

# AtliQ Hardware Sales Key Insights

Revenue  
**92.94M**

Sales Quantity  
**234K**

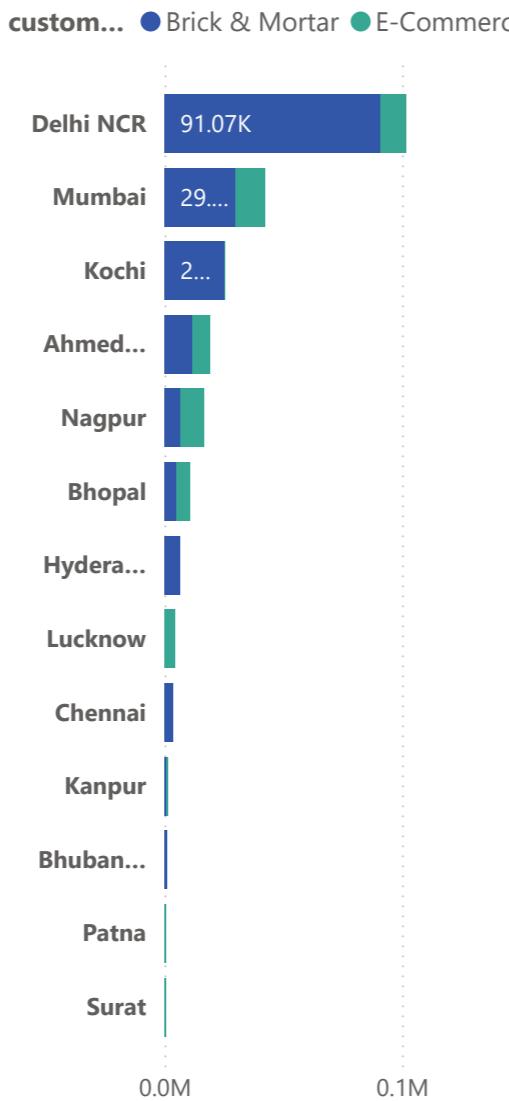
2017 2018 2019 2020

Jun 17	Jul 17	Aug 17
Sep 17	Oct 17	Nov 17
Dec 17		

