



# DATA DRIVEN INSIGHTS

## Finance\_View



- Region to be targeted must be LATAM which has lowest NS.
- The Company has an increasing growth% every year.
- The region APAC has the highest NS of 217.81.
- The company has an increased NS every year compared to last year whereas NP decreases, situates it needs to lower additional expenses.
- Net P&L decreasing while GM increases which situates operating and other expenses should bring down.

## Sales\_View



- Amazon is the top customer with highest net sales.
- APAC and EU are the top regions.
- Segment Notebook is highest sold whereas desktop has quite low values.
- The Sales growth% increased in 2019 while declined in 2021 and 2022 EST.
- Targeted customers must be nova notebilling where NS and GS are low.

## Market\_View



- Division PC has highest sales and N & S has the lowest.
- Company most focus on markets like Germany, France and Newzeland.
- USA and South Korea are the leading markets after INDIA with the NS of 690M and 232M respectively in 2022 EST.
- Brazil, Columbia and Chili's markets must have increased focus to increase the sales.
- AQ smash is the top market with highest sales.

Fy\_Desc

2018

2019

2020

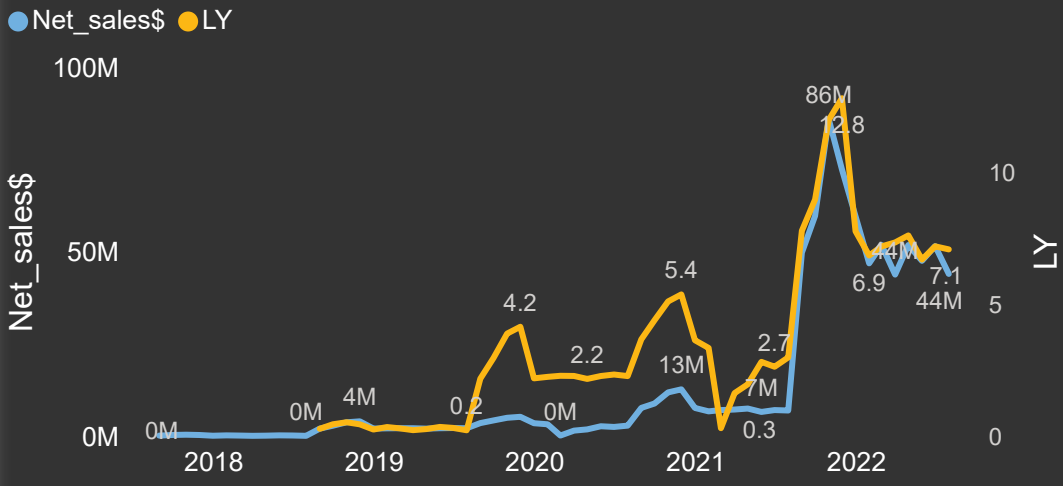
2021

2022EST

Top Market, Region and Channel

Market	Net_sales\$	YOY%	First channel
⊕ Australia	5,62,73,217.52	661.22	Direct
⊕ Canada	13,81,72,961.54	687.13	Direct
⊕ China	7,60,98,774.52	502.99	Distributor
⊕ India	8,58,57,816.22	10,056.19	Direct
⊕ USA	33,19,66,126.81	1,066.38	Direct

