Business Insight 360

Filter Panel

Vs Target | Vs LY

Q1 | Q2
Q3 | Q4

2019 | 2020
2021 | 2022 EST

YTD | YTG

Segment, category
All

Customer
All

Region, market
All

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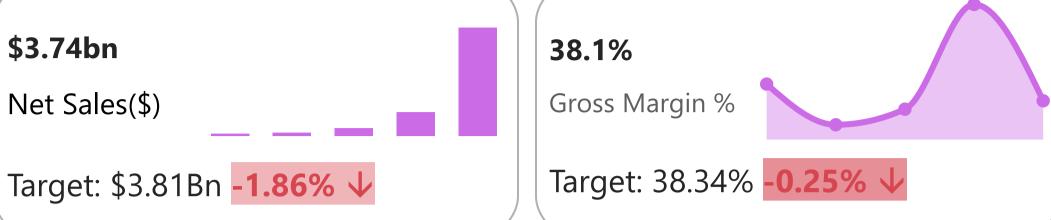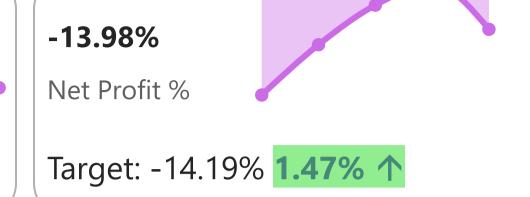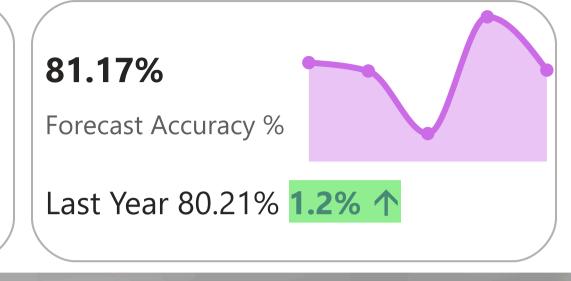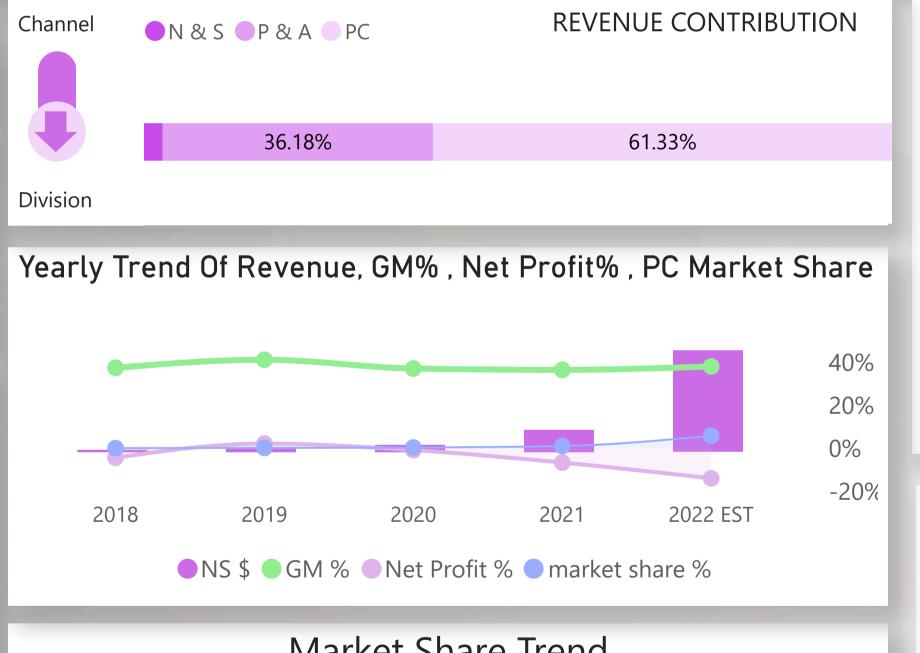ODD = Out of Stock
EI = Excess Inventory

$3.74bn
Net Sales($)
Target: $3.81Bn **-1.86% ↓**

38.1%
Gross Margin %
Target: 38.34% **-0.25% ↓**

-13.98%
Net Profit %
Target: -14.19% **1.47% ↑**

81.17%
Forecast Accuracy %
Last Year 80.21% **1.2% ↑**

REVENUE CONTRIBUTION

Channel: ● N & S ● P & A ● PC

36.18% | 61.33%

Division

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

2018 | 2019 | 2020 | 2021 | 2022 EST

40% | 20% | 0% | -20%

● NS $ ● GM % ● Net Profit % ● market share %

Market Share Trend

8.7% | 8.1% | 9.6% | 9.9%

2018 | 2019 | 2020 | 2021 | 2022 EST

● atliq ● bp ● dale ● innovo ● pacer

Top 5 Customers by Revenue

customer	RC %	GM %
AtliQ Exclusive	9.7%	46.0%
Flipkart	3.7%	42.1%
Atliq e Store	8.1%	36.9%
Amazon	13.3%	36.8%
Sage	3.4%	31.5%
Total	**38.2%**	**39.2%**

Top 5 Product by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.5%
AQ Home Allin1	4.1%	38.7%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Smash 1	3.8%	37.4%
AQ Smash 2	4.1%	37.4%
Total	**23.2%**	**38.1%**

Sub Zone Performance

Sub_Zone	NS $	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
NA	$1,022.09M	27.4%	45.0% ▼	-14.22%	14.35%	EI	4.9%
India	$945.34M	25.3%	35.8%	-22.99%	-24.37%	OOS	13.3%
ROA	$788.66M	21.1%	34.2% ▼	-6.32%	-4.56%	OOS	8.3%
NE	$457.71M	12.3%	32.8% ▼	-18.09%	-4.56%	OOS	6.8%
SE	$317.78M	8.5%	37.0% ▼	-4.00%	-55.47%	OOS	16.4%
ANZ	$189.78M	5.1%	43.5% ▼	-7.39%	-37.61%	OOS	1.4%
LATAM	$14.82M	0.4%	35.0% ▼	-2.95%	3.37%	EI	0.3%
Total	**$3,736.17M**	**100.0%**	**38.1% ▼**	**-13.98%**	**-9.48%**	**OOS**	**5.9%**