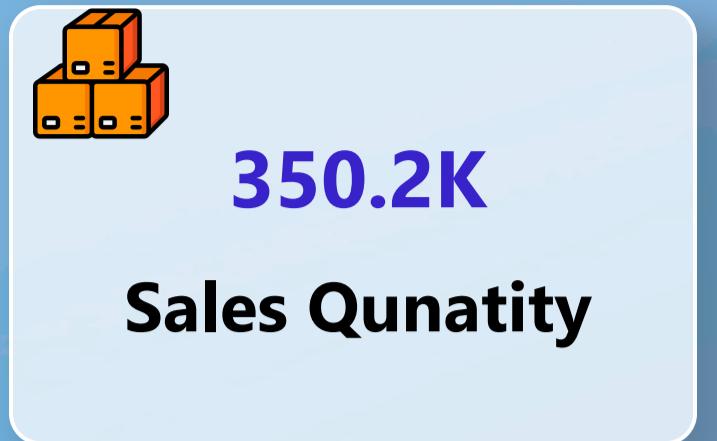


# Atliq Sales Insights



Revenue

Sales Quantity

2017

2018

2019

2020

Jan 20

Feb 20

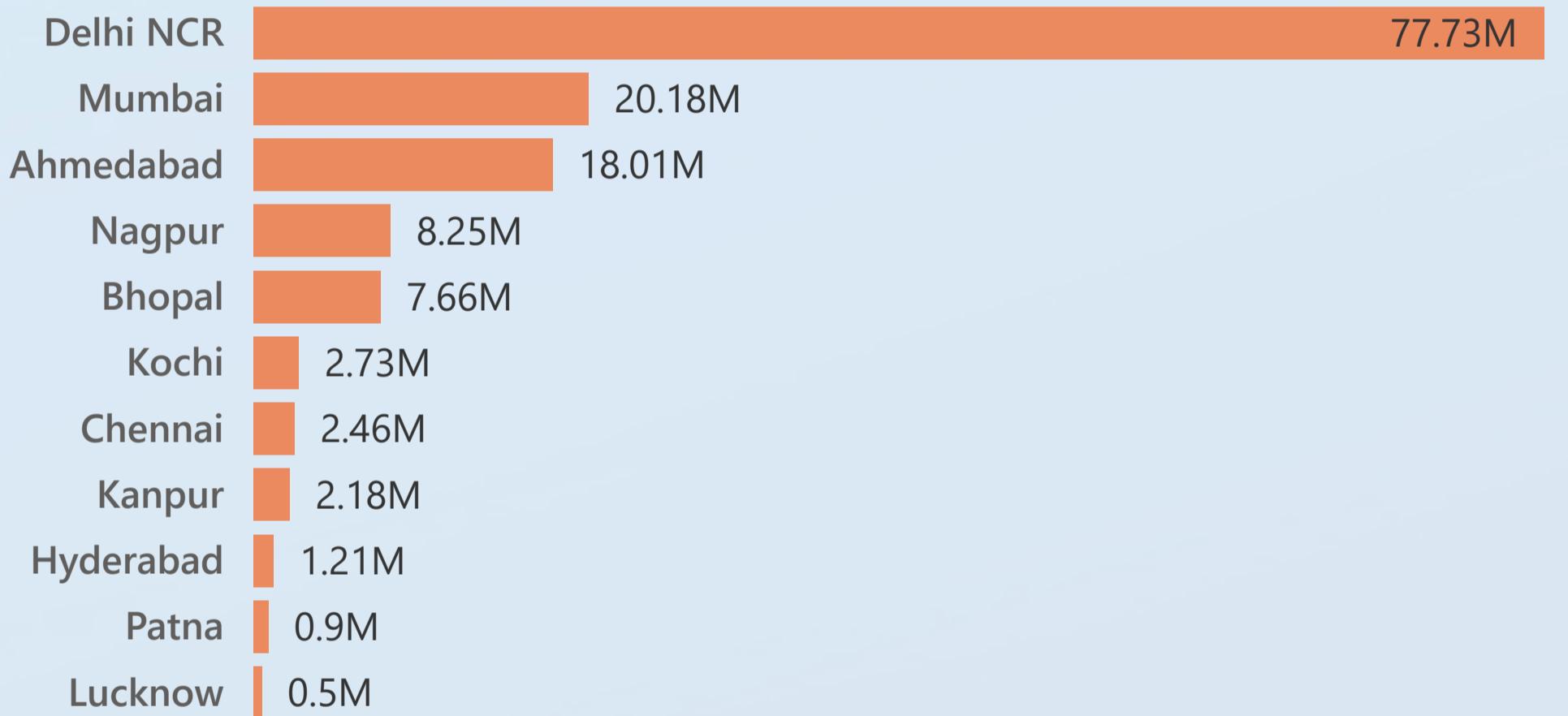
Mar 20

Apr 20

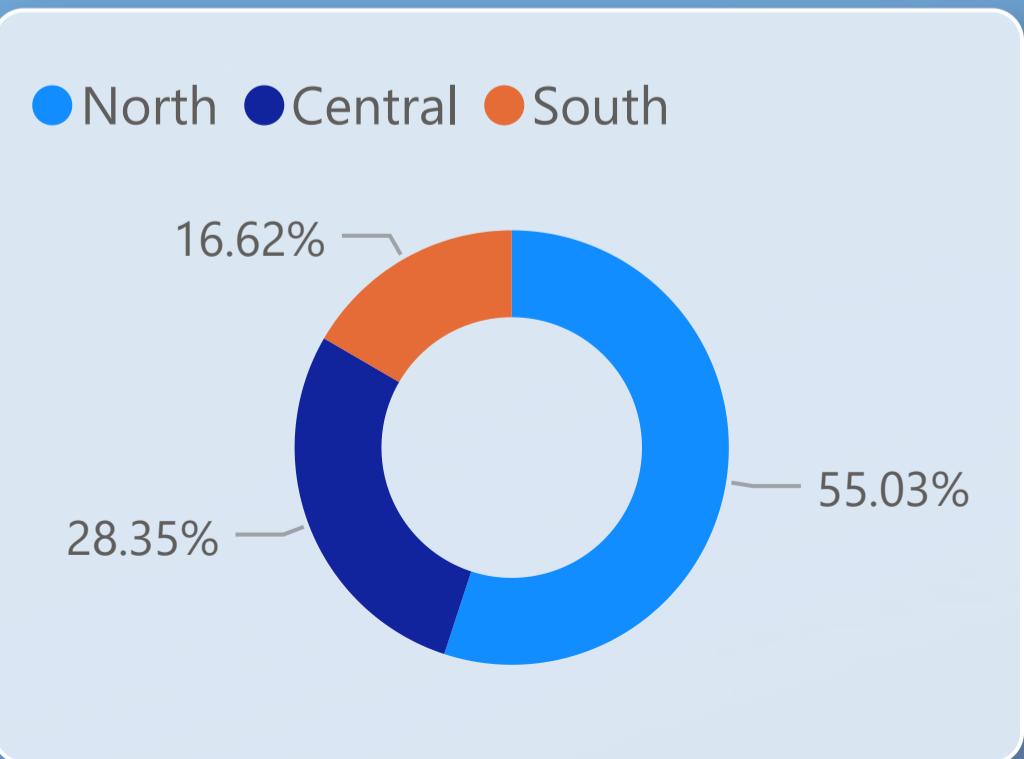
May 20

Jun 20

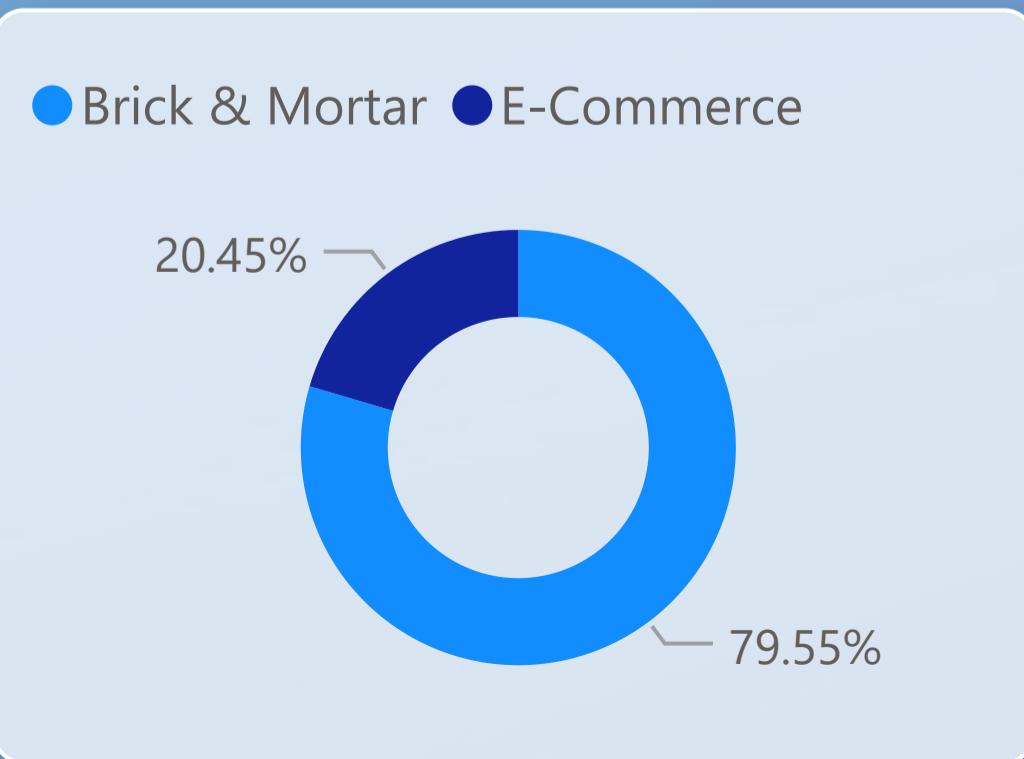
