



# Business Insights 360



Monday, 10 February, 2025



Sales data loaded until : Dec 21

Values are in Dollars & Millions

Designed By Joyeta



## 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.



## Key Performers View:

Analyze the performance of top 5 markets, its most profitable and least profitable products.

FILTERS



Benchmarks

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

Region, Market

All

Customer

All

Product

All

Abbreviations:

BM = Benchmark | LY = Last Year  
NS = Net Sales | GM = Gross Margin  
NP = Net Profit | Chg = Change  
YTD = Year to Date  
YTG = Year to Go

All values in Million \$

NS \$ **\$3.74bn**

BM: 823.85M **(+353.5%) ▲**

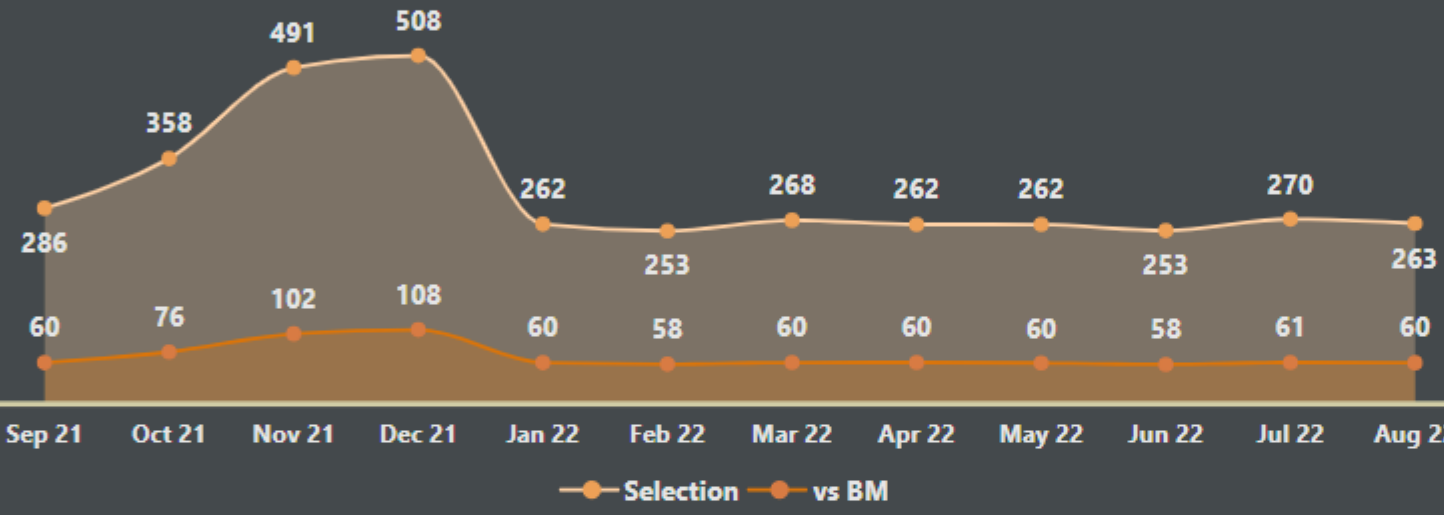
GM % **38.08%**

BM: 36.49% **(+4.37%) ▲**

NP % **-13.98%**

BM: -6.63% **(-110.79%) ▼**

Net Sales Performance Over Time



Top/Bottom Products & Customers by Net Sales

Region	Values	Chg %
APAC	1,923.77	335.27
NA	1,022.09	474.40
EU	775.48	286.26
LATAM	14.82	368.40
Total	3,736.17	353.50

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 Expense	-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

