

# Sales Insights

Home

Key Insights

Profit Analysis

Revenue Analysis

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Profit Analysis

Revenue Analysis

2017	2018	2019	2020
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Jan 18	May 18	Sep 18
Feb 18	Jun 18	Oct 18
Mar 18	Jul 18	Nov 18
Apr 18	Aug 18	Dec 18

Revenue

₹414M



RGP 345.1%

Sales Qty

997K



QGP 325.4%

Top 5 Customers

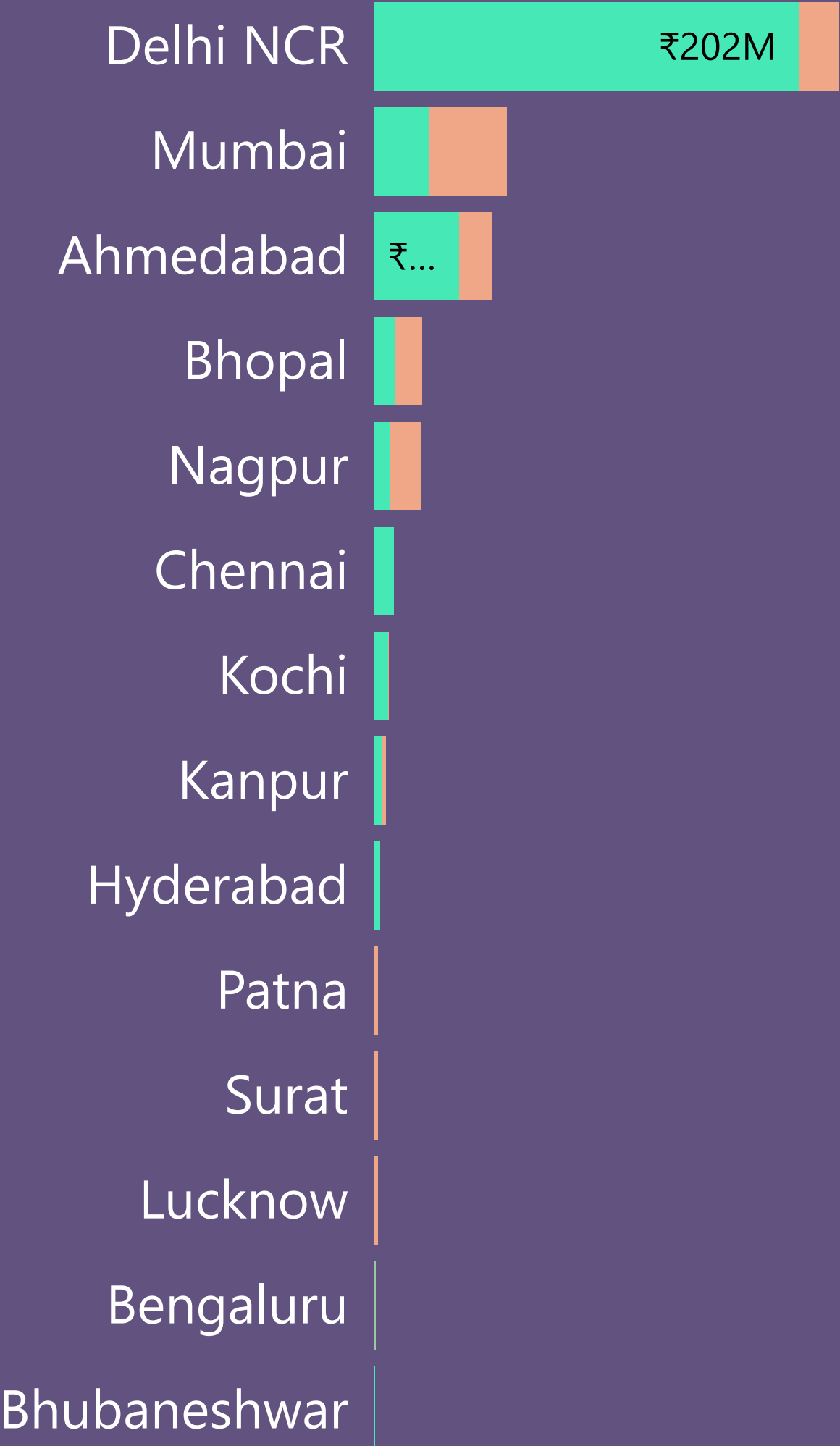
customer_name	Revenue
Electricalsara Stores	₹173.1M
Electricalslytical	₹20.8M
Excel Stores	₹18.1M
Nixon	₹21.8M
Premium Stores	₹18.7M
Total	₹252.4M

