



FMCG Sales & Performance Dashboard

From: 01/04/2023 to 31/03/2025

OverView Page



Total Revenue

71,11,353



PY : 35,10,673

Total Cost

60,02,374



PY : 29,78,490

Total Profit

11,03,817



PY : 5,44,791

Total Quantity Sold

77,309



PY : 37,866

Product Analysis



MIS Report





Overview Report

From: 01/04/2024 to 31/03/2025



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Overview Page

Product Analysis

MIS Report

Note : Revenue and Cost are in INR Lakh and Profit in Thousand

Total Cost v/s PY Cost

Total Profit v/s PY Profit

Total Revenue v/s PY Revenue

Year

2024-25

Month

All

Store

All

Category

All

Total Revenue

36,00,680



PY : 35,10,673

Total Cost

30,24,109



PY : 29,78,490

Total Profit

5,59,026



PY : 5,44,791

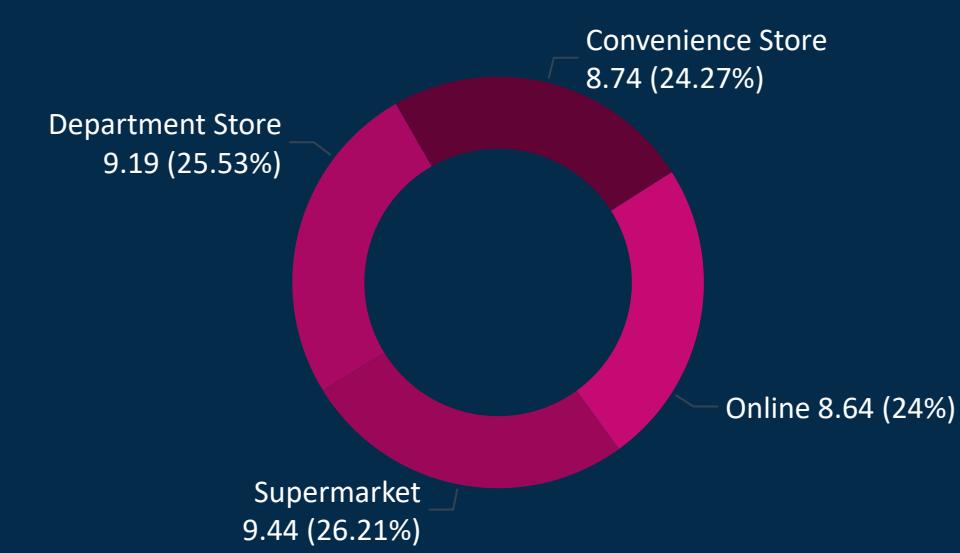
Total Quantity Sold

39,443

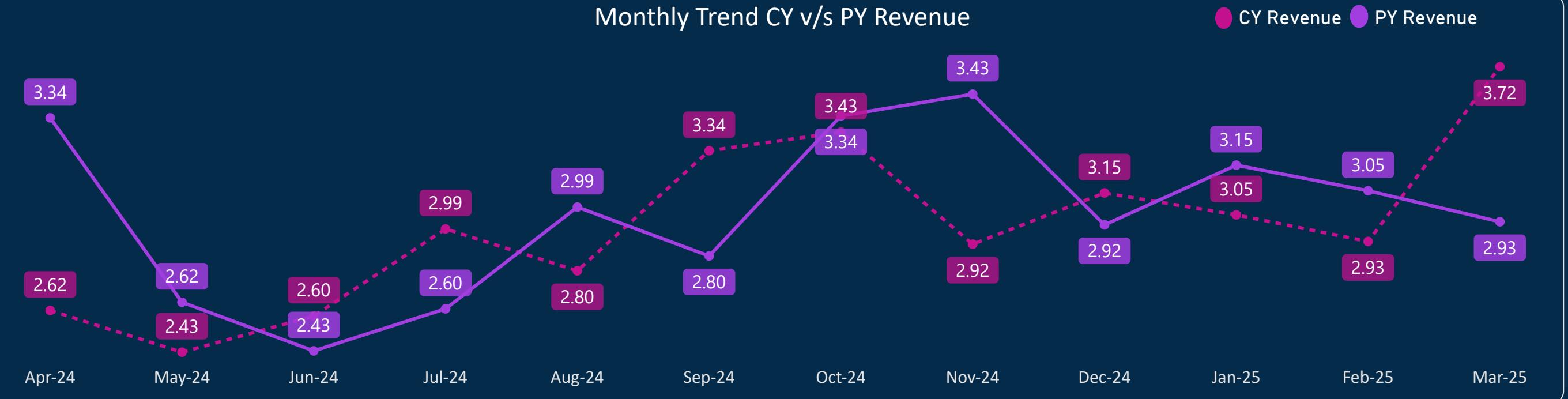


PY : 37,866

Total Revenue By Store Type



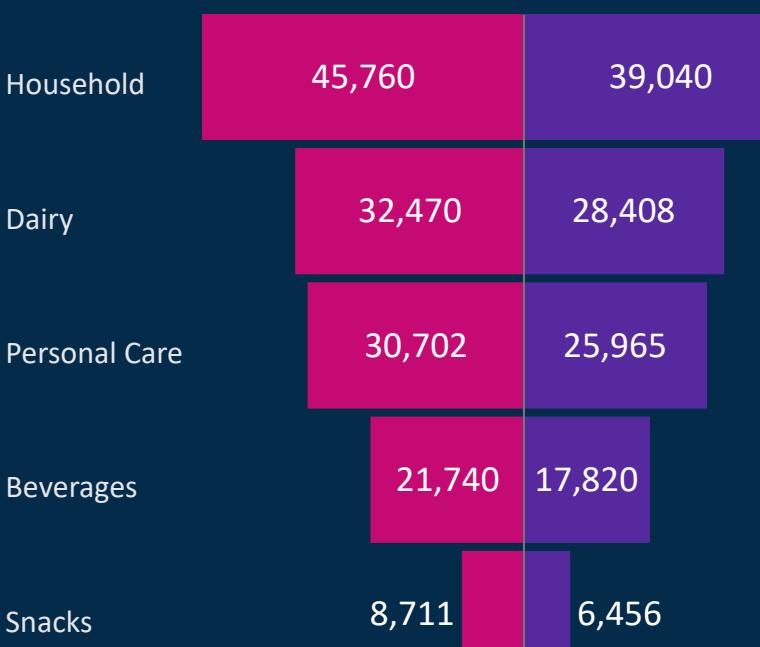
Monthly Trend CY v/s PY Revenue



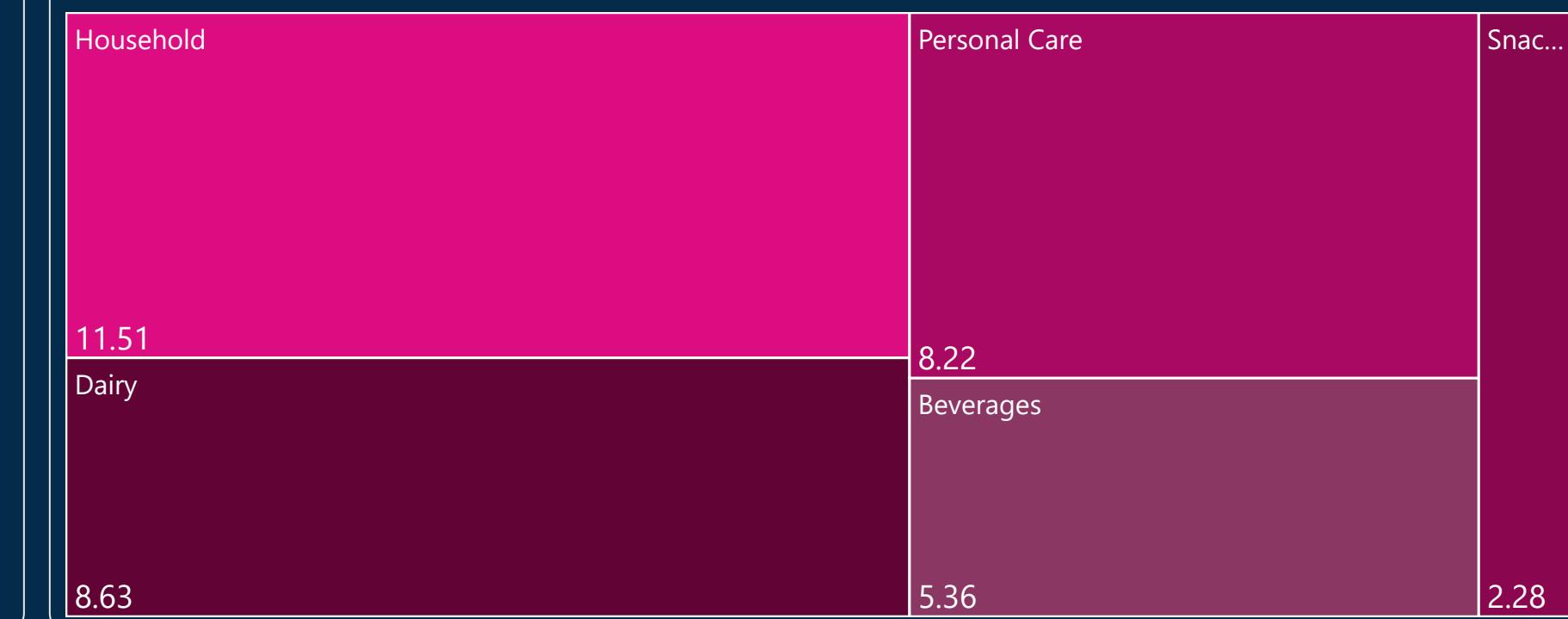
