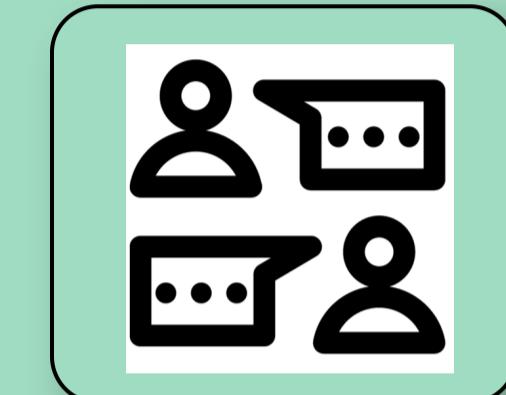
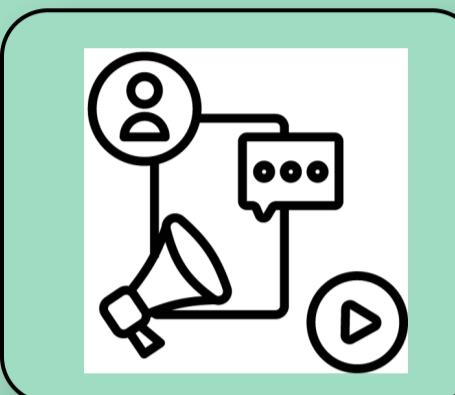




Business Insights



Info

Download user manual and get to know the key information of this tool.

Finance View

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

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross

Analyze the performance of your product(s) over key metrics like Net Sales, Gross

Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category

Support

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

Executive View

Get your issues resolved by connecting to our support



region

All

segment, cat...

All

customer

All

Fy_Desc

2018

2019

2020

2021

2022Est

Goal Target is not available in this selected filter**₹ 76.92M✓**

Goal: (Blank) (+Infinity%)

Net Sale**90.86%✓**

Goal: (Blank) (+Infinity%)

Gross Margin%**53.16%✓**

Goal: (Blank) (+Infinity%)

Net Profit %**76.92✓**

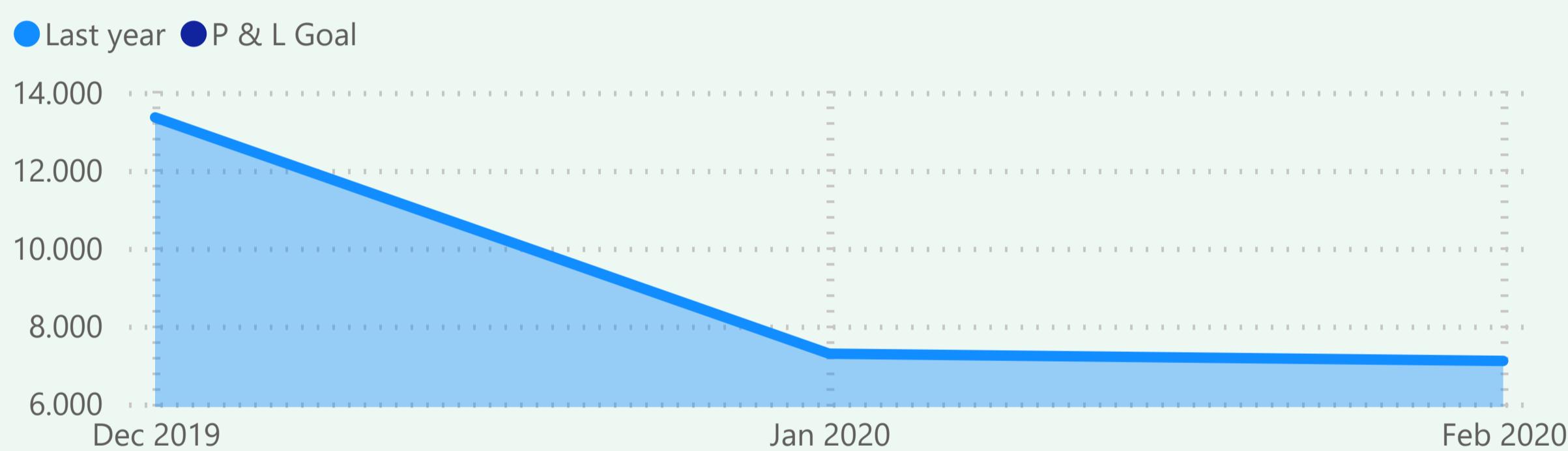
Goal: 27.75 (+177.21%)

Profit & Loss Statement

Line Item

2020

Gross Sales	172.88
Pre Invoice Deduction	40.30
Net Invoice Sales	132.58
Post Invoice Discount	36.90
Post Invoice other Deduction	18.75
Total Post Invoice Deduction	55.66
Net Sales	76.92
Manufacturing Cost	4.66
Freight Cost	2.05
Other Cost	0.32
Total COGS	7.03
Gross Margin	69.89

Net Sale Performance Over Time**Top / Bottom Product & Customers Net Sale**

region	P & L Values	P & L YOY %
+ APAC	42.20	
+ EU	16.82	
+ LATAM	0.44	
+ NA	17.46	
Total	76.92	

segment	P & L Values	P & L YOY %
+ Accessories	18.89	
+ Desktop	0.29	
+ Networkin	7.49	
+ Notebook	24.96	
Total	76.92	



region

All

segment, cat...

