



Business Insight 360



Thursday, February 06, 2025



Sales data loaded until : Dec 21



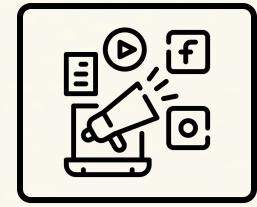
Finance View

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



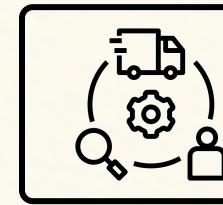
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



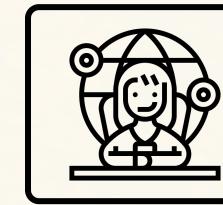
Marketing View

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.

Values are in Dollars & Millions



Info



FILTER

Selected Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

BY STORE(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

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All values in Million \$

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\$0.82bn

BM: 267.98M | 207.43% ▲

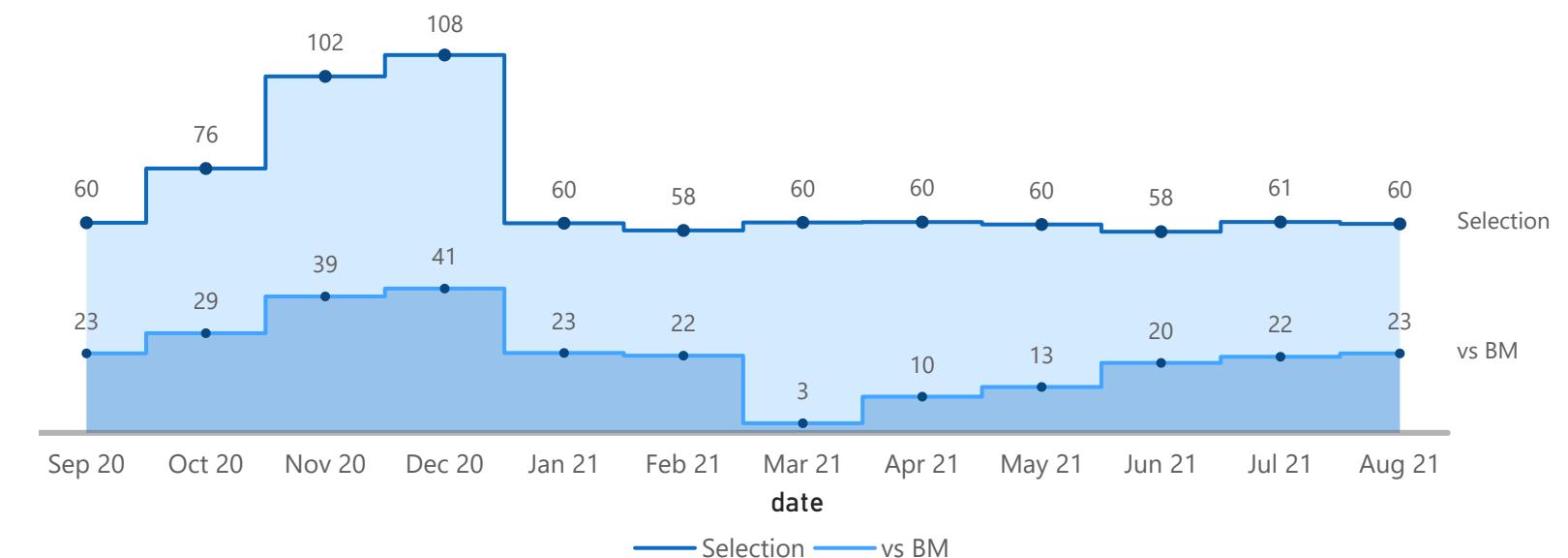
36.49%

BM: 37.1% | -1.65% ▼

-6.63%

BM: -0.85% | 676.38% ▲

Net Sales Performance Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

Region	Values	-	Chg %
--------	--------	---	-------

+ APAC	441.98	<div style="width: 75%; background-color: #0056b3;"></div>	198.67
+ EU	200.77	<div style="width: 50%; background-color: #0056b3;"></div>	259.88
+ NA	177.94	<div style="width: 40%; background-color: #0056b3;"></div>	186.03
+ LATAM	3.16	<div style="width: 5%; background-color: #0056b3;"></div>	58.40
Total	823.85		207.43

