



# 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 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%.

**KANPUR**  
**-0.49%**

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

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

## Critical Deficit Regions

**BENGALURU**  
**-20.78%**

Represents a major outlier with a profit margin deficit.

City Market	Profit Margin %
Surat	▲ 4.86%
Kanpur	▼ -0.49%
Bengaluru	▼ -20.79%



# 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.

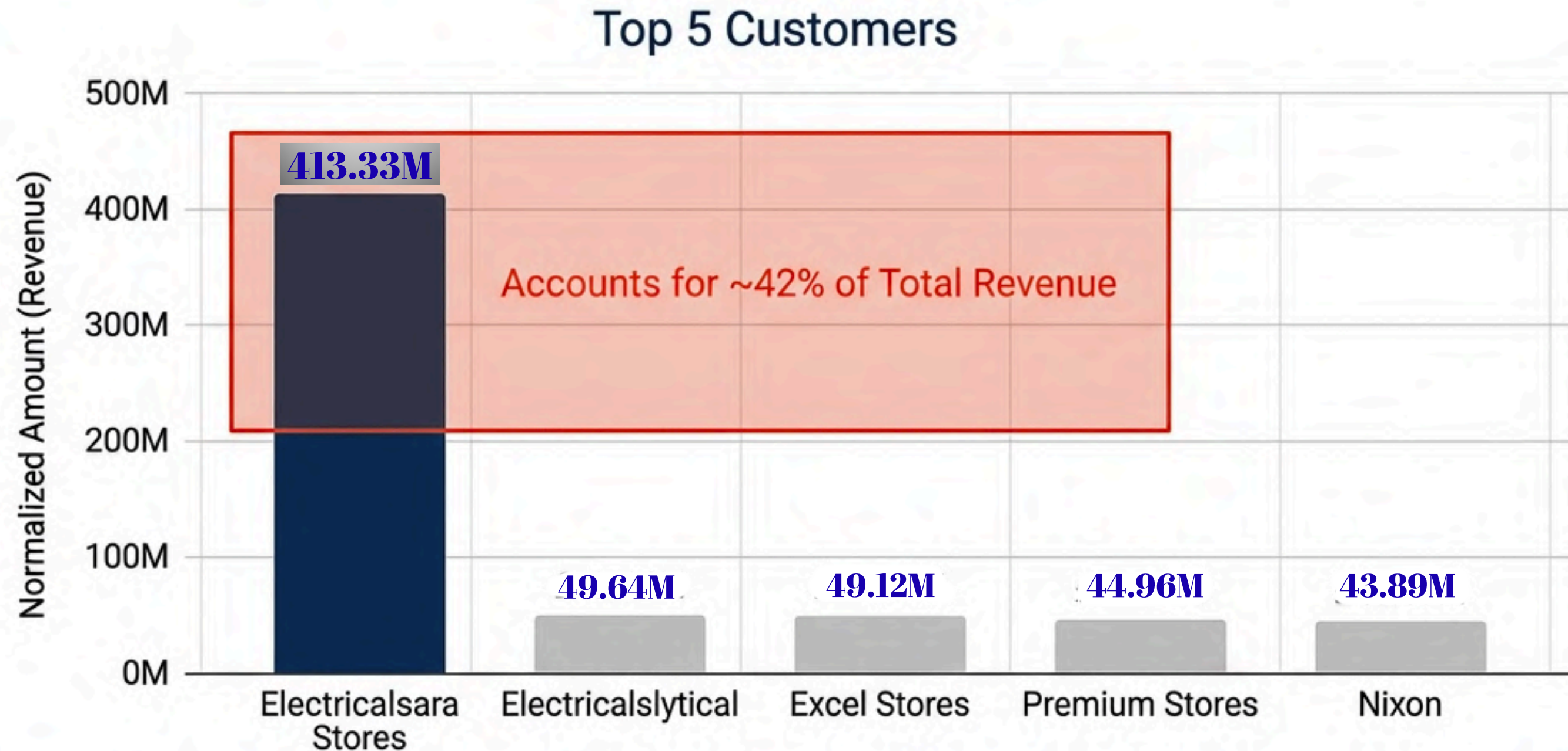
**BENGALURU SHOWS  
LOWEST VOLUME  
0.41K UNITS**

