



Net Sales (\$)

\$4.97bn

BM: 1.23Bn | 303.18% ▲



Gross Margin %

37.83%

BM :37.07% | 2.05% ▲



Net Profit %

-11.64%

BM :-4.52% | 157.19%▲



Forecast Accuracy %

79.83%

LY :79.26% | 0.72%▲



Revenue Contribution

- division
- channel



Trend : Key Metrics Over Years



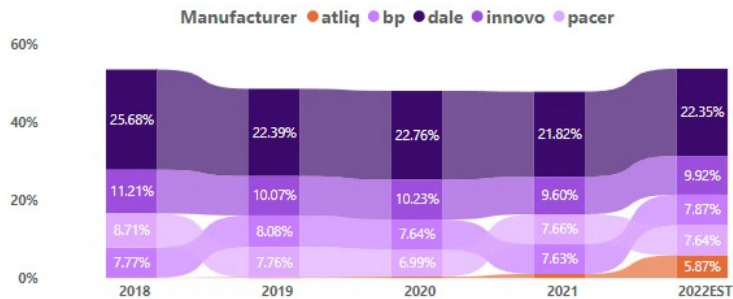
Top 5 Customers

customer	RC %	GM %
Amazon	13.6%	36.76% ▲
AtliQ Exclusive	9.6%	45.67% ▲
Atliq e Store	8.4%	37.13% ▼
Flipkart	3.6%	39.78% ▲
Sage	3.4%	32.45% ▼
Total	38.7%	38.96%

Top 5 Products

product	RC %	GM %
AQ HOME Allin1 Gen 2	4.4%	38.04% ▲
AQ BZ Allin1 Gen 2	4.1%	38.51% ○
AQ BZ Allin1	3.5%	37.55% ▲
AQ Smash 2	3.4%	37.37% ▲
AQ Smash 1	3.3%	37.47% ▼
Total	18.7%	37.83%

Market Share Trend Over Years



Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	Atliq MS %
NA	\$1,290.7M	26.0%	43.5% ▲	-13.4% ▲	-3.79%	OOS	1.8%
India	\$1,271.2M	25.6%	35.1% ▲	-22.0% ▲	0.21%	EI	5.1%
ROA	\$1,077.4M	21.7%	35.4% ▼	-2.3%	-5.27%	OOS	3.2%
NE	\$604.6M	12.2%	34.1% ▼	-14.3%	4.92%	EI	2.5%
SE	\$446.4M	9.0%	37.6% ▼	-1.3%	-6.66%	OOS	6.6%
ANZ	\$257.1M	5.2%	42.5% ▲	-3.2%	-1.16%	OOS	0.5%
LATAM	\$21.0M	0.4%	35.3% ▼	-0.8%	0.32%	EI	0.1%
Total	\$4,968.5M	100.0%	37.8% ▲	-11.6%	-1.97%	OOS	2.3%