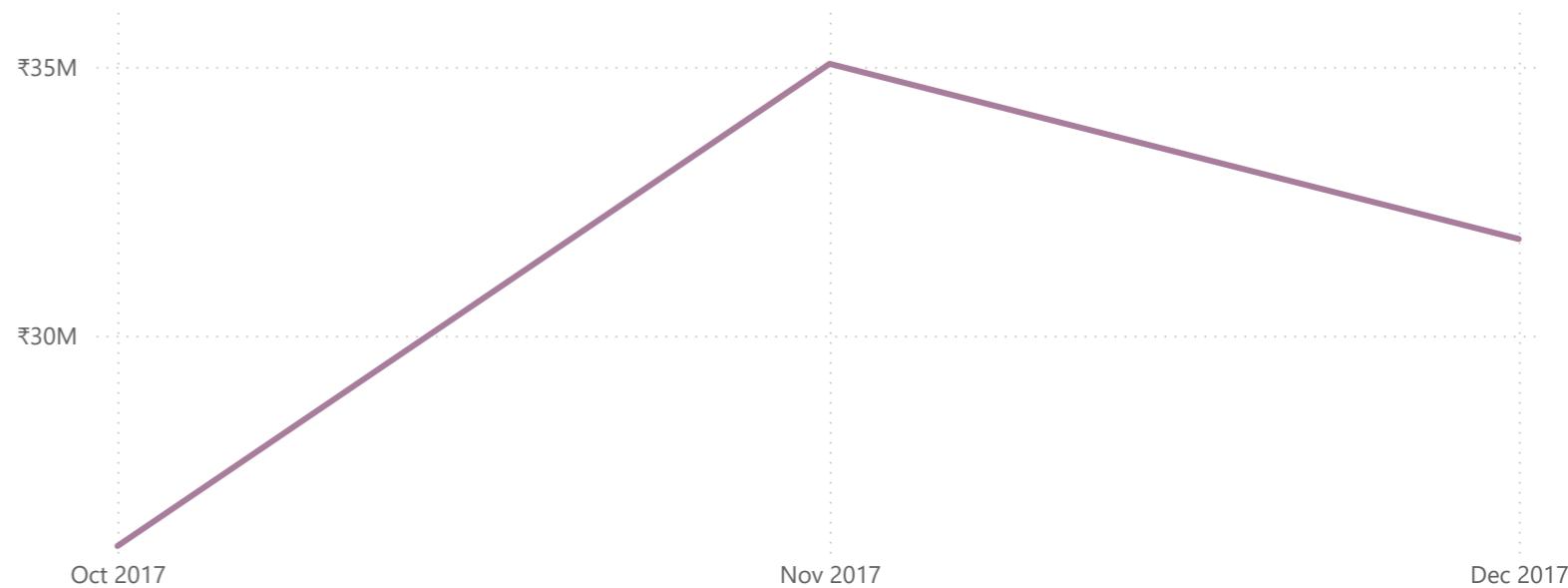
## Revenue by Markets



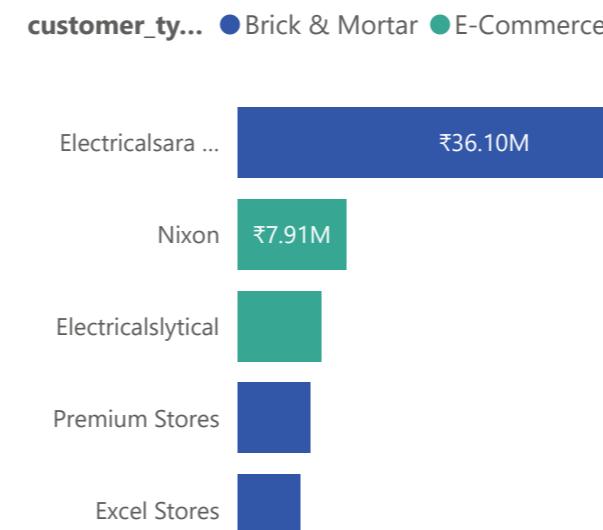
## Sales Quantity by Markets



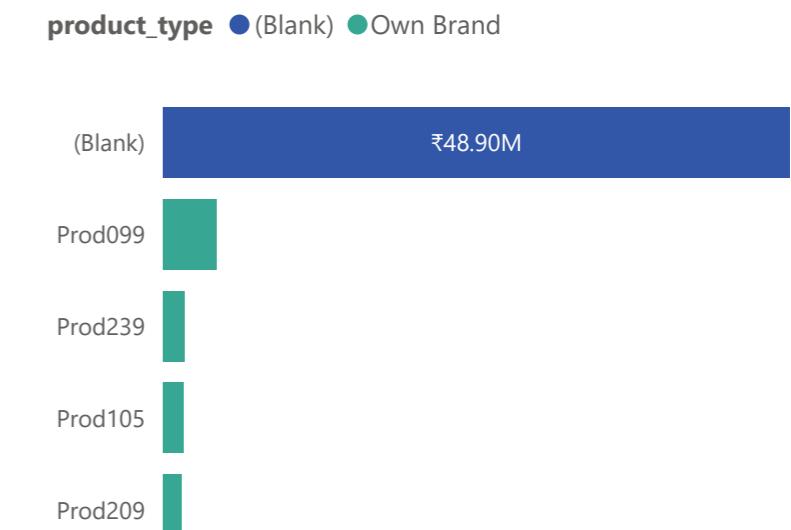
## Revenue Trend



## Top 5 Customers



