



Business Insights 360°



Report Refresh Date: Tuesday, March 14, 2023



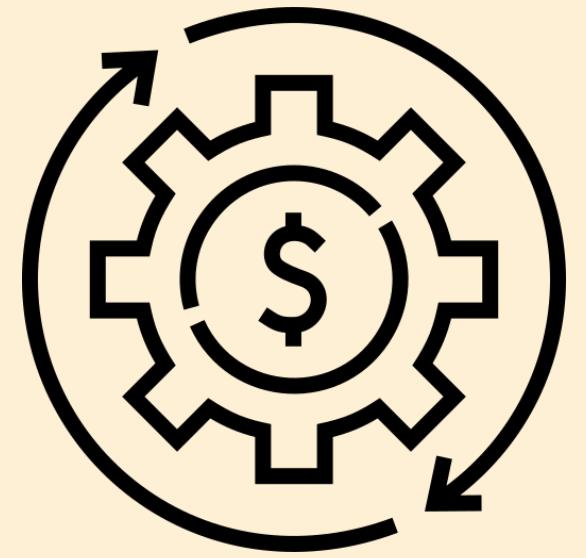
Values in Millions \$



Sales Data loaded until Dec 21



Information



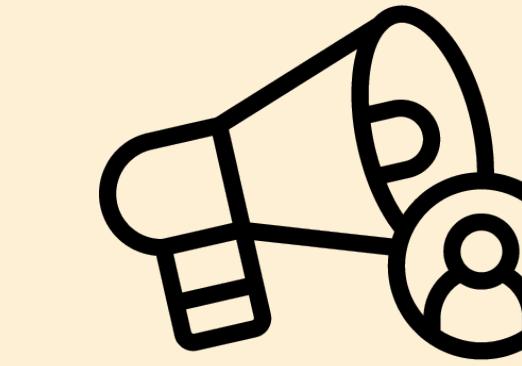
Finance View

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**.



Market View

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



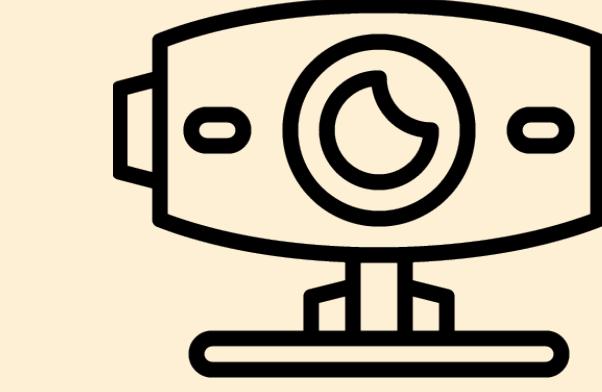
Supply Chain View

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.



Product View

Top & Bottom 5 Products dashboard which gives the Products sales in top countries.

Filters

BENCHMARK

vs LY vs Target

- 2018
- Q 1
- Q 2
- Q 3
- Q 4
- 2021
- 2022 EST
- YTD YTG

Region / Market

All

Customer

All

Segment/Category

All

Abbreviations

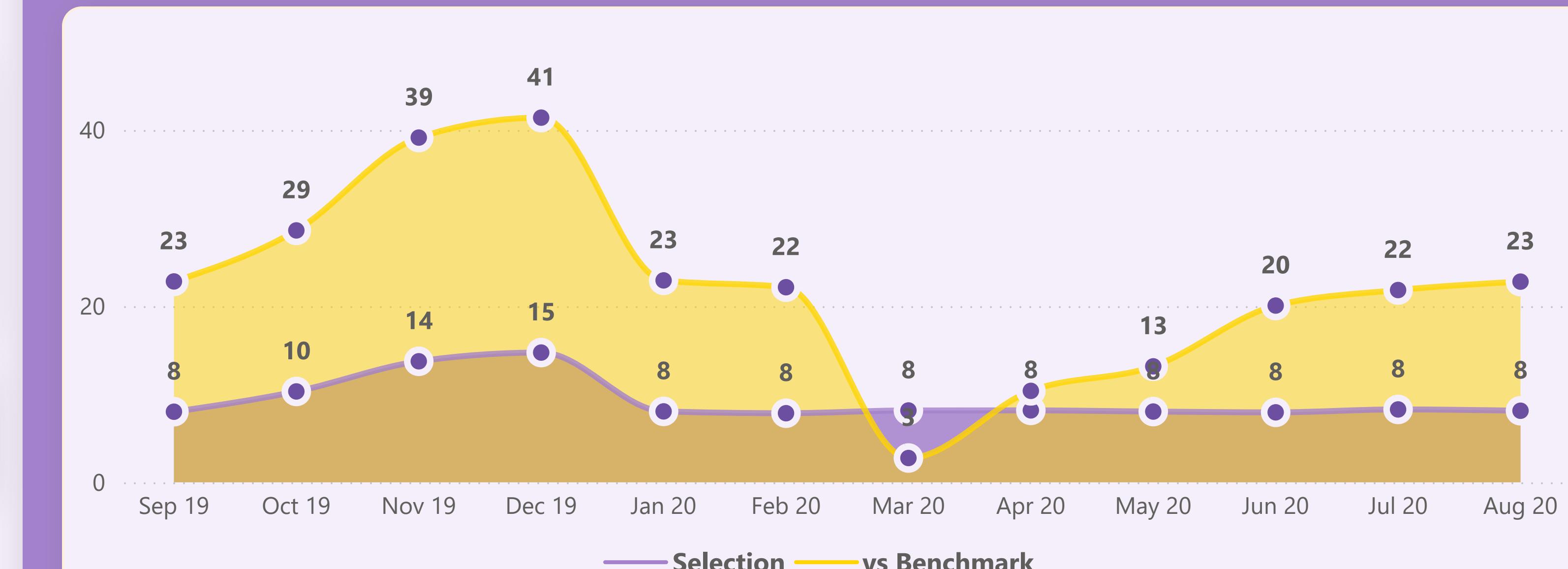
BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