Forecast Accuracy %  
**72.99%**

LY :86.45% | -15.57% ▼

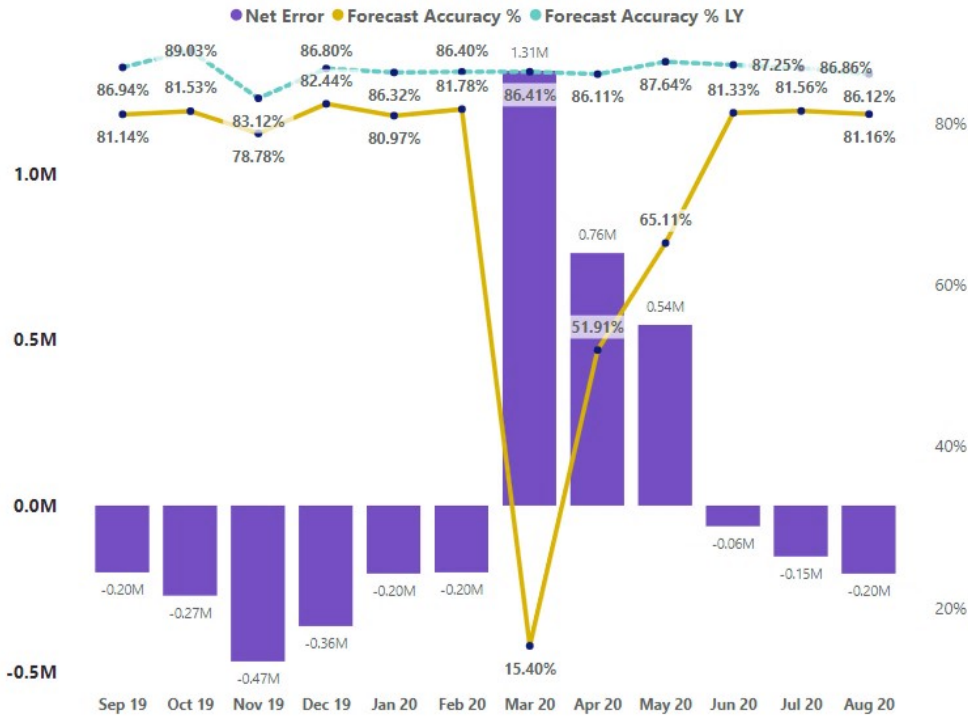
Net Error (\$)  
**492K**

LY :0.64 M | -22.88% ▲

Absolute Error (\$)  
**6M**

LY :1.55M | 271.06 % ▼

### Accuracy / Net Error Trend



### Key Metrics By Customers

customer	Forecast Accuracy %	Net Error	Net Error %	Forecast Accuracy % LY	Risk
AtliQ Exclusive	56.65%	330680	17.76%	76.67%	EI
Atliq e Store	55.24%	-544329	-28.48%	76.51%	OOS
Radio Popular	50.36%	39157	19.89%	58.50%	EI
Mbit	49.13%	6922	6.47%	55.20%	EI
Expert	48.84%	32551	14.52%	64.24%	EI
Amazon	48.43%	-917373	-31.93%	78.07%	OOS
UniEuro	45.77%	62607	27.48%	32.17%	EI
Elitica	45.00%	70710	30.70%	47.75%	EI
Total	72.99%	491599	2.31%	86.45%	EI

### Key Metrics By Product

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk	Net Error %
Notebook					
Personal Laptop	74.78%	83.18%	93952	EI	25.00%
Gaming Laptop	77.09%	65.89%	13130	EI	20.53%
Business Laptop	79.87%	90.40%	39558	EI	18.89%
Storage	81.01%	80.25%	698487	EI	14.86%
Peripherals					
Graphic Card	79.97%	91.05%	256366	EI	17.74%
Internal HDD	81.21%	66.23%	74437	EI	12.90%