All

customer

All

Last Year

Target

Fy_Desc

2018

2019

2020

2021

2022Est

Key Matrix of Customer

customer	Net sale	Gross_margin	Gross Ma
Amazon	₹ 10.37M	9.42M	90
Atliq e Store	₹ 7.77M	6.97M	89
AtliQ Exclusive	₹ 6.98M	6.37M	91
Sage	₹ 2.61M	2.49M	95
Synthetic	₹ 2.49M	2.35M	94
Leader	₹ 2.29M	2.19M	95
Total	₹ 76.92M	69.89M	90

Segment /category

segment	Net sale	Gross_margin	Gross Margin %
+ Desktop	₹ 0.29M	0.12M	42.61%
+ Notebook	₹ 24.96M	20.24M	81.09%
+ Peripherals	₹ 17.42M	16.49M	94.66%
+ Accessories	₹ 18.89M	18.20M	96.32%
+ Networking	₹ 7.49M	7.23M	96.57%
+ Storage	₹ 7.88M	7.61M	96.61%
Total	₹ 76.92M	69.89M	90.86%

Quater

Q1

Q2

Q3

Q4

YTG_YTD

YTD

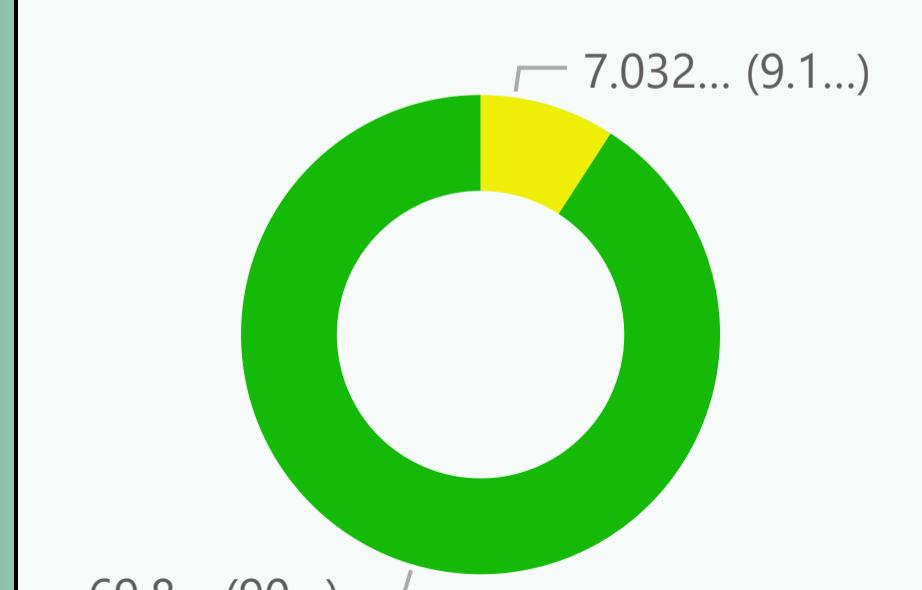
YTG

Region/Net sale

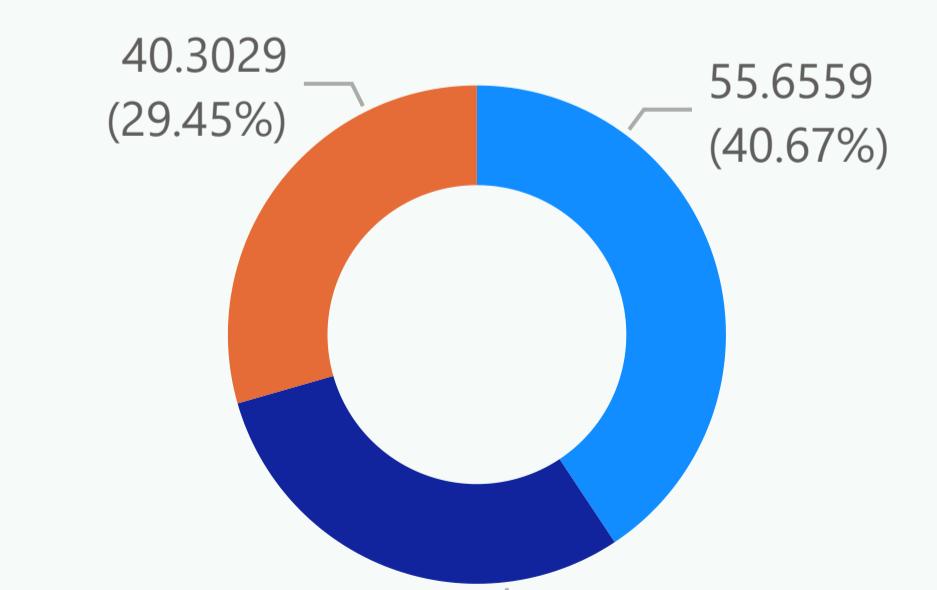
region ● APAC ● EU ● LATAM ● NA



Des... ● Total COGS ● Gross Ma...