Top 5 Products

product_code	Revenue
	₹200.6M
Prod040	₹13.4M
Prod049	₹7.3M
Prod053	₹8.0M
Prod159	₹10.9M
Total	₹240.2M

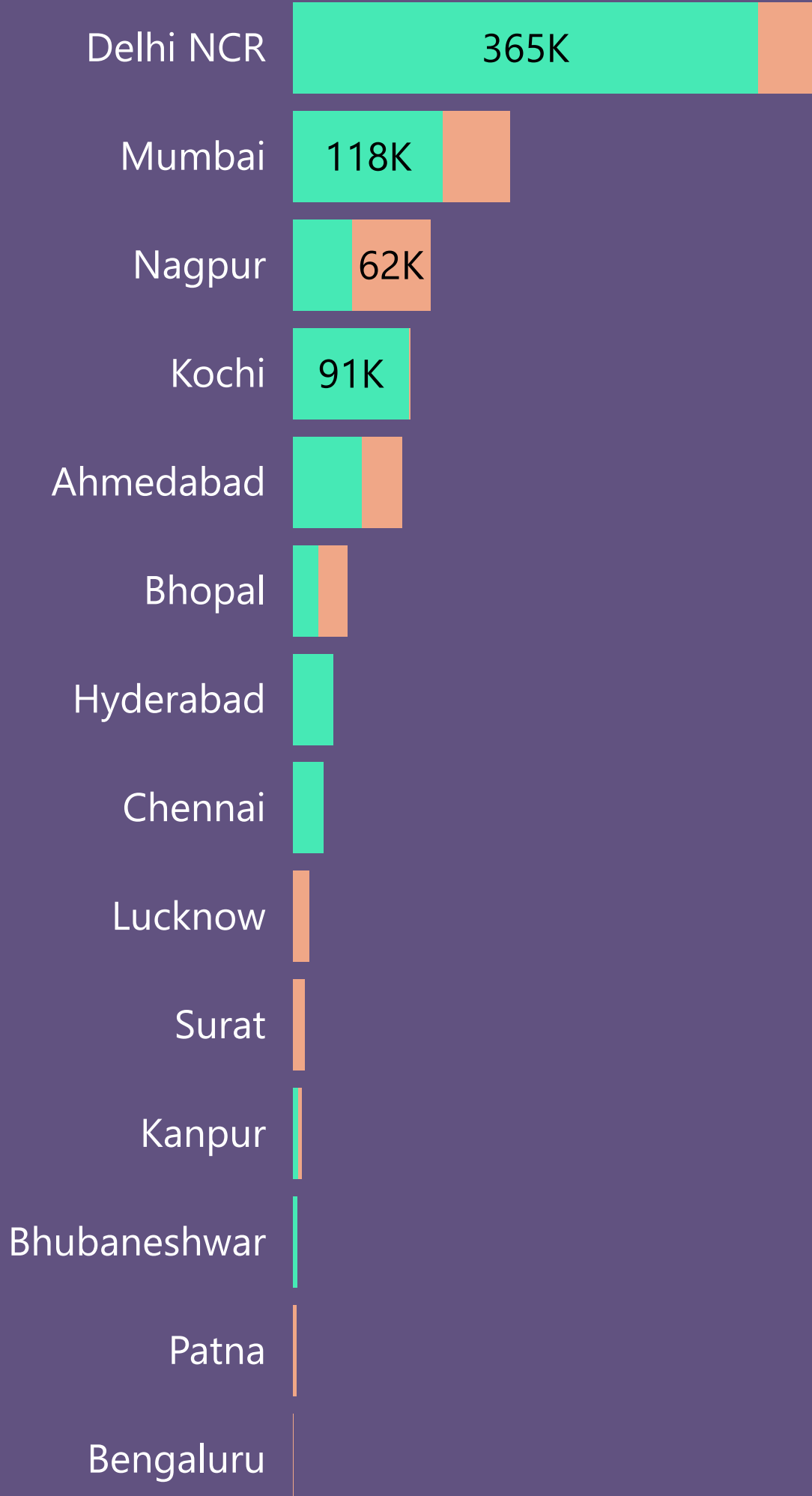
Revenue By Markets

Brick & Mortar E-Commerce



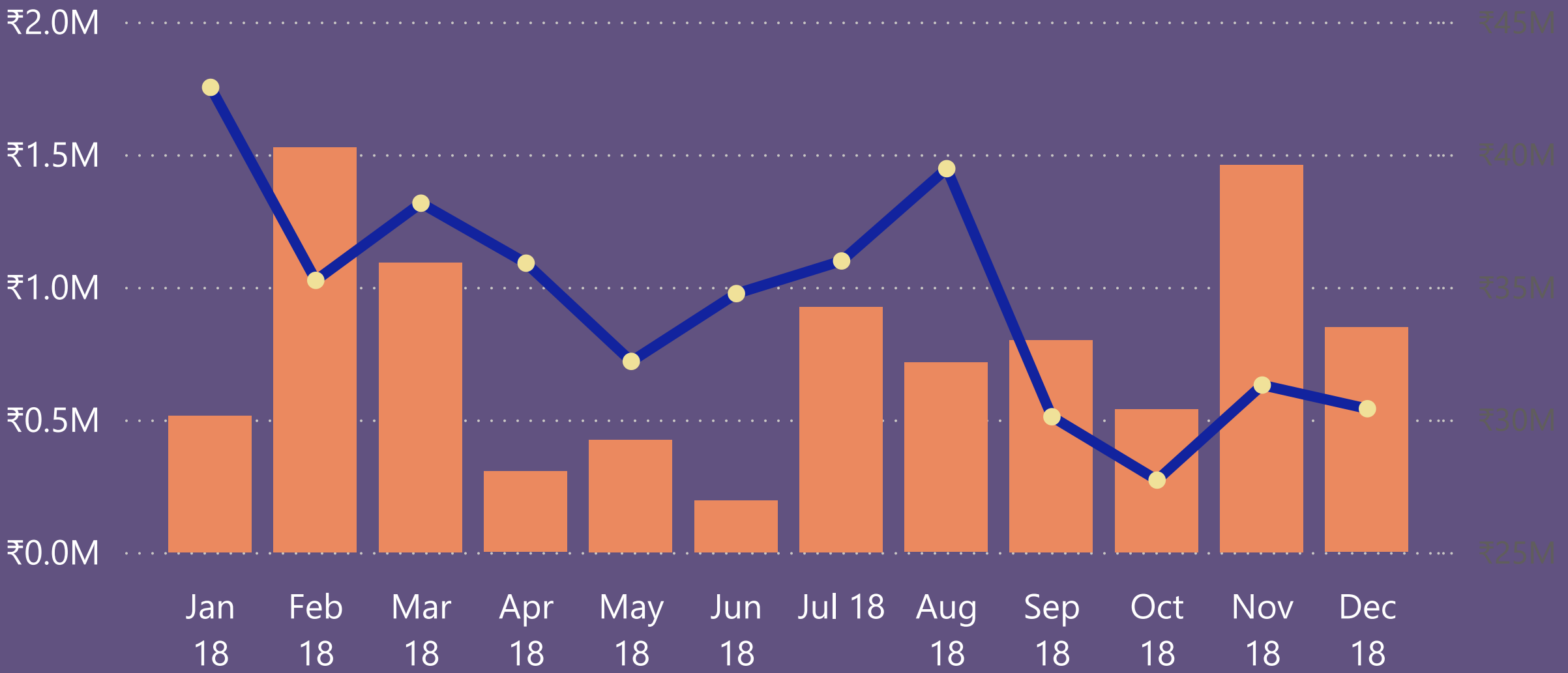
Sales Qty by Markets

