Total_Revenue
986.62M

Sum of Calculation1. The data is filtered on Action (Blank,MONTH(Cy Date)), Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name), Action (Product Code) and Action (Customer Type). The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code) filter keeps 339 members. The Action (Customer Type) filter keeps 2 members.
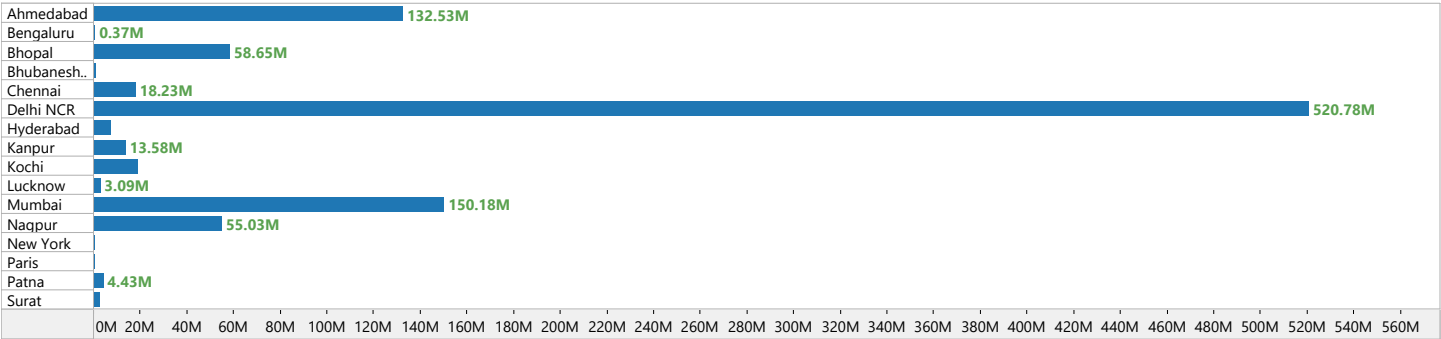
Sales_quantity
2,444.42K

Sum of Sales Qty. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Blank,MONTH(Cy Date)), Action (Custmer Name) and Action (Product Code). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code) filter keeps 339 members.

Revenue_by_market

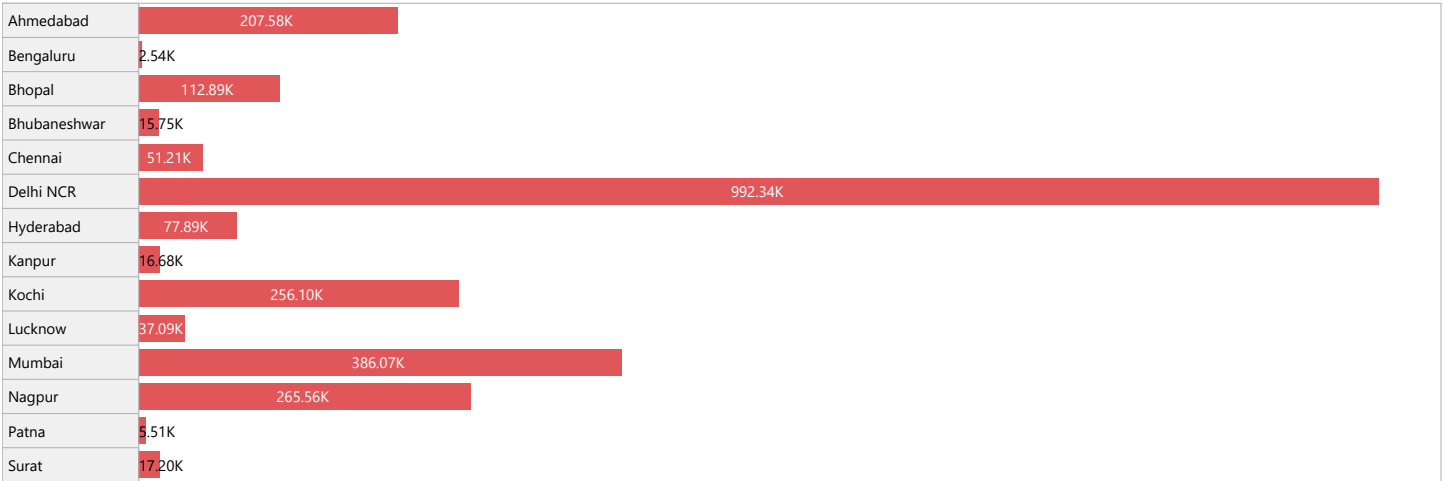| Market	Revenue
Ahmedabad	132.53M
Bengaluru	0.37M
Bhopal	58.65M
Bhubaneshwar	0.89M
Chennai	18.23M
Delhi NCR	520.78M
Hyderabad	7.44M
Kanpur	13.58M
Kochi	18.81M
Lucknow	3.09M
Mumbai	150.18M
Nagpur	55.03M
Patna	4.43M
Surat	2.61M

