

Sales Report

Market Analysis

985M

Total Sales

24.7M

Profit

2.43M

Total Quantity

Profit Margin

1.4%!

Last Year: 3.6% (-59.42%)

Year

2017

2018





























2019

2020

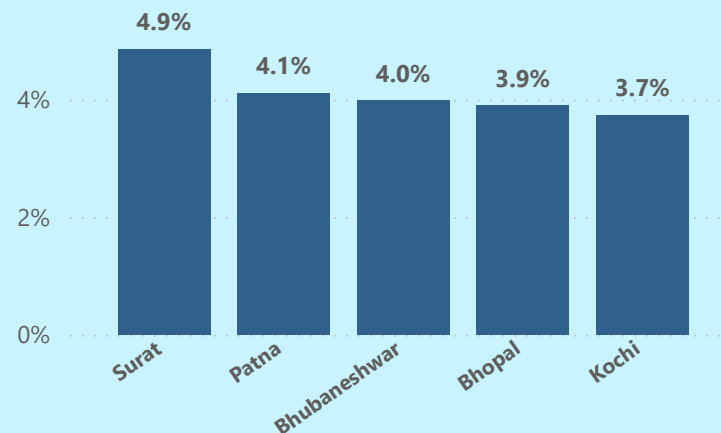
Product Type

Distribution

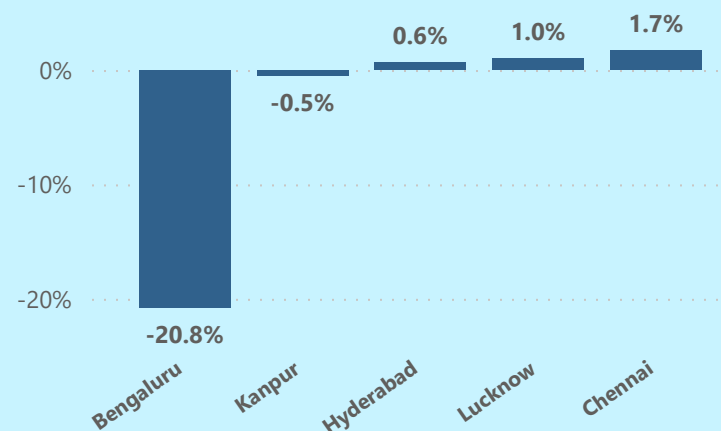
Own Brand

Markets Name	Total Sales		Total Transactions		Sales Per Transaction
Nagpur	55,026,321		47,670		1,154.32
Delhi NCR	519,569,771		44,219		11,749.92
Ahmedabad	132,307,441		20,035		6,603.82
Bhopal	58,609,861		13,322		4,399.48
Mumbai	150,084,801		11,321		13,257.20
Kochi	18,813,466		4,920		3,823.88
Kanpur	13,582,609		2,811		4,831.95
Hyderabad	7,436,823		2,034		3,656.26
Chennai	18,042,702		1,028		17,551.27
Surat	2,605,796		403		6,466.00
Patna	4,428,393		402		11,015.90
Bhubaneshwar	893,857		112		7,980.87
Lucknow	3,094,007		104		29,750.07
Bengaluru	373,115		14		26,651.07

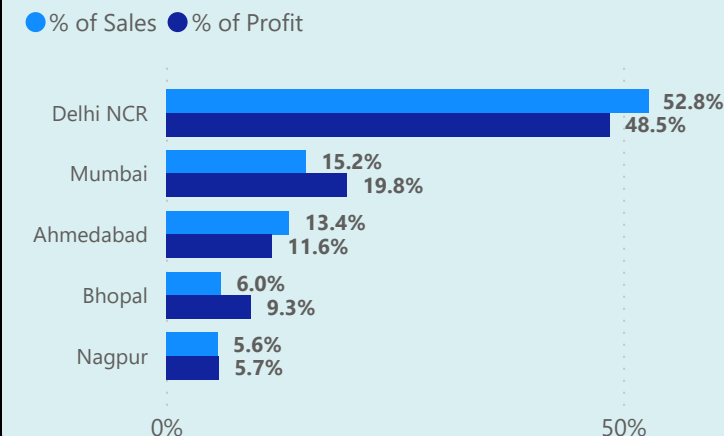
Profit Margin by Markets (Top 5)



