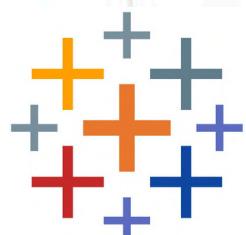




AtliQ Sales Performance & Profitability Insights

A Strategic Review of Revenue, Margin,
and Market Dynamics



FY 2017-2020 HISTORICAL DATA REVIEW



Presented by
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Strong Revenue Volume Masks Thin Profit Margins

Total Revenue

984.87M

Cumulative revenue over period

Sales Quantity

2,429,282

Total units sold

Total Profit

24.66M

Total profit realized

Calculated Insight: Overall Profit Margin is approximately 2.5%.

While top-line revenue is robust, the conversion to profit is inefficient. The organization is moving significant volume (2.4M units) for a relatively low aggregate return.



Revenue Trajectory Shows Volatility and Recent Decline

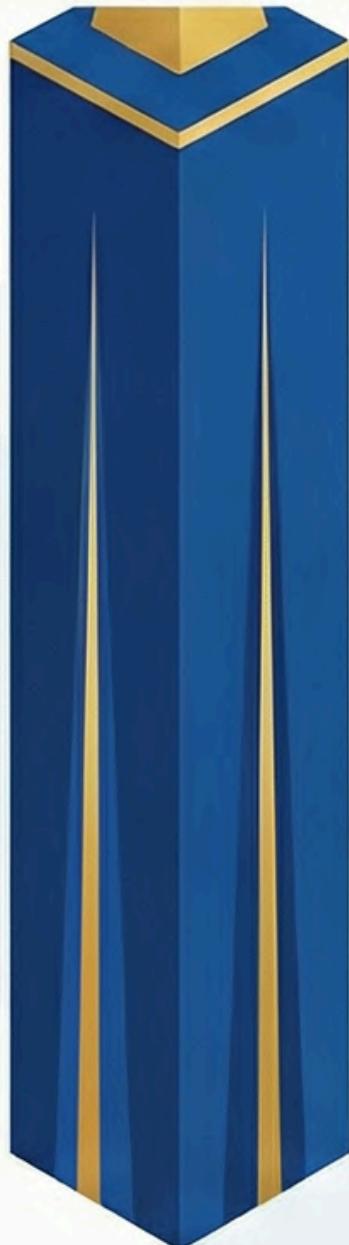




Market Revenue Spotlight

This infographic presents a clear breakdown of revenue by market, revealing a significant concentration of earnings in a few top-tier cities, with one market vastly outperforming all others.

\$519.57M
from Delhi NCR



The Top-Tier Performers

The single largest market, generating the vast majority of total revenue.

A Clear Second Tier

Mumbai and Ahmedabad are the next highest earners.



The Performance Gap

Delhi NCR's revenue is more than triple that of the second-place market, Mumbai.

Full Market Ranking

Delhi NCR

\$519.57M

Mumbai

\$150.08M

Ahmedabad

\$132.31M

Bhopal

\$58.61M

Nagpur

\$55.03M

Kochi

\$18.81M

Bengaluru

\$0.37M



Regional Market Profitability Report

Ranks 14 Indian city markets, highlighting the disparity between leading performance in Surat and a critical deficit in Bengaluru.

Top Performing Markets

**SURAT
4.86%**

Surat Leads National Profitability.
Achieves the highest profit margin.

**PATNA
4.12%**

Strong Performance in Patna and Bhubaneshwar.
These markets follow the lead.

**BHUBANESHWAR
3.98%**

Broad Positive Performance Across 12 Cities.
The majority of tracked markets maintain a positive profit margin above 0.5%.

City Market | Profit Margin %

Surat | ▲ 4.86%

Kanpur | ▼ -0.49%

Bengaluru | ▼ -20.79%

Critical Deficit Regions

**KANPUR
-0.49%**

Marginal Loss in Kanpur.
Shows a slight deficit, nearing the break-even point.

**BENGALURU
-20.78%**

Significant Loss in Bengaluru.
Represents a major outlier with a profit margin deficit.



Regional Sales Performance: Market Quantity Breakdown

**DELHI NCR DOMINATES
988.29K UNITS**

Delhi NCR is the primary volume driver, nearly reaching the 1 million mark.

**MUMBAI RECORDS
383.64K SALES**

As the second-largest market, Mumbai trails the leader by over 600,000 units.

**MID-TIER PERFORMANCE
NAGPUR & KOCHI
262.09K UNITS**

Both regions maintain strong momentum.

