BUSINESS INSIGHT 360 PROJECT

Business Insights 360

Info

Access the guidebook to explore essential features and maximize your understanding of the tool.

Finance View

Review financial summaries by customer, product, or region—track performance over any time frame with ease.

Sales View

Gain deep insight into customer behavior through sales metrics like revenue trends and margin drivers—reflected in intuitive growth visuals.

Marketing View

Evaluate product success with detailed marketing KPIs—measure campaign impact through profitability and expansion patterns.

Supply Chain View

Monitor forecast precision and risk analytics across segments—enhancing decision-making for logistics and sourcing.

Executive View

Strategic snapshot for leaders—unifying critical metrics from every department into one commanding view.

Support

Need help? Quickly connect with support to resolve queries and keep things running smoothly.

Report Refresh Date | Tuesday, 15 April, 2025 | Values are in Dollars & Millions | Sales data loaded untill: Dec 21

region, ma... All | customer All | segment, ca... All

2018 | 2019 | 2020 | 2021 | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

$3.74bn
BM: $823.85M (+353.5%)
Net Sales

38.08%
BM: 36.49% (+4.37%)
GM %

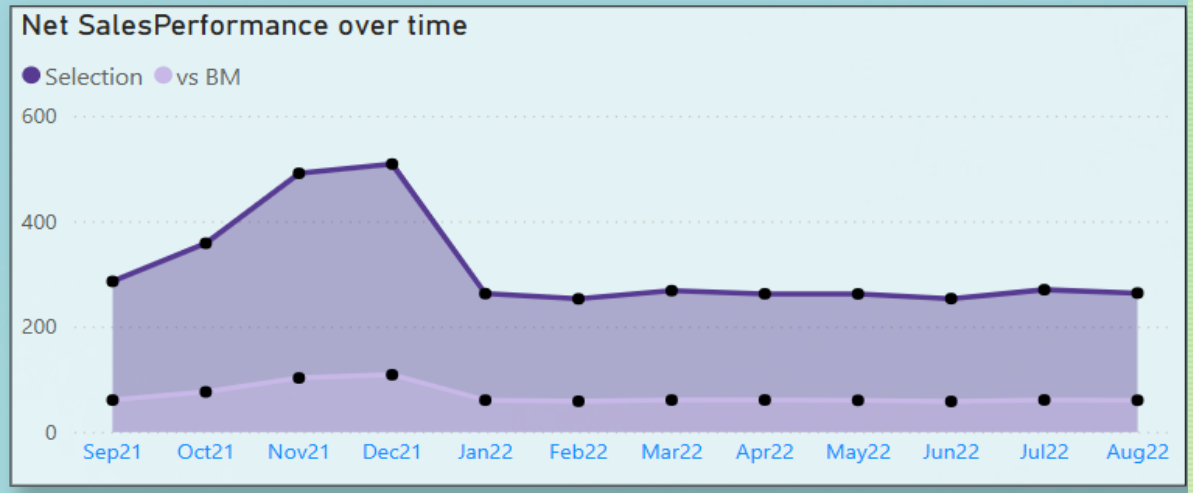
-13.98%
BM: -0.14 (+1.47%)
Net Profit %

Profit & Loss Statement

Line Item	2022Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net SalesPerformance over time

Net SalesPerformance over time



Top / Bottom Products & Customer by Net Sales

region	P & L Values	P & L Chg %
NA	1022	474.40
LATAM	15	368.40
EU	775	286.26
APAC	1924	335.27
Total	**3736**	**353.50**

segment	P & L Values	P & L Chg %
Notebook	1580	493.06
Peripherals	898	439.03
Desktop	711	1,431.55
Accessories	454	85.46
Storage	55	0.32
Networking	38	-14.89
Total	**3736**	**353.50**