Total Revenue By Sales Mode



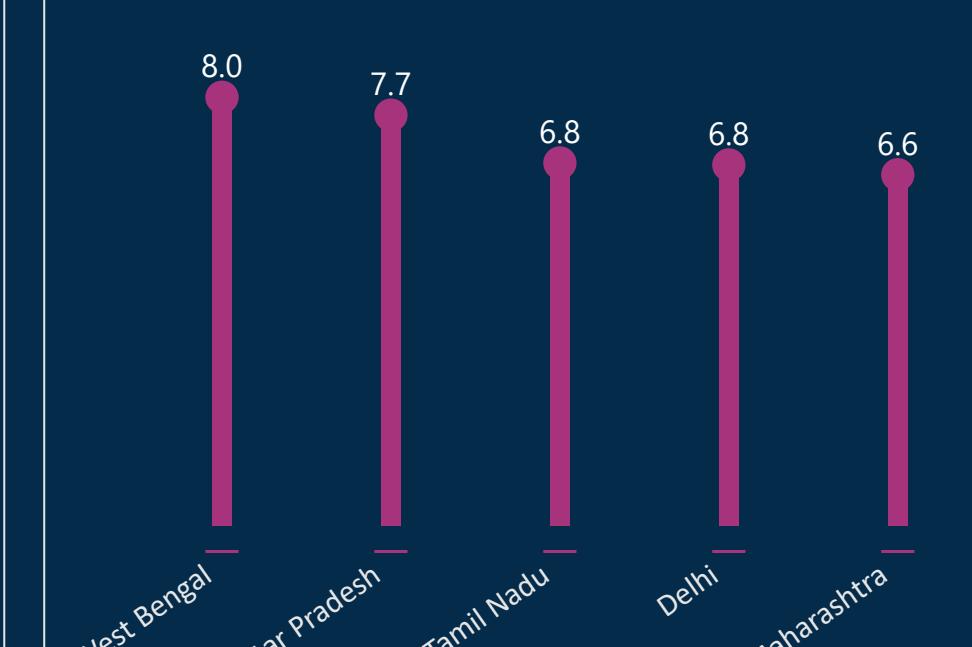
Unit Price Vs Cost Price



Total Revenue By Store Category



Top 5 State by Revenue





Product Analysis

From: 01/04/2024 to 31/03/2025



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Product Analysis

MIS Report

Note : Revenue and Cost are in INR Lakh and Profit in Thousand

Year

2024-25

Month

All

Store

All

Category

All

Total Products

25



Return Rate

9.74%

PY : 9.69%



Average Footfall

4,355

PY : 4,153



Average Discount (%)

