

AtliQ Hardware

Year

2019

Month

All

Total Sales

₹336M

Total Profit

₹10.49M

Quantity

847.08K

Total Transaction

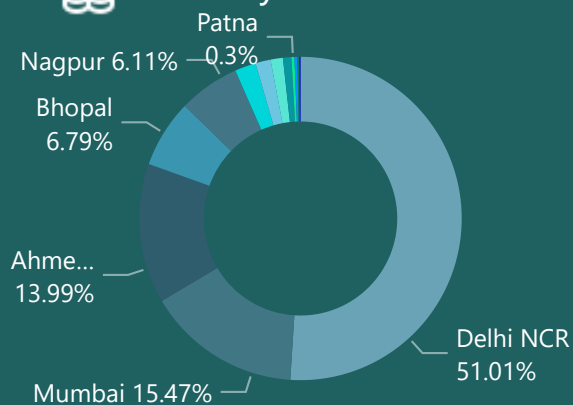
52K

Profit Margin

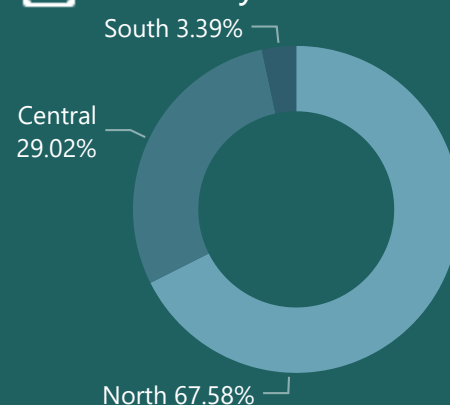
3.12%



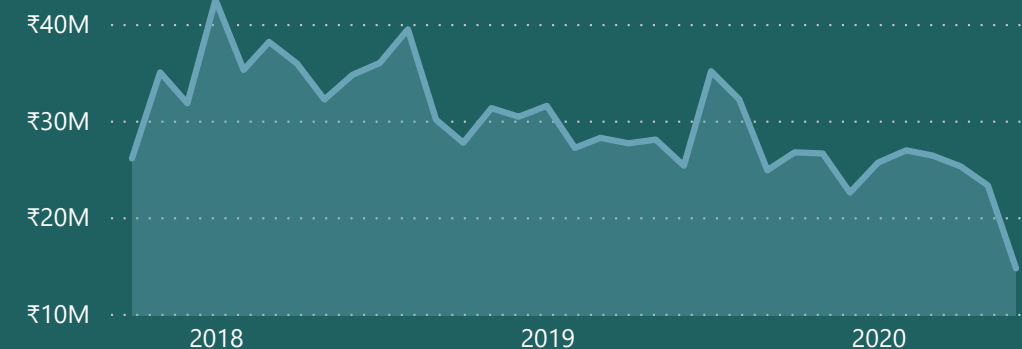
Sales By State



Profit By Zone



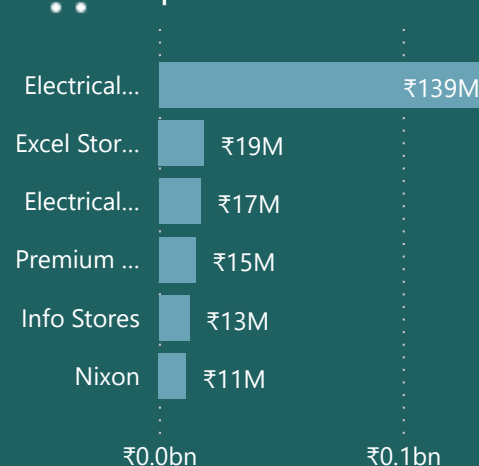
Performance throughout Time



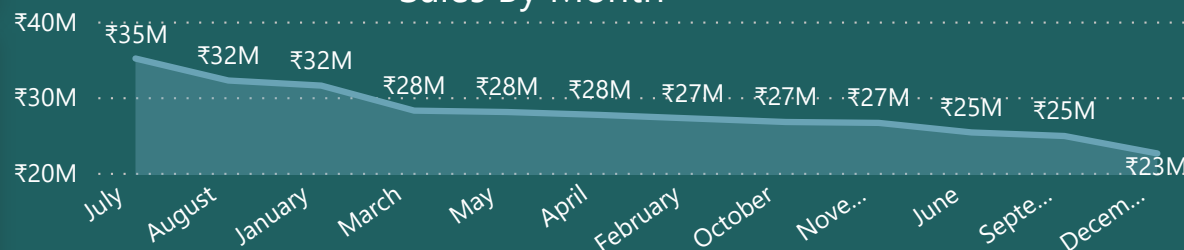
Top 10 Profitable Products



Top 10 Customers



Sales By Month



Profit By State



Earthstar Geographics SIO, © 2021 TomTom, © 2021 NavInfo, © 2021 Microsoft Corporation



