

Sales Insights

Year

2017

2018

2019

2020

984.81M

Total_Revenue

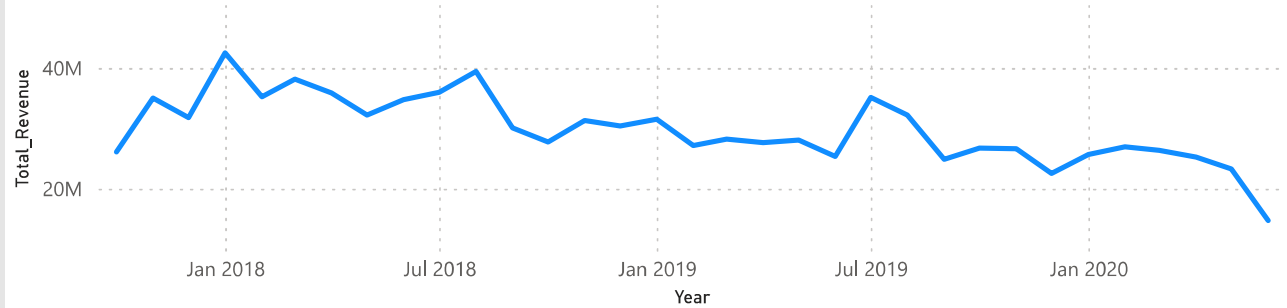
24.64M

Total profit_margin

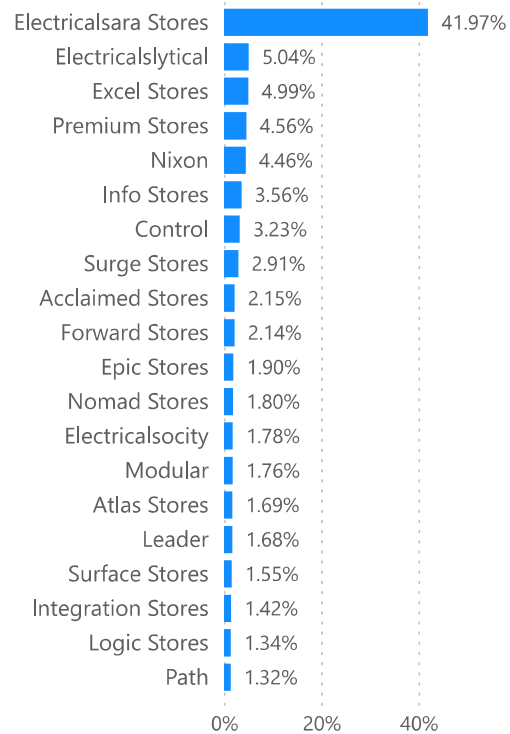
2M

Sales_Qty

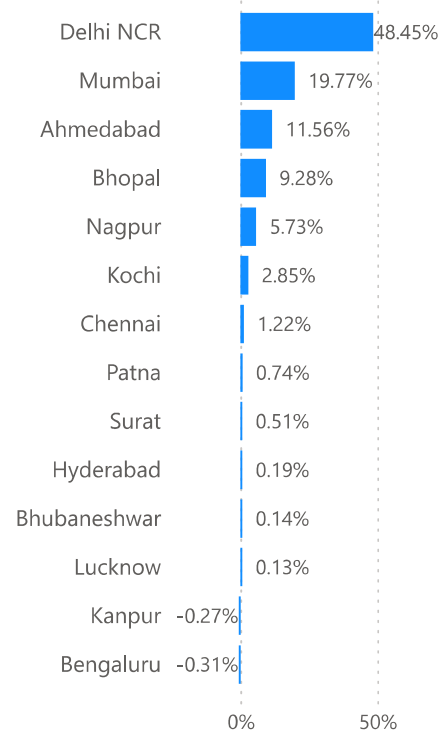
Revenue Trend



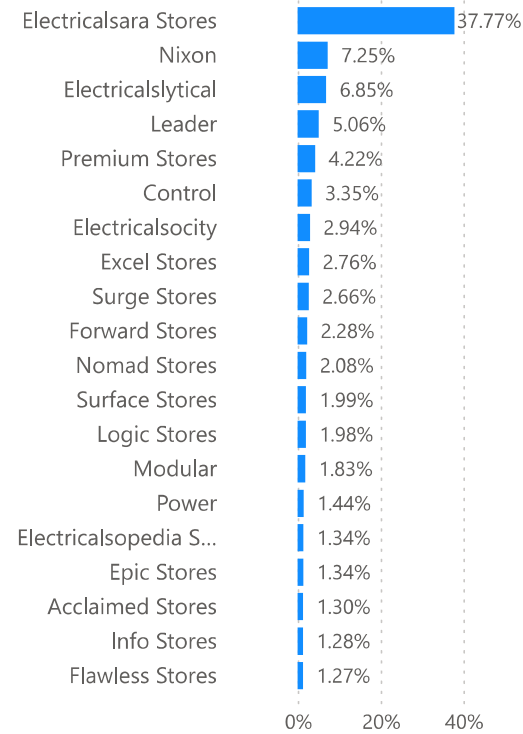
Revenue Contribution % by customers



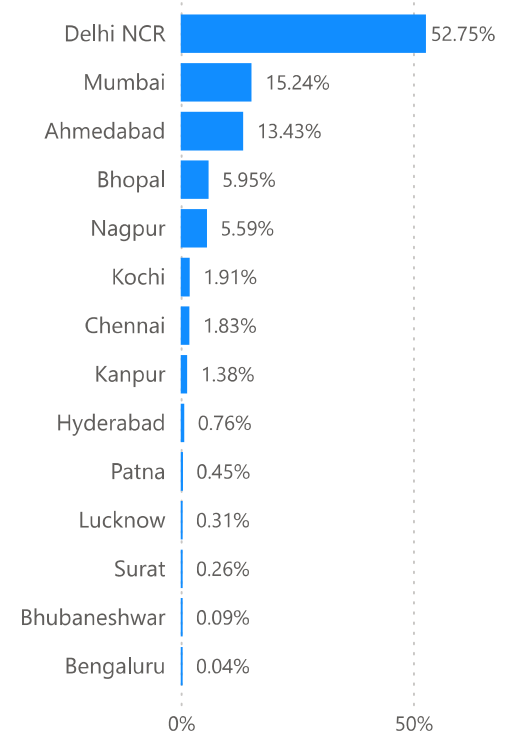
Profit Contribution % by market



Profit Contribution % by customers



Revenue Contribution % by market



Performance Insights

Year

2017	2018	2019	2020
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Year Previous year sales Current year sales Sales Year variance

2017		\$9,28,81,903	
2018	\$9,28,81,903	\$41,36,87,163	345.39%
2019	\$41,36,87,163	\$33,60,19,102	-18.77%
2020	\$33,60,19,102	\$14,22,24,545	-57.67%

1.4%

Profit margin %

Profit_target

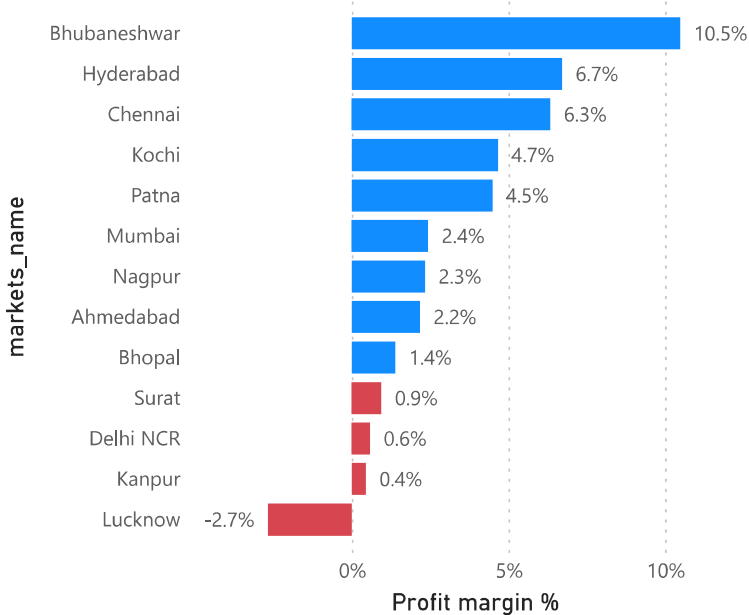
1%



Month_name Previous month sales Current month sales Sales month variance

January		\$9,97,07,625	
February	\$9,97,07,625	\$8,93,49,947	-10.39%
March	\$8,93,49,947	\$9,27,57,526	3.81%
April	\$9,27,57,526	\$8,88,04,291	-4.26%
May	\$8,88,04,291	\$8,35,14,075	-5.96%
June	\$8,35,14,075	\$7,47,92,837	-10.44%
July	\$7,47,92,837	\$7,10,87,048	-4.95%
August	\$7,10,87,048	\$7,16,57,508	0.80%
September	\$7,16,57,508	\$5,49,68,360	-23.29%
October	\$5,49,68,360	\$8,05,19,194	46.48%
