



Sales Insights



Revenue View



Customers View



Profit View



Performance View

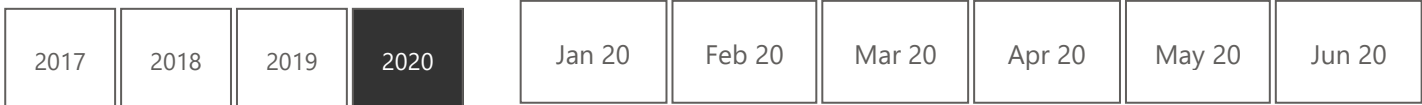


₹ 142.22M

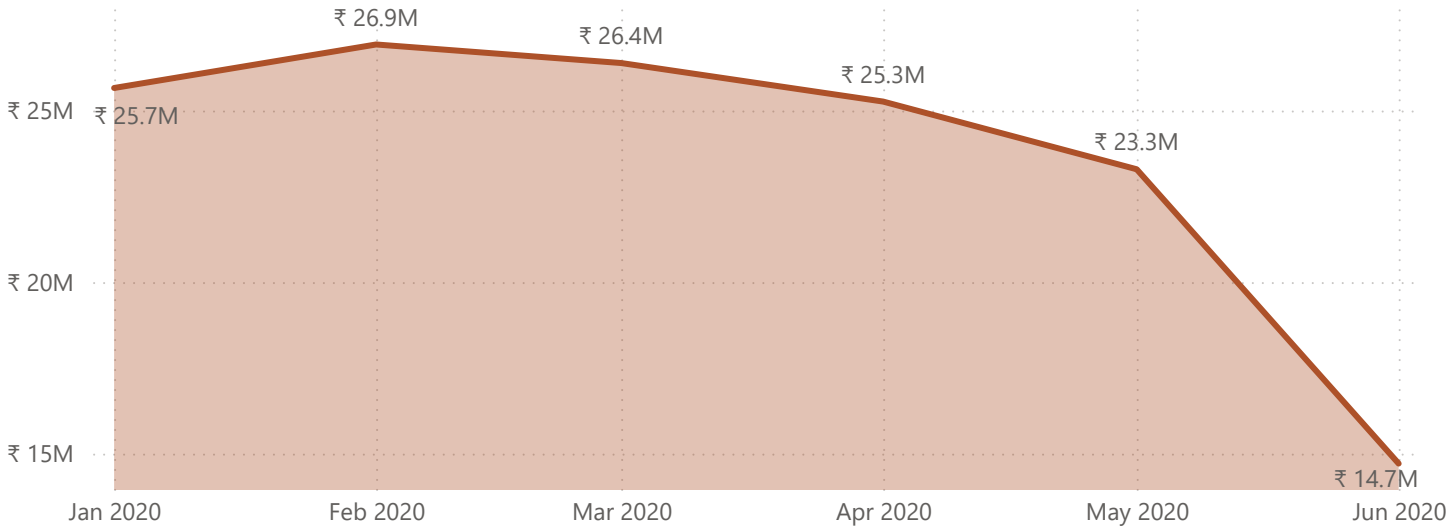
Revenue

350K

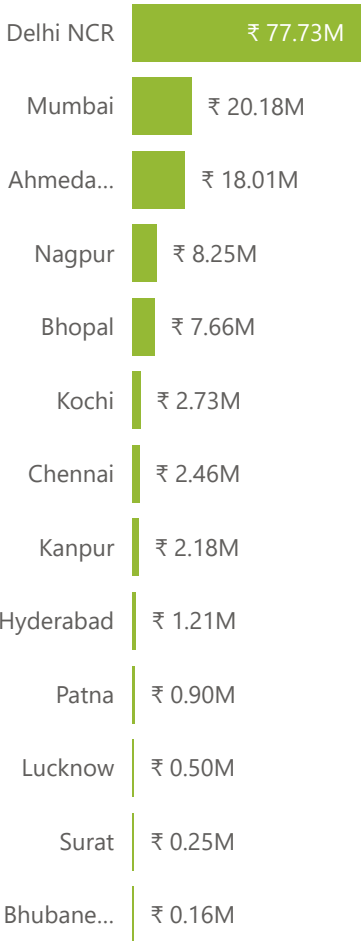
Sales Qty



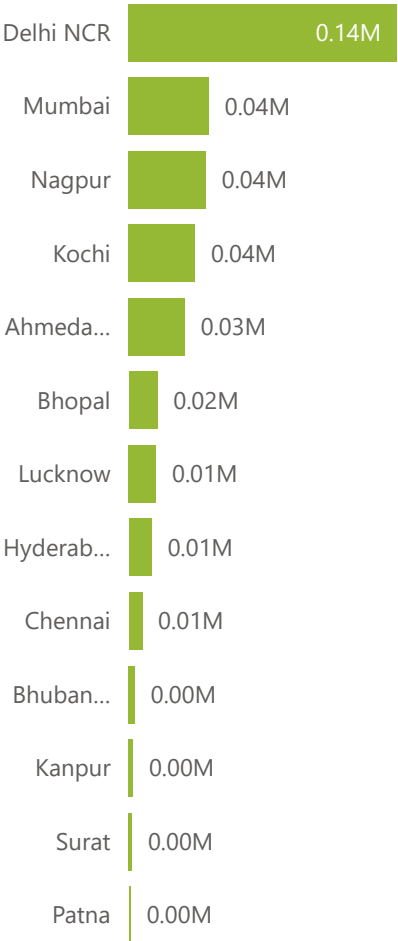
Revenue by Trend



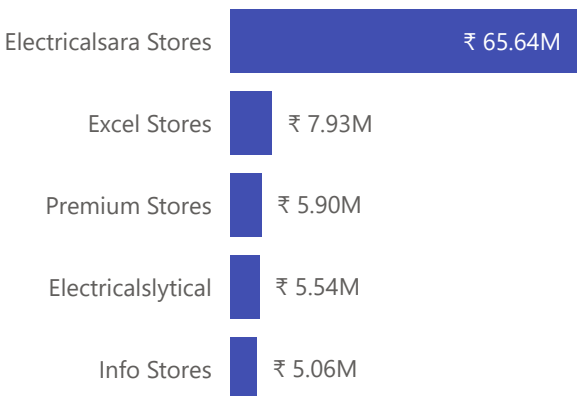
Revenue by Market



