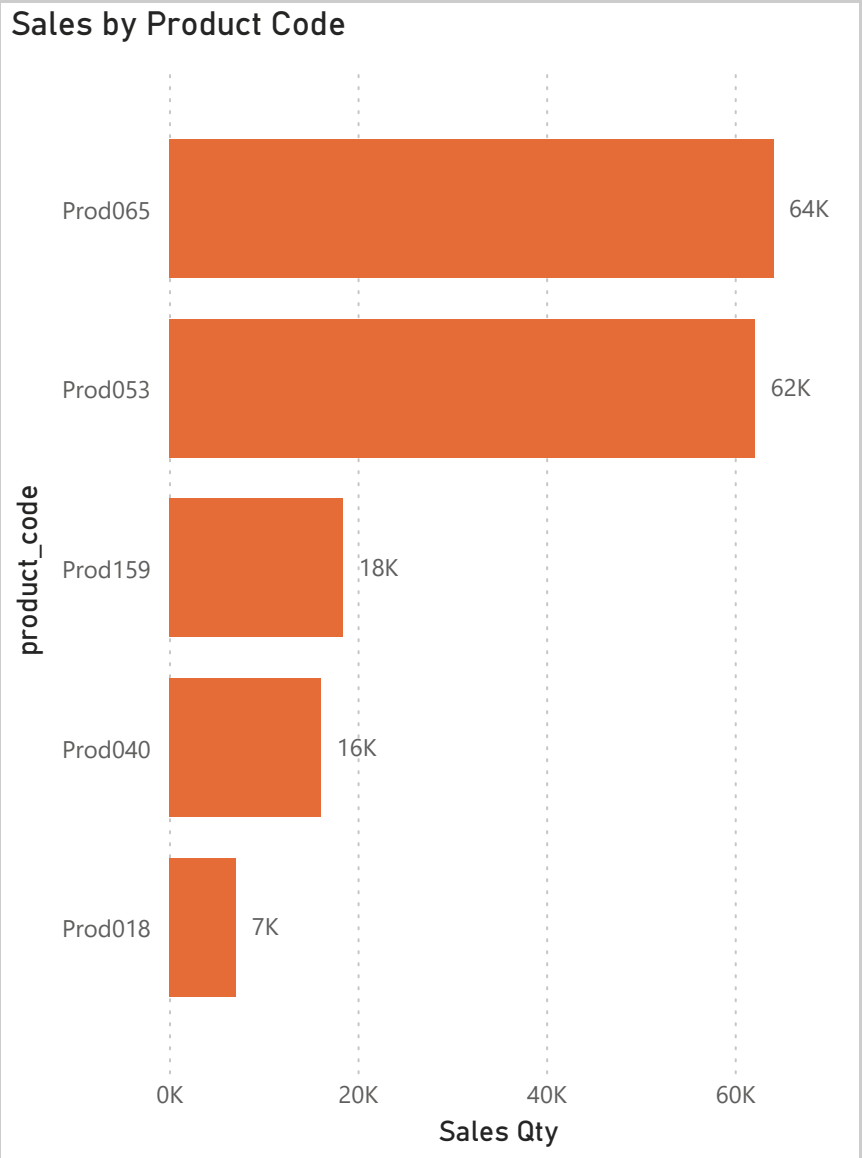
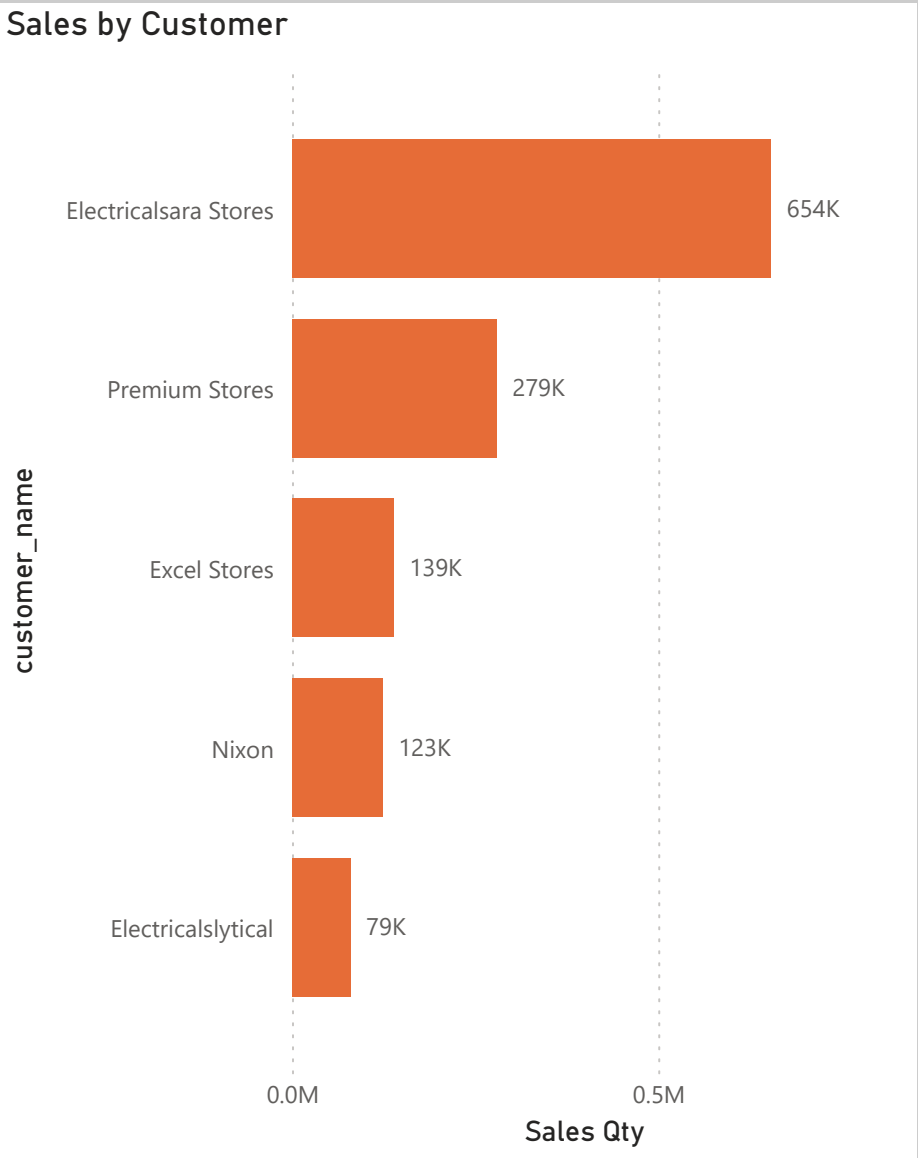