Brick & Mortar E-Commerce



Revenue Trend

Total Profit Margin Revenue



Revenue By Customer Type

Brick & Mortar E-Commerce



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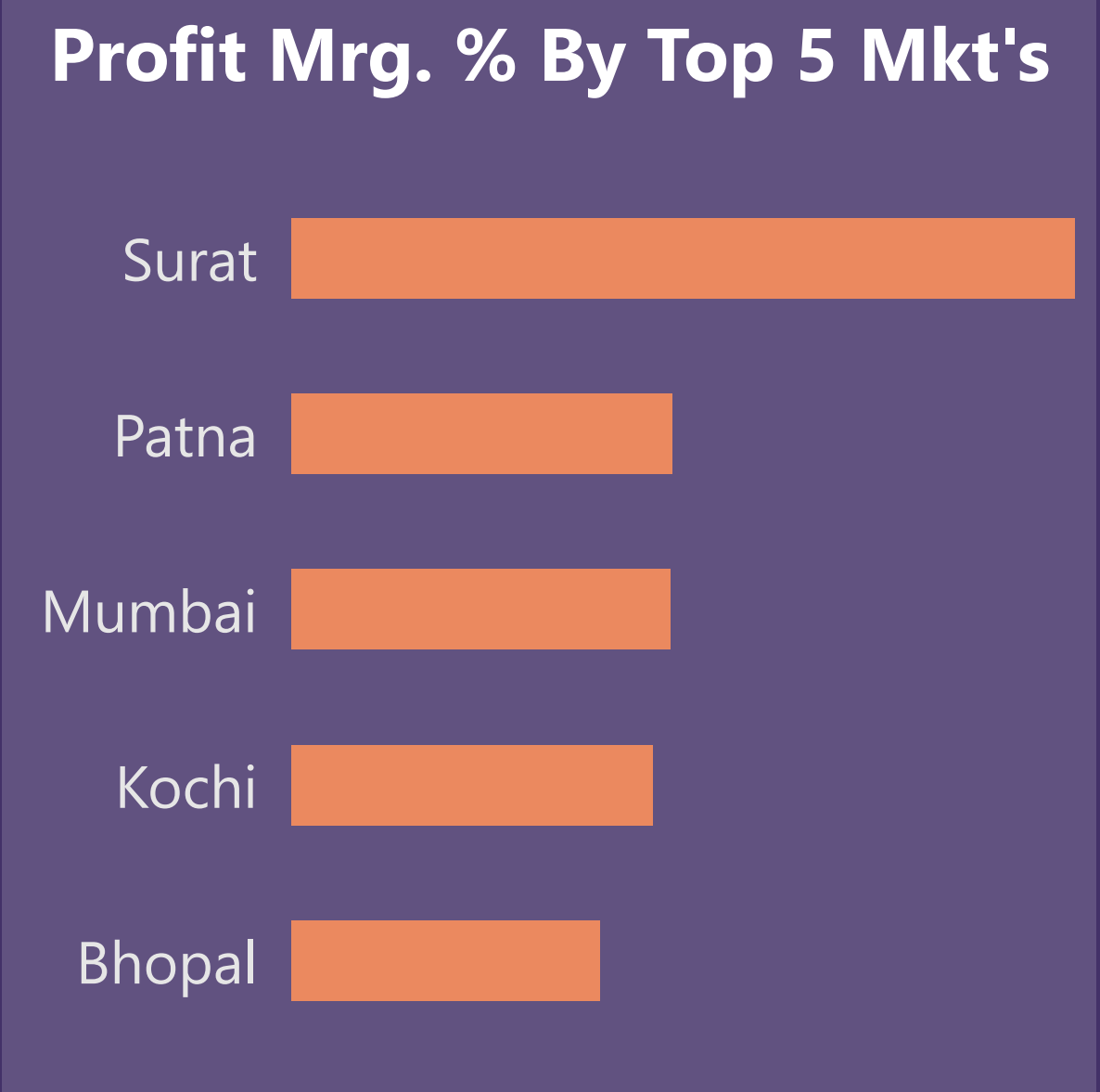
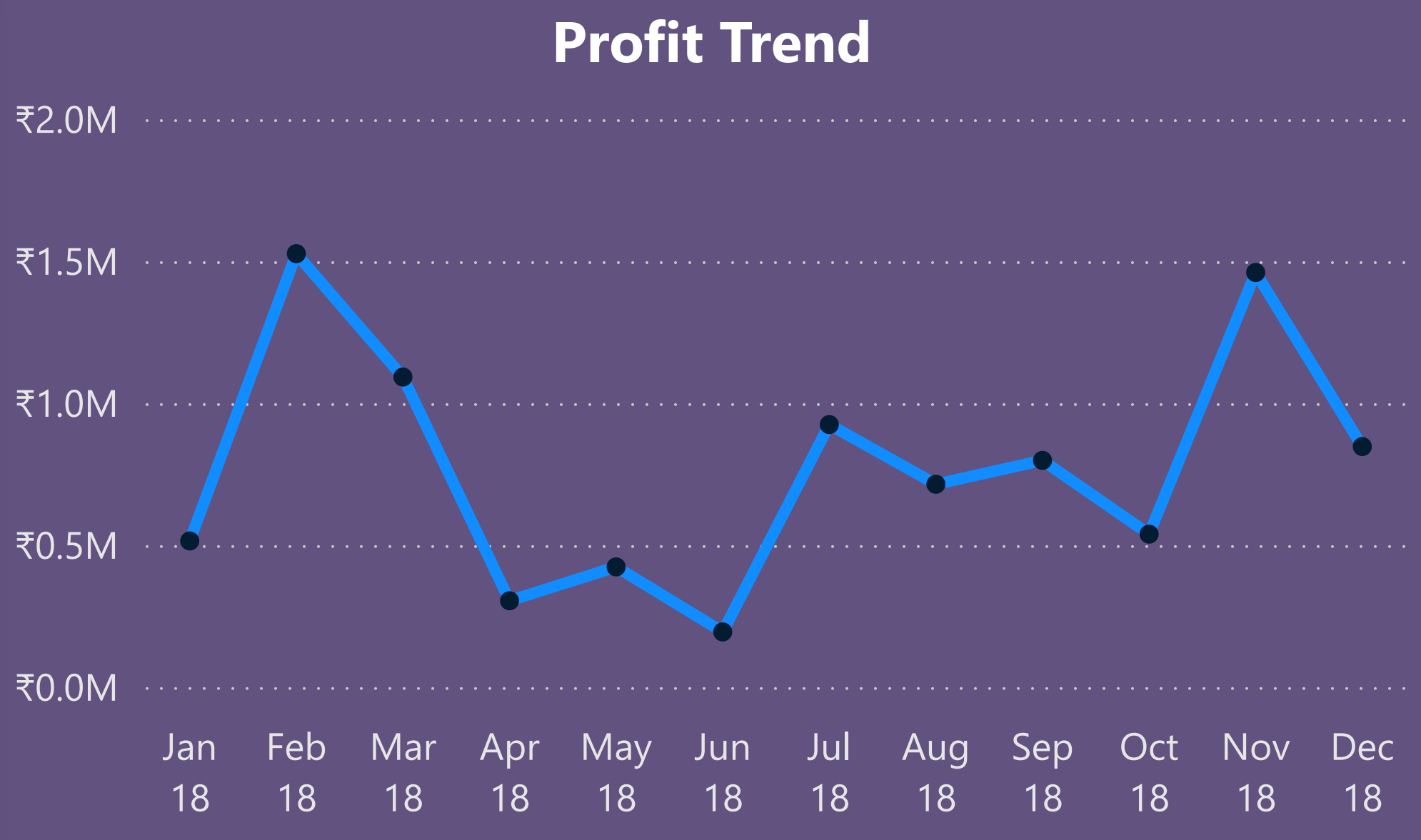
Profit Analysis

