



AtliQ Sales Insights

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

1

₹ 142.2M

Revenue

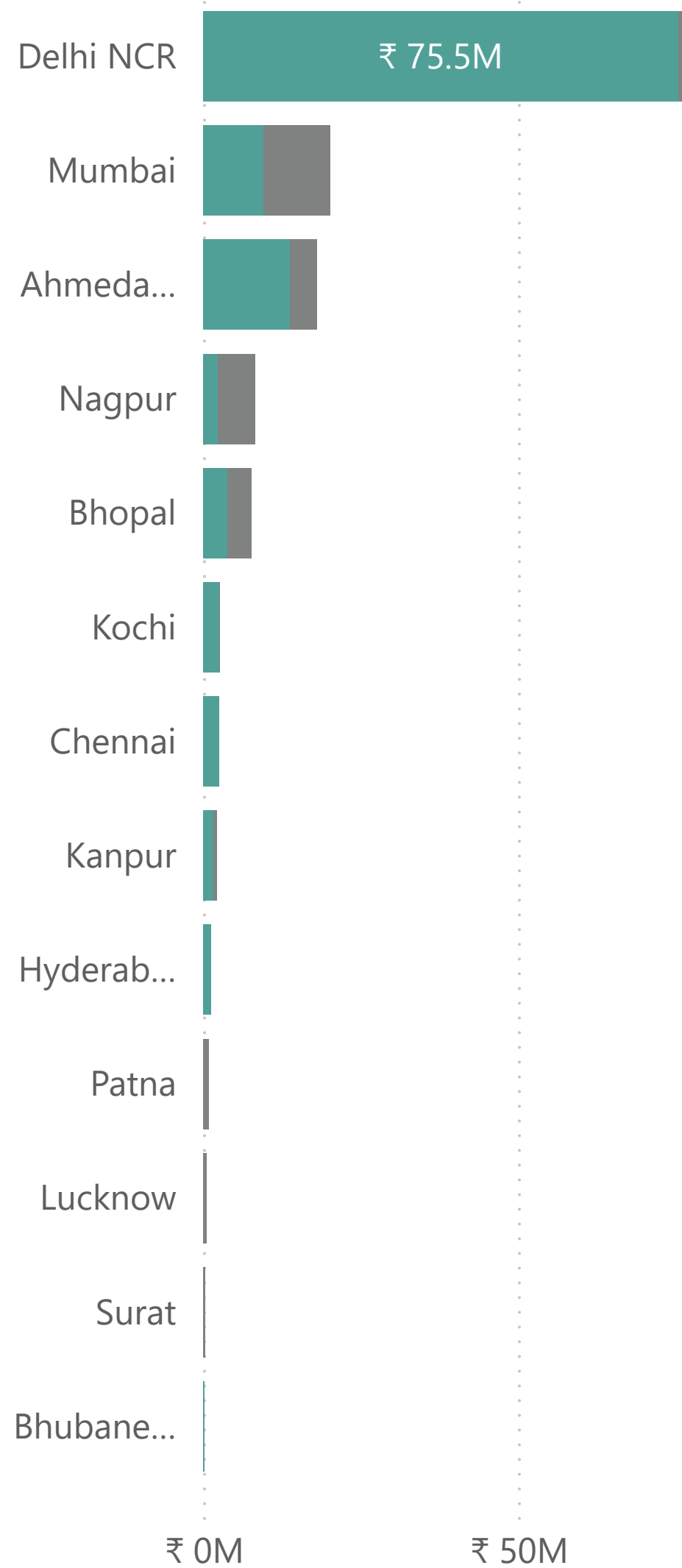