Profit Trend

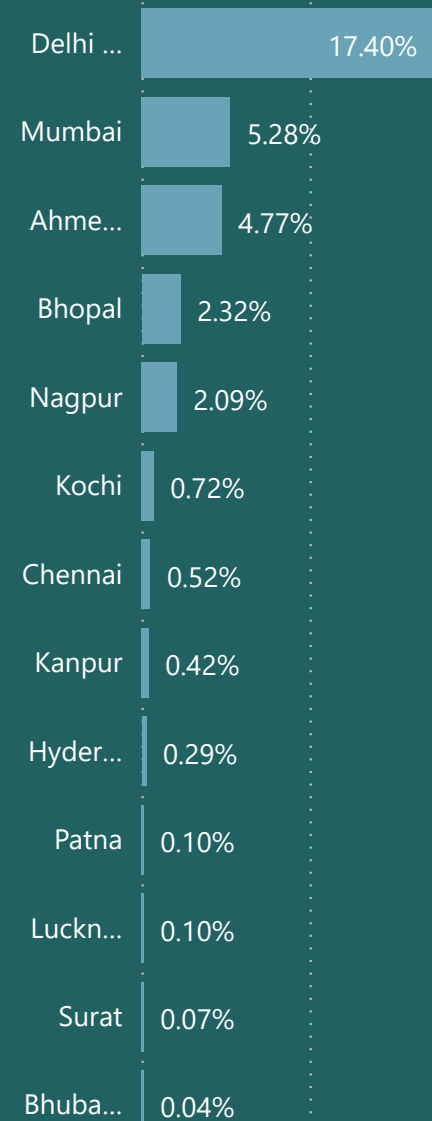
Year

2019

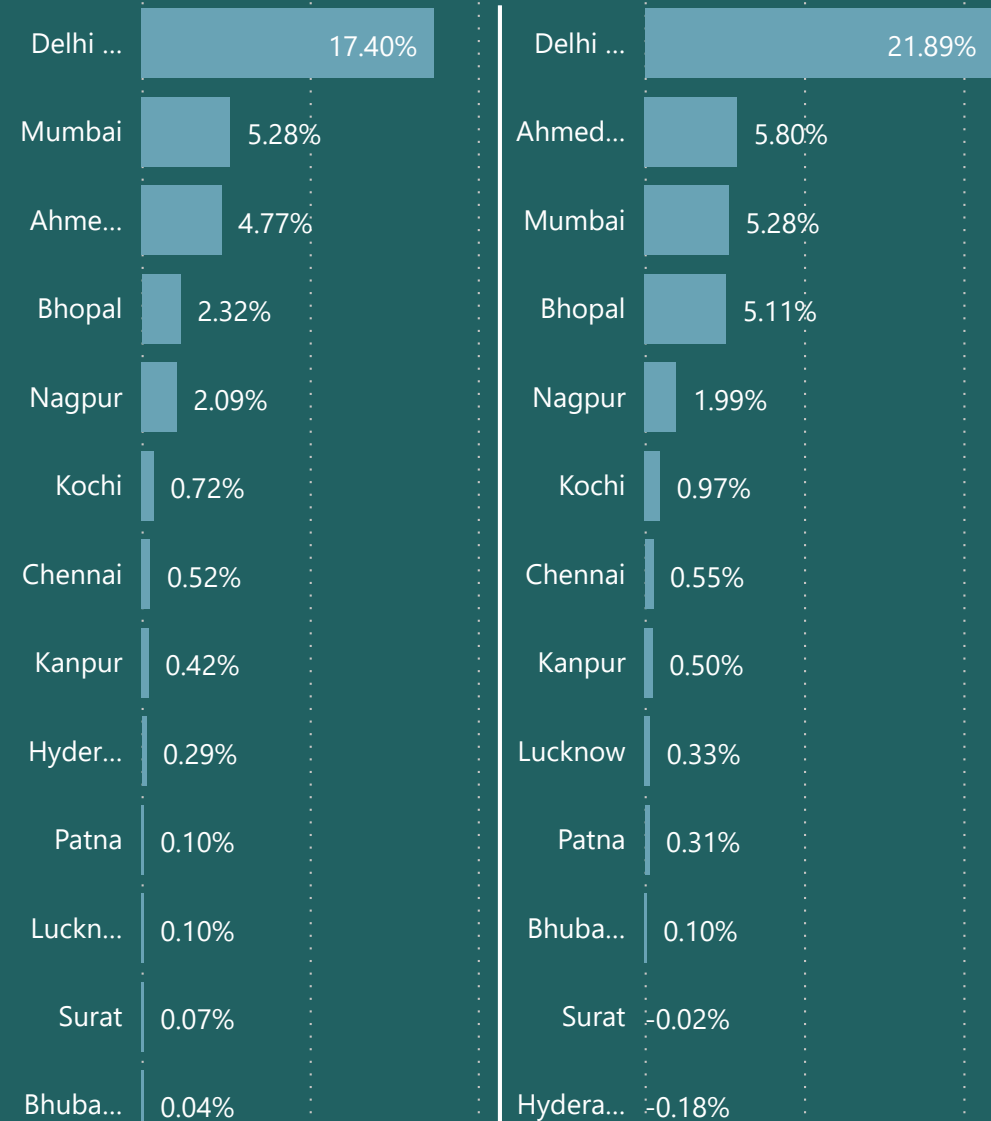
Month

All

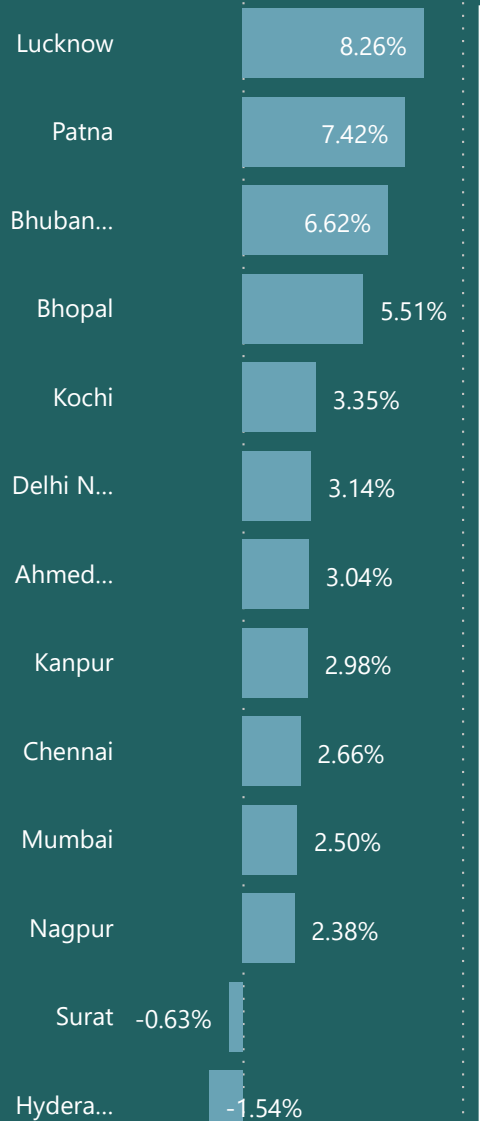
Sales Contribution% By City



Profit Contribution% By City



Profit Margin % By City



Customer Analysis

| customer_name | Total Sales | % Sales Contribution | % Profit Contribution | Profit Margin% |
|--------------------------|--------------|----------------------|-----------------------|----------------|
| Leader | ₹6,363,099 | 0.65% | 2.86% | 11.05% |
| Power | ₹1,746,464 | 0.18% | 0.57% | 8.09% |
| Elite | ₹1,050,012 | 0.11% | 0.32% | 7.45% |