## Revenue by Customer



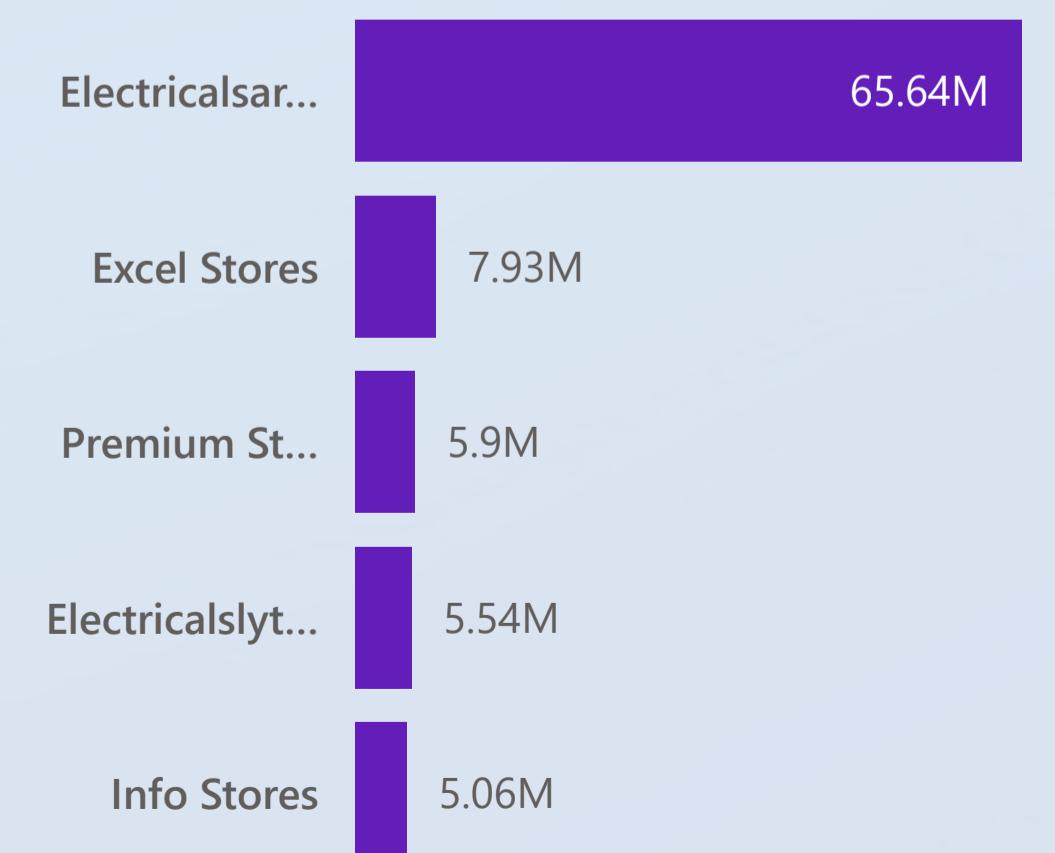
## Revenue by Zone



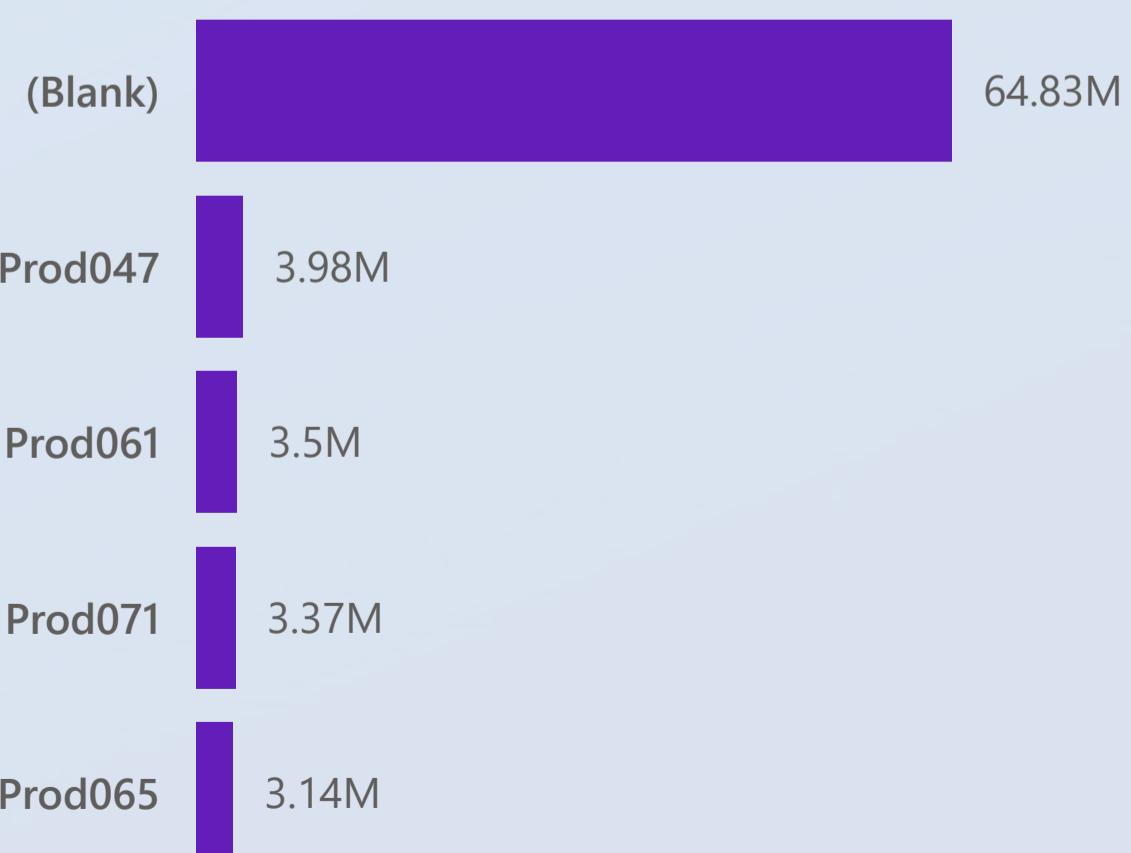
## Revenue by Product Type



## Top 5 Customers by Revenue



## Top 5 Products by Revenue



 ₹ 92.9M  
Revenue

 234.5K  
Sales Quantity

