

AtliQ Technologies: Data-Driven Insights for Strategic Growth (2017–2020)

Company Context

AtliQ is an AI consultancy and digital solutions provider, delivering tailored services across data analytics, AI development, software, mobile apps, and business consulting. With a track record spanning 15+ years and over 200 businesses consulted, the company emphasizes scalable, outcome-focused technology adoption across industries including fintech, healthcare, e-commerce, and more.

Source: *atliq.com*

Business Performance Summary (2017–2020)

- **Total Revenue:** ₹984.87M
- **Total Profit:** ₹24.66M
- **Profit Margin:** 2.6%
- **Quantity Sold:** 2M units

These figures indicate solid business scale with opportunities to improve margin efficiency.

Profit Analysis & Regional Outlook

- **Top Profit Generators (by margin):** Surat (5.1%), Patna (4.8%), Bhubaneswar (4.1%), Bhopal (4.1%) — smaller markets performing well margin-wise.
- **Underperformers:** Bengaluru shows a heavy loss at –17.2%, with Kanpur (–0.5%) and Hyderabad (0.5%) nearly flatlining profits.
- **Profit Concentration:** Nearly 50% of profits come from Delhi NCR, with Mumbai contributing ~20%. The rest of India contributes far less collectively — a significant dependency risk.

YoY Profit Trend:

- 2017: 2.3%
- 2018: 3.0%
- 2019: 3.2% (peak)
- 2020: 1.5% (likely impacted by pandemic disruptions)



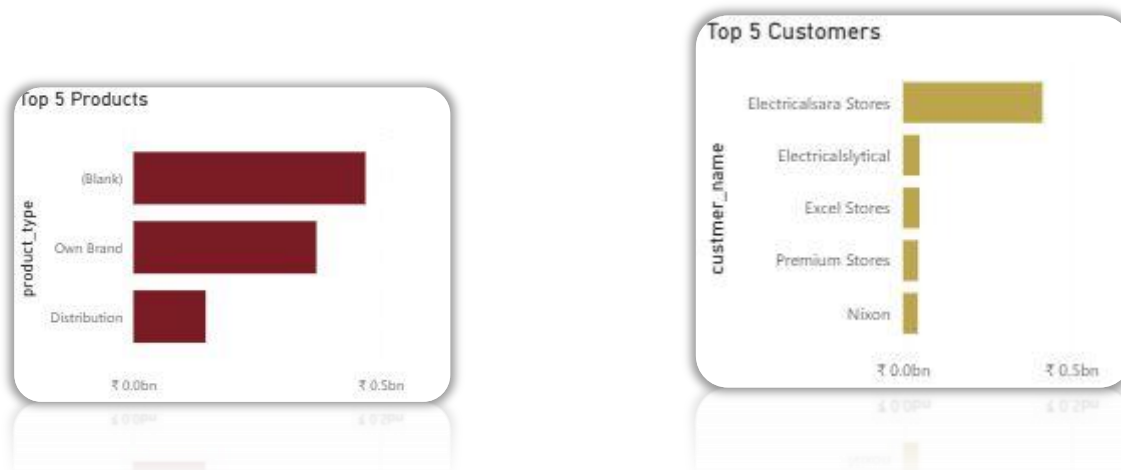
Revenue Breakdown & Trends

- **Top Markets:** Delhi NCR dominates with ₹519.57M (~53% of revenue), followed by Mumbai (₹150.08M) and Ahmedabad (₹132.31M).
- **Regional Skew:** The North zone accounts for a staggering ~68.6% of total revenue.
- **Trend:** Revenue grew steadily from 2017 to 2019 before dropping sharply in 2020, mirroring the profit decline.



Customers & Product Insights

- **Key Customers:** Electricalsara Stores, Electricalslytical, Excel Stores, Premium Stores, and Nixon — a handful of clients contribute heavily to overall revenue.
- **Product Revenue:** Driven mainly by Own Brand and Distribution categories. However, a large share of sales is tagged under “(Blank)”, pointing to data categorization issues that could be masking insights.



Strategic Risks & Strengths Aligned to AtliQ's Capabilities

- Risks:**
 - **Market & Customer Concentration:** Heavy reliance on Delhi NCR and a few key customers poses volatility risk.
 - **Low Profit Margin (2.6%):** Undermines sustainability without improved operational leverage.
 - **Underperformance in Certain Regions:** Loss-making markets like Bengaluru need urgent review.
 - **Data Quality Gaps:** The “(Blank)” product category impedes granular analysis.

Strengths: - AtliQ's analytics consulting can pinpoint root causes of underperformance and guide corrective actions.

- Core expertise in software & AI can automate operations, enhance efficiency, and reduce margin pressure.

- Strong consulting capabilities to support market and customer diversification strategies.

Recommendations Tailored for AtliQ Leadership

1. Leverage Data Analytics to Drill Down Problem Markets

- Identify cost inefficiencies, pricing gaps, or demand issues in Bengaluru, Hyderabad, and Kanpur.

- Clean up product data to resolve "(Blank)" category issues.

2. Diversify Market Exposure

- Invest in scaling operations in smaller but high-margin regions like Surat and Patna.

3. Enhance Customer Mix

- Reduce reliance on top five accounts by expanding mid-tier client base.

4. Boost Profit Margins via AI & Software Tools

- Implement AI-led demand forecasting, cost control automation, and dynamic pricing models.

5. Formalize a Data-Driven Growth Strategy

- Build live dashboards to track performance by geography, customer, and product.
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Final Thoughts

This analysis of 2017–2020 data underscores opportunities for AtliQ to position itself as not just a solutions provider, but as a strategic partner capable of transforming operations through analytics, automation, and consulting excellence.

By integrating its own service offerings into its business improvement initiatives, AtliQ can refine market strategy, boost profitability, and build resilience in uncertain times.