

Atliq Sales Analysis Dashboard
Subtitle: Interactive Business Insights (2017-2020)

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Objective & Tools Used

Objective:

- To provide business stakeholders with an interactive view of sales performance and profitability metrics across different markets, customers, and products.

- **Tools Used:**
 - Power BI Desktop

Atliq Sales Analysis

year

2017

2018

2019

2020

cy_date

Jun 17

Jul 17

Aug 17

Sep 17

₹984.81M

Revenue

2M

sales_qty

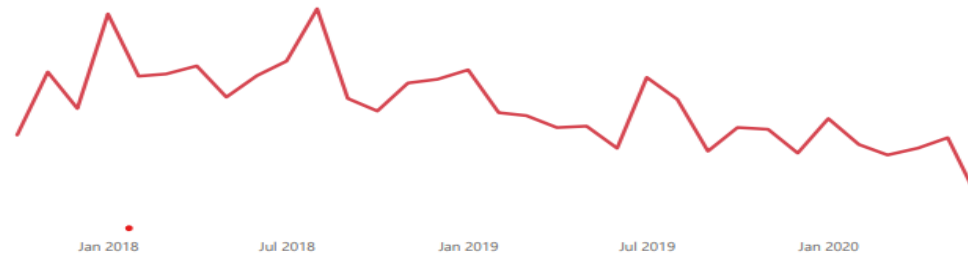
Revenue by Markets

Delhi NCR	₹519.51M
Mumbai	₹150.08M
Ahmedabad	₹132.31M
Bhopal	₹58.61M
Nagpur	₹55.03M
Kochi	₹18.81M
Chennai	₹18.04M
Kanpur	₹13.58M
Hyderabad	₹7.44M
Patna	₹4.43M
Lucknow	₹3.09M
Surat	₹2.61M
Bhubaneshwar	₹0.89M
Bengaluru	₹0.37M

sales_qty by Markets

Delhi NCR	1M
Mumbai	0M
Nagpur	0M
Kochi	0M
Ahmedabad	0M
Bhopal	0M
Hyderabad	0M
Chennai	0M
Lucknow	0M
Surat	0M
Kanpur	0M
Bhubaneshwar	0M
Patna	0M
Bengaluru	0M

Revenue Trend



Top 5 Customers

Electricalsara Stores	₹413.33M
Electricalslytical	₹49.64M
Excel Stores	₹49.12M
Premium Stores	₹44.91M
Nixon	₹43.89M

Top 5 Products

(Blank)	₹468.96M
Prod040	₹23.58M
Prod159	₹17.66M
Prod065	₹16.26M
Prod018	₹15.60M

₹142M
Revenue

350K
sales_qty

₹2.1M
Total Profit ...

