

# KEY INSIGHTS

₹985M  
Revenue

2M  
sales Qty

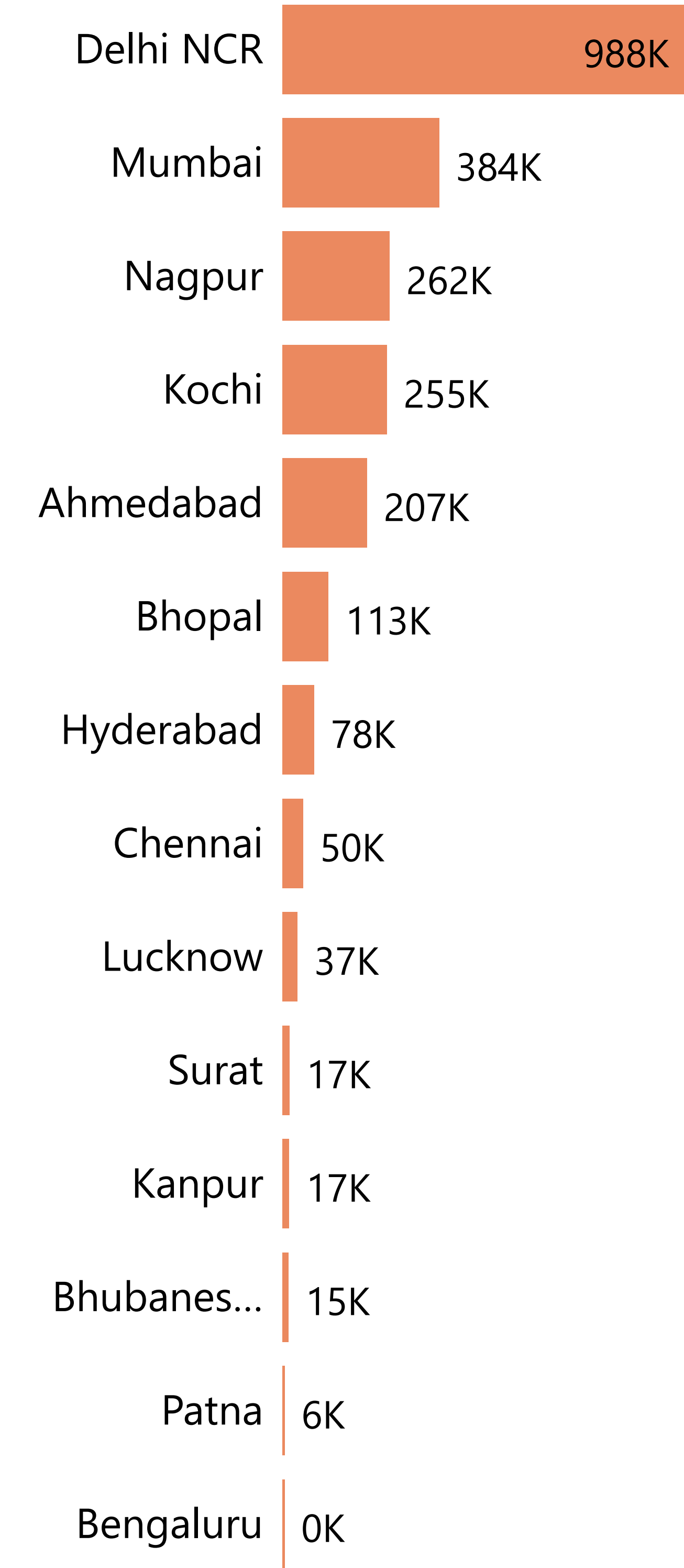
2017201820192020

Jun 17Jul 17Aug 17Sep 17Oct 17Nov 17Dec 17Jan 18Feb 18Mar 18Apr 18

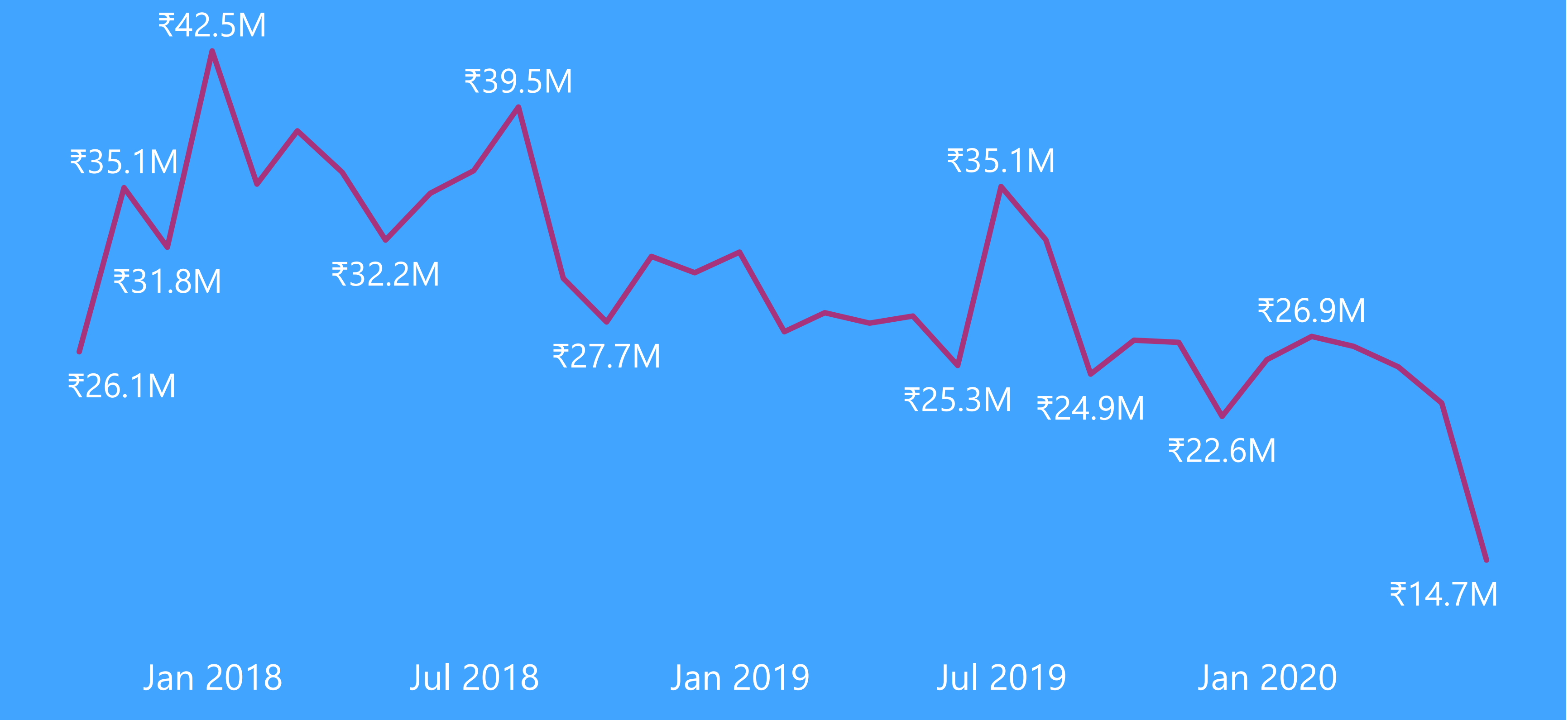
Revenue by markets



Sales qty by markets



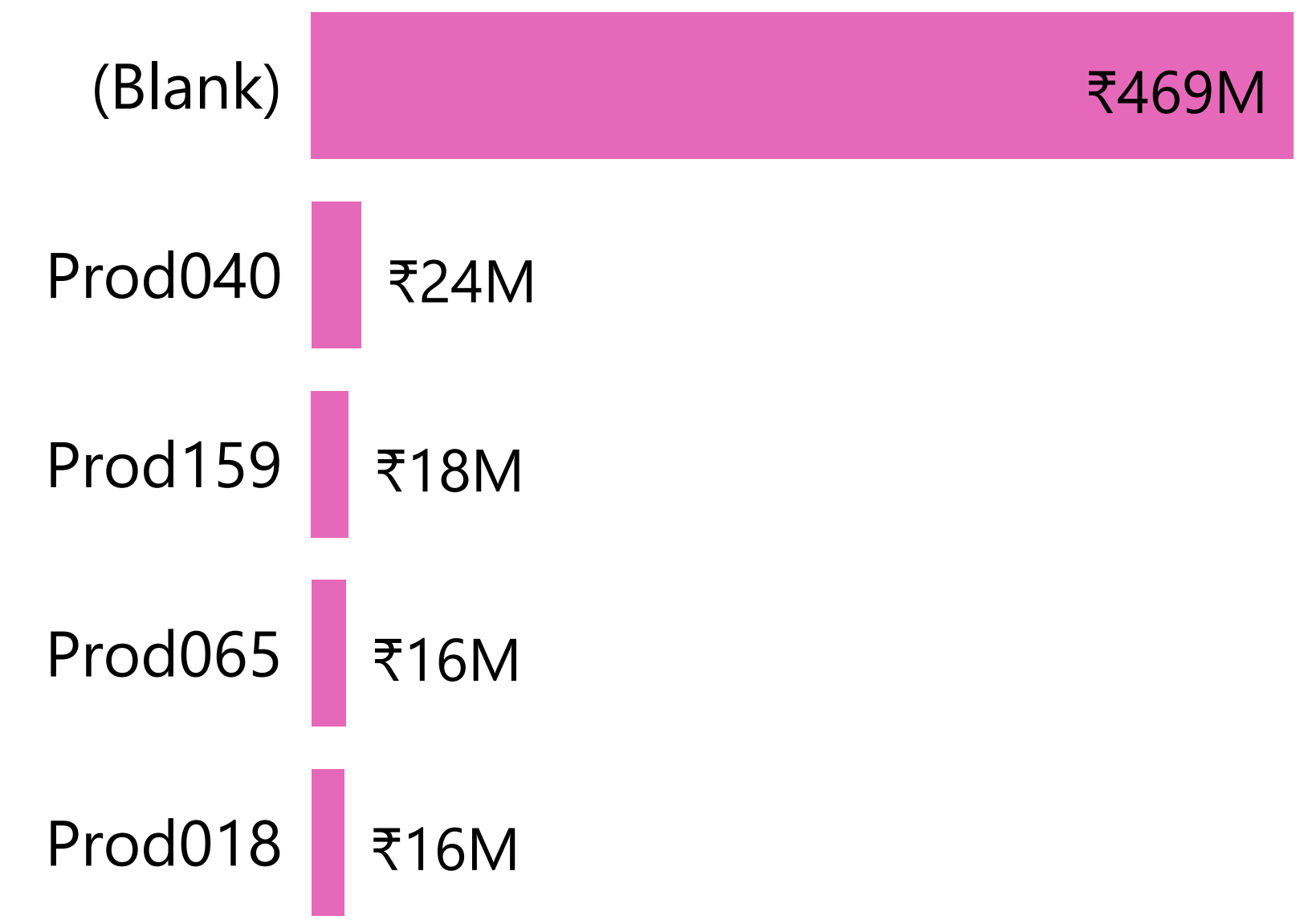
Revenue by cy\_date