Secondary Parameter

 Market Product

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Opernation Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38



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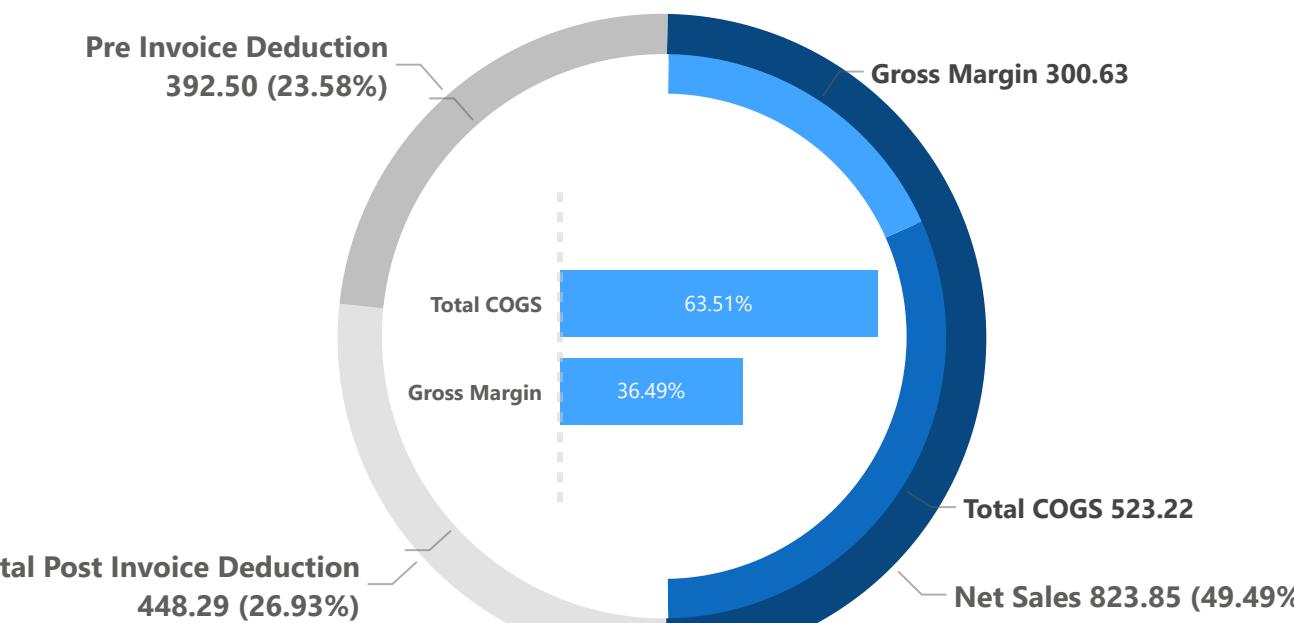
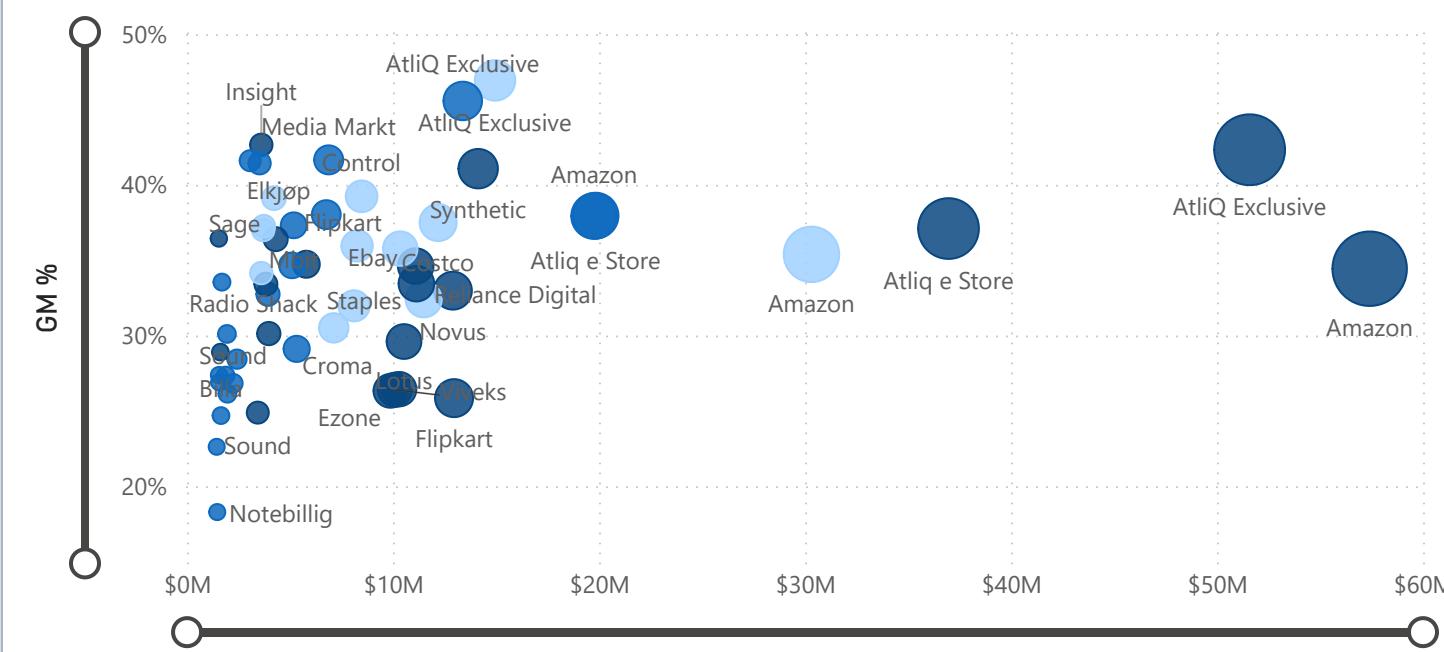
All values in Million \$