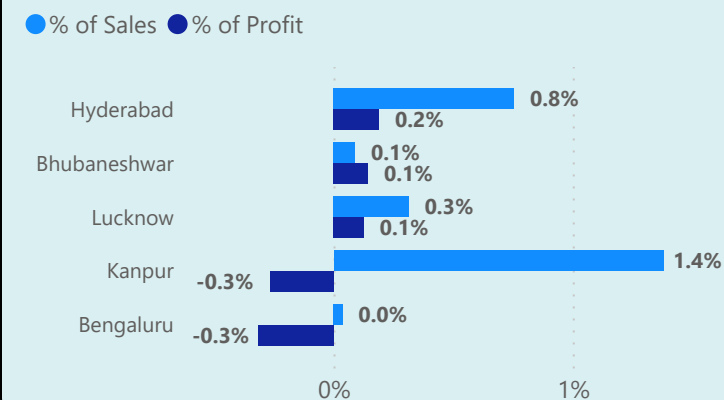
Profit Margin by Market (Bottom 5)



Sales vs Profit Contribution by Markets (Top 5)



Sales vs Profit Contribution by Markets (Bottom 5)



Customer Analysis

Product Type

Year

Distribution

Own Brand

2017

2018

2019

2020

985M

Total Sales

2.43M

Total Quantity

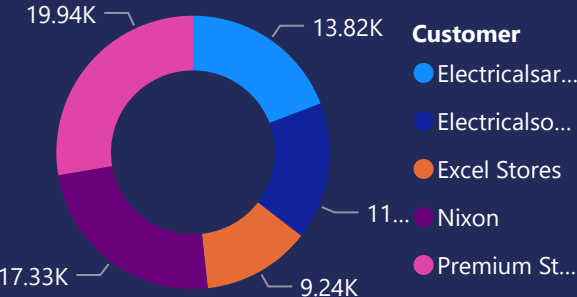
24.7M

Profit

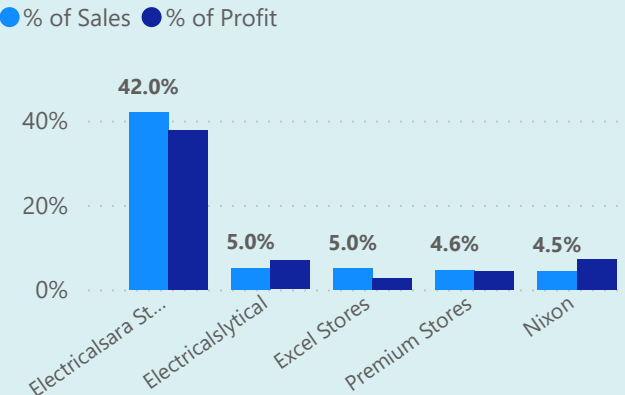
1.4%!

Last Year: 3.6%
(-59.42%)

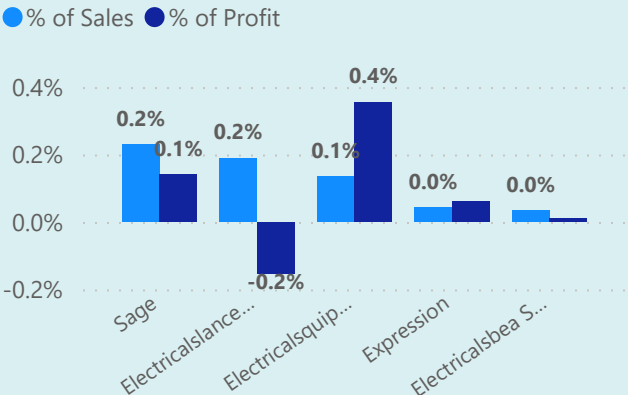
Top 5 Customer Transactions



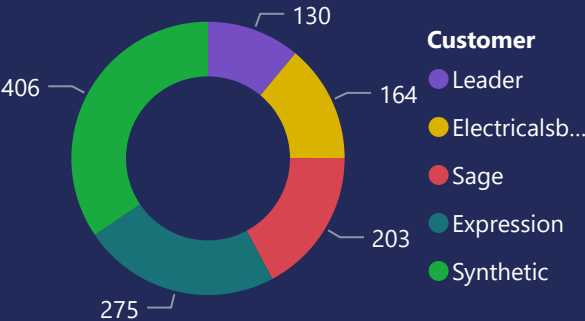
Sales vs Profit Contribution by Customers (Top 5)



