



Business Insight 360



13 April 2025



Dec 21



Finance View

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



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

Values are in Dollars & Millions



Support



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 \$

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

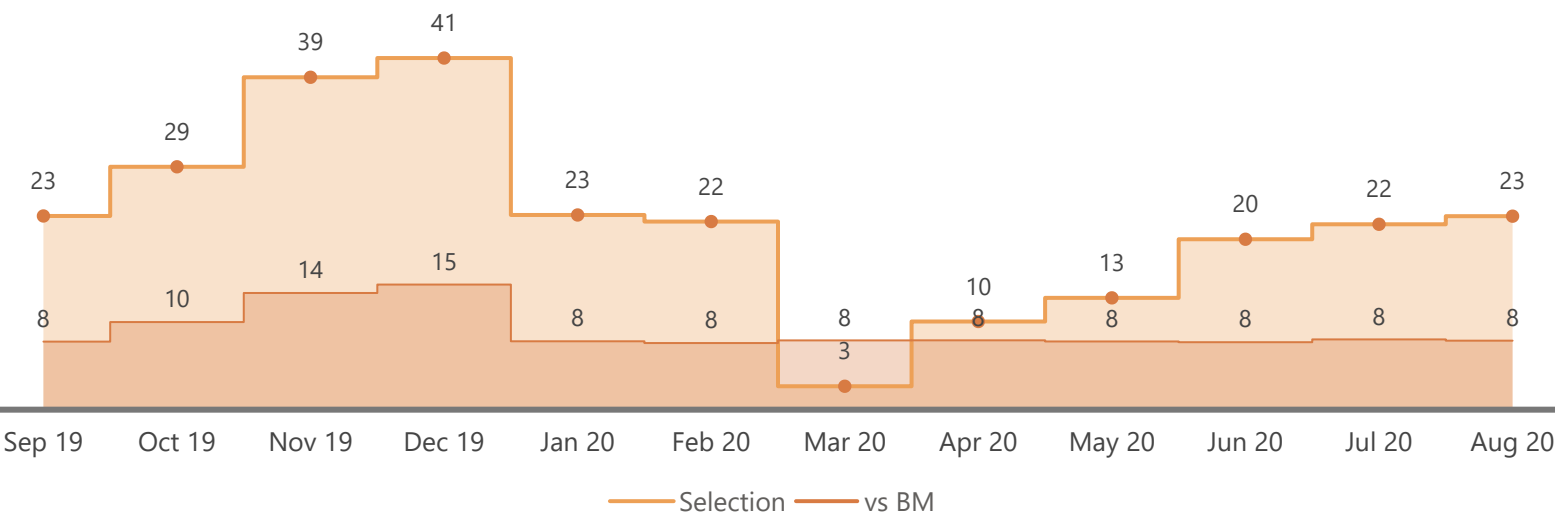
BM: 41.2% | -9.95% ▼

NP %

-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

