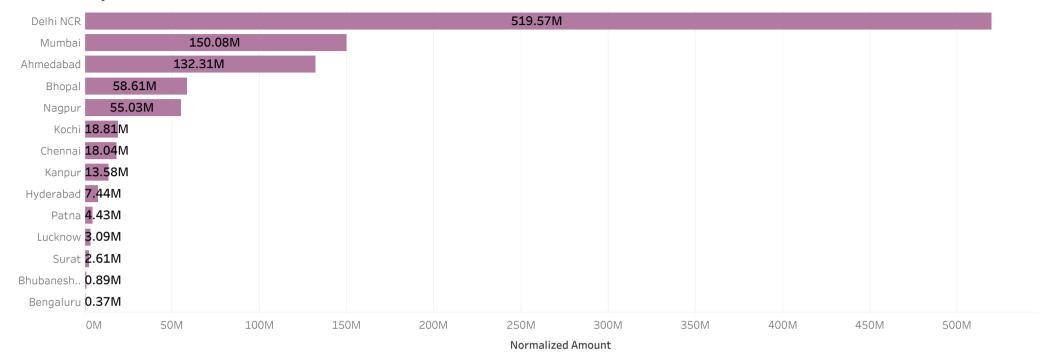
# Total Revenue 984.87M

Sum of Normalized Amount. The data is filtered on Action (Blank, YEAR (Cy Date)), Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR (Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members. The Action (Markets Name) filter keeps 14 members.

# Sales Quantity ₹ 2,429.28K

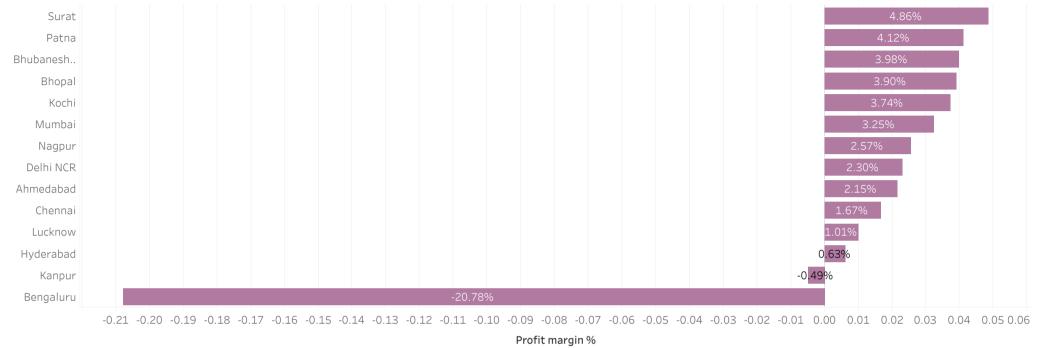
Sum of Sales Qty. The data is filtered on Action (Blank, YEAR (Cy Date)), Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR (Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members. The Action (Markets Name) filter keeps 14 members.

## Revenue by Markets



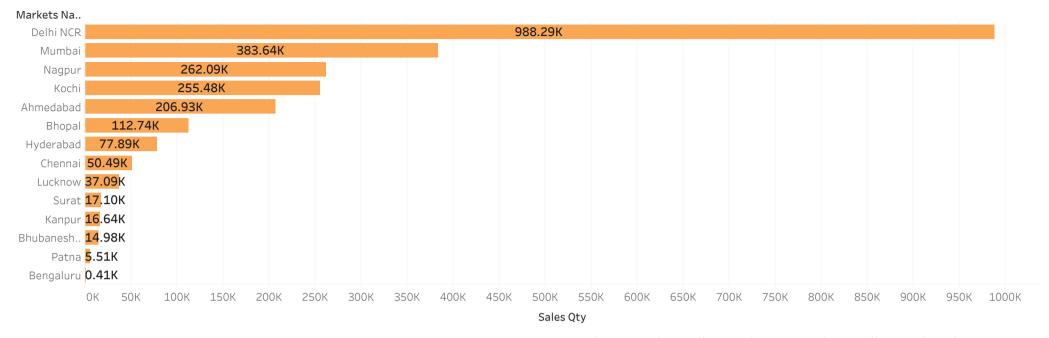
Sum of Normalized Amount for each Markets Name. The marks are labeled by sum of Normalized Amount. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Product Code (Products)) and Action (YEAR(Cy Date), MONTH(Cy Date)). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members.





