

Filter

Segment/Category/Product

All

Region/Market

All

Customer

All

BM

vs LY

vs Target

YTD

YTG

2019

2021

2020

2022EST

Q1

Q2

Q3

Q4

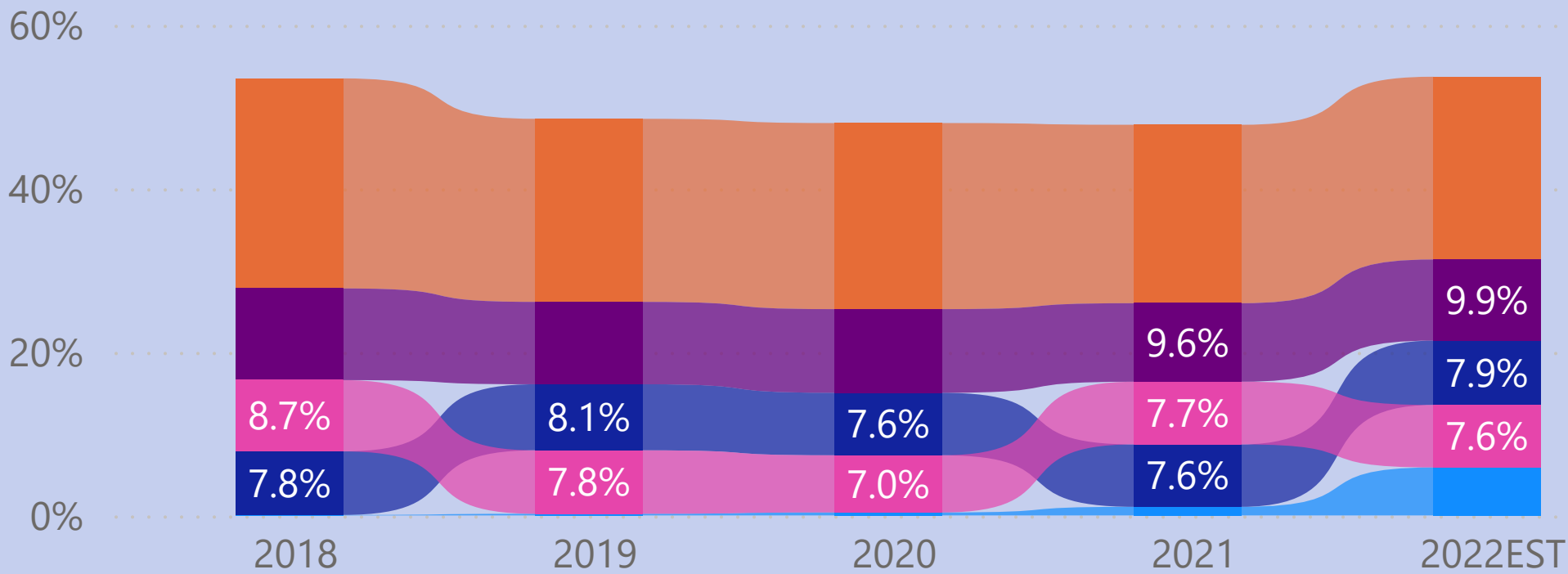
BM = Benchmark ,LY = Last Year, EI = Excess Inventory , OSS = Out Of Stock

Key Insight By Sub Zone

Sub Zone	NS \$	RC %	GM %	NP %	AtliQ MS %	Net Error %	Risk
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.56%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.56%	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.47%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.37%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



Top % Customer By Revenue

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

Top % Product By Revenue

product	RC %	GM %
AQ Home Allin1	4.1%	38.71%
AQ BZ Allin1 Gen 2	5.4%	38.51%
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%

Net Sales

\$3.74bn✓

BM: 0.82bn (+353.5%)

GM %

38.08%✓

BM: 36.49% (+4.37%)

Net Profit %

-13.98%!

BM: -0.07 (-110.79%)

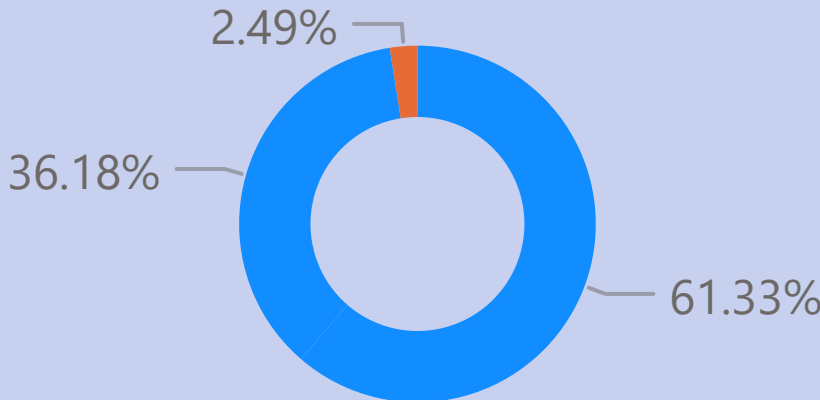
Forecast Accuracy

81.17%✓

LY: 80.21% (+1.2%)

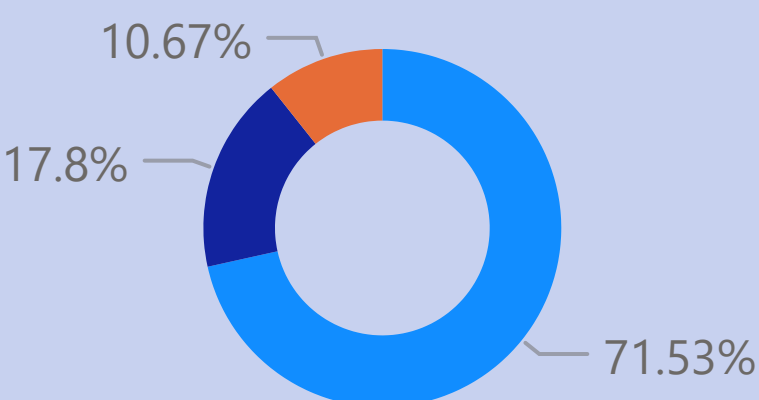
Revenue by Division

PC P & A N & S



Revenue by Channel

Retailer Direct Distributor



Yearly Trend By Revenue , GM % , PC Market Share %

NS \$ GM % Net Profit % Market Share %