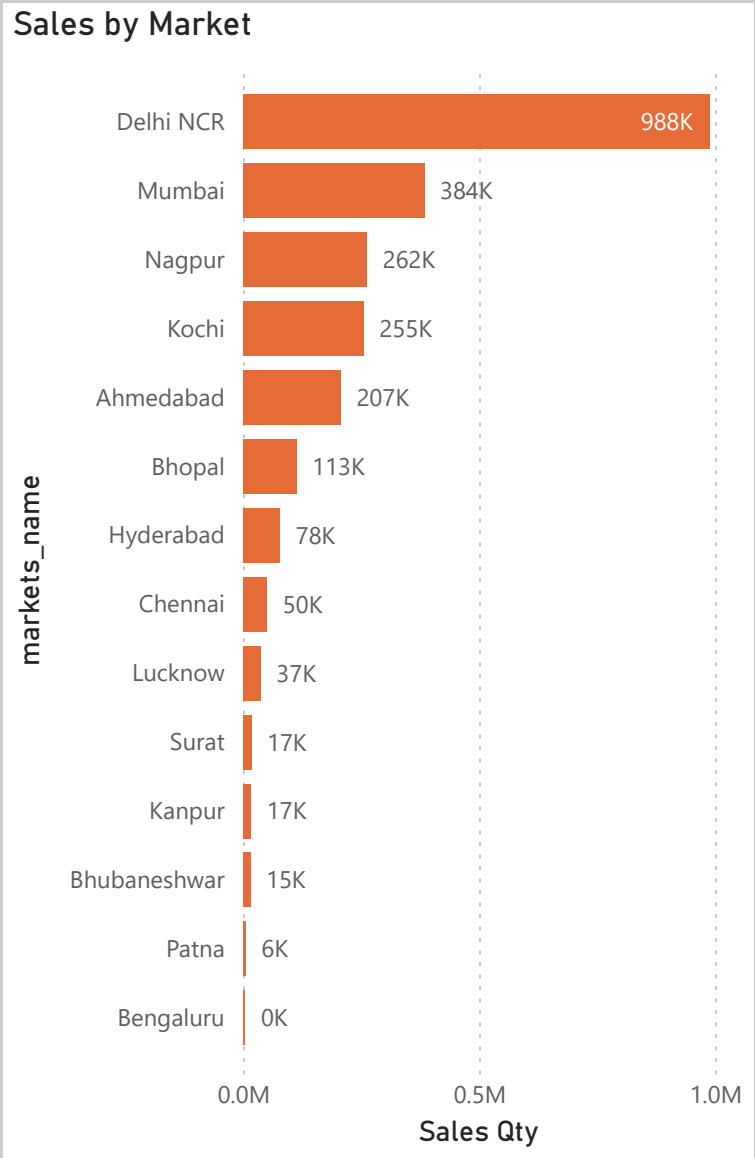
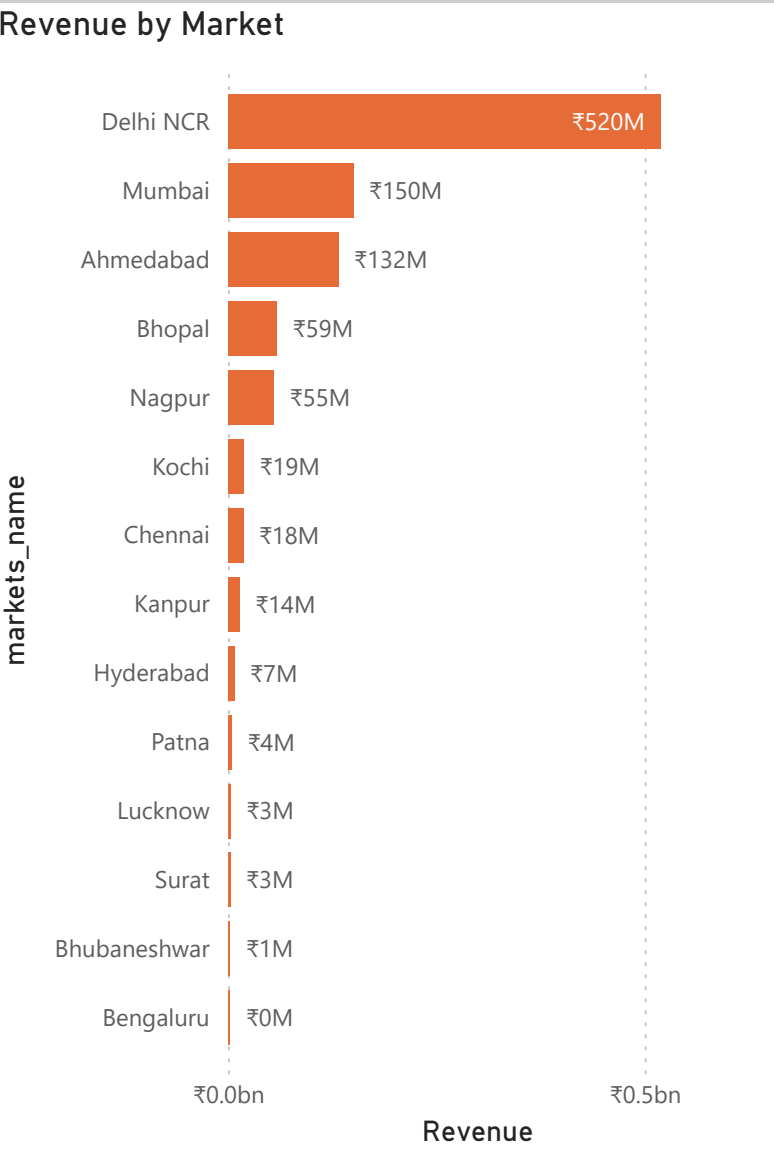