| Insight | ₹1,092,658 | 0.11% | 0.33% | 7.43% |
| Expression | ₹194,094 | 0.02% | 0.05% | 6.89% |
| Logic Stores | ₹5,828,789 | 0.59% | 1.45% | 6.14% |
| Sound | ₹1,729,703 | 0.18% | 0.35% | 5.01% |
| Control | ₹10,004,504 | 1.02% | 1.92% | 4.72% |
| All-Out | ₹2,058,242 | 0.21% | 0.39% | 4.61% |
| Unity Stores | ₹4,899,814 | 0.50% | 0.85% | 4.27% |
| Relief | ₹2,214,690 | 0.22% | 0.38% | 4.23% |
| Electricalsopedia Stores | ₹3,864,931 | 0.39% | 0.62% | 3.98% |
| Nomad Stores | ₹6,322,146 | 0.64% | 0.93% | 3.62% |
| Path | ₹4,990,395 | 0.51% | 0.71% | 3.50% |
| Synthetic | ₹2,141,079 | 0.22% | 0.30% | 3.50% |
| Electricalsara Stores | ₹138,542,215 | 14.07% | 19.34% | 3.43% |
| Modular | ₹7,052,811 | 0.72% | 0.93% | 3.26% |
| Nixon | ₹11,140,489 | 1.13% | 1.45% | 3.20% |
| Novus | ₹987,746 | 0.10% | 0.13% | 3.12% |
| Forward Stores | ₹7,282,246 | 0.74% | 0.90% | 3.03% |
| Surge Stores | ₹9,090,392 | 0.92% | 0.96% | 2.60% |
| Epic Stores | ₹7,076,188 | 0.72% | 0.75% | 2.59% |
| Premium Stores | ₹15,076,075 | 1.53% | 1.55% | 2.52% |
| Propel | ₹1,602,317 | 0.16% | 0.16% | 2.44% |
| Flawless Stores | ₹3,199,354 | 0.32% | 0.29% | 2.24% |
| Surface Stores | ₹5,462,439 | 0.55% | 0.50% | 2.23% |
| Total | ₹336,019,102 | 34.12% | 42.63% | 3.12% |

