



Finance



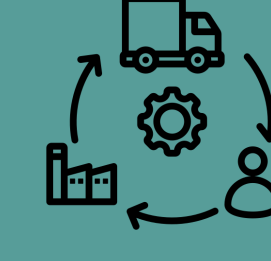
Sales



Marketing



Supply Chain



Executive



FILTERS



Select Benchmark

vs LY

vs Target

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION, MARKET

All

BY CUSTOMER

All

BY SEGMENT, CATEGORY, PRODUCT

All

ABBREVIATIONS

BM = Benchmark | LY = Last Year

NS = Net Sales | GM = Gross Margin

Chg = Change | COGS = Cost of Goods Sold

RC% = Revenue Contribution | ABS = Absolute

EI = Excess Inventory | OOS = Out of Stock

ALL VALUES ARE IN MILLION \$

\$3.74bn✓

BM: 823.85M
(+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -0.07 (-110.79%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

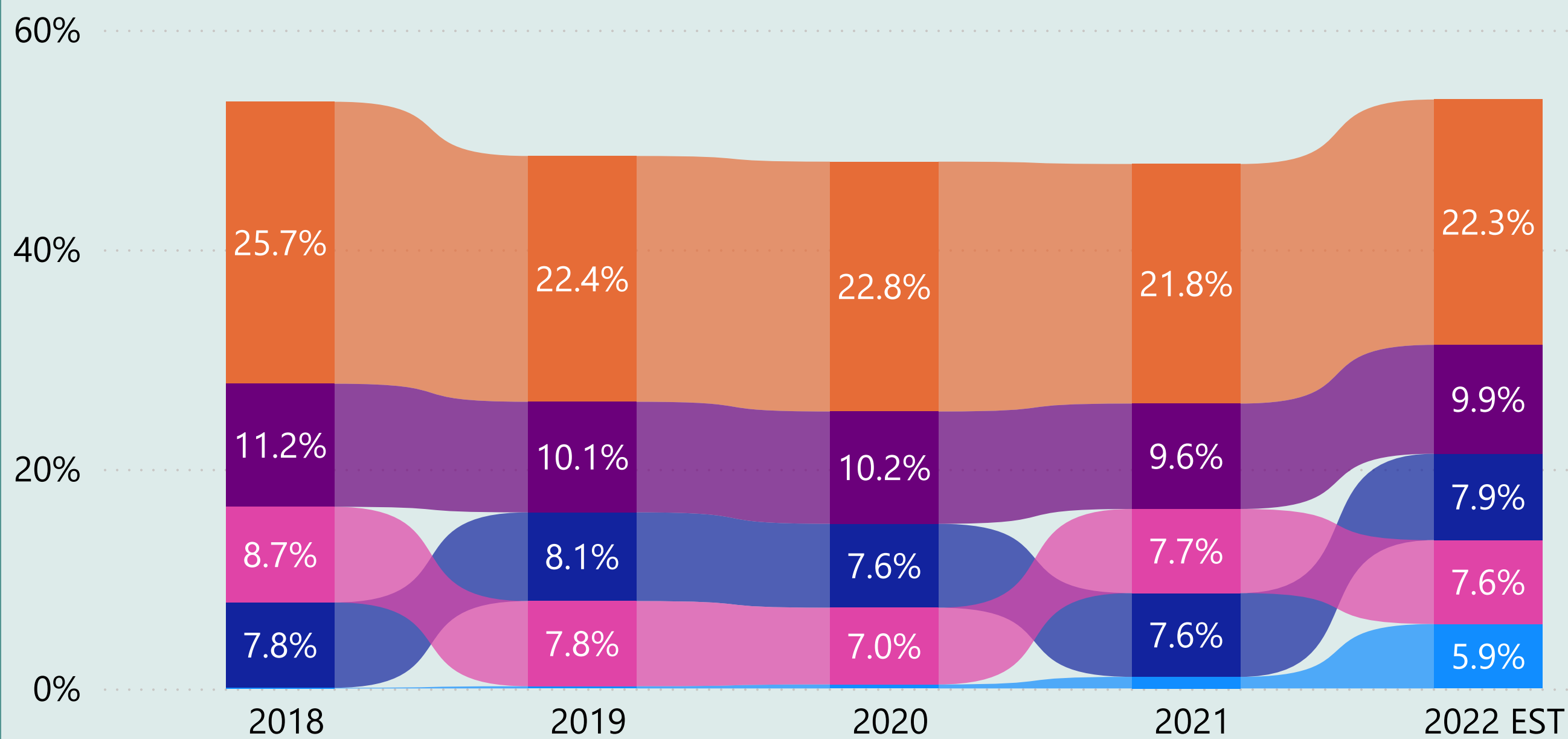
**Forecast
Accuracy %**

Key Insights Per Sub Zone

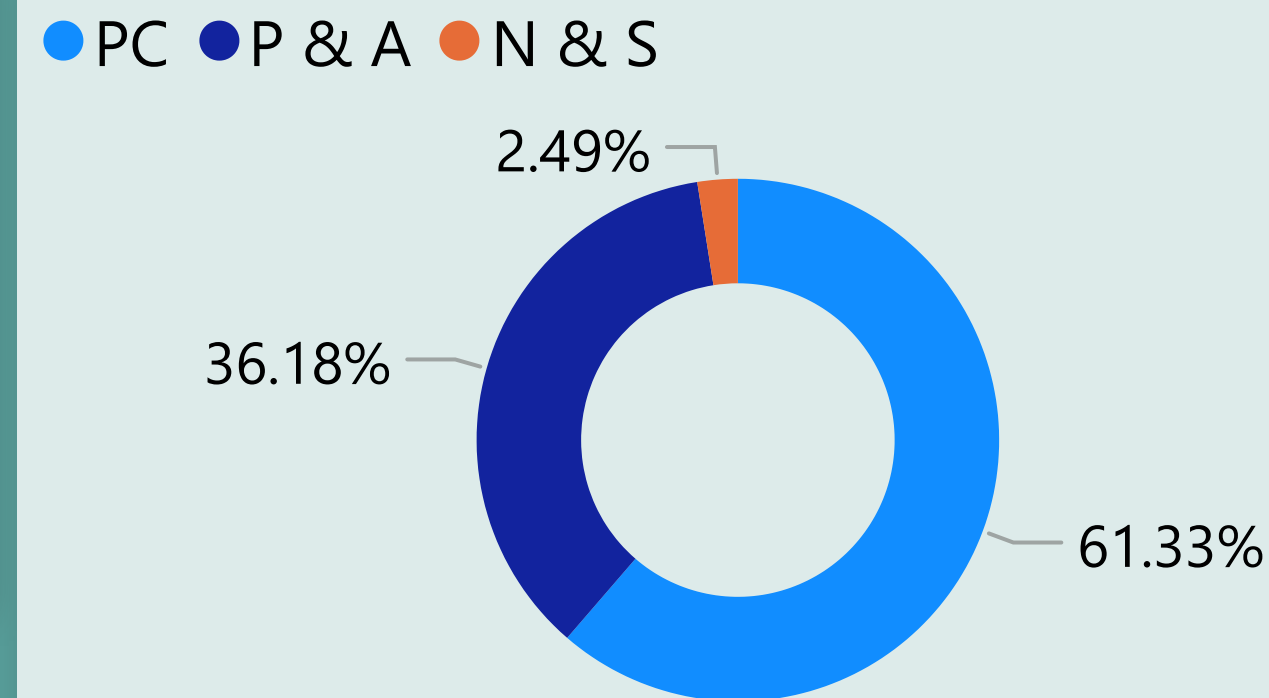
sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
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 - AtliQ & Competitors

