

Product Performance Analysis



Proud to be a part of
Celebal Summer Internship

Aman Jha
CT_CSI_PB_2343



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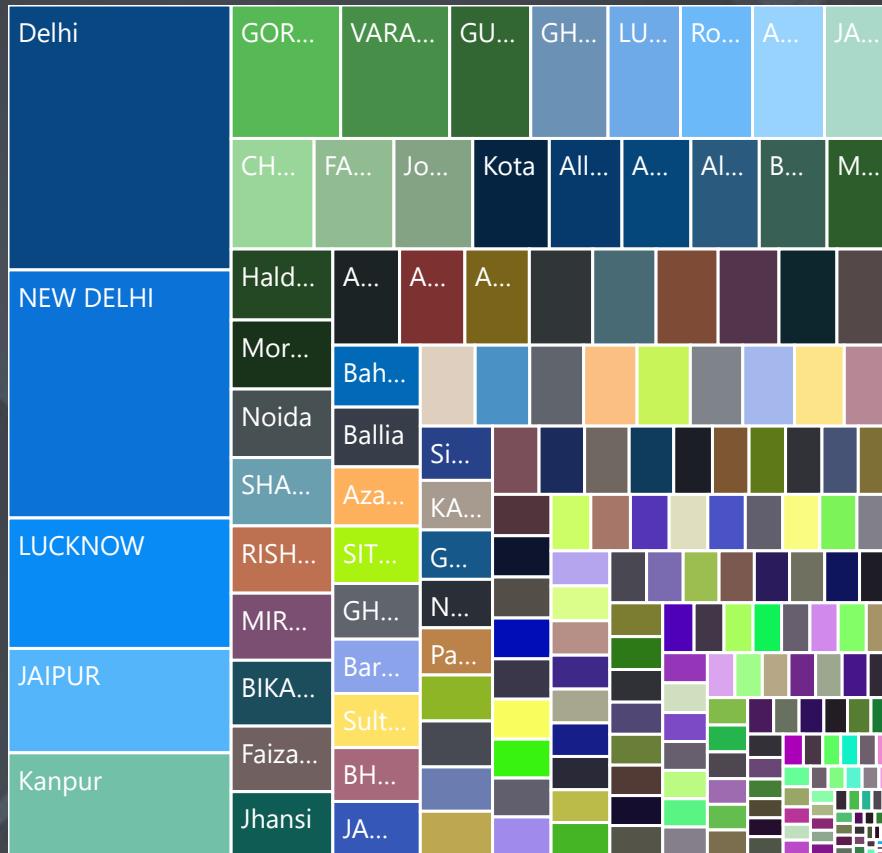