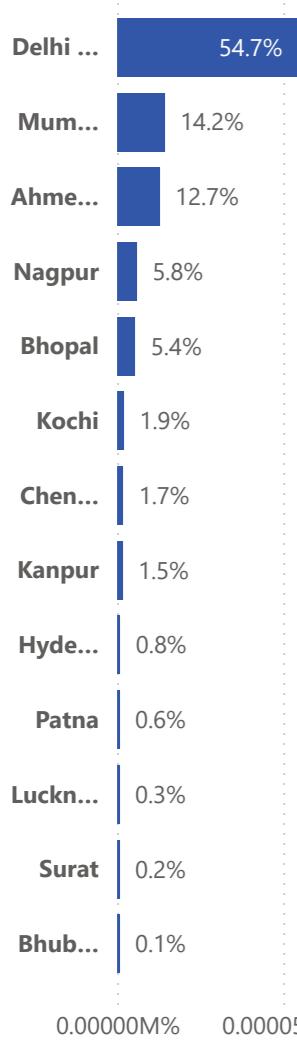
## Top 5 Products



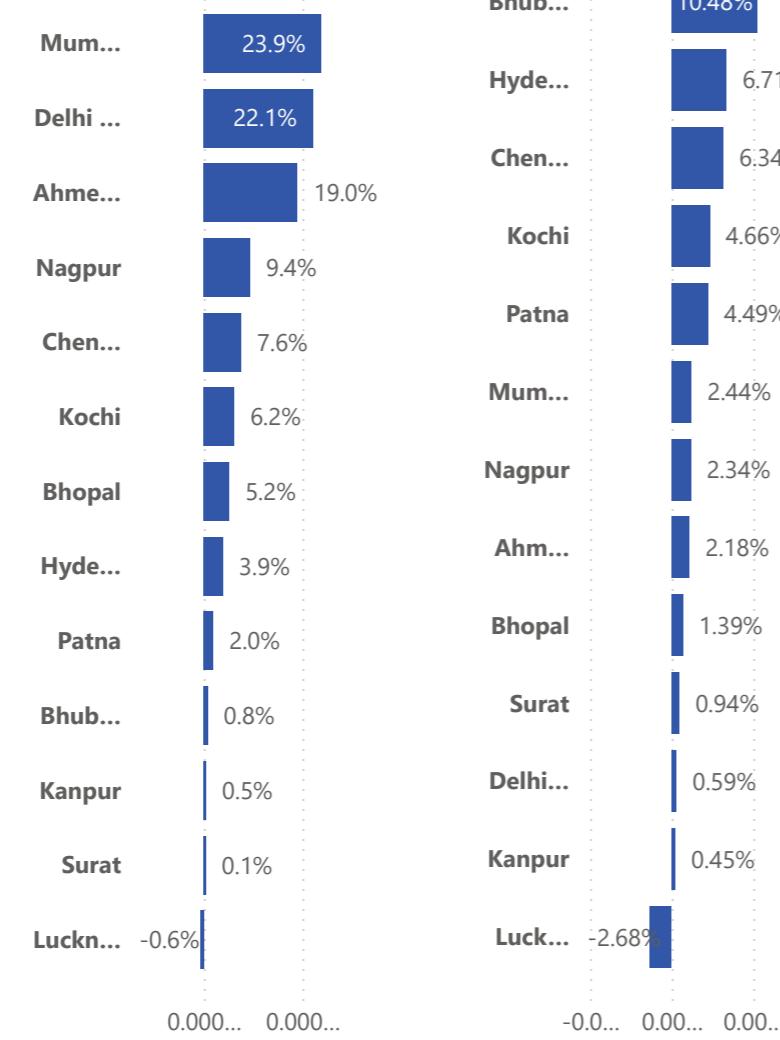
# AtliQ Hardware Sales Profit Analysis



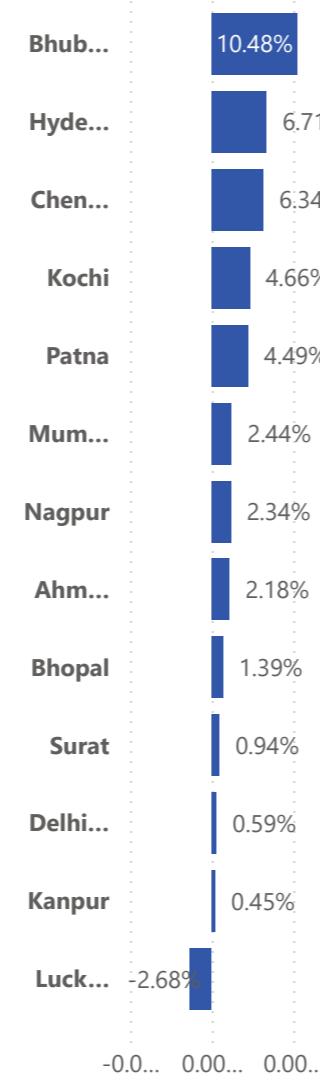
