



# SALES INSIGHTS



Key Insights

Profit Analysis

Performance Insights



₹985M

Revenue

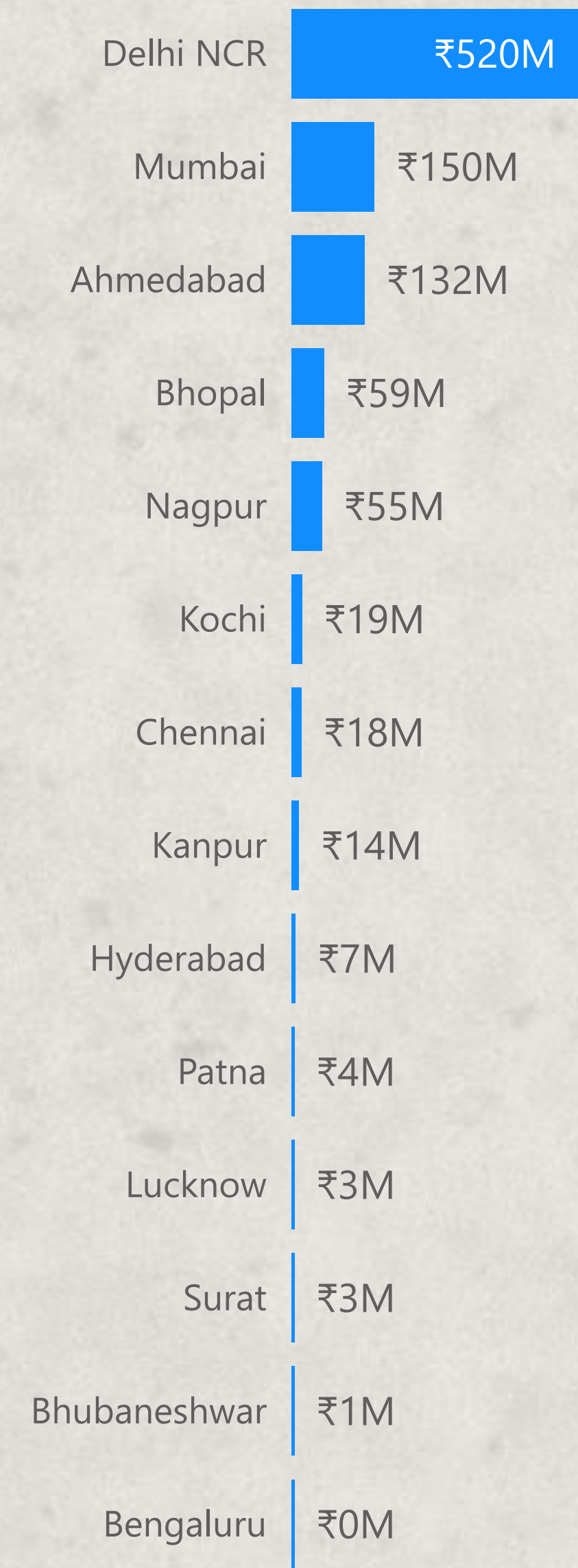
2M

Sales Qty