Revenue Analysis

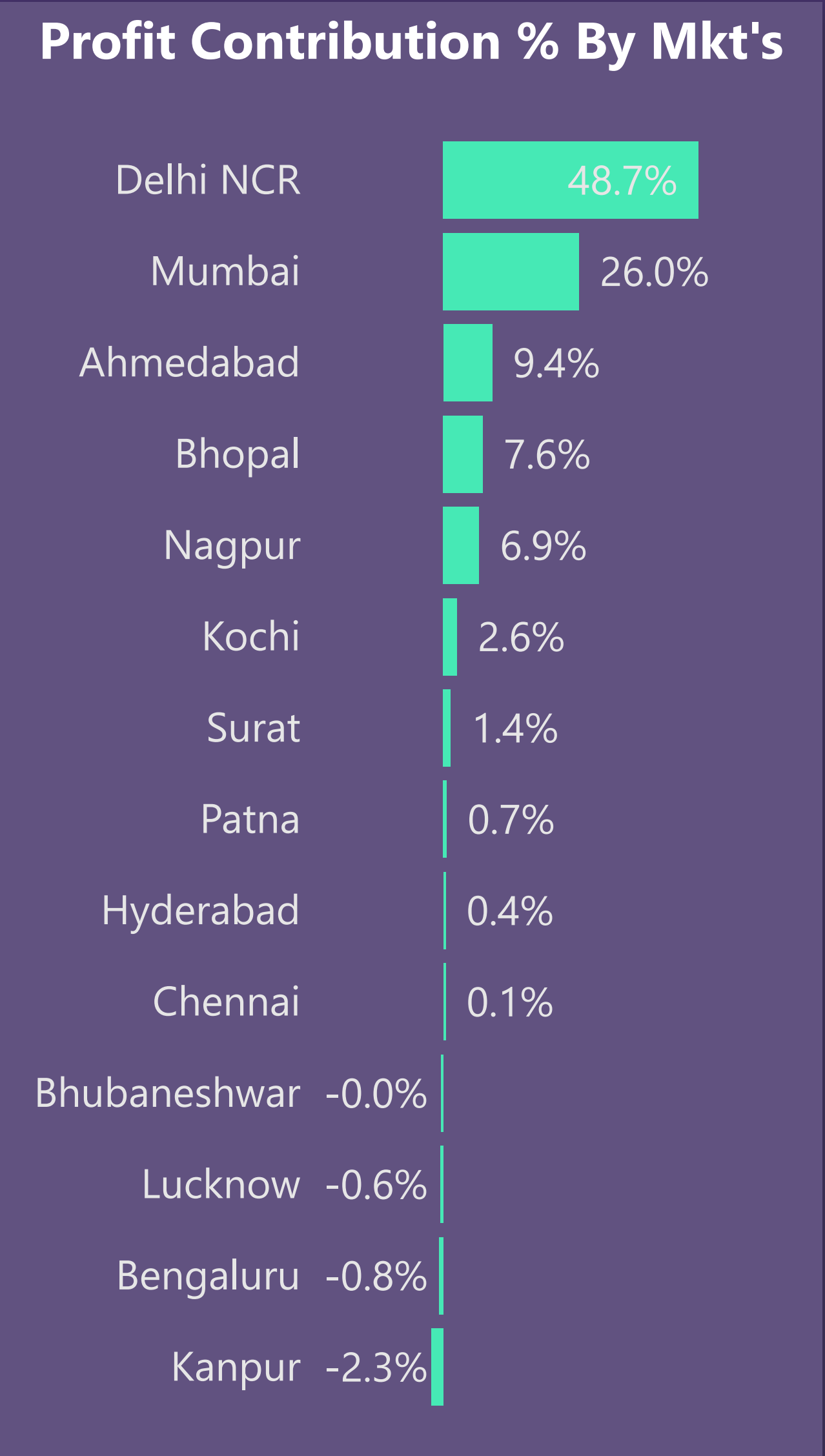
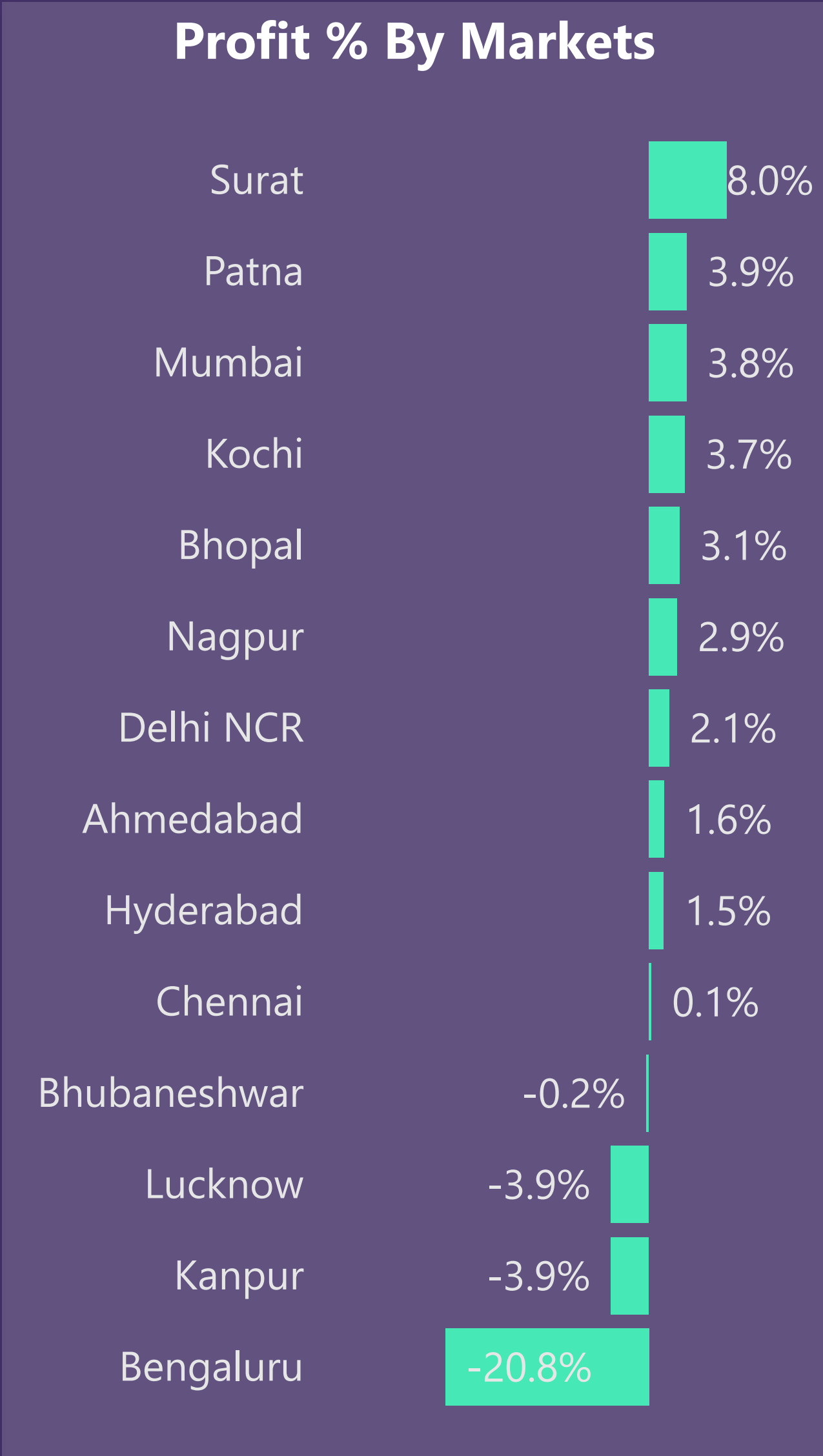
2017	2018	2019	2020
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Jan 18	May 18	Sep 18
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Revenue	Sales Qty	Tt. Profit Margin
₹414M	997K	₹9M
<div></div>	<div></div>	<div></div>
RGP 345.1%	QGP 325.4%	