Chg = Change| Chg% = Change%



Net Sales - Performance Over Time



Primary Parameter

Region

Category

Secondary Parameter

Market

Product

Top / Bottom Products & Customers By Net Sales

Region	Values	Change %
APAC	147.98	107.48
EU	55.79	224.03
LATAM	2.00	141.89
NA	62.21	182.70
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	Benchmark	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	0.00	0.00	0.00	12.49
Opex	-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

BENCHMARK

vs LY vs Target

2018

2019

2020

2021

2022 EST

YTD YTG

Region / Market

All

Customer

All

Segment/Category

All

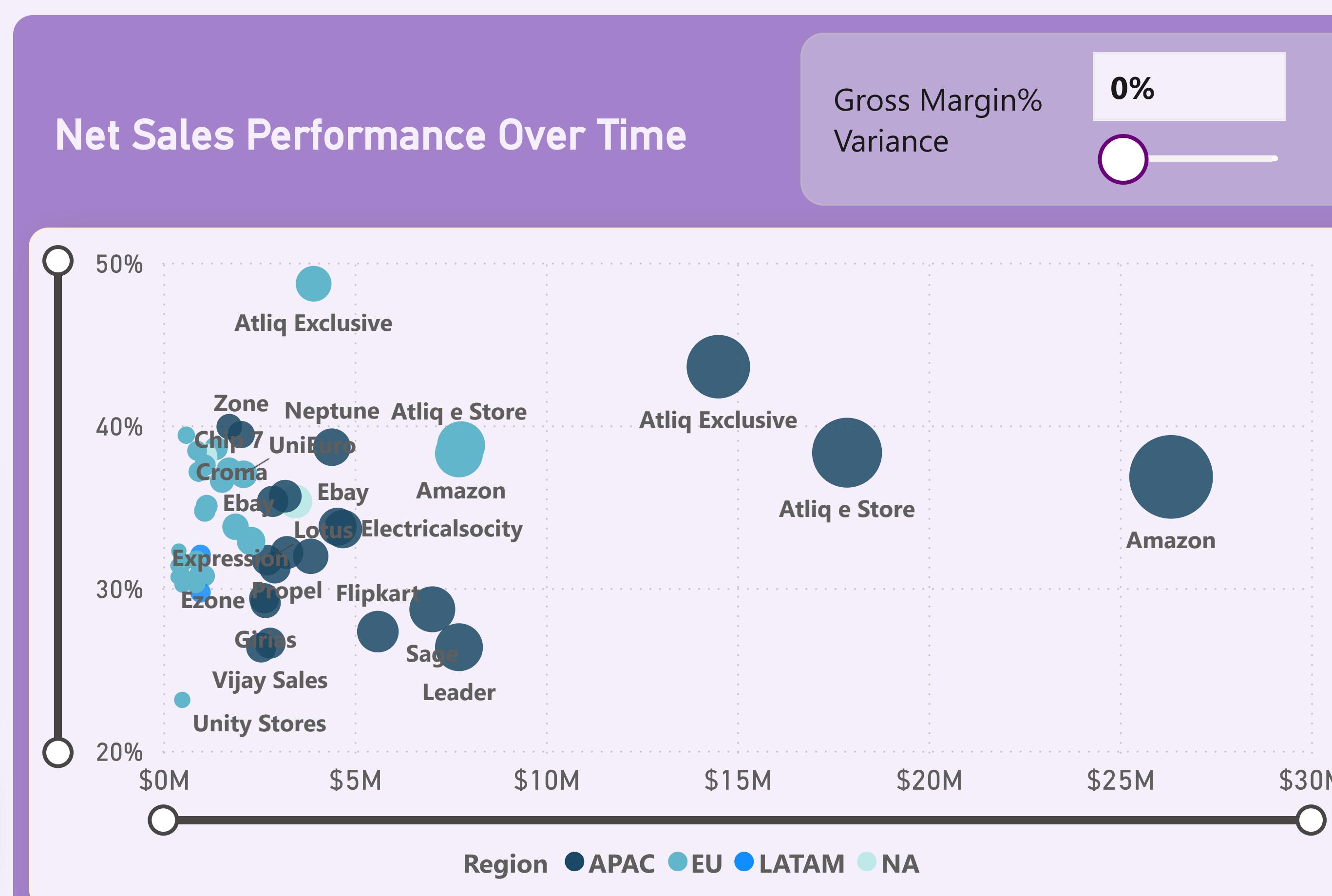
Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