 2.8M  
Profit Margin

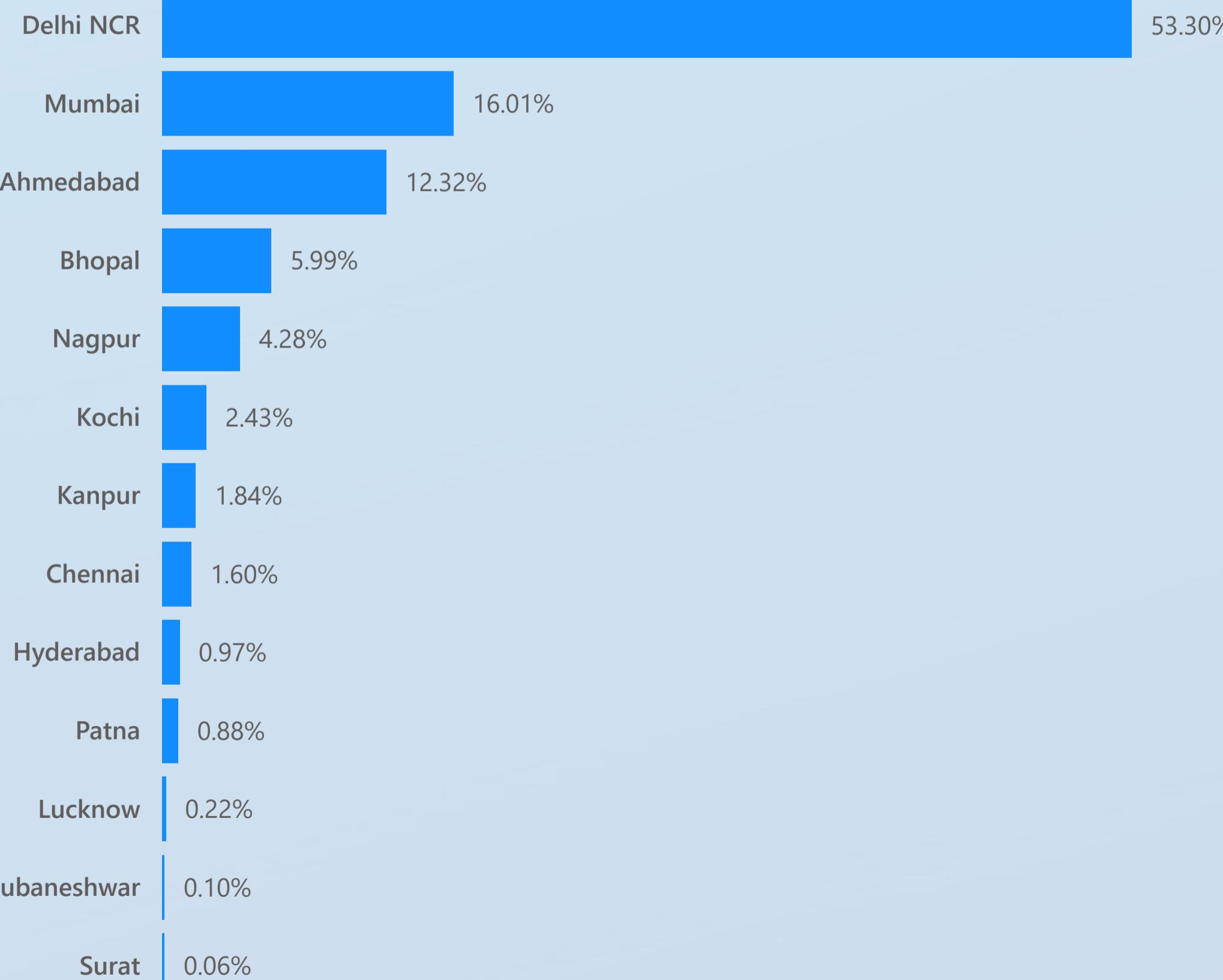
 3.0%  
Profit Margin %

2017 2018 2019 2020

Jun 17 Jul 17 Aug 17 Sep 17 Oct 17 Nov 17 Dec 17

Revenue % Profit Margin contribution % Profit Margin %

### Revenue % by markets



### Revenue Trend



### Revenue and Profit Margin and Profit contribution by customer

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Sage	₹ 341,574	0.4%	2.32%	18.9%
Leader	₹ 1,141,296	1.2%	6.65%	16.2%
Electricalsquipo Stores	₹ 171,530	0.2%	0.62%	10.0%
Electricalslytical	₹ 6,135,803	6.6%	20.44%	9.2%
Power	₹ 570,852	0.6%	1.83%	8.9%
Insight	₹ 211,885	0.2%	0.66%	8.6%
Surface Stores	₹ 1,370,731	1.5%	3.56%	7.2%
Relief	₹ 320,202	0.3%	0.78%	6.7%
Sound	₹ 583,466	0.6%	1.40%	6.7%
Acclaimed Stores	₹ 1,701,927	1.8%	3.97%	6.5%
Niran Total	₹ 7,914,695	8.5%	13.90%	4.9%
	₹ 92,882,653	100.0%	100.00%	3.0%