Revenue and Profit Trends By Customers				
custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹173.1M	41.8%	35.1%	1.9%
Nixon	₹21.8M	5.3%	10.1%	4.3%
Electricalslytical	₹20.8M	5.0%	7.8%	3.5%
Premium Stores	₹18.7M	4.5%	6.9%	3.5%
Excel Stores	₹18.1M	4.4%	1.4%	0.7%
Info Stores	₹15.0M	3.6%	0.5%	0.3%
Control	₹15.0M	3.6%	2.7%	1.7%
Surge Stores	₹12.6M	3.1%	1.5%	1.1%
Forward Stores	₹9.6M	2.3%	2.0%	2.0%
Acclaimed Stores	₹9.3M	2.3%	2.1%	2.1%
Electricalsocity	₹9.3M	2.2%	6.0%	6.0%
Nomad Stores	₹7.8M	1.9%	1.6%	1.9%
Leader	₹7.4M	1.8%	2.8%	3.5%
Epic Stores	₹7.3M	1.8%	2.7%	3.4%
Total	₹413.7M	100.0%	100.0%	2.3%



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2017

2018

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Jan 18

May 18

Sep 18

Feb 18

Jun 18

Oct 18

Mar 18

Jul 18

Nov 18

Apr 18

Aug 18

Dec 18

-1%

Revenue

₹414M

⬆

RGP 345.1%

Sales Qty

997K

⬆

QGP 325.4%

Tt. Profit Margin

₹9M

⬆

Revenue Trend

● Revenue LY ● Revenue ● Profit Margin %

Month	Revenue LY (₹M)	Revenue (₹M)	Profit Margin %
Jan 18	25	42	1.2
Feb 18	35	35	4.2
Mar 18	38	38	2.8
Apr 18	10	36	0.8
May 18	15	32	1.2
Jun 18	5	35	0.6
Jul 18	30	36	2.5
Aug 18	20	40	1.8
Sep 18	28	30	2.6
Oct 18	25	28	2.0
Nov 18	35	31	4.5
Dec 18	32	30	2.8

Revenue Contribution % By Markets

Market	Contribution %
Central	3.5%
North	1.9%
South	1.1%

Revenue Cont. % By Top 5Markets

Market	Contribution %
Delhi NCR	53.4%
Mumbai	15.2%
Ahmedabad	13.5%
Bhopal	5.5%
Nagpur	5.4%

Revenue Cont. % By Markets

Market	Contribution %
Delhi NCR	53.4%
Mumbai	15.2%
Ahmedabad	13.5%
Bhopal	5.5%
Nagpur	5.4%
Chennai	2.2%
Kochi	1.6%
Kanpur	1.3%
Hyderabad	0.6%
Patna	0.4%
Surat	0.4%
Lucknow	0.3%
Bengaluru	0.1%
Bhubaneswar	0.1%