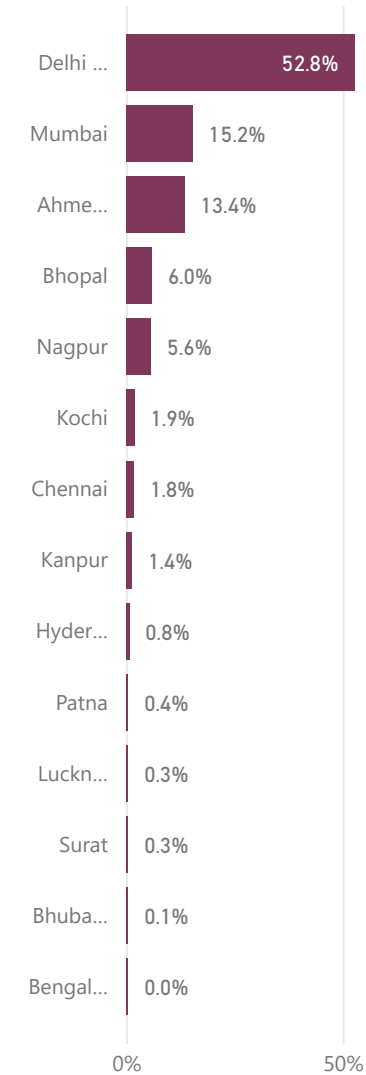


# Sales Insights (2017 - 2020)

₹985M

Revenue

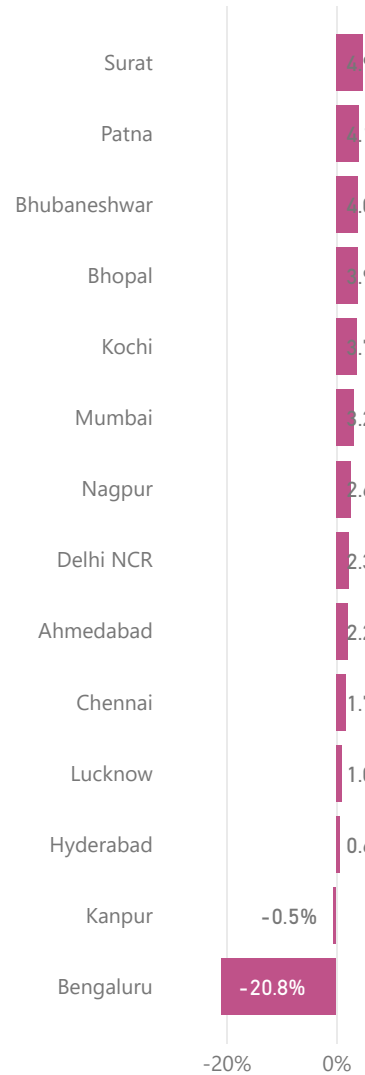
Revenue Contribution % by Market



2M

Sales Qty

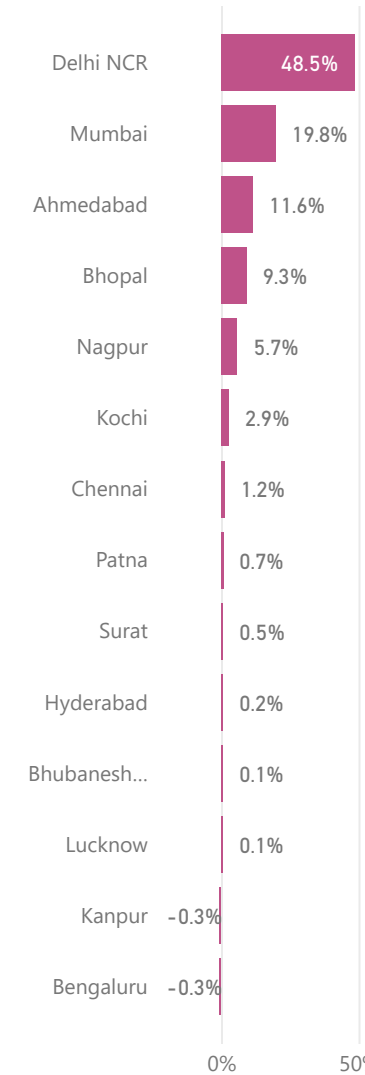
Profit Margin by Market



₹24.7M

Total Profit Margin

Profit Contribution % by Market



Year

2017

2018

2019

2020

Month

Jun 17

Jul 17

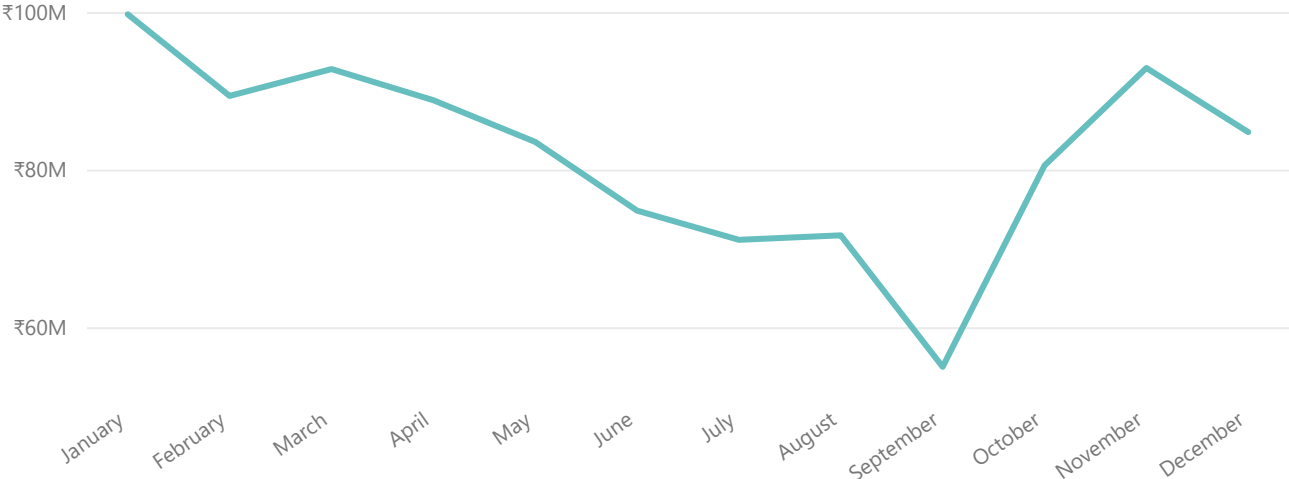
Aug 17

Sep 17

Oct 17

Nov 17

Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹336,367.00	0.03%	0.01%	0.82%
Expression	₹430,368.00	0.04%	0.06%	3.51%
Electricalsquipo Stores	₹1,330,361.00	0.14%	0.36%	6.59%
Electricalslance Stores	₹1,868,461.00	0.19%	-0.15%	-2.01%
Sage	₹2,252,506.00	0.23%	0.14%	1.53%
Novus	₹2,359,799.00	0.24%	0.31%	3.19%
Insight	₹3,342,051.00	0.34%	0.14%	1.04%
Propel	₹4,183,862.00	0.42%	0.56%	3.33%
Elite	₹4,837,239.00	0.49%	0.86%	4.39%
Sound	₹4,966,707.00	0.50%	0.81%	4.00%
Zone	₹5,067,349.00	0.51%	0.25%	1.20%
Relief	₹5,230,158.00	0.53%	0.69%	3.27%
Total	₹984,813,463.00	100.00%	100.00%	2.50%

