

Sales Insights Dashboard



₹ 985M

Total Sales



-57.7%

YoY Sales Growth Rate



2.4M

Total Quantites



₹ 25M

Total Profit Margin



₹ 6.64K

Average Order Value

Key Insights

Profit Analysis

Performance Analysis

₹ 985M

-57.7%

2.4M

₹ 25M

Total Sales

YoY Sales

Quantities Sold

Total Profit

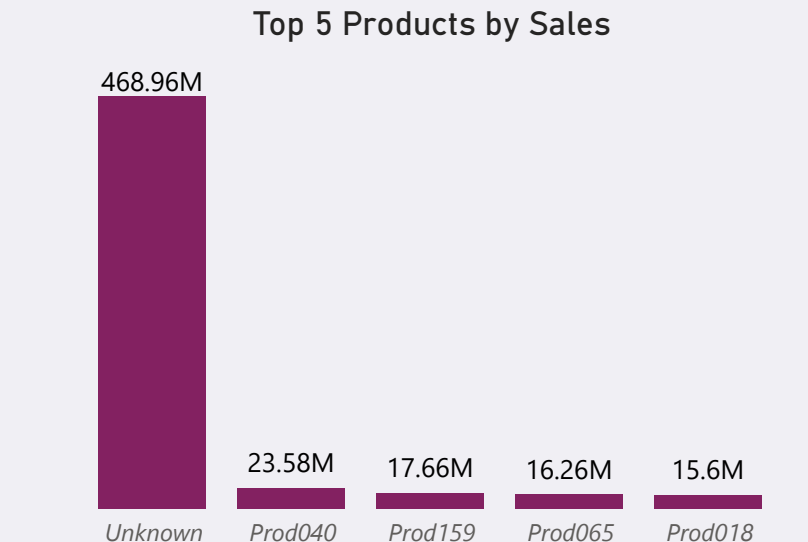
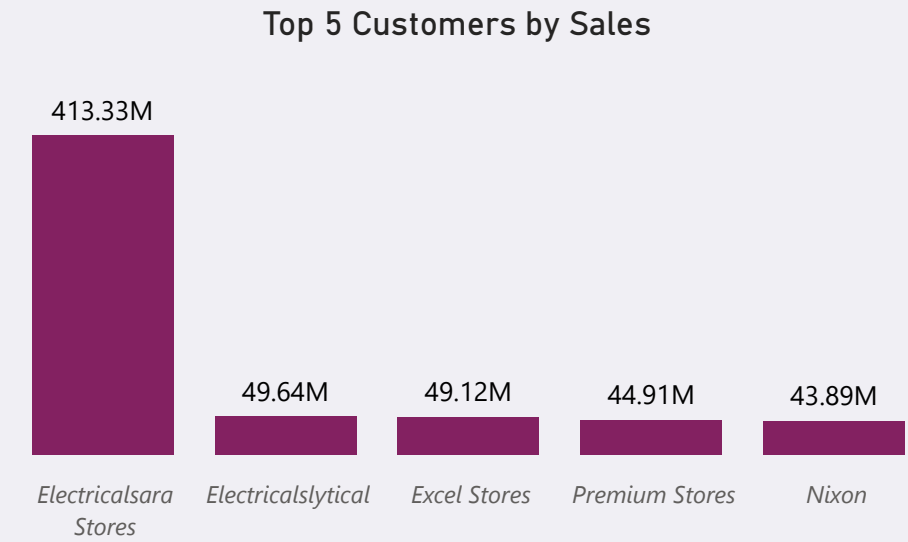
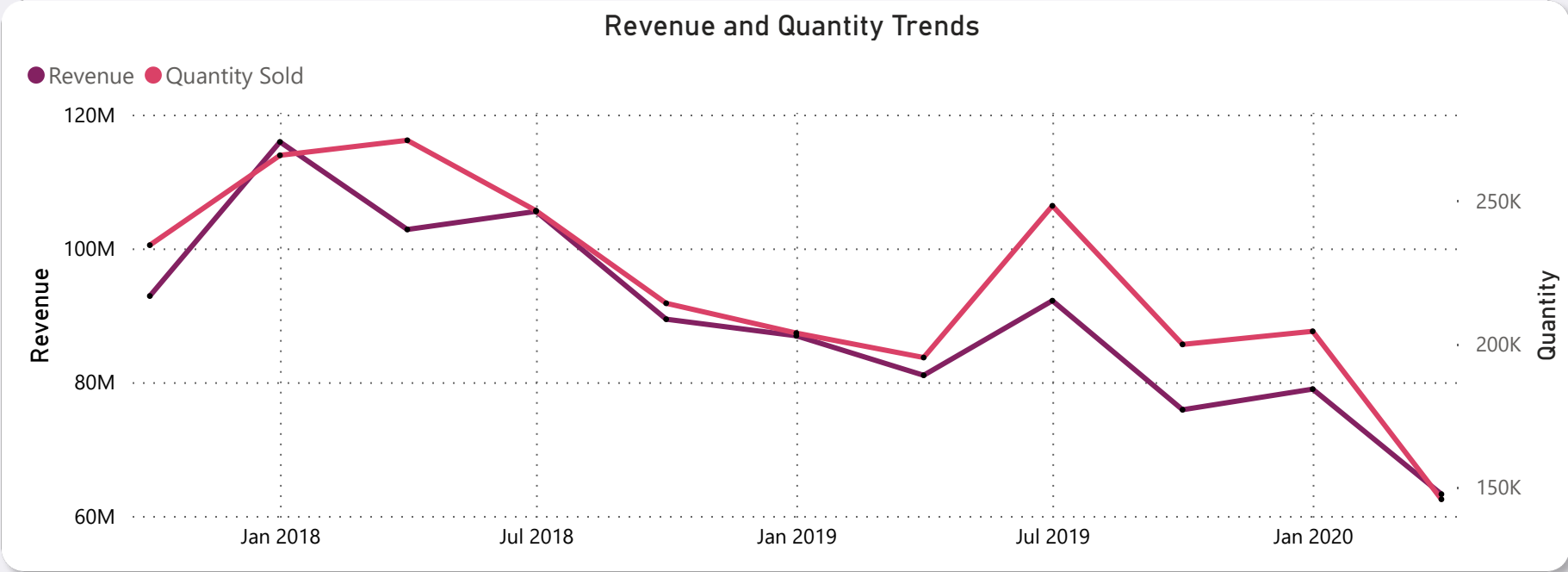
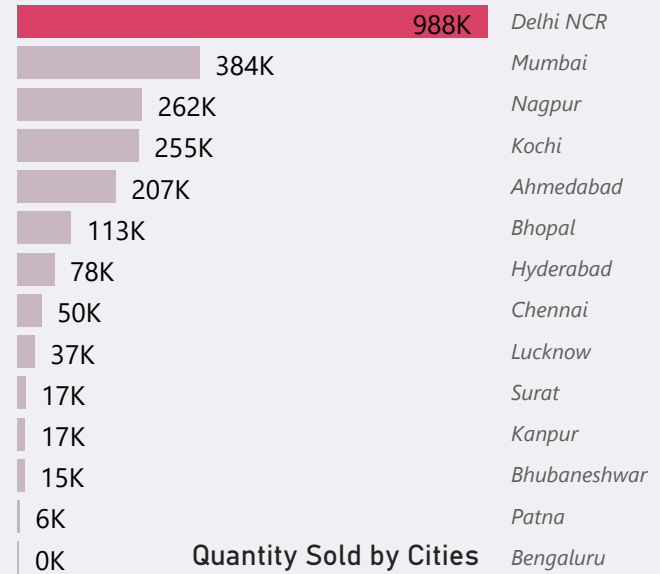
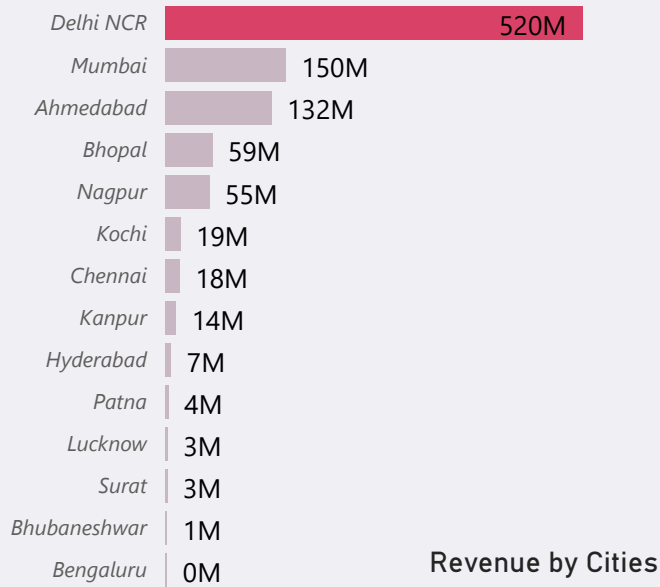
Year