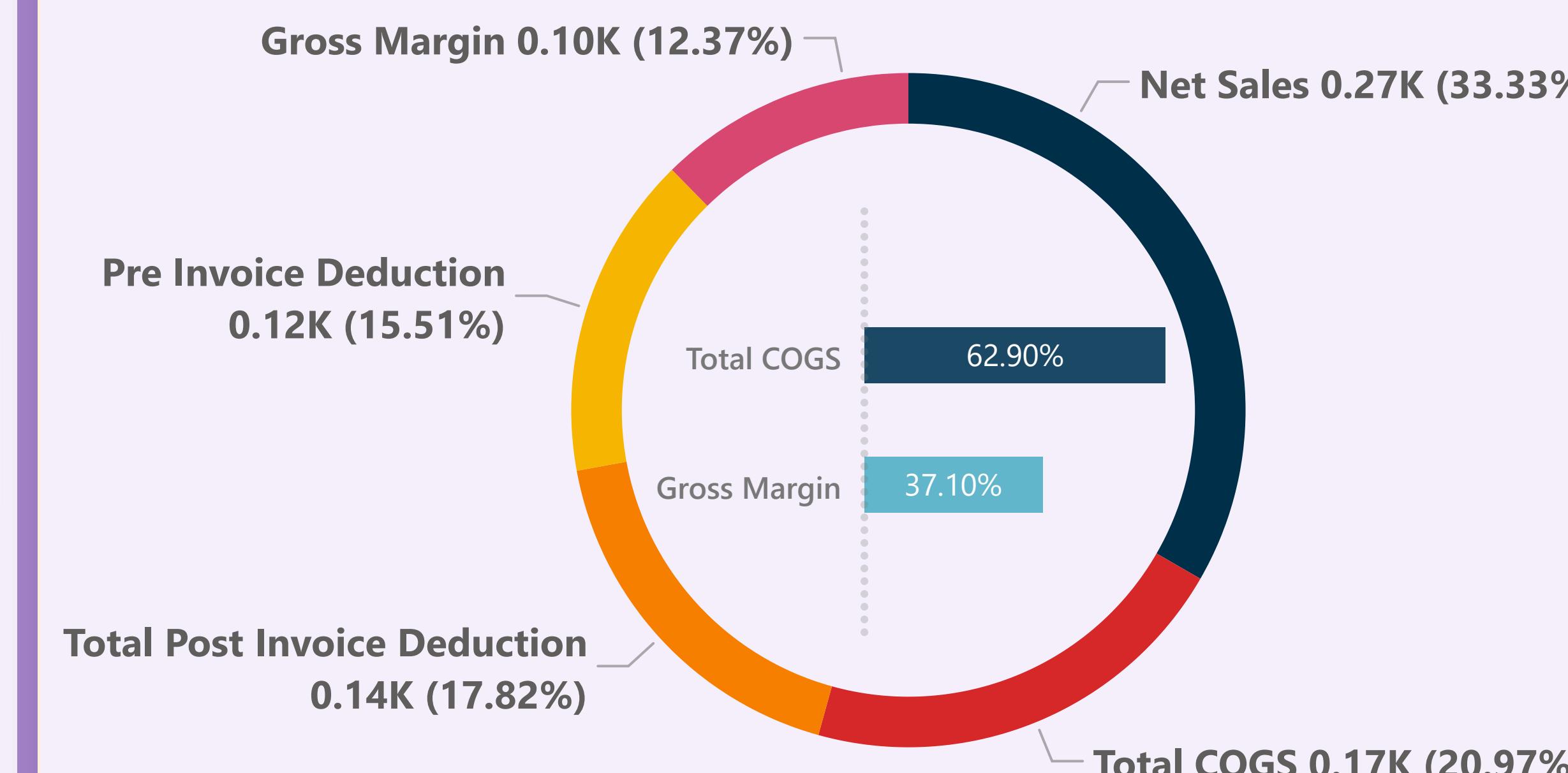
Chg = Change| Chg% = Change%

Design By : Teja Poreddy



Unit Economics

● Net Sales ● Total COGS ● Total Post Invoice Deduction ● Pre Invoice Deduction ● Gross Margin