Sum of Calculation1 for each Markets Name. The marks are labeled by sum of Calculation1. The context is filtered on Action (Blank,MONTH(Cy Date)), Action (Blank,YEAR(Cy Date)), Action (Custmer Name), Action (Markets Name) and Action (Product Code). The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Custmer Name) filter keeps 38 members. The Action (Markets Name) filter keeps 16 members. The Action (Product Code) filter keeps 339 members. The data is filtered on Action (Customer Type), which keeps 2 members. The view is filtered on sum of Calculation1, which keeps non-Null values only.
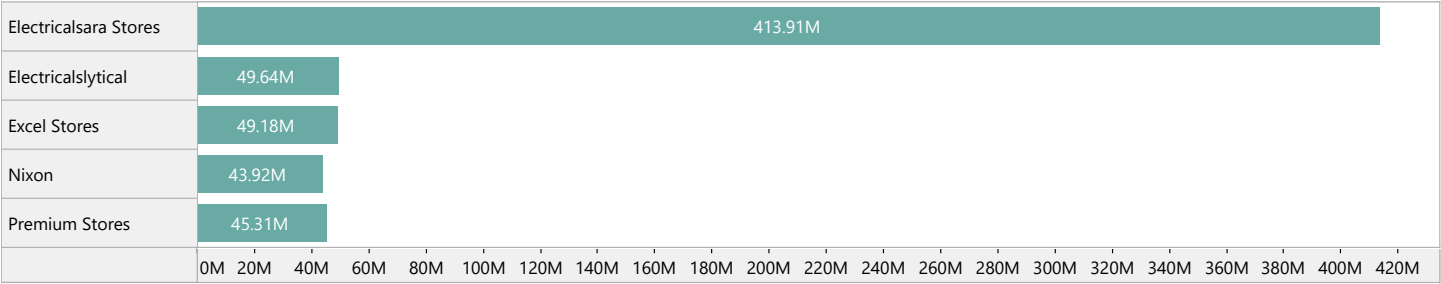
Profit_margin_by_markets

Market	Value
Ahmedabad	132.53M
Bengaluru	0.37M
Bhopal	58.65M
Bhubanesh..	
Chennai	18.23M
Delhi NCR	520.78M
Hyderabad	
Kanpur	13.58M
Kochi	
Lucknow	3.09M
Mumbai	150.18M
Nagpur	55.03M
New York	
Paris	
Patna	4.43M
Surat	

Sum of Calculation1 (transactions+ (sales)) for each Markets Name. The marks are labeled by sum of Calculation1 (transactions+ (sales)). The data is filtered on Action (YEAR(Cy Date)), Action (Custmer Name) and Action (Customer Type). The Action (YEAR(Cy Date)) filter keeps 4 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Sales_quantity_by_markets

Market	Sales Qty
Ahmedabad	207.58K
Bengaluru	2.54K
Bhopal	112.89K
Bhubaneshwar	15.75K
Chennai	51.21K
Delhi NCR	992.34K
Hyderabad	77.89K
Kanpur	16.68K
Kochi	256.10K
Lucknow	37.09K
Mumbai	386.07K
Nagpur	265.56K
Patna	5.51K
Surat	17.20K

Sum of Sales Qty for each Markets Name. The marks are labeled by sum of Sales Qty. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Blank,MONTH(Cy Date)), Action (Custmer Name) and Action (Product Code). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code) filter keeps 339 members. The view is filtered on sum of Sales Qty, which keeps non-Null values only.

Top_5_customers

Electricalsara Stores	413.91M	
Electricalslytical	49.64M	
Excel Stores	49.18M	
Nixon	43.92M	
Premium Stores	45.31M	

0M 20M 40M 60M 80M 100M 120M 140M 160M 180M 200M 220M 240M 260M 280M 300M 320M 340M 360M 380M 400M 420M

Sum of Calculation1 for each Custmer Name. The marks are labeled by sum of Calculation1. The context is filtered on Action (Blank,MONTH(Cy Date)), Action (Blank,YEAR(Cy Date)), Action (Markets Name) and Action (Product Code (Products)). The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Product Code (Products)) filter keeps 280 members. The data is filtered on Action (Product Code), which keeps 339 members. The view is filtered on Custmer Name, which keeps Electricalsara Stores, Electricalslytical, Excel Stores, Nixon and Premium Stores.

