



Business Insights 360

Note: Values are in Millions (₹)

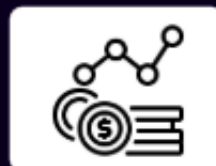
Sales Data Loaded Until: Dec 2021

Month of Refresh: Jan 2025



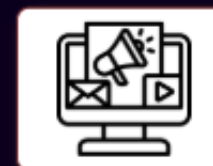
Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..

[View](#)

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.

[View](#)

Marketing View

Analyze the output of your products over key metrics like Net Sales, Gross Margin and view the same in Growth Matrix / Profitability.

[View](#)

Supply Chain View

Get Forecast Accuracy, Net Error & risk profile for product, segment, category, customer etc.

[View](#)

Executive View

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

[View](#)



Business Insights 360

Get Support / Information:

- All the system data in the tool is referred every month on 1st working day.
- System data such as Forecast, Actuals and Historical forecast are received from Global Database.
- Non system data such as Target, Operational Expenses and Market Share are refreshed on request.
- For FAQs click [here](#).
- Download live excel version [here](#).

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Sales Data Loaded Until: Dec 2021

Month of Refresh: Dec 2024



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Find Support:

- . Get an issue resolved. [click](#)
- . Provide feedback.
- . Add new request.
- . Check out contingency plan.
- . New to Power Bi? [click](#)



FILTERS

CLEAR FILTERS

Select Benchmark (BM)

VS Last Year

VS Target

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

Year To Date

Year To Go

Region, Market

All

Customer

All

Segment, Category, Product

All

Abbreviations:

BM: Benchmark

LY: Last Year

GM: Gross Margin

NP: Net Profit

Note: Vales are in Millions (₹)

Designed by: Yogesh Kurane

GM Target %

41.20%

BM: 37.43% (+10.08%)

Net Sales Target ₹

₹ 111.37M

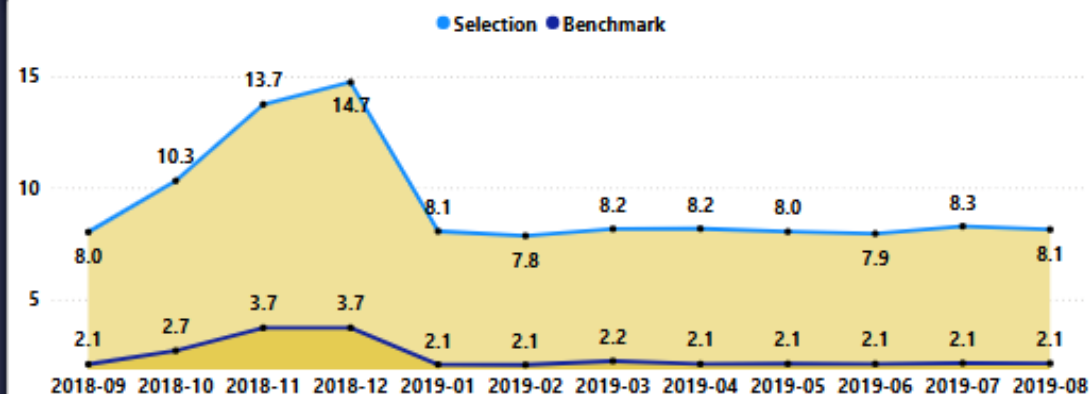
BM: 29.11M (+282.57%)

NP Target %

2.21%

BM: -4.38% (+150.38%)

Net Sales Performance Over Time



Top / Bottom & Products By Net Sales

	Region	Value	% Change
Primary Parameter	APAC	71.33	245.08
	NA	22.01	239.00
	EU	17.22	881.12
	LATAM	0.83	320.47
Total		111.37	282.57
Secondary Parameter			
Region			
Category			