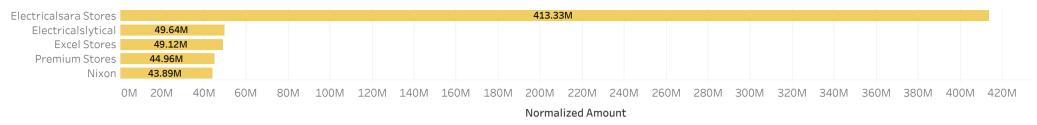
Profit margin % for each Markets Name. The marks are labeled by Profit margin %. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (Markets Name) filter keeps 14 members.

### Sales Qty by markets



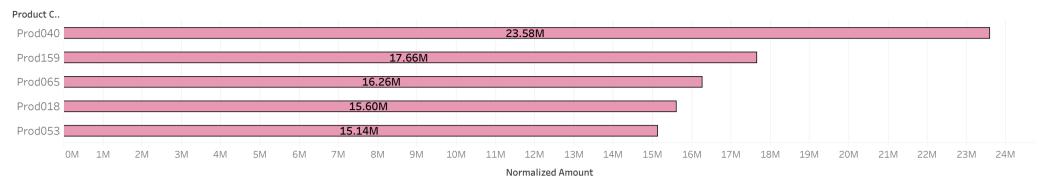
Sum of Sales Qty for each Markets Name. The marks are labeled by sum of Sales Qty. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (Markets Name) filter keeps 14 members.

### Top 5 customers



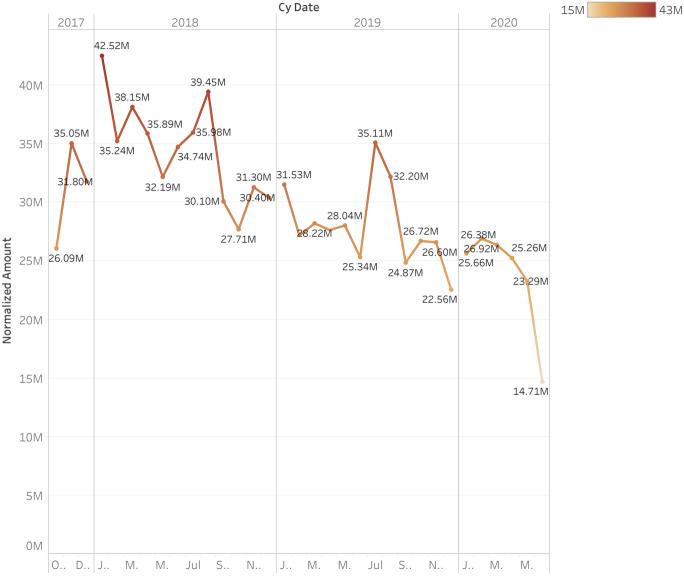
Sum of Normalized Amount for each Custmer Name. The marks are labeled by sum of Normalized Amount. The context is filtered on Action (Blank, YEAR(Cy Date)), Action (Markets Name), Action (Product Code (Products)) and Action (YEAR(Cy Date), MONTH(Cy Date)). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members. The view is filtered on Custmer Name, which has multiple members selected.

#### Top 5 Products



Sum of Normalized Amount for each Product Code (Products). The marks are labeled by sum of Normalized Amount. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (YEAR(Cy Date)), Action (YEAR(Cy Date)), MONTH(Cy Date)) and Action (Markets Name). The Action (Markets Name) filter keeps 4 members. The Action (YEAR(Cy Date)) filter keeps 33 members. The Action (Markets Name) filter keeps 14 members. The view is filtered on Product Code (Products), which has multiple members selected.

### Revenue by year



The trend of sum of Normalized Amount for Cy Date Month broken down by Cy Date Year. Color shows sum of Normalized Amount. The marks are labeled by sum of Normalized Amount. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Product Code (Products)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 280 members. The Action (Markets Name) filter keeps 14 members.

