



Business Insight 360

Designed by: Harshal Narkhede



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...



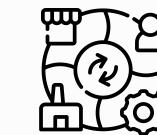
Sales View

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



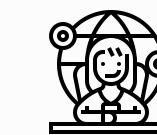
Marketing View

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%!

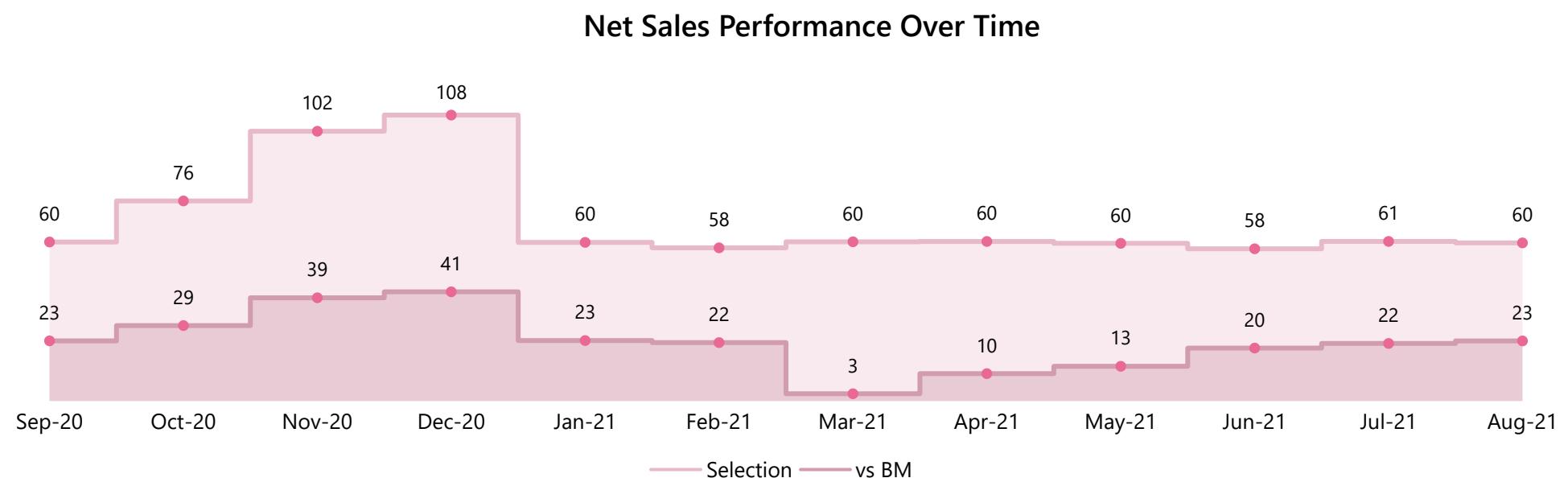
BM: 37.10% (-1.65%)

Gross Margin (%)

-6.63%!

BM: -0.85% (-676.38%)

Net Profit (%)



