



AtliQ
Hardware

SALE



Sales Over View

₹142.22M

Total Revenue

350.24K

Sales Quantity

₹2.06M

Total Profit

Year

2017

2018

2019

2020

Months

January

March

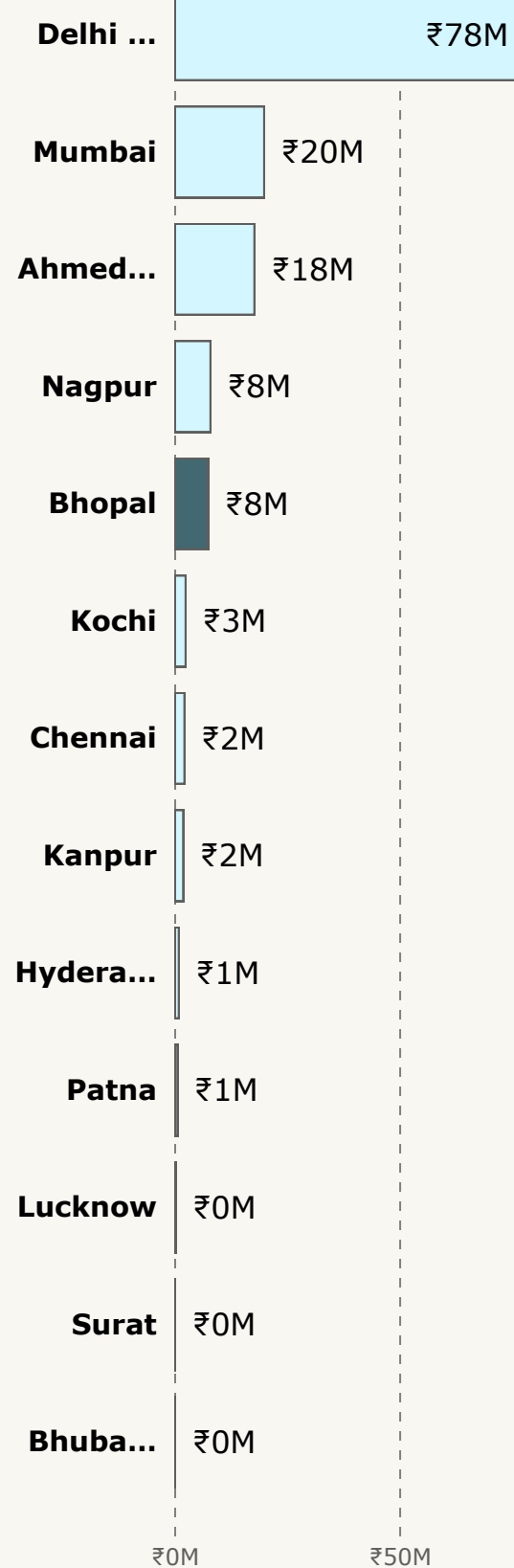
May

February

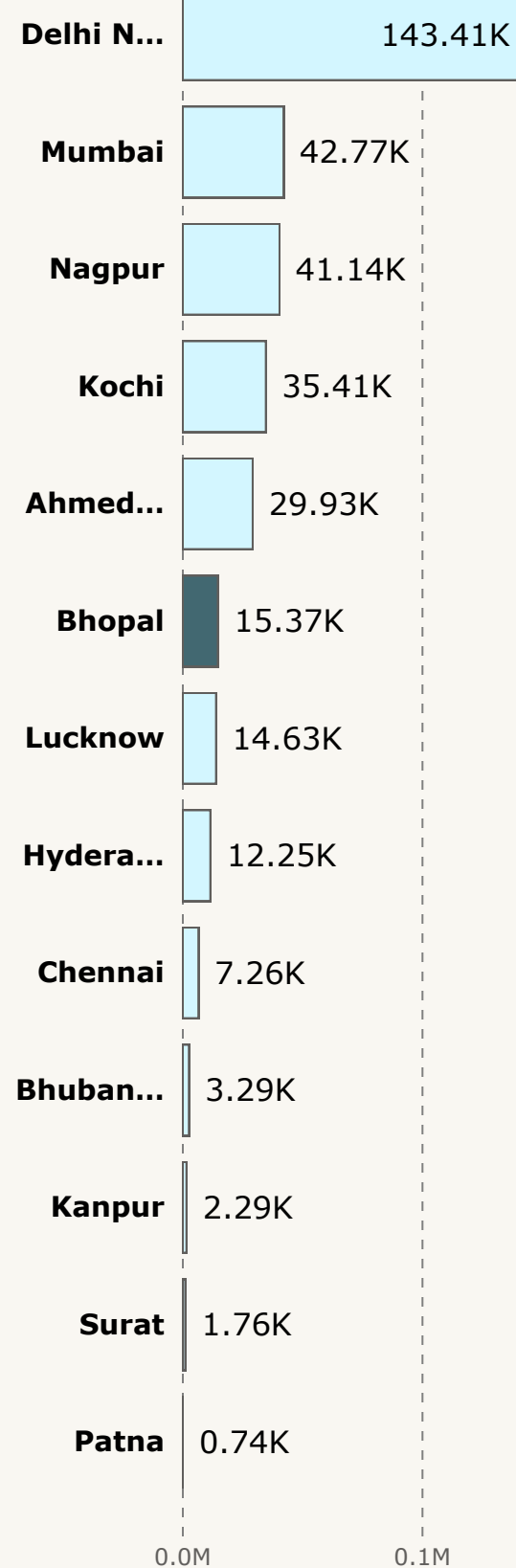
