Sales Analysis

350K Sum of sales_qty

142M revenue

| 2017 | 2018 | 2019 | **2020** | January | February | March | April | May | › |

revenue by markets_name

Market	Revenue
Delhi ...	78M
Mumbai	20M
Ahmed...	18M
Nagpur	8M
Bhopal	8M
Kochi	3M
Chennai	2M
Kanpur	2M
Hydera...	1M
Patna	1M
Lucknow	0M
Surat	0M
Bhuba...	0M

0M — 50M

sales quantity by market
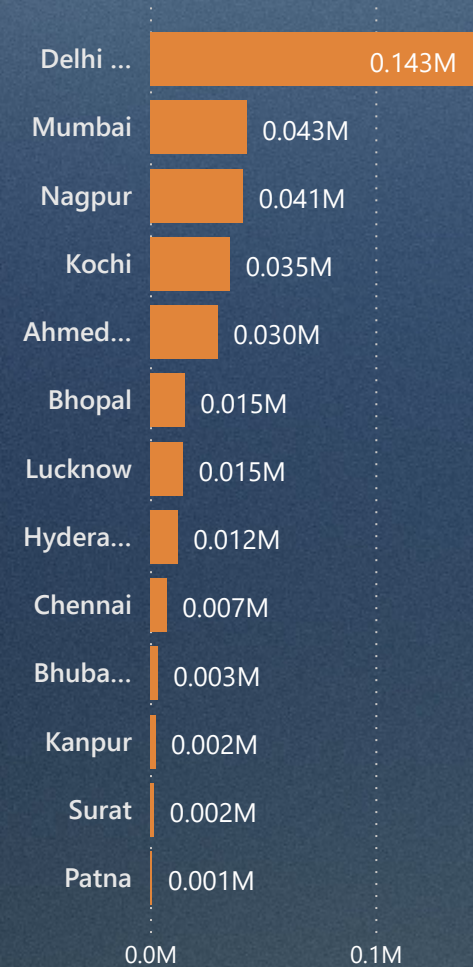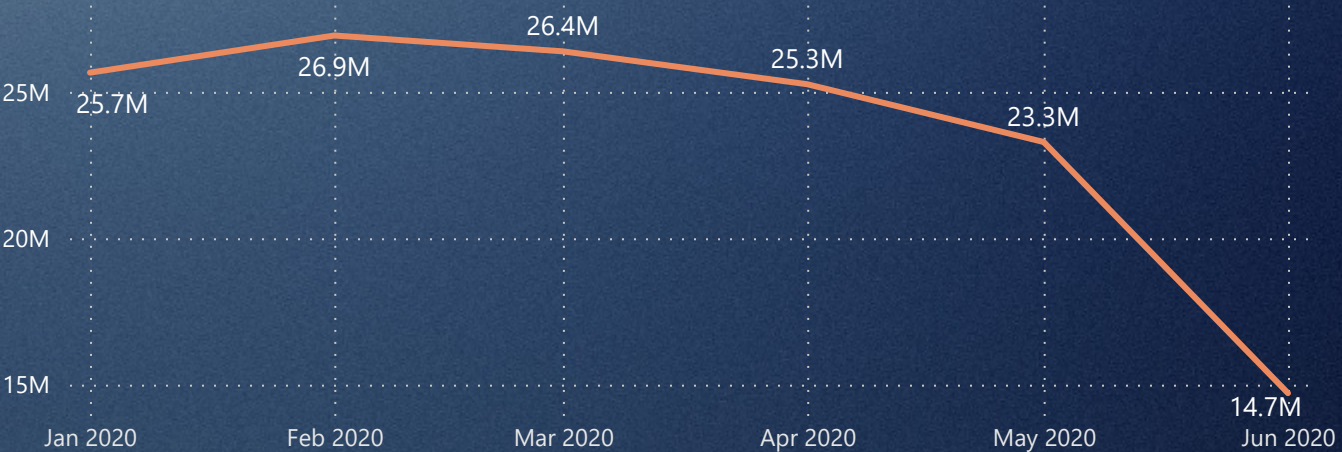
Market	Sales Quantity
Delhi ...	0.143M
Mumbai	0.043M
Nagpur	0.041M
Kochi	0.035M
Ahmed...	0.030M
Bhopal	0.015M
Lucknow	0.015M
Hydera...	0.012M
Chennai	0.007M
Bhuba...	0.003M
Kanpur	0.002M
Surat	0.002M
Patna	0.001M

