

# Sales Insights

Insights

Profit

Performance

350K ₹142.22M

Sales Qty

Revenue

2017

2018

2019

2020

Jan 20

Feb  
20

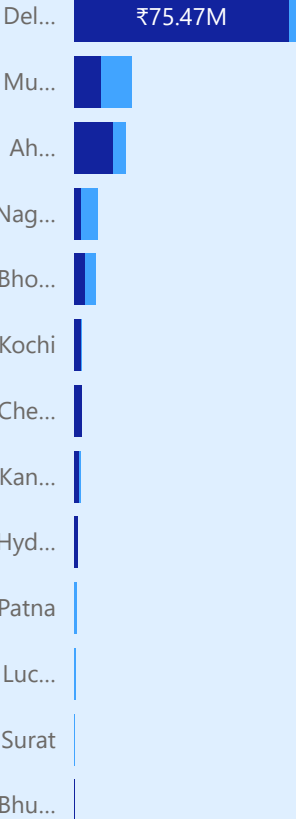
Mar  
20

Apr  
20



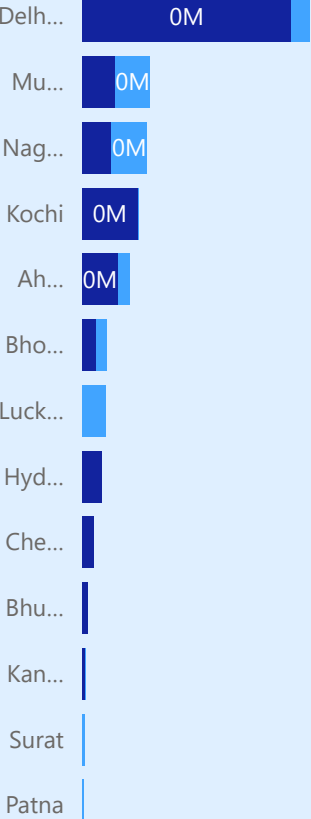
## Revenue by markets

cu... ● Brick & Mortar

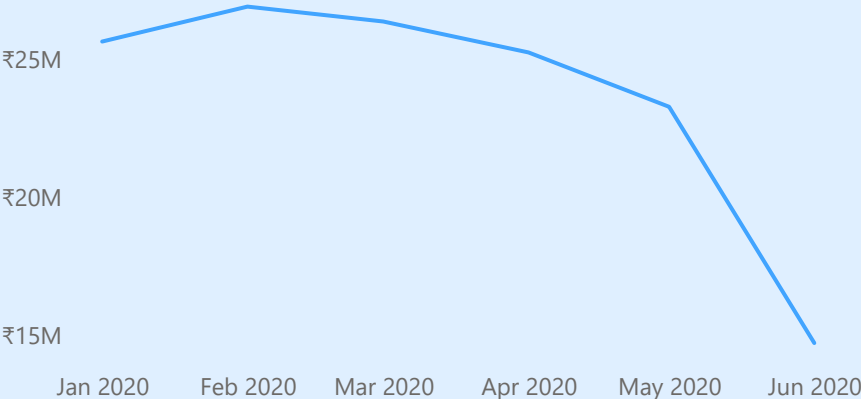


## Sales Qty by markets

cu... ● Brick & ... ● E-Comm...

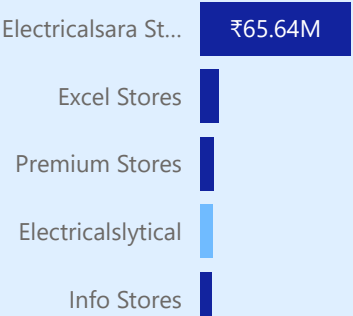


## Revenue Trend

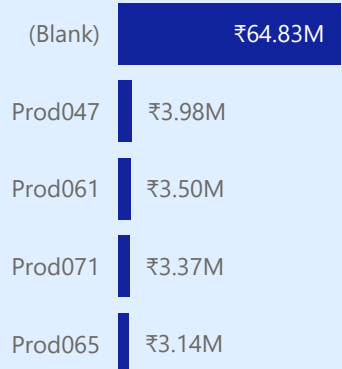


## Top 5 Customers

cust... ● Brick & M... ● E-Commer...



