



# Business Insight 360



19 June 2025

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



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

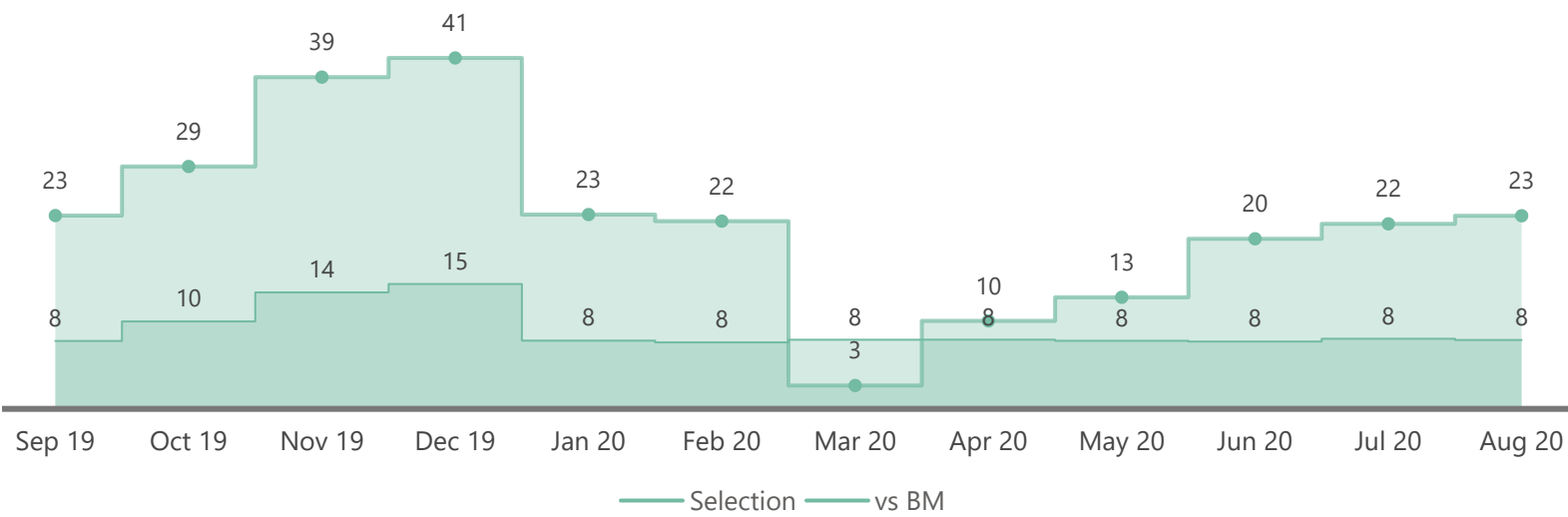
BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