Customer Performance

Product

Customer

Customer	NS	Gross Margin	GM%	Δ GM%
Amazon	\$49.77M	18.89M	37.96%	-8.68%
Argos (Sainsbury's)	\$0.95M	0.29M	30.83%	-28.36%
Atlas Stores	\$0.89M	0.34M	38.44%	-3.53%
Atliq e Store	\$31.74M	11.89M	37.47%	-8.59%
Atliq Exclusive	\$22.97M	10.52M	45.79%	-5.42%
Billa	\$0.60M	0.24M	39.39%	-2.68%
Boulanger	\$1.09M	0.38M	34.74%	-9.87%
Chip 7	\$1.72M	0.64M	37.24%	-3.49%
Coolblue	\$1.54M	0.56M	36.60%	-8.30%
Croma	\$3.19M	1.14M	35.65%	-21.73%
Ebay	\$8.15M	2.80M	34.34%	-19.35%
Electricalslytical	\$3.41M	0.93M	27.32%	-33.99%
Electricalsociety	\$4.56M	1.54M	33.77%	-23.82%
Electricalsquipo Stores	\$0.87M	0.28M	31.70%	-15.96%
Elite	\$1.09M	0.41M	37.55%	-8.45%
Epic Stores	\$1.23M	0.48M	38.93%	-5.65%
Total	\$211.40M	76.80M	36.33%	-14.70%