Back

Total No. of Cases sale by Sales Org



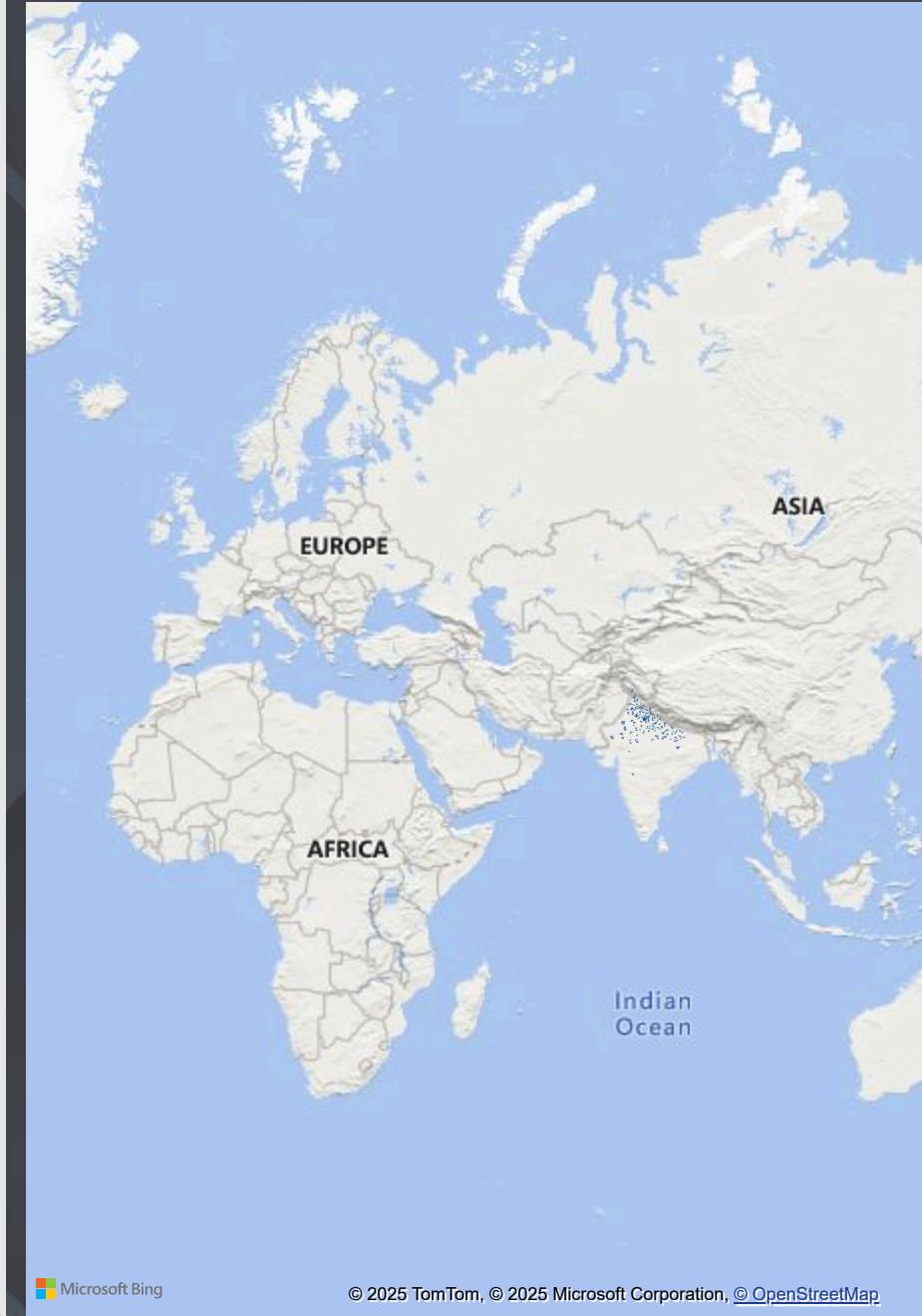
Total No. of Stockiest by City

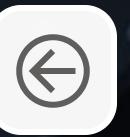


Stockiest Sales by City

| CITY | Sum of STOCKIEST |
|--------------|----------------------|
| ABOHAR | 3821956304 |
| Agra | 31393678899 |
| AJMER | 20520866098 |
| AKBARPUR | 8125652392 |
| Aligarh | 24721592925 |
| Allahabad | 26249142681 |
| ALWAR | 20249819624 |
| AMBALA | 20963182255 |
| AMBALA CITY | 1867437549 |
| Amritsar | 24906600520 |
| AMROHA | 5637529422 |
| ANANTNAG | 4127277244 |
| Azamgarh | 16904324112 |
| BADAUN | 5114838960 |
| BAGHPAT | 184763592 |
| Bahadurgarh | 7713556092 |
| Bahraich | 17714159226 |
| BALLABGARH | 1349198618 |
| Ballia | 17096688966 |
| BANDA | 6237262832 |
| Banswara | 5851998560 |
| Barabanki | 6612328814 |
| BARAUT | 2230674526 |
| Bareilly | 15526698700 |
| BARMER | 7104576 |
| BARNALA | 5978835348 |
| BASTI | 24472373832 |
| BATALA | 2742519364 |
| BATHINDA | 10849840619 |
| BEAWAR | 6838191084 |
| BIJODHAI | 1972121200 |
| Total | 2462216725547 |

TOTAL INR VALUE & No of Cases sale by CITY





Year

2022

2023

Back

Quarter

All

Total Invoiced Quantity

52.23M

Month

All

Total Billing Item

536

Month on Month Sales

Total Revenue (in INR)