Top_5_products

Product	Value
Prod065	16.26M
Prod090	13.42M
Prod099	10.10M
Prod102	12.07M
Prod129	10.28M
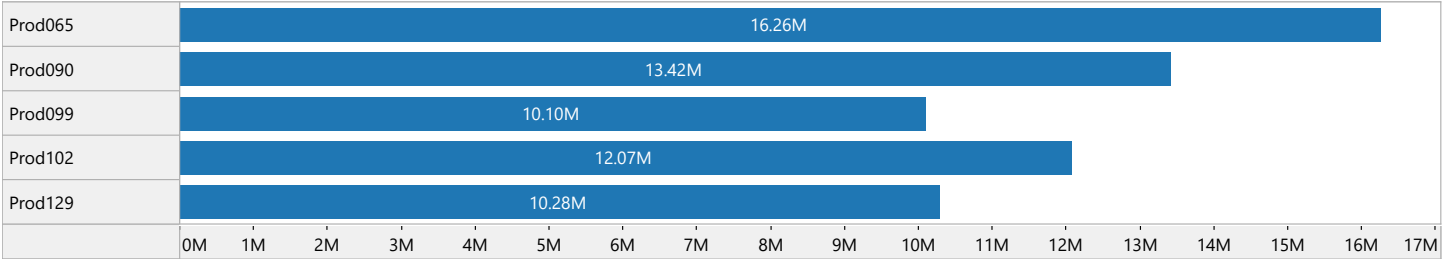
Sum of Calculation1 for each Product Code. The marks are labeled by sum of Calculation1. The data is filtered on Product Type, Action (Markets Name), Action (Blank,YEAR(Cy Date)) and Action (Custmer Name). The Product Type filter keeps Distribution
 and Own Brand
. The Action (Markets Name) filter keeps 16 members. The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Custmer Name) filter keeps 38 members. The view is filtered on Product Code, which keeps Prod065, Prod090, Prod099, Prod102 and Prod129.

Revenue_by_year
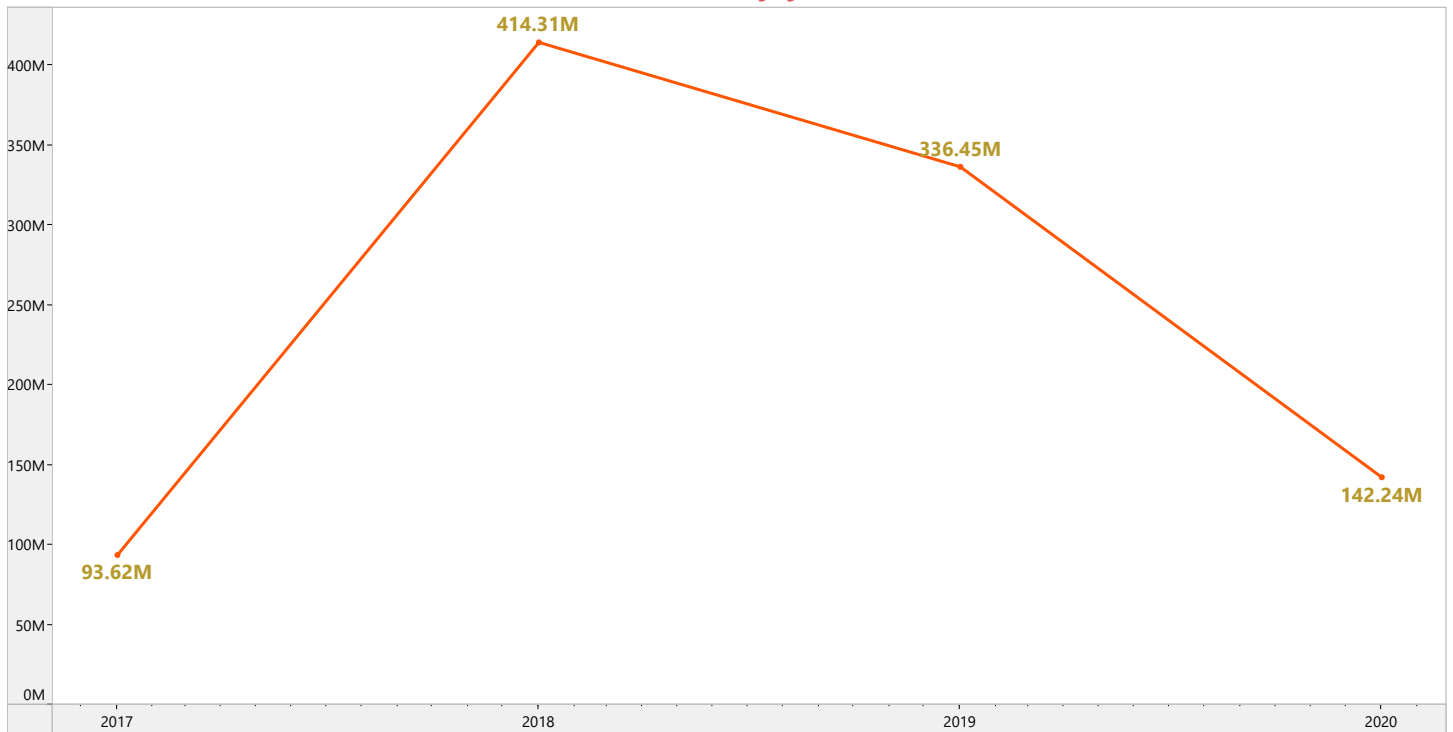
The trend of sum of Calculation1 for Cy Date Year. The marks are labeled by sum of Calculation1. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Blank,MONTH(Cy Date)), Action (Custmer Name) and Action (Product Code). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code) filter keeps 339 members. The view is filtered on sum of Calculation1, which keeps non-Null values only.