year

2017

2018

2019

2020

cy_date

Jan 20

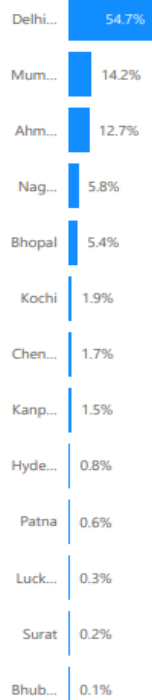
Feb 20

Mar 20

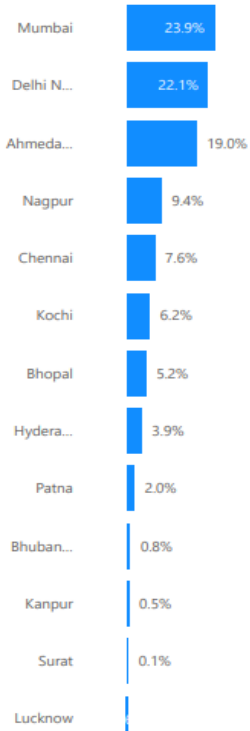
Apr 20

Revenue Trend

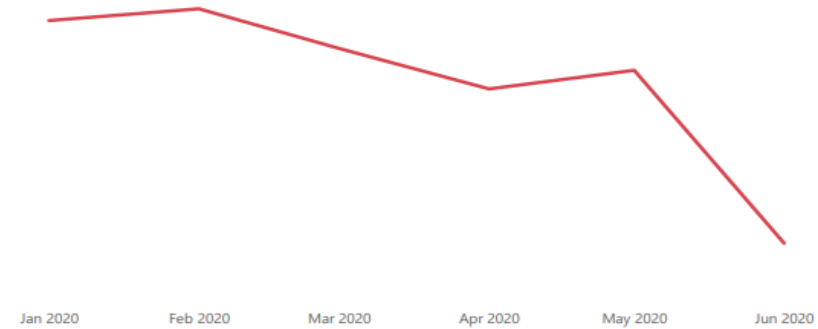
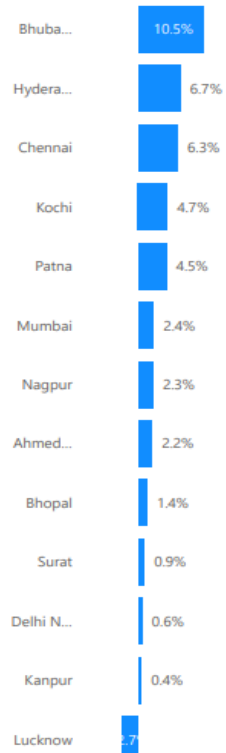
Revenue
Contribution % by
Market



Profit Contribution % by
Market



Profit % by Market



customer_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

Revenue

350K

sales_qty

₹2.1M

Total Profit Margin

Profit Target

2%

year

2017

2018

2019

2020

cy_date

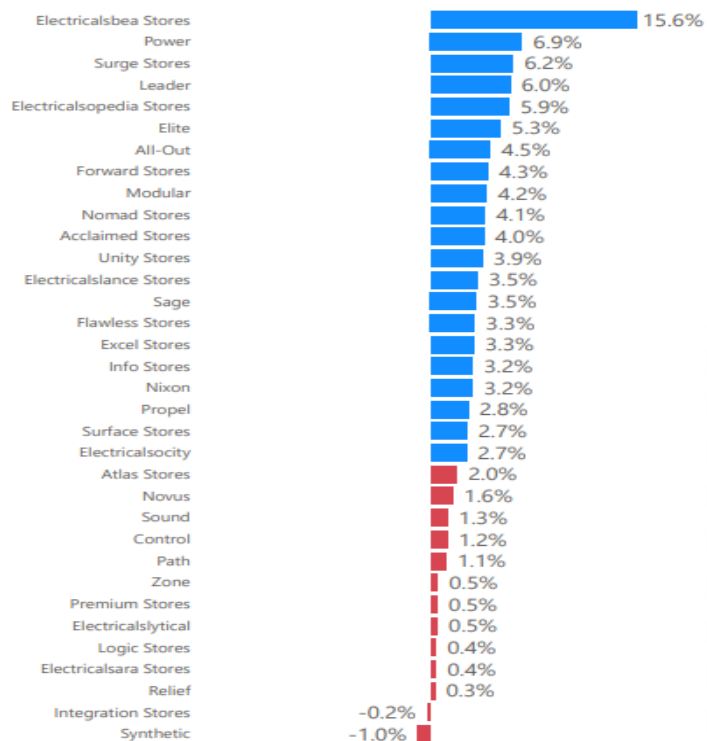
Jan 20

Feb 20

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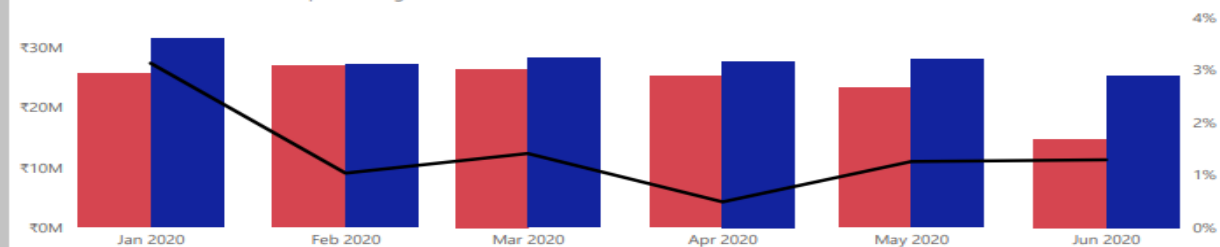
Apr 20

Revenue Contribution % by Market



Revenue Trend

● Revenue ● Revenue LastYear ● profit margin %



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%

KPI Summary

KPI	Value
Total Revenue	₹984.81M
Sales Quantity	2M units
Total Profit Margin	₹2.1M (2%)

Top Market: **Delhi NCR** (54.7%)

Top Customer: **Electricalsara Stores** (46.2%)

Insights by Market

- **Delhi NCR** dominates with over 50% of revenue.
- Profit margins vary significantly across regions.
 - Negative margins noted in **Lucknow** and **Bhubaneswar**.