Performace Over Time



Quarters

Q1

Q2

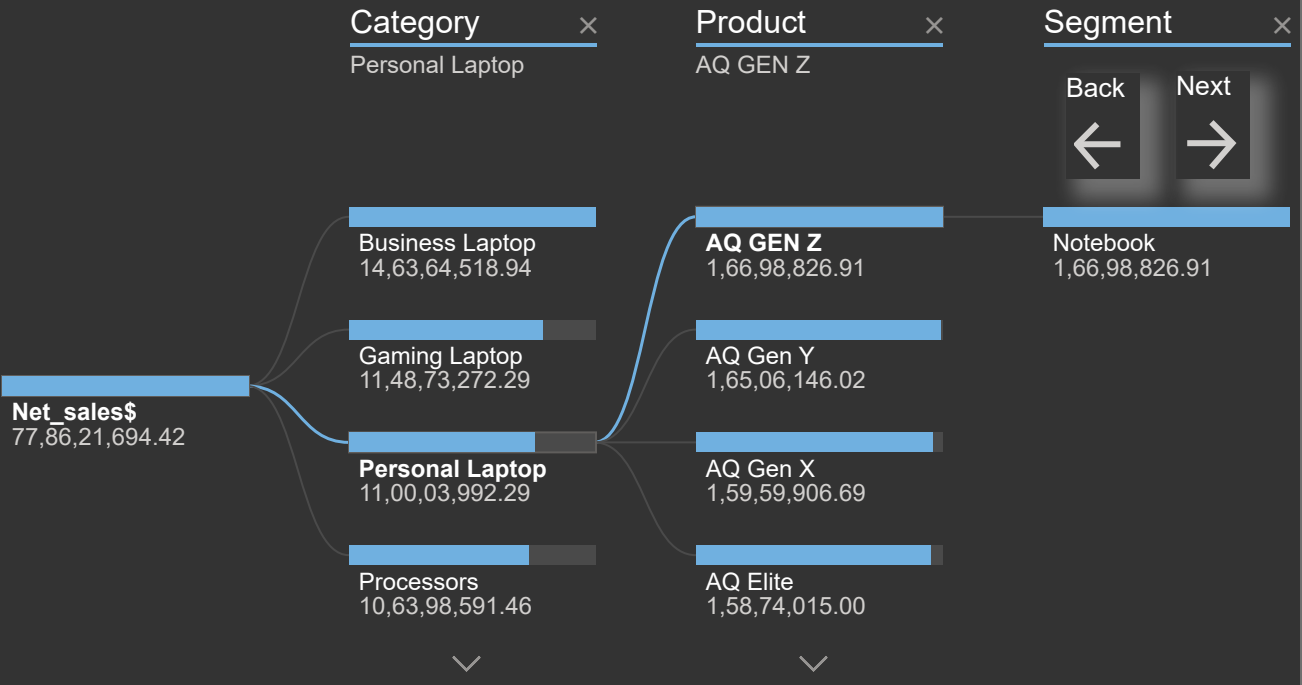
Q3

Q4

P & L Structure

Line Item	LY	YOY	YOY %
⊕ - Ads_promotions_amount	210.37	938.34	446.05
- Freight Cost	65.44	183.77	280.80
- Manufacturing Cost	0.07	0.00	0.00
- Other Cost	10.09	28.11	278.52
- Other_operational_expense_amont	216.90	592.56	273.20
- Post Deductions	312.52	804.15	257.31
- Post Discounts	545.57	1,517.52	278.15
GM / Unit	1.15	1.76	153.26
Gross Margin	97.61	393.53	403.18
Gross Margin %	56.35	6.73	11.94
Gross Sales	2,467.97	6,858.80	277.91
Net Invoice Sales	1,031.31	2,927.07	283.82
Net Sales	173.22	605.40	349.51
Net_profit	-254.05	-925.49	364.30
Net_profit%	-26,027.81	2,011.21	-7.73
Operational_expensis	427.27	1,530.90	358.30
Pre Invoice Deduction	-1,436.66	-3,931.72	273.67
Total COGS	75.61	211.88	280.22
Total Post Invoice Deduction	858.10	2,321.67	270.56