Filters

BENCHMARK

vs LY vs Target

2018 Q 1
 2019 Q 2
 2020 Q 3
 2021 Q 4
 2022 EST YTD YTG

Region / Market

All

Customer

All

Segment/Category

All

Abbreviations

COGS = Cost of Goods Sold | OPEX = Operational Expense

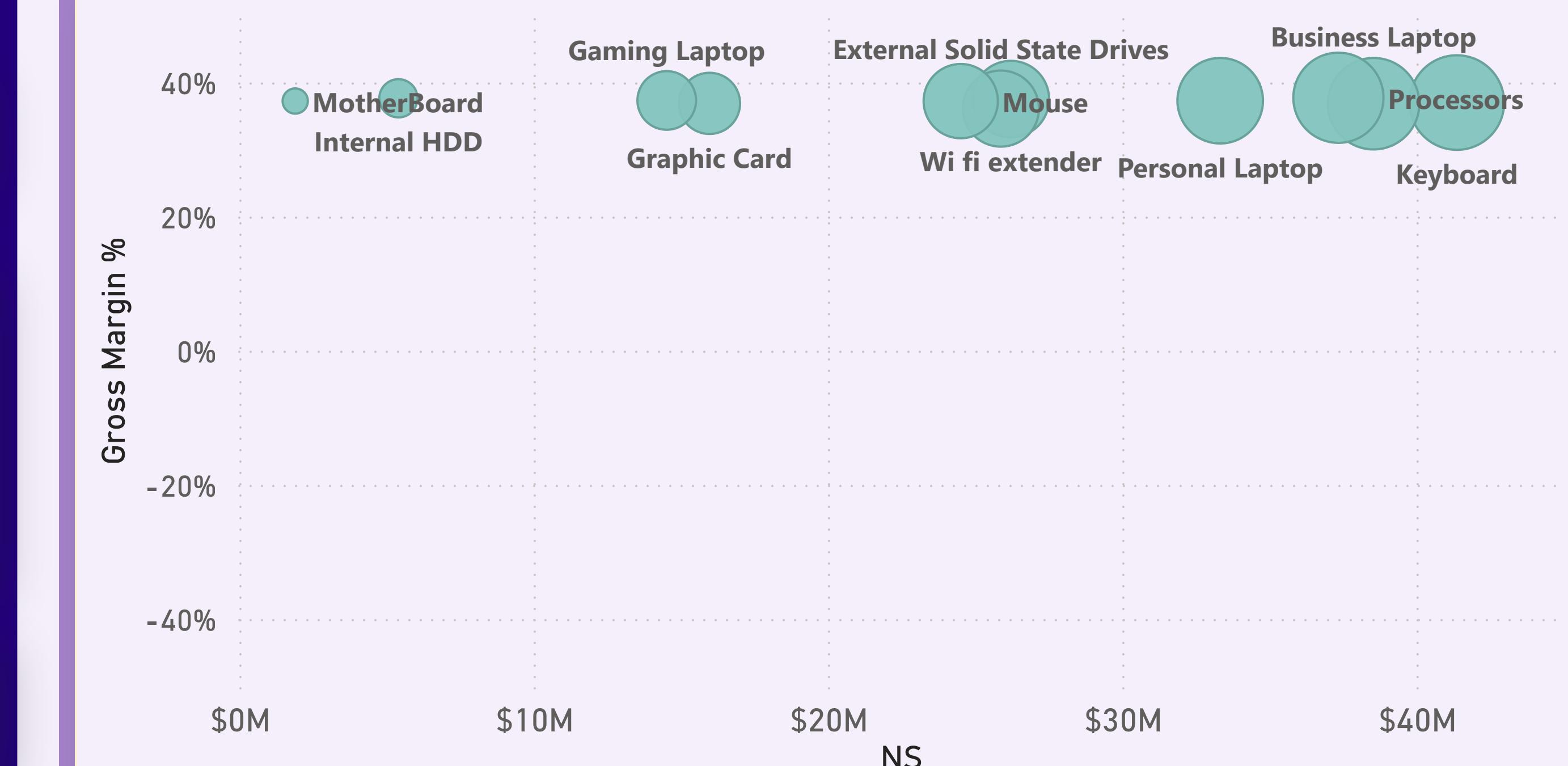
GM = Gross Margin | NS = Net Sales

NP = Net Profit | NP% = Net Profit %

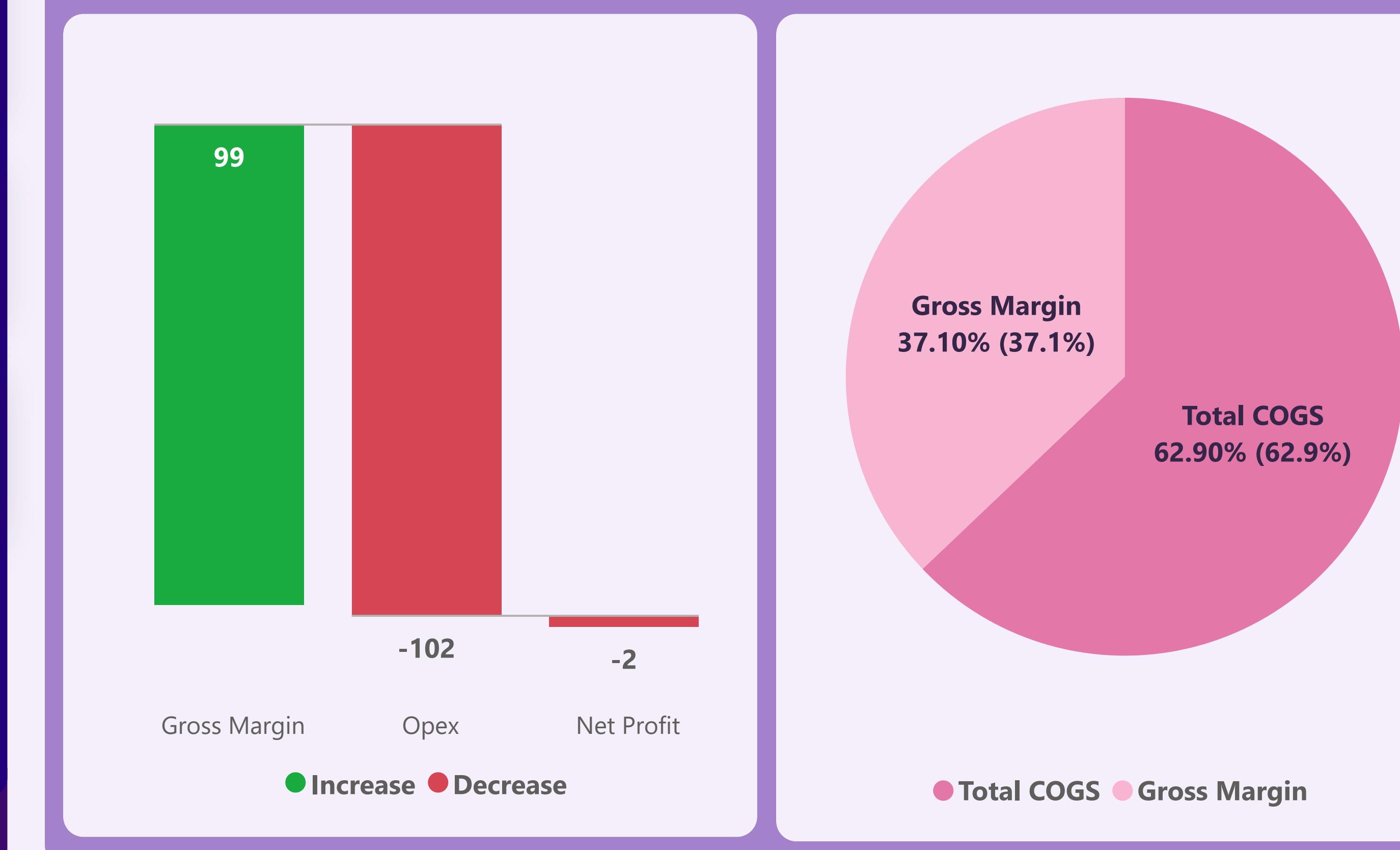
Performance Matrix

Gross Margin %

Net Profit %



Net Sales & Gross Margin Bifurcation



