

₹ 142.22M

Revenue

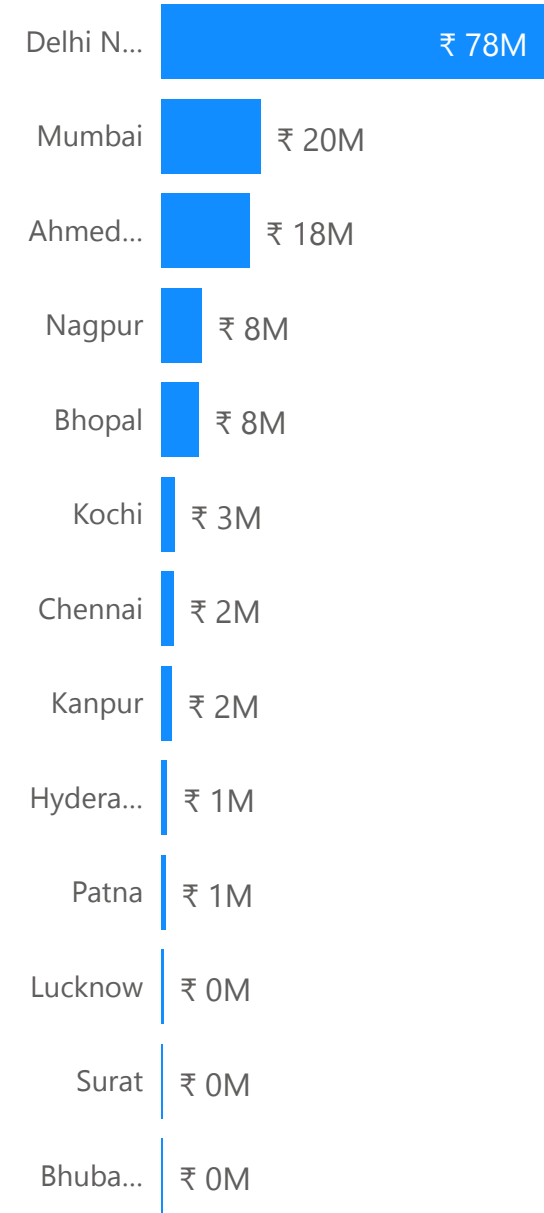
350K

Sales Qty

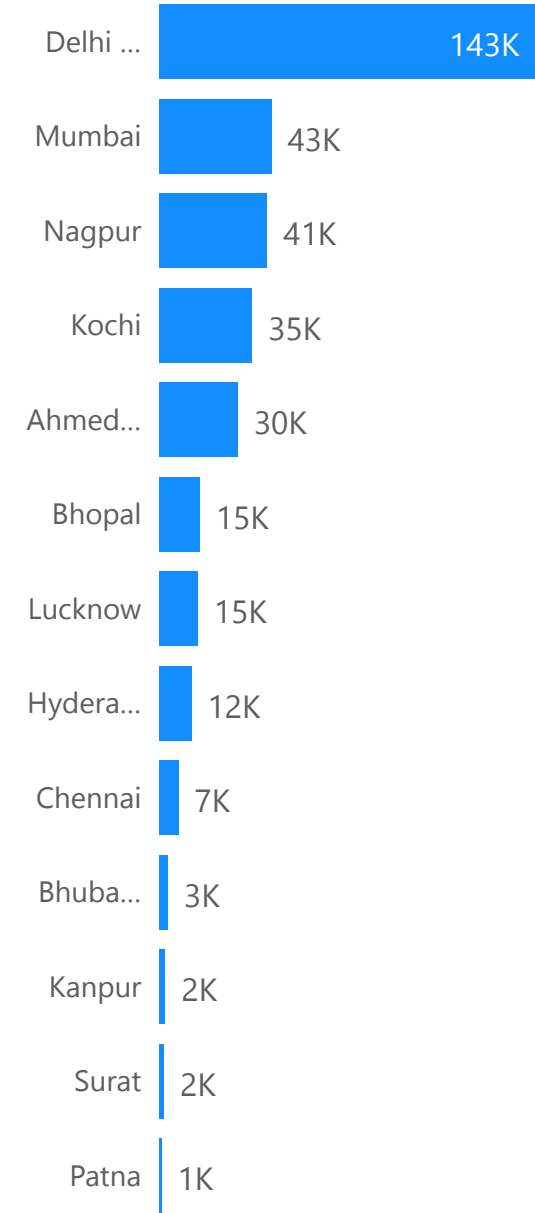
₹ 2.06M

Total profit margin

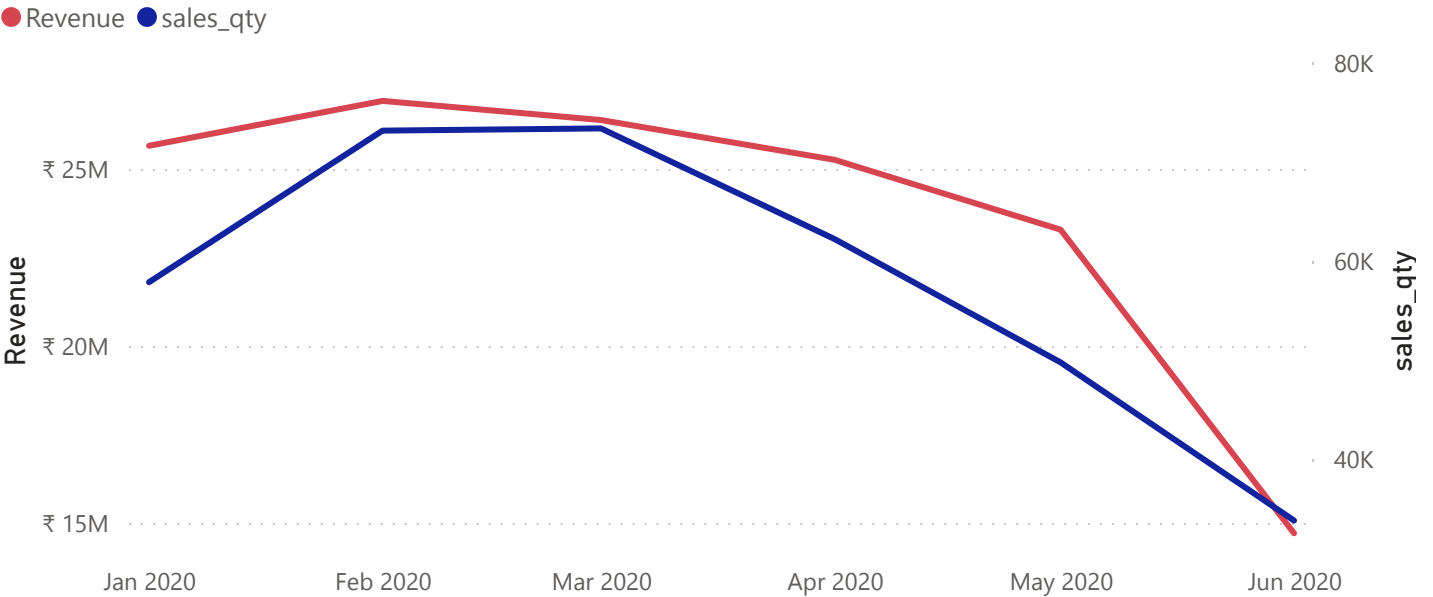