## Top 5 Products



# Sales Insights

Insights

Profit

Performance

350K

Sales Qty

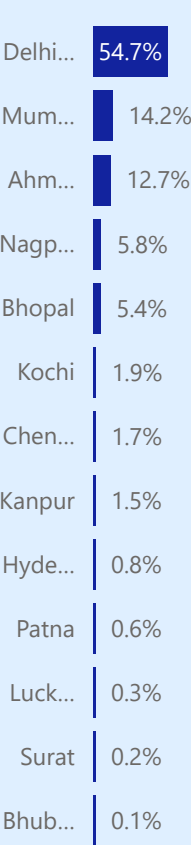
206.0M%

Total profit Margin

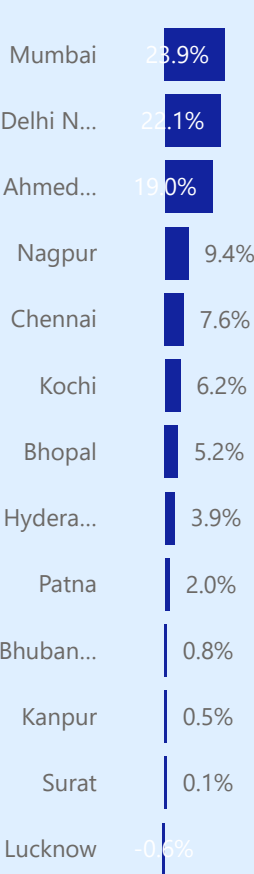
₹142.22M

Revenue

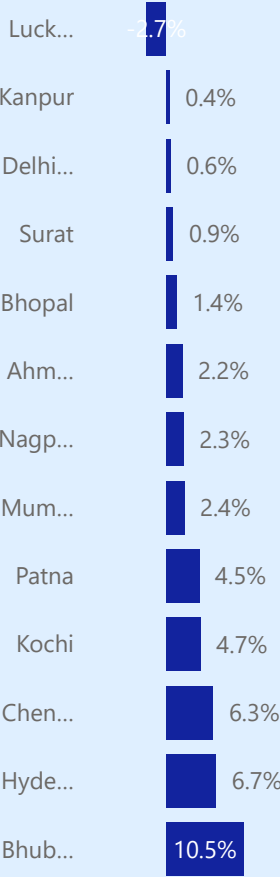
Revenue  
Contribution % by  
markets



Profit Contribution % by  
markets



Profit % by markets



2017

2018

2019

2020

Jan  
20

Feb  
20

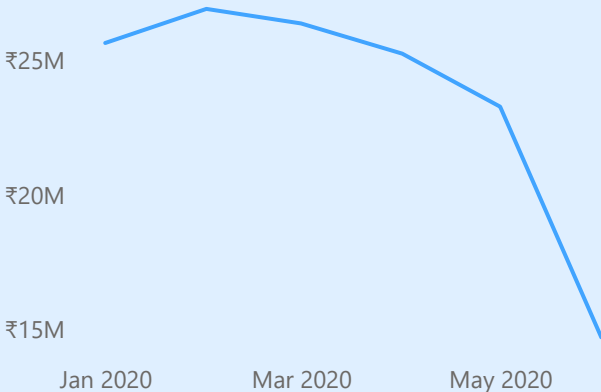
Mar  
20

Apr  
20

May  
20

Jun  
20

Revenue Trend



customer_ name	Revenue	Revenue Contributi on%	Profit margin Contributi on %	Prof Mar %
Zone	₹927,154.00	0.7%	0.2%	
Unity Stores	₹1,748,166.00	1.2%	3.3%	
Synthetic	₹916,267.00	0.6%	-0.4%	
Surge Stores	₹3,953,600.00	2.8%	11.9%	
Surface Stores	₹2,420,004.00	1.7%	3.2%	
Sound	₹710,856.00	0.5%	0.5%	
Total	₹142,224,545.00	100.0%	100.0%	

