

AtliQ Hardware - Sales Analysis (Key Insights)

₹142.22M

Revenue

350K

Sales Qty

₹2.06M

Total Profit Margin

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

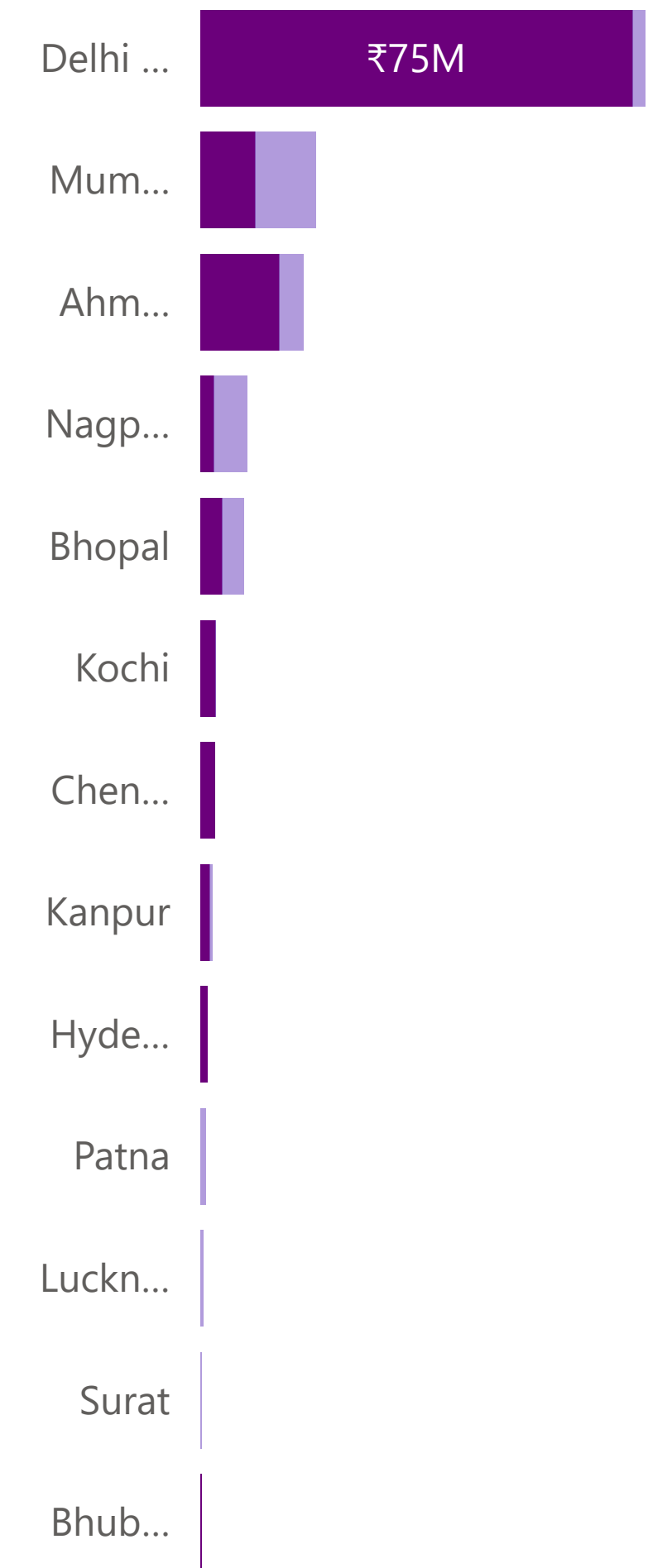
Apr 20