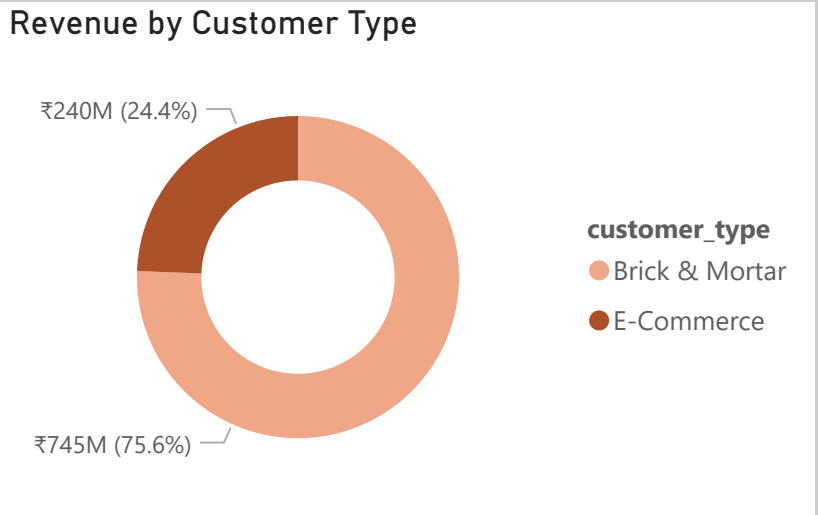
