

Strategic Sales & Customer Insights Dashboard

Total Revenue

\$4,459.8M

Total Profit

\$708.2M

Total Cost

\$3,751.6M

Total Quantity Sold

178K

Total Transactions

138K

Total Unique Customers

5K

Profit Margin

15.9%

Average Service Rating

3.62

MOM Revenue Growth

1.4%

YOY Revenue Growth

12.8%

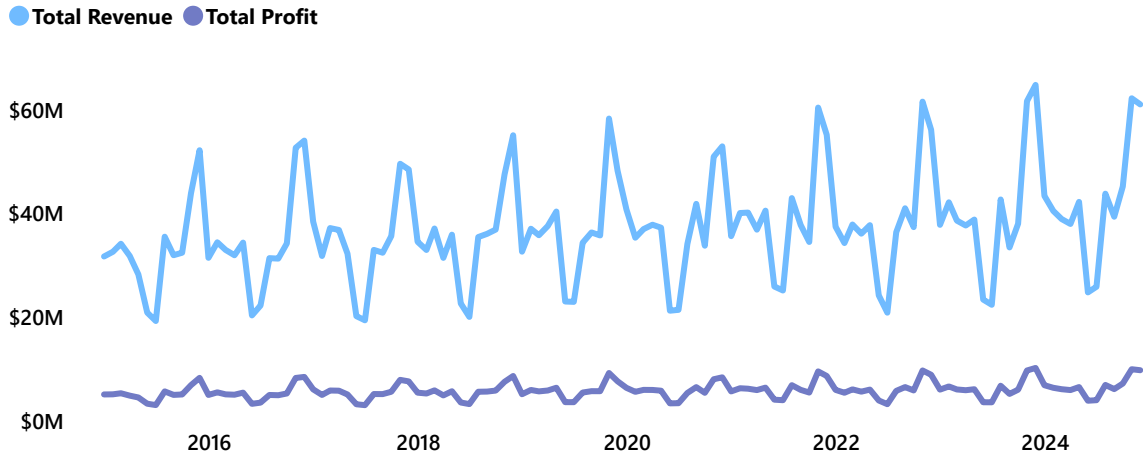
MOM Profit Growth

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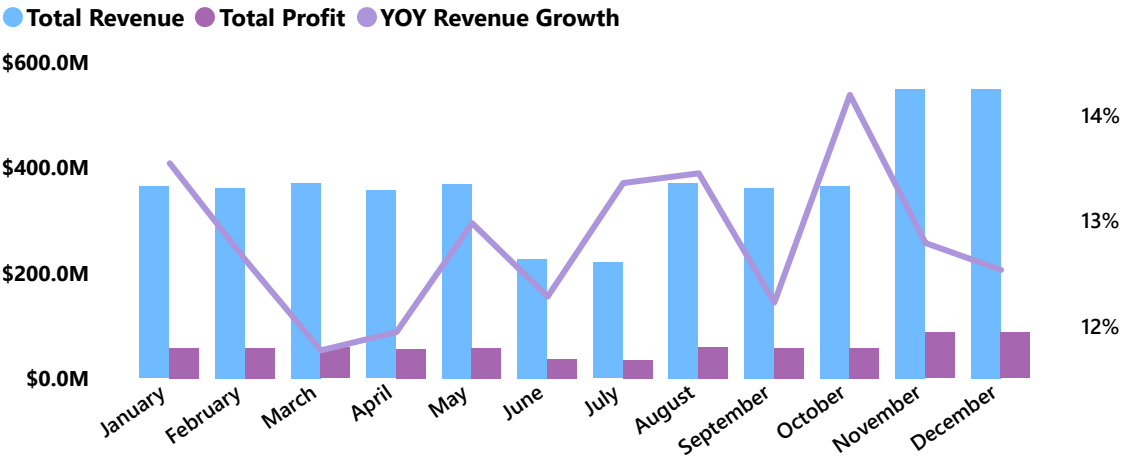
YOY Profit Growth

