



AtliQ Hardware Revenue Analysis Dashboard



Revenue
₹985M

Sales Qty
2M

2017

2019

2018

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

Nov
17

Dec
17

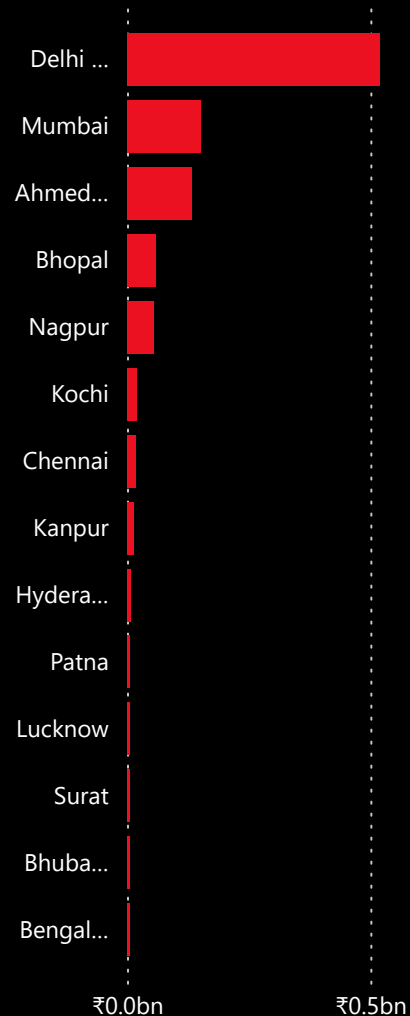
Jan
18

Feb
18

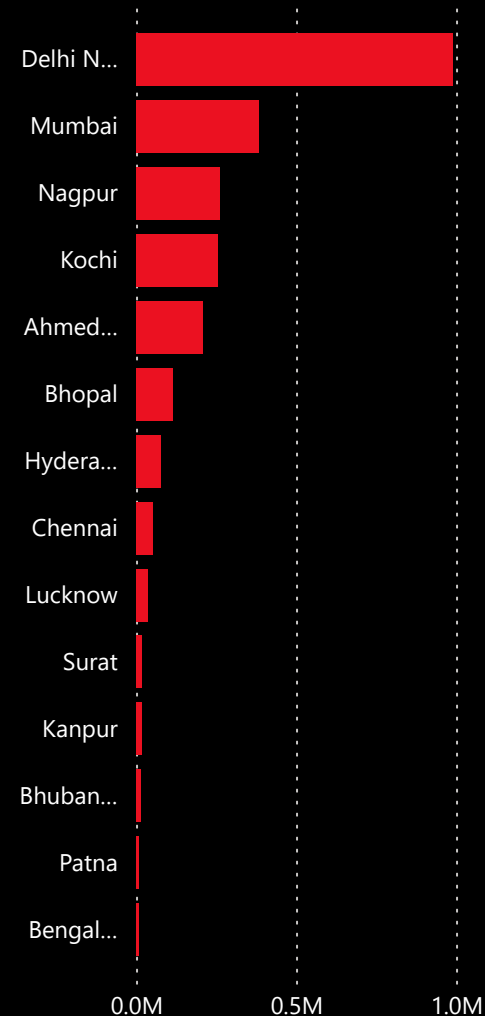
Mar
18



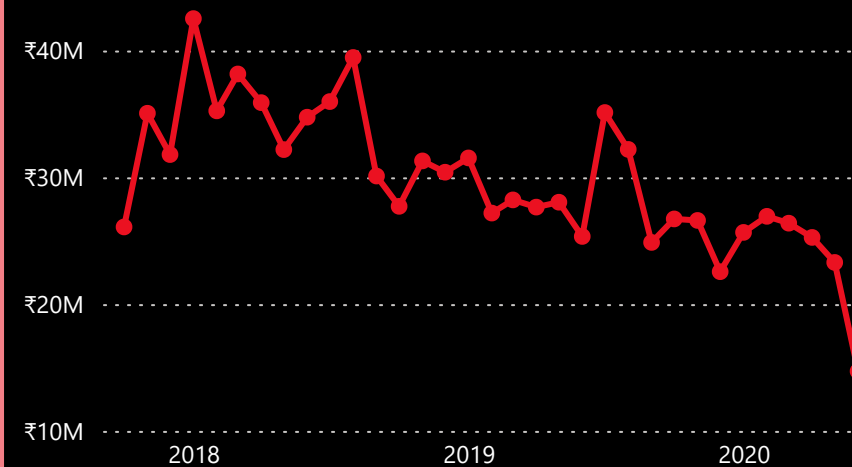
Revenue by Markets



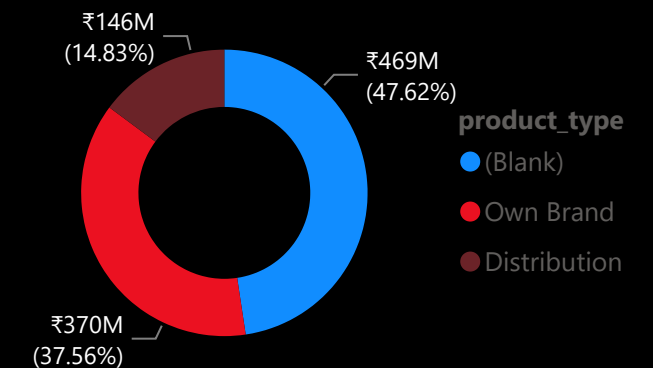
Sales Qty by Markets



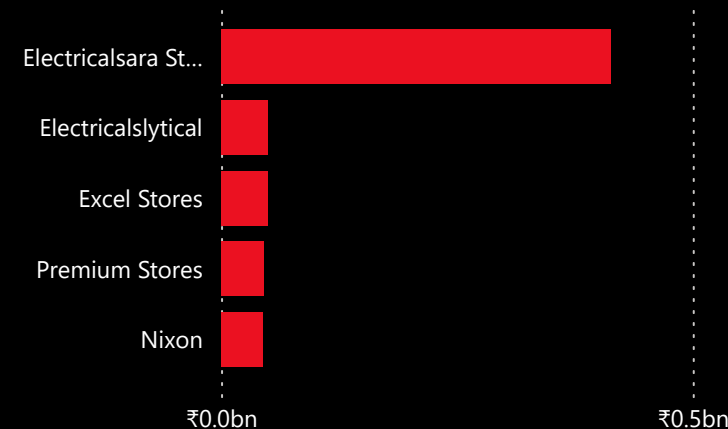
Revenue Trend



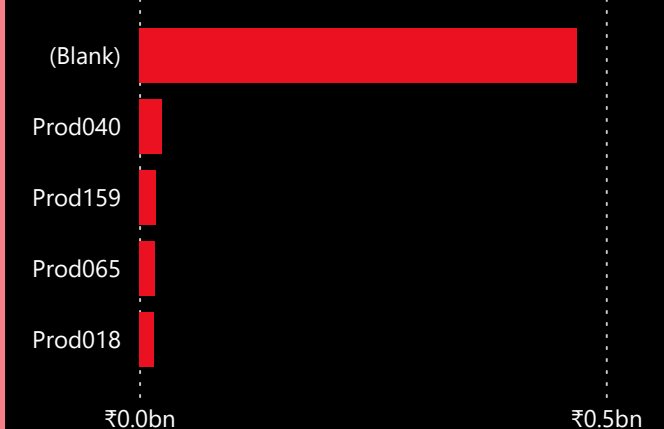