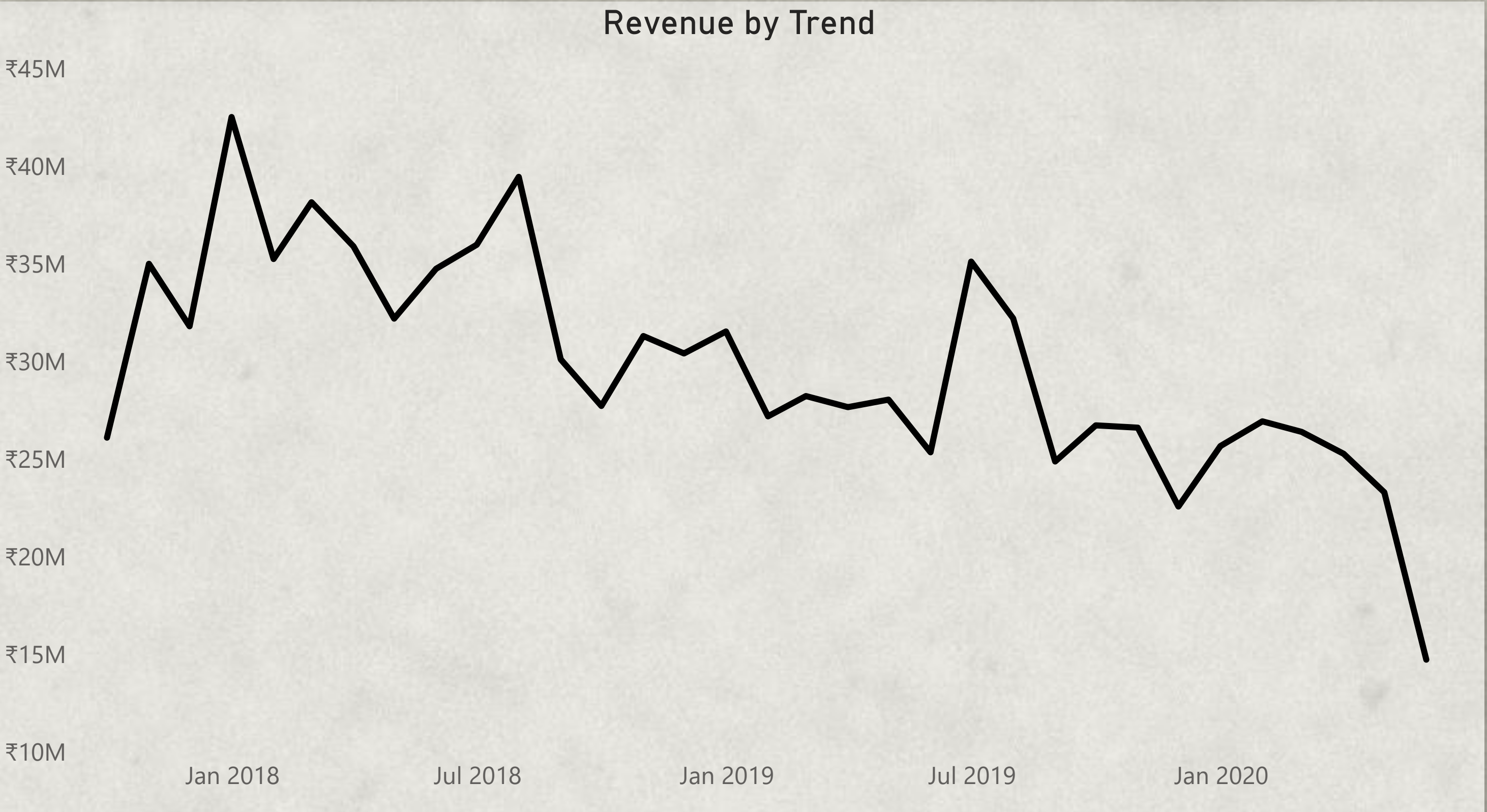
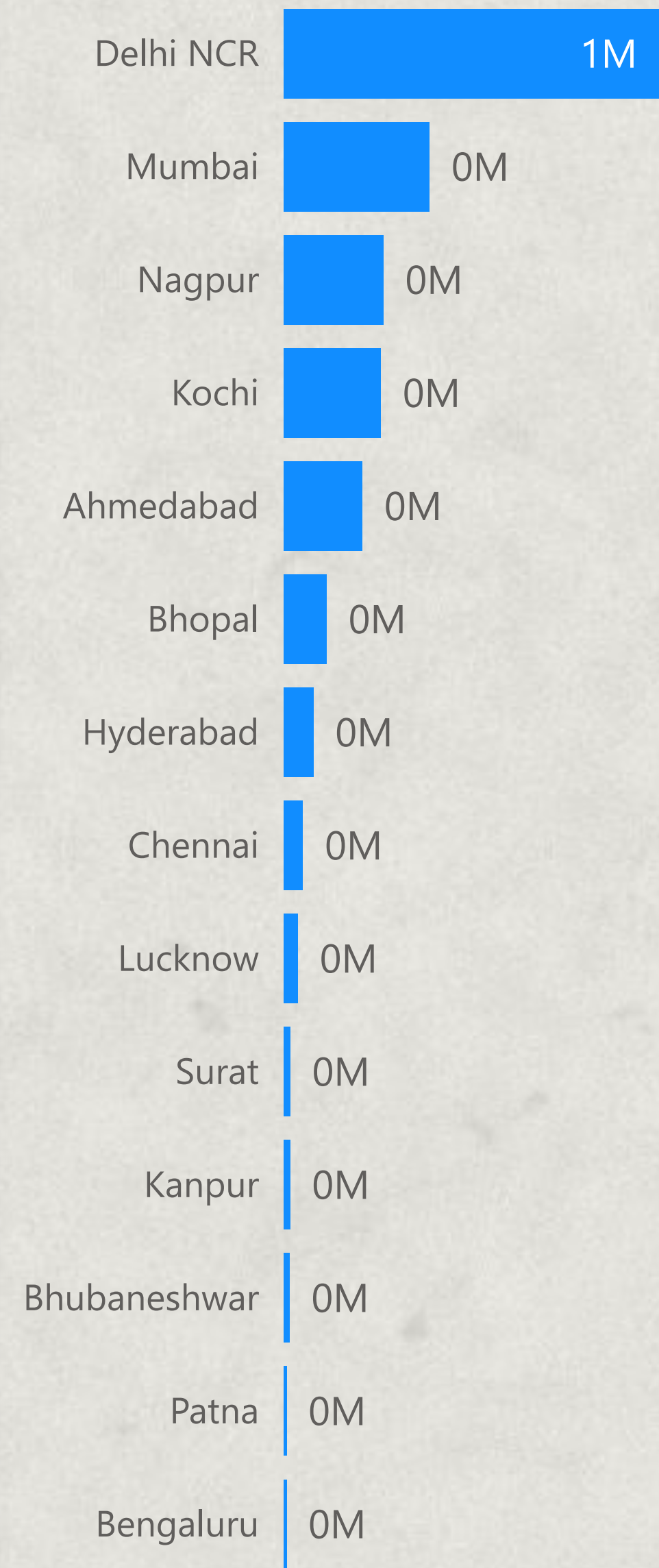
2017	2018	2019	2020
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Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	>
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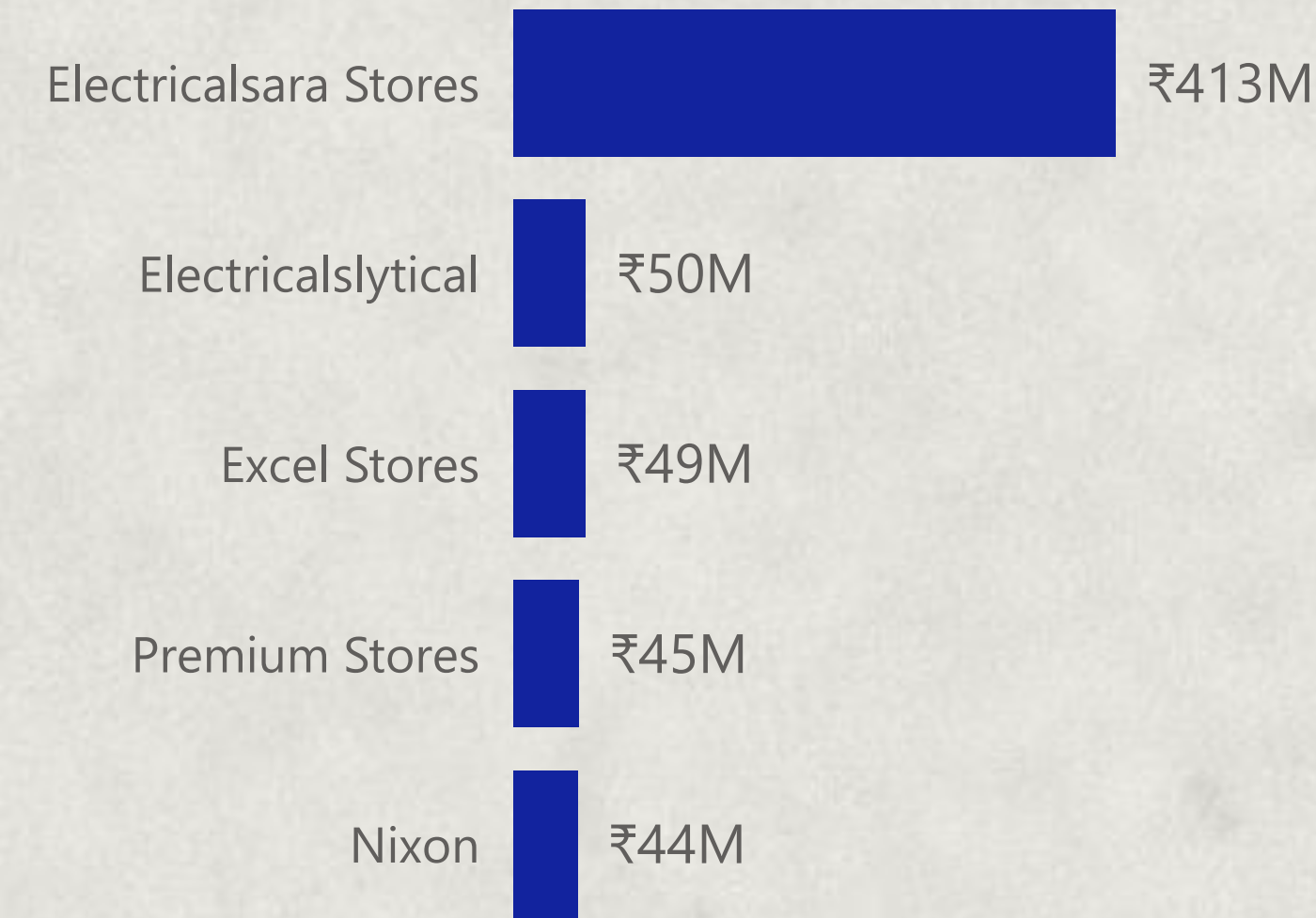
Revenue by Markets



