



Revenue

₹142.22M

Sales Qty

350K

2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20



Sales Insights



Profit Analysis



Performance Insights

Reset Filters

Revenue by Markets

Brick & Mortar ● E-Commerce

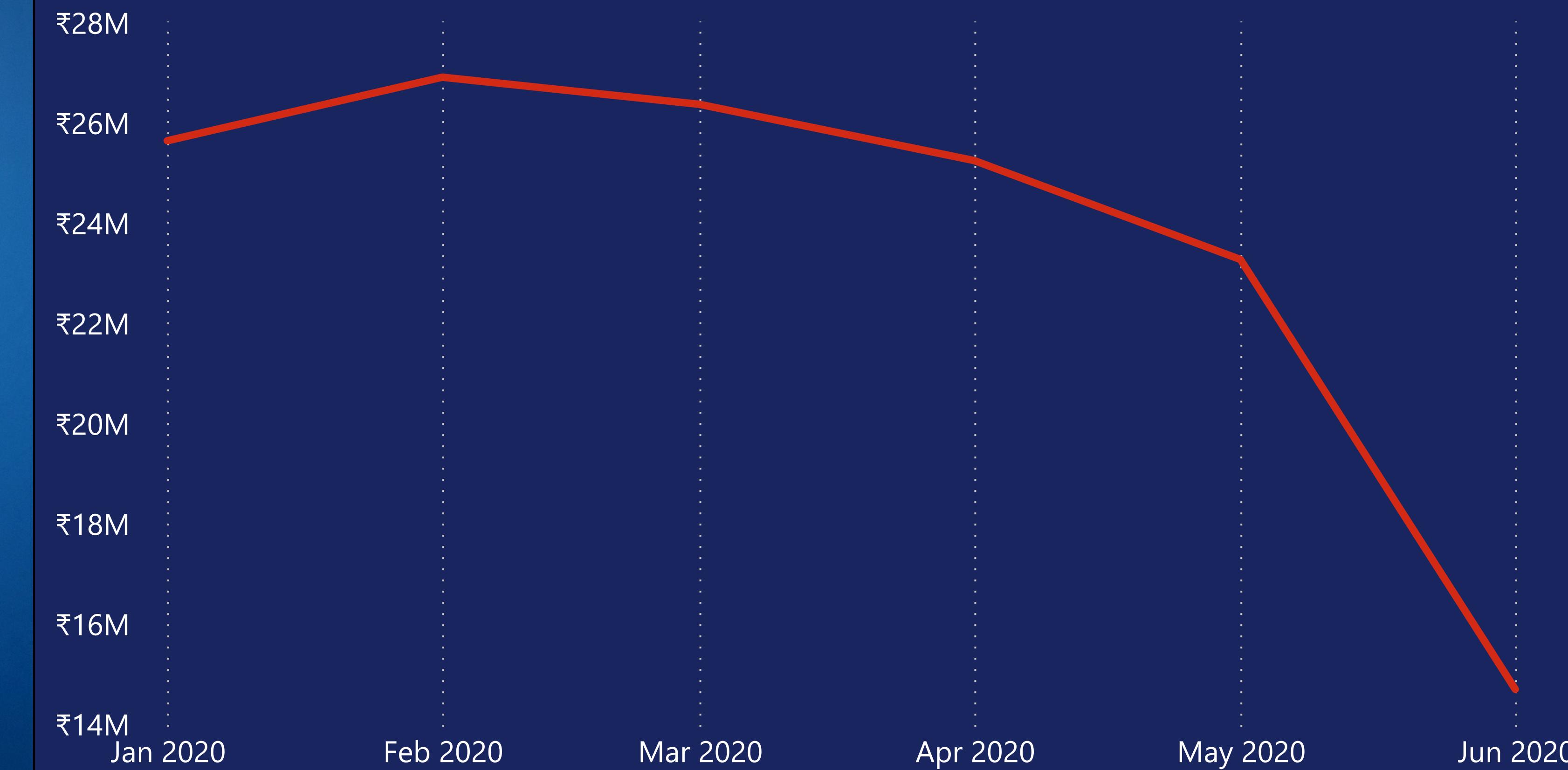
Market	Brick & Mortar	E-Commerce
Delhi NCR	₹75.47M	₹2.26M
Mumbai	₹9.59M	₹10.59M
Ahmeda...	₹13.77M	₹4.24M
Nagpur	₹2.40M	₹5.86M
Bhopal	₹3.82M	₹3.85M
Kochi	₹2.63M	₹0.09M
Chennai	₹2.46M	
Kanpur	₹1.63M	₹0.55M
Hyderabad	₹1.21M	
Patna	₹0.90M	
Lucknow	₹0.50M	
Surat	₹0.25M	
Bhubane...	₹0.16M	