Net Sales and Margin by Catagory of Products

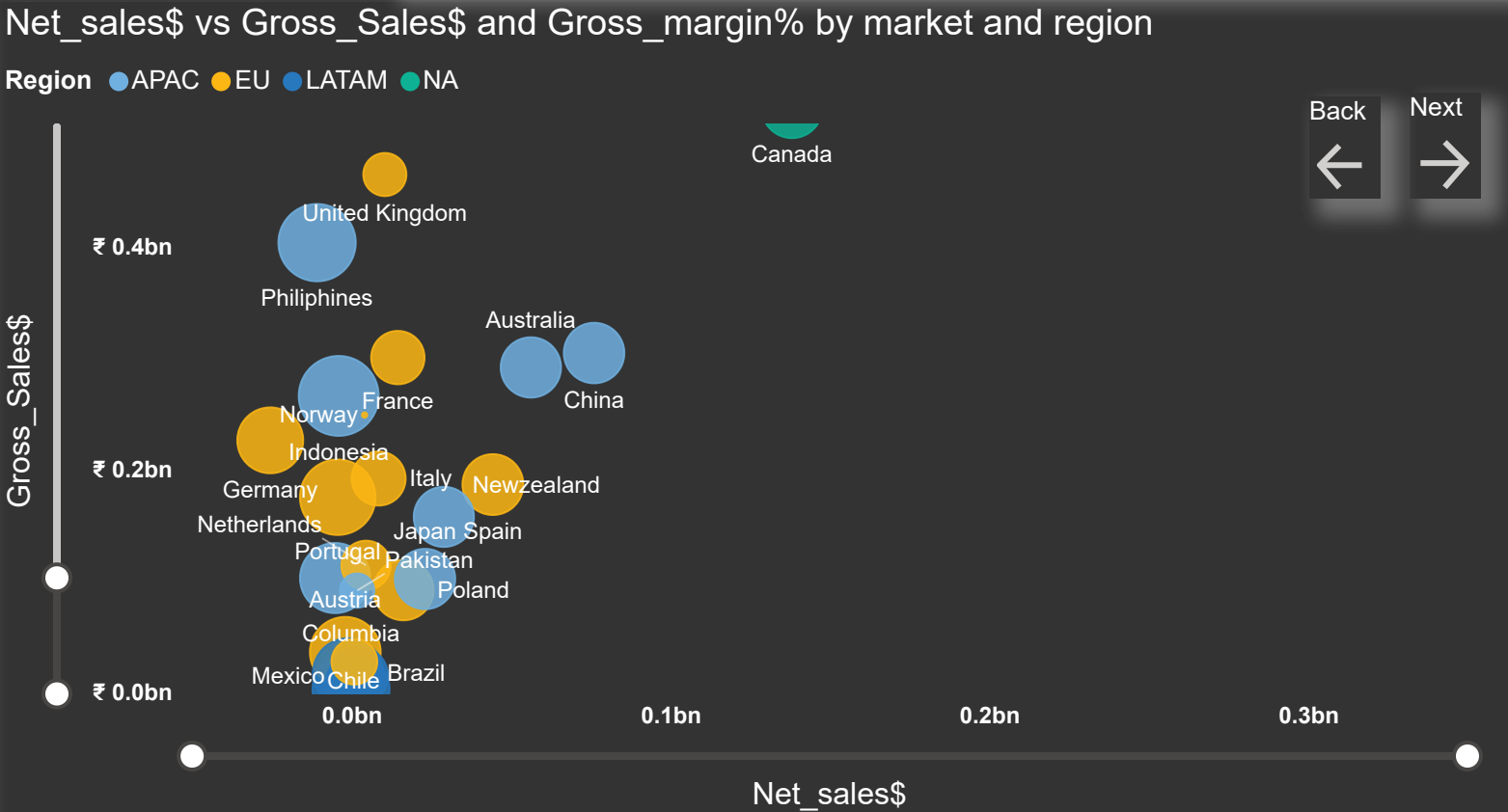
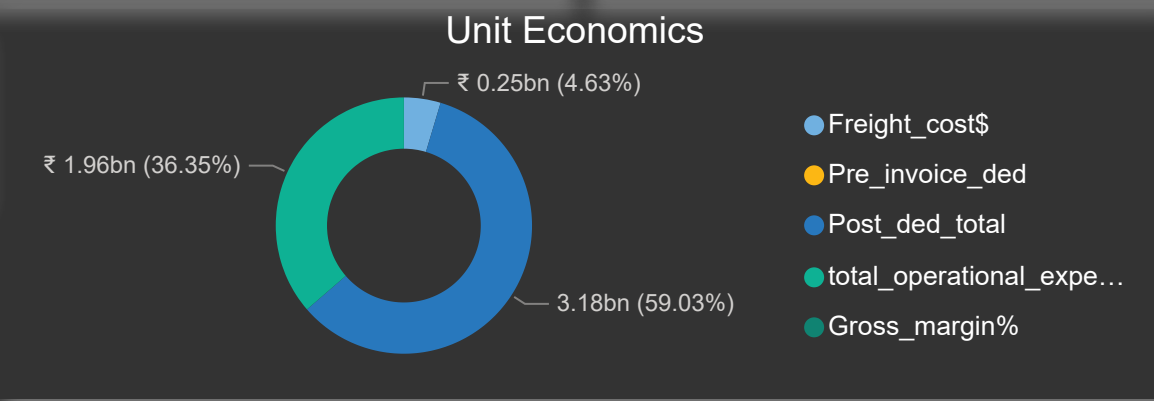


Top Customers by Net Sales\$

customer	Net_sales\$	Gross_margin\$	Gross_margin%
Flipkart	38.95M	28.50M	0.73
Atliq e Store	53.95M	30.23M	0.56
Neptune	55.60M	48.12M	0.87
Amazon	93.07M	52.58M	0.56
AltiQ Exclusive	145.04M	125.61M	0.87