Revenue by Markets



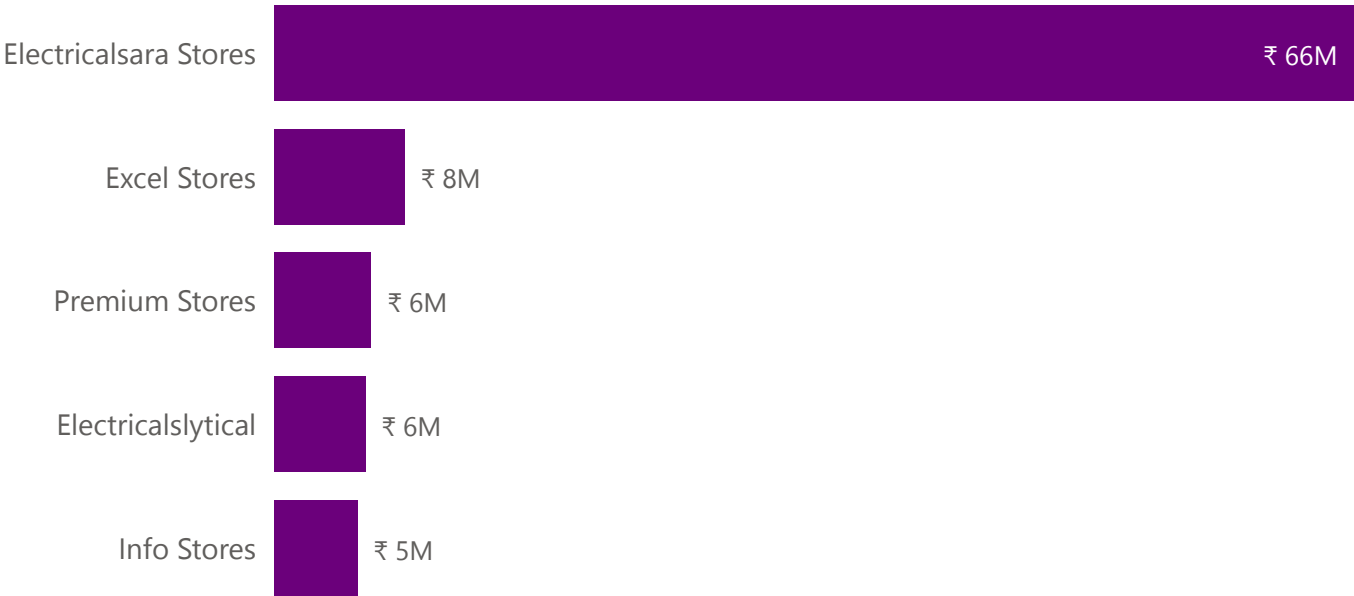
Sales Qty by Markets

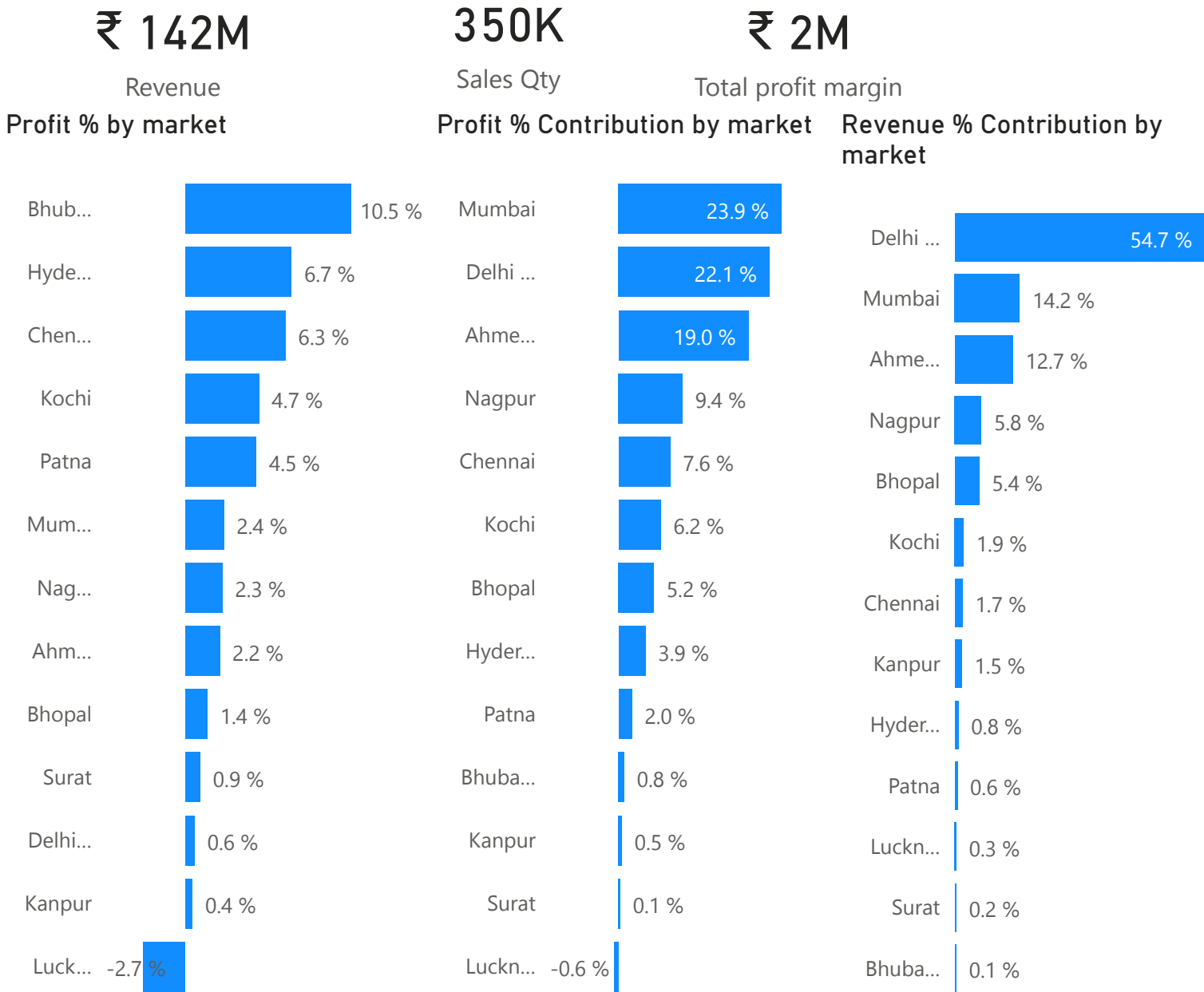


Revenue - Qty Trend

