

region, market	customer	segment, category, product	2018	2019	2020	2021	2022 EST	Q1	Q2	Q3	Q4	YTD	YTG
All	All	All											

Net Sales \$  
**\$3 736,2M**✓  
BM: 823,8M  
(+353.5%)

Gross Margin %  
**38,1%**✓  
BM: 36,5% (+4.37%)

Net Profit %  
**-14,0%!**  
BM: -6,6%  
(-110.79%)

Forecast Accuracy  
**81,2%**✓  
LY: 80,2% (+1.2%)

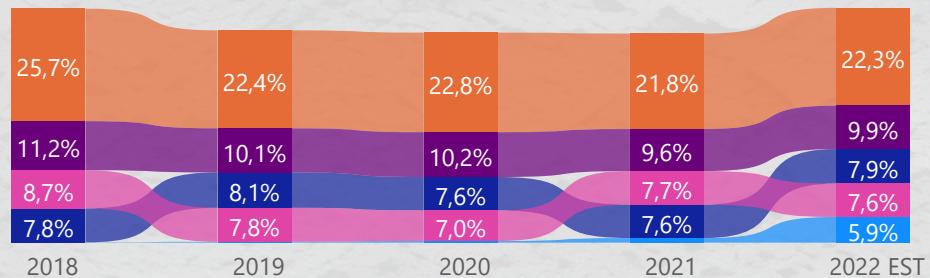
vs LY vs Target

### Key Insights per Sub\_zone

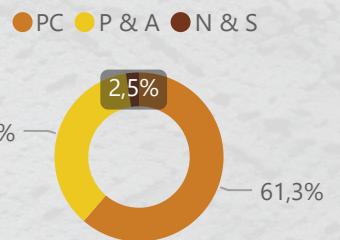
Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1 022,1M	27,4%	45,0%	-14,2%	4,9%	14,4%	EI
India	\$945,3M	25,3%	35,8%	-23,0%	13,3%	-24,4%	OoS
ROA	\$788,7M	21,1%	34,2% ▼	-6,3%	8,3%	-4,6%	OoS
NE	\$457,7M	12,3%	32,8% ▼	-18,1%	6,8%	-4,6%	OoS
SE	\$317,8M	8,5%	37,0% ▼	-4,0%	16,4%	-55,5%	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>

### PC Market Share Trend - Atliq & Competitors

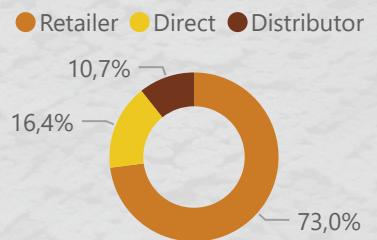
atliq bp dale innovo pacer



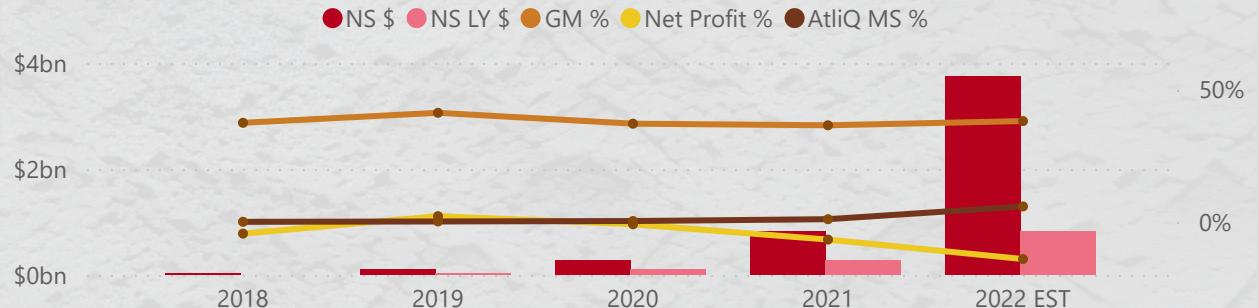
### Revenue by Division



### Revenue by Channel



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



### Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5,4%	38,5%
AQ Home Allin1	4,1%	38,7%
AQ HOME Allin1 Gen 2	5,7%	38,1%
AQ Smash 1	3,8%	37,4% ▼
AQ Smash 2	4,1%	37,4%
<b>Total</b>	<b>23,2%</b>	<b>38,1%</b>

### Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3,4%	31,5% ▼
Flipkart	3,7%	42,1%
AtliQ e Store	8,1%	36,9% ▼
Amazon	13,3%	36,8%
AltiQ Exclusive	8,2%	47,2%
<b>Total</b>	<b>36,8%</b>	<b>39,2%</b>

BM = Benchmark | LY - Last Year | OoS - Out of Stock | EI - Excess inventory

