



Business Insight 360



Info

Download user manual and get to know the **key information** of this tool.



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**.



Executive View

A top level dashboard for executives consolidating top **insights** from all dimensions of business.



Support

Get your issues resolved by connecting to our **support specialist**.



Market

All

Region

All

Customer

All

2018

2019

2020

2021

2022
Est

YTD

YTG

Q1

Q2

Q3

Q4

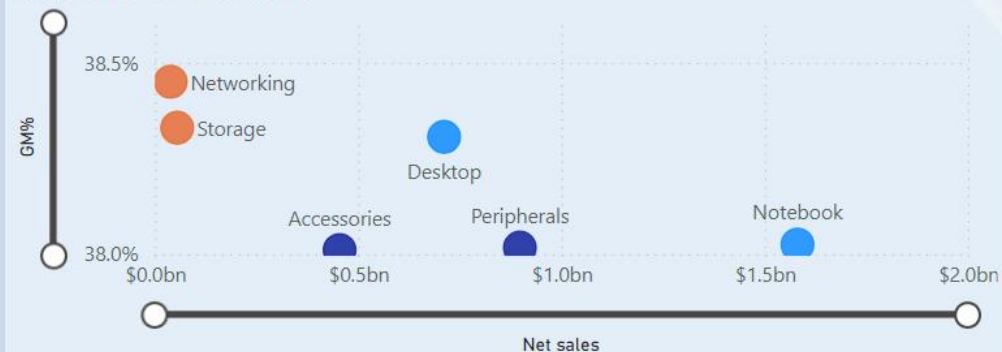
Product Performance

Segment	Net sales	Gross Margin	GM%	Net Profit	Net Profit%
⊕ Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
⊕ Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
⊕ Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
⊕ Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
⊕ Peripherals	\$897.54M	\$341.22M	38.02%	-125.91M	-14.03%
⊕ Storage	\$54.59M	\$20.93M	38.33%	-7.51M	-13.76%

Performance Matrix

Net sales, GM% and GM% by segment and division

division ● N & S ● P & A ● PC

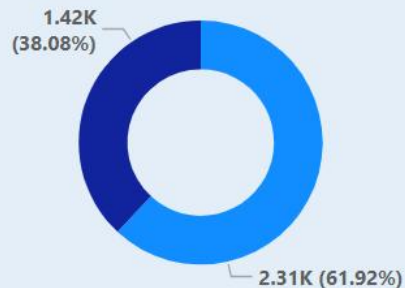


Performance By Region and Market

region	Net sales	Gross Margin	GM%	Net Profit	Net Profit%
⊕ APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
⊕ EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
⊕ LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
⊕ NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%

Unit Distribution

● Total COGS ● Gross Margin



● Increase ● Decrease





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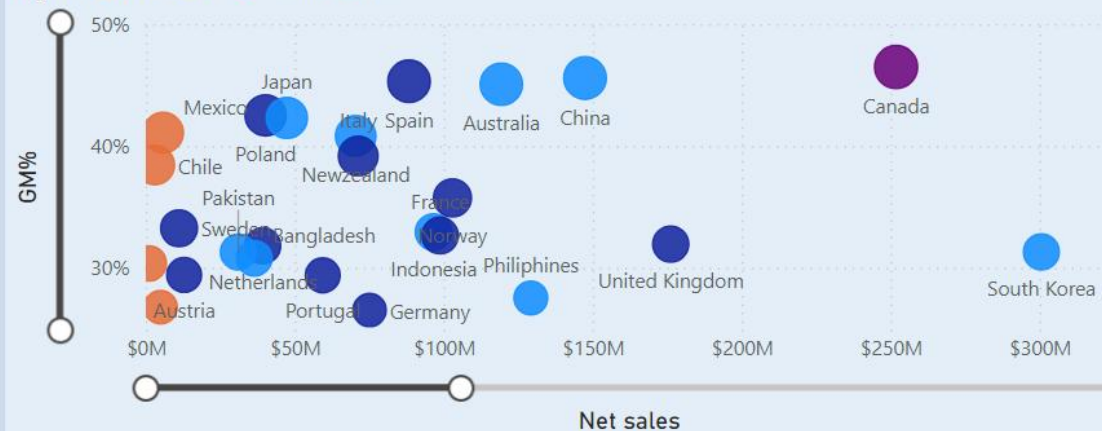
Customer Performance

customer	Net sales	Gross Margin	GM%
Zone	\$29.35M	\$11.5755195557M	39.44%
walmart	\$72.41M	\$33.0636082474M	45.66%
Viveks	\$46.39M	\$14.6810131044M	31.65%
Vijay Sales	\$55.13M	\$20.9275492041M	37.96%
Unity Stores	\$6.29M	\$2.1339086776M	33.91%
UniEuro	\$36.37M	\$11.3964137011M	31.33%
Taobao	\$22.66M	\$9.9677317833M	44.00%
Synthetic	\$52.24M	\$14.7571810157M	28.25%
Surface Stores	\$11.01M	\$3.2460135884M	29.49%
Staples	\$64.20M	\$24.9883386041M	38.92%
Sound	\$27.63M	\$10.7586559122M	38.94%