☐ REGION

☒ CATEGORY

Secondary Parameter

☐ Market

☒ Product

CATEGORY

P & L values

P & L Chg %

+ Keyboard

41.37



136.87

+ Business Laptop

38.54



236.72

+ Processors

37.35



232.09

+ Personal Laptop

33.33



164.43

Total

267.98

140.61

Profit & Loss Analysis

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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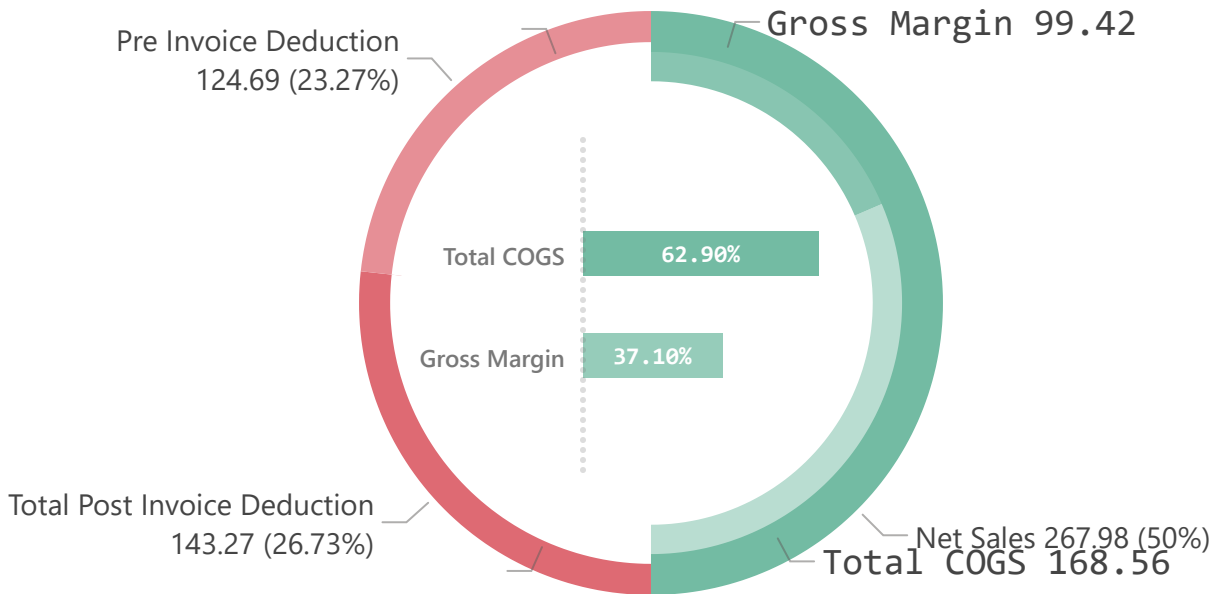
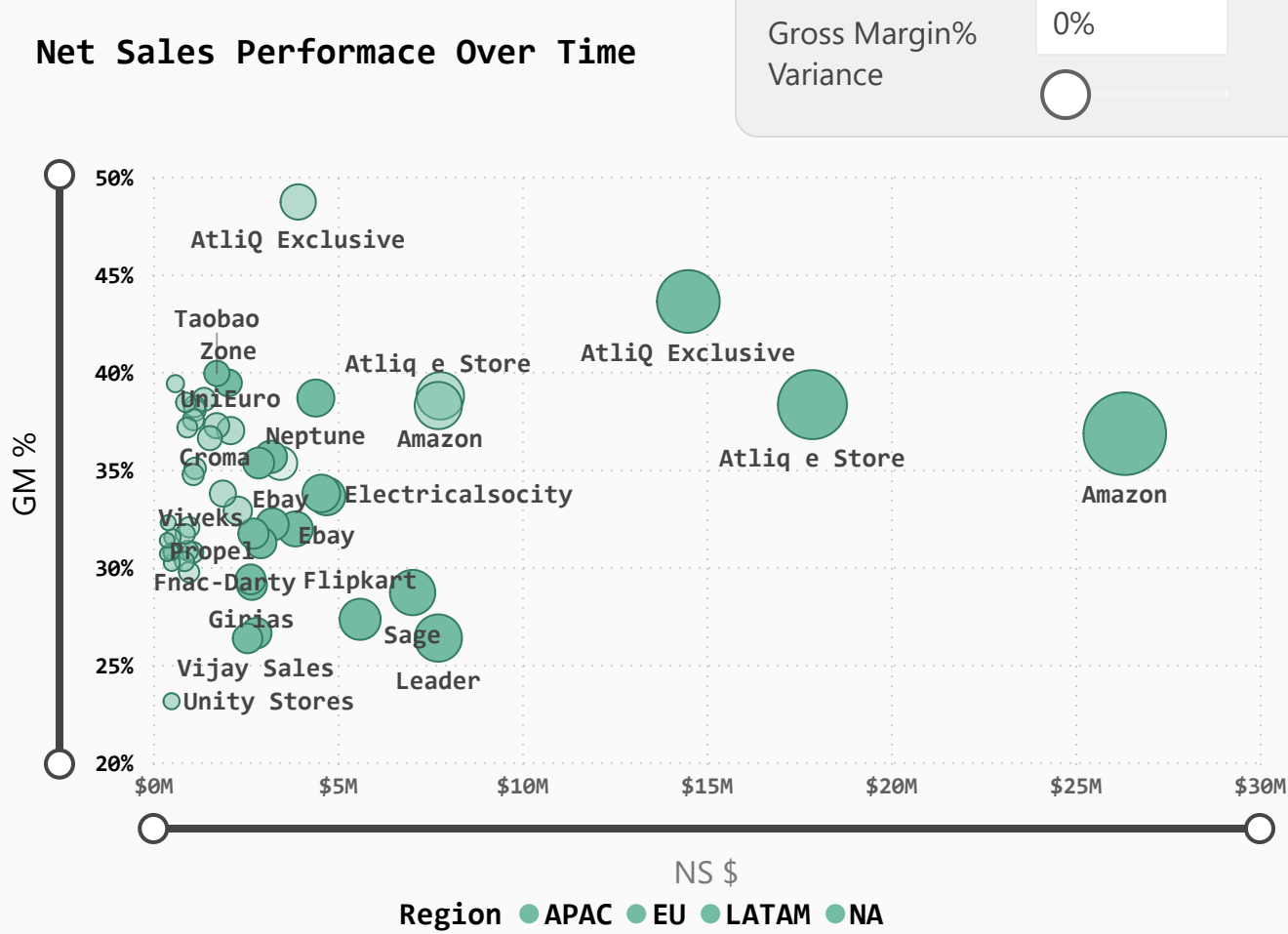
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Net Sales Performace Over Time