Sales Qty by Markets

Brick & Mortar ● E-Commerce

Market	Brick & Mortar	E-Commerce
Delhi NCR	132K	12K
Mumbai	21K	22K
Nagpur	18K	23K
Kochi	35K	0K
Ahmeda...	23K	7K
Bhopal	8K	7K
Lucknow	12K	15K
Hyderabad	7K	
Chennai	3K	
Bhubane...	2K	1K
Patna	2K	
Surat	1K	

Revenue Trend



Top 5 Customers

Electricals...	₹65.64M
Excel Stores	₹7.93M
Premium S...	₹5.90M
Electricals...	₹5.54M
Info Stores	₹5.06M

Top 5 Products

(Blank)	₹64.83M
Prod047	₹3.98M
Prod061	₹3.50M
Prod071	₹3.37M
Prod065	₹3.14M



Revenue

₹142.22M

Sales Qty

350K

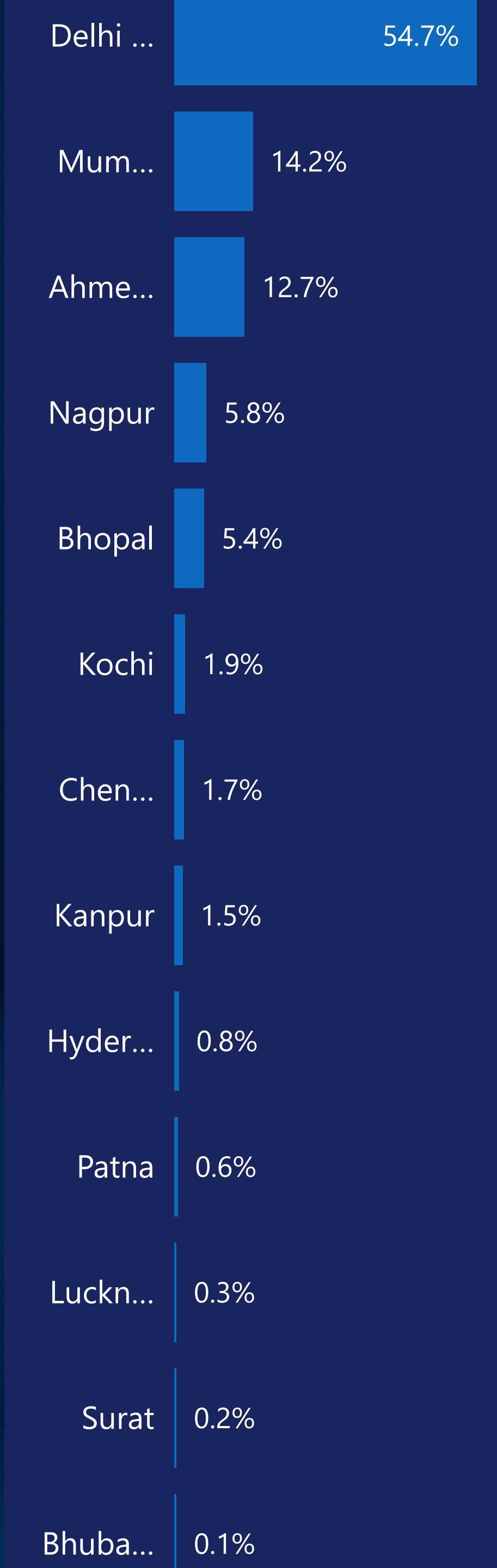
Total Profit Margin

₹2.1M

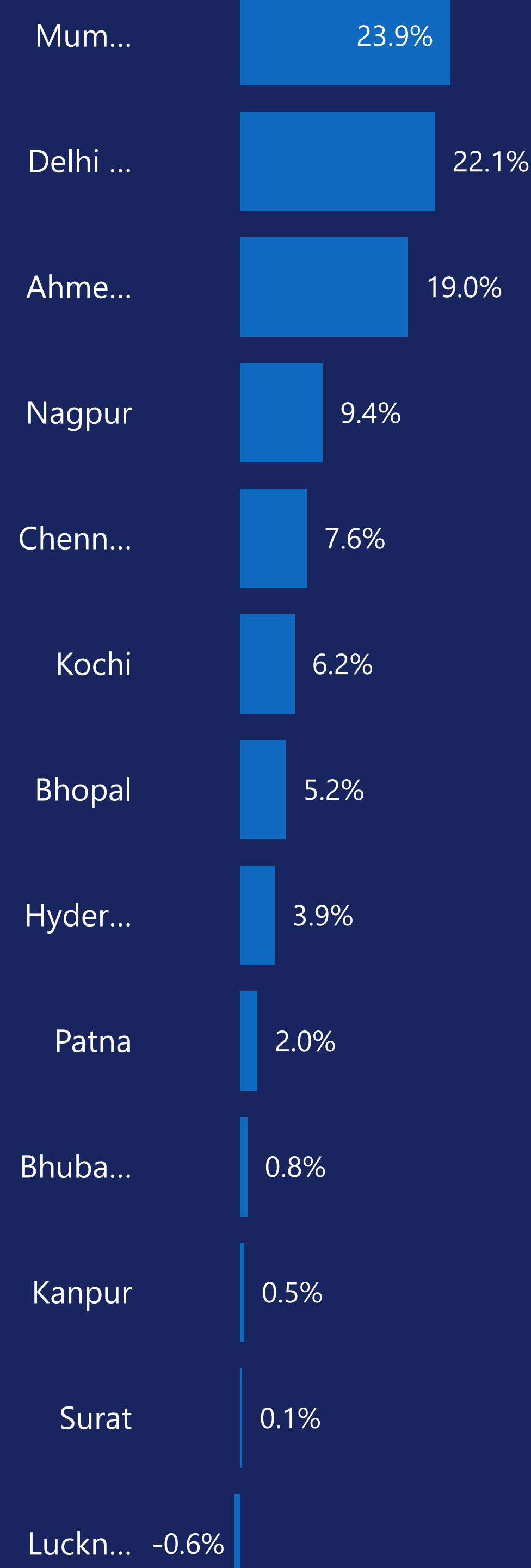


Reset Filters

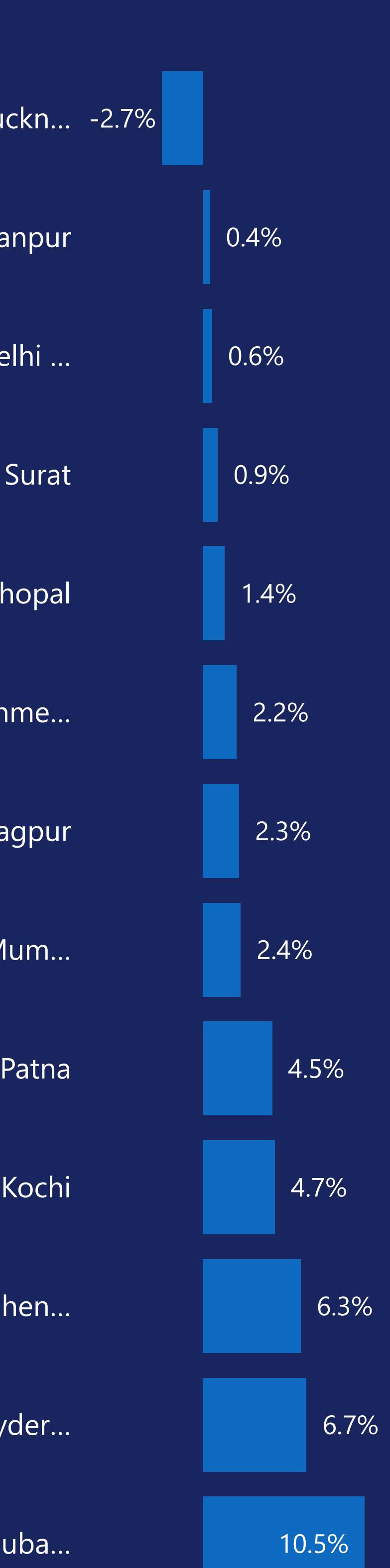
Revenue Contribution % by Markets



Profit Contribution % by Market



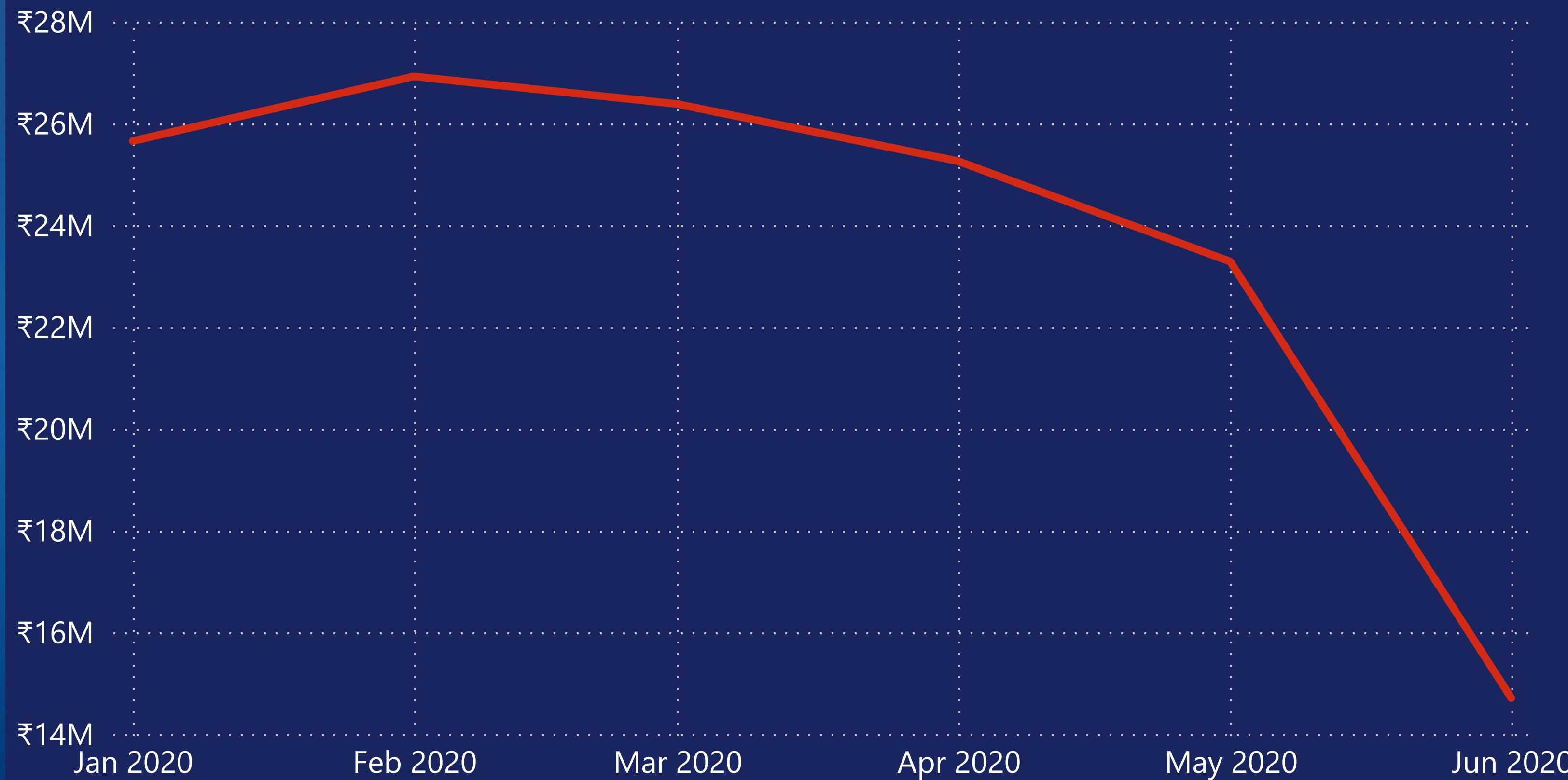
Profit % by Market



2017	2018	2019	2020
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Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin contribution %	Profit Margin %
Acclaimed Stores	₹3.1M	2.2%	6.1%	4.0%
All-Out	₹0.7M	0.5%	1.6%	4.5%
Atlas Stores	₹2.2M	1.5%	2.1%	2.0%
Control	₹4.2M	2.9%	2.5%	1.2%
Electricalsara Stores	₹65.6M	46.2%	11.9%	0.4%
Electricalsbea Stores	₹0.1M	0.0%	0.4%	15.6%
Electricalslance Stores	₹0.1M	0.1%	0.2%	3.5%
Electricalslytical	₹5.5M	3.9%	1.3%	0.5%
Electricalsociety	₹2.5M	1.8%	3.3%	2.7%
Electricalsopedia Stores	₹1.0M	0.7%	2.9%	5.9%
Electricalsquipo Stores	₹0.1M	0.1%	-0.5%	-11.5%
Elite	₹1.2M	0.9%	3.2%	5.3%
Epic Stores	₹3.0M	2.1%	-6.8%	-4.7%
Excel Stores	₹7.9M	5.6%	12.5%	3.3%
Total	₹142.2M	100.0%	100.0%	1.4%



