

# Useful insights

## Finance view!

- Net sales in Latin America are lowest. APAC is doing great followed by North America. In APAC net sales in India is highest.
- The net sales of notebook segment are highest.
- Net sales when compare with target is performing well however gross margin% fluctuate a lot.

## Sales view!

- In the APAC region NOVUS is the only customer having largest difference (14%) in GM% and GM% target. So, the sales team should find ways to tackle this.

## Marketing view!

- There is large amount of increase in operational expenses as compared to 2021. Marketing team should take this matter seriously and find ways to reduce it so that net profit% can be increased.

## Supply Chain View!

- Amazon and AtliQ exclusive are highest performing customer of AtliQ but having their most selling segment notebook out of stock most of the time. To handle this matter supply chain should keep this in excess inventory.

## Executive View!

- Net sales of direct channel are more than retailer and distributor. Executive should meet their heads to increase more revenue distribution.
- Market share of AtliQ is increasing as compared to previous years which is a good sign of growth.
- Revenue contribution from Flipkart and Sage can be increased by meeting their representatives.
- In India GM% variance is negative i.e. company is making more money than the given benchmark(target). The employees should be motivated by giving some perks to perform better in future to generate more revenue.