Performance Matrix

Net sales, GM% and GM% by market and region

region ● APAC ● EU ● LATAM ● NA

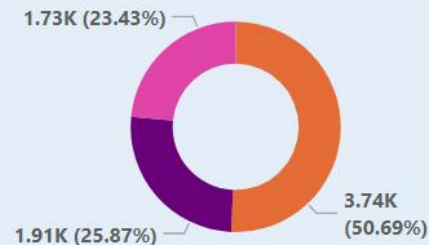


Product Performance

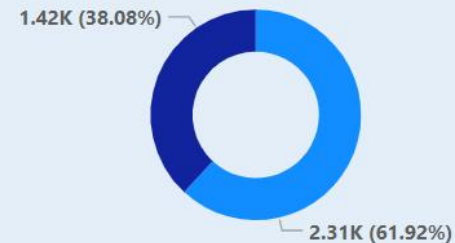
Segment	Net sales	Gross Margin	GM%
Notebook	\$1,580.43M	\$600.9606515843M	38.03%
Peripherals	\$897.54M	\$341.2200135041M	38.02%
Desktop	\$711.08M	\$272.3887754789M	38.31%
Accessories	\$454.10M	\$172.6059728555M	38.01%
Storage	\$54.59M	\$20.9258353414M	38.33%
Networking	\$38.43M	\$14.7784762547M	38.45%

Unit Distributions

● Net Sales ● Total Post Invoic... ● Pre Invoice ...



● Total COGS ● Gross Margin





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₹ 3.74bn✓

LY: ₹ 823.85M (+353.5%)

Net Sales

38.08%✓

LY: 0.36 (+4.37%)

GM %

-13.98%!

LY: -0.07 (-110.79%)

Net Profit %

Profit & Loss Statement

Line Item	2022 Est	LY	YoY	YoY %
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

Performance Over Time by Net Sales



Top / Bottom customer and Products by Net Sales

Region	P&L Value	YoY Change%
APAC	1,923.77	335.27
EU	775.48	286.26
LATAM	14.82	368.40
NA	1,022.09	474.40

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



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₹ 3.74bn✓

LY: ₹ 823.85M (+353.5%)

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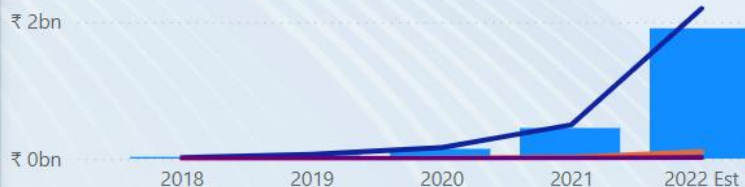
Net Profit %

Key Insights By Sub Zone

Sub Zone	Net Sales	RC%	GM%	Net Profit%
ANZ	₹ 189.78M	5.08%	43.50%	-7.39%
India	₹ 945.34M	25.30%	35.75%	-22.99%
LATAM	₹ 14.82M	0.40%	35.02%	-2.95%
NA	₹ 1,022.09M	27.36%	44.97%	-14.22%
NE	₹ 457.71M	12.25%	32.80%	-18.09%
ROA	₹ 788.66M	21.11%	34.19%	-6.32%
SE	₹ 317.78M	8.51%	37.03%	-4.00%
Total	₹ 3,736.17M	100.00%	38.08%	-13.98%

Trend of Post Expenses over Years

● Total Post Invoice Deduction ● Manufacturing Cost ● Freight Cost ● Other Cost



Revenue by Division

Net Sales by division



Revenue by Channel

Net Sales by channel



Yearly Trend by Revenue, GM% and Net Profit%

Net Sales, GM% and Net Profit% by FY_Desc

● Net Sales ● GM% ● Net Profit%



Top 5 Customers and Products by Net Sales

customer	RC%	GM%
AltIQ Exclusive	8.22%	47.22%
Amazon	13.30%	36.78%
Atliq e Store	8.14%	36.88%
Flipkart	3.71%	42.14%
Sage	3.42%	31.53%
Total	36.79%	39.19%

product	RC%	GM%
AQ BZ Allin1 Gen 2	5.42%	38.51%
AQ Home Allin1	4.13%	38.71%
AQ HOME Allin1 Gen 2	5.70%	38.08%
AQ Smash 1	3.81%	37.43%
AQ Smash 2	4.13%	37.40%
Total	23.19%	38.06%