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Net Sales Performance Over Time

Gross Margin % Variance

0%



Customer / Product Performance

● Product
○ Customer

Product	NS \$	GM \$	GM %	Δ GM %
AQ BZ Allin1	\$33.75M	\$12.14M	35.97%	
AQ Qwerty	\$27.84M	\$10.33M	37.09%	
AQ Trigger	\$26.95M	\$9.94M	36.89%	
AQ Gen Y	\$23.58M	\$8.50M	36.06%	
AQ BZ Compact	\$22.22M	\$8.21M	36.96%	1.35%
AQ Maxima	\$22.32M	\$8.19M	36.68%	-0.47%
AQ BZ Gen Z	\$21.83M	\$8.02M	36.74%	0.99%
AQ Trigger Ms	\$22.18M	\$7.86M	35.44%	
AQ Gen X	\$21.29M	\$7.51M	35.27%	-3.72%
AQ Electron 4 3600 ...	\$20.34M	\$7.35M	36.12%	-1.20%
AQ BZ Gen Y	\$20.40M	\$7.32M	35.87%	-3.01%
AQ Qwerty Ms	\$19.36M	\$7.13M	36.86%	
AQ Electron 5 3600 ...	\$18.57M	\$6.88M	37.06%	-3.94%
AQ Lite	\$19.36M	\$6.82M	35.21%	-3.43%
AQ Elite	\$19.08M	\$6.76M	35.42%	-6.15%
AQ Smash 1	\$18.03M	\$6.75M	37.46%	0.18%
Total	\$823.85M	\$300.63M	36.49%	-1.65%



