



Business Insight 360



Saturday, 29 November, 2025

Sales data loaded until : Dec 21



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.



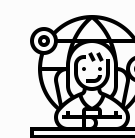
Marketing View

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

Values are in Dollars & Millions



Support



\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales (\$)

36.49%!

BM: 37.10% (-1.65%)

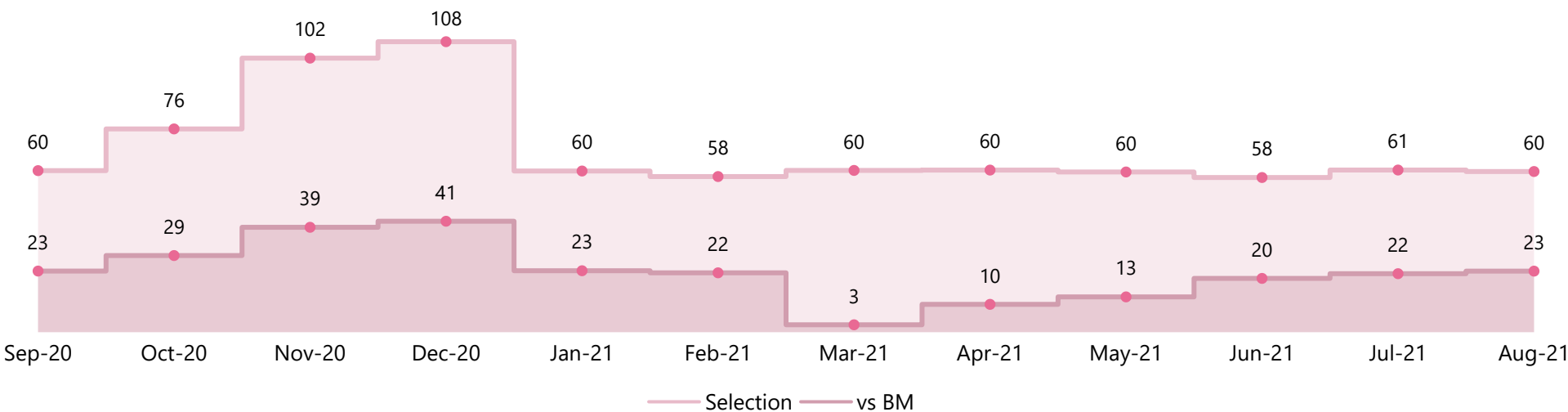
Gross Margin (%)

-6.63%!

BM: -0.85% (-676.38%)

Net Profit (%)