**PATNA &
BHUBANESHWAR
UNDER 15K**

These regions represent emerging territories with significant room for volume growth.

**TOP THREE MARKETS
EXCEED 1.6M UNITS**

Combined sales from Delhi, Mumbai, and Nagpur represent the bulk of activity.

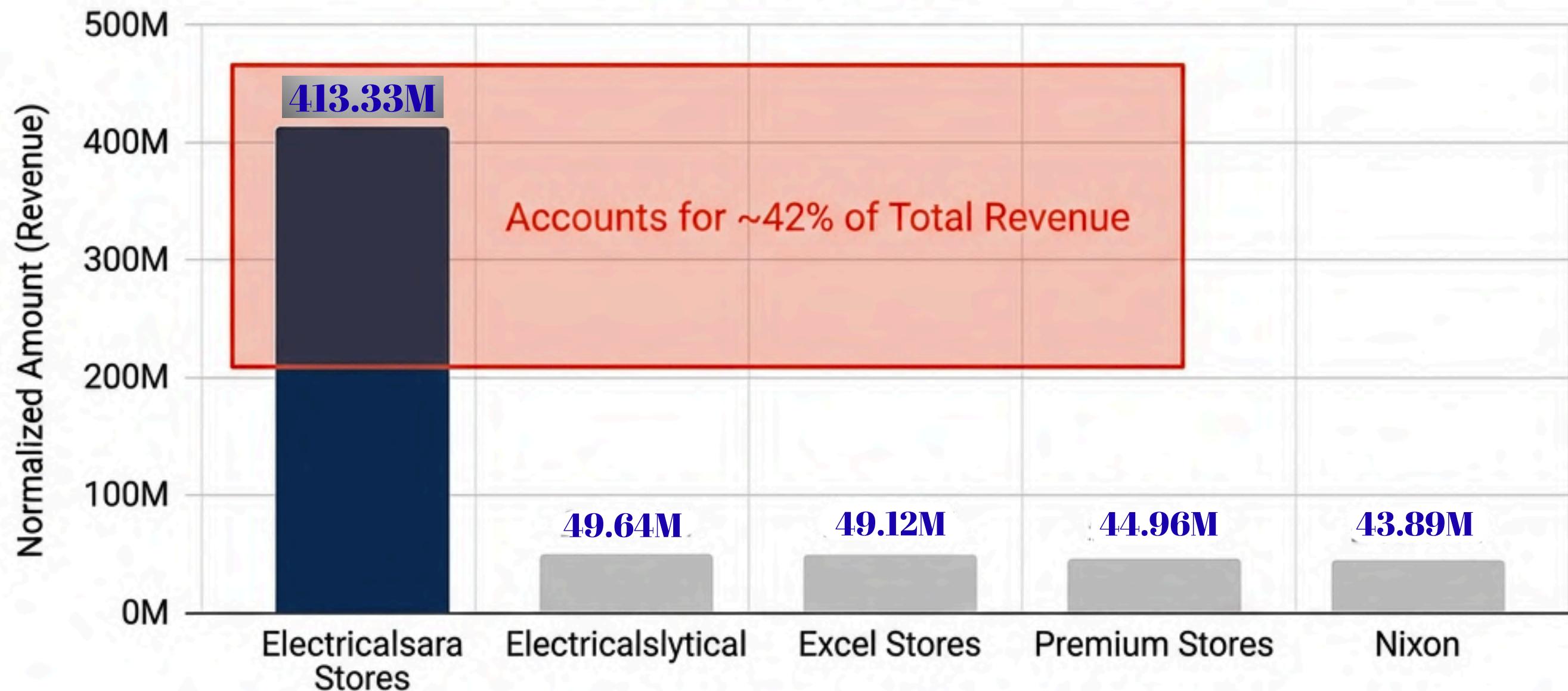
**BENGALURU SHOWS
LOWEST VOLUME
0.41K UNITS**

With only 0.41K units, Bengaluru represents the smallest market share in this set.



Customer Concentration Risk: The 'Electricalsara' Dependency

Top 5 Customers



Any fluctuation in the relationship with Electricalsara Stores represents an existential risk to the topline.