# Sales Insights

Insights

Profit

Performance

₹142.22M

Revenue

350K

Sales Qty

206.0M%

Total profit Margin

Profit Target

2%

2017

2018

2019

2020

Jan 20

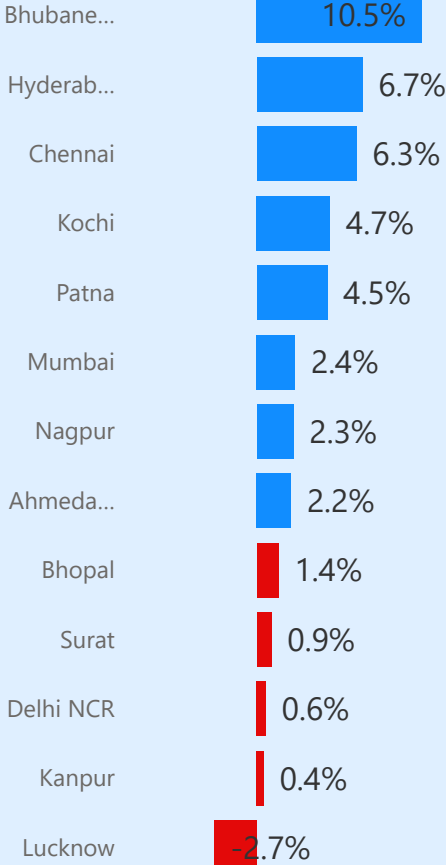
Feb 20

Mar  
20

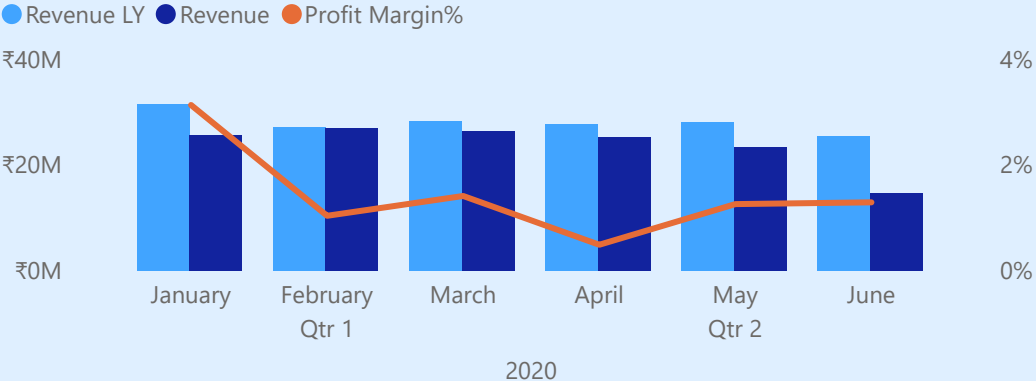
Apr 20



## Profit margin % by markets



## Revenue Trend



custmer_name	Revenue	Revenue Contributi on%	Profit margin Contribut ion %	Profit Margin%
Zone	₹927,154.00	0.7%	0.2%	0.5%
Unity Stores	₹1,748,166.00	1.2%	3.3%	3.9%
Synthetic	₹916,267.00	0.6%	-0.4%	-1.0%
Surge Stores	₹3,953,600.00	2.8%	11.9%	6.2%
Surface Stores	₹2,420,004.00	1.7%	3.2%	2.7%
Sound	₹740,856.00	0.5%	0.5%	1.3%
Sage	₹96,950.00	0.1%	0.2%	3.5%
Relief	₹773,301.00	0.5%	0.1%	0.3%
Propel	₹541,553.00	0.4%	0.7%	2.8%
Premium Stores	₹5,899,748.00	4.1%	1.4%	0.5%
Total	₹142,224,545.00	100.0%	100.0%	1.4%