

Key Insights

2017

2018

2019

2020

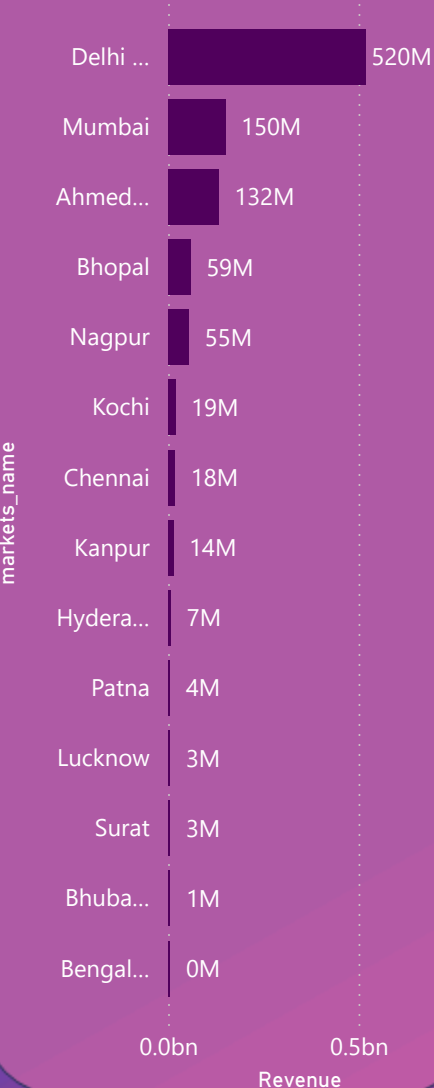
985M

Revenue

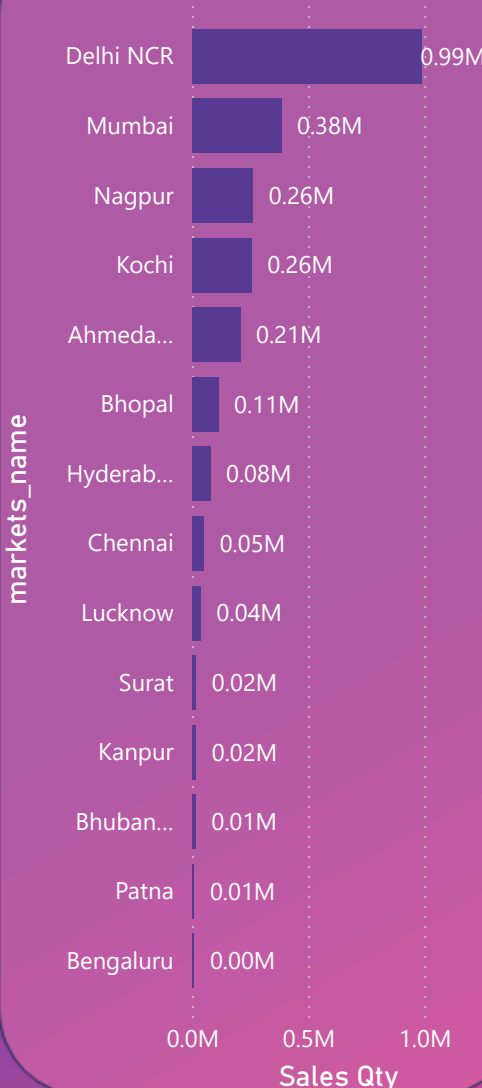
2M

Sales Qty

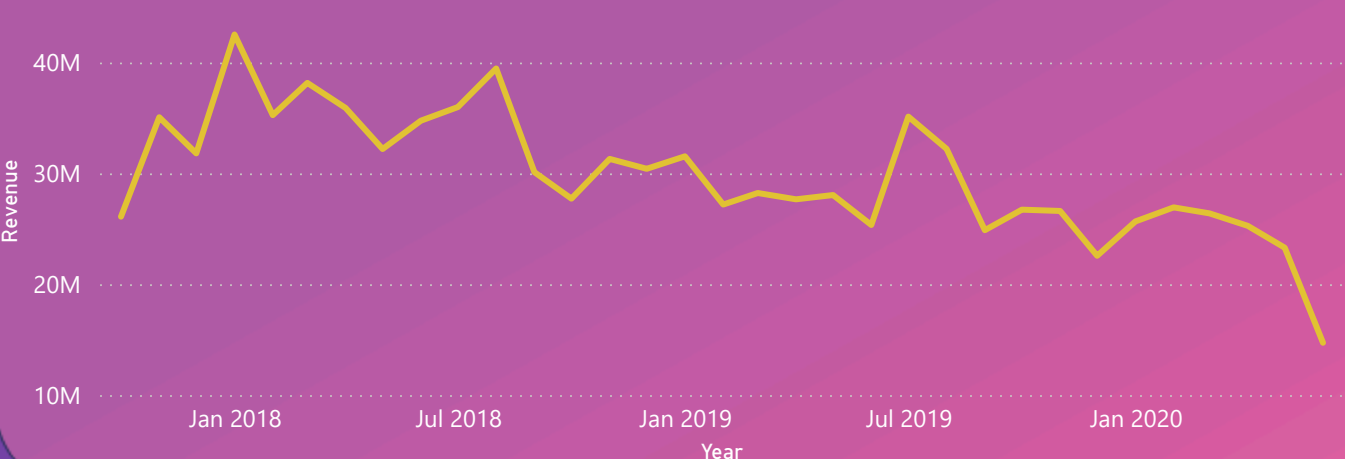
Total Revenue by Markets



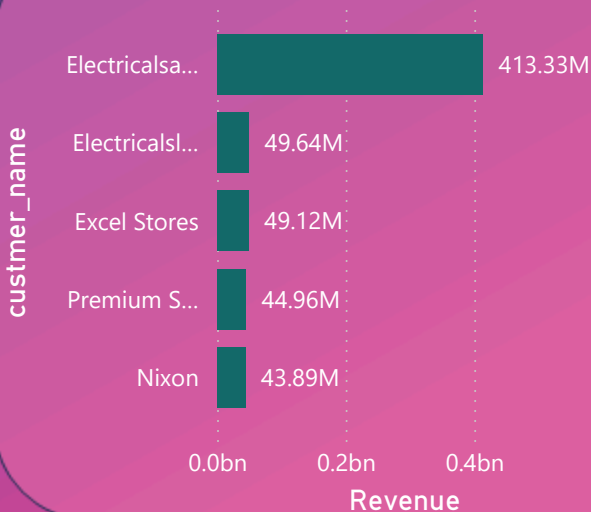
Sales Quantity by Markets



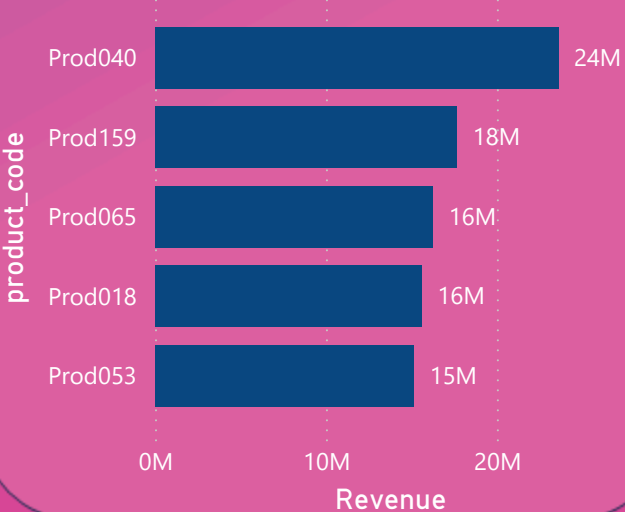
Revenue Trend Analysis



Top 5 Customers



Top 5 Products



Profit Analysis

Date

All

