



# AtliQ Hardware Sales Insight

₹985M

Revenue

2M

Sum of sales\_qty

2017	2019
2018	2020

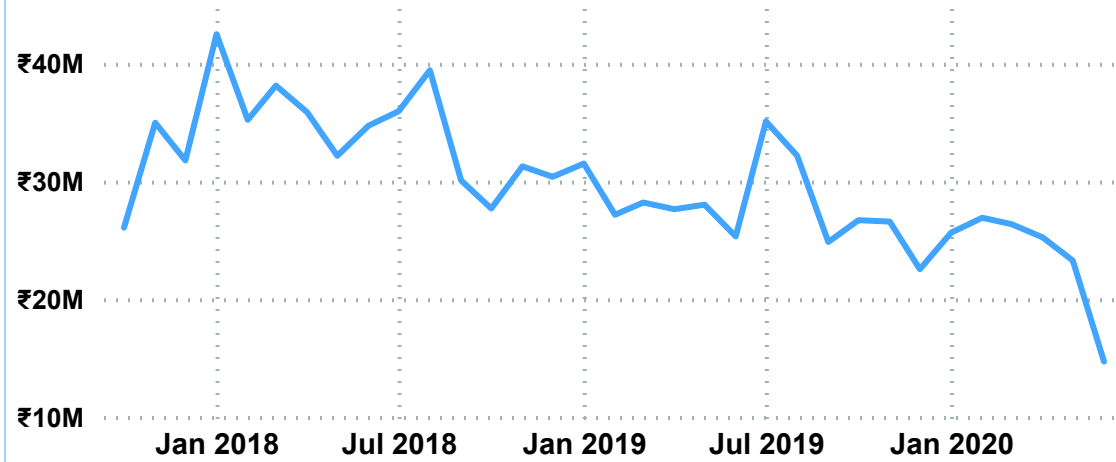
17-Aug	17-Jul	17-Nov	17-Sep	18-Aug
17-Dec	17-Jun	17-Oct	18-Apr	18-Dec

Key Insights

Profit Margin

Performance Insight

Revenue Trend



Revenue by Markets

Delhi NCR	₹520M
Mumbai	₹150M
Ahmeda...	₹132M
Bhopal	₹59M
Nagpur	₹55M
Kochi	₹19M
Chennai	₹18M
Kanpur	₹14M
Hyderab...	₹7M
Patna	₹4M
Lucknow	₹3M
Surat	₹3M
Bhuban...	₹1M
Bengaluru	₹0M

Top 5 Customers

Electricals...	₹413M
Electricals...	₹50M
Excel Stores	₹49M
Premium ...	₹45M
Nixon	₹44M

Top 5 Products

(Blank)	₹469M
Prod040	₹24M
Prod159	₹18M
Prod065	₹16M
Prod018	₹16M



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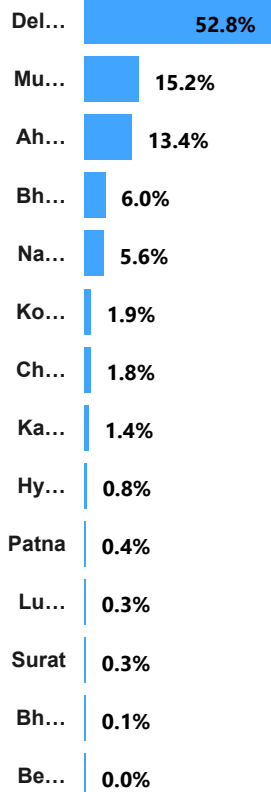
18-Dec

