

Sales Insight

₹984.81M

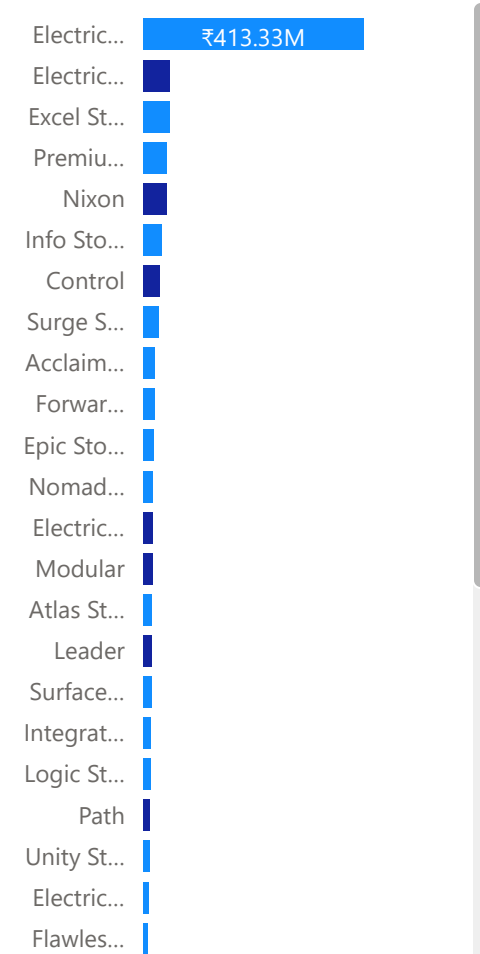
2M

Revenue

Sales Quantity

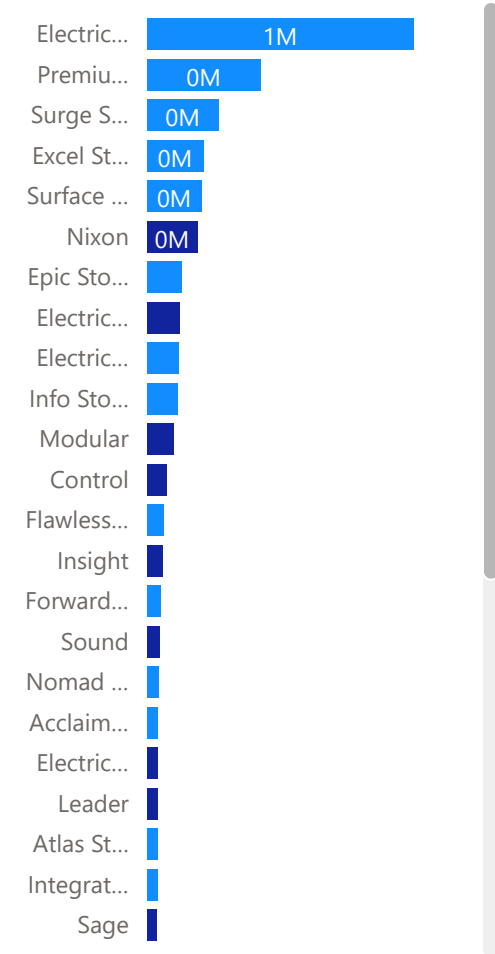
Revenue by Customers

custo... Brick & Mortar E-Comme...