Performance Insights

Profit Target

1.0%

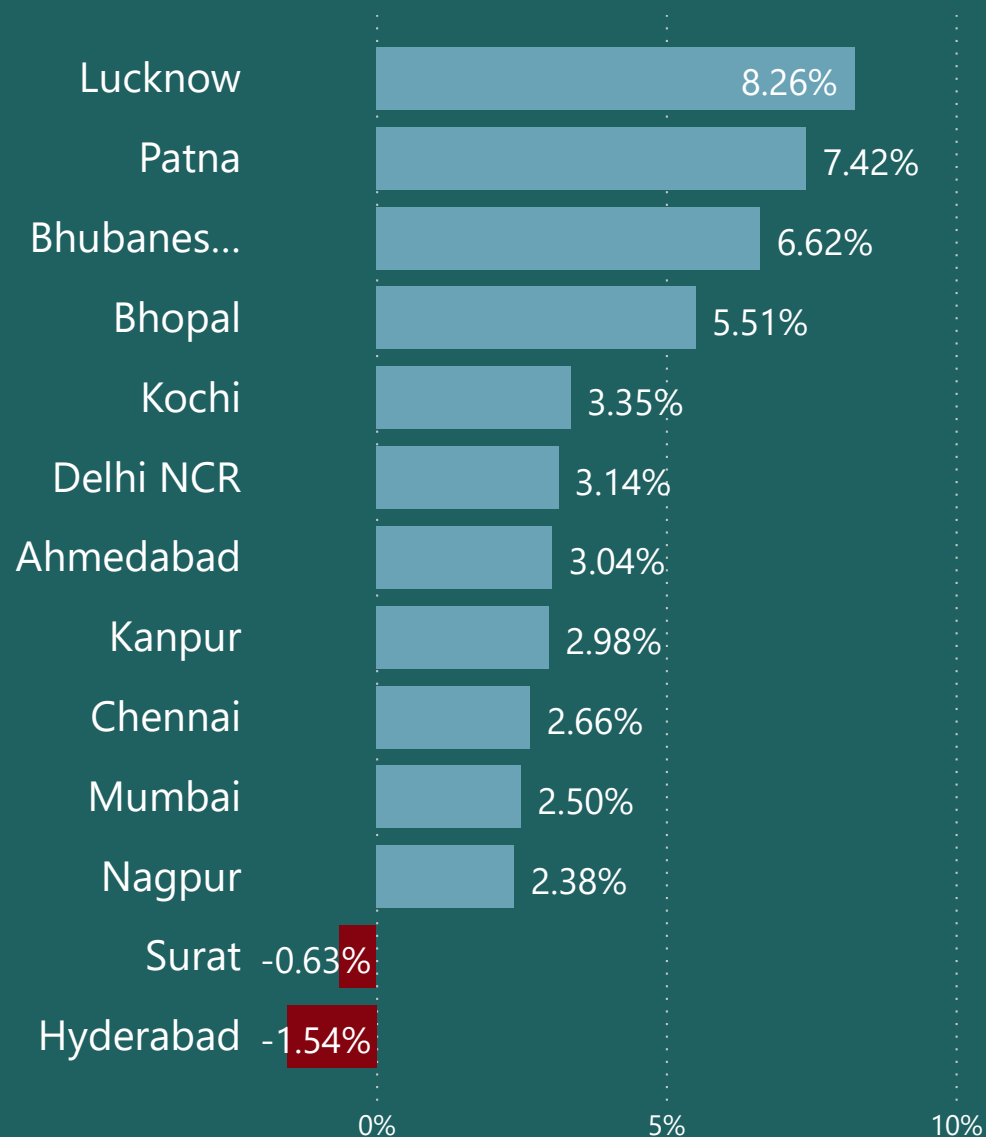
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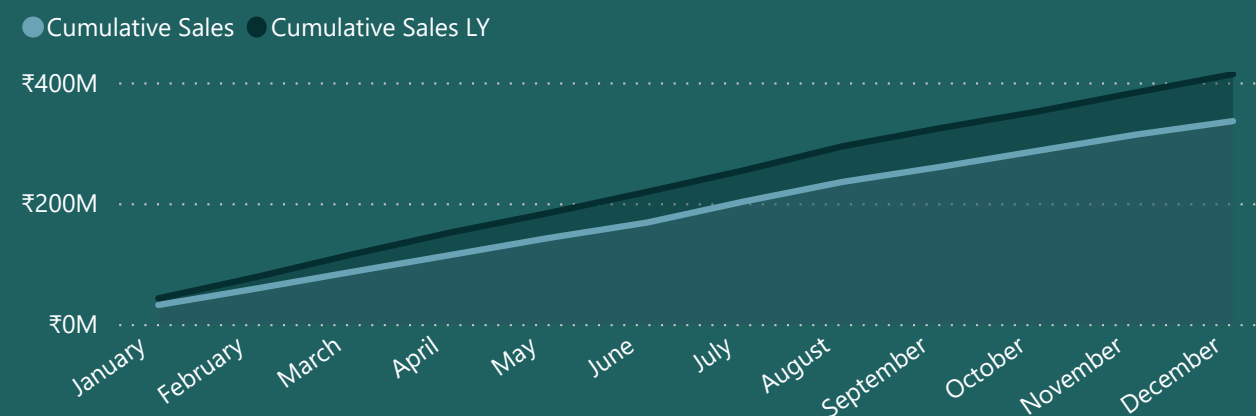
Month

All

Which Cities are in Loss?



Cumulative Sales Vs. Cumulative Sales LY



Sales LY Vs. Sales current Year with Profit Margin %