2017 2018 2019 2020

Blank broken down by Cy Date Year. The data is filtered on Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Product Code (Products)) filter keeps 279 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members. The Action (Markets Name) filter keeps 14 members.

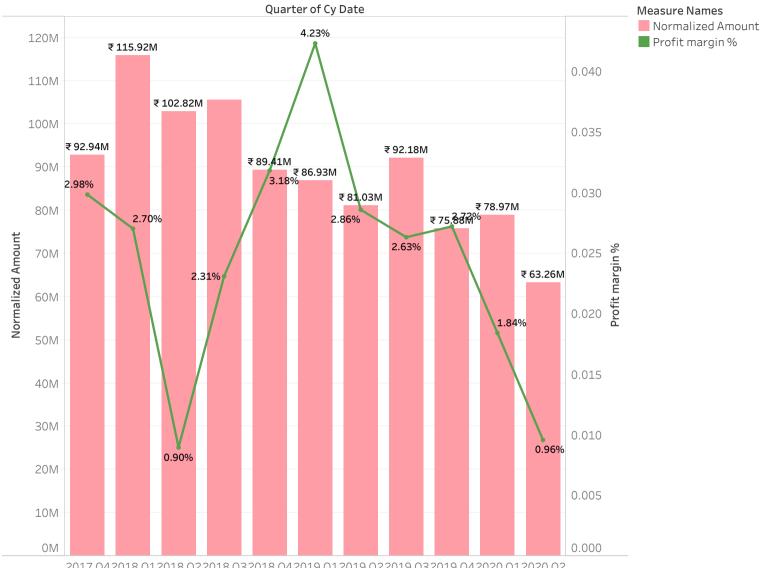
Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Blank broken down by Cy Date Month. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Product Code (Products)), Action (YEAR(Cy Date), MONTH(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Product Code (Products)) filter keeps 279 members. The Action (YEAR(Cy Date), MONTH(Cy Date)) filter keeps 33 members. The Action (Markets Name) filter keeps 14 members.

# Profit ₹ 24.66M

Sum of profit\_margin. The data is filtered on Action (Blank, YEAR(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members.

#### Profit trend



2017 Q42018 Q12018 Q22018 Q32018 Q42019 Q12019 Q22019 Q32019 Q42020 Q12020 Q2

The trends of Normalized Amount and Profit margin % for Cy Date Quarter. Color shows details about Normalized Amount and Profit margin %. For pane Sum of Normalized Amount: The marks are labeled by Normalized Amount. For pane Profit margin %: The marks are labeled by Profit margin %. The data is filtered on Action (Blank, YEAR(Cy Date)) and Action (Markets Name). The Action (Blank, YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members.

## Customer table

Custmer Name	Normalized Amount	Profit margin %	profit
Leader	16,529,970	7.54%	1,246,643
Electricalsquipo Sto	1,330,361	6.59%	87,623
Power	5,727,123	6.18%	353,695
Elite	4,837,239	4.39%	212,317
Electricalsocity	17,489,935	4.14%	724,632
Nixon	43,893,083	4.07%	1,785,811
Sound	4,966,707	4.00%	198,906
Logic Stores	13,201,366	3.69%	486,810
Expression	430,368	3.51%	15,086
Flawless Stores	9,156,412	3.43%	314,033
Electricalslytical	49,644,189	3.40%	1,688,260
Propel	4,183,862	3.33%	139,303
Relief	5,230,158	3.27%	170,834
Surface Stores	15,242,562	3.22%	490,679
Electricalsopedia St	10,281,203	3.21%	329,932
Novus	2,359,799	3.19%	75,341
Nomad Stores	17,739,351	2.89%	512,481
Forward Stores	21,026,079	2.67%	560,789
Control	31,771,997	2.60%	825,928
Modular	17,379,851	2.60%	451,682
All-Out	6,068,432	2.55%	154,730
Premium Stores	44,961,416	2.34%	1,053,784
Surge Stores	28,648,916	2.29%	656,033
Electricalsara Stores	413,333,588	2.25%	9,307,899
Unity Stores	12,589,257	1.83%	229,876
Atlas Stores	16,666,713	1.78%	295,896
Integration Stores	13,979,716	1.76%	246,400
Epic Stores	18,750,440	1.76%	329,118
Path	12,995,938	1.65%	214,153
Sage	2,252,506	1.53%	34,480
Acclaimed Stores	21,196,727	1.51%	321,095
Synthetic	6,173,068	1.42%	87,752
Excel Stores	49,115,620	1.38%	679,991
Zone	5,067,349	1.20%	60,753
Insight	3,342,051	1.04%	34,610
Info Stores	35,100,033	0.90%	314,451