	2017	2018	2019	2020

Blank broken down by Cy Date Year vs. Blank. The data is filtered on Action (Markets Name), Action (Blank,MONTH(Cy Date)), Action (Custmer Name), Action (Product Code) and Action (Customer Type). The Action (Markets Name) filter keeps 16 members. The Action (Blank,MONTH(Cy Date)) filter keeps 12 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code) filter keeps 339 members. The Action (Customer Type) filter keeps 2 members.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Blank broken down by Cy Date Month. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name), Action (Product Code (Products)), Action (Product Code) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Custmer Name) filter keeps 38 members. The Action (Product Code (Products)) filter keeps 279 members. The Action (Product Code) filter keeps 339 members. The Action (Customer Type) filter keeps 2 members. The view is filtered on Cy Date Month, which keeps 12 of 12 members.

Total_Revenue
986.62M

Sales_quantity
2,444.42K

2017 2018 2019 2020

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Revenue_by_market

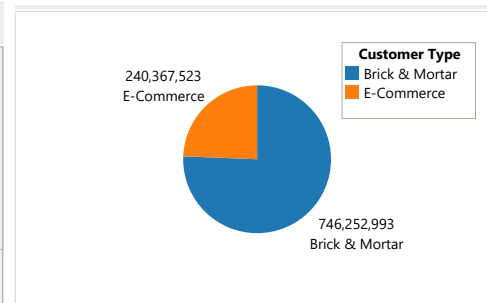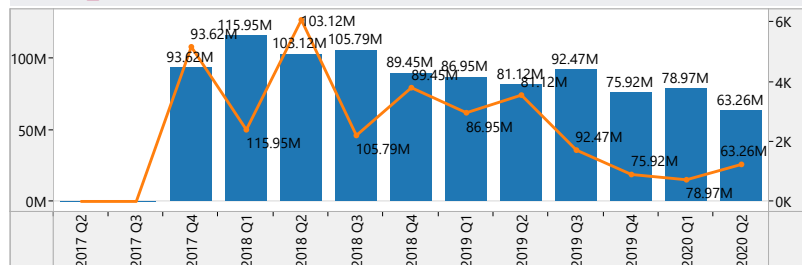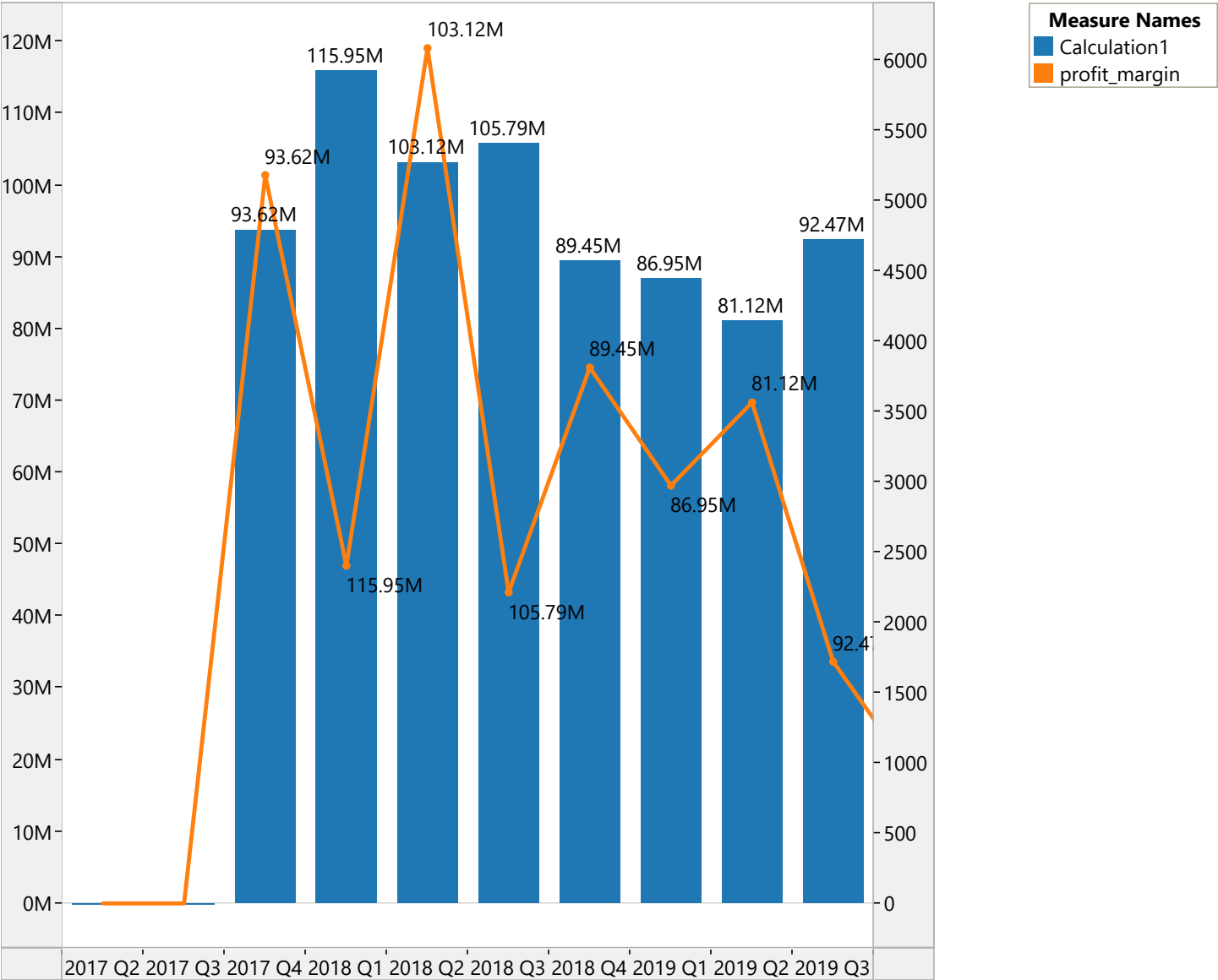| Market	Revenue
Ahmedabad	132.53M
Bengaluru	0.37M
Bhopal	58.65M
Bhubaneshwar	0.89M
Chennai	18.23M
Delhi NCR	520.78M
Hyderabad	7.44M
Kanpur	13.58M
Kochi	18.81M
Lucknow	3.09M