Profit and Loss Statement

Line Item	2019	BM	Change	Change %
Net Profit %	2.21	-4.38	6.59	-150.38
Net Profit	2.46	-1.28	3.74	-292.73
Operational Expenses	-43.43	-12.17	-31.26	256.76
GM / Unit	4.25	3.15	1.10	34.88
Gross Margin %	41.20	37.43	3.77	10.08
Gross Margin	45.89	10.90	34.99	321.12
Total COGS	65.49	18.22	47.27	259.51
- Other Cost	0.51	0.09	0.42	449.41
- Freight Cost	2.64	0.73	1.91	262.83
- Manufacturing Cost	62.34	17.40	44.94	258.35
Net Sales	111.37	29.11	82.26	282.57
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
- Post Deductions	20.53	4.63	15.90	343.68
- Post Discounts	29.72	10.66	19.06	178.70
Net Invoice Sales	161.62	44.40	117.22	263.99
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Gross Sales	209.06	58.32	150.74	258.47



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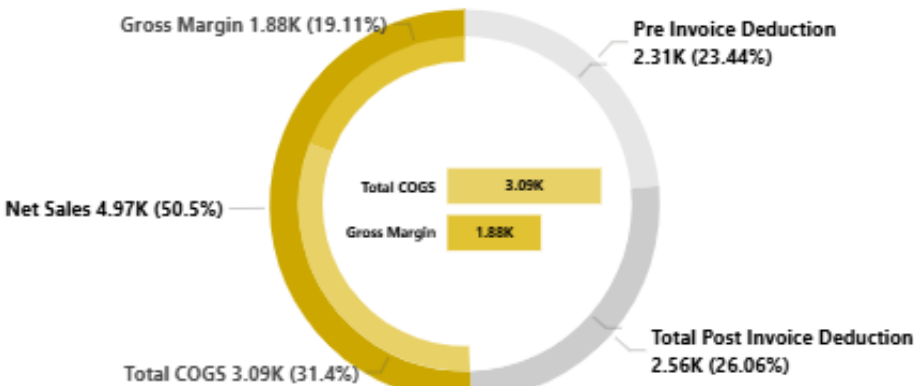
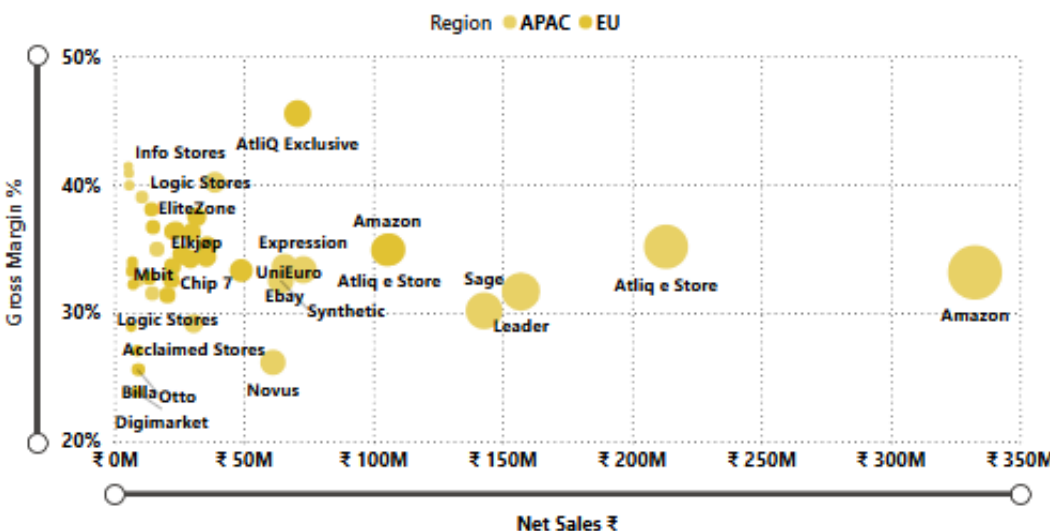
Note: Vales are in Millions (₹)

