Sales

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- **Revenue (₹985 M)**: By June 2020 we've generated nearly a billion rupees in topline—proof that our market strategy drives sustained growth.

- **Sales Qty (2 M units)**: Moving two million units shows strong distribution reach, though unit economics vary widely by region.

Revenue by Markets

- **Insight:** Delhi NCR dominates at ₹519.6 M (52.8%), with Mumbai (15.2%) and Ahmedabad (13.4%) trailing—showing that a handful of metros drive most revenue.

- **Recommendation:** Double down on retention and upsell programs in these top-three markets to defend market share and offset churn elsewhere.

- **Pattern:** "Pareto" distribution—20% of markets deliver ~80% of revenue.

Sales Quantity by Markets

- **Insight:** Delhi NCR sold 988 K units, followed by Mumbai (384 K) and Nagpur (262 K), but smaller markets pull far fewer units.

- **Recommendation:** For low-volume markets, consider targeted promotions or localized bundles to boost awareness and trial.

- **Pattern:** Volume correlates strongly with population centers; rural/minor markets lag.

Revenue Trend

- **Insight:** Revenue peaked in Q1 2018 (~₹425 M) then gradually declined, hitting a low of ₹147 M by June 2020—signaling seasonality and potential market saturation.

- **Recommendation:** Launch mid-year campaigns to smooth out the June lull and explore new product introductions to reignite growth.

- **Pattern:** Strong winter quarter performance, dip in monsoon months.

Top 5 Customers

- **Insight:** Electricalsara Stores alone accounts for ₹413 M—over 40% of total—indicating heavy reliance on one key account.

- **Recommendation:** Mitigate concentration risk by diversifying the customer base and developing incentive programs for second-tier buyers.

- **Pattern:** Highly skewed customer contribution; long tail of smaller accounts.

Top 5 Products

- **Insight:** Prod040 leads with ₹236 M, followed by four others in the ₹152–177 M range—showing product portfolio breadth but dependence on top Stock-Keeping Units.

- **Recommendation:** Bundle top sellers with adjacent mid-range items to drive lift and reduce product-level churn.

- **Pattern:** Top 5 products generate ~9% of total revenue each.

₹985M Revenue
2M Sales Qty
₹24.66M Total Profit Margin

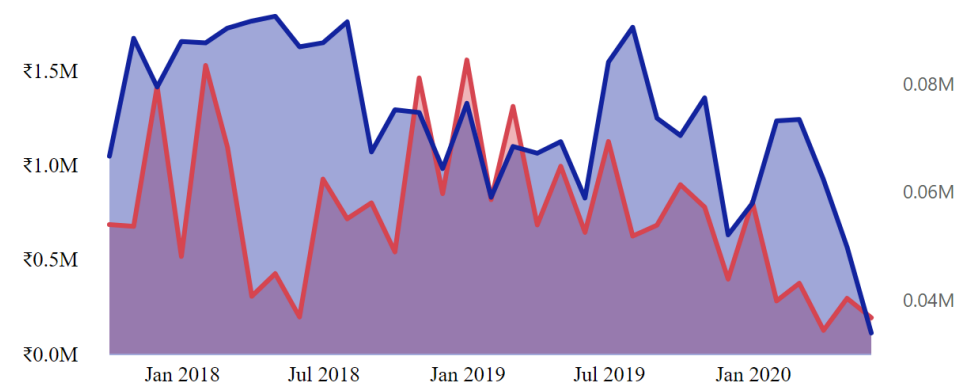## Profit Margin & Sales Volume Over Time

● Profit Margin ● Sales Quantity

Revenue Contribution % by Markets

Market	%
Delhi …	52.8%
Mumbai	15.2%
Ahme…	13.4%
Bhopal	6.0%
Nagpur	5.6%
Kochi	1.9%
Chennai	1.8%
Kanpur	1.4%
Hyder…	0.8%
Patna	0.4%
Luckn…	0.3%
Surat	0.3%
Bhub…	0.1%
Benga…	0.0%

