



BUSINESS INSIGHTS 360



23 April 2025



Dec 21

All values are in Dollars & Millions



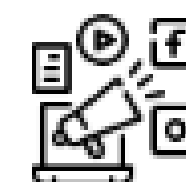
Finance View

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.



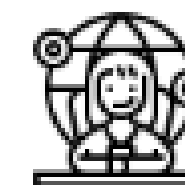
Marketing View

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



Support



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/MARKET

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM=Benchmark | LY=Lastyear

GM=Gross Margin | NS=Net Sales

NP=Net Profit | Chg=Change

All Values in Millions \$

Designed By : Mithun R K

\$267.98M

Net Sales (\$)

Last Year : \$111.37M +140.61% ↑

37.10%

Gross Margin

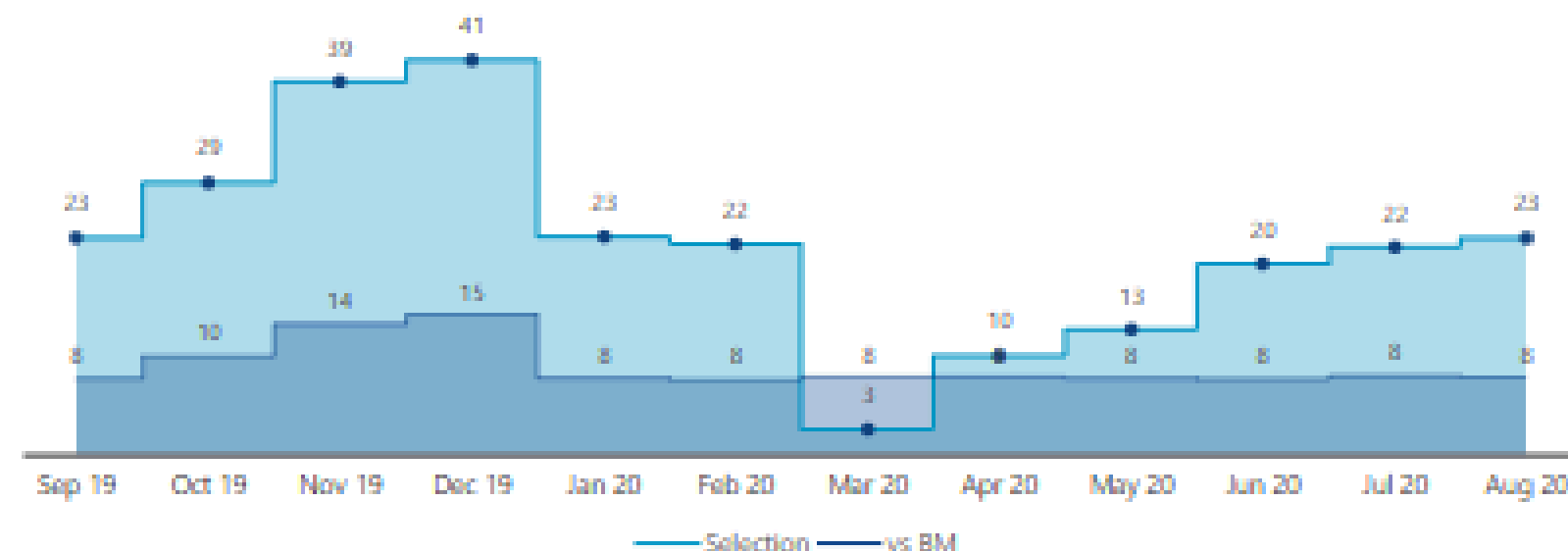
Gross Margin : 41.20% -9.95% ↓

-0.85%

Net Profit

Net Profit : 2.21% -138.68% ↓

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☒ region☐ category

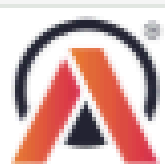
Secondary Parameter

☒ market☐ product

region	Values	-	Chg %
APAC	147.98		107.48
NA	62.21		182.70
EU	55.79		224.03
LATAM	2.00		141.89
Total	267.98	267.98	140.61