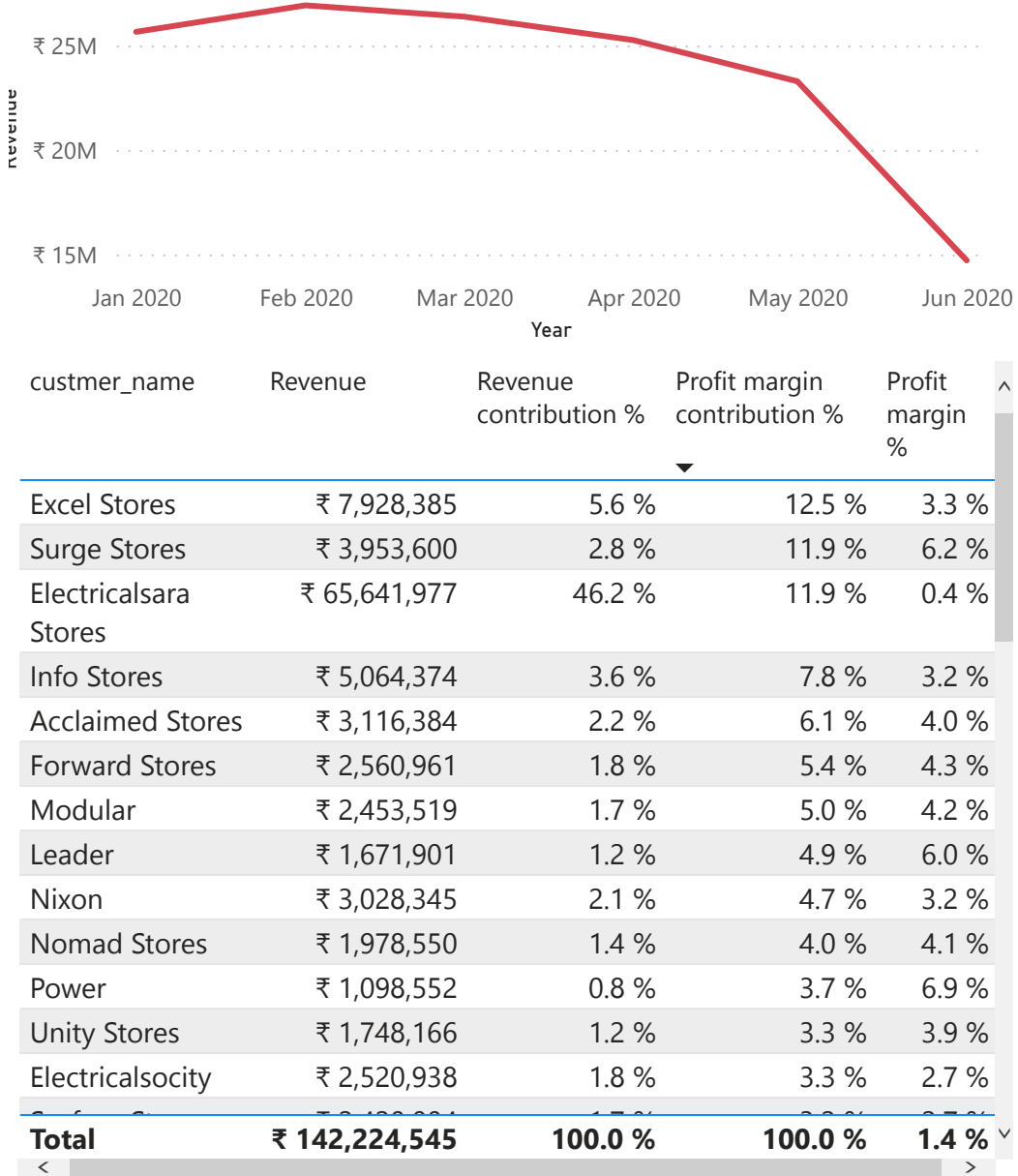


Top 5 Customers





Revenue by Year, Quarter, Month and Day



350K

Sales Qty

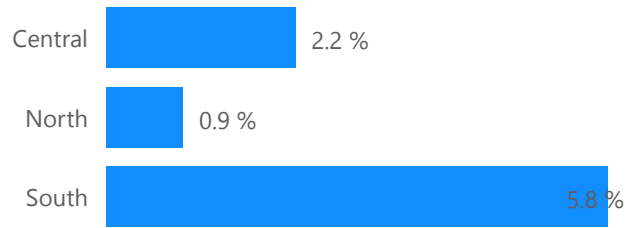
₹ 2.1M