Profit Contribution % by Markets

Market	%
Delhi …	48.5%
Mumbai	19.8%
Ahme…	11.6%
Bhopal	9.3%
Nagpur	5.7%
Kochi	2.9%
Chennai	1.2%
Patna	0.7%
Surat	0.5%
Hyder…	0.2%
Bhuba…	0.1%
Lucknow	0.1%
Kanpur	-0.3%
Benga…	-0.3%

Profit % by Markets

Market	%
Surat	4.9%
Patna	4.1%
Bhubane…	4.0%
Bhopal	3.9%
Kochi	3.7%
Mumbai	3.2%
Nagpur	2.6%
Delhi NCR	2.3%
Ahmeda…	2.2%
Chennai	1.7%
Lucknow	1.0%
Hyderabad	0.6%
Kanpur	
Bengaluru	-20.8%

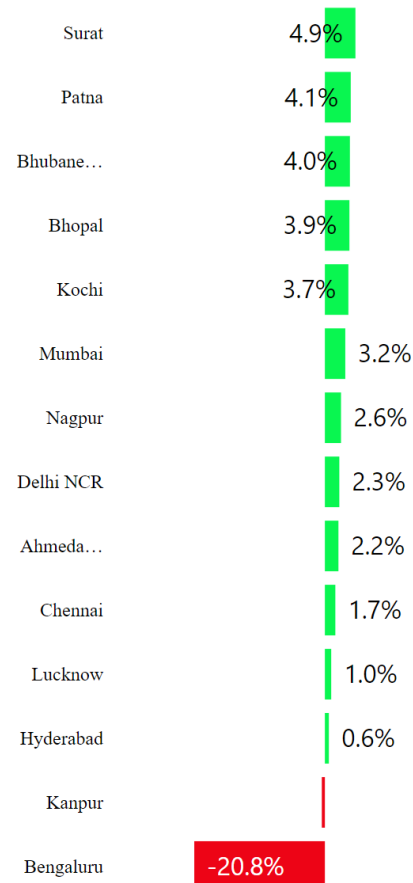| Custmer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Zone	₹5,067,349	0.5%	0.2%	1.2%
Unity Stores	₹12,589,257	1.3%	0.9%	1.8%
Synthetic	₹6,173,068	0.6%	0.4%	1.4%
Surge Stores	₹28,648,916	2.9%	2.7%	2.3%
Surface Stores	₹15,242,562	1.5%	2.0%	3.2%
Sound	₹4,966,707	0.5%	0.8%	4.0%
Sage	₹2,252,506	0.2%	0.1%	1.5%
Relief	₹5,230,158	0.5%	0.7%	3.3%
Propel	₹4,183,862	0.4%	0.6%	3.3%
Premium Stores	₹44,971,166	4.6%	4.3%	2.3%
Power	₹5,727,123	0.6%	1.4%	6.2%
Path	₹12,995,938	1.3%	0.9%	1.6%
Novus	₹2,359,799	0.2%	0.3%	3.2%
Nomad Stores	₹17,739,351	1.8%	2.1%	2.9%
Nixon	₹43,893,083	4.5%	7.2%	4.1%

5

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- **Total Profit Margin (₹24.7 M)**: Despite high revenue, overall profit sits at ~2.5%, highlighting opportunities to tighten cost control or optimize pricing.

Revenue Contribution % by Markets

- **Insight:** Delhi NCR's 52.8% share dwarfs Bengaluru's 0.0%, underscoring a very uneven contribution curve.

- **Recommendation:** Reallocate marketing budget toward under-penetrated regions with high growth potential.

- **Pattern:** Steep drop-off after the first three markets.

Profit Contribution % by Markets

- **Insight:** Delhi NCR still leads at 48.5% of profit, but Bengaluru actually shows a slight negative contribution—flagging a loss-making segment.

- **Recommendation:** Conduct cost-to-serve analysis in Bengaluru; consider pricing adjustments or scaled-down service offerings.

- **Pattern:** Profit share roughly mirrors revenue share, but outlier negative in smallest markets.

Profit % by Markets

- **Insight:** Surat tops margin at 4.9%, while Bengaluru's –20.8% margin is a red flag for unsustainable costs or discounts.

- **Recommendation:** Immediately review contract terms and fulfillment costs in Bengaluru to stop losses.

- **Pattern:** Mid-tier markets (Surat, Patna) punch above their weight in profitability.

