



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

\$4.18bn

Net Sales

₹ 9.84bn

Gross Sales



\$2.31bn
Pre Invoice

\$3.35bn
Post Invoice

2018

2019

2020

2021

2022 EST

Net Sales

\$4,181.63M

YoY %

30.55



Amazon

Atliq e Store
AltiQ Exclusive

Sage
Leader
Neptune
Flipkart
walmart

Product

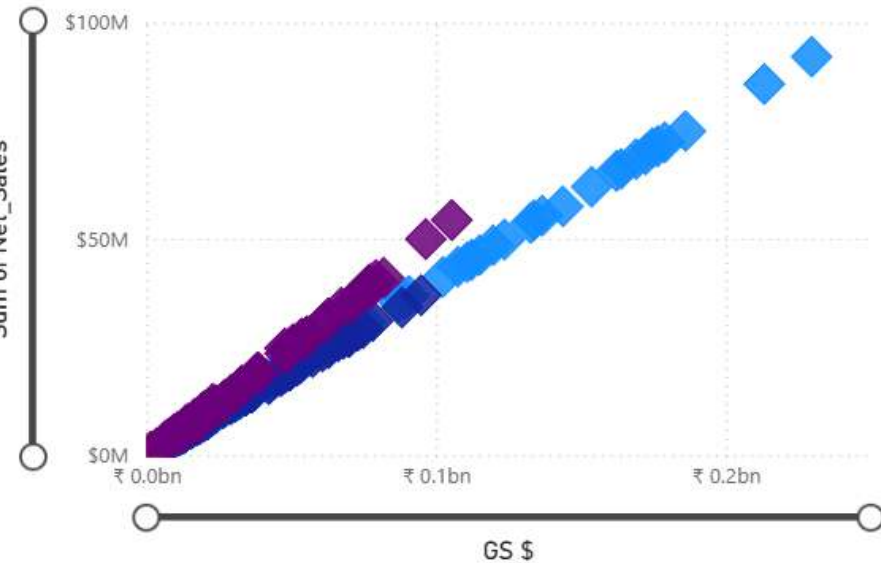
Customer

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 Aspire	₹ 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

Sum of Net_Sales

Region ◆ APAC ◆ EU ◆ LATAM ◆ nan



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

3.269012...

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)	2,379.35	7,385.07	31.04
Net Profit	-209.30	-922.87	44.09

2018

2019

2020

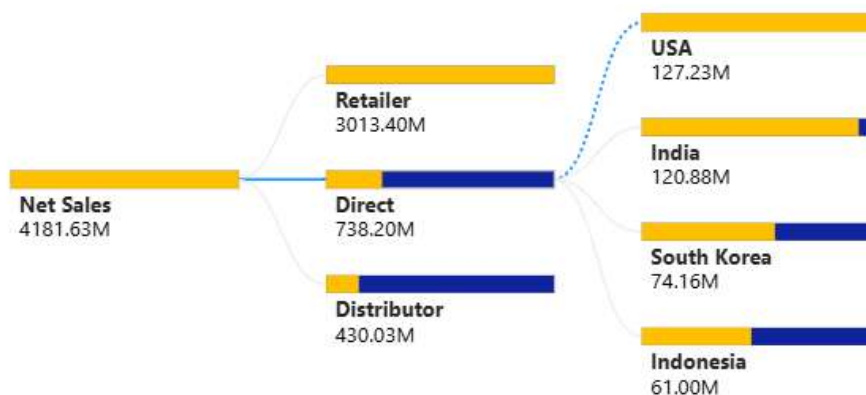
2021

2022 EST



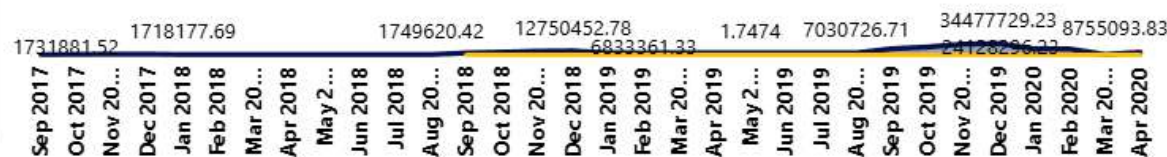
Channel
Direct

Country



PERFORMANCE OVERTIME (Net Sales)

● Current Year ● Previous Year



MARKETING

CHANNEL

Direct

Distributor

Retailer

SEGMENT

All

QUARTER

Qtr 1

Qtr 3

Qtr 2

Qtr 4

COUNTRY

All

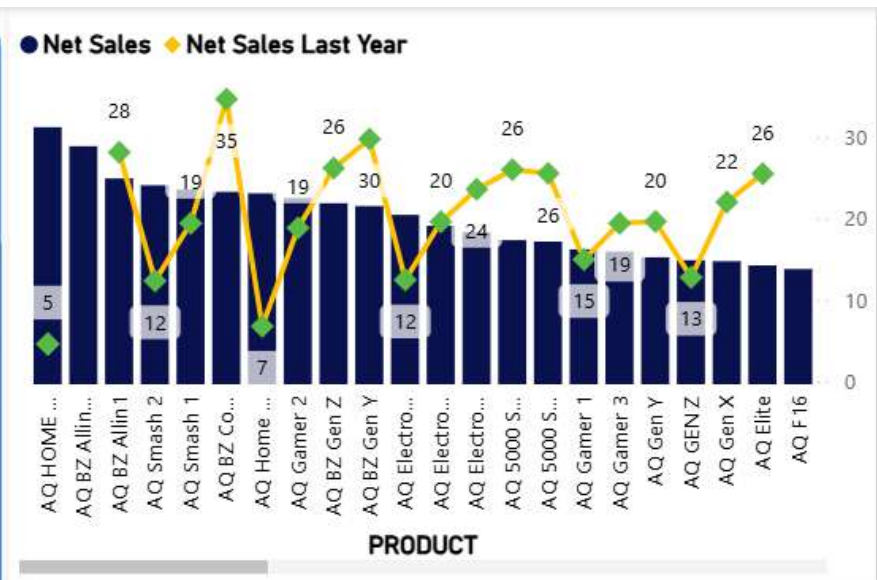
REGION

APAC

LATAM

EU

nan



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

TOP SELLER
 TOP SELLER
 TOP SELLER

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

region
 APAC
 EU
 LATAM
 nan

Gross Sales
 Net Sales