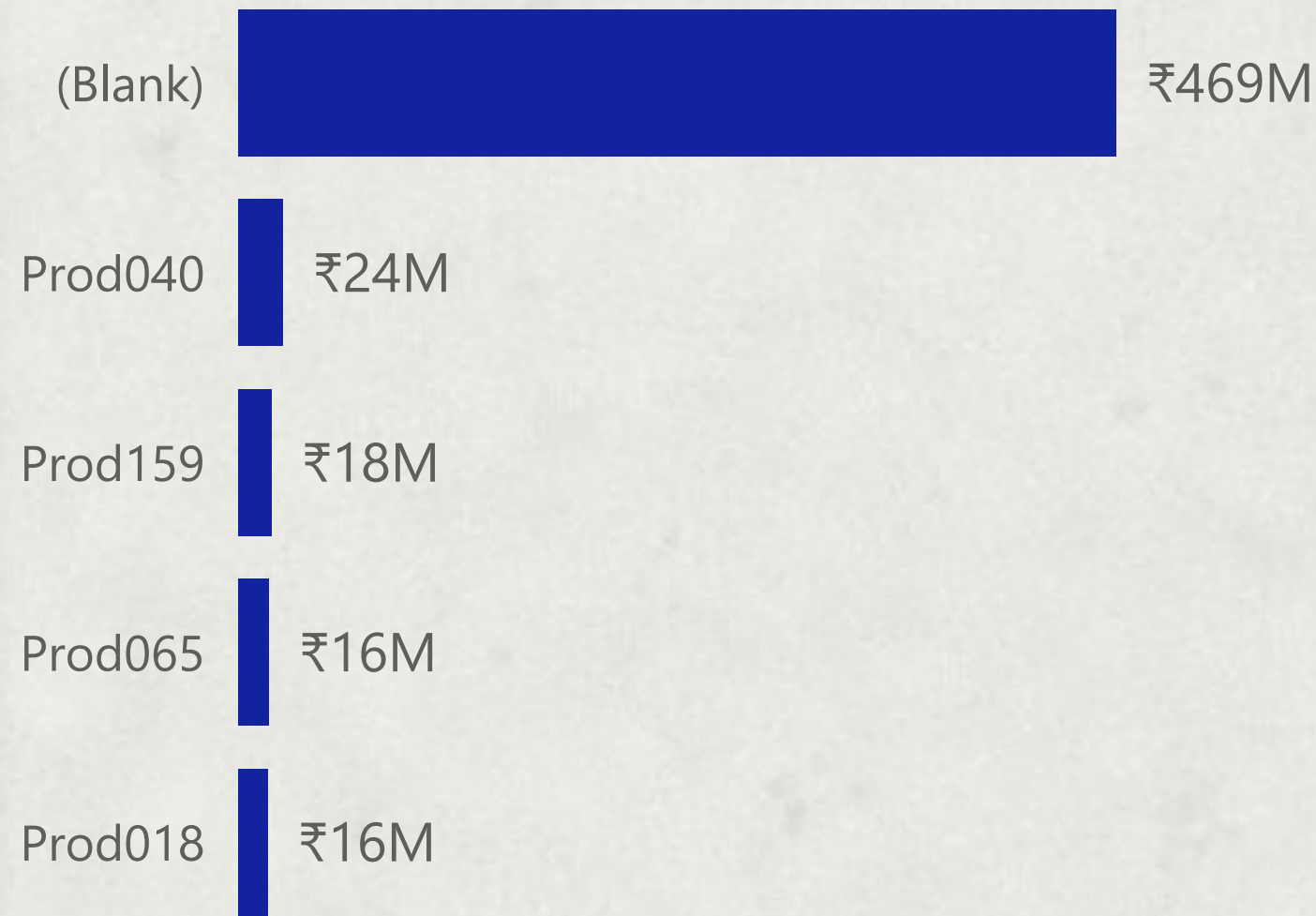
Sales Qty by Markets



Top 5 Customers



Top 5 Products





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Key Insights

Performance  
Insights

₹142M

Revenue

350K

Sales Qty

₹2.1M

Total Profit Margin

2017

2018

2019

2020

Jan  
20

Feb  
20

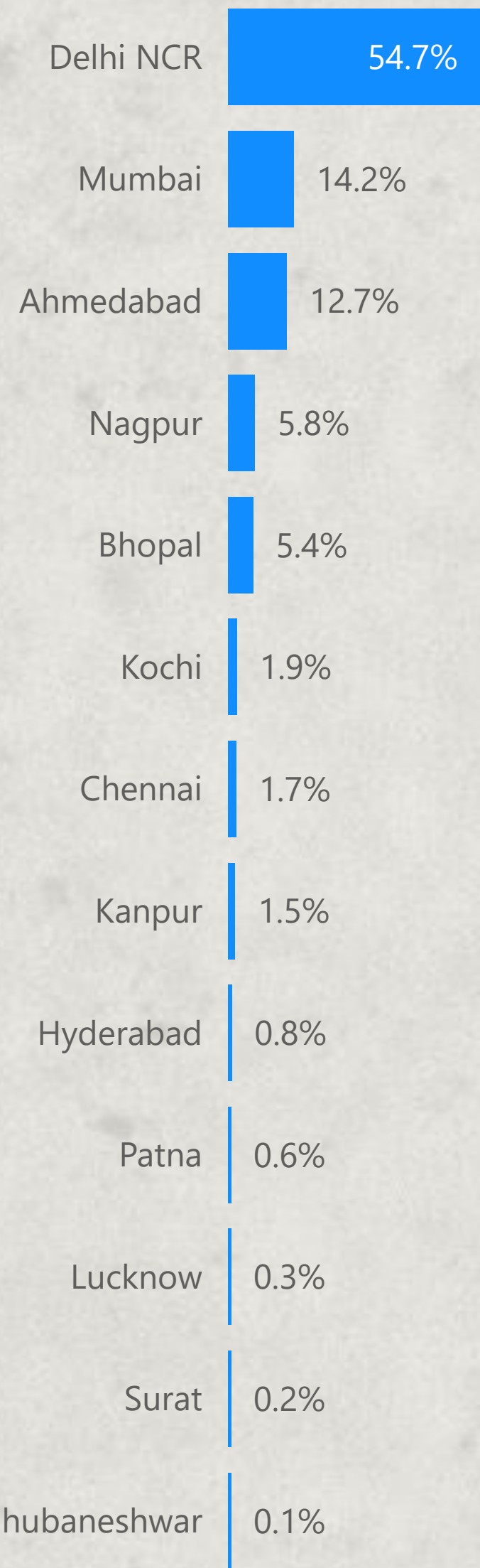
Mar  
20

Apr  
20

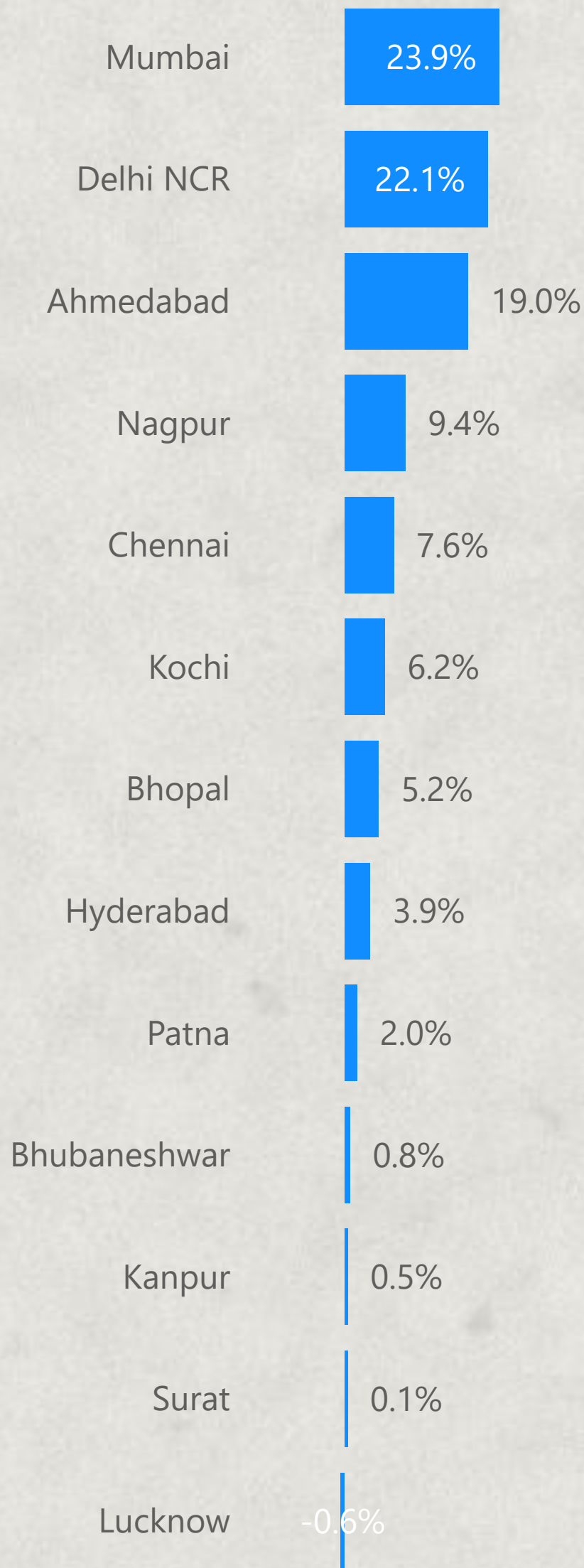
May  
20

Jun  