2017

2018

2019

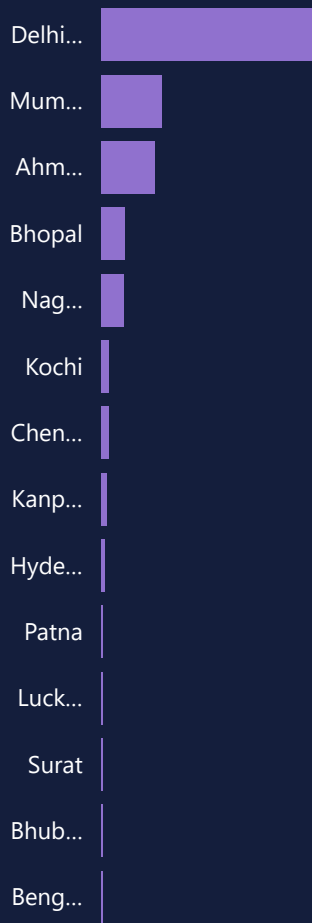
2020

985M
Revenue

2M
Sales Qty

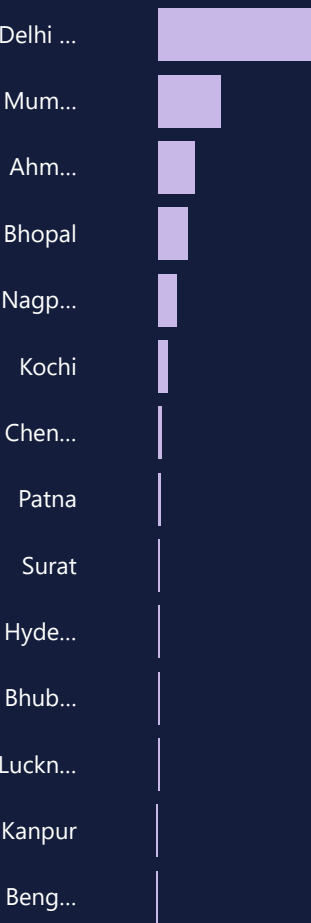
₹24.7M
Total Profit Margin

Revenue Contribution% by Market



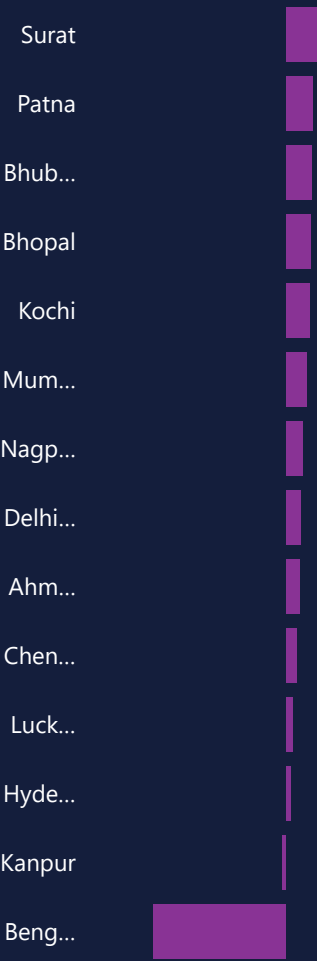
0% 50%
Revenue Contribution %

Profit Contribution% by Market



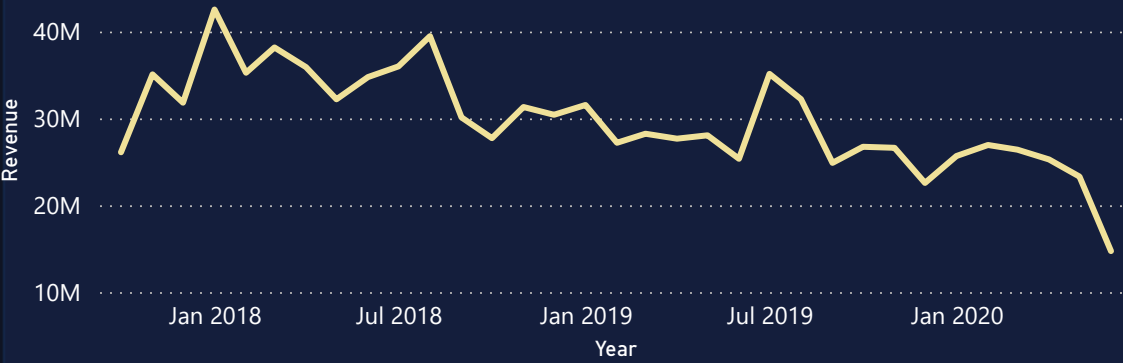
0% 50%
Profit Margin Contribution %

Profit% by Market



-20% 0%
Profit Margin %

Revenue Trend Analysis



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %
Leader	16529970	1.7%	5.1%
Electricalsequipo Stores	1330361	0.1%	0.4%
Power	5727123	0.6%	1.4%
Elite	4837239	0.5%	0.9%
Electricalsociety	17489935	1.8%	2.9%
Nixon	43893083	4.5%	7.2%
Sound	4966707	0.5%	0.8%
Logic Stores	13201366	1.3%	2.0%
Expression	430368	0.0%	0.1%
Electricalsociety	17489935	1.8%	2.9%
Total	984868963	100.0%	100.0%

