



# AtilQ Hardware Sales Dashboard

Key Insights

₹985M

Revenue

2M

Sales Qty

₹25M

Total Profit Margin

279

Products

## Revenue by Markets

## Sales Qty by Markets

Year

2017

2018

2019

2020

Month

Jun

Jul

Aug

Sep

Oct

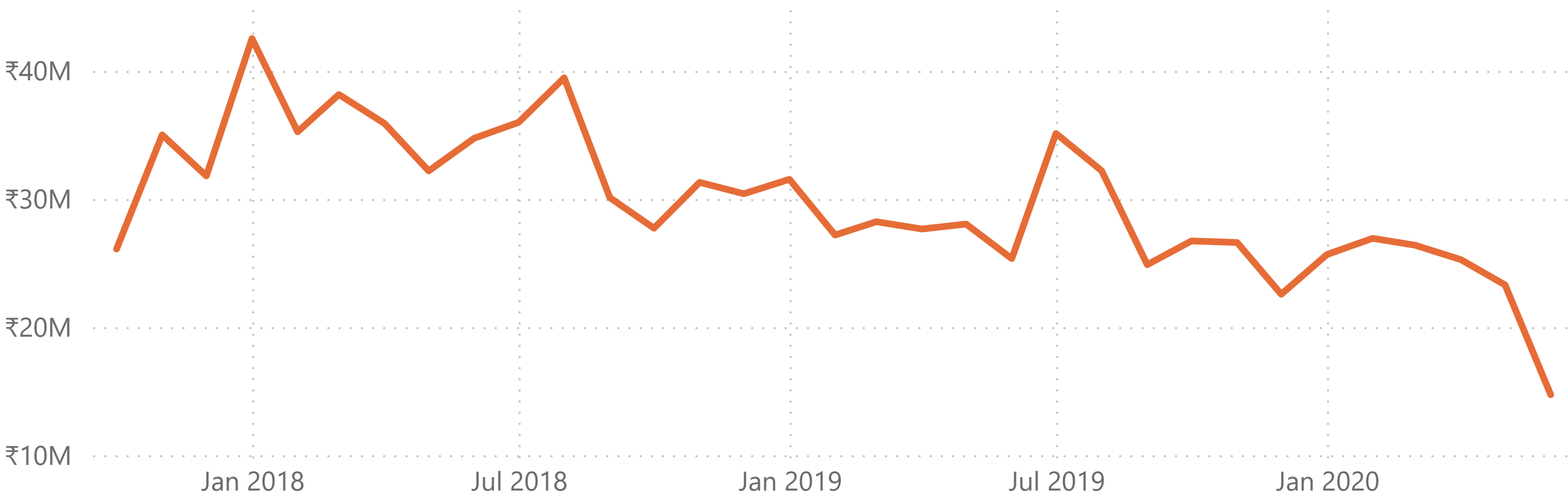
Nov

Dec

Jan

>

## Revenue Trend

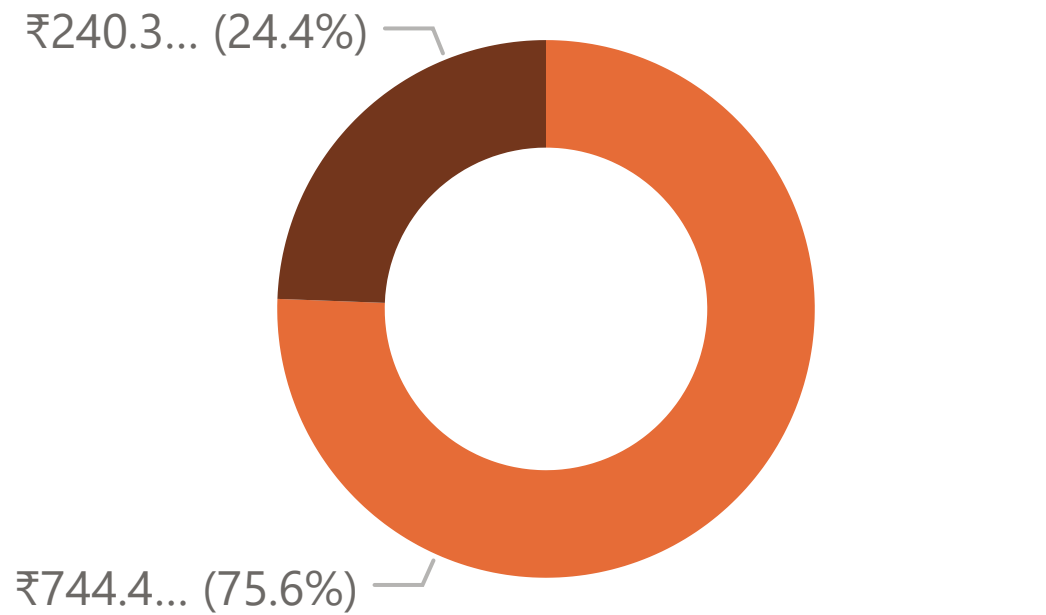


## Top 5 Products

## Top 5 Customers

## Revenue by Customer Type

custom... Brick & Mortar E-Commerce





# AtilQ Hardware Sales Dashboard

Profit Analysis(2020)