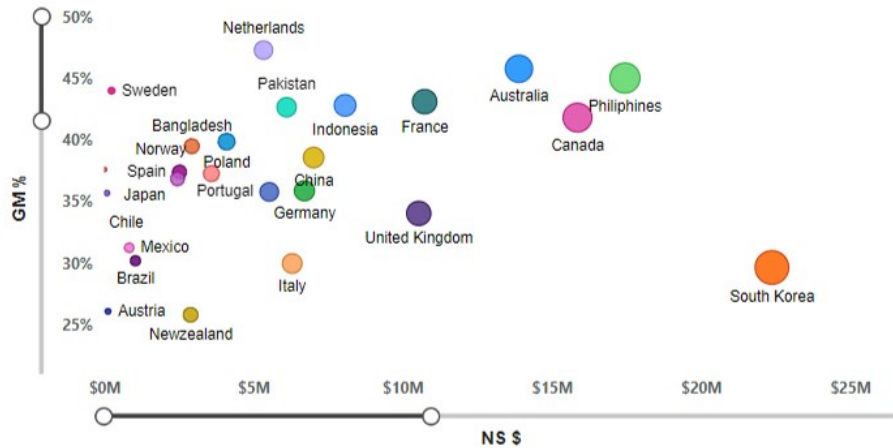




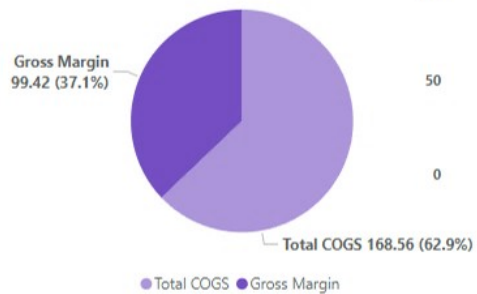
### Market Performance Matrix

GM %

Net Profit %



### Gross Margin out of Total COGS



### Gross Margin Bifurcation



Segment



Market

region

market

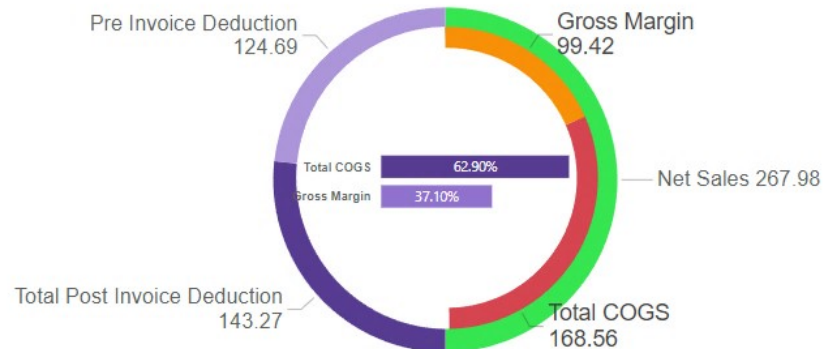
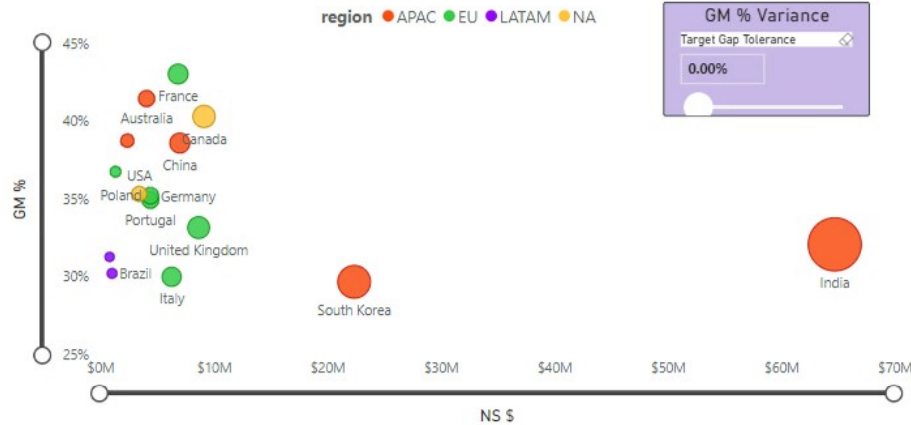
market	NS \$	GM %	Net Profit \$	Δ NP %
Columbia	\$0.02M	37.61%	0.00M	
Chile	\$0.09M	35.70%	0.01M	
Austria	\$0.13M	26.09%	-0.02M	
Sweden	\$0.25M	44.02%	0.01M	-237.92 %
Mexico	\$0.84M	31.26%	0.02M	-74.06%
Brazil	\$1.05M	30.20%	-0.03M	-135.77 %
Japan	\$2.46M	36.86%	0.10M	
Spain	\$2.53M	37.41%	-0.09M	
Newzealand	\$2.90M	25.81%	-0.04M	
Bangladesh	\$2.94M	39.51%	0.39M	-983.80 %
Norway	\$3.59M	37.29%	0.55M	
Poland	\$4.10M	39.88%	0.54M	11.79%
Netherlands	\$5.34M	47.32%	0.34M	-163.76 %
Total	\$267.98M	37.10%	-2.29M	-138.68 %







