

Sales Insights Dashboard

Overview

Segments/Categories

All

Market (Country)

All

2020

2021



Overview



Product & Customer



Finance



Channel and Growth

\$2.20bn



Total Revenue

\$183.4M



Avg Monthly Sales

71M



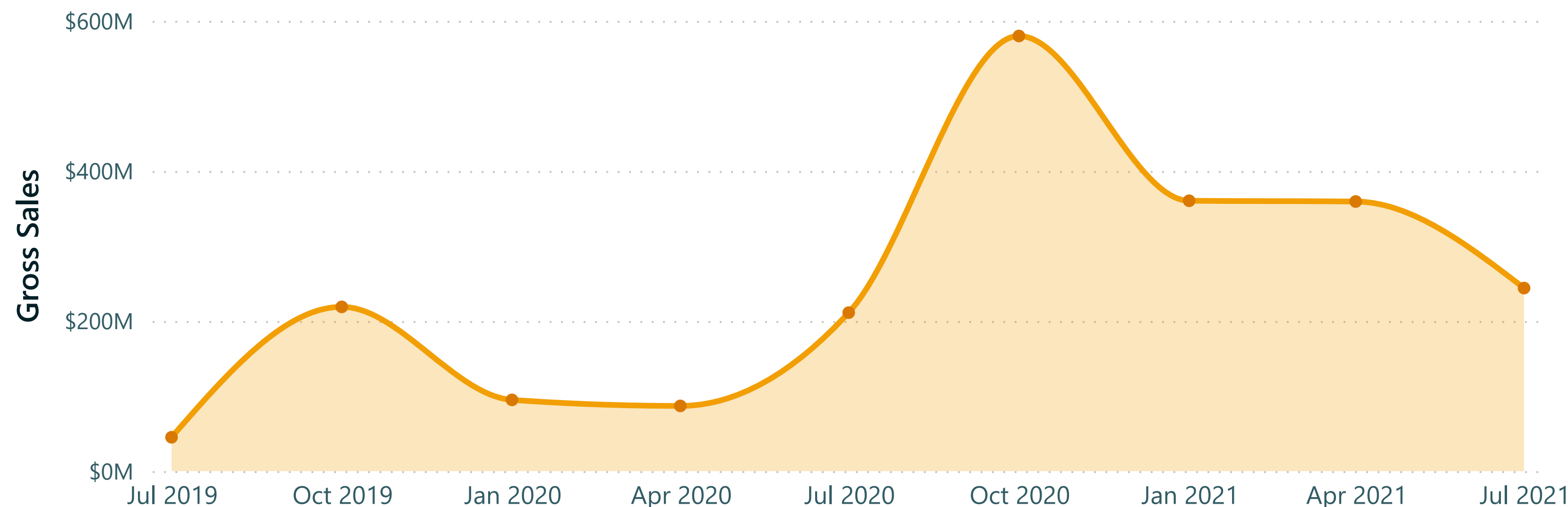
Quantity Sold

210.6%

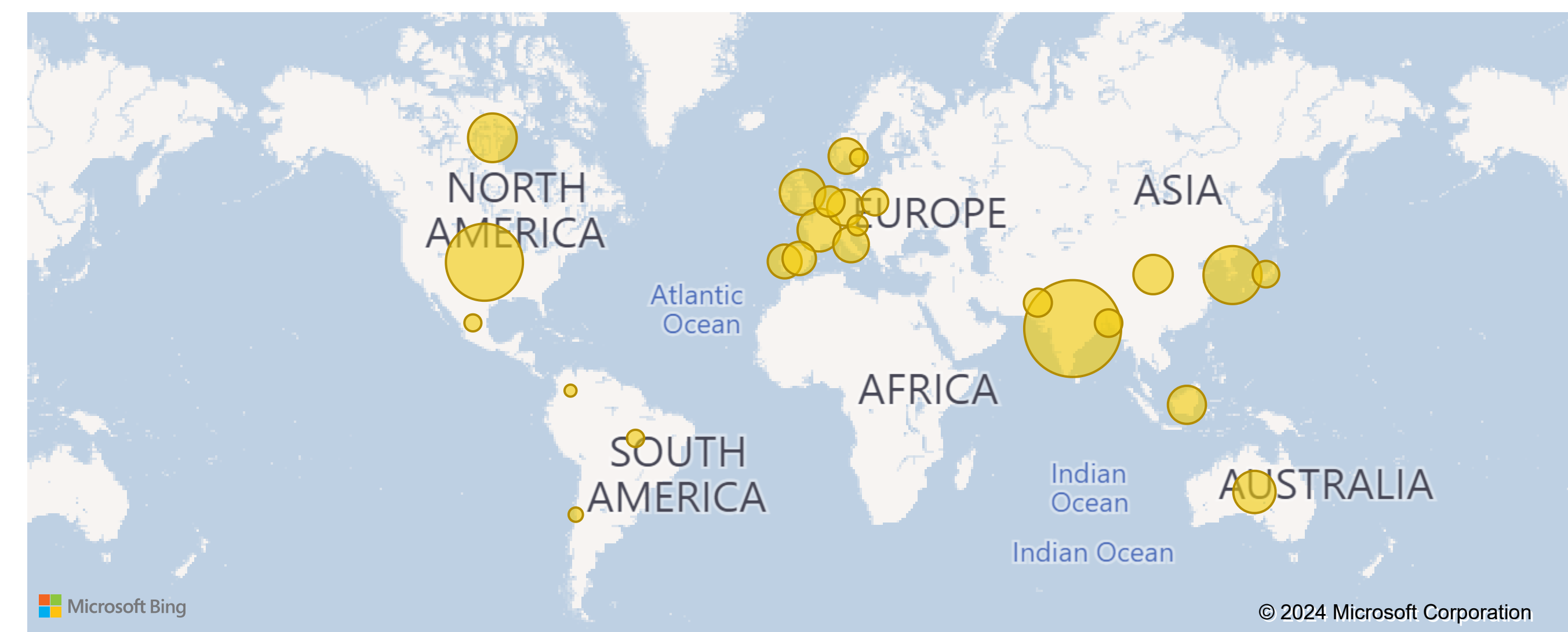


Sales Growth (FY)