350K

Sales Qty

2

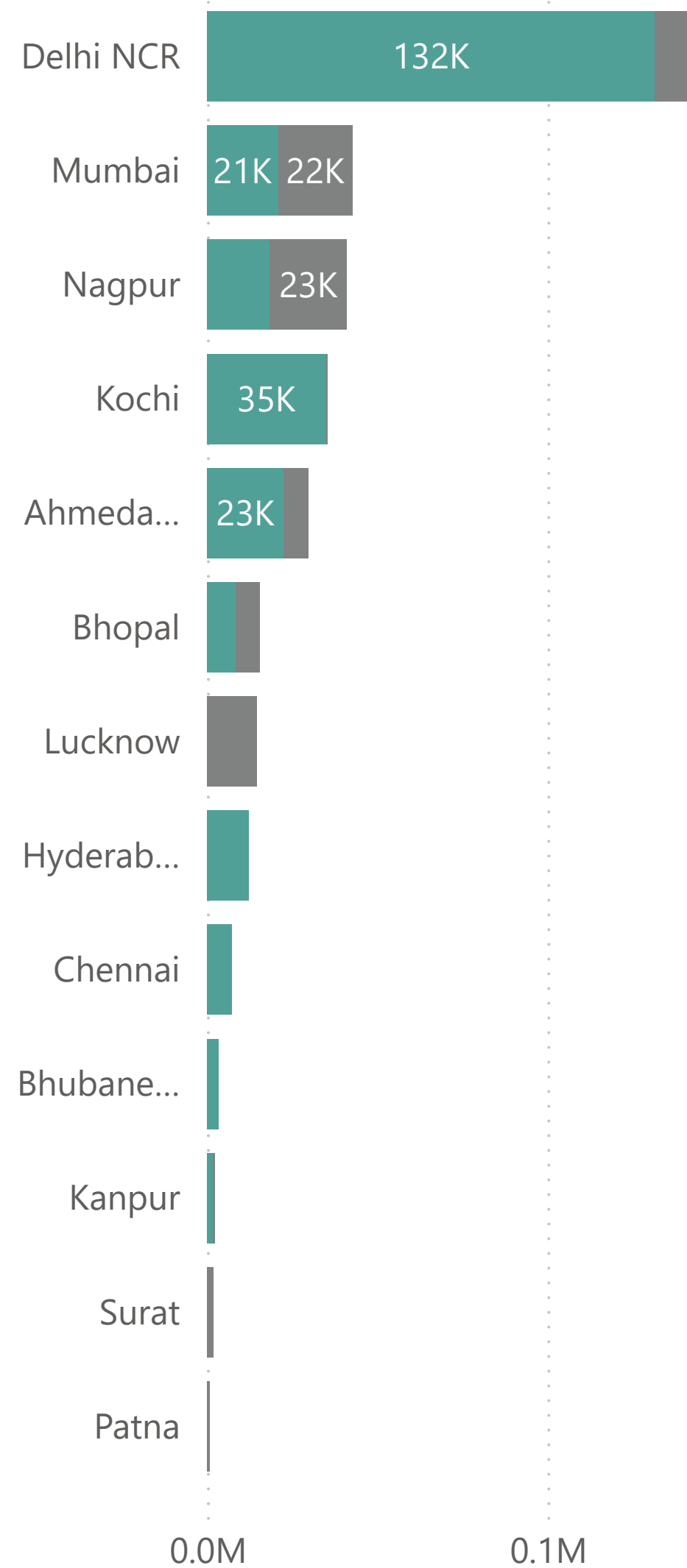
Revenue by Markets

custo... ● Brick & Mortar ● E-Commerce