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

Primary Parameter

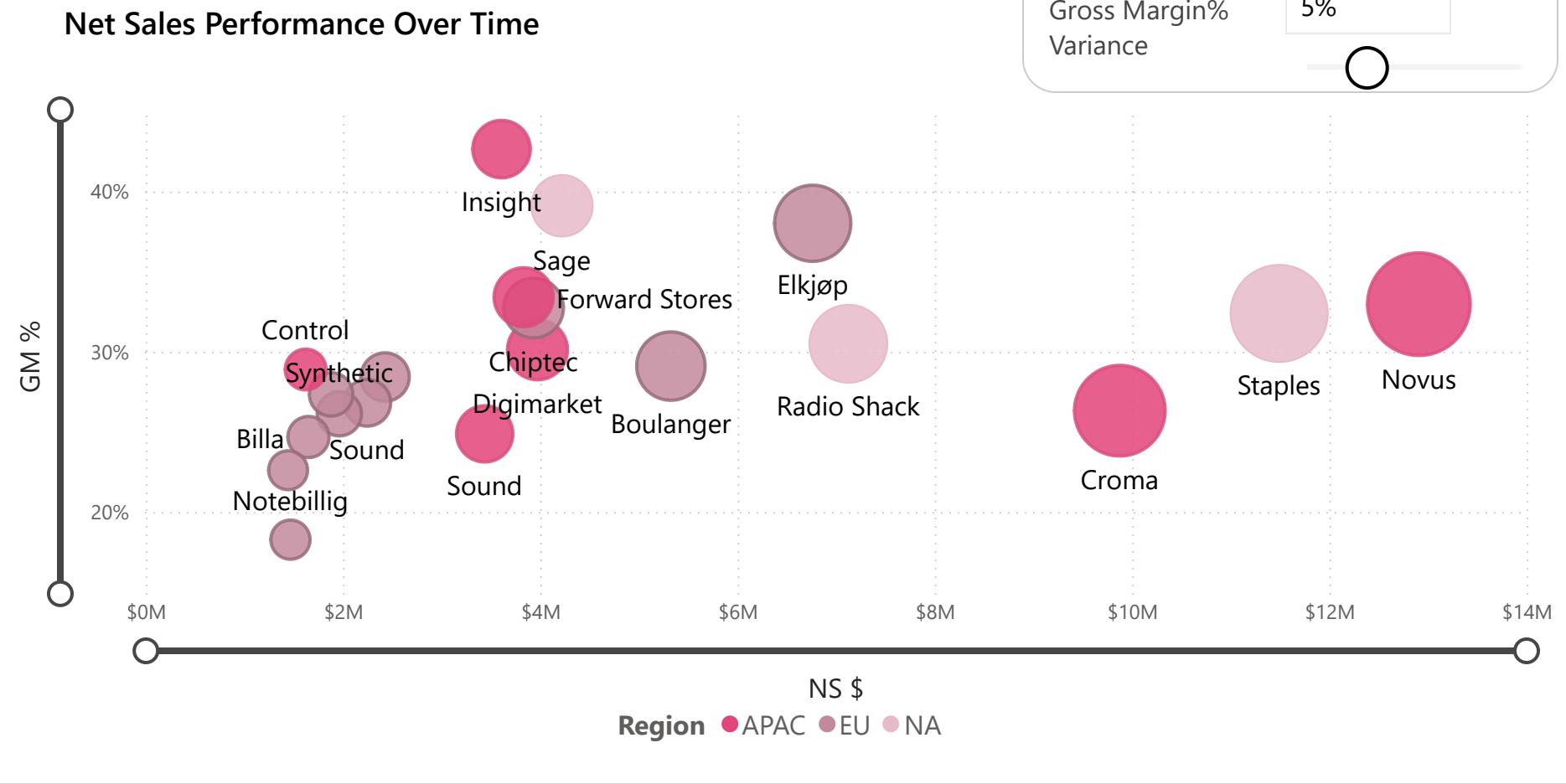
- REGION
- CATEGORY

Secondary Parameter

- MARKET
- PRODUCT

Top / Bottom Products & Customers by Net Sales

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



Customer Performance

Product Customer

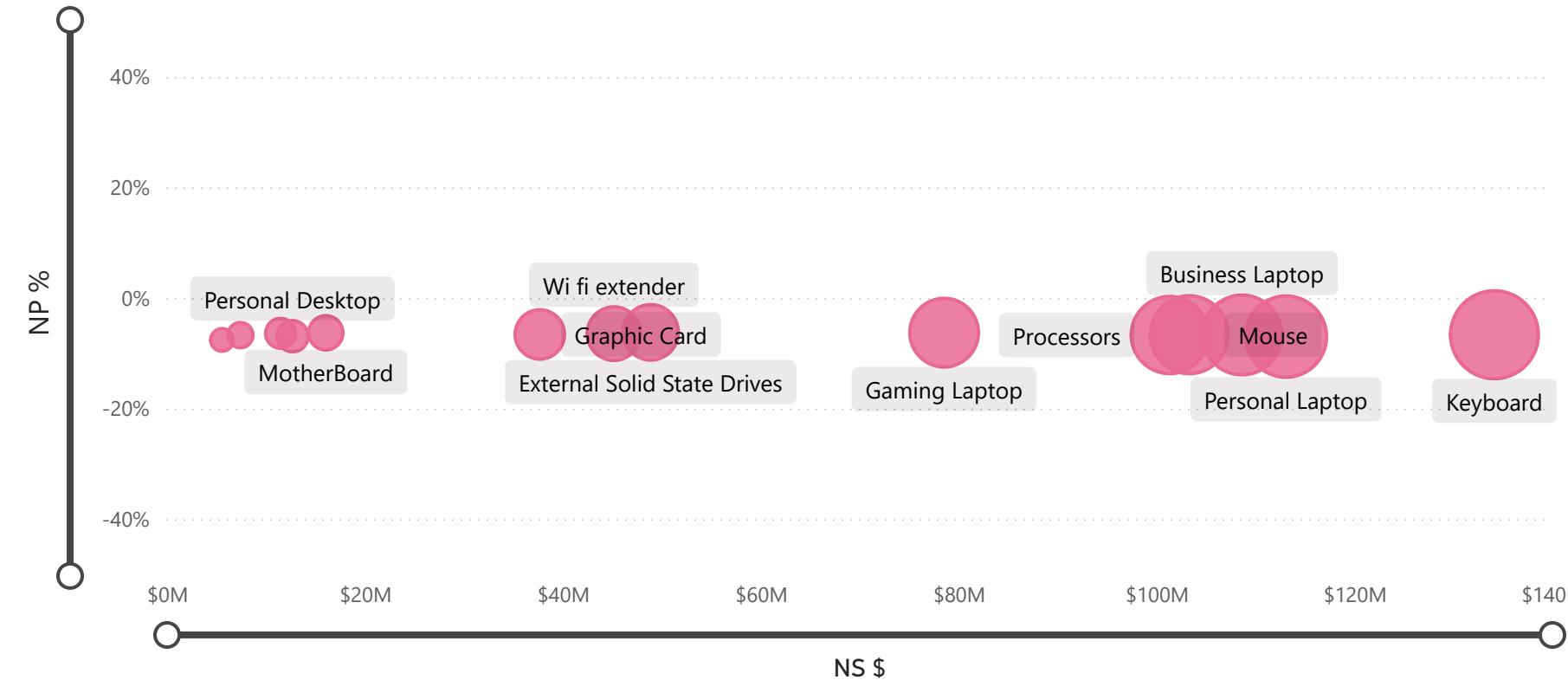
Customer	NS \$	GM \$	GM %	Δ GM %
Novus	\$12.9M	\$4.3M	32.97%	-20.13%