Designed by: Yogesh Kurane

Net Sales Performance Over Time

Gross Margin %
Variance

1.00%



Net Sales & Gross Margin Trend Chart Analysis

Customer

Product	Net Sales	GM ₹	GM %	GM % Change
AQ HOME Allin1 Gen 2	₹ 218.52M	₹ 83.14M	38.04%	3.41%
AQ BZ Allin1 Gen 2	₹ 202.35M	₹ 77.93M	38.51%	
AQ BZ Allin1	₹ 175.29M	₹ 65.81M	37.55%	4.37%
AQ Smash 2	₹ 169.15M	₹ 63.20M	37.37%	0.89%
AQ Home Allin1	₹ 162.28M	₹ 62.65M	38.61%	5.43%
AQ Smash 1	₹ 165.69M	₹ 62.08M	37.47%	-0.72%
AQ BZ Compact	₹ 163.55M	₹ 61.44M	37.57%	0.19%
AQ Gamer 2	₹ 158.39M	₹ 59.92M	37.83%	1.76%
AQ BZ Gen Z	₹ 154.11M	₹ 58.77M	38.14%	4.13%
AQ BZ Gen Y	₹ 151.63M	₹ 57.45M	37.89%	3.04%
AQ Electron 3 3600 D...	₹ 144.00M	₹ 55.16M	38.31%	5.53%
AQ Electron 5 3600 D...	₹ 129.51M	₹ 50.10M	38.69%	2.93%
AQ Electron 4 3600 D...	₹ 135.09M	₹ 50.04M	37.05%	2.39%
AQ 5000 Series Electr...	₹ 121.55M	₹ 46.99M	38.66%	5.53%
AQ 5000 Series Ultron...	₹ 122.69M	₹ 45.04M	36.71%	-3.69%
AQ Gamer 3	₹ 112.84M	₹ 43.99M	38.99%	5.10%
AQ Gamer 1	₹ 114.84M	₹ 42.53M	37.03%	-0.21%
AQ Gen Y	₹ 108.15M	₹ 40.87M	37.79%	4.80%
Total	₹ 4,968.48M	₹ 1,879.72M	37.83%	2.05%



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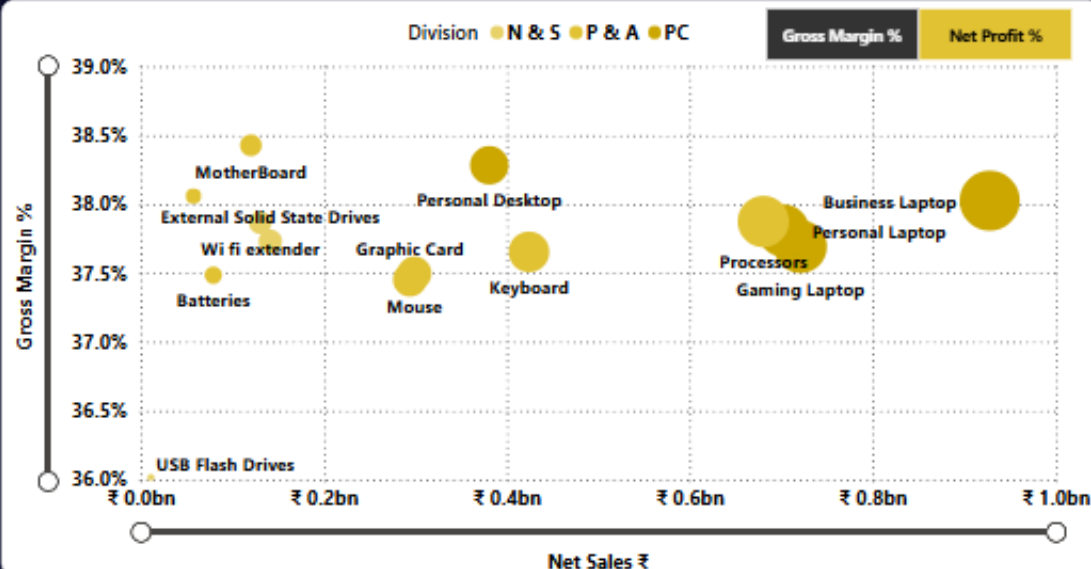
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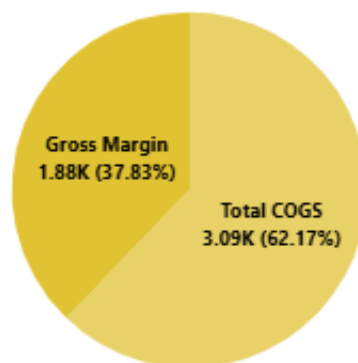
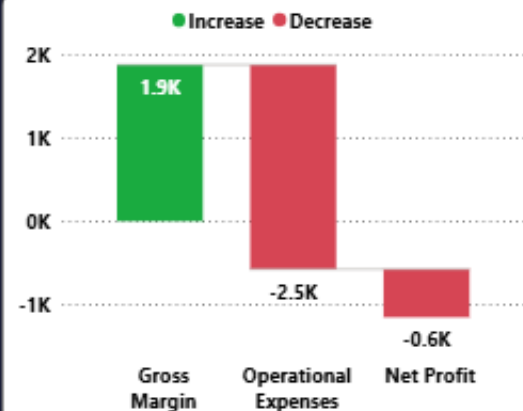
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Designed by: Yogesh Kurane