BM = Benchmark LY = Last Year

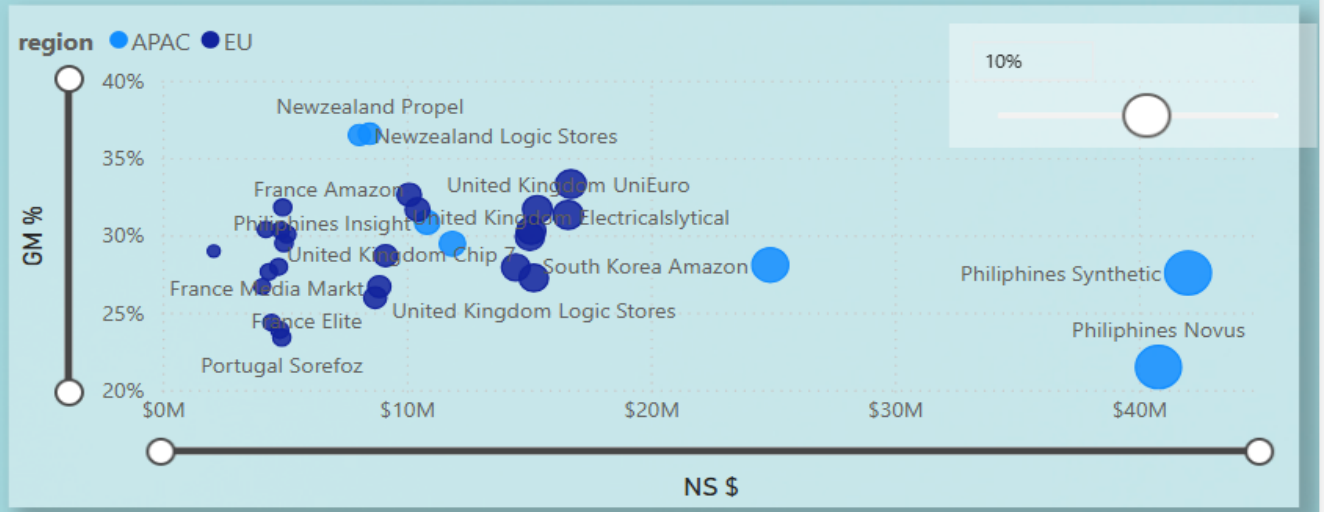
region, ma... All | customer All | segment, ca... All

2018 | 2019 | 2020 | 2021 | Q1 | Q2 | Q3 | Q4 | YTD | YTG | vs LY | vs Target

Customer Performance

customer	NS $	GM $	GM %
Zone	$29.3M	11.6M	39.44%
walmart	$72.4M	33.1M	45.66%
Viveks	$46.4M	14.7M	31.65%
Vijay Sales	$55.1M	20.9M	37.96%
Unity Stores	$6.3M	2.1M	33.91%
UniEuro	$36.4M	11.4M	31.33%
Taobao	$22.7M	10.0M	44.00%
Synthetic	$52.2M	14.8M	28.25%
Surface Stores	$11.0M	3.2M	29.49%
Staples	$64.2M	25.0M	38.92%
Sound	$27.6M	10.8M	38.94%
Sorefoz	$17.4M	5.3M	30.48%
Total	**$3,736.2M**	**1,422.9 M**	**38.08%**

