



## BUSINES INSIGHT 360



FINANCE



SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



### FILTERS

Select Benchmark (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 \$

Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

### Revenue Contribution

☐ Division

☒ Channel



● Direct ● Distributor ● Retailer

### Trend: Key metrics over years

GM %

37.10%



Net Profit %

-0.85%

0.4%

2020

### Trend: Revenue Contribution over years



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 %
ROA	\$66.45M	24.8%	38.15%	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73% ▼	-0.8%	OOS	0.8%
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%
SE	\$25.11M	9.4%	37.64%	6.98% ▼	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62% ▼	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08% ▼	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