Customer Profitability Matrix

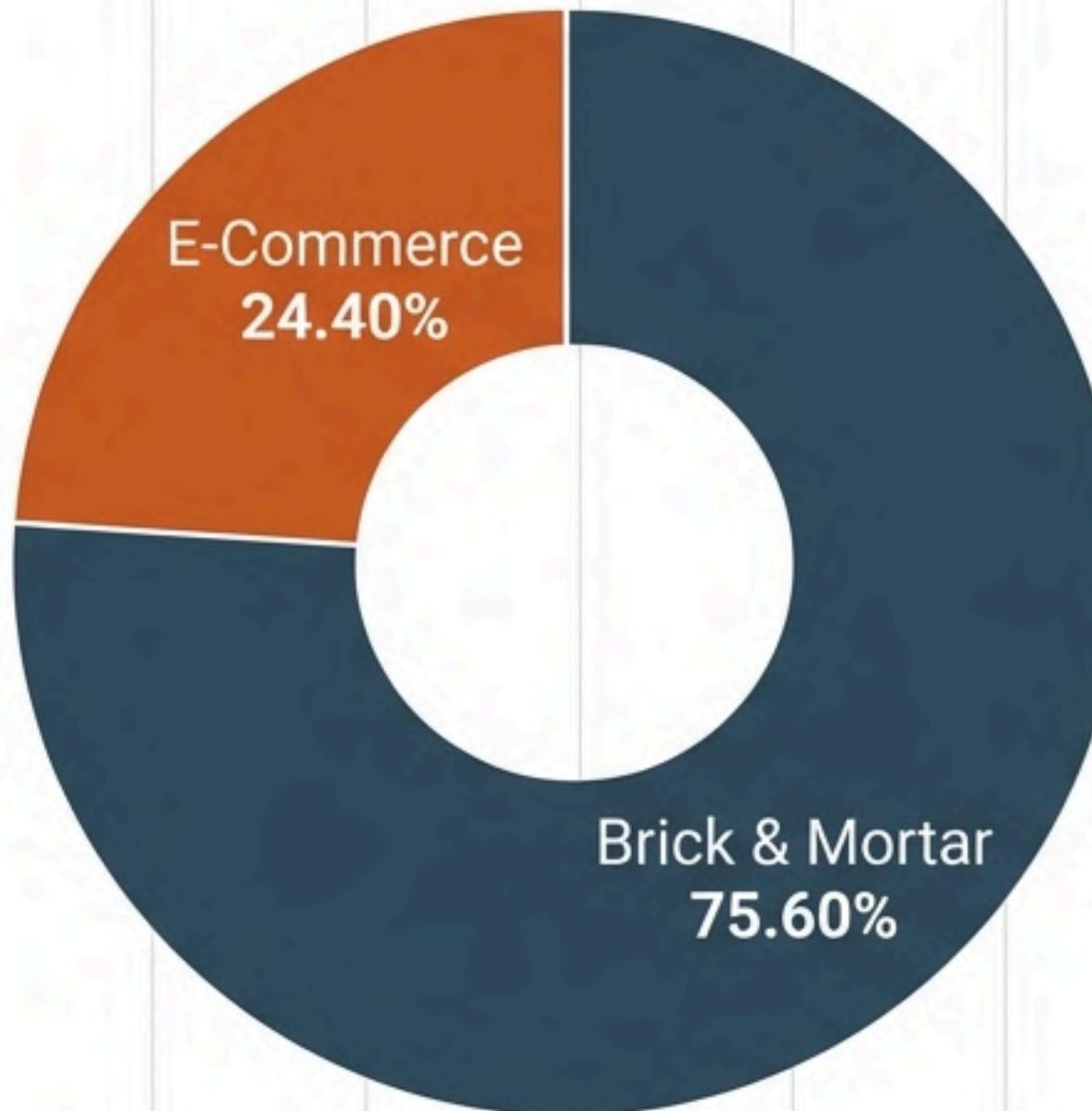
| Customer Name | Revenue Status | Profit Margin % |
|-----------------------|-----------------|-------------------------|
| Leader | High Volume | 6.59% Star Performer |
| Electricalsara Stores | Critical Volume | 2.34% Volume Driver |
| Sage | Mid Volume | 4.14% |
| Expression | Low Volume | -2.01% Unprofitable |
| Excel Stores | Mid Volume | 0.82% Low Margin |

Analysis: "Leader" represents the ideal customer profile with a 6.59% margin.

Conversely, customers like 'Expression' are eroding profitability with negative margins (-2.01%). Electricalsara is profitable (2.34%) but sits dangerously close to the breakeven line given its volume.



Traditional Retail Channels Dominate Sales Mix



Channel Split: Three-quarters of all revenue flows through physical retail channels. Digital transformation represents a significant growth area, currently contributing only a quarter of sales.



Top 5 Products by Normalised Performance



Prod040

23.58M Market Leader

Normalised Amount

Achieved a dominant normalised amount.

