

# Atliq Sales Analysis

year

2017

2018

2019

2020

cy\_date

Jun 17

Jul 17

Aug 17

Sep 17

Revenue Trend

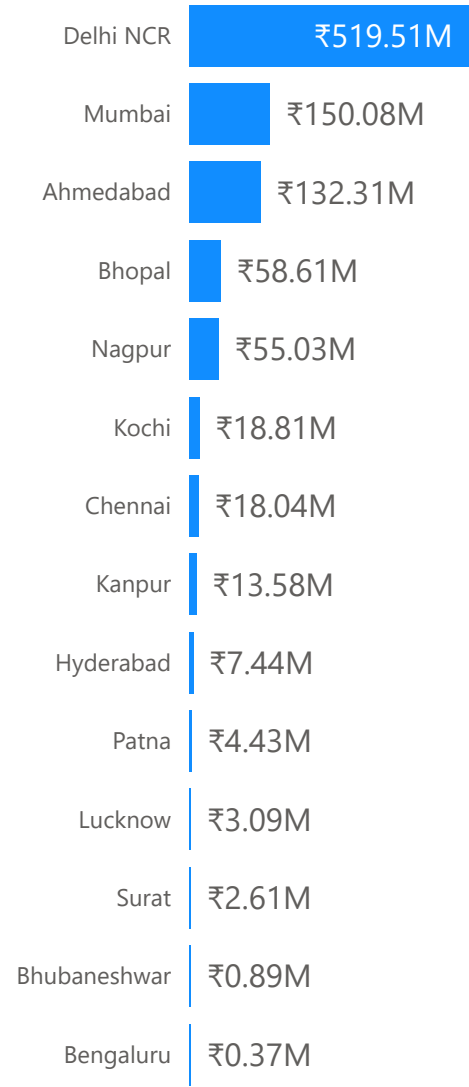
₹984.81M

Revenue

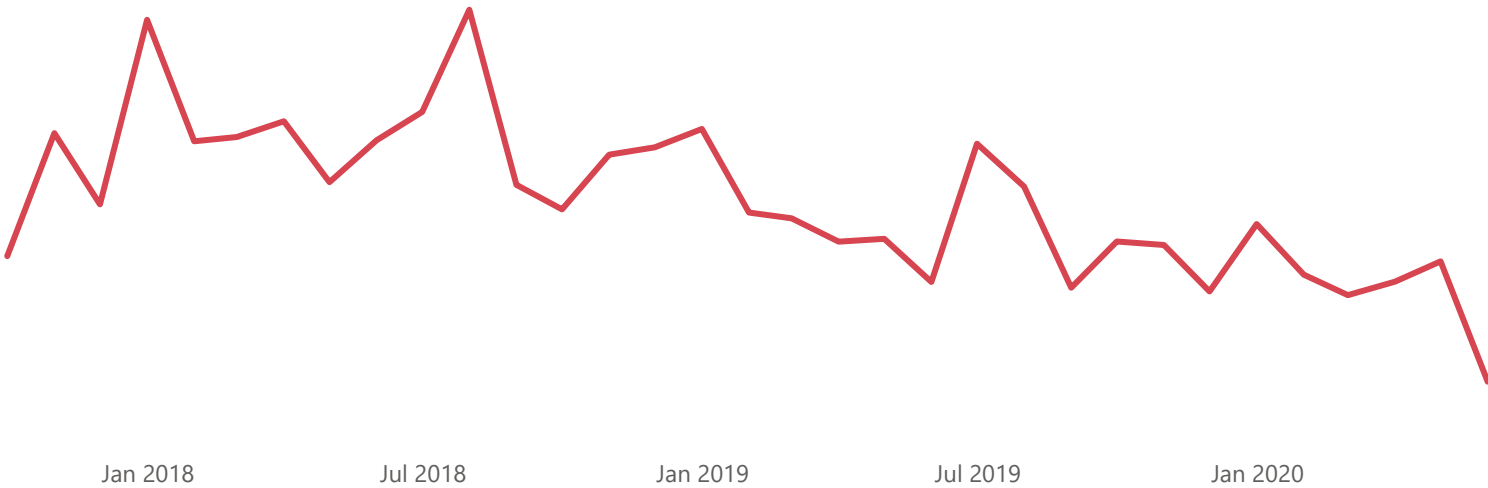
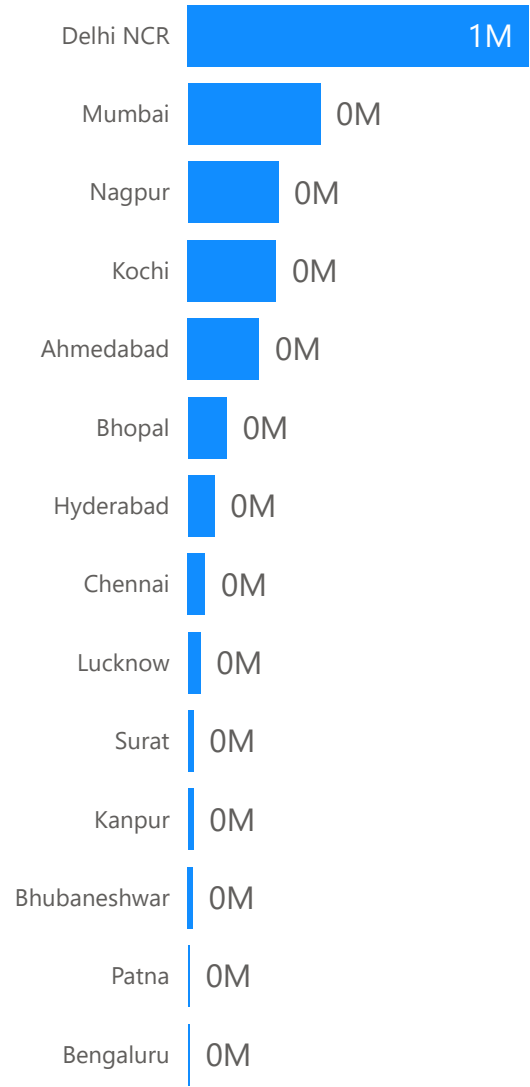
2M

