

# AtliQ Sales Insights

₹ 142M

Revenue

350K

Sales quantity

2017

2018

2019

2020

Jan-2020

Feb-2020

Mar-2020

Apr-2020

May-2020

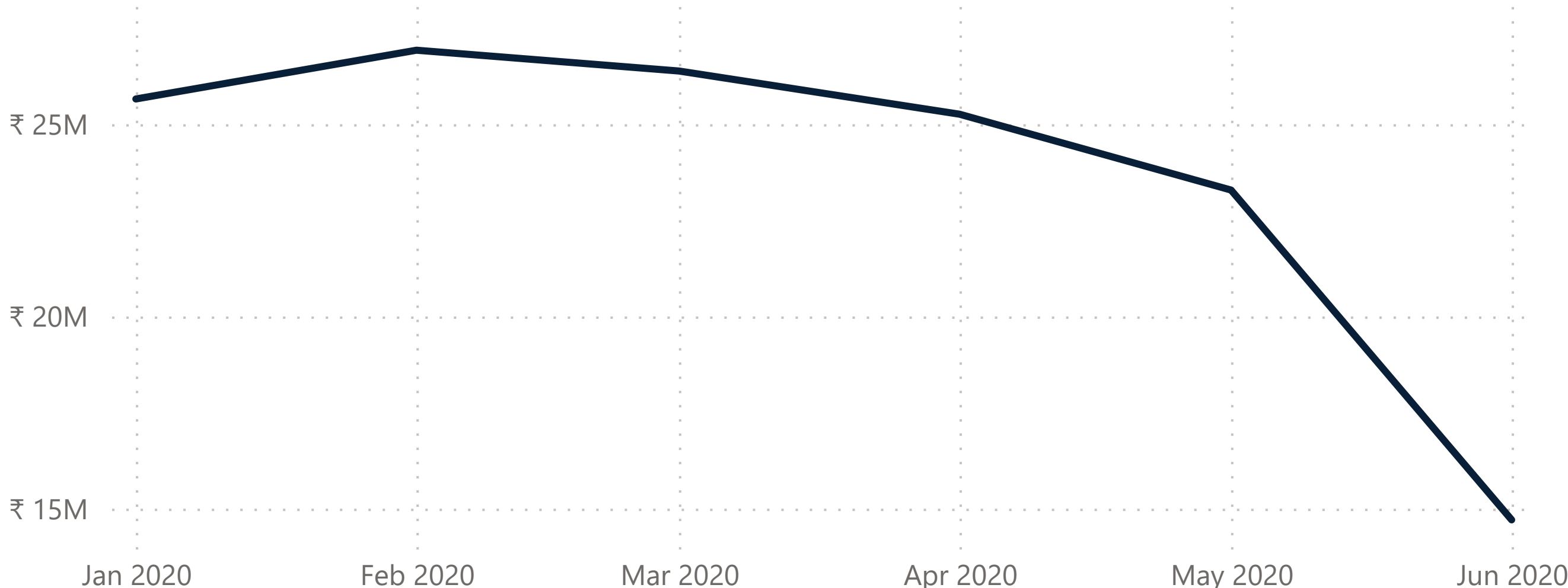
Jun-2020

Key Insights

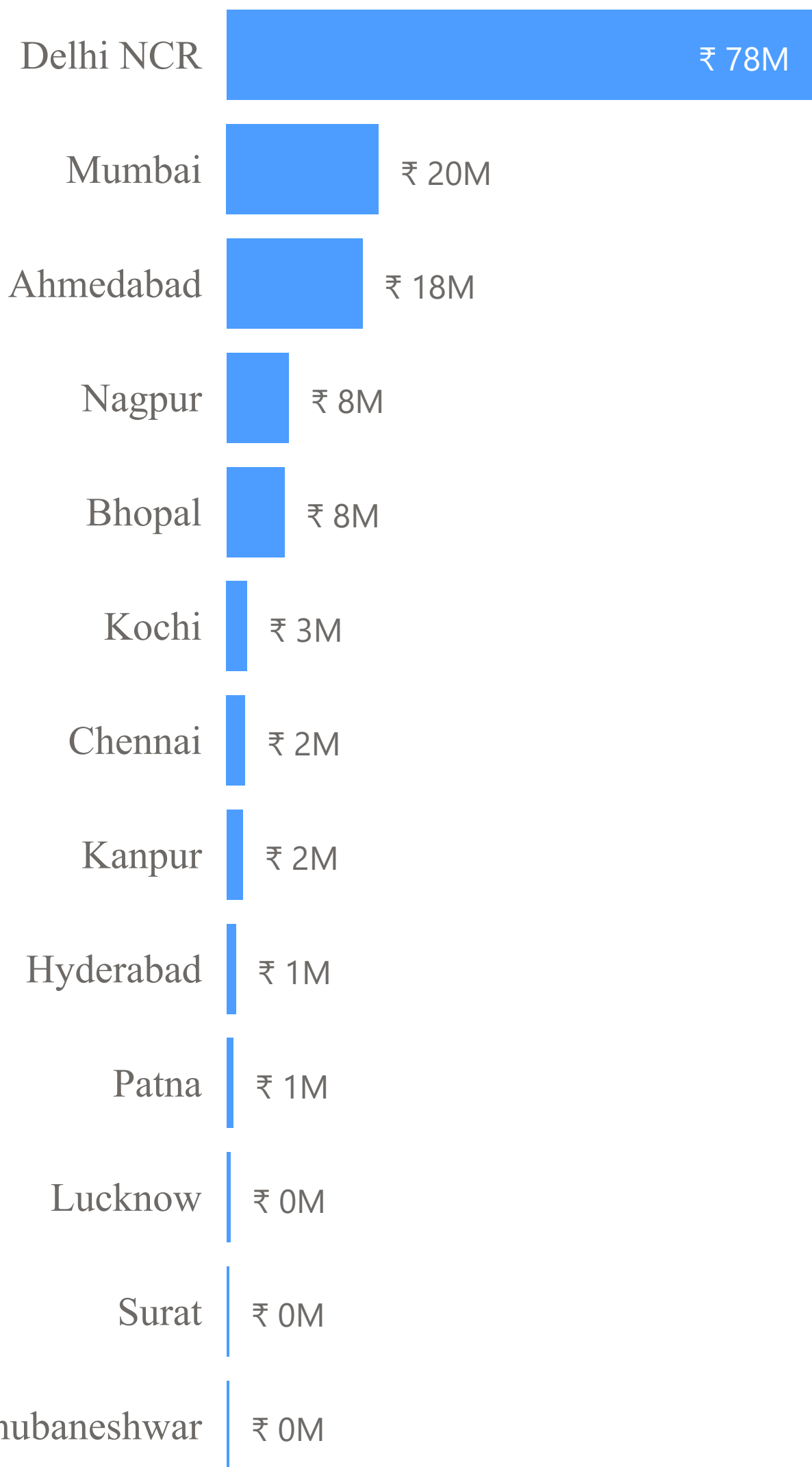
Profit Analysis

