

SALES COCKPIT



Homepage



Branch Manager Details



Summary Dashboard



Regionwise Analysis



Brandwise Analysis



Decomposition Tree



Secondary sales value summary

YTD (CY)

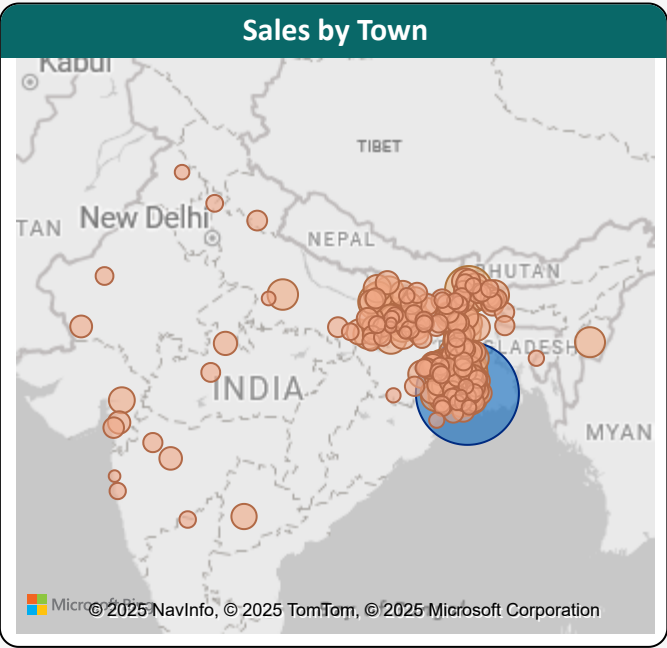
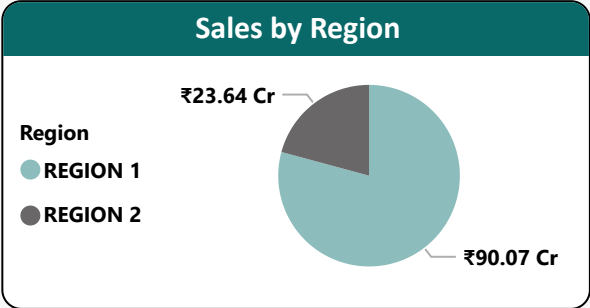
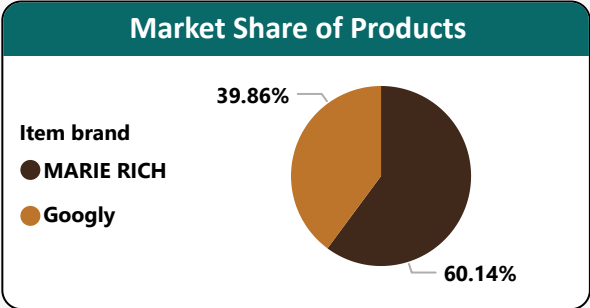
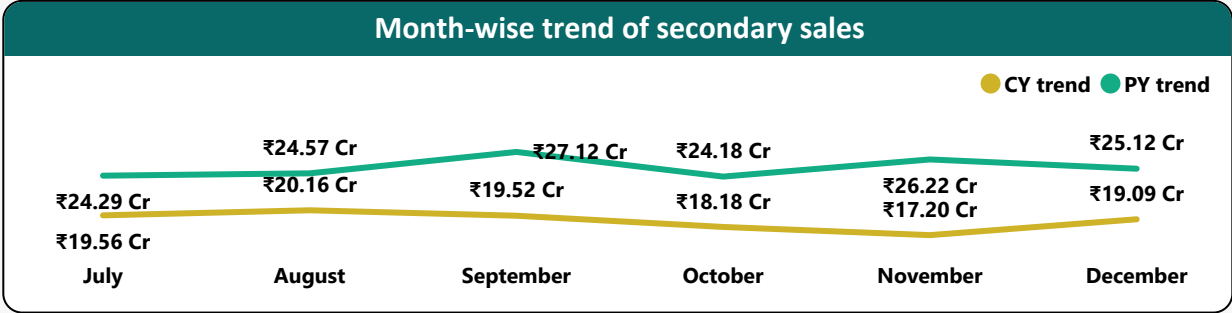
₹113.71 Cr

YTD (PY)

₹151.49 Cr

Growth (%)