sales\_qty

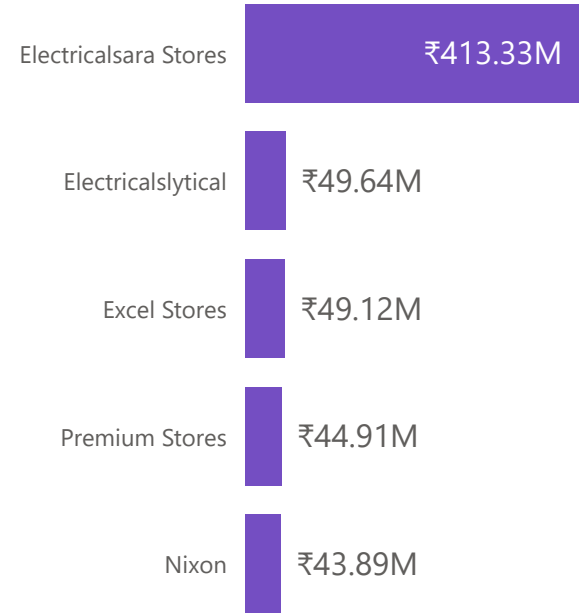
Revenue by Markets



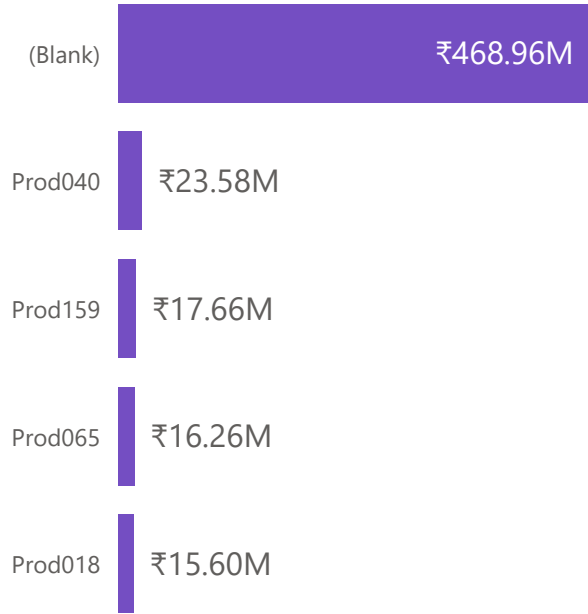
sales\_qty by Markets



Top 5 Customers



Top 5 Products



₹142M  
Revenue

350K  
sales\_qty

₹2.1M  
Total Profit ...