Performance Analysis

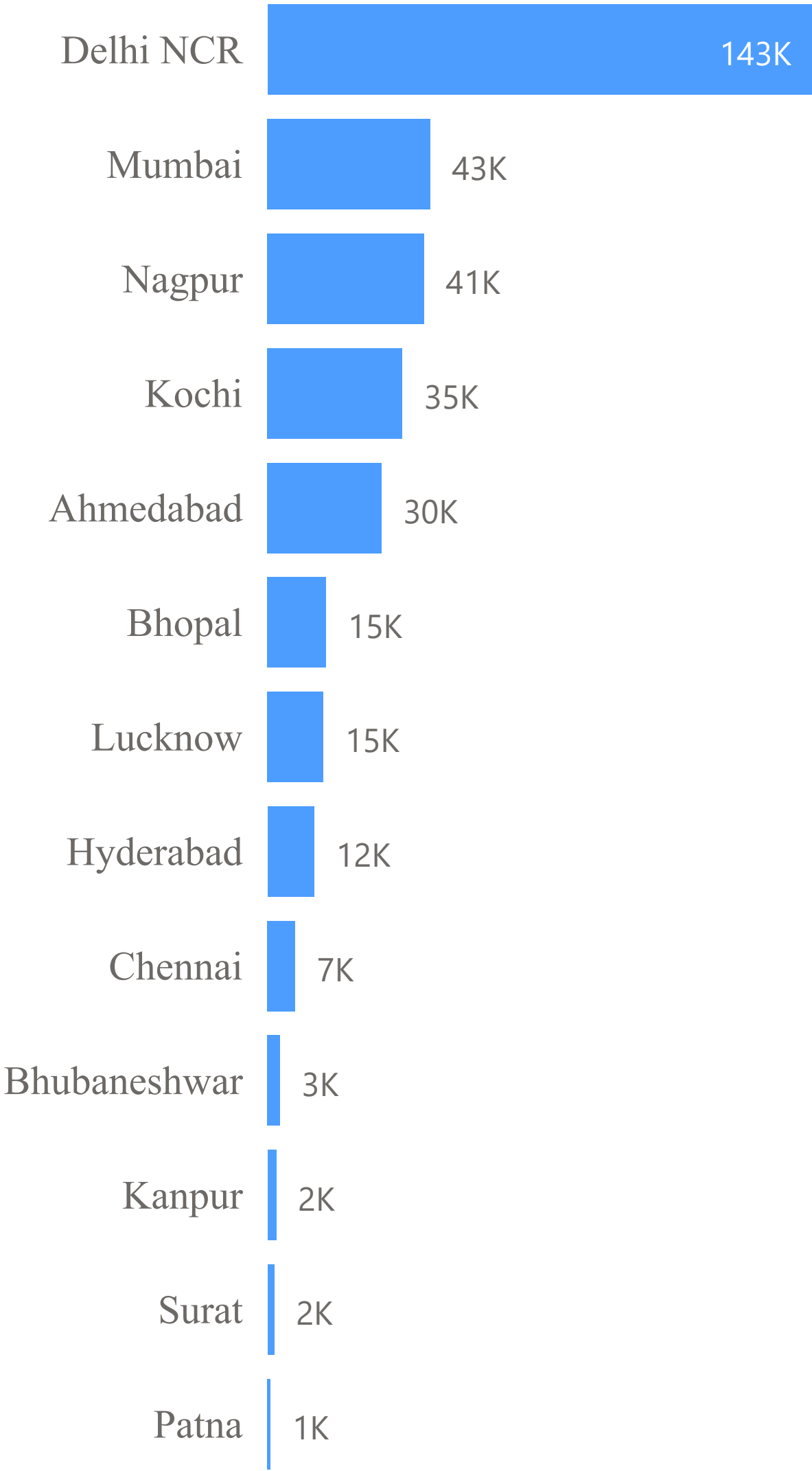
Revenue Trend



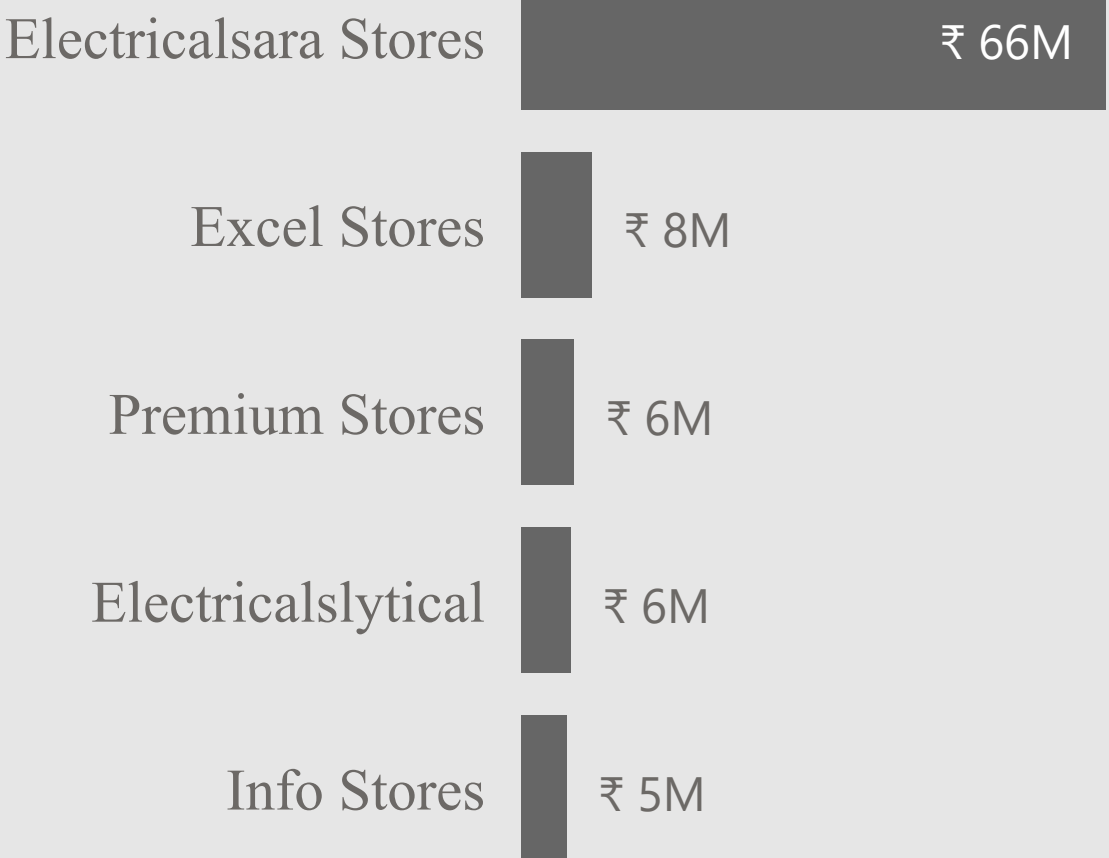
Revenue by Market



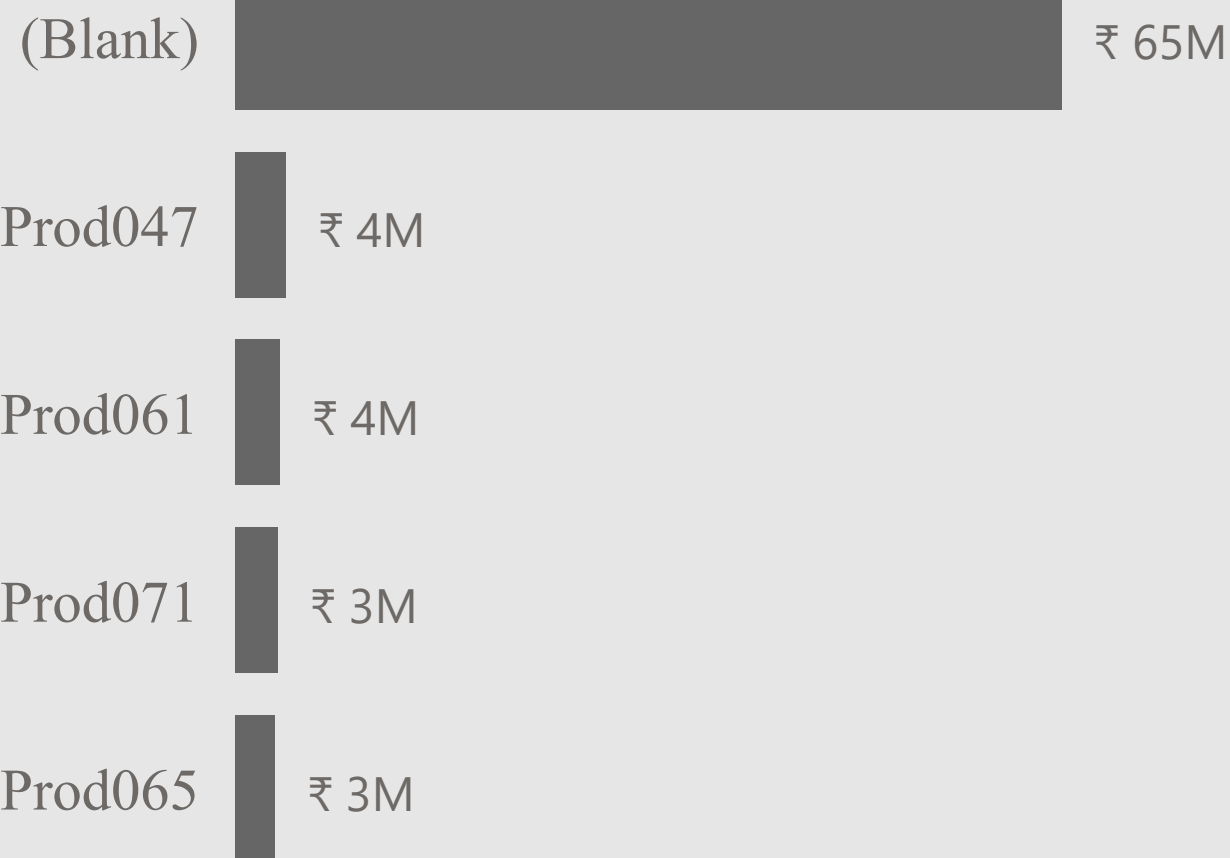
Sales quantity by Market



Top 5 Customers by Revenue



Top 5 Products by Revenue



₹ 2.1M

Total Profit Margin

350K

Sales quantity

2017	2018	2019	2020
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Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020	Jun-2020
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Key Insights