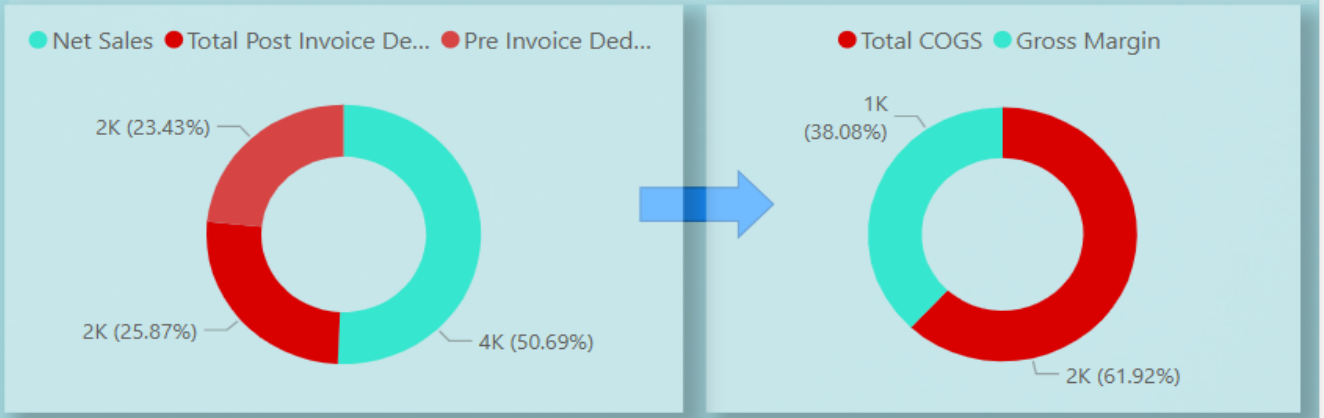
Performance Matrix



Product Performance

segment	NS $	GM $	GM %
Notebook	$1,580.4M	601.0M	38.03%
Peripherals	$897.5M	341.2M	38.02%
Desktop	$711.1M	272.4M	38.31%
Accessories	$454.1M	172.6M	38.01%
Storage	$54.6M	20.9M	38.33%
Networking	$38.4M	14.8M	38.45%
Total	**$3,736.2M**	**1,422.9M**	**38.08%**

Unit Economics



region, mar... All | customer All | segment, ... All

2018 | 2019 | 2020 | 2021

Q1 | Q2 | Q3 | Q4

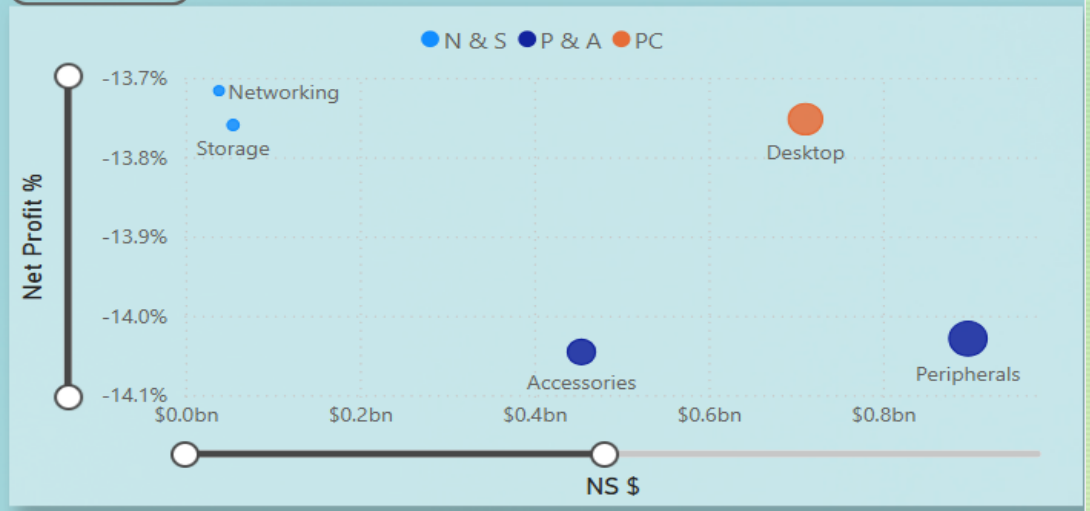
YTD | YTG

Show GM %

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Net Profit %
Notebook	**$1,580.4M**	**601.0M**	**38.03%**	**-222.16M**	**-14.06%**
Gaming Laptop	$619.2M	233.9M	37.76%	-88.61M	-14.31%
Personal Laptop	$539.8M	205.8M	38.13%	-75.38M	-13.96%
Business Laptop	$421.4M	161.3M	38.27%	-58.17M	-13.80%
Peripherals	**$897.5M**	**341.2M**	**38.02%**	**-125.91M**	**-14.03%**
Desktop	**$711.1M**	**272.4M**	**38.31%**	**-97.79M**	**-13.75%**
Accessories	**$454.1M**	**172.6M**	**38.01%**	**-63.78M**	**-14.05%**
Storage	**$54.6M**	**20.9M**	**38.33%**	**-7.51M**	**-13.76%**
Networking	**$38.4M**	**14.8M**	**38.45%**	**-5.27M**	**-13.72%**
Total	**$3,736.2M**	**1,422.9 M**	**38.08%**	**-522.42M**	**-13.98%**