Des... ● Total Post In... ● Net Profit ▶





region

segment, cat...

customer

Fy_Desc

2018	2019	2020	2021	2022Est
------	------	------	------	---------

Quarter

Q1	Q2	Q3	Q4
----	----	----	----

YTG_YTD

YTD	YTG
-----	-----

Segment/region

segment

	Net sale	Net Profit	Gross Margin %
Accessories	₹ 18.89M	1	
+ Batteries	₹ 0.10M		
+ Keyboard	₹ 11.87M		
+ Mouse	₹ 6.92M		
Desktop	₹ 0.29M		
+ Personal Desktop	₹ 0.29M		
Networking	₹ 7.49M		
Total	₹ 76.92M	4	

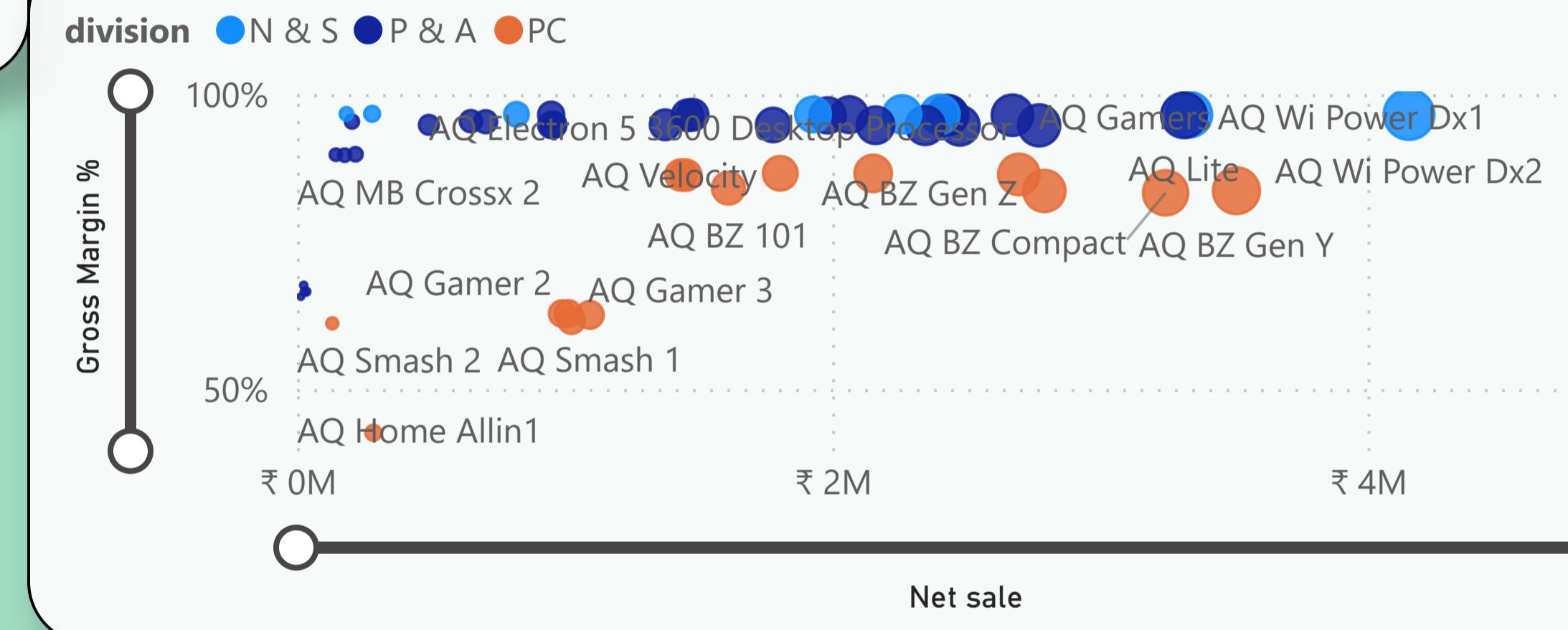
Segment/region/Customer

region

	Net sale	Net Profit	Gross Marg
+ APAC	₹ 42.20M	23.59M	92.5
+ EU	₹ 16.82M	8.10M	85.3
+ LATAM	₹ 0.44M	0.21M	78.7
+ NA	₹ 17.46M	8.99M	92.3
Total	₹ 76.92M	40.89M	90.8