Total profit margin

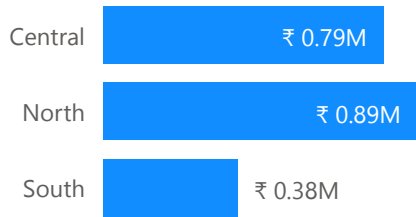
₹ 142M

Revenue

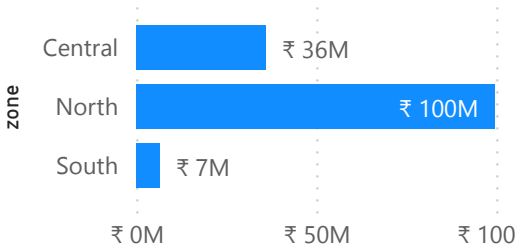
Profit % by zone



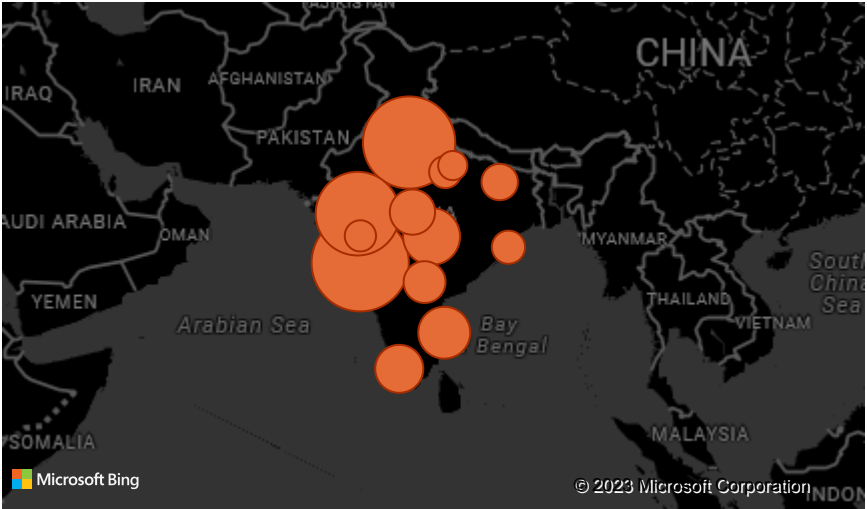