Net Sales (₹) & Gross Margin/Net Profit (%) analysis



Net Sales & Gross Margin Bifurcation



Segment



Market

Region

Market

Market	Net Sales ₹	GM %	NP ₹	NP %	NP % Change
United Kingdom	₹ 233.91M	34.62%	-66.72M	-28.52%	116.35%
Germany	₹ 102.67M	27.43%	-25.32M	-24.66%	166.75%
India	₹ 1,271.22M	35.14%	-280.05M	-22.03%	14.45%
Canada	₹ 319.99M	44.97%	-54.87M	-17.15%	1763.24%
USA	₹ 970.75M	42.95%	-118.10M	-12.17%	-9.80%
Austria	₹ 16.70M	29.55%	-1.58M	-9.49%	-246.05%
Indonesia	₹ 132.90M	34.82%	-10.65M	-8.01%	-211.58%
Brazil	₹ 7.75M	29.46%	-0.58M	-7.49%	-2621.62%
Australia	₹ 166.99M	43.01%	-10.07M	-6.03%	-247.86%
Portugal	₹ 84.57M	32.74%	-4.20M	-4.96%	-132.82%
China	₹ 186.26M	44.59%	-9.23M	-4.96%	-2055.89%
Italy	₹ 98.69M	37.28%	-3.72M	-3.77%	2155.40%
Netherlands	₹ 58.10M	35.44%	-2.13M	-3.67%	-140.42%
Columbia	₹ 1.17M	29.94%	-0.03M	-2.86%	360.06%
Philippines	₹ 196.55M	32.03%	-3.82M	-1.94%	-111.92%
France	₹ 154.14M	36.56%	-2.45M	-1.59%	-116.47%
Bangladesh	₹ 49.05M	31.98%	-0.68M	-1.39%	-126.74%
South Korea	₹ 407.09M	32.57%	-2.50M	-0.61%	-107.57%
Japan	₹ 60.17M	42.82%	1.01M	1.69%	-85.39%
Newzealand	₹ 90.16M	41.60%	1.92M	2.13%	-89.31%
Total	₹ 4,968.48M	37.83%	-578.18M	-11.64%	157.19%



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Note: Vales are in Millions (₹)

Designed by: Yogesh Kurane

Forecast Accuracy %

79.8%

Last Year: 24784463 (-100%)