₹142M

Revenue

350K

Sales Qty

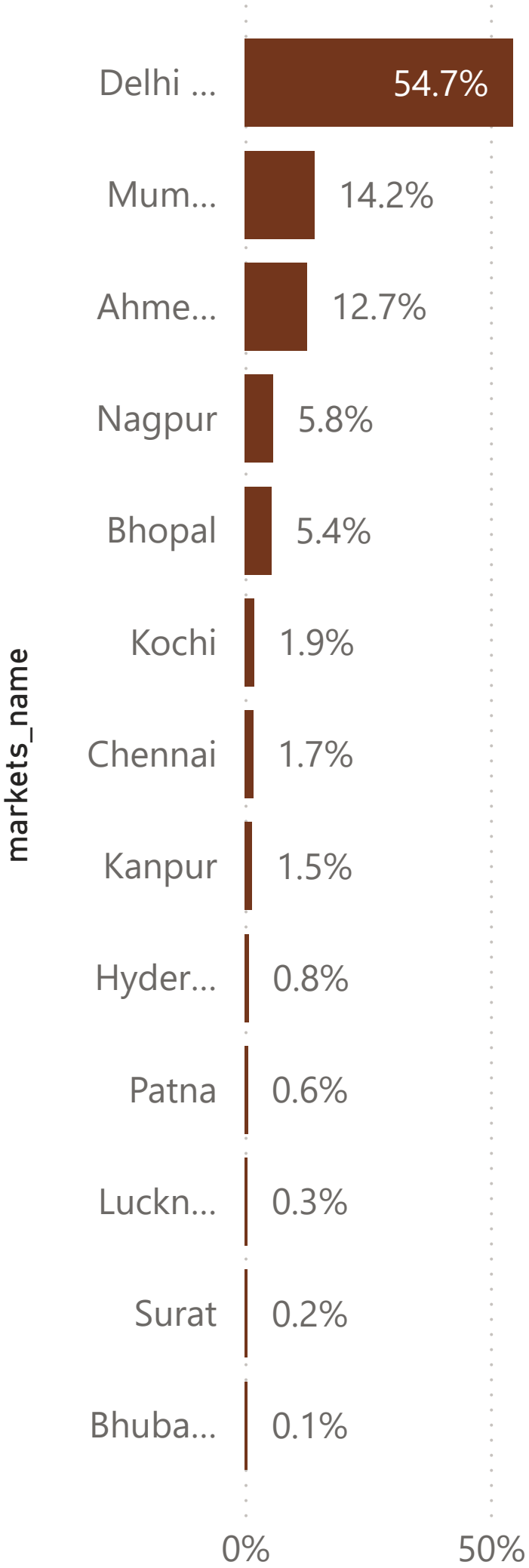
₹2M

Total Profit Margin

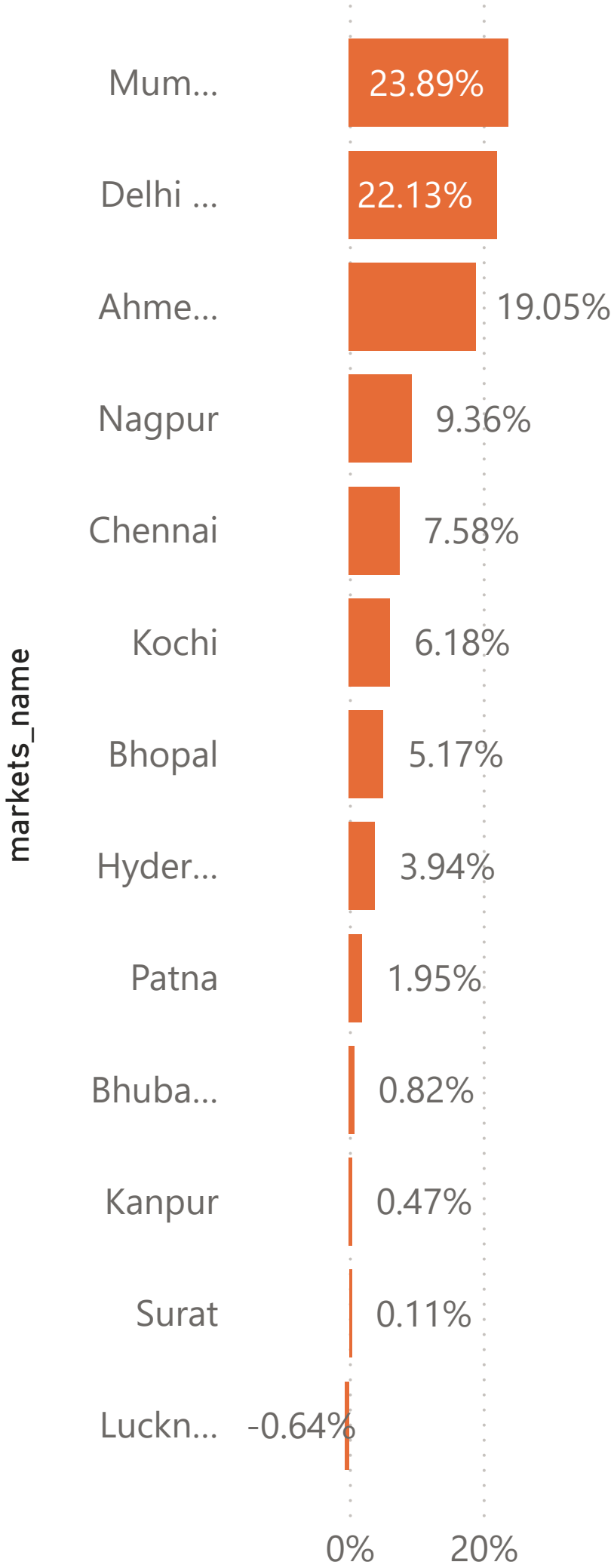
279

Products

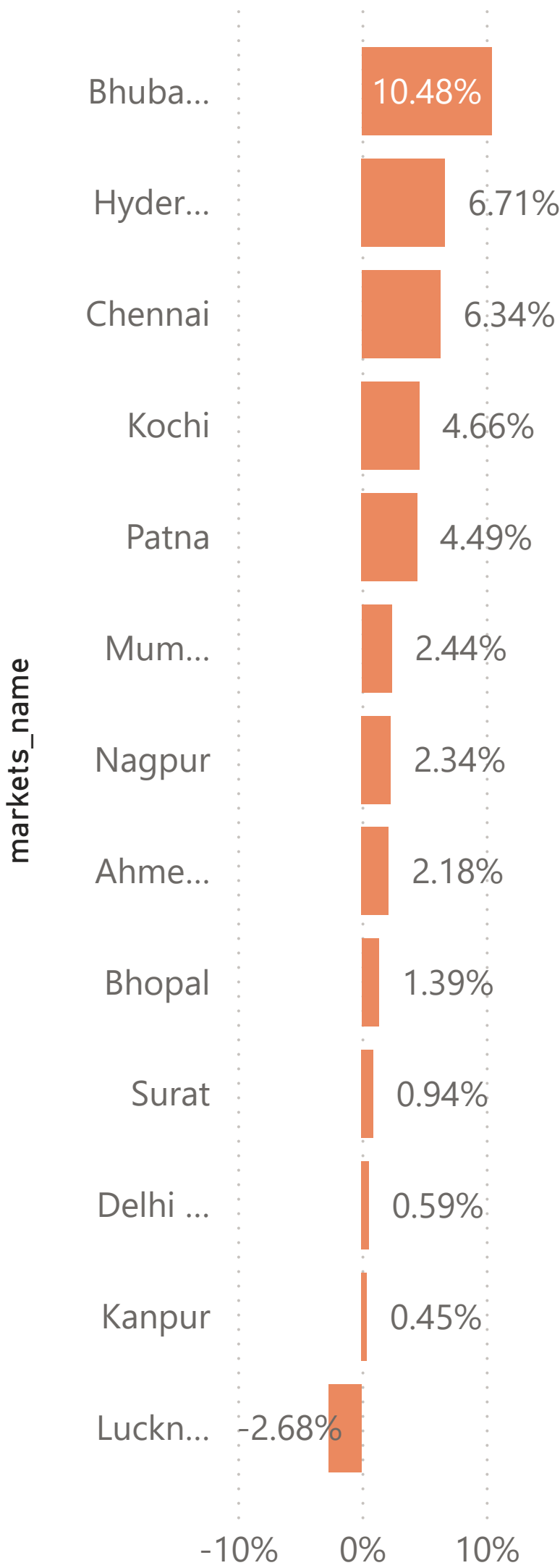
Revenue Contribution % by Markets



Profit Contribution % by Markets



Profit % by Markets