Profit margin by zone



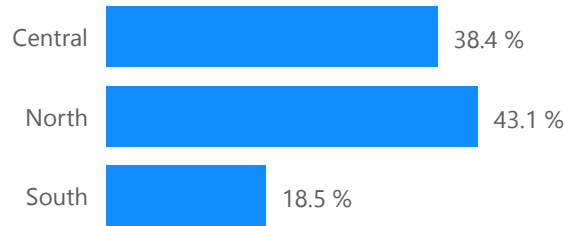
Revenue by zone



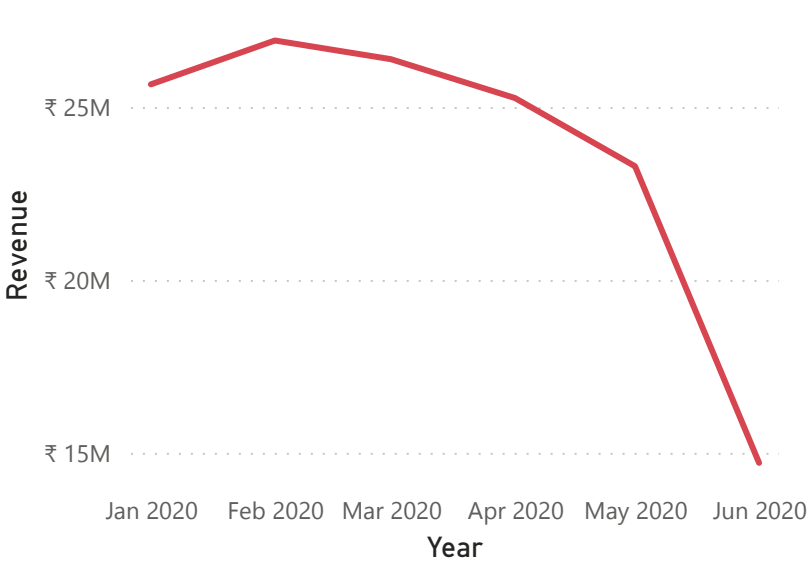
Profit margin contribution % by markets_name



