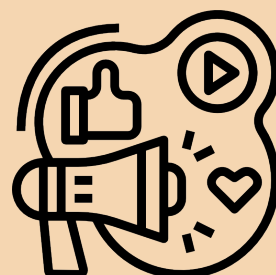




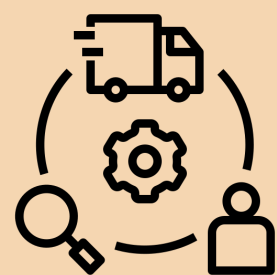
FINANCE



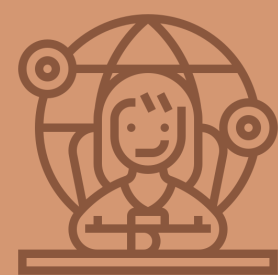
SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



Business Insights 360

Filters



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

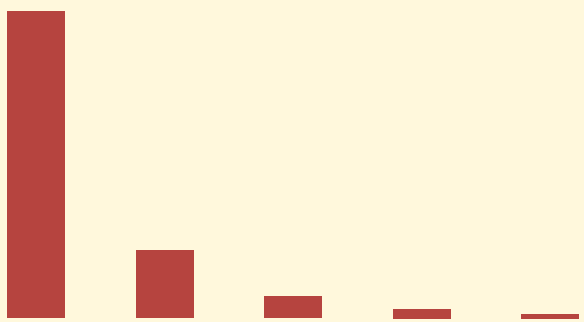


BM = Benchmark, LY = Last Year
GM = Gross Margin , NS =Net sales,
RC = Revenue Contribution ,
EI = Excess Inventory, OOS = Out of
Stock

Net Sales (\$)