12.8%

Total Revenue and Profit Over Time



Year-Over-Year (YOY) Growth Trends



Growth Trends Data

Year_Month	Total Revenue	MOM Revenue Growth	YOY Revenue Growth	Total Profit	MOM Profit Growth	YOY Profit Growth
2021-08	\$43.0M	70.8%	25.9%	\$6.9M	72.0%	27.7%
2020-01	\$40.8M	-15.5%	24.9%	\$6.4M	-16.5%	23.8%
2019-11	\$58.3M	63.0%	22.6%	\$9.3M	61.0%	22.4%
2023-02	\$42.2M	11.5%	22.9%	\$6.7M	10.0%	22.2%
2017-01	\$38.4M	-28.9%	22.1%	\$6.1M	-28.2%	21.5%
2021-06	\$25.9M	-36.1%	21.9%	\$4.1M	-36.0%	20.8%
2016-05	\$34.4M	7.6%	21.7%	\$5.5M	7.8%	20.5%
2016-11	\$52.7M	53.8%	19.9%	\$8.3M	56.3%	20.0%
2024-10	\$45.2M	14.8%	18.9%	\$7.2M	17.4%	19.7%

Executive Trend Monitoring

Segment Performance Analysis

Regional & Store Performance

Service Quality & Retention

Impact Analysis

Month_Year

All

Region

All

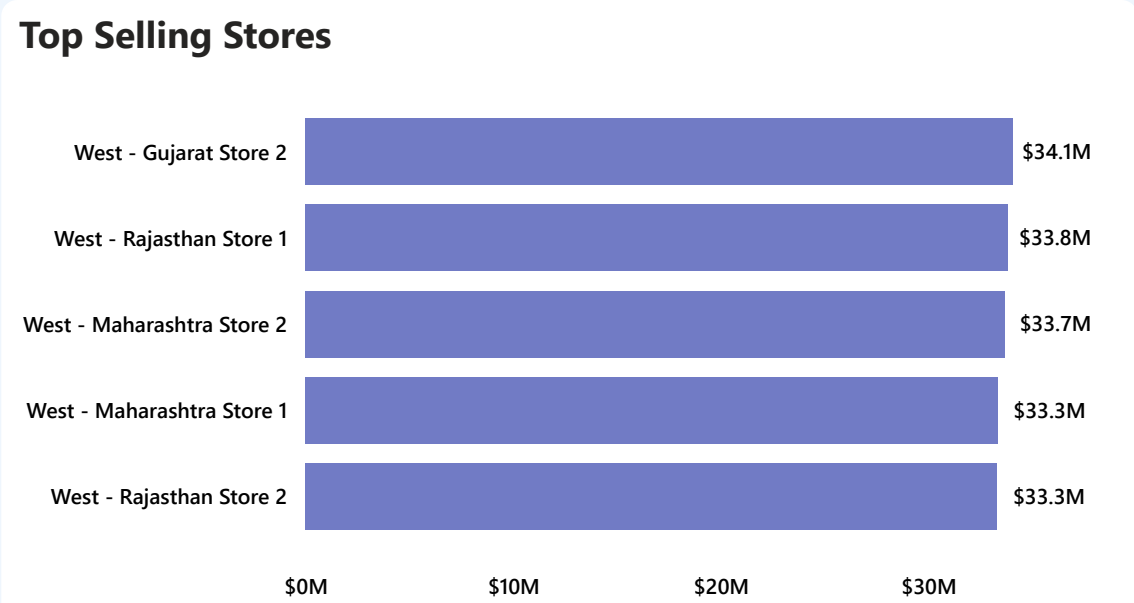
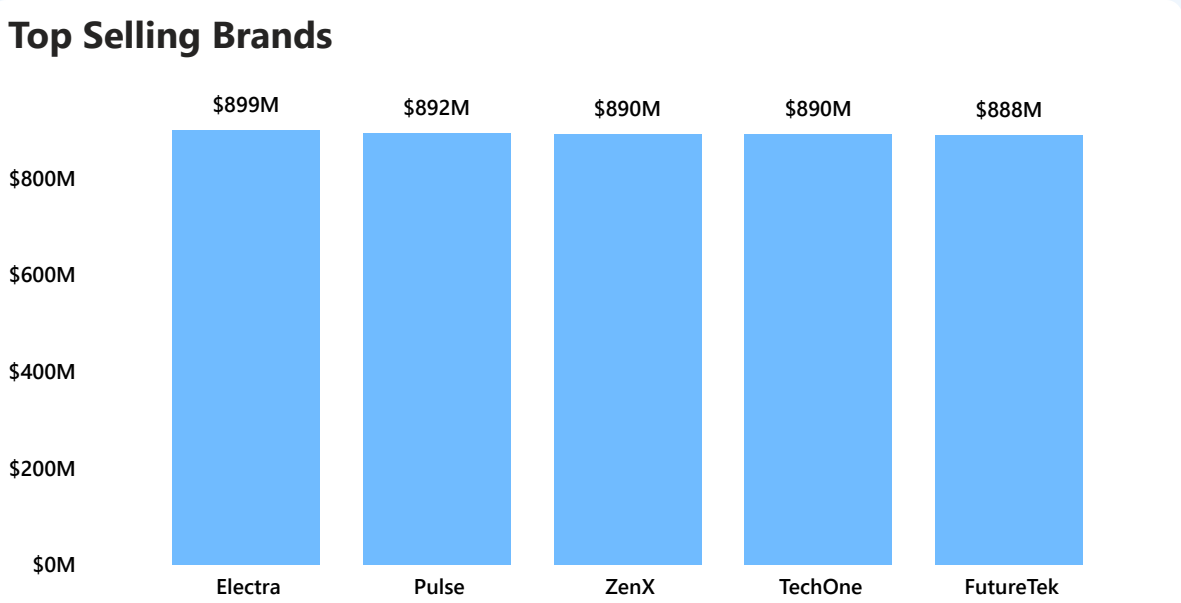
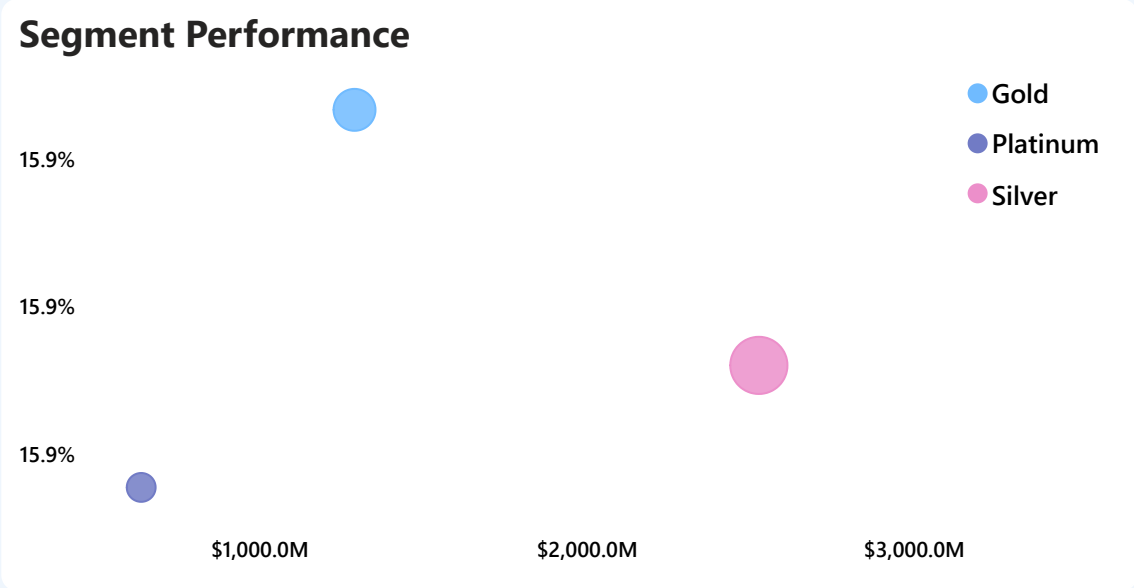
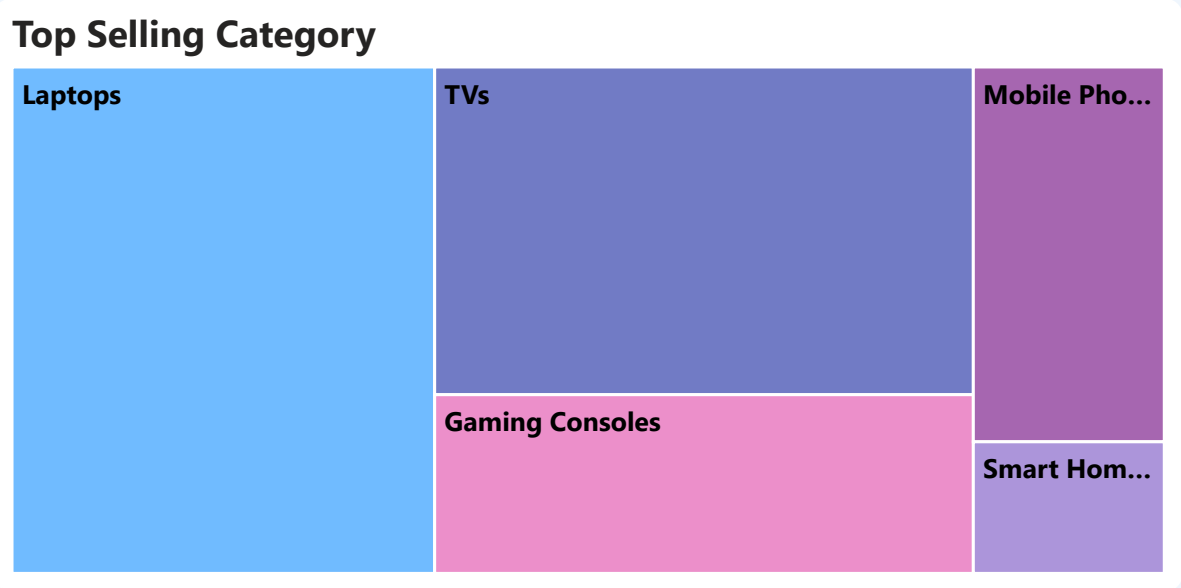
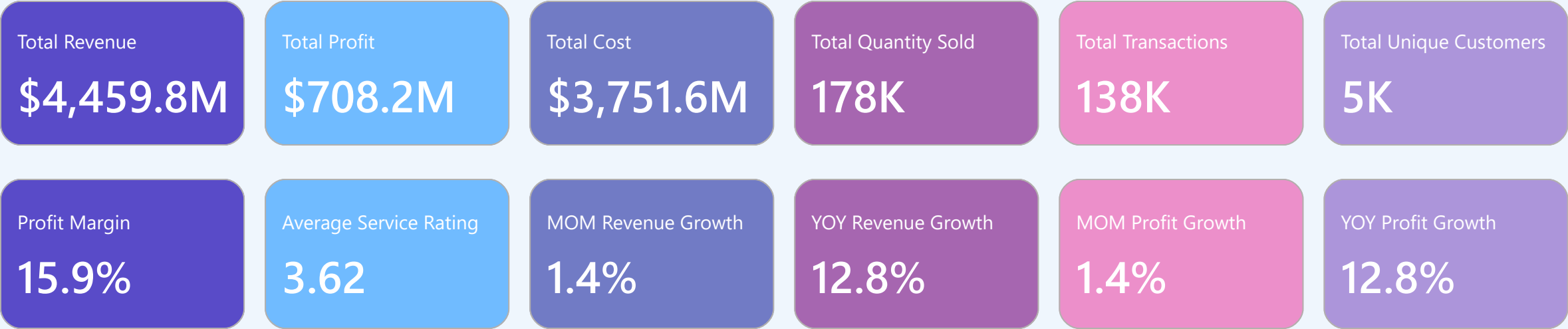
Category