Revenue by product_type



Top 5 Customers



Top 5 Products



AtliQ Hardware Revenue Analysis Dashboard



Sales Qty

2M

Revenue

₹985M

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18

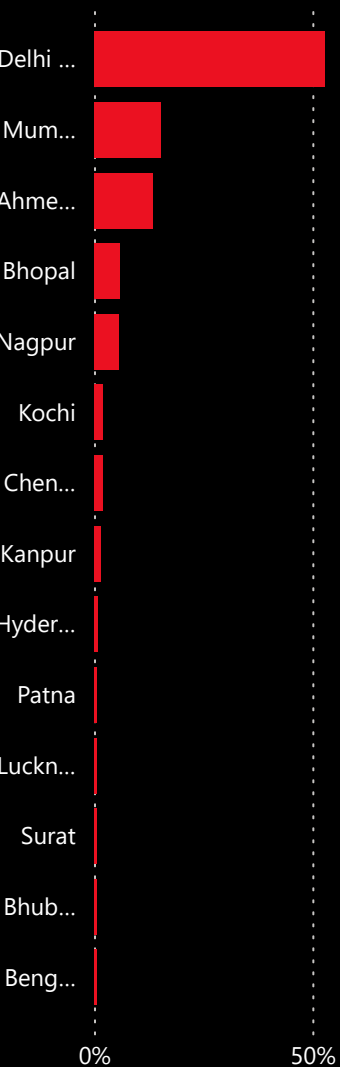
Apr 18

May 18

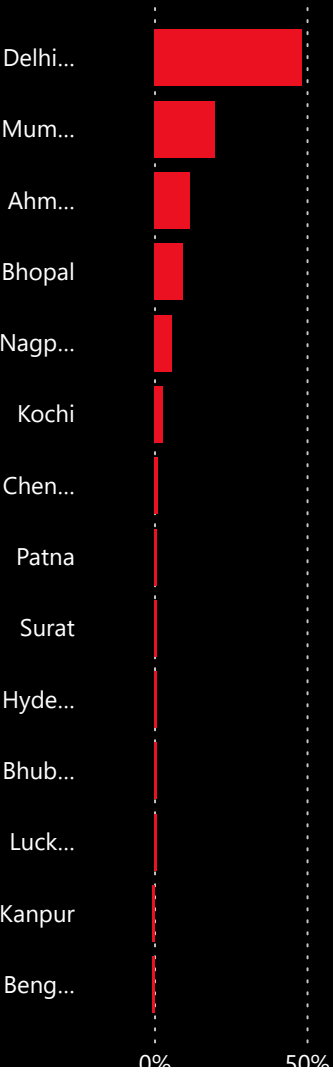
Jun 18



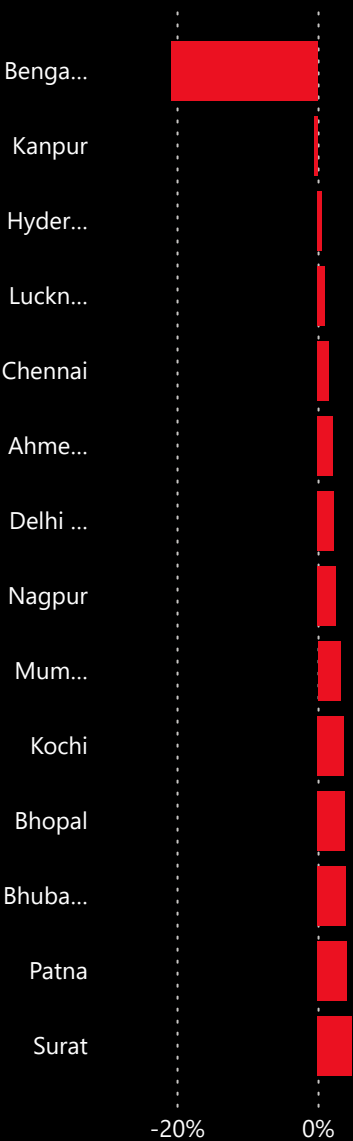
Revenue Contribution % by Market



Profit Contribution % by Market



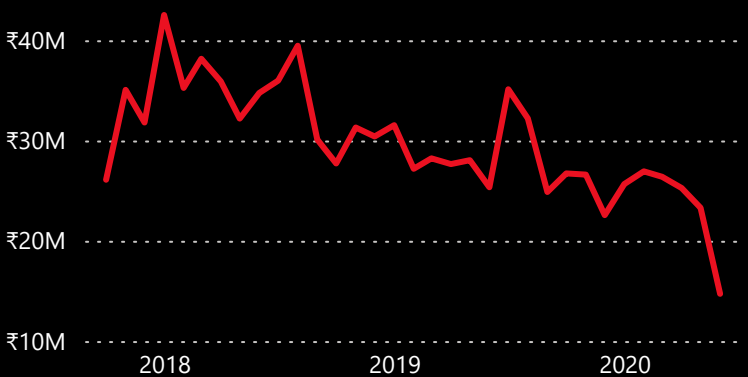
Profit % by market