Profit & 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



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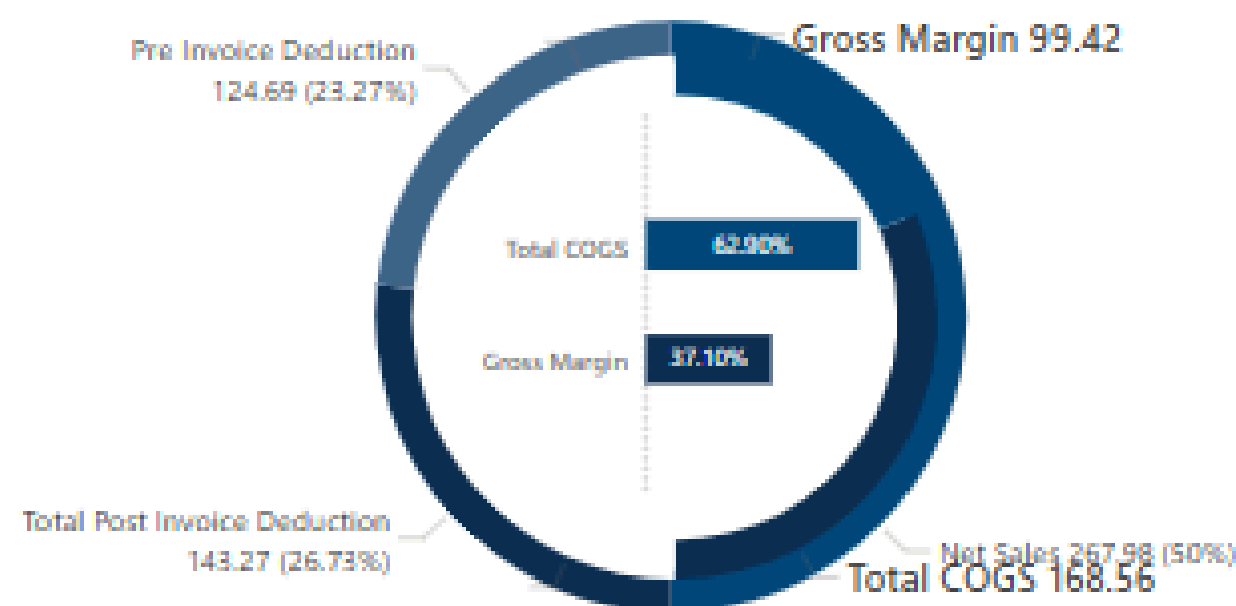
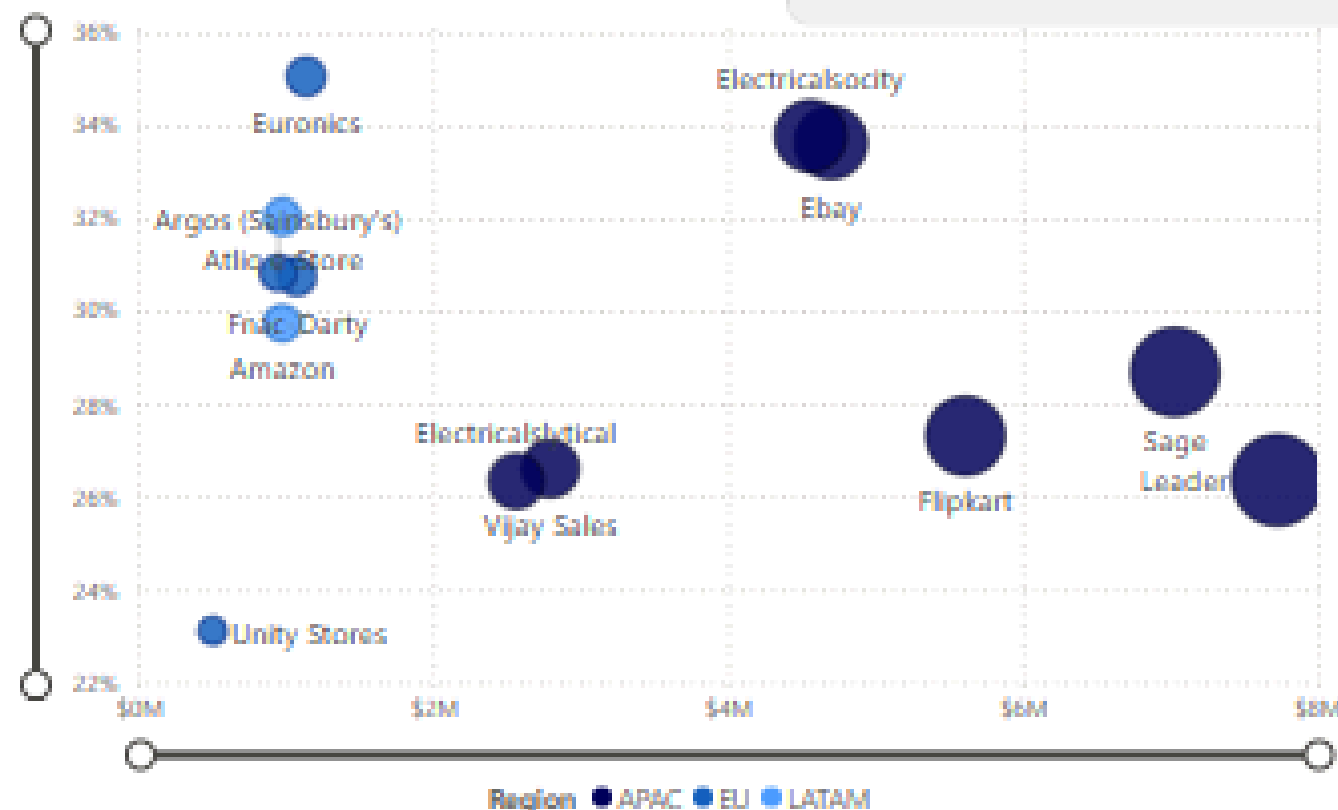
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Designed By : Mithun R K