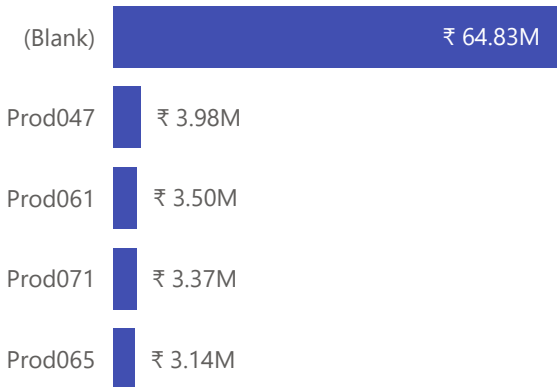
Sales Qty by Market



Top 5 Customers by Revenue



Top 5 Products by Revenue





₹ 142.22M

Revenue

350K

Sales Qty

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

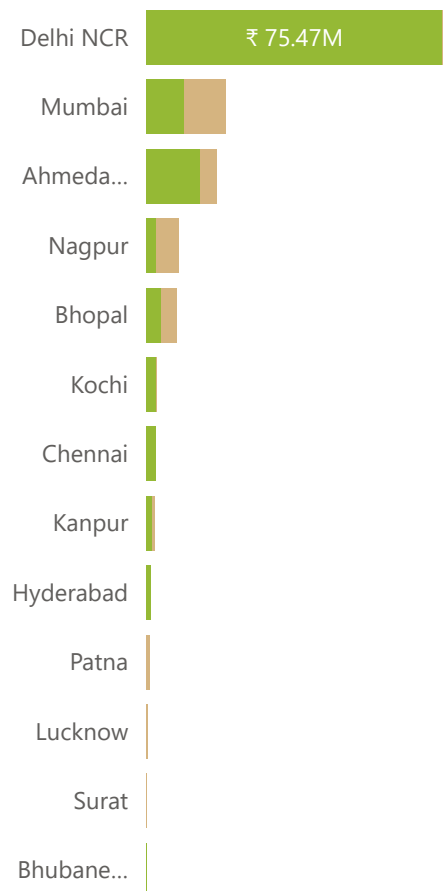
Apr 20

May 20

Jun 20

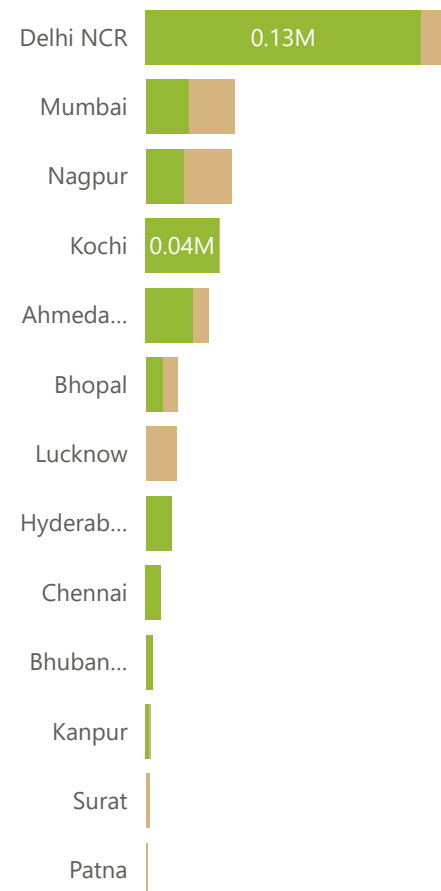
Revenue by Customers

custo... ● Brick & Mortar ● E-Commerce