May 20

Jun 20

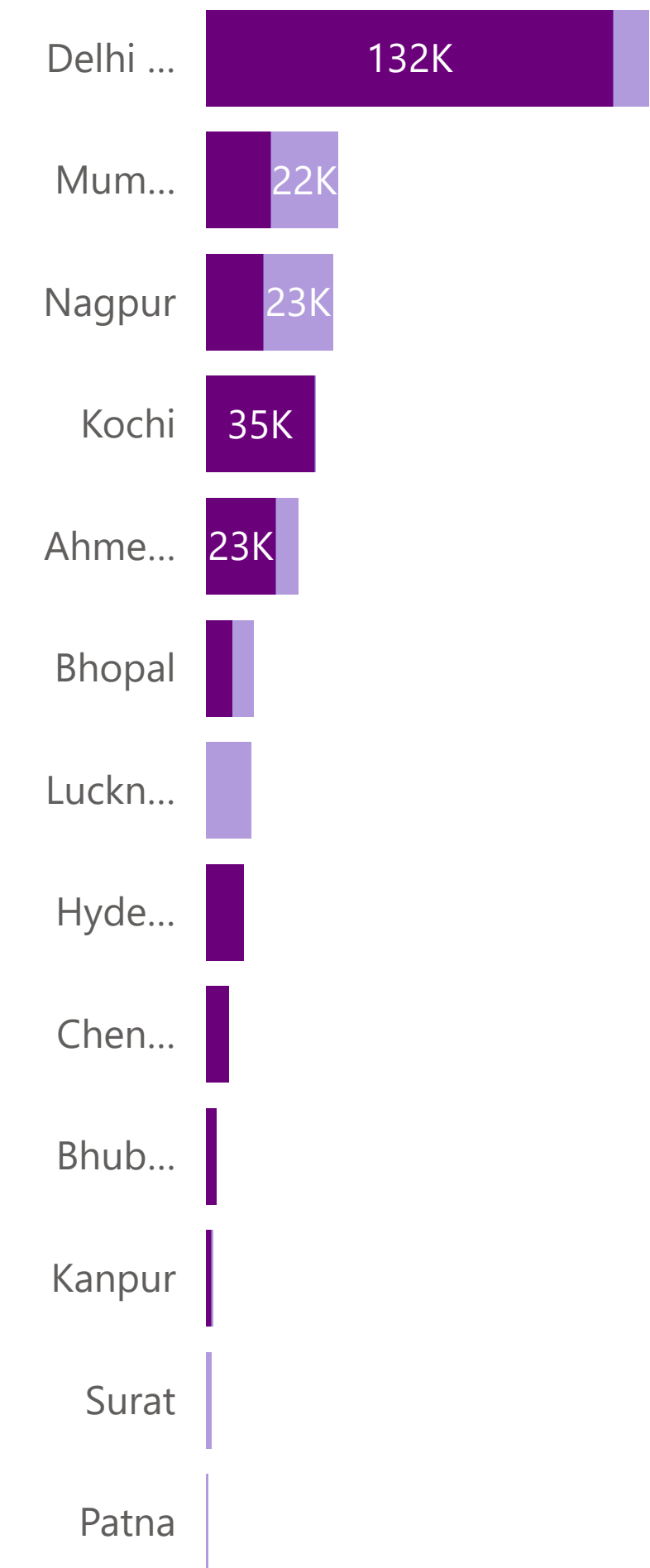
Revenue by Markets

cust... ● Brick & ... ● E-Commerce

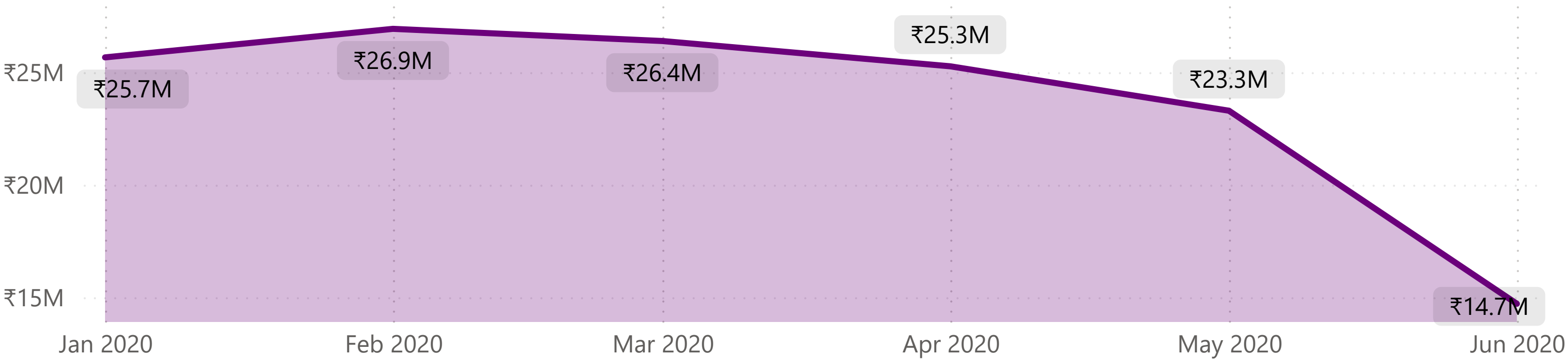


Sales Qty by Markets

cust... ● Brick & M... ● E-Comme...