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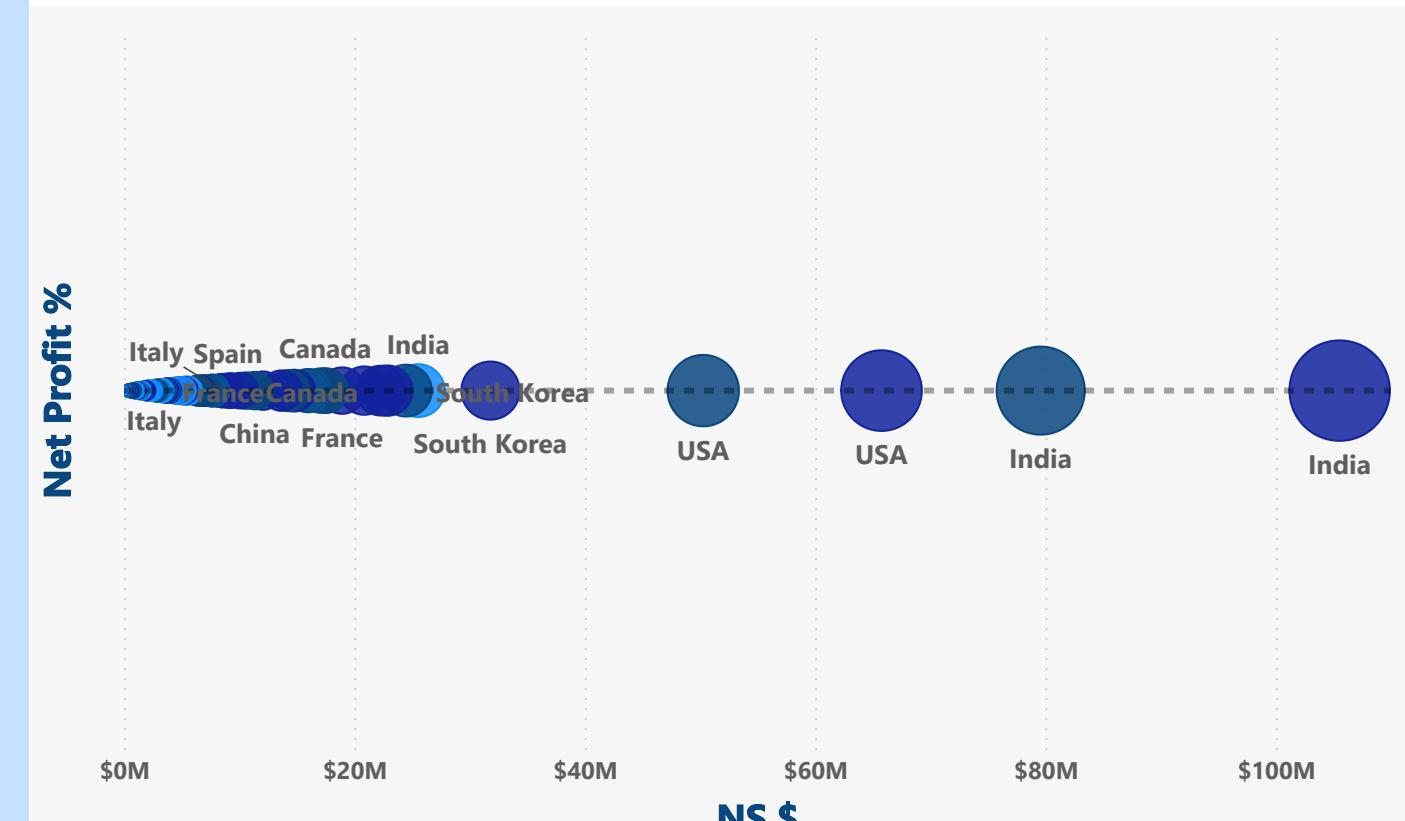
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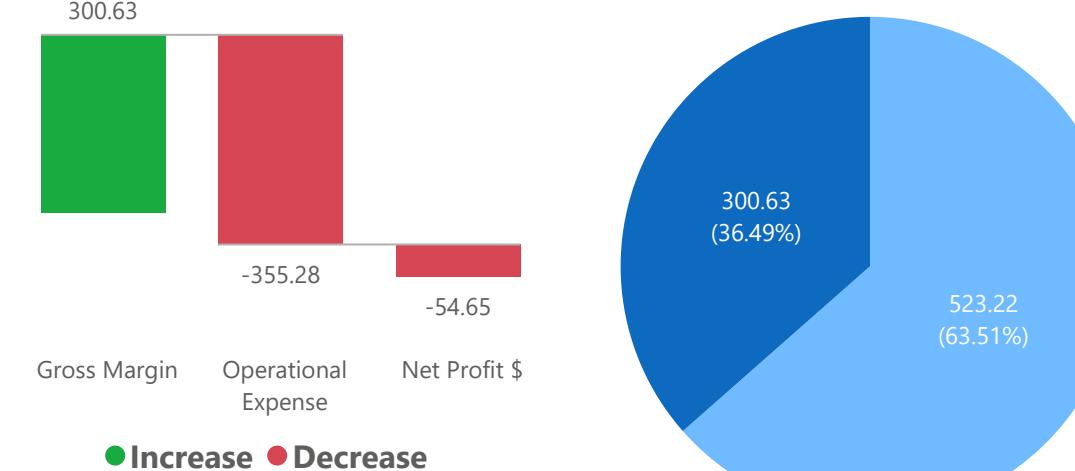
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Market Performance by Net Profit % & Gross Margin %