Performance Insights

Profit Target

2%

Date

All

year

All

985M

Revenue

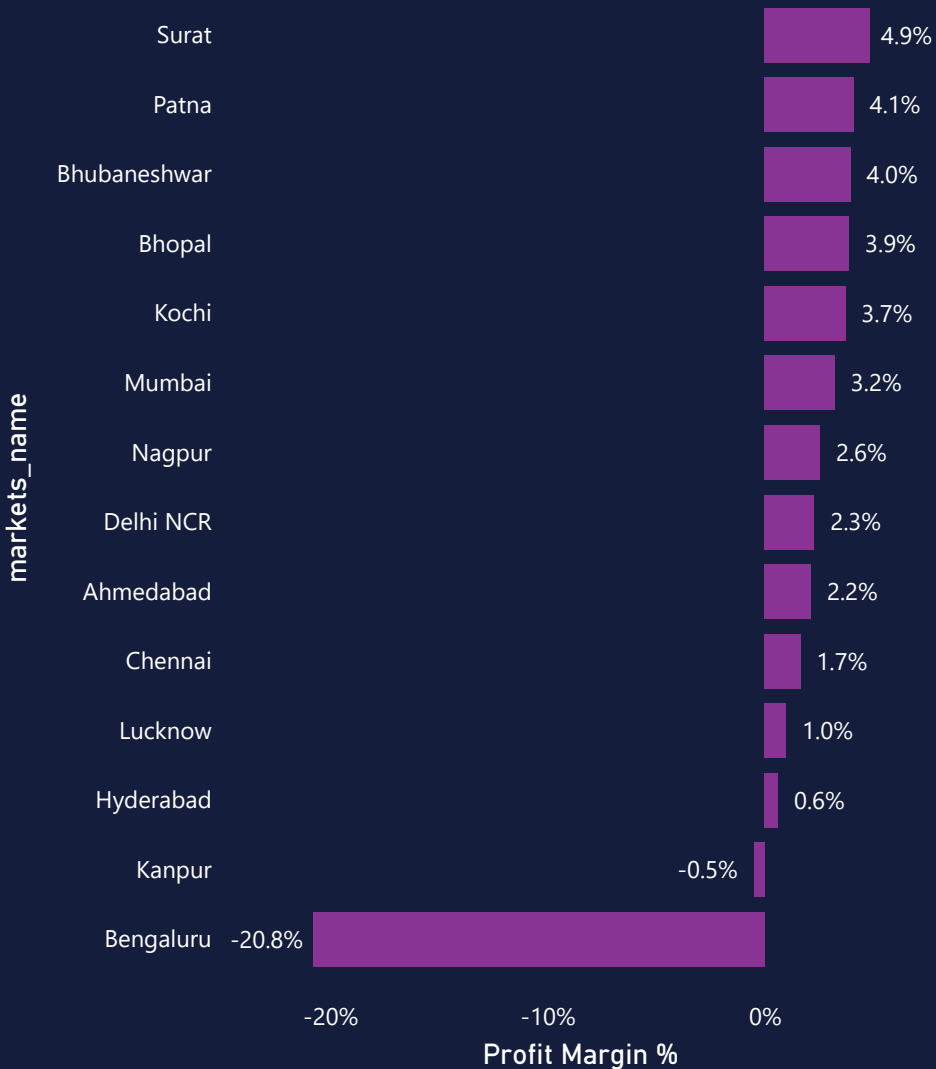
2M

Sales Qty

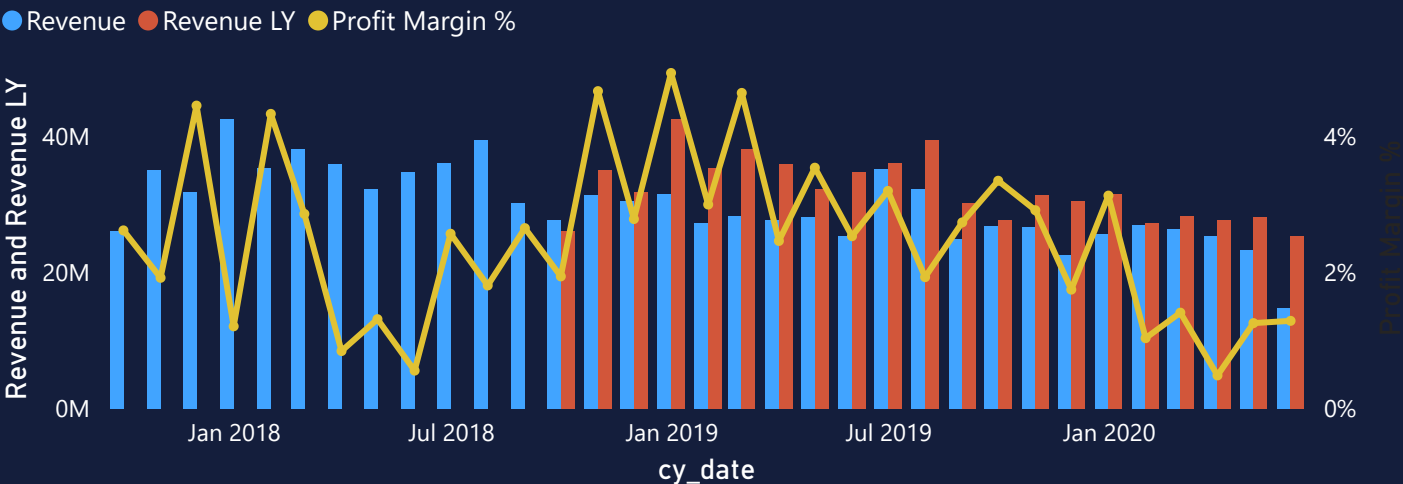
₹24.7M

Total Profit Margin

Profit Margin% by markets_name



Revenue, Revenue LY and Profit Margin % by cy_date



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	41333588	42.0%	37.7%	2.3%
Electricalslytical	49644189	5.0%	6.8%	3.4%
Excel Stores	49115620	5.0%	2.8%	1.4%
Premium Stores	44962166	4.6%	4.3%	2.3%
Nixon	43893083	4.5%	7.2%	4.1%
Info Stores	35100033	3.6%	1.3%	0.9%
Control	31771997	3.2%	3.3%	2.6%
Surge Stores	28648916	2.9%	2.7%	2.3%
Asplained Stores	21106727	2.2%	1.2%	1.5%
Total	984868963	100.0%	100.0%	2.5%