Revenue_by_year
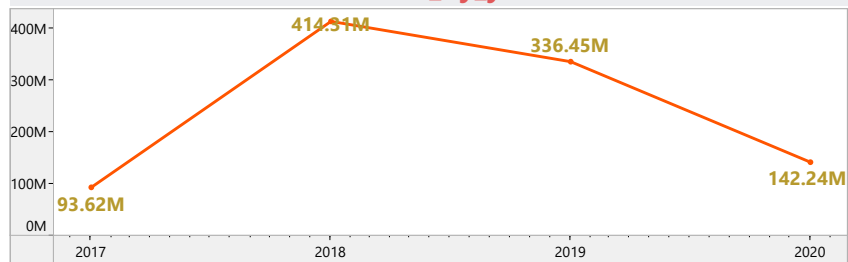
400M

300M

200M

100M

0M

93.62M (2017) 414.31M (2018) 336.45M (2019) 142.24M (2020)

Sales_quantity_by_markets

Market	Quantity
Ahmedabad	207.58K
Bengaluru	2.54K
Bhopal	112.89K
Bhubaneshwar	15.75K
Chennai	51.21K
Delhi NCR	992.34K
Hyderabad	77.89K

Top_5_customers

Customer	Revenue
Electricalsara Stores	413.91M
Electricalslytical	49.64
Excel Stores	49.18
Nixon	43.92
Premium Stores	45.31

0M 100M 200M 300M 400M

Top_5_products

Product	Revenue
Prod065	16.26M
Prod090	13.42M
Prod099	10.10M
Prod102	12.07M
Prod129	10.28M

0M 5M 10M 15M

PROFIT_ANALYSIS

Total_Revenue
986.62M

Profit
0.03M

| 2017 | 2018 | 2019 | 2020 |

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

Revenue_by_market

Market	Value
Ahmedabad	132.53M
Bengaluru	0.37M
Bhopal	58.65M
Bhubaneshwar	0.89M
Chennai	18.23M
Delhi NCR	520.78M
Hyderabad	7.44M
Kanpur	13.58M
Kochi	18.81M
Lucknow	3.09M

Profit_margin_by_markets

Market	Value
Ahmedabad	132.53M
Bengaluru	
Bhopal	58.65M
Bhubanesh..	
Chennai	18.23M
Delhi NCR	520.78M
Hyderabad	
Kanpur	13.58M
Kochi	
Lucknow	3.09M

Axis: 0M 200M 400M 600M

Customer_table

Custmer Name	Calculation1	Profit Margin Percent..	profit_margin
Acclaimed Stores	21,198,041		
All-Out	6,068,432		
Atlas Stores	16,716,803		
Control	31,771,997		
Electricalsara Stores	413,905,769		
Electricalsbea Stores	336,367		
Electricalslance Stores	1,868,461		
Electricalslytical	49,644,189		
Electricalsocity	17,489,935		
Electricalsopedia Stor..	10,310,851		
Electricalsquipo Stores	1,333,393		
Elite	4,837,239		

Profit_trend

Bar values: 93.62M, 115.95M, 103.12M, 105.79M, 89.45M, 86.95M, 81.12M, 92.47M, 75.92M, 78.97M, 63.26M

Line values: 93.62M, 115.95M, 103.12M, 105.79M, 89.45M, 86.95M, 81.12M, 92.47M, 75.92M, 78.97M, 63.26M

X-axis: 2017 Q2, 2017 Q3, 2017 Q4, 2018 Q1, 2018 Q2, 2018 Q3, 2018 Q4, 2019 Q1, 2019 Q2, 2019 Q3, 2019 Q4, 2020 Q1, 2020 Q2