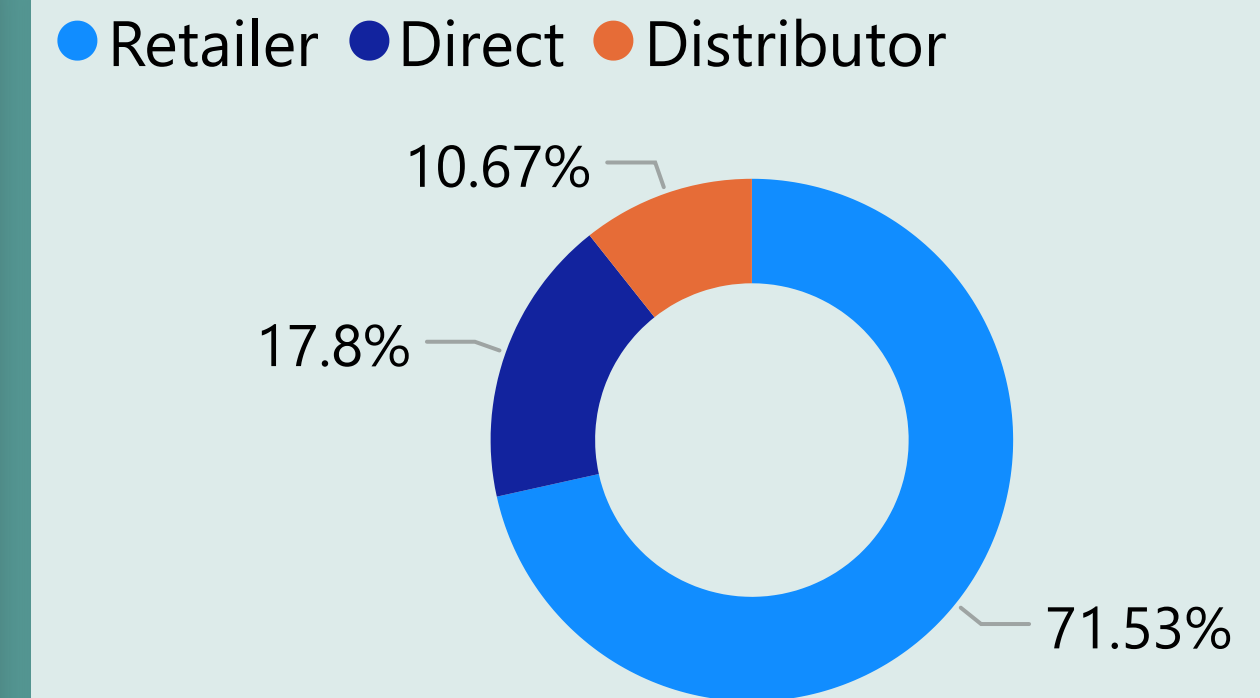
manufacturer atliq bp dale innovo pacer



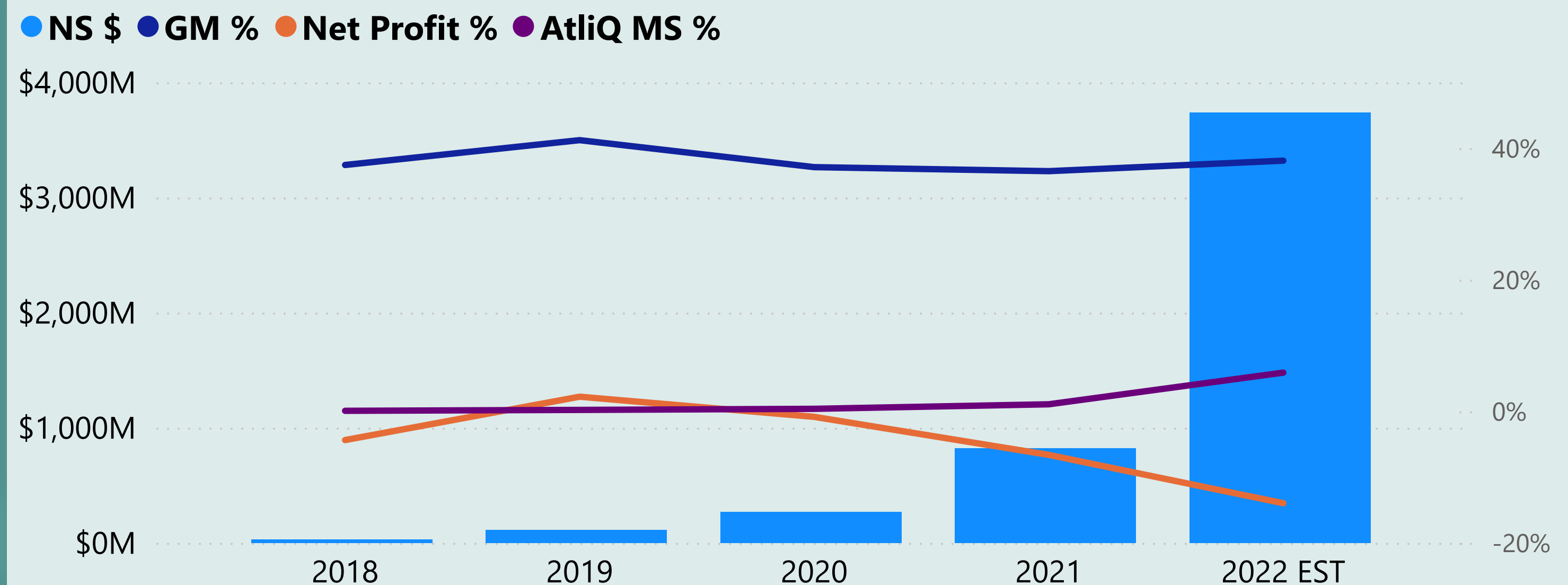
Revenue By Division



Revenue By Channel



PC Market Share Trend - AtliQ & Competitors



Top 5 Customers By Revenue

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

Top 5 Products By Revenue

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