November	\$8,05,19,194	\$9,28,95,032	15.37%
December	\$9,28,95,032	\$8,47,59,270	-8.76%

Profit margin % by customer,markets & zone



customer_name	Total_Revenue	Total profit_margin	Profit margin %	Profit Contribution %	Revenue Contribution %
Acclaimed Stores	2,11,96,727.00	3,21,095.18	1.5%	1.30%	2.15%
All-Out	60,68,432.00	1,54,729.65	2.5%	0.63%	0.62%
Atlas Stores	1,66,66,713.00	2,95,896.22	1.8%	1.20%	1.69%
Control	3,17,71,997.00	8,25,928.10	2.6%	3.35%	3.23%
Electricalsara Stores	41,33,33,588.00	93,07,899.35	2.3%	37.77%	41.97%
Electricalsbea Stores	3,36,367.00	2,747.69	0.8%	0.01%	0.03%
Electricalslance Stores	18,68,461.00	-37,486.76	-2.0%	-0.15%	0.19%
Electricalslytical	4,96,44,189.00	16,88,260.00	3.4%	6.85%	5.04%
Electricalsocity	1,74,89,935.00	7,24,632.40	4.1%	2.94%	1.78%
Electricalsopedia Stores	1,02,81,203.00	3,29,932.13	3.2%	1.34%	1.04%
Electricalsquipo Stores	13,30,361.00	87,623.00	6.6%	0.36%	0.14%
Elite	48,37,239.00	2,12,317.25	4.4%	0.86%	0.49%
Epic Stores	1,87,50,440.00	3,29,118.31	1.8%	1.34%	1.90%
Excel Stores	4,91,15,620.00	6,79,991.13	1.4%	2.76%	4.99%
Expression	4,30,368.00	15,086.28	3.5%	0.06%	0.04%
Flawless Stores	91,56,412.00	3,14,032.68	3.4%	1.27%	0.93%
Forward Stores	2,10,26,079.00	5,60,788.79	2.7%	2.28%	2.14%
Info Stores	3,51,00,033.00	3,14,450.95	0.9%	1.28%	3.56%
Insight	33,42,051.00	34,610.39	1.0%	0.14%	0.34%