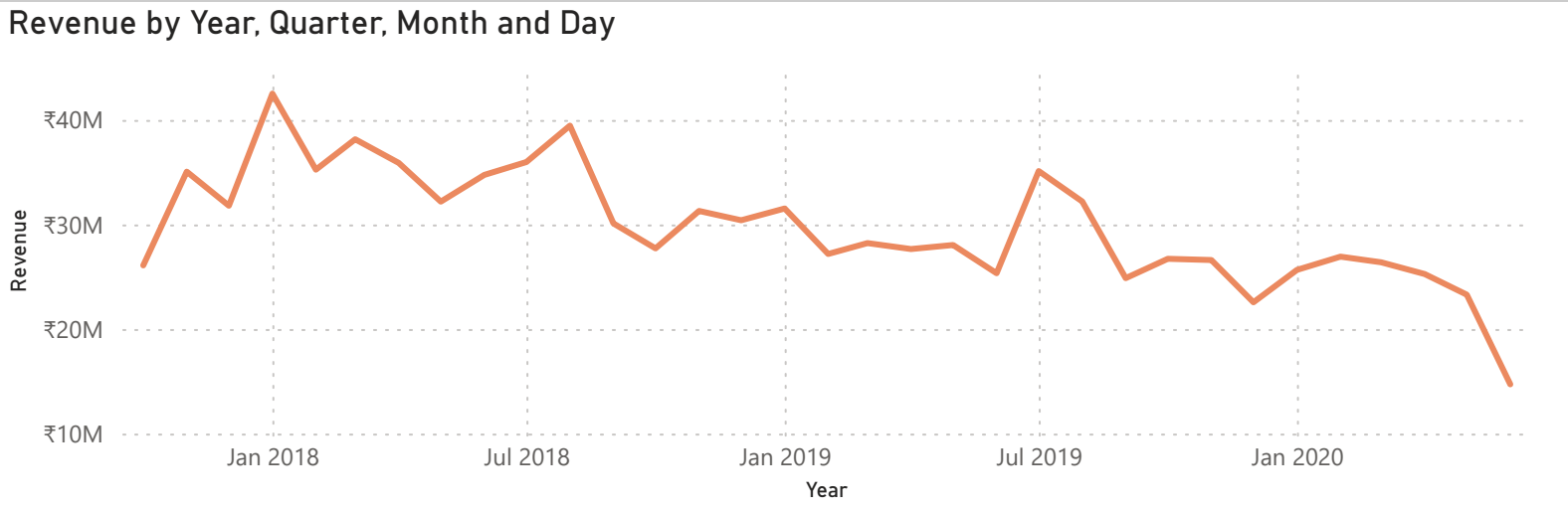
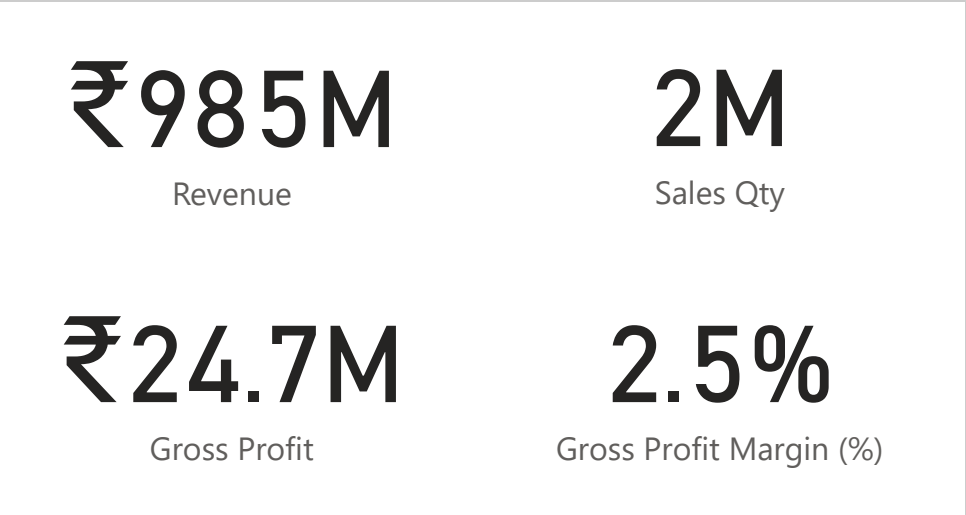


