

Sales Analysis- Brick and Motor Business

2017 2018 2019 2020

Jun 17 Jul 17 Aug 17 Sep 17 Oct 17 Nov 17 Dec 17 Jan 18 Feb 18 Mar 18 Apr 18 May 18 Jun 18 Jul 18 Aug 18 Sep 18 Oct 18 Nov 18 Dec 18 Jan 19 Feb 19 >

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

Top 5 Customers

Electricalsara Stores	₹413M
Electricalslytical	₹50M
Excel Stores	₹49M
Premium Stores	₹45M
Nixon	₹44M

Top 5 Products

(Blank)	₹469M
Prod040	₹24M
Prod159	₹18M
Prod065	₹16M
Prod018	₹16M

Revenue by Markets

Delhi NCR	₹520M
Mumbai	₹150M
Ahmedabad	₹132M
Bhopal	₹59M
Nagpur	₹55M
Kochi	₹19M
Chennai	₹18M
Kanpur	₹14M
Hyderabad	₹7M
Patna	₹4M
Lucknow	₹3M
Surat	₹3M
Bhubaneshwar	₹1M
Bengaluru	₹0M

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



Profit Analysis

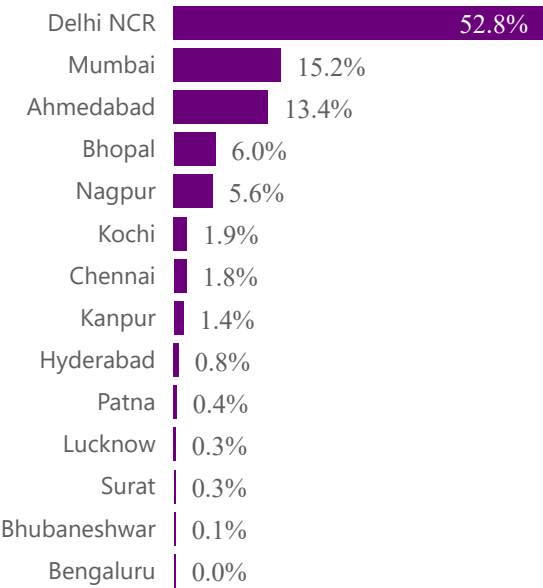
2017			2018			2019			2020		
Jun 17	Aug 17	Oct 17	Dec 17	Feb 18	Apr 18	Jun 18	Aug 18	Oct 18	Dec 18	Feb 19	Apr 19
Jul 17	Sep 17	Nov 17	Jan 18	Mar 18	May 18	Jul 18	Sep 18	Nov 18	Jan 19	Mar 19	May 19



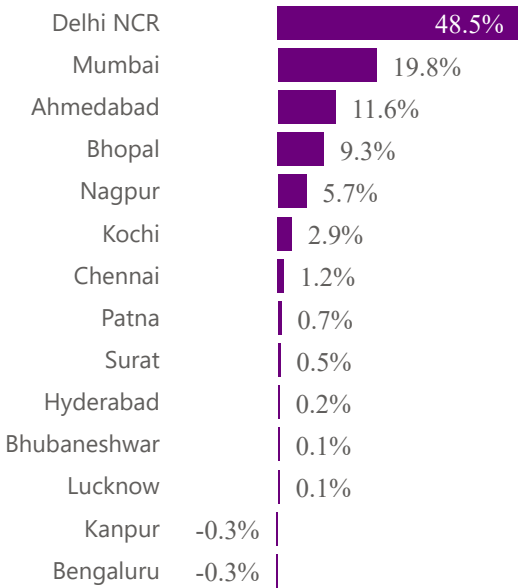
Profit % by market



Revenue Contribution % by Market



Profit Contribution % by Market



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Acclaimed Stores	₹2,11,96,727	2.2%	1.3%	1.5%
All-Out	₹60,68,432	0.6%	0.6%	2.5%
Atlas Stores	₹1,66,66,713	1.7%	1.2%	1.8%
Control	₹3,17,71,997	3.2%	3.3%	2.6%
Electricalsara Stores	₹41,33,33,588	42.0%	37.7%	2.3%
Electricalsbea Stores	₹3,36,367	0.0%	0.0%	0.8%
Electricalslance Stores	₹18,68,461	0.2%	-0.2%	-2.0%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Electricalsocity	₹1,74,89,935	1.8%	2.9%	4.1%
Electricalsopedia Stores	₹1,02,81,203	1.0%	1.3%	3.2%
Electricalsquipo Stores	₹13,30,361	0.1%	0.4%	6.6%
Elite	₹48,37,239	0.5%	0.9%	4.4%
Total	₹98,48,68,963	100.0%	100.0%	2.5%

Performance Insights

₹26M

Revenue

73K

Sales Qty

₹372.2K

Total Profit Margin

Profit Target

2%



Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

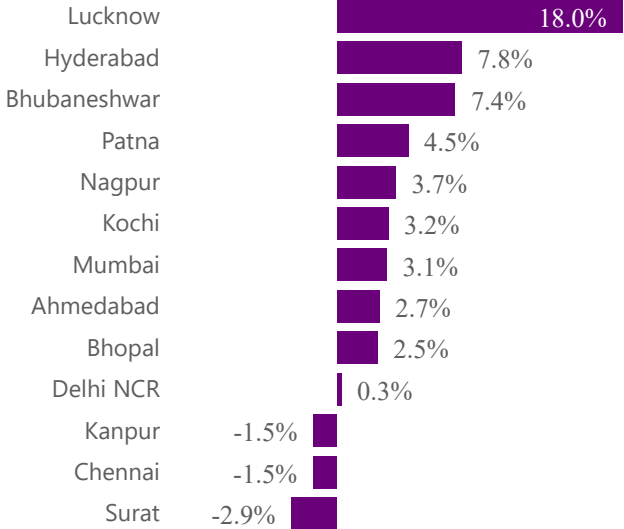
Dec 17

Jan 18

Feb 18



Revenue Contribution % by Market



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹33,624	0.1%	1.7%	19.1%
Logic Stores	₹3,77,509	1.4%	16.6%	16.4%
Insight	₹65,943	0.2%	2.9%	16.1%
Modular	₹4,42,159	1.7%	16.6%	13.9%
Forward Stores	₹3,17,045	1.2%	10.7%	12.5%
Electricalsopedia Stores	₹1,45,484	0.6%	3.8%	9.8%
Integration Stores	₹4,07,926	1.5%	8.2%	7.5%
All-Out	₹1,71,816	0.7%	3.2%	6.9%
Surface Stores	₹4,38,579	1.7%	6.9%	5.9%
Synthetic	₹1,85,195	0.7%	2.8%	5.6%
Atlas Stores	₹3,56,552	1.4%	4.7%	4.9%
Total	₹2,63,83,977	100.0%	100.0%	1.4%

Revenue Trend