Total Profit Margin



Revenue Trend

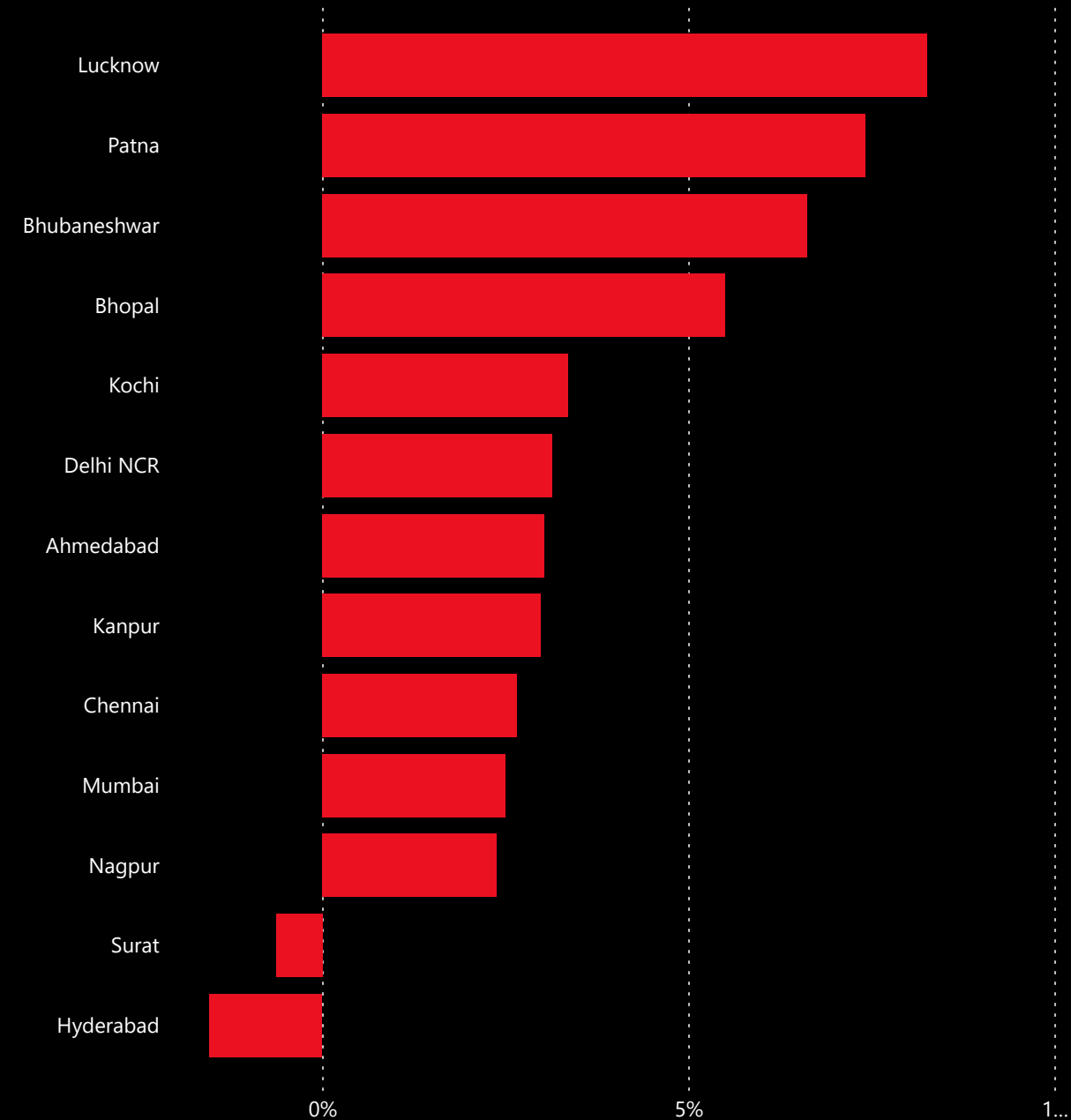


customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Zone	₹5,067,349	0.5%	0.2%	1.2%
Unity Stores	₹12,589,257	1.3%	0.9%	1.8%
Synthetic	₹6,173,068	0.6%	0.4%	1.4%
Surge Stores	₹28,648,916	2.9%	2.7%	2.3%
Surface Stores	₹15,242,562	1.5%	2.0%	3.2%
Sound	₹4,966,707	0.5%	0.8%	4.0%
Sage	₹2,252,506	0.2%	0.1%	1.5%
Relief	₹5,230,158	0.5%	0.7%	3.3%
Propel	₹4,183,862	0.4%	0.6%	3.3%
Premium Stores	₹44,962,166	4.6%	4.3%	2.3%