Revenue Trend



Top 5 Products

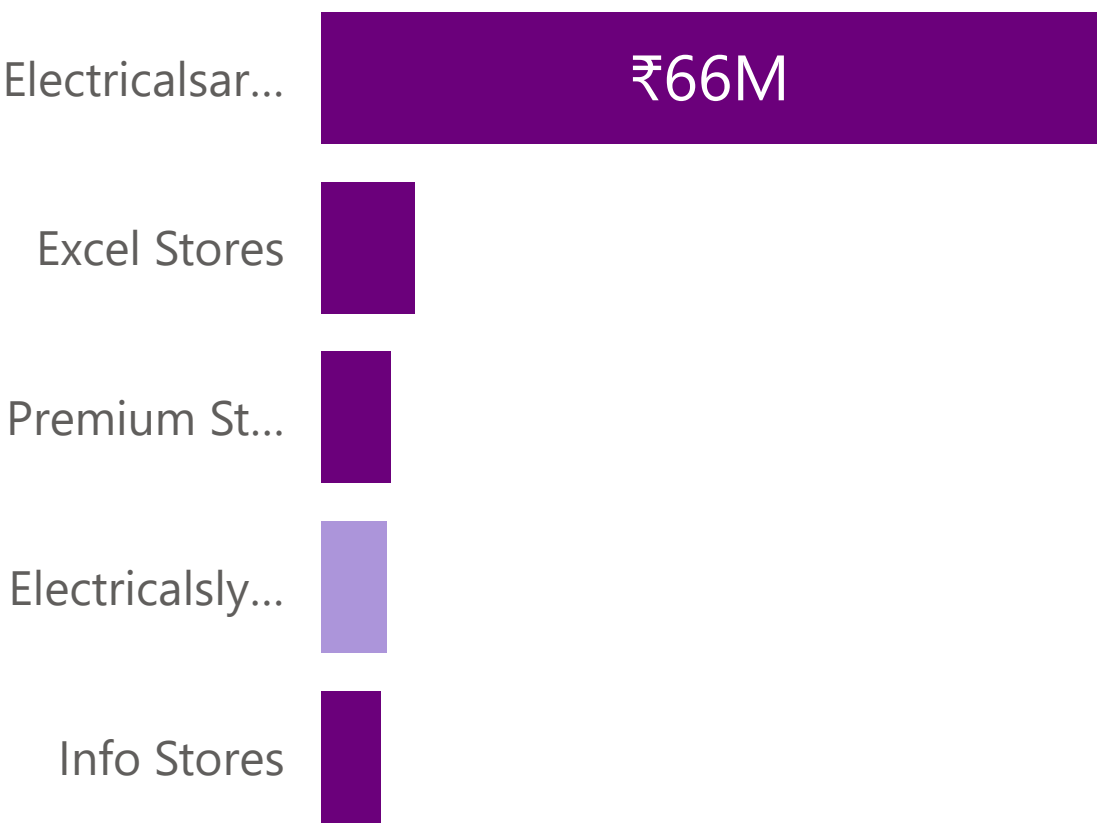


Revenue split among Customer type



Top 5 Customers

customer_... ● Brick & Mortar ● E-Commerce



AtliQ Hardware - Profit Analysis

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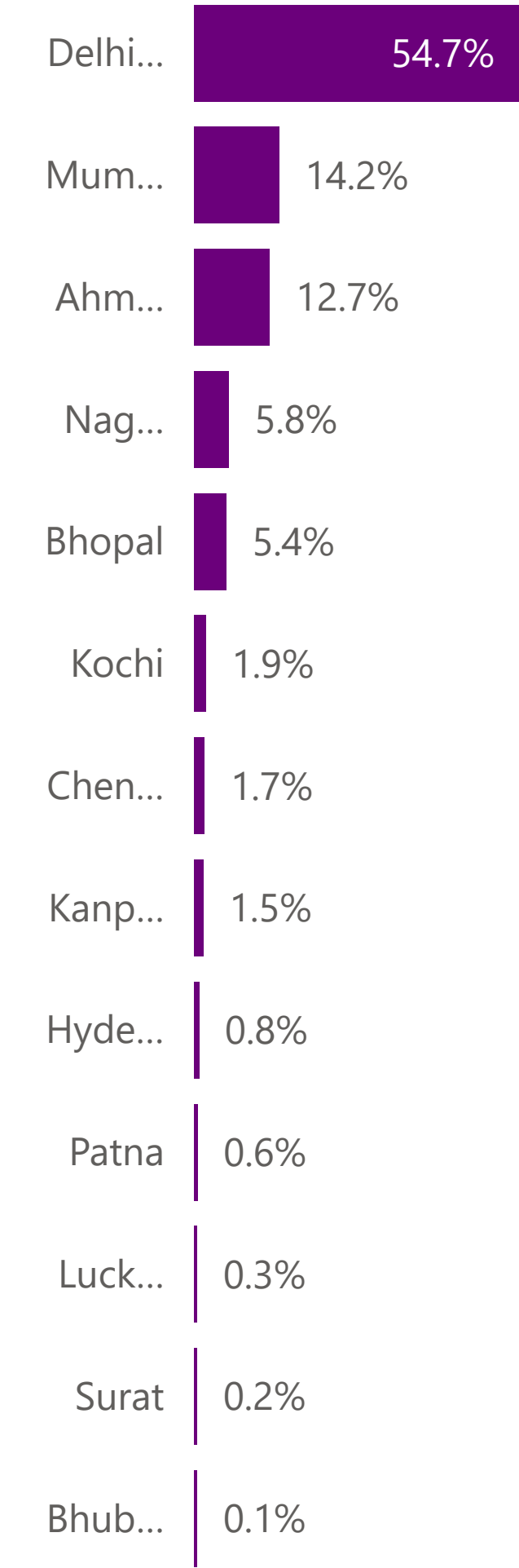
Mar 20