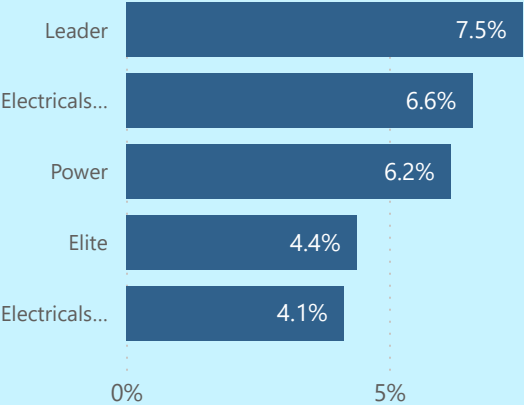
Sales vs Profit Contribution by Customers (Bottom 5)



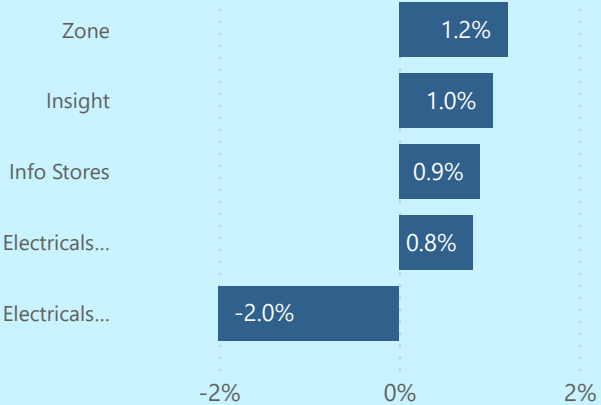
Bottom 5 Customer Transactions



Profit Margin by Customers (Top 5)



Profit Margin by Customers (Bottom 5)



Detail Information

Year

2017

2018

2019

2020

Customer Type

Brick & Mortar

E-Commerce

Zone

Central

North

South

Product Type

Distribution

Own Brand

Transaction Target

5000

markets_name	% of Sales	% of Profit	Profit Margin	Total Transactions	Sales/Transaction
+ Ahmedabad	13.4%	11.6%	2.2%	20,035	6,603.82
+ Bengaluru	0.0%	-0.3%	-20.8%	14	26,651.07
+ Bhopal	6.0%	9.3%	3.9%	13,322	4,399.48
+ Bhubaneshwar	0.1%	0.1%	4.0%	112	7,980.87
+ Chennai	1.8%	1.2%	1.7%	1,028	17,551.27
+ Delhi NCR	52.8%	48.5%	2.3%	44,219	11,749.92
+ Hyderabad	0.8%	0.2%	0.6%	2,034	3,656.26
+ Kanpur	1.4%	-0.3%	-0.5%	2,811	4,831.95
+ Kochi	1.9%	2.9%	3.7%	4,920	3,823.88
+ Lucknow	0.3%	0.1%	1.0%	104	29,750.07
+ Mumbai	15.2%	19.8%	3.2%	11,321	13,257.20
+ Nagpur	5.6%	5.7%	2.6%	47,670	1,154.32
+ Patna	0.4%	0.7%	4.1%	402	11,015.90
+ Surat	0.3%	0.5%	4.9%	403	6,466.00
Total	100.0%	100.0%	2.5%	148,395	6,636.81

*Below Target

year	Total Sales	YTD sales	PY YTD sales	Total Sales (PY)
2017	92,938,153	92,938,153	0	0
+ Jun			0	0
+ Jul			0	0
+ Aug			0	0
+ Sep			0	0
+ Oct	26,087,017	26,087,017	0	0
+ Nov	35,054,460	61,141,477	0	0
+ Dec	31,796,676	92,938,153	0	0
2018	413,687,163	413,687,163	92,938,153	92,938,153
+ Jan	42,520,492	42,520,492	0	0
+ Feb	35,243,966	77,764,458	0	0
+ Mar	38,153,155	115,917,613	0	0
+ Apr	35,891,903	151,809,516	0	0
+ May	32,188,350	183,997,866	0	0
+ Jun	34,744,297	218,742,163	0	0
+ Jul	35,975,169	254,717,332	0	0
+ Aug	39,454,467	294,171,799	0	0
+ Sep	30,101,586	324,273,385	0	0
+ Oct	27,713,450	351,986,835	26,087,017	26,087,017
+ Nov	31,296,202	383,283,037	61,141,477	35,054,460
+ Dec	30,404,126	413,687,163	92,938,153	31,796,676
2019 Total	336,019,103	336,019,102	413,687,163	413,687,163
	984,868,963	142,224,545	167,959,593	674,584,909