20

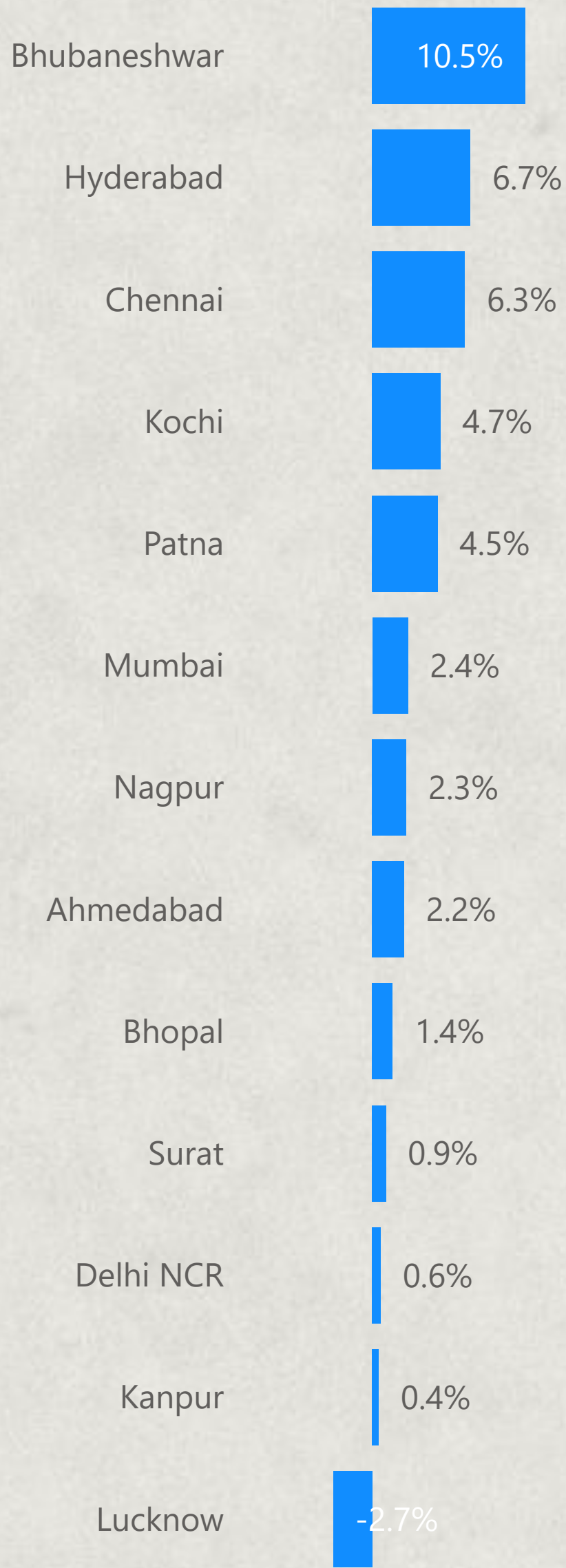
### Revenue Contribution % by Markets



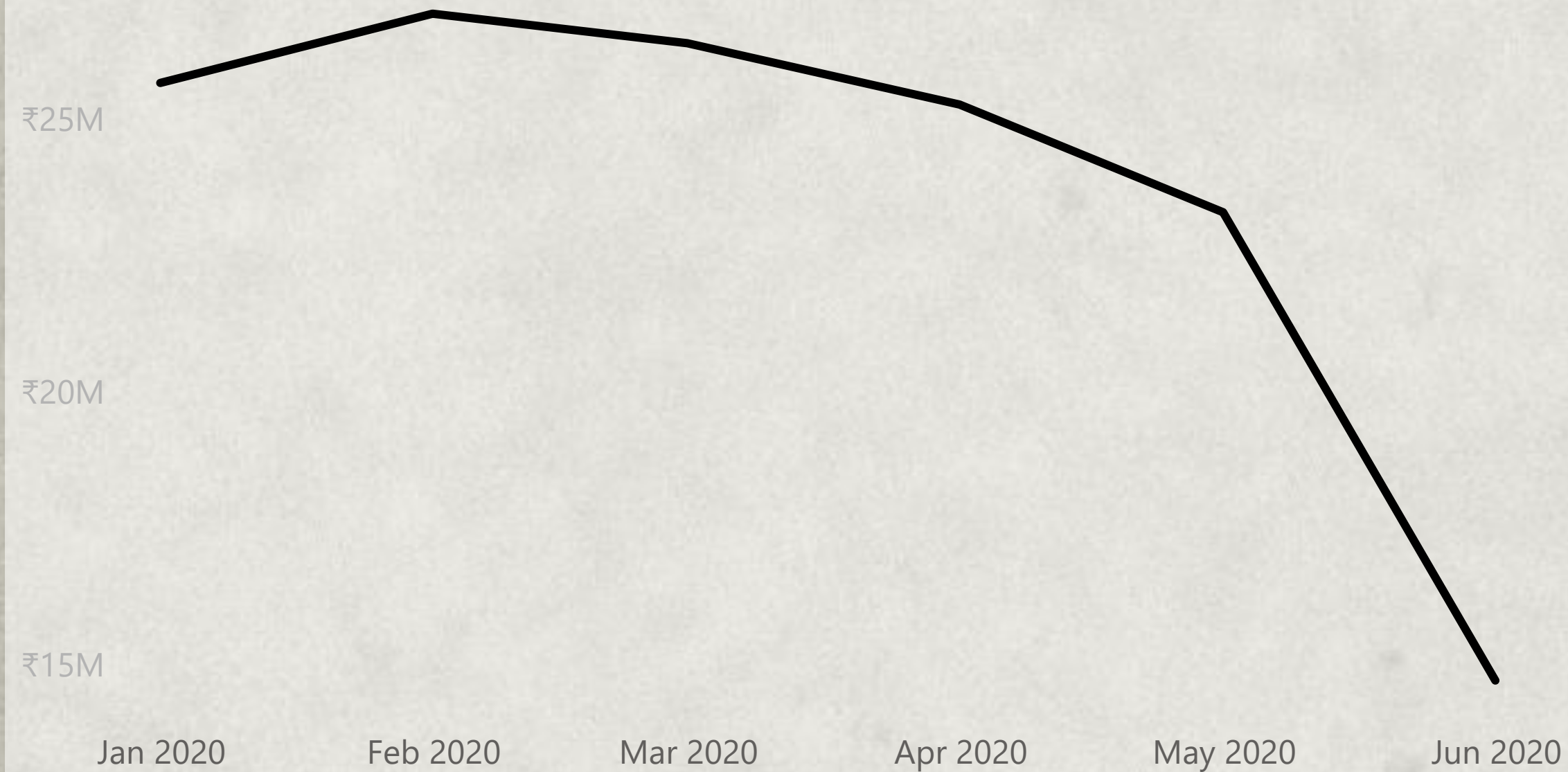
### Profit Contribution % by Markets



### Profit % by Markets



### Revenue by Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsbea Stores	₹50,940	0.0%	0.4%	15.6%
Expression	₹82,845	0.1%	-0.2%	-4.2%
Electricalsquipo Stores	₹86,908	0.1%	-0.5%	-11.5%
Sage	₹96,950	0.1%	0.2%	3.5%
Electricalslance Stores	₹142,742	0.1%	0.2%	3.5%
Novus	₹258,543	0.2%	0.2%	1.6%
Propel	₹541,553	0.4%	0.7%	2.8%
Insight	₹571,430	0.4%	-0.5%	-1.9%
All-Out	₹713,953	0.5%	1.6%	4.5%
Sound	₹740,856	0.5%	0.5%	1.3%
Relief	₹773,301	0.5%	0.1%	0.3%
Synthetic	₹916,267	0.6%	-0.4%	-1.0%
Zone	₹927,154	0.7%	0.2%	0.5%
Electricalsopedia Stores	₹995,764	0.7%	2.9%	5.9%
Power	₹1,008,552	0.8%	2.7%	6.0%
Total	₹142,224,545	100.0%	100.0%	1.4%



