



BUSINESS INSIGHTS - 360



FILTERS

vs LY vs Target

2019 2020 2021 2022
EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD **YTG**

BY REGION/COUNTRY

All

BY CUSTOMER(s)

All

BY CATEGORY

All

ABBREVIATIONS

BM = Benchmark | LY = Last Year
 GM = Gross Margin | NS = Net Sales
 NP = Net Profit | Chg = Change
 NE = Net Error | MS = Market Share
 FA = Forecast Accuracy
 EI = Excess Inventory
 OOS = Out Of Stock
 RC = Revenue Contribution

ALL values are in Millions USD



Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲



Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼



MARKETING

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼



SUPPLY CHAIN



EXECUTIVE

FILTERS

vs LY vs Target

2019 2020 2021 2022
EST

Qtr 1 Qtr 2 Qtr 3 Qtr 4

YTD **YTG**

BY REGION/COUNTRY

All

BY CUSTOMER(s)

All

BY CATEGORY

All

ABBREVIATIONS

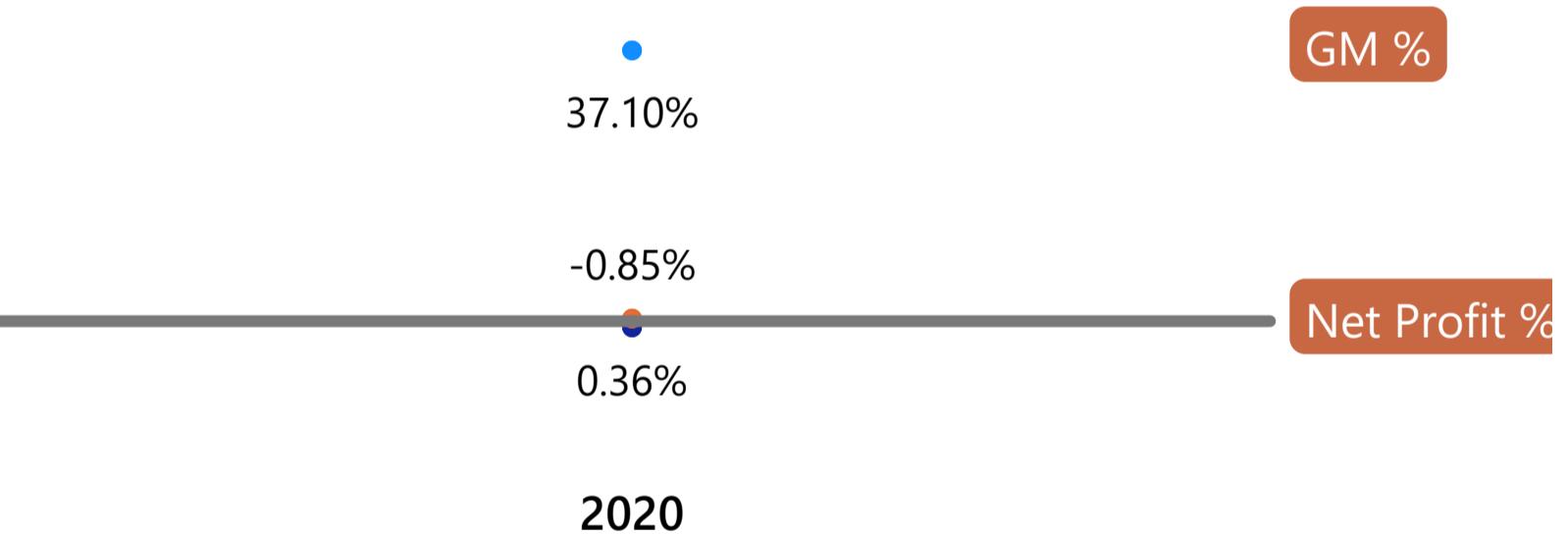
BM = Benchmark | LY = Last Year
 GM = Gross Margin | NS = Net Sales
 NP = Net Profit | Chg = Change
 NE = Net Error | MS = Market Share
 FA = Forecast Accuracy
 EI = Excess Inventory
 OOS = Out Of Stock
 RC = Revenue Contribution

Revenue Contribution

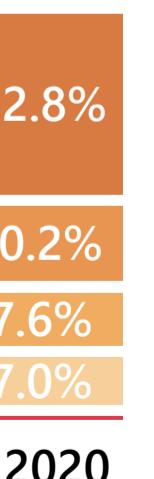
division
 channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



atliq bp dale innovo pacer

TOP 5 Customers

customer	RC %	GM %
Amazon	18.57%	37.96% ▼
Atliq e Store	11.85%	37.47% ▼
AtliQ Exclusive	8.57%	45.79% ▼
Flipkart	4.08%	33.54% ▼
Sage	3.10%	31.22% ▼
Total	46.17%	38.44%

TOP 5 Products

product	RC %	GM %
AQ Wi Power Dx2	5.36%	37.96% ▼
AQ BZ Gen Y	4.51%	36.99% ▼
AQ Wi Power Dx1	4.42%	36.97% ▼
AQ Lite	4.31%	36.47% ▼
AQ BZ Compact	4.25%	36.47% ▼
Total	22.85%	37.02%

Sub-Region Performance

sub_zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15% ▼	8.87%	▼	9.35%	EI 0.6%
India	\$64.73M	24.2%	32.07% ▼	-14.73%	▼	-0.82%	OOS 0.8%
NA	\$62.21M	23.2%	39.35% ▲	-1.79%	▼	-22.10%	OOS 0.3%
NE	\$30.68M	11.4%	37.97% ▲	-4.58%	▼	8.34%	EI 0.3%
SE	\$25.11M	9.4%	37.64% ▼	6.98%	▼	11.01%	EI 1.1%
ANZ	\$16.80M	6.3%	42.36% ▼	12.62%	▲	24.23%	EI 0.1%
LATAM	\$2.00M	0.7%	30.96% ▼	-0.08%	▼	1.20%	EI 0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.31%	EI	0.4%