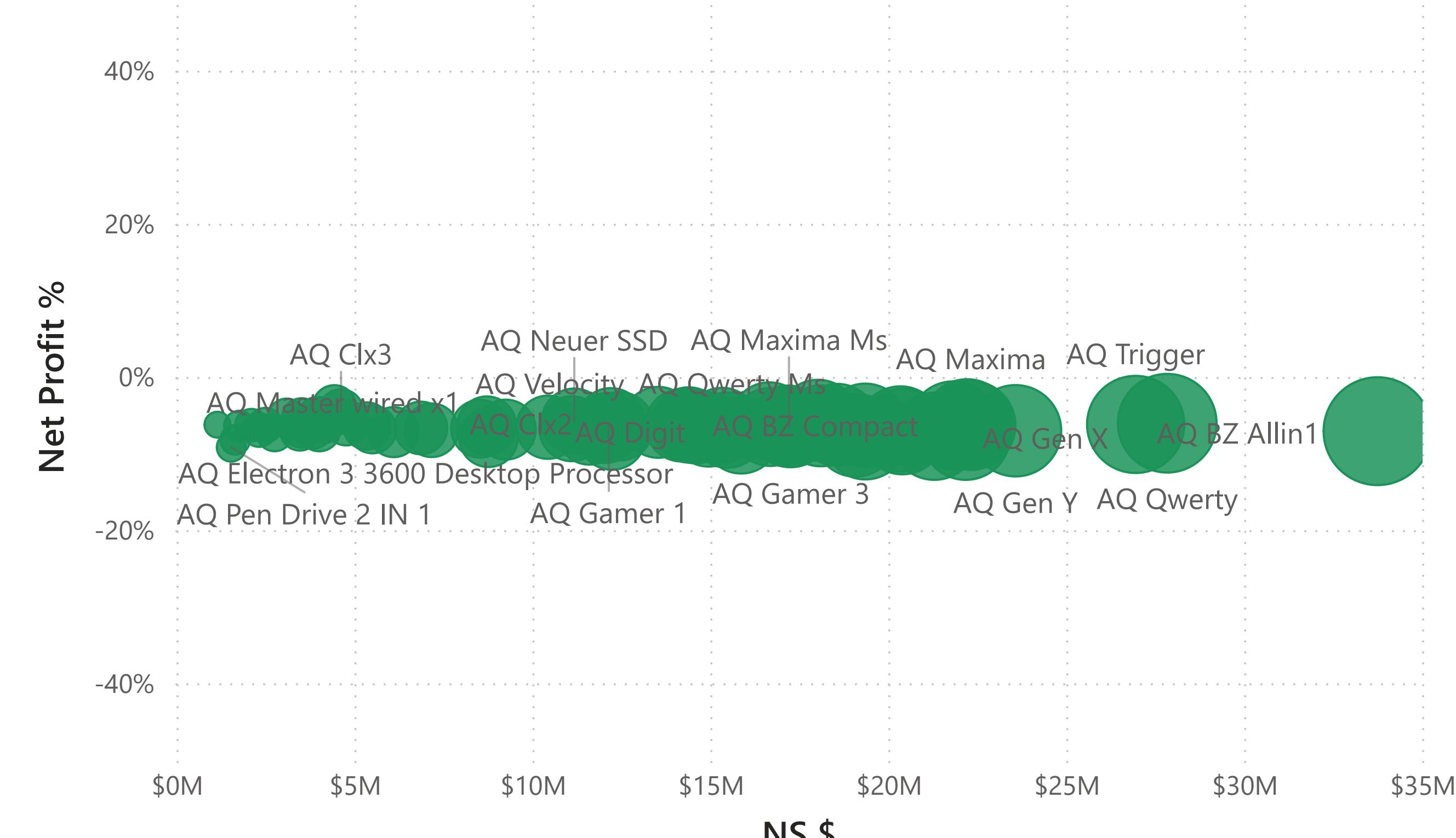
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## Market Performance - By Net Profit %