Top 5 Range: 15.14M to 23.58M



Performance Gap: 8.44M
between First and Fifth Product



Prod159
17.66M



Prod065
16.26M



Prod018
15.60M



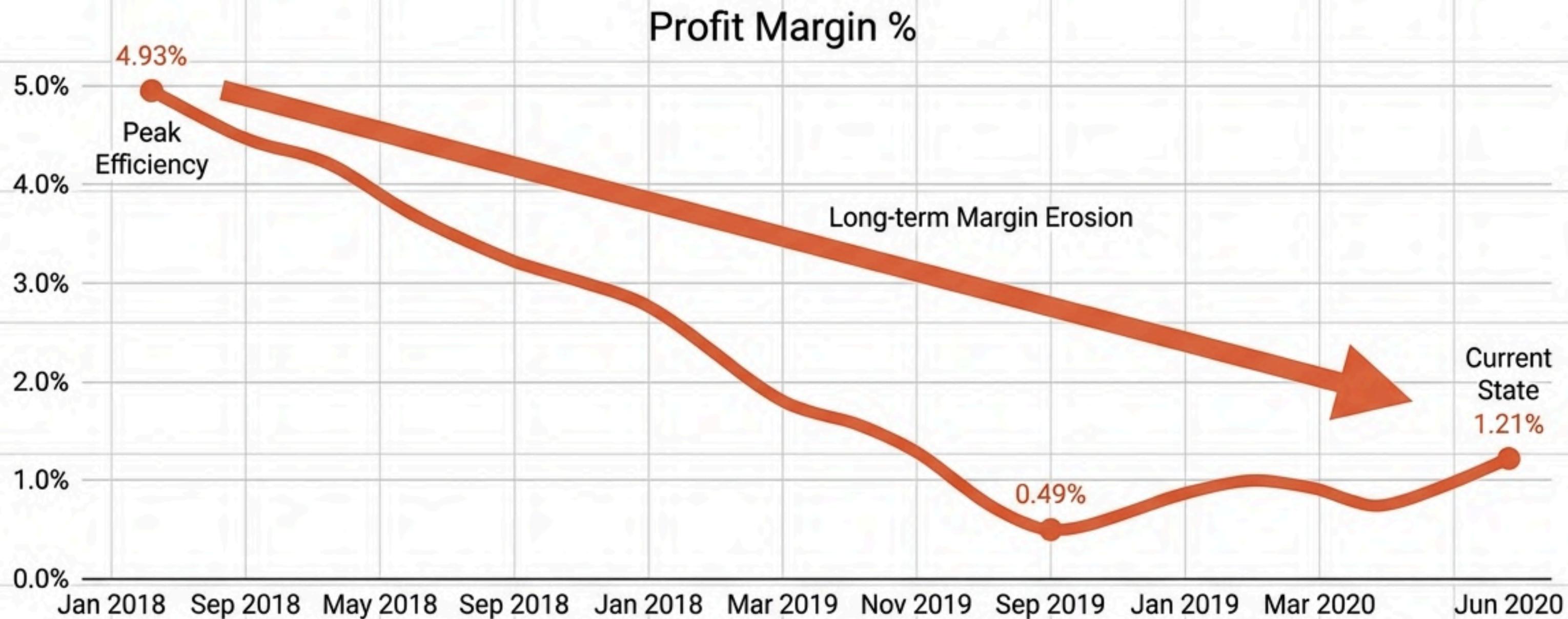
Prod053
15.14M

Consistently High Performance

All top five products exceeded the 15M normalised amount threshold



Margin Trends Indicate Erosion of Efficiency



The profit margin has experienced a significant and consistent decline over the past 30 months, dropping from a peak of nearly 5% to just above 1%. This downward trend flags a critical warning for long-term operational efficiency and profitability.



Strategic Recommendations

Market Optimisation



Audit Surat: Conduct an immediate pricing and operational audit in Surat to reverse the -20.78% margin loss.

Replicate Bhubaneshwar: Investigate the high-efficiency drivers in Bhubaneshwar (+486%) to apply elsewhere.

Customer Risk Management



Diversify Revenue: Reduce the existential reliance on Electricalsara Stores (42% of revenue).

Renegotiate: Address negative margin customers like "Expression" (-2.01%) through pricing adjustments.

Core Operations



Defend Delhi: Ensure service levels in Delhi NCR remain impeccable as the primary revenue engine.

Cost Structure Review: Address the long-term margin erosion trend that has seen efficiency drop from ~5% to ~1.2%.

THANKS FOR WATCHING

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Canva

presentation design