Profit Margin & Sales Volume Over Time

- **Insight:** Profit margins spiked in late 2017 (₹1.4 M on 79 K units) then trended downward to ₹0.19 M in June 2018 despite stable volume—highlighting margin erosion.

- **Recommendation:** Introduce dynamic pricing or cost-optimization initiatives to protect margins, especially in off-peak months.

- **Pattern:** Profit and volume don't move in tandem; margins are most volatile in holiday seasons.

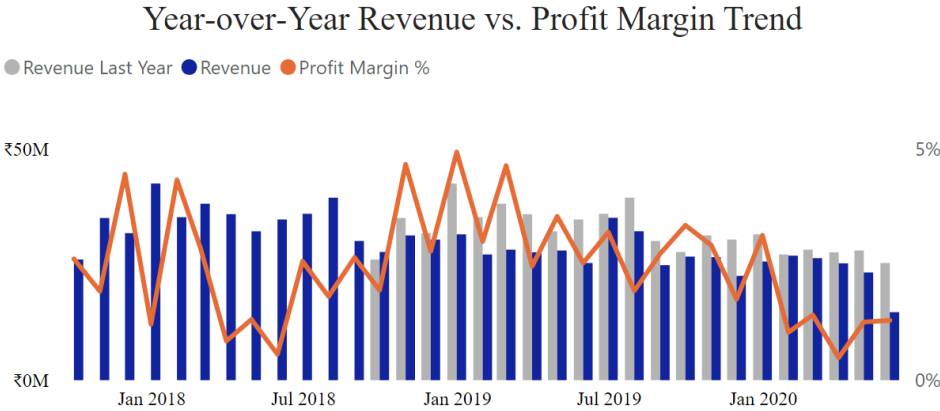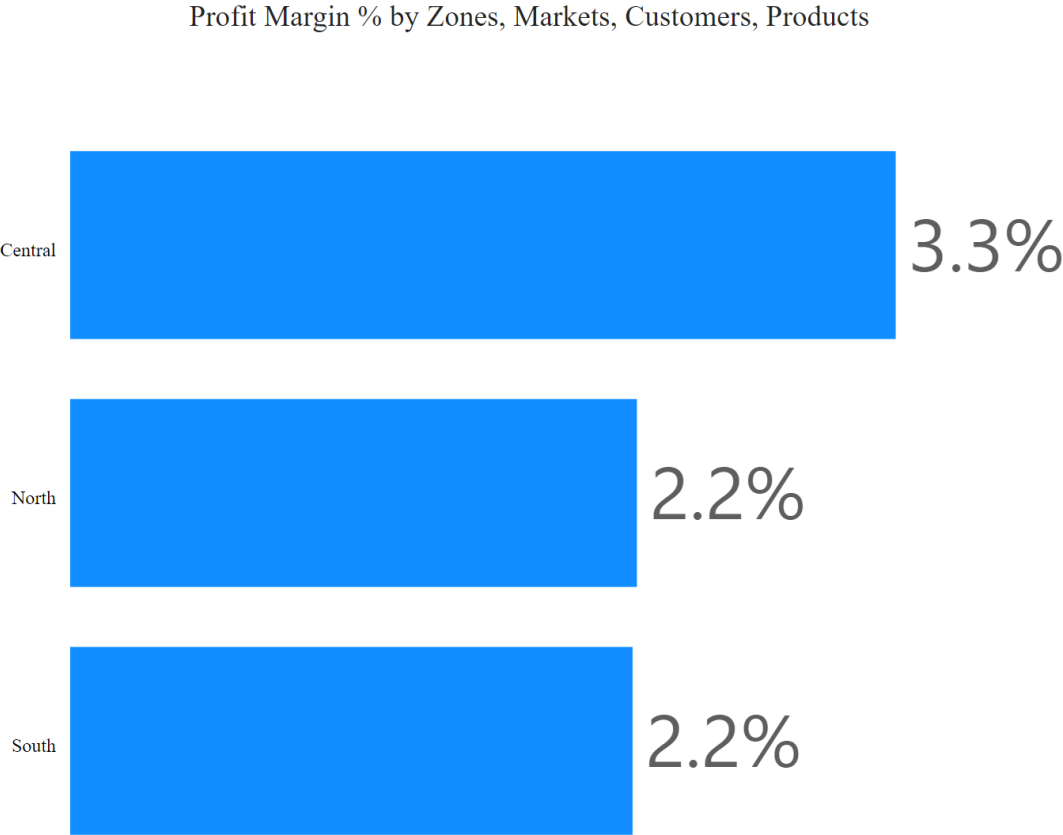| 2017	2018	2019	2020

Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	›

₹985M Revenue   **2M** Sales Qty   **₹24.66M** Total Profit Margin

Profit Target

0.0%

Profit Margin % by Zones, Markets, Customers, Products

Central	3.3%
North	2.2%
South	2.2%

Year-over-Year Revenue vs. Profit Margin Trend

● Revenue Last Year ● Revenue ● Profit Margin %

Custmer Name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹16,529,970	1.7%	5.1%	7.5%
Electricalsquipo Stores	₹1,330,361	0.1%	0.4%	6.6%
Power	₹5,727,123	0.6%	1.4%	6.2%
Elite	₹4,837,239	0.5%	0.9%	4.4%
Electricalsocity	₹17,489,935	1.8%	2.9%	4.1%
Nixon	₹43,893,083	4.5%	7.2%	4.1%
Sound	₹4,966,707	0.5%	0.8%	4.0%
Logic Stores	₹13,201,366	1.3%	2.0%	3.7%
Expression	₹430,368	0.0%	0.1%	3.5%
Flawless Stores	₹9,156,412	0.9%	1.3%	3.4%
Electricalslytical	₹49,644,189	5.0%	6.8%	3.4%
Propel	₹4,183,862	0.4%	0.6%	3.3%

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Profit Margin % by Zones

- **Insight:** Central zone averages 3.3% margin vs. North/South at ~2.2%, though South dipped to 0.9% in 2020—pointing to regional cost pressures.

- **Recommendation:** Benchmark best practices from Central region across other zones (e.g., supply chain efficiencies).

- **Pattern:** Consistent outperformance by Central region year over year.

Year-over-Year Revenue vs. Profit Margin Trend

- **Insight:** Even as revenue held above ₹260 M each month, profit margin % fell from 4.5% (Dec 2017) to ~1.3% by mid-2020—evidence of margin squeeze.

- **Recommendation**: Couple revenue growth initiatives with margin-focused strategies like product mix optimization and fixed-cost absorption.

- **Pattern:** Inverse relationship emerging—flat revenues but eroding margins over time.