April

June

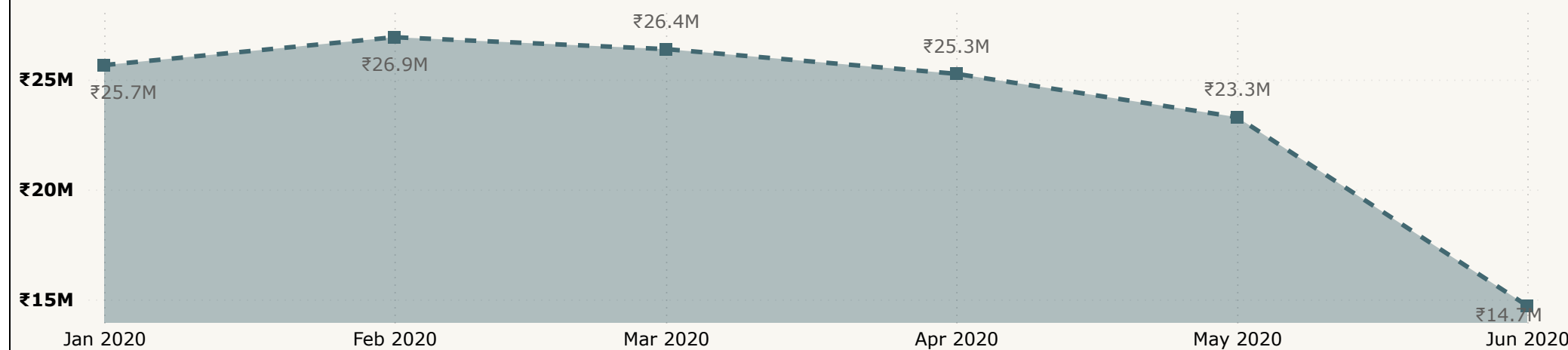
Total Revenue by
markets_name



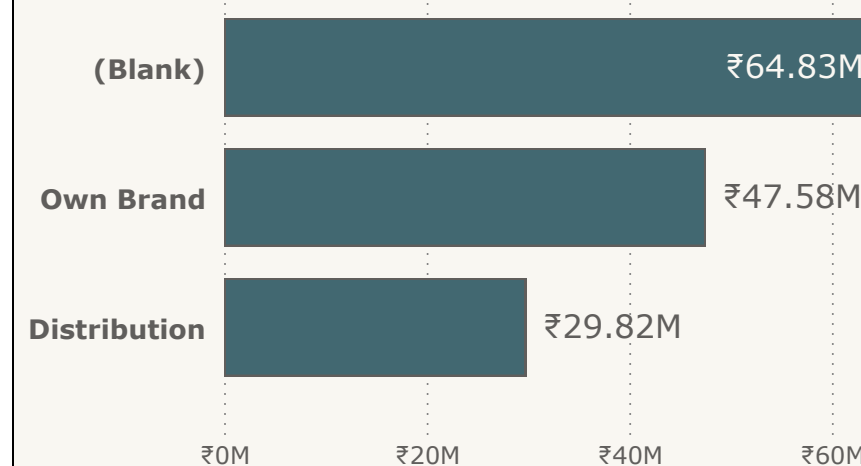
Sales Quantity by
markets_name



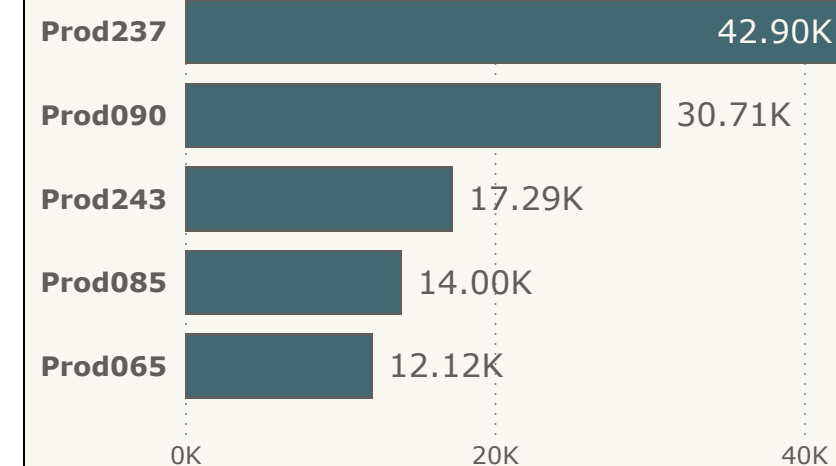
Total Revenue by Year, Quarter, Month and Day