Net Sales Performace Over Time

Gross Margin%
Variance

100%

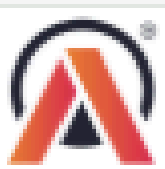


Customer/Product Performance

customer

product

product	NS \$	GM \$	GM %	Δ GM %
AQ Wi Power Dx2	\$14.37M	5.46M	37.96%	-3.45%
AQ BZ Gen Y	\$12.09M	4.47M	36.99%	-11.72%
AQ Wi Power Dx1	\$11.84M	4.38M	36.97%	-8.37%
AQ Lite	\$11.55M	4.21M	36.47%	-12.85%
AQ BZ Compact	\$11.40M	4.16M	36.47%	-12.49%
AQ Electron 5 3600 Des...	\$9.72M	3.75M	38.59%	
AQ Elite	\$9.48M	3.58M	37.74%	-7.16%
AQ Gamers	\$9.34M	3.49M	37.41%	-10.03%
AQ BZ Gen Z	\$9.56M	3.48M	36.38%	
AQ 5000 Series Ultrn 8 ...	\$8.77M	3.38M	38.59%	-9.02%
AQ Lite Ms	\$8.57M	3.20M	37.33%	
AQ Clx1	\$8.45M	3.12M	36.88%	
AQ Maxima	\$8.35M	3.08M	36.86%	
AQ 5000 Series Electron ...	\$8.19M	3.00M	36.66%	-13.78%
AQ 5000 Series Electron ...	\$7.52M	2.80M	37.20%	-12.12%
AQ Neuer SSD	\$7.85M	2.76M	35.20%	-13.96%
AQ Digit	\$7.45M	2.75M	36.96%	-10.10%
Total	\$267.98M	99.42M	37.10%	-9.95%