Sales Key Insights

Filter by City

All

2017	2019	April	December	January	June	May	October
2018	2020	August	February	July	March	November	September





Profit Analysis

Filter by City

All

2017

2019

2018

2020

April

December

January

June

May

October

August

February

July

March

November

September

₹985M

Revenue

2M

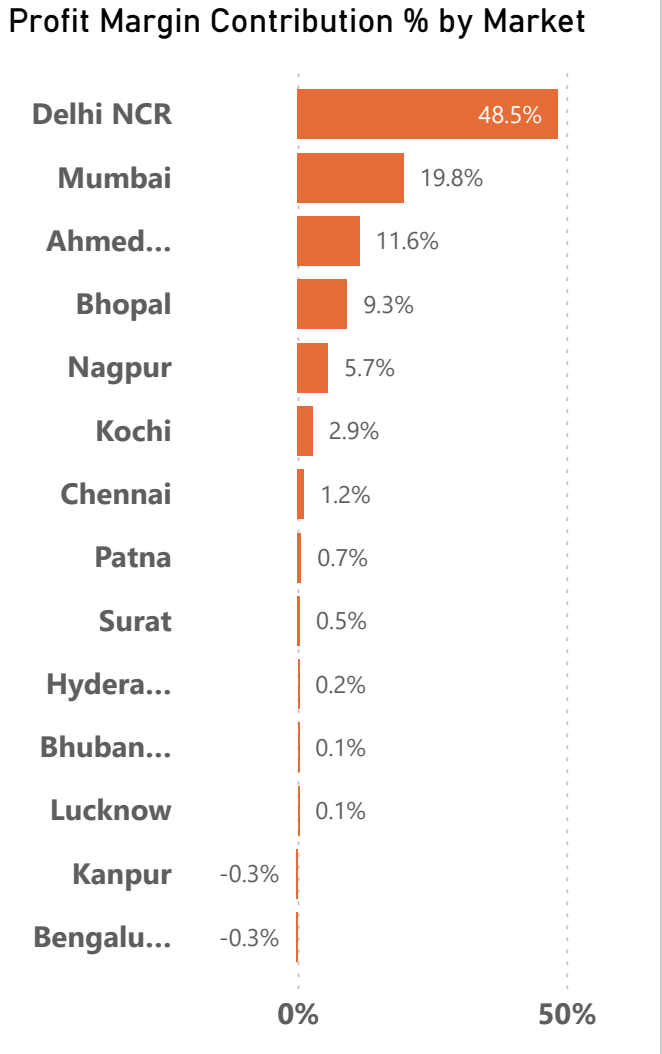
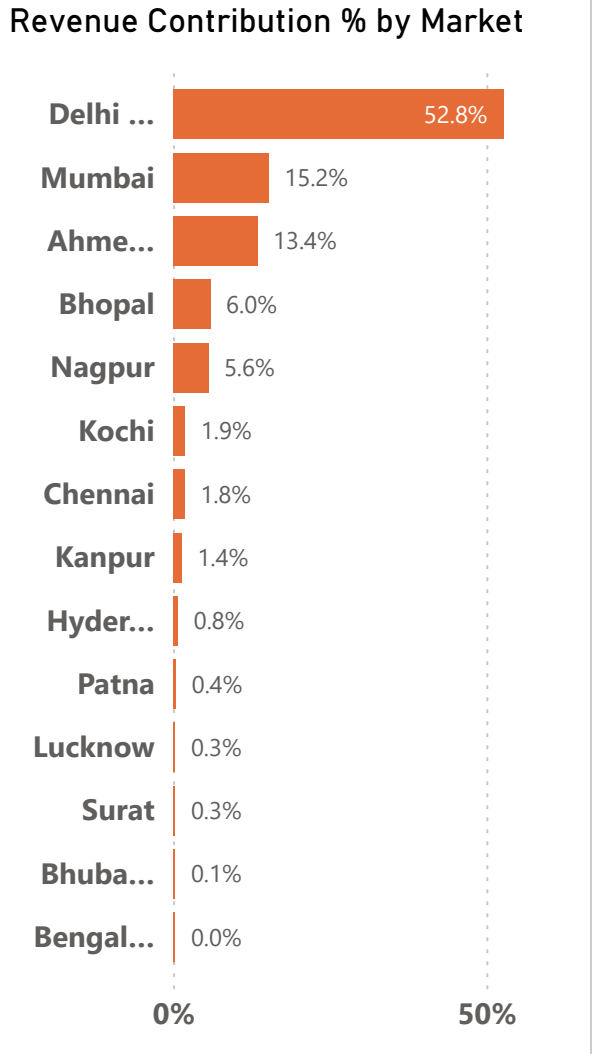
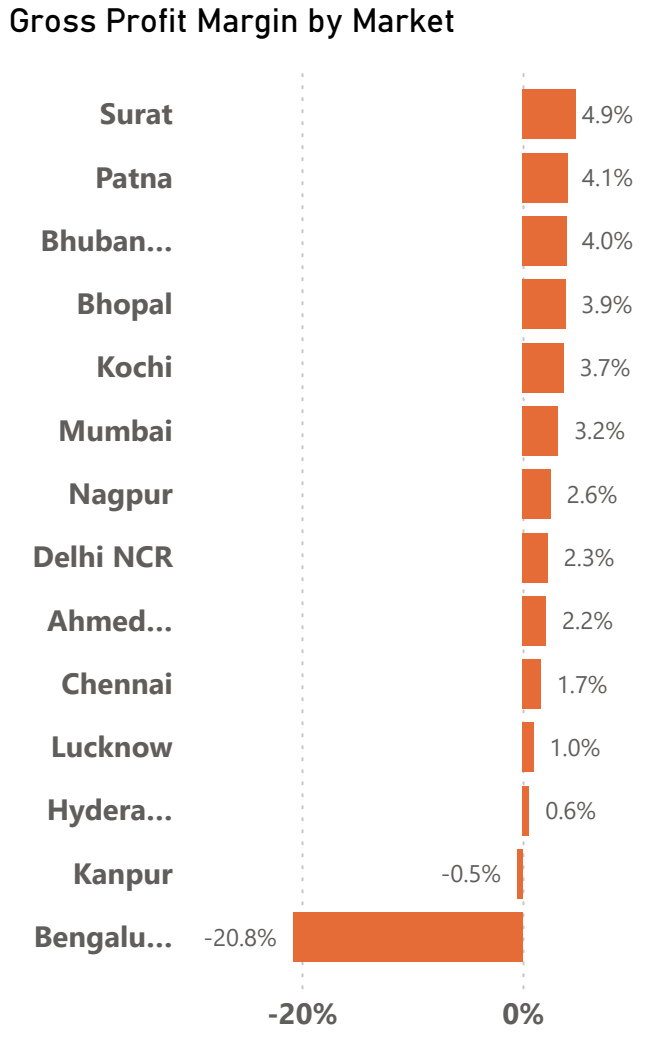
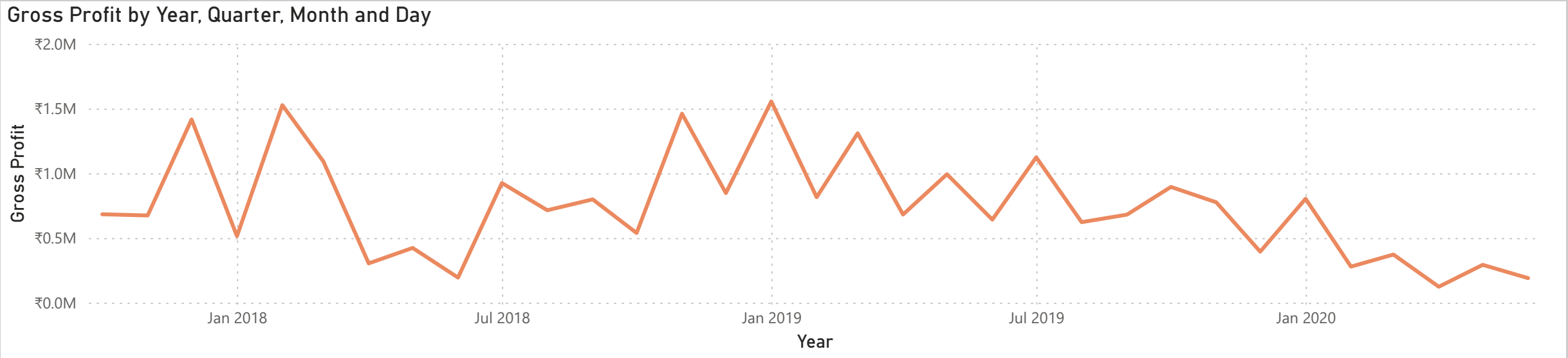
Sales Qty