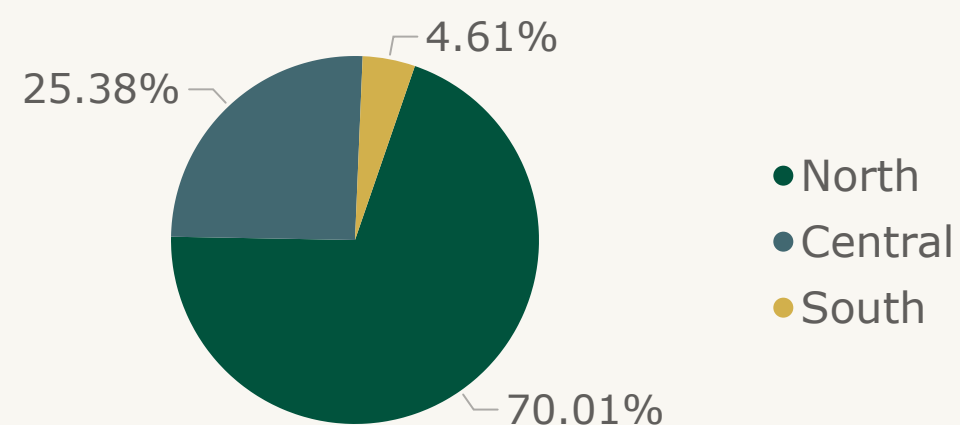
Total Revenue by product_type



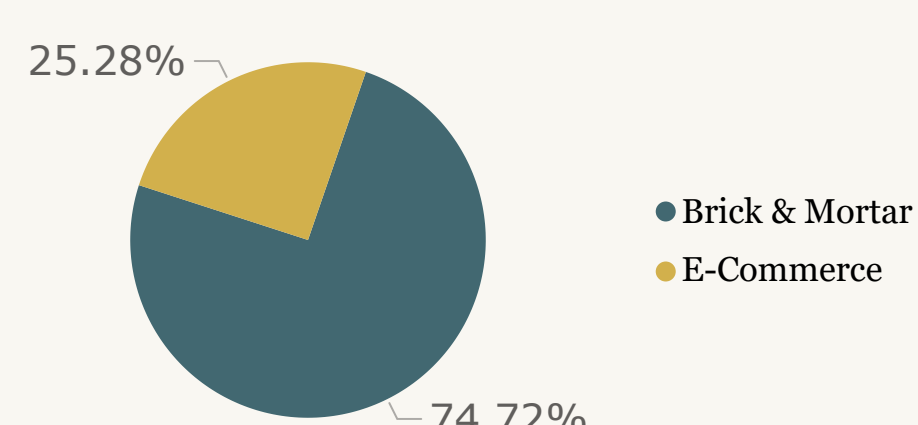
Sales Quantity by product_code



Total Revenue by zone



Sales Quantity by customer_type





AtliQ
Hardware