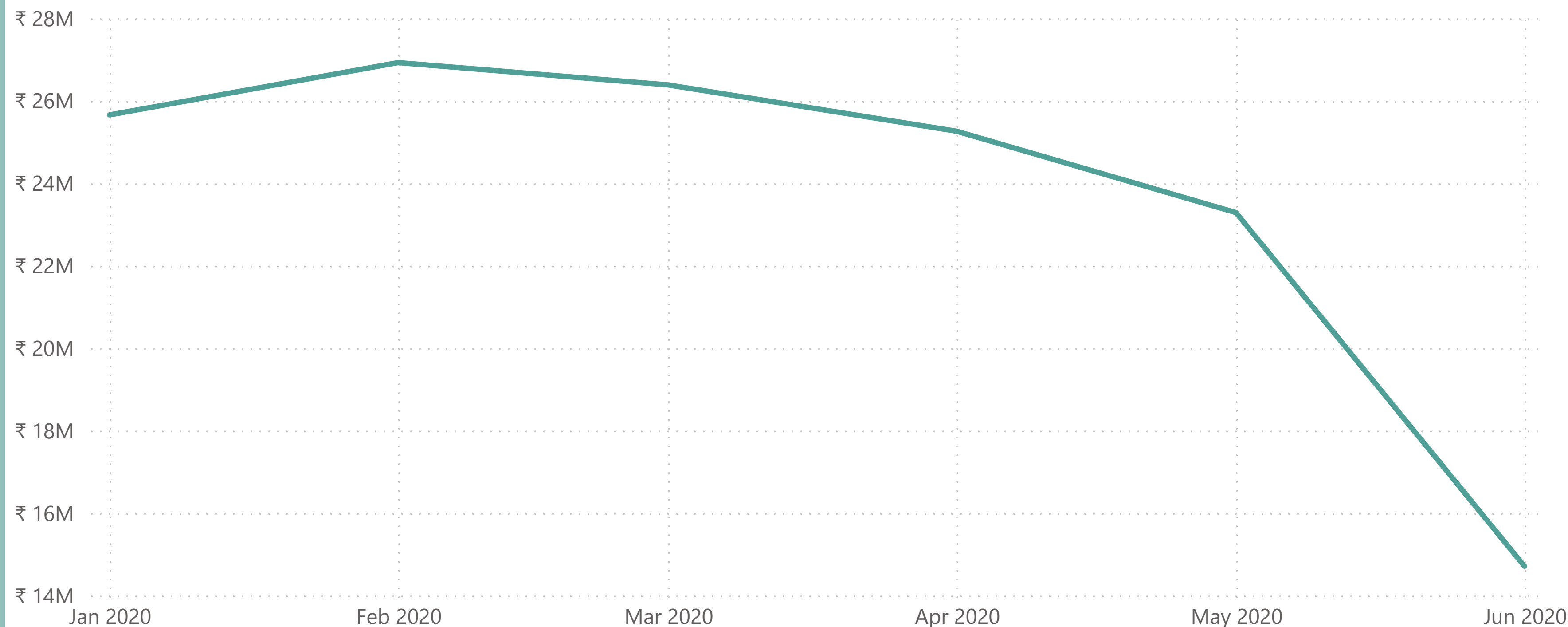
Sales Qty by Market

custo... ● Brick & Mortar ● E-Commerce

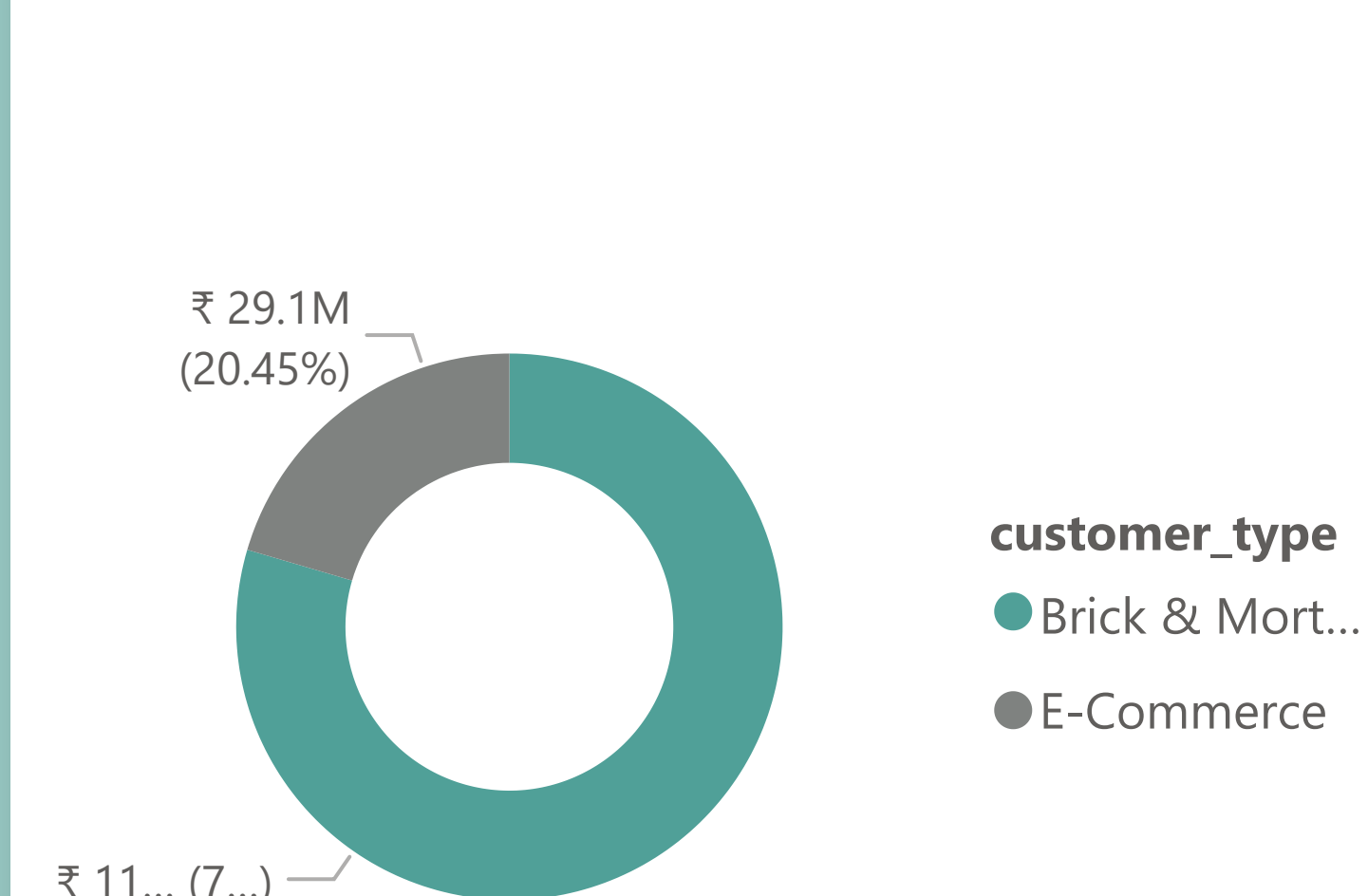