## Revenue Contribution % by Market



## Profit Contribution % by Market



## Profit % by Market

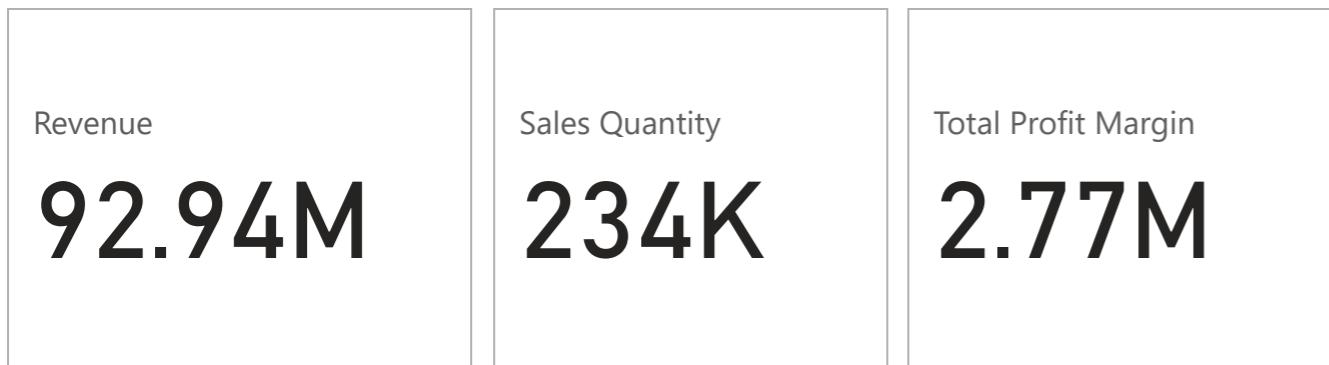


## Revenue Trend

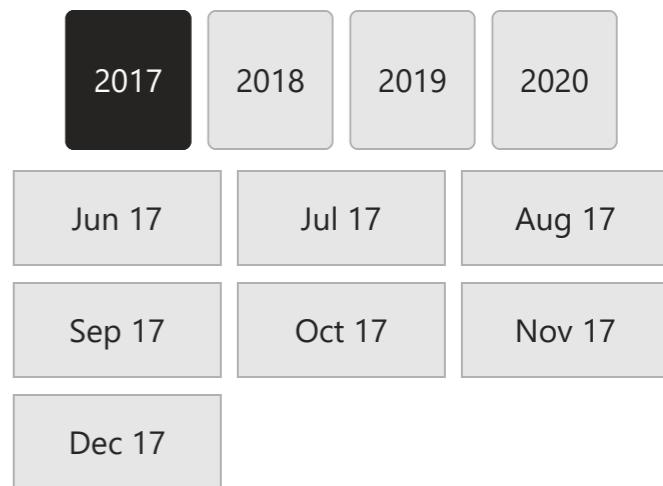
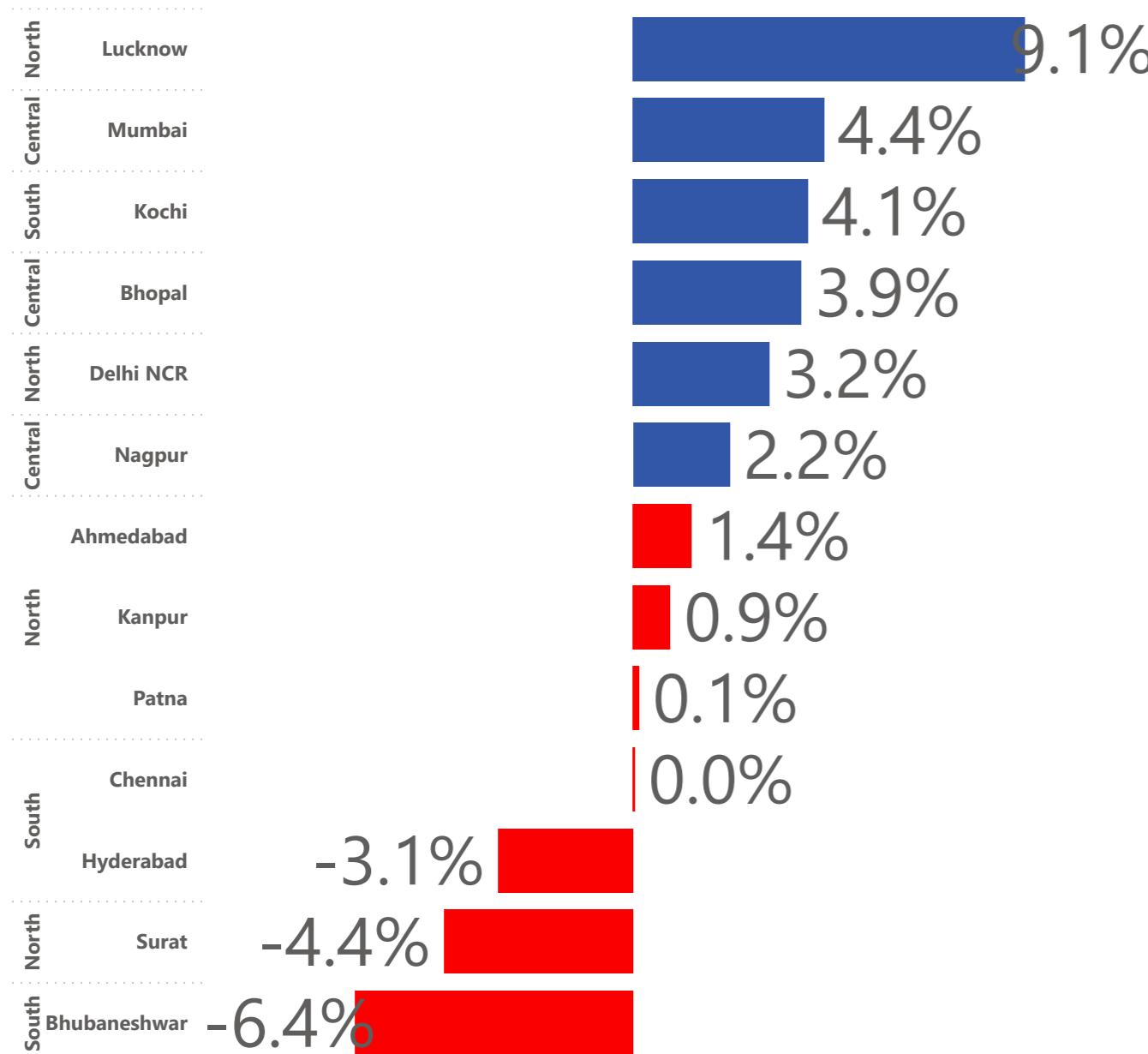


Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹50,940	0.0%	0.4%	15.6%
Power	₹1,098,552	0.8%	3.7%	6.9%
Surge Stores	₹3,953,600	2.8%	11.9%	6.2%
Leader	₹1,671,901	1.2%	4.9%	6.0%
Electricalsopedia Stores	₹995,764	0.7%	2.9%	5.9%
Elite	₹1,247,785	0.9%	3.2%	5.3%
All-Out	₹713,953	0.5%	1.6%	4.5%
Forward Stores	₹2,560,961	1.8%	5.4%	4.3%
Modular	₹2,453,519	1.7%	5.0%	4.2%
Nomad Stores	₹1,978,550	1.4%	4.0%	4.1%
Acclaimed Stores	₹3,116,384	2.2%	6.1%	4.0%
Unity Stores	₹1,748,166	1.2%	3.3%	3.9%
Electricalslance Stores	₹142,742	0.1%	0.2%	3.5%
Sage	₹96,950	0.1%	0.2%	3.5%
<b>Total</b>	<b>₹142,224,545</b>	<b>100.0%</b>	<b>100.0%</b>	<b>1.4%</b>

# AtliQ Sales Performance Insights



Profit Margin % by Zone/Customer Name/Market



Revenue Trend



Customer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹36,098,419	38.8%	37.0%	2.8%
Nixon	₹7,914,695	8.5%	14.0%	4.9%
Electricalslytical	₹6,135,803	6.6%	20.4%	9.2%
Premium Stores	₹5,293,635	5.7%	-0.0%	-0.0%
Excel Stores	₹4,600,061	4.9%	0.9%	0.5%
Surge Stores	₹2,982,217	3.2%	1.3%	1.2%
Control	₹2,581,726	2.8%	1.9%	2.1%
Info Stores	₹2,424,940	2.6%	-0.2%	-0.2%
Atlas Stores	₹1,759,730	1.9%	-1.7%	-2.7%
Acclaimed Stores	₹1,701,927	1.8%	4.0%	6.5%
Forward Stores	₹1,618,773	1.7%	1.5%	2.6%
Nomad Stores	₹1,616,177	1.7%	1.8%	3.1%
Epic Stores	₹1,396,555	1.5%	1.3%	2.7%
<b>Total</b>	<b>₹92,938,626</b>	<b>100.0%</b>	<b>100.0%</b>	<b>3.0%</b>