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Profit Analysis

₹142M  
Revenue

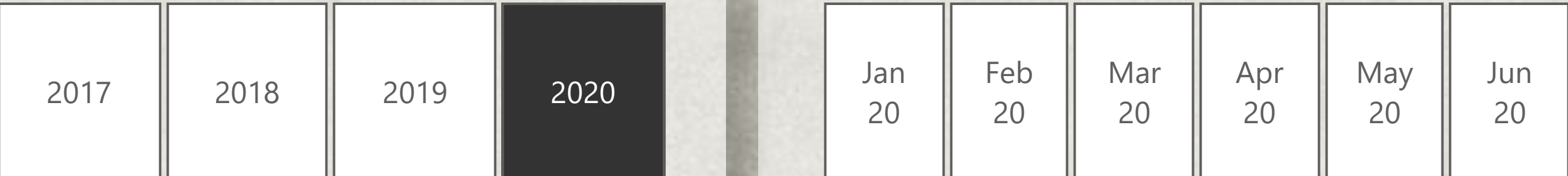
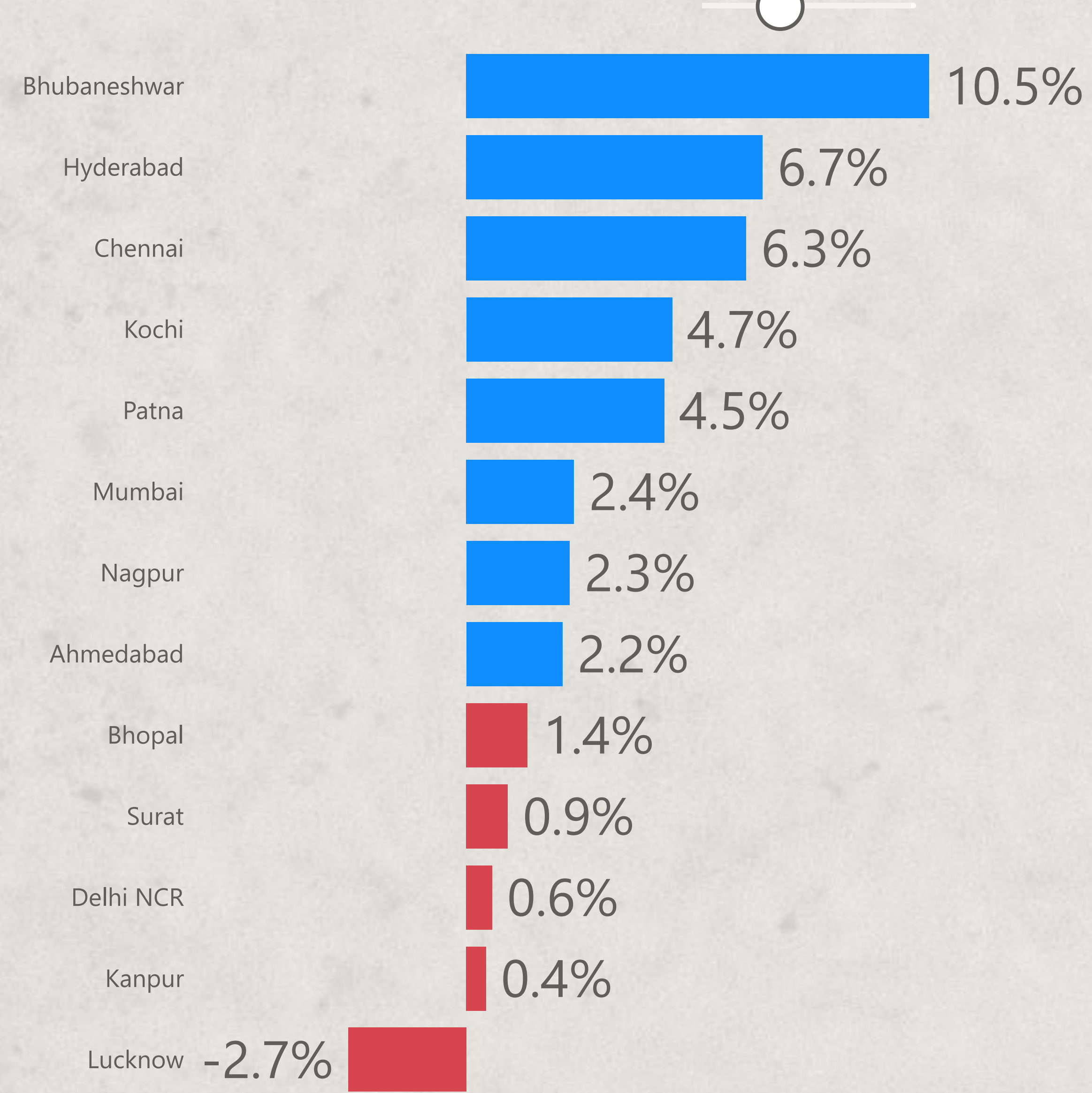
350K  
Sales Qty

