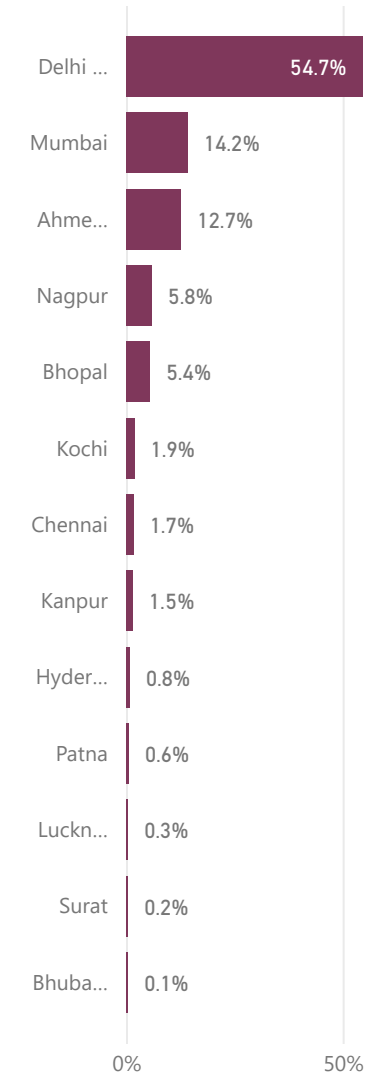


Sales Insights (2017 - 2020)