Product Performance

Segment Market

Category

Segment

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%	■
External Solid State Drives	\$25.88M	36.10%	-0.45M	-1.74%	■ -182.91%
USB Flash Drives	\$1.68M	35.20%	-0.04M	-2.46%	■
Personal Desktop	\$0.95M	36.47%	-0.03M	-2.88%	■
Total	\$267.98M	37.10%	-2.29M	-0.85%	-0.85%
					-138.68%

Filters

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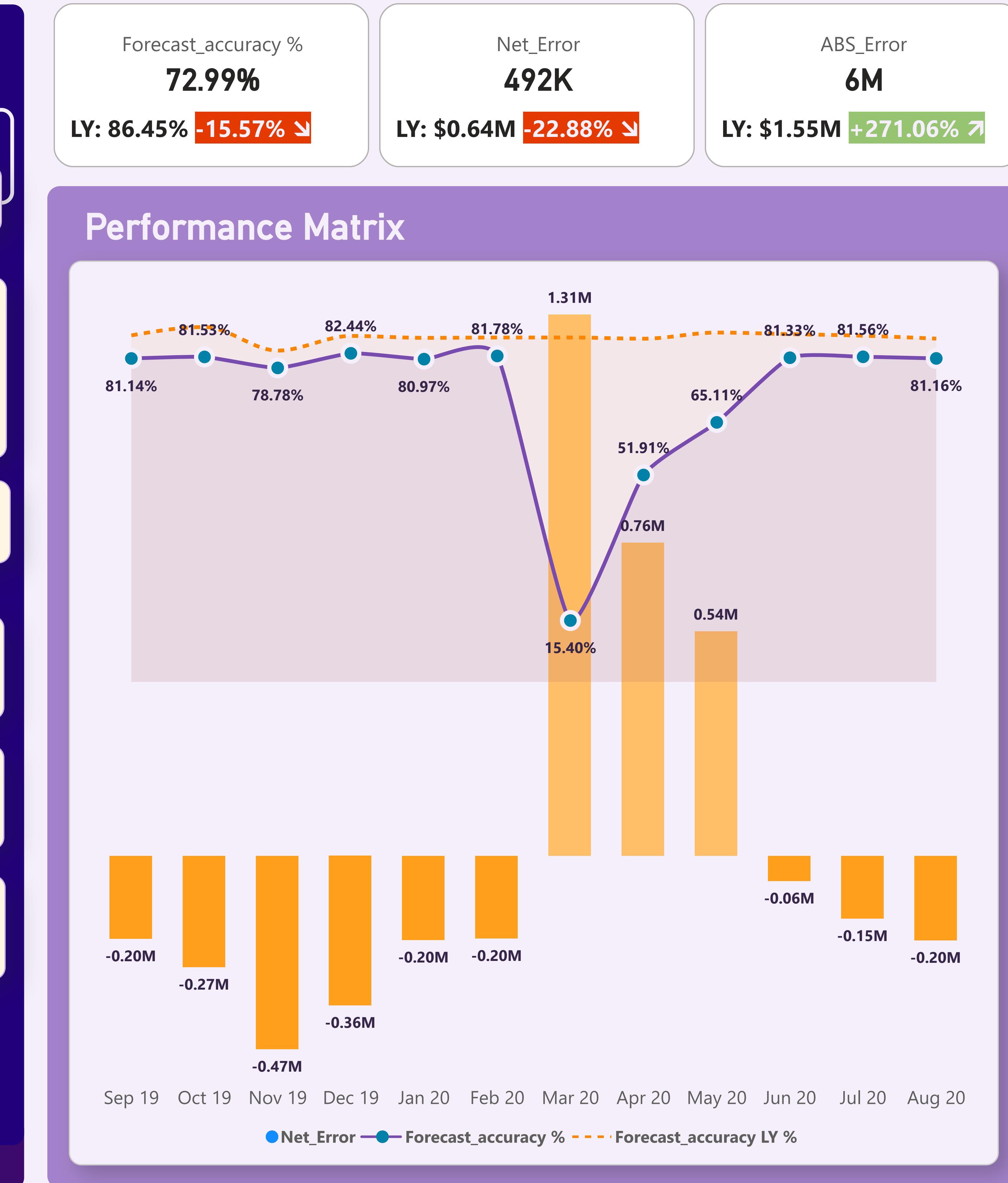
Region / Market
All

