



BUSINESS INSIGHTS 360

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Sales



- ~ Amazon is the Top most Customer among all.
- ~ Highest selling is in Year 2022 EST while the Lowest in Year 2018.
- ~ Retailer is most preferred buying option by all customers.

Marketing



- ~ India has the Biggest market in the Country comparatively Columbia has the lowest.
- ~ Accessories is more demanded segment.

Finance



- ~ Net Profit is barely generated because Invoice Discounts is over and above the margin.
- ~ Loss is mostly observed by Retailers and India having more Deprivation.

SALES

CHANNEL

Direct

Distributor

Retailer

SEGMENT

All

QUARTER

Qtr 1

Qtr 3

Qtr 2

Qtr 4

COUNTRY

All

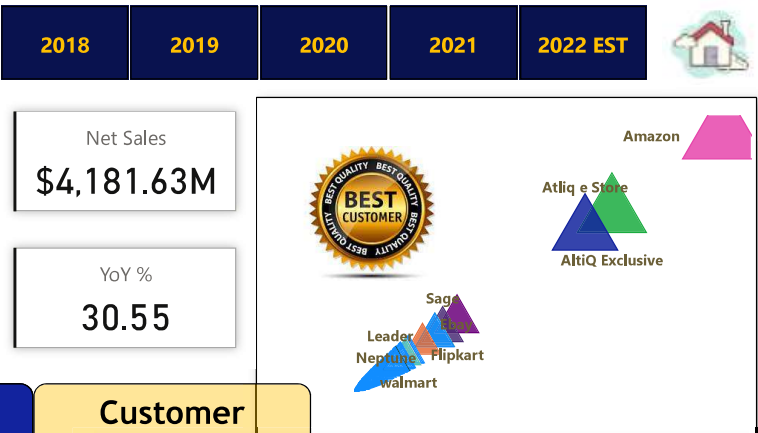
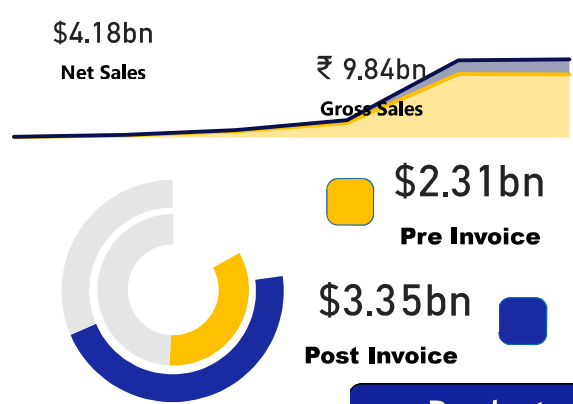
REGION

APAC

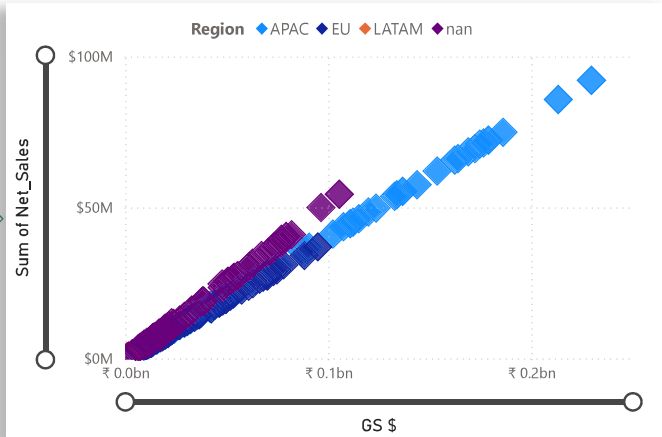
LATAM

EU

nan



| PRODUCT REPORT | | | | | |
|---|-------------|-------------|------|--------|--|
| PRODUCT | Gross Sales | Net Sales | GM % | Last Y | |
| AQ 5000 Series Electron 8 5900X Desktop Processor | ₹ 241.03M | \$102.20M | 0.23 | 25 | |
| AQ 5000 Series Electron 9 5900X Desktop Processor | ₹ 55.04M | \$23.10M | 0.22 | 23 | |
| AQ 5000 Series Ultron 8 5900X Desktop Processor | ₹ 243.00M | \$103.25M | 0.21 | 26 | |
| AQ Aspireon | ₹ 60.10M | \$25.62M | 0.22 | 1 | |
| AQ BZ 101 | ₹ 159.64M | \$68.18M | 0.24 | 17 | |
| AQ BZ Allin1 | ₹ 347.34M | \$147.45M | 0.22 | 28 | |
| AQ BZ Allin1 Gen 2 | ₹ 399.49M | \$170.52M | 0.23 | | |
| AQ BZ Compact | ₹ 323.08M | \$137.84M | 0.22 | 34 | |
| AQ BZ Gen Y | ₹ 300.16M | \$127.63M | 0.23 | 29 | |
| AQ BZ Gen Z | ₹ 305.20M | \$129.68M | 0.23 | 26 | |
| Total | ₹ 9,838.11M | \$4,181.63M | 0.23 | 1,031 | |