REGION

Values

Chg %

APAC

147.98

107.48

NA

62.21

182.70

EU

55.79

224.03

LATAM

2.00

141.89

Total

267.98

140.61

Profit & Loss Statement

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



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

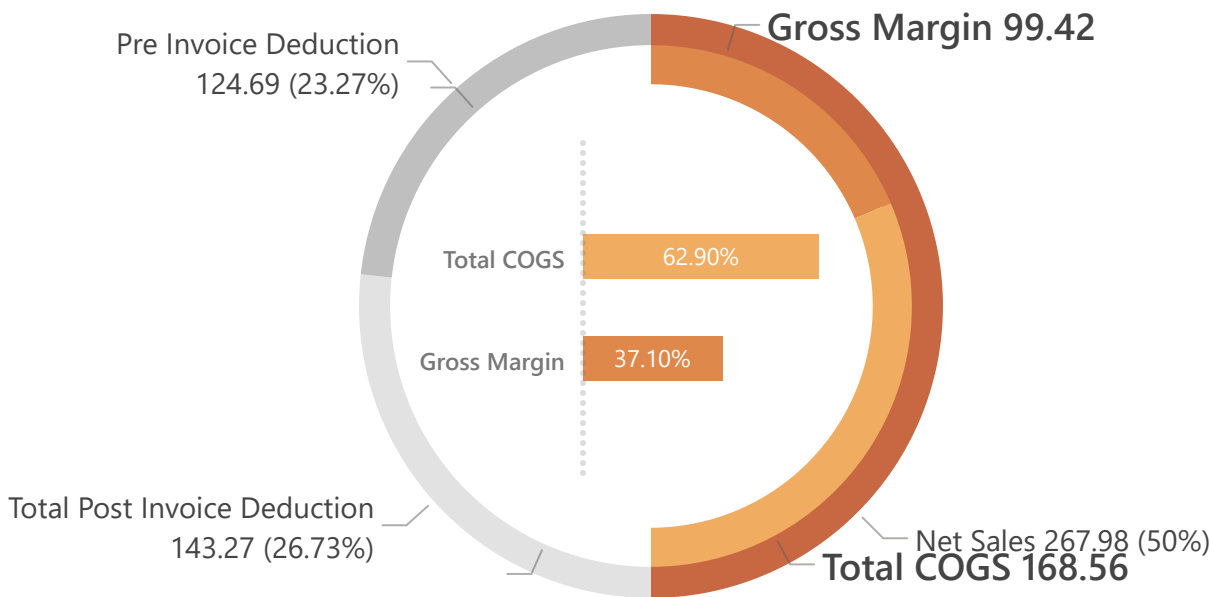
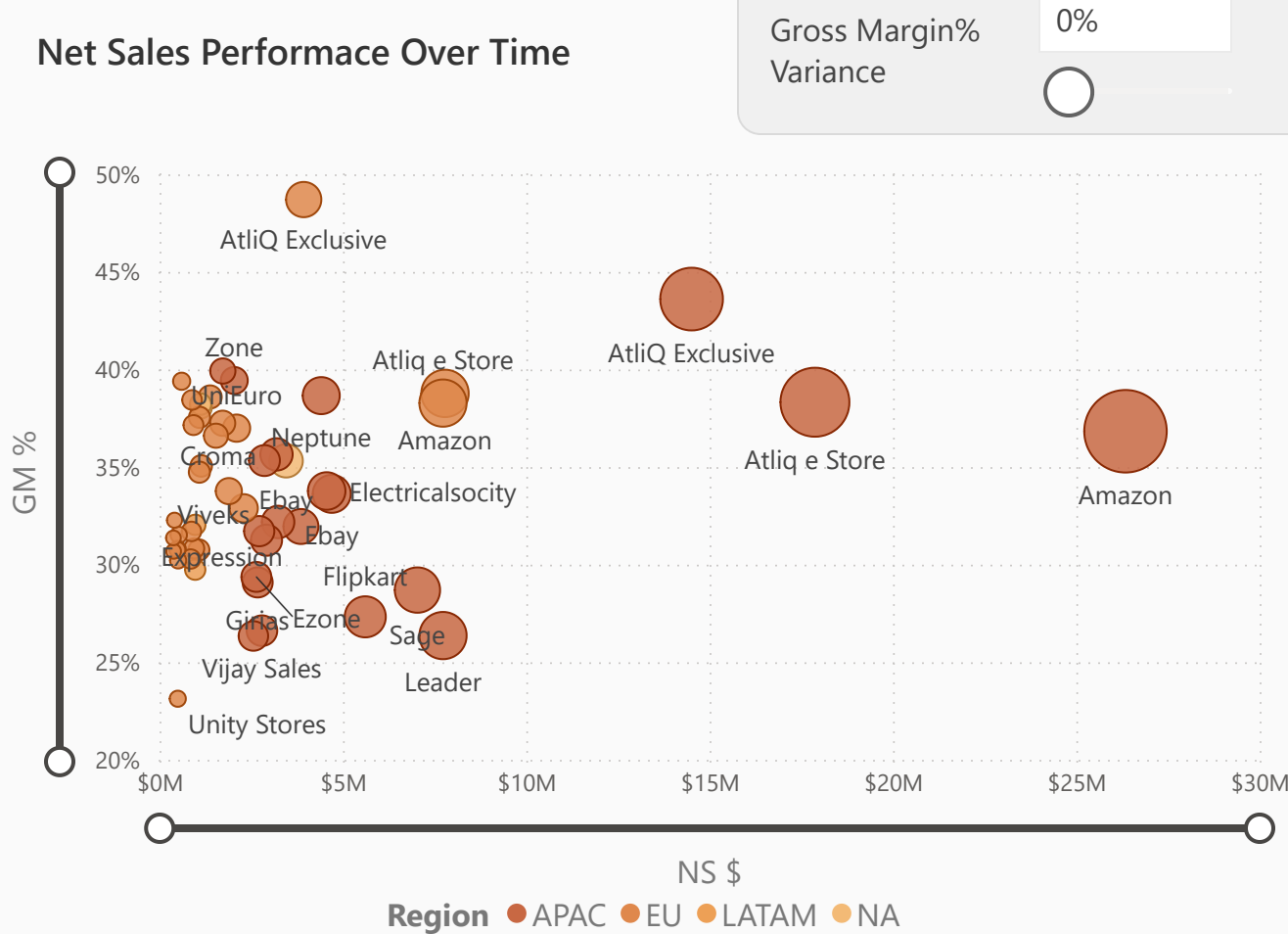
BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales Performace Over Time