Key Insights

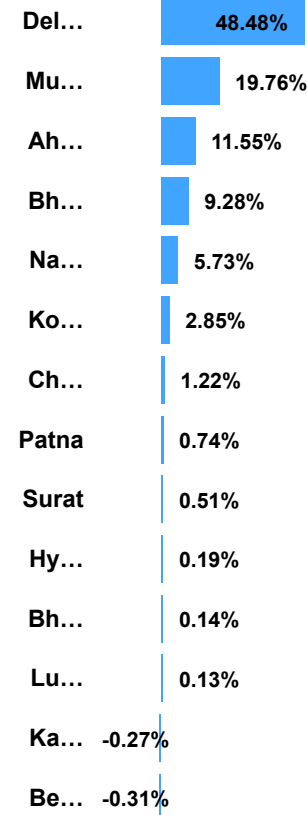
Profit Margin

Performance Insight

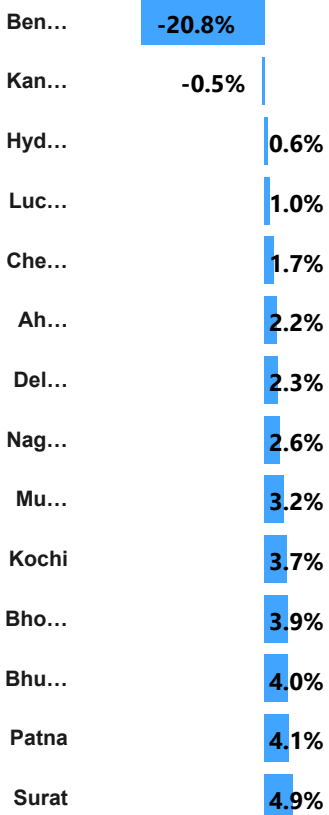
Revenue Contribution % by Markets



Profit Contribution % by Markets



Profit % by Markets



customer_name	Revenue	Profit Margin Contribution %	Revenue Contribution %
Zone	₹5,067,349	0.25%	0.5%
Unity Stores	₹12,589,257	0.93%	1.3%
Synthetic	₹6,173,068	0.36%	0.6%
Surge Stores	₹28,648,916	2.66%	2.9%
Surface Stores	₹15,242,562	1.99%	1.5%
Sound	₹4,966,707	0.81%	0.5%
Sage	₹2,252,506	0.14%	0.2%
Relief	₹5,230,158	0.69%	0.5%
Propel	₹4,183,862	0.56%	0.4%
Premium Stores	₹44,906,666	4.27%	4.6%
Power	₹5,727,123	1.43%	0.6%
Path	₹12,995,938	0.87%	1.3%
Novus	₹2,359,799	0.31%	0.2%
Nomad Stores	₹17,739,351	2.08%	1.8%
Nixon	₹43,893,083	7.24%	4.5%
Modular	₹17,379,851	1.83%	1.8%
Logic Stores	₹13,201,366	1.97%	1.3%
Total	₹984,813,463	100.00%	100.0%



# AtliQ Hardware Sales Insight

₹142M

Revenue

350K

Sum of sales\_qty

Profit Target

1%

2017

2019

2018

2020

20-Apr

20-Jan

20-Mar

20-Feb

20-Jun

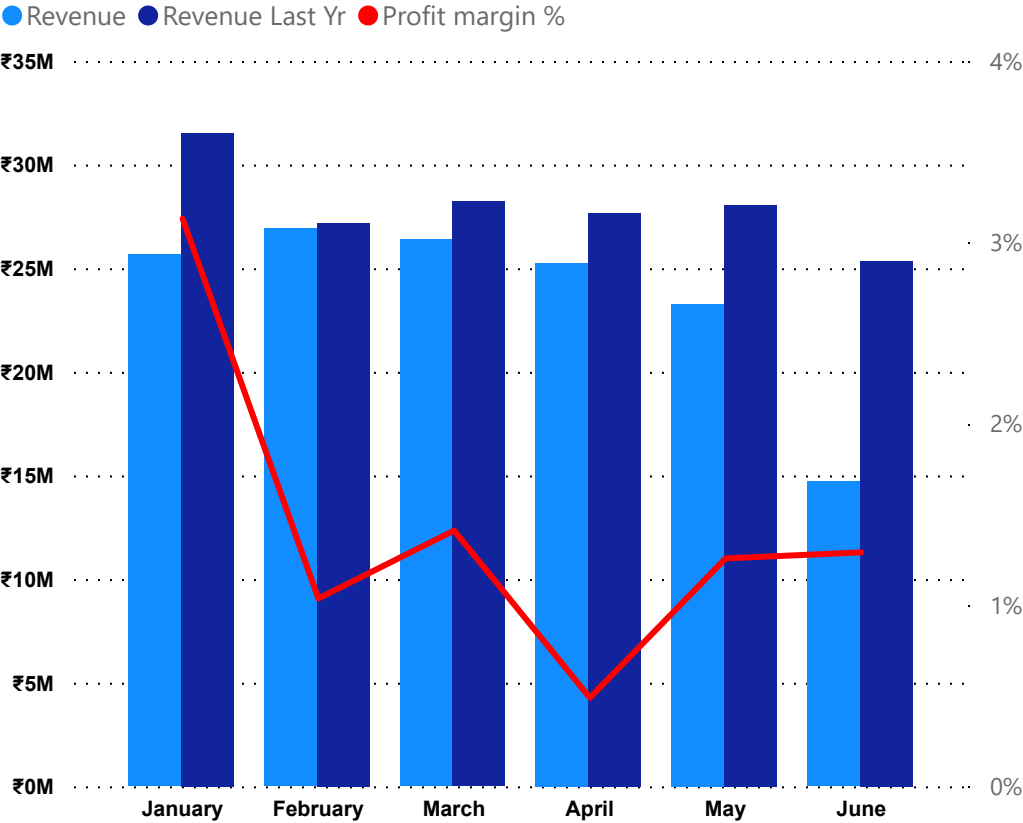
20-May

Key Insights

Profit Margin

Performance Insight

Revenue Trend



Revenue Contribution % by Markets

