

# SALES INSIGHTS DASHBOARD

[Key Insights](#)
[Profit Analysis](#)
[Performance Insights](#)

Tout

Tout

**₹ 985M**

Total Revenue

**₹ 24,7M**

Profit Total

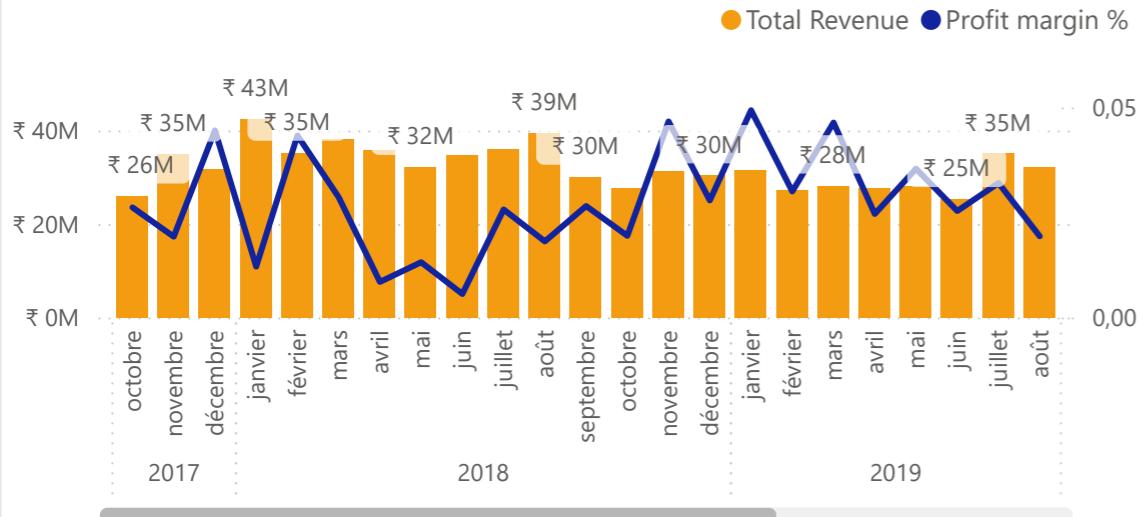
**2,4M**

sales quantity

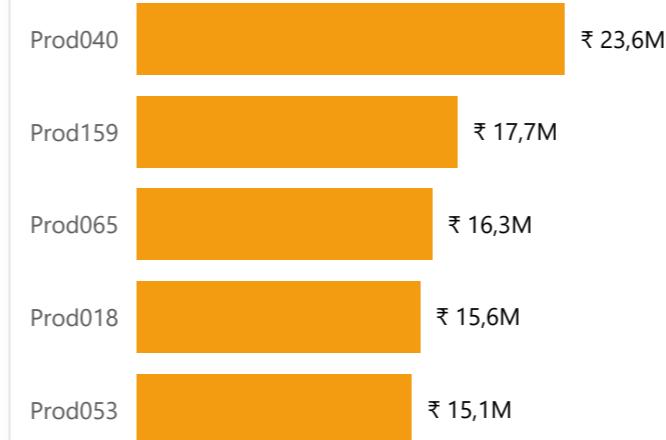
**2,50 %**

Profit margin %

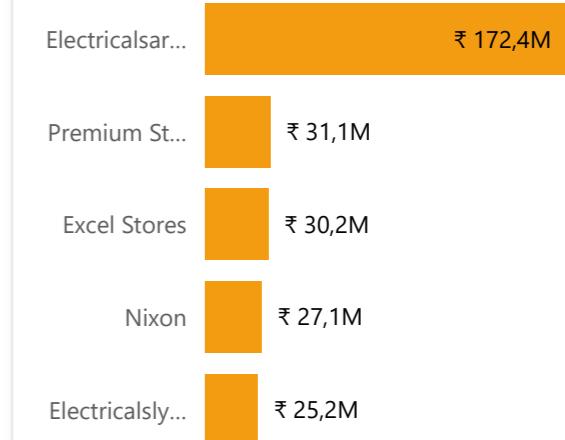
## Revenue Trends



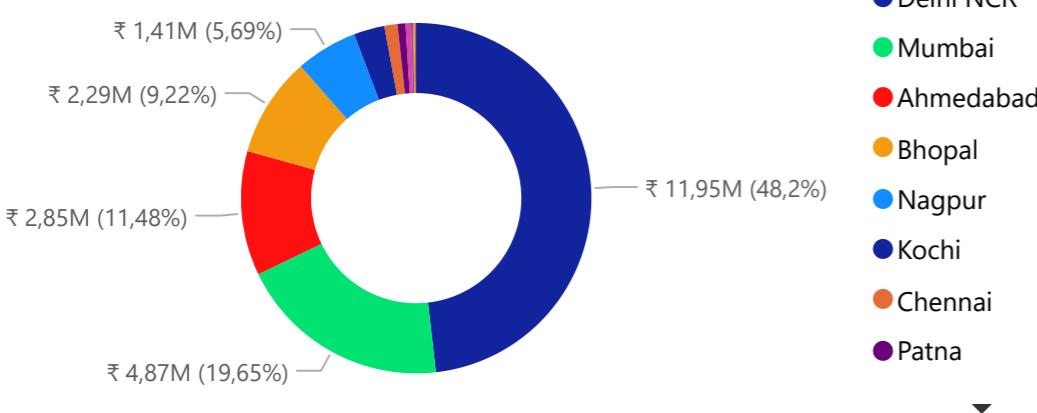
## Top 5 Products By Revenue



## Top 5 Customers By Revenue



## Profit Distributions By Market



## Revenue & Profit Matrix

markets_name	Total Revenue	Profit Total
Delhi NCR	₹ 242 689 555	₹ 4 754 190,35
Mumbai	₹ 81 708 974	₹ 3 221 043,07
Ahmedabad	₹ 67 071 732	₹ 1 483 194,50
Bhopal	₹ 31 619 613	₹ 1 237 250,69
Nagpur	₹ 46 349 077	₹ 1 161 334,20
Kochi	₹ 17 455 980	₹ 646 848,71
Patna	₹ 1 804 688	₹ 97 826,41
Chennai	₹ 9 067 510	₹ 76 024,55
Hyderabad	₹ 7 436 823	₹ 46 957,22
Dhaka	₹ 802 251	₹ 25 587,69