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

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

823.85

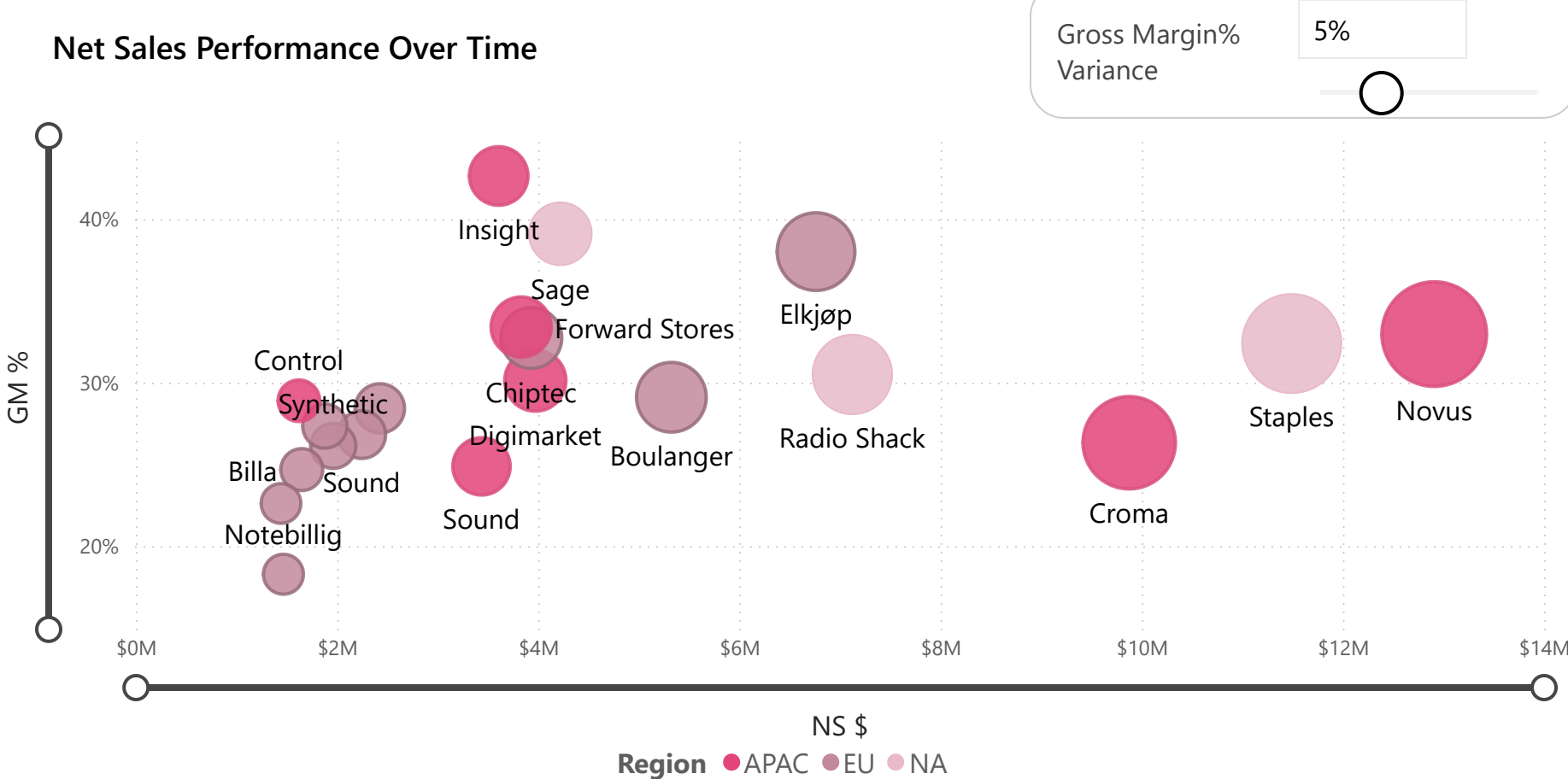
207.43

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	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