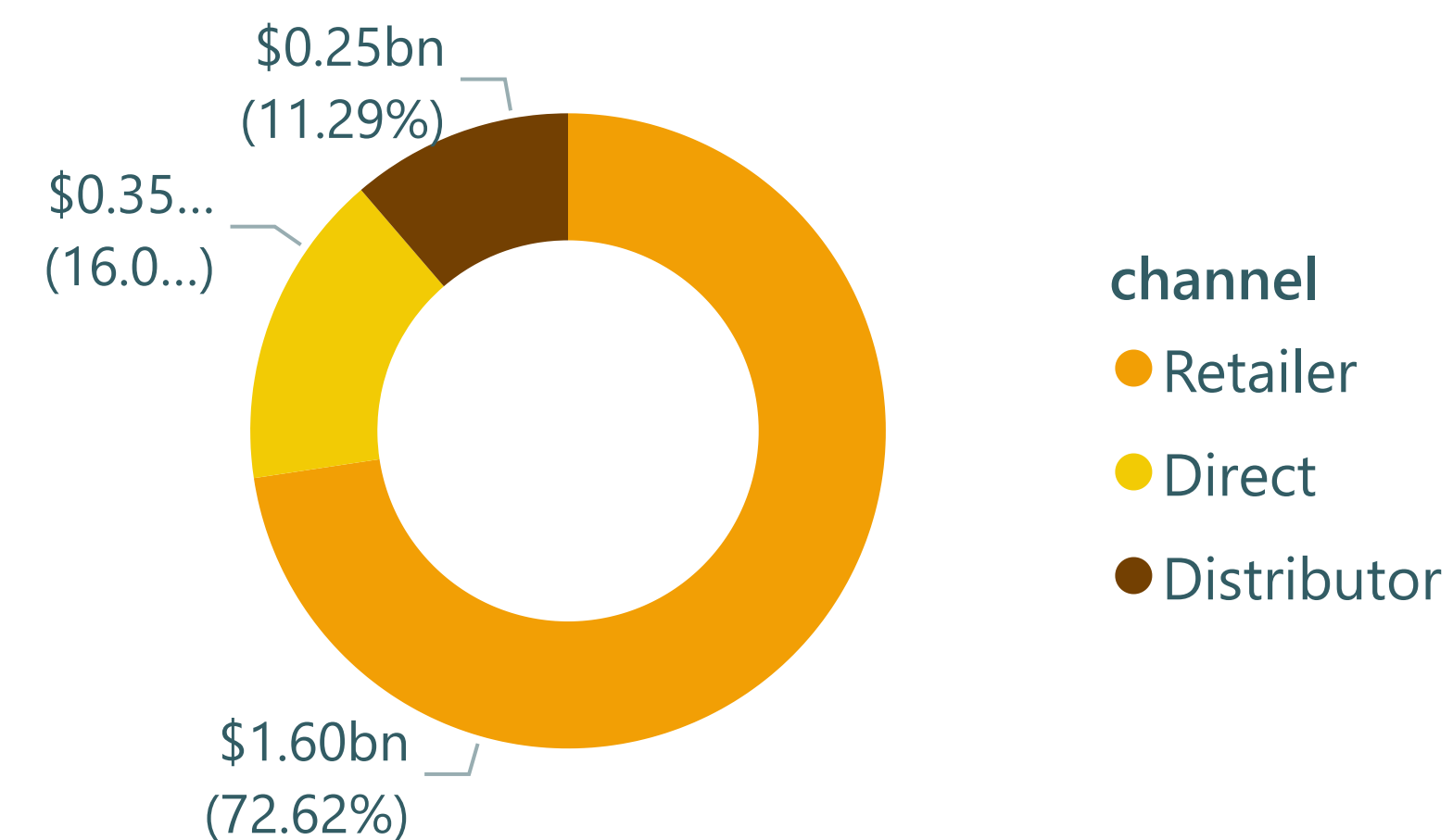
Sales Trend



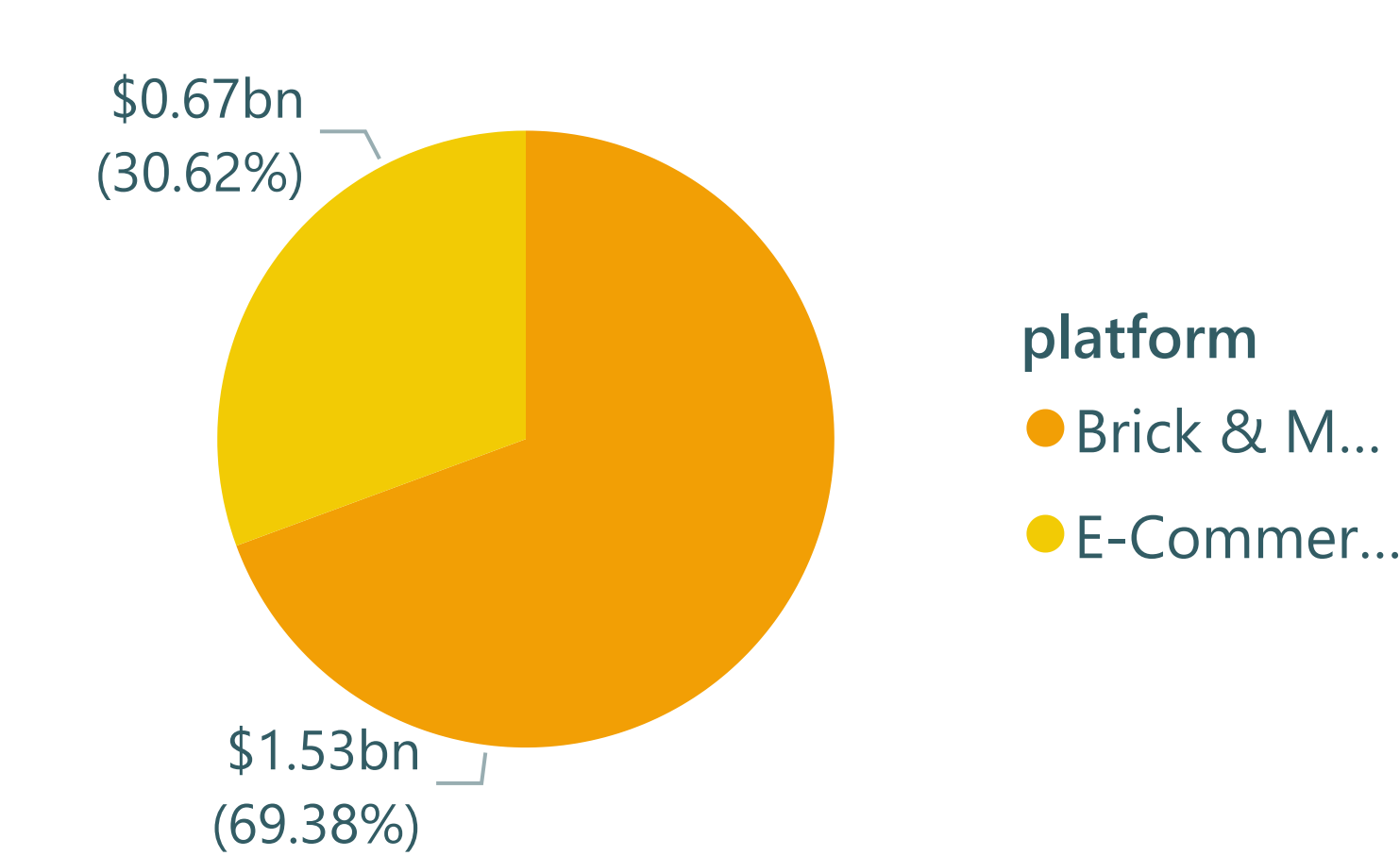
Total Sales by Market



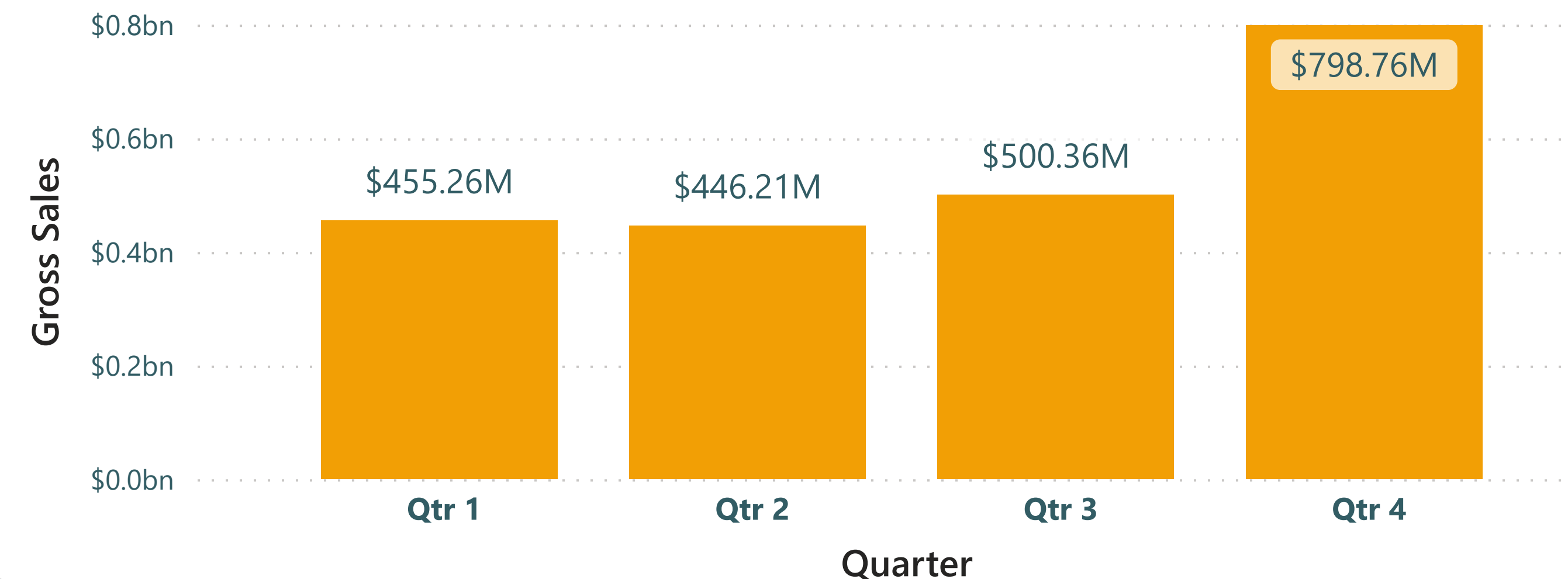
Total Sales by Channel

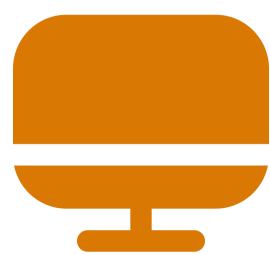


Total Sales by Platform



Quarterly Sales





Overview