FILTERS

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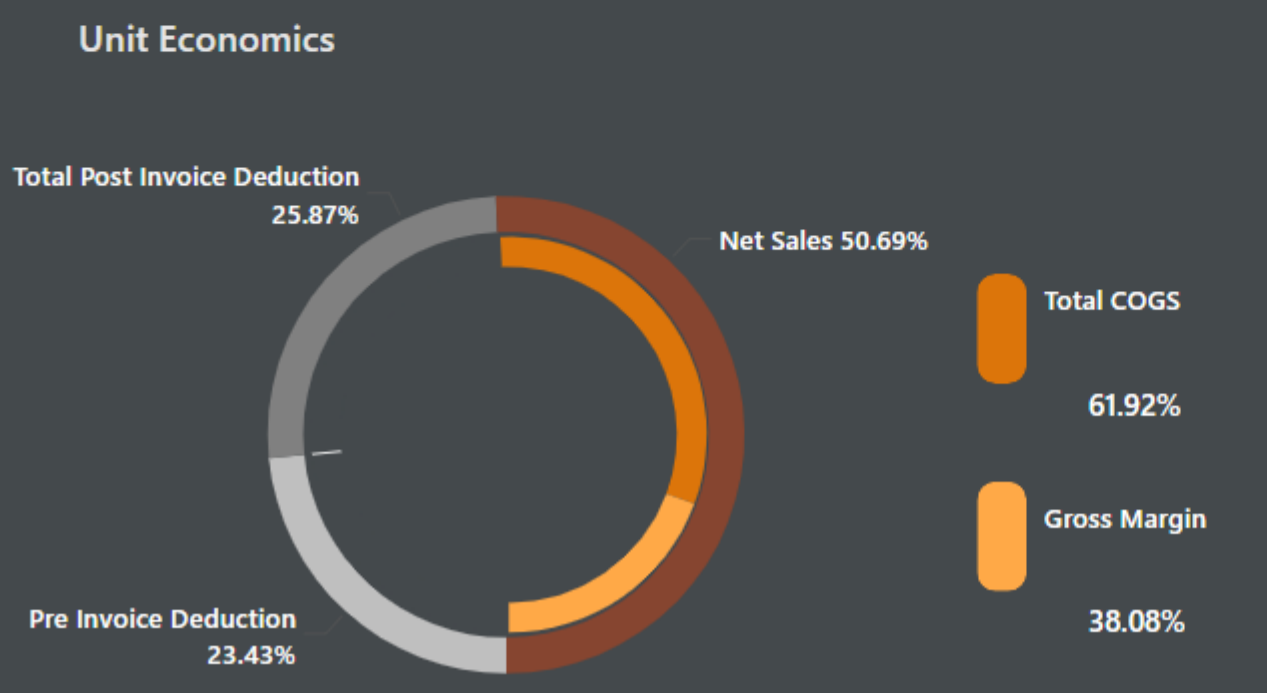
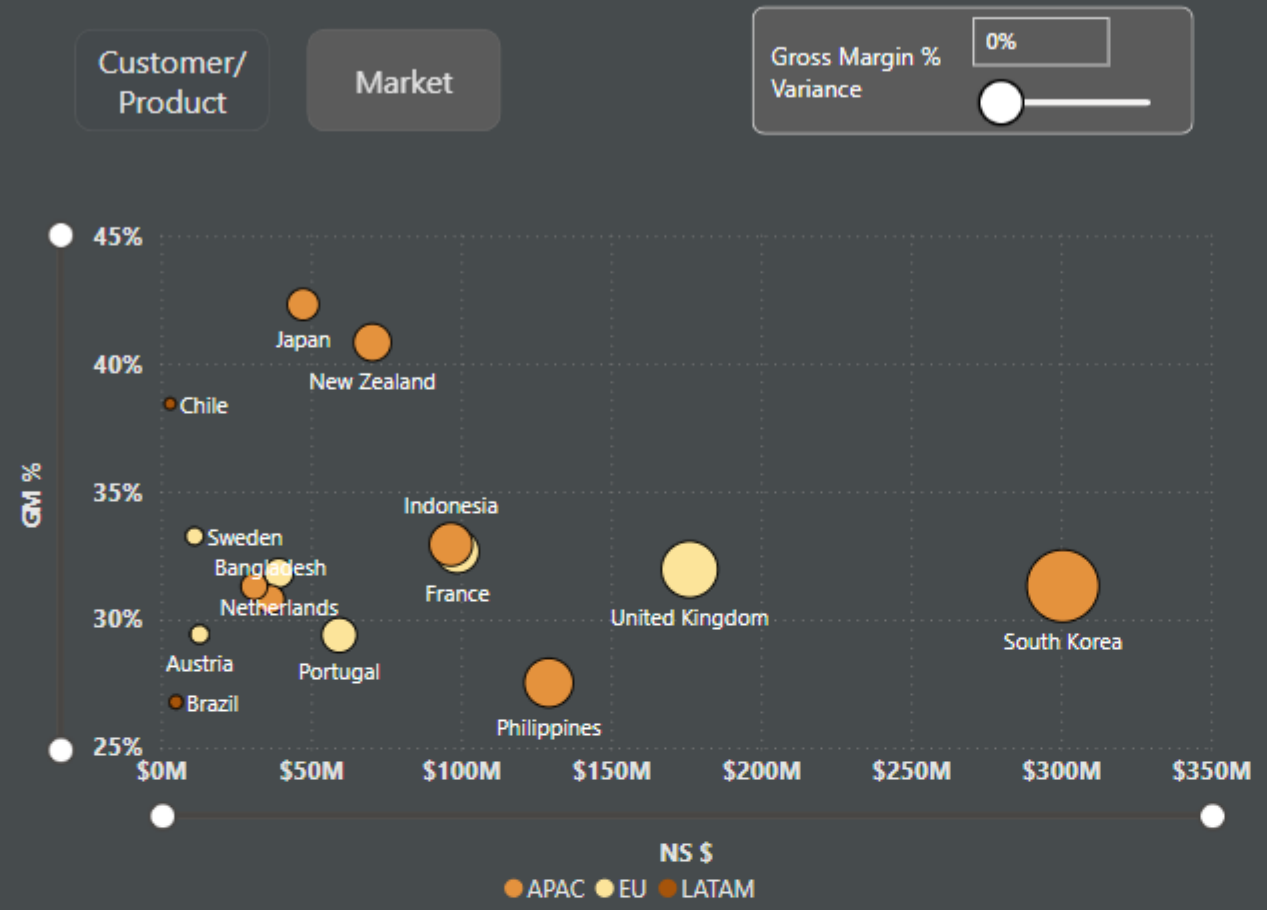
Δ GM % = Gross Margin % Change