Net Sales Performance Over Time



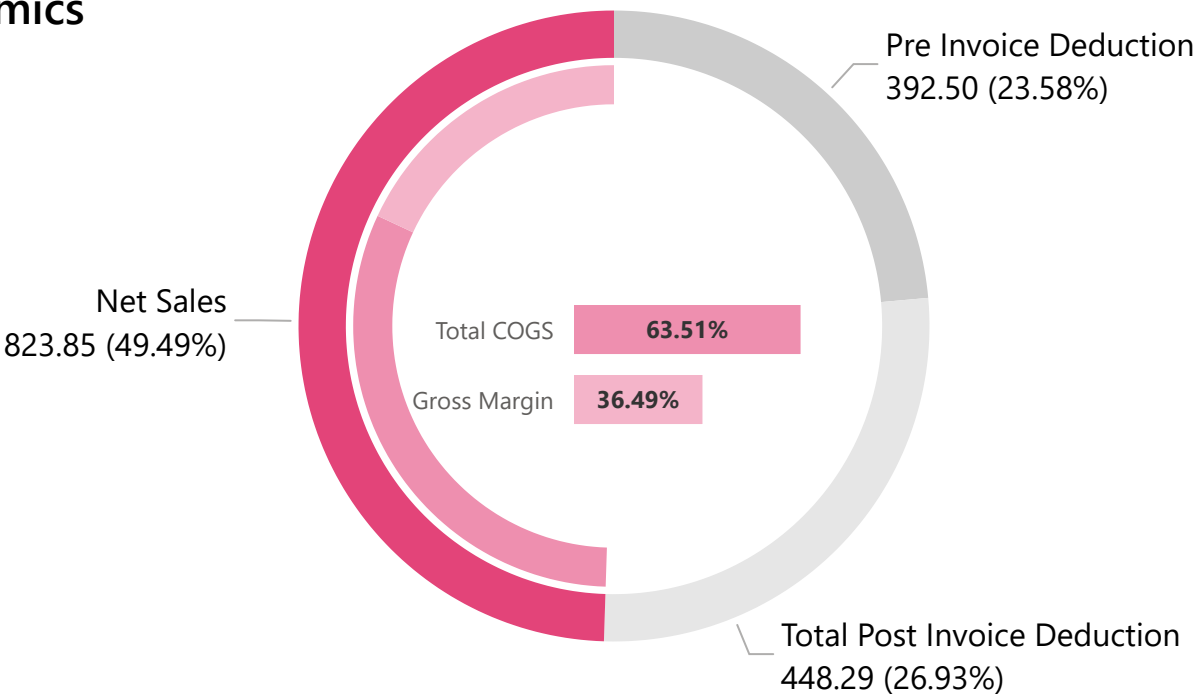
Customer Performance

Product

Customer

Customer	NS \$	GM \$	-	GM %	Δ GM %
Novus	\$12.9M	\$4.3M		32.97%	-20.13%
Staples	\$11.5M	\$3.7M		32.39%	-19.00%
Croma	\$9.9M	\$2.6M		26.32%	-26.15%
Elkjøp	\$6.8M	\$2.6M		38.02%	-12.43%
Radio Shack	\$7.1M	\$2.2M		30.50%	-18.92%
Forward Stores	\$5.3M	\$1.9M		35.03%	-16.07%
Boulanger	\$5.3M	\$1.5M		29.11%	-16.20%
Insight	\$3.6M	\$1.5M		42.65%	-10.71%
Digimarket	\$5.4M	\$1.5M		28.12%	-31.11%
Sound	\$5.7M	\$1.5M		25.65%	-45.01%
Chiptec	\$3.9M	\$1.3M		32.74%	-14.36%
Currys (Dixons Carphone)	\$2.4M	\$0.7M		28.43%	-25.32%
Integration Stores	\$1.9M	\$0.5M		27.34%	-33.01%
Billa	\$1.6M	\$0.4M		24.68%	-37.35%
Notebillig	\$1.5M	\$0.3M		18.28%	-39.50%
Total	\$84.9M	\$26.4M	2,64,15,495.70	31.13%	-22.81%

