

₹984.8M

Revenue

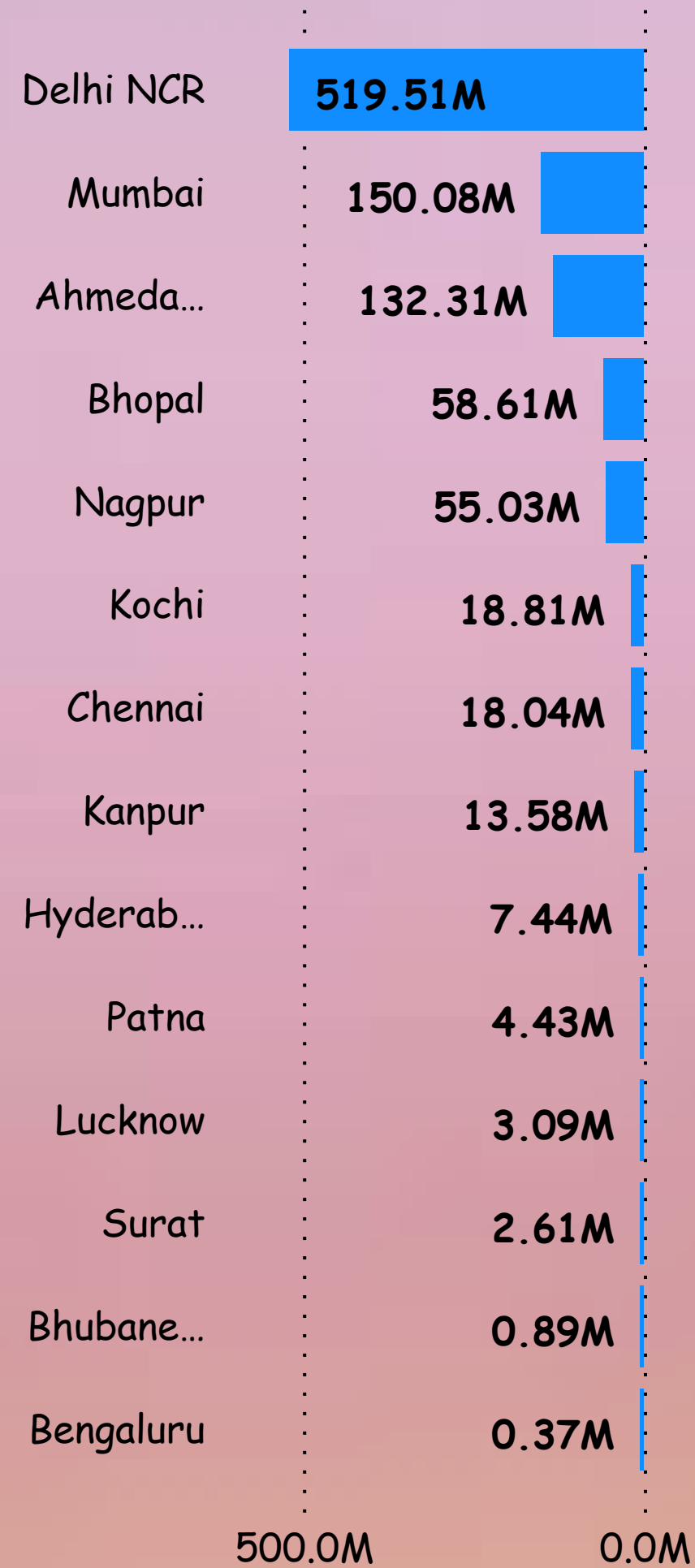
2M

sales Quantity

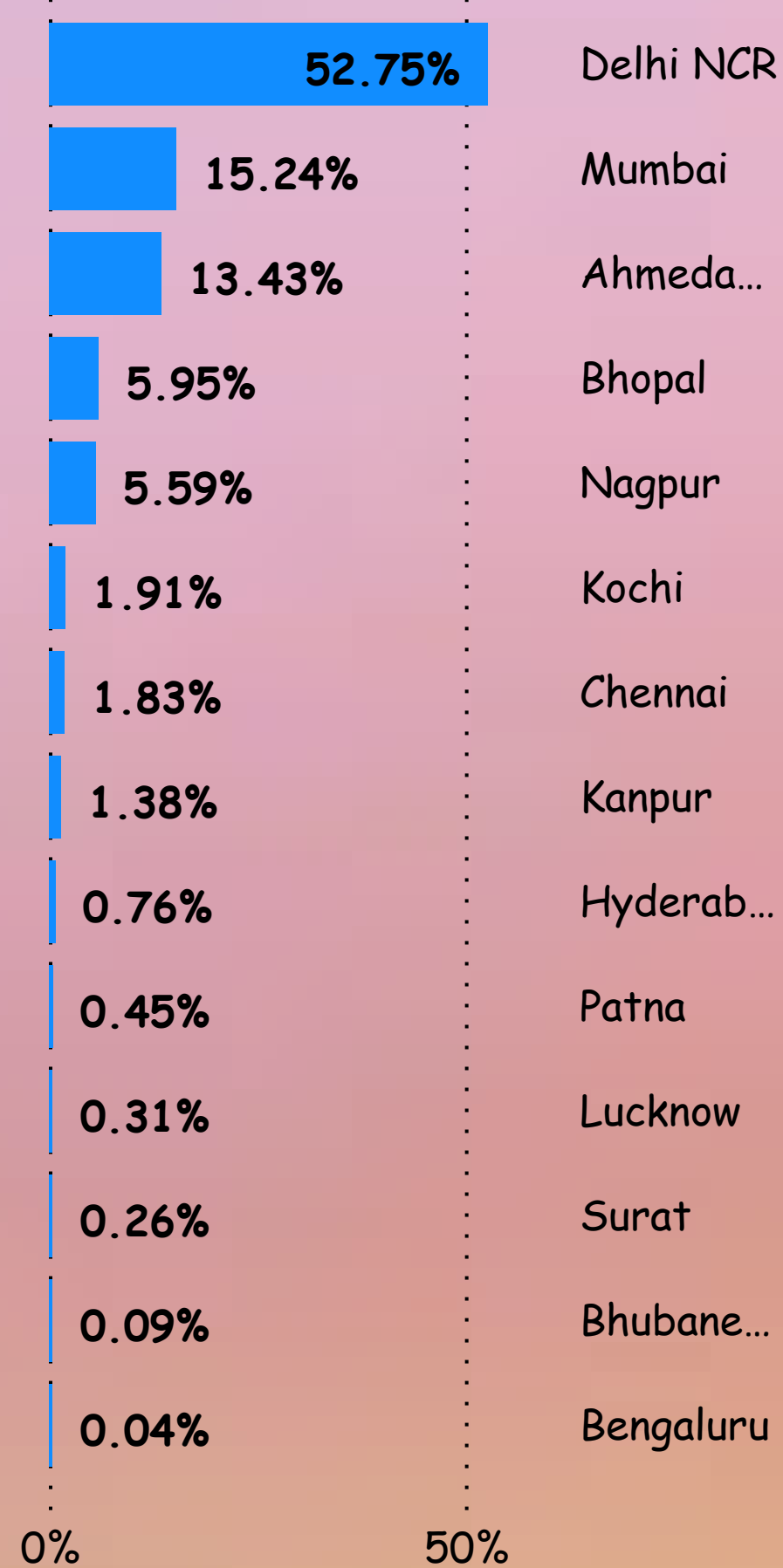
₹24.7M

Total Profit Margin

Revenue