Net Error ₹

-3472.69K

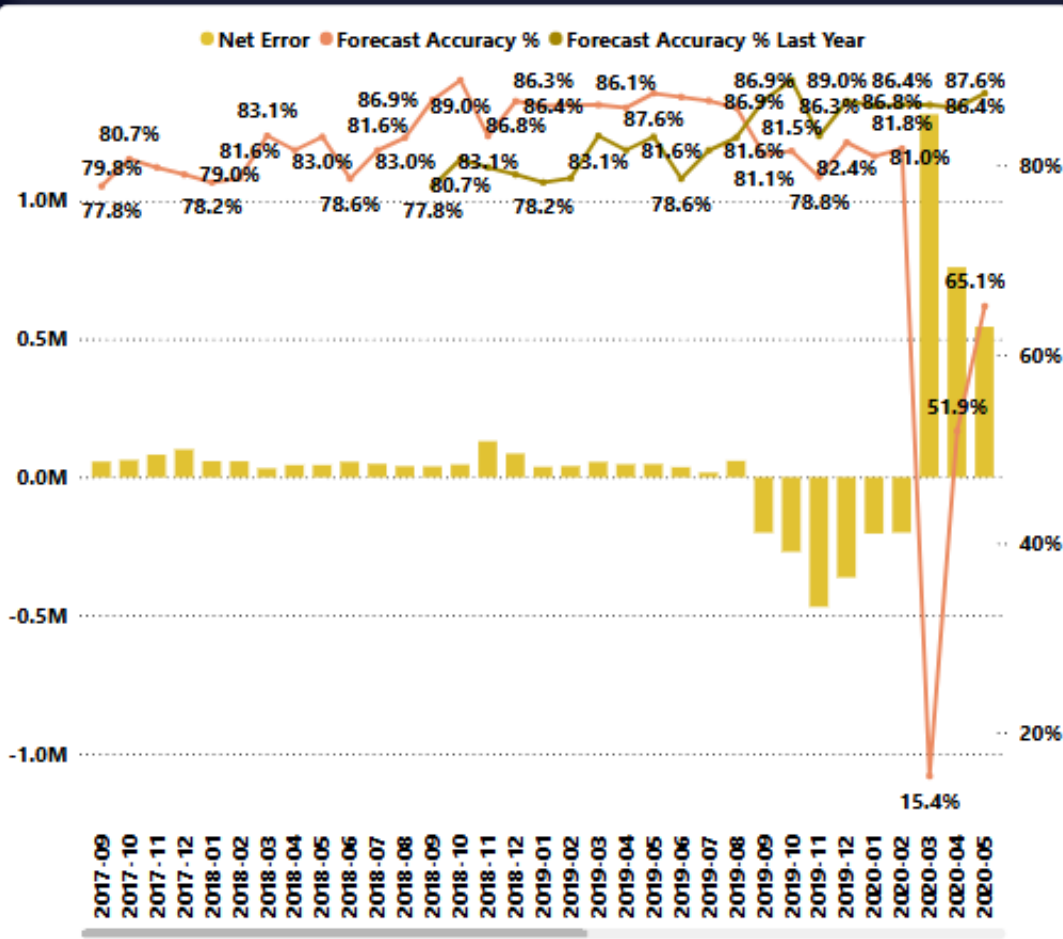
Last Year: 36642.26K (-109.48%)

Absolute Error ₹

6.90M

Last Year: -3.47M (+298.67%)

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atlas Stores	47.2%	46.3%	119793	18.9%	EXI
Logic Stores	49.6%	48.2%	143411	17.0%	EXI
Electricalsquipo Stores	47.0%	46.3%	99503	15.9%	EXI
Premium Stores	51.2%	51.1%	106437	13.0%	EXI
Nomad Stores	49.2%	47.6%	112882	12.4%	EXI
Coolblue	50.1%	51.0%	96016	11.2%	EXI
Relief	48.8%	47.5%	86437	10.3%	EXI
Surface Stores	48.7%	47.3%	37384	9.3%	EXI
Chiptec	50.1%	49.9%	47937	8.8%	EXI
UniEuro	53.0%	54.0%	122707	8.8%	EXI
Total	79.8%	79.3%	-2417425	-2.0%	OOS

Key Metrics By Segment

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	80.5%	77.9%	-1352029	-1.9%	OOS
Notebook	83.8%	79.4%	22621	0.5%	EXI
Networking	81.0%	79.5%	184995	2.7%	EXI
Peripherals	74.3%	81.1%	-3388005	-17.5%	OOS
Storage	81.1%	82.5%	2020264	10.5%	EXI
Desktop	87.0%	84.1%	94729	10.4%	EXI



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Net Sales ₹ Target

₹ 3.74bn

BM: 823.85M (+353.5%)

Gross Margin Target %

38.08%

BM: 36.49% (+4.37%)

Net Profit Target %

-13.98%

BM: -6.63% (-110.79%)