All

Discount

All

Strategic Sales & Customer Insights Dashboard



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Month_Year

All

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All

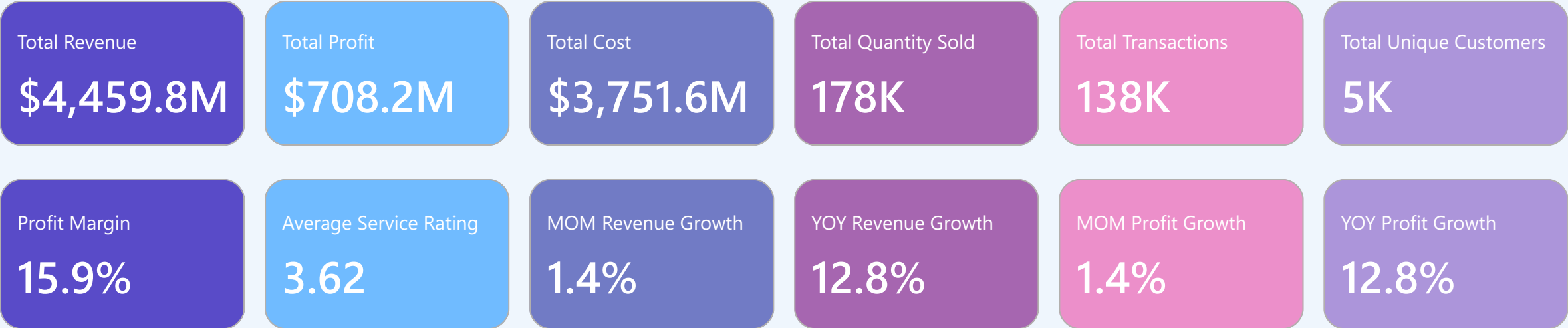
Category

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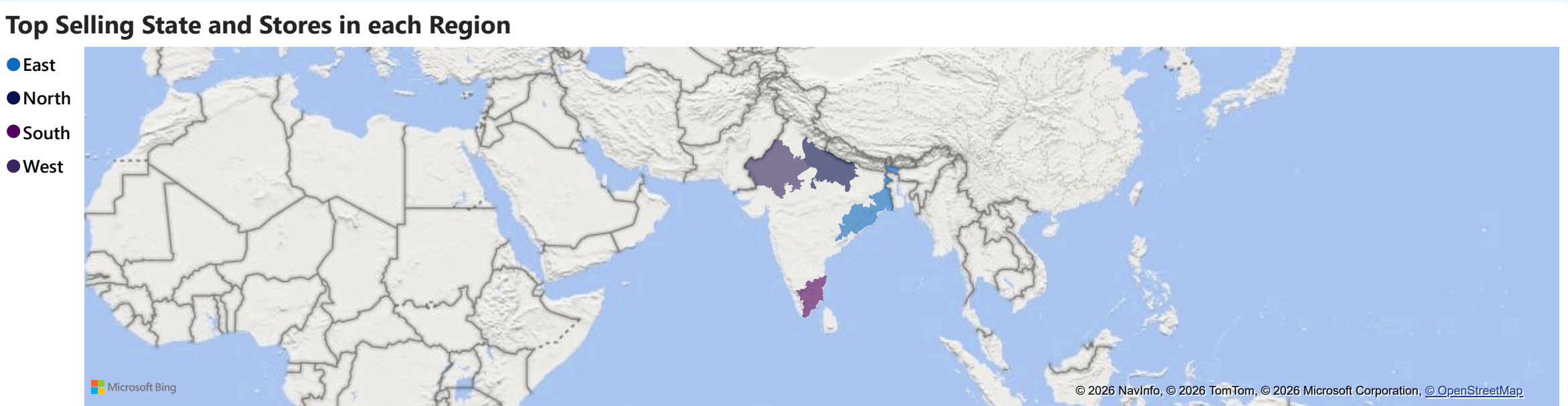
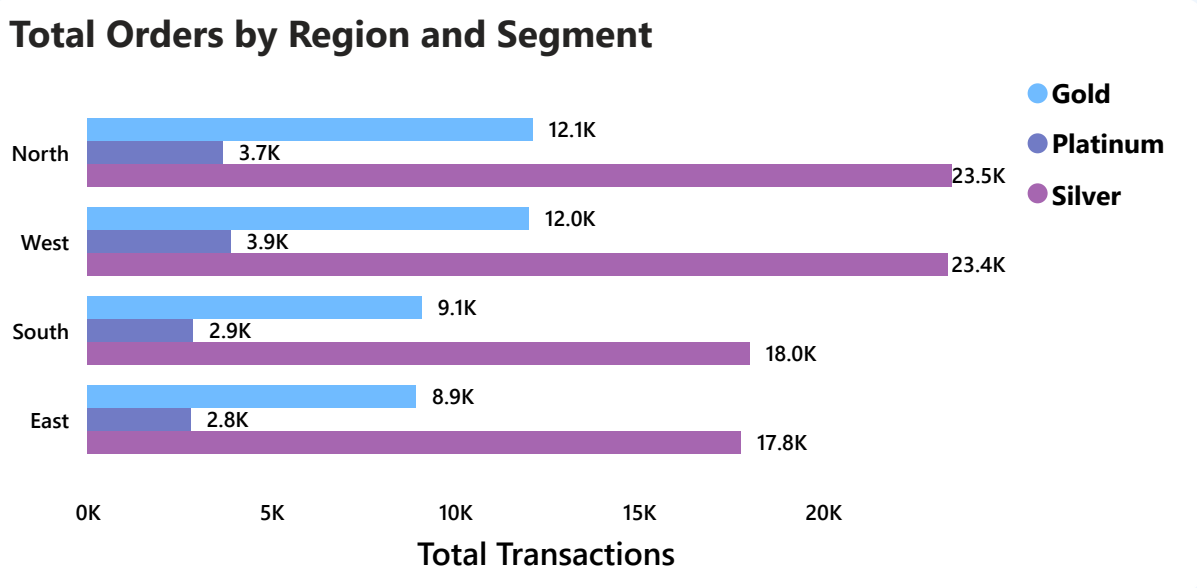
Discount