0.0M — 0.1M

revenue trend

25.7M — 26.9M — 26.4M — 25.3M — 23.3M — 14.7M

Jan 2020 — Feb 2020 — Mar 2020 — Apr 2020 — May 2020 — Jun 2020

25M / 20M / 15M

top 5 customers

Customer	Value
Electricals...	66M
Excel Stores	8M
Premium ...	6M
Electricalsl...	6M
Info Stores	5M

0M — 50M

top 5 products

Product	Value
(Blank)	65M
Prod047	4M
Prod061	4M
Prod071	3M
Prod065	3M

0M — 50M

Sales Analysis

2.06M total profit margin

142M revenue

350K sales quantity

2017 | 2018 | 2019 | **2020**

January | February | March | April | May →

revenue contribution % by market
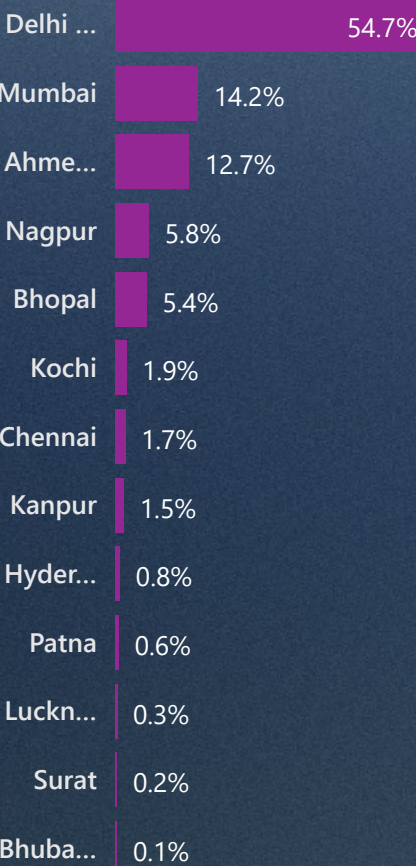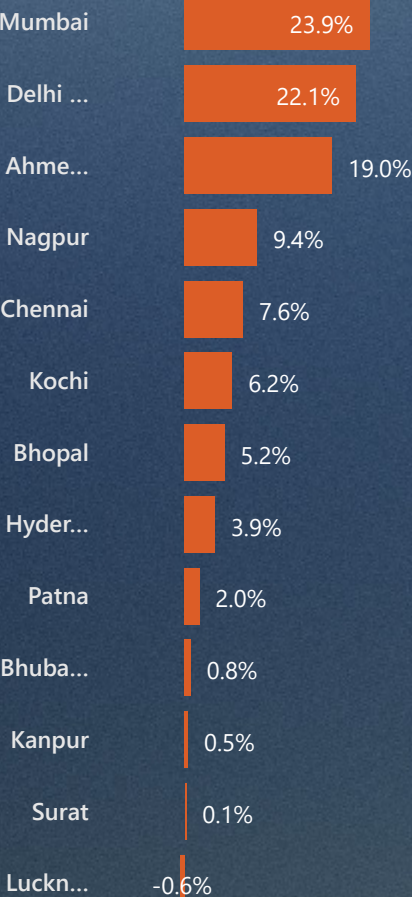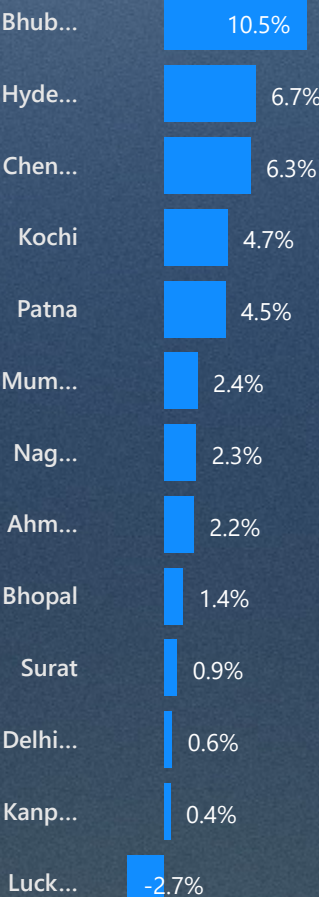
Market	%
Delhi ...	54.7%
Mumbai	14.2%
Ahme...	12.7%
Nagpur	5.8%
Bhopal	5.4%
Kochi	1.9%
Chennai	1.7%
Kanpur	1.5%
Hyder...	0.8%
Patna	0.6%
Luckn...	0.3%
Surat	0.2%
Bhuba...	0.1%