Staples	\$11.5M	\$3.7M	32.39%	-19.00%
Croma	\$9.9M	\$2.6M	26.32%	-26.15%
Elkjøp	\$6.8M	\$2.6M	38.02%	-12.43%
Radio Shack	\$7.1M	\$2.2M	30.50%	-18.92%
Forward Stores	\$5.3M	\$1.9M	35.03%	-16.07%
Boulanger	\$5.3M	\$1.5M	29.11%	-16.20%
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%



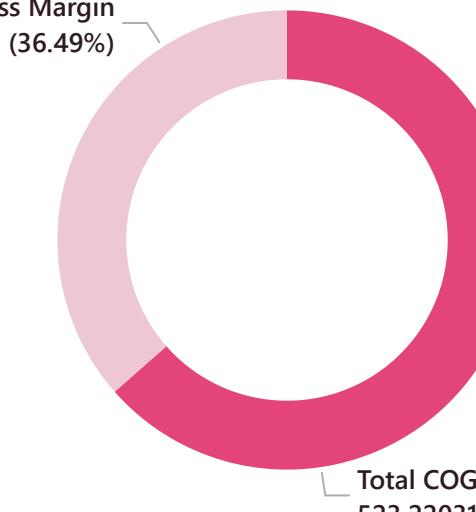
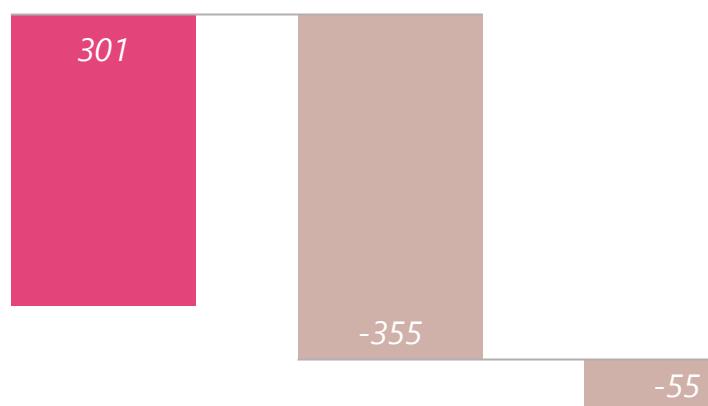
GM % & NP % Performance