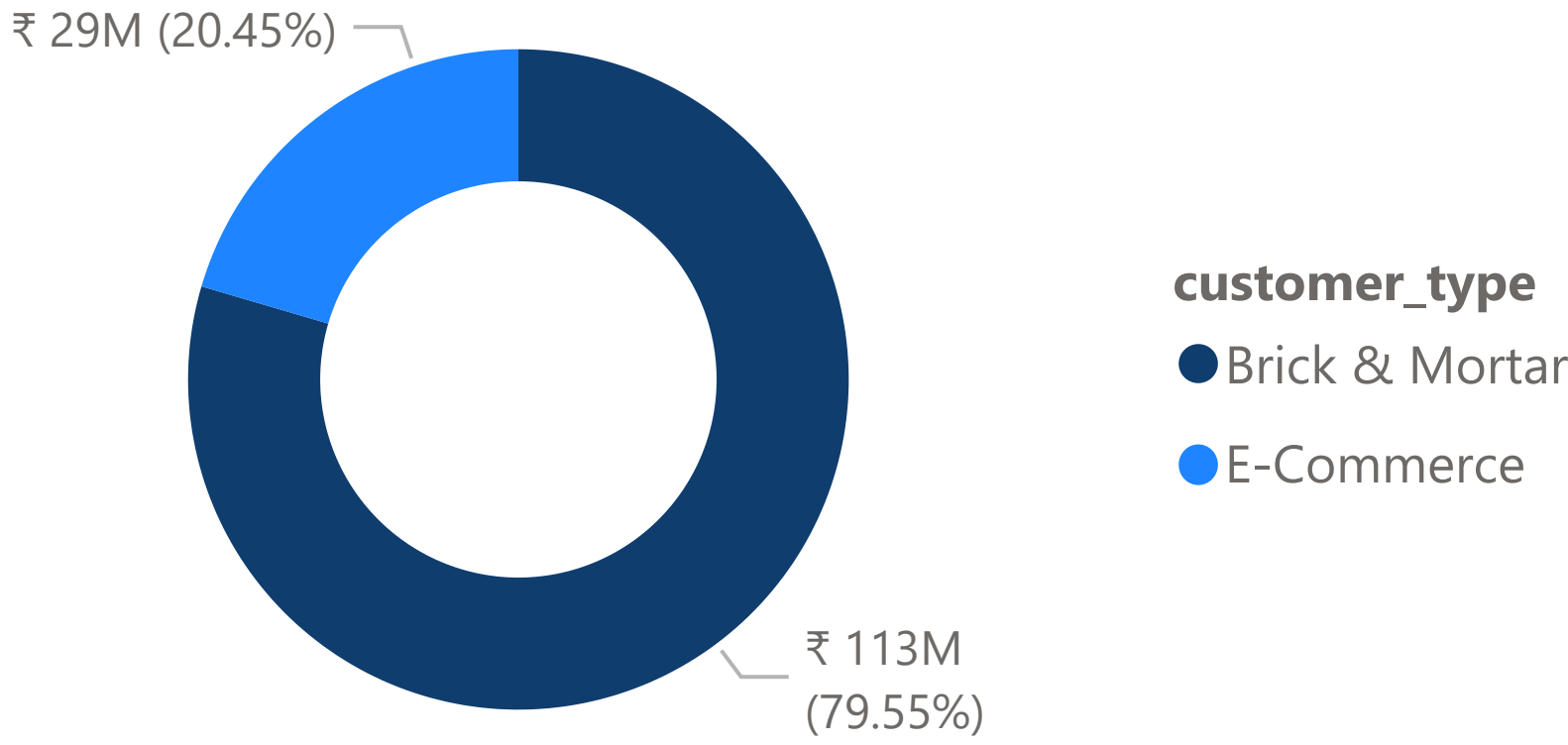
Profit Analysis

Performance Analysis

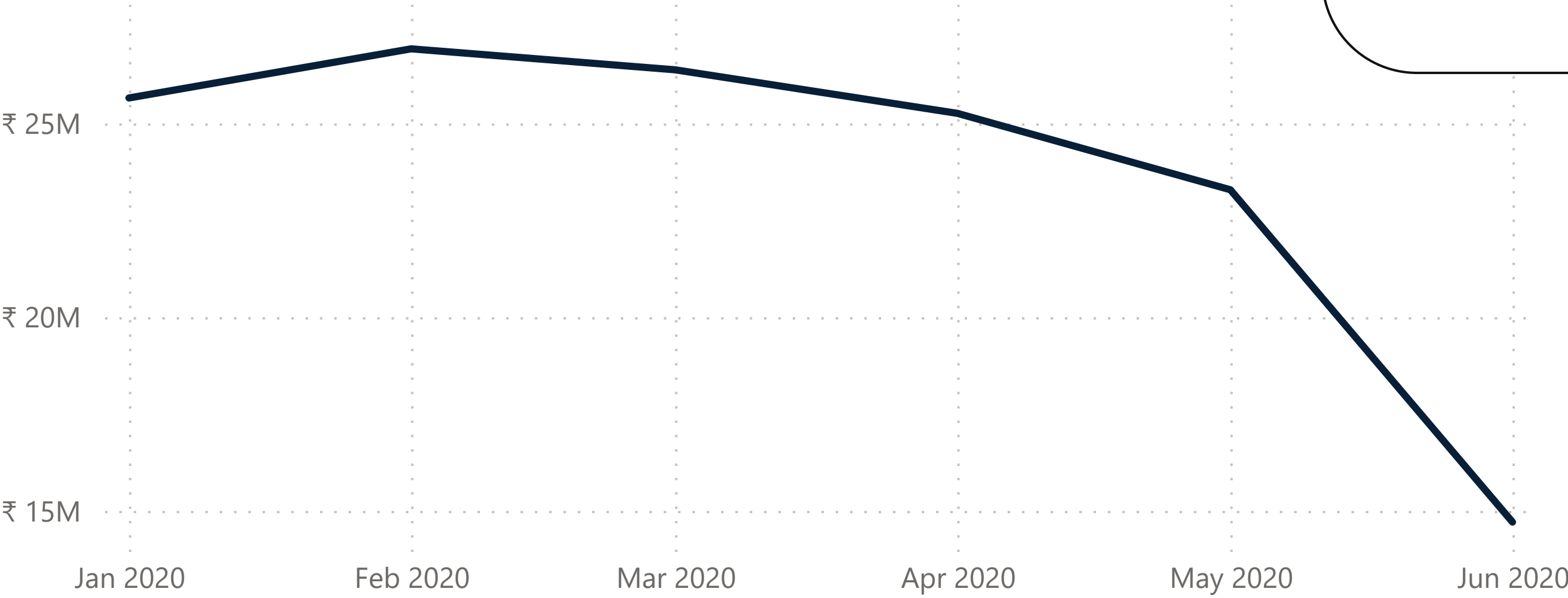
₹ 142M

Revenue

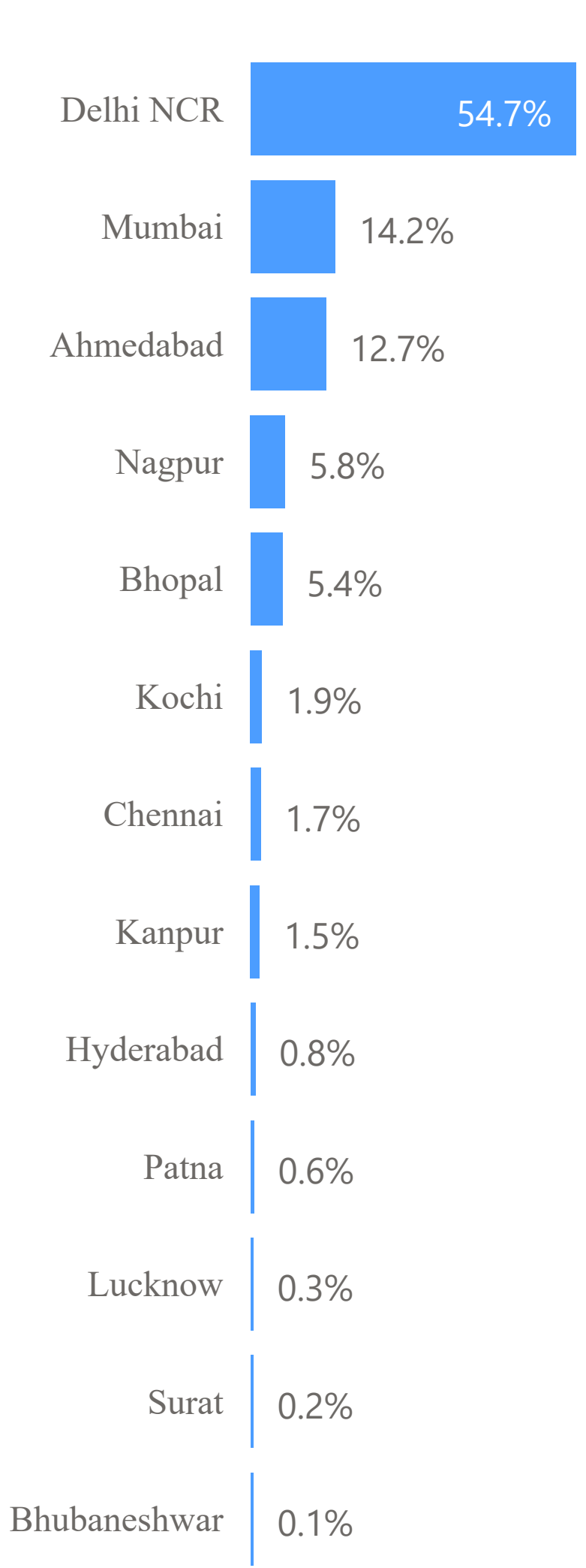
Revenue contribution by customer type



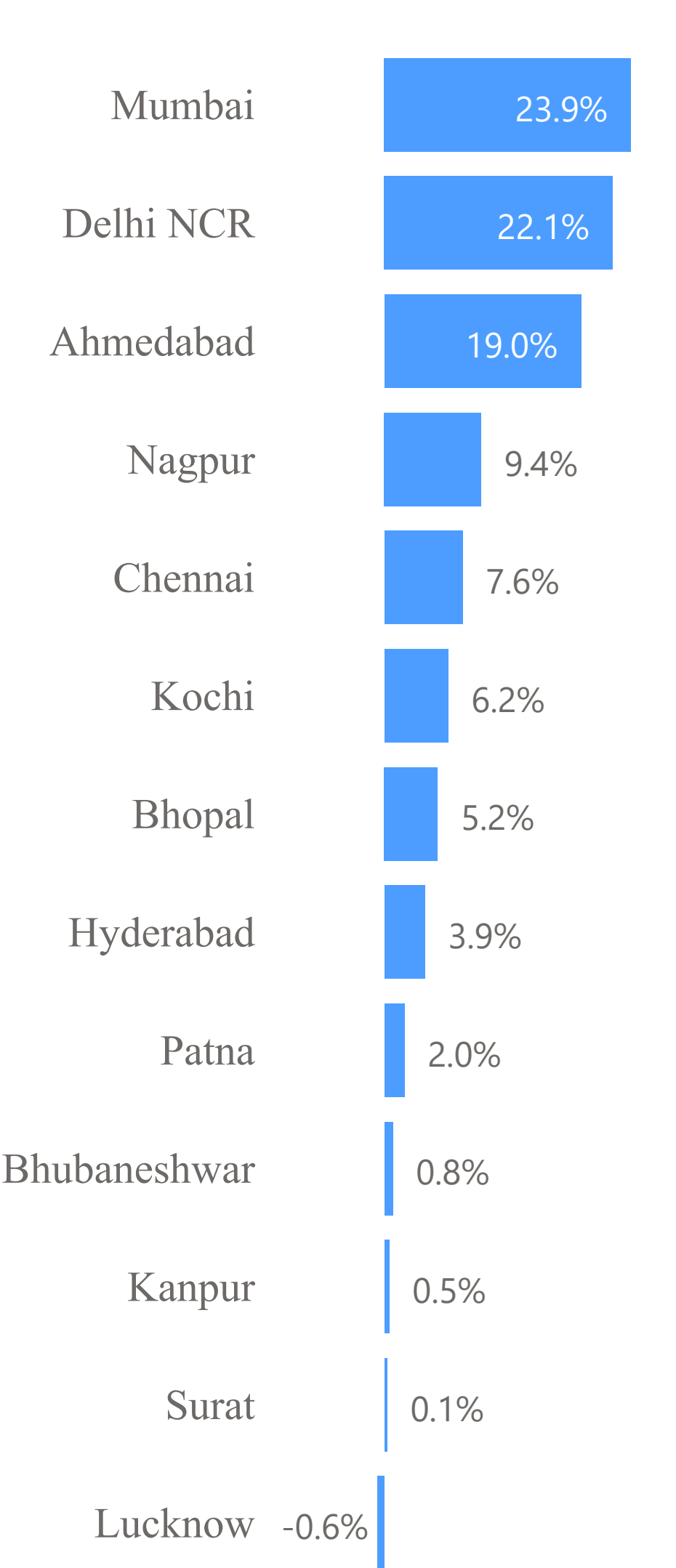
Revenue Trend



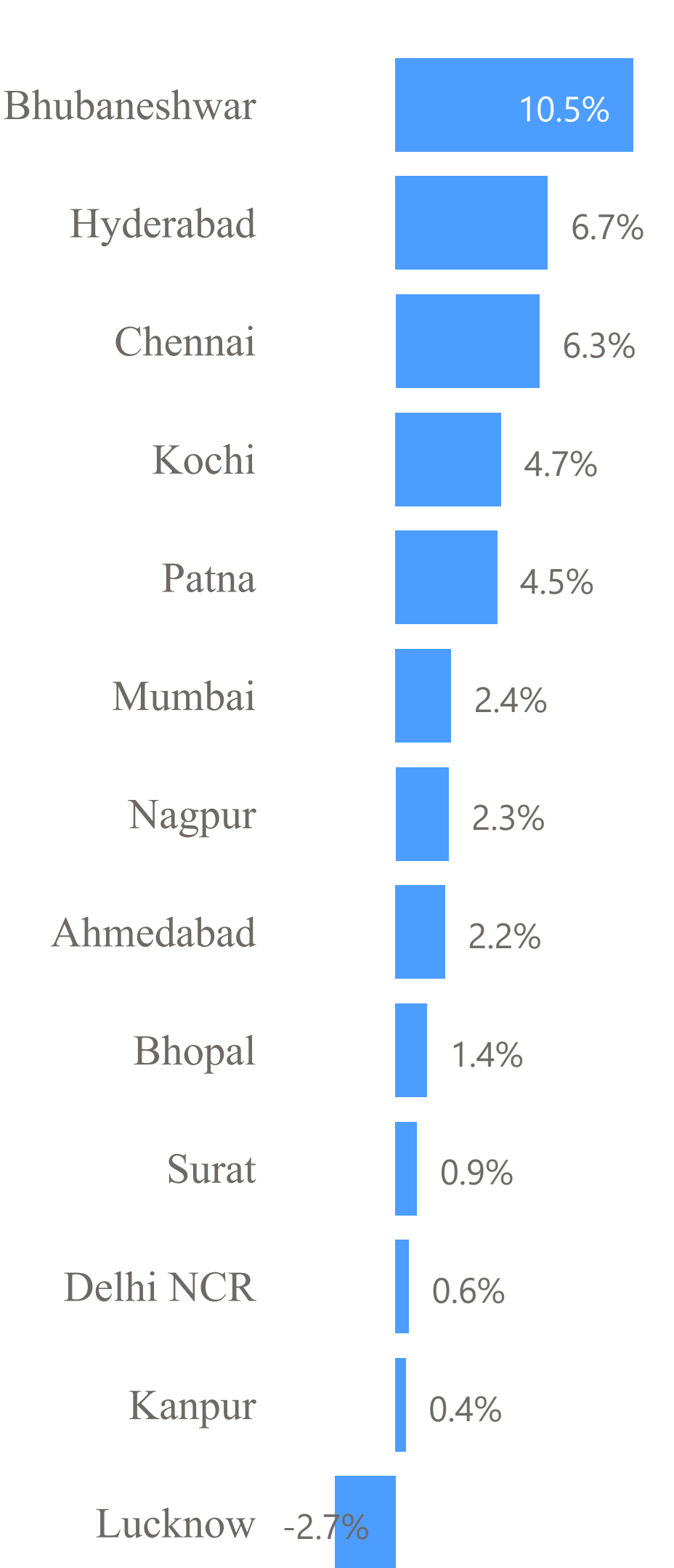
Reveue Contribution % by Market



Profit Contribution % by Market



Profit % by Market



custmer_name	Revenue	Revenue Margin Contribution %	Profit Margin Contribution %
Acclaimed Stores	₹ 3,116,384	2.2%	6.1%