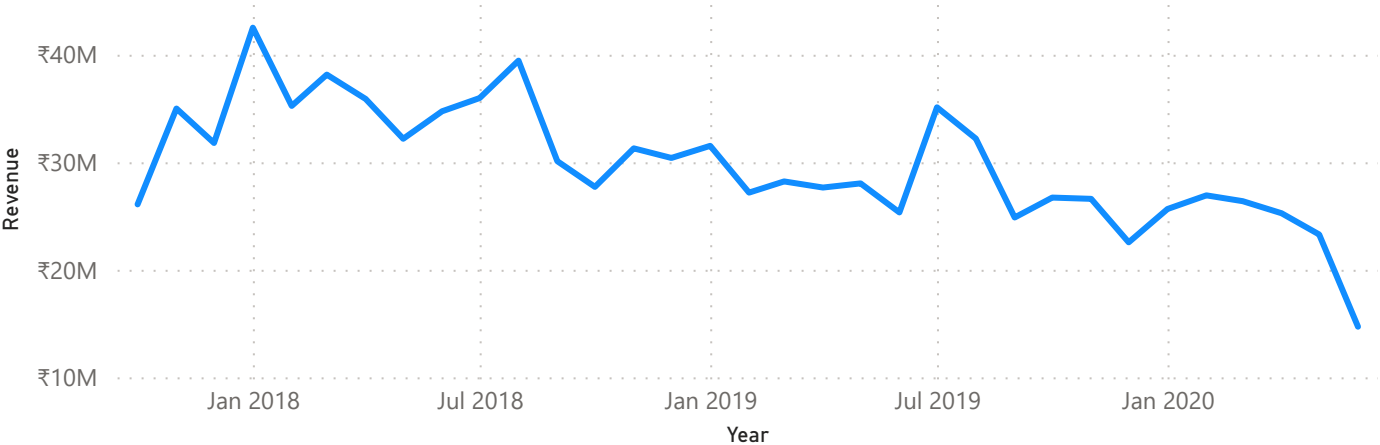
Sales Quantity by Customers

custo... Brick & Mortar E-Commerce

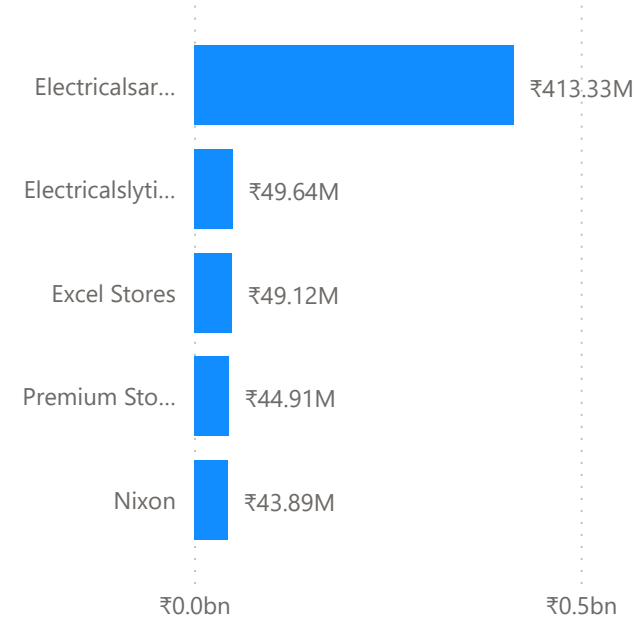


2017	2019
2018	2020

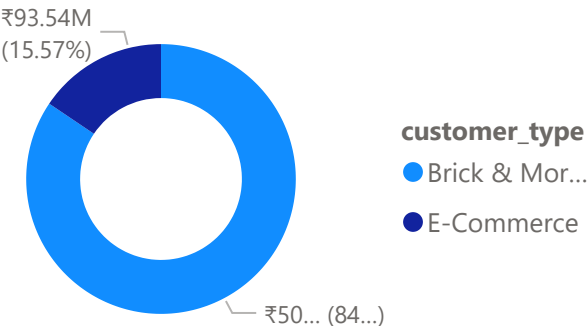
Revenue by Year, Quarter, Month and Day



Top 5 Customers by Revenue



Customer Segmentation



Customer Segmentation Brick & Mortar

₹93.54M

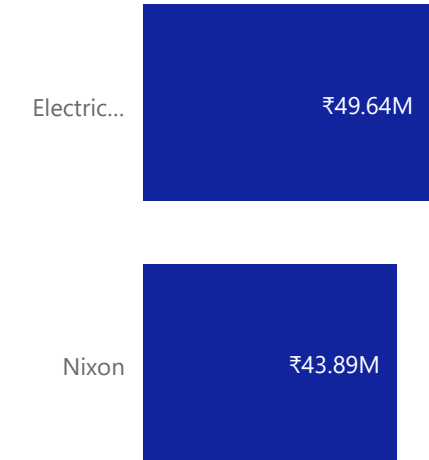