% Revenue Contribution



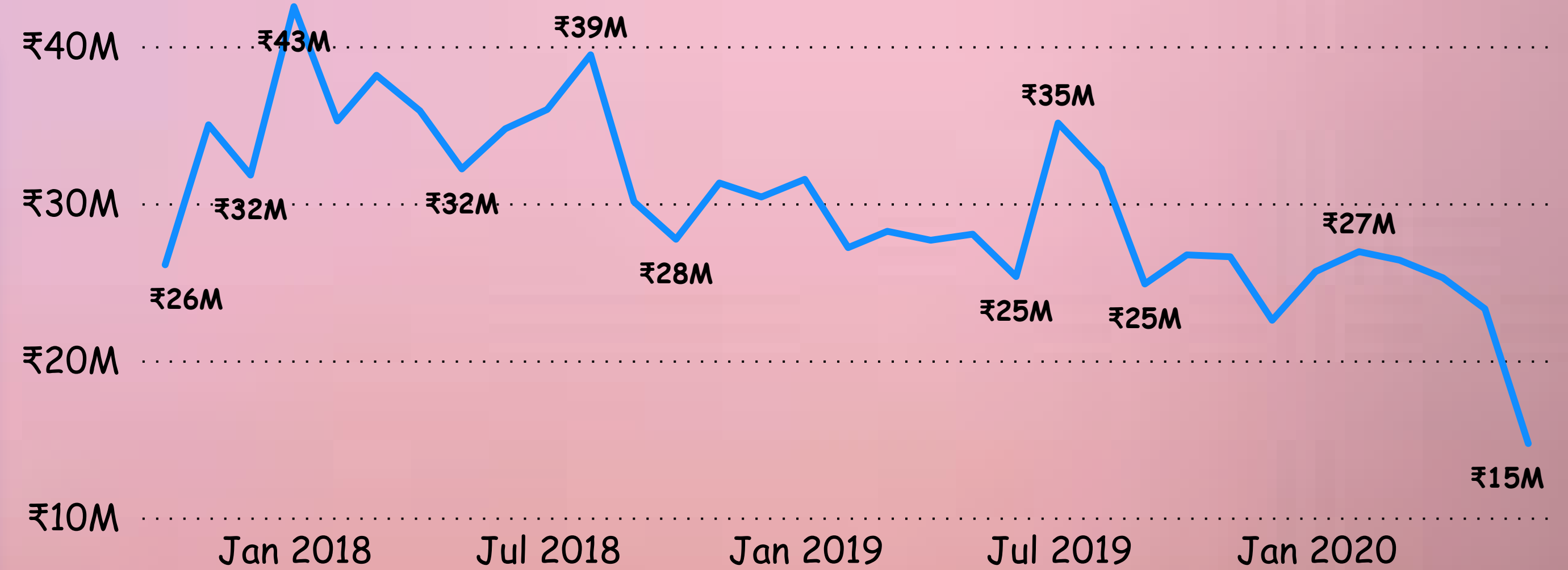
2017

2018

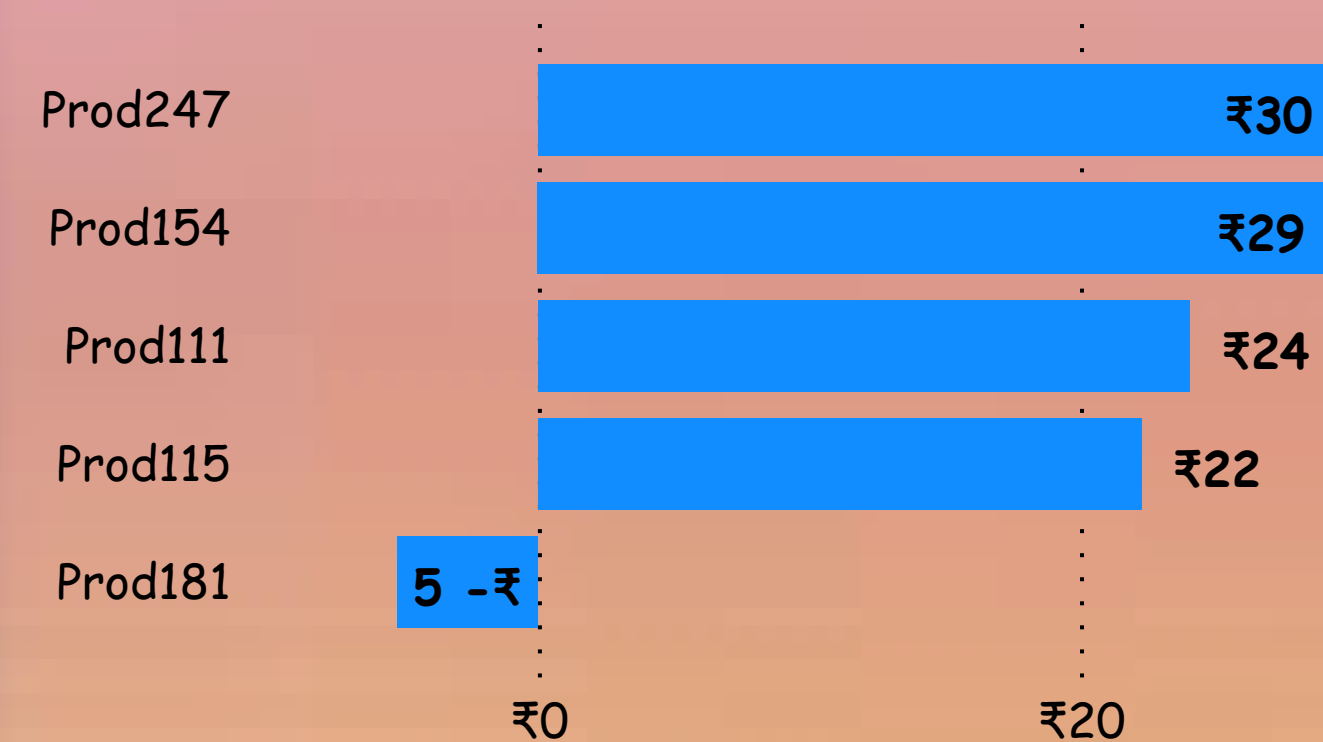
2019

2020

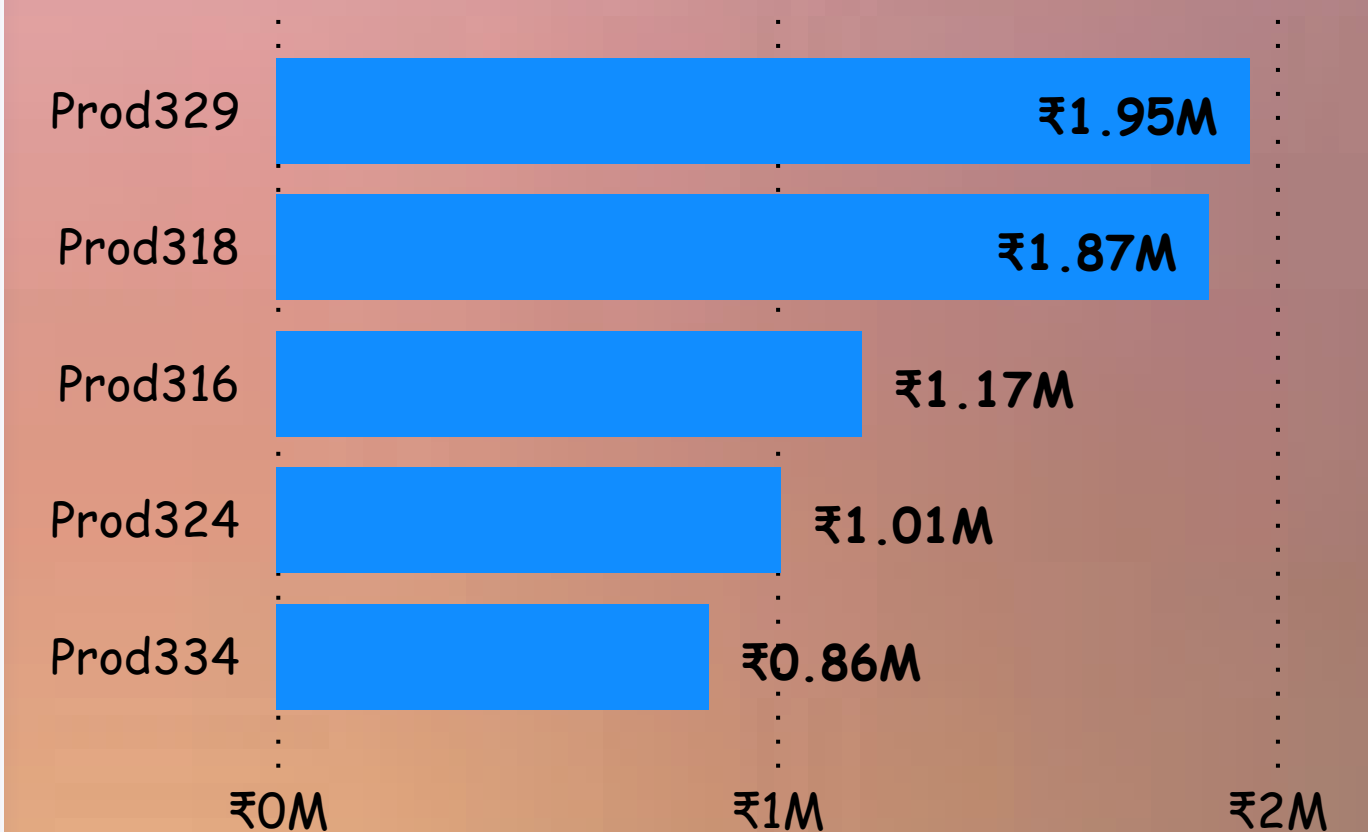
