



## BUSINESSS INSIGHTS 360

Clear All filters



HOME



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE

**\$267.98M**✓

BM: 111.37M (+140.61%)

Net Sales

**37.10%**!

BM: 41.20% (-9.95%)

GM%

**-0.85%**!

BM: 2.21% (-138.68%)

Net Profit%

**72.99%**!

BM: 86.45% (-15.57%)

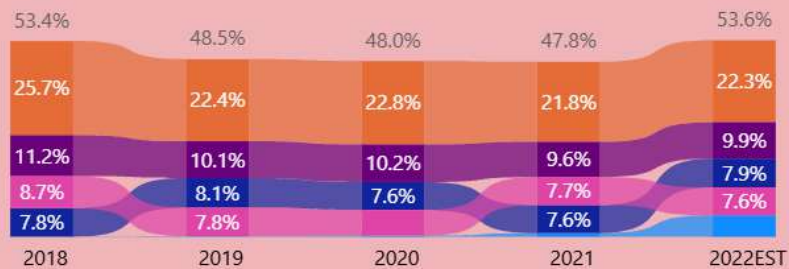
Forecast Accuracy

### Key Insights By Sub Zone

sub_zone	NS \$	RC%	GM %	NET PROFIT%	ATLIQ MS %	NET ERROR %	RISK
ROA	\$66.45M	24.8%	38.15%	8.87%	0.6%	9.35%	EI
India	\$64.73M	24.2%	32.07%	-14.73%	0.8%	-0.82%	OOS
NA	\$62.21M	23.2%	39.35%	-1.79%	0.3%	-22.10%	OOS
NE	\$30.68M	11.4%	37.97%	-4.58%	0.3%	8.34%	EI
SE	\$25.11M	0.40%	27.64%	6.00%	1.10%	11.01%	EI
Total	\$267.98M	100.0%	37.10%	-0.85%	0.4%	2.31%	EI

### PC Market Share Trend - AtliQ & Competitors

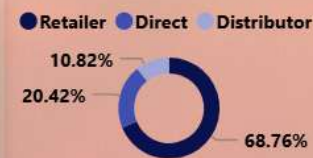
● atliq ● bp ● dale ● innovo ● pacer



### Revenue by Division



### Revenue by Channel



### Top 5 Customer by Revenue

customer	RC%	GM %
Sage	3.1%	31.22%
Flipkart	4.1%	33.54%
Atliq e Store	11.8%	37.47%
Amazon	18.6%	37.96%
Atliq Exclusive	8.6%	45.79%
Total	46.2%	38.44%

### Top 5 Customer by Product

product	RC%	GM %
AQ BZ Compact	4.3%	36.47%
AQ BZ Gen Y	4.5%	36.99%
AQ Lite	4.3%	36.47%
AQ Wi Power Dx1	4.4%	36.97%
AQ Wi Power Dx2	5.4%	37.96%
Total	22.9%	37.02%

### Key Measures Trends



### FILTERS

Select BM

vs LY

vs Target

2019

2020

2021

Q1

Q2

Q3

Q4

YTD

YTG

region, market

All

customer

All

segment, category, ...

All

### Abbreviation

BM=Benchmark | LY=Last Year  
YTD=Year to Date | YTG=Year to Go  
CHG= Change | NS=Net Sales  
GM=Gross Margin | RC= Revenue Contribution  
EI=Excess Inventory | OOS=Out of Stock

All Values In Millions \$