\$3.74bn

BM: 823.85M | 353.5% ▲



Gross Margin %

38.08%

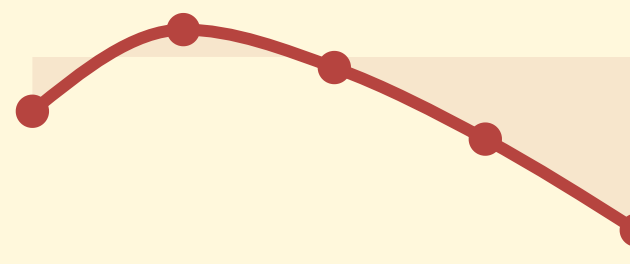
BM: 36.49% | 4.37% ▲



Net Profit %

-13.98%

BM: -6.63% | 110.79% ▲



Forecast Accuracy %

81.17%

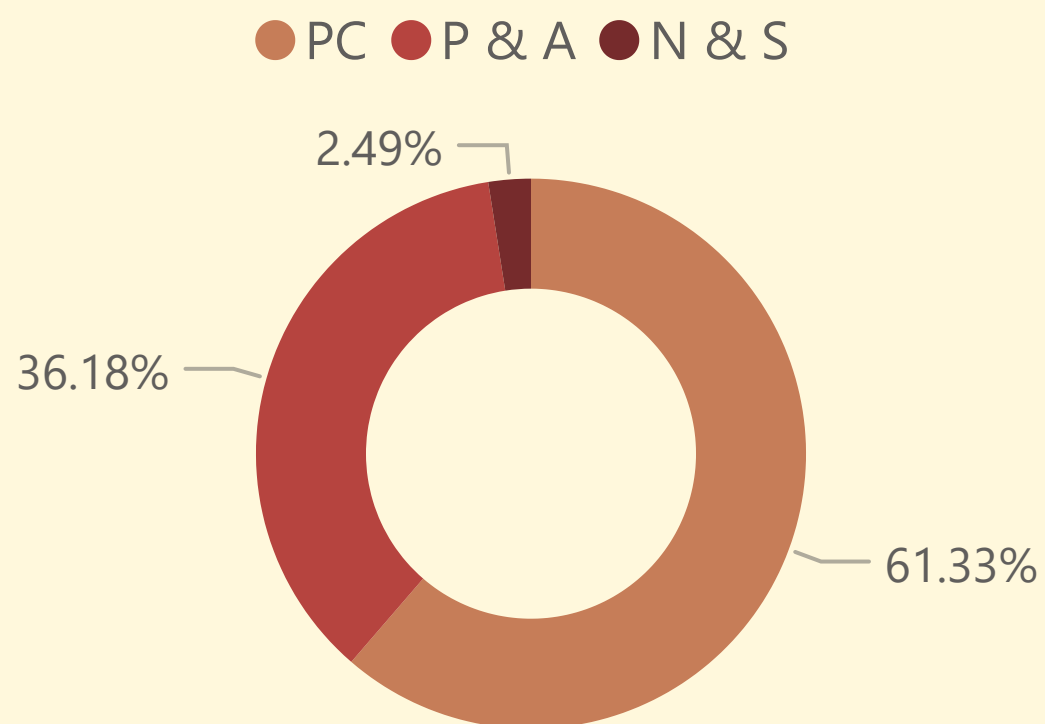
LY: 80.21% | 1.2% ▲



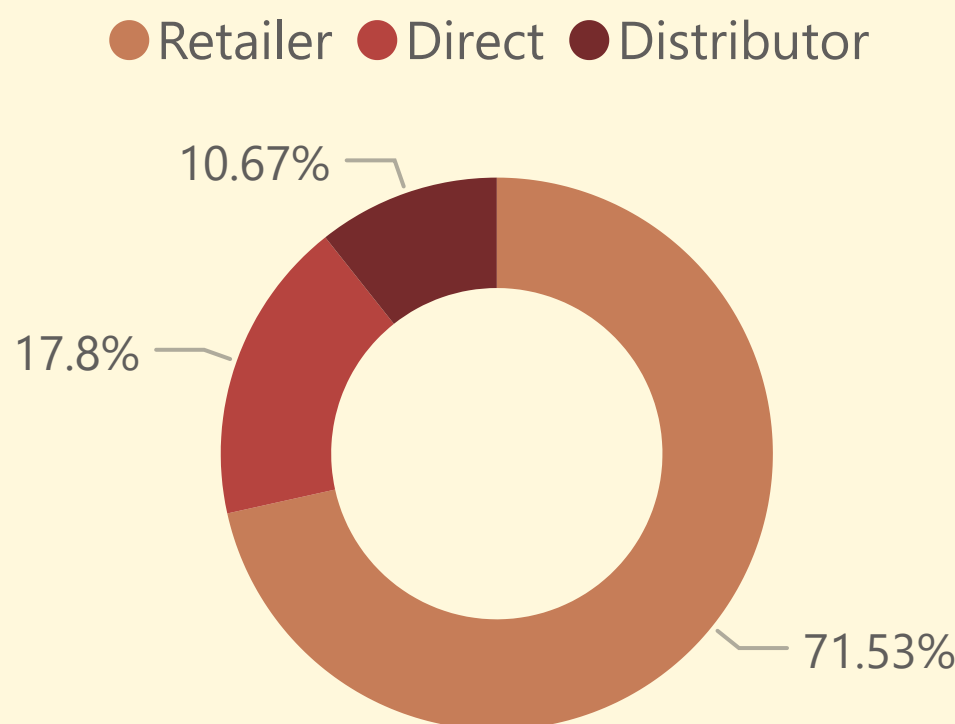
Keys Insights by Sub Zone

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