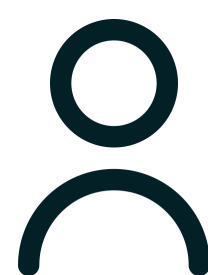
Product & Customer



Finance



Channel and Growth



209

Total Customers

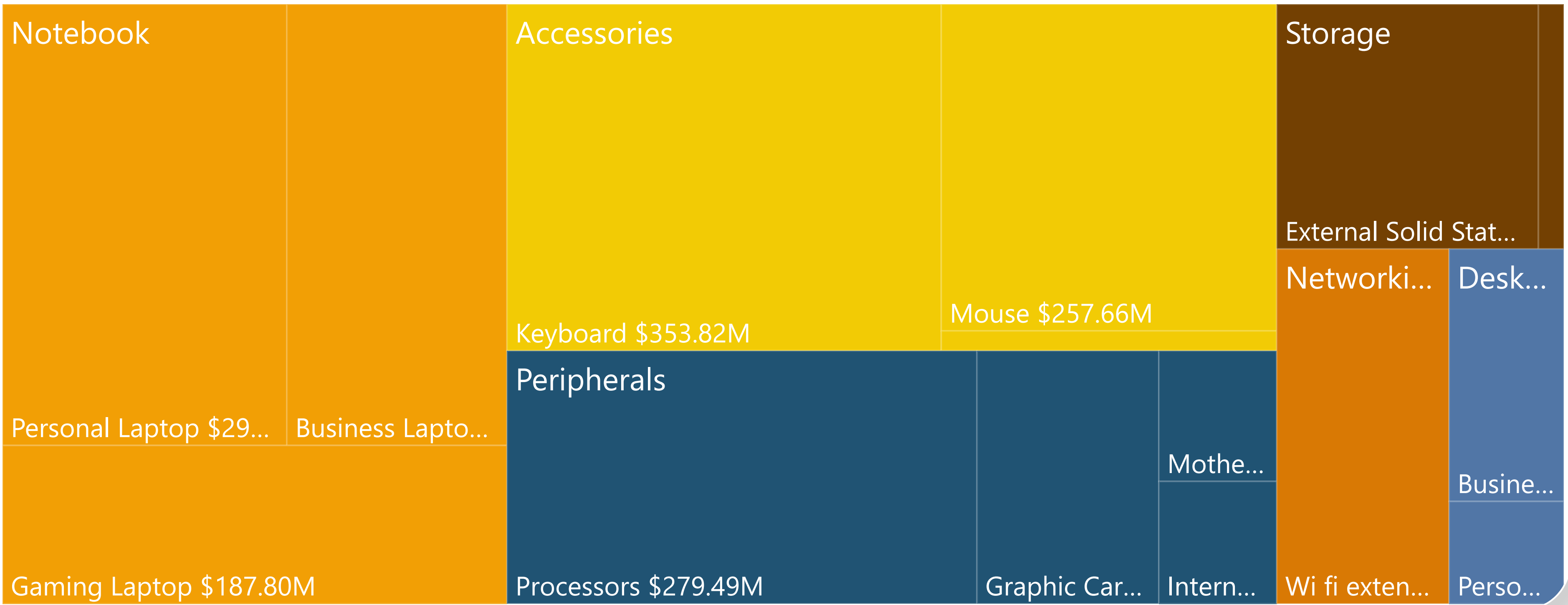


397

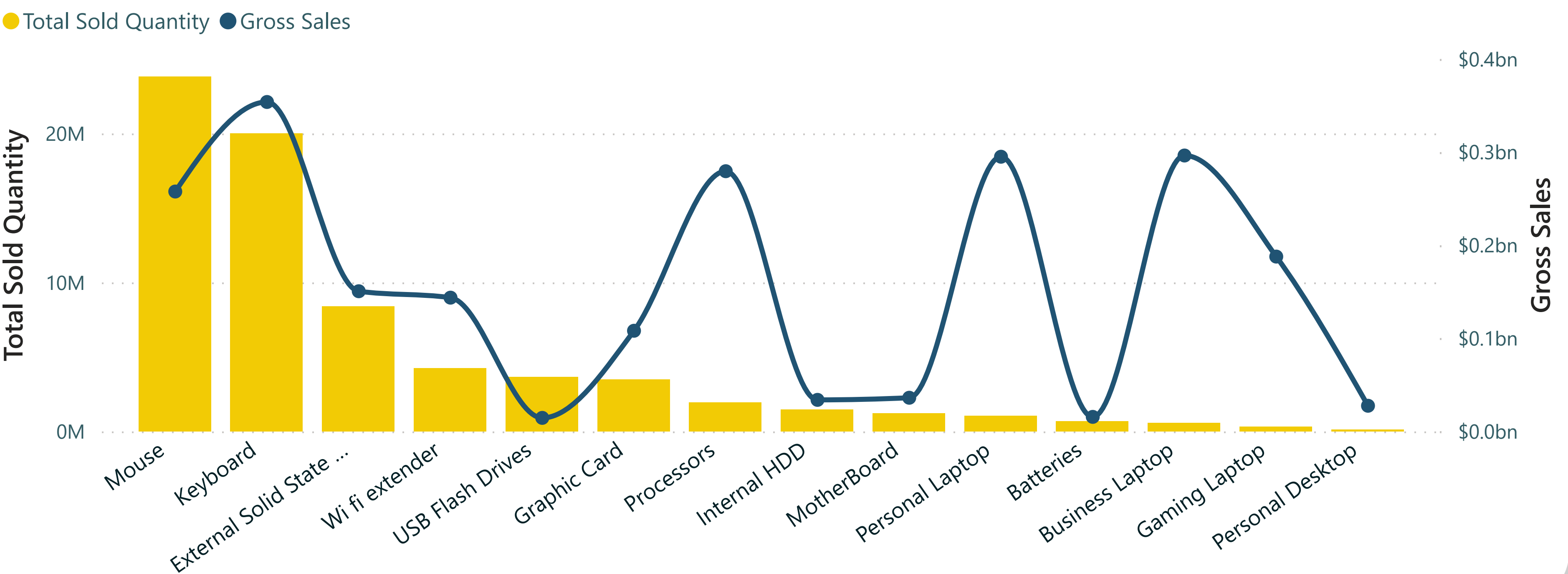
Products in Market

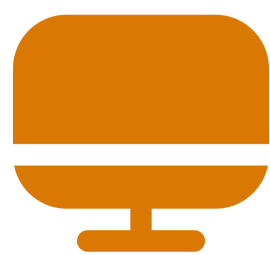
| Customer | Gross Sales | Quantity Sold | COGS |
|-------------------|-------------|---------------|-----------|
| Amazon | \$322.33M | 11M | \$96.39M |
| Atliq e Store | \$203.06M | 7M | \$60.73M |
| Atliq Exclusive | \$181.53M | 6M | \$54.28M |
| Flipkart | \$79.24M | 3M | \$23.70M |
| Sage | \$74.77M | 2M | \$22.35M |
| Leader | \$70.42M | 2M | \$21.06M |
| Ebay | \$57.26M | 2M | \$17.12M |
| Neptune | \$47.35M | 1M | \$14.16M |
| Electricalsociety | \$43.23M | 1M | \$12.93M |
| Synthetic | \$41.02M | 1M | \$12.27M |
| Electricalslytic | \$38.77M | 1M | \$11.59M |
| Total | \$2,200.59M | 71M | \$658.08M |