Year

2017

2018

2019

2020

Month

Jan

Feb

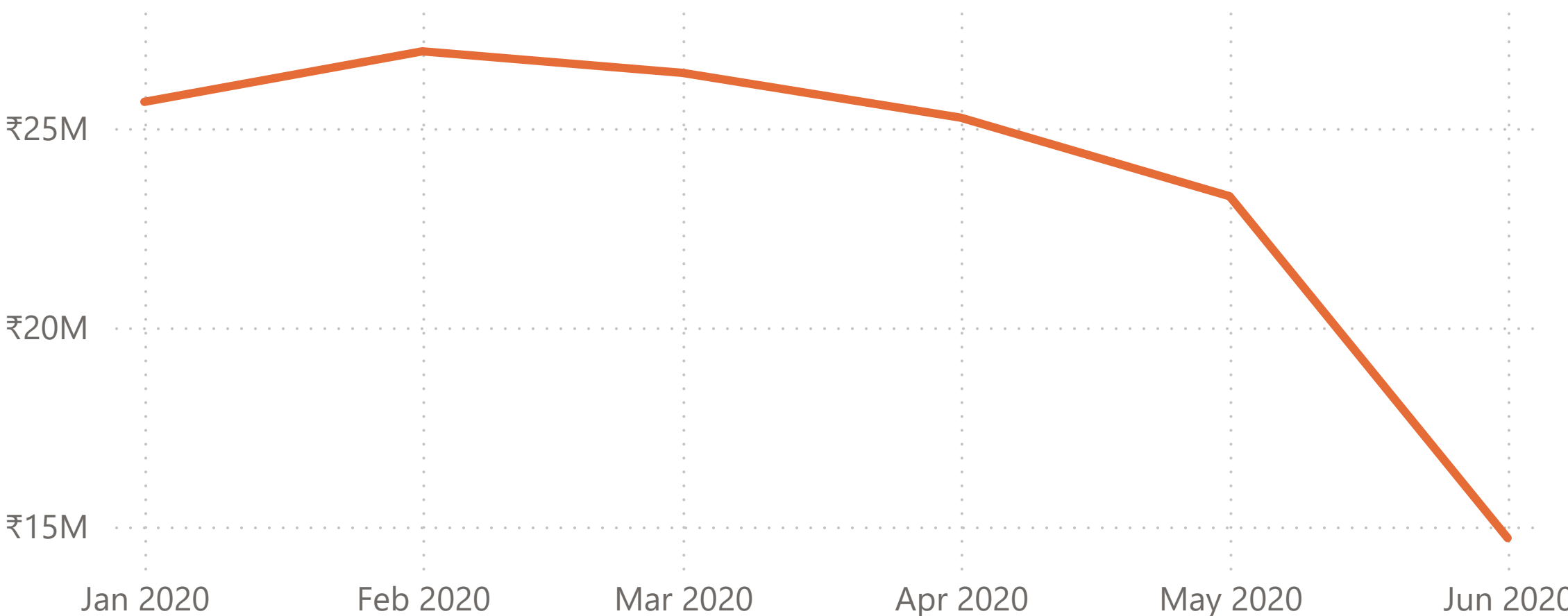
Mar

Apr

May



Revenue Trend



markets_name	Revenue	Revenue Contribution	Profit Margin Contribution %	Profit Margin %
Ahmedabad	₹18,011,939.00	12.7%	19.05%	2.18%
Bhopal	₹7,662,003.00	5.4%	5.17%	1.39%
Bhubaneshwar	₹161,571.00	0.1%	0.82%	10.48%
Chennai	₹2,463,024.00	1.7%	7.58%	6.34%
Delhi NCR	₹77,732,602.00	54.7%	22.13%	0.59%
Hyderabad	₹1,208,652.00	0.8%	3.94%	6.71%
Kanpur	₹2,179,096.00	1.5%	0.47%	0.45%
Kochi	₹2,727,273.00	1.9%	6.18%	4.66%
Total	₹142,224,545.00	100.0%	100.00%	1.45%