-24.94% ▼



Item brand	CY Sales	PY Sales	Growth (%)
Googly	₹ 45,32,19,296	₹75,26,38,847	-39.78%
GOOGLY 120 GM.	₹ 86,830	₹2,06,463	↓ -57.94%
GOOGLY 120g 30g Extra (BIG) HR	₹ 1,19,820	₹0	
GOOGLY 150 GM.		₹11,205	↓ -100.00%
GOOGLY 170g 45g Extra (BIG) HR	₹ 6,07,17,113	₹0	
GOOGLY 190g 50g Extra (BIG) HR	₹ 9,79,25,664	₹0	
GOOGLY 200 GM.	₹ 9,87,61,848	₹18,24,46,824	↓ -45.87%
GOOGLY 225 GM.	₹ 6,13,86,922	₹20,87,03,215	↓ -70.59%
GOOGLY 31 GM FREE	₹ 65,002	₹0	
GOOGLY 31 GM.	₹ 7,28,33,333	₹31,18,53,435	↓ -76.65%
Total	₹ 1,13,71,06,071	₹1,51,48,65,243	-24.94%

Top 5 RDS (Distributors)

West Bengal Trading Agen...	₹2.77 Cr
Sales & Service, Kolkata	₹2.48 Cr
Saj Marketing Pvt. Ltd., Ra...	₹2.35 Cr
Unique Sales Organisation,...	₹1.65 Cr
K. D. Enterprise,Ekbalpore,...	₹1.56 Cr

Top 5 Retail Channels

Groceries (Large)	₹35.01 Cr
Groceries (Small)	₹26.37 Cr
Wholesalers	₹23.73 Cr
SUB	₹22.09 Cr
Self Service	₹2.08 Cr

Branch manager	CY Sales	PY Sales	Growth (%)
NILOY MUKHERJEE	₹ 69,28,43,914	₹80,95,64,911	-14.42%
ABIR KUMAR SEAL KOLKATA II	₹ 6,48,19,896	₹6,97,35,782	↓ -7.05%
APRATIM DAS GUPTA ALIPURDUAR	₹ 2,71,99,399	₹3,61,92,805	↓ -24.85%
APRATIM DAS GUPTA ALIPURDUAR	₹ 29,11,720	₹0	
CHITTARANJAN SUTAR SILIGURI	₹ 4,00,14,684	₹4,30,42,183	↓ -7.03%
DEBSEKHAR CHAKRABORTY DUMDUM	₹ 10,36,71,179	₹11,48,27,542	↓ -9.72%
INDRANIL PODDER ULUBERIA	₹ 10,65,02,933	₹13,21,97,004	↓ -19.44%
MONAJ BISWAS KRISHNANAGAR	₹ 9,98,58,450	₹11,64,67,988	↓ -14.26%
SAILEN GHOSH GARIA	₹ 5,56,03,615	₹7,17,50,282	↓ -22.50%
SHOVAN BANERJEE BARASAT	₹ 8,25,53,289	₹9,26,32,330	↓ -10.88%
TANAY RAHA MALDA	₹ 5,10,57,241	₹7,79,93,557	↓ -34.54%
VACANT KOLKATA I	₹ 4,84,11,272	₹5,47,25,439	↓ -11.54%
Total	₹ 1,13,71,06,071	₹1,51,48,65,243	-24.94%