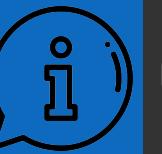


Net Sales and Gross Margin Bifurcation

Segment Market

Region Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
India	\$78.28M	32.76%	(\$18.73M)	-23.92%	76.78%
USA	\$49.08M	37.98%	(\$7.75M)	-15.79%	288.78%
United Kingdom	\$7.89M	42.17%	(\$1.13M)	-14.29%	-28.63%
Spain	\$5.23M	32.91%	(\$0.65M)	-12.42%	125.77%
Germany	\$4.97M	30.57%	(\$0.20M)	-4.07%	-30.37%
Canada	\$23.18M	39.79%	(\$0.66M)	-2.85%	-127.50%
Pakistan	\$3.03M	37.11%	(\$0.08M)	-2.71%	-115.89%
Brazil	\$1.00M	32.86%	(\$0.02M)	-2.00%	-22.05%
Australia	\$12.42M	36.34%	\$0.09M	0.73%	-95.61%
Indonesia	\$18.45M	39.63%	\$0.42M	2.28%	-89.50%
Italy	\$4.80M	32.56%	\$0.18M	3.72%	-167.88%
Bangladesh	\$5.73M	37.04%	\$0.32M	5.56%	-61.22%
Mexico	\$1.20M	39.22%	\$0.07M	5.81%	176.24%
Austria	\$0.98M	31.56%	\$0.08M	8.58%	-169.91%
France	\$12.06M	46.86%	\$1.33M	11.03%	-43.88%
South Korea	\$41.63M	37.80%	\$4.99M	12.00%	493.74%
Sweden	\$0.97M	40.94%	\$0.12M	12.04%	264.58%
Norway	\$7.17M	33.53%	\$0.89M	12.36%	-32.08%
Netherlands	\$4.52M	43.85%	\$0.59M	13.04%	58.96%
Japan	\$4.67M	47.92%	\$0.69M	14.71%	182.84%
Total	\$311.59M	37.58%	(\$14.31M)	-4.59%	-366.00%



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Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Net Error (\$)