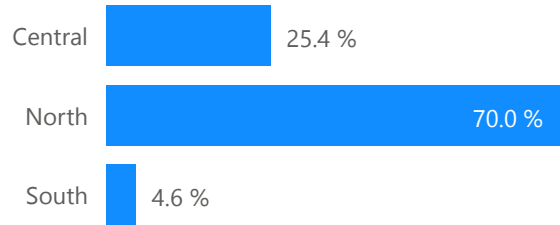
Profit % Contribution by zone



Revenue by Year, Quarter and Month



Revenue % Contribution by zone



custmer_name	Revenue	Revenue contribution %	Profit margin contribution %	Profit margin %
Electricalsbea Stores	₹ 50,940	0.0 %	0.4 %	15.6 %
Power	₹ 1,098,552	0.8 %	3.7 %	6.9 %
Surge Stores	₹ 3,953,600	2.8 %	11.9 %	6.2 %
Leader	₹ 1,671,901	1.2 %	4.9 %	6.0 %
Electricalsopedia Stores	₹ 995,764	0.7 %	2.9 %	5.9 %
Elite	₹ 1,247,785	0.9 %	3.2 %	5.3 %
All-Out	₹ 713,953	0.5 %	1.6 %	4.5 %
Forward Stores	₹ 2,560,961	1.8 %	5.4 %	4.3 %
Modular	₹ 2,453,519	1.7 %	5.0 %	4.2 %
Nomad Stores	₹ 1,978,550	1.4 %	4.0 %	4.1 %
Acclaimed Stores	₹ 3,116,384	2.2 %	6.1 %	4.0 %
Unitv Stores	₹ 1,748,166	1.2 %	3.3 %	3.9 %
Total	₹ 142,224,545	100.0 %	100.0 %	1.4 %

₹ 142M

Revenue

350K

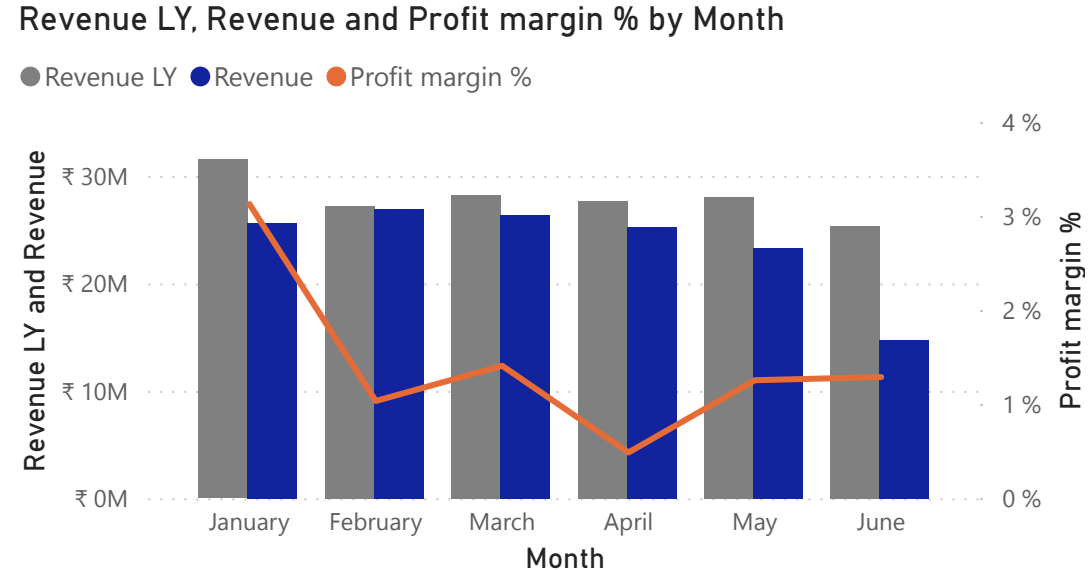
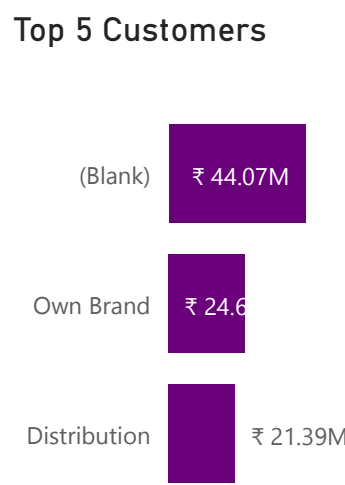
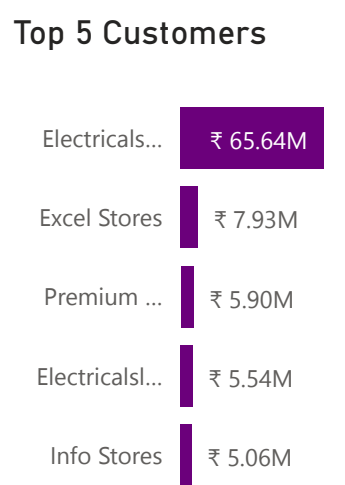
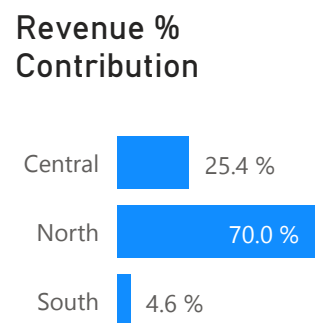
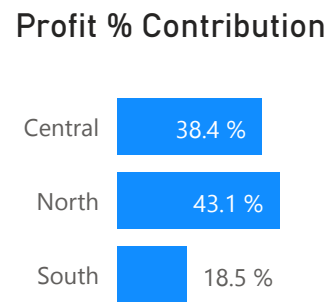
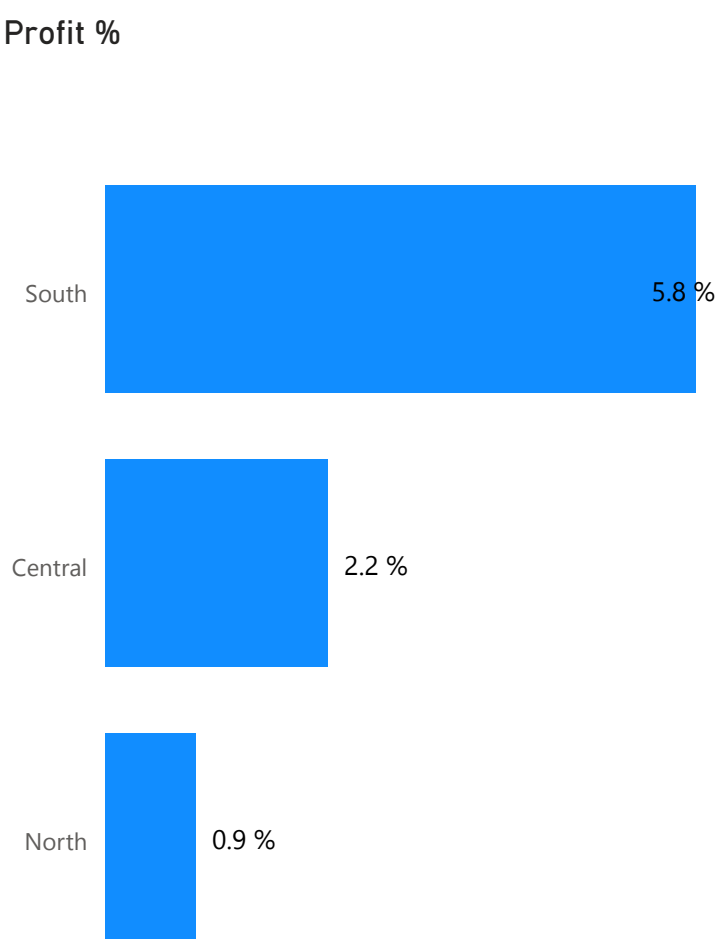
Sales Qty