BRANDWISE ANALYSIS

Item brand

SKU items

Region

Zone

Year

Month

All

All

All

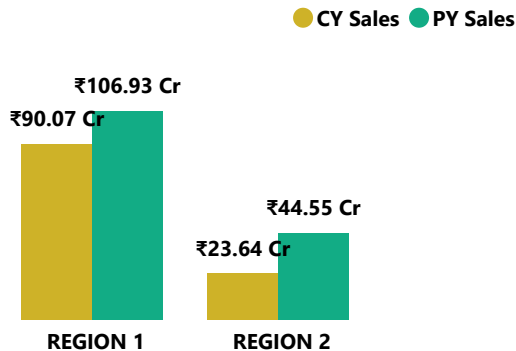
All

2023

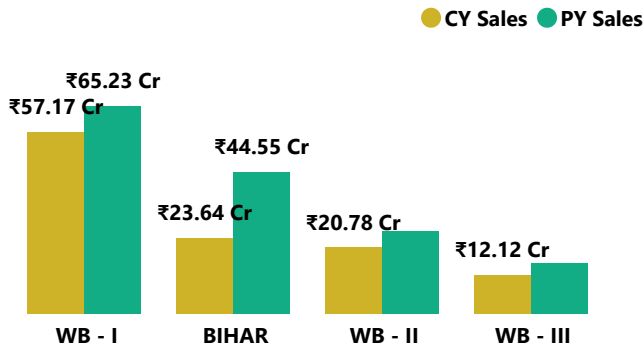
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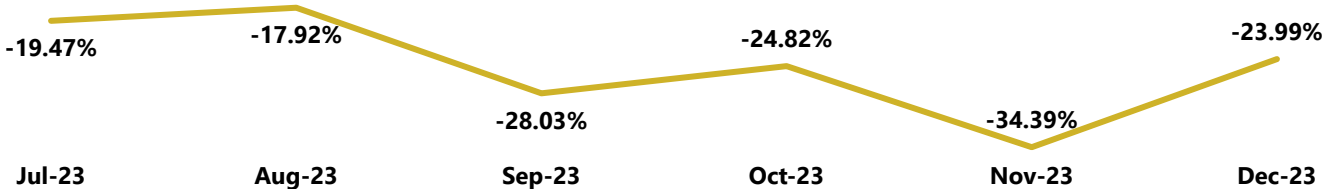
Sales by Region



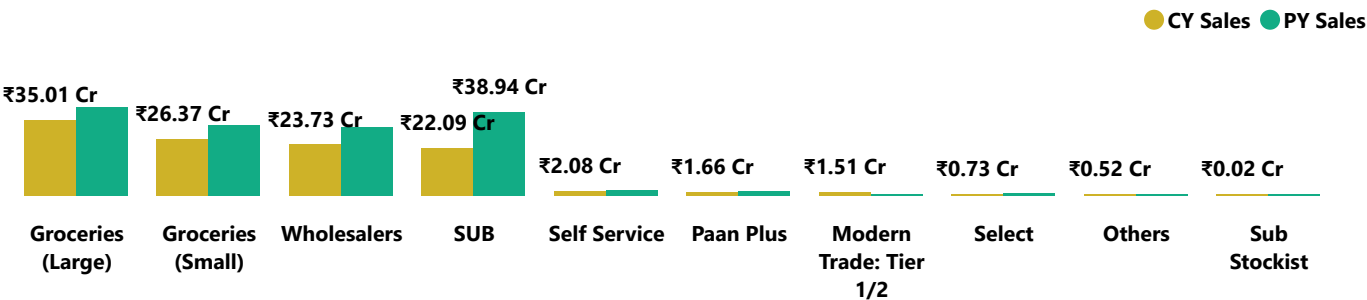
Sales by Zone



Year-Over-Year Sales Growth (%)



Sales by Retailer type



Item brand	CY Sales	PY Sales	Growth (%)
Googly	₹ 45,32,19,296	₹75,26,38,847	-39.78%
GOOGLY 120 GM.	₹ 86,830	₹2,06,463	-57.94%
GOOGLY 120g 30g Extra (BIG) HR	₹ 1,19,820	₹0	
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GOOGLY 225 GM.	₹ 6,13,86,922	₹20,87,03,215	-70.59%
GOOGLY 31 GM FREE	₹ 65,002	₹0	
GOOGLY 31 GM.	₹ 7,28,33,333	₹31,18,53,435	-76.65%
GOOGLY 31.5 GM 3.5 GM EXTRA	₹ 2,47,58,762	₹0	
GOOGLY 60 10g (WITH POLY)	₹ 3,02,46,341	₹3,89,58,725	-22.36%
GOOGLY 60 10g (WITHOUT POLY)	₹ 63,02,505	₹1,04,58,980	-39.74%
GOOGLY 60 20g (With Poly) (BIG) HR	₹ 15,156	₹0	
MARIE RICH	₹ 68,38,86,775	₹76,22,26,396	-10.28%
Total	₹ 1,13,71,06,071	₹1,51,48,65,243	-24.94%

