

# AtliQ Hardware Sales Insights

Key Insights

Profit Analysis

Performance Insights

₹142.2M

Revenue

350K

Sales Quantity

2.06M

Total Profit

1.4%

Profit Margin %

2017

2018

2019

2020

Month

All



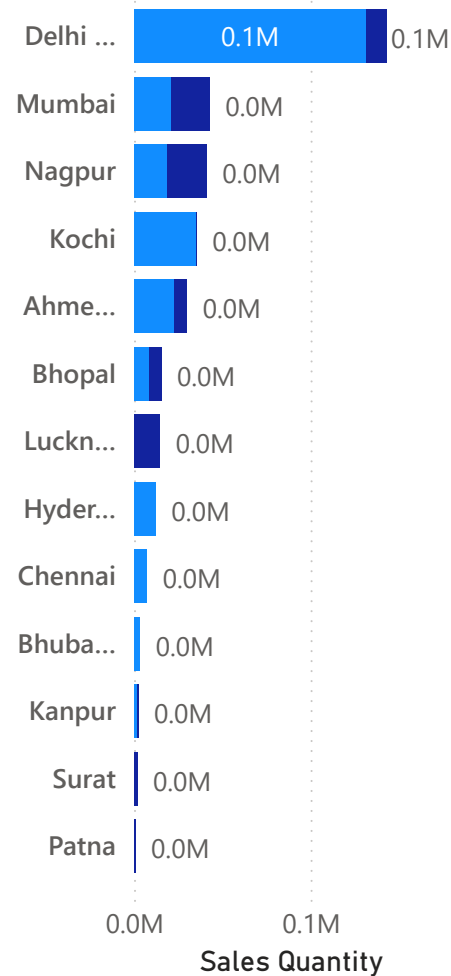
## Revenue by markets

custo... Brick & Mortar E-Commer...



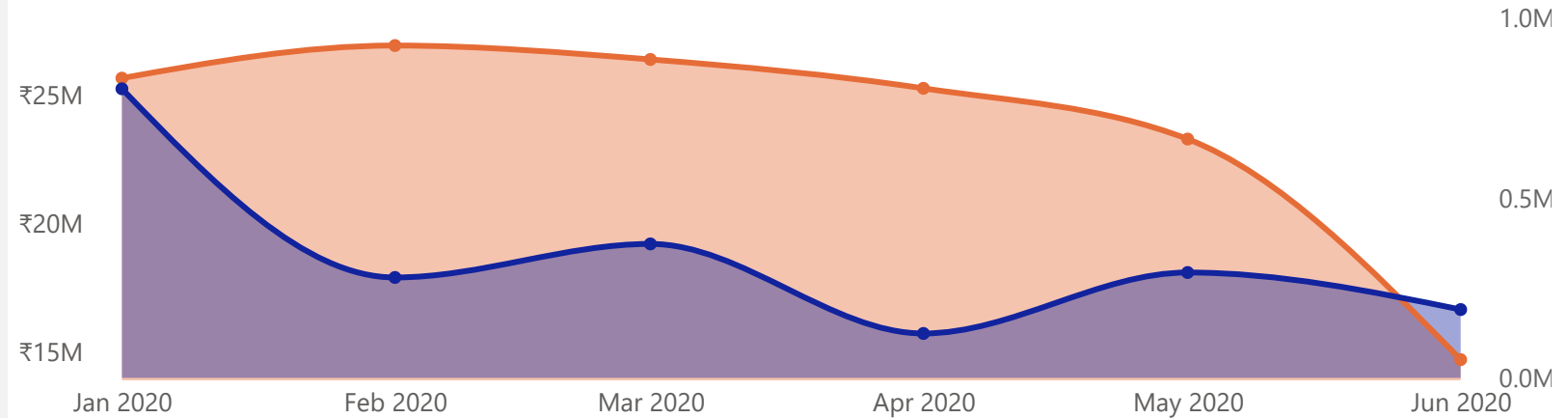
## Sales Qty by markets

custo... Brick & Mortar E-Commer...