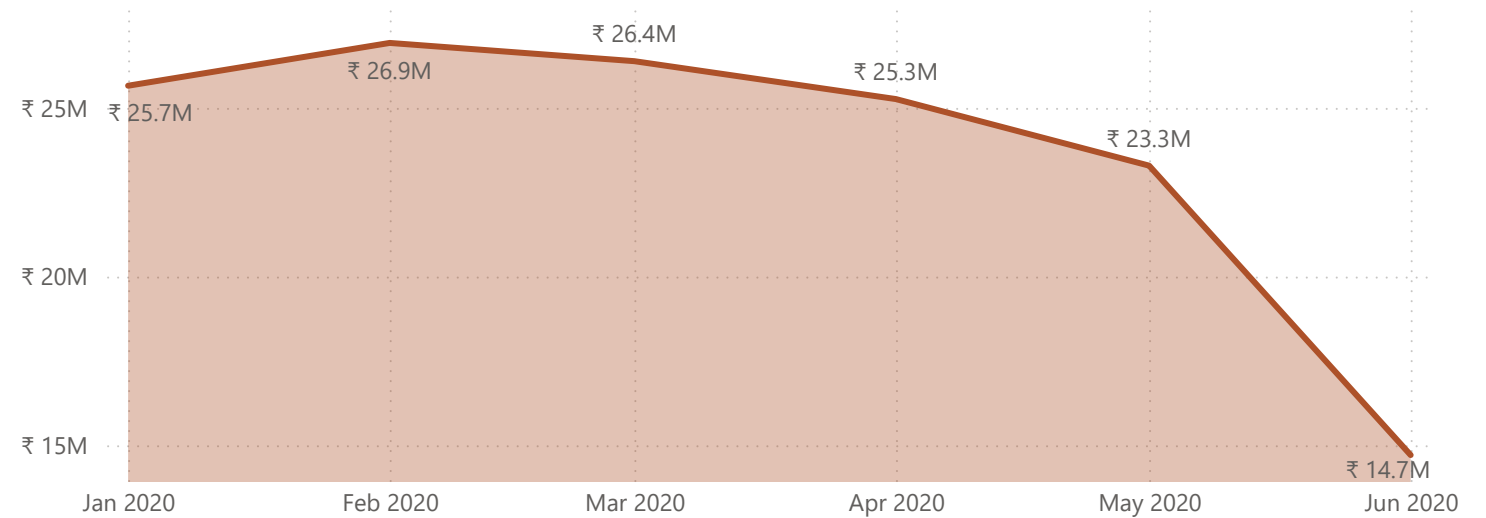


Sales Qty by Customers

custo... ● Brick & Mortar ● E-Commerce

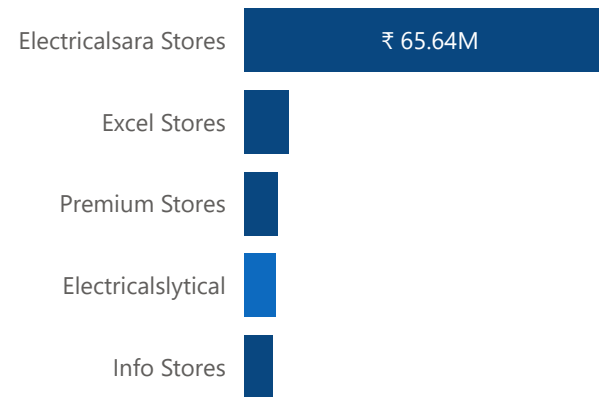


Revenue by Trend

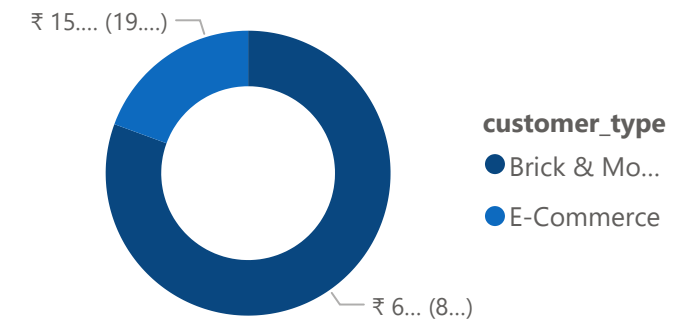


Top 5 Customers

customer_t... ● Brick & Mortar ● E-Commerce



Customer type contribution





2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹ 142.2...