All

Strategic Sales & Customer Insights Dashboard



Sales Performance by Region and Store		
Region	Total Revenue	Profit Margin
East	\$946.9M	15.9%
North		
North - Delhi Store 1	\$207.7M	15.7%
North - Delhi Store 2	\$210.9M	15.9%
North - Haryana Store 1	\$219.4M	15.8%
North - Haryana Store 2	\$213.6M	15.9%
North - Uttar Pradesh Store 1	\$212.0M	15.8%
North - Uttar Pradesh Store 2	\$205.9M	15.9%



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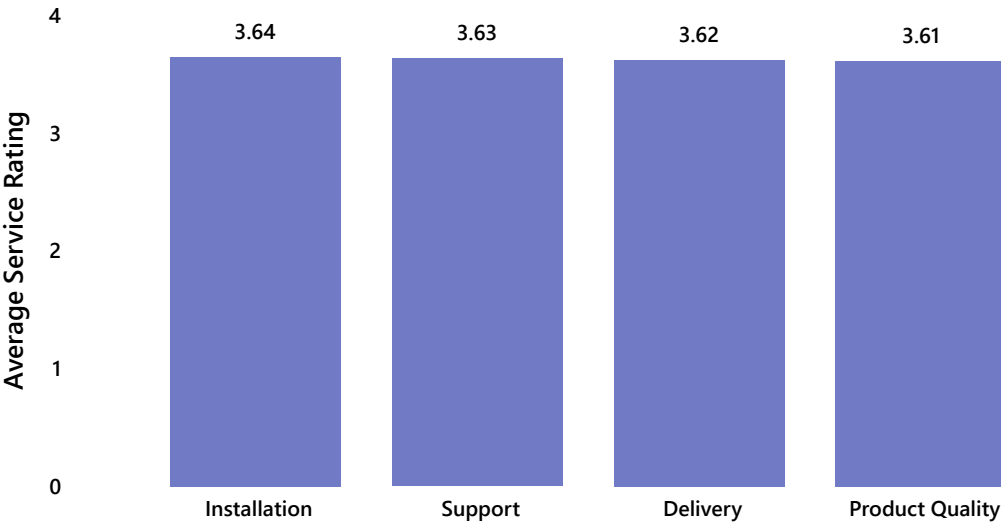
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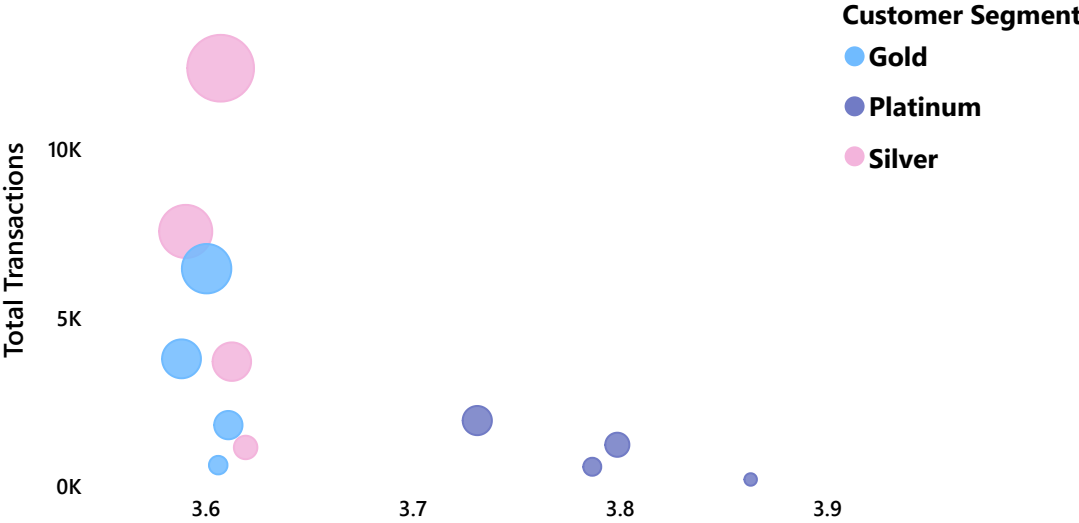