SALE



Profit Overview

₹2.06M

Total Profit

Year

2017

2019

2018

2020

Month

January

March

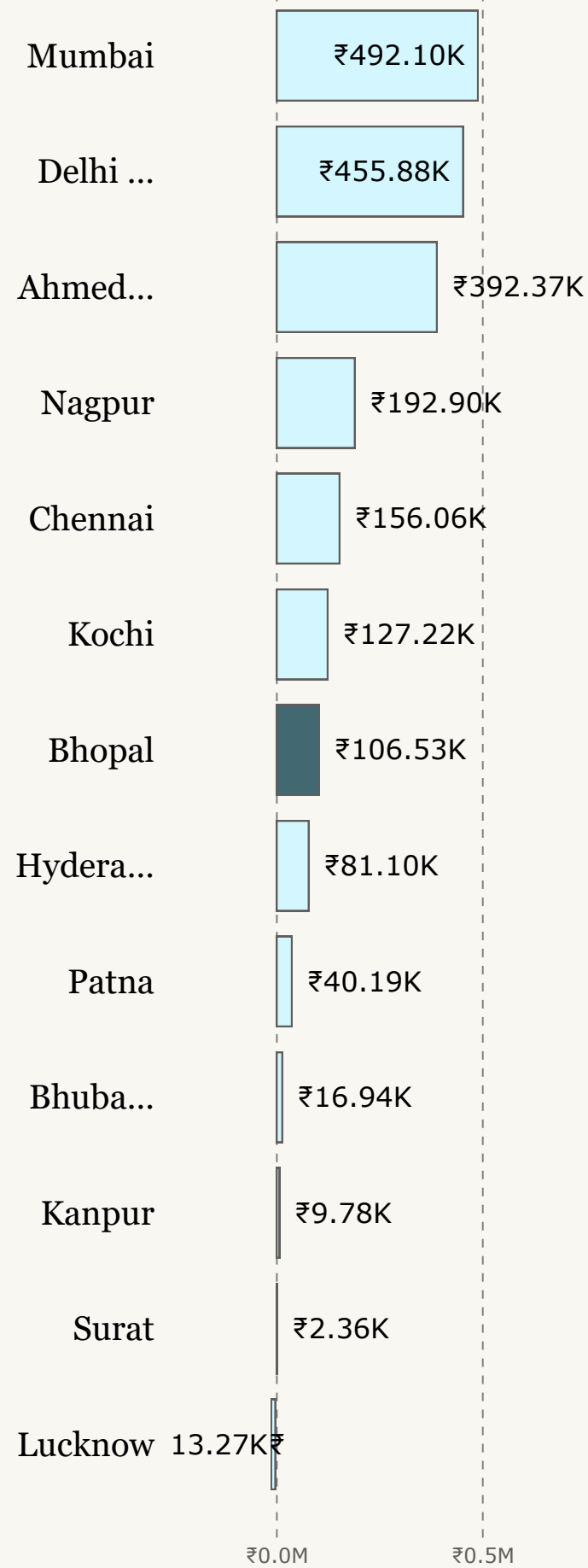
May

February

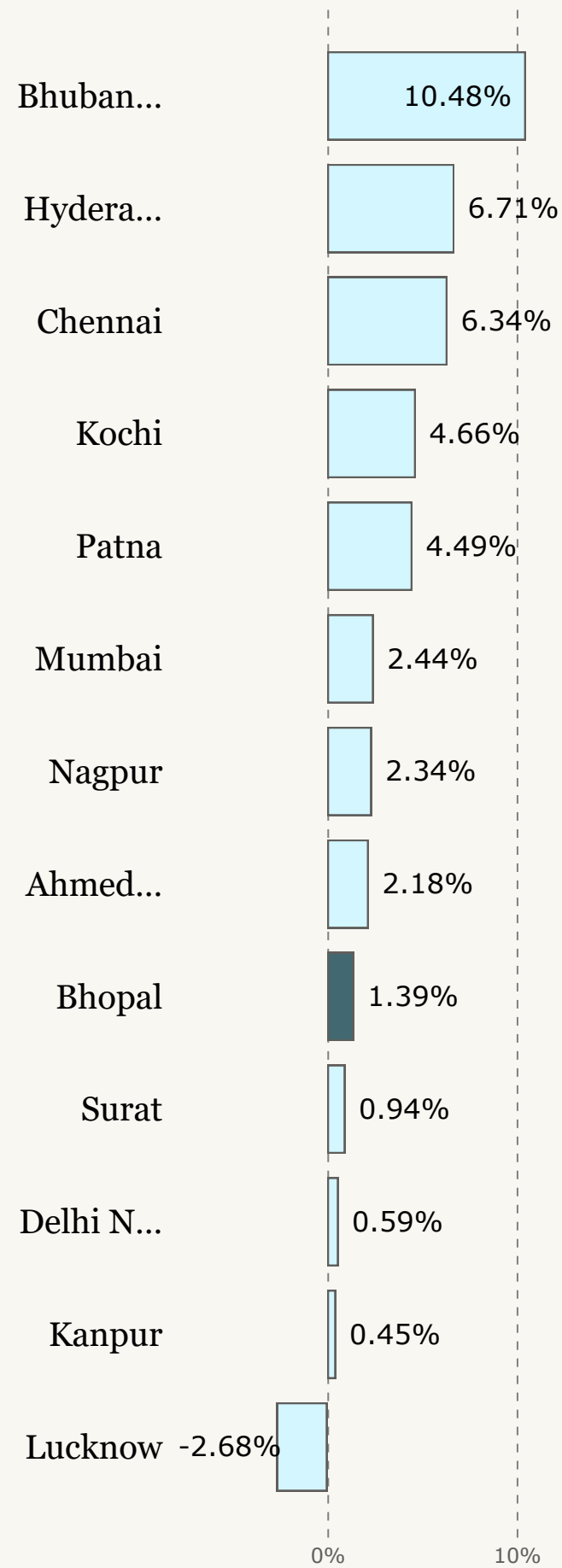
April

June