Products Segmentation



Products Categories by Gross Sales and Quantity Sold





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46.73%

Average Profit Margin

23.34%

Average Pre-Invoice Discount

\$1.03bn

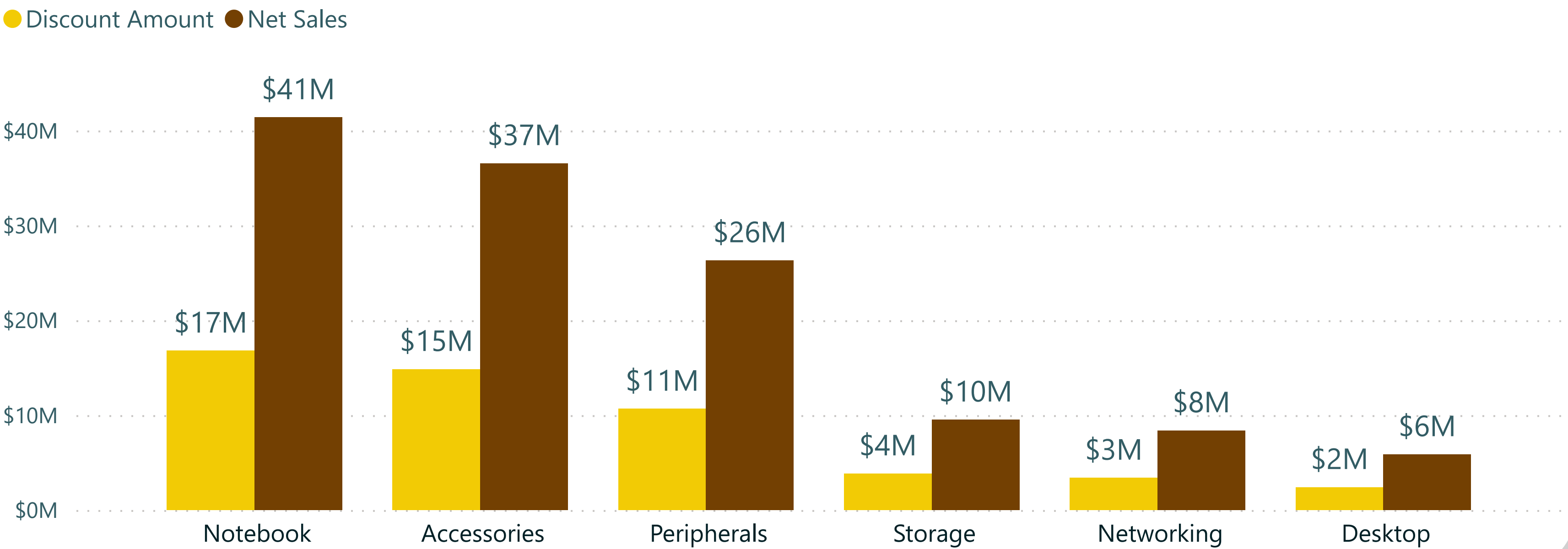
Gross Profit

\$517.20M

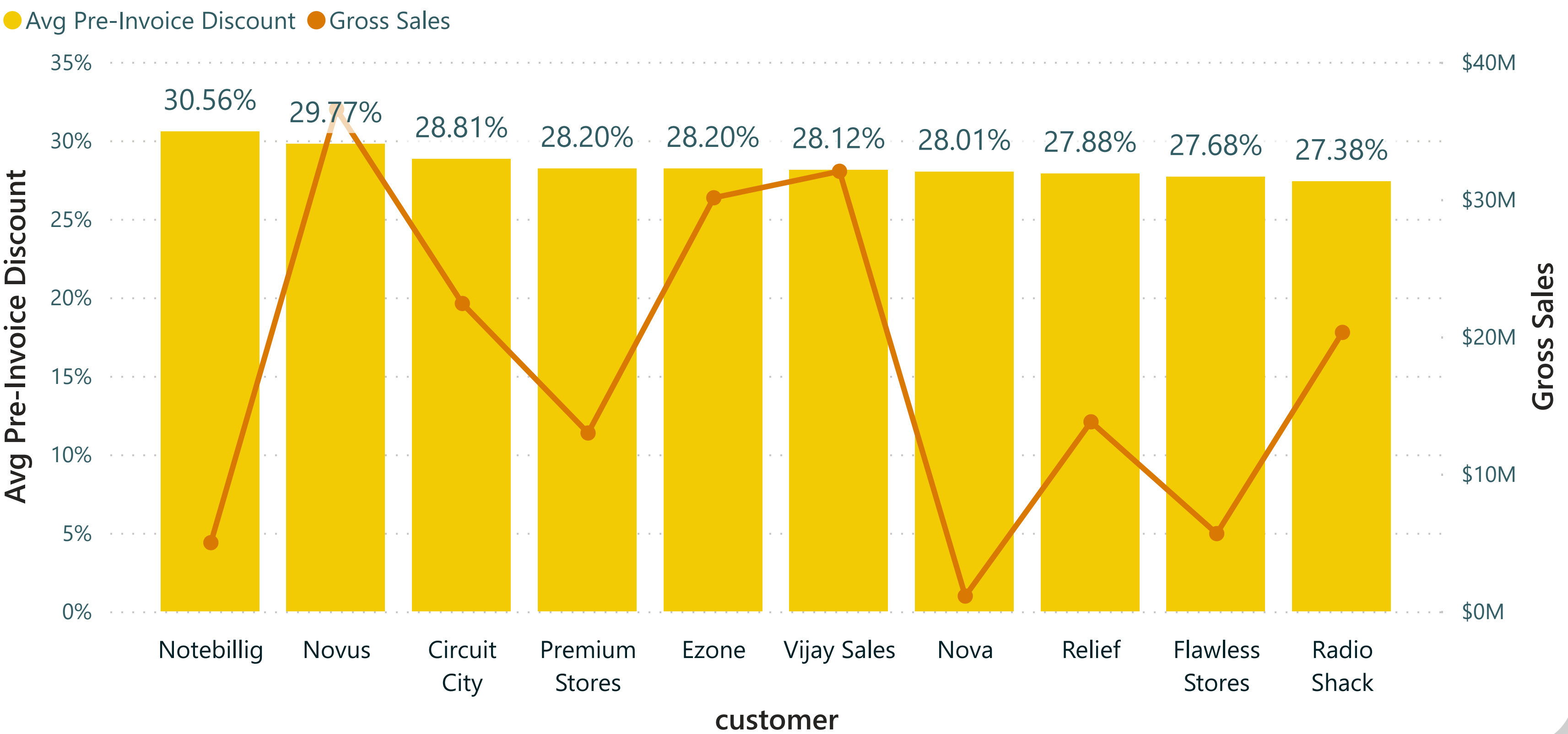
Discounts Given

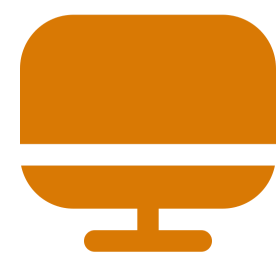
| product | Gross Profit | Avg Profit Margin |
|---|--------------|-------------------|
| AQ 5000 Series Electron 8 5900X Desktop Processor | \$22.34M | 46.29% |