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**₹ 24,66M**

Profit Total

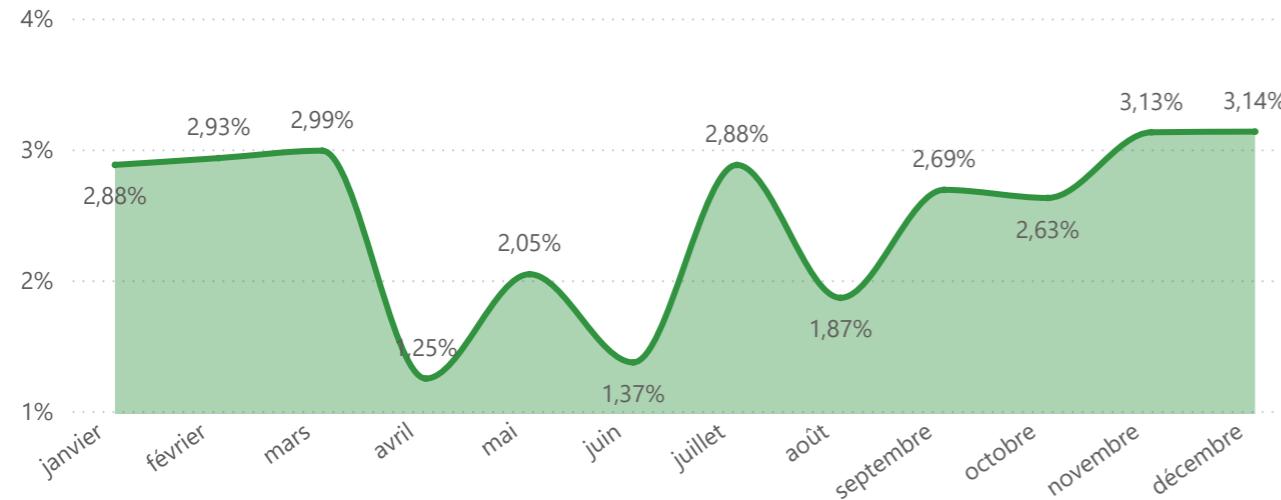
**2,4 %**

Avg Profit Margin

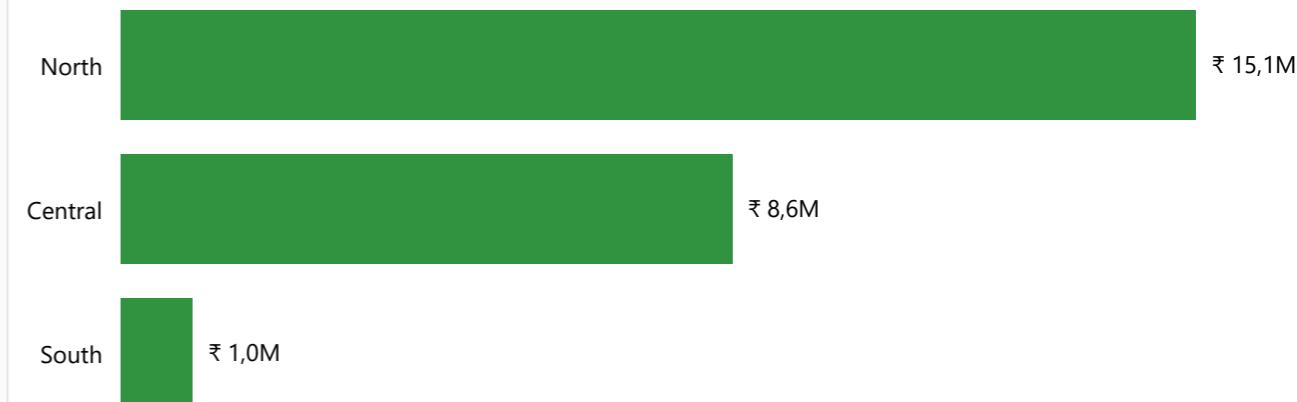
**₹ 30,67K**

Profit Per Sales

## Profit Margin Evolution



## Profit by Geographic Zone



## Products Profitability Ranking

product_code	product_type	Profit Total	Profit margin %
Prod040	Own Brand	₹ 1 025 736,71	4,3 %
Prod090	Own Brand	₹ 704 548,26	5,3 %
Prod049	Own Brand	₹ 694 712,26	6,3 %
Prod077	Distribution	₹ 602 144,01	19,8 %
Prod018	Own Brand	₹ 601 367,27	3,9 %
Prod102	Own Brand	₹ 523 307,19	4,3 %
Prod065	Own Brand	₹ 477 639,92	2,9 %
Prod209	Own Brand	₹ 461 903,74	5,8 %
Prod053	Own Brand	₹ 410 673,45	2,7 %
Prod166	Own Brand	₹ 385 087,74	5,1 %