### Net Sales Performance Over Time



### Product & Customer Performance

product

customer

customer	NS \$	GM \$	GM %	Δ GM %
Amazon	\$49.77M	18.89M	37.96%	-8.68%
Atliq e Store	\$31.74M	11.89M	37.47%	-8.59%
AtliQ Exclusive	\$22.97M	10.52M	45.79%	-5.42%
Flipkart	\$10.92M	3.66M	33.54%	-3.75%
Sage	\$8.32M	2.60M	31.22%	-28.55%
Ebay	\$8.15M	2.80M	34.34%	-19.35%
Leader	\$7.73M	2.04M	26.36%	-45.22%
Synthetic	\$5.75M	2.54M	44.23%	8.72%
Novus	\$4.88M	2.01M	41.28%	10.25%
Electricalsocity	\$4.56M	1.54M	33.77%	-23.82%
Neptune	\$4.41M	1.70M	38.66%	-16.07%
Expression	\$3.86M	1.23M	31.95%	-20.01%
Acclaimed Stores	\$3.73M	1.38M	37.09%	10.71%
Staples	\$3.71M	1.48M	39.99%	17.31%
Costco	\$3.60M	1.43M	39.59%	26.77%
walmart	\$3.42M	1.28M	37.43%	4.34%
Electricalslytical	\$3.41M	0.93M	27.32%	-33.99%
Reliance Digital	\$3.36M	1.22M	36.36%	-15.39%
Propel	\$3.23M	1.04M	32.18%	-21.92%
Crroma	\$3.19M	1.14M	35.65%	-21.73%
<b>Total</b>	<b>\$267.98M</b>	<b>99.42M</b>	<b>37.10%</b>	<b>-9.95%</b>





NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM :41.2% | -9.95% ▼

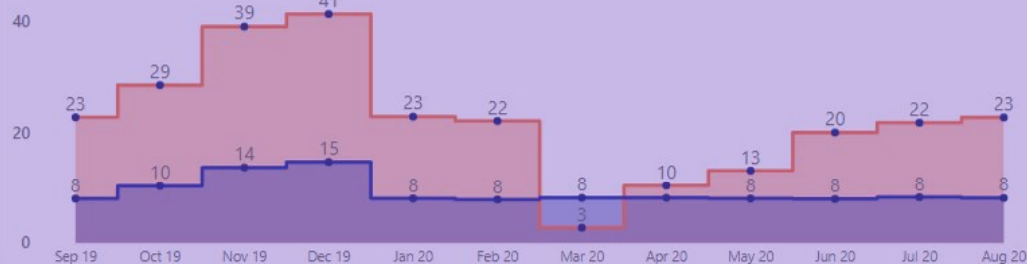
NP %

-0.85%

BM :2.21% | -138.68% ▼

### Net Sales Performance Over Time

● Selection ● vs BM



#### Primary Parameter

- ☒ region  
☐ category

#### Secondary Parameter

- ☐ product  
☒ market

### Top / Bottom Products & Customers by Net Sales

region	NS \$	YoY Chg %
APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89

### Profit

Line Item
Gross Sales
Pre Invoice Deduction
Net Invoice Sales
- Post Discounts
- Post Deductions
Total Post Invoice Deduction
Net Sales
- Manufacturing Cost
- Freight Cost
- Other Cost
Total COGS
Gross Margin
Gross Margin %
GM / Unit
Operational Expense
Net Profit
Net Profit %



## Information

1. All the system data in tool is refreshed every month on 5th working day
2. System data such as forecast actual and historical forecast are received from global database
3. Non system data such as target, operational expense and market share are refreshed on request
4. For FAQs click here
5. Download live Excel version here