3

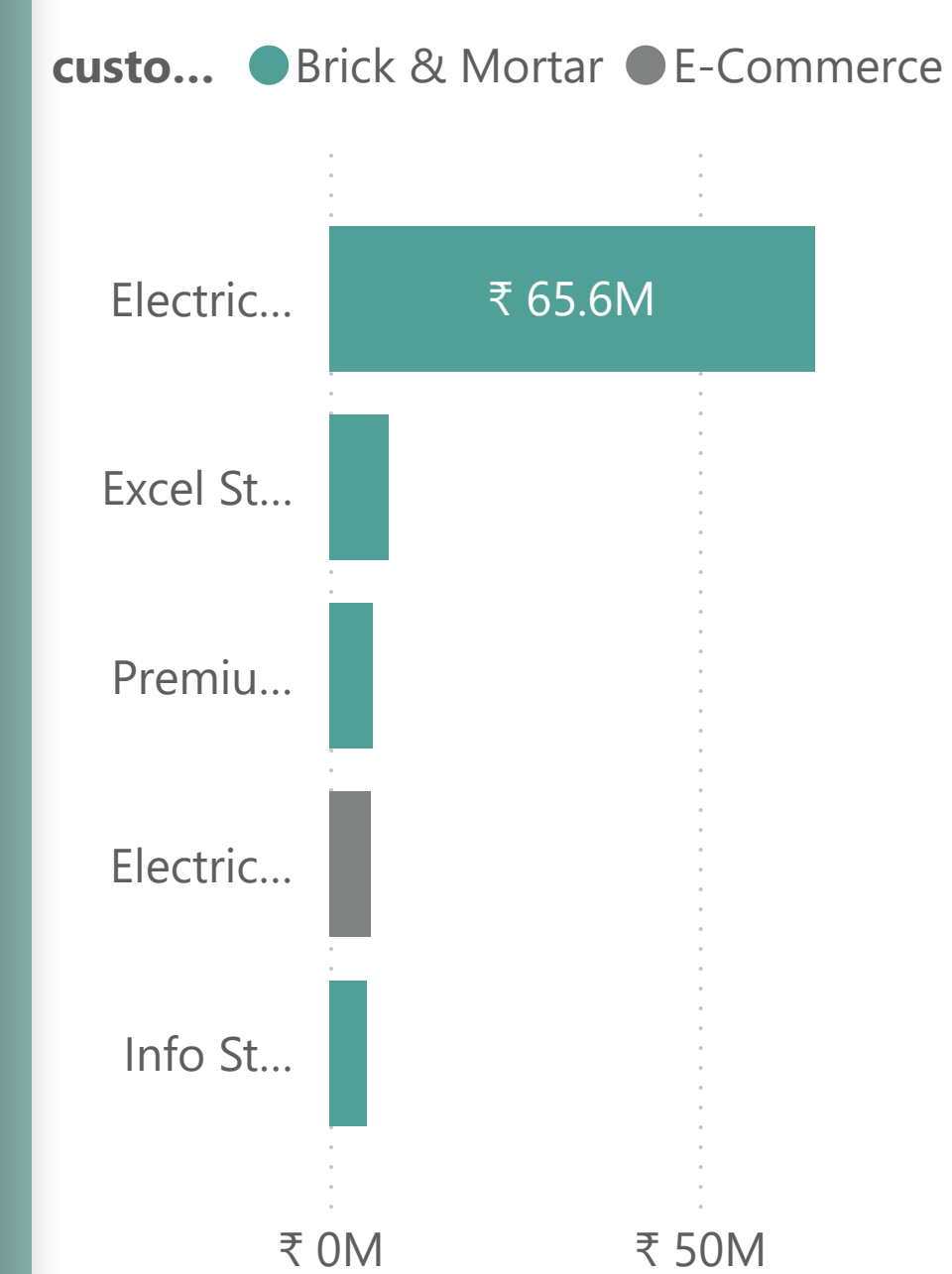
Revenue Trend



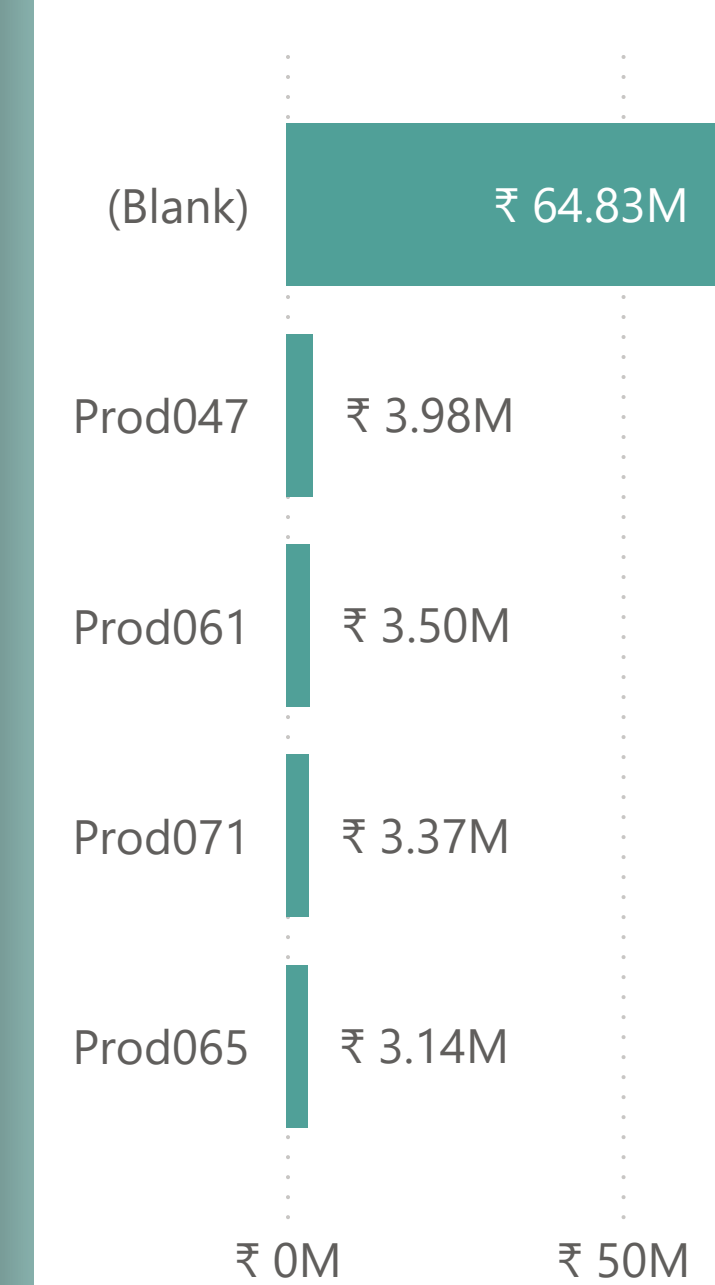
Revenue by customer_type