Customer
All

Segment/Category
All

Abbreviations
FCA = Forecast Accuracy | LY=Last Year
GM = Gross Margin | NS = Net Sales
ABS = Absolute | NE% = Net Error %

Design By : Teja Poreddy



Customer	FCA%	FCA LY%	Net_Error	Net_Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	OOS
All-Out	35.18%		5699	25.31%	EI
Amazon	48.43%	78.07%	-917373	-31.93%	OOS
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	EI
Atlas Stores	39.19%	47.32%	24488	26.07%	EI
Atliq e Store	55.24%	76.51%	-544329	-28.48%	OOS
Total	72.99%	86.45%	491599	2.31%	EI

segment	FCA%	FCA LY%	Net_Error	Net_Error %	Risk
Accessories	71.42%	90.20%	-167818	-1.40%	OOS
Desktop	70.07%		-52	-2.00%	OOS
Networking	52.50%	81.50%	-379134	-28.90%	OOS
Notebook	76.65%	83.02%	146640	22.59%	EI
Peripherals	75.18%	85.06%	193476	7.43%	EI
Storage	81.01%	80.25%	698487	14.86%	EI
Total	72.99%	86.45%	491599	2.31%	EI

Filters

BENCHMARK

● vs LY ○ vs Target



Region / Market

All ▼

Customer

All ▼

Segment/Category

All ▼

Abbreviations

BM = Benchmark | LY=Last Year
GM = Gross Margin | NS = Net Sales
NP = Net Profit | NP% = Net Profit % | NE% = Net Error %

Design By : Teja Poreddy

NS

\$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%

BM: 86.45% -138.68% ↓

Revenue Contribution

20.4% 10.8% 68.8%

Division

Channel

● Direct ● Distributor ● Retailer

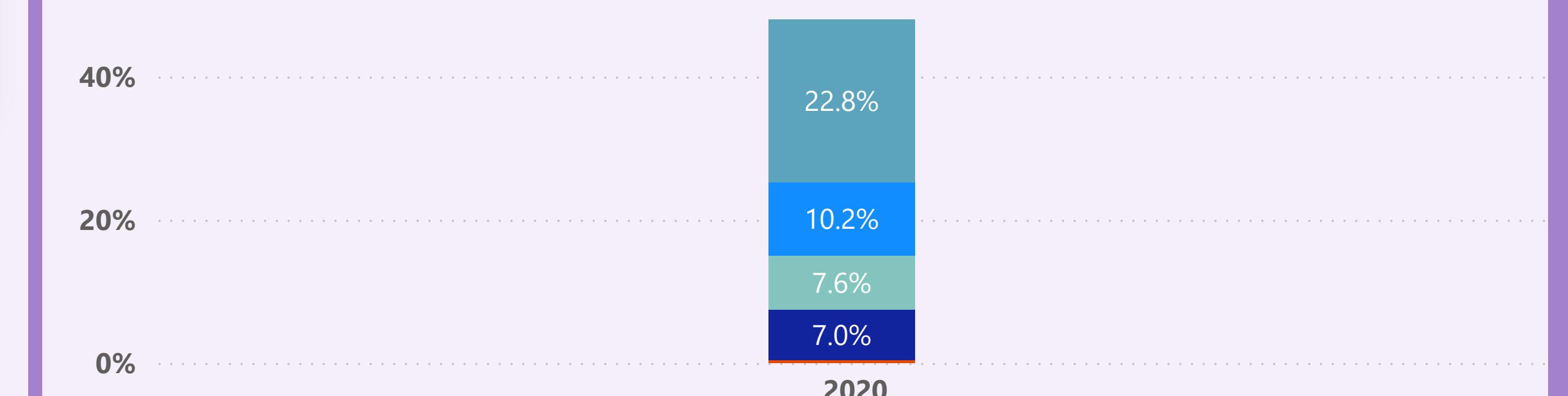
Key Metrics Over Years

37.10% ▲ Gross Margin %

-0.85% ● 0.36% ▲ Net Profit %

2020

Revenue Contribution Over Years



Top 5 Customers

customer	RC %	GM%
Amazon	18.6%	38.0% ▲
Atliq e Store	11.8%	37.5% ▲
Atliq Exclusive	8.6%	45.8% ▲
Flipkart	4.1%	33.5% ▲
Sage	3.1%	31.2% ▲
Total	46.2%	38.4%