Revenue

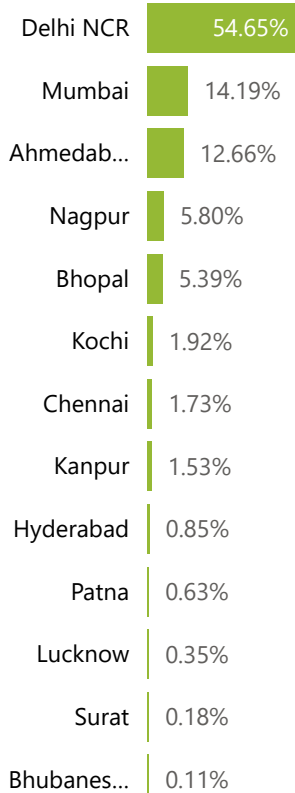
350K

Sales Qty

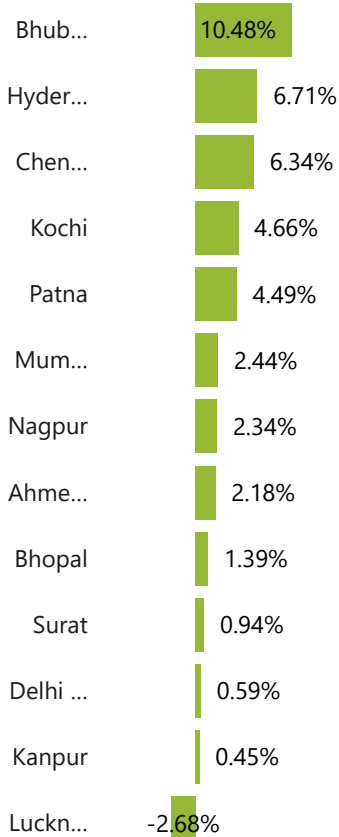
₹ 2.06M

Total Profit Margin

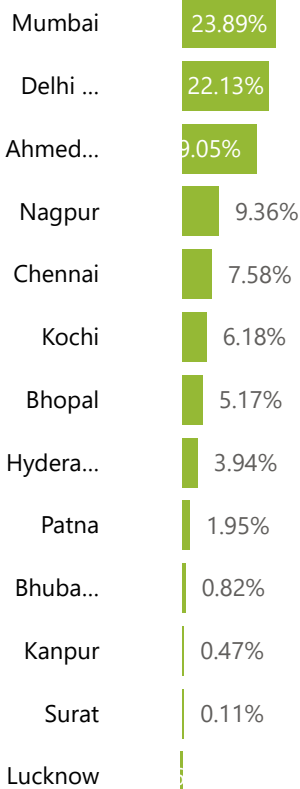
Revenue Contribution% by Markets



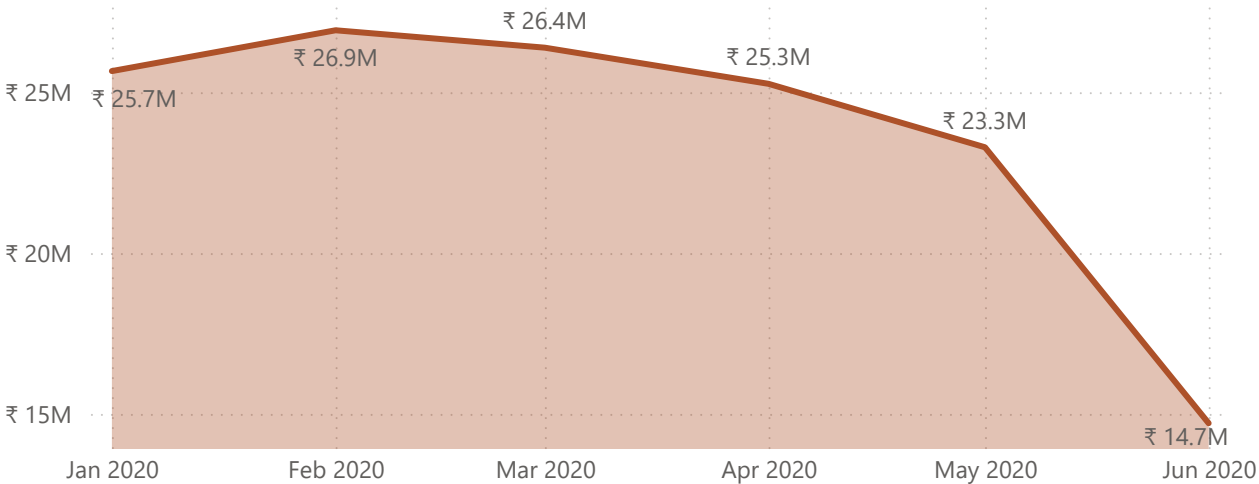
Profit Margin % by Markets



Profit Margin Contribution % by Markets



Revenue by Trend



Top/Bottom Customers with Key Metrics

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹ 6,56,41,977.00	46.15%	11.92%	0.37%
Excel Stores	₹ 79,28,385.00	5.57%	12.54%	3.26%
Premium Stores	₹ 58,99,748.00	4.15%	1.40%	0.49%
Electricalslytical	₹ 55,37,904.00	3.89%	1.31%	0.49%
Info Stores	₹ 50,64,374.00	3.56%	7.82%	3.18%
Control	₹ 41,82,662.00	2.94%	2.52%	1.24%
Surge Stores	₹ 39,53,600.00	2.78%	11.95%	6.23%
Logic Stores	₹ 33,19,243.00	2.33%	0.61%	0.38%
Acclaimed Stores	₹ 31,16,384.00	2.19%	6.12%	4.04%
Nixon	₹ 30,28,345.00	2.13%	4.66%	3.17%
Epic Stores	₹ 30,02,834.00	2.11%	-6.83%	-4.69%
Forward Stores	₹ 25,60,961.00	1.80%	5.39%	4.33%
Total	₹ 14,22,24,545.00	100.00%	100.00%	1.45%



