



Business Insights 360



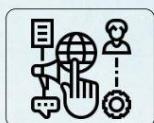
Info



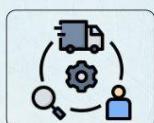
Finance



Sales



Marketing



Supply chain



Executive



Products



Support

Last data refresh : 17 July 2022

Values are in Rupees & Million

Sales data loaded until: Dec 21

Region / market ▾ Customer ▾ Product ▾

All All All 2018 2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

Net Sales: ₹ 3.74bn[▼]
BM: 823.85M (+353.5%)

Gross Margin: 38.1%[▼]
BM: 36.49% (+4.37%)

Net Profit: -13.98%[▼]
BM: -6.63% (-110.79%)

Net Sales Performance Over Time

Net Sales Performance Over Time

Selection BM

₹ 600

₹ 400

₹ 200

₹ 0

Sep 21 Oct 21 Nov 21 Dec 21 Jan 22 Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22 Aug 22

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Top Products and Customers by Net Sales

region	P & L Value	P & L Chg %
NA	₹ 1,022.09	474.40
LATAM	₹ 14.82	368.40
APAC	₹ 1,923.77	335.27
EU	₹ 775.48	286.26

segment	P & L Value	P & L Chg %
Accessories	₹ 454.10	85.46
Desktop	₹ 711.08	1,431.55
Networking	₹ 38.43	-14.89
Notebook	₹ 1,580.43	493.06
Peripherals	₹ 897.54	439.03
Storage	₹ 54.59	0.32

BM - Bench Mark. LY - Last Year

Sales by Customer

customer	customer	NS	GM	GM %
Acclaimed Stores		₹ 73.36M	29.58M	40.3%
All-Out		₹ 4.41M	1.68M	38.2%
Amazon		₹ 496.88M	182.77M	36.8%
Argos (Sainsbury's)		₹ 13.70M	5.30M	38.7%
Atlas Stores		₹ 17.14M	5.43M	31.7%
Atliq e Store		₹ 304.10M	112.15M	36.9%
Atliq Exclusive		₹ 361.12M	166.15M	46.0%
BestBuy		₹ 49.34M	22.15M	44.9%
Billa		₹ 6.82M	1.62M	23.8%
Total		₹ 3,736.17M	1,422.88M	38.1%

Sales by Market and Region

Sales by Product

segment	NS	GM	GM %
[+] Networking	₹ 38.43M	14.78M	38.5%
[+] Storage	₹ 54.59M	20.93M	38.3%
[+] Accessories	₹ 454.10M	172.61M	38.0%
[+] Desktop	₹ 711.08M	272.39M	38.3%
[+] Peripherals	₹ 897.54M	341.22M	38.0%
[+] Notebook	₹ 1,580.43M	600.96M	38.0%
Total	₹ 3,736.17M	1,422.88M	38.1%