All-Out	₹ 713,953	0.5%	1.7%
Atlas Stores	₹ 2,189,613	1.5%	2.1%
Control	₹ 4,182,662	2.9%	2.1%
Electricalsara Stores	₹ 65,641,977	46.2%	11.1%
Electricalsbea Stores	₹ 50,940	0.0%	0.0%
Electricalslance Stores	₹ 142,742	0.1%	0.0%
Electricalslytical	₹ 5,537,904	3.9%	7.7%
Electricalsocity	₹ 2,520,938	1.8%	3.3%
Electricalsopedia Stores	₹ 995,764	0.7%	2.4%
Electricalsquipo Stores	₹ 86,908	0.1%	-0.1%
Elite	₹ 1,247,785	0.9%	3.1%
Epic Stores	₹ 3,002,834	2.1%	-6.1%
Excel Stores	₹ 7,928,385	5.6%	12.1%
Expression	₹ 82,845	0.1%	-0.1%
Flawless Stores	₹ 1,126,976	0.8%	7.7%
Forward Stores	₹ 2,560,961	1.8%	5.1%
Info Stores	₹ 5,064,374	3.6%	7.1%
Insight	₹ 571,430	0.4%	-0.1%
Integration Stores	₹ 1,909,611	1.3%	-0.1%
Total	₹ 142,224,545	100.0%	100%

₹ 2.1M

Total Profit Margin

350K

Sales quantity

₹ 142M

Revenue

2017	2018	2019	2020
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Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020	Jun-2020
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Key Insights