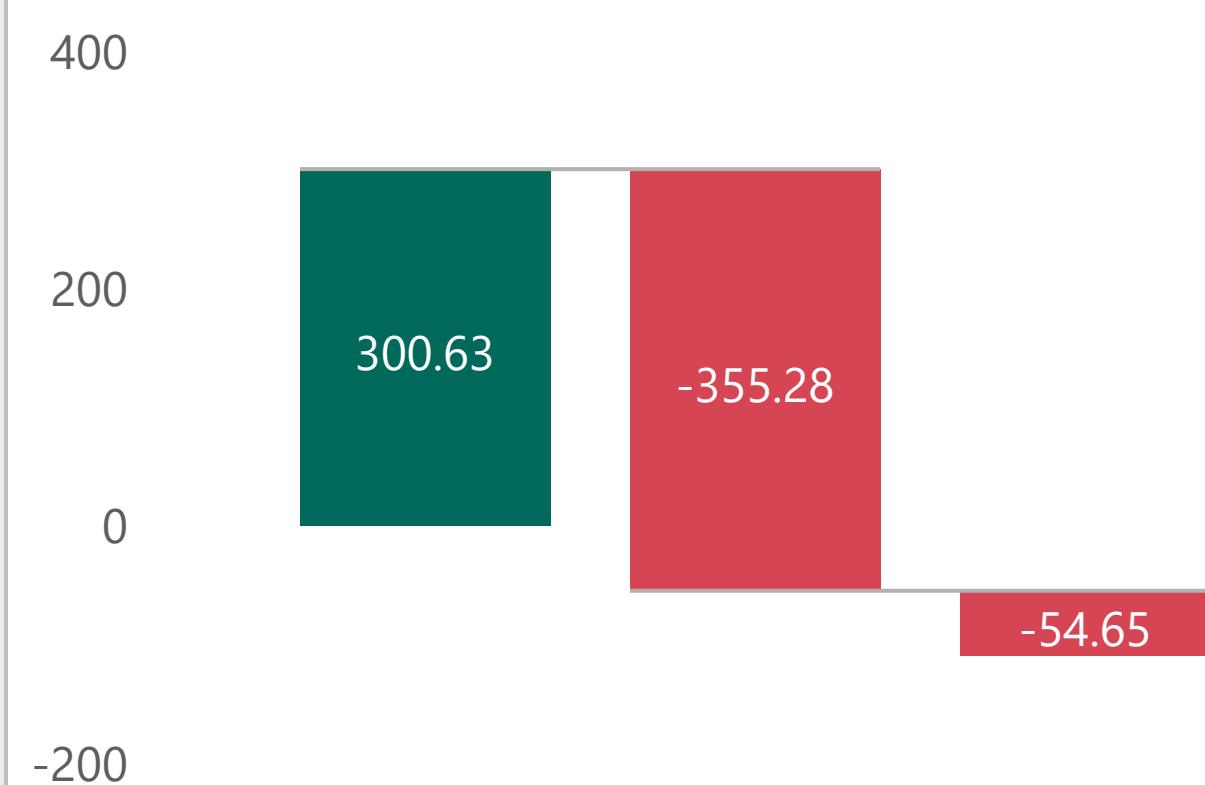