Product Customer

Product/Customer Performance

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%
Ebay	\$8.15M	2.80M		34.34%	-19.35%
Sage	\$8.32M	2.60M		31.22%	-28.55%
Leader	\$7.73M	2.04M		26.36%	-45.22%
Neptune	\$4.41M	1.70M		38.66%	-16.07%
Electricalsociety	\$4.56M	1.54M		33.77%	-23.82%
Expression	\$3.86M	1.23M		31.95%	-20.01%
Reliance Digital	\$3.36M	1.22M		36.36%	-15.39%
Croma	\$3.19M	1.14M		35.65%	-21.73%
Propel	\$3.23M	1.04M		32.18%	-21.92%
Electricalslytical	\$3.41M	0.93M		27.32%	-33.99%
Viveks	\$2.92M	0.91M		31.25%	-21.90%
Lotus	\$2.72M	0.86M		31.71%	-21.62%
Nomad Stores	\$2.11M	0.81M		38.54%	-8.74%
Total	\$211.40M	76.80M		36.33%	-14.70%



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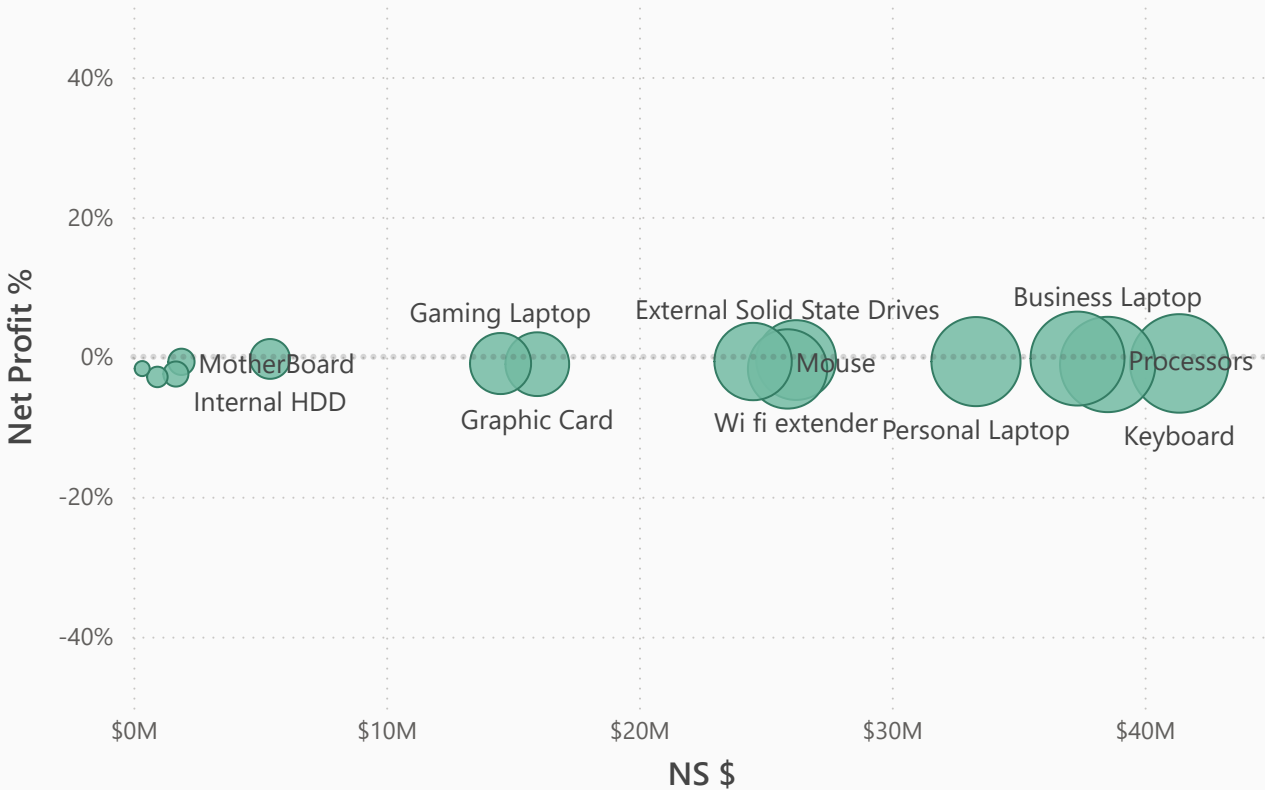
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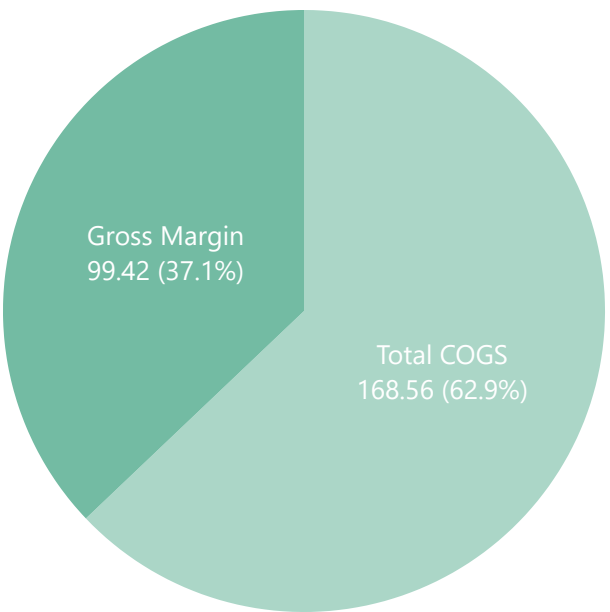
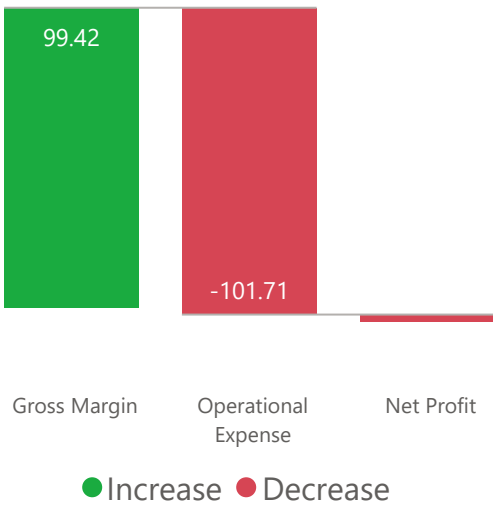
Segment Performance