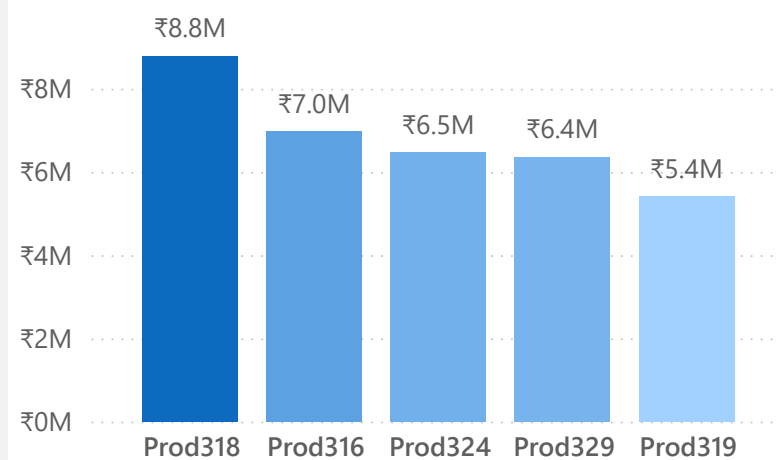


## Revenue Trend

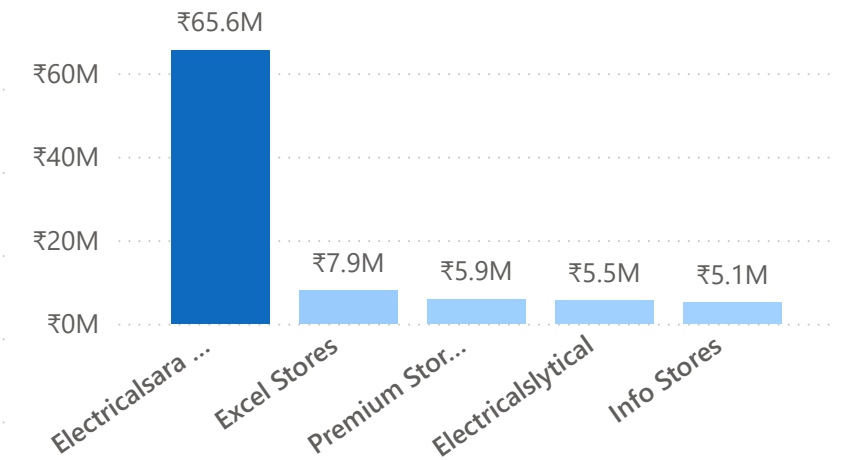
Revenue Total Profit



## Top 5 Products



## Top 5 Customers





₹984.9M

Revenue

2M

Sales Quantity

24.66M

Total Profit

2.5%

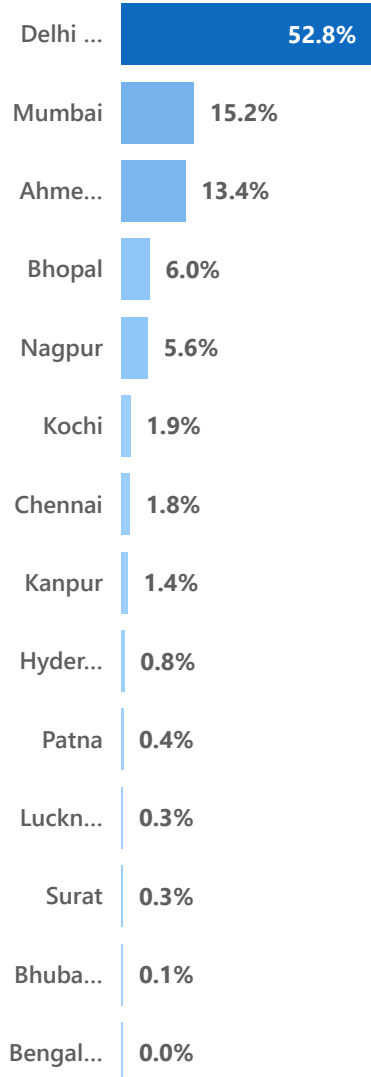
Profit Margin %

Key Insights

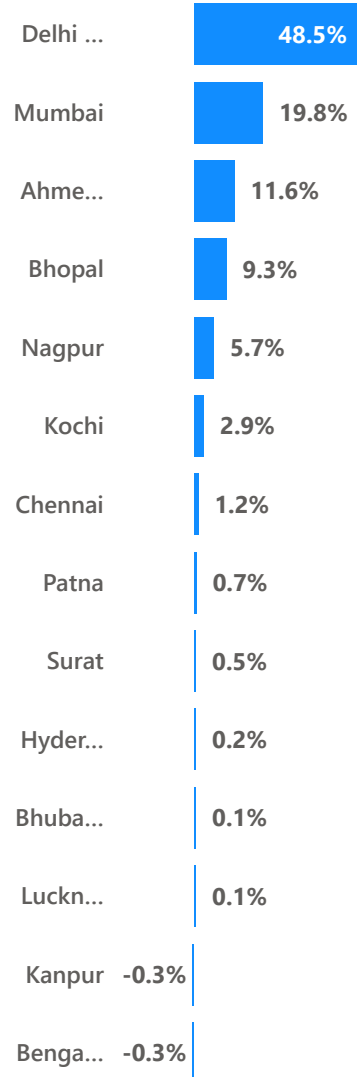
Profit Analysis

Performance  
Insights

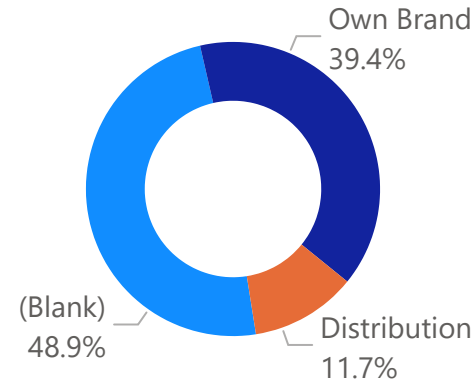
### Revenue contribution by markets



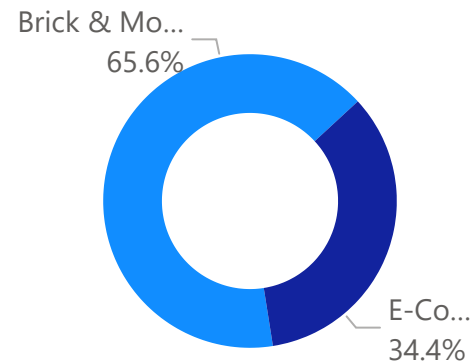
### Profit Contribution by markets



### Profit contribution by product type



### Profit contribution by customer type



2017