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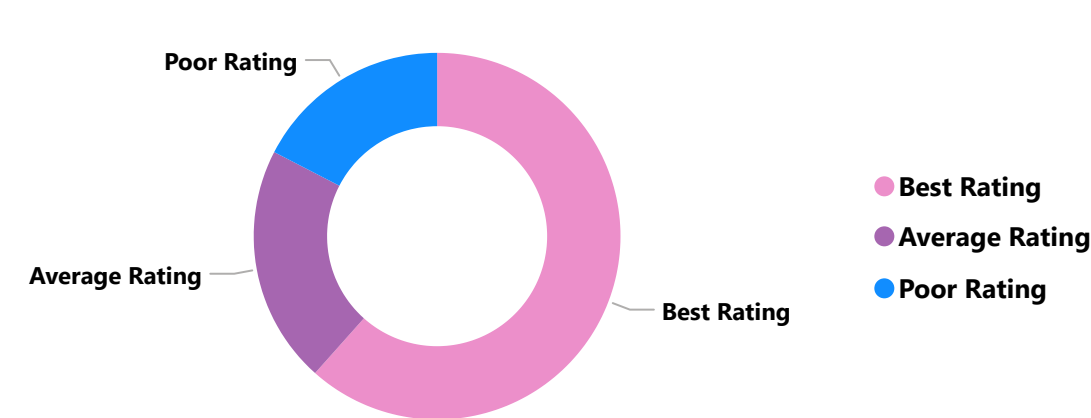
Average Rating by Service Category



Customer Ratings and Purchase Frequency



Customer Ratings Distribution



Average Rating Table

Region	Segment	Service Category	Quantity Sold	Average Rating
North	Platinum	Installation	101	4.00
West	Platinum	Installation	98	3.89
North	Platinum	Support	259	3.86
West	Platinum	Product Quality	582	3.84
East	Platinum	Installation	68	3.83
East	Platinum	Product Quality	427	3.82
East	Platinum	Support	216	3.78
North	Platinum	Product Quality	653	3.78
West	Platinum	Support	292	3.78