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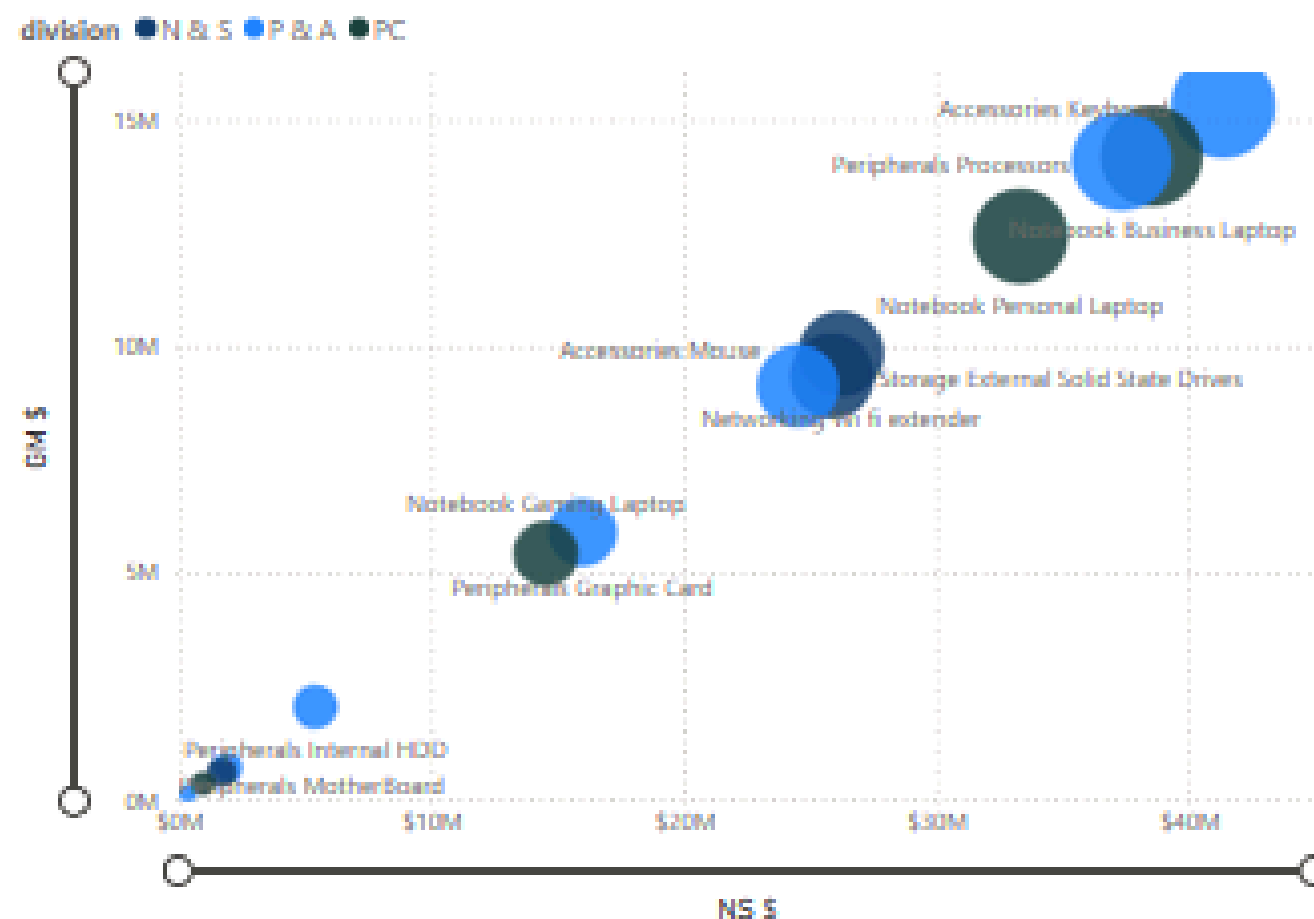
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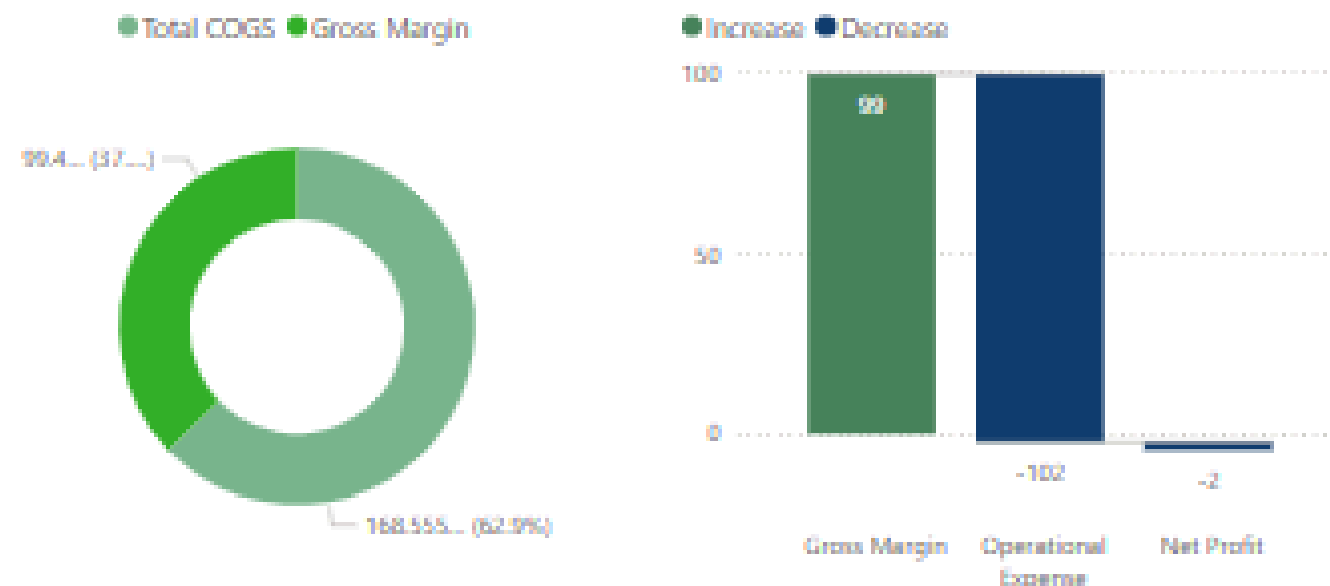
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Performance Metrics