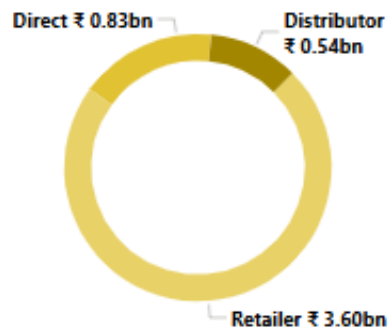
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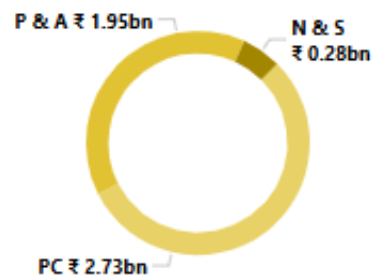
Revenue By Channel

Channel ● Retailer ● Direct ● Distributor



Revenue By Division

Division ● PC ● P & A ● N & S



Key Insights By Sub-Zone

Sub-Zone	Net Sales ₹	RC %	Gross Margin %	Net Profit %	Net Error %	Risk	AtliQ MS %
ANZ	₹ 257.1M	5.18%	42.5% ▲	-3.2%	-1.2%	OOS	0.54%
India	₹ 1,271.2M	25.59%	35.1% ▲	-22.0%	0.2%	EXI	5.11%
LATAM	₹ 21.0M	0.42%	35.3% ▼	-0.8%	0.3%	EXI	0.12%
NA	₹ 1,290.7M	25.98%	43.5% ▲	-13.4%	-3.8%	OOS	1.82%
NE	₹ 604.6M	12.17%	34.1% ▼	-14.3%	4.9%	EXI	2.52%
ROA	₹ 1,077.4M	21.68%	35.4% ▼	-2.3%	-5.3%	OOS	3.18%
SE	₹ 446.4M	8.98%	37.6% ▼	-1.3%	-6.7%	OOS	6.59%
Total	₹ 4,968.5M	100.00%	37.8%	-11.6%	-2.0%	OOS	2.26%

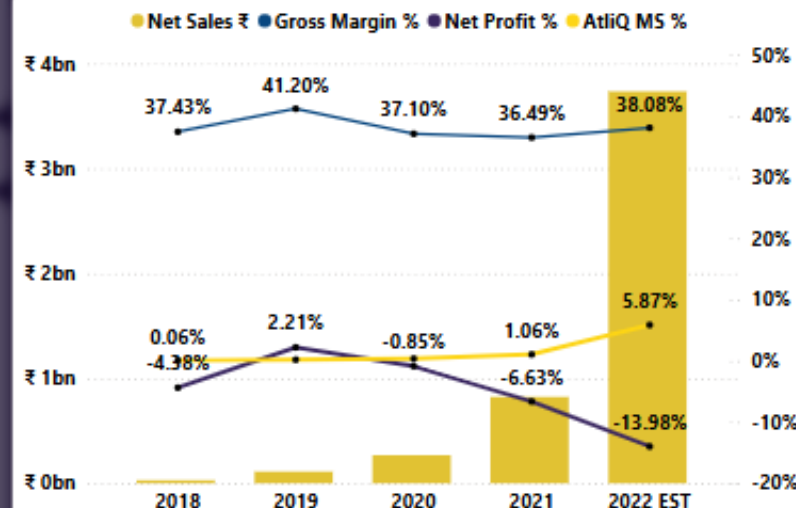
Top 5 Customers By Revenue

Customer	RC %	Gross Margin %
Amazon	13.59%	36.76% ▲
AtliQ Exclusive	9.64%	45.67% ▲
AtliQ e Store	8.40%	37.13% ▼
Flipkart	3.62%	39.78% ▲
Sage	3.43%	32.45% ▼
Total	38.68%	38.96%

Top 5 Products By Revenue

Product	RC %	Gross Margin %
AQ Smash 2	3.40%	37.37% ▲
AQ Smash 1	3.33%	37.47% ▼
AQ HOME Alli...	4.40%	38.04% ▲
AQ BZ Allin1 ...	4.07%	38.51% ○
AQ BZ Allin1	3.53%	37.55% ▲
Total	18.74%	37.83%

Key Metrics Over Years



Trend: Revenue Contribution Over Years

Manufacturer ● AtliQ ● Bp ● Dale ● Innovo ● Others ● Pacer