Gm% & NP%Pa...
 Gross Margin %
 Net Profit %

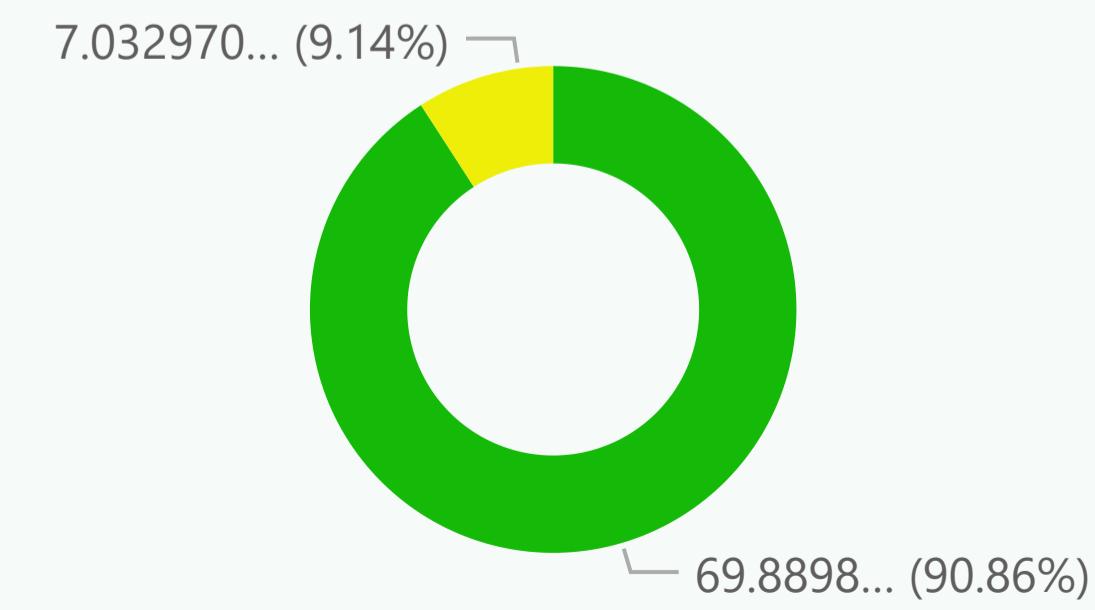
Share NP %



● Increase ● Decrease



Descript... ● Gross Margin ● Total COGS





region

All

segment, cat...

All

customer

All

Fy_Desc

2018

2019

2020

2021

2022Est



82%!

Goal: 0.87 (-5.42%)

Forecast Accuracy

-767.44K✓

Goal: 162.57K (-572.06%)

Net Error

1065.79K!

Goal: 421.02K (+153.14%)

Abs error

Quater

Q1

Q2

Q3

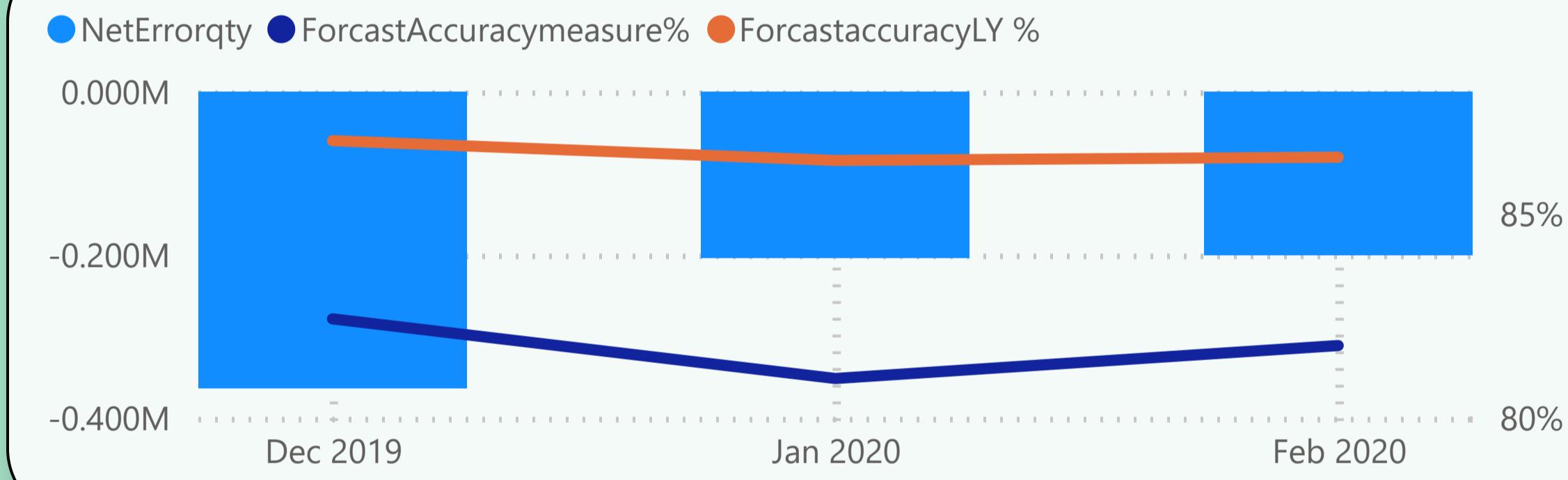
Q4

YTG_YTD

YTD

YTG

Accuracy/Net error trend



Key Matrix By Customer

customer	ForcastAccuracymeasure%	NetErrorqty	Risk sit	NetEr
Atlas Stores	46%	628 IS		
Chip 7	53%	8392 IS		
Digimarket	47%	9570 IS		
Elite	49%	9866 IS		
Elkjøp	58%	7685 IS		
Forward Stores	44%	5639 IS		
Insight	46%	6857 IS		
Media Markt	53%	10427 IS		
Nomad Stores	57%	13741 IS		
Nova	45%	124 IS		
Novus	46%	45855 IS		
Premium Stores	50%	2720 IC		

Key Matrix by Product

segment	ForcastAccuracy measure%	NetErrorqty	Risk sit	NetErrroeqty%
Notebook	90%	16477 IS		9.20%
Storage	95%	19156 IS		1.48%
Peripherals	84%	-57524 OOS		-7.96%
Accessories	79%	-570235 OOS		-17.20%