Revenue

203K

Sales Quantity

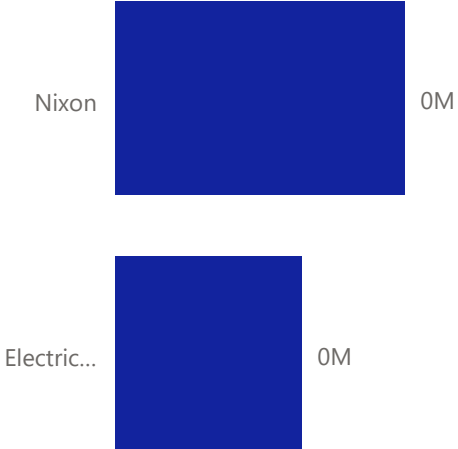
Revenue by Customers

● E-Commerce



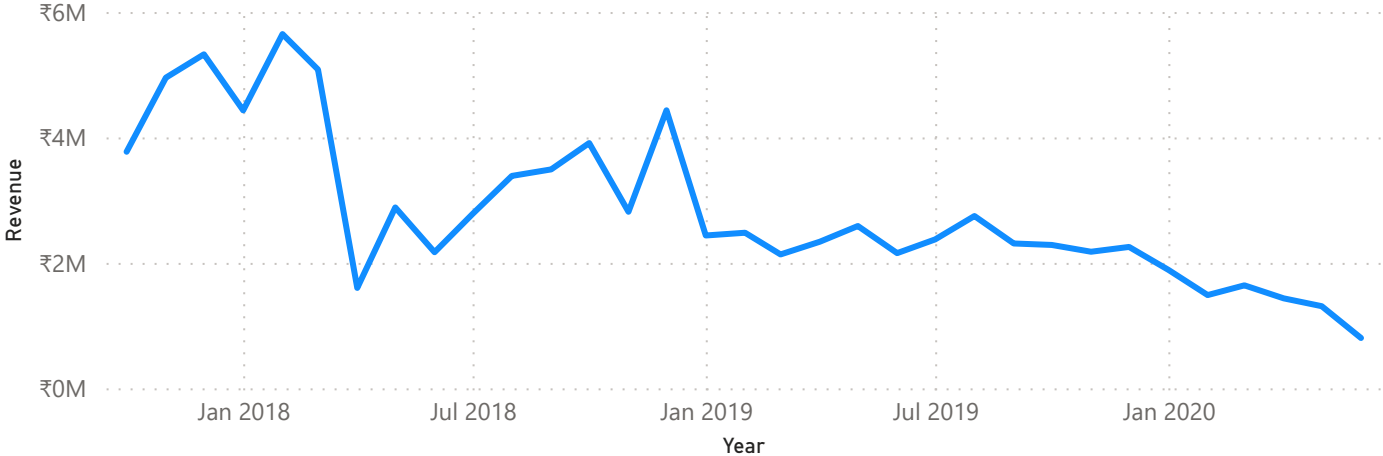
Sales Quantity by Customers

● E-Commerce



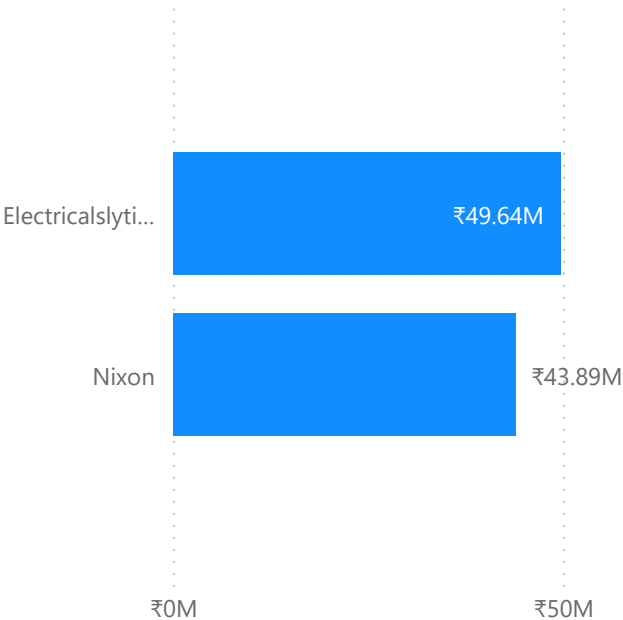
2017	2019
2018	2020

Revenue by Year, Quarter, Month and Day

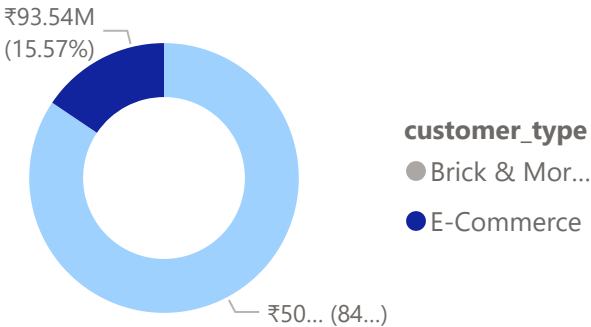


April	December	January	June
August	February	July	March