BRANCH MANAGER DETAILS

Item brand

All

Branch Manager

All

ASM

All

SO

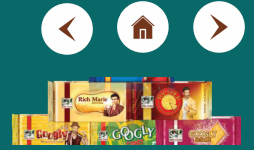
All

Year

2023

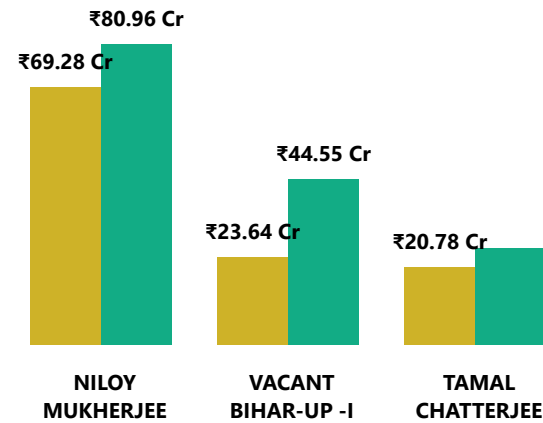
Month

All



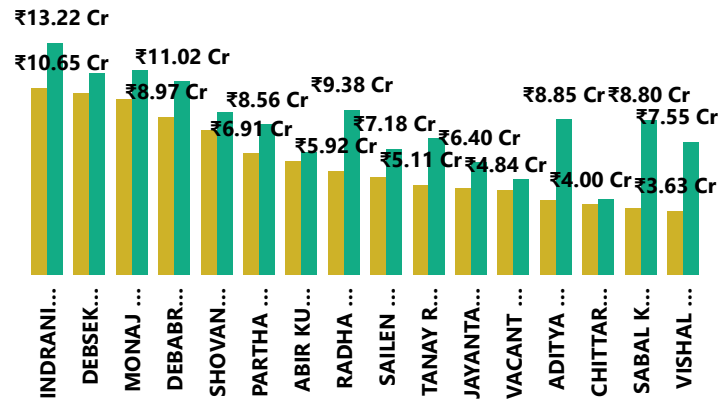
Sales by Branch manager

● CY Sales ● PY Sales



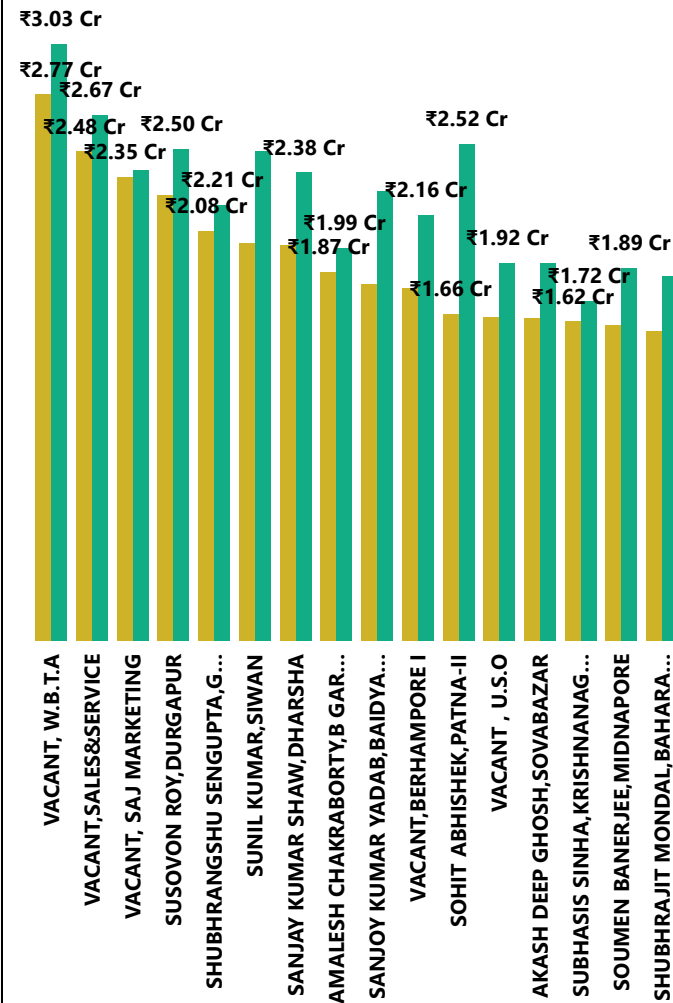
Sales by ASM

● CY Sales ● PY Sales

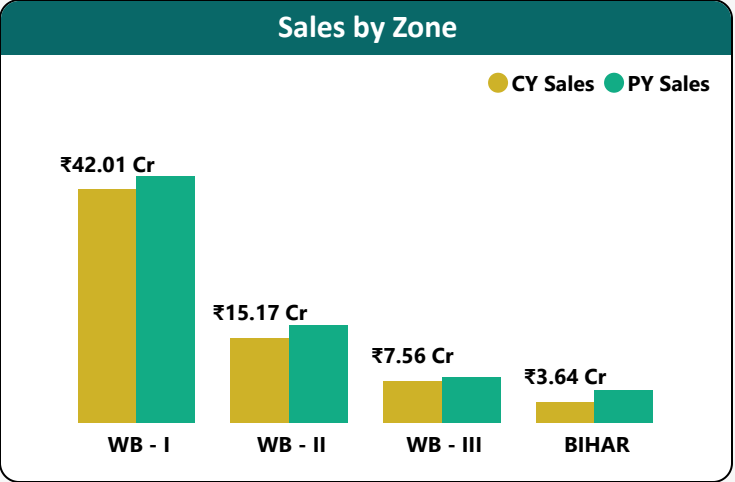
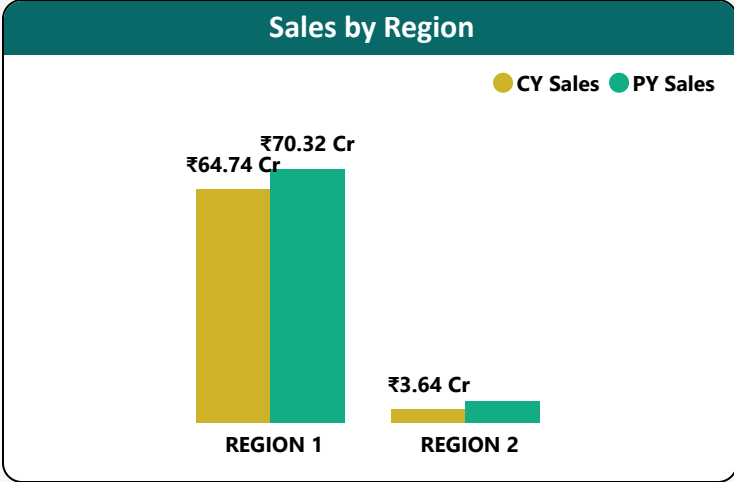