Q1 Q2 Q3 Q4

2018 2019 2020 2021 >

YTG_YTD

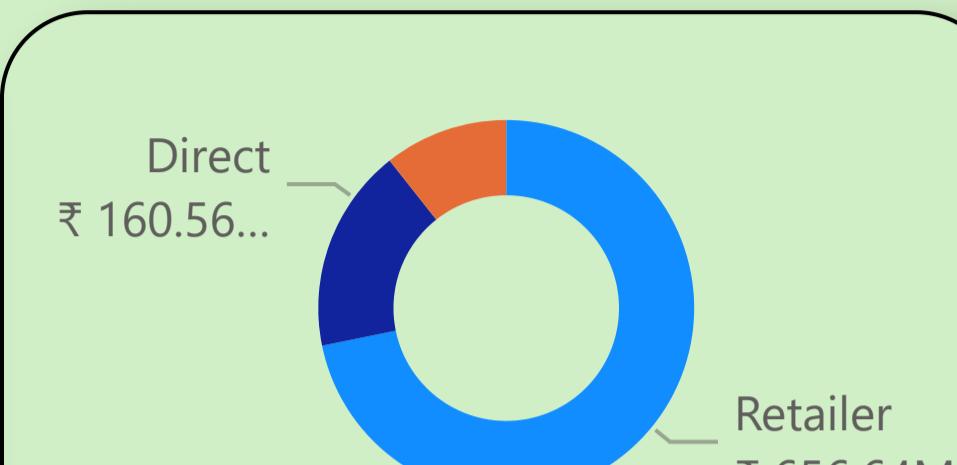
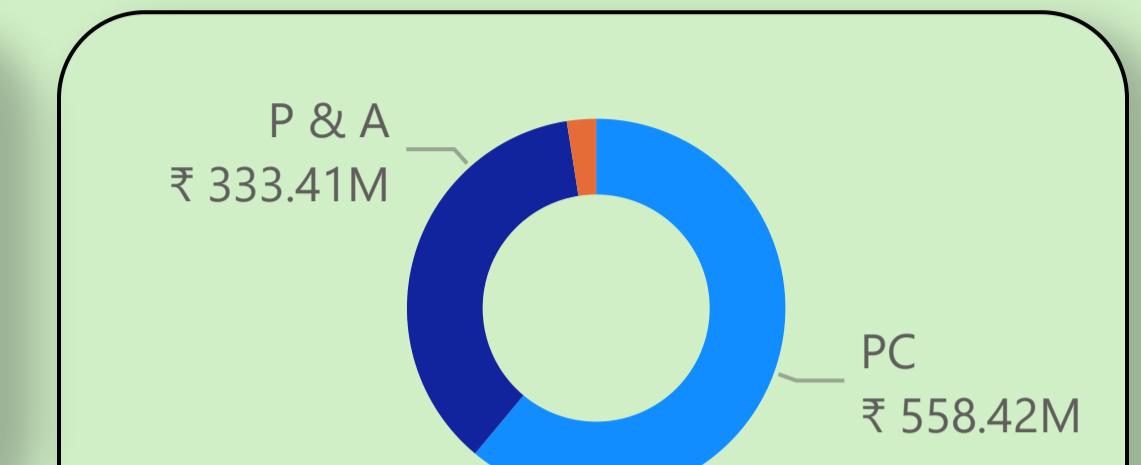
YTD YTG

₹ 914.63M ✓
Goal: ₹ 201.05M
(+354.94%)
Net Sale

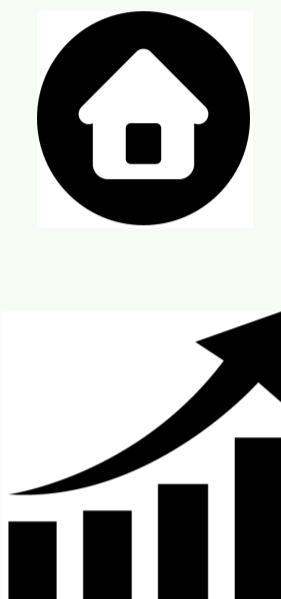
95.59% ✓
Goal: 92.37%
(+3.49%)
Gross Margin%