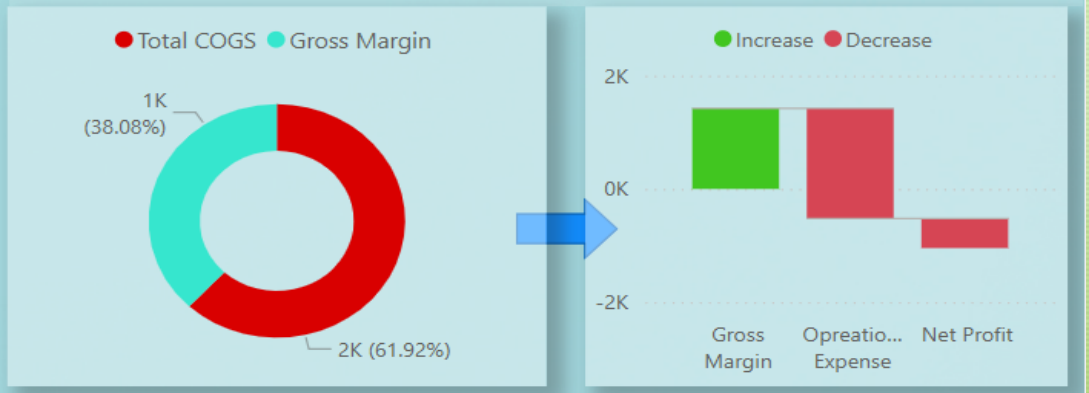
Performance Matrix



Region / Market / Customer performance

region	NS $	GM $	GM %	Net Profit $	Net Profit %
APAC	$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
NA	$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
EU	$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	$14.8M	5.2M	35.02%	-0.44M	-2.95%
Total	**$3,736.2M**	**1,422.9 M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics



region, ma... All | customer All | segment, c... All

2018 | 2019 | 2020 | 2021 | 2022Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K ✓
LY: -751.7K (-361.97%)
Net Error

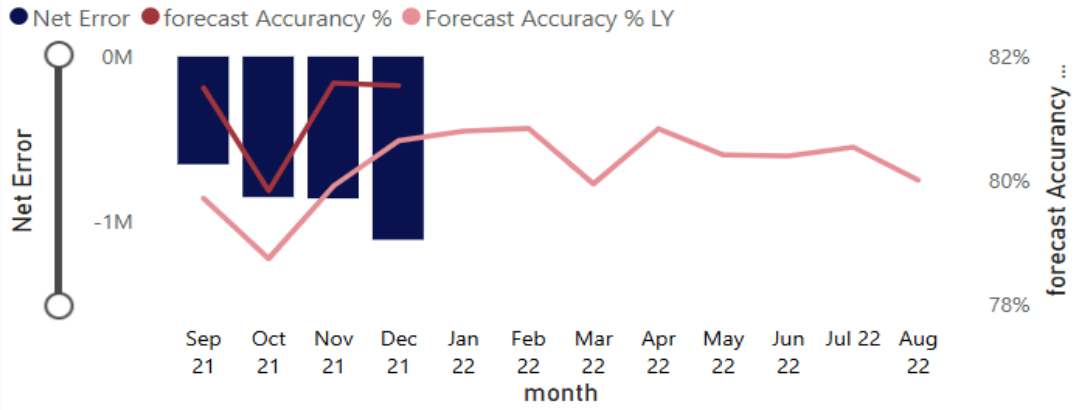
6899.0K ✓
LY: 9780.7K (+29.46%)
ABS Error

Key Metric By Customer

customer	forecast Accurancy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
BestBuy	46.60%	35.31%	81179	16.72%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Control	52.06%	47.42%	64731	13.01%	EI
walmart	54.78%	50.12%	84334	12.08%	EI
Staples	54.45%	49.38%	79821	11.51%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Saturn	41.54%	19.16%	2197	2.85%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

Accuracy / Net Error Trend

Net Error, forecast Accurancy % and Forecast Accuracy % LY by month



Key Metric By Product

segment	forecast Accurancy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Desktop	87.53%	84.37%	78576	10.24%	EI
Accessories	87.42%	77.66%	341468	1.72%	EI
Total	**81.17%**	**80.21%**	**-3472690**	**-9.48%**	**OOS**