Revenue



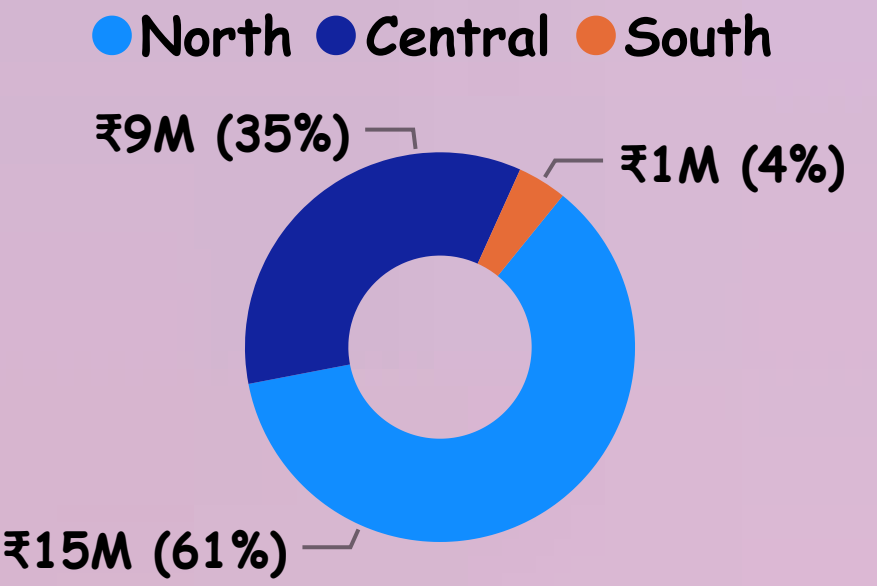
Bottom 5 Product by Profit Margin



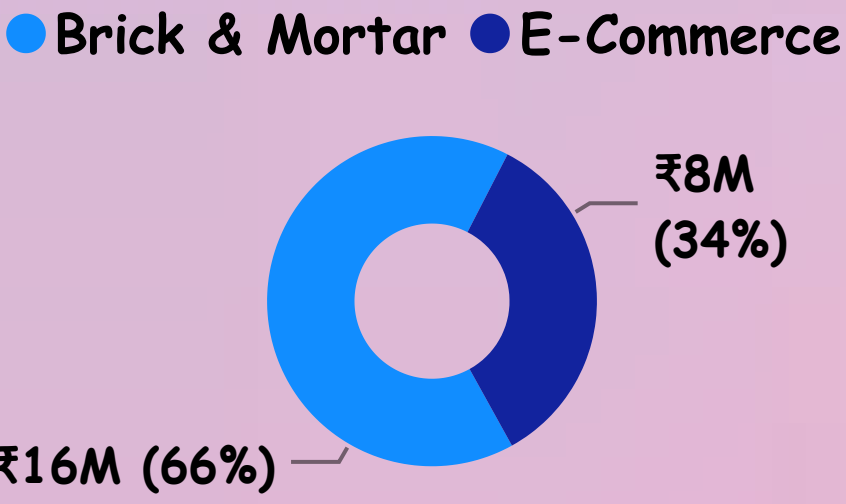
Top 5 Product by Profit Margin