43.40% !
Goal: 0.49 (-12.15%)
Net Profit %

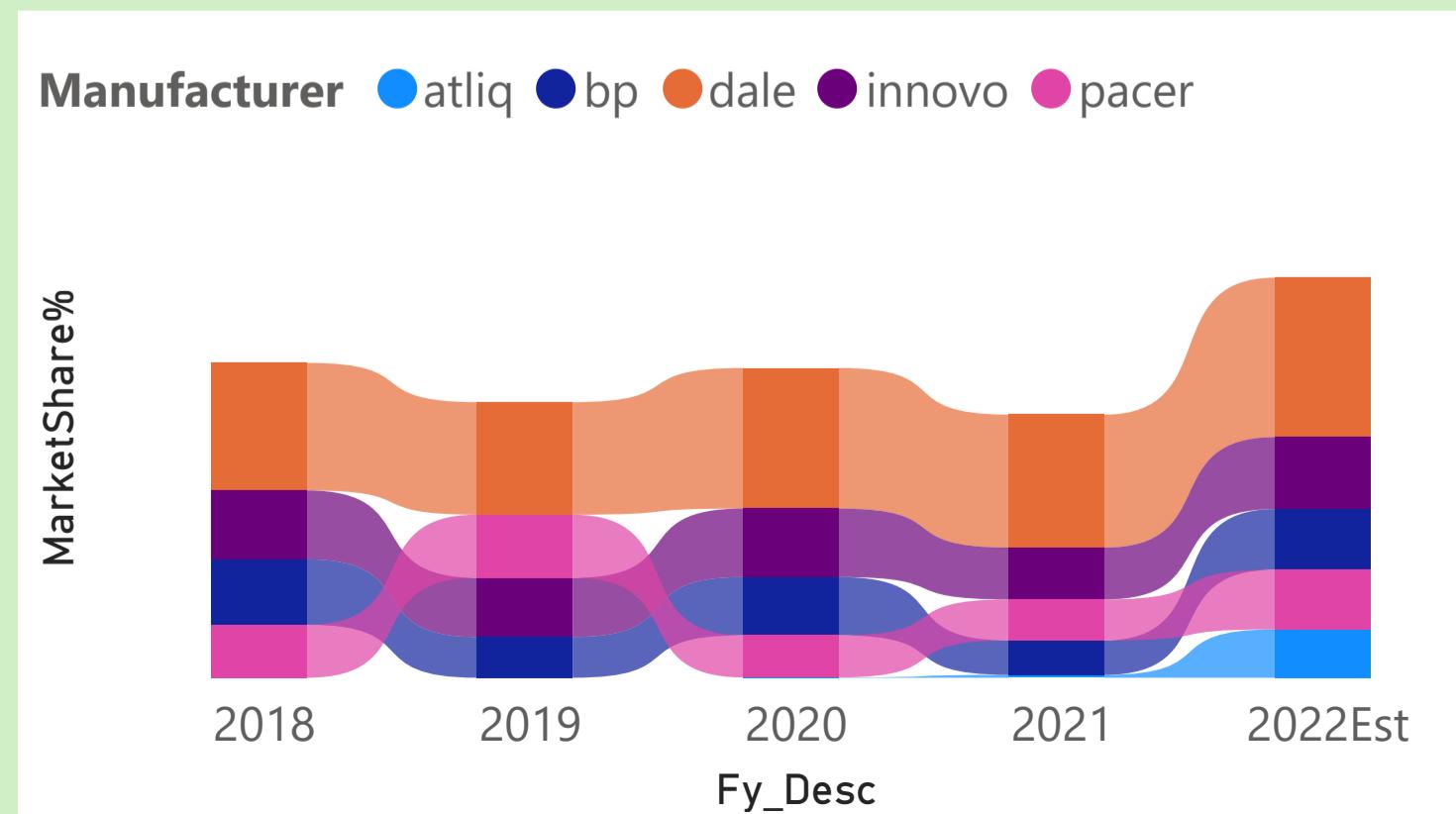
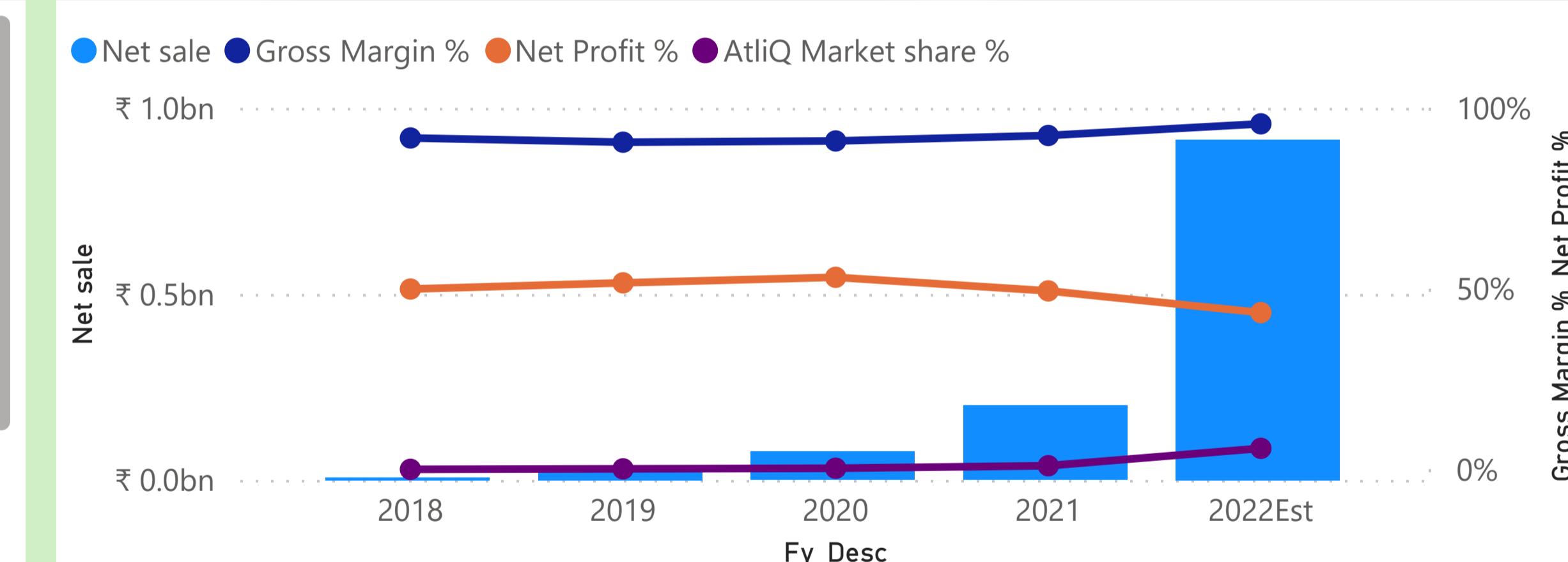
82% ✓
Goal: 0.81 (+0.99%)
Forecast Accuracy