Sales by Customer

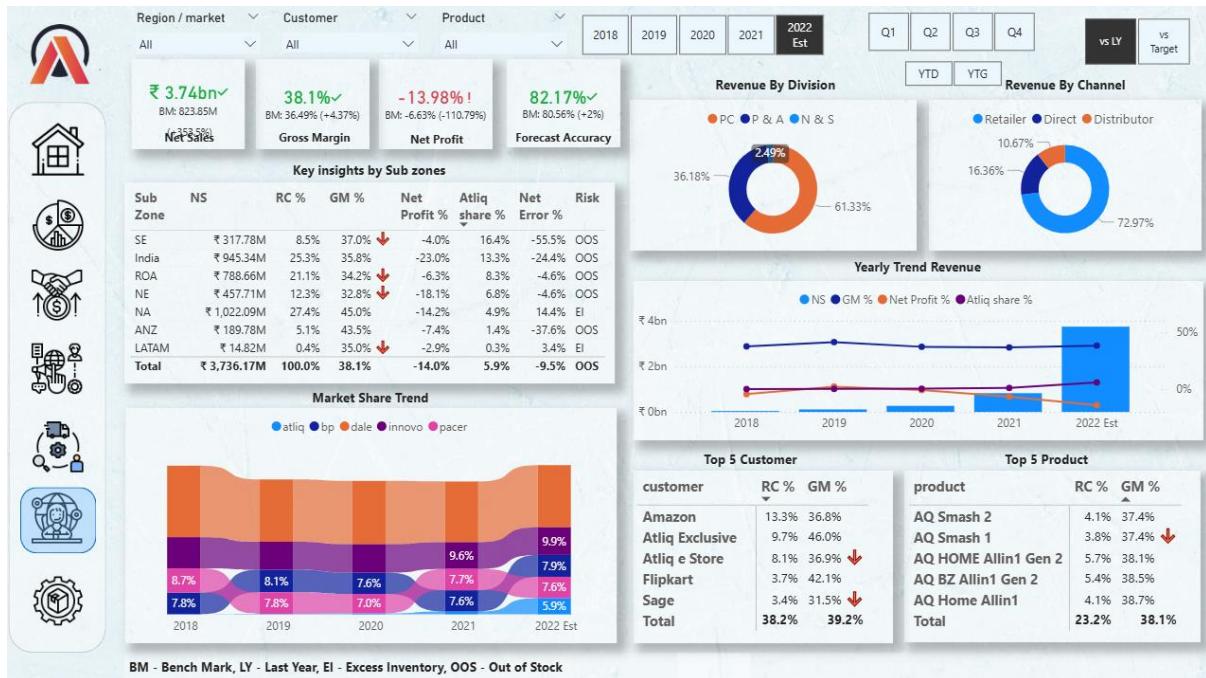
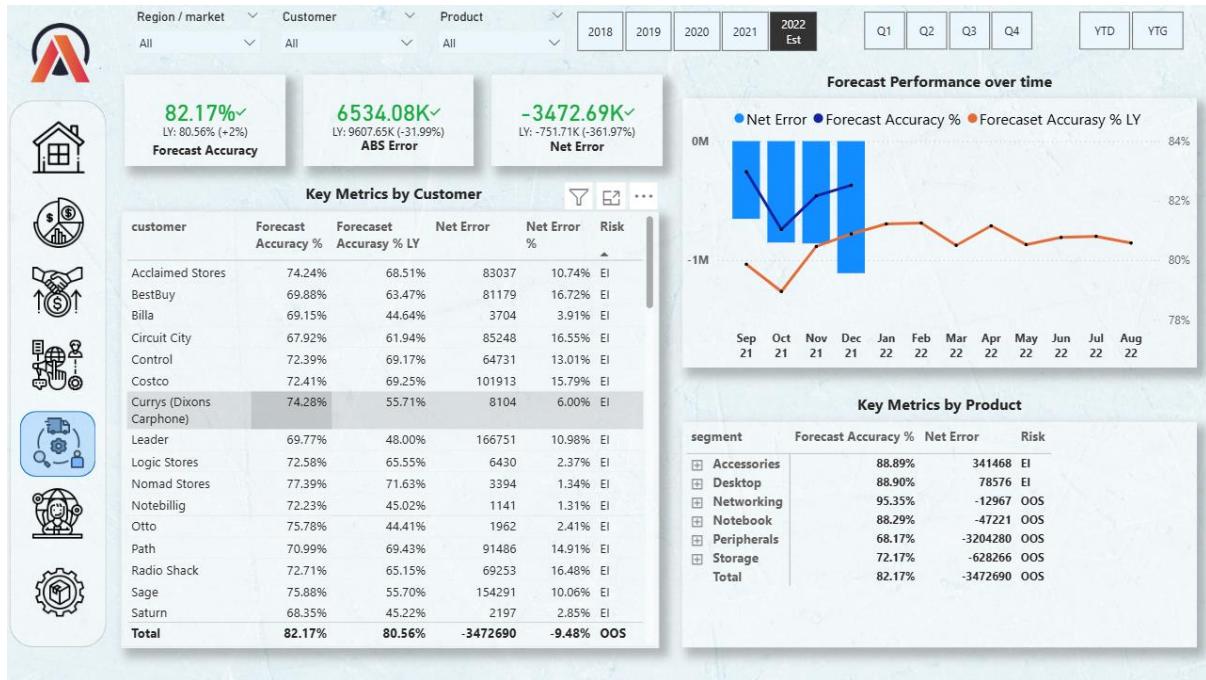
segment	NS	GM	GM %	Net Profit	Net Profit %
[+] Notebook	₹ 1,580.43M	600.96M	38.0%	-222.16M	-14.06%
[+] Gaming Laptop	₹ 619.25M	233.85M	37.8%	-88.61M	-14.31%
[+] Personal Laptop	₹ 539.83M	205.84M	38.1%	-75.38M	-13.96%
[+] Business Laptop	₹ 421.35M	161.27M	38.3%	-58.17M	-13.80%
[+] Peripherals	₹ 897.54M	341.22M	38.0%	-125.91M	-14.03%
[+] Processors	₹ 524.59M	199.79M	38.1%	-73.15M	-13.94%
[+] Graphic Card	₹ 233.69M	87.70M	37.5%	-33.95M	-14.53%
[+] MotherBoard	₹ 101.84M	39.40M	38.7%	-13.65M	-13.41%
[+] Internal HDD	₹ 37.41M	14.33M	38.3%	-5.15M	-13.78%
[+] Desktop	₹ 711.08M	272.39M	38.3%	-97.79M	-13.75%
[+] Personal Desktop	₹ 367.18M	140.79M	38.3%	-50.32M	-13.70%
[+] Business Laptop	₹ 343.89M	131.60M	38.3%	-47.47M	-13.80%
[+] Accessories	₹ 454.10M	172.61M	38.0%	-63.78M	-14.05%
[+] Keyboard	₹ 225.25M	85.98M	38.2%	-31.24M	-13.87%
Total	₹ 3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Gross Margin By Product