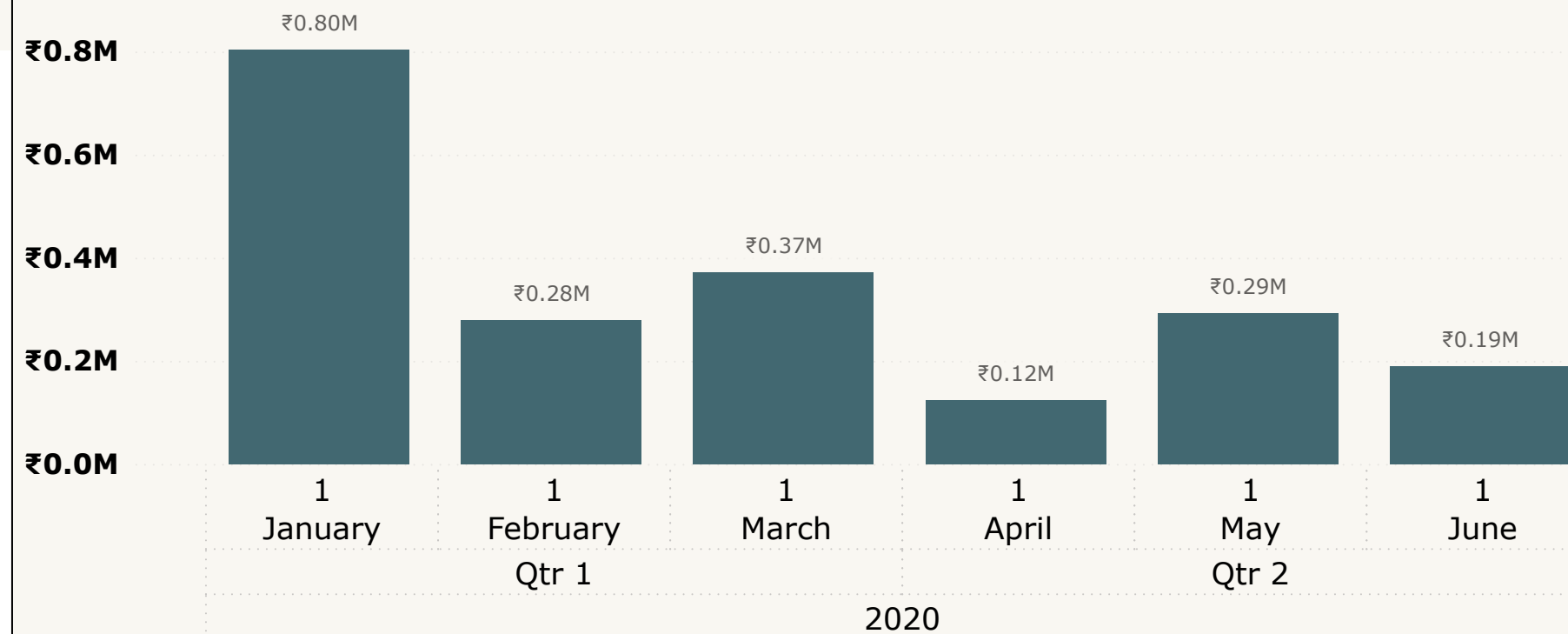
Total Profit by markets_name



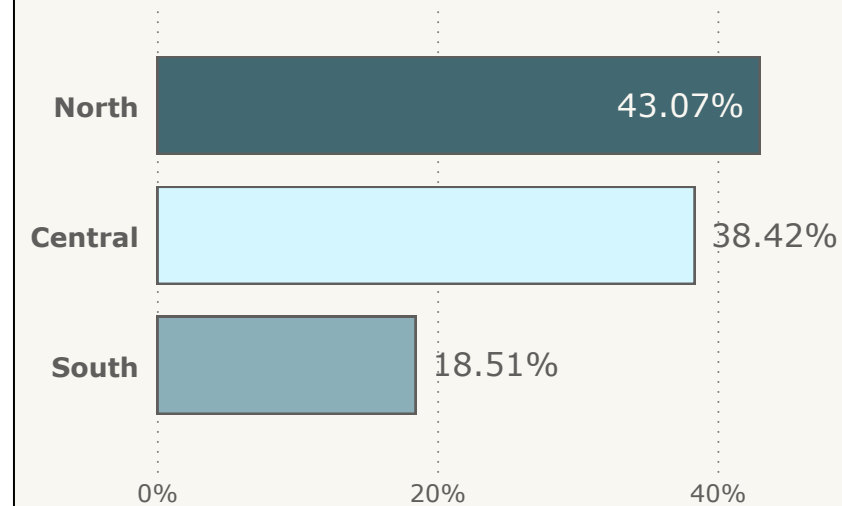
Pofit Margin % by markets_name



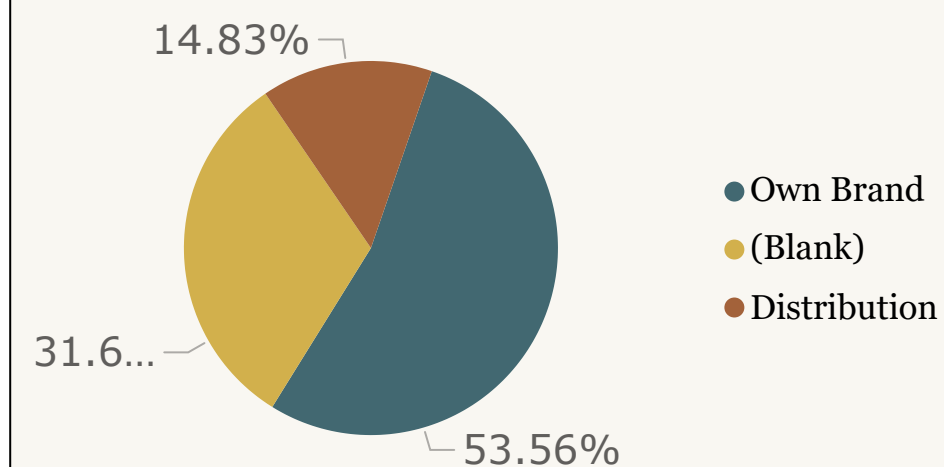
Total Profit by Year, Quarter, Month and Day