sub_zone Net sale Revenue Contribution% Gross Margin % Gross Margin% Variances Net Profit %



sub_zone	Net sale	Revenue Contribution%	Gross Margin %	Gross Margin% Variances	Net Profit %
ROA	₹ 18.03M	1.97%	95.47%	60.30%	54.99%
SE	₹ 7.61M	0.83%	92.68%	55.26%	51.74%
LATAM	₹ 0.36M	0.04%	82.21%	47.14%	44.22%
ANZ	₹ 4.59M	0.50%	94.41%	53.38%	43.60%
NE	₹ 10.74M	1.17%	92.58%	60.42%	41.51%
India	₹ 22.51M	2.16%	95.02%	62.82%	57.21%
Total	₹ 88.64M	9.69%	95.04%	57.55%	42.78%



customer Revenue Contribution% Gross Margin %

customer	Revenue Contribution%	Gross Margin %
Sage	3.20%	97.04%
Flipkart	3.93%	96.22%
AtliQ Exclusive	8.48%	95.72%
Amazon	13.48%	95.56%
Atliq e Store	9.08%	95.24%
Total	38.16%	95.71%

product Revenue Contribution% Gross Margin %

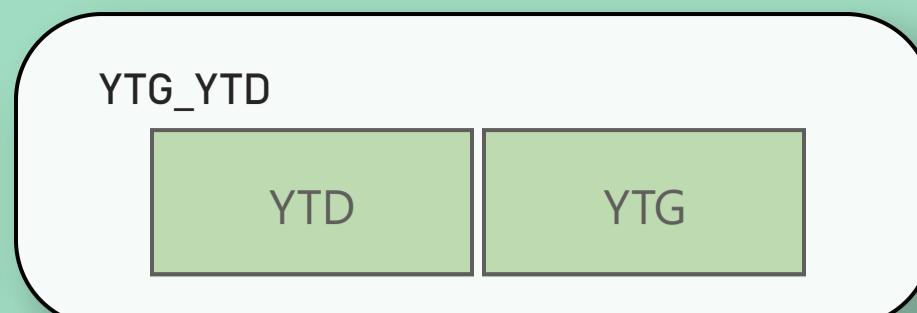
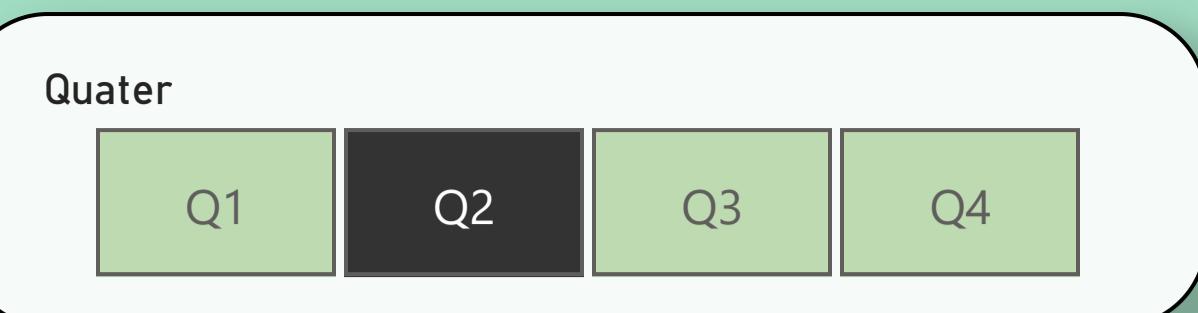
product	Revenue Contribution%	Gross Margin %
AQ HOME Allin1 Gen 2	5.61%	95.03%
AQ BZ Allin1 Gen 2	5.37%	95.07%
AQ Smash 2	4.17%	94.79%
AQ Home Allin1	4.08%	95.05%
AQ Smash 1	3.85%	94.78%
Total	23.08%	94.96%



region

segment, cat...

customer



Top 5 Product based based on Gross Margin % YOY

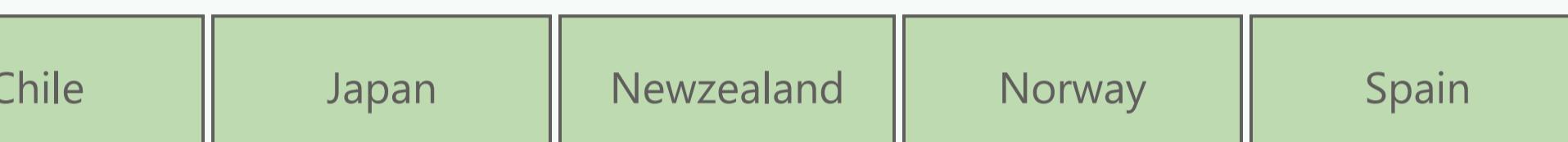
Fy_Desc product 2020 Gross Margin % Gross Margin Last year% Gross Margin

Fy_Desc	product	2020	Gross Margin %	Gross Margin Last year%	Gross Margin
AQ Clx1		96.60%			96.
AQ Clx2		96.62%			96.
AQ Lite Ms		96.55%			96.
AQ Pen Drive 2 IN 1		96.70%			96.
AQ Pen Drive DRC		96.69%			96.
Total		96.59%			96.!