MARKETING

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All

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COUNTRY

All

REGION

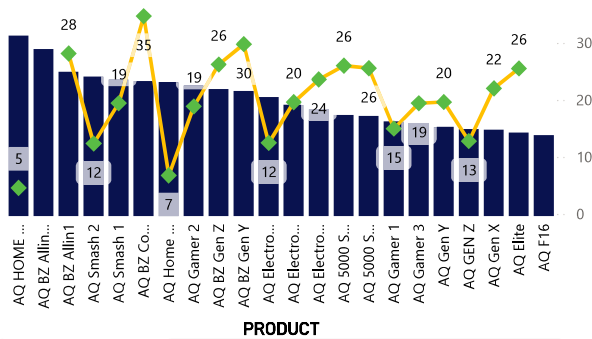
APAC

LATAM

EU

nan

● Net Sales ◆ Net Sales Last Year



2018

2019

2020

2021

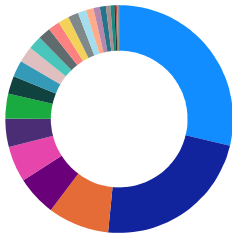
2022 EST

| market | LY | YoY | YoY % |
|------------|-------|--------|-------|
| Australia | 40.39 | 107.28 | 26.56 |
| Austria | 2.97 | 9.77 | 32.90 |
| Bangladesh | 10.49 | 29.08 | 27.72 |
| Brazil | 2.25 | 3.69 | 16.41 |
| Canada | 58.25 | 229.48 | 39.40 |
| Chile | 0.79 | 2.58 | 32.68 |
| China | 33.76 | 133.78 | 39.63 |
| Columbia | 0.13 | 0.77 | 57.77 |
| France | 49.16 | 79.98 | 16.27 |
| Germany | 21.52 | 55.93 | 25.99 |
| India | 263.2 | 781.02 | 29.67 |

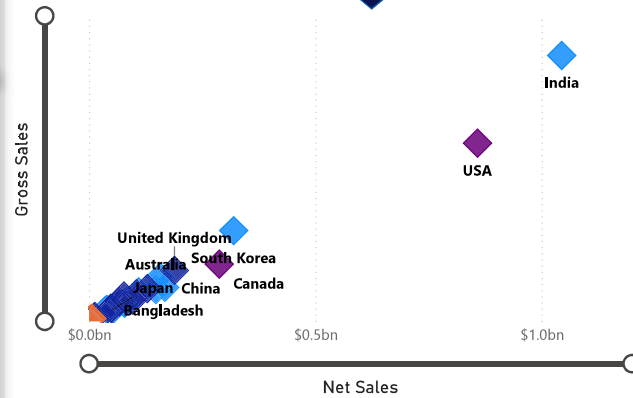
Operational Expenses

\$2.08bn

Market ● India ● USA ● Canada



region ◆ APAC ◆ EU ◆ LATAM ◆ nan



AQ WereWolf NAS Internal Hard ...

\$1,70,80,096.40

Net Sales

20.71

YoY %

5.56

VS Last Year

AQ Wi Power Dx1

\$3,41,86,500.71

Net Sales

0.00

YoY %

34.19

VS Last Year

AQ Wi Power Dx2

\$4,31,39,036.53

Net Sales

5.38

FINANCE

CHANNEL

Direct

Distributor

Retailer

SEGMENT

All

QUARTER

Qtr 1

Qtr 3

Qtr 2

Qtr 4

COUNTRY

All

REGION

APAC

LATAM

EU

nan

Net Profit

-1.13bn

Net Sales

4.18bn

Gross Margin

\$943.26...

Income Statement

| Category | LY | YoY | YoY % |
|-----------------------------------|----------|----------|-------|
| Gross Sales | 2,467.97 | 7,370.14 | 29.86 |
| - Pre Invoice Deduction | 578.56 | 1,727.01 | 29.85 |
| Net Invoice Sales | 1,889.41 | 5,643.13 | 29.87 |
| - Post Discounts(1) | 545.57 | 1,628.54 | 29.85 |
| - Post Other Discount(2) | 312.52 | 864.27 | 27.65 |
| Total Post Invoice Deduction(1+2) | 858.10 | 2,492.81 | 29.05 |
| Net Sales | 1,031.32 | 3,150.31 | 30.55 |
| - Manufacturing Cost(3) | 737.81 | 2,197.28 | 29.78 |
| - Freight Cost(4) | 65.44 | 197.50 | 30.18 |
| - Other Cost(5) | 10.09 | 30.24 | 29.96 |
| COGS(3+4+5) | 813.35 | 2,425.01 | 29.82 |
| Gross Margin | 217.97 | 725.30 | 33.28 |
| Gross Margin % | 21.13 | 1.42 | 0.67 |
| GM / Unit | 2.56 | 2.82 | 11.01 |
| - ads_promotion_amt(6) | 210.37 | 1,010.73 | 48.05 |
| - ads_other_promotion_amt(7) | 216.90 | 637.43 | 29.39 |
| Operating Expenses(6+7) | 427.27 | 1,648.17 | 38.57 |
| Net Profit | -209.30 | -922.87 | 44.09 |