Sales by SO

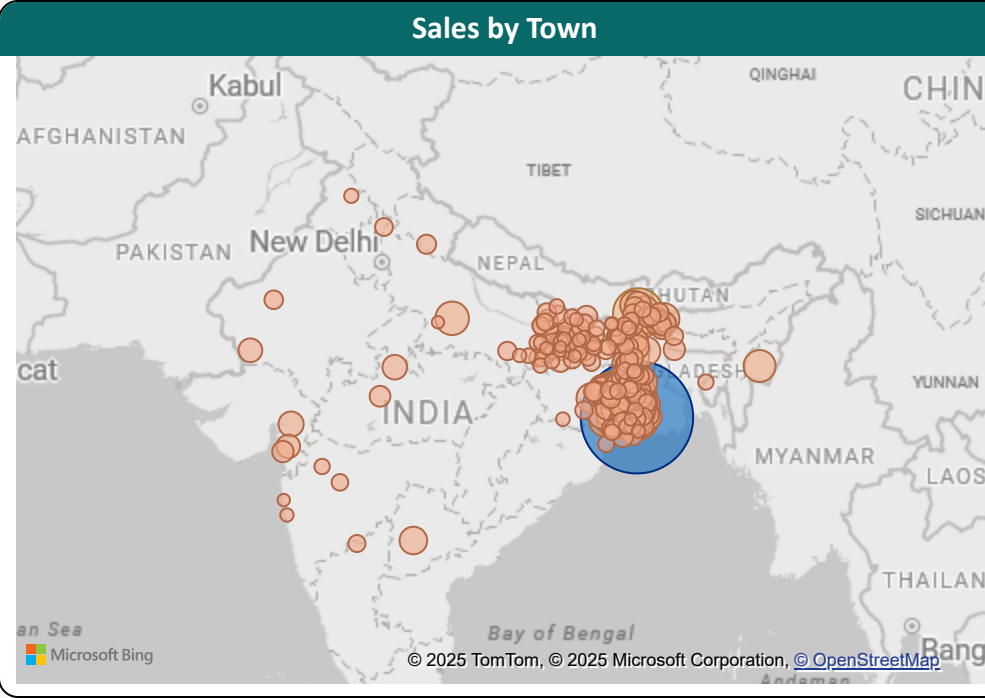
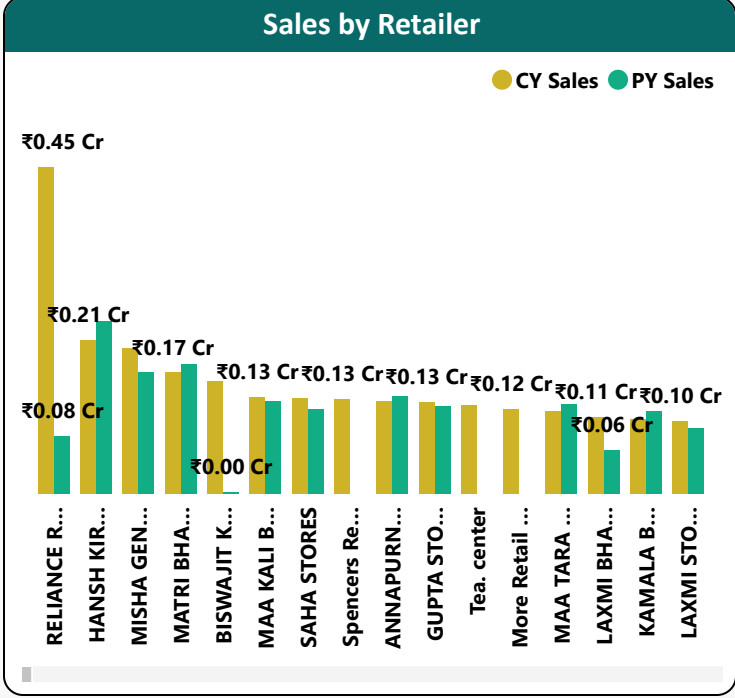
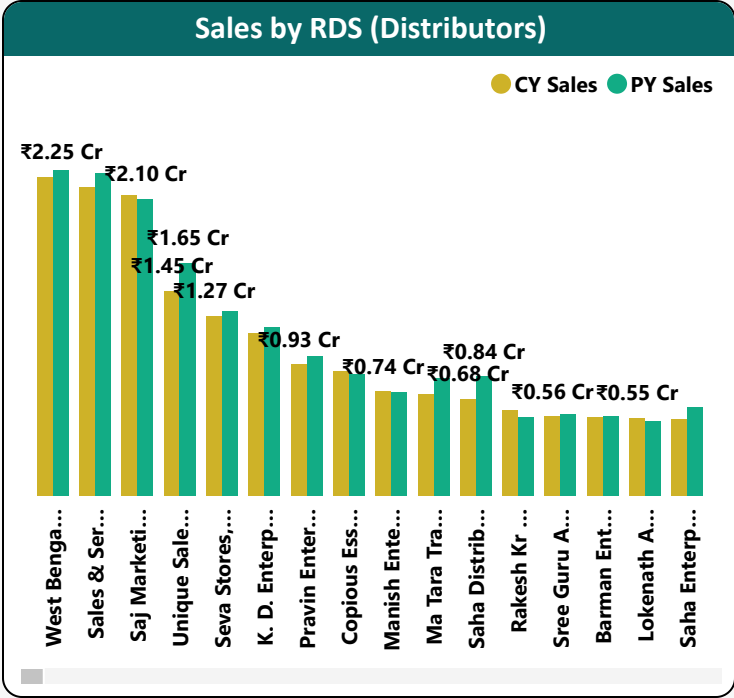
● CY Sales ● PY Sales



Branch manager	CY Sales	PY Sales	Growth (%)
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TANAY RAHA MALDA	₹ 5,10,57,241	₹7,79,93,557	-34.54%
VACANT KOLKATA I	₹ 4,84,11,272	₹5,47,25,439	-11.54%
VACANT KOLKATA MT	₹ 1,02,40,236	₹0	
Total	₹ 1,13,71,06,071	₹1,51,48,65,243	-24.94%



REGION	Secondary (CY)	Secondary (PY)	Growth (%)
REGION 1	₹ 64,74,48,185	₹70,31,62,610	-7.92%
WB - I	₹ 42,01,10,308	₹44,42,80,887	↓ -5.44%
WB - II	₹ 15,17,25,858	₹17,64,77,450	↓ -14.03%
WB - III	₹ 7,56,12,019	₹8,24,04,273	↓ -8.24%
REGION 2	₹ 3,64,38,590	₹5,90,63,786	-38.31%
BIHAR	₹ 3,64,38,590	₹5,90,63,786	↓ -38.31%
Total	₹ 68,38,86,775	₹76,22,26,396	-10.28%



DECOMPOSITION TREE

Item brand

All

SKU items

All

Region

All

RDS name

All

Year

2023

Month

All



Break down of secondary sales value

Region

REGION 1

Zone

WB - I

Item brand

MARIE RICH

RDS name