Fy_Desc

2018	2019	2020	2021	2022Est
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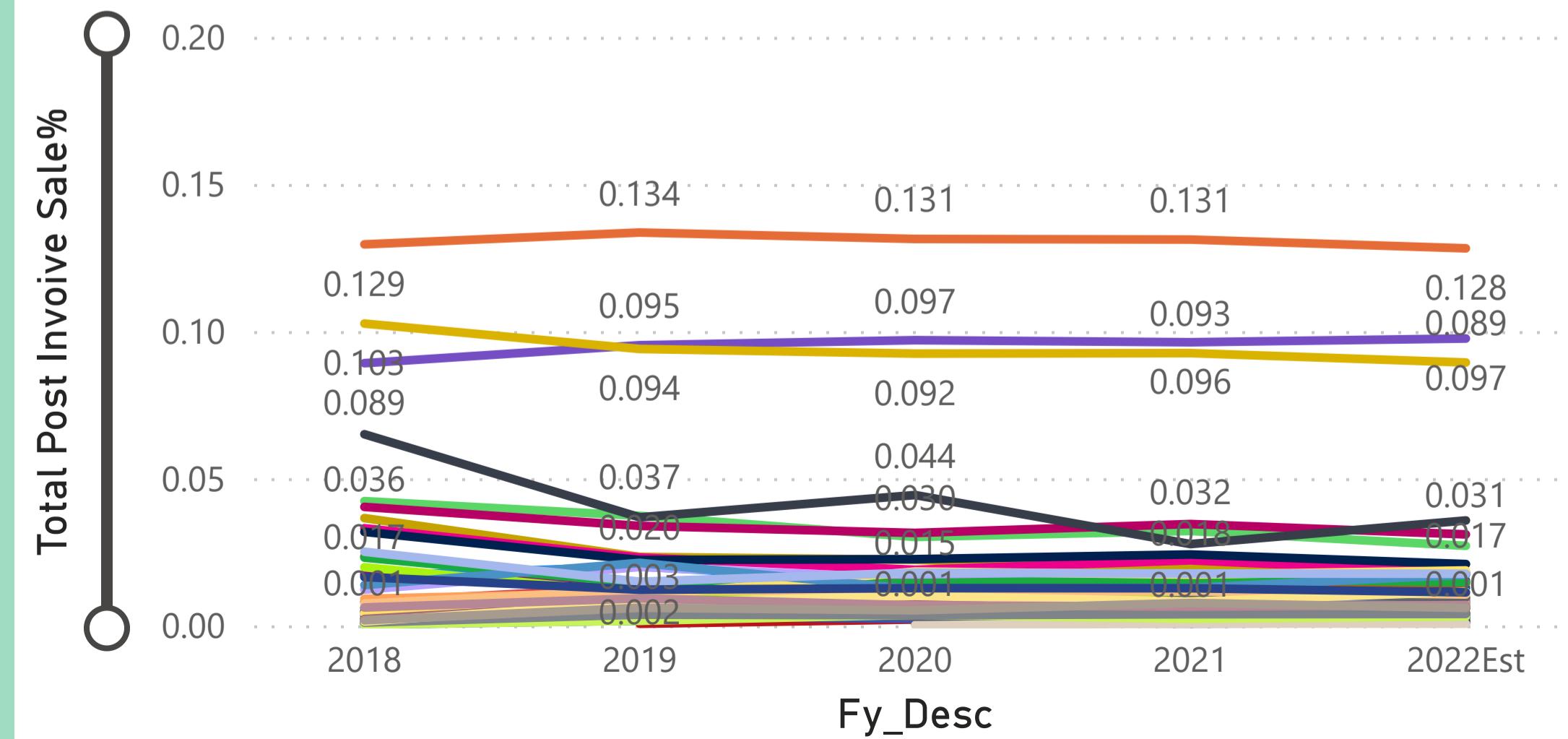
Top 5 Country based based on Gross Margin % YOY



Post Discounts % of each customers trends

Total Post Invoice Sale% by Fy_Desc and customer

customer ● Acclaim... ● All-Out ● Amazon ● Argos (S... ● Atlas St... ● Atliq e St...



Bottom 5 Product based on Gross Margin % YOY

Fy_Desc product 2020 Gross Margin % Gross Margin Last year% Gross Margin%

Fy_Desc	product	2020	Gross Margin %	Gross Margin Last year%	Gross Margin%
AQ Digit SSD		96.59%		96.91%	-0.3
AQ Gamer 3		61.67%		62.16%	-0.4
AQ Neuer SSD		96.61%		96.91%	-0.3
AQ Wi Power Dx1		96.56%		96.92%	-0.3
AQ Wi Power Dx2		96.57%		96.92%	-0.3
Total		93.76%		94.42%	-0.6