Net Sales & Gross Margin Bifurcation




Segment ☒ Market

category

segment

category	NS \$	GM %	NP \$	NP %	Δ NP %
Batteries	\$0.35M	36.35%	-0.01M	-1.68%	
MotherBoard	\$1.90M	37.22%	-0.01M	-0.72%	-1.32
Internal HDD	\$5.41M	37.63%	-0.02M	-0.31%	-1.11
Personal Desktop	\$0.95M	36.47%	-0.03M	-2.88%	
USB Flash Drives	\$1.68M	35.20%	-0.04M	-2.46%	
Processors	\$37.35M	37.71%	-0.09M	-0.25%	-1.07
Wi fi extender	\$26.22M	37.51%	-0.12M	-0.47%	-1.46
Gaming Laptop	\$14.52M	37.31%	-0.14M	-0.96%	-1.41
Mouse	\$24.51M	37.21%	-0.17M	-0.68%	-1.30
Graphic Card	\$15.98M	36.88%	-0.17M	-1.06%	-1.44
Personal Laptop	\$33.33M	37.27%	-0.23M	-0.69%	-1.34
Keyboard	\$41.37M	37.00%	-0.39M	-0.95%	-1.39
Business Laptop	\$38.54M	36.83%	-0.42M	-1.10%	-1.44
External Solid State Drives	\$25.88M	36.10%	-0.45M	-1.74%	-1.83
Total	\$267.98M	37.10%	-2.29M	-0.85%	-1.39