Top 5 customers



Top 5 products



# PROFIT ANALYSIS

₹985M

Revenue

2M

sales Qty

₹24.7M

Total Profit Margin

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

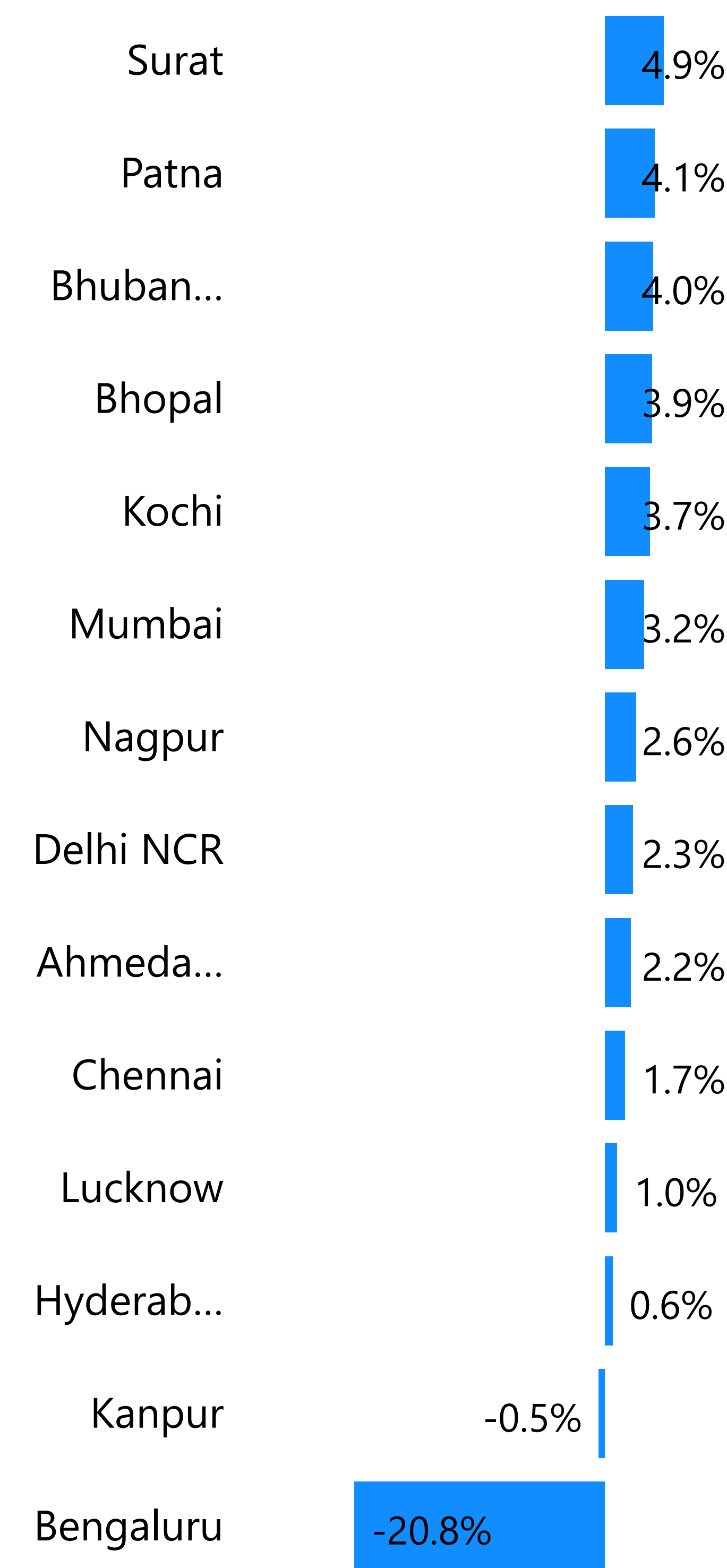
Jan 18

Feb 18

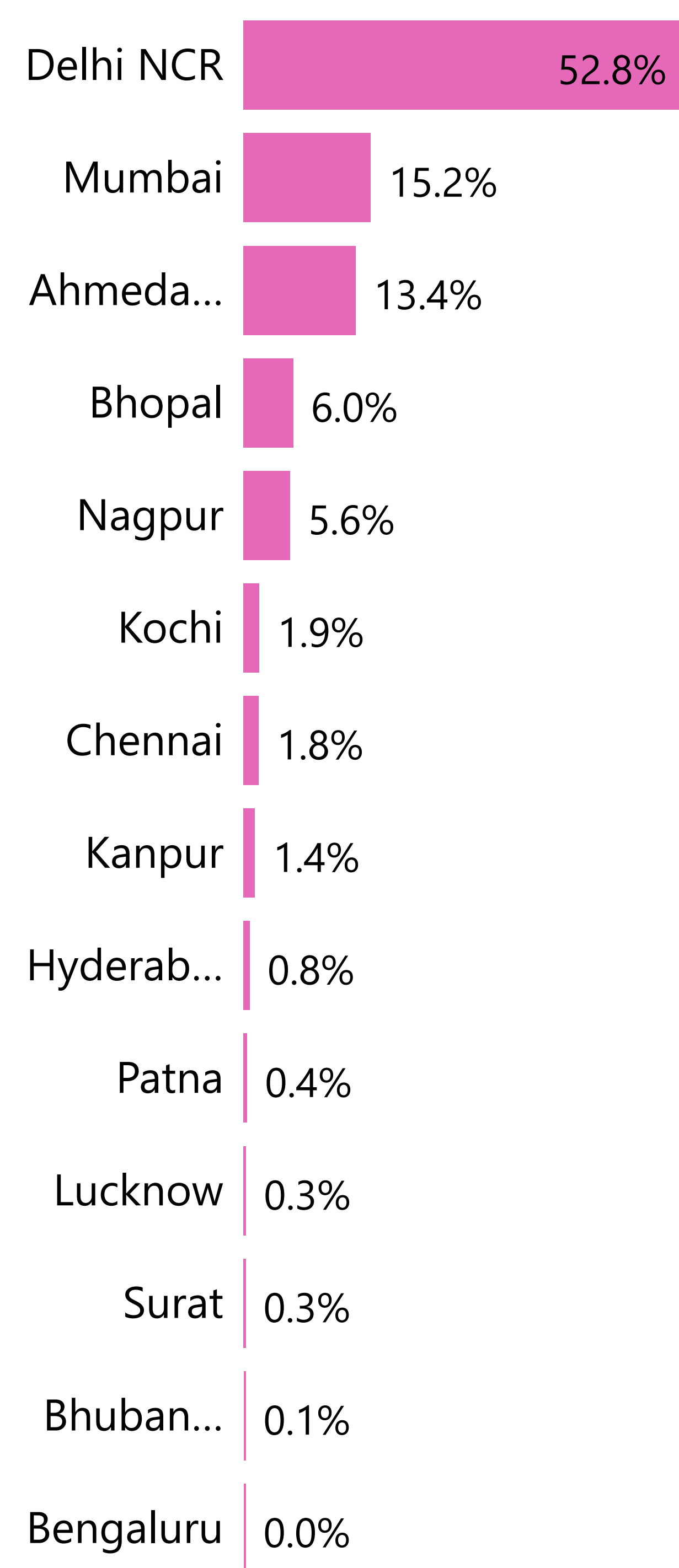
Mar 18

Apr 18

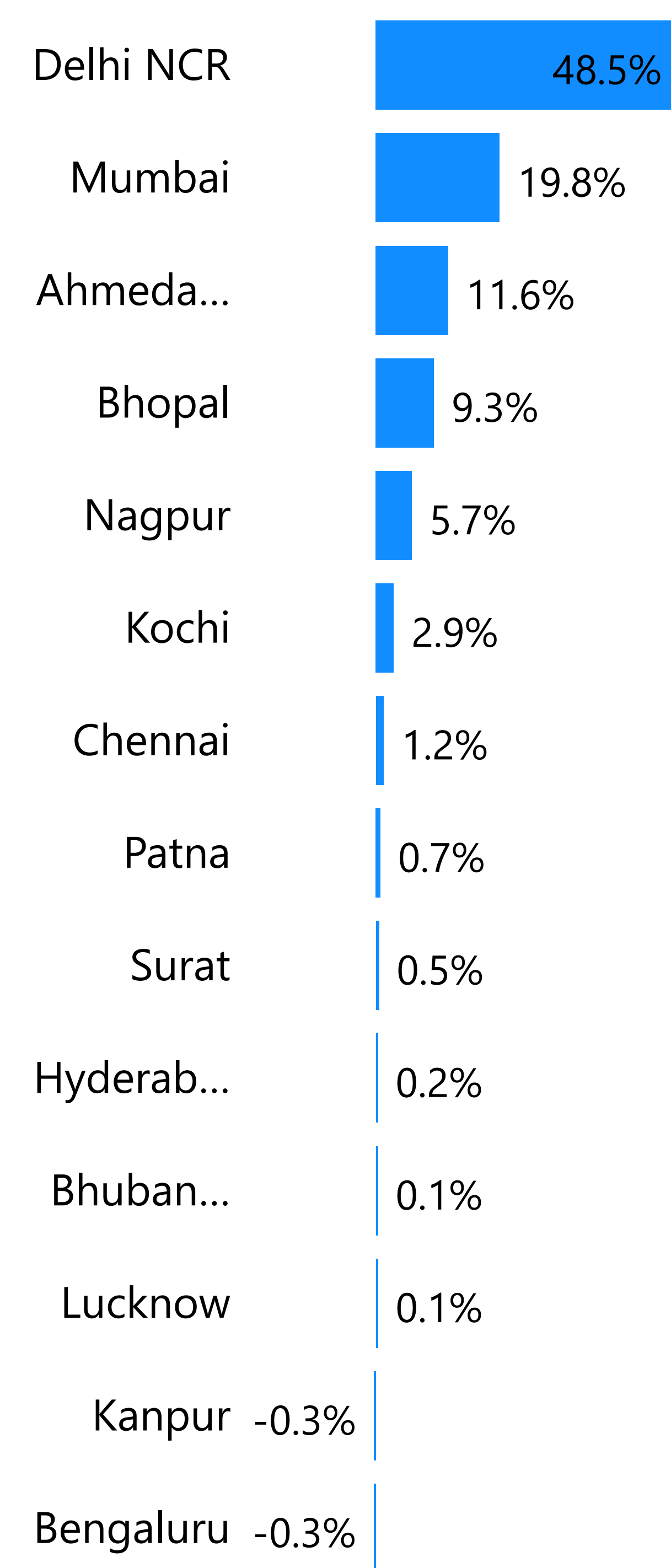