Sales by Region

region	NS	GM	GM %	Net Profit	Net Profit %
[+] APAC	₹ 1,923.77M	690.21M	35.9%	-281.16M	-14.62%
[+] NA	₹ 1,022.09M	459.68M	45.0%	-145.31M	-14.22%
[+] EU	₹ 775.48M	267.80M	34.5%	-95.52M	-12.32%
[+] LATAM	₹ 14.82M	5.19M	35.0%	-0.44M	-2.95%
Total	₹ 3,736.17M	1,422.88M	38.1%	-522.42M	-13.98%

Sales by Product



The dashboard displays three main tables under the heading "Overall Markets Top 5 Products based on GM% Growth", "Overall Markets Bottom 5 Products", and "Austria - Top & Bottom 5 Products based on GM% Growth".

Overall Markets Top 5 Products based on GM% Growth:

product	GM %	GM % LY	GM Growth %
AQ 5000 Series Electron 8 5900X Desktop Processor	39.3%	35.2%	4.1%
AQ BZ 101	39.2%	36.6%	2.7%
AQ Digit SSD	39.3%	36.3%	3.0%
AQ Gamer 3	39.5%	36.5%	3.0%
AQ Neuer SSD	39.2%	37.3%	1.9%

Overall Markets Bottom 5 Products:

product	GM %	GM % LY	GM Growth %
AQ Pen Drive 2 IN 1	35.4%	34.0%	1.4%
AQ Master wired x1 Ms	36.8%	36.7%	0.1%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	36.5%	37.2%	-0.7%
AQ 5000 Series Ultron 8 5900X Desktop Processor	36.2%	36.9%	-0.7%
AQ Marquee P4	36.1%	36.9%	-0.8%

Austria - Top & Bottom 5 Products based on GM% Growth:

market	Austria
Top 5 Products:	
AQ 5000 Series Electron 8 5900X Desktop Processor	30.9%
AQ Digit SSD	31.4%
AQ Gamer 3	30.9%
AQ MB Crossx	30.8%
AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	30.9%
Bottom 5 Products:	
AQ LION x2	27.6%
AQ Pen Drive 2 IN 1	25.0%
AQ 5000 Series Ultron 8 5900X Desktop Processor	27.1%
AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache	27.5%
AQ Marquee P4	26.9%

Business Insights 360

All the system data is refreshed every month on 6th
 System data such as forecast, actuals and historical forecast are received from Global database
 Non-system data such as Operational expenses, target and Market share are refreshed on request
 For FAQ, msg to @Naveen in Teams

Last data refresh : 17 July 2022 Values are in Dollars & Million Sales data loaded until: Dec 21