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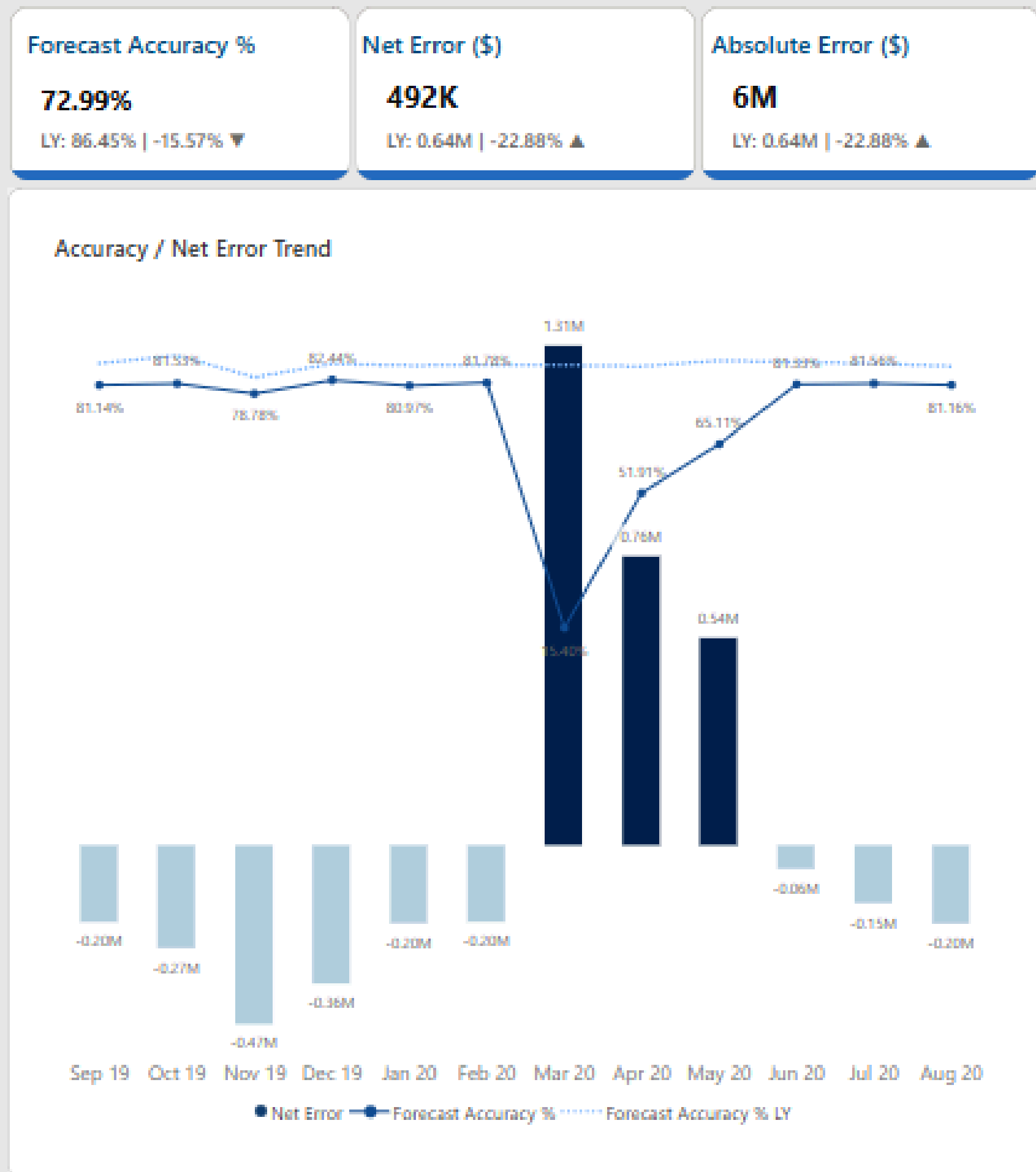
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Key Metrics By Customer

customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
Atiq Exclusive	56.78%	74.90%	277481	17.68%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Radio Popular	50.36%	58.50%	39157	19.89%	EI
Mbit	49.13%	55.20%	6922	6.47%	EI
Expert	48.84%	64.24%	32551	14.52%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
UniEuro	45.77%	32.17%	62607	27.48%	EI
Elkjap	45.00%	12.35%	78218	39.29%	EI
Total	72.99%	86.45%	491599	2.31%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.86%	EI
Notebook	76.65%	83.02%	147K	22.59%	EI
Peripherals	75.18%	85.06%	193K	7.43%	EI
Accessories	71.42%	90.20%	-168K	-1.40%	OOS
Desktop	70.07%		0K	-2.00%	OOS
Networking	52.50%	81.50%	-379K	-28.90%	OOS
Total	72.99%	86.45%	492K	2.31%	EI



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Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Revenue Contribution