₹ 2.1M

Total profit margin

Profit Target setter

-2.0 %



customer_name	Revenue	Revenue contribution %	Profit margin contribution %	Profit margin %
Electricalsara Stores	₹ 65,641,977	46.2 %	11.9 %	0.4 %
Excel Stores	₹ 7,928,385	5.6 %	12.5 %	3.3 %
Premium Stores	₹ 5,899,748	4.1 %	1.4 %	0.5 %
Electricalslytical	₹ 5,537,904	3.9 %	1.3 %	0.5 %
Info Stores	₹ 5,064,374	3.6 %	7.8 %	3.2 %
Control	₹ 4,182,662	2.9 %	2.5 %	1.2 %
Surge Stores	₹ 3,953,600	2.8 %	11.9 %	6.2 %
Logic Stores	₹ 3,319,243	2.3 %	0.6 %	0.4 %
Acclaimed Stores	₹ 3,116,384	2.2 %	6.1 %	4.0 %
Nixon	₹ 3,028,345	2.1 %	4.7 %	3.2 %
Enic Stores	₹ 3,002,834	2.1 %	-6.8 %	-4.7 %
Total	₹ 142,224,545	100.0 %	100.0 %	1.4 %

profitmargin	revenue	prof %	prof contr%
2	10	20%	8%
10	20	50%	40%
3	30	10%	12
10	40	25%	40%
tot pro mar		total = 100%	
25			

prof % = (prof margin/revenue)*100 (the ROI we get for investing certain amount)

prof contr = (prof margin / tot prof margin)*100 (comparison with other products how well our product performed) (the total of all will always be 100 %)

Also note :

We can also write :

profit margin contribution % = DIVIDE([Total profit margin],CALCULATE([Total profit margin],ALL('sales markets')))

as we need total profit margin by market, so I think only aggregation by market is sufficient. Read below.

In the later part in profit margin contrib % by customer name we will get an error. So it is necessary to consider all levels for filters