₹24.7M

Gross Profit

2.5%

Gross Profit Margin (%)



Sales by Key Metrics

customer_name	Sales Qty	Revenue	Revenue Contribution %	Gross Profit	Gross Profit Margin	Profit Margin Contribution %
Electricalsara Stores	653,823	₹413,333,588	42.0%	₹9,307,899.4	2.3%	37.7%
Nixon	123,356	₹43,893,083	4.5%	₹1,785,811.4	4.1%	7.2%
Electricalslytical	79,456	₹49,644,189	5.0%	₹1,688,260.0	3.4%	6.8%
Leader	25,891	₹16,529,970	1.7%	₹1,246,643.3	7.5%	5.1%
Premium Stores	279,093	₹44,962,166	4.6%	₹1,053,784.1	2.3%	4.3%
Control	48,767	₹31,771,997	3.2%	₹825,928.1	2.6%	3.3%
Electricalsocity	26,126	₹17,489,935	1.8%	₹724,632.4	4.1%	2.9%
Excel Stores	138,520	₹49,115,620	5.0%	₹679,991.1	1.4%	2.8%
Surge Stores	176,201	₹28,648,916	2.9%	₹656,033.1	2.3%	2.7%
Forward Stores	31,939	₹21,026,079	2.1%	₹560,788.8	2.7%	2.3%
Nomad Stores	29,093	₹17,739,351	1.8%	₹512,481.1	2.9%	2.1%
Surface Stores	133,919	₹15,242,562	1.5%	₹490,679.0	3.2%	2.0%
Logic Stores	13,978	₹13,201,366	1.3%	₹486,810.3	3.7%	2.0%
Modular	65,254	₹17,379,851	1.8%	₹451,681.5	2.6%	1.8%
Power	17,402	₹5,727,123	0.6%	₹353,694.8	6.2%	1.4%
Electricalsopedia Stores	76,608	₹10,281,203	1.0%	₹329,932.1	3.2%	1.3%
Total	2,429,282	₹984,868,963	100.0%	₹24,657,068.4	2.5%	100.0%



Performance Insights

Filter by City

All

Profit Target

2.00%

2017	2019
2018	2020

April	December	January	June	May	October
August	February	July	March	November	September