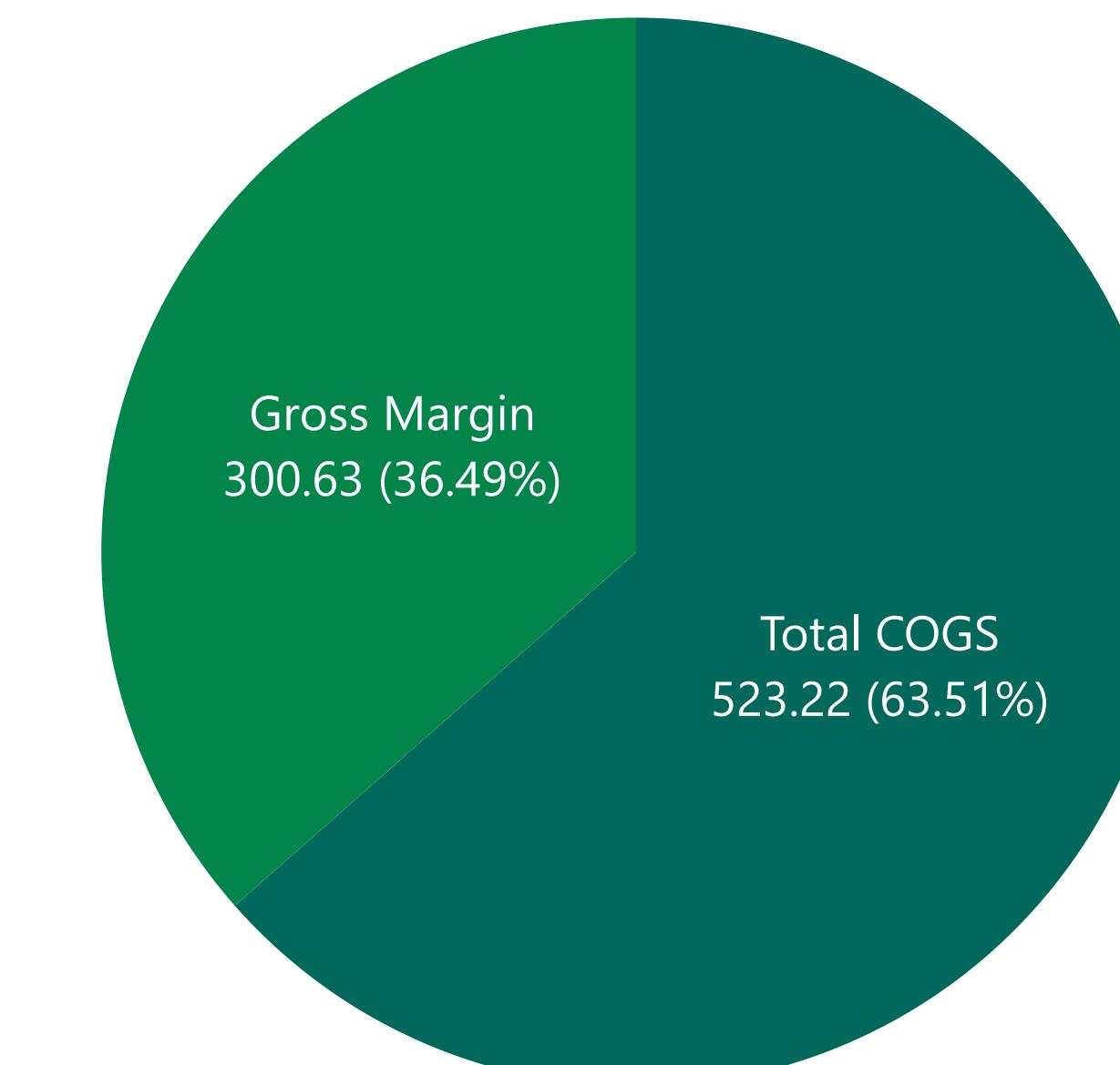
GM %