Market Specific Information- Kanpur

Year

2017

2018

2019

2020

Zone

Central

North

South

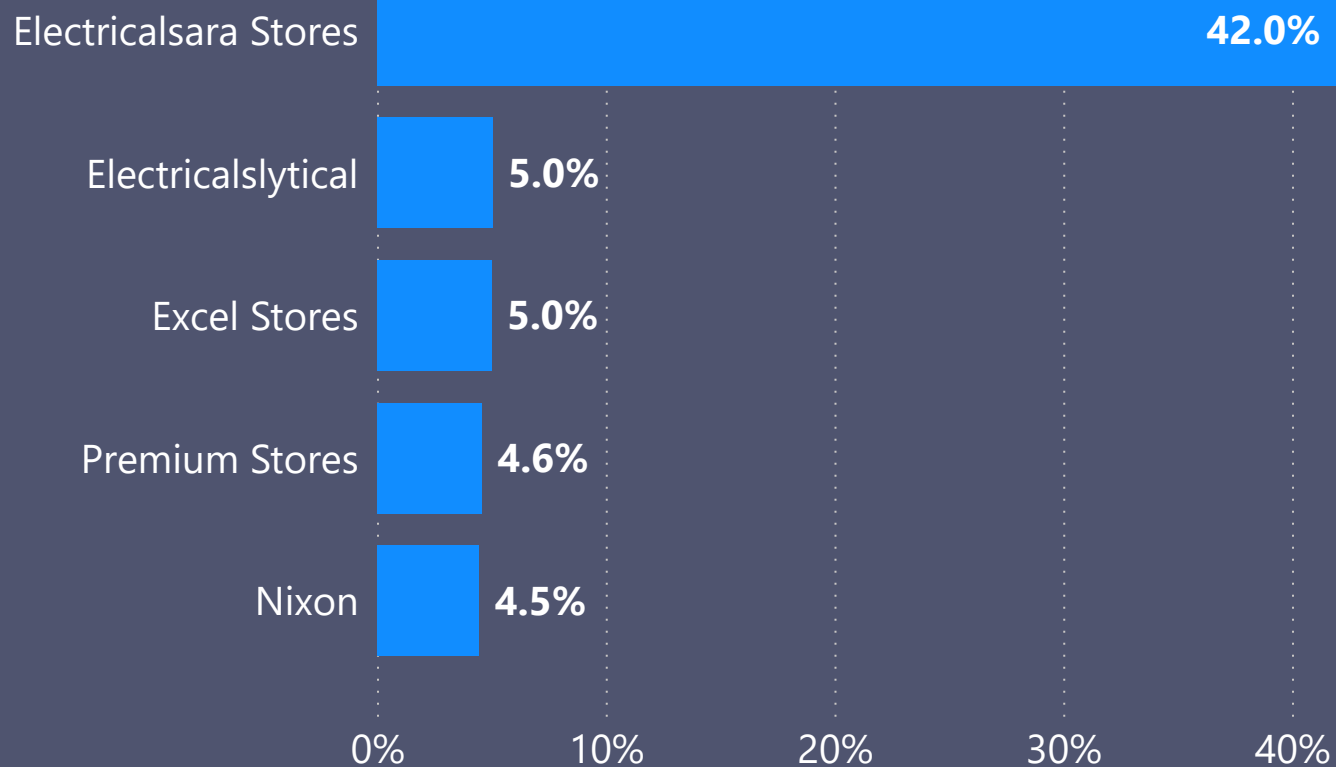
Customer Type

Brick & Mortar

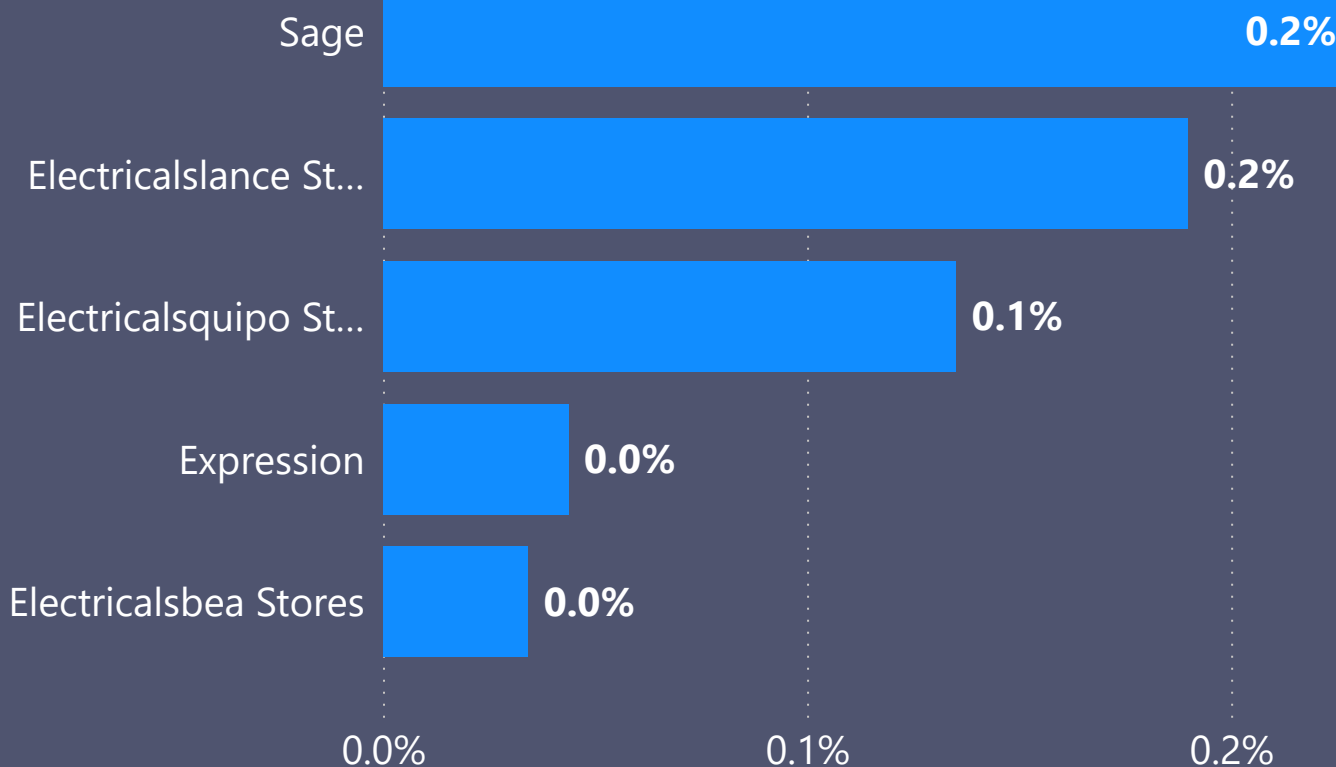
E-Commerce

Order Date	Sales Amount	Sales Quantity	Cost Price	Profit Margin%	Total Transactions
6 October, 2017	38,157.00	48	45,577.21	-19.45%	8
10 October, 2017	131,764.00	52	114,939.11	12.77%	11
11 October, 2017	4,503.00	22	4,299.49	4.52%	22
13 October, 2017	35,594.00	44	38,428.80	-7.96%	18
16 October, 2017	5,639.00	4	4,511.20	20.00%	1
17 October, 2017	72,937.00	44	84,312.46	-15.60%	4
19 October, 2017	5,389.00	20	4,478.82	16.89%	2
20 October, 2017	57,328.00	54	56,112.90	2.12%	19
24 October, 2017	121,371.00	93	88,459.56	27.12%	4
25 October, 2017	1,536.00	10	1,663.49	-8.30%	10
27 October, 2017	30,333.00	71	31,946.42	-5.32%	17
30 October, 2017	4,232.00	12	4,762.23	-12.53%	10
1 November, 2017	29,324.00	28	25,921.80	11.60%	2
2 November, 2017	3,496.00	4	2,661.73	23.86%	3
3 November, 2017	147,436.00	114	154,141.00	-4.55%	9
6 November, 2017	4,139.00	11	3,995.65	3.46%	11
8 November, 2017	105,149.00	37	90,248.62	14.17%	3
9 November, 2017	3,301.00	13	4,142.90	-25.50%	6
10 November, 2017	86,537.00	76	96,119.33	-11.07%	15
13 November, 2017	5,728.00	12	6,962.79	-21.56%	10
14 November, 2017	21,737.00	12	27,781.98	-27.81%	2
16 November, 2017	5,500.00	24	5,047.50	6.20%	17
Total	13,582,609.00	16,642	13,648,487.45	-0.49%	2811