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Segment

Category

Category	NS \$	GM %	NP \$	NP %	Δ NP %
Wi fi extender	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
USB Flash Drives	\$1.68M	35.20%	-0.04M	-2.46%	
Processors	\$37.35M	37.71%	-0.09M	-0.25%	-107.34%
Personal Laptop	\$33.33M	37.27%	-0.23M	-0.69%	-134.01%
Personal Desktop	\$0.95M	36.47%	-0.03M	-2.88%	
Mouse	\$24.51M	37.21%	-0.17M	-0.68%	-130.46%
MotherBoard	\$1.90M	37.22%	-0.01M	-0.72%	-131.88%
Keyboard	\$41.37M	37.00%	-0.39M	-0.95%	-139.21%
Internal HDD	\$5.41M	37.63%	-0.02M	-0.31%	-111.42%
Graphic Card	\$15.98M	36.88%	-0.17M	-1.06%	-144.33%
Gaming Laptop	\$14.52M	37.31%	-0.14M	-0.96%	-141.09%
External Solid State ...	\$25.88M	36.10%	-0.45M	-1.74%	-182.91%
Business Laptop	\$38.54M	36.83%	-0.42M	-1.10%	-143.58%
Batteries	\$0.35M	36.35%	-0.01M	-1.68%	
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

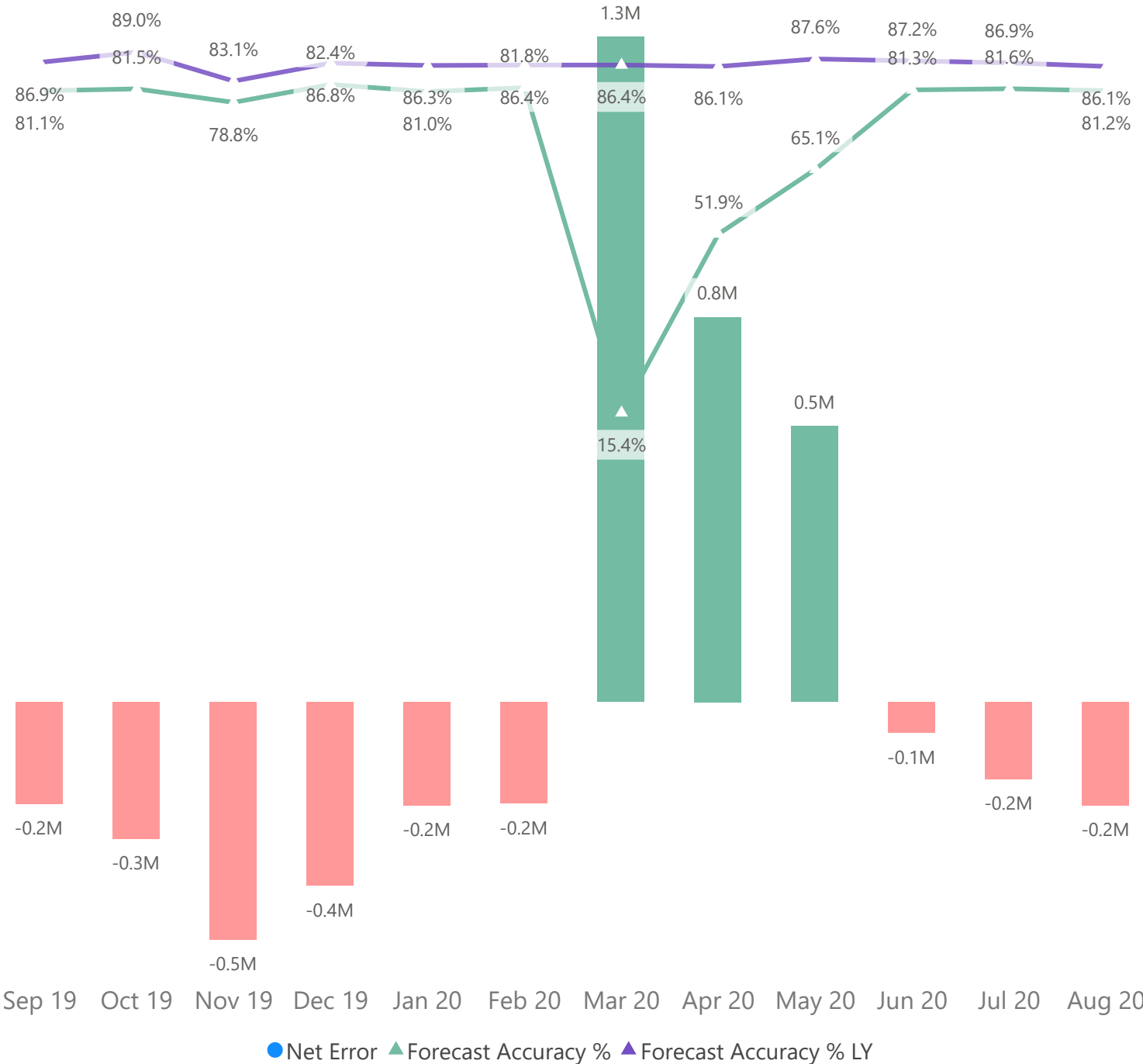
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Net Sales Performace Over Time