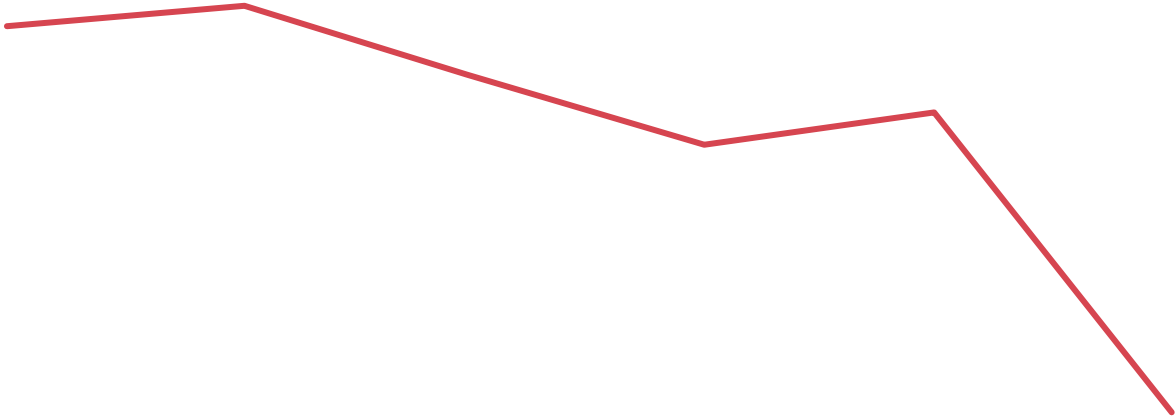
year

2017201820192020

cy\_date

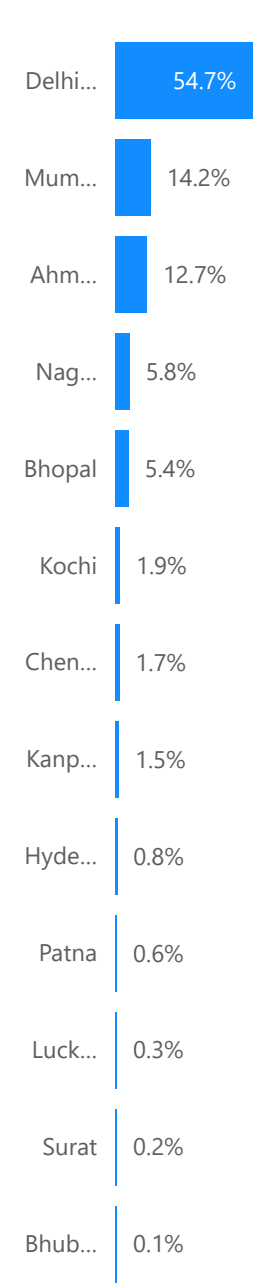
Jan 20Feb 20Mar 20Apr 20

Revenue Trend

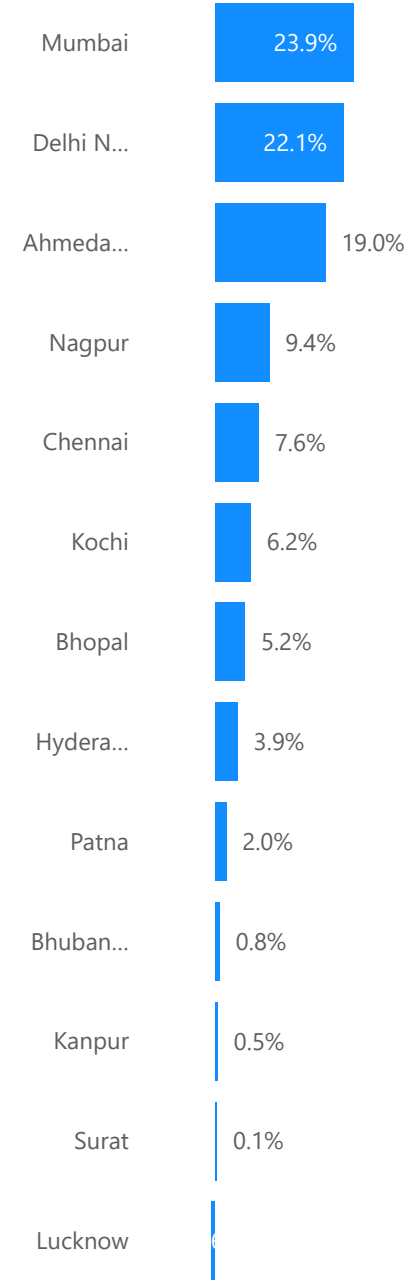


Jan 2020Feb 2020Mar 2020Apr 2020May 2020Jun 2020

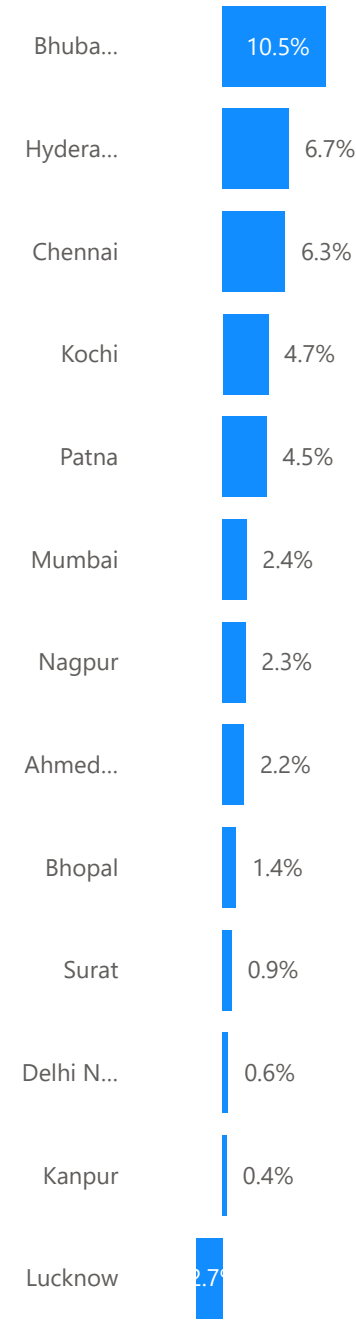
Revenue Contribution % by Market



Profit Contribution % by Market



Profit % by Market



custmer_name	Revenue	Revenue contribution %	Profit margin contribution %	profit margin %
Excel Stores	₹79,28,385.00	5.6%	12.54%	3.3%
Surge Stores	₹39,53,600.00	2.8%	11.95%	6.2%
Electricalsara Stores	₹6,56,41,977.00	46.2%	11.92%	0.4%
Info Stores	₹50,64,374.00	3.6%	7.82%	3.2%
Acclaimed Stores	₹31,16,384.00	2.2%	6.12%	4.0%
Forward Stores	₹25,60,961.00	1.8%	5.39%	4.3%
Modular	₹24,53,519.00	1.7%	5.04%	4.2%
Leader	₹16,71,901.00	1.2%	4.87%	6.0%
Nixon	₹30,28,345.00	2.1%	4.66%	3.2%
Nomad Stores	₹19,78,550.00	1.4%	3.95%	4.1%
Power	₹10,98,552.00	0.8%	3.69%	6.9%
Unity Stores	₹17,48,166.00	1.2%	3.31%	3.9%
Electricalsocity	₹25,20,938.00	1.8%	3.29%	2.7%
Surface Stores	₹24,20,004.00	1.7%	3.20%	2.7%
Elite	₹12,47,785.00	0.9%	3.19%	5.3%
Electricalsopedia Stores	₹9,95,764.00	0.7%	2.86%	5.9%
Control	₹41,82,662.00	2.9%	2.52%	1.2%
Atlas Stores	₹21,89,613.00	1.5%	2.10%	2.0%
Total	₹14,22,24,545.00	100.0%	100.00%	1.4%

