



region, market  customer  segment, category, pr...

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

**\$3.74bn**✓

BM: 823.85M (+353.5%)

**Net Sales**

**38.08%**✓

BM: 36.49% (+4.37%)

**GM %**

**-13.98%**!

BM: -6.63% (-110.79%)

**Net Profit %**

**81.17%**✓

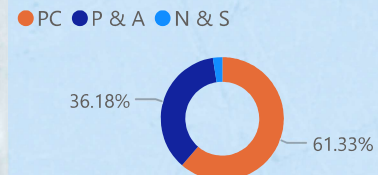
BM: 80.21% (+1.2%)

**Forecast Accuracy**

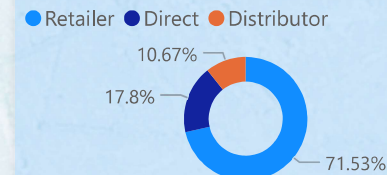
#### Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2%	↓ -6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8%	↓ -18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓ -4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓ -2.9%	0.3%	3.4%	EI
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.5%</b>	<b>OOS</b>

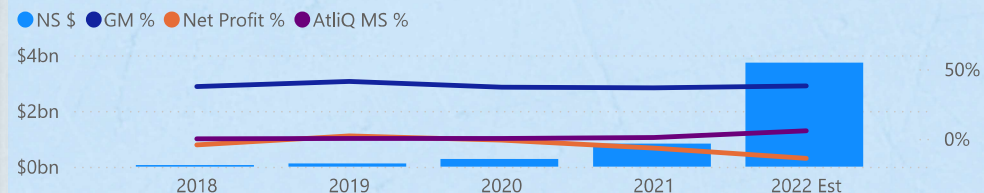
#### Revenue by Division



#### Revenue by Channel

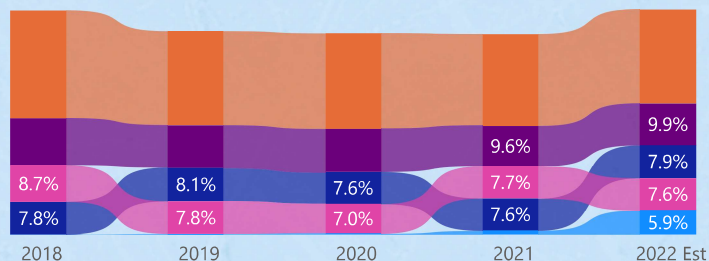


#### Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



#### PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



#### Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
<b>Total</b>	<b>38.2%</b>	<b>39.19%</b>

#### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40%
<b>Total</b>	<b>23.2%</b>	<b>38.06%</b>

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock