

# AtliQ Hardware

Year

2019

Month

All

Total Sales

₹336.02M

Total Cost

₹325.53M

Total Profit

₹10.49M

Profit Margin in %

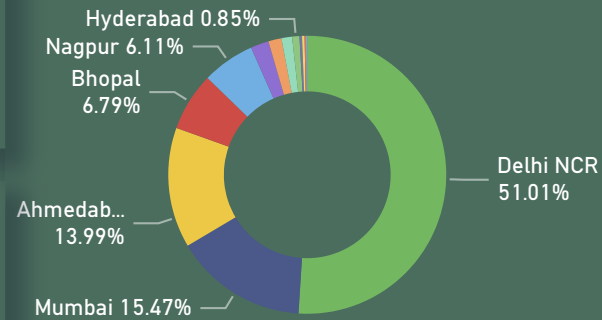
3.12%

Total Qty

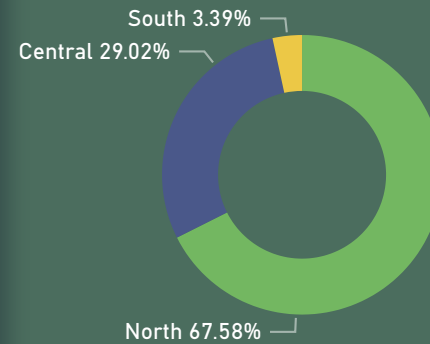
847K



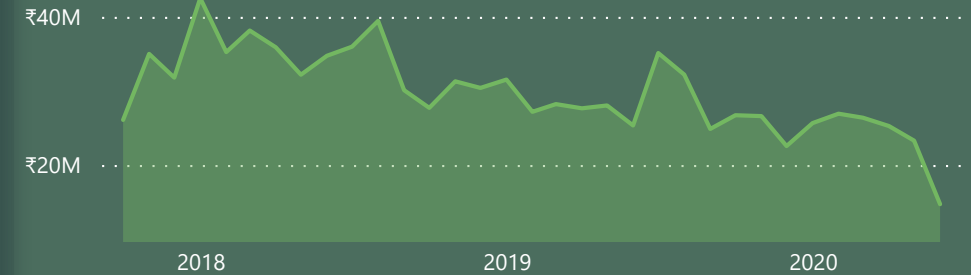
Sales By State



Profit By Zone