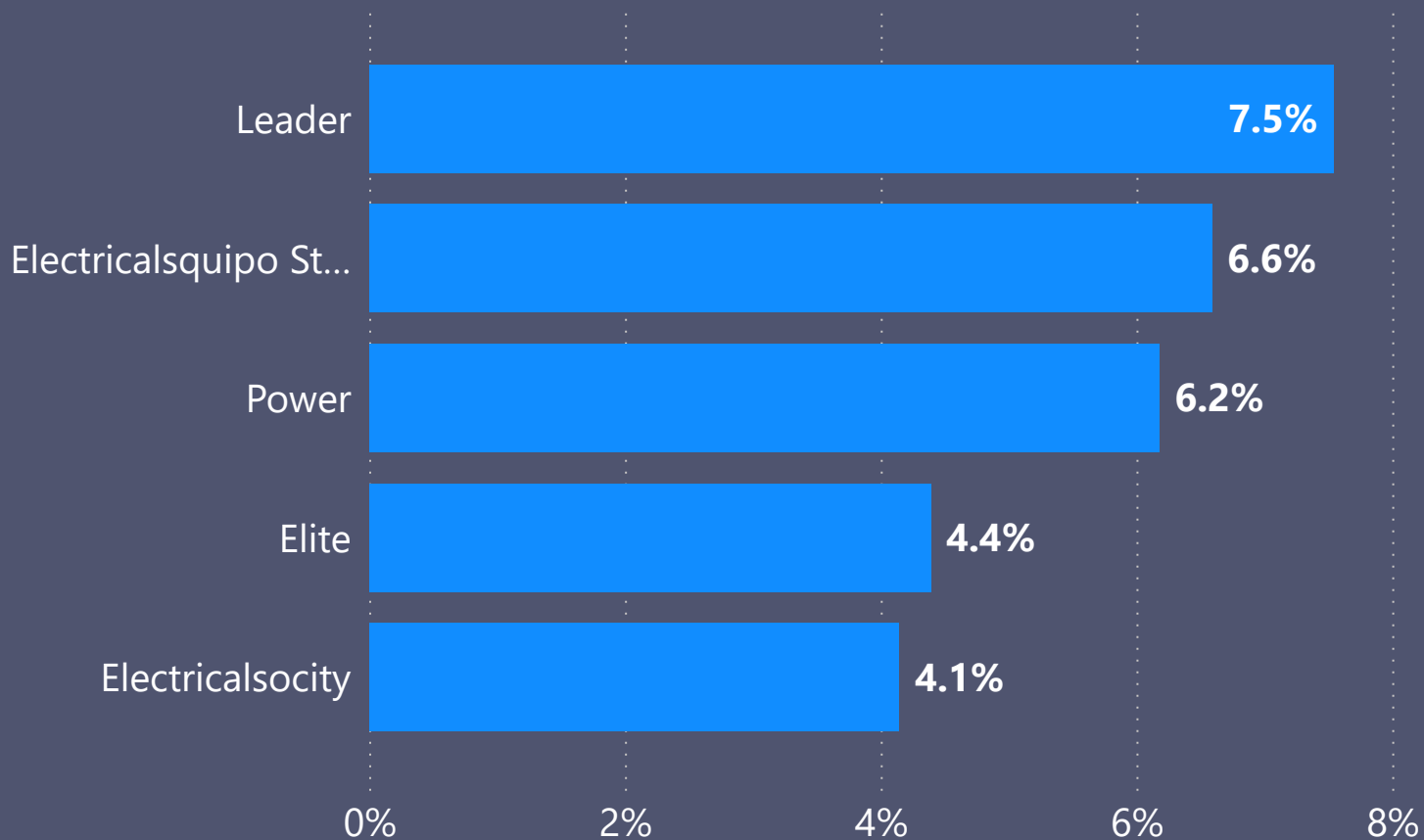
Top 5 Customers (Sales)