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





# Customer Concentration Risk: The 'Electricalsara' Dependency



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		

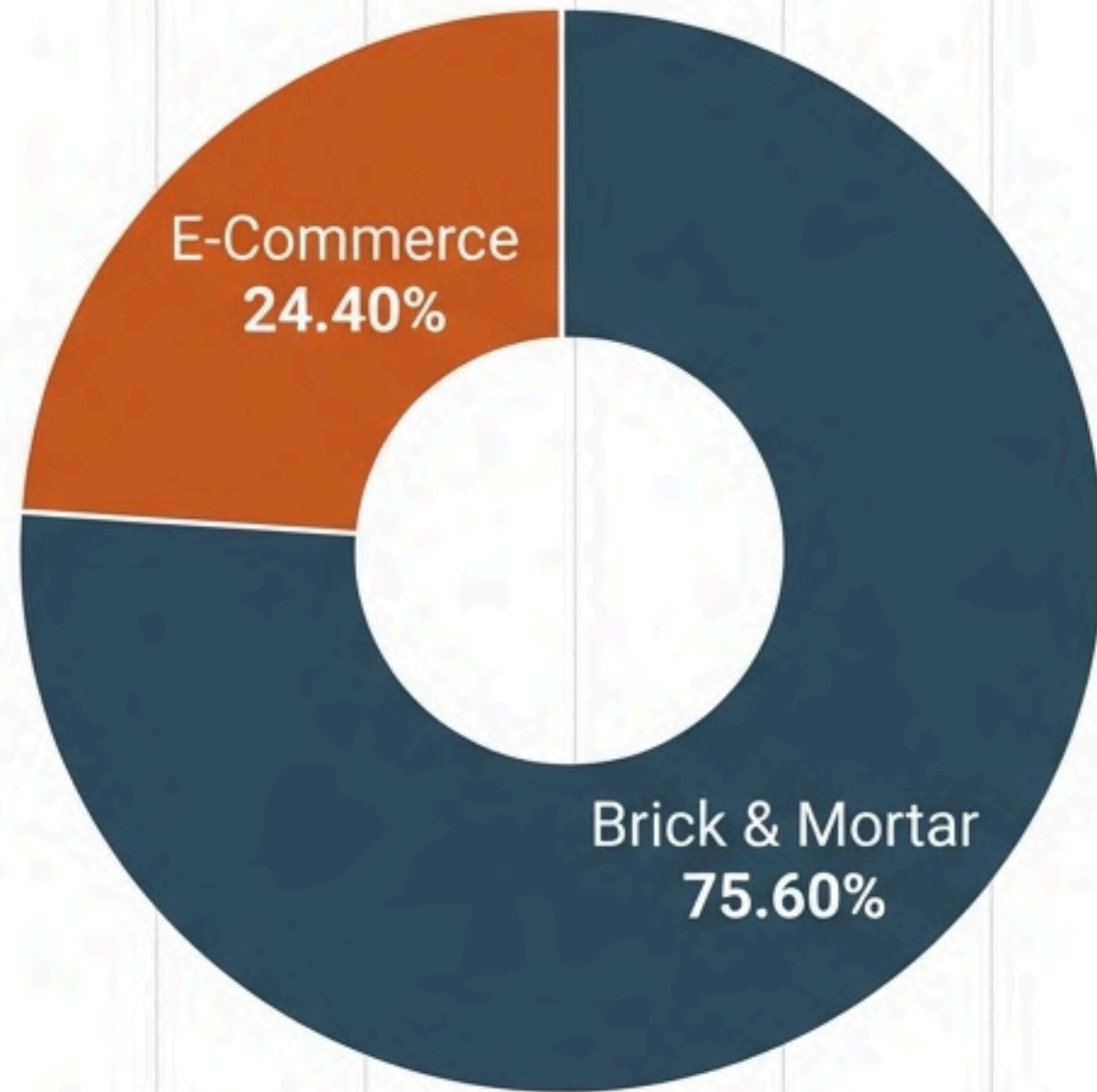
**Analysis:** “Leader” represents the ideal customer profile with a 6.59% margin.