# Sales Insights (2017 - 2020)

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

Year

2017

2018

2019

2020

Month

Jun 17

Jul 17

Aug 17

Sep 17

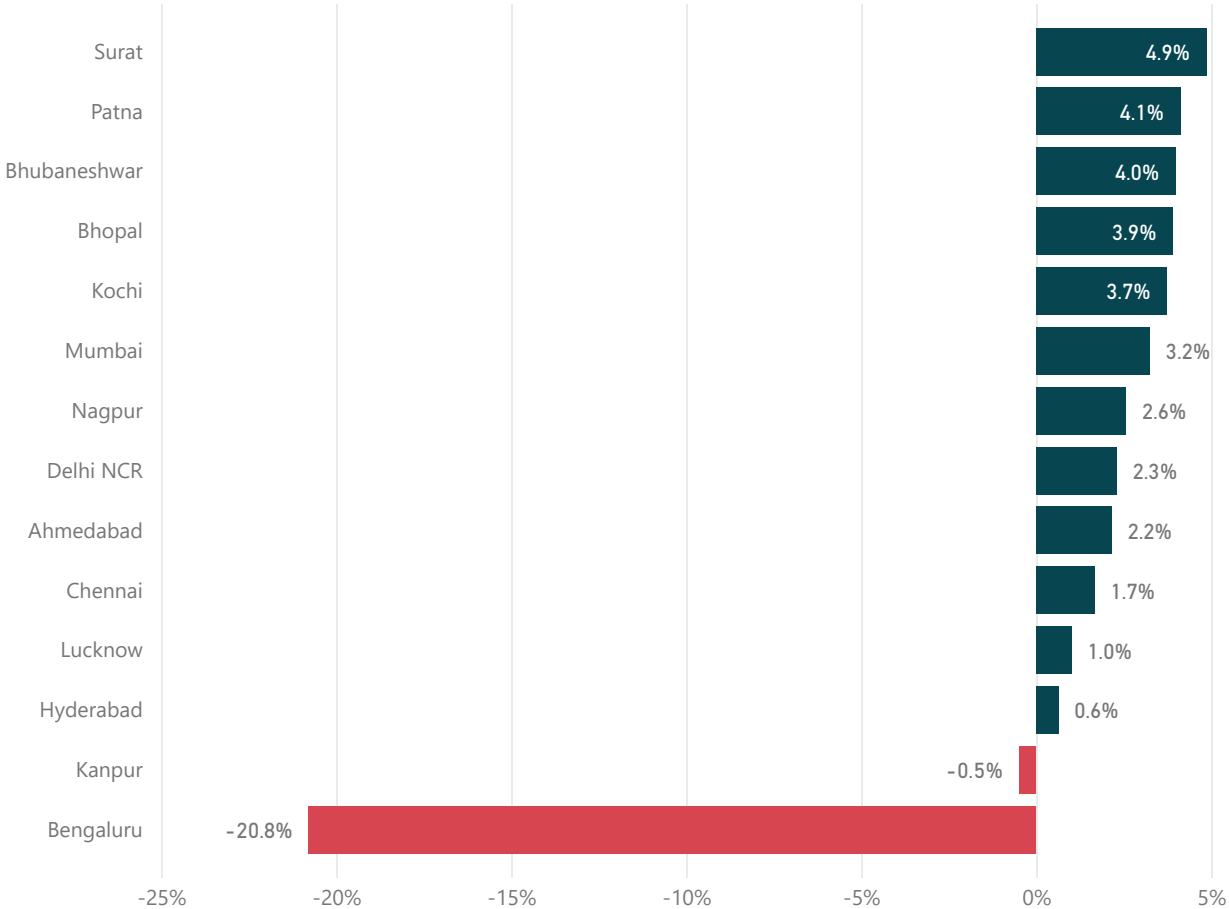
Oct 17

Nov 17

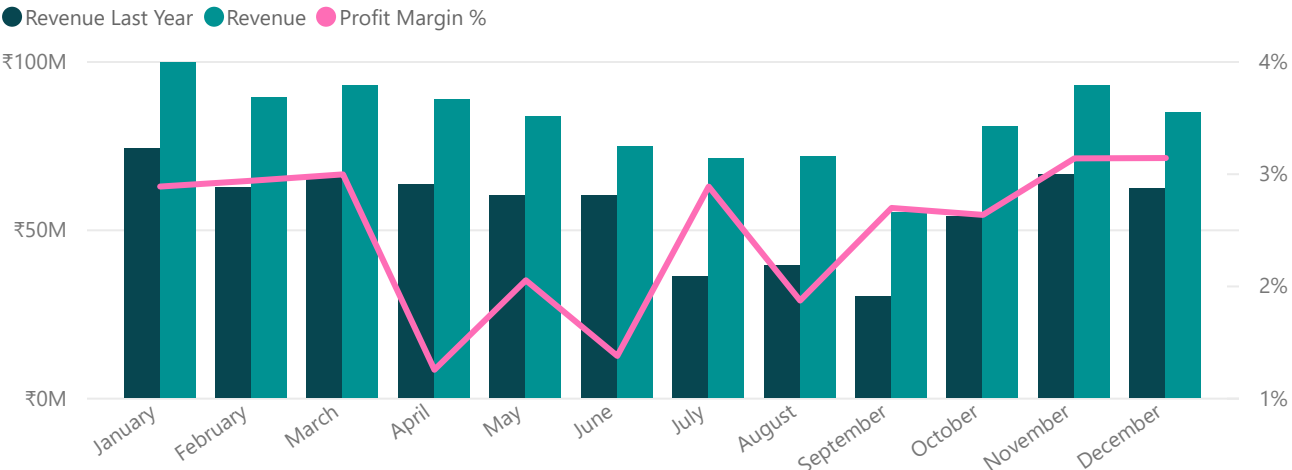
Profit Target

2%

Profit Margin %



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹413,333,588.00	41.97%	37.75%	2.25%
Electricalslytical	₹49,644,189.00	5.04%	6.85%	3.40%
Excel Stores	₹49,115,620.00	4.99%	2.76%	1.38%
Premium Stores	₹44,906,666.00	4.56%	4.27%	2.35%
Nixon	₹43,893,083.00	4.46%	7.24%	4.07%
Info Stores	₹35,100,033.00	3.56%	1.28%	0.90%
Control	₹31,771,997.00	3.23%	3.35%	2.60%
Surge Stores	₹28,648,916.00	2.91%	2.66%	2.29%
Acclaimed Stores	₹21,196,727.00	2.15%	1.30%	1.51%
Forward Stores	₹21,026,079.00	2.14%	2.27%	2.67%
Epic Stores	₹18,750,440.00	1.90%	1.33%	1.76%
Nomad Stores	₹17,739,351.00	1.80%	2.08%	2.89%
Total	₹984,813,463.00	100.00%	100.00%	2.50%