Customer Performance

Product

Customer

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%
Total	\$211.40M	76.80M		36.33%	-14.70%



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

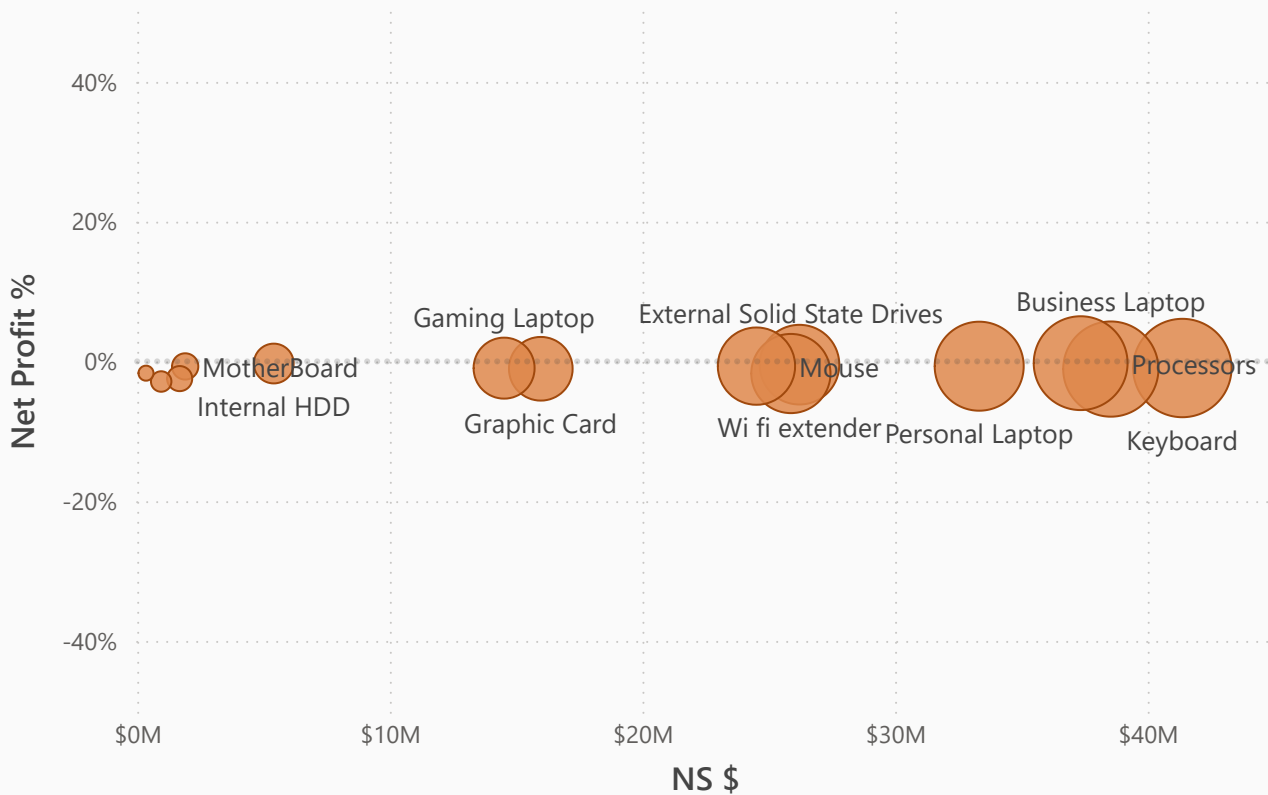
NP= Net Profit | Chg = Change

All values in Million \$

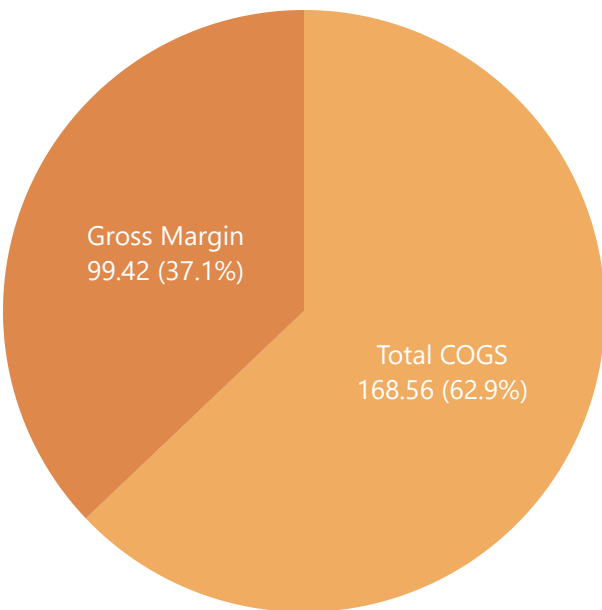
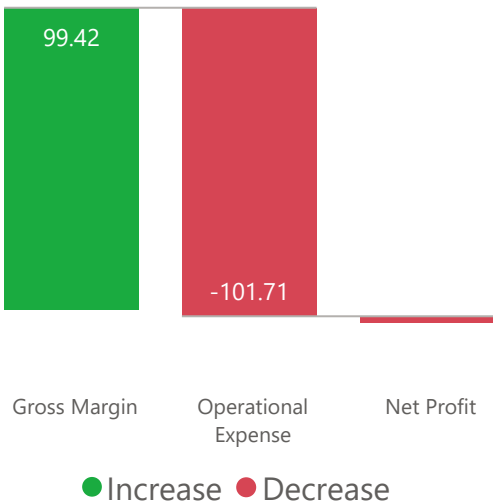
