



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

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 \$

Get Job Ready
with Power BI



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: 86.45% | -15.57% ▼

Revenue
Contribution

○ Division

● Channel

20.4%

10.8%

68.8%

● 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%

7.0%

2020

● atliq

● bp

● dale

● innovo

● pacer

TOP 5 Customers

Customer

RC %

GM %

Amazon

18.6%

37.96%



Atliq e 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 %

ANZ

\$16.80M

6.3%

42.36%



12.62%



24.2%

EI

0.1%

India

\$64.73M

24.2%

32.07%



-14.73%

-0.8%

OOS

0.8%

LATAM

\$2.00M

0.7%

30.96%



-0.08%

1.2%

EI

0.0%

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%

ROA

\$66.45M

24.8%

38.15%



8.87%



9.4%

EI

0.6%

SE

\$25.11M

9.4%

37.64%



6.98%



11.0%

EI

1.1%

Total

\$267.98M

100.0%

37.10%

-0.85%

2.3%

EI

0.4%