Apr 20

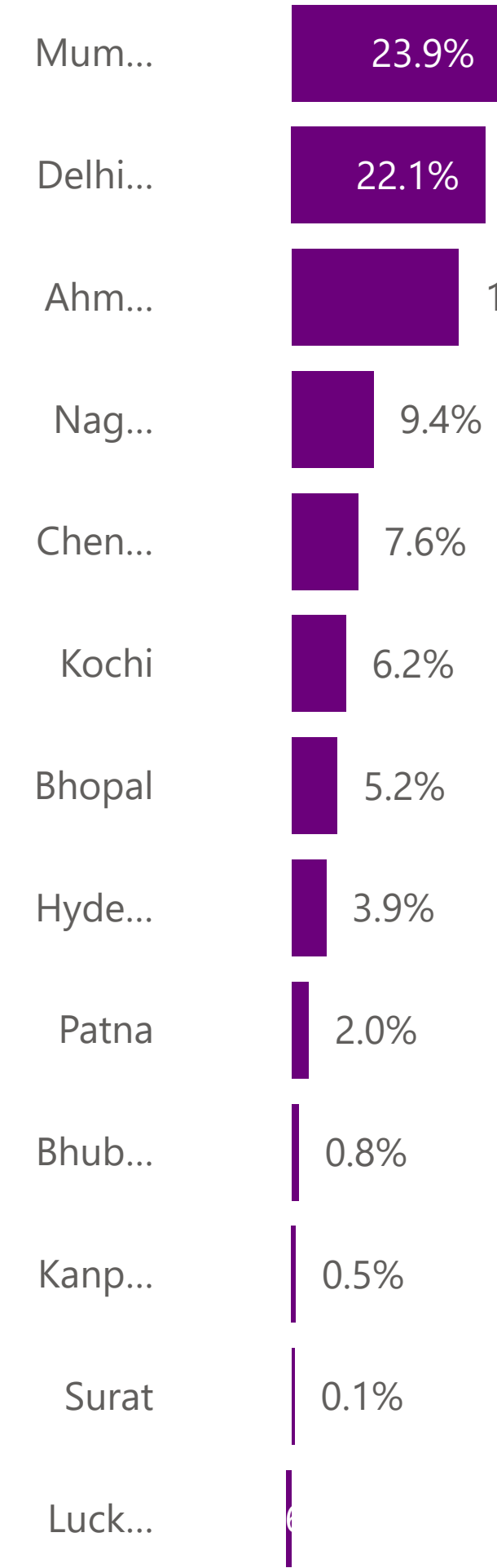
May 20

Jun 20

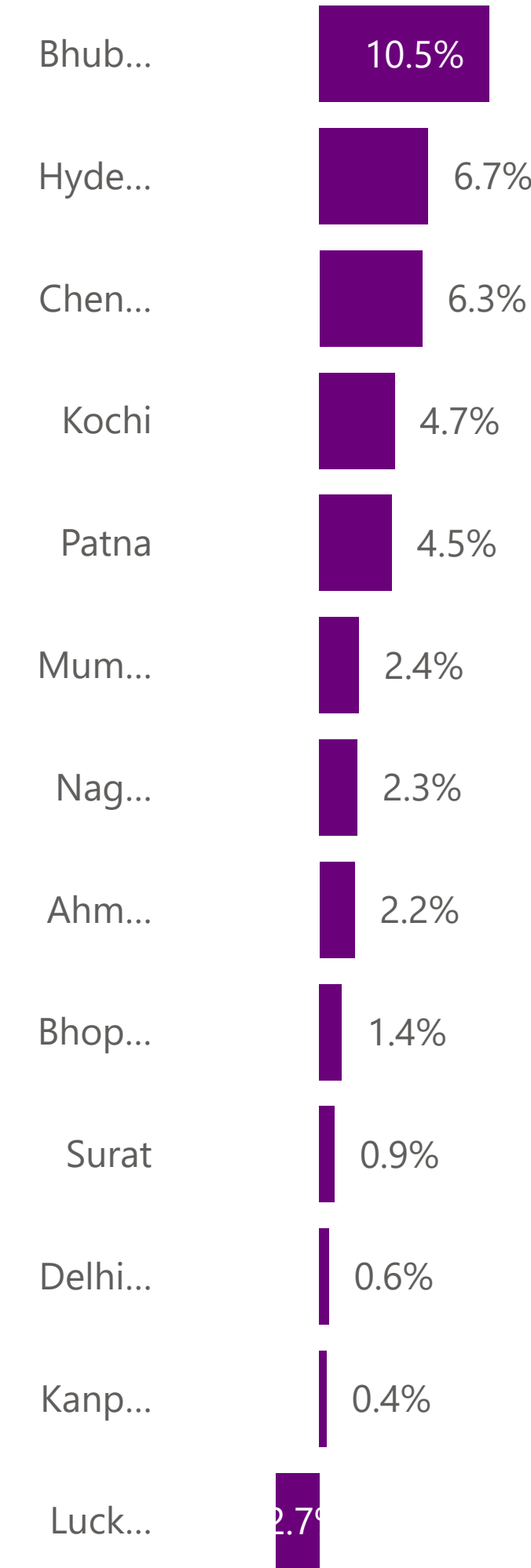
Revenue Contribution % by Markets



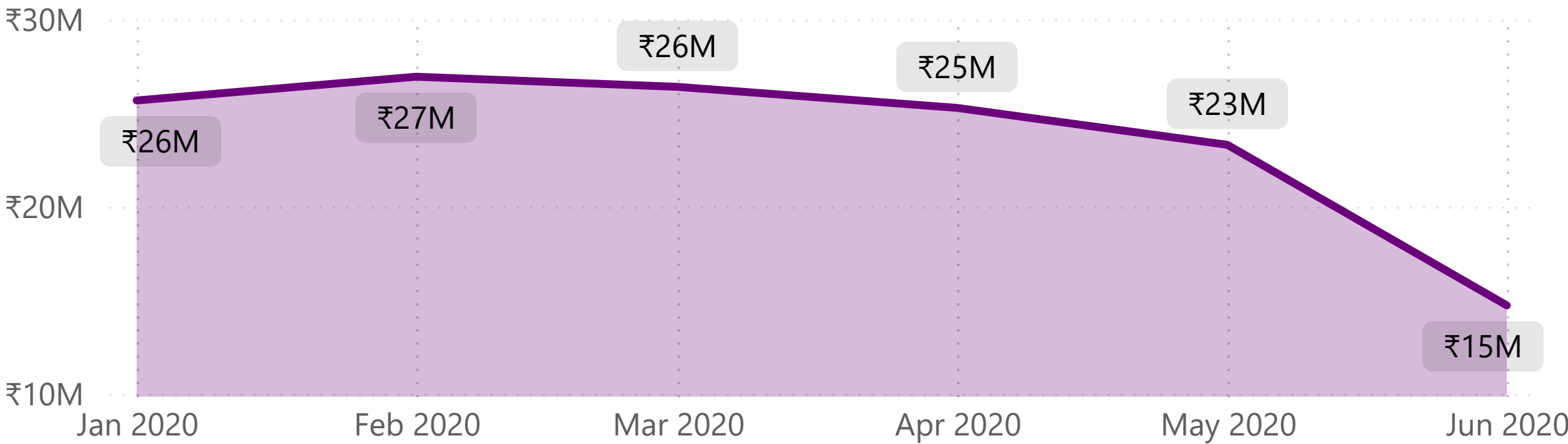
Profit Contribution % by Markets



Profit % by Markets



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsquipo Stores	₹86,908.00	0.1%	-0.5%	-11.5%
Epic Stores	₹3,002,834.00	2.1%	-6.8%	-4.7%
Expression	₹82,845.00	0.1%	-0.2%	-4.2%
Insight	₹571,430.00	0.4%	-0.5%	-1.9%
Synthetic	₹916,267.00	0.6%	-0.4%	-1.0%
Integration Stores	₹1,909,611.00	1.3%	-0.2%	-0.2%
Relief	₹773,301.00	0.5%	0.1%	0.3%
Electricalsara Stores	₹65,641,977.00	46.2%	11.9%	0.4%
Logic Stores	₹3,319,243.00	2.3%	0.6%	0.4%
Electricalslytical	₹5,537,904.00	3.9%	1.3%	0.5%
Total	₹142,224,545.00	100.0%	100.0%	1.4%

