SALES INSIGHT
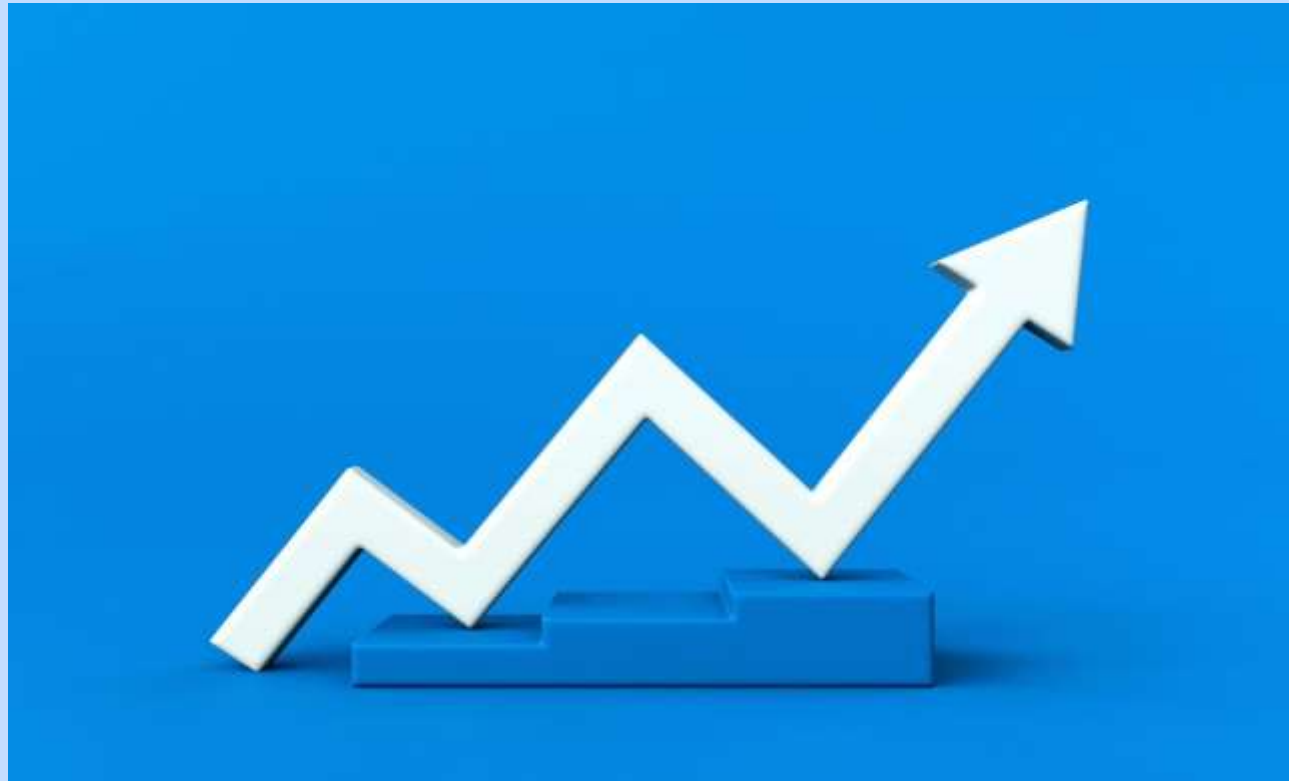
Project Dashboard

SALES ANALYSIS
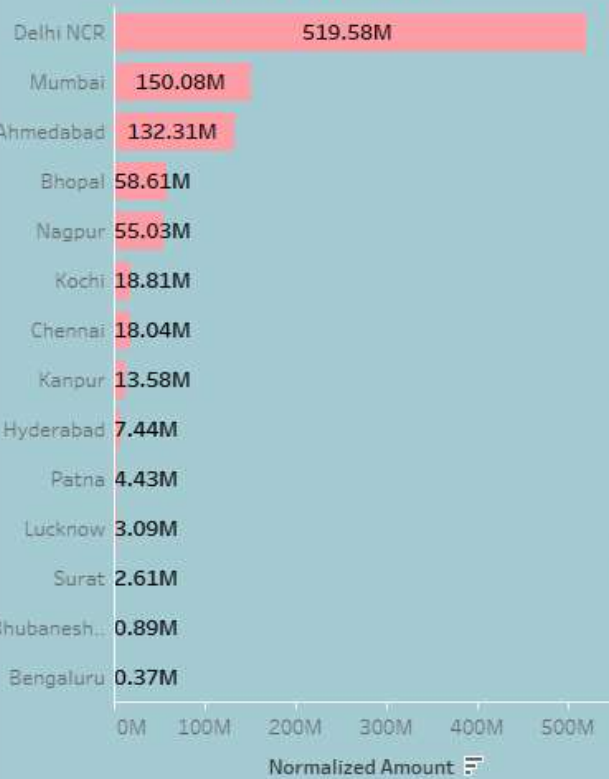
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec
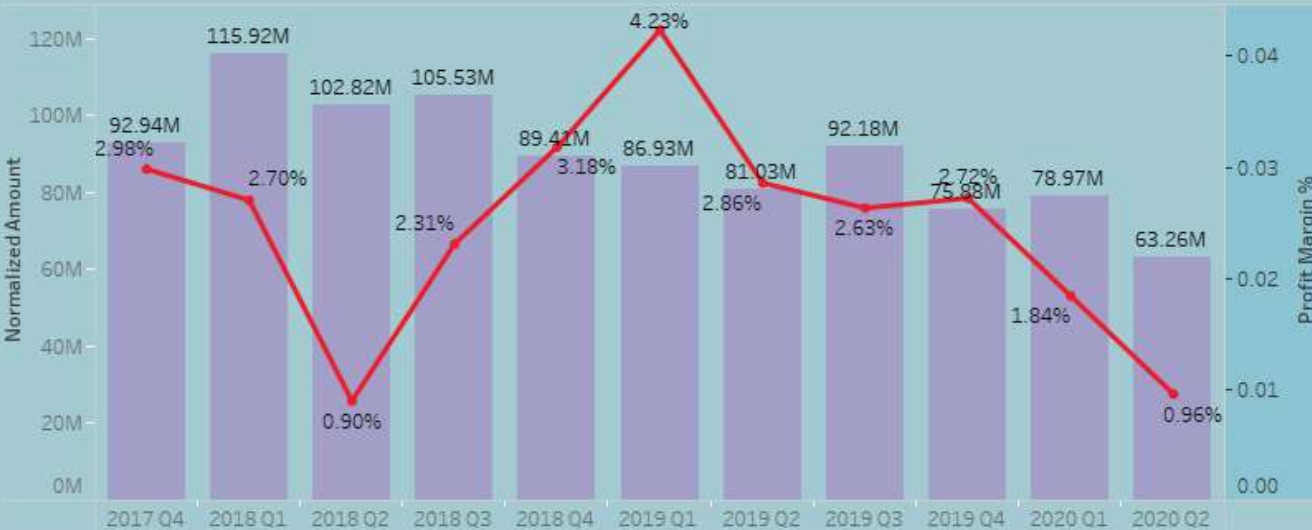
TOTAL REVENUE
984.88M