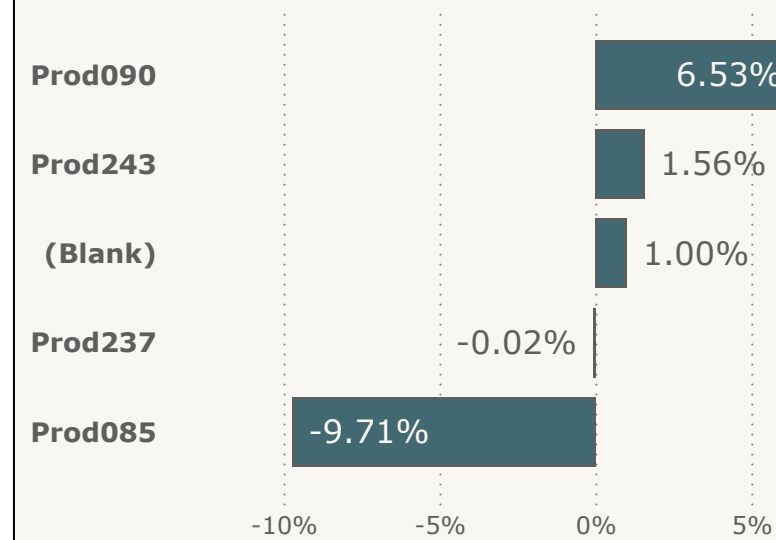
profit margin contribution by zone



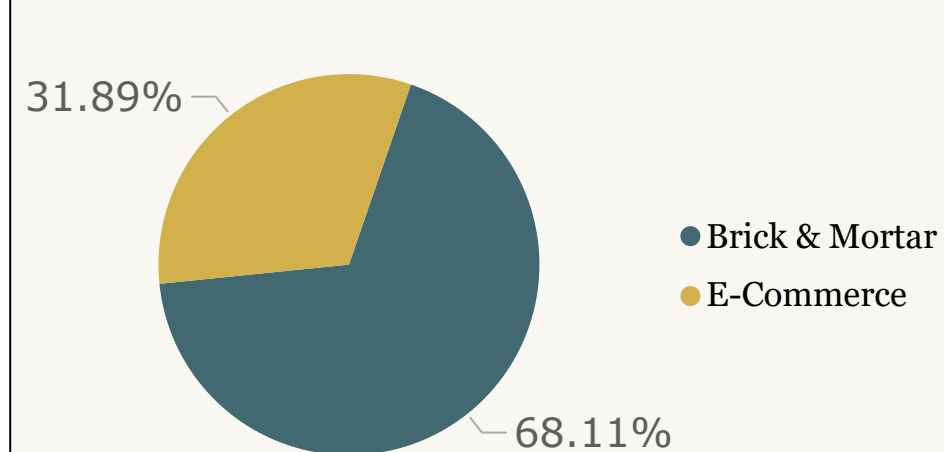
Total Profit by product_type



Pofit Margin % by product_code



Total Profit by customer_type



Product Analysis

Months		
January	March	May
February	April	June

Year			
2017	2018	2019	2020

Market Name				
Ahmedabad	Bhubaneswar	Hyderabad	Lucknow	Patna
Bengaluru	Chennai	Kanpur	Mumbai	Surat
Bhopal	Delhi NCR	Kochi	Nagpur	

product_code	product_type	Sales Quantity	Total Revenue	Total Profit	Pofit Margin %	Profit Margin Contribution	Revenue Contribution
Prod005	Own Brand	17	₹9,472	₹1,103.52	11.65%	100.00%	100.00%
Prod024	Distribution	158	₹2,81,546	₹27,887.17	9.91%	-149.37%	64.40%
Prod025	Distribution	91	₹2,15,217	1,499.10 -₹	-0.70%	-18.13%	49.18%
Prod030	Distribution	12	₹5,046	756.90 -₹	-15.00%	100.00%	100.00%
Prod040	Own Brand	1262	₹19,84,544	₹22,968.65	1.16%	1308.54%	82.29%
Prod042	Own Brand	95	₹1,50,368	4,365.31 -₹	-2.90%	100.00%	100.00%
Prod044	Own Brand	709	₹13,46,645	17,693.21 -₹	-1.31%	100.00%	100.00%
Prod046	Own Brand	11	₹17,898	₹1,008.08	5.63%	-2.84%	7.29%
Prod048	Own Brand	1	₹1,606	₹0.00	0.00%	0.00%	100.00%
Prod058	Own Brand	410	₹1,43,375	₹41,898.84	29.22%	74.91%	9.54%