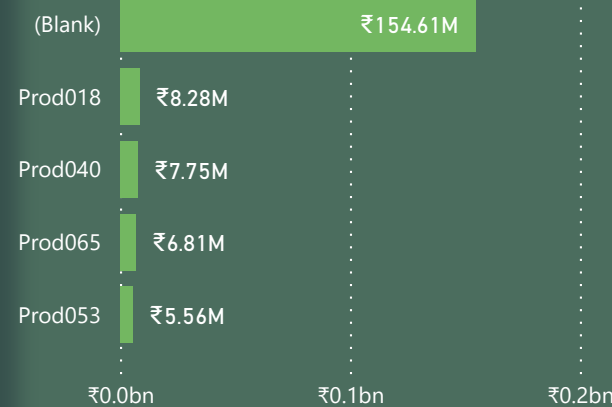
Performance Throughout Time



Top 5 Customers



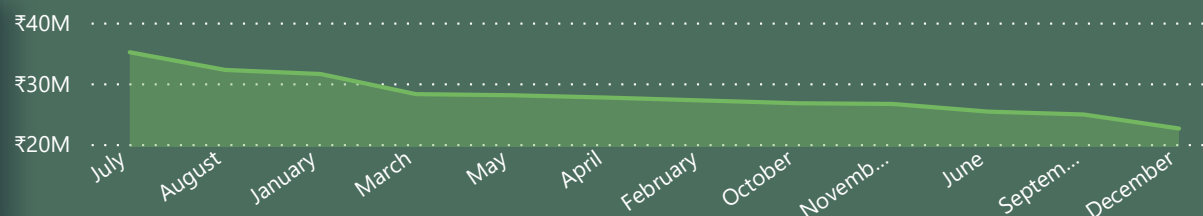
Top 5 Products



Profit By State



Sales By month





# Profit Trend

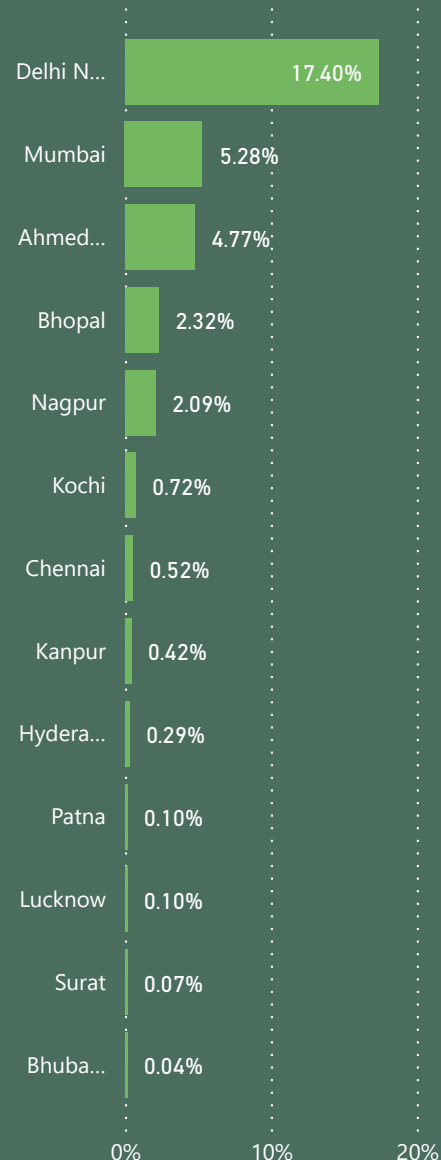
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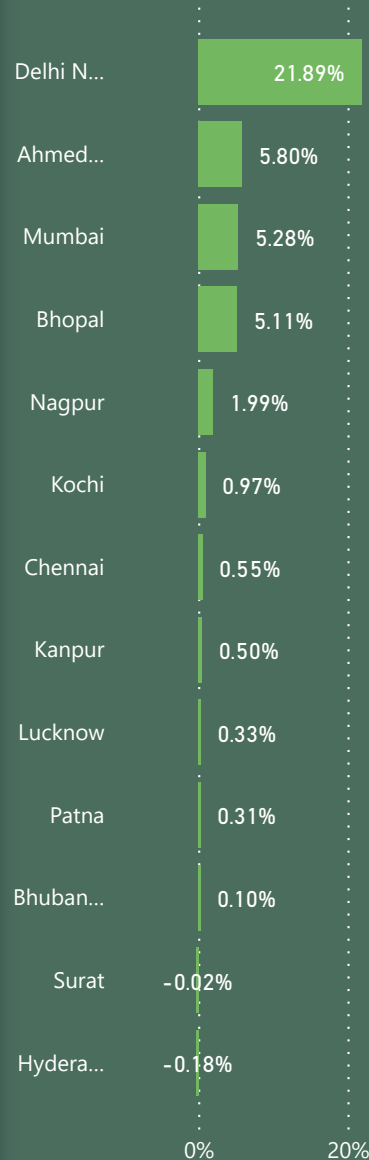
Month

All

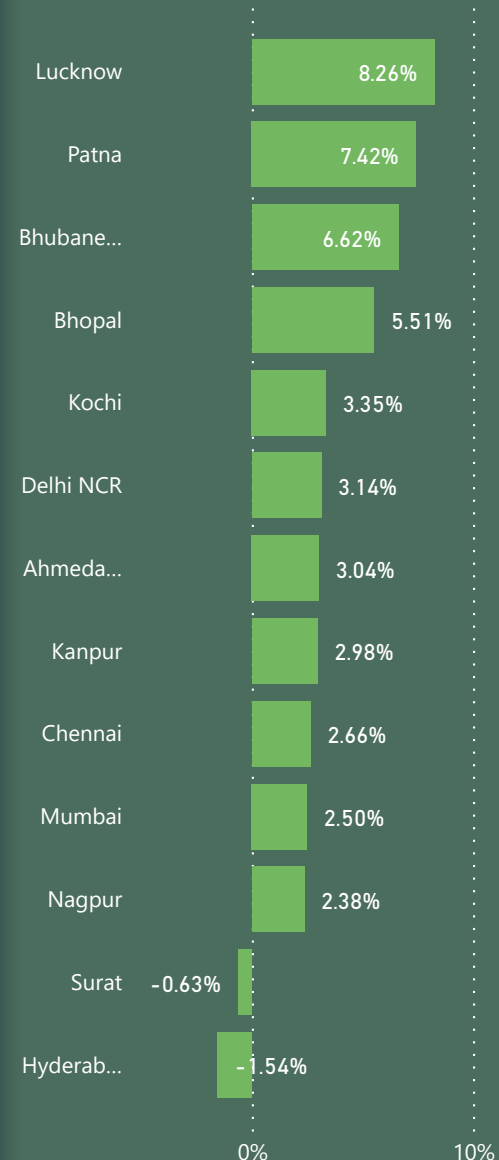
% Sale contribution By City



% Profit Contribution By City



Profit Margin In % By City



Customer Analysis

custmer_name	Total sales	% sale contribution	% profit contribution	profit margin in %
Electricalslance Stores	₹10,69,121.00	0.11%	-0.23%	-5.19%
Electricalsbea Stores	₹1,55,049.00	0.02%	-0.03%	-4.27%
Acclaimed Stores	₹70,39,364.00	0.71%	-0.46%	-1.62%
Sage	₹4,04,123.00	0.04%	0.00%	0.12%
Info Stores	₹1,25,69,241.00	1.28%	0.44%	0.87%
Electricalsquipo Stores	₹3,55,573.00	0.04%	0.02%	1.44%
Excel Stores	₹1,85,35,841.00	1.88%	1.10%	1.46%
Electricalsocity	₹46,17,369.00	0.47%	0.29%	1.54%
Integration Stores	₹48,26,711.00	0.49%	0.35%	1.79%
Atlas Stores	₹63,67,792.00	0.65%	0.49%	1.88%
Zone	₹19,21,344.00	0.20%	0.16%	2.05%
Electricalslytical	₹1,71,44,682.00	1.74%	1.50%	2.15%
Surface Stores	₹54,62,439.00	0.55%	0.50%	2.23%
Flawless Stores	₹31,99,354.00	0.32%	0.29%	2.24%
Propel	₹16,02,317.00	0.16%	0.16%	2.44%
Premium Stores	₹1,50,76,075.00	1.53%	1.55%	2.52%
Epic Stores	₹70,76,188.00	0.72%	0.75%	2.59%
Surge Stores	₹90,90,392.00	0.92%	0.96%	2.60%
Total	₹33,60,19,102.00	34.12%	42.63%	3.12%