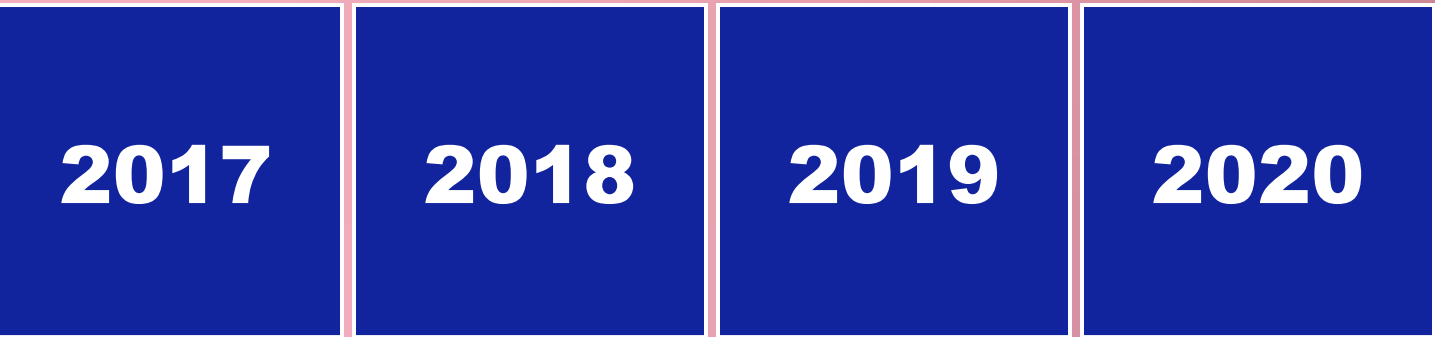
Total Profit Margin by Zone



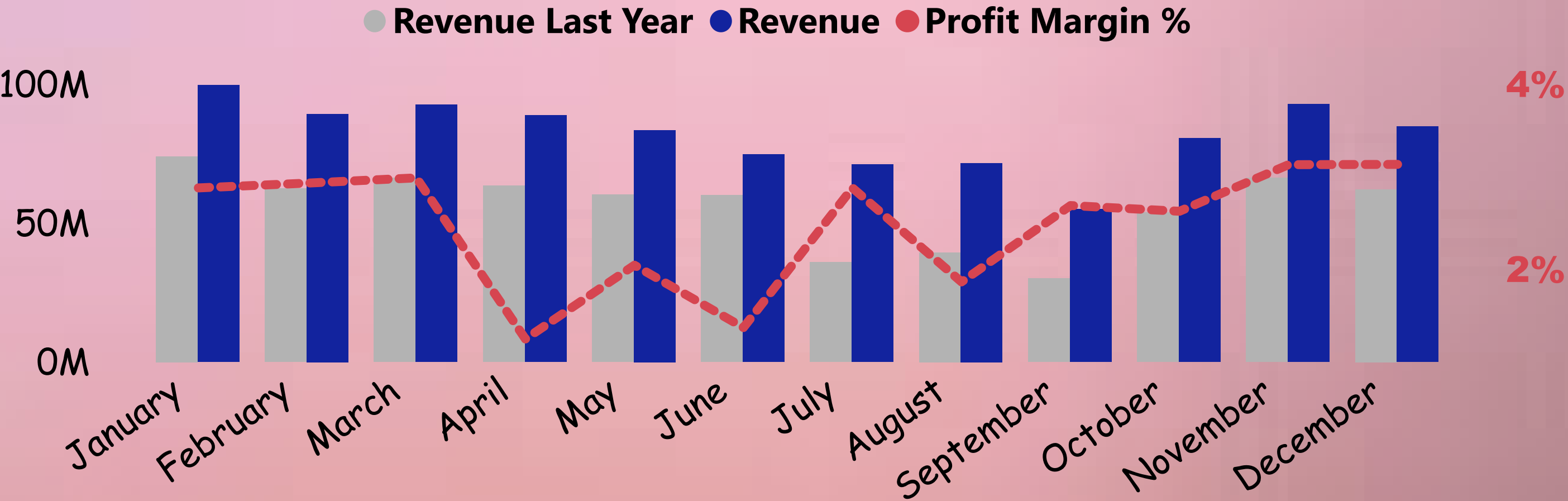
Total Profit Margin by customer type