14.65

PY : 14.92



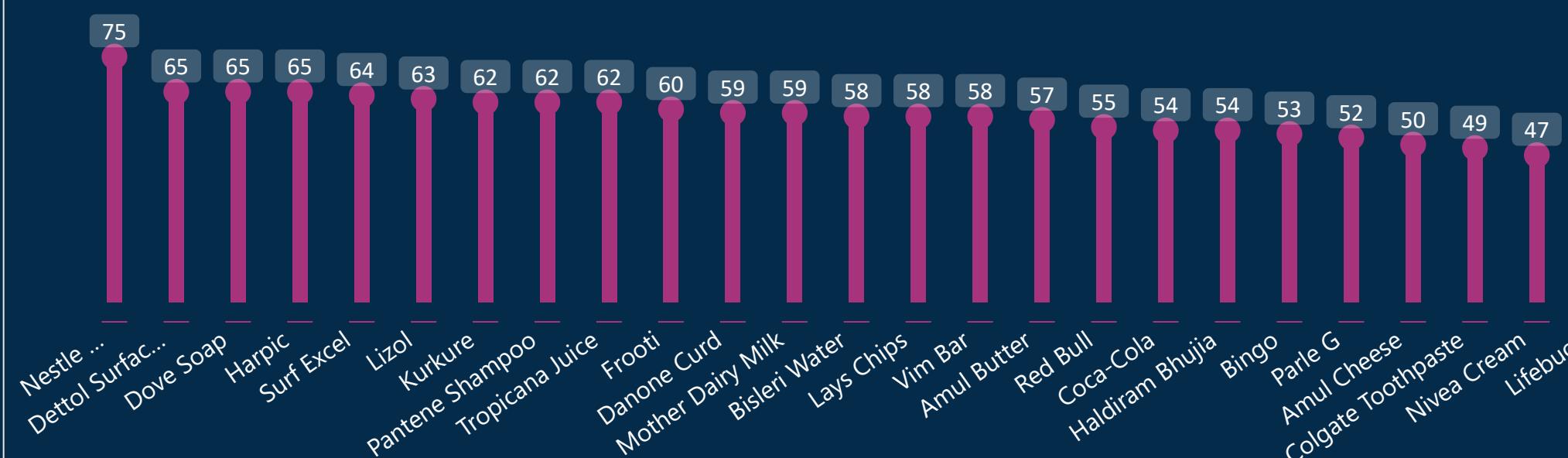
Total Cost by Product Name

Surf Excel	3.89
Amul Butter	3.86
Nivea Cream	2.73
Lizol	2.58
Dettol Surface Cleaner	1.63
Pantene Shampoo	1.91
Red Bull	1.60
Tropicana Juice	1.26
Amul Cheese	1.57
Harpic	1.44
Colgate Toothpaste	1.31
Mother Dairy Milk	0.83
Danone Curd	0.92
Frooti	0.76
Dove Soap	0.67
Haldhiram Bhujia	0.63
Coca-Cola	0.55
Parle G	0.44
Nestle Yogurt	0.37
Lifebuoy	0.34
Vim Bar	0.29
Kurkure	0.21
Bisleri Water	0.22

Monthly Trend by Quantity Sold



Most Frequently Brought Product



Product Detail

Category	Product Name	Quantity Sold	Average Sales	Total Cost	Total Revenue
Snacks	Bingo	1,575	18	684	28,350
	Kurkure	1,595	20	897	31,900
	Lays Chips	1,612	20	840	32,240
	Parle G	1,466	40	1,560	58,640
	Haldhiram Bhujia	1,400	55	2,475	77,000
Beverages	Bisleri Water	1,455	20	870	29,100
	Coca-Cola	1,584	45	1,960	71,280
	Frooti	1,517	60	3,050	91,020
	Tropicana Juice	1,402	110	5,850	154,220
	Red Bull	1,527	125	6,090	190,875
Personal Care	Lifebuoy	1,361	35	1,275	47,635
	Dove Soap	1,904	45	2,485	85,680



Note : Revenue and Cost are in INR Lakh and Profit in Thousand

Year	Month	Store	Category
2024-25	All	All	All

Detailed Report

State	Category	Product Name	Quantity Sold	Average Price	Average Cost Price	Average of Discount %	Total Revenue	Total Cost New	Total Profit
Delhi	Beverages	Bisleri Water	380	20	15	16.13	7,600	5,700	1,900
		Coca-Cola	361	45	35	14.92	16,245	12,635	3,610
		Frooti	307	60	50	16.00	18,420	15,350	3,070
		Red Bull	244	125	105	11.43	30,500	25,620	4,880
		Tropicana Juice	235	110	90	11.25	25,850	21,150	4,700
	Dairy	Amul Butter	294	275	250	13.50	80,850	73,500	7,350
		Amul Cheese	221	130	110	15.11	28,730	24,310	4,420
		Danone Curd	441	60	50	17.00	26,460	22,050	4,410
		Mother Dairy Milk	398	60	52	12.00	23,880	20,696	3,184
		Nestle Yogurt	479	25	20	14.58	11,975	9,580	2,395
	Household	Dettol Surface Cleaner	314	120	100	12.21	37,680	31,400	6,280
		Harpic	336	95	80	12.88	31,920	26,880	5,040
		Lizol	368	190	160	13.54	69,920	58,880	11,040
		Surf Excel	232	250	220	15.80	58,000	51,040	6,960
		Vim Bar	313	25	20	11.08	7,825	6,260	1,565
	Personal Care	Colgate Toothpaste	332	110	95	15.55	36,520	31,540	4,980
		Dove Soap	239	45	35	17.00	10,755	8,365	2,390
		Lifebuoy	326	35	25	13.30	11,410	8,150	3,260
		Nivea Cream	210	249	220	14.30	52,290	46,200	6,090
		Pantene Shampoo	388	120	100	15.00	46,560	38,800	7,760
	Snacks	Bingo	295	18	12	19.30	5,310	3,540	1,770
		Haldiram Bhujia	253	55	45	14.91	13,915	11,385	2,530
		Kurkure	351	20	13	13.91	7,020	4,563	2,457
		Lays Chips	353	20	14	16.62	7,060	4,942	2,118
		Parle G	367	40	30	11.08	14,680	11,010	3,670
Maharashtra	Beverages	Bisleri Water	262	20	15	19.50	5,240	3,930	1,310
		Coca-Cola	257	45	35	17.40	11,565	8,995	2,570
		Frooti	257	60	50	12.30	15,420	12,850	2,570
		Red Bull	389	125	105	17.21	48,625	40,845	7,780
		Tropicana Juice	298	110	90	18.62	32,780	26,820	5,960