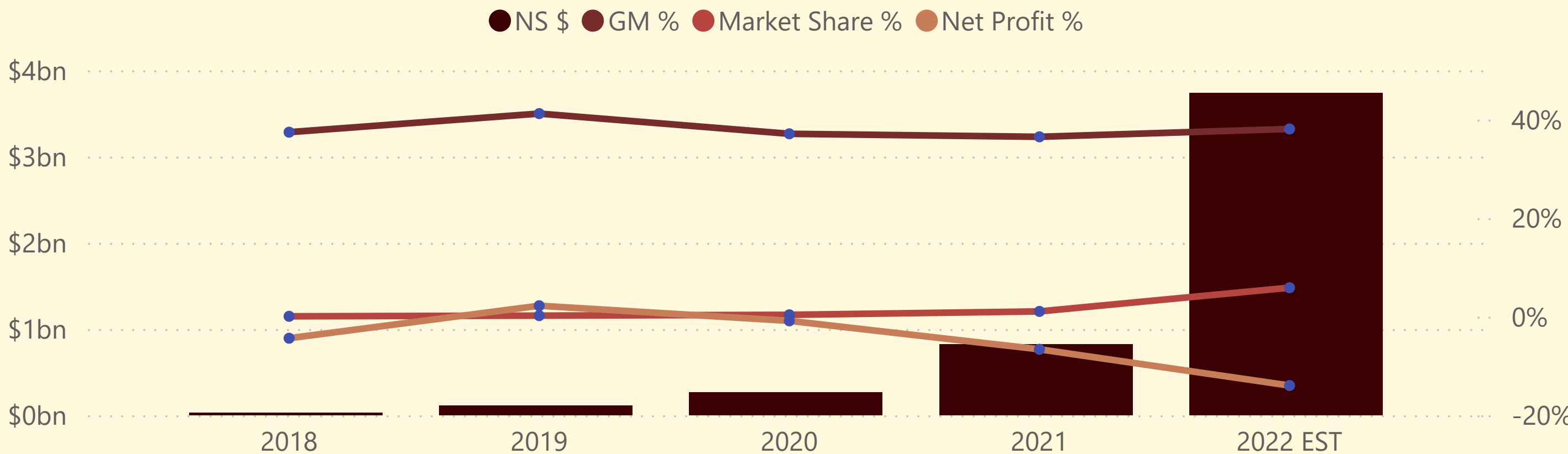
Revenue by Division



Revenue By Channel

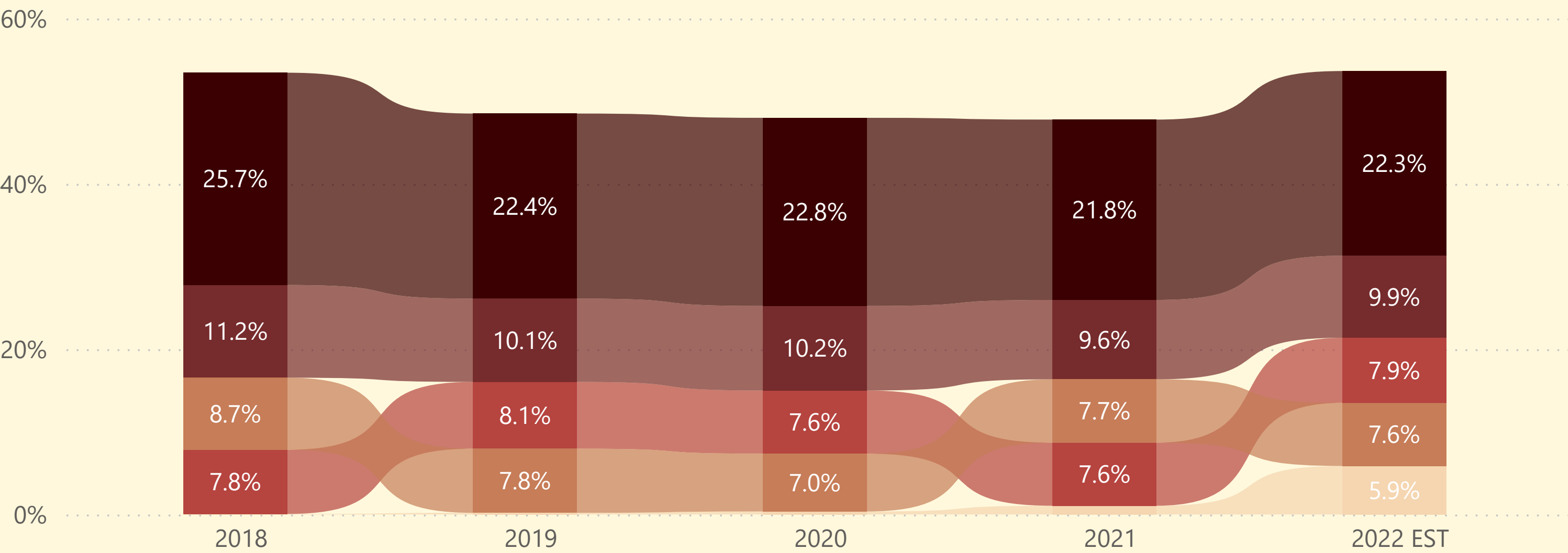


Yearly Trend by Revenue, GM%, Net Profit%, PC Market Share%



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%
Total	38.2%	39.19%

Top 5 Products by Revenue

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