Top 5 Customer



Top 5 Product





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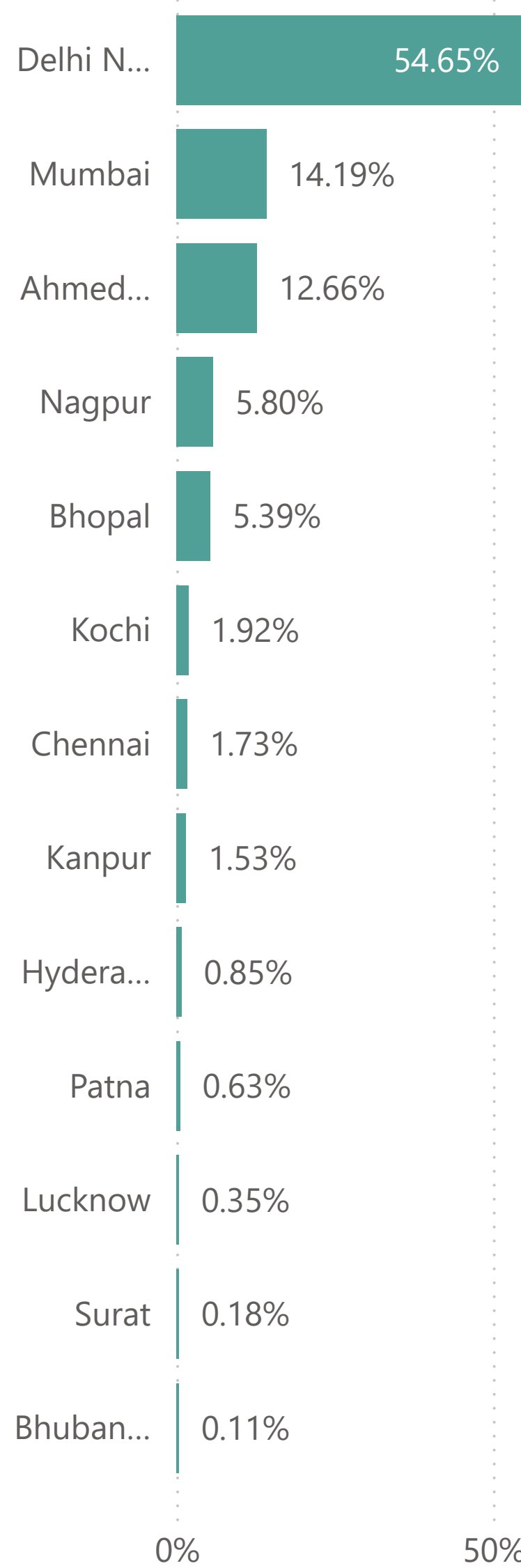
Sales Qty