Revenue

₹142.22M

Sales Qty

350K

Total Profit Margin

₹2.1M

Profit Target

2.0%

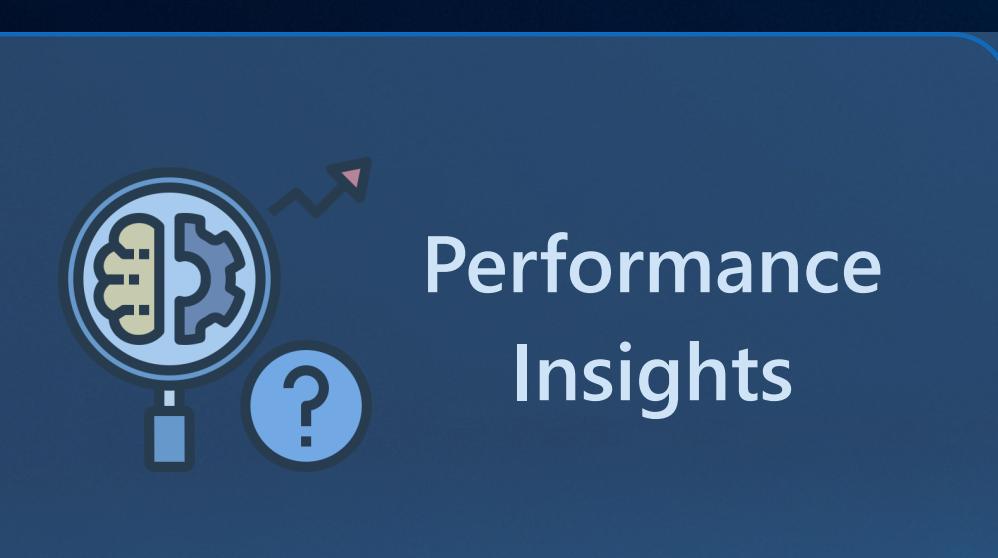
2017	2018	2019	2020		
Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20