 ₹ 336.0M  
Revenue

 847.1K  
Sales Quantity

 10.5M  
Profit Margin

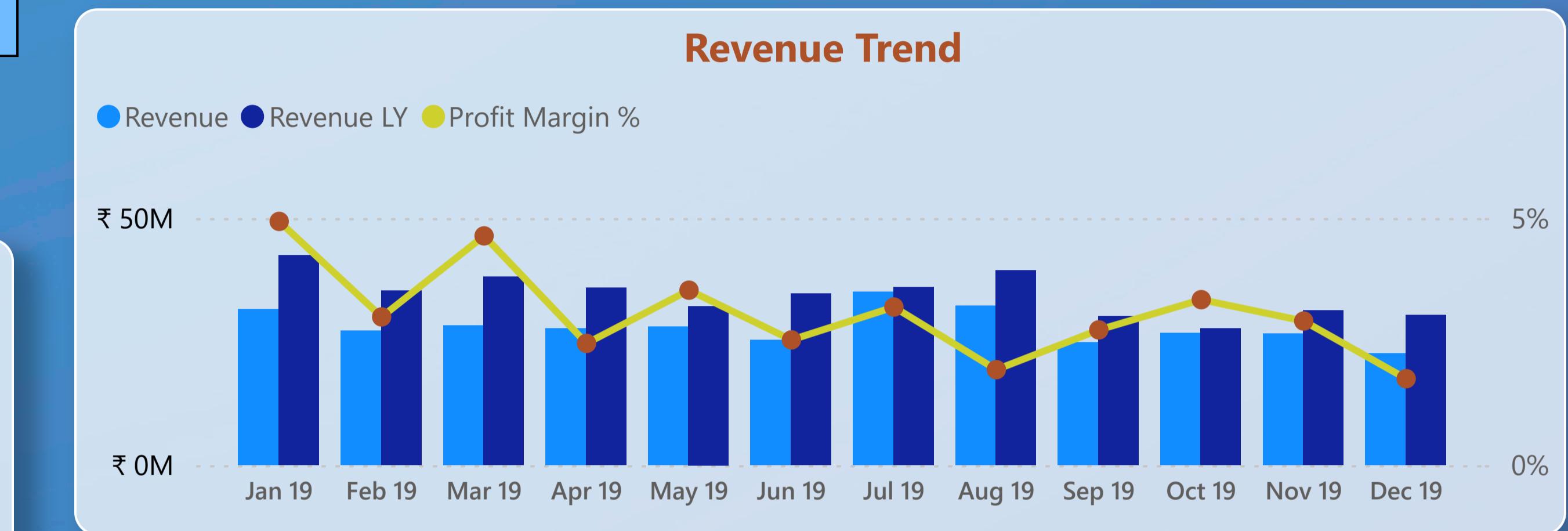
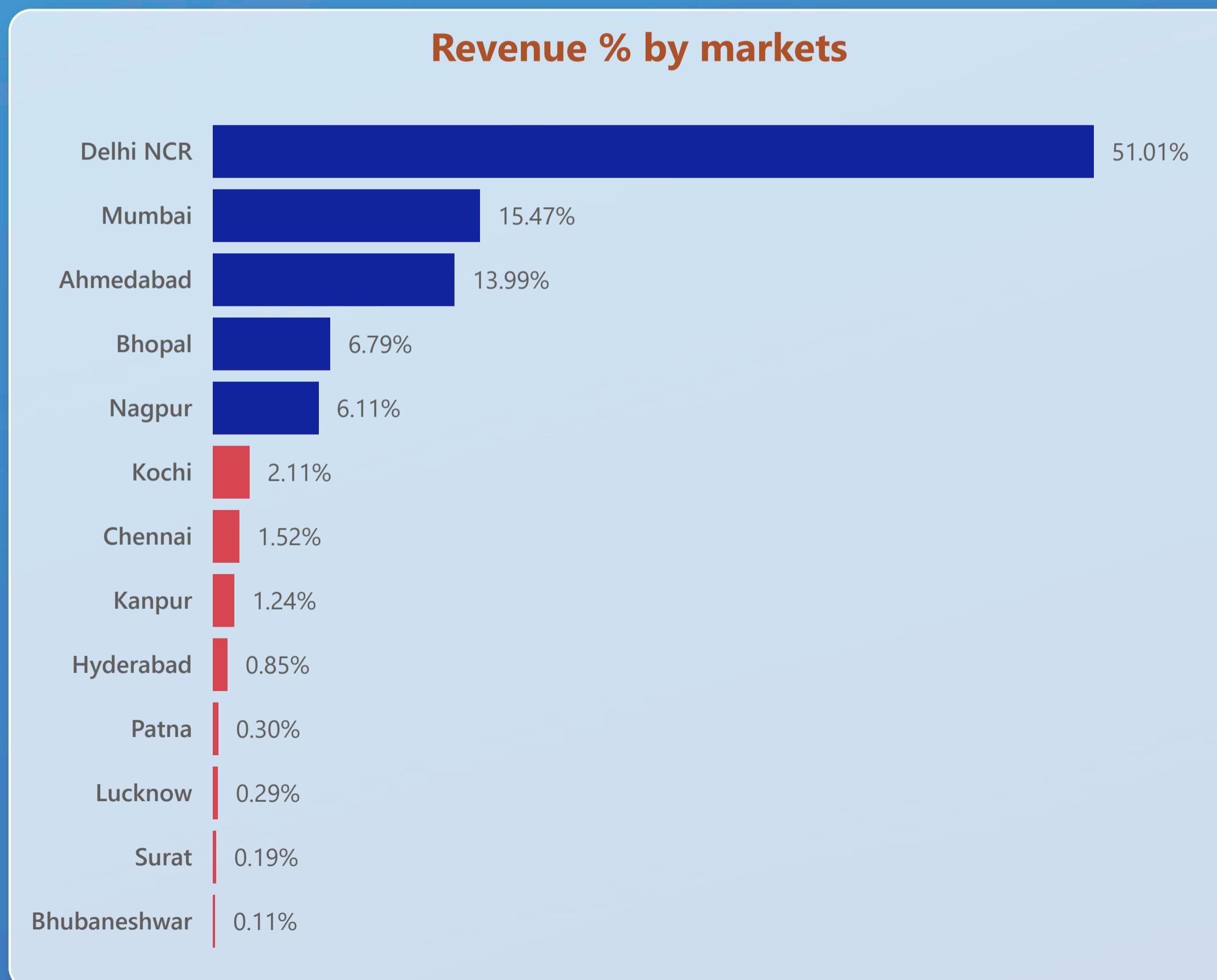
 3.1%  
Profit Margin %

2017 2018 2019 2020

Jan 19 Feb 19 Mar 19 Apr 19 May 19 Jun 19 Jul 19 Aug 19 Sep 19 Oct 19 Nov 19 Dec 19



Profit Target :  4%



### Revenue and Profit Margin and Profit contribution by customer

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricals lance Stores	₹ 1,069,121	0.3%	-0.53%	-5.2% 
Electricals bea Stores	₹ 155,049	0.0%	-0.06%	-4.3% 
Acclaimed Stores	₹ 7,039,364	2.1%	-1.08%	-1.6% 
Sage	₹ 404,123	0.1%	0.00%	0.1%
Info Stores	₹ 12,569,241	3.7%	1.04%	0.9%
Electricals quipo Stores	₹ 355,573	0.1%	0.05%	1.4%
Excel Stores	₹ 18,535,841	5.5%	2.57%	1.5%
Electricals ocity	₹ 4,617,369	1.4%	0.68%	1.5%
Integration Stores	₹ 4,826,711	1.4%	0.82%	1.8%
Atlas Stores	₹ 6,367,792	1.9%	1.14%	1.9%
Total	₹ 336,019,102	100.0%	100.00%	3.1%