COGS = Cost of Goods Sold

YTD = Year to Date

YTG = Year to Go

All values in Million \$




Customer Performance

Customer

Product

Customer	NS \$	GM \$		GM %	Δ GM %
Amazon	\$496.88M	\$182.77M		36.78%	3.92%
AtliQ Exclusive	\$361.12M	\$166.15M		46.01%	5.22%
AtliQ e Store	\$304.10M	\$112.15M		36.88%	-1.77%
Flipkart	\$138.49M	\$58.37M		42.14%	39.39%
Sage	\$127.86M	\$40.31M		31.53%	-10.32%
Leader	\$117.32M	\$36.02M		30.70%	-9.73%
Neptune	\$105.69M	\$49.36M		46.70%	13.43%
Ebay	\$91.60M	\$33.06M		36.09%	-0.02%
Acclaimed Stores	\$73.36M	\$29.58M		40.32%	11.44%
Walmart	\$72.41M	\$33.06M		45.66%	20.33%
Electricalslytical	\$68.05M	\$25.34M		37.24%	-1.65%
Electricalsociety	\$67.76M	\$24.41M		36.03%	3.45%
Staples	\$64.20M	\$24.99M		38.92%	20.15%
Costco	\$61.81M	\$24.15M		39.07%	4.22%
Propel	\$61.59M	\$23.03M		37.38%	-1.01%
Path	\$59.32M	\$25.81M		43.50%	7.99%
Vijay Sales	\$55.13M	\$20.93M		37.96%	30.89%
Reliance Digital	\$54.57M	\$20.85M		38.21%	6.24%
Total	\$3,736.17M	\$1,422.88M		38.08%	4.37%