Model View
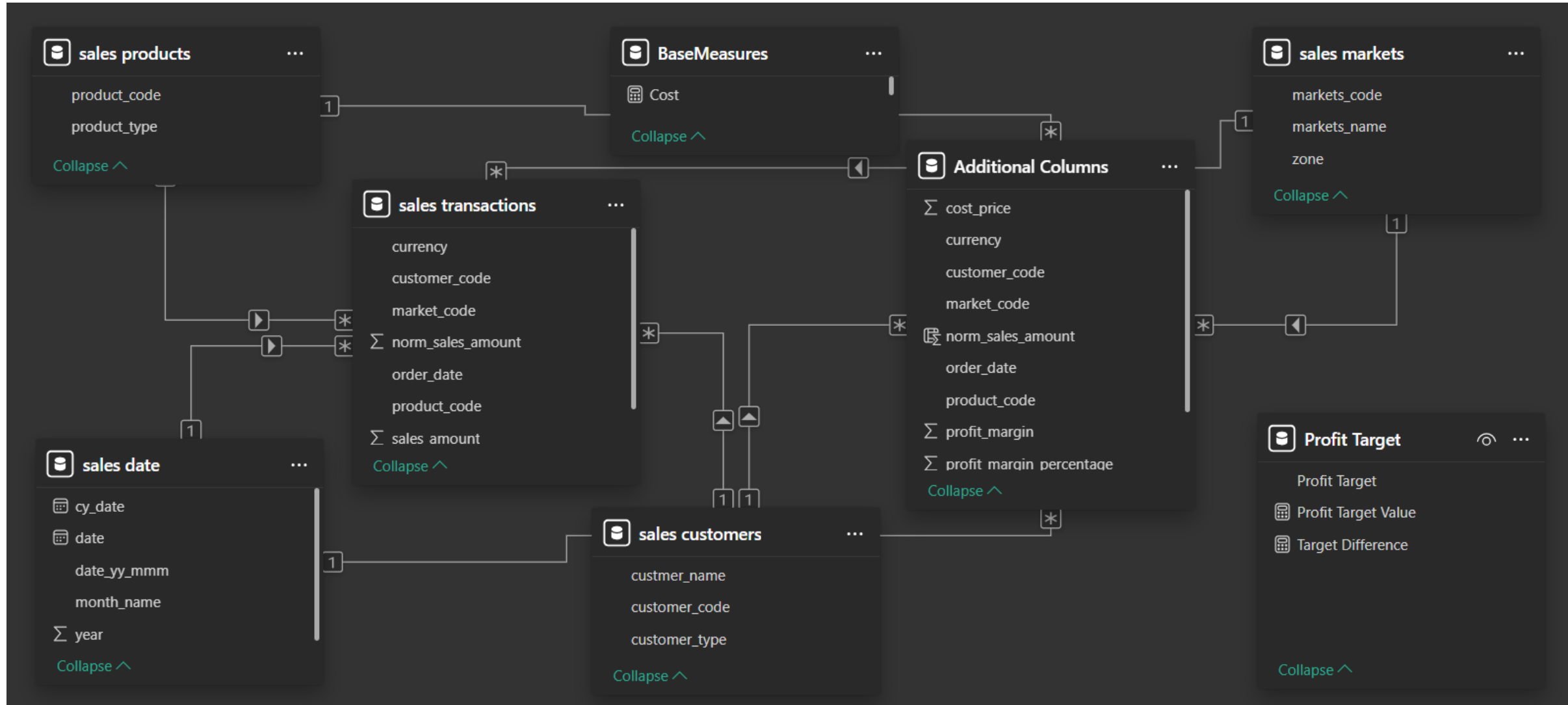
1. <u>Overview of the Data Model (Tables & Roles)</u>

- **Fact**

    - **sales transactions**: every row is a single sale (quantity, amount, date, customer, product, market).

- **Dimensions (lookup tables)**

    - **sales customers**: master list of customers, keyed on customer_code.

    - **sales products**: master list of SKUs, keyed on product_code.

    - **sales markets**: master list of markets, keyed on markets_code.

- **Time tables**

    - **sales date**: raw dates (date, cy_date, year, month_name, etc.).

    - **LocalDateTable_e865…** & **LocalDateTable_ae4e…**: two date-dimension variants for flexible hierarchies (Year/Quarter/Month/Day).

- **Measure tables**

    - **BaseMeasures** & **Profit Target**: contain all DAX measures (revenue, profit margin %, churn rate), keeping the core model free of calculation clutter.

2. Star Schema

- **Star schema**: a central fact table with direct **links** to each dimension and date table.

- **Denormalized design**: only 1 hop from any filter to the sales rows—ideal for Power BI's in-memory engine.

3. Relationships and Cardinality

- **Date → Calendar A**

  From **sales date.date** to **LocalDateTable_e865….Date** (Many → One)

- **Date → Calendar B**

  From **sales date.cy_date** to **LocalDateTable_ae4e….Date** (Many → One)

- **Customer Link**

  From **sales transactions.customer_code** to **sales customers.customer_code** (Many → One)

- **Product Link**

  From **sales transactions.product_code** to **sales products.product_code** (Many → One)

- **Market Link**

  From **sales transactions.market_code** to **sales markets.markets_code** (Many → One)

- **Txn Date → SalesDate**

  From **sales transactions.order_date** to **sales date.date** (Many → One)

- **Ext. Customer Link**

  From **Additional Columns.customer_code** to **sales customers.customer_code** (Many → One)

- **Ext. Product Link**

  From **Additional Columns.product_code** to **sales products.product_code** (Many → One)

- **Ext. Market Link**

  From **Additional Columns.market_code** to **sales markets.markets_code** (Many → One)

- **Ext. Date Link**

  From **Additional Columns.order_date** to **sales date.date** (Many → One)