₹ 142M

Revenue

350K

Sales Qty

₹ 2.1M

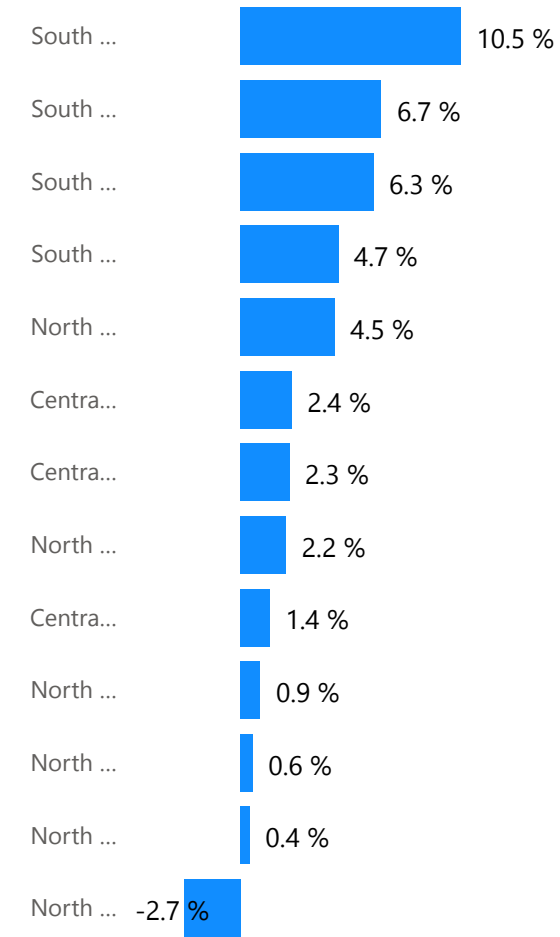
Total profit margin

Profit Target setter (Based on conditional formatting - (change target difference measure type to decimal for better understanding of conditions)
Modelling> New parameter

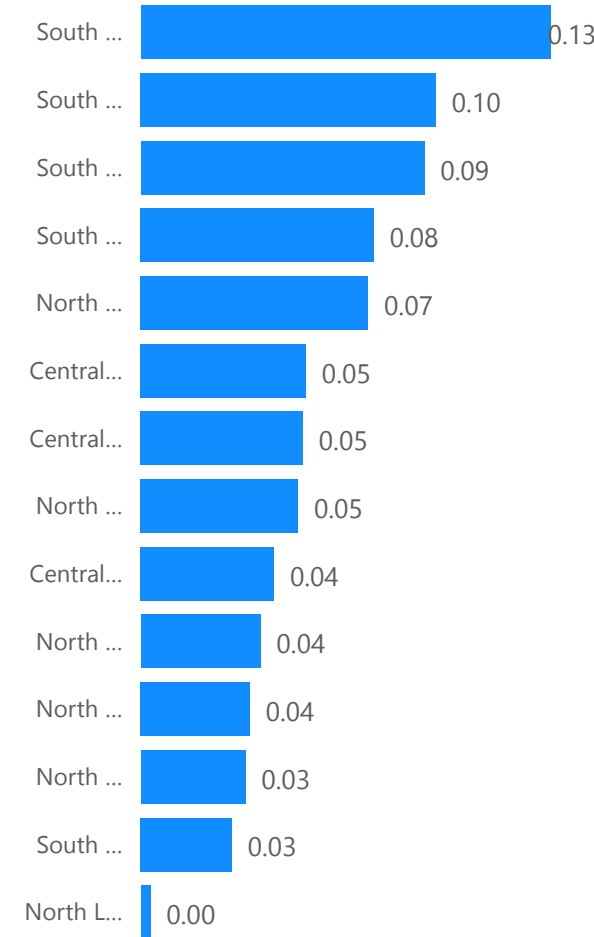
Profit Target setter

-3.0 %

Profit % by market

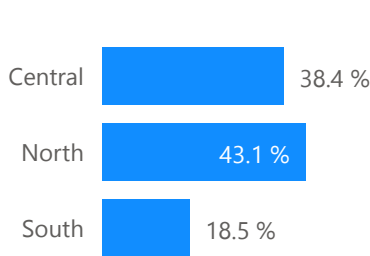


Target Difference %

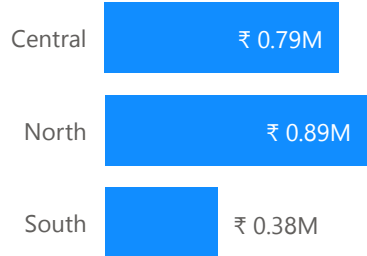


custmer_name	Revenue	Prod071		ctric...	
		Revenue contribution %	Profit margin contribution %	Revenue	Profit margin
Electricalsbea	₹ 50,940	0.0 %	0.4 %	₹ 3.37M	₹ 5.54M
Stores					
Power	₹ 1,098,552	0.8 %	3.7 %		
Surge Stores	₹ 3,953,600	2.8 %	11.9 %		
Leader	₹ 1,671,901	1.2 %	4.9 %		
Electricalsopedia	₹ 995,764	0.7 %	2.9 %		
Stores					
Elite	₹ 1,247,785	0.9 %	3.2 %		
All-Out	₹ 713,953	0.5 %	1.6 %		
Total	₹ 142,224,545	100.0 %	100.0 %		1.4 %

Profit % Contribution by market



Profit Margin by Market



Revenue % Contribution by market