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkj�p	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



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Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Revenue Contribution

Division

Channel

20.4%

10.8%

68.8%

Direct

Distributor

Retailer

Trend: Key metrics over years

37.10%

GM %

-0.85%

0.4%

Net Profit %

2020

Trend: Revenue Contribution over years

22.8%

10.2%

7.6%

7.0%

2020

atliq

bp

dale

innovo

pacer

Top 5 Customers

Customer

RC %

GM %

Sage

3.1%

31.22% ↓

Flipkart

4.1%

33.54% ↓

AtliQ Exclusive

8.6%

45.79% ↓

Atliq e Store

11.8%

37.47% ↓

Amazon

18.6%

37.96% ↓

Total

46.2%

38.44%

Top 5 Products

Product

RC %

GM %

AQ Wi Power Dx2

5.4%

37.96% ↓

AQ BZ Gen Y

4.5%

36.99% ↓

AQ Wi Power Dx1

4.4%

36.97% ↓

AQ Lite

4.3%

36.47% ↓

AQ BZ Compact

4.3%

36.47% ↓

Total

22.9%

37.02%

Sub-Region Performance

Sub Zone

NS \$

RC %

GM %

Net Profit %

Net Error %

Risk

AtliQ MS %

ANZ

\$16.80M

6.3%

42.36%

12.62%

24.2%

EI

0.1%

NA

\$62.21M

23.2%

39.35%

-1.79%

-22.1%

OOS

0.3%

ROA

\$66.45M

24.8%

38.15%

8.87%

9.4%

EI

0.6%

NE

\$30.68M

11.4%

37.97%

-4.58%

8.3%

EI

0.3%

SE

\$25.11M

9.4%

37.64%

6.98%

11.0%

EI

1.1%

India

\$64.73M

24.2%

32.07%

-14.73%

-0.8%

OOS

0.8%

LATAM

\$2.00M

0.7%

30.96%

-0.08%

1.2%

EI

0.0%

Total

\$267.98M

100.0%

37.10%

-0.85%

2.3%

EI

0.4%