FILTERS

2019202020212022 Est

Q1Q2Q3Q4

YTDYTG

Region, Market

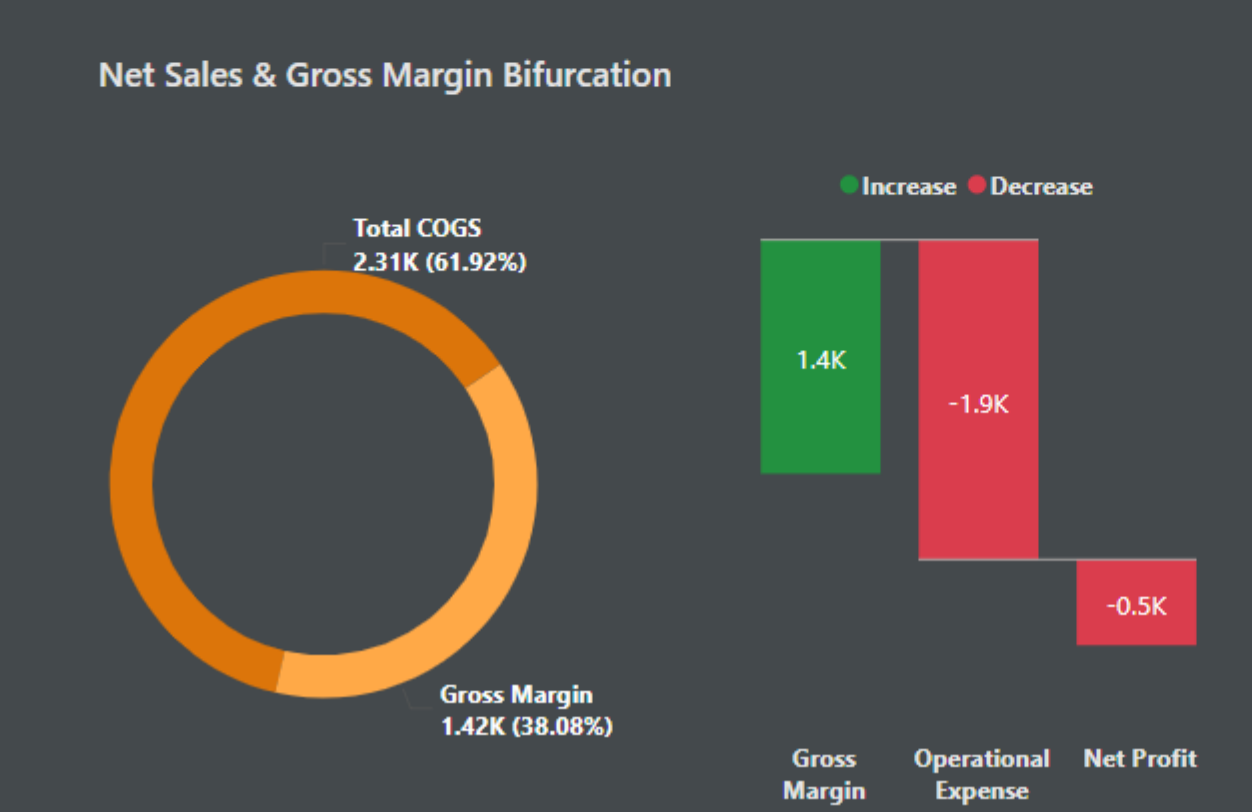
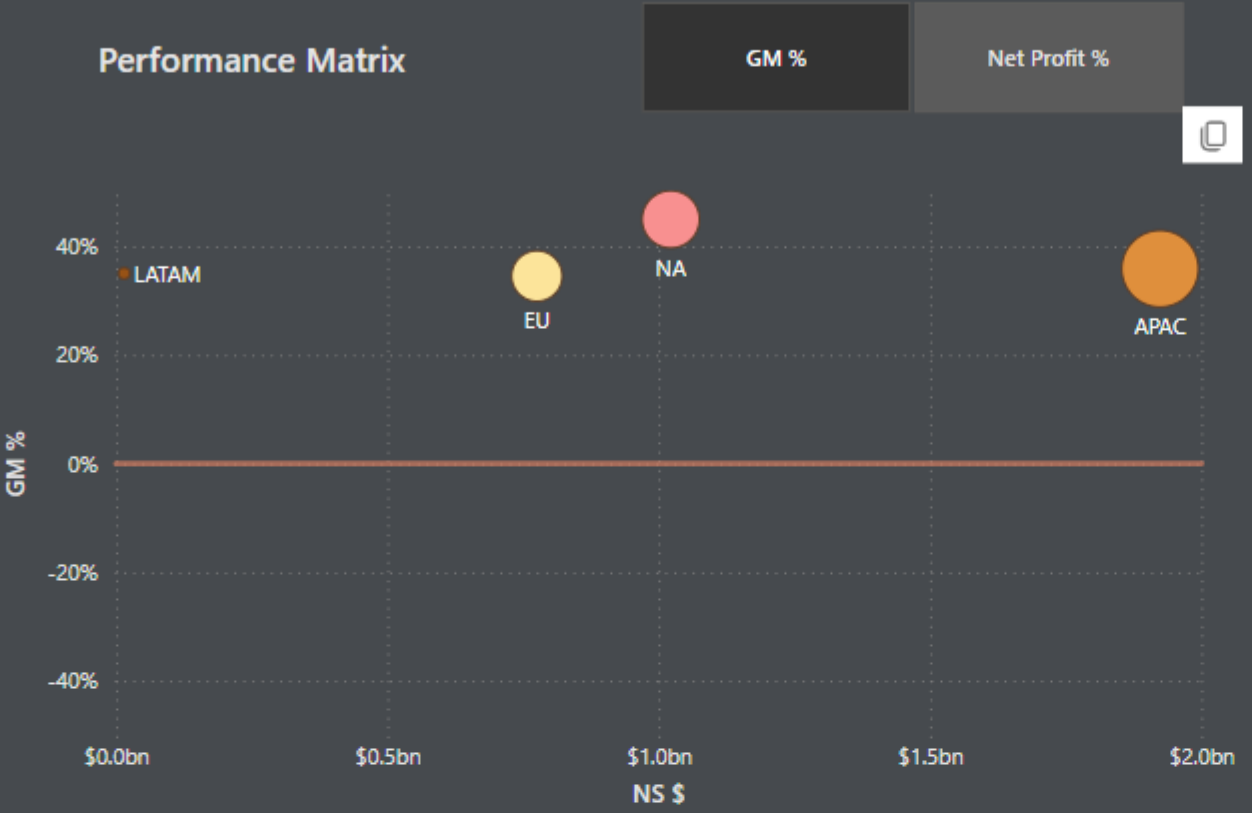
All