2018

2019

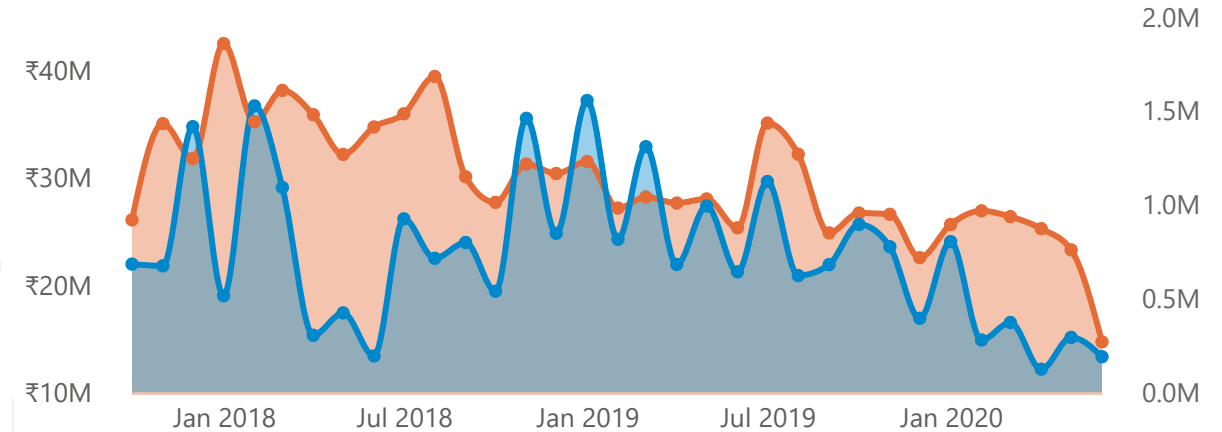
2020

Month

All

### Revenue Trend

● Revenue ● Total Profit



customer_name	Revenue	Revenue contribution %	Profit Contribution %	Profit Margin %
Acclaimed Stores	₹2,11,96,727.0	2.2%	1.3%	1.5%
All-Out	₹60,68,432.0	0.6%	0.6%	2.5%
Atlas Stores	₹1,66,66,713.0	1.7%	1.2%	1.8%
Control	₹3,17,71,997.0	3.2%	3.3%	2.6%
Electricalsara Stores	₹41,33,33,588.0	42.0%	37.7%	2.3%
Electricalsbea Stores	₹3,36,367.0	0.0%	0.0%	0.8%
Electricalsbea Stores	₹18,68,461.0	0.2%	0.2%	2.0%
Total	₹98,48,68,963.0	100.0%	100.0%	2.5%