region, m... All | customer All | segment, ca... All

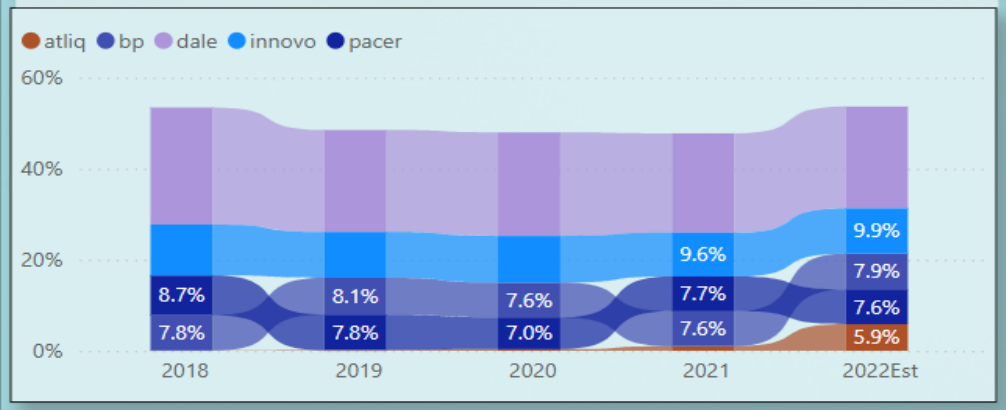
2018 | 2019 | 2020 | 2021 | Q1 | Q2 | Q3 | Q4 | vs LY | vs Target | YTD | YTG

$3.74bn✓	38.08%✓	-13.98%✓	81.17%✓
BM: $823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -0.14 (+1.47%)	BM: 80.21% (+1.2%)
Net Sales	GM %	Net Profit %	Forecast Accuracy

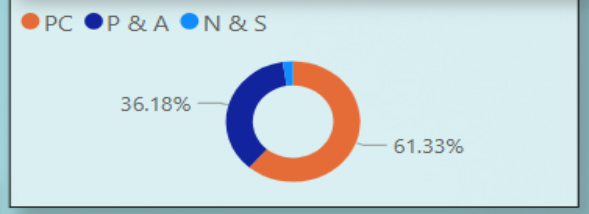
Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
LATAM	$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
ANZ	$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
NA	$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
India	$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
SE	$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
Total	**$3,736.2M**	**100.0%**	**38.1%**	**-14.0%**	**5.9%**	**-9.5%**	**OOS**

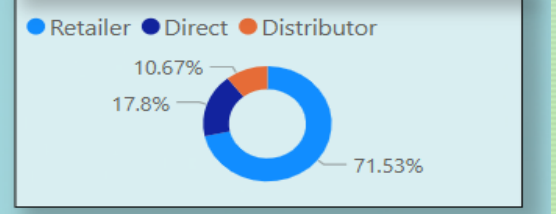
PC Market Share Trend



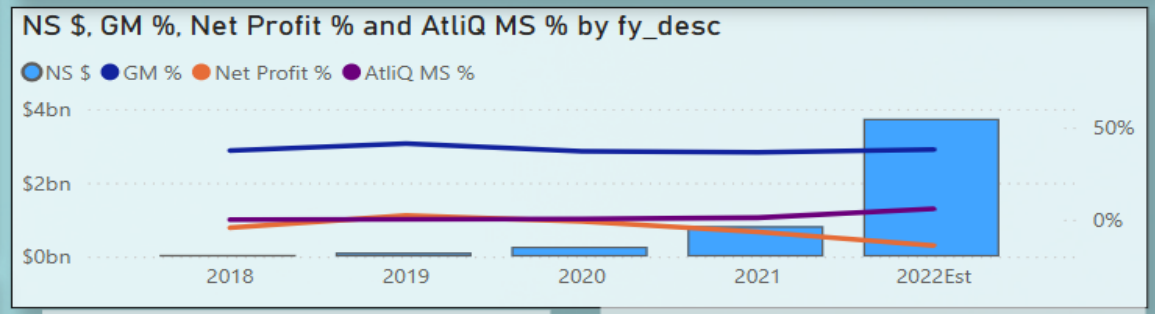
Revenue By Division



Revenue By Channel



Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Top 5 customer's by Revenue

customer	RC %	GM %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
Atliq e Store	8.1%	36.88%
Amazon	13.3%	36.78%
Total	**38.2%**	**39.19%**

Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	**23.2%**	**38.06%**

BM = Benchmark LY = Last Year, EI=Excess Inventory, OOS=Out of Stock

🙏 Thank You!

Thank you for taking the time to go through this report.
Your time and attention are genuinely appreciated.

Looking forward to continued collaboration and meaningful outcomes.

- — *[Vandana Satwani]*