Customer

All

Product

All



Segment

Segment

Market

Region	NS \$	GM %	NP \$	NP %	Δ NP %
APAC	\$1,923.77M	35.88%	(\$281.16M)	-14.62%	-93.80%
NA	\$1,022.09M	44.97%	(\$145.31M)	-14.22%	-4.02%
EU	\$775.48M	34.53%	(\$95.52M)	-12.32%	-981.40%
LATAM	\$14.82M	35.02%	(\$0.44M)	-2.95%	-147.74%
Total	\$3,736.17M	38.08%	(\$522.42M)	-13.98%	-110.79%



BUSINESS INSIGHT 360

FINANCE

SALES

MARKETING

SUPPLY CHAIN

EXECUTIVE

KEY PERFORMERS

HOME

FILTERS

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Abbreviations:

LY = Last Year

FCA = Forecast Accuracy

OOS = Out of Stock

EI = Excess Inventory

YTD = Year to Date

YTG = Year to Go

Values are in Thousands

Forecast Accuracy %

81.17%

LY: 80.21% (+1.2%)▲

Net Error

-3472.69K

LY: -751.71K (-361.97%)▼

ABS Error

6899.04K

LY: 9780.74K (-29.46%)▲

Accuracy / Net Error Trend

81.50%

79.83%

81.57%

81.53%

-652.55K

-851.50K

-859.27K

-1109.37K

Sep 21

Oct 21

Nov 21

Dec 21

Jan 22

Feb 22

Mar 22

Apr 22

May 22

Jun 22

Jul 22

Aug 22

● Net Error

— Forecast Accuracy %

·····▲····· Forecast Accuracy % LY

Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ e Store	74.22%	74.59%	-295K	-9.65%	OOS
Amazon	73.79%	74.54%	-465K	-9.22%	OOS
AtliQ Exclusive	70.35%	71.69%	-359K	-11.91%	OOS
Expert	62.93%	60.67%	-26K	-6.75%	OOS
Acclaimed Stores	57.74%	50.69%	83K	10.74%	EI
Electricalsbea Stores	55.74%	51.56%	-6K	-9.56%	OOS
Mbit	55.40%	62.34%	-43K	-22.29%	OOS
Araos (Sainsburv's)	54.78%	56.08%	-23K	-17.60%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS

Key Metrics By Product

Category	FCA %	FCA % LY	Net Error	Net Error %	Risk
Batteries	55.82%	85.08%	-921K	-44.18%	OOS
Processors	59.17%	83.10%	-908K	-40.83%	OOS
External Solid State Drives	62.27%	79.90%	-653K	-37.73%	OOS
Graphic Card	66.50%	91.22%	-1547K	-33.50%	OOS
Gaming Laptop	75.00%	84.95%	-180K	-25.00%	OOS
MotherBoard	75.42%	74.83%	-523K	-24.58%	OOS
Total	81.17%	80.21%	-3473K	-9.48%	OOS