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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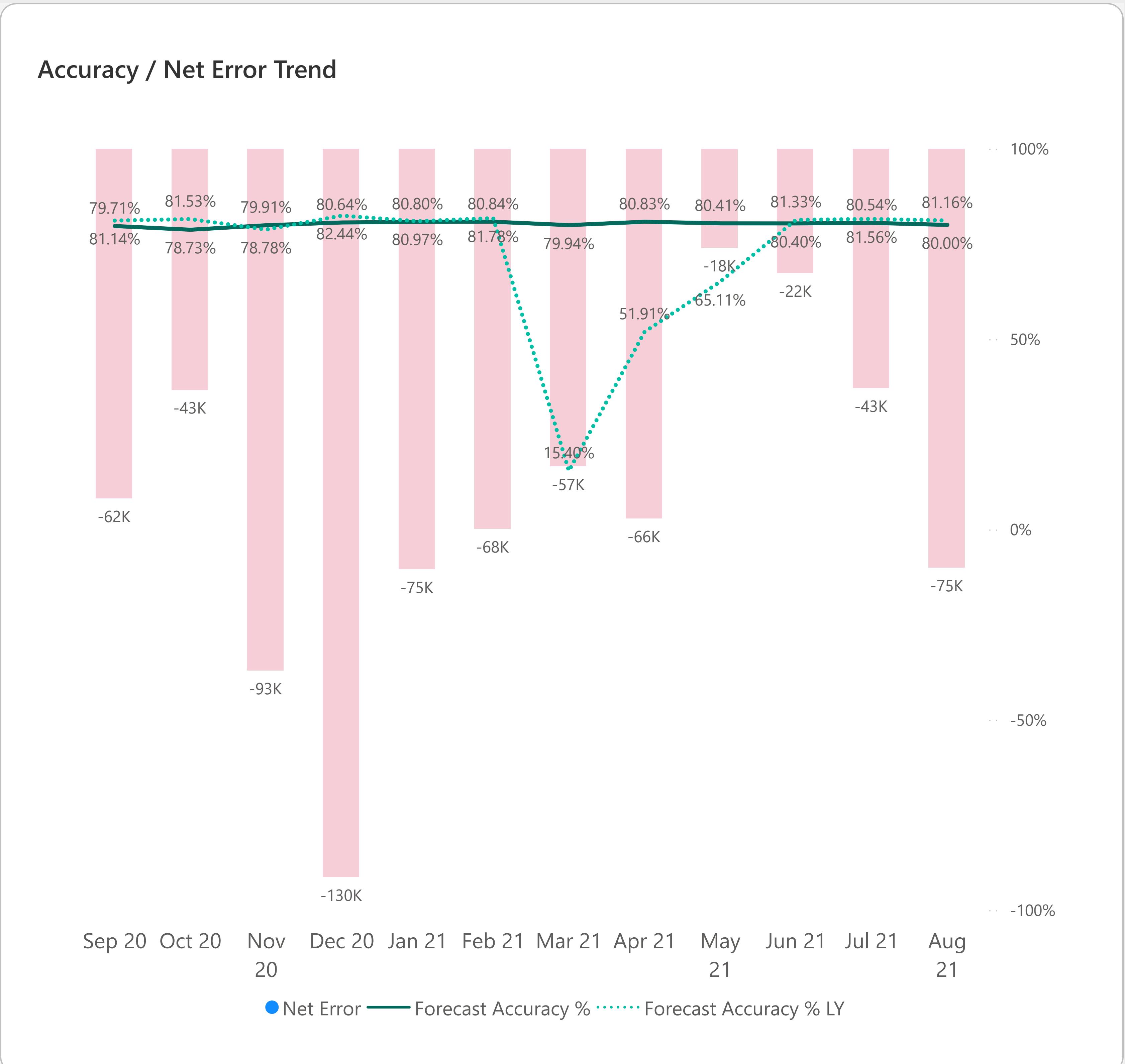
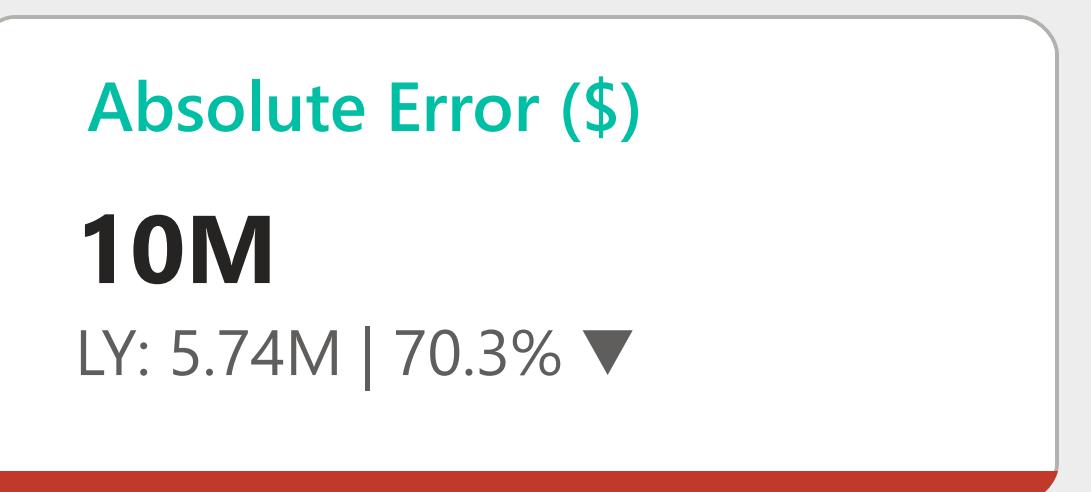