₹142.2M  
Revenue

350K  
Sales Quantity

2.06M  
Total Profit

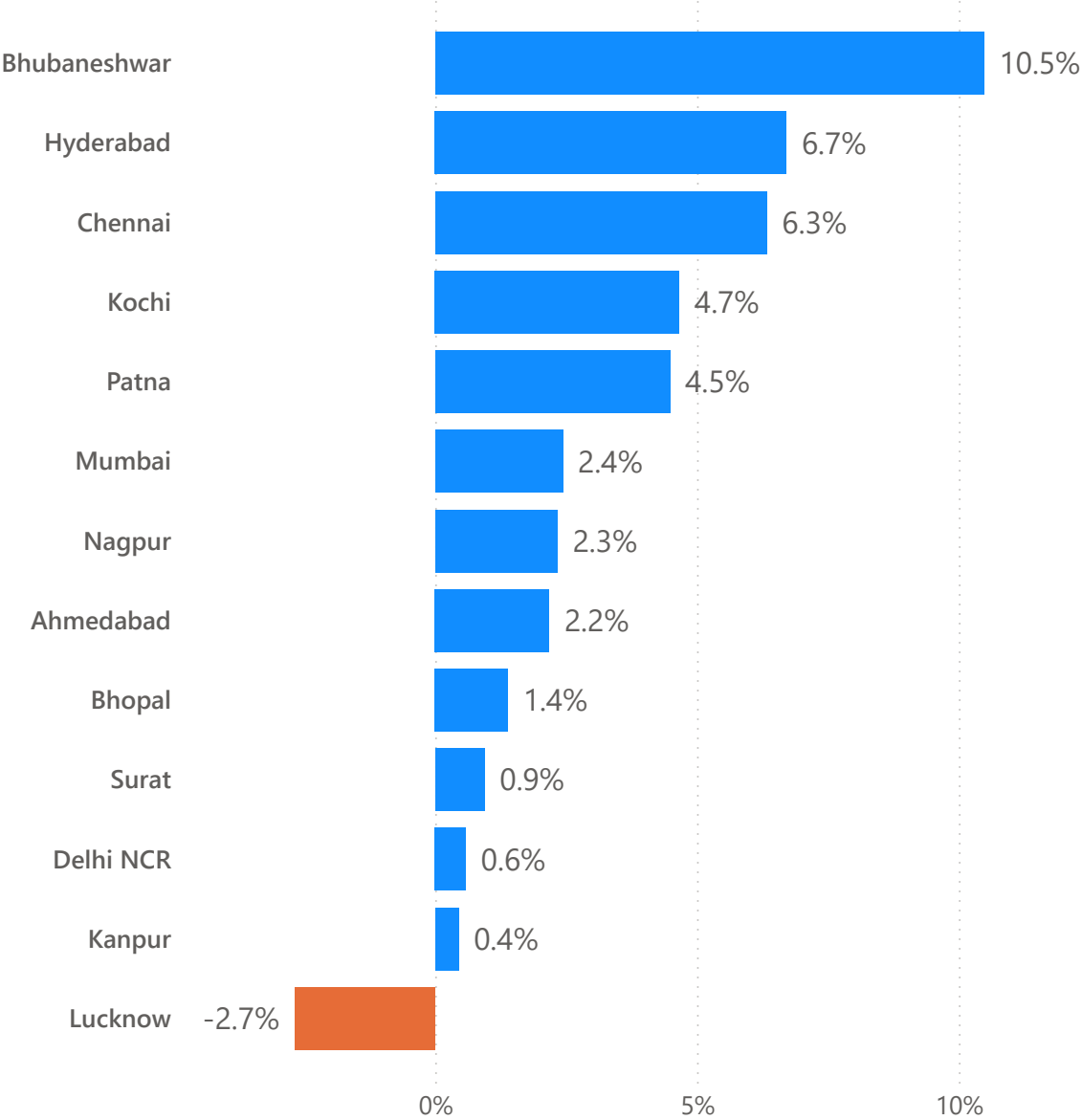
1.4%  
Profit Margin %

Key Insights

Profit Analysis

Performance Insights

Profit Margin Performance



2017

2018

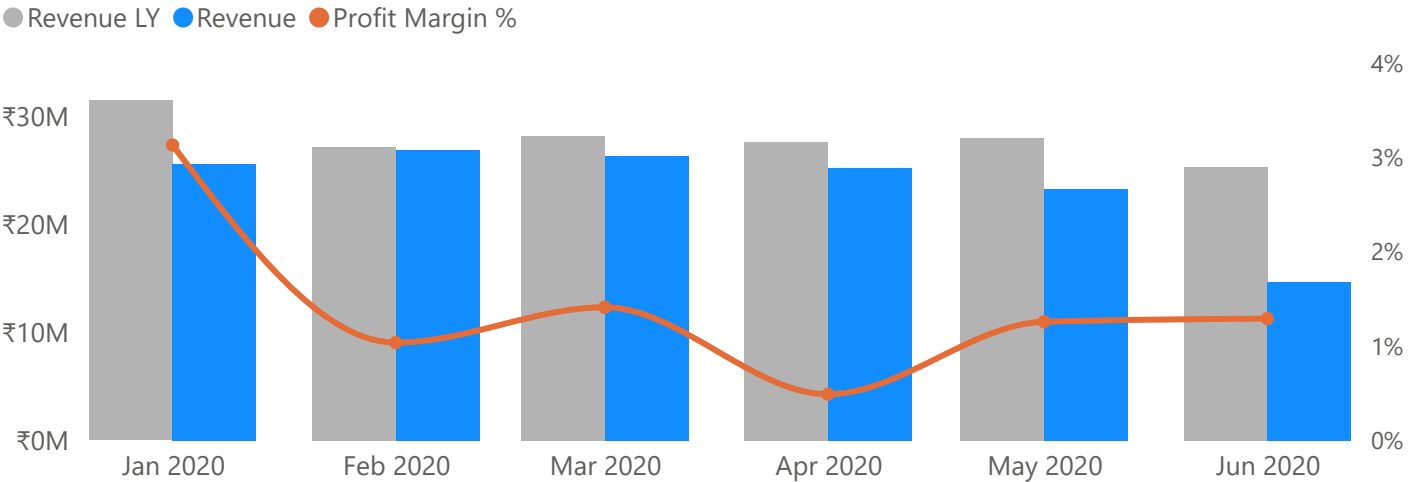
2019

2020

Month

All

Revenue Performance



customer_name	Revenue	Revenue contribution %	Profit Contribution %	Profit Margin %
Excel Stores	₹79,28,385.0	5.6%	12.5%	3.3%
Surge Stores	₹39,53,600.0	2.8%	11.9%	6.2%
Electricalsara Stores	₹6,56,41,977.0	46.2%	11.9%	0.4%
Info Stores	₹50,64,374.0	3.6%	7.8%	3.2%
Acclaimed Stores	₹31,16,384.0	2.2%	6.1%	4.0%
Forward Stores	₹25,60,961.0	1.8%	5.4%	4.3%
Modular	₹24,53,519.0	1.7%	5.0%	4.2%
Total	₹14,22,24,545.0	100.0%	100.0%	1.4%