Top 5 Customers by Revenue



Customer Segmentation



Customer Contribution

₹669.6M

1M

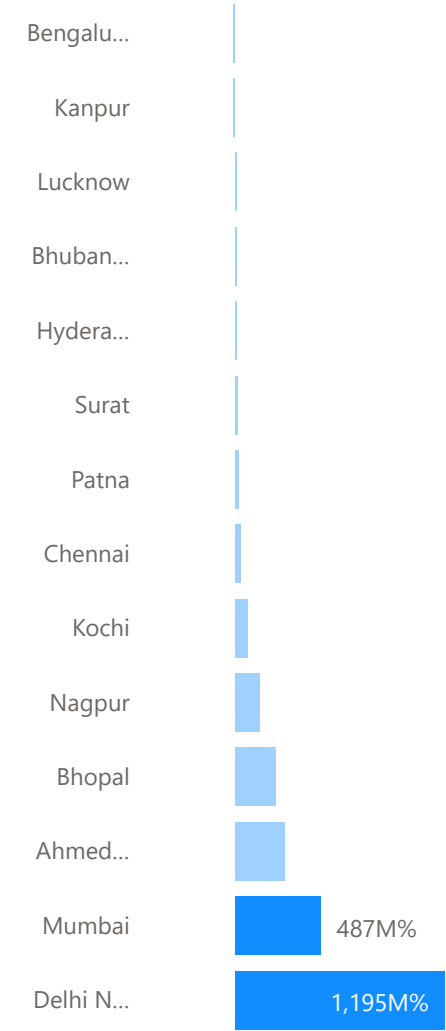
1,682.6M%

Revenue

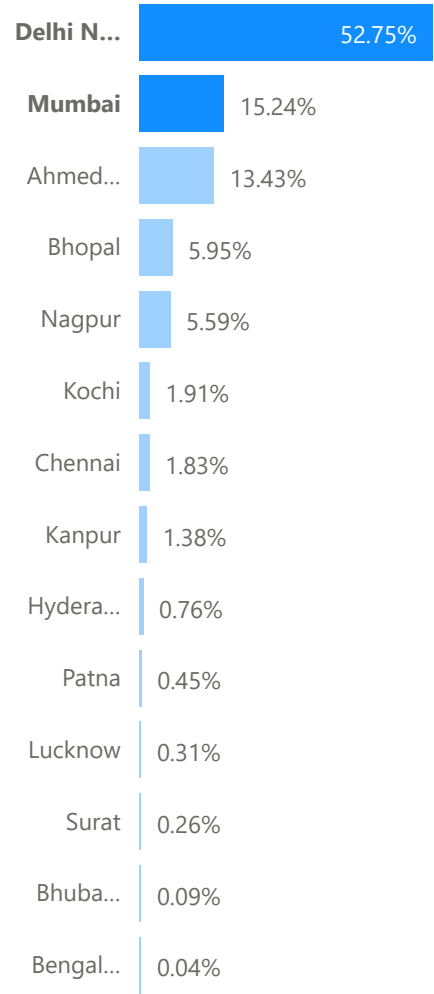
Sales Quantity

Total Profit Margin

Profit Contribution % by Market

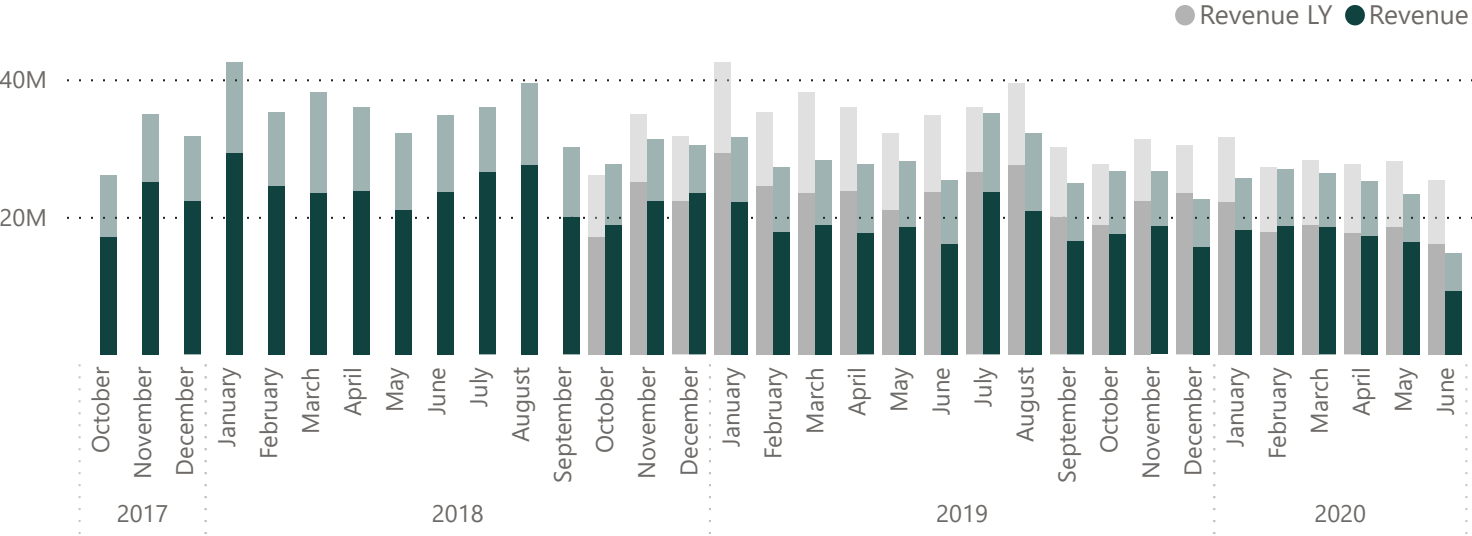


Revenue Contribution % by Market



2017	2019	April	December	January	June
2018	2020	August	February	July	March