# AtilQ Hardware Sales Dashboard

Performance Insights(2020)

₹142M

Revenue

350K

Sales Qty

₹2M

Total Profit Margin

279

Products

Profit Target

-2%



Year

2017

2019

2018

2020

Month

Jan

Apr

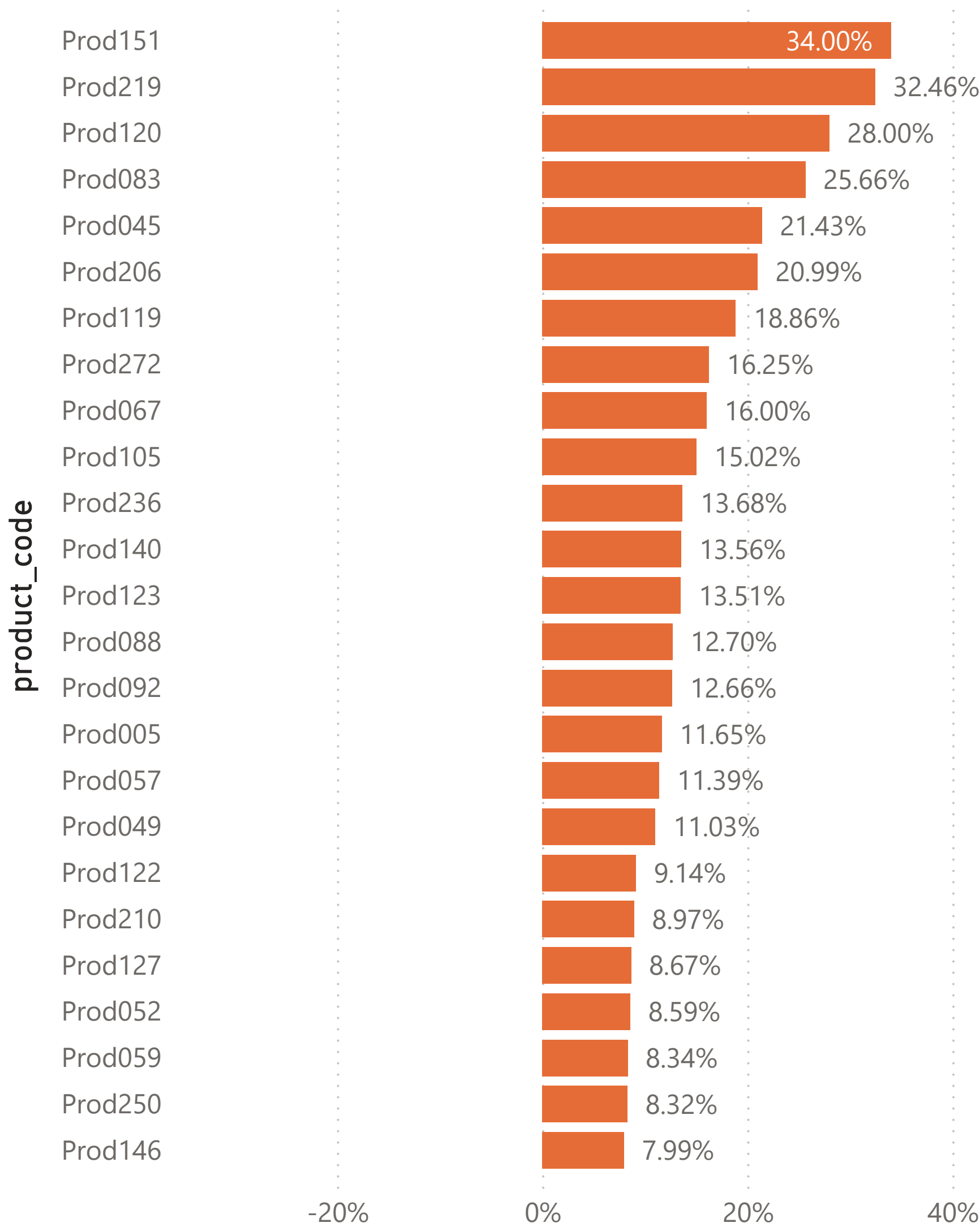
Feb

May

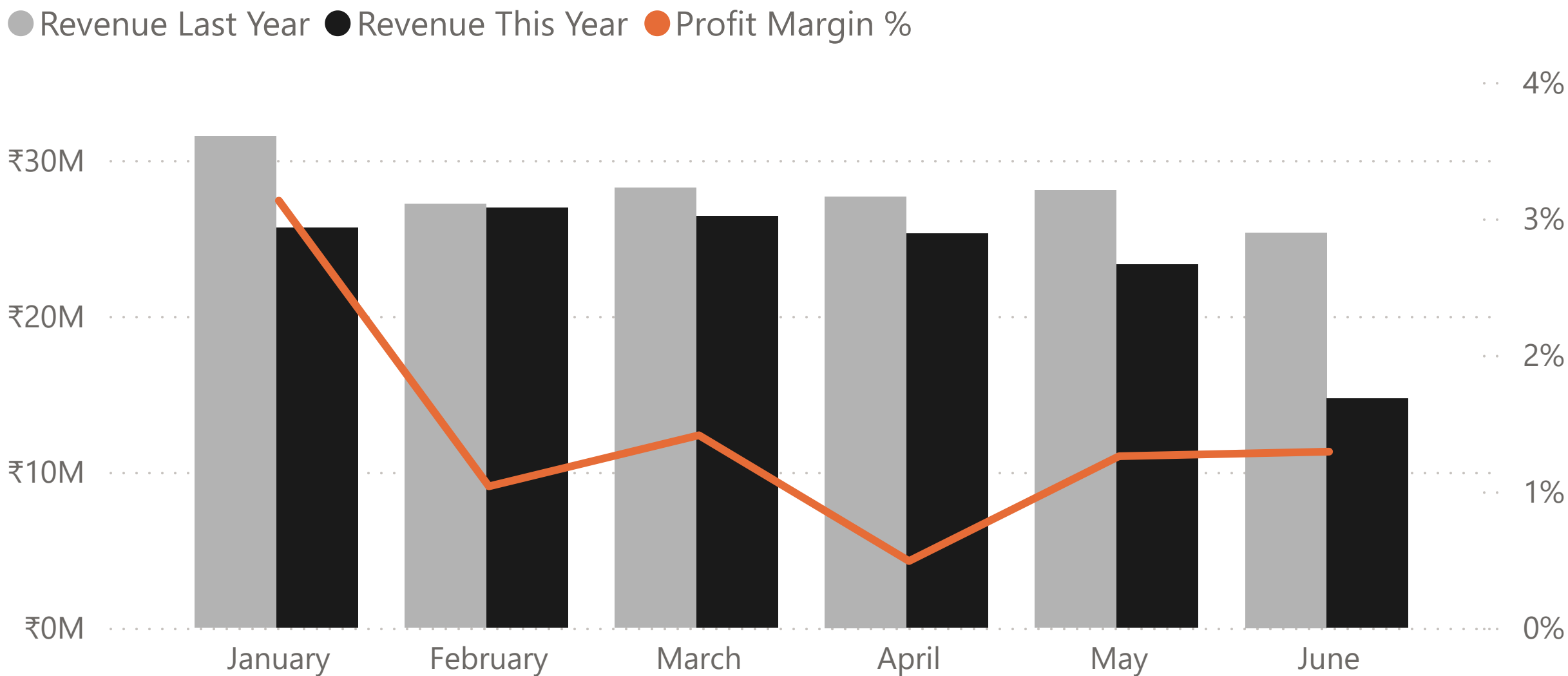
Mar

Jun

## Profit Margin % by Zone, Markets, Customer & Products



## Revenue Last Year, Revenue This Year and Profit Margin % by Month



custmer_name	Revenue	Revenue Contribution	Profit Margin Contribution %	Profit Margin %
Zone	₹927,154.00	0.7%	0.23%	0.52%
Unity Stores	₹1,748,166.00	1.2%	3.31%	3.90%
Synthetic	₹916,267.00	0.6%	-0.42%	-0.95%
Surge Stores	₹3,953,600.00	2.8%	11.95%	6.23%
Surface Stores	₹2,420,004.00	1.7%	3.20%	2.73%
Sound	₹740,856.00	0.5%	0.45%	1.25%
Sage	₹96,950.00	0.1%	0.16%	3.46%
Relief	₹773,301.00	0.5%	0.11%	0.29%
Propel	₹541,553.00	0.4%	0.74%	2.83%
Total	₹142,224,545.00	100.0%	100.00%	1.45%