₹142M

350K

₹2.1M

Revenue

sales\_qty

Total Profit Margin

Profit Target

2%

year

2017

2018

2019

2020

cy\_date

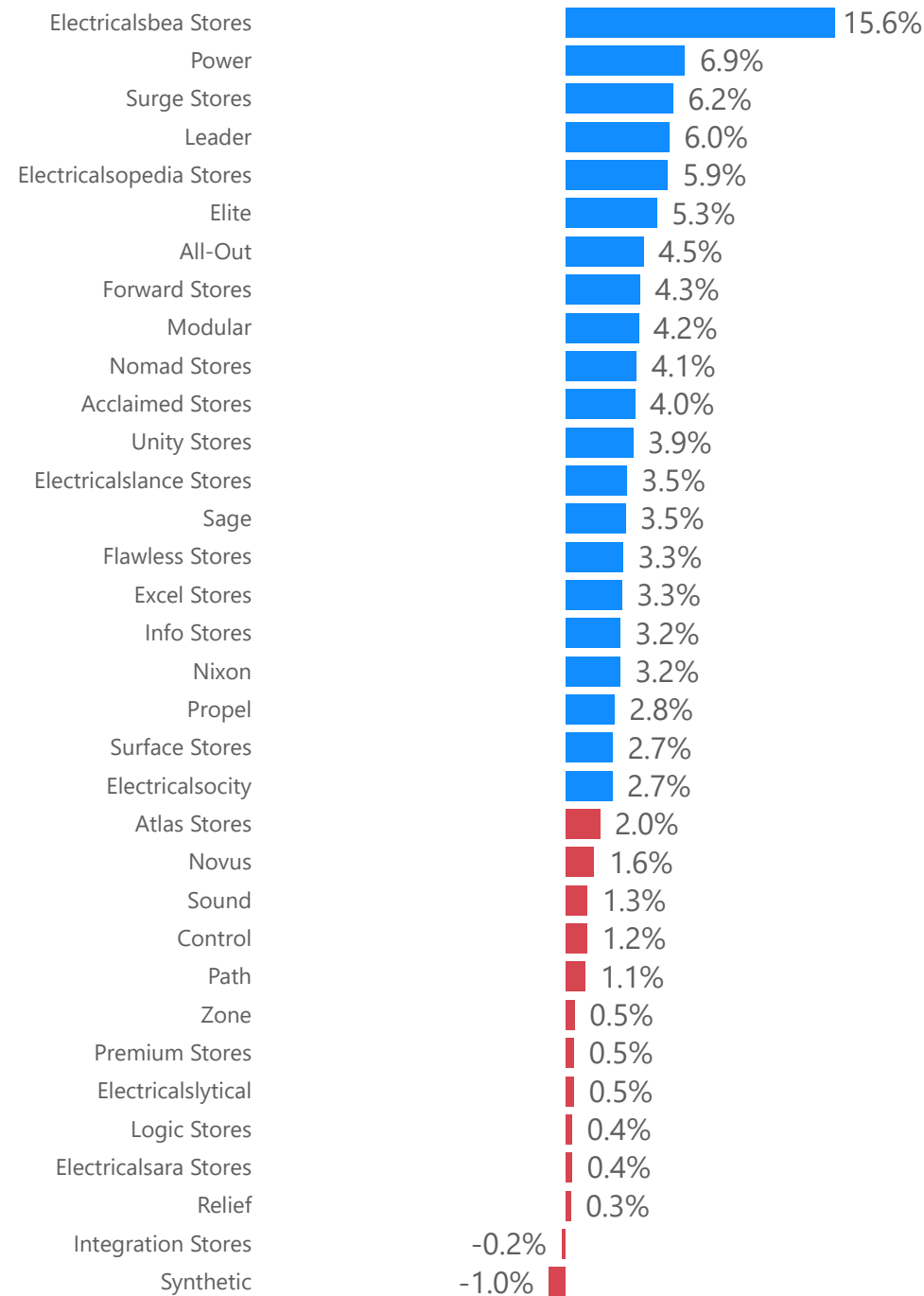
Jan 20

Feb 20

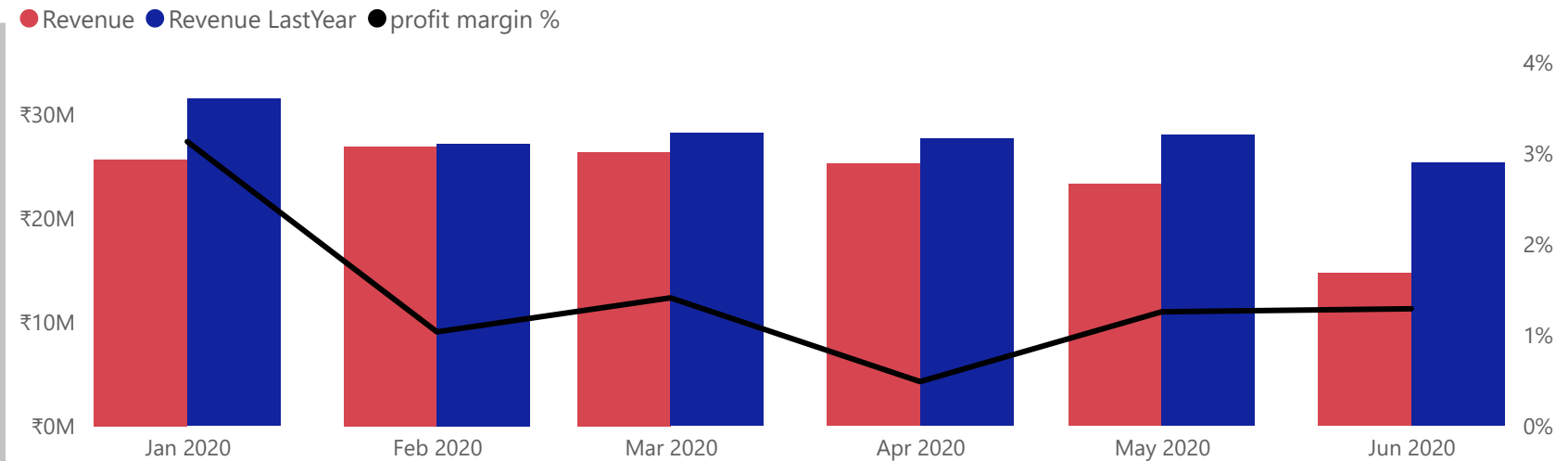
Mar 20

Apr 20

Revenue Contribution % by Market



Revenue Trend



customer_name	Revenue	Revenue contribution %	Profit margin contribution %	profit margin %
Electricalsbea Stores	₹50,940.00	0.0%	0.39%	15.6%
Power	₹10,98,552.00	0.8%	3.69%	6.9%
Surge Stores	₹39,53,600.00	2.8%	11.95%	6.2%
Leader	₹16,71,901.00	1.2%	4.87%	6.0%
Electricalsopedia Stores	₹9,95,764.00	0.7%	2.86%	5.9%
Elite	₹12,47,785.00	0.9%	3.19%	5.3%
All-Out	₹7,13,953.00	0.5%	1.57%	4.5%
Forward Stores	₹25,60,961.00	1.8%	5.39%	4.3%
Modular	₹24,53,519.00	1.7%	5.04%	4.2%
Nomad Stores	₹19,78,550.00	1.4%	3.95%	4.1%
Acclaimed Stores	₹31,16,384.00	2.2%	6.12%	4.0%
Unity Stores	₹17,48,166.00	1.2%	3.31%	3.9%
Electricalslance Stores	₹1,42,742.00	0.1%	0.25%	3.5%
Sage	₹96,950.00	0.1%	0.16%	3.5%
Flawless Stores	₹11,26,976.00	0.8%	1.83%	3.3%
Excel Stores	₹79,28,385.00	5.6%	12.54%	3.3%
Info Stores	₹50,64,374.00	3.6%	7.82%	3.2%
Nixon	₹30,28,345.00	2.1%	4.66%	3.2%
Total	₹14,22,24,545.00	100.0%	100.00%	1.4%