GM %

NP %



Net Sales & Gross Margin Bifurcation



Total COGS
\$523.22M (63.51%)

● Increase ● Decrease

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

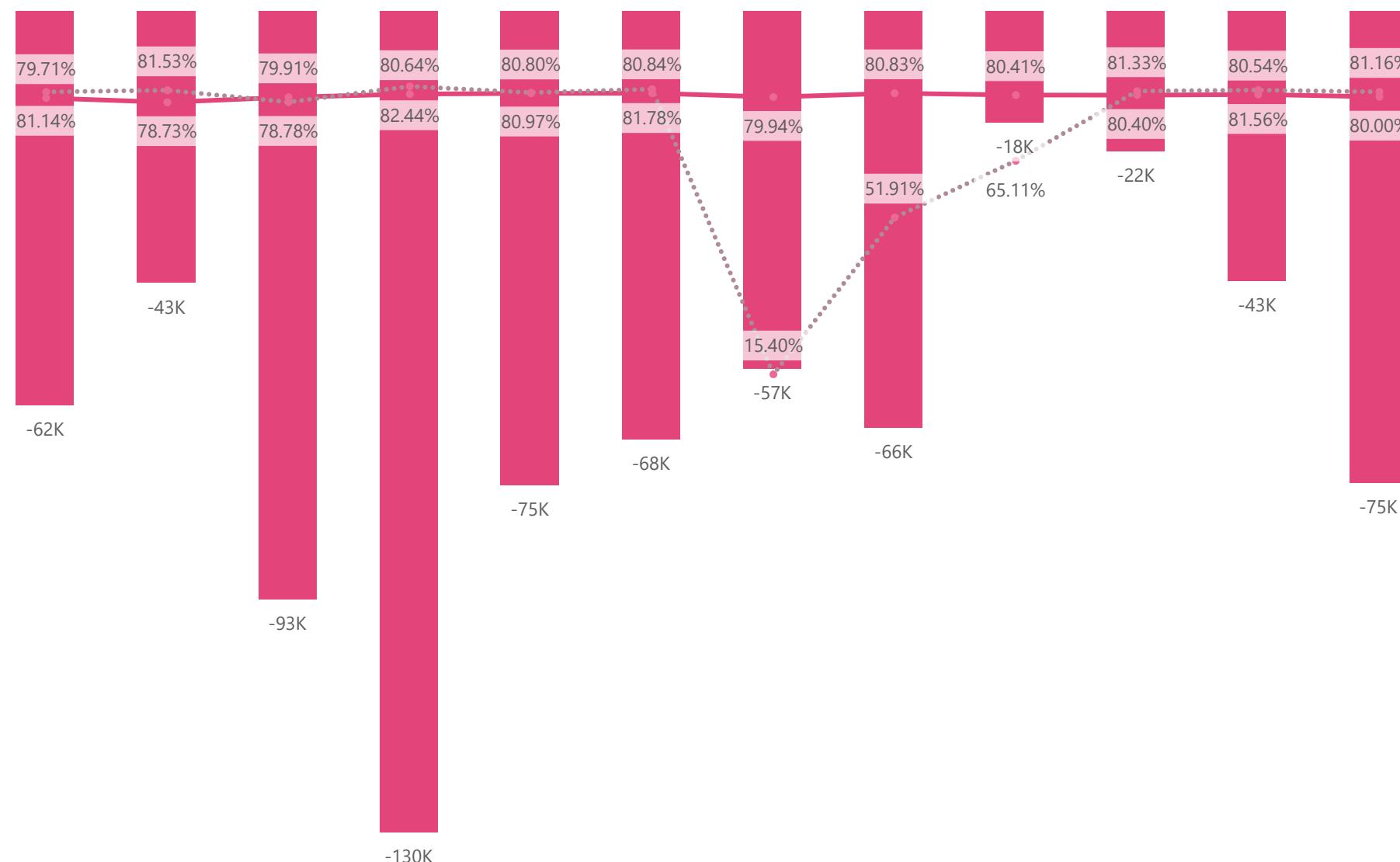
LY: 0.49M | -252.91% ▲

Absolute Error (\$)