Sales Insights



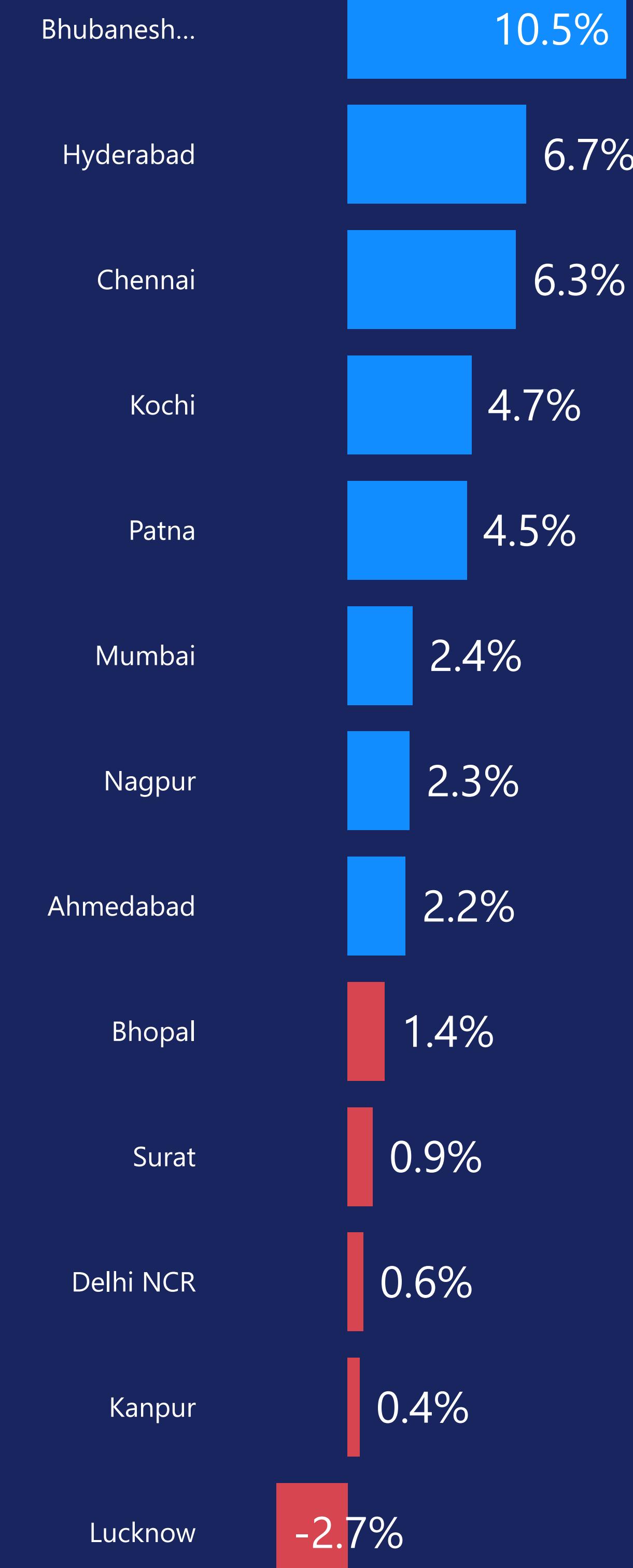
Profit Analysis



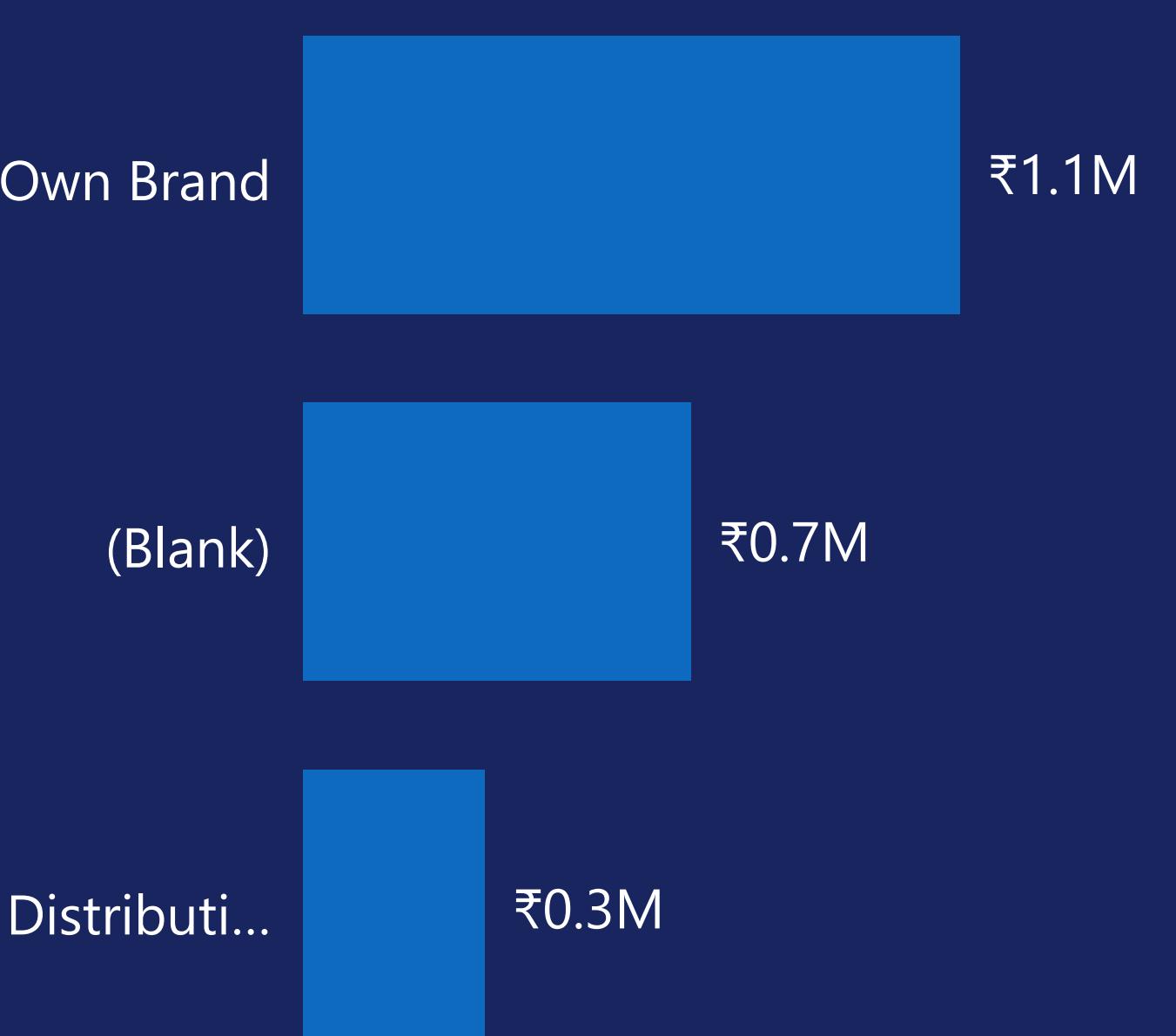
Performance Insights

Reset Filters

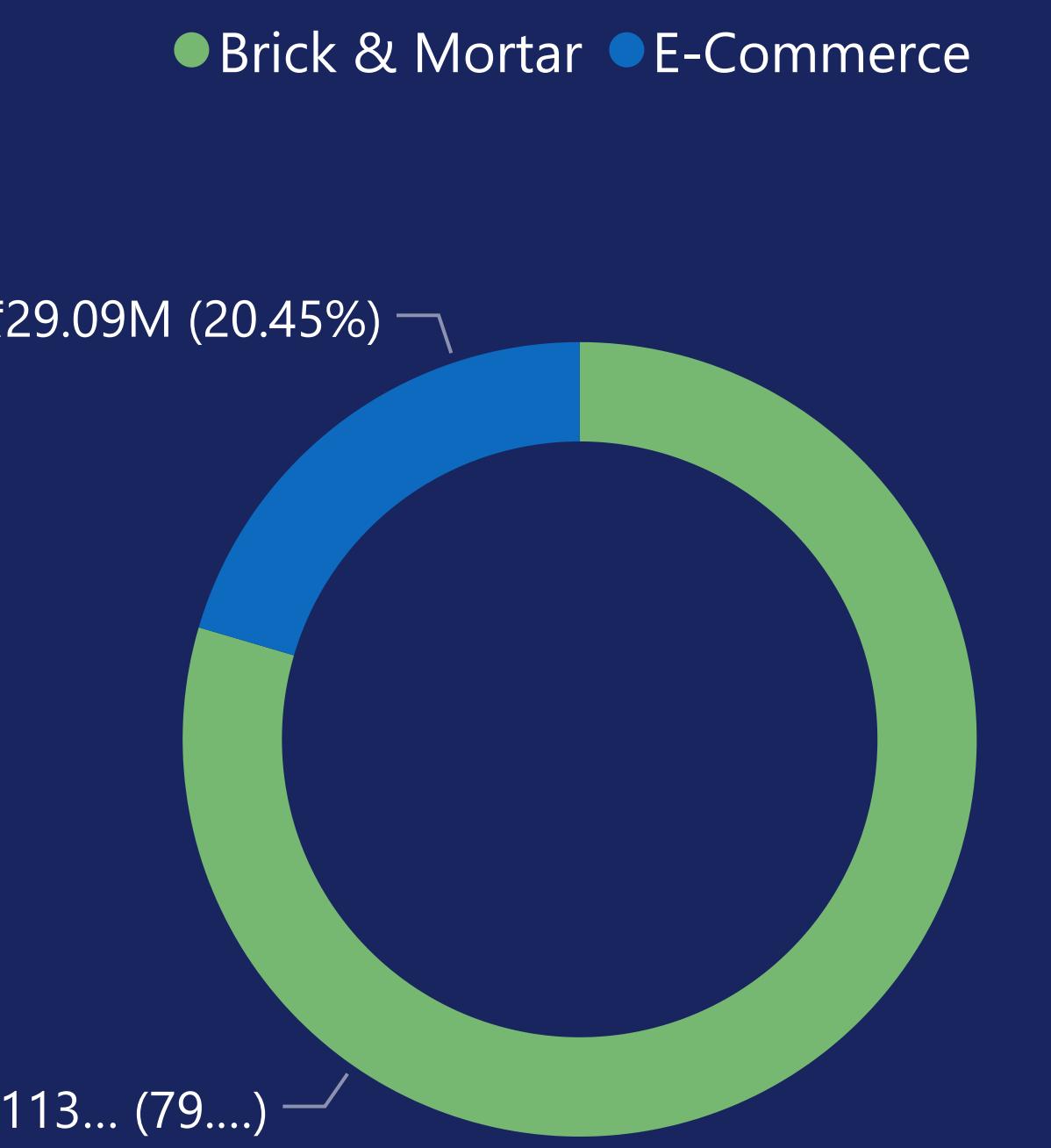
Revenue Contribution % by Market



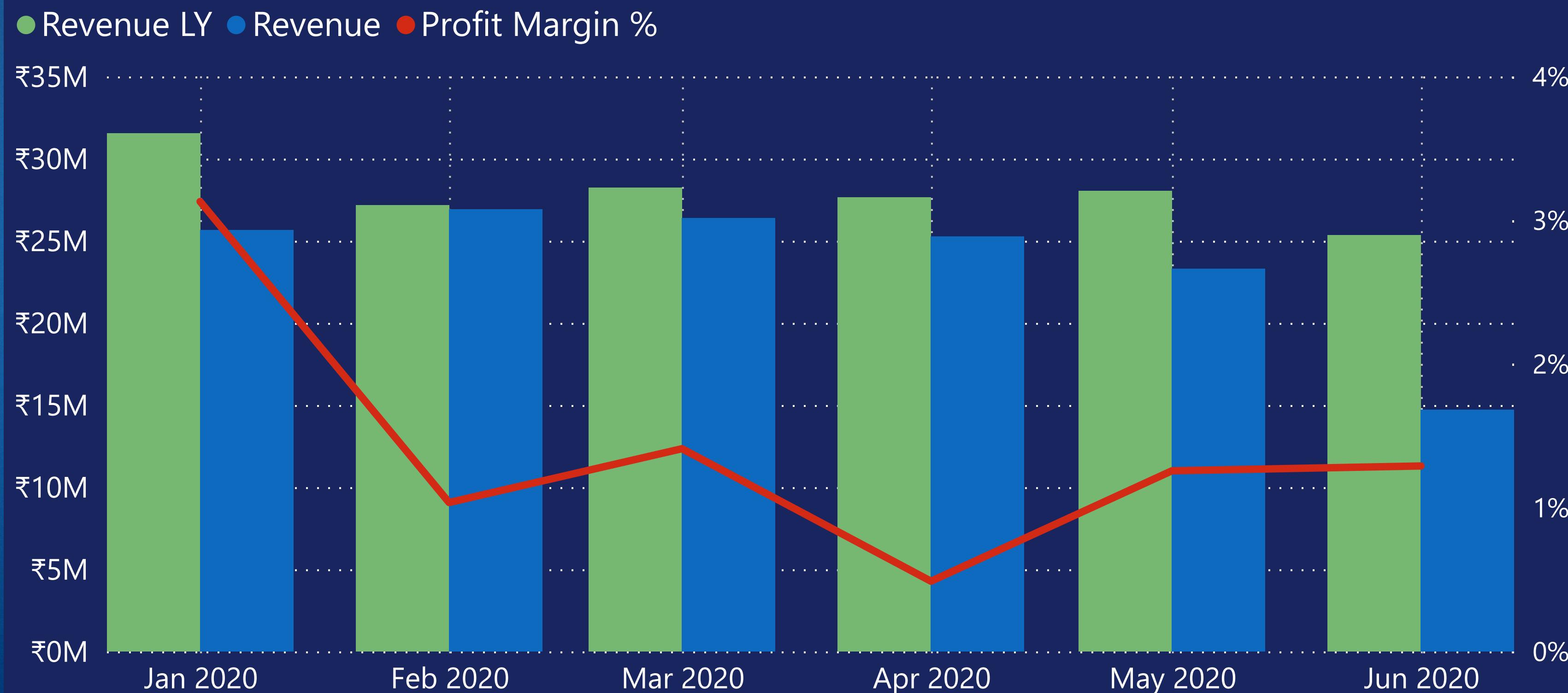
Total Profit Margin by product_type



Revenue by customer_type



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin contribution %	Profit Margin %
Electricalsara Stores	₹65.6M	46.2%	11.9%	0.4%
Excel Stores	₹7.9M	5.6%	12.5%	3.3%
Premium Stores	₹5.9M	4.1%	1.4%	0.5%
Electricalslytical	₹5.5M	3.9%	1.3%	0.5%
Info Stores	₹5.1M	3.6%	7.8%	3.2%
Control	₹4.2M	2.9%	2.5%	1.2%
Surge Stores	₹4.0M	2.8%	11.9%	6.2%
Logic Stores	₹3.3M	2.3%	0.6%	0.4%
Acclaimed Stores	₹3.1M	2.2%	6.1%	4.0%
Nixon	₹3.0M	2.1%	4.7%	3.2%
Epic Stores	₹3.0M	2.1%	-6.8%	-4.7%
Forward Stores	₹2.6M	1.8%	5.4%	4.3%
Electricalsociety	₹2.5M	1.8%	3.3%	2.7%
Modular	₹2.5M	1.7%	5.0%	4.2%
Total	₹142.2M	100.0%	100.0%	1.4%