Profit Analysis

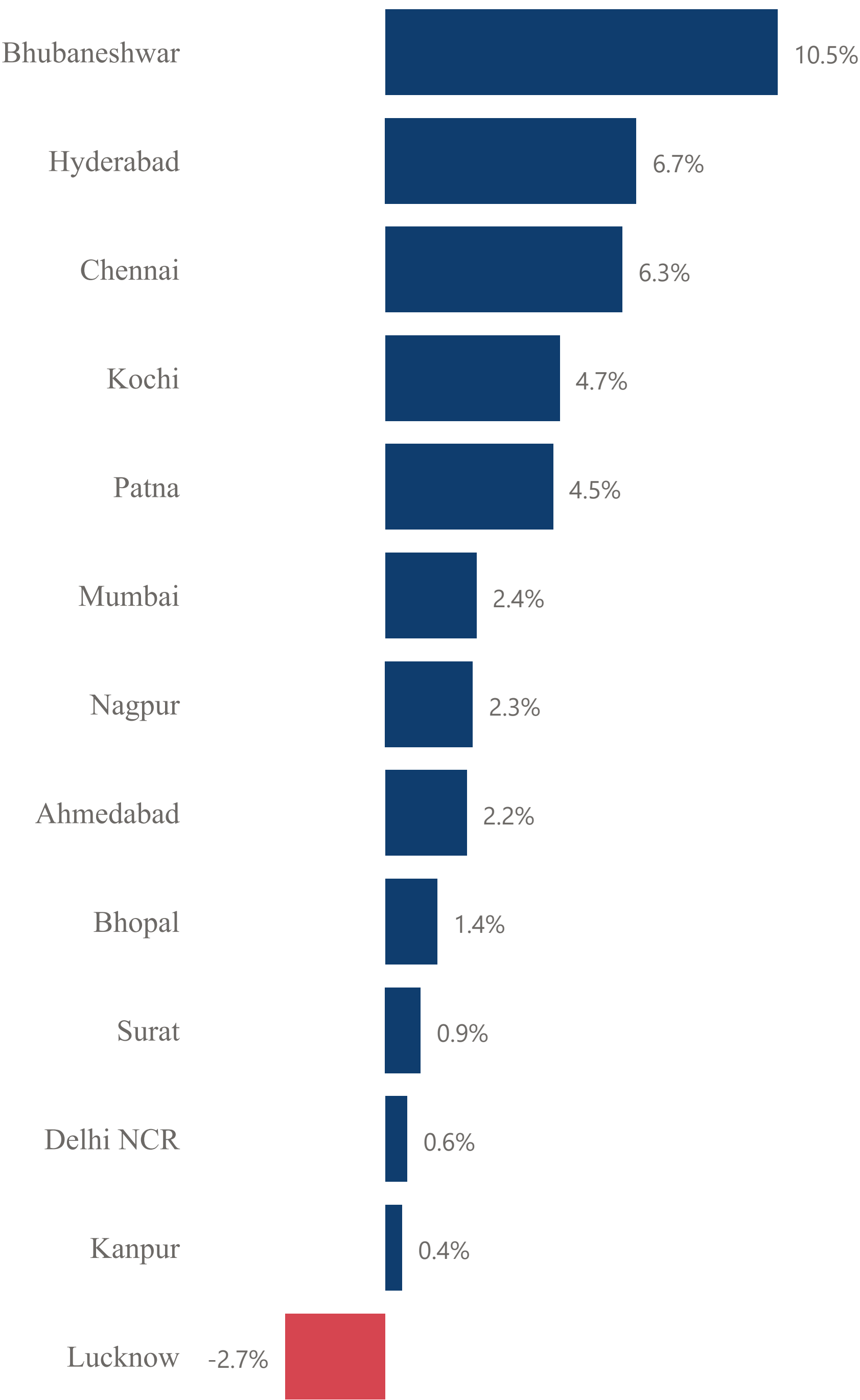
Performance Analysis

Profit Target

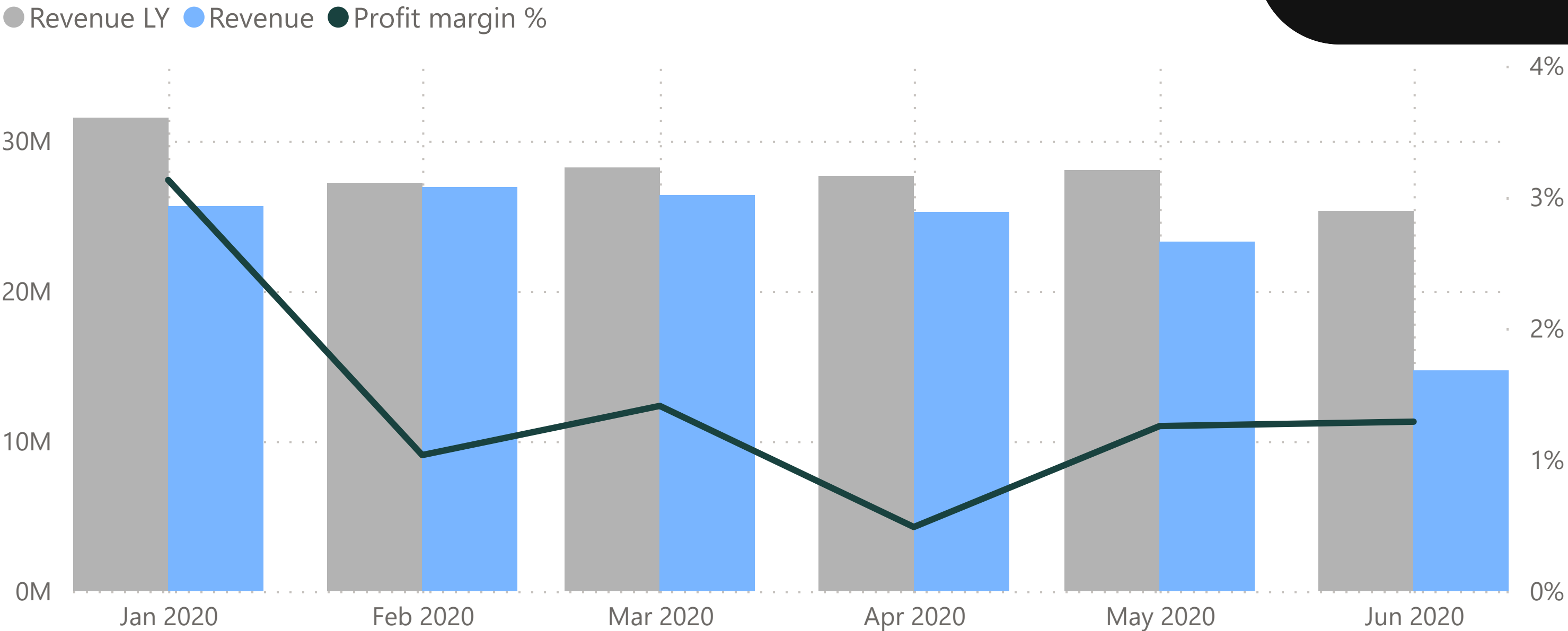
-2%



Reveue Contribution % by Market



Revenue Trend



custmer_name	Revenue	Revenue Margin Contribution %	Profit Margin Contribution %	Profit margin %
Acclaimed Stores	₹ 3,116,384	2.2%	6.1%	4.0%
All-Out	₹ 713,953	0.5%	1.6%	4.5%
Atlas Stores	₹ 2,189,613	1.5%	2.1%	2.0%
Control	₹ 4,182,662	2.9%	2.5%	1.2%
Electricalsara Stores	₹ 65,641,977	46.2%	11.9%	0.4%
Electricalsbea Stores	₹ 50,940	0.0%	0.4%	15.6%
Electricalslance Stores	₹ 142,742	0.1%	0.2%	3.5%
Electricalslytical	₹ 5,537,904	3.9%	1.3%	0.5%
Electricalsocity	₹ 2,520,938	1.8%	3.3%	2.7%
Electricalsopedia Stores	₹ 995,764	0.7%	2.9%	5.9%
Electricalsquipo Stores	₹ 86,908	0.1%	-0.5%	-11.5%
Elite	₹ 1,247,785	0.9%	3.2%	5.3%
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Excel Stores	₹ 7,928,385	5.6%	12.5%	3.3%
Expression	₹ 82,845	0.1%	-0.2%	-4.2%
Flawless Stores	₹ 1,126,976	0.8%	1.8%	3.3%
Forward Stores	₹ 2,560,961	1.8%	5.4%	4.3%
Info Stores	₹ 5,064,374	3.6%	7.8%	3.2%
Total	₹ 142,224,545	100.0%	100.0%	1.4%