



FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022Est

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

NP= Net Profit | Chg = Change

FCA= Forecast Accuracy %

All values in Million \$

Get Job Ready
with Power BI

CODE
BASICS

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

FCA %

72.99%

LY: 86.45% | -15.57% ▼

Revenue
Contribution

☒ Division

☐ Channel



Division ● N & S ● P & A ● PC

Trend: Key metrics over years

37.10%

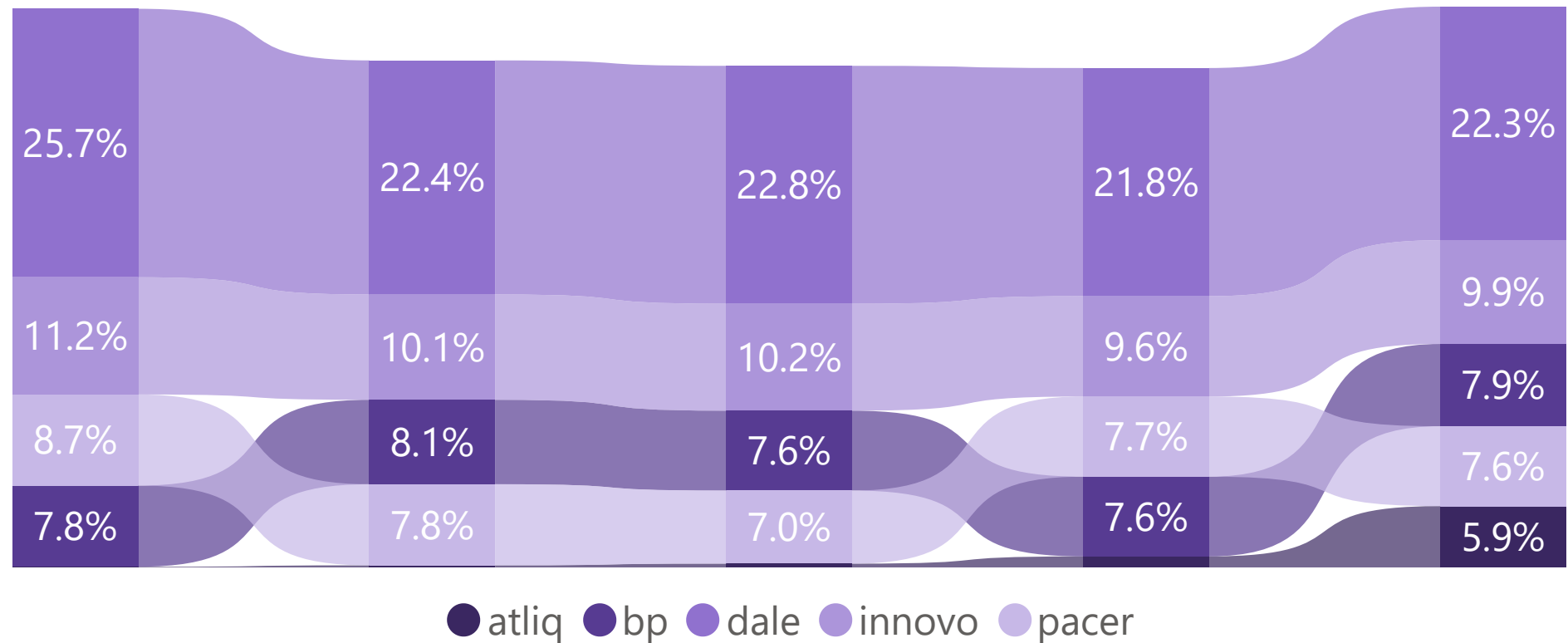
GM %

-0.85%

0.4%

NP %

Trend: Revenue Contribution over years



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 %

NP %

Net Error %

Risk

Atliq MS %

ROA	\$66.45M	24.8%	38.15% ▼	8.87%	9.35%	EI	0.6%
India	\$64.73M	24.2%	32.07% ▼	-14.73%	-0.82%	OOS	0.8%
NA	\$62.21M	23.2%	39.35% ▲	-1.79%	-22.10%	OOS	0.3%
NE	\$30.68M	11.4%	37.97% ▲	-4.58%	8.34%	EI	0.3%
SE	\$25.11M	9.4%	37.64% ▼	6.98%	11.01%	EI	1.1%
ANZ	\$16.88M	6.3%	42.36% ▼	12.63%	24.63%	EI	0.1%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.31%	EI	0.4%