# SALES INSIGHTS DASHBOARD

Key Insights

Profit Analysis

Performance Insights

Tout

Tout

2M

sales quantity

804

Numbers of Sales

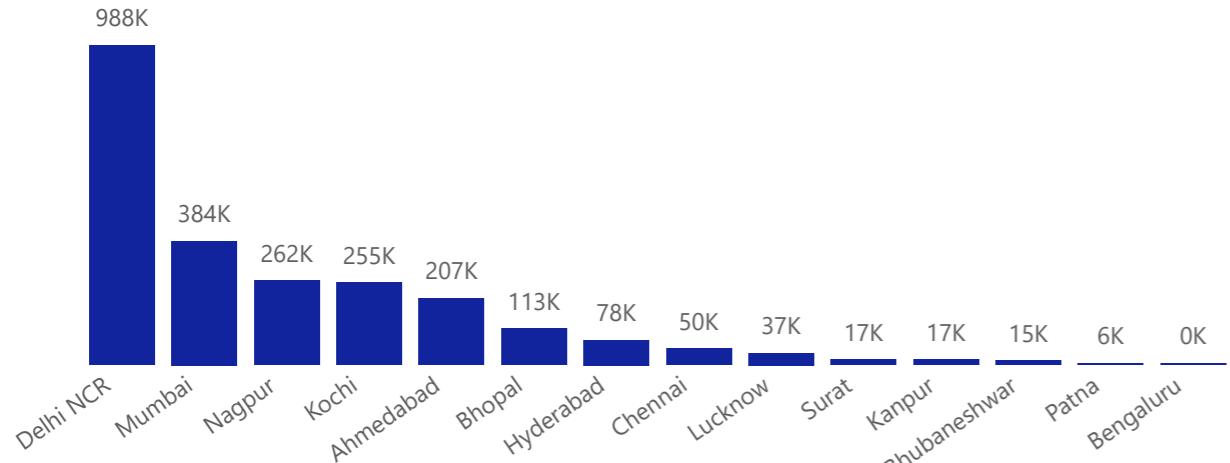
38

Number of customers

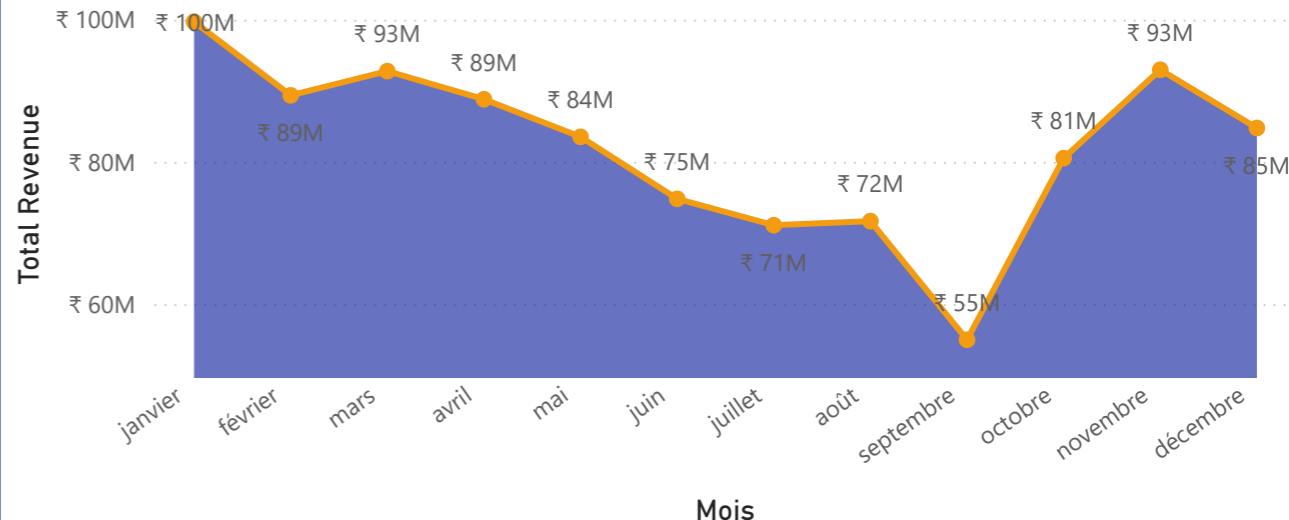
₹ 1,2M

Avg Order Value

## SALES QTY BY MARKET



## MONTLY REVENUE TREND



## TOP 5 CUSTOMERS BY REVENUE



## YEAR OVER YEAR PERFORMANCE

markets_name	2017	2018	2019	2020
Ahmedabad				
Total Revenue	₹ 11,4M	₹ 55,8M	₹ 47,0M	
Profit Total	₹ 0,2M	₹ 0,9M	₹ 1,4M	
Bengaluru				
Total Revenue		₹ 0,4M		
Profit Total		0,1M₹		
Bhopal				
Total Revenue	₹ 5,6M	₹ 22,6M	₹ 22,8M	
Profit Total	₹ 0,2M	₹ 0,7M	₹ 1,3M	
Bhubaneshwar				