-752K

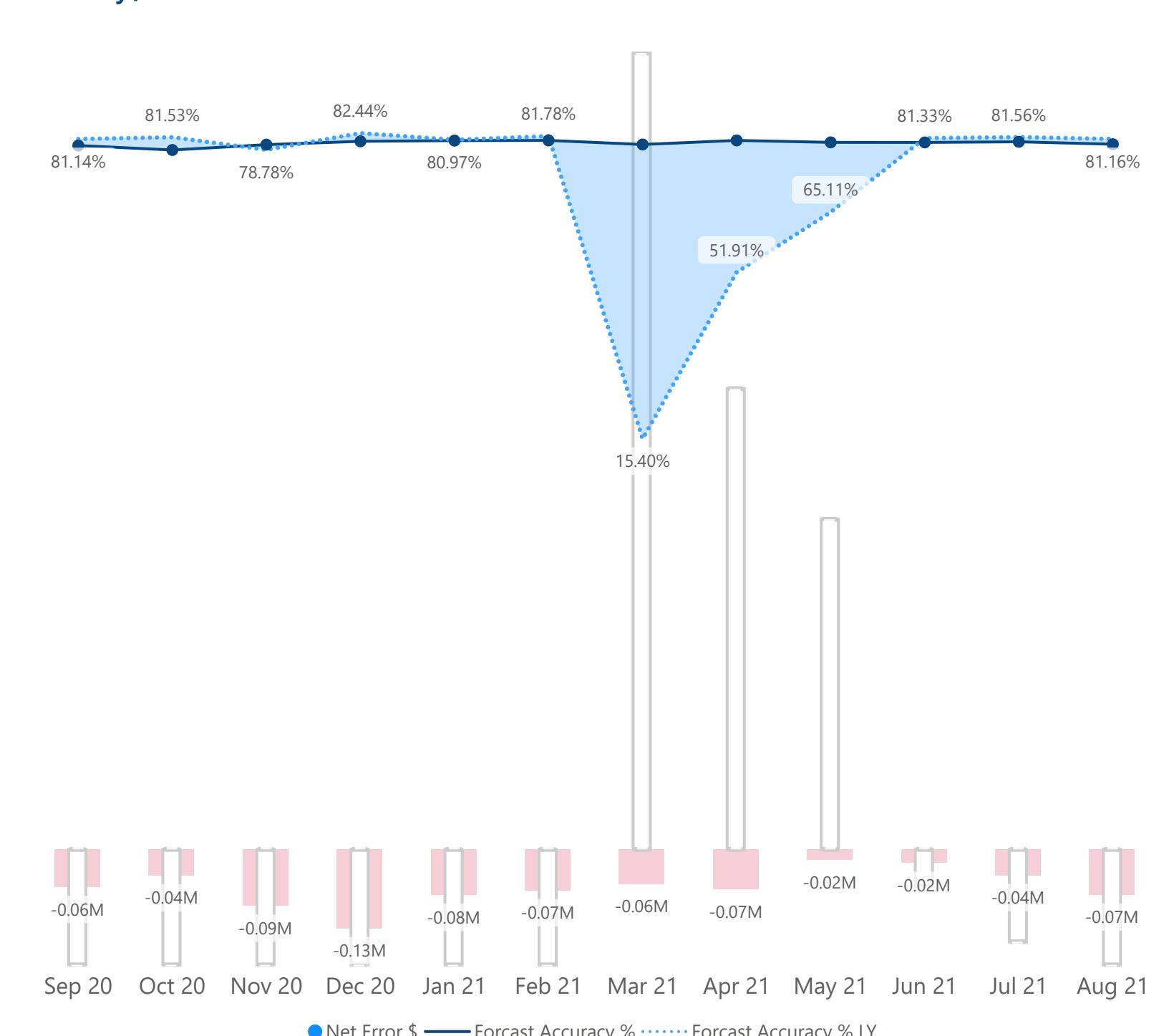
LY: 5.74M | 70.3% ▼

ABS Error (\$)

10M

LY: 0.49M | -252.91% ▲

Accuracy / Net Error Trend

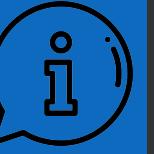


Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error \$	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-123K	-16.23%	OOS
All-Out	29.09%	35.18%	-12K	-30.67%	OOS
Amazon	74.54%	48.43%	-155K	-2.35%	OOS
Argos (Sainsbury's)	56.08%	43.27%	8K	4.14%	EI
Atlas Stores	48.16%	39.19%	100K	29.63%	EI
Atliq e Store	74.59%	55.24%	-95K	-2.30%	OOS
AtliQ Exclusive	71.69%	56.65%	-189K	-4.59%	OOS
BestBuy	35.31%	7.31%	-73K	-16.97%	OOS
Total	80.21%	72.99%	-752K	-1.52%	OOS

Key Metrics By Product

Segment	FCA %	FCA % LY	Net Error \$	Net Error %	Risk
Networking	90.40%	52.50%	227K	8.17%	EI
Desktop	84.37%	70.07%	16K	11.22%	EI
Storage	83.54%	81.01%	1508K	15.77%	EI
Peripherals	83.23%	75.18%	-318K	-5.89%	OOS
Notebook	79.99%	76.65%	-51K	-3.96%	OOS
Accessories	77.66%	71.42%	-2133K	-7.06%	OOS
Total	80.21%	72.99%	-752K	-1.52%	OOS



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Net Sales \$

\$823.85M

BM: 267.98M | 207.43% ▲

Gross Margin %

36.49%

BM: 37.1% | -1.65% ▼

Net Profit %

-6.63%

BM: -0.85% | 676.38% ▲

Forecast Accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Revenue Contribution