₹985M

Revenue

2M

Sales Qty

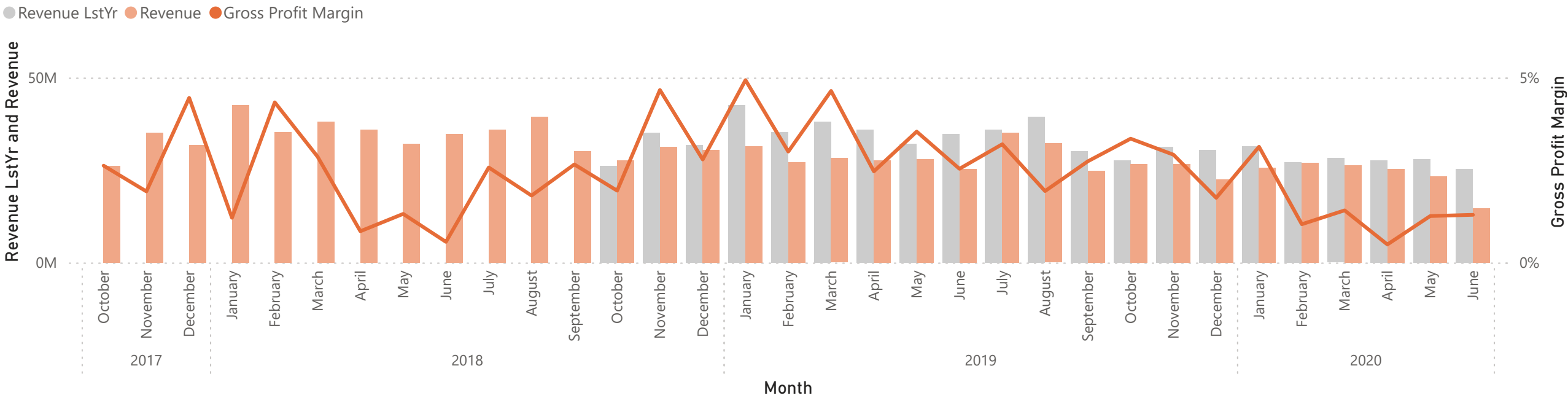
₹24.7M

Gross Profit

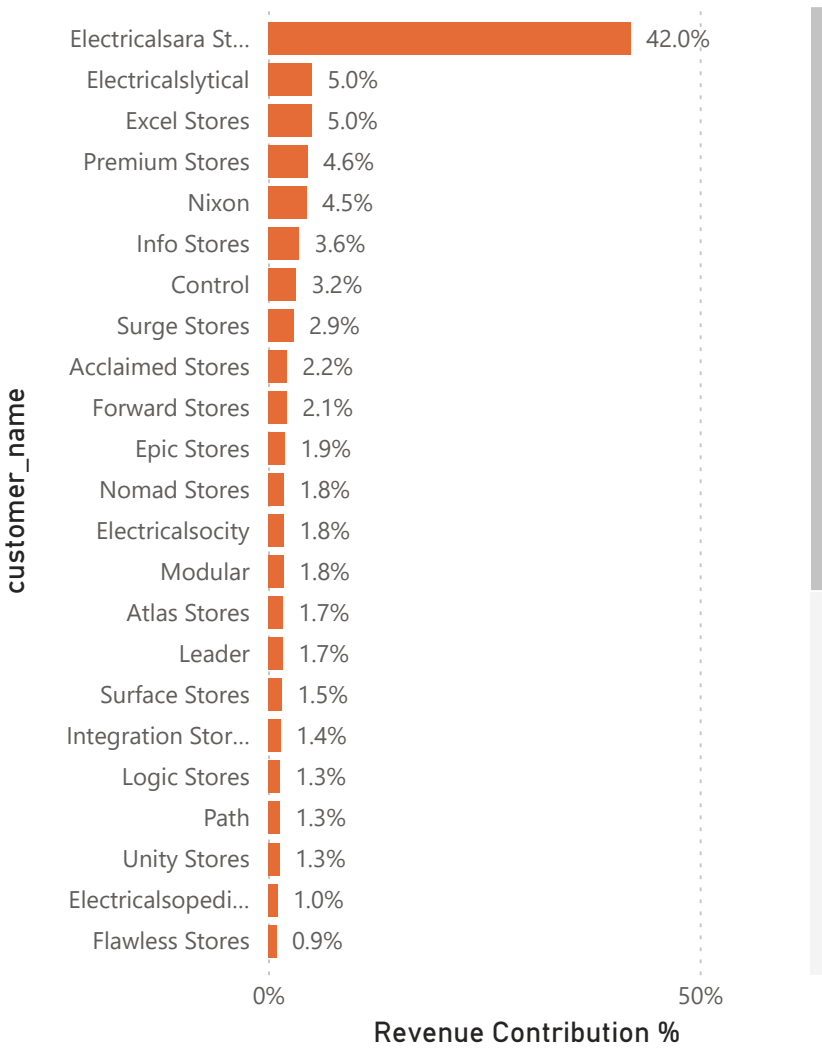
2.5%

Gross Profit Margin (%)

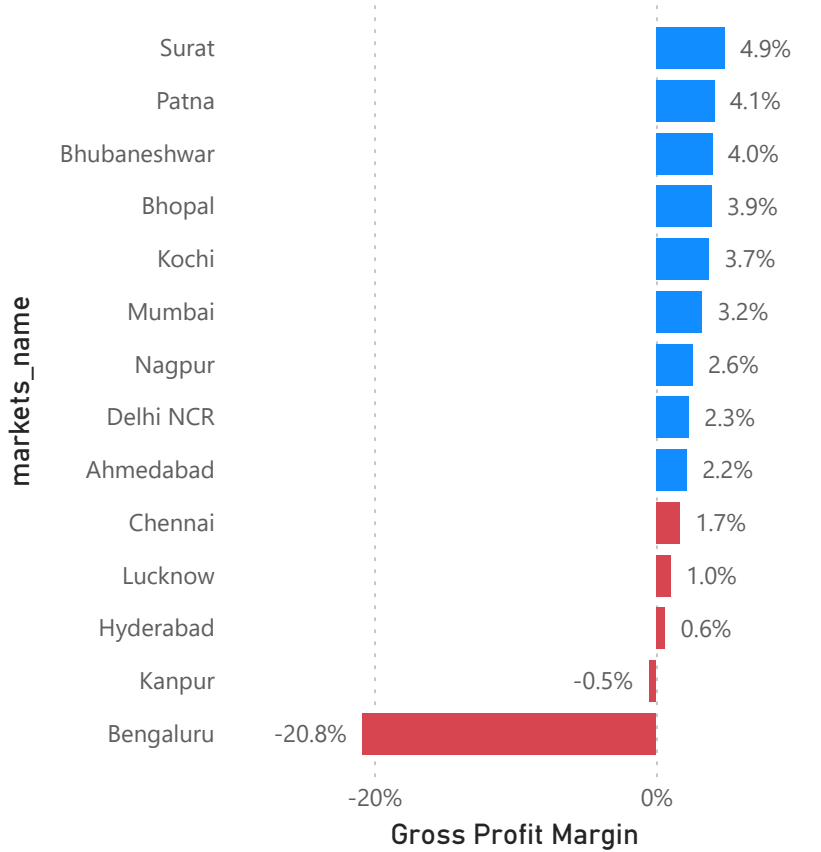
Revenue LstYr, Revenue and Gross Profit Margin by Year and Month



Revenue Contribution % by Customer



Gross Profit Margin by Market



Sales by Region and Customer Type