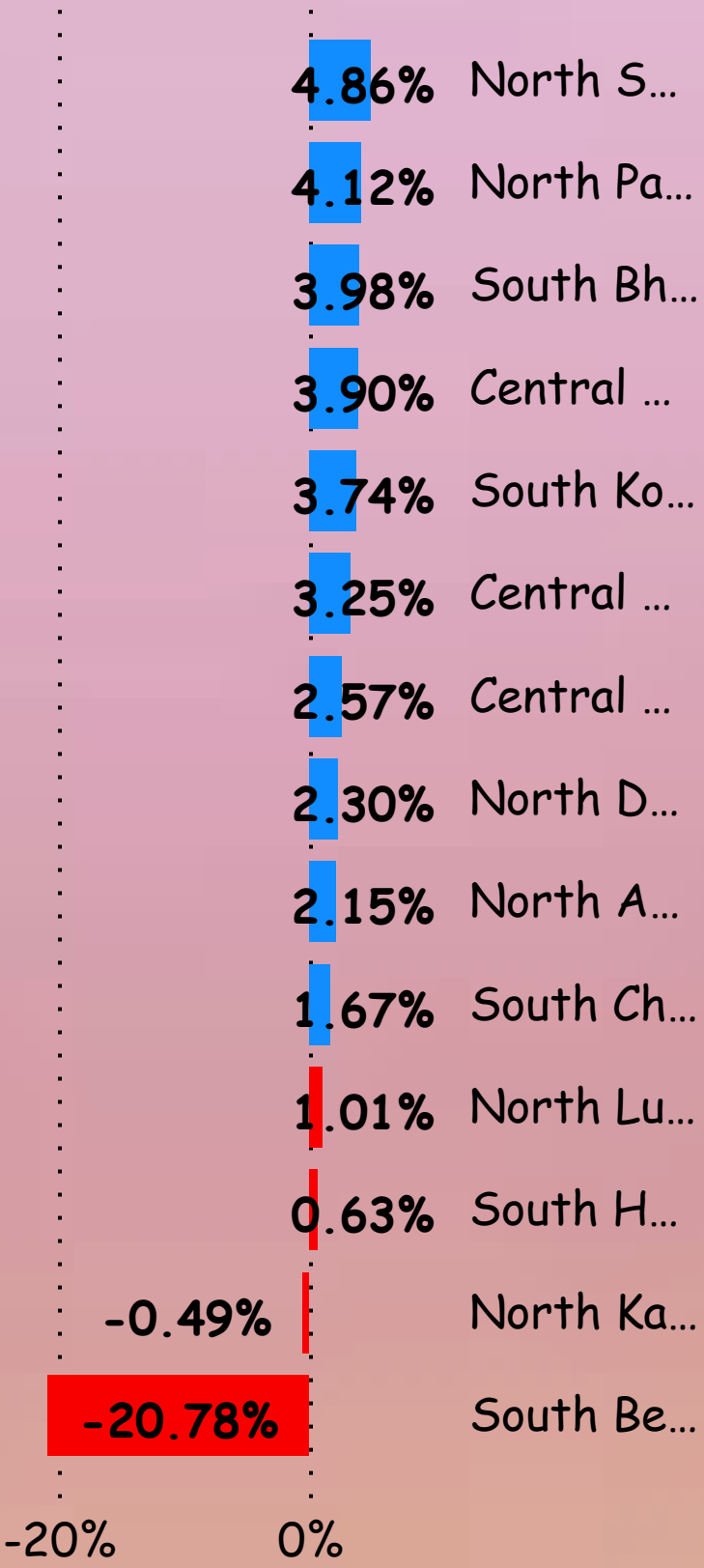
Target Profit Margin



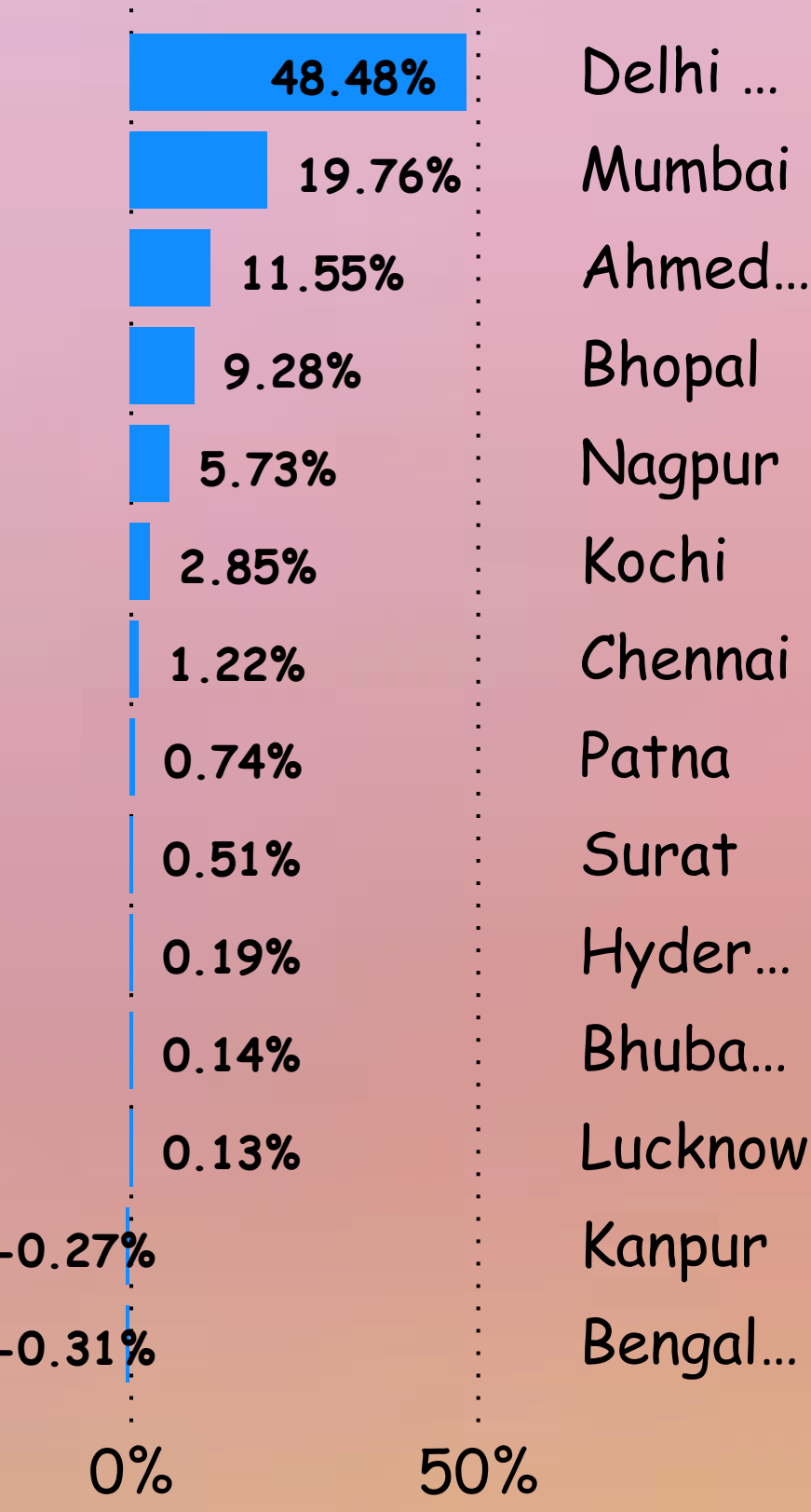
Revenue Trend



% Profit Margin by Revenue



% Profit Margin Contribution



customer_name	Profit Margin %	Profit Margin contribution %	Revenue	% Revenue Contribution
Electricalsara Stores	2.3%	37.75%	₹413,333,588	41.97%
Electricalslytical	3.4%	6.85%	₹49,644,189	5.04%
Excel Stores	1.4%	2.76%	₹49,115,620	4.99%
Premium Stores	2.3%	4.27%	₹44,906,666	4.56%
Nixon	4.1%	7.24%	₹43,893,083	4.46%
Info Stores	0.9%	1.28%	₹35,100,033	3.56%
Control	2.6%	3.35%	₹31,771,997	3.23%
Surge Stores	2.3%	2.66%	₹28,648,916	2.91%
Acclaimed Stores	1.5%	1.30%	₹21,106,727	2.15%