Profit Margin % by Market



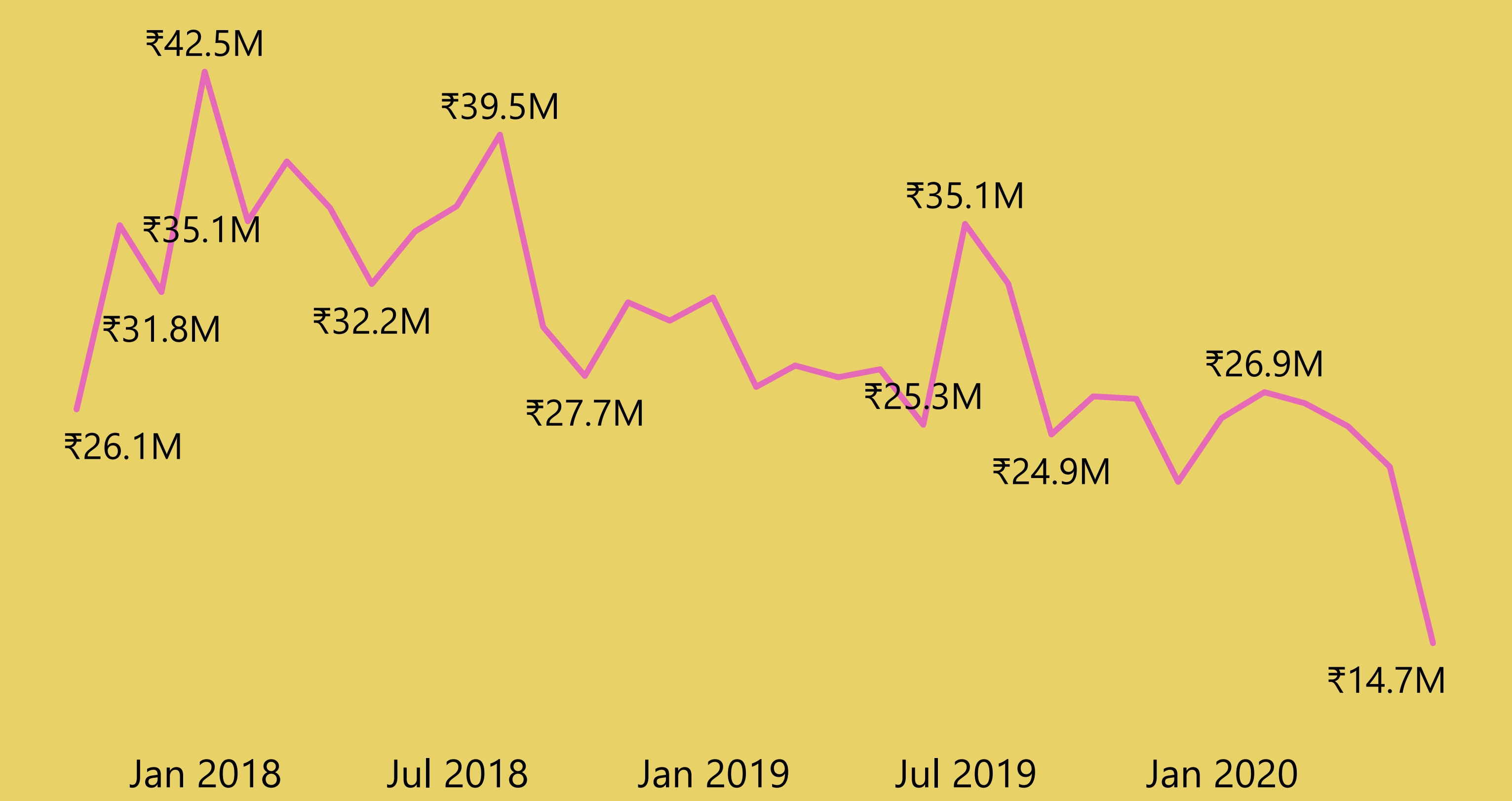
Revenue Contribution % by Market



Profit Margin Contribution % by Market



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹336,367	0.0%	0.0%	0.8%
Expression	₹430,368	0.0%	0.1%	3.5%
Electricalsquipo Stores	₹1,330,361	0.1%	0.4%	6.6%
Electricalslance Stores	₹1,868,461	0.2%	-0.2%	-2.0%