Revenue LY and Revenue by Year and Month



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Total Profit %
Electricalsara Stores	₹41,20,12,119.00	41.84%	37.61%	2.25%
Electricalslytical	₹4,80,95,673.00	4.88%	6.82%	3.50%
Premium Stores	₹4,49,06,666.00	4.56%	4.27%	2.35%
Nixon	₹3,81,79,517.00	3.88%	6.49%	4.19%
Info Stores	₹3,09,27,592.00	3.14%	1.11%	0.88%
Electricalsocity	₹1,70,50,353.00	1.73%	2.88%	4.16%
Acclaimed Stores	₹1,33,36,103.00	1.35%	1.96%	3.63%
Logic Stores	₹1,31,43,594.00	1.33%	1.97%	3.69%
Path	₹1,26,87,852.00	1.29%	0.88%	1.71%
Excel Stores	₹1,02,50,431.00	1.04%	-0.11%	-0.27%
Total	₹66,95,99,072.00	67.99%	68.24%	2.51%

Red Alert Total Profit % by Market 2020

₹80.7M

Revenue

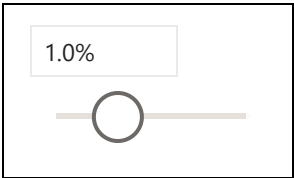
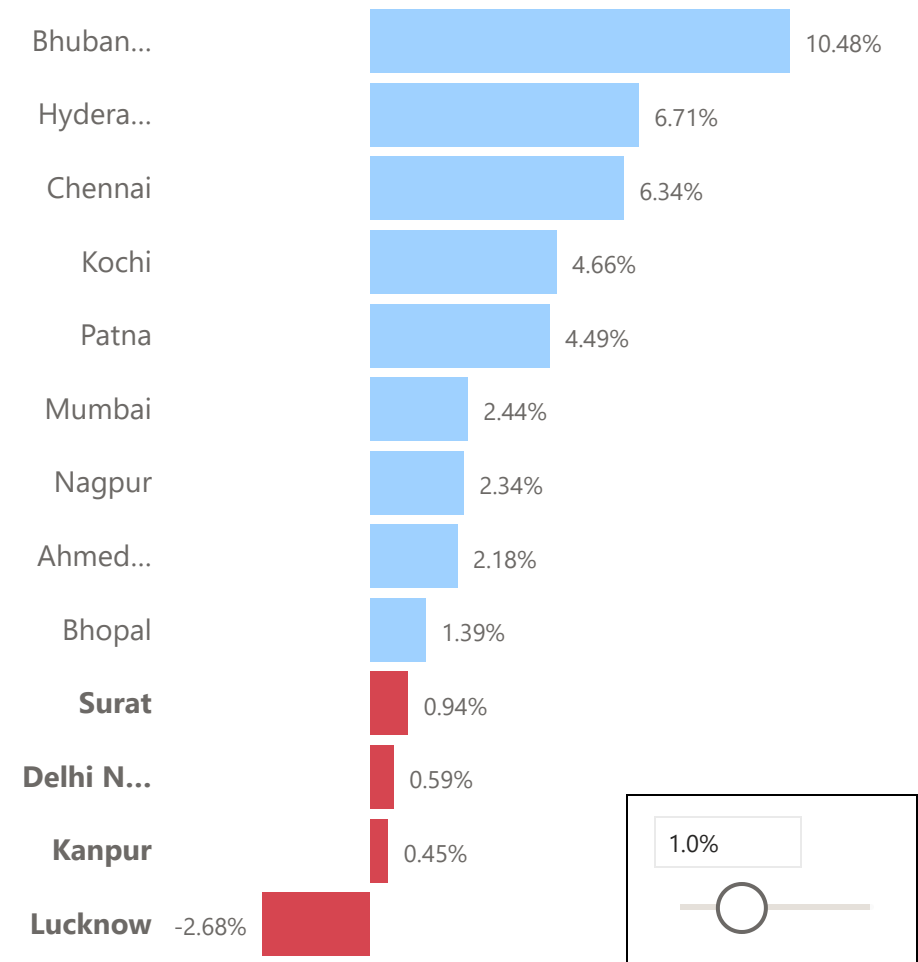
162K

