

# Madhav Store — Performance Snapshot

High-level dashboard summarizing revenue, profit, quantity, ACV, trends, and category breakdowns for stakeholder review.



# Key Metrics & Trends

## Top KPIs

Sum of Amount: 438K  
Sum of Profit: 37K  
Sum of Quantity: 5,615  
Sum of ACV: 121K

## Monthly Profit Rhythm

Monthly profit (K): Jan 5.2 • Feb 4.8 • Mar 5.5 • Apr 4.2 • May 3.8 • Jun 2.5 • Jul 1.2 • Aug 5.8 • Sep 4.5 • Oct 5.1 • Nov 4.9 • Dec 5.3



Time-series reveals seasonal peaks (Mar, Aug, Dec) and mid-year dips (Jun–Jul) for targeted interventions.

# Category & Payment Mode Insights



Books —  
28%

Largest share by quantity; strong, steady demand.



Clothing —  
32%

Highest quantity share; many COD orders in saree subcategory.



Electronics — 21%

Significant share with notable accessory and tablet profits.



Furniture —  
17%

Smaller volume but higher AOV potential.

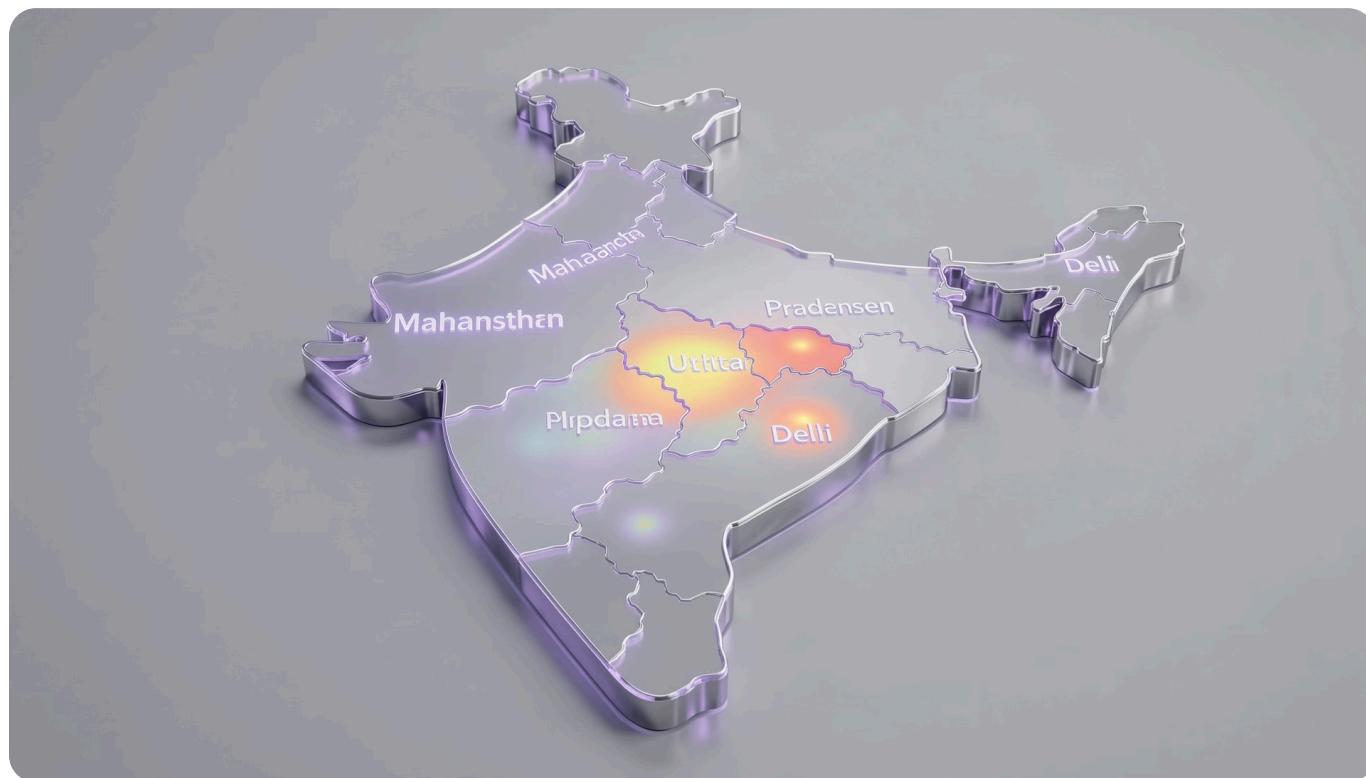


## Quantity by Payment Mode

Cash 44% • UPI 21% • Debit Card 13% • Credit Card 10% • Other 12%

High COD/cash share suggests payments-focused logistics and fraud checks.

# Regional & Customer Highlights



## Profit by State (top)

Maharashtra 8.1M • Madhya Pradesh 6.0M • Uttar Pradesh 2.5M • Delhi 1.2M

## Top Customers by Amount (K)

Hariom 10.5 • Madhav 9.2 • Madan 7.8 • Shiv 6.5

- Focus: strengthen Maharashtra retention, replicate successful strategies in top-performing territories.

## Sample Orders & Product Profitability

Notable sub-category profits: Printers 10M • Bookcases 8.5M • Scanners 6.2M • Accessories 4.8M • Tablets 3.5M