Unit Economics

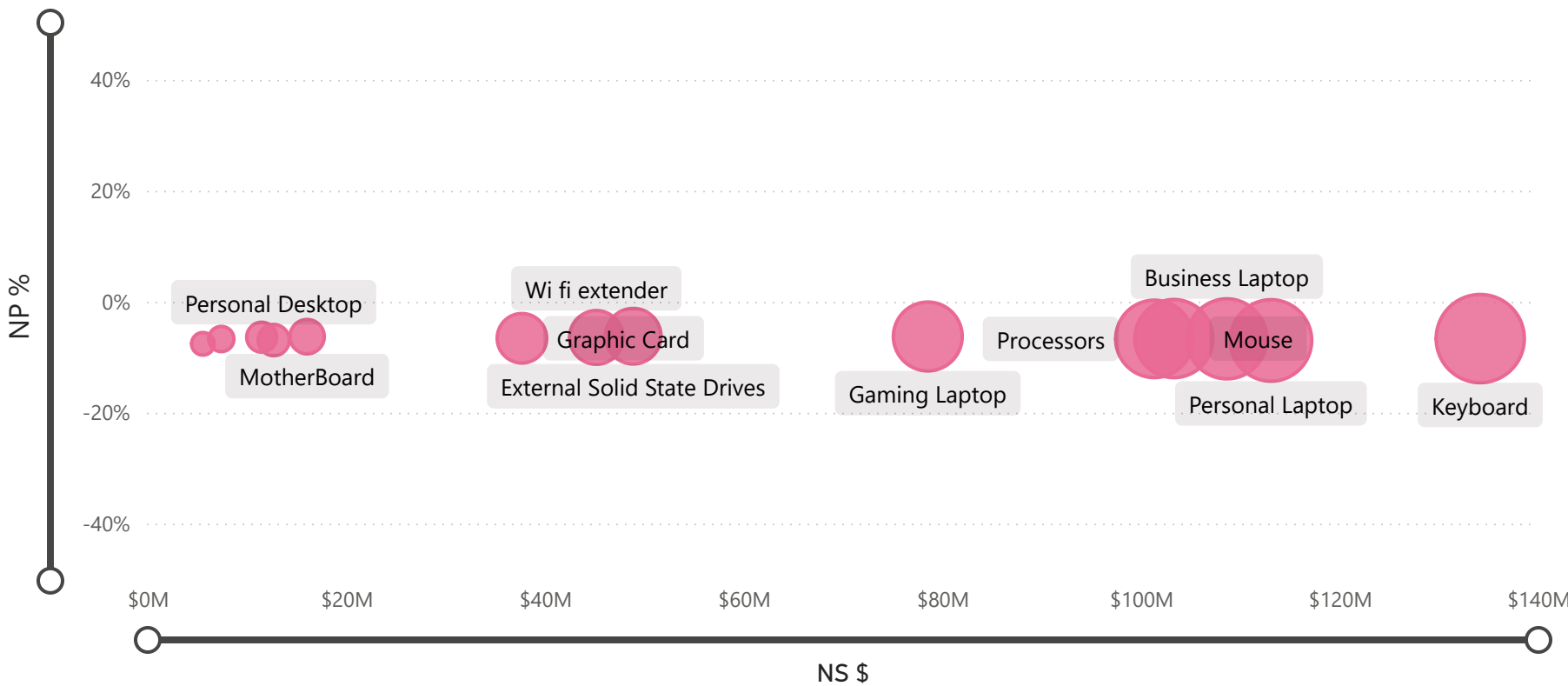




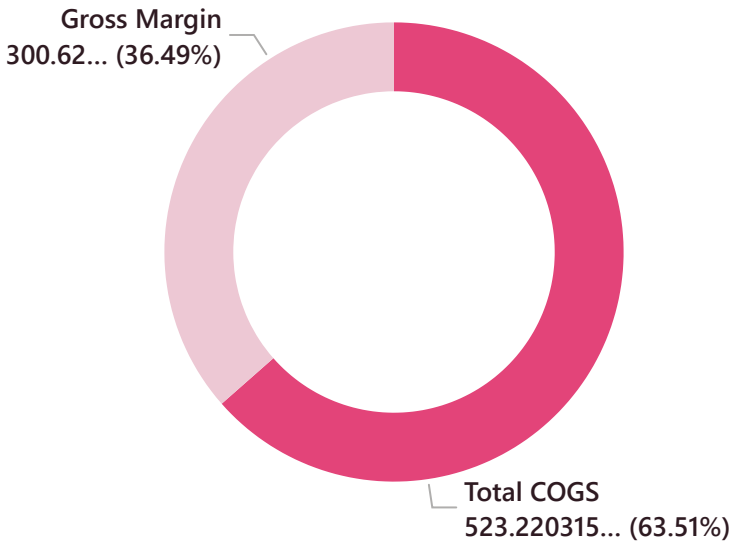
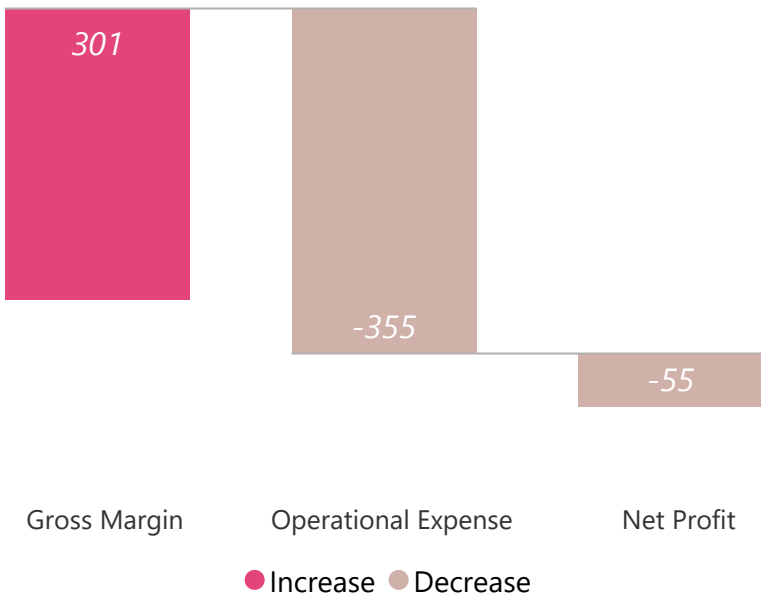
GM % & NP % Performance

GM %

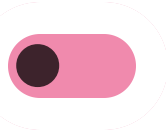
NP %



Net Sales & Gross Margin Bifurcation



Segment



Market

Category

Segment

Category	NS \$	GM %	NP \$	NP %	-	Δ NP %
USB Flash Drives	\$5.6M	35.46%	-0.42M	-7.59%		208.34%
Personal Laptop	\$113.1M	36.11%	-7.90M	-6.99%		917.00%
Personal Desktop	\$12.7M	36.70%	-0.88M	-6.92%		140.46%
Batteries	\$7.4M	36.30%	-0.50M	-6.72%		299.09%
Processors	\$101.3M	36.41%	-6.80M	-6.71%		2547.59%
Business Laptop	\$108.6M	36.37%	-7.28M	-6.70%		510.26%
Mouse	\$103.3M	36.48%	-6.87M	-6.65%		882.68%
Keyboard	\$134.1M	36.48%	-8.91M	-6.65%		601.17%
Graphic Card	\$37.7M	36.61%	-2.48M	-6.59%		524.64%
Wi fi extender	\$45.2M	36.75%	-2.91M	-6.44%		1279.37%
Internal HDD	\$11.5M	36.74%	-0.73M	-6.40%		1997.80%
MotherBoard	\$16.0M	36.85%	-1.01M	-6.30%		774.50%
Gaming Laptop	\$78.5M	36.83%	-4.92M	-6.27%		549.80%
External Solid State Drives	\$48.9M	36.90%	-3.04M	-6.22%		258.19%
Total	\$823.8M	36.49%	-54.65M	-6.63%	-6.63%	676.38%



Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Net Error (\$)