Customer Type
- Brick & Mortar
- E-Commerce

240,367,523 E-Commerce

746,252,993 Brick & Mortar

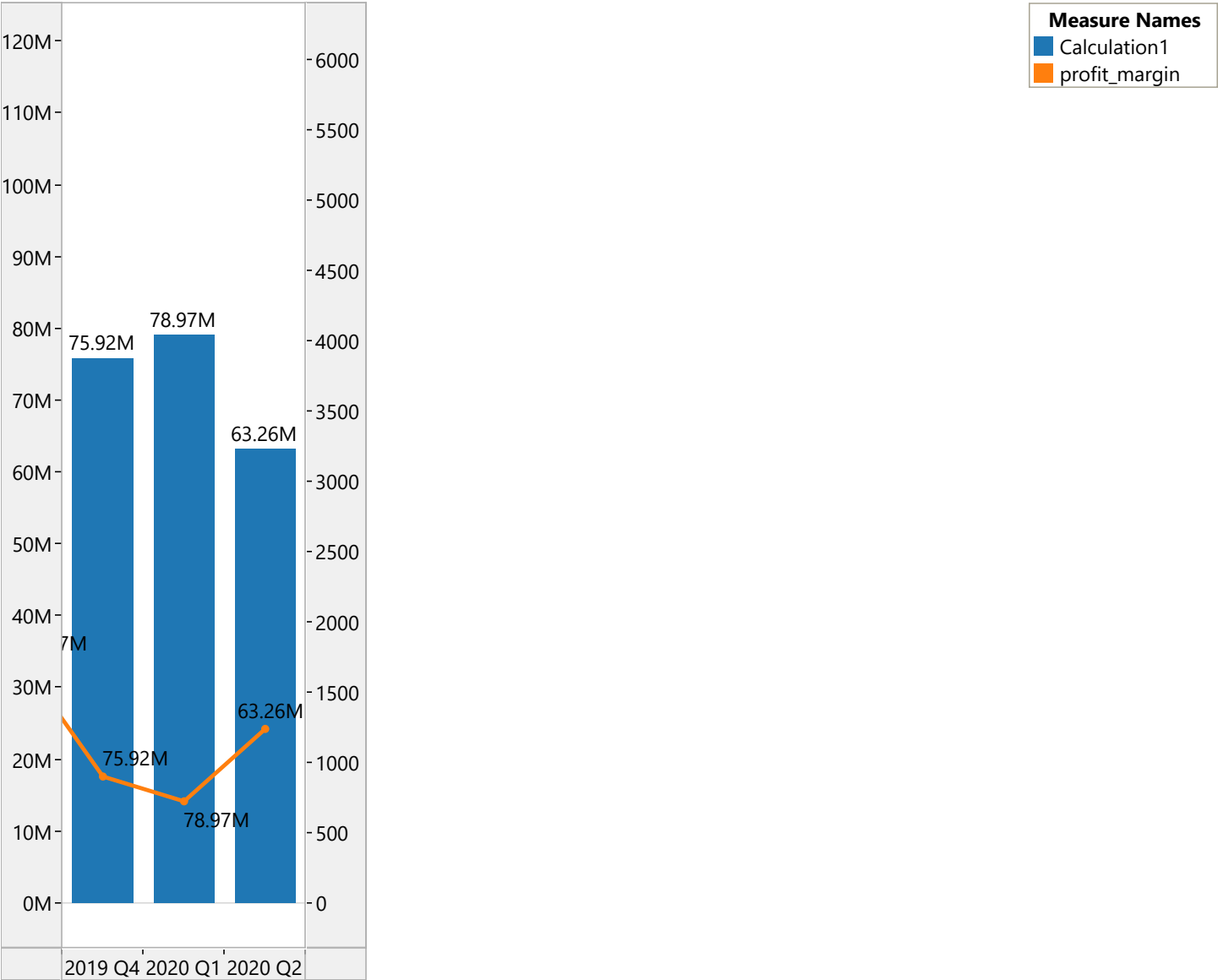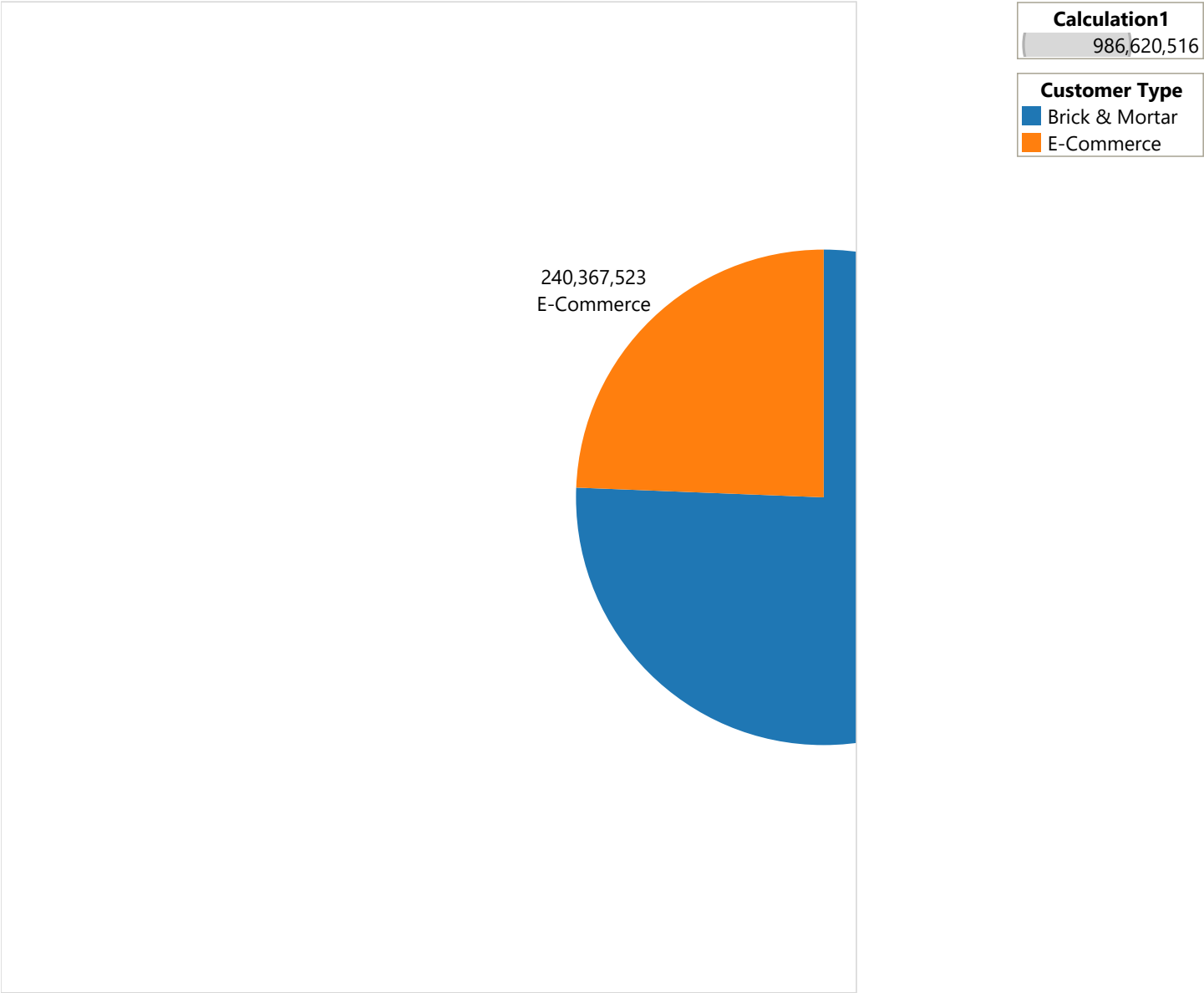# Profit_trend