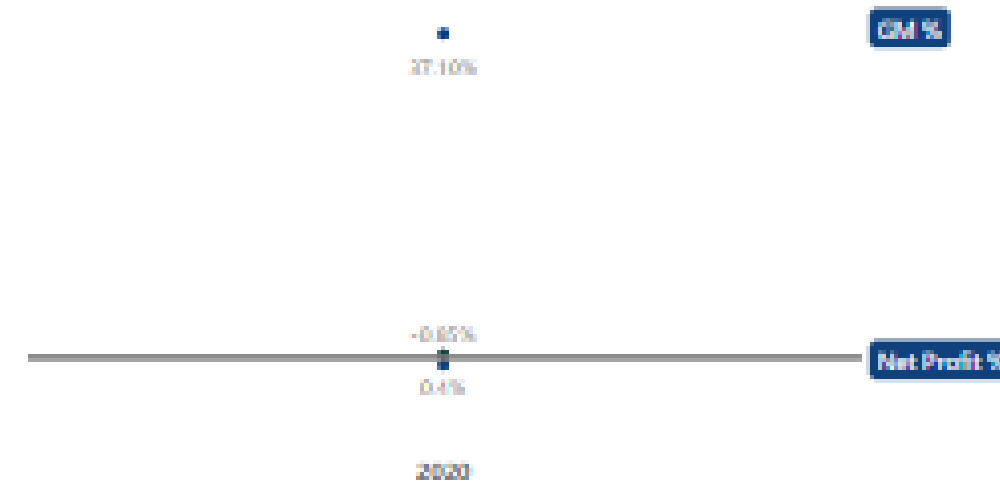
division

channel

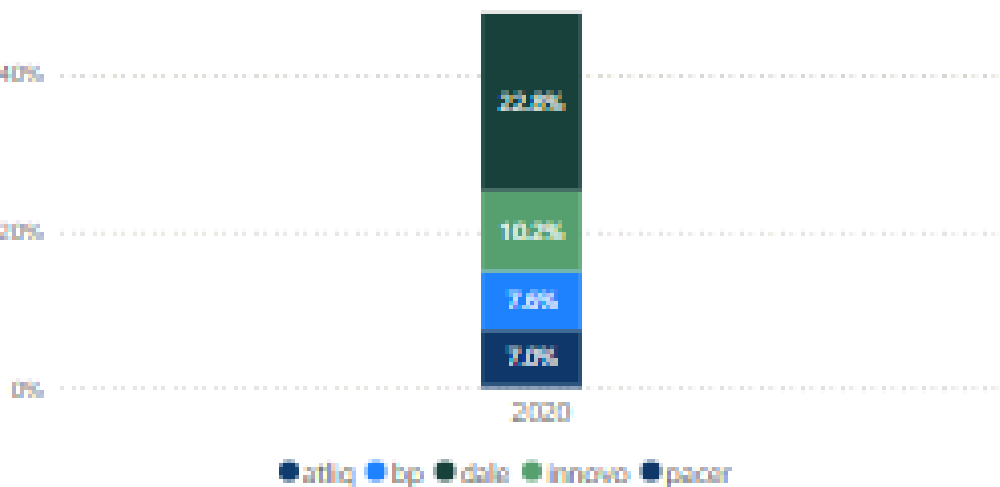


N & S P & A PC

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer

RC %

GM %

Sage

3.10%

31.22% ▼

Flipkart

4.08%

33.54% ▼

AtliQ Exclusive

7.57%

48.02% ▼

Atliq e Store

11.85%

37.47% ▼

Amazon

18.57%

37.96% ▼

Total

45.17%

38.65%

TOP 5 Products

Product

RC %

GM %

AQ Wi Power Dx2

5.36%

37.96% ▼

AQ BZ Gen Y

4.51%

36.99% ▼

AQ Wi Power Dx1

4.42%

36.97% ▼

AQ Lite

4.31%

36.47% ▼

AQ BZ Compact

4.25%

36.47% ▼

Total

22.85%

37.02%

Sub-Region Performance

sub_zone

NS \$

RC %

GM %

Net Profit %

Net Error %

Risk

ROA

\$66.45M

24.80%

38.15% ▼

8.87%

9.35%

EI

India

\$64.73M

24.15%

32.07% ▼

-14.73%

-0.82%

OOS

NA

\$62.21M

23.21%

39.35% ▲

-1.79%

-22.10%

OOS

NE

\$30.68M

11.45%

37.97% ▲

-4.58%

8.34%

EI

SE

\$25.11M

9.37%

37.64% ▼

6.98%

11.01%

EI

ANZ

\$16.80M

6.27%

42.36% ▼

12.62%

24.23%

EI

LATAM

\$2.00M

0.75%

30.96% ▼

-0.08%

1.20%

EI

Total

\$267.98M

100.00%

37.10%

-0.85%

2.31%

EI