₹ 2.1M

Total Profit Margin

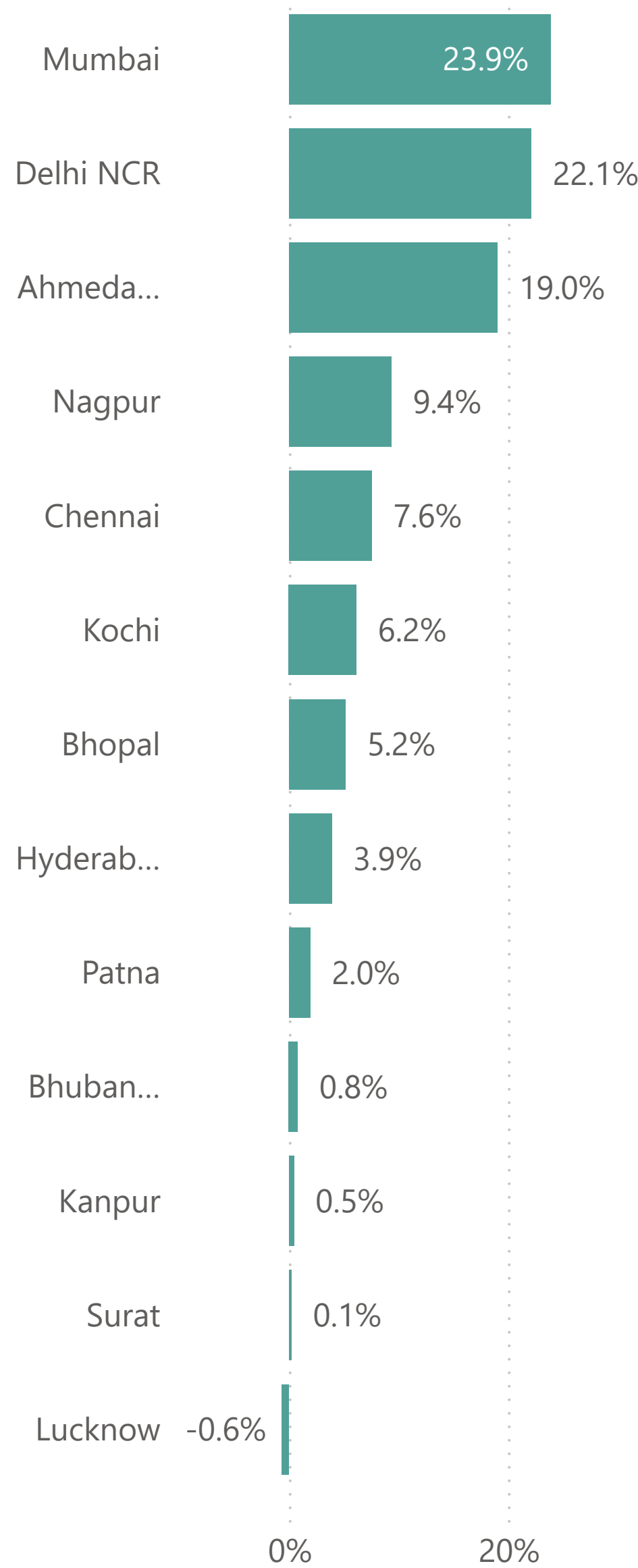
2

Revenue Contribution % by Market

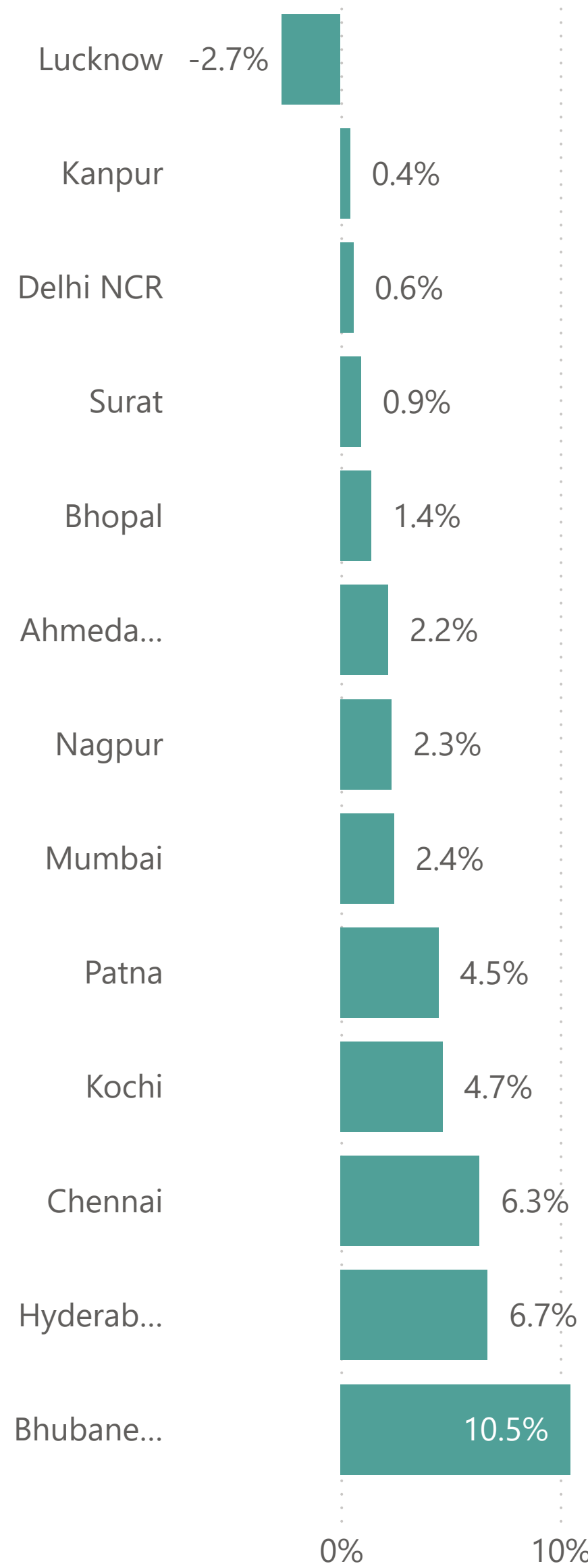


3

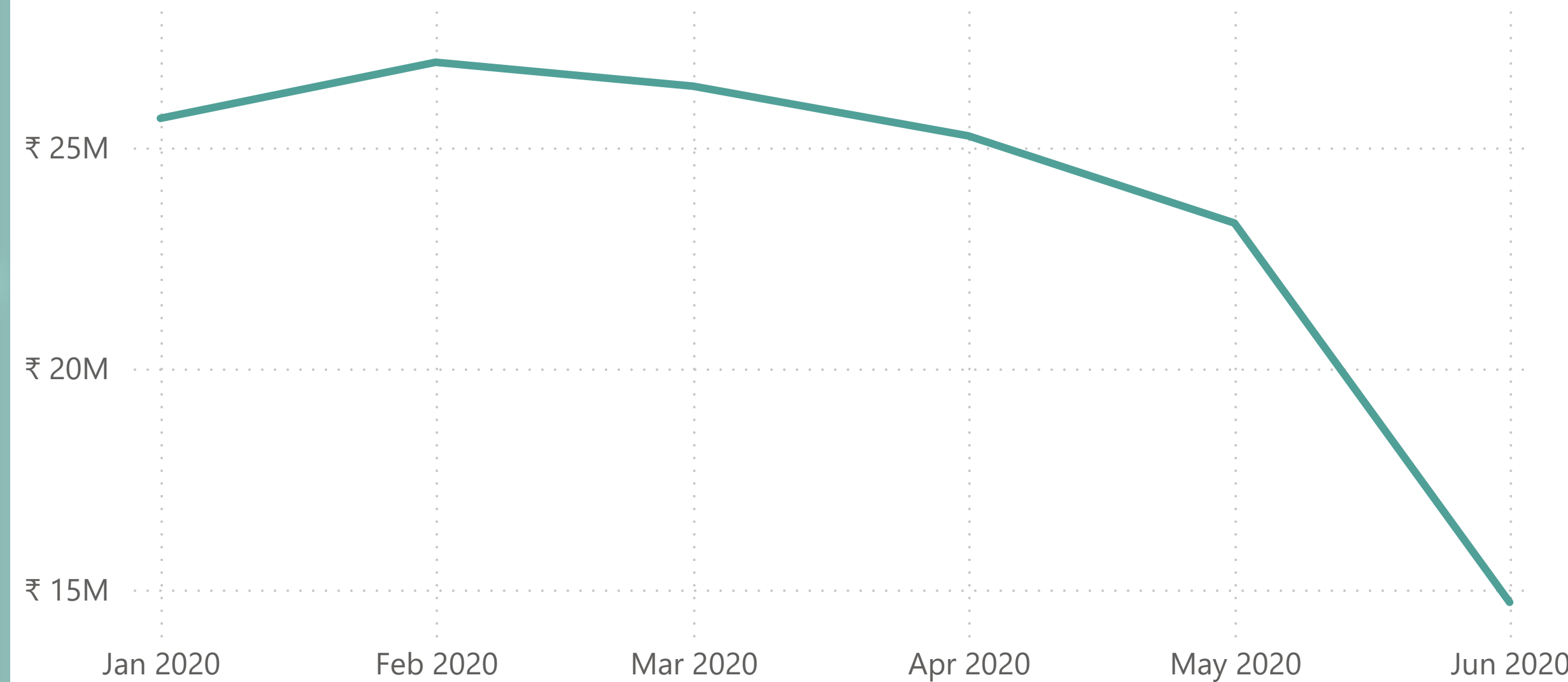
Profit Contribution % by Market



Profit Margin % by Markets



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Contribution %	Profit Margin %
Electricalsara Stores	₹ 65,641,977.0	46.15%	11.9%	0.4%
Excel Stores	₹ 7,928,385.0	5.57%	12.5%	3.3%
Premium Stores	₹ 5,899,748.0	4.15%	1.4%	0.5%
Electricalslytical	₹ 5,537,904.0	3.89%	1.3%	0.5%
Info Stores	₹ 5,064,374.0	3.56%	7.8%	3.2%
Control	₹ 4,182,662.0	2.94%	2.5%	1.2%
Surge Stores	₹ 3,953,600.0	2.78%	11.9%	6.2%
Logic Stores	₹ 3,319,243.0	2.33%	0.6%	0.4%
Acclaimed Stores	₹ 3,116,384.0	2.19%	6.1%	4.0%
Nixon	₹ 3,028,345.0	2.13%	4.7%	3.2%
Epic Stores	₹ 3,002,834.0	2.11%	-6.8%	-4.7%
Forward Stores	₹ 2,560,961.0	1.80%	5.4%	4.3%
Electricalsocity	₹ 2,520,938.0	1.77%	3.3%	2.7%
Modular	₹ 2,453,519.0	1.73%	5.0%	4.2%
Surface Stores	₹ 2,420,004.0	1.70%	3.2%	2.7%
Atlas Stores	₹ 2,189,613.0	1.54%	2.1%	2.0%
Nomad Stores	₹ 1,978,550.0	1.39%	4.0%	4.1%
Integration Stores	₹ 1,909,611.0	1.34%	-0.2%	-0.2%
Unity Stores	₹ 1,748,166.0	1.23%	3.3%	3.9%
Total	₹ 142,224,545.0	100.00%	100.0%	1.4%