The trends of Calculation1 and profit_margin for Cy Date Quarter. Color shows details about Calculation1 and profit_margin. The marks are labeled by Calculation1. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.
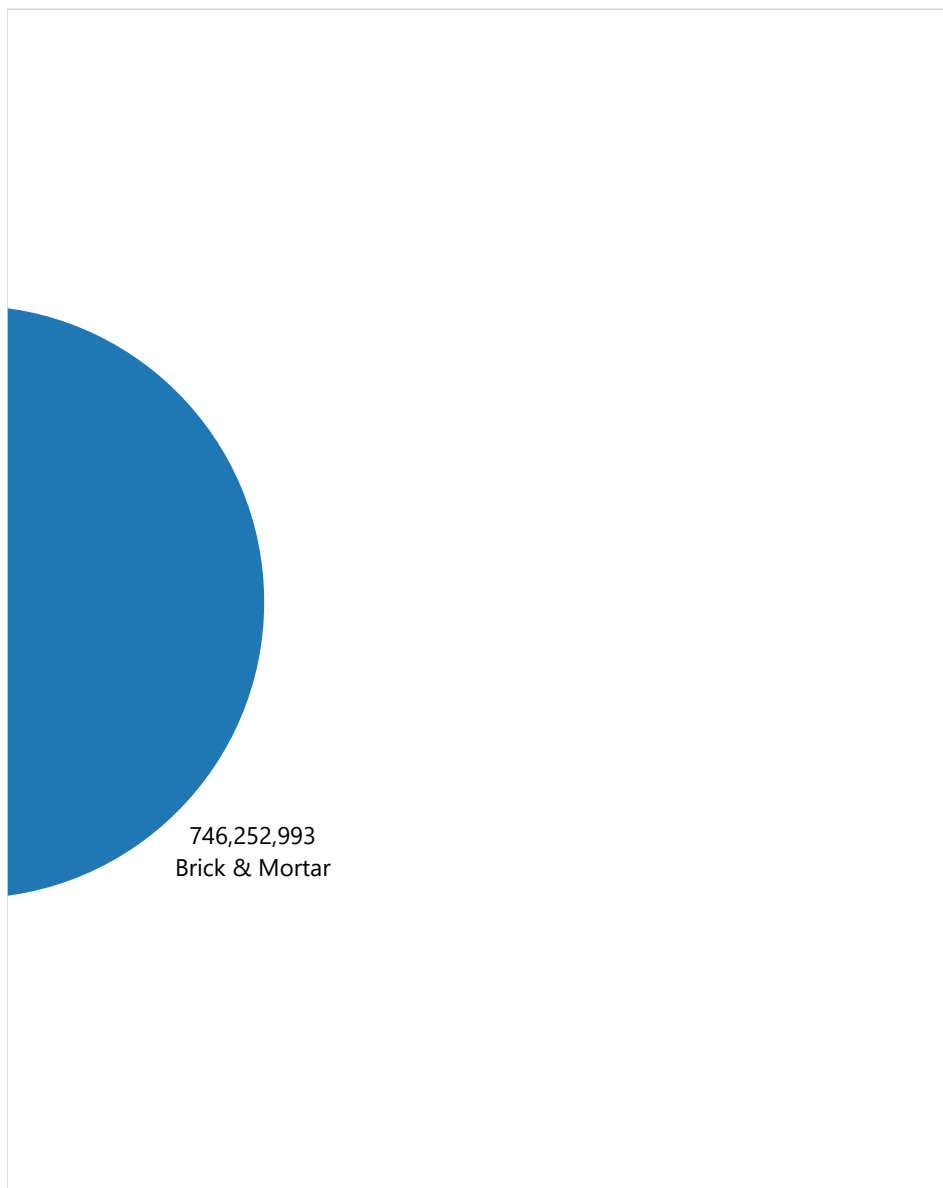
Profit_trend