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**Abbreviations:**  
BM = Benchmark | LY = Last Year  
NS = Net Sales | GM = Gross Margin  
RC = Revenue Contribution  
MS = Market Share  
OOS = Out of Stock | EI = Excess Inventory  
YTD = Year to Date  
YTG = Year to Go  
All values in Million \$

Net Sales \$

\$3.74bn

BM: 823.85M (+353.5%) ▲

Gross Margin %

38.08%

BM: 36.49% (+4.37%) ▲

Net Profit %

-13.98%

BM: -6.63% (-110.79%) ▼

Forecast Accuracy %

81.17%

LY: 80.21% (+1.2%) ▲

Revenue Contribution

Division

Channel

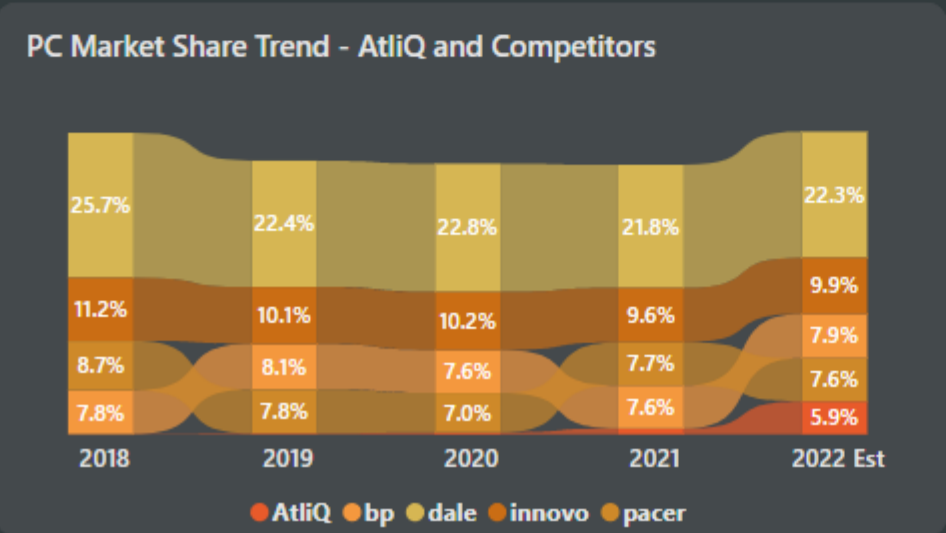
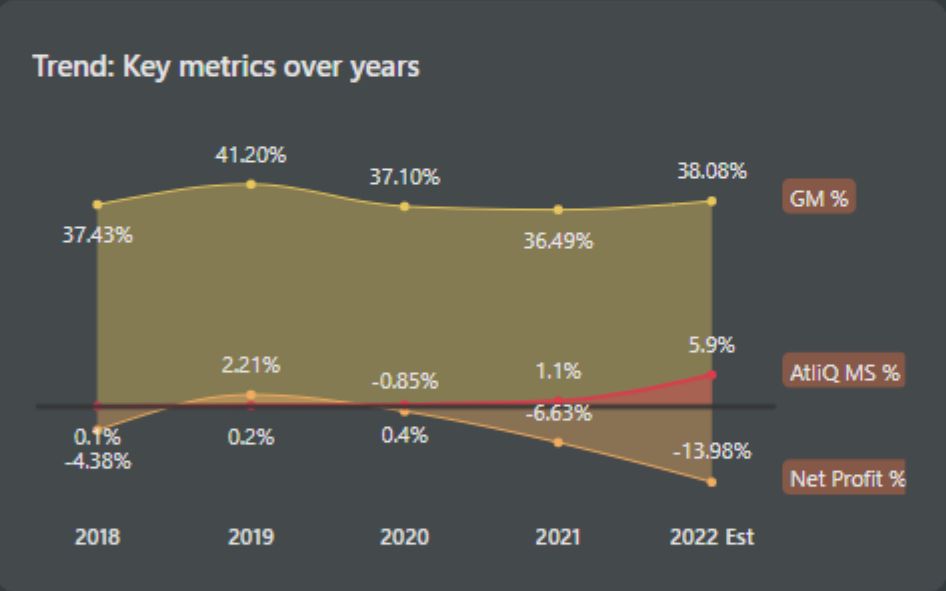
36.18%