Month

All

All

- Home
- Profit Analysis
- Performance Analysis



₹ 985M

Total Sales

2.4M

Quantities Sold

₹ 25M

Total Profit Margin

Year

All

Month

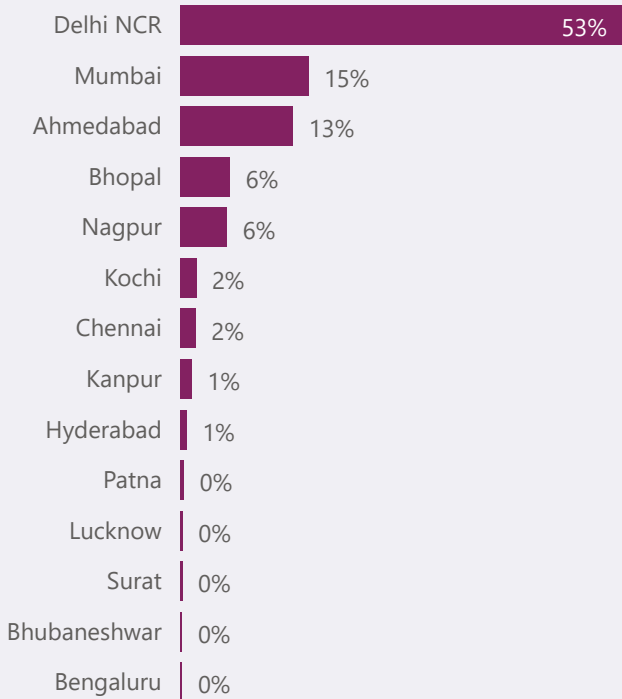
All

Home

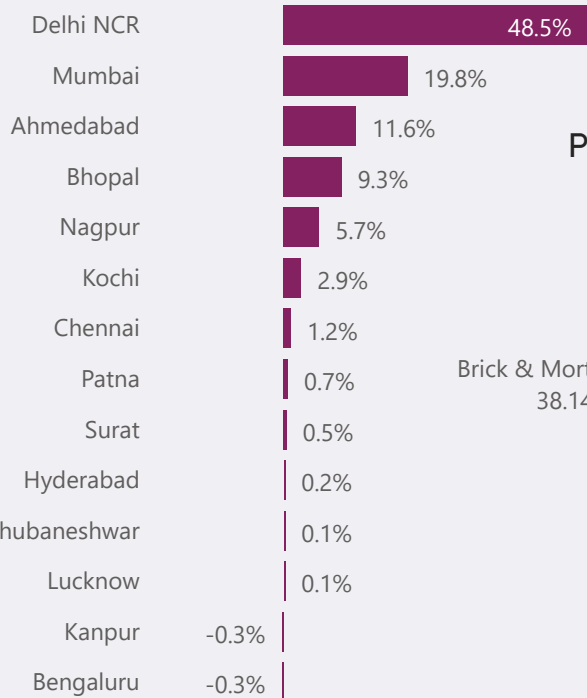
Key Insights

Performance
Analysis

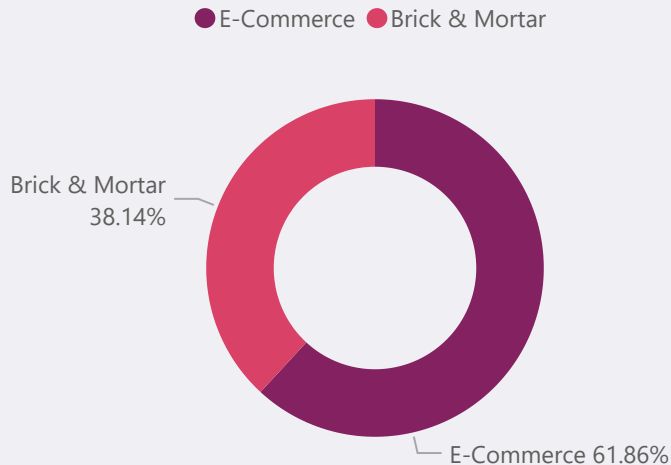
Revenue Contribution % by Cities



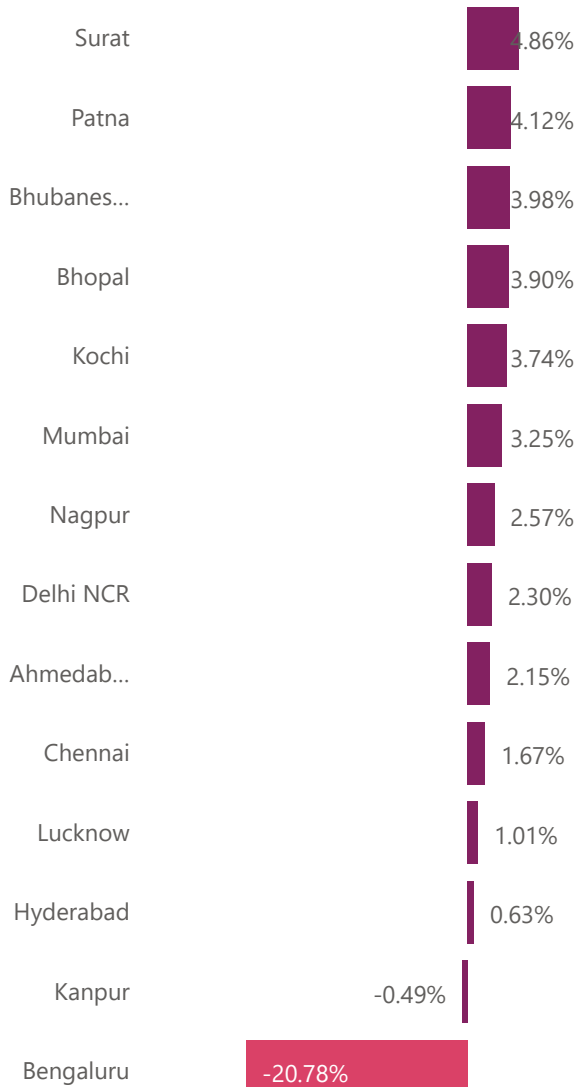
Profit Contribution % by Cities



Profit Margin % by Customer Type



Profit % by Cities



Customer Name	Revenue	Revenue contribution %	Profit Margin %	Profit Margin Contribution %	Average Order Value
Zone	₹ 50,67,349	1%	1.20%	0.2%	₹ 6,142.24
Unity Stores	₹ 1,25,89,257	1%	1.83%	0.9%	₹ 10,696.06
Synthetic	₹ 61,73,068	1%	1.42%	0.4%	₹ 15,204.60
Surge Stores	₹ 2,86,48,916	3%	2.29%	2.7%	₹ 5,763.21
Surface Stores	₹ 1,52,42,562	2%	3.22%	2.0%	₹ 8,945.17
Sound	₹ 49,66,707	1%	4.00%	0.8%	₹ 2,316.56
Sage	₹ 22,52,506	0%	1.53%	0.1%	₹ 11,096.09
Delhi NCR	₹ 52,38,158	1%	2.27%	0.7%	₹ 1,882.86
Total	₹ 98,48,13,463	100%	2.50%	100.0%	₹ 6,636.43