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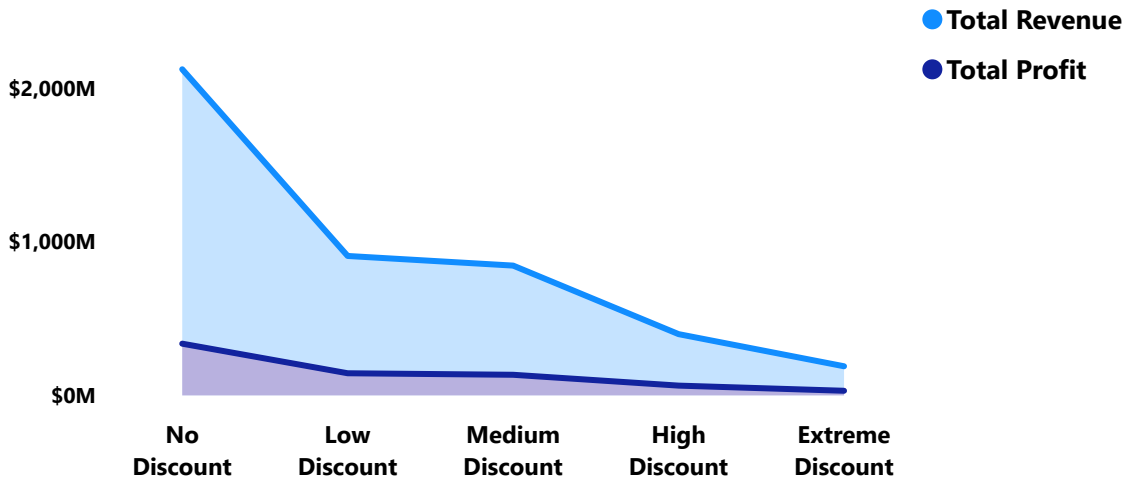
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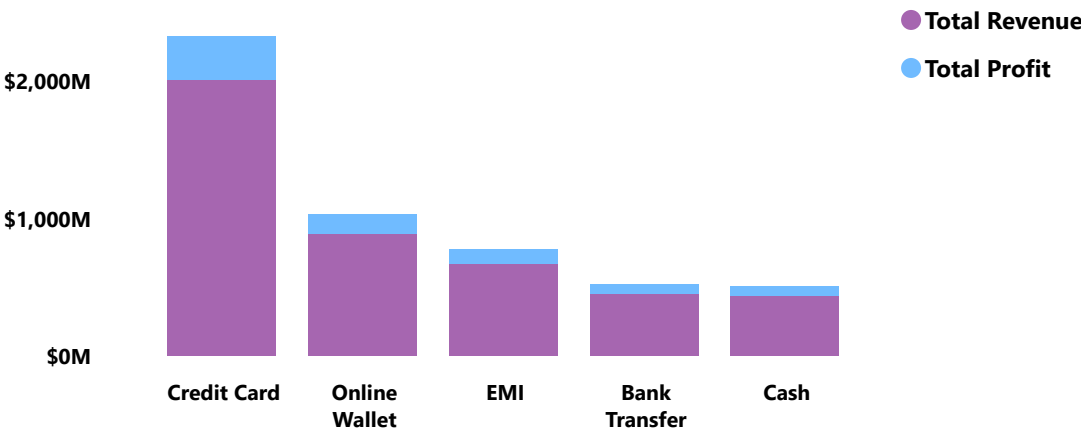
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Impact of Discount on Revenue and Profit



Impact of Payment Mode (Promotion Proxy) on Revenue and Profit



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Month_Year

All

Region

All

Category

All

Discount

All

Month and Year

2015-05

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Category
Accessories

Discount Bin
No Discount

Region

Profit Margin
15.9%

Accessories
27.5%

Mobile Phones
17.0%

Smart Home Devices
17.0%

Low Discount
27.5%

No Discount
27.5%

High Discount
27.5%

South
27.6%

North
27.5%

West
27.5%