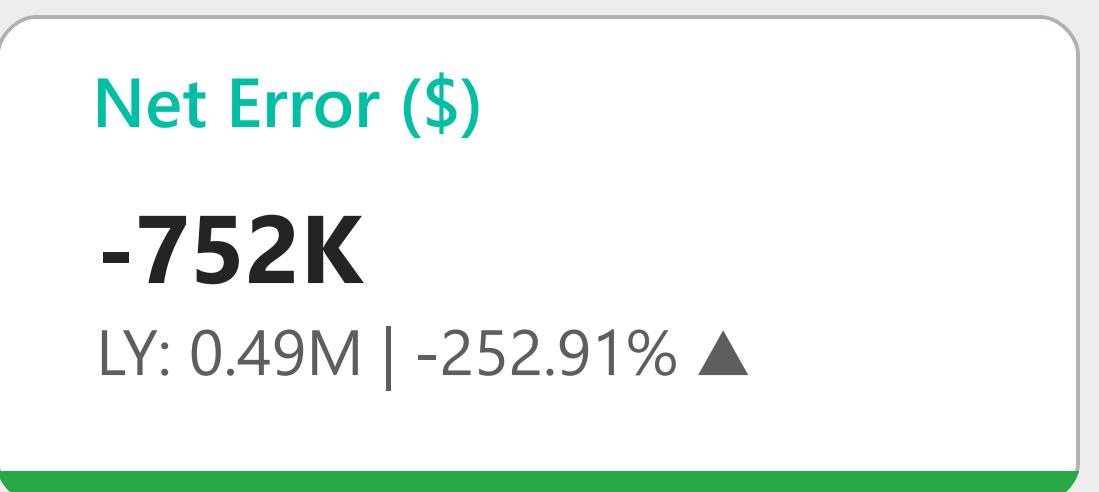
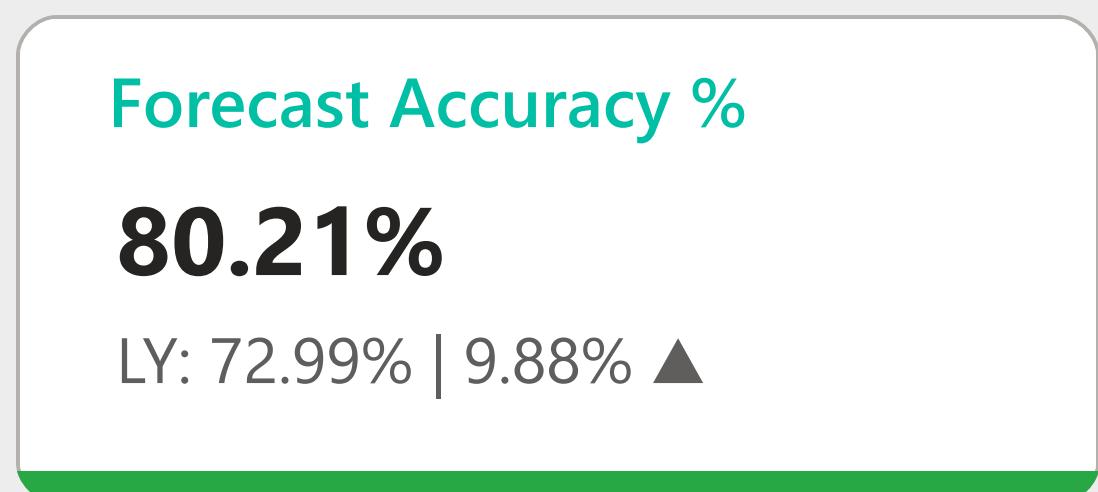
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**Key Metrics By Customer**