Trend of sales over time

Total Revenue (in INR)

5.02bn

5.0bn

4.5bn

2022

4.38bn

2023

Year

No of Cases sale by Year

No. of Cases Sales

10.7bn

10bn

5bn

2022

2023

Year



Back

No. of Billing Type

19

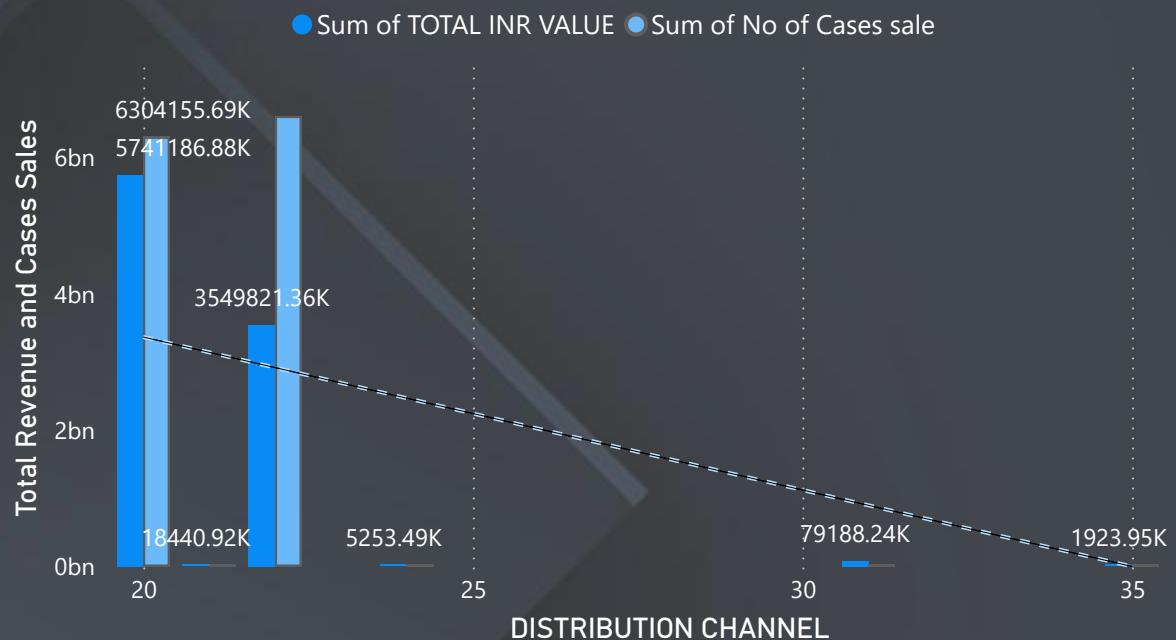
No. of Distribution Channel

6

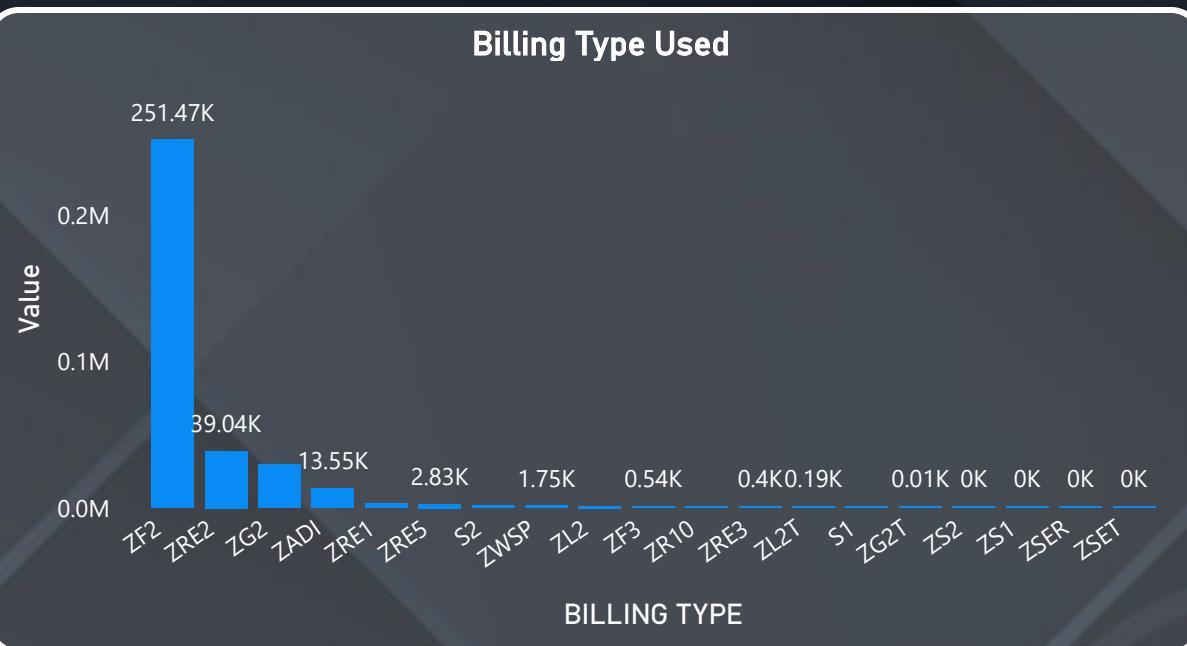
Distribution Channel Used



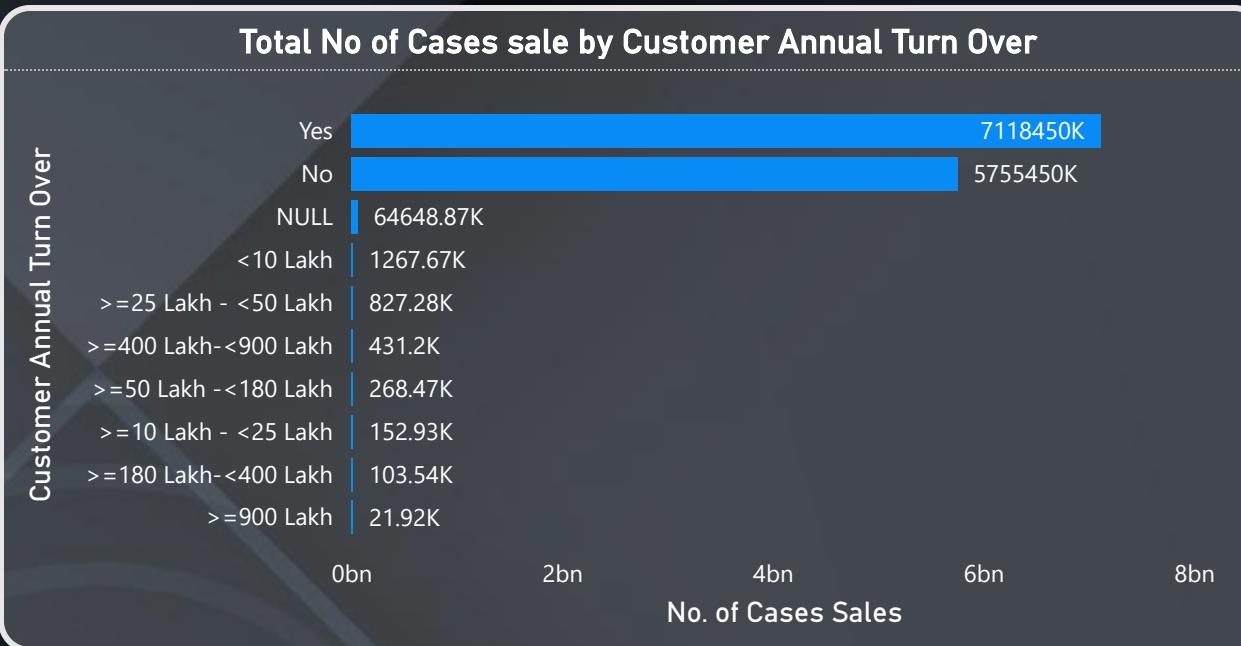
Total Revenue & Total No. of Cases Sales by Distribution Channel