profit contribution %

Market	%
Mumbai	23.9%
Delhi ...	22.1%
Ahme...	19.0%
Nagpur	9.4%
Chennai	7.6%
Kochi	6.2%
Bhopal	5.2%
Hyder...	3.9%
Patna	2.0%
Bhuba...	0.8%
Kanpur	0.5%
Surat	0.1%
Luckn...	-0.6%

profit % by markets

Market	%
Bhub...	10.5%
Hyde...	6.7%
Chen...	6.3%
Kochi	4.7%
Patna	4.5%
Mum...	2.4%
Nag...	2.3%
Ahm...	2.2%
Bhopal	1.4%
Surat	0.9%
Delhi...	0.6%
Kanp...	0.4%
Luck...	-2.7%

revenue trend

25.7M (Jan 2020), 26.9M (Feb 2020), 26.4M (Mar 2020), 25.3M (Apr 2020), 23.3M (May 2020), 14.7M (Jun 2020)
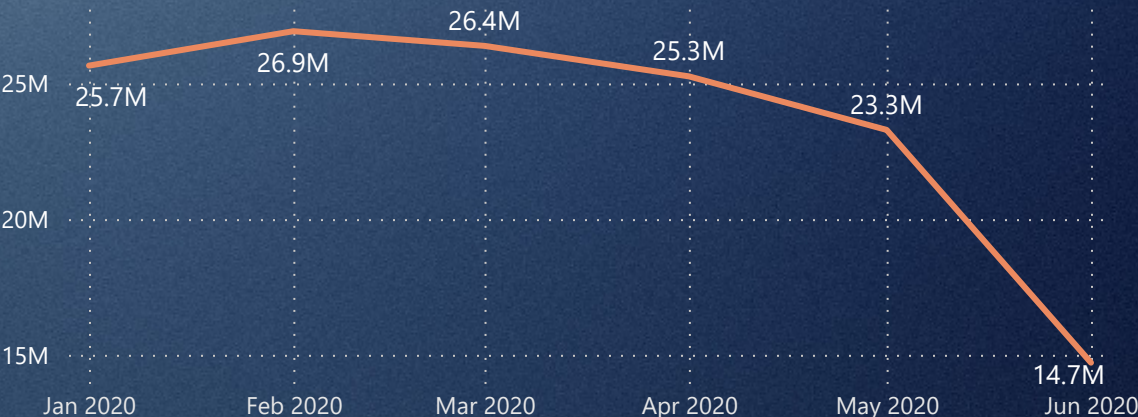
custmer_name	revenue	revenue contribution %	profit margin contribution %	profit margin %
Electricalsara Stores	65641977	46.2%	11.9%	0.37%
Excel Stores	7928385	5.6%	12.5%	3.26%
Premium Stores	5899748	4.1%	1.4%	0.49%
Electricalslytical	5537904	3.9%	1.3%	0.49%
Info Stores	5064374	3.6%	7.8%	3.18%
Control	4182662	2.9%	2.5%	1.24%
Surge Stores	3953600	2.8%	11.9%	6.23%
Logic Stores	3319243	2.3%	0.6%	0.38%
Acclaimed Stores	3116384	2.2%	6.1%	4.04%
Total	142224545	100.0%	100.0%	1.45%