Chart showing bars for Calculation1 and a line for profit_margin by Cy Date Quarter.

Quarter	Calculation1
2019 Q4	75.92M
2020 Q1	78.97M
2020 Q2	63.26M

Measure Names
- Calculation1
- profit_margin

The trends of Calculation1 and profit_margin for Cy Date Quarter. Color shows details about Calculation1 and profit_margin. The marks are labeled by Calculation1. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Customer_table

Custmer Name	Calculation1	Profit Margin Percent..	profit_margin
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Electricalsocity	17,489,935		
Electricalsopedia Stor..	10,310,851		
Electricalsquipo Stores	1,333,393		
Elite	4,837,239		
Epic Stores	18,794,634		
Excel Stores	49,175,285	-162.00%	-143
Expression	430,368		
Flawless Stores	9,162,106		
Forward Stores	21,079,123		
Info Stores	35,359,233		
Insight	3,342,051		
Integration Stores	13,993,708		
Leader	16,529,970		
Logic Stores	13,264,523		
Modular	17,379,851		
Nixon	43,916,981		
Nomad Stores	17,739,349		
Novus	2,359,799		
Path	12,995,938		
Power	5,727,123		
Premium Stores	45,313,000	29704.00%	30,943
Propel	4,183,862		
Relief	5,230,158		
Sage	2,252,506		
Sound	4,966,707		
Surface Stores	15,249,738		
Surge Stores	28,833,717		
Synthetic	6,173,068		
Unity Stores	12,618,892		
Zone	5,067,349		

Profit Margin Percentage, profit_margin and Calculation1 broken down by Custmer Name. The data is filtered on Action (YEAR(Cy Date)), Action (Markets Name) and Action (Customer Type). The Action (YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members. The Action (Customer Type) filter keeps 2 members.

Calculation1
986,620,516

Customer Type
- Brick & Mortar
- E-Commerce

240,367,523
E-Commerce

Sum of Calculation1 (transactions+ (sales)) and Customer Type. Color shows details about Customer Type. Size shows sum of Calculation1 (transactions+ (sales)). The marks are labeled by sum of Calculation1 (transactions+ (sales)) and Customer Type. The data is filtered on Action (Custmer Name), Action (YEAR(Cy Date)) and Action (Markets Name). The Action (Custmer Name) filter keeps 38 members. The Action (YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members.

746,252,993
Brick & Mortar

Sum of Calculation1 (transactions+ (sales)) and Customer Type. Color shows details about Customer Type. Size shows sum of Calculation1 (transactions+ (sales)). The marks are labeled by sum of Calculation1 (transactions+ (sales)) and Customer Type. The data is filtered on Action (Custmer Name), Action (YEAR(Cy Date)) and Action (Markets Name). The Action (Custmer Name) filter keeps 38 members. The Action (YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 16 members.

Profit

0.03M

Sum of profit_margin. The data is filtered on Action (Customer Type), Action (YEAR(Cy Date)) and Action (Custmer Name). The Action (Customer Type) filter keeps 2 members. The Action (YEAR(Cy Date)) filter keeps 4 members. The Action (Custmer Name) filter keeps 38 members.