Top 5 Products

product	RC %	GM%
AQ BZ Compact	4.3%	36.5% ▲
AQ Lite	4.3%	36.5% ▲
AQ Wi Power Dx1	4.4%	37.0% ▲
AQ BZ Gen Y	4.5%	37.0% ▲
AQ Wi Power Dx2	5.4%	38.0% ▲
Total	22.9%	37.0%

Sub - Region Performance

sub_zone	NS	RC %	GM%	NP %	NE%	Risk	AtliQ MS %
ANZ	\$16.80M	6.3%	42.36% ▲	12.62% ▲	24.2% EI	<div style="width: 24.2%; background-color: #ff9999;"></div>	0.1%
India	\$64.73M	24.2%	32.07% ▲	-14.73% ▼	-0.8% OOS	<div style="width: 0%; background-color: #ff9999;"></div>	0.8%
LATAM	\$2.00M	0.7%	30.96% ▲	-0.08% ▼	1.2% EI	<div style="width: 1.2%; background-color: #ff9999;"></div>	0.0%
nan	\$62.21M	23.2%	39.35% ▲	-1.79% ▼	-22.1% OOS	<div style="width: 0%; background-color: #ff9999;"></div>	
NE	\$30.68M	11.4%	37.97% ▲	-4.58% ▼	8.3% EI	<div style="width: 8.3%; background-color: #ff9999;"></div>	0.3%
ROA	\$66.45M	24.8%	38.15% ▲	8.87% ▲	9.4% EI	<div style="width: 9.4%; background-color: #ff9999;"></div>	0.6%
SE	\$25.11M	9.4%	37.64% ▲	6.98% ▲	11.0% EI	<div style="width: 11.0%; background-color: #ff9999;"></div>	1.1%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3% EI	<div style="width: 2.3%; background-color: #ff9999;"></div>	0.4%

Filters

- 2018
- 2019
- 2020
- 2021
- 2022 EST

- Q 1
- Q 2
- Q 3
- Q 4



- | | |
|-----------------------------------|----------------------------------------|
| <input type="radio"/> Canada | <input checked="" type="radio"/> India |
| <input type="radio"/> Philippines | <input type="radio"/> South Korea |
| <input type="radio"/> USA | |

Abbreviations

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Customer Performance by Top Countries

customer	Net Sales	Gross Margin	GM%
Amazon	\$12.68M	4.40M	34.72%
Atliq e Store	\$4.57M	1.47M	32.09%
Atliq Exclusive	\$6.03M	2.21M	36.66%
Croma	\$3.19M	1.14M	35.65%
Ebay	\$4.70M	1.58M	33.63%
Electricalslytical	\$2.56M	0.67M	26.34%
Electricalsocity	\$2.99M	0.89M	29.61%
Expression	\$2.89M	0.84M	28.95%
Ezone	\$2.64M	0.78M	29.37%
Flipkart	\$5.61M	1.53M	27.32%
Girias	\$2.68M	0.78M	29.09%
Lotus	\$2.72M	0.86M	31.71%
Propel	\$2.89M	0.95M	32.75%
Reliance Digital	\$2.86M	1.01M	35.33%
Vijay Sales	\$2.79M	0.74M	26.61%
Viveks	\$2.92M	0.91M	31.25%
Total	\$64.73M	20.76M	32.07%

Top 5 Products of India

product	GM%	GM% LY	GM% Growth
AQ Electron 5 3600 Desktop Processor	34.0%		
AQ WereWolf NAS Internal Hard Drive HDD – 8.89 cm	33.8%	41.19%	-17.82%
AQ 5000 Series Ultron 8 5900X Desktop Processor	33.7%	43.47%	-22.47%
AQ Wi Power Dx2	33.3%	40.49%	-17.83%
AQ Master wired x1	33.0%	41.86%	-21.05%
Total	33.5%	41.87%	-19.90%

Bottom 5 Products of India

product	GM%	GM% LY	GM% Growth
AQ LION x2	29.9%		
AQ Mx NB	29.8%		
AQ Neuer SSD	30.1%	42.25%	-28.71%
AQ Pen Drive 2 IN 1	29.1%		
AQ Smash 2	29.8%		
Total	30.0%	42.25%	-29.03%