₹2.1M  
Total Profit Margin

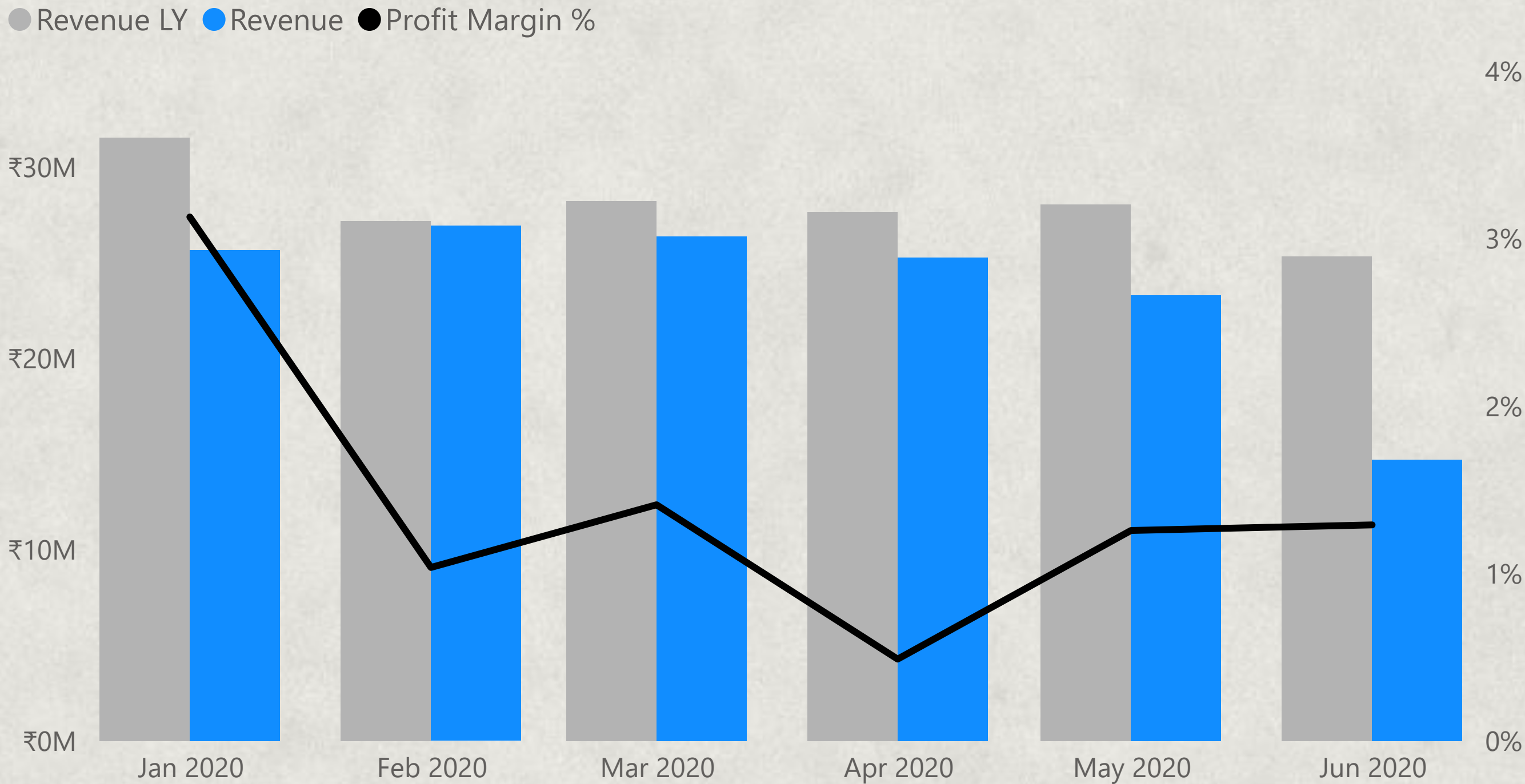
Profit Target

2%

Profit Margin % by Markets



Revenue by Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsquipo Stores	₹86,908	0.1%	-0.5%	-11.5%
Epic Stores	₹3,002,834	2.1%	-6.8%	-4.7%
Expression	₹82,845	0.1%	-0.2%	-4.2%
Insight	₹571,430	0.4%	-0.5%	-1.9%
Synthetic	₹916,267	0.6%	-0.4%	-1.0%
Integration Stores	₹1,909,611	1.3%	-0.2%	-0.2%
Relief	₹773,301	0.5%	0.1%	0.3%
Electricalsara Stores	₹65,641,977	46.2%	11.9%	0.4%
Logic Stores	₹3,319,243	2.3%	0.6%	0.4%
Electricalslytical	₹5,537,904	3.9%	1.3%	0.5%
Premium Stores	₹5,899,748	4.1%	1.4%	0.5%
Zone	₹927,154	0.7%	0.2%	0.5%
Path	₹1,723,307	1.2%	1.0%	1.1%
Control	₹4,182,662	2.9%	2.5%	1.2%
Total	₹142,224,545	100.0%	100.0%	1.4%