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Text box

More visuals

New visual calculation

New measure

Quick measure

Sensitivity

Sensitivity

Publish

Share

Copilot

Copilot

region, market

customer

segment, category, pr...

All

All

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

\$3.74bn✓

BM: 823.85M

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63%

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

Forecast Accuracy

Key Insights By 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
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

PC Market Share Trend - AtliQ & Competitors

manufacturer

atliq

bp

dale

innovo

pacer

2018

2019

2020

2021

2022 Est

8.7%

8.1%

7.6%

7.7%

7.6%

7.8%

7.8%

7.0%

7.6%

5.9%

9.9%

7.9%

Revenue by Division

PC

P & A

N & S

36.18%

61.33%

Revenue by Channel

Retailer

Direct

Distributor

10.67%

17.8%

71.53%

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

NS \$

GM %

Net Profit %

AtliQ MS %

\$4bn

\$2bn

\$0bn

2018

2019

2020

2021

2022 Est

50%

0%

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

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

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marketshare

NsGmTarget

Operational Expense

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post_invoice_deductio...

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Set BM

sub_zone

Target Gap Tolerance