-752K

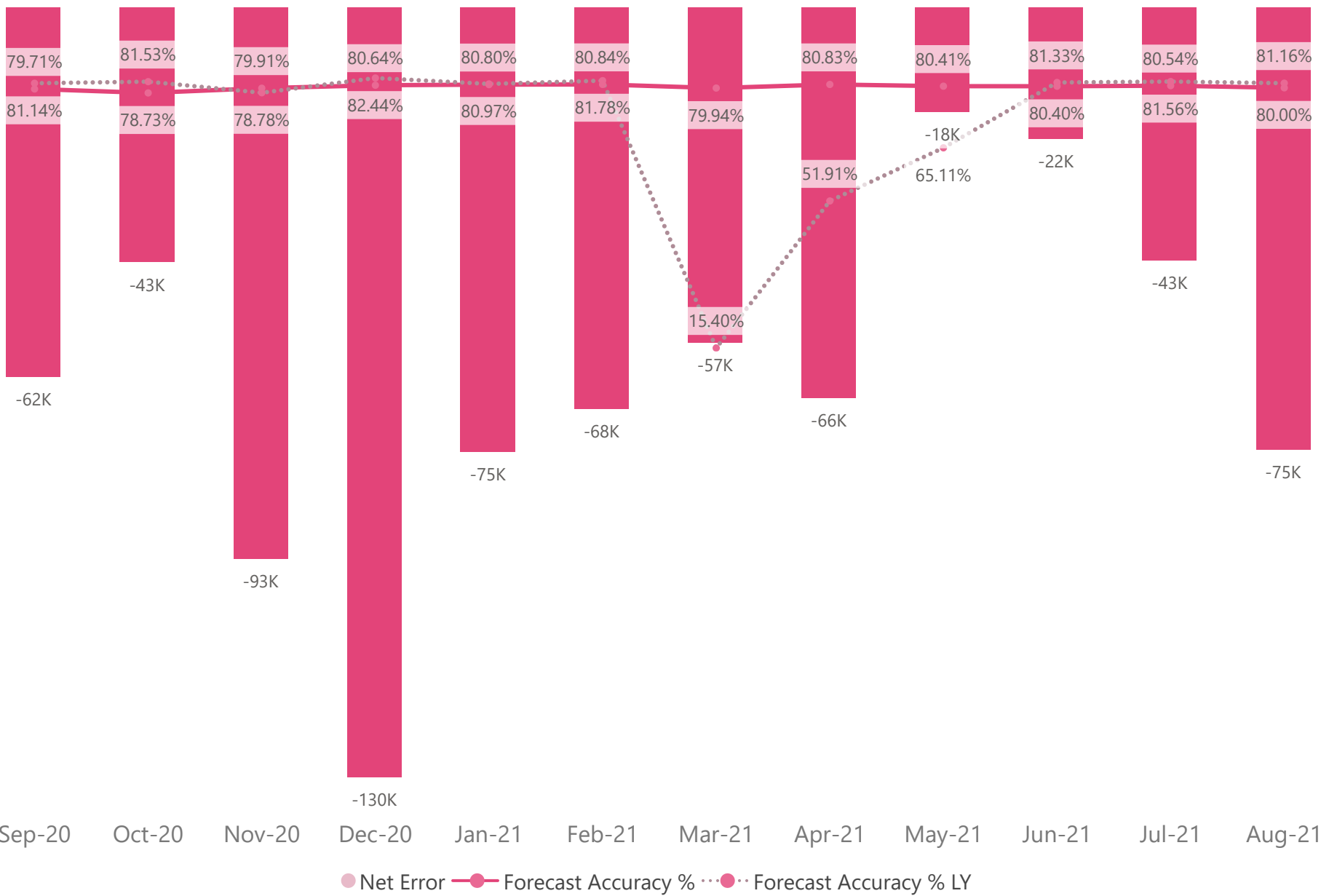
LY: 0.49M | -252.91% ▲

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
Atliq e Store	74.59%	55.24%	-95K	-2.3%	OOS
Amazon	74.54%	48.43%	-155K	-2.3%	OOS
AtliQ Exclusive	71.69%	56.65%	-189K	-4.6%	OOS
Mbit	62.34%	49.13%	51K	14.1%	EI
Euronics	60.79%	42.25%	58K	15.3%	EI
Expert	60.67%	48.84%	69K	12.0%	EI
Boulanger	58.77%	38.12%	82K	18.3%	EI
Total	80.21%	72.99%	-752K	-1.5%	OOS