Sales Quantity

45.5M%

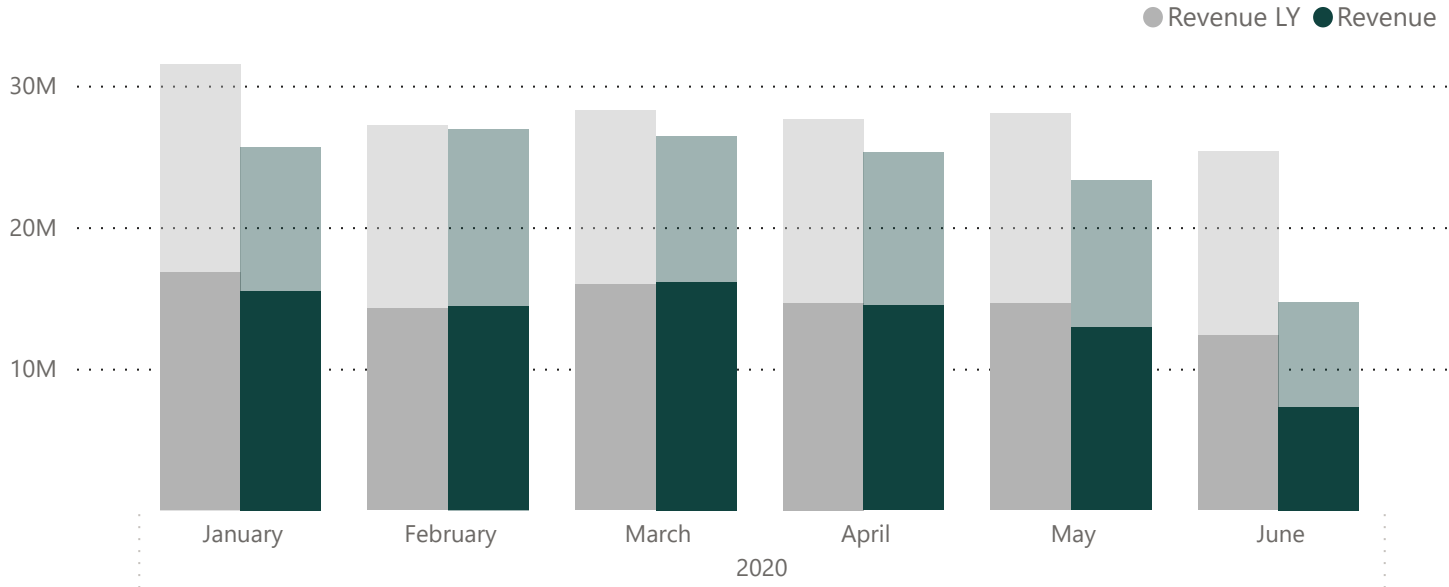
Total Profit Margin

Total Profit % by Market



2017	2019	April	January	March
2018	2020	February	June	May

Revenue LY and Revenue by Year and Month



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Total Profit %
Zone	₹10,829.00	0.01%	-0.10%	-18.61%
Control	₹3,19,558.00	0.22%	-0.63%	-4.05%
Insight	₹4,95,760.00	0.35%	-0.64%	-2.68%
Acclaimed Stores	₹15,29,782.00	1.08%	0.05%	0.07%
Electricalsara Stores	₹6,51,21,286.00	45.79%	11.05%	0.35%
Premium Stores	₹58,54,726.00	4.12%	1.50%	0.53%
Info Stores	₹44,92,145.00	3.16%	6.16%	2.83%
Nixon	₹22,64,445.00	1.59%	3.41%	3.11%
All-Out	₹4,73,625.00	0.33%	1.00%	4.37%
Nomad Stores	₹95,925.00	0.07%	0.26%	5.56%
Total	₹8,06,58,081.00	56.71%	22.07%	0.56%