# Performance Insights

Profile Target

1.00%

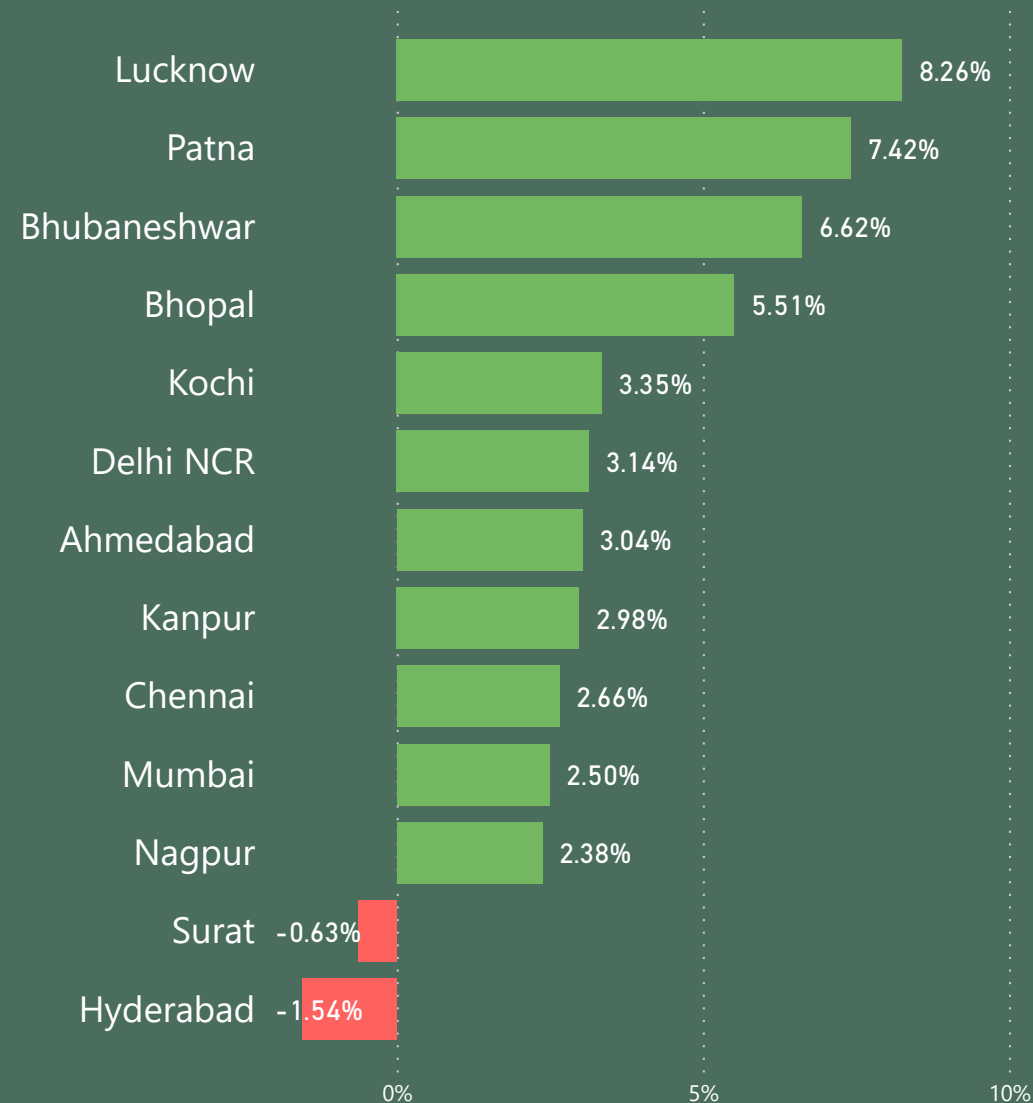
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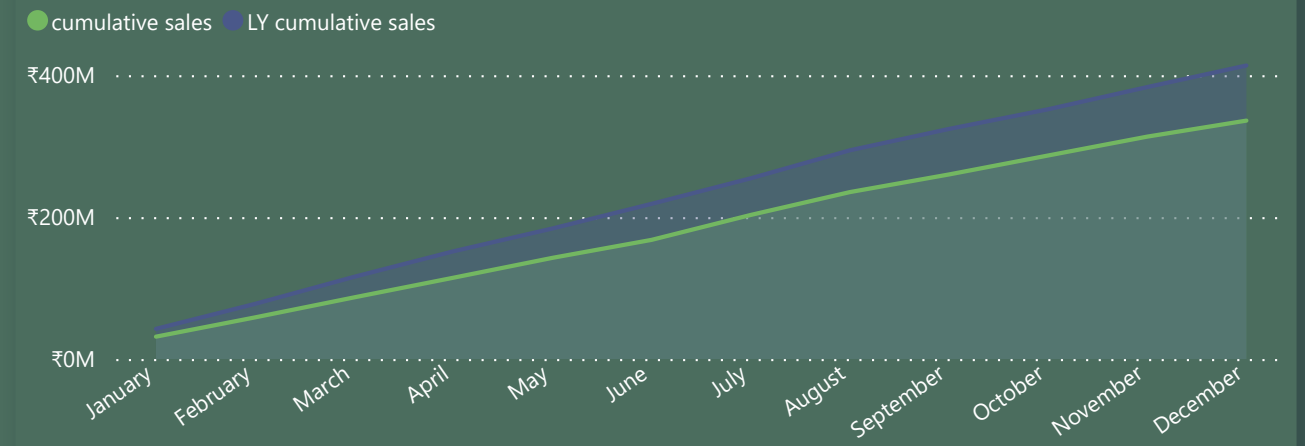
Month

All

## Which Cities Are In Loss



## Cumulative Sales Vs. Cumulative Sales LY



## Sales LY Vs. Sales current Year with Profit Margin %