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error	Net Error %	Risk
Networking	90.40%	52.50%	227K	8.2%	EI
Desktop	84.37%	70.07%	16K	11.2%	EI
Storage	83.54%	81.01%	1508K	15.8%	EI
Peripherals	83.23%	75.18%	-318K	-5.9%	OOS
Notebook	79.99%	76.65%	-51K	-4.0%	OOS
Accessories	77.66%	71.42%	-2133K	-7.1%	OOS
Total	80.21%	72.99%	-752K	-1.5%	OOS



Net Sales \$

\$823.85M

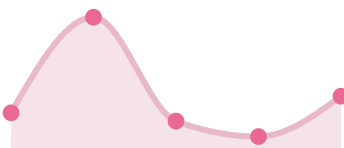
BM: 267.98M | 207.43% ▲



Gross Margin %

36.49%

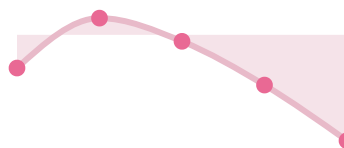
BM: 37.1% | -1.65% ▼



Net Profit %

-6.63%

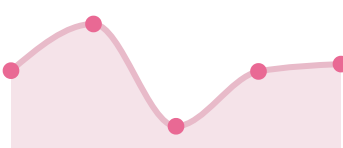
BM: -0.85% | 676.38% ▲



Forecast Accuracy %

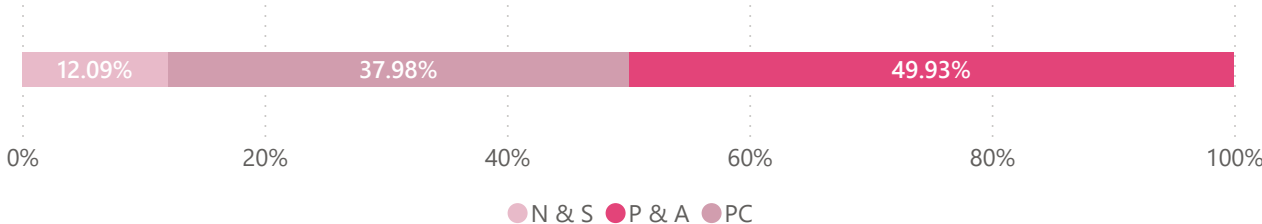
80.21%

LY: 72.99% | 9.88% ▲

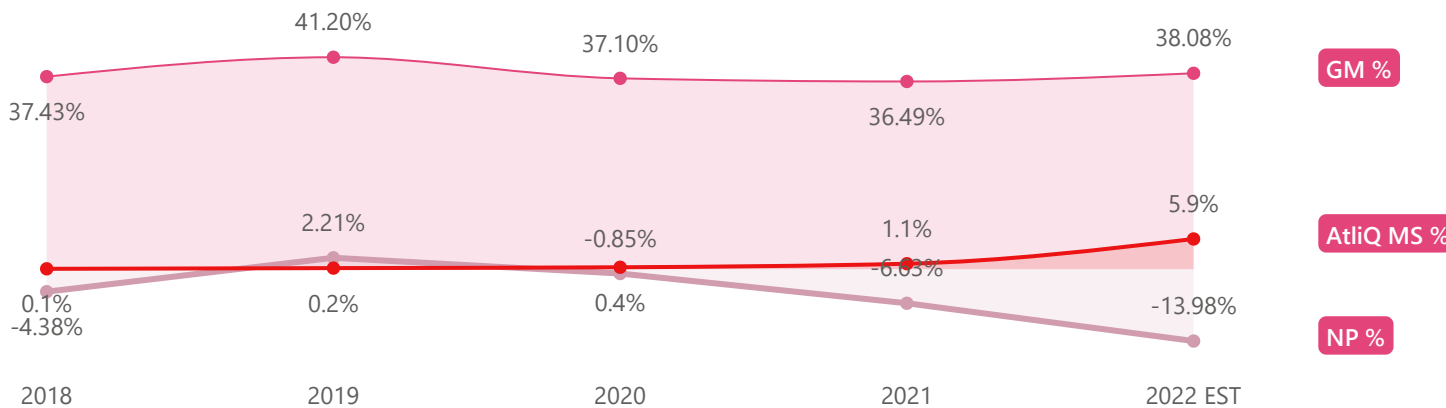