Billing Type Used



Total No of Cases sale by Customer Annual Turn Over



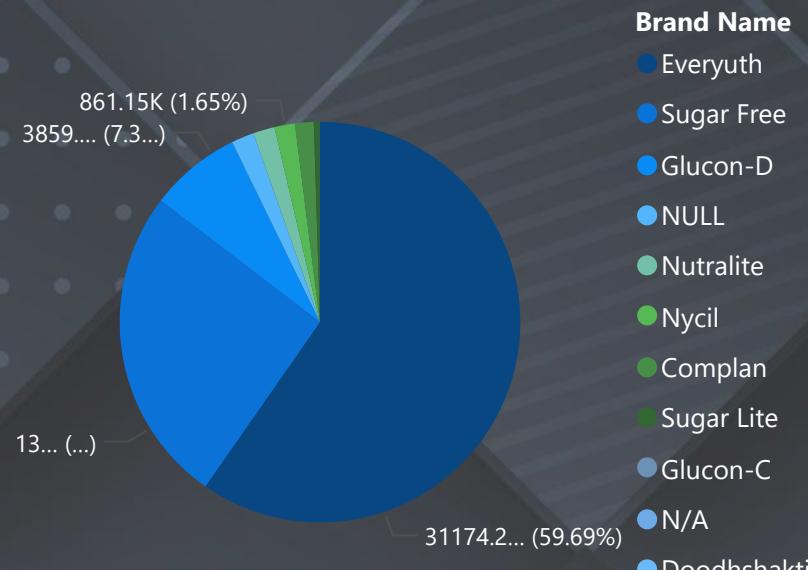


Back

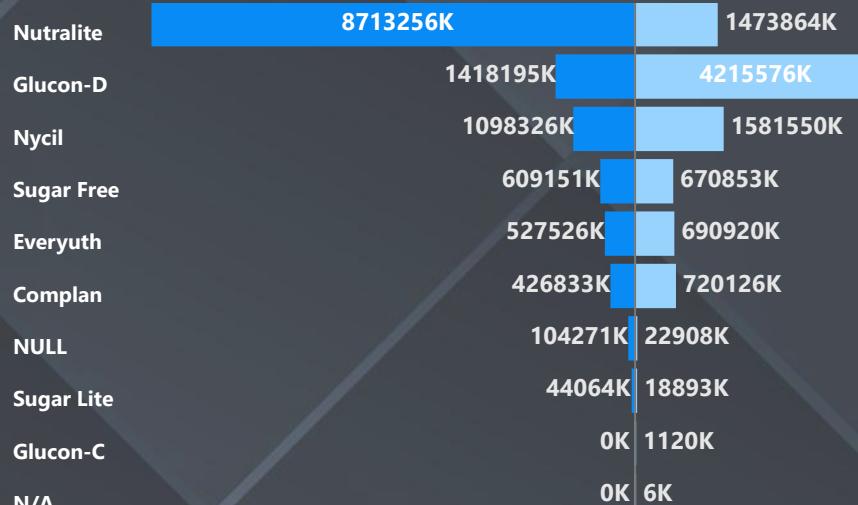
Total Revenue(in INR)

9.40bn

Tax (in INR)

1.31bn**Total Invoiced Quantity by Brand and Category****No. of Cases Sales vs Actual Quantity Invoiced by Brand Name**

| Brand Name | No. of Cases Sales | Actual Quantity Invoiced |
|-------------|--------------------|--------------------------|
| Nutralite | 8713256K | 910K |
| Glucon-D | 1418195K | 3860K |
| Nycil | 1098326K | 861K |
| Sugar Free | 609151K | 13417K |
| Everyuth | 527526K | 31174K |
| Complan | 426833K | 789K |
| NULL | 104271K | 956K |
| Sugar Lite | 44064K | 255K |
| Glucon-C | 0K | 2K |
| N/A | 0K | 0K |
| Doodhshakti | 0K | 0K |
| Sampriti | 0K | 0K |

No. of Cases Sales vs Total Revenue (in INR) By Brand Name**Total Revenue by Brand and Category**