10M

LY: 5.74M | 70.3% ▼

Accuracy / Net Error Trend



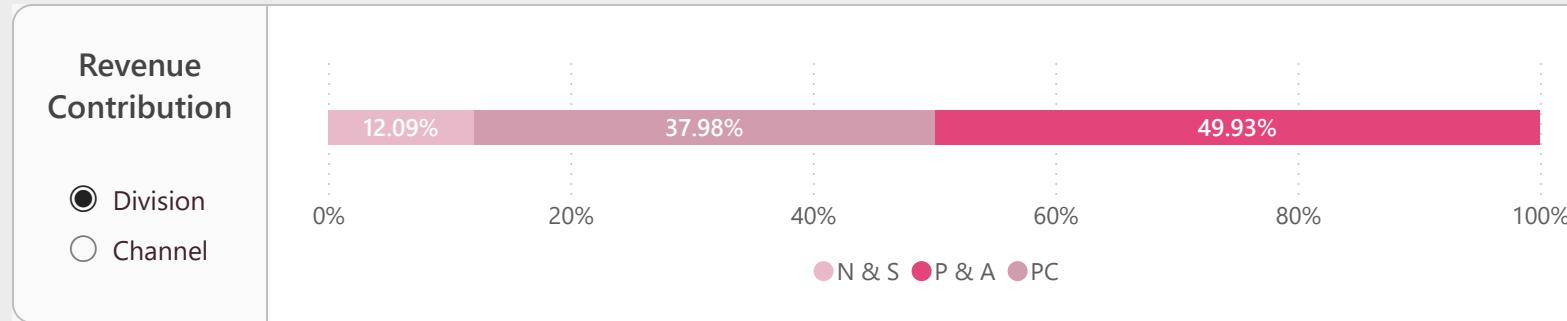
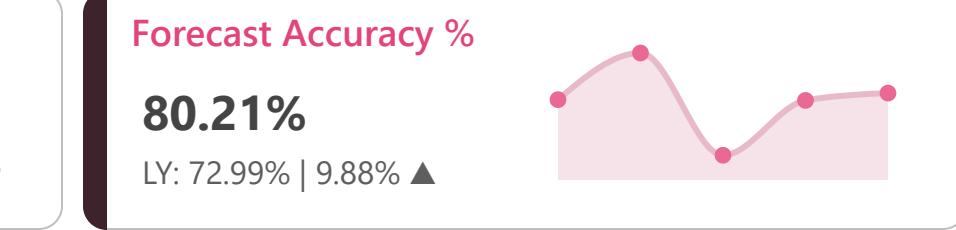
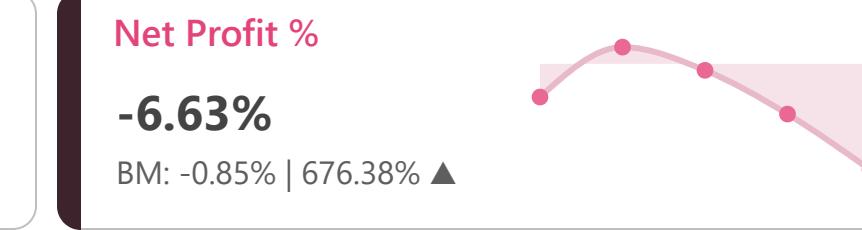
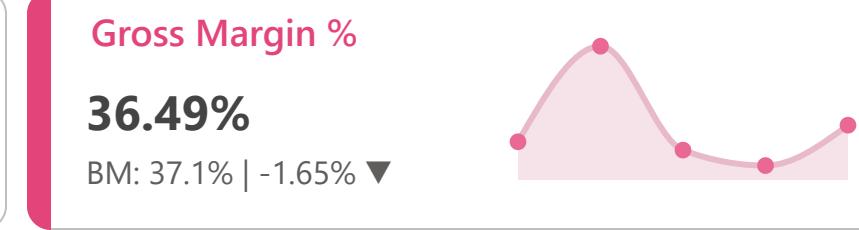
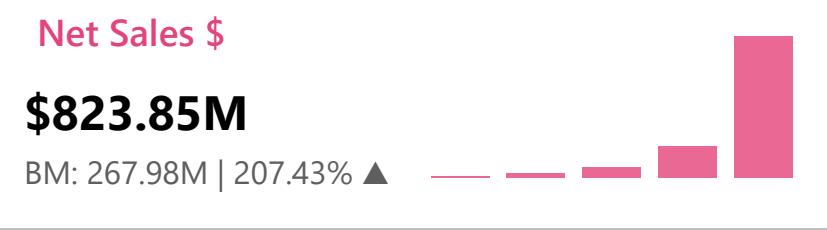
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Key Metrics By Customer