Prod067	Distribution	32	₹4,444	₹711.04	16.00%	100.00%	100.00%
Prod070	Distribution	1215	₹9,88,395	32,036.97 -₹	-3.24%	-21.12%	42.72%
Prod071	Distribution	1704	₹33,65,872	49,654.56 -₹	-1.48%	100.00%	100.00%
Prod072	Distribution	402	₹8,60,930	52,420.99 -₹	-6.09%	100.00%	100.00%
Prod073	Distribution	947	₹14,77,394	3,69,348.50 -₹	-25.00%	100.00%	100.00%
Prod083	Own Brand	1263	₹7,61,699	₹2,05,317.00	26.96%	101.37%	96.49%
Prod084	Own Brand	800	₹6,66,111	1,99,833.30 -₹	-30.00%	105.23%	64.69%
Prod102	Own Brand	1541	₹14,96,927	13,740.50 -₹	-0.92%	98.48%	99.45%
Prod106	Own Brand	418	₹5,38,801	2,476.92 -₹	-0.46%	7.90%	47.69%
Prod110	Distribution	127	₹1,93,117	11,819.90 -₹	-6.12%	78.00%	72.29%
Prod113	Distribution	2354	₹8,10,791	₹12,581.83	1.55%	50.62%	77.83%
Prod114	Distribution	277	₹97,937	539.04 -₹	-0.55%	-14.54%	55.93%
Prod116	Distribution	604	₹2,14,952	19,327.47 -₹	-8.99%	90.42%	75.33%
Prod117	Distribution	2257	₹6,96,151	5,704.06 -₹	-0.82%	-124.88%	69.33%
Prod121	Distribution	176	₹54,895	₹5,895.42	10.74%	10.60%	3.51%
Prod122	Own Brand	610	₹1,49,882	₹14,202.20	9.48%	100.74%	97.21%
Prod123	Own Brand	7	₹1,290	₹174.24	13.51%	100.00%	100.00%
Prod124	Own Brand	2793	₹10,56,850	₹58,112.53	5.50%	97.83%	94.96%
Prod127	Own Brand	987	₹2,89,626	₹26,522.30	9.16%	93.07%	88.08%