Power	₹5,727,123	0.6%	1.4%	6.2%
Path	₹12,995,938	1.3%	0.9%	1.6%
Novus	₹2,359,799	0.2%	0.3%	3.2%
Nomad Stores	₹17,739,351	1.8%	2.1%	2.9%
Nixon	₹43,893,083	4.5%	7.2%	4.1%
Total	₹984,868,963	100.0%	100.0%	2.5%

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Revenue Contribution % by Market



2017

2018

2019

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Jan
19

Feb
19

Mar
19

Apr
19

May
19

Jun
19

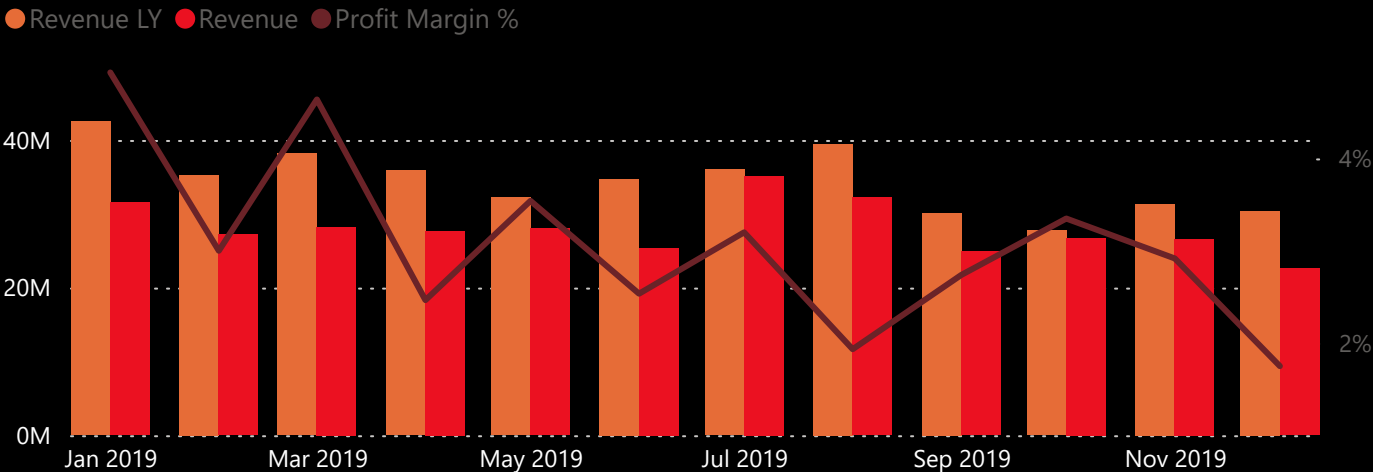
Jul
19

Aug
19

Sep
19

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Revenue Trend



Top 5 Customers

custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹138,542,215	41.2%	45.4%	3.4%
Excel Stores	₹18,535,841	5.5%	2.6%	1.5%
Electricalslytical	₹17,144,682	5.1%	3.5%	2.2%
Premium Stores	₹15,076,075	4.5%	3.6%	2.5%
Info Stores	₹12,569,241	3.7%	1.0%	0.9%
Nixon	₹11,140,489	3.3%	3.4%	3.2%
Control	₹10,004,504	3.0%	4.5%	4.7%
Surge Stores	₹9,090,392	2.7%	2.3%	2.6%
Total	₹336,019,102	100.0%	100.0%	3.1%