Sage	₹2,252,506	0.2%	0.1%	1.5%
Novus	₹2,359,799	0.2%	0.3%	3.2%
Insight	₹3,342,051	0.3%	0.1%	1.0%
Total	₹984,865,213	100.0%	100.0%	2.5%

# PERFORMANCE ANALYSIS

₹985M  
Revenue

2M  
sales Qty

₹24.7M  
Total Profit Margin

Profit Target

1%

2017

2018

2019

2020

Jun  
17

Jul  
17

Aug  
17

Sep  
17

Oct  
17

Nov  
17

Dec  
17

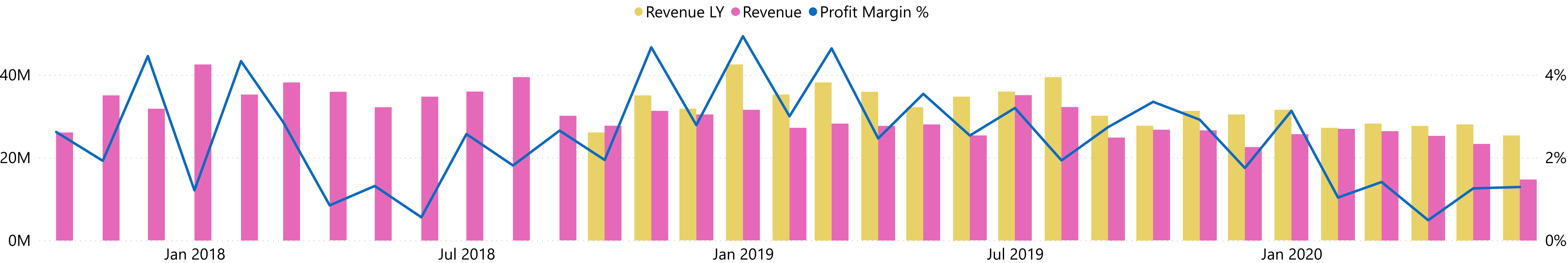
Jan  
18

Feb  
18

Mar  
18

Apr  
18

Revenue Trend



Profit Margin % by Zone,Market,Customer\_name,Product\_code

Central

3.3%

North

2.2%

South

2.2%

custmer_name	Revenue	Revenue Contribution %	profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹413,333,588	42.0%	37.7%	2.3%
Electricalslytical	₹49,644,189	5.0%	6.8%	3.4%
Excel Stores	₹49,115,620	5.0%	2.8%	1.4%
Premium Stores	₹44,958,416	4.6%	4.3%	2.3%
Nixon	₹43,893,083	4.5%	7.2%	4.1%
Info Stores	₹35,100,033	3.6%	1.3%	0.9%
Control	₹31,771,997	3.2%	3.3%	2.6%
Surge Stores	₹28,648,916	2.9%	2.7%	2.3%
Acclaimed Stores	₹21,196,727	2.2%	1.3%	1.5%
Forward Stores	₹21,026,079	2.1%	2.3%	2.7%
Epic Stores	₹18,750,440	1.9%	1.3%	1.8%
Nomad Stores	₹17,739,351	1.8%	2.1%	2.9%
Electricalsocity	₹17,489,935	1.8%	2.9%	4.1%
Modular	₹17,379,851	1.8%	1.8%	2.6%
Atlas Stores	₹16,666,713	1.7%	1.2%	1.8%
Electricalsara Stores	₹16,539,970	1.7%	5.1%	7.5%
Total	₹984,865,213	100.0%	100.0%	2.5%