61.33%

N & S

P & A

PC



TOP 5 Customers

Customer	RC %	GM %
Amazon	13.3%	36.78% ▲
AtliQ Exclusive	9.7%	46.01% ▲
AtliQ e Store	8.1%	36.88% ▼
Flipkart	3.7%	42.14% ▲
Sage	3.4%	31.53% ▼
Total	38.2%	39.19%

TOP 5 Products

Product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08% ▲
AQ BZ Allin1 Gen 2	5.4%	38.51% !
AQ Smash 2	4.1%	37.40% ▲
AQ Home Allin1	4.1%	38.71% ▲
AQ Smash 1	3.8%	37.43% ▼
Total	23.2%	38.06%

Sub-Zone Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	\$1,022.09M	27.4%	44.97% ▲	-14.22% ▼	14.35%	EI	4.9%
India	\$945.34M	25.3%	35.75% ▲	-22.99% ▲	-24.37%	OOS	13.3%
ROA	\$788.66M	21.1%	34.19% ▼	-6.32% ▼	-4.56%	OOS	8.3%
NE	\$457.71M	12.3%	32.80% ▼	-18.09% ▼	-4.56%	OOS	6.8%
SE	\$317.78M	8.5%	37.03% ▼	-4.00% ▼	-55.47%	OOS	16.4%
ANZ	\$189.78M	5.1%	43.50% ▲	-7.39% ▼	-37.61%	OOS	1.4%
LATAM	\$14.82M	0.4%	35.02% ▼	-2.95% ▼	3.37%	EI	0.3%
Total	\$3,736.17M	100.0%	38.08%	-13.98%	-9.48%	OOS	5.9%

FILTERS

Top 5 Markets

- ☒ Canada
- ☐ India
- ☐ South Korea
- ☐ United Kingdom
- ☐ USA

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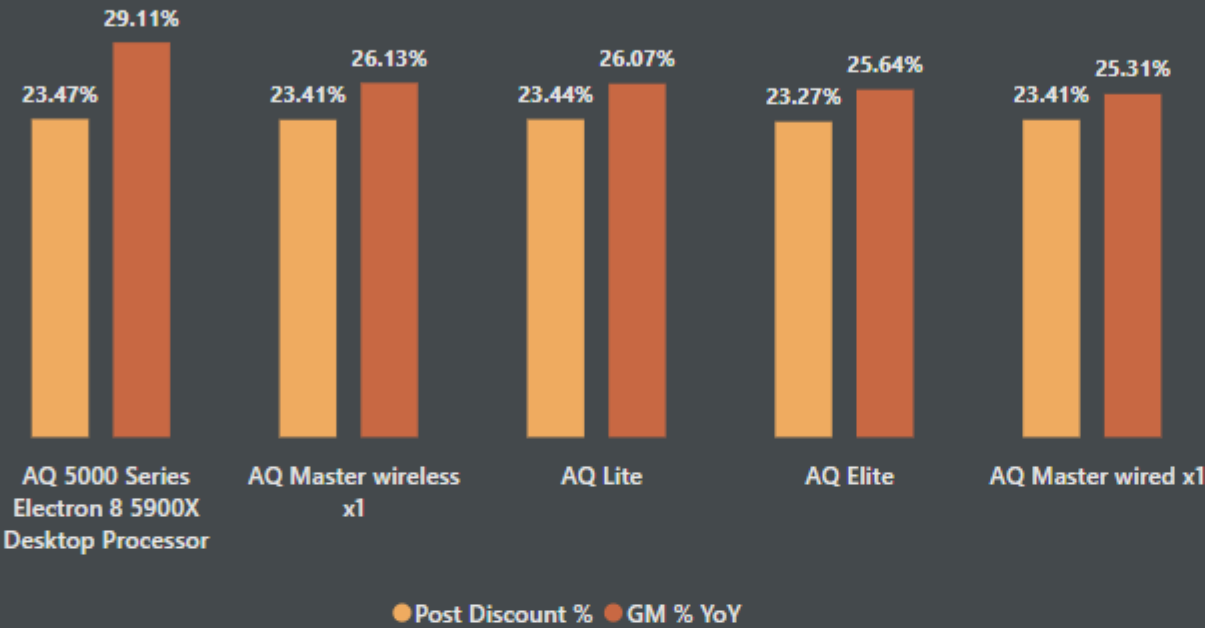
Δ = Change WRT previous year