PROFIT
24.66M

Normalized Amount / Profit Margin % by Quarter

Quarter	Normalized Amount	Profit Margin %
2017 Q4	92.94M	2.98%
2018 Q1	115.92M	2.70%
2018 Q2	102.82M	0.90%
2018 Q3	105.53M	2.31%
2018 Q4	89.41M	3.18%
2019 Q1	86.93M	4.23%
2019 Q2	81.03M	2.86%
2019 Q3	92.18M	2.63%
2019 Q4	75.88M	2.72%
2020 Q1	78.97M	1.84%
2020 Q2	63.26M	0.96%

Revenue by Markets

Market	Normalized Amount
Delhi NCR	519.58M
Mumbai	150.08M
Ahmedabad	132.31M
Bhopal	58.61M
Nagpur	55.03M
Kochi	18.81M
Chennai	18.04M
Kanpur	13.58M
Hyderabad	7.44M
Patna	4.43M
Lucknow	3.09M
Surat	2.61M
Bhubanesh..	0.89M
Bengaluru	0.37M

Normalized Amount

Profit Margin by Markets

Market	Profit Margin %
Surat	4.86%
Patna	4.12%
Bhuban..	3.98%
Bhopal	3.90%
Kochi	3.74%
Mumbai	3.25%
Nagpur	2.57%
Delhi N..	2.30%
Ahmed..	2.15%
Chennai	1.67%
Lucknow	1.01%
Hydera..	0.63%
Kanpur	-0.49%
Bengal..	-20.78%
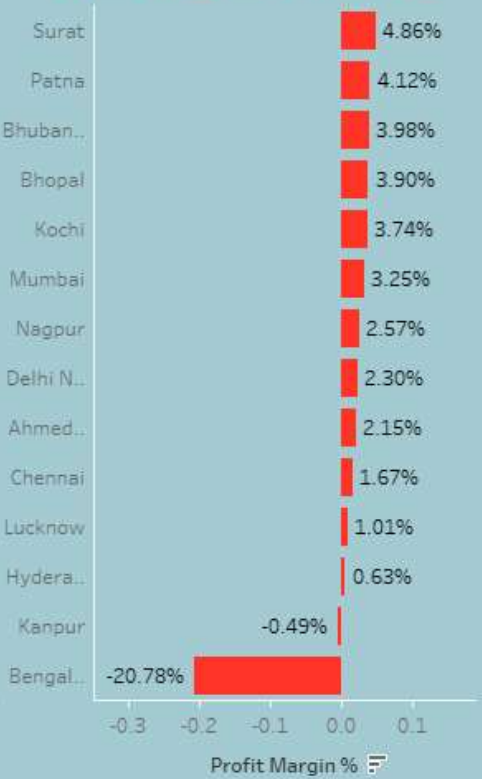
Profit Margin %

Custmer Name	Normalized Amount	Profit	Profit Margin %
Acclaimed Sto..	21,196,727	321,095	1.51%
All-Out	6,068,432	154,730	2.55%
Atlas Stores	16,666,713	295,896	1.78%
Control	31,771,997	825,928	2.60%
Electricalsara ..	413,333,588	9,307,899	2.25%
Electricalsbea ..	336,367	2,748	0.82%
Electricalslanc..	1,868,461	-37,487	-2.01%
Electricalslyti..	49,644,189	1,688,260	3.40%
Electricalsocity	17,489,935	724,632	4.14%
Electricalsope..	10,281,203	329,932	3.21%
Electricalsqui..	1,330,361	87,623	6.59%
Elite	4,837,239	212,317	4.39%
Epic Stores	18,750,440	329,118	1.76%
Excel Stores	49,115,620	679,991	1.38%
Expression	430,368	15,086	3.51%
Flawless Stores	9,156,412	314,033	3.43%
Forward Stores	21,026,079	560,789	2.67%
Info Stores	35,100,033	314,451	0.90%
Insight	3,342,051	34,610	1.04%

E-Commerce 24.40%

Brick & Mortar 75.60%