Customer Analysis

Year	
2017	2019
2018	2020

Market Name				
Ahmedabad	Bhubaneswar	Hyderabad	Lucknow	Patna
Bengaluru	Chennai	Kanpur	Mumbai	Surat
Bhopal	Delhi NCR	Kochi	Nagpur	

Months					
January	March	May	July	September	November
February	April	June	August	October	December

custmer_name	markets_name	Sales Quantity	Total Revenue	Total Profit	Pofit Margin %	Revenue Contribution	Profit Contribution
Acclaimed Stores	Kanpur	7725	₹78,60,624	1,63,265.89 -₹	-2.08%	0.80%	-0.66%
Acclaimed Stores	Mumbai	18980	₹1,33,36,103	₹4,84,361.07	3.63%	1.35%	1.96%
All-Out	Kanpur	4791	₹38,82,672	₹74,952.81	1.93%	0.39%	0.30%
All-Out	Nagpur	6233	₹21,85,760	₹79,776.84	3.65%	0.22%	0.32%
Atlas Stores	Ahmedabad	24038	₹1,63,75,620	₹2,92,481.64	1.79%	1.66%	1.19%
Atlas Stores	Mumbai	1694	₹2,91,093	₹3,414.58	1.17%	0.03%	0.01%
Control	Ahmedabad	31616	₹2,90,97,266	₹7,14,542.01	2.46%	2.95%	2.90%
Control	Kanpur	52	₹68,935	15,290.96 -₹	-22.18%	0.01%	-0.06%
Control	Surat	17099	₹26,05,796	₹1,26,677.05	4.86%	0.26%	0.51%
Electricalsara Stores	Bengaluru	75	₹6,532	₹2,416.84	37.00%	0.00%	0.01%
Electricalsara Stores	Bhopal	4489	₹13,14,937	₹32,490.33	2.47%	0.13%	0.13%
Electricalsara Stores	Delhi NCR	636656	₹41,05,36,232	₹92,62,257.08	2.26%	41.68%	37.56%
Electricalsara Stores	Mumbai	12603	₹14,75,887	₹10,735.10	0.73%	0.15%	0.04%
Electricalsbea Stores	Ahmedabad	5	₹9,686	₹208.56	2.15%	0.00%	0.00%
Electricalsbea Stores	Bhopal	488	₹3,26,408	₹2,538.96	0.78%	0.03%	0.01%
Electricalsbea Stores	Nagpur	7	₹273	₹0.17	0.06%	0.00%	0.00%
Electricalslance Stores	Delhi NCR	4000	₹6,44,444	57,999.96 -₹	-9.00%	0.07%	-0.24%
Electricalslance Stores	Nagpur	6470	₹12,24,017	₹20,513.20	1.68%	0.12%	0.08%
Electricalslytical	Mumbai	58898	₹4,80,95,673	₹16,81,849.11	3.50%	4.88%	6.82%
Electricalslytical	Nagpur	20558	₹15,48,516	₹6,410.89	0.41%	0.16%	0.03%
Electricalsocity	Mumbai	23115	₹1,70,50,353	₹7,09,978.52	4.16%	1.73%	2.88%
Electricalsocity	Nagpur	3011	₹4,39,582	₹14,653.88	3.33%	0.04%	0.06%
Electricalsopedia Stores	Mumbai	41229	₹33,04,450	₹98,736.13	2.99%	0.34%	0.40%
Electricalsopedia Stores	Nagpur	35379	₹69,76,753	₹2,31,196.00	3.31%	0.71%	0.94%
Electricalsquipo Stores	Mumbai	6452	₹7,44,883	₹53,464.35	7.18%	0.08%	0.22%
Electricalsquipo Stores	Nagpur	11674	₹5,85,478	₹34,158.65	5.83%	0.06%	0.14%
Elite	Nagpur	1207	₹4,08,846	₹20,056.47	7.250%	0.040%	0.120%