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**

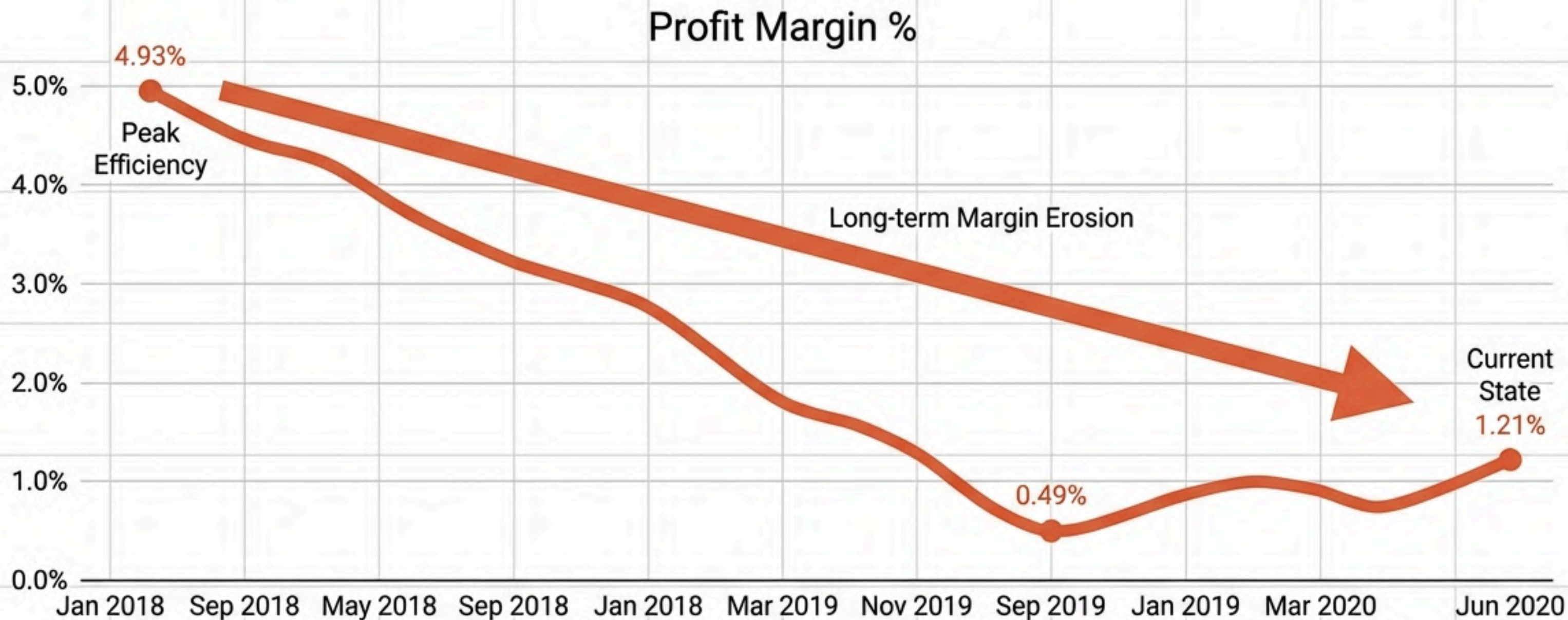
**Consistently High Performance**

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 Bhubaneswar:** Investigate the high-efficiency drivers in Bhubaneswar (+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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