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

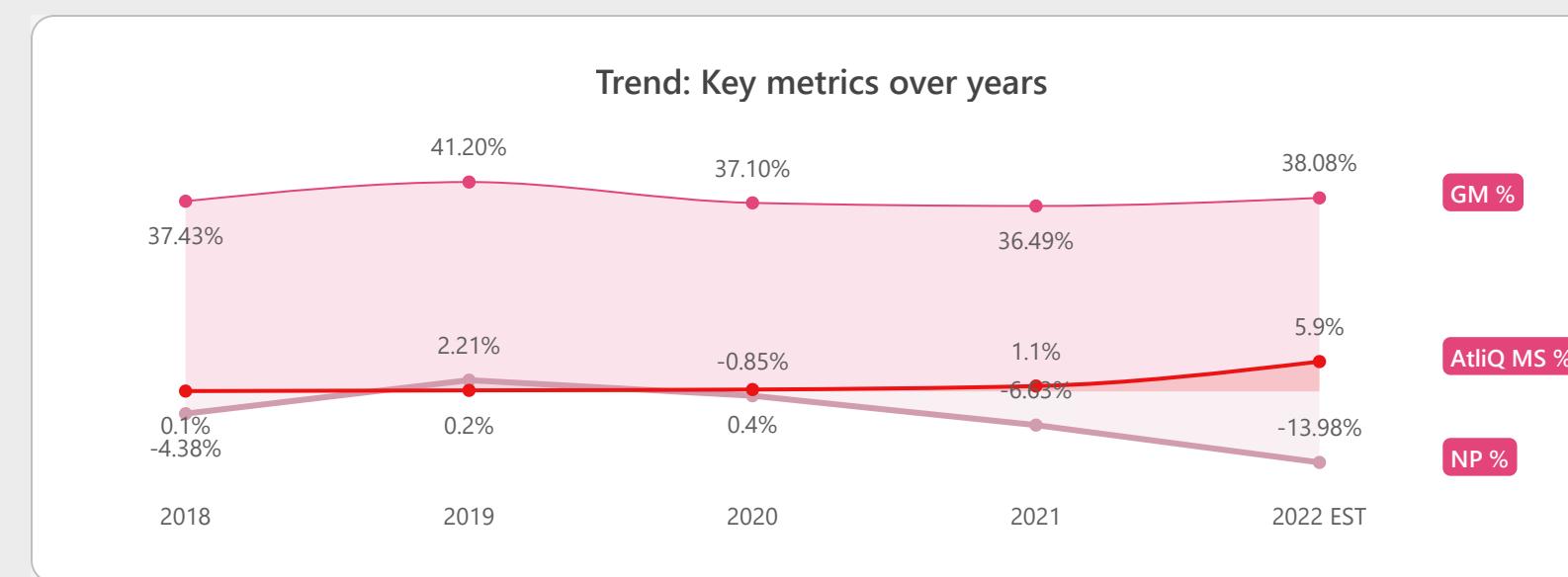
Key Metrics By Product

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						



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%

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 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%