-0.85 2.21 -3.06 -138.68





NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM :41.2% | -9.95% ▼

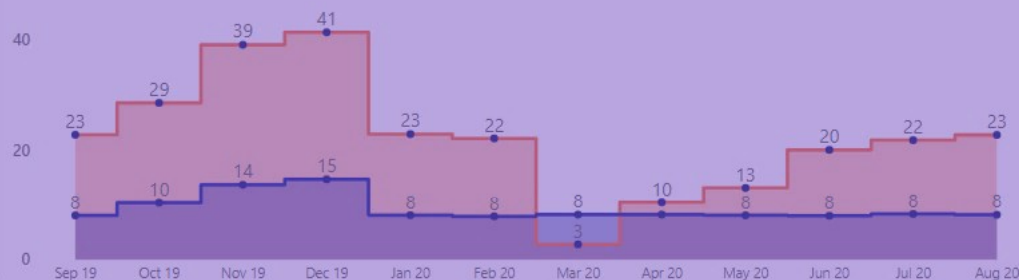
NP %

-0.85%

BM :2.21% | -138.68% ▼

### Net Sales Performance Over Time

● Selection ● vs BM



### Top / Bottom Products & Customers by Net Sales

#### Primary Parameter

- ☒ region
- ☐ category

#### Secondary Parameter

- ☐ product
- ☒ market

region	NS \$	YoY Chg %
APAC	147.98	107.48
NA	62.21	182.70
EU	55.79	224.03
LATAM	2.00	141.89

### Profit & Loss

Line Item	2020
Gross Sales	535.9
Pre Invoice Deduction	124.6
Net Invoice Sales	411.2
- Post Discounts	95.8
- Post Deductions	47.4
Total Post Invoice Deduction	143.2
Net Sales	267.9
- Manufacturing Cost	160.3
- Freight Cost	7.1
- Other Cost	1.1
Total COGS	168.5
Gross Margin	99.4
Gross Margin %	37.1
GM / Unit	4.7
Operational Expense	-101.7
Net Profit	-2.2
Net Profit %	-0.8

### Filters

Select Benchmark

vs LY

vs Target

2018

2019

2020

2021

2022EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

#### By Region / Country

All

#### By Customers ( Stores )

All

#### By Category / Products

All

#### Abbreviations :

BM = Benchmark | LY = Last Year  
GM = Gross Margin | NS = Net Sales  
NP = Net Profit | Chg = Change

All Values are in Millions



NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM :41.2% | -9.95% ▼

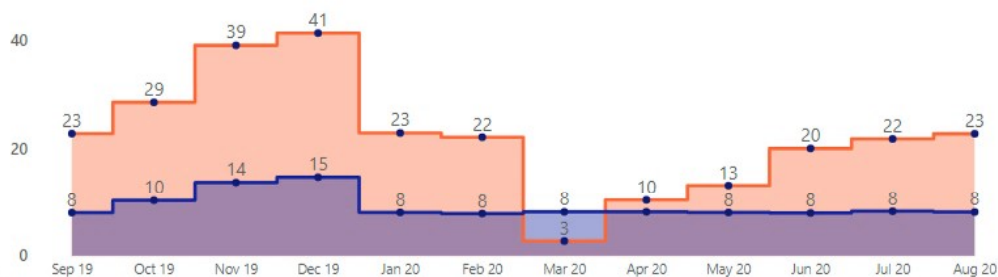
NP %

-0.85%

BM :2.21% | -138.68% ▼

## Net Sales Performance Over Time

● Selection ● vs BM



## Top / Bottom Products &amp; Customers by Net Sales

## Primary Parameter

- region
- category

## Secondary Parameter

- product
- market

region

NS \$

YoY Chg %

APAC

147.98

107.48

NA

62.21

182.70

EU

55.79

224.03

LATAM

2.00

141.89

## Profit &amp; Loss Statement



Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68







## Business Insights 360

-  Information
-  Support



Report Last Refreshed :  
Wednesday, 6 March, 2024



Sales Data Loaded Until 12/1/2021



### 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.