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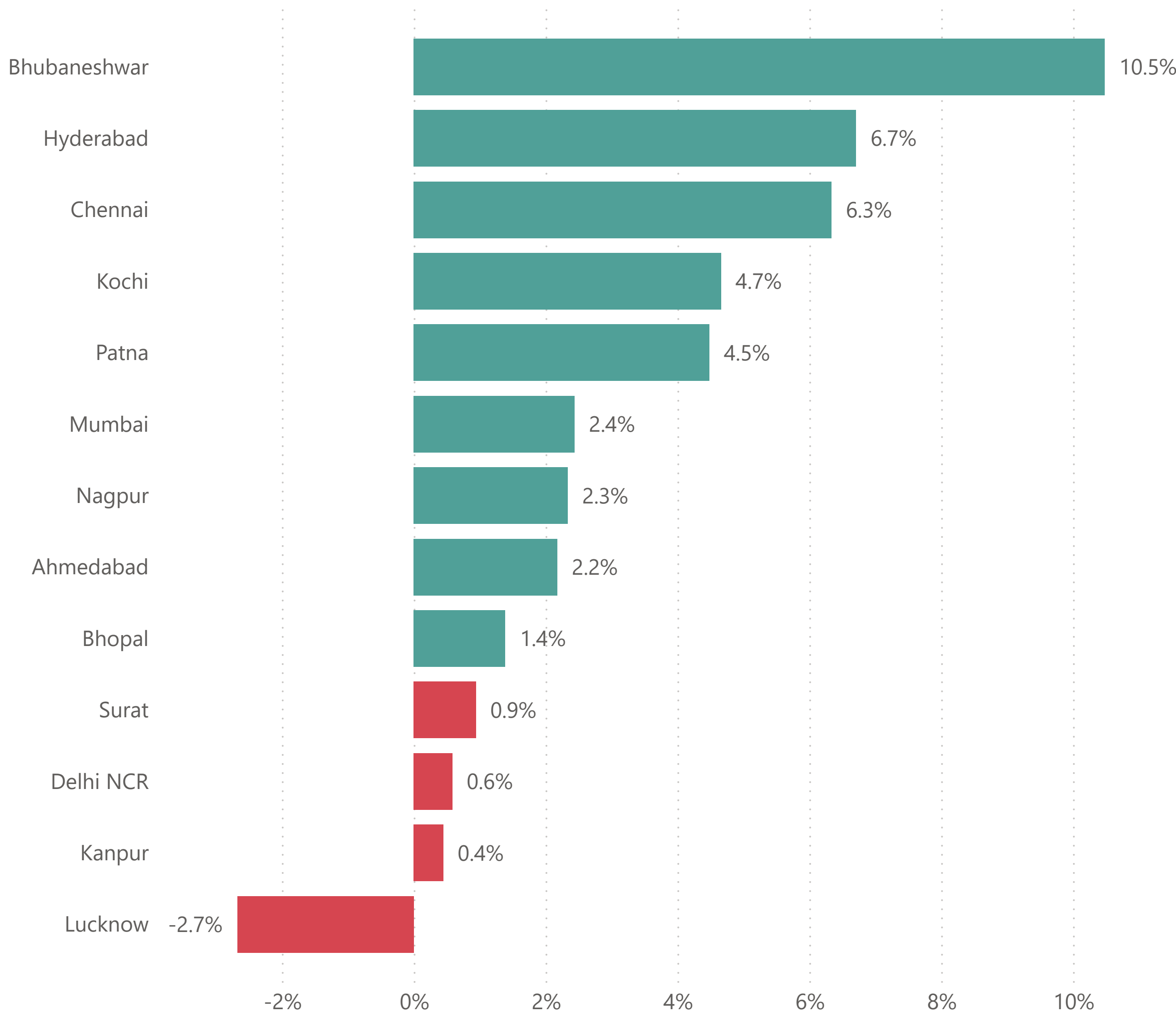
Total Profit Margin

Profit Target

1%

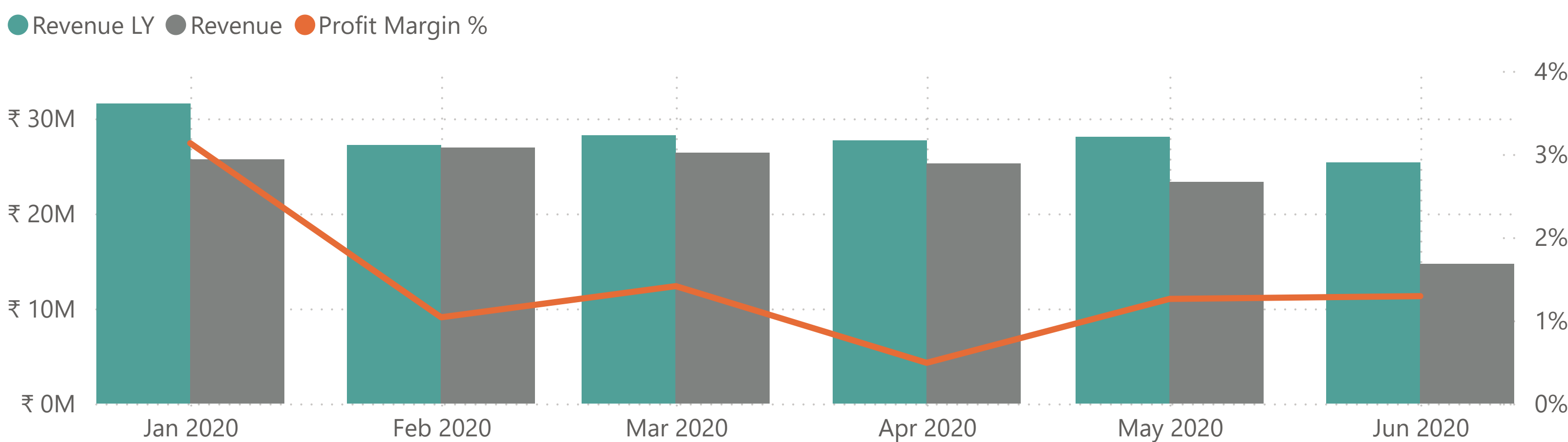
2

Profit Margin % by Zone, Market, and Customer



3

Revenue Trend



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