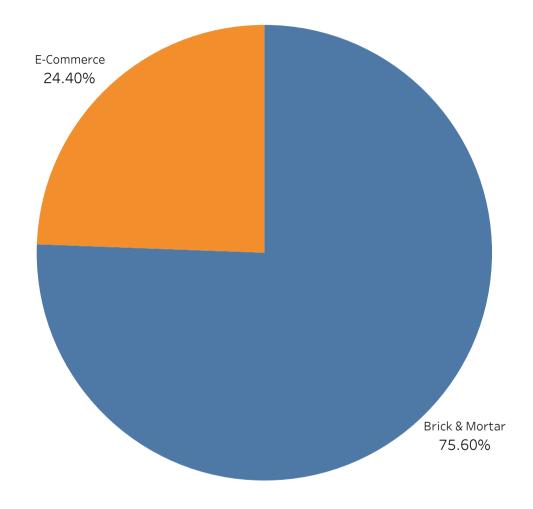
Normalized Amount, Profit margin % and profit broken down by Custmer Name.

## Customer table

Custmer Name	Normalized Amount	Profit margin %	profit
Electricalsbea Stores	336,367	0.82%	2,748
Electricalslance Stor	1,868,461	-2.01%	-37,487

Normalized Amount, Profit margin % and profit broken down by Custmer Name.





Customer Type and % of Total Normalized Amount. Color shows details about Customer Type. The marks are labeled by Customer Type and % of Total Normalized Amount.



Customer Type and % of Total Normalized Amount. Color shows details about Customer Type. The marks are labeled by Customer Type and % of Total Normalized Amount.

2017 2019 2018 2020 Jan Feb Mar May Jun Jul Aua Sept Oct Nov Dec Apr Revenue by year **Total Revenue** Sales Quantity Cy Date 984.87M ₹2,429.28K 2017 2018 2019 2020 Normalized Amount 40M 35.89M 35.98M 35.11M 31.30M 35.24M 34.74M 27.18M 28.04M 26.72M 26.38M 25.26M Revenue by Markets Sales Qty by markets 26.60M 25.66M 23.29M 28.22M 27.71M 26.09M 25.34M 20M Markets Na.. Delhi NCR 519.57M 14.71M Delhi NCR 988,29K Mumbai **150.08**M Mumbai **383.64K** 0M Ahmedabad 132.31M Nagpur 262.09K Bhopal **58.61M** Kochi **255.48K** Nagpur 55.03M Ahmedabad 206.93K Top 5 customers Bhopal **112.74K** Kochi **18.81M** 413.33M Hyderabad 77.89K Electricalsara Stores Chennai 18.04M Electricalslytical 49.64M Chennai 50.49K Kanpur **13.58M** Excel Stores 49.12M Lucknow 37.09K Premium Stores 44.96M Hyderabad 7.44M Surat **17.10K** Nixon 43.89M Patna 4.43M Kanpur 16.64K OM 50M 100M 150M 200M 250M 300M 350M 400M Lucknow 3.09M Bhubanesh.. 14.98K Normalized Amount Surat **2.61M** Top 5 Products Patna 5.51K Bengaluru 0.41K Bhubanesh., 0.89M Product C.. 0K 500K 1000K Bengaluru 0.37M 23.58M Prod040 Sales Qty OM 200M 400M Prod159 17.66M Normalized Amount Prod065 16.26M Prod018 15.60M Prod053 15.14M

6M

8M

12M

Normalized Amount

14M

16M

18M

20M

22M

Electrica..

Novus

10,281,203

2 359 799

3.21%

2 10%

329,932

75 2/11