Net Profit %

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Segment

Category

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



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 \$

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

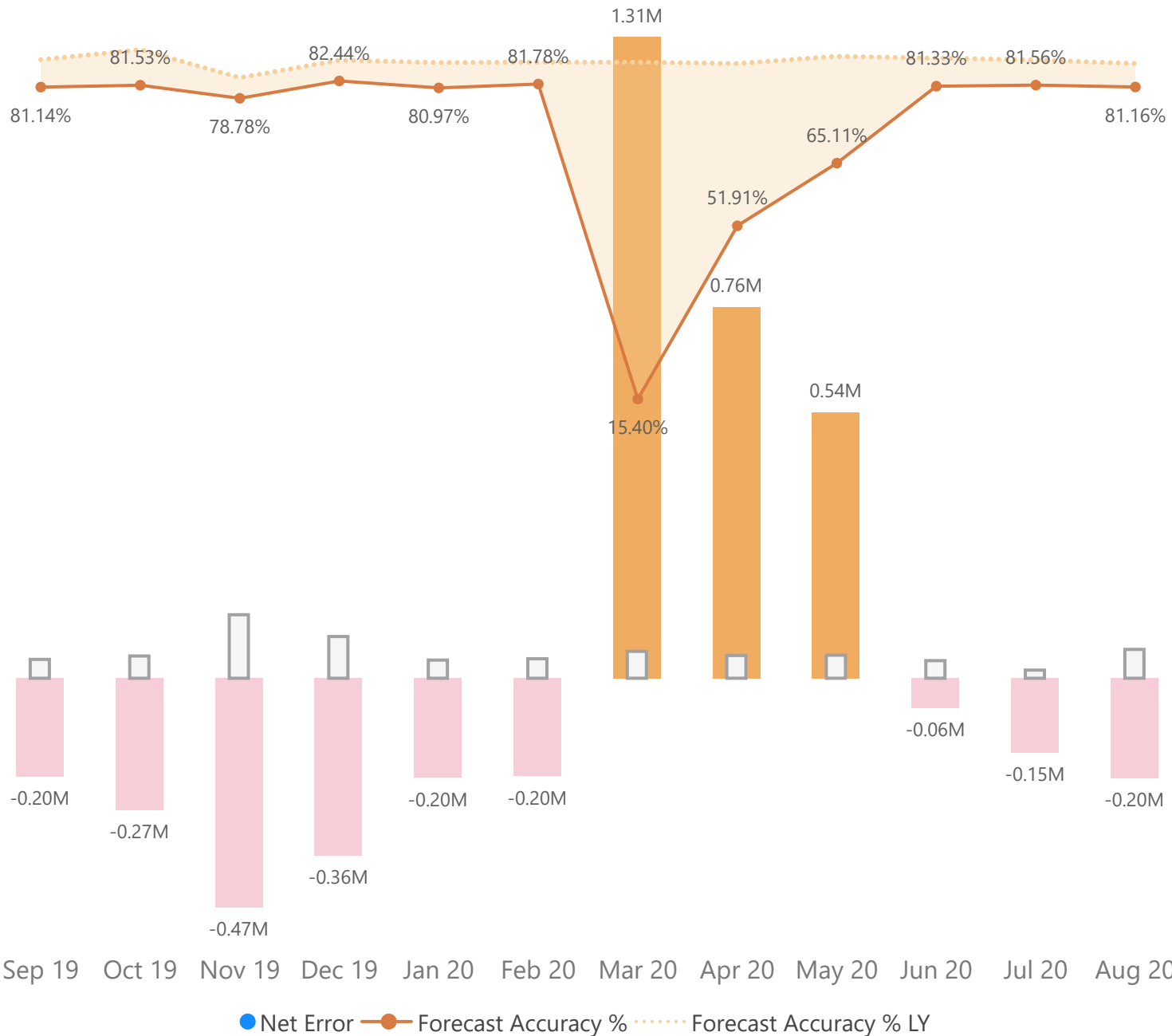
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



