



region, market
All

customer
All

segment, categor...
All

2018

2019

2020

2021

2022
Esst

Q2

Q3

Q4

vs LY

vs
Target

YTD

YTG

\$0.48bn✓
BM: 0.14bn (+250.65%)
Net Sales

36.51%!
BM: 0.37 (-1.67%)
GM %

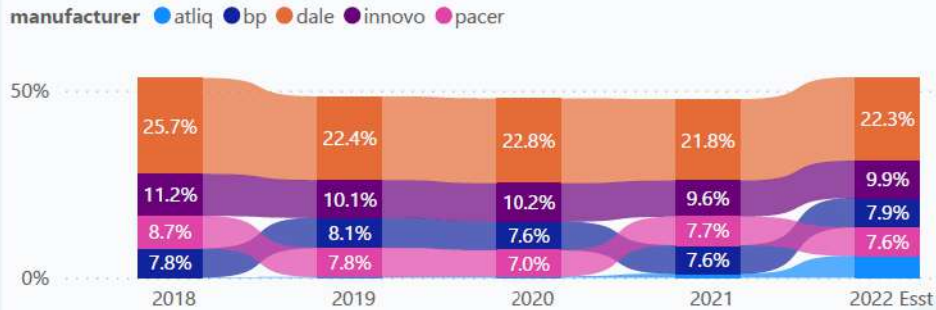
-6.63%!
BM: -0.01 (-607.82%)
Net Profit %

80.93%✓
LY: 0.79 (+1.95%)
Forecast Accuracy

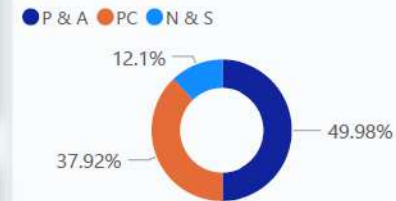
Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Market Share %	Net Error %	Risk
SE	\$53.23M	11.2%	38.8%	4.4%	3.6%	10.56%	EI
ROA	\$107.87M	22.6%	38.4%	↓ 8.3%	1.5%	-22.16%	OOS
NE	\$63.26M	13.3%	38.0%	↓ -1.2%	1.2%	11.40%	EI
NA	\$103.05M	21.6%	37.2%	↓ -13.7%	0.8%	-7.24%	OOS
LATAM	\$1.80M	0.4%	37.6%	6.1%	0.0%	4.56%	EI
India	\$122.08M	25.6%	32.0%	↓ -24.6%	2.5%	4.25%	EI
ANZ	\$25.74M	5.4%	38.6%	↓ 7.4%	0.3%	-4.57%	OOS
Total	\$477.04M	100.0%	36.5%	-6.6%	1.1%	-1.48%	OOS

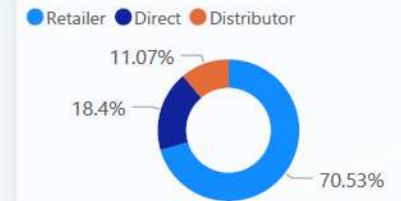
PC Market Share Trend- AtliQ & Competitors



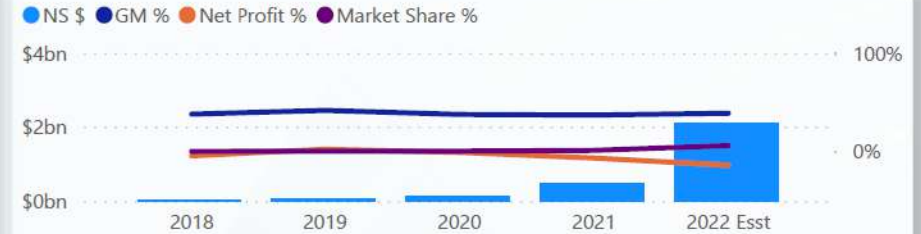
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.1%	35.43% ↓
AtliQ e Store	8.6%	37.52%
AtliQ Exclusive	9.8%	43.79% ↓
Flipkart	3.2%	30.19% ↓
Sage	3.2%	35.16%
Total	37.9%	37.61%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	36.02%
AQ Qwerty	3.4%	37.16%
AQ Trigger	3.3%	36.90%
AQ Gen Y	2.9%	36.03%
AQ Maxima	2.7%	36.72% ↓
Total	16.3%	36.55%

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