| AQ 5000 Series Electron 9 5900X Desktop Processor | \$20.66M | 46.83% |
| AQ 5000 Series Ultron 8 5900X Desktop Processor | \$24.59M | 47.24% |
| AQ Aspiron | \$9.21M | 46.82% |
| AQ BZ 101 | \$15.03M | 46.97% |
| AQ BZ Allin1 | \$31.46M | 46.39% |
| AQ BZ Compact | \$31.55M | 46.76% |
| Total | \$1,025.31M | 46.73% |

Net Sales and Discount by Product Segment



Top Customers receiving high average discount





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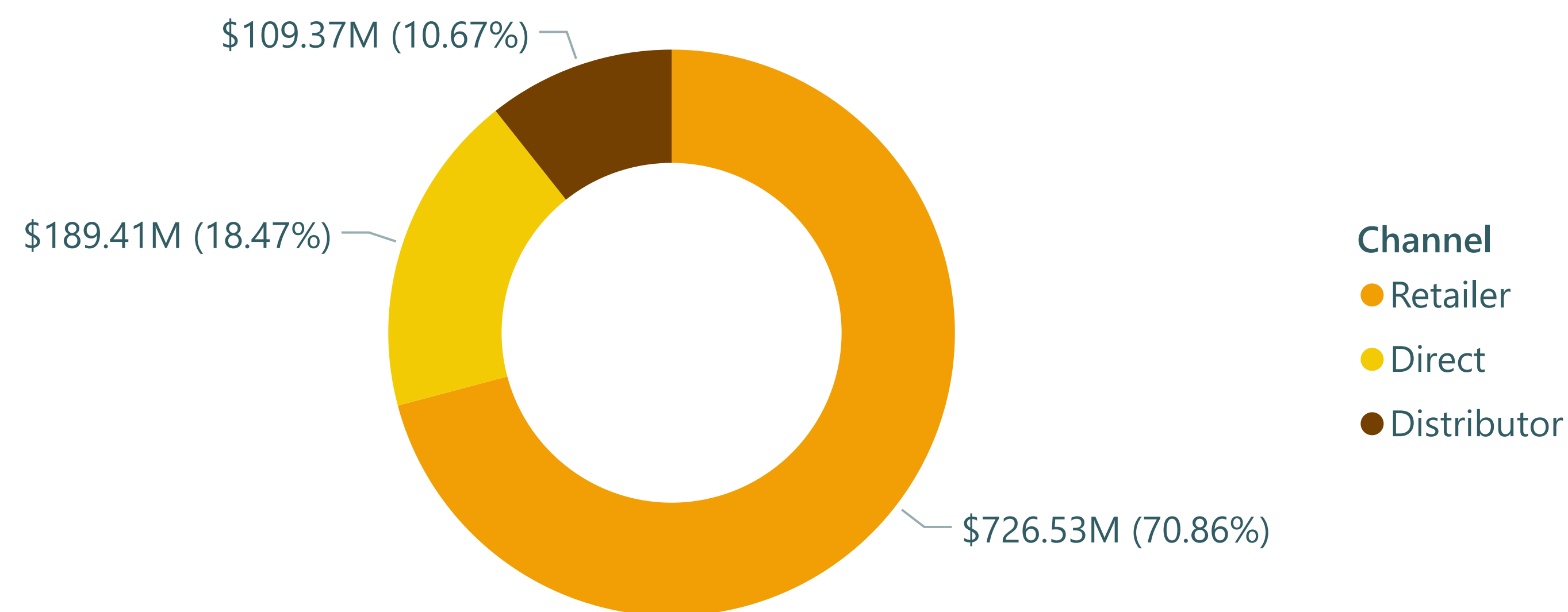