YTD = Year to Date

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All values in Million \$

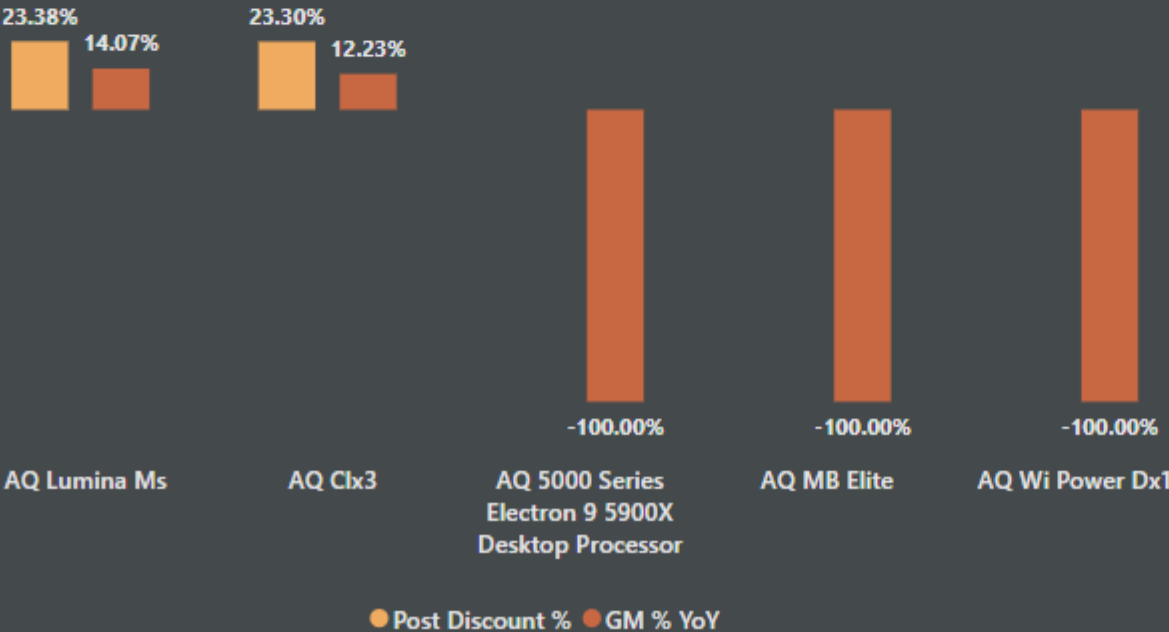
Top 5 Products by GM% Growth YoY & Their Post-Discount %



Top 5 Markets by Revenue with Performance Insights

Market	NS \$	Δ NS %	Post Discount %	Δ GM %	Δ NP %
India	\$945.34M	348.72%	35.66%	11.62%	6.75%
USA	\$770.26M	483.31%	26.76%	20.57%	29.97%
South Korea	\$300.59M	369.60%	38.76%	-12.87%	-136.58%
Canada	\$251.83M	448.76%	23.35%	21.63%	-387.41%
United Kingdom	\$176.19M	293.89%	39.04%	-29.19%	-196.18%
Total	\$2,444.21M	391.44%	32.66%	9.04%	-17.70%

Bottom 5 Products by GM% Growth YoY & Their Post-Discount %



Customer Performance

Customer	NS \$	Δ NS %	Post Discount %	Δ GM %	Δ NP %
Staples	\$18.82M	402.23%	23.35%	10.73%	-402.86%
Costco	\$20.00M	406.71%	23.30%	11.14%	-383.61%
Walmart	\$21.03M	427.89%	23.34%	15.27%	-336.54%
Nomad Stores	\$21.33M	472.30%	23.40%	26.90%	-285.11%
Sage	\$21.77M	415.93%	23.30%	15.62%	-546.19%
AtliQ e Store	\$22.13M	462.42%	23.39%	29.36%	-204.43%
Relief	\$22.22M	515.52%	23.39%	43.33%	-124.63%
Total	\$251.83M	448.76%	23.35%	21.63%	-387.41%