2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹ 142.22M

Revenue

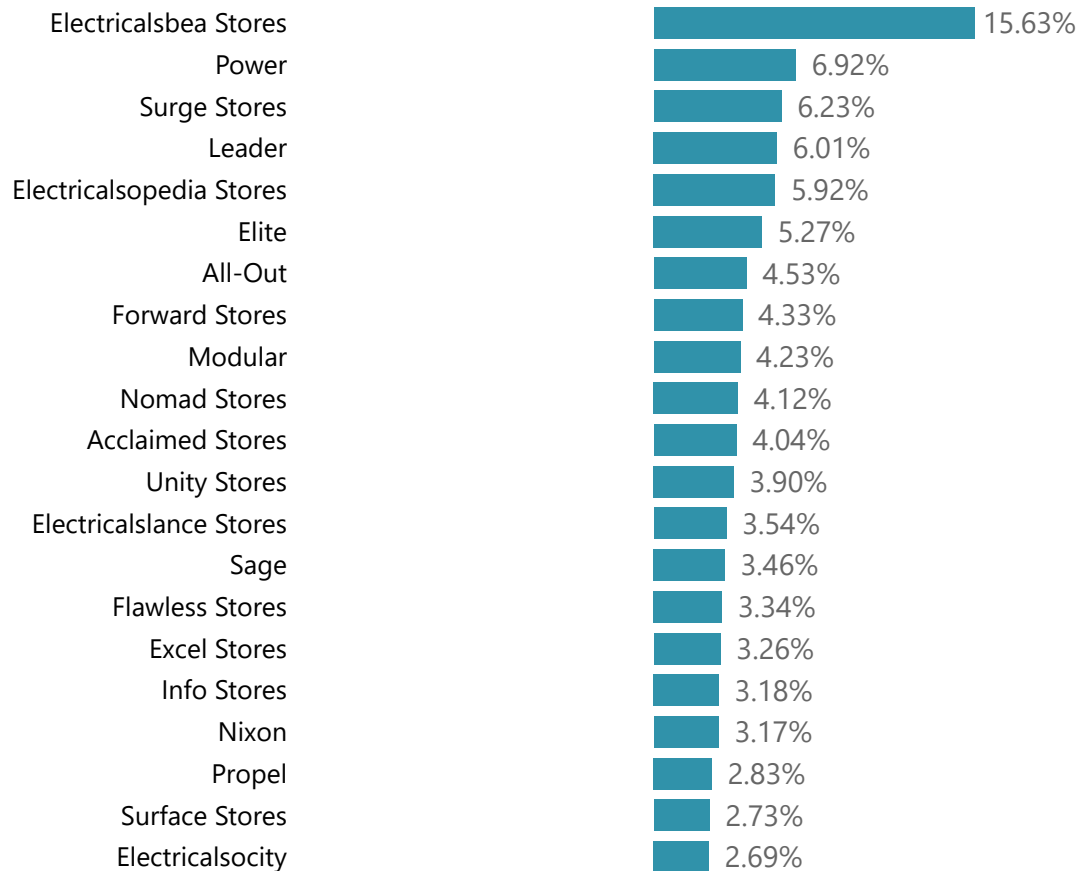
350K

Sales Qty

₹ 2.06M

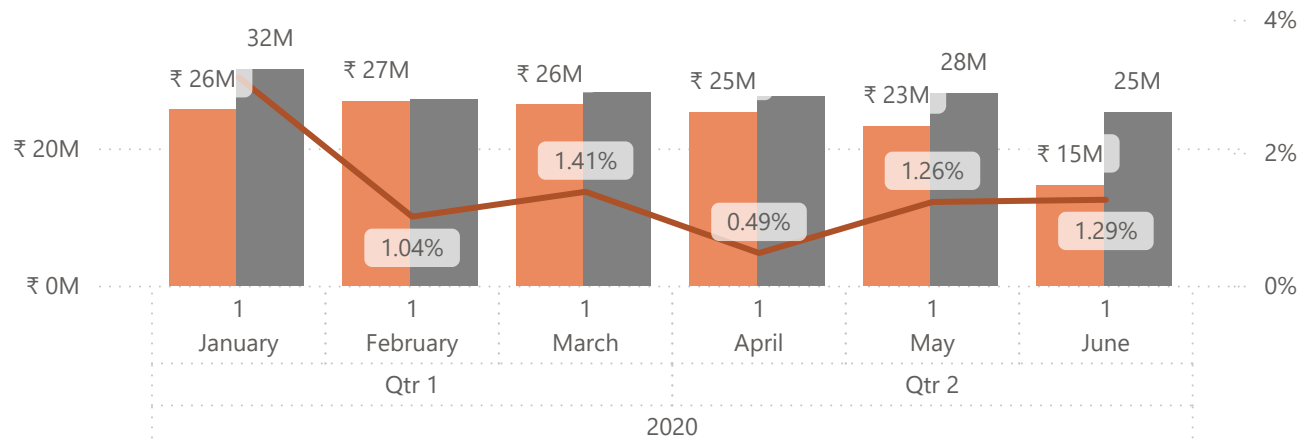
Total Profit Margin

Revenue Contribution% by Markets



Revenue by Trend

● Revenue ● Revenue LY ● Profit Margin %



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