₹142M

Revenue

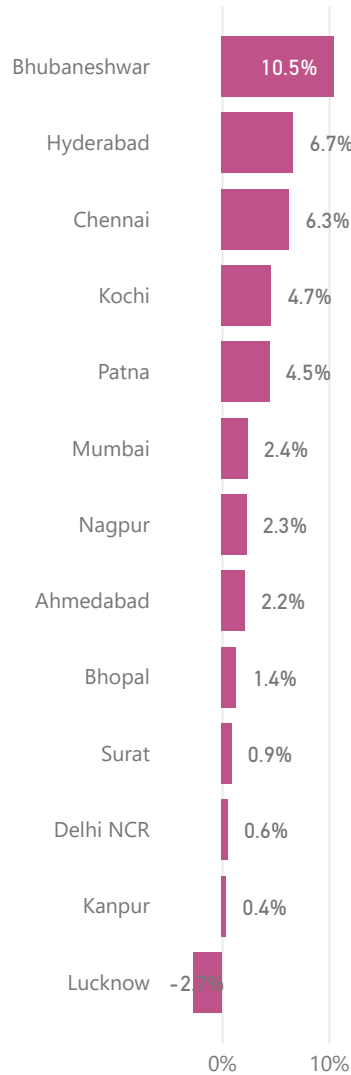
Revenue Contribution % by Market



350K

Sales Qty

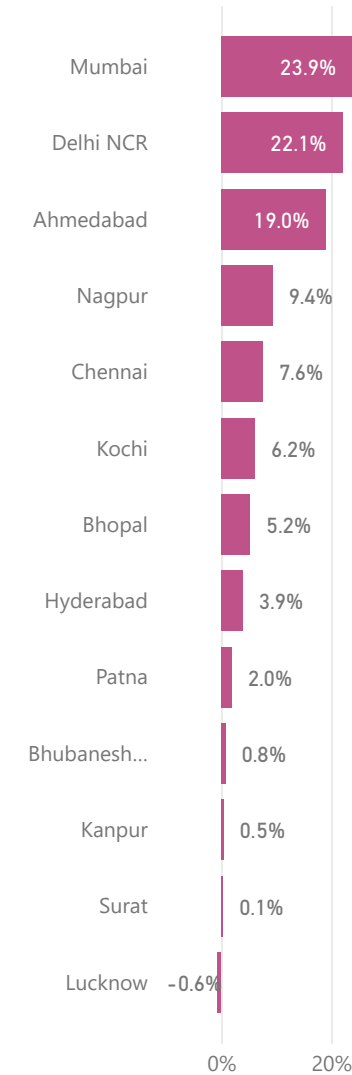
Profit Margin by Market



₹2.1M

Total Profit Margin

Profit Contribution % by Market



Year

2017

2018

2019

2020

Month

Jan 20

Feb 20

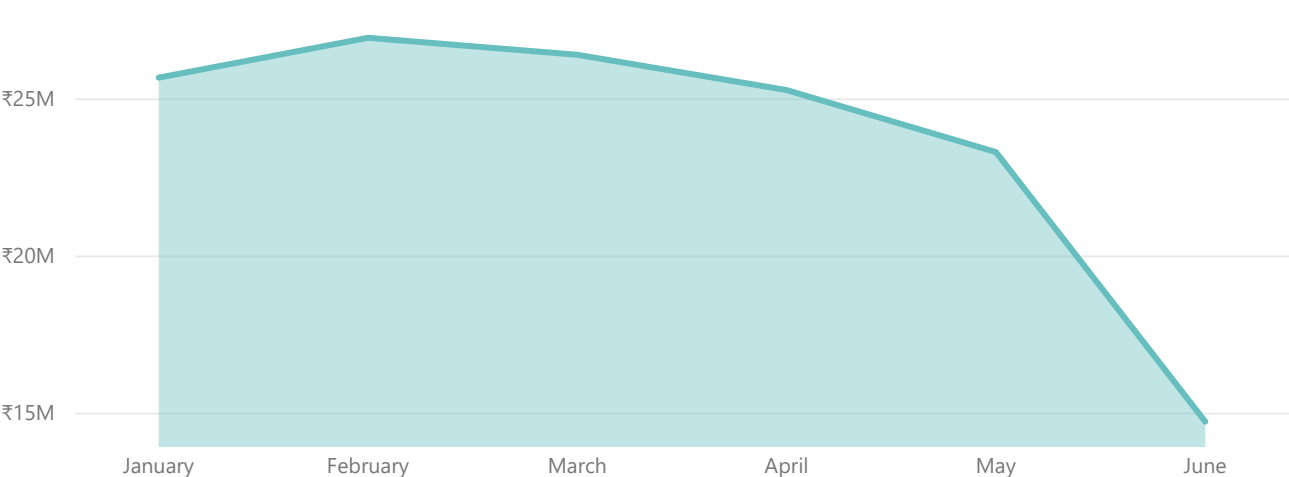
Mar 20

Apr 20

May 20

Jun 20

Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Margin Contribution %
Electricalsbea Stores	₹50,940.00	0.04%	15.63%	0.39%
Expression	₹82,845.00	0.06%	-4.16%	-0.17%
Electricalsquipo Stores	₹86,908.00	0.06%	-11.49%	-0.48%
Sage	₹96,950.00	0.07%	3.46%	0.16%
Electricalslance Stores	₹142,742.00	0.10%	3.54%	0.25%
Novus	₹258,543.00	0.18%	1.65%	0.21%
Propel	₹541,553.00	0.38%	2.83%	0.74%
Insight	₹571,430.00	0.40%	-1.92%	-0.53%
All-Out	₹713,953.00	0.50%	4.53%	1.57%
Sound	₹740,856.00	0.52%	1.25%	0.45%
Relief	₹773,301.00	0.54%	0.29%	0.11%
Synthetic	₹916,267.00	0.64%	-0.95%	-0.42%
Total	₹142,224,545.00	100.00%	1.45%	100.00%

Sales Insights (2017 - 2020)

₹142M

Revenue

350K

Sales Qty

₹2.1M

Total Profit Margin

Year

2017

2018

2019

2020

Month

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

Profit Target

2%

Profit Margin %

Bhubaneswar

10.5%

Hyderabad

6.7%

Chennai

6.3%

Kochi

4.7%

Patna

4.5%

Mumbai

2.4%

Nagpur

2.3%

Ahmedabad

2.2%

Bhopal

1.4%

Surat

0.9%

Delhi NCR

0.6%

Kanpur

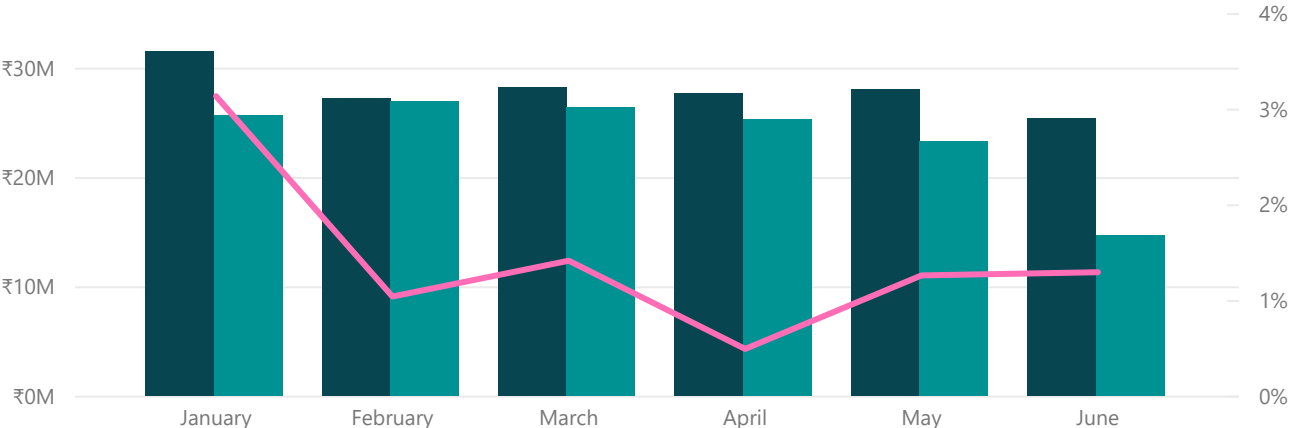
0.4%

Lucknow

-2.7%

Revenue Trend

Revenue Last Year Revenue Profit Margin %



customer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Margin Contribution %
Electricalsara Stores	₹65,641,977.00	46.15%	0.37%	11.92%
Excel Stores	₹7,928,385.00	5.57%	3.26%	12.54%
Premium Stores	₹5,899,748.00	4.15%	0.49%	1.40%
Electricalslytical	₹5,537,904.00	3.89%	0.49%	1.31%
Info Stores	₹5,064,374.00	3.56%	3.18%	7.82%
Control	₹4,182,662.00	2.94%	1.24%	2.52%
Surge Stores	₹3,953,600.00	2.78%	6.23%	11.95%
Logic Stores	₹3,319,243.00	2.33%	0.38%	0.61%
Acclaimed Stores	₹3,116,384.00	2.19%	4.04%	6.12%
Nixon	₹3,028,345.00	2.13%	3.17%	4.66%
Epic Stores	₹3,002,834.00	2.11%	-4.69%	-6.83%
Forward Stores	₹2,560,961.00	1.80%	4.33%	5.39%
Total	₹142,224,545.00	100.00%	1.45%	100.00%