



# BUSINESS INSIGHT 360



Finance



Sales



Marketing



Supply Chain



Executive



## FILTERS

vs LY

vs Target

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

Region, Market

All

Segment, category, Product

All

Customer

All

### Abbreviations:

GM= Gross Margin | BM = Bench Mark |  
Chg= Change | LY = Last Year |  
YTD = Year To Date | YTG = Year To Go |  
RC = Revenue Contribution, EI= Excess  
Inventory , OOS= Out Of Stock

Net Sales \$

\$4.97bn

BM: 1.23Bn | 303.18% ▲



Gross Margin %

37.83%

BM: 37.07% | 2.05% ▲



Net Profit %

-11.64%

BM: -4.52% | 157.19% ▲



Forecast Accuracy %

79.83%

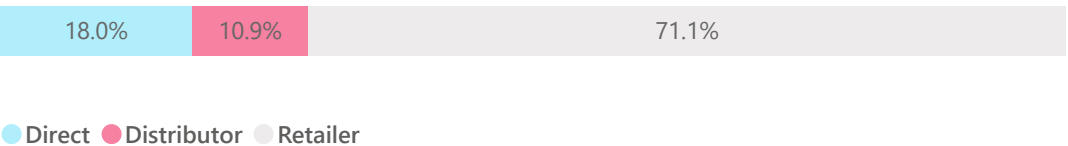
LY: 79.26% | 0.72% ▲



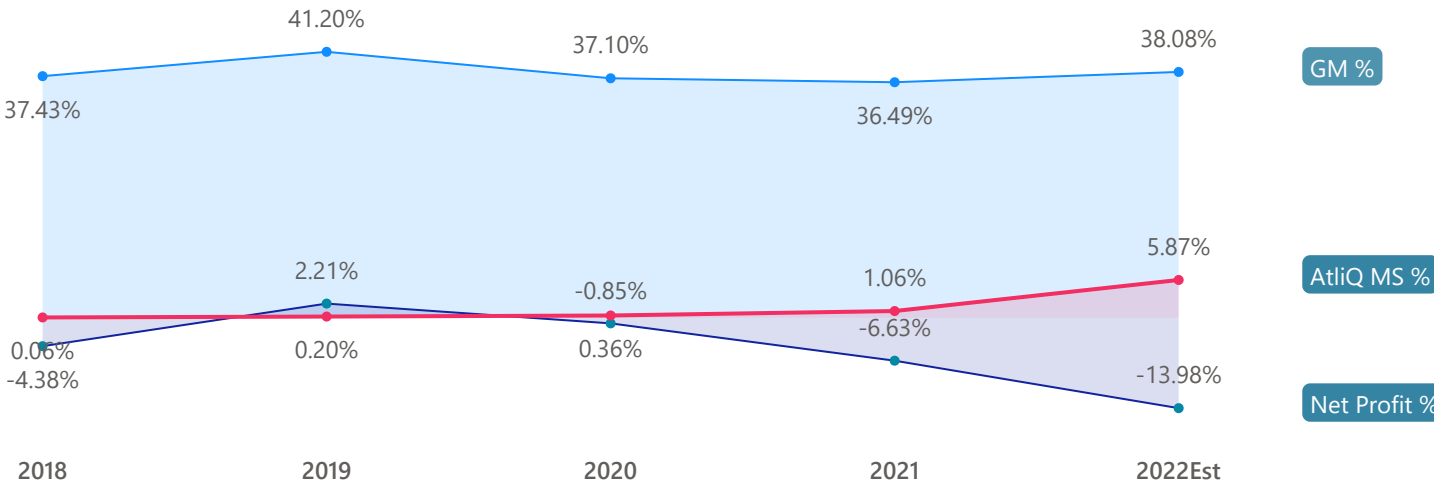
Revenue Contribution

division

channel

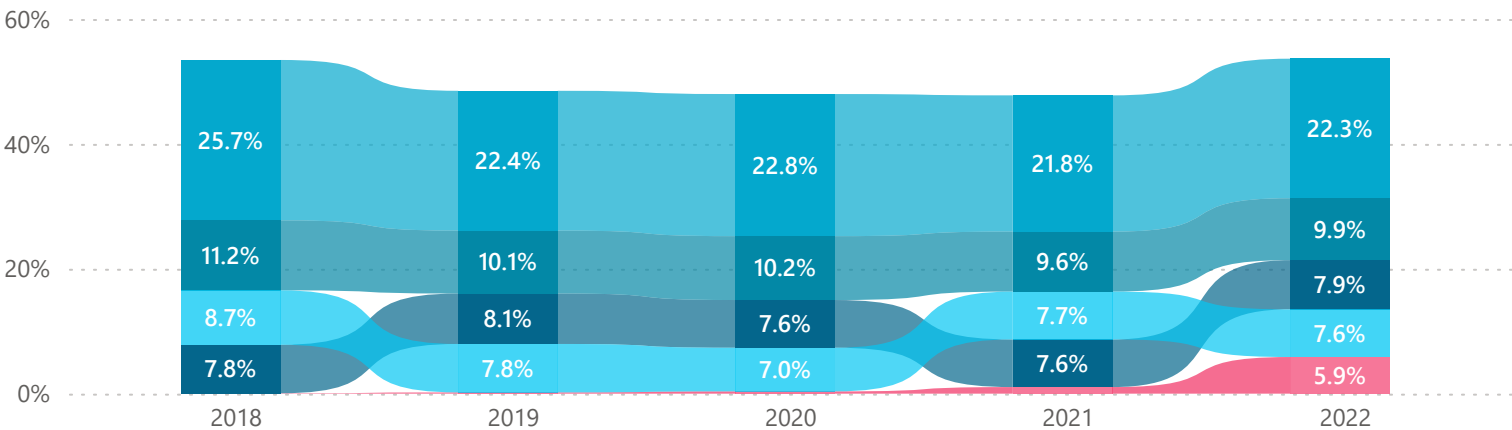


## Accuracy / Net Error Trend



## Trends: Key Metrix over year

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