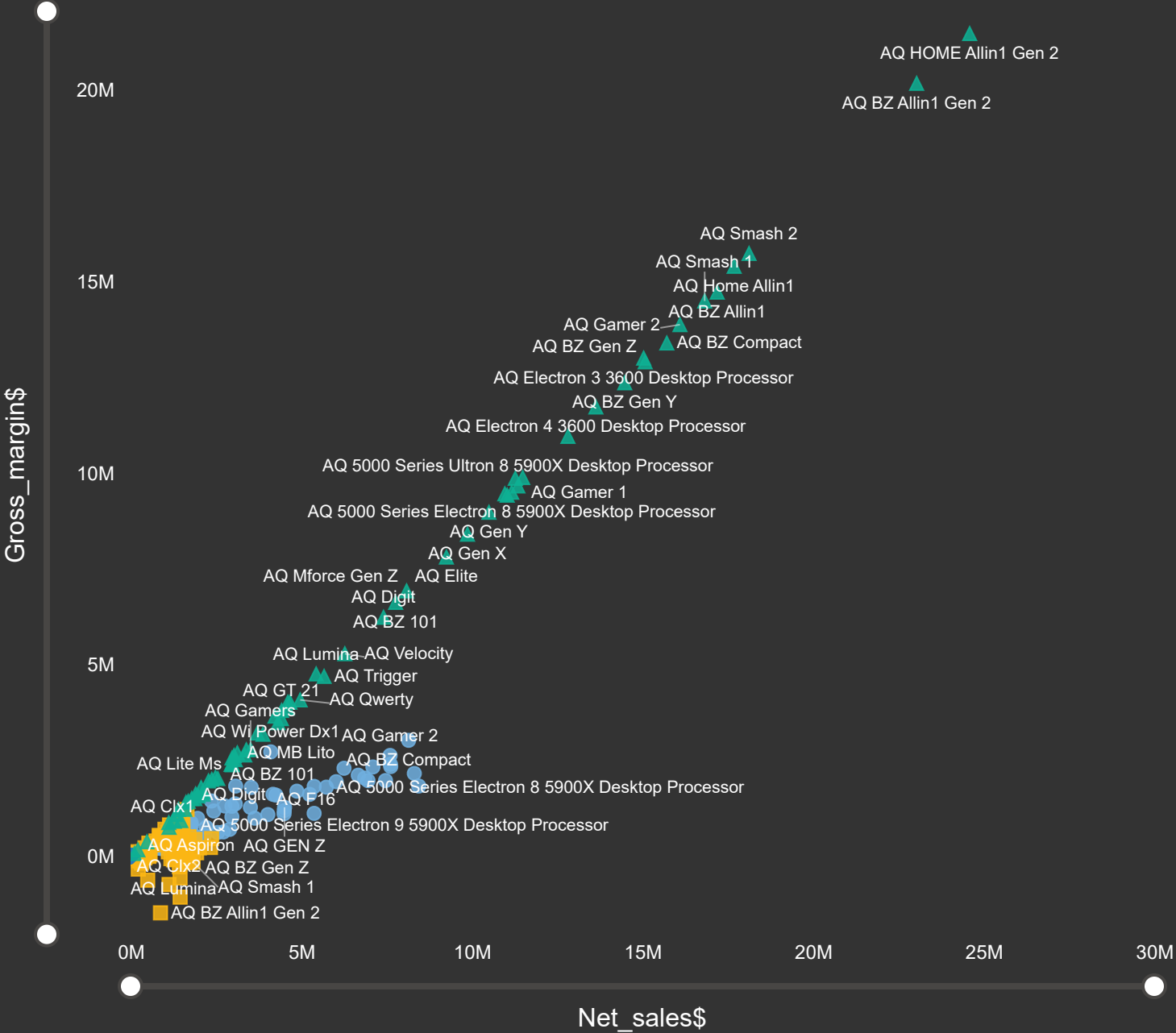
Customer

All



Net\_sales\$ and Gross\_margin\$ by Product and Region

Region ● APAC ■ EU ◆ LATAM ▲ NA



Products by Market and Customers

Product	Net_sales\$	Gross_Sales\$	Gross_margin%
⊞ AQ Smash 1	26.33M	₹ 309.54M	0.64
⊞ AQ Smash 2	27.24M	₹ 314.86M	0.64
⊞ AQ BZ Allin1	27.07M	₹ 327.43M	0.63
⊞ AQ BZ Allin1 Gen 2	32.28M	₹ 370.23M	0.65
⊞ AQ HOME Allin1 Gen 2	34.55M	₹ 398.97M	0.64

Top Markets by year and YOY%

Market	2018	2019	2020	2021	2022
Australia	0.00	508.41	362.05	-120.72	-3,434.06
Canada	0.00	1,050.06	275.80	53.38	1,164.69
China	0.00	1,382.29	108.85	652.85	503.95
India	0.00	1,230.15	-129.49	142.45	-1,020.37
USA	0.00	-127.66	-1,560.78	80.88	1,661.50

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Top Products/Division by year and YOY%

Product	2018	2019	2020	2021	2022
⊞ AQ Home Allin1	0.00	0.00	0.00	668.49	2,883.25
⊞ AQ HOME Allin1 Gen 2				0.00	5,415.84
⊞ AQ Marquee P4				0.00	3,289.46
⊞ AQ Mx NB			0.00	4,133.10	1,334.54
⊞ AQ Smash 2			0.00	2,659.17	1,393.10