₹ 142M

Total Sales

350.2K

Quantities Sold

₹ 2M

Total Profit Margin

Year

2020

Month

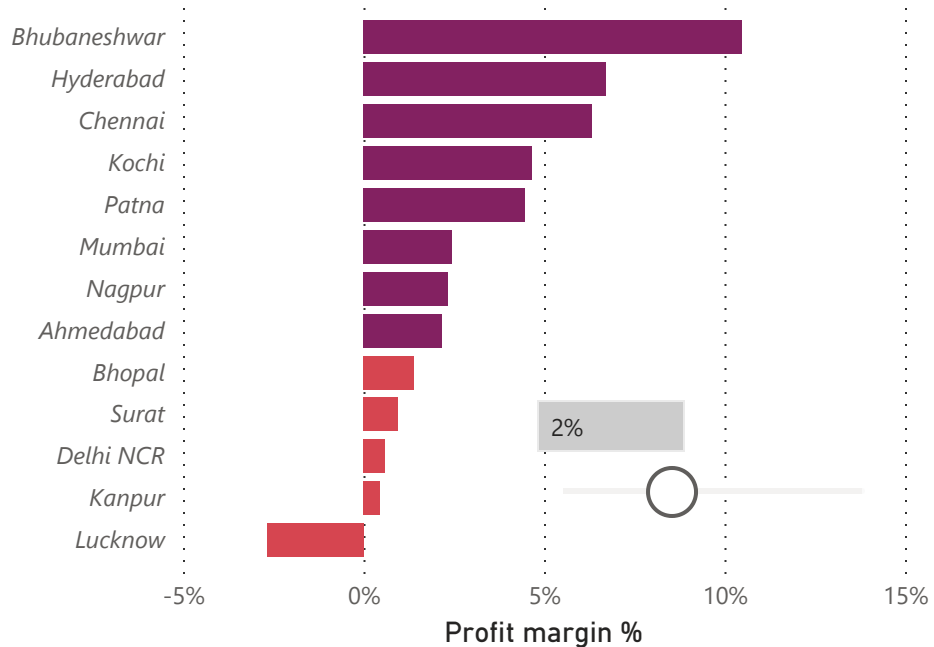
All

Home

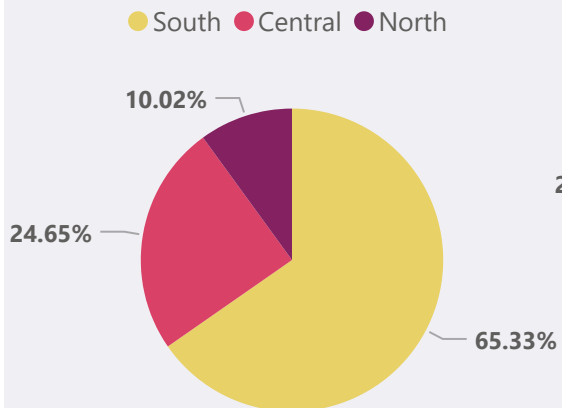
Key Insights

Profit Analysis

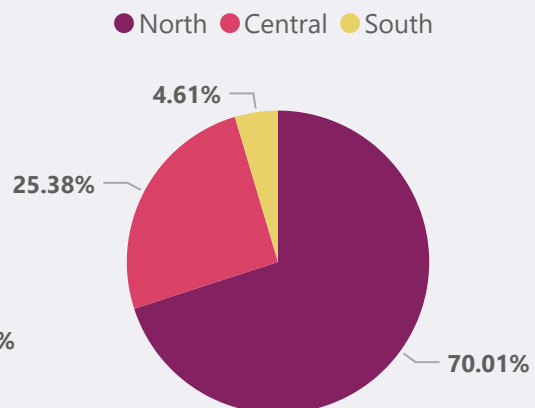
Profit Margin % by Cities



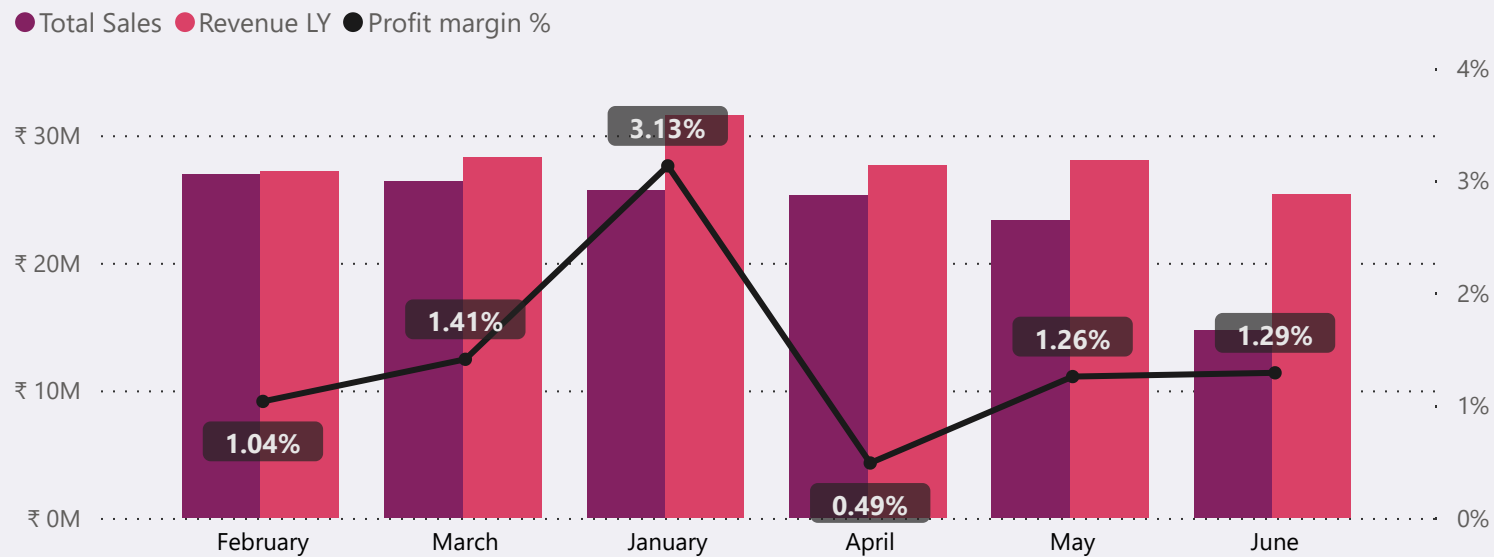
Profit margin % by Zone



Total Sales by Zone



Performance by Month



customer_name	Revenue	Revenue contribution %	Profit margin %	Profit Margin Contribution %
Acclaimed Stores	31,16,384.00	2%	4.04%	6.1%
All-Out	7,13,953.00	1%	4.53%	1.6%
Atlas Stores	21,89,613.00	2%	1.98%	2.1%
Control	41,82,662.00	3%	1.24%	2.5%
Electricalsara Stores	6,56,41,977.00	46%	0.37%	11.9%
Electricalsbea Stores	50,940.00	0%	15.63%	0.4%
Electricalslance Stores	1,42,742.00	0%	3.54%	0.2%
Electricalslytical	55,37,904.00	4%	0.49%	1.3%
Electricalsocity	25,20,938.00	2%	2.69%	3.3%
Electricalsopedia Stores	9,95,764.00	1%	5.92%	2.9%
Total	14,22,24,545.00	100%	1.45%	100.0%