Sales Analysis

2.06M
total profit margin

350K
sales quantity

Profit Target
1.0%

2017 | 2018 | 2019 | **2020** | January | February | March | April

revenue contribution %

City	%
Bhubaneshwar	10.48%
Hyderabad	6.71%
Chennai	6.34%
Kochi	4.66%
Patna	4.49%
Mumbai	2.44%
Nagpur	2.34%
Ahmedabad	2.18%
Bhopal	1.39%
Surat	0.94%
Delhi NCR	0.59%
Kanpur	0.45%
Lucknow	-2.68%
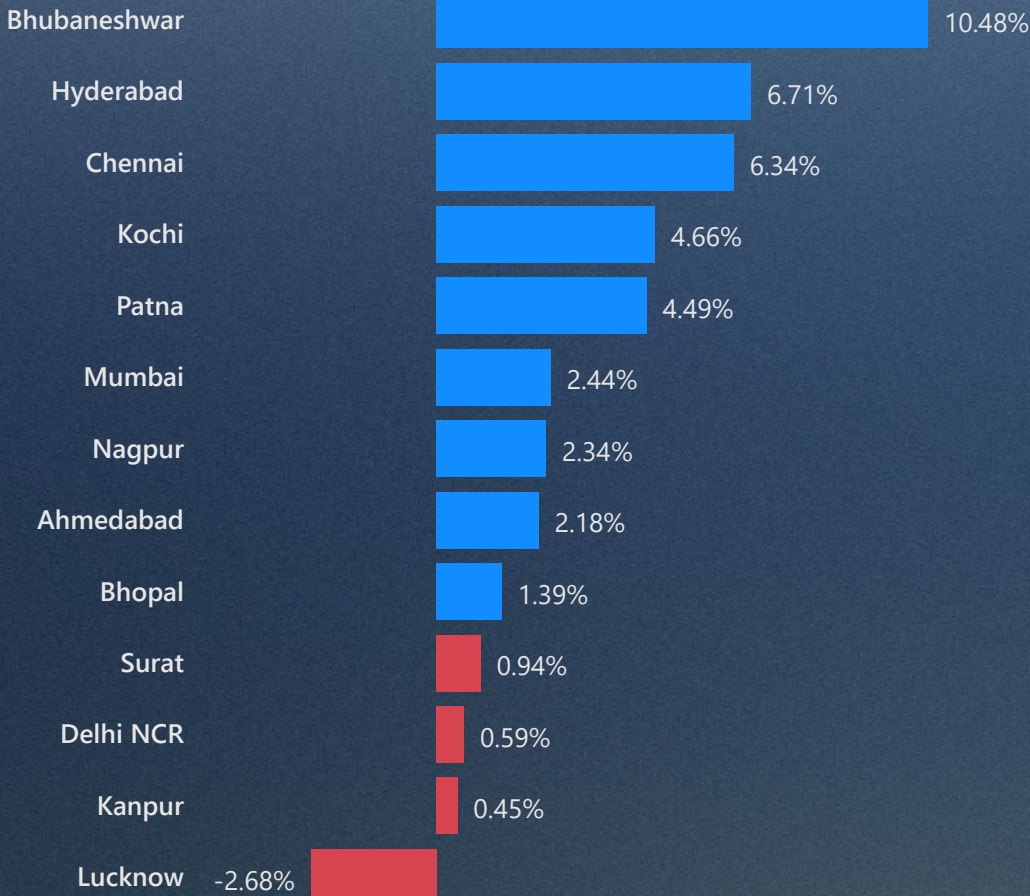
revenue trend

● revenue last year ● revenue ● profit margin %

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020
revenue last year	32M	27M	28M	28M	28M	25M
revenue	26M	27M	26M	25M	23M	15M
profit margin %	3.13%	1.04%	1.41%	0.49%	1.26%	1.29%
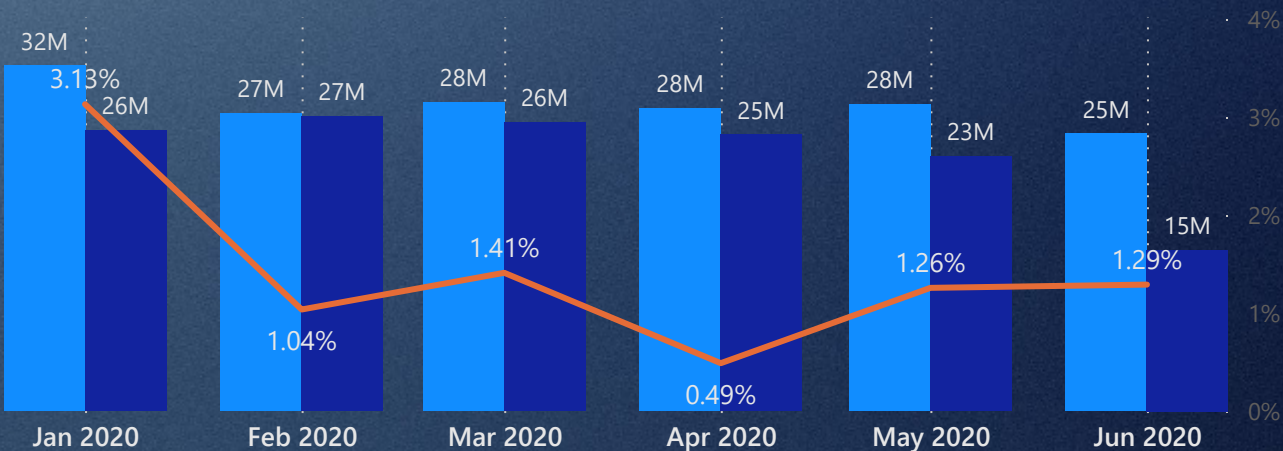
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Info Stores	5064374	3.6%	7.8%	3.18%
Acclaimed Stores	3116384	2.2%	6.1%	4.04%
Forward Stores	2560961	1.8%	5.4%	4.33%
Modular	2453519	1.7%	5.0%	4.23%
Total	142224545	100.0%	100.0%	1.45%