## Sub-region Performance

Sub_Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
SE	\$446.41M	8.98%	37.59% ▼	-1.32%	-6.66%	OOS	6.59%
ROA	\$1,077.36M	21.68%	35.42% ▼	-2.30%	-5.27%	OOS	3.18%
NA	\$1,290.74M	25.98%	43.45% ▲	-13.40% ▲	-3.79%	OOS	1.82%
ANZ	\$257.15M	5.18%	42.51% ▲	-3.17%	-1.16%	OOS	0.54%
India	\$1,271.22M	25.59%	35.14% ▲	-22.03% ▲	0.21%	EI	5.11%
LATAM	\$21.00M	0.42%	35.33% ▼	-0.78%	0.32%	EI	0.12%
NE	\$604.60M	12.17%	34.05% ▼	-14.26%	4.92%	EI	2.52%
Total	\$4,968.48M	100.00%	37.83% ▲	-11.64%	-1.97%	OOS	2.26%

## Top 5 Customer

Customer	RC %	GM %
Amazon	13.59%	36.76% ▲
AltiQ Exclusive	9.64%	45.67% ▲
AtliQ e Store	8.40%	37.13% ▼
Flipkart	3.62%	39.78% ▲
Sage	3.43%	32.45% ▼
Total	38.68%	38.96%

## Top 5 Product

Product	RC %	GM %
AQ HOME Allin1 Gen 2	4.40%	38.04% ▲
AQ BZ Allin1 Gen 2	4.07%	38.51% ○
AQ BZ Allin1	3.53%	37.55% ▲
AQ Smash 2	3.40%	37.37% ▲
AQ Smash 1	3.33%	37.47% ▼
Total	18.74%	37.83%