Q1 Q2 Q3 Q4

YTD YTG

BY REGION/COUNTRY

All

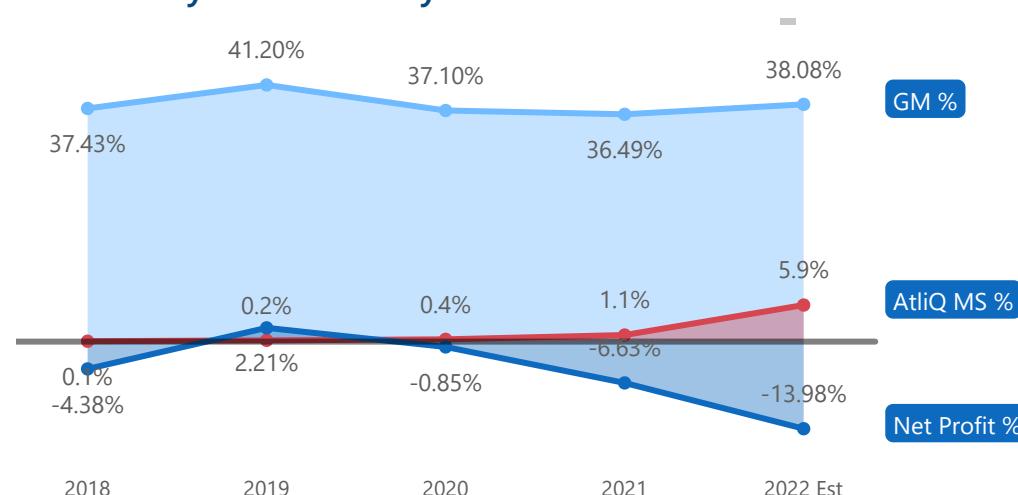
BY STORE(S)

All

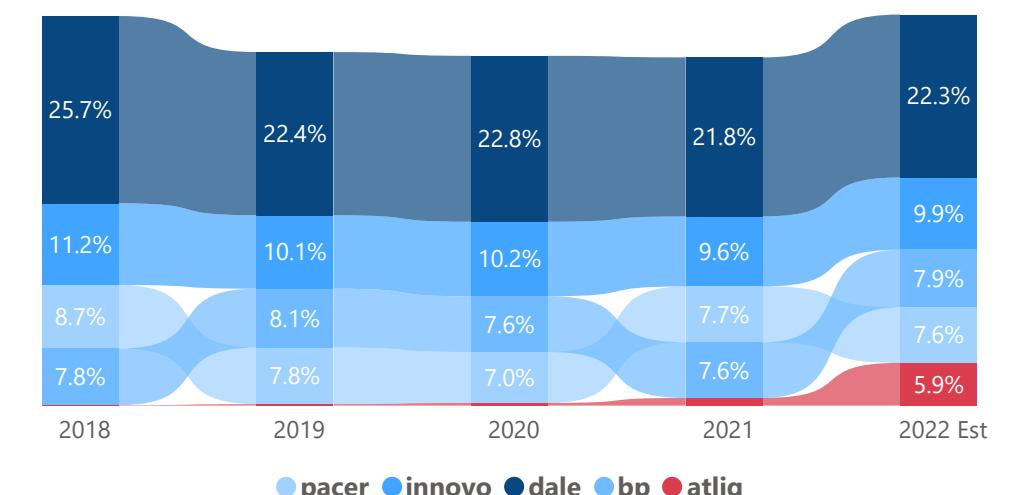
BY CATEGORY

All

Trend : Key Metric over year



Trend : Revenue Contribution over year



TOP 5 Customers

CUSTOMER	RC %	GM %
Amazon	13.23%	35.40% ▼
AtliQ e Store	8.53%	37.54% ▲
AtliQ Exclusive	9.70%	43.73% ▼
Flipkart	3.07%	30.23% ▼
Sage	3.29%	35.16% ▲
Total	37.82%	37.58%

TOP 5 Products

PRODUCT	RC %	GM %
AQ Qwerty	3.38%	37.09% C
AQ Trigger	3.27%	36.89% C
AQ Maxima	2.71%	36.68% ▼
AQ Gen Y	2.86%	36.06% C
AO BZ Allin1	4.10%	35.07% C
Total	16.32%	36.52%

Sub Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$91.48M	11.10%	38.71% ▲	4.43%	▼	10.56%	EI
India	\$210.67M	25.57%	32.03% ▼	-24.65%		3.90%	EI
ROA	\$186.89M	22.69%	38.34% ▲	8.23%	▼	-21.55%	OOS
NE	\$109.29M	13.27%	38.03% ▲	-1.14%	▼	11.27%	EI
NA	\$177.94M	21.60%	37.23% ▼	-13.67%		-7.06%	OOS
ANZ	\$44.41M	5.39%	38.46% ▼	7.27%	▼	-5.19%	OOS
LATAM	\$3.16M	0.38%	37.54% ▲	6.18%		5.32%	EI
Total	\$823.85M	100.00%	36.49%	-6.63%	-1.52%	OOS	1.1%

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