



FILTERS

Select Benchmark (BM)

vs LY

vs Target

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD

YTD

BY REGION/COUNTRY

All

BY STORES(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

All values in Million \$

Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲



Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼



Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼



Forecast Accuracy %

72.99%

LY: 88.45% | -15.57% ▼



Revenue Contribution

Division

Channel

30.4% 13.8% 66.8%

Direct Distributor Retailer

Trend: Key metrics over years

37.10%

GM %

-0.85%

0.4%

Net Profit %

2020

Trend: Revenue Contribution over years

22.8%

10.2%

7.6%

7.6%

2020

AtliQ bp dale innovo pacer

TOP 5 Customers

Customer

RC %

GM %

Amazon

18.6%

37.96% ▼

AtliQ Store

11.8%

37.47% ▼

AtliQ Exclusive

8.6%

45.79% ▼

Flipkart

4.1%

33.54% ▼

Sage

3.1%

31.22% ▼

Total

46.2%

38.44%

TOP 5 Products

Product

RC %

GM %

AQ Wi Power Dx2

5.4%

37.96% ▼

AQ BZ Gen Y

4.5%

36.99% ▼

AQ Wi Power Dx1

4.4%

36.97% ▼

AQ Lite

4.3%

36.47% ▼

AQ BZ Compact

4.3%

36.47% ▼

Total

22.9%

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%

9.4%

EI

0.6%

India

\$64.73M

24.2%

32.07%

-14.73%

-0.8%

OOS

0.8%

NA

\$62.21M

23.2%

39.35%

-1.79%

-22.1%

OOS

0.3%

NE

\$30.68M

11.4%

37.97%

-4.58%

8.3%

EI

0.3%

SE

\$25.11M

9.4%

37.64%

6.98%

11.0%

EI

1.1%

ANZ

\$16.80M

6.3%

42.36%

12.62%

▲

24.2%

EI

0.1%

LATAM

\$2.00M

0.7%

30.96%

-0.08%

1.2%

EI

0.0%

Total

\$267.98M

100.0%

37.10%

-0.85%

2.3%

EI

0.4%