Finance

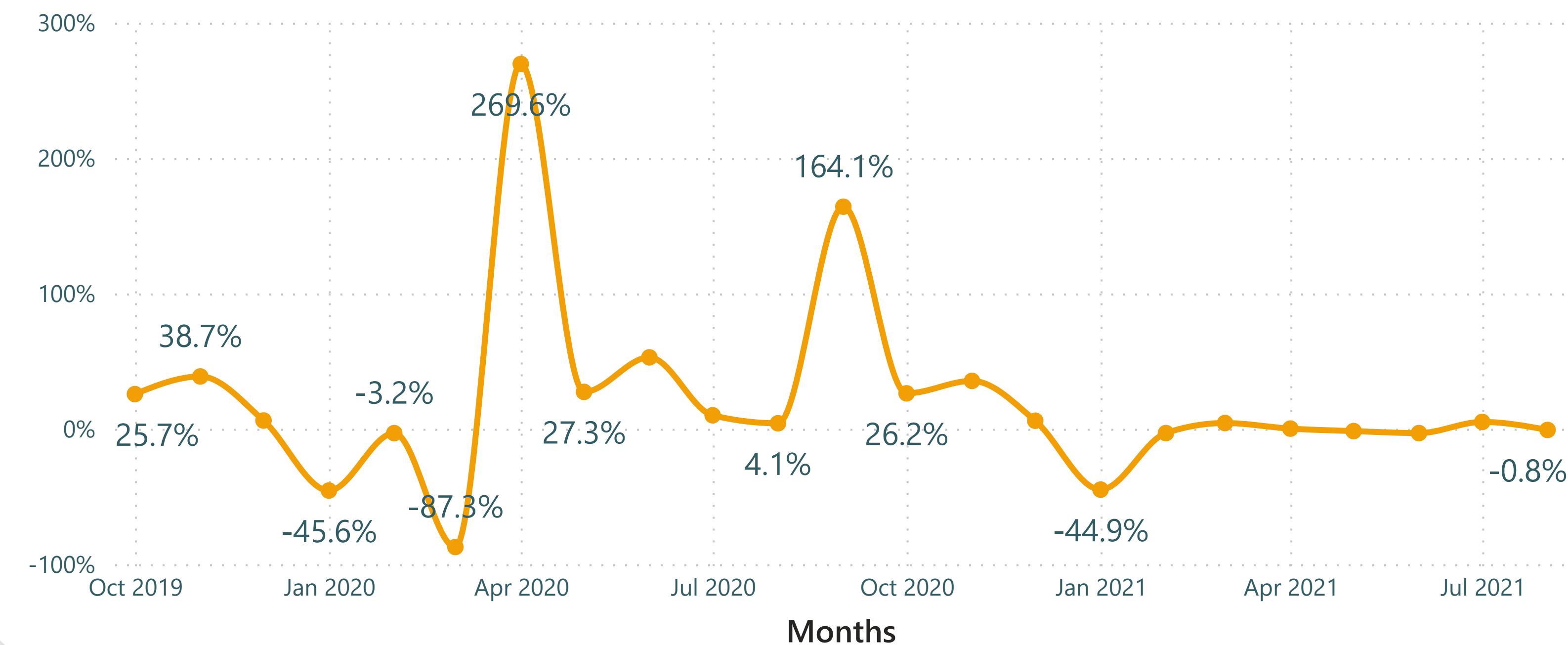


Channel and
Growth

Gross Profit by Channels



Sales Month-over-Month Change %



Gross Profit over Months



Sales Volume and Quarterly Change %