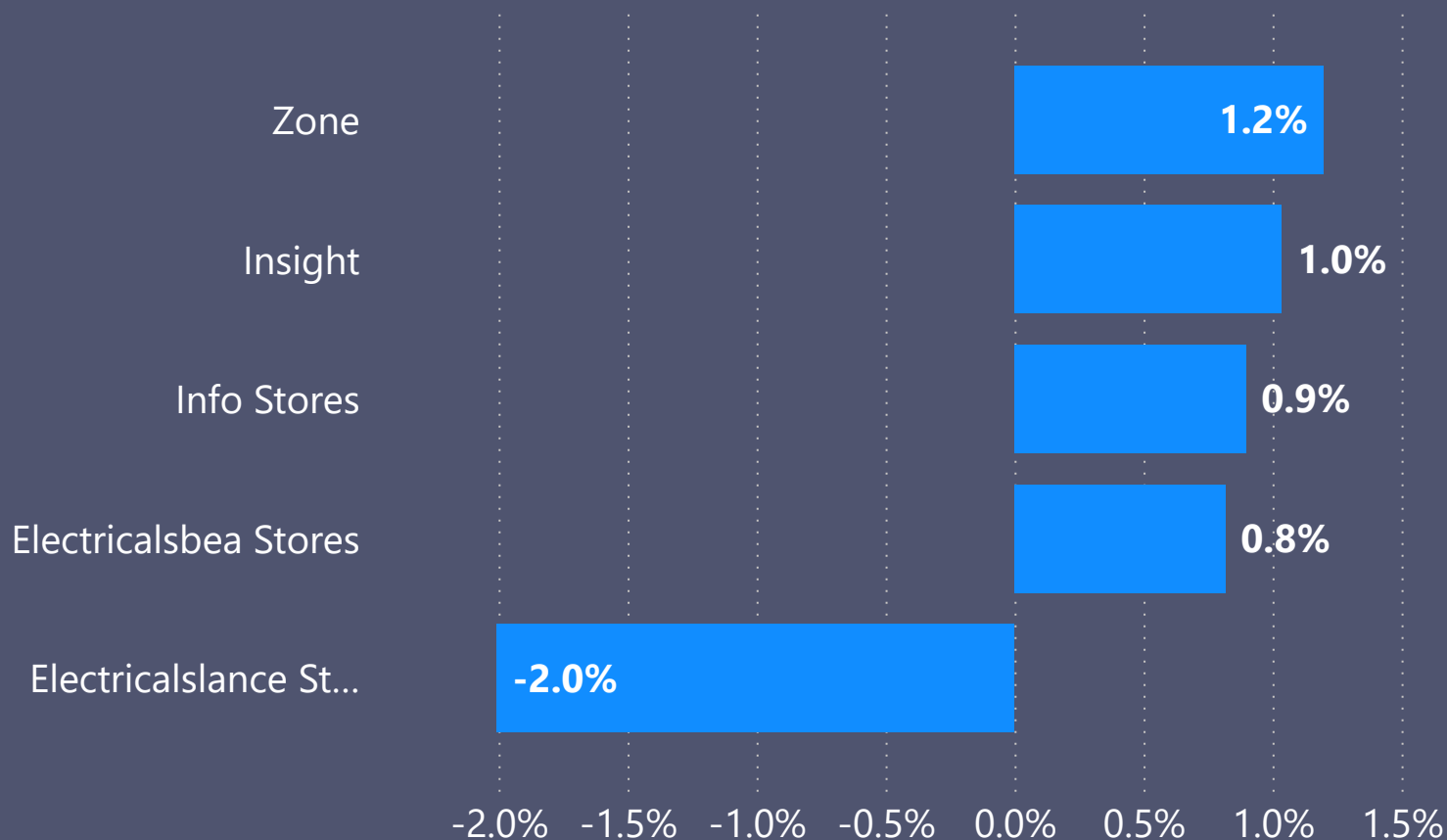
Bottom 5 Customers (Sales)



Top 5 Customers (Profit Margin)



Bottom 5 Customers (Profit Margin)



Year

2017

2018

2019

2020

Total Sales by year and month