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
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.52%</b>	<b>OOS</b>

**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
<b>Total</b>	<b>80.21%</b>	<b>72.99%</b>	<b>-751714</b>	<b>-1.52%</b>	<b>OOS</b>



# BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



**FILTERS**

Select Benchmark (BM)

vs LY vs Target

Revenue Contribution

Division       Channel

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

region, market

All

customer

All

segment, category, product

All

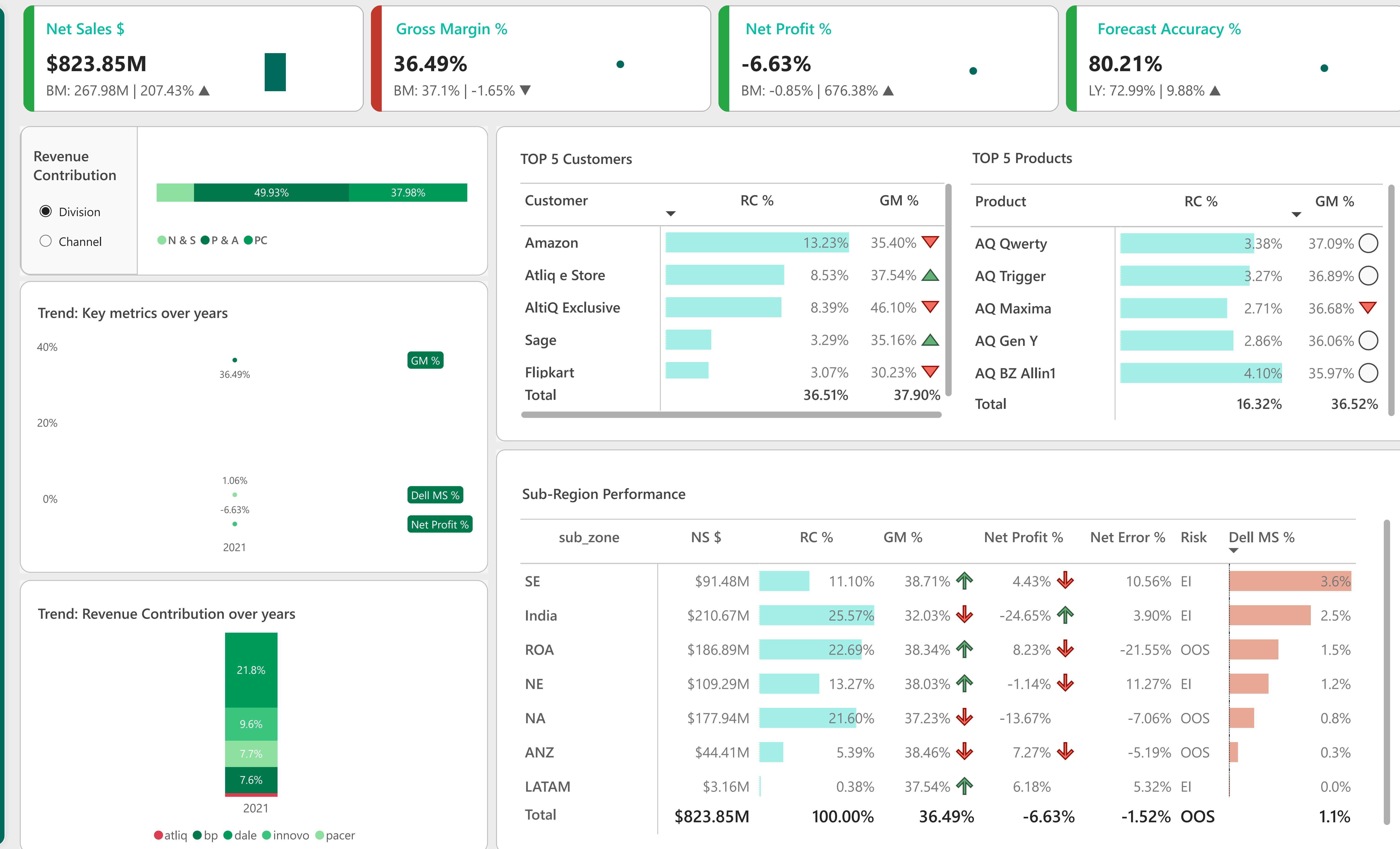
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## TRENDS

Net Sales Vs Gross Margin %

Unknown

Net Sales

\$4.97bn

Target Not Available

Net Sales

37.83%

Target Not Available