Revenue
Contribution

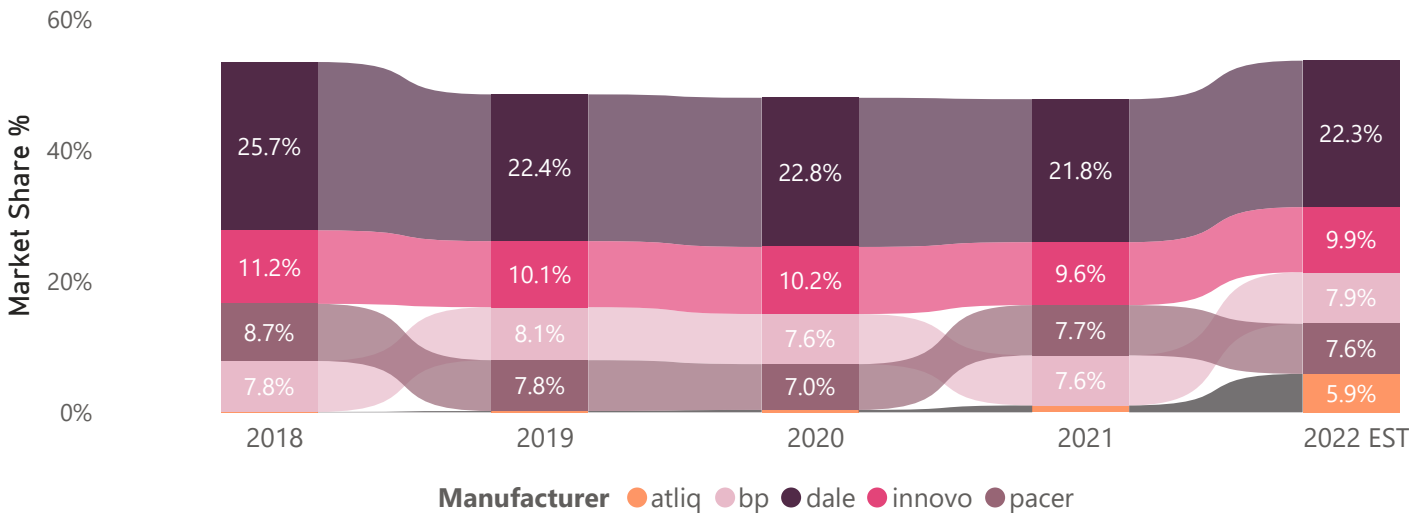
- ☒ Division
☐ Channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

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

TOP 5 Products

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

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$210.67M	25.6%	32.03% ▼	-24.65% ▲	3.9%	EI	2.5%
ROA	\$186.89M	22.7%	38.34% ▲	8.23% ▼	-21.6%	OOS	1.5%
NA	\$177.94M	21.6%	37.23% ▼	-13.67%	-7.1%	OOS	0.8%
NE	\$109.29M	13.3%	38.03% ▲	-1.14% ▼	11.3%	EI	1.2%
SE	\$91.48M	11.1%	38.71% ▲	4.43% ▼	10.6%	EI	3.6%
ANZ	\$44.41M	5.4%	38.46% ▼	7.27% ▼	-5.2%	OOS	0.3%
LATAM	\$3.16M	0.4%	37.54% ▲	6.18%	5.3%	EI	0.0%
Total	\$823.85M	100.0%	36.49%	-6.63%	-1.5%	OOS	1.1%