AtliQ Hardware - Performance Insights

₹142.22M

Revenue

350K

Sales Qty

₹2.06M

Total Profit Margin

2017

2018

2019

2020

Jan 20

Feb 20

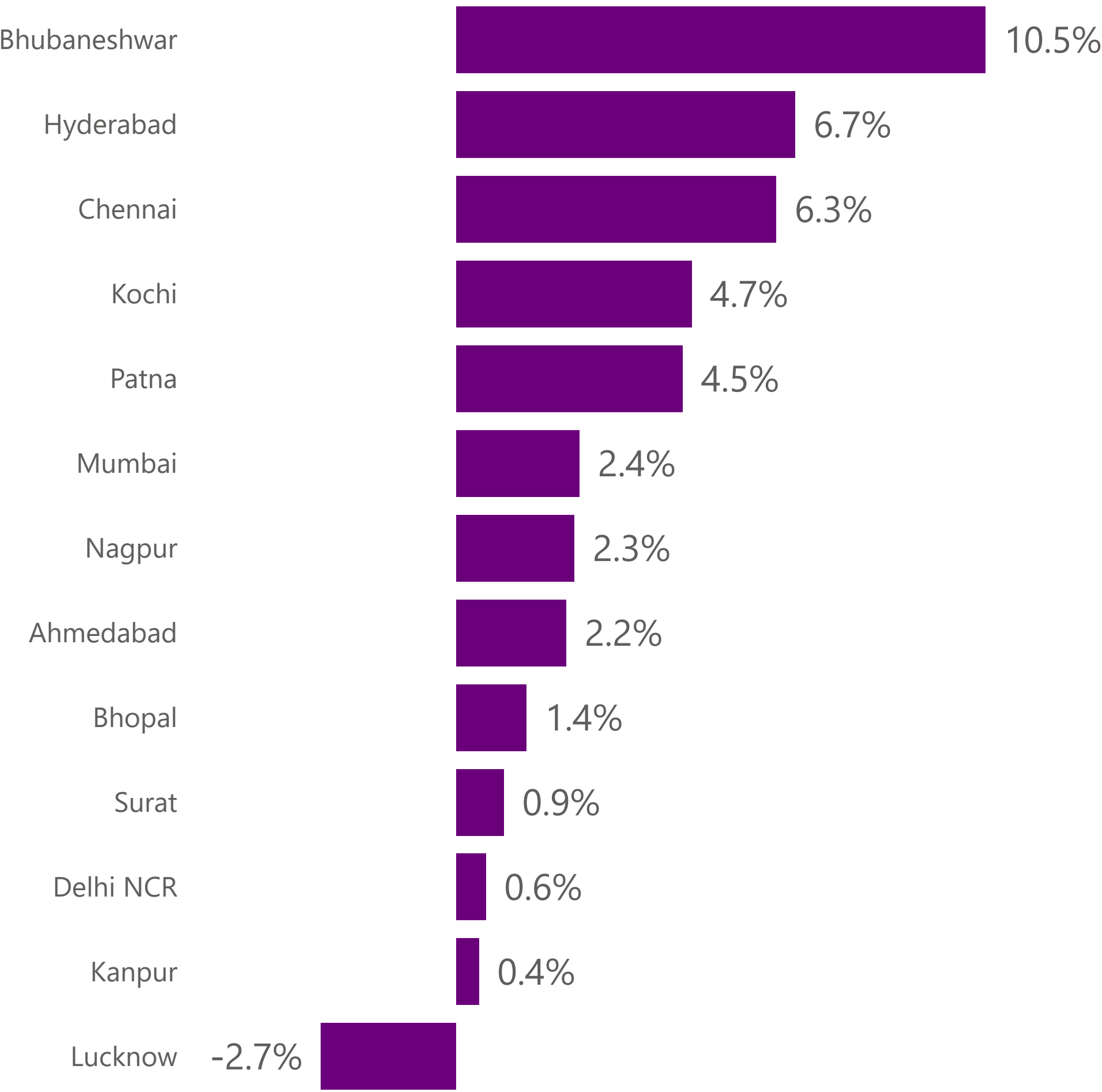
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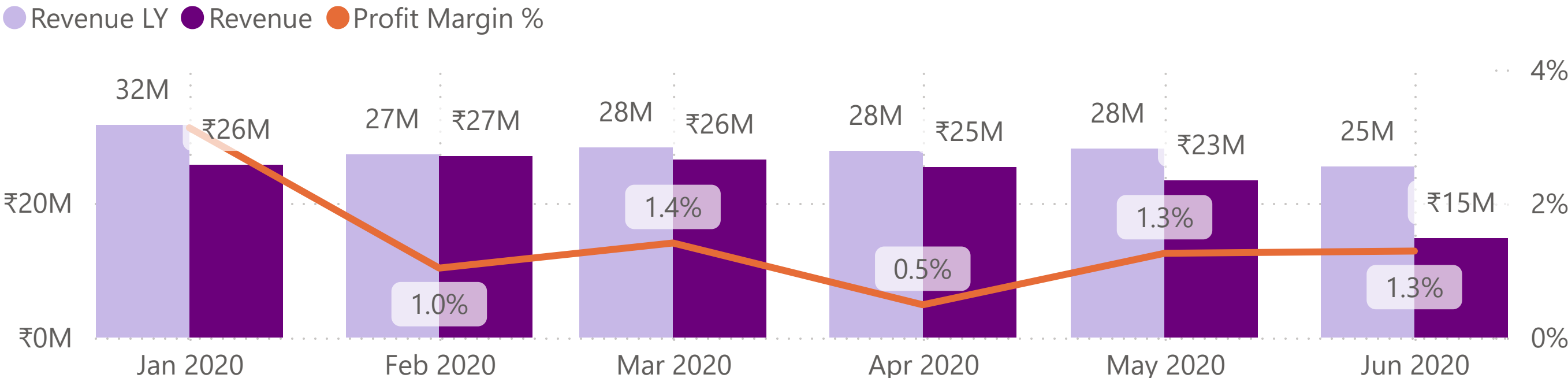
May 20

Jun 20

Profit Margin % by Markets & Zones



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Zone	₹927,154.00	0.7%	0.2%	0.5%
Unity Stores	₹1,748,166.00	1.2%	3.3%	3.9%
Synthetic	₹916,267.00	0.6%	-0.4%	-1.0%
Surge Stores	₹3,953,600.00	2.8%	11.9%	6.2%
Surface Stores	₹2,120,000.00	1.7%	3.2%	2.7%
Total	₹142,224,545.00	100.0%	100.0%	1.4%