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
Elkiød	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



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

RC= Revenue Contribution

MS= Market Share

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% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Revenue Contribution

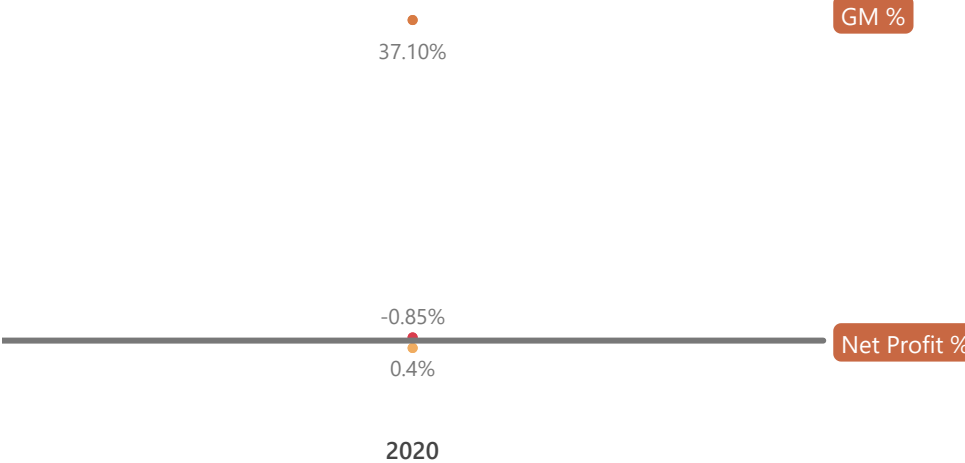
Division

Channel

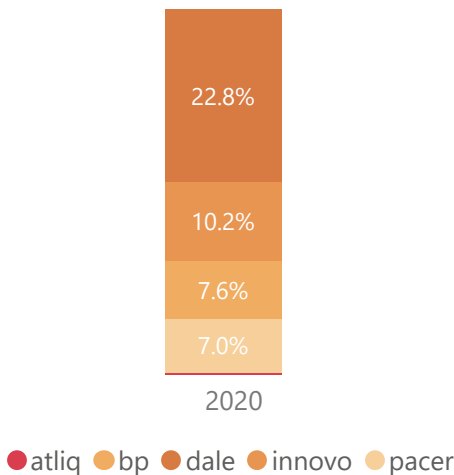


Direct Distributor Retailer

Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

Customer	RC %	GM %
Amazon	18.6%	37.96% ▼
Atliq e Store	11.8%	37.47% ▼
AtliQ Exclusive	8.6%	45.79% ▼
Flipkart	4.1%	33.54% ▼
Sage	3.1%	31.22% ▼
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 %
ROA	\$66.45M	24.8%	38.15%	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73% ▼	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79% ▼	-22.1%	OOS	0.3%
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%
ANZ	\$16.80M	6.3%	42.36%	12.62% ▲	24.2%	EI	0.1%
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%